



# DESIGN GUIDELINES

SEPTEMBER 2018

## TOWN OF QUEEN CREEK DOWNTOWN CORE

### DESIGN GUIDELINES + EXECUTIVE SUMMARY



# ACKNOWLEDGMENTS

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# TABLE OF CONTENTS

## 1. INTRODUCTION - EXECUTIVE SUMMARY

1A. Overview.....	2
1B. Regulatory Plan.....	6
1C. Design Principles & Objectives .....	10
1D. Drainage Strategy.....	14
1E. How To Use This Document - Goal Of The Guidelines .....	16

## 2. PUBLIC AREAS

2A. Urban Block Patterns.....	20
2B. Sidewalk Patterns & Life .....	24
2C. Urban Furnishing.....	32
2D. Trees & Landscape .....	36
2E. Village Square & Open Space.....	40
2F. Street Lighting .....	44
2G. Walls, Fencing & Screening.....	48
2H. Signage & Wayfinding .....	52
2I. Public Art .....	56
2J. Streets & public parking.....	60
Requisites Summary .....	62

## 3. PRIVATE AREAS

3A. Urban Block Massing .....	66
3B. Building Façades & Entrances.....	72
3C. Outdoor Spaces.....	76
3D. Architecture Character & Materials .....	80
3E. Signage .....	84
3F. Lighting .....	88
3G. Parking Lots.....	92
3H. Existing Buildings .....	96
Requisites Summary .....	100

## 4. CONCLUSION

4A. Step-by-step Process.....	104
4B. Public Private Partnership.....	105
4C. Raising the bar for Queen Creek.....	105

<b>APPENDIX 1</b> .....	106
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# 1 INTRODUCTION EXECUTIVE SUMMARY

1A. OVERVIEW

1B. REGULATORY PLAN

1C. DESIGN PRINCIPLES & OBJECTIVES

1D. DRAINAGE STRATEGY

1E. HOW TO USE THIS DOCUMENT - GOAL OF THE GUIDELINES

# 1A. OVERVIEW

## PURPOSE OF THE TOWN OF QUEEN CREEK DOWNTOWN CORE (DC) DESIGN GUIDELINES

The purpose of Queen Creek's Downtown Core Design Guidelines is to define the qualities of architecture, urban design, and public space that make for successful development within Downtown areas. This desired direction has been recently formalized in the 2017 Town Center Plan Update, which was endorsed and adopted by the Town Council. This Plan specifically identified the desire to create a special Downtown Core area within the Town Center that reinforces the unique character and quality of Queen Creek.

The Downtown Core Design Guidelines are intended to attract redevelopment of higher and better uses, to create a unique marquee destination, and in so doing increase property values. The guidelines were created to catalyze, inspire, and elevate the quality and innovation of development. This document is not intended to inadvertently create unbuildable, undevelopable future conditions. While not intended as a mandate, the greatest barrier to the implementation of the guidelines could be the inability to adapt.

Essential to this plan is the collaborative give and take between the Town and property owners. As market conditions evolve over time, the Design Guidelines must remain adaptable and have the ability to be adjusted in order to accommodate future development needs. The Design Guidelines are not meant to be a rigid, inflexible document but rather a way to encourage highest and best use while avoiding impasse. It is crucial to ensure this flexibility is provided in the Downtown Core to avoid creating regulations that are unachievable which may create a burdensome barrier to developers.

While the Town Center has been very successful and continues to serve the community, the Downtown Core is envisioned more as a unique, one-of-a-kind destination environment that celebrates the history and future of Queen Creek. These guidelines, along with new zoning for the Downtown Core, represent two key initiatives that will assist the Town and community in realizing its vision for this area.

By committing to essential infrastructure investment, innovation, and adaptability, this plan can become a true win-win, transforming the Queen Creek Downtown Core into one of the most dynamic and vibrant destinations of the future.

## MASTER PLAN

### Special Features

- 1 Fountain Plaza
- 2 Festival Parade
- 3 Street Performance
- 4 Playground
- 5 Sculpture
- 6 Local Theater
- 7 Concerts
- 8 Handcraft Market
- 9 Outdoor Dining Areas
- 10 Painting Walls
- 11 Urban Plaza
- 12 Art Displays
- 13 Food Trucks
- 14 Landscape
- 15 Shade
- 16 Exhibitions
- 17 Local Market Day
- 18 Bars & Restaurants
- 19 Family Gathering
- 20 Spaces To Relax
- 21 Offices and Workshop Spaces
- 22 The Farm
- 23 Bike Paths
- 24 Recreational Activities
- 25 East Ellsworth Facade Improvement Program
- 26 Horse Trails
- 27 The Orchards
- 28 Dog Park
- 29 The Barn
- 30 Surface Parking
- 31 Residential
- 32 Alleys and Arcades
- 33 Service Areas
- 34 Retention Basins



### Key Components

- A Ellsworth Road . Main Street
- B Civic / Municipal
- C Commercial Office
- D Mixed-Use Core
- E Residential
- F Agrarian Cornerstone
- G Gateway Crossing
- H Founders' Park
- I Ellsworth District Plaza

# Master Plan Perspective



PERSPECTIVE PREPARED FOR THE TOWN UPDATE PLAN 2017  
THIS ILLUSTRATION SHOWS THE URBAN DEVELOPMENT INTENT FOR THE DOWNTOWN CORE AREA

## 1B. REGULATORY PLAN

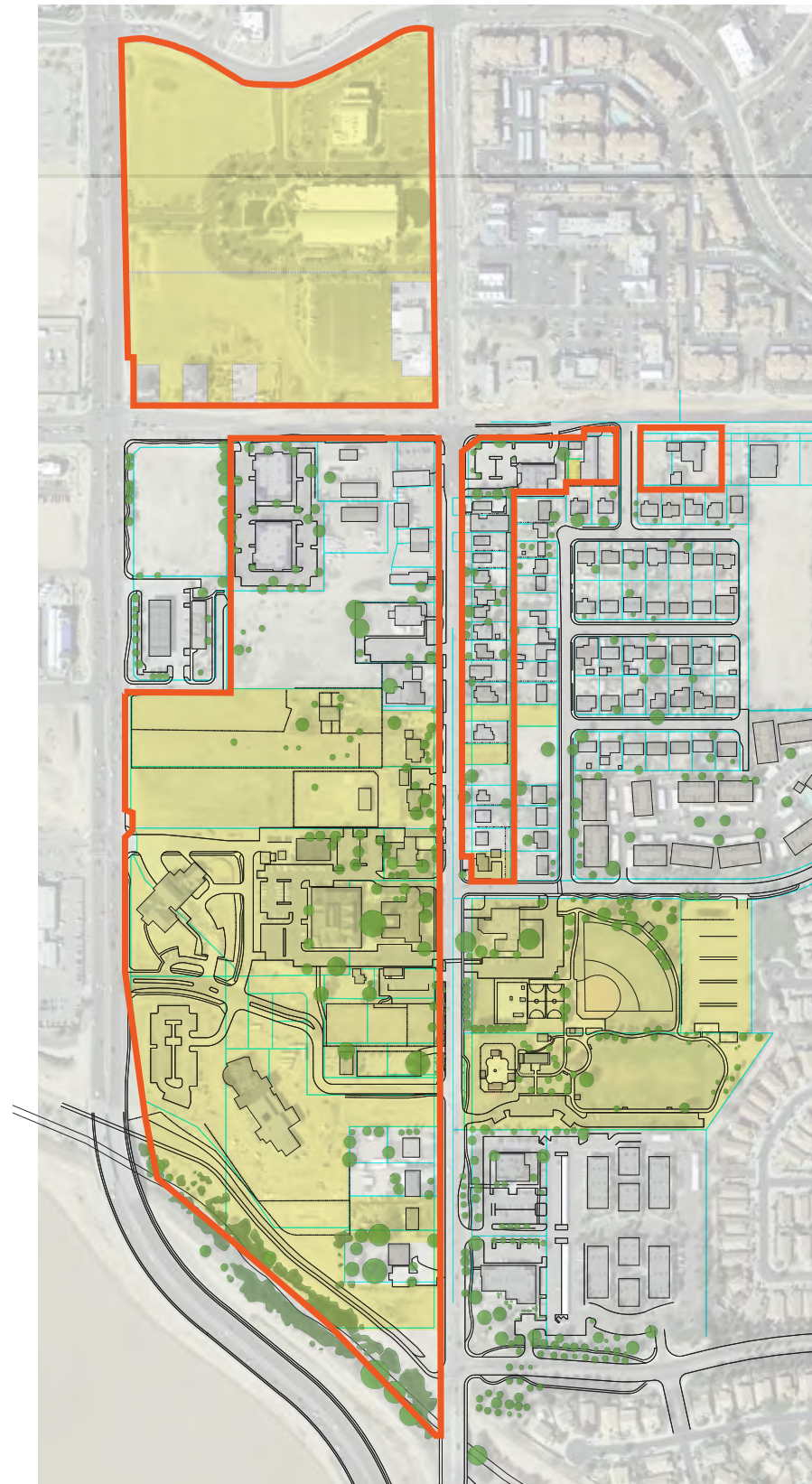
These design guidelines are intended to complement the new zoning for this Downtown Core area of the Town Center. The basis for all technical requirements associated with development in this area shall be governed by the zoning documents.

The summary information associated with the new zoning includes general Downtown Core description, allowed uses and prohibited uses. The design guidelines are intended to assist the Town and private development to establish overall design direction for the built environment.

Certain aspects of this plan, while visionary and aspirational today, may need to change over time due to future market conditions and the viability of development options. As developers seek to translate these ideas into a world that demands profitable development, stringent financing requirements, and market driven performance hurdles, it is critical for elected officials and Town Staff tasked with shepherding this plan to be open minded and flexible in working with property owners to adapt and make changes as necessary into the future. Essential to this vision becoming real is a willingness to adapt and pivot, to collaboratively and creatively find new ways forward if elements of this plan need to be updated.

It is important to note that much of the property within the Downtown Core is owned by the Town. The accompanying exhibits highlight in yellow the areas owned by the Town within the Downtown Core.

What makes these Design Guidelines work is the consolidation of infrastructure, drainage, parking, and circulation combined with innovative planning concepts that create a more concentrated, walkable, connected, activated, and exciting destination. By doing so, the Town in cooperation with individual property owners are making a commitment to a raised bar of expectation in the Downtown Core.

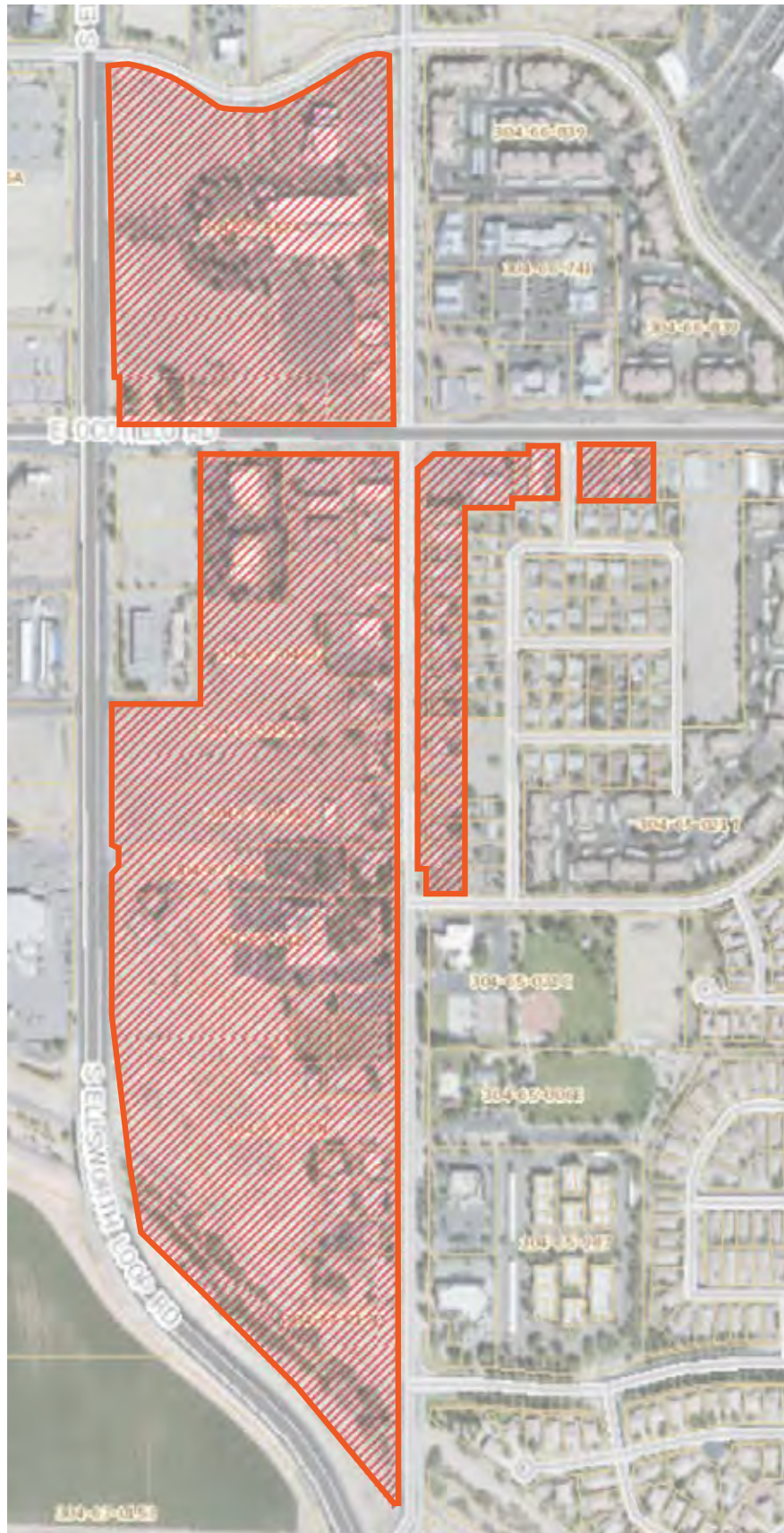


**Town Owned Properties**  
**Regulatory Plan DC Limit**

Private - public partnership opportunities.

Because the Town owns a significant amount of land within the regulatory plan limit, there is an opportunity to leverage this condition through strategic initiatives that would likely not exist if much of the property were privately held.

## 1B. REGULATORY PLAN



**DC:**



**Downtown Core**

Specialty retail, hotels, commercial office, open space, residential and event uses, all organized in a unique pedestrian-oriented setting and environment that reinforces the authentic character and quality of Downtown Queen Creek.

Shops and stores are encouraged to be front facing on or near the sidewalks with parking conveniently located on-street and behind building masses.



**Design Guidelines focus on the interface and relationship between private property and public areas**



# 1C. DESIGN PRINCIPLES & OBJECTIVES

The following principles and objectives have been organized with the singular focus of creating a Downtown Core that has a physically distinct appearance and special charm. The principles established a design palette for all components that set the Downtown Core apart from the rest of the Town Center. The intent is not to be different for the sake of being different, but to be proactive in establishing a unique sense-of-place for the actual “center” of Town that reinforces all things Queen Creek.

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## THE GOALS ASSOCIATED WITH THIS DESIRE TO BE “UNIQUE” ARE BASED ON THE FOLLOWING PRINCIPLES:

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1. The Downtown Core should not be a typical commercial strip mall environment that is made up of “big-box” commercial chain stores and/or drive-thru restaurants.
2. The Downtown Core wants to complement and connect with the overall Town Center through continued initiatives including; adjacent land uses, multi-modal transportation strategies, signage, sidewalk treatment & connectivity and on-going joint marketing and public relations efforts. The intent of the new zoning and guidelines is not to disconnect from the Town Center, but rather, to add another layer of detail to the overall urban fabric.
3. The Downtown Core is envisioned to become a destination that focuses on pedestrian oriented, compact development that is integrated with more specialty uses related to retail, dining, entertainment, services, residences and recreation.

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## IN ORDER TO ACHIEVE THESE ASPIRATIONS, THE FOLLOWING PRINCIPLES AND ASSOCIATED GOALS FOR THE DOWNTOWN HAVE BEEN ESTABLISHED.

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### Core Principle #1:

Create a special environment that is so unique and inviting that people want to come back to experience it.

#### Associated Objectives:

- 1a. In all development initiatives, emphasize the character of the Queen Creek environment and the agrarian heritage through architecture and landscape treatments.
- 1b. Be committed to an urban tree program that can help address the issues associated with heat island effect. Shade trees will also provide a more comfortable and attractive setting.
- 1c. Celebrate the history of Queen Creek’s unique environment by incorporating historical architecture.
- 1d. Publicize sustainability-oriented programs and events and link these initiatives to the place-making strategies (i.e., compact, walkable environments are not only more attractive but are better for the environment and healthier).

### Core Principle #2:

Reinforce multiple aspects of Queen Creek’s culture so that the Downtown Core represents the citizenry through creative uses and design expression.

#### Associated Objectives:

- 2a. Elements of design (both architecture and landscape design) can incorporate historic elements in creative ways, creating interesting settings.
- 2b. Reinforce the culture destinations through signage and environmental art so residents and visitors can connect with the past.
- 2c. Develop an arts program that infuses whimsical features throughout the area. This effort should be done with very careful constraint so that it doesn’t overwhelm the area, but adds a certain flair.
- 2d. Cultural initiatives will be attractive to residents and visitors. The best places to visit are the ones that already work well for the people who call it home.



# 1C. DESIGN PRINCIPLES & OBJECTIVES

## Core Principle #3:

Emphasize opportunities for social engagement to provide a strong human scale and “outlook” to the Downtown Core. We want places and spaces that encourage neighbors and friends to gather both indoors and outdoors.

### Associated Objectives:

- 3a. Building and landscape design should be done in a manner to encourage opportunities for outdoor activities (i.e., outdoor dining).
- 3b. Promote uses that are multi-generational (both indoor and outdoor).
- 3c. Focus human mobility on great sidewalks and effective bike lanes. The automobile is still important, but the desire is to not have it as the dominant component within the urban setting.
- 3d. Provide opportunities for passive outdoor activity where people can connect back to nature (i.e. the proposed Village Green and connections to the Queen Creek trail system).

## Core Principle #4:

The Downtown Core must be developed with a robust economic strategy that ensures long-term financial sustainability and success. This must occur in unison with all PPP (public-private partnership) opportunities. Sustainable oriented initiatives are good for the environment as well as the pocketbook.

### Associated Objectives:

- 4a. All future development (from both the private and public sectors) should be considered in strategic phases that allow for short-term success as well as flexibility not to limit future expansion.
- 4b. Identify key opportunities for initial development projects that can act as a major catalyst for future, additional opportunities.
- 4c. Recognize the value of human capital and a broad range of development initiatives (both big and small) that can add to the overall quality and character of the area.
- 4d. While likely not an immediate need, high quality residential development (likely in a vertically integrated mixed-use setting) can add value to the environment as well as real estate value.

## KEY THEMES:

These formal principles and objectives will be supported by a series of key overarching themes that should help set the tone for the built environment within the Downtown Core. While not intended to be linked to specific prescriptive requirements, the themes help to reinforce the aspirations for the built environment.

### **A. ACHIEVING EXCELLENCE IN DESIGN:**

All future development should achieve design excellence. This includes quality building materials, construction methods and design integrity. All building design (big or small) should establish distinctive character that complements the overall area. Excellence in design doesn't translate to high development costs, but should lavish attention on the comprehensive anticipated outcome for the built form.

### **B. EXPRESS A HUMAN SCALE:**

All proposed development should take great care to convey a human scale for every proposed building project. This can be done in several ways including: thoughtful ground floor design treatments that consider the pedestrian experience; multi-story buildings that articulate a base, body and top of structure; and the integration of associated landscape and streetscape treatments that are unique and provide opportunities for indoor-outdoor spaces.

### **C. CONTEXTUAL ARCHITECTURE THAT CELEBRATES THE AGRARIAN HERITAGE OF QUEEN CREEK:**

The agrarian oriented design style is not meant to suggest a rural farmhouse or barn vernacular. The design expressions associated with the agrarian style are anticipated to include a broad and creative spectrum of vernacular. From traditional to contemporary designs, the agrarian themes associated with Queen Creek can be done with fresh ideas, creative uses and integration of materials, and the incorporation of new building technologies.

### **D. SUSTAINABILITY:**

All development proposals should provide a clear direction and path for the incorporation of sustainability initiatives. While building technology systems and building components can portray one level of commitment to sustainability, the ability to incorporate sustainability strategies that can impact how people behave is another level of importance. Thoughtful integrated and comprehensive sustainability components should be the norm.

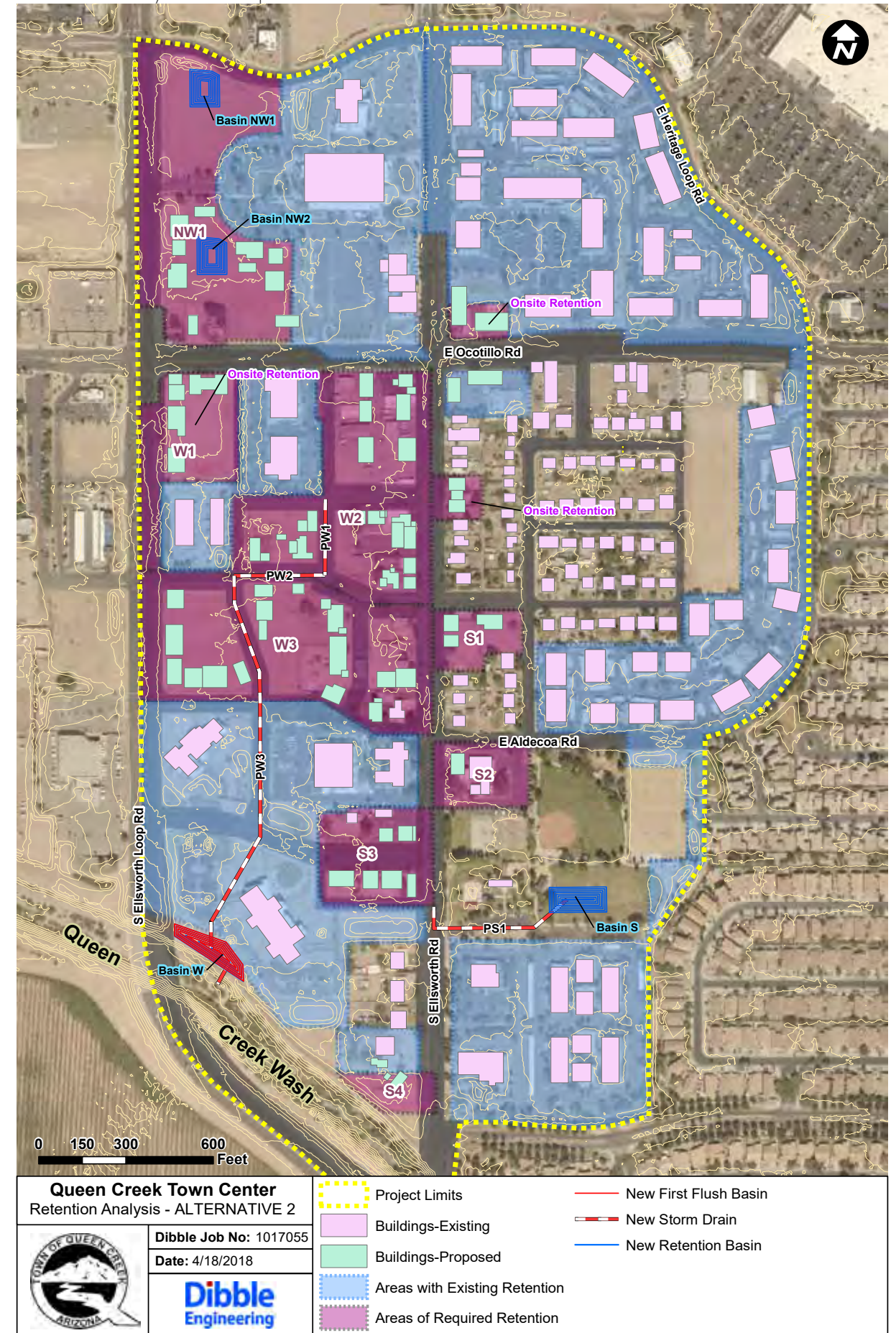
# 1D. DRAINAGE STRATEGY

As part of the Town's effort to bring a more coordinated effort to future development within the Downtown Core, a comprehensive drainage strategy has been developed for the area. The value of this undertaking will result in a greater degree of land area efficiency for the entire area compared to the typical suburban piecemeal model which requires individual drainage basins associated with each land parcel, block and new development.

The outcome will allow the Town to coordinate new development in a more connected way that is not hampered by detention basins that take away from the pedestrian oriented environment. The Town Center Plan Update, the new Downtown Core Zoning, the Design Guidelines and the Comprehensive Drainage Strategy will together allow for more creative, compact mixed-use development that is pedestrian oriented and encourages unique, one-of-a-kind places.

In order to achieve these aspirations, the Town is committed to working closely with private development to achieve the established vision for this special area of the Town Center.

Retention Analysis Concept



# 1E. HOW TO USE THIS DOCUMENT - GOAL OF THE GUIDELINES

## **PUBLIC VS. PRIVATE**

The following guidelines have been organized in two main parts: the public realm and the private realm. These two main categories are representative of the property boundaries associated with the following:

- a. Public Rights of Way (ROW) represented by the street treatment and adjacent improvements (sidewalks, planting/signage/ etc).
- b. Private Development Parcels- those areas beyond the right of way that make up the identified blocks as articulated in these guidelines.

