MULTI FAMILY RESIDENTIAL **DESIGN GUIDELINES**

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IMAGE PLACE HOLDER

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GENERAL OBJECTIVES

- Meet the General Plan Land Use Element Goal to revise development regulations to encourage multifamily development
- Contribute to the attractiveness and usefulness of the public realm.
- Increase the overall durability, construction quality and attractiveness of multifamily development as viewed by the public.
- Increase the City of Maricopa's standing in the valley as a desirable place to live.
- Increase pedestrian interest and activity by facilitating pedestrian access to gathering places, services and other amenities.
- The City of Maricopa encourages the creative and innovative use of current and emerging development practices and seeks to strike a balance between the needs of the homebuilding industry and the consumer.

APPLICABILITY

The guidelines apply to:

- All new multifamily structures and development,
- Additions to existing buildings that increase gross floor area by 1,000 square feet or more, require conformance for the new portion of the structure and the area of the site that must be modified as a result of the expansion (this could include walkways, driveways, parking, signage), and
- Significant exterior modifications such as façade changes, windows, awnings, signage, etc.

define "multi-family". duplex, tri, quad, condo/th, single family for rent, etc.?

DEPARTURES

The Zoning Administrator may approve, with respect to the guidelines, an application that varies (or "departs") from the strict language of the guidelines provided that they find that the proposal meets the guidelines' intent statements. If the Zoning Administrator approves a variation from the design requirements, such approval shall be based on the following findings:

- The application of certain provisions of the design guidelines would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the underlying zone and of the design standards.
- Permitting a minor variation will not be materially detrimental to the public welfare or injurious to the property or improvements in the area.
- Permitting a minor variation will not be contrary to the objectives of the design guidelines.
- Such a variation is necessary because of special circumstances relating to the size, shape, topography, location or surroundings of the subject property that prevent strict adherence to certain design standards.
- The minor variation protects the integrity of a historic landmark or historic district.

SAFETY THROUGH DESIGN

Crime Prevention Through Environmental Design, or CPTED (pronounced sep-ted), is a crime prevention philosophy based on the theory that proper design and effective use of the built environment can lead to a reduction in the fear and incidence of crime. It focuses on the positive use of a space and natural elements to maintain a sustainable quality of life for intended users, while offering a sense of security by increasing the difficulty for criminal or abnormal activities. The principles of CPTED natural access control, natural surveillance, territoriality, and maintenance - when integrated with the principles of physical security, present a unique approach to minimizing crime opportunities. This may be accomplished through the design elements described in this Manual and are noted throughout when they are applied.

a. Natural Surveillance

Design the placement of physical features and activities in such a way as to maximize visibility and foster positive social interaction among legitimate users of the space. Creating environments that allow the opportunity for people to engage in their normal behavior and to observe the space around them limits the potential for crime to occur.

b. Natural Access Control

Strategically locate entrances and exits, fencing, lighting, and landscaping to control or limit the flow of or access. Most criminal intruders will try to find a way into an area where they will not be easily observed. Limiting access and increasing natural surveillance keeps them out altogether or marks them as an intruder.

. Natural Territorial Reinforcement

Design buildings, fences, pavement, signs, lighting, and landscaping to express ownership and define public, semi-public and private spaces, so that natural territorial reinforcement occurs. An environment designed to clearly delineate private space does two things. First, it creates a sense of ownership. Owners have vested interest and are more likely to challenge intruders or report them to the police. Second, the sense of ownership within a community or space creates an environment where "strangers" or "intruders" stand out and are more easily identified.

SITE DESIGN

I. PROJECT FRONTAGE

INTENT:

- Provide for an attractive and active relationship between the building and the street
- Provide privacy and security to residents facing the street
- Encourage social interaction between residents and pedestrians
- Provide a comfortable and welcoming entry, visible from the sidewalk and an attractive streetscape.
- Provide an inviting ground floor facade.

