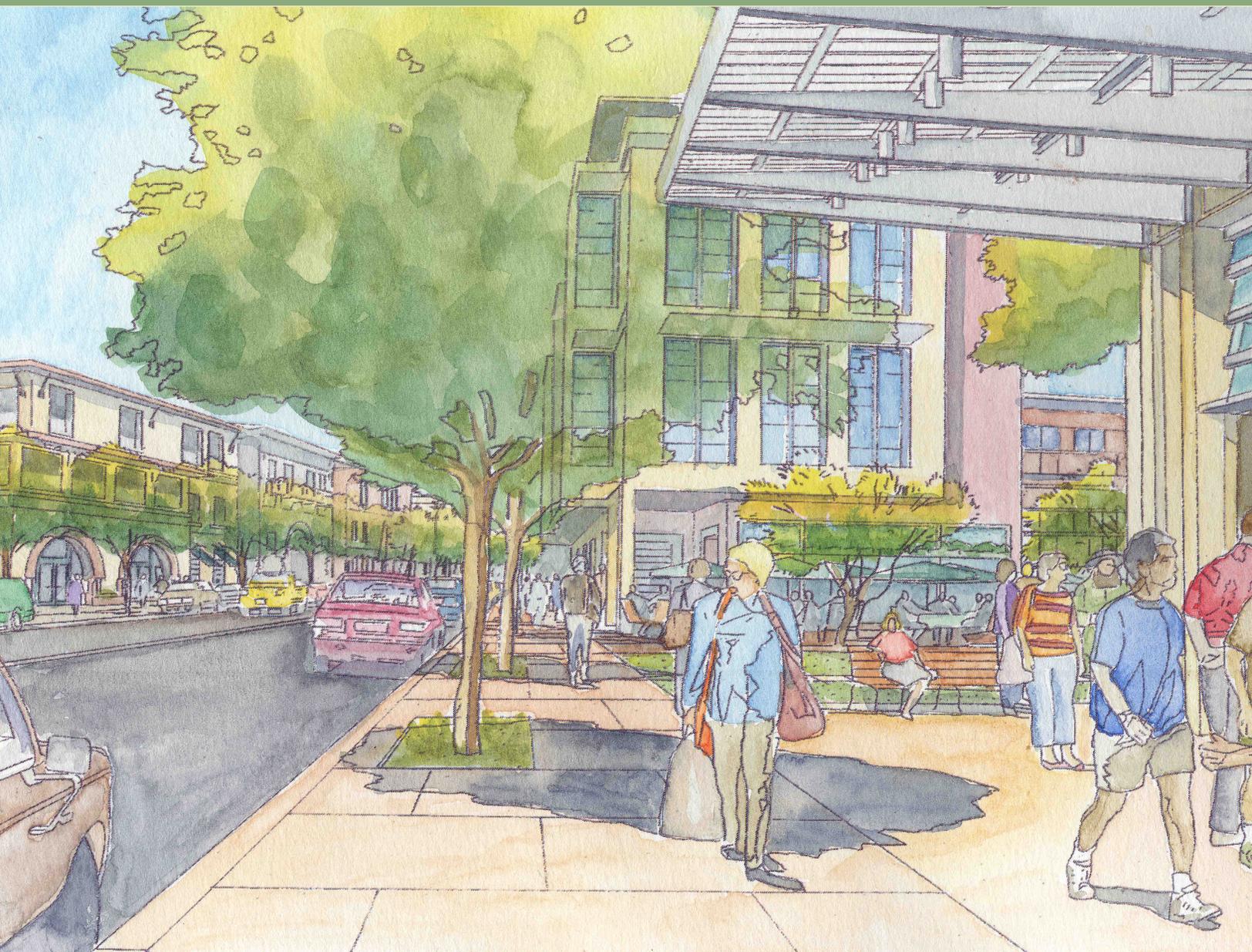


# AVONDALE CITY CENTER

## SPECIFIC PLAN

Adopted August 11, 2008





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## SPECIFIC PLAN

Adopted August 11, 2008

Prepared by

**DYETT & BHATIA**  
Urban and Regional Planners



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## **ACKNOWLEDGEMENTS**

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## Chapter 1

# INTRODUCTION AND VISION

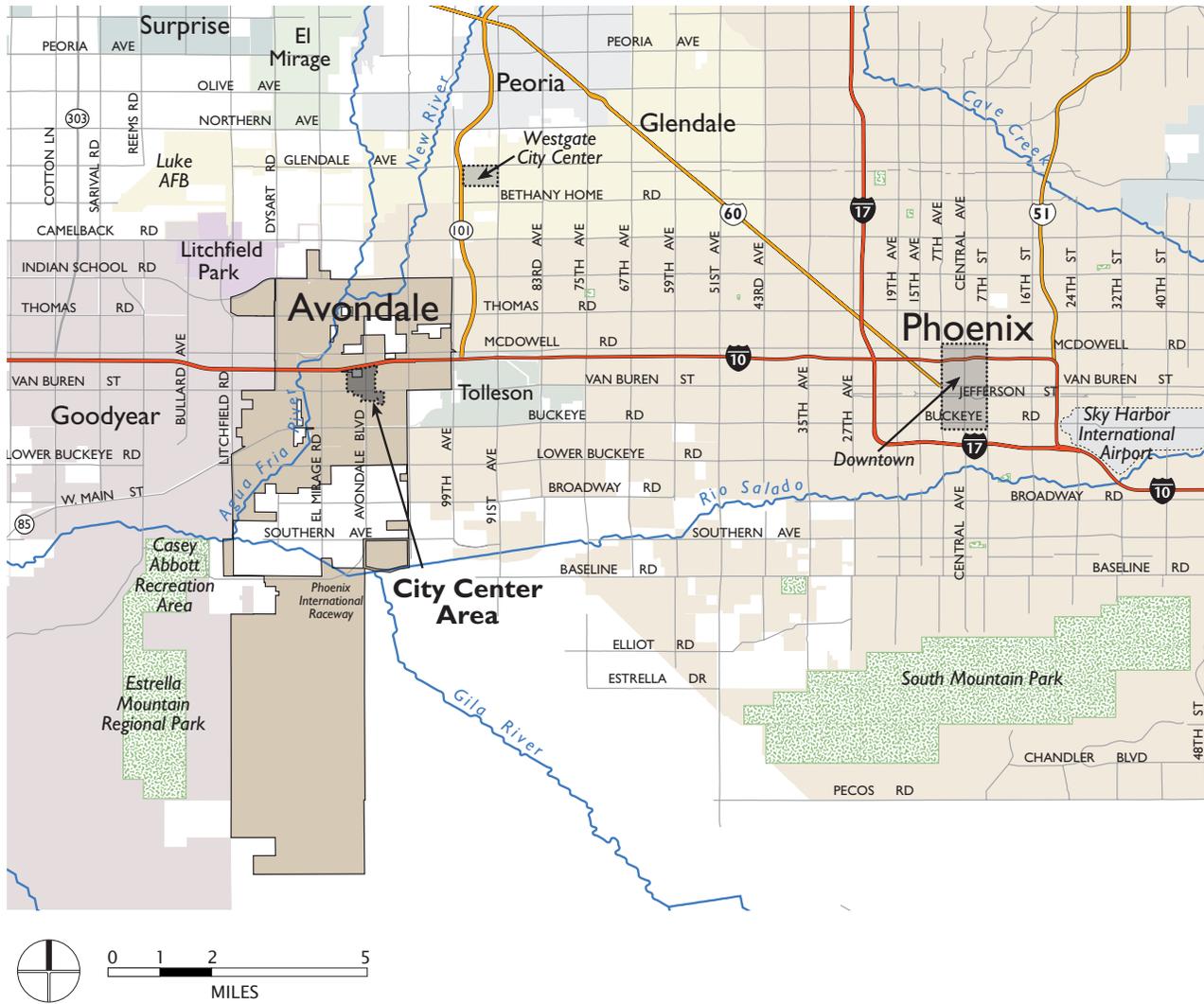
## 1.1 VISION

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*Develop the Avondale Boulevard Specific Area/City Center Plan in order to implement the Council's vision for Avondale Boulevard as a premier destination for shopping, restaurants and entertainment, with exciting mixed use development to include hotels, quality higher density housing, professional office space, with an atmosphere that is fun, pedestrian friendly and conducive to daytime and nighttime activities.*

The City Center site along Avondale Boulevard just south of I-10 has the potential to become the “heart” of the Avondale community and a destination unique to the Phoenix Metropolitan Region. A pedestrian-oriented district with tree-lined streets, shops on the ground floor, and small plazas and parks can provide Avondale’s growing population with a true “center”—an exciting meeting place, a place to shop and dine, a place where residents, workers, and visitors converge to create a vibrant community. Residential neighborhoods are planned, where people can live in townhouses or apartments, and walk to shopping and restaurants. Businesses will be attracted to the area because it provides a unique employment district where workers can walk to eat lunch, do errands, or go to meetings.

Figure 1-1  
**Regional Context Map**



The City Center site occupies 402 acres along Avondale Boulevard in a highly visible and easily accessible location within the City and the region (see Figure 1-1). The area is positioned along the major north-south arterial of the City, with the Civic Center at the south end and new hotels at the north end. Regionally, the area lies along the primary east-west freeway, Interstate 10, and is within a 20 minute drive of Downtown Phoenix and Sky Harbor International Airport. The area is close to stadiums and regional attractions such as the University of Phoenix Stadium, Jobbing.com Arena, and Westgate City Center. Additionally, the site is along the main route to the Phoenix International Raceway—an event-driven destination that brings hundreds of thousands of people through the area each year.

All of these factors establish great potential for an active city center—one that offers a variety of residential unit types, an employment center, and various active pedestrian oriented uses. It can become a place where people arrange to meet business associates or friends, stop on the way home from work, or go for a comfortable stroll on Saturday morning. Figures 1-2, 1-3, and 1-4 show the vision and desired character for the City Center area.

This plan establishes the framework of streets, land uses, parks, and building form for the City Center site. The planning horizon is 20 years during which buildout may or may not occur depending on market conditions. The Plan provides specific direction to guide development, with a framework that is flexible enough to serve over the long term.

Figure 1-2

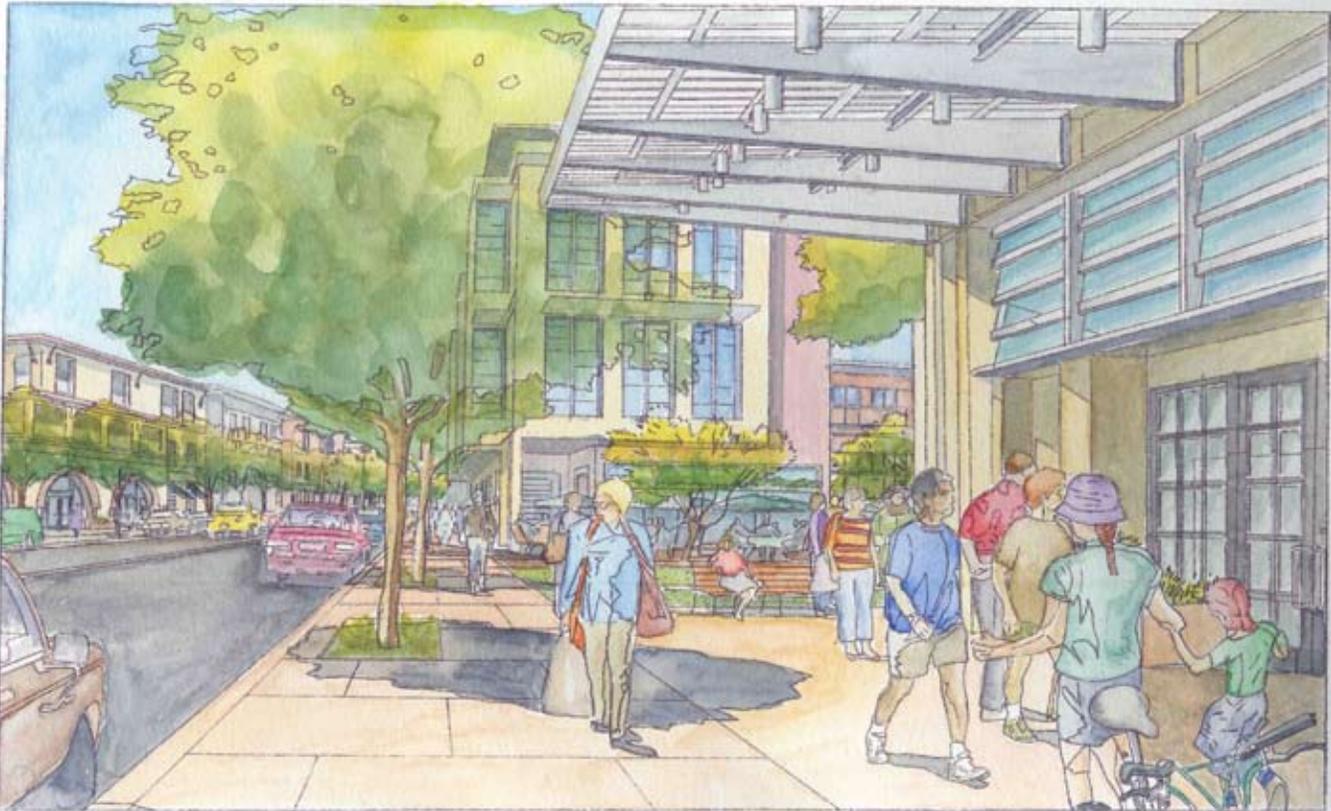
### Avondale Boulevard - Gateway of the City



*The Avondale City Center area will be a major high-intensity center in the west valley, with employment uses fronting on Avondale Boulevard and mixed use neighborhoods to the east and west. Offices, hotels, retail, and other employment uses line Avondale Boulevard, in buildings two to ten stories tall. Landscaped areas 30 to 40 feet deep are along both sides of the street, in a “land art” design scheme with stepped walls and planted terraces.*

Figure 1-3

**A Pedestrian-Oriented City Center**



*Pedestrian-oriented streets are created throughout the City Center area, based on the grid street pattern established in the Plan. Continuous shade is created with street trees and building overhangs. Buildings line the streets. Certain streets are designated to have retail stores and restaurants on the ground floor.*

Figure 1-4  
**Mixed-Use Neighborhoods with a Distinctive Character**



*Great neighborhoods will be created in the City Center area, with townhouses and condominiums overlooking linear parks. Residents will be able to walk to stores, restaurants, and services. Easy access to I-10, Downtown Phoenix, and the Sky Harbor International airport will make this a highly desirable location.*

## 1.2 PLANNING PROCESS

---

The Plan was created over a 12 month period beginning in January 2007, by the consultant team and the City of Avondale staff, with direction provided by the City Council. The consultant team was led by Dyett & Bhatia, Urban and Regional Planners. Other team members were: Field Paoli (architecture and urban design), Ten Eyck Landscape Architects, Inc., Kimley-Horn and Associates, Inc. (circulation and infrastructure), Grady Gammage (law), Jack Mackie (public art), and ESI Corporation (market analysis).

The consultant team began the planning process by conducting extensive field research. The team made several site visits and evaluated relevant material such as adopted planning documents, infrastructure drawings and plans, proposed development plans, and economic and demographic data. As part of this process, the team produced the *Avondale City Center Market Analysis* (March 16, 2007), which detailed the market demand for various land uses that the City Center could likely capture at build-out.

The team also conducted a series of stakeholder interviews with landowners, developers, and other interested parties. After gathering the initial community input and analyzing the field data, the consultant team prepared the comprehensive *Existing Conditions, Opportunities and Constraints Report* (March 20, 2007). This report outlines the many factors that will affect the development of the City Center.

The team then began to explore urban design options for the City Center area. Visioning sessions were held with the City staff, and initial concept plans were developed. The team produced two concept plan alternatives which were presented to the Planning Commission and City Council at public workshops and to the community at a public meeting.

Following these presentations, the team held developer roundtable meetings, consultations with property owners, meetings with City staff, and team design charrettes. Incorporating all the input and feedback, the team produced two refined alternative plans, presented in the Specific Plan Preliminary Draft (August 29, 2007). This Draft addressed circulation, land use, and open space for the two alternatives, block studies, landscape elements, street design, and development standards. It also addressed integration with adjacent properties.

While refining the alternative plans, the team prepared comprehensive impact analysis reports to determine the longer-term impacts of the proposed plans. These studies are detailed in *Avondale City Center Transportation Impact Analysis Memo* (September 27, 2007); *Avondale City Center Fiscal Impact Update* (October 25, 2007); and *Avondale City Center Storm Water Retention Analysis Memo* (November 1, 2007). The findings presented in these reports helped inform and refine the proposals presented in the Plan. The planning area was expanded from 272 to 402 acres in December 2007 as a result of the ongoing analysis.

The Plan was presented at a public meeting on February 20, 2008, and the public review draft was released on March 5, 2008. The Planning Commission held five public hearings and two workshops over the course of the next several months. The Planning Commission recommended approval of the draft Plan subject to certain revisions on July 17, 2008 and the draft plan was subsequently updated to reflect the Commission's recommendation. The City Council held a public hearing and adopted the Plan on August 11, 2008.

### 1.3 CONTENTS OF THE PLAN

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The Avondale City Center Plan lays out detailed provisions for land use, circulation, open space, and urban design, along with an implementation plan. The Plan is organized as follows:

*Chapter 2* of this document, Background Information, summarizes the major conclusions determined during the team’s initial research about the site context and market demand. Also included is a table detailing growth projections at build-out for each sub-area in the City Center.

*Chapter 3* presents the City Center Plan, with the plans and policies for circulation, land use, and parks and open space.

In *Chapter 4*, the urban design framework is presented. This section of the plan addresses more specifically the nature and quality of the streets, parks, and public spaces. Plans and sections for all the different types of streets are presented, along with landscaping schemes that will create a distinct character for the various streets and sub-areas. Also included in the urban design chapter is a description of how public art will be integrated into the City Center. This section suggests creative ways in which public art can be woven into the elements of infrastructure and urban design, both public and private.

*Chapter 5* presents the design guidelines for development sites in the City Center. It includes site plans and block configurations to illustrate the quality of urban street life and concentration of activity envisioned. The design guidelines will be the basis for review of development applications, to ensure that new development projects achieve the desired character.

*Chapter 6* outlines the implementation strategies for the plan—new infrastructure, financial incentives, and public services. It also outlines the next steps the City should take to initiate development and public improvements in the City Center area.

## **1.4 THE ROLE AND AUTHORITY OF THE CITY CENTER PLAN**

### **Relationship to Other Plans and Regulations**

The existing General Plan and Freeway Corridor Specific Plan established general policies for the City Center area. The Plan presented here offers much more specific guidance for land use, circulation, building form, and urban design. It provides the additional level of detail needed to prepare zoning regulations or planned unit development applications, and to guide development project applications. Included in the Plan are carefully determined guidelines for land uses, densities, street design, site planning, and building design. The Plan supersedes the Freeway Corridor Specific Plan within the City Center study area. The Plan is not, however, intended to supersede existing PADs; approved PADs that have not expired remain the governing regulations for those properties.

### **A Policy Plan**

The City Center plan is a policy plan. All of its provisions are guidelines which will serve as a guide for evaluating proposed developments. The quantitative provisions of the Plan establish targets and provide a basis for project review, but they are not mandatory standards. The primary goal of the Plan is to ensure that the overall desired character and intensity of development is achieved in the City Center area, as projects are built over time. Applicants may submit projects that meet the overall intent of the Plan but do not comply with all of the development guidelines. Any project application should include an explanation of how the project meets the overall objectives and guidelines of the Specific Plan, and a justification for any departures from the Specific Plan guidelines.

### **The Development Review Process under the City Center Specific Plan**

Most of the future development within the City Center Area will require one or more of the following types of applications, as described below:

- **Annexation.** Any properties that are not currently within the City limits must apply for annexation and be accepted according to the city's standard procedures.
- **Zoning.** All properties require proper zoning prior to development. A Planned Area Development application with land use provisions and development standards consistent with the City Center Specific Plan can be submitted under the City's current Zoning Ordinance. Alternatively, the City may amend the current Zoning Ordinance by adding new districts that incorporate the land use classifications and design guidelines of the City Center Specific Plan. Applications for one or more of these new zoning districts can then be submitted.
- **Design Review.** An application for Site Plan and Architectural Review must be submitted and approved prior to the approval of any construction plans for new development. The site plans, building elevations, building sections, landscaping plans, and other components of this application will need to be consistent with the City Center Specific Plan and comply with all zoning requirements.

## Chapter 2

# BACKGROUND INFORMATION

## 2.1 SITE CONTEXT AND EXISTING PLANS

---

### SITE CONTEXT

The Avondale City Center study area occupies 402 acres just south of Interstate 10. The area is an irregular shape that extends a maximum of one-half mile on either side of Avondale Boulevard to the east and west, and one mile from I-10 to Coldwater Springs Boulevard to the south. Avondale Boulevard, Van Buren Street, and a short segment of Roosevelt Street are the only existing streets; other streets within the study area are planned or under construction (see Figure 2-1).

Avondale Boulevard is currently a six-lane arterial; it is also the main route leading to the Phoenix International Raceway to the south. Van Buren is currently a five-lane arterial (two through lanes in each direction plus a continuous left-turn lane) from El Mirage to Avondale Boulevard. It narrows to two lanes east of Avondale Boulevard, past the intersection. In the citywide context of Avondale, the City Center site is in a central location along the City's commercial and employment corridor. It is also located in a central location relative to residential neighborhoods to the north and south.

## **GENERAL PLAN AND FREEWAY CORRIDOR SPECIFIC PLAN**

The General Plan designates the study area north of Van Buren Street and east of 117th Avenue as Freeway Commercial. West of 117th Avenue, the General Plan shows Mixed Use. South of Van Buren Street between 117th Avenue and 113th Avenue, the study area is Commercial. The area west of 117th Avenue is designated Multi-family Residential, and the property east of 113th Avenue is Medium Density Residential.

The Freeway Corridor Specific Plan establishes more specific provisions to guide development for the entire stretch of land along I-10 in Avondale. Adopted in 1991 and updated in 2002, the plan addresses the area's image, land uses, development intensity, infrastructure, circulation, and urban design, stating specific goals for particular streets and intersections. The Avondale City Center study area is a sub-area within the Freeway Corridor (see Figure 2-2).

The existing General Plan shows a number of different future land uses surrounding the City Center area (see Figure 2-3). To the east and west of the site north of Corporate Drive, parcels are all designated as Employment. South of Corporate Drive, adjacent land uses include Mixed Use, and various Residential designations. At the southeast end of the study area, the General Plan shows Civic Center uses. North of I-10, the southern corners of McDowell and Avondale Boulevard are mostly undeveloped and shown for future freeway commercial use.

## **EXISTING ZONING AND APPROVED PLANNED AREA DEVELOPMENTS**

The study area is currently zoned mostly Planned Area Development (PAD) and County (Rural-43). One parcel is zoned C-2 (Community Commercial), one parcel is zoned A-1, (General Industrial), and five parcels are zoned AG (Agricultural). The City anticipates that the parcels zoned AG and County will be zoned up to a commercial or mixed-use designation or to PAD, although there are currently no requests for annexation pending.

Each PAD is an independent regulatory document that establishes allowed land uses and required development standards. Figure 2-4 shows the current status of Planned Area Developments. The Avondale Gateway PAD and Coldwater Springs Promenade PAD are currently being developed. The Summit at Avondale PAD is inactive. The Avondale Coldwater I PAD site has an approved site plan. Two PADs within the study area have expired and cannot be developed without further City Council approval - the City Pointe PAD and the PAD for the property at the northwest corner of Avondale Boulevard and Van Buren Street.

Figure 2-1  
Project Site

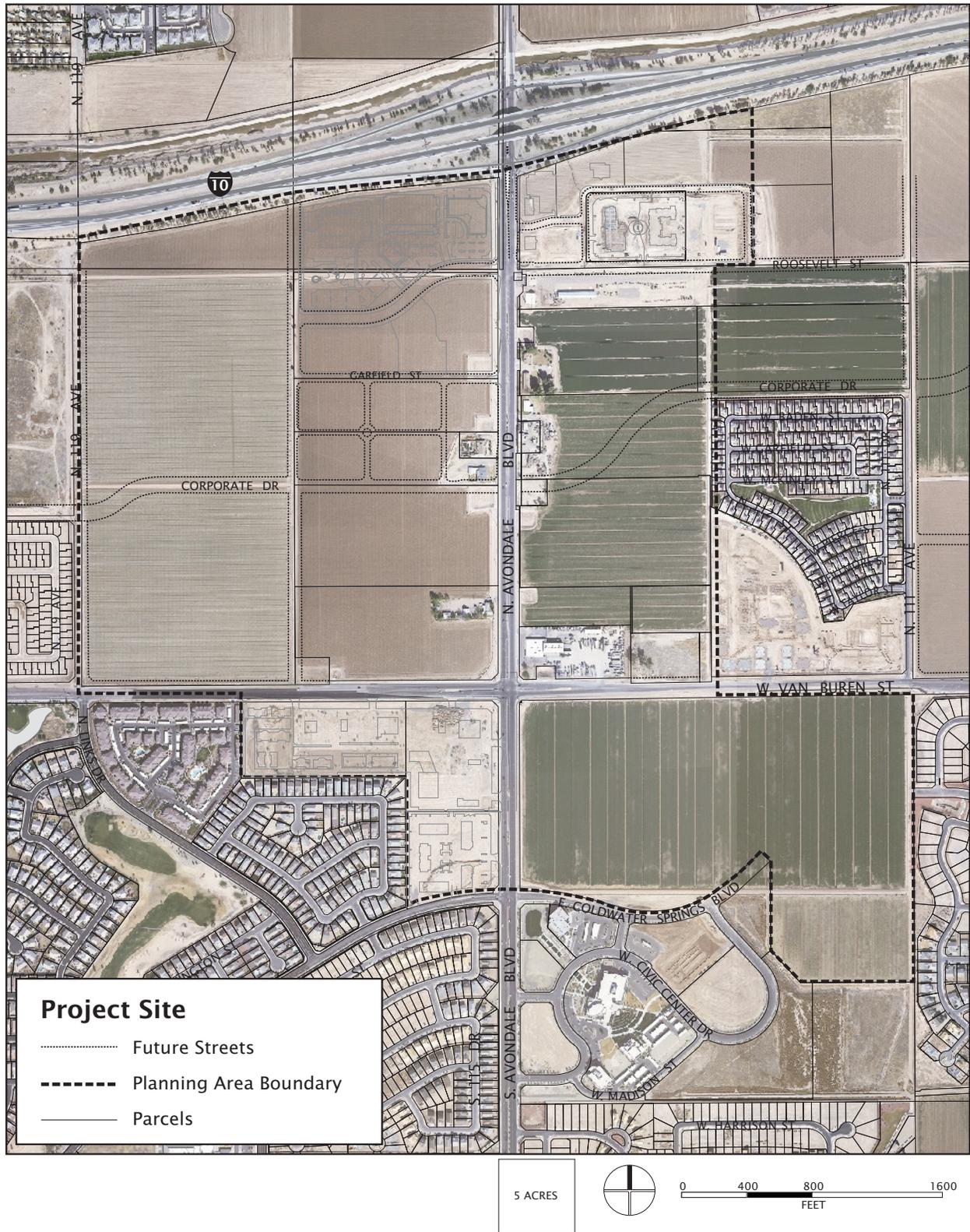
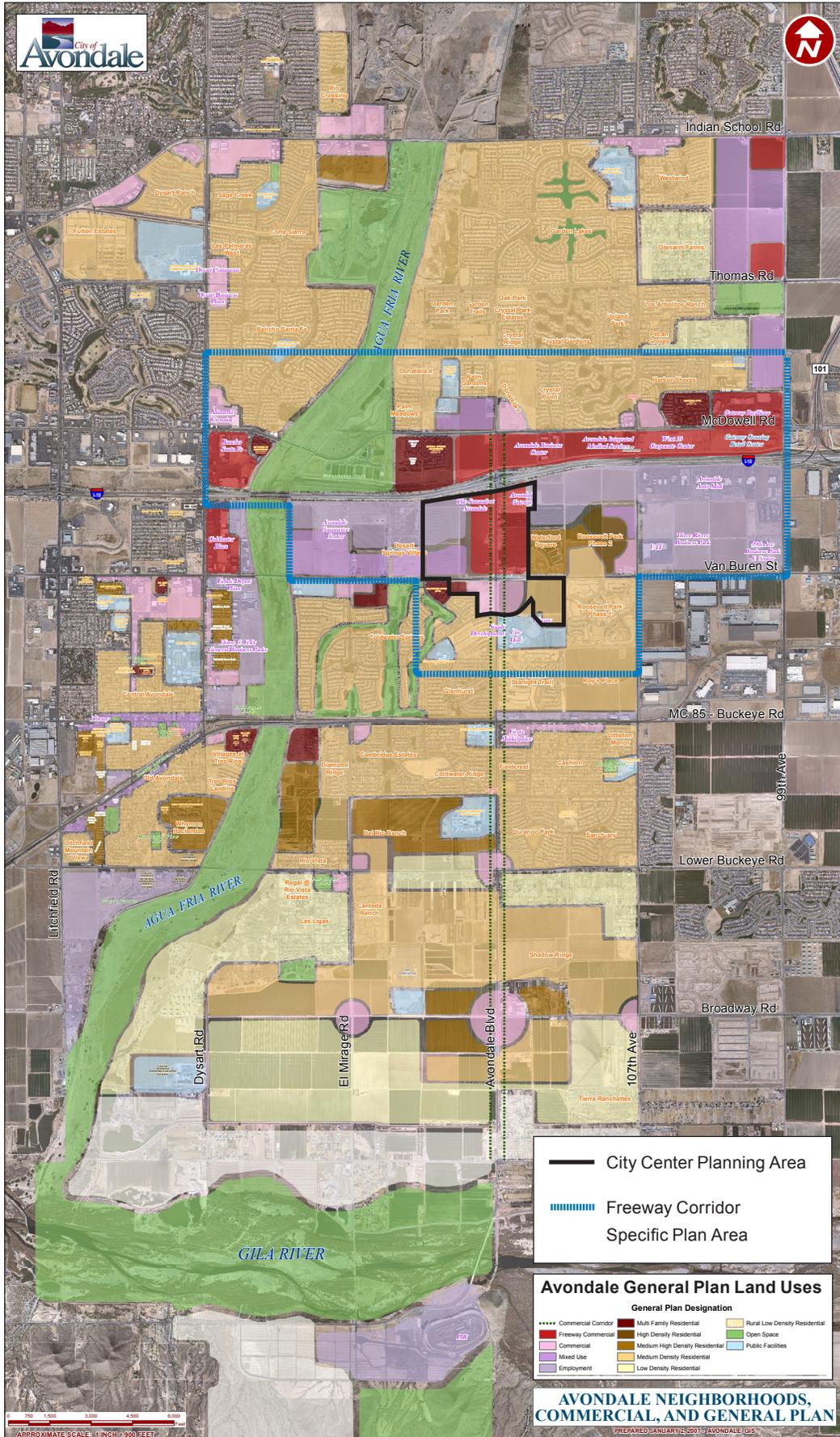


Figure 2-2

General Plan and Freeway Corridor Specific Plan



General Plan - Land Use and Circulation

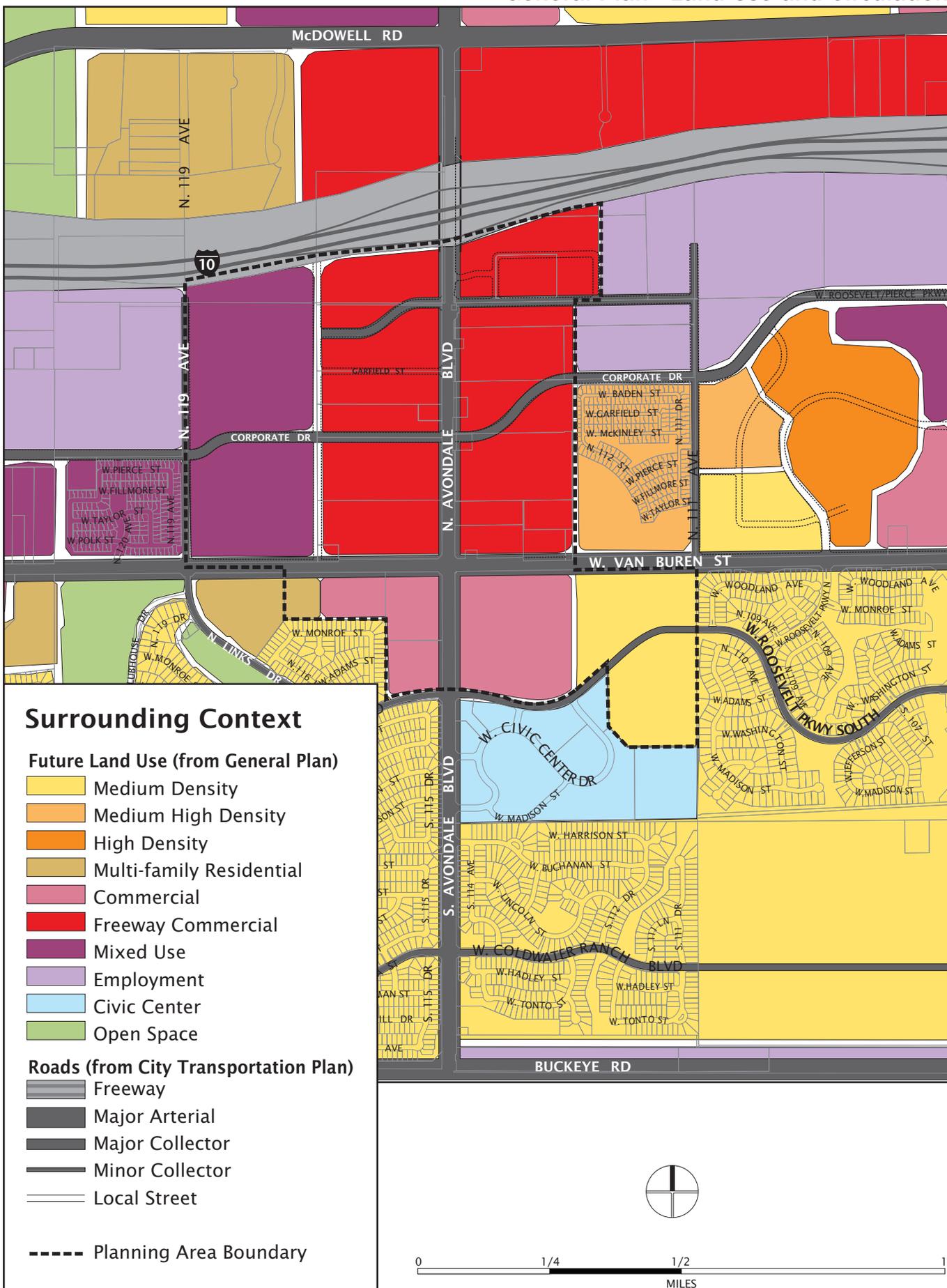
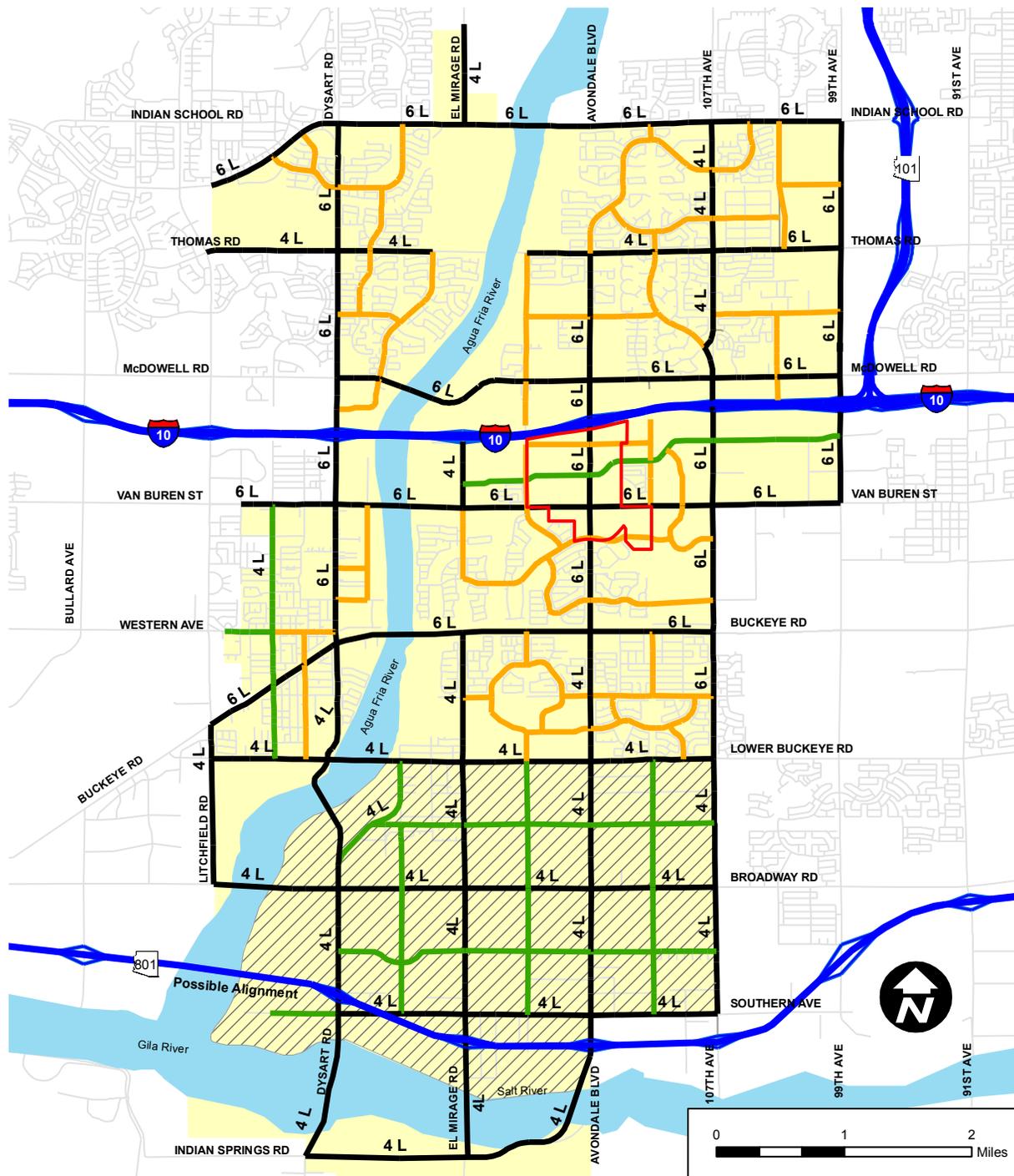




Figure 2-5

# Avondale Transportation Plan



## Recommended Street Functional Classification System

Notes: The county designates Indian School Road, Buckeye Road (MC 85), Dysart Road from Buckeye Road to Indian School Road and 99th Avenue from I-10 to Van Buren Street as Roads of Regional Significance (RRS)  
Sources: City of Avondale, the CK Group, Inc., Figure 4-24

### Legend

- Arterial
- Major Collector
- Minor Collector
- Undefined collector roadway network, to be established with future developments
- Local
- Freeway
- 4L # of Through Lanes



----- City Center Planning Area

July 2006

## AVONDALE TRANSPORTATION PLAN

Figure 2-5 shows the current adopted plan for Avondale's transportation system, with street classifications for arterials, major collectors, and minor collectors. Avondale Boulevard and Van Buren Street are the two arterials that pass through the study area. The City of Avondale Transportation Plan (October 2006) projects marked increases in traffic volumes along these two arterials. On Avondale Boulevard within the study area, average daily traffic counts are 22,400; by 2026, they are projected to reach 55,800. On Van Buren Street within the study area, existing ADT counts are in the 8,000 to 15,000 range, and are projected to reach 34,000 to 44,000 by 2026.

There are currently no major collectors through the study area. The planned major collector is Corporate Drive, which diverts off of the Roosevelt alignment at 109th Avenue and extends west of El Mirage Road. The existing and planned minor collectors in the study area are Roosevelt Street and its extension through the Summit at Avondale; and Coldwater Springs Boulevard. There are two local, two-lane roads planned within the study area: the loop road around the two new Hilton Hotels and a connecting road to Avondale Boulevard at the Avondale Gateway PAD; and Garfield Street, along the north edge of the City Pointe PAD between Avondale Boulevard and 117th Avenue. The City's Transportation Plan includes standard street sections for all street classifications.

## 2.2 MARKET ANALYSIS

---

### MARKET CONTEXT IN THE CITY AND REGION

Avondale's General Plan designates land along both sides of I-10 for commercial and employment uses, and also provides for neighborhood and community commercial uses in nodes throughout the City (see Figure 2-2). In recent years, there has been quite a bit of retail development and a number of small scale office developments. Commercial development is mostly concentrated north of I-10 at 99th Avenue and McDowell Road east of the study area and along Dysart Road west of the study area. On the south side of McDowell west of 107th Avenue, a three-story medical office building is currently in the first of three phases. The Avondale Auto Mall is located on the south side of I-10 between 99th and 107th Avenues east of the study area, and the area south of the Auto Mall is developing with business park and light industrial uses.

The distribution of major retail centers and major employment centers in the Phoenix region is shown in Figures 2-6 and 2-7. Figure 2-6 shows the location of existing or planned large regional malls; the planned malls, Prasada and Estrella Falls, will serve the entire trade area. If they proceed as planned, it will not be possible to develop a viable regional mall in Avondale due to the trade area agreements established by tenants and mall owners. Figure 2-7 illustrates clearly that employment is concentrated in the eastern areas of the region; there are currently no major employment centers located west of Interstate 17. This represents an enormous opportunity to establish a major employment center in the Western Suburb.

Figure 2-6

### Major Retail Centers

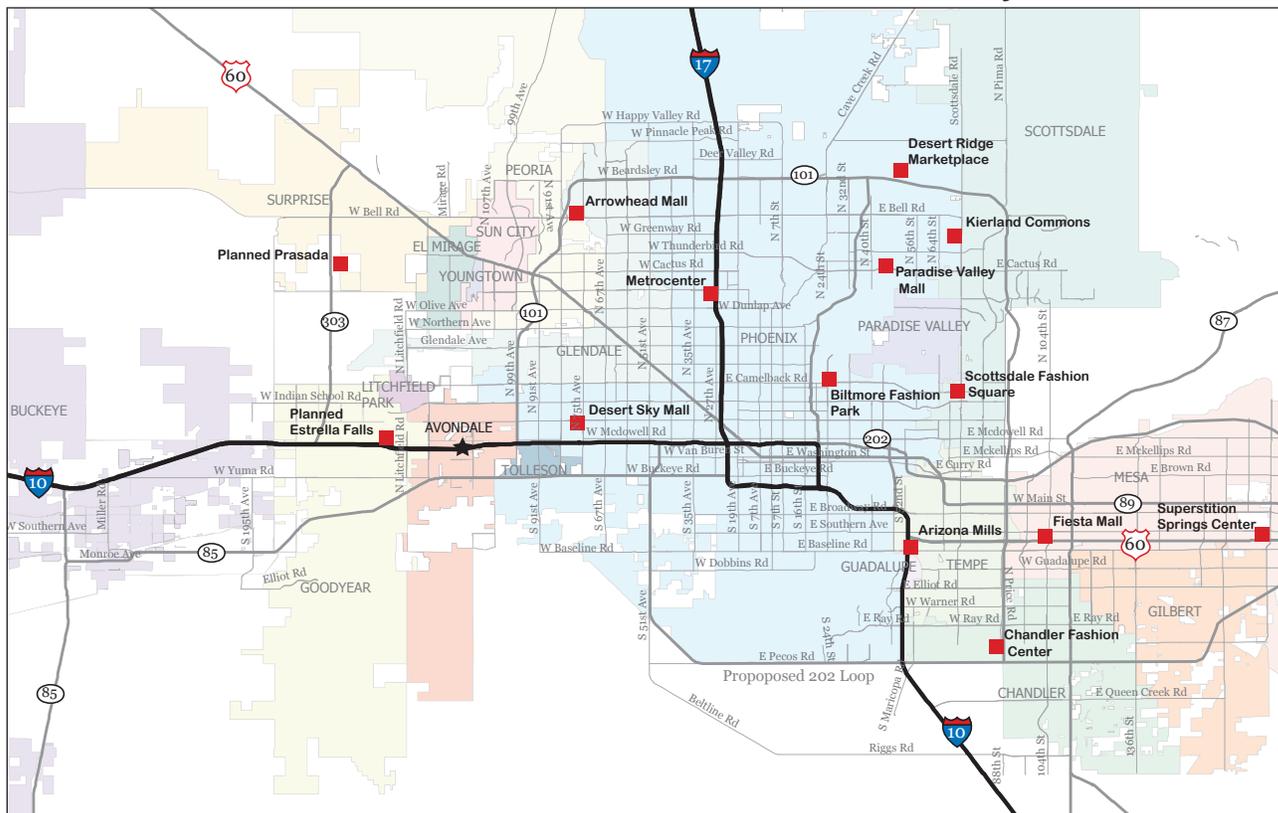
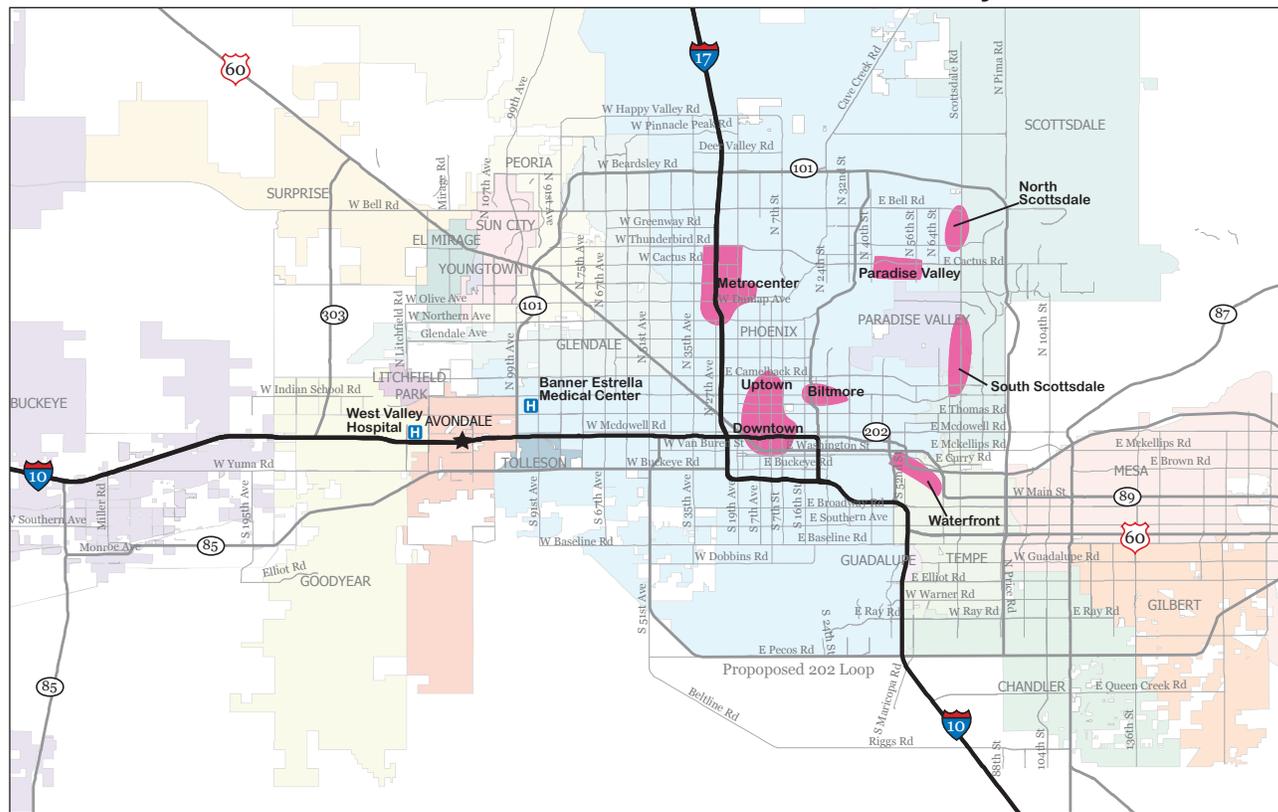


Figure 2-7

### Major Office Corridors



To quantify these observations and determine the actual demand for office (low, mid and high-rise), retail, and residential development, an in-depth market analysis was prepared. This was based on the study area's 10- and 26-minute drive time "market trade areas," Avondale's demographic characteristics, the inventory existing and proposed square foot-ages of development, and housing permit activity. Considered together, this data produced projections about the City Center's market share of the demand for development within the City, Western Suburb (District 20), and Phoenix region. These findings are described below.

