



**4.01. GENERAL DESIGN GUIDELINES
(THE PEDESTRIAN REALM)**

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PROJECT - WIDE
DEVELOPMENT CONTROLS **4**



- Amenity zone adjacent curb, accommodating street trees, planters and light fixtures.



- Generous sidewalk w/ strong sense of enclosure

A STREETScape

A.1. Provide sidewalks with ample width to support safe and comfortable pedestrian movement. The widest sidewalks will be along pedestrian shopping streets to accommodate multiple activities, including window shopping, outdoor dining, etc.

A.2. Introduce traffic calming measures where pedestrian activity will be heaviest, including curb bulb-outs, enhanced crosswalks, and on-street parking.

A.3. Incorporate streetscape amenities including street trees, street furniture, pedestrian scaled street lighting, way-finding signage, special paving, etc. A high level of amenity is critical where pedestrian activity is most desired.

A.5. Select a coordinated palette of street furnishings and other amenities that enhance project identity and reinforce the hierarchy of the streets. Durable furniture items shall be specified.

A.6. Plant street trees throughout the project, including boundary arterials and the interior road network, to contribute to the spatial definition and beauty of streets, and provide shade and comfort for pedestrians. Trees species, size and spacing should reflect street hierarchy and function, while maintaining vehicular sight lines.

A.7. Choose tree species that withstand urban conditions and that are commonly used as street trees; deciduous canopy trees are generally encouraged. A minimum 24" box specimen is required for street trees.

A.8. Introduce decorative, pedestrian-scaled fixtures that emit a warm light along sidewalks and walkways. A combination of pedestrian and vehicular scaled street lighting is acceptable along boundary arterials and at major vehicular entrances.

A.9. Place street furniture at frequent intervals along sidewalks for pedestrian comfort and use. Benches, trash receptacles, and planters are especially important along pedestrian shopping streets. Bicycle racks and water fountains should be added at or near places where people congregate.

A.10. Locate street amenities in a zone adjacent to the curb as a physical and perceptual barrier to automobile traffic. This is an especially appropriate location for street trees and tree lawns, pedestrian scaled lighting, and street furniture, including planters, benches and trash receptacles.

A.11. Use project signage and environmental graphics to assist way-finding and reinforce project identity. Project identification signage, directional signage, way-finding directories, and banners should be part of the street scene.

A.12. Promote opportunities for public art along streets to highlight special locations such as area gateways, focal intersections, and/or gathering spaces. Unique artisan designed streetscape details are also encouraged to distinguish the project.

A.13. Explore opportunities to accommodate outdoor dining along pedestrian shopping streets. Outdoor dining should be situated to maintain pedestrian flows.

B OUTDOOR SPACE

B.1. Define and contain outdoor space through a combination of building and landscape. In general, open spaces should take on the character of “outdoor rooms” that complement the streetscape.

B.2. Establish an immediate physical and visual connection between sidewalks and outdoor rooms, such as plazas and paseos. These spaces should be located at or near the same grade as adjacent sidewalks.

B.3. Introduce elements that establish a comfortable transition between indoors and outdoors, for example, canopies, awnings, trellises or similar features.

B.4. Make outdoor space comfortable for human occupation and social interaction. Decorative paving, plants, furniture and lighting should shape, embellish, and give purpose to outdoor space; a high level of open space amenity is encouraged throughout the project.

B.5. Employ a rich, yet coordinated palette of landscape materials to provide scale, texture, and color. Warm materials and details that are pleasing to the eye should be incorporated.

B.6. Use trees to help regulate sun and shade, and create a pleasant microclimate. Deciduous canopy trees are generally recommended for plazas, although ornamental species may be appropriate at gateways or as special features in the landscape.

B.7. Plant a minimum 24” box specimen tree within outdoor spaces, except that a 36” box specimen or larger is recommended in key plazas. The intent is to achieve a positive impact in a reasonably short duration.

B.8. Introduce decorative, pedestrian-scaled fixtures that emit a warm light. Special accent landscape lighting such as tree up-lights, twinkle lights, etc., may also be also appropriate.

B.9. Incorporate seating, trash receptacles, and planters. Bicycle racks and water fountains may be appropriate as well. Moveable seating and planters should be considered where flexible use of space is desired; for example, within the main public plaza.

B.10. Use project signage and environmental graphics to assist way-finding and reinforce project identity. Project identification signage, directional signage, way-finding directories, and banners may be incorporated within outdoor spaces.

B.11. Promote opportunities to incorporate art pieces or special landscape features within outdoor spaces throughout the project. For example, a sculptural piece or fountain may serve as the focal point for a plaza, and unique artisan designed landscape details may be integrated to help distinguish the project.

B.12. Design outdoor spaces with safety in mind, allowing for surveillance from the street. Where appropriate, encourage the presence of uses that will activate an outdoor space, for instance, retail shops, outdoor cafes and vendors may occupy a plaza or its perimeter.



•Attractive and usable outdoor space, including functional seating and shade



•Rich and coordinated landscape treatment embellishes outdoor space



•Project identity signage integrated w/ landscape features



•High quality materials and design

C PROJECT SIGNAGE

C.1. Use signage to identify the project, as well as to focus and guide both pedestrian and vehicular circulation throughout the project. Project signage should be placed accordingly.

C.2. Incorporate project identity signage that is fully integrated with the landscape treatment as gateway markers.

C.3. Provide vehicular directionals that guide motorists to important destinations on-site, including major attractions and parking facilities.

C.4. Include directional signs and maps that guide persons on foot to important public services and facilities, outdoor gathering areas, and major tenants.

C.5. Design project signage that is compatible with the overall site design and immediate surroundings in both scale and character.

C.6. Employ a unified motif for all Commercial District Signage. A separate motif may be considered for the Medical District signage, although a degree of compatibility should be maintained.

C.7. Encourage directional signage that is integrated with site fixtures (e.g., pole lights) and actively seeks to combine messaging with the most efficient use of space.

C.8. Utilize clear and legible signage. ADA standards for type size, type style, color contrast, and height shall be met.

C.9. Construct project signage of high-quality, durable materials. Appropriate examples include precast concrete, and brushed, anodized or painted metals.

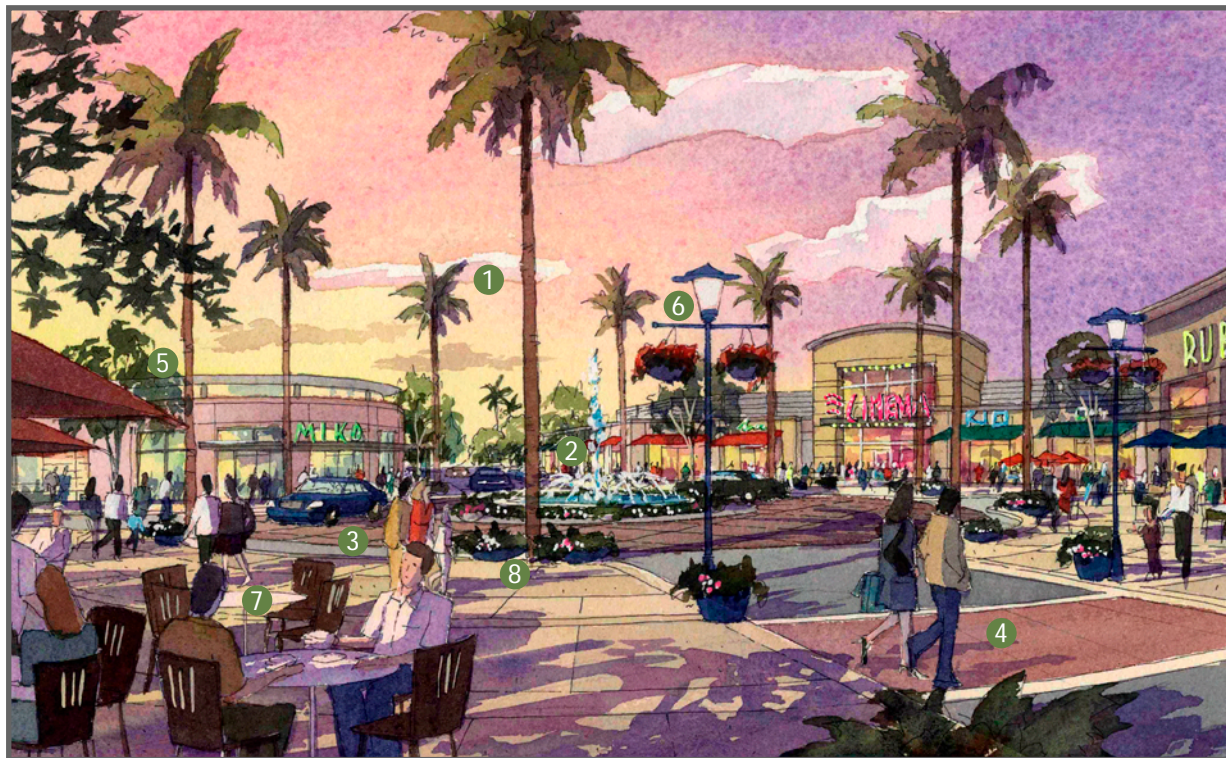
C.10. Integrate project signage and lighting. Unobtrusive and attractive external forms of lighting are appropriate for most project sign types, although major gateway signage may incorporate more dramatic lighting displays.

D EXHIBIT 28. PEDESTRIAN SPACE DESIGN CONCEPTS

Exhibit 28

Elements

- 1 Ornamental Trees Highlight Intersection
- 2 Fountain as Focal Element
- 3 Special Paving @ Intersection
- 4 Clearly Demarcated Pedestrian Crosswalk
- 5 Canopy Street Trees
- 6 Decorative Pedestrian-scaled Lighting
- 7 Outdoor Dining
- 8 Decorative Planters Adjacent Curb



D. PEDESTRIAN SPACE DESIGN CONCEPTS

4.02

STREET TYPOLOGIES

A BOUNDARY ARTERIAL: AVENUE K-8

A.1. Intent. Avenue K-8 will be improved as a minor arterial roadway providing access along the northern boundary of the project site, as well as to existing and future adjacent land uses. Landscape treatment must respect the nearby residential character, incorporating canopy street trees, and suitably wide sidewalks.

A.2. Standards

a. Right-Of-Way	84 - 94 feet +/-
b. Curb-to-Curb Width	68 - 78 feet +/-
c. Travel Lanes	2 lanes each direction + plus a two-way left turn lane
d. Travel Lane Width	12 - 14 feet +/-
e. Bike Lane	4 - 5 feet each direction
f. Parking Lanes	none required*
g. Sidewalks	8 feet +/- **
h. Street Trees	include canopy street trees @ 30 feet o.c. avg. along property frontage

* Inclusion subject to review and approval by the Reviewing Agency.

** A parkway adjacent the curb (10 feet minimum width recommended) may be added at the discretion of the Reviewing Agency.

A.3. Design Guidelines

a. Improve Avenue K-8 so that it properly functions as an arterial roadway bounding the project site on the north. Two travel lanes in each direction are to be provided in addition to a two-way left turn lane. (A temporary configuration of two travel lanes eastbound, one lane westbound, and a left turn lane may be accommodated subject to review and approval by the Reviewing Agency.)

b. Introduce a dedicated bicycle lane along each side of the roadway with the ultimate goal of connecting Lancaster City Park with the bike route traveling along Sierra Highway.

c. Provide an eight (8) foot wide sidewalk along the street. Additionally, a parkway located adjacent the curb may be incorporated along one or both sides of the street at the discretion of the Reviewing Agency; a minimum width of ten (10) feet is recommended for the parkway.

d. Incorporate vehicular scaled light fixtures along the roadway. Integration of pedestrian scaled fixtures is also recommended.

e. Plant street trees along the property frontage or within the parkway, where provided. An average spacing of at least thirty (30) feet on center is recommended.

f. Treat the adjacent setback with compatible landscape, including trees, shrubs and ground-cover. A simple, informal design concept is in keeping with the nearby residential use.

g. Connect walkways into the project site with the boundary sidewalk.

h. Demarcate pedestrian crossings with decorative paving.

