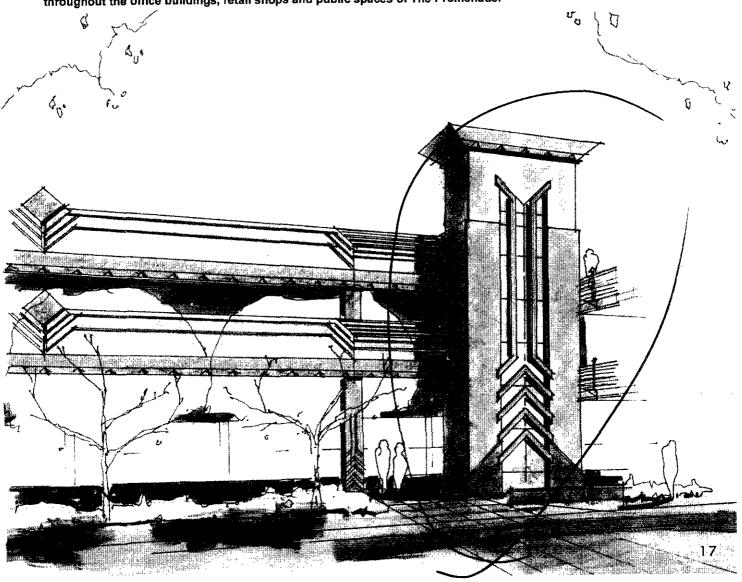


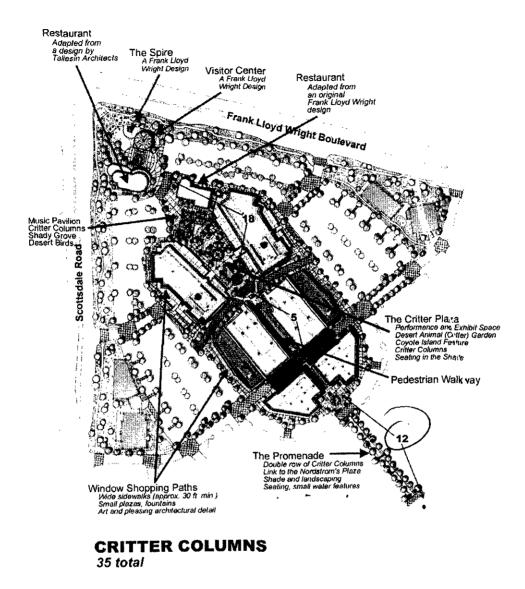
THEME ELEMENTS: Frank Lloyd Wright

## OTHER FRANK LLOYD WRIGHT-INFLUENCED DESIGN ELEMENTS

Taliesin Architects is collaborating with other team members on design of buildings and landscape elements at The Promenade. The objective of this collaboration is to create an environment that complements the original Frank Lloyd Wright buildings. The influence of Mr. Wright's design philosophy and decorative motifs are found throughout the office buildings, retail shops and public spaces of The Promenade.



I power clament god why is application different A



## 

A CELEBRATION OF FRANK LLOYD WRIGHT IN THE DESERT

## 

#### WE LIVE IN A DESERT

The Upper Sonoran Desert is a defining element in Scottsdale's culture, lifestyle and built environment. The light, heat, storms, smells, and sounds associated with it are part of our lives ...every day ...even in the city

#### AN INTERNATIONAL ATTRACTION:

People come from all over the world to enjoy our balmy writer weather and to marvel at the exotic landscape of cactus, inountains and flowering trees. It has a been romanticized in Western film, novels and art.

UPERB EXAMPLE OF ARCHITECTURE IN THE DESERT OF THE PROPERTY OF THE DESERT OF THE SOUTH OF THE DESERT OF THE DESERT

XERISCAPIE VS THE CASIS— COMMON SENSE CONCEPTS

Scottscale is a langua seasonally intense near filmited rainfall and almavareness of the need for water conservation, it makes sense to use the extensive pallette of and regions depicted and nearly pallette of another conservation in the monty.

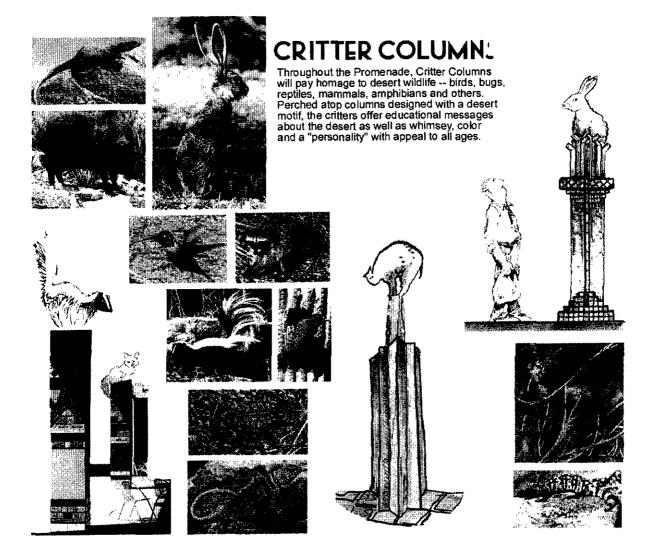
With this climate is a time same of the reconcept of the welcoming cases is a very sold one associated with renessment socialization and releasant tinge into

