


DRB Study Session  
#1

• "Most Livable City" U.S. Conference of Mayors •

## MEMORANDUM

DATE: February 1, 2002

TO: Councilwoman Cynthia Lukas and Members of the Development Review Board

FROM: Kurt Jones, AICP, Project Coordination Manager 

RE: Promenade – Phase II DRB Application

This is to let you know that the final phase of the Promenade (Phase II) is being scheduled for the February 21<sup>st</sup> DRB hearing. Since this is a very large and detailed plan, Staff will be providing an overview of some of the major issues regarding the project. Staff and the applicant have been working on many issues regarding the project since its submittal last year.

At the February 7<sup>th</sup> study session, Staff would like to outline some of the key issues regarding the case and allow for some dialogue on those issues with the DRB members. This will allow the DRB members to get a preview of this complex project but also allow you to provide feedback for Staff and applicant in preparation for the 2/21 hearing.

The applicant has stated that they were going to deliver a separate Master Design Concept Plan for the Promenade so keep an eye out for that delivery also. Hopefully, this study session agenda item will be able to explain the project and enable discussion on the key issues. Thanks for your time regarding this matter. If you have any questions, please do not hesitate to contact me at 312-2524.

**Promenade Architectural Review Items  
for  
Development Review Board Consideration**

**Coordination of Master Design Concept Plan:**

- Staff finds the design concepts, spatial qualities, and thematic details submitted in the ***Master Design Concept Plan (MDCP)*** valuable to this project's success. Unfortunately the submitted development plans do not substantially embrace the ***MDCP*** concepts.
  
- Since the submittal, the applicant has agreed to stipulations requiring design and implementation of some of the concepts and details shown in the ***MDCP***. The MDCP sections and respective areas included in this agreement are listed below:
  - ***"Site Plan"***
  - ***"Circulation and Access"*** (emphasis on pedestrian)
  - ***"Open Space Design"*** (including all plazas, the "outer ring", the "promenade")

For these items, the design concepts, spatial qualities, and landscape and site/architectural details described in the ***MDCP*** shall govern and supersede the current submitted site and related development plans in the approval process during final design.

- Staff finds many positive attributes in the proposal. **There are, however, a number of planning and architectural issues that could be strengthened.** These items fell outside of the above noted sections of the ***MDCP*** and have not been resolved through a mutual stipulated agreement. An abbreviated list of these outstanding issues has been provided on the following sheet.

The basis or criteria for resolving many of these items can be interpreted from the discussion of ***Theme Elements—Key Concepts*** section found in the ***MDCP***:

- ***"The Complexity of Simple Forms"***
- ***"Destruction of the Box"***
- ***"A Progression of Experiences"***
- ***"Ornament and Nature"***
- ***"The Importance of Detail"***

On the following pages staff has provided the essence of some of the larger concerns related to planning and architectural issues for the boards use in review and discussion:

**Promenade Architectural Review Items for  
Development Review Board Consideration  
Study Session February 7, 2002**

**Site Plan & Pedestrian Issues:**

- Pedestrian flow from outer ring to main plaza
  - Indirect / less than obvious progression
  - Constricted (pinched) at some locations
  - Lacking strong directional cues at nodes
- Main plaza and connection to existing shops lack of strong axial terminus (architectural focus of critical mass).
- Abruptness / lack of desirable transition at edges of 4 story office/retail structures to pedestrian open space.
- Main plaza focus may be strengthened with introduction of 3-dimensional structure(s) (such as space frame or tinsel structures)
- Applicant's commitment to providing art and or artistic site features

**Southeastern Retail Shops and Parking Structure:**

- Continuous glazed storefront lacks balance of rhythm and mass.
- Lack of rich and varied material pallet
- NW parking structure end lacks critical mass to contain plaza space (similar issue at pedestrian connection from existing shops)

**Twin Mid-Rise Office/Retail Structures:**

- Solar orientation and solar protection of glazing are less than optimal
- Large amounts of continuous glazing
- Relatively unbroken horizontal emphasis
- Buildings lack articulated base
  - Predominance of glazing at edge of structure
  - Lack of substantial mass to ground structure
  - Lack of deep shade and texture
  - Abrupt edge, lack of transition from building edge to open space
- Entries lack pedestrian scale and extensions of interior to exterior space
- Buildings lack rich material pallet

**Scottsdale Road & Frank Lloyd Wright Blvd. Streetscape Issues:**

- Corner site wall and pedestrian features should incorporate:
  - City of Scottsdale entry monument
  - Frank Lloyd Wright Streetscape symbol and streetscape details

CITY OF SCOTTSDALE  
WATER RESOURCES DEPARTMENT

TRANSMITTAL

Date: December 7, 2001

To:  Kurt Jones            Project Coordination  
       Lila Madden            Records

Via: Inter-office mail

**Re: *The Promenade Phase II***  
**371-99-168**

The following items are being transmitted:

- 1 - accepted water design report
- 1 - accepted wastewater design report

Remarks:

For our records. Please place appropriately in the case file and the records Library.

Thanks,

Doug Mann



**VIA FACSIMILE # (480) 312-7781  
AND FIRST CLASS MAIL**

January 10, 2002

Mr. Kurt Jones  
Senior Planner  
**CITY OF SCOTTSDALE**  
7447 E. Indian School Road  
Scottsdale, Arizona 85251

**Re: The Promenade - Phase II  
SEC Scottsdale Road & Frank Lloyd Wright Blvd.  
Scottsdale, Arizona**

Dear Kurt:

I am sending to you via facsimile a Supplemental Narrative which summarizes the additional materials that we are submitting in support of our Application for Development Review Board Approval. Brent Kendle is going to make arrangements to supplement our previous submittal with these materials on Friday morning, January 11, 2002.

Betty Drake is going to attempt to get a copy of our Master Design Concept Plan directly to Tim Connor, with the hope that this will expedite his review of this document. One copy is going to Tim, and another copy is being added to the previous submittal. Once you have advised us that we have been scheduled for a DRB hearing, we will then print and deliver to you additional copies for the DRB Members.

It is our hope that you will be able to get Phase II of The Promenade on the agenda for your Determination Meeting next week, and get us a date in February for a DRB hearing. We believe the additional detail included in the supplemental materials addresses all the questions which were raised at our last meeting, and we would like to move on to a hearing with the Development Review Board.

**406-PA-2001  
1-14-2002**

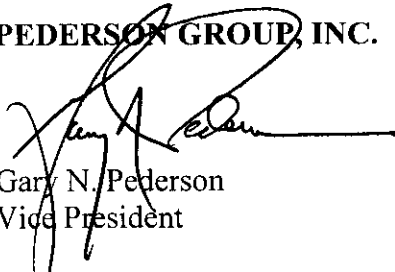
82-DR-1998#2A

Mr. Kurt Jones  
January 10, 2002  
Page 2

Thank you for your consideration. Please call if you have any questions in this regard.

Very truly yours,

**PEDERSON GROUP, INC.**



Gary N. Pederson  
Vice President

GNP/ps  
Enclosures

cc: Jim Pederson  
Jeff Manelis  
Larry Ellermann  
Brent Kendle  
Arnold Roy  
Betty Drake  
Hardy Laskin

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