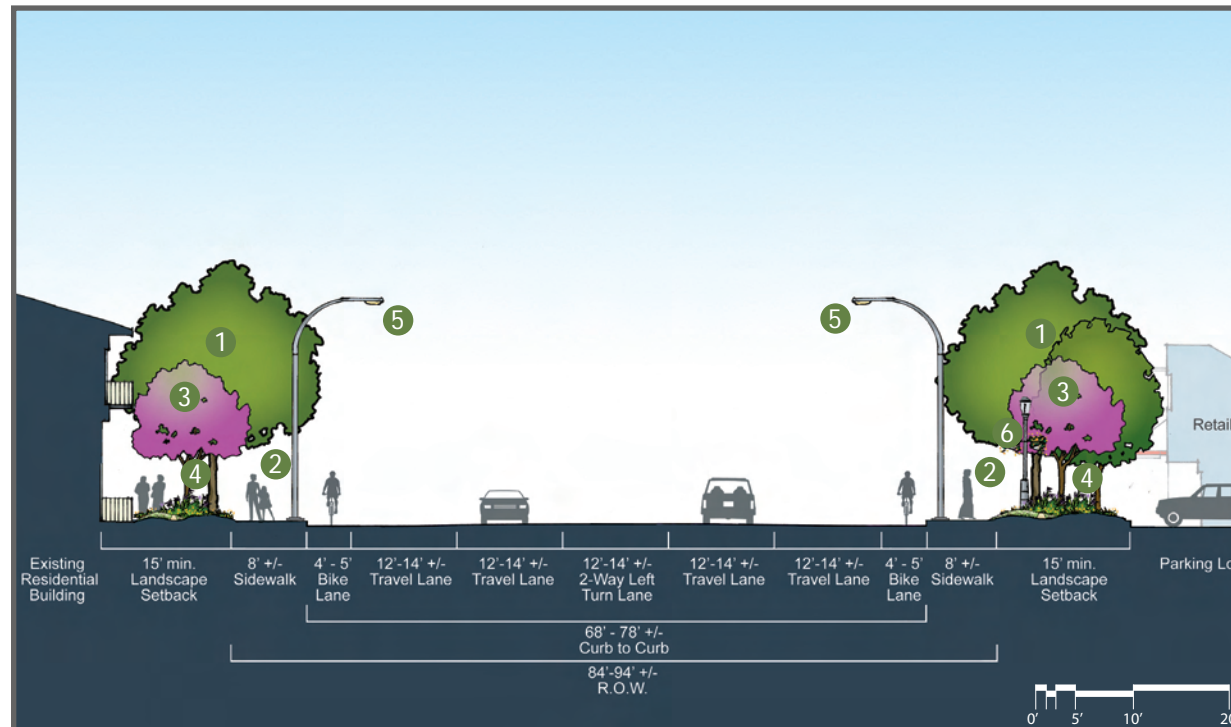
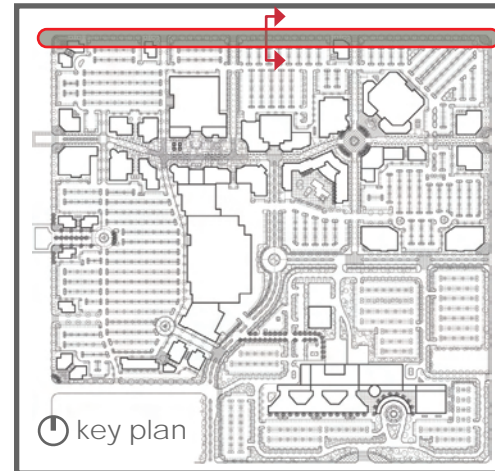


•Roadway featuring parkway w/ consistent street tree planting

Exhibit 29

Streetscape Elements

- ① Canopy Street Tree (30' o.c. +/- spacing)
- ② Sidewalk (8' +/-)
- ③ Informal Tree Planting
- ④ Landscape Setback
- ⑤ Vehicular Scaled Light Fixture
- ⑥ Pedestrian Scaled Light Fixture



A.4. CONCEPTUAL STREET SECTION

B BOUNDARY ARTERIAL: 5TH STREET WEST

B.1. Intent. 5th Street West will be constructed as a minor arterial roadway providing access along the eastern boundary of both the Commercial and Medical Districts, as well as to future adjacent uses. Because adjacent land uses are undefined, the street and required setbacks should be treated as an attractive landscape corridor that will enhance the project and surroundings.

B.2. Standards

a. Right-Of-Way	76 - 86 feet +/-
b. Curb-to-Curb Width	60 - 70 feet +/-
c. Travel Lanes	2 lanes each direction plus a two-way left turn lane
d. Lane Width	12 - 14 feet +/-
e. Parking Lanes	none required *
f. Sidewalks	8 feet +/- **
g. Street Trees	include canopy street trees @ 30 feet o.c. avg. along property frontage

* Inclusion subject to review and approval by the Reviewing Agency.

** A parkway adjacent the curb (10 feet minimum width recommended) may be added at the discretion of the Reviewing Agency.

B.3. Design Guidelines

a. Construct 5th Street West so that it properly functions as an arterial roadway bounding the project site on the east. Two travel lanes in each direction are to be provided in addition to a two-way left turn lane. (A temporary configuration of two travel lanes eastbound, one lane westbound, and a left turn lane may be accommodated subject to review and approval by the Reviewing Agency.)

b. Provide an eight (8) foot wide sidewalk along the street. Additionally, a parkway located adjacent the curb may be incorporated along one or both sides of the street at the discretion of the Reviewing Agency; a minimum width of ten (10) feet is recommended for the parkway.

c. Incorporate vehicular scaled light fixtures along the roadway. Integration of pedestrian scaled fixtures is also recommended.

d. Plant street trees along the property frontage or within the parkway, where provided. An average spacing of at least thirty (30) feet on center is recommended.

e. Treat the adjacent setback with compatible landscape, including trees, shrubs and groundcover. A simple, informal design concept is recommended.

f. Connect walkways into the project site with the boundary sidewalk.

g. Demarcate pedestrian crossings with decorative paving.

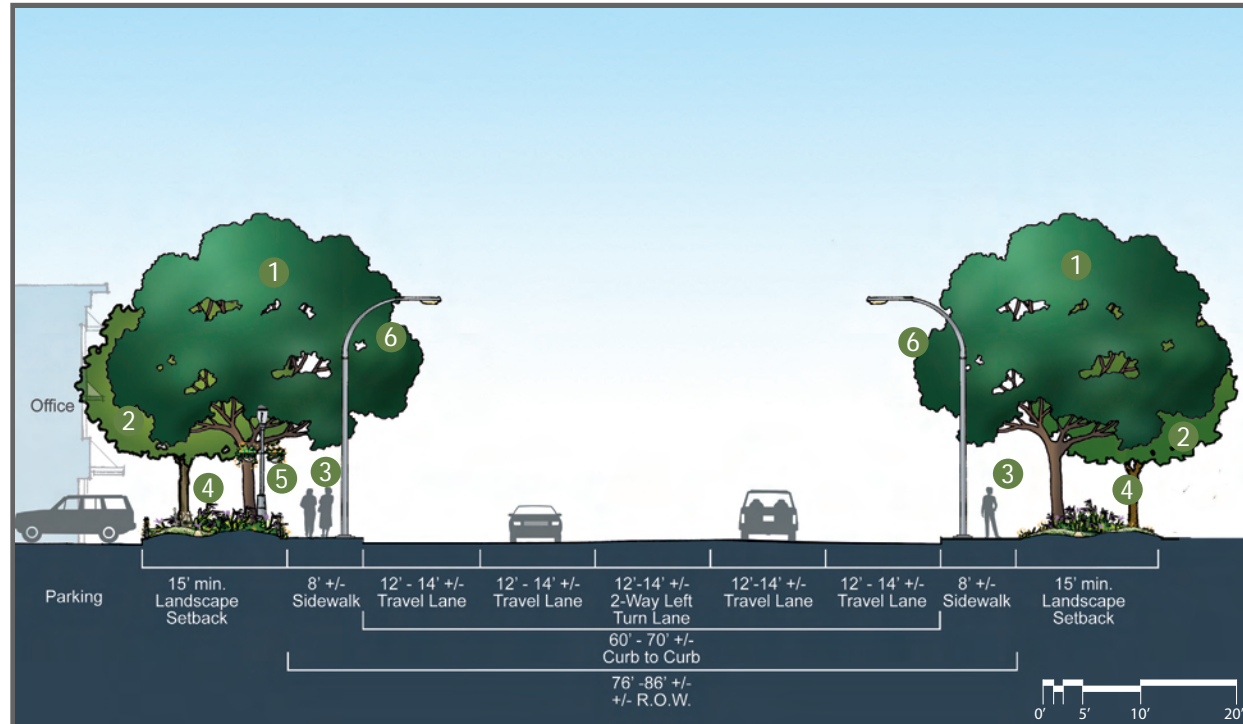
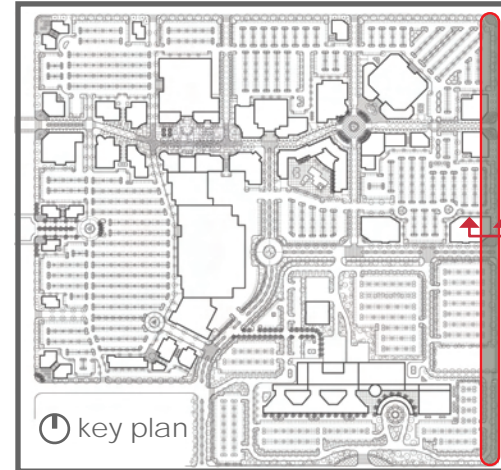


•Landscape corridor w/street trees and planted setbacks

Exhibit 30

Streetscape Elements

- ① Canopy Street Tree (30' o.c. +/- spacing)
- ② Informal Tree Planting
- ③ Sidewalk (8' +/-)
- ④ Landscape Setback
- ⑤ Pedestrian-Scaled Light Fixture
- ⑥ Vehicular-Scaled Light Fixture



B.4. CONCEPTUAL STREET SECTION

4.02

STREET TYPOLOGIES

C MAIN STREET

C.1. Intent. Main Street will provide the highest level of pedestrian access, comfort and security. Intense retail activity will line the sidewalks and generate large pedestrian flows requiring slow moving vehicles, wide sidewalks, and numerous amenities such as shade trees and places to sit.

C.2. Standards

a. Overall Width	64 - 90 feet +/- *
b. Curb-to-Curb Width	40 - 50 feet +/-
c. Median	10 feet +/- optional
d. Travel Lanes	1 lane each direction
e. Lane Width	12 feet +/-
f. Parking Lanes	8 feet +/- each side*
g. Sidewalks	12 - 20 feet +/-
h. Sidewalk Planter Type	tree well w/ grate recommended
i. Street Trees	canopy street trees @ 30 feet o.c. avg. recommended

* Parallel parking is recommended, however, angled parking will be considered provided suitable sidewalk widths are maintained.

C.3. Design Guidelines

a. Design Main Street as the pedestrian focus for shopping in the Commercial District, including ample sidewalks and abundant amenities. No more than a single travel lane in each direction shall be provided.

b. Emphasize pedestrian priority with traffic calming measures such as curb extensions and decorative paving at crosswalks.

c. Incorporate a planted median at the entrance to Main Street from 10th Street West. A planted median elsewhere along Main Street is an optional consideration.

d. Include on-street parallel parking along most of the length of Main Street to accommodate short term visits, and as a perceptual barrier between vehicles and pedestrians. Angled parking may be considered.

e. Provide generous sidewalks measuring from a minimum of twelve (12) feet to approximately twenty (20) feet in width. The sidewalk should include 1) an amenity zone along the curb for street trees, light fixtures, furniture, etc.; 2) a clear pedestrian passage at least six (6) feet wide; and 3) a commercial activity zone adjacent storefronts for outdoor dining, tasteful displays of goods and services, etc.

f. Plant canopy street trees along Main Street with an average spacing of thirty (30) feet on center. A regular planting pattern is recommended, although ornamental trees may be added at key locations for visual effect (e.g., the gateway median).

g. Introduce a high level of amenity along the entire length of the street, including frequent pedestrian scaled light fixtures, landscape lighting, benches, waste receptacles, planters, decorative paving, etc.

h. Add project signage and consider opportunities for works of art at high profile locations. Project signage should include wayfinding maps and directories, pedestrian directionals, and site pagantry (e.g., banners).



•Wide sidewalks w/ outdoor dining, clear pedestrian passage, and amenities



•Amenity zone provides canopy trees, decorative light fixtures, benches, etc.

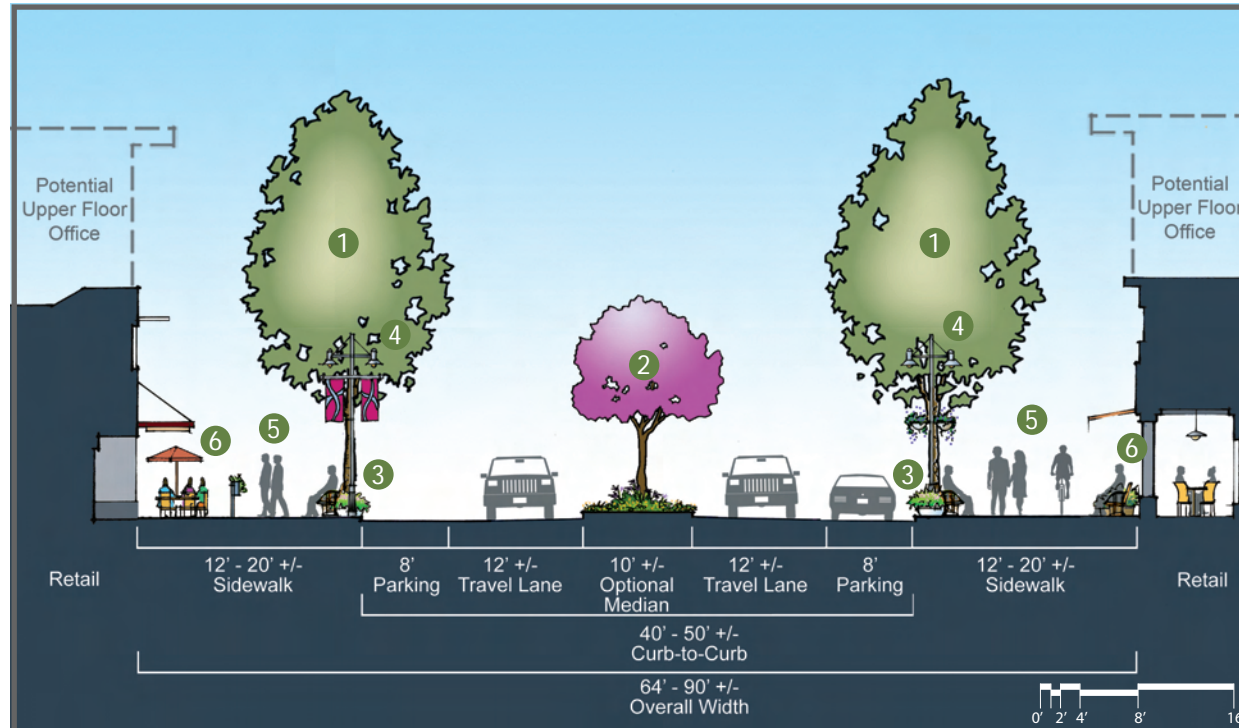
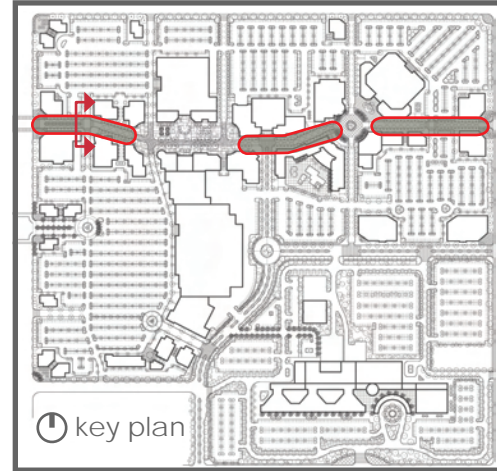


