THE GATEWAY

DESIGN GUIDELINES

THE GATEWAY

DESIGN GUIDELINES

PREPARED FOR:

THE GATEWAY
ASSOCIATION

PREPARED BY:

THE
PLANNING
CENTER

2200 EAST CAMELBACK ROAD, SUITE 110
PHOENIX, ARIZONA 85016 (602) 957-2218

TABLE OF CONTENTS

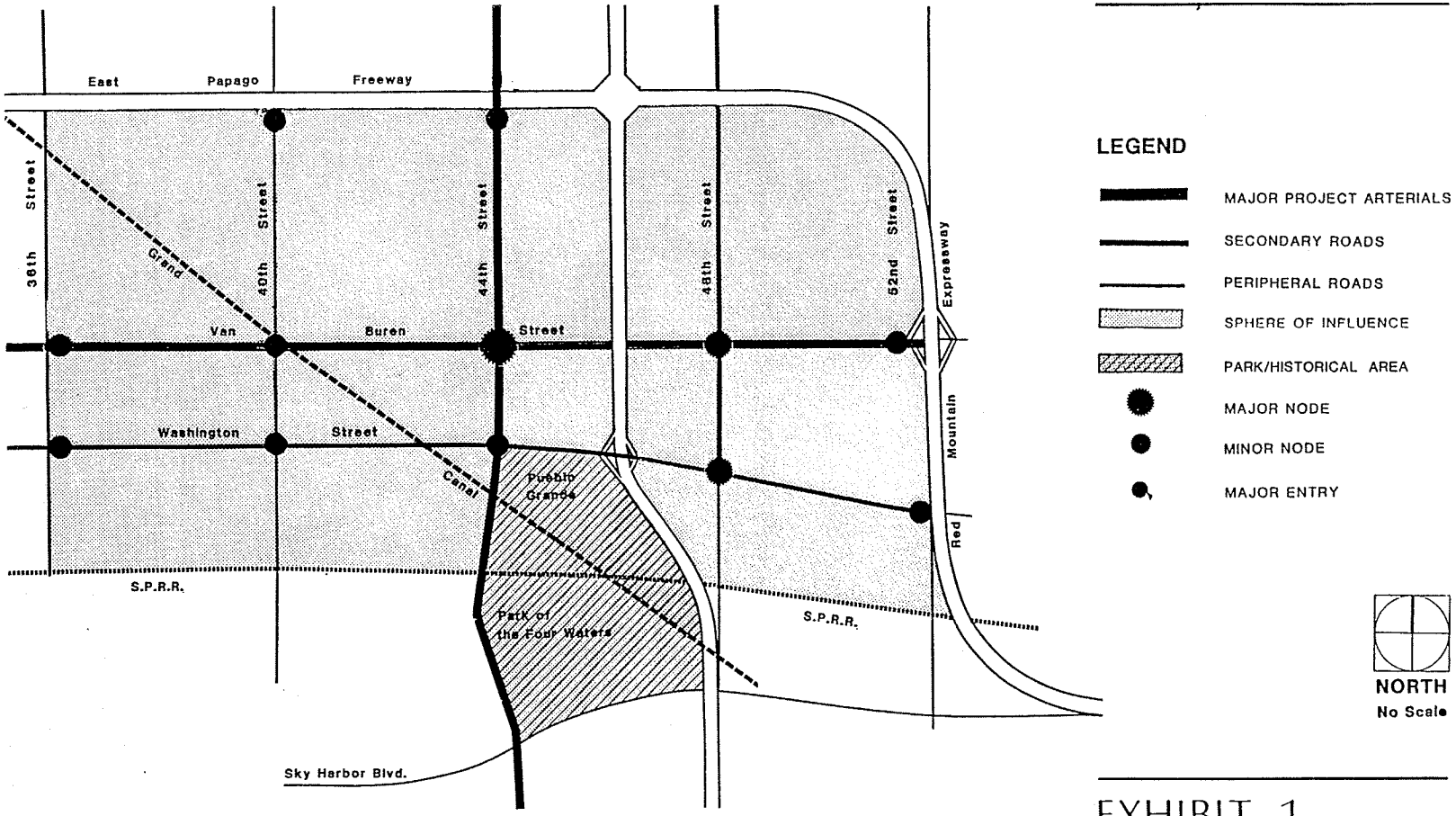


EXHIBIT 1

THE GATEWAY STUDY AREA

OVERVIEW

This design manual for The Gateway was published by property owners and developers actively involved with projects in the study area. It is intended as a non-binding, but specific and desirable set of guidelines which, if followed by all property owners in The Gateway, will lead to a strong sense of identity, pride, and success. This manual contains three sections: this Overview, a set of Goals & Objectives, and the Design Guidelines themselves.

- Goals & Objectives

A summary of the intent and purpose of the Gateway Association and of the contents of this design manual.

- Design Guidelines

An approach to design, by implementing suggestions that provide for consistency when applied together with the more specific development study area. The design guidelines will apply to a general sphere of influence for those areas in proximity to the study area.

THE STUDY AREA

The Gateway consists of over 200 acres, located in the geographic center of Metropolitan Phoenix. It is midway between the Phoenix Central Business District and the East Valley near Sky Harbor International Airport. Its name is derived from the concept that this area serves as a "Gateway" between the two areas and from the airport into Phoenix. The boundaries of a larger,"sphere of influence" area (for which these guidelines are prepared) are the East Papago Expressway to the north, the Southern Pacific Railroad to the south, 52nd Street to the east and 36th Street to the west. It represents a true mixed use concept offering opportunities for living, working, shopping and recreation in one cohesive community.

THE OBJECTIVE

The larger "sphere of influence" represents a mixed-use activity center offering a wide spectrum of land uses and services. This area is rapidly becoming a major acivity center within Metropolitan Phoenix. The smaller, more site-specific study area represents a major employment center at the core of the sphere. The objective of these design parameters is three-fold:

1. Provide direction to individual design efforts so that the overall area maintains a strong sense of identity and character, and so that the cohesiveness of the design scheme is maintained.

2. Show consistency with adopted land plans, development trends and transportation plans proposed in the area.

3. Provide the framework for a cooperative public/private effort which will ensure quality in design while maximizing property values.

THE PROJECT CHARACTER

The character and identity envisioned for The Gateway is contemporary and urban in nature. Employment centers will feature a campus style trend, with individual projects featuring their own themes in architecture. The intent of these guidelines is not to establish architectural controls or restrictions. Rather, the cohesive element of the design concept will be achieved primarily through streetscape treatment. This will include specifics relative to walls, lighting, plantings, street furniture and other site development standards.

The ultimate character of the area will be one that competes as being the most prestigious address in the metropolitan area, offering proximity to the airport, the central business district, the East Valley and Arizona State University.

GOALS & OBJECTIVES

The goals and objectives should serve to direct the overall planning and design effort, as well as to outline the intent and purpose of this manual. In a broader sense, they embody the pertinent points of many discussions with property owners and developers, city, regional and state planners, and community residents. Goals and objectives are organized according to the elements that typically make up a comprehensive area plan.

A. LAND USE

To provide a viable, mixed-use activity center by encouraging a balance of land uses and services.

1. To become recognized as a major activity center in the Metropolitan Phoenix area.

2. To enhance property values in the area.

3. To provide for consistency with local and regional plans.

B. CIRCULATION AND PARKING

To maximize the efficiency of the vehicular and pedestrian circulation and access through and around the study area.

1. To provide for efficient, safe and attractive modes and corridors of transportation.

2. To integrate interior site circulation with City streets, including provision of interior connections between sites for vehicular and pedestrian circulation.

3. To provide for modes of transportation which offer an alternative to the automobile, such as pedestrian, bicycle and bus systems.

4. To provide for safe, attractive and efficient means of parking for the automobile.

NOTE:

Individual projects should incorporate elements which are aimed at meeting goals and objectives for transportation.

C. OPEN SPACE/RECREATION

To provide inviting places for people to gather and to provide opportunities for interaction within the urban setting.

1. To provide relief from urbanization and from inclement climatic conditions.

2. To retain and enhance visual corridors throughout the study area.

3. To provide linkages between land uses, projects, other activity centers, regional recreation facilities and trails, etc., wherever feasible.

D. HOUSING

To encourage development of living opportunities within proximity to the major employment centers in the study area and provide for effective interface and buffers between residential uses and higher intensity uses.

E. COMMUNITY FACILITIES

To maximize the efficiency of support systems and services while maintaining the aesthetic appeal of the study area.

1. To promote development trends and patterns which allow for maximum efficiency of infrastructure and utilities.

2. To minimize any negative impacts associated with infrastructure and support systems and services.

F. SAFETY AND AESTHETICS

To create an attractive and safe community structure, enhancing the environment and mitigating adverse impacts whenever possible.

1. To maintain consistency with and to adhere to local codes and ordinances.

2. To provide design solutions and elements which enhance the community and which serve to mitigate any existing or created adverse environmental impacts.

3. To provide for safe and efficient movement of vehicles within the study area.

4. To direct pedestrian movements for maximum safety. Effective signage programs will assist in this effort.

DEVELOPMENT GUIDELINES

The goal of the design guidelines is to enhance The Gateway as an entity, projecting a quality campus-style character and a strong sense of identity and cohesiveness. To attain this goal there are three main objectives:

A. REDUCE VISUAL CLUTTER

This means removing excessive signage and billboards, overhead utilities, utility structures, etc., and planning for provision of these elements in an ordered and aesthetically pleasing manner.

B. CHOOSE IMPORTANT ELEMENTS THAT BEST PORTRAY THE DESIRED CHARACTER

Choose a few important elements with high visual impact and use them in a dramatic, highly visible manner.

C. USE CONSISTENCY AND CONTINUITY

Use the chosen elements with consistency throughout the area.

A jumble of mixed and diverse signs, poles, plants and utilities offers confusion rather than a sense of unity. The guidelines give order to these elements in an exciting and pleasing manner.

ENTRANCES & NODES

A. MAJOR ENTRIES

The major entry points into The Gateway Area are at: 44th Street and Washington Street; the exit off the East Papago Freeway at 44th Street; Red Mountain Expressway at Van Buren; Red Mountain Expressway at Washington; and 40th Street and Van Buren.

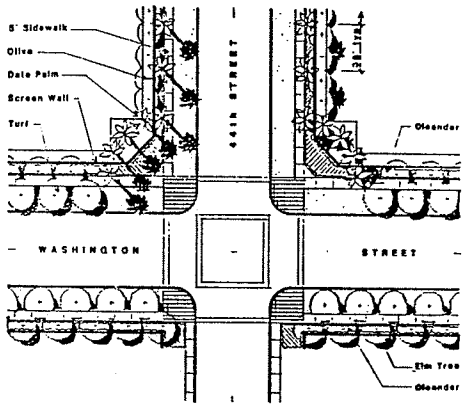
These represent the most significant opportunities to signal a transition between the interior and exterior of the area. They should be designed with the following elements:

1. The design of these entrances should literally form a "Gateway" into the area. This can be done using street trees (closely spaced at each corner) forming the "gateposts" on either side of the street. Specific entrance plantings are shown for each of the streets.

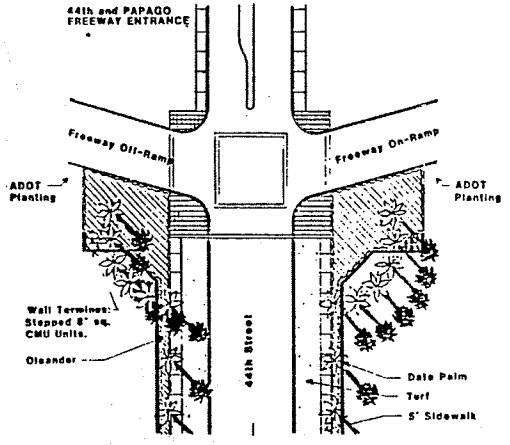
2. Special Landscaping - The entrance tree species should be the same as those used for the major entrance streetscape, and should be accented by a colorful foreground planting bed, and a backdrop of Olive trees.

3. Walls - Each of the corners at the entry intersections should have accent walls which are identical in material, color, and texture, as the walls used at the Phoenix Gateway Center (see wall section). These corner walls may be used for signage (see signage section) but should not exceed 4 feet in height.

MAJOR ENTRIES



WASHINGTON ST. & 44TH ST.



