
**Application
Narrative
Cash Transmittal
Pre-Application
Pre-App Narrative
Pre-App Cash Transmittal
Project Data Sheet**

PROJECT NARRATIVE

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24-DR-2015
7/27/2015

PROJECT NARRATIVE

I. INTRODUCTION

A. Project Overview

Wetta Ventures, LLC ("Wetta Ventures") respectfully submits this Development Review Board application for approval of architecture, site plan and landscaping for the SkySong Restaurants Building ("Restaurants Building or the Building"), Case No. 24-DR-2015. The Restaurants Building will occupy a 1.36 acre site at the northeast corner of Scottsdale Road and SkySong Boulevard at the major entrance to SkySong.

The proposed Restaurants Building will be one story in height, 12,000 square-feet in size and will accommodate multiple restaurant tenants. In addition to indoor restaurant space, a substantial portion of the site will be dedicated to outdoor uses. The Restaurants Building contains over 10,500 square feet of outdoor pedestrian-oriented spaces. The pedestrian-oriented open space includes 7,500 square feet of outdoor restaurant patio and public plaza space and a 3,000 square foot edible garden.

The entire east facade and a portion of the south façade of the building are comprised of 14-foot high operable glazing that will visually and physically connect the Restaurant Buildings indoor and outdoor spaces virtually eliminating any physical barrier between the outdoor and indoor space. The intent is for the public plaza, the restaurant patios and the indoor dining spaces to flow into one another to create an open, inviting environment.

The Building's primary outdoor patios and plaza are east-facing and located under a cantilevered overhang, approximately 45 feet in length. The Building is oriented to take advantage of the site's most desirable solar aspects. Careful consideration was given to orienting the outdoor space and operable glass façade so they harness the warmth of morning sun in cooler months while creating shade during the summer.

B. Wetta Ventures – creating unique restaurant experiences

Wetta Ventures focuses on discovering small-scale infill opportunities and creating unique experiences with local, regional and national tenants. Recently completed Wetta Ventures projects include Old School O7 and The Annex. Located in midtown Phoenix, Old School is an adaptive reuse project which was the home of the United Methodist Church for more than 125 years. Specifically, Old School consists of a 4,100-square foot church repurposed for Taco Guild, a 3,500-square foot school building converted for Buffalo Exchange, and a 1,700-square foot freestanding Starbucks with a drive-through. Located on the ASU Tempe campus, The Annex is an adaptive reuse of a 1950's vintage school building which now is a two-tenant restaurant building currently occupied by Postino Winecafe and Snooze, an AM Eatery.

C. Building Context

1. Surrounding Development

The Restaurants Building site is in the Southern Scottsdale Character Area Plan's designated SkySong Regional Center, within an area of older retail, office and residential uses, many dating to the 1960s. Revitalization of Southern Scottsdale is among City Council's highest priorities. This is an area in transition. Over time, as the area is revitalized, existing low-scale commercial uses, car dealerships and strip commercial centers are likely to be redeveloped. The nearest residential uses on Bellevue Street, south of the site and the multi-family residential on the SkySong campus. The development pattern at SkySong set a high bar for others to follow, in terms of design, walkability and environmental sensitivity.

2. The SkySong Campus

At present, the Restaurants Building site has vacant land on all sides within the SkySong campus. SkySong 3, a four-story office building has recently been completed immediately southeast of the site and is its closest neighbor. SkySong's Amended Development Plan (Case 26-ZN-2004 #2), as approved by City Council in 2014, shows new office and R&D facilities to be built adjacent to the site on the south, east and north sides.

3. Creating variety in building height and massing along Scottsdale Road

When people see SkySong, they think of the existing four-story office buildings and, of course, the signature "SkySong" shade structure. The Restaurants Building, at one story, will provide variety in building mass and height along Scottsdale Road and will be a distinctive, people-scale building at the main campus entrance. Combined with its attached shade canopy, a public plaza and edible garden, it will make a strong statement about SkySong's ethos and development intent.

Future buildings nearby, north of SkySong Boulevard, may vary in height up to a maximum of 90 feet through application of an incentive formula approved as part of the 2014 Amended Development Plan. SkySong's maximum development square footage cannot exceed the total stipulated with the original, 2005 Council approval, but within that total, greater design flexibility is possible. If the Restaurants Building is built at one story in height, it frees up square footage to be added to new, taller buildings.

The SkySong Development Plan shows the Restaurants Building site as a key component in campus open space and pedestrian circulation systems. It is part of a west open space "anchor" (The Plaza) on the campus main street – SkySong Boulevard. Planned pedestrian pathways and related open spaces lead to the site, making it an attractive destination, part of normal pedestrian traffic flow.

SkySong is becoming a catalyst for new investment in Southern Scottsdale. The Restaurants Building creates a precedent for bringing other unique, site-specific small-scale dining experiences to the area. The building is purposely designed differently from the vintage

strip commercial and generic architecture associated with fast-food restaurants and chain stores built in the vicinity over the past fifty years. Revitalization is a long series of baby steps. Each small DRB or City Council decision can move Southern Scottsdale closer to the vision expressed in its Character Area Plan. Approval of Case 24-DR-2015 will be a positive step in the right direction.

4. Expanding the variety of uses at SkySong

A walk through SkySong at lunch time finds the central “SkySong” plaza under the shade pavilion abuzz with people and activity. People are talking, working, meeting in groups, eating, drinking and cozied up with laptops in the outdoor living room. However, there is no open gathering space with dining options. The deli at SkySong is the only on-campus source of food and beverages to date. The desire for expanded dining options has been expressed for years by SkySong residents, students, workers and people in surrounding neighborhoods – a place to get a real meal, to go for Happy Hour or breakfast. Wetta Ventures’ application will provide multiple new dining options on the campus next to a new outdoor plaza and garden that will become popular destinations for SkySong and the surrounding neighborhoods

II. ARCHITECTURE AND DESIGN THEME

A. Architectural Character of the Restaurants Building – Compatibility within the SkySong Campus

The Restaurants Building is contemporary in design character, drawing inspiration from architectural elements found in other campus buildings and from the desert environment. It fits well within the SkySong campus, but also establishes its own unique persona, appropriate to its function and position at the Scottsdale Road campus entrance.

- The 7,500 square foot shade canopy covering restaurant patios and the east plaza references the iconic “SkySong” fabric structure in the center of campus.
- The perforated rust-colored steel used in the south shade trellis of the Restaurants Building draws from vertical steel elements used at SkySong 3, immediately to the south.
- Paving details, lighting and hardscape materials are continuations of established SkySong designs.

B. Restaurants Building Architecture and Design that Evolve from the Site’s History and Celebrate the Significance of Agriculture in the Valley

The Restaurants Building and site features are designed with a unique and site-specific theme. The property where the Building sits has historically been used for agriculture. From the Hohokam to modern times, the growing, nurturing and harvesting of crops have stimulated the Valley’s growth and economy. This specific site was in agricultural use as recently as the late 1950s. The site was part of the historic croplands extending north and south along the Salt River.

The Restaurants Building celebrates this heritage. The first restaurant will be one-of-a-kind, locally owned and committed to strengthening the importance of local farming and food sourcing. Food may be grown on-site in an edible garden located where diners and people using the public plaza can observe its activity. The produce could then be carried directly into the restaurant where cleaning and preparation may be observed through large windows shaded by a trellised walkway and then enjoyed at the table.

Architectural elements and paving features chronicle the history of crops grown on the site. Crops have been grown on site as far back as 600AD through the centuries until today where crops may again be grown on site, harvested, and used in preparation of the menu items in the building's new restaurants. The agricultural narrative continues along the pedestrian walkway by the garden, where the names of the stewards of the site, milestones in its agricultural history and other information may be etched into the paving under the shade trellis. The names chronicle keepers of the site over time and reinforce the importance of bringing agriculture back to this site.

Researching the site's agricultural heritage provides a revealing look at the significant role agriculture played in the Valley's settling and sustenance over time. Accounts are enthusiastic about the richness and variety of crops from fruit to sugar cane and vegetables grown here. Following is a summary of the site's agricultural heritage

ALL AROUND THE PRESENT-DAY SKYSONG – FIELDS, FERTILITY AND ABUNDANCE

The Hohokam Era

Archaeologists believe the Hohokam Indians were peaceful farmers who inhabited the Salt River Valley for about a thousand years, from A.D. 300 to 1450. The Hohokam built a society around irrigated agriculture that was watered by elaborate canal systems they created. The Hohokam were Arizona's first farmers in their time, the Hohokam were the only culture in North America that relied on irrigation canals to water their crops.