•Landscaped median at gateway

Exhibit 31

Streetscape Elements

- ① Canopy Street Tree (30' o.c. +/- spacing)
- ② Planted Median w/ Ornamental Tree
- ③ Amenity Zone w/ Benches and Planters
- ④ Pedestrian Scaled Light Fixture w/ Banner or Hanging Basket
- ⑤ Clear Pedestrian Passage (6' min.)
- ⑥ Outdoor Dining (Commercial Activity Zone)



C.4. CONCEPTUAL STREET SECTION

D MAIN STREET AT PLAZA

D.1. Intent. The pedestrian will receive priority as Main Street passes through the central plaza space. This will be communicated in a number of ways. As the principal pedestrian gathering space within the Amargosa Creek development, the main plaza will provide the highest level of pedestrian amenity; reference the design guidelines for the Major Plaza as described in the Open Space Typologies that follow. Critical to the design of the vehicular realm, street and plaza will be treated as a visually unified space, effectively slowing vehicular traffic to afford safe and easy pedestrian movement back and forth across the street.

D.2. Standards

a. Overall Width	Variable depending on plaza design
b. Curb-to-Curb Width	24 - 40 feet +/-
c. Median	none
d. Travel Lanes	1 lane each direction
e. Lane Width	12 feet +/-
f. Parking Lanes	optional; 8 feet +/- where provided*
g. Sidewalks	design as an integral part of main plaza space
h. Street Trees	canopy trees consistent with the plaza design and the character of Main Street should be incorporated

* Parallel parking is recommended; angled parking may be considered provided it does not impact the design and function of the plaza.

D.3. Design Guidelines

a. Treat Main Street as an extension of the main plaza space, promoting safe movement across the street with minimal restrictions on pedestrian flows.

- Pedestrian should have priority throughout the plaza space, with extensive traffic calming measures to significantly reduce traffic speeds.
- No more than a single travel lane in each direction shall be provided as Main Street passes through the main plaza.
- On-street parking may be accommodated to meet short-term parking needs, provided it does not negatively impact the design and function of the plaza, or significantly inhibit pedestrian movement back and forth across the street.

b. Encourage decorative paving compatible with the overall plaza design within the curb-to-curb space of Main Street. This is intended to slow traffic and encourage pedestrian movement across the street.

c. Consider the use of “rolled curbs” or a curb-less condition in conjunction with bollards to heighten the appearance and feel of Main Street as an extension of the main plaza space.

d. Introduce a high level of amenity along the street consistent with the overall design of the plaza space. In particular, canopy street trees located adjacent the curb should be incorporated, extending the tree planting pattern along Main Street while maintaining compatibility with the plaza design.

e. Allow for the temporary closure of Main Street to vehicular traffic for community events, festivals and fairs.



•Decorative paving and a high level of amenity unify street and plaza

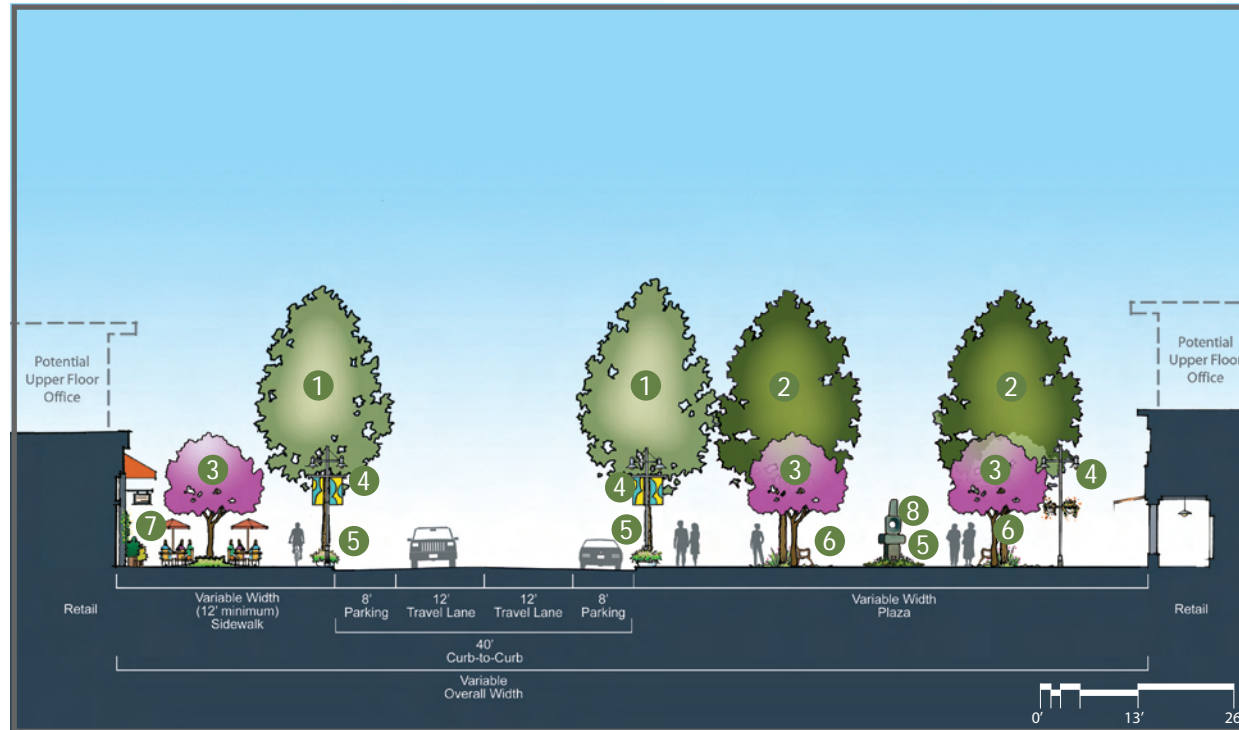
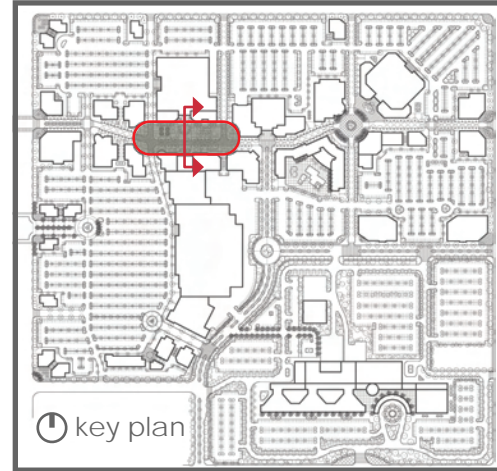


•Decorative paving, curb-less condition and bollards give priority to comfortable pedestrian access and safety

Exhibit 32

Streetscape Elements

- ① Canopy Tree (30' o.c. +/- spacing)
- ② Canopy Shade Tree @ Plaza
- ③ Ornamental Tree @ Plaza
- ④ Pedestrian Scaled Light Fixture w/ Banner or Hanging Basket
- ⑤ Planters
- ⑥ Bench
- ⑦ Outdoor Dining
- ⑧ Artwork and/or Wayfinding Map / Kiosk



D.4. CONCEPTUAL STREET SECTION

E BOULEVARD

E.1. Intent. The “Boulevard” is intended to separate and define the Commercial and Medical Districts, while providing access to parking and service facilities for both districts. This road should be heavily landscaped as a visual buffer, including canopy and ornamental street trees.

E.2. Standards

a. Overall Width	64 - 80 feet +/-
b. Curb-to Curb Width	36 - 48 feet +/-
c. Median	8 feet minimum
d. Travel Lanes	1 lane each direction
e. Lane Width	14 feet minimum
f. Parking Lanes	none
g. Sidewalks	12 - 16 feet +/- including parkway
h. Sidewalk Planter Type	parkway @ 6 - 10 feet recommended
i. Street Trees	canopy street trees @ 40 feet o.c. min. recommended

E.3. Design Guidelines

a. Accommodate parking and service access to both Commercial and Medical Districts. A single travel lane with sufficient width for service vehicles should be provided in each direction.

b. Include a wide planted median, measuring at least (8) feet wide to enhance the visual appearance of the street, and to clarify the functional separation between the Medical and Commercial District. The median should include canopy and/or ornamental trees.

c. Provide a twelve (12) to sixteen (16) foot wide sidewalk along both sides of the street, including an approximately six (6) to ten (10) foot wide parkway.

- The parkway will provide a separation between vehicles and the pedestrian, while enhancing the appearance of the street.
- A clear pedestrian passage (i.e., paved walkway) at least six (6) feet wide must be maintained.

d. Plant large scale canopy street trees within the proposed parkway. A regular spacing of at least forty (40 feet) on center is recommended, although alternative planting patterns will be considered.

e. Incorporate a combination of vehicular and pedestrian scaled light fixtures along the roadway.

- Vehicular scaled fixtures should be placed near the curb outside of the paved pedestrian walkway, or a location within the median may also be considered.
- Pedestrian scaled fixtures may be placed within the tree lawn / parkway or an adjacent landscaped setback rather than the right-of-way proper.

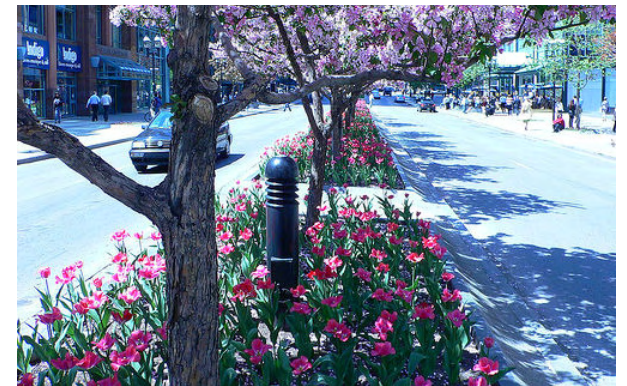
f. Treat the adjacent setback on both sides of the right-of-way with compatible landscape, including trees, shrubs, and groundcover. A more informal design concept is appropriate.

g. Demarcate pedestrian crossings with decorative paving.

h. Incorporate project signage, in particular, vehicular directionals. Also consider opportunities for public art and pole-mounted banners.



•Wide planted median and tree lawns with regular planting of canopy trees

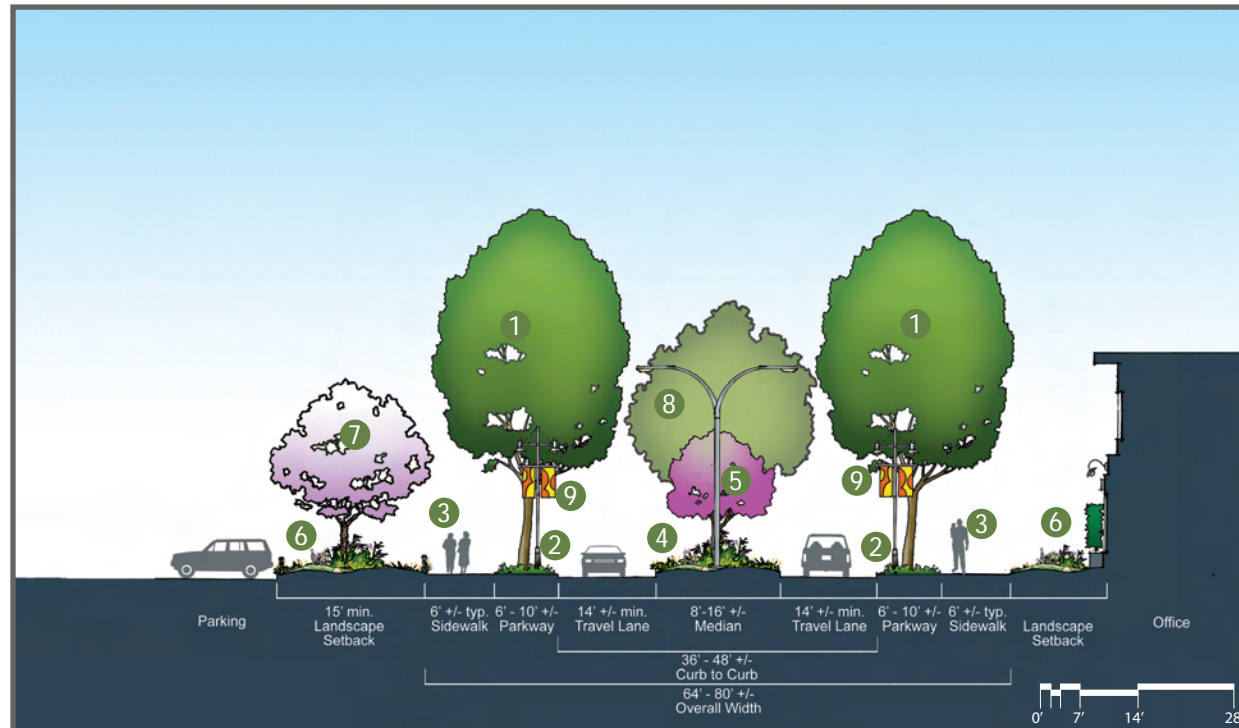
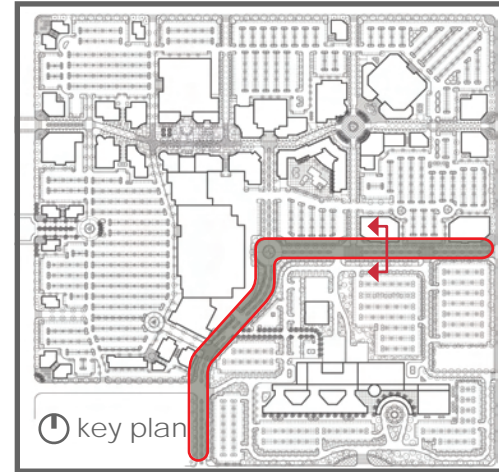


