

PHX LAND REUSE STRATEGY

SPARK AREA 1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES



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PREPARED FOR



City of Phoenix
Aviation Department

WITH

Community groups, residents, businesses, schools, property owners, non-profit organizations, and other stakeholders within the LRS planning area.

PLAN BY

CallisonRTKL Inc. -- Planning & Urban Design
Los Angeles, CA

CallisonRTKL Inc. -- The Environmental Studio
Los Angeles, CA

ARCADIS US, Inc.
Phoenix, AZ

Crowdbrite
Reno, NV

Elliott D. Pollack & Company (EDPCO)
Scottsdale, AZ

MakPro Services, LLC.
Mesa, AZ

MXD Development Strategists, Ltd.
Vancouver, BC, CA

Phoenix Revitalization Corporation
Phoenix, AZ

PLAN*et Communities PLLC
Phoenix, AZ

The CK Group, Inc.
Phoenix, AZ

PLAN PREPARED IN COLLABORATION WITH:

Neighborhood Residents

Property Owners

Business Owners

Community Organizations

City of Phoenix

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SPARK AREA 1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

EASTLAKE PARK | MIXED-USE TRANSIT ORIENTED DEVELOPMENT NODE

A vibrant mixed-use transit village with a variety of housing and workplace opportunities and complementary amenities...

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The diagrams and drawings included in this report are for illustration purposes only and do not constitute actual design solutions. Concepts are subject to change based on future goals, development proposals, and other considerations.

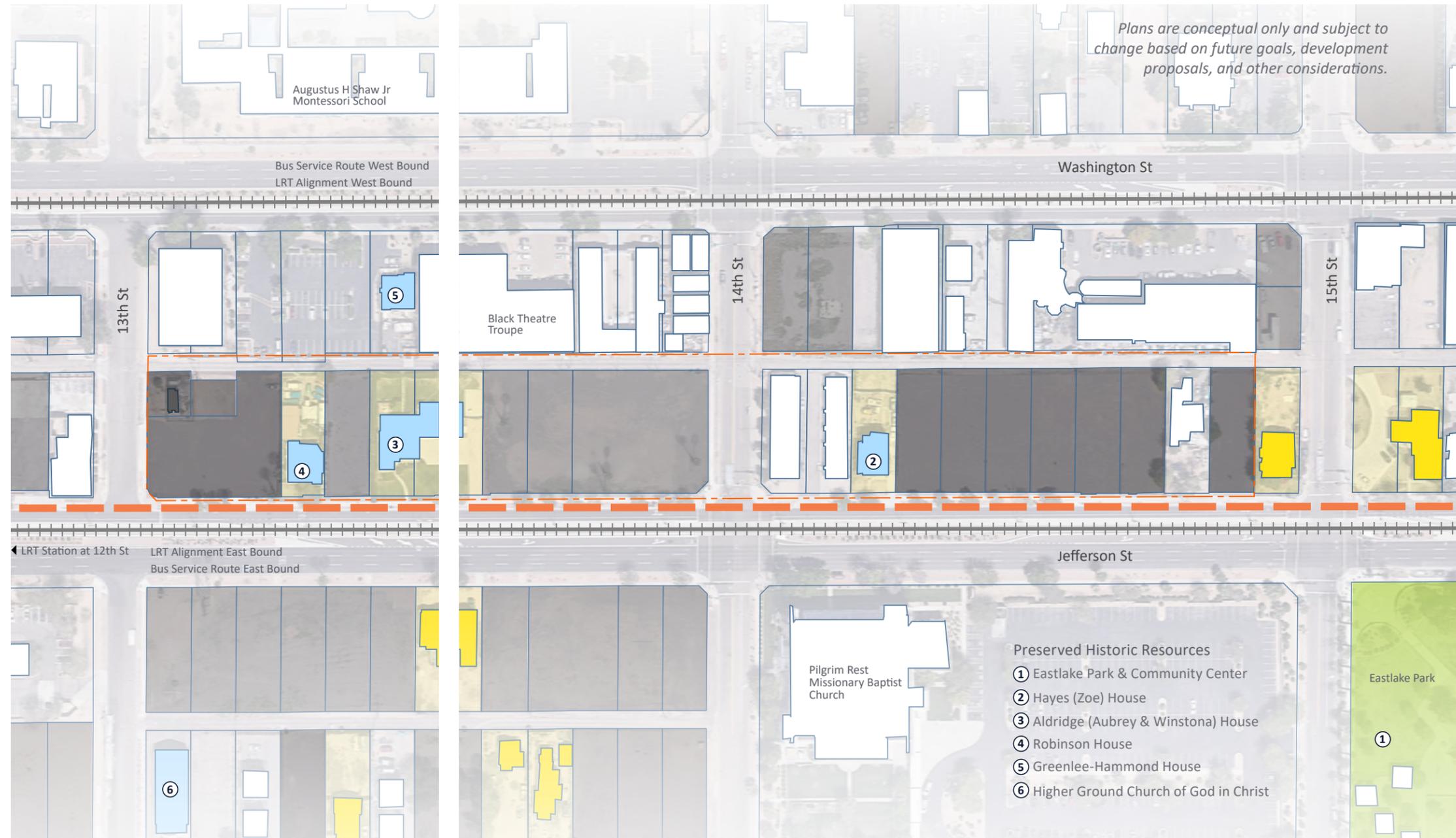
SPARK AREA 1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

EXISTING CONDITIONS SUMMARY

The Eastlake Neighborhood Spark Area 1 is located in the Eastlake Park Neighborhood between 14th Street and 15th Street fronting Jefferson Street light rail corridor. This site offers the greatest opportunity for transit-oriented development utilizing Airport-owned noise land parcels. Recent developments around it include the Capital Place Apartments, which incorporate market rate housing and ground floor retail with a covered parking deck in proximity to the 12th Street/Jefferson Street light rail station. A number of historic properties in the area present opportunities for adaptive reuse as visitor center, offices, residences, live/work spaces, galleries or other complementary uses such as local retail shops, food and beverage establishments.

SITE INFORMATION:

- **Land Area:** 2.96 acres in total.
- **Current Context:** Vacant noise land parcels adjacent to single-family homes and historic properties along the light rail corridor.
- **Surrounding Streets:** Jefferson St, 13th St, 14th St, 15th St, and alleys.
- **Current Zoning Designations:** R-5 RI and C-3. The Walkable Urban (WU) Code is also applicable to the site.
- **Located within PHX Opportunity Zone 1140.**
- **2015 City of Phoenix General Plan Land Use Designation:** Commercial.
- **Eastlake-Garfield TOD Policy Plan land use concept:** Mixed-use Residential; Single-Family Residential.
- **LRS Community Preferred Land Reuse Framework Land Use Designations:** Mixed-Use.



