

# City of Mesa

## Quality Development Design Guidelines

Design Review Board  
February 12, 2019



**Michael Baker**  
INTERNATIONAL

urban  
design  
studio





# Design Guidelines

## Public Feedback



### A. Developer Forum

September 26, 2018

Attendance: 10

### B. Community Workshop

September 26, 2018

Attendance: 12

### C. Online Survey

October 8, 2018 – November 8, 2018

Participants: 441



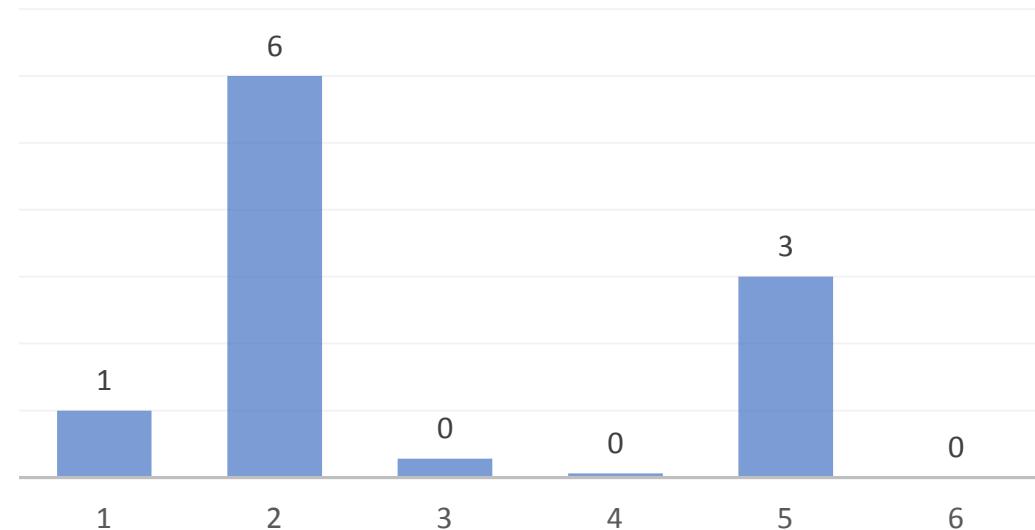
# Design Guidelines

## Developer Forum – Results (9/26/18)



What is the Most Important aspect that defines the character of a suburban place to you?

1. Type & Design of Buildings
2. Design & Layout of a Neighborhood
3. Landscaping of Streets & Public Spaces
4. Vehicular Access & Circulation
5. Walkability & Pedestrian Connectivity
6. Other



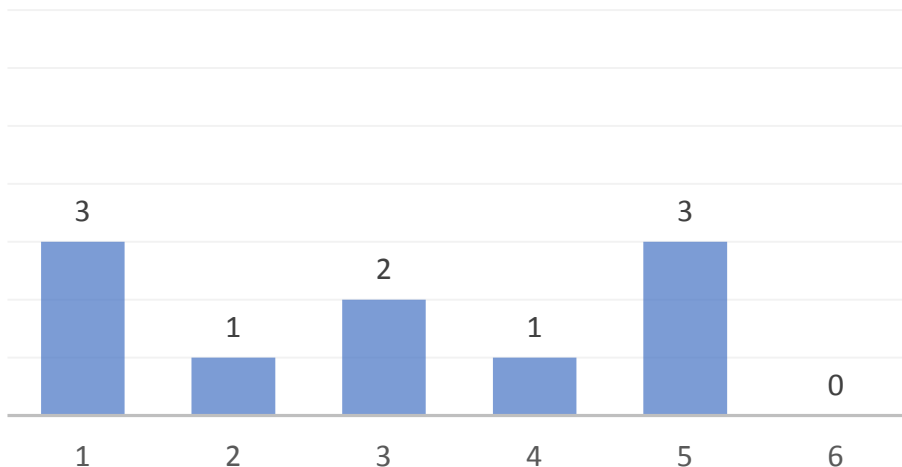


# Design Guidelines

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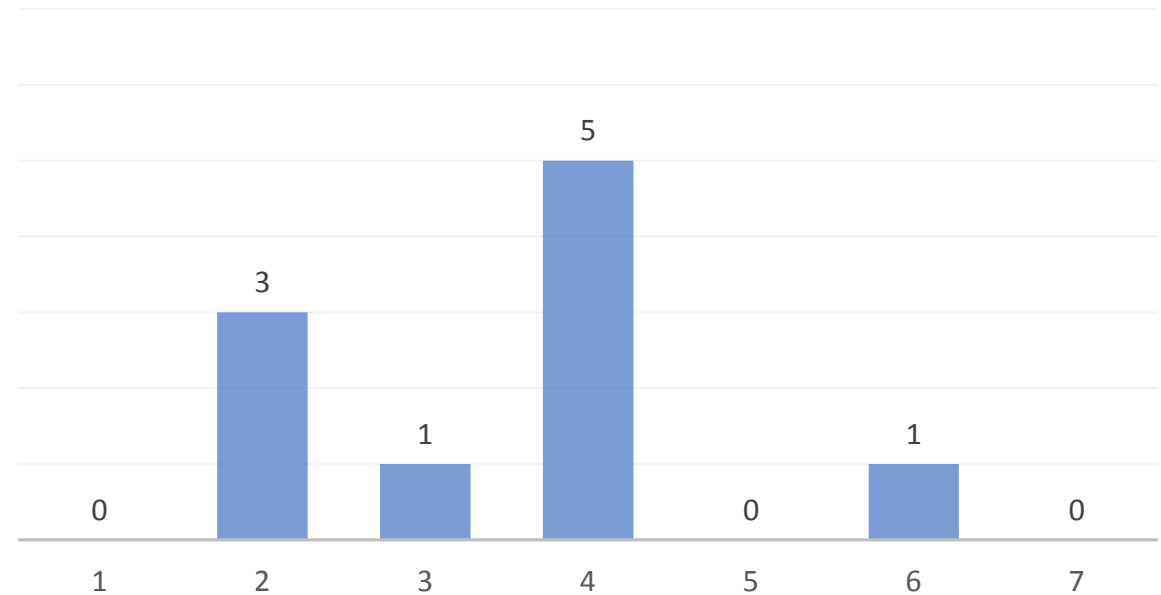
# Design Guidelines

## Developer Forum – Results (9/26/18)



What do you believe is the Greatest Challenge that this project needs to overcome?