PROJECTS ADJACENT TO QUALIFYING RIGHT-OF-WAY (ROW):

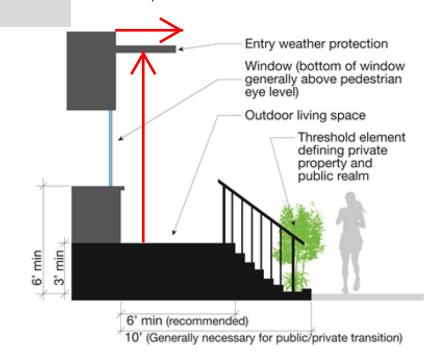
Applicable for projects that front local or minor collector roads.

- 1. Provide individual unit entries at ground level (accessible from outside). Ground level unit entries can open onto the street or a courtyard or open space that opens to the street. The Zoning Administrator may allow other entry configurations (such as consolidated entries), provided the design meets the intent of this section.
 - a. To provide resident privacy and transition between public and private realm, set the building back at least 10 feet from the public ROW or raise the ground floor living space at least three (3) feet above the sidewalk or pathway grade (See *Figure 1*).
 - b. **Entries must be accessible from the street or interior open space.** Configurations where enclosed rear yards back up to a street are discouraged.
 - c. Individual pedestrian entries must be emphasized by using all of the following:
 - Provide a porch, at least 24 square feet, or other architectural weather protection that provides cover for a person entering the unit and a transitional space between outside and inside the dwelling.

ii. Provide a planted area in front of each pedestrian entry of at least 20 square feet in area, with no dimension less than three feet. Provide a combination of shrubs, groundcover or trees.

- iii. Set the garage door (if applicable) at least five feet farther from the street than the primary street-facing façade.
- d. For projects with individual garages, vehicle access to ground floor units shall be from an alley if one exists. For any configuration where primary pedestrian access is off the same façade as vehicular access, developments shall incorporate single-width parking configurations for at least 50 percent of the units (to minimize the impact of garage doors on the pedestrian environment). A pedestrian entry shall be provided that is separate from the garage door.

define min. depth & max. height above floor. Builders will usually build to the minimum, and if there is none, they will use a popout.





- 2. Surface parking shall not be located between the building and the street. (If multiple buildings, this only applies to the building(s) abutting the street.)
- 3. Structured parking shall not span the entire frontage of any street-adjacent building. Structured parking must be designed to fully screen or conceal parked cars from view from public streets and opens space on the first and second floors of the structure per On-Site Parking and Loading (CC Section 18.105.030).
 - a. For corner properties with structured parking, provide a minimum of 15 feet from the corner along the primary street frontage in an active use. For non-corner properties, provide a minimum of 15 feet anywhere along the street frontage in an active use.
 - i. Active uses can include lobbies, entrances, gyms or fitness centers, meeting rooms and other similar spaces. Active use spaces may not contain mail rooms, storage, or any unsightly use (as determined by the Zoning Administrator).
 - ii. Active uses must be visible through transparent window areas over the entire 15 feet of the ground floor façade between two feet and eight feet above grade. The windows must look into the building's interior.
- 4. If property is within ¼ mile of a bus stop or public park, provide convenient pathways or entries to facilitate access to these amenities for residents.
- 5. Limit the length of at-grade building facade and walls without openings (windows or doors) to 15 feet.
- 6. Fencing or walls above four feet high are not allowed in the front yard or between the principal façade/entry and the sidewalk or public street. Chain link fences are not allowed in the front yard or between the primary building and a public right-of-way (excluding alleys).
- 7. For projects approved by the Zoning Administrator for consolidated entries, enhance the building's presence and optimize interaction with the public sidewalk and rights-of-way through use of at least two of the following:
 - a. Pergolas or arbors
 - b. See-through gates or fences (excluding chain link)
 - c. Outdoor terraces or gardens that are designed to promote use (i.e., with benches or other pedestrian furniture or features)
 - d. High quality entry path materials such as special paving, tile, etc.
 - e. Balconies facing street







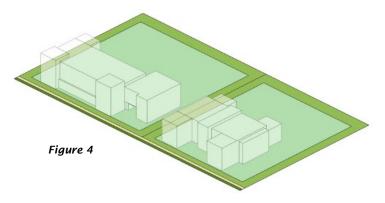
Figure 2: Good and bad examples of garage/entry configurations. The left example features a landscaped area and stoop to enhance the entry. The townhouses in the middle photo tuck the garages under the living units to reduce their visibility (note that this is a private roadway). In the right image, the lack of landscaping is a glaring omission, and is not acceptable.