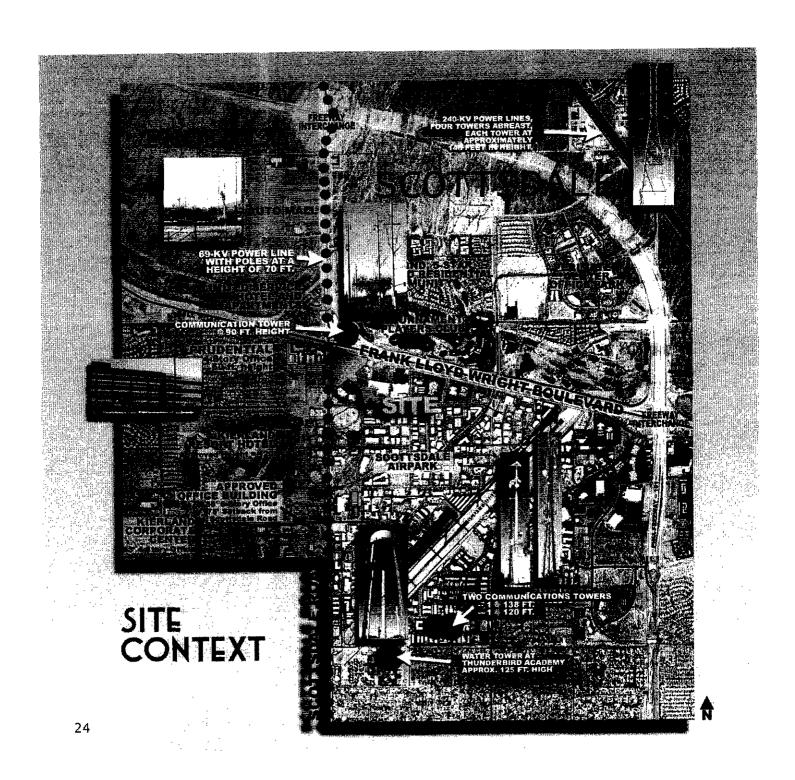
#### <u>ારાકું માના પ્રાથમિક ૧૯૭૦ છે. છે.</u>

Sinvaround in elegentier ant lenedrei nine ahen beeches zorzhen dietone desen sneemmen in nine Enes insens pedites hadouris - e mels er al Sons call te nione. The imperant of the estate in the recome impers om eplas nijelme mones tink people komes. Desen urle he assen ingerellister weter

How are these concepts expressed at The Promenade?



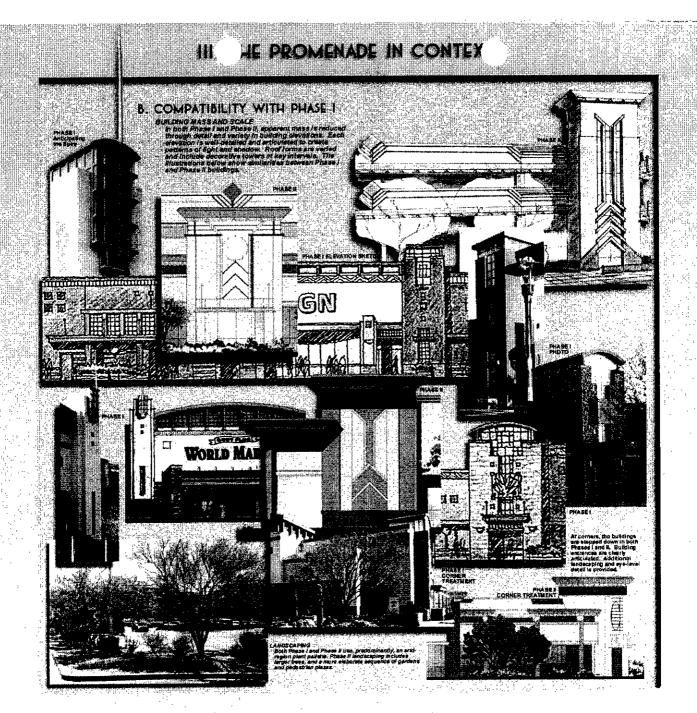






### KEY CONCEPTS

- Landscape character will vary, from that of natural desert at the Frank Lloyd Wright/Scottsdale Road intersection to a more "urban" concept -- greener and lush -- in interior areas of the development, not visible from the street.
- Native and arid-region/arid-adapted plant materials will be used throughout, accented by other decorative plantings and a central turf area.
- -- Plant placement and landscape design will range from informal at the corner to more formal within the central Critter Plaza.
- Landscape materials help to create a variety of sizes and types of outdoor activity areas, taking full advantage of the Arizona climate.
- -- Large desert trees will be used to create shaded walkways, as a primary landscape theme element.



## III. THE PROMINADE IN CONTEX.

#### AREAWIDE:CONTEXT

#### BUILDING SCALE AND MASS

The scale of the Phase II Promenade office buildings (60 feet, maximum height) is no greater fash that similar uses in the area. Directly across Scottsdale Road is the 50-foot tall Prudential office building. To the south are office buildings approved at 85 feet and 63 feet in height, and the 120-foot tall resort hotel at Kierland

To minimize visual impacts, the Promenade office buildings are angled away from the streets, with distances from right-of-way line to building averaging approximately 263 feet. These setbacks are substantially greater than those of other offices along Scottsdale Road.

Apparent building mass for The Promehade is reduced through; angled building siting; significant step-backs and anticulation in building form, detailing of building facades, landscaped walkways around the base of each building; a 50-hot landscape buffer along all street frontages and the large, landscaped plaze at the Scottscalar RoadFrank Lloyd Wright Boulevard intersection. Other office buildings in the area face the street head-on, have less varietion in building form and greater apparent mass.

REIGHT. OF THE SPINE

At 12s test, the Spira will stand out because of its design quality, not because of its height. Many other vertical structures of comparable or greater heights are found in the area: 240kv power lines at heights averaging 140 feet, communication towers at 138 feet, 120 feet, and 90 feet; 99kv power lines at 70 feet and a water tower at about 125 feet. The height and tocation of the Spire have been reviewed by the FAA, Scottsdale Airport Advisory Commission and Airpark helicopter pilots. All have given their approval.

Areas visible from the straet at The Promenede will be landscaped using and region plant materials, boulders, walls, colors and textures that are compatible with existing development. Substantially more area is devoted to landscaping at The Promenede then at neighboring properties and special landscape features are provided.

