

# CITY COUNCIL REPORT



Meeting Date: December 7, 2020  
 General Plan Element: *Land Use*  
 General Plan Goal: *Create a sense of community through land uses*

## ACTION

**The Scottsdale Collection**  
**9-ZN-2020, 1-II-2020 and 9-AB-2020**

### Request to consider the following:

1. Adopt Ordinance No. 4479 approving a Zoning District Map Amendment for multiple parcels from Central Business, Parking P-3 District, Downtown Overlay and Parking P-2 District; Vehicle Parking, Downtown Overlay (C-2/P-3 DO and P-2 DO), Central Business, Downtown Overlay (C-2 DO), and Highway Commercial, Downtown Overlay (C-3 DO) zoning to Downtown/Downtown Multiple Use - Type 3, Parking District, Planned Block Development, Downtown Overlay (D/DMU-3 P-3 PBD DO) zoning, with an Infill Incentive (II) District to allow for amended development standards at the Old Town boundary, and a Development Plan with development standards, and a Parking Master Plan on an overall +/- 10.25-acre (gross land area) site generally located between E. Camelback Road to the north, N. Civic Center Plaza to the east, E. 6th Avenue to the south, and N. Scottsdale Road to the west.
2. Adopt Resolution No. 11979 abandoning alley right-of-way, varying in width from 18 feet to 20 feet, between E. Indian Plaza to the north and E. Shoeman Lane to the south, bordered by parcels 173-41-260, 173-41-182, 173-41-183 and 173-41-259.
3. Adopt Resolution No. 11978 declaring "The Scottsdale Collection Development Plan" as a public record.
4. Adopt Resolution No. 12008 authorizing Development Agreement 2020-194-COS.

### Goal/Purpose of Request

The applicant seeks approval to rezone several parcels to allow for a mixed-use project and eliminate an existing alley between E. Indian Plaza and E. Shoeman lane.

### Key Items for Consideration

- Significant reinvestment and revitalization in Old Town Scottsdale
- Development Plan may include new hotel use, which would contribute to the continued vitality of the Old Town area.

- Proposed setbacks and stepbacks at Old Town Boundary (E. Camelback Road) are less than the maximum allowed but bring height and massing closer to less intensive zoning across the street at the northeast portion of the site. (1-II-2020)
- No bonus Gross Floor Area Ratio (GFAR) or density proposed
- Request includes proposal for bonus height (up to 156 feet) at key location (intersection of N. Scottsdale Road & E. Camelback Road), and up to 141 feet internal to the site.
- Proposal includes allowance for maximum residential density allowed in the Old Town District (50 du/ac)
- Bonus height contribution of \$869,094 to be used for infrastructure improvements in the Old Town area, as determined by City Council
- Proposal includes Parking Master Plan (PMP) w/ Shared Parking calculations
- All required parking for Maya Hotel would be remote (W Hotel) per Parking Master Plan
- Proposal includes request to preserve 298 P-3 parking credits as part of Parking Master Plan.
- No stepback proposed for Maya hotel building; reduced setbacks also proposed (20 feet back of curb required, 12 feet proposed)
- Private hotel drop-off proposed in the public right-of-way on N. Buckboard Trail
- Building setbacks reduced along most street frontages in response to lot sizes and shapes, which may affect pedestrian convenience.
- Parcels included in “Phase 4” are disconnected and will be difficult to develop independently.
- No development proposed for “Phase 4” parcels; relationship to remainder of Development Plan.
- Contextual relationship of proposed buildings to existing buildings not included in Development Plan, to be addressed by plans for each phase of development
- Compensation for abandonment of alley to be determined by City Council.
- Access not impacted by the proposed abandonment
- Conformance to the Transportation Master Plan and Local Area Infrastructure Plan
- Public comment received
- Development Review Board considered the zoning case at the 10-15-2020 hearing and recommended approval with a vote of 4-0.
- Planning Commission considered these cases on 11-18-2020 and recommended approval with a vote of 4-1.

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## **OWNER**

Stockdale Capital Partners  
(602) 748-8888



## APPLICANT CONTACT

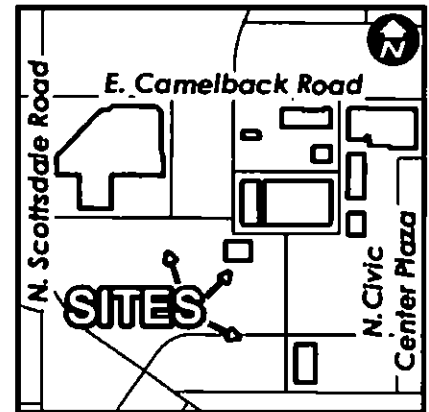
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John Berry  
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## LOCATION

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Various, generally located at the southeast corner of N. Scottsdale Road and E. Camelback Road



## BACKGROUND

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### General Plan

The Land Use Element of the City of Scottsdale 2001 General Plan designates the properties within the Development Plan as Mixed-Use Neighborhoods, which includes higher density residential combined with complementary office or retail uses, generally located in areas having access to multiple modes of transportation. Furthermore, the properties are located within a General Plan designated Growth Area - specific locations within the community that are most appropriate for development focus, and will best accommodate future growth, new development, and redevelopment.

### Character Area Plan

The properties within the development proposal are located within the boundary of the Old Town Scottsdale Character Area Plan (OTSCAP), a policy document that guides growth and development decisions for Scottsdale's downtown area. The properties are designated as Downtown Multiple Use within the Type 3 development area, located within both the OTSCAP designated Entertainment District and Arizona Canal District. Multiple Use areas provide a mix of activities through the development of mutually supportive land uses. Type 3 development is the most intense development permitted within Old Town and often includes public open and event spaces at the pedestrian level. The Entertainment District is generally defined as an area within Old Town that contains a mix of hotels, nightclubs, restaurants, bars, and a growing number of residences. The Arizona Canal District is generally defined as an area within Old Town that includes pedestrian and bicycle friendly pathways along the north and south banks of the canal, with the Marshall Way and Soleri Bridges providing non-motorized access across the canal, and includes a mix of retail, restaurants, office, and residential development adjacent to the canal.

### Zoning

All the parcels in the Development Plan (DP) area were annexed into the City in 1959 (Ord. No. 78). A series of zoning actions have taken place within the DP area since annexation, including proposals for the Marquee (7-ZN-2015) and DC Hotel (2-ZN-2018) that introduced taller buildings to the area. Most of the parcels in the DP area are presently zoned C-2 or C-3 with the Downtown Overlay.

### **Context**

Generally located at the southeast corner of North Scottsdale Road and East Camelback Road, the site is situated in a mature area of Scottsdale that includes a variety of building designs and intensity. Many projects in the vicinity have introduced building heights and contemporary designs that contribute to a more urban context. Abutting the development plan area to the north (east of Saddlebag Trail) is single-story commercial offices originally constructed as single-family residences in the 1960s. West of Saddlebag Trail, development intensity gradually increases and building heights rise (Sundial Resort – 48 feet and pending Edition Hotel – 90 feet). Development west of the project location includes the Waterfront Towers (130 feet). There is an eclectic mix of architectural styles in the area, including single-story brick buildings originally constructed in the 1960s. Refer to context graphics attached.

### **Adjacent Uses and Zoning**

- North: Various uses including retail, office, and single-family residences
- East: Various uses including retail, office, hotel and multi-family residential
- South: Various uses including retail, office, and multi-family residential
- West: Various uses including retail, office, and multi-family residential

### **Other Related Policies, References:**

- Scottsdale General Plan 2001, as amended
- 2018 Old Town Scottsdale Character Area Plan
- Old Town Urban Design & Architectural Guidelines
- Zoning Ordinance

## **APPLICANT'S PROPOSAL**

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### **Development Information**

The Development Plan proposes several buildings across +/- 6.5 acres (net) with a mix of uses including multi-family residential, office, restaurants and travel accommodations. The Development Plan is comprised of several buildings, ranging in height from 60 feet (three stories) to 156 feet (12 stories), consisting of up to 580,451 square feet of commercial floor area, up to 512 units of multi-family residential and a the potential for a 164-room hotel. Other project features include a significant Public Art presence throughout the DP area, public open space plazas, enhanced paving treatments and the potential for an enhanced pedestrian connection at the intersection of N. Scottsdale Road and E. Camelback Road (pending SRP approval).

The proposed zoning district map amendment would amend the current zoning from Central Business District, Parking District, Downtown Overlay and Parking Regulations, Downtown Overlay (C-2/P-3 DO and P-2 DO), Central Business District Downtown Overlay, (C-2 DO), and Highway Commercial, Downtown Overlay (C-3 DO), to Downtown/Downtown Multiple Use – Type 3, Planned Block Development, Downtown Overlay, Parking District (D/DMU-3 PBD DO P-3). The rezoning request is also accompanied by an Infill Incentive District request to allow for amended property

development standards for setbacks and stepbacks along the Old Town boundary, located at E. Camelback Road along the northeastern boundary of the project.

- Existing Use: Various
- Proposed Use: Mixed-Use
- Parcel Size: +/- 6.5 acres (net)
- Building Height Allowed: Base height (without PBD bonuses) in a Type 3 area: 84 feet (inclusive of rooftop appurtenances)  
Maximum bonus height in a Type 3 area w/ PBD: 156 feet (inclusive of rooftop appurtenances)
- Building Height Proposed: City Center site: 156 feet (inclusive of rooftop appurtenances)  
Mint site east of N. Saddlebag Trail: 96 feet (inclusive of rooftop appurtenances)  
Mint site west of N. Saddlebag Trail: 60 feet (inclusive of rooftop appurtenances)  
Maya site: 141 feet (inclusive of rooftop appurtenances; hotel and 55% of remaining Maya site)  
Maya site: 32 feet (inclusive of rooftop appurtenances) for 45% of the remaining Maya site
- Parking Required: Per Parking Master Plan w/ Shared Parking calculations: 746 spaces (see parking section of this report on Page 14 for additional information)
- Parking Provided: 763 spaces
- Open Space Required: None required in Old Town area
- Open Space Provided: 61,399 square feet (1.4 acres, including frontage open space)
- GFAR Allowed: 1.4 (without bonuses in a PBD; non-residential floor area only)
- GFAR Proposed: 1.3
- Density Allowed: 50 du/ac
- Density Proposed: 50 du/ac

## IMPACT ANALYSIS

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### Zoning Map Amendment

#### Land Use

The proposed project would redevelop and revitalize multiple sites that are presently underutilized; while adding alternative housing options in the Old Town area close to shops, restaurants and pedestrian amenities. The northwest corner of the site abuts the Arizona Canal, which over the

years has been transformed into one of the primary pedestrian amenities in the Old Town area; providing a vibrant pedestrian realm for residents. In addition to the residential, office, travel accommodations and restaurants are among the uses anticipated for the development, all of which should contribute to the vibrancy of the Old Town area. The applicant is seeking approval of a PBD to allow flexibility of development standards and provide a mix of uses that will further promote the Downtown area as a 24-hour community.

### **PBD Criteria**

In accordance with Section 6.1304.B of the Zoning Ordinance, the Planning Commission shall make a recommendation to City Council, based on the following criteria specified in the PBD overlay:

#### **Standard Criteria**

**1. The Development Plan shall reflect the goals and policies of the Character & Design chapter of the Old Town Character Area Plan.**

- The Old Town Scottsdale Character Area Plan places importance on the character created by new building design, and how it may address adjacent development and still be architecturally interesting (Character & Design Chapter, Goals CD1 and CD 9). The applicant's Development Plan states that future development resulting from the proposal will utilize materials, massing, and architecture inspired by both the local desert environment as well as Old Town's established urban context. This includes "specific design considerations have been given to the street frontages maintaining context appropriate building massing, pedestrian-scaled architectural elements, landscape shaded walkways, and enhanced hardscape design to allow for meaningful open space features in and around the site".
- The Old Town Scottsdale Character Area Plan addresses the importance of the pedestrian environment and how interaction with open spaces – and landscaping – can enhance such (Policies CD 1.5, CD 3.2, CD 4.1, CD 4.3, Goal CD 6, CD 7, M 1, and M 2). The applicant's Development Plan addresses the pedestrian environment, open space areas, and landscaping:
  - **Pedestrian Environment** - The Development Plan includes detail and direction regarding the pedestrian environment on all street frontages that are affected by this proposal via the Proposed Conceptual Streetscape Master Plan and the Connection Pedestrian exhibit. The Plan states that the proposal will "provide an interconnected and easily-navigated network of sidewalks that provide access to building entrances, parking, open space, transit and connections into downtown and beyond".
  - **Open Space** – Large swaths of open space are programmed and provided within the City Center, Mint, and Maya Conceptual Art and Community Open Space Location Plan. These exhibits provide detail specific to amount of open space provided along with how these spaces will conceptually interact with public art.

- **Landscaping** - The applicant states that a variety plants of differing color, texture, and shade will be utilized throughout the pedestrian environment. In review of the Development Plan, the applicant provides a specific, cohesive plant palette for use in streetscaping, plaza spaces, and other open space areas.
- The Old Town Scottsdale Character Area Plan (Character & Design Chapter, Policies CD 5.5, CD 6.3, and CD 9.4; Mobility Chapter, Policy M1.3; and, the Arts & Culture Chapter) focuses on the importance of public art as a cultural and place-making amenity. Throughout the submitted Development Plan, it is noted that the importance of arts and culture will be realized as a result of this plan— remarking that “Art will be unifying theme for the Scottsdale Collection incorporating, but not limited to, ground level experiences, shade elements, hardscape/seating, and architectural design creating unique art encounters and visual experiences for residents and visitors”. As discussed above, the Development Plan provides City Center, Mint, and Maya Conceptual Art and Community Open Space Location Plans. These exhibits provide detail specific to placement and type of public art – including murals, interactive, and shade art.
- Lighting within Old Town is important as it can provide a safe and inviting environment for all (Goal CD 8). The Development Plan states that, “Streetlights will be designed and sited in a manner that strengthen the unique design of the project while maintaining safety for pedestrians.” Furthermore, the Development Plan provides generalized direction related to future lighting utilized throughout the project, ensuring consistency throughout.

**Criteria to achieve bonus(es):**

1. **The proposed Development Plan reflects noteworthy investments to provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives in the vicinity where the development will be located.**
  - In order to achieve the proposed bonus heights for this development, the applicant is required to contribute a minimum of \$869,094 toward special improvements in the vicinity that are “above and beyond” those improvements normally required for the development. In this case, said improvements will ultimately be determined by the City Council. Potential options identified for this development include:
    - Public parking
    - Public open space
    - Pedestrian circulation improvements

In addition to the criteria above, the Development Review Board recommended approval based on the following PBD criteria:

**5. Criteria for a PBD Overlay District application in a Type 3 Area:**

a. **The Development Plan Shall reflect the goals and policies of the Character & Design Chapter of the Downtown Plan.**

- **Applicant Narrative:** The proposed rezone allows for higher intensities in a mixed-use setting to encourage an urban lifestyle and appropriate balance of land uses with a rich pedestrian environment. The requested bonus provisions requested allow for larger, connective open space amenities throughout the development. The property is ideally situated in a downtown setting that offers all ingredients for a successful mixed-use redevelopment site. The proposed urban design, architectural character, landscaping and hardscaping, and art elements will respect the unique climate, vegetation and Scottsdale's Old Town urban context by providing contextually appropriate building materials and colors with an emphasis on shade, connectivity and art.

Further, the Scottsdale Collection enhances the pedestrian oriented Old Town atmosphere by completely transforming the pedestrian experience within the Property through the activation of street frontages lining to the range of established uses in the area. Additionally, art will be a focal element of the project. It will be a unifying theme for the project incorporating, but not limited to, ground level experiences, shade elements, hardscape/seating and architectural design creating unique art encounters and visual experiences for residents and visitors. Landscaping will include plants proven to thrive in our desert climate while creating a shaded vegetative pedestrian experience at the ground level.

- **Staff Analysis:** From a context perspective, there are developments in the vicinity of similar intensity either fully constructed or pending construction; including The Marquee (7-ZN-2015; 150 feet in height), W Hotel (22-ZN-2004; 72 feet in height) and DC Hotel (2-ZN-2018; 78 feet in height). The City Center component (Parcel A), with heights up to 156 feet, is located in an area where height and massing are more prevalent, and is therefore more contextually compatible. However, this is a non-contiguous Planned Block Development proposal, meaning the parcels that make up the development plan area are not all connected. As such, there will be some contextual contrast where single-story buildings are abutted by much taller buildings. This may be a natural evolution of what is anticipated to be a much more intense area of Old Town in the coming years, being that this area is designated as a Type 3 area by the Old Town Character Area Plan.

Additionally, the proposed development abuts the Old Town boundary at E. Camelback Road, where transition of building height and massing is critical. The W Hotel set a precedence along this frontage; however it is close to the intersection of N. Scottsdale Road and E. Camelback Road where the adjacent development to the north is a utility substation, and the majority of building massing is not immediately on the E. Camelback Road street frontage. The yet to be constructed Edition Hotel (90 feet in height), also located just north of the W Hotel, will eventually improve contextual compatibility in this area. There is one building proposed on the east side of N. Saddlebag Trail that will be upwards of 96 feet in height along Camelback Road. Where this building is located, the buildings across the street to the north are small-scale single-story buildings averaging 16

feet in height. As such, transition of height along E. Camelback Road is a critical consideration. Though some stepbacks are proposed for these buildings (1:1 at 30 feet in height, 1:3 at 43 feet in height) there will still be a contrast between the proposed buildings and the less-intensive development on the north side of the street. The building on the west side of N. Saddlebag Trail will be limited to 60 feet (inclusive of rooftop appurtenances).

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

- **Applicant Narrative:** Of the overall development plan area, a segment of less than 100 feet touches the Old Town boundary (Parcel B). Massing at this location has been carefully planned by setting back building height deeper on the site versus vertically positioned on Camelback Road. Additionally, building height at this location will be limited to 96 feet east of N. Saddlebag Trail and 60 feet west of N. Saddlebag Trail, versus the potential 156 feet permitted in the Type 3 area. The hierarchy of massing and height, coupled with the varying architectural components, which will undulate and articulate the façade both vertically and horizontally, will prevent monolithic vertical buildings. These elements combined with strategic building placement will provide thoughtful transitions to/from the existing and future Old Town context.
- **Staff Analysis:** The Old Town Urban Design & Architectural Guidelines (OTUDAG) stress the importance of coordinating new building form with the surrounding context. More intense building mass, height and activity should be located away from existing development at the Old Town boundary. Additionally, setbacks and stepbacks should be utilized that reduce the apparent size and mass of buildings through architectural design that subdivides buildings into horizontal components consisting of a base, middle and top.

The City Center component (Parcel A), with heights up to 156 feet, is located in an area where height and massing are more prevalent, thus promoting contextual compatibility. Additionally, the buildings are setback a sufficient distance from the perimeter streets to further reduce the impacts of height and massing. While additional stepbacks are encouraged for the taller building on Parcel B, design responds favorably to the OTUDAG by utilizing a variety of materials and planer differentiation to create visual interest and reduce apparent massing. The Maya Hotel (Parcel C), though also lacking a stepback, is designed to minimize glazing, resulting in reduced solar heat gain; and includes a large recess on the east elevation, again to reduce apparent massing. Integrated balconies provide an amenity for guests that provides views of the surrounding context.

**c. The building form shall reflect the planned character of development within which the development project will be located.**

- **Applicant Narrative:** The Downtown ordinance-required setbacks and stepbacks are adhered to with the exception of the proposed amendments. The amendments are needed due to the smaller infill condition of the various properties, and the floor plate of

the hotel and residential uses, while respecting the importance of transitions to the overall urban context and streetscape.

- **Staff Analysis:** The Development Plan area is designated as a Type 3 area by the Old Town Character Area Plan. Type 3 areas are intended to provide opportunity for the most intensive development in the Old Town area, with allowed building heights up to 156 feet. The applicant's proposal is consistent with the intent of the Type 3 designation.
- d. **The Development Plan shall incorporate standards for development within three hundred fifty (350) feet of the Downtown Boundary that address appropriate transitions in building height and building massing between the proposed development and the zoning districts abutting or adjacent to the development.**
- **Applicant Narrative:** Of the overall development plan area, a segment of less than 100 feet touches the Old Town boundary. As such, massing at this location has been carefully planned by setting back building height deeper on the site versus vertically positioned on Camelback Road. Additionally, building height at this location will be limited to 96 feet, versus the potential 156 feet permitted in the Type 3 area. The hierarchy of massing and height, coupled with the varying architectural components, which will undulate and articulate the façade both vertically and horizontally, will prevent monolithic vertical buildings. These elements combined with strategic building placement will provide thoughtful transitions to/from the existing and future Old Town context.
  - **Staff Analysis:** Massing at the Old Town boundary (E. Camelback Road) is a consideration, primarily at Parcel B (The Mint site). The parcels along the E. Camelback Road frontage, on the west side of N. Saddlebag Trail, are very shallow, averaging 70 feet in depth, limiting the potential for development to achieve the allowed height in the D district and Type 3 areas (156 feet) and still minimize massing. The applicant understands the challenge and is proposing maximum building heights of 60 feet (inclusive of rooftop appurtenances) west of N. Saddlebag Trail. The parcels east of N. Saddlebag Trail are deeper and can better accommodate higher buildings while addressing impacts from massing. Proposed design for the buildings at this location includes stepbacks in an effort to reduce massing, starting at 45 feet in height. Additionally, a variety of materials are utilized that establish a hierarchy to reduce apparent massing at the Old Town boundary.
- e. **The Development Plan for development within one hundred (100) feet of a Type 1 area, Type 2 area and/or Type 2.5 area shall address appropriate transitions in building heights, building massing and landscape materials between the proposed development and the Type 1 area, Type 2 area or Type 2.5 area.**
- **Applicant Narrative:** Proposed buildings adjacent to the Type 2 or Type 2.5 areas will be designed with a stepped transition depending on location and use of the building, while



respecting the surrounding context and typology. The hierarchy of massing and height coupled with the varying architectural components, which will undulate and articulate the façade both vertically and horizontally, will prevent monolithic vertical buildings.

- **Staff Analysis:** The City Center site (Parcel A) is located adjacent to the existing W Hotel (72 feet in height), the pending Marquee office building (150 feet) and the pending Edition Hotel site (90 feet). The Edition Hotel site is the only one of the three designated as a Type 2 area. Additionally, though not immediately adjacent, the Waterfront Towers at 145 feet are in the vicinity. Once built, development on Parcel A will be generally consistent with the surrounding context. The same condition applies to Parcel C (Maya Hotel site), which does not abut any Type 2 or Type 2.5 areas. See analysis from previous criterion for Parcel B.
- f. **The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms and architectural features that address human scale and pedestrian orientation**
- **Applicant Narrative:** Active street frontages are provided throughout the Scottsdale Collection and will allow for parking, integration of shade trees and human-scale landscaping and hardscape, including sidewalks and furniture for pedestrians. Architecturally, the buildings will likely invoke a contemporary design with elements inspired by the evolving Old Town character, providing for a higher quality pedestrian environment inspired by a variety of refined building elements rather than a single, large unarticulated mass.
  - **Staff Analysis:** The circulation plan calls for sidewalks as wide as 10 feet, with no sidewalk less than 6 feet in width. Parcel A provides an enhanced elevated pedestrian plaza that includes a large plaza space, walkway and connection to N. Buckboard Trail from the intersection of N. Scottsdale Road and E. Camelback Road. The Maya Hotel (Parcel C) attempts to establish a pedestrian scale by providing shade devices over the ground level that conceal the proposed height and massing from pedestrian walking on the street; however, a building setback of 10 feet and a drop-off lane are also proposed for the hotel site which substantially reduces the desired sidewalk width (20 feet minimum) on N. Buckboard Trail. Overall, the proposal includes public open space plazas, both at street level and elevated; however, the lack of cohesiveness within the Development Plan area makes consistent pedestrian connectivity between sites and open space plazas challenging. The applicant has agreed to a phasing plan that will address this issue.

The applicant has submitted a Traffic Impact Analysis (TIMA) however, the land uses and densities for parcels around the one-way loop in the Entertainment area make a thorough review of traffic impacts difficult. Conceptually, it is difficult to project that this development will not impact vehicular circulation within the Entertainment loop by creating more congestion, as there are no street improvements anticipated to address this concern. With each phase of development, a traffic study will be required, and

approval will be based on demonstration of a satisfactory level of service being maintained.

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

- **Applicant Narrative:** The existing network of pedestrian linkages will be celebrated and enhanced with the proposed development. Alternative modes of transportation, such as by foot, bicycle, bus and/or trolley will be encouraged. Encouraging these alternative means of transportation is inherent to downtown development as the proposed Development Plan is located near numerous established retail, restaurants and cultural destinations.
- **Staff Analysis:** The proposed Development Plan will inject significant pedestrian volume to internal streets. It is not clear from the Development Plan how this volume will be accommodated. Ideally a minimum 20-foot wide sidewalk should be provided for internal streets (with no private encroachments) to promote a safe and comfortable pedestrian experience. Along perimeter streets (N. Scottsdale Road and E. Camelback Road) that are perhaps not utilized by pedestrian as much as the internal sidewalks, a minimum 10-foot clear width will be provided. One challenge with this proposal, as previously indicated, is the lack of continuity. Individual properties within the development are scattered, rather than being connected in a single Planned Block Development (PBD). In order to promote consistency and a cohesive streetscape, each phase of the development will be required to improve the right-of-way between properties owned by the applicant.

**Property Development Standards**

The Development Review Board shall review any proposed amendments to the property development standards included in the Development Plan and provide a recommendation to the Planning Commission. The applicant is proposing several amendments to the property development standards of the D District as part of the proposed PBD and the companion Infill Incentive District request. A detailed description of those amendments can be found in the narrative portion of the Development Plan (Attachment #3). The following is a summary of the proposed property development standards (by parcel):

**Parcel A (City Center):**

- Maximum building height of 150 feet + 6 feet for rooftop appurtenances (*allowed by PBD w/bonuses*)
- Building setback of 40 feet from back of curb, excluding deceleration lane and bus bays (*no change from standard requirement*)
- Building stepback plane of 2:1 beginning at 45 feet in height on streets (*no change from standard requirement*)

**Parcel B (The Mint)**

- Maximum building height of 90 feet + 6 feet for rooftop appurtenances east of N. Saddlebag Trail, 60 feet west of N. Saddlebag Trail (*up to 150 feet + 6 feet for rooftop appurtenances allowed w/ PBD*)
- Building setback of 20 feet along E. Camelback Road west of N. Saddlebag Trail, 25 feet east of N. Saddlebag Trail (*standard zoning requirement: 40 feet*)
- Building stepback plane for eastern 100 feet of 30 feet beginning at 50 feet in height; for remaining portion, 2:1 beginning at 45 feet (*standard zoning requirement: 1:1 beginning at 30 feet in height, 1:3 thereafter*)

**Parcel C (Maya Block)**

- Maximum building height of 135 feet + 6 feet for rooftop appurtenances (*up to 150 feet + 6 feet for rooftop appurtenances allowed w/ PBD; not requested with this application*)
- For the portion of the Maya block not proposed for the hotel site, buildings shall be a maximum of 141 feet on 55% of the property and a maximum of 32 feet on 45% of the property
- Building setback of 12 feet adjacent to on-street parking and drop-off lane (*standard zoning requirement: 20 feet from back of curb*). This setback shall be clear with no encroachments for private improvements, including patios.
- No stepback from street frontages (*standard zoning requirement: 2:1 beginning at 45 feet in height*)

**\*\*Other Parcels (future phases)**

- Maximum building height of 65 feet for rooftop appurtenances (*up to 150 feet + 6 feet for rooftop appurtenances allowed w/ PBD; not requested with this application*) on the southernmost property at N. Wells Fargo & E. Stetson only; 50 feet on all other properties
- Building setback of 10 feet from back of curb (*standard zoning requirement: 20 feet from back of curb*) This setback shall be clear with no encroachments for private improvements, including patios.
- Building stepback plane of 2:1 beginning at 60 feet in height (*standard zoning requirement: 2:1 beginning at 45 feet in height*)

**\*\*No development proposed as part of this application. Standards would apply to future development.**

**Downtown Infill Incentive Plan**

The Downtown Infill Incentive District and Infill Incentive Plan allow modifications to the Property Development Standards of the Downtown District beyond those that may be permitted in accordance with the Planned Block Development (PBD) Overlay District. These include potential modifications to building height and other development standards and related criteria. The goals of the Downtown Infill Incentive Plan (DIIP) provide additional criteria for amending these standards and mirror the PBD criteria discussed in this report. The most significant goal and objective of the DIIP related to this application is, Goal 2 and Objective 2.3, which states “Any new development, infill development and redevelopment adjacent to the Downtown boundary shall incorporate

*contextually appropriate transitions to the established development outside the Downtown boundary”.*

**Staff Analysis:** As previously discussed, the Mint site (Parcel B) has the most direct impact on the E. Camelback Road frontage due to its proximity to less-intensive development on the north side of E. Camelback Road. Several steps are taken by the applicant in an attempt to mitigate the impacts of height and massing along this frontage; however, due to the shallow parcel depths (70 feet in some areas), it is challenging to achieve the desired height and still provide appropriate transition of height and massing at the Old Town boundary. As proposed, buildings at this location will be vertical up to 45 feet without a stepback. Additionally, the proposal includes a reduction of the standard building setback from 40 feet back of curb to 25 feet back of curb along E. Camelback Road, which results in buildings being closer to the street. The applicant has reduced the proposed height from the maximum allowed in Type 3 to 60 feet west of Saddlebag Trail and 90 feet east of N. Saddlebag Trail.

### **Transportation**

The development associated with the proposed zoning district amendment is located in the downtown area bounded by Scottsdale Road, Civic Center Plaza, Camelback Road, and Shoeman Lane. The street system in this area is complete and major changes in street cross sections, alignments, and traffic control are not being proposed with this development. Sidewalks and pedestrian facilities will be enhanced as the individual parcels are developed. Transportation staff has recommended that an eastbound deceleration lane be constructed on Camelback Road at the Brown Avenue intersection. Due to the proximity of the Brown Avenue intersection on Camelback Road to Scottsdale Road, Transportation staff is recommending to restrict the northbound left-turn movement during the peak traffic hours. Transportation staff is also in the process of installing a traffic signal at the Camelback Road and Saddlebag Trail intersection due to the high volume of pedestrian crossings during weekend evenings.

A Traffic Impact and Mitigation Analysis (“TIMA”) was submitted for the proposed development. The approval of the zoning district change for the proposed project will result in an estimated 8,257 trips generated per day to and from the project site. The development is estimated to generate 355 a.m. peak hour trips, 638 p.m. peak hour trips, and 251 trips during the late evening peak hour starting at 10:30 PM. This represents an increase of 6,736 (+442%) weekday daily trips over the existing land uses. Due to the COVID-19 conditions the traffic consultant was unable to collect traffic volumes at all of the study intersections. As a result, the case stipulations require that the applicant provide an update traffic impact analysis with each Development Review Board application for parcels that are included in this rezoning application. It is not anticipated that the proposed site generated traffic will create capacity issues at the major intersections along the boundary of the site. The street system within the planned development has several routes that can be utilized for access which will help to disperse traffic as needed.

Transportation staff does have concerns regarding the enhanced pavement markings shown on the site plans and crosswalks proposed at intersections that do not have traffic control to stop vehicles.

The site plan also shows a pedestrian crossing on Scottsdale Road in between Shoeman Lane and Camelback Road that does not include any traffic control. The stipulations require that these issues be resolved with staff prior to final development approval.

### **Parking**

A Parking Master Plan (PMP) was submitted as part of this application. As allowed in Section 9.104.E of the Zoning Ordinance, the PMP utilizes a Mixed-Use Shared Parking Program (MUSPP) as the basis for determining required parking for the project. The MUSPP determines needed parking based on hours of operation and peak demands. For example, an office use typically only needs parking between the hours of 8:00 AM to 5:00 PM. After hours, no parking is required for the office users, and can be utilized for other uses during this time. The objective of the MUSPP is to encourage the use of alternative means of transportation and reduce pavement and impermeable surfaces.

The Parking Master Plan also recommends parking ratios based on market analysis and parking trends. For this project, 1.1 spaces per residential bedroom is proposed. Analysis in the PMP suggests residents in an urban setting are less dependent on their vehicles, and the PMP cites the Broadstone Waterfront community as an example. That development provides 1.53 spaces per unit however, it is suggested that 1.02 spaces per bedroom is sufficient, based on its urban location close to restaurants and retail, to meet demand. For this project, it is suggested that a 1.1 space per bedroom ratio results in an additional parking space for every 7.5 units. For the hotel use, a ratio of 0.8 spaces per key is recommended. This is consistent with the ratio utilized for both the Canopy Hotel (21-ZN-2017) and the DC Hotel (2-ZN-2018); justification being that most hotel guests no longer rent vehicles or drive their own vehicles to a hotel. Ride sharing options are now the preferred method, to get to and from the hotel and to get to nearby activities and restaurants. The PMP cites analysis of other hotels in the Old Town area as justification for a 0.43 to 0.65 per key ratio.

A total of 763 physical parking spaces are proposed for this development. Utilizing recommended ratios for multi-family and hotels, combined with the MUSPP, parking demand for the City Center site would be between 410 and 454 spaces. A total of 521 spaces are proposed on the City Center site, leaving a surplus of between 67 and 111 spaces. Utilizing the same analysis and MUSPP ratios, the Mint site would require between 157 and 160 spaces. A total of 242 spaces are proposed, leaving a surplus of between 82 and 85 spaces. Finally, for the Maya site, all parking for the hotel use (132 spaces) is proposed to be provided remotely, utilizing valet service. The PMP suggests that the adjacent W Hotel is able to accommodate most of the needed parking for the Maya Hotel. 218 spaces are provided at the W Hotel. The PMP suggests maximum parking demand for the W Hotel is 104 spaces, leaving a surplus of 114 spaces. Combined with the 22 spaces presently proposed at the plaza space south of the hotel site, a total of 136 spaces are provided for the hotel.

### **Water/Sewer**

Basis of Design (BOD) reports for water and sewer were submitted and have been accepted by the Water Resources Division, with conditions. Upsizing and rerouting of sewer infrastructure will be required, to handle demands generated by the City Center site and accommodate the proposed

hotel use. Similar improvements will be required for the water infrastructure, though in general existing lines are sufficient to accommodate the project.

### **Public Safety**

The City's public service divisions have reviewed the proposal and determined that existing facilities are sufficient to provide service to the proposed uses. No impacts to existing service levels are anticipated.

### **Open Space**

Though no open space is required in the Old Town area, the proposal includes publicly accessible open space, mostly contained within the public plaza proposed for the City Center site (15,000 square feet) and a publicly accessible elevated bridge over N. Saddlebag Trail that will connect the west int site to the east Mint site. The open space plan for the project includes a significant plaza area on the City Center site that will announce the project at the intersection of N. Scottsdale Road and E. Camelback Road and provide a pedestrian connection through the City Center site to the rest of the project. The applicant is coordinating with SRP to enhance the canal at the intersection, which would improve/widen the sidewalk connection. Internal and perimeter sidewalks will be widened to accommodate anticipated pedestrian traffic. Sidewalks along the E. Indian Plaza and E. Shoeman Lane street frontages for the Maya Hotel site are proposed to be a minimum of 12 feet. For a use that generates significant pedestrian traffic, a minimum of 20 feet in width is recommended.

### **Abandonment**

#### **Traffic/Trails**

The alley is mostly utilitarian, providing access for refuse collection and parking spaces on the adjacent parcels; all of which is proposed to be relocated to make way for the proposed hotel. The proposed abandonment will not affect access to any of the adjacent properties. There are no existing trails affected by the proposed abandonment.

#### **Emergency/Municipal Services**

All existing emergency and service vehicle access to properties surrounding the site will be maintained and provided by existing streets. No impacts to service levels are anticipated.

#### **Public Utilities**

All public utilities have been notified of the applicant's request. There are existing dry utilities in the alley and the applicant is coordinating with the individual utility providers to relocate and/or bury lines as needed. In addition to the dry utilities, there are existing water and sewer lines in the alley. These lines were identified during Water Resources review of the BOD's and the applicant will be responsible for relocating these lines.

#### **Community Involvement**

Over 500 property owners within 850 feet of the Development Plan boundary (750 feet required), and the City's Interested Parties List have been notified by mail of the applicant's request. Additionally, the proposal was advertised on the City's P&Z Link and application materials were made available on the City's website for public view. Prior to COVID, the applicant team held two

town hall meetings and walking tours of the DP area to get feedback. Per the applicant's Citizen Outreach Report, a total of 37 people attended the two town hall meetings. Issues raised included parking, building height, use mix, traffic, art and timing of construction. The report indicates that the majority of feedback was favorable.

During May and June, in response to COVID, numerous update presentations were presented via Zoom to property owners in the area and many of the individuals who attended the town hall meetings. Per the report, response from these presentations was also generally favorable. See timeframe below.

- 11/21/2019: Community meeting prior to submittal (Galleria; 25+ attendees)
- 12/17/2019: Community meeting prior to submittal (W Hotel; 20+ attendees)
- 1/27/2020: walking tour with interested parties
- 1/28/2020: walking tour with interested parties
- 5/27/2020: Heads-up postcard sent to property owners within 750 feet of the Development Plan boundary (when case was first submitted).
- 9/24/2020: Site posted with Early Notification sign announcing 10/5/2020 virtual open house
- 9/30/2020: Site posted with a sign announcing 10/15/2020 Development Review Board hearing
- 10/9/2020: Site posted with Hearing Sign announcing the 11/18/2020 Planning Commission hearing.
- 11/2/2020: Heads-up postcard sent to property owners within 750 feet of the Development Plan boundary announcing the 11/18/2020 Planning Commission hearing.
- 11/5/2020: Hearing sign posted at site updated to announce the 12/2/2020 City Council hearing.

**Community Impact/Policy Implications**

- Significant pedestrian improvements in and around the Development Plan area
- Publicly accessible plaza space at the intersection of N. Scottsdale Road and E. Camelback Road
- Significant Public Art presence throughout the Development Plan area
- Significant reinvestment in the Old Town area
- Parking reduction from standard ordinance requirements proposed as part of Parking Master Plan
- Reduced building setbacks and stepbacks proposed along Old Town boundary (E. Camelback Road) at northeast corner of project

- Reduced building setbacks, and private drop-off in the public right-of-way on N. Buckboard Trail proposed at Maya Hotel site

## OTHER BOARDS & COMMISSIONS

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### Development Review Board

The Development Review Board considered the zoning case at the 10/15/2020 hearing and recommended approval with a 4-0 vote. During discussion, there was an inquiry about the potential for an enhanced pedestrian connection across N. Scottsdale Road. Additionally, the applicant as urged to pursue the enhancements for the triangle of land at the intersection of N. Scottsdale Road and E. Camelback Road.

