

Scottsdale Entrada

Development Review Board Submission for
Building, Landscaping and Site Design Approval

Narrative Report

Case 5-ZN-2016

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Project Description

History

The Scottsdale Entrada redevelopment site is uniquely positioned in terms of its historical context and relationships. The following are some highlights of this history:

- Papago Military Reserve – As early as the 1910s, there is evidence that there was a shooting range on the west side of Papago Buttes. The POW camp of World War II was located here in part because of the earlier heritage of military presence in the area. Later, this would expand into what is now the headquarters for the Arizona National Guard (which has a museum at 52nd Street and McDowell).
- Papago Saguaro National Monument -What is now Papago Park was originally established as the Papago Saguaro National Monument in 1914. Later, in 1930, it was decommissioned as a national monument and portions were turned over to the State of Arizona then later to the City of Phoenix and the City of Tempe. This park was the site of activity by both the Civilian Conservation Corps (CCC) and Works Progress Administration (WPA) in the 1930s. In the late 1950s Frank Lloyd Wright proposed relocating the State Capitol complex to a site about ½ mile southwest of the Entrada site. It contains the Desert Botanical Gardens, the Phoenix Zoo, a State Historical Museum, Sandra Day O'Connor House, two golf courses and various park and recreation amenities.
- Camp Papago Park – during World War II the Scottsdale Entrada site was part of the Prisoner of War Camp at Papago Park. This facility housed as many as 1,500 POWs, mainly U-Boat crews. It has been featured in two printed works: a play titled “Flight from Phoenix” Robert L. Pela and a book titled “Death at Papago Park POW Camp” by Jane Eppinga. There was a major breakout of prisoners on Christmas Eve of 1944 that has become a bit of local legend. As a result of this project nearly 80 years ago, most of the site had been cleared and graded and then had slowly returned to a naturalizing condition.
- Motor Mile – This designation was given to the stretch of McDowell Road frontage from 64th Street east to Miller Road in the 1980s. For a period of about 25 years this area was the single largest generator of sales tax in the city and a location where virtually every brand of automobiles sold in the USA could be bought. This came together with the first dealerships in the early 1960s and began its decline in the early 2000s. The previous use of the site was for the first “auto mall” in Scottsdale, that was approved in 1986 (Case 125-ZN-1986) and was developed under a series of DR cases under the series of 26-DR-1987 and 70-DR-1988. This development was an integral part of what was labeled “Motor Mile” in Scottsdale.

Project Profile

Scottsdale Entrada will be a mixed-use development located at a key entry point into the City of Scottsdale. It is one of the largest redevelopment sites in the southern part of the city and has some unique attributes not included in most other redevelopment projects in the area.

The following is a basic profile of the data and attributes of this development and its site:

The Site

Zoning Parcel	Net Acreage	Gross Acreage
PUD Parcel (Redevelopment Site)	23.14 ac	27.23 ac (1)
C-4 Parcel	0.88 ac	1.02 ac
O-S Parcel	5.00 ac	5.15 ac
<i>Total Development Site</i>	<i>29.02 ac</i>	<i>33.40 ac</i>

(1) Maximum Site Area is established by – Section 5.5005.A.1.b. “When the PUD is the most appropriate district to achieve mixed-use development, the City Council may authorize a PUD development in a site area greater than fifteen acres up to a maximum of twenty-seven and one-quarter (27.25) gross acres.” (Case 5-ZN-2016)

Land Uses

Land Use	Gross Floor Area (GFA) (+/-)	Dwelling Units (+/-)
East Residential	NA	514
Wrap- Residential (West)	NA	221
Office	250,013 sf	NA
Retail / Restaurants	5,730 sf	NA
Total	255,743 sf	735
Floor Area Ratio / Residential Density	.254	22.01 /gross acre (of PUD portion of site)
<i>Maximum Allowed</i>	<i>806,350 sf – 1,007,950 sf (.80 – 1.0 FAR) (1)</i>	<i>750 27.55 / gross acre(2)</i>

(1) Maximum Allowed Floor Area is established by –

- a. Section 5.5005.B.2. “The overall intensity of commercial uses shall not exceed 0.8 floor area ratio, except as provided in Section 5.5005.B.3.”; and
- b. Stipulation #6 Case 5-ZN-2016. “Maximum Floor Area Ratio. Any proposed increase of floor area ratio (FAR) for commercial uses, which shall include hotel/travel accommodation uses, of the Development Plan above 0.8 up to a maximum of 1.0, shall require the submittal and City approval of a shared

parking plan and traffic impact analysis for the Development Plan. Any request to exceed an FAR of 1.0 shall be subject to City Council approval pursuant to the requirements of the Planned Unit Development zoning district.”

- c. Stipulation #4 Case 5-ZN-2016. “Maximum Hotel Units. The maximum number of hotel units and corresponding maximum density for the Development Plan shall be 250 units (9.19 units /gross acre).

(2) Maximum Residential Density is established by –

- a. Section 5.5005.B.1. “The overall density of residential uses shall be established by the approved DP.”
- b. Stipulation #3 Case 5-ZN-2016. “Maximum Dwelling Units/Maximum Density. The maximum number of residential dwelling units and corresponding maximum density for the Development Plan shall be 750 units (27.55 du/gross acre).”

Parking

Type of Parking	Number of Spaces
Garage Structure West	1,372
Garage Structure East	431
Attached Garage	80
Surface Parking Area	187
Drive Lane Side Parking	94
Total Parking Spaces	2,194

Open Space

Type of Open Space	Total Square Footage (Acreage)
Common Areas Within PUD Area	199,157 sf (4.57 ac) (17%)
<i>Required Minimum Open Space</i>	<i>10% of gross PUD area (2.723 c – 118,615 sf)</i>
Private Open Space Within PUD Area	5-20% of each unit (3)
Parking Open Space	19,860 sf (.46 ac -18% of surface parking areas) <i>(15% is the minimum required)</i>
Open Space Within O-S Area	217,800 sf (5.0. ac)
Open Space Within C-4 Area	38,330 sf (.88 ac)
<i>Total Open Space</i>	<i>455,287 sf (10.45 ac – 31.29% of total gross development area) (2)</i>

(1) Minimum Open Space is established by –

- a. Section 5.5005.I. "Required open space. Open space is only required for developments that include residential uses.
 - i. Private outdoor living space.
 - 1. Minimum: 0.05 multiplied by the gross floor area of the dwelling unit.
 - 2. The private outdoor living space shall be located beside the dwelling unit which it serves and shall be for the exclusive use of the unit occupant(s), but is not part of the unit's gross floor area.
 - ii. Common Open Space.
 - 1. Minimum: 0.10 multiplied by the total gross site area of the development.
 - 2. Common open space is not required if the overall density of the development is less than five (5) dwelling units per acre."
- b. Stipulation #5 Case 5-ZN-2016. "Minimum Open Space. The development project shall provide a minimum of 10% of the gross site area of the PUD district area as common open space, as identified in the Development Plan. The minimum open space shall be exclusive of the existing open space located outside of the rezoning area."

(2) Note: In addition to these on-site open space areas and due to the unusual right-of-way configuration adjacent to the site, the property owners of his development will be responsible for improving and maintaining an additional 85,350 square feet (1.96 acres) of landscaped area within the adjacent right-of-way.

(3) The requirement is for 5% of the floor area of each unit.

Building Setbacks

Orientation on Site	Distance Between On-Site Building and -	In Feet
North	Nearest Single-Family Lot	189 ft
East	Nearest Single-Family Lot	254 ft
	Nearest Multi-Family Building	208 ft
South	Desert Botanical Gardens	1,700 ft
West	Baseball Training Center Building	1,300 ft

Project Context

The Scottsdale Entrada redevelopment site is located at the southwest corner of the City of Scottsdale. Given its past development and location, it is relatively isolated from nearby neighborhoods in Scottsdale and is adjacent to a large semi-natural desert area referred to as Papago Park. The local context of the site is:

North – The area to the north of the redevelopment site is the Hy-View Unit 5 subdivision recorded in 1964. This was the last phase of the Hy-View subdivisions which began in 1959 and cover the area between 64th Street, the New Cross-Cut Canal, Thomas Road and this site. The zoning within the subdivision is R1-7. Most of the homes are one-story, although recent rework of some of the homes have introduced second story elements. The homes typically have the ‘ranch style’ character that was popularized by Sunset Magazine in the Post War era. A few appear to have some of the characteristics of Ralph Haver designs.

East – The area to the east of the redevelopment site is the Village Grove subdivision that was recorded in 1957. The Village Grove Units 1-6 subdivisions are historic districts listed on the Scottsdale Historic Register and the National Register of Historic Places. This was the first of a series of subdivisions built by Cavalier Homes that were located between 68th Street and the New Cross-Cut Canal in what had been a citrus orchard. The homes are predominantly single-story buildings that reflect the “ranch style” character that was dominant in the region at that time.

South – The area to the south of the redevelopment site is in the Papago Park area managed and owned by the City of Phoenix. The closest use is the Desert Botanical Gardens, which began in the 1930s and have expanded and improved over the past 80 years into one of the premier desert orient botanical gardens in the world. Some of the oldest buildings were built using a “southwest pueblo” type of character while the newer buildings and improvements have taken on a distinctive modern Southwestern character that complements the desert plants and setting. The main campus is over a quarter mile away.