It will be important that on-going collaboration occurs between the Town and applicants associated with new development proposals within the Downtown Core.

All future development should appear “seamless” and with no obvious line or separation between the public realm and the private.

Certain improvements in the public realm will be the responsibility of the Town, while likely the improvements within development blocks will be the responsibility of the private developer.

## **ASPIRATIONAL VS. PRESCRIPTIVE**

It will be critical that an overall collaborative and orchestrated effort is conducted to ensure the best outcome.

To that end, these guidelines have been organized and articulated in an aspirational and informational format.

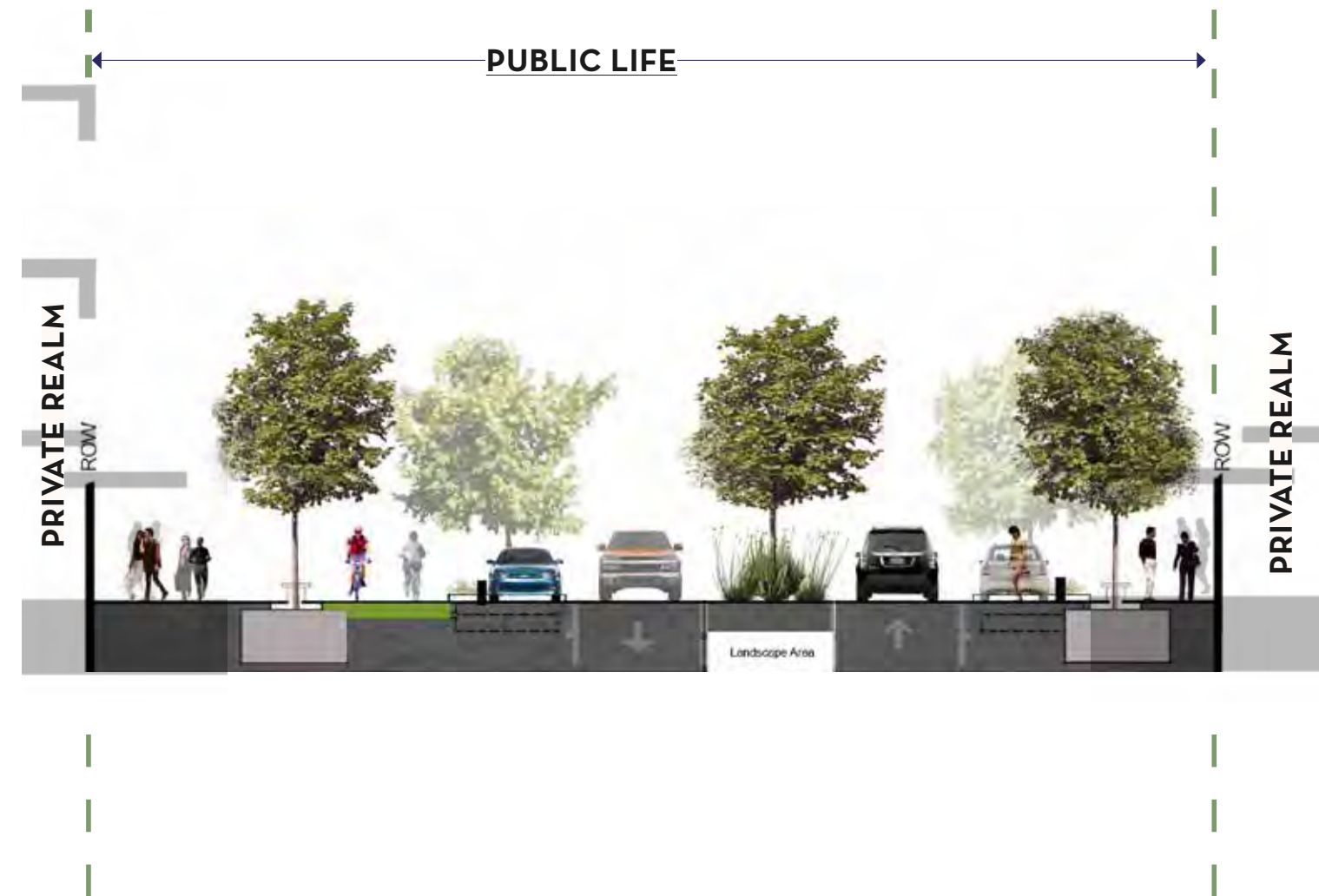
Rather than a prescriptive structure that relies on specific requirements (“do’s and don’ts”), these guidelines are intended to provide an overall design direction for the built environment based on aspirations and expectations as defined within this document.

The review and approval process associated with these guidelines (Chapter 4) define the requirements associated with submittal.

**THE GUIDELINES FOCUS ON THE INTERFACE BETWEEN PRIVATE PROPERTY AND PUBLIC AREAS.**

**PUBLIC AREAS INCLUDE STREETS, SIDEWALKS, PUBLIC PLAZA, PARKS, PROMENADE AND/ OR OTHERWISE THAT IS ACCESSIBLE TO THE PUBLIC AT LARGE.**

**PRIVATE AREAS REFERS TO ANY PLACE ON PRIVATE PROPERTY, INCLUDING BUILDING EDGES, SETBACK AREAS, PLAZAS OR OTHER FEATURES.**





# 2 PUBLIC AREAS

2A. URBAN BLOCK PATTERNS

2B. SIDEWALK PATTERNS & LIFE

2C. URBAN FURNISHING

2D. TREES & LANDSCAPE

2E. VILLAGE SQUARE & OPEN SPACE

2F. STREET LIGHTING

2G. WALLS, FENCING & SCREENING

2H. SIGNAGE & WAYFINDING

2I. PUBLIC ART

2J. STREETS & PUBLIC PARKING

## 2A. URBAN BLOCK PATTERNS

### OVERVIEW

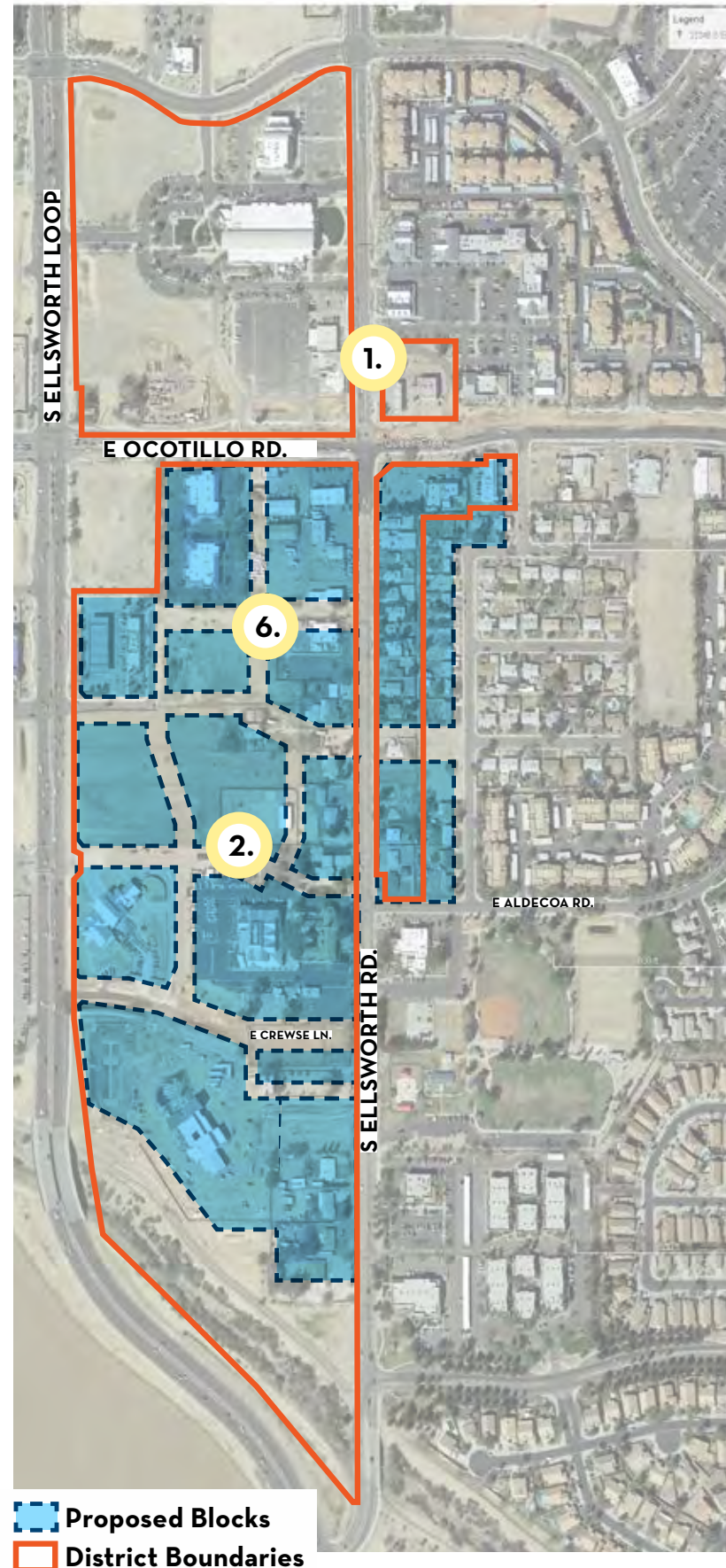
The overarching urban form for the envisioned improvements will be established with the proposed layout of future roads and infrastructure. The blocks themselves will be a result of how the improved roadway system is physically organized and integrated with existing thoroughfares. Because of this, it is key that any new planned improvements consider both the short-term and long-term strategy for the vehicular connectivity desired for the Downtown Core area. These roads need to be considered in the context of the envisioned hierarchical system for vehicular circulation.

**Primary Roads** (Ellsworth Loop Road, Ocotillo Road and Ellsworth Road). These roads provide the opportunity to create better architecture frontage with the kinds of specialty destination uses included in the new zoning. While Ellsworth Road is planned for significant streetscape improvements, both Ocotillo and the Ellsworth Loop roadway systems will play an important role in reinforcing the refined identity for this area of the Town Center.

**Secondary Roads** (East-west connector roads from the Ellsworth Loop to Ellsworth Road). These planned roads (including those that have been partially completed as part of the new Town civic facilities) will provide critical connectivity to Ellsworth Road.

**Tertiary Roads** (Planned north-south link roads that provide connectivity to parking and service). These roads will provide important internal access to all of the planned blocks and provide convenience to parking areas.


Integrated together, the layout of these roads will provide the framework to create the “right-sized” urban blocks contemplated in the Town Center Plan Update.



### KEY CONSIDERATIONS:

1. Block patterns, sizes and configurations should follow the general layout portrayed in the Town Center Plan Update as a guide but, not a mandate.
2. Blocks do not necessarily need to be square. Proportions should make sense relative to street layout and connectivity (adjacent to curved or angled road alignments).
3. Blocks should be generally smaller in size than bigger suburban prototypes (like those throughout most of the Town Center).
4. Blocks should be formulated with the incorporation of a multiple street hierarchy (primary streets, secondary streets and tertiary streets).
5. Blocks and streets shall be carefully organized to emphasize a “front” side(s) of the development and a “back” side for functional service access.

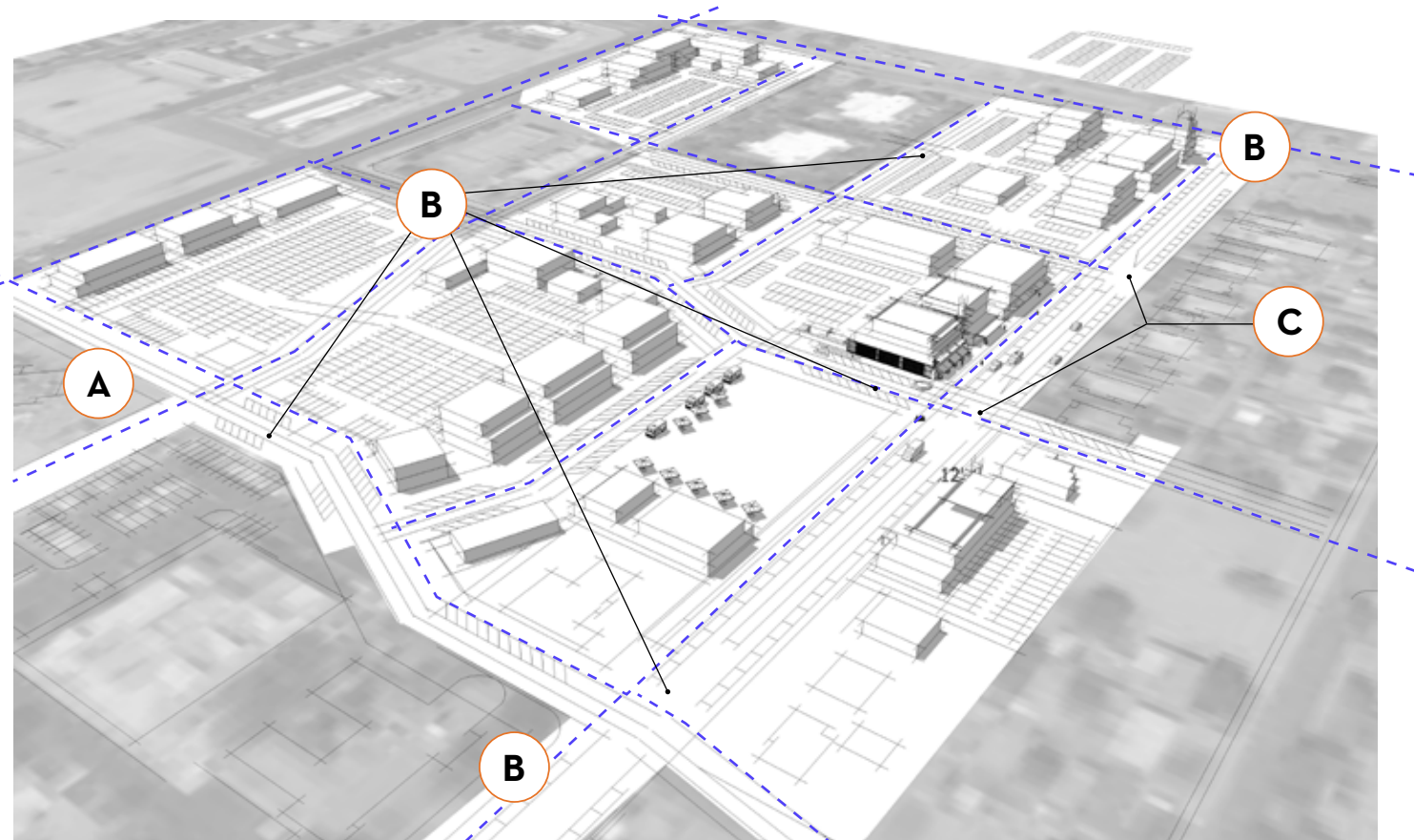



 Shorter blocks create a manageable, approachable walking environment and encourages movement within the Downtown Core and surrounding neighborhoods.

## 2A. URBAN BLOCK PATTERNS


### REQUISITES:

- A** Any single side block length shall be in the range of 300' to 450'. Total perimeter block length shall not exceed 1600' unless providing key added value to the overall urban fabric (any block dedicated to open space shall be the exception).
- B** Blocks shall be organized within at least two of the three proposed street sections from the Town Center Plan Update (primary, secondary and or tertiary).
- C** Where blocks meet in a three-way or four-way intersection, the resulting layout should be safe, functional and meet all Town engineering and site plan requirements.
- D** East- west connector roads should be utilized to establish north and south ends of blocks.




 Street intersections define block sizes and shape. Intersections should happen approximately every 400' to maintain circulation dynamics.



 Locating parking access, pedestrian access, pedestrian crossing, signage, vegetation enhancement in the middle of the blocks, can reduce traffic impacts, and enhance place-making opportunities.



 The design of the blocks and the buildings' configuration should maximize frontage on the main roads and open areas for variety of uses and connections.

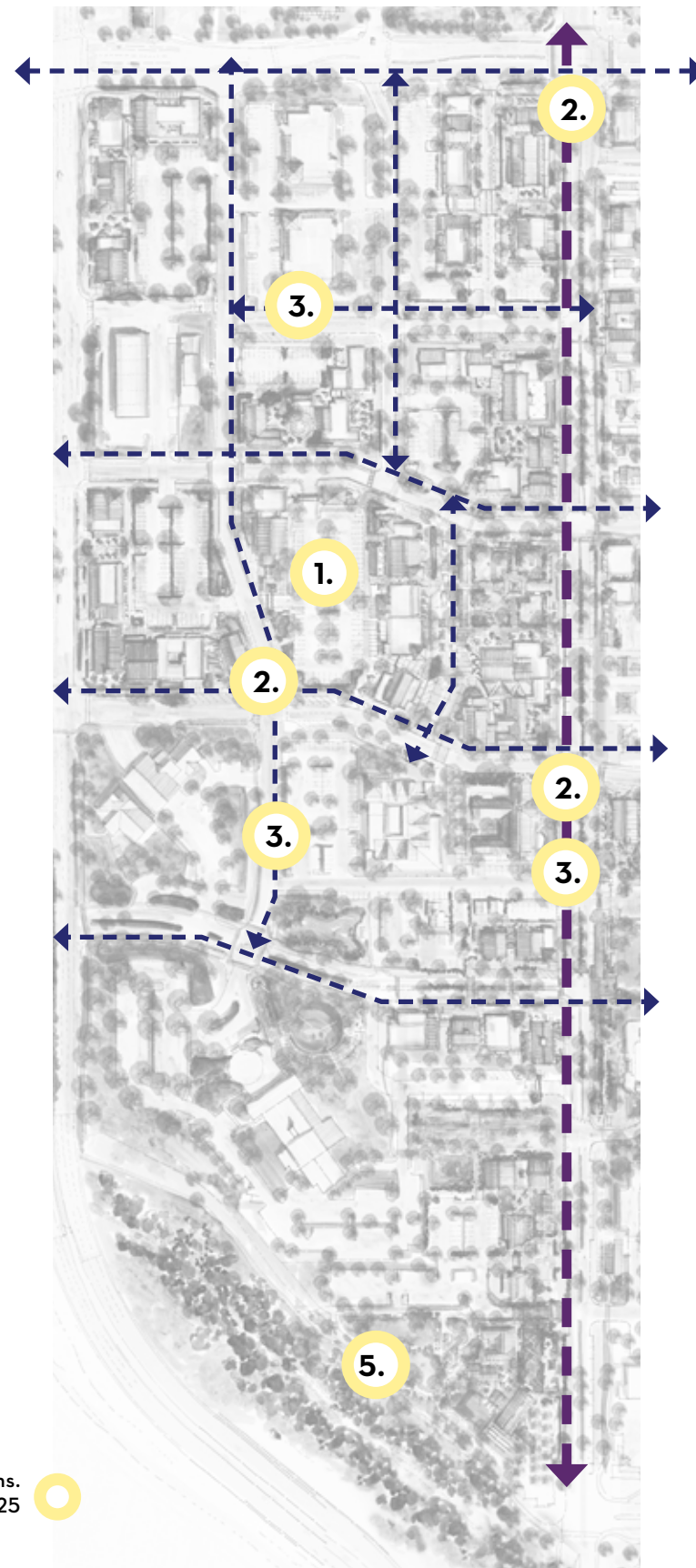
## 2B. SIDEWALK PATTERNS & LIFE

### OVERVIEW

The “right sized” blocks provide the basis for creating a more convenient setting for pedestrian-oriented environments.

The Town Center Plan Update provides the basis for the specific envisioned treatment of these roadways along with landscape and sidewalks.

The sidewalk patterns and associated connectivity will create the basis for safe, functional and attractive environments that encourage walking and strolling, rather than the alternative increased vehicle trips.




Symbols refer to Key Considerations.  
See page 25 


### KEY CONSIDERATIONS:

1. Sidewalk patterns should follow the configuration of the blocks and associated street system in order to provide connectivity from the public realm to the private realm.
2. Great care should be taken to ensure safe, functional and attractive crossing conditions at any intersection.
3. Any and all sidewalk treatments should reference the street sections highlighted in the Town Center Plan Update.
4. Sidewalk patterns should be considered within the context of creating “complete streets” and multi-modal travel options such as bike lanes and vehicular travel lanes.
5. Sidewalk patterns on the south end of the Downtown Core should transition to the Queen Creek trail system in a thoughtful and convenient manner.




 Sidewalks are the life of the Town. To accommodate functionality and use, vegetation, shade, furniture and access should be incorporated.



 Incorporating drainage systems into the landscape and seating areas is a great way to make the public realm a place where people want to walk and enjoy.



 Sidewalks design should peacefully transition between the private and public realm.

## 2B. SIDEWALK PATTERNS & LIFE


### REQUISITES:

- A** Sidewalks shall be a minimum of 8' clear along primary and secondary streets and 6' wide along tertiary streets (not including the designated landscape planting buffer separating the sidewalk from curb).
- B** Any proposed mid-block crossing shall utilize a HAWK (pedestrian mid-block signalized crossing system) or a like system approved by the Town.




 NOT THIS




 Bigger blocks with larger parking areas allows flexibility for development but does not encourage a pedestrian-friendly environment, but car-oriented dynamic.




 Extremely long blocks with no variety in building mass and monotonous environment discourage people from congregating.




 Pedestrian and private areas shall work together enforcing design aspects that will create a vibrant Downtown Core.

 THIS



 Shorter blocks create a manageable, approachable walking environment and encourages movement within the Downtown Core and surrounding neighborhoods.



 Mid-block crossings shall be signalized. Enhanced vegetation and signage should be at the intersections.



 Blocks in the Downtown Core will be scaled to promote walkability and connectivity.



## 2B. SIDEWALKS PATTERNS & LIFE

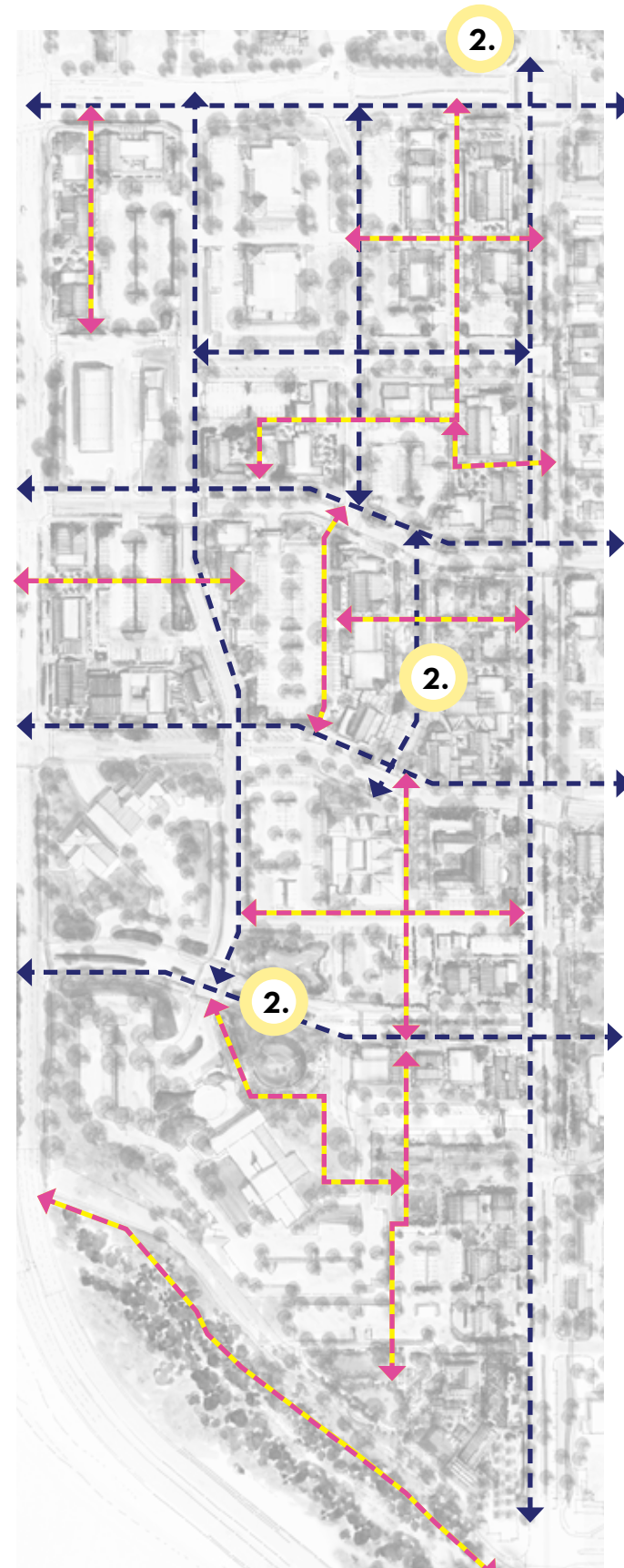
### OVERVIEW

While the overall urban patterns of sidewalk connectivity are necessary for successful development, the treatments, furnishings and design details of these sidewalks will reinforce the unique nature of the Downtown Core.

Beautiful, shaded and pedestrian friendly sidewalks will help to reinforce the culture and heritage of the community. Every aspect of the public right-of-way needs to be carefully orchestrated to set a high standard for all private development.