1. Provide consistent direction
2. Address conflicting standards
3. Allow for creativity
4. Maintain flexibility
5. Consider development timeline
6. Consider cost of development
7. Other





# Design Guidelines

## Developer Forum – Results (9/26/18)



### Key Takeaways

- Retain flexibility to promote economic development
- Establish predictable and consistent application review conditions
- Align guidelines with existing policy and standards, where appropriate
- Consider site specific context needs
- Consider buyer preferences

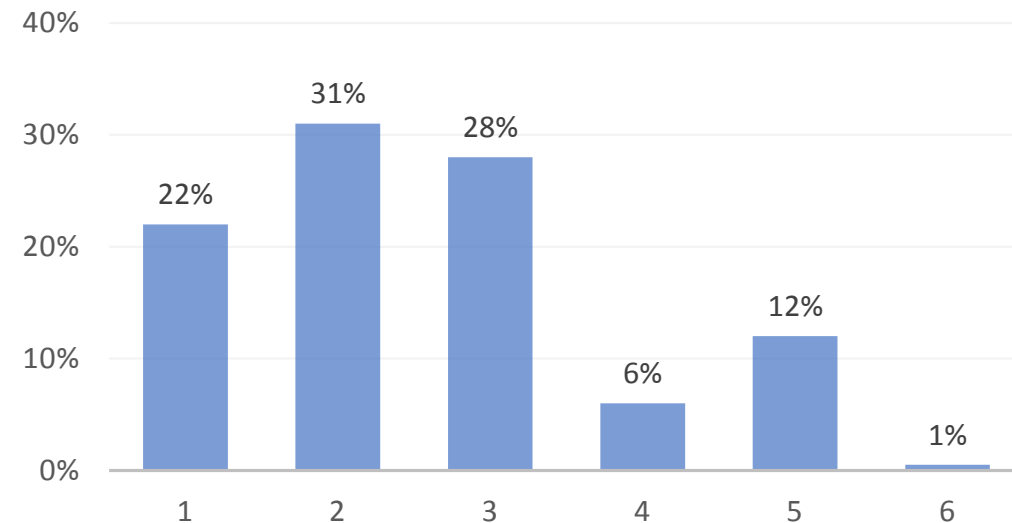
# Design Guidelines

## Public Survey – Results (9/26 – 11/8)



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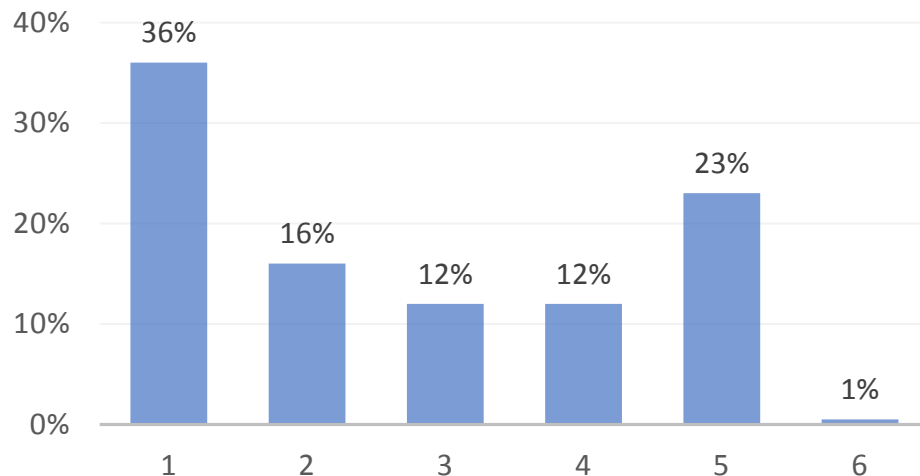