The canal systems allowed the Hohokam to farm corn, cotton, beans, tobacco and squash. They were skilled farmers and would manage the soil to replace lost nutrients. The well-designed irrigation systems allowed the Hohokam to produce two harvests each year. While the Hohokam had other food sources that came from dry farming agave, the gathering of wild plants and hunting deer and other small animals. Life for them focused mainly on agriculture and the growing of their crops.

The Hohokam were the earliest cotton growers in the Southwest. They would weave their cotton into textiles which were often used as trade items. They would trade with the Indian nations of California and also those in Mexico.

The Hohokam canal system traversed nearly 500 miles and may have served as many as 50,000 people at a time. The Indians lived here for more than 1,000 years, but left the Valley by about A.D. 1450.

The Agricultural Boom – 1860 through 1890

The adobe ruins of the Hohokam baked in the Arizona sun for some 400 years, until the 1860s. As the Valley was first being settled, the whole area went "canal crazy." Dozens of ditches were started. With renewal and expansion of the Hohokam canal system, in the mid- to late 1800s, the Valley became an agricultural "garden spot".

Excerpt from the 1881 publication by Patrick Hamilton

The Resources of Arizona - Its Mineral, Farming, and Grazing Lands, Towns, and Mining Camps; Its Rivers, Mountains, Plains, and Mesas; With a Brief Summary of Its Indian Tribes, Early History, Ancient Ruins, Climate, etc. etc.
A Manual of Reliable Information Concerning the Territory

Maricopa County

This county has been well named "the garden spot of the Territory." It has the finest body of land in Arizona, and its farms, orchards, and vineyards will not suffer by comparison with any portion of the Golden State. The first settlement was made in this valley a little over ten years ago. It was then a barren desert, covered with coarse grass, sage, and cactus; to-day it is one of the loveliest spots on the Pacific coast. Fields of golden grain and blossoming alfalfa; extensive vineyards and orchards; beautiful gardens, brilliant with their floral adornments nearly every month in the year; groves of cottonwoods and lines of the graceful Lombardy poplar diversify the landscape in every direction... In this beautiful and productive spot, wheat, barley, and alfalfa are the principal crops. Maricopa County produces the finest vegetables in the Territory. Pumpkins, squashes, onions, turnips, cabbages, watermelons, and everything in the vegetable line, are raised in large quantities, and are in market by the first of March.

The soil is peculiarly adapted to the raising of sugarcane, and some of the stalks attain a height of over twelve feet. It has been estimated that an acre of this cane will yield 200 gallons of syrup, of an excellent quality; it also makes a nutritious food for horses and stock. There are about 1,000 acres of this valuable plant now under cultivation, and the area is being steadily increased, many farmers finding it more profitable than the raising of grain. Figs, peaches, apricots and grapes do well in the Salt River valley, and in size and flavor are not excelled on the Pacific coast. Apples and strawberries are cultivated to some extent, and experiments with oranges, lemons, and other semi-tropical fruits, have shown that the valley is peculiarly adapted for their successful cultivation. In fact, there is no country west of the Rocky Mountains which seems so well fitted for the raising of fruits. Climate, soil, and situation, all seem to be favorable, and the valley promises to become one of the greatest fruit-raising regions of the Pacific coast.

The business of wine-making is being gone into extensively, and a very fine article is produced, which in body and flavor compares favorably with the best California. There are at present 500 acres in grapes, 150 acres in peaches, 50 acres in apricots, 25 acres in figs, besides a number of acres in apples, strawberries, oranges, lemons, etc. Of barley, it is estimated there are over 5,000 acres in cultivation; in wheat, 5,000 acres; corn, 500 acres; and alfalfa, 2,000 acres.

Everything is grown by irrigation. From three to five floodings are necessary to raise a crop of small grain. The water is conveyed over the land by large canals. There are at present something over 16,000 acres reclaimed from the desert; with a proper irrigating system.

The Severe Drought of the Late 1890s

The more successful canal projects of the 1800s were the work of private companies and associations. The private canal companies and associations existed for about 30 years, until a severe drought occurred in the late 1890s and the Salt River did not have enough water to meet the Valley's needs. Thousands of acres of agricultural land went out of production. Orchards withered. Hundreds of people moved away.

For those who remained, the obvious solution was to build a dam to capture spring runoff. Finally in 1902, the National Reclamation Act was passed into law, providing for government loans to 'reclaim' the West with irrigation projects. One of the Valley's first projects under the Act was construction of Theodore Roosevelt Dam, on the Salt River. The dam was originally built between 1905 and 1911.

While the major effort in Arizona was construction of Roosevelt Dam, engineers also saw possibilities for improving existing Valley canals and of unifying the canal system. The government purchased all of the private canals, one by one. In 1917, operation of the canal system was turned over to the Salt River Valley Water Users' Association, which still operates the canals for the federal government.

The Modern Era

In the early part of the 20th Century, land near what is now "SkySong" was still largely agricultural. Photos from 1937 show cultivated fields and scattered farmhouses. By 1959, subdivisions were starting to be built in the area. By 1969, urbanization had progressed and commercial development occurred at the intersection of Scottsdale and McDowell Roads. Los Arcos Mall was under construction. Agriculture - crops and fields - had been replaced by homes and other uses. In 2015, Los Arcos Mall is long gone and SkySong is being developed ahead of schedule.

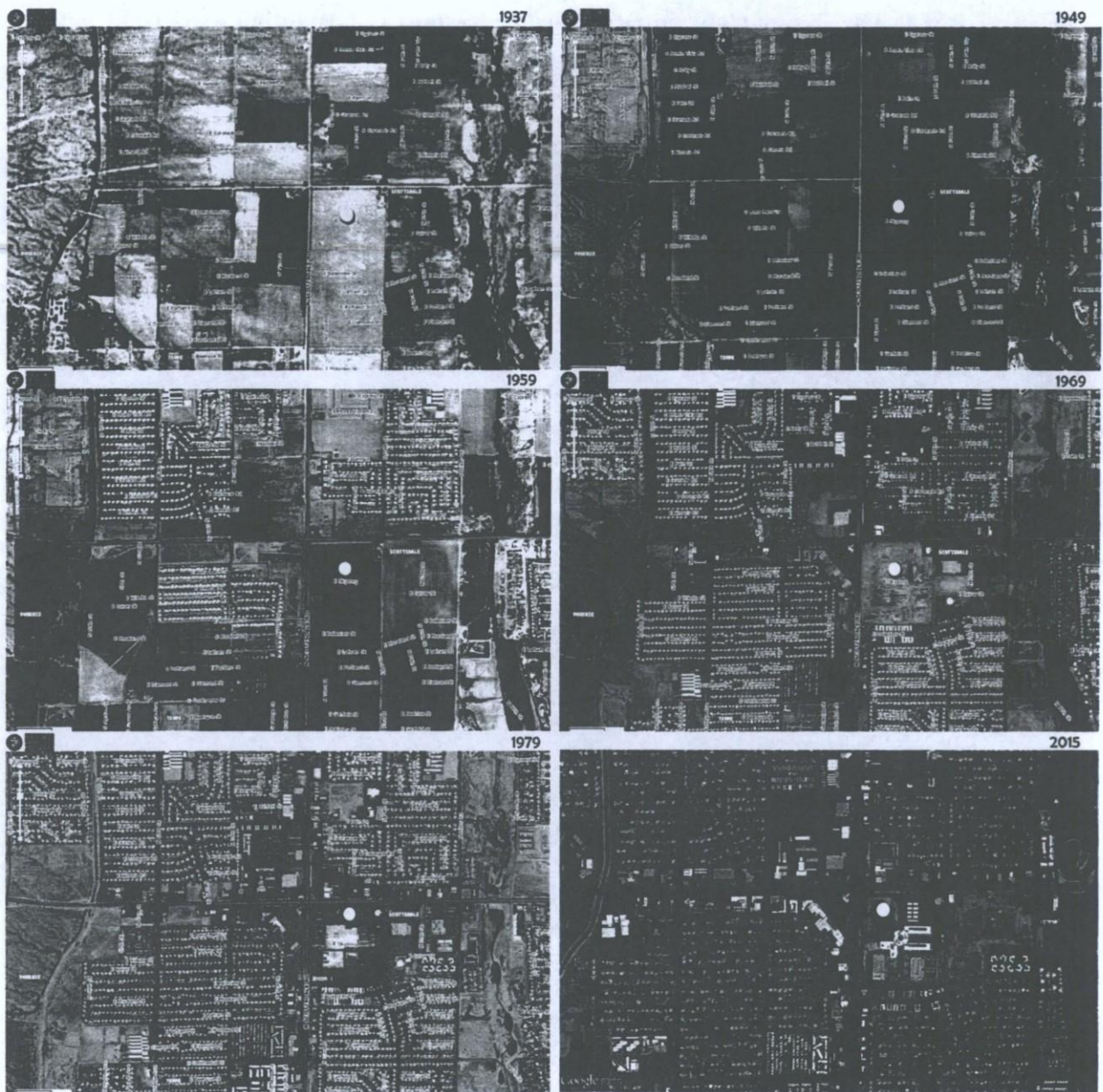


Figure 1 Agriculture at SkySong 1937 to Present

C. How Is The Design Concept Expressed In Restaurants Building Architecture And Site Elements?

1. West Elevation

The design of the west elevation is intended to relate to the nature of the building as a 'purpose-built' culinary destination. The entire concept for the building revolves around the idea of food and the design of the west elevation plays a key role. Conceived as a graphic interpretation of the patterning of farmland as seen from above, the west elevation plays an integral part in the building's narrative.

