

**Application
Narrative
Cash Transmittal
Pre-Application
Pre-App Narrative
Pre-App Cash Transmittal
Development Standards**



City of Scottsdale Cash Transmittal

110055

Received From :

City of Scottsdale
 7447 E INDIAN SCHOOL RD STE 205
 SCOTTSDALE, AZ 85251
 480-312-2367

Bill To :

City of Scottsdale
 7447 E INDIAN SCHOOL RD STE 205
 SCOTTSDALE, AZ 85251
 480-312-2367

Reference # 453-PA-2016
 Address 7333 E SCOTTSDALE MALL
 Subdivision SCOTTSDALE MALL
 Marketing Name
 MCR 170-02
 APN 130-23-217A

Issued Date 3/20/2017
 Paid Date 3/20/2017
 Payment Type NA
 Cost Center DC01B
 Jurisdiction SCOTTSDALE
 Water Zone
 Water Type
 Sewer Type
 Meter Size
 QS 16-45

Owner Information

CITY OF SCOTTSDALE
 3939 N DRINKWATER BLVD
 SCOTTSDALE, AZ 852514433

Lot Number L
 Metes/Bounds No
 Gross Lot Area 0
 NAOS Lot Area 0
 Net Lot Area 0
 Number of Units 1
 Density

Code	Description	Additional	Qty	Amount	Account Number
3175	USE PERMIT APPLICATION		1	\$3,055.00	100-21300-44221
3170	REZONING APPLICATION		1	\$7,335.00	100-21300-44221
9610	CIP COS PERMITS AND FEES		1	(\$10,390.00)	409-DC01B-56043

City of Scottsdale

7447 E. Indian School Rd.
 Scottsdale, AZ 85251
 (480) 312-2500
 One Stop Shop

Date: 3/20/2017 Cashier: DHOL
 Office: PLN-1STOP Mach ID: HPTC6005125
 Tran #: 1 Batch #: 59476
 Receipt: 00999746 Date: 3/20/2017 1:32 PM
 110055
 3175 USE PERMITS \$3,055.00
 3170 REZONING APP \$7,335.00
 9610 CIP COS PERMITS & FEES (\$10,390.00)

TENDERED AMOUNTS:

Cash Tendered: \$0.00
 Transaction Total: \$0.00

Thank you for your payment.
 Have a nice day!

22-UP-1990#2
03/20/17

SIGNED BY GARY MEYER ON 3/20/2017

Total Amount **\$0.00**

(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 # 110055



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 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 checked="" 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: CIVIC CENTER M.U.M.S.P. AMENDMENT

Property's Address: 3939 N. DRINKWATER BLVD, SCOTTSDALE, AZ 85251

Property's Current Zoning District Designation: C-2 D.O. & C-3 D.O.

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: CITY OF SCOTTSDALE Agent/Applicant: GARY MEYER

Company: CITY OF SCOTTSDALE Company: CITY OF SCOTTSDALE

Address: 7447 E. INDIAN SCHOOL, SCOTTSDALE, AZ 85251 Address: 7447 E. INDIAN SCHOOL, SCOTTSDALE, AZ 85251

Phone: 480-312-2367 Fax: Phone: 480-312-2367 Fax:

E-mail: GMEYER@SCOTTSDALE.AZ.GOV E-mail: GMEYER@SCOTTSDALE.AZ.GOV

Designer: DIANE JACOBS Engineer: N/A

Company: HOLLY STREET STUDIO Company:

Address: 822 N. CENTRAL, PHOENIX 85004 Address:

Phone: 602-258-9555 Fax: Phone: Fax:

E-mail: DIANE@HOLLYSTREETSTUDIO.COM E-mail:

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 applications¹ 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: [Signature] Agent/Applicant Signature: [Signature]

Official Use Only Submittal 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
Page 1 of 3 Revision Date: 05/18/2015

22-UP-1990#2
03/20/17



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3/20/2017 11:10 AM
PLP-1510
3/20/2017 11:10 AM

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Net Lot Area 0
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Water Type
Sewer Type
Meter Size
QS 16-45

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9610	CIP COS PERMITS AND FEES		1	(\$6,015.00)	409-DC01B-56043
3170	REZONING APPLICATION		1	\$2,960.00	100-21300-44221

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Scottsdale, AZ 85251
(480) 312-2500
One Stop Shop

Date: 3/20/2017 Cashier: DHOL
Office: PLN-1STOP Mach ID: HPTC6005125
Tran #: 3 Batch #: 59476
Receipt: 00999776 Date: 3/20/2017 2:41 PM
110055
3175 USE PERMITS \$3,055.00
9610 CIP COS PERMITS & FEES (\$6,015.00)
3170 REZONING APP \$2,960.00

TENDERED AMOUNTS:

Cash Tendered: \$0.00
Transaction Total: \$0.00

Thank you for your payment.
Have a nice day!

22-UP-1990#2
03/20/17

Applicant Signature

Total Amount

\$0.00

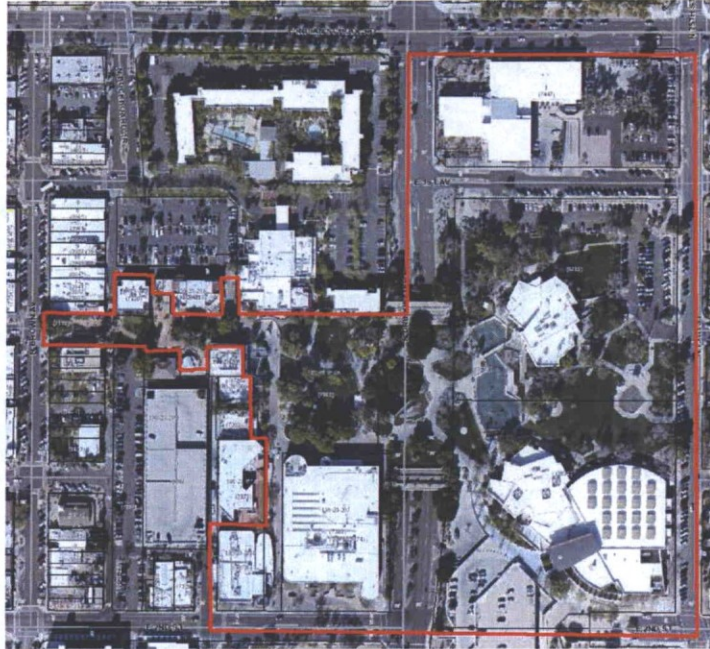
(When a credit card is used as payment I agree to pay the above total amount according to the Card Issuer Agreement.)

TO HAVE WATER METER SET - CALL 480-312-5650 AND REFER TO TRANSMITTAL # 110055

Narrative

I. Property Information

Location: The property is generally located east of North Brown Avenue, East of 75th Street, north of East 2nd Street, and south of East Indian School Road.



Property Size: Approximately 23 +/- acres

II. Current/Proposed Zoning

Current

- Central Business Downtown Overlay (C-2 DO), Highway Commercial Downtown Overlay (C-3 DO), Multiple Family Residential Downtown Overlay (R-5 DO), and Open Space Downtown Overlay (O-S DO)

Proposed

- Downtown/Downtown Civic Center – Type 2 Planned Block Development Overlay Downtown Overlay (D/DCC-2 PBD DO).

III. Project Overview

The proposed Zoning District Map Amendment (ZDMA) is a request by the City of Scottsdale to rezone a portion of the Scottsdale Civic Center Mall to comply with the Downtown Plan's Future Land Use plan which designates the site a Downtown Civic Center – Type 2 as indicated.

General Plan Goals and Approaches

▪ **Land Use Element**

Goal 1: Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

- Bullet 1:* Support a regional open space network that celebrates Scottsdale identity as a desert city and maintains the viability and connectivity of the natural ecosystems.
- Bullet 2:* Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.
- Bullet 3:* Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips (pedestrian and cycling and transit) where environmentally and physically feasible.
- Bullet 6:* Provide an interconnected open space system that is accessible to the public, including pedestrian and equestrian links, recreation areas, and drainage ways.