### Planning Commission

Planning Commission considered these cases at the 11/18/2020 hearing and recommended approval with a vote of 4-1. There were 4 requests to speak, all of whom were in favor of the proposal. The Commissioner who dissented expressed concern that, due to the size and significance of the project cases should be continued, to a date to be determined, so they could be considered in a public forum; where citizens could voice their concerns/opinions directly to the Planning Commission, rather than remotely.

### Staff's Recommendation to Planning Commission

1. Staff recommended that the Planning Commission find that the Planned Block Development Overlay criteria have been met, and determine that the proposed zoning district map amendment is consistent with and conforms to the adopted General Plan, and make a recommendation to City Council for approval of a zoning district map amendment for multiple parcels from Central Business, Parking P-3 District, Downtown Overlay and Parking P-2 District; Vehicle Parking, Downtown Overlay (C-2/P-3 DO and P-2 DO), Central Business, Downtown Overlay (C-2 DO), and Highway Commercial, Downtown Overlay (C-3 DO) zoning to Downtown/Downtown Multiple Use - Type 3, Parking District, Planned Block Development, Downtown Overlay (D/DMU-3 P-3 PBD DO) zoning, with an Infill Incentive (II) District to allow for amended development standards at the Old Town boundary, and a Development Plan with development standards, and a Parking Master Plan on an overall +/- 6.5-acre (net land area) site generally located between E. Camelback Road to the north, N. Civic Center Plaza to the east, E. 6th Avenue to the south, and N. Scottsdale Road to the west, per the attached stipulations.
2. Staff recommended that Planning Commission make a recommendation to City Council for approval to abandon alley right-of-way, varying in width from 18 feet to 20 feet, between E. Indian Plaza to the north and E. Shoeman Lane to the south, bordered by parcels 173-41-260, 173-41-182, 173-41-183 and 173-41-259, subject to the following:
  - a. All existing water and sewer lines, including fire lines, in the alley shall be removed or relocated to the satisfaction of the Water Resources Division.
  - b. The property owner shall pay compensation to the City, in an amount to be determined by City Council, for abandonment of the public interest in the alley right-of-way.



## **RECOMMENDATION**

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1. Adopt Ordinance No. 4479 approving a Zoning District Map Amendment for multiple parcels from Central Business, Parking P-3 District, Downtown Overlay and Parking P-2 District; Vehicle Parking, Downtown Overlay (C-2/P-3 DO and P-2 DO), Central Business, Downtown Overlay (C-2 DO), and Highway Commercial, Downtown Overlay (C-3 DO) zoning to Downtown/Downtown Multiple Use - Type 3, Parking District, Planned Block Development, Downtown Overlay (D/DMU-3 P-3 PBD DO) zoning, with an Infill Incentive (II) District to allow for amended development standards at the Old Town boundary, and a Development Plan with development standards, and a Parking Master Plan on an overall +/- 6.5-acre (net land area) site generally located between E. Camelback Road to the north, N. Civic Center Plaza to the east, E. 6th Avenue to the south, and N. Scottsdale Road to the west.
2. Adopt Resolution No. 11979 abandoning alley right-of-way, varying in width from 18 feet to 20 feet, between E. Indian Plaza to the north and E. Shoeman Lane to the south, bordered by parcels 173-41-260, 173-41-182, 173-41-183 and 173-41-259.
3. Adopt Resolution No. 11978 declaring "The Scottsdale Collection Development Plan" as a public record.
4. Adopt Resolution No. 12008 authorizing Development Agreement 2020-194-COS.

## **RESPONSIBLE DEPARTMENT**

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### **Planning and Development Services**

Current Planning Services

## **STAFF CONTACT**

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Greg Bloemberg

Senior Planner

480-312-4306

E-mail: [gbloemberg@ScottsdaleAZ.gov](mailto:gbloemberg@ScottsdaleAZ.gov)

## APPROVED BY

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Greg Bloemberg, Report Author

11-11-2020  
Date



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Tim Curtis, AICP, Current Planning Director  
480-312-4210, tcurtis@scottsdaleaz.gov

11/13/2020  
Date



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Randy Grant, Executive Director  
Planning and Development Services  
480-312-2664, rgrant@scottsdaleaz.gov

11/16/20  
Date

## ATTACHMENTS

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1. Context Aerial
- 1A. Aerial Close-Ups
2. Ordinance No. 4479
  - Exhibit 1: Stipulations
  - Exhibit 2: Zoning Map
3. Resolution No. 11978
  - Exhibit A: "The Scottsdale Collection Development Plan"
4. Resolution No. 11979
5. Resolution No. 12008
6. Contract No. 2020-194-COS
7. Additional Information
8. Old Town Character Area Plan Land Use Map
9. Old Town Character Area Plan Development Types Map
10. Current Zoning Map
11. Traffic Impact Summary
12. Parking Master Plan Summary
13. Citizen Involvement
14. City Notification Map
15. 10/15/2020 Development Review Board Meeting Minutes
16. 11/18/2020 Planning Commission Meeting Minutes



**Community & Economic Development Division  
Planning and Development Services**

7447 East Indian School Road, Suite 105  
Scottsdale, Arizona 85251

**To:** Honorable Mayor and City Council  
**From:** Greg Bloemberg, Senior Planner   
**Through:** Tim Curtis AICP, Current Planning Director   
**CC:** Randy Grant, Planning & Economic Development Executive Director  
**Date:** November 16, 2020  
**Re:** 9-ZN-2020 and 1-II-2020 related to Scottsdale Collection

Honorable Mayor and City Council,

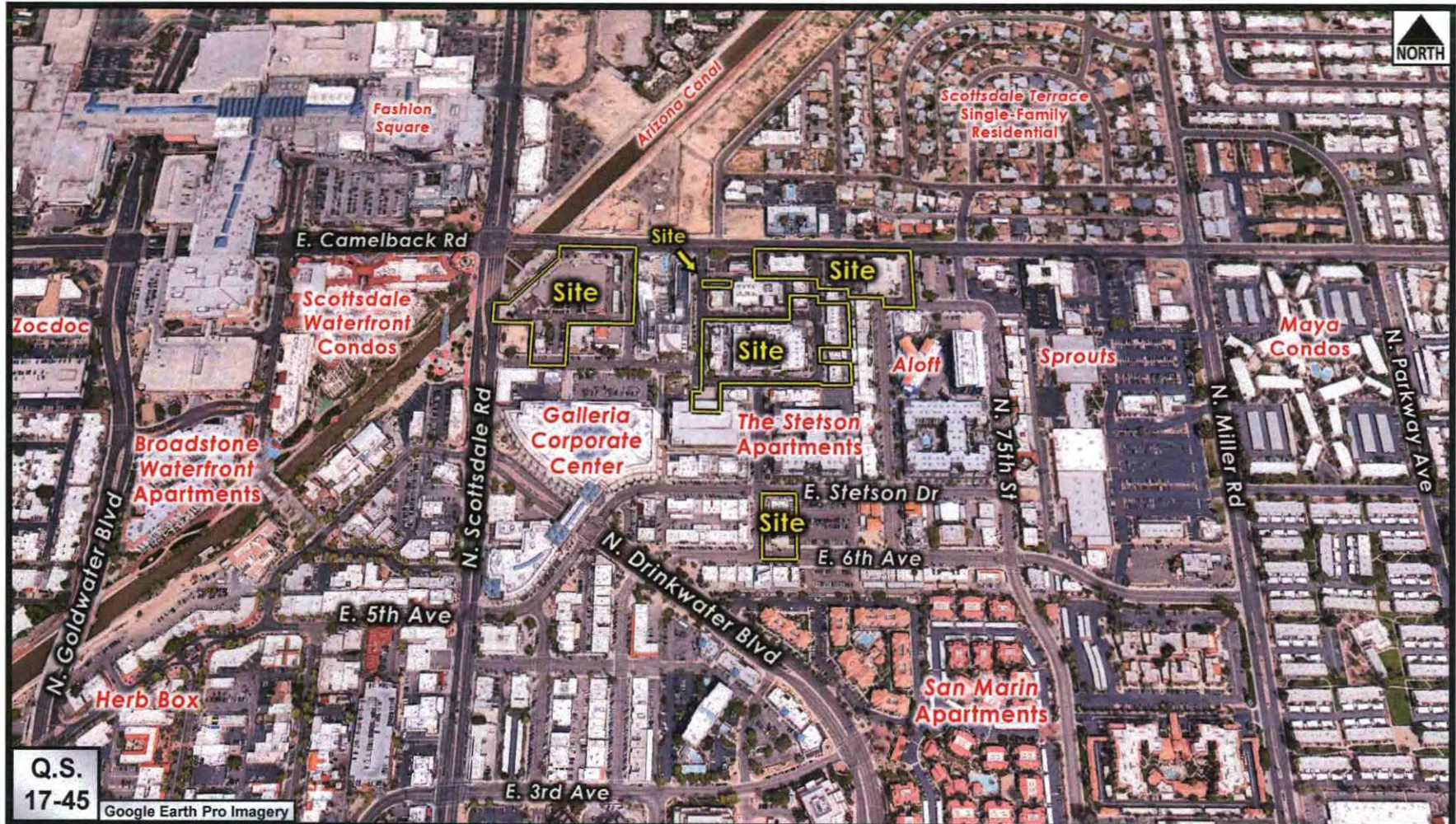
The following items related to these cases will be provided in a supplemental packet:

- Contract No. 2020-194-COS (Development Agreement)
- Planning Commission Recommendation
- 11/18/2020 Planning Commission Meeting Minutes

Please contact me with any questions,

Greg Bloemberg  
Senior Planner





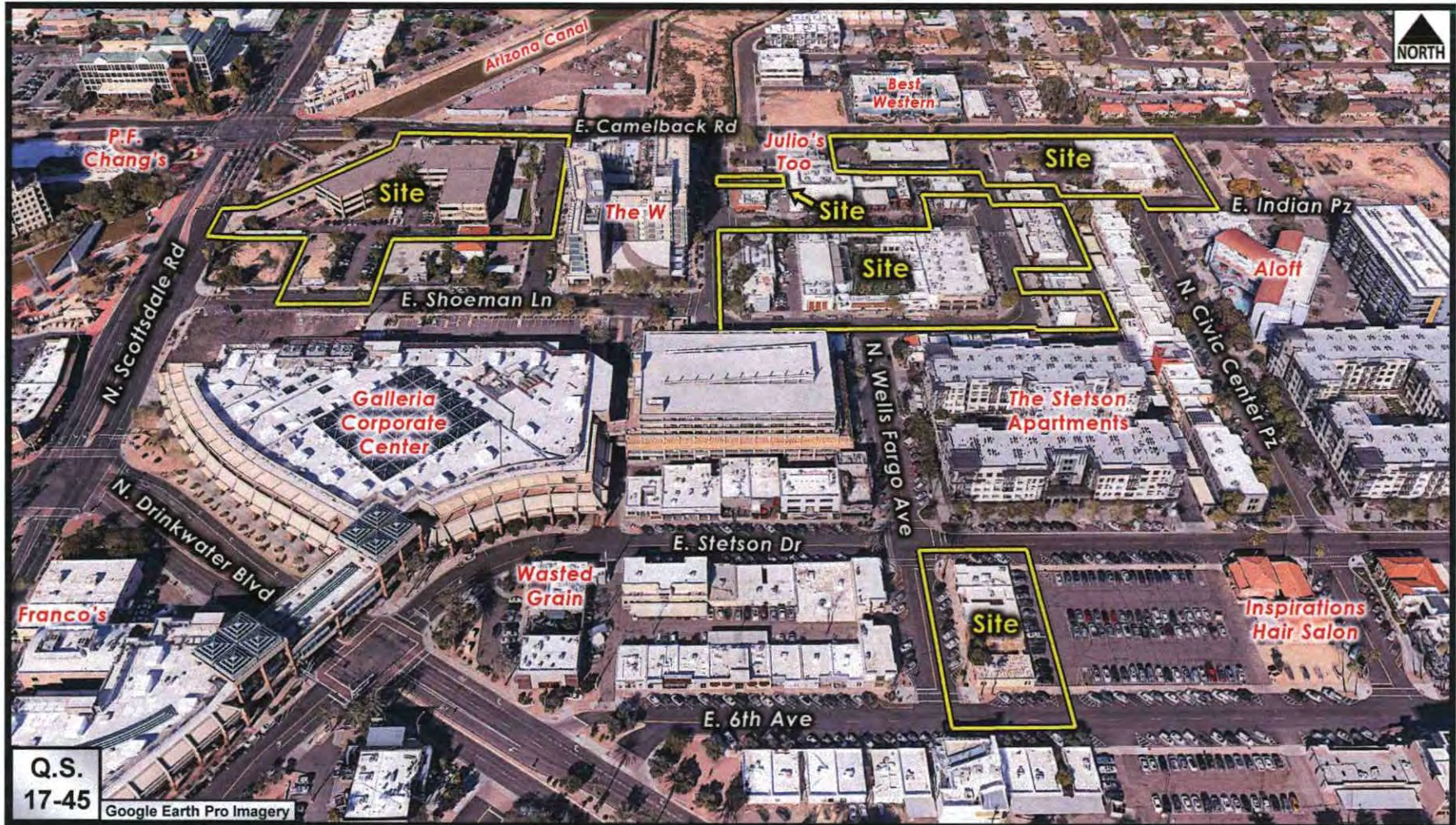
Q.S.  
17-45

Google Earth Pro Imagery

Context Aerial

9-ZN-2020





Close-up Aerial 1

9-ZN-2020





Close-up Aerial 2

9-ZN-2020

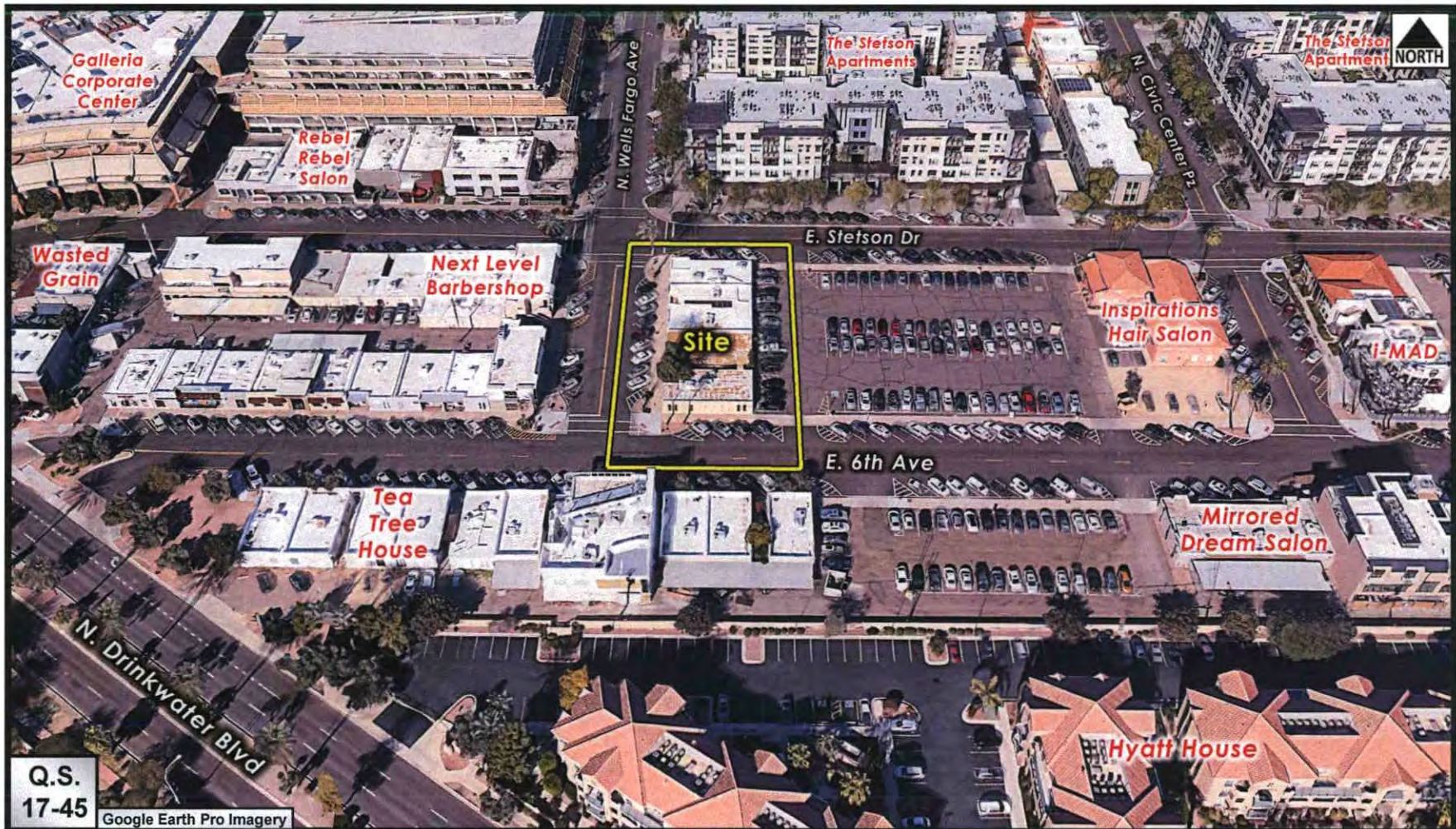




Close-up Aerial 3

9-ZN-2020





Close-up Aerial 4

9-ZN-2020



**ORDINANCE NO. 4479**

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF CHANGING THE ZONING ON THE "DISTRICT MAP" TO ZONING APPROVED IN CASE NO. 9-ZN-2020 AND CASE NO. 1-II-2020 FROM CENTRAL BUSINESS, PARKING P-3 DISTRICT, DOWNTOWN OVERLAY AND PARKING P-2 DISTRICT; VEHICLE PARKING, DOWNTOWN OVERLAY (C-2/P-3 DO AND P-2 DO), CENTRAL BUSINESS, DOWNTOWN OVERLAY (C-2 DO), AND HIGHWAY COMMERCIAL, DOWNTOWN OVERLAY (C-3 DO) ZONING TO DOWNTOWN/DOWNTOWN MULTIPLE USE - TYPE 3, PLANNED BLOCK DEVELOPMENT, PARKING P-3 DISTRICT DOWNTOWN OVERLAY (D/DMU-3 PBD P-3 DO) ZONING, WITH AN INFILL INCENTIVE (II) DISTRICT TO ALLOW FOR AMENDED DEVELOPMENT STANDARDS AT THE OLD TOWN BOUNDARY, AND A DEVELOPMENT PLAN WITH DEVELOPMENT STANDARDS, AND A PARKING MASTER PLAN ON AN OVERALL +/- 10.2-ACRE SITE GENERALLY LOCATED BETWEEN E. CAMELBACK ROAD TO THE NORTH, N. CIVIC CENTER PLAZA TO THE EAST, E. 6TH AVENUE TO THE SOUTH, AND N. SCOTTSDALE ROAD TO THE WEST.

WHEREAS, the Planning Commission held a hearing on November 18, 2020;

WHEREAS, the City Council held a hearing on December 2, 2020; and

WHEREAS, the City Council finds that the proposed development is in substantial harmony with the General Plan of the City of Scottsdale and will be coordinated with existing and planned development; and

WHEREAS, the City Council finds that the following Planned Block Development criteria have been met:

- a. The proposed development supports the land use elements of the General Plan and the Downtown Plan.
- b. Each proposed land use helps maintain a balance of land uses in the Downtown Area in accordance with the Downtown Plan.
- c. Each proposed land use is compatible with the adjacent development, and strengthens the mix of land uses and activities in the Downtown Area.
- d. Each proposed land use substantially implements the pedestrian oriented, twenty-four (24) hour downtown community goals of the Downtown Plan.

- e. The proposed Development Plan reflects noteworthy investments to provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives, in the vicinity where the development will be located.

WHEREAS, it is now necessary that the comprehensive zoning map of the City of Scottsdale ("District Map") be amended to conform with the decision of the Scottsdale City Council in Case No. 9-ZN-2020.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Scottsdale, as follows:

Section 1. That the "District Map" adopted as a part of the Zoning Ordinance of the City of Scottsdale, showing the zoning district boundaries, is amended by rezoning a +/-10.2-acre site generally located between E. Camelback Road to the north, N. Civic Center Plaza to the east, E. 6<sup>th</sup> Avenue to the south, and N. Scottsdale Road to the west and marked as "Site" (the Property) on the map attached as Exhibit 2, incorporated herein by reference, from Central Business, Parking P-3 District, Downtown Overlay and Parking P-2 District; Vehicle Parking, Downtown Overlay (C-2/P-3 DO and P-2 DO), Central Business, Downtown Overlay (C-2 DO), and Highway Commercial, Downtown Overlay (C-3 DO) zoning to Downtown/Downtown Multiple Use - Type 3, Planned Block Development, Downtown Overlay (D/DMU-3 PBD DO) zoning, with an Infill Incentive (II) District, and by adopting that certain document entitled "The Scottsdale Collection Development Plan" declared as public record by Resolution 11978 which is incorporated into this ordinance by reference as if fully set forth herein.

Section 2. That the above rezoning approval is conditioned upon compliance with all stipulations attached hereto as Exhibit 1 and incorporated herein by reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale this \_\_\_\_ of \_\_\_\_\_, 2020.

ATTEST:

CITY OF SCOTTSDALE, an Arizona  
municipal corporation

By: \_\_\_\_\_  
Carolyn Jagger, City Clerk

By: \_\_\_\_\_  
W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM:  
OFFICE OF THE CITY ATTORNEY

  
\_\_\_\_\_  
Sherry R. Scott, City Attorney  
By: Joe Padilla, Deputy City Attorney

**Stipulations for the Zoning Application:  
The Scottsdale Collection  
Case Number: 9-ZN-2020 and 1-II-2020**

These stipulations are in order to protect the public health, safety, welfare, and the City of Scottsdale.

**Text in bold print and strikethrough represents changes made after the Planning Commission hearing.**

**SITE DESIGN**

1. **CONFORMANCE TO DEVELOPMENT PLAN.** Development shall conform to the Development Plan, entitled "Scottsdale Collection Development Plan," which is on file with the City Clerk and made a public record by Resolution No. 11978 and incorporated into these stipulations and ordinance by reference as if fully set forth herein. The Development Plan is contingent upon the fulfillment of special public improvements requirements as outlined in and governed by the associated Development Agreement. Any proposed significant change to the Development Plan, as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council. Where there is a conflict between the Development Plan and these stipulations, these stipulations shall prevail.
2. **CONFORMANCE TO DEVELOPMENT STANDARDS.** Development shall conform to the development standards included as part of the Development Plan. Any change to the development standards shall be subject to additional public hearings before the Planning Commission and City Council.
3. **CONFORMANCE TO DEVELOPMENT AGREEMENT.** Development shall conform with the associated Development Agreement, Contract No. 2020-194-COS (approved by Resolution No. 12008). The property owner shall provide special public improvements in accordance with and as governed by the Development Agreement, including requirements for timing of completion of special public improvement and/or equivalent payments. Proposed special public improvements are subject to the approval of the Zoning Administrator. Should the Development Agreement not become effective, or if the Developer does not comply with the terms of the Development Agreement for payment of the bonus amount, the bonus building height as set forth in the Development Plan shall become null and void. Any change to the Development Agreement shall be subject to City Council approval. Where there is a conflict between the Development Agreement and these stipulations the Development Agreement shall prevail.
4. **MAXIMUM DWELLING UNITS/MINIMUM NON-RESIDENTIAL FLOOR AREA.** Maximum dwelling units and minimum non-residential floor area shall be as indicated in the Land Use Budget Table on the following pages.

Land Use Budget Table			
City Center Parcel A			
Parcel	Gross Acres	Max DU/AC	Max # of Units
173-41-004 173-41-005 173-51-015A 173-41-016B 173-41-017A 173-41-021A	+/-3.5 acres (gross)	85 du/ac	(2) 300 units
Non-Residential Floor Area (including hotel)			
		Minimum Square Footage retail/ restaurant	Maximum Square Footage of Non-Residential
		(1) 30,000 square feet	300,000 square feet
Mint Site Parcel B			
173-41-216 173-41-153 173-41-152 173-41-151 173-41-150 173-41-149 173-41-119A 173-40-123	+/- 2.3 acres (gross)	62.5 du/ac	(2) 125 units
Non-Residential Floor Area (including hotel)			
			Maximum Square Footage of Non-Residential
			100,000 square feet
Maya Site Parcel C			
173-41-260 173-41-182 173-41-183 173-41-259 173-41-265	+/-2.75 acres (gross)	80 du/ac	(2) 200 units
Non-Residential Floor Area (including hotel)			

			Maximum Non- Residential Square Footage	Proposed # of hotel rooms	Minimum # of hotel rooms
			250,000 square feet	164	164
Other Parcels					
173-41-174 173-41-146 173-41-145 173-41-257 173-41-258 173-41-087 173-41-086A 173-41-083A	+/- 1.7 acres (gross)		50 du/ac	(2) 150 units	
Non-Residential Floor Area (including hotel)					
				Maximum Non- Residential Square Footage	
				100,000 square feet	

- 1) A minimum of 12,500 square feet shall be provided per residential/hotel/office building
- 2) Not to exceed 512 total units for the entire Development Plan

Allocation of dwelling units and/or non-residential floor area is subject to the maximum density in the Land Use Budget Table and subject to city staff approval. The property owner's redistribution request shall be submitted with the preliminary plat or the Development Review Board submittal and shall include a revised Master Development Plan and a revised Land Use Budget Table indicating the parcels with the corresponding reductions and increases.

5. **MAXIMUM GROSS FLOOR AREA RATIO.** The maximum gross floor area of non-residential floor area for the Development Plan shall not exceed 1.3. Any increase in the gross floor area ratio shall be subject to additional action and public hearings before the Planning Commission and City Council and modification of the associated Development Agreement.
6. **RETAIL/RESTAURANT ON CITY CENTER SITE.** The minimum 30,000 square feet of retail/restaurant on the City Center site shall be in locations that activate the public plaza space(s), in conformance with Stipulation #9 10.
7. **MAXIMUM RESIDENTIAL DENSITY.** The overall residential density for the Development Plan area shall not exceed 512 dwelling units.
8. **MAXIMUM BUILDING HEIGHT/BONUS BUILDING HEIGHT.** Maximum building heights for the Development Plan shall be as follows:

<b>Parcel/Phase</b>	<b>Maximum Building Height (inclusive of rooftop appurtenances)</b>
City Center	156 feet
Maya Site	141 feet (55% of site, including hotel) 32 feet (45% of site)
Mint Site	96 feet (east of N. Saddlebag Trail) 60 feet (west of N. Saddlebag Trail)
"Other Parcels" (Phase 4)	65 feet (southernmost parcel only at intersection of N. Wells Fargo and E. Stetson Avenue) 50 feet (all other parcels)

9. **CITY CENTER.** With the Development Review Board application, the applicant shall pay particular attention to the edge relationship of City Center related to the parcels abutting the southern edge of the site (on the north side of E. Shoeman Lane), including integration of pedestrian access to said parcels, Shoeman Lane and the Marquee site.
10. **PUBLICLY ACCESSIBLE OPEN SPACE ON CITY CENTER SITE.** The City Center site shall include a publicly accessible grade-level plaza with a minimum area of 15,000 square feet.
11. **ENHANCED PEDESTRIAN CONNECTION.** Subject to Salt River Project approval, the applicant shall provide an enhanced pedestrian connection that includes a sidewalk and landscaping at the intersection of N. Scottsdale Road and E. Camelback Road. Design of the connection shall also be subject to Development Review Board approval.
12. **STREETSCAPE IMPROVEMENTS.** All required streetscape improvements, including sidewalks, landscaping, lighting, seating elements, etc., shall be installed in accordance with the Streetscape Improvements Phasing Plan included as part of the Development Plan. Maintenance and upkeep of all streetscape improvements for each phase shall be the responsibility of the master developer and as otherwise set forth in Development Agreement.
13. **MAYA SITE STREET SIDEWALKS.** The street sidewalks along the west, south and north sides of the Maya Hotel shall be a minimum of 12 feet in width (unobstructed) and a street sidewalk with a minimum width of 20 feet (unobstructed) shall be provided along the rest of the Maya Site. No private improvements shall encroach into the minimum unobstructed width.
14. **ENHANCED PAVING IN RIGHT-OF-WAY.** Maintenance of any enhanced paving treatments in intersections, at locations specified in the Development Plan, shall be the responsibility of the

master developer and as otherwise set forth in the Development Agreement. All private paving treatments in the right-of-way shall be subject to execution of a Private Improvements in the Right-of-Way Agreement prior to construction.

15. SCOTTSDALE ROAD STREETSCAPE DESIGN GUIDELINES. The applicant shall demonstrate to the Development Review Board compliance with the City's Scottsdale Road Streetscape Design Guidelines where applicable.
16. SHOEMAN LANE STREETSCAPE. Streetscape improvements to E. Shoeman Lane shall be consistent with the streetscape approved as part of the Marquee Development Plan (Resolution No. 11533).
17. SADDLEBAG TRAIL/INDIAN PLAZA STREETSCAPE. All angled parking along N. Saddlebag Trail and E. Indian Plaza adjacent to the project site shall be replaced with parallel parking to match existing design elsewhere within the development plan area.
18. ACCESS RESTRICTIONS. Access to the development project shall conform to city published standards and requirements, at time of project development, with no new driveways to N Scottsdale Road allowed.
19. PARKING IN EXISTING P-2 AREAS. Existing parking along alleys (P-2 zoned) shall remain in place until development of the parcel(s) associated with the P-2. If removed, the spaces shall be replaced elsewhere in the Development Plan or deducted from the P-3 credits.
20. MULTI-FAMILY LOADING AREAS. Each multi-family project site design shall accommodate loading areas outside of city rights-of-way and in conformance with city published standards and requirements, at time of project development, with associated site plan modifications to accommodate as needed.
21. SERVICE VEHICLE SERVICE AREA. Each project site design shall accommodate service vehicle areas outside of city rights-of-way and in conformance with city published standards and requirements, at time of project development, with associated site plan modifications to accommodate as needed.
22. REFUSE. Each project site design shall accommodate refuse infrastructure in conformance with city published standards and requirements, at time of project development, with associated site plan modifications to accommodate as needed.
23. PROTECTION OF ARCHAEOLOGICAL RESOURCES. Any development on the property is subject to the requirements of Scottsdale Revised Code, Chapter 46, Article VI, Protection of Archaeological Resources, Section 46-134 - Discoveries of archaeological resources during construction.

## **DEDICATIONS**

24. RIGHT-OF-WAY DEDICATIONS. Prior to issuance of any permit for the development project, the property owner shall make the following fee-simple right-of-way dedications to the City of Scottsdale with adjustment to site as required to accommodate:
  - a. E CAMELBACK ROAD. Forty-five (45) south half-right-of-way width.
  - b. N SCOTTSDALE ROAD. Fifty-five (55) foot east half right of way width.

- c. ALLEY. Ten (10) foot half alley right of way width for alleys abutting any portion of development project.
  - d. E CAMELBACK ROAD and BROWN AVENUE INTERSECTION. Intersection right of way width as needed to accommodate a city standard deceleration lane **(or as approved by the Transportation Director)**, at time of project development, along E Camelback Road at Brown Avenue.
25. PUBLIC TRANSIT FACILITY AND ACCESS EASEMENT. Prior to issuance of any permit for the ~~development project~~ **City Center site**, the property owner shall dedicate Public Transit Facility and Access Easement to the City of Scottsdale as needed to contain city standard transit facility improvements that are to be constructed in accordance with the infrastructure requirements below.
26. PUBLIC NON-MOTORIZED ACCESS EASEMENT. Prior to issuance of any permit for the ~~development project~~ **a project phase**, the property owner shall dedicate a continuous Public Non-Motorized Access Easement to the City of Scottsdale to contain the public sidewalk in locations where the sidewalk crosses onto private property of the development project.
27. PUBLIC NON-MOTORIZED ACCESS EASEMENT (CITY CENTER). Prior to issuance of any permit for the development project, the property owner shall dedicate a minimum 20-foot wide continuous Public Non-Motorized Access Easement to the City of Scottsdale to connect N. Scottsdale Road and N. Brown Avenue.
28. EASEMENTS. Prior to the issuance of any permit for the ~~development project~~ **a project phase**, the property owner shall dedicate all project related easements, per city published standards and requirements, to the City of Scottsdale either via plat or map of dedication, with site modification as needed to accommodate the easements.

## **INFRASTRUCTURE**

29. CONSTRUCTION COMPLETED. Prior to issuance of any Certificate of Occupancy or Certification of Shell Building, whichever is first, for any phase of development project, the property owner shall complete all the infrastructure and improvements associated with that phase, required by the Scottsdale Revised Code and these stipulations.
30. STANDARDS OF IMPROVEMENTS. Except as otherwise provided in these stipulations **or approved by the Development Review Board**, all improvements (curb, gutter, sidewalk, curb ramps, driveways, pavement, concrete, water, wastewater, etc.) shall be designed and constructed in accordance with the applicable City of Scottsdale Supplements to the Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction, Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction, the Design Standards and Policies Manual (DSPM), and all other applicable city codes and policies.
31. CIRCULATION IMPROVEMENTS. Prior to issuance of any permit, excluding demolition for the development project, the property owner shall submit and obtain approval of construction documents to construct the following improvements per the Streetscape Phasing Plan, with adjustment to site as required to accommodate:
- a. N Scottsdale Road.



1. A ten (10) foot minimum, separated from back of curb, or a twelve (12) foot minimum, curb attached, sidewalk along project frontage. **Wider sidewalks adjacent to SRP Canal shall be subject to SRP approval.**
  2. An at-grade pedestrian crossing, with associated traffic control measures, between E Camelback Road and N. Drinkwater Blvd. with Transportation and Streets Department Director approval prior to final plan submittal, or an in-lieu fee shall be paid for said improvements.
- b. E. Camelback Road.
1. A ten (10) foot minimum, separated from back of curb, or a twelve (12) foot minimum, curb attached, sidewalk along project frontage. **Wider sidewalks adjacent to SRP Canal shall be subject to SRP approval.**
  2. An east bound right turn deceleration lane at Brown Avenue.
  3. Two (2) transit facilities (bench, bike rack, and trash cans) at the existing transit stop locations abutting project development.
  4. Install signage restricting north bound left turn movement from Brown Avenue during weekday peak hours, 7am to 9am and 4pm to 6pm.
- c. N Buckboard Trail. A curb separated valet drop off adjacent to hotel project.
- d. Local Streets.
1. An eight (8) foot minimum width, separated from back of curb, or a ten (10) foot minimum, curb attached, sidewalk along any project frontage with said roadway classification.
  2. Enhanced paving/markings shall only be allowed to be applied within crosswalks that are approved by the Transportation Director, or at controlled intersections (all-way stop or traffic signal). The crosswalks associated with these enhanced designs must be located near the curb returns, consistent with national standards, and be approved by the Transportation Director. A maintenance agreement will be required for any enhanced pavement application.
  3. Any proposed modifications to the existing street alignments, including curb relocation/modification, shall require approval of the Transportation and Streets Director.
  4. All locations where existing driveways are proposed to be removed shall be replaced with on-street parking and/or curb, gutter and sidewalk.
- e. Alleys.
1. Reconstruction, to include positive drainage, full width of and to all alleys abutting any portion of development project.
  2. Reconstruction and construction of pedestrian crossings at alley intersection with city streets, within the City right-of-way or on the applicant's property, to all such occurrences abutting any portion of development project.
  3. Construction work in alleys shall be coordinated with the city's solid waste department with disruption to refuse service routes mitigated by project owner.

32. STREET LIGHTING. Prior to issuance of any permit for ~~the development project~~ a project phase, the property owner shall submit and obtain approval of construction document to reconstruct all city lighting within right-of ways adjacent to and through project phase in accordance with the Streetscape Phasing Plan, not meeting city published standards and requirements at time of development, with adjustments to site as required to accommodate.
33. TRAFFIC IMPACT STUDY. Prior to or in conjunction with all future Development Review Board case submittals, the property owner shall submit and obtain approval of a traffic impact study meeting city published standards and requirements at time of submittal. Recommendations of approved traffic study or studies are hereby incorporated into these stipulated project requirements and are to be fulfilled accordingly.
34. WATER LINE. Prior to issuance of any permit for ~~the development project~~ a project phase, the property owner shall submit and obtain approval of construction documents to construct the following improvements:
- a. City Center. An eight (8) inch water line loop from E Camelback Road adjacent to, and previously through, the 'City Center' project.
  - b. Mint. Install a water line tee for existing line and services and extend an eight (8) inch watermain to west end of developing Mint parcel and cap, with desire to eventually loop this watermain to Buckboard.
35. WASTEWATER LINE. Prior to issuance of any permit for a project phase, the property owner shall submit and obtain approval of construction documents to construct the following improvements:
- a. City Center. **If the southern portion of the City Center project conflicts with the existing gravity sewer line, the city center project is shall be contingent upon the relocation of city public sewer running in an easement bisecting the as proposed City Center project. The rerouting of this sewer shall require the following:**
    - 1. The project development shall relocate any laterals and make any necessary plumbing modifications to all impacted parcels to maintain continuous sewer service.
    - 2. In the final basis of design report the project development shall provide written concurrence from all impacted property owners, or official reps, confirming responsibility for revising respective already approved plans or otherwise responsibility for necessary coordination items related to sewer and service lateral modifications.
    - 3. The project owner shall provide documentable written confirmation from the Marquee project development Engineer that the required sewer extension along E Shoeman Lane will not conflict with the current Marquee project development design.
    - 4. Approximately one hundred ninety (190) feet of new eight (8) inch gravity sewer system extension along E Shoeman Lane from its current terminus west, to serve all relocated sewer system parcels, with either vertical realignment of necessary water lines or, at each crossing, concrete encase both water and sewer lines within ten (10) feet where vertical clearance less than two (2) feet. Crossings shall only be made in the middle of the water main pipe segment.
    - 5. Abandonment, through removal, of existing sewer system within easement bisecting project, assuring sewer service at all times to parcels being served from this line until such

time as those parcels may be served by new eight (8) inch sewer in E Shoeman Lane as stipulated above.

b. E Camelback Road.

