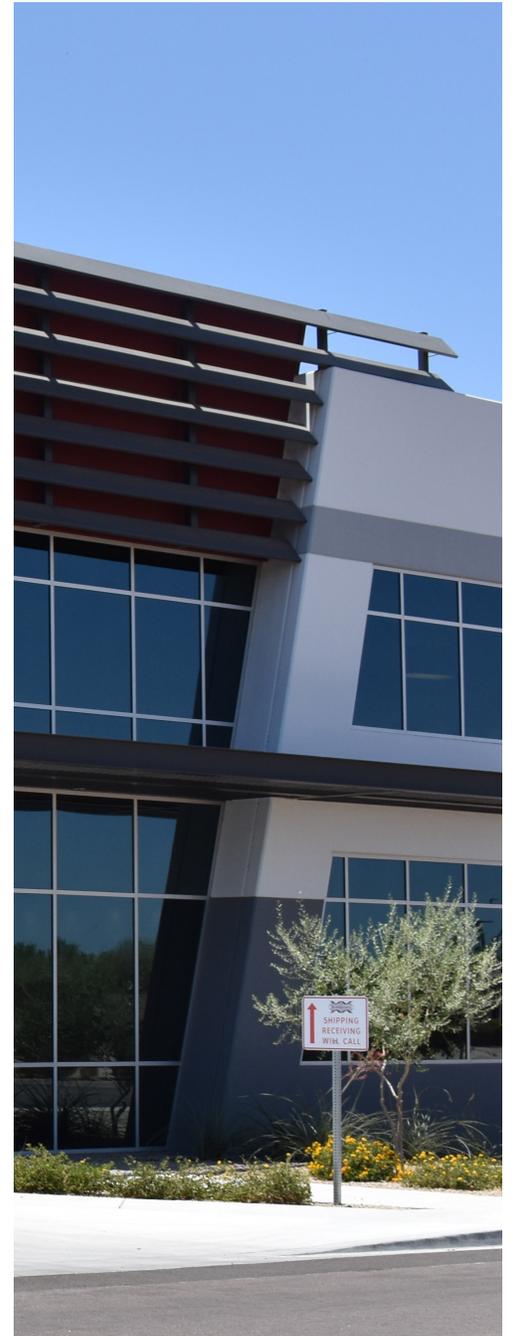
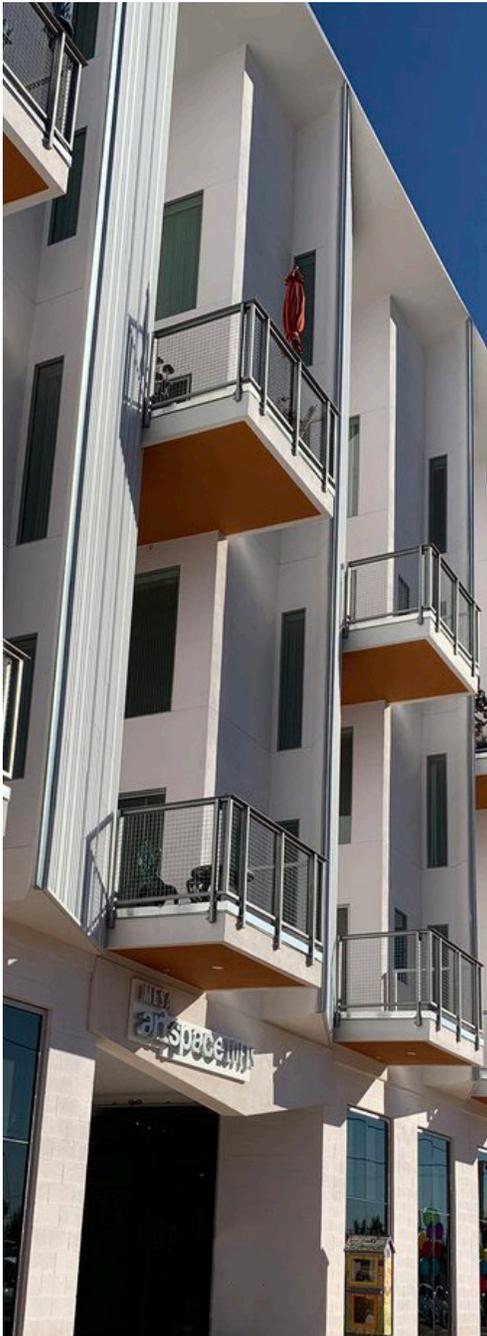