West – This area is also in the Papago Park area managed and owned by the City of Phoenix. The closest part of the park in this direction includes a series of baseball fields and baseball training facilities. Some of this facility was once used by the Oakland Athletics in conjunction with their Spring Training functions at Phoenix Municipal Stadium, which now is operated by Arizona State University for its baseball program. This facility will be taken over by the San Francisco Giants as their new training center in conjunction with their use of the expanding Scottsdale Stadium. There are other fields as well that are use heavily by adult-league baseball and softball teams. The lights for these fields shed light on the surrounding neighborhoods, including this site, in the evening.

This site is part of the McDowell Corridor in Scottsdale, which is an area being redeveloped through several different projects and is responding to changing economic conditions (the loss and relocation of auto dealerships and the loss of retail uses) and the significant changes and expansions of development in the Downtown Tempe/ ASU Sports District/ Rio Salado-Town Lake area and Old Town Scottsdale. In large part, recent and current redevelopment activity in these areas has been dominated by modern and urban types of architectural character.

The only point where the cities of Phoenix, Tempe and Scottsdale all meet is about 300 feet south of the southeast corner of the Entrada site. The downtowns of the three cities are relatively close (Scottsdale about 2 miles; Tempe about 3 miles; Phoenix about 10 miles). About 10-15 years ago someone in the demographic group at the Maricopa Association Governments (MAG) calculated the geographic center of the population of the Phoenix/Mesa metropolitan area and determined it to be about 1 ½ miles southwest of the Entrada site. This site is truly in the center of the Valley and the place where the three most vibrant communities in the Valley come together.

In terms of views from the site, this location has some impressive viewsheds to focus on:

- North – The primary view to the north is of Camelback Mountain, which is located about 3 ½ miles to the north-northwest. This view is one of the best of this landmark feature from anywhere in the Valley.
- East – To the northeast are distant views of the McDowell Mountains (about 15 miles away). To the east northeast is the Four Peaks Mountain at about 40 miles distant and to the east southeast is Superstition Mountain at about 35 miles distant. The power lines along the New Cross-Cut Canal detract from these views except for locations on the site adjacent to and looking underneath the power lines.
- South – to the south are the low hills and buttes located in the Desert Botanical Gardens and the Phoenix Zoo. To the southwest are distant views of South Mountain and the Estrella Mountains along with views of the aircraft going into and out of Sky Harbor Airport.
- West – To the west about a half mile are the Papago Buttes, including Barnes Butte, which provide a unique local identity to the area.

Since McDowell Road veers slightly to the north after crossing the New Cross-Cut Canal, this site does not come into view until the west bound driver is at or near the canal bridge. Given the unusually large right-of-way, as the road shifts to the north there are strong view of the Papago Buttes that will not be affected by this project.

Site Plan

Basic Concepts

The proposed site plan for Scottsdale Entrada is oriented around a crossing pattern of open space-pedestrian/access corridors, both north/south and east/west. The central north/south corridor includes the main entry drive off of McDowell Road which terminates on-site and extends northward through a major common open space. This creates a corridor that on one hand will have an urban-like streetscape experience and yet also opens into a vista of blue sky. The east/west corridor extends from the New Cross-Cut Canal on the east side of the site and runs through the site into the office and commercial hub and 'village commons' at the west end of the site. The crossing point of these two corridors will be a traffic circle that will include iconic visual elements that will give identity to the entire project.

East of the main entry corridor, there will be four residential buildings arranged around auto parking courts and wrapping a parking garage. These will in effect visually create two residential districts (north and south) that in turn share a common pool and recreation center. These buildings orient to the outside of the site, focusing on the viewsheds that ring this site. Physical separation between the buildings helps to break up the massing, accommodate open spaces and allows for various forms of pedestrian and vehicular access.

The northwest quadrant of the site will be occupied by a shared parking garage that will be wrapped by residential units. The only exposed face of this garage will be at the entry on the southwest side of the structure; on all other sides residential units will screen this structure from off-site views. The common pool and recreation center for these units will be at the northwest corner, oriented to the adjacent north open space area.

The southwest corner of the site will be occupied in large part by an iconic office building(s) that will provide the signature face to the development at the major intersection of McDowell Road and 64th Street. Between the office and the residence-wrapped garage, there will be a 'village commons' space that includes large lawn space, plaza pavements, 'on-street' parking that can be closed off for special events and other landscaped spaces. This area will be larger in physical dimension than the central courtyard at the Biltmore Fashion Park mall and is deliberately designed to accommodate corporate and community events, farmers and arts/crafts markets, concerts, food truck gatherings, etc. that provide activity for both the on-site occupants as well as those in nearby neighborhoods.

To the east of the major office building will be an area housing commercial buildings and uses. These will serve as restaurants (including outdoor dining), stores, places for personal services and other support uses for the occupants of the site as well as those who live and work nearby.

These will create a 'retail street' experience along the main entry drive, further reinforcing the urban character and vibrancy planned for this site.

Overall, the site plan accommodates a mix of uses both horizontally and vertically, achieves an urban character on a site that does not have direct connections to other sites, and encourages a vibrant, active neighborhood of live-work-and play. Consistent with the PUD zoning and incorporated with the alternative site plans included in the zoning case, some of the units within the residential portion of the development may be rented to short-term visitors.

The redevelopment site area has a drop of elevation of approximately 20 feet, with the highest portion at the west end and the lowest on the east side. Based upon the base elevations for building height, there will be at least 15 feet of grade change across the site. Therefore, the various buildings on the site will step down in various manners in order to accommodate the grade changes. These adjustments may occur in the building foundations or through ramps, retaining walls and banked slopes. This will add visual diversity and layering. The landscaping will address grade changes across the site in a visually pleasing manner.

Development Plan Consistency

The Development Plan in Case 5-ZN-2016 included four site plans (Base plus three options), an open space plan, a circulation plan and a parking plan. The site plans included a range of uses and distributions of uses on the property in order to demonstrate the various ways in which the site could be developed. Full development of the site could have taken over a decade to accomplish, therefore the alternative site plans were not intended to be specific plans per se but rather to show the range of uses and the differing ways these uses could be placed on the property. The following is a summary of the various plans included in the Development Plan:

- Site Plans: There were four site plans including a Base Plan, Option 1 Plan, Option 2 Plan and Option 3 Plan. The range of uses shown on these plans was –
 - 333 to 812 residential dwelling units;
 - 176 to 308 rooms of hotel;
 - 270,000 to 570,000 square feet of office; and
 - Small components of retail and restaurant uses.

The main use components were residential and office. These were placed on the property in different configurations, with the residential on the north and east sides (Base), along McDowell (2), in the eastern portion (3) or along the south and west perimeters (3). The inverse was typically true for the office portions of each plan. The hotel land use component was always shown next to the residential and in some cases served as a transitional use between the residential and the office uses.

The buildings shown on each plan were structured around the primary circulation system shown of each site plan. All plans showed one access point along 64th Street,

while along McDowell Road there were some differences, with some plans showing three access points (Base and 2) and others showing just two access points (3 and 4), omitting the most western access point.

Some of the plans showed dominant internal open commons (Base and 2) while others included common open spaces in somewhat less centralized and focused locations. In all cases the parking areas (albeit not highly detailed) were generally internalized in locations not visible from street frontages. In some plans (2, 3 and 4), parking garages were placed along the open spaces wrapping the north and east sides of the site, thereby increasing the need to screen and enhance their appearance.

- **Open Space:** The open space plan demonstrated the ability to achieve at least 10% of the property as open space internalized to the development. The graphic showed 155,000 square feet (3.56 acres) of internal open space. This is in addition to the 5.88 acres of dedicated and existing open space on the north and east sides of the site that are managed by this development. Two key components of this plan were an open space and circulation spine within the property and some form of an open space commons that could serve as a gathering place for occupants of the development.
- **Circulation Plan:** The plan showed vehicular, pedestrian and bicycle access routes through the property. These included up to three connections along McDowell Road and one connection along 64th Street. The pedestrian and bicycle routes were placed in adjacent to vehicular access corridors or within open space corridors. These routes included connections to the perimeter on all sides, including the open space area to the north and the “canalscape” to the east.
- **Parking Plan:** All parking areas were shown as internalized without direct visibility from the perimeter streets. The parking plan indicates parking in both structured garages as well as surface parking, including the possibility of parking along the main vehicular circulation drives.

The current final development plan includes elements consistent with the optional site plans as well as the subject plans as follows:

- The proposed plan includes residential use as the dominant use of the site. This was the case in both the Base Plan as well as Option 3 Plan.
- The proposed residential uses are placed on the northern and eastern portions of the property. This was the case in the Base Plan and Option 2 Plan.
- There is a major “L”-shaped office at the southwest corner of the property adjacent to the major McDowell Road and 64th Street intersection. This was the case on the Base Plan.
- There will be two access points (center and east) from the site to McDowell Road. This was the case in the Option 2 and Option 3 plans.