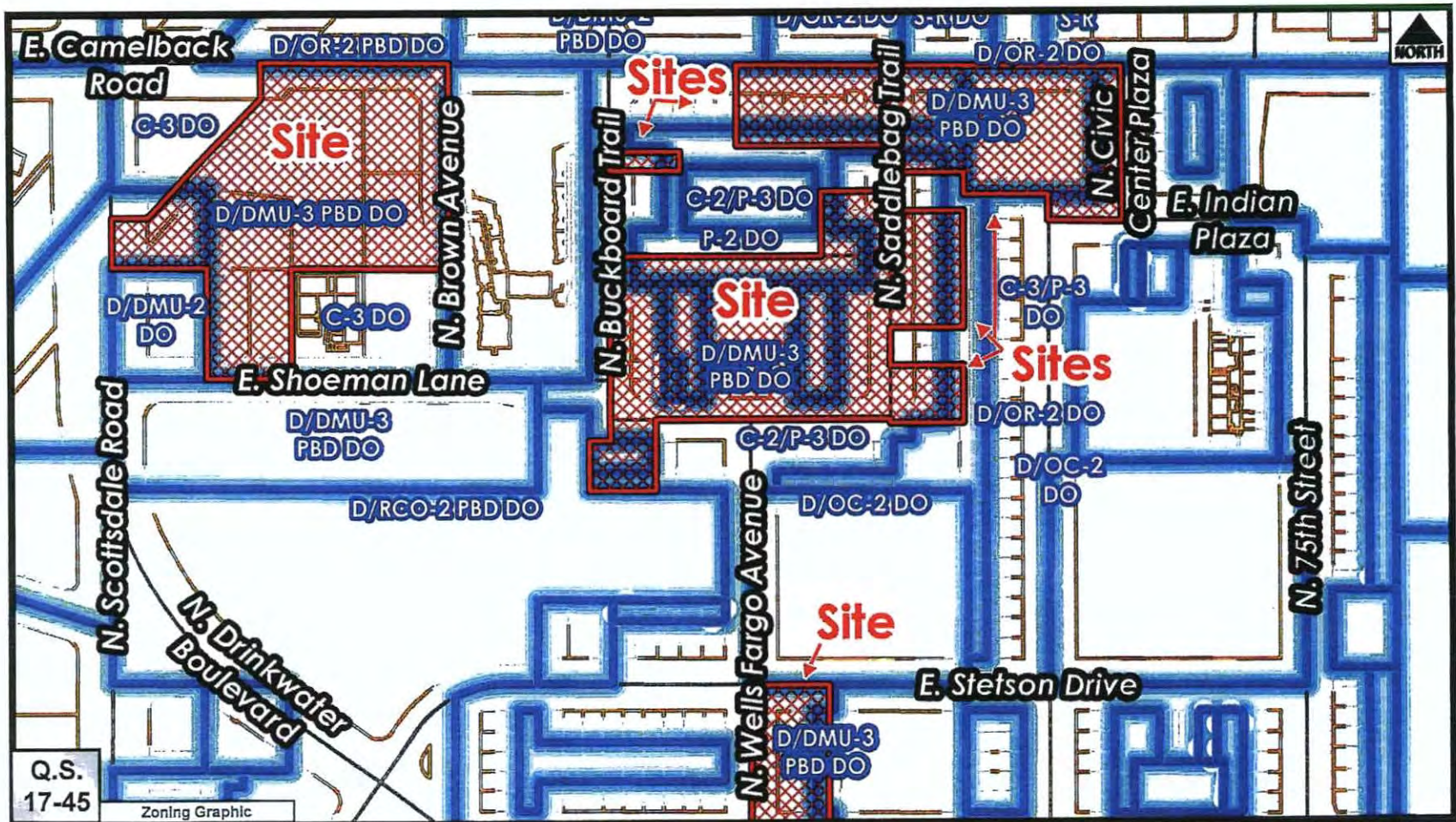
1. Twelve (12) inch sewer extension from the western most property line boundary to N Buckboard Trail and fifteen (15) inch sewer extension from N. Buckboard Trail to N 75<sup>th</sup> Street. **Construction shall include all required manholes per City Standards.** Design of these sewer extensions, in slopes and elevations, shall accommodate connection of potential future redevelopment north of E Shoeman Lane and west of N Brown Avenue and north of E Indian Plaza between N Brown Avenue and N 75<sup>th</sup> Street. Oversizing of these sewer extensions, in accordance with city oversizing provisions, may be required by Water Resources either through final basis of design approval or plan approval.
2. Abandonment, through removal, of existing sewer system along southside of E Camelback Road along project development frontage, assuring sewer service at all times to parcels being served from this line until such time as those parcels may be served by new twelve-inch sewer extension as stipulated above.

c. Maya Hotel.

1. **If the connection of the existing eight (8) inch gravity sewer serving properties to the north of the Maya Hotel cannot be routed into the proposed north-flowing N. Buckboard Trail sewer line deemed necessary for routing the Maya Hotel flows per case 14-ZN-2020, Approximately two hundred (200) feet of new eight (8) inch gravity sewer system shall be installed along E Indian Plaza from the abandoned alley east to the existing city gravity sewer system.**
  2. Existing eight (8) inch sewer system within alley to be abandoned through removal, assuring sewer service at all times to parcels being served from this line until such time as those parcels may be served by new eight (8) inch sewer in E Indian Plaza as stipulated above.
  3. Approximately three hundred twenty-one (321) feet of new eight (8) inch gravity sewer, incorporating a minimum of two (2) manholes, along N Buckboard Trail from the Maya Hotel to E Camelback Road, to serve all of the Maya Hotel sewer flows.
36. **WASTEWATER IN LIEU PAYMENT.** The property owner shall make an in lieu of construction payment to the city for the project development's sewer discharge in exceedance of city sewer system capacity into E Camelback Road sewer system between N 75<sup>th</sup> Street and N Miller Road. Payment amount shall be finalized and documented in the final basis of design report for each development submittal and payment shall be made prior to plat recordation or building permit, whichever comes first.
37. **WATER AND WASTEWATER IMPROVEMENTS.** The property owner shall provide all water and wastewater infrastructure improvements, including any new service lines, connection, fire-hydrants, and manholes, necessary to serve the development.
38. **FIRE HYDRANT.** The property owner shall provide fire hydrant(s) and related water infrastructure adjacent to lot, in the locations determined by the Fire Department Chief, or designee.
39. **UTILITY LINES.** All existing above ground 12k utility and cable lines within and adjacent to project development, and any new or relocated utility lines, shall be placed underground.

**REPORTS AND STUDIES**

40. DRAINAGE REPORT. With the Development Review Board submittal, the property owner shall submit a final Drainage Report in accordance with the Design Standards and Policies Manual for the development project.
41. BASIS OF DESIGN REPORT (WATER). With each Development Review Board submittal, the property owner shall submit a Final Basis of Design Report for Water for the development project in accordance with the Design Standards and Policies Manual and Water Resources approved as noted preliminary design report comments.
42. BASIS OF DESIGN REPORT (WASTEWATER). With each Development Review Board submittal, the property owner shall submit a Final Basis of Design Report for Wastewater for the development project in accordance with the Design Standards and Policies Manual and Water Resources approved as noted preliminary design report comments.



Proposed Zoning

Ordinance No. 4479  
Exhibit 2  
Page 1 of 1

9-ZN-2020



RESOLUTION NO. 11978

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, DECLARING AS A PUBLIC RECORD THAT CERTAIN DOCUMENT FILED WITH THE CITY CLERK OF THE CITY OF SCOTTSDALE AND ENTITLED "THE SCOTTSDALE COLLECTION DEVELOPMENT PLAN".

WHEREAS, State Law permits cities to declare documents a public record for the purpose of incorporation into city ordinances; and

WHEREAS, the City of Scottsdale wishes to incorporate by reference amendments to the Zoning Ordinance, Ordinance No. 455, by first declaring said amendments to be a public record.

NOW, THEREFORE BE IT RESOLVED, by the Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That certain document entitled "The Scottsdale Collection Development Plan", attached as Exhibit 1, a paper and an electronic copy of which are on file in the office of the City Clerk, is hereby declared to be a public record. Said copies are ordered to remain on file with the City Clerk for public use and inspection.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this \_\_\_\_ day of \_\_\_\_\_, 2020.

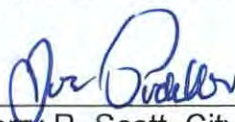
CITY OF SCOTTSDALE, an  
Arizona municipal corporation

ATTEST:

By: \_\_\_\_\_  
Carolyn Jagger, City Clerk

By: \_\_\_\_\_  
W. J. "Jim" Lane, Mayor

APPROVED AS TO FORM:  
OFFICE OF THE CITY ATTORNEY

  
\_\_\_\_\_  
Sherry R. Scott, City Attorney  
By: Joe Padilla, Deputy City Attorney



# THE SCOTTSDALE COLLECTION

## Development Plan — SEPTEMBER .23. 2020

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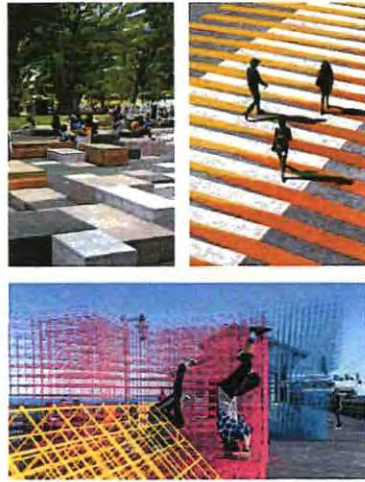
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1

# INTRODUCTION

# THE HISTORY OF THE ENTERTAINMENT DISTRICT

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For much of the historical timeline of Scottsdale, the Entertainment District has taken a back seat to the life and development of the Old Town area. The vibrant tourist attractions and identity of Scottsdale as a destination largely grew independent of the commercial development within the boundaries of the Entertainment District.

The Arizona Canal and Scottsdale Road are the physical edges of the district. These edges have created a separation from the heart and energy of Old Town that fosters so much of the tourism and industry of Scottsdale. Because of these boundaries, for years, the area largely served as a small business corridor supporting the larger Scottsdale area.

This support role began to change in the late 1990's as the Yari family began to purchase tired and deteriorating commercial properties. Even then, their vision for this district was one of a vibrant mixed use area that carried it's own identity and thrived in a complementary position to it's neighbors in Old Town Scottsdale. The first planned phase of this vision was the development of the W Hotel. Construction was completed and the hotel opened in September 2008 at the height of one of the largest economic crashes in US history. From that point on, the vision was adapted to meet the demands of a very undemanding commercial market.

From the most basic need for financial survival, rose the bar and restaurant uses that now populate the Entertainment District. Although a departure from the vital mixed use development that was initially visualized, the bars and restaurants are highly successful. Their success provided much needed stability and initiated a new character for the district. This character was founded on the bars and nightlife, so much so that the

area is often referred to as the "bar district."

The district began to shift into a mixed use community with the transition of the original Galleria Mall into budding technology office space. This shift populated the area with a young professional demographic that helped support some daytime uses. In late 2019, the Marquee office building was approved by city council and will add over 250,000 sf of Class A office space to the area.

This district is now ready to take the next step in maturation to expand its service and appeal to a much wider demographic of patrons. Enough uses are currently in place to accept new development that will unify the entire area into a vibrant and lasting mixed use district within the greater Scottsdale downtown area, all as originally envisioned by the Yari family in the late 1990's.

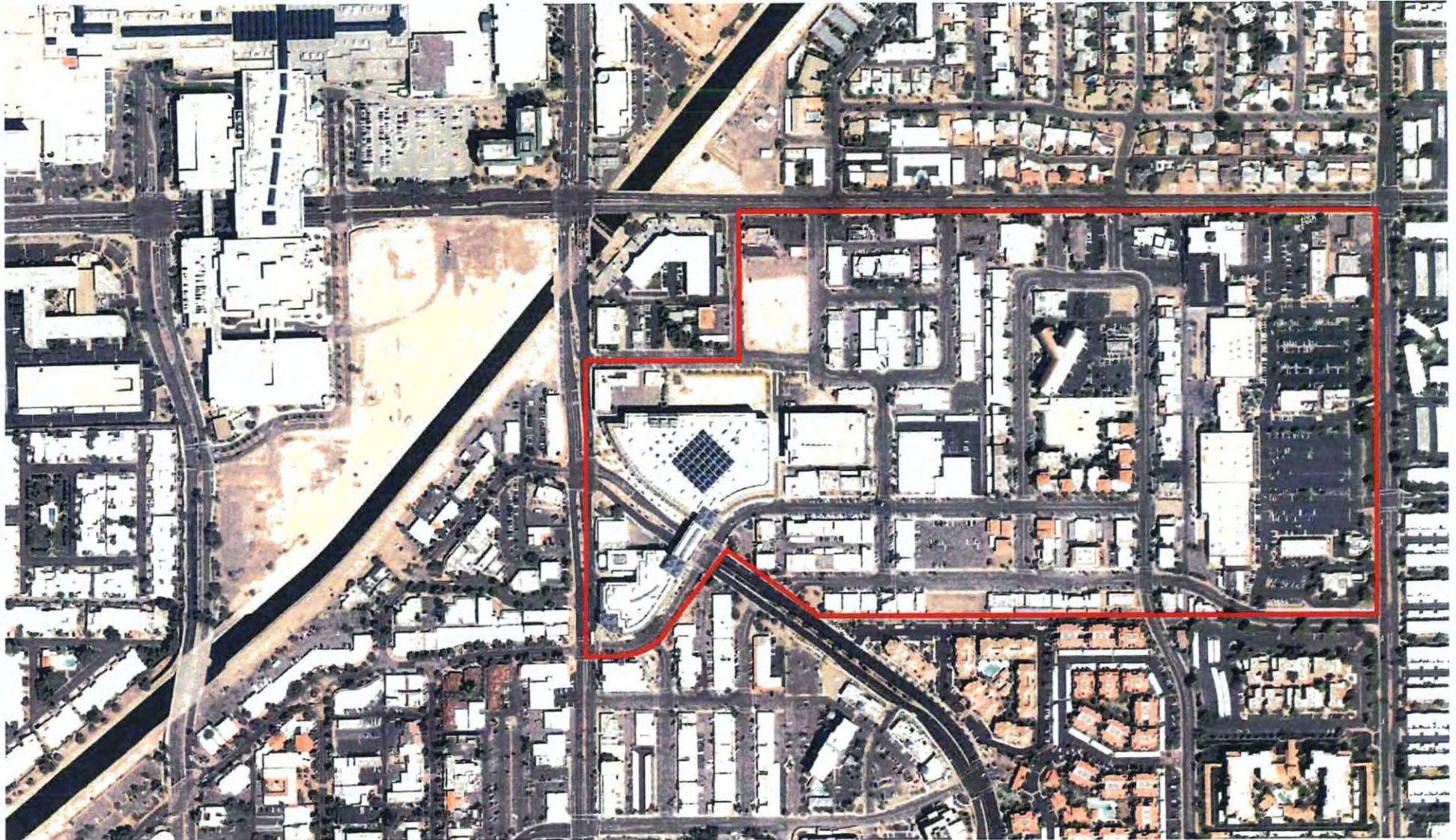
The Scottsdale Collection Development Plan will allow flexibility for all development standards and/or dwelling unit allocation, square footage allocation, building locations, and design aspects within the Planned Block Development including, but not limited to, type of public art (ie: digital, projection, temporary), public art locations, right-of-way encroachments, unique hardscape design, lighting standards, non-standard artistic intersection pedestrian enhancements, landscaping elements, and signage placement. The elements identified in this Development Plan will be further specified in the accompanying Development Agreement for The Scottsdale Collection project.



# HISTORICAL PHOTOS OF SCOTTSDALE AND THE ENTERTAINMENT DISTRICT







# ENTERTAINMENT DISTRICT 2005

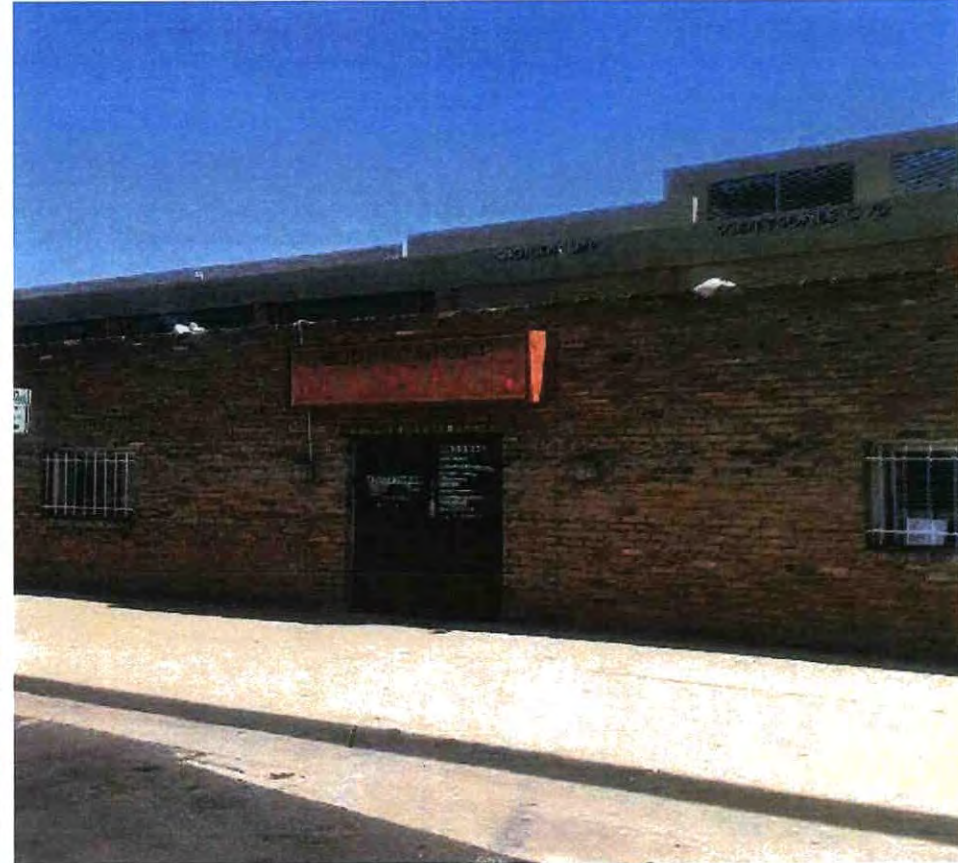
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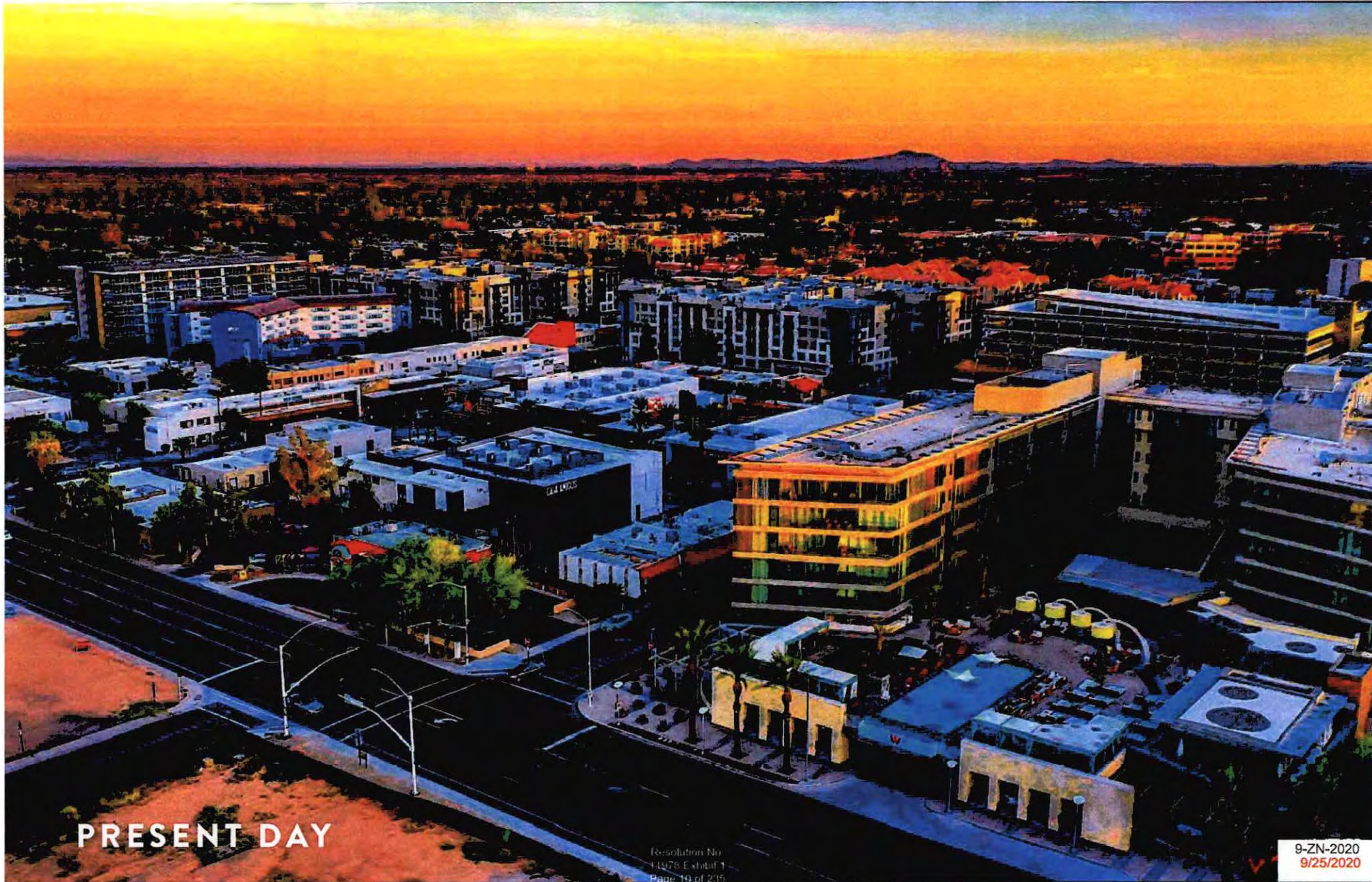
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# THE ENTERTAINMENT DISTRICT BEFORE STOCKDALE CAPITAL







PRESENT DAY



# CURRENT SITE CONDITIONS

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The Entertainment District continues to be one of the premier destinations tourism in Scottsdale. Located Northeast of the heart of Old Town Scottsdale, the Entertainment District is a part of the lively outdoor atmosphere Scottsdale is internationally known for. The Entertainment District currently consist of many different types of businesses that contribute to the financial prosperity of the area. The Galleria Corporate Centre and the City Center provide large office spaces for many different businesses including local and national corporations.

With the upcoming development the Marquee which will provide over 200,000sf of new office space, the Entertainment District will continue to provide a successful backdrop for the future economic growth in of Scottsdale.

With over 9 hotels in walking distance from the district, there are many opportunities for visitors to experience the area. The Entertainment District also has restaurants, bars, and night clubs that act as destinations for both locals and visitors alike.

The Entertainment District, in many ways, functions as its own cut off from the larger context of Old Town. While the heart of Old Town Scottsdale provides many different shops, restaurants, and art galleries that attracts a large variety individuals, the Entertainment District uses cater to a unique demographic.

The Entertainment Distinct also lacks the infrastructure that creates a walkable experience. Small sidewalks, lack of shade and street trees, large roads, lack of natural vegetation and no

pedestrian public spaces are only some of the factors that make the Entertainment District a non-pedestrian place.

The Scottsdale Collection will create connections to the lively pedestrian atmosphere found in Old Town, making the district disconnected. Additionally, the Scottsdale Collection will promote the development of a variety of different development types including but not limited to hotels, residential, offices, retail, and restaurants to mirror the diverse atmosphere of Old Town.

The Scottsdale Collection will also create new connections in the area by revitalizing the urban space of the district, creating a more walkable environment through the integration of extensive shade, new street trees, upgraded hardscape materials, new vegetation and open public spaces. It is important to invest in the future of the Entertainment District to sustain its presence as a major destination in Scottsdale. The redevelopment of the Entertainment into the Scottsdale Collection will create a place that can stand out in Scottsdale for generations to come.



# CURRENT SITE CONDITIONS





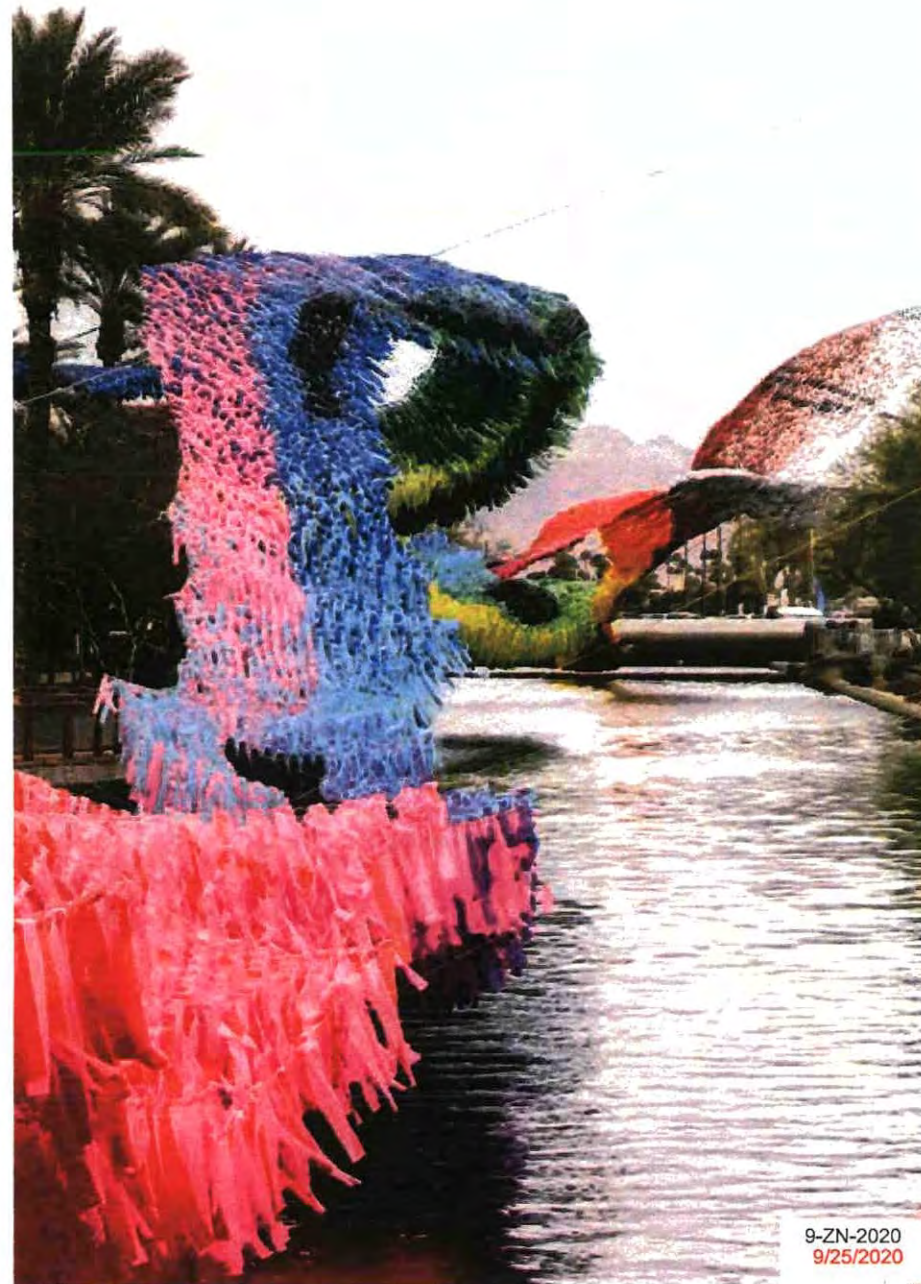




# INTRO TO THE PROJECT VISION

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# THE FUTURE OF THE ENTERTAINMENT DISTRICT

When most people think of the area and neighborhood to the east of Scottsdale Road and south of Camelback, charm isn't the first word that comes to mind. Instead, an odd, unimpressive mixture of buildings dot the landscape, unlike other parts of Old Town. What buildings that are alive with activity tend to be bars. Indeed, this is where Scottsdale's "Entertainment District" is located. The critical mass of these entertainment establishments was never intended. Instead, it was a practical effort at the onset of the Great Recession to fill buildings that otherwise would have sat empty. Today, the largest owner of real estate in the area, Stockdale Capital, is looking to evolve and mature the greater Entertainment District-area into a mixed-use District. Art will be the unifying theme of Scottsdale's next great neighborhood with extensive shade and buildings designed with varying heights and uses. Inspiration for this focus was borrowed from the City's highly acclaimed and successful Canal Convergence event, which takes place annually just across Scottsdale Road. Ultimately, the proposed redevelopment will enhance Scottsdale tourism and diminish concerns from some about the Entertainment District. Since it is a collective and collaborative effort to achieve these important neighborhood objectives the project is preliminarily entitled "The Scottsdale Collection."





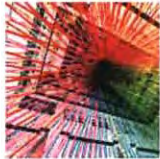


# FROM DISCONNECTED TO CONNECTED

PUBLIC ART AND SHADE  
AS THE CONNECTION  
FOR CREATING A UNIQUELY  
SCOTTSDALE  
EXPERIENCE







# 2

## GOALS AND POLICIES

# SUMMARY OF ZONING REQUEST

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Downtown/Downtown Multiple Use – Type 3 Planned Block Development with Downtown Overlay  
D/DMU-Type 3 PBD DO P-3 on 2.05+/- acres and D/DMU-Type 3 PBD DO on 8.2+/- acres consistent with  
Scottsdale's Old Town Character Area Plan.



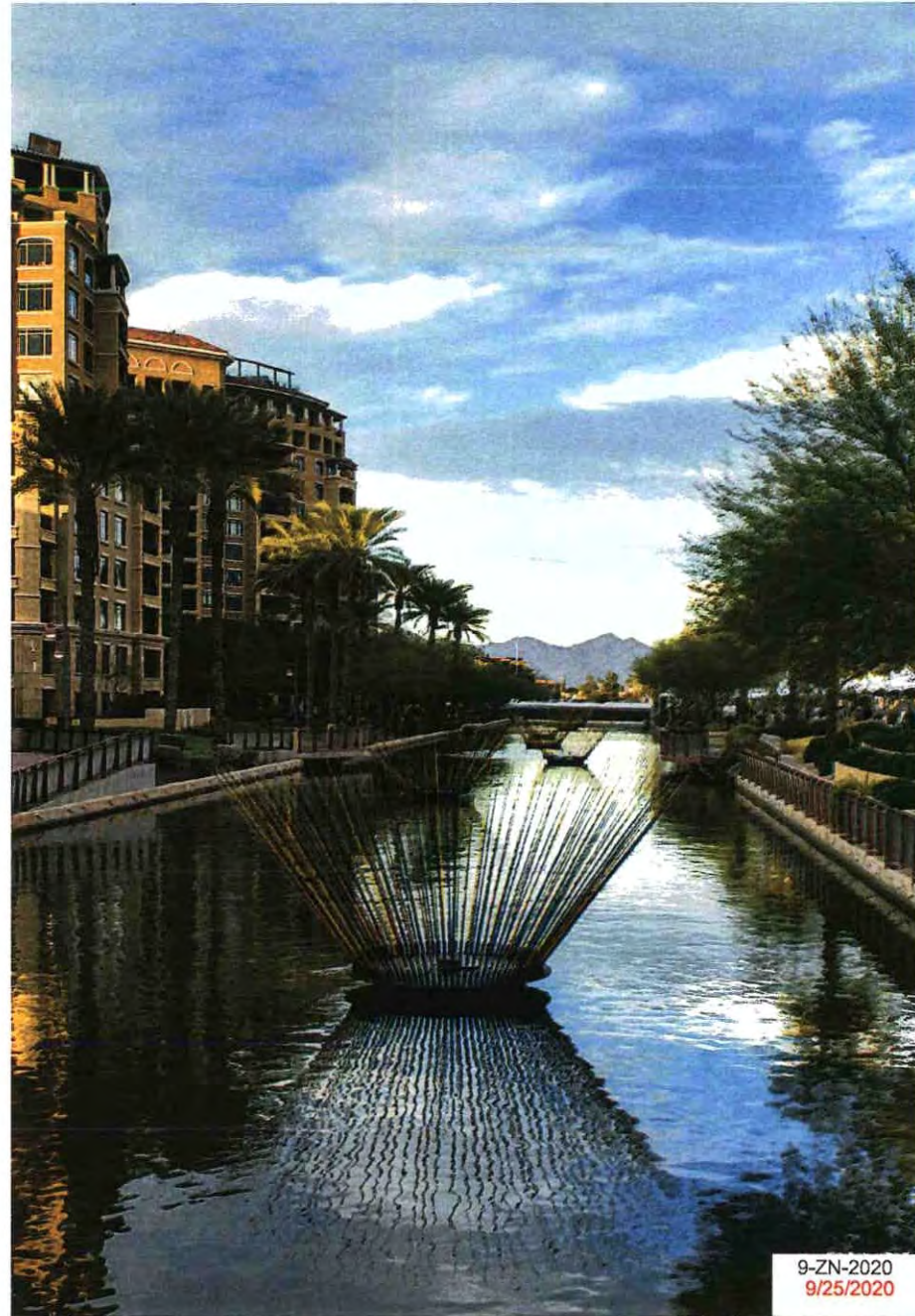




# CITY OF SCOTTSDALE'S 2001 GENERAL PLAN

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The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide a framework for proposed development and the built environment.

Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Value Scottsdale's Unique Lifestyle & Character (Character & Design, Land Use)
2. Support Economic Vitality
3. Enhance Neighborhoods (Housing, Neighborhoods)
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation (Mobility)



# RESPONSE FOR THE SCOTTSDALE COLLECTION

## 1: CHARACTER AND DESIGN

**GOAL 1:** Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

- Respond to regional and citywide contexts with new and revitalized development in terms of: Scottsdale as a southwestern desert community; Relationships to surrounding land forms, land uses and transportation corridors; Consistently high community quality expectations; Physical scale relating to the human perception at different points of experience; Visual impacts upon public settings and neighboring properties.
- Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development
- Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people's needs.
- Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture

of housing, employment, cultural, educational, commercial and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together.

- The Downtown is a highly functional mixed-use center, containing areas of different densities and the architectural styles that emphasize regional and specialty retail, office, residential and hotel uses.

**RESPONSE:** The requested Downtown Zoning of D/DMU-Type 3 PBD DO P-3 on 2.05+/- acres and D/DMU-Type 3 PBD DO on 8.2+/- acres allows for higher intensities in a mixed-use setting to encourage an urban lifestyle and appropriate balance of land uses with a rich pedestrian environment. The proposal includes a mixture of hotel, residential, retail and restaurant uses on approximately 6.5+/- acres utilizing the Downtown Ordinance's bonus provisions for an increase in height to allow for larger, connective open space amenities throughout the development. No amendments are being proposed to the allowable base density and gross floor area ratio permitted in the Downtown zoning district. Currently, the Property is predominately occupied by a mixture of older restaurants, bars, office, and retail uses. The Property is surrounded by a variety of entertainment, residential, employment and

service-related business and is within proximity to two of Scottsdale's largest employers, HonorHealth and the City of Scottsdale while also wrapping the Galleria Corporate Center which currently houses, among others, Yelp, Indeed.com and Sagicor. The Property has adjacency to Scottsdale Road and Camelback Road, major and minor arterials, with immediate access to public transportation, and is only 2+/- miles away from the Loop 101, all of which provide regional access. This Property is ideally situated in a Downtown setting that offers all the ingredients for a successful mixed-use redevelopment site. The Scottsdale Collection's development and design themes are summarized in the Design Guidelines section and will be highlighted throughout the goals and policies discussion below.

**GOAL 2:** Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

- Recognize that Scottsdale's economic and environmental well-being depends a great deal upon the distinctive character and natural attractiveness of the community, which are based in part on good site planning and aesthetics in a design and development review process.

- Use the design and development review process to enrich the lives of all Scottsdale residents and visitors by promoting safe, attractive, and context compatible development.
- Promote development that respects and enhances 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.
- Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.

**RESPONSE:** The proposed urban design, architectural character, landscaping, hardscaping and art elements will respect the unique climate, vegetation and Scottsdale's Old Town urban context by providing contextually appropriate building materials and colors with an emphasis on shade, connectivity and art. The Development Plan intends to promote and celebrate Scottsdale's unique character through collective placemaking with one cohesive vision further upholding the Scottsdale Sensitive Design Principles (detailed responses to the SSDP in separate section below). Architectural design will take cues from the





existing Old Town built environment and provide an elegant backdrop for new and enhanced public spaces and the streetscape pedestrian realm.

**GOAL 3:** Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surrounding area.

- Design Downtown/Urban areas to concentrate on those elements that will provide pedestrian comfort, such as arcade-covered walkways, shade, decorative paving, and landscaping, so that a comfortable setting can be created for this use-intensive area.
- Apply streetscape guidelines to all landscaped areas within the public right-of-way. Encourage the use of streetscape guidelines in areas between the right-of-way and building setback lines or perimeter walls.
- Use markers and entry features at key entrances to Scottsdale so that residents and visitors have a sense of arrival into the city.
- Make sure streetlights are consistent with the intensity of adjacent land uses and the image of Scottsdale. In some areas of the city, special streetlight design should be used to enhance the unique character of the streetscape.
- Place streetlights at intervals and locations to enhance safety.

**RESPONSE:** The Scottsdale Collection enhances the pedestrian oriented Old Town

atmosphere by completely transforming the pedestrian experience within the Property through the activation of street frontages linking to the range of established uses in the area. As such, specific design considerations have been given to the street frontages to maintain context appropriate building massing/heights, pedestrian-scaled architectural elements/overhangs, landscape shaded walkways, enhanced hardscape design and distinctive public art. Streetlights will be designed and sited in a manner that strengthen the unique design of the project while maintaining safety for pedestrians. The corner of Scottsdale and Camelback will be celebrated as a key focal point and “entry” to the larger site area by providing publicly accessible open space, art, and shade promoting pedestrian interaction and creating a vibrant destination for tourist and locals alike.

**GOAL 4:** Build upon the significant role the arts have played in shaping our community’s image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.