Commissioned artistic graphic panels based on a historical photograph of Scottsdale farmland will be integrated into the Building's Scottsdale Road elevation. Two key elements will be included – a graphic grid of botanical and typographical historic references built into the wall near SkySong Boulevard and textured panels inspired by the embedded patterns of the land captured in the 1937 aerial photograph. Composed of earth, mineral and stone, the graphic wall is a physical, educational and historical representation of our farming heritage.

Created to be understood at both the scale of pedestrians at the Scottsdale Road transit stop and by motorists traveling up and down Scottsdale road at speeds of 45 miles per hour, the textured wall panels facing Scottsdale Road represent three primary elements:

- Soil (brown)
- Crops (green)
- Harvest (gold)

Colors will be of low-reflectivity, muted, as appropriate to the desert environment. Each will have a unique texture that reinforces the nature of the three elements. Three custom colors, specifically created only for this project with liquid coloring, will be site-cast into custom concrete form-work that provides a high degree of texture shade, and shadow across the entire façade. By the very nature of this highly textured approach, the façade will change over the course of the day as the sun passes across the sky. The micro-shading across the west elevation's surface will serve to cool the wall surface and will lead to less energy consumption over other more traditional materials.

At the south end of the west elevation, a custom darker-colored concrete will be utilized, and the second component of the narrative will employ either large letters sandblasted out of the concrete surface or large steel letters attached to the concrete surface. The text chronicles the history of crops grown on the site as far back as 600AD, through the centuries to today where crops will again be grown on site, harvested, and used in preparation of the menu items in the building's new restaurants. Several four-foot by four-foot samples of the concrete façade are being constructed for City staff review.

2. South Walkway

A shaded pedestrian walkway leads from Scottsdale Road into the SkySong campus, along the south side of the Building. Here, the narrative continues at a more intimate scale. The names of the stewards of the site and comment on agricultural heritage may be etched into the paving along the breezeway under the shade trellis. Inscriptions would chronicle keepers of the site from the Hohokam times to the present from Winfield Scott to SkySong and will reinforce the importance of bringing agriculture back to this site.

3. Garden

Along the south side of the Building, visible from Scottsdale Road and from SkySong Boulevard, a 3,000 square foot garden will be established and professionally curated. Here, vegetables, herbs and fruit will be grown and harvested for use in local restaurants. People will be able to sit nearby in the shade, enjoy the garden's color and aesthetic, while watching garden activities

4. Views into the building - following food from garden to table

Windows under the shade canopy may allow pedestrians to look inside the Restaurants Building to see garden produce being washed, cleaned and prepared. People would then be able to enter the restaurant, and enjoy food that is -fresh and grown on-site.

5. Shade Canopy over Plaza

The cantilevered canopy structure will be built of wide flange members and will be clad in translucent poly carbonate panels that will permit shadowing of the structure behind. The cladding, which will be applied to both sides of the canopy structure and the intermediate structural members, will be illuminated from natural lighting. This luminous skin will serve as secondary lighting for the outdoor area underneath the cantilevered overhang with LED light bollards under the canopy serving as the primary lighting source. Details for the poly carbonate cladding are included as part of the submittal package.

III. APPLICATION'S CONFORMANCE WITH APPLICABLE ORDINANCE CRITERIA, PLANS, POLICY AND GUIDELINES

Following is discussion of relevant portions of adopted City ordinance criteria, design guidelines, development plans, character area plans and other policy related to Application 24-DR-2015. The following are included:

- Zoning Ordinance Section 1.904 - Development Review Board Criteria
- SkySong Development Plan
- SkySong Design Guidelines Supplement
- Scottsdale Sensitive Design Principles
- Southern Scottsdale Character Area Plan – Character and Design Element
- City of Scottsdale Restaurant Design Guidelines

A. DEVELOPMENT REVIEW BOARD CRITERIA

(Scottsdale Zoning Ordinance Sec. 1.904) (December 14, 2012)

1. *The Board shall examine the design and theme of the application for consistency with the design and character components of the applicable guidelines, development standards, Design Standards and Policies Manual, master plans, character plan and General Plan.*

Following sections of this Narrative discuss the application's consistency with the referenced components. Other application submittals demonstrate consistency with the City's technical requirements as stated in the Design Standards and Policies Manual.

2. *The architectural character, landscaping and site design of the proposed development shall:*
 - a. *Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood*

The Restaurants Building has been designed to create variety in building scale and massing along Scottsdale Road and as a distinctive architectural statement at SkySong's primary entrance. As discussed in Section I.B.1, the Building is consistent with future SkySong development in the immediate area and with off-campus buildings in the surrounding areas.

- b. *Avoid excessive variety and monotonous repetition*

As described in Section II.C, the Restaurants Building has been designed to express a unified architectural theme related to agriculture and site history. Variation within the design is subtle and interprets theme elements in ways that avoid monotony and visual cacophony. All sides of the Building are visually interesting, designed for pedestrian-level viewing and, along Scottsdale Road for legibility by passing motorists.

- c. *Recognize the unique climatic and other environmental factors of this region to respond to the Sonoran Desert environment, as specified in the Sensitive Design Principles.*

The Restaurants Building has been designed in response to the region's environment and climate. Consistency with Scottsdale Sensitive Design Principles is discussed in detail in **Section III.D** of this Narrative.

3. *Ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be so designed as to promote safety and convenience.*

The areas and facilities described in this criterion have been addressed in site design, consistent with requirements of the SkySong Design Guidelines Supplement. See **Section III.C** for review of the Guidelines.

Pedestrians and bicycles are major elements of SkySong's Circulation Plan. Guidelines associated with this Plan emphasize minimizing conflicts with motor vehicles and design that encourages walking and bicycling. The concept at SkySong is "park once and walk".

Future SkySong development phases along Scottsdale Road and McDowell Road place the Restaurants Building at a key crossroads in the normal flow of pedestrian traffic. Pedestrian pathways and pedestrian-oriented open space corridors will provide excellent access and are expected to be well-used by SkySong residents, students and employees as well as by people from the surrounding area. Paths and sidewalks link the transit stop directly west of the restaurants site into the campus via several routes, including a wide (15 ft. 4 in.) shaded walkway along the south side of the Restaurants Building. Bicycle access is also considered; and convenient parking is available. Access for motor vehicles is from SkySong Boulevard. Parking is available on-street, in a nearby parking structure and in a fifty-eight space parking lot on the restaurants site.

4. *If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.*

The Project's rooftop mechanical equipment will be fully screened by parapet walls and/or rooftop mechanical screens that have been integrated into the overall building design.

B. SKYSONG DEVELOPMENT PLAN

1. The Restaurants Building as part of SkySong's west open space anchor

The SkySong Project Narrative's "Open Space Concept" (Figure 6, page 30) defines the Scottsdale Road/SkySong Boulevard intersection as the location of a major open space anchor, "The Plaza". The Concept describes nine characteristics of the "Plaza". These include:

- Visible from Scottsdale Road
- The place to meet, hang out
- Big trees and shade structures
- Outdoor places to meet
- Eating and drinking
- Work and conversation
- Enhanced paving
- Cool lighting
- Active, lots of people

The plaza is further described (page 32) as an active, energetic place, with a lot going on and great people-watching potential. It represents a contrast with the other open space anchor, the park at the east end of SkySong Boulevard, a more passive, contemplative place.