- There is a strong primary common open space that serves as a transition between the office and residential uses and will serve as a focal area for all occupants on the property. This is consistent with in the Base Plan as well as the Option 2 Plan.
- There is a major grid of pedestrian and bicycle access routes (north/south in line with the center access route and east/west along the main internal drive corridor). This was the case particularly in the Base Plan and Option 1 Plan. The two spines shown on the proposed plan are stronger on concept and connections to the perimeter than shown on many of the optional plans.

The only significant change from the optional site plans is that the proposed plan does not include a hotel use. Given the number of hotels proposed or being built between downtown Scottsdale and downtown Tempe, there is no market justification for continuing to include such a separate and standing use within the proposed development. However, given the proximity of the site to the new San Francisco Giants Spring Training facility, ASU sports venues and major cultural destinations that have many major events, there may be the possibility that some of the residential units may be placed in a short-term rental pool. This would add energy to the commercial uses planned for the site.

Landscaping & Open Space Concepts

Open Space Components

The development will have a series of inter-related open spaces that create a foreground setting and provide amenity spaces for residents, occupants and visitors. There will be both enhanced internal open spaces as well as a number of open space connections to the open spaces surrounding the development site.

The largest and most common open spaces will be the 'village green' space between office building and western residential building and the 'pet park' area between the east and west residential buildings. These will incorporate common amenities such as lawns, a band shell, potential retail services, shade structures, etc. These are substantial in dimension and as such will allow for programmed events. They will also encourage the office occupants, on-site residents, neighbors from nearby neighborhoods and visitors to interact and form a sense of community.

The residential areas will share two common area open spaces centered around pool/spa amenities. These will allow for both individual and group activities and will provide places for community building among the residents.

A substantial open space 'promenade' will provide a connection from the pathway along the Cross-Cut Canal into the heart of the project at the 'village green'. Shade ramadas, a bike repair station and lighting will enhance this corridor. This east-west promenade is intentionally designed to provide visitors biking or walking along the Cross-Cut Canal with easy, direct access to the major development open space areas via a well-landscaped pedestrian walkway.

Around the perimeter of the site, enhanced landscaping and a 'soft' DG jogging/walking pathway will connect seamlessly with the existing open space areas to the north and east. Along the 64th Street and McDowell Road frontages the streetscape will include the 'soft' trail and substantial tree lines that will encourage resident connections to the surrounding context.

The corner of 64th Street and McDowell Road will have an enhanced 'plaza' area that provides for pedestrian access, visual richness and vertical transitions. This corner setting will incorporate both soft (plantings) and hard (terrace walls and concrete surfaces) elements that achieve an enhanced foreground for the office building.

Design Concepts

The landscaping at Scottsdale Entrada will incorporate plant materials, various surface coverings, retaining walls, fences, shade structures, seating areas and various path and walk surfaces. These will be organized in large part by the function of each area and its general visibility.

The main open space corridors described above will have a special set of materials and will be treated in a more formal approach appropriate for the 'urban'-like character of these spaces. Along the main entry drive, large trees which can provide substantial canopy and height will provide rhythm and scale to this urban street-like setting. Proceeding north and along the east-west corridor, signature trees will provide scale to the setting, provide shade for pedestrians and give identity to the most public spaces within the redevelopment area. In the commons area, the dog-park area and possibly the open space area at the north end of the main entry, turf (real and possibly artificial) will be incorporated. This will facilitate occupants to gather, spend time and interact with each other. Special pavements, seating areas, shade structures, signage and lighting will further reinforce the special significance and nature of these common open spaces. Other more private gathering spaces likewise will have a soft landscape palette that facilitates gathering and rest, including color, shade and seating.

The other open spaces in and around the buildings will be landscaped in a more casual manner with predominantly desert-compatible material. Except for certain breaks between building masses there will not be significant fencing or walls. Fencing materials and retaining walls will use materials that complement the building designs.

The streetscapes along McDowell Road and 64th Street will follow the guidelines and suggestions included in the approved guidelines for McDowell Road. This includes the use of predominantly desert-compatible plant materials and stone and concrete walls and structures all in a formal, geometric design pattern. In recognition of the adjacent Desert Botanical Gardens, additional succulents may be added.

The northern and eastern open spaces, which have predominantly native plant materials, will not be subject to significant change in materials except for the proposed dog-park facility. In some relatively open areas, additional trees of the same species may be added, and in some cases feral non-native trees may be removed.

At the northeast corner of 64th Street and McDowell Road, the landscaping treatment will be enhanced with the use of stone walls and terraces that provide a transition from the corner down and into an entry plaza leading into the office building. Much of the existing bare hardscape will be replaced with landscaping and there will be enhanced color and texture at this key location.

Materials & Details

The plant materials selected for this development are predominantly desert and desert-like materials that reflect the desert setting of the site and its local context. The greatest distribution of trees will be paloverdes and mesquites. Ironwood trees will be used to accent key features such as the plaza at the corner of 64th Street and McDowell as well as the east end

of the 'village green' space. Date palms will also be used to provide accent, rhythm and scale along the main entry drive off of McDowell Road as well as the larger pool space.

A wide range of shrubs and accents wide provide body, color and transitions across the landscaped areas. These are predominantly from the Southwest and nearby regions, but not totally exclusively. Off particular note is the use of saguaros in the round-about islands to provide focus and identity to these key common spaces as well as celebrate the desert setting.

Turf, either real or artificial, will be used sparingly and will be focused on active pedestrian areas such as the 'village green', the pool areas, the north commons and along the pathway spine leading from the Canal-side pathway.

The ground surface will have differing treatments depending on function and orientation. The parking spaces adjacent to the 'village green' and the central office/commons corridor will incorporate concrete pavers. Other pedestrian surfaces will be of various types of concrete (integrally colored, acid etched, exposed aggregate, etc.) in patterns and locations that reinforce focal areas and way finding. The perimeter jogging/walk path will use stabilized decomposed granite.

Planting areas will have stone mulch applications that protect the soil and reflect the character of the desert setting.

Benches, posts, possibly some fence features, etc. will use variations of the concrete and metal materials used in the landscaping as well as the buildings. Walls will be limited but those included at the gateway 64th Street/McDowell intersection and the east path entrance will use stone materials in keeping with the existing stone walls on the other corners at 64th Street and McDowell

Building Design Concepts

As noted in the narrative in Case 5-ZN-2019, the expectation is that the building designs for Scottsdale Entrada will incorporate a 'Mid-Century Modern' type of character. This body of architectural character varied across the nation, in part due to local building methods and materials and in part due to local traditions and local talent. In the Phoenix metropolitan area, the mid-century period was the beginning of the major growth surge that propelled the area into a major urban complex. This was a time of experimentation and exploration to achieve an open, accessible and simpler expression of modern life in a desert setting. Locally, the materials most often used were metal, concrete, and glass. Details and feature components of these buildings often incorporated elements such as metal and concrete grills and filters, stone work (often with local basalt or sandstone), and concrete masonry units that were arranged on decorative patterns or even special cast. The design elements most often included a strong orientation to geometric forms and patterns, an emphasis on horizontal lines, a desire to encourage indoor-outdoor visual and physical continuity and open floor plans and interior spaces. Locally, there were two threads on design approaches that seemed to gain greatest acceptance:

- one based upon the Taliesin sphere of influence including architects such as Frank Lloyd Wright, John Rattenbury, Charles Montooth, Vern Swaback and to a lesser degree Fay Jones and Bruce Goff, and
- one that was influenced heavily by architects from Southern California including Rudolf Schindler, Richard Neutra, Calvin Straub, Ralph Haver and Al Beadle.

Of these two approaches, the architectural character of the second group is most in keeping with the proposed design character. Simple details, extensive glazing to open interiors to the outdoors and the use of modern materials (including metal, concrete and glass) will bridge the proposed building designs to the Mid-Century context. Although there were at one time more buildings designed by these architects in the proximity of this site, there remain a few examples, particularly along McDowell Road.

Newer expressions of these approaches toward design can be found locally in places such as the Desert Botanical Gardens, Phoenix Zoo, Papago Golf Course, Skysong and Tempe Town Lake area. The use of modern architectural design concepts and approaches can connect both one of the earliest design senses brought of the Valley with contemporary senses that are being embraced in the 21st Century.

Residential Buildings

The design approach for the residential buildings is one that incorporates modern / contemporary design composition and detailing, substantial depth and patterning along the facades, and a variation of site relationships and functions to create a campus of buildings that share an overall character yet provide for unique elements that give different portions and buildings identity.

Within the overall campus there will be two 'wrap' residential buildings that enclose parking structures. This greatly minimizes the visual impact of providing surface parking areas and places greater emphasis on the landscape setting and foreground of the buildings. Along the main drive off of McDowell Road there will be larger mezzanine units, ground floor retail and service uses, the main office and the main community center. This provides an enhanced visual character along the entry sequence, achieving a 'urban' street type of experience.

A secondary leasing and common area will be located at the northwest corner of the site, facing 64th Street. This reduces the number of units impacted by road traffic and enhances the entry experience.

Some of the units in the eastern buildings will have attached garages. This establishes a variety in the face of the buildings and provides additional variety in the types and amenities achieved with the residential units and further reduces the impact of surface parking areas.

In many cases, the residential buildings will be separated by or wrap substantial open space and amenity areas. These give visual relief to the building masses as well as provide scale and common functions to the overall residential development. A substantial number of the units will have visual and functional access to open spaces of various types.

