

PROPOSED MARCH 1, 2010

BROADWAY VILLAGE

ARCHITECTURAL DESIGN GUIDELINES



Design Review Process

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The process for design review is dynamic and interactive and spans the project. The project architect and the owner's representative group will engage in a dialog very early on so that each aspect of the designed project is initiated in a manner supported by a self certified process and developed in the spirit of these guidelines. The various phases of the conventional design process normally listed in the agreement between owner and architect. The meetings of the owner's representative group are project specific and will be arranged according to the individual project schedule.

First, a conceptual design review takes place at the earliest stage when a new project is to be presented to the owner's group. Conceptual design is defined as the vision for the project; its architectural character, its physical dimensions and its proposed massing will be of primary concern at this phase. The proposed overall project schedule will also be discussed.

The owner's group will issue a letter following this meeting starting its recommendations, if any, for conformance to these guidelines. This phase will be followed by the schematic design phase.

Second, a review of the project will occur at a more advanced stage of design, roughly 50percent of design development, to consider building materials, details and overall development of the design. Also, the owner's group will particularly consider whether the vision for the project presented at the first meeting has been maintained. Project schedule will also be reviewed.

The owner's group will then issue a second letter following this meeting that states its recommendations, if any, for conformance with these guidelines.

Third, a final review of the project will be held at roughly 90 percent of the Construction Documents phase to ensure that the approved design intentions and vision are preserved and confirm its scheduled completion date.

Following this third and final review, the owner's group will issue a third letter that states its final recommendation, based upon the project as it has been presented.

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- Guidelines should be clear, concise and enforceable.
- They should recognize the particular character of Broadway Village and provide instruction for transition zones between new and existing architecture.
- They should protect the present attributes of Broadway Village, particularly the history and physical character that give it a strong sense of place in midtown Tucson.
- Guidelines should provide a framework for design but allow for creativity and innovation.
- They should address adjacent neighborhoods and provide for transitions at the edges of the property.
- Guidelines should be consistent with the PAD for Broadway Village and the intentions of that document.
- They should embrace the ethic for sustainable design.
- They should encourage the design and construction of buildings that are physically durable and visually enduring in a method that is consistent with the existing structures of Broadway Village.

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Tucson's architectural heritage is a composition of multiple traditions. A vernacular developed prior to statehood in 1912 including row houses constructed of adobe and rough-hewn lumber, Victorian railroad houses made of fired clay bricks, milled lumber and cast iron details and various expressions of the Arts and Crafts movement. Trends in the early 1900's such as Spanish Colonial Revival style and Craftsman and Mission Revival styles eventually made their way to Tucson but a strong Hispanic influence continued to influence design as well. It is during this time period the architect Josias Joesler arrived in Tucson.

The "Joesler style" borrows extensively from historic and contemporary styles of the time and blended them with local building materials and traditions. The majority of his work could be classified as Spanish Colonial with elements such as smooth stucco walls, arches, elaborate wrought iron ornamentation, low-pitched clay tile roofs, overhanging eaves and brick capped parapets often punctuated by canales to drain water from the roof.

For existing Buildings B and C Broadway Village, Joesler blended traditional forms such as arches, tile roofs and courtyards. Designed with an intimate scale of a Spanish Colonial village center, the buildings are a blend of stucco and mortar washed bricks to give the overall sense of an older period. Decorative items such as a tile on lower sections of exterior walls, metal framed "French" windows, wrought iron, a weather vane and statuettes give Broadway Village a strong sense of place.

For more information on Josias Joesler see Joesler & Murphey: An Architectural Legacy for Tucson by R. Brooks Jeffery.

Existing Building A in the western portion of Broadway Village is a mid century addition designed by Mexican architect Juan Warner Baz. While a good example of a period reinterpretation of the older portions of Broadway Village, this will not be used as a standard for future development. These characteristics do not so much identify a style as they do prescribe an attitude and feeling for forms of buildings and the whole they create. Individual characteristics may or may not be important toward establishing whether a new and particular design proposal manifests its overall quality as being appropriately similar to the architectural style of Broadway Village. New building proposals should be taken as a whole – judgment can then be made about its particular appropriateness as a new addition to the center:

- The use of light, shade and shadow
- Textural qualities that take advantage of the sunlight
- Thick wall/wide overhangs
- Building forms that harmonize with the surrounding scale of the existing structures and neighborhoods
- Materials and colors complimentary to the existing structures
- Planned outdoor spaces including shaded courtyards and pedestrian walkways

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While building forms in the Southwest vary, common elements have developed in response to the hot, dry Sonoran Desert climate and with the influence of the variety of cultures which settled here. These traditional forms, such as flat-roofed vernacular row houses with parapets, the redefined 'mission revival style' and the low-sloped clay tile roof structure come together to create an architecture with a strong regional character. Broadway Village is a striking example of historical Spanish Colonial architecture. Characteristic of most mission style architecture, Broadway Village predominately uses the limited palette of building materials which were available to the Spanish missions of the Southwest. Installations utilize massive walls with limited fenestration, wide projecting eaves and low-pitched clay tile roofs. Other features include long arcaded corridors, pierced arches and courtyards.

