

RESTAURANT DESIGN GUIDELINES

what is it?

These guidelines are the specific restaurant design objectives of the Citywide Design Guidelines. They include design guidance for corporate driven architecture and branding, service activities, drive-through facilities, pedestrian movement, landscaping, and outdoor dining.

where does it apply?

Citywide, applied to new development, redevelopment, and major renovation projects. (The Downtown area has its own specific guidelines)

who needs to use it?

Residents and neighborhoods, Development Review Board (DRB), City staff, developers and property owners, all those involved in the development review process.

why was it developed?

In response to increasing concerns about the quality and character of design in the community, the City Council, Planning Commission, and Development Review Board (DRB) directed staff to prepare design guidelines for a range of development types.

key points:

- 1 Building design should anticipate signage and provide logical sign areas, allowing flexibility for new users as the building is reused over time. When multiple corporations share one site, signs should be integrated as one unit to create shared identity for the property. (as permitted by ordinance)
- 2 Service areas, storage areas and refuse enclosures should be screened from public view and adjacent sites. In some settings the use of trash compactors with odorizers should be considered. Clustering of service and refuse areas is encouraged where similar adjacent uses allow.
- 3 Drive-through windows, menu boards, and associated stacking lanes should be located to minimize impacts on adjacent residential areas and screened from public and adjacent site views. Stacking lands and circulation shall not interfere with the movement of traffic or pedestrians on or off-site.
- 4 Outdoor dining areas are encouraged, but should be located away from adjacent residential and other sensitive uses. The flow of indoor to outdoor spaces is desirable and can be facilitated by operable windows and doors.
- 5 Where awnings are used, they should be functional and provide maximum shade to the window. They should be of opaque architectural grade material and should not be internally lit. Metal awnings are preferred to fabric awnings.
- 6 Buildings should reduce their apparent bulk by dividing the building mass into several smaller-scaled components.
- 7 Drive through elements should be integrated into the building, rather than appearing to be applied or "stuck-on" to the building.
- 8 Business identity treatments, such as awnings, accent bands, paint, or other applied color schemes, signage, parapet details, and decorative roof details or materials should not be the dominant architectural feature. Accent colors should be used judiciously.

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Development Review Board adoption - May 18, 2000

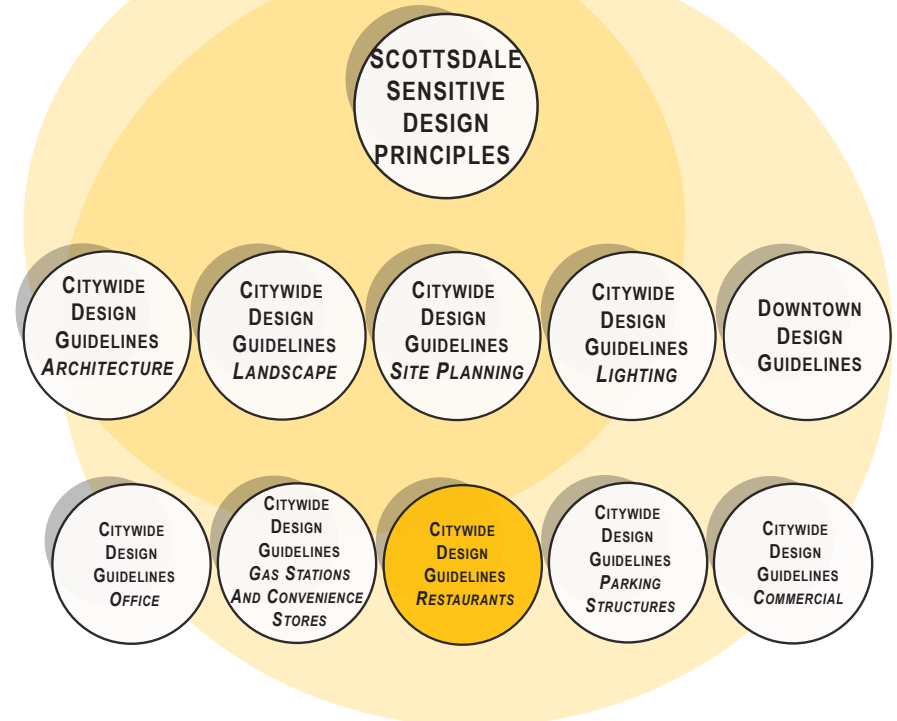
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CITYWIDE DESIGN OBJECTIVES



where is the full policy?

Planning and Design Library - Community Design Studio
 Online at <http://www.ScottsdaleAZ.gov>
 One Stop Shop/Records

references and related articles:

- City of Scottsdale General Plan (2001)
- Downtown Urban Design and Architectural Guidelines (1986, rev. 2004)
- Citywide Design Guidelines: Architecture, Lighting, Landscaping, Site Planning
- Specific Guideline Details: Office, Gas Stations/Convenience Stores, Parking Structures, Commercial