•Median w/ colorful, ornamental planting

Exhibit 33

Streetscape Elements

- ① Large Canopy Street Tree (40' o.c. +/- spacing)
- ② Parkway
- ③ Clear Pedestrian Passage (6' minimum)
- ④ Planted Median
- ⑤ Mix of Canopy & Ornamental Trees within Median
- ⑥ Landscape Setback
- ⑦ Informal Tree Planting within Setback
- ⑧ Vehicular Scaled Light Fixture
- ⑨ Pedestrian-scaled Light Fixture w/ Banners



E.4. CONCEPTUAL STREET SECTION

4.02

STREET TYPOLOGIES

F CONNECTING LANES

F.1. Intent. Designated “connecting lanes” provide direct vehicular and pedestrian links to Main Street. In particular, they should provide safe and comfortable pedestrian movement from parking fields to shopping. Therefore, traffic calming measures and streetscape amenities become critical upon the approach to Main Street.

F.2. Standards

a. Overall Width	60 - 80 feet +/-
b. Curb-to-Curb Width	40 feet +/-
c. Median	optional
d. Travel Lanes	1 lane each direction
e. Travel Lane Width	12 feet +/-
f. Parking Lanes	8 feet +/- each side *
g. Sidewalk	10 - 15 feet +/- including planting zone **
h. Sidewalk Planter Type	tree well w/ grate or parkway recommended
i. Street Trees	canopy street trees @ 30 - 40 feet o.c. avg. recommended

* Angled parking will be considered provided suitable sidewalk widths are maintained.

** The Reviewing Agency may consider alternative sidewalk treatment where buildings do not front the sidewalk

F.3. Design Guidelines

a. Design designated “connecting lanes” for safe and comfortable movement on foot, including sidewalks and shade trees. No more than a single travel lane in each direction should be provided.

b. Incorporate traffic calming measures such as curb extensions and decorative paving at crosswalks, especially approaching Main Street

c. Include on-street parallel parking along most of the length of designated “connecting lanes” to accommodate short term visits, and as a perceptual barrier between vehicles and pedestrians. Angled parking may be considered.

d. Provide a minimum clear pedestrian at least six (6) feet wide must be maintained for all sidewalks, as well as adequate space for a street tree / amenity zone.

In general sidewalks associated with “connecting lanes” should measure from ten (10) feet minimum up to fifteen (15) feet wide.

- A parkway may be considered as an alternative design approach to the amenity zone, especially where parking rather than a building fronts the sidewalk.

e. Plant canopy street trees along designated “connecting lanes” with an average spacing of thirty (30) to forty (40) feet on center. A regular planting pattern is recommended, although ornamental trees may be added at key locations for visual effect.

f. Introduce streetscape amenities along these streets, especially pedestrian scaled light fixture. The frequency of amenities such as benches, waste receptacles, planters, decorative paving, etc., should generally increase approaching Main Street.

g. Add project signage as appropriate to support vehicular and pedestrian wayfinding.



•Example of angled parking coupled with streetscape amenities

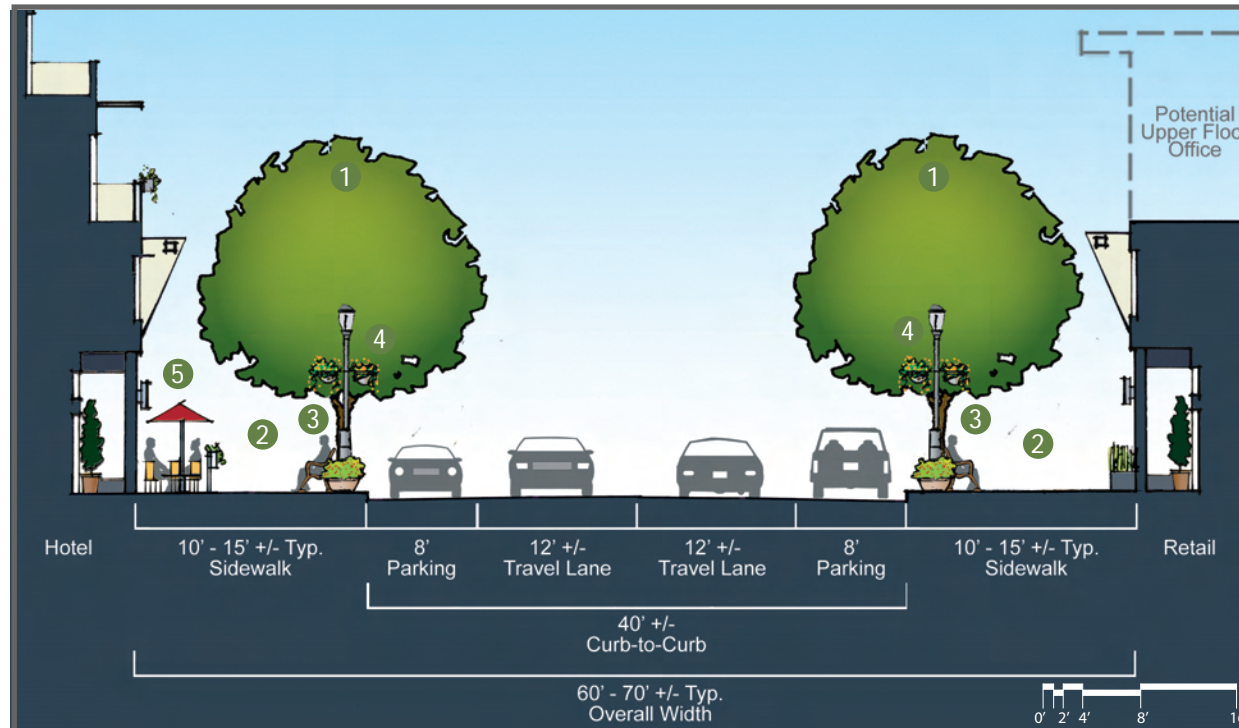
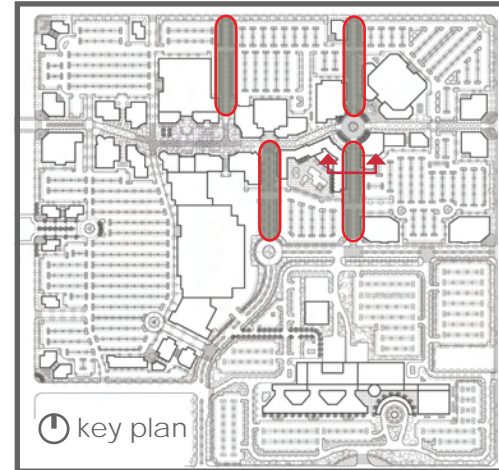


•Planted curb extension, street parking, and ample shade trees

Exhibit 34

Streetscape Elements

- ① Canopy Street Tree (30' o.c. +/- spacing)
- ② Clear Pedestrian Passage (6' minimum)
- ③ Amenity Zone w/ Benches and Planters
- ④ Pedestrian Scaled Light Fixture w/ Hanging Planter
- ⑤ Outdoor Dining (Commercial Activity Zone)



F.4. CONCEPTUAL STREET SECTION

4.02

STREET TYPOLOGIES

G MAJOR ENTRY DRIVE

G.1. Intent. The “Major Entry Drive” will communicate arrival into the auto-oriented shopping precinct, while providing safe and efficient vehicular ingress and egress. Gateway design features including distinctive landscape and project signage will distinguish this entrance into the project.

G.2. Standards

a. Overall Width	Variable
b. Curb-to-Curb	60 - 68 feet +/-
c. Median	12 feet +/-
d. Travel Lanes	2 lanes each direction
e. Travel Lane Width	12 - 14 feet +/-
f. Parking Lanes	none
g. Sidewalks	10 feet min. including planting zone *
h. Sidewalk Planter Type	tree well w/ grate or parkway recommended
i. Street Trees	ornamental tree types recommended

* The Reviewing Agency may also consider a minimum eight (8) foot wide landscape strip in place of a sidewalk, as appropriate.

G.3. Design Guidelines

a. Design the major entry drive to signal arrival at the auto-oriented commercial precinct while accommodating heavy vehicular traffic volumes.

- Nonetheless, the design should support pedestrian connections throughout the Commercial District.

- Two travel lanes in each direction are recommended, as well as sidewalks.

b. Incorporate gateway features in accordance with the guidelines established for “Major Gateways” as part of the outdoor space typologies, including distinctive hardscape, landscape and lighting treatment, as well as identifiable project signage, graphics, and/or art pieces.

c. Introduce a highly identifiable planting scheme along the sidewalks and within the median to signal gateway. Palms and/or other ornamental species should be considered for their visual interest.

d. Provide a minimum ten (10) foot wide sidewalks to support pedestrian connection to the park.

- The sidewalk should include an amenity zone along the curb for trees and other amenities, as well as a clear pedestrian passage of at least six (6) feet in width.

- A commercial activity zone adjacent to storefronts for outdoor dining, planters, etc., may also be accommodated with a wider than minimum sidewalk.

e. Include streetscape amenities that improve pedestrian comfort, including decorative light fixtures, planters, benches, etc.

f. Incorporate decorative paving treatment along sidewalks and within the roadway, especially at the gateway entrance and to mark pedestrian crossings.

g. Add project signage and art in accordance with the guidelines established for “Major Gateways” as part of the outdoor space typologies. Signage and art should enhance the entry experience and guide motorists to their destination.



•Palms provide an identifiable planting scheme and maintain view corridors.

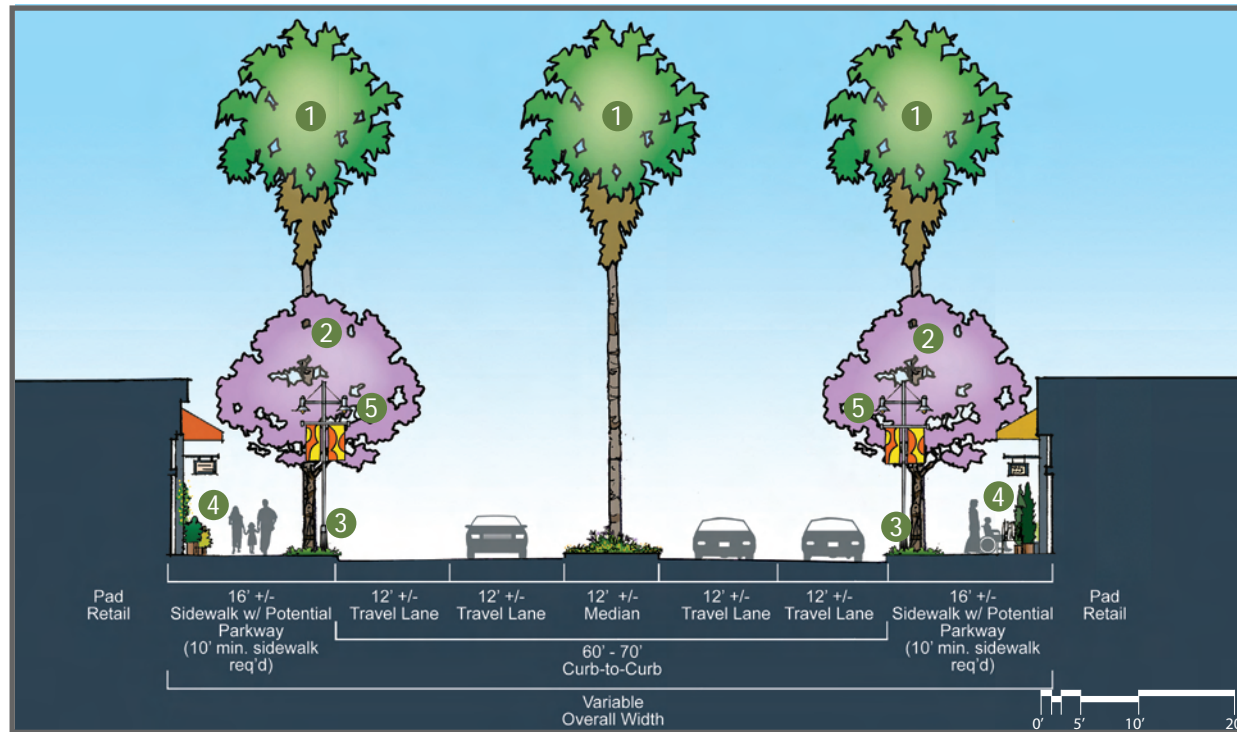
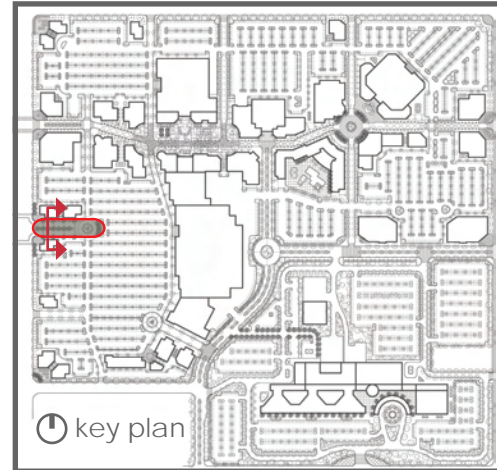


•Roundabout w/ fountain controls traffic and highlights entry

Exhibit 35

Elements

- ① Palm Tree
- ② Ornamental Tree / Small Scale Canopy Tree
- ③ Potential Parkway / Planter Area
- ④ Planters
- ⑤ Decorative Light Fixture W/ Banner



G.4. CONCEPTUAL STREET SECTION

H SHOPPING DRIVE

H.1. Intent. The “Shopping Drive” will need to accommodate both heavy vehicular and pedestrian volumes in providing access to anchor stores and shopping within the auto-oriented shopping precinct. It should be treated as an interior street featuring active shopping “loaded” on one-side of the drive, with parking fields conveniently situated along the other side.

