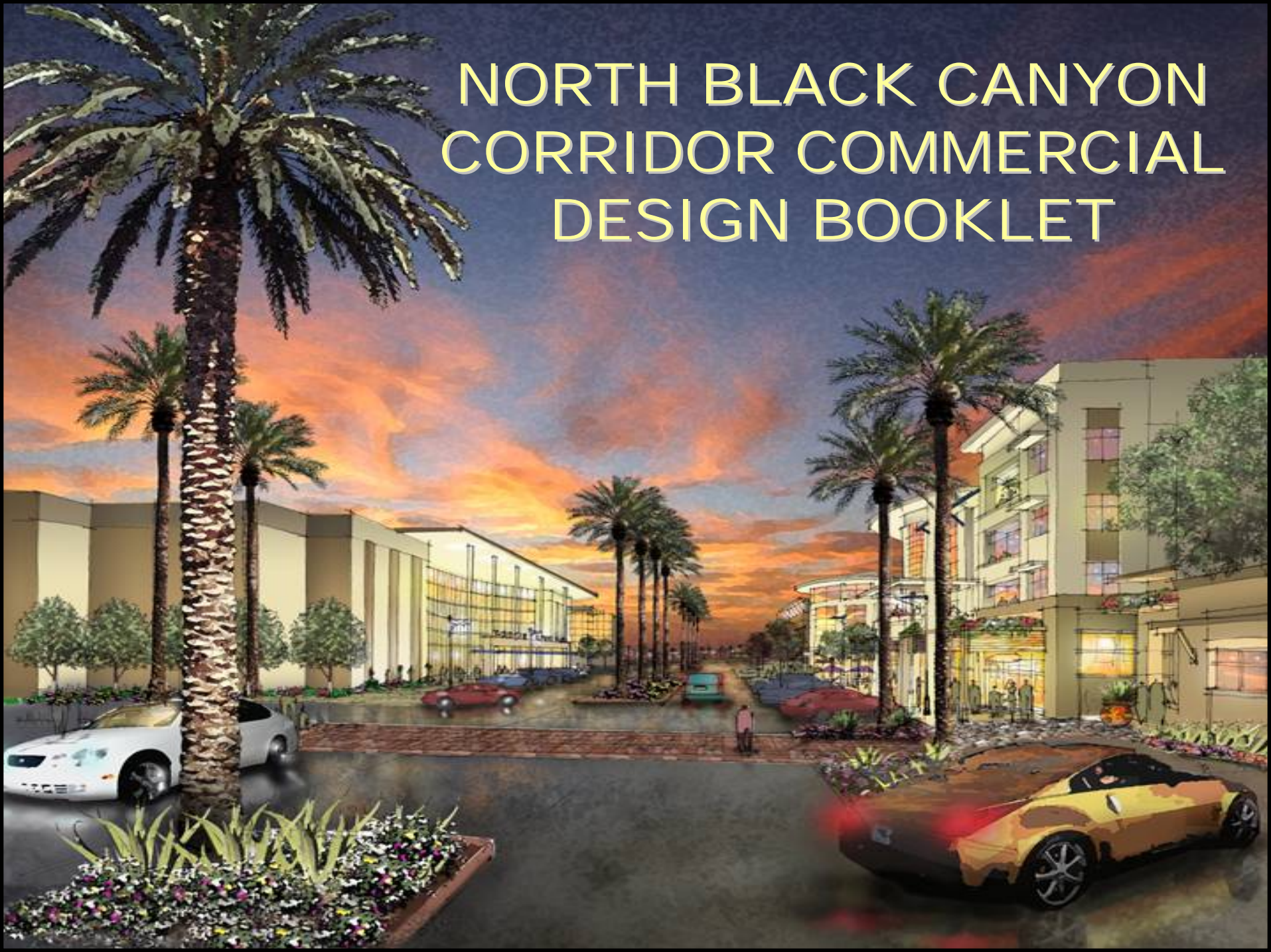


NORTH BLACK CANYON CORRIDOR COMMERCIAL DESIGN BOOKLET





Organization



- Purpose
 - The purpose section promulgates the goal and intended use of this booklet.
- Background
 - The background provides basic information about the corridor as well as maps showing important topographical features, circulation and current land use policies. The background also begins to introduce the fundamental design principles.
- Vision Principles
 - The vision principles section is a series of detailed statements explaining the community's expectation for urban design in the corridor. These statements are general in nature and should be applied to all appropriate aspects of design during the planning and review of specific developments.
- Design Values
 - The design values section establishes the fundamental tenets of urban design in the corridor. The tenets serve as both a summary of the vision principles as well as a gauge for evaluating design proposals. Each commercial site design should address these values.
- Design Topics
 - The design topics section identifies a small group of specific site design elements. Each element is discussed in relation to the design values. Each element also contains a series of pictures which either further explain the relationship between the topic and the value or simply demonstrate the desirable features for that specific design topic.

Purpose



- The goal of the North Black Canyon Commercial Design Vision (NBCCDV) is to communicate the vision for commercial development in the North Black Canyon Corridor. The Vision identifies fundamental principles and values that affect all aspects of urban design as well as specific design techniques and strategies that can be used to implement the vision.
- The NBCCDV is a policy document that should be used to guide the design and evaluation of commercial development. The policy is communicated in general terms which the community, property owners, and developers should use as a basis for creating site specific patterns, styles, and character.

Background



- The North Black Canyon Corridor is a planning area within the North Gateway Village generally bound by Interstate 17 on the west, the Central Arizona Project canal on the south, the Sonoran Preserve on the east, and Joy Ranch Road on the north. Major residential developments include Tramonto, Sonoran Foothills, Canyon Crossroads, Dynamite Mountain Ranch, and Carefree Crossing. Interstate 17, Carefree Highway, and 27th Avenue are currently the major modes of vehicle transportation; however, ongoing improvements of North Valley Parkway, Dove Valley Road, Lone Mountain Road, and eventually the Sonoran Parkway and the Loop 303 will provide additional vehicular access to the Corridor. The corridor and vicinity include numerous natural amenities including several scenic mountain peaks and relatively lush, well incised washes. The Corridor has some of the best views of the natural Sonoran desert in all of Phoenix.
- The heart of the Corridor is the 500-acre planned North Gateway core. The core area is envisioned to be a highly urbanized central business district composed of vertical mixed use, high intensity, and high density cohesive developments. The vision for urban design within the core will be established through a separate policy plan, the vision for urban design recommended by the North Black Canyon Commercial Design Vision does not address the core area. The North Black Canyon Commercial Design Vision provides guidance for the design of commercial sites outside of the core area.