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# Design Guidelines

## Public Survey – Results (9/26 – 11/8)



Single Family  
Detached Neighborhood

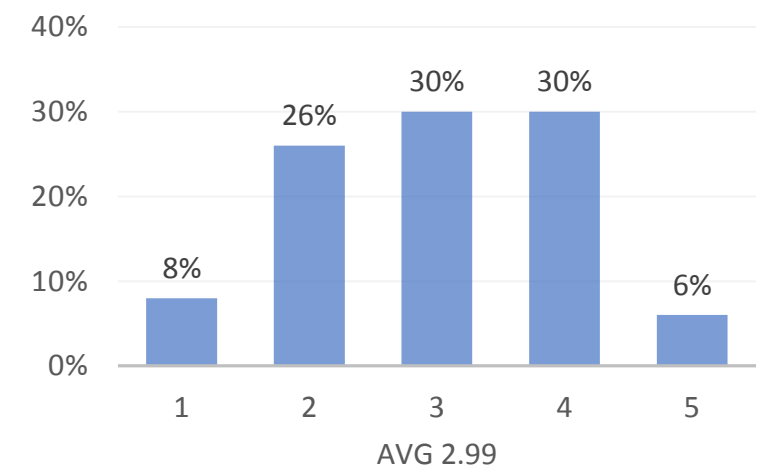
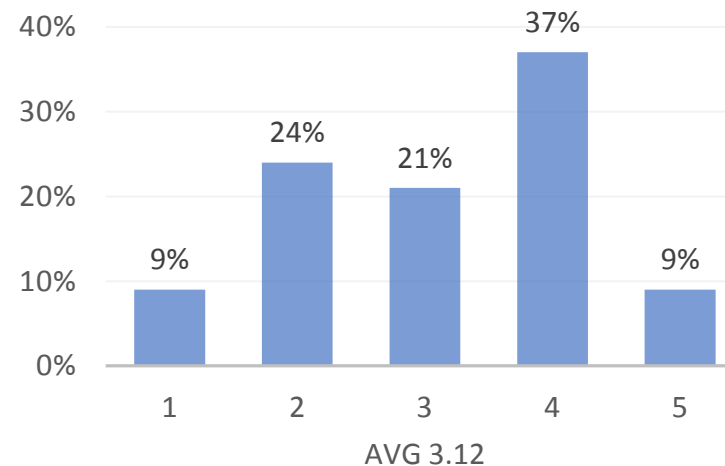
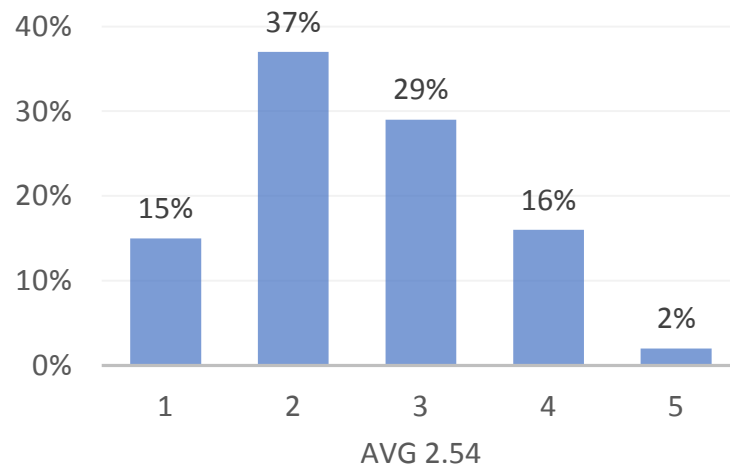
Highly  
Undesirable



Highly  
Desirable

NOTE: Each photo was  
presented and rated individually

**What's your opinion of the overall character (look and feel) of this development?**





# Design Guidelines

## Public Survey – Results (9/26 – 11/8)



Single Family  
Attached Neighborhood

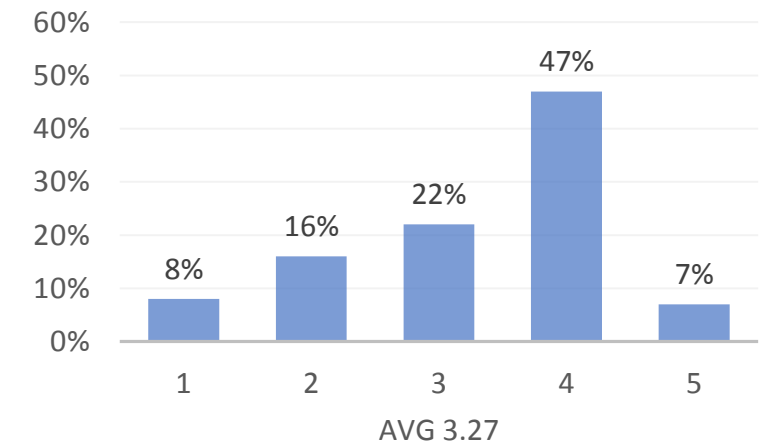
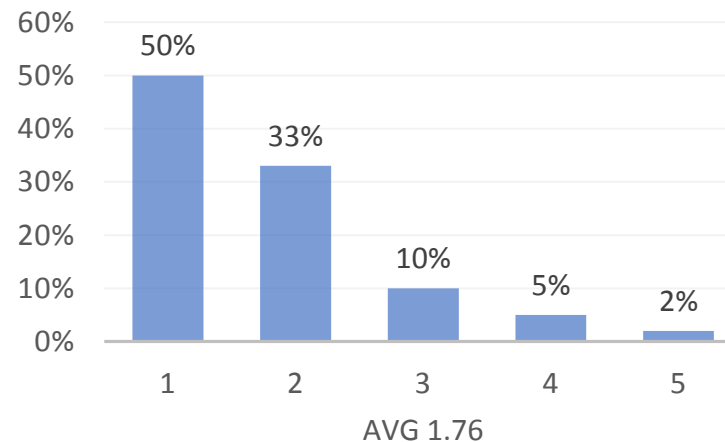
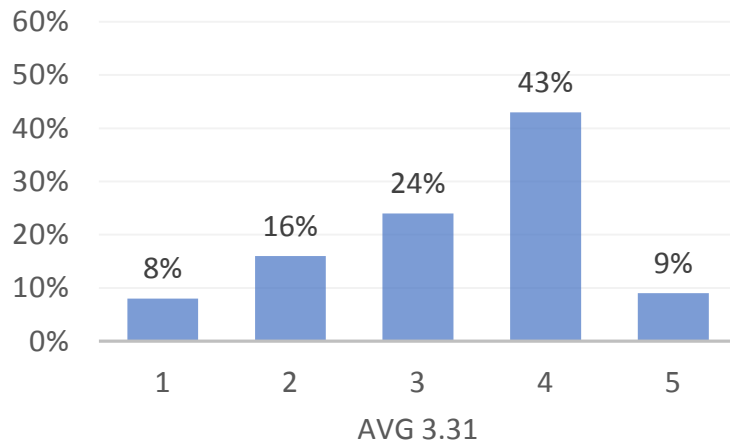
Highly  
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# Design Guidelines