Design Elements

The design is based upon rectangular elements that reflect and portray the various unit types (there are at least 13 different floor plans) as they are oriented across a building. There is substantial depth in each building's façade due to both offsets and balconies. This will result in relatively complex patterns of shadow and highlight. The overall field of color will be tones of grays painted onto stucco surfaces. However, there will be vertical differentiation as well with the application of brick/block on first floor areas and in many cases taller floor-to-ceiling units on the uppermost floor, which results in greater window area. This will result in a base, middle and top composition for each building.

Taller ground floor spaces, the use of vertical fins in certain 'high profile' locations, strategically located stair/elevator elements and building entries all add richness and variety to the building elevations while maintaining the overall character of the design.

At the roof level above the western common space/pool area there likely will be a roof deck patio area that will provide residents views of the nearby buttes and mountains as well as sweeping views of the metro area. Also, on the walls of the west parking structure flanking its west entrance and possibly at the southeast corner of the residential building wrapping it, there are opportunities for future art/character panels. These will add color and energy to these areas of the development.

Materials

The predominant surface material will be painted stucco. The use of different grays will reinforce the composition of different surface areas within the design and enhance the patterns of the building design. The use of the masonry on the ground floor helps to visually tie the buildings into the site and provide horizontal continuity.

The balconies will use wire mesh railings to allow substantial visual transparency, helping to reduce the heaviness often associated with such structures. In other strategic locations on the buildings, metal panels and fins with a weathered appearance will provide visual accent and relief and also visually connect the residential buildings to the character of the non-residential buildings within the development.

Non-Residential Buildings

Design Concepts

The non-residential buildings proposed in this development include a large office building, a small grouping of retail buildings, shipping containers transformed into retail spaces and other open space amenity structures including a 'bandshell' and various shade/mini-retail structures. The design concepts for these areas incorporate a contemporary character that emphasizes thin horizontal roof elements, patterns of concrete/masonry and glass on the facades and vertical fins and other details in metal.

The major office building is in the form of an "L" that follows the two main street frontages of 64th Street and McDowell Road. On the street side the bend of the "L" is a curved form. This softens the presence of the building at the major intersection, provides for a pedestrian 'plaza' area connecting to the corner and draws the eye down each frontage. At the ends of the building the building volume is transitioned with the use of balcony areas. The internal (north and east) sides of the building provide half of the enclosure of the 'village green' space.

The other buildings are much smaller, and in many cases provide focus and amenity to the major open space areas. These will be more open in character and are intended to serve and draw pedestrian activity.

Design Elements

The non-residential buildings and structures embody a contemporary character through the use of geometric forms, rhythmic patterns of details, thin horizontal roof elements and often an indoor/outdoor interplay through the use of glass, balconies and cantilevered shade overhangs. A prominent feature of the office building will be the use of vertical fins. These provide rhythm, emphasize the curved form of the building and create shadowing and some solar protection. This will result in a notable and distinctive character of the building that befits its location on the site and in the community. It also reflects a design treatment that has been a part of contemporary design for decades. (These are also incorporated into the western entrance of the west parking garage and the west face of residential Building #5, which faces the office-retail area)

Materials

The primary surfaces of the office building are of tilt-slab concrete and glass. In different segments of the building these have varying amounts of surface coverage and pattern. The main entrance to the building (at the corner of the "L") will have greater use of glass that serves to draw in occupants and guests as well as visually draw in those passing by.

The roof elements, fins and other detail elements in the non-residential buildings, as well as some walls on the smaller buildings, will use metal that has a weathered appearance. These lend contrast to the predominant glass and concrete/masonry walls and provide a visual character of long-lasting presence.

Circulation Systems

Vehicular

Given the location and classification of the two perimeter streets, there are limited points of access available: one existing point off of 64th Street and one existing plus two potential points off of McDowell Road. McDowell Road is built as a major arterial and once was a regional connection route between central Phoenix and Scottsdale as well as Tempe and Mesa. 64th Street is a major collector street that serves as a key access route from Tempe and Sky Harbor Airport into downtown Scottsdale. To the west along McDowell for about 1 ½ miles and the south along 64th Street/Galvin Parkway for about 1 ½ miles there are limited access points in the greater Papago Park area.

The primary access points to the proposed development will be the central access point on McDowell Road and the lone access point from 64th Street. These routes will serve the parking garage structures as well as diverge by way of local drives into access for the mix of uses on the site. Along the main drive from McDowell Road, there will be two traffic circles that will help to regulate and direct traffic within the development area.

For the residential area on the east end of the redevelopment site, an additional driveway will provide direct access (right in and out only) to McDowell Road. This will provide relief for the main entry drive and allow for another means of emergency access.

The intersection of the main entry and McDowell Road will be signalized. This will be necessary for both managing the volumes of traffic as well as for safety due to some unique site conditions. West bound traffic on McDowell Road for the most part does not have visual awareness of the site until it reaches the east side of the New Cross-Cut Canal. The elevation of McDowell Road rises significantly at this approach, while the Las Aguas development and its associated landscaping screens views beyond the canal, and the alignment of the roadway shifts slightly to the north from the west side of the canal. As a result of these conditions, there is limited time for west bound traffic to make a decision to enter a drive into the site as well as for out bound traffic at the main entry to see and gauge the location and speed of on-coming west bound traffic.

Of note is that this redevelopment will not have any direct impact on any adjacent or nearby neighborhood. Vehicular access is oriented directly on to major streets and unlike many local redevelopment projects, there are no shared routes that can lead to traffic flowing into nearby areas.

Bicycle

The Scottsdale Entrada redevelopment site has many opportunities to connect with cycling routes. There are both on-street and off-street facilities available to future occupants of this project.

There are on-street routes available on both McDowell and 64th Street/Galvin Parkway. There are employment centers 2 miles to the southwest as well as 3 miles away in the downtown Tempe/Town Lake area. Old Town Scottsdale is 2 ½ miles to the northeast and Skysong is less than a mile to the east. These are all within viable distance for cycle-commuting.

Along the New Cross-Cut Canal and along the east side of Galvin Parkway there are pathways that are accessible to cyclists. These pathways connect to major cultural sites such as the Desert Botanical Gardens, Phoenix Zoo, the Tempe Town Lake Corridor and Phoenix Municipal Stadium. They also lead into downtown Tempe, ASU and Old Town Scottsdale. By connecting around to the Indian Bend Wash pathway system and with the Arizona Canal Trail, there are opportunities to help augment extended cycling routes of several miles.

Internally to the development, the main cycling routes will follow the main drives as well as the paths that lead to perimeter paths north and east of the main redevelopment site. Depending on the interest and intent of a cyclist, there will be a wide range of cycling options available to occupants of this project.

Pedestrian

There will be three functional levels of pedestrian access for occupants of the Scottsdale Entrada redevelopment site: area-wide, common and local. As would be expected for a development with an 'urban-like' character, pedestrian access will be a major component of the site.

As noted above, the site is uniquely located to have regional attractions and services within walking distance. The Papago Park area, with its major cultural facilities, recreational facilities and extensive trail system, will be an immediately accessible pedestrian amenity for occupants of the site. In addition, the large open space to the north and its pathway and the non-paved DG trail ringing the redevelopment site offers the ability to walk the perimeter of the development and enjoy nature and interesting views.

The main common pedestrian access routes will generally follow the main open space/access corridors that cross the site north/south and east/west. These routes will have wider path surfaces and be differentiated from other on-site pathways by the color/materials of the path, amenities along these paths (seating, shade, signage, etc.), and the long-extension of the

routes. It may be possible to recognize the unique local history of the site and its environs along these main walkways.

The local walks will provide access between buildings and common amenities and services such as parking areas, polls and recreation centers, and main entries. These may not always be continuous nor as wide as the main routes described above, but they will provide a key level of accessibility and service for occupants. There will be four pedestrian routes four occupants and visitors to access the walks along 64th Street and McDowell Road, including the driveway entrances as the office entry plaza. These walkways connect to the transit stops west and south of the corner as well as the extensive paths and trails within Papago Park.

Pedestrian oriented lighting will be provided for all internal walkways. The north open space path, the canal path and the street sidewalks all are lighted.

Neighbors will also have pedestrian access to the site. By way of the northern open space pathway or by way of the canal-side pathway, they will be able to enter and cross the site to experience the retail and service uses as well as the 'village commons' area. Similarly, now that the new canal-crossing pedestrian bridge is installed south of McDowell Road, the area south and east of McDowell and the canal will have access by way of the canal pathway. However, due to the nature of the road bridge crossing of the canal, there currently is no a safe and viable route for pedestrians north and east of the canal and McDowell to reach this site.

The sidewalk along McDowell Road will generally be placed near to or along the back of curb for several reasons. First, given the tight space due to the existing canal path underpass, the sidewalk entering from the east must be in such a location and currently exists in such a placement. Second, at each of the driveway entrances, it is important for the sidewalk to be at the curb for some distance out in order to provide maximum visibility to pedestrians and other sidewalk users. Given the long transitions into the right-turn lanes and in some cases the drop-off in terrain, the sidewalk will follow the edge of these transitions. Normally separation of the sidewalk is desired to separate pedestrians from the high-speed traffic, but across this site the curb is along right-turn deceleration lanes where vehicles are slowing and the volume of traffic is generally much less than in the through lanes. In effect, the turn lanes provide separation from the main traffic flows.