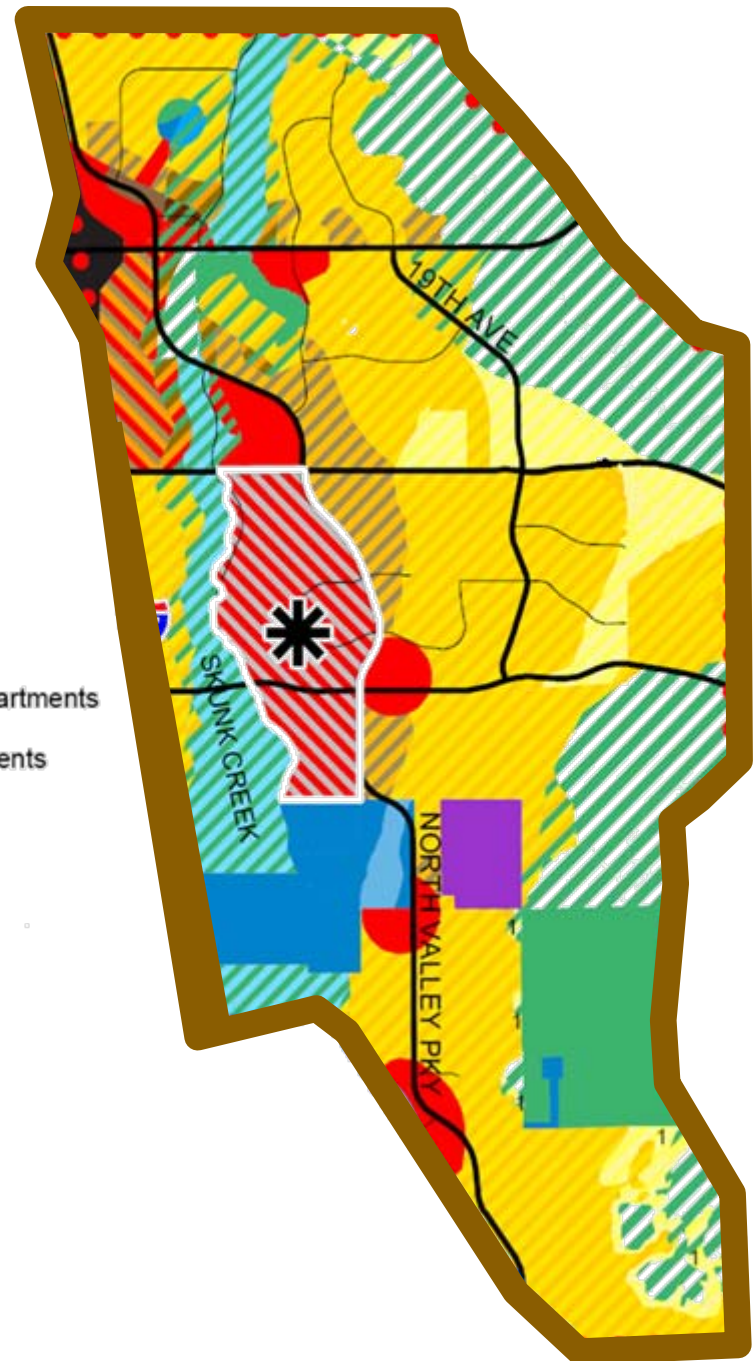
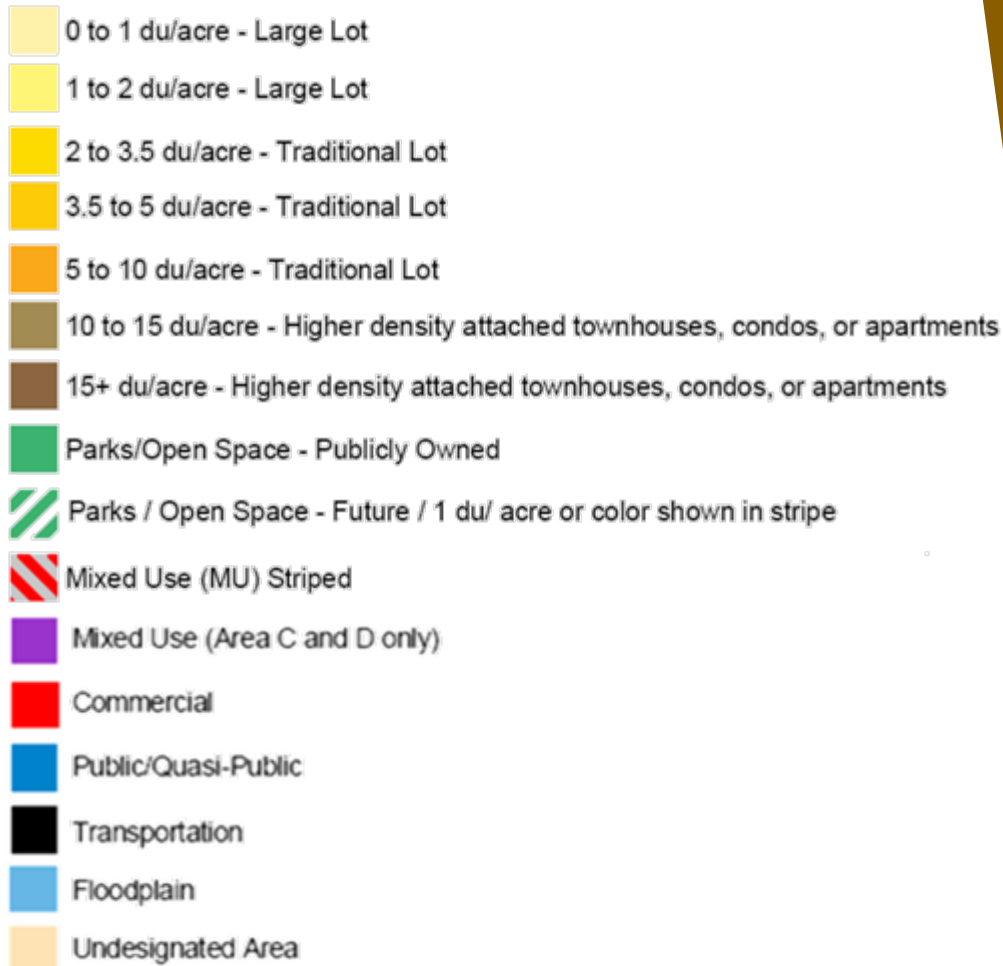
Background