Benches, trash cans, utility boxes, bike racks, signage, planting islands, pots, and other site features should all be carefully choreographed for an entire street scene prior to making any final decisions on placement of location and quantity in any one area.

Patterns of variety should be studied in greater detail relative to street corners, key dimensions of interval placements and relationship to block lengths. These sidewalk areas should also carefully consider the range of options associated with pavement. While poured concrete is likely the dominant treatment, accents of unit pavers and other attractive finishes should be included.



Symbols refer to Key Considerations.  
See page 29

### KEY CONSIDERATIONS:

1. The “pedestrian life” should be considered beyond just the paved sidewalk and should carefully consider adjacent planting, bike lanes and on-street parking.
2. Art and signage should be carefully incorporated into the overall sidewalk life.
3. All utility equipments associated with infrastructure, including traffic signalization, should be incorporated in a detailed manner, rather than a haphazard afterthought.



Kiosks, lighting, art, signage and vegetation add life to sidewalks.



Streetscape area created by sidewalk planting zones, lighting and fixtures, and seating areas provide opportunities for enhanced experiences in the Downtown Core.

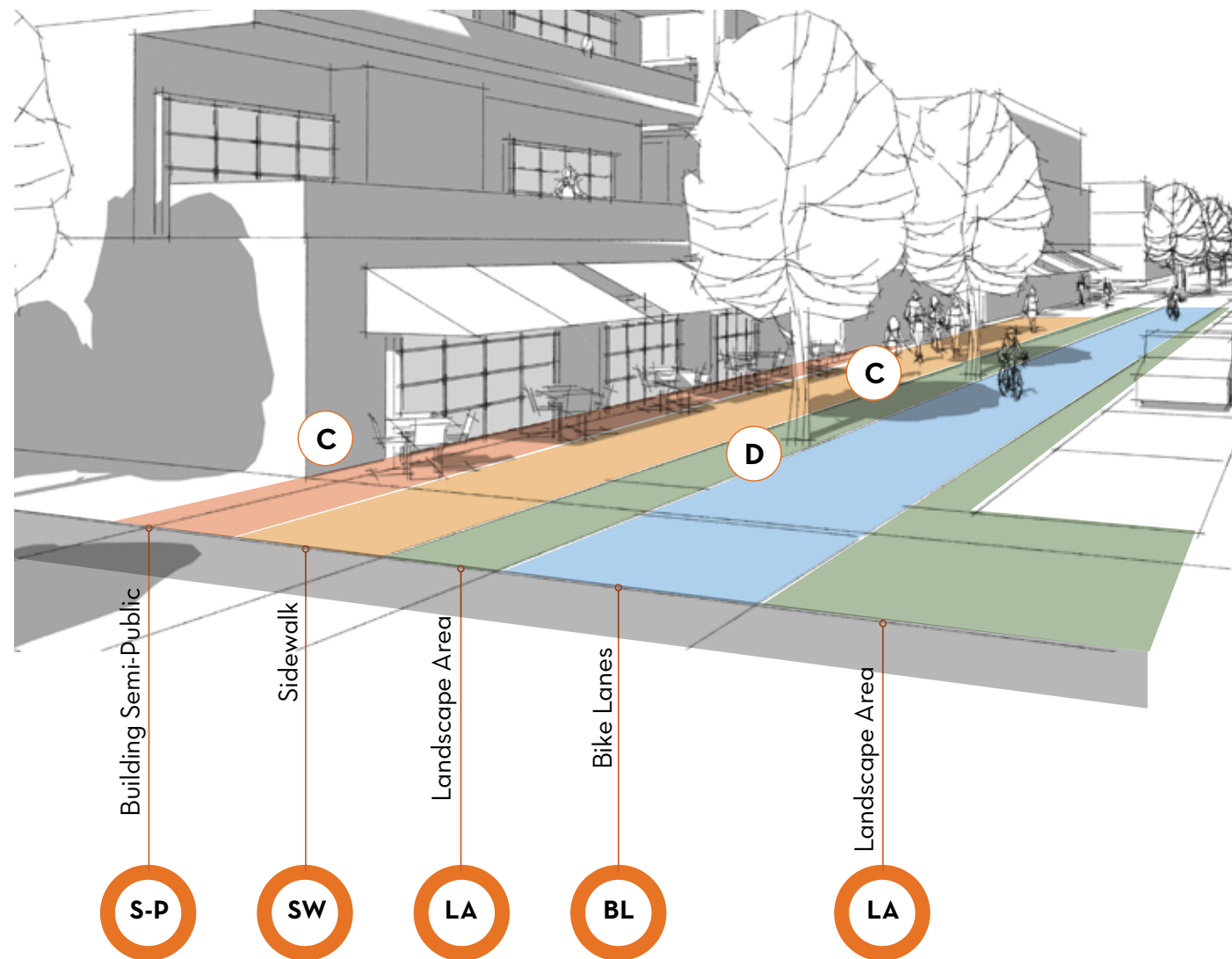


Maximize opportunities for an orchestrated urban life dynamic, where lighting, signage, materials, shade, store frontage openness, and uses revitalize the new Core.

## 2B. SIDEWALKS PATTERNS & LIFE

### REQUISITES:

- C** Sidewalks in the public realm shall have furnishings and features that are organized on the “curbside” of the street section in order to ensure flexibility for future integration on the adjoining private realm parcels.
- D** Sidewalk life shall not be limited to private sector realm improvements, but is made best by a careful integration of private and public-sector improvements.



**NOT THIS**



The sidewalk zone should accommodate a continuous path of travel along with buffer planting areas between sidewalk and street.

**THIS**



Properly located building transition activities provide spaces for both sidewalk eating areas / retail display and pedestrian travel.



Building transition areas that obstruct other areas within the pedestrian realm can be uncomfortable for pedestrians.



Downtown users will more likely love streets and sidewalks that provide multi-uses, and provide a spacious, comfortable pedestrian realm.



Objects in the middle of the sidewalk zone impede pedestrian flow creating barriers and unsafe circulation.



Properly scaled pedestrian areas can efficiently accommodate a high volume of pedestrian traffic.

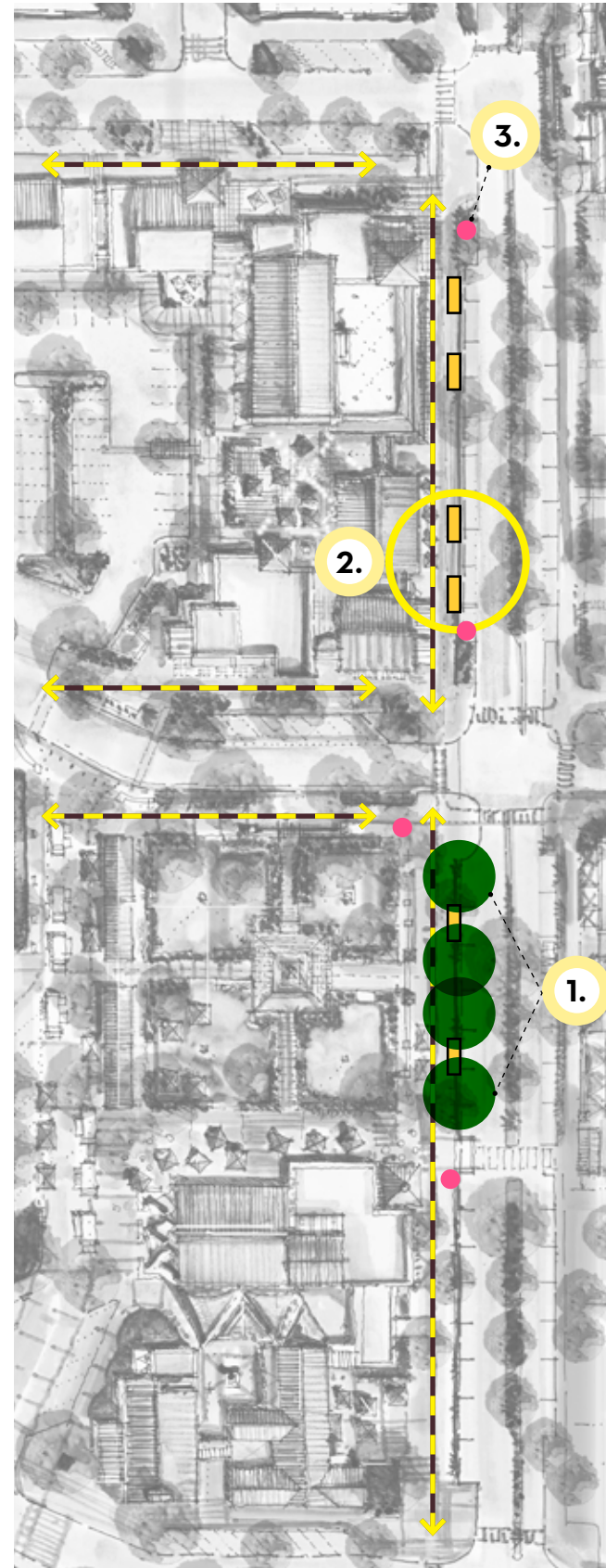
## 2C. URBAN FURNISHING

### OVERVIEW

It is important that the future improvements associated with the Downtown Core consider a detailed furnishings master plan that considers all future streetscape improvements within the context of the private realm improvements as well.

Range of potential furnishings may include:

- Benches (different lengths)
- Small tables and chairs
- Seatwalls
- Trash cans and recycling cans
- Information kiosks
- Planters/Pots
- Ornamental post and rail “fencing”
- Shade shelters



Symbols refer to Key Considerations.  
See page 33

### KEY CONSIDERATIONS:

1. Seating areas should be located adjacent to trees and under tree canopies to provide opportunities for shade.
2. Seating and furnishings should be organized in “pockets” and along the street side of the sidewalk to encourage social engagement.
3. Trash cans and recycling cans should be located in convenient locations that are “out of the way” of direct foot traffic.
4. While sidewalk furnishings should not all be the same design, an overall visual continuity should be created throughout the Downtown Core.
5. The Town should prepare an overall furnishings layout and master plan for street systems in order to ensure creative and effective implementation.
6. The use of wood for outdoor furniture is allowed however, it is encouraged the use of eco-friendly materials and the combination of low maintenance and environmentally friendly materials; for example, resin wicker (resistant to UV), recycled materials, cast aluminum (durable and does not get extremely hot), concrete, stone.



Seating areas organized in pockets will encourage people to gather and spend more time in comfortable areas.



Planters and seating areas incorporated in different ways in the Core area.

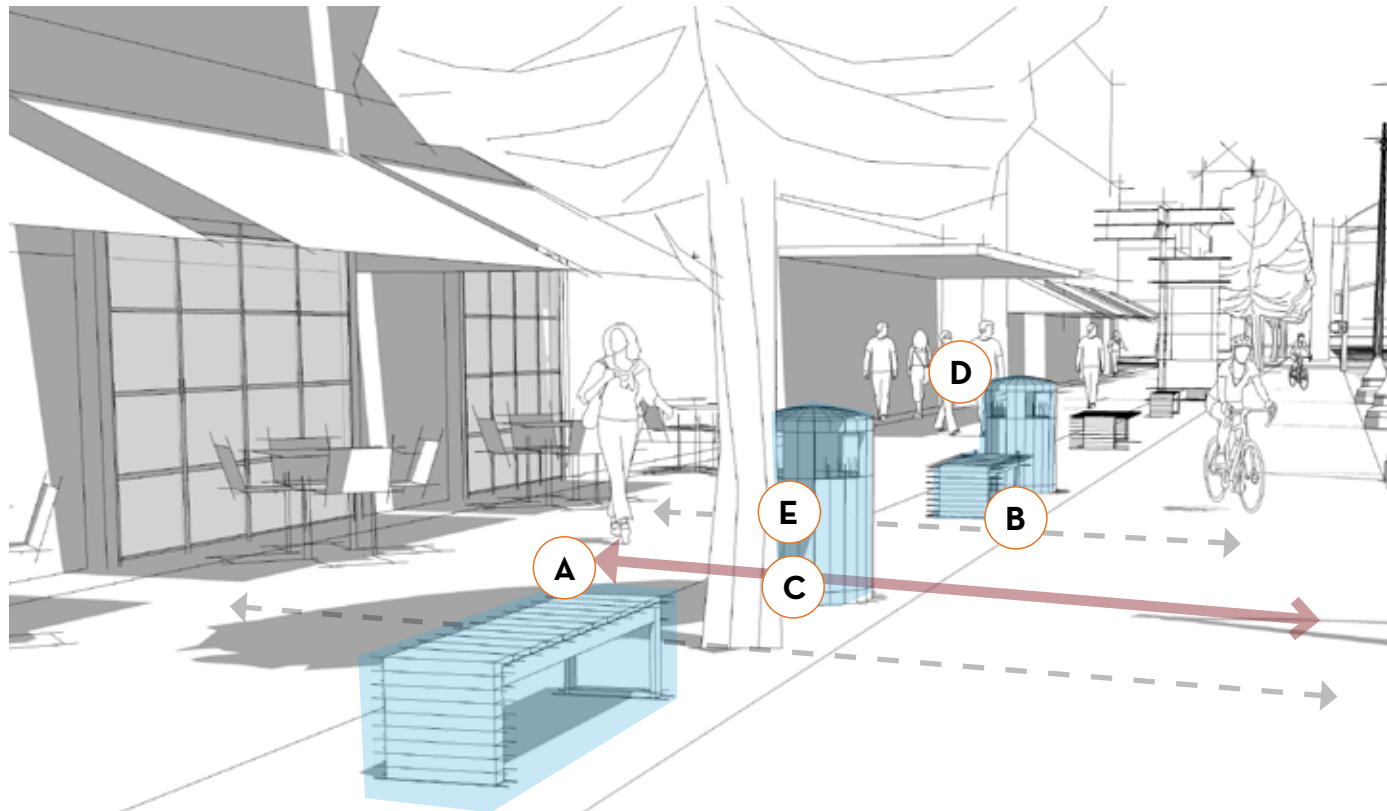


Benches and urban furniture should be placed in a manner that do not block circulation on sidewalks.

## 2C. URBAN FURNISHING

### REQUISITES:

- A** While all furnishings are not expected to be the same design or from the same manufacturer for every location, placement of adjacent benches, trash cans, recycling bins (i.e.; when paired together) shall be of the same design/product.
- B** No street furnishings shall be placed in or near an accessible curb ramp.
- C** All furnishings shall include a detail and or mechanism that allows the specific item to be secured to the pavement so that it cannot be removed (unless the Town provides movable furniture in areas such as the Village Green). In the case of trash and recycling cans, select a product that has internal bins that can be easily accessible by maintenance personnel.
- D** Urban furnishing materials should consist of quality, low maintenance materials that can withstand weather and use.
- E** Eco-friendly materials such as resin wicker, recycle materials, cast aluminum, and other environmentally materials may be considered.



**NOT THIS**



**NOT THIS** Avoid seating areas near trash cans. Seating areas should be located adjacent to trees and under tree canopies.

**THIS**



**THIS** Proximity of urban furniture to landscape areas create a comfortable environment to relax.



**NOT THIS** Durable materials, including stone, composite materials, and steel should be used to avoid deterioration.



**THIS** Combining planters and seating is functional, more economic, and creative.



**NOT THIS** Locating trash cans at street corners make them visible from all angles.



**THIS** Trash bins to be located along sidewalks or between buildings and in areas of easy accessibility for clean up and pick up.

## 2D. TREES & LANDSCAPE

### OVERVIEW

#### SHADE

Street trees in both medians and along curb edges should reinforce the linear nature of the street system and spacing should be fairly “tight” in order to create a continuous canopy of shade.

A variety of tree species and types should be incorporated to reinforce the unique character of the Downtown Core. Tree treatments should include:

- Street Trees (more linear growth habit). Used along street/ curb edge/ median and in parking lot islands.
- Specimen Trees (larger major trees carefully transplanted). Used at a few select strategic locations to provide dramatic statement.
- Shade Trees (arching canopy growth habit). Used in medians, select strategic locations and adjacent to parking lots.
- Accent Trees (small growth habit with flowering features). Used in medians and select strategic locations.

The sophisticated use of all these treatments can help to reinforce interesting and attractive patterns of planting. An overarching landscape master plan should be considered for the entire Downtown Core so as to inform each phase of implementation.

See Appendix 1 . Page 106  
Plant Palette



### KEY CONSIDERATIONS:

1. The incorporation of shade trees should be a priority component of all streetscape improvements. The Town Center Plan highlighted tree planting and shade as a major theme.
2. Tree species should be selected that are best suited for the Downtown Core setting and feature a more upright growth habit.
3. Where possible, street trees should be incorporated in larger linear planting beds vs. smaller square tree pits.
4. Benches and sitting areas should be designed in unison with planter beds and planned location of street trees and shade trees.
5. Hardy ground covers and low shrubs should be incorporated into the overall landscape treatment of streets; including medians and planting beds.
6. The use of planters and landscape pots should include ground covers, small shrubs and seasonal perennials.
7. Where appropriate and possible, bio-swales and storm water collection and storage systems should be incorporated into the design.



4.



Bioretention planters store stormwater. Planters may be raised above ground or can be set flush with or below the ground surface.



5.

6.



Vegetated swales are stormwater runoff conveyance systems that provide an alternative to piped storm sewers.



1.

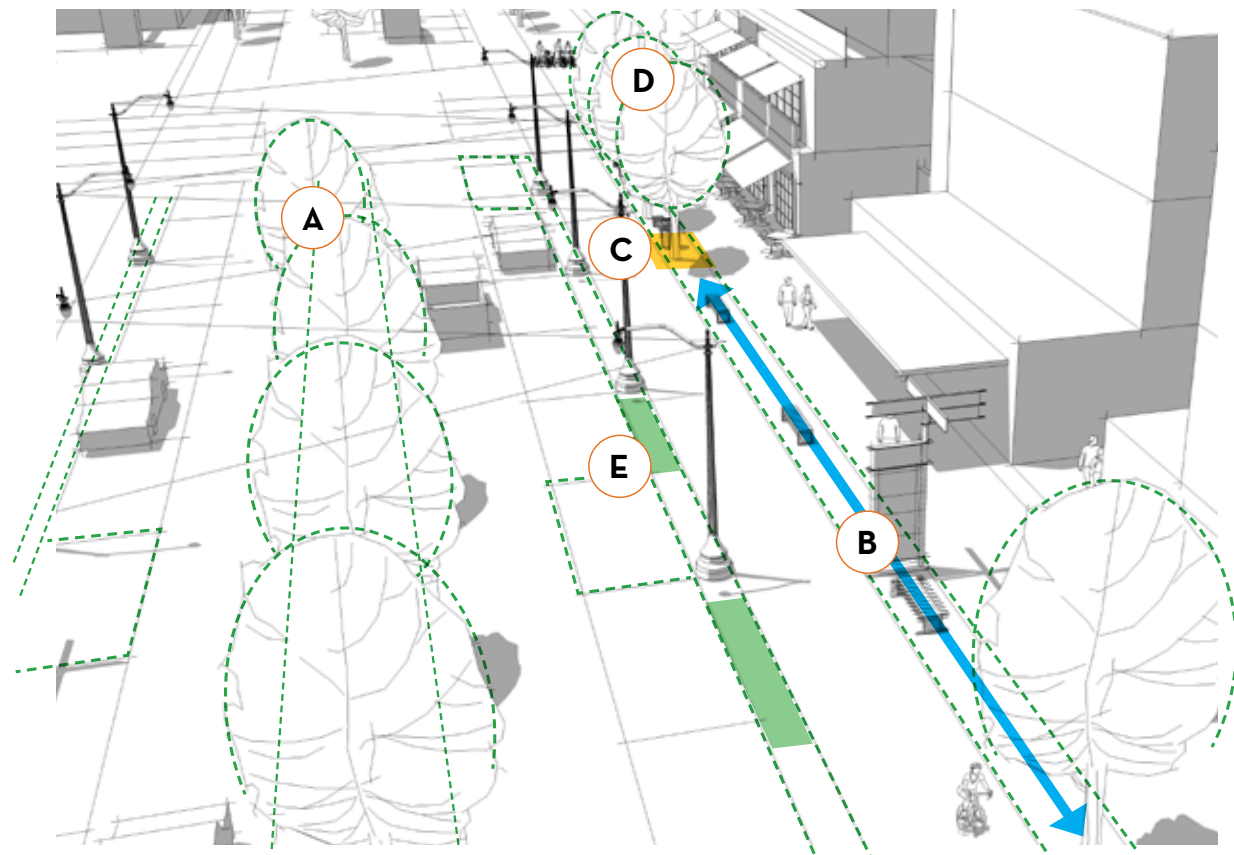


Stabilized aggregate used to footpaths and other accessible landscape areas, helping to eliminate runoff and allowing percolation.

## 2D. TREES & LANDSCAPE

### REQUISITES:

- A** Mesquite and Palo Verde tree species shall not be planted as street trees.
- B** All planting shall include drip irrigation water systems that are highly sensitive to low water use.
- C** If street trees are located in tree grates, planting soils shall be specially “prepared” to accommodate urban conditions, and tree pits should be connected below pavement with planting “trenches” that provide greater degrees of soils, oxygen, nutrients and irrigation for proper root growth.
- D** No monoculture landscape design and associated street trees planting shall be allowed.
- E** Artificial turf can be used in small and shaded areas only, and not in the Village Green (plaza / square).
- F** All tree planting should be complemented by generous areas of ground cover, small low shrubs and perennials. In addition, lawn areas may be utilized in medians and accent areas adjacent to and near sidewalks.



### NOT THIS



**NOT THIS** Sidewalks without planting areas, trees and seating areas, fail to create a vibrant useful street environment.



**NOT THIS** Tree grates with not sufficient space for growing trees, can become problem overtime.



**NOT THIS** Sidewalks with minimum shade and no seating areas are not inviting for the community to come visit and gather.

### THIS



**THIS** Above ground rainwater harvesting systems capture stormwater runoff, and stores the water for later use.



**THIS** Bio retentions are shallow depressions used in urban conditions where subsoils are porous and allow infiltration into the subgrade.



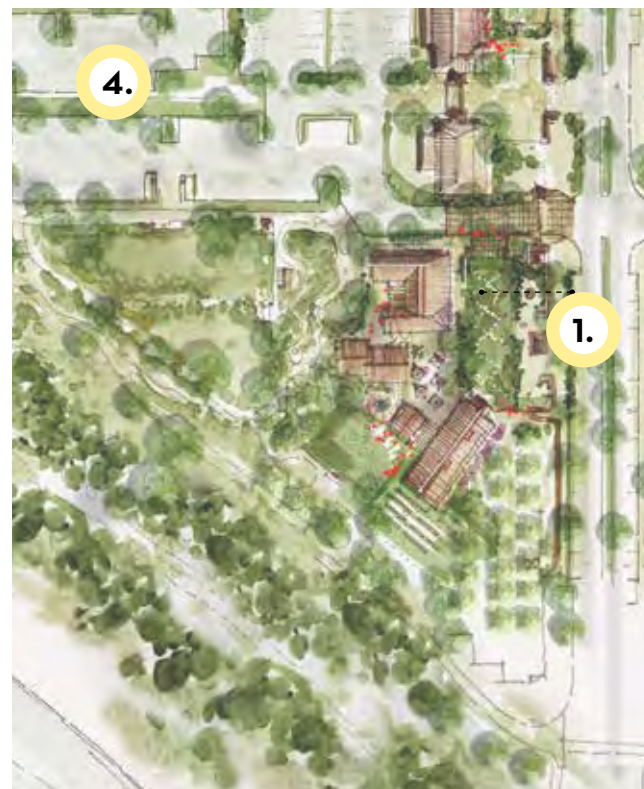
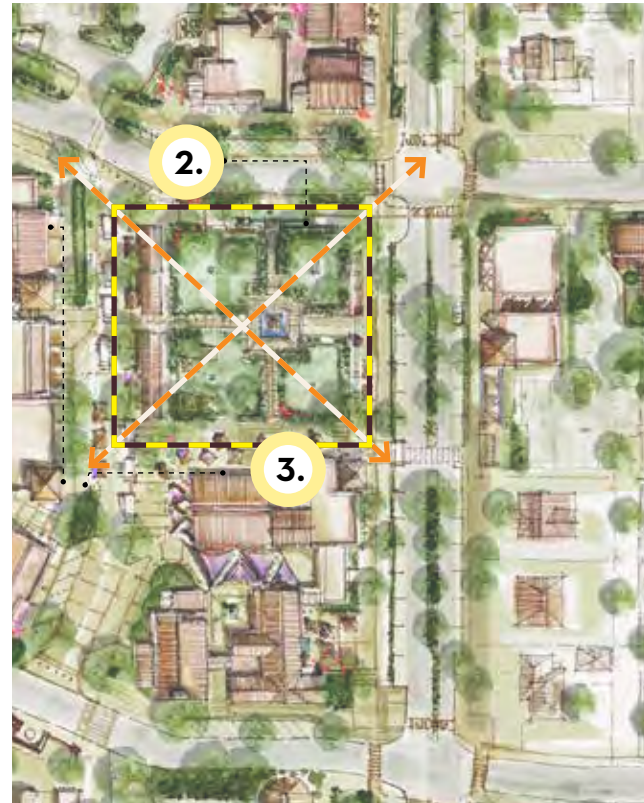
**THIS** Permeable paving allows water to infiltrate through large openings filled with aggregate stone, or topsoil and turf grass.