- Express Scottsdale’s unique heritage, culture, and environment through private and public art.
- Use art as a catalyst to foster civic pride and identity in both public and private improvements.
- Encourage private participation in public art through the donation of artwork to the city



and the placement of artwork on private property that can be publicly viewed.

- Celebrate the dominant lifestyle of character of an area of the city by using art.

**RESPONSE:** Art will be a focal element for The Scottsdale Collection. The Planned Block Development (“PBD”) zoning overlay requires 1 percent of building valuation to be contributed towards the City’s Cultural Improvement Program (public art). More specifically addressed in the Cultural Improvements section below, the development team is considering a wide range of public art options for the Property in accordance with the City’s requirements to create a unique destination to residents and tourist. Art will be unifying theme for The Scottsdale Collection incorporating, but not limited to, ground level experiences, shade elements, hardscape/seating, and architectural design creating unique art encounters and visual experiences for residents and visitors.

**GOAL 5:** Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of a city.

- Require substantial landscaping be provided as part of new development or redevelopment.
- Maintain the landscaping materials and

pattern within a character area.

- Encourage the use of landscaping to reduce the effects of heat and glare on buildings and pedestrian areas as well as contribute toward better air quality.
- Discourage plant materials that contribute substantial air-borne pollen.
- Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the “urban heat island” effect.
- Encourage the retention of mature landscape plant materials.

**RESPONSE:** The landscape character of The Scottsdale Collection will include predominately desert-lush design with a variety of Southwestern plants that will provide year-round color, shade, and texture for the site as set forth in the Development Plan. Vegetation will include plants proven to thrive in our desert climate while creating a shaded vegetative pedestrian experience at the ground level. Plant selection and thoughtful planting design will allow the development to use water efficiently throughout the site. Public open space areas will introduce robust desert landscaping, shade, grass, respite areas and public art.

**GOAL 6:** Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the City.

- Encourage lighting designs that minimize

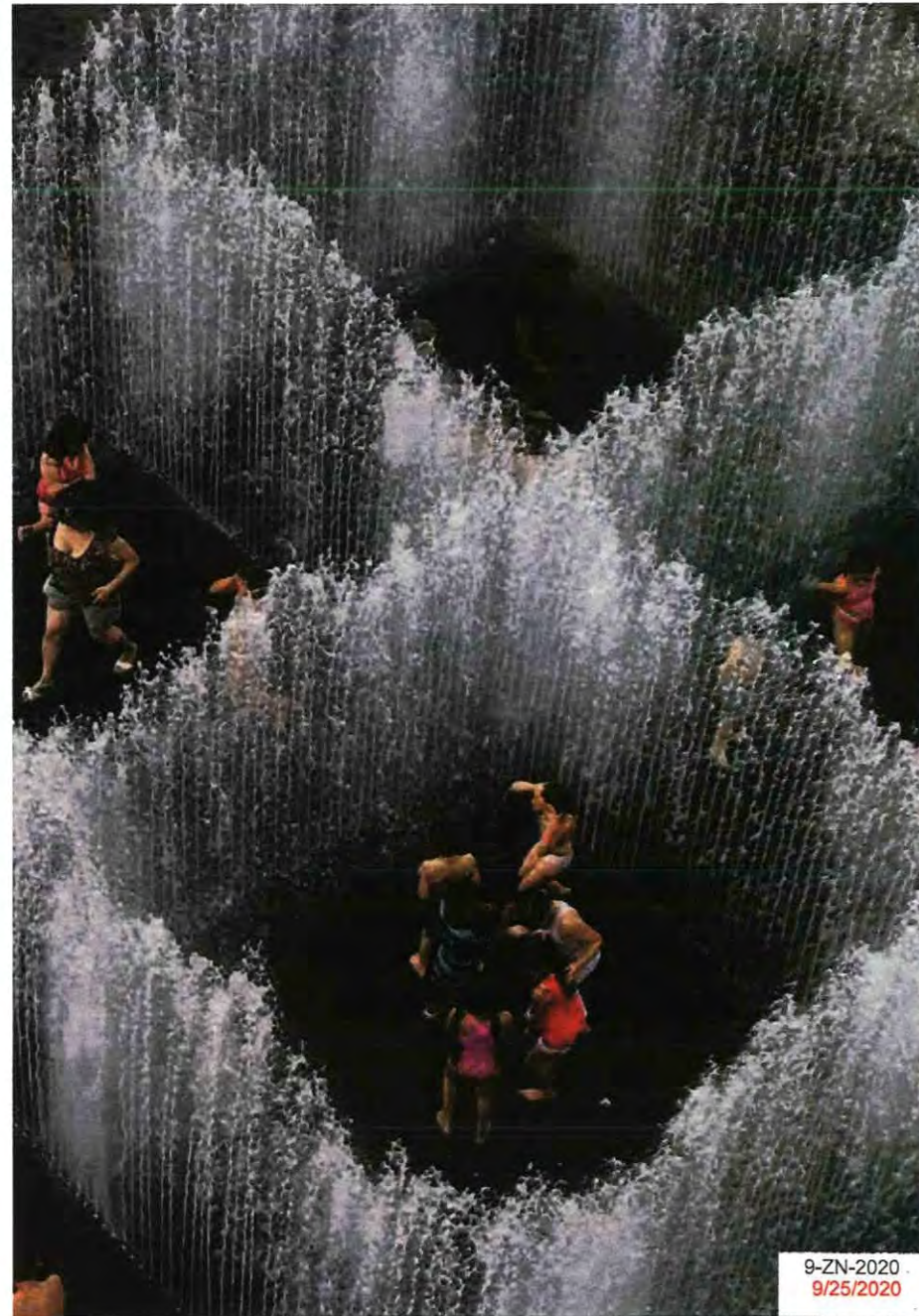




The Old Town Scottsdale Plan establishes the vision of Old Town Scottsdale and will continue to provide the basis for downtown decision making over the next twenty years...

*The future of Old Town Scottsdale can be even brighter than its past. The level of commitment that the community exhibits is critical in promoting goals and policies which will benefit Old Town the long term. The community cannot afford to be complacent by relying on past successes, to ensure a bright future. Merchants, property owners, and civil leaders need to make strong and innovative decisions within the context of the Old Town Scottsdale Plan to ensure a continually vital and sustainable downtown, “where the new west meets the old west”, for generations to come; and to achieve the community’s vision of a “dynamic city center which recognizes its western heritage while boldly looking to its metropolitan future.”*

### **Old Town Scottsdale Character Area Plan – Executive Summary**





glare and lighting intrusions into neighborhood settings.

- Encourage creative and high-quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.
- Discourage lighting that reduces the viability of astronomical observation facilities within Arizona.
- Allow for lighting systems that support active pedestrian uses and contribute to public safety.

**RESPONSE:** Lighting will be designed in a manner that is respectful of the surrounding Old Town context while maintaining safety for residents, guests and patrons. Lighting designs will be commensurate with the quality architectural style proposed for The Scottsdale Collection, low-level with no glare or excessive intrusion for adjacent properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along street frontages appropriate to the urban setting.

## 2 : LAND USE

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

- Strengthen the identity of Scottsdale by encouraging land uses that contribute to the

character of the community and sustain a viable economic base.

- Promote land uses that accommodate destination resorts along with the recreation, retail, residential, and cultural uses that support tourism activity and sustain a resort-like lifestyle.

**RESPONSE:** The rezoning request will allow for the redevelopment of numerous underutilized sites surrounded by a variety of supporting cultural, tourism, employment, commercial and residential land uses that will offer services to the residents, visitors, and hotel guests. Equally, the addition of residential units and hotel rooms within the Entertainment District, will bring additional bed tax and sales tax dollars to Old Town further strengthening Scottsdale's identity as a major hub of tourism and cultural activities.

**GOAL 2:** Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

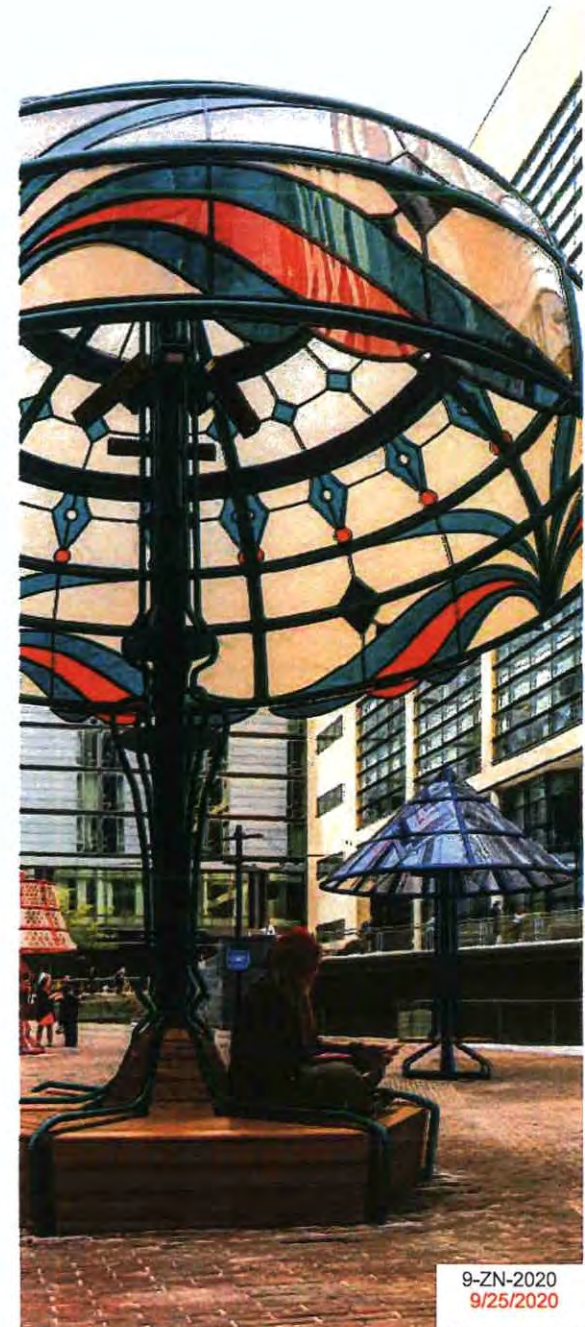
- Allow for diversity of residential uses and supporting services that provide for the needs of the community.
- Ensure the highest level of services and public amenities are provided to the citizens of Scottsdale at the lowest costs in terms of property taxes and travel distances.
- Maintain a citywide balance of land uses

that support changes in community vision/dynamics over time.

**RESPONSE:** The Downtown District – Multiple Use Type 3 category supports a variety of land uses including, but not limited to, hotel, multiple story residential, office, retail shops, and restaurants consistent with the intensity of uses which are typically found in Old Town Scottsdale. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures and grows. Integrating additional tourist accommodation and housing options in Old Town is essential for the continuing economic growth and sustainability of Scottsdale as a whole. This project exemplifies this revitalization component by creating a signature mixed-use development with nearby access to employers, public open space, museums, galleries, and major transportation corridors. Thus, remaking and redefining the Entertainment District and increasing the quality of life for the residents of Scottsdale and stimulating more resident and tourism dollars for area businesses.

**GOAL 2:** Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- Integrate the pattern of land use and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility
- Encourage non-motorized (pedestrian and







bicycle) access/circulation within and to mix-use centers to reduce reliance on the automobile.

**RESPONSE:** The Property is situated in the heart of the Scottsdale Entertainment District, at the southeast corner of Scottsdale Road and Camelback Road, major and minor arterials respectively. The site is also located 2+/- miles west of the Loop 101, which provides regional access. By creating a comfortable and inviting pedestrian experience along the streetscape, this proposed project will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging these alternative means of transportation is inherent to downtown development as the Property is located near numerous established restaurant, retail, and cultural destinations. Additionally, the Arizona Canal Trail (which bisects the corner of Scottsdale and Camelback) is located directly adjacent to the site and the Indian Bend Wash (a multi-use path network) is approximately three-quarters of a mile directly east of the site; both serving as recreational amenities that provide major open space connectivity.

The Scottsdale Collection encourages residents, visitors and employees to utilize Old Town for their everyday dining, social interaction, recreational and cultural needs. In addition to the adjacent uses, the Property is within walking distance of significant destinations such as the Scottsdale Fashion Square Mall, The Waterfront, Scottsdale Museum of the West (SMOW),

Scottsdale Museum of Contemporary Art (SMOCA), Main Street galleries, Scottsdale Center for Performing Arts, and Scottsdale Stadium. Shading of the pedestrian realm along the street frontages and internal connection points will be provided by a variety of structures and/or desert appropriate trees accented with ground cover consistent with the Old Town Scottsdale Urban Design and Architectural Guidelines (UDAG).

### 3 : ECONOMIC VITALITY

**GOAL 1:** Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.

- Encourage the development and redevelopment of hotels and resorts in the context of the character and quality Scottsdale is known for. This development should recognize the availability of naturally occurring and built attractions, and entertainment activities.
- Preserve Scottsdale's natural, social, and cultural environments to enhance the Scottsdale tourism experience.
- Preserve and enhance the tourist's ability to travel easily to different destinations throughout the city. Promote the Transportation Center, trolley system, bike rental, and pedestrian connections, etc.

**RESPONSE:** The City's General Plan states "tourism is an integral part of Scottsdale's

identity and it serves as the community's key economic engine; therefore, it is essential to the community to provide and preserve appropriate natural, social, and cultural environments and guest services that maintain and enhance the tourism experience." It goes further to say, "...the preservation and enhancement of Scottsdale's tourism market is unequivocally critical to the continued economic health of the city."

Reinvigorating this approximately 6.5 +/- acre portion of the Entertainment District with mixed-use development including new hotel rooms will bring additional tourist accommodations to the heart of Old Town and contribute to the City's economic stability. The site is a natural fit for hotel and residential development given its proximity to numerous established cultural, entertainment, employment and recreational land uses.

**GOAL 2:** Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

- Encourage and support the renovation and reuse of underutilized or vacant parcels/ buildings/shopping centers.

**RESPONSE:** Redevelopment and revitalization of the Property will contribute towards the economic stability of Scottsdale by providing a new vibrant mix of uses in the core of the City near abundant cultural amenities, support services, and large, stable employers. Integrating



upscale hotel rooms, residential units, open space and connectivity in Old Town brings physical and economic synergy, that will continue to enliven and enhance the city center consistent with the goals and policies of the General Plan and Old Town Scottsdale Character Area Plan.

## 4 : NEIGHBORHOODS

**GOAL 1:** Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

- Create, preserve, and enhance pedestrian, vehicular, and alternative transportation mode connections and links between neighborhoods and other neighborhood-supporting land uses throughout the community.

**RESPONSE:** Response: Pedestrian circulation along the street level and seamless interaction with a range of established land uses is a critical component of The Scottsdale Collection, as varied and numerous land uses are within walking distances from this site. This area of Old Town Scottsdale is in need of an enhanced pedestrian focused environment complemented by a range of activities throughout the Entertainment District and Arizona Canal District with direct connectivity to the Arizona Canal Trail. Architecture and urban design will focus on meaningful enhancements at the pedestrian level through texture, materials and scale along with a stronger landscape/hardscape setting that provides a comfortable walkable streetscape experience unified by art.

**GOAL 2:** Promote and encourage context-appropriate new development in established areas of the community.

- Encourage new development efforts toward existing developed areas in Scottsdale.
- Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.

**RESPONSE:** Providing redevelopment and reinvestment in Old Town, the proposed infill project will utilize and improve the existing area infrastructure (roads, utilities, etc.). The request is in harmony with the site's surrounding mix of land uses and will fulfill a strong market demand for a variety of tourist accommodations and residential options in Old Town, which will further bolster existing and future Old Town businesses. As the Entertainment District evolves and matures it will develop as a vibrant mixed-use center focusing on art, open space and connectivity becoming a destination for gathering of residents and visitors alike anchoring the northeast quadrant of Old Town.

## 5 : OPEN SPACE AND RECREATION

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

- Promote creative residential and commercial development techniques consistent with the







Character Plan for an area, to further preserve meaningful and accessible open space.

- Relate the character of open spaces to the uses and character of different areas of the city.
- Protect the visual quality of open space, unique city characteristics, and community landmarks.

**RESPONSE:** Open space will occupy approximately 61,399 s.f. of the Property. The corner of Scottsdale and Camelback will provide as a focal point at the intersection creating an ideal setting for gathering and experiencing The Scottsdale Collection by promoting pedestrian interaction through art and shade. This gateway node will bring vibrancy to the eastern portion of Old Town and is intended to provide a seamless connection to Old Town's network of sidewalks, bikeways, recreational paths, and trolley connections.

## 6 : GROWTH AREA

**GOAL 1:** Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

- Promote the coordination of infrastructure development and upgrade opportunities for infill development and development activity where it will encourage mixed uses and support pedestrian and transit activity

**RESPONSE:** Activating redevelopment sites is a key component to maintaining a thriving Old Town that minimizes focus on the automobile and encourages multimodal transportation with an emphasis on the pedestrian experience. The Scottsdale Collection contributes towards a walkable Old Town atmosphere by transforming the pedestrian realm on the Property through activation of the Scottsdale and Camelback street frontages as well as internal to the site by improving links and open space connections.

**GOAL 2:** Make automobile transit and other multimodal circulation more efficient.

- Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.

**RESPONSE:** The Property is located on the corner of Scottsdale and Camelback, major and minor arterials with mass transit options, and is approximately 2+/- miles west of the Loop 101, all of which provide regional access. By creating a comfortable and inviting pedestrian experience throughout the development, The Scottsdale Collection will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging alternative means of transportation is important as the Property is located near notable employment, cultural, restaurant and shopping destinations including Scottsdale Fashion Square Mall, the gallery district, Scottsdale Museum of Contemporary Art, and Scottsdale Museum of the West. The



site is also within proximity to the Galleria Corporate Center, the HonorHealth Osborn campus (Scottsdale's largest employer) and the City's civic complex including the Civic Center Library, Center for Performing Arts, and numerous City government offices. Additionally, the Property is adjacent to the Arizona Canal Trail and is only three-quarters of a mile west of the Indian Bend Wash providing over 20 miles of recreational paths.

## 7: COMMUNITY MOBILITY

**GOAL 1:** Emphasize live, work and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.

- Encourage the development of redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduces reliance on the automobile.

**RESPONSE:** As mentioned above, the Property is located at the intersection of Scottsdale and Camelback, and approximately 2+/- miles west of the Loop 101, all of which provide regional access. The proposed development accomplishes a range of goals including the integration of high quality, vibrant architecture and context appropriate site planning, creating a pedestrian presence with ground level activity, and providing tourist accommodations and residential options in the Entertainment District, thereby reducing trip generation during peak hours. A traffic report is provided with the zoning submittal.

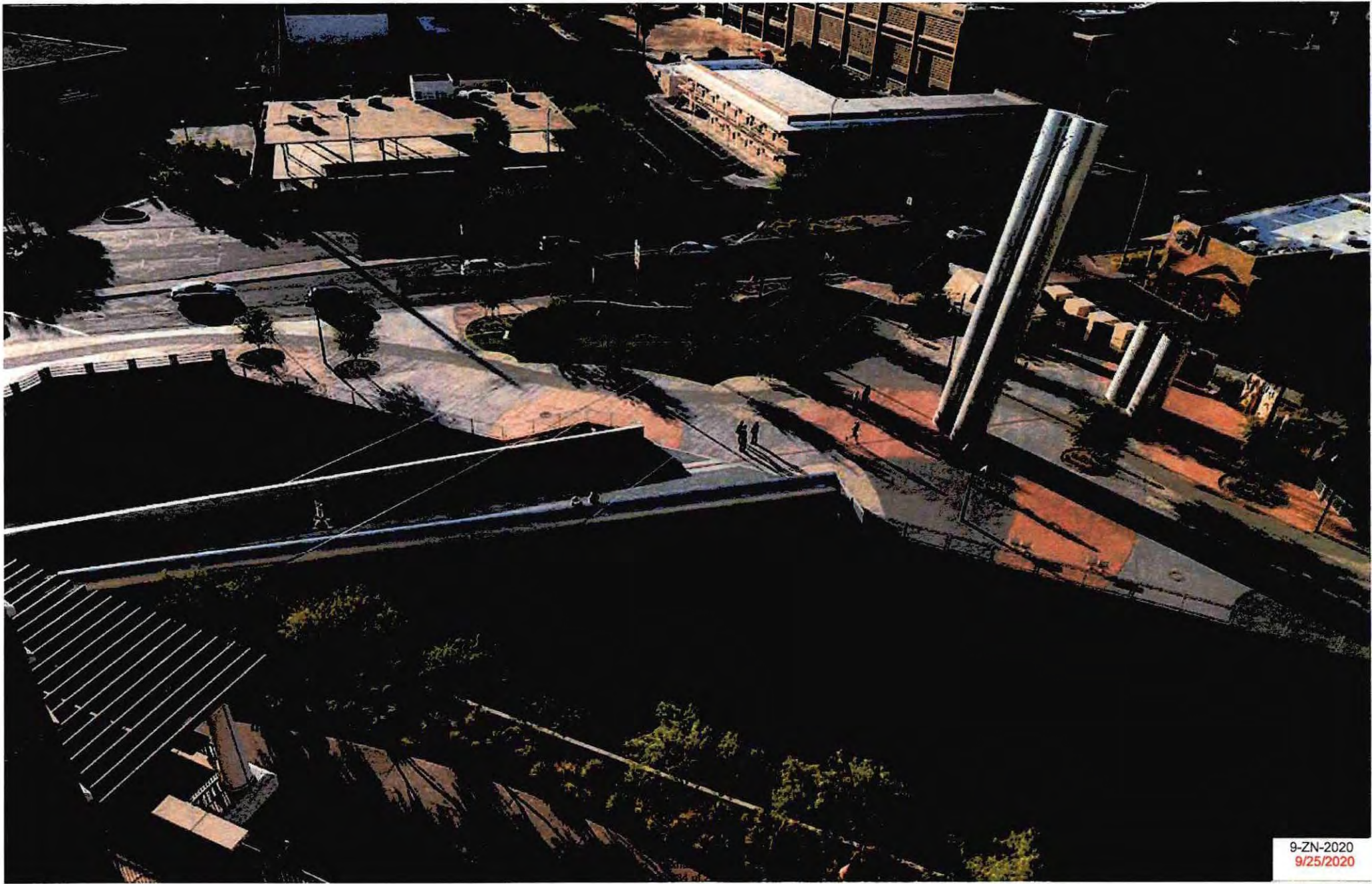
**GOAL 2:** Provide opportunities for building "community" through neighborhood mobility.

- Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

**RESPONSE:** The proposed sidewalk improvements combined with shade trees and canopies will generate a comfortable and inviting pedestrian space along the streetscape vs. the existing condition which largely includes disjointed parcels and surface parking with minimal landscaping. This will allow ease of pedestrian circulation through and around the site regardless of solar orientation. Further, The Scottsdale Collection will provide a range of public and private open spaces and walkways that will offer unique vantage points and experiences.







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# OLD TOWN CHARACTER AREA

Plans, designs, guidelines and other elements of this document are conceptual only and subject to future modifications

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# RESPONSE FOR THE SCOTTSDALE COLLECTION

The Downtown Multiple Use Type 3 category supports a variety of major employment and service related uses including, but not limited to, hotel, multiple story residential, office, commercial retail, and support services consistent with the intensity of uses which are typically found in the Type 3 districts of Old Town Scottsdale. Additionally, revitalizing and redeveloping older properties is a critical part of the economic vitality of the community as it matures. Thus, the proposed and future redevelopment of the site is essential for the continuing economic growth and sustainability of the maturing Entertainment District and the City as a whole.

The proposed D/DMU-3 PBD DO zoning district is consistent with the General Plan and Old Town Plan land use designation for the Property. The Old Town Plan's goals and policies which relate specifically to the proposed Development Plan for the Property are identified as follows:

## 1: LAND USE

**POLICY LU 1:** As a General Plan designated Mixed-Use Neighborhoods, Old Town Scottsdale should offer access to multiple modes of transportation and major regional designations, accommodate higher density housing combined with complementary office and retail uses, in

vertical mixed-use structures, with a focus on pedestrian-scale architectural design at the ground level

- **POLICY LU 1.2:** As a General Plan designated Growth Area, Old Town should accommodate future growth, new development, and redevelopment, with increased focus on enhanced transportation and infrastructure coordination.
- **POLICY LU 1.3:** Maintain Old Town as a year-round, seven days a week, 18-hour Mixed Use Neighborhood that supports the needs of Scottsdale's residents, businesses, and visitors.

**RESPONSE:** The Scottsdale Collection mixed-use development will further strengthen Old Town's urban environment and its "seven days a week" diverse character by integrating additional travel accommodations and housing options into the urban core which contains well-established cultural, entertainment and employment land uses. Please refer to the Design Guidelines below regarding the specific design elements that will bring a vibrant, interactive urban development to the Property.

**POLICY LU 2:** Encourage the development of old town as a collection of mixed land uses and districts

- **POLICY LU 2.3:** Encourage new development, redevelopment and infill that strengthens Old

Town Scottsdale's mix of activities through the development of mutually supportive land uses within Downtown Multiple Use areas. The majority of the properties within the Old Town Plan boundary are Downtown Multiple Use.

- New development and redevelopment within the Multiple Use areas adjacent to the Arizona Canal should incorporate vertically-mixed land uses that activate the Canal with both visitors and residents year-round, and include public open space areas for leisure activities and special events.

**RESPONSE:** The requested Downtown zoning classification allows for higher intensities in a mixed-use setting to encourage an urban lifestyle and appropriate balance of land uses with a rich pedestrian environment. The rezoning request will allow for the revitalization of underutilized properties and in some cases functionally obsolete buildings. D/DMU-Type 3 PBD DO P-3 on 2.05+/- acres and D/DMU-Type 3 PBD DO on 8.2+/- acres zoning will allow for context appropriate urban development standards compared to what is currently allowed under existing C-2/C-3 zoning designation for the Property. The corner of Scottsdale and Camelback will be celebrated as a key focal point and "gateway" to the larger site area by providing publicly accessible open space, art, and shade

promoting pedestrian interaction and creating a vibrant destination for tourists and locals with direct adjacency to the Arizona Canal Trail.

**POLICY LU 3:** Continue the use of development types to guide the physical and built form of Old Town Scottsdale

- **POLICY LU 3.4:** Support the highest scale Type 3 development north of the Arizona Canal, within the Medical District, in portions of the Arts District along the Goldwater Boulevard curve at Marshall Way, and east and west of the intersection of Scottsdale and Camelback Roads that include portions of the Arizona Canal, Entertainment, and Brown & Stetson Districts.

**RESPONSE:** The PBD overlay requested with The Scottsdale Collection zoning application will allow for greater flexibility with the development standards for the Property. Redevelopment and revitalization of this Property to develop a blend of land uses allows for a wide range of amenities including, but not limited to, public art, extensive shade, enhanced landscape and hardscape, improved pedestrian connectivity, sensitive edge buffering, vibrant architecture, placemaking and underground/structured parking. Inherently, mixed-use development allows the creation of plazas, meaningful open space areas and outdoor



corridors between buildings and sidewalks. Due to the site constraints (unique configuration and smaller parcels), the applicant is seeking flexibility for setbacks and stepbacks in certain locations identified in the PBD section below and proposed property development standards. In limited locations, the applicant is also seeking to increase the base building height from 84' to 156' consistent with the Type 3 development standards bonus provisions by providing special improvements. Specific design considerations have been given to the street frontages maintaining context appropriate building massing, pedestrian-scaled architectural elements, landscape shaded walkways, and enhanced hardscape design to allow for meaningful open space features in and around the site.

**POLICY LU 5: Promote Diversity in Old Town Housing Options**

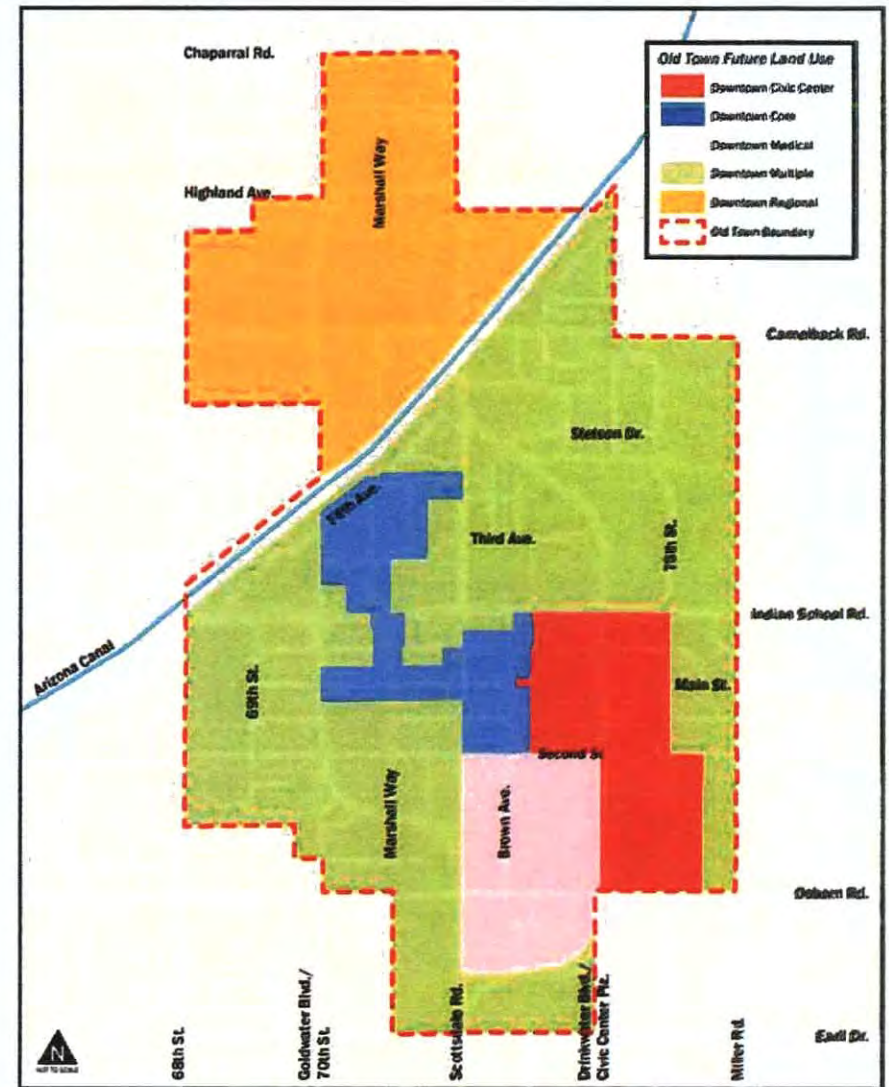
- **POLICY LU 5.1:** Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes and live/work units.
- **POLICY LU 5.2:** Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.
- **POLICY LU 5.3:** Encourage residential development for a variety of income groups.

**RESPONSE:** The redevelopment of this site from an underutilized collection of parcels to a

synergistic, connected mixed-use development with hotel and residential land uses, among others, will enrich tourism and the live-work-play philosophy in this well-established urban setting further contributing towards Old Town Scottsdale's sense of place and identity.

**POLICY LU 6: Encourage a mix of land uses to support a walkable and sustainable downtown**

- **POLICY LU 6.1:** Encourage development to provide a mix of uses and active street frontages, particularly in the Downtown Core, along Scottsdale Road, adjacent to primary open space areas and within the more active Old Town districts. For development in peripheral areas such as the Garden District, the Arts District and portions of the Fifth Avenue District west of Goldwater Boulevard, and the Civic Center and Brown and Stetson Districts east of 75th Street that may not be able to support a mixed of uses with active frontages, encourage features that create visual interest at the pedestrian level.
- **POLICY LU 6.2:** Support downtown sustainability by encouraging vertical mixed-use development with and uses near on another.
- **POLICY LU 6.3:** Encourage development to make use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.
- **POLICY LU 6.4:** Support interconnected, pedestrian oriented Old Town districts that



Old Town Future Land Use Map





are comprised of a balanced mix of activities and land uses within optimal walking distance (approximately one-quarter mile).

**RESPONSE:** The Scottsdale Collection is located in the Entertainment District and a portion of the Arizona Canal District (see Old Town Districts Map) and is ideally situated for mixed-use development including hotel and residential land uses with public open space to anchor and enliven the existing fabric of Old Town's northeast quadrant. The location of The Scottsdale Collection will lend itself to various modes of transportation, such as by foot, bicycle, trolley and/or bus vs. by car as the Property is located near numerous restaurants, cultural, employment and retail opportunities. The City's civic complex (offices, library, and museum) is located approximately one-third mile to the south and The Waterfront and Scottsdale Fashion Square Mall are located just steps from the Property on the west side of Scottsdale Road.

## 2 : CHARACTER AND DESIGN

**GOAL CD 1:** Strengthen and enhance old town district character with contextually compatible development.

- **POLICY CD 1.1:** Incorporate the distinctive qualities and character of surrounding and/or evolving, context into building and site design.
- **POLICY CD 1.2:** Encourage public and private development to establish new urban design and architectural character in areas

where downtown development patterns are fragmented or in transition.

- **POLICY CD 1.4:** Protect prominent historic resources and promote innovative new development that respectfully coexists with the character and context of these historic assets.
- **POLICY CD 1.5:** Maintain pedestrian oriented small-town character and human scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at the street level of all downtown districts.

**RESPONSE:** The Scottsdale Collection predominantly consists of hotel and residential uses with a collection of ancillary land uses such as restaurants, outdoor dining terraces and supporting retail that will create a dynamic relationship between indoor and outdoor spaces with a unified vision and theme of connectivity, art and tourism. Materials, massing and architecture will be inspired by the desert vernacular taking cues from Scottsdale's established urban context. Building materials will be artfully integrated into built form and layered to provide a hierarchy within each structure creating a base, middle and top to avoid a monolithic, glass tower effect. Exaggerated overhangs and shade elements will provide solar relief to the glazing and protected outdoor spaces. Four-sided architecture will ensure that each façade provides balance and movement, helping to accentuate appearance and offering

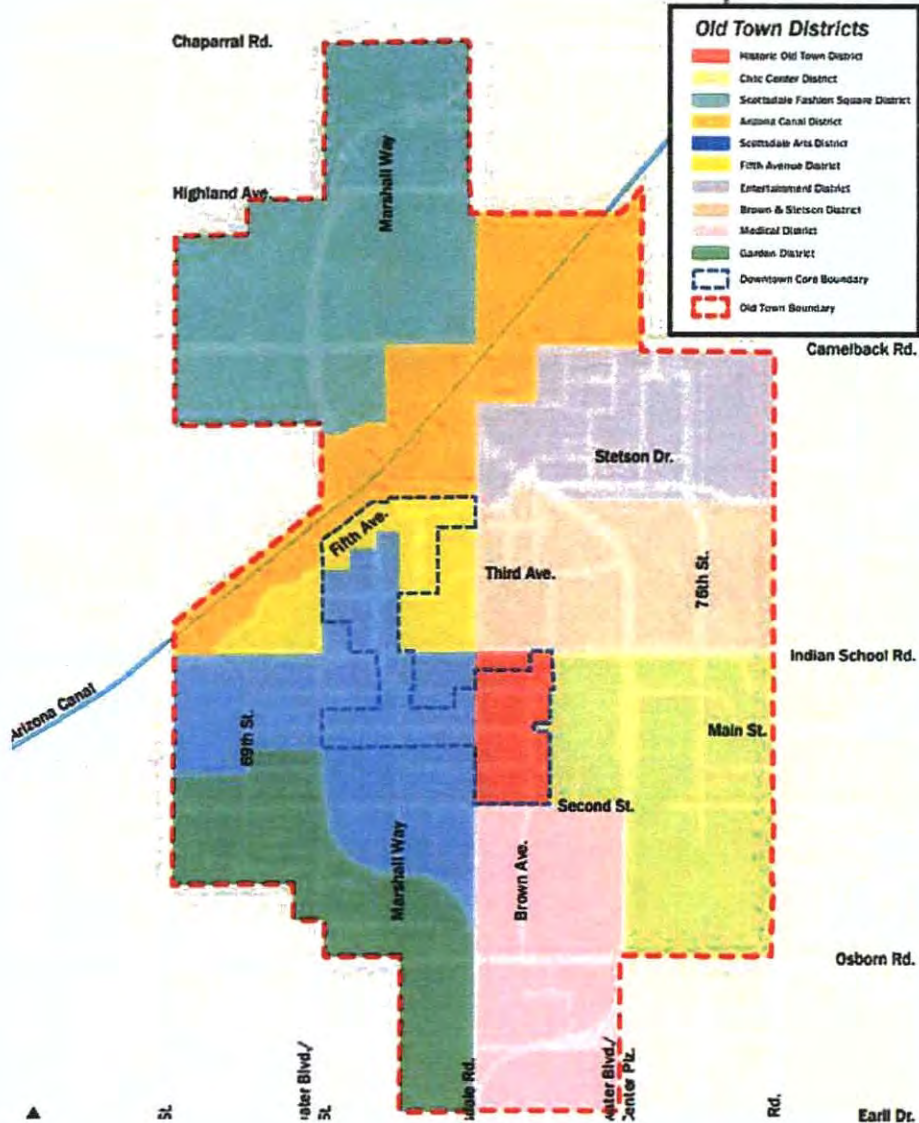




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Old Town a vibrant, visually interesting building character throughout The Scottsdale Collection. The streetscape design and open space areas will embrace the Old Town Scottsdale Urban Design & Architectural Guidelines and provide a welcoming pedestrian environment for Old Town visitors and locals walking along the streetscape vs. the more auto-centric environment that exists today. The proposed mixed-use development will provide a comfortable and safe streetscape designed with human-scale elements, shade and movement through both hardscape and building forms. Trees and shrubs will be used to create a comfortable microclimate as well as providing visual relief that will enhance the pedestrian experience along the street edge and encourage the use of sidewalks to get from one destination to another further enhancing the mixed-use character of Old Town.

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

- **POLICY CD 2.1:** The scale of existing development adjacent to the Old Town boundary should be acknowledged and respected through a sensitive edge transition buffer. This buffer, established on a location specific basis, may include transitional development types, landscape buffers, and/or sensitive architectural design solutions to mitigate the larger building mass and height of downtown development.