## **MARKET DEMAND ANALYSIS**

### **Retail**

The market for large regional malls in the Western Suburb will be saturated with the construction of the two new malls approved in Goodyear (Estrella Falls) and Surprise (Prasada). The market for neighborhood and community retail is also already well served in Avondale. Avondale currently has more square feet per capita of both neighborhood and community serving retail than Maricopa County and the Western Suburb. However, Avondale south of I-10 is under-served in neighborhood and community serving retail, indicating that there are opportunities in the long run to add additional retail of this type. By 2020 there will be a need for another 400,000 square feet of neighborhood serving retail in Avondale, much of which could be built south of I-10. Additional potential for retail may exist, dependant upon the addition of office, hotel and residential development to the City Center project and surrounding area.

There is a major opportunity to create pedestrian-oriented retail that serves both the immediate City Center area and the community as a whole. There is a strong desire for that type of retail experience, and it does not currently exist in Avondale or the Western Suburb.

### **Office**

Avondale and the larger Western Suburb area are currently under-served in office space. All of the existing office space is in low-rise buildings (mostly one story); there are no mid-rise (five to 12 floors) or high-rise (13 or more floors) office buildings west of I-17. Based on supportable square feet per capita, by 2020 the Western Suburb could support 4.1 million square feet of low and mid-rise office space. Based purely on its own population, Avondale could support 500,000 square feet of office space through 2020. However, Avondale is strategically positioned to capture a larger share of the overall supportable office space in the Western Suburb due to its location along I-10 and its proximity to Loop 101 and I-17. There is a window of opportunity to position Avondale as a unique office area of mid-rise five to 12 story buildings, if amenities such as restaurants and design character are provided that can compete with other locations. Under such a scenario, Avondale could potentially accommodate one to three million square feet of office space of all building heights.

## **Residential**

By 2020 Avondale is estimated to need another 20,495 dwelling units, of which 80% are projected to be owner-occupied. Currently Avondale has predominantly single family residential, with some two-story apartment complexes. However, there are no townhouses or condominiums in the entire City. This represents a tremendous opportunity, because there are many types of households that desire that type of product, including young professionals, first time homebuyers, older single individuals, empty nesters, and retirees. Based on existing housing ratios in the Western Suburb, it is estimated that 7.3 percent of the total housing demand in Avondale could be met with the development of townhouse or condominiums, which translates into 1,496 dwelling units. Most, if not all, of those units could be developed in the City Center if the area is attractively designed for that type of product. An even greater number of units of that type could potentially be developed in City Center if the market perceives this as a more desirable location than other Western Suburb cities.

Townhouses and condominiums would support the pedestrian-oriented retail desired by the City Council. High density residential development can be critical to supporting retail—it provides demand during evening and weekend hours to complement the daytime demand from office workers. This can make the difference between success and failure for a small business.

## **Hotel**

Currently there are two recently opened hotels in the Avondale City Center area; and a four star hotel is planned for construction in the future as part of the Summit project. This represents a significant amount of hotel development within the City Center acreage.

The future hotel market is very difficult to predict. There are small windows of opportunity for hotel development when existing hotels achieve high occupancy rates. Avondale City Center is a good hotel location given its proximity to I-10, Loop 101, and I-17; however other locations in the Western Suburb are equally competitive. The creation of a unique pedestrian-oriented retail district and/or a unique design character area could help make the City Center area attractive to future hotel operators.

## **2.3 BUILDOUT PROJECTIONS**

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Projections of the total amount of development in the City Center area were prepared to assess the potential intensity of development, and to analyze the potential impacts on transportation, City revenues, and utilities infrastructure. The market analysis was used as a benchmark to indicate the amount of development that could reasonably be expected to locate within the City Center at build out. The projections also consider the City Center goals for compact pedestrian-oriented development. Much of the intensity of commercial and office development within the City Center area is assumed to have a floor area ratio greater than 50 percent, an intensity that requires parking decks or structures rather than surface parking lots. Residential development is assumed to be between 12 and 45 units per acre.

Growth projections were prepared by sub-area, in order to evaluate appropriate densities, and ascertain traffic impacts on specific streets and intersections. Figure 2-8 shows the growth areas within the City Center planning boundary. The Planned Area Developments already approved are shown in white, and were considered as part of the “background land use” that is already approved. The amount of development was allocated by sub-area based on the acreage of each sub-area and the proposed land uses and densities.

### **Office**

A total of 1.2 to 2.4 million square feet of office employment uses is projected. This is consistent with the market analysis. It assumes that Avondale captures more than a straight “per capita” amount of office development, due to its strategic location and the unique character of the City Center area.

### **Retail**

A total of 300,000 to 500,000 square feet of retail demand was assumed within the City Center area, consistent with the market analysis, and the opportunity to support additional retail with residential development in the City Center area. An additional 200,000 to 325,000 square feet of retail development was assumed for areas F1 and F2, based on the opportunity for retail with freeway visibility.

### **Hotel**

A total of 200 hotel rooms are projected, assumed in two separate hotel buildings. The hotel market is difficult to project; and thus a conservative estimate is provided. It is assumed that there is some hotel development opportunity, given the City Center’s desirable location and the opportunities related to Phoenix International Raceway.

### Residential – Townhouses, Apartments, and Condominiums

A total of 1,700 to 2,500 units were assumed within Areas A-E. While the market study indicated a potential for up to 1,500 units, the plan assumes that the City Center area will capture a greater share of the regional market due to the unique character of this area compared to other development in the West Valley. An additional 700 to 1,000 units were assumed in areas F1 and F2. The total amount of residential growth is projected to be between 2,400 and 3,400 units.

Area G is also designated for future residential use and could be developed with 480 to 800 dwelling units under the Specific Plan. This is 380 to 660 units more than currently anticipated by the City’s General Plan. These additional units are not included in the City Center growth projections. This indicates that residential buildout within the City Center will occur sometime after the 20-year time frame for the Specific Plan.

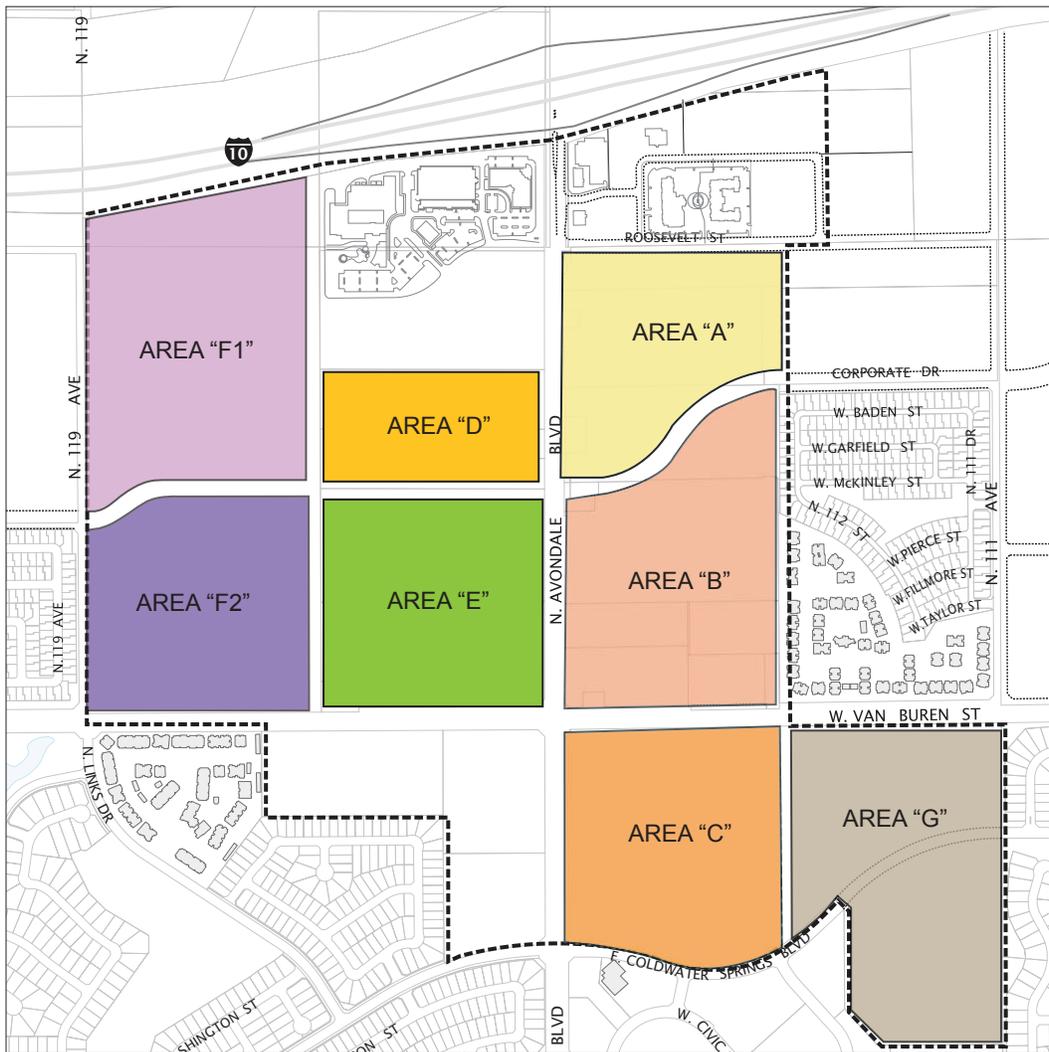


Figure 2-8  
Growth Areas

<b>Table 2-1: Build-Out Growth Projections</b>								
<b>SUBAREAS</b>		<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F1 &amp; F2</b>	<b>TOTAL AREA - A-F</b>
<b>Office (square feet)</b>	<b>Low</b>	260,000	200,000	180,000	80,000	160,000	320,000	<b>1,200,000</b>
	<b>High</b>	400,000	465,000	550,000	150,000	260,000	650,000	<b>2,475,000</b>
<b>Retail (square feet)</b>	<b>Low</b>	5,000	60,000	5,000	50,000	180,000	200,000	<b>500,000</b>
	<b>High</b>	10,000	110,000	45,000	75,000	260,000	325,000	<b>825,000</b>
<b>Hotel (rooms)</b>	<b>Low</b>	0	0	0	0	0	0	<b>0</b>
	<b>High</b>	100	100	0	0	0	0	<b>200</b>
<b>Residential Units- Townhouses, Apartments &amp; Condominiums (units)</b>	<b>Low</b>	0	750	450	350	120	700	<b>2,370</b>
	<b>High</b>	400	900	500	500	160	1000	<b>3,460</b>

NOTE: An additional 480 to 800 residential units could be developed in Area G.

## Chapter 3

# PLAN FRAMEWORK:

## LAND USE, CIRCULATION, AND OPEN SPACE

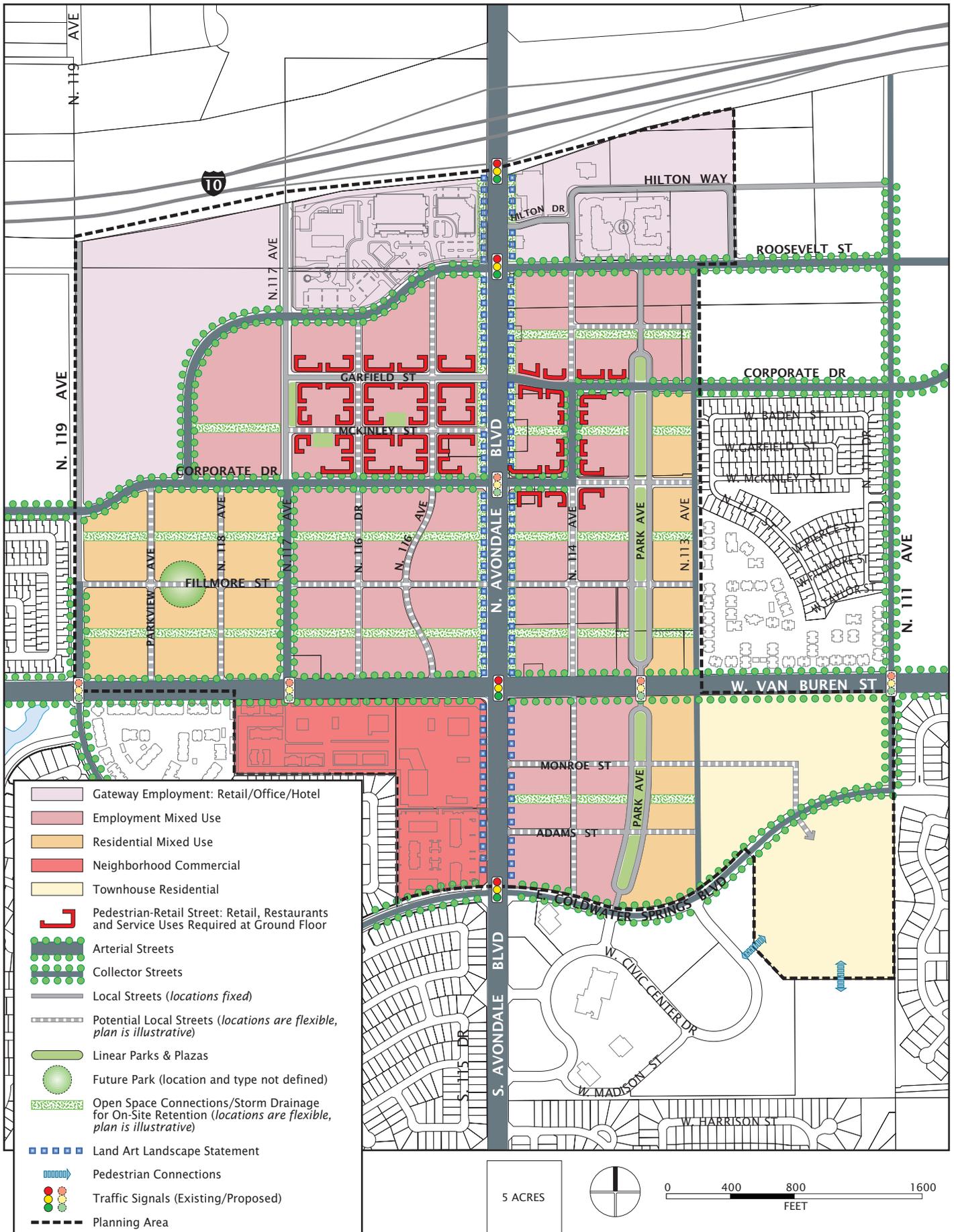
### 3.1 CITY CENTER PLAN FRAMEWORK

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The Specific Plan framework for the Avondale City Center area provides the plans for land use, circulation, and open space, and presents the policies that will be the basis for review of proposed development projects or amendments to the Plan. The plans were prepared after an extensive study of many different concepts and schemes. The plans establish a pedestrian-oriented layout of connected streets and small blocks, and define central locations for pedestrian-oriented retail. The plans provide for Gateway Employment uses along the freeway, and mixed-use districts for employment and residential uses. There are a variety of public open spaces, including a formal linear park that runs north/south, another public park west of Avondale Boulevard, and natural open spaces that run east/west. The plans recognize the approved PAD zoning on the Avondale Summit and Avondale Gateway properties as well as the Coldwater Springs Promenade and Avondale Coldwater I properties. The City Center Plan Framework is shown in Figure 3-1.

Figure 3-1

# City Center Plan Framework



## City Center Plan Framework: A Pedestrian-Oriented Layout of Small Blocks, Grid Streets, and Linear Parks

The City Center Plan is designed to create a pedestrian-oriented place, with a traditional grid pattern of connected streets. The street layout should provide blocks that are between 300 and 600 feet in length, so that people can walk in a direct route to destinations within the City Center area. On the east side of Avondale, the street layout is designed to work with existing parcel lines, establish blocks with reasonable walking distances, and provide north/south streets that connect the freeway area hotels, the pedestrian retail streets, and the Civic Center. On the west side of Avondale, a system of collector streets is established along property lines to provide access to the arterials and the freeway, and also allow east-west access through the area. A network of local pedestrian-oriented streets is illustrated within the collectors, forming a block pattern that connects all the properties to the pedestrian retail area. The exact location of local streets will be determined at the time of development review.

Avondale Boulevard and Van Buren Street will be maintained as major traffic arterials that bisect the area. Pedestrian crossings at traffic signals, however, will allow pedestrian movement across these arterials when needed. A system of collector streets is designed to provide access to all the properties and accommodate the traffic from projected growth. The locations of the collector streets are fixed, though the exact alignment may vary slightly to accommodate site conditions and development proposals. The location and alignment of most of the local streets is flexible, as indicated by Figure 3-1. However, the street grid pattern and the block size are key components of the Plan, and any development projects should incorporate a traditional street grid pattern that is consistent with the policies and guidelines for block size and dimensions. Parking is incorporated on both sides of streets, providing approximately 3,200 parking spaces to serve the area.

Parks are located on both the east and the west sides of Avondale Boulevard, in order to provide open spaces for the residential mixed use neighborhoods. The linear park on the east side of Avondale Boulevard will be a signature element that establishes a special character and image for the City Center area. Residential units and office buildings will look out over the park, and thus have attractive views as well as recreation areas immediately across the street. The park on the west side of Avondale Boulevard may be a linear park, a town square, a pocket park, or other type of park designed to meet the recreational needs of residents.

A connected system of on-site open spaces is also proposed throughout the City Center area, running in an east-west direction. By coordinating the location and design of on-site open space and storm water retention, a landscaped pedestrian network for walking and jogging can be created. The pattern is designed to provide mid-block pedestrian connections that shorten walking distances. Moreover, buildings located along these landscaped open space areas will enjoy attractive views and amenities. A total of 16.7 acres is included in the open space corridors shown on Figure 3-1. The location and configuration of these natural open space areas is flexible, and the corridors do not have to be linear. In some cases, the inclusion of the corridors may not be possible due to the building footprint of particular land uses or other site plan provisions that are necessary to achieve the overall goals of the Plan.

The overall layout creates pedestrian-oriented districts and neighborhoods with landscaping, views, and open spaces. These features can make the City Center a highly desirable location that will increase in value over time. It creates a true “center” for the Avondale community. Table 3-1 shows the acreages for the land uses, street right of ways, and open space for the Plan.

<b>Table 3-1: Right-of-Way, Land Use, and Open Space Acreage</b>	
	<b>ACRES</b>
<b>Street Right-of-Way</b>	
Arterial	24.7
Collector	20.8
Local	53.8
<b>TOTAL</b>	<b>99.3</b>
<b>Land Use</b>	
Employment Mixed Use	105.5
Gateway Employment: Retail/Office/Hotel	70.1
Neighborhood Commercial	26.4
Residential Mixed-Use	38.9
Townhouse Residential	36.6
On-Site Open Space/Storm Water Retention <sup>1</sup>	16.7
<b>TOTAL</b>	<b>294.2</b>
<b>Open Space</b>	
Public Parks and Plazas	6.5
<b>TOTAL</b>	<b>6.5</b>
<b>GRAND TOTAL</b>	<b>400</b>
<sup>1</sup> Some portion of this land area may be required to be accessible to the public during daytime hours, to meet the City neighborhood parks standard for residential development projects.	

## 3.2 LAND USE

In the General Plan and the Freeway Corridor Specific Plan, the Avondale City Center area is designated as a major employment and commercial center for the community. It has been planned as an area for the highest intensity of development due to its location along the I-10 freeway at Avondale Boulevard, and the accessibility and traffic capacity provided by the freeway, Avondale Boulevard, and Van Buren Street. The City Center plan establishes a more specific structure and character for the area, and defines several sub-districts. The plan calls for the establishment of mixed use districts—compactly developed areas where people can work or live, and walk to restaurants, shops, and other destinations.

### LAND USE POLICIES

The following policies have guided the preparation of the City Center Plan, and shall be the basis for review of any proposed development projects or amendments to the Plan.

- 3-1** Provide adequate sites for the development of a strong employment base of professional office, retail, restaurant, hotel, and other commercial uses in the City Center.
- 3-2** Create a center of retail, restaurants, and services in a pedestrian-oriented setting that serves the immediately surrounding development as well as the larger Avondale community.
- 3-3** Provide new types of housing choices to serve a broad variety of types of households. Provide sites for townhouses, apartments, and condominiums within walking distance of shopping, dining, entertainment, and employment.
- 3-4** Develop retail, hotel, and other revenue-generating uses that help support the cost of capital improvements and ongoing public services.
- 3-5** Create mixed-use districts with buildings that front on streets and parks, in order to create a pedestrian-oriented setting where residents and workers can walk to shops, dining, services, and employment.
- 3-6** Ensure that new land uses in the City Center area are compatible with surrounding residential neighborhoods. Protect existing residential uses from traffic and noise impacts. Locate residential mixed-use areas adjacent to existing and planned residential districts.
- 3-7** Develop the land uses in the City Center area in accordance with the plan shown in Figure 3-1. Establish four new land use sub-districts—Gateway Employment, Employment Mixed Use, Residential Mixed Use, and Townhouse Residential—as shown in Figure 3-1. Use the land use and density provisions described in Table 3-2 as the guidelines for future development.

- 3-8** Provide active ground floor uses on the designated Pedestrian Retail Streets. Such uses include retail stores, restaurants, personal services, banks, health clubs, travel agencies, medical offices, and other active pedestrian-oriented uses. The exact location of these pedestrian retail streets may be revised by the City Council at the time of development review. Any alternate locations should provide an equivalent length of Pedestrian Retail Street adjacent to a signalized intersection on Avondale Boulevard.
- 3-9** Buildings along Avondale Boulevard and the Pedestrian Retail Streets should have a minimum average height of two stories. A variety of building heights may be provided, as long as the master site plan for each property achieves an average minimum height of two stories at build out. An average height of two stories is encouraged but not mandated throughout the rest of the City Center area.
- 3-10** In the Employment Mixed Use District, establish a floor area ratio (FAR) of 0.5 as the minimum target for build out, and a goal of approximately 2.0 FAR. All master site plans should demonstrate how on-site development can be intensified over time to achieve a 0.5 FAR without demolishing major buildings or relocating major infrastructure.
- 3-11** In Employment Mixed Use areas, locate residential uses on upper floors. Residential uses may be located on the ground floor only if: (1) they are not on a designated pedestrian-oriented street; (2) a minimum 10 foot landscaped front yard is provided; and (3) the first floor of the residential unit is at least two feet and no more than five feet above the level of the sidewalk.
- 3-12** In Residential Mixed Use areas, residential uses are the primary land use. Small office, retail, and personal service uses may be located on the ground floor. Non-residential uses such as small office buildings or boutique hotels are also appropriate provided they are compatible in scale with nearby residential development and do not adversely impact the quiet enjoyment of residential use.
- 3-13** Recognize unexpired PAD zoning that was approved prior to specific plan adoption and incorporate it into the plan.
- 3-14** Do not locate drive through facilities (typically attached to restaurants, banks, or pharmacies) on Avondale Boulevard or on any pedestrian retail streets.

## LAND USE CATEGORIES

Four new land use categories are established within the City Center area, and are described below.

### **Gateway Employment: Retail, Office, and Hotel**

Employment uses are designated close to the freeway, to maximize opportunities for business exposure to the freeway and to ensure that residential uses are not located within 600 feet of freeway traffic. Employment uses include retail, office, and hotel uses. In the gateway employment areas, residential, industrial, manufacturing, and warehouse uses are not permitted. Uses may be served by surface and/or structured parking. Building heights are a maximum of 10 stories. Up to 16 stories may be permitted with City Council approval.

### **Employment Mixed Use**

Employment Mixed Use districts are established throughout a large portion of the City Center area on both sides of Avondale Boulevard, creating compact employment centers with frontage along this major gateway street. In this district, employment uses are emphasized, including retail, professional office, hotel, and personal service uses.

Residential units may be built on upper floors throughout the Employment Mixed Use areas, but only if employment uses are also built as part of the same development project. The minimum ratio is one square foot of employment use for every two square feet of residential development. The mix of uses may be provided horizontally or vertically, and may be spread across multiple properties subject to master site plan approval. Residential units may only be located on the ground floor when it can be shown that this will not be contrary to the purpose of the district. Administrative review and approval by City Staff is required.

The desired type of development is three to ten story buildings, predominantly served by structured parking. The minimum average height should be two stories and the minimum floor area ratio for development should be 0.5 at build out, in order to ensure a minimum amount of intensity commensurate with the amount of traffic capacity and infrastructure provided in the area. The maximum building height is 10 stories; however, up to 16 stories may be permitted along Avondale Boulevard north of Van Buren Street with City Council approval.

### **Residential Mixed Use**

Residential Mixed Use districts are located further east and west of Avondale Boulevard. They provide a transition zone between the Employment Mixed Use areas and residential neighborhoods. The Residential Mixed Use districts offer a unique residential living environment within Avondale. Residential units are compactly developed, and are oriented to face tree lined streets and parks. Shops, restaurants, and services are within walking distance. Small office, retail, and personal service uses may be located on the ground floor. Parking is tucked underneath or behind the units, to create an attractive and distinctive neighborhood character. Residential uses should be developed at a minimum of 15 units per acre, and a maximum of 45 units per acre. Building heights should range from two to five stories.

Non-residential uses such as small office buildings or boutique hotels may be permitted provided that they are compatible in scale with nearby residential development and do not adversely impact the quiet enjoyment of residential uses. Administrative review and approval by City staff is required.

### *Pedestrian Retail Streets*

Pedestrian Retail streets have active ground floor uses, including retail, restaurants, and personal service uses. The Pedestrian Retail Streets form the pedestrian core of the City Center area, where both residents and office workers come to have coffee, eat lunch, or run errands. Typical uses are coffee shops, restaurants, dry cleaners, hair salons, real estate brokers, small clothing shops, banks, flower shops, delicatessens, etc. The land uses on the ground floor of buildings on Pedestrian Retail Streets should be restricted to these types of active uses that create a lively street environment. Professional offices should not be permitted in these ground floor locations.

Figure 3-1 shows the locations for the active Pedestrian Retail Street segments. These uses are positioned to establish a compact district within a six-block grid of local streets. The active uses bridge Avondale Boulevard along Corporate Drive to indicate to traffic the presence of a pedestrian-friendly urban center. Pedestrian Retail Streets should be located in the Employment Mixed Use areas in the areas indicated. The exact location of these pedestrian retail streets may be revised, provided that an equivalent length of Pedestrian Retail Streets is provided adjacent to a signalized intersection on Avondale Boulevard.

### **Townhouse Residential**

Residential development at a townhouse density is recommended south of Van Buren Street and east of 113th Avenue. This provides a good transition between residential mixed-use and single family residential development. Townhouse residential units are attached units with separate individual entrances fronting a public street, and private open space attached to the individual unit in the form of patios or balconies. Parking is typically either attached or located on the same lot. Townhouse residential development may include interlocking units, but may not include buildings with common stairways serving multiple units. The minimum density should be 12 units per acre and the maximum density should not exceed 20 units per acre. Building heights are two to three stories.

## **LAND USE AND DENSITY PROVISIONS**

The land use and density provisions for each district within the City Center area are summarized in Table 3-2.

**Table 3-2: Land Uses and Densities**

	<b>GATEWAY EMPLOYMENT</b>	<b>EMPLOYMENT MIXED-USE</b>	<b>RESIDENTIAL MIXED- USE</b>	<b>RESIDENTIAL, TOWNHOUSE DENSITY</b>
<b>LAND USES</b>				
<b>Commercial Uses</b>				
<b>Office</b>	Permitted	Permitted	Permitted in the ground floor and in small office buildings (floorplates less than 10,000 sq ft)	Not Permitted
<b>Hotel</b>	Permitted	Permitted	Small “boutique” hotels permitted (50 rooms or less)	Not Permitted
<b>Research &amp; Development</b>	Permitted	Permitted	Not Permitted	Not Permitted
<b>Retail, Restaurants &amp; Services</b>	Permitted	Permitted	Permitted on the Ground Floor	Not Permitted
<b>Ground Floor Uses: Retail, Restaurants, Personal Services, Banks, Health Clubs, Travel Agencies, Medical Offices, and other Active Pedestrian Uses</b>	Permitted	Required on the ground floor on designated Pedestrian Retail Streets; permitted elsewhere	Permitted	Not Permitted
<b>Residential Uses</b>				
<b>Residential</b>	Not Permitted	Permitted as part of a Mixed Use Project. Minimum 1 sq. ft. of employment use for every 2 square feet of residential. Development may be spread over multiple properties.	Permitted	Permitted
<b>Live/Work</b>			Permitted	Permitted
<b>Industrial Uses</b>	Not Permitted			
<b>DENSITY AND INTENSITY</b>				
<b>Target Floor Area</b>	None	0.5 FAR minimum	Not applicable	Not applicable
<b>Minimum Density</b>	Not applicable	Not applicable	15 units per net acre	12 units per net acre
<b>Maximum Density</b>	Not applicable	Not applicable	45 units per net acre	20 units per net acre
<b>Maximum Building Height</b>	10 stories; up to 16 stories on properties fronting Avondale Boulevard north of Van Buren Street	10 stories; up to 16 stories on properties fronting Avondale Boulevard north of Van Buren Street	5 Stories	3 Stories
<b>Minimum Building Height</b>	Minimum average of two stories on Avondale Boulevard and Pedestrian Retail Streets; Minimum two stories average encouraged in all areas.			

### 3.3 CIRCULATION

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The circulation plan for the City Center area is designed to create a connected network of pedestrian-oriented streets, and to work within the Avondale Transportation Plan adopted by the City in October, 2006. It achieves all the requirements and objectives defined in the Transportation Plan, and at the same time achieves the desired pedestrian-oriented character of the City Center area.

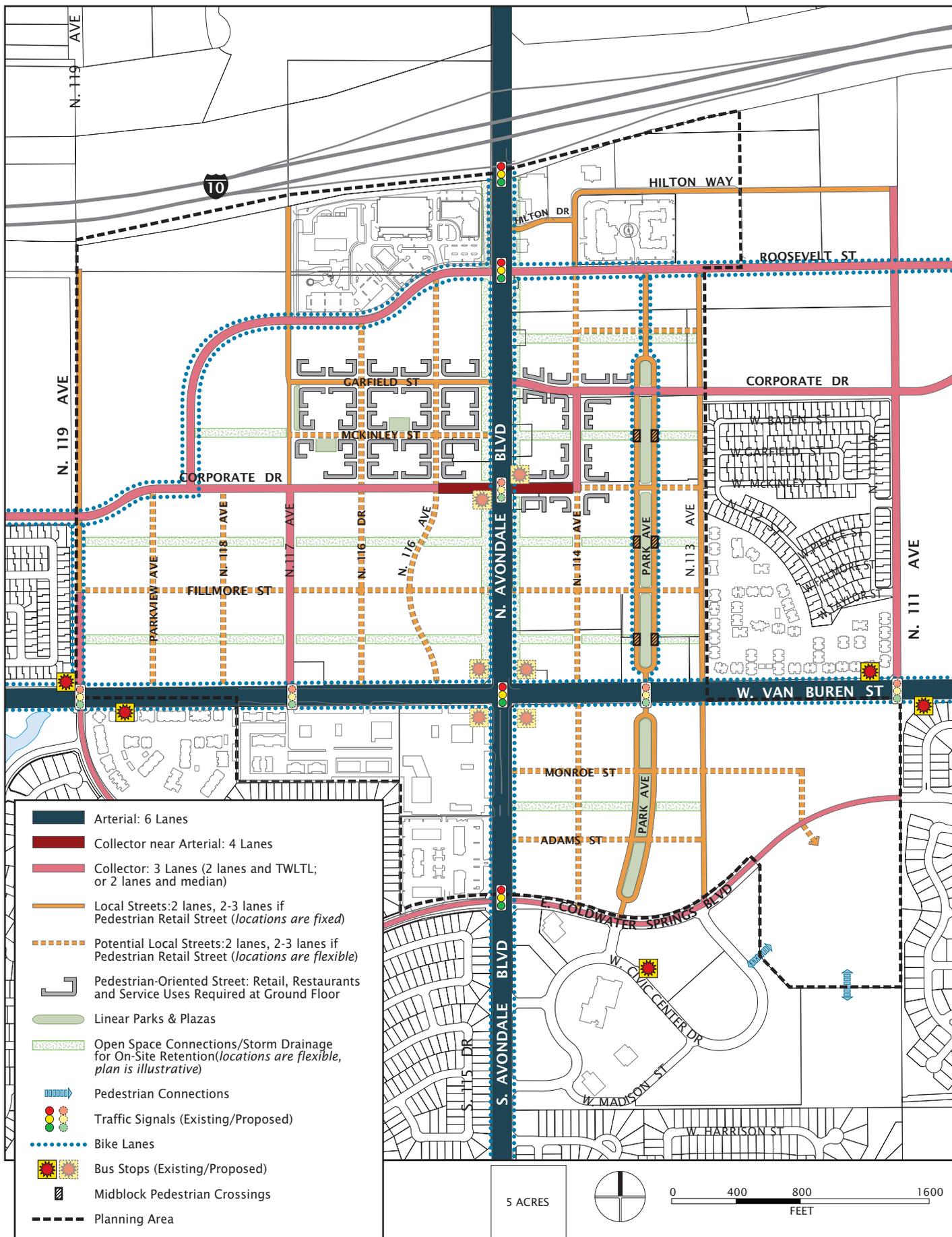
A comprehensive network of streets is defined, which will be implemented by private developers as individual projects are built. Once the area is fully developed there will be a continuous network of arterials, collectors, and local pedestrian-oriented streets, with small blocks that allow direct short walking distances to destinations throughout the City Center area.

The street classifications in the City Center Plan are similar, but not identical to those shown in the City of Avondale Transportation Plan. The key difference is that Corporate Drive is proposed to be a minor, two-lane collector rather than a major collector, and to have right-angle turns rather than an S-curve alignment. This departure from the Transportation Plan is necessary in order to foster a pedestrian-friendly environment around Corporate Drive; four lanes is prohibitively wide for pedestrian traffic. It is also critical to slow vehicular traffic in the pedestrian retail areas, in order to improve pedestrian safety and heighten visibility of local retail establishments.

Avondale Boulevard, however, remains the primary arterial for carrying through traffic. As the only north-south arterial that runs through the City and across the river, and a direct link to Phoenix International Raceway, it is essential that traffic capacity not be reduced or compromised along Avondale Boulevard.

A traffic impact analysis was prepared, based on the build-out growth projections, to determine the traffic capacity and lanes needed on each street. This chapter presents the circulation plan and shows how it connects to surrounding streets and bike lanes. Chapter 4, Urban Design, presents detailed street sections and plan views for each type of street condition within the City Center area.

# Circulation Plan



- Arterial: 6 Lanes
- Collector near Arterial: 4 Lanes
- Collector: 3 Lanes (2 lanes and TWLTL; or 2 lanes and median)
- Local Streets: 2 lanes, 2-3 lanes if Pedestrian Retail Street (*locations are fixed*)
- Potential Local Streets: 2 lanes, 2-3 lanes if Pedestrian Retail Street (*locations are flexible*)
- Pedestrian-Oriented Street: Retail, Restaurants and Service Uses Required at Ground Floor
- Linear Parks & Plazas
- Open Space Connections/Storm Drainage for On-Site Retention (*locations are flexible, plan is illustrative*)
- Pedestrian Connections
- Traffic Signals (Existing/Proposed)
- Bike Lanes
- Bus Stops (Existing/Proposed)
- Midblock Pedestrian Crossings
- Planning Area

## CIRCULATION POLICIES

The following policies have guided the preparation of the City Center Plan, and shall be the basis for review of any proposed development projects or amendments to the Plan.

- 3-15** Create a network of streets and blocks that is appropriate for a mixed-use, pedestrian-oriented environment. Create blocks that are two to four acres in size to facilitate direct and easy pedestrian access between different land uses and destinations. The maximum block length should be 450 feet; and 600 feet where a mid-block pedestrian connection is provided. However larger block lengths may be considered through the City's development review process if mid-block pedestrian corridors are provided, incorporating pedestrian walkways, landscaping, and shade.
- 3-16** Establish the street layout for arterials and collectors in the City Center area as shown in Figure 3-2. This street layout ensures connections between multiple properties that will be developed at different points in time. Avondale Boulevard and Van Buren Street will be maintained and enhanced as major traffic arterials that bisect the area. The locations of the collector streets are fixed, and must connect across property lines. The exact alignment may vary slightly to accommodate site conditions and development proposals, provided that the streets align and join directly with the collector streets on adjoining properties.
- 3-17** Provide a network of local streets in a traditional grid pattern of connected streets. The location and alignment of 119th Avenue, 117th Avenue, Garfield Street, and Park Avenue are fixed. The location and alignment of the rest of the local streets is flexible, as indicated by the dashed line quality in Figure 3-1. However, the street grid pattern is a key component of the plan that should be followed as closely as possible. All development applications should establish a street pattern that: (1) provides block dimensions consistent with the provisions of Policy 3-15; (2) provides connections to existing and future local streets, pedestrian paths, and open spaces on all adjoining properties; and (3) prevents adverse effects on adjoining properties.
- 3-18** Consultation and collaboration between property owners should occur as part of the preparation of a PAD or development project application. All applications should demonstrate how streets will connect with existing or potential future streets on all adjoining properties.
- 3-19** Retain Avondale Boulevard as a primary north-south street that carries traffic to destinations throughout Avondale. In order to maintain traffic capacity for long-term City growth, limit signalized inter-

sections within the City Center area to the locations specified in Figure 3-2: I-10, Roosevelt, Corporate, Van Buren, and Coldwater Springs. The City Council may consider adding additional signals in the future if the benefits of improved access into the City Center area and pedestrian circulation would outweigh the detriment to citywide traffic circulation.

- 3-20** Design streets as shown in Chapter 4, so that they can accommodate anticipated traffic volumes, and at the same time be consistent with the pedestrian-oriented character of the City Center area and accommodate safe and comfortable pedestrian crossings. Balance the needs of both modes of traffic in all street design decisions. Within a development project, the design of local streets may be tailored to reflect the proposed land uses, for example by including both Pedestrian Retail Streets and Local Streets as described in Chapter 4.
- 3-21** Develop Corporate Drive as an east-west collector street that connects all the way from 99th Avenue to west of El Mirage Road.
- 3-22** Maintain a connected network of collector streets through the area that consists of the following streets: Roosevelt Street, 117th Avenue, 119th Avenue, Corporate Drive, and Coldwater Springs Boulevard. Widen Corporate Drive and Roosevelt Street in the blocks closest to Avondale Boulevard to accommodate left-turn movements and through traffic across Avondale Boulevard.
- 3-23** Create a north-south street east of Avondale Boulevard that connects from the hotels on Roosevelt Street to a signalized intersection on Van Buren Street between Avondale Boulevard and 113th Avenue; and then extends further south across Coldwater Springs Boulevard to connect to West Civic Center Drive.
- 3-24** Design all Pedestrian Retail Streets and local streets for slow traffic speeds to ensure pedestrian comfort and safety.
- 3-25** Establish angled parking only on local, low-volume streets, where there are no striped bike lanes and where it will help local retail.
- 3-26** Create a strong north-south pedestrian connection on the east side of Avondale Boulevard connecting from the hotels near I-10 to pedestrian retail areas; and extending further south from the pedestrian retail areas through the residential mixed use area, across Van Buren Street to the Civic Center.
- 3-27** Create a connected network of walking and jogging routes through streets, parks, and open space areas. Identify the network of walking and jogging routes in all development project applications, and show the connections to pedestrian and jogging routes on all adjoining properties.

- 3-28** Create a connected network of bike lanes as shown in Figures 3-2 and 3-3.
- 3-29** Maintain a connected network of transit routes along Avondale Boulevard and Van Buren Street.
- 3-30** Design arterial-arterial intersections and intersections close to pedestrian retail areas to accommodate transit services, including bus stops, pull-outs, and shelters per City standards. Transit amenities, provided through partnerships with developers, may incorporate artistic design to carry out the City Center design scheme.
- 3-31** Limit the number and location of median breaks on Avondale Boulevard to help maintain traffic carrying capacity.

## **CITY CENTER AREA STREETS – CLASSIFICATIONS AND CAPACITY**

### **Avondale Boulevard-Arterial**

Avondale Boulevard is to remain as currently built throughout the entire study area, with a 98-foot curb-to-curb dimension. This includes six lanes, a 14-foot left turn lane, and a four-foot raised median to accommodate street lights and 10-foot turn lane at the noses. In some stretches, in the center of blocks, the turn lane disappears and the median becomes 16 feet wide. It is not recommended that the raised median be converted into a two-way left turn lane (TWLTL). Signals should be installed as planned at the freeway, Roosevelt Street, Corporate Drive, Van Buren, and Coldwater Springs Boulevard.

Additional signals along Avondale Boulevard were closely considered, in an effort to provide convenient access into new development and across Avondale Boulevard. Any additional signals would, however, add substantial delay for traffic going north and south as Avondale Boulevard builds out and reaches its design capacity of 45,000 - 60,000 ADT. The Plan therefore does not recommend any additional signals at this time. The City Council could consider those at a later point in time, and analyze the trade-offs between enhanced access for developments and travel times for traffic on Avondale Boulevard.

### **Van Buren Street-Arterial**

Van Buren Street is to be built with the same curb-to-curb section as Avondale Boulevard, meeting the City's existing standards for a six-lane arterial. While Avondale Boulevard is currently the only signalized intersection along Van Buren Street, the City has identified future signalized intersections at 119th Avenue, 117th Avenue, and 111th Avenue.

The Plan proposes to add a signal on Van Buren Street at Park Avenue, a major north-south linear park and travel corridor that crosses Van Buren Street approximately 880 feet east of Avondale Boulevard. The projected traffic volumes indicate that this crossing will likely warrant signalization. Although signalization at the intersection does not comply with the preferred spacing of one-quarter-mile minimum, it does provide greater than one-eighth-mile spacing. Van Buren Street is also projected to carry significantly lower traffic volumes than Avondale Boulevard—between 11,000 and 21,000 fewer daily trips, based on the Avondale Transportation Plan’s projections. While an additional signalized intersection along Van Buren Street would cause some additional congestion and delay, the impact on the roadway system would be much less significant than if it were to be added on Avondale Boulevard.

### **Corporate Drive-Collector**

Corporate Drive is to be a continuous east-west connector, extending from 99th Avenue to west of El Mirage Road. It is shown as a minor collector, with two lanes and a center turn lane. Parking on both sides of the street will serve all the pedestrian retail, restaurant, and service uses.

Reclassification of Corporate Drive from a major collector to a minor collector is advisable, as its projected traffic volumes will rarely surpass the estimated daily capacity for a minor collector. Based on the Avondale City Center Transportation Impact Analysis Memo (October 25, 2007), the estimated daily capacity for minor collectors is 12,000 vehicles. The average daily traffic volumes along Corporate Drive surpass 12,000 vehicles only in the high-intensity scenarios, and only on the one block immediately west of Avondale Boulevard. This is due to the fact that traffic on Corporate Drive will be traveling predominantly to Avondale Boulevard to access the freeway, more so than across Avondale. For this reason, the segments of Corporate Drive approaching Avondale Boulevard will have to be widened to accommodate additional turn lanes. The final number of turn lanes will be determined as development projects are brought forward. It is desirable to minimize the actual and perceived width of the intersection at these important pedestrian crossings. The intersections will therefore require special treatment to enhance pedestrian comfort and safety.

The S-curve proposed in the General Plan for Corporate Drive will be straightened into two right angles, in order to slow traffic and to allow for a more versatile grid pattern for the street layouts. The addition of a traffic signal at Corporate Drive will coincide with the existing median breaks on Avondale Boulevard. This alignment also follows the current parcel boundaries and would allow Corporate Drive to serve the parcels on either side of its alignment.

### **Roosevelt Street-Collector**

Roosevelt Street is designated as a collector. It begins at 111th Avenue, crosses Avondale Boulevard, and connects back to Corporate Drive just west of 117th Avenue with gradual curves. The recommended design for Roosevelt Street is for a 90-foot right-of-way providing a travel lane in each direction and a center lane, with bike lanes and parking on both sides. The City can consider eliminating the on-street parking if development projects submitted will not benefit from this additional parking.

Roosevelt Street is classified as a minor collector, with two lanes plus a center lane that alternates between a two-way left turn lane and a median. This center lane consists of a planted median in the segments that are not near intersections, and where turn lanes are not needed. Near intersections, the median either becomes a turn lane, or is reduced to a four-foot median and a turn lane (depending on the street section option chosen). When a turn lane is needed at curb cuts, breaks in the median provide vehicular access.

Although it is not designed to be a primary vehicular route, it is projected that Roosevelt Street will still carry considerable traffic to and from Avondale Boulevard. The Avondale City Center Transportation Impact Analysis Memo projects the Roosevelt Street, like Corporate Drive, will carry average daily traffic volumes of more than 12,000 vehicles in the high-intensity scenarios on the blocks just west of Avondale Boulevard. The average volumes along Roosevelt Street within the study area, however, are projected to remain well below 10,000. For this reason, Roosevelt Street must accommodate extra lanes on either side of Avondale Boulevard. The final number of turn lanes will be determined as development projects are brought forward. It is desirable to minimize the actual and perceived width of the intersection at these important pedestrian crossings. The intersections will therefore require special treatment to enhance pedestrian comfort and safety.

For the high-intensity scenarios, Roosevelt Street may need to be widened to two through lanes in each direction between 117th Avenue and Avondale Boulevard. The estimated capacity and projected traffic volumes are almost equal, so this is an area where more detailed analysis of anticipated traffic conditions will likely be needed to determine if widening to four lanes is needed. Reclassification of such a short roadway segment is likely not needed.

### **117th Avenue-Collector and Local Street**

117th Avenue is a local street north of Garfield Street and is reclassified as a minor collector south of Garfield Street, with two lanes plus a two-way left turn lane and street parking on both sides. This classification will better accommodate the anticipated traffic volumes. Within the parking lanes, trees are to be planted every two to three spaces to ensure that a double row of trees provides a continuously shaded area between the vehicular traffic and the sidewalk. Near Van Buren Street, the center lane becomes a left turn lane for south-bound traffic turning onto Van Buren Street.

### **119th Avenue-Collector and Local Street**

Consistent with the existing Transportation Plan, 119th Avenue is a minor collector with two travel lanes. In a typical section, 119th Avenue also has parking lanes and bicycle lanes on both sides of the street. The segment of 119th Avenue from Van Buren Street to Corporate Drive has already been constructed on the west side of the road with limited landscaping. As 119th Avenue approaches Van Buren, the parking lanes end and the travel lanes shift to accommodate a left turn lane. The curb-to-curb dimension remains 50 feet.

### **Local Streets-Pedestrian Retail**

The pedestrian retail streets—the street segments within the heart of the City Center—are designed to be the most walkable and pedestrian-friendly streets. These streets maintain a 50-foot curb-to-curb dimension with a parking lane on both sides. The Plan offers two designs for the curb-to-curb street section: 1) two lanes, a turn lane, and parallel parking both sides of the street; or 2) two lanes, a parallel parking lane on one side and angled parking on the other. The second design would apply only to the pedestrian retail streets that do not also serve as collectors.

### **Local Streets-Linear Parks**

Linear parks are planned along almost the entire length of Park Avenue. Along these segments, the combined right-of-way for the street and park expands to 144 feet, with a 64-foot wide park between two one-way streets. These streets are each 24 feet wide from curb-to-curb, including an 11-foot travel lane, a six-foot bicycle lane, and a seven-foot on-street parking lane. Where the park segments end, the two lanes merge to form a typical local street.

For the high-intensity scenarios, Park Avenue will likely function more like a minor collector than a local street for one block either side of Van Buren Street. A center left-turn lane should be added on the Park Avenue approaches to the intersection to better accommodate the anticipated traffic volumes. Reclassification of such a short roadway segment is likely not needed.

### **Local Streets-Other**

All remaining local streets within the City Center area are to maintain the 36-foot curb-to-curb dimension specified in the existing Transportation Plan. The City Center Plan, however, allows for two 11-foot travel lanes, and a seven-foot on-street parking lane on each side of the street. This is acceptable since 22 feet provides adequate access for fire trucks, and seven feet is sufficient for an unmarked parking aisle on a local street. 113th Avenue is a special local street, included to provide access for new development and to create a street separation and landscaped buffer for adjacent residential development. A landscaped buffer of 12 feet should be provided in lieu of a sidewalk, on the east side, since development will only occur on the west side of the street.

## **SPECIAL DESIGN PROVISIONS**

Each street within the City Center Plan falls into a “street type” category, identified in the Urban Design Framework drawings in Chapter 4. Details about the street sections, and design guidelines for each category and each street, are presented in Sections 4.1 and 4.2. Within the right-of-way, however, a few special conditions affect the curb-to-curb street design, and therefore, circulation. Two of these conditions are described below.

### **Pedestrian Refuges in Wide Intersections**

At certain intersections within the City Center, the street dimensions must be widened to accommodate additional turn lanes. This applies to all crosswalks across the arterials, and Corporate Drive near Avondale Boulevard. Widening of the curb-to-curb dimension compromises the comfort and safety of pedestrian crossings. For this reason, these intersections are to include pedestrian refuges within the right-of-way, as well as vertical elements such as banners or signs that make the pedestrian refuge more visible to cars, and thus, safer. Pedestrian refuges are to be a minimum of six feet wide. These measures not only enhance safety, but reduce the perceived width of the pedestrian crossings.

