

CITY OF SCOTTSDALE - DEVELOPMENT REVIEW BOARD SUBMITTAL

19 JUNE 2008

THE WOLFF COMPANY
GLIMCHER

VANGUARD
CITYHOME
NelsenPartners

10-DR-2007#3
APPROVED

6/19/08
DATE

INITIALS

10-DR-2007#3
6/06/2008

Scottsdale Quarter

PROJECT NARRATIVE

This project request is for development review board approval for the Phase II portion of the Scottsdale Quarter project. The property is located at 15101 N. Scottsdale Rd., directly east of the mixed-use Kierland Commons project, and encompasses 28.61 gross acres of PRC zoning within the Scottsdale Airpark. Phase II will be located on the site of the existing 200,000 s.f. Dial Research Facility. It is bounded by North and South streets. To the west is 72nd Street and Phase I, and to the east is 73rd Street and the future housing/hotel component of Phase III.

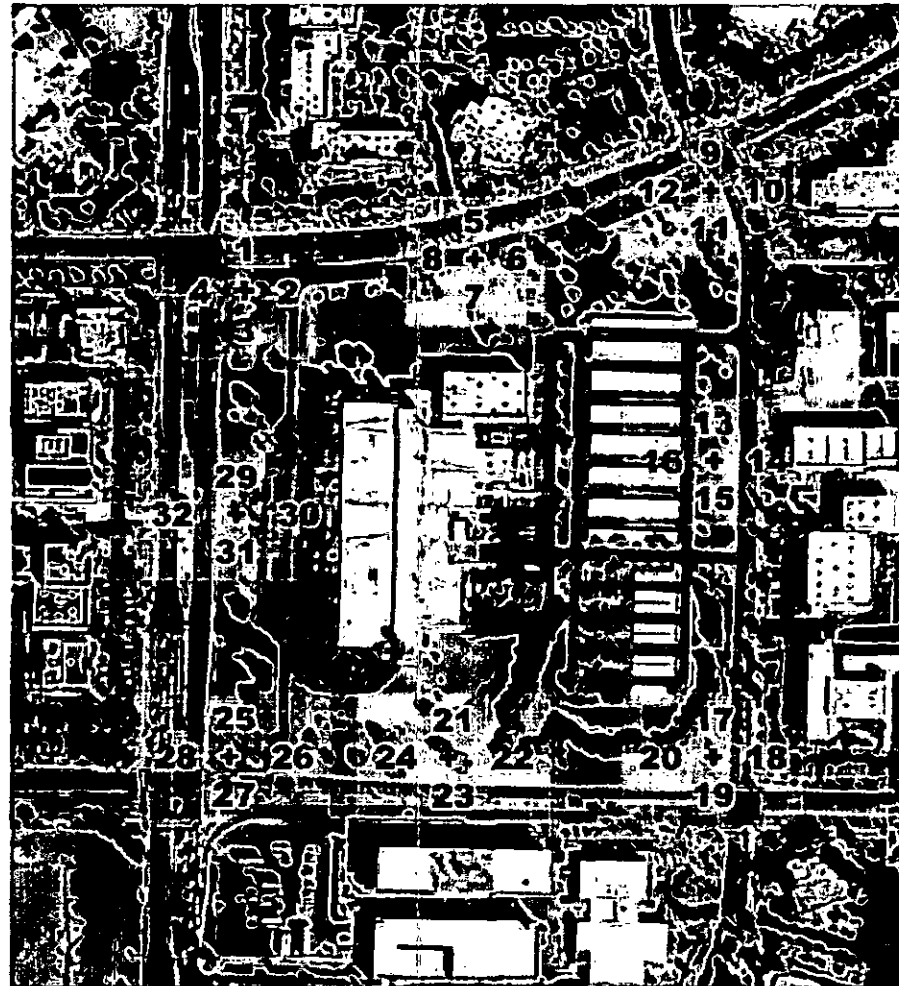
The Scottsdale Quarter project aims to create an upscale mixed-use regional "district" that takes advantage of the existing Kierland Commons project. Our goal is to create a small demonstration of how development can happen to create meaningful spaces and places for people to work, live, and play. Phase II of Scottsdale Quarter will be comprised of two significant buildings, F and H, that will flank The Quad, a dramatic public space. Building F is a 124,891 s.f. structure with retail on the ground floor. At the second floor, accessed by a great public staircase, is a 288-seat luxury cinema. There are also 2 restaurant tenants with extensive shaded balconies overlooking The Quad. Originally inspired by the Ramblas in Spain, The Quad has been designed to be a high-energy grand public space that will serve as a destination in its own right. It will be comprised of a monumental grove of tightly-planted date palms, creating a shaded canopy that will change in appearance from day to night. The space will also be filled with an intimate 3,600 s.f. restaurant with patio dining and a number of urban retail kiosks. A reflective lens pool will anchor the east end of The Quad. Designed to be drained, its bed of decorative concrete paving with green and blue glass aggregate can be used to host numerous public events. Additionally, a public art component by the renowned artist Larry Kirkland will consist of a series of stone benches modeled on the unique geological strata of Arizona.

We have strived to create an urban district versus a typical "project", and the architecture reflects that as well. It is our premise that to create a great urban place, the architecture has to have an authentic rhythm or cadence, creating a varied experience. It is vitally important for individual retail tenants to have their own unique architectural expression as well. It is the combination of these various elements that help to create a sense of place. We have designed Phase II to complement, not copy, the architecture of Phase I. The architecture is contemporary and clean, and the palette of materials is regional in nature. Sandstone and masonry are combined with stucco and glass and steel to create a distinctive look. Extensive canopies and recesses in the building facades respond to the harsh desert conditions of our climate.

The development we are proposing is consistent with the approved Scottsdale Quarter Master Plan and Design Guidelines. We anticipate a great and significant regional project that will benefit the citizens of Scottsdale and will serve to transform this portion of the Airpark into a great mixed-use urban district, with Kierland on the west and the Scottsdale Quarter on the east.

City of Scottsdale

DRB Context Photograph Exhibit



SCOTTSDALE QUARTER

06-19-08

GLIMCHER

DESIGN WORKSHOP

THE HUBBARD COMPANY

VANGUARD
CITYHOME

nelsen architects
INC