Transit

There are two transit stops available to serve this redevelopment sites: at the southeast corner of McDowell Road and Galvin Parkway and west of the northwest corner of McDowell and 64th Street. These two stops are rarely used currently but should experience greater activity once this project has been completed.

Parking

Parking within Scottsdale Entrada will be provided in four different ways: garage structures, open parking, individual parking garages for some units and 'street'-side parking along major drives. The two garage structures located in the northwest quadrant of the site and on the east side will be surrounded on most of its perimeter by residential units. The structure on the northeast quadrant of the site will serve residential units only while the parking structure on the northwest quadrant of the site will serve residential units, the office building and the retail/service uses. There will be two entrances for the parking structure on the northwest quadrant of the site: one on the east side accessed from the main entry drive and one on the west side served by the driveway from 64th Street. Similarly, there will be two entrances for the parking structure on the northeast quadrant of the site: one accessed from the main entry drive and one on the east side of the garage entered through the parking field serving nearby residential units and also accessible from the east drive on McDowell Road.

The open parking areas are located within the residential buildings on the east side of the redevelopment area. These are arranged in 'courts' that reduce the apparent mass of the parking area and provide for landscaping and shade of the parking areas.

Some of the ground-level residential units on the east side will have attached parking garages. This provides a unique amenity for these units and reduces the size necessary for the large parking areas and structure.

Along the main entry drive and the drive adjacent to the office and commercial uses, there will be additional surface parking available. In the vicinity of the 'village common' these spaces may be closed off for certain events in the commons, thereby creating a substantial event area. These will likely be used most by visitors enjoying the restaurants and commercial services near the main entry.

Other Design Components

Signage

Signage will be provided for the following purposes: master development identity and on-site circulation/wayfinding, office building identity and tenant identities, commercial tenants and residential facilities. The master signage will include entry signage at major drives and the McDowell/64th Street intersection and internal directional signs. The office building(s) and commercial buildings may have tenant name signs on the buildings and the office building will have a master identity sign package of possibly building wall and ground signs. The residential buildings will have identity signs that identify the leasing office locations.

These signs will use individual letter construction and either be back-lit or use internal lighting. The letters will be made so that there is strong contrast and visibility. Halo-lit signs may be considered, particularly for the most visible signs.

Given the unique right-of-way conditions and orientation of the redevelopment site, this submittal includes the establishment of a **Community Sign District** for the redevelopment project. A Master Sign Plan will be submitted at a later time. A map has been prepared that identifies the area (roughly 25 acres) that are intended to be a part of this District. The district will ultimately provide the following types of signs:

- Master development signs at major entrances that identify the Scottsdale Entrada development.
- A possible master name sign for the office building.
- Individual business name signs placed on the office and retail frontages (wall signs, blade signs, etc.)
- The name of the residential complex at the sales and management areas and other strategic locations.
- Wayfinding signs for those entering and traversing the site in vehicular, pedestrian and cycling modes.

The City of Scottsdale will be placing some form of entry sign at the intersection of 64th Street and McDowell, as well, This will be out of the scope of the development master sign program.

Lighting

Outdoor lighting will be provided in association with the buildings as well as for key open space and access areas. Some lighting will serve for pedestrian safety, some for design enhancement and visibility and some for security.

Building lighting will include soffit lighting and some flood lighting to give the non-residential buildings identity and night-time character. Dining patio areas will also incorporate string lights and other decorative lighting in order to provide an inviting atmosphere.

For the residential buildings the lighting will include soffit, sconce and pole lights at building entrances, soffit and sconce lights on individual patios and balconies, and sconce lights for the individual garages.

The main open space and access corridors will incorporate special pole lights, bollard lights and low-voltage landscape lights that make these pedestrian spaces comfortable and safe. Open parking areas will use pole lights for safety and security functions. Lighting on top of the parking structure will be installed in a manner that it will not be directly visible from off-site locations.

Along the streetscapes and in various open space areas, low-voltage landscape lights will be installed. The overall effect will be to provide a well-lit internal setting that transitions into the generally low or un-lit surroundings.

All lighting will include horizontal cut-off features and/or other shielding devices in order to minimize any glare or light-spill onto any adjacent property.

Fire Access

The site plan has been prepared with Fire comments and standards included. Having three entrance drives helps to facilitate emergency vehicle access to the site and provide alternative access if any one has been blocked. The turning radii and routing paths for emergency vehicles have been used to create the circulation systems included on the site plan. Hydrant locations, fire lanes, other support facilities have been incorporated in the site plan concept.

Trash Collection

Trash collection will be managed through the use of compactors. A 'valet' service to collect trash will be made available to residential occupants across the site. Two recyclable material containers will also be provided. Adequate facilities for trash pick-up will be provided in a manner that minimizes visual impacts as well as odors through the use of centralized trash rooms/docks for the residential areas and a service court for the office/retail area.

Review of Stipulations, Ordinances, Guidelines

Stipulations

Case 5-ZN-2016 included certain stipulations that were oriented to the future design of the site and the buildings to be placed upon it, other than the usual zoning regulations. The following is a listing of these stipulations and comments regarding compliance with them:

Stipulation	Comments
<p>#12. Parking Structure Screening. Parking structures greater than two (2) levels that are not screened from off-site views shall incorporate architectural screening, such as perforated metal, louvres, fins, etc., that allow air movement across the structure and block views into the structure from the outside.</p>	<p><i>All parking structures shall be screened virtually on all sides by residential units and will be internal to the redevelopment site. The one exception is a portion of the west side of the west garage, which is very internal to the sight and will have enhanced design treatments including art.</i></p>
<p>#14. Building Massing. A building fronting on a public street with a building façade length of two hundred (200) feet or more shall provide a break in the building façade, as defined below. The building facades for a building with more than one public street frontage are calculated separately, and not added together. A break in the building façade shall be equal to a minimum width of fifteen (15) feet between the primary face of the building facades and shall have a minimum depth of ten (10) feet from the primary face of the building facades.</p>	<p><i>The buildings facing the perimeter streets will comply with this standard. The office building uses a varying setback as well as segmented façade elements to create rhythm and focus. The residential buildings use varying building offsets integrated with design components to provide visual relief and pattern across the facade.</i></p>
<p>#15. Pedestrian Connections. A minimum of one (1) pedestrian connection shall be provided to each of the existing pathways located along the northern open space area and the Cross-Cut Canal. These pedestrian connections shall be a minimum width of 6 feet and shall be clearly denoted on all Development Review Board submittals for the site.</p>	<p><i>These connections are shown on the site and landscape plans. In addition, other sidewalk and path connections to walks and paths around the perimeter will be provided as shown on the attached plans.</i></p>
<p>#16. Outdoor Lighting Screening. All</p>	<p><i>The ultimate lighting plan will comply with</i></p>

<p>outdoor lighting shall be screened and shielded in such a manner the light source shall not be visible from outside the PUD boundary.</p>	<p><i>this standard.</i></p>
<p>#17. Building Setback Landscaping. Within the twenty-four (24) foot wide building setback along the north and east sides of the PUD district boundary, 36-inch box (minimum) trees shall be placed at an average of 35-feet on-center, or within equivalent groupings.</p>	<p><i>The redevelopment will comply with this standard. The general concept for the landscaping of the area is included in this plan.</i></p>
<p>#18. Streetscape Landscape/Hardscape. Landscaping and hardscape along the development project’s E. McDowell and N. 64th Street frontages shall incorporate native and desert-compatible materials and hardscape designs consistent with the McDowell Road Streetscape Design Guidelines and any other approved and installed palettes for those streets as well as those used in major destinations within the adjacent Papago Park.</p>	<p><i>The attached landscape plans comply with this. The project will be consistent with the applicable provisions on the McDowell Road Streetscape Plan as noted in the Landscaping Concepts sections and the attached landscape plans.</i></p>
<p>#19. Outdoor Lighting. The maximum height of any outdoor lighting source, except any light sources for patios, balconies and/or parking structures, shall be twenty (20) feet above the adjacent finished grade.</p>	<p><i>The redevelopment will comply with this standard.</i></p>
<p>#20. Outdoor Lighting for Patios, Balconies and/or Parking Structures. Light sources that are utilized to illuminate patios, balconies and/or parking structures that are above twenty (20) feet shall be subject to the approval of the Development Review Board.</p>	<p><i>The proposed plans and specifications for these will be included in future DRB submissions.</i></p>

Design Guidelines – Specific to 5-ZN-2016

In the attachment to 5-ZN-2016 titled “Additional Information for: Scottsdale Entrada Case 5-ZN-2016” there were certain design items the Development Review Board was directed to focus on. The following is the language of this section (#2) and comments regarding them:

Directive to the DRB	Response
2. Development Review Board. The City Council directs the Development Review Board’s attention to:	
a. A plan indicating the treatment of streetscapes along E. McDowell Road and N. 64 th Street,	<i>This plan is part of the conceptual landscaping plans and narratives of this report.</i>
b. The treatment of the gateway entry to Scottsdale at the E. McDowell Road and N. 64 th Street intersection (northeast corner)	<i>This submission shows only a rough sense of what will ultimately be proposed. The applicant is awaiting information from city staff regarding the city’s expectations for their part of this. The required easement area is depicted on the attached plans and a detailed submission will be made in the DRB in the future.</i>
c. Wall design,	<i>Walls and fences will be a minor part of this redevelopment, generally being used where there is separation between buildings. For the most part the existing perimeter wall will be removed and/or greatly reduced in height.</i>
d. The type, height, design, and intensity of proposed lighting on the site, to ensure that it is compatible with the adjacent use,	<i>These items will be submitted in detail with future DRB submissions. Most of the outdoor lighting will be internal to the redevelopment site.</i>
e. Pedestrian connections,	<i>Extensive pedestrian connections are included in the attached plans. These include common and public pedestrian ways internal to the site, soft paths along the perimeter of the site, private walkways internal to the site as well as associated pedestrian amenities.</i>
f. Improvement plans for common open space, common buildings and/or walls, and amenities such as ramadas, landscape buffers on public and/or private property (back-of-curb to right-of-way or access easement included), and	<i>This submission indicates generalized concepts for common amenities including the ‘village green’, a common open space at the north end of the main entry, two pool and amenity areas for the residents, and perimeter open spaces that ring the entire redevelopment site.</i>
g. Development Master Plan(s).	<i>These will be submitted in parallel to this</i>

master plan.