Such Elements shall serve as design standards in helping to define the architecture of Broadway Village:

- Roofs and parapets
- Roofs with low slopes in keeping with regional and local traditions.
- Architecturally detailed parapets with special consideration given to the appearance when seen against the sky and the patterns created by sun and shadow.
- Extended roofs covering arcades and large pillars or columns to create shade and areas of respite for pedestrians.
- Encourage the use of roof-installed solar energy devices that are architecturally integrated into the building.
- Use of materials consistent with the existing structures of Broadway Village.
- Windows and Orientation
- Windows to the North and shaded windows to the South.
- Fewer windows on East and West walls.
- Window shapes that are primarily rectangular.
- Exterior windows utilize natural light providing for views, an indoor/outdoor ambiance and where applicable address the interplay between retail establishment and street traffic while being mindful of solar energy impact.

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As Tucson's first suburban shopping center Broadway Village enjoys an intimacy of human scale not common to buildings with similar programs throughout the community.

Building Massing

- Articulation of the vertical massing with architectural detail, material and textural variation and terracing.

Solar Protection

- Solar Protection for openings with the use of overhangs, trellises or other devices consistent with the existing methods in use at Broadway Village.
- High performance glass, particularly on East and West exposures.

Doors and Entries

- Shaded and architecturally detailed to be friendly and inviting, protecting users from the weather while clearly demarcating their purpose.
- Safe and secure.

Accessibility

- Pedestrian entries at grade.
- Minimum usage of steps and ramps.

Wall Openings

- Window and Door openings detailed and enriched to enhance human scale.

Pedestrian Detail

- Provide architectural detail that visually relates to and guides pedestrians.
- New structures shall maintain the human scale, pedestrian quality and character of the existing portions of Broadway Village.

Expression of Structure

- Visually, the elements of the building such as beams, columns and walls shall appear to be properly supported and balanced to create clarity of structural expression in a manner consistent with the original sections of Broadway Village.

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As previously mentioned, historical Mission Revival architecture draws upon the construction of Spanish Missions in the Southwest. It is as well a part of a larger movement – the Arts and Crafts movement—and as such employs signature details such as well crafted inglenook-like corners, beamed ceilings, handmade metal details and tile details.

Readily available and indigenous materials

- Select materials with the idea of localizing the architectural effect and ambiance in a method coherent with the original structures.

Tactile Expression

- Choose building materials for their tactile effects, to be used in a contrasting manner; rough surfaces against smooth, vertical patterns against horizontal and so on.

Integral Color

- Choose materials for their integral colors and their visual and physical permanence in the Sonoran Desert.
- Colors shall be selected from the Broadway Village Colorization Plan or approved by the owner's representative group.

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Broadway Village has a unique set of architectural details which add visual interest and give the entire center a strong sense of craftsmanship.

Shade and Shadow

- Detail that responds to the brilliance of the sunlight creates opportunities for shade and shadow effects. Consider the amount of relief when proposing detail to achieve acceptable and desirable effects of shade and shadow similar to that of the existing parapet treatments of Broadway Village.

Articulation

- Architectural articulation such as clear definition between building masses or the design of items like lintels above windows and doors and how a column supports a beam.

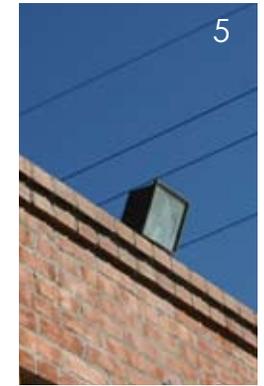
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1. Blade signage to be retained as a model for future signage.
2. Acceptable stand-off signage.
3. Box signage to be phased out.
4. Acceptable with limited use.
5. Acceptable reverse channel neon signage.
6. Box signage to be phased out.
7. Blade signage to be retained as a model for future signage.
8. Relief signage to be phased out.
9. Acceptable reverse channel neon signage.
10. Plaque signage to be retained as a model for future signage.
11. Surface applied signage to be phased out.
12. Existing Monument Sign.
- 12 a. Proposed monument sign.
13. Temporary window banner.
14. Temporary wall banner.
15. Temporary door banner.

Existing graphics provide an excellent starting point for developing a colorful and elegant way finding and tenant identification system. The goal is to replace existing undesirable signage with acceptable signage that is historically unique and varied.