44TH ST. & PAPAGO FREEWAY

B. CIRCULATION NODES

Nodes are major intersections other than entries which merit special attention. These should be designed with landscape elements similar to the entries. The same design elements should be on all four corners, wherever possible. The major node is the intersection of 44th Street and Van Buren. Minor nodes occur at 48th Street and Washington and at 48th Street and Van Buren. The design elements established on the northwest corner (Gateway Center) should be utilized on the other three corners of 44th Street with both Washington and Van Buren Streets.

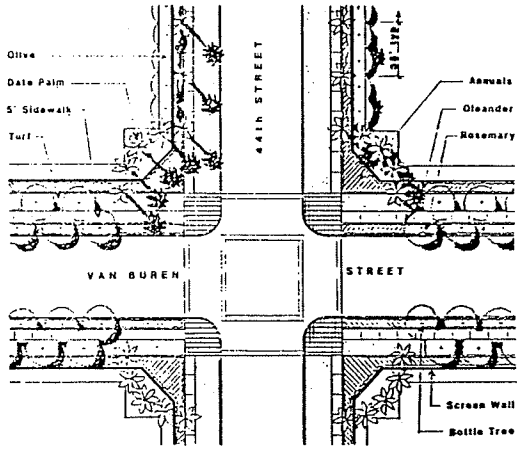
STREETSCAPES

The structure of the Gateway area is based on three main circulation routes. 44th Street is the north-south arterial; Van Buren and Washington are the east-west arterials. These streets will have limited access which will make interior circulation extremely important. Secondary streets such as 40th and 48th may have more frequent access.

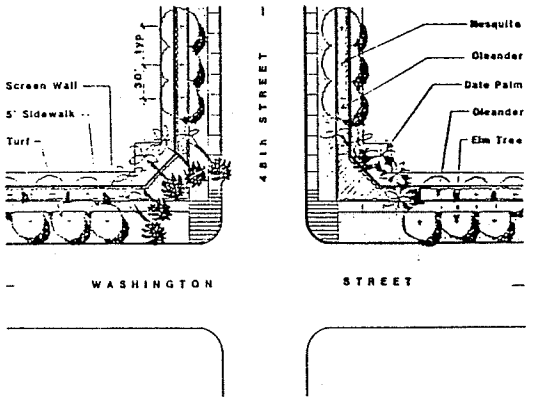
A. 44TH STREET

This is the most important street in the area. The main entrances to The Gateway will be via 44th Street. As such, the streetscape development should be designed with a high visual impact. The street should be

NODES



44TH & VAN BUREN

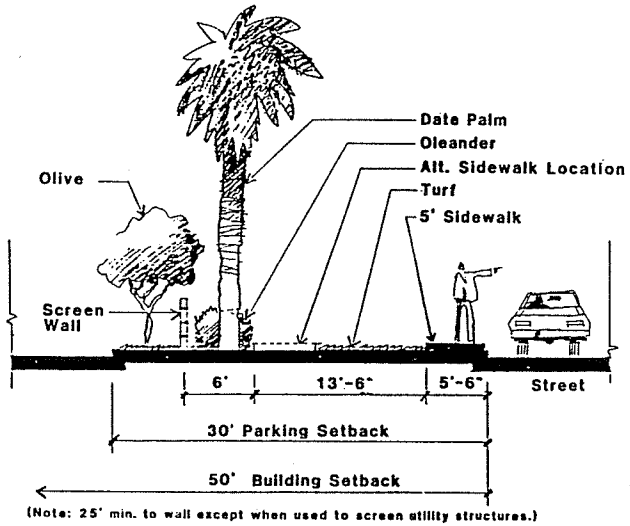


48TH & WASHINGTON

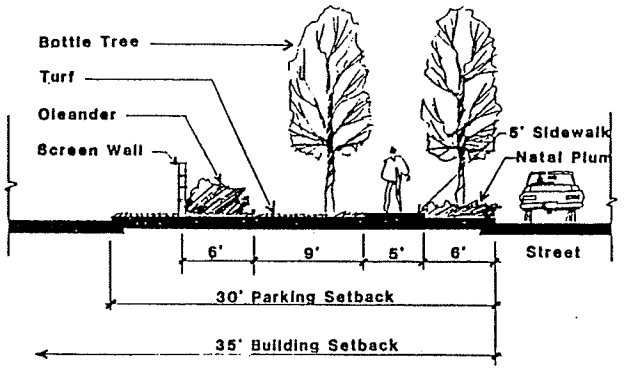
recognized as unique, yet have elements common to The Gateway area. The following are important design elements:

1. Setbacks - 44th Street should have an open, uncluttered streetscape. Even street trees should be set back from the street. (Specific setbacks are shown on the accompanying drawings.)

2. Landscaping - To keep an open and clean edge to the streetscape, a 14 foot lawn strip should be planted adjacent to the sidewalk. This strip may be bermed in an even plane from sidewalk to planting bed or wall at no greater than 12:1 slope. Date Palms should be the primary street tree on 44th, and should be planted as large specimens at 35 feet on center, 19 feet from the edge of normal curb (not from turn lanes or other deviations in curb locations). Shrub beds utilizing primarily drought-tolerant plant material may occur in the area between the lawn strip and parking or building. The sidewalk along any particular lot may be located either adjacent to the curb or adjacent to the shrub beds as shown. (See the Landscaping section of these guidelines for more specific information regarding planting concept and specific plans.)

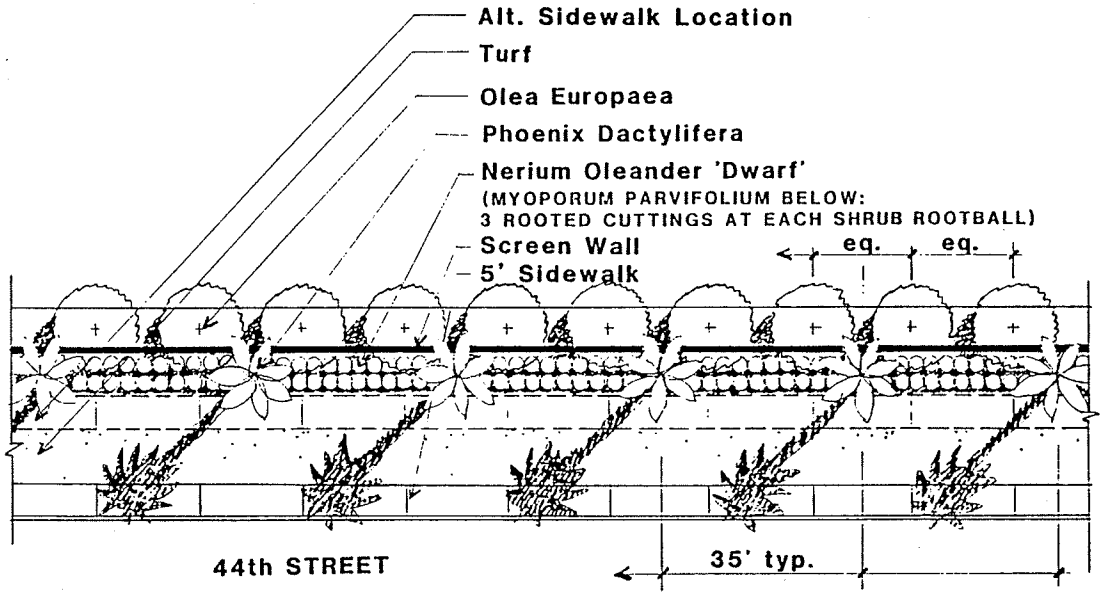


44TH STREET



VAN BUREN STREET

44th Street	Botanical Name	Common Name	Min. Size	Spacing
Street Tree:	Phoenix dactylifera	Date Palm	20' trunk	35' o.c.
Shrub:	Nerium oleander 'Petite Pink'	Dwarf oleander	1 gallon	2' o.c. Double Row
Intermediate Tree:	Olea europaea	Olive	24" box	20' o.c.



STREETSCAPE PLANT PALETTE & PLAN FOR 44TH STREET

3. Walls - concrete masonry or poured in place concrete walls with sandblasted finish and a rectilinear pattern (identical to that used on the Phoenix Gateway Center project and shown on the drawing in the wall section of these guidelines) should be used to screen parking and utility structures, and as sign walls on 44th Street.

   The walls should be set back from the edge of curb a minimum distance of 25 feet as shown on the drawing. The walls may be closer when used to screen utility structures. The walls may not be continuous along the length of a property, but should have breaks, providing 'windows' into the site.

   Generally, the maximum height of the walls should be 3 feet (unless otherwise required by code or ordinance) on the street (front) side. The wall may be higher on the back side when used as a retaining wall. The wall may be higher on the front side when used as a sign wall or if necessary to screen existing utility structures.

B. VAN BUREN STREET

Van Buren is one of two east-west spines for the Gateway Area. While it is a very important arterial, and also will have a somewhat limited access; it does not need to be a wide, open corridor as is 44th Street. The edge will be more pedestrian in scale and function. The elements will differ slightly:

1. Setbacks - Setbacks will be somewhat less stringent than on 44th Street. Street trees and planting may occur right up to the edge of curb. (See drawing for recommended setback.)

2. Landscaping - A row of street trees spaced 30 feet on center, should be planted along each side of the sidewalk. These trees should be planted as shown in the drawing, and may not be clustered. The walk itself should be separated from the street by a 6-foot planting strip, planted with groundcover or low shrubs which do not exceed 18 inches in height. A specific plant palette has been prepared in the Landscape Section of this manual. There should be a minimum 9 foot strip of lawn along the sidewalk, with a slope no greater than 12:1. The remaining land between the lawn and the building, drive or parking, should be planted in lawn or the drought-tolerant plant material recommended herein.

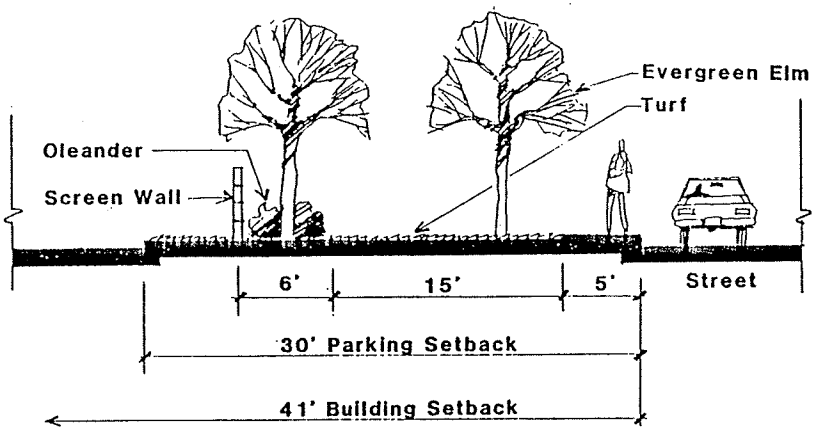
3. Walls - The same concrete or concrete masonry walls specified earlier will be used on Van Buren Street. The walls should be set back 26 feet from the edge of curb as shown on the drawings except to screen existing utility structures or where used as a signage wall. These walls should not be continuous, but broken to provide windows into the site. The same height limitations apply on Van Buren as did on 44th Street.

C. WASHINGTON STREET

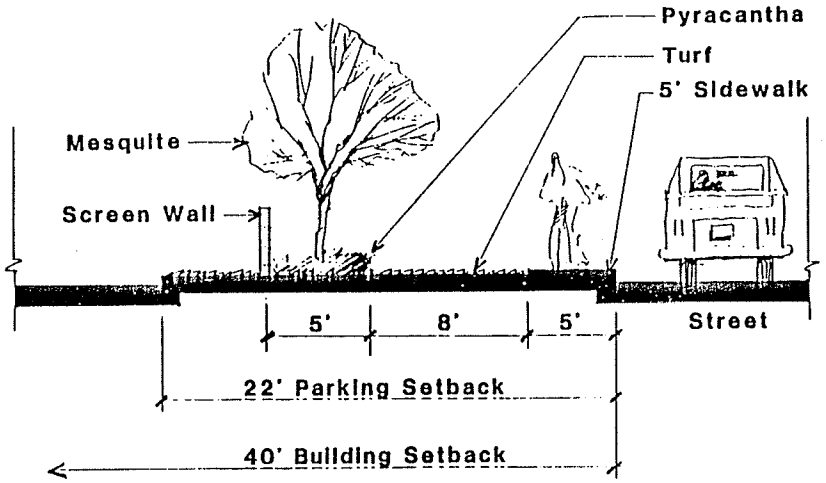
The same guidelines apply to Washington Street as did to Van Buren with an addition of one row of trees planted in the planter strip and another row of trees 10 feet in from the walk, and a greater building setback because of Washington's greater traffic volume and width.