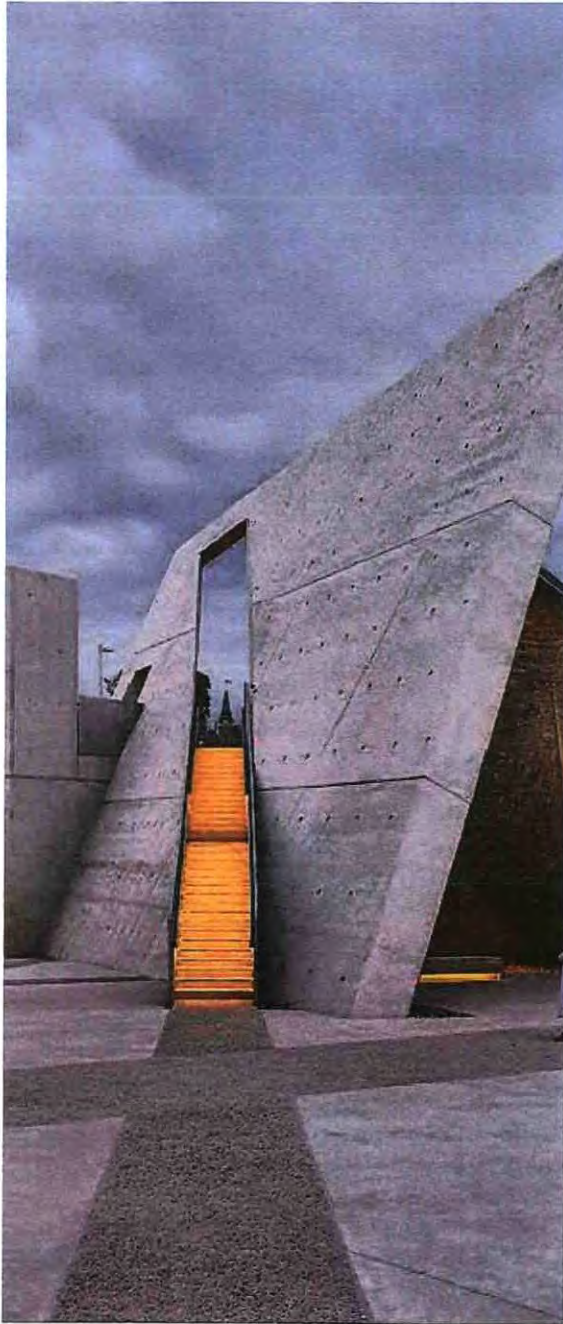
- **POLICY CD 2.2:** Sensitive transitions buffers between Downtown District Development Types should be implemented through architectural design that steps down larger building mass and height, to lower development.

**RESPONSE:** See response under Old Town Plan Goal CD 1 above. Proposed building massing will be stepped horizontally and vertically to help reduce the overall volume and create appropriate transitions and architectural interest. The building design will incorporate layers, textures and variety in materials providing four-sided architectural character that responds to the Southwestern climate while also respecting solar orientation.

**GOAL CD 3:** Old town development should respect and respond to the unique climate and context of the Southwestern Sonoran Desert.

- **POLICY CD 3.1:** Promote downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.
- **POLICY CD 3.2:** Enhance outdoor pedestrian comfort through the creation of microclimates that incorporate a variety of shade conditions, landscape, and features that are drought tolerant, as well as offer attractive spaces, and passively cooler temperatures.
- **POLICY CD 3.3:** Public realm and site design





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

- **POLICY CD 3.4:** Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

**RESPONSE:** The landscape character of the proposed development will include a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette will incorporate hardy plants known to thrive in the heat and sun of the Sonoran Desert climate. Plant selection and landscape design will allow the development to use water efficiently throughout the site. The use of water design features will be thoughtfully incorporated given the sensitivity to water conservation in the desert.

**GOAL CD 4:** Create a dynamic and connected walkable downtown through urban and architectural design

- **POLICY CD 4.1:** Encourage urban and architectural design that addresses human scale and provides pedestrian comfort.
- **POLICY CD 4.2:** Retain and expand the tradition of covered walkways in Historic

Old Town. Encourage the use of covered walkways, cantilevered awnings, and tree canopies in all other districts.

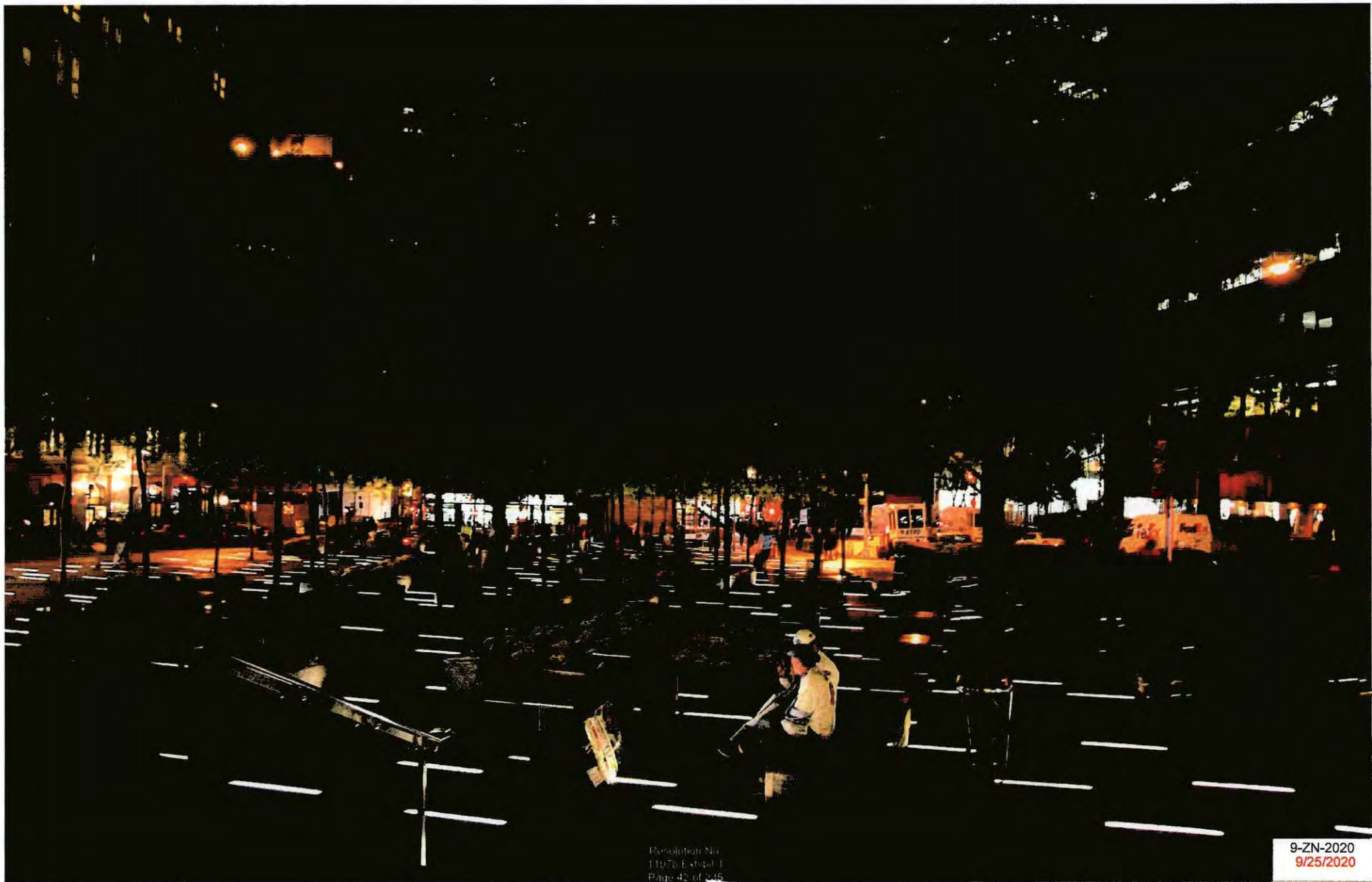
- **POLICY CD 4.3:** Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.
- **POLICY CD 4.4:** Enhance the downtown pedestrian experience through the provision of pedestrian oriented banner, wayfinding, signage, and other related infrastructure. other districts.

**RESPONSE:** Pedestrian circulation along the streetscape and internal to the site that provides seamless interaction with the existing range of Old Town retail and restaurants is an important feature of The Scottsdale Collection, as various land uses are within walking distance. Old Town offers a rich pedestrian focused environment surrounded by a range of activities along Scottsdale Road and Camelback Road. Building design will focus on enhancements at the human level along with a landscape and hardscape setting, emphasizing shade, that provides a comfortable walkable pedestrian realm. Signage will be woven into the project in a creative and conspicuous manner to provide wayfinding for pedestrians while blending with the architectural character of The Scottsdale Collection.

**GOAL CD 5:** Establish an inviting and interconnected downtown public realm and open space network that is useful, safe, interesting, and comfortable to all.

- **POLICY CD 5.1:** Provide high-quality, multi-functional open space areas within Old Town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.
- **POLICY CD 5.2:** Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town.
- **POLICY CD 5.3:** Provide a variety of public realm and open space areas that accommodate multiple activities and special events for downtown residents, visitors and workers of all ages.
- **POLICY CD 5.4:** Promote the Civic Center, Arizona Canal, and Museum of the West areas as primary downtown public open spaces for community residents and visitors. These primary public spaces should be actively programed with a variety of social, cultural, artistic and entertainment activities, and special events.
- **POLICY CD 5.5:** Improve, expand, or create new public realm and open space areas that can be enhanced by art and interactive







opportunities, such as pocket art parks and temporary art trails.

**RESPONSE:** The Scottsdale Collection contributes towards the pedestrian oriented Old Town atmosphere by completely transforming the pedestrian realm on the Property through the activation of street frontages linking to the range of established uses in the area. As such, specific design considerations have been given to the street frontages to maintain context appropriate building massing/heights, pedestrian-scaled architectural elements/overhangs, landscape shaded walkways, enhanced hardscape design and distinctive public art. Sidewalk improvements as well as trees and shrubs, will create shade and a comfortable microclimate for the pedestrian providing as a sensory relief from the built environment. These practices will enrich the pedestrian experience and encourage the use of these enhanced sidewalks to get from one destination to the next. The indoor/outdoor transition from the buildings will also allow residents, visitors and guests to immediately engage with the sidewalk network in Old Town providing for an improved experience. Streetlights will be designed and sited in a manner that strengthen the unique design of the project while maintaining safety for pedestrians. The corner of Scottsdale and Camelback will be celebrated as a key focal point and “gateway” to the larger site area by providing publicly accessible open space, art, and shade promoting pedestrian interaction and creating a vibrant destination for tourists and locals.

Further, adjacency to the Arizona Canal Trail and close proximity to Indian Bend Wash (three-quarters of a mile to the east) both offer popular recreational amenities to the Property beyond the limits of Old Town.

**GOAL CD 6:** Create safe, comfortable, and interesting street spaces

- **POLICY CD 6.1:** Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.
- **POLICY CD 6.2:** Connect downtown street spaces with other pedestrian spaces and linkages.
- **POLICY CD 6.3:** Streetscapes should provide continuity for the pedestrian across different developments along the same street. This continuity can be established through the provision of comprehensive sustainable landscape improvements, shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.
- **POLICY CD 6.4:** Use development standards, related exceptions, and urban design guidelines regarding building location and setback to enhance the context, rhythm, and features of streetspaces.
- **POLICY CD 6.5:** Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or







common open spaces.

- **POLICY CD 6.6:** Create, or maintain, a defined building location to establish the public realm, establish a clear visual identity, and activate storefront areas to increase pedestrian comfort.

**RESPONSE:** See response to CD Goal 5 above. Streetscapes will provide continuity and connectivity from, to and around The Scottsdale Collection. Public spaces will include sustainable, low-water use landscape improvements, shade trees, shade elements, hardscape, outdoor furniture and seating spaces, public art and integrated infrastructure. The primary focus of The Scottsdale Collection is walkability and contextually appropriate building placement that caters to the pedestrian while highlighting art and tourism.

**GOAL CD 7:** Incorporate a regional landscape palette that complements the urban and pedestrian character of Old Town.

- **POLICY CD 7.1:** Old Town open space and landscape elements should project a desert oasis character, providing an abundance of shade, color, varied textures and forms.
- **POLICY CD 7.2:** Landscape materials should complement the built environment, land uses, and other downtown activities. Careful selection of downtown plan materials should take into account attributes such as scale, density, placement, arrangement and maintenance requirements.

**RESPONSE:** The landscape palette will complement the existing urban context by integrating desert-lush vegetation that provides an abundance of shade, color, texture and form while creating an appropriate setting for the proposed buildings. Mature desert landscaping and materials will enhance the pedestrian experience and soften the vertical and horizontal surfaces by incorporating natural shading elements. These elements help to delineate pathways providing a unique blend of texture and filtered light to soften the outdoor space. The landscape character will incorporate trees and shrubs that will flourish in their unique urban environment while complementing the architecture and responding to specific microclimatic conditions. The setting unites public art, open space, modern site furnishings, identifiable hardscape patterns and unique elements that will enliven the pedestrian realm and blend into the context of Old Town.

**GOAL CD 8:** Integrally design lighting into the built environment.

- **POLICY CD 8.1:** Achieve a balance between ambient light levels and designated lighting needs.
- **POLICY CD 8.2:** Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular safety in public and private spaces.
- **POLICY CD 8.3:** Use lighting to provide a safe and inviting nighttime environment for residents, businesses and visitors, and



to enhance nighttime special events and activities.

**RESPONSE:** Energy efficient lighting will be balanced to provide appropriate levels for wayfinding and building accent while respecting the existing Old Town environment. Proposed site lighting will provide a safe and inviting nighttime environment for pedestrians.

**GOAL CD 9:** Implement high quality urban and architectural design in old town

- **POLICY CD 9.1:** Design downtown civic buildings and public spaces to demonstrate the city's commitment to, and leadership in, design excellence.
- **POLICY CD 9.2:** Incorporate the Scottsdale Sensitive Design Principles and the Old Town Urban Design and Architectural Guidelines in all development.
- **POLICY CD 9.3:** Achieve high quality urban and architectural design through the development review process.
- **POLICY CD 9.4:** Integrate art into downtown urban design and architecture

**RESPONSE:** The Scottsdale Collection will promote the Scottsdale Sensitive Design Principles and embrace the applicable Old Town Scottsdale Urban Design & Architectural Guidelines as outlined in the section below. Taking cues from modern architectural design, indigenous building materials and native landscaping materials the development will

provide a pedestrian-oriented urban environment with a modern, contemporary aesthetic. Complementary textures, colors and materials will create strong aesthetic connections between existing and newly constructed developments while still maintaining a unique and identifiable character for the Development Plan area.

**GOAL CD 10:** Incorporate sustainable building practices on old town development.

- **POLICY CD 10.2:** Incorporate sustainable planning, design and building techniques into downtown development and use durable indigenous materials that will endure over time, to minimize environmental and maintenance impacts.
- **POLICY CD 10.7:** Promote methods of water conservation, such as stormwater harvesting, water reuse and passive landscaping irrigation.
- **POLICY CD 10.8:** Maintain sustainable solid waste collection, recycling, and disposal delivery systems downtown. Encourage the use of shared waste containers and compactors among similar downtown businesses (e.g. office and retail) to reduce the number of containers in downtown, and their negative aesthetic, olfactive and circulation impacts.
- **GOAL CD 10.9:** Encourage downtown recycling and other waste reduction and diversion programs in civic spaces, at special events, and in commercial and multifamily

residential developments.

**RESPONSE:** Sustainable planning and building techniques will be emphasized. Sustainable strategies such as storm water harvesting, water reuse and passive landscape irrigation methods are being explored. Recycling and waste reduction techniques will be emphasized within the hotel, residential and/or office buildings, as well as within the public open space areas and streetscape walkways.

**GOAL CD 11:** Infrastructure design should positively contribute to the old town identity.

- **POLICY CD 11.1:** Design infrastructure improvements to unify the overall identity of Old Town, while still contributing to the specific district identity in which they are located.
- **POLICY CD 11.2:** Develop infrastructure improvements that positively impact the aesthetics and mobility aspects of the pedestrian environment.
- **POLICY CD 11.3:** Underground overhead utilities when physically and economically feasible to reduce the negative visual impacts in the downtown environment.
- **POLICY CD 11.4:** Minimized the aesthetic and circulation impacts of power and communication system equipment located in rights-of-way.

**RESPONSE:** Infrastructure improvements will be unified within Old Town by improving the







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### 3 : MOBILITY

current condition and pedestrian experience in the Entertainment District and Arizona Canal District. Above ground mechanical may be minimized utilizing ground vaults, where feasible, and/or artfully screened from view through the use of decorative walls and/or landscaping buffers or other appropriate screening methods.

**GOAL M 1:** Develop completed streets through public and private infrastructure investment and improvement

- **POLICY M 1.1:** Maintain a well-connected downtown circulation grid comprised of complete streets that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. A complete street responds to its community context and may include sidewalks, bicycle lanes and parking, bus lanes, comfortable and accessible public transit stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, and narrower travel lanes to enhance connectivity for all. A complete street is also consistent with federal laws and guidelines including those pertaining to accessibility.
- **POLICY M 1.2:** Provide pedestrian and bicycle facilities within large projects and development parcels and connect them to adjacent development and the greater

- **POLICY M 1.2:** Provide pedestrian and bicycle facilities within large projects and development parcels and connect them to adjacent development and the greater downtown circulation system.
- **POLICY M 1.3:** Provide continuity in downtown wayfinding through the addition of landmarks, public art, distinct streetscape improvements, maps, directions, symbols, signage, and information systems for both pedestrians and motorists.
- **POLICY M 1.4:** Accommodate the movement of freight goods and services, truck delivery access and operations, and emergency response vehicles on private development sites, and out of the public right-of-way where possible.
- **POLICY M 1.5:** Encourage use of mobility options downtown, such as: transit, biking, walking, ride share, transportation cars, pedicabs and horse drawn carriages, particularly during special events.
- **POLICY M 1.7:** Maintain Goldwater Boulevard and Drinkwater Boulevard as the primary routes to accommodate pass-through traffic around downtown.
- **POLICY M 1.8:** Enhance downtown's pedestrian-oriented environment through reduced vehicular lane widths, design speeds, and intersection lengths, as appropriate.







**RESPONSE:** Successful downtown revitalization and redevelopment focuses on a lively pedestrian presence with a mix of land uses and quality pedestrian level design and linkages. In addition to the focal point at the intersection of Scottsdale and Camelback, street improvements throughout consistent with City standards creating intersections and walkways that prioritize the pedestrian. Sidewalk improvements combined with well-placed shade trees and/or shade canopies will create a more comfortable and inviting pedestrian space along the future streetscape vs. the current site conditions. This will allow easy use of the established circulation system, in and around the site taking advantage of the multi-modal transportation options available in Old Town.

**GOAL M 2:** Create complete, comfortable, and attractive pedestrian circulation systems.

- **POLICY M 2.1:** Design the public realm to include wide sidewalks that accommodate meeting and passing other pedestrians, queuing, pedestrian waiting areas, street furniture, pocket parks, patio areas and other desired levels of activity.
- **POLICY M 2.2:** Encourage pedestrian oriented design that included pedestrian comfort amenities such as trees, shade from buildings, seating, shelter, wayfinding and lighting, to encourage strolling, lingering and promenading, especially in areas where there is a high concentration of pedestrian activity.

- **POLICY M 2.3:** Manage existing and design future downtown transportation and related systems with a focus on pedestrian mobility, accessibility and safety.
- **POLICY M 2.4:** Develop and attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between downtown districts.
- **POLICY M 2.5:** Provide enhanced pedestrian access and connections between adjacent developments.

**RESPONSE:** The Scottsdale Collection's urban open space areas and streetscapes will seek to improve connectivity and enhance the pedestrian experience along Scottsdale and Camelback, internal to the project, and beyond to The Waterfront and Scottsdale Fashion Square Mall as well as numerous other Old Town destinations. In addition, the street level pedestrian improvements will provide connectivity between the established residential neighborhood to the north and east and Old Town reinforcing the interconnected fabric in and around the entire Old Town area.

**GOAL M 3:** Create a hierarchy of predestine space within old town.

- **POLICY M 3.1:** Develop specific downtown connections, nodes and spaces as Pedestrian Places, particularly where there is a high concentration of pedestrian activity, or where







a high level of pedestrian activity is desired.

- **POLICY M 3.2:** Create a Pedestrian Supportive environment throughout the remainder of downtown.
- **POLICY M 3.3:** Roadway corridors with higher traffic volumes and faster speeds, combined with larger land use setbacks, may remain Pedestrian Compatible and should include Pedestrian Supportive crossing treatments.
- **POLICY M 3.4:** Eliminate existing, and discourage new, Pedestrian Challenging environments within downtown.

**RESPONSE:** Activation of street frontages and cultivating a welcoming vibrant street level experience is one of the primary goals of The Scottsdale Collection Development Plan linking to a range of established and proposed land uses in Old Town. The corner of Scottsdale and Camelback will be celebrated as a key focal point and “gateway” to the larger site area by providing publicly accessible open space, interactive art, and shade promoting pedestrian interaction and creating a vibrant destination for tourists and locals. Specific design considerations have been given to the street frontages to maintain context appropriate building massing/heights, pedestrian-scaled architectural elements/overhangs, landscape and canopy shaded walkways, enhanced hardscape design and distinctive public art.

**GOAL M 4:** Maintain a convenient and adequate

parking supply in old town

- **POLICY M 4.1:** Develop a “park once environment” downtown, where users can access multiple destinations without the need to move their private vehicle numerous times.
- **POLICY M 4.2:** Create new or adjacent existing parking requirements to ensure continued downtown revitalization and investment, as technologies and private vehicle user preferences evolve.
- **POLICY M 4.3:** Maximize use of the existing parking supply through a comprehensive, multi-tiered parking management program.
- **POLICY M 4.4:** Create new public parking supply through public-private partnerships to maintain free public parking downtown.

**RESPONSE:** The Scottsdale Collection contributes to the concept of a “park once environment” based on the mixed-use character of the development situated in the heart of the Entertainment District and the availability of new structured parking (both under and above ground) to be provided with the redevelopment over time. With a strong emphasis on walkability, activation of the urban environment will be strengthened through seamless transitions from The Scottsdale Collection to The Waterfront, Scottsdale Fashion Square Mall and the Main Street galleries as well as other area cultural, retail, and entertainment opportunities allowing patrons to park once and wander and enjoy the multiple experiences Old Town has to offer.

**GOAL M 5:** Encourage transit that provides local and regional connections to, from and within old town Scottsdale.

- **POLICY M 5.1:** Enhance Old Town Scottsdale’s local and regional transit availability and accessibility, by emphasizing high frequency and expanded hours of service within the downtown and connections to adjacent areas.
- **POLICY M 5.2:** Locate higher density development near major transit routes and venues to facilitate increased use of downtown transit.
- **POLICY M 5.3:** Link the downtown Old Town Trolley and other transit to existing and future local and regional transit networks to accommodate the needs of residents, employees and visitors.

**RESPONSE:** The Property is ideally situated to benefit from Old Town and City-wide transit options. The Scottsdale Trolley system runs adjacent to the Property providing access throughout Old Town and Scottsdale with routes that extended from McDowell Road to the Scottsdale Airpark connecting to other valley-wide transit routes. Additionally, the existing Valley Metro Bus runs along Scottsdale Road (Route 72) providing access from Chandler/ Tempe to North Scottsdale and along Camelback Road (Route 50) providing access from the site west into Phoenix.

**GOAL M 6:** Development a continuous,





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- **POLICY M 6.1:** Promote convenience connections between the on-street bicycling network and off-street paths and trails.
- **POLICY M 6.2:** Connect the downtown bicycling network to the regional bicycling system via the Arizona Canal, Crosscut Canal, Sun Circle Trail, and Indian Bend Wash multi-use paths.
- **POLICY M 6.3:** Integrate on-street bicycle lanes and bicycle routes throughout downtown.
- RESPONSE:** By creating a comfortable and inviting pedestrian experience along the adjacent streets, The Scottsdale Collection will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Bicycle lanes and bicycle parking will be provided throughout. Encouraging these alternative means of transportation is inherent to Old Town development as the Property is located near numerous restaurant, retail, and cultural destinations. Additionally, the Arizona Canal Trail is immediately adjacent to the site bisecting the intersection of Scottsdale and Camelback and the Indian Bend Wash is located approximately three-quarters of a mile directly east of the site both providing bicycle recreational opportunities and connectivity. Gentry on the Green, a recently approved 41-acre mixed-use development focused on bicycle tourism, is located to the east between The Scottsdale Collection site and the Indian Bend Wash and once redeveloped will

- GOAL M 7:** Provide bicycle infrastructure and facilities to encourage increased downtown resident, employee and visitor bicycling.
- **POLICY M 7.1:** Incorporate accessible bicycle infrastructure and facilities into public and private development, such as designated bicycle parking areas, racks, lockers, and shower facilities.
- **POLICY M 7.2:** Develop a series of tourism bicycle routes that highlight unique visitor attractions.
- RESPONSE:** Bicycle infrastructure will be incorporated throughout The Scottsdale Collection by providing designated bicycle lanes and well-placed, shaded bicycle parking.
- GOAL M 8:** Promote bicycle education, safety, enforcement.
- **POLICY M 8.2:** Incorporate safety measures at grade separations, street crossings, and intersections to minimize conflicts with vehicles, pedestrians, and other bicyclists.
- RESPONSE:** Safety measures will be factored into the design of street crossing and intersections to protect all modes of transportation whether walking, biking or travelling by car.

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## 4 : ARTS AND CULTURE

**GOAL AC 1:** Invest in current and create new opportunities to advance old town Scottsdale as an arts and cultural hub with regional national, and international significance.

- **POLICY AC 1.1:** Support a diverse range of arts and culture experiences downtown.
- **POLICY AC 1.2:** Revitalize, expand and develop new arts, cultural, and educational facilities that enhance Old Town Scottsdale's artistic landscape.
- **POLICY AC 1.3:** Grow existing and establish new high-quality, signature festivals, events and programming that attract resident and visitor audiences and distinguish Old Town Scottsdale as a premiere arts and culture destination.
- **POLICY AC 1.4:** Continue to invest in, improve, celebrate, and promote the Scottsdale Arts District, Scottsdale Civic Center, and the Arizona Canal as prominent downtown arts and culture destinations.

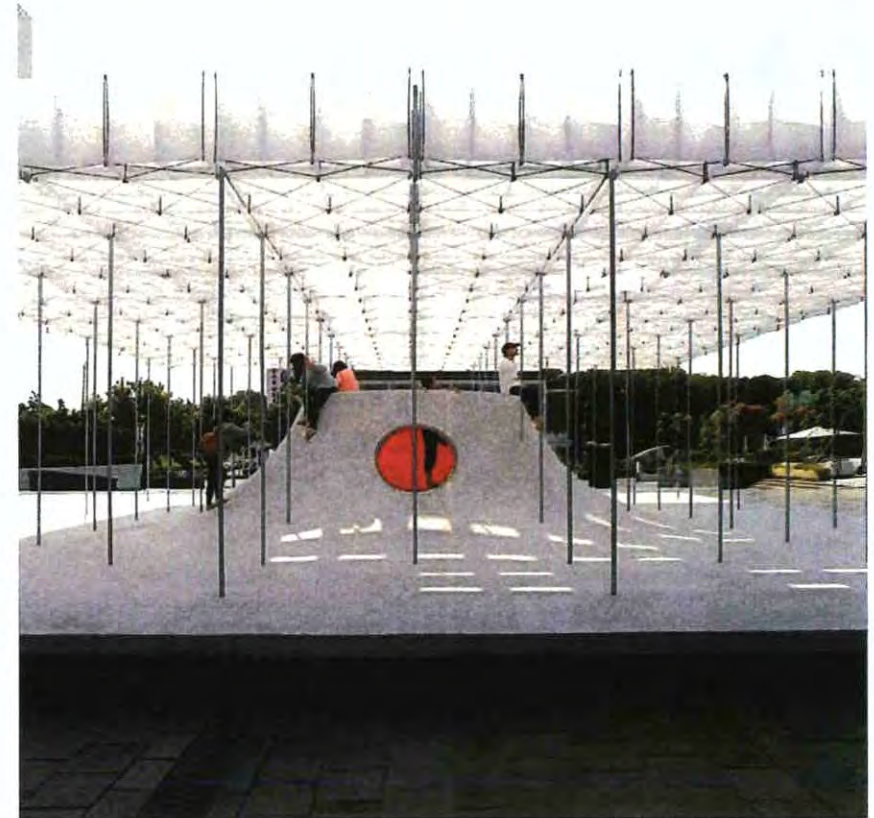
**RESPONSE:** Scottsdale's identity and brand includes art/culture, recreation, shopping and resorts. The Scottsdale Collection will build upon the strong art base in Old Town by providing an anchor for the northeast quadrant of Old Town strengthened by new, vibrant contemporary architecture, gathering spaces and walkways, and synergistic land uses that will continue to distinguish Old Town Scottsdale as a

premiere art/culture and tourism destination.

**GOAL AC 2:** Encourage creative place-making old town, where all can participate

- **POLICY AC 2.1:** Encourage investment in public art and cultural destinations that preserve, commemorate, and celebrate Scottsdale's diverse history, culture, and people
- **POLICY AC 2.2:** Serve diverse community interests by supporting a variety of monumental art pieces, emerging artists, and temporary event-based programs downtown.
- **POLICY AC 2.3:** Utilize public art to strengthen interconnectivity between downtown districts and cultural facilities through way-finding, space activation, temporary art trails, and pocket art park opportunities.
- **POLICY AC 2.4:** Facilitate public art integration into Old Town architecture and urban design

**RESPONSE:** The Scottsdale Collection seeks to evolve the Entertainment District with urban design elements centered around unique, thought-provoking visual experiences in the form of art, open space and the built environment with the common goal of celebrating Scottsdale's diverse history and culture. These elements will be highlighted through visual cues and wayfinding allowing pedestrians to wander and experience unique connections and corridors that weave seamlessly into the fabric of Old Town.







**GOAL AC 3:** Promote and support initiatives that foster old town as an interactive arts district.

- **POLICY AC 3.1:** Animate existing private and public spaces with arts and culture, and create informal, spontaneous exhibition and performance spaces throughout the downtown.
- **POLICY AC 3.2:** Connect commercial and private art enterprises with public and non-profit arts and cultural venues in the downtown.
- **POLICY AC 3.3:** Encourage the attraction and retention of Scottsdale based non-profit arts and culture organizations in downtown.
- **POLICY AC 3.4:** Develop economic, land use, planning, and design strategies to protect and enhance arts, culture, and gallery businesses in downtown.
- **POLICY AC 3.5:** Encourage continuation and expansion of innovative arts and culture programming that enriches the community.
- **POLICY AC 3.6:** Increase and promote community arts partnerships and projects that animate public spaces and provides residents, workers, and tourists with diverse arts experiences.
- **POLICY AC 3.7:** Support work/live development in the downtown that is flexible enough to accommodate the needs of creative professions.

**RESPONSE:** The Scottsdale Collection's Development Plan has a strong focus on art

and culture as highlighted in more detail in the Cultural Improvements section below. Notably, the nearby Scottsdale Arts District includes 70+/- galleries featuring the works of 1,000+/- artists along with Scottsdale Museum of the West, Scottsdale Museum of Contemporary Art, the Scottsdale Artists' School and Stagebrush Theatre, all of which establish Scottsdale, and Old Town specifically, as art-focused community. The Scottsdale Collection will celebrate and incorporate art as a guiding element as part of the Development Plan through the integration of new tourist accommodations, residential units and open space opportunities that promote walkability. Within and around the new development, elements of art will be encountered on various levels through sculpture, furniture, shade, lighting and building facades to create new exciting visual and sensory experiences for residences, guest and visitors further supporting Scottsdale as an arts community.

## 5 : ECONOMIC VITALITY

**GOAL EV 1:** Support Old Town's prominent economic role as a hub for the arts, culture, retailing, dining, entertainment, tourism, events, and employment.

- **POLICY EV 1.1:** Encourage land uses, activities, and special events that support downtown as a primary commercial, cultural and tourism destination, to maintain downtown's economic role in the community.
- **POLICY EV 1.2:** Promote downtown as an



environment attractive to both leisure visitors and a skilled workforce.

- **POLICY EV 1.3:** Attract tourism-supporting land uses, activities and special events to reinforce Old Town as a robust tourism destination.
- **POLICY EV 1.4:** Proactively address economic and social changes by examining Old Town goals on a regular basis, to ensure responsiveness to shifts in economic, social, environmental, and market conditions.
- **POLICY EV 1.5:** Appeal to residents, visitors, and workers by creating and delivering programs and services that support a high quality, year-round, successful mix of retain, dining, entertainment, emerging enterprises, and small businesses that contribute to Old Town's unique character.

**RESPONSE:** The D/DMU-Type 3 subdistrict supports a variety of land uses including, but not limited to, multiple story residential, office, hotel, retail shops, and restaurants. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional tourist accommodations and residential housing options in Old Town is essential for the continuing economic growth and sustainability of Scottsdale. Developing this mixed-use project will further increase the employment base and provide jobs near a range of housing options in Old Town and Southern Scottsdale. This project exemplifies revitalization by

redeveloping underutilized sites and creating a vibrant development with nearby access to support services, transportation corridors and a recreation network. Thus, reinforcing the City's desire for tourism in Old Town and increasing lifestyle opportunities for visitors and residents of Scottsdale. Providing accommodations for travelers and additional "rooftops" in the heart of Old Town will serve to support existing restaurants, cultural venues, galleries and other businesses in the area.

**GOAL EV 2:** Promote private investments in, and attract new development to old town

- **POLICY EV 2.1:** Encourage investment in residential and commercial development that ensures Old Town's economic competitiveness regionally and nationally.
- **POLICY EV 2.2:** Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.
- **POLICY EV 2.4:** Promote the retention of major downtown employers and accommodate their future expansion needs.
- **POLICY EV 2.7:** Attract and retain a broad array of economic activities that widen the appeal of Old Town and strengthen the city's tax base.
- **POLICY EV 2.8:** Recognize that talent is a critical component of business location decisions and enhance Old Town's quality of

life amenities and housing choices, to appeal to a skilled workforce.

**RESPONSE:** The Scottsdale Collection will bring over approximately 575,942 square feet of mixed-use development breathing new life into and transforming the Entertainment District, providing housing and travel accommodations for Scottsdale residents and visitors alike. The PBD overlay requested with this zoning application will allow for reinvestment in the heart of Old Town further stimulating the economic tax base as well as the diversity of land uses and expanded employment opportunities. Below is a more detailed description of how the PBD overlay criteria are being met.





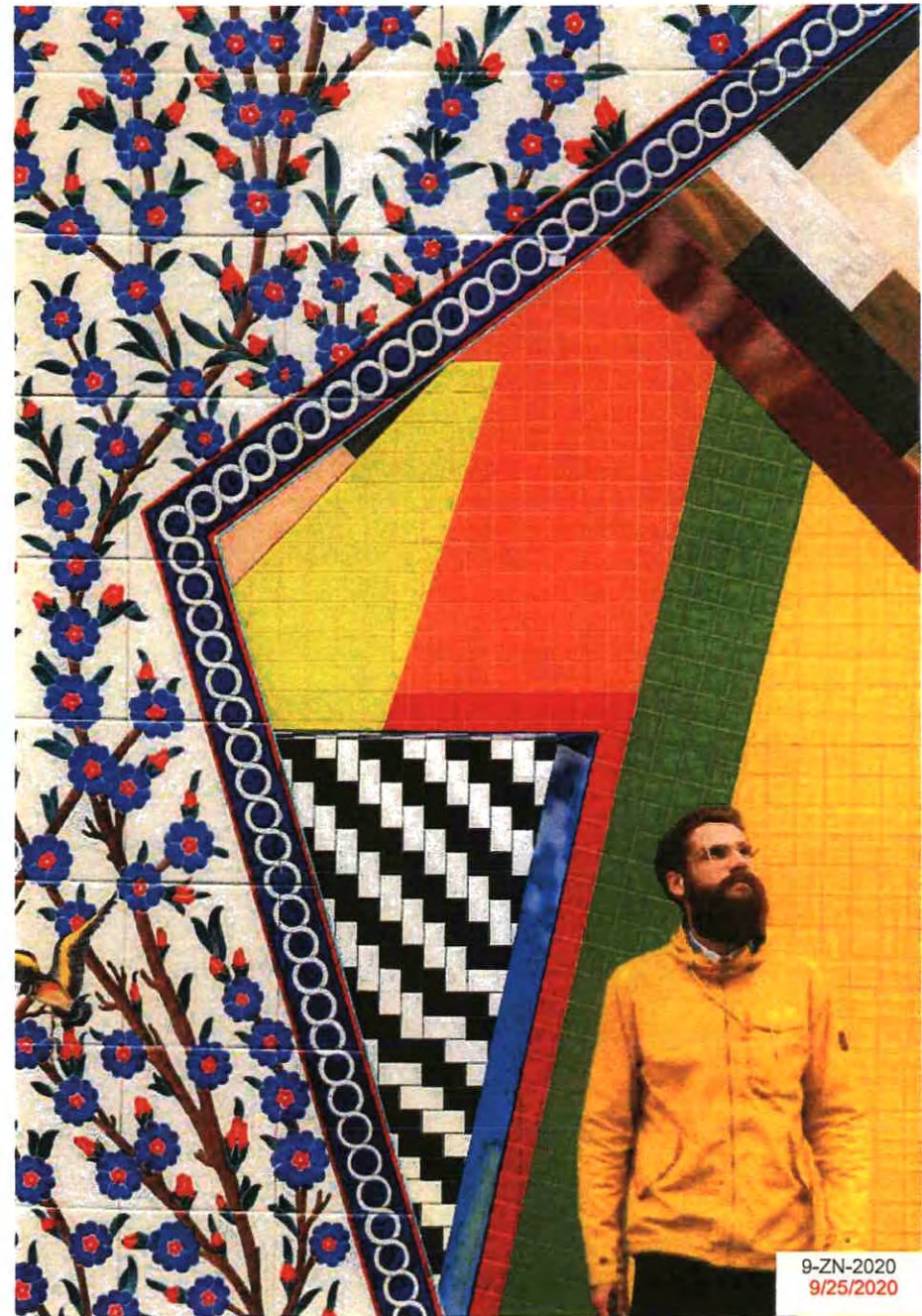




# PLANNED BLOCK DEVELOPMENT (PBD) CRITERIA

Plans, designs, guidelines and other elements of this document are conceptual only and subject to future modifications

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# RESPONSE FOR THE SCOTTSDALE COLLECTION

**SEC. 6.1301. PURPOSE:** The purpose of the PBD Overlay District is to allow for development flexibility in the Downtown Area to assist the City in achieving the Downtown Plan, developing more Downtown Area public amenities, and adding land uses that would further promote the Downtown Area as a twenty-four (24) hour community.