### **Permeable Paving in Parking Aisles and Bike Lanes**

A key goal of the City Center Plan urban design scheme is to achieve an attractive streetscape and pedestrian comfort despite wide street dimensions. Throughout the City Center area it is proposed that parking lanes within the right-of-way be paved with a special permeable concrete. This applies to both parallel as well as angled parking lanes. Along streets with bike lanes, the permeable concrete should also apply to the width of the bike lane. This will help to reduce heat gain, narrow the perceived width of the street, and add an element of visual contrast to the streetscape. Most importantly, permeable paving is critical to the healthy growth of street trees in the parking lanes, tree grates, and planter strips, because it allows greater access to water.

## **AREAWIDE CONNECTIONS—STREETS AND BICYCLE LANES**

The street system for the City Center has been designed to provide street connections to surrounding areas and to develop the continuous system of bike lanes shown in the Avondale Transportation Plan. Figure 3-3 shows how the streets and bike lanes in the City Center area function as part of the overall circulation system. Bike lanes are shown in orange, and the network of streets within the study area is shown in blue.

The primary bicycle lanes that continue through the area are on Avondale Boulevard, Van Buren Street, and Roosevelt Street. While the Transportation Plan originally envisioned bike lanes on Corporate Drive, bike lanes will not fit in well on Corporate Drive within the City Center area, due to heavy traffic volumes, large numbers of turning movements at intersections, and extensive auto movements in and out of on-street parking. Providing the primary bike lanes on Roosevelt Street offers a better overall system. Bicyclists also have the option of sharing travel lanes with automobiles on local streets.

## AREAWIDE CONNECTIONS–TRANSIT

The City Center’s street system has also been designed to incorporate transit service within the City Center development by maintaining service of existing transit routes, as well as accommodating new bus routes as proposed in the City’s Transportation Plan. Development of the City Center is expected to be an area of transit demand and may promote the expansion of existing services.

The primary existing bus routes that run through the City Center area are along Avondale Boulevard and Van Buren Street. These routes include the existing Express Routes 560 and 685 and Local Routes 3A and 131 that run east-west on Van Buren Street and the Local Green Line that runs north-south along Avondale Boulevard. In the future, Loop Bus Routes that provide service throughout Avondale may be added that could potentially run along Avondale Boulevard or Van Buren Street.

There are currently no existing bus stops in the designated City Center area, although there are several just outside the project area. Bus stops currently exist on both sides of the street on the departure side of the existing intersections of 111th Avenue/Van Buren Street and 119th Avenue/Van Buren Street. There is also one on Civic Center Drive near City Hall.

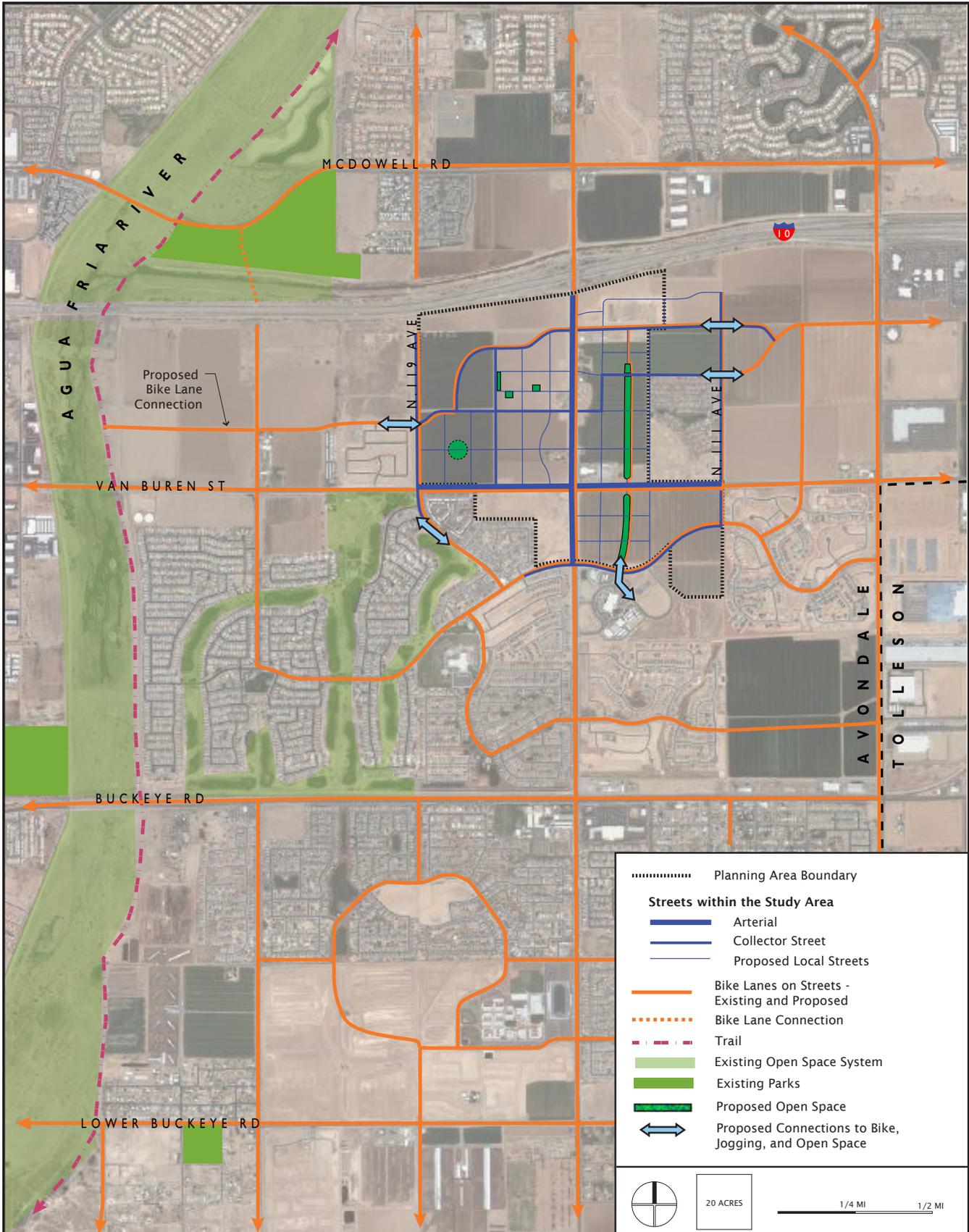
When Van Buren Street is widened in the future, the existing bus stops on Van Buren should be maintained on the departure side of the intersections and upgraded to include bus pull-out bays and bus shelters. The bus shelter on Civic Center Drive is adequate as-is, although the City may want to consider enhancing it in the future with other amenities that complement the City Center urban design theme.

The improved Avondale Boulevard/Van Buren Street intersection should be designed to include bus stops with bus pull-outs per the City of Avondale’s General Engineering Requirements Manual, which states that bus pull-outs should typically be located on arterial streets on the departure side of the mile and half-mile signalized intersections.

On Avondale Boulevard, a bus pull-out would typically also be located at Roosevelt Street (the half-mile street). Because of the anticipated congestion on Avondale Boulevard between Roosevelt Street and the nearby freeway interchange, and because of the proposed Pedestrian Retail Streets in the vicinity of Corporate Drive, however, it is recommended that bus pull-out bays on Avondale Boulevard be installed near the pedestrian retail areas (such as on the departure side of the Garfield Street intersection) rather than at Roosevelt Street. The exact location of these bus pull-out bays should be determined in the final design stage, keeping in mind not to locate the pull-out bays too close to the pull-out bays at the Avondale Boulevard/Van Buren Street intersection.

Bus shelter pads should be installed at each bus stop. Bus pull-out bays and bus shelter pads should, at a minimum, be designed per the City of Avondale Standard Details, but there may be opportunities to enhance the bus pull-outs or shelters with additional amenities in the City Center area to further present the urban design theme throughout the City Center. Opportunities to partner with developers can be pursued to provide the furniture, amenities, and functional art at these locations to blend with the surrounding streetscape.

Figure 3-3  
**Areawide Connections - Streets and Bike Lanes**



### 3.4 PARKS AND OPEN SPACE

Parks and open spaces are critical features in pedestrian-oriented areas with compact development. They provide the greenery, vistas, and breathing room between buildings and parking structures. They also create a special character for the area, and add value to surrounding properties. Typically, parks in compact pedestrian-oriented districts are small, anywhere from a quarter acre to two acres in size.

The City Center plan has been designed to include three types of parks: (1) plazas (with landscaping) in the pedestrian retail center; (2) formal linear parks designed as a wide north-south median bordered by one-way travel lanes; and (3) a new public park west of Avondale Boulevard. The exact location and configuration of the third park will be determined at the time of development review. It may be a linear park, a town square, a pocket park, or some other type of park that serves the recreational needs of residents.

All of the parks serve several critical functions. They provide a visual amenity, because offices and homes look out over the parks. They provide a recreation area for walking, jogging, tot lots, and other passive recreation activities. Finally, they serve as a major component of the storm drainage system, providing offsite retention for storm water.

Parks have been distributed throughout the City Center area. All properties within the area will benefit from the amenities and utility they provide. The parks are designed so that they may be built incrementally over time if needed. The exact amount of public park land to be dedicated will ultimately be determined based on the amount of residential development approved.

The City standard for neighborhood parks is 2.5 acres of park land per 1,000 residents. The number of residential units in the City Center area is estimated to be between 2,370 and 3,460 units. (See Table 2-1.) Assuming an average of two persons per unit, between 12 and 17 acres of neighborhood parks are required to serve this population. The plan includes approximately seven acres of public parks and plazas.

In addition, the proposed network of onsite open space may partially offset the need for public park land within the City Center. A total of 14 to 17 acres of privately owned land will be included in this system if it is fully developed. Half of this land area would count towards the neighborhood park requirement. This amount combined with the seven acres of public park land within the City Center area would meet the City's park standard.



Plazas



Linear Parks



Pedestrian Pathways

## PARKS AND OPEN SPACE POLICIES

The following policies have guided the preparation of the City Center Plan, and shall be the basis for review of any proposed development projects or amendments to the Plan. The overall plan and policies for parks and open space are described in this chapter. Detailed guidelines for park design and landscaping materials are provided in Chapter 4.

- 3-32** Provide unique types of pedestrian-oriented plazas with landscaping in the pedestrian retail areas. Include a small plaza of 6,000 to 10,000 square feet in the pedestrian retail area on the east side of Avondale Boulevard, and one to three plazas equivalent to a total of 10,000 to 15,000 square feet on the west side of Avondale Boulevard.
- 3-33** Establish a series of linear parks along Park Avenue from Roosevelt Street to Coldwater Springs Boulevard, as shown in Figure 3-1 and described in Chapter 4, with residences and/or businesses overlooking the park segments. The park should be designed and constructed to standards described in Chapter 4 and other subsequently adopted City standards, and dedicated as public City parks.
- Provide facilities in the linear park that serves the recreation needs of residents, including benches, picnic tables, and children's play facilities.
  - Maximize the number of residential units that look out over the linear parks.
- 3-34** Establish a park to serve the recreation needs of residents west of Avondale Boulevard. Locate the park in the area between Corporate Drive, Van Buren Street, 117th, and 119th Street. The park should be between 1.5 and 3 acres in size, depending on the number of residential units. The exact location and configuration of the park will be determined when a residential development project is proposed in that area. It may be a linear park, a town square, a pocket park, or another type of park that serves the recreational needs of residents.
- 3-35** Require developers to dedicate and/or reserve adequate land for plazas, and for the public parks shown in Figure 3-1, the City Center Framework Plan, as determined at the time of development review. Projects with residential units must provided dedicated park land, publicly accessible open space, and/or financial contributions for acquisition of public park land off-site, based on the number of residential units in the project, such that the total amount of public open space meets the City neighborhoods park standard of 2.5 acres per 1,000 residents.

- 3-36** Coordinate the development of an onsite open space system as described in Chapter 4, to create a connected network of walking and jogging paths, and other amenities.
- The open space/storm drainage corridor locations shown in Figure 3-1 are illustrative. The corridor locations are flexible, and do not have to be linear.
  - The open space/storm drainage corridors should be provided wherever possible; but may be precluded if they prevent the achievement of other goals of the Specific Plan.
  - Where open space/storm drainage corridors are provided, they should be located to connect with existing or future corridors on adjacent properties.
  - The open space/storm drainage corridors should be designed consistent with the guidelines and dimensions described in Chapter 4 and other subsequently adopted City standards. This open space will be privately owned and maintained.
- 3-37** One half of the onsite acreage provided for open space/storm drainage corridors may counted to meet City park standards, if it is improved for passive or active recreation, and if public access easements are granted for pedestrian access during daytime hours. Onsite open space/storm water retention areas count 100% towards requirements for landscaped open space.
- 3-38** Create a space for special events and festivals, either in the linear parks, and/or by designing certain street segments so they can be closed off for special events and festivals. Provide sufficient electrical infrastructure throughout the open space to support special events. This might include electric pedestals.
- 3-39** Require residential development projects to incorporate on-site recreation facilities commensurate with the size of the development.
- 3-40** Projects in Townhouse Residential areas will need to incorporate common open space with swimming pools or comparable recreation facilities, sized to meet the City standard of 2.5 acres of neighborhood parks per 1,000 residents.
- 3-41** Develop a new public park on the Avondale Civic Center site to provide active outdoor recreation facilities for the City Center Area residents.

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## Chapter 4

# URBAN DESIGN

### 4.1 URBAN DESIGN FRAMEWORK

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An urban design framework is needed to establish a distinctive character and identity for the City Center area, and to create an attractive and comfortable pedestrian-oriented environment. Urban design components include: street design; parks and open space design; street tree planting; and public art. The provisions in this chapter cover street design dimensions, street landscaping, building to street relationships, landscaping and furnishings in parks and plazas, public art types and locations, and other elements of the public realm.

The urban design framework is based primarily on principles of pedestrian-oriented design and human comfort. Shaded walkways are key design elements, created by the interaction of trees, arcades and awnings, and textural use of hardscape materials. The urban design framework also recognizes local cultural issues and environmental considerations, in particular the Sonoran Desert climate. An environmentally sensitive and memorable landscape must underpin the establishment of a strong identity for the City Center.

## URBAN DESIGN POLICIES

The following policies have guided the preparation of the City Center Plan and shall be the basis for review of any proposed development projects or amendments to the Plan.

- 4-1** Design streets and buildings in the City Center to establish a special pedestrian-oriented character that is unique in the City of Avondale and in the entire West Valley.
- 4-2** Design streets in the City Center area consistent with the dimensions, drawings, and design guidelines established in Section 4.2. It is important to follow the design provisions in order to achieve continuity in the street design and character for individual streets and for the area as a whole. However, departures from the design guidelines may be approved by City staff provided the design still meets the basic requirements for traffic circulation, pedestrian orientation, shade, and design continuity. The approved design parameters would then be applied to subsequent development projects to ensure design continuity. Within a development project, the design of local streets may be tailored to reflect the proposed land uses, for example by including both Pedestrian Retail Streets and Local Streets.
- 4-3** Design parks, landscaping, and open space consistent with the drawings and design guidelines in Section 4.4.
- 4-4** Incorporate public art throughout City Center streets and open spaces to enrich the experience of the public realm, and to introduce creativity and beauty into everyday life, as described in Section 4.5.
- 4-5** Specify a distinctive unified palette of street furnishings for the City Center area that is contemporary or timeless. The palette of street furnishings can contain two variations: one for public streets, and another for parks and open spaces.
- 4-6** Ensure that pedestrian-oriented retail streets are well shaded, with a row of street trees paired with overhangs, awnings, or other built features that provide shade. Pedestrian-oriented retail streets also need to have active storefront windows at the ground floor. Design projects to be consistent with the street dimensions and design provisions in this chapter, and the development guidelines in Chapter 5.

- 4-7** Permit awnings, buildings overhangs, bay windows, and other building projections to extend into the public right-of-way to shade sidewalks. Arcades are also encouraged as a shade structure when they extend the full length of a block. Arcades should be built on private property adjacent to the public right-of-way, with a public access easement for the sidewalk area shaded by the arcade.
- 4-8** Ensure that all streets within the City Center area have trees and plantings that shade the sidewalk and create a distinctive and attractive image. Streets that are not pedestrian-oriented retail streets need to provide a double row of trees which shade the sidewalks. Trees should be used in parking aisles to shade parking areas where a double row of trees bordering the sidewalk cannot be accommodated.
- 4-9** Follow provisions for healthy tree growth, such as structural soil, large planters or tree grates, and permeable paving near tree locations.
- 4-10** Creatively incorporate storm water retention areas into building setbacks, public open spaces and pedestrian connections. They should be designed so that public spaces have flat level surfaces for pedestrians.
- 4-11** Locate utilities under the road bed, under the sidewalk, or elsewhere within the right-of-way so as not to interfere with street tree planting.
- 4-12** Allow for departure from the City Engineering Standards in order to achieve the desired special character for the City Center area.
- 4-13** Alleys are permitted and encouraged in the City Center area. Use alleys in residential areas to provide access to garages. For non-residential uses, use alleys to provide access to parking, service, and loading areas, in order to separate those circulation and service functions from pedestrian street areas.

## 4.2 STREET DESIGN

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Seven different street types compose the Street Design Framework illustrated in Figure 4-1. For each street type, a description and drawings are provided; and dimensions and design guidelines are established for street design, street trees, sidewalks and landscape setbacks, lighting and street furniture. Symbols used in the drawings include: “B” for bike lanes, “P” for parking lanes, “LTL” for left turn lanes, and “TWLTL” for two-way left turn lanes.

These street types are much more specific than the City’s street classifications. They address the overall design character of each street, define the building to street relationships, and specify the landscaping details. The street dimensions differ from standard City street dimensions in certain aspects, in order to achieve a unique pedestrian-oriented character. All of the street dimensions and geometries presented here have been reviewed with traffic engineers to ensure adequate and safe auto circulation.

In the Street Design Framework, Avondale Boulevard is a *Gateway Street* because it is a high volume arterial that serves as the major north-south street in the City and a primary entrance point from the freeway into Avondale. Van Buren Street is shown as a *Landscaped Arterial*; it is a primary east-west arterial.

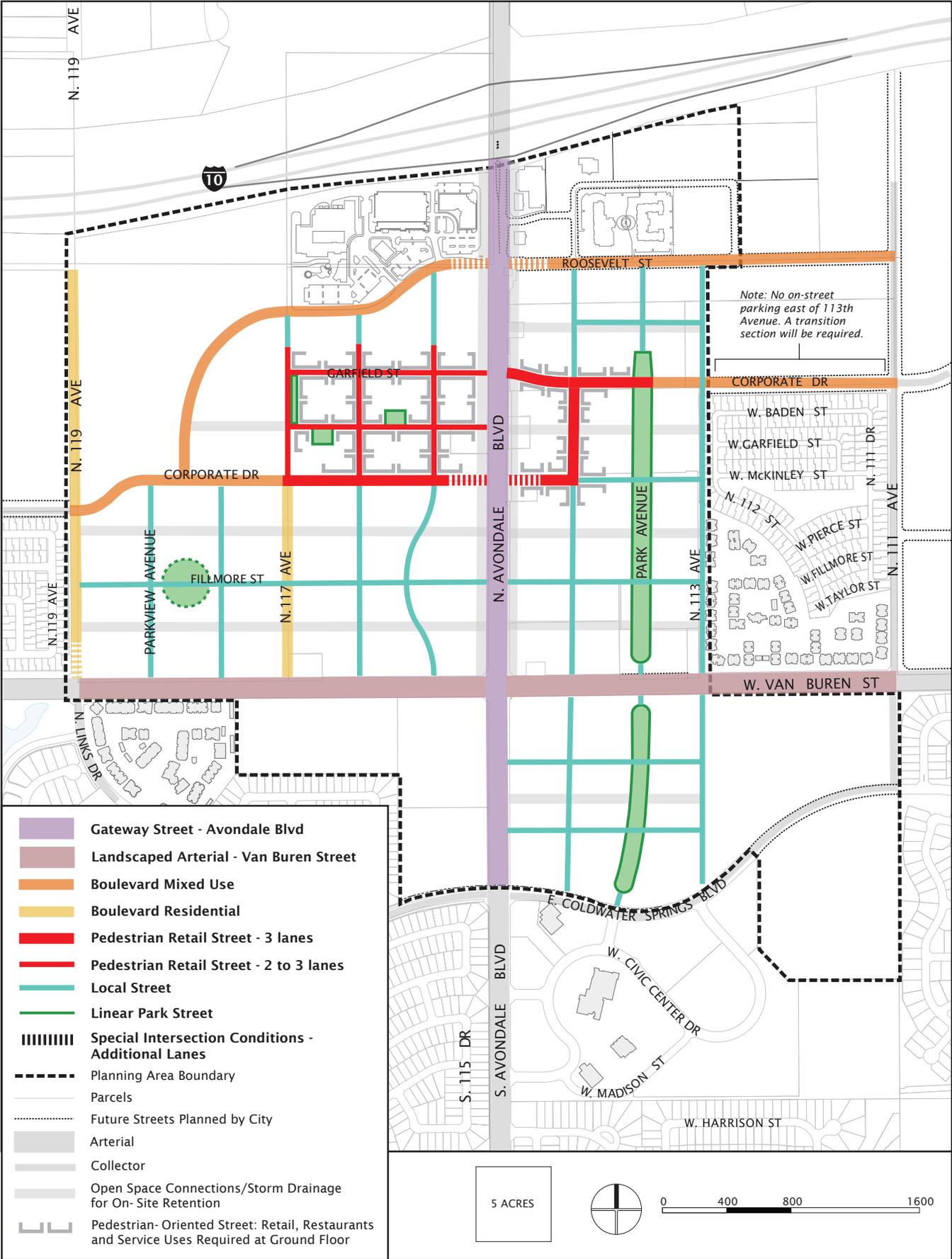
Roosevelt Street, Corporate Drive, 117<sup>th</sup> Avenue, and 119<sup>th</sup> Avenue are the secondary traffic-carriers through and around the study area. These streets fall into two categories: *Boulevard Mixed-Use* and *Boulevard Residential*. These streets have two travel lanes, plus a third lane that provides a two-way left-turn lane near intersections or driveways, and, in some segments, a planted median. They’re designed to facilitate circulation and create a prominent, recognizable image, typically characterized by double rows of trees that shade the sidewalk. In a few locations near pedestrian retail areas, a single row of trees is paired with an overhang, awning, or balcony. On both the arterials and collectors, it is sometimes necessary to provide pedestrian refuges at pedestrian crossings.

*Pedestrian Retail Streets*, which occur on both collectors and local streets, have active ground floor uses such as shops and restaurants. Building overhangs or awnings are strongly encouraged on these streets, in order to shade the sidewalk and create a comfortable and inviting pedestrian environment.

*Local Streets* are two-lane streets that serve the developments outside of the pedestrian core.

*Linear Park Streets* provide the same number of lanes as the local streets, but the two lanes are separated by a linear park in the center of the street.

Figure 4-1  
Street Design Framework



## **GATEWAY STREET - AVONDALE BOULEVARD**

Avondale Boulevard is the most accessible, visible, and widest street within the study area, and thus establishes the overall image of the City Center area. Most residents, workers and visitors will arrive by this street, and will traverse it to go to other destinations. Avondale Boulevard presents a great opportunity to form a creative and colorful landscape scheme, with identity elements, trees, grade changes, landscaping, and pedestrian spaces. The Freeway Corridor Specific Plan established 30- to 40-foot landscaped setback requirements along Avondale Boulevard. The City Center Plan maintains those dimensions and provides the landscape design concept.

Figure 4-2 illustrates the Plan's design for Avondale Boulevard. The overarching design concept is a "land art" scheme, which incorporates a consistent, but continuously changing terrain between the sidewalk and the face of building. (Figures 4-13 A, B, and C provide additional illustrations of this scheme.) The terraced, sunken, inclining, or declining terrain not only provides visual interest, but employs various strategies exposing or obscuring parking structures, retaining storm water, and offering different patterns of shading along the sidewalk. The sidewalk is shaded by trees on both sides.

### *Street Design*

- Design specialty paving in pedestrian crossings at signalized intersections.

### *Street Trees*

- The minimum tree size for Avondale Boulevard is a 36-inch box.
- Create street-level identity by locating Mesquite trees at 30 feet on center and Date Palms at intersections.
- Shade sidewalks with trees: 'Phoenix' Mesquite, Dalbergia Sissoo, and Blue Palo Verde.

### *Sidewalks and "Land Art" Landscape Setback Areas*

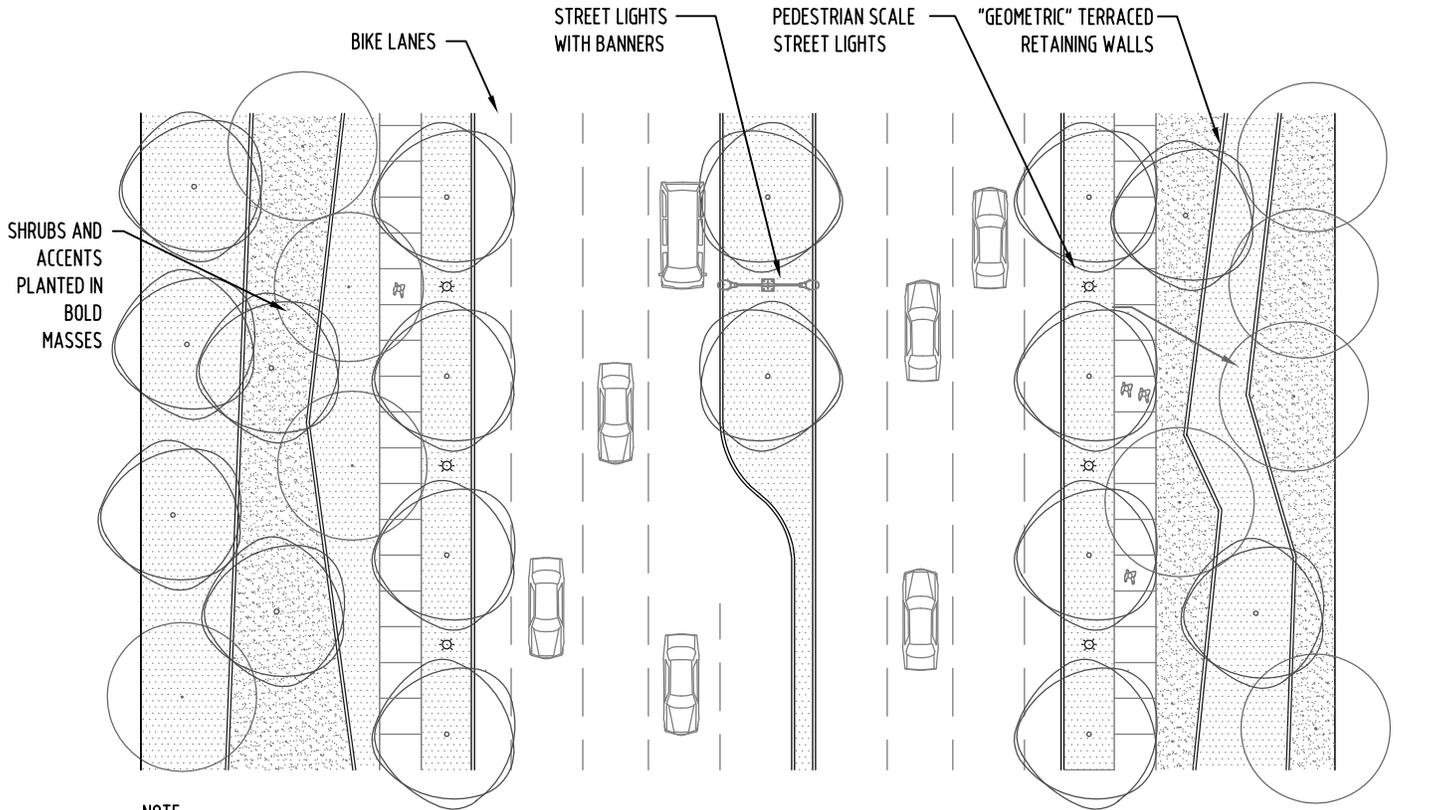
- Protect pedestrians with a curb-separated sidewalk running parallel to the street (not meandering).
- Design paving to use a light integral color to reduce of heat absorption.
- Use geometric terraced retaining walls and berms (six-foot height maximum) throughout the landscape setback area, with the highest walls used to screen parking garages.
- Plant understory shrubs and accents in bold masses with a minimum length of 60 feet.
- Screen walls and terrace retaining walls for parking garages or parking to be selected from a hardscape material palette of desert colors and textures. Incorporate materials such as natural steel Hilfiker art weld gabions, or cast in place concrete with integral color and a heavy sandblast finish.

- Provide three feet deep (max.) retention areas with walls on two sides, to maximize retention.
- Install a minimum of two trees from back-of-curb to property line.

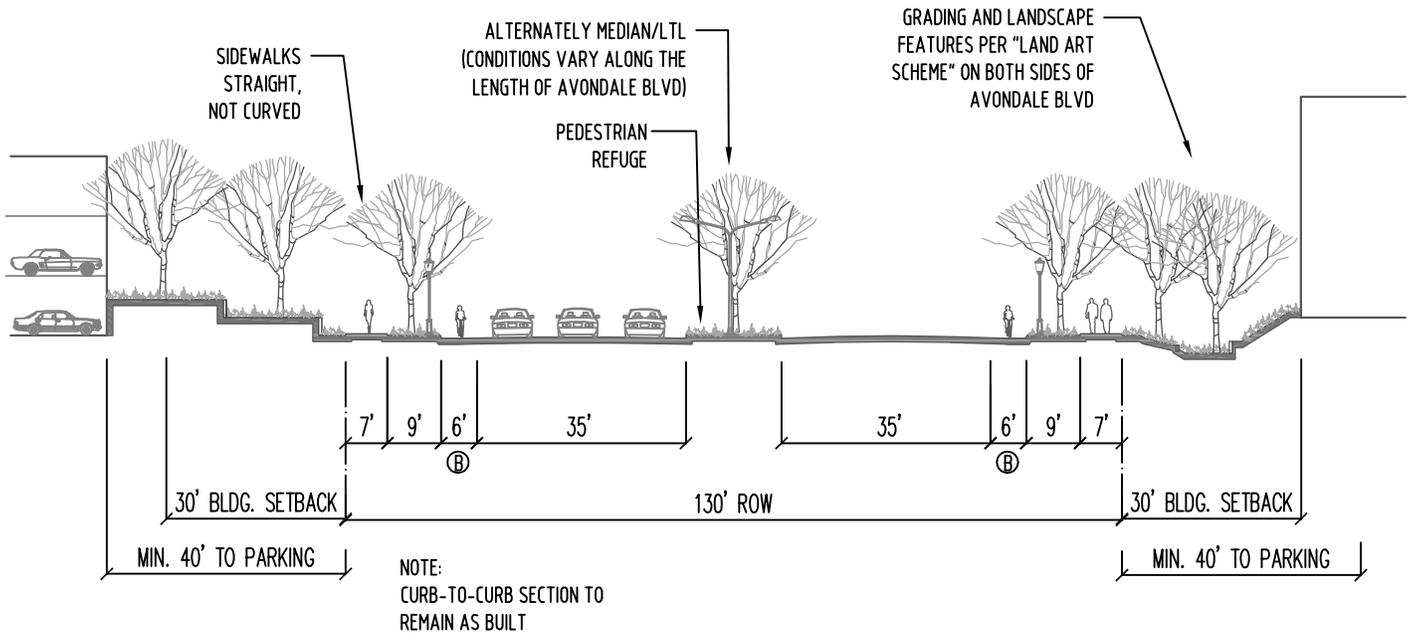
### *Lighting and Furniture*

- Add banners to existing street lights.
- Install gateway features and street lights that are flexible enough to accommodate seasonal displays.
- Provide pedestrian-scale street lights (12-18 feet tall), in a contemporary or timeless style alternating between existing street lights. Design fixtures with a light shield on top to meet “dark sky” requirements.
- Provide trash receptacles, recycling bins, benches, bike racks, and other street furniture from the palette specified for streets in the City Center area.

Figure 4-2  
**Avondale Boulevard**



NOTE:  
 CURB-TO-CURB SECTION TO  
 REMAIN AS BUILT



## LANDSCAPED ARTERIAL - VAN BUREN STREET

### *Street Design*

- Design specialty paving in pedestrian crossings at signalized intersections, and provide pedestrian refuges in median where warranted.
- Use permeable concrete paving in bicycle lanes for the benefit of adjacent trees, to reduce overall heat gain, and to reduce the perceived street width.

### *Street Trees*

- The minimum tree size for Van Buren Street is a 36-inch box.
- Shade sidewalks with trees on both sides, using triangulated double rows of Sissoo trees, 30 feet on center. Use Pistachio trees in the center median, 30 feet on center.

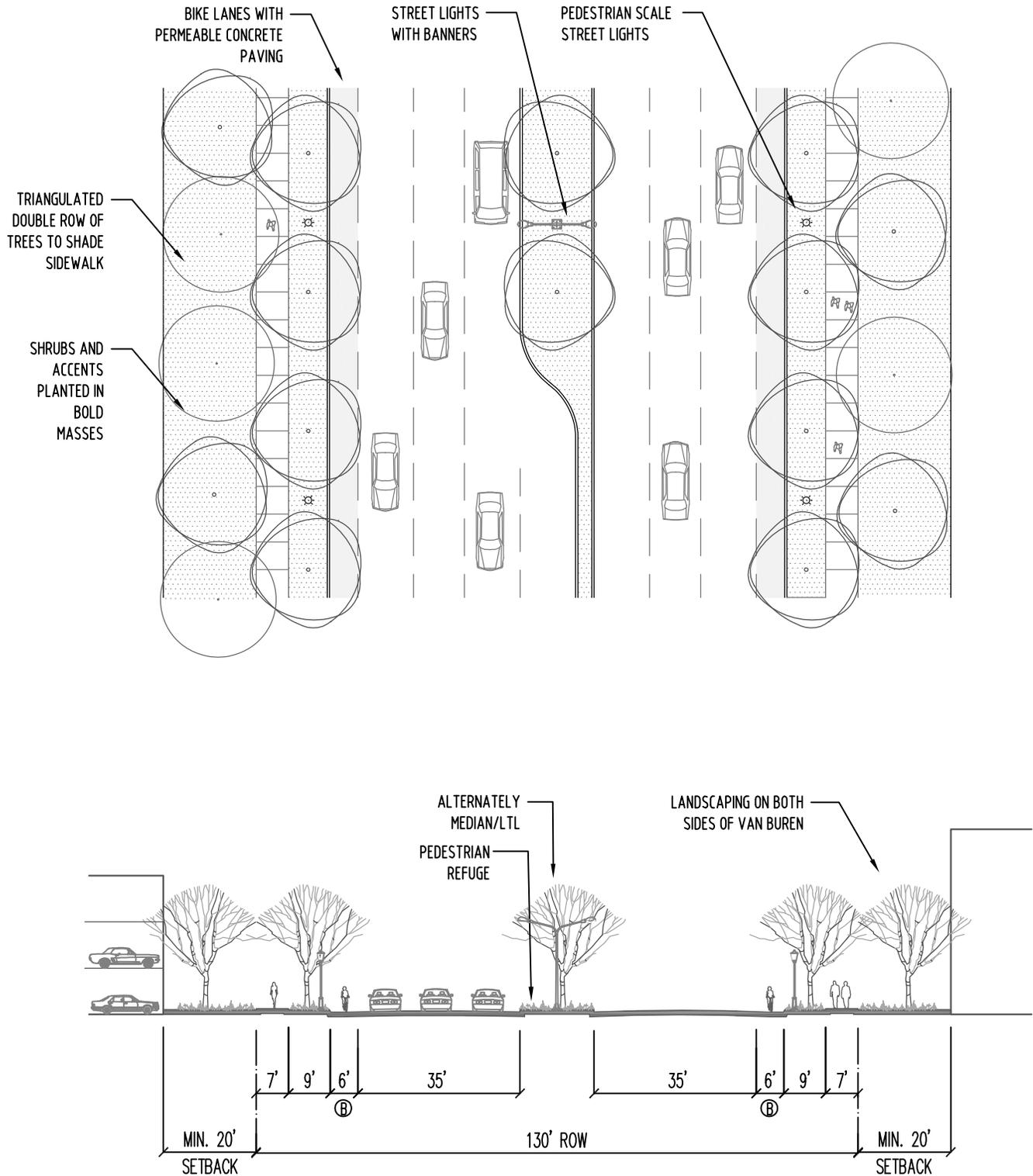
### *Sidewalks and Landscape Setback Areas*

- Protect pedestrians with a curb-separated sidewalk running parallel to the street (not meandering).
- Use paving with light integral colors instead of darker colors to reduce heat absorption.
- Plant understory shrubs and accents in bold masses with a minimum length of 60 feet.
- Screen walls and terrace retaining walls for parking garages or parking to be selected from a hardscape material palette of desert colors and textures. Incorporate materials such as natural steel Hilfiker art weld gabions, or cast in place concrete with integral color and a heavy sandblast finish.

### *Lighting and Furniture*

- Add banners to existing and future street lights.
- Provide pedestrian-scale street lights (12-18 feet tall), in a contemporary or timeless style alternating between existing street lights. Design fixtures with a light shield on top to meet “dark sky” requirements.
- Provide trash receptacles, recycling bins, benches, bike racks, and other street furniture from the palette specified for streets in the City Center area.

Figure 4-3  
**Van Buren Street**



## BOULEVARD MIXED USE

The Boulevard Mixed Use designation includes Corporate Drive outside of the pedestrian retail area, and Roosevelt Street. These streets allow varying setbacks of up to 12 feet which may accommodate buildings up to the sidewalk, sidewalk café seating, or a buffer needed for residential privacy. While the Avondale Transportation plan specifies a 100-foot right-of-way for major collectors, the Boulevard Mixed Use streets are designed to be 80 or 90 feet wide. This narrower right-of-way is appropriate because the typical section is designed to carry two lanes of traffic plus a two-way left turn lane, as opposed to four lanes. The prescribed street sections accommodate a variety of uses and building types, with street design amenities that enhance safety and identity. On Roosevelt Street, the parallel parking lanes and bike lanes are to be paved with concrete or specialty paving in order to narrow the perceived width of the right-of-way and thus ensure safe travel speeds.

### Corporate Drive: Design Guidelines

#### *Street Design*

- Install two travel lanes, a two-way left turn lane, and parking on both sides of the street (no on-street parking is necessary for the segment east of 113th Avenue).
- Provide a continuous double row of street trees on both sides of the sidewalk.
- Install specialty paving at crosswalks.
- Use permeable concrete paving in the parking lanes for the benefit of adjacent trees, to reduce overall heat gain, and to reduce the perceived street width.

#### *Street Trees*

- Create street-level identity by locating Heritage Live Oaks 25 feet on center, minimum size 36-inch box.
- Plant trees in areas properly prepared with minimum 300 cubic feet with appropriate soil(s).

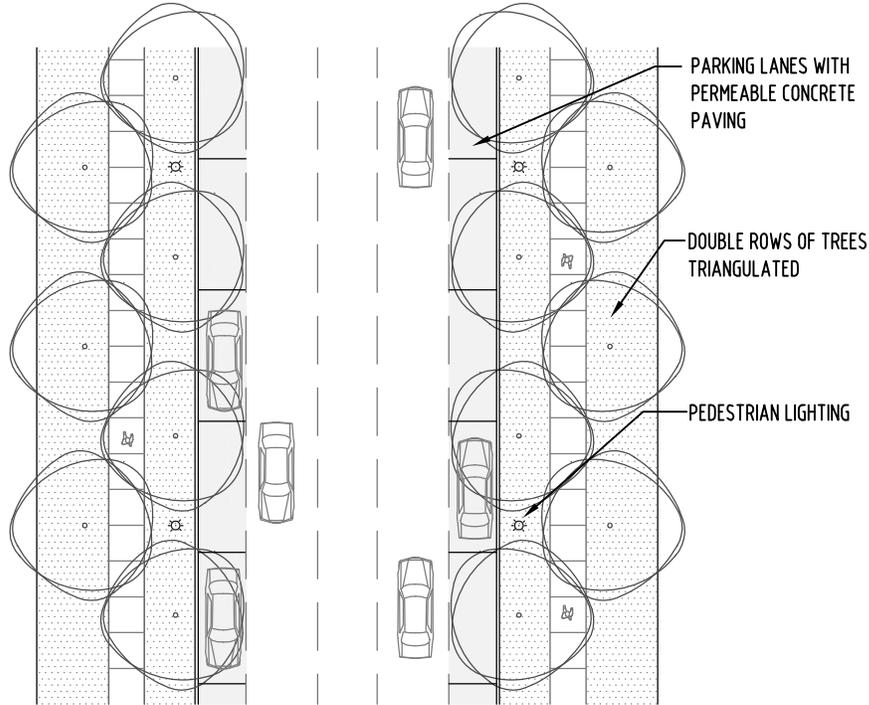
#### *Sidewalks and Landscape Setback Areas*

- Use paving with light integral colors instead of darker colors to reduce heat absorption.
- Plant understory shrubs in bold masses with a minimum length determined by predictable vehicular speed.
- Protect pedestrians with curb-separated sidewalk and mass plantings that parallel the street (not meandering).

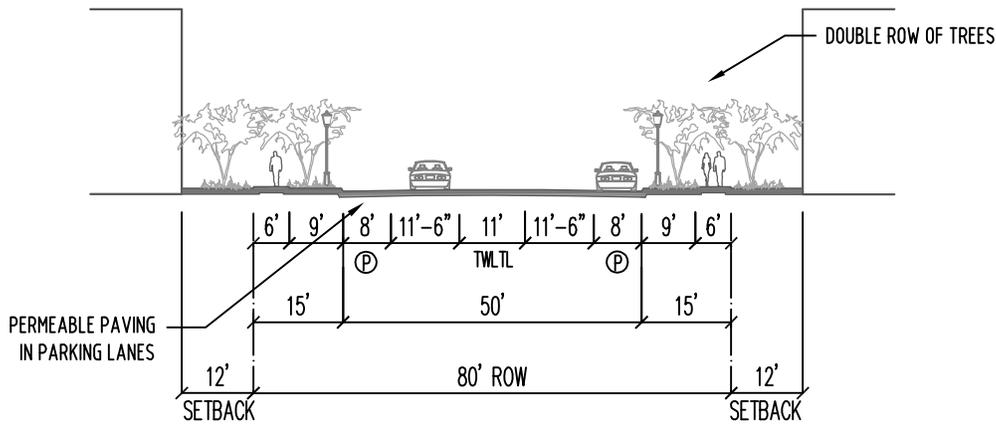
#### *Lighting and Furniture*

- Provide pedestrian-scale street lights (12-18 feet tall), in a contemporary or timeless style, with banner attachments, alternating between standard street lights. Design fixtures with a light shield on top to meet “dark sky” requirements.
- Provide trash receptacles, recycling bins, benches, bike racks, and other street furniture from the palette specified for streets in the City Center area.

Figure 4-4  
Corporate Drive

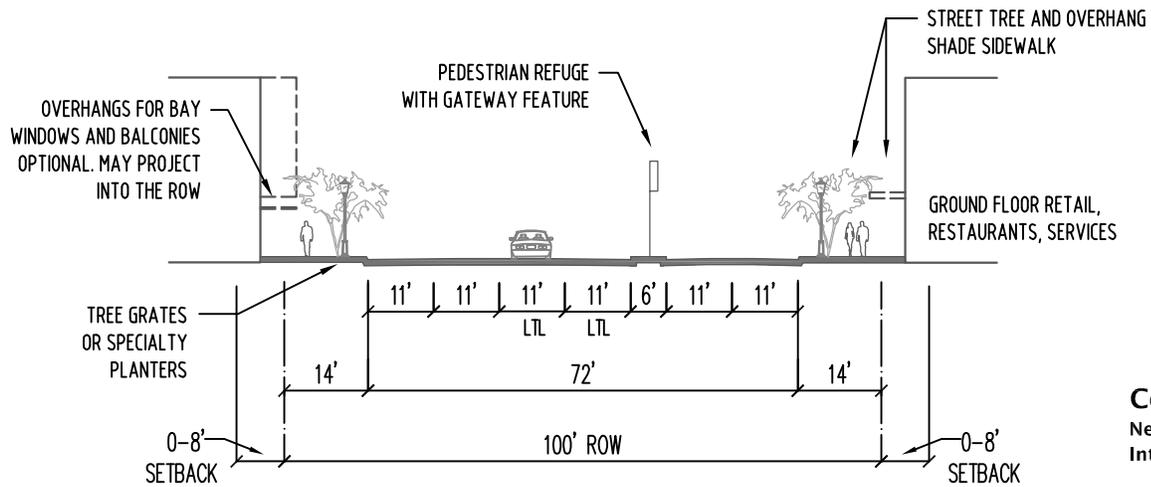


**Note:** Corporate Drive has a different section when it is a pedestrian retail street. See Figure 4-8.

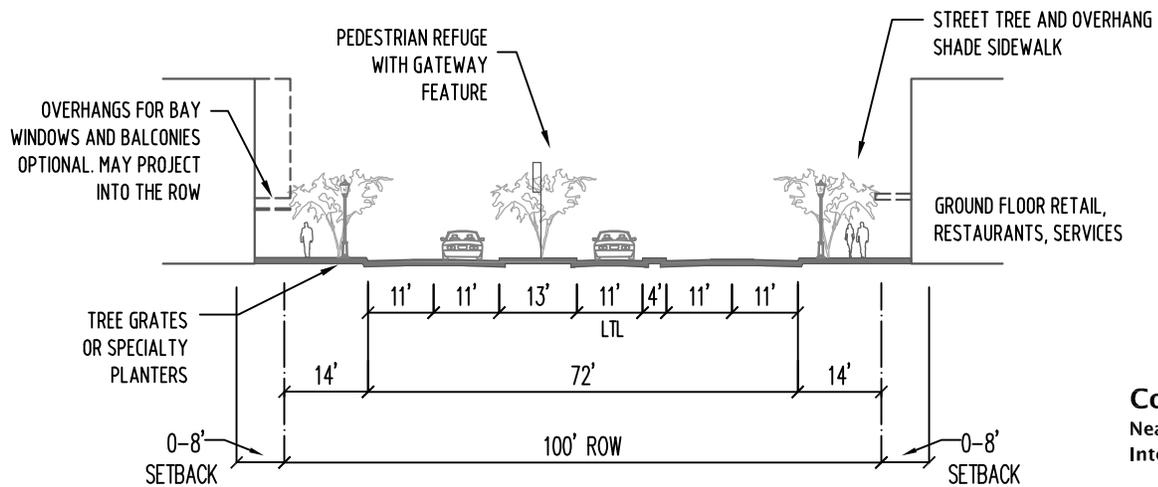


**Corporate Drive**  
(Outside of Pedestrian Retail areas)

Figure 4-4  
**Corporate Drive**



**Corporate Drive**  
Near Avondale Blvd  
Intersection, West Side



**Corporate Drive**  
Near Avondale Blvd  
Intersection, East Side

## **Roosevelt Street: Design Guidelines**

### *Street Design*

- Provide two travel lanes, a two-way left turn lane, and parking on both sides of the street.
- Provide a continuous double row of street trees on both sides of the sidewalk.
- Use permeable concrete paving in the parking lanes and bicycle lanes for the benefit of adjacent trees, to reduce overall heat gain, and to reduce the perceived street width.

### *Street Trees*

- Create street-level identity by locating Palo Brea trees 30 feet on center, triangulated, behind curb and sidewalk.
- Place second row of trees within the landscape setback area, two feet from the sidewalk.
- Locate Palo Brea trees 30 feet on center in the raised median.
- Use of engineered soils is recommended to be specified in construction documents under adjacent concrete for tree planting.