D. SECONDARY STREET

(such as 40th and 48th Streets) - The sidewalk will be adjacent to the curb on secondary roads. There should be a minimum 8 foot strip of lawn adjacent to the walk with a shrub bed between that point and wall, drive, or building. A single row of street trees should be planted at 25 feet on center adjacent to the walk. The wall should be of the same type as on Van Buren, but with an 18 foot setback from the face of the curb.

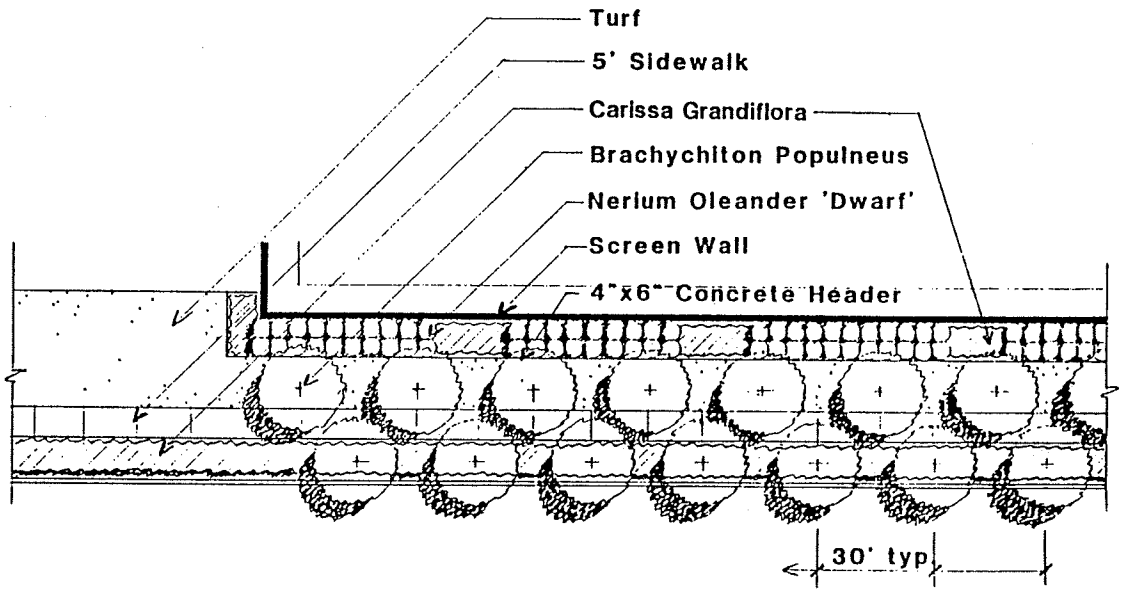


WASHINGTON STREET



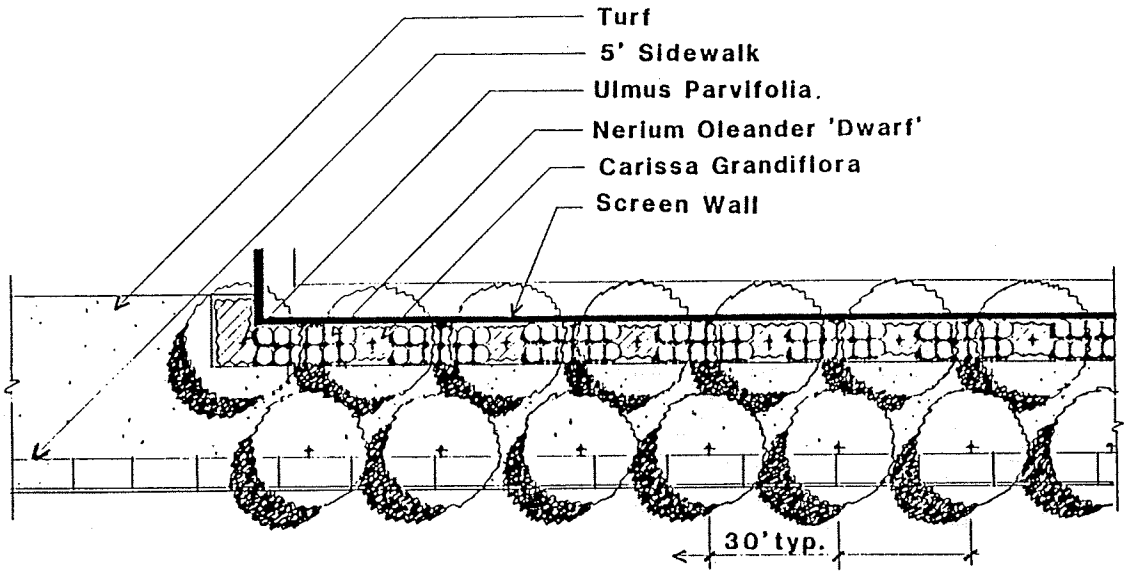
SECONDARY STREETS (40TH & 48TH)

Van Buren St.	Botanical Name	Common Name	Min. Size	Spacing
Street Tree:	Brachychiton populneus	Bottle Tree	24" box	30' o.c.
Shrub:	Nerium oleander 'Petie Salmon'	Dwarf Oleander	1 gallon	@ 2'-0" o.c. Linear
Parkway:	Carissa Grandiflora 'Green Carpet'	Natal Plum	1 gallon	2'-0" o.c. triangular space
Interior Shrub:	Palette follows			



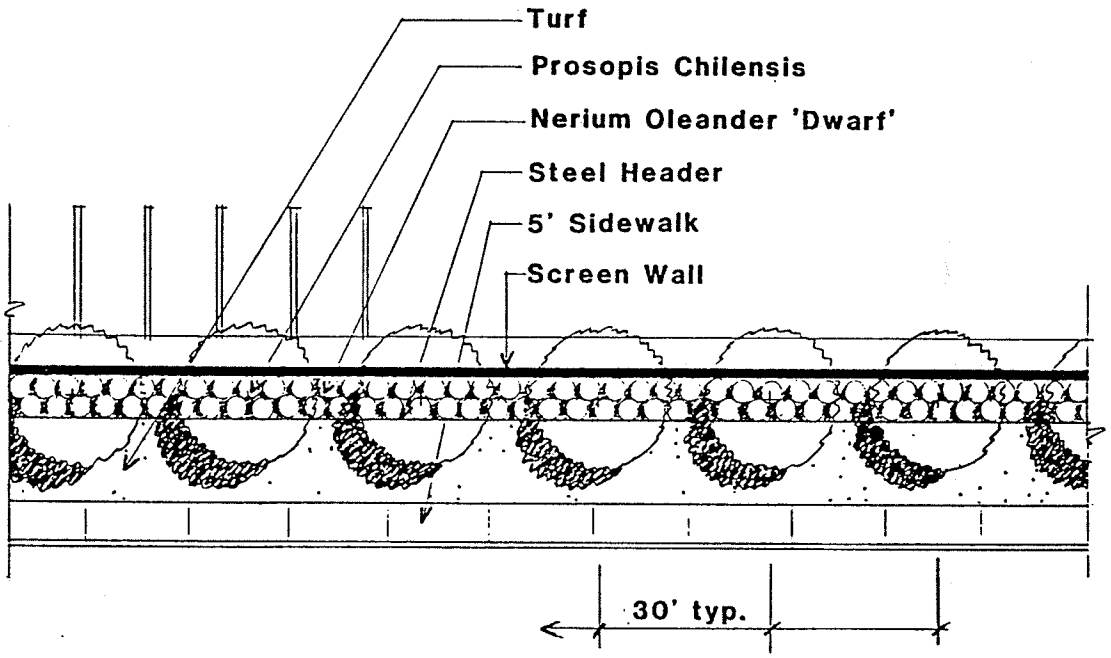
STREETSCAPE PLANT PALETTE & PLAN FOR VAN BUREN STREET

Washington St.	Botanical Name:	Common Name:	Min. Size	Spacing
Street Tree:	Ulmus Parvifolia 'True Green'	Evergreen Elm	24" box	30' o.c.
Shrub:	Neruim oleander 'Petite White'	Dwarf oleander	1 gallon	2'-0" o.c. Linear
Parkway Groundcover:	Carissa Grandiflora	Natal Plum 'Green Carpet'	1 gallon	2'-0" o.c. Triangular



STREETSCAPE PLANT PALETTE & PLAN FOR WASHINGTON STREET

Secondary St.	Botanical Name	Common Name	Min. Size	Spacing
Street Tree:	Prosopis Chilensis	Chilian Mesquite	24" box	30" o.c.
Shrub:	Nerium oleander 'Petie Pink'	Dwarf Oleander	1 gallon	3' o.c. Double Row



STREETSCAPE PLANT PALETTE & PLAN FOR SECONDARY STREETS

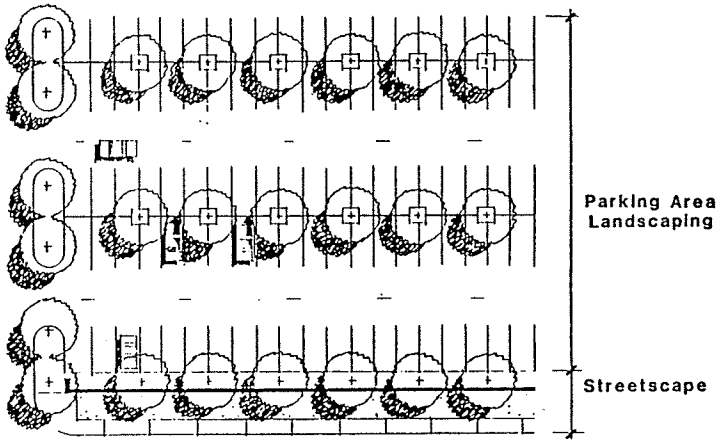
PARKING

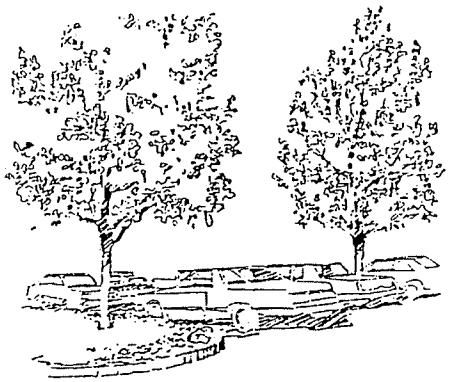
A. PARKING LANDSCAPING

Parking is often abutting the streetscape and is, therefore, part of the visual corridor. It is important that these lots are landscaped to soften the impact of the parking lots. This also provides shading which minimizes solar heat absorption by the paving and the resultant radiation. To achieve this, canopy-form tree species (palette of suggested trees provided in Landscaping section) should be planted throughout the parking areas to provide maximum shading. A minimum of one 24" box tree is recommended for each three edge parking stalls or each six center stalls (approximately 27 ft. on center), unless covered parking is provided. Each six covered spaces will reduce requirements by one tree, should such a tree-to-stall ratio be implemented. (See next section on parking covers for further requirements.) Top floors of parking structures may be excluded from these recommendations. However, the selective planting of canopy trees in containers is encouraged.