II. BUILDING ORIENTATION

INTENT:

- Provide direction to guide the manner in which buildings are placed on a site.
- Encourage and facilitate a more walkable, vibrant and lively public realm
- Discourage buildings that are isolated from adjacent developments, acting as barriers and impeding pedestrian activity





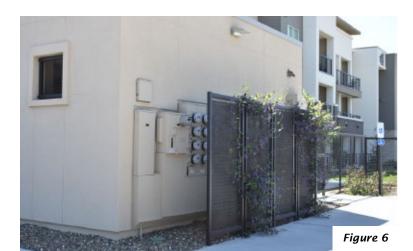




Figure 3

- 1. Corner or end units located along public streets should address both the primary street and the secondary (or side) street. The primary facade and entrance should face the more prominent street. Corner entrances or dual porches on front and side facades are encouraged. (See Figure 3)
- 2. Multiple residence buildings should maintain the minimum setback allowed along streets to better define the public realm and emphasize the overall site design as well as to help activate the streetscape and enhance the walkability of the neighborhood by reducing distances between desired destinations.
- 3. Design the primary facade of buildings with varied setbacks (including ground floor and upper floors) to create an interesting and attractive street edge, while maintaining minimum average setbacks. (See **Figure** 4)
- 4. Consider the existing grade and topography of the site in building layout, height, scale, and massing to maintain compatibility with adjoining lower intensity residential uses. Taller buildings should be stepped back or reduced in height when adjacent to lower density residential uses to maintain the privacy of rear yards, patios, and private outdoor spaces.
- 5. Extend porches, stairs, and stoops into the front setback to articulate the building facade.
- 6. Design setbacks between buildings so that spaces are usable or are part of the overall pedestrian scheme. (See **Figure 5**)
- 7. Consider the orientation of buildings and the use of sustainable development practices to mitigate solar exposure.
- 8. Mechanical equipment, electrical meter and service components, and similar utility devices whether ground level, wall mounted, or roof mounted, shall be screened and designed to appear as an integral part of the building. (See **Figure 6**)

III. VEHICLES, PARKING AND GARAGES

INTENT:

- Diminish and soften the visual impact of pavement and parked cars from the street and adjacent properties.
- Encourage several smaller parking areas in multiple residence projects.
- Encourage proper parking placement and screening.
- Increase pedestrian safety and vehicular circulation in parking areas.

SURFACE PARKING

All projects with surface parking must adhere to the following in the design of parking lots and on-site vehicular circulation:

- 1. Buildings should have the primary presence on the public street. Off-street parking areas should be located in the rear of the building(s) and away from public streets. Placement of parking areas to the side of the building(s) may be allowed to the minimum degree necessary. (See Figure 7)
- 2. Design and locate parking areas such that the walk from the designated parking to the dwellings is short and direct. Ideally, residents will have visibility of their parking stalls from their residence. All resident and visitor parking shall be clearly identified. (See **Figure 8**)
- 3. Pedestrian walkways shall be distinguished from the vehicle driveway using different hardscape materials or by providing a landscape buffer per City Code.
- 4. To add visual interest and avoid the effect of a long blank wall, perimeter garages that face public right-of-way or private property should provide articulation in horizontal wall plane, roof line, mix of materials, and windows.
- 5. Carports and detached garages should be designed as an integral part of the architecture of projects. They should be similar in material, color, roof materials, and details to the principal buildings of a development. (See **Figure 9**)
- 6. Guest and handicap parking should be evenly and conveniently distributed throughout multiple residence projects.
- 7. Incorporate pick-up and drop-off zones that are easily accessible to riders and rideshare operators.





there should be a standard for guest parking required min (1 space per X units, etc). This has been a BIG issue in other developments & causes long term issues.

Dont discount parking for multi-family projects, projects should be mandated to meet a minimum criteria. Most apartment communities are under parked and it causes issues with the management staff. Since Maricopa doesnt have much public transit and most local workforce has to drive to work - a min. of 2 cars per unit should be standard.



