



Project Narrative

This document will be uploaded to a Case Fact Sheet on the City's web site.

Date: _____

Project No.: 868 - PA - 2006 #4

Coordinator: _____

Case No.: _____ - _____ - _____

Project Name: 15101 N. SCOTTSDALE RD. (SCOTTSDALE QUARTER)

Project Location: 15101 N. SCOTTSDALE RD.

Property Details:

☐ Single-Family Residential ☐ Multi-Family Residential ☒ Commercial ☐ Industrial

Current Zoning: PEC Proposed Zoning: _____

Number of Buildings: _____ Parcel Size: 28.61 AC

Gross Floor Area/Total Units: _____ Floor Area Ratio/Density: _____

Parking Required: _____ Parking Provided: _____

Setbacks: N - _____ S - _____ E - _____ W - _____

Description of Request:

SEE ATTACHED

Planning and Development Services Department

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088

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 St. 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 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 below. Building H is a 133,198 s.f. office building with retail on the ground floor and two floors of office space above. In addition to the F and H buildings, this phase will create a significant public space called The Quad. Originally inspired by the Ramblas in Spain, it 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. He will also be creating a series of mist columns, internally lit at night, which will be scattered about The Quad.

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.