Trees should be placed in the vicinity of the parking stalls. When tree wells and planting edge curbs are used in lieu of wheel stops,

- MINIMUM 24" BOX TREE SIZE
- INTERIOR TREE PLANTERS: 5'-0" MINIMUM INSIDE DIMENSION
- ONE TREE EVERY 3 SPACES AT EDGE, EVERY 6 SPACES INTERNALLY





PARKING LANDSCAPING

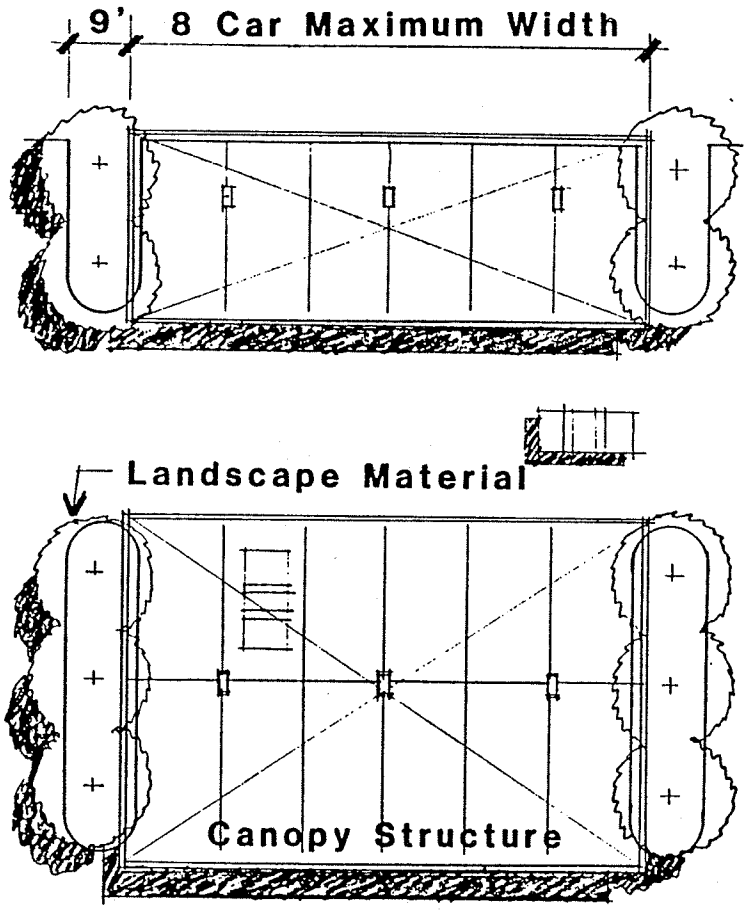
trees should be set back 3 feet from the curb edge and aligned with the center of the parking stripe. Some recommended planting concepts are illustrated herein. The tree planter areas between rows of cars may include colorful low growing shrubs as accents. A single species tree should be used for each parking area. The tree species may be different (any of the species recommended) in separate parking areas. The periphery of parking areas should be screened from view using a 36 inch high wall with berming and planting (see 7. Walls). When a lot is one bay deep and occurs such that a specified street tree becomes a perimeter tree for the lot, that tree should be used as a parking lot tree.

B. PARKING COVERS

Parking covers should be constructed of quality materials, and integrated with surrounding landscape treatments.

1. Breaks between covers are encouraged. They shall be a minimum of 9' in width and landscaped with trees of a vertical nature. Avoid small 2-space covers. 10-12 space covers are ideal.

2. Edges or fascia shall be wide enough to conceal the slope of the roof.



PARKING CANOPIES

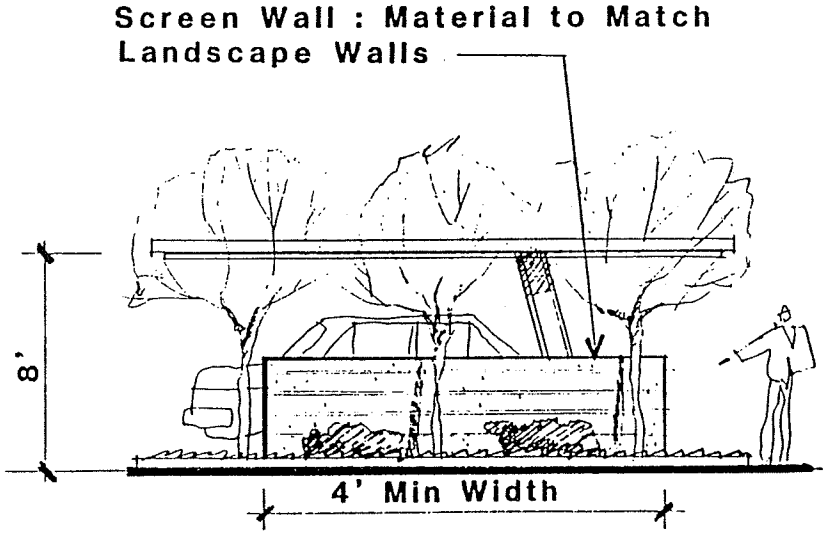
3. The edge detail should be of metal, thick enough to preclude denting or an "oil canning" effect or of a rigid material similar to the building exterior.

4. The edge or fascia of all roof coverings shall be level and plumb.

5. Parking covers should be a minimum 8 foot clear to a horizontal obstruction.

6. The ends of the parking covers should have a 4 foot minimum width wall of either the same material as parking area screen walls (see wall section in these guidelines) or the same or compatible material as the adjacent building. It is preferable to have a solid wall which covers 60 percent minimum of the carport ends, and which recalls the architectural vernacular of the specific project (logo, fenestration or opening shape, etc.).

7. Car covers should be built of easily maintained, durable materials and finishes. Care should be taken in design and use of materials that connections and unfinished ends are protected to prevent premature weathering.



PARKING COVER

LANDSCAPING

A. GOALS

The goal of the landscape concept is to provide a unifying force that promotes The Gateway as a well planned urban center with an exciting yet, pleasant environment for people. This can be accomplished by a highly recognizable use of repeated planting treatments. Consistency and continuity within the setback areas are extremely important.

An accent planting of lawn should be used for its clean, crisp image and ability to increase the feeling of openness along the roadways. To offset the water consumption need of the lawn, shrub beds should be composed of plant material selected for their hardiness and drought-tolerant characteristics, as well as architectural form and aesthetics. There will be an attempt to arrive at a water conserving balance between lush and arid plantings.

B. PLANTING AREAS

The landscape guidelines apply to the area extending from the face of the curb to the building.

This setback/right-of-way area is divided into two parts for the purpose of these guidelines:

1. EXTERIOR PLANTING AREA

The area between the curb and perimeter walls (or buildings) is the most visible part of the streetscape. Because other improvements in this area are limited, a fairly precise landscape concept should be developed. Specific guidelines have been prepared for this area, which specify plant type, color, location and spacing.

2. INTERIOR PLANTING AREA

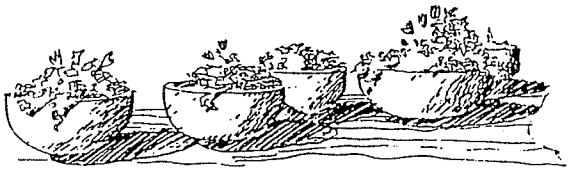
The area between the wall and the building is part of the visual corridor of each street. However the configuration of the planting is highly dependent on each individual site design. A suggested plant palette has been included in this report as a guideline; the actual selection and location of plant material is left to the discretion of the individual designer for each site.

C. CONCEPT

The concept for all of the streetscapes is to have a manicured landscape with a formal layout of shrub beds and plant materials. The form of the beds should be rectilinear: the shrubs and groundcover should be aligned in even patterns.

The beds only need occur in front of parking walls, and bed forms and land forms may become more informal between wall and building setbacks. The lawn strip should be in even planes with slopes no greater than 12 horizontal to 1 vertical. There should be no small rounded lawn hills or berms within the space between curb and wall setback. The trees should be evenly spaced, making a regular rhythm of trunks on each side of the street.

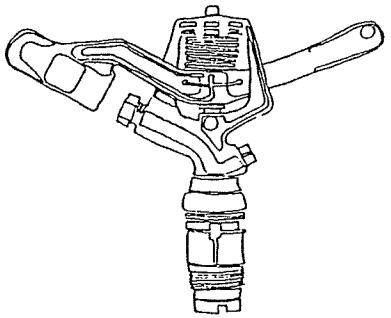
To this end, typical plans and plant palettes which follow, have been prepared.



IRRIGATION STANDARDS

The intent is to provide adequate irrigation coverage with the most efficient use of a limited water resource. The following suggestions are consistent with these goals.

Turf Areas - Utilize a low gallon spray head typical of the Rainbird 1800-12 series with a 4 inch pop-up body. This equipment with triangular spacing is an efficient means of irrigation in turf areas.



SUGGESTED LIST FOR SITE INTERIOR PLANTING:

TREES:

Botanical Name	Common Name	Minimum Size
Acacia saligna	Willow Acacia	15 Gallon
Brachychiton populneum	Bottle Tree	24" Box
Eucalyptus microtheca	Coolibah Tree	15 Gallon
Eucalyptus polyanthemos	Silver Dollar Gum	15 Gallon
Eucalyptus rudis	Desert Gum	15 Gallon
Ficus nitida	Indian laurel Fig	24" Box
Fraxinus uhdei	Evergreen Ash	24" Box
Fraxinus velutina 'Fan-Tex'	Fan-tex Ash	24" Box
Geijera parvifolia	Australian Willow	24" Box
Jacaranda acutifolia	Jacaranda	24" Box
Nerium oleander 'Standards'	Oleander Tree	24" Box
Olea europaea	Olive	24" Box
Phoenix dactylifera	Date Palm	25" Trunk
Pinus canariensis	Canary Island Pine	24" Box
Pinus eldarica	Mondell Pine	24" Box
Pinus halepensis	Aleppo Pine	24" Box
Prosopis chilensis	Chilian Mesquite	24" Box
Pyrus callyrana	Bradford Pear	24" Box
Rhus lancea	African Sumac	24" Box
Ulmus parvifolia 'True Green'	Evergreen Elm	24" Box
Washingtonia filifera	California Fan Palm	20' Trunk
Washingtonia robusta	Mexican Fan Palm	25' Trunk

SHRUBS:

Botanical Name	Common Name
Abelia grandiflora	Glossy Abelia
Carissa Species	Natal Plum
Cocculus laurifolius	Laurel-Leaf Snail Seed
Juniper Species	Juniper
Nandina domestica "Harbor Dwarf"	Dwarf Heavenly Bamboo
Nerium Species	Oleander
Pittosporum Species	Tobira
Plumbago capensis	Cape Plumbago
Pyracantha Species	Finethorn
Raphiolepis indica	Indian Hawthorn
Santolina virens	Green Santolina
Tecomaria capensis	Cape Honeysuckle
Thevetia peruviana	Yellow Oleander
Viburum Species	Viburum

GROUNDCOVER:

Botanical Name	Common Name
Asparagus sprengeri	Asparagus Fern
Lantana Species	Lantana
Lonicera J. 'Halliana'	Hall's Honeysuckle
Myoporum parvifolimium	Trailing Myoporum
Rosmarinus officanalis	Trailing Rosemary
Trachelospermum asiaticum	Asian Jasmine
Vinca major	Periwinkle

Shrub Areas - Once again, a head typical of the Rainbird 1800-12 series is very applicable for its low gallonage characteristics.

Spot Shrubs - A pressure compensating bubbler that has low flow characteristics and is compatible with other irrigation systems is suggested.

Irrigation Application - The best practice in irrigation is for many short applications. This will reduce sheet runoff and allow the water to absorb into the soil. Watering at night and early morning is best because of reduced evaporation.

Care should be taken in design of lawn and planting areas to provide methods of holding excess water on site. Nuisance water must be retained on site and off right-of-ways in a manner consistent with the City of Phoenix requirements.

The use of polytubing is not allowed.

LIGHTING

There are several aspects of outdoor lighting for which guidelines are provided: light quantity and intensity, light quality, and fixtures as elements in the landscape.

These development guidelines limit themselves to lighting which occurs within the setback area and right-of-way. They deal primarily with the visual appearance and desired results rather than technical data.

A. LIGHT QUANTITY

All lighting must be in conformance with the City of Phoenix Dark Sky Ordinance (G2699). This ordinance requires full shielding of most outdoor lighting and prohibits other types, such as uplighting. In essence the ordinance restricts light projection above the horizontal.

Parking lots should be fully illuminated with soft light. The lot illumination level shall achieve a uniformity ratio of 3 to 1 (average to minimum with a maintained average of 3 foot candles) and a minimum of 1 foot candle. Entries, Nodes and Streets must meet City standards for illumination. Pedestrian walkways should be illuminated adequately for safety.