- The corridor is made up of numerous commercial parcels varying in ownership, size, context, access, and market forces. Together, these sites can accommodate a range of commercial developments including neighborhood centers of approximately 15 acres in size, community centers around 40 acres in size, power centers which approach 80 acres in size, and finally specialty centers like lifestyle and regional centers which can range in size from 30 acres to 100 acres.
- Site design is anticipated to be characterized by an open air development pattern and generally not include malls with enclosed connections between services and offices. Because of this, the desert climate of the corridor demands that user comfort be the foremost concern in urban design, particularly as it relates to designing micro-climates with abundant shade sources, both natural and structural. In the most densely utilized pedestrian areas, these micro-climates should also contain water elements. The micro-climate within a commercial development in the corridor from midday through the afternoon should be controlled and recognizably different from those conditions found in the surrounding desert. In addition, without safety and visual interest at the forefront of conceptualizing design, no development will be successful. Residents of the corridor expect that all development will be safe, visually interesting, and provide relief from the harsh desert conditions.

Background

GENERAL PLAN LAND USE MAP



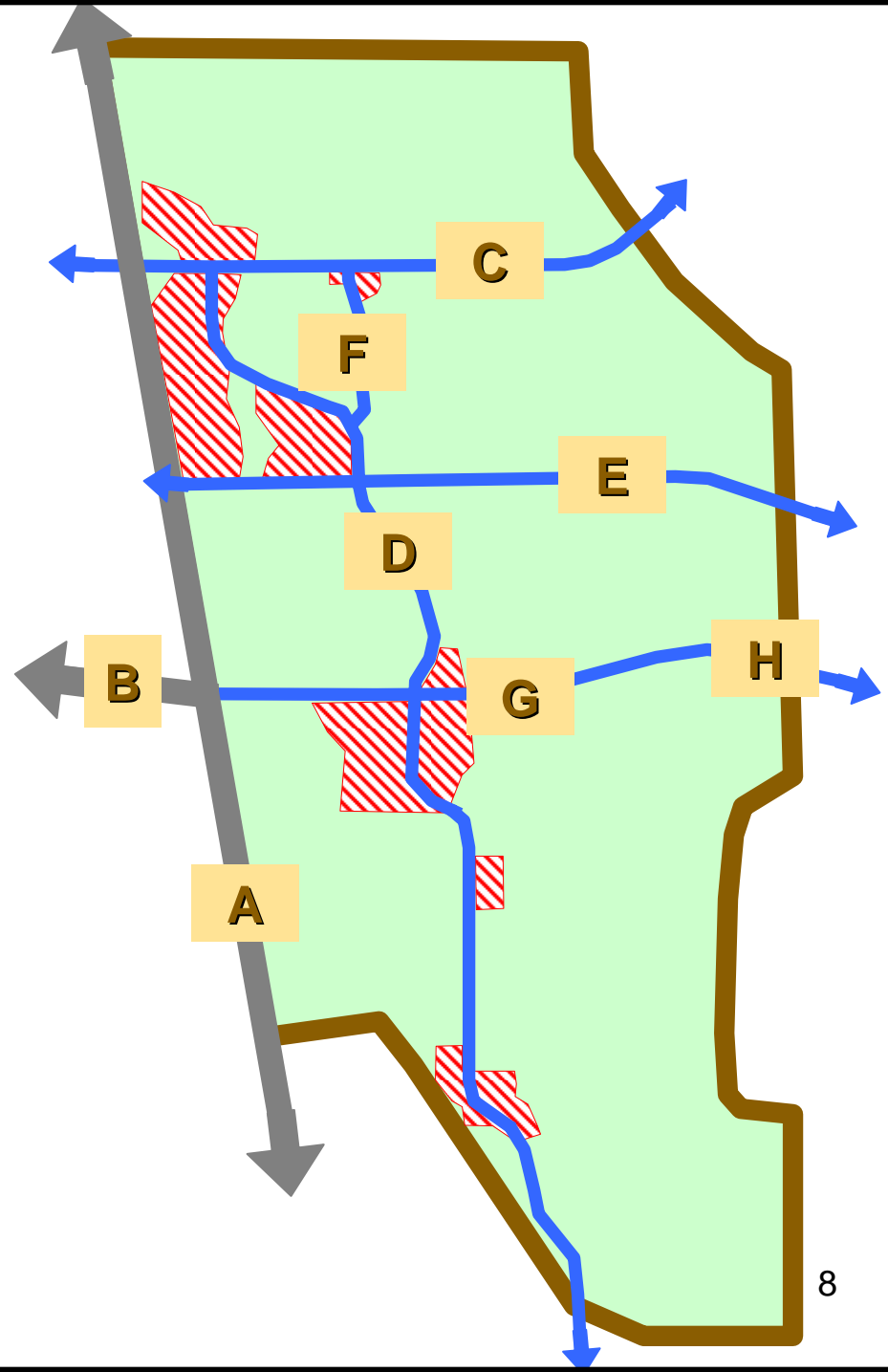
Background

CIRCULATION MAP

- A. Interstate 17
- B. Loop 303
- C. Carefree Highway
- D. North Valley Parkway
- E. Dove Valley Road
- F. 27th Avenue
- G. Lone Mountain Road
- H. Sonoran Parkway

