



City of Scottsdale PROJECT NARRATIVE



- ☐ Rezoning ☐ Other
☐ Use Permit
☒ Development Review
☐ Master Sign Programs
☐ Variance

Case # 1,406-PA-01
Project Name The Promenade Phase II
Location SEC Scottsdale Rd. & FLW Blvd.
Applicant Pederson Group, Inc.

SITE DETAILS

Proposed/Existing Zoning: PRC Parking Required: 4,417
Use: Retail/Office Parking Provided: 4,431
Parcel Size: 18.95 acres (Phase II) # Of Buildings: 25 (Phase I & II)
☒ Gross Floor Area ☐ Total Units: 1,003,762 (Phase I & II) Height: 60' Maximum
☒ Floor Area Ratio ☐ Density: ± 27.3% Setbacks: N- 50' S- 30'
E- 25' W- 50'

In the following space, please describe the project or the request

See Project Narrative attached hereto

PROJECT NARRATIVE

The Promenade - Phase II

Case No. 406-PA-01

On November 26, 2001, the Scottsdale City Council is scheduled to review a Proposed Text Amendment to the Scottsdale Zoning Ordinance which would allow the City Council to approve a free standing ornamental monument at a height greater than that normally allowed within a PRC Zoning District, provided that certain criteria are met. The Scottsdale City Council is scheduled to simultaneously review an amended site plan for Phase II of The Promenade (SEC of Scottsdale Road and Frank Lloyd Wright Boulevard), which proposes to convert Phase II from the previously-approved retail project, to a mixed use retail/office project. The proposed new site plan for Phase II includes a proposal to construct two works originally designed by Frank Lloyd Wright.

The Development Review Board previously reviewed the conceptual plans for the proposed Frank Lloyd Wright-Designed Spire, in conjunction with passing a recommendation on to the City Council with respect to the Proposed Text Amendment, and the Development Review Board unanimously recommended that the Text Amendment be adopted. The present Application now requests formal DRB approval for the development of the Spire, as well as the remaining components for Phase II of The Promenade.

While Scottsdale is proud of the fact that Frank Lloyd Wright lived a significant portion of his life at Taliesin West, it is noteworthy that there are no Frank Lloyd Wright designed buildings or structures located in the City of Scottsdale, other than Taliesin West. Many of the neighboring communities in the Valley have such buildings and structures designed by Frank Lloyd Wright, which have become treasured parts of their respective communities. The proposed project will create a unique Frank Lloyd Wright identity for Scottsdale unlike any architectural element in the entire Valley.

The location chosen for the Spire is uniquely appropriate. The intersection of Scottsdale Road and Frank Lloyd Wright Boulevard stands as a gateway where the more urbanized portion of Scottsdale transitions into the high Sonoran desert areas north of the CAP canal. This intersection also serves as the border between Phoenix and Scottsdale, and a key entry into North Scottsdale. As one travels east on Bell Road within the City of Phoenix, the name of the road changes to Frank Lloyd Wright Boulevard at its intersection with Scottsdale Road. Most tourists, and many Scottsdale residents as well, are not aware of the reason for this name change. The City leaders chose to honor one of its favorite sons by placing Frank Lloyd Wright's name on the road which passes Taliesin West. The name change from Bell Road to Frank Lloyd Wright Boulevard has significance, and the proposed monument will serve to punctuate the point where visitors traveling east leave Phoenix and enter Scottsdale, the home of Frank Lloyd Wright.

The Spire itself was designed by Frank Lloyd Wright as part of a new Arizona State Capital Complex which he envisioned. Instead of expanding the complex in its current location, Mr. Wright proposed in 1957 that a new complex be nestled in the Papago Buttes area, and he

presented a bold design for this proposed new complex to our legislators. Unfortunately, the proposal was not adopted by our legislators, and the only product we have of this grand vision is a model of the proposed State Capital Complex which was exhibited for some time in the lobby outside of the City of Scottsdale One-Stop Shop.

The current Application proposes to take the Spire which was the significant architectural element of Mr. Wright's proposed Arizona State Capital Complex, and place it at the intersection of Scottsdale Road and Frank Lloyd Wright Boulevard. The Spire will be positioned on the Frank Lloyd Wright Boulevard side of the intersection, as it was Mr. Wright's architectural style not to place such focal points directly on the axis of a project. Adjacent to the Spire will be a building which was originally designed by Frank Lloyd Wright as a bank, but was never built. This was another bold design of Mr. Wright's which will be developed by the applicant, to be occupied by several non-profit organizations which truly represent what makes Scottsdale unique, such as the Frank Lloyd Wright Foundation, the McDowell Sonora Land Trust, the Scottsdale Historical Society, the Scottsdale Convention and Visitor's Bureau and the Scottsdale Cultural Council, among other entities.