(FIGURE 1.1) SPARK AREA 1 EXISTING CONDITIONS

SPARK AREA 1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

CONCEPTUAL SITE DESIGN SUMMARY

The Eastlake Park Spark Area 1 is competitively situated in the Eastlake-Garfield TOD District along the light rail line running along Jefferson Street, creating a prime location for the development of a **transit-oriented mixed-use village including affordable residences and creative work spaces.**

Envisioned as a **fine-grained, pedestrian-oriented neighborhood**, community-oriented amenities such as restaurants, cafes, neighborhood meeting space, fitness studio, clinic, and daily services would support the adjacent residences and offices, as well as attract pedestrian traffic from surrounding neighborhoods. Additionally, land uses which can be leveraged to function one way most of the time, and which can pivot to offer goods/services to weekend visitors of the area (e.g. neighborhood church congregations on Sundays, Eastlake Park patrons during events such as Juneteenth) are encouraged. The inclusion of **multi-modal infrastructure** to support transit, walking and biking, as well as plazas and alleys, will allow this area to become a vibrant and connected community hub.

POTENTIAL DEVELOPMENT YIELD:

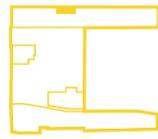
Building Use	Building Area (GSF*)	# of Units (Est. DU)
Micro/Tiny Home	900	3
Townhome Combo	19,000	16
Live/Work	51,400	46
Mid-rise Apartment/Flat	113,600	145
Retail / Service	4,100	-
Total	189,000	210

* Gross Square Feet



(FIGURE 1.2) SPARK AREA 1 CONCEPTUAL SITE PLAN
Plans are conceptual only and subject to change based on future goals, development proposals, and other considerations.

▬▬▬▬▬▬ Alternate Cultural Corridor Potential Route Alignment
▬▬▬▬▬▬ Spark Area Boundary



SPARK AREA 1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

PURPOSE

The purpose of the Spark Area 1 Development Standards and Design Guidelines is to promote the context-sensitive infill development of a compact, vibrant, mixed-use TOD village with ample amenities that may address diverse development needs while enhancing the existing context and character of the Eastlake Park Neighborhood.

Incubator spaces with uses that can exist with a minimum of nearby density and foot traffic, and which could pivot to provide services to patrons of events at the park or churchgoers on Sundays is encouraged.

Additionally, the adaptive re-use of historic properties can provide a distinct shopping and dining experience along tree-lined streets while creating a highly desirable and walkable neighborhood.

APPLICABILITY

The Spark Area 1 Development Standards and Design Guidelines are applicable to all projects located within the Spark Area 1 boundary, which is recommended for the application of the T5 Transect District in the *Eastlake-Garfield TOD Policy Plan*. The area is eligible to utilize the Walkable Urban Code (WU Code), Chapter 13 of the City of Phoenix Zoning Ordinance.

New developments and/or existing developments for any additions, remodel, relocation, reconfiguration or expansion of parking or landscaped areas, or other construction should comply with Chapter 13 of the City of Phoenix Zoning Ordinance, the Walkable Urban (WU) Code and the standards and guidelines associated with the T5 Transect, unless otherwise specified herein.

Provisions not specifically regulated by these standards and guidelines or the WU Code are governed by the City of Phoenix Zoning Ordinance, as adopted and amended. These standards and guidelines are intended to modify zoning ordinance provisions to fit the unique character of Spark Area 1 and do not modify other City Codes or requirements.

Structures that are to be constructed adjacent to designated or eligible historic properties should be designed in accordance with the Phoenix Zoning Ordinance Chapter 8, Historic Preservation and the *City of Phoenix General Design Guidelines for Historic Properties* (City Historic Preservation Office (CHPO) 2014). "Adjacent" (or "adjacent elevation") is defined in the *City of Phoenix General Design Guidelines for Historic Properties* (CHPO 2014) as "the exterior walls of a new structure that will be located along the alignment of the primary historic building elevations, or generally parallel to any primary wall of the historic building within a distance of fifty (50) feet, and extend up to twice the height of the historic building."

Prior to development, a visual impact assessment should be conducted to determine potential effects to historic buildings that are eligible for or listed on the National Register of Historic Places located within 0.25-mile of proposed structure(s); this distance is to be refined in the field in coordination with the City of Phoenix Historic Preservation Office, State Historic Preservation Office and Advisory Council or Historic Preservation, as appropriate in compliance with Section 106 of the National Historic Preservation Act, 54 U.S.C. § 306108, and its implementing regulations (36 CFR part 800). Additional information can be found in the Federal Aviation Administration's (FAA's) Order 5050.4B the Environmental Desk Reference for Airport Actions.

Proposed uses that may involve ground disturbance shall comply with Phoenix construction permit stipulations, especially Phoenix Zoning Ordinance Chapter 8, Historic Preservation and other applicable laws and regulations regarding archaeological resources prior to ground disturbance. Requirements for each project or relevant event may include, but are not limited to, submittal of an Archaeology Assessment Request to the City of Phoenix Parks and Recreation Department's Archaeology Section; possible completion of archaeological investigations; and submittal, review and approval of related reports by the City Archaeologist.

OBJECTIVES

The Spark Area 1 Development Standards and Design Guidelines are intended to achieve the following objectives:



Promote compact, transit-supportive development along the light rail corridor



Contribute to a vibrant and desirable community with complementary uses and amenities



Promote multi-modal streets that benefit cyclists and pedestrians



Encourage quality architectural design and public realm improvements



Strengthen the cultural and historic character of the Eastlake Park Neighborhood



Celebrate the unique desert environment and encourage low-impact development

DEVELOPMENT STANDARDS

BUILDING LOT STANDARDS

Main Building Setbacks*

a. Primary Frontage Ground Floor	5-foot minimum and 12-foot maximum
b. Primary Frontage Upper Floor	0-foot maximum
c. Secondary Frontage Ground Floor ⁽¹⁾	5-foot minimum and 10-foot maximum
d. Secondary Frontage Upper Floor	0-foot minimum
e. Side Lot Line ⁽²⁾	0-foot minimum
f. Rear Lot Line ⁽²⁾	0-foot minimum

⁽¹⁾ 13th Street: minimum 8-foot setback and maximum 18-foot setback, allowing 10-foot setback measured from the existing 8-foot wide public utility easement (PUE).

⁽²⁾ If development is adjacent to single-family residential or historic preservation (HP) properties or districts, or HP eligible properties, a minimum 10-foot landscape setback is required; and when a building height is 48-foot or greater, a minimum 25-foot building setback from the property line is required with exception that the setback/buffer space may be developed with one story tiny/micro homes for affordable/workforce housing.

Accessory Building Setbacks*

Accessory buildings are subject to the setback standards of main buildings.

Parking Setbacks*

g. Primary Frontage	Per the WU Code Section 1303.B., Transect 5
h. Secondary Frontage ⁽³⁾	20-foot minimum, 10-foot landscape setback from street right-of-way
i. Side Lot Line ⁽⁴⁾	0-foot minimum
j. Rear Lot Line ⁽⁴⁾	0-foot minimum

⁽³⁾ 13th Street: minimum 28-foot setback, allowing 20-foot setback measured from the existing 8-foot wide public utility easement (PUE).

⁽⁴⁾ Minimum 10-foot landscape setback when adjacent to single-family residential or historic preservation (HP) or HP eligible properties or districts.

* Buildings must be set back from lot boundaries per the WU Code Section 1303.B., Transect 5 and Section 1304.B.