2. **How does the proposed Restaurants Building architecture and site plan fulfill the intent of the Plaza as a major anchor of SkySong's Open Space Concept according to the nine characteristics?**

a. **Visible from Scottsdale Road**

The public open space east of the restaurant continues around the building to the south, with the covered walkway providing shade for the public open space. Movable tables and chairs can be located here, bringing active uses to the SkySong Boulevard frontage near Scottsdale Road. People seated in the shade along the covered walkway and the large kitchen garden will be visible from Scottsdale Road and invite people from outside SkySong to stop and enjoy.

b. **The place to meet, hang out**

For SkySong residents, students and workers, the restaurants will be a real attraction. No other full-service restaurants are located within the campus. Existing plazas and the living room at SkySong Boulevard/Innovation Place are packed with people and activity. New phases of SkySong's expansion are to the west, surrounding the planned restaurant and plaza, and are connected to the plaza as part of the pedestrian walkway system

c. **Big trees and shade structures**

Trees will be located in the public plaza, outdoor restaurant patios and in the parking lot. Shade is a key design element. The shaded walkway on the south side of the building and the luminous shade trellis on the east not only cover primary activity and seating areas but also provide ties to SkySong architecture and the central SkySong shade structure.

d. **Outdoor places to meet**

The restaurants are a natural place to meet over a meal, coffee or drinks. In the center of SkySong's new development phases, they offer convenient, cool and attractive outdoor amenity.

e. **Eating and drinking**

The planned restaurants will greatly expand option for eating and drinking at SkySong – for employees, the public and residents. People will have the option of dining at the restaurants and consuming adult beverages within restaurant patios or of enjoying coffee, take-out or a bag lunch in the public plaza.

f. Work and conversation

Wi-Fi is provided throughout SkySong and, as at other SkySong public spaces, tables, chairs and other amenities (e.g., food, beverages) will be available at the Restaurants Building. We envision the plaza will be a central gathering point for informal meetings, work and socializing.

g. Enhanced paving

Paving design will complement the architecture and overall design concept. Paving design in the shaded south walkway will help tell the history of the site, with the names of its keepers from prehistoric times to present, and its agricultural history.

h. Cool lighting

The shade canopy above the main plaza is designed to allow filtered natural light and to be a translucent signature feature, related in character to SkySong's central shade structure. It will not be internally illuminated but will allow ambient light in the restaurants area to create a soft glow.

i. Active, lots of people

The restaurants plaza will be a magnet for the public and for people from throughout SkySong. Its unique edible garden concept and interpretive agricultural history will make it a culinary destination. People will be able to watch activity from a garden-side table, see food harvested, look behind the scenes through windows near Scottsdale Road to watch its cleaning and preparation and enjoy a meal made with fresh-from-the-garden ingredients.

To Summarize: SkySong's west, restaurants plaza conforms to the characteristics and intent outlined for the plaza in the SkySong Open Space Concept. The extension of plaza seating south of the building, the large garden and transparent building design provide good visibility from Scottsdale Road.

Architectural design elements include colors, textures and other features that attest to the importance of agriculture and the site's heritage. The elevation will be well-screened with shade trees as part of the Scottsdale Road Streetscape, but the symbolism and story embodied in the west elevation will be legible at pedestrian scale, from the adjacent bus stop as well as for passing motorists.

The Restaurant Building's east-facing orientation was selected to integrate it more effectively with campus pedestrian and open space systems and to minimize the impacts of solar heat gain.

The proposed east-facing orientation best meets the intent of the SkySong Open Space Concept and walkability guidelines in the approved SkySong Project Narrative and Design Guidelines Supplement.

Alternative siting options were studied. However, orienting the building to the south, facing SkySong Boulevard would subject its outdoor spaces to significant heat impacts from south and west sun. While the sun is good for growing vegetables, it is not so good for people wanting to work or have coffee outdoors in the summertime. Orientation to the east provides morning sun, protection from the most intense solar impacts and extends the season during which the outdoor patios and plaza can be comfortably used.

C. SKYSONG DESIGN GUIDELINES SUPPLEMENT

This application is consistent with the SkySong Design Guidelines Supplement. The Guidelines include two major sections: Architectural Guidelines and Open Space and Pedestrian Circulation Guidelines. Following is description of how relevant Guidelines are addressed.

ARCHITECTURAL GUIDELINES (page 39 of the Guidelines)

Vary building height and massing along Scottsdale and McDowell Roads

The planned one-story Restaurants Building will add variety in the context of future building height and massing along Scottsdale Road. It will provide a one-story “gateway” at SkySong Boulevard, transitioning between taller buildings to the north and south to a more human scale where motorists and transit users enter the property and where on- campus pedestrian paths connect into the SkySong “main street” .

Design buildings to be compatible with Scottsdale Sensitive Design Principles and existing SkySong architecture

Compatibility with existing SkySong architecture

The proposed Restaurants Building fits well within the context of existing SkySong architecture, while also creates its own distinctive character, appropriate to the design theme and new uses it brings to the campus:

- The shade canopy on the east side of the building, covering the plaza, refers, in its design, to the signature “SkySong” shade canopy at the heart of the campus, spanning the intersection of SkySong Boulevard and Innovation Place. Its translucence, coloring and design draw from a similar aesthetic.
- The shade trellis along the building next to the garden incorporates red steel and expanded metal mesh seen in Phase Three office buildings, immediately south of the site.

- Lighting elements, paving details and hardscape materials are continuations of the master design themes established at SkySong.

Compatibility with Scottsdale Sensitive Design Principles

Scottsdale Sensitive Design Principles are discussed in detail in the following section of this Narrative.

Design buildings for LEED certification

All buildings at SkySong are required to be designed to achieve LEED certification. The Restaurants Building will be LEED certified.

Design buildings to incorporate human-scale elements and architectural detail in lower floors to enhance the pedestrian experience

The Restaurants Building is one story in height, a human-scale transition for larger office buildings to be built to the east, south and north. Building and site design are rich in architectural detail and amenities that create visual interest for pedestrians and “tell the story” of site history in unique and compelling ways.

Include building elements that help provide shade and shadow movement across building facades

Building elements on east, west and south sides of the Restaurants Building will create changing patterns of sun and shadow throughout the day. Elements include, on the west, a distinctive, textured elevation of cast panels designed, on the east, a translucent overhead shade canopy and on the south, a trellised, shaded walkway. All will create dynamic shade, shadow and light patterns as the sun moves across the sky.

Roof-mounted appurtenances should be integrated into the building's form, colors and materials

All rooftop mechanical equipment for the project, including the future restaurant tenant equipment such as makeup air and kitchen exhaust fans, will be located on the flat roof area of the building above the lease spaces and will be completely screened from view.

OPEN SPACE GUIDELINES – WALKABILITY AND PLACEMAKING (page 49 of guidelines)

The Open Space Guidelines are divided into sections addressing walkability and place making. Elements within each are general, allowing for flexibility in design.

1. Walkability Guidelines

Elements of walkability discussed in the Guidelines include:

- Comfort
- Accessibility
- Friendliness
- Safety and security
- Things to see, hear, smell and feel along the way
- Interim destinations

These elements relate to the campus-wide pedestrian walkways and spaces system, but others can be applied to the plaza and environs of the restaurant building. Applicable elements include:

a. Comfort

The restaurants, patios and public plaza provide climate protection and comfortable places to sit, relax, socialize, meet or work along major pedestrian routes.

b. Accessibility

The Restaurants Building and associated public spaces are designed to accommodate pedestrians of all ability levels.

c. Friendliness

The restaurant and plaza will be welcoming gathering spaces within the campus, where people can meet, socialize and enjoy the activity around them.

d. Safety and Security

The restaurants will be activity hubs, well-lighted and well populated. From the plaza and restaurant patios, “eyes on the street” will contribute to security for pedestrians.

e. Things to see, hear, smell and feel along the way

As pedestrians walk near the restaurants and plaza they will be able to smell tantalizing aromas from the restaurants and the garden, to hear and see activity in and around the Buildings and enjoy cool, shady places to sit.

f. Interim destinations

What better place to stop along a pedestrian route than a place to sit, get some food or coffee, check emails and meet up with friends? The restaurants and plaza will be great stopping points on the way from Point A to Point B as pedestrians move across campus.