H.2. Standards

a. Vehicular Drive Width	34 feet +/-
b. Median	none
c. Travel Lanes	1 lane each direction
d. Travel Lane Width	12 feet +/-
e. Fire Lane	10 feet +/- curb-side
f. Sidewalk	12 - 20 feet min.
h. Sidewalk Planter Type	tree well w/ grate and/ or defined planter areas recommended
i. Trees	shade trees w/ variable spacing

H.3. Design Guidelines

a. Design the “Shopping Drive” to promote convenient vehicular and pedestrian access to anchor stores and shopping within the auto-oriented commercial precinct.

- A wide pedestrian walk featuring site amenities will support an active commercial frontage.

- The vehicular drive should consist of a single travel lane in each direction, as well as a curb-side fire lane.

b. Provide a generous pedestrian walk measuring at least twelve (12) to twenty (20) feet wide along the store frontage.

- The pedestrian walk should incorporate a space dedicated to clear pedestrian passage measuring at least eight (8) feet in width.

- In addition, the pedestrian walk should include an amenity zone located along the curb for trees, light fixtures, and other amenities such as planters and bollards.

- A commercial activity zone typically adjacent to storefronts for outdoor dining, trellises, planters, benches, etc., may also be accommodated, provided the minimum required clear pedestrian passage is maintained.

c. Introduce streetscape amenities that improve pedestrian comfort, including decorative light fixtures, planters, benches, trash receptacles, etc. Amenities should be frequent enough to support pedestrian comfort, while creating a feeling of separation between the pedestrian and the auto.

d. Include street trees along the pedestrian walk.

- Tree species with an “open canopy” should be selected and placed to minimize interference with auto-oriented tenant signage.

- Ornamental trees may be used for added visual interest.

e. Incorporate decorative paving along the pedestrian walk, especially at entrances to anchor stores. Additionally, decorative paving should identify convenient locations for pedestrian crossings.

f. Add project signage as appropriate to support vehicular and pedestrian wayfinding.



•Wide sidewalks adjacent anchor stores with shade trees and planters

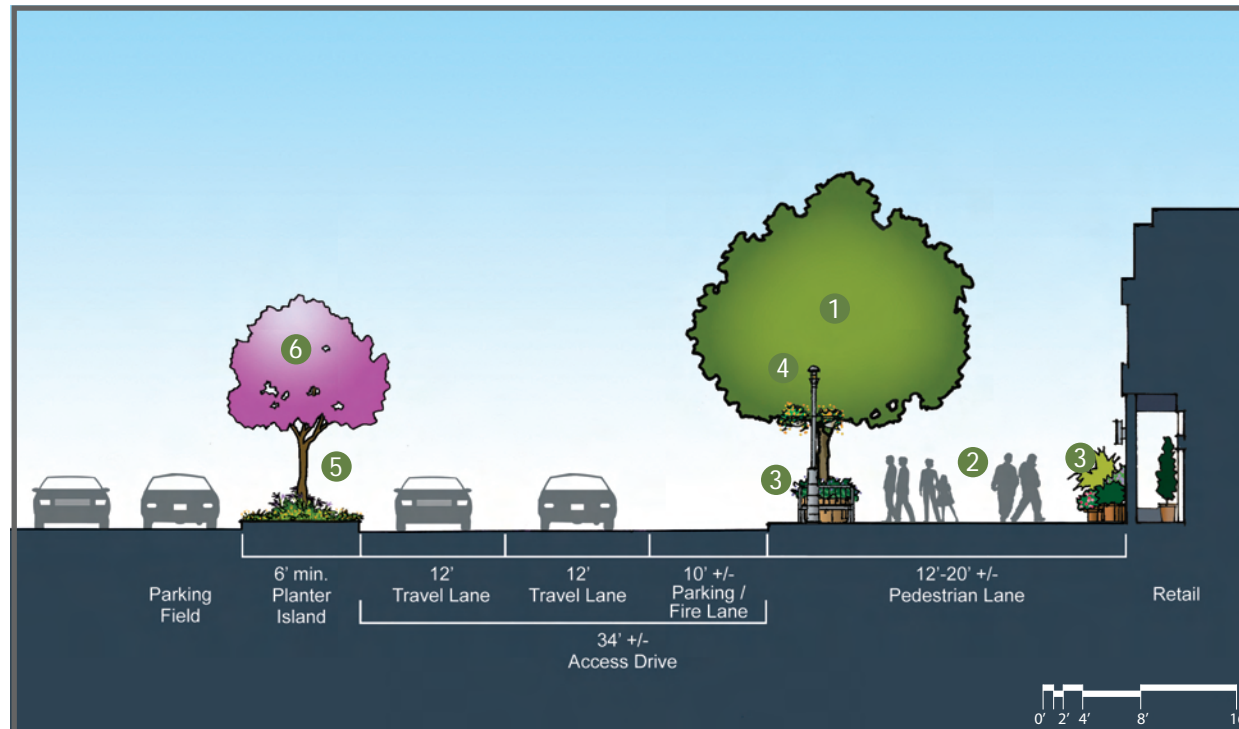
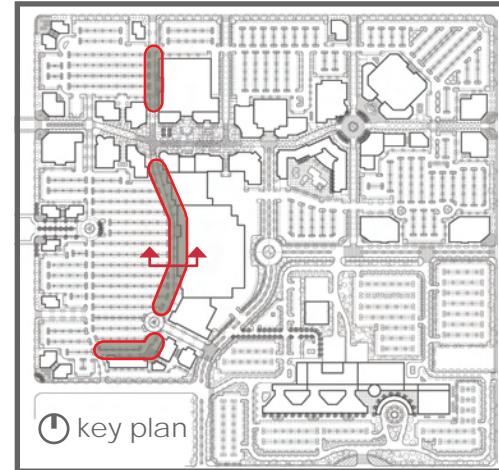


• Enhanced sidewalk treatment supports outdoor activity

Exhibit 36

Elements

- ① Shade Tree (variable spacing)
- ② Wide Sidewalk / Pedestrian Lane
- ③ Decorative Planters
- ④ Pedestrian Scaled Light Fixture
- ⑤ Planter Island with Groundcover / Low shrub
- ⑥ Ornamental Tree / Small Canopy Tree within Planter Island



H.4. CONCEPTUAL STREET SECTION

A MAJOR GATEWAYS

A.1. Intent. Major gateways constitute the main entrances to the project located off of 10th Street West and Avenue L. The design of these gateways is of utmost importance, as they will provide the first impression of the Amargosa Creek project to most visitors. Special project signage, landscape and hardscape treatment, and building massing are artfully combined to create a memorable point of arrival and distinctive project identity.

A.2. Design Guidelines

a. Locate major gateways along primary boundary arterials; the specific locations for these main vehicular entrances are as follows:

- Along 10th Street West at the western entrance to Main Street.
- Along 10th Street West in conjunction with the main vehicular entrance to the Community Commercial shopping area.
- Along Avenue L at the main public entrance to the medical facility.

b. Demarcate major gateways with distinctive hardscape, landscape and lighting treatment, as well as identifiable project signage, graphics, and/or art pieces. Gateways should establish a precedent for high quality design applicable to streetscapes and public spaces throughout Amargosa Creek.

c. Emphasize bold project signage with unique, sculptural and/or highly graphic treatment at major gateways, especially for the Commercial District. Vertical orientation is encouraged, although other design approaches will be considered, including concepts that span the street or entry drive.

d. Use decorative paving to highlight major gateways, and especially to demarcate pedestrian accessible areas. Interlocking concrete pavers are recommended as a durable, high quality treatment that can be used to creative attractive mosaics and patterns. However, other treatments will be considered, provided the selected material complements the overall entrance design.

e. Introduce identifiable planting schemes, for example, using palms, ornamental trees, shrubs and groundcover in a manner that augments the appearance and visual impact of gateways. Planted medians that will help distinguish a major gateway should be considered.

f. Explore opportunities to integrate works of art, including design approaches that handle the project signage as an art piece. Art should be compatible with the scale and character of the gateway.

g. Rely on adjacent buildings to reinforce major gateways. Architectural emphasis at major gateway locations is strongly encouraged, including strong corner massing or other architectural features that create a distinct building profile.

h. Incorporate intimate plaza spaces at major gateways along 10th Street West to enhance the visual appeal of the street and strengthen pedestrian connections to Lancaster City Park.

- Gateway plazas should be an integral part of the overall gateway design, and properly defined by building mass and orientation.
- Gateway plazas should include pedestrian amenities such as seating, lighting, etc.



•Highly identifiable gateway treatment spanning the street

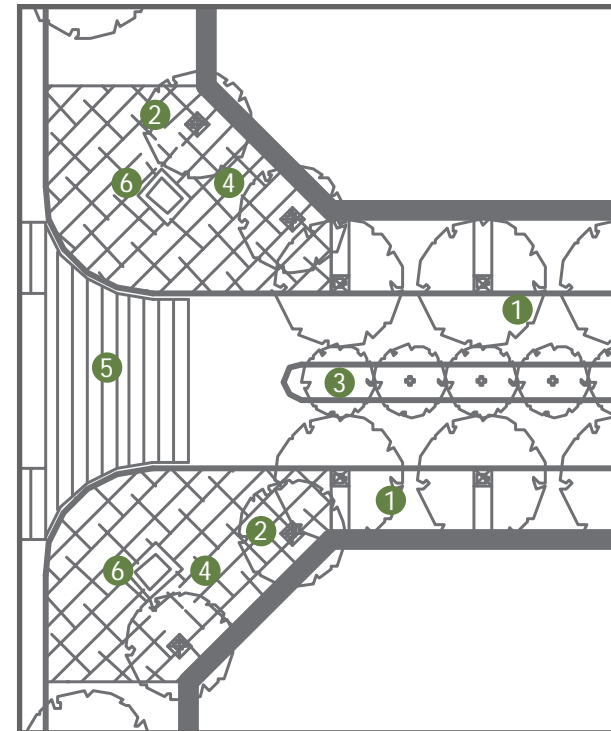
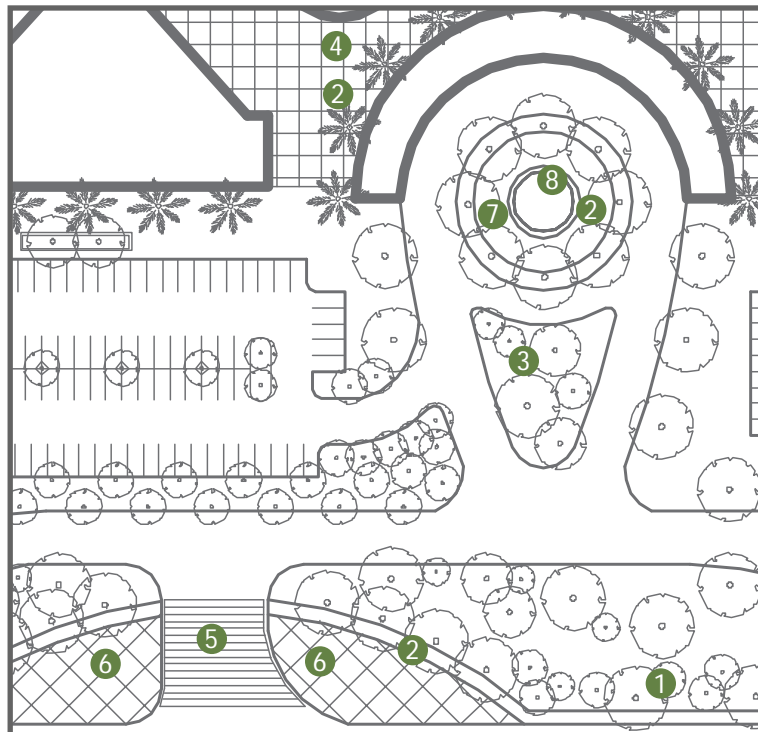
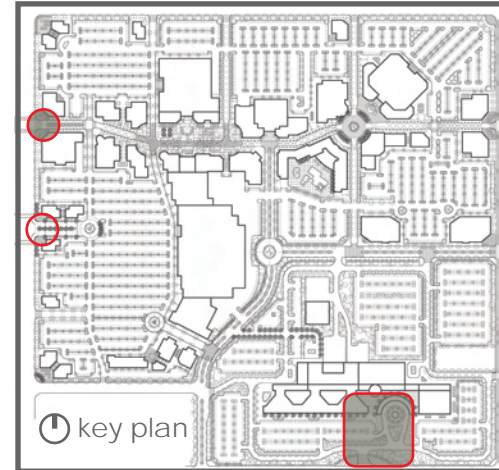


•Buildings, landscape and signage communicate gateway

Exhibit 37

Elements

- 1 Street Trees
- 2 Ornamental Trees / Distinctive Planting
- 3 Planted Median
- 4 Building Recession / Plaza with Decorative Paving
- 5 Intersection / Crosswalk with Decorative Paving
- 6 Project Identity Signage Location / Art Potential
- 7 Roundabout / Drop-off
- 8 Water Feature / Art Potential



A.4. CONCEPTUAL PLANS

B MINOR GATEWAYS

B.1. Intent. Minor gateways will work in conjunction with project signage to mark secondary vehicular points of entry, communicate arrival, and establish a welcoming atmosphere. Additionally, they advertise Amargosa Creek and reinforce project and/or district identity. Special landscape and hardscape treatment will distinguish these gateways.