B. LIGHT QUALITY

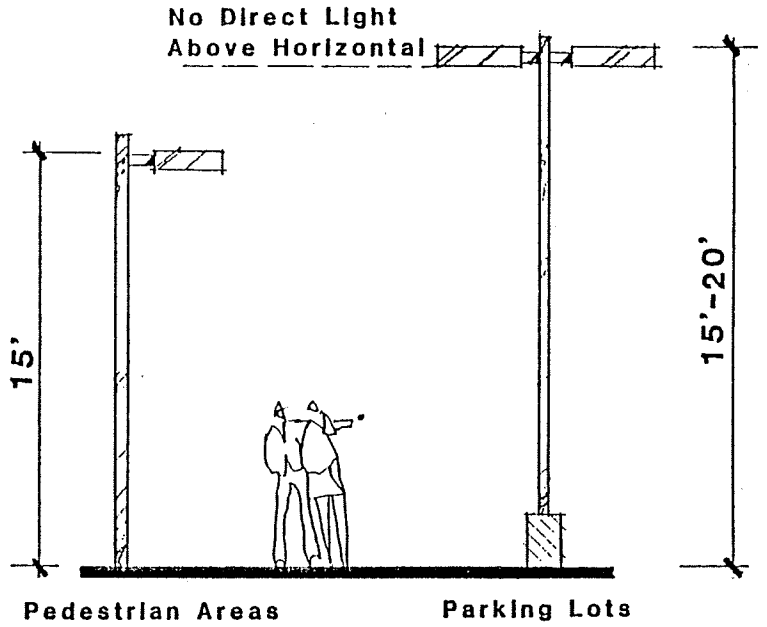
The outdoor lighting should all be high pressure sodium for uniform warm coloring, except on signage and buildings which may use incandescent lamps. The use of shielded fixtures to reduce ambient light is required by ordinance and will further emphasize the color of the light. Continuity of lamp type is very important.

C. FIXTURES

The light fixtures should not become an important sculptural element on the landscape. To reduce visual clutter and competition with streetscape elements which are being emphasized, the fixtures should be uniform and unobtrusive. Dark, square metal poles with simple rectangular "shoebox" fixtures should be used. These blend well into the landscape, and are available from a wide range of manufacturers with good shielding and high pressure sodium lamps. They are also being used in recently completed construction in The Gateway Area. An exception would be the use of bollard lights constructed of concrete which are compatible with other concrete bollards (see street furniture Section 8). Again, these guidelines apply to parking lots and the areas within the setback and right-of-way. Interior pedestrian ways and building entries may use other fixtures which utilize high pressure sodium or incandescent lamping, and which meet the Dark Sky Ordinance.

D. POLE HEIGHTS

Pole heights should range from 15-20 feet in height. Pedestrian walkways, plazas, and outdoor gathering places should utilize 15 foot poles. Parking lots should utilize either 15 or 20 foot poles, streets should use 30 foot poles.



LIGHTING FIXTURES

E. EXISTING STREET LIGHTS

The existing street light fixtures are silver metal poles which do not meet City Ordinance standards. These should be incrementally removed and replaced with the city approved street light system.

SIGNAGE

Signs are used for three basic reasons:

Identification, Direction of Movement and Advertisement. These guidelines will emphasize solutions which address building identification and direction of traffic but will downplay the advertisement aspect of the sign; in fact, they should discourage direct advertisement.

The guidelines make recommendations which may be less or, in some cases, more restrictive than the governing signage ordinance. In instances where conflicts between these recommendations and the governing ordinance occur it is recommended that the appropriate variances be sought.

Identification signs and graphics should assist a visitor in identifying buildings, building complexes and major tenants. The identification should be made from the adjacent roadway. Once the visitor is on the site, identification signs become directional.

Direction of movement signs and graphics must direct a visitor to his destination in a safe, convenient and efficient manner. This may be done by identifying destination 'targets' and indicating direction of travel. Direction may be indicated by arrows or other symbols or by sign placement.

When viewed in this manner it can be seen that several small signs are a better solution for leading a visitor through the interior of a site to his specific destination (i.e., visitor parking for a specific tenant), and that a few larger signs work best for identifying the general destination (i.e., building or building complex). These guidelines have been based on this approach.

A. CHARACTER

The overall character of the signage should reflect a quality, corporate image. In the balance between overstatement and understatement, the weight would shift to understatement. With a clean, uncluttered streetscape, excess is unnecessary.

B. SIGN TYPE AND SIZE

Signs have been organized into two basic categories: Identification Signs and Directional Signs. Within these two categories there are several types.

1. Identification Signs

(a) Identification Wall Sign

A building mounted sign is limited in what it is able to display. It may display the building name and address or the name and/or symbol of the tenant or business occupying the building, and the building address.

No more than the name of one tenant or the building name should be displayed, together with the building address. No message or advertising of any kind is permitted.

(i) Wall signs for retail shopping and restaurant tenants should be located so that the top of the sign is no closer to the roofline than one-half the vertical dimension of the sign. Tenant signs should be limited to one per tenant. Each sign should not exceed 25 square feet in area with a maximum letter height of 24 inches.

(ii) Only the name and/or symbol in free standing letters (no sign board) or letters integral with the architecture should be used. The symbol or logo and letters may be up to 24 inches in height.

(iii) A maximum of one building mounted sign per street frontage. If building is set at 40 to 50 degrees to street, two signs may be allowed, one per building elevation.

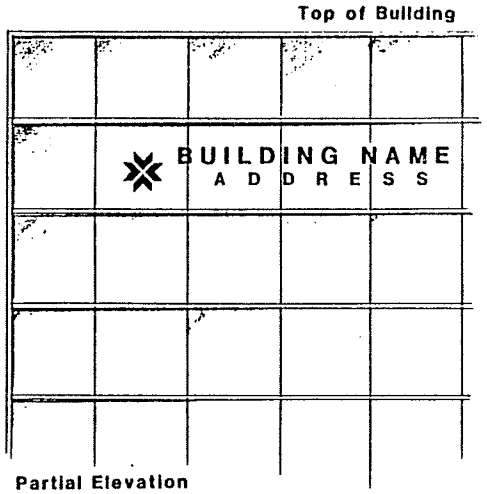
(iv) Sign height shall be consistent with governing ordinances and in no case may the top of the sign be closer to the roofline than one half the vertical dimension of the sign.

(b) Building Complex Identification Ground Sign

(i) This sign identifies a single building or a cluster of buildings which is an entity. It should not identify more than one tenant in addition to the complex namesake (i.e. IBM Building and The Tower Restaurant).

(ii) Wall signs for retail shopping and restaurant tenants should be located so that the top of the sign is no closer to the roof line than one-half the vertical dimension of the sign.

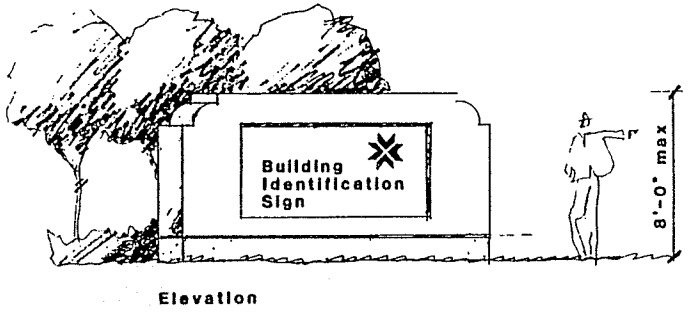
Tenant signs should be limited to one per tenant. Each sign should not exceed 25 square feet in area with a maximum letter height of 24 inches.



BUILDING MOUNTED IDENTIFICATION SIGN

(iii) This is the largest sign that may be used, and may have a maximum face of 80 square feet per side, or 2 square feet per lineal 10 feet of property frontage, whichever is smallest, excluding base, with up to two sides. Height of sign may not exceed 8 feet including base. There should be no more than one such sign per frontage street.

(iv) This sign may contain the names mentioned above, address numbers, and logo/symbol only.

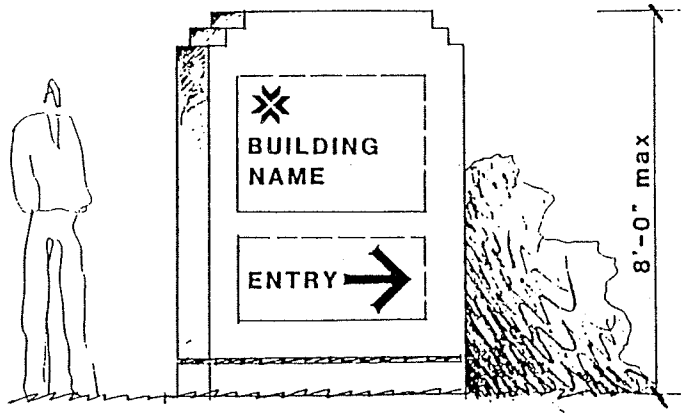


BUILDING IDENTIFICATION GROUND SIGN

(c) Entry Identification Ground Sign

(i) This sign is recommended for large, multi building sites (large sites with two or more occupied buildings, as determined by the City).

(ii) This sign identifies the entrances to a given site. It may have the word 'ENTRANCE' and/or an arrow plus the name and/or address of the building and/or major tenants (up to three tenants). This sign should be located no closer than 300 feet to a building identification ground sign.



Elevation

ENTRY IDENTIFICATION SIGN

(iii) The Entry Identification sign may have a maximum face of 48 square feet per side, or 1.5 square feet per 10 lineal feet of property frontage whichever is less, excluding base, and with up to two sides. The sign should not exceed 6 feet in height, including base. Maximum of one sign per main entry into site.

2. Directional Signs

(a) Destination Directional Signs

(i) These signs direct visitors to various on-site destinations. They may display the name of the destination building names, building address, visitor parking, etc.) and have arrows or other symbols.

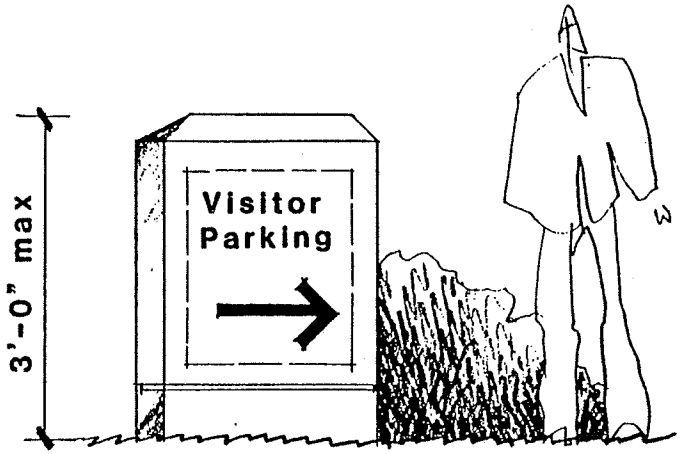
(ii) These signs may have a maximum face of 9 square feet per side, excluding base, on a maximum of two sides, and be a maximum of 4 feet in height, including base. The signs should not be readily visible from public streets.

(iii) The number of such signs should be determined on a case-by-case basis by the individual developer.

(b) Traffic and Regulatory Signs

(i) These signs regulate traffic direction, speed, parking, etc. They include 'STOP' signs, 'ONE WAY' signs, speed limit signs, handicapped signs, etc.

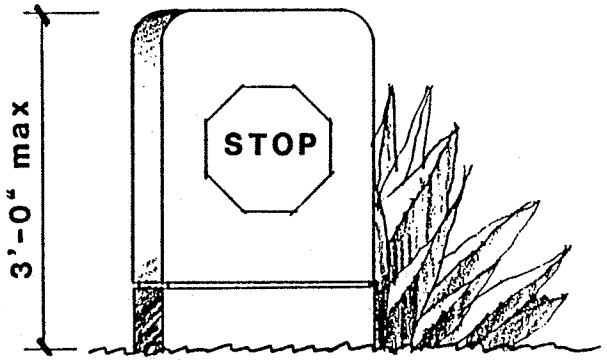
(ii) These signs must meet City standards for face size, face design, reflective qualities, height and other uniformities which make them instantly recognizable as traffic signs.



DIRECTIONAL SIGN

However, it is encouraged that the signs have uniform material and background color and utilize the same base and mounting system utilized on other signage on the site.

(iii) No set limit on number of signs is recommended. The quantity of such signs will be determined on a case-by-case basis.



TRAFFIC & REGULATORY SIGN

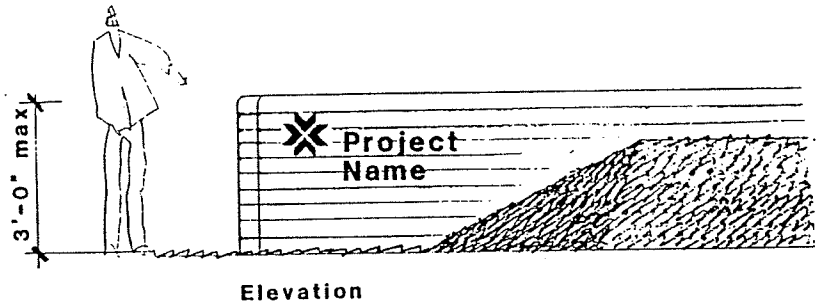
(c) Wall Mounted Ground Signs

(i) These signs are walls as specified in the Wall Section of these guidelines which have freestanding letters mounted on their face. The use of wall mounted ground signs in place of any of the detached signs is encouraged. Letter size may not be larger than 24 inches in height.