## Public Survey – Results (9/26 – 11/8)



Suburban  
Multi-Family Development

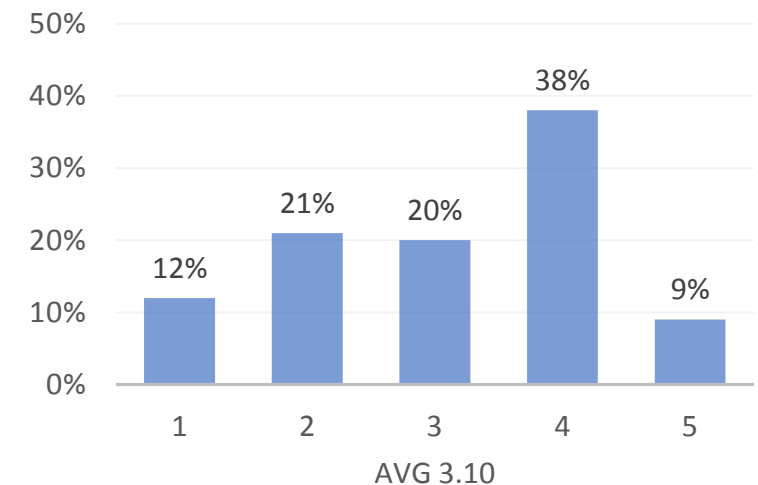
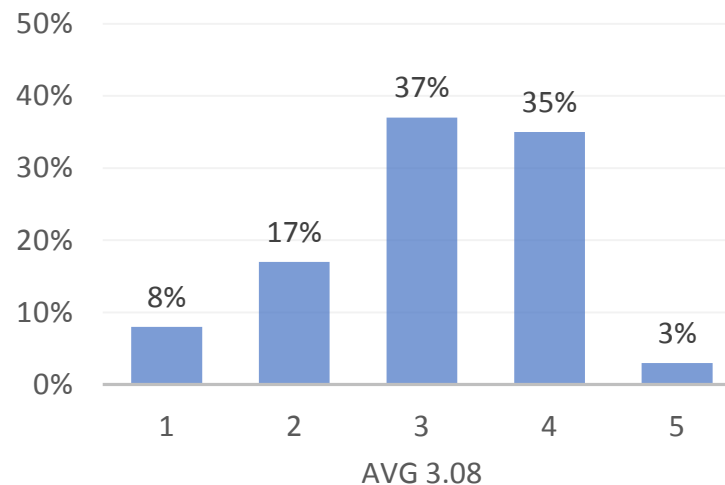
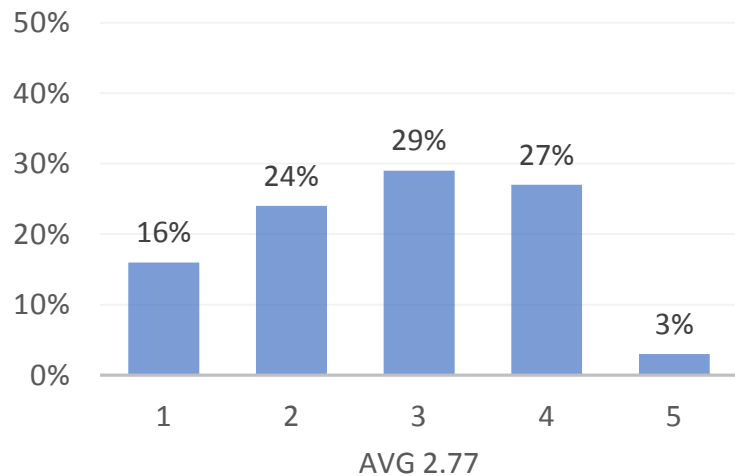
Highly  
Undesirable



Highly  
Desirable

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**What's your opinion of the overall character (look and feel) of this development?**





# Design Guidelines

## Public Survey – Results (9/26 – 11/8)



### Retail Development

Highly  
Undesirable

1

2

3

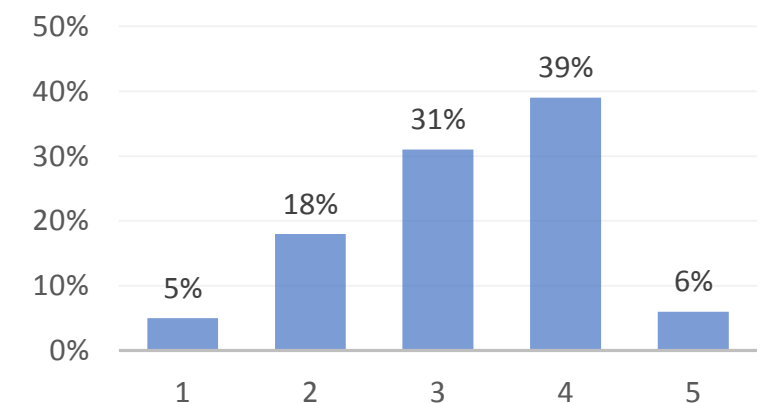
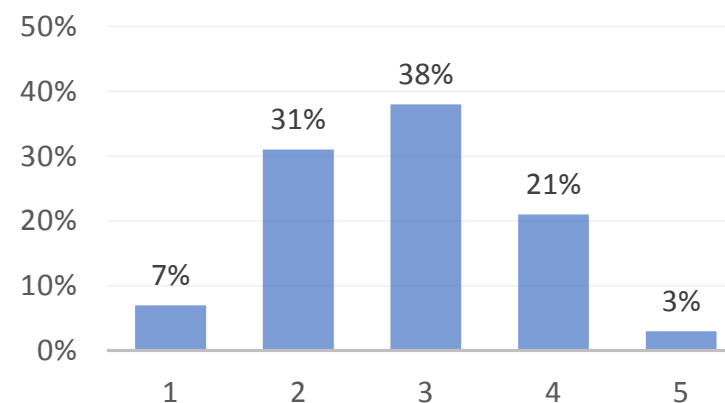
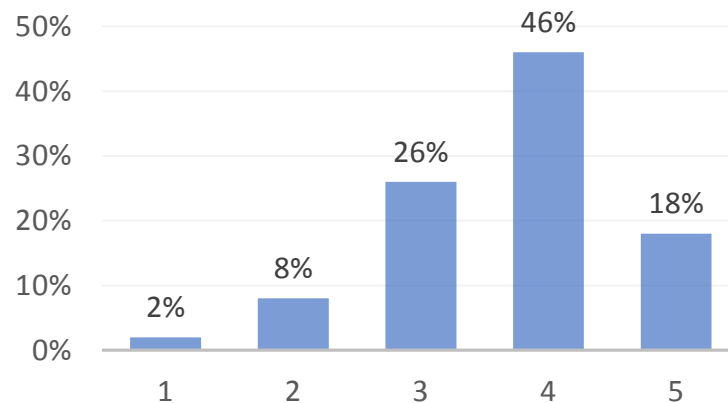
4