BUILDING LOT STANDARDS (CONTINUED)

Lot Requirements

Lot Coverage**	80% maximum
Primary Building Frontage	70% minimum
Secondary Building Frontage	50% minimum

** a. Lot coverage maximum may be modified for single-family attached (SFA) development option.

** b. Lot coverage maximum may vary depending on setback requirements when adjacent to existing single-family residential properties or districts and HP properties.

BUILDING FRONTAGE

Frontage Types Allowed*

Primary or Light Rail Frontage	All frontages or alternative frontages per the WU Code Section 1305.B.1.c
Secondary Frontage	All frontages or alternative frontages per the WU Code Section 1305.B.1.c
Entry Requirements	Common Entry: minimum one per 50-foot of primary building frontage and one per 80-foot of secondary frontage. Other frontages per the WU Code Table 1305.1

* All allowed frontage types are limited to the WU Code Table 1305.1.

Projections

Projections in the Right-of-Way	Per the WU Code Section 1305.B.4
Projections into Frontage Setbacks	Per the WU Code Section 1305.B.5.c.(2)

Fence

Per the WU Code Section 1305.C.2.

Minimum Glazing

Per the WU Code Section 1305.B.2.

Enhanced Corner

Subject to the WU Code Section 1305.B.6.a. through d.

DEVELOPMENT STANDARDS (CONTINUED)

BUILDING HEIGHT AND STEPBCKS

Building Height*

Main Building	Per the entitled zoning, and not exceed 100-foot
Accessory Structure(s)	30-foot maximum when adjacent to single-family residential or historic preservation (HP) districts or properties, or HP eligible properties
Parking Structures	Per the WU Code Section 1303.B., Transect 5

* Spark Area 1 maximum building height per height limit of T5:7 District of the WU code.

Building Stepbacks⁽³⁾

At 48-foot of height	Minimum 20-foot stepback when adjacent to single-family residential districts or properties, or historic preservation (HP) districts or properties, or HP eligible properties
Parking Structures	Minimum 20-foot stepback when adjacent to single-family residential districts or properties, or historic preservation (HP) districts or properties, or HP eligible properties if over 40-foot

⁽³⁾ Maximum 75-foot stepback from rear and side property lines for building height before maximum height allowed when adjacent to single-family residential districts or properties or historic preservation (HP) districts or properties, or HP eligible properties.

STREETSCAPE

Arterial Streets - Light Rail Corridor (Jefferson St)

Sidewalk width	Per the WU Code Section 1312.B.1.a.
Landscape width ⁽⁴⁾	Per the WU Code Section 1312.B.1.a.

Local Streets (13th St, 14th St, 15th St)

Sidewalk width	Per the WU Code Section 1312.B.1.c.
Landscape width ⁽⁴⁾	Per the WU Code Section 1312.B.1.c.

⁽⁴⁾ If not in conflict with public utilities.

LAND USE

Land Uses Allowed

Per the WU Code Table 1306.1. T5:2, T5:5, T5:6 and T5:7.

VEHICULAR PARKING AND LOADING

Minimum Required Vehicular Parking

Per the WU Code Section 1307.B. Table 1307.1.

Required Loading and Service Bays (square feet per net site area)

Vehicle Drop-off Areas	13th St, 14th St, or 15th St only
Multi-family Residential	< 40,000 square feet: 0 40,000-160,000 square feet: 1
General Retail, Commercial, and Office Uses	< 40,000 square feet: 0 40,000-160,000 square feet: 1

Shared Parking Reductions

Per the WU Code Section 1307.C.2.

BICYCLE PARKING AND AMENITIES

Required Bicycle Parking and Amenities

Per the WU Code Section 1307.H.

OPEN SPACES AND LANDSCAPING

Open Space Requirements

Per the WU Code Section 1310.A.2.

Landscape, Planting, Tree Species

Per the WU Code Section 1309.

SIGNAGE

Signage Standards

As per the WU Code Section 1308.