ARCHITECTURAL CHARACTER
The architecture of other buildings in the area represents a mix of generic "corporate office", Chevron service station modern and veguely Mediterraneen styles. Without exception, these buildings would be equally at home in tryine, Dallas or Omaha. Aside from incorporation of reflective window glass, they show little response to the desert environment and little site-specific character. The Promenade office and retail buildings reflect the influence of Frank Lloyd Wright and the desert through their detailing, lendscape treatment, prientation and building form.

#### ACCOMMODATION OF ALTERNATIVE TRAVEL MODES

Other nearby development is exclusively oriented to the private motor vehicle. Large parking fields without pedestrian accommodation are typical. At The Promenade, shaded pedestrian walkways are located within the parking areas and traffic speeds are reduced through provision of raised crosswalks between buildings and parking. Bicycle parking is provided at convenient locations, including bicycle lockers for employees and other long-term use. An on-site transit is located within Phase I.

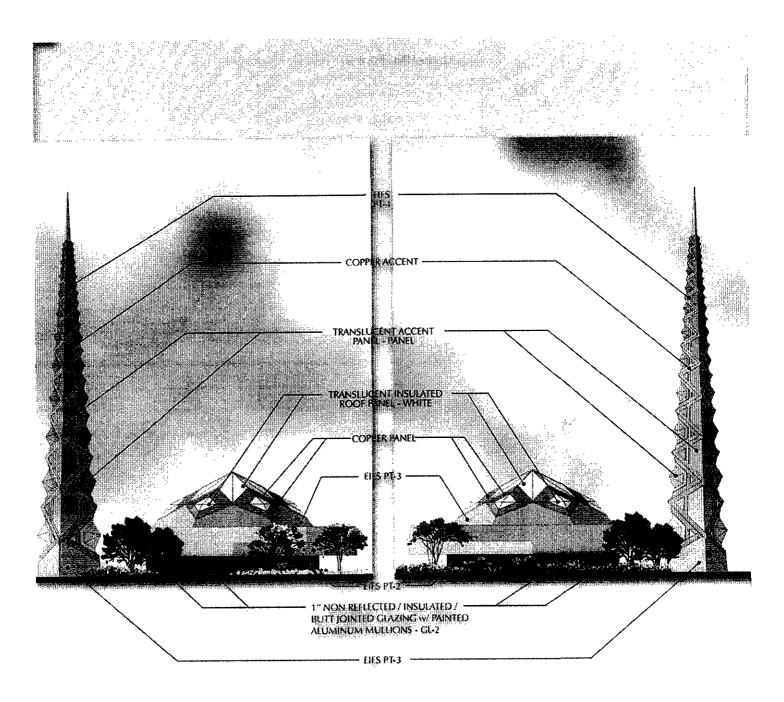
#### UNIQUENESS AND CULTURAL SIGNIFICANCE

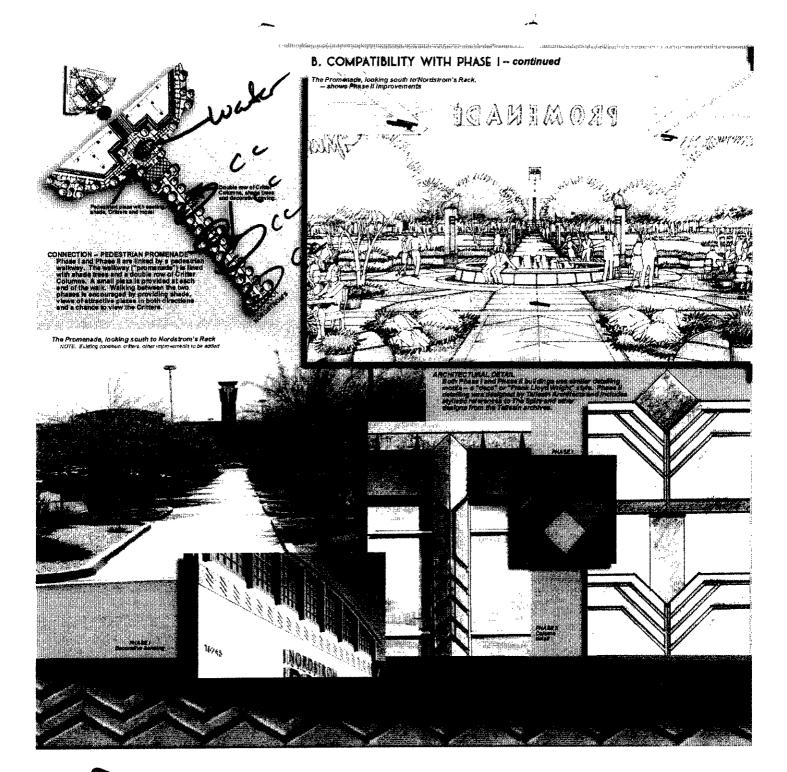
UNIQUENESS AND CULTURAL SIGNIFICANCE
Nothing like The Promende is found nearby in terms of its cheracter and cultural significance. The construction of two
original Frank Lloyd Wright structures and the design work of Taliesin Architects throughout Phase it result in a strong
and unique architectural style reflecting Scottsdale's heritage, in addition to the Wright structures, a design gerden will
offer interpretive opportunities and an array of 35 desert "crittler" sculptures will inhabit the public spaces. The Spire
will become a true orientation point for travelers on adjoining streets and freeways. The Promenade will become a
gateway into Scottsdale and a symbol of the City's historic commitment to good design and quality development.