5

Highly  
Desirable

NOTE: Each photo was  
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What's your opinion of the overall character (look and feel) of this development?





# Design Guidelines

## Public Survey – Results (9/26 – 11/8)

### Urban Multi-Family Development

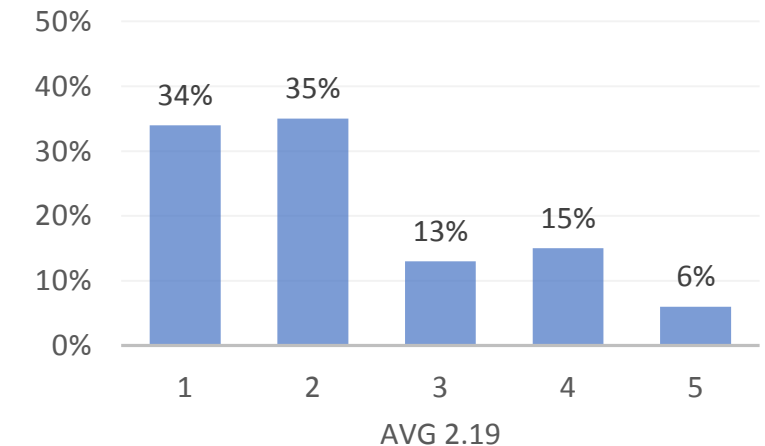
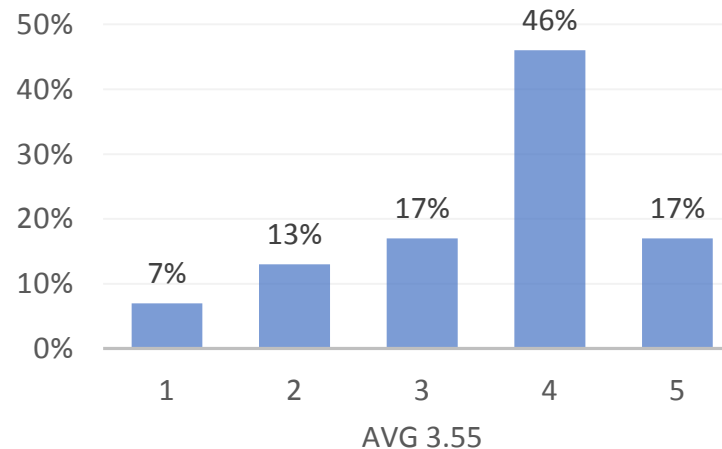
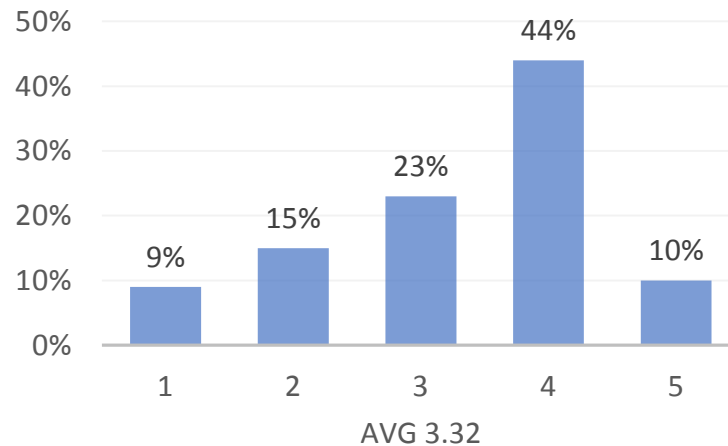
Highly  
Undesirable



Highly  
Desirable

NOTE: Each photo was  
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**What's your opinion of the overall character (look and feel) of this development?**