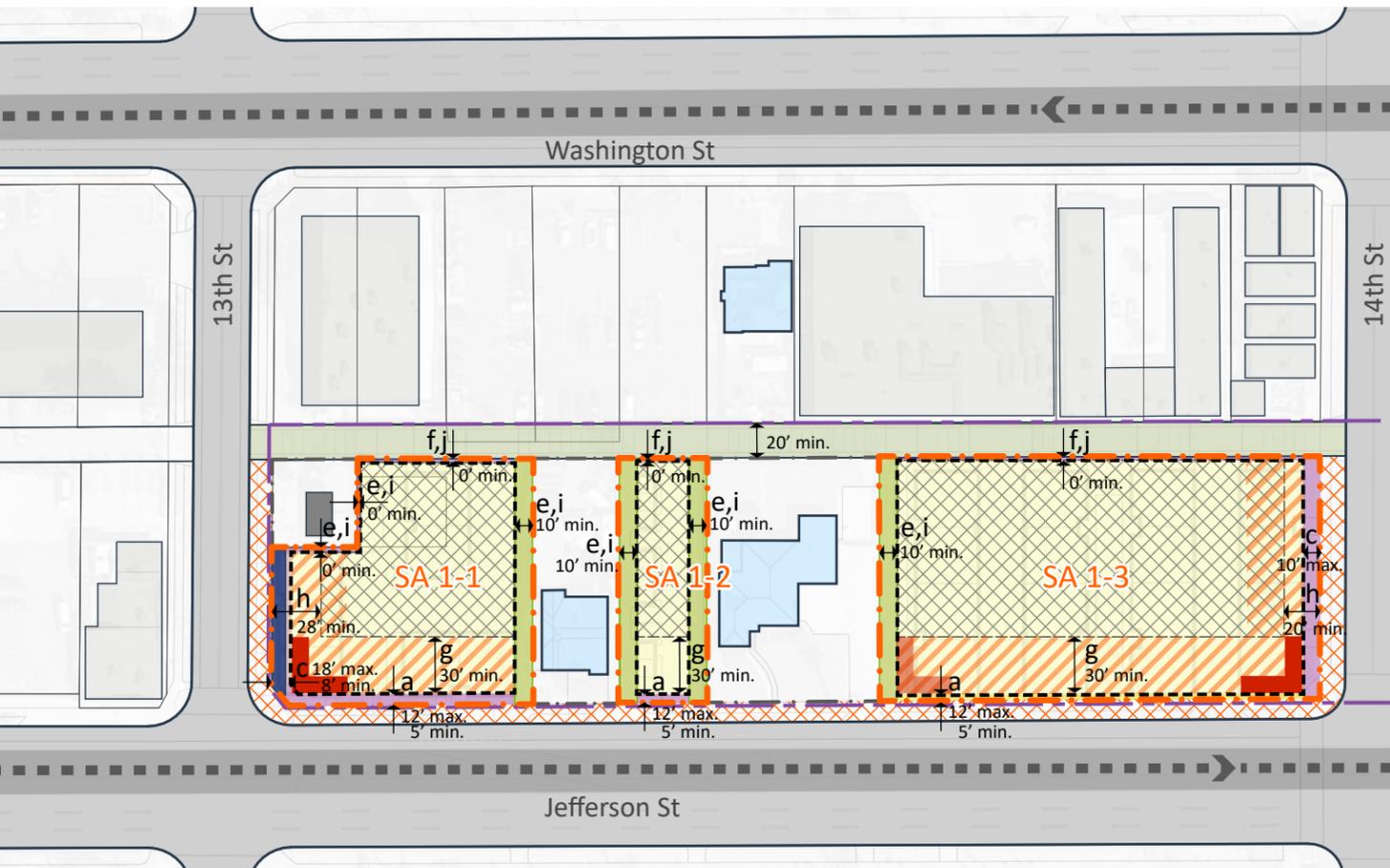
HISTORIC PROPERTIES

Historic Preservation Standards

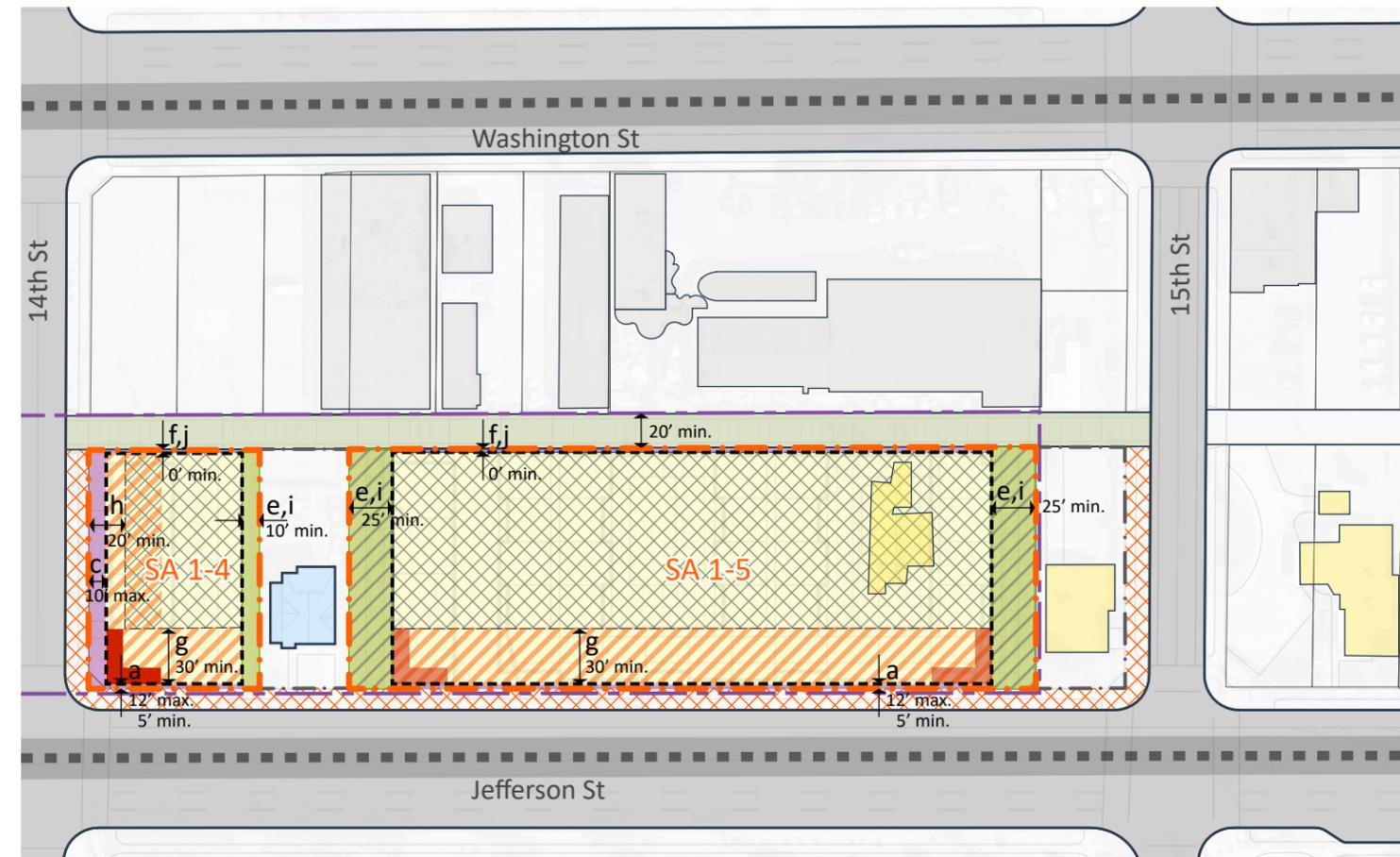
Structures designated as significant historic properties are considered to be conforming and may be maintained, restored and/or rebuilt at each structure's historic setback and height subject to the provisions of Chapter 8, Historic Preservation.

**SPARK AREA 1
DEVELOPMENT STANDARDS
AND DESIGN GUIDELINES**

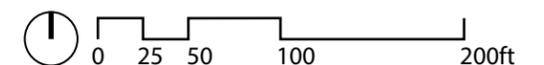
**PARCELIZATION (CONCEPTUAL)
AND SETBACK REQUIREMENTS**

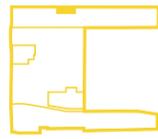


- | | | |
|-----------------------------|----------------------------------|--------------------------|
| SA 1-1 Parcel Number | Building Setback | Public Sidewalk |
| Parcel Boundary | Landscape Setback | Public Utility Easement |
| Existing Property Boundary | Potential Tiny/Micro Home Infill | Active Frontage |
| Curb Line | Building Zone | Required Enhanced Corner |
| Built-to-Line | Parking and Storage Zone | Optional Enhanced Corner |
| | Alley | Historic Properties |



- | | | |
|---------------------------------|------------------------------------|-------------------------|
| Existing Residential Structures | BUILDING SETBACKS | PARKING SETBACKS |
| Other Existing Structures | a. Primary Frontage Ground Floor | g. Primary Frontage |
| Existing Utility Shed/Building | b. Primary Frontage Upper Floor | h. Secondary Frontage |
| Light Rail Alignment | c. Secondary Frontage Ground Floor | i. Side Lot Line |
| Spark Area Boundary | d. Secondary Frontage Upper Floor | j. Rear Lot Line |
| | e. Side Lot Line | |
| | f. Rear Lot Line | |





SPARK AREA 1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

PUBLIC REALM DESIGN GUIDELINES

INTENT

The public realm is comprised of the City's publicly-owned street rights-of-way and other publicly accessible spaces such as parks, plazas, and alleys. The public realm is a valuable asset and plays a crucial role to the vitality, perception, functionality, and livability of the shared spaces adjacent to private properties.

The intent of the Spark Area 1 Public Realm Design Guidelines is to (1) promote and strengthen the unique character of the existing neighborhood; (2) enhance the pedestrian environment along the Jefferson St transit corridor and local streets including 13th, 14th and 15th Streets; and (3) foster the high quality design of Spark Area 1's public open spaces such as pocket places, greenways and alleys.