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1. Acceptable small scale historic accent lamp in South parking lot.
2. South parking lot lighting.
3. South parking lot lighting.
4. Acceptable fixture South West corner of Building C.
5. Existing fixture to be phased out.
6. Acceptable fixture East elevation of Building C.
7. Existing fixture to be phased out.
8. Existing fixtures at soffit entryway.
9. Existing fixture to be phased out.
10. Acceptable fixture South walkway Building B.
11. Acceptable fixture North elevation of Building B.
12. Acceptable fixture West elevation of Building C.
13. Acceptable small scale capped lamp on Broadway pedestrian path.
14. Acceptable fixture courtyard stairway of Building B.



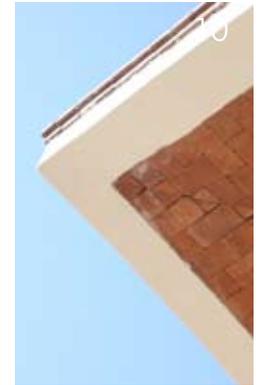
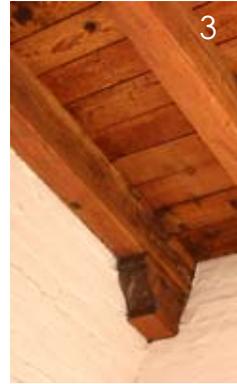
Existing fixtures to remain will be painted satin black enamel or oiled bronze / rusted or faux / antique bronze. Undesirable existing light fixtures will be removed and replaced with approved fixtures.

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1. South parking lot lighting.
2. South walkway Building B.
3. Fixture on South East corner Building B and arch joining Buildings B and C beyond to be removed.
4. East elevation Building C.
5. North elevation Building C.
6. North elevation Building C.
7. Courtyard stairway of Building B.
8. Courtyard between Buildings B and C.
9. North elevation Building B.
10. East elevation of Building A.
11. Proposed standard parking lot light pole / fixture.



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1. Architecturally detailed parapet.
2. Texture expressed through irregular masonry surface.
3. Carved wood corbels used in areas with minimal exposure to sunlight.
4. Decorative tile.
5. Low pitched clay tile roof with wood corbels. Painted masonry wall.
6. Architecturally detailed parapet and stucco wall.
7. Architecturally detailed parapet and mortar washed brick.
8. Decorative tile.
9. Thick stucco wall with inset wood doorway.
10. Contrasting adjacent surfaces.
11. Original brick pavers.
12. Metal framed "French" windows.
13. Adobe parapet cap.
14. Decorative wrought iron.
15. Hand painted Mexican tile.

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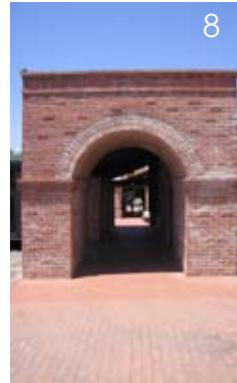
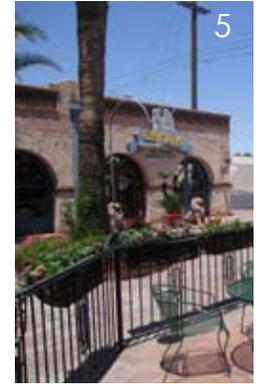
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1. Brick arch connecting Buildings B and C.
2. Shaded walkway on South side Building B.
3. Courtyard stairway Building B.
4. Narrow rectangular windows South face Building C.
5. Wrought iron railing and arches in courtyard.
6. Pedestrian scale and detail West elevation Building B.
7. Courtyard stairway and terracing Building B.
8. Archway with deep shadowing over walkway South side Building B.
9. Thoughtful detailing where building meets the sky.
10. Building A North elevation.
11. Thoughtful detailing where building meets the sky.
12. Thick walls with deep openings.
13. Archway South side Building B looking in from parking lot.



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The importance of visual harmony is an important element of Broadway Village. This is achieved with visual interaction and dependency between adjacent structures.

Areas between buildings

- Provide pedestrian shade and landscaping between structures.
- Ensure that the space has functional purposes such as passive recreation, pedestrian circulation and that the space has a clearly intentional visual focal point.

Pedestrian connections

- Ensure pedestrian connections are convenient, obvious and accessible.

Architectural compatibility

- Consider material choices, architectural scale and detail.
- New buildings must visually co-exist with older structures.

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Building-to-Street relationship and pedestrian paths are especially important in establishing a cohesive visual harmony.

Prevailing scale at the street

- Maintain prevailing neighborhood scale and/or articulate massing of new structures to maintain that scale.

Street frontage/setback

- Maintain existing street building alignments or setbacks as a means of providing visual uniformity.

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Any new project's landscaping should be consistent with the community need to conserve and retain water, plus a desire to visually integrate with the existing historic Broadway Village landscaping. Plant selection should conform to the "Landscape Program" found in the PAD.