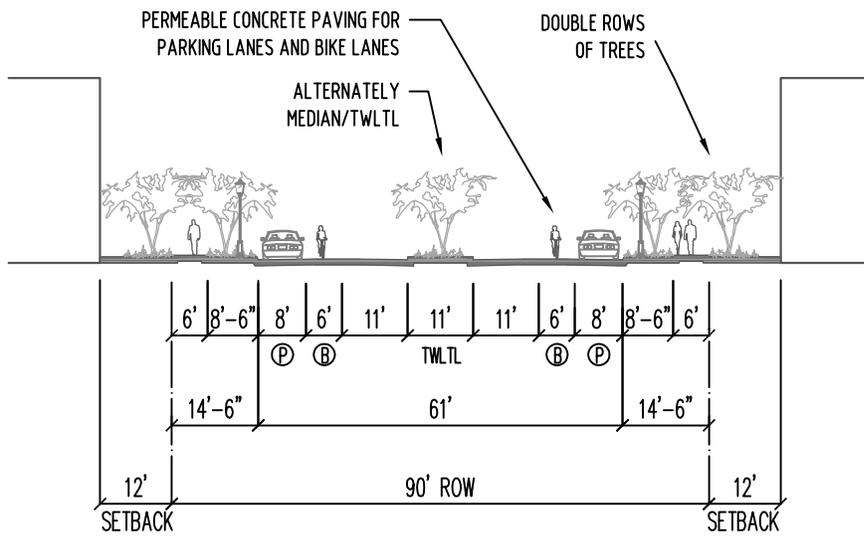
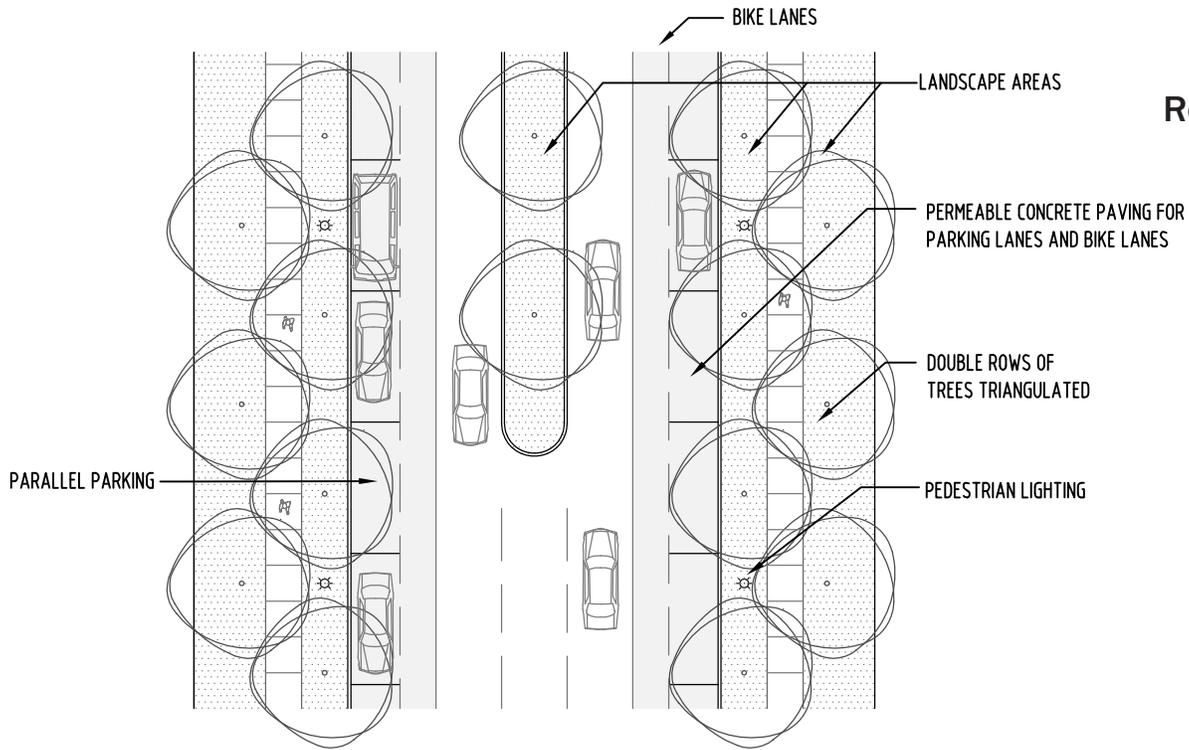
### *Sidewalks and Landscape Setback Areas*

- Use paving with light integral colors instead of darker colors to reduce heat absorption.
- Plant understory shrubs in bold masses with a minimum length determined by predictable vehicular speed.
- Protect pedestrians with curb-separated sidewalk and mass plantings that parallel the street (not meandering).

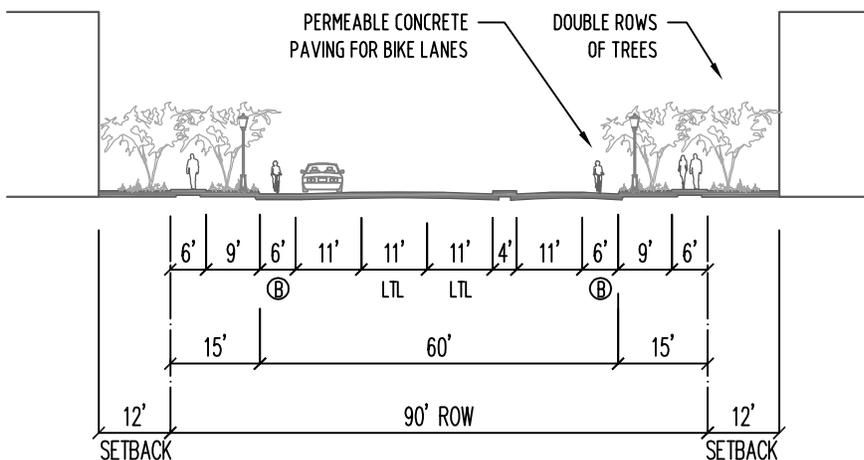
### *Lighting and Furniture*

- Provide pedestrian-scale street lights (12-18 feet tall), in a contemporary or timeless style, with banner attachments, alternating between standard street lights. Design fixtures with a light shield on top to meet “dark sky” requirements.
- Provide trash receptacles, recycling bins, benches, bike racks, and other street furniture from the palette specified for the City Center area.

Figure 4-5  
Roosevelt Street



Roosevelt Street



Roosevelt Street  
near Avondale Blvd Intersection

## RESIDENTIAL BOULEVARD

Both 117th Avenue outside of the pedestrian retail area and 119th Avenue are similar to the Boulevard Mixed Use streets in that the right-of-way is 80 feet wide and the sidewalks must be continuously shaded. However these streets incorporate a landscaped setback between the sidewalk and face of building in order to provide privacy for residential units. Buildings need to be located close to the street, without parking lots between sidewalks and buildings, in order to create the desired pedestrian character, shade streets and sidewalks, and reduce the overall heat gain.

### 117<sup>th</sup> Avenue: Design Guidelines

#### *Street Design*

- Provide two travel lanes, a two-way left turn lane, and parking on both sides of the street.
- Use permeable concrete paving in the parking lanes for the benefit of adjacent trees, to reduce overall heat gain, and to reduce the perceived street width.

#### *Street Trees*

- Provide a row of street trees in a planter strip between the curb and the sidewalk.
- Sidewalks must be shaded on both sides. Provide either an overhang or a row of trees between the sidewalk and the buildings.
- Create street-level identity by locating Desert Museum trees 30 feet on center.
- Space landscape islands planted with trees between cars in the parallel parking aisle (every two to three parking spaces).

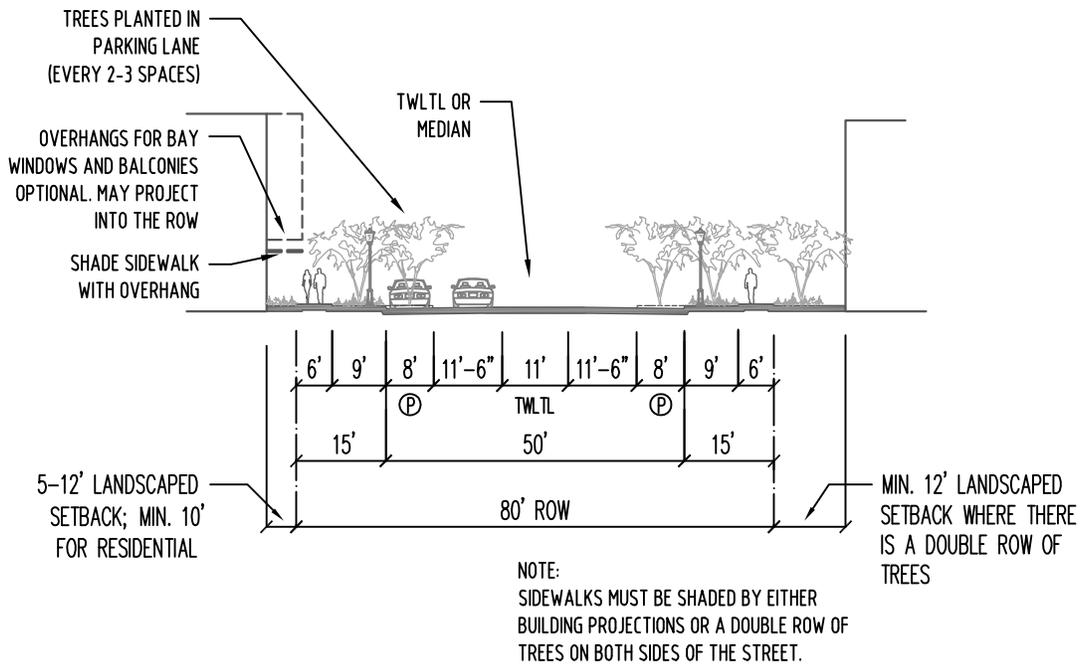
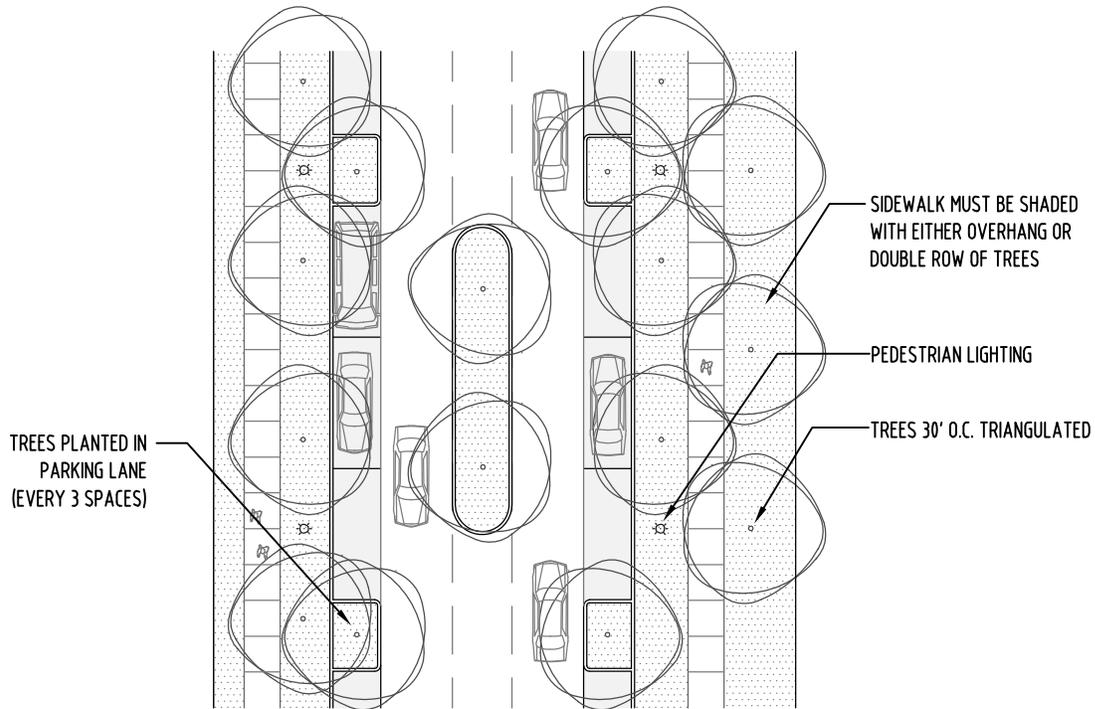
#### *Sidewalks and Landscape Setback Areas*

- Design paving to use a light integral color over darker color for reduction of heat absorption.
- Provide low dense planting between the sidewalk and building.

#### *Lighting and Furniture*

- Provide pedestrian-scale street lights (12-18 feet tall), in a contemporary or timeless style, with banner attachments, alternating between standard street lights. Design fixtures with a light shield on top to meet “dark sky” requirements.
- Provide trash receptacles, recycling bins, benches, bike racks, and other street furniture from the palette specified for the City Center area.

Figure 4-6  
117th Avenue



**117th Avenue  
(Except in  
Pedestrian  
Retail Area)**

## **119<sup>th</sup> Avenue: Design Guidelines**

### *Street Design*

- Provide two travel lanes, bike lanes, and parking on both sides of the street.
- Provide a row of trees on both sides of the sidewalk.
- Use permeable concrete paving in the parking lanes and bicycle lanes for the benefit of adjacent trees, to reduce overall heat gain, and to reduce the perceived street width.

### *Street Trees*

- Create street-level identity by locating Palo Brea or Swan Hill Olive trees 30 feet on center, in a double row of trees triangulated.

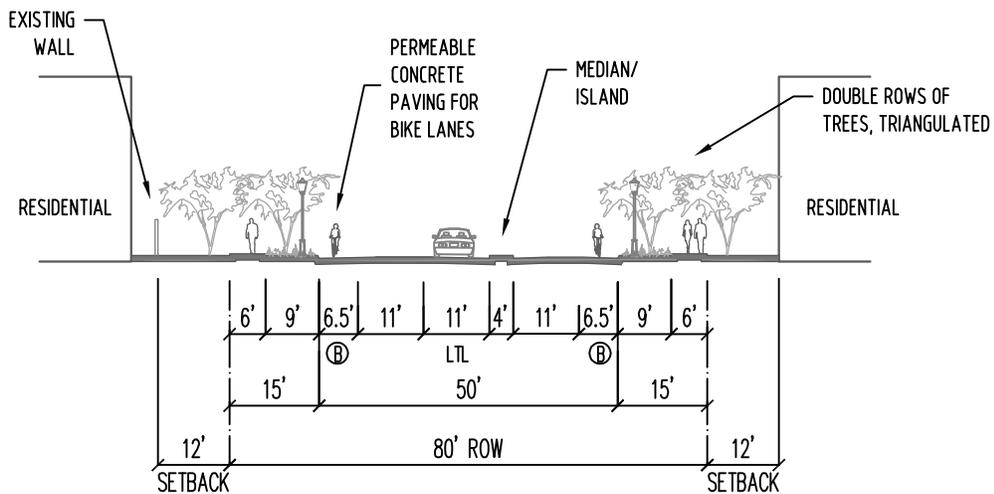
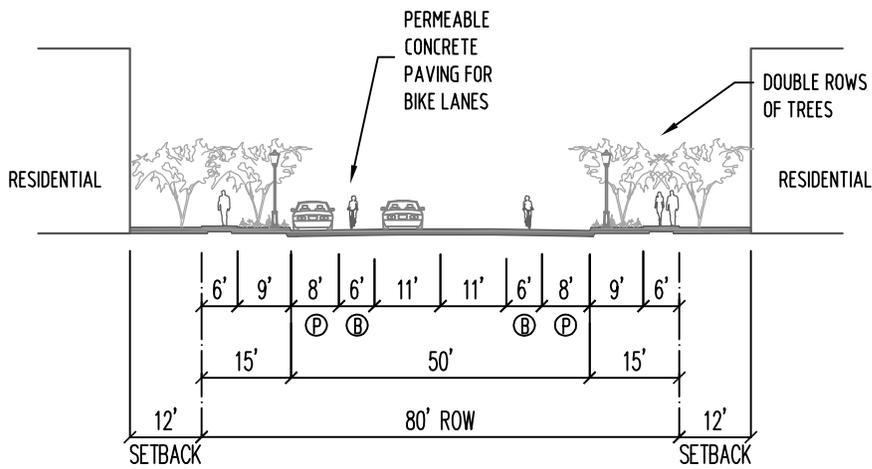
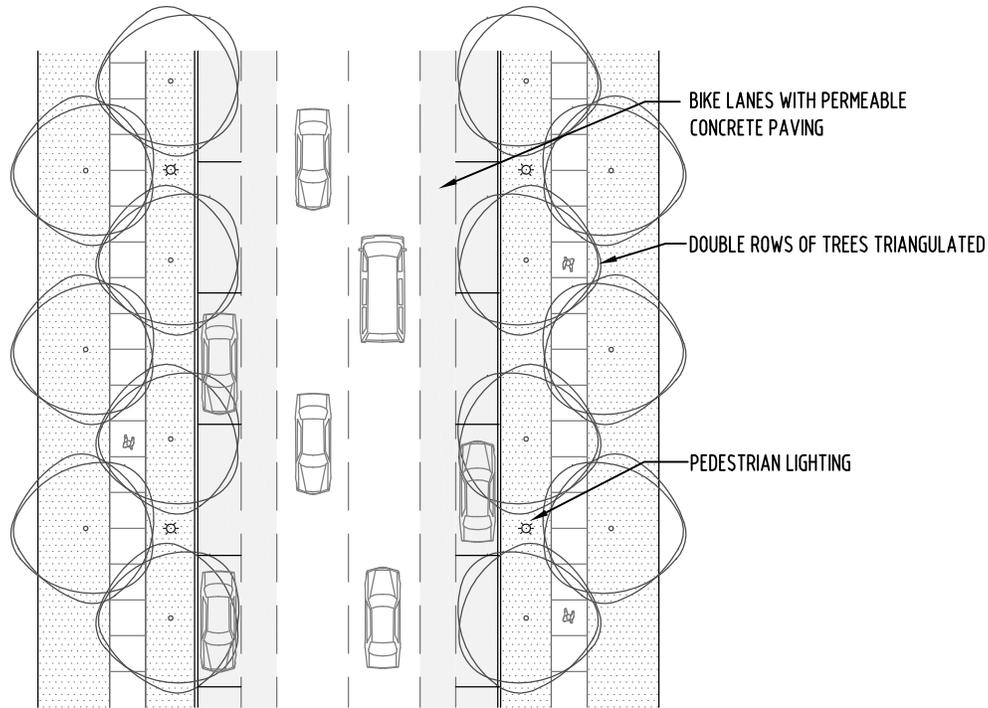
### *Sidewalks and Landscape Setback Areas*

- Protect pedestrians with curb-separated sidewalk and mass planting parallel to street (not meandering).
- Design paving to use a light integral color over darker color for reduction of heat absorption.
- Plant a theme tree (30 feet on center, triangulated) in the landscape setback area between the sidewalk and the building.
- Incorporate water harvesting techniques to supply plants with additional water behind the curb.

### *Lighting and Furniture*

- Provide pedestrian-scale street lights (12-18 feet tall), in a contemporary or timeless style, with banner attachments, alternating between standard street lights. Design fixtures with a light shield on top to meet “dark sky” requirements.
- Provide trash receptacles, recycling bins, benches, bike racks, and other street furniture from the palette specified for the City Center area.

Figure 4-7  
**119th Avenue**



## PEDESTRIAN RETAIL STREETS

The pedestrian-oriented retail streets are characterized by a wide sidewalk and no continuous landscaped planting strips. The sidewalk extends from the curb to the building, with trees in tree grates. The sidewalk is shaded by trees on one side and building overhangs on the other. Building overhangs are permitted to extend into the right of way, and buildings are to be located along the sidewalk edge so that pedestrians can see into the windows of shops, restaurants, and other businesses. Buildings may be set back up to eight feet in order to accommodate building design elements, building entrances, and outdoor eating areas. This setback area is encouraged for any building that could accommodate a restaurant, café, or deli on the ground floor.

Three pedestrian retail street design options are shown: one with parallel parking on both sides; one with arcades; and one with angled parking on one side and parallel parking on the other side. Option 1 is the typical pedestrian retail street design. Option 2, with the arcade, may be used if it is installed along an entire block frontage. Option 3 with angled parking can be used in areas where it is important to maximize on-street parking for stores and restaurants. Angled parking also serves to slow down traffic speeds in pedestrian areas. In this option, back-in/head-out angled parking is shown. While this configuration is safer for pedestrians and bicyclists, it is a new configuration for Avondale and could be problematic with unfamiliar drivers. Angled parking should not be used on Corporate Drive.

### *Street Design*

- Provide two travel lanes, a turn lane, and parking on both sides of the street.
- Use permeable paving for the parallel parking lanes for the benefit of adjacent trees and to reduce overall heat gain.
- Install paving materials that reduce visual glare and reduce heat gain.
- Install specialty paving at crosswalks and mid-block crossings.

### *Street Trees*

- Create street-level identity by locating Sissoo trees 25 feet on center.
- Plant trees in tree grates, minimum six feet by 12 feet in size.
- Plant trees in areas properly prepared with minimum 300 cubic feet with appropriate soil(s).

### *Sidewalks and Landscape Setback Areas*

- Sidewalks shall be shaded by street trees on one side and overhangs projecting from the building over the sidewalk.
- Arcades of a minimum 12 feet in width are permitted and encouraged (in lieu of building overhangs) where a development occupies an entire block frontage. A permanent public access easement must be granted for the sidewalk area under the arcade. The ar-

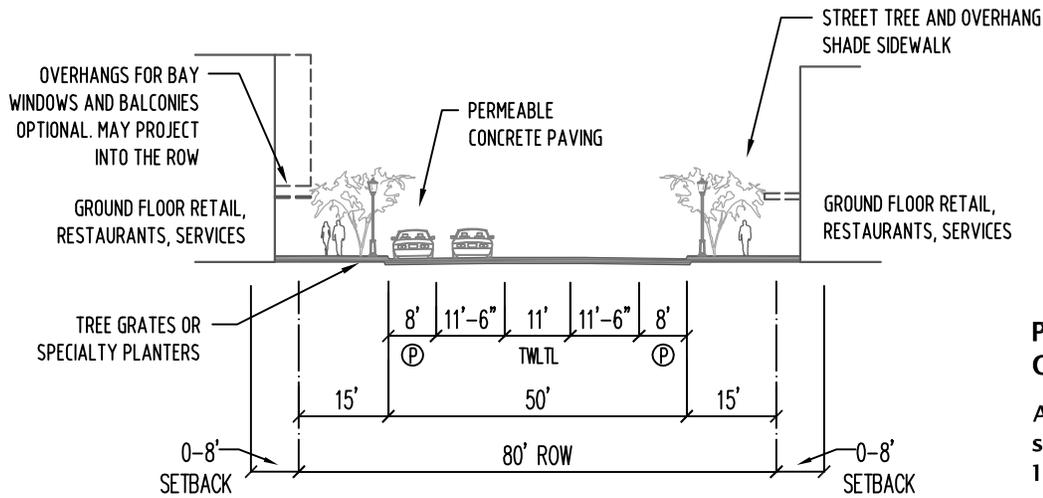
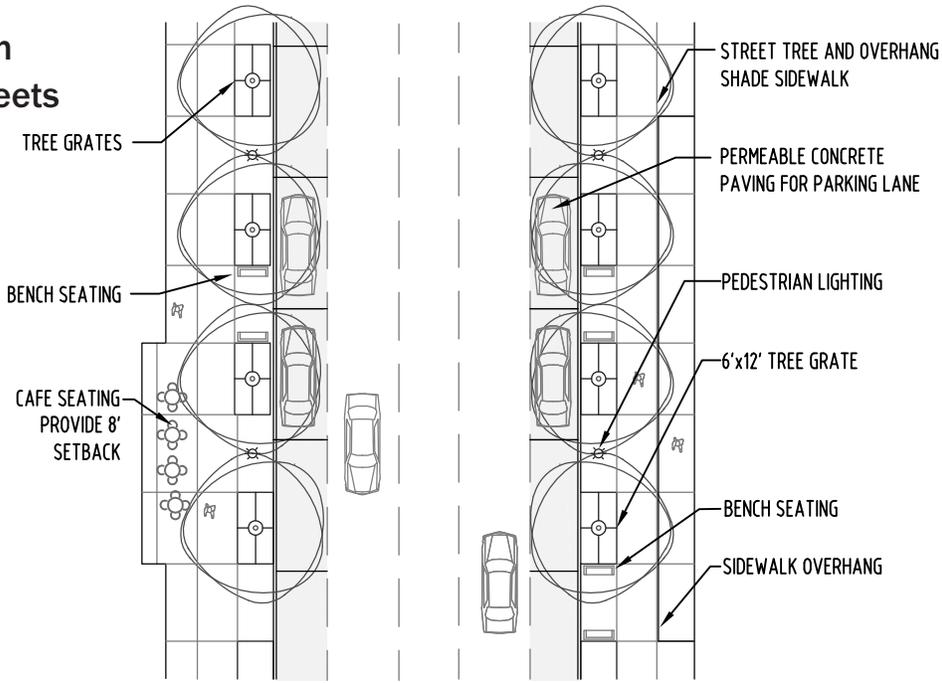
cade must be on private property. Where an arcade is provided the public sidewalk width may be reduced to 10 feet (thereby reducing the right of way width by 5 feet).

- Provide an eight foot building setback for outdoor dining areas for any buildings that could have restaurants, cafes, and other similar food-serving uses on the ground floor.
- Overhangs and trellis features that accommodate vine plantings are encouraged.
- Use of engineered soils is recommended to be specified in construction documents under adjacent concrete for tree planting.

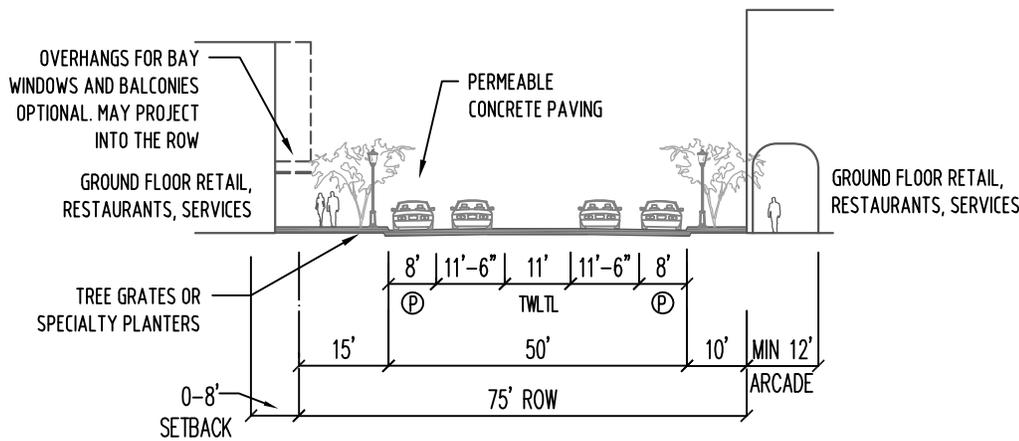
### *Lighting and Furniture*

- Provide pedestrian-scale street lights (12-18 feet tall), in a contemporary or timeless style, with banner attachments, alternating between standard street lights. Design fixtures with a light shield on top to meet “dark sky” requirements.
- Provide trash receptacles, recycling bins, benches, bike racks, and other street furniture from the palette specified for streets in the City Center area.

Figure 4-8  
**Pedestrian  
 Retail Streets**

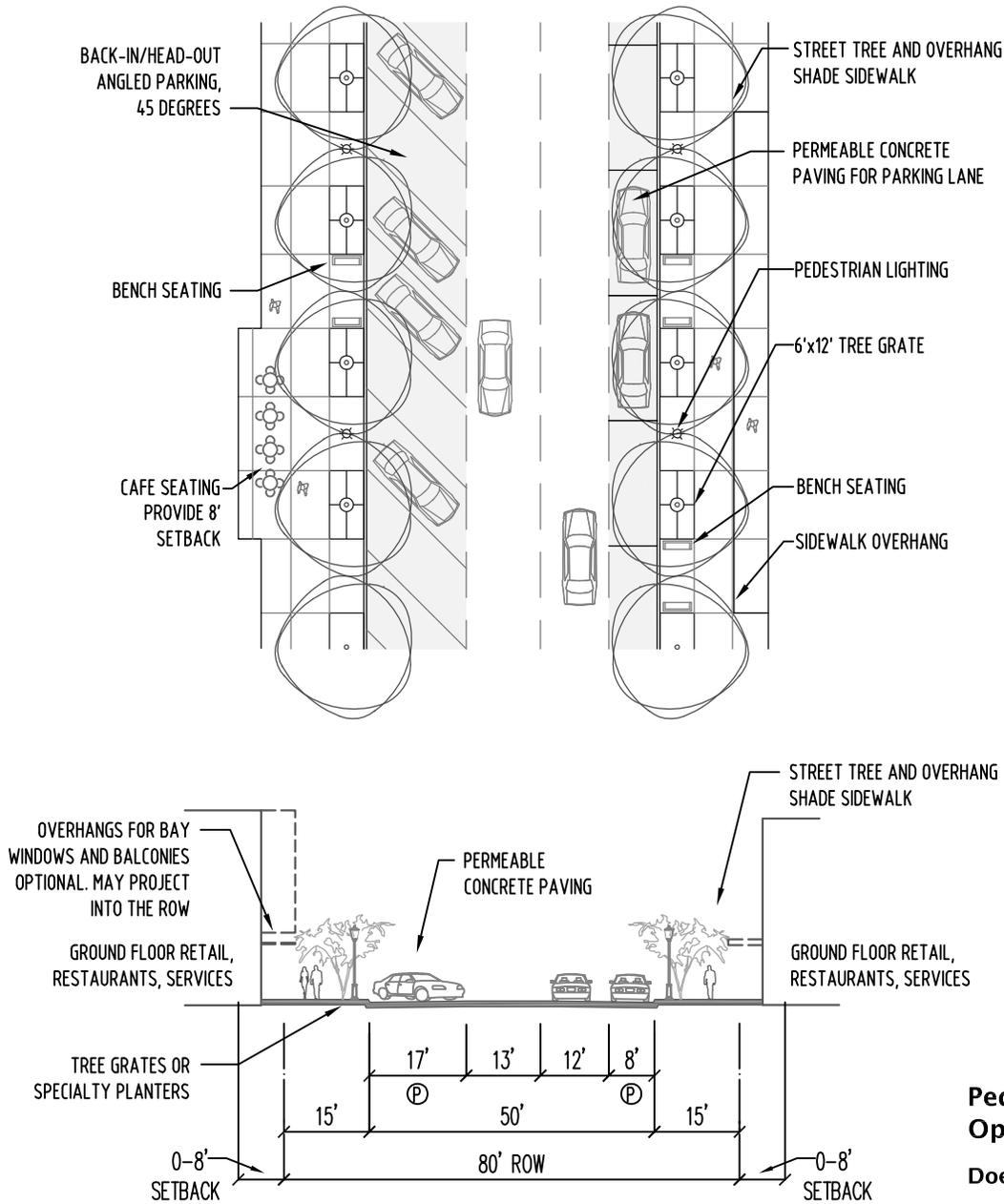


**Pedestrian Retail Street  
 Option 1: Parallel Parking**  
 Applies to Pedestrian Retail  
 segments of Corporate Drive,  
 117th Ave, and Garfield Street.



**Pedestrian Retail Street  
 Option 2: Arcade**

Figure 4-8  
**Pedestrian Retail Streets**



**Pedestrian Retail Street  
Option 3: Angled Parking**  
Does not apply on Collectors.

## LOCAL STREETS

The local streets typically serve residential uses, though they may also be located within mixed use or employment areas. They provide two travel lanes, and street parking on both sides of the street. In residential areas, 12 foot front yards are specified, and sidewalks are shaded by a double row of trees. Building projections are allowed to within five feet of the property line, provided that the projections allow room for shade trees in the front yard. In locations where non-residential uses occupy the ground floor, buildings may be built up to five feet from the property line with overhangs or awnings to shade the sidewalk.

### *Street Design*

- Provide two travel lanes and parking on both sides of the street.
- Provide a row of trees on both sides of the sidewalk. On 113th Avenue, no sidewalk is required on the eastern side of the street. For non-residential uses, sidewalks may be shaded by a combination of a street tree and an awning, overhang, or building projection.
- Use permeable paving for the parallel parking lanes for the benefit of adjacent trees and to reduce overall heat gain.

### *Street Trees*

- Create street-level identity by locating Live Oak trees 30 feet on center, minimum 36 feet box in size.

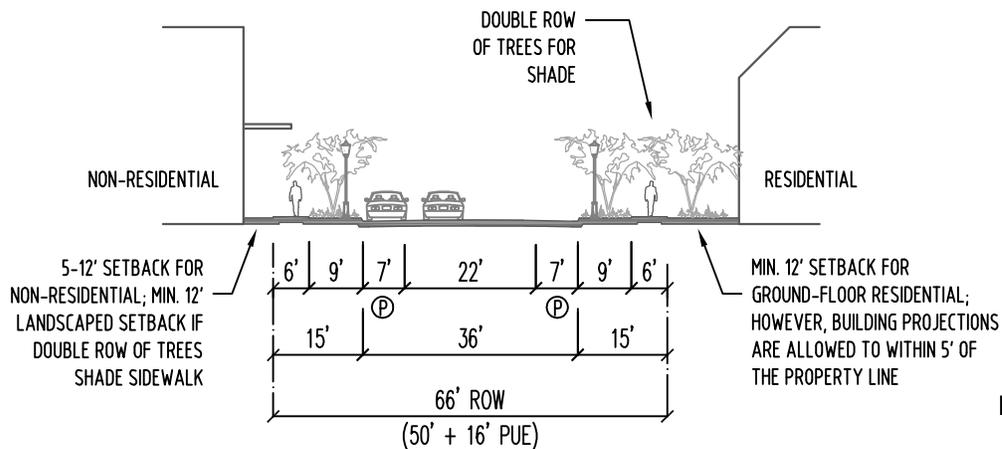
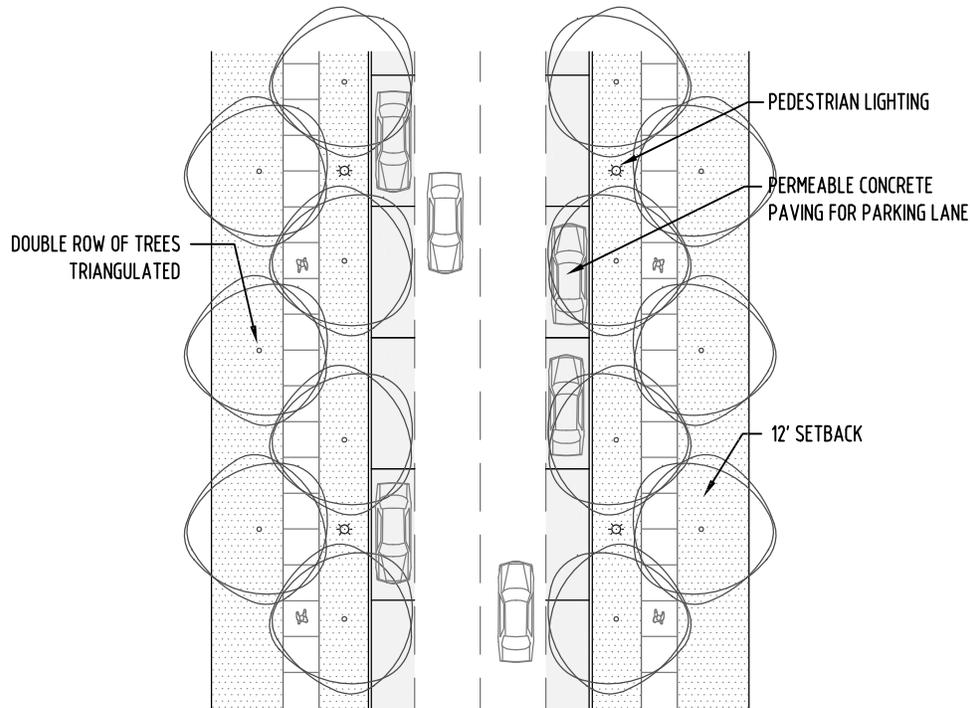
### *Sidewalks and Landscape Setback Areas*

- Plant a theme tree (30 feet on center triangulated) in landscaped setback areas.
- Incorporate water harvesting techniques to supply plants with additional water behind curb.
- Use of engineered soils is recommended to be specified in construction documents under adjacent concrete for tree planting.

### *Lighting and Furniture*

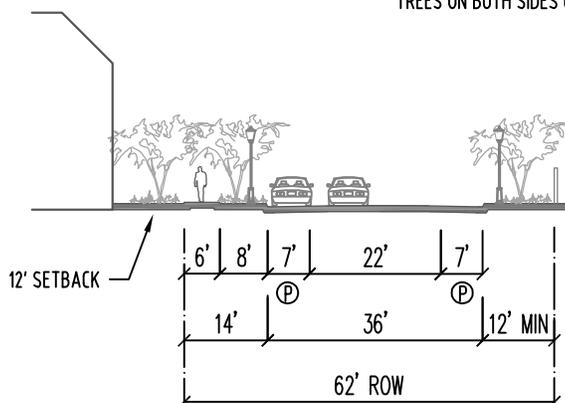
- Provide pedestrian-scale street lights (12-18 tall), in a contemporary or timeless style, as specified by the City for the City Center area. Design fixtures with a light shield on top to meet “dark sky” requirements.

Figure 4-9  
**Local Streets**



**Local Streets**

NOTE:  
SIDEWALKS MUST BE SHADED BY EITHER BUILDING PROJECTIONS OR A DOUBLE ROW OF TREES ON BOTH SIDES OF THE STREET.



**113th Avenue**

## **LINEAR PARK STREETS**

The linear park streets have a 64-foot wide park in the center and 40 feet of right-of-way on either side. Within this park are two rows of trees, walking paths, and park furniture. Traffic flows in one direction on either side of the park beside a lane of on-street parking. Travel lanes include an 11-foot wide vehicular lane and a six-foot wide bicycle lane. Travel lanes are designed to accommodate emergency vehicles with a rolled curb with seven-foot wide pavers or turf block at the edge of the park, providing a minimum effective clear width of 24 feet.

### *Street and Park Design*

- Provide two one-way travel lanes and a linear park with a landscaped area 64 feet wide. The rights-of-way on either side of the park include eight-foot sidewalks, six-foot bicycle lanes, and parking along the outside curb.
- Install seven feet of pavers or turf block with rolled curb along the linear park edge to accommodate emergency vehicles.
- Locate Evergreen Elm and Pistachio trees or Fan Tex Ash in the linear park.
- Create midpoint gathering nodes with enriched paving, fountains or public art and large accent evergreen trees such as Aleppo Pine, Date Palms or Specimen Live Oak.
- Incorporate underground storm water retention under the linear park or integral color concrete steps down to flat turf area that harvests rain water.
- Install specialty paving at all mid-block crossings.
- Incorporate passive use facilities in the linear park, such as: chess tables, water features, and specialty gardens.
- Use permeable paving for the parallel parking lanes for the benefit of adjacent trees and to reduce overall heat gain.

### *Street Trees*

- Create street-level identity by locating Evergreen Elm or Pistachio trees 30 feet on center, in the planter strip between the curb and the sidewalk.

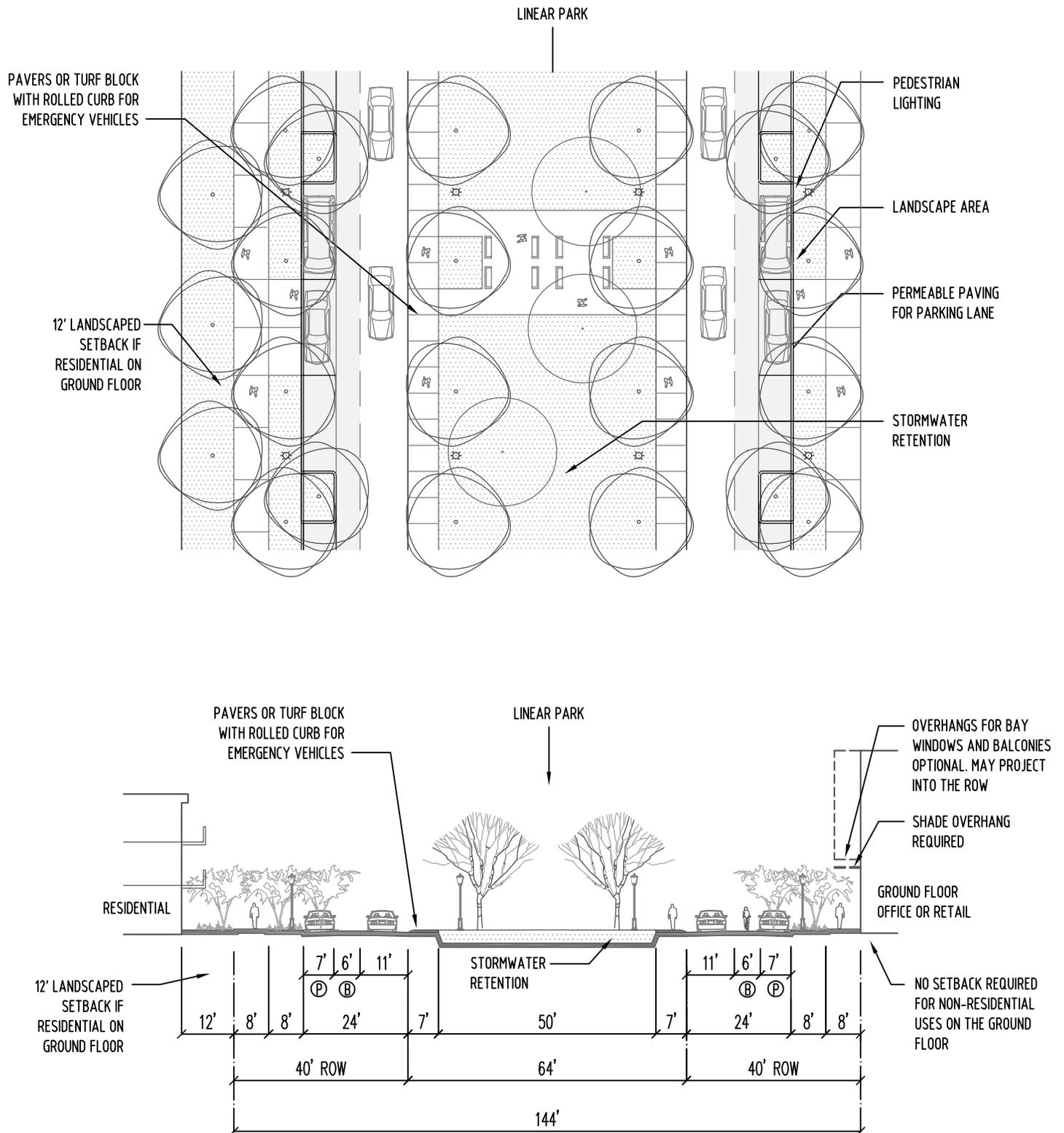
### *Sidewalks and Landscape Setback Areas*

- Provide overhangs and trellis features that shade setback areas and accommodate vine plantings.

### *Lighting and Furniture*

- Provide pedestrian-scale street lights (12-18' tall), in a contemporary or timeless style, on both sides of the street so there are lights for both the sidewalks and both sides of the park. Design fixtures with a light shield on top to meet “dark sky” requirements.

Figure 4-10  
Linear Park Streets

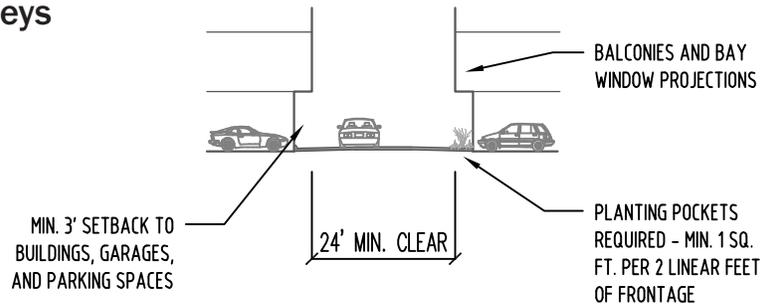


## ALLEYS

Alleys are permitted and encouraged in the City Center area. They should be included in townhouse residential projects to provide access to garages. They should also be included as needed to provide service and loading access for commercial buildings, in order to separate those functions from pedestrian and street areas. Minimum alley dimensions are shown in Figure 4-11 below. A minimum 24 foot wide clear area must be provided. An additional three foot setback should be provided on each side to allow for turning movements and garage access. Planting pockets are to be included in residential alleys; they are typically located in 3 foot deep landscape pockets between garage doors.

Figure 4-11

### Alleys



## SPECIAL INTERSECTION CONDITIONS

Based on the traffic analysis conducted, additional lanes for turning movements are required as the Boulevard streets approach Avondale Boulevard and Van Buren Street. These special conditions occur due to the existing and projected traffic loads across Avondale Boulevard and to and from I-10. Specifically, two left turn lanes will be needed on Corporate Drive west of Avondale Boulevard heading north, and on Roosevelt Street heading north and south. 117th and 119th Avenues also require a left turn lane near Van Buren Street.

At these corners, the plans take into account the fact that additional traffic lanes compromise the comfort and safety of pedestrian crossings. Along Corporate Drive, the street sections include pedestrian refuges within the right-of-way, as well as vertical elements such as banners or signs that make the pedestrian refuge more visible to cars, and thus safer for pedestrians. In addition, these vertical elements provide a gateway design element at the major intersections, enhancing the visibility and identity of the City Center. Figure 4-12 illustrates the conditions at the intersection of Avondale Boulevard and Corporate Drive.

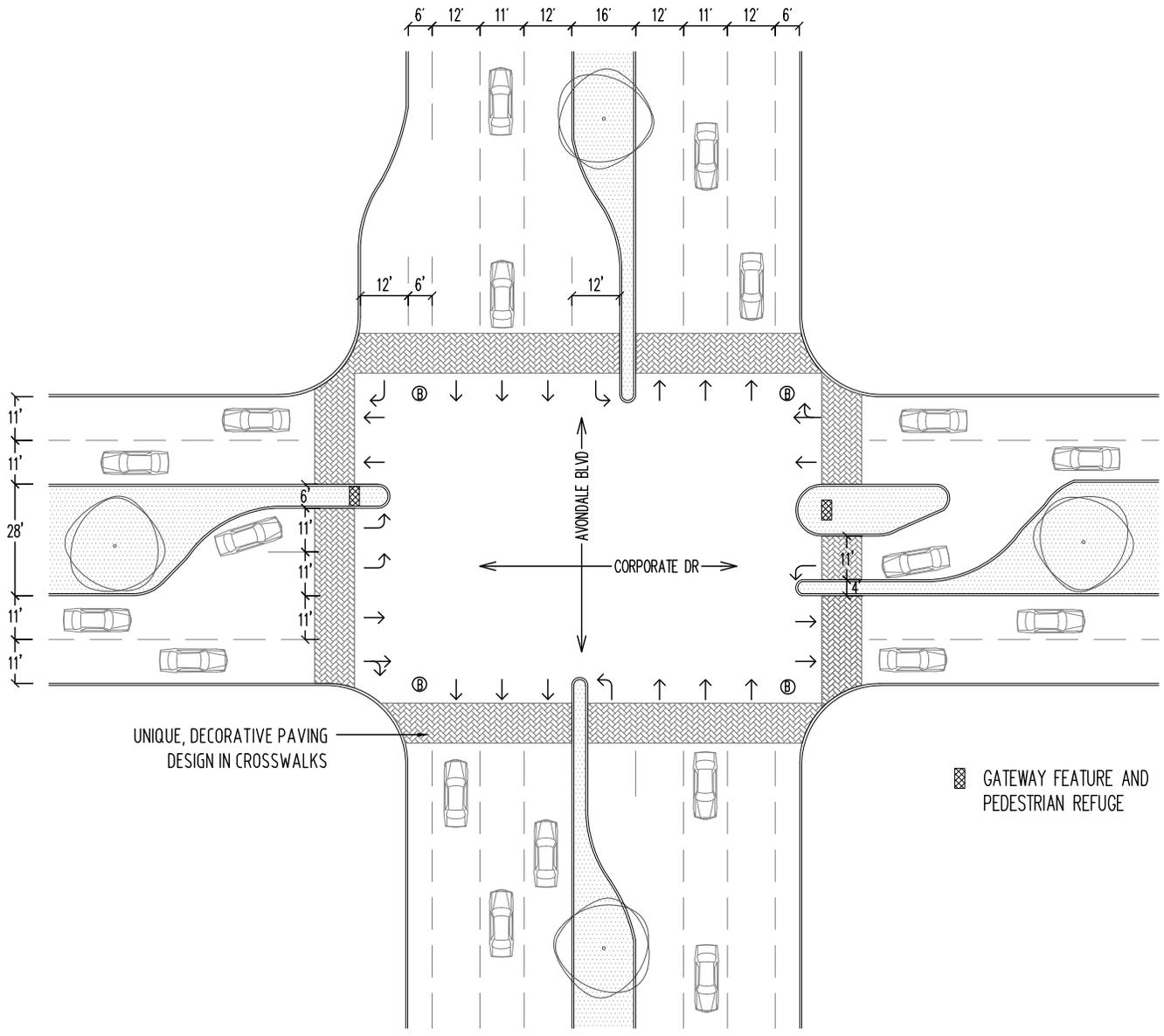


Figure 4-12  
Avondale Boulevard  
and Corporate Drive  
Intersection

### 4.3 STREETScape MATERIALS

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Within Avondale City Center, use of desert-appropriate material and incorporation of best management practices should guide plant and hardscape material selection. These practices include, but are not limited to, innovative and best practice irrigation techniques, application of appropriate colors and finishes for sidewalks, use of native or desert-adapted trees and shrubs, and specification of local material. Not only do these techniques contribute to establishing a sustainable site, but also add environment- and human-friendly layers and character to the pedestrian experience.