Response: The Scottsdale Civic Center Mall (the "Mall") was originally contemplated in the 1964 Scottsdale Town Enrichment Program as one of the City's seven original self-improvement projects to make a better city and plan for the future. The Mall was to be, and is today, the central location of the City's primary government, library, arts, park and recreational facilities. Over time, the Mall has evolved as the city's cultural center as well, and is home to the Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art, several of the City's public art pieces, outdoor performance venues, and special events (Scottsdale Culinary, Scottsdale Sunday A'fair, Native Trails, etc.) that draw both regional and national participants.

As a passive and active facility, the Mall is the urban Downtown's central open space area and contributes to the balance of live, work, and play land uses in the Downtown. The Mall is also part of the City's open space system that is connected by streets, pedestrian sidewalks and bicycle paths to the adjacent Downtown Urban Neighborhoods, and Indian Bend Wash. The pedestrian sidewalks and the bicycle path connection along the East 2nd Street alignment, from the Mall to Indian Bend Wash, allows the Mall to be interconnected with one of the City's primary regional parks systems. The Indian Bend Wash contains a variety of the recreational facilities and connects many of the city's central and southern neighborhoods.

The requested Zoning District Map Amendment will align the Mall property zoning with the City's Downtown Plan (DP). In conjunction with the associated MUMSP, these

applications will provide the framework for future modifications to the Mall that will improve its functionality as an outdoor performance venue, which is anticipated to include new stage areas, and increase the pedestrian landscaped areas near and in front of the stage area. In addition, the west end of the Mall is anticipated to be modified by lowering the current raised grade level to match North Brown Avenue. This modification will allow for increased visibility into Mall from North Brown Avenue that is currently blocked by the change in grade and undulating mounding. Also, the modifications will increase accessibility and provide a new bicycle route that will connect Old Town, the Mall, and Indian Bend Wash.

Goal 5: *Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.*

- Bullet 1: Integrate the pattern of land use and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.*
- Bullet 2: Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mix-use centers to reduce reliance on the automobile.*

Response: The Mall may be accessed through several pedestrian connections from the abutting street sidewalks that provide a walking network throughout the Downtown. Generally located east of North Brown Avenue, west of East of 75th Street, north of East 2nd Street, south of East Indian School Road, with North Drinkwater Boulevard passing beneath the mall, the Mall is conveniently located near and abutting several local and regional access routes that provide a variety of pedestrian, bicycle, vehicle, and transit alternatives. North Drinkwater Boulevard is the east couplet, a minor arterial street and connects the east side of the Downtown area to North Scottsdale Road. East Indian School Road is a minor arterial street that runs through the middle of Downtown and connects Downtown to the City of Phoenix to the west, and the Loop 101 approximately two miles to the east. This provides access to the metropolitan area. Furthermore, the Mall is connected by the City's trolley routes – the Miller, Downtown, and Neighborhood trolleys provide local transit access to the Mall from nearby neighborhoods and to the City of Tempe's local transit, the Orbit. In addition, the City will provide a new and upgraded pedestrian and bicycle path from the Mall to Indian Bend Wash. The Indian Bend Wash provides an alternative route for pedestrian and bicycle users to access the Mall from Tempe and other areas of the City.

Goal 8: *Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.*

Bullet 1: Promote public land uses, such as parks, schools and other civic uses that act as the nucleus of neighborhoods and promote community interaction.

Bullet 2: Develop and reinforce links (i.e. trails, paths, open space, transit, and streets) within and between residential, retail, employment, recreational and other public land uses.

Response: The proposed Downtown Civic Center – Type 2 zoning allows for the proposed use and variety of other land uses including, but not limited to, residential, office, retail, restaurant and municipal uses consistent with the intensity of uses which are typically found in this area of the Downtown Scottsdale. The Downtown Civic Center – Type 2 zoning district was written to implement the Downtown Plan and General Plan.

The Mall is home to several of the City’s Downtown cultural facilities, municipal services, open space areas, paths, and recreational opportunities. Within the Mall are the City of Scottsdale’s City Hall, Civic Center Library, the Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art, Scottsdale Historical Society, outdoor performance venues, and City offices. Each of these uses are allowed under the Downtown Civic Center – Type 2 district and will assist in promoting the Mall as the City of Scottsdale’s civic hub in the future.

Goal 9: Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.

Bullet 1: Incorporate a diverse range of residential and non-residential uses and densities within mixed-use neighborhoods.

Response: The proposed zoning and MUMSP for the Mall will provide a mix of land uses that contribute to the existing and proposed development of the Downtown with an urban fabric that blends adjacent and nearby residential, commercial, cultural, and government uses through physical features and is also a walkable environment that is connected to multiple methods of transportation (bike, transit, vehicles, etc.).

▪ ***Economic Vitality Element***

Goal 1: Sustain and strengthen Scottsdale’s position as a premier international and national tourism destination and resort community.

Bullet 4: Preserve Scottsdale’s natural, social, and cultural environments to enhance the Scottsdale tourism experience.

Bullet 6: Provide destination attractions that celebrate Scottsdale’s heritage. These should include the key theme areas of the arts,

contemporary arts, Southwestern culture, Native American Culture, cowboy lore, the Sonoran Desert environment.

Bullet 7: Build on Scottsdale's strength for attracting sporting events/entertainment opportunities, such as professional level sports including baseball, hockey, tennis and golf in addition to entertainment events, such as the Parada del Sol, Culinary Festival, Art Festival, etc.

Bullet 8: Ensure a wide variety of participatory outdoor recreational opportunities, for visitors and residents alike, such as golf, mountain climbing, hiking, horseback riding, etc.

Bullet 9: Preserve and enhance the tourist's ability to travel easily to different destinations throughout the city. Promote the Transportation Center, trolley system, bike rental, and pedestrian connections, etc.

Response: The Mall has long been used for social, cultural, and tourist activities that were originally envisioned as part of the Scottsdale Town Enrichment Program. The proposed zoning and MUMSP will allow for future modifications to the Mall's infrastructure, which was last updated in the early 1990's, with much of it from the Mall original design and construction in the mid-1960's and early 1970's. To maintain the City's competitiveness as a premier national and international tourism and resort destination community, and to provide updated facilities for city residents, the proposed MUMSP modifications are intended to maintain and enhance the Mall. The proposed modifications and zoning change will allow for increased activation of the Mall, provide services, allow for a variety of outdoor activities, and provide increased vehicular, transit, bicycle, and pedestrian connections to the abutting neighborhoods and developments.

▪ ***Neighborhoods Element***

Goal 3: *Sustain the long-term economic well-being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts.*

Bullet 1: Support and encourage appropriate public and private economic reinvestment in mature, physically and economically declining areas.

Bullet 2: Use redevelopment and revitalization techniques to positively impact the visual and aesthetic impressions that tourists, citizens, and the businesses have of the overall city. Citizens, visitors and the businesses evaluate the quality of their Scottsdale experience through visual impressions of the community's built environment. Consequently, revitalization of mature and declining areas in

Scottsdale will help to improve the overall impression of our city and encourage economic investment in our community.

Response: The proposed zoning and MUMSP for the Mall provides a plan that will allow for future planning and modifications to maintain facilities, increase accessibility and improve its visual and aesthetic appearance. In addition, the proposed modifications to the Mall will provide improved and updated facilities that will add flexibility and address maintenance and operation concerns with existing infrastructure. Also, the MUMSP and associated ZDMA will assist in enhancing the area with public reinvestment that may invigorate private investment in adjoining properties.

▪ ***Open Space and Recreation Element***

Goal 1: Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

Bullet 10: Relate the character of open spaces to the uses and character of different areas of the city.

Bullet 14: Protect the visual quality of open space, unique city characteristics, and community landmarks.

Response: The primary purpose of the ZDMA and MUMSP is to provide a plan for future investment to Mall that will improve the quality of the Mall facilities. In addition to maintaining the Mall's urban and civic appearance, the proposed MUMSP incorporates enlarged landscaped areas, updates areas for event and leisure activities, and proposes modifications to increase accessibility.