Figure 7

STRUCTURED PARKING

All projects must adhere to the following in the design of structured parking:

- 1. Structured parking may not constitute the entire frontage of any street-adjacent building. See Project Frontage (section I, page x) for frontage requirements related to structured parking.
- 2. Locate structured parking to minimize visual impact to residences and public streets. Ensure parking structures visible from public streets are architecturally compatible with the main structure, and provide building and finish elements that create visual interest to the streetscape, such as artwork or decorative metal accents.
- 3. Where structured parking is adjacent to the sidewalk or within 10 feet of the sidewalk edge, the façade shall incorporate a combination of artwork, grillwork, special building material or other treatment/design that enhances the pedestrian environment. Small setbacks with terraced landscaping elements can be particularly effective in softening the appearance of structured parking.
- 4. Parking facilities shall be well-lit for safety with non-glare lighting to reduce impacts to adjacent uses.

Structured and garage parking should match or compliment the building architecture, style, materials, articulation, roof lines, etc. Mandate 360 degree design.









Figure 10: Examples of structured parking showing screening techniques, minimized visual impact and enhanced pedestrian environment.

Establish minimum parking dimensions for stalls and garages!!!!! I saw one community that used 7' wide garage doors, 9'-6" width x 18' deep with a water heater platform. Only very small cars could park there. Garages should be minimum - 10'x20' clear, unobstructed space, 8' wide minimum door.

Provide bicycle parking @ each building (and establish a minimum).

IV. PEDESTRIAN CIRCULATION

INTENT:

- Provide convenient, safe and attractive pedestrian routes.
- Increase social interaction.
 - 1. Provide a continuous pedestrian circulation system that links various site amenities, such as play areas, a club house, pools, adjacent streets, trails, and bus stops.
 - 2. Connections to adjacent compatible uses, existing public amenities such as parks or school playgrounds and public streets by maximizing intersections and 'straight line' paths where possible is encouraged. In addition, add pathways back to public row's when an adjacent land use such as commercial is existing or planned. (See Figure 11)
 - 3. Pedestrian walks shall be separated from residential structures by at least three (3) feet for landscaping. The Administrator may consider other treatments to provide attractive pathways. Examples include mosaic, bas-relief artwork, or other decorative treatments that meet the intent of the guidelines. (Figure 12 provides examples.)
 - 4. Where not visible to the public (i.e., on the interior of the site), all paths shall be a minimum of six (6) feet in width and be hard-surfaced.
 - 5. Public pathways must be compliant with the Americans with Disabilities Act (ADA).

Sidewalks should stagger and add interest similar to the building architecture. should create a maximum length of walk (if straight)

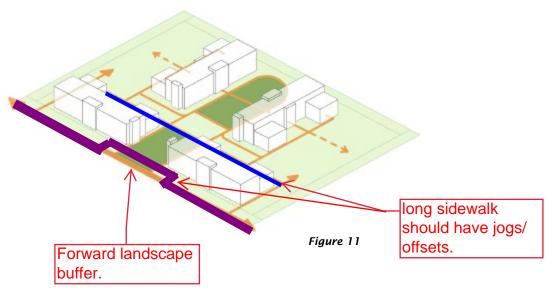






Figure 12: Photo on left shows landscaping between walkways. Photo on right shows wall treatment to provide interest.

sidewalk offset like this

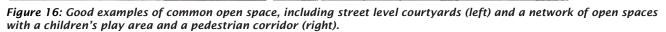
V. OPEN SPACE AND LANDSCAPING

INTFNT:

- Add to the livability of new residences.
- Provide visual interest and relief.
- Provide opportunities for outdoor activities.
- Provide light and air in a new residential development.
- Provide opportunities for social interaction.
 - 1. Provide a Common open space areas and amenities allow residents to gather, promoting community interaction and creating a sense of place. Shared open spaces within multiple residence projects are particularly important as an organizing element in defining space and establishing character. Therefore, open space features should be carefully integrated into the design of multiple residence projects to provide safe areas, that can be easily surveyed from nearby dwellings or the street and complement the building architecture and project site design. (See Figure 13)
 - 2. Projects should incorporate common open spaces and pedestrian amenities that are centrally located, functional for a variety of uses, and aesthetically pleasing.
 - 3. Terminate primary drives at open space or amenity features to create a focal point and enhance view corridors. (See **Figure 14**)
 - 4. In common open space areas, pedestrian amenities such as shade structures, trellises and arcades over walkways, benches and tables, bike racks, scooter parking, or similar amenities are recommended. Consider locating these in courtyard spaces and near main or secondary entrances for easy access. (See Figure 15)
 - 5. Avoid outdoor areas that are between or behind buildings, that have little or no surveillance. These spaces with ambiguous "ownership" should be placed within the control of individual units.
 - 6. The space must be accessible from the dwelling units. Ideally, it should be centrally located, if practical. The space must be oriented to encourage activity from local residents. See Figure 16 below.











MULTI-FAMILY RESIDENTIAL DESIGN GUIDELINES

- 7. Use planting to highlight significant site features and to define site use areas and circulation. Examples include site and building entrances, pedestrian walkways, and focal points, such as gathering areas or plazas.
- 8. Incorporate existing natural features such as trees, topography, washes, and vegetation into the site plan.
- 9. Infrastructure elements such as stormwater retention basins should be incorporated into the overall landscape plan.
- 10. Consider using deciduous trees and shrubs along south and west facing facades to provide seasonal shading while providing fall color, seasonal flower, and other desired effects.
- 11. Provide weather and sun protection, such as overhangs, awnings, canopies, etc. to mitigate climatic and solar conditions.
- 12. Shade elements, both landscape and architectural should be provided at prominent pedestrian points such as near entries, near common open space, and along paths serving parking lots.



Figure 17: Good example of the use of planting to accentuate site use areas and circulation.

incorporate water friendly landscaping. no natural grass. use synthetic turf instead.

pet friendly spaces, enclosures. waste pick-up stations

landscape lighting - shielded or dimmed to preserve dark sky, but provide safety along walkways.

ALL common/community areas should be easily accessible to persons with disabilities.

Seating along pathways

BUILDING DESIGN

VI. ARCHITECTURAL DESIGN

INTENT:

- Add Provide a welcoming entry to residential buildings.
- Provide a visually interesting roofline.
- Achieve architectural scale that is compatible with the size and visual massing of development envisioned within the zoning classification.
- Add visual interest and sense of quality and craftsmanship to building facades.
- Enhance the pedestrian experience.

PRIMARY ENTRIES

 Location of primary entrances (shared or individual) should face the street to the greatest extent possible. Low volume streets sucare better suited for individual unit entries; high volume streets are better suited for shared entries.

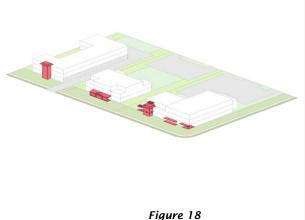
secure?

- 2. Primary entrances should be prominently indicated with a multi-story massing change and a first-story roofed design element such as a porch, awning, or portico. (See **Figure 18**)
- 3. All units must provide a clearly visible paved walkway from the primary entrance to a public sidewalk along the abutting primary street, tract, or common open space. no blind entries, for security

MASSING AND SCALE

- 1. Buildings should offset their massing on wall planes or step back on upper floors so as to reduce perceived size and provide opportunities for terraces or balconies. (See Figure 19)
- 2. Developments must provide unique massing and variation from adjacent multiple residence buildings; as to avoid the appearance of contiguous developments. (See Figure 20)
- 3. Where projects are adjacent to single residence zoning districts, provide a sensitive transition by maintaining a height compatible with adjacent buildings. Mitigate negative shade/shadow and privacy impacts by stepping back upper floors and avoiding direct views into neighboring single residence yards. (See Figure 21)













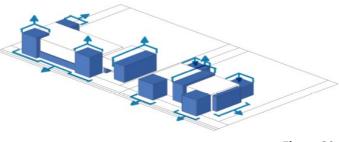


Figure 20

MULTI-FAMILY RESIDENTIAL DESIGN GUIDELINES

4. Help define the street edge through the location of building massing and heights. Increase building mass and height proportional to the street width, with higher massing on wider streets and decreased massing on narrower streets.