## 2E. VILLAGE GREEN & OPEN SPACE

### OVERVIEW

Its strategic location in the heart of the Downtown Core (on land owned by the Town) sets up an opportunity to create one-of-a-kind indoor/ outdoor spaces associated with shops, restaurants and specialty retail uses.


This envisioned piece of public urban open space will serve as a catalyst for the entire Downtown Core area and help to reinforce the heritage and character of Queen Creek.




### KEY CONSIDERATIONS:

1. Modest, small-scale open space should be big enough that it provides both visual interest as well as functional use (i.e.; a small sitting area for respite).
2. The Village Green should be designed to accommodate festivals and events. This should include the ability to accommodate vendor tents as well as food trucks.
3. The Village Green should be more passive in nature and emphasize open lawn areas, an abundance of shade trees, a simple path system, multiple seating areas and opportunities to accommodate special events such as small concerts.
4. Public parking lot(s) should be located in close proximity to the Village Green for convenient access on a daily basis and also to accommodate larger crowds.



 The Village Green square is in the heart of the Downtown Core and surrounded by different business creating diversity.



 Public events like concerts and special events gather people; it is a positive incentive for the economy and culture of the place.

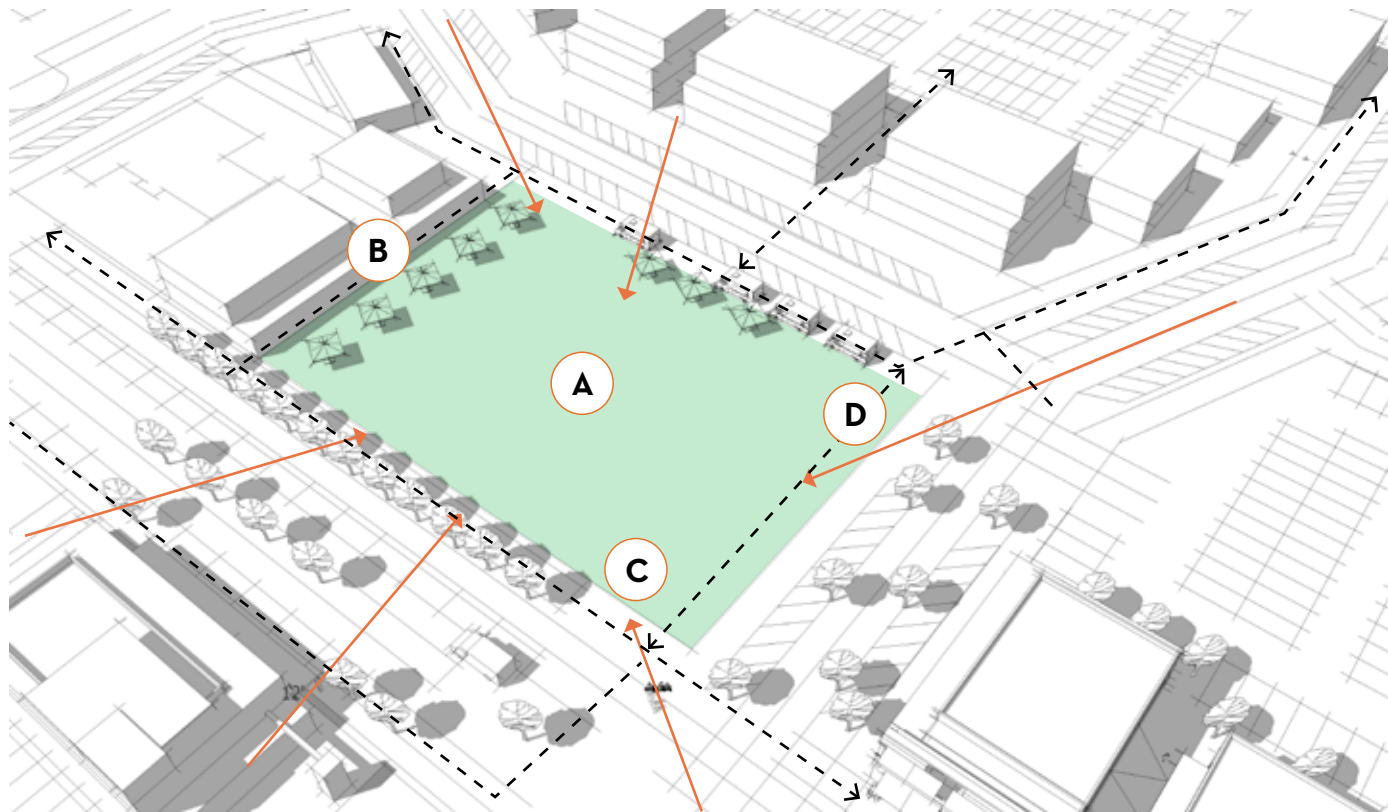



 Providing diagonal and perimeter sidewalks allows for easier access to the Village Green.

## 2E. VILLAGE GREEN & OPEN SPACE


### REQUISITES:

- A** The Village Green shall act as an early phase catalyst to help support future private sector capital investments.
- B** The minimum size for the Village Green should be around 35,000 square feet.
- C** The Village Green shall be located near the “center” of Downtown Core and face Ellsworth Road.
- D** The Village Green shall be generally square in form and be fronted by at least two streets (one being Ellsworth Road and the second being either a public or private streets).




 Centralized art or water fountains are areas that also serve as a meeting destination, wayfinding or reference.




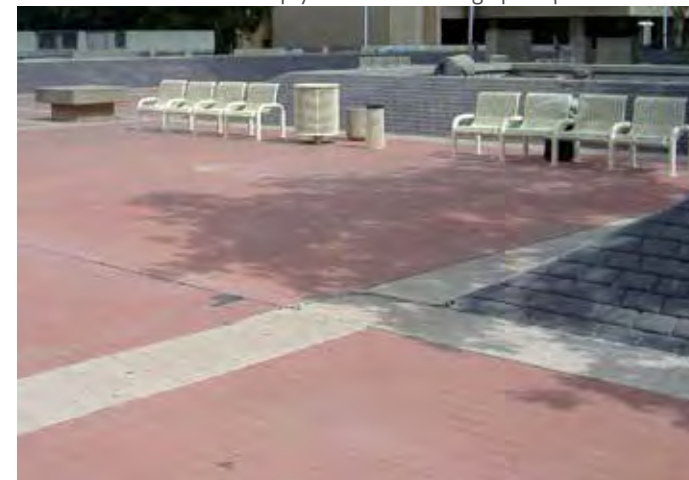
 Creative landscape and hardscape designs provide opportunities for educational purposes and gathering. Activities like this one can be incorporated near the creek.




 Landscape areas, seating areas, sidewalks, and places for multi activities should be designed in a integrated and holistic manner to avoid empty and not charming open spaces.




 Paths, landscape, lighting and signage create safe and memorable experiences.



 Open spaces with no purpose, no vegetation, no visual comfort, are undesirable and uninviting.



 Water can be displayed in small areas offering a fun and cool place for everyone to play.



## 2F. STREET LIGHTING

### OVERVIEW

Public realm lighting should be carefully incorporated into the overall design of streets and sidewalks.

The street and sidewalk lights should be unique in character but complement the existing lights in the Town Center area. The recently completed streetscape improvements on Ellsworth Road just north of Ocotillo Road provides a good precedent and starting point.

It is critical that all future implementations of lighting in the public realm include a lighting specialist who can assist in the desired outcome. Any and all proposed lighting should focus on safety, function and aesthetic impacts.

Range of street lights may include:

- Street lighting
- Sidewalk lighting
- Bollard lighting
- Accent lighting (for signage)
- Uplighting (for tree accent)
- Specialty lighting (bulb strings- connected from pole to pole)



### KEY CONSIDERATIONS:

1. Public areas, streets, and sidewalks should present a careful curation of ambient lighting, focal points and colorful accents.
2. Lighting design should first focus on safety and include unique design oriented results that enhance the environment in creative and attractive ways.
3. Street lighting at roadway intersections should be treated differently than street lighting along the thoroughfare.
4. Consider the use of multiple fixtures on a single pole if appropriate. Higher fixtures can focus light on the street while lower fixtures can focus light on adjacent sidewalks.



A tasteful street light display increases local morale, and attracts customers to downtown areas.

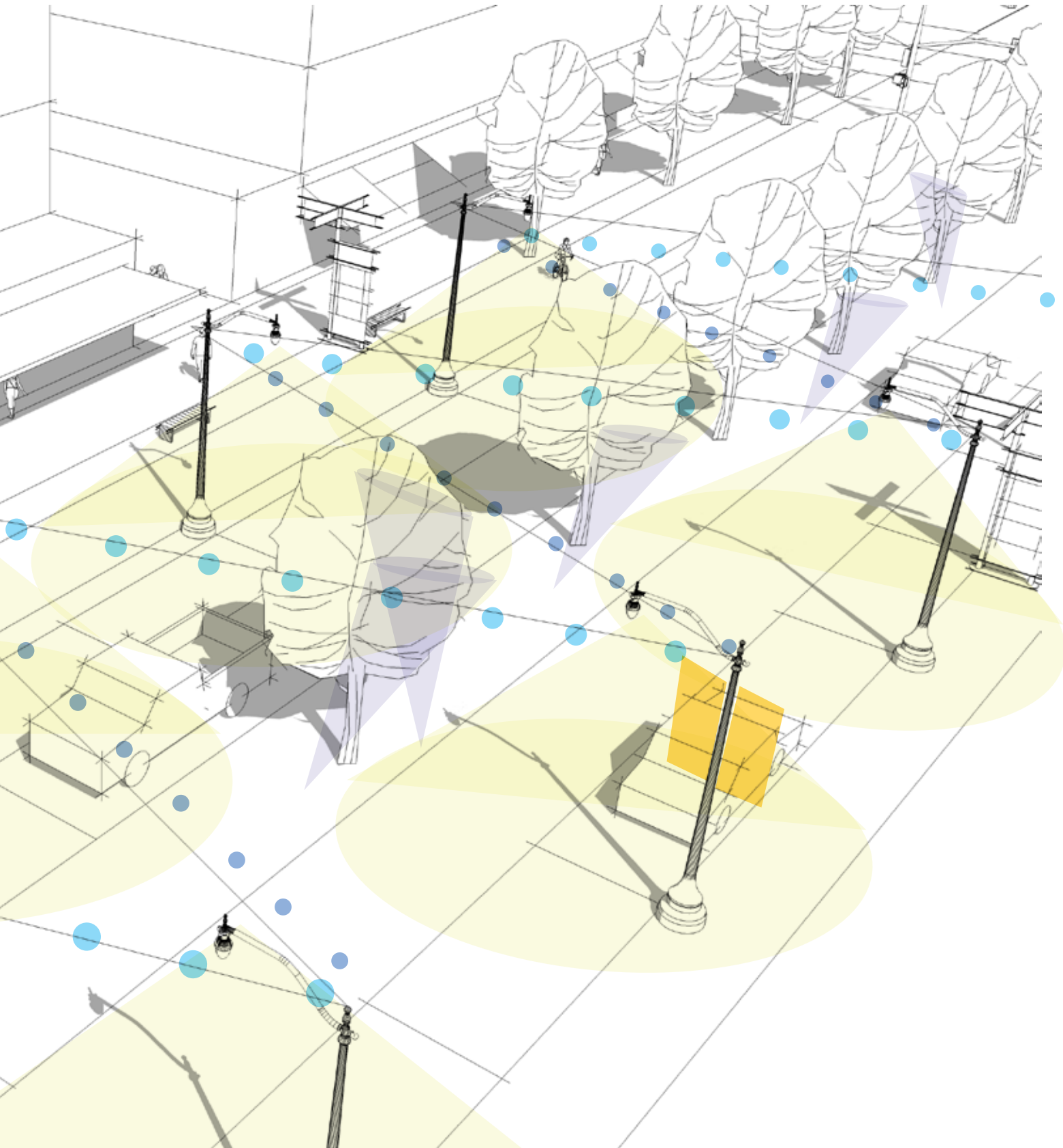



Double sided informational banners combined with light poles add a fun and creative way to make the streets creative and functional.




Urban lighting changes the way public lighting is integrated into the built environment.

## 2F. STREET LIGHTING



 Ambient light ensures visibility and accentuates specific aspects of the built environment.




 Banners add vibrancy to the streets.




 Lighting can play a part in introducing a beneficial cycle of growth and renewal to the Downtown Core.




 Accent lighting along planting areas allow for public space to be enjoyed at night.



 Great lighting design can enhance different aspects of the Downtown Core that makes it such a great place to live.



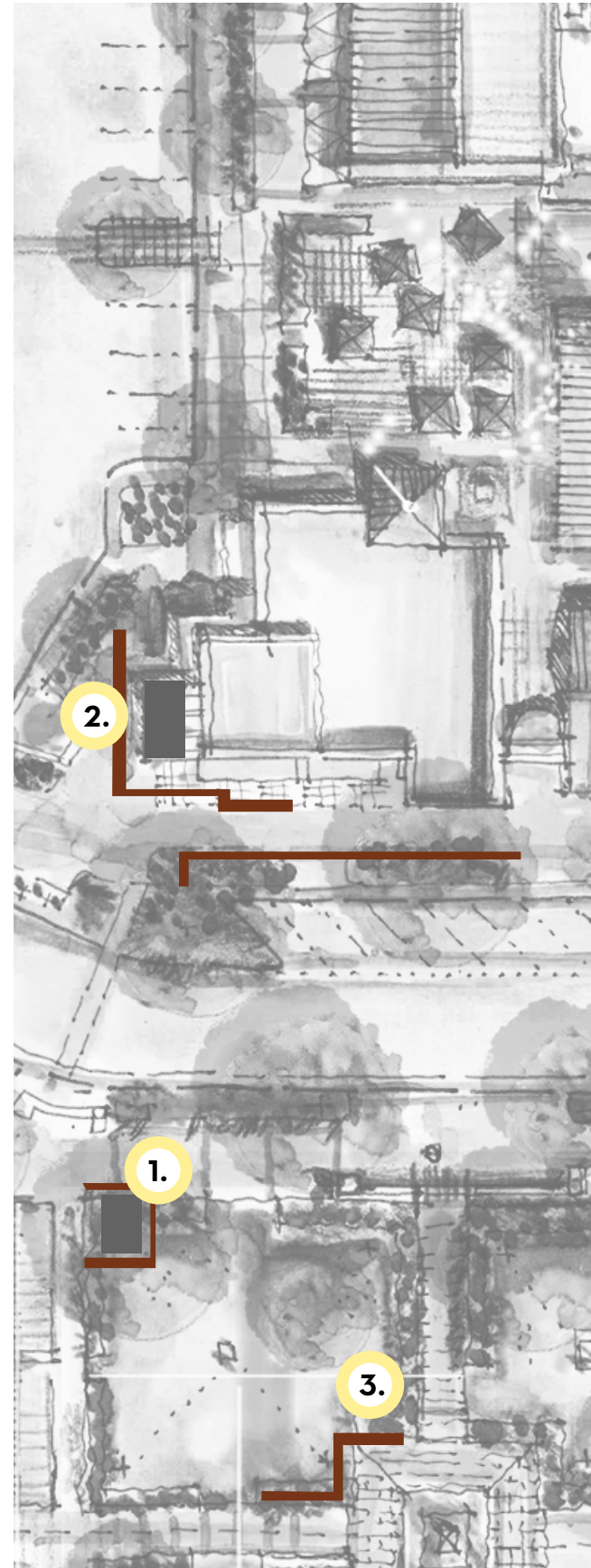
 Creating a meaningful and memorable nighttime experience involves accounting for physiological differences amongst users.

## 2G. WALLS, FENCING & SCREENING

### OVERVIEW

In some instances, there may be a desire to introduce walls, fences or some other method of screening. Such use should be done with great constraint and not result in “dark spots” or hidden edges out in the public realm.

The use of walls, fences or some other material used for screening should be low in nature and only set to a height to block a specific view.



### KEY CONSIDERATIONS:

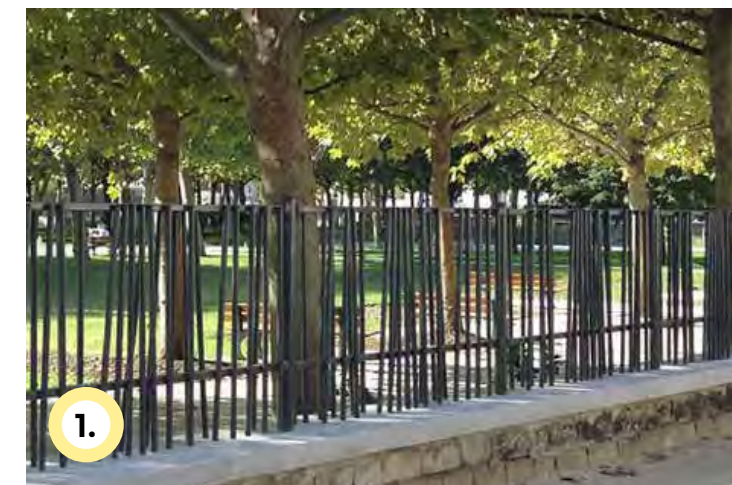
1. Screen walls and fences should be limited to the most extreme cases of visual nuisance.
2. Screen walls and fences should be limited in height to that which is being screened.
3. Screen walls that take on an artistic theme should be carefully integrated with the overall aesthetic of the area so as not to bring greater attention to that which is being to be screened in the first place.
4. Any screens or buffers of utility boxes, mechanical equipment (for example AC units) or the like should be limited to the approximate height of the mass being screened.
5. Walls and fences can also be used to help reinforce direction. Low landscape walls, seatwalls and post and rail fences can enhance the visual appearance of an area, provide functionality, serve as a transition between the public realm and the private realm, and keep visitors within desired locations.



1. Low walls help define landscape areas, spatial transitions, drainage, and integration of different uses.

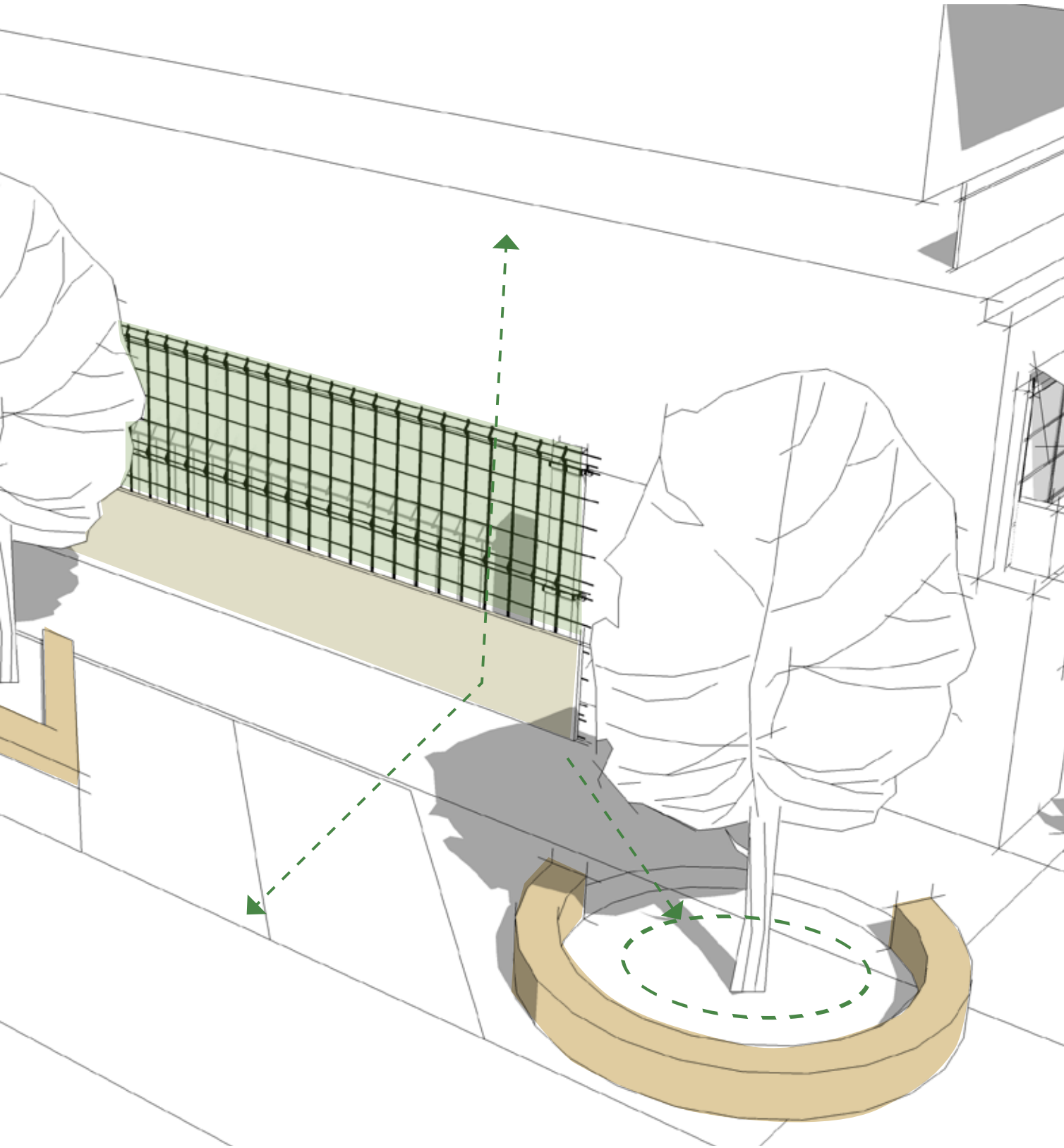


2. Walls and screens in public areas can be part of the art of the Downtown Core.



1. Screen and security fences in public areas need to be decorative and allow visibility.

## 2G. WALLS, FENCING & SCREENING



Utilities screens are effective making large boxes or transformers almost invisible.



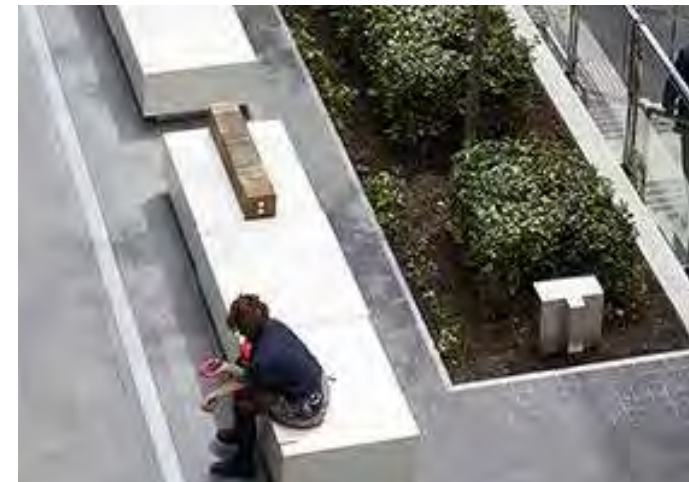
Screening walls define circulation, destination and spaces while blocking views to utilities, dumpsters, etc.



Retention walls and screen walls can be used as planters and seating areas.



Green walls can help to screen utilities attached to the buildings and with climate control.



Strategically located seating walls along sidewalks are an invitation for people to relax and enjoy the setting.



Retention walls can be designed as seating areas in the public realm.

## 2H. SIGNAGE & WAYFINDING

### OVERVIEW

Signage shall play a key role in reinforcing the overall unique and special character associated with the Downtown Core. Signage established in and around the public realm shall set the stage for storefront signage associated with private sector development.

There are a range of signage treatments for the Downtown Core that are necessary to establish the right balance between information and between aesthetics. There needs to be a careful balance with highlighting helpful information for visitors versus creating visual clutter that can have a negative impact on the area. In order to establish the right “balance” of signage, the following types and associated treatments should be incorporated.

**GATEWAY SIGNAGE:** To be strategically located along the perimeter of the Downtown Core. The Gateway signage can take many forms including; monuments, pilasters, overhead street banners. As development occurs in this area and the Downtown Core takes on a refined physical form, careful considerations should be made to include land areas adjacent to the right-of-way for these gateway signs. The pilaster signs and overhead street banners should be easily compatible with typical right-of-way areas. The traditional monument signs may require more land areas. In addition, Town officials can collaborate with private sector developers to orchestrate building designs and treatment that reinforce these gateway themes (through the use of towers, turrets, etc.).

**KIOSK LOCATION SIGNAGE:** Two to three strategic locations should be identified in the Downtown Core for Kiosk Signs. These signs typically are graphically organized with a map of the entire area including key references to the many stores and features throughout.



Wayfinding activities to be displayed on main street, Village Green and corners.



Visible incorporated public parking signage.



Specialty signage on the pavement or tree grates will create a story and place for memories.

“You are here” references provide a point of orientation for easy understanding. Such signage can be located in a “kiosk” style format that would be vertical in nature, round or two sided (maybe one side for public/ private marketing opportunities) and a simple roof type structure to provide shade. Often times map holders and other information can be “dispensed” from the kiosk.

**WAYFINDING SIGNAGE:** Wayfinding signs are usually established as larger sign plates oriented along the roadside that reference upcoming locations, stores or special places within the area. Typically, these types of wayfinding signs identify places with an arrow that indicates either straight ahead, or left/right locations. Wayfinding signs are more oriented towards vehicular traffic and should be limited to only four or five listings so as not to confuse visitors. These signs should be placed mid-block so that drivers have time to make decisions relative to right, left or straight movements. It would be expected that no more than four or five locations would be required in the Downtown Core. Public components should mostly be emphasized with such signage (i.e.; public parking, Village Green, Founders Park, Town Hall, etc.).

