

PROJECT NARATIVE

The project request is for development review board approval for building D of the Scottsdale Quarter Master Plan, located at 15101 N. Scottsdale Rd., which encompasses 28.61 Gross AC of PRC zoning within the Scottsdale Airpark. The property is located across the street from Kierland Commons on Scottsdale Rd in the City of Phoenix, on the west side. Butherus Dr. is on the south side of the property and forms the boundaries of Building D. The existing building D is a one-story, 6,840 SF, 36' tall building with a 1,517 SF patio on the North side. The existing building is clad in brick and has gray metal panels with black steel accents. The existing building has been vacant and was designed for Oakville Grocery as the tenant and the existing building structure could not be re-used to accommodate this new significant tenant. The new Dominick's Steakhouse with a roof top terrace is the tenant to the North and Building J, a 5-story parking structure is located just to the east of the building.

The existing site is raised +/- 4' from the existing surrounding sidewalk grade with an existing elevation of 69.00. This was due to the nature of trying to minimize steps in the buildings to provide a pedestrian friendly experience. We are proposing having terraces that integrate with the building; the finish grade will be the same grade elevation of 69.00. The building will be set back 30'-0" from Scottsdale Road consistent with the existing building. The Butherus side will conform to the average setback requirement per our DRB and Master Plan. The existing ground floor footprint is 7,985 sf only 1,145 SF more than the existing building and 372 SF less than the existing building with its patio footprint. The new Restoration Hardware building is 22,405 SF. The existing building height approved in our DRB for this building is 36'. The new building is 37'-6" with the highest point to a skylight of 53'-6". The additional height is within the step back plane along Scottsdale road. The building parapet at the perimeter encroaches into the current building height by 1'-6" and represents an encroachment of less than 5%. We are requesting that DRB approve our proposed new building height, as it is consistent with the overall design intent of the Scottsdale Quarter development to provide variety and urban diversity.

The project will have a circle drive that will have a limited use, as a valet drop-off and as a customer pick up area. This area will serve as a formal arrival court. The pedestrian access will be primarily from the South Colonnade and from the East Garage cross walk area. The pedestrian sidewalk is 6' minimum and will be protected by bollards and landscape at the entrance area.

Restoration Hardware is currently located across the street at Kierland Commons, in the City of Phoenix. Their success and inability to expand at their current location has resulted in the opportunity to create a significant presence at Scottsdale Quarter. The existing building does not have a strong presence on the corner of Scottsdale Road and Butherus due to the previous tenants functional requirements, it provided a solid brick mass on the corner. The new proposed building will enhance the overall perception of Scottsdale Quarter and create a strong corner anchored by a significant tenant. The proposed building character is consistent with the

existing DRB approved plans and design guidelines and complies with the approved Master Plan for Scottsdale Quarter. The new building will engage its context 360 degrees as it provides and addresses all the street exposures with windows, storefronts and courtyards that take advantage of our great climate by integrating the interior with the exterior. The new building has a roof top terrace that is stepped back from Scottsdale Road and from 72nd Place. The roof terrace will have trees and a trellis area protecting from the West and East exposure. The ability to use the roof for other uses other than a mechanical yard is desirable and consistent with the surrounding buildings at Scottsdale Quarter. The rooftop will provide trees, shade structures, and outdoor merchandising opportunities that enhance the outdoor lifestyle.

The building has been designed with sensitivity to the orientations and large steel screen shades provide protection from the sun. The architectural character is formal and classical but uniquely contemporary at the same time. The building has a simple and sophisticated palette of materials. Venetian Plaster covers the exterior with a smooth velvety texture; black powder coated steel highlights the balconies and shading devices. A series of courts and terraces provide scale relief to the building. Large custom decorative lights accent the entries. The South Terrace has an Oval space that creates a strong elevation from the South. The main entry to the project is on the East side via a formal motor court. We believe the new Restoration Hardware building will be an asset to the Scottsdale Quarter development and provide a significant icon along Scottsdale Road.