Goal 2: Manage a comprehensive open space program that is responsive to public need, delivers high quality customer service, and exemplifies the city's commitment to leadership in environmental affairs.

Bullet 8: Enhance the open space connections within Downtown.

Bullet 9: Create usable open spaces from existing street rights-of-way, widening sidewalks, realignment, developing trails, etc.

Response: The MUMSP proposes lowering the grade of the west end of the Mall, and adjacent to North Brown Avenue to the same level as the street. This is to improve visibility and accessibility into Mall, and create more usable open space areas. In addition, the proposed MUMSP incorporates new bicycle routes and connections that enhance the Mall's connection to the rest of the city. Also, the MUMSP contemplates

constructing an underground parking structure to replace the existing parking adjacent to North 75th Street and East 1st Avenue. This would allow for additional open space improvements at grade level above the underground parking garage. Approximately one (1) acre of open space area will be gained by placing the existing parking underground and landscaping the at grade level.

Goal 5: Improve the quality of life for all Scottsdale residents by ensuring a wide range of recreational facilities and services.

- Bullet 3:* Conduct an ongoing, systematic assessment of recreational facility needs and preferences in recreational programming.
- Bullet 8:* Encourage multiple use functions at recreational facilities - educational, recreational, etc.

Response: The primary purpose of the rezoning and MUMSP is to bring the property's zoning in compliance with the Downtown Plan, assess the existing improvements, and provide a plan for future modification to the Mall. The proposed MUMSP maintains the existing multifunction capability of the Mall and identifies modifications to enhance and provide additional flexibility to the Mall for a variety of activities.

Goal 7. Provide attractive, well-maintained community recreational and park facilities that serve the entire community.

- Bullet 2:* *Design and construct new community facilities to have flexible functions to ensure adaptability to the changing needs of the community.*
- Bullet 3:* *Explore ways to expand the space available in the community for cultural interests.*
- Bullet 4:* Develop improvement plans for the maintenance, restoration and enhancement of community recreational facilities, and keep these viable community assets by investing the necessary resources.
- Bullet 5:* Conduct comprehensive analyses of long-term infrastructure replacement requirements and costs through Capital Improvements Plan.
- Bullet 6:* Make infrastructure improvements on public open space only when these improvements are consistent with the goals of protecting and conserving the natural environment.
- Bullet 7:* Maintain and enhance existing park and recreational facilities.
- Bullet 20:* Optimize the use of existing parks and recreational facilities.

Response: The primary purpose of the rezoning and MUMSP is to bring the property's zoning into compliance with the Downtown Plan, assess the existing improvements, and provide a plan for future modification to the Mall. The proposed MUMSP maintains the

existing multi-function capability of the Mall, identifies modifications to enhance and provide additional flexibility to the Mall's use for a variety of activities, and incorporates options to increase open space areas by placing existing surface parking underground and providing improved open space at grade above the new underground parking garage.

Goal 8. Provide access to educational, recreational, and cultural services for all residents.

Bullet 2: Adapt existing facilities to ensure their accessibility to all persons.

Bullet 5: Facilitate access to parks and community facilities by a variety of transportation modes including bicycle, pedestrian, and transit provisions to reduce reliance on the automobile. Ensure that there are bicycle and pedestrian links to recreational facilities and equestrian connections for riders to access open space riding areas.

Response: The MUMSP proposes lowering the grade of the west end of the Mall, and adjacent to North Brown Avenue to the same level as the street. This will allow for improved accessibility into the Mall and removal of the existing temporary accessible ramps placed over the existing stairs to allow for wheelchair access from North Brown Avenue.

Currently, the Mall may be accessed from pedestrian sidewalks from the adjacent and abutting streets of East 2nd Street, East 1st Avenue, East Indian School Road, North Drinkwater Boulevard, and North 75th Street. Each of these streets allows for bicycle and pedestrian access to the Mall. Furthermore, East 2nd Street, North Drinkwater Boulevard provides transit service via the City's local trolley routes. East Indian School Road provides metropolitan area access through Valley Metro. Other Valley Metro routes are within walking distance of the Mall or are connected via the Scottsdale Trolley.

Pedestrian sidewalks and bicycle path connections adjacent to East 2nd Street and Indian School Road connect the Mall to Indian Bend Wash. These connections facilitate access to one of the City's primary regional parks system that contains a variety of recreational facilities and connects many of city's central and southern neighborhoods.

▪ ***Preservation and Environmental Planning Element***

Goal 8: Maximize resource recovery and reuse, and promote recycling and promote the use of recycled, recyclable, and renewable materials.

Bullet 1: Reduce waste and encourage recycling and reuse of resources.

Response: To maximize recycling, the reuse of resources and the reduction of waste, the MUMSP contemplates maintaining and expanding recycling opportunities and facilities to encourage and showcase the practice to tourist, visitors and residents of the city.

▪ ***Growth Areas***

Goal 3. Conserve significant natural resources and open space areas in the growth areas and coordinate their locations to similar areas outside the growth areas.

Bullet 1: Achieve meaningful open space as an integral part of activity cores and conserve significant natural resources and open space areas within growth areas.

Bullet 2: Provide open spaces in designated growth areas that encourage public gathering, enhance aesthetics, preserve viewsheds, and serve as buffers between uses of significantly differing function and intensity

Response: Located in one of the City's Growth Areas, the Mall is one of two major open space areas in the Downtown Area. Originally contemplated in the 1964 Scottsdale Town Enrichment Program to provide a better city for the future, the Mall has long served Scottsdale residents and guests as the City's premier open space area that hosts multiple functions, including events and entertainment, and showcases some of the City's public art, education, and government facilities. The purpose of the modifications contemplated in the MUMSP will assist in enhancing the Mall to provide a variety of services, attract new opportunities, and update open space and infrastructure.

Goal 6. Integrate public (civic) art into the visual character of designated growth areas.

Response: The Mall has long been used to showcase several of the City's larger public art pieces. The proposed MUMSP maintains the existing artwork locations, and adds a new open space area above the contemplated future underground parking garage adjacent to North 75th Street and East 1st Avenue that would provide an additional location for placement of artwork.

▪ **Public Services and Facilities Element**

Goal 8. Provide city service facilities to meet the governmental, administrative, public safety, emergency, social, human, cultural, informational, and maintenance needs of the community.

Bullet 1: Focus community activities, city government, and administrative services in the Civic Center complex, the "heart" of Scottsdale.

Bullet 7: Provide fully accessible public facilities to all residents and visitors.

Response: Originally contemplated in the 1964 Scottsdale Town Enrichment Program, the Mall has served as the primary location for City of Scottsdale government offices. The proposed MUMSP maintains the primary city services within the mall. In addition, the MUMSP identifies modifications to the west end of the Mall, adjacent to North Brown Avenue, to lower the grade of the Mall to be the same level of the street. This is to improve visibility and accessibility into Mall and create more usable open space areas.

Goal 9. Design public buildings and improve aesthetics of public buildings and facilities to increase appeal as community gathering spaces.

Bullet 1: Reinvest in aging facilities to improve their usefulness and appearance.

Bullet 2: Develop improvement plans for the maintenance, restoration, and enhancement of community facilities, and keep these facilities viable community assets by investing the necessary resources.

Bullet 3: Conduct comprehensive analyses of long-term infrastructure replacement requirements and costs.

Bullet 4: Make infrastructure improvements on public open space that are consistent with the goals of protecting and working with the natural environment.

Response: As indicated above, the primary purpose of the rezoning and MUMSP is to bring the property's zoning in compliance with the Downtown Plan, improve existing access, and plan for future modifications to the Mall. The proposed MUMSP maintains the existing multifunction capability of the Mall, incorporates modifications to enhance and provide additional flexibility, allow for a variety of activities, and incorporate options to increase open space areas by placing existing surface parking underground and providing improved open space above the underground parking garage.

▪ **Community Mobility Element**

Goal 11. Provide city service facilities to meet the governmental, administrative, public safety, emergency, social, human, cultural, informational, and maintenance needs of the community.