Quality Development Design Guidelines



DEC 2019



CHAPTER 1 INTRODUCTION

Mesa is a growing and evolving City. The Mesa 2040 General Plan creates a vision for Mesa to become a recognizable City with a strong sense of place. With changes in transportation and demographics there is a greater emphasis being placed on creating urban, pedestrian friendly, and mixed use places. Furthermore, there has also been an increased emphasis on the need to require new development to be as good as, or better than, surrounding communities.

In response, this quality development design guideline handbook has been created to facilitate communication about the quality of development expected and desired in the City of Mesa. It has been designed as a resource book for staff, developers, and the community to understand what is expected with development to achieve the goals of the community.

Applicability: The design principles and guidelines herein are intended to support the goals and policies of the 2040 Mesa General Plan and supplement the provisions of the Mesa Zoning Ordinance (MZO). These principles and guidelines apply to all development types and planning areas within the City. This includes proposals for new development and redevelopment of sites, including exterior alterations to existing buildings.

These guidelines are intended to clarify expectations and set clear objectives regarding quality development for developers and architects as they design their projects. They are also intended to assist City staff and decision-makers in evaluating projects.

While these standards are intended to be consistent with the MZO there may be occurrences where there is a conflict between the two documents. Where there is a conflict between the provisions herein and the MZO, the zoning ordinance shall apply.

A. PUBLIC ENGAGEMENT

Participation by City of Mesa residents, business owners and community stakeholders was critical to the development of these design guidelines. Initiated in the fall of 2018, public engagement included input by more than five hundred individuals over the course of multiple City board meetings, two developer forum meetings, two open houses and two online surveys. These guidelines were developed in consideration of preferences and concerns that were heard from this public engagement process.

B. ORGANIZATION

This document is organized into five chapters. Following the Introduction and Defining Quality Development Chapters, the Design Guidelines are organized by general development types, to make the document more user-friendly and easier to implement:

Chapter 1: Introduction - This Chapter provides a brief introduction to the purpose and applicability of the Quality Development Design Guidelines. This Chapter also provides a brief overview of the contents of the document and understanding of how to use the document.

Chapter 2: Defining Quality Development - This Chapter establishes a definition and a set of guiding principles of what is desired and expected in Mesa to encourage quality of development. This definition of quality and the quality development principles form the foundation of the guidelines established in this document.

Chapter 3: Residential - This Chapter contains design guidelines applicable to single residence and multiple residence developments. Site design component topics include neighborhood character, building placement and orientation, and landscaping and shading. Building design components include garage placement, primary entrance, massing and scale, articulation, and materials.

Chapter 4: Commercial - This Chapter contains design guidelines applicable to all commercial services and retail developments. Site design component topics include building placement and orientation, parking and circulation, public spaces and pedestrian amenities, landscaping and shade, and lighting. Architectural design components include general design, building entrances, massing and scale, facade articulation, material and colors, signage, and service areas and utilities.

Chapter 5: Industrial - This Chapter contains design guidelines applicable to employment uses dedicated to manufacturing, technology, research and development, and professional offices. Site design component topics include building placement and orientation, parking, loading, and vehicular access, and open space, landscaping and shade. Building design components include general design, entrances, massing and scale, facade articulation, material and colors, signage, and service areas and utilities.