#### PUBLIC SPACES -- PUBLIC BENEFIT

PUBLIC SPACES.— PUBLIC BENEFIT

None of the other office and ratali development in the vicinity offers significant public spaces. The Promenade aspires to become a central gathering place for this part of Scottsdale. At the Visitor Center, people can find out about Scottsdale's galleries, the mountain preserve, Tallesin tours, museums, festivals, volunteer opportunities and much more. The Visitor Center will provide support to community organizations and a place for them to disseminate information about their activities. Plezas at The Promenade are designed to accommodate exhibits, art fairs, farmer's markets and other outdoor events. People can sit in the shade in the central "Critier Plaza" and enjoy lunch and a non-time concert. They can learn about desert critiers and plant life through interpretive walks and displays. There will be plently of opportunities to get something to eat or drink, for shopping and visiting with friends. Two areas are available for theatrical and musical performances.



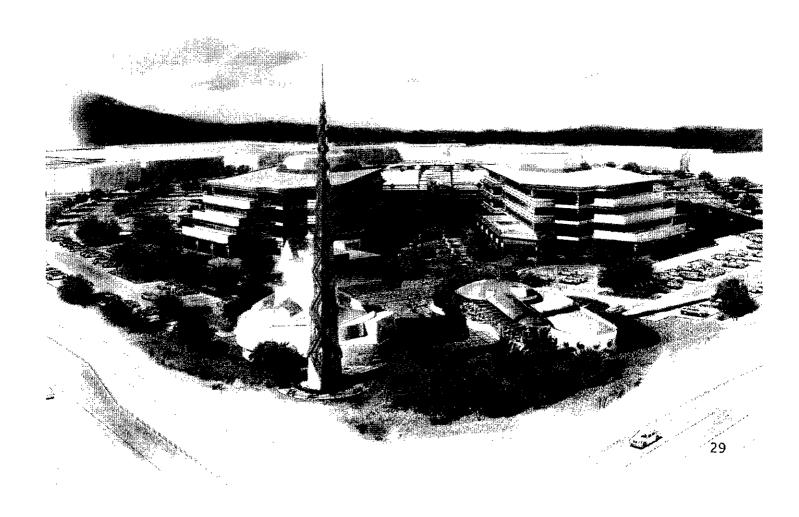


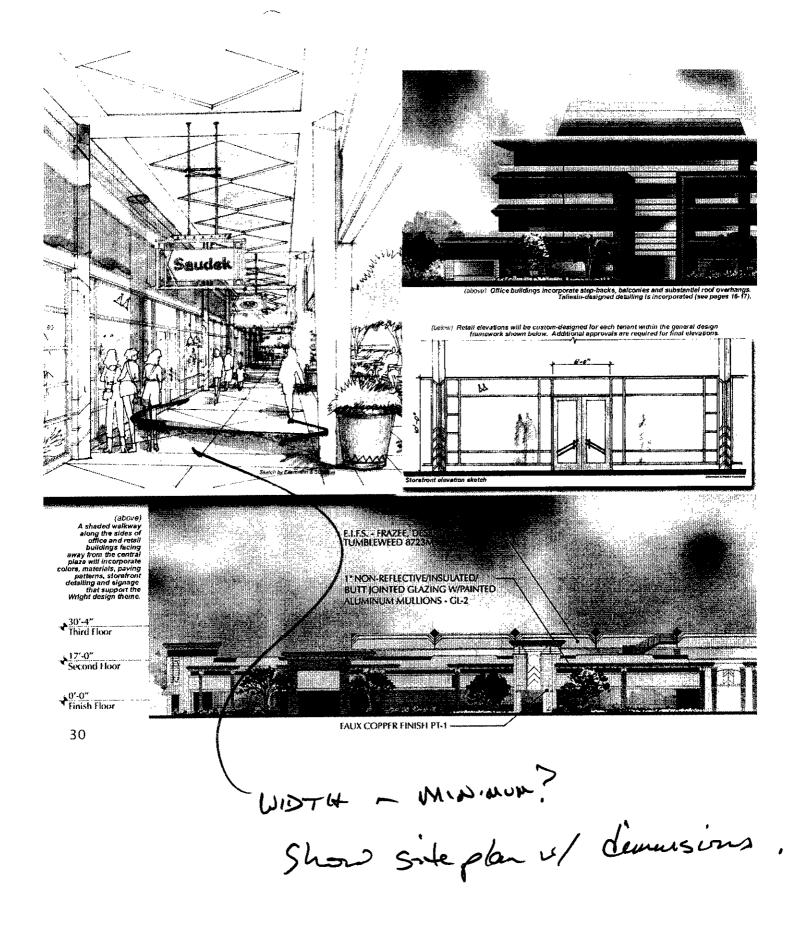