**RESPONSE:** The PBD overlay designation has been requested to allow for greater development flexibility on the site. In keeping with the PBD requirements, a Development Plan has been established to specify parameters for site planning, architecture, and landscaping/hardscaping. The intent of the Development Plan is to highlight a style, character, and design quality for the site, while maintaining flexibility for future specific market demand and a creative identity through future approvals by the Development Review Board (DRB). The Development Plan is intended to invoke a sense of quality and character to ensure development compatible with Scottsdale's Old Town urban character. As part of the Development Plan, the applicant has created thoughtful Property Development Standards consistent with the Downtown Ordinance. The proposed site development standards utilize the property development standards of the D/DMU-3 zoning district, except for certain, and limited, building height, setbacks and stepbacks, specific to this request. These modifications are necessary for

the proposed mixed-use development due to the unique site constraints that include, among other factors, small and unusually shared parcels with numerous street frontages.

The Scottsdale Collection Development Plan will allow flexibility for all development standards and/or dwelling unit allocation, square footage allocation, building locations, and design aspects within the Planned Block Development including, but not limited to, type of public art (ie: digital, projection, temporary), public art locations, right-of-way encroachments, unique hardscape design, lighting standards, non-standard artistic intersection pedestrian enhancements, landscaping elements, and signage placement. The elements identified in this Development Plan will be further specified in the accompanying Development Agreement for The Scottsdale Collection project.

Summary of Proposed Property Development Standards

Site Area: 10.25+/- Gross Acres (446,501 s.f.)

Base Building Height: 84 feet

Building Height: 156 feet including mechanical

Maximum GFAR: 1.4

Proposed GFAR: 1.3 or 580,451 s.f.

Density Allowed: 50 du/ac or 512 units

Proposed Residential Units: 512 units

Building Setbacks\* at ground level:

Scottsdale Road: 40'

Camelback Road: 20'-40'

Other Streets: 10'-20'

\*Exceptions provided in The Scottsdale Collection Property Development Standards

## SEC. 6.1304. PBD OVERLAY DISTRICT

**CRITERIA :** A. Before the first Planning Commission hearing on a PBD Overlay District application, the Development Review Board shall make a recommendation to the Planning Commission regarding the Development Plan based on the following criteria.

- 1. Criteria for a PBD Overlay District application in a Type 1 Area:

**RESPONSE:** Not Applicable

- 2. Criteria for a PBD Overlay District

application in a Type 2 or Type 2.5 Area:

**RESPONSE:** Not Applicable

- 3. Criteria for a PBD Overlay District application in the Type 3 Area:
- A. The Development Plan shall reflect the goals and policies of the Character & Design Chapter of the Downtown Plan.

**RESPONSE:** See Old Town Scottsdale Character Area Plan – Character & Design section above for response to the applicable goals and policies.

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

**RESPONSE:** See Old Town Scottsdale Urban Design & Architectural Guidelines section below.

- C. The building form shall reflect the planned character of development within which the development will be located;

**RESPONSE:** The proposed Development Plan provides continuity between newly proposed and existing architecture in the surrounding area. The Downtown Ordinance setback and stepback standards are adhered to with exceptions identified in the Property Development Standards, These



exceptions are due to the smaller infill condition of the various properties and the floor plate of the hotel and residential uses while respecting the importance of transitions to the overall urban context and streetscape.

- D. The Development Plan shall incorporate standards for development within three hundred fifty (350) feet of the Downtown Boundary that address appropriate transitions in building heights between the proposed development and the zoning districts abutting or adjacent to the development;

**RESPONSE:** Of the overall Development Plan boundary, a segment of less than 100+/- feet along Camelback Road touches the Downtown Boundary (a portion of The Mint site). As such, massing of this parcel has been carefully planned by setting back building height deeper on the site vs. vertically positioned on Camelback Road. Additionally, building height on this parcel is being limited to 96 feet vs. the potential 156 feet permitted in the Type 3 development type.

- E. The Development Plan shall incorporate standards for development within one hundred (100) feet of a Type 1 Area, Type 2 Area, and/or Type 2.5 area shall address appropriate transitions in building heights, building massing, and landscape materials between the proposed development and the Type 1 Area, Type 2 Area and/or Type 2.5 Area;

**RESPONSE:** As identified in the Design

Guidelines below, the proposed buildings will be designed with a stepped transition depending on location and use of the building while respecting the surrounding context and typology (Type 2 and 3 adjacency). The hierarchy of massing and height coupled with the varying architectural components, which will undulate and articulate the façade both vertically and horizontally, will prevent monolithic vertical buildings. These elements along with strategic building placement within urban open space will provide thoughtful transitions to/from the existing and future Old Town urban context.

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

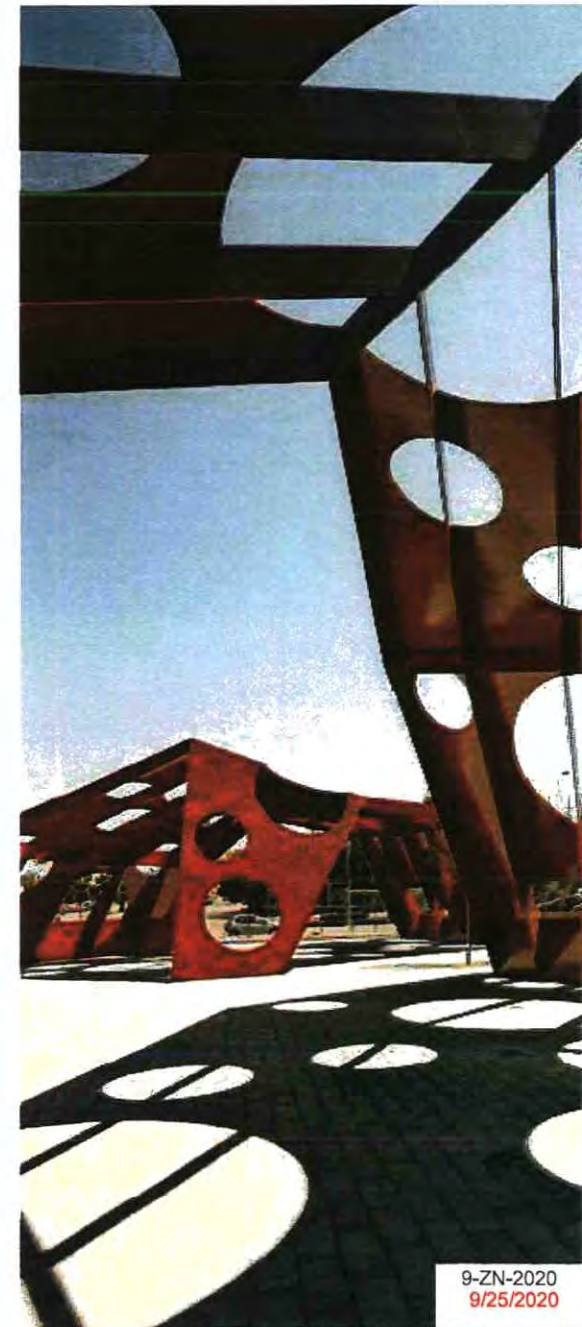
**RESPONSE:** Active street frontages are provided throughout The Scottsdale Collection and will allow for parking, integration of shade trees and human-scale landscaping, and quality hardscape design including sidewalks and furniture for pedestrians. Architecturally, the buildings will likely invoke a contemporary design with elements inspired by the evolving Old Town character, providing for a higher quality pedestrian environment inspired by a variety of refined building elements rather than a single, large unarticulated mass. Pedestrian connectivity is key to the overall site design, not only providing access to nearby amenities

for visitors and residents, but also linking to the existing pedestrian network throughout Old Town.

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

**RESPONSE:** In conformance with the Old Town Scottsdale Character Area Plan, the existing network of pedestrian linkages will be celebrated and enhanced with the proposed development. By creating a comfortable and inviting pedestrian experience along the streetscape, The Scottsdale Collection will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging these alternative means of transportation is inherent to downtown development as the Property is located near numerous established retail, restaurants and cultural destinations. Additionally, the Arizona Canal Trail is located directly adjacent to the site and the Indian Bend Wash is approximately three-quarters of a mile directly east of the site; both serving as recreational amenities that provide major open space connectivity.

**B :** In addition to the criteria used by the City Council to review a zoning district map amendment application, the Planning Commission shall make a recommendation to the City Council, based on the following applicable criteria:







- 1. Standard criteria: A. The proposed development supports the land use elements of the General Plan and the Downtown Plan.

**RESPONSE:** The proposed Development Plan supports the land use elements of the General Plan and Downtown Plan/Old Town Scottsdale Character Area Plan See sections.

2. Criteria to add land uses to Table 5.3004.D., Land Uses for Each Sub-district of the Downtown District:

- Each proposed land use helps maintain a balance of land uses in the Downtown Area in accordance with the Downtown Plan.
- Each proposed land use is compatible with the adjacent development, and strengthens the mix of land uses and activities in the Downtown Area.
- Each proposed land use substantially implements the pedestrian oriented, twenty-four (24) hour downtown community goals of the Downtown Plan.

**RESPONSE:** The applicable use regulations of the Downtown/Planned Block Development district shall apply. No additional changes are requested with this application to the land use table for the Multiple Use sub-district.

3. Criteria to achieve bonus(es):

- The proposed Development Plan reflects noteworthy investments to provide public

benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives, primarily in the immediate vicinity of the neighborhood where the development will be located.

**RESPONSE:** The rezoning request to D/DMU-Type 3 PBD DO P-3 on 2.05+/- acres and D/DMU-Type 3 PBD DO on 8.2+/- acres includes a request to increase in height, in limited locations, from 84' to 156' (difference of 72'). The body of this document includes justification for these amendments in accordance with both the 2001 General Plan and Old Town Scottsdale Character Area Plan.







3

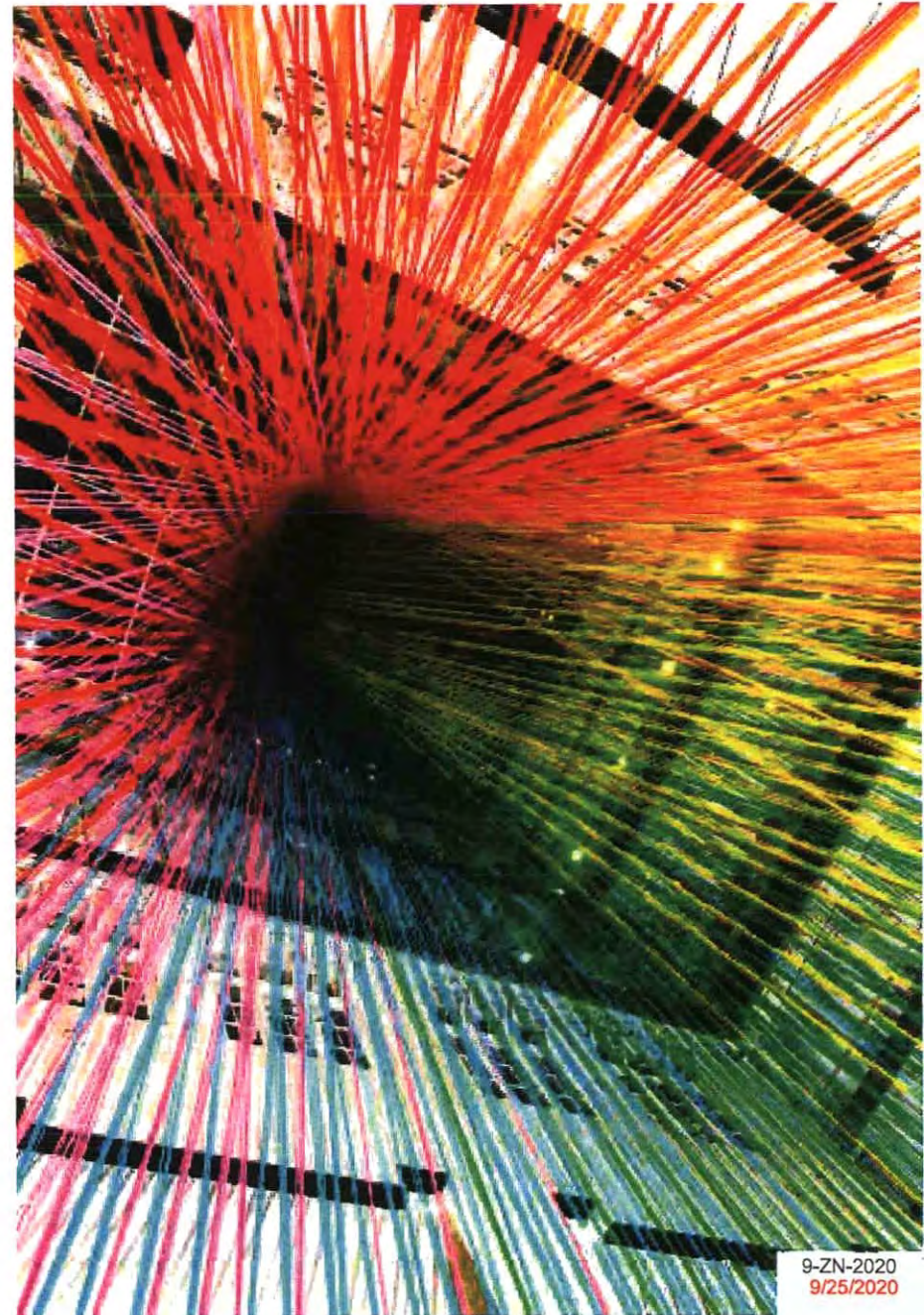
## PROJECT VISION



# THE VISION OF THE SCOTTSDALE COLLECTION

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How to evolve and redefine an established downtown district? The Scottsdale Collection examines the current successes and deficiencies of both the Entertainment District and greater Downtown Scottsdale Area. From this reflection emerges a cohesive vision for an evolution and maturation of the fabric and development of the Entertainment District. The vision starts with repairing and extending connectivity both internally within the district, but also pressing to the perimeter of the district to unify pedestrian linkages between neighboring districts. It is not enough to just repair links. This redevelopment must feel uniquely Scottsdale and

function to bolster tourism and local patronage. There is no greater way to express local culture and heritage than through public art. Public art expresses current and past culture and personality. Public art creates civic pride and one of a kind experiences for visitors. In response, public art will be infused on a variety of mediums in this district. While streetscapes will maintain some uniformity, artistic variations will be present consistently. People will walk through the area and immediately understand that there is a commitment to art for pedestrians to experience and remember.

Newly developed and enhanced open spaces will be the destination points within the pedestrian and

public art matrix. Although not required, spaces open to the public on both the street level and elevated levels will be gathering points for artistic and social memory.

These pedestrian zones will represent a new precedent for environmental comfort for our desert climate. In conjunction with grant funded research by ASU, Scottsdale Collection will incorporate the latest information on solar radiant heat to design and construct pedestrian zones that expand daytime usage hours based on exceptional temperature control.

The buildings that serve as the edges and backdrops for streetscapes will be no less exceptional. There is an understanding that building design at these sites is crucial. There has never been a more important time to create iconic architectural expression at the gateway to Scottsdale's downtown commercial core. Building design will be expressive of local and regional design principles that have proven to be timeless and successful.

The result will be a district whose own growth and maturity enriches the greater Scottsdale experience. Locals, visitors, residents and workers alike will find a piece of the Scottsdale Collection that they can call their own.





Res. Plan No. 11

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# SITE CONTEXTS DIAGRAMS & MAPS

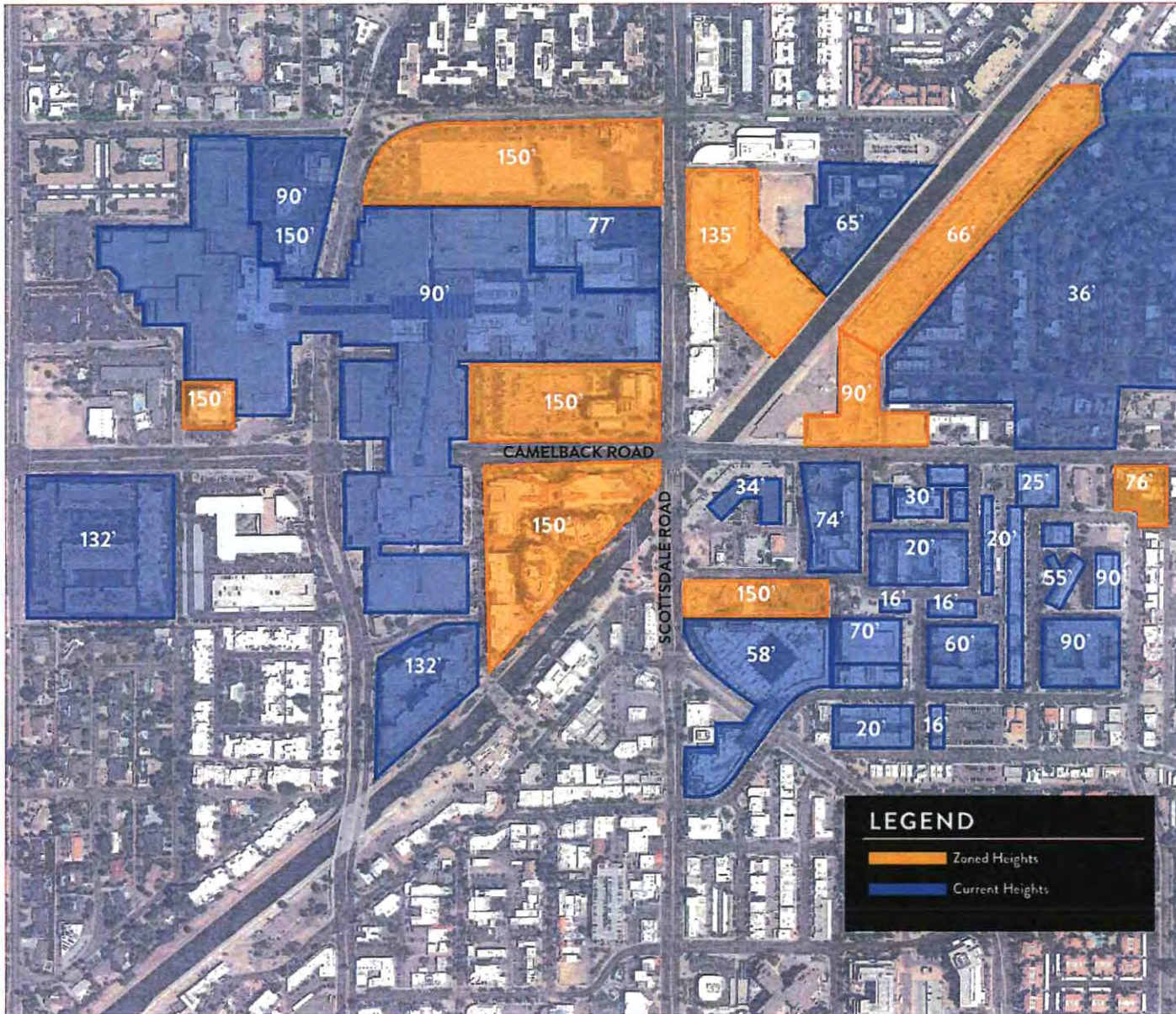
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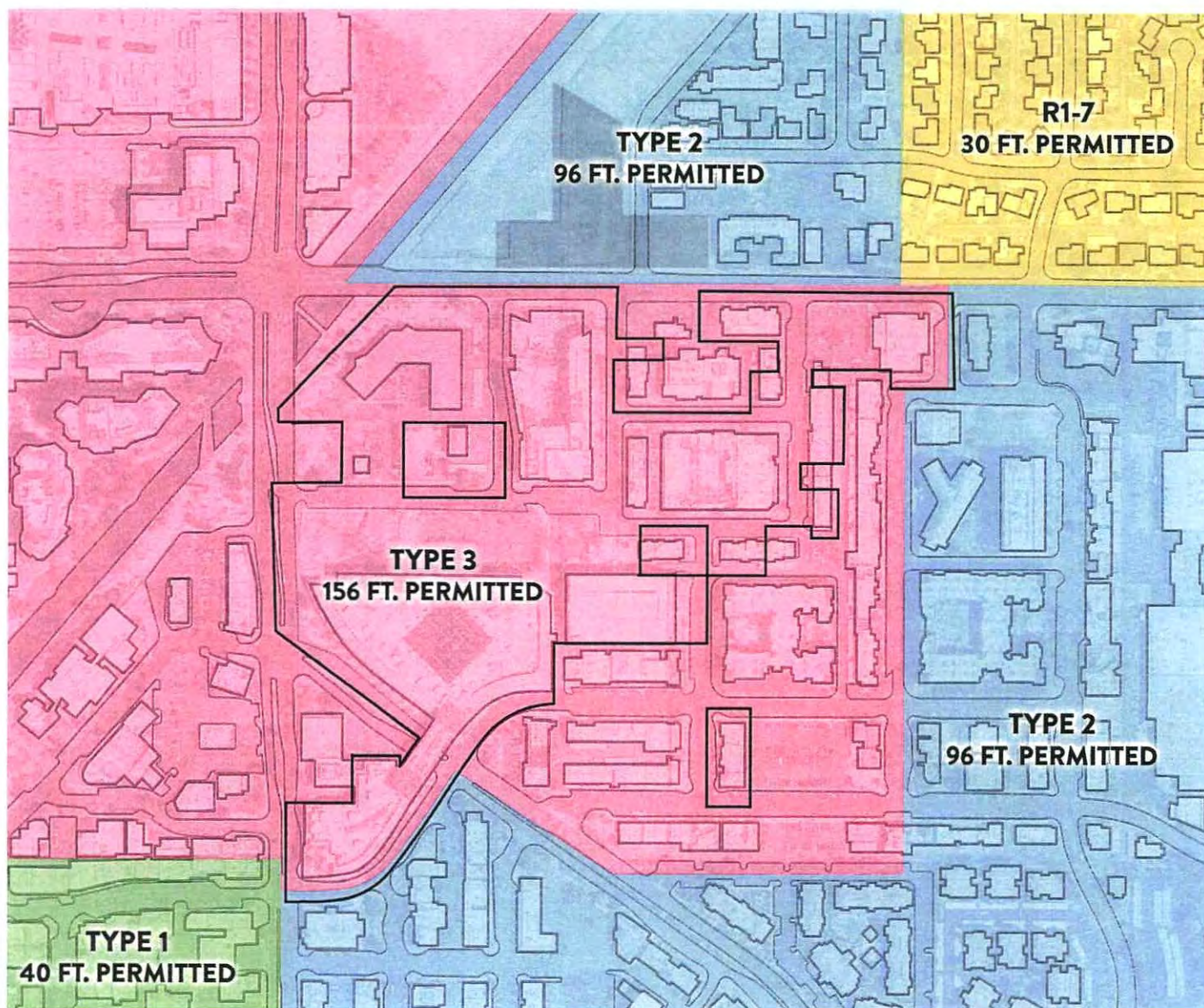




## ENTITLED BUILDING HEIGHTS

The current entitled heights that surround the Scottsdale Collection vary from single story commercial 20ft buildings to multistory highrise buildings up to 150 ft. The entitled current heights in the Entertainment District are mainly one story, but the larger office buildings such as the Marquee and the Galleria range from 70-150 ft. In the neighboring districts of Old Town Scottsdale, building heights also reach 150 feet.

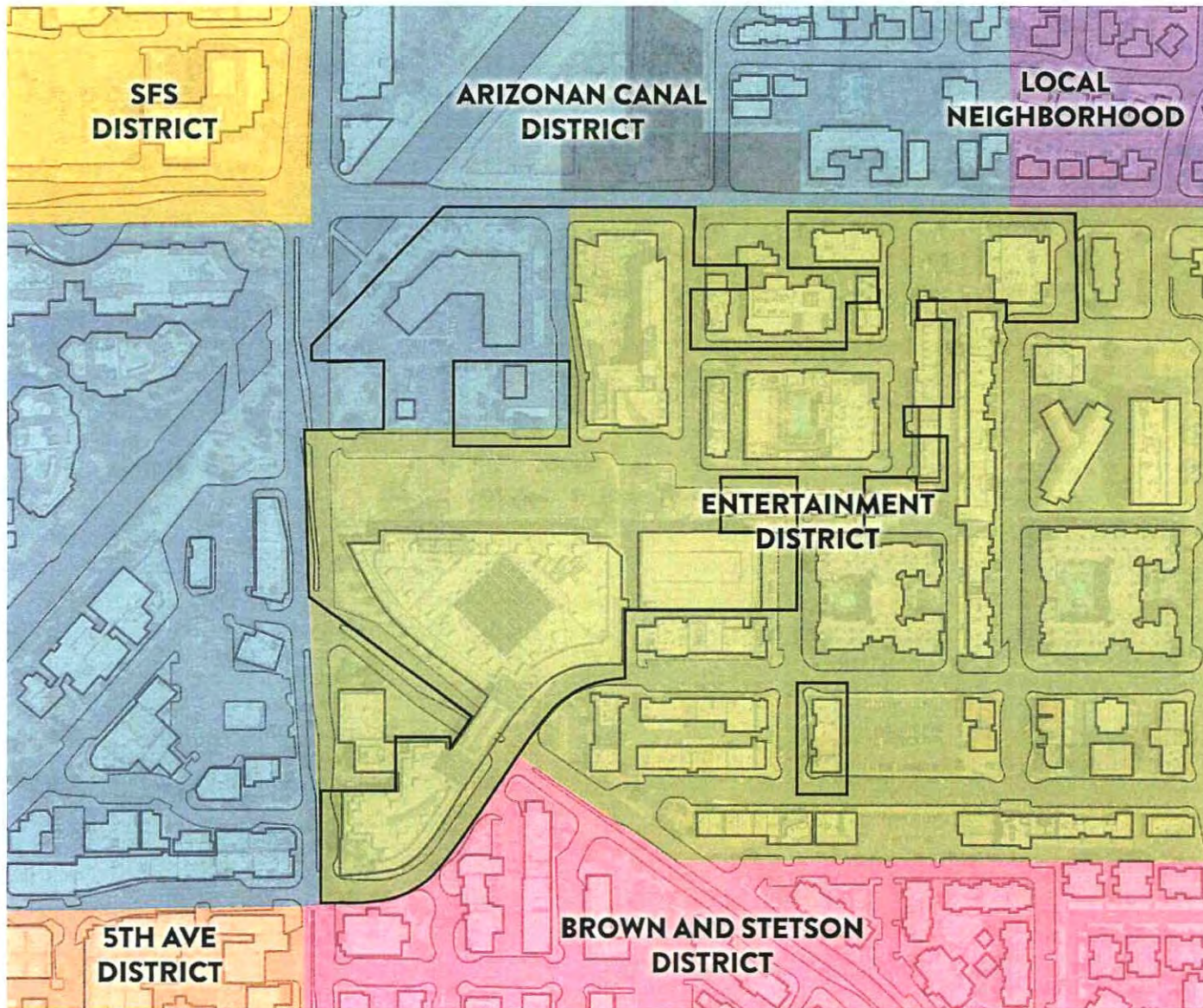




## CURRENT ZONING TYPES

The Scottsdale Collection is part of the downtown overlay type 3 development. According to the Scottsdale's Urban Design and Architectural Guidelines, type 3 areas include all of the Scottsdale Fashion Square District, the Medical District, and that portion of the Scottsdale Arts District immediately south of the Downtown Core and west of the Medical District. Type 3 Development include mid- to high-rise buildings on large development sites and is permitted for an allowable building height of 150 ft plus appurtenances with bonus.

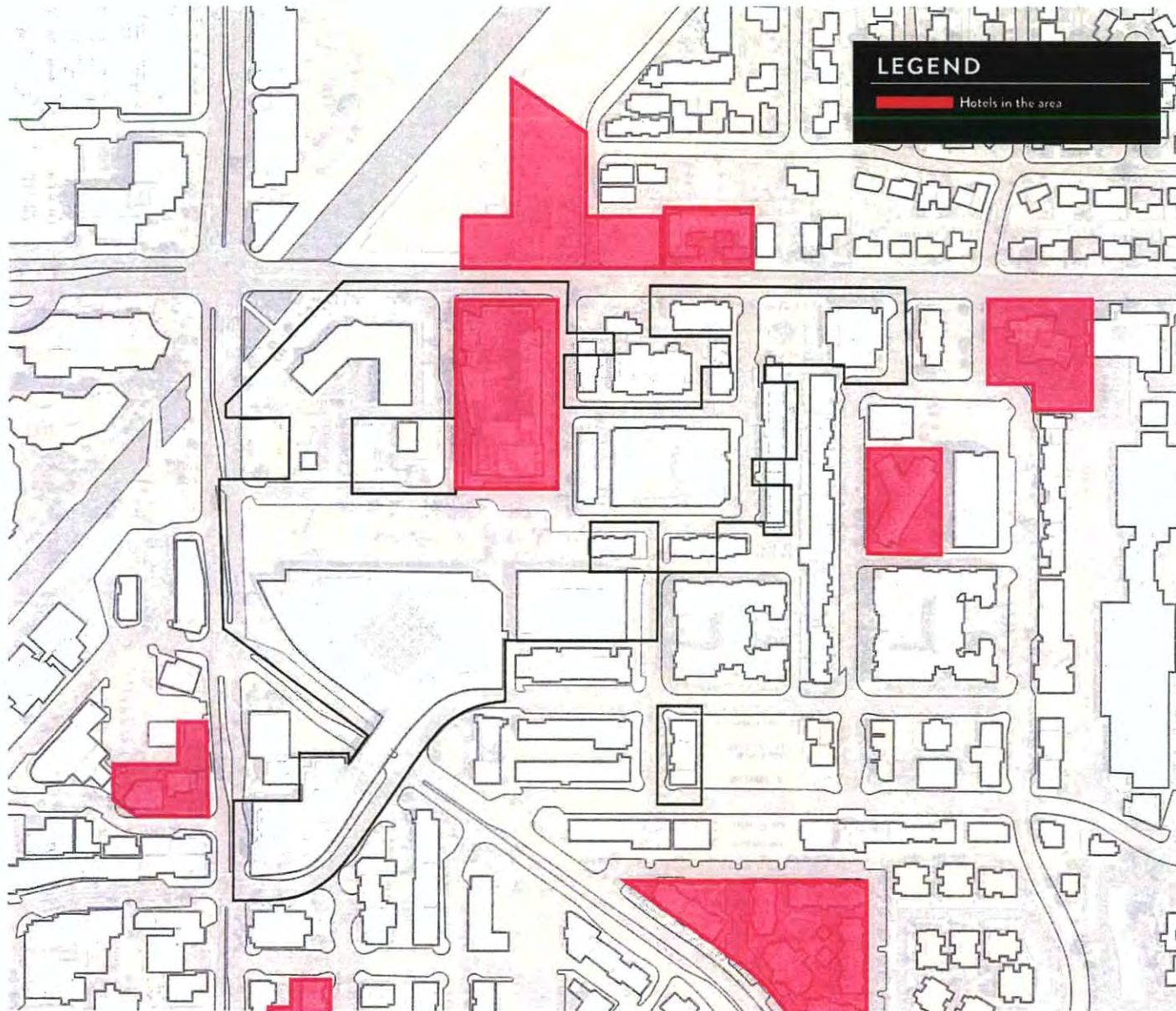




## CURRENT EXISTING DISTRICTS

The majority of the Scottsdale Collection is located in the Entertainment District. The northwest corner of the development is also in the Canal district which spans the banks of the Arizona Canal. The surrounding districts of the Scottsdale Fashion Square, 5th Ave, and Brown and Stetson are all apart of the greater network of Old Town Scottsdale.

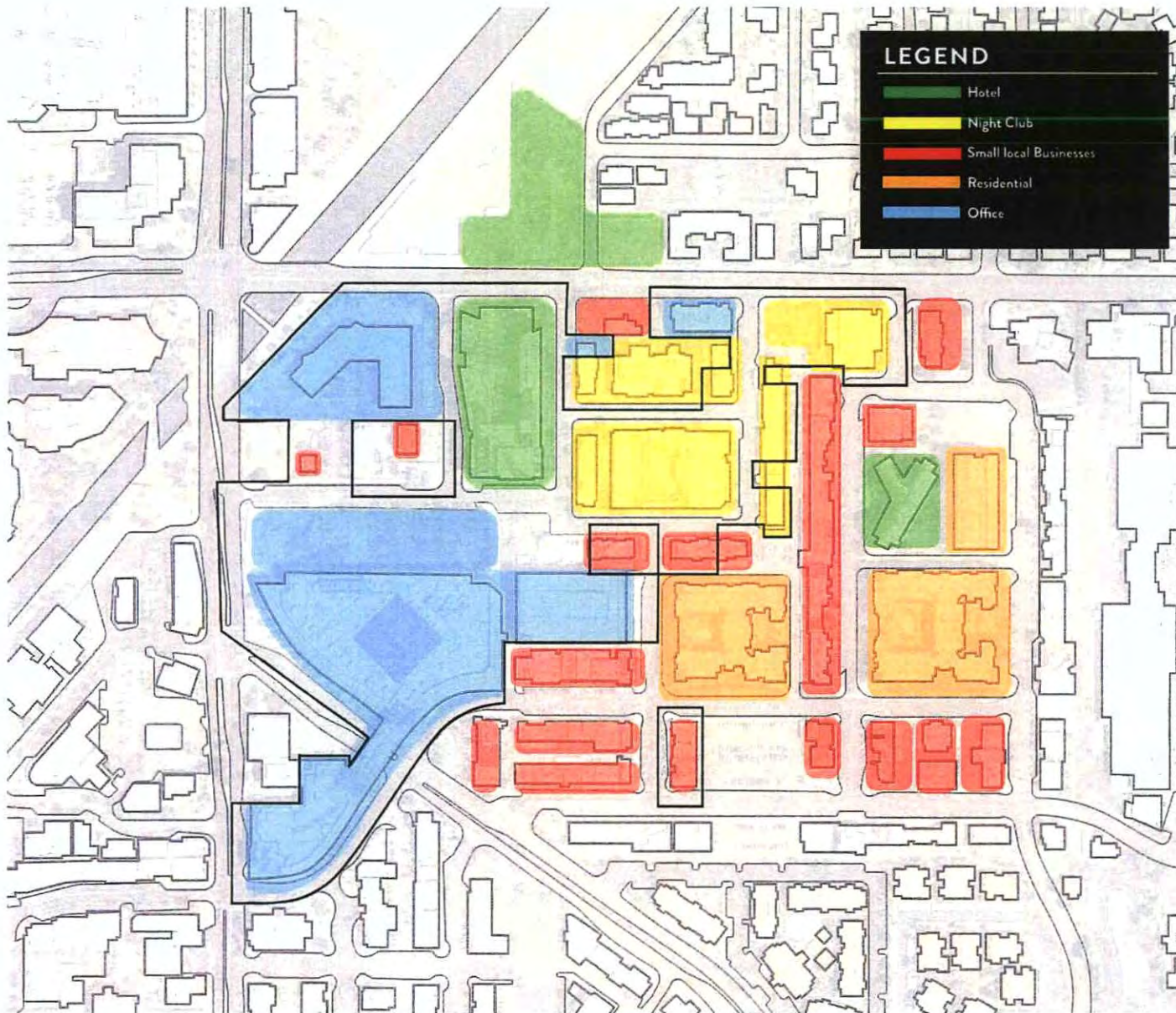




## CURRENT TOURISM/ DESTINATIONS

The Scottsdale Collection is ideally located to be a central destination for tourism in Scottsdale. With over 9 hotels, 3 of which are owned by Stockdale Capital, in and around the area, visitors are encouraged to stay and explore. The Scottsdale Collection also is part of a larger tourism sector of Scottsdale that also includes Scottsdale Fashion Square, Canal Convergence, and Old Town Scottsdale's shopping district.

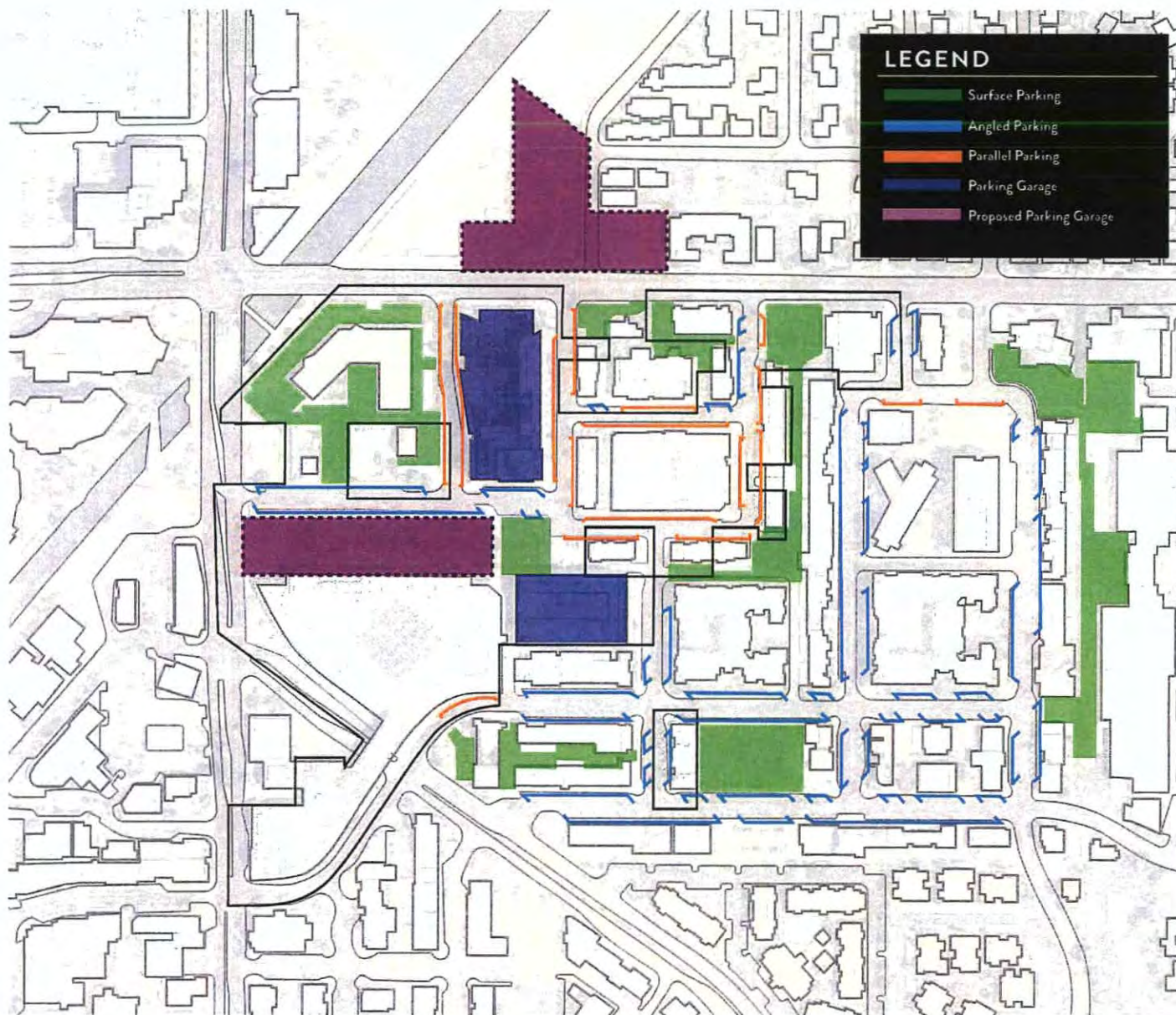




## CURRENT EXISTING PROGRAMING

The current programming of the Scottsdale Collection consists of multiple uses including office, night club, hotel, and restaurant and retail spaces. Adjacent to the Scottsdale Collection are a mixture of small local businesses and residential mid-rise buildings. This mixture of uses adds to the live- work-play atmosphere of the area ,allowing for multiple experiences in one place.