Proposers should engage the appropriate City department(s) for guidance on how to integrate streetscape amenities and improvements.

- A. PROMOTE SENSITIVE INFILL AND TRANSITIONS TO THE EXISTING NEIGHBORHOOD
- B. INTEGRATE PEDESTRIANS AND CYCLISTS INTO STREETS SYSTEM
- C. ENRICH STREET LIFE AND CREATE A BUZZ OF ACTIVITY
- D. DESIGN OPEN SPACES TO CONNECT WITH AND COMPLETE THE STREETScape
- E. CELEBRATE LOCAL ART, CULTURE AND HISTORY
- F. INTEGRATE SUSTAINABLE PRACTICES

A-3 | TRANSITIONS TO HISTORIC PROPERTIES

Provide a sensitive transition by breaking up building mass, stepping back upper floors, or integrating landscape buffers.

A-2 | SETBACKS

Locate buildings near pedestrian zone which defines the street wall and activates the street; allow for some variations in setbacks.

E-3 | CULTURAL CORRIDOR

Employ a unified environmental graphic system to emphasize the Cultural Corridor's specific zone themes.

B-7 | STREET TREES

Infill street tree planting to develop a continuous shade canopy, aesthetics, and environmental benefits.

C-1 | SIDEWALK SEATING

Extend outdoor seating along sidewalks and integrate social gathering space at the ground floor of new development to activate streets.

F-1 | DESERT LANDSCAPE AND STORMWATER MANAGEMENT

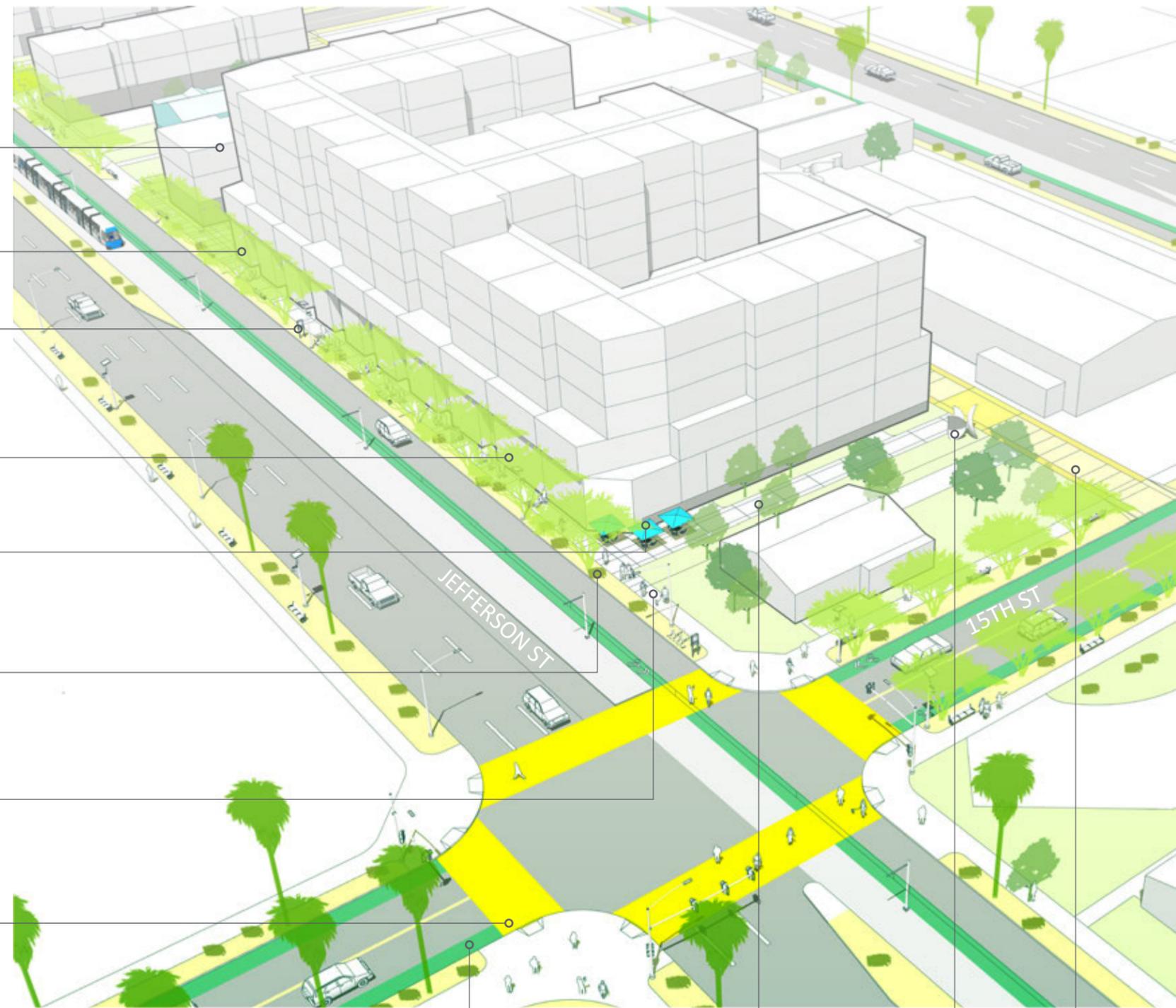
Use drought tolerant planting and integrate low-impact development solutions to collect urban run-off.

B-5 | PAVING PATTERN

Employ accent surfaces to distinguish pedestrian zones along streets, public paseos and add visual interests.

B-3 | CROSSWALKS

Use special pavers to highlight intersection on crosswalk for safety and visual interests.



(FIGURE 1.4) SPARK AREA 1 CONCEPT: EXAMPLES OF PUBLIC REALM IMPROVEMENTS MEETING THE INTENT OF DESIGN GUIDELINES

B-1 | ROADWAYS

Reassess the best design for 13th, 14th and 15th Streets to include new bicycle lanes and/or street parking.

D-2 | GREENWAYS/ PASEOS

Integrate paseos/ greenways in new development to connect sidewalks to alleys.

E-1 | PUBLIC ART

Integrate public art work into new development at key visual focal points.

D-3 | ALLEYS

Use special pavers and landscape elements to activate the alley as an accessible open space.

SPARK AREA 1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

PUBLIC REALM DESIGN GUIDELINES

A. PROMOTE SENSITIVE INFILL AND TRANSITIONS TO THE EXISTING NEIGHBORHOOD

- **A-1 | DEVELOPMENT PATTERN:** Encourage compact infill development through compatible scale, massing and rhythms that define the street and contribute to a dense transit-supportive urban character.
- **A-2 | SETBACKS:** Locate buildings near to the pedestrian zone to encourage walking and activates the street; allow for some variations in setbacks. (See *FIGURE 1.3*)
- **A-3 | TRANSITIONS TO SINGLE-FAMILY HOMES/DISTRICTS OR HISTORIC PROPERTIES/DISTRICTS:** Minimize negative shade/shadow impacts of new development on adjacent single-family homes or historic properties; for example, step-back buildings, break up building mass, integrate landscape buffers, greenways, and/or include paseos on setbacks. (See *FIGURE 1.3*)
- **A-4 | HISTORIC PRESERVATION AND ADAPTIVE REUSE:** Encourage the retention and repair of existing historic properties; adaptively reuse historic buildings as retail, dining, and/or professional offices to create a vibrant community with complementary amenities and services.