2. Placemaking Guidelines

Four categories of Placemaking Guidelines are included: access and linkage, comfort and image, uses and activities and sociability.

a. Access and Linkage Guidelines

The public plaza and restaurants are located within the campus' normal pedestrian traffic flow. They are convenient to public transit and to pedestrian paths and sidewalks providing access throughout the SkySong campus. Bicycle access to the building and plaza is encouraged and convenient parking provided. Access for people at all levels of ability is provided.

b. Comfort and Image Guidelines

The Restaurants Building and associated public spaces will include comfortable outdoor seating, places to work and a high level of maintenance quality. They will be well-lighted and located within the line of sight of nearby buildings and traffic along SkySong Boulevard. Design and furnishing of the public plaza spaces will be consistent with the high level of quality and amenity established at SkySong.

c. Uses and Activities Guidelines

The presence of restaurant uses adjacent to the public plaza will help encourage a high level of use throughout the day and evening. The proposed design will enable a wide range of activities such as socializing, working, relaxing, eating, watching people and meeting with others. Seating choices may include movable tables and chairs as well as fixed seating.

d. Sociability Guidelines

Design of the Restaurant Building, plaza and site contribute to creating a well-used, enjoyed and active place at SkySong conducive to social interaction.

D. SCOTTSDALE SENSITIVE DESIGN PRINCIPLES

The Scottsdale Sensitive Design Principles are meant to encourage projects that respond to Scottsdale's unique environment, climate and cultural context. Following is discussion of how this application addresses relevant design principles.

Principle 1. The design character of any area should be enhanced and strengthened by new development.

- *Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design.*
- *Building design should be sensitive to the evolving context of an area over time. As described in discussion of the SkySong Design Guidelines Supplement.*

General Architectural Guidelines, architecture of the Restaurants Building includes character elements drawn from existing SkySong development in terms of the east and south shade structures, architectural elements, paving details, lighting and hardscape materials. These elements strengthen campus character, while incorporating them into architectural and site design in creative ways.

Principle 5. The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations. Streetscapes should provide continuity among adjacent uses through use of cohesive landscaping, decorative paving, street furniture, public art and integrated infrastructure elements.

The public realm is well-served through this application by addition of a public plaza that is an integral element of the SkySong Open Space Concept. It introduces a theme unique to the historic context of the property that will enhance community identity.

Principle 6. Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.

The Restaurants Building is adjacent to a transit stop and connected into SkySong's campus-wide network of pedestrian walkways and bicycle facilities. The campus-wide network is closely tied to SkySong's Open Space Concept plan, which presents a hierarchy of gathering. A major "anchor" Plaza, located in the Restaurants Building area, has been designed with amenities, site features and furnishings that will attract use and foster social interaction – a major SkySong gathering place.

There is direct access between the Restaurants Building site and a transit stop on

Scottsdale Road. Transit users can walk directly into campus along a shaded walkway between Building and garden. Their path will take them to the public plaza with links to the campus-wide pedestrian circulation system.

Principle 7. Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments. Design elements should be included to reflect a human scale, such as the use of shelter and shade for the pedestrian and a variety of building masses.

SkySong's Pedestrian Circulation Plan, Open Space Concept Plan and Design Guidelines Supplement (previously discussed) all require design consistent with this principle. The Restaurants Building will provide variety with the context of larger-scale office buildings; shade is a key design element, landscaping is consistent with established SkySong native and arid-region design and pedestrian connections within and to destinations outside SkySong are key parts of the development approach.

Principle 9. The design of the built environment should respond to the desert environment:

- *Interior spaces should be extended into the outdoors both physically and visually when appropriate*
- *Materials with colors and coarse textures associated with this region should be utilized.*
- *A variety of textures and natural materials should be used to provide visual interest and richness, particularly at the pedestrian level. Materials should be used honestly and reflect their inherent qualities. Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.*

The proposed design supports this principle. Building materials incorporate textures and colors appropriate to this desert region. The entire east facade and a portion of the south facade of the building are comprised of tall operable glazing that will both visually and physically connect the Project's indoor and outdoor dining spaces. Because the building's orientation of the major outdoor space is to the east, the outdoor space will be far more comfortable during the cooler months and the usability of that space as temperatures begin to climb in the warmer months will be extended.

The Restaurants Building's patios and public plaza are east-facing and located under a cantilevered overhang 45 feet in length. Priority has been placed on siting the building and orienting outdoor spaces and primary glass facades to harness the warmth of the morning sun in the cooler months while providing effective shade during the hottest months.

See discussion regarding architecture within Section III.F for additional information pertaining to building materials.

Principle 10. Developments should strive to incorporate sustainable and healthy building practices and products. Design strategies and building techniques, which minimize environmental impact, reduce energy consumption, and endure over time, should be utilized.

The Restaurants Building is designed, as required for all buildings at SkySong, to be LEED certified. Healthy building practices and products have been incorporated into throughout. The building will be constructed from steel, concrete, and glass rather than metal framing and stucco. The building's heavy construction type will ensure durability and longevity. The design team is keenly aware that the single most intensive consumption of power takes place during the construction, habitation, maintenance, and renovation of buildings. Every effort has been made in the building's orientation and design to ensure that its energy consumption is significantly reduced. From the building's east-facing orientation, which allows for lower power use relative to cooling and heating over the building's life cycle, to the potential on-site production of vegetables, fruits, and herbs to offset the need to bring these items to the site using delivery trucks, the goal is to minimize the building's ecological footprint in innovative ways through responsible design.

Principle 11. Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region. The character of the area should be emphasized through the careful selection of planting materials in terms of scale, density, and arrangement. The landscaping should complement the built environment while relating to the various uses.

The Project's landscaping will both blend seamlessly with the SkySong landscape palette and will have a profound relationship to the building's uses. A 3,000 square-foot edible garden could produce some of the food consumed by patrons of the Restaurant Building, creating awareness of how dining and the act of producing the food we consume are linked as part of the overall design concept. In addition, the landscaping, which includes native, arid-region and arid-adapted landscape materials and will continue hardscape and paving details as part of SkySong's overall landscape theme.

Principle 12. Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants. Water, as a landscape element, should be used judiciously. Water features should be placed in locations with high pedestrian activity.

SkySong, as part of its Design Guidelines, has adopted a campus-wide plant palette of native, arid region and arid-adapted low water use plant materials (Design Guidelines and Development Framework for the ASU-Scottsdale Center for New Technology and Innovation and the Surrounding Area - Appendix: "ASU Scottsdale Center for New Technology and Innovation Recommended Plant Palette", 2005).

Landscaping proposed for the Restaurants Building is consistent with the adopted Guidelines and plant palette. The 2005 Guidelines also encourage incorporation of water features designed for minimum water use and maximum effect (page 41). Any water features added to the site in the future will be consistent with this Guideline.

Principle 13. The extent and quality of lighting should be integrally designed as part of the built environment. A balance should occur between the ambient light levels and designated focal lighting needs. Lighting should be designed to minimize glare and invasive overflow, to conserve energy, and to reflect the character of the area.

Lighting at the Restaurants Building is integrally designed to be consistent with the lighting plan previously approved for the SkySong campus. As with every other aspect of the Project's design, lighting is critical not only in terms of its contextual response to the immediate surroundings but also in regard to the creation of a social gathering space. The 7,500 square-foot east shade canopy will cover outdoor restaurant and plaza spaces, capturing and reflecting ambient light and creating a visual tie to the iconic shade structure at the center of SkySong.

The shade canopy will incorporate a translucent panel that will appear luminescent, lit by warm LED lighting to produce a soft, low-level glow of indirect illumination within outdoor restaurant patios and the public plaza. No pole-mounted fixtures will be required. Lighting will consume far less energy than the use of typical ground-, pole- and building-mounted fixtures. This lighting approach will produce filtered daytime light and an inviting outdoor environment during the evening.

Principle 14. Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination. Signage should be designed to be complementary to the architecture, landscaping and design theme for the site, with due consideration for visibility and legibility.

Signage will be integrates into the Restaurant Building's design in a way that both enhances and supports the architectural expression and facilitates maximum visibility.

Two locations have been identified along the building's Scottsdale Road frontage for signage: a location at the north end of the building, most visible for southbound traffic, and a location at the south end of the building visible for northbound traffic. By clustering signs in these locations, the nature of the building as a collection of restaurants, as opposed to a multi-tenant building, is reinforced and visual clutter that would otherwise occur by spreading the signage across the building's west elevation is reduced. The clustering of signage at these locations also preserves the building's west elevation for the artistic that celebrates the relationship of the proposed uses to the region's agricultural heritage.

E. SOUTHERN SCOTTSDALE CHARACTER AREA PLAN – CHARACTER AND DESIGN ELEMENT

The following discussion addresses consistency of the application with the *Southern Scottsdale Character Area Plan* (20060 Character and Design element).