Applicant has proposed text amendments to the Scottsdale Zoning Ordinance so that the Spire can be constructed in the true context in which it was envisioned by Mr. Wright. The architects who worked with Mr. Wright at Taliesin West tell stories of how Mr. Wright loved the beauty of our desert and how the height and geometrics of the proposed monument were inspired by desert elements. Mr. Wright would take desert walks with his students near Taliesin West and point out how the verticality of the tallest saguaros added dramatic context to the desert scene. Mr. Wright would also point out how geometrics played a large part in the life of a desert plant. For example, he would take a dried Cholla or Desert Staghorn branch and show how the geometric patterns of the plant allowed it to swell as it took in water during the rainy season, and allowed it to shrink as it utilized the water, thereby showing how the geometric design of the plant added to its viability in adapting to the desert climate. The geometric design of the proposed Spire, which will have a steel frame with multi-faceted plexiglas faces, was in fact inspired by the geometric design of such desert plants. Mr. Wright was also inspired by the natural desert colors, and by the manner in which such colors changed at different times of the day. The proposed Spire will have natural desert colors, and it will have soft internal illumination within the base of the Spire, which illumination will be projected vertically from within the Spire, so that the hue of the illumination will change as it fades toward the tip of the monument.

The proposed height of the Spire has already been submitted to both the Federal Aviation Administration and to the Scottsdale Airport Advisory Commission, and the proposed height has been formally approved by both agencies.

The current Approved Site Plan for Phase II of The Promenade contains approximately 230,000 square feet of retail space. The proposed Amended Site Plan for Phase II significantly reduces the amount of retail space, and adds an office component, thereby creating a true mixed-use project. Taliesin Architects are the architects of record for the Spire and the Visitor's Center, and they also serve as the consulting architect for the balance of Phase II to oversee the theme for this portion of the project: "A Celebration of Frank Lloyd Wright in the Desert."

The Proposed Amended Site Plan creates plazas at the immediate corner containing a total of approximately 3 acres. These courtyards will create a pedestrian urban form of "piazza".

Pedestrians will be able to enjoy retail facilities and clusters of dining establishments with open air patios. The tree-shaded sidewalks that connect various portions of Phase I of The Promenade have been well-received by the citizens of the City of Scottsdale, and the shaded pathways will continue their connections to multiple points within Phase II of The Promenade.

The freestanding pad buildings identified on the site plan identified as Buildings 4, 6, 13 and 14 are not part of this Application. Separate DRB Applications will be submitted when users are identified for these buildings.

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SUPPLEMENTAL NARRATIVE

The Promenade - Phase II

Case No. 406-PA-01

Since the formal Application for DRB Approval was submitted by Applicant with respect to Phase II of The Promenade, the Scottsdale City Council formally approved the proposed Text Amendment to the Scottsdale Zoning Ordinance, which allows the City Council to approve a free standing ornamental monument at a height greater than that normally allowed within the PRC Zoning District. The City Council simultaneously approved the proposed Amended Site Plan for Phase II of The Promenade, which included the proposed Frank Lloyd Wright designed Spire.

After the submission of the formal Application for DRB Approval, Applicant met with City of Scottsdale staff to discuss staff comments with respect to the conceptual plans for Phase II of The Promenade. This Supplemental Narrative will summarize the additional materials that have been prepared in response to questions raised by City of Scottsdale staff.

Applicant has assembled an impressive team of consultants for the design of Phase II of The Promenade. Ellermann & Schick Architects were the principal architects of record with respect to Phase I of The Promenade, and Applicant has received many accolades with respect to the design of Phase I of The Promenade. Similar accolades have been received with respect to the landscape plans for Phase I of The Promenade, which were developed by Laskin & Associates. Ellermann & Schick Architects will continue in their role as principal architects for the retail portions of Phase II, and Laskin & Associates will prepare the landscape plans for Phase II. Betty Drake of Drake & Associates has led the conceptual design for the common areas of Phase II, and she will collaborate with Ellermann & Schick Architects and Laskin & Associates with respect to the completion of the final plans for the common areas. DRB Architects has joined the team as the principal architects for the office buildings within Phase II. Finally, Taliesin Architects will be the primary architects with respect to the design of the Frank Lloyd Wright designed Spire and Visitor's Center, and Taliesin Architects will also serve as consulting architects for all of Phase II.

