



Chapter III — Commercial Design Guidelines



Southeast Chandler Area Plan

CHAPTER III - COMMERCIAL DESIGN GUIDELINES

Section A — Introduction

Within the Southeast Chandler Area (east of the Southern Pacific Railroad tracks) compliance with the following Commercial Design Guidelines is encouraged. For purposes of this Area Plan, these Commercial Design Guidelines are intended to apply to commercial developments, including retail, office, neighborhood services, and other non-residential and non-industrial uses. These Commercial Design Guidelines are intended to foster an atmosphere consistent with a rural character, retain and encourage architectural variety, promote quality development, and compliment both new and existing development.

Other desirable features include but are not limited to, integrated water features and perimeter lakes to provide a setting for walkways and seating areas for cafes, generous intersection landscaped setbacks at arterial corners with theme lighting, benches, turf, and gathering places.

Section B — Commercial Guidelines

Four-sided commercial architecture is a priority in Southeast Chandler. Building elevations facing and visible from adjoining residences, and backyards, should be designed to be in harmony with the residential environment through the use of color, material, texture, and varied treatment of segments of the commercial building. Blank walls are discouraged. Bay doors, loading docks, and other site utilities should be screened. While no particular architectural style is prescribed, the architectural style chosen for a project should achieve a reflection of the rural/agrarian character and be of a quality design. The design elements that are consistent with a rural/agrarian character include the following:

- simple, multi-planed pitched roofs;
- open rafters/tails with large overhangs;
- the appearance of “thick” walls;
- courtyards, arcades, intimate spaces;
- deep-set window and door openings;
- offset wall planes;
- fountains and other unique details; and
- sequencing of enclosed space/arches/colonnades.

Materials that are consistent with a rural/agrarian character include the following:

- wood, as an exposed structural or accent material;
- clay or concrete roof tiles;
- native fieldstone;
- wood window casements;
- brick;
- wrought iron;
- tile;
- slumpstone or river rock garden walls;
- metal or aluminum accents;
- slump block and bare split face concrete block;
- precision architectural concrete block;
- adobe; and
- stucco accents, smooth, sand, or light lace finish.

Multiple buildings in a single project should demonstrate a positive functional relationship with one another. Whenever possible, multiple buildings should be clustered to achieve a “village” scale.



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A clear and well-designed entry into the project site should be created using walls, signage, paving, and planting to visually link the site entry to the building(s). Low-level lighting should be used to clearly identify the entry from the street. The entry design should convey a rural character consistent with the Vision for Southeast Chandler.

Parking lots should be discouraged at street intersections and should not dominate the commercial site in areas adjacent to any street. Parking should be concentrated in areas away from the street, behind front pad buildings, berming, or other visible landscape features. All projects should demonstrate connection of the onsite pedestrian circulation system to the offsite public sidewalk. Commercial parking lots should be designed to separate cars and pedestrians. Shaded walkways are encouraged in commercial centers. Walkways should be designed to serve internal pedestrian circulation needs, and be integrated with pedestrian access to and from surrounding land uses, offside sidewalks, and walkways. Pedestrian linkages to nearby neighborhoods and other commercial properties should be provided where appropriate.

It is desirable to make new development in Southeast Chandler look "established" as quickly as possible. Planting new trees that are older and better developed is viewed as superior to planting small underdeveloped saplings. Planters and pots should be located where pedestrian flow will not be obstructed. Consider placing pots in locations where deep building recesses exist, where access is discouraged, to provide definition to spaces, and adjacent to blank walls to add interest to architectural monotony.

Public art that is provided in commercial development should be consistent with Southeast Chandler's rural/agrarian theme.

Parking lot lighting should be located, with shields or fixtures provided and adjusted, so as to preclude the lights from shining directly onto adjoining property or streets. Pedestrian scale low-level theme lighting that provides adequate levels of lighting for pedestrian safety, yet complies with dark sky policies, is encouraged.

Trash enclosures should be constructed with masonry walls and metal doors and should be architecturally compatible with the project. Vines should be planted to grow on walls, or other appropriate techniques used, to help deter graffiti.

Second-story windows, balconies, and other openings should be allowed only when backyards of adjacent residences will not be visible from the balcony or opening by persons sitting or standing in the commercial buildings.

Big box retail is generally not a recommended use in Southeast Chandler. Where it does occur, it should be located only along Arizona Avenue and/or within commercial nodes along Gilbert Road.