**SPECIALTY SIGNAGE:** In addition to the more formal permanent signs, specialty signs should also be incorporated to help to promote and highlight special events. Typically, these can be done on smaller banners mounted to street light posts. In addition, temporary cross street overhead banners can also be utilized to promote festivals and/or celebrations. While only temporary, these specialty signs will complement the overall signage program by incorporating complementary colors, logos, text fonts and styles. Specialty signs may also take on a more permanent form related to special recognition of historical and community references. Often referred to as “environmental art”, such signs should be special and unique in a manner that reinforces their specific messaging.

**IDENTIFICATION SIGNAGE:** Identification signs should be used in unison with the wayfinding system and provide specific reference to an arrived location. While the wayfinding signage makes a reference as to which direction to find public parking, the identification signage highlights the parking location upon arrival. These identification signs should be utilized for key public facilities such as; public parking, Village Green, Founders’ Park, Town Hall, etc.

**STREET SIGNAGE:** Unique street signs can also help to reinforce the special nature of the Downtown Core. Colors, shapes and sizes of the name plate can add a special touch and character. A unique logo can also be incorporated into the sign plate. In addition to the place, interested sign fasteners are a nice added touch as well.

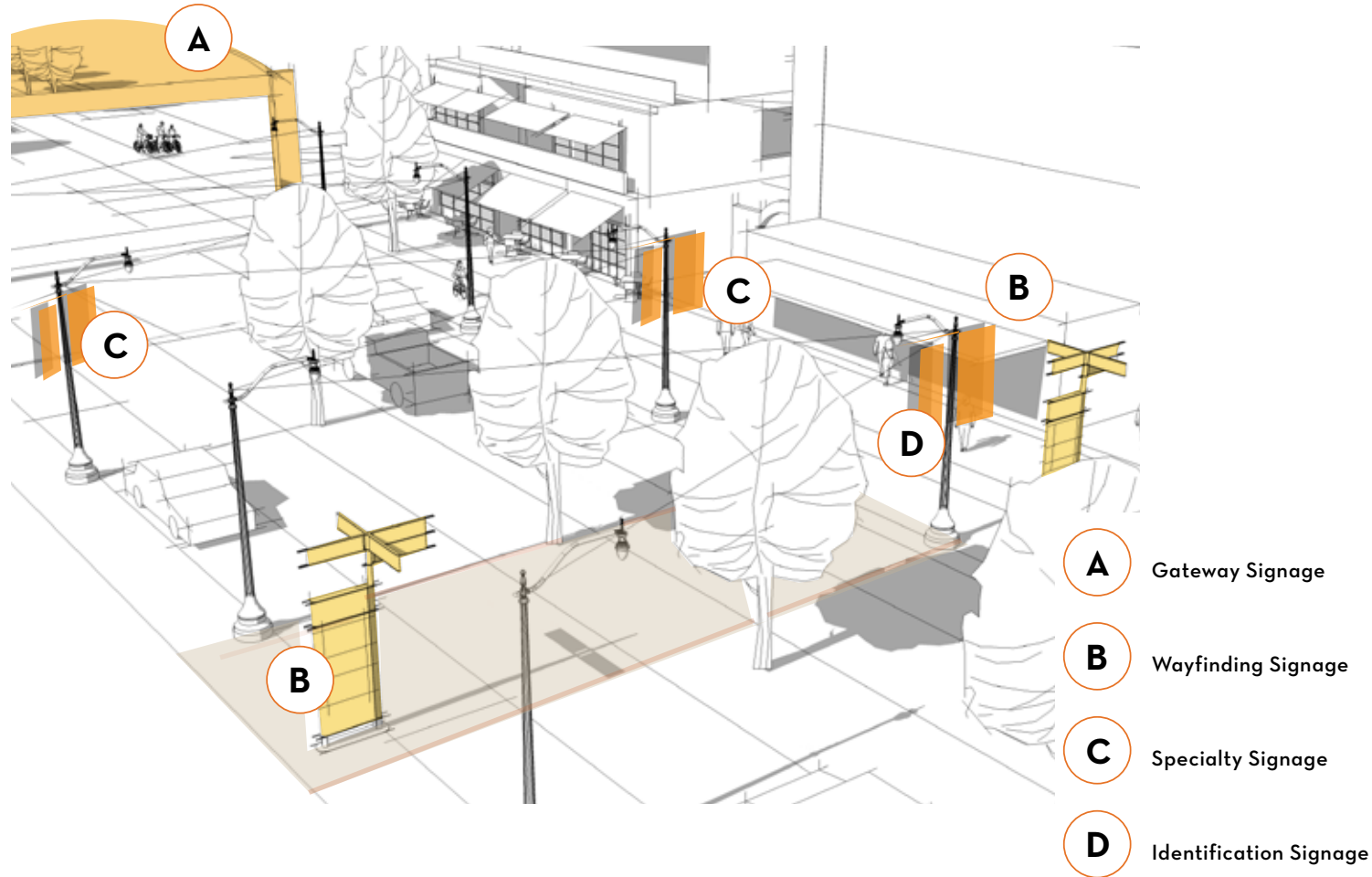
The Town’s signage program should establish an overall brand and theme for the area through the use of appropriate materials, colors and logos. This should be accomplished with a signage consultant and or a signage manufacturer who has significant experience in this arena. A tag line or series of tag lines may also be incorporated that help to reinforce the place-making.

## 2H. SIGNAGE & WAYFINDING



**1.** Permanent or temporary signs at main intersections and/or the Village Green can reinforce the identity of the community.

**1.** Along the Queen Creek park and trail signs with quotes and maps.



### KEY CONSIDERATIONS:

1. Key locations should be identified associated with Gateway signs along main “entrances” into the Downtown Core.
2. Key locations should be identified within the Downtown Core for positioning of wayfinding signs that assist visitors with their location and orientation within the area.
3. Specialty signs should be incorporated to highlight special events as well as important historical references.
4. Identification signs should be strategically located to highlight important aspects of the Downtown Core, such as access to public parking, the Village Green and Town Hall.
5. Street signs within the Downtown Core should be customized and designed to reinforce the special nature of the area.



**5.** Public Banners can be displayed throughout the year promoting local events in the area and invite visitors to participate.



**2.** Wayfinding signage helps to locate specific uses and events in the Downtown Core.



**1.** Gateway signage to designate the Downtown Core as a special destination and character.

## 2I. PUBLIC ART

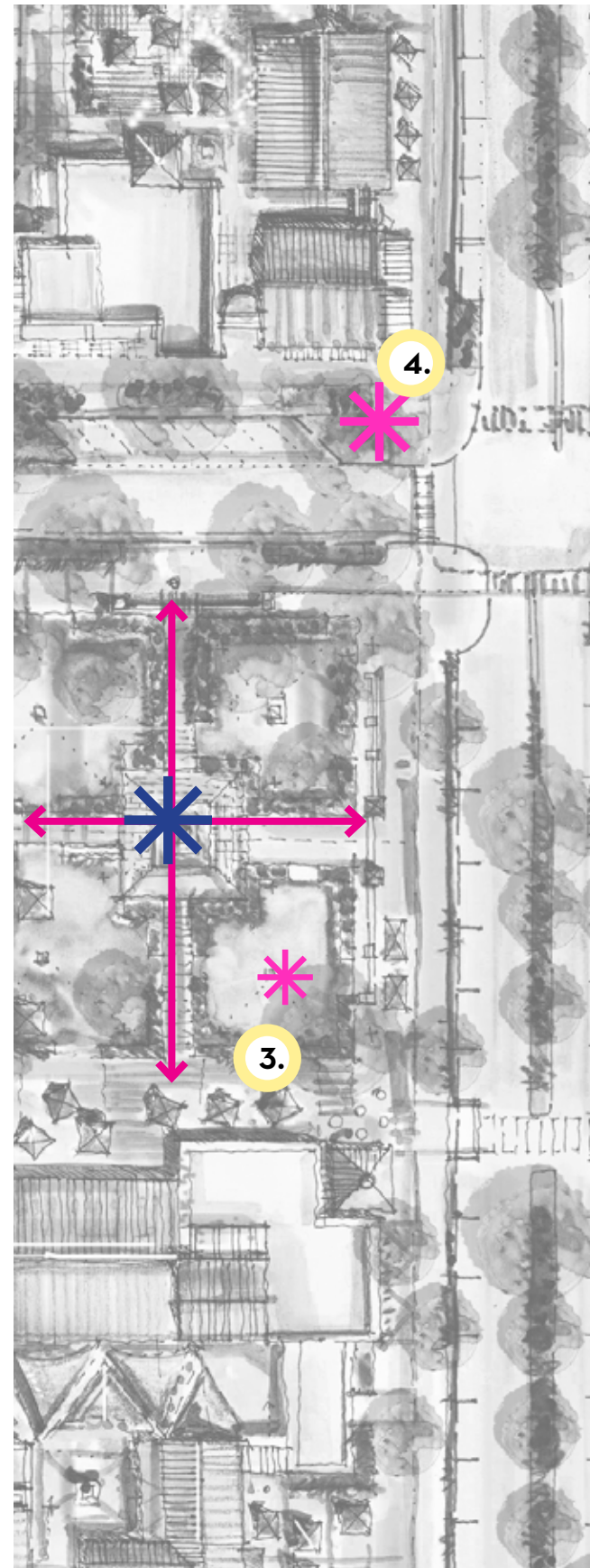
### OVERVIEW

Public art should represent the community's commitment to reinforcing culture as a key aspect of Queen Creek's identity.

Overall themes should be established that allow for a broad spectrum of design character, all within the context of highlighting community values and expressing Queen Creek's past, present and future.

Potential themes to highlight include:

- Agriculture
- Equestrian
- Passage of time (past, present and future)
- Important people, places, events and dates
- Social, geological and/or environmental
- Desert landscape



### KEY CONSIDERATIONS:

1. Art installations should vary in size, visual impact and "stature" within the Downtown Core. There should be a sense of proportionality within the framework of all installations. For example, a larger installation that might work well in the Village Green, would likely be too big near a street corner.
2. All potential public art installations should very carefully consider the exact context of the immediate surroundings so that the "piece" is "right-sized".
3. Public art may be incorporated into a range of elements in the Downtown Core including; benches, shade structure, signage, pavement, etc.
4. Temporary art installations should be considered and promoted as well.




 Imaginative urban design as a component of the Town's community development goals.




 Reflects the Town's diverse spectrum of cultural heritage and traditions and promote the integration of art with the Downtown Core's architecture and landscape design.




 Involve the community directly through participation in the public art process and through community outreach activities.

## 21. PUBLIC ART




 Implement public art projects and strong working relationships with private sector to create a holistic artful environment.




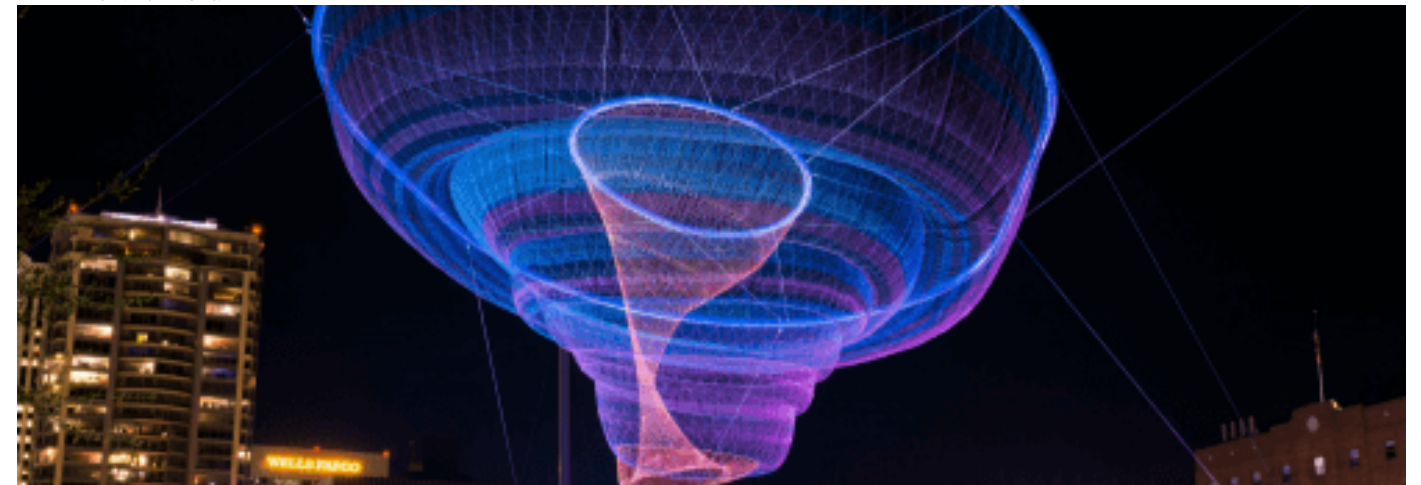
 Promote the economic vitality of the Town by using public art to brand the Downtown Core as a destination for regional tourism.




 Contribute to the quality of life of the citizens by increasing their access to visual arts and aesthetically pleasing urban environment.



 Enhance the Town's social, physical and economic environments by displaying art in public places.



 Invest in the local arts community and integrate the work of artists into public spaces .



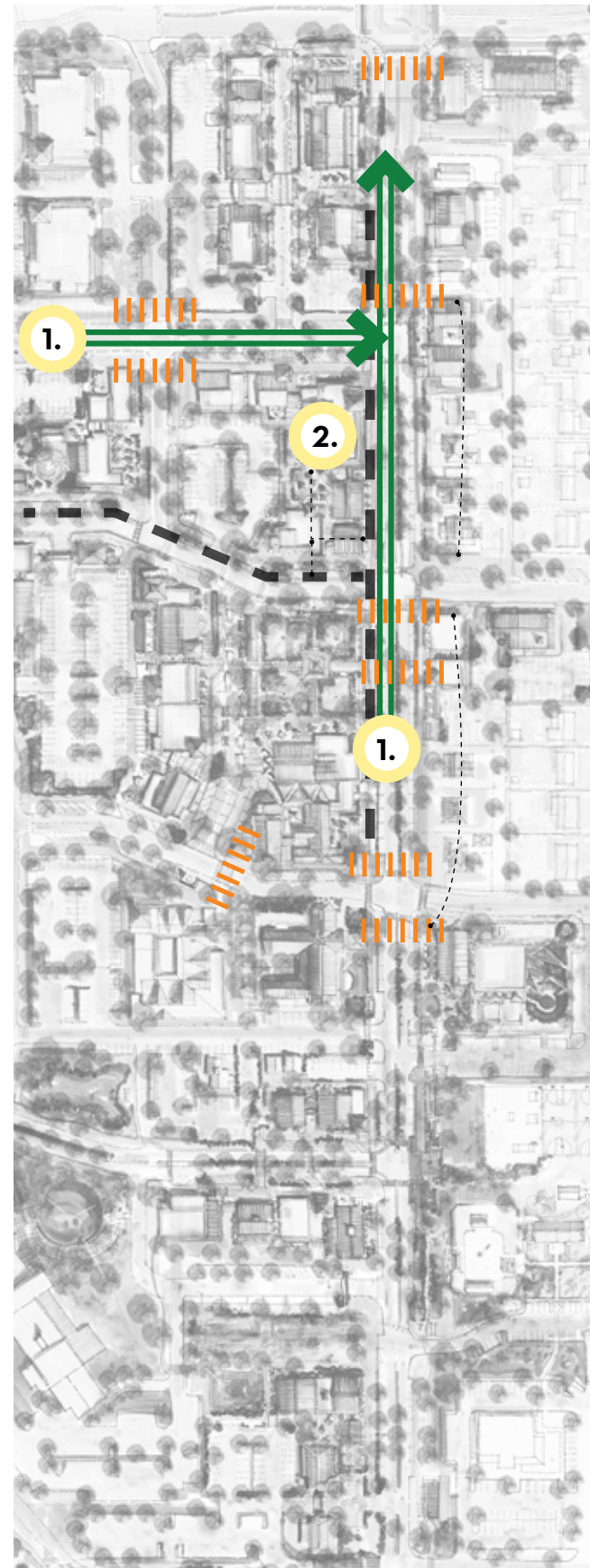
## 2J. STREETS & PUBLIC PARKING

### OVERVIEW

The street sections on the following pages (part of the adopted Town Center Plan Update) are the basis for future roadway design throughout the Downtown Core. As previously stated, these roadways will establish the framework for the preferred organization of blocks to be established.

The illustrative sections represent the intended complete street systems that provide multiple modes of adjacent transit within an orderly, safe, functional and attractive environment.

A major component of the street system is the strategy associated with public parking. Both Ellsworth Road and the East-West Collector roads have been designed to accommodate on-street parking. In addition, public surface parking lots have been identified to accommodate overall future demand.



### KEY CONSIDERATIONS:

1. Streets should be designed to accommodate pedestrians, bicycles, automobiles and shuttles.
2. On-street parking should be located in convenient locations and provide easy access from streets to sidewalks with minimal impediments.



1. ADA (Americans with Disabilities Act) access and delineation on crossing areas and sidewalks.



1. Convenient, secure bicycle parking is an important factor in encouraging and strengthening bicycle ridership and bicycle network.



2. Visitors will select on-street parking spaces over off-street surface lots and garage parking. The on-street spaces usually experience the most use and the highest turnover.

# PUBLIC AREAS: REQUISITES SUMMARY

## 2A. URBAN BLOCK PATTERNS

- A. Any single side block length shall be in the range of 300' to 450'. Total perimeter block length shall not exceed 1600' unless providing key added value to the overall urban fabric (any block dedicated to open space shall be the exception).
- B. Blocks shall be organized within at least two of the three proposed street sections from the Town Center Plan Update (primary, secondary and or tertiary).
- C. Where blocks meet in a three-way or four way intersection, the resulting layout should be safe, functional and meet all Town engineering and site plan requirements.
- D. East-West connector roads should be utilized to establish north and south ends of blocks.

## 2B. SIDEWALK PATTERNS & LIFE

- A. Sidewalks shall be a minimum of 8' clear along primary and secondary streets and 6' wide along tertiary streets (not including the designated landscape planting buffer separating the sidewalk from curb).
- B. Any proposed mid-block crossing shall utilize a HAWK (pedestrian mid-block signalized crossing system) or a like system approved by the Town.
- C. Sidewalks in the public realm shall have furnishings and features that are organized on the "curbside" of the street section in order to ensure flexibility for future integration on the adjoining private realm parcels.
- D. Sidewalk life shall not be limited to private sector realm improvements, but is made best by a careful integration of private and public-sector improvements.

## 2C. URBAN FURNISHINGS

- A. While all furnishings are not expected to be the same design or from the same manufacturer for every location, placement of adjacent benches, trash cans, recycling bins (i.e.; when paired together) shall be of the same design/product.
- B. No street furnishings shall be placed in or near an accessible curb ramp.
- C. All furnishings shall include a detail and/or mechanism that allows the specific item to be secured to the pavement so it cannot be removed (unless the Town provides movable furniture in areas such as the Village Green). In the case of trash and recycling cans, select a product that has internal bins that can be easily accessible by maintenance personnel.
- D. Urban furnishing materials should consist of quality, low maintenance materials that can withstand weather and use.
- E. Environmentally eco-friendly materials such as resin wicker, recycle materials, cast aluminum, and other materials may be considered.

## 2D. TREES & LANDSCAPE

- A. Mesquite and Palo Verde tree species shall not be planted as street trees.
- B. All planting shall include drip irrigation water systems that are highly sensitive to low water use.
- C. If street trees are located in tree grates, planting soils shall be specially "prepared" to accommodate urban conditions, and; tree pits should be connected below pavement with planting "trenches" that provide greater degrees of soils, oxygen, nutrients and irrigation for proper root growth.
- D. No monoculture landscape design and associated street trees planting shall be allowed.
- E. Artificial turf can be used in small and shaded areas only, and not in the Village Green (plaza / square).
- F. All tree planting should be complemented by generous areas of ground cover, small low shrubs and perennials. In addition, lawn areas may be utilized in medians and accent areas adjacent to and near sidewalks.

## 2E. VILLAGE SQUARE & OPEN SPACE

- A. The Village Green shall act as an early phase catalyst to help support future private sector capital investments.
- B. The minimum size for the Village Green should be 35,000 square feet.
- C. The Village Green shall be located near the "center" of Downtown Core and face Ellsworth Road.
- D. The Village Green shall be generally square in form and be fronted by at least two streets (one being Old Ellsworth Road and the second being either a public or private street).

*Note: All proposed development shall also take into account the detailed information associated with each public/private area highlighted in this document and the specific key considerations highlighted as well as visual examples (i.e.; "thumbs-up and thumbs-down").*



# 3 PRIVATE AREAS

3A. URBAN BLOCK MASSING

3B. BUILDING FAÇADES & ENTRANCES

3C. OUTDOOR SPACES

3D. ARCHITECTURE CHARACTER & MATERIALS

3E. SIGNAGE

3F. LIGHTING

3G. PARKING LOTS

3H. EXISTING BUILDINGS

# 3A. URBAN BLOCK MASSING

## OVERVIEW

The new zoning for the Downtown Core encourages more appropriately scaled development that is oriented toward pedestrians. This can be achieved by orienting buildings along the street-front or the “build-to-line”.

The build-to-line is a reference to the desired front building façade that should be located right up against or near the right-of-way. This condition results in the opportunity to create an elaborate street scene with shops, restaurants and storefronts directly adjacent to the pedestrian environment.

The following illustrations show a visual comparison of the desired outcome vs. the typical suburban, car-oriented scenario.



## KEY CONSIDERATIONS:

1. Block building massing shall focus on front facing buildings that are pedestrian-oriented.
2. Block massing should be considered within the context of street hierarchy. Front facing buildings should be emphasized on all primary streets (Ellsworth Loop Road, Ocotillo Road and Old Ellsworth Road).
3. No building frontage is required on tertiary streets.
4. Building mass can also be created by vertical feature elements such as: towers, rotundas, cupolas, gable roof forms, etc.
5. Building mass along the street front should not be continuous from one end of the block to the next.
6. Block massing “cavities” (space between buildings) can be used for pedestrian connectivity as well as outdoor activities (i.e.; restaurant dining). For two-story space and greater, only the ground floor need be open for pedestrian connectivity.
7. Building façade lengths should be incorporated with height and mass variation to ensure visual variety.
8. Bring building storefronts to the face of sidewalk and solve parking convenience issues through inclusion of on-street parking and adjacent parking lots.
9. Gateway parcels (at main intersections) reinforce the intended character and quality of a new brand identity of the Downtown Core, creating more height and using special features and signage.



1. Locate uses and services frequently used by the public in visible or prominent areas, such as at entries or along the street front.



4. Emphasis on articulated ground floor façades, articulated roof lines and corner buildings.

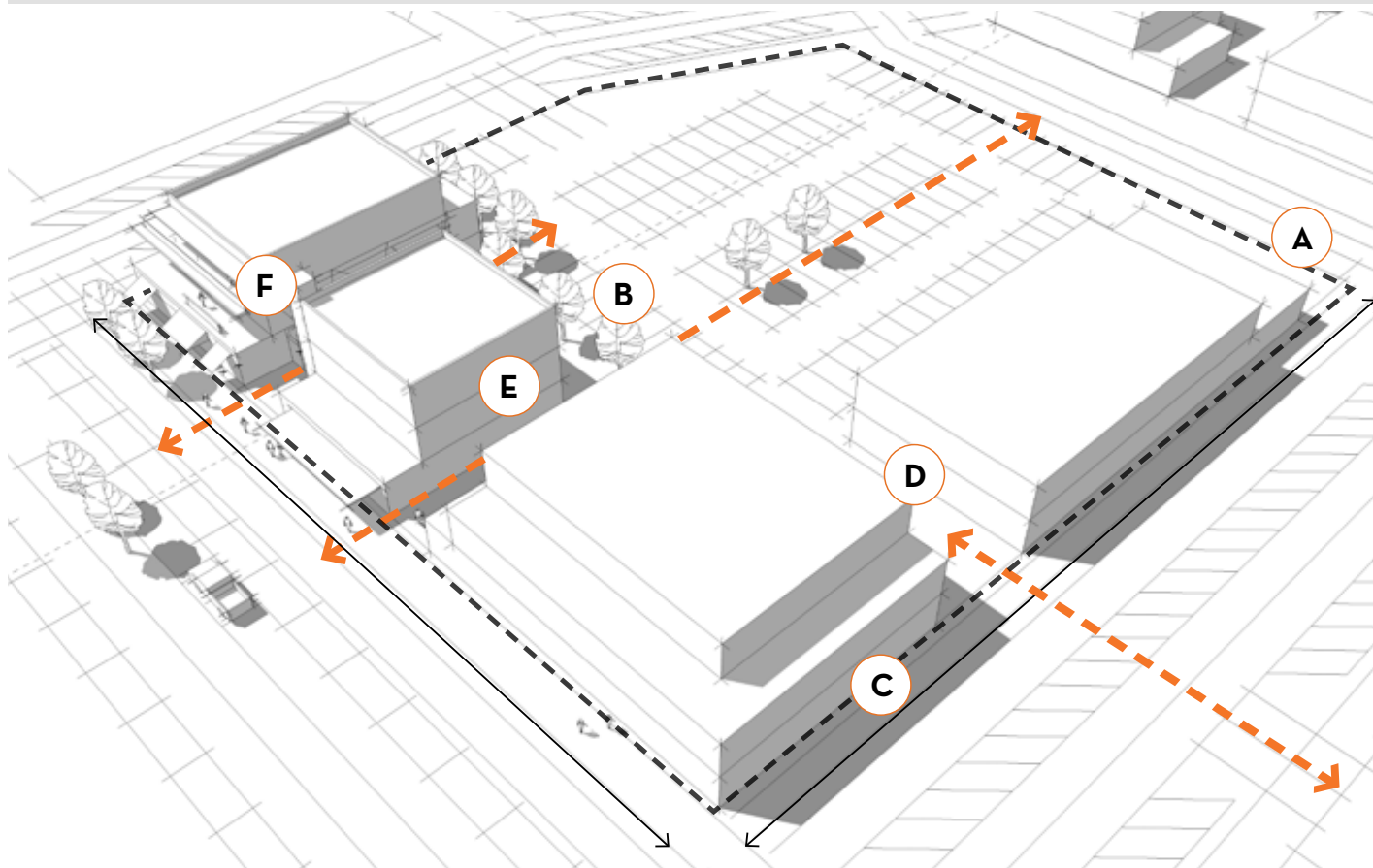


7. Consider creating indentations in the building mass, adding balconies, porches, canopies or other elements, and/or highlighting building entries.