Right: Integrate buildings compatible in scale, and break-up building massing to define the street and create a compact urban fabric.



B. INTEGRATE PEDESTRIANS AND CYCLISTS INTO STREETS SYSTEM

- **B-1 | ROADWAYS:** Encourage a reassessment of the best design for 13th, 14th and 15th Streets to include new biking facilities and/or street parking. For example, provide an adequate buffer between the pedestrian zone and vehicular driving zones consisting of landscaping, shade trees and street furniture to ensure a safe and appealing pedestrian and bicycling environment. (See *FIGURE 1.3*)
- **B-2 | SIDEWALKS:** Abutting streets should have a continuous minimum 5-foot clearance for pedestrian passage along sidewalks; provide generous sidewalks where possible for safe and comfortable movement on foot.
- **B-3 | CROSSWALKS:** Explore using special paving materials, colors and/or patterns to heighten visibility and safety while creating an attractive pedestrian environment. New development that comprises any one-third or 200-foot of the block frontage should provide crosswalk enhancement and maintenance on its side of the street. (See *FIGURE 1.3*)
- **B-4 | PAVING PATTERN:** Accent surfaces, such as special pavers should be considered, to distinguish pedestrian zones and provide visual interest in the places adjacent to building entries, paseos, and greenways.



Above: Use special pavers to highlight the intersection crosswalk for safety and visual appeal.

B. INTEGRATE PEDESTRIANS AND CYCLISTS INTO STREET SYSTEM (CONTINUED)

- **B-5 | BIKING FACILITIES:** Encourage the placement of adequate bicycle parking facilities along existing and planned bicycle lanes and at key activity nodes in highly visible locations. (See *FIGURE 1.3*)
- **B-6 | STREET TREES:** Encourage the use of varied street tree species interspersed along the sidewalk to provide a continuous shade canopy, aesthetics, and environmental benefits.
- **B-7 | SHADE STRUCTURES:** Encourage buildings adjacent to walking or biking zones to provide overhead shade coverage in the form of canopies, awnings, and overhangs, especially where there is an insufficient or immature street tree canopy, or along a southern exposure. (See *FIGURE 1.3*)
- **B-8 | STREET FURNITURE:** Encourage the placement of street amenities, especially benches and trash receptacles at frequent intervals along sidewalks for pedestrian comfort and use; explore opportunities for artistic design of street furniture that reflects community history and cultural character.

Right: Use color and paving patterns to distinguish pedestrian passage zones and building entries.



Above: Integrate overhead coverage in building design to provide shade and enrich the streetscape.

C. ENRICH STREET LIFE AND CREATE A BUZZ OF ACTIVITY

- **C-1 | SIDEWALK SEATING:** Outdoor dining and displays of selected goods (e.g., fruit and vegetable stands, flowers, etc.) should be placed along sidewalks, where sidewalk width is sufficiently wide, to activate the streetscape. (See *FIGURE 1.3*)
- **C-2 | THIRD PLACES:** Encourage the integration of social gathering spaces, such as cafes, fitness centers, dining and drinking establishments, and pocket spaces in new development to activate streets.
- **C-3 | STREET ACTIVITIES:** Consider neighborhood needs and provide public space, such as parklets, to support adjacent interior uses and neighborhood events and activities.



Above: Extend outdoor dining along sidewalks to activate the streetscape.



Above: Create pocket spaces for social gatherings.

SPARK AREA 1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES



KEY MAP

STREETScape IMPROVEMENT CONCEPT

TRANSIT CORRIDOR:
JEFFERSON ST



JEFFERSON ST EXISTING CONDITIONS

FIGURE 1.4 ILLUSTRATED SUGGESTIONS:

- 1 Enhanced crosswalks
- 2 Continuous sidewalks with permeable paving materials
- 3 Wayfinding and pedestrian directional signage
- 4 Ample street amenities (bicycle racks, benches, trash bins, etc.)
- 5 Desert landscape and stormwater management
- 6 Outdoor seating along sidewalks and public walkways
- 7 Shade structures and street frontage detail designs
- 8 Cultural Corridor elements
- 9 Varied street tree species along sidewalks for shade and visual appeal



Light Rail Right-of-way 17' +/-	Existing Bicycle Lane 5'	Travel Lane 10'6"	Landscape Buffer 5'	Pedestrian Zone 8'	Building Setbacks 0'-5'+/-	Building Zone
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(FIGURE 1.5) SPARK AREA 1 JEFFERSON ST STREET IMPROVEMENT CONCEPT (LOOKING WEST)

STREETScape IMPROVEMENT CONCEPT

LOCAL STREET:
13TH ST



KEY MAP

FIGURE 1.5 ILLUSTRATED SUGGESTIONS:

- 1 Enhanced crosswalks
- 2 Street parking
- 3 Special sidewalk designs adjacent to building entries
- 4 Bicycle racks near commercial uses
- 5 Cultural Corridor elements
- 6 Active storefronts with dining, retail, and service uses
- 7 Outdoor seating along sidewalks and public walkways
- 8 Wayfinding and pedestrian directional signage
- 9 Increased street tree canopy along sidewalks



13TH ST EXISTING CONDITIONS



Pedestrian Zone 5'	Landscape Buffer 5'	Travel Lane 12'	Travel Lane 12'	Parking Lane 8'	Landscape Buffer 5'	Pedestrian Zone 9'
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(FIGURE 1.6) SPARK AREA 1 13TH ST STREET IMPROVEMENT CONCEPT (LOOKING NORTH)

SPARK AREA 1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

PUBLIC REALM DESIGN GUIDELINES

D. DESIGN OPEN SPACES TO CONNECT WITH AND COMPLETE THE STREETScape

- D-1 | POCKET SPACES: Provide mini plazas and/or pocket spaces, wherever possible along streets to create active nodes for social gatherings.
- D-2 | GREENWAYS/PASEOS: Consider greenways/paseos in new development creating landscaped passages to connect sidewalks to alleys. Align doorways with public pathways wherever possible.
- D-3 | ALLEYS: Encourage new development to use alleys for access to residential parking. Design alleys as accessible open spaces for safety and aesthetics by employing landscape solutions and paving pattern to activate the alley. Underground overhead utility lines to reduce visual clutter whenever feasible.

Right: Greenways/paseos can be supported through the use of outdoor furniture.



Right: Integrate special paving and stormwater management solutions to green the alleys.



Right: Employ a cohesive system of street furniture, lighting and wayfinding components.



