Restaurant Design Guidelines

Adopted by the City of Scottsdale

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Dennis Robbins Councilman

Mark Hammons, Vice Chairman

Andrea Lee Forman

Margaret Dunn

Mark Soden

Fred Davidson

J.T. Elbracht

RESTAURANT DESIGN GUIDELINES

PURPOSE

Scottsdale has many desirable aesthetic qualities and areas with unique character. These attributes have been closely guarded and nurtured by programs and initiatives intended to protect the community's aesthetic qualities and ensure design excellence. Despite this tradition, increasing development pressure for corporate driven design solutions threaten the very essence of what makes Scottsdale a desirable and unique place.

These guidelines are intended to promote good design that is responsive to its contextual setting. The guidelines outline the City's expectations with regard to restaurant design and are intended to assist applicants, decision-makers, and staff in the consistent development, review, and consideration of restaurant proposals. The guidelines are applicable to all restaurant types. The guidelines are to be applied throughout the community and are structured to respond to the varying conditions and constraints inherent to individual site and contextual settings.

KEY OBJECTIVES

- Protect and enhance the character and quality of commercial districts and maintain and strengthen a recognizable identity and character unique to Scottsdale.
- Strengthen the pedestrian environment and provide options for safe pedestrian access.
- Create a high level of expectation in the quality of restaurant architecture.
- Provide needed flexibility to respond to unique conditions and constraints inherent to specific areas within the community.
- Minimize negative impacts resulting from on-site activities on adjacent uses.
- Promote a balance between the community concerns over aesthetics with business requirements of the facility.

CHARACTER/ CONTEXT AND THE GENERAL PLAN

A variety of character /contextual settings exist in Scottsdale ranging from historic and urban settings in the Downtown to suburban and rural neighborhood settings in outlying areas. Scottsdale places a high value on architectural approaches that recognize a project's contextual setting. Each setting warrants a different response in terms of site development and design. Restaurant architecture should contribute to the established or desired character and identity of the community and neighborhood. Site-specific review with the effective implementation of these guidelines are intended to support the following Guiding Principles of the City's General Plan: **Enhance Neighborhoods; Support Economic Vitality; Seek Sustainability; Value Scottsdale's Unique Lifestyle and Character.**

DESIGN GUIDLEINES

These guidelines are intended to address exterior elements of restaurant design to help promote cohesive design and enable comprehensive review of such cases. The guidelines are intended for all new buildings and major renovations. All proposals should be in accordance with the zoning ordinance and Downtown standards if applicable. The guidelines are organized into five (5) sections including Site Design, Architecture, Landscape Design, Lighting, and Signage/Corporate Identification.

Site Design

The optimal layout of any individual site requires an in-depth understanding of local context and a thorough site analysis. The components of a restaurant to be considered in site design include, but are not limited to:
- Primary structure
- Outdoor Dining
- Entry and associated outdoor waiting area
- Service , utility infrastructure , refuse and storage area
- Pedestrian and vehicular circulation systems, parking and valet areas
- Drive through windows and associated equipment and stacking lanes

1.	All development proposals should show evidence of coordination with the site plan elements and other contextual influences of neighboring properties. Proposals should respond to local development patterns and the streetscape through the use of building setbacks, orientation, relationship of structures to the street and to each other. The layout of the site should respect and build upon the arrangement of buildings, open spaces and landscape elements of adjacent sites.
    - Where a common setback from the street is evident, new buildings should respect the established setback.

- Variation to an established setback is allowed if the resulting arrangement of buildings defines a useful public space such as a plaza or open space.
- Building entries should be convenient to parking but should also acknowledge the importance of the public realm.
- Seek and develop pedestrian linkages between adjacent properties.
- Seek and develop shared vehicular access points with adjoining sites where feasible.

2. Service areas, storage areas and refuse enclosures should be screened from public view and screened from adjacent sites. In highly developed settings, such as downtown, or in close proximity to residential areas, consider the use of trash compactors with odorizers.