C. HOW TO USE THIS DOCUMENT

1

Review Quality Development Definition

Reference Chapter 2: Defining Quality Development to gain an understanding of the intent and overall Guiding Principles that these Design Guidelines seek to encourage within the City of Mesa.

2

Identify Development Type

Utilize the Chapter descriptions to identify the specific development type that is consistent with the proposed project.

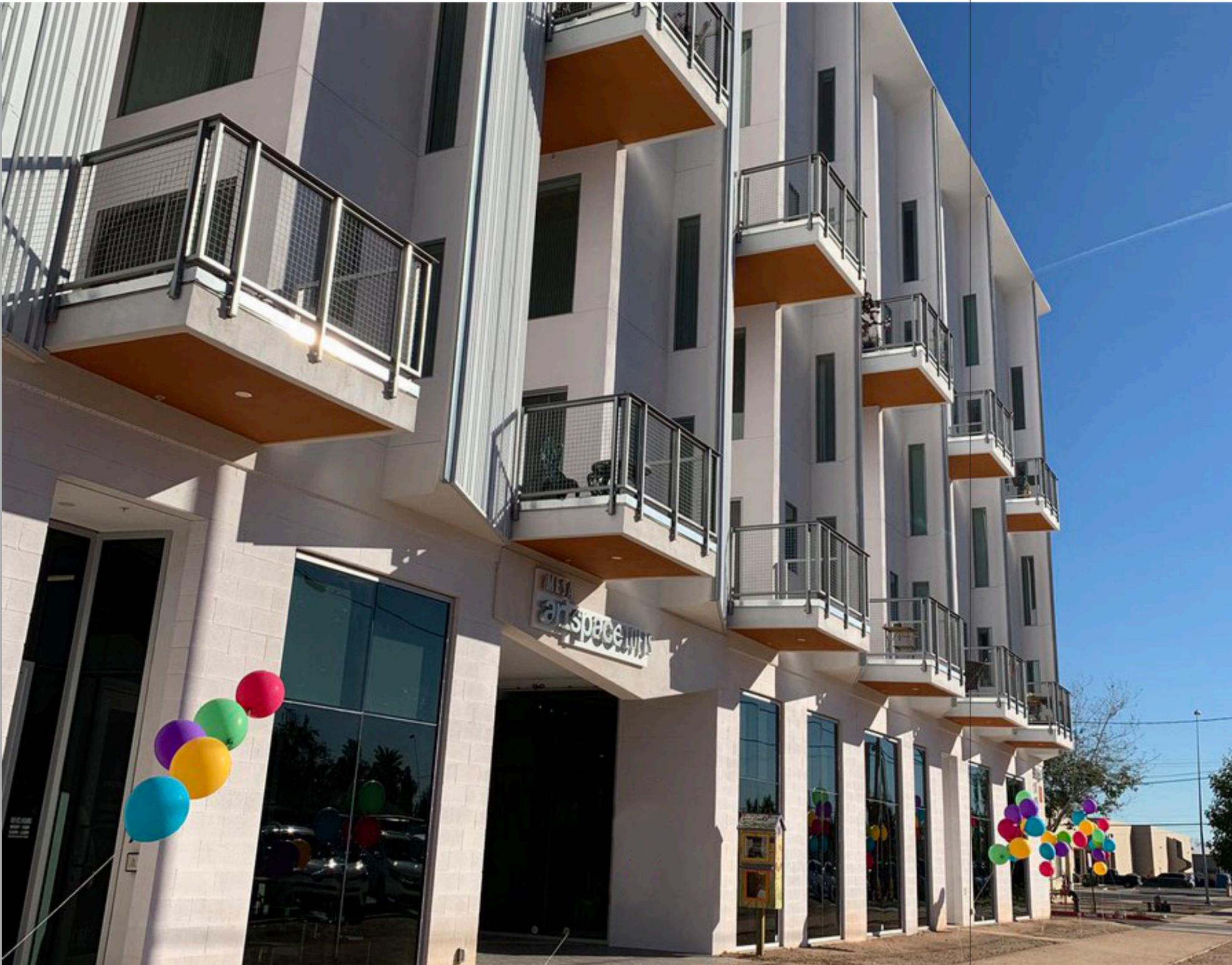
3

Apply the relevant Chapter Guidelines

Based on the defined development type, apply the design guidelines specified within the appropriate Chapter.