- Bullet 7:* Promote non-motorized travel for short neighborhood trips, such as homes to schools, parks, libraries, retail centers, and civic spaces.
- Bullet 10:* Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

Response: As indicated above, the primary purpose of the ZDMA and MUMSP is to bring the property's zoning in compliance with the Downtown Plan, improve existing access, and plan for future modifications to the Mall. Originally contemplated in the 1964 Scottsdale Town Enrichment Program, the Mall has served as the primary location for City of Scottsdale's government facilities. The Mall may be accessed by pedestrian sidewalks from the adjacent and abutting streets of East 2nd Street, East 1st Avenue, East Indian School Road, North Drinkwater Boulevard, and North 75th Street. Each of these streets allows for bicycle and pedestrian access to the Mall. In addition, pedestrian sidewalks and bicycle path connections adjacent to East 2nd Street and Indian School Road connect the Mall to Indian Bend Wash, which provides connections to many of the city's central and southern neighborhoods.

V. Downtown Plan Overview

Maintain, enhance, and expand the development of a Downtown Civic Center urban neighborhood with land uses consisting of Downtown's primary public open space, along with cultural and municipal activities, such as the Scottsdale Center for the Arts, City Hall, Civic Center Library, and the Public Safety and Courts complex. New development and/or redevelopment of properties within this urban neighborhood should activate, support, or increase the established civic, cultural, and open space activities.

The Downtown Civic Center – Type 2 category supports a variety land uses that complement and support the Civic Center area which includes office, municipal, restaurant, retail, residential, theater, travel accommodations, and complimentary ancillary and accessory uses that are typically found in the Conceptual Civic Center Urban Neighborhood.

The proposed ZDMA is a request by the City of Scottsdale to rezone a portion of the Scottsdale Civic Center Mall to comply with the Downtown Plan's Future Land Use plan which designates the site a Downtown Civic Center – Type 2 as indicated above. The proposed D/DCC-2 PBD DO zoning district is consistent with the General Plan and Downtown Plan land use designation for the subject Property. The Downtown Plan

goals and policies that relate specifically to the proposed MUMSP are identified as follows:

▪ **LAND USE**

GOAL LU 1: Maintain Downtown Scottsdale as the commercial, cultural, civic, and symbolic center of the community to ensure a vibrant mix of mutually supportive land uses.

Policy LU 1.1. Revitalization should allow Downtown to remain competitive in local, regional, national and international markets.

Policy LU 1.3. Maintain a balance of Downtown land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities, and the economic base needed to secure resources that support the community.

Response: As indicated above, the Mall has long been used for social, cultural, and tourist activities that were originally envisioned as part of the Scottsdale Town Enrichment Program. The proposed zoning and MUMSP will allow for future modifications to the Mall's infrastructure, which was last updated in the early 1990's, with much of it from the Mall's original design and construction in the mid-1960's and early 1970's. To maintain the City's competitiveness as a premier national and international tourism and resort destination community, and to provide updated facilities for city residents, the proposed MUMSP and ZDMA modifications are recommended to ensure the Mall prospers in the evolving Downtown. The proposed modifications and zoning will allow for increased activation of the Mall, provide leisure, service, and various outdoor activities that are well connected to the abutting neighborhoods and developments through vehicular, bicycle, transit, and pedestrian routes.

GOAL LU 2: Promote the development of downtown as a collection of mixed-use urban neighborhoods.

Policy LU 2.4. Maintain, enhance, and expand the development of a Downtown Civic Center urban neighborhood with land uses consisting of Downtown's primary public open space, along with cultural and municipal activities, such as the Scottsdale Center for the Arts, City Hall, Civic Center Library, and the Public Safety and Courts complex. New development and/or redevelopment of properties within this urban neighborhood should activate, support, or increase the established civic, cultural, and open space activities.

Response: The proposed ZDMA and MUMSP for the Mall will provide a mix of land uses that will add to the existing city, cultural and recreational uses within the Downtown Civic Center urban neighborhood. In addition, the proposed modifications will improve connectivity with the surrounding urban fabric through a variety of multimodal transportation (bicycle, transit, vehicular, etc.) opportunities.

GOAL LU 5: Enhance, expand, and create new downtown public realm and open space areas.

- Policy LU 5.2.* Establish an interconnected Downtown public realm and open space network that is accessible, safe, and inviting to all members of the community.
- Policy LU 5.4.* Provide a variety of Downtown public realm and open space areas that accommodate multiple activities and special events for Downtown residents and visitors of all ages.
- Policy LU 5.5.* Promote both the Civic Center and Arizona Canal areas as primary Downtown public open spaces for community residents and visitors. These primary public spaces should be actively programmed with a variety of social, cultural, artistic, and entertainment activities, and special events.
- Policy LU 5.6.* Improve, expand, or create public realm and open space areas that can be enhanced by art and interactive opportunities.

Response: As indicated above, the primary purpose of the ZDMA and MUMSP is to provide a plan for future investment in the Mall that will improve the quality of its facilities. In addition to maintaining the Mall's urban and civic appearance, the proposed MUMSP incorporates an enlarged landscaped area, more usable areas for event and leisure activities, and modifications to further provide universal accessibility. Furthermore, the proposed master plan specifies updating outdoor performance facilities that will assist in activating the Mall with events. Also contemplated in the MUMSP improvements is the construction of an underground parking garage to replace the existing surface parking lot adjacent to North 75th Street and East 1st Avenue. This will allow for additional open space improvements of approximately one (1) acre above the underground parking garage and at grade level. This modification and enhancement will assist in the City in maintaining its competitiveness through special and regularly scheduled events and activities.

GOAL CD 1: THE DESIGN CHARACTER OF ANY AREA SHOULD BE ENHANCED AND STRENGTHENED BY NEW DEVELOPMENT THAT PROMOTES CONTEXTUAL COMPATIBILITY.

Policy CD 1.2. Encourage creative and innovative civic and prominent developments to establish new urban design character and contextual interpretations of the Downtown, for areas where development patterns are fragmented or are in transition.

Response: Currently, the area surrounding the mall has begun to see new investment nearby with the construction of Main Street Place on the northeast corner of East Main Street and North 75th Street; significant façade modifications and modernization to HonorHealth Scottsdale Osborn Medical Center that are underway, expansion of the Scottsdale Stadium facilities, reinvestment in the office building on the East Main Street and East McKnight Avenue, and the approved China Mist mixed-use development on the former Pepins restaurant property. This is in addition to the private development constructed in the area during the last economic cycle of the early 2000's; and, the City's modification to the Scottsdale Center for the Performing Arts.

As the surrounding areas, and other areas of the Downtown, continue to see increased urbanization and reinvestment, the Mall area is anticipated to see an increase in use of its facilities. The proposed ZDMA and MUMSP for the Mall will provide the framework for future modifications to the Mall that will improve its functionality and allow for increased activation, provision of services, and various outdoor activities that are well connected to the abutting neighborhoods and developments through vehicular, bicycle, transit, and walking routes.

GOAL CD 3: DOWNTOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.

Policy CD 3.1. Enhance outdoor pedestrian comfort through microclimatic design that incorporates a variety of shade conditions, landscape, and features that are drought tolerant, as well as offer attractive spaces, and passively cooler temperatures.

Policy CD 3.2. Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

Response: The proposed MUMSP incorporates several new landscape areas, the removal of a water feature, and the reduction in the size of the water feature in front of the City Hall. With future Development Review Board applications, it is contemplated

that less frequently used water intensive landscape areas will be reduced and replaced with low water and drought tolerant plants and areas of higher pedestrian activation, such as the outdoor stage area, will have more water-intensive landscaping, such as turf.

GOAL CD 4: STRENGTHEN PEDESTRIAN CHARACTER AND CREATE STRONG PEDESTRIAN LINKAGES.

Policy CD 4.1. Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between, the various Downtown urban neighborhoods.

Policy CD 4.2. Development should demonstrate consideration for the pedestrian by providing access and connections to adjacent developments.

GOAL M 2: CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.