Below are guidelines for selecting sustainable materials and establishing sustainable practices:

#### *Hardscape Material*

- Utilize permeable paving systems (pervious concrete, permeable concrete pavers, and stabilized decomposed granite) to the maximum extent feasible:
  - Pervious concrete is an appropriate material for on-street parking areas, bike lanes, sidewalks and specialty intersections.
  - Permeable concrete pavers are an appropriate material for on-street parking areas, bike lanes and specialty intersections.
  - Stabilized decomposed granite is an appropriate material for pedestrian connections and multi-use paths.
- Use hardscape materials with lighter colors to reduce heat absorption.
- Install 90-degree curbs on all streets, with the possible exception of linear park streets.
- Select furnishings that have recycled and post-consumer recyclable materials.
- Specify materials from local sources.
- Incorporate ample shade in hardscape areas to reduce heat gain.
- Apply appropriate concrete finishes to reduce glare.

#### *Plant Material*

- Plant long-lived trees.
- Plant trees far enough away from parking spaces that they are not in danger of damage by car doors.
- Use low-maintenance plants and allow room for plants to reach mature size without extensive pruning.
- Specify low-water use plants.
- Provide structural soil for vigorous tree growth.
- Use water saving irrigation techniques, such as drip irrigation and watering in the early morning or at night.

- Water tree and planting areas using water harvesting techniques:
  - Street storm water run-off into planters and street trees.
  - Building roof storm water run-off into plant areas.
  - Condensate collection from adjacent building HVAC units.

### SPECIAL PAVING AT INTERSECTIONS



### MID-BLOCK CROSSWALK AND SPEED TABLE



### PERMEABLE PAVING



### WATER HARVESTING



## 4.4 PARKS, LANDSCAPING, AND OPEN SPACE

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The population and job growth in the Avondale City Center will create a significant need for parks, open space, and shaded pedestrian connections. The development that accommodates these residents and jobs will create a significant demand for storm water retention and drainage. This section establishes design concepts and landscaping for parks, open space, and street landscaping. Design concepts integrate recreation facilities, streetscape beautification, identity-makers, climate-sensitivity, and storm water retention strategies.

### *Avondale Boulevard*

As illustrated in the bird's-eye sketch and street section options (Figure 4-13), the Avondale Boulevard setback will take on a number of forms, presenting a continuously changing face along the length of the study area. The changing condition, which offers storm water retention, shady walkways, and interesting landscape streetscape elements, will form the "land art" concept. The three Avondale street sections show different options for the 30-foot setback (to a building) and the 40-foot setback (to parking).

### *Linear Parks*

The Plan calls for a long linear park that also serves for storm water drainage and on-site retention areas. The plans and sections in Figure 4-14 show how these necessary open spaces can become opportunities to create unique pedestrian corridors with various amenities such as street furniture, gardens, and an extensive palette of tree species.

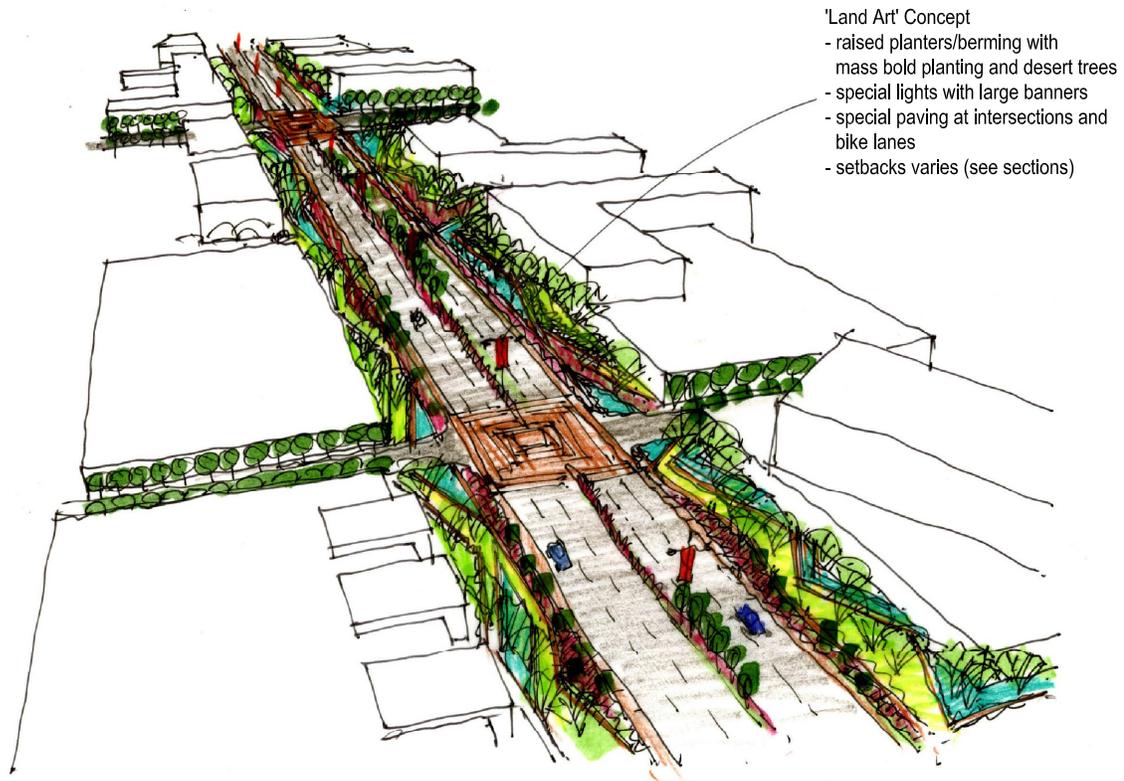
### *Street Trees*

Presented next are the Plan's tree species palettes and tree spacing table. Figure 4-15 shows the street tree planting plan for the streets and gateways. Figure 4-16 provides images of the recommended tree species, and Table 4-1 provides detailed information about each of these tree species, as well as a number of additional species that may be planted in the area. These species and planting recommendations establish a specific character for the streets and parks of the City Center. The species were chosen based on their appropriateness to the Sonoran Desert climate and terrain, as well as their aesthetic appeal and distinctiveness. The selected palettes include trees with varying canopy widths and heights and will provide significant variation in color. All of the recommended street tree species are permitted under state regulations regarding trees in the public rights-of-way.

### *Natural Open Space Connections/Storm Water Retention*

The Plan calls for natural open space connections running east-west through the City Center area, which also serve as storm drainage areas for on-site retention. These areas provide needed retention while also serving to break up long blocks, making the interior of the blocks more permeable to pedestrians and more visually engaging. The location and alignment of these natural open spaces is flexible; they will be designed to support the land uses and design of individual projects. The landscaping within these areas will be varied in terms of plant species and terrain. Sunken gardens, lighted paths, seating and other amenities can create inviting corridors woven among the residential and employment areas. Plan and section drawings are shown in Figure 4-17, accompanied by design guidelines.

Figure 4-13  
**Avondale Boulevard Bird's Eye Perspective**



- 'Land Art' Concept
- raised planters/berming with mass bold planting and desert trees
  - special lights with large banners
  - special paving at intersections and bike lanes
  - setbacks varies (see sections)

Figure 4-13A  
**Avondale Boulevard Option A**

Building Facing Avondale Boulevard  
 30' Setback

Building Facing Avondale Boulevard  
 30' Setback

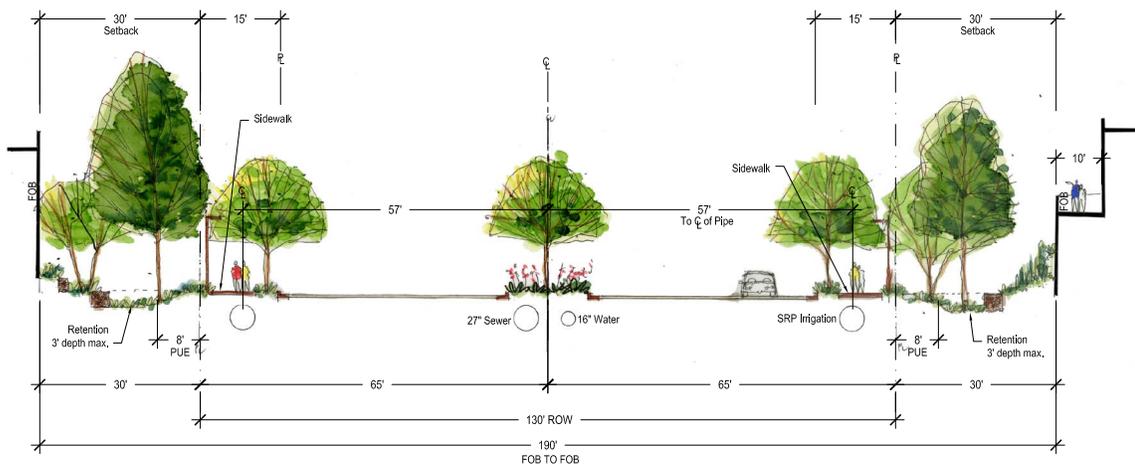


Figure 4-13B  
**Avondale Boulevard Option B**

Building Facing Avondale Boulevard  
 30' Setback

Parking Facing Avondale Boulevard  
 40' Setback

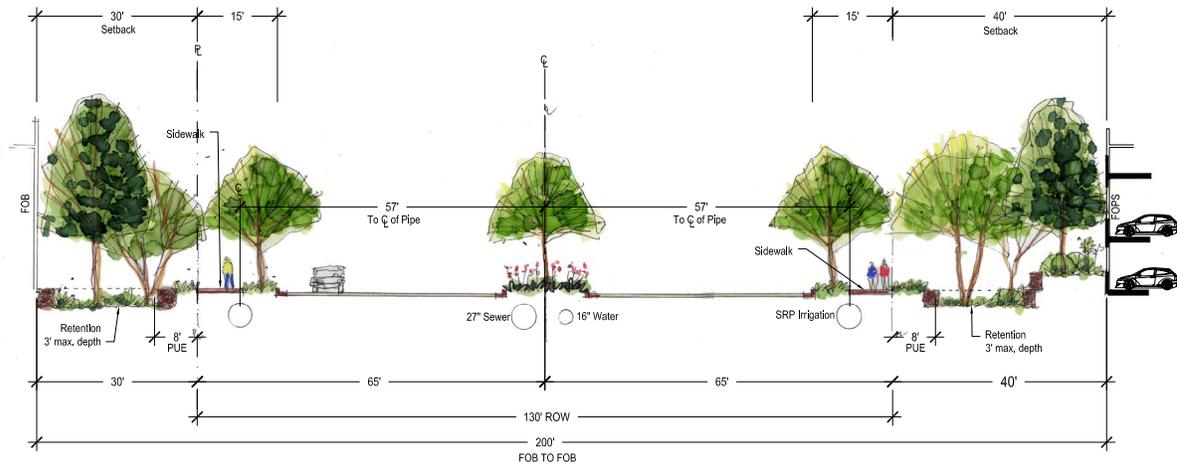


Figure 4-13C  
**Avondale Boulevard Option C**

Building Facing Avondale Boulevard  
 30' Setback

Parking Facing Avondale Boulevard  
 40' Setback

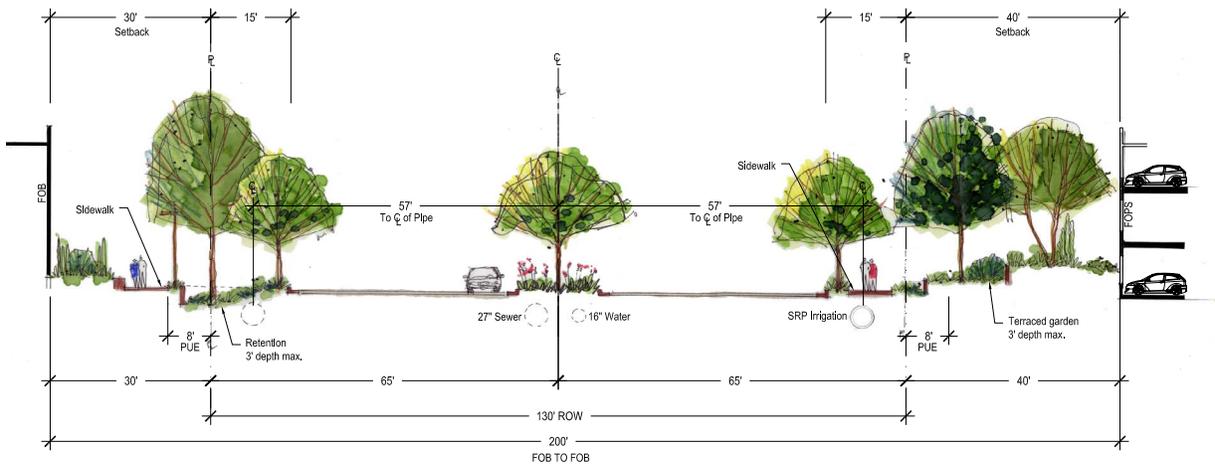


Figure 4-14  
Linear Park Plan

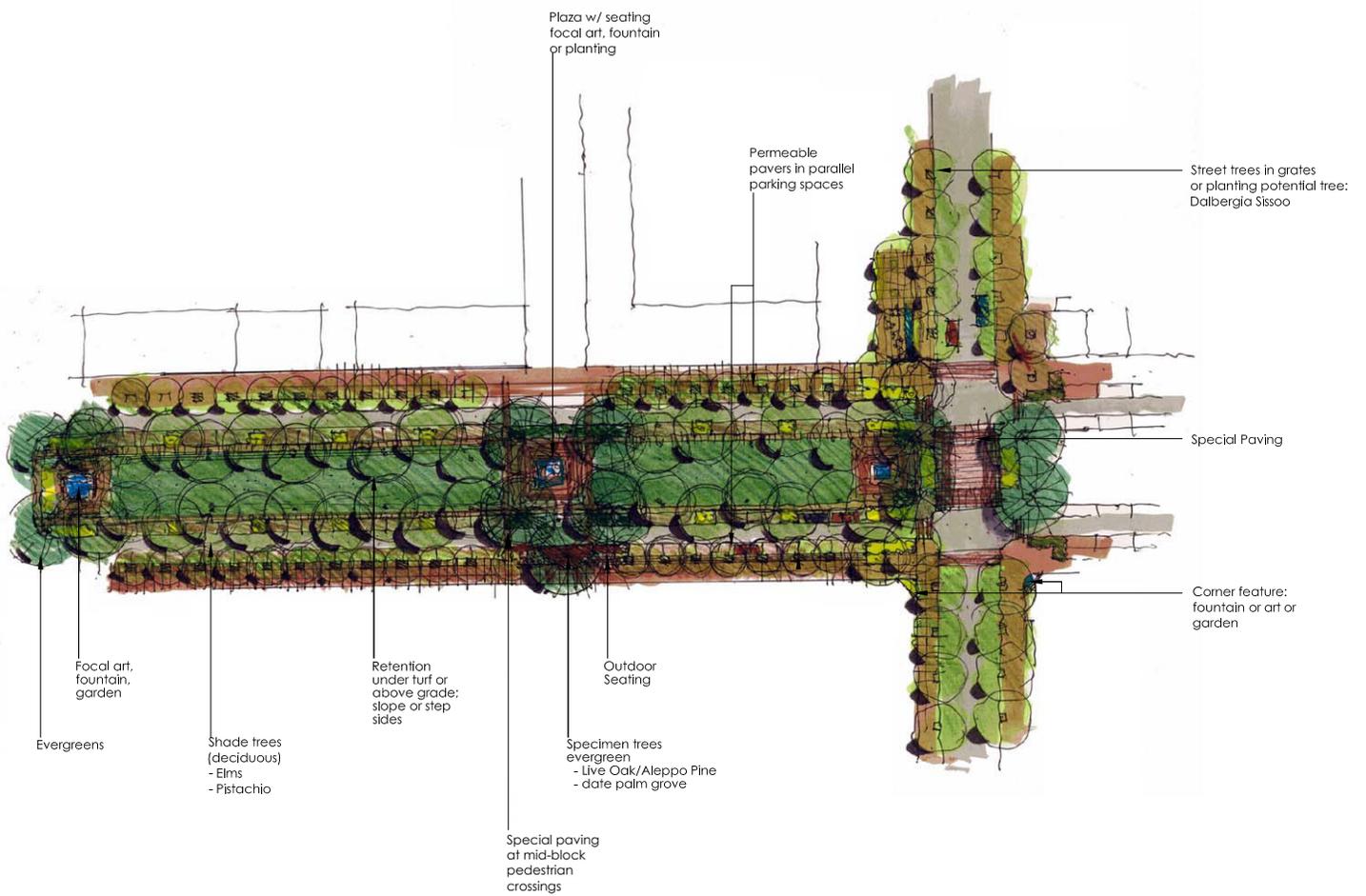


Figure 4-14A  
**Linear Park Section 1**

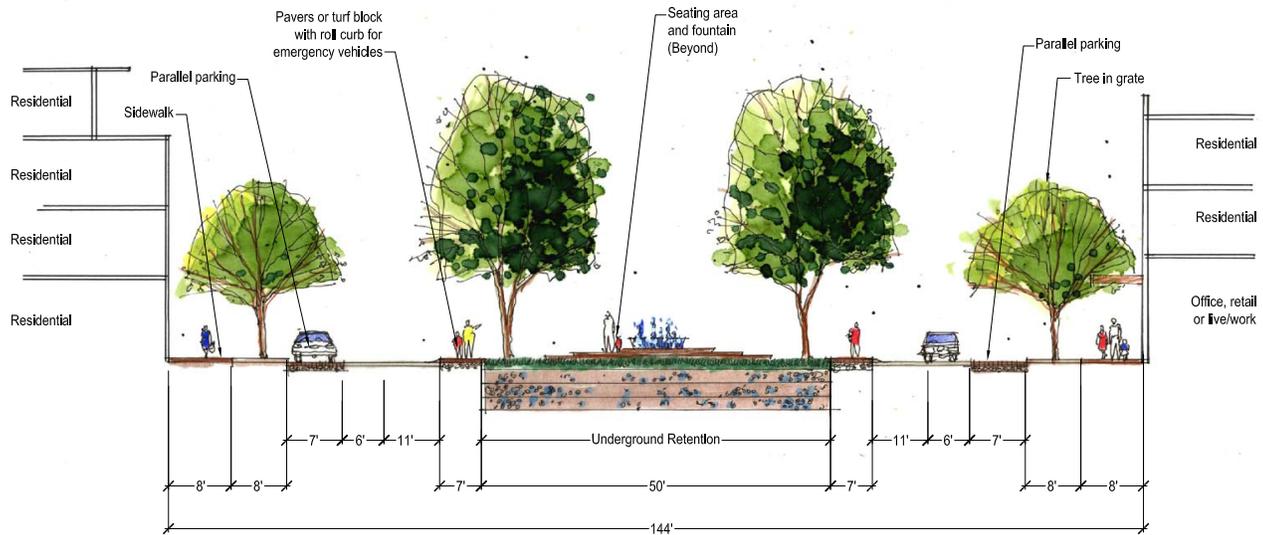


Figure 4-14B  
**Linear Park Section 2**

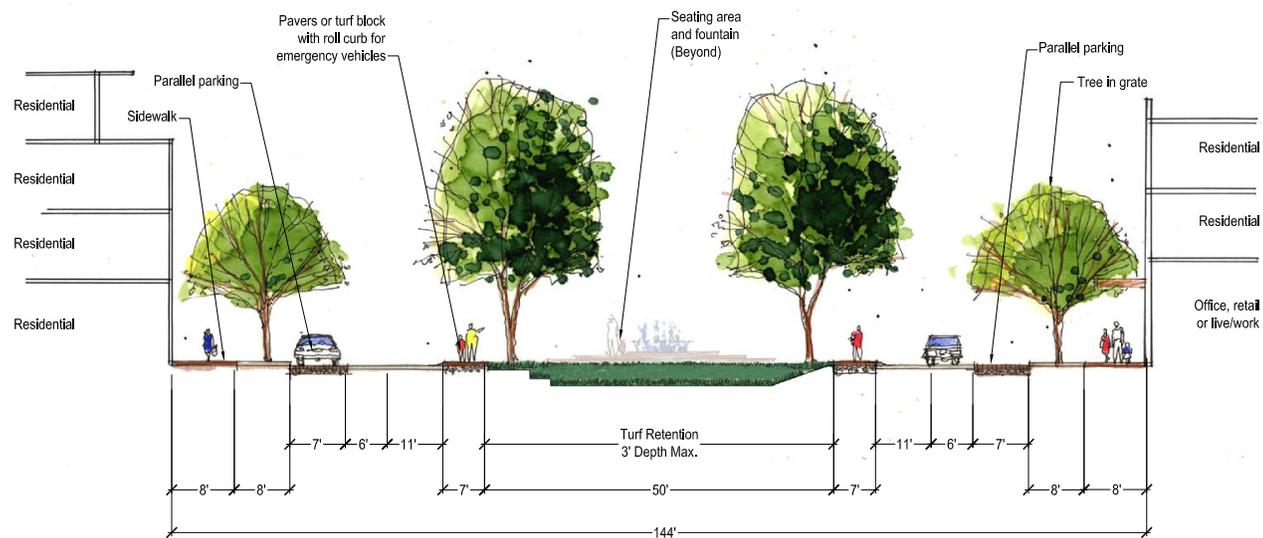
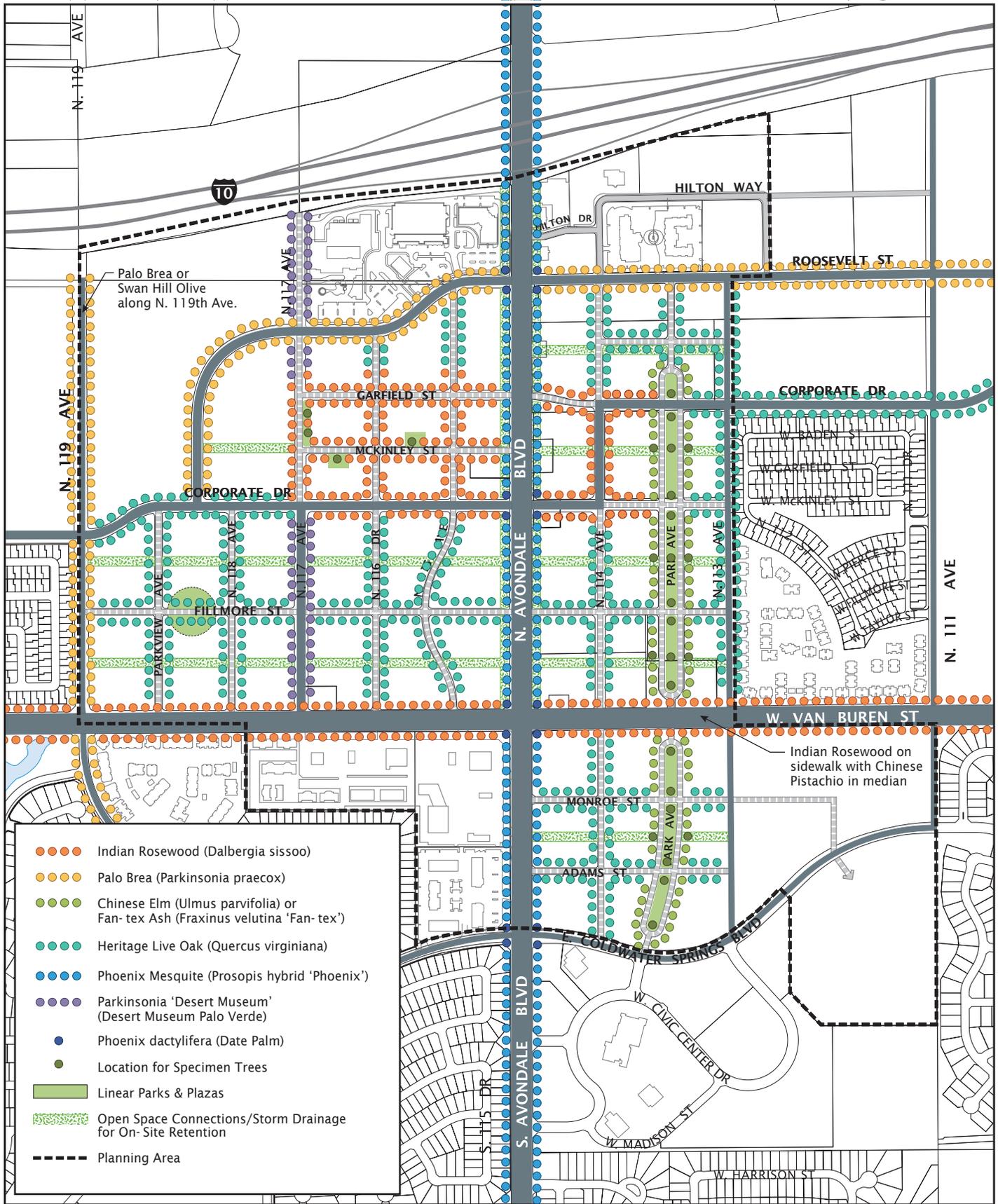


Figure 4-15  
Street Tree Plan



- Indian Rosewood (*Dalbergia sissoo*)
- Palo Brea (*Parkinsonia praecox*)
- Chinese Elm (*Ulmus parvifolia*) or Fan- tex Ash (*Fraxinus velutina* 'Fan- tex')
- Heritage Live Oak (*Quercus virginiana*)
- Phoenix Mesquite (*Prosopis hybrid* 'Phoenix')
- Parkinsonia 'Desert Museum' (Desert Museum Palo Verde)
- Phoenix dactylifera (Date Palm)
- Location for Specimen Trees
- Linear Parks & Plazas
- Open Space Connections/Storm Drainage for On-Site Retention
- Planning Area

5 ACRES



0 400 800 1600  
FEET

Table 4.1: City Center Street Trees					
TREE SPECIES	TREE TYPE: D=DECIDUOUS E=EVERGREEN S=SEMI- DECIDUOUS	BOX SIZE: MINIMUM PREFERRED	HEIGHT	WIDTH	CALIPER
<b>Acacia aneura 'Mulga'</b> Acacia Aneura	E	24" box 36" box	7' 10'	4' 8'	1.5" 2.5"
<b>Chilopsis linearis 'Lucretia Hamilton'</b> Desert Willow	E	24" box 36" box	6' 10'	2' 8'	0.75" 2.25"
<b>Chitalpa tashkentensis</b> Chitalpa	D	24" box 36" box	6' 10'	2' 8'	0.75" 2.25"
<b>Dalbergia sissoo</b> Indian Rosewood	S	24" box 36" box	10' 15'	4' 10'	1.25" 3.0"
<b>Fraxinus velutina 'Bonita'</b> Bonita Ash	D	36" box 42" box	14' 15'	8' 9'	2.5" 3.0"
<b>Fraxinus velutina 'Fan-tex'</b> Fan-tex Ash	D	36" box 42" box	14' 15'	8' 9'	2.5" 3.5"
<b>Olea europa 'Swan Hill'</b> Swan Hill Olive	E	36" box 42" box	12' 14'	10' 12'	3.0" 3.5"
<b>Olneya tesota</b> Ironwood	E	36" box 42" box	8' 10'	6' 8'	2.0" 2.5"
<b>Parkinsonia 'Desert Museum'</b> Desert Museum Palo Verde	S	24" box 36" box	6' 8'	3' 6'	1.0" 2.0"
<b>Parkinsonia floridum</b> Blue Palo Verde	S	24" box 36" box	7.5' 10'	4' 8'	1.5" 2.5"
<b>Parkinsonia praecox</b> Palo Brea	S	24" box 36" box	7' 10'	4' 8'	1.5" 2.5"
<b>Phoenix dactylifera</b> Date Palm	E	15' CBT 25' CBT			
<b>Pistacia chinensis</b> Chinese Pistachio	D	24" box 36" box	9' 12'	4' 6'	1.5" 2.5"
<b>Pinus halepensis</b> Aleppo Pine	E	36" box 42" box	14' 16'	7' 9'	3.5" 4.0"
<b>Prosopis hybrid 'Phoenix'</b> Phoenix Mesquite	S	24" box 36" box	8' 10'	4' 8'	1.5" 2.5"
<b>Quercus virginiana</b> Heritage Live Oak	E	36" box 42" box	13' 15'	8' 10'	2.75" 3.5"
<b>Ulmus parvifolia</b> Chinese Elm	D	24" box 36" box	8' 14'	3' 8'	1.25" 2.5"

**Table 4.1: City Center Street Trees**

TREE SPECIES	MATURE SIZE: HEIGHT X WIDTH	ADWR LIST: Y=YES N=NO	GROWTH RATE:	WATER REQUIRE- MENTS:	HEAVIEST BLOOM: SP=SPRING SU=SUMMER F=FALL W=WINTER
<b><i>Acacia aneura</i> 'Mulga'</b> Acacia Aneura	20' x 15'	Y	medium	low	
<b><i>Chilopsis linearis</i> 'Lucretia Hamilton'</b> Desert Willow	18' x 20'	Y	medium	low	SU
<b><i>Chilitalpa tashkentensis</i></b> Chilitalpa	30' x 30'	Y	medium	low	SP
<b><i>Dalbergia sissoo</i></b> Indian Rosewood	40' x 30'	Y	fast	low	
<b><i>Fraxinus velutina</i> 'Bonita'</b> Bonita Ash	35' x 35'	N (Linear Park only)	medium	medium	
<b><i>Fraxinus velutina</i> 'Fan-tex'</b> Fan-tex Ash	35' x 35'	N (Linear Park only)	medium	medium	
<b><i>Olea europa</i> 'Swan Hill'</b> Swan Hill Olive	30' x 30'	Y	slow	low	
<b><i>Olneya tesota</i></b> Ironwood	30' x 30'	Y	slow	low	SP
<b><i>Parkinsonia</i> 'Desert Museum'</b> Desert Museum Palo Verde	25' x 25'	Y	fast	low	SP
<b><i>Parkinsonia floridum</i></b> Blue Palo Verde	25' x 25'	Y	fast	low	SP
<b><i>Parkinsonia praecox</i></b> Palo Brea	30' x 30'	Y	fast	low	SP
<b><i>Phoenix dactylifera</i></b> Date Palm	30' x 15'	Y	medium	medium	
<b><i>Pistacia chinensis</i></b> Chinese Pistachio	40' x 40'	Y	slow	medium	
<b><i>Pinus halepensis</i></b> Aleppo Pine	60' x 40'	Y	medium	medium	
<b><i>Prosopis hybrid</i> 'Phoenix'</b> Phoenix Mesquite	30' x 30'	Y	medium	low	SU
<b><i>Quercus virginiana</i></b> Heritage Live Oak	60' x 40'	Y	slow	medium	
<b><i>Ulmus parvifolia</i></b> Chinese Elm	40' x 40'	Y	medium	medium	

**Table 4.1: City Center Street Trees**

TREE SPECIES	FLOWER COLOR:	STREET TREE SPACING:	POSSIBLE PROBLEMS:	BENEFITS:
<b>Acacia aneura 'Mulga'</b> Acacia Aneura	inconspicuous			
<b>Chilopsis linearis 'Lucretia Hamilton'</b> Desert Willow	pink to purple			summer color
<b>Chitalpa tashkentensis</b> Chitalpa	pink to white			
<b>Dalbergia sissoo</b> Indian Rosewood	inconspicuous	25' o.c.		
<b>Fraxinus velutina 'Bonita'</b> Bonita Ash	inconspicuous		debris - falling leaves	fall color
<b>Fraxinus velutina 'Fan-tex'</b> Fan-tex Ash	inconspicuous		debris - falling leaves	fall color
<b>Olea europa 'Swan Hill'</b> Swan Hill Olive		30' o.c.		
<b>Oleaya tesota</b> Ironwood	lavender			
<b>Parkinsonia 'Desert Museum'</b> Desert Museum Palo Verde	yellow	30' o.c.		
<b>Parkinsonia floridum</b> Blue Palo Verde	yellow	30' o.c.		
<b>Parkinsonia praecox</b> Palo Brea	yellow	30' o.c.		
<b>Phoenix dactylifera</b> Date Palm				
<b>Pistacia chinensis</b> Chinese Pistachio		30' o.c.	debris - falling leaves	fall color
<b>Pinus halepensis</b> Aleppo Pine				
<b>Prosopis hybrid 'Phoenix'</b> Phoenix Mesquite	yellow	30' o.c.		thornless, stronger root system
<b>Quercus virginiana</b> Heritage Live Oak	inconspicuous	25' o.c.		
<b>Ulmus parvifolia</b> Chinese Elm	inconspicuous	30' o.c.		

Figure 4-16  
**Avondale City Center Tree Species**

Gateway Street  
 Avondale Boulevard



Date Palm



Sissoo



Aleppo Pine



Chilean Mesquite



Blue Palo Verde

Pedestrian Retail Street



Sissoo



Live oak



Acacia aneura 'Mulga'

Natural Open Space



Mesquite



Blue Palo Verde



Ironwood

Linear Park



Evergreen elm



Chinese pistache



Ash

Boulevard Residential  
N. 119 Avenue



Palo Brea



Olive

Landscaped Arterial  
W. Van Buren Street



Sissoo



Chinese pistache

Boulevard Mixed Use  
Roosevelt Street  
Corporate Drive East & West



Palo brea



Live oak

Local Streets  
113th Ave.



Live oak

Boulevard Residential  
N. 117th Avenue

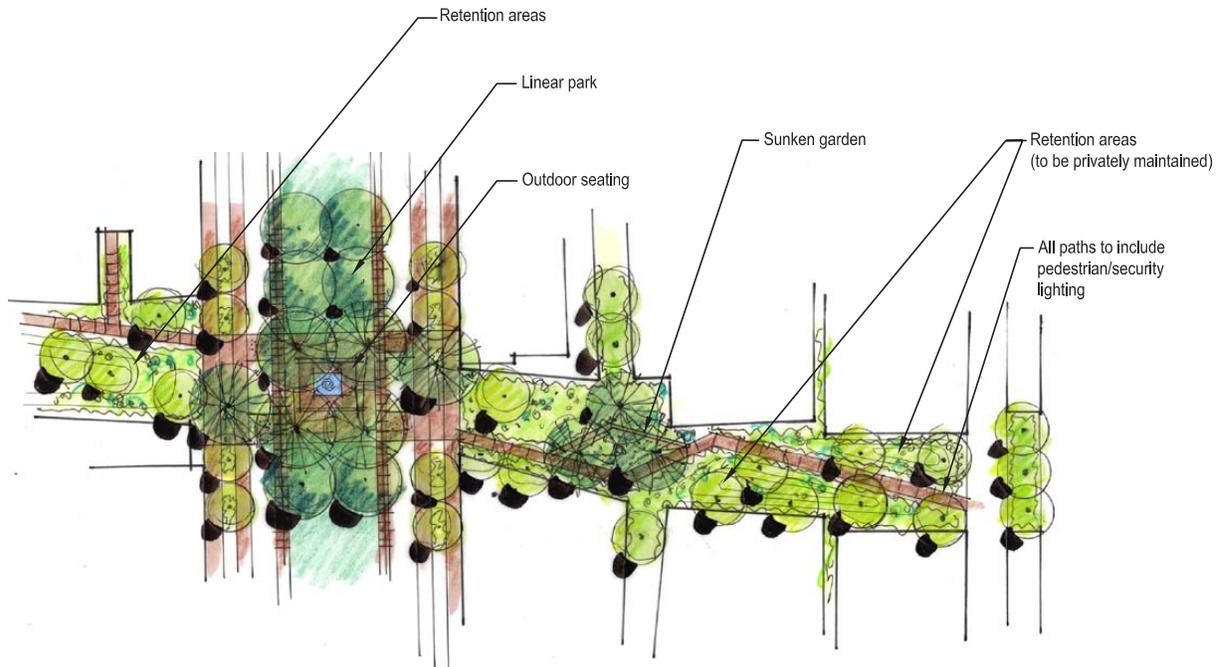


Desert Museum Palo Verde

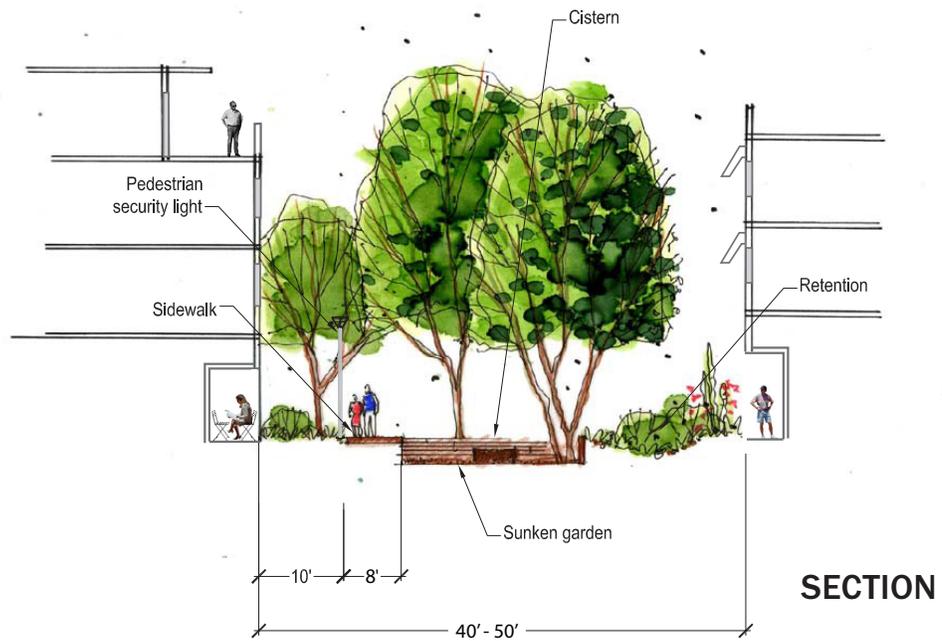
## NATURAL OPEN SPACE AREAS: DESIGN GUIDELINES

- Design natural open space areas to provide a continuous pedestrian pathway system open to the public during the day.
- Design natural open spaces to accommodate storm water drainage and retention for private development projects.
- Locate natural open spaces to connect to natural open spaces and pedestrian pathways on adjoining properties, and to fit with the needs of adjacent development.
- Natural open space corridors may be meandering or linear. They should be an average of 50 feet wide.
- Establish an 8-foot minimum trail width through the connected open space/retention areas, with a two-foot decomposed granite jogging path.
- Create identity by using native Ironwood, Blue Palo Verde, and native Mesquite trees.
- Install walkways to create a pedestrian network. Provide 10-foot minimum buffer from residential uses.
- Create intimate gathering and seating nodes and gardens that can also serve as retention areas.
- Provide pedestrian lighting for security.
- Provide pedestrian bridges for access over retention areas.
- Incorporate water harvesting techniques to supplement plant water usage.

Figure 4-17  
Natural Open Space Connections/Storm Water Retention



PLAN



SECTION

## 4.5 PUBLIC ART

Every public or open space within the Avondale City Center is a potential vehicle for public art. Through the City Center Plan, public art can be creatively integrated into streets, parks, plazas, sidewalks, and street furnishings, in the areas with the greatest concentration of pedestrian activity. It may be temporary or permanent. When art begins to occupy everyday spaces and forms, such as paving or utility poles, the urban fabric becomes truly unique and memorable. Public art may also become instrumental in calling attention to particular sub-areas, structures, or parks. Employed at various scales and locations and enabled through a number of resources, public art is an integral part of the Avondale City Center Plan.

The elements of urban form that are unique to the Avondale City Center—the storm water retention areas/pedestrian pathways, the linear parks, and the Avondale Boulevard “land art” scheme—are key opportunities to incorporate art into public spaces in a way that is distinctive to the Avondale City Center. These features will come to define the built form of the City Center and should therefore be distinguished with creative and site-specific art. Similarly, the streets within the pedestrian retail district will have public art woven into the sidewalks and street furnishings, so they become “moments of delight” that pedestrians discover as they walk through the area.

### PUBLIC ART POLICIES

- 4-14** Locate public art within the City Center to give the area a unique identity.
- 4-15** Create artworks and art programming that encourage frequent and repeated visits to the City Center area of Avondale.
- 4-16** Integrate public art with new public infrastructure built in the City Center area, in streets, parks, and other public spaces. Use creative and innovative approaches, so that public art is a part of the pedestrian environment rather than a separate freestanding component. Appropriate types of public art are illustrated in this chapter.
- 4-17** Cluster public art in the areas that will have the greatest intensity of pedestrian activity—the pedestrian retail area and the linear parks. Locate public art in places where people wait or linger—bus shelters, seating, and shade structures.
- 4-18** Recognize the outstanding artists of the region and nation by creating ongoing opportunities for them to engage the City Center through public artworks.
- 4-19** Public art in the City Center area should draw on the rich history and unique features of Arizona and the West Valley.
- 4-20** Explore the creation of an Art in Private Development Program to enhance the public areas of private projects.

## TYPES OF ARTWORKS

There are a wide variety of types of art works that can enrich the City Center Area. The text below describes different types of public art, with photos of each type drawn from around the country to illustrate the range of possibilities.

### Pedestrian-Scaled Artworks

A variety of everyday, essential elements of the urban environment may be venues to incorporate public art into the pedestrian sphere. Elements such as utility hatch covers, paving, tree guards and fences, for example, can become whimsical pieces that turn otherwise “invisible” elements into points of interest. Projects that transform these essential pieces of infrastructure enliven the pedestrian experience and invite people to ponder the design and construction of their environment.

Pedestrian amenities such as transit stops, shade structures, street furniture, drinking fountains, and signage can similarly become media for public art while engaging with passers-by. Particularly in an inhospitable climate, exciting shaded transit shelters and seating may serve to entice pedestrians and thus activate the area’s street life.

### “Place-Making” Artworks

Public art may also function on a larger scale, as a landmark or as part of civic buildings or structures. When art is incorporated into the design of a building—interior or exterior—it can reveal something about the community, the use of the building, local histories or stories. Public art located on the façade of a building might also expose something about the structure itself, making the architecture and design more accessible to the community. Not least of all, art in and around buildings creates a livelier and more engaging environment.

### Environmental Artworks

Public Art can be woven into the very fabric of the land, using plant materials, grade changes, walls, and other site features. Avondale’s unique climate presents an opportunity for public art to respond to the natural environment and the challenges it presents. Water harvesting is one strategy that is a fundamental component of the Avondale City Center plan, and something to which public art can help to call attention. Artists may work in collaboration with civic architecture, civil engineering and landscape architecture to create projects that capture and illuminate the local spirit of conservation. Artworks may thus be commissioned as components of infrastructure projects.

One specific environmental component of the Avondale Sonora Desert landscape is found in the desert winds. Artists may be commissioned to respond to this simple resource in ways that both celebrate the local winds and make use of them through sculptural artworks.

### PAVING



*Alice Adams, Sonia Ishii*



*Alice Adams, Sonia Ishii*



*Alice Adams, Sonia Ishii*

**PAVING  
UNIQUES AND  
ODDITIES**



*Portland TriMet artist design team*



*Jack Mackie*



*Craig Stone*



*Stacey Levy*



*Craig Stone*

**HATCH  
COVERS**



*Marvin Oliver*



*Marvin Oliver*



*Garth Edwards*

**SEATING**



*Buster Simpson*



*Michael Davis*



*Norie Sato*



*Louise Borgeois*



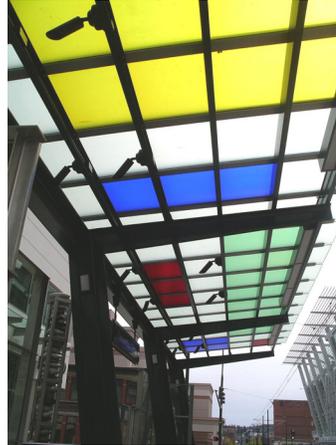
*Louise Borgeois*



*Kevin Berry*



*Norie Sato*



*Nanda D'Agostina*

**TRANSIT SHELTERS**



*Unknown Artist*



*Unknown Artist*



*Dan Corson*

**STREET BANNERS AND LANDMARKS**



*Buster Simpson, Laura Sindell*



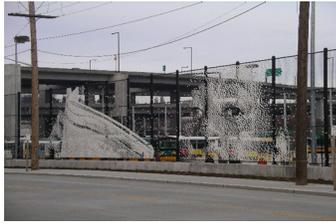
*Jack Mackie, Bob Lockhart,  
Miller & Bryant*



*Mags Harries / Laos Hedjer*

**DRINKING FOUNTAINS AND TREE BOLLARDS**

**FENCES**



*Christian Mollier*



*Carolyn Law*



*Deborah Mersky*

**CIVIC  
BUILDINGS  
AND  
STRUCTURES**



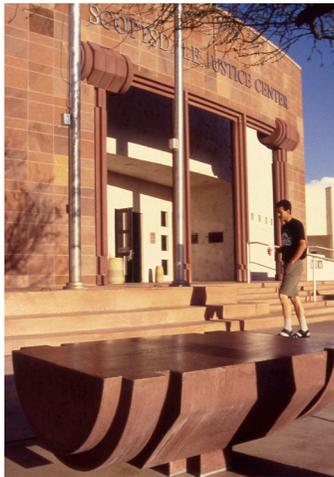
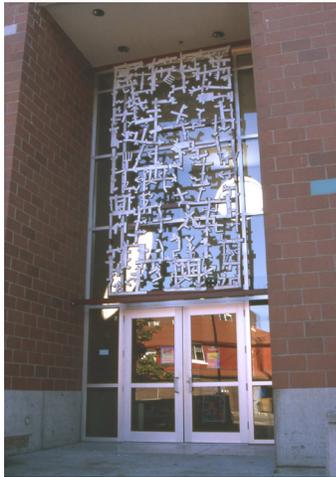
*Clark Weigman*



*Jack Mackie with Dick & Fritche  
Architects*



*Nick Lyle / Jean Whitesavage*



*Deborah Mersky*



*Cappy Thompson*



*Cappy Thompson*



*Dallas Convention Center artist design team*





*Maya Lin*



*Beyers*



*K. Bernstein*

**LAND ART**



*Peter Reiquam*



*SITE Architecture, Jack Mackie*



*Norie Sato*

**LINEAR PARKS**



*Ned Kahn*



*Michael Spafford*



*Ned Kahn*

**PARKING STRUCTURES**



*Buster Simpson*



*Buster Simpson*

**WATER HARVESTING**

## RECOMMENDATIONS FOR A PUBLIC ART PROGRAM

### *Public Art Under the Current Program*

The City of Avondale adopted a Public Art Master Plan in November 2006. Its goals include promoting public art in buildings and public spaces, promoting Avondale as an arts destination, and providing a structured process to acquire public art. The funding for the program consists of 0.5 percent of the City's General Fund monies devoted to capital improvements. The current Avondale funding model will not be adequate to achieve a significant presence of public art in the City Center area. However some public art can be funded on an annual basis, and if the public art for Avondale is concentrated in the City Center area, this will create a critical mass of artwork over the 20 year planning period. Suggestions below show how the limited funds available could be used.

### *Artists as Design Team Members—Art in Basic Infrastructure*

In order to integrate art into public spaces and built forms, the City can hire artists to be members of the design teams for public works projects. This can be a way of using limited financial resources to provide public art within projects that do not have a separate public art budget. Artists could be hired by the City for a discrete period of time, or for a specific project. Artists would need to be incorporated into infrastructure designs team at the earliest opportunity in order to make efficient use of project program construction resources. The artist's role would include making design and materials recommendations that can be accommodated within the project program. Such recommendations may be, but are not limited to, site planning, shaping of public spaces, design of lighting systems, sidewalk paving and types, water retention systems, pedestrian amenities, way-finding systems, and discrete artworks. The City's Municipal Art Committee is particularly interested in seeing artwork incorporated into pedestrian crosswalks and street intersections through special paving, color, and design.

### *Small Public Art Pieces Built as Part of Infrastructure Projects*

Specific infrastructure projects can be called out as artist commission opportunities. Examples of infrastructure projects in the City Center area would include the benches in the linear park, paving in a pedestrian sidewalk area, or wall and fence elements of a public parking structure. The City Council or the Avondale Municipal Arts Committee would decide which project would include a public art component and establish a budget based on annual public art funding available. A base project cost will be line-itemed for use by the artist, and any costs above the base project price would be funded by the Avondale Public Art Program. In this way the artist's contribution may be woven into the project design rather than being a discrete and separate object; and the costs attributable solely to the public art can be quantified.