As applicants and reviewers apply these design guidelines, the following considerations will need to be kept in mind:

1. **Some projects may need to be evaluated across multiple Chapters.**
 - a. Certain projects may require the use of more than one Chapter to satisfy design objectives. For example, mixed-use development should adhere to Chapter 3: Residential guidelines (where multiple residence is present), and to Chapter 4: Commercial guidelines (where office is present).
2. **Application of these guidelines will vary by the nature and scope of a particular project.**
 - a. These guidelines are not one-size-fits-all. In some cases, trying to apply all of the guidelines to a project could produce unintended conflicts or undesirable outcomes within a design. Consequently, certain guidelines may be more appropriate than others or take precedent over others, depending on the context, scale and use of the project or unique circumstances.
3. **Surrounding context may not always reflect desired conditions.**
 - a. Some guidelines suggest using existing context to determine appropriate design conditions for a project. In some areas, the existing context may be poorly defined or undesirable. In those instances, the project should be treated as the model that will establish a pattern or identity from which subsequent developments can take their cues.
4. **Illustrations and photographs are intended as examples to a range of design solutions.**
 - a. The illustrations shown in this document are intended to provide examples of how these guidelines can be applied. They are not intended to illustrate the only or even the best way to meet the intent of the guidelines. Photographs that are provided as examples shall only be construed to represent an example of the specific standard it is illustrating. Photographs may include periphery items that are prohibited or discouraged by guidelines other than the guideline it is specifically illustrating. Applicants and project designers are encouraged to consider creative and innovative designs, styles and techniques not illustrated or pictured in provided examples that fulfill the intention of the design guidelines.
5. **Relationship to City Ordinances, Development Standards, and Policies.**
 - a. These guidelines illustrate ways to meet policy objectives for design quality but do not supersede regulations or standards. The property owner, developer, or design professional proposing a development project within the City should consult with City staff early in the process to verify applicable Code requirements. Design guidelines provide a menu of design options and techniques which should help the developer meet Code requirements.



CHAPTER 2 DEFINING QUALITY DEVELOPMENT

In order to advocate for quality development, it is important to have a working definition of what is meant by "quality development." Because quality is subjective and can be applied to a lot of different aspects of development, it can never be fully defined. The following definition has been developed and approved by the City Council as a description of what is desired and expected in Mesa to encourage quality development that will be sustainable and stand the test of time.

DEFINING QUALITY DEVELOPMENT

“Quality development” is development of structures, buildings, sites, subdivisions, and neighborhoods in a manner that results in a built environment that will endure as an asset to the community for future generations.

High-quality development is achieved through:

- Developing in a way that is appropriate for our climate, utilizes low impact development techniques, and utilizes options for water and energy conservation;
- An integrated pattern of development that facilitates connectivity, multi-modal transportation options, and mixed-use development;
- Creating places that are safe, attractive, interesting and inviting, and fit within the context of the surrounding neighborhood;
- Use of architectural and site design that is appropriate in scale, massing and articulation to the setting and purpose of the development; and
- Use of a variety of landscape materials and durable, high-quality building materials that work together to provide visual interest through a compatible variety of colors, materials and textures;

The cumulative effect of using the above definition is to create holistic designs where the individual parts work together to create an interesting, attractive, sustainable whole.

Through illustrations, pictures and text, the following chapters of this handbook further describe what is meant by each portion of this definition. While no development will meet all of the statements contained in this handbook, the cumulative effect of using this definition will be to create holistic designs where the individual parts work together to create an interesting, attractive, and sustainable whole.