# 3A. URBAN BLOCK MASSING

## REQUISITES:

- A** No parking lots shall be located in front of the façades adjacent to primary or secondary streets.
- B** Parking lots shall be strategically located behind most building masses and accessed primarily from secondary and tertiary streets.
- C** Build-to-lines, which may include patios, courtyards, and alternative designs that meet the intent of the Design Guidelines, shall be required for at least 75% along Ellsworth Road and a minimum of 40% on secondary roads.
- D** No single building mass longer than 100' shall be allowed without the incorporation of pedestrian links from parking to sidewalk (second story mass can be continuous).
- E** Alleyways (pedestrian connections between public sidewalks and linking private parcel parking lots) shall have a minimum width of 20'.
- F** Transparency and access between inside and out will mean that more people are aware of what is happening in alleys, creating greater safety. With improved safety, more pedestrians and cyclists will use alleys as secondary entrances, and businesses will be able to open within alleys, providing yet more eyes on the alley.



NOT THIS



No parking lots shall be located in front of the façades adjacent to primary or secondary streets.

THIS



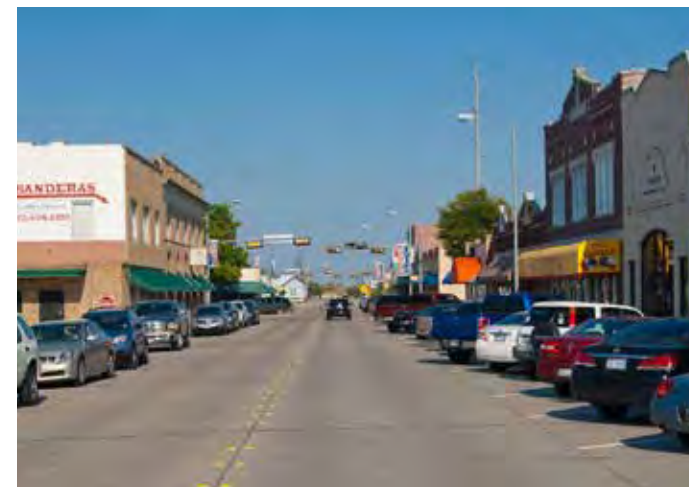
Arrange the mass of the buildings, taking into consideration the characteristics of the proposed uses, open space and parking.



Sharp transitions between adjacent buildings can lead to a lack of continuity in block massing.



Adjacent buildings should be of similar height and architectural mass, thus enhancing diverse details, colors and materials.



Front facing buildings should be emphasized on all primary streets and provide inviting place for pedestrians and not only for automobiles.

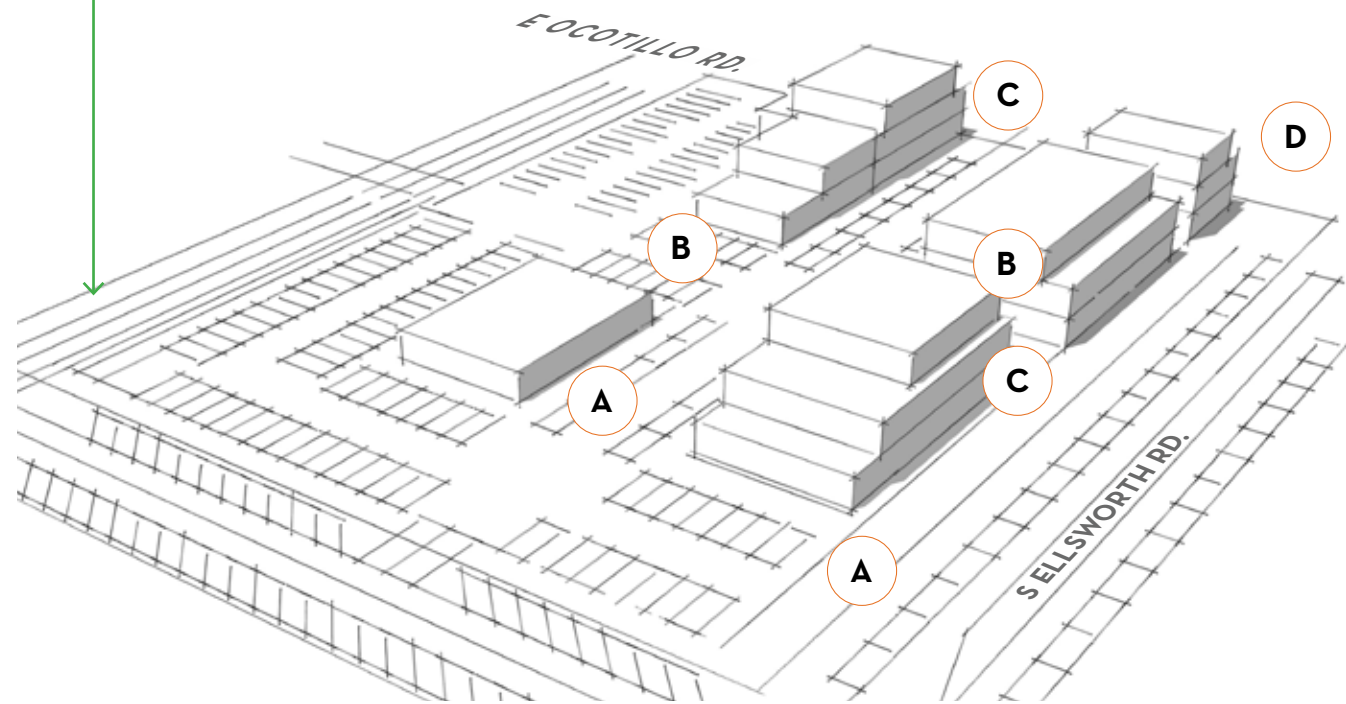


Horizontal and vertical architectural and urban elements provide variety and visual appeal, creating a wonderful environment.

# 3A. URBAN BLOCK MASSING

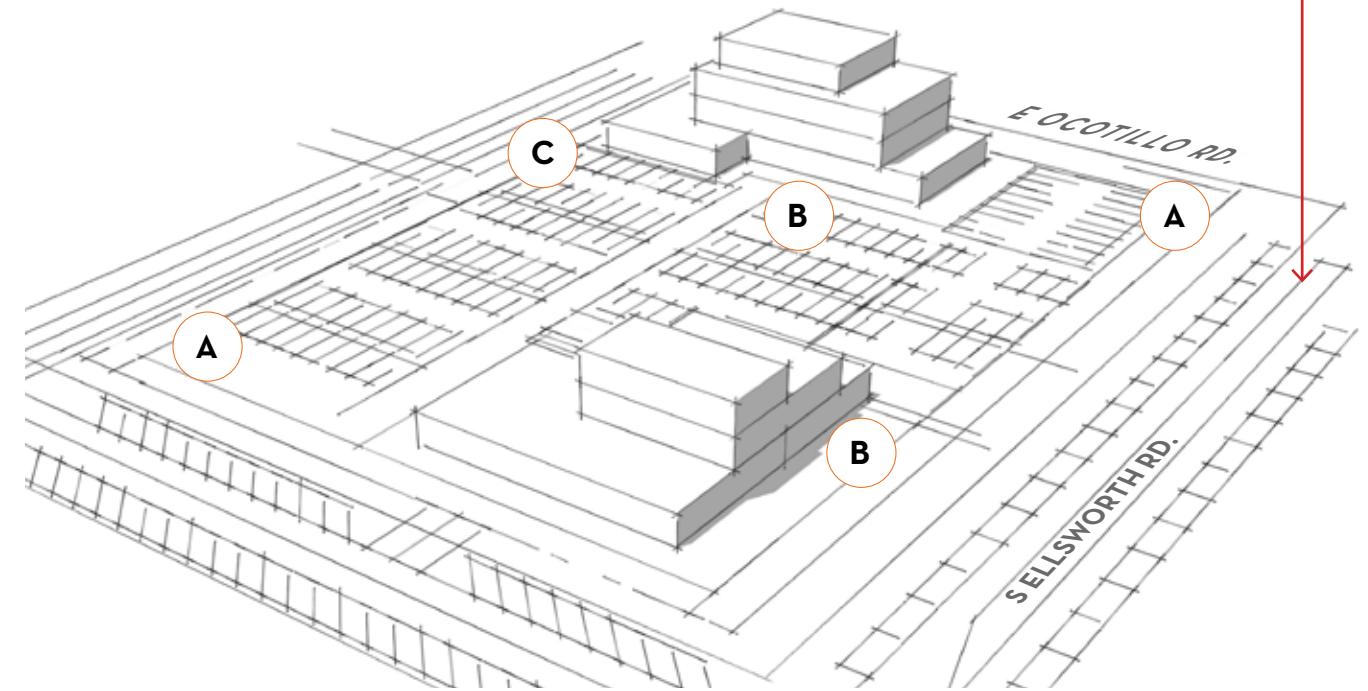
**THIS**

**PEDESTRIAN ORIENTED DESTINATION**

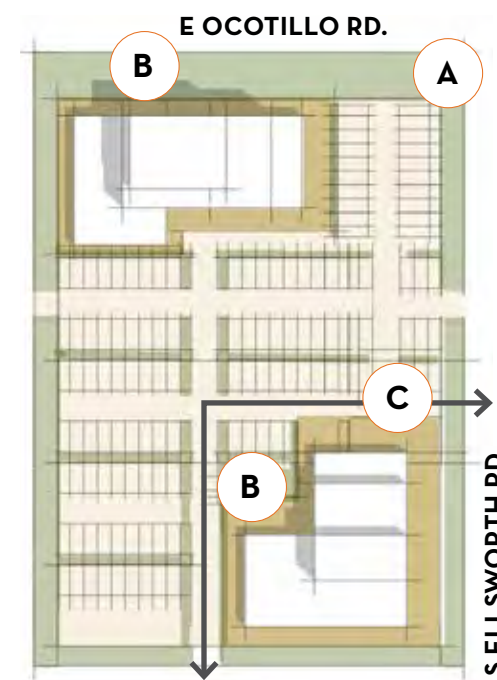
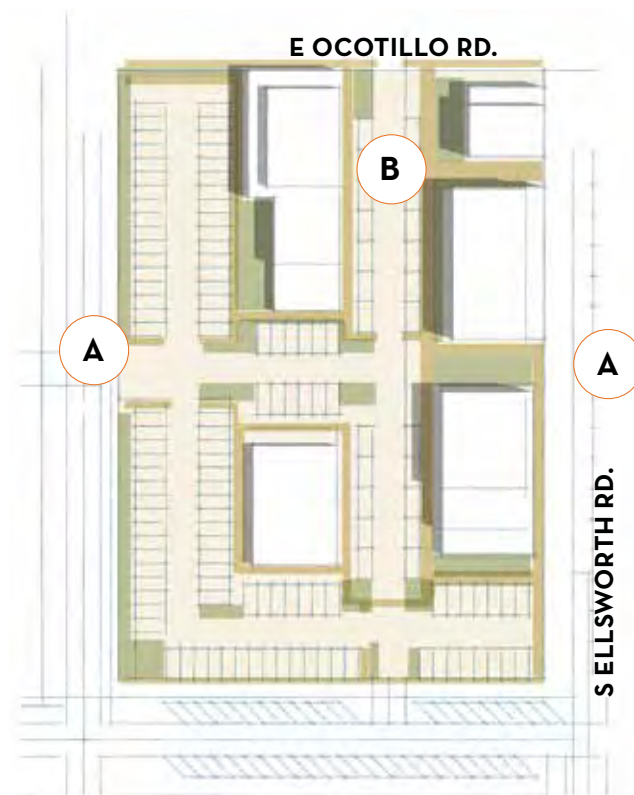


**NOT THIS**

**SUBURBAN MODEL**



- A** Focus on accommodating walkers, bikers, and other transit modes to attract more visitors to the Downtown Core.
- B** Create walkable environments for pedestrian connections in between buildings, parking lots, and sidewalks.



- A** Suburban development models allow for parking to occur in front of buildings creating separation between pedestrians and retail uses.
- B** In many cases, retail/commercial developments design unusable green spaces. Compact development attracts more people because uses are closer, more convenient and livable.
- C** Drive-thru stores require more roads and access for automobiles. This type of development will likely have no positive impact on the visual quality and destination setting as intended in the Vision Plan.

# 3B. BUILDING FAÇADES & ENTRANCES

## OVERVIEW

### Main Façades:

- All elevations visible from public view should reflect the overall design, colors and textures used on the front façade.
- Building entries should be spaced to provide visual continuity along a street.
- Building entrances provide a key visual connection between the public and private realm. All main entrances shall face pedestrian areas.
- A door should be easily recognizable and should provide a strong visual and physical connection.
- Recessed entries are encouraged with window display areas.
- Interior spaces should extend to the outdoor areas physically and visually when appropriate. Large glass areas and open windows will link the inside with the outside.
- Corner buildings should be designed with angled entrances at the corner.

### Primary Façades:

- For buildings that abut an alley, design the alley façade and its connection to the street carefully. At a minimum, consider wrapping the treatment of the street-facing façade around the alley corner of the building and provide one public entrance.
- For buildings butting two public streets, a total of 2 entrances may exist (minimum one on each façade).



## KEY CONSIDERATIONS:

1. Building entrances should be highlighted with special signage, awnings, and other design features that bring attention to the doorway.
2. Building entrances at or near corners should be designed with greater height and mass.
3. Outdoor dining should be “separated” from the public sidewalks with an ornamental fence, gate or other method that properly encloses the dining area (alcohol related sales per Town, County and State licenses and associated requirements).
4. Building design materials and features should be carefully integrated with the building’s signage, awnings, furnishings, etc.
5. Building façades will likely have one of three typical conditions:
  - Vertical floor to floor directly along the build-to-line
  - Vertical with set backs and balconies
  - Vertical with a ground floor recessed to incorporate an arcade (covered ground level walkway).
6. Window patterns along the streets should include the repetition of evenly spaced, similarly sized, upper story windows.
7. Awnings may be used for signage.



1. Doors should be easily readable and recognizable, but not overly large. Use vertically oriented doors and architectural elements to enhance the entry and provide consistent horizontal spacing between windows.



2. Corner entrances should be designed in a way that the entrance is enhanced from the rest of the building mass.

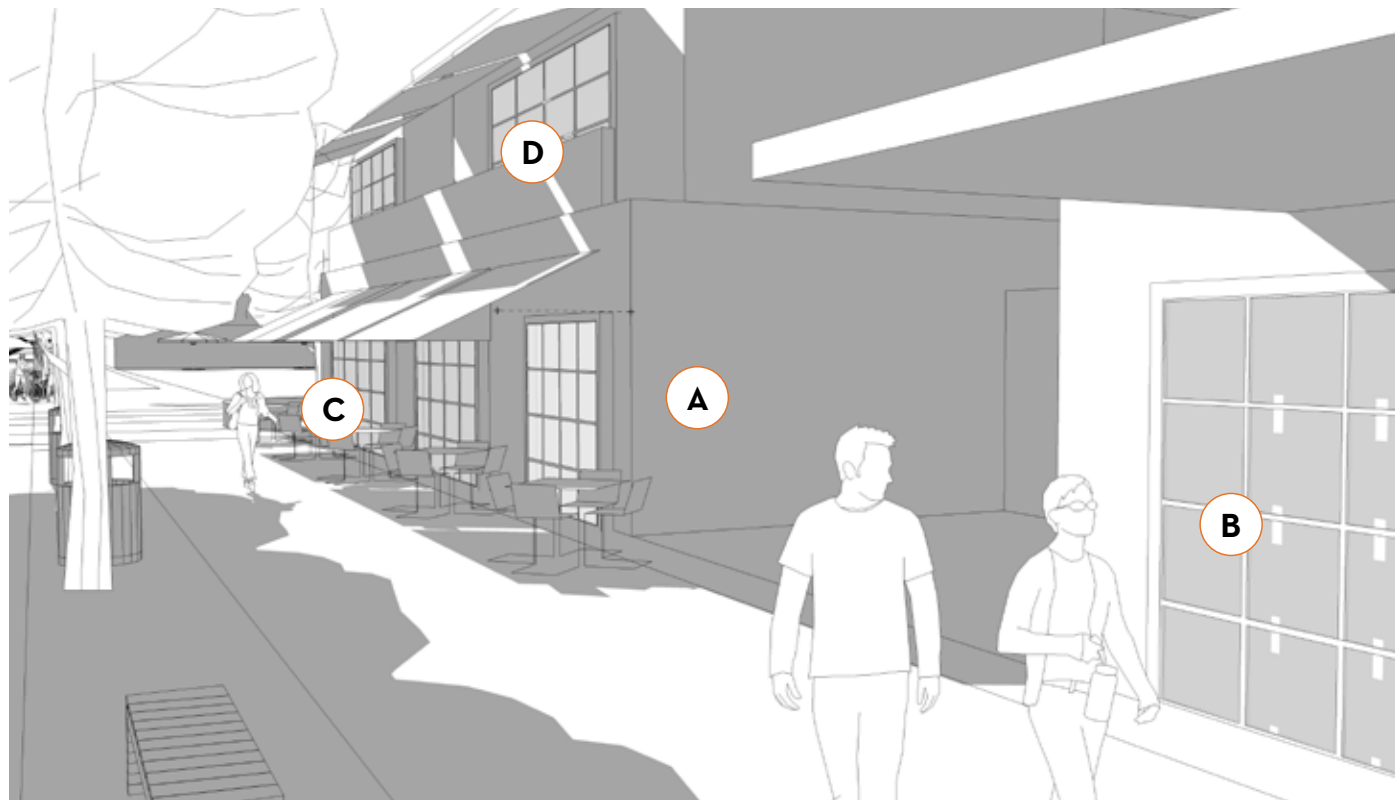


3. Restaurants and bars open to sidewalks should utilize the “build-to-line” creating the perfect combination for private and public areas activities.

# 3B. BUILDING FAÇADES & ENTRANCES

## REQUISITES:

- A** Blade signs shall be the preferred sign type along building entrances.
- B** Glass store fronts shall be used for promoting merchandise in an organized and attractive manner with only minimal secondary signage.
- C** Any outdoor merchandise sales shall be allowed per current Town requirements and not placed within the public sidewalk.
- D** Each principal building shall include at least 3 of the following features at the entrances:
  - Canopies or porticos;
  - Overhead or arcades;
  - Outdoor patios;
  - Display windows;
  - Raised parapets over entrance doors;
  - Architectural details such as tile work and/or moldings;
  - Integral planter or seating areas;
  - Other feature as approved by the Planning Administrator



**NOT THIS**



**NOT THIS** Dark ground floor windows with no special features, landscape and signage discourage connections and charm.

**THIS**



**THIS** Restaurants and retail with windows and doors invite visitors to come inside, stay longer, and enjoy the urban setting.



**NOT THIS** Building entrances and signage should be harmoniously designed instead of disorganized and piecemeal looking.



**THIS** Building entrances should be highlighted with special signage, awnings, landscape, lighting features and outdoor seating areas.



**NOT THIS** Corner buildings located on primary and secondary roads should be open and accessible from sidewalks. A 90 degree corner wall can only occur when adjacent to an open space or outdoor activity.



**THIS** At all main corners, create attractive outdoor spaces and/or architectural elements well-suited to the uses.



# 3C. OUTDOOR SPACES

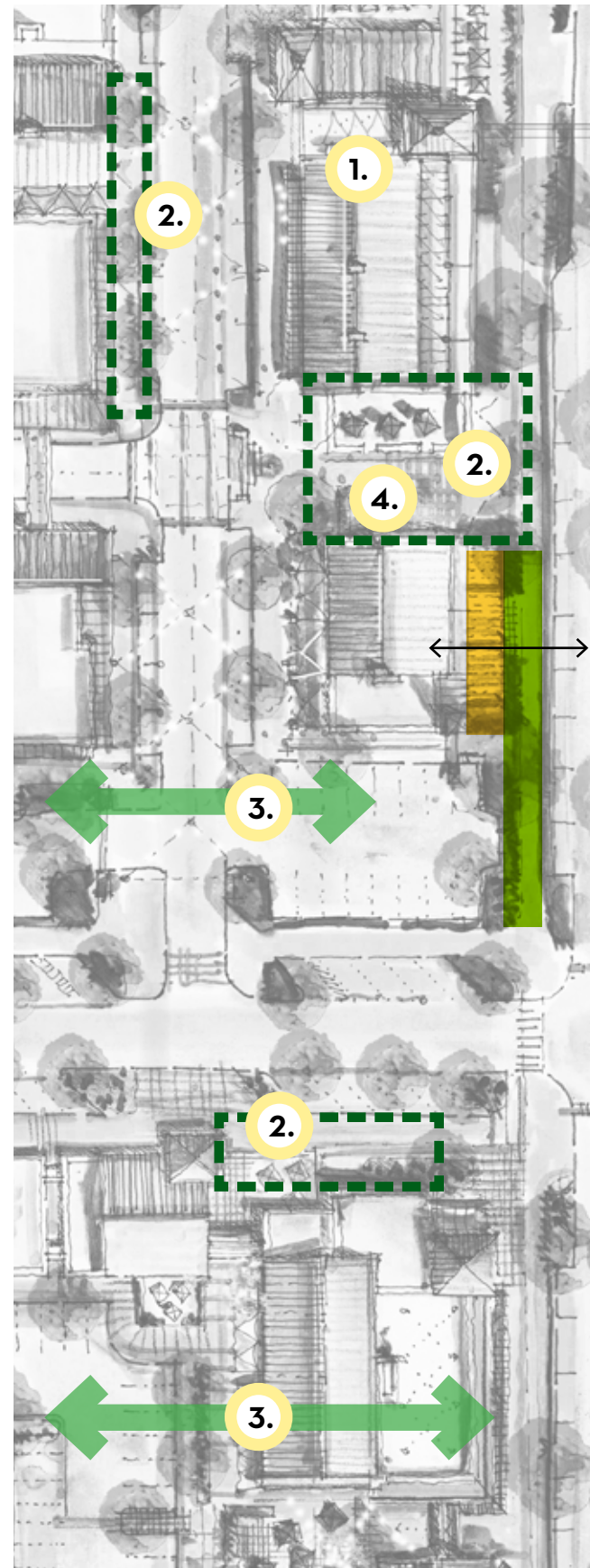
## OVERVIEW

Outdoor spaces can complement the overall building program by expanding the opportunity to emphasize indoor outdoor settings.

Private outdoor spaces should not impede the access to public areas and should not be detrimental to the intended course of pedestrian activity along the public realm.

All private outdoor spaces can be designed in a way that work to control daylight infiltration and natural building ventilation.

These spaces will enhance the experience and livability of the Downtown Core by providing locations for dining, lounging, and relaxing as a respite from the Town's public areas.



## KEY CONSIDERATIONS:

1. Outdoor, people-oriented spaces should provide visual connection to adjacent interior building space and/or adjacent public sidewalk.
2. Outdoor areas should be oriented on either a "side" of a building or at the "front" of the building; but not on the parking lot side.
3. Outdoor space should provide convenient connectivity from interior parking lots to public sidewalks.
4. Alleyways (areas between two adjacent buildings) should be improved with lighting, planting and furnishings to create a unique and active environment.
5. Alleyways can be highlighted with arched entry features adjacent to public sidewalks.
6. Awnings, table umbrellas, trellis structures and shed roofs can be utilized to help ensure shaded and comfortable settings.
7. Patios and courtyard are encouraged. They will complement and enhance the design of the buildings and invite visitors to relax and enjoy activities.



1. Private outdoor spaces will enhance the experience of Downtown by providing locations for fun and relaxation near public areas.



2. Private outdoor spaces visually connected to the building around.



3. Thoughtful transition from private to public realm.

# 3C. OUTDOOR SPACES

## REQUISITES:

- A** Outdoor dining space located at the front of a building shall be carefully coordinated with the Town staff to ensure all permits and requirements are met (dining service with alcohol shall meet required codes including fence enclosures).
- B** Outdoor service oriented uses with dumpsters and/or recycling bins shall be screened.



Outdoor areas to be oriented at the front or side of buildings but not facing the parking lot areas.