(ii) A special identification wall mounted ground sign may be located on corners of all major entries and major and minor circulation nodes. These special corner signs may be in addition to the other ground signs. They should only have the name of the building or building complex and no other copy. Wall height should not exceed four feet.

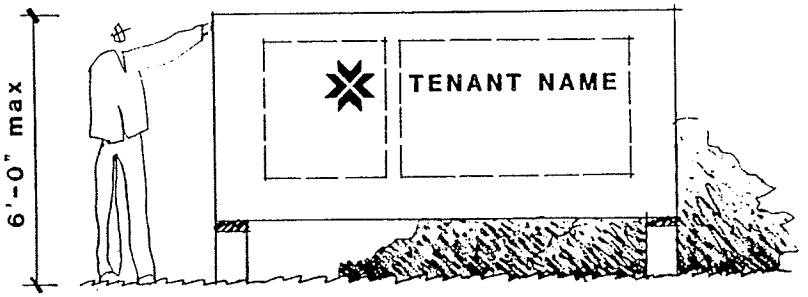
(d) Temporary Signs

(i) The use of only one temporary development sign per street front plus one financing or leasing sign (after obtaining building permits) per development parcel is encouraged. Additional individual signs are discouraged except for small (maximum 4 square feet) directional signs for construction.



Elevation

SIGN WALLS



Elevation

TEMPORARY LEASING SIGN

(ii) The sign background should be from a selection of the pastel colors used in the construction theme. (See section on performance standards during construction.)

(iii) Sign size to be consistent with the governing Ordinance.

(iv) The remaining sign area should be limited to identification of the following and no other information:

-- Developer

-- A concise identification of the development

-- A rendering of the development

-- The projected date of completion

-- The construction lender

-- The real estate brokerage firm

-- The general contractor

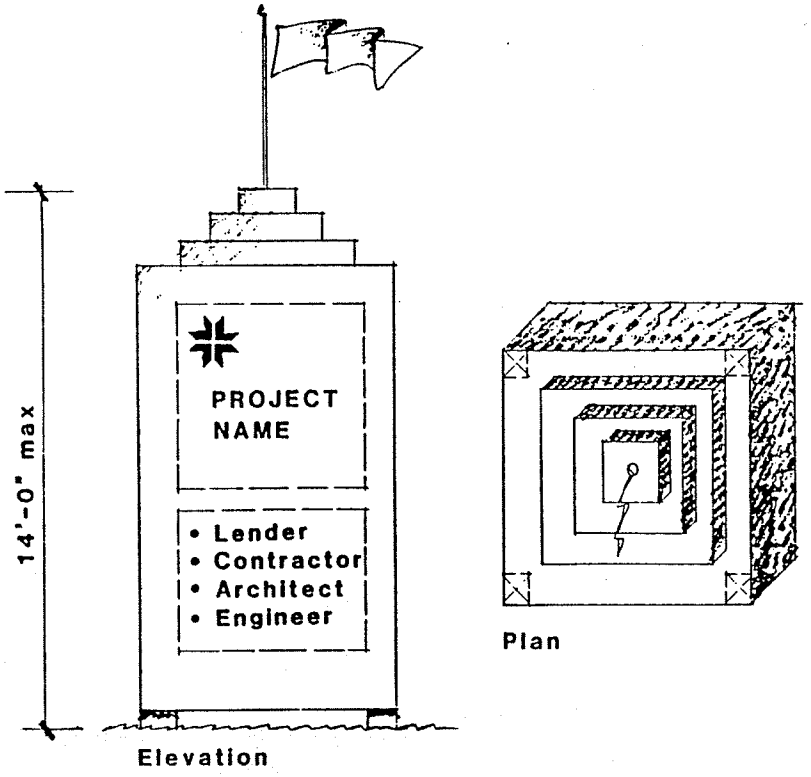
-- The architect

-- The landscape architect

-- The structural engineer

-- The civil engineer

-- The mechanical engineer



TEMPORARY DEVELOPMENT SIGN

(v) No temporary development signs should be located so as to reduce the safe flow of vehicles and pedestrians.

(vi) All temporary development signs should be removed prior to occupancy except on multi-building projects where temporary development signs may be placed near new construction after a completed phase is occupied.

C. DESIGN AND CONFIGURATION

All signs except traffic regulation signs, for each parcel should be designed as a single system, of like materials, construction methods, and should follow these guidelines.

Each sign should be square or rectilinear in shape and composed of one piece. It should have no moving parts.

D. COLOR

All signs except temporary signs, and logos, should have a maximum of two colors, one for the face, posts and base, and another for the lettering. A third color may be introduced for a complex with two or more buildings, when used in a consistent manner to distinguish buildings or phases. When a business name is in itself a business logo, it is exempt from these recommended color restrictions.

E. LETTERING STYLE

All lettering on all signs, except traffic regulating signs and attached building signs, should be of the same lettering style on each parcel. The lettering style may be one of the following or very similar:

OPTIMA
HELVETICA
KABEL LIGHT
RONDA LIGHT

F. MATERIAL

All sign posts and panels should be of a permanent, quality construction of: aluminum, copper or sheet metal; if painted, paint with a fade-resistant, durable, exterior finish; edges should be eased with no visible welds; natural stone or concrete with free-standing letters or letters cast into sign are also recommended. Panels should be plumb, and square with no bows or warps. Exposed bases should have a smooth, durable, even architectural finish.

G. ILLUMINATION

Detached identification signs may be illuminated by continuous and uniform internal illumination, or ground lighting which meets the City of Phoenix Dark Sky Ordinance.

Identification Wall Signs may be illuminated by internal illumination or back lighting provided that the color and intensity of such lighting appears as an integral part of the overall architectural and site concept.

No sign illumination should cast a glare which will be visible from any street or access drive.

H. SETBACKS

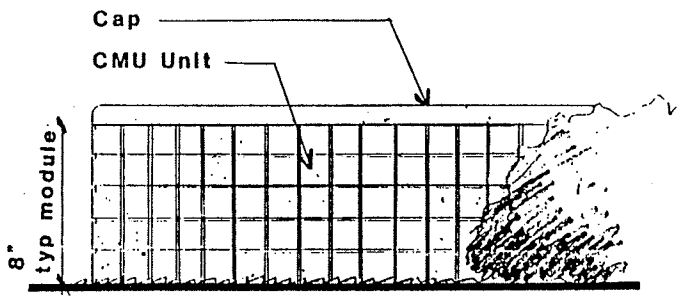
All sign setbacks except wall and building mounted identification signs should be no less than 15 feet from edge of curb.

I. SETTING

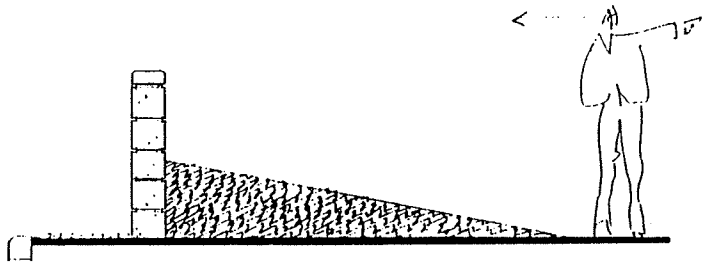
Signs should be integrated into the landscape. For this reason, wall mounted ground signs are encouraged, whenever practicable. Care must be taken to integrate free-standing signs into planting beds or to have clean base connections when in lawn areas. Thought should be given to landscape backdrop.

WALLS

Walls can be a major unifying element in the landscape. They should be exclusively used to screen automobiles, loading areas, garbage dumpsters and existing utility structures and for signage. The intent is to keep the walls as low as possible while performing their screening function.



ELEVATION



SECTION

SCREEN WALLS

A. MATERIAL

All walls should be of natural color concrete or concrete masonry with a rectilinear pattern and light sandblast finish identical to that used on the Phoenix Gateway Center project and as shown on the accompanying drawing. A deviation from the suggested wall may be acceptable if it better matches the architecture of a specific project.

B. CONFIGURATION

Walls should not be continuous around a property. If they are not necessary for screening or signage purposes they should not be used. The intent is to leave significant "windows" into the site.

Walls should be constructed in straight lines, parallel to the street, except at nodes or entrances.

C. HEIGHT

The following are maximum heights for screen walls recommended along streets:

1. Parking walls: 3 feet or as required by codes or ordinances.
2. Loading Areas: 6 feet
3. Garbage Dumpster: 6 feet
4. Utility Structures: As necessary to screen.
5. Signage Walls: Should meet heights specified in signage section of these guidelines.

D. SETBACKS

1. Parking Walls: Should be as recommended in the Streetscape Section of these guidelines.
2. Loading Areas: Should be equal to the parking setback in the Streetscape Section of the Guidelines.
3. Garbage Dumpsters: Should be equal to parking setback in the Streetscape.
4. Utility Structures: Should be as necessary to screen existing structures. See utility section for new utility structures.
5. Signage Walls: Should be as recommended in the signage section of these guidelines.

STREET FURNITURE

Street furniture serves aesthetic as well as utilitarian functions. Because streets in the Gateway area are arterials and are, for the most part, not pedestrian oriented, most of the typical furnishings of an urban downtown street should be provided in the interior of sites. Interior plazas and courtyards will accommodate the pedestrian more completely than will the streetscapes. This section will discuss all such furnishings in a general manner. However, certain furnishings are part of the streetscape or visible by passing motorists, and specific guidelines have been written for these elements. They are:

- Benches
- Bollards
- Bus Shelters
- Mail Collection Boxes
- Newspaper Stands and Vendors

A. CHARACTERISTICS

The following are characteristics that should be considered in evaluating all street furniture items.

1. Consider the security, safety, comfort and convenience of the user, including the handicapped.

2. The elements should be simple in function and design.

3. They should be compatible in form, color and scale with surroundings and other street furniture.

4. They should be cost efficient in terms of initial cost, expected lifetime and maintenance requirements.

5. Furniture should not obstruct stairs, ramps, building entrances or exits, or loading areas. Furniture should be placed to minimize policing or security hazards.

6. Street furniture should be conservative in the use of sidewalk space, and maintain a clear width adequate to accommodate pedestrian flows including the handicapped.

7. Street furniture should be incorporated in park or landscape spaces and in off-street amenity areas.

8. Street furniture should be constructed of long wearing, vandal resistant materials capable of withstanding Phoenix climatic conditions.

B. BENCHES

Benches encourage pedestrian use since they provide a comfortable place to rest or wait. The most prevalent place they should be used in the streetscape is at bus stops, either with or without a shelter.

The benches should be sited in such a way that they do not interfere with pedestrian traffic and have ample shade in the summer.

Bus Benches should be as illustrated and as manufactured by KROIN Park Furniture. Benches shall be the Mono model, element 'G', and dark green in color. The seat bowls shall be attached to a continuous 8 inch high by 16 inch wide, scored (8 inch grid pattern) CMU block wall with bull nose corners. The bowls should be attached to the wall with seat bowl base flanges as manufactured by KROIN. A minimum of three seat bowls should be used to form a single bench element.

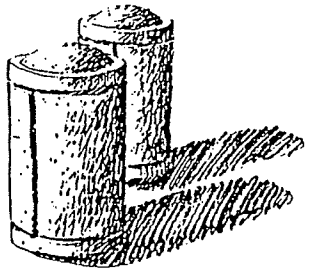
C. BOLLARDS

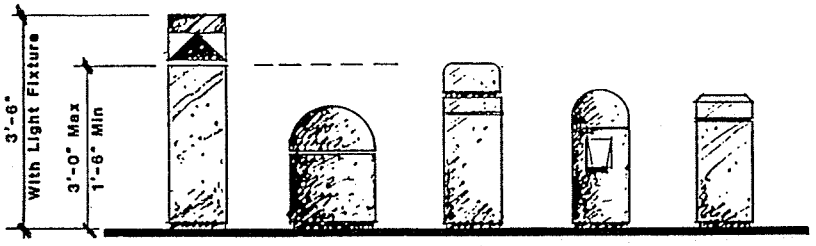
The purpose of bollards is to physically separate pedestrian and vehicular areas, to protect street furnishings or other elements of the streetscape or to form a visible edge to a space or along a special route. These guidelines apply to bollards utilized in the streetscape or in areas visible by passing motorists and pedestrians.