B.2. Design Guidelines

a. Provide minor gateways at vehicular project entrances from arterial roads where a major gateway is not already designated. In general, design elements should be compatible among all of the minor gateways, and smaller in scale than for major gateways.

b. Mark these project entrances with distinctive hardscape and landscape treatment, public signage, and ambient lighting displays. Gateways should establish a precedent for high quality design applicable to streetscapes and public spaces throughout Amargosa Creek.

c. Use decorative paving to highlight gateways and especially to demarcate pedestrian accessible areas. Interlocking concrete pavers, integrally colored and textured concrete, or other decorative treatment may be considered.

d. Introduce identifiable planting schemes, for example, using ornamental trees, shrubs and groundcovers to augment the appearance and visual impact of gateways.

e. Incorporate project identity signage. Horizontal monument type signs are recommended, although other design approaches may be considered.

f. Explore opportunities to integrate works of art. Art pieces should be compatible with the character and scale of the gateway.

g. Ensure that gateway design elements do not interfere with vehicular sight lines or interrupt clear pedestrian passage.

h. Take advantage of adjacent buildings and uses to frame and reinforce gateways.

- Where appropriate, architectural elements may be used to mark gateways; for example, emphasizing strong corner massing or other architectural features that create a distinct building profile.

- Small pedestrian plazas provided in conjunction with a recessed building corner may also be incorporated into a gateway concept.



- Corner plaza with special paving and landscape treatment

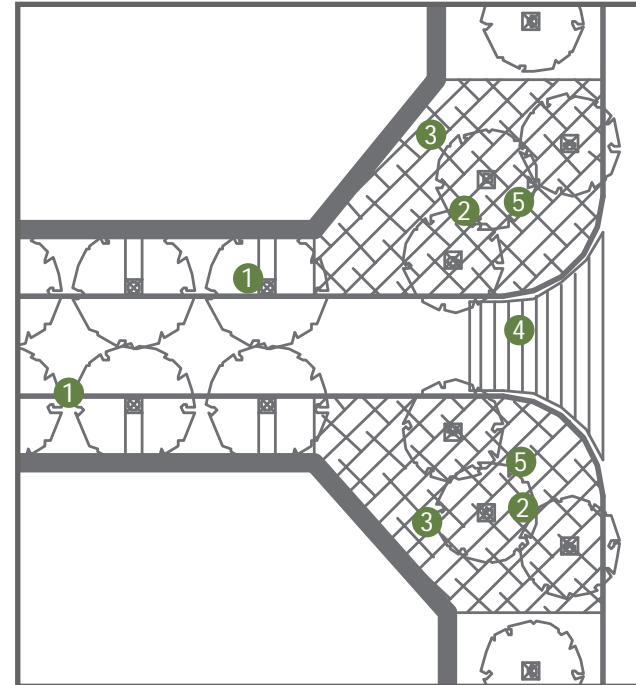
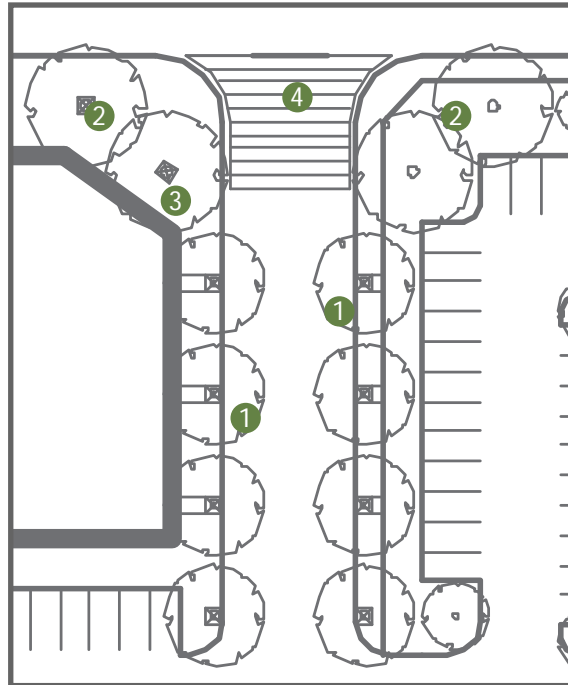
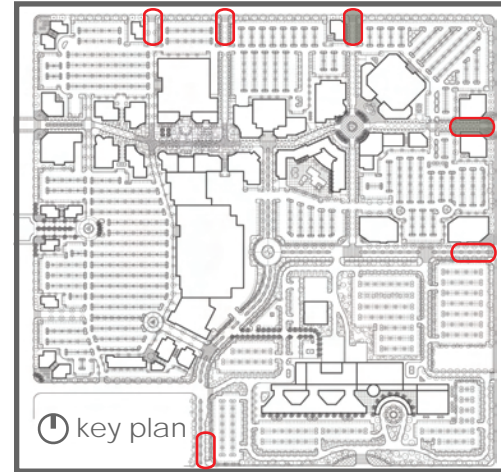


- Complementary project identity signage and landscape treatment

Exhibit 38

Elements

- 1 Street Trees
- 2 Ornamental Trees / Distinctive Planting
- 3 Building Recession / Small Plaza with Decorative Paving
- 4 Intersection / Crosswalk with Decorative Paving
- 5 Project Identity Signage Location



B.4. CONCEPTUAL PLANS

4.03

OUTDOOR SPACE TYPOLOGIES

C MAJOR PLAZA

C.1. Intent. The major plaza will function as a “town square” -- a community space available for planned celebrations and events, as well as informal gatherings and people watching. This will be the largest and most flexible of Amargosa Creek’s outdoor spaces.

C.2. Design Guidelines

a. Locate the major plaza (or “town square”) within the Lifestyle Commercial planning area. A central location along Main Street will reflect its significance as the primary focal point of the project.

b. Dimension the town square to accommodate a flexible variety of activities, while avoiding an ill-defined or oversized space.

- A size of approximately 20,000 square feet is recommended, although an alternative size may be considered.

- A combination of buildings and landscape treatment should define and contain the space.

- Paved surfaces will dominate and “unprogrammed” space should be included.

c. Enhance the town square with decorative hardscape and landscape treatment that sets the standard for quality public space within the Commercial District.

d. Introduce plantings, outdoor furniture, and other site amenities that will enhance the space and promote user comfort.

- Pedestrian scale lighting, benches and other forms of seating, trash receptacles, and planters are especially important. Moveable seats and planters will promote flexible use.

- Project signage and art are to be incorporated as well, including directory signs and kiosks.

e. Give the town square a distinctive, individual character.

- One or more focal elements such as a large specimen tree or interesting planting group, fountain or water feature, sculpture or other civic art piece should be incorporated.

- Focal elements should be highly memorable and a potential source of civic pride.

f. Incorporate design features which invite participation, such as interactive art pieces and water displays, exhibits, or a small performance space.

g. Incorporate design features that promote a festive character and support community celebrations.

- Permanent facilities such as retail kiosks, food pavilions, performance stage, etc., should be considered.

- Temporary features associated with special events, such as booths/tents, platforms/stages, flags and banners, and lighting displays, etc., should be accommodated.

h. Rely on surrounding buildings and uses to further enliven and activate the town square.

- Primary store entrances and expansive transparent windows should orient to the town square.

- Canopies, awnings, window displays, architectural lighting, and other architectural details will add visual interest along the perimeter of the space.

- Outdoor dining should be accommodated, especially at the perimeter, where restaurants and cafes are an especially appropriate use.



• Retail kiosks add vitality



• Water feature as a defining element

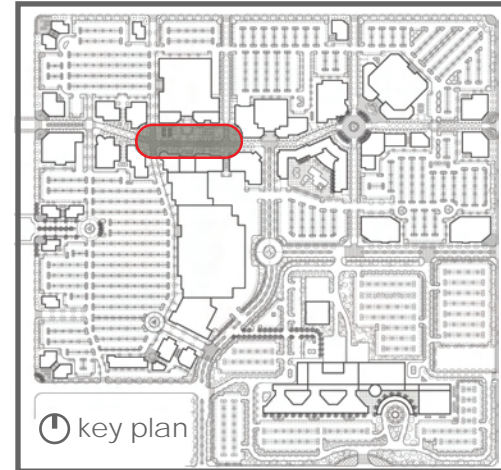


• Unprogrammed outdoor area for informal activities and special events

Exhibit 39

Elements

- 1 Street Trees
 - 2 Canopy Trees
 - 3 Ornamental Trees / Distinctive Planting
 - 4 Decorative Paving
 - 5 Water Feature and/or Art Piece
 - 6 Project Signage Location (wayfinding map / kiosk)
 - 7 Retail Kiosks
 - 8 Outdoor Dining Location
- Site Furniture (benches, trash receptacles, planters, etc.)



C.4. CONCEPTUAL PLAN

4.03

OUTDOOR SPACE TYPOLOGIES

D MINOR PLAZAS

D.1. Intent. Minor plazas should function as comfortable “outdoor rooms” that support informal congregation and social interaction - meeting, sitting, conversing, eating, etc. As they are to be located near major draws that will activate the space, numerous site amenities are required, including seating and shade.

D.2. Design Guidelines

a. Provide a “minor plaza” within each of the following planning areas:

- Community Commercial.
- Flex Commercial.

• A minor public plaza shall also be provided within the Medical District, but may function as the hospital entry forecourt.

b. Locate plazas adjacent to major draws such as restaurants and specialty shops, cinema, etc.

- Their design should accommodate gatherings of people and flexible use.
- Paved surfaces and abundant site amenities are recommended.

c. Dimension plazas for physical comfort, avoiding ill-defined or oversized spaces. A combination of buildings and landscape treatment should define and contain these spaces.

d. Enhance plazas with decorative hardscape and landscape treatment consistent with the high-quality design of streetscapes and other outdoor spaces throughout the Commercial District.

e. Create a pleasant a micro-climate, including shade from summer sun and access to winter sunlight. Deciduous canopy trees are recommended.

f. Introduce plantings, outdoor furniture, and other site amenities that will enhance the space and promote user comfort.

- Pedestrian scale lighting, benches and other forms of seating, trash receptacles, and planters are the most important items to include.
- Project signage and art should be incorporated as appropriate. Directory signs and kiosks are recommended.

g. Give each plaza a distinctive, individual character. A focal element such as a large specimen tree, fountain or water feature, sculpture or other civic art piece is recommended.

h. Rely on adjacent buildings and uses to further enliven and activate plazas.

- Primary shop entrances and expansive transparent windows should orient to public plazas.
- Canopies, awnings, window displays, architectural lighting, and other architectural details will add visual interest along the perimeter of these spaces.
- Outdoor dining should occupy public plazas. Restaurants and cafes are an especially appropriate perimeter use.
- Retail kiosks and vendors may also be accommodated.