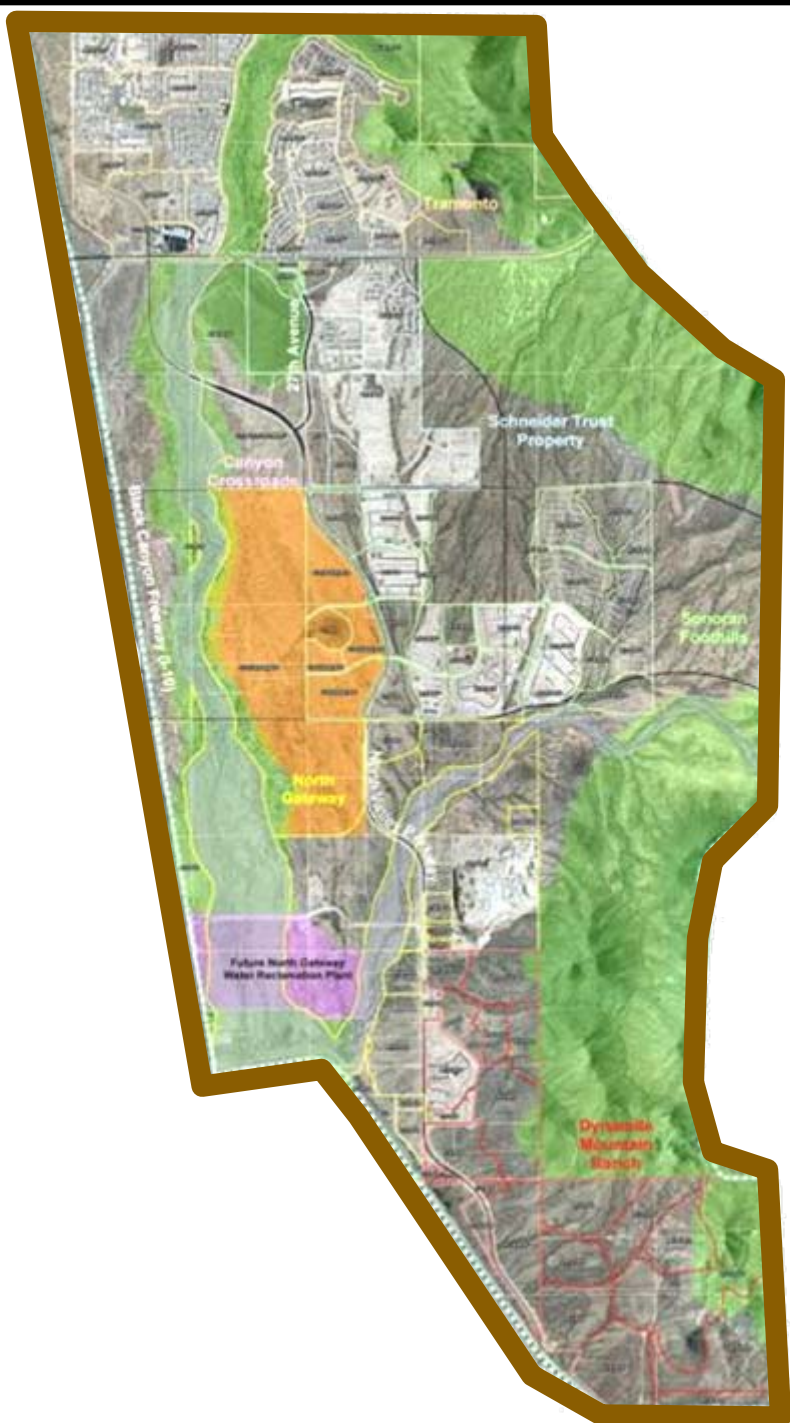


COMMERCIAL SITES (non-core)