Lighting, shaded areas, benches and planting come together to create a lively alley.



Alleys can be improved with seating areas, plants and different uses to create a unique and active environment.



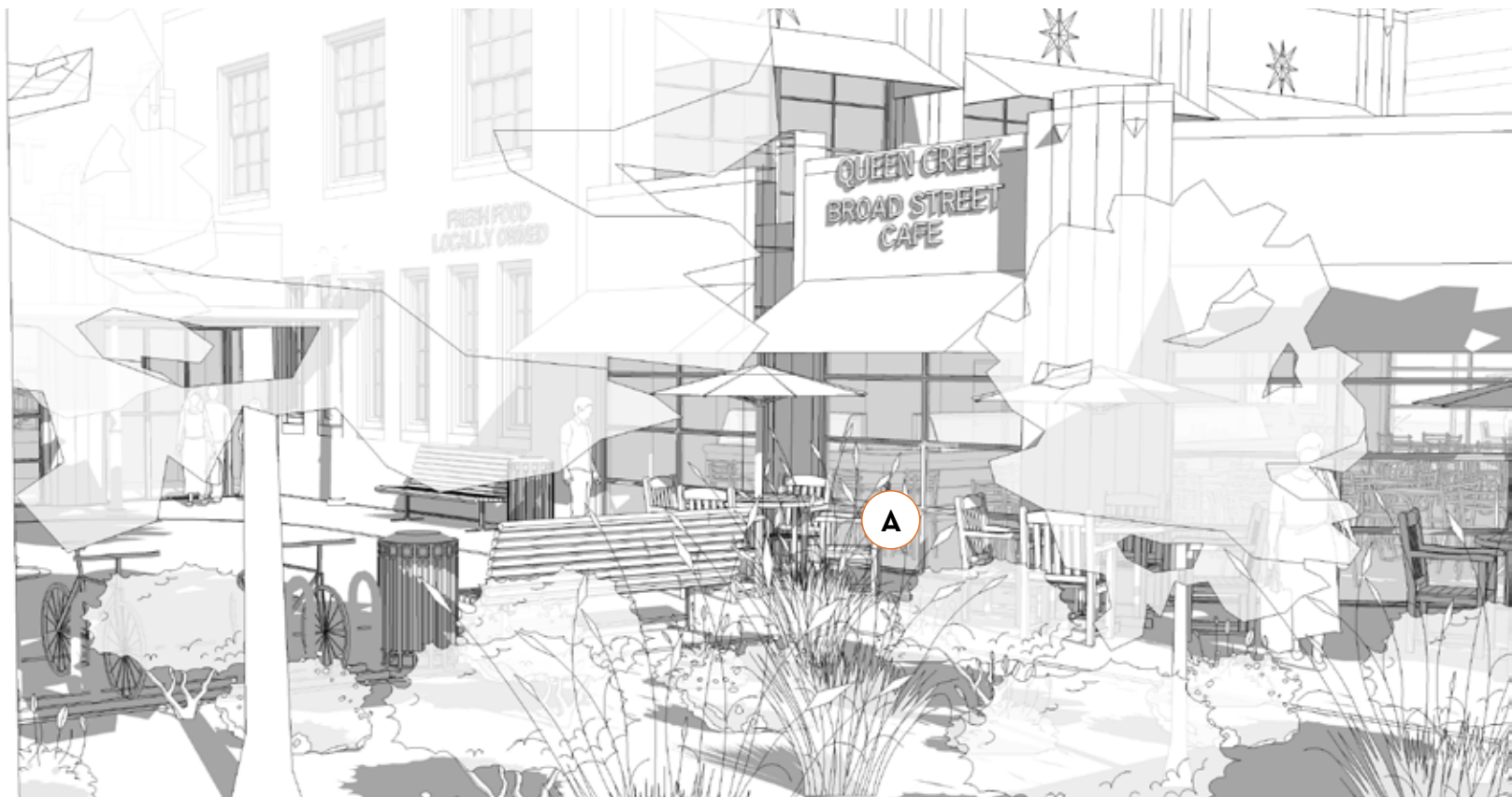
Screening utilities can also be a place for displaying art.



Utility boxes and dumpsters cannot be visible to the public and need to be appropriately screened and located in the rear of the building.



Outdoor service oriented uses with dumpsters and or recycling bins shall be screened from view.



# 3D. ARCHITECTURE CHARACTER & MATERIALS

## OVERVIEW

Building design and implementation will have the greatest visual impact on the Downtown Core. The goal for architectural character should not be to limit design expression with typical stylistic requirements, but to allow a variety of design treatments that can express the agrarian heritage of Queen Creek in authentic and creative ways.

Such design treatments can span from more literal, historic expressions of design through contemporary gestures and features. The goal is to allow for more variety rather than less.

Building renovations and expansions also have an opportunity to celebrate the very best aspect of Queen Creek's agrarian heritage through the use of design, materials and colors.



## KEY CONSIDERATIONS:

1. Primary entrances should be clearly identified.
2. Recessed entries should be incorporated to allow a thoughtful transition from the sidewalk.
3. Building awnings, arcades and gallery canopies are encouraged.
4. Two proposed styles are intended to complement Queen Creek's architectural heritage:

### 4a. Contemporary southwest with flat or shed roofs:


- Low pitch gable roof;
- Horizontal emphasis with brick or block along the bottom of front facade;
- Large surface of glass windows, glass sliding doors and clerestories;
- Architectural details, porch posts and materials variety;
- Combination of wood, brick or stone and also adobe, exposed timbers, rammed earth, metal and/or stucco.

### 4b. Agrarian style with pitched roofs:

- Rectangular gable roof form;
- Exposed wood, structural wood decorative detailing;
- Rafter, beams, rustic style;
- Front porch supported with square columns;
- Functional porches as a transitional space creating a much more informal and inviting exterior.
- Accentuated sheds;
- Metal/composite wood looking materials for pergolas.

5. Art, furniture, signs can have a variety of colors.
6. Awnings having patterns and colors that complement buildings and materials are preferred.



 Transparent corner creates a dramatic accent feature that defines the edge of the building.




4b.

3.

 Primary entrance and corner buildings clearly identifies.



4b.

 Agrarian style - picket fences are traditional architectural elements in the Town of Queen Creek.

# 3D. ARCHITECTURE CHARACTER & MATERIALS

## REQUISITES:

- A** No more than three main building elements (4a. or 4b. page 81) shall be utilized in the elevation (including painted stucco/ exterior insulation finishing system).
- B** Window treatments at the street level shall be the dominant element.
- C** No true ribbon windows shall be used on any floor.
- D** All building elevations facing a public street shall have at least one main entry.
- E** Bright colors should be avoided on buildings facades (paint or finishes), roofs, even windows.
- F** Building facades, colors and materials should be consistent with the Towns architectural standards which includes the use low reflectance, subtle, neutral, or earth tone colors.



Contemporary southwest architectural details, porch posts and materials variety.



Agrarian style - picket fences are traditional architectural elements in the Town of Queen Creek.



Window treatments at the street level should be the dominant element.



Awnings having patterns and colors that complement buildings and materials are preferred.



No more than three main building elements shall be utilized in the orchestration of the elevation.



Second story space and above should be carefully integrated into the overall elevation composition.

## 3E. SIGNAGE

### OVERVIEW

Signs should contribute to a cohesive character of the Downtown Core area, creating strong building identity when its well integrated with the design of the architecture.

Guidelines for building signage types are:

- a. Wall Signs: intended to identify a specific use by name. Limitations on sign copy, size, color, and placement are intended to reduce visual clutter.
- b. Glazed Area/Window Signs: intended to identify a business by name and may include additional information, such as hours of operation or a proprietor's name.
- c. Banner Signs: projecting signs that can be updated with specific community events, openings, etc.
- d. Flat Signs: these type of signs mounted to the wall can be in one piece or pinned with individual letters.
- e. Blade Signs: projecting sign graphics are encouraged in the Downtown Core area particularly where these hang beneath an arcade. These signs are intended to be small in size and are specifically oriented to pedestrians.
- f. Awning Signs: painted or affixed to the vertical face of an awning.



### KEY CONSIDERATIONS:

1. Design signs to be simple in character, creative and clearly legible.
2. Locate and design a sign to emphasize rather than overshadow building features.
3. Signage should be in proportion, meaning size, degree and other measurable characteristics should be properly related.
4. Permitted Signs: specific sign types allowed in Downtown Core area include: vertical blade, horizontal blade, flat sign, awning sign, window sign, temporary window sign, icon sign, banner, sandwich board (within the private area), and motion/marquee sign.
5. Discouraged Signs: specific sign types discouraged in Downtown Core area include: billboard, off-premise advertising, box sign, programmable electronic sign, waterfall awning, and freestanding sign.



Letters cut from solid material such as wood, metal, or plastic can be individually mounted and illuminated.



Signs to be simple and to be compatible with the architecture / colors and materials.

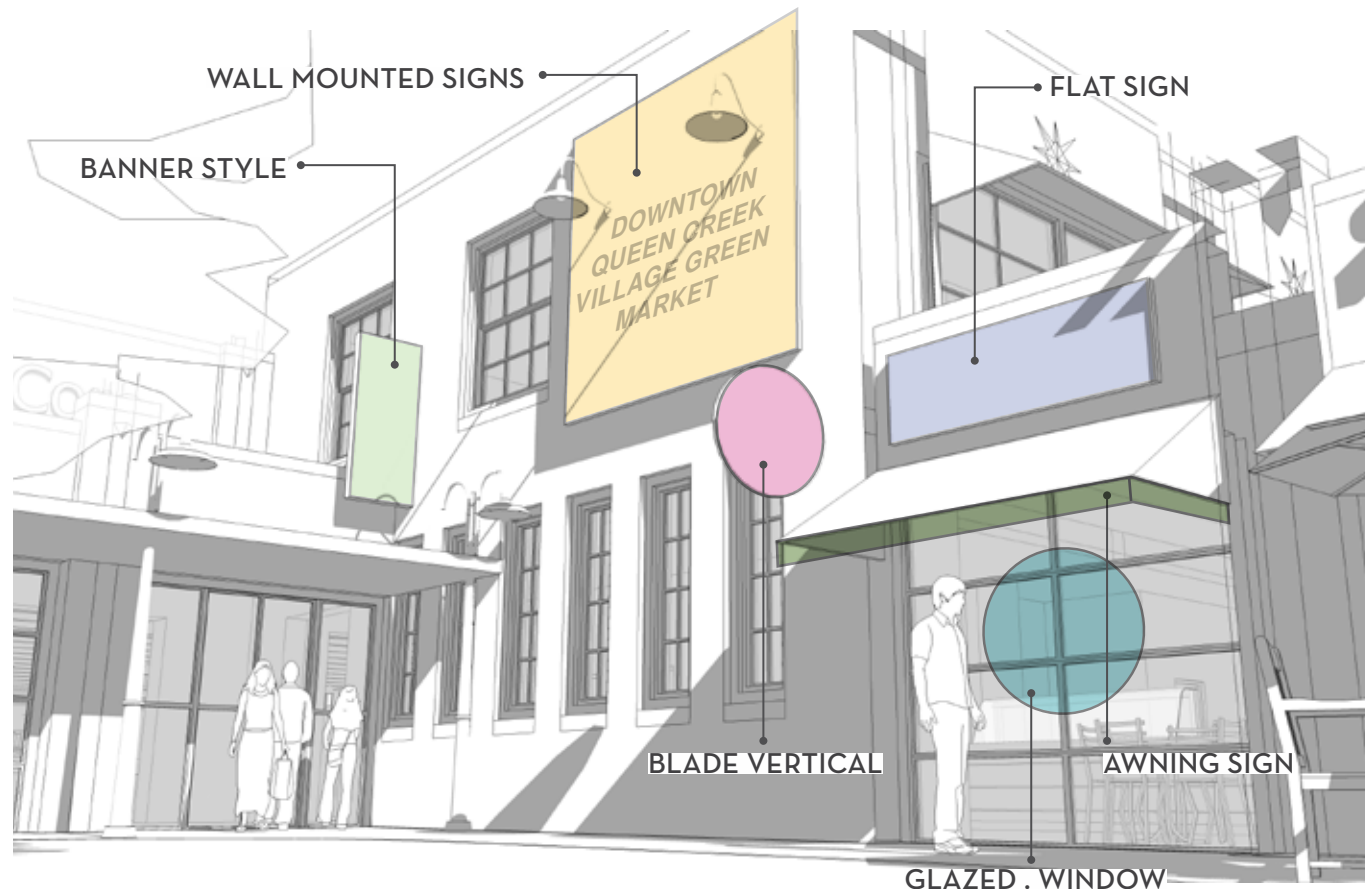


The horizontal blade is a short, wide sign that is oriented perpendicular to the building's face.

# 3E. SIGNAGE

## REQUISITES:

- A** Total wall signage shall not exceed one hundred fifty (150) square feet;
- B** Flashing and sound signs are prohibited;
- C** All temporary signs are subject to the zoning ordinance's regulations and processes;
- D** Materials, colors and details shall be compatible with those used for the building;
- E** Banner or blade signs shall not be less than eight feet (8') from the base of the building;
- F** No sign shall project into the public right-of-way, except upon approval;
- G** Sandwich signs shall be allowed for use on the property.



The awning sign is a horizontal, projecting object. This category includes traditional awning forms as well as contemporary, flat projections.



Canvas awnings and blade signs create a beautiful combination if designed as part of the overall composition of the building architecture.



'Sandwich signs' will be allowed as long as they are located within the private areas, not blocking pedestrian circulation.



Window signs can be attached to the inside of a shop's window.

# 3F. LIGHTING

## OVERVIEW

Private realm lighting should be carefully incorporated into the overall design of the buildings and surrounding areas. These guidelines address the character and performance of architectural lighting.



## KEY CONSIDERATIONS:

1. Adding exterior lighting to retail/business creates visibility after hours highlights unique architectural features and increases safety for sidewalk traffic.
2. Select light fixtures and are compatible in style with the architecture direct light down towards the sidewalk or building face.
3. Avoid fixtures that spread a lot of light in all directions, this creates light pollution.
4. Each project should develop a system of lighting that contributes to the night-time experience, including façade uplighting, sign and display window illumination, landscape, and streetscape lighting.
5. Illuminate distinctive features of the building, including entries, signage, canopies, and areas of architectural detail and interest.



Lighting from private areas can be also incorporated into the public realm in cases when sidewalks are in between private business and seating or eating areas.



Combining architecture lighting with signage lights create a beautiful atmosphere of building balance.



Light fixtures from private buildings can be incorporated into benches and entrances.

# 3F. LIGHTING

## REQUISITES:

- A** Use lighting both to increase site safety in all locations used by pedestrians and to highlight architectural or landscape details and features such as entries, signs, canopies, plantings, and art.
- B** Each project and building shall incorporate a system of lighting that contributes to the night-time experience, including façade uplighting, sign and display window illumination, landscape, and streetscape lighting to be reviewed during the development process.
- C** Make sure the alley is clean and well lit. Doors and windows opening onto alleys are signs of use and safety for pedestrians. Stores and businesses bordering alleys become places of interest, drawing more pedestrians in.



Light fixtures can be architecturally placed to enhance special building shapes.



Patios, seating areas, restaurants can use a variety of soft lighting to create calm and fun places.



Select light fixtures that are similar in style to buildings along and direct light down towards building face.



Adding exterior lighting to businesses creates visibility after hours, highlights unique architectural features, deters crime, and increases safety for pedestrians,



Lighting can also play an important role in generating different aspects of building shapes and patterns from daily to nightly times.

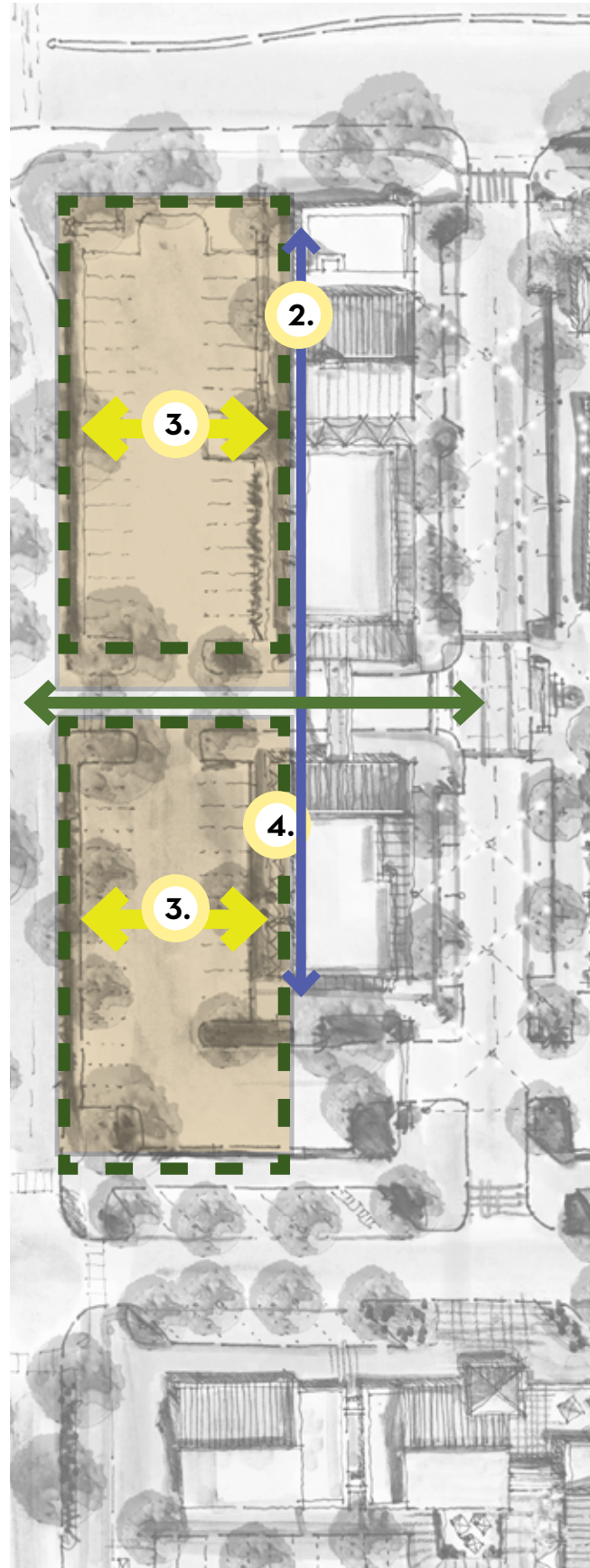


# 3G. PARKING LOTS

## OVERVIEW

All parking lots should restrict the amount of asphalt, buffer the views of parked cars visible from the street and allow for landscape areas that will work as infiltration of run-off.

Transparency and access between inside and out will mean that more people are aware of what is happening in alleys, creating greater safety. With improved safety, more pedestrians and cyclists will use alleys as secondary entrances, and businesses will be able to open within alleys, providing yet more eyes on the alley.



## KEY CONSIDERATIONS:

1. Pedestrian pathways should be integrated through parking lots and to adjacent developments to ensure that there is a clear movement for pedestrians from the parking lots to the buildings.
2. Each development should include at least one paved walkway connecting the sidewalk along the back of the buildings to the entrances of buildings.
3. Where the walkway crosses a parking lot, a color, paving pattern or “ladder” striping shall be used to differentiate it from driving surfaces.
4. Landscaping should be provided along one side of the walkway, except where it crosses a drive lane.



1.



Parking lot drive aisle made to function more as a street.



2.

3.



Paved walkways link parking lots with businesses.



4.

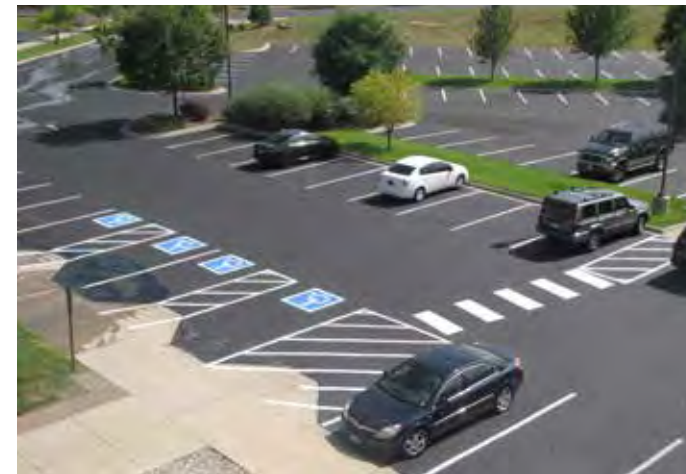
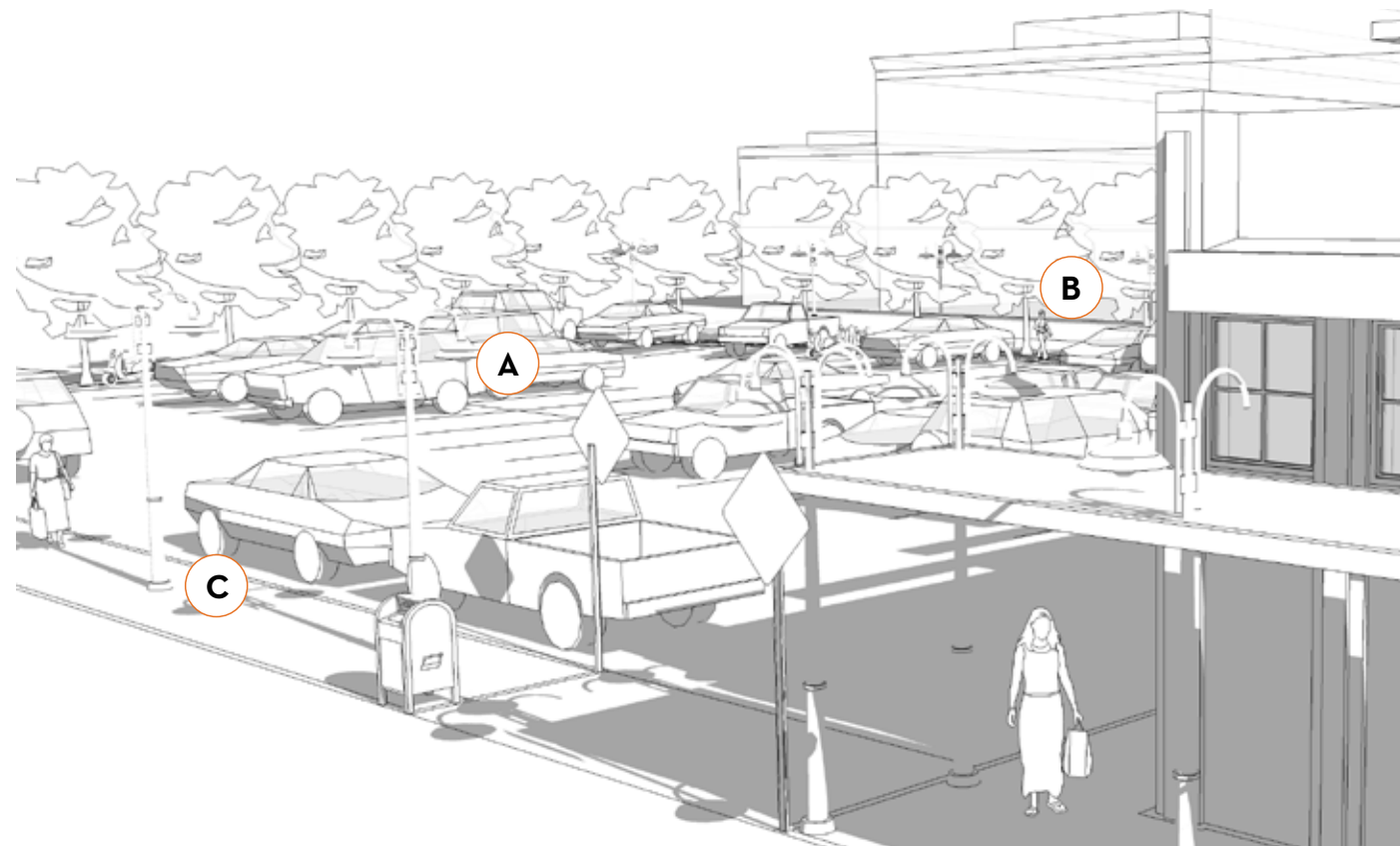


Planting strips between sidewalk and parking lot create a greener and more sustainable surface area helping with drainage, water absorption and reducing heat.

# 3G. PARKING LOTS

## REQUISITES:

- A** Parking lots shall integrate main drive aisles to appear more like streets, and shall include sidewalks, landscaping including trees, and pedestrian scaled lighting.
- B** Within any parking area located behind a building, there shall be at least one tree planted for every 10 to 12 stalls and sufficient coverage of shrubs and ground cover.
- C** Parking aisles shall be organized to create pedestrian pathways from parking lots to building entryways and sidewalks.
- D** Where the walkway crosses a parking lot, a color, paving pattern or “ladder” striping shall be used to differentiate it from driving surfaces.



Pedestrian needs are accommodated with a protected walkway through the parking lot



Provide solar panels over parking stalls when possible to create shade and sustainable surface.



Poorly designed perimeter landscaping to screen cars from the public view creates hostile and uninviting environments.