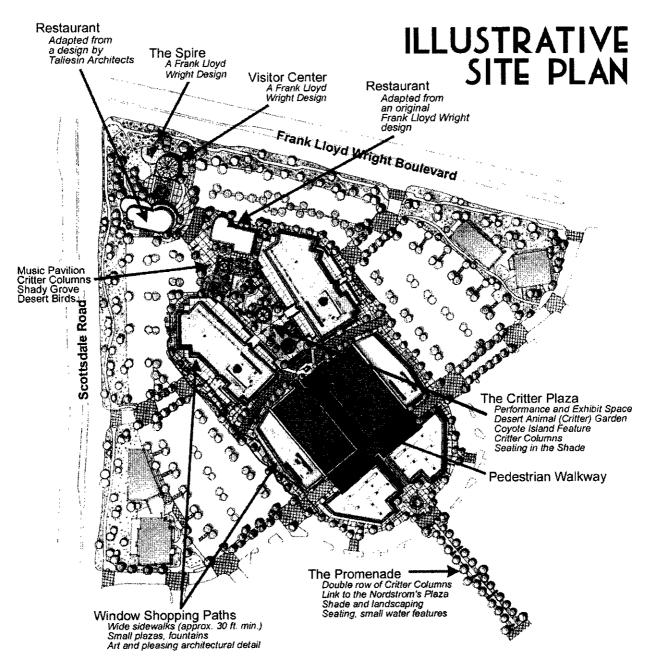
## VI. ARCHITECTURAL CONCEPTS

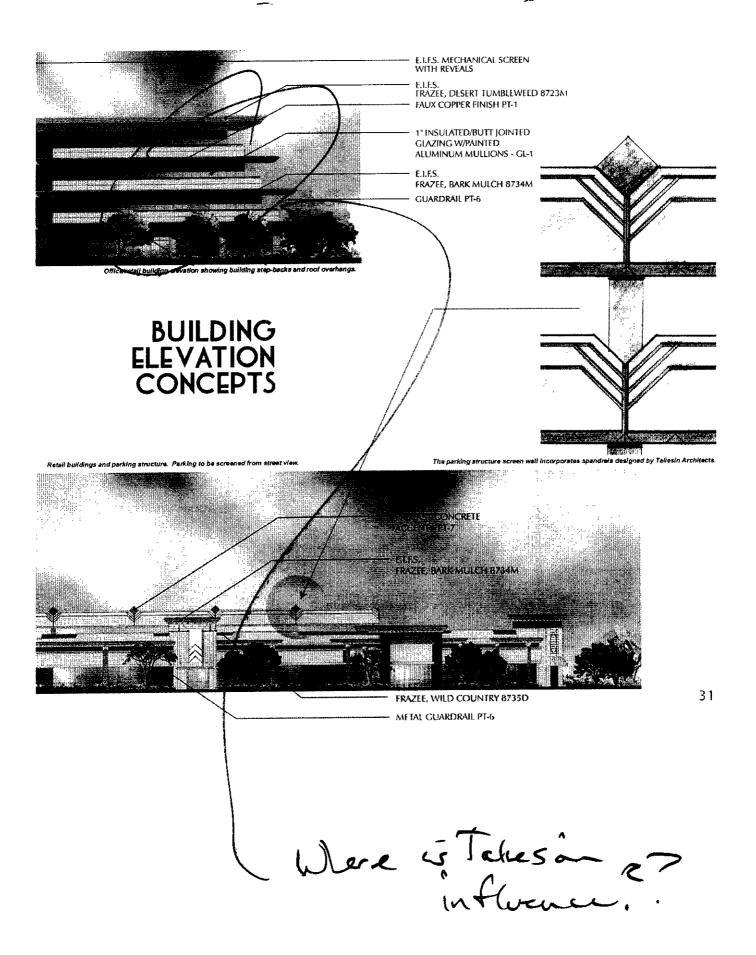
The architecture of Phase II of The Promenade reflects adaptation to Scottsdale's climate and the influence of Frank Lloyd Wright's architectural style. The architectural theme is established by the two original Frank Lloyd Wright-designed buildings, located at the highly visible northwest corner of the site. The Spire and the Visitor Center create an impressive foreground for the balance of the development.

The architectural theme is carried out in The Promenade office and retail buildings through incorporation of Taliesin-designed columns, colors, roof overhangs and architectural decoration. Spandrels used in the parking structure are a Taliesin design. Pages 16 and 17 show sketches of these details. The architectural design elements are enhanced through use of Wright-inspired paving patterns and landscape features throughout the project.



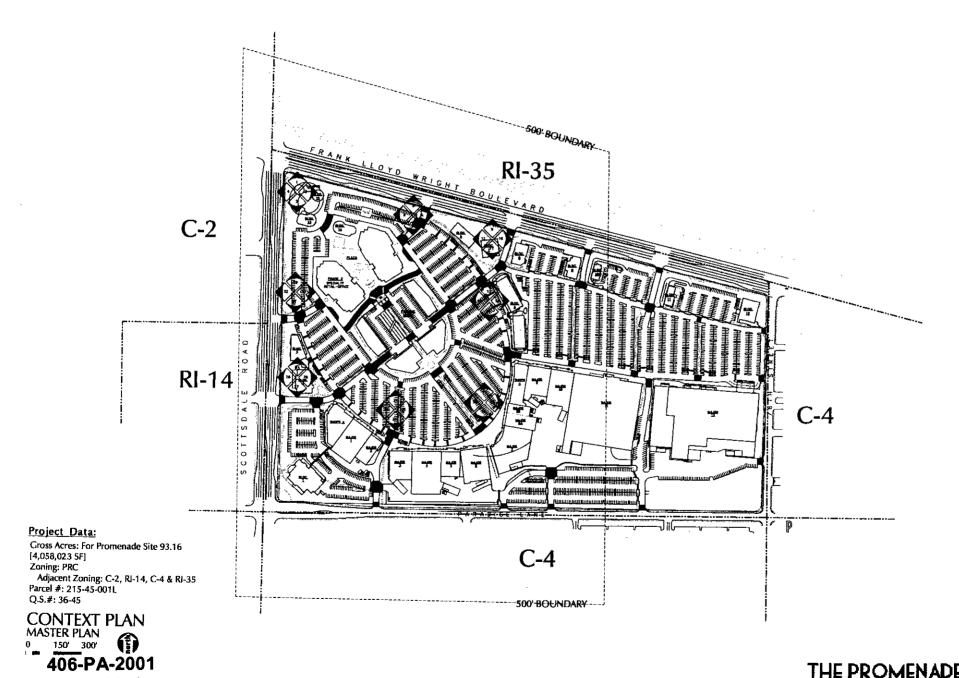






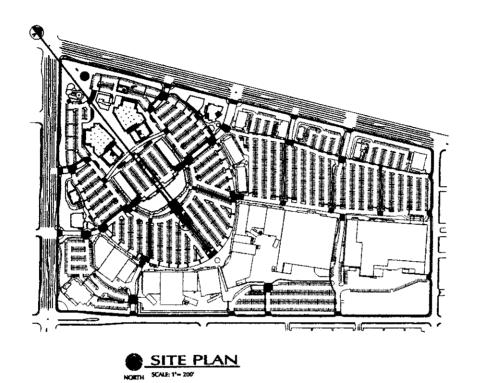
# PEDESTRIAN CIRCULATION Frank Lloyd Wright Boulevard Scottsdale Road PHASE I Parking