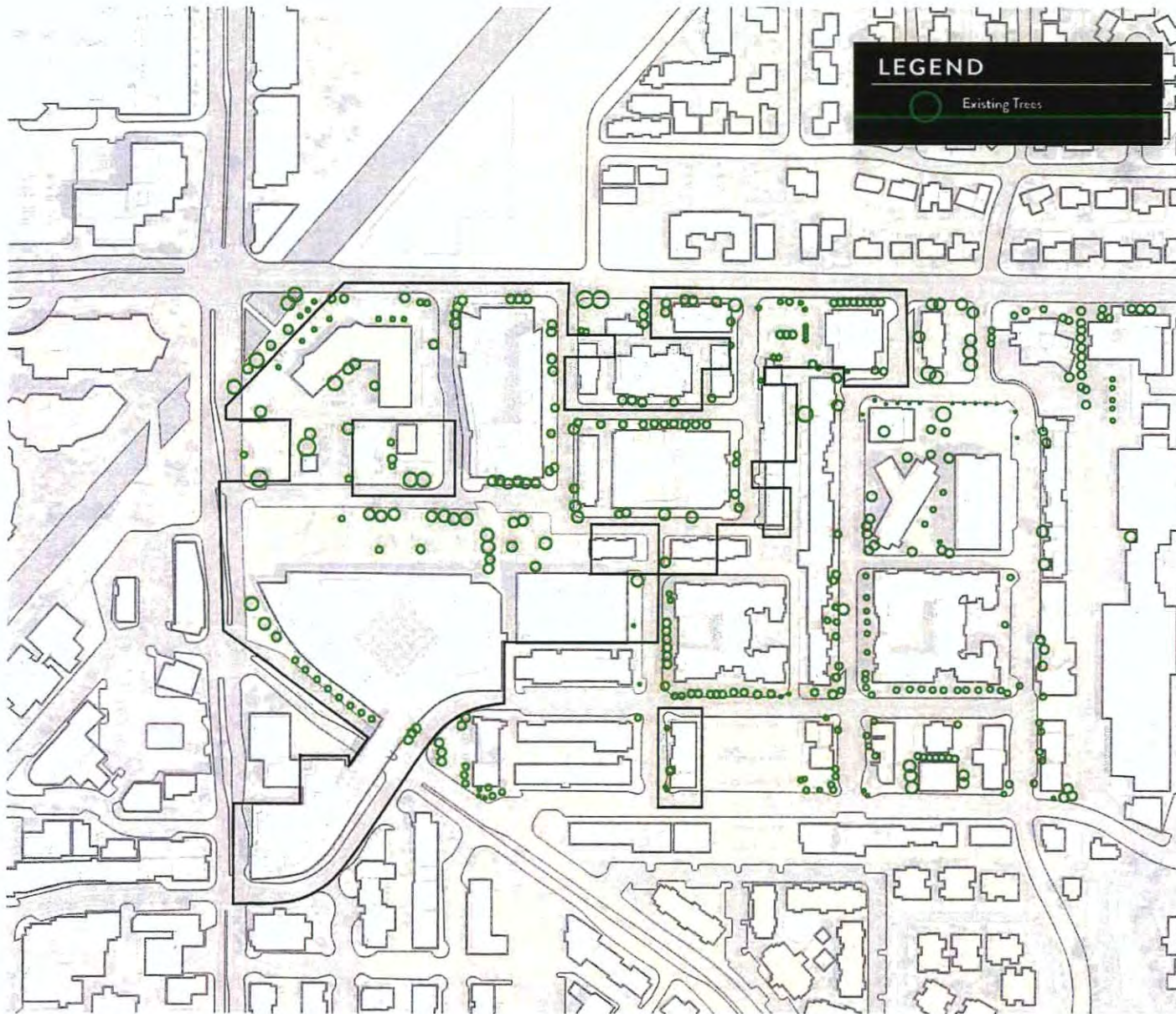




## CURRENT PARKING TYPOLOGIES

The Scottsdale Collection contains a variety of different parking options for both visitors and tenants. Parallel and angled parking spaces that line the majority of streets provide direct access to the locals shops and businesses. Surface parking lots are also common through out the district. Two parking garages also located on the site that serve the Galleria and W Hotel and are open to visitors through valet and/or off business hours.





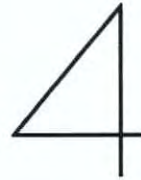
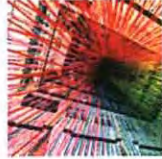
## CURRENT EXISTING STREET TREES

Currently, there is minimal landscape in the Scottsdale Collection. Most of the street trees are small and provide minimal shade. One of the biggest challenges this area faces is maintaining the viability of plants. Most of the vegetation does not have sufficient irrigation and area for growth which leads to smaller less dense plants. Also, street trees are scattered around the area, making shade scarce.







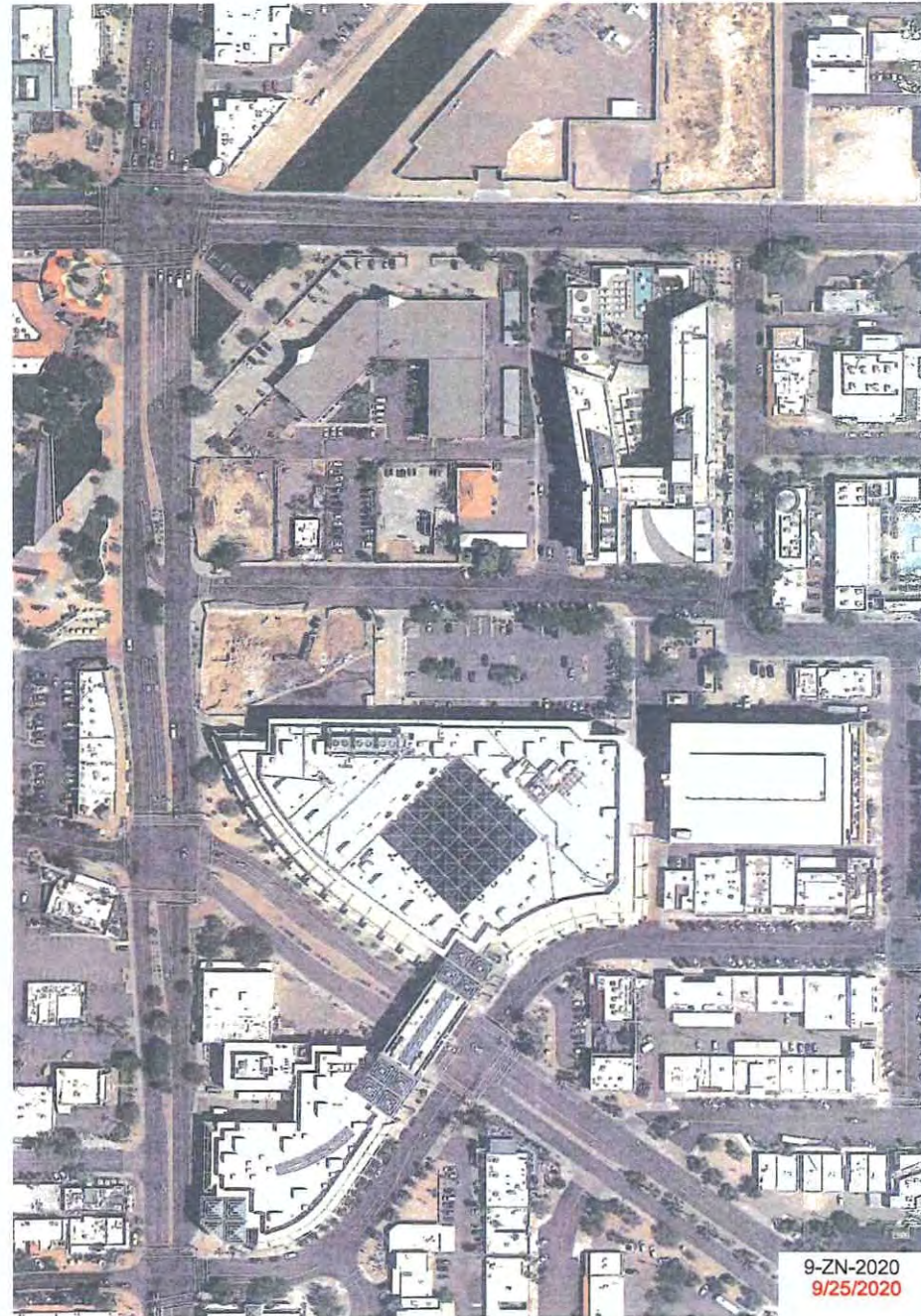


# MASTER PLAN

# SITE CONTEXT

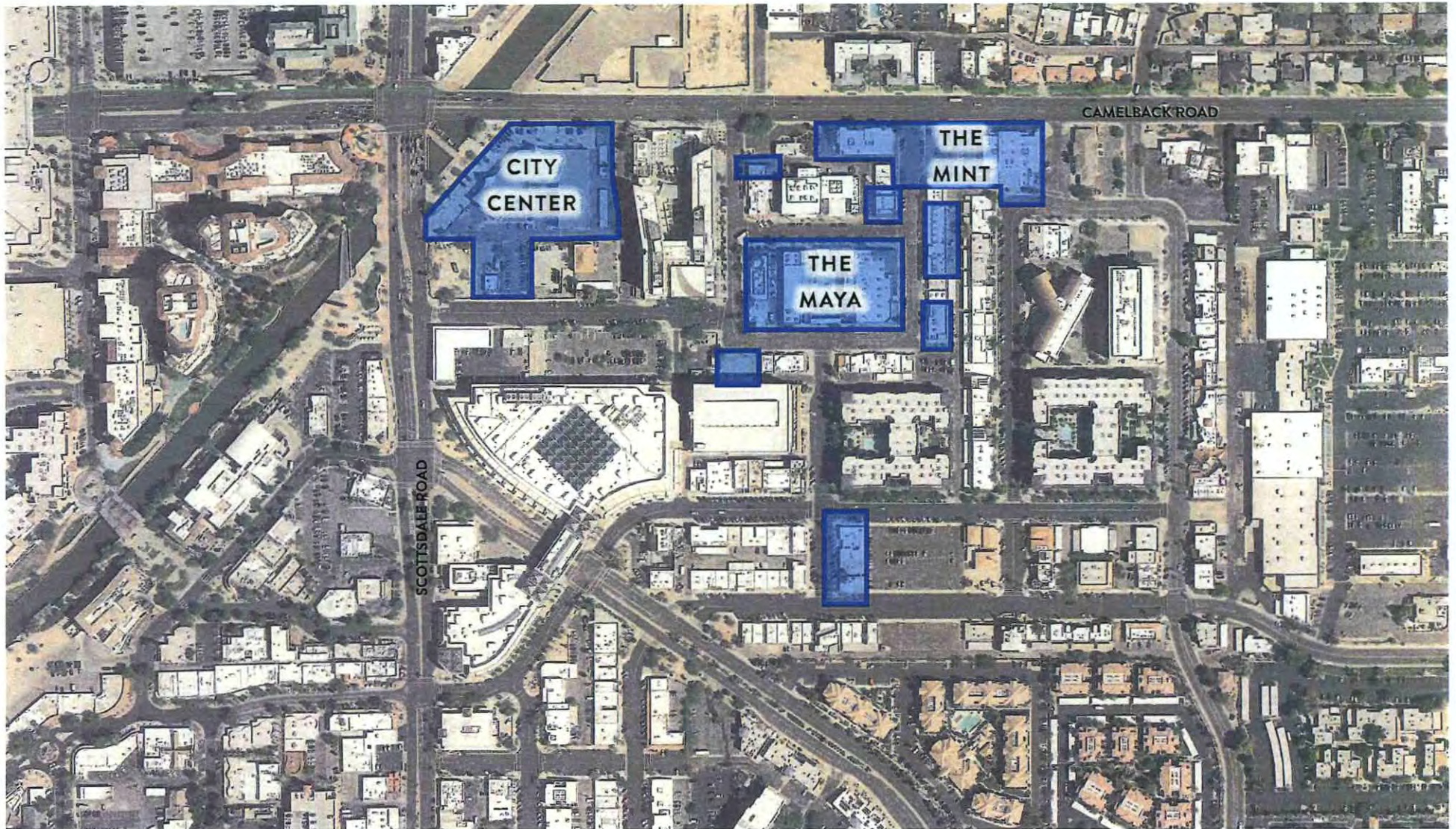
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# PROPOSED 6.5 ACRES OF DEVELOPMENT

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# PROJECT INFORMATION

CURRENT ZONING:	C-3, C-2, P-2, P-3	PROPOSED USES:	Retail, Residential, Restaurant, Hotel, Office	
PROPOSED ZONING:	Downtown/Downtown Multiple Use – Type 3 Planned Block Development with D/DMU-Type 3 PBD DO P-3 on 2.05+/- acres and D/DMU-Type 3 PBD DO on 8.2+/- acres	CITY CENTER PARCEL	Commercial	201,707 sf
			Residential	106 units
GROSS SITE AREA:	10.25 ACRES (446,501 GROSS SQUARE FEET)	THE MINT PARCEL	Commercial	97,293 sf
NET LOT AREA:	6.5 ACRES (283,006 NET SQUARE FEET)	THE MAYA PARCEL	Commercial	130,000 sf
			Existing Commercial	22,617 sf
MAXIMUM GFAR ALLOWED:	1.3 RATIO - 580,451 GSF	OTHER PARCELS	Existing Commercial	23,118 sf
PROPOSED GFAR :	1.3 RATIO - 580,451 GSF		Future Commercial	105,716 sf
			Future Residential	406 units
MAXIMUM HEIGHT ALLOWED:	156 ft WITH ROOF APPURTENANCES	TOTALS	Total Commercial	580,451 sf
PROPOSED HEIGHT:	156 ft WITH ROOF APPURTENANCES		Total Dwelling Units	512 units
NUMBER OF UNITS ALLOWED:	@ 50 UNITS PER ACRE - 512 UNITS	Note:		
PROPOSED NUMBER OF UNITS:	512 UNITS	The tabulations for Parcels A,B,C are conceptual and subject to change. The 1.3 maximum GFAR will not exceed 580,451 gsf and 512 dwelling units.		





# ILLUSTRATIVE MASTER PLAN

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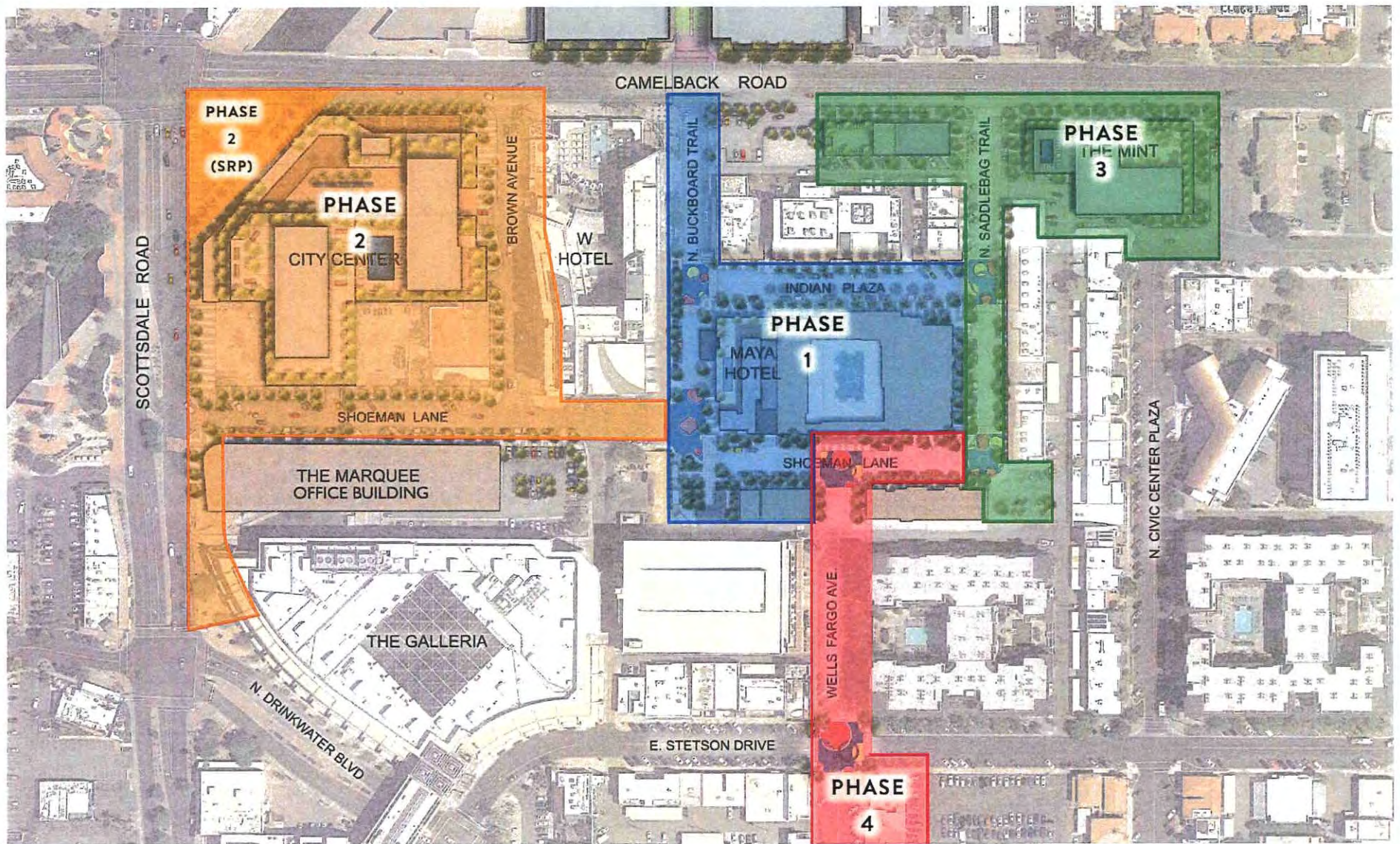
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## CONCEPTUAL STREETScape IMPROVEMENT PHASING PLAN

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# CITY CENTER

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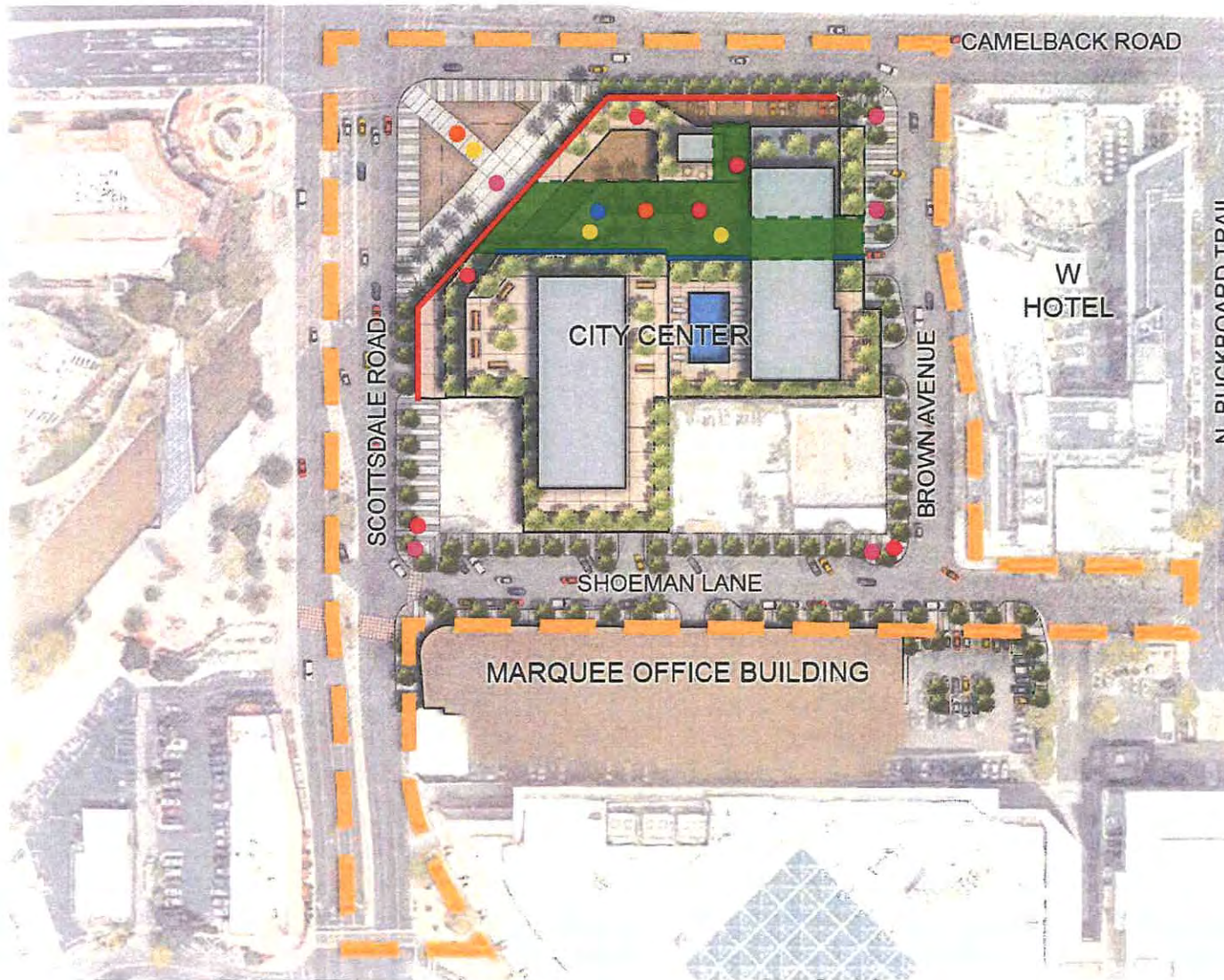
# ILLUSTRATIVE CITY CENTER SITE PLAN

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# CITY CENTER CONCEPTUAL ART AND COMMUNITY OPEN SPACE LOCATION PLAN

- Murals / Wall Treatments Art
- Projection Art
- Aerial / Suspended Art
- Wayfinding / Streetscape Art
- Interactive / Temporary Art
- Shade Art
- Sculpture / Destination Art
- Open Space at 15,000 sf on ground level and/or elevated space

## Note:

These are conceptual art locations, all art to be reviewed and approved pursuant to applicable ordinance during the time of development. All art is subject to change following consultation with the artist and updated project size and scope at time of implementation.



# CITY CENTER

## CONCEPTUAL USES:

Retail, Residential, Restaurant, Hotel, Office, Parking

## CONCEPTUAL SITE IMPROVEMENTS:

- Working with SRP and City Management to improve the public access conditions of the current canal configuration
- Demolition of buildings on site
- Redesign and configuration of sidewalks
- Introduction of new street crossings
- New landscape and hardscape

## CONCEPTUAL SITE FEATURES:

- A variety of new public spaces, community based programming
- Art installations
- Water features
- Internal to site projected art work
- Minimum 15,000sf open space on ground level and/or elevated space

## CONCEPTUAL SITE FEATURES

116,549sf residential tower at 106 Unit

160,598sf hotel tower at 214 keys

41,109sf Retail/ Restaurant Space

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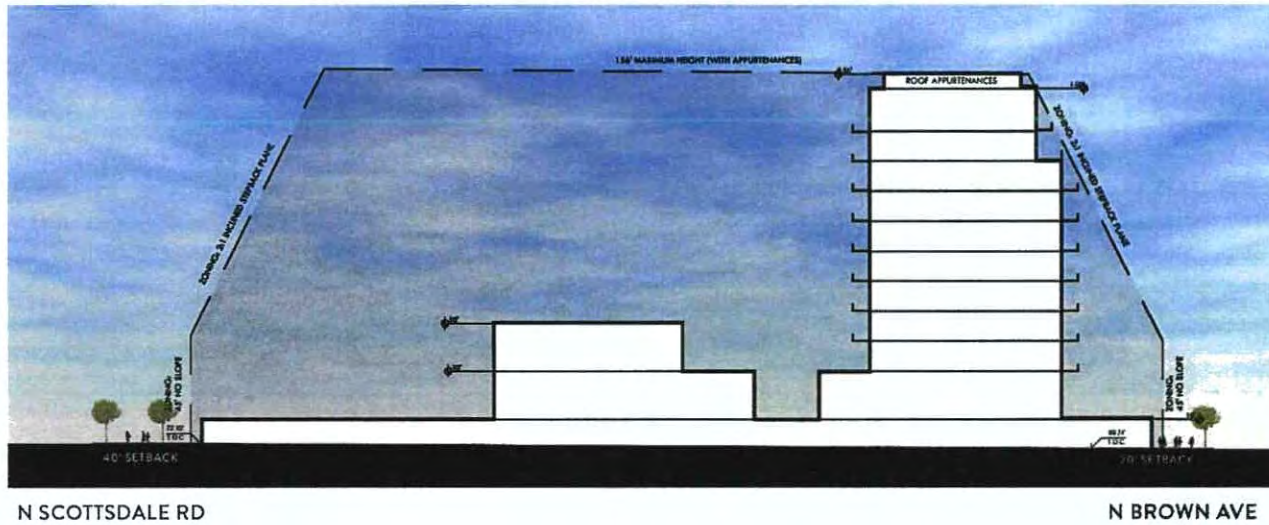
318,256 sf Total

## CONCEPTUAL PARCEL DESCRIPTION:

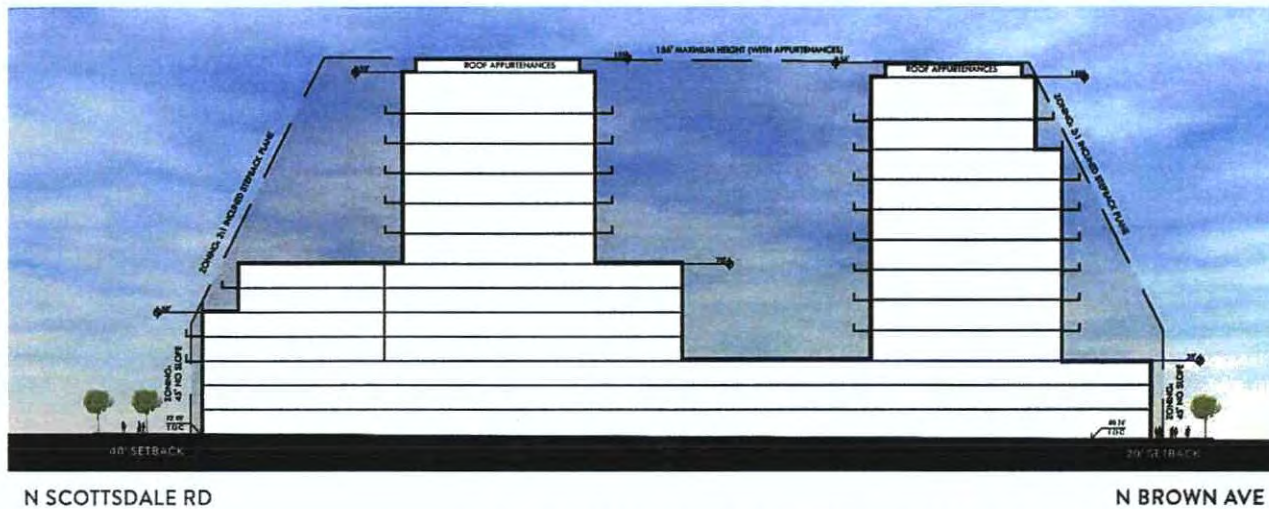
The redevelopment of the City Center parcel focuses on creating a new gateway destination for Old Town. Ground level commercial uses will activate the street. Open space will be provided. Upper level uses will respond to the market and feasibility studies at the time of development. All uses will create a vibrant mixed use destination.







KEY PLAN



KEY PLAN

SCALE: 1" = 50' | 0' | 25' | 50' ☉

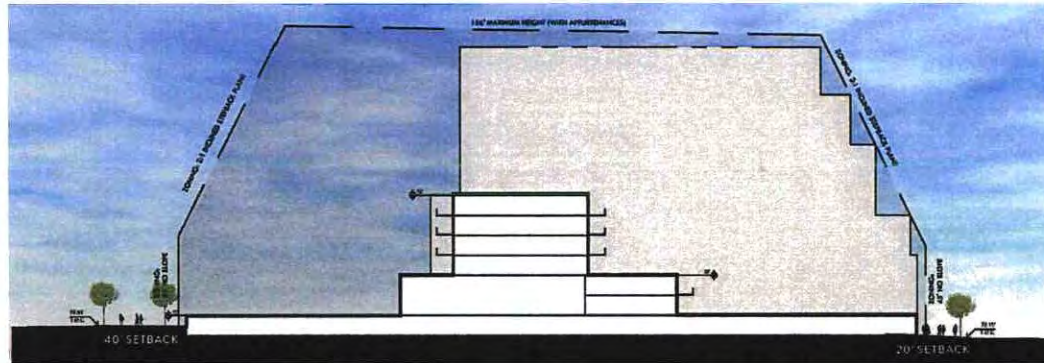
# POTENTIAL CITY CENTER SITE SECTIONS

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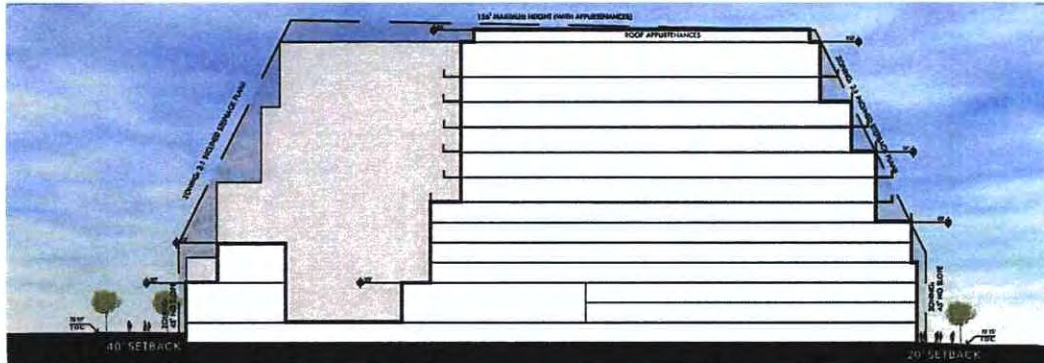
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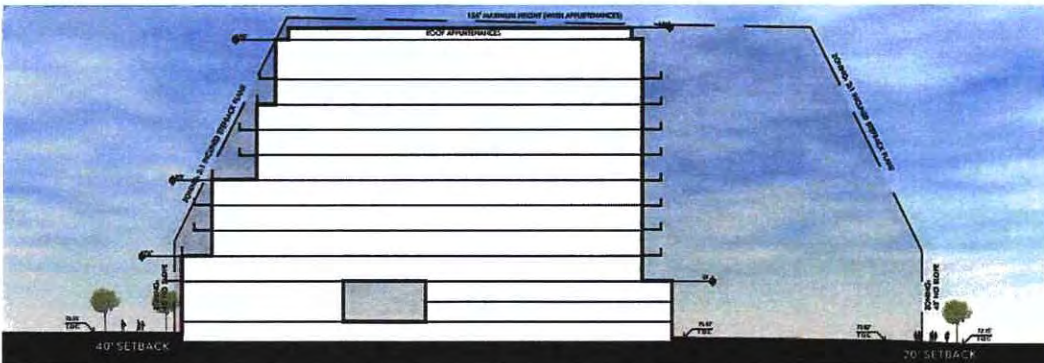
E CAMELBACK RD

E SHOEMAN LN



E CAMELBACK RD

E SHOEMAN LN



E CAMELBACK RD

E SHOEMAN LN

# POTENTIAL CITY CENTER SITE SECTIONS

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KEY PLAN



KEY PLAN



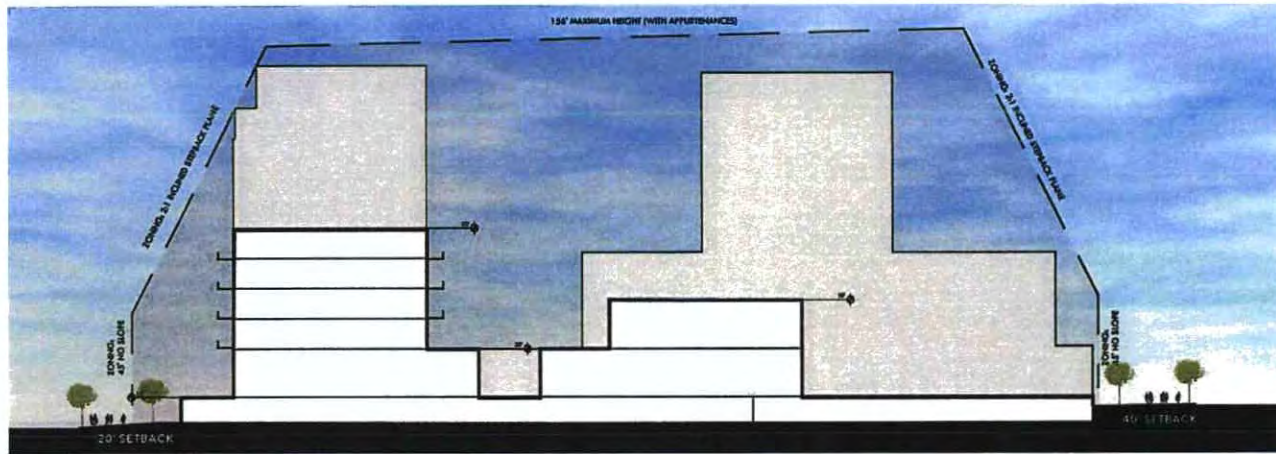
KEY PLAN

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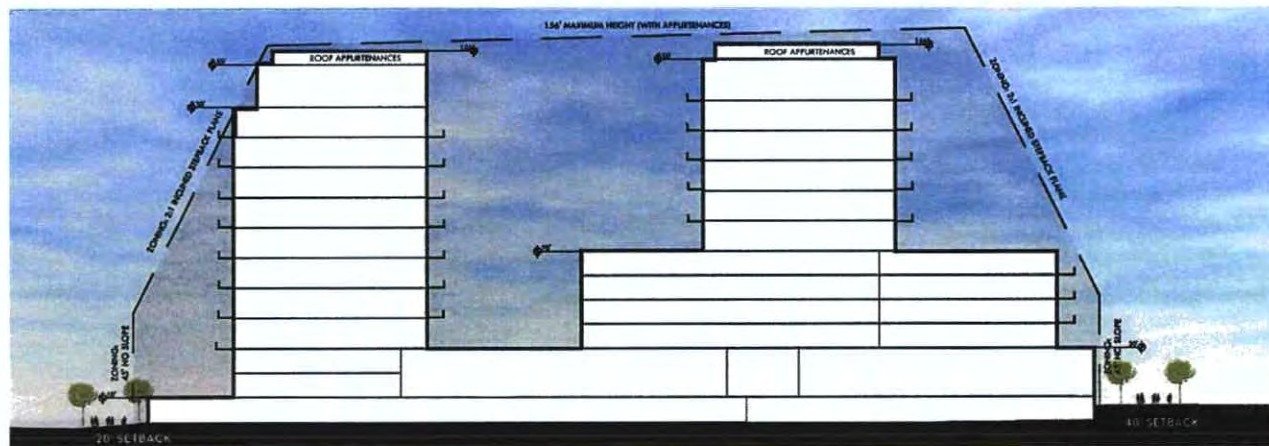