Design Guidelines of 5-ZN-2016 Narrative

In Section V. of the Project Narrative for Case 5-ZN-2016, a set of Design Guidelines were included and approved as part of the zoning case. The following are these guidelines as presented and responses to them:

Design Guideline	Response
<p>The Design Guidelines for the Redevelopment Site are set forth below. The purpose of the Design Guidelines is to establish the vision and expectations for the future development of the Redevelopment Site. Although it is intended that future development follow the Design Guidelines, deviations from them can be administratively approved by City Planning Staff upon a showing that the proposed development design is as good or better than what is set forth in the Design Guidelines.</p>	
<p>1. Continuous glass wall surfaces shall not extend more than 40 feet in height or as uninterrupted width greater than 25% of the length of a building side.</p>	<p><i>The final design of the office building will comply with this standard.</i></p>
<p>2. Building wall alignments shall incorporate variations, including step backs, alcoves, projections, etc. that provide visual variety and interest.</p>	<p><i>This conceptual submission begins to indicate the variety of building façade components that will achieve visual break, variety and interest to the appearance of the buildings, including insets, offsets, balconies, projections (particularly at entrances), etc.</i></p>
<p>3. Building materials, architectural details and building forms placed above a second floor shall emphasize horizontal lines.</p>	<p><i>As the building designs are refined, this will be incorporated into the design concepts.</i></p>
<p>4. Building materials and colors shall be compatible with the nearby buttes and hills through the use of materials and colors that are consistent with the Southwest desert character and mid-century traditions of the region through the use of integrated color concrete, stucco or similar surfaces, metal, glass, stonework and other materials that are consistent with the desert character and mid-century traditions of the area.</p>	<p><i>In general, muted color tones, shading elements, textured surfaces and other such approaches will help to relate the building designs to the local setting and context. The intent is for a design that is relatively clean light that encourages an indoor/outdoor lifestyle that embraces and extends into the local setting.</i></p>

<p>5. All outdoor lighting shall be screened and shielded in such a manner that the light source shall not be visible from outside the PUD District on the Redevelopment Site.</p>	<p><i>This will be included in future, more detailed, DRB submissions.</i></p>
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Development Review Board Criteria

In Section 1.904.A of the Zoning Ordinance, the Development Review Board is given a set of criteria to follow in their review and approval of development proposals. The following is the language of this section and responses regarding them:

Main Criteria	Sub-Criteria	Response
In Considering any application for development, the Development Review Board shall be guided by the following criteria:		
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.		<i>This submission includes a review of the applicable guidelines and standards and how Scottsdale Entrada will be consistent with them.</i>
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;	<i>The plans contained in this submission include significant open spaces that the buildings face and share, breaks between buildings that allow the buildings to adjust to the change in topography across the site, extensive pedestrian routes that tie the entire redevelopment site together, and an internal urban-like 'street' setting that will encourage interaction among occupants and visitors at the site. The plan retains and enhances perimeter open spaces and will use extensive landscaping to establish a softened visual setting.</i>
	b. Avoid excessive variety and monotonous repetition;	<i>The buildings across the site will share an overall design character yet at the same time reflect the differing uses</i>

		<i>contained within each. The residential buildings will contain extensive depth through balconies and similar techniques while the non-residential buildings will use detailing, canopies and patio covers to create a softer pedestrian friendly setting and provide visual interest.</i>
	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;	<i>Recessed openings, shade elements, extensive landscaping, and lawn areas, extensive use of desert-appropriate plants, and other such elements will be followed to reduce energy and water consumption.</i>
	d. Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District; and	<i>(This site is not in the ESL area.)</i>
	e. Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback or architectural details, in the Historic Property Overlay District.	<i>(This site is not within an Historic Property Overlay District.)</i>
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.		<i>On-site circulation has taken into consideration a wide variety of elements, including safe and viable access from adjacent streets, common and private access routes, emergency vehicle access, sanitation vehicle access and the parking, lighting and amenities that will provide a safe, convenient and</i>

	<i>desirable circulation network for occupants and visitors.</i>
4. If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.	<i>This will be including in the specific building design submissions to the DRB.</i>
5. Within the Downtown Area, building and site design shall:	<i>Not applicable to this site.</i>
6. The location of artwork provided in accordance with the Cultural Improvement Program or Public Art Program shall address the following criteria:	<i>Not applicable to this site.</i>

Sensitive Design Principles

In 2001 the Development Review Board adopted a set of Sensitive Design Principles. The following is a listing of these principles and responses to each as appropriate to the proposed development:

Sensitive Design Principle	Response
<p>Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale’s Sonoran desert environment, all of which are considered amenities that help sustain our community and its quality of life. The following design principles will help improve and reinforce the quality of design in our community.</p>	
<p>1. The design character of any area should be enhanced and strengthened by new development.</p> <ul style="list-style-type: none"> ▪ 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. 	<p><i>The building designs for this site will relate to the many redevelopment projects recently completed or approved in Scottsdale and nearby Tempe as well as the latest improvements to nearby destinations such as the Desert Botanical Gardens, Phoenix Zoo and Papago Golf Clubhouse.</i></p>
<p>2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features such as:</p> <ul style="list-style-type: none"> ▪ Scenic views of the Sonoran desert and mountains, ▪ Archeological and historical resources. 	<p><i>The view of the Papago Buttes for drivers on McDowell Road will be retained. The site plan provides extensive capture of many viewsheds in all directions for future occupants of the redevelopment. The applicant may explore means to recognize the unique history of this site and its surroundings in the pedestrian access areas on the site.</i></p>
<p>3. Development should be sensitive to existing topography and landscaping. A design should respond to the unique terrain of the site by blending with the natural shape and texture of the land while minimizing disturbances to the natural environment.</p>	<p><i>This site was mostly graded during the WW II time period. The site plan accommodates changes in grade as the site rises from east to west.</i></p>
<p>4. Development should protect the character of the Sonoran desert by preserving and restoring natural habitats and ecological processes.</p>	<p><i>The open space buffer areas on the north and east sides have done this in large part by re-introducing native plants.</i></p>

<p>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 the use of cohesive landscaping, decorative paving, street furniture, public art and integrated infrastructure elements.</p>	<p><i>The two large common open space areas will provide a strong incentive for occupants and visitors to mingle and experience events. These spaces will have an enhanced character that is commensurate with an urban type of setting.</i></p>
<p>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.</p>	<p><i>The proposed plan includes strong pedestrian corridors and amenities and will tie into regional pathways. Access to local transit stops (which are rarely used now) will be provided.</i></p>
<p>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 human scale, such as the use of shelter and shade for the pedestrian and a variety of building masses.</p>	<p><i>Extensive landscaping will be used along pedestrian ways. This will enhance the pedestrian experience and provide shade. In addition, there will be shade structures along some walkways as well as at building entrances. Pedestrian lighting will also be provide along the major walkways.</i></p>
<p>8. Buildings should be designed with a logical hierarchy of masses:</p> <ul style="list-style-type: none"> ▪ To control the visual impact of a building's height and size, and ▪ To highlight important building volumes and features, such as the building entry. 	<p><i>Horizontal details, enhanced entries, recesses, balconies and selective vertical features will be used to give scale, rhythm and variety to the building elevations. Given the contemporary character of the buildings, the intent is to provide variety and interest without being 'busy' and contrived.</i></p>
<p>9. The design of the built environment should respond to the desert environment:</p> <ul style="list-style-type: none"> ▪ Interior spaces should be extended into the outdoors both physically and visually, when appropriate, ▪ Materials with colors and coarse texture 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 	<p><i>The overall intent is to encourage indoor/outdoor relationships through glazing, balconies, decks, dining patios, and strong common areas. The landscaping will anchor the buildings with a strong connection to nature and the setting and also connect the site to its surroundings.</i></p>