1. Material - The bollards should be constructed of concrete with a smooth or sandblasted finish, and natural color which matches the Gateway walls or matches the dominant material of the subject building site.

2. Design - The design of the bollards should be consistent on each site or on two or more sites if there is a visual connection of bollard use. There are many square and round forms of bollards available and some may fit the architectural vocabulary established by the specific building(s) on the site, better than others. Forms similar to those shown are recommended. Proportions should be heavy or massive, suitable for the material used, rather than tall and thin. Height should be adjusted to a level always visible to automobile drivers at the closest distance they will approach the bollards.

18" should be the minimum height in any case. 3'-0" should be the maximum height unless incorporating a pedestrian light in which case 3'-6" should be the maximum height.





BOLLARDS

D. BUS SHELTERS

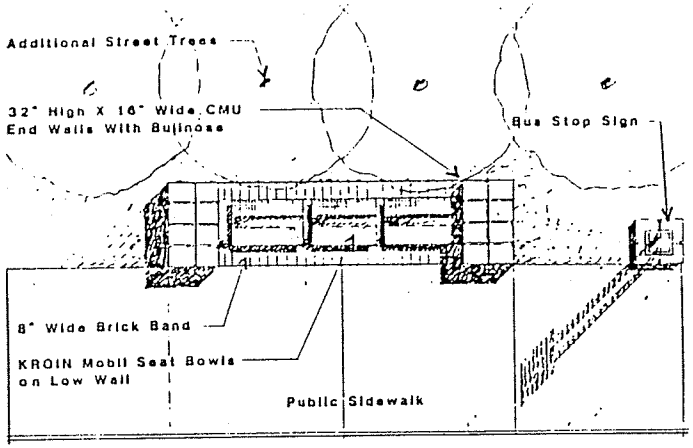
Bus shelters in the Gateway area should be installed in areas which currently generate the highest bus passenger traffic or in areas which have the highest potential for generating future high bus passenger traffic. These locations should be coordinated with the City mass transit office. All shelters should, wherever possible, be located on private property and maintained by individual property owners.

These shelters should be constructed in the manner illustrated on these pages. Advertising or signage except for identification as a "Transit Station" is discouraged.

E. BUS STOPS

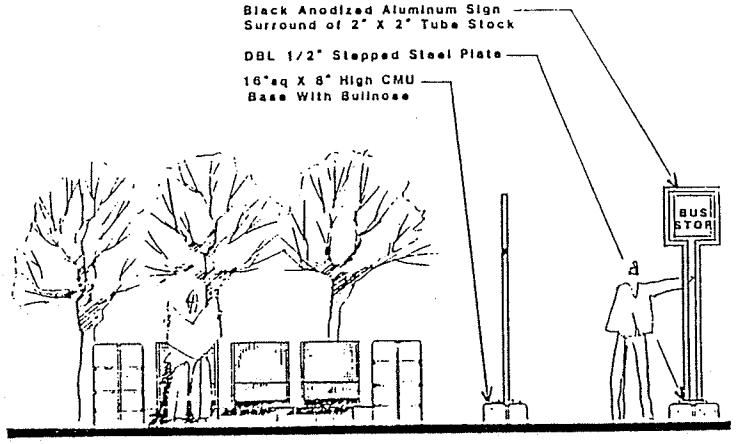
Bus stops should be installed in areas which are existing or are anticipated to be secondary generators of bus passenger traffic. The locations should be coordinated with the City mass transit office. All bus stops should be located on private property and maintained by individual property owners.

The bus stops should be constructed in a manner similar to the illustration.



BUS STOP PLAN

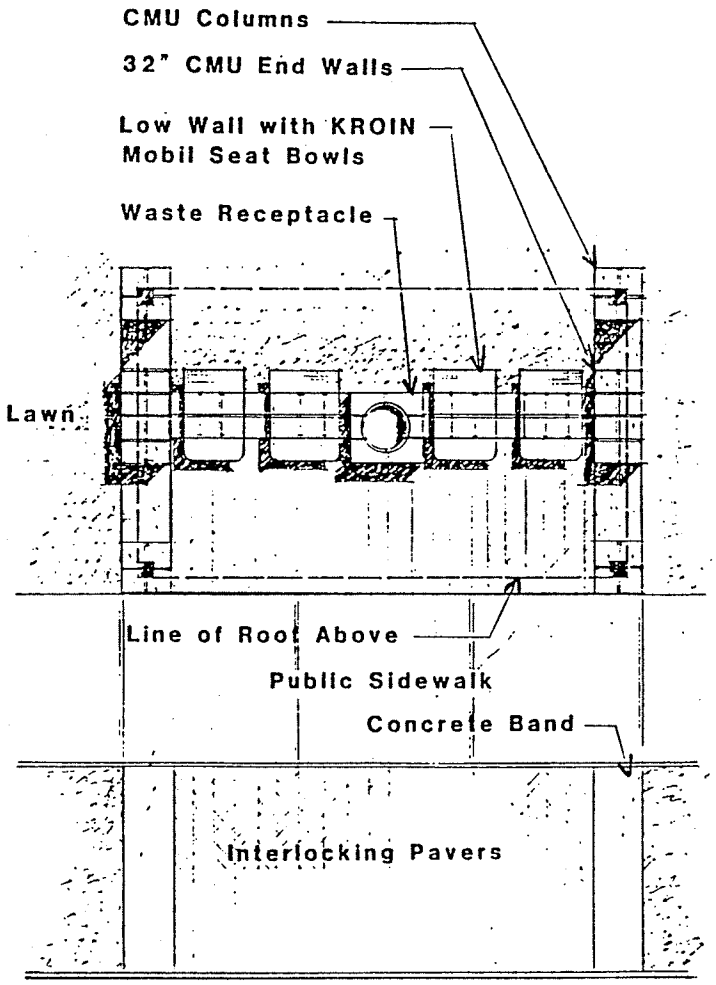
Note: All CMU scored 8 X8 grid with struck joints. All surfaces to recieve light sandblast finish with a two coat application of an approved anti-graffiti coating.



FRONT ELEVATION

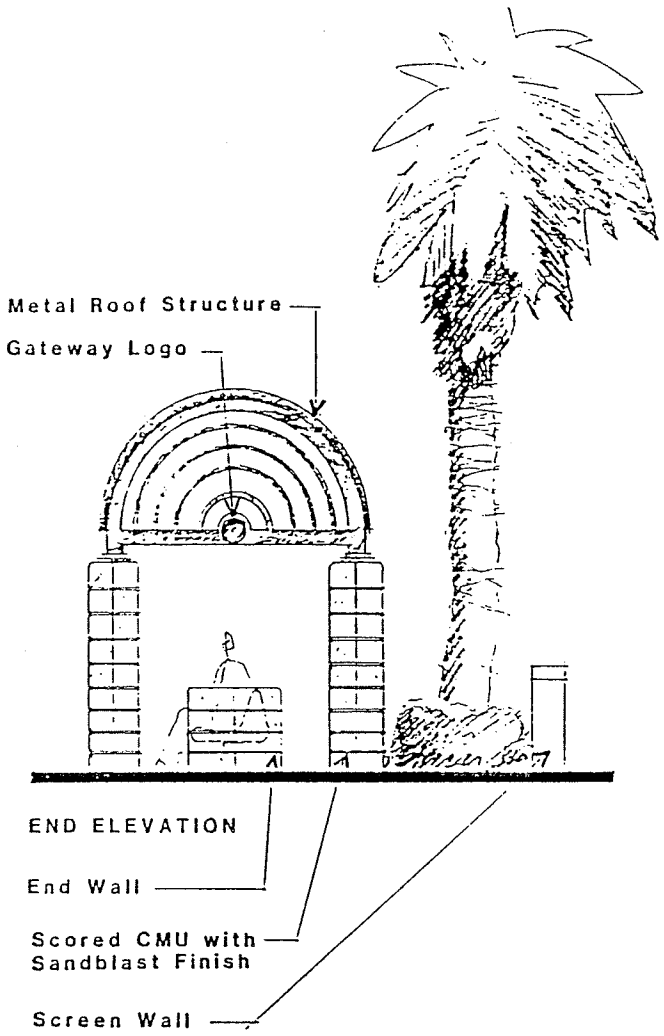
Sign

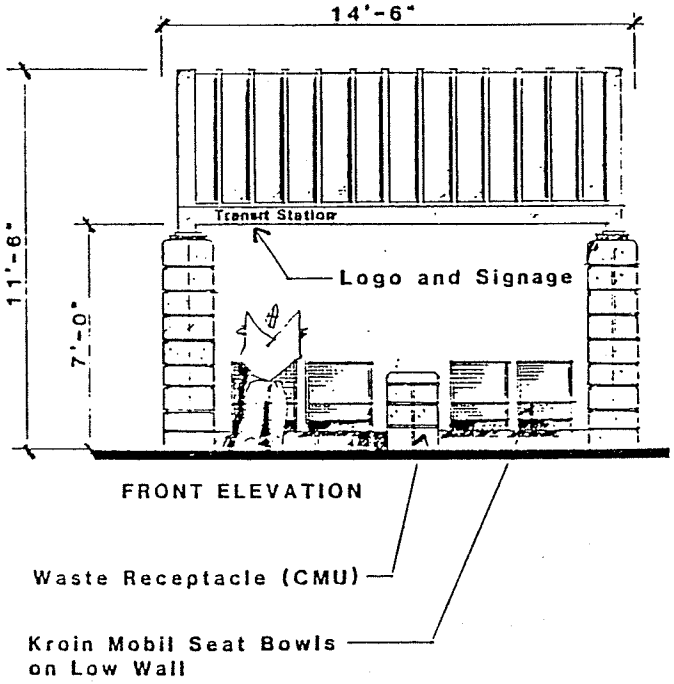
BUS STOP



PLAN

BUS SHELTER





BUS SHELTERS

E. MAIL COLLECTION BOXES

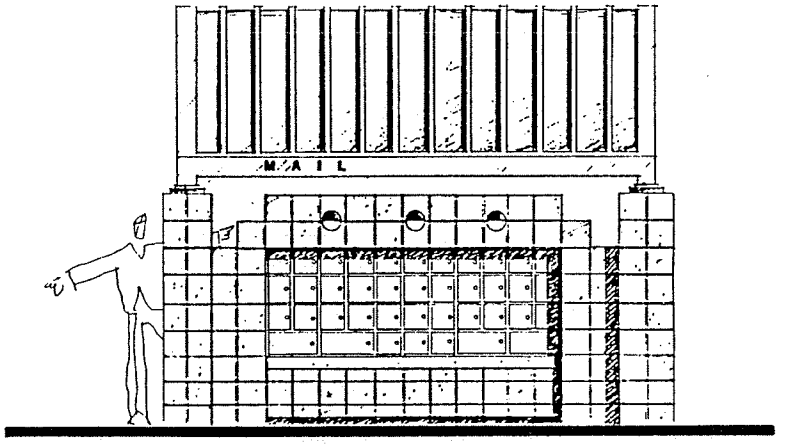
The United States Postal Service is responsible for supplying and maintaining typical mail collection boxes. The Postal Service approach is for one location delivery, and individual delivery, for the most part, is a thing of the past. Central mail delivery boxes located inside buildings are allowed and should be utilized whenever possible. The eligibility for such service is not set, and owners should check with the Postal Service on a case-by-case basis. In all cases, owners or their designers should get together with the Postal Service during the design phase to work out the most acceptable method and location for deliveries. For multiple deliveries outside the building the Postal Service will probably require use of a NBU or Neighborhood Box Unit. These are straightforward, institutional solutions to delivery boxes.

1. Whenever possible, have central delivery service inside buildings. This is convenient for tenants and removes another element from the streetscape.

2. Whenever possible, bring outdoor mail collection boxes into the interior of the site to a location not visible from streets, or screen from visibility.

3. NBU's are not particularly attractive, and the Postal Service allows several methods of making them more attractive. Some of the solutions are worse than leaving them alone. The following are recommended solutions:

   (a) Install the NBU in an enclosure of the same material and texture as site walls or the same material used for the building as illustrated herein. (Shingled or tiled roofs over NBU's are not allowed).