# Design Guidelines

## Public Survey – Results (9/26 – 11/8)

Urban  
Mixed-Use Development

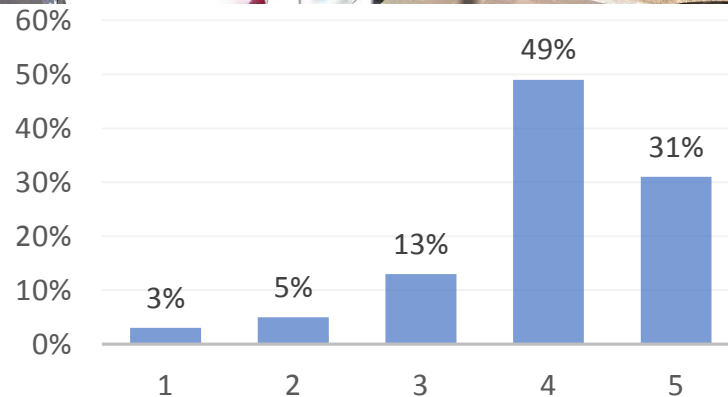
Highly  
Undesirable



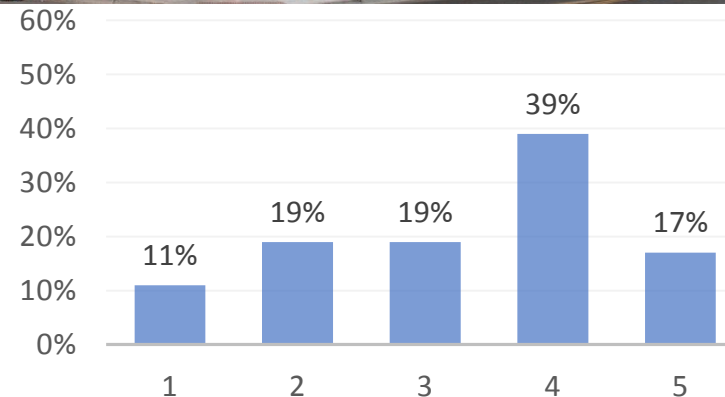
Highly  
Desirable

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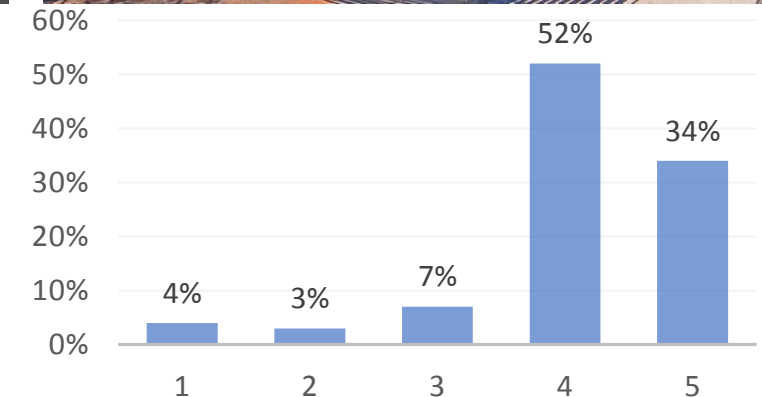
**What's your opinion of the overall character (look and feel) of this development?**



AVG 3.99



AVG 3.24



AVG 4.10



# Design Guidelines

## Public Survey – Results (9/26 – 11/8)



### Key Takeaways

Single Family Residential (Individual Comments 533)	Single Family Attached (Individual Comments 515)	Multiple Residence (Individual Comments 785)	Commercial and Mixed Use (Individual Comments 723)
<ul style="list-style-type: none"><li>• Architectural Variety</li><li>• Setbacks</li><li>• Landscaping</li><li>• Garage Placement</li><li>• Use of Material</li><li>• Utilities</li><li>• Sidewalk Placement</li></ul>	<ul style="list-style-type: none"><li>• Architectural Variety</li><li>• Landscaping</li><li>• Street Design</li><li>• Garage Placement</li><li>• Use of Material</li><li>• Sidewalk Placement</li><li>• Safety</li></ul>	<ul style="list-style-type: none"><li>• Façade Design</li><li>• Building Massing</li><li>• Materials and Colors</li><li>• Landscaping</li><li>• Setbacks</li><li>• Wall &amp; Fence Design</li><li>• Parking Placement</li></ul>	<ul style="list-style-type: none"><li>• Auto-oriented</li><li>• Materials &amp; Colors</li><li>• Landscaping</li><li>• Architecture/Façade Design</li><li>• Parking Design/Placement</li><li>• Pedestrian Connectivity</li><li>• Shade (parking and building)</li></ul>

# Design Guidelines

## Best Practices Confirmation



### Best Practices

- Engage the Street
- Prioritize Alternative Modes
- Consider Architectural Form
- Design to the Environment

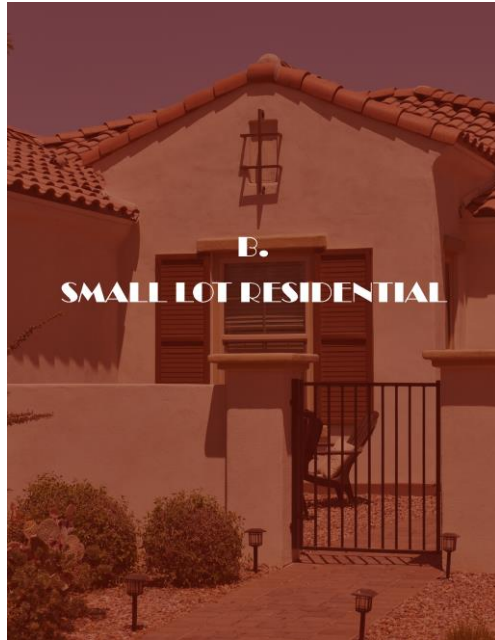
### Defining Quality Development

- Create Places that are Safe, Attractive, Interesting and Inviting
- Provide an Integrated Pattern of Development
- Use Appropriate Architectural and Site Design
- Use Variety of Landscape and Durable Building Materials
- Develop for Our Climate