Policy M 2.2. Support pedestrian oriented design that encourages strolling, lingering, and promenading activities, by including pedestrian comfort amenities such as shade, seating, shelter, and lighting, especially in areas where there is a high concentration of pedestrian activity.

Response: The Mall may be accessed by pedestrians from several adjacent and abutting locations: East 2nd Street, East 1st Avenue, East Indian School Road, North Drinkwater Boulevard, and North 75th Street. All of these streets allow for bicycle and pedestrian access to the Mall. Furthermore, East 2nd Street and North Drinkwater Boulevard provide transit service via the City's local trolley routes, and East Indian School Road provides regional access through Valley Metro. Other Valley Metro routes are within walking distance of the Mall, or are connected via the Scottsdale Trolley. Once within the Mall, the area provides passive and active leisure activities including a variety of shade and seating areas. With the subsequent Development Review Board applications, additional shade and seating areas and facilities may be incorporated as contemplated with the proposed MUMSP.

GOAL AC 1: CREATE A MUSEUM WITHOUT WALLS DOWNTOWN WHERE ALL CAN PARTICIPATE.

Policy AC 1.4. Continue to invest in, improve, and celebrate the Scottsdale Civic Center, the Arizona Canal, and gallery areas, as prominent arts and culture destinations in Downtown.

and,

GOAL AC 2: CREATE A MUSEUM WITHOUT WALLS DOWNTOWN WHERE ALL CAN PARTICIPATE.

Policy AC 2.1. Encourage public and private investment in public art that preserves, commemorates, and celebrates our history, culture, and people.

Policy AC 2.2. Serve diverse community interests by supporting a variety of signature projects, emerging artists, and temporary event-based programs Downtown

Policy AC 2.4. Promote public art integration into the architecture and urban design of public and private development.

and,

GOAL AC 3: PROMOTE AND SUPPORT INITIATIVES THAT FOSTER DOWNTOWN AS AN INTERACTIVE ARTS DISTRICT.

Policy AC 3.3. Animate existing private and public spaces with arts and culture, and create informal, spontaneous exhibition and performance spaces throughout the Downtown.

Response: The Mall has long been used to showcase several of the City larger public art pieces in the outdoor environment. The proposed MUMSP maintains the existing artwork locations, and new open space areas may be used for future installations. As part of the proposed modifications to the Mall, the existing central outdoor performance lawn, north of the Scottsdale Center for the Performing Arts, will be enlarged and a new stage is anticipated. These additions will provide much needed modifications to the facilities for performances. In addition, the Scottsdale Revised City Code requires that each capital improvement project allocate one (1) percent of the project cost toward new permanent and temporary public art installations. As new capital improvement project are constructed within the Mall, additional opportunities for new artwork may be incorporated. These would assist in promoting a museum without walls and integrating artwork in the urban fabric of Downtown.

GOAL PSF 1: ANTICIPATE AND PLAN FOR THE EXPANSION AND MAINTENANCE OF EFFICIENT PUBLIC INFRASTRUCTURE SYSTEMS, WHICH INCLUDE ALL PUBLIC UTILITY SERVICES TO ACCOMMODATE CURRENT AND FUTURE GROWTH.

Policy PSF 1.1. The city's primary investment in the Downtown should be targeted at maintaining, upgrading, and expanding infrastructure systems and public realm improvements.

Response: As indicated above, the proposed ZDMA and MUMSP for the Mall will provide a plan that will allow for future planning and modifications to maintain its facilities, and improve its accessibility and visual and aesthetic impressions. The proposed modifications will address maintenance and operation concerns with existing infrastructure, and allow for additional flexibility. Also incorporated in the proposed master plan is the consideration for additional underground parking facilities under the existing mall area, west of North Drinkwater Boulevard and at the southeast corner of North 75th Street and East 1st Street. As an additional benefit, the City's investment to enhance the area may assist in invigorating private investment on the adjoining properties.

GOAL PSF 2: INFRASTRUCTURE SYSTEMS SHOULD PROVIDE AN IDENTITY UNIQUE TO DOWNTOWN AND CONVEY THE COMMUNITY'S DESIGN EXPECTATIONS.

Policy PSF 2.3. Downtown civic buildings and public spaces should demonstrate the city's leadership in design excellence.

Response: No future buildings are contemplated as part of the proposed MUMSP, although a new stage for the outdoor theater that is north of the Scottsdale Center for the Performing Arts is contemplated. With each future Development Review Board application, it is the City's expectation to demonstrate design leadership and excellence in the new landscape, hardscape, and structure improvements. It is contemplated that previous water intensive areas will be reduced and replaced with low and drought tolerant plants, while more water-intensive landscaping, such as turf, will be used in higher pedestrian activation areas, such as the outdoor stage lawn. In addition, to maximize recycling, the reuse of resources and the reduction of waste, the MUMSP contemplates maintaining and expanding recycling within the mall to showcase the practice to tourists, visitors, and residents of the City of Scottsdale.

Planned Block Development Overlay Criteria Analysis - Development Review Board

In accordance with Section 6.1304.A. of the Zoning Ordinance, before the first Planning Commission hearing on a Planned Block Development Overlay (PBD) district Zoning District Map Amendment application, the Development Review Board shall make a recommendation to the Planning Commission, regarding the proposed Development

Plan, based on the following criteria for development in the Type 2 Area of the Downtown Area:

1. The Development Plan shall reflect the goals and policies of the Character & Design chapter of the Downtown Plan.

GOAL CD 1: The design character of any area should be enhanced and strengthened by new development that promotes contextual compatibility.

- The design character of the contextual area is comprised of a mix of small-and-large-scale developments that were developed over the past 55 years. With more recent development and the adaptive reuse of existing buildings, it has been evolving to a more contemporary design. The proposed MUMSP maintains the existing civic and urban design characteristics of the Mall, and incorporates new modifications that provide additional accessible connections to the Downtown public realm and the City open space network that are inviting to all members of the community.
- The proposal incorporates a variety of enhancements that will be further defined with the subsequent Development Review Board applications. The most predominant of these anticipated modifications is lowering the current raised grade level to match North Brown Avenue (DP CD1.5). The proposed modification will enhance visibility into the Mall and provide for universal access into the Mall from the west end (DP M1.10). In addition, there will be several new and reconfigured landscape areas, a water feature will be removed, and the water feature in front of the City Hall will be reduced in size to allow for new landscape and structure concepts to be provided. These will provide new pedestrian comfort amenities that are anticipated to include new shade areas and a landscape concept that responds to the character and climate of the Sonoran Desert. Also, the proposed modifications of the MUMSP will provide opportunities for human scale features and a pedestrian-oriented character that are contextually compatible with the adjacent buildings and have a design relationship within the established urban form.

GOAL CD 2: Development should sensitively transition in scale, height, and intensity at the downtown plan boundary and between adjoining urban neighborhoods of differing development.

- The proposed development is located in the Conceptual Civic Center Neighborhood and is abutting the Type 1 (lower scale) development area of the Downtown Old Town Design District. Embracing the proximity of the Old Town Design District, the proposed Development Standards for property adjacent to North Brown Avenue mirror the Development Standards for the Old Town Design District for approximately one hundred twenty-five (125) feet east of North Brown Avenue. In addition, the proposed Development Standards step back at a ratio of 1:1 above thirty (30) feet. Even though the MUMSP does not propose buildings in the area, the proposed standards provide a transitional buffer to the Old Town Design District and Type 1 area that would effectively transition the

building mass by incorporating massing that steps the building form, up and away from North Brown Avenue and the Type 1 area.

GOAL CD 3: Downtown development should respect and respond to the unique climate and context of the southwestern Sonoran Desert.

- The Mall is currently an enhanced outdoor pedestrian area that provides a variety of spaces that take advantage of microclimate characteristics to provide comfort with a number shaded areas and landscape features that offer attractive spaces, and cooler temperatures through design features. As part of the MUMSP new landscape, shade, and pedestrian comfort features are anticipated, and the final design elements will be addressed with the subsequent Development Review Board applications for the future modifications to the Mall.

GOAL CD 4: Strengthen pedestrian character and create strong pedestrian linkages.