FRONT ELEVATION

MAIL COLLECTION BOXES

(b) Make the NBU part of other site elements such as walls, parking covers or other outdoor structures.

(c) If not enclosed, the NBU should be manufactured in anodized aluminum.

(d) In all cases, set the NBU into the landscape using plant material to screen, accent or form a backdrop for them as illustrated herein.

F. NEWSPAPER STANDS AND VENDORS

Pedestrian activity should be accommodated primarily in the interior of individual sites, rather than on the streets which are, for the most part, arterials.

Plazas, courtyards and entrance spaces should be designed to accommodate newspaper stands in an aesthetically pleasing manner, located to not impede circulation. Vendors should be limited to "push cart" selling food and drink with services at lunch time only.

LOADING, STORAGE & SERVICING AREAS

A. CIRCULATION

Loading, storage and servicing areas should be designed and located on the site so that service vehicle activities and movements do not disrupt the efficient flow of on-site and off-site traffic.

B. SETBACKS

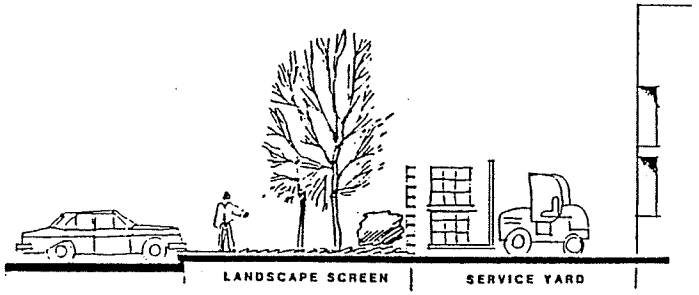
Loading dock areas should be setback, recessed, screened or a combination of these, so as not to be visible from streets or neighboring properties.

C. NO OPEN STORAGE

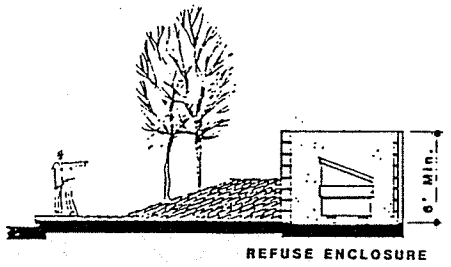
No materials, supplies or equipment, including trucks or other motor vehicles should be stored on site except inside a closed building or behind a wall or other approved visual barrier which screens these materials from streets or neighboring properties.

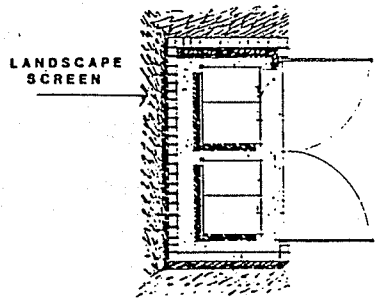
D. NO ENCROACHMENTS

Storage areas should not extend into a setback area.



LOADING / SERVICING AREAS





REFUSE COLLECTION AREAS

REFUSE COLLECTING AREAS

A. SCREENING

All refuse containers should be visually screened within a 6'-0" high wall of design as specified herein, or material which matches the building architecture, so that it is not visible from streets or adjacent property. A recessed dumpster location may be incorporated as an alternate to the above screening method.

B. SIDING

Refuse collection areas should not be located between a street and the front of a building.

C. CAPACITY

Refuse collection areas should be designed to contain all refuse generated on-site and deposited between collection times. Refuse should not be visible from outside the refuse enclosure.

UTILITIES & EXTERIOR MECHANICAL EQUIPMENT

A. UNDERGROUNDING OF LINES

All overhead lines except for major transmission lines should be buried underground, concurrent with new construction.

In order for the city or utility company programs to place lines underground at advantageous prices they may require participation of all owners along a line route whenever the owner(s) of a majority of the length of property covered by the line agree to bury the line. The cost shall be divided based on the front footage of each property owner as it compares to the total front footage of all property owners affected by burying the line.

B. UNDERGROUNDING OF UTILITY STRUCTURES

Transformers and other utility structures should be installed in underground vaults. Where this is impossible, they should be screened from view from streets and surrounding area, utilizing specified walls and planting.

C. SCREENING OF EQUIPMENT

Electrical equipment should be mounted on the interior of buildings where possible.
When interior mounting is not practical, such equipment should be installed where it is screened from public view. In no case shall exterior electrical equipment be mounted on the street side or primary exposure side of any building. Roof mounted mechanical equipment should be screened by a parapet of sufficient height or other screening device that will appear as an integrated part of the building.

PERFORMANCE STANDARDS DURING CONSTRUCTION

Much of the Gateway Area will be under construction during the next few years. While construction activities will cause some inconvenience and problems, this phase also offers a unique opportunity. Construction is visible sign of vitality in the area. The intent of these guidelines is to stage a festive production of the construction phase - a celebration of a positive event - while preserving the rights of adjacent property owners and passersby. As with all of the guidelines, the result will depend upon repetition and consistency throughout the Gateway Area. This aspect of the guidelines has the potential to draw more immediate attention to the Gateway Area than anything else that could be done. The Gateway Area will project - from its beginning construction phase - the positive image of optimism and quality; the image of a winner.

A. THEME

The theme for construction should borrow from the theme of the 1984 Olympics in Los Angeles (another celebration of a temporary event). Colors that should be used include:

1. PMS 332 - Green
2. PMS 121 - Yellow
3. PMS 211 - Pink
4. PMS 407 - Grey

Bright pastel colors used consistently in fences and temporary signs can establish a general framework for the theme.

B. TEMPORARY FENCING

Areas under construction which are adjacent to major public thoroughfares should be fenced with a minimum 6 feet high chain link fence with diagonal opaque slates of colors chosen from the specified color palette. Plywood fencing may be used if solidly constructed and properly maintained. Plywood should have its best side facing out and be of sufficient thickness to span post spacing without buckling or warping the ends. All fences should have a return of at least 20 feet in length, perpendicular to the run of the major street. Fences and gates should be adequate to keep the public out and to screen unsightly operations and stored materials. An 8 foot fence of the same materials may be used for more difficult screening and for security purposes. Fencing along street frontages may not incorporate strands of barb-wire or concertina.

C. FIELD OFFICES, SHEDS AND TEMPORARY OUTBUILDINGS

1. Contractors Facilities

   Field offices and sheds should be constructed plumb, level, of good craftsmanship and painted of colors selected from the color palette or should be screened from view.

Trailers and other movable structures should also be painted with colors from the palette and be free of signage or advertising or be completely screened from view.

2. Sanitary Facilities

Temporary sanitary facilities should be maintained in a sanitary, odor free condition at all times, and be screened from public view.

3. Enclosures

Tarpaulins, canopies, platforms, bridges and other temporary construction which will be left in place for periods longer than two weeks should also feature colors from the color palette.

D. CIRCULATION

Care must be taken during the construction phase to minimize disturbance to adjacent traffic. Gravel, concrete, soil and other repetitive deliveries should be routed and timed to best integrate with existing traffic patterns. Deliveries should not occur during the rush hour periods of 7:30 - 9:00 A.M. and 4:30 - 6:00 P.M. Provide traffic direction when excavation or concrete pouring causes hauling or delivery over an extended period of time.

E. ACCESS

Construction access should be chosen with care and should not, because of location, interfere with adjacent traffic flow. Special care should be taken to protect existing pavement and landscaping from damage.

F. DUST AND OTHER NUISANCE CONTROL

Use whatever means necessary, including watering to protect persons and property from damage and discomfort caused by dust or fumes.

Install and maintain sediment basins to remove sediment from runoff waters during construction.

Keep adjacent roadways and walks free from soil, mud, gravel and other debris.

G. EMPLOYEE PARKING DURING CONSTRUCTION

Provide adequate off-street parking for all workers on project.

H. MAINTENANCE

Keep site neatly maintained during construction period.

1. Keep fences straight, plumb and in good repair.

2. Keep painted surfaces clean. Repaint as necessary.

3. Keep brush and debris removed from site.

4. Keep grass height under 6 inches.

INTERIM USE PERFORMANCE STANDARDS

Interim uses are those uses on a parcel which will be removed when the land is developed to its full intensity. There are several things which can be done to make these uses more compatible with the 'corporate' character of the area.

A. PARTICIPATION

Interim use parcel owners should take part in any streetscape improvement projects which might occur (i.e., burying utility lines, street light replacement, etc.)

B. ACCELERATION OF STREET IMPROVEMENTS

Interim use parcel owners are encouraged to install at an early date all streetscape elements which will be unchanged by the site's ultimate development.

C. MAINTENANCE

Interim use parcels should be maintained at the same level of care as the rest of the Gateway Area.

D. GUIDELINES

Construction of new interim uses or remodeling of existing interim uses should follow the design guidelines which cover those improvements.

E. DEMOLITION

Structures in disrepair should be repaired or demolished and removed from the site.

F. NO NUISANCE USES

Temporary retail uses such as bus stands or "plush animal" stands will not be allowed in the Gateway Area.

MAINTENANCE

A. LANDSCAPE MAINTENANCE

1. All plantings should be maintained in a healthy growing condition. Watering, fertilization and appropriate pruning should be carried out on a regular basis.

2. Dead or dying plants should be removed and replaced promptly.

3. Pruning - Street trees and parking trees should be pruned to enhance their natural form. Remove only deadwood, diseased wood, crossed branches, water suckers or other deviations from a healthy tree of natural form. The intent is to have large trees of significant impact. Cutting back main branches and leaders is not allowed.

4. Lawns should be watered, mowed, and fertilized as necessary to maintain a healthy, thick, even stand of grass, 1-1'2" high. In no case should grass be allowed to grow higher than 4". Edges shall be kept trim.

5. Planting beds should be kept free of weeds and grasses with neat, manicured edges.

B. OTHER MAINTENANCE

1. Owners should maintain improvements in good and sufficient repair. Improvements which are damaged by any cause should be repaired promptly.

2. The site should be maintained in a safe, clean and neat condition, free of rubbish and weeds. Lawns should be kept raked, pavement and gutters swept and planting beds picked clean of trash.

3. Roads and pavements should be kept in good repair. Parking lines should be kept neatly painted and pavement finish smooth and free of holes, dips or bumps.

SITE DEVELOPMENT GUIDELINES

A. SITE PLANNING

1. All design should appear as an integrated part of an overall site design concept.

2. Site design should provide a visual transition with the adjoining sites. The intent is to have the Gateway Area read as a unified whole, rather than a series of fenced-in lots.

3. In planning the site, the building masses should be set back from streets as far as practicable. To this end, buildings should be set at an angle to major streets rather than parallel to them, whenever possible.

4. Building masses should be simple in form and of strong geometry.

5. Convenient passenger drop-off points should be provided which work well with circulation and "right side unloading".

6. Entry accents/plazas should be provided, oriented to pedestrian scale, and clearly connected to drop-off points.

7. Building complexes should be laid out such that usable courts and gardens are created by building placement.

8. Materials used throughout the site should be of a contemporary nature to enhance the image of a "corporate mixed use" development. Materials which weather naturally and attractively and require little maintenance are recommended.

B. AUTOMOBILE CIRCULATION

Because access will be limited on major arterials, interior circulation (complex to complex) will be important. Adjacent property owners should work together during and prior to the design stage to overcome access and circulation constraints and to take advantage of opportunities for efficient circulation by providing connected interior roads, drives, or even parking. There will be many mutually beneficial opportunities that can only be capitalized upon by communication during and before the design stage.

C. PEDESTRIAN CIRCULATION

1. Continuity of the Gateway Area can be reinforced by interior connections as well as by the unified streetscapes. Pedestrian connections between sites will go a long way towards this end, and can result in a pedestrian system for the entire Gateway Area. Adjacent property owners should work together prior to and during the design stage to assure that opportunities for pedestrian connections between sites are capitalized upon.

2. Interior pedestrian systems should be designed so that they accommodate circulation from off-site destination to on-site destination, or through the site to another off-site destination when it adds to circulation efficiency and is compatible with on-site activities.

3. Pedestrian connections between sites should be accompanied by visual connections. Pleasant views that extend from one site into another, add to the continuity of the whole area, and invite pedestrians into or through the site.

CONCLUSION

In conclusion, these guidelines are the culmination of many months of work by property owners, developers, consultants and governmental agencies. While these guidelines are just that, a guideline for development, all parties involved with this effort are hopeful that these guidelines will be enthusiastically implemented by the owners, developers and designers of future Gateway Area properties.