NOTE: Numbering of goals and policies are taken from the Character Area Plan.

Character and Design Element

GOAL CD 2. THE CHARACTER AND DESIGN OF MIXED-USE AND COMMERCIAL DEVELOPMENT SHOULD ACCOMMODATE A VARIETY OF LAND USES, ENGAGE PEDESTRIANS, AND EXTEND INDOOR SPACES TO THE OUTSIDE.

Policy CD 2.1. Encourage pedestrian-oriented site design for new and revitalized development within Corridors, Regional Centers, and Activity Areas.

Response: Sited at the center of the next SkySong development phases, the restaurants are on major pedestrian circulation routes and are well-situated to become natural stops along the way.

Policy CD 2.3. Within Corridors, Regional Centers, and Activity Areas, locate new development along the street and provide parking immediately behind the building area.

Response: Although limited on-street parking is provided at SkySong, there is a strong focus on “park once and walk”. It is expected that the majority of restaurant and plaza users will access the site on foot or by bicycle. Parking is provided in front of the restaurant and public plaza, primarily to accommodate off-campus diners. Locating the parking lot east of the building allows extension of the plaza for special events. The Restaurants Building is located on SkySong Boulevard. Given its development context, locating parking behind the building (i.e., on Scottsdale Road) is not desirable.

Policy CD 2.4. New development and redevelopment should provide a diversity of design by accommodating a mix of land uses both vertically and horizontally.

Response: The planned restaurants expand the diversity of land uses at SkySong by offering dining options not currently available.

The Restaurants Building contributes to diversity of design with its one-story scale within the context of larger, taller office and apartment buildings.

Policy CD 2.5. Encourage both dedicated and publicly accessible open spaces within private developments to function as extensions of indoor spaces into outdoor areas.

Response: The public plaza to be constructed as part of the Restaurants Building project will be accessible to all and is designed, under the translucent shade canopy to read as an extension of indoor restaurant areas. The east façade restaurant will have operable glazing facing the plaza, adding to the feeling of continuity.

GOAL CD 3. PROMOTE HIGH QUALITY DESIGN FOR NEW AND REVITALIZED MIXED-USE, COMMERCIAL, AND RESIDENTIAL DEVELOPMENT ALONG CORRIDORS, WITHIN REGIONAL CENTERS, AND ACTIVITY AREAS.

Policy CD 3.1. Encourage design standards for Corridors, Regional Centers, and Activity Areas that enhance and strengthen new and revitalized development.

Response: The planned Restaurants Building sets a high standard for design in the SkySong Regional Center. Its design and site features tell an important story, unique to its place and history. Its contemporary design fits well within the SkySong context and will raise the bar within pattern of older strip commercial development along South Scottsdale Road.

GOAL CD 4. SITE AND BUILDING DESIGN OF NEW DEVELOPMENT AND REDEVELOPMENT SHOULD RESPOND TO THE SONORAN DESERT CLIMATE.

Policy CD 4.1. Encourage new development to incorporate designs such as shade structures, deep roof overhangs and recessed windows to address passive solar cooling opportunities.

Response: The planned Restaurants Building responds strongly to its Sonoran Desert Environment. It includes a large shade canopy overhanging restaurant and plaza on the east and a shade structure-

covered walkway along its south side. Windows are located to be protected by these shade structures. This response is discussed in greater detail in the *Scottsdale Sensitive Design Principles Narrative* section.

Policy CD 4.2. Encourage the use of a variety of textures and natural building materials to provide architectural visual interest and richness, particularly at the pedestrian level.

Response: A rich variety of materials and texture appropriate to the Sonoran Desert will be used. Along the west building elevation, textured panels will represent elements of site history using custom concrete form-work that will create a variety of shade patterns and textures. Visual interest at pedestrian scale is strong throughout the site, through use of windows that open to the outdoors, filtered shade and site elements such as an edible garden.

Policy CD 4.3. Support landscape design that responds to the desert environment by utilizing indigenous and adapted landscape materials that complement the Southern Scottsdale built environment.

Response: Native, arid-region and arid-adapted landscape materials will be used to create a landscape appropriate to Scottsdale's Sonoran Desert setting and the established SkySong landscape palette.

GOAL CD 5. MAINTAIN, PROTECT, AND ENHANCE THE CHARACTER, QUALITY, AND CONNECTIVITY OF THE PUBLIC REALM AND OPEN SPACE AREAS.

Policy CD 5.3. Recognize that public realm design guidelines and standards represent an opportunity to provide identity to a community or neighborhood and convey design expectations.

Response: The existing open spaces and facilities are open to and used quite extensively by the surrounding community. The addition of the planned restaurant uses and public plaza can become a new destination attractive to neighbors and the general public.

Policy CD 5.4. *Encourage plant placement that maximizes shade opportunities in pedestrian spaces, parking lots, and streetscape environments.*

Response: Shade is an important attribute of the proposed restaurant building and site. The entire east side of the building and plaza area will be covered by a translucent shade canopy and trees will be planted within the plaza and restaurant patios. On the south side of the building an 18-foot seven-wide shaded walkway is planned, extending from the front of the building to Scottsdale Road.

GOAL CD 6. PROMOTE, PLAN, AND IMPLEMENT DESIGN STRATEGIES THAT ARE SUSTAINABLE.

Policy CD 6.1. *Encourage compact development design along Corridors and in Regional Centers and Activity Areas to help reduce travel distances, encourage walking and cycling, and stimulate public transit use.*

Response: SkySong includes an extensive system of pedestrian paths that help people make the decision to park once and walk or bicycle. Bicyclists will be provided with convenient parking at the Restaurants Building and connections to Scottsdale's system of bike lanes and multi-use paths. A transit stop is located immediately west of the restaurants, on Scottsdale Road. Transit users can walk directly from the transit stop to the restaurants using the shaded walkway along the south side of the building.

Policy CD 6.2. Encourage building design, orientation, and layout that reduce energy consumption.

Policy CD 6.3. Develop adaptable and sustainable building design strategies that could accommodate future innovative energy and environmental technologies as they become commercially viable.

Policy CD 6.4. Encourage the use of sustainable design principles for remodeling and new development projects to mitigate building construction and operational impacts on the environment.

Response: All buildings at SkySong are required to build to LEED standards as a stipulation of the 2005, original zoning approval. The Restaurants Building will be designed and constructed to

achieve LEED certification. See also discussion of Principle 10, *Scottsdale Sensitive Design Principles* section of this Narrative.

GOAL CD 9. ESTABLISH DESIGN GUIDELINES FOR CORRIDORS, REGIONAL CENTERS, AND ACTIVITY AREAS.

Policy CD 9.3. Continue to utilize the current lighting guidelines to enhance public safety, provide appropriate lighting for development, and supply transitional lighting levels to existing neighborhoods.

Response: See discussion of Principle 13, *Scottsdale Sensitive Design Principles* section of this Narrative.

GOAL CD 10. PROVIDE PUBLIC ART TO CREATE EXCITING AND ATTRACTIVE PUBLIC SPACES THAT ARE USED AND ENJOYED BY SOUTHERN SCOTTSDALE RESIDENTS, WORKERS, AND VISITORS.

Policy CD 10.1. Enhance the quality of life of Southern Scottsdale residents by increasing their access to the visual arts and create a more aesthetically-pleasing urban environment.

Response: The restaurants site may collaborate with SkySong to explore the possibility of locating public art elements in the plaza area. Features that interpret the history of the site and the importance of agriculture to this part of the Valley are currently proposed as integral parts of architectural and site design.

Policy CD 10.2. Support the creation of exciting, appealing, and harmonious public spaces by integrating architecture, design, public art, and the planning of infrastructure at the earliest design stage.

Response: *The theme for the restaurants' design and public spaces is unique and compelling. The historic agricultural use of the property and the urban agriculture concept is embodied in the design approach and may be expressed in expanded ways as this part of SkySong matures. The net result will be an exciting and unique contribution to the public realm that will attract use and activity.*

F. CITY OF SCOTTSDALE RESTAURANT DESIGN GUIDELINES

The “*Purpose*” of the Restaurant Design Guidelines (“Restaurant Guidelines”) cites “increasing development pressure for corporate-driven design solutions (that) threaten the very essence of what makes Scottsdale a desirable and unique place.”

The proposed Restaurants Building is the antithesis of “corporate-driven design”. The architecture is driven instead by its context at SkySong and by the unique agricultural history of the site. Wetta Ventures, LLC, the developer, is local and is known for creative and site-specific restaurant projects. The Restaurant Guidelines’ *Purpose* is strongly supported by the current application.