<p>and reflect their inherent qualities.</p> <ul style="list-style-type: none"> ▪ Features such as shade structures, deep roof overhangs and recessed windows should be incorporated. 	
<p>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.</p>	<p><i>Durable exterior building materials will be used, state-of-the-art landscaping irrigation systems will be used, the latest building code requirements will be followed (providing energy and water conservation methods) and state-of-the-art lighting devices that minimize energy use will be incorporated.</i></p>
<p>11. Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.</p> <ul style="list-style-type: none"> ▪ 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 compliment the built environment while relating to the various uses. 	<p><i>As noted in the Landscaping Concepts section, there will be extensive use of desert compatible plants and materials. The concept is to transition from predominantly local native desert plants on the perimeters to softer, more colorful and more pedestrian-friendly materials in the interior of the redevelopment area.</i></p>
<p>12. Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.</p> <ul style="list-style-type: none"> ▪ Water, as a landscape element, should be used judiciously. ▪ Water features should be placed in locations with high pedestrian activity. 	<p><i>The swimming pools will be placed in common areas that are expected to have high usage by occupants and visitors to the site. Native plants, where required will be transplanted and significant amounts of new native plants will be introduced. The amount of landscaped surface should increase greatly from the current site conditions.</i></p>
<p>13. The extent and quality of lighting should be integrally designed as part of the built environment.</p> <ul style="list-style-type: none"> ▪ 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. 	<p><i>All exterior lighting will meet the city's light control standards while at the same time be used to create a safe nighttime setting that also encourages nighttime activity in the commercial and common areas.</i></p>
<p>14. Signage should consider the distinctive</p>	<p><i>The master sign plan is intended to achieve a</i></p>

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.

character that compliments the architectural character of the buildings, directs visitors to their destinations and provides a high quality visual setting.

Southern Scottsdale Community Area Plan – Character & Design Element

This plan includes guidelines and concepts that are applicable to the proposed Scottsdale Entrada redevelopment, as follows:

Community Plan Goal	Response
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.	<i>As noted previously, this project has been designed to mix uses, encourage residents, employees and visitors to share major common spaces and enhance the indoor/outdoor experience of the site.</i>
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.	<i>This project, with its extensive landscaping and open space setting, high quality contemporary design and integrated mix of uses will create a strong anchor for the west end of the McDowell Road corridor.</i>
Goal CD 4: Site and building design of new development and redevelopment should respond to the Sonoran Desert climate.	<i>The selection of landscaping materials, the shaded pedestrian amenities and the architectural character of the redevelopment are all intended to be responsive to the desert setting and to encourage those who are on-site to enjoy the outdoors.</i>
Goal CD 5: Maintain, protect, and enhance the character, quality, and connectivity of the public realm and open space areas.	<i>The proposed project respects, embraces and connects with the open space and trail corridor along the canal, the open space tract on the north side of the site and the streetscape along McDowell Road. It will also provide significant open spaces internal to the site that are accessible by neighbors.</i>
Goal CD 6: Promote, plan, and implement design strategies that are sustainable.	<i>By providing a mixed-use setting, the site adds to the ability to achieve live-work-play environments in the area.</i>
Goal CD 7: Protect low-scale single-family neighborhoods within Southern Scottsdale by utilizing landscape buffers and transitional building forms, shapes, and sizes in the design of new development and redevelopment.	<i>The redevelopment area is surrounded by unusually large and well used open space features as it relates to the nearest neighborhoods. This site will continue to maintain and operate much of this space.</i>
Goal CD 9: Establish design guidelines for	<i>This redevelopment project will be consistent</i>

<p>corridors, regional centers, and activity areas.</p>	<p><i>will the plans and guidelines established for this location on the McDowell Road Corridor and provide for a streetscape setting of greater dimension and quality than what has been typical.</i></p>
<p>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.</p>	<p><i>There is no public art requirement. Instead, the site will provide significant common open space areas that will provide opportunities for cultural activities. The applicant may explore wall art on certain internal surfaces as well as other art elements that serve to enhance the identity of certain common points of circulation.</i></p>

Commercial Retail Design Guidelines

The City of Scottsdale has created a set of guidelines for commercial developments that are intended to encourage quality and sustainable physical environments. The following is a summarized version of some of the key guidelines contained in this document:

Summarized Guideline	Response
Site designs should respond to local context influences and to the site designs of adjoining developments.	<i>This site is unusually separated from its surroundings, without any shared access or direct physical relationship with adjacent sites. It is consistent with the plans and goals for redevelopment along the McDowell Road Corridor and the developments built or approved along this corridor.</i>
Buildings should have strong visual and functional connections with pedestrian facilities and settings.	<i>The strong pedestrian corridors, large common open spaces and inclusion of 'street' commercial uses will provide a setting that encourage pedestrian activity.</i>
Commercial development should not provide excess parking and should arrange the parking so that its visual impact from the exterior and within the site is minimized.	<i>Parking will be provided as needed for the intended uses. Parking will be provided that commercial uses will have reasonable access to convenient parking spaces while also having available other parking for peak use times. All parking will be internal to the site and not visible from adjacent streets.</i>
The lighting on top of parking structures should be done in a manner that reduces off-site glare and gives the profile of the structure a 'finished' appearance.	<i>The parking garages will be surrounded by residences. This minimizes the apparent mass of these structures and reduces any impacts from lighting on top of them.</i>
Pedestrian and cycling facilities should be easy to find and access, provide a safe way to transit and reinforce the hierarchy and focus of uses and buildings on the site.	<i>Two major internal axis of pedestrian and cycling facilities will be provided. These connect the main common open space and circulation areas and in turn connect to the existing facilities on the perimeter of the redevelopment site.</i>
Indoor/outdoor amenities are encouraged and should be located and designed so that they are safe, have minimal impact on sensitive uses, encourage people to gather and share interaction and provide a sense of life and energy for the development.	<i>There will be two relatively large common spaces as well as two private common open space areas which will have amenities provided in them. These are strategically located to encourage interaction and provide a sense of life and energy to the interior of</i>

	<i>the site.</i>
Utility structures should be placed in discreet locations that do not detract from the visual foci of the development, that do not deter from pedestrian access and safety and should whenever feasible be screened in some manner.	<i>It is the intent of the development to reduce the visual impact of utility structures and reduce any conflicts that might arise with on-site circulation.</i>
There should be design cohesion in buildings that share a site and the design character should be honest in its use of materials, durable in the desert setting and provide visual interest and not striving to gain undue attention.	<i>All the buildings will incorporate a contemporary architectural character that combine to create a recognizable design statement for the entire redevelopment site. Signage and landscaping designs will reinforce this character.</i>
Design techniques that reduce the visual bulk of buildings should be considered. Variety of surfaces, building faces and roof forms are encouraged, particularly on large structures.	<i>Recesses, horizontal design components, multi-faceted building forms and extensive landscaping will reduce the apparent mass of the buildings. In addition, the building will have varying base floor elevations due to the nature of the site, and this will add visual interest.</i>
Buildings and site elements should be oriented to provide shade and comfort to pedestrians as well as provide protection for interior occupants from the intense sun exposure found in this desert setting.	<i>Providing comfort for pedestrians is a key goal and component of the site design for the project. Various design and orientation techniques will be used to protect the interior occupants, while at the same time allowing them to enjoy the extensive views of local and regional natural features on all sides.</i>
An appropriate mix of materials and details should be incorporated in the design of all building faces and all site structures. All buildings and site structures should appear as a unified statement of design character and scale.	<i>The project will follow an overall design concept that will also express the variety of uses provided across the site.</i>
Landscaping should be an integral part of the overall site design, providing amenities for pedestrians, scale for the buildings and a sense of order across the entire site.	<i>The landscaping will help to unify the site, provide a strong base and setting for the buildings and provide amenities to pedestrians.</i>
Landscaping materials should be used that are appropriate to the desert setting as well as site specific conditions.	<i>The landscaping materials will relate to and incorporate those in the adjacent open spaces to the north and east, the materials identified in the McDowell Road Streetscape guidelines and recognize the significance of the adjacent Papago Park and the major</i>

	<i>destinations contained within it.</i>
Lighting design should follow the appropriate standards for the location and should be sensitive to the local context. Lighting should provide safety for pedestrians, highlight focus on building entries and reinforce the design character of the buildings.	<i>Lighting designs will be focused on providing a safe and inviting setting for the common open spaces and commercial areas and then transition into lower levels in order to blend with the lower light levels experienced in perimeter areas. Lighting for the buildings and signage will be in character with the architectural character of the buildings and highlight entries.</i>
Signs should complement the character and orientation of the buildings, use high quality construction techniques, guide visitors appropriately around the site and help provide a quality image of the development and the community as a whole.	<i>Most of the signage on the site will be in the southwest quadrant where the commercial and office uses will be located. At the entrances off the adjacent streets, development signage will also be incorporated. These will all complement the contemporary design of the buildings.</i>

Office Design Guidelines

The City of Scottsdale has approved design guidelines for office development. For the most part these overlap extensively with the commercial development guidelines discussed previously. The underlying themes of these guidelines include:

- Avoiding 'corporate', 'cookie-cutter' or other repetitive designs that have no basis in local history, culture, traditions, and climate conditions;
- Tying in with local physical context and relationships;
- Creating an inviting and safe environment for office workers and visitors; and
- Maintaining high quality designs that are durable and thoughtful.