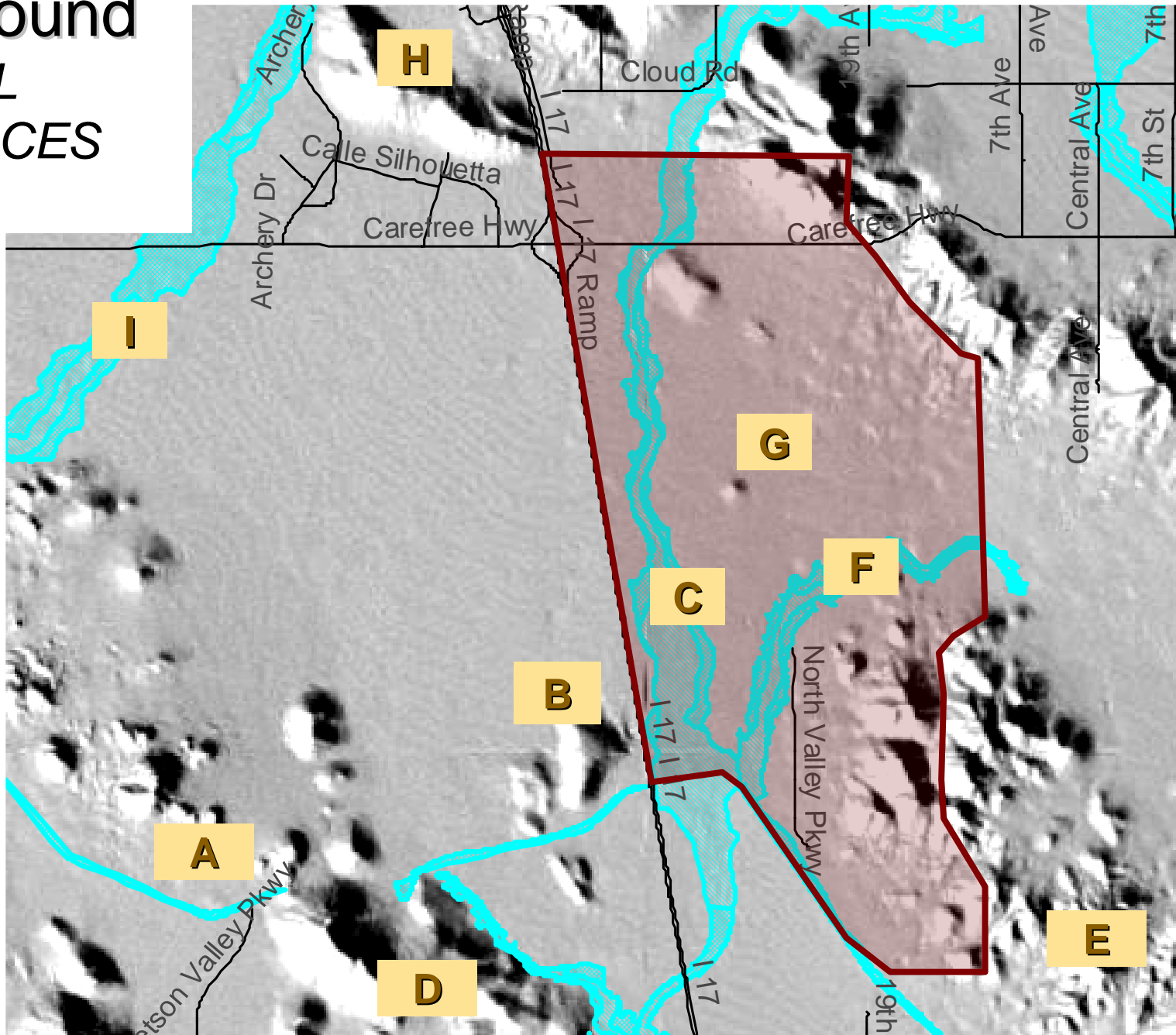
Background

AERIAL MAP



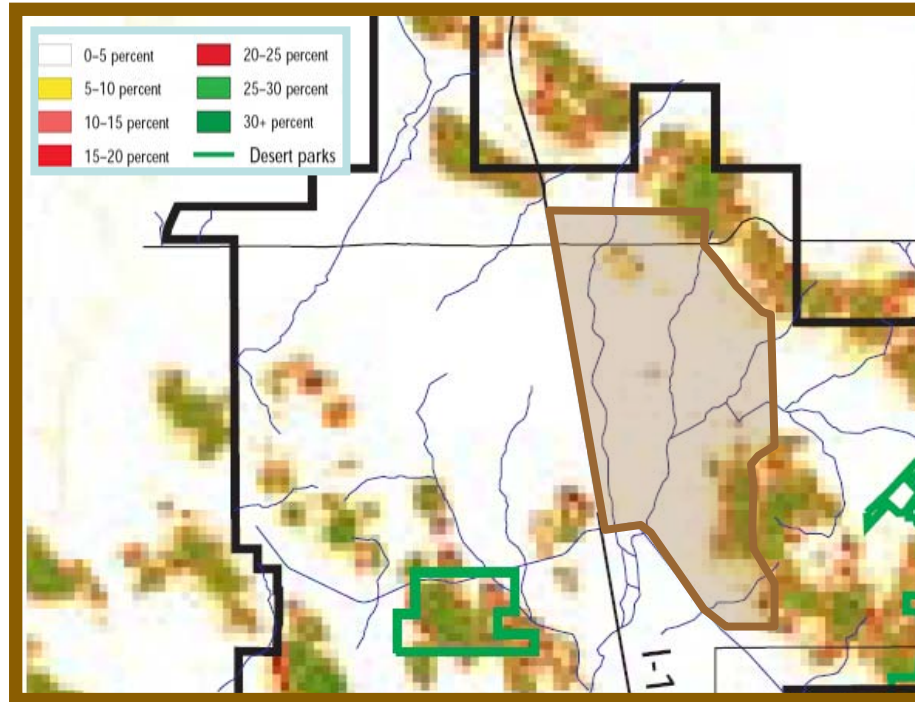
Background NATURAL RESOURCES MAP

- A. Pyramid Peak
- B. Middle Mountain
- C. Skunk Creek Wash
- D. Deems Hills
- E. Union Hills
- F. Dead Man Wash
- G. Bronco Butte
- H. No Name Mountains
- I. New River Wash



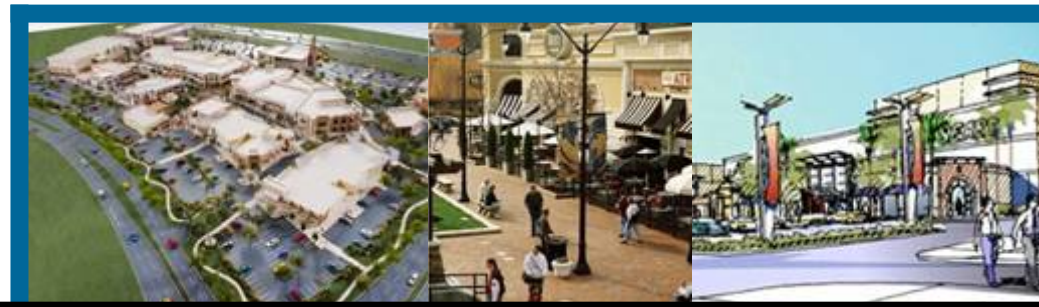
Background

NATURAL RESOURCES INVENTORY



Vision Principles

- Use natural materials, colors, landscaping, artwork, and building forms.
- Connect the built and natural environments by integrating the desert into public areas.
- Use creative design to respond to the desert climate; shade is a critical function of pedestrian comfort.
- Provide a sense of community through distinctive and harmonized design features.
- Provide a diversity of public spaces.



Vision Principles

- Ensure site amenities benefit all people and their needs.
- Ensure safe development by organizing activity and use areas, and providing natural surveillance.
- Embody creative design - quality in site design and materials is critical to a positive experience.
- Recognize how user needs shape design and the function of spaces.
- Simple, contemporary design patterns with southwestern and heritage accent elements containing varying forms and colors are most desired by the community.



Vision Principles

- Frame pedestrian routes with buildings, public spaces, landscaping, and shade structures.
- Heavily weigh the importance of view corridors in the site design process.
- Provide a mix of commercial uses so that sites are desirable and productive throughout the day.
- Reduce the use of energy and water through sustainable technologies and site planning.
- Recognize that bicycle and transit facilities are formal public spaces and should be designed and integrated accordingly.



Design Values

- **Safety**
 - Design shall be safe, prevent crime and prevent accidents.
- **Visual Interest**
 - Design shall be visually interesting, unique and inspiring.
- **Comfort**
 - Design shall be comfortable, well shaded and appealing to all segments of society.
- **Context**
 - Design shall compliment adjacent architectural styles and address the user functions of the site.
- **Rhythm**
 - Design shall employ practical and aesthetic patterns as well as distinctive elements.
- **Conservation**
 - Design shall incorporate and preserve the natural environment as well as communicate cultural resources.
- **Efficiency**
 - Design shall respect the desert climate and utilize progressive energy and resource efficient techniques.



