

NO. \_\_\_\_\_  
FROM:  
SUBJECT:

DEVELOPMENT REVIEW BOARD DATE: 7/9/98  
PROJECT COORDINATION  
CASE 82-DR-98

REQUEST: Approve Site Plan & Elevations for a Retail & Entertainment Complex  
PROJECT NAME: The Promenade  
LOCATION: SEC Frank Lloyd Wright Boulevard & Scottsdale Road

DEVELOPER/OWNER: Pederson Group, Inc./Kemper Marley, Jr.  
ARCHITECT/DESIGNER: Ellerman & Schick  
ENGINEER: CMX Group, Inc.  
APPLICANT/COORDINATOR: Larry Ellerman/Ellerman & Schick

STAFF RECOMMENDATION: APPROVE subject to the attached stipulations.

PUBLIC COMMENTS: There have been no comments from the public regarding the DRB application for this project.

DISCUSSION: The request is to approve the site plan and elevations for a majority of the Promenade shopping and entertainment center located on the southeast corner of Scottsdale Road and Frank Lloyd Wright Boulevard. The project encompasses 675,700 of gross floor area on approximately 3,143,000 square feet site. The site has three major street frontages along Scottsdale Road, Frank Lloyd Wright Boulevard and Paradise Lane. The site is zoned Planned Regional Center (PRC) to provide for flexibility in site planning and building design.

The site plan is unique in several aspects with a proposed internally designed specialty center, a long pedestrian spine from the corner of Frank Lloyd Wright Boulevard and Scottsdale Road to the entertainment center (approximately 1,500 feet long), a large pedestrian plaza, and pedestrian links throughout the center with smaller plaza and gathering places. The applicant proposes a large amount of pedestrian pavement enhancements to delineate where vehicles and pedestrians cross over each other. The majority of the parking is divided by the promenade, pad buildings and shaded pedestrian connections. The theater parking is placed along the rear of the site away from Scottsdale Road and Frank Lloyd Wright Boulevard. The theater building and separate pad building designs will need subsequent Development Review Board (DRB) approval. The site plan also incorporates a transit node along the parking in the southeast corner of the site. An underground parking garage provides for additional parking within the central specialty center parking area.

The applicant intends to provide a building design which incorporates art deco elements into modern southwestern style architecture. Through the use of a number of tans and browns, the applicant intends to create a dark wainscot utilizing a combination of split face and smooth cmu. The break in storefronts and long building elevations will be emulated with a tower element in which some towers have a metal rod accent on the very top. Metal canopies, metal grids, glass blocks, trellis are also incorporated to provide for additional articulation to the storefronts. Second floor exterior pedestrian walkways provide for breaks in the expanse of building elevations. The applicant proposes large window displays along the rear elevations of the specialty center which front along Scottsdale Road and Frank Lloyd Wright Boulevard. These elevations also incorporate an enclosed service and delivery area in order to prevent future screen walls and rear loading areas on the building. Again, the theater building and the individual pads will need to be approved at subsequent DRB public hearings.

APPROVED AS AMENDED  
7/9/98 JK  
DATE INITIALS

The applicant has submitted in combination with the open space plan a public art and pedestrian circulation element. This cultural/public art master plan is a voluntary commitment by the applicant to incorporate a minimum of one percent of the building valuation towards public art and pedestrian amenities. This master plan is a detailed program that supports art, pedestrian amenities, reflects Scottsdale's desert and cultural heritage and ultimately encourage shoppers to walk once they have arrived to the center. A 50 foot scenic corridor is proposed along Scottsdale Road with a meandering 50 foot to a minimum 35 foot landscape buffer along Frank Lloyd Wright Boulevard. A large retention facility is located in the extreme southeastern portion of the site which will be fenced in with significant landscaping. The landscape palette provides for native plantings along with non-native plantings to provide for shade and pedestrian friendly landscaping.

**KEY ISSUES:** Public Art and Pedestrian Circulation Plan, Theater and pad buildings to return for DRB public hearing approval

**RELATED CASES:** 51-ZN-97



Kurt Jones, AICP  
Project Coordination Manager  
994-2524

**ATTACHMENTS:**

- #1-Aerial
- #2-Zoning Map
- #3-Site Location Map
- #4-6 Site Plan
- #7-8 Landscaping Plan
- #9-11 Native Plant Inventory Plan
- #12-15 Elevations
- #16-Topo
- #17-Project Narrative
- A-Stipulations
- B-Ordinance Requirements

**APPROVED AS AMENDED**

7/9/98  
DATE

TK  
INITIALS