The proposed Scottsdale Entrada office component will be the most visible and notable element of the redevelopment project. Being placed on the main corner of McDowell and 64th Street, this building will establish the character and quality of the development. The design of the building will comply with the numerous design standards and regulations that govern this site and will embrace the corner, the adjacent streetscapes and create a unique internal open area that will become the core of the overall project.

The building design will provide internal occupants with broad views of local natural features and well as distant views not shared by a project anywhere else in the area. Variations in the footprint of the building as well as the façade will reduce the apparent mass of the building while also reinforcing the overall design theme of the building. What has been a somewhat blank entry into the southern Scottsdale community will have a bold and high-quality signature experience. There is the possibility that a roof deck element would be included above the entry/lobby space, thereby providing enhanced views, quiet space and gathering space for office occupants.

Except for the Skysong redevelopment project a mile to the east, most of the redevelopment projects along McDowell Road and in the general vicinity have been predominantly of residential use. With the inclusion of an office building, this project will provide an anchor for the west end of the McDowell Corridor. In combination with the entry feature on the corner and the extensive streetscape landscaping, the office project will help to establish an identity for the entire corridor.

On the interior of the project, having the large commons open space as part of the entrance will create a strong pedestrian-friendly setting for office occupants. This hopefully will encourage interaction and creativity for those who work in the offices. This will also help to establish this as a desirable office environment that provides quality jobs for those who live in the area.

Restaurants Design Guidelines

As with the office development guidelines, the Restaurant Design Guidelines include many of the same concepts and approaches that are within the Commercial Development Design Guidelines. The focused comments and design approaches included in this document are again directed toward avoiding corporate-based design and seeking site-based and regionally-based design solutions.

The restaurants likely to be incorporated in the Scottsdale Entrada redevelopment project will be located east of the office building and flanking the main entry drive. In this location they will have significant visibility from the primary thoroughfare, and in turn will provide vibrancy and vitality to the area. They will serve not only the on-site workers and residents but also those who live nearby as well as possibly those attending major events at nearby venues.

These restaurants will incorporate outdoor dining (including shade elements and festive lighting) and share an entry area. This helps to create a sense of community. The design of these buildings will complement in design character, materials and details the design of the office building(s) and nearby residential buildings.

If included, bar and entertainment uses will be oriented to minimize noise and lighting impacts on the residential uses while stimulating the energy and mingling of the 'village common' space, which in itself may have entertainment functions included in its programming.

Lighting Design Guidelines

The Lighting Design Guidelines include nine statements as follows:

Lighting Design Guideline	Response
1. The city places a high value on lighting design and technologies that are energy efficient and sensitive to their surrounding context.	<i>The intent is to use energy efficient modern lighting fixtures that use effective light control features.</i>
2. Lighting should provide a sense of personal safety in active areas of the site; allow for an even distribution of illumination in commonly used vehicular and pedestrian areas; and highlight architectural features of significance and meaning during the nighttime hours.	<i>Lighting levels will be greatest along the main drives, the major pedestrian corridors, the common open spaces and the commercial areas. There will be a transition area around the bases of the buildings and in surface parking areas that will provide less light but still achieve a safe nighttime setting. Around the perimeter of the site lighting levels will be even less and transition into the low light levels of surrounding areas.</i>
3. High-pressure-sodium (HPS) is the preferred light source for most large-scale projects. The preferred light source for smaller scale applications include linear fluorescent (RE170 series, triple-tube 4-pin), compact fluorescent, induction and LED lamps.	<i>Most probably, LED lamps will be the most common used. These provide good light control, ample light levels and the best energy savings.</i>
4. Incandescent and halogen sources are discouraged in all but the most unique applications.	<i>Except possibly in the commercial areas, these lamp types will not be used.</i>
5. The design of lighting systems should anticipate lighting levels that will vary depending on building use, hours of operation, occupancy, and seasonal changes, and operate for only the minimum number of hours required.	<i>Modern light control systems will be used and designed to fit the use and orientation of the area being lit.</i>
6. Recommended light level guidelines and uniformity ratios established in the Illuminating Engineering Society of North America (IESNA) Lighting Requirements should be used, along with predominant lighting characteristics of the surrounding	<i>The overall lighting levels on the redevelopment site will follow the E3 – Suburban lighting levels. As with areas just to the east of this site, the internal spaces with the greatest nighttime activity will likely follow the E4 – Urban Pedestrian Activity</i>

<p>area when determining appropriate lighting design solutions.</p>	<p><i>lighting levels. The areas to the south and west generally fall under the E2 – Estate/Rural levels but with the ballfields to the west, on-site light levels may rise due to off-site sources on some evenings.</i></p>
<p>7. Light glare or excess brightness should be minimized. Light trespass should be controlled by shielding or aiming fixtures away from adjacent uses.</p>	<p><i>The on-site lighting will follow the applicable ordinances and guidelines of the City of Scottsdale.</i></p>
<p>8. Architectural and landscape lighting should only be used to highlight special features and to embellish the lighting levels of ground level pedestrian areas.</p>	<p><i>The main entries and the main common areas will have the greatest use of lighting embellishment. If art or other such special design features are incorporated, feature or focused lighting may be used to highlight such special elements.</i></p>
<p>9. Limited low voltage lighting of landscape features and plant material are acceptable when associated with pedestrian spaces and site entrance.</p>	<p><i>(See #8 above)</i></p>

Shading Design Guidelines

The Shading concepts prepared by the City of Scottsdale were done in response to the warm/hot, dry climate of the Sonoran Desert that has intense sun light exposure. The goals are to reduce energy consumption and to achieve indoor and outdoor spaces that are comfortable.

The concepts embodied by the Scottsdale presentation include:

Concept – Examples	Response
<p>Three-Tier Approach to Shading and Climate Appropriateness:</p> <ul style="list-style-type: none"> ▪ Heat avoidance through shading ▪ Passive cooling ▪ Mechanical equipment 	
<p>Heat avoidance through shading –</p> <ul style="list-style-type: none"> ▪ ‘Hard’ exterior shading devices (horizontal overhangs, vertical fins, eggcrate (grids and screens), variations of these (clerestory windows, movable devices, louvers, etc.) ▪ ‘Soft’ shading through plants (trees, vines on trellises, etc.) 	<p><i>Being consistent with the character of the proposed architectural character, the architectural devices that will be most appropriate for shading will be items such as fins, cantilevered roofs and decks, louvres, geometric screens, etc. Low heat-gain glass will be used throughout.</i></p> <p><i>In addition, the extensive tree canopy will provide shading of hardscapes and building facades.</i></p>
<p>Passive cooling –</p> <ul style="list-style-type: none"> ▪ Shaded outdoor spaces, breezeways, cooling towers ▪ Orientation of windows – minimize on south and west facing facades, angle so as to not have direct sunlight, double walls and/or roofs, etc. ▪ Minimal heat gain through treated glazing 	<p><i>Outdoor spaces will have extensive shading from trees, the major east/west open space corridor will channel the daily air movements on and off the nearby buttes, treated glass will be used and other techniques that can help to cool exterior spaces will be employed.</i></p>
<p>Mechanical equipment –</p> <ul style="list-style-type: none"> ▪ Ground (not roof) mounted, pre-cooling systems, over-night cold storage, etc. ▪ ‘Smart’ systems tuned to use, time of day, orientation of space, etc. 	<p><i>Modern, low-energy consuming air conditioning systems will be used, including both the mechanical as well as the control components. Well-rated insulation will be used in roofs and walls in order to minimize the demand on conditioning systems.</i></p>

McDowell Road Streetscape Guidelines

The City of Scottsdale has created specific streetscape design guidelines for the McDowell Road corridor from 64th Street to Pima Road. The following is a summary of key elements that apply to the Scottsdale Entrada redevelopment site and responses to these elements:

Streetscape Element	Response
Structured Xeric Zone: This zone is located from 64 th Street east to 70 th Street. This was originally focused on the uses and structure of the “Motor Mile” area with the auto dealerships. It is seen as an extension of the landscape in Papago Park which becomes more structured (formal instead of causally natural) and uses native desert and similar materials.	<i>The Scottsdale Entrada redevelopment will incorporate the components of the Structured Xeric Zone, although this was originally devised for dealership frontages. Given the depth of the right-of-way along McDowell Road, this approach will be enhanced along this frontage.</i>
Some of the materials suggested in this zone include: Shoestring Acacia, Palo Brea, medium to larger agaves, Ocotillo, and Angelita Daisy. Stonework reminiscent of the Papago Buttes is also encouraged.	<i>These will be incorporated into the landscape design, along with related and compatible materials.</i>
Wherever possible, the structure of the planting is to encourage a structured, more formal display of the plants that create fields of materials and masses of canopies.	<i>By providing an unpaved trail along the McDowell Road streetscape, the design will achieve an allee with two rows of trees. This extends the structured concept to a level not anticipated previously but which fits the concept very well.</i>
The design character anticipated is one of strong modern character with simple but strong structural materials and muted colors.	<i>The modern, Southwest character of street furniture and structures will be continued.</i>
Walls and shade elements are encouraged, as has been implemented in previous streetscape improvement projects along McDowell.	<i>Walls will be incorporated as needed by the changes in elevation on the site. These will be enhanced at the proposed entryway feature at the gateway corner of McDowell Road and 64th Street.</i>