Portland TriMet artist design team



Portland TriMet artist design team

ART IN BASIC INFRASTRUCTURE



Barbara Grygutis

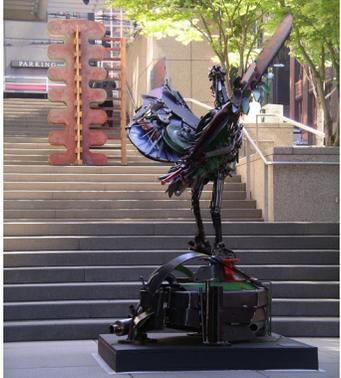


Wick Alexander

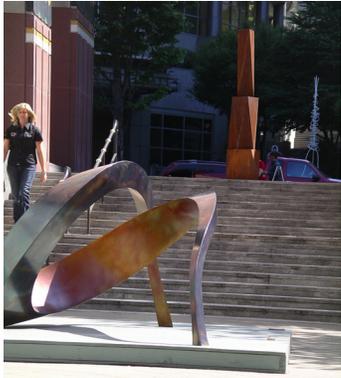
ENTRY MARKERS



Temporary Installation - various artists



Temporary Installation - various artists



Temporary Installation - various artists

TEMPORARY ART INSTALLATIONS



Akio Takamori



Akio Takamori

PUBLIC ART IN PRIVATE DEVELOPMENT

### *Temporary Art Installations*

Temporary art installations could be chosen for display in the Avondale City Center's linear parks. These artworks are typically sculptural, and may be loaned to the City by the artist, leased to the City by the artist, or leased to the City from galleries to be displayed for fixed periods of time. To accommodate these displays, the City may need to invest in thickening the sidewalk or walkway pad in specific designated locations. The costs of leasing a temporary display are significantly less than acquiring art pieces on a permanent basis. The limited funds available could be used to lease temporary art installations once a year in connection with a major community event.

### **Opportunities with Greater Resources**

#### *Big Moves*

Art works on a larger scale could be instrumental as gateways, or markers to the entrance of the City Center. These works would be more monumental in nature and would require greater resources, such as grants or an additional funding source. The land art scheme for Avondale Boulevard is a major opportunity for a large-scale public art endeavor. The land art concept is a site-landscaping plan extending over half a mile in length (approximately 3,200 feet) between I-10 and Van Buren Street. Public art could be located along the entire length of this land art corridor, and be part of a major gateway statement for this primary entrance into Avondale. Considerable funding will be required to create a continuous public art component of this magnitude.

Another opportunity for a big move would be to integrate a connected series of public art works throughout the linear parks. Linear parks exist in an area of the City Center that will experience major new pedestrian-oriented development. The public art could be a "discovery trail" of art related to a particular theme. It could integrate educational components, and/or features that offer surprise or whimsy.

The other big move opportunity exists within the pedestrian retail areas. Public art could be developed at every corner, so that it is a "talking piece" every time someone waits to cross the street. The art could be integrated into sidewalks, poles, or water fountains; or it could consist of small freestanding pieces that relate to a particular theme and that inspire discussion. All of these suggestions linked together might form an "art walk" or "art trail" through the entire City Center.

#### *Designate Existing Public Art Funds entirely to the City Center Area*

Avondale currently designates 0.5 percent of its General Fund for its Public Art Fund. Recognizing that the City Center is an area of special importance, in a central location at a major gateway, the City could fund "big moves" by designating the entire 0.5 percent to art within the City Center area, as a Special District Allocation. This approach has been used in other cities where there is a conscious policy decision to concentrate public art in a single area so that it has maximum impact and is enjoyed by the greatest number of people.

### *Increase Public Art Funding Based on Total Infrastructure Costs in the City Center Area*

The City could increase public art funding to consist of 0.5 percent of the total capital improvement budget for the City Center area, rather than just basing it on the portion of capital improvements funded by the General Fund. This would require an increase in development impact fees to cover the additional cost. This requirement could logically be applied solely to the City Center area, and not in the rest of Avondale, because of the high intensity of development permitted and the special character that is desired at this central gateway location.

### *Requirements for Public Art in Private Developers' Projects*

One other option is for the City to require the inclusion of public art within private development sites, in locations that are visible and accessible to the public. Often the private sector is more willing to provide funds for public art if the artwork will benefit their own property. A program would need to be crafted to establish minimum requirements, and guidelines would be needed to describe the types of work that constitute "public art." Minimum funding requirements would need to be established, based, for example, on the cost of project construction. A designated and pre-qualified pool of artists could be selected by the City. City staff would need to review development proposals to ensure that all requirements are met.

## **CONCLUSION**

Public art is an essential feature of a lively and engaging pedestrian-oriented district. The City will need to consider which of the strategies described above should be implemented when the Avondale City Center Plan is adopted. The City could decide on a major program for big moves; or it could start with the smaller existing program and augment it at a later point in time.

*Note: A Public Art Ordinance was adopted by the City Council on August 18, 2008.*

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## Chapter 5

# DEVELOPMENT AND DESIGN GUIDELINES

In order to achieve the desired vision for a pedestrian-oriented environment in the City Center area, development projects should be built in accordance with key design guidelines. Parking should be located behind buildings rather than along pedestrian street frontages. Buildings should be located close to the sidewalk and incorporate awnings and overhangs, to provide shade and minimize the radiant heat from hard surfaces. Ground floor pedestrian retail areas should have buildings built up to the edge of the sidewalk, with storefront windows along their entire length. Buildings should be built with the highest quality building materials and architectural articulation along the ground floor, since that is the pedestrian realm where people experience and touch buildings up close.

This chapter describes the design guidelines for projects in the City Center. Policies related to land use, building height, and building density also apply, and are located in Chapter 3. Block studies were prepared by architects for prototypical blocks to test out different site plans and prepare appropriate development guidelines. These studies are shown in this chapter as illustrative plans of how the area could be developed. Development projects in the Phoenix region and beyond were studied to prepare the design guidelines and provide examples of the desired types of development in the City Center area.

### **Design Policies**

- 5-1** Design private development projects in accordance with the development guidelines shown in Table 5-1.
- 5-2** Design new development in the Neighborhood Commercial areas in accordance with the provisions of the approved Planned Area Developments, and other applicable guidelines.
- 5-3** Design new development in the Gateway Employment areas consistent with the provisions of the Planned Area Developments (PAD's) approved prior to the date of the Specific Plan adoption. However, for any new construction, design the setback areas on Avondale Boulevard consistent with the "land art" design concept as described in the Specific Plan; and design new roadway segments (those not already constructed or with approved building permits) consistent with the street sections and other provisions of the Specific Plan.
- 5-4** Exceptions to guidelines (other than land use, density, and public parks) may be considered at the time of site plan design and review. Applicants must demonstrate that the total project design achieves the goals of the City Center Plan, provides equal or greater design quality and public benefits than would be achieved under the guidelines, and does not cause greater adverse impact on adjoining properties.
- 5-5** Design private development projects to be consistent with the design guidelines in Section 5.4.
- 5-6** Projects may be phased, provided that a master site plan is prepared and approved, showing how development will be intensified at build out to meet floor area ratio and/or density targets, and how parking structures will be added. The key criteria for project review is whether the initial phase establishes a framework for achieving the desired character of the City Center area. The master plan must demonstrate that utility lines, property lines, parking access, storm water retention, and all other physical features are designed to allow the transition to higher density and structured parking without disrupting existing development or causing unusual or extraordinary costs for later phases of development. The master plan will be reviewed and approved by City Council as part of the development review process; and will need to be recorded on the property title so that future property owners are aware of the constraints and requirements.
- 5-7** Structured parking is a long-term goal to be achieved at master plan build out. Surface parking may occupy more than 20 percent of a project site in the initial phases of development. The initial phases must establish a framework that allows for the future addition of structured parking.
- 5-8** Proposals to construct private streets with public access easements in lieu of public streets requires City Council approval.

## 5.1 DEVELOPMENT GUIDELINES

Table 5-1 presents the development guidelines for the four unique sub-districts defined in the City Center Plan. These guidelines will be used to guide development project review and/or the preparation of Planned Area Developments. They are a critical component in achieving the desired pedestrian character for the City Center area.

Following the table are Figures 5-1 through 5-14 which illustrate key development guidelines. These illustrations are included to clarify the intent and application of the guidelines. Site plans used in the illustrations are purely illustrative, and do not in any way dictate a prescribed site plan or design.

Table 5-1: Development Guidelines				
	GATEWAY EMPLOYMENT	EMPLOYMENT MIXED-USE	RESIDENTIAL MIXED-USE	TOWNHOUSE RESIDENTIAL
<b>STREETS, PARKS, AND PUBLIC OPEN SPACE</b>				
Maximum Block Dimension		450 feet; 600 feet with a mid-block pedestrian way. Larger block sizes may be considered, with pedestrian connections through the block.		
Public Streets - Collectors	Locations established by Specific Plan; land dedication required.			
Public Streets - Local	A network of local streets must be provided. Land dedication required. Some locations are fixed; the rest are flexible, per Figure 3-1.			
Alleys	Permitted. Min. 24 feet wide plus 3-foot setbacks to buildings, garages, and parking spaces.			
Public Parks	—	Land dedication or land reservation required, as shown in Figure 3-1. All residential development must provide public park land, publicly accessible open space, and/or financial contributions to provide 2.5 acres of neighborhood park land per 1,000 residents.		Must incorporate common open space with recreation facilities sized to meet the City standard of 2.5 acres of neighborhood parks per 1,000 residents.
Plazas - Non-Residential and Mixed Use Projects	—	6,000 to 10,000 square feet of plaza(s) in pedestrian retail area east of Avondale Blvd; 10,000 to 15,000 square feet of plaza(s) (one to three) in pedestrian retail area west of Avondale Blvd.		
Sidewalk Shading	Sidewalks must be shaded on both sides by trees, building projections (awnings or overhangs), and/or an arcade. (See fig 5-10 regarding arcades).			
<b>ON-SITE OPEN SPACE</b>				
Common Landscaped Open Space	Min 20% of site area	10-20% of site area	10-20% of site area	10-20% of site area
	Must be landscaped. May include storm water retention. Includes landscaped setbacks, storm drainage areas, courtyards, recreation areas, and open space/storm water retention. Areas enclosed for private use by an individual unit or tenant do not count.			
Open Space/Storm Water Retention	—	Provide an on-site open space system to create a connected network of walking and jogging paths and other amenities wherever possible; unless it prevents the achievement of other goals of the Specific Plan. Corridor locations are flexible and need not be linear. Connect with existing or future corridors on adjacent properties. Average 50 foot width; width may vary. Include pedestrian pathways, landscaping, seating and lighting. Natural landscape character. Storm water retention allowed. 50% may count as public parks, if the area is improved for passive or active recreation and is publicly accessible during the day.		

<b>Table 5-1: Development Guidelines</b>				
	<b>GATEWAY EMPLOYMENT</b>	<b>EMPLOYMENT MIXED-USE</b>	<b>RESIDENTIAL MIXED-USE</b>	<b>TOWNHOUSE RESIDENTIAL</b>
<b>Private Open Space for Residential Projects.</b>	—	50 sf per residential unit.	75 sf per residential unit	125 sf per residential unit
<b>PARKING</b>				
<b>Off-street Parking for Commercial Uses</b>	—	Up to 20% reduction from standard requirements due to internal trip capture, transit, and carpool access. On-street parking counts towards parking requirements (based on lot frontage).		—
<b>Parking for Residential Uses</b>	—	Up to 20% reduction from standard requirement. On-street parking counts towards parking requirements, based on lot frontage.		10% reduction from standard requirement
<b>Maximum Parking</b>	—	110% of parking requirements		
<b>Preferential Parking for Carpools</b>	Minimum 1% of parking spaces			—
<b>Tandem Parking</b>	—	Tandem parking permitted for up to 75% of residential units		
<b>Bicycle Parking</b>	5% of total required parking. Secure, weather protected, and secure short-term bike parking. Provide showers in commercial buildings over 50,000 sq. ft.			—
<b>Parking Structures and Lots - Location</b>	—	Parking located behind buildings so that it is not visible from streets; Parking structures and lots should not occupy more than 30% of the lot frontage, and should not exceed 120' of lot frontage		
	No surface parking is allowed between the curb and buildings along Avondale Boulevard.			
<b>Parking Structures</b>	—	At least 60% of the perimeter facing streets or parks should be wrapped with occupiable space. Exceptions may be allowed; if the design quality of the garage exterior is equivalent to occupiable space.		
<b>Parking Structure Design</b>	Garage exterior facing a street or park to be consistent with design guidelines			
<b>Garages attached to Individual Residential Units</b>	—	Should not exceed 50% of ground level frontage facing the street		
<b>Parking Access and Curb Cuts</b>	—	One curb cut per lot or per street frontage; two curb cuts for longer street frontages (e.g. >300 feet)		
<b>Open Surface Parking</b>	—	Should not exceed 20% of site area at build-out	Should not exceed 20% of site area at build-out	Should not exceed 30% of site area at build-out
<b>Surface Parking Lot Screening</b>	Parking lots must be screened from streets by a 3-4' high screen wall or landscape hedge and landscaping at least 10 feet deep, including shade trees.			
<b>GROUND FLOOR BUILDING DESIGN - PEDESTRIAN RETAIL STREETS</b>				
<b>Floor to Ceiling Height</b>	—	15-18 feet for retail; 12 -15 feet for office		—
<b>Ground Floor Windows</b>	—	Should cover 60% of ground floor wall area		—
<b>Limits on Blank Walls</b>	—	Should not exceed 30% of linear frontage per street; or 20 feet in length		—
<b>Building Entrances</b>	—	Should provide at least one entrance per 50 linear feet of building frontage on pedestrian retail streets; and per 100 linear feet on other streets. Building entrances must face streets.		—
<b>Ground Floor Exterior Materials</b>	—	Tile, stone, brick, glass and other durable quality materials. Stucco in limited amounts.		—

**Table 5-1: Development Guidelines**

	<b>GATEWAY EMPLOYMENT</b>	<b>EMPLOYMENT MIXED-USE</b>	<b>RESIDENTIAL MIXED-USE</b>	<b>TOWNHOUSE RESIDENTIAL</b>
<b>Wall Plane Articulation</b>	—	Wall plane recesses should be at least 6-18 inches. Windows, doors, columns, and other features should be recessed or project forward, so that there is a six-inch difference between wall and window surfaces and a total of at least 18 inches from the window to the outermost plane of a wall or column.		—
<b>Floor Elevations</b>	—	Floor elevations no more than two feet from sidewalk level		—
<b>BUILDING FORM AND SITE DESIGN</b>				
<b>Maximum Building Height</b>	10 stories; up to 16 stories on properties fronting Avondale Boulevard north of Van Buren Street	10 stories; up to 16 stories on properties fronting Avondale Boulevard north of Van Buren Street	5 stories	3 stories
<b>Minimum Building Height</b>	Minimum average of two stories on Avondale Boulevard and Pedestrian Retail Streets; Minimum two stories average encouraged in all areas.			
<b>Building Form</b>	—	Buildings front the street and occupy at least 70% of the lot frontage along streets.		
<b>Street Setbacks</b>	Building setbacks along streets are established by the street section drawings in Chapter 4. Setbacks for specific conditions are described below:			
Setbacks on Avondale Blvd - Min and Max	Min. 30 ft. to buildings; 40 ft. to parking (max. 60 ft.)	Min. 30 ft. to buildings; 40 ft. to parking (max. 60 ft.)	—	—
Setbacks on Van Buren Street	—	Min. 20 ft. to buildings; 30 ft. to parking (max. 40 ft.)		
Setbacks on Ped. Retail Streets	—	0 - 8 feet	0 - 8 feet	—
Ground floor residential setbacks	—	Min. 12 feet. Building projections may extend to within 5 feet of the property line, provided that adequate room is allowed for front yard shade trees.		
Setbacks - double row of trees	12' where a double row of trees shades the sidewalk			
<b>Building Projections</b>	Front porches, stoops, balconies, and bay windows may extend into required street setbacks, to within 5 feet of a property line along a street.			
<b>Side Setback Guidelines</b>	Determined by site plan.	0; Min. 15 ft. if next to a residential use	<ul style="list-style-type: none"> <li>• Min. 5 ft. for 1-3 stories (min 15 ft. for primary windows);</li> <li>• Min. 15' for 4-5 stories</li> <li>• Attached townhouses permitted</li> </ul>	<ul style="list-style-type: none"> <li>• Min. 5 ft.</li> <li>• Attached townhouses permitted</li> </ul>
<b>Rear Setback Guidelines</b>	Determined by site plan.	15 ft. for 1-3 stories; 20 ft. for 4-5 stories; 25 ft. for 6-10 stories	15 ft. for 1-3 stories; 20 ft. for 4-5 stories; 25 ft. for 6-10 stories	Min. 15 ft.
<b>Building to Building Separation</b>	15 ft. min.; 50 ft. for 5-10 story portions of buildings.	30 ft. between primary windows on floors 1-3; 40 ft. for floors 4-5; 50 ft. for floors 6-10	30 ft. between primary windows on floors 1-3; 40 ft. for floors 4-5	30 ft. between primary windows
<b>Setbacks Adjacent to Residential Zones - Min.</b>	20 ft. for 1-2 stories; 25 ft. for 3rd story; 30 ft. for 4-5 stories			

## **STREETS, PARKS AND PUBLIC OPEN SPACE**

### **Public Streets**

The City Center Specific Plan establishes a street layout with a traditional grid system of blocks. Collector streets and local streets which are in fixed locations must be provided as shown in Figure 3-1, City Center Plan Framework. The location of other local streets is flexible. Subdivisions and development projects should follow the local street and open space locations shown in the plan diagrams in Figure 3-1 to the extent feasible. The street locations may shift in order to take into account more detailed survey information, to better align with property boundaries, or to facilitate a better, more efficient development project. However, modifications to the street layout must achieve the overriding objective of the plan, which is to create a connected network of public streets and public pedestrian connections throughout the City Center area.

### **Block Dimensions**

Maximum block dimensions are established in order to ensure direct and comfortable pedestrian routes, so that people can walk in a relatively direct line to destinations within the City Center rather than having to circle the perimeter of a large project surrounded by walls. The block dimensions also are critical to creating a distinctive district character with “street appeal.” A unique system is proposed in the City Center area, where blocks can be up to 450 feet long, and up to 600 feet long with a mid-block pedestrian connection (see Figure 5-1). However larger block lengths may be considered through the City’s development review process if mid-block pedestrian corridors are provided, incorporating pedestrian walkways, landscaping, and shade.

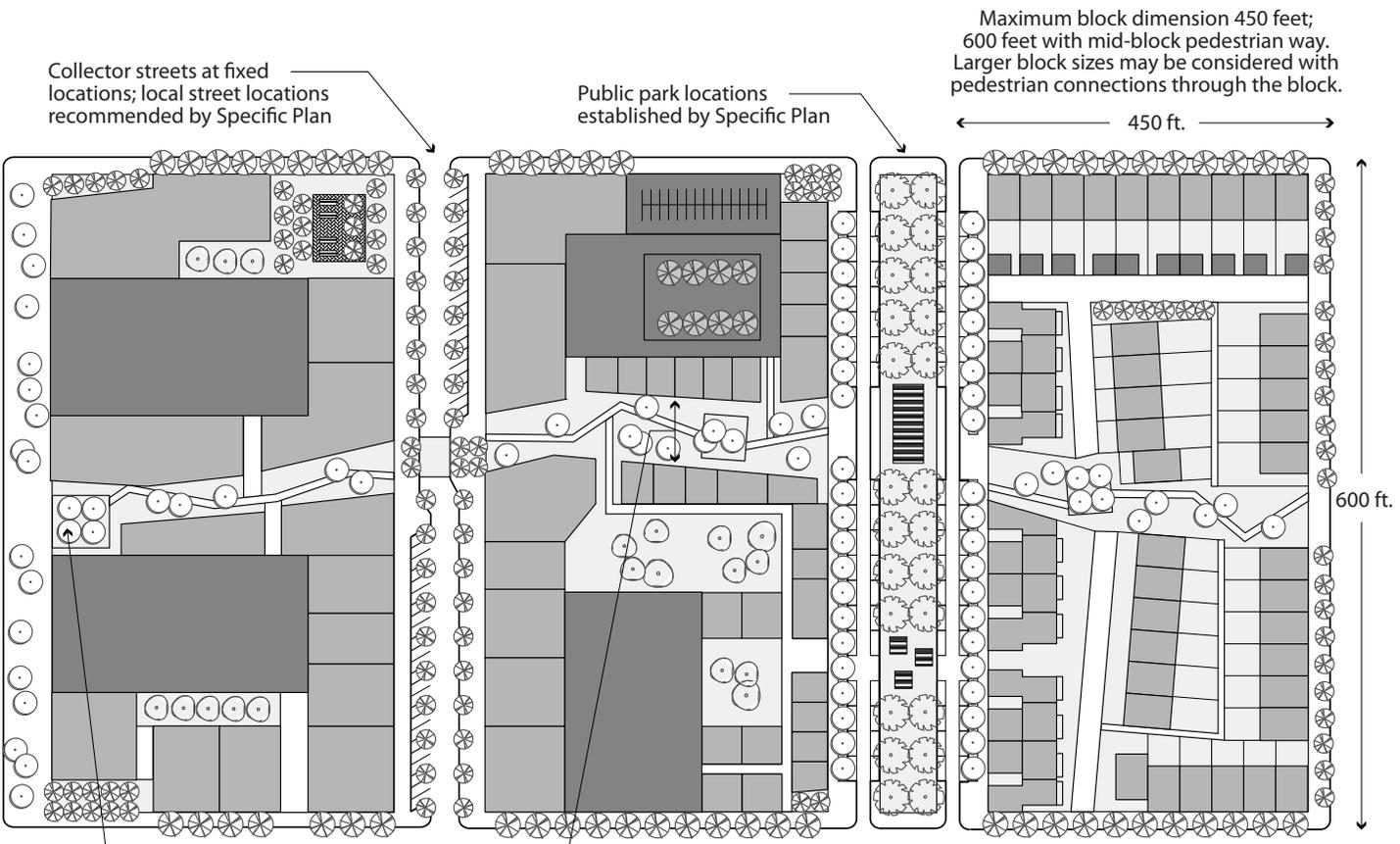
### **Public Parks**

The general locations of public parks are established in the City Center Plan. The parks serve several functions: as a visual outlook for workers and residents, as a recreation area, and as a storm water retention area. Park land will need to be incorporated into any proposed subdivision or development project in the locations shown in the Plan, and improved according to the design guidelines in Chapter 4.

### **Open Space/Storm Water Retention Corridors**

A connected system of privately owned open spaces is proposed throughout the City Center area, to provide a pedestrian walking/jogging route, attractive views from buildings, and areas for storm water retention. Individual projects will have the flexibility to locate and design these open space areas to fit with their site plan and development program. Figure 5-1 shows a potential location for a mid-block open space between developments. The primary design criteria are that the open spaces be: an average of 50 feet wide; open to the public during the day; and connected to the open spaces on adjoining properties.

Figure 5-1  
Streets, Parks, and Public Open Space



Collector streets at fixed locations; local street locations recommended by Specific Plan

Public park locations established by Specific Plan

Maximum block dimension 450 feet; 600 feet with mid-block pedestrian way. Larger block sizes may be considered with pedestrian connections through the block.

450 ft.

600 ft.

Connected Open Space/Storm Water Retention Corridor:

- Locations and alignment flexible.
- Incorporate pedestrian pathways, landscaping, seating, and lighting.
- Publicly accessible during the day.
- Average 50 foot width; width may vary.
- Connect to adjacent properties to create continuous pedestrian pathways.

## **PARKING AND BUILDING FRONTAGE**

### **Locate Parking Behind Buildings**

In order to achieve a place with an attractive pedestrian character, buildings should be located along the street, and parking should be located behind buildings. Buildings located along the street provide interesting things to look at for pedestrians – store windows, architectural details, office activities, and views of people entering or exiting the buildings. Buildings also provide shade over the street and sidewalk. Parking should be provided in parking lots or parking structures behind buildings, and visibility from the street should be minimized. Some parking may be located along the street in order to provide convenient short-term surface parking, and to accommodate naturally ventilated parking garages. The development guidelines advise that parking lots or structures occupy no more than 30 percent of the total street frontage of any lot. In addition, the length of the lot frontage devoted to parking should not exceed 120 feet. This accommodates efficient parking garages with the shorter side facing the street, and accommodates small surface parking lots with two rows of parking perpendicular to the street. On Avondale Boulevard, parking should not be allowed in the landscaped setback area.

### **Parking Structures Wrapped with Occupiable Space**

An active pedestrian-oriented City Center needs engaging street frontages. Blank, inactive walls and parking structure perimeters are detrimental to a continuous and lively street environment. For this reason, a maximum of 40 percent of the perimeter of parking structures should be allowed to face streets or parks. The remaining 60 percent should be wrapped by occupiable space, which fosters pedestrian comfort and attracts the attention of passers-by. This design criteria should be reduced only if the design quality of the garage exterior is exceptional, i.e. designed equivalent to the quality of an office or residential building.

### **Curb Cuts**

The City Center can only be truly pedestrian-oriented when it is comfortable and safe to walk. Each curb cut creates a break in the continuity of storefronts, and a place where cars cross the pedestrian sidewalk. Continuous, unbroken street frontages with active ground floor uses, however, link the many destinations together, creating a solid, walkable environment. For this reason, the City Center Specific Plan recommends only one curb cut per lot or street frontage. Larger lots with frontages over 300 feet may need two curb cuts per street frontage to accommodate parking and loading access.

### **Open Surface Parking**

The Specific Plan limits open surface parking to 20 percent in the mixed-use areas, and 30 percent in the residential areas at build out. As stated in the policies, a greater percentage of open surface parking is allowed in the initial phases of development. Limiting the amount of surface parking will help the City Center achieve the densities necessary to create an

Figure 5-2

**Parking and Building Frontage**

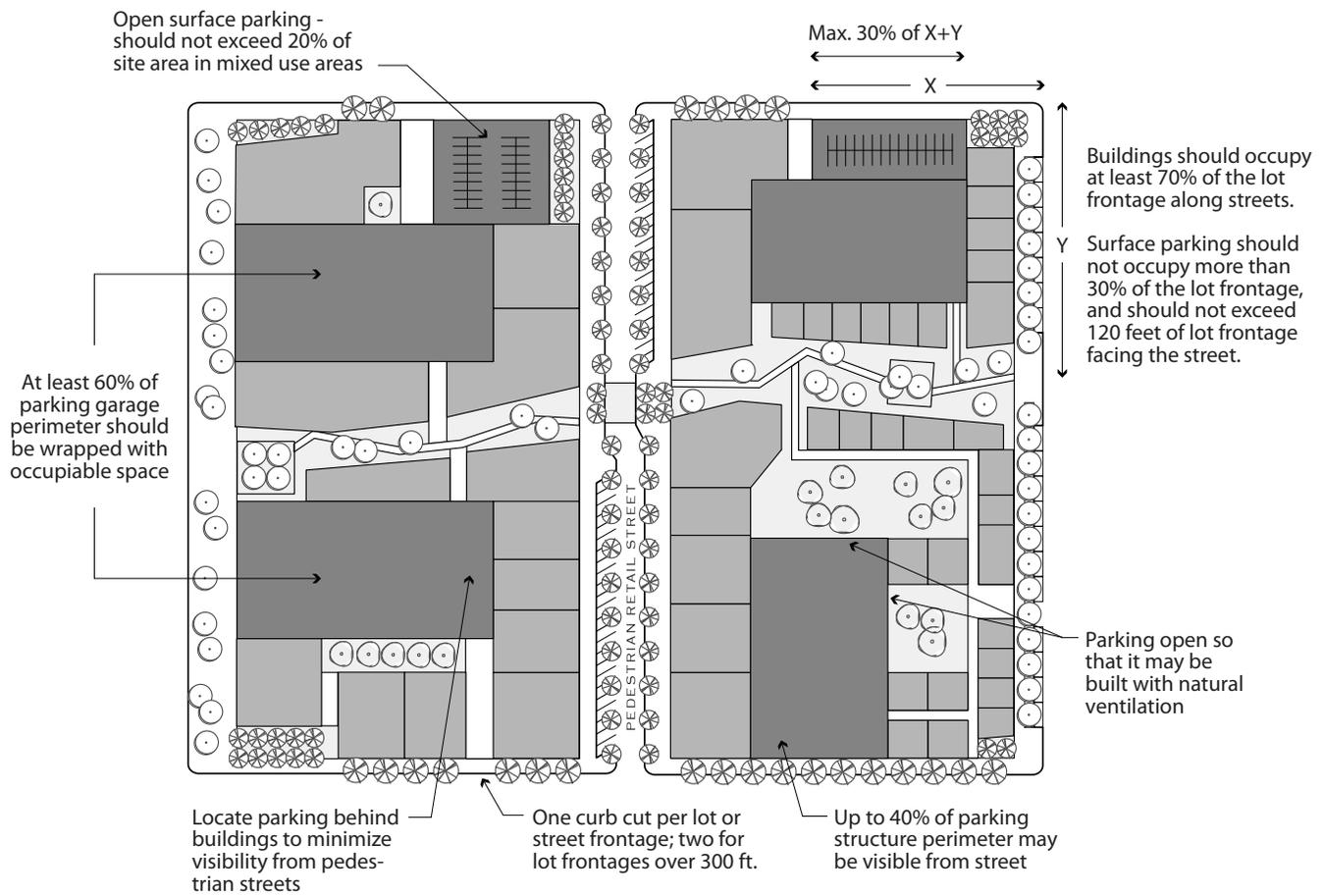
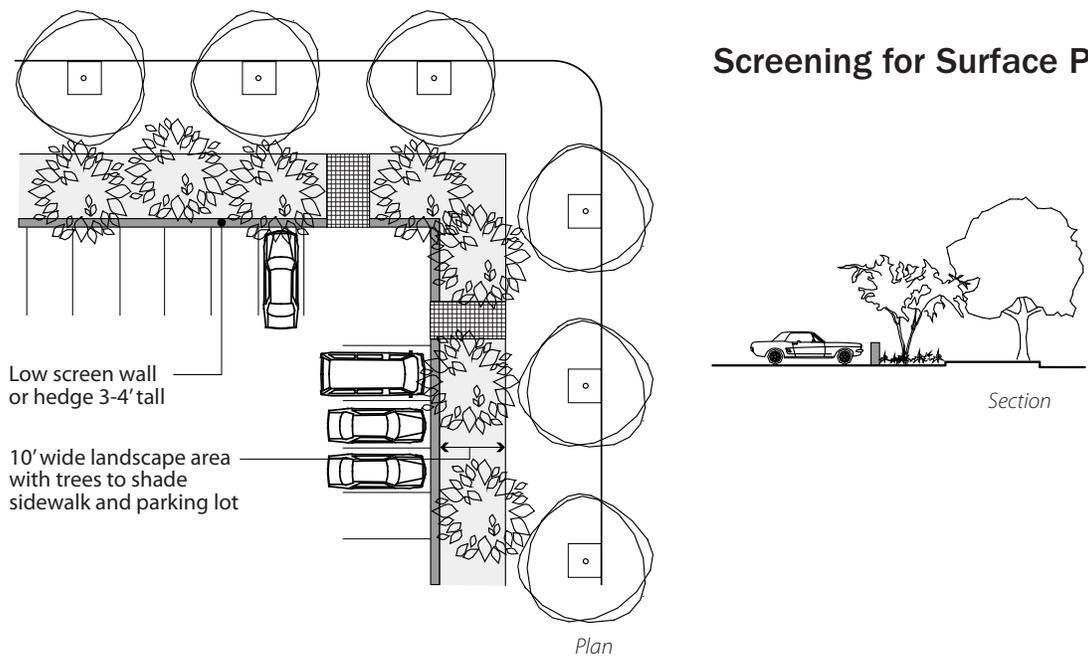


Figure 5-3

**Screening for Surface Parking Lots**



active and lively district. While some surface parking will be useful for the retail establishments, larger areas of surface parking would prevent an active and continuous pedestrian environment. Figure 5-3 shows the guidelines for screening surface parking lots along the street edge. Landscape planters 10 feet deep provide street trees that shade sidewalks and parking areas. A three to four foot tall screenwall screens parked cars, and still allows visibility into parking lots for security.

## **ON-SITE OPEN SPACE**

### **Common Landscaped Open Space**

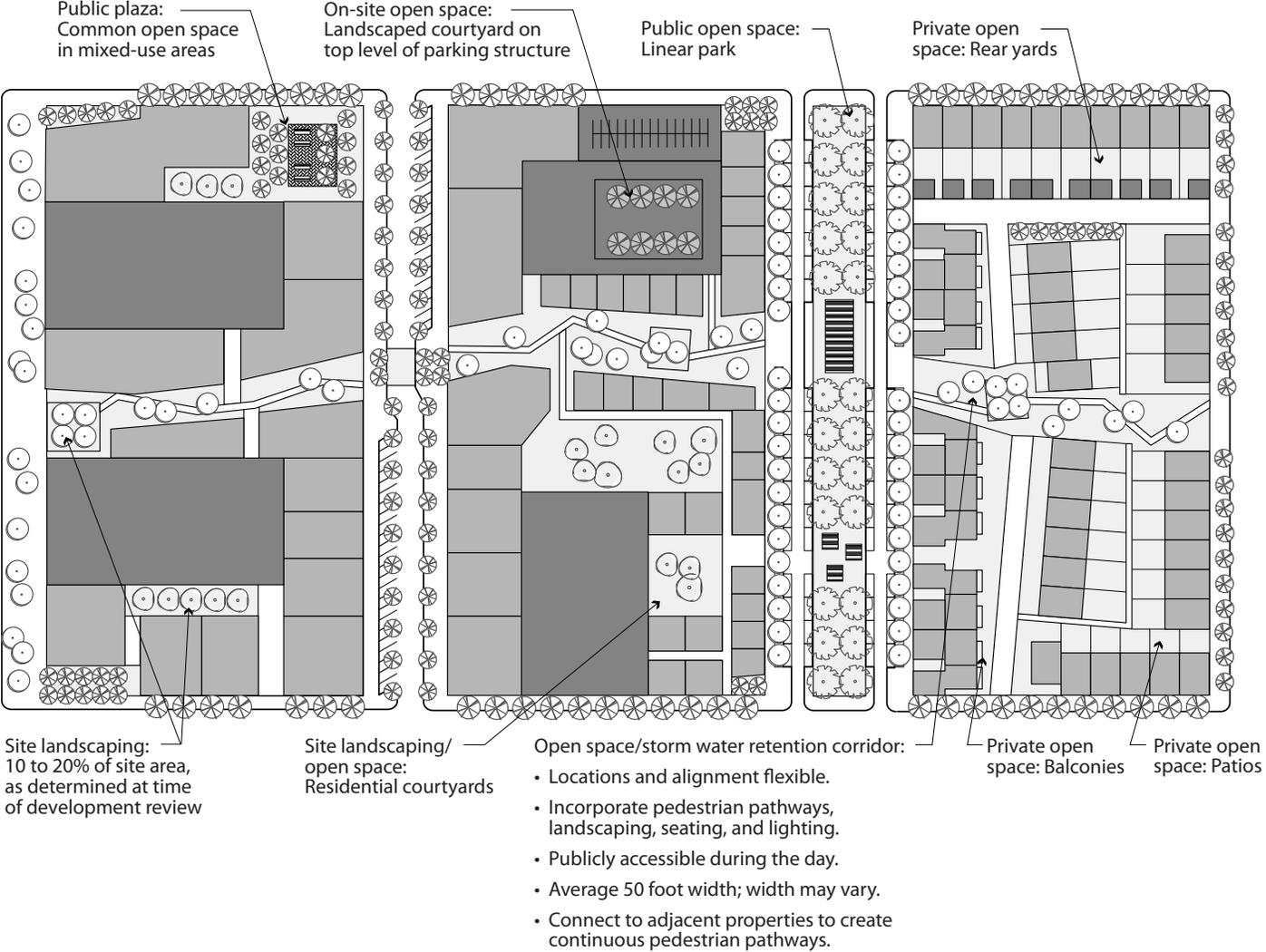
The City Center Plan calls for minimum on-site landscaping of 10 to 20 percent of the site area, as determined at the time of development review. Site landscaping is critical to development projects because it provides recreation areas, incorporates nature into higher density development, and provides areas for storm water drainage and retention. When carefully landscaped, the setbacks, recessed areas, and pathways within a project site plan contribute significantly to the overall project design. On-site landscaping includes landscaped setback areas, landscaped storm drainage areas, pedestrian paths through landscaped areas, courtyards, swimming pools and other passive or active recreation areas. It does not include areas that are enclosed and assigned for exclusive private use of an individual unit or tenant.

The east-west oriented natural open space/storm water retention areas are key elements of the City Center plan, shown across three blocks in Figure 5-4. Privately owned and maintained, these areas should be open to the public during the day to serve as pedestrian connections, and as visually attractive and comfortable shaded areas. They should be carefully landscaped and include amenities such as shaded seating areas and fountains. This area counts as site landscaping for development project requirements. Fifty percent of these open space corridors may also count towards public park land requirements, provided that they are improved for passive or active recreation, and public access easements are granted for pedestrian pathway access during daytime hours.

### **Private Open Space**

In addition to the many types of public open space, the residential units within the City Center area will also need provide open space for the exclusive use of residents. The City Center Plan calls for 50 square feet per unit in the Employment Mixed-Use areas, 75 square feet per unit in the Residential Mixed-Use areas, and 125 square feet in the Townhouse Residential areas. Private open space includes private yards, patios, balconies and courtyards.

Figure 5-4  
**On-Site Open Space**



## **BUILDING FORM AND SITE DESIGN**

The overall building form and site design guidelines are established in Table 5-1, Development Guidelines, and the Street Design drawings in Section 4.2. They are formulated to create a distinctive character for the different streets and subareas within the City Center. The development guidelines inform both street design and the building edge along the street, because those two dimensions establish the character of neighborhoods and districts. The drawings in this section provide a graphic summary of the development guidelines and show the character of development that results when they are applied on a project site.

### *Building Height*

A minimum average building height of two stories should be achieved at master site plan build out on properties along Avondale Boulevard and the pedestrian retail streets. An average height of two stories is encouraged, but not mandated, throughout the rest of the City Center area.

In the Gateway Employment and Employment Mixed Use areas, along Interstate 10 and the Avondale Boulevard corridor, the Plan allows up to ten stories by right. This is so that the City Center may achieve a core of tall office buildings that will be recognizable throughout the west valley, while also allowing for a mix of building heights and uses. The Residential Mixed-Use areas to the east and west of Avondale Boulevard are a transition area, where up to five stories are allowed. The residential areas at the margins of the City Center area allow up to three stories, in order to maintain the medium-density environment found in other residential areas of the City. The height limits establish a stepping down of heights from Avondale Boulevard to surrounding areas, as called for in the Freeway Corridor Specific Plan.

### *Building Form*

The building form for the Avondale Boulevard Corridor is shown in Figure 5-5. Ample setbacks are required: 30 feet to buildings and 40 feet to parking. These setbacks were established in the original Freeway Corridor Specific Plan. They provide a significant area for the “land art” statement and storm water retention, while recognizing that this street’s primary role is that of a visual “gateway” rather than a pedestrian route.

The building form for a pedestrian retail street is shown in Figure 5-6. In pedestrian retail areas where active uses are required at the ground floor, a setback of between 0 and 8 feet ensures that buildings will provide a continuous pedestrian storefront frontage. Creative use of the sidewalk for public art, arcades, street furniture, and sidewalk cafes is possible within the wide sidewalks and setback area which will help to achieve the desired urban character and lively streets.

The building form for residential mixed use and townhouse development is shown in Figure 5-7. In residential areas, a minimum 12-foot setback area is established, to ensure privacy for residential units. Front porches, stoops, bay windows, and other projections may

Figure 5-5

**Building Form: Employment Mixed Use (shown on Avondale Boulevard)**

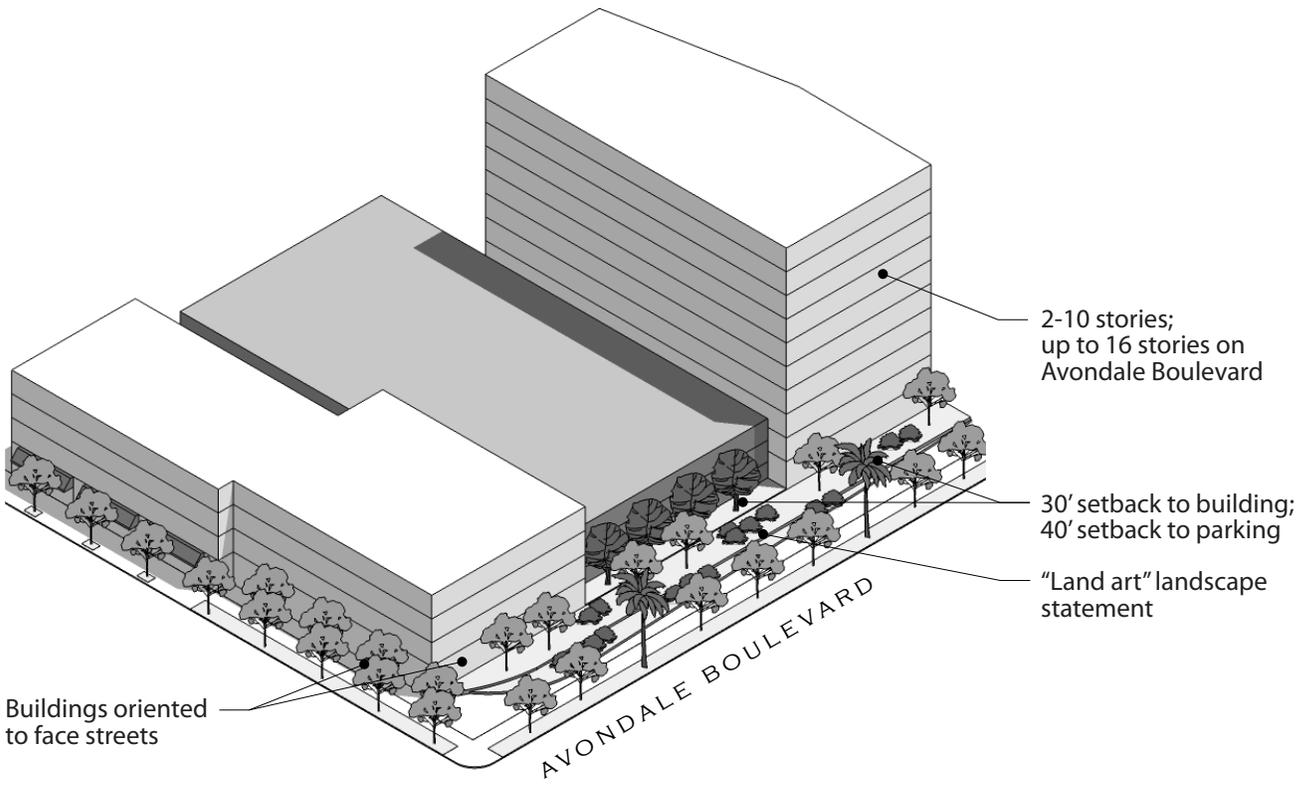


Figure 5-6

**Building Form: Employment Mixed Use (shown on a Pedestrian Retail Street)**

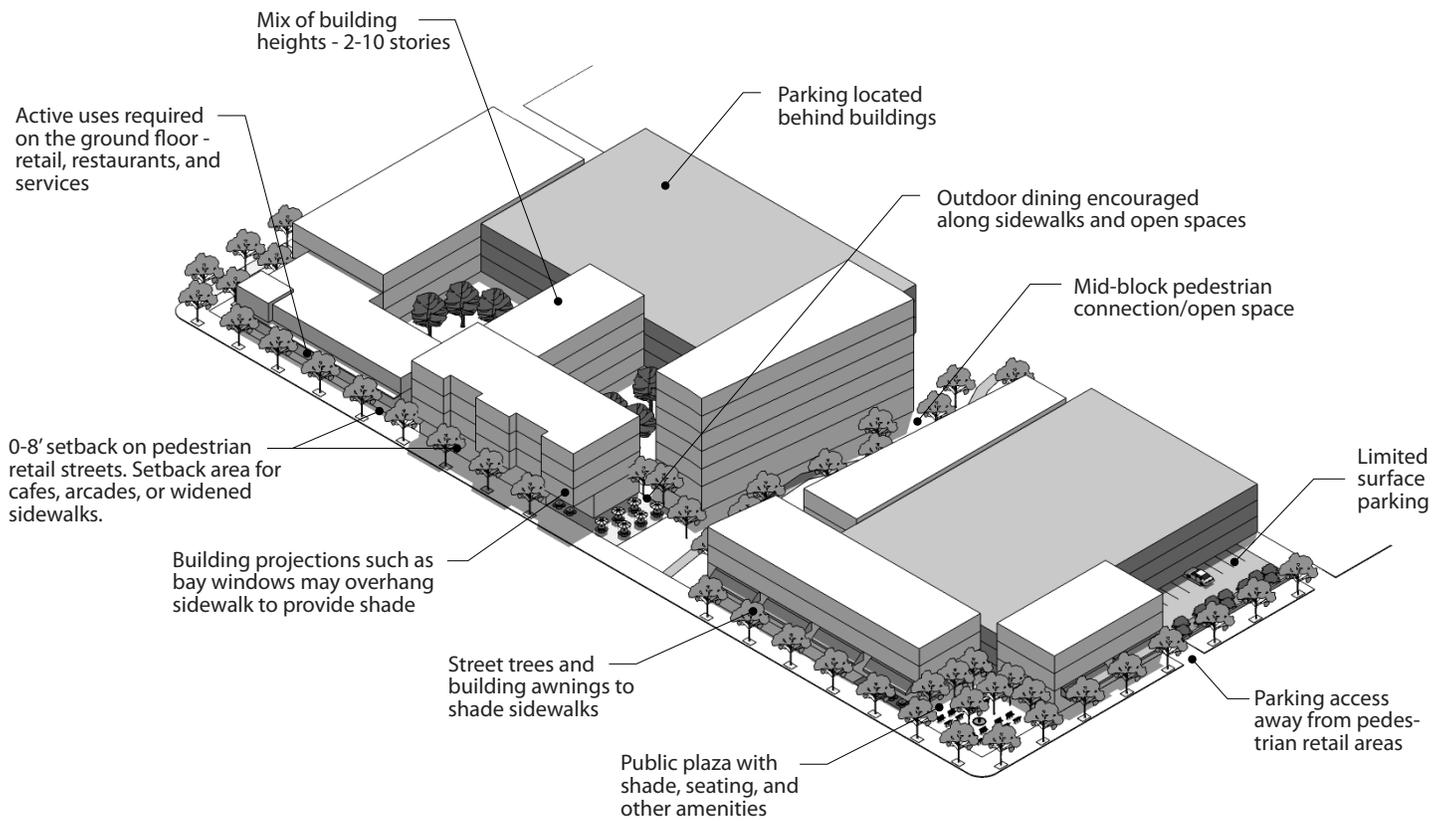
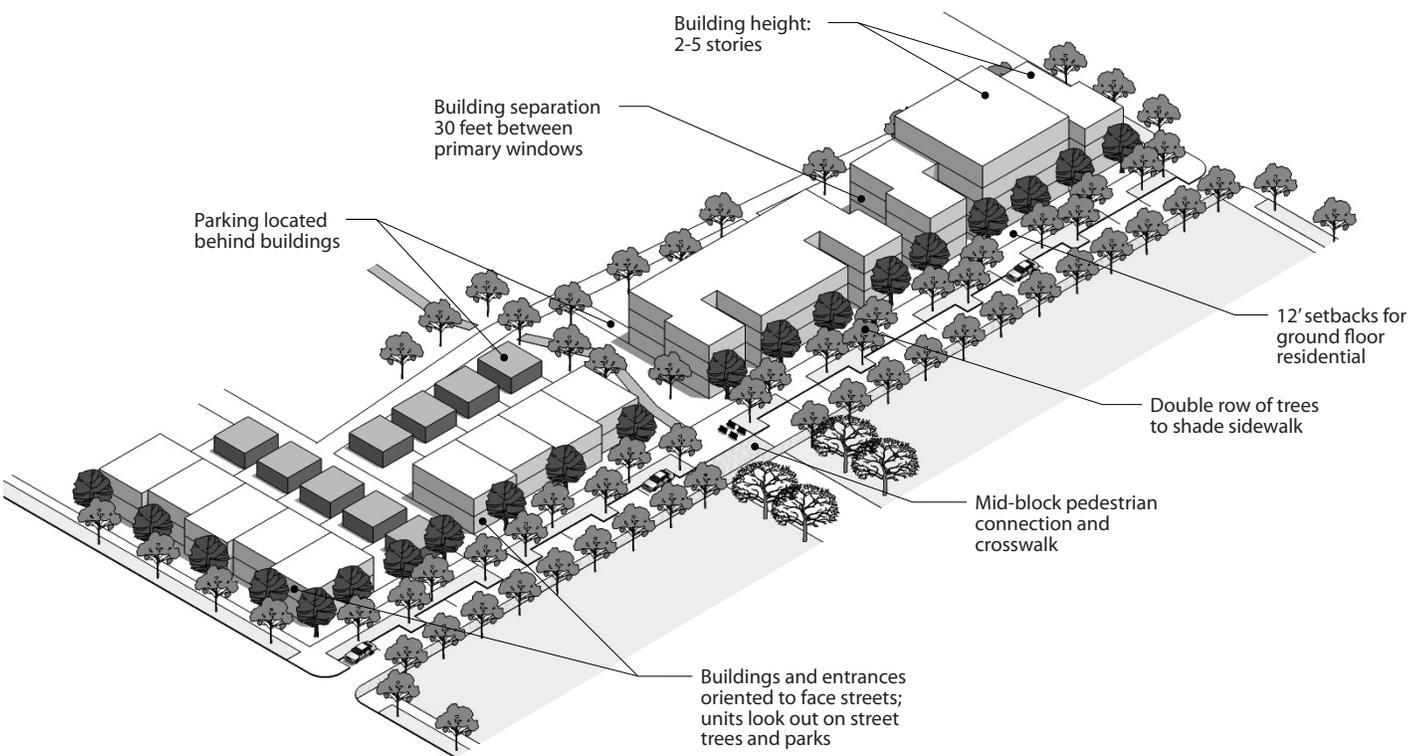


Figure 5-7  
Building Form: Residential Mixed Use (shown on a Linear Park)



project into the setback to within five feet of the property line. These guidelines are critical in creating building-to-street relationships that are appropriate to residential areas, with room for plantings and private entryways. In addition, the minimum setback allows room for the row of shade trees that will create a double row of trees to continuously shade the sidewalk.