Within the Restaurant Guidelines are specific guidelines for design. Following is comment on how the proposed Restaurants Building design relates to these.

Site Design

All development proposals should show evidence of coordination with the site plan elements and other contextual influences of neighboring properties.

The Restaurants Building at SkySong is sited in accordance with the approved master Development Plan for the SkySong campus. It is located among planned office and R&D buildings. Its design draws from architectural and site plan elements typical of its context within the campus. It is sited to maximize pedestrian access via the campus-wide pedestrian circulation system and includes a public plaza along the main spine of the campus, a key element in the overall Open Space Concept. Building entries and the public plaza are convenient to parking and to the pedestrian pathway system.

Service areas, storage areas and refuse enclosures should be screened from public view and from adjacent sites. In highly developed settings...consider the use of trash compactors with odorizers.

Service areas, storage and refuse enclosures are located north of the building within an area to be screened with a masonry wall. The view of this area will be screened from future adjacent office development.

Site design should accommodate a logical and safe vehicular and pedestrian circulation pattern throughout the site that minimizes conflicts. Linkages for pedestrians should be direct avoiding circuitous routes that are not easily understood.

The Restaurants Building site design conforms to the Circulation Plan and Open Space Concept approved as part of Case. These show a campus-wide network of pedestrian walkways and open spaces. Pedestrian access to the restaurants is direct and conflicts with motor traffic are minimized.

Parking fields and expansive areas of paved surfaces should be broken up with landscape planting.

Most parking at SkySong will be located in parking structures. Limited on-street parking is available. The parking area in front (east) of the Restaurants Building is not expansive and includes trees within planter islands.

Outdoor dining areas are encouraged.

Outdoor dining is planned in restaurant patios along the east side of the building. Dining can also be accommodated in the public plaza on the east and south sides of the building under shade canopies.

Architecture

Building design should take into consideration the unique qualities and character of the surrounding area.

As discussed elsewhere in this Narrative, the Restaurants Building architecture includes character elements drawn from existing SkySong development in terms of the east and south shade structures, architectural elements, paving details, lighting and hardscape materials.

Encourage building elements that speak to the desert environment and climate.

Windows on east and south-facing building facades and plaza areas are shaded by deep canopies that mitigate the impacts of heat and sun, while encouraging outdoor uses throughout most of the year. Building colors, materials and motifs draw from the site's history in this desert valley and are reflective of native colors, materials, textures and patterns.

Buildings that derive their image predominantly from applied treatments that express corporate identity are discouraged.

The Restaurants Building design is not expressive of "corporate identity" and its tenants are expected to be unique and local.

All sides of a building should express consistent architectural detail and character. Site and screen walls should be architecturally integrated with the building.

All sides of the Restaurants Building are consistent in terms of character, expressive of the overall site design theme related to history and the importance of agriculture. All sides are visible to pedestrians and are detailed to ensure visual interest and aesthetic continuity around the entire building.

Building should respond to solar heat gain, reflectivity and glare through building orientation and the use of architectural shading devices.

The building has been designed and sited with these factors in mind. The building is oriented toward the east where its plaza and façade are shaded by an expansive shade canopy. The south elevation is protected from the sun by a deep (15 ft. 4 in. deep) shade structure. The west elevation, which receives the most intense solar impacts, has no windows and is shaded by street trees and other landscaping.

Shading for outdoor dining should be architecturally integrated with the main structure.

The shade canopy that covers outdoor dining patios is an integral part of the building's architecture.

The following architectural treatments are generally discouraged:

- Gradation in paint color applied to one surface or use of large graphics
- Extended bands of vibrant and/or highly contrasting corporate
- Long, uninterrupted expanses of glass.
- Floor to ceiling glass storefront treatments.

Varying paint colors and subtle graphic components are key elements of the Restaurant Buildings' design concept. They are expressed in ways that integrate well with the entire building and site design features.

The design of the west building elevation, next to the transit stop on Scottsdale Road includes a series of large, textured panels speaking to the nature of the building as a 'purpose-built' culinary destination. The entire concept for the building revolves around the idea of food and the design of the west elevation plays a key role.

Conceived as a graphic interpretation of the patterning of farmland as seen from above, the west elevation plays an integral part in the building's comprehensive narrative based on its specific use. Created to be understood at both pedestrian scale and to be legible to motorists traveling up and down Scottsdale road at speeds of 45 miles per hour, the design is broken into three primary elements; Soil (brown), Crops (green) and Harvest (gold) and each will have a unique texture that reinforces the nature of each element.

Each of these three custom colors, created specifically for this project will be site-cast into custom concrete form-work that provides a high degree of texture shade, and shadow across the entire façade. By the very nature of this highly textured approach, the façade will change over the course of the day as the sun passes across the sky. The micro-shading across the west elevation's surface will serve to cool the wall surface and will lead to less energy consumption over other more traditional materials.

At the south end of the west elevation, a custom colored concrete will be utilized, and with employ with a design embedded in the concrete surface that chronicles the history of crops grown on the site from Hohokam times, through the centuries to today when crops may again be grown on site, harvested, and used in preparation of the menu items in the building's new restaurants.

The narrative continues at the scale of the pedestrian along the south side of the building, where the names of the stewards of the site, its agricultural history, could be etched into the paving along a trellised walkway. The names chronicle keepers of the site

from the Hohokam to Winfield Scott to SkySong and reinforce the importance of bringing agriculture back to this site at the adjacent edible garden.

Colors, textures and other design aspects of the west building elevation are integral parts of the building's "story" and are tied to related elements throughout the site. They are not "applied to one surface" as simple decoration and the "large graphics" are a subtle background element that introduce the overall design theme.

Building colors should emphasize muted earth tones. Use of highly reflective or glossy materials should be limited and are not appropriate in all contexts.

Building materials proposed have a low reflectivity and are of a palette consistent with the desert environment. See also discussion of Principle 9, in the *Scottsdale Sensitive Design Principles* section of this Narrative.

Landscape Design (See also discussion of Principle 11, in the *Scottsdale Sensitive Design Principles* section of this Narrative)

Landscaping should blend with the dominant existing or planned streetscape and character of the area.

Landscaping materials and design will blend seamlessly with both the Scottsdale Road streetscape and SkySong's established landscape materials and character.

Landscaping should be provided at the base of buildings to anchor them to the surrounding environment and soften the structure.

Landscaping provides a visual foreground for the Restaurants Building.

- Along Scottsdale Road, in-ground base planting is provided that blends with the existing streetscape.
- A wide covered walkway, usable as outdoor plaza space, extends along the south side of the building, adjacent to an edible kitchen garden and landscaping along SkySong Boulevard.
- The north and east sides of the building do not have base plantings.
 - The north side is separated from an enclosed service/refuse/storage yard by a secondary walkway (to be used primarily for access to the yard). The base of the building is screened from view by the service enclosure.
 - The east elevation of the building is set back under a translucent shade canopy, with attached restaurant patios and a public plaza. Within the plaza and patios are trees, but there is no base planting along the east façade, *per se*.

Trees should be used throughout paved areas and along pedestrian pathways to provide shade, to reduce heat build-up and glare.

Trees are provided within the parking lot, the public plaza and restaurant patios.

Dense landscaping and architectural treatments used in combination should be provided to screen unattractive views and features such as storage areas, trash enclosures, utility cabinets and similar elements.

The storage/trash enclosure is screened with an architectural element and is tucked away between the north side of the building and a future office development site. It is expected that a pedestrian path providing access to the Scottsdale Road transit stop may be located on the north side of the enclosure, within a future development site. A buffer between path and enclosure may be considered at the time of office building development, but is not part of this application.

The site design for projects located at street corners should provide special landscape treatment at street intersection.

Although the Restaurants Building is located just north of the northeast corner of SkySong Boulevard and Scottsdale Road, its property boundary does not include land located right at the corner. The street corner area will include special landscaping and SkySong entrance features and is the responsibility of the master SkySong developer.

The use of mature trees is encouraged to provide an immediate impact especially when used in buffering adjacent uses.

Land on three sides of the Restaurants Building site is vacant. The fourth (west) side is on Scottsdale Road and has been landscaped according to the Scottsdale Road Streetscape Plan. Buffering of adjacent uses does not apply. Existing mature trees will remain and 36-inch box trees will be added east of the building, in the parking lot and patio/plaza areas.

Proper maintenance and timely replacement of plant material is expected and required by ordinance.

Plant materials will be maintained to a high standard, including replacement as needed.