QUALITY DEVELOPMENT PRINCIPLES:

- Develop for our climate
- Provide an Integrated Pattern of Development
- Create Places that are safe, attractive, interesting and inviting
- Use Appropriate Architectural and Site Design Elements
- Use a Variety of Landscape and Durable Building Materials



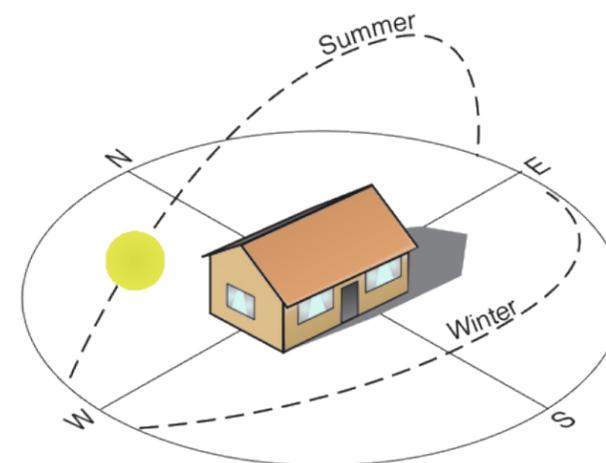
A. DEVELOP FOR OUR CLIMATE

High-quality development is achieved by developing in a manner that is appropriate for our climate, incorporates low impact development techniques, and utilizes options for water and energy conservation.

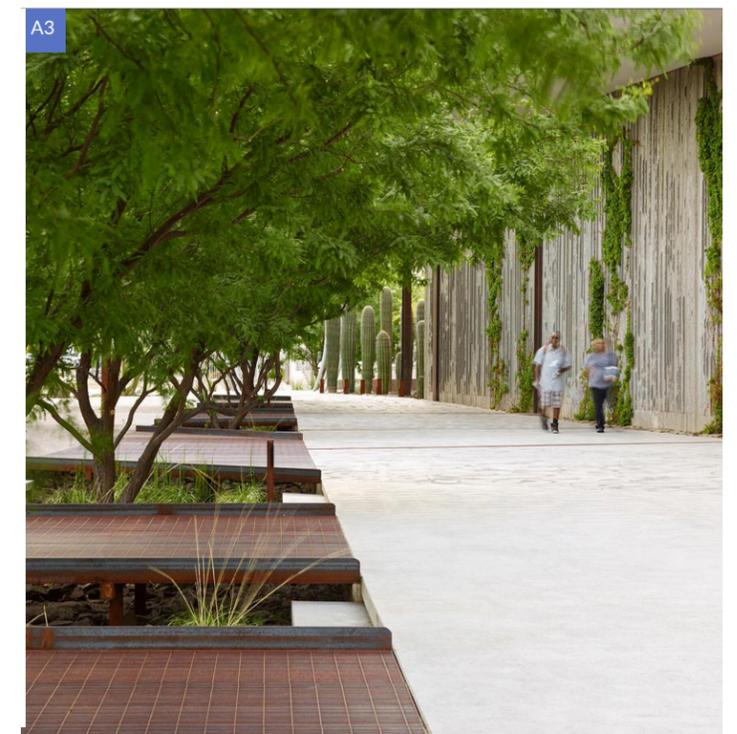
PRINCIPLE STRATEGIES:

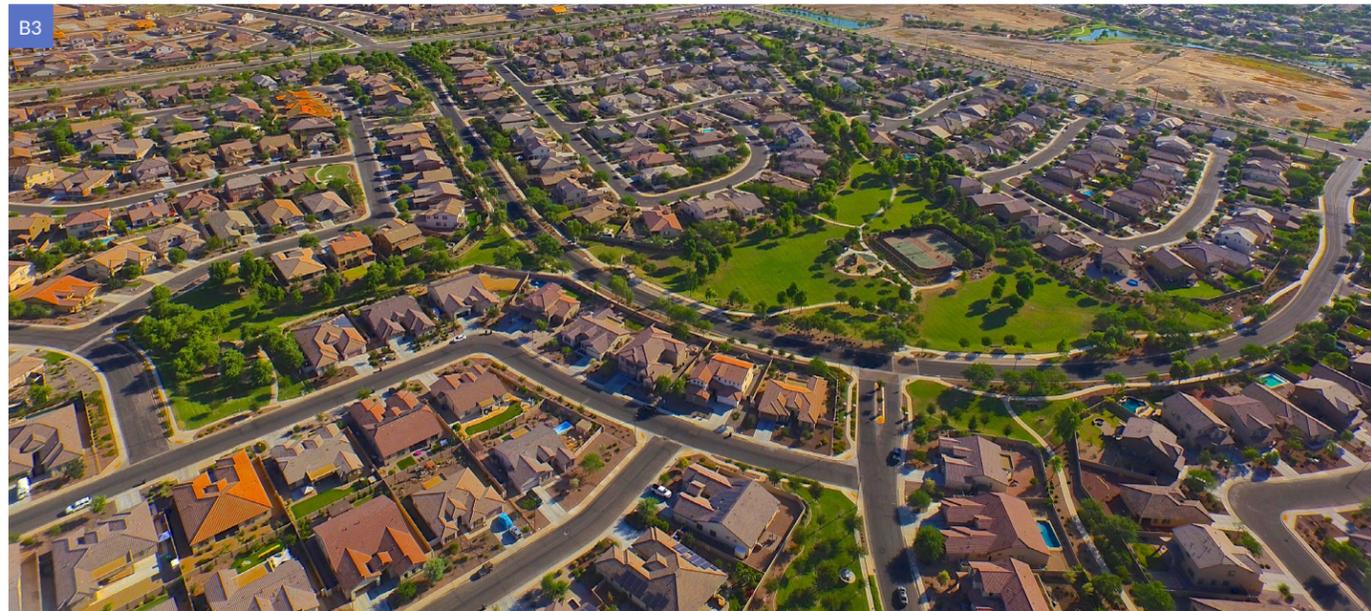
1. Provide shade through the use of landscaping and shade structures.
2. Orient buildings and select forms and materials to minimize heat gain and create comfortable environments.
3. Design sites and buildings utilizing green infrastructure and resource conservation techniques.

A2



A3





B. PROVIDE AN INTEGRATED PATTERN OF DEVELOPMENT

High quality development is achieved through an integrated pattern of development that facilitates connectivity, multi-modal transportation options, and mixed-use development. The actual degree of connectivity and integration of uses will vary significantly across the community. Some areas will be exclusively residential, particularly in large-lot settings and can still be very high quality. Other areas will have a higher degree of connectivity and integration of uses. For the community as a whole, a higher degree of integration provides more choice and options and creates a more dynamic and sustainable environment. Each development should be reviewed for its highest level of integration given its location, context, and purpose.

PRINCIPLE STRATEGIES:

1. Bring together and integrate different transportation options
2. Incorporate a mix of uses, either on site or within a neighborhood, as appropriate to the location within the City
3. Provide walkable environments and connectivity within a site and to the surrounding neighborhood
4. Incorporate streetscapes that facilitate transportation options