ARTICULATION

- 1. Long expanses of windowless, blank walls are to be avoided. All building facades are to be treated aesthetically with changes in materials, colors, artwork, use of pilasters, building lines, ornamentation, and/or other aesthetic treatments; and, should utilize durable quality materials.
- 2. Building facades visible from a public right-of-way, private tract, or common open space should incorporate highly accented or highly articulated openings, through the application of window trim, window recesses, cornices, changes in materials or other design elements. (See **Figure 22**)

MATERIALS

- 1. Material changes should occur at intersecting planes, preferably at inside corners of changing wall planes or where architectural elements intersect. (See Figure 23)
- 2. The selection and placement of building materials should provide visual interest at the pedestrian level. Heavier materials should be used to form the building base and as accents on upper stories and walls. Materials and colors should be used to enhance buildings and adjacent pedestrian spaces by adding color, shadows, and interesting forms. (See Figure 24)
- 3. Materials should be selected that have proven durability under high amounts of sun exposure and extreme temperatures. (See **Figure 25**)
- 4. Exterior building colors should be compatible with the surrounding neighborhood setting and should be in keeping with the geographic and climatic conditions specific to Maricopa. (See **Figure 26**)







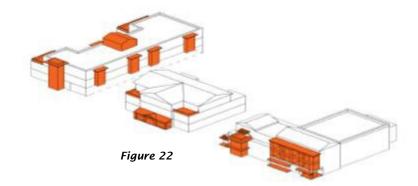






Figure 23

Encourage use of multiple textures not just stucco/popouts. use of brick cladding, metal, siding, stone, etc.

Material edges should return to an inside corner and not end arbitrarily - especially @ street front facades, garages, patios, etc.

EXAMPLES AND INSPIRATION





too flat, looks cheap and will look very dated over time. building should articulate, not stucco popouts. recommend remove picture.









LOW IMPACT DEVELOPMENT

traffic (not shown, see Appendix).

Low Impact Development (LID) is an approach to land development or redevelopment that works with nature to manage stormwater as close to its source as possible. LID looks at stormwater as a resource rather than a waste product and employs strategies such as bioretention facilities, rain gardens, vegetated rooftops, rain barrels, and permeable pavements to create functional and appealing site drainage. By implementing LID principles and practices, water can be managed in a way that reduces the impact of built areas and promotes the natural movement of water within an ecosystem or watershed.

Trees and other plants with watersensitive trunks/stems are planted Steeper slopes (up to 50%) are on slopes or terraces above the level of regular inundation. used to maximize area of level bottom 8" deep; all slopes greater than 33% are lined with rock to Larger boulders are used to increase reduce erosion (rock not shown to visibility and deter vehicles. reveal basin contours). should be 6" curb utilized on street side to prevent vehicle entry. Sidewalk/pedestrian path slopes Flush header curb 18" deep, mounted 1% toward basin to gather runoff. with 6" ceramic disks to increase visibiliity and deter vehicles. the existing ROW area where Edges of bioretention area adjacent to possible to maximize size. curb are lined with 4"-8" rock apron. Flashing solar lights are placed on asphalt to increase visibility to oncoming Figure 12. Conceptual drawing of a chicane with bioretention area for a

adjacent to sidewalks and no lbarrier could be a liability issue. check with city attorney.

Bioretention area extends into

Note: this illustration shows an intentionally under-vegetated basin to show slope contours.

LID practices provide multiple benefits for the environment and the community to maximize mutual environmental, social, and economic benefits. A LID feature may benefit property value and increase customer attraction, provide services which contribute to ecosystem health, and can be utilized as a community gathering or recreational space for residents.

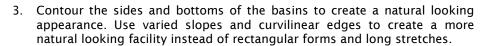
neighborhood street.