•Adjacent food and beverage w/ outdoor dining

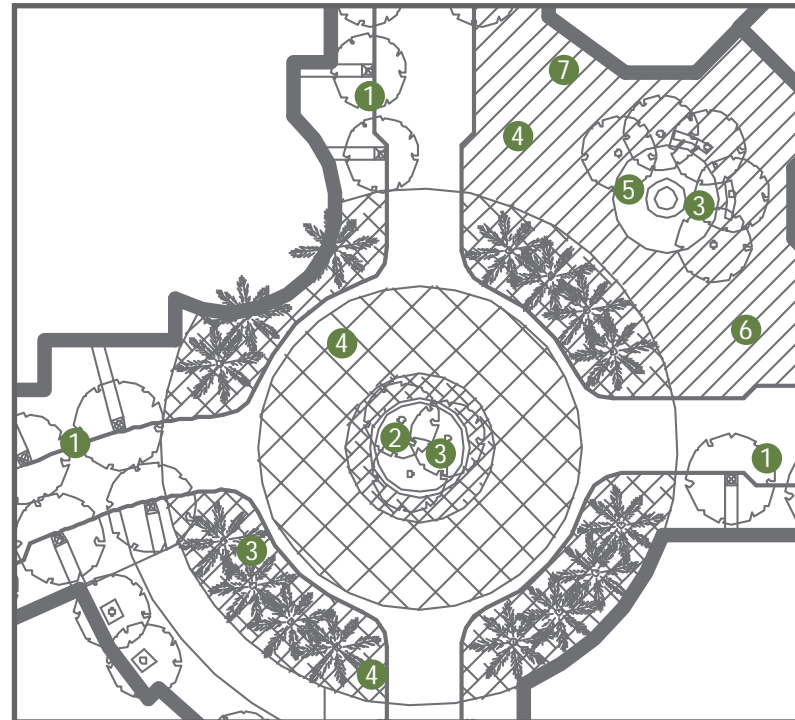
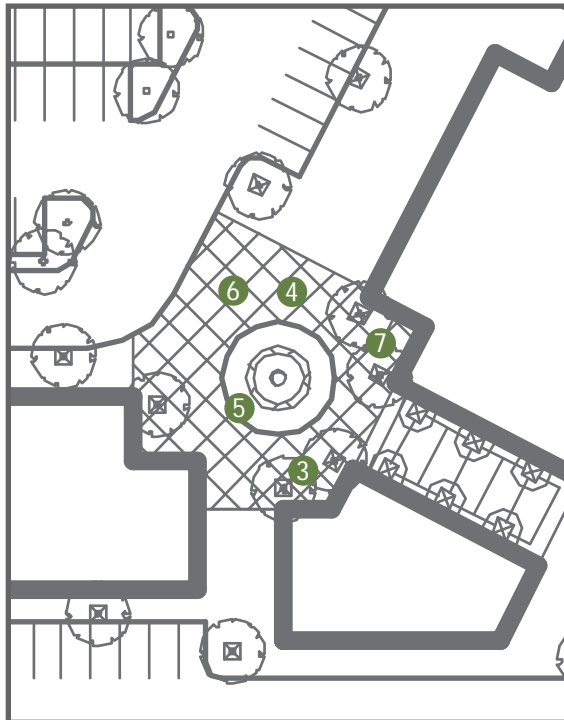
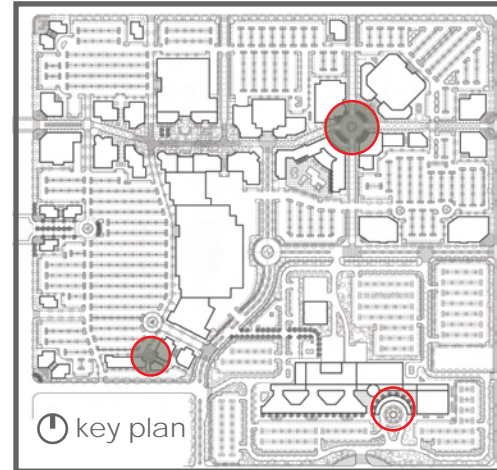


•Fountain / decorative paving

Exhibit 40

Elements

- ① Street Trees
 - ② Roundabout / Landscape Feature
 - ③ Ornamental Trees / Distinctive Planting
 - ④ Decorative Paving (including enhanced intersection)
 - ⑤ Water Feature and/or Art Opportunity
 - ⑥ Project Signage Location (wayfinding map / kiosk)
 - ⑦ Outdoor Dining Location
- Site Furniture (benches, trash receptacles, planters, etc.)



D.4. CONCEPTUAL PLANS

4.03

OUTDOOR SPACE TYPOLOGIES

E PEDESTRIAN PASEOS

E.1. Intent. Pedestrian paseos provide short, pedestrian only links between retail frontage and nearby parking fields. Nonetheless, their location, configuration and design should allow them to function as both a convenient pedestrian route and an intimate outdoor room located off the “beaten track.” Typically, pedestrian paseos will be sited as mid-block connections through to Main Street.

E.2. Design Guidelines

a. Provide pedestrian only passages connecting retail frontage with nearby parking fields. The most appropriate locations are mid-block along Main Street.

b. Design paseos as intimate outdoor spaces that accommodate pedestrian movement while offering a place for rest and relaxation.

- Paseos should typically measure between twenty (20) and thirty (30) feet in width, balancing a sense of enclosure with enough width to ensure free passage and accommodate pedestrian amenities.

- Paseos should be framed with sufficient building mass to ensure the desired effect of enclosure.

c. Enhance paseos with decorative hardscape and landscape treatment consistent with the high-quality design of streetscapes and other public spaces throughout the Commercial District.

d. Use plants to make paseos visually appealing and create a more pleasant micro-climate.

- For example, small scale deciduous canopy and flowering trees will provide summer shade, while adding texture and color.

- Trellises, planters and planter-pots featuring lush plants may also be used to embellish these spaces.

e. Introduce outdoor furniture and other amenities that will allow people to comfortably occupy the space.

- Pedestrian-scale lighting, benches and trash receptacles are the most important items to include.

- Project signage and art that are consistent with the scale of the space should be considered as well.

f. Locate site furniture and amenities so as to maintain comfortable pedestrian flows. Protected seating areas suitable for rest and relaxation or people watching may be defined with planters and other landscape elements.

g. Rely on adjacent buildings and uses to further enliven and activate the space.

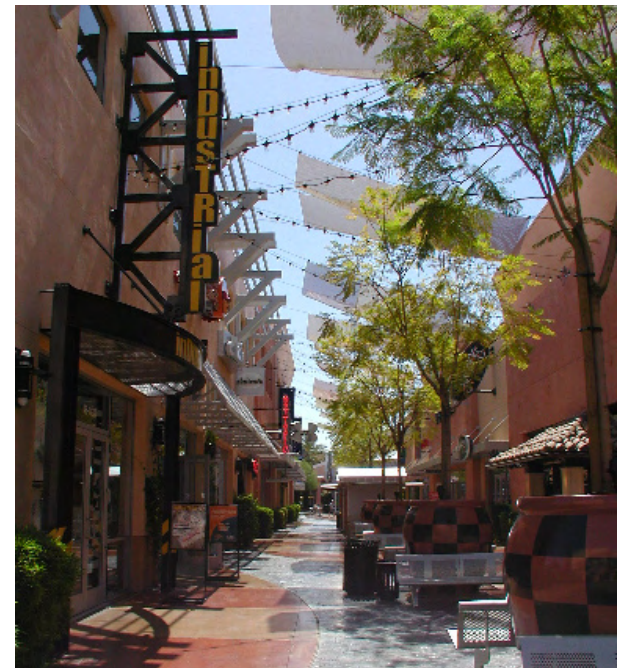
- Blank walls lining paseos are strongly discouraged. These should instead feature secondary shop entrances and window displays.

- Canopies, awnings, architectural lighting and other architectural details will add visual interest through light, shade, color and texture.

- Consider opportunities to extend outdoor dining and tasteful outdoor displays of goods and services into paseos.



•Adjacent uses activate the paseo

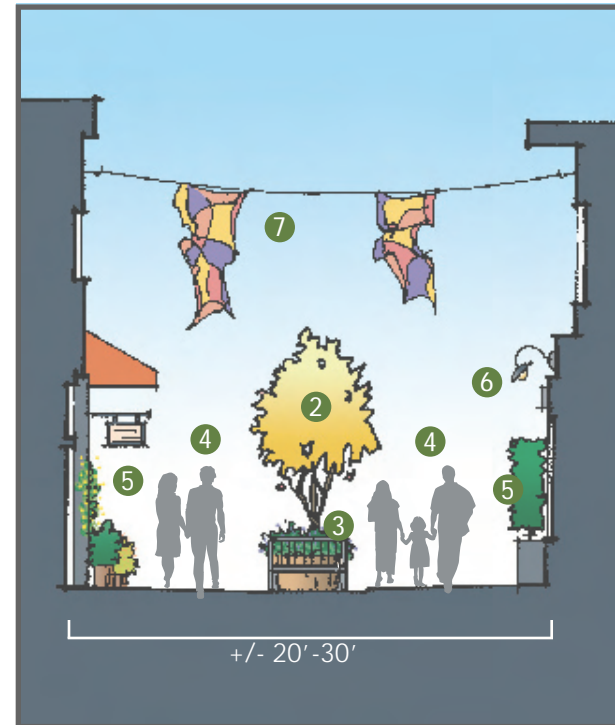
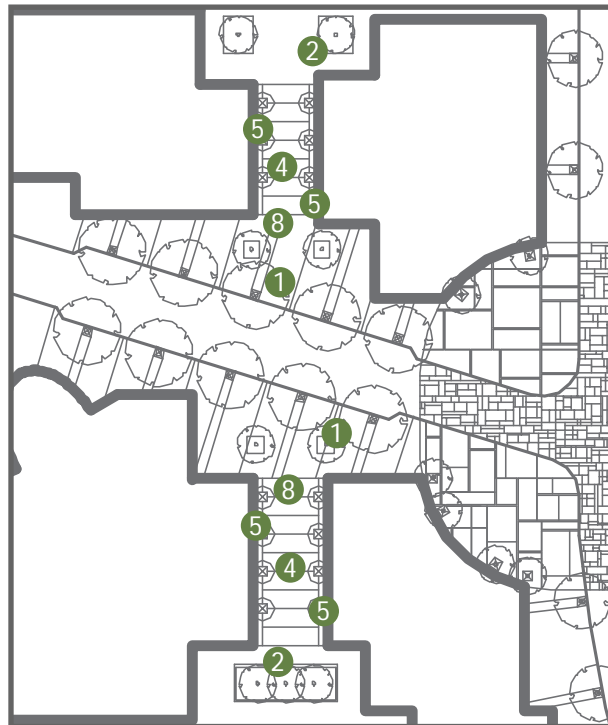
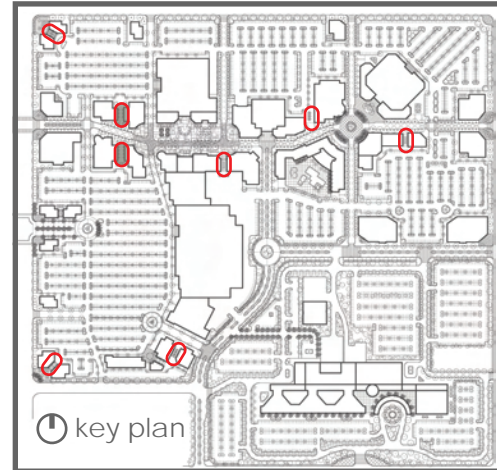


•Pedestrian passage combined w/ occupiable space

Exhibit 41

Elements

- 1 Street Trees
- 2 Ornamental Trees
- 3 Site Furniture (benches, planters, etc.)
- 4 Clear Pedestrian Passage
- 5 Commercial Activity Zone (secondary shop entrances, site furniture, etc.)
- 6 Outdoor / Architectural Lighting
- 7 Site Pageantry / Banners
- 8 Decorative Paving



E.4. CONCEPTUAL PLAN + SECTION

F INTERSECTION ENHANCEMENTS

F.1. Intent. Intersections are important locations where pedestrians tend to congregate while they pause and make decisions about where to travel next. Enhancements such as curb bulb-outs and crosswalks treated with decorative paving will improve the aesthetic quality of the streetscape, calm vehicular traffic, and improve pedestrian safety and comfort.

F.2. Design Guidelines

a. Treat intersections as important outdoor spaces. Their design should reflect the overall high-quality of the Commercial District's streetscapes.

b. Introduce specialty paving to enhance intersections, as well as demarcate pedestrian crosswalks.

- Interlocking concrete pavers are preferred, especially at high-profile locations. They create a strong visual contrast, and offer a warmth and human scale that is associated with the small paver unit. Concrete pavers also provide the opportunity to create attractive patterns and mosaics.

- Integrally colored and textured concrete or other decorative treatments will be considered, especially at intersections less frequented by pedestrians.

c. Incorporate "bulb-outs" at intersections and crosswalks, thereby increasing the area for comfortable pedestrian congregation, allowing for the introduction of a higher level of streetscape amenity, reducing the crossing distance for pedestrians, and slowing vehicular traffic.

- Bulb-outs will typically extend the curb line in favor of the pedestrian about five (5) feet.
- This is an especially important traffic calming strategy along Main Street and its connecting roadways.

d. Consider ramping down to a "curb-less" condition at street corners to ease pedestrian crossing, especially along Main Street.

- Bollards will need to be integrated to protect the pedestrian waiting to cross.
- Pedestrian crosswalks shall adhere to ADA requirements.

e. Incorporate abundant streetscape amenities, especially at heavily trafficked intersections.

- Amenities may include street trees, benches, pedestrian-scaled light fixtures, planters, project signage, etc.

- These items should be placed so as to not obstruct vehicular sight lines or unduly interrupt pedestrian flows.