Design Topics

- Architecture
- Lighting
- Parking
- Public Art
- Public Spaces
- Signage



Architecture



Architecture

- Safety
 - Design arcades which provide shade and allow natural surveillance
 - Use safety features as a means of communicating culture, place, and quality



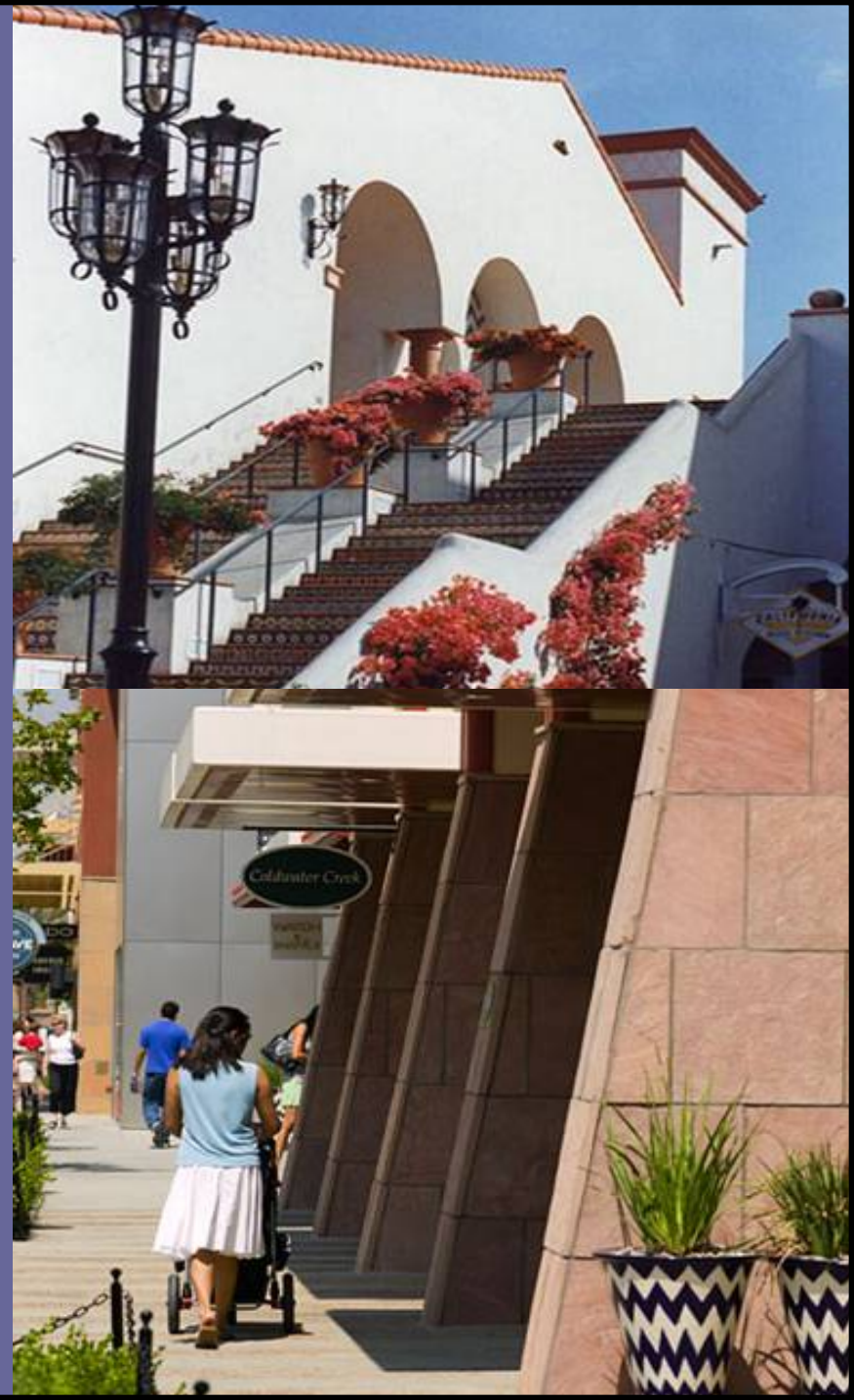
Architecture

- Visual Interest
 - Utilize a diversity of materials and colors
 - Provide a range of element scales, from large features designed to be seen from afar to intricate details designed at the human scale



Architecture

- Comfort
 - Cluster pedestrian routes, vegetation, and building facades
 - Use building facades to extend shade canopies and frame activity spaces



Architecture

- Context
 - Utilize materials representative of historical architectural patterns
 - Ensure materials reflect function of adjacent space



Architecture

- Rhythm
 - Utilize repeating elements to tie detached buildings within a single site
 - Provide distinctive elements which compliment the base design theme
 - Carryover design elements from buildings to site amenities



Architecture

- Conservation
 - Use natural materials and color palettes
 - Design structures and amenities that embrace natural and historic themes
 - Create view corridors by locating structures in a manner that preserves views



Architecture

- Efficiency
 - Consider using local and recycled materials
 - Use durable materials responsive to the desert climate
 - Use colors which reduce heat gain and glare
 - Consider providing accessible green roof space



Lighting



Lighting

- Safety
 - Provide lighting in active areas and passive areas
 - Highlight identifiable and functional features
 - Reduce excessive lighting where appropriate



Lighting

- Visual Interest
 - Use lighting as a public art form
 - Call attention to detail elements with lighting
 - Mitigate corporate and generic forms with interesting light displays and light sources



Lighting

- Comfort
 - Ensure lighting in pedestrian areas provides the appropriate atmosphere
 - Provide lighting that creates casual recreation environments



Lighting

- Context
 - Design lighting as a function of site activities and needs
 - Design lighting in context with adjacent uses and styles



Lighting

- Rhythm
 - Use light sources to achieve consistent design themes
 - Create diversity through independent light forms, colors, and style to balance dominant design themes



Lighting

- Conservation
 - Locate lighting away from natural open space
 - Reduce glare and light trespass
 - Communicate heritage elements using light sources



Lighting



- Efficiency
 - Consider using lighting systems which automatically respond to lighting needs
 - Consider renewable energy production or use with site lighting



Parking



Parking

- Safety
 - Clearly delineate pedestrian space from vehicle space
 - Maintain pedestrian views between routes, activity areas, and driveways
 - Provide numerous and functional pedestrian routes
 - Provide parking in small, human-scale clusters