- As a passive and active facility, the Mall is the Downtown's central open space area for the urban environment and contributes the balance of live, work, and play land uses in the Downtown. As part of the City's open space system, the Mall design will incorporate bicycle and pedestrian routes throughout that will connect to adjacent developments and the street network, as well as sidewalks and bicycle paths that connect to the adjacent Downtown Urban Neighborhoods and Indian Bend Wash.
- Generally located east of North Brown Avenue, west of East 75th Street, north of East 2nd Street, south of East Indian School Road, and with North Drinkwater Boulevard passing beneath the mall in an underpass, the Mall is conveniently located near and abutting several local and regional access routes that provide a variety of pedestrian, bicycle, vehicle, and transit alternatives. North Drinkwater Boulevard is the east couplet, an arterial street, which connects the east side of the Downtown area to North Scottsdale Road. East Indian School Road is a minor arterial street that runs through the middle of Downtown and connects Downtown to the City of Phoenix to the west, and the Loop 101 approximate two miles to the east, which provides regional access. Furthermore, the Mall is connected by the City's trolley routes (Miller, Downtown, and Neighborhood) that provide local transit access to the Mall from nearby neighborhoods and to the City of Tempe's local transit, the Orbit. In addition, the City will be providing a new and upgraded pedestrian and bicycle route from the Mall to Indian Bend Wash along E. 2nd Street. The Indian Bend Wash provides an alternative route for pedestrian and bicycle users to access the mall from Tempe and other areas of the City.

GOAL CD 5: Create coherent and consistent street spaces.

- The existing Mall and proposed MUMSP improvements incorporate a unified public realm through the design of open space areas and pedestrian corridors adjacent to the abutting Downtown streets and throughout the Mall. In addition, the proposed development standards incorporate setback standards that are

consistent with the Downtown district and adjacent development, which will assist in providing uniform building setback areas and building frontages. As part of the subsequent Development Review Board, the final design is to demonstrate compliance with the Downtown Urban Design and Architectural Guidelines (DUDAG), which will assist in promoting a regional supportive landscape theme, street and Mall furniture, public art, and integrated infrastructure elements that provide a reasonably coherent streetscape and internal Mall design.

GOAL CD 6: Incorporate a regional landscape palette that complements the downtown urban character.

- The existing Mall landscape improvements incorporate a landscape palette that complements the downtown urban character and provides an oasis design character within the Downtown. This incorporates an abundance of shade, color, scale, and density of plant material. As part of the subsequent Development Review Board application, the future designs should demonstrate compliance with the Downtown Urban Design and Architectural Guidelines (DUDAG) that assists in promoting a regional supportive landscape theme.

GOAL CD 7: The extent and quality of lighting should be integrally designed as a part of the built environment.

- The existing Mall lighting improvements provide an integral illumination design that is in compliance with the Design Standards & Policies Manual (DS&PM) for the Downtown Area. When new Mall lighting is provided, or the existing Mall lighting is to be modified, a comprehensive exterior lighting plan will be required with the Development Review Board application. The comprehensive exterior lighting plan is to ensure compliance with the DS&PM and that safety and energy efficient design considerations are incorporated into pedestrian, vehicular, and public spaces.

GOAL CD 8: Implement high-quality design in downtown architecture.

- Either designed by, or emulated after, Bennie Gonzales, the original architect, the existing buildings within Mall exhibit an architectural style that is highly regarded as one of the exemplary forms of modern mid-century architecture. Additionally, it is an interpretation of the classical Southwestern Native American design of structures. As part of the subsequent Development Review Board, future building designs to implement the proposed MUMSP should demonstrate compliance with the DUDAG and the City's Sensitive Design Principles.
- The Mall has long been utilized to showcase several of the City larger public art pieces in the outdoor environment. The proposed MUMSP maintains the existing artwork locations, and new open space area may be utilized for future installations.

2. The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines.

The Civic Center Mall was originally contemplated in the 1964 Scottsdale Town Enrichment Program as one of the City's seven original self-improvement projects to make a better city for the future. The Mall was to be, and is today, the central location of the City's primary government offices, including a library, museum, park, and recreational facilities. Most of the buildings (City Hall, Civic Center Library, and Scottsdale Center for the Performing Arts) were designed by Bennie Gonzales who created the original Mall master plan. Other buildings were designed or renovated to be representative of a mid-century architectural contemporary interpretation of the classical Southwestern Native American design of structures. The existing buildings in the Mall incorporate a variety of vertical and horizontal building masses, which reduce the perceived height and bulk of the buildings. These are consistent with Downtown Urban Design and Architectural Guidelines (DUDAG).

Consistent with DUDAG the existing and proposed Mall MUMSP provides a visually connected open space from adjacent developments and streets. The existing Mall and proposed MUMSP improvements also incorporate a unified public realm through the design of open space areas and pedestrian corridors that are adjacent and abutting Downtown streets. These continue throughout the Mall to maintain and strengthen its pedestrian orientation. Furthermore, the existing landscape improvements assist in providing pedestrian shade and comfort throughout the Mall and a transition from the Mall's open space areas to the nearby development. Also incorporated in the Mall's design, are raised low seating walls, site furniture, site lighting, water features and paving materials, which maintain a contextual and consistent design throughout the Mall. As part of the subsequent Development Review Board, future designs to implement the proposed MUMSP should demonstrate compliance with the DUDAG, and build upon and improve the Mall's existing pedestrian and open space orientation.

3. The Development Plan shall incorporate standards for development within 350 feet of the Downtown Boundary that address appropriate transitions in building heights between the proposed development and the zoning districts abutting or adjacent to the development.

- The development is not within 350 feet of the Downtown Boundary.

4. The Development Plan shall incorporate standards for development in the Downtown Regional Use - Type 2 or Downtown Medical - Type 2 Areas, and within 100 feet of the Downtown Multiple Use - Type 2 or Downtown Civic Center - Type 2 Areas, that address appropriate transitions in building heights between the proposed development and the Downtown Multiple Use - Type 2 or Downtown Civic Center - Type 2 Areas.

- The development is not within the Downtown Regional Use - Type 2 or Downtown Medical - Type 2 Areas.

5. The Development Plan for development within 100 feet of a Type 1 Area shall incorporate standards that address appropriate landscape materials

and transitions in building heights between the proposed development and the Type 1 Area.

- To address the appropriate transition in building height between the Type 1 Area of the Old Town Design District, the proposed development standards of the Planned Block Development Overlay for the proposed development plan mirror the development standards of the Downtown District, without modification. After a height of thirty (30) feet, the proposed standards require a stepback ratio of 1-foot in height to 1-foot setback (1:1). In addition to the stepback standards, the proposed development plan standards require trees and shrubs to be placed in locations that help transition the scale of the buildings in the Mall to development in the Type 1 Area and abutting streets, as determined by the Development Review Board.

6. The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms, and architectural features, that address human scale and pedestrian orientation.

- Generally located east of North Brown Avenue, west of East of 75th Street, north of East 2nd Street, south of East Indian School Road, with North Drinkwater Boulevard passing beneath the mall in an underpass, the Mall is conveniently located near and abutting several local and regional access routes that provide a variety of pedestrian, bicycle, vehicle, and transit alternatives. In addition to being the home to the city's primary government services, the Mall is the main open space area in Downtown. The proposed MUMSP includes several pedestrian connections to and from the abutting street sidewalks that connect the Mall to the street and pedestrian network throughout the Downtown and the region. As part of the subsequent Development Review Board to implement the proposed MUMSP, future designs are to demonstrate compliance with the DUDAG to incorporate human scale and pedestrian orientation, improve pedestrian access from adjacent streets and accommodate pedestrians year-round in a patio plaza setting. Furthermore, subsequent modifications to existing buildings and new buildings shall incorporate building forms and architectural features that are coordinated with buildings on adjacent properties and within the Mall.

7. The pedestrian circulation shall be accessible and easy to navigate, and incorporate open space and pedestrian linkages to the public pedestrian circulation network.