# 3H. EXISTING BUILDINGS

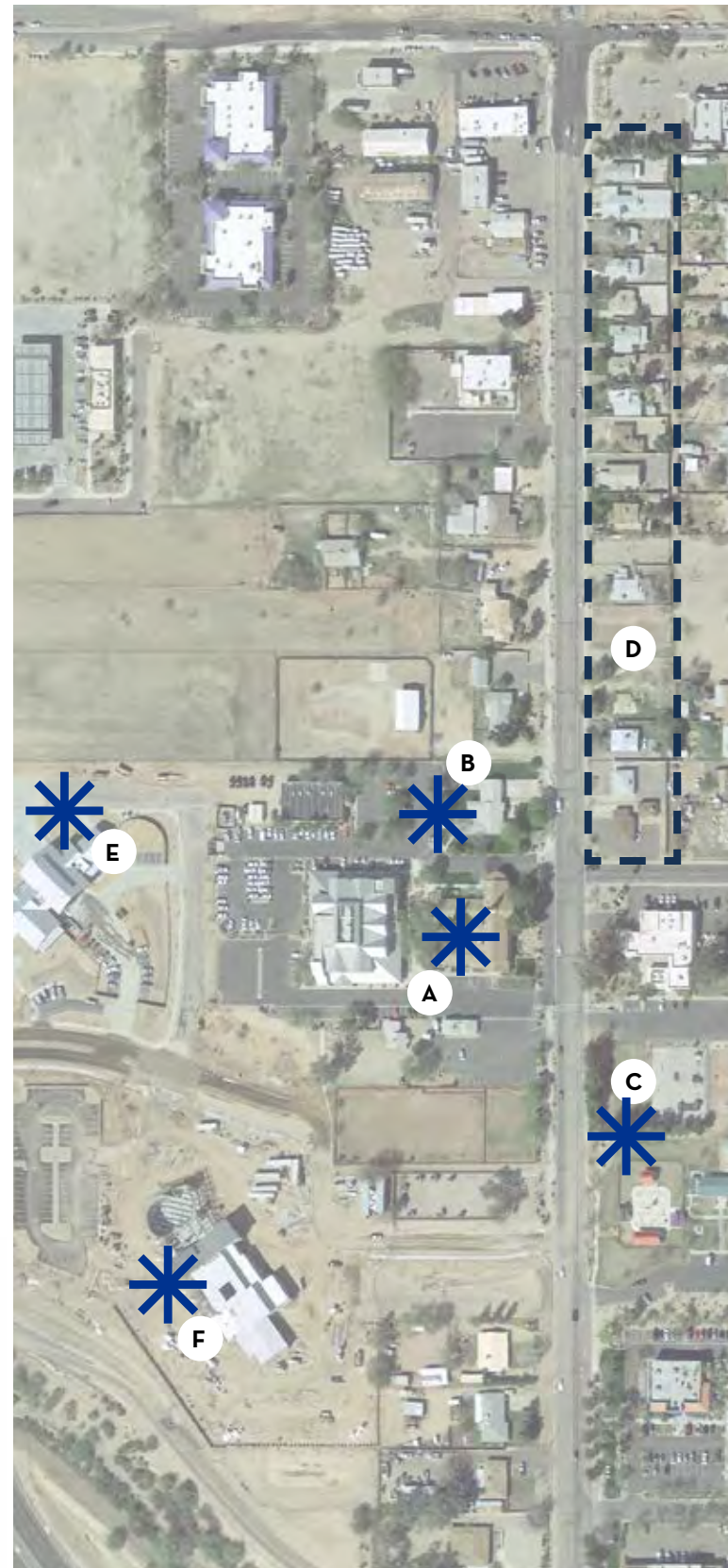
## OVERVIEW

Eastern properties along S. Ellsworth Road, between E. Ocotillo Road and E. Aldecoa Road, are experiencing architectural and land use changes.

There is a mix of commercial buildings, single family detached residential, vacant lots and a few properties that have been converted from residential to offices that are part of the Facade Improvement Program.

Most of these structures are being remodeled and expanded to accommodate more square footage and new uses.

There are a few landmarks in the Downtown Core that represent the history, the present and the future of the Town, i.e. the building that currently serves as the Town Hall for Queen Creek, Founders' Park and the old fire station, and a couple of restored and repurposed homes from the early 1950's.




- A** Historic Town Hall.
- B** Remodeled houses from 1949 are currently used for commercial/educational purpose.
- C** Founders' Park and former Fire House.
- D** Residential homes from 1940's and 50's, some remodeled and repurposed and some are vacant lots.
- E** Queen Creek Fire Department #1
- F** Public Safety Building

## KEY CONSIDERATIONS:

1. Adaptation and/or reuse of existing buildings can create a vibrant and diverse Downtown.
2. Preserving architectural styles and materials will maintain the unique character of the Town with its agricultural elements important to the history and designs of the future.
3. The Town should identify the historic buildings and landmarks that cannot be demolished. Instead these buildings should be adapted and reused.
4. Additions to existing buildings should be compatible with the existing character of the buildings, architecture and scale.
5. Newer buildings in Downtown Core have been designed with a strong architectural style and should be respected and taken into consideration for future buildings styles, colors and materials.



- 2.**
- 3.**

 Inspired in the agricultural farming style of the past and the present of the Town, a lot of buildings are designed with that character and flavor.




- 5.**

 New Contemporary designs respect the scale, colors, and style of the surroundings and the link to the past.



- 1.**
- 4.**


 Example of a remodeled and adapted residence, now a business. The beauty of the materials and colors maintain the simplicity character of the neighborhood.

# 3H. EXISTING BUILDINGS


## REQUISITES:

- A** Property owners planning to remodel existing structures and change current uses shall conform with the Downtown Core Area zoning requirements.
- B** New construction and/or major remodel projects that remove the non-conforming use status in the Downtown Core shall follow the proposed Design Guidelines”




 Reusing or adapting historically significant buildings preserves the cultural heritage and past of the Town.




 If any additions or remodeling are made to existing landmarks, these should be distinctive and respectful of the original architectural character.



 The process of reusing and adapting old residential buildings create a wonderful urban dynamic and story telling of how Downtown evolves over time.



 Existing residential buildings east of S. Ellsworth Road have a beautiful character and scale from the 1940's.



**B**

# PRIVATE AREAS: REQUISITES SUMMARY

## 3A. URBAN BLOCK MASSING

- A. No parking lots shall be located in front of the façades adjacent to primary or secondary streets.
- B. Parking lots shall be strategically located behind most building masses and accessed primarily from secondary and tertiary streets.
- C. Build-to-lines, which may include patios, courtyards, and alternative designs that meet the intent of the Design Guidelines, shall be required for at least 75% along Ellsworth Road and a minimum of 40% on secondary roads.
- D. No single building mass longer than 100' shall be allowed without the incorporation of pedestrian links from parking to sidewalk (second story mass can be continuous).
- E. Alleyways (pedestrian connections between public sidewalks and linking private parcel parking lots) shall have a minimum width of 20'.
- F. Transparency and access between inside and out will mean that more people are aware of what is happening in alleys, creating greater safety. With improved safety, more pedestrians and cyclists will use alleys as secondary entrances, and businesses will be able to open within alleys, providing yet more eyes on the

## 3B. BUILDING FACADES & ENTRANCES

- A. Blade signs shall be the preferred sign type along building entrances.
- B. Glass storefronts shall be used for promoting merchandise in an organized and attractive manner with only minimal secondary signage.
- C. Any outdoor merchandise sales shall be allowed per current Town requirements and not placed within the public sidewalk.

- D. Each principal building shall include at least 3 of the following features at the entrances:

- Canopies or porticos;
- Overhead or arcades;
- Outdoor patios;
- Display windows;
- Raised parapets over entrance doors;
- Architectural details such as tile work and/or moldings;
- Integral planter or seating areas.
- Other feature as approved by the Planning Administrator

## 3C. OUTDOOR SPACES

- A. Outdoor dining space located at the front of a building shall be carefully coordinated with the Town staff to ensure continuity (dining service with alcohol shall meet required codes including fence enclosures).
- B. Outdoor service oriented uses with dumpsters and or recycling bins shall be screened from view.

## 3D. ARCHITECTURE CHARACTER & MATERIALS

- A. No more than three main building elements shall be utilized in the elevation (including painted stucco/EFIS).
- B. Window treatments at the street level shall be the dominant element.
- C. No true ribbon windows shall be used on any floor.
- D. All building elevations facing a public street shall have at least one main entry.
- E. Bright colors should be avoided on buildings facades (paint or finishes), roofs, even windows.

- F. Building facades, colors and materials should be consistent with the Towns architectural standards which includes the use low reflectance, subtle, neutral, or earth tone colors.

## 3E. SIGNAGE

- A. Total wall signage shall not exceed one hundred fifty (150) square feet;
- B. Flashing and sound signs are prohibited;
- C. All temporary signs are subject to the zoning ordinance's regulations and processes;
- D. Materials, colors and details shall be compatible with those used for the building.
- E. Banner or blade signs shall not be less than eight feet (8') from the base of the building;
- F. No sign shall project into the public right-of-way, except upon approval;
- G. Sandwich board signs shall be allowed for use on the property.

## 3F. LIGHTING

- A. Use lighting both to increase site safety in all locations used by pedestrians and to highlight architectural or landscape details and features such as entries, signs, canopies, plantings and art.

- B. Each project and building shall incorporate a system of lighting that contributes to the night-time experience, including façade uplighting, sign and display window illumination, landscape, and streetscape lighting to be reviewed during the development process.

- C. Make sure the alley is clean and well lit. Doors and windows opening onto alleys are signs of use and safety for pedestrians. Stores and businesses bordering alleys become places of interest, drawing more pedestrians in.

## 3G. PARKING LOTS

- A. Parking lots shall integrate main drive aisles to appear more like streets, and shall include sidewalks, landscaping including trees, and pedestrian scaled lighting.
- B. Within any parking area located behind a building, there shall be at least one tree planted every 10 to 12 stalls.
- C. Parking aisles shall be organized to create a central pedestrian access to building entries.
- D. Where the walkway crosses a parking lot, a color, paving pattern or "ladder" striping shall be used to differentiate it from driving surfaces.

## 3H. EXISTING BUILDINGS

- A. Property owners planning to remodel existing structures and change current uses shall conform with the Downtown Core Area zoning requirements.
- B. New construction and/or major remodel projects that remove the non-conforming use status in the Downtown Core shall follow the proposed Design Guidelines.

*Note: All proposed development shall also take into account the detailed information associated with each public/private area highlighted in this document and the specific key considerations highlighted as well as visual examples (i.e.; "thumbs-up and thumbs-down").*



# 4 CONCLUSION

4A. STEP-BY-STEP PROCESS

4B. PUBLIC PRIVATE PARTNERSHIP

4C. RAISING THE BAR FOR QUEEN CREEK

## 4A. STEP-BY-STEP PROCESS AND PROCEDURES

The design guidelines have been organized in an easy-to-use format that identifies design expectations for all aspects of the built environment. By carefully weaving together both public and private sector zones of development, the guidelines provide a detailed roadmap for improvements related to all facets of development including:

- public rights-of-way
- public open space
- public civic spaces
- all aspects of private sector parcels

The actual document format has been organized for both public and private areas. Within each, key design topics are identified and articulated relative to expectations. Each design topic includes an overview, key considerations (expectations and aspirations), requisites (requirements) and visual references that highlight both good and bad examples of execution.

The Town's intent for establishing these guidelines is to ensure that all future development within the Downtown Core is organized in a holistic manner that emphasizes high-quality development. This pro-active approach will help to ensure that private sector capital investment for high quality projects within the area will become the norm.

## 4B. PUBLIC PRIVATE PARTNERSHIP

One key for success for attaining the vision for the Downtown Core will be the need for careful collaboration between the Town and private developer partners.

The guidelines provide the basis for such a partnership with clear articulation of expectations and requirements. These requirements are not solely put on the side of the private developers. The Town will be committed to public sector improvements that will set a new bar for quality development of all spaces.

For the Town, this effort is not simply about one parcel or one street-scene, but more about an overarching development strategy for the entire Downtown Core that will result in a unique, special and authentic setting- one that becomes a destination environment for the community, guests and visitors.

## 4C. RAISING THE BAR FOR QUEEN CREEK

The Town Center build out to date is a wonderful asset and provides a full spectrum of services, shopping, dining and entertainment to the community. The Town Center is however, set up like a typical commercial shopping center with a plethora of national chain stores and restaurants.

While successful, convenient and user friendly, the Town Center development isn't representative of the special nature, character and quality of what makes Queen Creek a great place to live.

The new Downtown Core looks to capture a new identity and vibe for the Town that reinforces pedestrian oriented experiences, great outdoor environments and a range of shopping, dining and recreational experiences that help to reinforce the special nature and authenticity of what makes Queen Creek a great place to live.

The goal is to create a one-of-a-kind destination setting that can become the center of focus for the Town and the community.

A place so special in order to experience the unique nature and setting of the environment- you must come back to that very spot, Queen Creek's Downtown Core.

# APPENDIX 1

## PLANT PALETTE

The following plant list provides a landscape palette of trees, shrubs and ground covers that can be used in Downtown Core. Selected plants should be approved by the Town prior to installation.

### Trees:

	Botanical Name	Common Name	Size (H x W)	Street ROW			Landscape Setback/ Buffer	Parks	Open Space/ Detention Basin	
				Primary	Secondary	Tertiary				
Evergreen Trees	Acacia aneura	Mulga	15'x15'		X	X	X	X	X	
	Acacia farnesiana	Sweet Acacia	25' x 15'		X	X	X	X	X	
	Acacia salicina	Willow Acacia	40' x 20'	X	X		X	X	X	
	Acacia saligna	Coolibah/ Weeping Wattle	25' x 25'	X	X		X	X	X	
	Acacia stenophylla	Shoestring Acacia	40' x 30'	X	X		X	X	X	
	Caesalpinia cacalaco 'Smoothie'	Cascalote, Smoothie	18' x 18'		X	X	X	X		
	Dalbergia sissoo	Indian rosewood	50' x 50'				X	X	X	
	Ebenopsis ebano	Texas Ebony	30' x 20'		X	X	X	X		
	Eucalyptus microtheca 'Blue Ghost'	Coolibah Tree 'Blue Ghost'	40' x 30'				X	X	X	
	Eucalyptus papuana 'Ghost Gum'	Coolibah Tree, 'Ghost Gum'	40' x 25'				X	X	X	
	Olea europeaea 'Swan Hill'	Olive Tree, Swan Hill (Fruitless)	35' x 25'		X	X	X	X		
	Olea europeaea 'Wilsonii'	Olive Tree, Wilson's (Fruitless)	30' x 25'		X	X	X	X		
	Olneya tesota	Ironwood	35' x 30'		X	X	X	X	X	
	Pinus eldarica	Afghan Pine	50' x 20'				X	X	X	
	Pinus halepensis	Aleppo Pine	50' x 20'				X	X	X	
	Quercus virginiana 'Cathedral'	Southern Live Oak	50' x 50'	X	X		X	X		
	Quercus virginiana 'Heritage'	Southern Live Oak, Heritage	50' x 50'	X	X		X	X		
	Sophora secundiflora	Texas Mountain Laurel	25' x 15'		X	X	X	X		
Deciduous Trees	x Chitalpa tashkentensis	Chitalpa Tree	30' x 30'		X	X	X	X	X	
	Chilopsis linearis 'Art's Seedless'	Desert Willow, Seedless	25' x 25'		X	X	X	X	X	
	Fraxinus p. lanceolata. x Fraxinus v. glabra 'Fan-West'	Fan West Ash	35' x 35'	X	X		X	X		
	Fraxinus velutina "Fan tex"	Fan Tex Ash	35' x 35'		X	X	X	X		
	Parkinsonia microphylla	Foothills Palo Verde	30' x 30'		X	X	X	X		
	Parkinsonia praecox	Palo Brea	30' x 30'		X	X	X	X	X	
	Parkinsonia florida	Blue Palo Verde	30' x 30'		X	X	X	X	X	
	Parkinsonia x 'Desert Museum'	Palo Verde 'Desert Museum'	30' x 30'		X	X	X	X		
	Parkinsonia x 'Sonoran Emerald'	Palo Verde 'Sonoran Emerald'	30' x 30'		X	X	X	X		
	Pistacia x 'Red Push'	Red Push Pistache	40' x 40'	X	X		X	X		
	Prosopis chilensis	Chilean Mesquite	40' x 40'		X	X	X	X	X	
	Prosopis glandulosa 'AZT'	Mesquite, AZT Podless Hybrid	40' x 40'		X	X	X	X	X	
	Prosopis x hybrid "Thornless"	Thornless Mesquite	30' x 30'		X	X	X	X	X	
	Prunus cerasifera	Flowering Plum, Purple Leaf	20' x 20'		X	X	X	X		
	Ulmus parvifolia spp.	Chinese Elm	40' x 40'	X	X		X	X		
	Vitex agnus-castus	Chaste Tree	20' x 20'		X	X	X	X		
	Palms	Arecastum romanzoffianum	Pindo Palm	30' x 20'				X	X	
		Bismarckia nobilis	Bismark Palm	40'x 20'				X	X	
Brahea armata		Mexican Palm	30' x 20'				X	X		
Phoenix canariensis		Canary Island Date Palm	60' x 40'	X			X	X		
Phoenix dactylifera		Date Palm	50' x 30'	X			X	X		
Washingtonia robusta	Mexican Fan Palm	100' x 15'				X	X			

### Shrubs:

	Botanical Name	Common Name	Size (H x W)
Semi-Evergreen Shrubs	Caesalpinia gilliesii	Yellow Bird of Paradise	6' x 5'
	Calliandra californica	Baja Fairy Duster	5' x 5'
	Calliandra eriophylla	Fairy Duster	3' x 4'
	Cordia parvifolia	Little Leaf Cordia	6' x 6'
	Dalea frutescens	Black Indigo Bush	3' x 4'
	Hamelia patens	Firecracker Bush	4' x 4'
	Justicia californica	Chuparosa	4' x 4'
	Tecoma stans	Yellow Bells	10' x 8'
Evergreen Shrubs	Baccharis x 'Starn' Thompson	Desert Broom, Starn	3' x 4'
	Bougainvillea spp	Bougainvillea	8'x8'
	Callistemon citrinus 'Little John'	Little John Bottlebrush	3' x 5'
	Cordia boissieri	Texas Olive	10' x 10'
	Dalea pulchra	Indigo Bush	4' x 5'
	Dodonaea viscosa	Hopseed Bush	10' x 8'
	Dodonaea viscosa 'Purpurea'	Purple Hopseed Bush	12' x 6'
	Duranta erecta	Golden Dewdrop	6' x 10'
	Duranta repens	Skyflower	8' x 10'
	Eremophila hygrophana 'Blue Bells'	Blue Bells Emu Bush	3' x 3'
	Eremophila glabra 'Kalgoorlie'	Emu bush	4' x 5'
	Eremophila racemosa	Easter Egg Emu Bush	6' x 6'
	Hibiscus	Hibiscus	5-8' x 4-5'
	Justicia spicigera	Firecracker Plant	3-4' x 5-6'
	Lantana camara	Bush Lantana	3' x 3'
	Lantana x 'New Gold'	New Gold Lantana	3' x 3'
	Larrea tridentata	Creosote Bush	6' x 6'
	Leucophyllum candidum	Violet Silver Leaf Sage	5' x 5'
	Leucophyllum candidum 'Silver Cloud'	Silver Cloud Sage	4' x 4'
	Leucophyllum frutescens	Texas Ranger	8' x 8'
	Leucophyllum frutescens ' Compacta'	Texas Ranger, Compact variety	5' x 5'
	Leucophyllum laevigatum	Chihuahuan Sage	5' x 6'
	Leucophyllum x 'Heavenly Cloud'	Heavenly Cloud Sage	6'-8' x 6'
	Leucophyllum zygophyllum 'Cimarron'	Cimarron or Blue Ranger Sage	3' x 3'
	Myrtus communis 'Compacta'	Dwarf Myrtle	5' x 4'
	Nerium oleander 'Petite Pink"	Dwarf Pink Oleander	6' x 4'
	Rosa spp.	Rose Shrubs	4' x 2-3'
	Rosmarinus officinalis	Upright Rosemary	4' x 3'
	Ruellia brittoniana	Purple Ruellia or Mexican Petunia	3-6' x 3-6'
	Ruellia peninsularis	Desert Ruellia/Baja Ruellia	4' x 4'
Russelia equisetiformis	Coral Fountain Grass	4' x 4' - 6'	
Senna artemisioides	Silver Cassia	6' x 6'	
Simmondsia chinensis	Jojoba	10' x 10'	
Sophora secundiflora	Texas Mountain Laurel	20' x 15'	
Tecoma spp.	Yellow Bells	10'x 10'	
Tecomaria capensis	Cape Honeysuckle	6' x 5'	
Teucrium fruticans	Bush or Shrubby Germander	4' x 5'	





## Ground Covers and Vines:

Ground Covers	Botanical Name	Common Name	Size (H x W)
	Acacia redolens	Desert Carpet	2' x 10'
	Convolvulus cneorum	Bush Morning Glory	2' x 3'
	Convolvulus mauritanicus	Ground Morning Glory	1' x 3'
	Dalea greggii	Trailing Indigo Bush	2' x 6'
	Delosperma cooperi	Purple Trailing Ice Plant	3" x 2'
	Eremophila glabra 'Mingenev Gold'	Outback Sunrise Emu Bush	1' x 6-10'
	Gazania rigens	Trailing Gazania	8" x 1.5'
	Lantana montevidensis	Purple Trailing Lantana	1' x 4'
	Malephora crocea	Gray Ice Plant/Copper Ice Plant	6" x 6'
	Malephora luteola	Yellow Ice Plant	6" x 4'
	Oenothera caespitosa	Tufted Evening Primrose	1' x 2'
	Rosmarinus officinalis 'Huntington Carpet'	Huntington Carpet Rosemary	2' x 8'
	Rosmarinus officinalis 'Prostratus'	Trailing Rosemary	3' x 6'
Ruellia brittoniana 'Katie'	Katie Ruellia	1' x 1.5'	
Teucrium chamaedrys 'Prostratum'	Creeping Germander	6" x 3'	
Wedelia trilobata	Yellow Dot	1.5' x 6'	

Vines	Botanical Name	Common Name	Size (H x W)
	Antigonon leptopus	Queen's Wreath	15' x 15'
	Bougainvillea spp	Bougainvillea	15' x 15'
	Campsis radicans	Trumpet Creeper	5' x 20'
	Hardenbergia violacea	Australian Lilac Vine	15' x 10'
	Jasminum mesnyi	Primrose Jasmine see also 'Gold Tip'	10' x 6'
	Pandorea jasminoides	Bower Vine	20' x 20'
	Passiflora foetida v. longipedunculata	Baja Passion Vine	10' x 10'
	Passiflora incarnata	Purple Passion Vine	20' x 25'
	Podranea ricasoliana	Pink Trumpet Vine	20' x 10'
	Rosa banksiae	Lady Banks Rose	20' x 15'
	Solanum jasminoides	Climbing Potato Vine	20' x 10'
	Trachelospermum jasminoides	Star Jasmine	6' x 20'



## Cacti and Succulents:

Cacti and Succulents	Botanical Name	Common Name	Size (H x W)
	Agave americana varieties	Century Plant	3' x 5'
	Agave desmettiana	Smooth Agave	3' x 4'
	Agave geminiflora	Twin-flowered Agave	1' x 3'
	Agave parryi huachucensis	Parry's Agave	2' x 3'
	Agave victoriae-reginae	Queen Victoria Agave	1' x 2'
	Agave vilmoriniana	Octopus Agave	4' x 5'
	Agave weberii	Weber's Agave	5' x 6'
	Aloe 'Blue Elf'	Blue Elf Aloe	1' x 2'
	Asclepias subulata	Desert Milkweed	4' x 4'
	Cereus hildmanianus	Hildmann's Cereus	10' x 4'
	Dasyliiron acrotichum or texanum	Desert Spoon (Green Foliage)	4' x 4'
	Dasyliiron wheeleri	Desert Spoon (Silver Foliage)	5' x 5'
	Echinocactus grusonii	Golden Barrel	1' x 1'
	Euphorbia antisiphilitica	Candelilla	3' x 2'
	Euphorbia rigida	Gopher Plant	3' x 4'
	Euphorbia tirucalli	Firesticks	5' x 4'
	Ferocactus spp.	Barrel Cactus species	3' x 1'
	Hesperaloe funifera	Giant Hesperaloe	5' x 5'
	Hesperaloe parviflora 'brakelight'	Brakelight Red Yucca	2' x 4'
	Nolina microcarpa	Bear Grass	2' x 2'
	Opuntia baillaris	Beavertail Prickly Pear	6' x 4'
	Opuntia ficus-indica	Indian Fig	5' x 6'
	Opuntia santa-rita	Purple Prickly Pear / Santa Rita Prick	4' x 6'
Pachycereus marginatus	Mexican Fencepost	1' x 12'	
Pachycereus schottii f. monstrosus	Totem Pole	3' x 3'	
Pedilanthus macrocarpus	Lady Slipper	3' x 3'	
Yucca baccata	Banana Yucca	4' x 5'	
Yucca elata	Soaptree Yucca	10' x 10'	
Yucca gloriosa	Spanish Dagger	3' x 3'	
Yucca pallida	Paleleaf Yucca	2' x 3'	
Yucca rigida	Blue Yucca	6' x 6'	





2018

DESIGN GUIDELINES  
TOWN OF QUEEN CREEK  
**DOWNTOWN CORE**