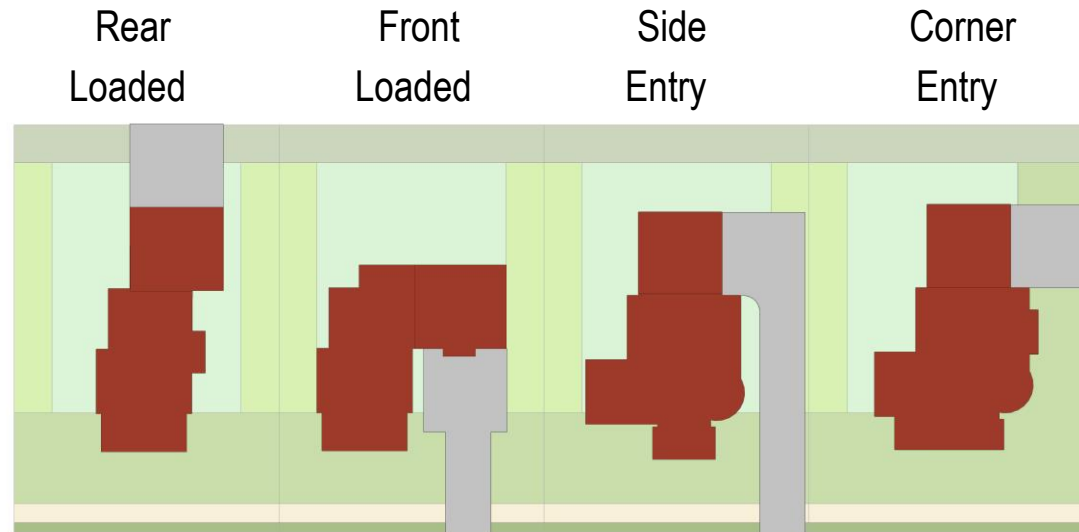


# Design Guidelines Organization



# Design Guidelines

## Single Family Residential



### Site Design

- Site Configurations
- Orientation
- Front Yard
- Private Yard

### Building Design

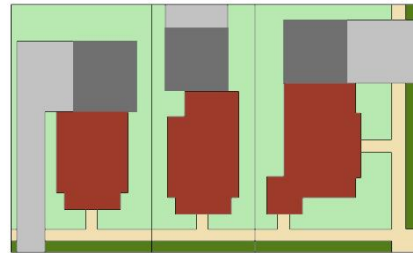
- Primary Entrance
- Massing and Scale
- Façade Articulation
- Roof Form
- Architectural Style
- Materials



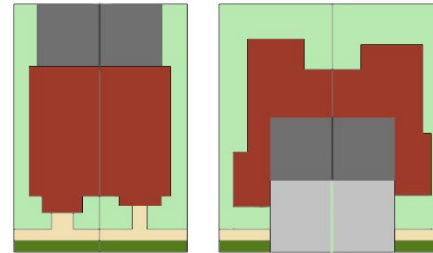
# Design Guidelines

## Small Lot Residential

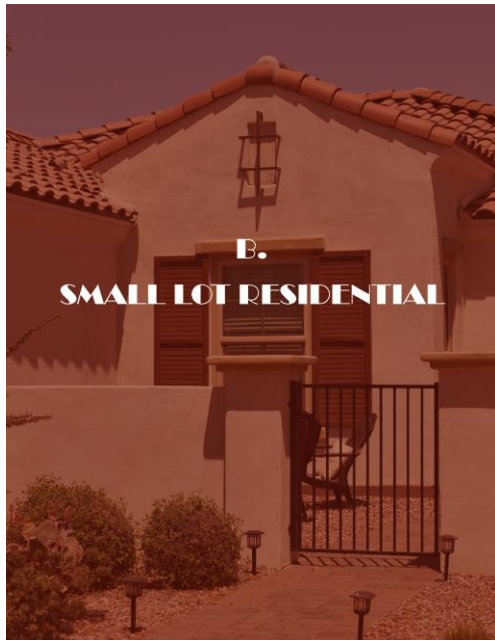
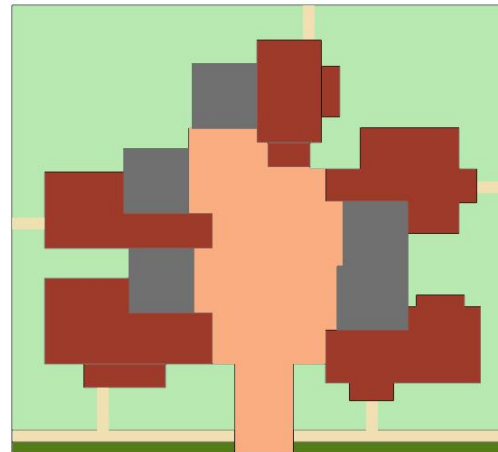
Attached



Detached



Court



### Site Design

- Site Configurations
- Orientation
- Access & Garages
- Front Yard
- Private Yard

### Building Design

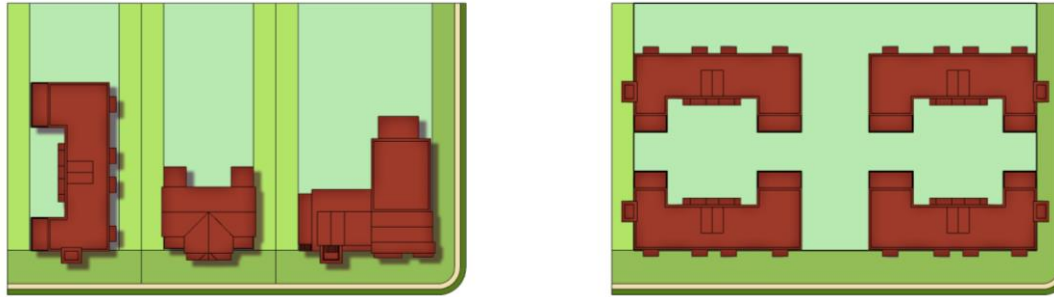
- Primary Entrance
- Massing and Scale
- Façade Articulation
- Roof Form
- Architectural Style
- Materials



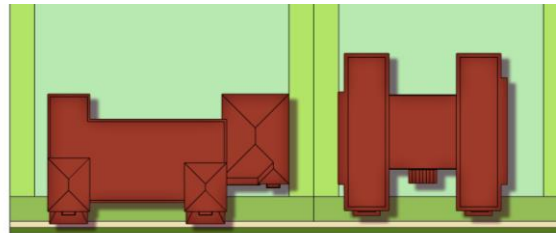
# Design Guidelines

## Multiple Residence

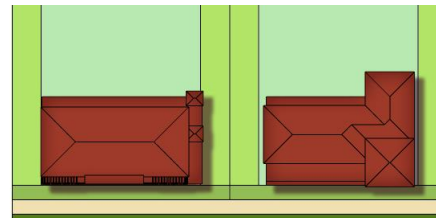
Garden Apartment – Low Density Neighborhoods