E. CELEBRATE LOCAL ART, CULTURE, AND HISTORY

- E-1 | PUBLIC ART: Plan to integrate works of public art into new development projects; install public art pieces at key activity nodes and/or visual focal points. Explore opportunities for the artistic design of bicycle racks, trash receptacles, seating, lighting posts, and utility boxes.
- E-2 | WAYFINDING AND LIGHTING: Encourage a cohesive system of signs to aid pedestrian and vehicular orientation and way-finding. Suggest incorporating pedestrian-scaled low illumination lighting fixtures along sidewalks to enhance the safety and comfort of the pedestrian environment.
- E-3 | CULTURAL CORRIDOR: New development should coordinate the design of street finishings, public art pieces, and wayfinding elements as a part of the Cultural Corridor graphic system to unify development with specific Zone theme and strengthen identity. (Please refer to the [LRS Cultural Corridor Framework, Design Guidelines and Action Plan](#) for more information regarding the Cultural Corridor Theme Zone concept.)

F. INTEGRATE SUSTAINABLE PRACTICES

- F-1 | DESERT LANDSCAPE AND STORMWATER MANAGEMENT: Consider the integration of rain water strategies (low impact development/green infrastructure) in planting strips and open spaces to collect water run-off. Use drought-tolerant and/or native planting to celebrate the unique desert environment.
- F-2 | MATERIALS: Encourage alternative materials such as brick pavers, permeable concrete pavers, granite and flagstone to reduce the urban heat island and allow natural drainage and filtration.
- F-3 | SOLAR SOLUTION: Encourage solar design in street furniture, lighting, and shade structures.

ALLEY IMPROVEMENT CONCEPT



KEY MAP

FIGURE 1.6 ILLUSTRATED SUGGESTIONS:

- 1 Seek permission for special and permeable pavement materials to create visual appeal and environmental benefits
- 2 Desert plant species and decomposed granite paving
- 3 Backyard/outdoor activities and furnishings
- 4 New lighting features such as security lighting and illuminated bollards at entrances and exits
- 5 Murals and public artwork
- 6 Parking structure screening
- 7 Underground utility lines when feasible



ALLEY EXISTING CONDITIONS (14TH ST TO 15TH ST)



Adjacent Property

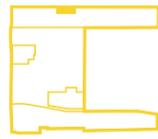
Landscape and Utility Zone
2' +/-

Driveway and Pedestrian Walkway
16' +/-

Landscape and Utility Zone
2' +/-

Adjacent Property

(FIGURE 1.7) SPARK AREA 1 ALLEY IMPROVEMENT CONCEPT (LOOKING EAST)



SPARK AREA 1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

PRIVATE REALM DESIGN GUIDELINES

INTENT

The Private Realm Design Guidelines provide a series of recommendations and approaches for architectural design and associated site improvements within privately-owned areas.

The intent of the Spark Area 1 Private Realm Design Guidelines is to (1) encourage new development to respond to the existing urban fabric and transit-oriented context through massing, siting, scale, façade design, material choice and other architectural elements; (2) meet neighborhood needs through complementing uses or programming; and (3) help encourage placemaking, and enhance the Eastlake Park Neighborhood character by connecting to the public realm while reflecting cultural influences.

A. OPTIMIZE BUILDING PLACEMENT AND ORIENTATION

B. HARMONIZE SCALE AND BUILDING MASSING

C. CREATE ACTIVE FRONTAGES

D. ARTICULATED BUILDING FAÇADE

E. COORDINATE BUILDING ELEMENTS

F. CONTROL VEHICLE ACCESS AND PARKING

G. INCORPORATE COMMON OPEN SPACES AND LANDSCAPE

H. INTEGRATE SUSTAINABILITY IN BUILDING AND LANDSCAPE DESIGN

A. OPTIMIZE BUILDING PLACEMENT AND ORIENTATION

- **A-1 | BUILDING PLACEMENT:** Consistent with TOD principles, locate building frontage at or near the front property line and build to a sufficient height to reinforce the street edge and shape public open space. To the extent possible, buildings should generally be placed parallel to streets with varying setbacks to provide visual interest, and to maintain a continuous and strong building street wall.
- **A-2 | BUILDING ORIENTATION:** Orient buildings to ensure the primary façades and entrance areas of all buildings face the street, open spaces, or other pedestrian-oriented circulation areas.

B. HARMONIZE BUILDING SCALE AND MASSING

- **B-1 | SCALE AND MASSING:** Building volumes should be designed to maintain a compatible scale with the surrounding context. Sculpt massing to harmonize with the rhythm of adjacent buildings. Where large multi-family projects are adjacent to single-family residential properties or districts and historic properties or districts, provide a sensitive transition. For example, breaking down building bulk and stepping back upper floors to mitigate negative shade/shadow, privacy impacts and add a human-scale at the street level.



Above: Orient buildings parallel to the street near the property line to create a strong street wall and help shape the public realm.



Above: Use balconies, fenestration, or other architectural elements to sculpt massing and create a sense of dimension.

Right: Corner treatments add visual interest and create a focal point on the street.



Above: Above-grade building entrances create an interesting street frontage.



Above: Canopies, signs, furnishings and building openings along frontages can animate the streetscape.

B. HARMONIZE BUILDING SCALE AND MASSING (CONTINUED)

- **B-2 | PROJECTION AND RECESSES:** Use balconies, fenestration, or other architectural elements (e.g., eaves, awnings, canopies, roof lines) to create an interesting pattern of projections and recesses. Vary the plane of a building to provide visual interest and contribute to the quality and definition of the street wall.
- **B-3 | CORNERS:** Encourage “enhanced corners” at building primary entrances that face both streets and serve the greatest number of occupants. Use additional building articulation to emphasize the corner and promote active uses at the ground level to enrich street activities.

C. CREATE ACTIVE FRONTAGES

- **C-1 | STREET WALL:** Consistent with TOD principles, orient and integrate entries, courts, lobbies, storefront windows and balconies to face the street and to provide opportunities for safe interactions. Avoid or minimize expansive blank and blind walls at the ground floor.
- **C-2 | BUILDING ENTRANCES:** Street-front units should have a primary entrance facing the street. Incorporate appropriate transitions such as landscaping, paving, porches, stoops and canopies at individual entrances to residences, and from the sidewalk to the front door. Distinguish commercial entrances from residential entrances through integrated signage, changes in materials and colors, or by elevating the residential entry.
- **C-3 | FRONTAGE DESIGN:** The base of the building should be designed to foster positive activities on the streets. Minimize frontages devoted to utilities, storage, services and parking access, and integrate with the overall articulation and fenestration of the façade. Use furniture, displays, signage, and landscaping to help animate the building edge and sidewalk. Avoid negative visual impacts to adjacent or nearby historic structures.
- **C-4 | GATHERINGS SPACES:** Encourage the location of highly visible and interactive gathering spaces such as gyms, recreation spaces, and community space at the ground level where they are most accessible and able to activate the street.

SPARK AREA 1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

PRIVATE REALM DESIGN GUIDELINES

D. ARTICULATED BUILDING FAÇADE

- **D-1 | FAÇADE ARTICULATION:** Alternate different textures, colors, materials, and distinctive architectural treatments to provide pleasing proportions and three-dimensional quality while avoiding monotonous or repetitive elevations. Where appropriate, employ shade and shadow created by reveals, surface changes, overhangs and sunshades to add visual interest and provide sustainable benefits.
- **D-2 | FENESTRATION:** Encourage the use of high-performance, well-detailed windows and doors that add to the scale and depth of the building's façade. Fenestration should unify a building's street wall and help define a building's architectural style and integrity.
- **D-3 | GLAZING:** Maximize clear storefront windows at the street level to create visual connections and foster a sense of security and vibrancy along the street. Limit the amount of translucent glazing to maintain residential privacy.