In all cases, it is important that buildings be oriented to face public streets and parks. Entrances should face street frontages, so that they do not “turn their backs” onto the public right-of-way.

## **BUILDING SETBACKS**

Building setback guidelines are established in order to ensure that interior spaces within buildings have adequate access to sunlight and air ventilation; and to ensure adequate privacy for residential units. Greater setbacks are encouraged for taller buildings, in order to allow light and air for lower level windows and views from upper floors. In a compact area such as the City Center, the primary windows are oriented towards streets, which provide good access to light and air due to the width of the street.

Side setbacks are minimal, since access to light and air can be gained from the front and rear. Attached townhouses are permitted. However, for residential uses, side setbacks should be a minimum of 15 feet for any primary windows (living rooms and bedrooms); and for any portions of the building that are over three stories tall. Rear setbacks should start at 15 feet, and increase with the building height, in order to allow sunlight and air to windows on the lower floors, and to provide access to views from the upper floors of tall buildings. A fifteen foot rear yard setback on adjoining properties provides for a 30 foot building separation, thus providing a minimum level of privacy.

Building to building separation guidelines are also established for projects that have multiple buildings on one property, to ensure light and air to lower floors, adequate privacy, and access to views from upper floors. A basic building separation of 30 feet is recommended for 1-3 story buildings; which increases to 40 feet for the 4th and 5th stories; and 50 feet for floors above. These setback guidelines apply to primary windows. Building walls may be closer if there are no windows, or if windows serve bathrooms and other ancillary interior spaces.

Special setback minimums are established for buildings that are adjacent to residential zones, in order to ensure that new buildings in the City Center area do not adversely impact adjacent residences. The minimum setback is 20 feet for buildings that are up to two stories tall; the setback should increase to 25 feet for the third story, and 30 feet for levels four and five.

Figure 5-8  
**Setbacks and Building Separation in Mixed Use Zones**

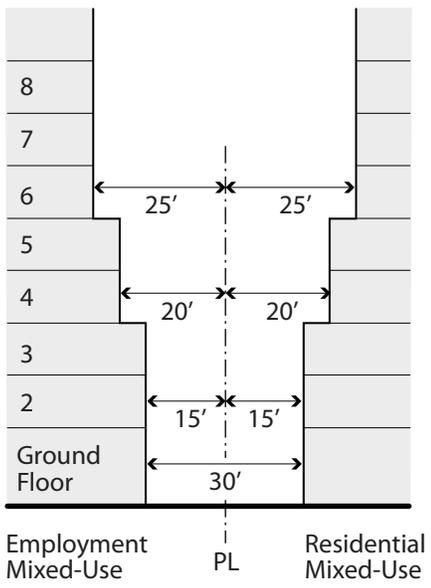
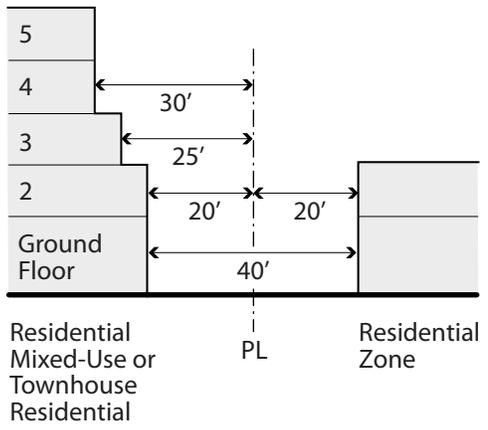


Figure 5-9  
**Setbacks Adjacent to Residential Zones**



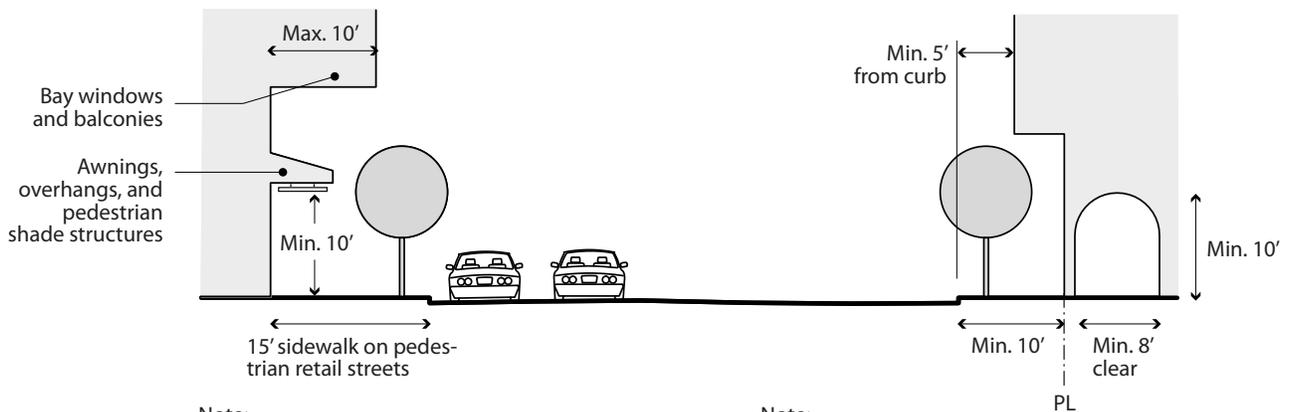
## SIDEWALK SHADE

Sidewalk shade is a critical element in a pedestrian environment. In a desert climate, sidewalks need to have trees or structures on both sides to provide effective pedestrian shade. Throughout the City Center area, sidewalks must be shaded by a combination of street trees, building projections, overhangs, awnings, and/or arcades. Figures 5-10 and 5-11 below show the different options for providing sidewalk shade. Sidewalks must either be shaded by: (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.

Where street sections require a double row of street trees, a row of street trees shall be planted in the front yard, close to the sidewalk. The front yard planting area should be a minimum of 12 feet deep to provide adequate growth area for street trees.

Figure 5-10

### Building Projections, Awnings, and Overhangs



Note:

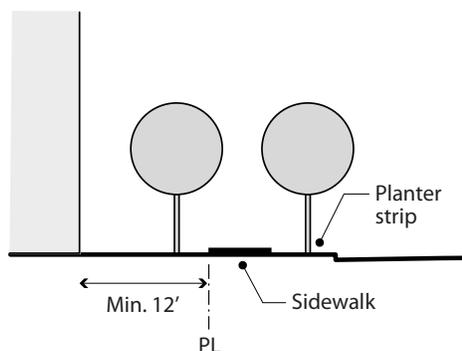
- Balconies and bay windows should not occupy more than 50% of the street-facing frontage.

Note:

- Arcades may be provided only if they exist along an entire block frontage.
- A public access easement must be provided for public use of the sidewalk under the arcade.
- Public right-of-way for sidewalk may be reduced to 10 feet.

Figure 5-11

### Double Rows of Trees for Shading Sidewalks



**GROUND FLOOR BUILDING DESIGN – PEDESTRIAN RETAIL STREETS**

Table 5-1 includes guidelines for the design of the ground floor of buildings along the pedestrian retail streets. These include minimum floor-to-ceiling heights, a ground floor elevation of no more than two feet from the sidewalk, and a minimum of 60 percent ground floor transparency. These guidelines are graphically summarized in Figure 5-12. The purpose of these guidelines is to ensure that ground-floor retail spaces are sufficiently visible, accessible and inviting from the sidewalk, and comfortable to wander in and around. This is important not only to create an exciting urban character, but also for the benefit of the retail establishments.

Similarly, limits on blank walls in the pedestrian retail area and guidelines for quality building materials and articulation will help keep the pedestrian traffic continuously engaged with the street frontages and environment (see Figure 5-13).

Figure 5-12

**Ground Floor Building Design – Pedestrian Retail Street**

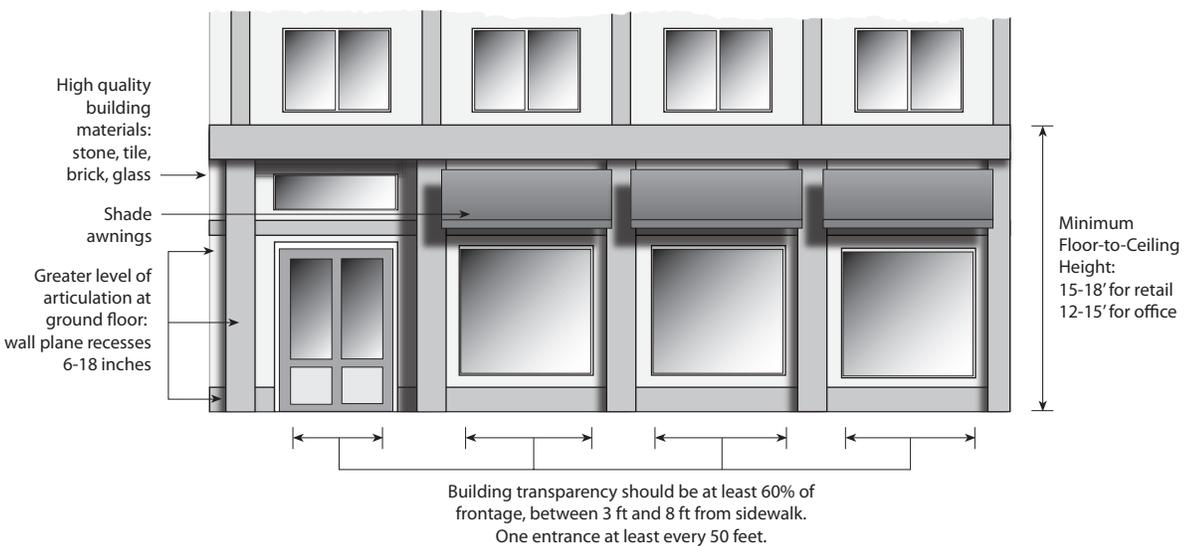
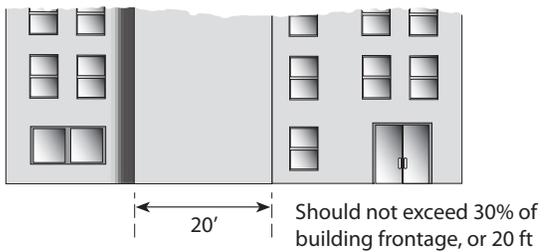


Figure 5-13

**Ground Floor Building Design – Limits on Blank Walls**



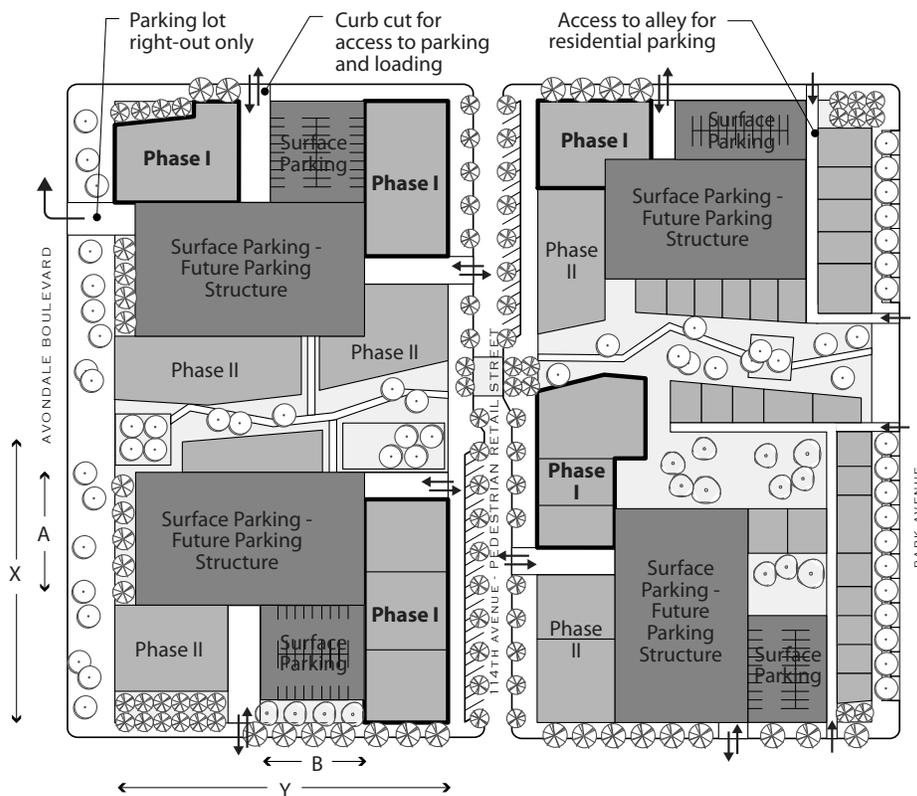
## 5.2 PROJECT PHASING

The long term vision for the Avondale City Center is a compact high-density form of development that generates pedestrian activity, and parking primarily in parking decks and structures rather than surface parking lots. Due to market constraints, it may be necessary to allow surface parking lots in the early phases of a development project, and allow intensification of development and construction of parking structures in later phases. Projects may need to begin with a single building or use, and add additional buildings and/or uses in later phases.

Projects may be phased, provided that a master site plan is prepared and approved, showing how development will be intensified at build out to meet floor area ratio and/or density targets, and how parking structures will be added. Surface parking may therefore occupy more than 20 percent of a project site in the first phase. The key criteria for project review should be whether the initial phase establishes a framework for achieving the desired character of the City Center area. The master plan must demonstrate that utility lines, property lines, parking access, storm water retention, and all other physical features are designed to allow the transition to higher density and structured parking without disrupting existing development or causing unusual or extraordinary costs for later phases of development. The master plan will be reviewed and approved by City Council as part of the project review process; and will need to be recorded on the property title so that future property owners are aware of the constraints and requirements. Figure 5-14 below shows a diagram of how a project could be developed with surface parking in the initial phases.

Figure 5-14

### Parking Location and Phasing



Parking should not occupy more than 30% of the lot frontage  
 $(A+B) < 30\%(X+Y)$

### 5.3 BLOCK STUDIES

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A detailed study of site planning options was prepared by Field Paoli Architects to ascertain reasonable block and open space dimensions, and to test the development guidelines. An illustrative drawing showing potential layouts for all the blocks east of Avondale Boulevard was prepared initially, shown in Figure 5-15. Later, the three blocks on the east side of Avondale Boulevard immediately south of Corporate Drive were selected as an example for more detailed site planning study shown in Figure 5-16. Block dimensions are approximately 300 feet by 560 feet. A mid-block pedestrian path is included to provide the required natural open space with public pedestrian pathways. A linear park is included which meets the dimensions and design requirements specified in Chapter 4.

The location and design of parking is particularly critical in pedestrian-oriented areas, so a variety of ways of handling structured parking were studied in the two blocks west of the linear park. The use of parking decks or parking structures was assumed, and the number of parking levels would depend on the intensity of development. Parking dimensions of 120 feet wide and at least 210 feet long were assumed in order to ensure an efficient parking structure layout. In three of the blocks, parking structures were designed to be open air for at least forty percent of the parking structure perimeter, to allow natural ventilation and thereby minimize costs. Landscaped courtyards about the parking decks near residential units to ensure livability and a pleasant outlook for the units. One block shows a predominantly residential development where residential units fully enclose the parking structure; in that situation mechanical ventilation for the parking garage would be necessary. For the parking structure surrounded by residential units, the top level was assumed to be landscaped as a courtyard.

In the block east of the linear park, a variety of multifamily and townhouse units were assumed. In these types of projects parking is either tucked underneath the units in an attached garage, or located in a detached garage behind the unit which is accessed off of an alley. Multifamily units have private balconies and patios and overlook the linear park. Townhouse units have small private rear yards.

Figure 5-17 shows a variety of sections to illustrate different potential configurations of parking and buildings. The top two sections illustrate office buildings, while the bottom four sections show mixed use buildings with residential and retail. The sections indicate how parking can be incorporated below ground or above ground. They show how retail can be incorporated on the ground floor of a building with two levels of parking behind. They also illustrate how residential units can be provided with adequate light and ventilation.

The block study drawings are included for illustrative purposes only. Individual development projects will be designed to meet the unique requirements of the site and program. These drawings are intended to provide a helpful illustration, and do not in any way dictate prescribed site plan or design.

Figure 5-15

Illustrative Site Plan – East Side of Avondale Boulevard



Detail- see figure 5-16

Figure 5-16  
Block Studies

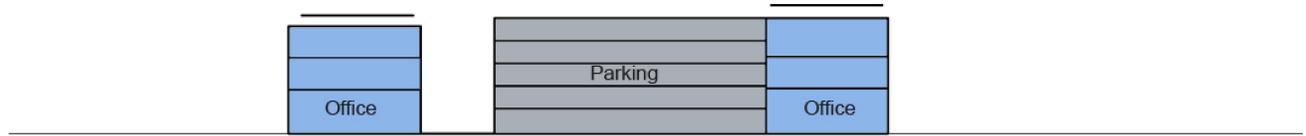
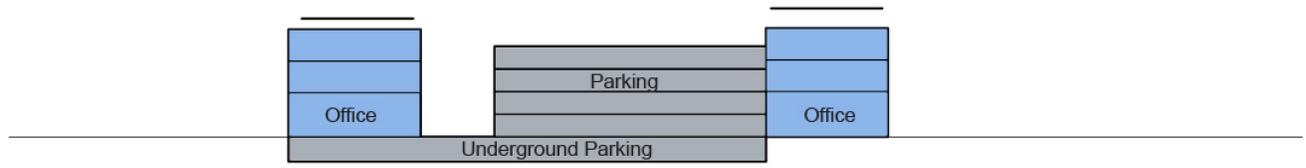


Block Study, East of Avondale Boulevard

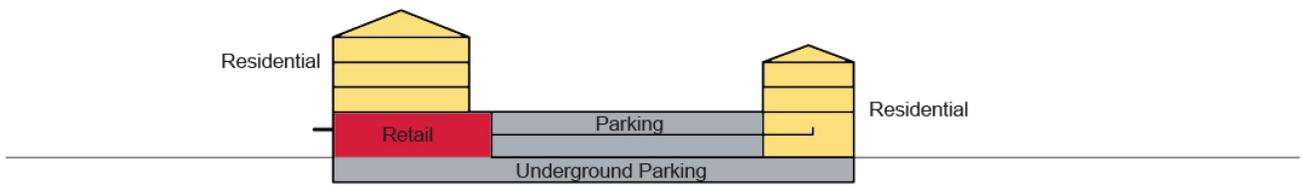
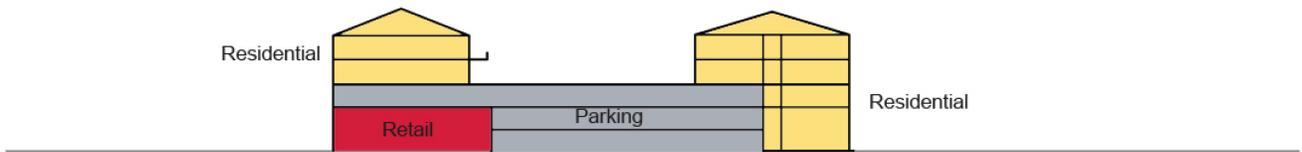


Figure 5-17

### Building Sections for Block Studies



Office Sections, East of Avondale Boulevard



Typical Sections, East of Avondale Boulevard

## 5.4 DESIGN GUIDELINES

Design guidelines are provided to guide City staff and applicants and ensure quality design in the City Center Area. General guidelines are provided as well as guidelines for different building types. Pictures of good quality projects are included to illustrate the type and quality of development desired within the City Center area. The pictures are intended to illustrate street character; building height, massing and layout; and parking location. They are not intended to illustrate building style. No particular building style is recommended as a standard for the City Center Area.

### BUILDING DESIGN

#### 1. Building Orientation

- 1a. Buildings should be oriented to face public streets. Building frontages should be parallel to streets, and the primary building entrances should be located on a public street.
- 1b. Facades facing streets, plazas, and courtyards should be lined with windows. Where blank walls are necessary, they should be on side or interior facades not facing streets.
- 1c. All building facades facing streets, parks, or public open space should be designed with a unified palette of materials and architectural details.



*Buildings should be oriented to face public streets. These photos show how taller buildings along Avondale Boulevard could provide a strong gateway image for the City Center area when aligned to face the street.*

## **2. Building Massing and Articulation**

- 2a. Buildings should be well articulated with changes in roof heights and vertical planes to reduce the appearance of bulk and create interesting building silhouettes.
- 2b. Building massing should include features that add depth, shadow, and architectural interest, such as balconies, recesses, cornices, and bay windows.
- 2c. Window recesses, doorways, columns, overhangs and other architectural elements should be substantial in depth to create shadow and architectural relief. Projections and recesses should be incorporated throughout the façade design, with minimum depths of four to twelve inches.
- 2d. All building facades should have a well-defined base that incorporates design strategies such as thick walls, special materials such as stone, richly textured materials, or deep window recesses.
- 2e. Buildings should have a recognizable “top” that employs 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. For buildings over six stories tall, the “top” should include a minimum of the top habitable floor and the penthouse for mechanical and other equipment.
- 2f. Building design should be respectful of adjacent buildings, and create transitions of appropriate height and scale.

**Building Massing and Articulation**



*Changes in roof height and vertical planes reduce the appearance of bulk and create interesting building silhouettes.*



*Building massing should include features that add depth, shadow, and architectural interest, such as balconies, recesses, cornices, and bay windows.*

*Window recesses, doorways, columns, overhangs and other architectural elements should be substantial in depth to create shadow and architectural relief.*



*Buildings should have a well-defined base that incorporates special materials such as stone.*

*Buildings should have a recognizable “top” that employs 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.*

### 3. Building Entrances

Building entrances should be emphasized with special architectural and landscape treatments. Building entrances should incorporate multi-story structures, projections, recesses, special materials, or other design strategies. Building addresses should be integrated into the design of building entrances.



*Building entrances should be emphasized with special architectural and landscape treatments.*

### 4. Windows and Fenestration

- 4a. Window design and proportions should add architectural interest to the building. Window designs should be differentiated to reflect the different components of the building, for example ground floor lobbies, stair towers, corners, office suites, or residential units.
- 4b. Windows should have a height greater than or equal to their width, preferably with classical proportions (e.g. 2:1, 3:2, and 4:3.)



*Window design and proportions should add architectural interest to the building. Window designs should be differentiated to reflect the different components of the building, for example ground floor lobbies, stair towers, corners, office suites, or residential units.*

## 5. Building Style

- 5a. No single building style is established for the City Center area. Buildings should be designed with quality and integrity. Building designs should be timeless, whether contemporary or traditional. Building design should not be a replica of a historical style or of an existing building in another location.
- 5b. Buildings should be designed to create a district, rather than to be a sculptural shape that stands out as separate from the rest.



5a



*Building designs may be traditional or contemporary, provided they are designed with quality and integrity.*

## 6. Building Materials

- 6a. Building materials should convey a sense of durability and permanence. All materials should be of high quality that will last for the life of the building. They need to be installed so that building facades do not stain or deteriorate quickly.
- 6b. The highest quality and most durable materials should be used on the ground floor of buildings that can be seen or touched by pedestrians.
- 6c. Typical materials should include stone, brick, masonry, tile, wood shingles, metal panels, and glass panels. Scored plywood, vinyl, and aluminum siding are not permitted.
- 6d. A unified palette of materials should be used on all sides of buildings. Building materials used should be of similar durability and quality throughout the building.
- 6e. Material changes should not occur at external corners, but may occur at interior corners as a return at least six feet from the external corners or other logical terminations.



6a



*Building materials should convey a sense of durability and permanence.*

## 7. Building Colors

The use of color is encouraged in City Center area buildings to create architectural interest and a sense of vitality. The body of the building should generally be muted and light in tone to reduce heat gain. Bright colors should be used as accent colors. A coordinated palette of complimentary colors should be used, rather than a patchwork of competing colors.



*The use of color is encouraged in City Center area buildings to create architectural interest and a sense of vitality.*

## DESIGN GUIDELINES FOR SPECIFIC BUILDING TYPES

### 8. Pedestrian-Oriented Retail and Mixed Use

- 8a. Building massing on pedestrian-oriented retail streets and local streets should establish a pedestrian scale and character. Building bays should be between 20 and 50 feet, and differentiated with design strategies such as an offset in plane, a change in window pattern, and/or a change in color.
- 8b. Building entrances should be spaced no more than 50 feet apart.
- 8c. The use of awnings or overhangs is required to provide shade along the sidewalk. Awnings should be no wider than a single storefront or architectural bay.
- 8d. Upper floor uses should have punched openings in solid walls rather than curtain walls. Upper floor residential uses should be detailed with balconies, bay windows, and other elements that provide architectural detail and interest.
- 8e. Outdoor seating and outdoor dining areas are strongly encouraged. Buildings should provide a small front setback up to eight feet deep to accommodate outdoor cafes and wide sidewalks in appropriate locations. Provide pedestrian amenities such as planters, pots, seating, ledges, railings, special paving, etc.

**Pedestrian-Oriented Retail and Mixed Use**



*Building bays should be between 20 and 50 feet, and differentiated with design strategies such as an offset in plane, a change in window pattern, and/or a change in color.*

*Building entrances should be emphasized, and spaced no more than 50 feet apart.*



*The use of awnings or overhangs is required to provide shade along the sidewalk.*

*Upper floor uses should have punched openings in solid walls rather than curtain walls. Upper floor residential uses should be detailed with balconies, bay windows, and other elements that provide architectural detail and interest.*



*Outdoor seating and outdoor dining areas are strongly encouraged. Buildings should provide a small front setback up to eight feet deep to accommodate outdoor cafes and wide sidewalks in appropriate locations. Provide pedestrian amenities such as planters, pots, seating, ledges, railings, special paving, etc.*

## 9. Office Buildings: Low-Rise and Mid-Rise

- 9a. Vertical building elements should be used to break up building massing, in order to add architectural interest and avoid a long horizontal architectural composition.
- 9b. Elements such as awnings, arcades, and porticos should be incorporated along street-facing facades.
- 9c. Buildings should be articulated with step-backs and channels in vertical and horizontal planes.



*Vertical building elements should be used to break up building massing, in order to add architectural interest and avoid a long horizontal architectural composition.*



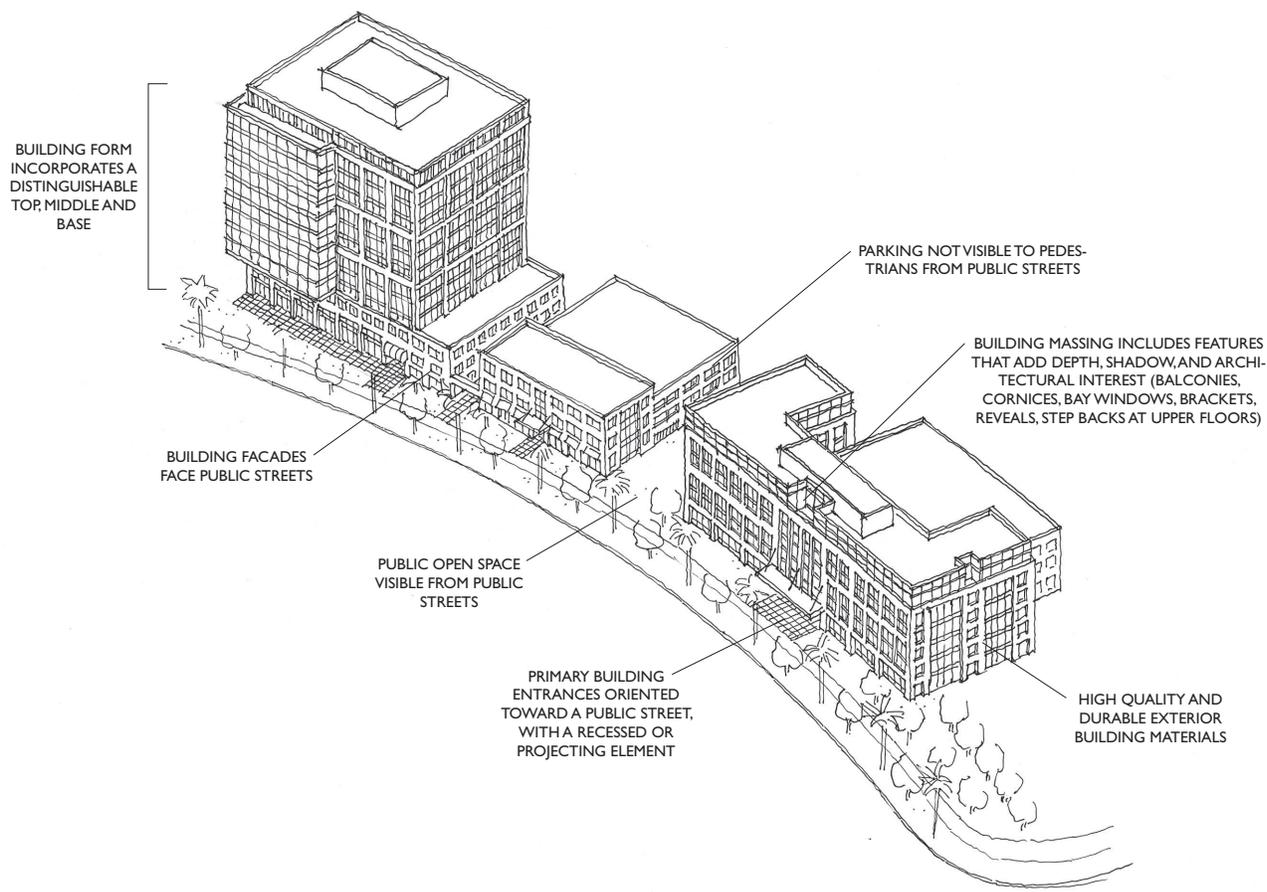
*Elements such as awnings, arcades, and porticos should be incorporated along street-facing facades.*



*Buildings should be articulated with step-backs and channels in vertical and horizontal planes.*

### 10. Mixed Use District: Mid-Rise and High-Rise

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 dimension in plan for buildings above six stories should not exceed 220 feet for commercial buildings and 140 feet for residential buildings. The other sides of the building should have a shorter plan dimension, not exceeding 110-120 feet.



## 11. Residential: Apartments and Condominiums

- 11a. Multifamily buildings should be well articulated to break up the building mass. Variations in floor level, facades, roof styles, architectural details, and finishes should be employed.
- 11b. Street-facing facades of residential buildings should include stoops, porches, recessed windows, bay windows, and balconies.
- 11c. The first floor should be between two and five feet above the sidewalk elevation.
- 11d. Provide multiple entrances along the street, with a minimum of one building entrance per 150 feet of building length.
- 11e. Small offices or personal services such as health clubs or hair salons may be located on the ground floor in residential mixed use areas.



*Multifamily buildings should be well articulated to break up the building mass. Variations in floor level, facades, roof styles, architectural details, and finishes should be employed.*



*Street-facing facades of residential buildings should include stoops, porches, recessed windows, bay windows, and balconies.*

**Residential: Apartments and Condominiums**



*The first floor should be between two and five feet above the sidewalk elevation.*



*Buildings longer than 150 feet in length should provide multiple entrances along the street.*



*Small offices or personal services such as health clubs or hair salons may be located on the ground floor in residential mixed use areas.*

## 12. Townhouse Residential

Townhouses are attached residential units with separate individual entrances. Townhouse units are not stacked on top of one another, though in some projects units may be interlocked such that an upper floor of one unit is above a lower floor of another unit. Private open space is attached to each individual unit, in the form of a private patio, small yard, porch, and/or balcony. Townhouses typically have a parking garage either attached to the residential unit or located on the same lot. However parking may also be provided in other configurations.

- 12a. Locate building entrances along the street. Unit entrances may be clustered around a courtyard along the street.
- 12b. Locate parking in garages or carports accessed from rear alleys, or in parking courts to the side or rear of buildings. Small parking courts or alleys may take access from the street, but parking should not be located between a building and the sidewalk. Attached garages may be accessed from a public street.
- 12c. Front porches and/or stoops are strongly encouraged along street frontages, and may extend into the street yard setback.
- 12d. Provide private open space attached to each individual unit.
- 12e. Provide a row of street trees in the street yard setbacks to shade the sidewalk.
- 12f. Incorporate architectural elements that create architectural articulation and design interest, such as: bay windows, balconies, roof overhangs, trellises, porches, and dormer windows.



*Locate building entrances along the street.*



*Unit entrances may be clustered around a courtyard along the street.*



12b



*Locate parking in garages or carports accessed from rear alleys, or in parking courts to the side or rear of buildings. These photos show a townhouse project with front porches facing the street, and parking located in an alley court at the rear of the units.*



12c



*For townhouses, front porches and/or stoops are required along street facades and may extend into setback areas.*



12f



*Incorporate architectural elements that create architectural articulation and design interest, such as: bay windows, balconies, roof overhangs, trellises, porches, and dormer windows.*

### 13. Parking Structures

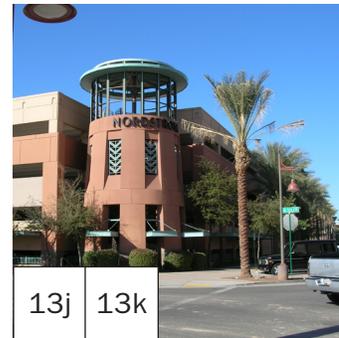
- 13a. Parking structures should be located away from prominent pedestrian streets.
- 13b. Parking structures should be designed in keeping with the character of the primary buildings on or near the site.
- 13c. Parking structure facades should be designed as compatible visual extensions of other multistory buildings.
- 13d. If feasible, active ground-level commercial uses should be incorporated into parking structures along the sidewalk, and upper floors should be wrapped with office or residential uses.
- 13e. Auto entries should be located in a manner that minimizes pedestrian/auto conflicts.
- 13f. Openings should be carefully composed within the building wall to appear as well proportioned windows rather than continuous open strips.
- 13g. Variation in the dimension and proportion of openings and in the horizontal and vertical planes of the facade should be provided to create visual interest and to reduce the mass of the parking structure.
- 13h. Decorative screen and trellis elements of durable, high-quality materials are encouraged to provide variation and interest on the facade.
- 13i. Building detailing such as ornamental metal hand railings should be used to create human scale and interest.
- 13j. Entries and stairwells within parking structures should be located adjacent to public streets and designed to be visually open, to promote a feeling of security and comfort.
- 13k. Stair towers should be designed as identity elements.



*If feasible, active ground-level commercial uses should be incorporated into parking structures along the sidewalk, and upper floors should be wrapped with office or residential uses.*



*Openings should be carefully composed within the building wall to appear as well proportioned windows rather than continuous open strips.*



*Entries and stairwells within parking structures should be located adjacent to public streets and designed to be visually open, to promote a feeling of security and comfort. Stair towers should be designed as identity elements.*

## 14. Large Floorplate or Big Box Retail

- 14a. These types of buildings are appropriate in gateway employment areas. They are not appropriate in employment mixed-use or residential mixed-use.
- 14b. Although big-box retail uses and large floorplate buildings are primarily automobile-oriented, they should be designed to accommodate pedestrians and bicycle access.
- 14c. Building entries should be emphasized with taller elements, canopies, special materials, and other design strategies to emphasize the entrance and create architectural interest.
- 14d. Buildings located at gateway intersections should include corner vertical elements to emphasize the gateway location.
- 14e. Building facades should be articulated with a combination of windows, doorways, courtyards, and other elements.
- 14f. A continuous arcade should be provided along the front façade.
- 14g. Street-facing blank walls are strongly discouraged. Where they cannot be avoided, a permanent trellis or arcade should be incorporated as an integral part of the façade design. Blank walls should not cover more than 20 feet or 30 percent of the building frontage.
- 14h. A shaded pedestrian rest area with seating, landscaping, and trash receptacles should be near the main entrance.
- 14i. For properties with freeway frontage, buildings should be oriented toward the freeway; outdoor service and delivery should be screened; and landscaping should be provided. Architectural treatment should be provided on all building facades.
- 14j. A unified palette of materials should be used on all sides of buildings. Building materials used should be of similar durability and quality throughout the building.



*Building facades should be articulated with a combination of windows, doorways, courtyards, and other elements.*



*A continuous arcade should be provided along the front façade.*

## SITE PLANNING AND OUTDOOR SPACES

### 15. Courtyards and Open Space

- 15a. Design building entrance courts, plazas, courtyards, and other public spaces to be special and comfortable places where people enjoy being outdoors.
- 15b. Public open spaces must remain open and accessible to the public during the day.
- 15c. Courtyards and public open spaces should provide seating, drinking fountains and other amenities.
- 15d. Courtyards and public open spaces should creatively incorporate special paving materials that minimize heat gain.
- 15e. Fifty percent of the area of any public open space should be shaded. (Building shade counts.) A minimum of 25 percent of the shaded area should be shaded by trees or trellis vines.
- 15f. At least thirty percent of plaza areas greater than 5,000 square feet should be continuously planted with ground cover (grass, vines, etc.).
- 15g. Water features should be included, and should optimize thermal comfort by wetting surfaces with mist, sprays, and/or jets. These features should be located in semi-enclosed areas to cool the air. Large quantities of flowing water should not be permitted.
- 15h. Fifty percent of south facing wall surfaces of courtyards and public open spaces should be shaded.
- 15i. Public art should be creatively incorporated into all public open spaces.



*Design building entrance courts, plazas, courtyards, and other public spaces to be special and comfortable places where people enjoy being outdoors.*

### 15. Courtyards and Open Space



*Courtyards need to include extensive shade, seating, special paving, landscaping, colorful elements, and other amenities.*



*Plazas should be designed to provide shade and provide outdoor dining areas for restaurants.*

*Public art and water features are strongly encouraged.*



*Incorporate planted areas to minimize heat gain and maintain comfortable outdoor temperatures.*

*Design small spaces with ample shade and a distinctive character.*

## 16. Public Spaces: Shade, Thermal Comfort and Heat Gain

Sidewalks, plazas, courtyards, and other public spaces need to be shaded. Building and roof surfaces should minimize heat gain, and minimize heat reflected into streets and sidewalks. The following guidelines should be met. In lieu of the quantified guidelines below, a scheme that achieves equal or better results as measured by percentage shade or percentage heat gain may be approved, if certified by an architect or landscape architect.

- 16a. A minimum of 75 percent of the sidewalk area should be shaded (measured from property line to curb). Shade is measured at solar noon on summer solstice (June 21), as evaluated and certificated by an architect or landscape architect. Shade from trees and 50 percent open shade fabric is considered as full shade. Building shade also counts.
- 16b. Fifty percent of south facing building wall surfaces that front streets or plazas should be shaded.
- 16c. Shading materials for trellises and canopies should be made of low mass, nonconductive materials such as: UV protected fabric; tube steel trellis (instead of wood); welded wire mesh with vine planting; corrugated steel; or perforated steel.
- 16d. Building wall materials should be light-colored, should have smooth surfaces and high levels of reflectivity and emissivity. At least 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, with a minimum reflective index of 0.4.
- 16e. Seventy-five percent of roof surfaces should have materials with Solar Reflectance Index (SRI) of greater or equal to 78 for low-sloped roof (>2:12), and 29 for steep-sloped roof (< 2:12). Vegetative roof may be used in lieu of SRI requirement.
- 16f. It is critical to 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 with a minimum open area of 12 percent and minimum SRI of 35.
- 16g. For sidewalks and plazas, sand-set pre-cast concrete or comparable pavers (2 inches thick, 5000 psi) with a minimum SRI of 35 should be used, to minimize heat gain which is reflected onto pedestrians.



*Public spaces must provide shade and use materials that minimize heat gain in order to achieve comfortable outdoor temperatures.*



16



*A minimum of 75 percent of sidewalk areas must be shaded. Effective shade devices include street trees, overhangs, awnings, and arcades.*

**17. Defensible Space**

- 17a. Locate windows to overlook public entrances, walkways, and courtyards, to provide the security of “eyes on the street.”
- 17b. Provide lighting in all public entrances, walkways, and courtyards.
- 17c. Locate and design landscaping to maximize visibility of public spaces and avoid the creation of “hiding places” near building entrances and walkways.

**18. Parking Entrances**

- 18a. Wherever possible, parking entrances and other automobile access points should share curb cuts, in order to minimize the overall number of curb cuts. Flat pedestrian landings should be provided behind all curb cuts to allow safe crossings of pedestrians between driveways and access points.
- 18b. Parking entrance widths should be minimized.
- 18c. Attractive architectural features, building materials, and colors should be employed wherever possible at parking entrances.



18

*Design parking garages and garage entrances to include high-quality materials and architectural features such as punched openings, so that they have a design quality equivalent to buildings.*

## 19. Parking Lots

- 19a. 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.
- 19b. Parking lots should be creatively screened from pedestrian view. Parking lots should be separated from the sidewalk 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.
- 19c. Parking lots should be buffered from the sidewalk or other pedestrian areas by landscaping. Shade trees should be provided to shade the sidewalk and parking areas.
- 19d. Surface parking lots must include shade. They should include one tree for every three spaces, laid out so as to provide shade throughout the parking lot. Attractive trellis structures may also be used to provide shade.
- 19e. Provide shaded pedestrian walkways leading to building entrances.



*Surface parking lots should be separated from the sidewalk by a three to four foot decorative screen wall and landscaping.*



*Provide shaded pedestrian walkways leading to building-entrances.*

## SERVICES AND EQUIPMENT

### 20. Loading and Service Areas

Locate loading and service areas away from public sidewalks. Screen loading and service areas using dense landscaping and masonry walls.

### 21. Rain Gutters and Drainage Devices

No external scuppers, gutters, or drain pipes should be allowed. Rain gutters and other drainage devices should be incorporated into the structure of the building instead.

### 22. Rooftop Mechanical Equipment

Rooftop mechanical equipment should be screened, and the screening should be designed as an integral component of the architectural design.

**23. Signs**

Signs within the City Center area require staff level design review approval, and may be appealed to City Council. The following types of signs are appropriate in the City Center area.

**23a. Pylon Signs.**

Freeway pylon signs are permitted for properties with freeway frontage, per City regulations

**23b. 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 appropriate. Signs should be designed to be consistent with the building architecture and made from quality materials. Maximum height and number of sign fields will be determined during design review.

**23c. Wall Signs for Office Buildings and Hotels.**

One wall mounted sign per building frontage is appropriate. 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. Building signs should be constructed of individual letters; and should not be interior illuminated can signs.

**23d. Wall Signs and Awning Signs for Retail Businesses**

Wall signs are mounted 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 should not be permitted.



23e. 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; avoid plastics.

23f. 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. Signs should not exceed three to four square feet, and should provide a minimum of nine feet of clearance between the sign and the sidewalk.



23f



23g. Window Signs on Pedestrian Retail Streets

Window signs should be limited 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 height should be 10-12 inches.

23h. 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.

23i. 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.

23j. 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.

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## Chapter 6

# IMPLEMENTATION

### 6.1 INTRODUCTION

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The City Center Specific Plan is intended to guide future land use and development within the City Center area. It is a long term vision that anticipates higher intensity types of development, in order to create a pedestrian-oriented “heart” of the community and a major employment center. The plan is designed so that the area can be built incrementally over time based on market demand, and development can begin with surface parking and add structured parking later as intensities increase. The ultimate goal is the creation of a regional center that is unique in the West Valley, capitalizing on a good freeway location and a desirable pedestrian-oriented character.

#### MARKET FACTORS

The creation of the City Center depends on private sector development. Once the City adopts the Specific Plan, development projects can proceed based on the provisions of the Plan. However, there are a host of market factors that will determine whether the private sector will decide to proceed with development as envisioned in the Plan. Market demand is a primary factor – i.e. the demand for office space, hotels, pedestrian-oriented retail, townhomes, and condominiums. Competition from other projects in the region is also

a key; the market may or may not embrace the City Center site as a high-intensity employment center compared to other sites available. Development costs also figure into the equation, since the intensity and quality of development envisioned for the City Center costs more to build than standard suburban commercial development. In the long run, a higher-intensity pedestrian-oriented area with amenities can command greater rents and thus have greater value. However in the short run the market has to choose to whether to make the greater up-front investment required.

## **PUBLIC/PRIVATE PARTNERSHIPS**

The City of Avondale will need to work proactively to attract developers and tenants to the site, in order to achieve the City Center vision. In addition, the City will likely need to undertake public-private partnerships with property owners and developers in the initial phases. The first development projects establish the character of the area, and can give investors the confidence to invest in development of surrounding properties. The City should explore partnerships with property owners and developers for these first “catalyst” projects. The City can provide financial and technical assistance with critical components of public infrastructure, such as streets, public parking, and streetscape improvements. The City can market the area to brokers and developers, and host events that bring people to the area. The City can even consider acquiring land for development projects or public facilities.

## **A STRATEGY FOR PUBLIC INFRASTRUCTURE**

The City will also need to develop a strategy for constructing public infrastructure in the City Center area. In typical development projects, private developers are fully responsible for all types of infrastructure – streets, utility lines, storm water retention, street landscaping, etc. For residential projects, developers also provide neighborhood parks, and work with the school district to ensure land and buildings are available for schools. In the City Center, the City may need to assist with public infrastructure in order to get development started. There are many different types of mechanisms available. For example, the City could prepare the construction documents for streets and/or parks. The City could also provide direct financial assistance for a portion of infrastructure costs. The City could go further and establish municipal improvement districts, issuing bonds to finance infrastructure costs and allowing costs to be repaid through assessments or taxes over time.

## **THE IMPLEMENTATION PLAN**

The Implementation Plan presented in this chapter provides information about the infrastructure needed for the development of the City Center Area, and funding and financing mechanisms available. Information about school demand and capacity is included. A suggested strategy for getting development in the area started is also provided, which includes potential public/private partnerships as well as marketing and events. A detailed work program for City staff is provided, listed by department. At the end of the chapter, a set of recommendations is provided for City Council consideration.

While it is hoped that the strategies and mechanisms outlined in this chapter will achieve the goals of the Plan, implementation may require additional or alternate efforts. However, this chapter serves to demonstrate a number of things about the City's commitment to the Specific Plan. It demonstrates that:

- The City is committed to attracting the economic drivers needed to make the Plan succeed;
- The adoption of a specific plan is just the beginning and not the end of the City's efforts; the City will develop more detailed implementation plans after the Specific Plan is adopted;
- The Plan is intended to be a living document that provides flexibility for future development; and
- Collaboration between the City, property owners, developers, and businesses and other stakeholders will be an essential part of the implementation process.

## **6.2 INFRASTRUCTURE NEEDED FOR CITY CENTER DEVELOPMENT**

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### **OVERVIEW**

The infrastructure required for the development of the City Center area includes streets, parks, utilities, and community facilities. There may also be a need for shared public parking in the pedestrian retail areas. The Specific Plan is designed to allow infrastructure to be built incrementally over time as the area develops. The majority of the infrastructure will be built by private developers as part of their development projects. However certain major streets and utility mains serve the entire planning area, and may need to be paid for on a fair-share basis by all the properties in the planning area. The City may also consider funding some of the public infrastructure in the City Center area.

For residential development, parks will need to be provided to serve the 2,400 to 3,500 residential units called for in the Plan. The linear parks shown in the Plan are intended to be public parks that serve these units. Schools are also needed to serve residential development. While not the responsibility of the City, the City of Avondale and private developers will need to cooperate with the school districts to ensure that school sites are available and enrollment capacity is provided as development occurs.

The Specific Plan has been laid out to distribute streets, parks, and storm water retention areas throughout the planning area, so that the responsibility for these facilities is distributed relatively evenly among the property owners. The grid street system and consistent block size distribute streets evenly throughout the area. Streets are located along property lines to the maximum extent feasible, to allow properties to develop independently, with half-street improvements if necessary. Similarly, the storm water retention areas are distrib-

uted evenly throughout the area in linear 50 foot wide areas that also serve as open space. Property owners have flexibility about where to locate these storm drainage areas, provided that they connect to storm drainage areas on adjacent properties. The linear parks span the length of the properties in the Residential Mixed Use zone, allowing individual segments of the park to be constructed as projects are developed.