Urban Apartment – High Density Neighborhoods



Mixed-Use



### Site Design

- Site Configurations
- Site Design
- Orientation
- Access & Parking
- Setbacks
- Open Space & Landscaping

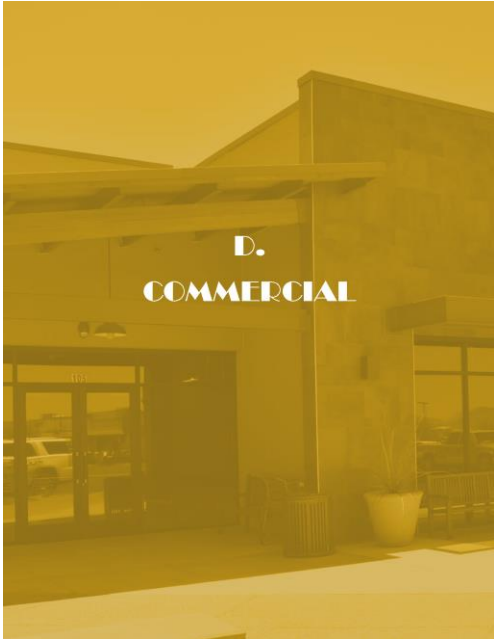
### Building Design

- Primary Entrance
- Massing and Scale
- Façade Articulation
- Roof Form
- Variation in Design
- Materials

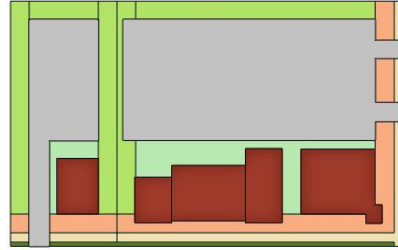


# Design Guidelines

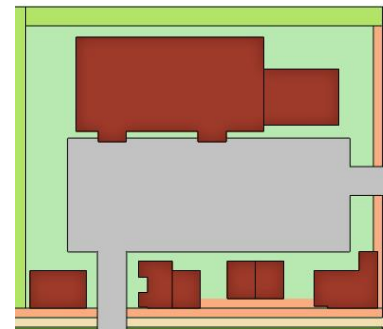
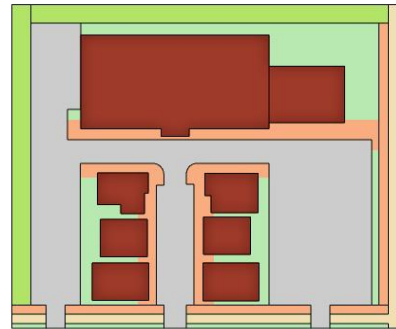
## Commercial



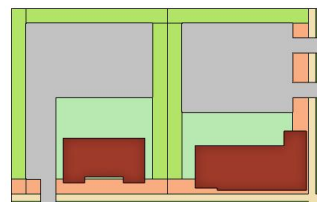
Urban Configuration



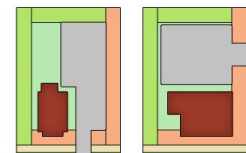
Community Configuration



Mixed-Use



Local Configuration



## Site Design

- Site Configurations
- Site Design
- Orientation
- Parking & Connectivity
- Setbacks
- Open Space & Landscaping

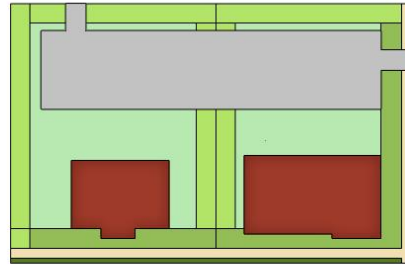
## Building Design

- Building Design
- Primary Entrances
- Massing and Scale
- Façade Articulation
- Materials
- Signage
- Service Areas & Utilities

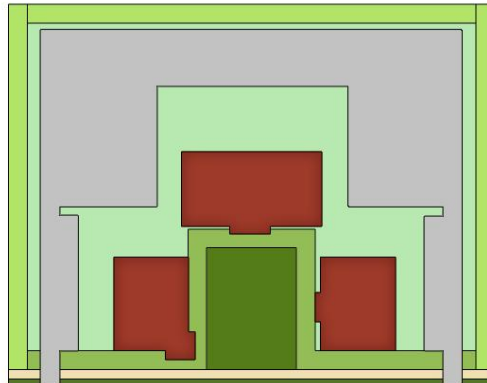




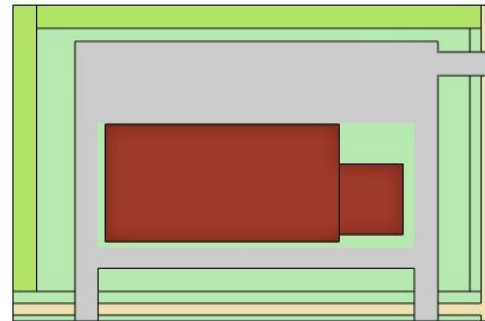
Urban Office



Campus Office



Industrial



## Site Design

- Site Configurations
- Site Design
- Orientation
- Parking & Loading
- Setbacks
- Open Space & Landscaping

## Building Design

- Public Frontage & Entrances
- Primary Entrances
- Massing, Scale & Roof Forms
- Façade Articulation
- Materials

## Next Steps

2/14/19 – Public Review Draft

2/19/19 – Presentation to Planning & Zoning Board

3/5/2019 – Presentation to Historic Preservation Board

4/17/19 – Planning & Zoning Commission Public Hearing (recommendation)

5/19 – Begin Review Presentations to City Council

6/19 – City Council Adoption



# ✓ Questions & Discussion

# Community Workshop

Wednesday, February 13

6:00 PM – 7:30 PM

Mesa Public Library (Main) – Saguaro Room

64 E. 1<sup>st</sup> Street, Mesa, AZ