E. COORDINATE BUILDING ELEMENTS

- **E-1 | COHERENT FEATURES:** Respect and respond to existing neighborhood context. For example, use accent materials and architectural elements which contribute to creating a coherent architectural concept that is consistent with the historic character of the area.
- **E-2 | MATERIALS AND COLORS:** High-quality and durable material and color palette from nearby buildings help strengthen the area's context. The use of brick, brick veneer or decorative masonry on every façade of primary buildings is recommended.
- **E-3 | SIGNAGE:** Encourage high-quality, creative or artistic, and innovative signage design. Scale signs appropriately for the building on which they are placed and the area in which they are located. Develop a signage plan that takes into account the eastbound private owned vehicle (POV) and light rail traffic flow.
- **E-4 | LIGHTING:** Encourage a system of lighting with layers that contribute to a nighttime experience, including façade, uplighting, sign and display window illumination, and landscape lighting. Ensure exterior lighting is directed away from adjacent properties and roadways and is shielded as necessary.

F. CONTROL VEHICULAR ACCESS AND PARKING

- **F-1 | PARKING AND SERVICE ACCESS:** Consistent with TOD principles, provide alley access to service and parking; limit the number and width of curb cuts and vehicular entries along streets to promote street wall continuity and reduce conflicts with pedestrians. Vehicular entries should be shared between parking and service access where feasible.
- **F-2 | PARKING LOCATION:** Encourage subterranean and structured parking; consistent with the Walkable Urban Code, locate parking behind buildings or at the interior of a block.
- **F-3 | BICYCLE PARKING:** Provide sufficient bicycle amenities to encourage the use of alternate modes of transportation. Consistent with the Walkable Urban Code, place bicycle racks near building entrances or near commercial services in a safe, well-illuminated location.

G. INCORPORATE COMMON OPEN SPACES AND LANDSCAPE

- **G-1 | COMMUNAL OPEN SPACES:** Suggest integrating a gradient of private space to semi-public space to pass-through spaces, with architecture design. Locate and size these spaces so that they are functional and support human occupation and use.
- **G-2 | LANDSCAPE DESIGN:** Complement building design with compatible landscape architecture through concept, form and materials. For example, incorporate outdoor furnishings, recreational amenities, and attractive landscape features to make communal spaces comfortable, inclusive, and inviting.

Right: Articulate the façade with a variation of textures, materials, colors and openings.



Right: Integrate high-quality signage design to the appropriate size and scale of the building.



Above and left: Unify the architecture details of openings, materials, color, and lighting through a consistent concept.

Right: Minimize the visibility of parking through landscape buffers.



H. INTEGRATE SUSTAINABILITY IN BUILDING AND LANDSCAPE DESIGN

- **H-1 | SOUND MITIGATION:** Encourage the use of acoustical site planning and building design techniques greater than required by code. For example, employ "soundproofing" materials to reduce noise impacts from adjacent light rail alignments and busy streets.
- **H-2 | SUSTAINABLE BUILDING DESIGN:** Encourage new development to integrate green building design solutions through compliance with the Phoenix Green Construction Code.
- **H-3 | SUSTAINABLE SITE DEVELOPMENT:** Employ drought-tolerant and/or native plantings and low-impact development strategies/green infrastructure to manage urban run-off.



Left: Connect communal open spaces with sidewalks.



Left: Encourage functional communal outdoor spaces.



Left: Use soundproofing windows to reduce noise.

SPARK AREA 1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

BUILDING TYPE RECOMMENDATIONS

INTENT

This section provides a series of buildings types that are recommended within the development sites of Spark Area 1.

The intent of the building type recommendations is to create a clear and predictable design and development of buildings that will comprise Spark Area 1. These recommendations are intended to encourage consistency with the Spark Area 1 master planning concept and to ensure new development will be compatible with the existing character and scale of the neighborhood while supporting a transit-oriented context.

WIRELESS COMMUNICATION FACILITY

Investigate possible integration (concealment) of cell phone infrastructure into Spark Area development (e.g. rooftop or architectural building concealment), thereby making this private parcel available for development. (Current site and example shown in the pictures below.)



Existing cell tower north of the northeast corner of 13th St and Jefferson St.



Concealed wireless communication facility integrated into building. *Wireless Communication Facility (WCF) Guidelines, 2019. City of San Diego.*



Plans are conceptual only and subject to change based on future goals, development proposals, and other considerations.



TOWNHOMES / ROWHOMES

Attached 2-3 story medium-sized structures placed along a public street or alley. The front of each townhome and its entry is from public sidewalks and pedestrian passages and features small semi-private front yards.

- Individual entries through front yards
- The alley provides rear access for garaged parking at the ground level
- Ground floor uses allowed: residential, live-work, management office, parking
- Entry elements: recesses entries with arches or canopies, stoops, patios, low privacy walls



MID-RISE MIXED-USE RESIDENTIAL

4-6 story stacked flat apartment that incorporates structured parking. This type of building is intended to provide a vertical mix of uses with ground-floor commercial, service, or retail uses and upper-floor residential uses.

- Parking is below grade or in a wrapped parking podium
- Alley access for parking at the rear
- Ground floor uses allowed: residential, live-work, office, retail, dining and drinking establishments, community services, management and other uses
- Entry elements: common entries with arches or canopies, stoops, arcade, storefronts



LOW-RISE MULTIFAMILY (LOFT / LIVE-WORK)

Attached 2-3 story medium-sized structures placed facing a public street or along an alley and arranged to define a shared courtyard. The ground floor can accommodate workspaces facing publicly accessible pathways or open spaces.

- Individual entries for each loft/live-work building through front yards; may share staircase
- The alley provides rear access for garaged parking at the ground level
- Ground floor uses allowed: residential, live-work, management office, parking
- Entry elements: recesses entries with arches or canopies, stoops, patios



MICRO HOUSING / MODULAR HOUSING / TINY HOMES ON SMALL LOTS

A series of small detached single-story structures located on a small lot, providing multiple units aligned along an alley/pathway in a side-by-side configuration or arranged to a defined common open space.

- Individual entries for each dwelling unit from the alley, pedestrian pathway, or shared communal space
- The alley provides access for on-site parking
- Entry elements: recesses entries with arches or canopies, stoops, porches, patios, galleries



LIVE-WORK w/ RETAIL/SERVICE

Attached 2-3 story small- to medium-sized structures placed facing a public street, intended to provide a vertical mix of uses with ground-floor commercial, service, or retail uses along with upper-floor residential or live/work uses.

- Individual entries for each building through public sidewalks/pathways; may share staircase
- The alley provides rear access for garaged parking at the ground-level
- Ground floor uses allowed: live-work, retail, dining and drinking establishments, community services, management, parking and other uses
- Entry elements: recesses entries with arches or canopies, stoops, porches, patios, galleries