3. The clustering of service and refuse areas is encouraged where adjacency of similar uses allows.

4. Drive-through windows or self-service drive-throughs are discouraged in the downtown.
    - In locations where drive-through facilities are permitted, drive-through windows, menu boards and associated stacking lanes should be carefully located to minimize the impacts on adjacent residential areas and should be adequately screened from public view and the view of adjacent sites.
    - Circulation shall allow for adequate length of stacking for drive through facilities that does not interfere with the movement of traffic or pedestrians on or off-site.

5. Site design shall accommodate a logical and safe vehicular and pedestrian circulation pattern throughout the site that minimizes conflicts. Linkages for pedestrians should be direct avoiding circuitous routes that are not easily understood.

6. Parking fields and expansive areas of paved surfaces should be broken up with landscape planting.

7. Outdoor dining areas are encouraged. The flow of indoor to outdoor spaces is desirable and can be facilitated by operable windows and doors. Outdoor dining areas should located away from adjacent residential areas and other sensitive uses.

8. Identify the location of above ground utility infrastructure facilities early in the design process. When possible, locate utility cabinets, switching cabinets, transformers, cable boxes, communications infrastructure, backflow preventors, irrigation control boxes and other similar above ground utilities in locations that do not conflict with featured views, outdoor dining areas and circulation patterns. Utility cabinets should not be located within parking lot landscape islands or in

highly visible locations within the right-of-way. Utilities should be screened to the extent allowable by operation requirements.

Architecture

The intent of the following architectural guidelines is to encourage creative architecture that is responsive to local and regional context and contributes to the aesthetic identity of the community. Each building will be evaluated with regard to the guidelines below to achieve a final building of good proportion, massing, and scale within its unique context.

1.	Building design should take into consideration the unique qualities and character of the surrounding area.

2.	Building elements that speak to the desert environment and climate, such as, architectural shade devices, a strong relationship to the ground plane, sheltered and deeply recessed windows and the use of materials and textures that are associated with the region are encouraged to define the project identity to the Arizona Sonoran Desert.

3.	Buildings that derive their image predominantly from applied treatments that express corporate identity are discouraged. A building should respond to its context first.

4.	Where awnings are used, they should be functional and provide maximum shade to the window area. Awnings should be of opaque architectural grade material and should not be internally lit. Metal awnings are preferred to fabric awnings for reasons of durability and flexibility.

5.	The design of stand-alone restaurants should conform to the dominant existing or planned character of the surrounding neighborhood. This can be accomplished through designs that feature interpretations of nearby building designs. Such features may include but are not limited to color, forms, materials, proportional relationships and fenestration patterns.

6.	The design of a restaurant that occupies a pad or portion of a building within a planned shopping center should share similar design characteristics and design vocabulary. Precise replication is not necessary or desirable. Consider utilizing similar color, material and texture found within the architecture of the primary building. The proportion and massing as well as the use of details and special features as found on the primary structure should be appropriate to the smaller scale of the proposal.

7. All sides of a building should express consistent architectural detail and character. All site and screen walls should be architecturally integrated with the building.

8. Building should respond to solar heat gain, reflectivity and glare through building orientation and the use of architectural shading devices such as pronounced eaves, fin walls and covered walkways.

9. Shading for outdoor dining should be architecturally integrated with the main structure or compliment the massing of the building.

10. Buildings should reduce their perceived height by dividing the building mass into several smaller-scaled components to reduce their visual impact and provide a more human scale Possible treatments to avoid excessive height include:
    - Low-scale planters and site walls
    - Architectural wainscot treatment
    - Clearly pronounced eaves or cornices
    - Subtle changes in material color and texture
    - Breakdown of the building into distinct masses.
    - Covered pedestrian frontages and recessed entries

11. Buildings should reduce their apparent bulk by dividing the building mass into several smaller-scaled components. Possible treatments to avoid excessive bulk include:
    - Low planter walls and site walls
    - Variation in roof forms and heights, including variations in parapet height allowed when mechanical units can be clustered
    - Areas of shadow created by the division of horizontal planes with recesses and projections
    - Covered pedestrian frontages and recessed entries
    - Deeply set windows with mullions

12. The following architectural treatments are generally discouraged:
    - Gradation in paint color applied to one surface or the use of large graphics
    - Extended bands of vibrant and/or highly contrasting corporate.
    - Long uninterrupted expanses of glass
    - Floor to ceiling glass storefront treatments

13. Building colors should emphasize muted earth tones. The use of highly reflective or glossy materials should be limited and are not appropriate in all contexts.