Parking

- Visual Interest
 - Utilize a diversity of surface materials
 - Provide an abundance of landscaping
 - Avoid large continuous parking expanses
 - Utilize public art, planters, columns, and other amenities to diffuse parking lot monotony



Parking

- Comfort
 - Shade all pedestrian routes
 - Minimize the distance of parking spaces from store entrances
 - Provide shaded parking spaces
 - Provide surface parking areas with networks of shaded, landscaped pedestrian routes



Parking

- Context
 - Parking lots should be framed by buildings and mature landscaping
 - Parking should not dominate any one area of the site
 - The parking lot layout and materials should respond to adjacent development and the environment



Parking

- Rhythm
 - Design repetition in parking layout, visual patterns, and function
 - Provide a diversity of parking options, such as temporary, parallel, compact, or angled parking throughout the site



Parking

- Conservation
 - Reduce site disturbance through structured parking and avoiding over-parking
 - Incorporate and connect the natural environment
 - Use heritage themes in parking lot amenities



Parking

- Efficiency
 - Utilize surface materials which reduce heat gain and glare
 - Consider using renewable energy sources in combination with parking shade structures
 - Manage storm water through permeable surfaces or intra-site recycling systems

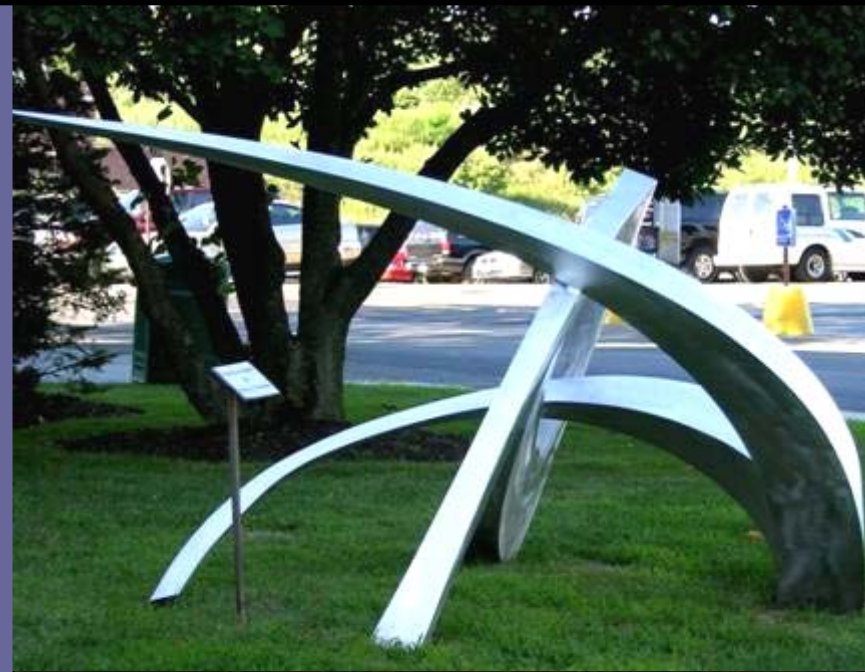


Public Art



Public Art

- Safety
 - Public art should be universally accepted
 - Locate public art in areas which allow pedestrians to safely observe and interact
 - Public art should be constructed of durable materials



Public Art

- Visual Interest
 - Public art should be diverse and thoughtful
 - Public art should inspire and create excitement in its audience
 - Public art should not be provocative



Public Art

- Comfort
 - Provide opportunities for seating and shade in conjunction with public art
 - Consider using public art as a means of providing shading, seating and conveying information
 - Create new ways to incorporate art into activity areas as well as highly visible perimeter areas