Lighting (See also discussion of Principle 13, in the Scottsdale Sensitive Design Principles section of this Narrative)

A lighting design and plan must accompany all applications for new development or redevelopment.

A lighting design and plan will be submitted, as required.

Avoid competing light levels and maintain balanced light levels on-site and between adjacent properties.

Lighting levels will be consistent with SkySong's existing lighting design concepts and with the SkySong Design Guidelines Supplement.

Recommended light level guidelines and uniformity ratios established by the Illumination Engineering Society of North America (IESNA) in the IESNA Lighting Handbook (current edition) should be considered and incorporated where appropriate for lighting designs.

This has been done.

Light glare or excess brightness should be minimized.

Lighting for the building and site has been designed to minimize glare and excessive brightness, consistent with overall campus lighting standards.

Signage/Corporate Identification (See also discussion of Principle 14, in the Scottsdale Sensitive Design Principles section of this Narrative)

Applied treatments used to achieve business identity...should not be the dominant architectural feature.

Dominant architectural features are not applied to enhance recognition of corporate identity or character. Restaurants proposed are not fast-food or similar establishments that depend on golden arches or red striped awnings and cupolas that enable quick identification as part of their corporate identity.

All signage should be architecturally integrated with their surroundings...

Signage for Restaurants Building tenants will be integral parts of the architecture, with design and colors appropriate to the site.

Building design should anticipate signage. Designs should provide logical sign areas, allowing flexibility for new users as the building is re-used over time.

Signage and flexibility have been considered in the site and building design.

Repetitious signage information on the same building façade should be avoided.

There will be no repetitious signage information on any one building façade.

Signs composed of individual letters are encouraged.

This is consistent with the design approach proposed for the Restaurants Building.

Visible raceways and transformers for individual letters are discouraged.

Any raceways and transformers associated with individual letter signs will be hidden from view.

IV. CONCLUSION

Wetta Ventures is excited about the Restaurants Building application, the continuing development of SkySong and making a contribution to the revitalization of Southern Scottsdale.

The Restaurants Building is a high-quality and modern design that will provide expanded dining options for both SkySong and the surrounding neighborhoods. The Project respectfully responds to its context, the region's unique climatic factors, and to all applicable City policy, plans, ordinances and guidelines.

We look forward to discussing the Project with you in the near future and respectfully request your support for Case 24-DR-2015.



Development Application

Development Application Type:

Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input checked="" type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input type="checkbox"/> Rezoning (ZN)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Wash Modification (WM)	Other:
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Historic Property (HP)	<input type="checkbox"/> Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance	Land Divisions (PP)	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivisions	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Condominium Conversion	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance (BA)	<input type="checkbox"/> Perimeter Exceptions	Other Application Type Not Listed
<input type="checkbox"/> Minor Amendment (MA)	<input type="checkbox"/> Plat Correction/Revision	<input type="checkbox"/>

Project Name: SkySong Restaurants Building

Property's Address: 1375 N. Scottsdale Road

Property's Current Zoning District Designation: Planned Community District (PCD)

The property owner shall designate an agent/applicant for the Development Application. This person shall be the owner's contact for the City regarding this Development Application. The agent/applicant shall be responsible for communicating all City information to the owner and the owner application team.

Owner: ASUF Scottsdale, L.L.C.

Agent/Applicant: David Wetta
Paul Salinas

Company:

Company: Wetta Ventures L.L.C.

Address: PO Box 2260, Tempe, AZ 85280

Address: 7135 E. Camelback Road, Suite 230
Scottsdale, AZ 8521

Phone: (480) 965-5945

Fax:

Phone: (602) 478-3538

Fax:

E-mail: Don.Couvillion@asu.edu

E-mail: dw@wettaventures.com
ps@wettaventures.com

Designer: Michael Rumpelton

Engineer: Aaron Parencia

Company: Brick & West Design

Company: Bury

Address: 17 W. North Lane, Phoenix, AZ 85021

Address: 7047 E. Greenway Parkway, Suite 250
Scottsdale, AZ 85254

Phone: (602) 321-2478

Fax:

Phone: (480) 659-3452

Fax:

E-mail: mike@brickandwest.com

E-mail: aparencia@buryinc.com

Please indicate in the checkbox below the requested review methodology (please see the descriptions on page 2).

- This is not required for the following Development Application types: AN, AB, BA, II, GP, TA, PE and ZN. These applications will be reviewed in a format similar to the Enhanced Application Review methodology.



Enhanced Application Review:

I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology.



Standard Application Review:

I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology.

Owner Signature

Agent/Applicant Signature

Official Use Only

Submission Date:

Development Application No.:

Planning, Neighborhood & Transportation
7447 East Indian School Road Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Fax: 480-312-7088
City of Scottsdale's Website: www.scottsdaleaz.gov

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Revision Date: 12/31/2012

24-DR-2015
5/6/2015



Development Application

Review Methodologies

Review Methodologies

The City of Scottsdale maintains a business and resident friendly approach to new development and improvements to existing developments. In order to provide for flexibility in the review of Development Applications, and Applications for Permitting, the City of Scottsdale provides two methodologies from which an owner or agent may choose to have the City process the application. The methodologies are:

1. Enhanced Application Review Methodology

Within the parameters of the Regulatory Bill-of-Rights of the Arizona Revised Statutes, the Enhanced Application Review method is intended to increase the likelihood that the applicant will obtain an earlier favorable written decision or recommendation upon completion of the city's reviews. To accomplish this objective, the Enhanced Application Review allows:

- the applicant and City staff to maintain open and frequent communication (written, electronic, telephone, meeting, etc.) during the application review;
- City staff and the applicant to collaboratively work together regarding an application; and
- City staff to make requests for additional information and the applicant to submit revisions to address code, ordinance, or policy deficiencies in an expeditious manner.

Generally, the on-going communication and the collaborative work environment will allow the review of an application to be expedited within the published Staff Review Time frames.

2. Standard Application Review Methodology

Under the Standard Application Review, the application is processed in accordance with the Regulatory Bill-of-Rights of the Arizona Revised Statutes. These provisions significantly minimize the applicant's ability to collaboratively work with City Staff to resolve application code, ordinance, or policy deficiencies during the review of an application. After the completion of the city's review, a written approval or denial, recommendation of approval or denial, or a written request for additional information will be provided.

The City is not required to provide an applicant the opportunity to resolve application deficiencies, and staff is not permitted to discuss or request additional information that may otherwise resolve a deficiency during the time the City has the application. Since the applicant's ability to collaboratively work with Staff's to resolve deficiencies is limited, the total Staff Review Time and the likelihood of a written denial, or recommendation of denial is significantly increased.

In addition to the information above, please review the Development Application, and/or the Application for Permitting flow charts. These flow charts provide a step-by-step graphic representation of the application processes for the associated review methodologies.

Note:

1. Please see the Current Planning Services and Long Range Planning Services Substantive Policy Statements and Staff Review Timeframes for Development Applications, number III.

Planning, Neighborhood & Transportation

7447 East Indian School Road Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Fax: 480-312-7088

City of Scottsdale's Website: www.scottsdaleaz.gov

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Revision Date: 01/31/2013



City of Scottsdale Cash Transmittal

101598

101598
3 00761038
05/06/15 PLN-1STOP
KWHEELER HPDC600552
5/6/2015 3:23 PM
\$1,515.00

Received From :

WETTA VENTURES LLC
3104 E CAMELBACK RD STE 957
PHOENIX, AZ 85016
602.478.3538

Bill To :

WETTA VENTURES LLC
3104 E CAMELBACK RD STE 957
PHOENIX, AZ 85016
602.478.3538

Reference #	56-pa-2015	Issued Date	5/6/2015
Address	1375 N SCOTTSDALE RD	Paid Date	5/6/2015
Subdivision		Payment Type	CHECK
Marketing Name		Cost Center	
MCR		Metes/Bounds	No
APN	131-17-014F	Water Zone	
Owner Information		Water Type	
ASUF SCOTTSDALE LLC		Sewer Type	
300 E UNIVERSITY DR		Meter Size	
TEMPE, AZ 85280			
480-965-5945		QS	12-45

Code	Description	Additional	Qty	Amount	Account Number
3165	DEVELOP REVIEW APPLICATION		1	\$1,515.00	100-21300-44221

SIGNED BY ROB LANE ON 5/6/2015

Total Amount

\$1,515.00

(When a credit card is used as payment I agree to pay the above total amount according to the Card Issuer Agreement.)

TO HAVE WATER METER SET - CALL 480-312-5650 AND REFER TO TRANSMITTAL # 101598