The primary comment received from City of Scottsdale staff was that the flat elevations of the office buildings submitted by Applicant with the initial Application did not adequately reflect the articulations and the detail which have been incorporated into the buildings. Accordingly, Applicant has supplemented its Application with several perspective vignettes which more clearly detail the articulations of the buildings, as well as some of the detailed design elements that have resulted from the collaboration of our consulting architects.

City of Scottsdale staff also requested more detail with respect to the retail elevations, and Applicant has supplemented its package with additional elevations and vignettes which highlight the detail of the retail portions of Phase II.

Pedestrian circulation was also discussed with City of Scottsdale staff, and a request was made for more detail with respect to Applicant's proposal to utilize shade trees, as opposed to structural canopies, to shade portions of the pedestrian circulation paths. An additional "Shade Plan" has been submitted, which highlights the portions of Phase II which will be shaded either by canopies, or by native trees. This plan also shows a requested pedestrian link which has been

established between the Frank Lloyd Wright designed Spire and the sidewalk adjacent to Frank Lloyd Wright Boulevard. Pedestrian circulation is also discussed in detail in the Master Design Concept Plan discussed below.

Applicant has received compliments from many sources with respect to the pedestrian links between the various portions of Phase I, which are shaded by the canopies of palo verde trees. Additional shaded connections between Phase I and various portions of Phase II are already in place, and Applicant intends to expand this concept in a more lush manner in the primary "Critter Plaza" between the two office buildings. Among other activities, Applicant has entered into an agreement with a company that organizes Farmer's Markets, which will organize such a festival, and bring significant additional activity to the primary "Critter Plaza". A significant grove of palo verde trees is planned for this plaza, which will provide shade for both the Farmer's Market vendors, and for pedestrians.

Finally, the Master Design Concept Plan for Phase II of The Promenade has been completed, which ties together all of the design concepts created by the collaboration of Applicant's consultants.

High standards have been set for Phase II of The Promenade, and Applicant respectfully submits that it has exceeded these standards, with the help of the collaboration of first-class consultants.

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The Promenade

Design Principles Narrative

The design team for the Promenade has embraced the Sensitive Design Principles by the City of Scottsdale. It has been the goal of every team member to create a memorable development that respects its place in the Desert Southwest and makes an appropriate entry statement at the gateway into the City of Scottsdale.

This is the second phase of a larger development, which currently consists of large retail users and pad restaurant uses. This phase breaks from the first phase in the creation of a more sophisticated image and collection of uses including boutique retail, corporate office, restaurants, a visitor center and decorative spire along with extensive landscaped pedestrian areas.

These pedestrian areas take the form of shaded walkways, plazas and park-like areas forming a promenade which starts at the phase one plaza in front of Nordstroms Rack, weaves throughout the ensemble of buildings and crescendos at the corner of Scottsdale Road and Frank Lloyd Wright Boulevard in the form of a 125' tall spire and visitor center designed by the American master and former Scottsdale resident Frank Lloyd Wright.

These two original architectural landmarks set the tone for color and detailing that is used throughout this development. Patina Copper detailing adorn the office and retail component as well as the retail and garage component linking these back to the developments iconic spire in both color and detail. The primary colors used on the visitors' center take their direction from the Sonoran Desert and surrounding McDowell Mountains and are used throughout the development.

The massing of the buildings respect the scale of their surroundings, both in their relation to the phase one structure as well as the pedestrians. The highest intensity of use is kept at the center of the site. These buildings cascade down through the use of stepping building forms to greet the pedestrian at a human scale. Articulated spandrel panels on the office and complimentary forms on the retail minimize large flat areas, reduce glare and create interesting forms of shadow and light.

Interior spaces are extended outdoors at every level through the use of shaded balconies and terraces, which can be used for casual conference, social interaction, dining or just enjoying our spectacular Arizona weather.

The landscape theme continues the desert appropriate pallet established in Phase One. Desert trees, flowering shrubs, decorative paved plazas and turfed pedestrian areas are the focal point of this project. Additionally, public artwork is sprinkled throughout this development highlighting pedestrian nodes and creating areas of calm contemplation, as well as, social interaction and visual interest.

Unlike development patterns found commonly throughout the valley, this development creates a mix of uses including retail, office and restaurants. This mixed-use concept provides alternatives for its users, which reduce automobile trips, traffic congestion and pollution.

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