- The MUMSP identifies modifications to the west end of the Mall, adjacent to North Brown Avenue that includes lowering of the grade of the Mall to be the same level of the street. This is to improve visibility and accessibility into the Mall and create more usable open space areas. In addition, the proposed MUMSP will incorporate new bicycle routes and connections that will enhance the connection into and around the Mall with the rest of the City. Also, the existing

and proposed pedestrian circulation routes within the Mall provide simple and navigable pedestrian routes into, through, and out of the Mall.

Planned Block Development Overlay Criteria Analysis – Planning Commission and City Council

In accordance with Section 6.1304.A. of the Zoning Ordinance, the Planning Commission shall make a recommendation to the City Council regarding the proposed Development Plan based on the following criteria for development in the Type 2 Area of the Downtown Area:

1. Standard criteria:

- a. The proposed development supports the land use elements of General Plan and the Downtown Plan.
 - The Land Use Element of the General Plan designates the site area as Mixed-Use Neighborhoods, and the Downtown Plan designates the site area as Downtown Civic Center Type 2. These categories include higher density residential, primary public open space, along with cultural and municipal activities, office and retail use. The proposed ZDMA and the proposed MUMSP in conjunction with the Development Plan will align the property's zoning and maintain conformity to the General and Downtown Plan designations while establishing the framework for future modifications to the Mall's infrastructure and facilities.
 - As a passive and active facility, the proposed MUMSP in conjunction with the Development Plan maintains the Mall as the Downtown's central open space area for the urban environment. It incorporates passive and active leisure activities, a variety of shade and seating areas, public artwork, and entertainment venues that contribute the balance of live, work, and play land uses in the Downtown Area, and promote a greater level of synergy in a 24-hour mixed use neighborhood environment.
 - The Mall is also part of the City's open space and recreational system that is connected to the adjacent Downtown Urban Neighborhoods, the Indian Bend Wash and other city neighborhoods by streets, pedestrian sidewalks, bicycle paths, and the City's trolley routes (Miller, Downtown, and Neighborhood). These allow for a variety of recreational facilities that contribute to the leisure and cultural opportunities and quality of life for residents and visitors of the City, and provide an alternative to vehicular trips.
 - Generally located in the northwest quadrant of the Civic Center Conceptual Neighborhood, and in one of the City's Growth Areas, the primary purpose of the proposed ZDMA and MUMSP in conjunction with the Development Plan is to bring the property's zoning into compliance with the Downtown Plan, assess the existing improvements, and provide a plan for future modification to the Mall to maintain it as a multifunctional open space area and community asset. The proposed MUMSP in conjunction with the Development Plan

maintains the existing multifunctional capability of the Mall, incorporates modifications to enhance and provide additional flexibility to the Mall, including promoting the use of existing infrastructure. These improvements include, but are not limited to, updating the outdoor performance area north of the Scottsdale Center for the Performing Arts, increased visibility and accessibility into the Mall from North Brown Avenue, the addition of a new bicycle route that will connect Old Town, the Mall, and Indian Bend Wash, options to increase open space areas by placing existing surface parking underground, and providing new improved open space above the underground parking garage at grade.

2. Criteria to add land uses to Table 5.3005.D., Land Uses for Each Sub-district of the Downtown District:
 - a. Each proposed land use helps maintain a balance of land uses in the Downtown Area in accordance with the Downtown Plan.
 - b. Each proposed land use is compatible with the adjacent development, and strengthens the mix of land uses and activities in the Downtown Area.
 - c. Each proposed land use substantially implements the pedestrian oriented, twenty-four (24) hour downtown community goals of the Downtown Plan.
 - Criterion 2 pertains to adding additional land uses to Table 5.3005.D., Land Uses for Each Sub-district of the Downtown District. The proposed Development Plan does not include any additional land uses; therefore, this criterion is not applicable.
3. Criteria to achieve bonus(es):
 - a. The proposed Development Plan reflects noteworthy investments to provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives, primarily in the immediate vicinity of the neighborhood where the development will be located.
 - Criterion 3 pertains to earning additional bonus building height, gross floor area, and density. The proposed Development Plan does not any bonus building height, gross floor area, or density; therefore, this criterion is not applicable.

21. Application Narrative – Explanation of Request

Sec. 1.501. - Municipal use master site plans approval process.

Prior to City Council approval, the Development Review Board and Planning Commission shall review and make a recommendation to the City Council regarding a proposed municipal use master site plan for any site larger than one (1) acre of gross lot area.

Sec. 1.502. - Public hearing.

The City Council may hold a public hearing concerning the master site plan for any proposed municipal use upon finding that the proposed master site plan is potentially detrimental to adjacent property, or upon finding that the proposed municipal use is of general community interest, pursuant to Section 1.702.

Project History

On August 2, 2015, the City of Scottsdale initiated a work order with Holly Street Studio Architects along with Floor Associates Landscape Architects to amend the existing Civic Center Mall Master Plan.

Scottsdale Civic Center Mall was initially developed as the result of the City's first Scottsdale Town Enrichment Program (STEP) which created the initial framework for a civic center that contains government building and park facilities. The first master plan was developed in 1966 by Bennie M. Gonzales Associates. Many of the buildings and park facilities were constructed in the mid 1960's and early 1970's. Various modifications to Civic Center have been constructed thereafter.

On August 7, 1990, the City Council approved the first major update (Case No. 22-UP-1990) to the initial plan. This plan contemplated the modifications to the Civic Center Library, Scottsdale Stadium, Police station (Scottsdale Courthouse), additional government office space, and the park facilities. In addition, as the east couplet through Downtown, it was contemplated at the time that the modification to North Drinkwater Boulevard (formerly Civic Center Plaza) would give the Civic Center Mall increased visibility. The modifications envisioned in the 1990 update to the master plan were implemented throughout the 1990's.

Most of Scottsdale Civic Center Mall was zoned Central Business (C-2) and Highway Commercial (C-3) in 1958, and 1962. In 2003, the property was zoned to include the Downtown Overlay (DO). The associated zoning district to implement the Downtown Plan pertaining to the Civic Center Mall was initially adopted in 1984, and modified in November 2012. To date, none of the City's Civic Center Mall has been rezoned to this district.

Overall Project Scope

The project entails the establishment of uses within the Civic Center zone, along with upgrades to facilities for public events such as performances and festivals, as well as everyday use of municipal buildings and grounds. **The work will not be detrimental to neighboring residents and business, as these changes strive to formally record activities that have and continue to take place at the Civic Center, as well as improve upon/upgrade existing elements.** The MUMSP will allow for necessary improvements required for continued use of the Civic Center while accommodating larger events. Layout promotes a visual connection to city grid, and encourages pedestrian use, with connections to key City of Scottsdale public open spaces, and Downtown businesses. **As such, the Civic Center MUMSP Project ties directly with the City of Scottsdale's plan to improve public spaces as a network of public amenities throughout the City, known as the Scottsdale Connectivity Project.**

Scottsdale's Sensitive Design Principles

Efforts to update the Civic Center will consider the City of Scottsdale's Environmental Design principals and a commitment to sustainable environmental practices which are particular to the Sonoran Desert climate in the areas of water conservation, energy consumption, recycling, and habitat preservation and beyond.

Methodology and Analysis of Concept

The Master Plan has been made possible through stakeholder interviews from City Staff, Arts and Culture Organizations, Event Planners, Local Business, Neighboring Residents and the Public at Large. One of the drivers of this master plan update is the need for improved performance facilities at Civic Center. This includes new stage facilities with proper lighting, power and sound systems. Also, the Civic Center needs to function better for vehicular access during setup and tear down process before and after events. The design team incorporated both technical and aesthetic requests in balance with a long term view of the Scottsdale Civic Center in terms of design and maintenance standards. The MUMSP Plan Diagram calls for the following key elements:

21. Application Narrative – Explanation of Request (cont.)

West Entrance

Remove barriers consisting of uneven ground planes and non-linear walkways along west entrance to create a better connection to local business, and more accessible route. Pathways to flow onto Brown Avenue for safer and more prominent pedestrian crossing.