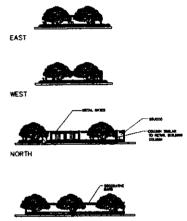
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1-14-2002

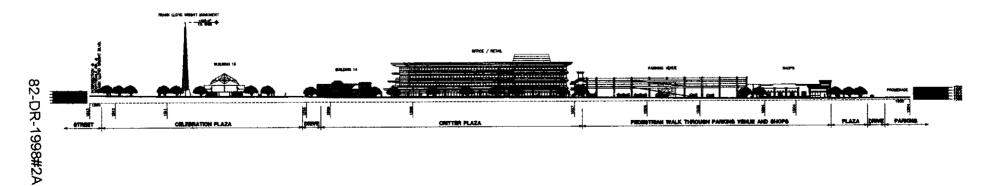
THE PROMENADE







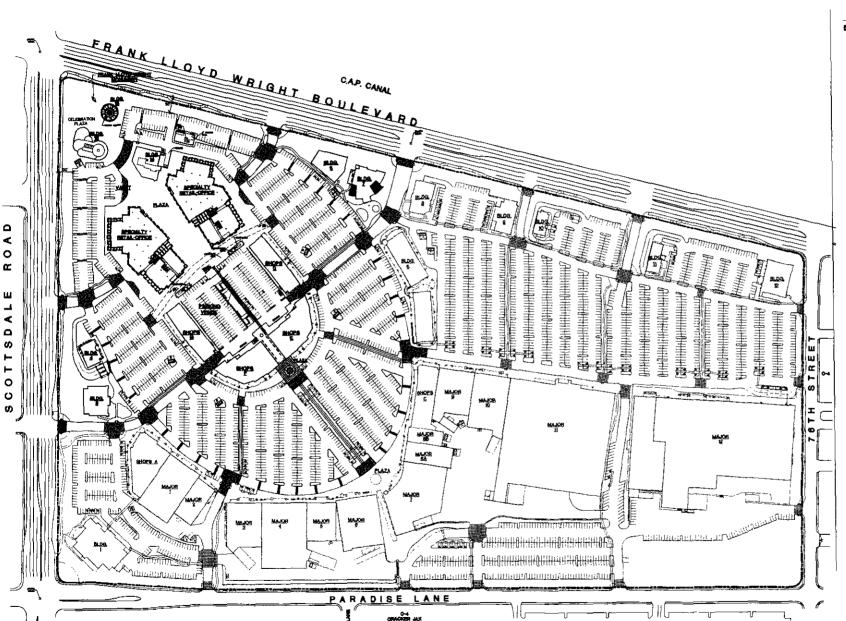
WELL SCREEN WALLS



SITE CROSS SECTION

406-PA-2001 1-14-2002





PROJECT DATA

ALDRIG AREA				
MAJOR 1	OLD NAVY	25,084 S.F		
NAJOR 2	ZANY BRAINY	10,609 5.		
MAJOR 3	COST PLUS WORLD MARKET	18,390 S.F		
MAJOR 4	LINENS & THINGS	34,926 S.F		
WANGE 5	IATA	13,000 5.1		
HAJOR 6	MICHAELS	23,753 5		
HAJOR 7	NORDSTROM RACK	34,513 \$.		
MAJOR BA	EALI DESIGNER SHOES	11,098 5.		
MAJOR 88	MIKASA	5,972 \$.1		
NAJOR 9	PETSMART	19,444 \$ 1		
NAJOR 10	DEFICEMAN	23,783 %		
MAJOR 11	THE GREAT INDOORS	145,788 S.		
MAJOR 12	LOWES	159,343 S.		
SHOPS A	SHOPS	16,194 5		
SHOPS C	SHOPS	13,438 S.		
BLDC 1	MONDOS	18,326 5.		
BLDG. 3	RESTAURANT	8,500 S.		
SLDG. 4	BANK	5,000 \$		
BLDG. 5	SHOPS	22,423 S		
BLDG. 6	RETAIL	8.000 \$.		
BLDG 7	CABO SEAFOOD du MEXICO	8.575 S.		
9L06. 8	REDRISH	7,285 S.		
BLDG. 9	TGI FRIDAYS	7,148 \$		
BLDG. 10	IN-N-DUT BURGER	50 \$		
BLDG 11	KRISPY KREWE DOUGHNUTS	71 S.		
BLDG, 12	TRADER JOES	771 5.		
	- SPECIALTY RETAIL			
	(INCLUDES ALL FIRST FLOOR OF			
	PHASE 2 PLUS BLDGS, 13, 14 & 15)	156.026 S		
PHASE 2	- OFFICE	189,740 \$		

140	~	α.

TOTAL

PHASE 1 + PHASE 2 = ( 2,950 + 1,699 )	4,649 SPACES	
LESS 5% FOR TRANSIT HODE 4,649 SPACES X 95% =	4,417 SPACES	
VICINO PIOVIDIED SURFACE PARKING VENUE	3,643 SPACES 788 SPACES	
TOTAL	4,431 SPACES	
ACCESSIBLE PARKING  REQUIRED: (4,431 SPACES X 4%) =  PROVIDED: (INCLUDES PARKING VENUE)	SPACES SPACES	
VAN ACCESSIBLE REQUIRED. (180 SPACES /8) . VAN ACCESSIBLE PROVIDED:	SPACES 23 SPACES	
BIKE PARKING	100 SPACES	