A summary of research and conclusions regarding key infrastructure components are described in the text below. Table 6-1 provides a summary list of all the major infrastructure components required for the development of the City Center area.

## **PUBLIC INFRASTRUCTURE COMPONENTS**

### *Streets*

The City of Avondale Transportation Plan was adopted in 2006, and a Capital Improvement Program (CIP) was adopted for fiscal years 2005-2009. The City assesses a transportation impact fee on all development projects to fund citywide capital improvement projects related to transportation. The major arterials to serve the City Center area have been constructed – Avondale Boulevard and Van Buren Street. The City made a significant financial investment by improving Avondale Boulevard as a six lane arterial in advance of development. This is a direct benefit to adjacent property owners, as well as to citywide circulation.

Van Buren Street is currently a four lane roadway. The City plans to construct improvements to Van Buren Street as part of the Capital Improvements Program, to increase it to six lanes sometime between 2011 and 2026. The Transportation Plan and CIP also plan on construction of the following collectors through the City Center area sometime between 2011 and 2026: Roosevelt Street, Corporate Drive, 117th Avenue, 119th Avenue, and Coldwater Springs Boulevard. However the City's Capital Improvement Program does not designate funds for the construction of these collector streets. It is assumed that those will be constructed as part of private development projects.

### *Water and Sewer Infrastructure*

The projected demand for water and sewer infrastructure in the City Center area were calculated based on the peak demands of low- and high-intensity development scenarios. It was determined that existing sewer capacity will be sufficient to support all anticipated flows, and that 12" water lines on all major streets throughout the site will adequately serve the new City Center development. Water and sewer mains have been constructed in Avondale Boulevard and Van Buren Street. However other water and sewer lines extending off these main lines will need to be constructed to serve private development projects. It is anticipated that these will be the responsibility of private development projects. It may be necessary to establish a financial mechanism for sharing the cost of line extensions under the collector streets that serve multiple properties.

### *Storm Water Retention*

Storm water retention and detention requirements for the planning area are based on the two-hour 100-year storm event. Provisions for on-site storm water retention were included in the PAD zoning for Summit at Avondale, Avondale Gateway, Coldwater Springs Promenade, and Avondale Coldwater I. In addition, a portion of the storm water runoff from the southeast corner of Avondale Boulevard and Van Buren Street will be retained on the Civic Center complex. Storm water retention needs for the remainder of the planning area are estimated to be approximately 21 acre feet. This is a large storm water retention requirement, and will require detailed planning for each sub-area within the City Center.

The Specific Plan proposes to manage storm water through on-site retention rather than through a full storm water collection system of inlets, pipes, and treatment facilities. On-site retention is estimated to be significantly less costly. Analysis indicates that the storm water can be effectively handled through a combination of: (1) underground storage below the linear parks; (2) surface retention and underground storage within the 50 foot wide storm water retention/open space areas; and (3) surface retention and/or underground storage in on-site landscaped areas or underneath surface parking lots. It is estimated that approximately two-thirds of the storm drainage retention can be handled in the linear parks and open space/storm water retention corridors.

Each property will be responsible for retention of storm water within their property boundaries and the adjacent streets. A linear network of open space/storm water retention corridors is recommended as the primary element of the storm drainage system. However it will not be a connected system where water drains across property lines. In situations where storm water cannot be fully contained on-site, property owners may need to work together to locate and maintain a joint storm water retention area, and convey storm water to that location. This is particularly true in the Employment Mixed Use area west of Avondale Boulevard and north of Corporate Drive, where there are no linear parks and development is likely to have limited on-site landscaping.

The linear parks are also a critical component of the storm water retention system. The amount and depth of storm water retention that can be accommodated in the linear parks will need to be determined as part of the design of residential development projects adjacent to the linear park. It may need to be deeper than shown in the drawings in Chapter 4, depending on the amount of landscaping within the private development projects and direction of water flow. There will need to be appropriate breaks in the underground storage under the linear parks to accommodate utility lines.

There is also the possibility of storing water run-off from streets in underground storage devices within the public right-of-way. Underground storage pipes with dry wells could be located under the parking lane in the street, or under the sidewalk, depending on the location of other utility lines and requirements for street tree plantings. Further study would be necessary to determine if this is feasible and cost-effective.

Sub-area master drainage plans will be required to ensure that storm water retention will function properly once the area is fully developed. Prior to the subdivision of any prop-

erty or the construction of any new streets, property owners will need to prepare a master drainage plan for the entire sub-area, demonstrating to the City's satisfaction that storm water retention will work with the future system of streets and parks. The City may decide to assist with the preparation of the storm drainage master plans.

### *Parks*

Approximately seven acres of parks and plazas are proposed in the City Center area, which contribute to meeting the City standard of providing 2.5 acres of neighborhood parks per 1,000 residents. These are composed of linear parks on the east side of Avondale Boulevard, and a park of an unspecified configuration on the west side of Avondale Boulevard. In addition, small pedestrian plazas of 6,000 to 15,000 square feet are called for within the pedestrian retail areas. An additional six to nine acres of public parks will be required if the full amount of projected residential development is built.

The parks should be built as part of residential development projects, so that the site planning of the streets and residential units can be coordinated with the park development. The parks are distributed such that they can be built by private developers in phases, consistent with the phasing of residential development. If for any reason residential development occurs prior to park construction, residential development would need to pay a fair share financial contribution towards the future park construction. Public park land dedication is also required for non-residential projects, but owners may be compensated for land dedicated over and above City requirements. The City may decide to assist with financing and/or construction of the parks. Residential developers will still be responsible for any development impact fees charged by the City for other types of parks such as community parks and regional parks.

### *Avondale Boulevard Land Art*

Sidewalks, street trees, pedestrian-scale street lights, and landscaped front yard areas are a key infrastructure component for the City Center that will establish the image for the whole area. The City installed Avondale Boulevard roadway improvements and curbs, and anticipated that private developers would install public sidewalks, street trees, and front yard landscaping as part of project development. The Plan calls for a "land art" design scheme, with landscaped terraces and retaining walls. It also calls for pedestrian-scale street lights along the length of Avondale Boulevard adjacent to the sidewalks. The City could choose to assist with installation of improvements along the Avondale Boulevard Corridor, to help establish a consistent and attractive character for the area.

### *Public Art*

The City currently operates a public art program, funded by 0.5 percent of the City's General Fund monies devoted to capital improvements. Public art is an important component of the streetscape improvements in the City Center area; it is very important to create in interesting and distinctive character in the pedestrian retail areas. The City should establish a program to ensure that public art is constructed in the City Center area in the areas with the highest concentration of pedestrian activity.

### *Community Center*

The City of Avondale has identified a need for a community center building, based on analysis of parks and recreation needs. A community center would provide a place for community meetings, recreational programs, and civic events. A site of at least one to three acres would be required. The City Center area is a good location for a community center. It is centrally located within the City with easy access from the freeway and arterials, and a location on Avondale Boulevard or Van Buren would be prominent and visible. Land acquisition for a community center site could be part of a catalyst project in the City Center area. There are many types of funding sources that could be applied to the costs of a community center, including state and federal grant funds.

### *Parking*

On-site parking is typically provided as part of each individual development project. However in areas of compact development, it can sometimes be more efficient and cost-effective to create shared parking within walking distance of several different properties. Shared parking allows the parking to be used more efficiently, thereby requiring less parking than if each development site builds its own on-site parking. These could be built as part of a private development project, with apportionment of costs between different properties and/or different users. The City could also decide to assist with costs as part of a catalyst project, or in order to ensure that the parking is open to the public. Public parking structures could also be built. These would be most appropriate to serve pedestrian retail areas, where the parking would serve a number of different tenants. These could be built as part of a private development project, or the City could build and own the parking. For any City-owned parking, a parking district would likely be established to own and operate the parking.

<b>Table 6-1: Summary of Infrastructure Needed for City Center Area Development</b>	
<b>PROJECT</b>	<b>PROJECT DESCRIPTION</b>
Avondale Boulevard “Land Art” streetscape	Sidewalks, street trees, pedestrian-scale street lights, retaining walls, landscaping, banners
Van Buren Street widening to full six lanes	Land acquisition for street widening and construction of two additional lanes that are not currently funded in the CIP
Van Buren Street streetscape	Sidewalks, street trees, pedestrian-scale street lights, landscaping, banners
Traffic signals on Avondale Boulevard and Van Buren Street	Corporate and Avondale; Van Buren and Park Avenue; Van Buren and 117th; and Van Buren and 119th
Corporate Drive: land acquisition	Land acquisition for the full right of way of Corporate Drive and the intersection at Avondale Boulevard
Corporate Drive construction	Street, sidewalks, street trees, landscaping, and pedestrian-scale street lights
Corporate Drive streetscape in pedestrian retail areas	Sidewalks, street trees, shade structures, benches, trash receptacles, public art, and pedestrian-scale street lights
117th Avenue and 119th Avenue	Street, sidewalks, street trees, landscaping, and pedestrian-scale street lights
Roosevelt Street	Street, sidewalks, street trees, landscaping, and pedestrian-scale street lights
Local streets	Street, sidewalks, street trees, landscaping, front yard trees to shade the sidewalk, and pedestrian-scale street lights
Linear parks	Sidewalks, trees, landscaped park area, underground storm water retention, benches, pedestrian street lights, trash receptacles, public art
Pedestrian plazas	Plaza paving and landscaping, street trees, shade structures, benches, trash receptacles, public art, and pedestrian-scale street lights
Natural open space/storm drainage areas	Fifty foot wide areas planted with natural landscaping, including a pedestrian pathway, designed to serve for storm water detention and as open space. Underground storm water detention may be necessary
Storm drainage master plans by subarea	Master plan for storm drainage to demonstrate that drainage will work with the future streets and parks in the surrounding area.
Storm drainage treatment	Natural bio-swales or mechanical devices for filtration of storm water
Water and sewer lines in major collector streets	Water and sewer pipes in Corporate Dr., Roosevelt St. , 117th and 119th Avenues
Water and sewer lines in local streets	Water and sewer pipes in local streets
Community center	<p>A site of one to three acres for a community center with meeting rooms and space for recreation programs and civic events. On-site parking would be required.</p> <p>This would be a public project built by the City. Land would need to be acquired first. The land could be used on an interim basis for outdoor events. The community center could be built in the future when funds are available.</p>
Public parking for pedestrian retail	A public parking lot, upon which a public parking structure will be built, to serve pedestrian retail
Shared parking	A public parking structure that serves multiple properties and/or multiple uses.

## SCHOOLS

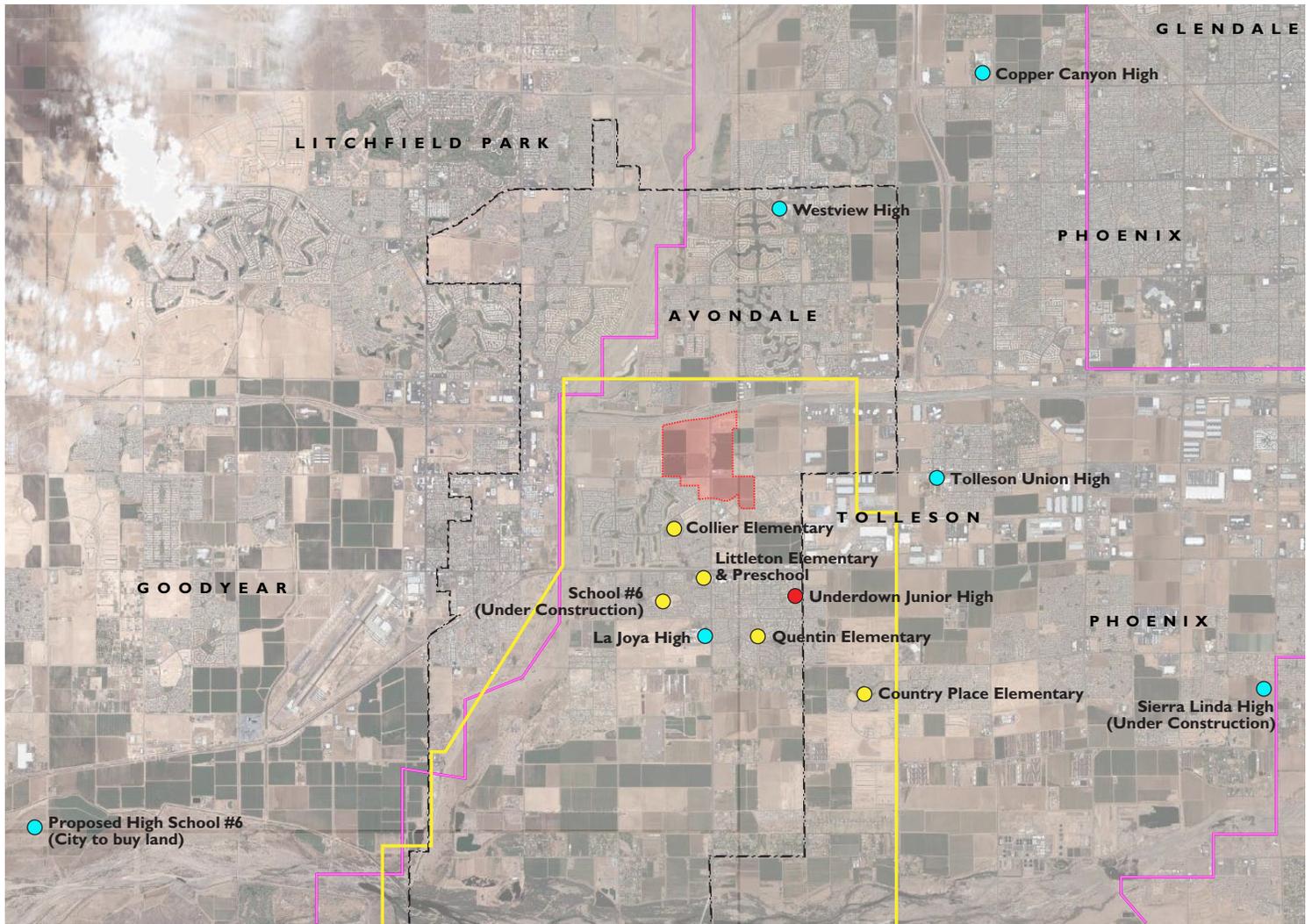
The Avondale City Center area is served by two public school districts: Littleton Elementary School District and Tolleson Union High School District (see Figure 6-1, School Locations). Beginning in August of 2008, all elementary schools in the Littleton district are scheduled to become K-8. These school districts do not have standard generation rates to estimate the number of students that would be added to the school district from townhouses or condominiums as are planned in the Avondale City Center area. The consultant team researched rates used in surrounding cities and decided to use rates established by Glendale and Peoria. High school rates are 0.1 student per unit for townhouses and 0.08 students per unit for apartments/condominiums. Elementary school rates are projected to be 0.225 students per townhouse and 0.18 students for apartments/condominiums. For calculation purposes, it is assumed that 40% of the new units in the study area would be townhomes and 60% would be apartments or condominiums.

Based on these assumptions, it is estimated that the City Center site will generate between 238 (low) and 356 (high) elementary students per year, and between 106 (low) and 158 (high) high school students per year. That amounts to between 346 and 514 total school children per year. These estimates may be high, depending on how many of the future Avondale City Center residents have children in their households.

Currently, the Littleton School District projects an increase of about 1,460 students per year, and Tolleson projects about 650. There are four elementary schools, one junior high school, and four high schools in operation in the Littleton and Tolleson districts. The elementary schools are near capacity, as demonstrated by the fact that a fifth is under construction and that all the elementary schools are planning to expand to accommodate the district's 7th and 8th graders. (The existing junior high is to become the site of the Littleton School District Offices.) The Littleton Elementary schools are counting on bond measures to enable them to expand, and to fund the new school, which is being planned south of the study area. All of the high schools except Copper Canyon are at capacity; a fifth is under construction, and land has been selected for a sixth. New students generated by the City Center site would likely attend Collier Elementary School and La Joya High School, both of which exist already.

Schools are one of the most important types of public facilities for residential development. While not the responsibility of the City, the City of Avondale and private developers will need to cooperate with the school districts to ensure that school sites are available and enrollment capacity is provided as development occurs.

Figure 6-1  
**School Locations**



- Elementary Schools
- Junior High Schools
- High Schools
- - - - - City of Avondale Border
- Littleton Elementary School District No. 65 Boundary
- Tolleson Union High School District No. 214 Boundary
- ▭ Planning Area

## 6.3 INFRASTRUCTURE FUNDING AND FINANCING STRATEGIES

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### OVERVIEW

Standard procedure in Avondale, as in most cities, is for private developers to fund and construct infrastructure to serve their projects. The City also collects impact fees to fund infrastructure that serves the entire City, such as arterial streets or community parks.

The City may decide to provide technical and/or financial assistance for private development projects, essentially for two reasons: (1) if an incentive or assistance is needed to attract development projects; or (2) if certain types of infrastructure cannot be completed on a piecemeal basis. Assistance may be small or great. It may be used to fully fund a discrete project, or it may pay for a portion of the cost of some type of infrastructure. A basic level of assistance would be for the City to prepare the construction documents for streets and/or parks. The City could go further and provide direct financial assistance for a portion of infrastructure construction costs. The City could establish municipal improvement districts, issuing bonds to finance infrastructure costs and allowing costs to be repaid through assessments or taxes over time. Table 6-2 below describes a variety of funding and financing mechanisms that could be used to assist private development projects and/or build public infrastructure in the City Center area.

Some infrastructure components serve the area as a whole rather than just one property owner. In these situations, mechanisms to equitably distribute the cost of area-wide infrastructure among the property owners may need to be established. The City may also decide to contribute to the cost of this infrastructure from the General Fund or other sources. The components that are considered area-wide infrastructure within the City Center include the following:

- Avondale Boulevard Streetscape Improvements – pedestrian-scale street lights, banners, sidewalks, and street trees.
- Van Buren Street - additional lanes and streetscape improvements
- Corporate Drive – street right of way, street improvements, streetscape improvements including pedestrian-scale street lights and street trees, and the traffic Signal at Corporate Drive and Avondale Boulevard
- Major Water and Sewer Lines in Corporate Drive
- Linear Parks

### POTENTIAL FUNDING MECHANISMS FOR CAPITAL PROJECTS

The City has a variety of tools and mechanisms available to finance capital projects such as streets, sidewalks utility infrastructure, landscaping, lighting, parks, etc. for the City Center. Below is a table which summarizes the financing mechanism, the repayment method/source and potential uses for elements of the City Center project. These programs can be used individually or in some cases combined in order to leverage resources, which could make the difference in a project going forward.

**Table 6-2: Potential Funding and Financing for the City Center Projects**

<b>FINANCING MECHANISM</b>	<b>REPAYMENT METHOD</b>	<b>USES FOR CITY CENTER</b>
<b>Bonds:</b>		
General Obligation Bonds (GO)	Property Taxes	All aspects of plan implementation including utility infrastructure, streets, sidewalks, landscaping, public buildings, parks, road and sidewalk maintenance
Revenue Bonds	Pledge of specific revenues such as utility revenues, HURF, etc	Utility infrastructure, parking
Highway User Revenue Fund Bonds	City's HURF allocation	General street improvements Maintenance (although restricted to less than ½ of revenues)
<b>Special Taxing Districts:</b>		
Community Facilities District (CFD)	GO Bond Secondary property taxes Special assessment bonds on CFD area	All aspects of infrastructure within the CFD Operations and maintenance
Municipal Improvement District (MID)	Special assessment on property owners Contingent liability of General Fund	All aspects of plan implementation including utility infrastructure, streets, sidewalks, lighting, landscaping, public buildings, parks, Road and sidewalk maintenance
Parking District	Fees from parking meters, and other related parking revenue	Parking lots, parking structures, parking and transportation signage Landscaping, maintenance and security
<b>Development Agreements:</b>		
Public-Private Partnerships	Debt issued by City	Parking Public infrastructure
Payback Agreements	Outlined in a development agreement	Over sizing public infrastructure to benefit future development
<b>Grants/Loans:</b>		
Section 108 Loan Guarantee Program	Four times the City's annual CDBG allocation used as collateral to securitize the loan Developer repays the debt service	Property acquisition, economic development activities, construction or installation of public facilities, public works and other site improvements
Economic Development Initiative (EDI) from EDA	Used in conjunction with Section 108. It provides additional security by helping the city cover any shortfall in debt service	For projects noted in Section 108 Can also be used to reduce the interest rate of a loan or paying some of the project costs
Greater Arizona Development Authority (loans)	GO and Revenue Bonds COP or MPC CFD and MID	All public infrastructure and facilities

Table 6-2: Potential Funding and Financing for the City Center Projects		
FINANCING MECHANISM	REPAYMENT METHOD	USES FOR CITY CENTER
<b>Other:</b>		
Certificates of Participation (COP)	General Fund Pledge of city revenues such as state shared funds, excise taxes	Municipal buildings, public safety equipment, parking facilities
Municipal Property Corporation (MPC)	Pledge of city revenues such as state shared funds, utility revenues, excise taxes	Construction of Public Facilities Street Improvements Land acquisition
Government Property Lease Excise Tax (GPLET) <sup>1</sup>	Excise tax paid by the user over the term of the agreement	Office, retail, hotels, parking, residential

<sup>1</sup> GPLET – A program that eliminates the real property tax obligation for a company, replacing it with a predetermined excise tax that is dependent on the type of use.

## FUNDING AND FINANCING FOR SERVICES AND MAINTENANCE

Funding the maintenance of public infrastructure such as sidewalks, landscaping, street lights, and parks is currently done through the City’s general revenue. Creation of an improvement districts allows for the funding of ongoing maintenance. Improvement district mechanisms that allow for the collection of revenue for maintenance include:

- Community Facilities District
- Municipal Improvement District
- Parking District
- Landscape and Lighting Assessment District
- Business Improvement District

Given the phasing recommendation for City Center, it is envisioned that Avondale could employ one or a combination of different district mechanisms within each phase.

## 6.4 A STRATEGIC PLAN FOR GETTING STARTED

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### OVERVIEW

If limited City resources are to be used efficiently they need to be allocated in a focused and strategic manner. The most promising area in which to begin implementing the City Center Specific Plan is the east side of the Avondale Boulevard between Corporate Drive and Van Buren. A number of factors make this area a logical place to begin. Two four-story hotels have recently been built there, and there is residential development immediately adjacent to the east. Business park developments are also planned in the adjacent areas to the east along the I-10 corridor. The new hotels can function as a sort of development “anchor” on the northern end. It is important to establish a critical mass of development within a compact area to achieve a pedestrian-oriented character. Dispersing new development throughout City Center with large areas of vacant land in between developments is contrary to the vision. The east side is a relatively compact location that offers the opportunity to connect to existing development.

The City can move forward by working directly with one or two property owners on catalyst projects. Property owners in the eastern area may be interested in working with the City, since they are not currently annexed into the City and do not have any zoning entitlements. The first project(s) would likely involve a restaurant, some retail or entertainment uses, and some residential development of townhouses or condominiums, based on market conditions anticipated over the next five years. These uses can start to establish an interesting character for the area. A public parking lot could be built, which could serve as a site for a public parking structure in the future.

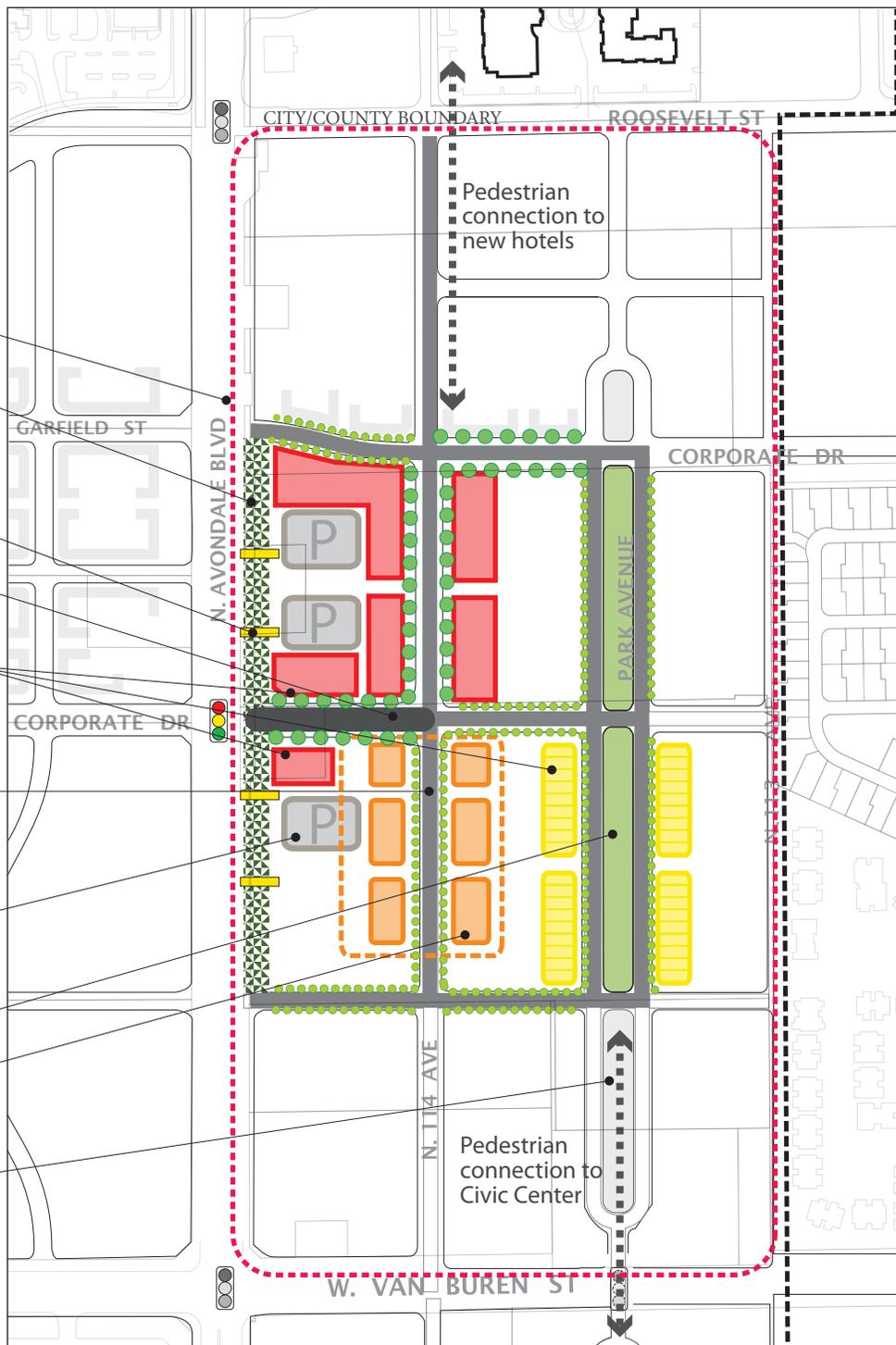
The first catalyst project would need to establish a presence on Avondale Boulevard, with the installation of “land art” landscaping, along with themed street lights, and signage identifying the area. The project should also include a first segment of the linear park, so that new residential units could have the benefit of a location overlooking a park. The City could assist with infrastructure such as the first segment of Corporate Drive, the Avondale Boulevard/Corporate Drive traffic signal, street landscaping on Avondale from Corporate to Fillmore, and signs on Avondale Boulevard.

Some sort of event site should also be established in the first phase, where fun events can be held, and family recreation activities can occur. This will get people used to coming to this area and thinking of it as the community center. The City could partner with a private landowner to get this going, or acquire land for this purpose that would later be used as a site for a community center. The site could be used for events tied to: auto races at PIR, sports, recreation, crafts fairs, festivals, holidays, or civic occasions.

Figure 6-2 illustrates a potential plan for a catalyst project in this area. It shows how the sites closest to Corporate Drive could begin to develop, and how the City could assist with public infrastructure. The text below describes the components of the strategy. The strategy would be revised and refined based on property owner interest, developer interest, and City Council decisions about City participation.

# Catalyst Projects - A Strategic Plan for Getting Started

- Annex county land and establish new zoning
- Avondale Blvd. Land Art (street trees, landscaping, sidewalk, retaining walls, pedestrian-scale street lights)
- Gateway signs
- Corporate Drive: one block plus traffic signal
- Public/private partnerships:
  - Pedestrian Retail
  - Residential Development
  - Restaurant
- Street segments:
  - Corporate Drive
  - 114th Avenue
  - Park Avenue
- Public parking: surface parking, and future parking structure
- Linear park
- Site for community events and/or future community center
- Pedestrian connections

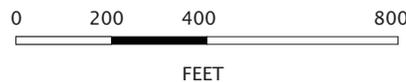


**LEGEND**

- |  |                              |  |                               |
|--|------------------------------|--|-------------------------------|
|  | Land Art landscape statement |  | Pedestrian retail development |
|  | Gateway sign                 |  | Event space                   |
|  | Local street                 |  | Residential development       |
|  | Collector street             |  | Parking                       |



2 ACRES



## **IMMEDIATE ACTIONS – “SHORT-TERM WINS”**

Immediate actions, also called “short-term wins” can be undertaken to establish the City Center area as a memorable destination. Even before private development begins, visual elements alone can signify that something special is happening to the area, and invite residents and visitors to look out for a new and exciting area. These projects also present an opportunity to build excitement about the City Center during public announcements, grand openings, and public “ribbon-cutting” ceremonies.

### *Annexation and Zoning*

A first step the City must take in implementing the City Center Specific Plan involves annexation and zoning. Currently, the east side of the City Center is primarily county land (see Figure 2-4). The City must annex the county land so that the whole City Center Area falls under the jurisdiction of the City, its General Plan, and its adopted specific plans. As part of the annexation process, the City would establish the zoning that will apply to this area. The zoning would be based on the provisions of the Specific Plan. Annexation of this area and rezoning greatly enhances the property values in this sub-area. The City will need to work closely with property owners through the annexation process. If for any reason they are not interested in pursuing development under the Specific Plan, the City could focus on other sub-areas and pursue annexation of this eastern area at a later date.

### *Avondale Boulevard “Land Art”*

The City can begin designing and installing the “land art” statement along Avondale Boulevard near Corporate Drive. Avondale Boulevard improvements can have an immediate impact in terms of identity and place-making. The construction of one or two blocks of the “land art” design scheme would provide a clear signal that the area is changing, and will enhance the image and appearance of the area. Elements of the land art scheme include sidewalks, street trees, pedestrian-scale themed street lights, retaining walls, and landscaping. The City could decide to build some or all of these components. These improvements could be combined with the development of a restaurant or retail use along Avondale Boulevard, and the construction of a parking lot.

### *Gateway Signs*

The City could install attractive monument signs along Avondale Boulevard to establish the City Center name and to provide a location for tenant signs. The signs could even be electronic signs that inform the community about city services and events, as well as advertise tenants or new residential development. The signs would generate interest as well as advertising revenue. Another possible short-term infrastructure improvement project involves the intersection of Avondale Boulevard and Corporate Drive—a key intersection in the City Center scheme. The City can install a traffic signal at the intersection so that drivers will have access in and out of the development sites and pedestrians will feel welcome. In addition, the pedestrian refuges built into the proposed street sections present an opportunity for an architectural “gateway structure” in the median island, or banners that draw attention to the intersection (see the section drawings of Corporate Drive in Chapter 4).

### *Corporate Drive and Other Key Street Segments*

The City of Avondale can also initiate public infrastructure projects that will lay the groundwork for new development. The City can plat and name streets, and can also construct key street segments. Within the “kick-start area”, Corporate Drive between Avondale Boulevard and 114th Avenue is a logical first segment. It serves two key properties, and is an important link in the City’s overall circulation system. As development begins to occur, the City could assist with other key street segments, including other segments of Corporate Drive between 114th Avenue and the linear park; 114th Avenue connecting from Corporate to Roosevelt Street, or the local street segments of the linear park street. When this local framework is established, the extensions of these new roads and the eventual City Center grid will more readily fall into place.

## **PUBLIC/PRIVATE PARTNERSHIPS**

### *Catalyst Projects*

Public/private partnerships with property owners in the eastern sub-area offer a key opportunity to achieve the goals of the Specific Plan. The City can provide financial and technical assistance to property owners to help build public infrastructure, such as streets or streetscape landscaping. The City can negotiate with property owners to build a surface parking lot, and acquire air rights for the construction of a future public parking structure. The City could negotiate to acquire or lease land as a site for public events, and eventually use that land to build a community center. The City could agree to build the linear park as part of a residential development project.

One property owner plans to build a restaurant on Avondale Boulevard near Corporate Drive. Due to its central location, this project has the potential to serve as a catalyst for additional development nearby. If it is built as a fun and attractive place, this restaurant can serve as the cornerstone of the new development in the “kick-start area”—the first true destination that makes people aware of the City Center and curious about its future development. It will also offer assurance to potential developers that the City is committed to creating a lively new atmosphere.

Other properties also offer opportunities for public private partnerships. For example, a pedestrian retail project could be built on one of the properties close to the new hotels. It could be designed to start with two-story buildings, and incorporate higher-intensity mixed use development and structured parking in future phases. A street connection to the hotels could be part of the project. The City could assist with the construction of public parking as part of the project.

There is also an opportunity to create a public/private partnership for residential townhouses or condominiums. There is likely some market demand for this housing type, since townhouses and condominiums do not currently exist in Avondale. The City could provide financial and technical assistance to build a segment of the linear park. The linear park would make the units more desirable by providing an attractive view and a passive recreation area right across the street.

Combined with the “short-term wins,” the new developments on some of the eastern sub-area properties will begin to establish an exciting destination—a visible, accessible, multi-use center with sufficient parking, places to eat, shop, and walk in the park.

### *An Outdoor Site for Community Events*

Along with retail and residential development, the “kick-start” area will need large-scale, visible and active outdoor programming. Public programmed activities are essential to establishing a sense of community within the newly developed areas. Programming also functions to bridge the vacant land between the new developments and to create a single active and dynamic district.

An outdoor site could be established as a location for public events and celebrations, as part of a catalyst project. The site could be operated by the City, or by a private property owner. The site should be located at a highly visible location along a street, adjacent to parking. Proximity to a restaurant would be ideal. The event site would be a location to concentrate community activity and stimulate excitement about the City Center, and would be within pedestrian walking distance of the new hotels to the north. The site may be graded for temporary structures like tents, or may be equipped with small community kiosks or huts. Additionally, sponsors of some events may choose to partner with local restaurants or stores to boost interest and sales for both.

As the area becomes established as a space for community events, and as the remainder of the City Center begins to build out, some of the events will likely move to new locations. This may include the north-south linear parks, larger community parks, or new, permanent event venues. At first, however, a single, recognizable event space is necessary for people to begin to perceive the City Center as the heart of a new community—a place that residents and workers are welcome to come and explore.

### *An Avondale Community Center*

While the Specific Plan does not propose a particular site, a community/events center could be a key element of the future City Center. Its location will depend largely on the parcels that the City is able to acquire, and the types and locations of projects that develop throughout the site. The funds could be used to acquire a more central location for a future new community center within the City Center. The site could initially be an outdoor site for public events, and later serve as the site for construction of a community center building. City funds for land acquisition could be of substantial benefit to the financial viability of a private development project.

A new community center would be a logical second phase of the outdoor public events site. The community center will have a sense of permanence that the initial public event space lacks. As the area builds out, some of the events programming will relocate to the community center, which will offer more on-site amenities and services. Meanwhile other events that do require outdoor space can extend into the new linear parks, plazas, and open space connectors and corridors.

## MARKETING

The strategies outlined here can be achieved only through extensive marketing to both developers and tenants. The City must play an active role in encouraging potential players, proposing plans, and finding ways to facilitate agreements and projects. Below are a number of specific marketing strategies.

To successfully market a project like the City Center will require a combination of awareness and branding and lead generation techniques. The marketing approach needs to reflect the vision and convey the diversity and excitement of City Center; consequently there is not one single action that will make the difference, but rather a combination of marketing activities.

### *Awareness and Branding*

- Develop materials that are consistent in design and image to build awareness of City Center.
  - Direct mail pieces and/or postcards aimed at the various audiences
  - Fulfillment brochure that includes demographic information and a map of the site and its trade area
- Distribute materials about the City Center to brokers, developers, investors, etc.
- On an annual basis host brokers and developers and provide them with an overview of progress and opportunities within City Center.
- Retain the services of a hotel consultant to help position another hotel site.
- Promote the City to hotel lenders and inform them of the area and the growth potential.
- Issue press releases on a regular basis regarding City Center progress.
- Retain the services of a public relations firm that specializes in development projects. Have them write articles and secure editorial coverage on City Center in local, regional and national publications and newspapers.
- Update the City's web site to include information on City Center.
- Develop a conceptual three dimensional rendering of a mixed use project that captures the essence and vision of City Center and place ads in local publications such as Arizona Commercial Real Estate.
- Conduct special events in the City Center area.

### *Generating Leads for Private Development*

- Issue a Request for Proposals for the development of a pedestrian retail project, parking structure, community center, or other first phase project. The City would need to partner with a property owner, or acquire the land directly.

- Identify a first phase catalyst project and focus implementation and marketing resources on that particular project or site.
- Attend the International Council on Shopping Centers (ICSC) southwest region and annual meetings and promote retail opportunities within the City Center.
- Attend other key local, regional and national events, trade shows and conferences to generate leads.
- Consider retaining the services of a real estate brokerage house to market city owned land (assuming that the city purchases land).

### *Personal Outreach*

- The City might establish a group of economic development agents, for example, the “Avondale Ambassadors,” to make a concerted effort to reach out to key players and express the City’s interest in realizing projects. They can help the City organize developer and broker tours and briefings about the City Center site and the types of development the City would like to encourage.
- The City can build a constituency by reaching out to City organizations and businesses, in order to build support for City Center development. A “City Center Working Group” composed of interested property owners, brokers, and community leaders might be formed to work with the City on an ongoing basis to market the City Center. The Working Group may coordinate marketing with local businesses such as PIR-related businesses or hospitals, in an effort to push local development opportunities. This group might also take the lead in representing the City Center at local, state, and national conferences, to “put it on the map” in the development community.

## **EVENTS**

Community events are an important component in establishing the City Center area as the “heart” of the community. There are numerous types of events that can bring the community together, related to sports, festivals, holidays, displays, schools, recreation and sales. It is recommended that a site be identified within the City Center that can be used for community events as soon as possible, even before private development begins. In this way the area begins to be “branded” as a true “city center”, and activities foster interest and excitement about future development. The site could be the future site for the community center; it could be leased or purchased by the City for event purposes, or operated as an events location by a private property owner. A minimal amount of infrastructure would need to be installed to provide electricity and water services. Temporary shade structures could be erected for the events.

Examples of the types of events that could occur include the following:

- **Phoenix International Raceway (PIR) Events.** These would be associated with car races that occur throughout the year at PIR. They could include outdoor food and music events, awards events, car display events, and other events that would attract PIR patrons.

- **School Events.** Schools often need locations for festivals, arts display, sports competitions, fund-raisers and other types of events. Events associated with schools would attract parents and children, and identify the City Center as a family destination.
- **Sports Competitions.** Sports leagues could use the open area for informal sports competitions, annual awards barbeques, and other sports-related activities.
- **Music, Arts, and Food Events.** The city could host one or two annual events that involve food, music, and arts.
- **Sales Events.** Events that involve the sale of special items, such as crafts or holiday merchandise can create a fun occasion and be financially self-supporting.
- **Holiday and Civic Events.** Holidays and civic occasions offer the opportunity to host citywide events similar to the Pre-Super Bowl Bash hosted by the City.

## **6.5 STAFF WORK PROGRAM – CITY CENTER PLAN IMPLEMENTATION**

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Implementing the City Center Specific Plan requires an active effort by the City. Each City department has a role to play. Following is a list of actions that should be undertaken in the next two years to move forward with the City Center Specific Plan, listed by City department. The list includes basic plan implementation tasks, as well as tasks related to public/private partnerships and catalyst projects.

**Table 6-3: Staff Work Program - Suggested Work Plan**

SUGGESTED WORK PLAN	CITY CLERK	CITY MNGR'S	OFFICE	COMMUNITY	RELATIONS	DEVELOPMENT	SERVICES	ECONOMIC	DEVELOPMENT	ENGINEERING	FINANCE	LONG RANGE	PLANNING	INFORMATION	TECHNOLOGY	PARKS & RECREATION
	<p>1. Publish and distribute the City Center Specific Plan.</p> <p>2. Amend the General Plan and General Plan Land Use Map to reflect the provisions of the City Center Specific Plan.</p> <p>3. Prepare new zoning for the City Center area, consistent with the provisions of the Specific Plan. Include provisions for each of the land use classifications described in the plan as well as the development standards. Address detailed issues such as: the project review process for different types of projects; development standards calculations (e.g. how to measure the ratio of employment square footage and residential square footage in the employment mixed use area); and regulations for events and temporary uses.</p> <p>4. Encourage property owners that are not currently within the City boundaries to annex to the City and rezone their properties consistent with the Specific Plan. Assist property owners with their applications.</p> <p>5. Establish official plan lines for the collector streets and public parks.</p> <p>6. Study the formation of a public parking district for the City Center area, and various financing mechanisms such as in-lieu fees and/or improvement districts.</p> <p>7. Select a unique set of pedestrian street furnishings for the City Center area, including a pedestrian-scale light fixture, bench, and trash receptacle. Work closely with transportation, engineering, and maintenance staff in other departments.</p> <p>8. Review development projects as they are submitted for consistency with the City Center Specific Plan.</p> <p>9. Work to streamline the development review process for projects in the City Center area. Establish a team of City Center experts that includes planning, engineering, economic development, parks and recreation, and other departments as needed.</p> <p>10. Work to streamline the project review process. Figure out how projects can use the traffic analysis already completed for the City Center Specific Plan. Decide on a project by project basis whether any additional traffic analysis is needed. Establish more precisely the items that need to be studied in the traffic analysis for a development project.</p>															



**Table 6-3: Staff Work Program - Suggested Work Plan**

SUGGESTED WORK PLAN	CITY CLERK	CITY MNGRS	OFFICE	COMMUNITY	RELATIONS	DEVELOPMENT	SERVICES	ECONOMIC	DEVELOPMENT	ENGINEERING	FINANCE	LONG RANGE	PLANNING	INFORMATION	TECHNOLOGY	PARKS & RECREATION
<ul style="list-style-type: none"> <li>- Amend the location of public utility easement on Avondale Boulevard, and allow flexibility in the location of retaining walls within the public utility easement, to accommodate the landscape design requirements of the "land art" scheme.</li> <li>- Establish design standards for pedestrian-scale street lights, to address issues such as: whether they are on a separate circuit; hours of operation; materials; protections against vandalism, etc.</li> </ul>										●						
21. Update the sewer system model to reflect future development in the City Center area.										●						
22. Prepare a conceptual design of key infrastructure components, such as Corporate Drive.										●						
23. Prepare preliminary cost estimates for infrastructure that would be part of catalyst projects, such as:										●						
- Corporate Drive/Avondale Boulevard Traffic Signal										●						
- Land Art on Corporate Drive										●						
- Corporate Drive Construction										●						
24. Assist with the preparation of a storm drainage plan for a catalyst project.										●						
25. Establish more detailed design standards for certain streets in the City Center area.										●						
- Establish the right of way width and design requirements for the transition areas on Roosevelt, Corporate, 117th, 119th, Van Buren, where the number of lanes changes and where turn lanes need to be incorporated. This includes the areas where Corporate Drive transitions to a different street design outside the study area.										●						
- Roosevelt Street and 119th Street – Establish the required right of way width and design requirements for segments where projects have already been approved and portions of the street have been built. Clarify that the new design standards only apply to new construction; not to projects already built, or where building permits have been approved.										●						

Table 6-3: Staff Work Program - Suggested Work Plan

SUGGESTED WORK PLAN	CITY CLERK	CITY MNGRS	COMMUNITY RELATIONS	DEVELOPMENT SERVICES	ECONOMIC DEVELOPMENT	ENGINEERING	FINANCE	LONG RANGE PLANNING	INFORMATION TECHNOLOGY	PARKS & RECREATION
	26. Amend the City of Avondale Transportation Plan to state that the City Center Specific Plan establishes the street design standards for the Specific Plan area. State explicitly that it includes some departures from City standards.						●			
27. Identify a potential site for a community center within the City Center area.	●				●					●
28. Prepare conceptual plans for the park site next to the Civic Center site. Consider whether all of the land is needed at this location.										●
29. Prepare a conceptual plan for the linear park on the east side of Avondale Boulevard.						●				●
30. Explore the potential for wireless communication in public plazas and parks in the City Center area.									●	●
31. Update impact fees for development in the City Center area.							●			
32. Study and select specific financing mechanisms to be used for general infrastructure and other area-wide improvements in the City Center area, and identify funding sources for catalyst projects.		●				●	●			
33. Form an interdepartmental team to develop and refine catalyst projects in the City Center area.		●								
34. Consider public/private partnership opportunity sites. Negotiate with property owners to begin to develop the catalyst projects.		●								
35. Undertake construction projects for the “short-term wins”, such as the Avondale Boulevard “Land Art” and Avondale Boulevard signs.		●				●				
36. Identify a potential site for public events, and negotiate with land owners for use, leasing, and/or acquisition of the land.		●								●
37. Oversee the planning and marketing efforts for the City Center area.		●								
38. Allocate staff resources for the implementation of the City Center Specific Plan.		●								
39. Research grant opportunities for infrastructure components of the City Center Specific Plan, and submit grant applications as appropriate.		●					●			
40. Establish work priorities and funding priorities for the City Center area.		●								
41. Work with the City Council on amendments to the public art ordinance and funding, and establish a plan for public art funding in the City Center area.		●								

## 6.6 IMPLEMENTATION POLICIES

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This Implementation Plan chapter provides information and suggestions about how the City can begin to implement the City Center Specific Plan, and how the City can attract and assist private development projects. Specific policies to be adopted as part of the Specific Plan are as follows:

- 6-1** Amend the General Plan and General Plan Land Use Map to reflect the provisions of the City Center Specific Plan. Prepare new zoning for the City Center area, consistent with the provisions of the Specific Plan. Include provisions for each of the land use classifications as well as the development guidelines described in the City Center Specific Plan.
- 6-2** Prioritize the City's implementation efforts in the City Center area as follows:
  - Development along Avondale Boulevard is a top priority;
  - The City should try to build on the existing catalysts within the area (which are currently the two hotels and the Civic Center); and
  - The City should work with the property owner and/or developer that comes forward first with a development proposal that meets the City's vision for the City Center.
- 6-3** Provide incentives to catalyst projects that substantially advance the achievement of the City Center Specific Plan, especially catalyst projects in the first phase. Consider a variety of incentives, including but not limited to: top priority for accelerated development review, reduced permit fees, infrastructure financing, creative funding sources, and upfront City investment in parks and infrastructure adjacent to the catalyst projects.
- 6-4** Explore project feasibility and seek funding in the next few years (by 2012) to construct public improvement projects that establish the character and image of the City Center area, including but not limited to: land art streetscape design on Avondale Boulevard, gateway signs, and Corporate Drive improvements.
- 6-5** Explore the feasibility of public/private partnerships in the area illustrated in Figure 6-2 based on the recommendations in Section 6.4. Encourage private sector development consistent with provisions of the City Center Specific Plan.

- 6-6** Market the City Center area to brokers, developers, and other parties, using techniques described in Section 6.4.
- 6-7** Explore the feasibility of leasing or acquiring a site for community and civic events in the City Center area, and host events if financially feasible.
- 6-8** Encourage property owners that are not currently within City boundaries to annex into the City and rezone their properties consistent with the Specific Plan. Assist property owners with their applications.
- 6-9** Assign City staff to carry out the work program for the implementation of the City Center Specific Plan, as described in Section 6.5. Authorize the City Manager to revise and amend the work program as needed based on staff resources available and City Council direction.
- 6-10** Use the following parameters to guide City decisions regarding funding and financing for infrastructure within the City Center area:
- Private development will be responsible for infrastructure that directly serves the development project, including: streets; utility lines; and storm water retention.
  - The City may decide to provide financial assistance for catalyst projects in order to establish the character of the City Center area and induce private sector development. Financial assistance will be provided only for public infrastructure, including but not limited to: streets, streetscape improvements, public parking, public art, parks, or a community center.
  - The City will work with property owners to establish financing mechanisms for infrastructure, so that costs may be borne by property owners and tenants over time, rather than needing to be paid up front at the time of project construction. Such mechanisms include community facilities districts and municipal improvement districts.
  - Private development may be required to contribute to area-wide infrastructure, on a fair share basis. Fair share will be calculated based on quantitative methods based on the extent of infrastructure impact, such as: building square footage, vehicle trips, lot frontage, or some combination of the above.
- 6-11** Encourage property owners and residential developers to work with local school districts prior to zoning approval to ensure that adequate capacity will be available for student enrollments.

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