VII. RETENTION DESIGN

- 1. Location Incorporate rain gardens placed between buildings to collect stormwater from rooftops and parking areas.
- 2. Meander retention areas paired with recreational pathways through the development to create a connected green-space amenity such as a greenbelt to encourage maximum recreational use. (See Figures 27)





- 4. Utilize permeable pavers for parking spaces to allow stormwater to seep directly through the pavers into the underground storage system.
- 5. Maximize water permeability by minimizing soil disturbance and compaction in planned landscape areas, reducing paved areas, using permeable paving materials, and preserving open space drainageways when feasible.
- 6. Avoid water features at entry areas unless it is specifically a rainwater harvesting feature designed to reduce on-sit potable water demands.
- 7. Incorporate plants and design themes to support naturalistic landscapes that provide a sense of place in concert with the local natural environment. (See Figure 28)
- 8. Group plants with similar water needs together.
- 9. Utilize low water use native or desert-adapted drought tolerant plants incorporating at least seventy-five (75) percent of selected plants being local native species to promote a sense of place.







- 10. All man-made slopes should receive erosion control from plantings and from terracing. See Figure 29
- 11. Incorporate one (1) Xeriscape landscape example into open spaces.
- 12. Each valve should irrigate a landscape zone with similar site, slope and soil conditions and plant materials with similar watering needs. Turf and nonturf areas need to be irrigated on separate valves as well as drip emitters and sprinklers.
- 13. Maximize water permeability by reducing paved areas using permeable paving materials and preserving open space drainage ways when feasible.
- 14. All common landscaped areas, tracts and retention basins need to be owned and maintained by the Property Management Company or Property Owners Association (POA).

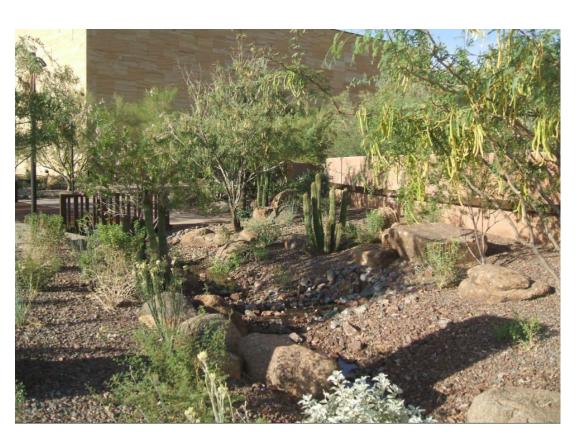
VIII. LANDSCAPE

- 1. All new developments need to be designed in accordance with the Maricopa Tree Palette and provide full canopy coverage over walkways.
- 2. Provide enhanced landscaping including six (6) large specimen trees, and landscaped medians at entries.
- 3. To ensure effective management of stormwater and healthy growth of native vegetation, all landscape areas should, to the extent practicable, be part of the drainage infrastructure and make all conveyance features landscape amenities utilizing LID design.
- 4. Provide a minimum twelve (12) foot wide landscape tract, inclusive of public utility easement, along buildings adjacent to a street side yard.
- 5. Provide a variety of planting palettes that soften the development, reinforce the building design and add variety to the streetscape.
- 6. For greater shading and cooling, plant a multi-layered composition of shrubs and small trees with a minimum height of ten (10) feet and a width of four (4) feet next to buildings.

Discourage use of Palo Verde, Sissoo, Mesquite & Olive trees these trees tend to become a maintenance issue.



Figure 29: Good example of erosion control from plantings.



Overall P&Z / City Council Disclaimer:

The ability to require additional improvements beyond this document to ensure the development meets and exceeds the growth, compatibility, and neighborhood cohesiveness. Example: If a builder goes well above and creates a fantastic project, future nearby developments should meet or exceed that level, and not just be held to the minimum standard. Doing so minimizes the investment (and value) of the initial one. P&Z/Council should be able to push for higher standards when warranted.

This document doesn't cover Gates, site walls, signange, trash enclosures, setbacks between buildings, a/c unit screening, mail boxes, delivery areas (many management companies wont sign for packages anymore due to liability).

Encourage the use of solar as vehicle canopies?

Encourage Community gathering areas (clubhouse, BBQ, lawn games, etc).

Grey Water use?

Possibly use some type of incentive to use "encourage" items - if you do this, then you can decrease/increase/change that. Some type of trade-off. i.e. if you elevate the entries along an arterial street by 3', you can gain 5' in building height for those buildings.