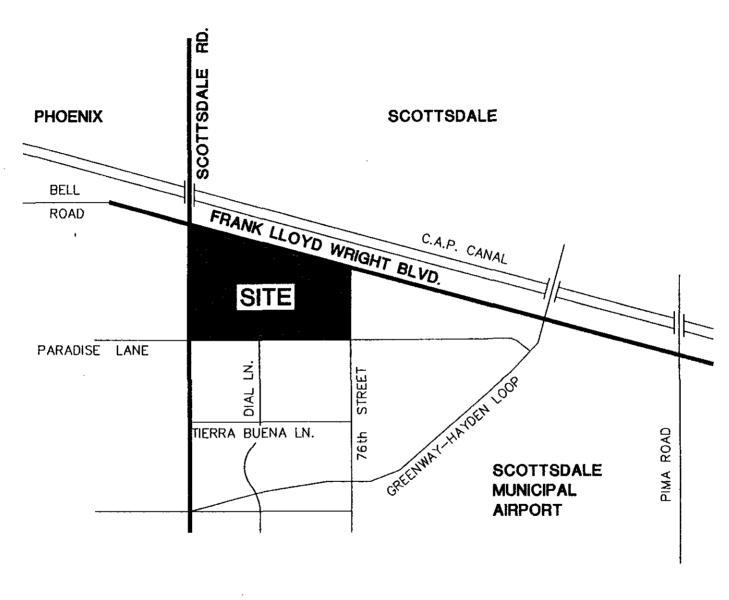
#### COVERAGE

HET SITE AREA 3,638,003 83 54 AC COMPRAGE (821,878 S.F. / 3,639,003 S.F.) ±22

MASTER SITE PLAN

406-PA-2001 1-14-2002 THE PROMENADE.