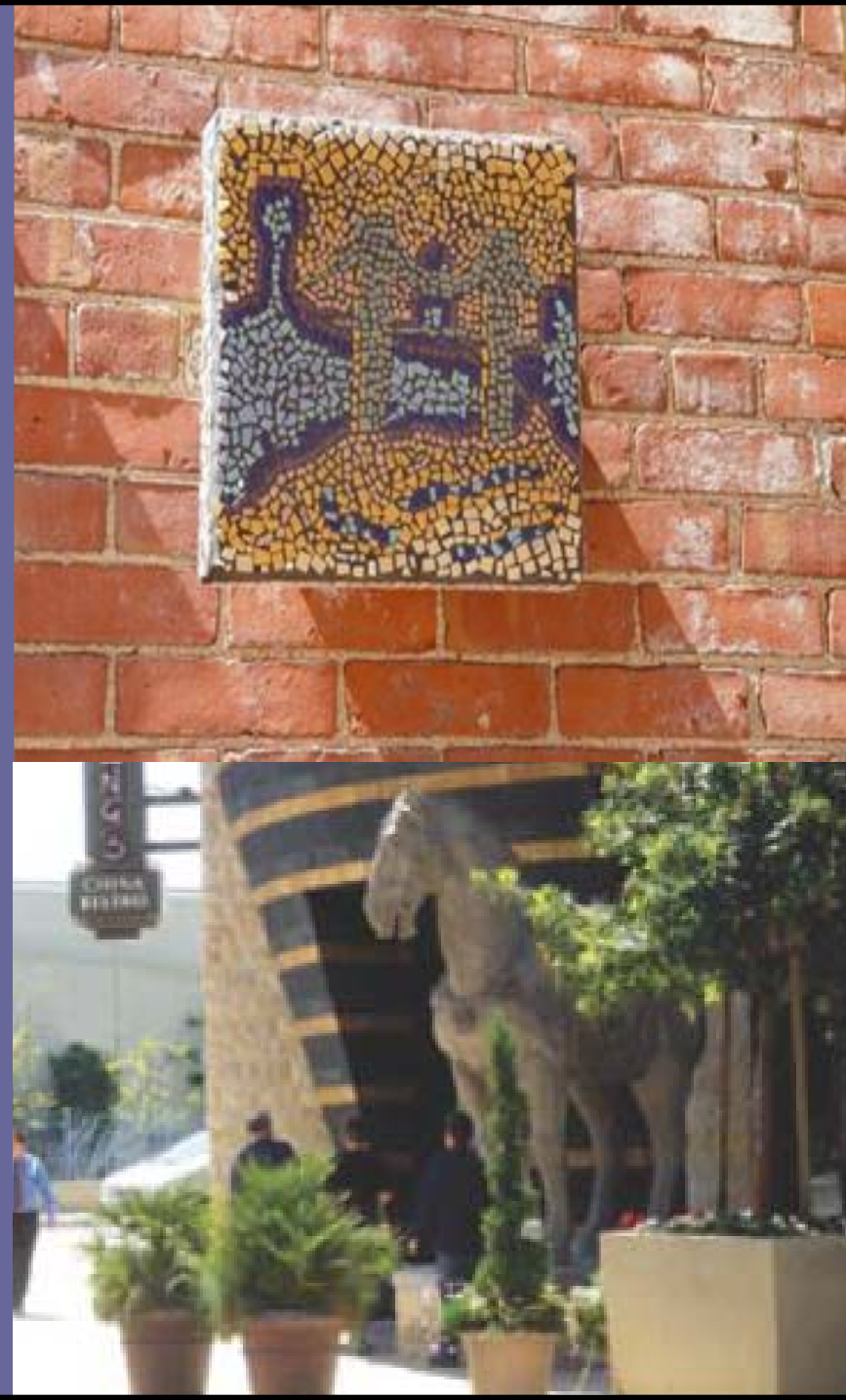
Public Art

- Context
 - Public art detailing should reflect the intended audience
 - Public art should relate to the structures and other site elements in proximity to the art.



Public Art

- Rhythm
 - Provide different forms of public art - colorful, monochromatic, active and passive, physically interactive and primarily visual



Public Art

- Conservation
 - Communicate heritage and environmental themes through public art
 - Use historical and natural themes and materials, including wildlife, vegetation, and other natural settings



Public Art

- Efficiency
 - Design well planned connections of public art which facilitate pedestrian traffic and reduce automobile use
 - Provide art with bicycle and transit facilities
 - Consider using living art such as intricate garden spaces and vegetated building walls



Public Spaces



Public Spaces

- Safety
 - Provide lines of sight to building facades
 - Set back formal public spaces from the street and parking
 - Provide functional and attractive barrier elements
 - Avoid locating in remote site areas
 - Increase adjacent window areas



Public Spaces

- Visual Interest
 - Utilize a diversity of materials and colors
 - Provide a diversity of amenities
 - Incorporate public art
 - Organize public spaces as prominent destinations within the site



Public Spaces

- Comfort
 - Shade seating areas as well as points of interest and pedestrian routes
 - Provide amenities that accommodate all segments of society
 - Utilize lush, oasis type vegetation including turf in high activity pedestrian areas
 - Provide water features at the site's primary internal public space



Public Spaces

- Context
 - Incorporate visual elements which communicate heritage and desert resources
 - Provide public spaces in conjunction with pedestrian routes and logical gathering areas
 - Recognize the impact of off site uses



Public Spaces

- Rhythm
 - Utilize repeating elements to tie multiple public spaces, particularly informal spaces and semi-public spaces
 - Use distinct elements to generate site identity



Public Spaces

- Conservation
 - Provide views to natural resources
 - Combine public spaces with natural open space tracts, particularly unique natural resources which occur on the site
 - Provide heritage and natural identifying elements



Public Spaces

- Efficiency
 - Utilize reflective materials on amenities
 - Consider water re-use technologies to serve public space landscaping
 - Combine public spaces with transit and bicycle facilities
 - Minimize surfaces and materials with high heat gains

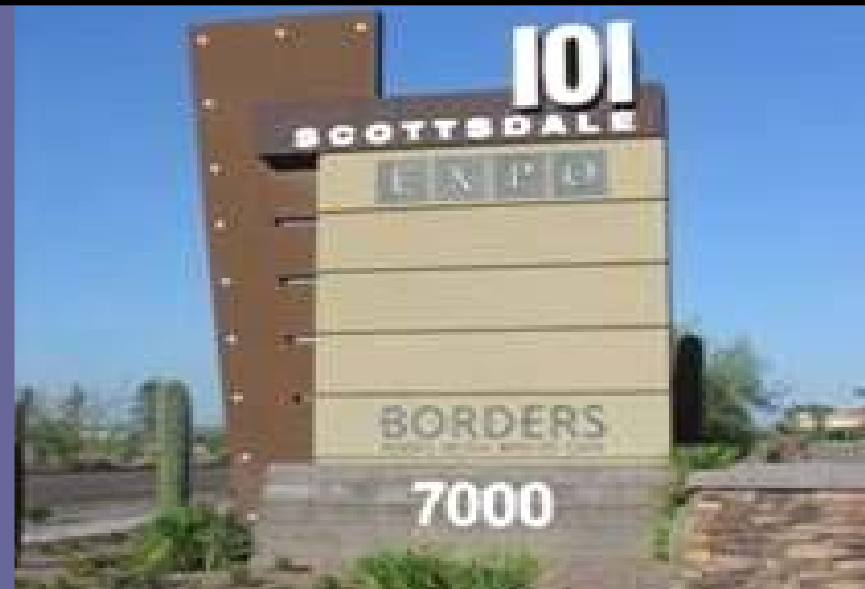


Signage



Signage

- Safety
 - Locate signage in clearly visible areas
 - Pedestrian wayfinding signage should be used throughout the site
 - Automobile signage should be designed with simplicity and be easily comprehended



Signage

- Visual Interest
 - Signage should be constructed of quality, durable materials
 - Use materials that compliment those used throughout the site
 - Combine signage with site amenities as appropriate



Signage

- Comfort
 - In addition to parking and business information, signage should convey basic information such as the location of restrooms and transit facilities
 - Avoid alarming or animated signage



Signage

- Context
 - Design signage in context with established patterns and functions of surroundings
 - Signage should be subtle in areas that might impact offsite uses



Signage

- Rhythm
 - Site signage should be designed with a consistent theme
 - Signage should be developed with a hierarchy of sizes and boldness which relates to the sign's function and audience



Signage

- Conservation
 - Do not locate signage within important viewsheds
 - Provide information about a site's natural features or historical context



Signage

- Efficiency
 - Utilize surface materials which reduce glare
 - Consider using local or recycled materials





The images, ideas, and recommendations contained herein are public property; the use, distribution, or reproduction of this booklet for profit is strictly prohibited.

October 19, 2006