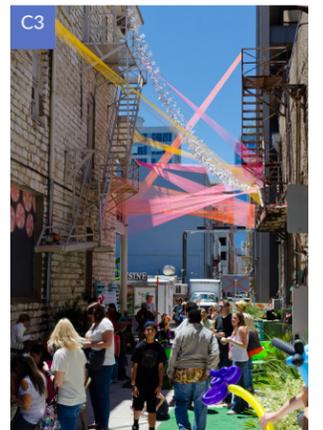
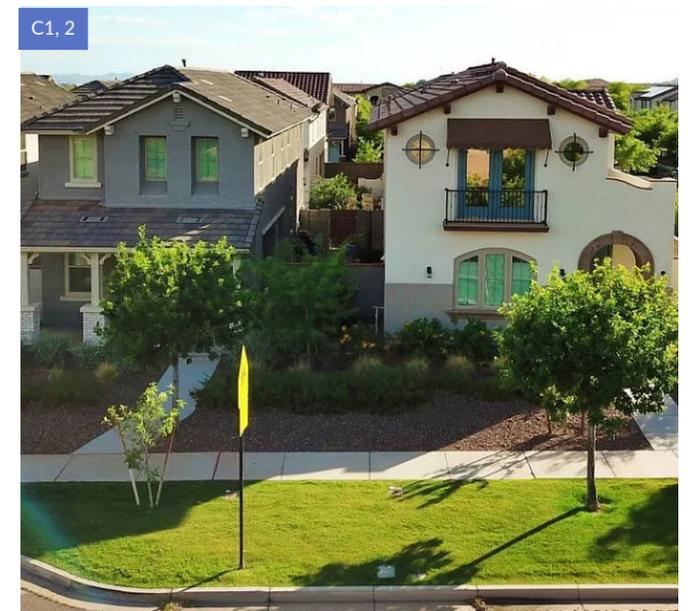


C. CREATE PLACES THAT ARE SAFE, ATTRACTIVE, INTERESTING AND INVITING

High-quality development is achieved through creating places that are safe, attractive, interesting and inviting, and which fit within the context of the surrounding neighborhood.

PRINCIPLE STRATEGIES:

1. Design streetscapes that are safe, attractive and create a unique sense of place
2. Utilize Crime Prevention Through Environmental Design principles in an attractive way that supports the function of a site
3. Design inviting places that establish a sense of place through unique design elements and site features appropriate to the location in the city
4. Design site layouts to facilitate multiple points of access



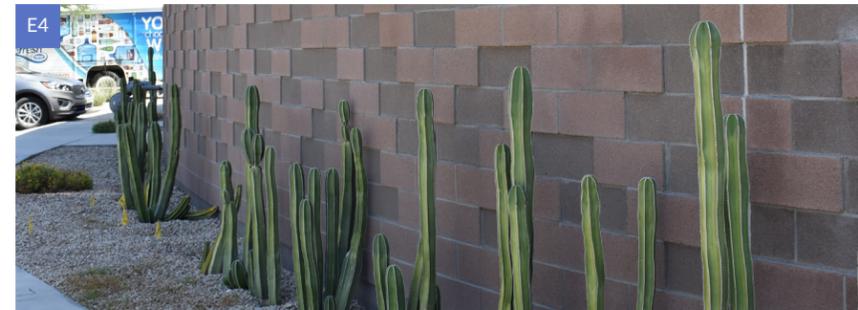


D. USE APPROPRIATE ARCHITECTURAL AND SITE DESIGN ELEMENTS

High-quality development is achieved through using architecture and site design that is appropriate in scale, massing and articulation to the setting and purpose of the development.

PRINCIPLE STRATEGIES:

1. Provide architectural design and detailing consistent with the context and use of the property
2. Provide focal points, gathering places, and clear paths of travel
3. Cluster active areas and buildings and design the space between activity areas and buildings in ways that engage persons with the land uses on the site
4. Design to a human scale



E. USE A VARIETY OF LANDSCAPE AND DURABLE BUILDING MATERIALS

High-quality development is achieved through using a variety of landscape materials and durable, high-quality building materials that work together to provide visual interest through a compatible palette of colors, materials and textures.

PRINCIPLE STRATEGIES:

1. Use a variety of materials, textures and colors to provide interest and a sense of place
2. Use materials that tie the site together with the larger neighborhood context
3. Use materials that are durable and appropriate for the desert environment
4. Use materials that are appropriate to the space and context
5. Use landscape areas as transitions between different activities and to provide logical paths between different uses