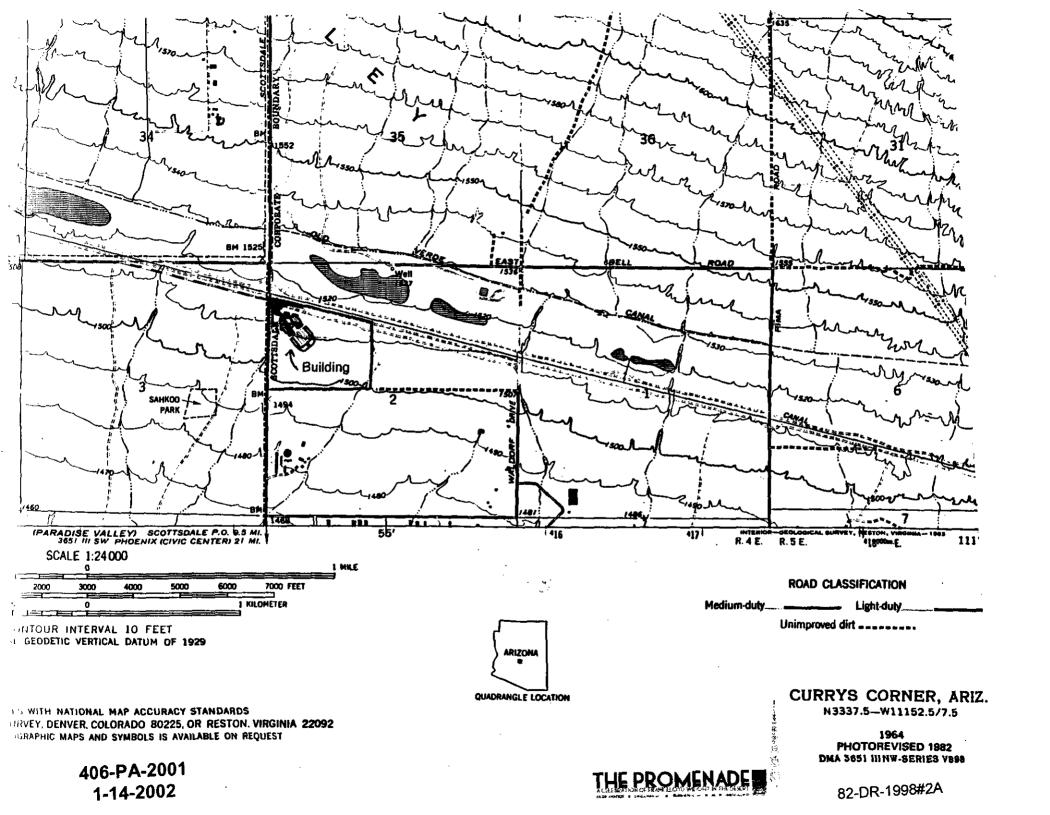
**DR-101** 







Please Type of Print on This Point	on May Dalay Proces	ei. E Vour Motion	FOR FAA USE ONLY
Failure To Provide All Requested Information			Aeronautical Study Number
U.S. Department of Transportation Federal Aviation Administration  Notice of Proposed Cons	struction or	Aiteration	
Sponsor (person, company, etc. proposing this action):	3	3 <sub>o</sub> 38	. 11
Attn.of: Gary Pederson	9. Latitude: ——   1.1		24 "
Name: Pederson / BVT	10. Longitude: $-\frac{11}{2}$	1 0 27	<u></u>
Address 2800 N. Central Ave.	11. Datum: 🔲 NAD 🛚		
Suite 1500	12. Nearest: City:	cottsdale	State:
City: Phoenix State AZ Zip: 85004	] '		ilitane Airmort se t talius sets
Telephone: 602-265-2888 Fax: 602-265-2889	•	e (not private-use) or Mi	шагу Ангроп от непроп:
2. Sponsor's Representative (if other than #1):		e Airport 6160	ft -nearest runway
Attnof Larry Ellermann	14. Distance from #13	3. to Structure:	
Name Ellermann & Schick Architects	15. Direction from #1	3. to Structure:	· · · · · · · · · · · · · · · · · · ·
Address: 727 E. Maryland Ave.	16, Site Elevation (AA	MSL): Fin.Flr.	1509.25_ft.
Phoenix AZ 7 85014	17. Total Structure H	Bldgs A&B	60 <b>ft.</b>
City: State: 602 265 6212	1	_	
Telephone: 602-266-6202 Fax: 602-263-6212	18. Overall Height (#1	16. + #17.) (AMSL):	ft.
	19. Previous FAA Ae	ronautical Study Numb	per (if applicable):
3. Notice of: X New Construction Alteration Existing	01-AWP-0	792-	OE
4. Duration: Permanent Temporary (months,days)  5. Work Schedule: Beginning April 2002 End June 2003  Capable 1. Duration: Quadrangle Map with the precise site marked and		S 7.5 minute	
5. Work Schedule: Beginning April 2002 End June 2003  6. Type: Antenna Tower Crane Building Power Line	1	the precise site marked in corner of Sco	
6. Type: Antenna lower Crane Building Power Line and Frank Lloyd Wright Bly Scottsdale, AZ			
7. Marking/Painting and/or Lighting Preferred:		-	
Red Lights and Paint Dual - Red and Medium Intensity White	1		
☐ White - Medium Intensity ☐ Dual - Red and Medium Intensity White	<u> </u>		
White - High Intensity Other Other	_		
8. FCC Antenna Structure Registration Number (if applicable):			
	<u> </u>	<del></del> -	<u> </u>
21. Complete Description of Proposal:			Frequency/Power (kW)
Dwadaatdata C		sitom comm	
Project consists of one-story retail, really and two 4-story office buildings 60 feet			
parking garage 31&41 feet in height.	r in herght and	, OHE	
harving Parage Sigar reer in neight.			
			<del>                                     </del>
Notice is required by 14 Code of Federal Regulations, part 77 pursuant to 49 U.S requirements of part 77 are subject to a civil penalty of \$1,000 per day until the n	S.C., Section 44718. Per otice is received, pursual	sons who knowingly and nt to 49 U.S.C., Section	d willingly violate the notice 46301 (a).
I hereby certify that all of the above statements made by me are true, con and/or light the structure in accordance with established marking & lighti	nplete, and correct to the ng standards as neces	ne best of my knowledgery.	ge. In addition, I agree to mark
406-PA-2001 Typed or Printed Name and Title of Person Fiting Noti	ce	Signature	 DR-1998#2A
	•	X /_I	
1-14-2002		02-1	DK-1990#27



# U.S. DEPARTMENT OF TRANSPORTATION FEDERAL AVIATION ADMINISTRATION

P.O. BOX 92007 WORLDWAY POSTAL CENTER LOS ANGELES, CA 90009-2007

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PENALTY

PRIVATE

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MYLES CAMPBELL ELLERMANN & SCHICK ARCHITECTS 727 E MARYLAND AVE PHOENIX, AZ 85014

( Cary Pederson

B5014-1520 25

Andrehalla and data dad halada da

82-DR-1998#2A

Federal Aviation Administration Western/Pacific Region, AWP-520

P. O. Box 92007 Los Angeles, CA 90009

AERONAUTICAL STUDY No: 01-AWP-0792-OE

MAR 3 0 2001

ISSUED DATE: 03/26/01

ELLERMANN & SCHILL

JIM PEDERSON PEDERSON GROUP INC 2800 N. CENTRAL AVE., STE 1525 PHOENIX, AZ 85004

#### \*\* DETERMINATION OF NO HAZARD TO AIR NAVIGATION \*\*

The Federal Aviation Administration has completed an aeronautical study under the provisions of 49 U.S.C., Section 44718 and, if applicable, Title 14 of the Code of Federal Regulations, part 77, concerning:

Description: SPIRE OF 125 FEET WITH USE OF 140 FT.TEMP.

CONST. CRANE

Location: Latitude: SCOTTSDALE AZ33-38-16.14 NAD 83

Longitude: 111-55-29.52

Heights:

140 feet above ground level (AGL) 1653 feet above mean sea level (AMSL)

This aeronautical study revealed that the structure does not exceed obstruction standards and would not be a hazard to air navigation provided the following condition(s), if any, is(are) met:

Based on this evaluation, marking and lighting are not necessary for aviation safety. However, if marking and/or lighting are accomplished on a voluntary basis, we recommend it be installed and maintained in accordance with FAA Advisory Circular 70/7460-1K Change 1.

This determination expires on 09/26/02 unless:

extended, revised or terminated by the issuing office or the construction is subject to the licensing authority of the Federal Communications Commission (FCC) and an application for a construction permit has been filed, as required by the FCC, within 6 months of the date of this determination. In such case the determination expires on the date prescribed by the FCC for

completion of construction or on the date the FCC denies the application.

REQUEST FOR EXTENSION OF THE EFFECTIVE PERIOD OF THIS DETERMINATION MUST BE POSTMARKED OR DELIVERED TO THIS OFFICE AT LEAST 15 DAYS PRIOR TO THE EXPIRATION DATE.

This determination is based, in part, on the foregoing description which includes specific coordinates, heights, frequency(ies) and power. Any changes in coordinates, heights, frequency (ies) or use of greater power will void this determination. Any future construction or alteration,

including increase in heights, power, or the addition of other transmitters, requires separate notice to the FAA.

This determination does include temporary construction equipment such as cranes, derricks, etc., which may be used during actual construction of the structure. However, this equipment shall not exceed the overall heights as indicated above. Equipment which has a height greater than the studied structure requires separate notice to the FAA.

This determination concerns the effect of this structure on the safe and efficient use of navigable airspace by aircraft and does not relieve the sponsor of compliance responsibilities relating to any law, ordinance, or regulation of any Federal, State, or local government body.

A copy of this determination will be forwarded to the Federal Communications Commission if the structure is subject to their licensing authority.

If we can be of further assistance, please contact our office at 310 725-6559. On any future correspondence concerning this matter, please refer to Aeronautical Study Number 01-AWP-0792-OE.

H. M. Whitfield

Specialist, Airspace Branch

(DNE)