Clear route for emergency service vehicles to access central portion of Civic Center. Upgrade to existing materials and systems in need of repair.

Adjust grading to allow for more direct, axial views into the Civic Center from the City of Scottsdale, and create naturally shaded gathering areas for Scottsdale Historical Society, neighboring businesses, and pedestrians.

Include a linear display of native plants to highlight the beauty of desert flora, and create a more prominent location for the Yearlings Statue to be viewed from a distance. Re-install The Yearling's sculpture with an efficient water feature, and create new landscape plaza on street grade to allow additional programming for the Scottsdale Historical Society.

Main Event Lawn

Maintain open green space to the north of Scottsdale Center for the Performing Arts, while opening to accommodate outdoor performances. Add shade structure for use as stage and gathering ramada in conjunction with Civic Center activities. Provide parking underground to ease vehicular congestion over time and bring visitors up from below directly into park space.

Bridge

Repair structurally compromised bridge over Drinkwater Blvd. as needed, and eliminate source of leaks from fountains on walking surface above. Eliminate fountains at key areas where damage has occurred or might occur, to make way for future alternate activities, planting and display zones.

Routes

Create clearly defined bicycle, service and fire lane routes, as well as reinforced pedestrian links from formal and informal entrances. Create safer elevated walkways along northeast and southwest portions of Drinkwater Blvd. outside of bridge with provision for sculptural outlooks lending connection from Civic Center to surrounding city. Routes will connect to Indian School Road to the North, and Scottsdale Stadium to the South.

Existing Site Amenities

Maintain public art pads, Rose Garden, Bennie Gonzales buildings and site structures and other elements key to the preservation of architectural history in Scottsdale's Civic Center. Maintain loading docks at City buildings, memorials and key landscaping components while adding and improving upon the public's ability to use park throughout the year. Create systems that are easily maintained over time while curating artistic and historic assets throughout.

(Additional) Proposed Site Plan Amenities

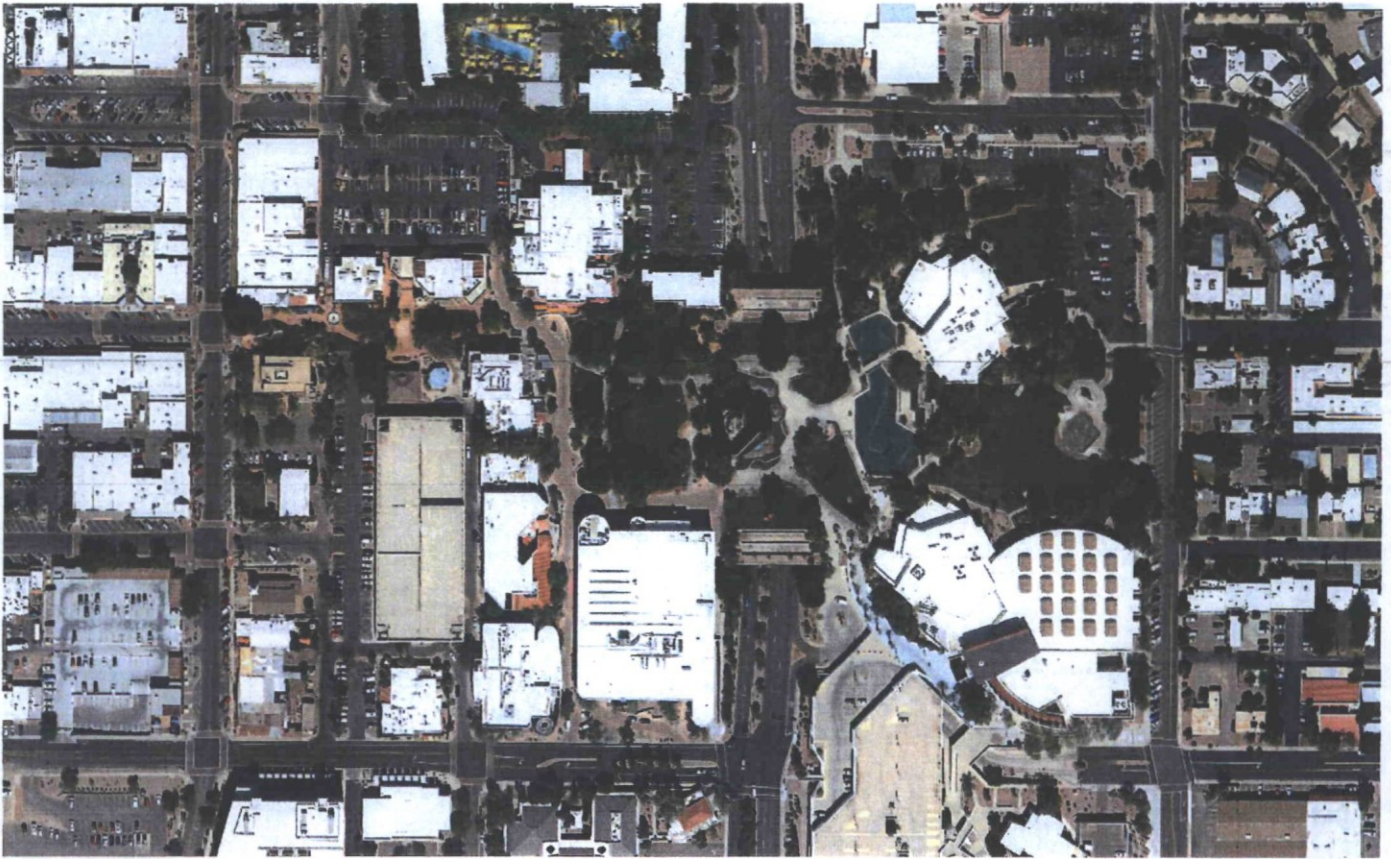
Create new Children's Garden zone north/adjacent to Scottsdale Public Library. Provide for permanent Shade Canopy + Stage with water feature at East Event Lawn, and new open green space along 1st Avenue and 75th Street (in place of parking lot) with parking underground.

Accommodate additional back-of-house staging, storage, and maintenance needs for active public space. Consider areas within the Civic Center that will perform these functions seamlessly in conjunction with other new components.

Recycling Goals

This MUMSP process will inclusively embrace the City of Scottsdale 2035 GP Policy EP4.1, which states, "Maintain and expand citywide recycling programs, particularly for tourist areas, businesses, multi-family housing, institutional facilities, special events and public spaces." As one of the City's premiere public spaces, the plan will incorporate a recycling ethic that showcases the practice to tourists, visitors and active citizens of Scottsdale.

All proposed improvements are conceptual per diagram and meant to serve as general guidelines for refurbishment. They are subject to individual approval processes prior to implementation.



Civic Center : Aerial
city of scottsdale

01.13.17 | scale: 1" = 60'-0"
HOLLY STREET STUDIO ARCHITECTS



GENERAL NOTES

- Re-Align Primary Pedestrian Access from City Walks
- All proposed improvements are conceptual and are subject to individual approval processes prior to construction
- Fire lanes to conform to existing ordinances.
- See complete application & project narrative for additional information.

EXISTING SITE AMENITIES

- A. Rose Garden
- B. Scottsdale Historical Museum
- C. Restroom
- D. Water Feature
- E. Loading Dock
- F. Event Lawn

• Arts Pieces to Remain in Place or Relocated within Scottsdale Civic Center Mill

PROPOSED SITE AMENITIES

1. Water Feature - Existing Relocation
2. Gardens w/ Shade Canopy
3. Teen Grove / Festival Tent Space Set Up
4. Main Event Lawn / Amphitheater
5. Main Pavilions / Stage / Restrooms / Support Facilities
6. City Overlook
7. Landscaped Plaza
8. Small Event Pavilion / Stage / Small Event Plaza
9. Landscape Open Space
10. Memorial
11. Children's Garden
12. Upgraded Plaza / Green Space

- Bicycle Route
- Service Access
- Fire Lane
- Pedestrian Access
- Private Ownership



SCOTTSDALE CIVIC CENTER | MUNICIPAL USE MASTER SITE PLAN

02.17.17