•Enhanced intersection w/ specialty paving and pedestrian amenities

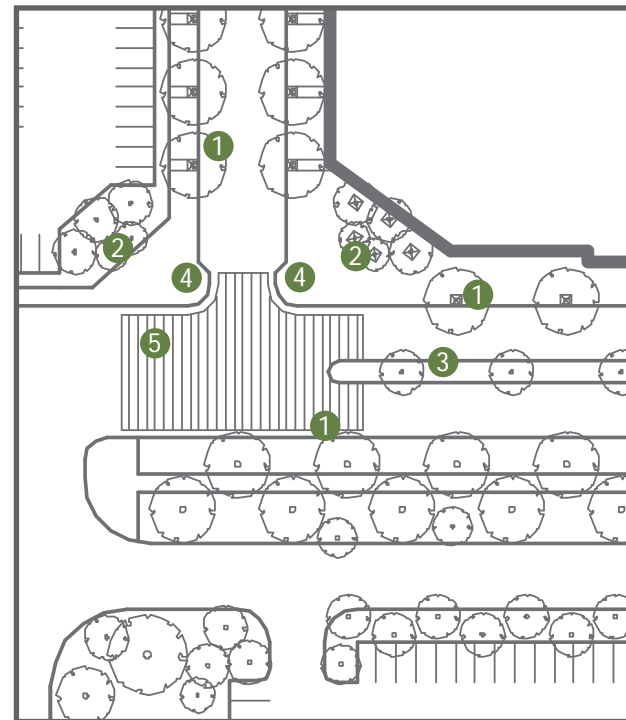
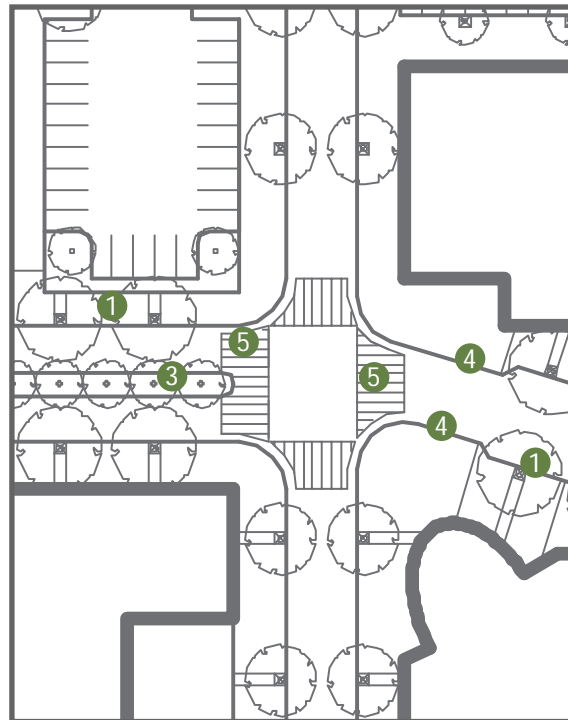
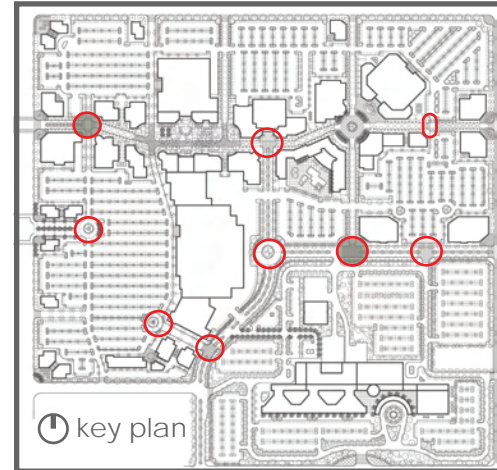


•"Curb-less" condition at crosswalk / clearly demarcated pedestrian crossing

Exhibit 42

Elements

- 1 Street Trees
- 2 Ornamental Trees / Distinctive Planting
- 3 Planted Median
- 4 Curb Bulb-out / Neckdown @ Intersection
- 5 Enhanced Crosswalk



F.4. CONCEPTUAL PLANS

A GATEWAY SIGNAGE

A.1. Intent. Gateway signage will enhance project identity, serve as landmarks, and create a sense of arrival. They will also signal the visual quality of the district and establish a unified “language” for the overall program of project signage. Located along arterial boundary roads, gateway signage should be scaled to the automobile. Unique, sculptural and/or highly graphic treatment is especially encouraged at major project entries to the Commercial District.

A.2. Design Guidelines

a. Incorporate gateway signage that identifies the project and/or its districts at vehicular points of entry.

b. Coordinate the design of gateway signage with other gateway design elements, including landscape and hardscape treatment (e.g., special paving), lighting displays, and art. Collectively, these should clearly communicate arrival.

c. Scale these signs to their surroundings and in accordance with their function as vehicular-oriented project identifiers.

- Primary gateway signage will be located only at primary entrances along major boundary arterials. These should be vertically oriented and feature distinctive “eye-catching” design, especially within the Commercial District.

- Secondary gateway signage is smaller in scale and may be located at all other vehicular project entrances from arterial roads. Horizontal monument type signs are recommended and may flank the entrance, although alternative design concepts may be considered.

d. Place gateway signage so that it does not obstruct vehicular sight lines.

e. Design gateway signage that enhances project and/or district identity and establishes the overall character of the signage program.

f. Limit gateway signage to the name of the project and/or its major districts, as well as any corresponding logo.

- Emphasize bold, highly legible graphic design.

- The addition of major commercial tenants may be considered, but shall remain clearly subordinate to project / district identity.

- The Medical District may feature the identity of the medical facility and/or service provider.

g. Construct gateway signage of high quality and durable materials that are weather and vandal resistant.

h. Add lighting effects that enhance the design and readability at night.

- Dramatic lighting effects may be considered for primary gateway signage.

- Ambient lighting effects utilizing external illumination are more appropriate for secondary gateway signage.



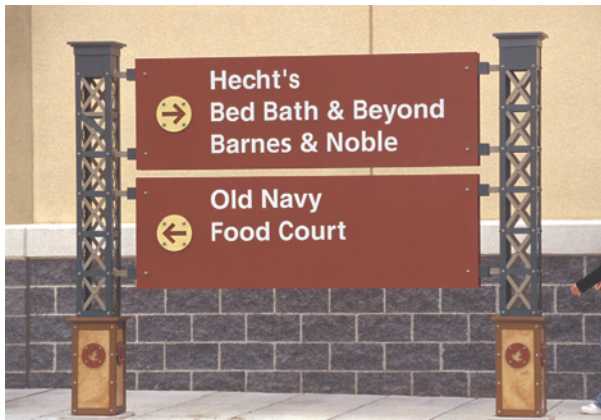
• Gateway signage features bold, “eye-catching” graphics



• Monument signage coordinated with landscape treatment



- Easy-to-read vehicular sign / limited number of listings



- Appropriately scaled signage for vehicular traffic

B VEHICULAR DIRECTIONALS

B.1. Intent. Vehicular directionals will direct motorists to key destinations on-site. Typically, these will be located at or near project entrances and intersections, and will locate on-site parking, and major attractions and amenities. Viable design approaches include freestanding signs and signs attached to light poles.

B.2. Design Guidelines

a. Locate vehicular directional signs at or near project entrances and key intersections, and other locations that will serve to guide motorists to their destination. Signs should direct motorists toward parking, and major destinations and attractions, including the larger tenants.

b. Place vehicular directionals so that they do not obstruct vehicular sight lines. Signs should be freestanding or mounted on light poles.

c. Scale these signs to their surroundings and for a comfortable read by slow moving vehicles.

- Vehicular directionals should be placed at sufficient height for the motorist.
- However, vehicular directionals should not exceed fifteen (15) feet in height (or be mounted to a pole in excess of this height) and twenty (20) square feet in total sign area.

d. Design vehicular directionals that enhance project identity and maintain compatibility with the overall signage program. Exterior materials, finishes, and colors should be the same or similar to other project signage on site.

e. Provide visually attractive and highly legible graphics and text.

- Signs should be limited to brief text, logos, and arrows.
- Vehicular directional signs should not overwhelm drivers with too much information; a maximum of six (6) destinations or listings per sign is recommended.
- Vehicular directionals will typically be one-sided to face the flow of traffic.

f. Construct vehicular directionals of high quality and durable materials that are weather and vandal resistant. External illumination is preferred.

C PEDESTRIAN DIRECTIONALS

C.1. Intent. Pedestrian directionals will guide persons on foot to key destinations on-site, adding a level of comfort for the visitor. Typically, these will be located along major paths of travel, and point the way to public and/or guest services, outdoor gathering areas, as well as major tenants. Viable design approaches include freestanding signs and blade signs attached to light poles.

C.2. Design Guidelines

a. Locate pedestrian directional signs along major pedestrian circulation routes and other locations that will serve to guide the pedestrian.

- These signs should direct pedestrians toward public and/or guest services and amenities, including restrooms, security, transit facilities, information kiosks, etc.

- These signs may also direct visitors toward major attractions, such as outdoor gathering spaces and the larger tenants.

b. Place pedestrian directionals to maintain pedestrian flows and preserve sight lines.

- Freestanding signs and “blade” signs mounted on light poles are appropriate for pedestrian directional signage.

- “Blade” signs mounted on buildings are an alternative approach.

c. Scale these directionals to their surroundings and for a comfortable read by persons-on-foot.

- Pedestrian directionals should be smaller in size than vehicular directionals.

- Pedestrian directionals should not exceed ten (10) feet in height (or be mounted to a building or pole in excess of this height) and ten (10) square feet in sign area per side.

- The particular location and design may dictate a sign smaller than specified above.

d. Design pedestrian directionals that enhance project identity and maintain compatibility with the overall signage program.

- Exterior materials, finishes, and colors should be the same or similar to other project signage on site.

- Building mounted directionals should be integrated with the architecture.

e. Provide visually attractive and highly legible graphics and text.

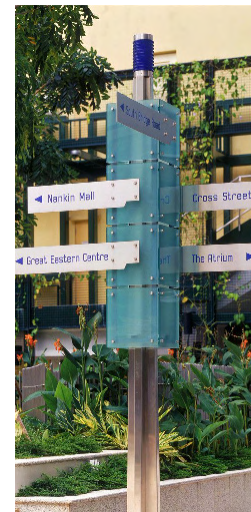
- Signs should normally consist of brief text, logos, and arrows.

- Messaging on both sides of a pedestrian directional is acceptable.

f. Construct pedestrian directionals of high quality and durable materials that are weather and vandal resistant. External illumination is preferred.



• Freestanding pedestrian directionals w/ easy-to-read graphics.



• Pole mounted directionals



•Kiosk occupies public plaza



•High quality, durable materials / clear graphic presentation

D WAYFINDING DIRECTORIES & INFORMATION KIOSKS

D.1. Intent. Wayfinding directories and public information kiosks are an essential part of the pedestrian network, and will improve the visitor experience. In addition to identifying major destinations, routes and attractions, a directory map or kiosk may itself serve as an attractive wayfinding marker. In general, these items should be located at major gathering places and points of decision, such as key intersections.

D.2. Design Guidelines

a. Locate wayfinding maps, directories and public information kiosks within or near the major pedestrian gathering spaces. Additional locations may include key intersections subject to the heaviest pedestrian flows.

b. Situate maps, directories, and kiosks to maintain pedestrian flows and preserve important sight lines.

c. Design wayfinding directories and kiosks that enhance project identity and maintain compatibility with the overall public signage program.

- Exterior materials, finishes, and colors should be the same or similar to other project signage on site.

- Directories and kiosks should not exceed ten (10) feet in height.

- Internal illumination should be provided for visibility at night.

d. Use high quality, durable materials as these elements are exposed to the weather and will receive an especially high degree of contact with the public.

e. Present visitors with the essential information needed to navigate the project.

- Information should be presented in a clear, highly graphic manner.

- In addition to locating project tenants, wayfinding directories and maps should identify major destinations, public and/or guest services located on-site, as well as parking and transit facilities.

- Additionally, wayfinding directories and maps may locate points of interests and essential services provided off-site.

f. Consider utilizing directories and kiosks as “community boards” that advertise upcoming events and/or advertise tenant promotions.

E ART POTENTIAL

E.1. Intent. Art enhances the visual environment, and promotes expression of local history and culture. Suitable art forms range from sculptural art pieces created for a public plaza to artisan crafted details. Consider how these forms might serve as a local landmark, delineate outdoor space, or simply add richness to the landscape.

E.2. Design Guidelines

a. Encourage the participation of experienced and talented artists as part of the project's design team.

- Local artists and artisans who are familiar with the community are encouraged. They are source of ideas that will add to the quality of the outdoor space.

- Art pieces that celebrate Lancaster's history and culture, and desert environment, are encouraged, but should also relate to the overall image and identity of the Amargosa Creek project.

b. Use art to highlight special locations, such as gateways, focal intersections, and important pedestrian gathering areas.

- Art pieces should make a more memorable place and enhance wayfinding.

- For example, art pieces may be sited to draw people down Main Street, and visually and/or conceptually link disparate parts of the project.

c. Allow for a broad range of expression, media, and materials. Nonetheless, scale, material, form and content should be appropriate to the immediate surroundings. Sculpture, mosaics, banners, murals, and artisan crafted details are examples of appropriate art forms. Additionally, art pieces may be:

- Permanent or temporary.
- Functional or non-functional.
- Stationary or kinetic.
- Representational or abstract.

d. Make works of art visually and where appropriate physically accessible to the public.

- A high degree of interaction between the public and the art piece is generally encouraged.

- Art pieces that become the focus of a plaza, drawing people into and through the space, are encouraged.

- Functional and artisan crafted landscape and architectural details should also be considered.

e. Design all permanent pieces of durable, exterior grade materials with consideration to structural and surface integrity, including protection of the artwork against vandalism, weathering, and excessive maintenance and repair.

f. Encourage temporary art pieces in addition to permanent works of art, accommodating new or different modes of expression.



•Sculptural piece as a focal element



•Art adds visual interest and delight



• Custom street name placards



• Banners attached to light poles providing visual interest



• Decorative sidewalk plaque incorporating logo

F ADDITIONAL SIGNAGE TYPOLOGIES

F.1. Regulatory Signage. Custom design compatible with the overall signage program is encouraged for on-site street name placards, although their form should be traditional in that they will be located on freestanding pole signs or mounted to a pole light. Parking identity and regulation signs may also be treated as part of a custom sign palette. Nonetheless, all such signs are subject to review and approval by the City's Department of Public Works.

F.2. Site Pageantry / Banners. Changeable metal or fabric banners attached to light poles and buildings should be provided throughout the Commercial District, concentrated along Main Street and at major gateways.

- Banners may be used to advertise the project, promote the community and special events, and celebrate holidays and festivals.
- Site pageantry is not intended for the display of tenant graphics and advertisements.
- Banners should be treated in a graphically rich and colorful manner.
- Artist designed banners are encouraged.

F.3. Custom Identity. Explore opportunities to tastefully incorporate the project logo / graphics as decorative sidewalk plaques or integral to on-site furnishings and landscape features, such as benches, trash receptacles, tree grates, etc.