14. Drive through elements should be architecturally integrated into the building, rather than appearing to be applied or "stuck on" to the building.

Landscape Design

Landscaping should be integral to the overall design concept and should be carefully planned to serve more than one purpose. The intent of these guidelines is to ensure that landscape design contributes to the overall appearance and function of the site and streetscape.

1.   Landscaping should blend with the dominant existing or planned streetscape and character of the area.

2.   Landscaping should be provided at the base of buildings to anchor them to the surrounding environment and soften the structure. In-ground landscaping should comprise the majority of the landscaping requirement. Raised planters are acceptable when designed to accentuate the architecture and or create pedestrian seating areas.

3.   Trees should be used throughout paved areas and along pedestrian pathways to provide shade, to reduce heat build-up and glare.

4.   A landscape buffer should be provided to screen restaurants uses from adjacent residential uses.

5.   Dense landscaping and architectural treatments used in combination should be provided to screen unattractive views and features such as storage areas, trash enclosures, utility cabinets, and other similar elements.

6.   The site design for projects located at street corners should provide special landscape treatment at street intersection to anchor the corner where the built form is not in evidence.

7.   The use of mature trees is encouraged to provide an immediate impact especially when used in buffering adjacent uses.

8.   Proper maintenance and timely replacement of plant material is expected and required by ordinance.

Lighting

Site lighting and architectural lighting of restaurants should provide the user with illumination levels appropriate for the designed activity (i.e. parking, walking, outdoor dining). Illumination levels should also be reasonably uniform throughout the site and absent of glare.

1.   A lighting design and plan must accompany all applications for new development or redevelopment. The lighting plan must include, but not limited to: type of

lighting equipment, the lamp source and wattage, fixture locations, mounting height, shielding, mounting details, and photometric data, including point-by-point horizontal illuminance at ground level and uniformity ration, etc. (per consultant). All illumination of the site, even that from architectural lighting, should be taken into account in the lighting plan.

2. Avoid competing light levels and maintain balanced light levels on-site and between adjacent properties. The exterior lighting design must take into account the background lighting levels, lighting from other sources, and cha racteristics of the surrounding area.

3. Recommended light level guidelines and uniformity ratios established by the Illumination Engineering Society of North America (IESNA) in the IESNA *Lighting Handbook (current edition)* should be considered and incorporated where appropriate for lighting designs.

4. Light glare or excess brightness should be minimized. Cut-off fixtures, mounting heights, and the elevation of potential viewers must all be considered for effectively controlling glare by directing light below the horizontal.

5. Light trespass beyond property lines by shielding or aiming fixtures away from residential properties should not exceed ambient light levels.

Signage /Corporate Identification

The architecture of the building should be viable and appropriate for its location and use regardless of the business identity. Restaurant signage plans should reflect a balance between allowing adequate signage for business identification while protecting the visual aesthetic of Scottsdale's streetscapes. Other forms of branding or business identity not falling under the sign ordinance will be viewed as architectural elements and features and evaluated as such.

1. Applied treatments used to achieve business identity, either by awnings, accent bands, paint or other applied color schemes, signage, parapet details, decorative roof details or materials should not be the dominant architectural feature. Accent colors should be used judiciously.

2. All signage should be architecturally integrated with their surroundings in terms of size, shape, color, texture, and lighting so that they do not visually compete with architecture of the building and design of the site. Signs should be integrated such that they become a natural part of the building façade.

3. When multiple corporations share one site, signs should be integrated as one unit to create shared identity for the property to the extent permitted by the ordinance or be located and/or designed as a package.

4.   Building design should anticipate signage. Designs should provide logical sign areas, allowing flexibility for new users as the building is re-used over time.

5.   Repetitious signage information on the same building facade should be avoided.

6.   Signs composed of individual letters are encouraged. Back lit or indirectly lit individual letters are generally desirable.

7.   Visible raceways and transformers for individual letters are discouraged.