N BROWN AVE

N SCOTTSDALE RD



KEY PLAN



N BROWN AVE

N SCOTTSDALE RD



KEY PLAN

SCALE: 1" = 50' | 10' | 25' | 50' |

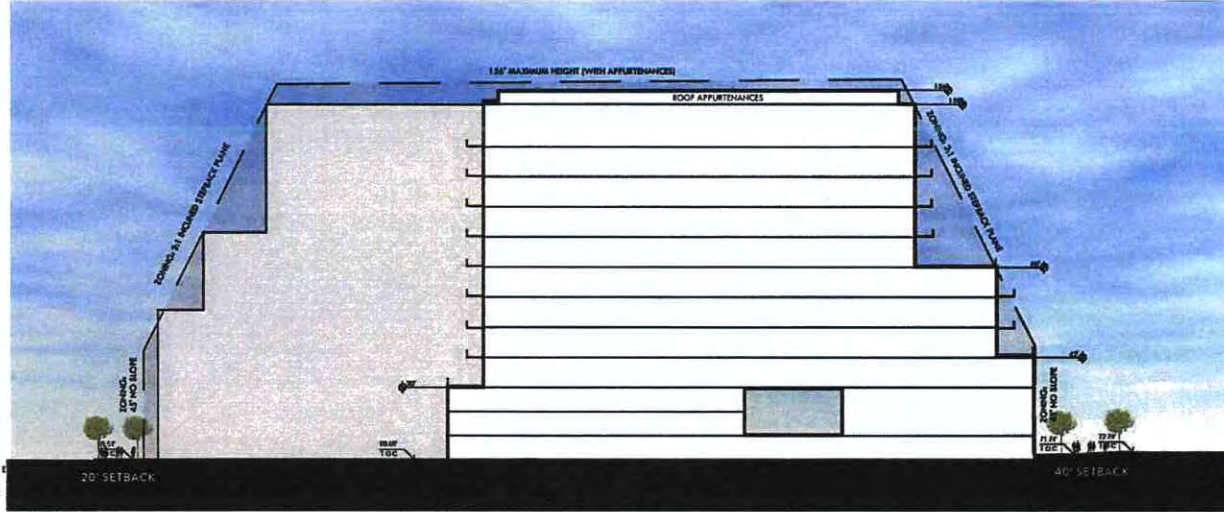
# POTENTIAL CITY CENTER SITE SECTIONS

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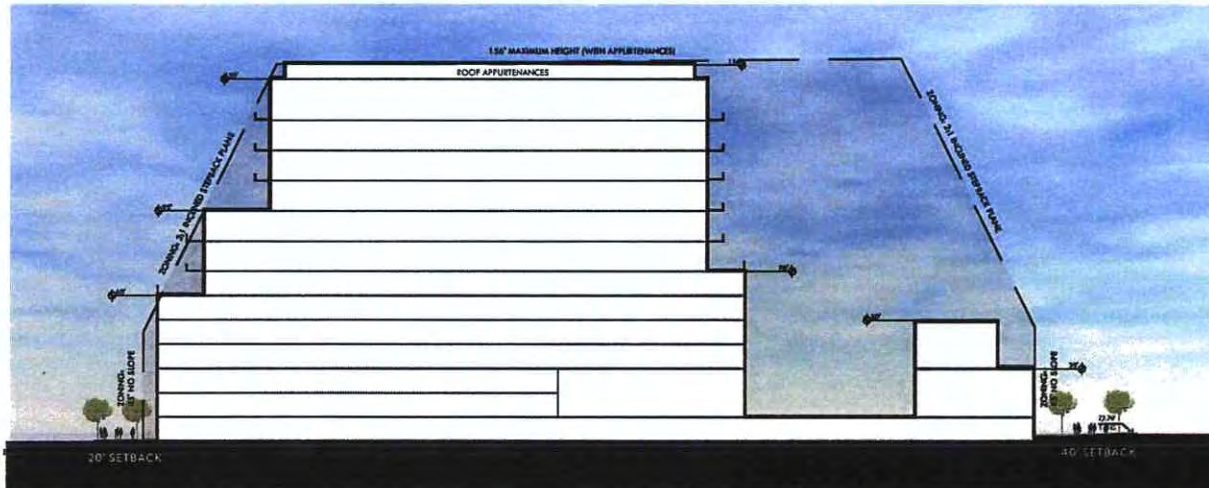


E SHOEMAN LN

E CAMELBACK RD



KEY PLAN



E SHOEMAN LN

E CAMELBACK RD



KEY PLAN

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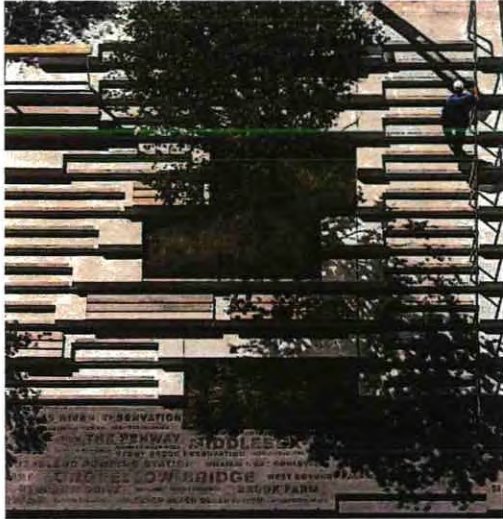
# POTENTIAL CITY CENTER SITE SECTIONS

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# CITY CENTER INSPIRATION

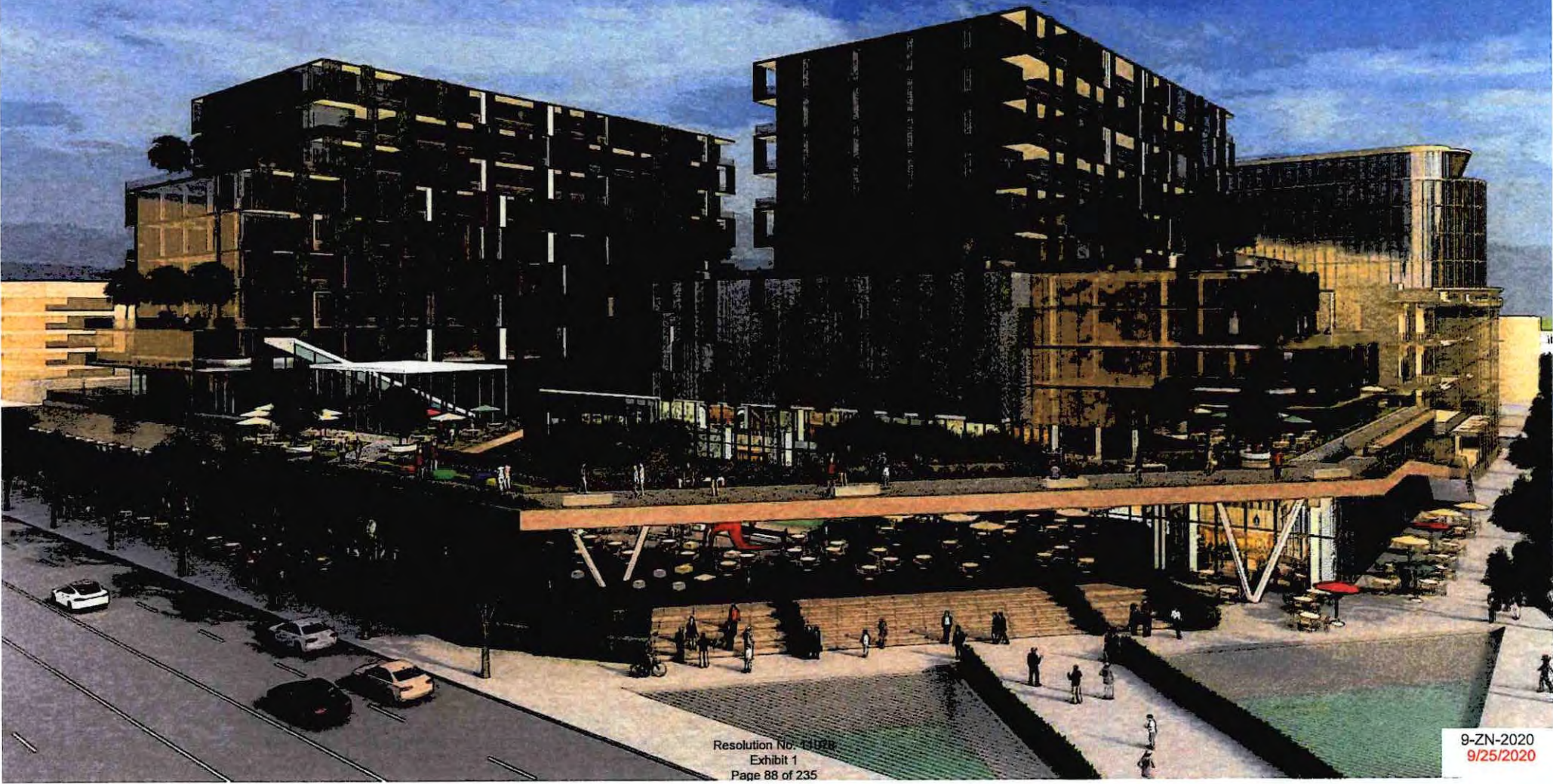
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POTENTIAL CITY CENTER SITE PERSPECTIVE





# THE MINT

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## ILLUSTRATIVE MINT SITE PLAN

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# THE MINT CONCEPTUAL ART AND COMMUNITY OPEN SPACE LOCATION PLAN

- Murals / Wall Treatments Art
- Projection Art
- Aerial / Suspended Art
- Wayfinding / Streetscape Art
- Interactive / Temporary Art
- Shade Art
- Sculpture / Destination Art
- Open Space at 3,000 sf on ground level and/or elevated space

## Note:

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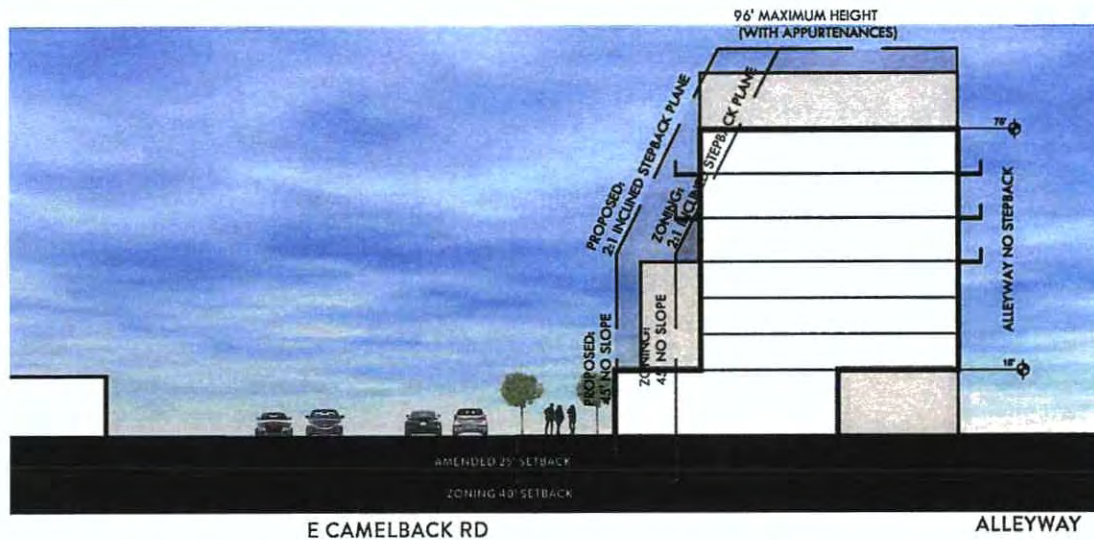
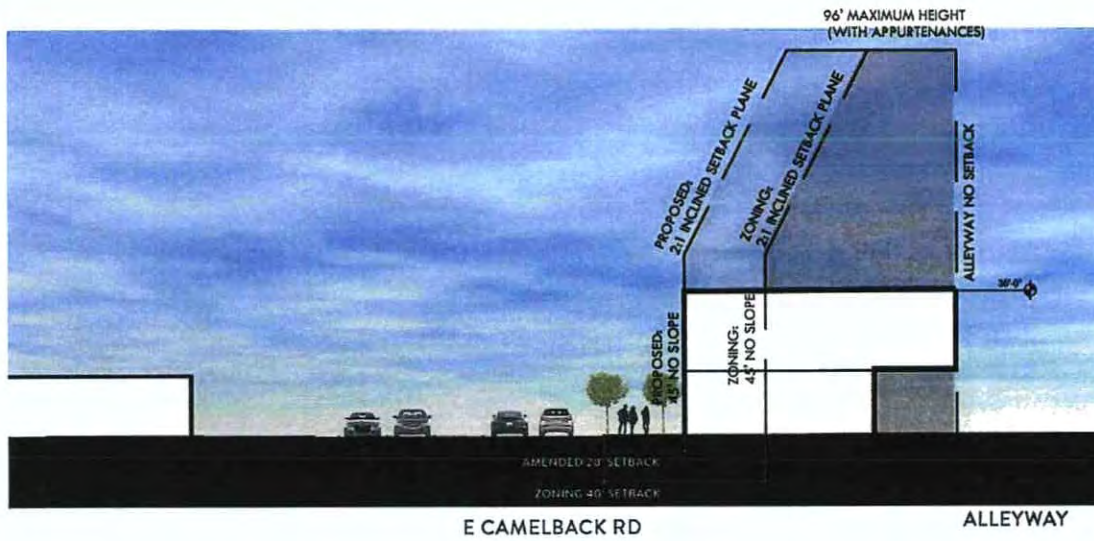


# THE MINT

CONCEPTUAL USES:	Retail, Residential, Restaurant, Hotel, Office, Parking
CONCEPTUAL SITE IMPROVEMENTS:	<ul style="list-style-type: none"><li>• Demolition of the existing Mint Night Club</li><li>• Widening of existing sidewalks</li><li>• Improved streetscape and street trees</li></ul>
CONCEPTUAL SITE FEATURES:	<ul style="list-style-type: none"><li>• The addition of a new elevated semi-public space</li><li>• District signage entry way</li><li>• Public art installations</li><li>• Improved sidewalks and streetscape</li><li>• New street paving and shade canopies</li><li>• Minimum 3,000 sf open space on ground level and/or elevated space</li></ul>
CONCEPTUAL SITE FEATURES	<div>69,277sf hotel at 116 keys</div> <div>28,016sf Retail/ Restaurant Space</div> <div><hr/></div> <div>97,293 sf Total</div>
CONCEPTUAL PARCEL DESCRIPTION:	The site of the former Mint Night Club is redesigned to focus on a mixture of uses. The new Mint redesign could feature a hotel with a with an attached parking garage and Ground floor retail lines the street to bring a pedestrian atmosphere to the site, with a potential elevated semi-public space that serves as an amenity for the community.







# POTENTIAL MINT SITE SECTIONS

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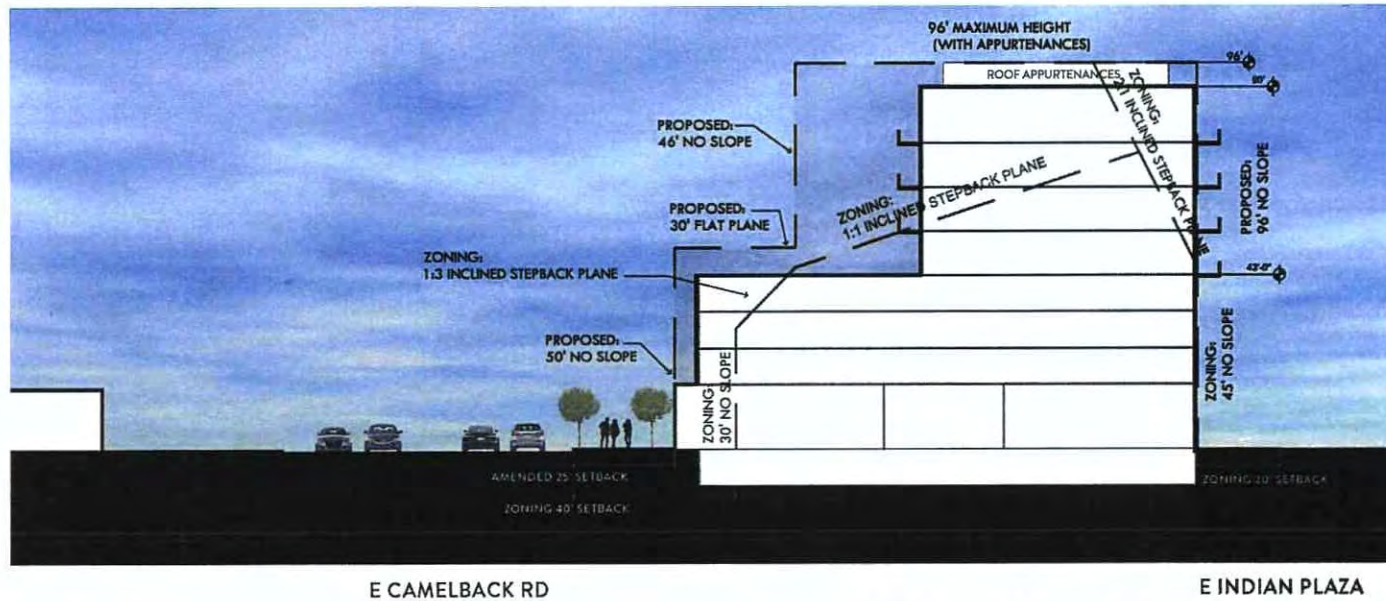
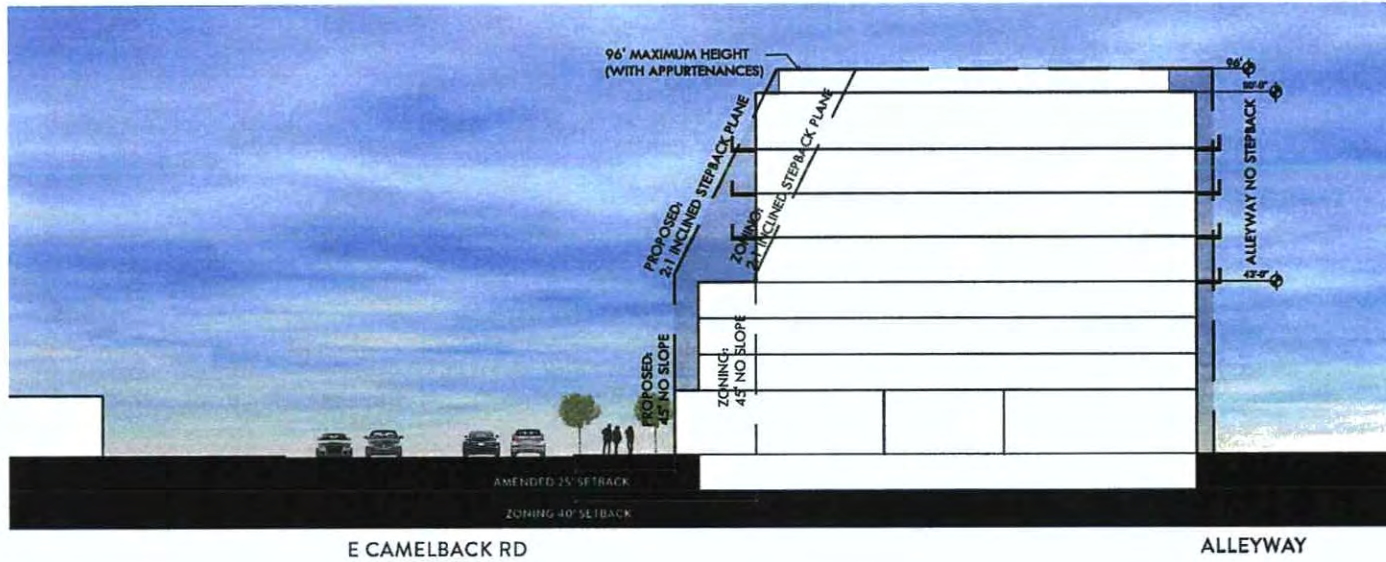
SCALE: 1" = 30'

0' 15' 30'

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# POTENTIAL MINT SITE SECTIONS

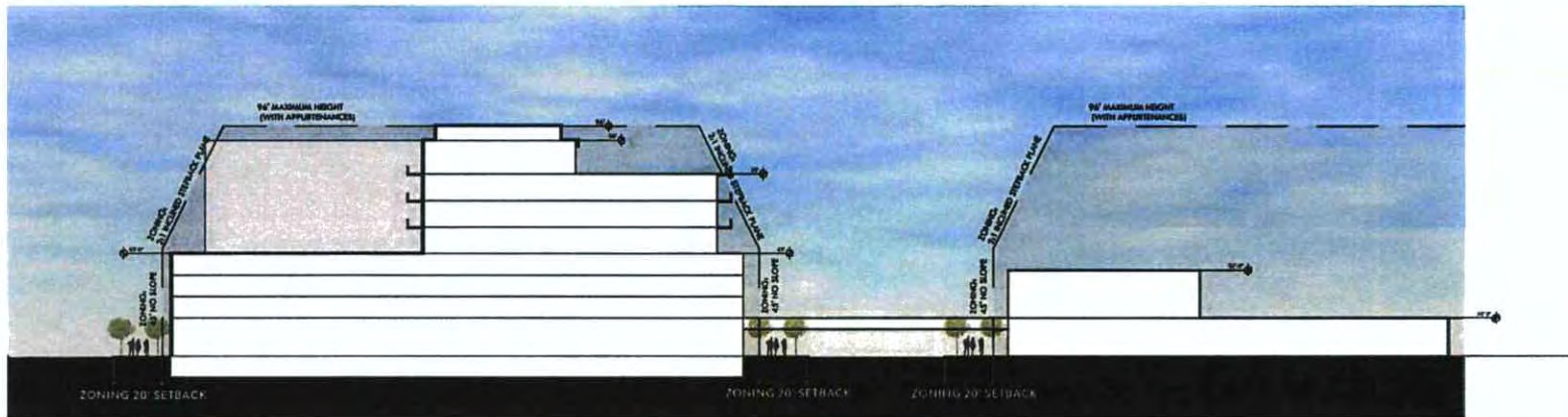
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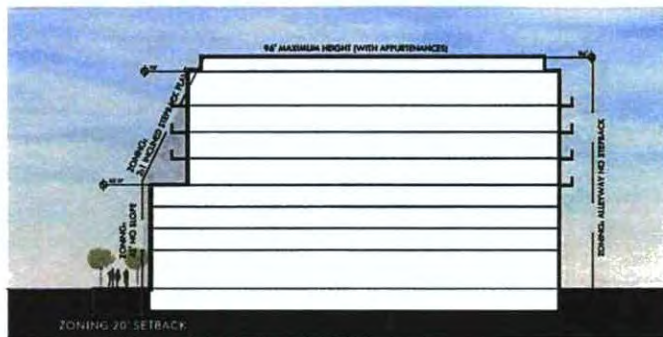
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N CIVIC CENTER PLAZA

N SADDLEBAG TRAIL



N CIVIC CENTER PLAZA

ALLEYWAY



KEY PLAN

# POTENTIAL MINT SITE SECTIONS

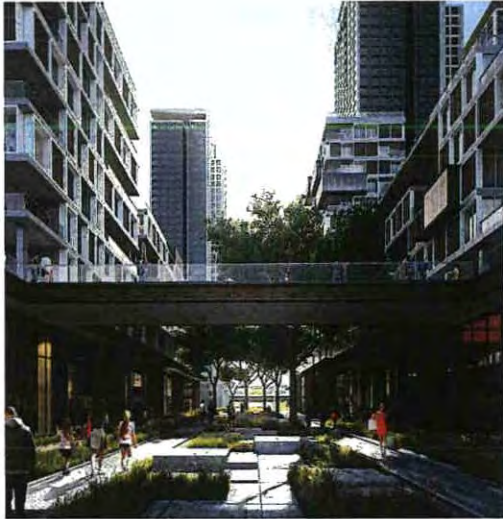
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SCALE: 1" = 50' 0' 25' 50'





# THE MINT INSPIRATION

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POTENTIAL MINT SITE PERSPECTIVE





# THE MAYA HOTEL

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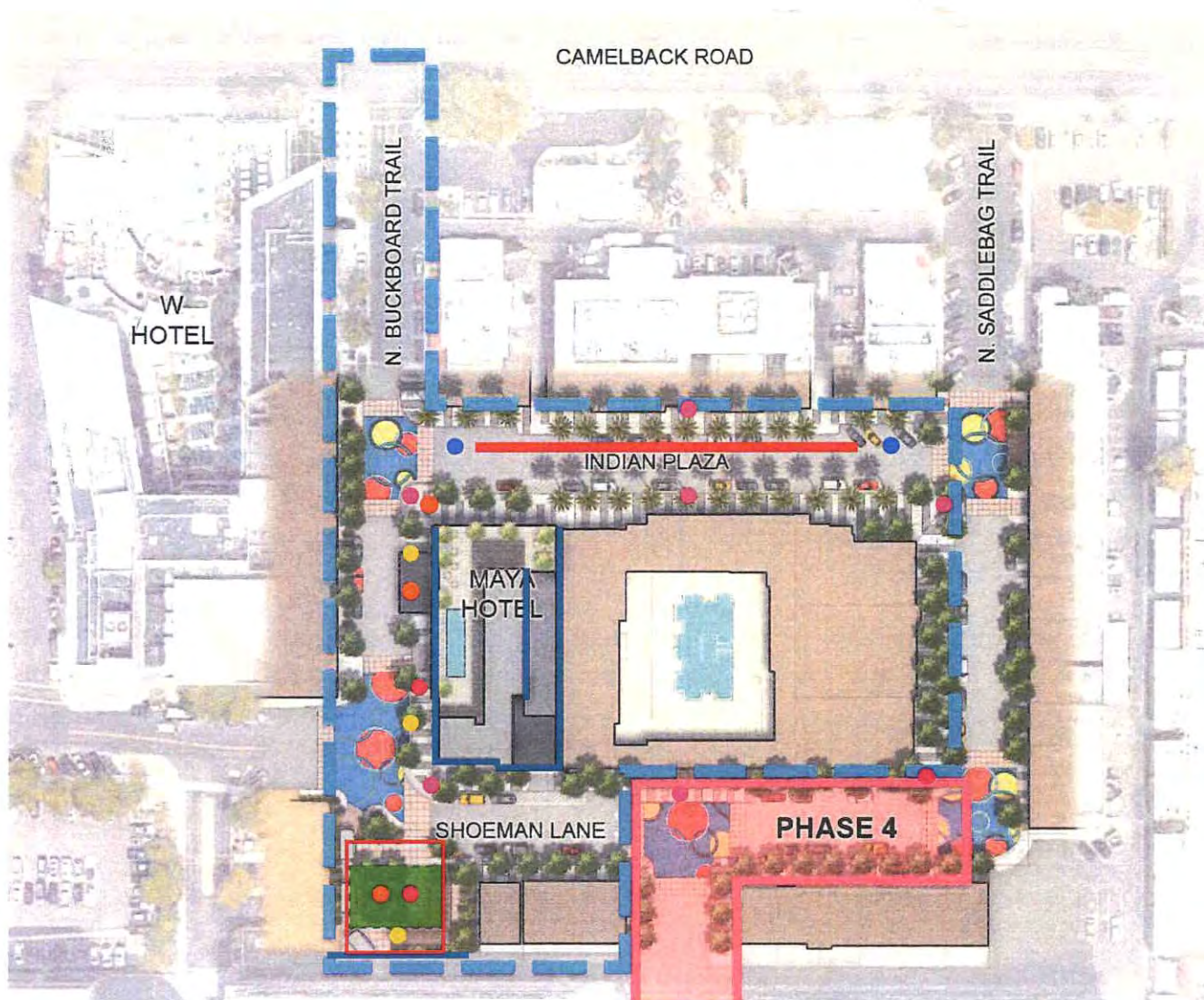
# ILLUSTRATIVE MAYA HOTEL SITE PLAN

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# THE MAYA CONCEPTUAL ART AND COMMUNITY OPEN SPACE LOCATION PLAN

- Murals / Wall Treatments Art
- Projection Art
- Aerial / Suspended Art
- Wayfinding / Streetscape Art
- Interactive / Temporary Art
- Shade Art
- Sculpture / Destination Art

Flexible Plaza (Interim Parking)  
3,000 sf on ground level

## Note:

These are conceptual art locations, all art to be reviewed and approved pursuant to applicable ordinance during the time of development. All art is subject to change following consultation with the artist and updated project size and scope at time of implementation.



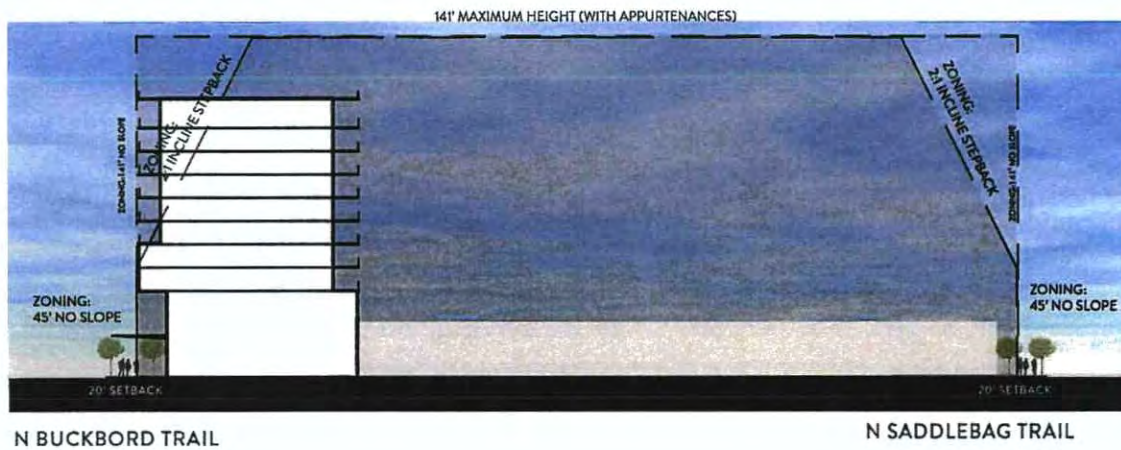
# THE MAYA HOTEL

CONCEPTUAL USES:	Retail, Residential, Restaurant, Hotel, Office, Parking
CONCEPTUAL SITE IMPROVEMENTS:	<ul style="list-style-type: none"><li>• Demolition of the Dakota night club and office building no Buckboard Trail</li><li>• New streetscape and street trees</li><li>• Abandoned Alley</li></ul>
CONCEPTUAL SITE FEATURES:	<ul style="list-style-type: none"><li>• Vehicular drop-off provided at hotel entrance may include upgraded paving material, bollards, lighting, landscape, hardscape, art feature, water features etc.</li><li>• Shade Canopy</li><li>• Dining patio</li><li>• Raised planters</li><li>• Art may be both permanent or temporary installations . May include, but not be limited to, wall murals, digital projection, lighting etc.</li><li>• Minimum 3,000 sf flexible plaza (interim parking) at grade or elevated space, may include art park.</li></ul>
CONCEPTUAL SITE FEATURES	<div>124,510sf hotel at 165 keys</div> <div>5,490sf restaurant space</div> <div>22,617 sf existing commercial space</div> <div><hr/></div> <div>152,617sf Total</div>
CONCEPTUAL PARCEL DESCRIPTION:	The site of the former Dakota Night Club and office buildings on Buckboard Trail is transformed into a unique new luxury boutique hotel. The hotel may includes many updated features such as connecting to the Maya Day and Night Club, restaurant indoor/ outdoor space, private rooftop deck, and contemporary art features.

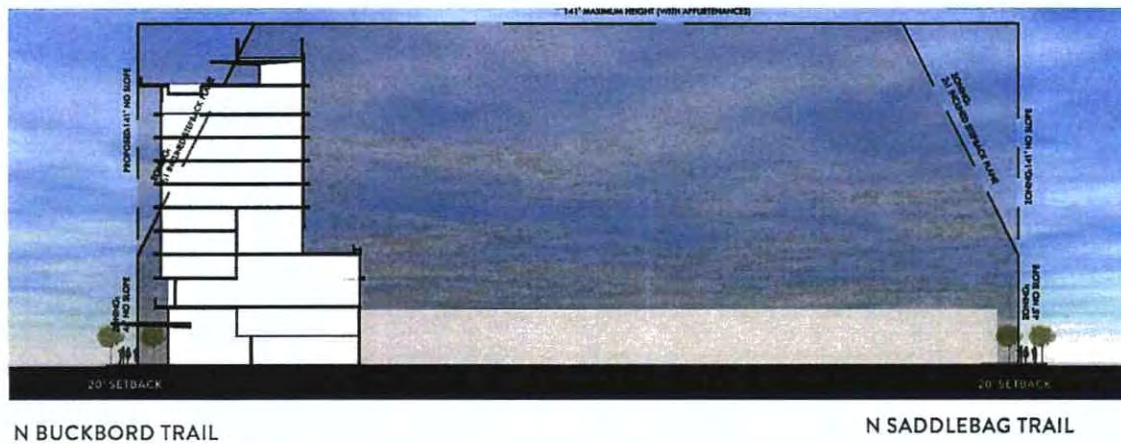
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KEY PLAN



KEY PLAN

SCALE: 1" = 50' 0' 125' 150'

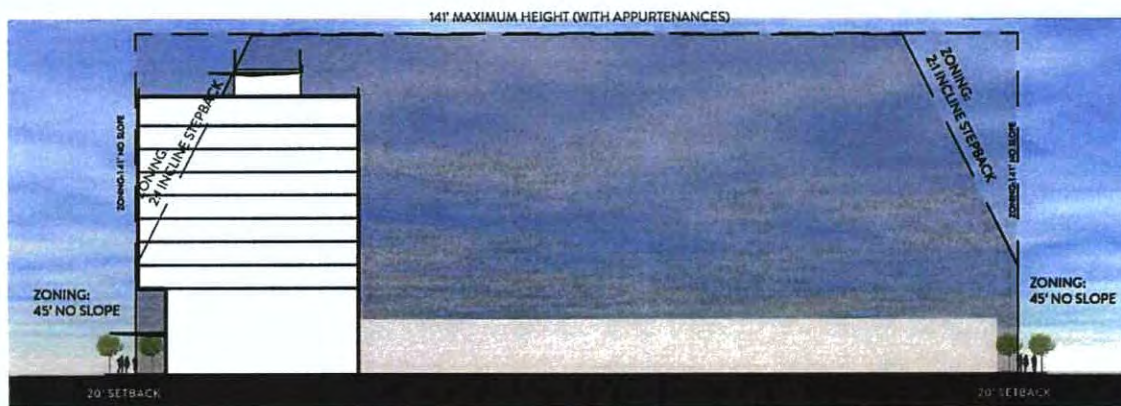
# POTENTIAL MAYA HOTEL SITE SECTIONS

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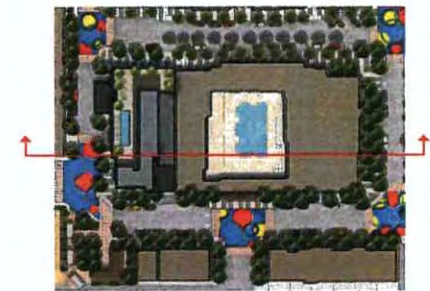
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N BUCKBORD TRAIL

N SADDLEBAG TRAIL



KEY PLAN

SCALE: 1" = 50' 0' 125' 150' 1

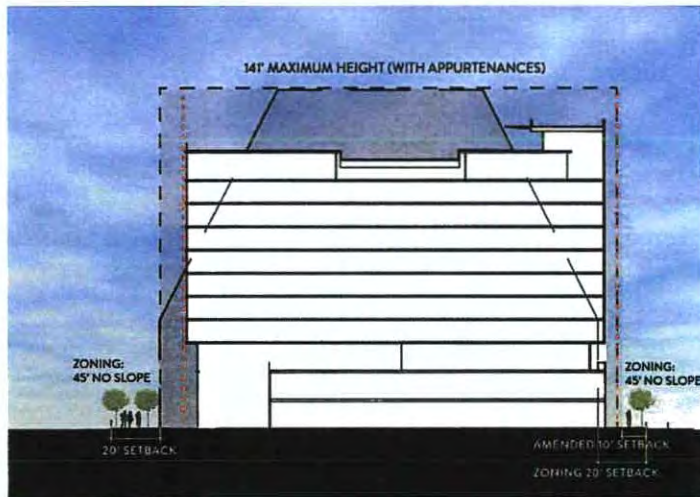
# POTENTIAL MAYA HOTEL SITE SECTIONS

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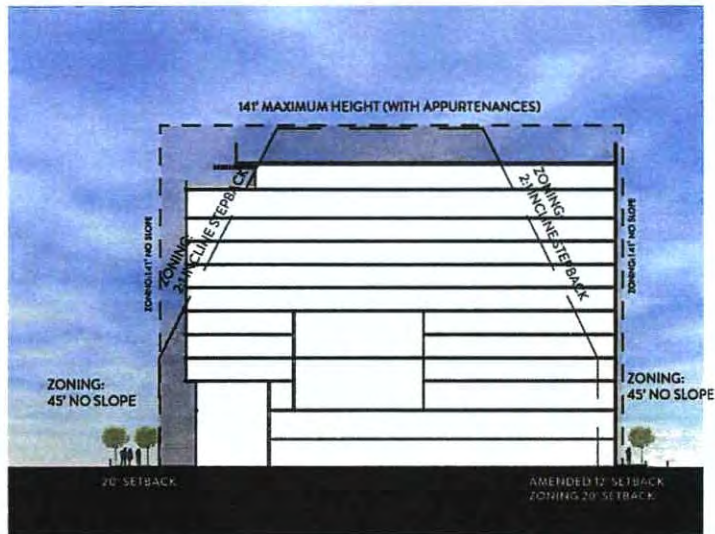
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E INDIAN PLAZA

E SHOEMAN LN



E INDIAN PLAZA

E SHOEMAN LN



KEY PLAN



KEY PLAN

SCALE: 1" = 50' 0' 25' 50'

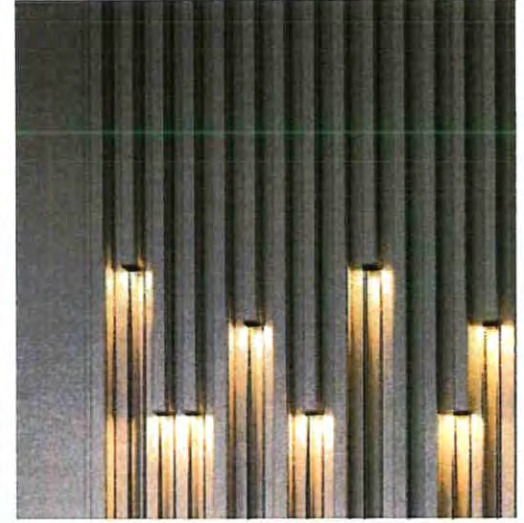
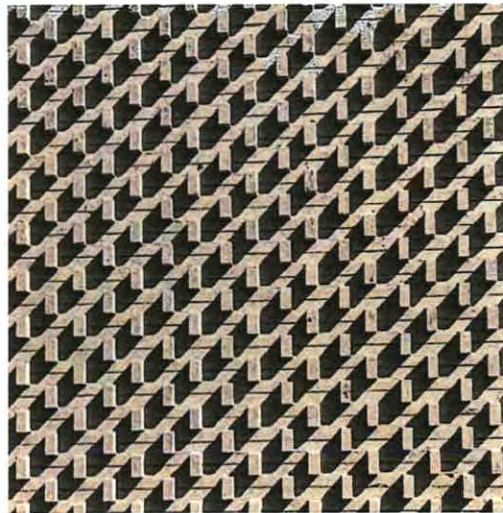
## POTENTIAL MAYA HOTEL SITE SECTIONS

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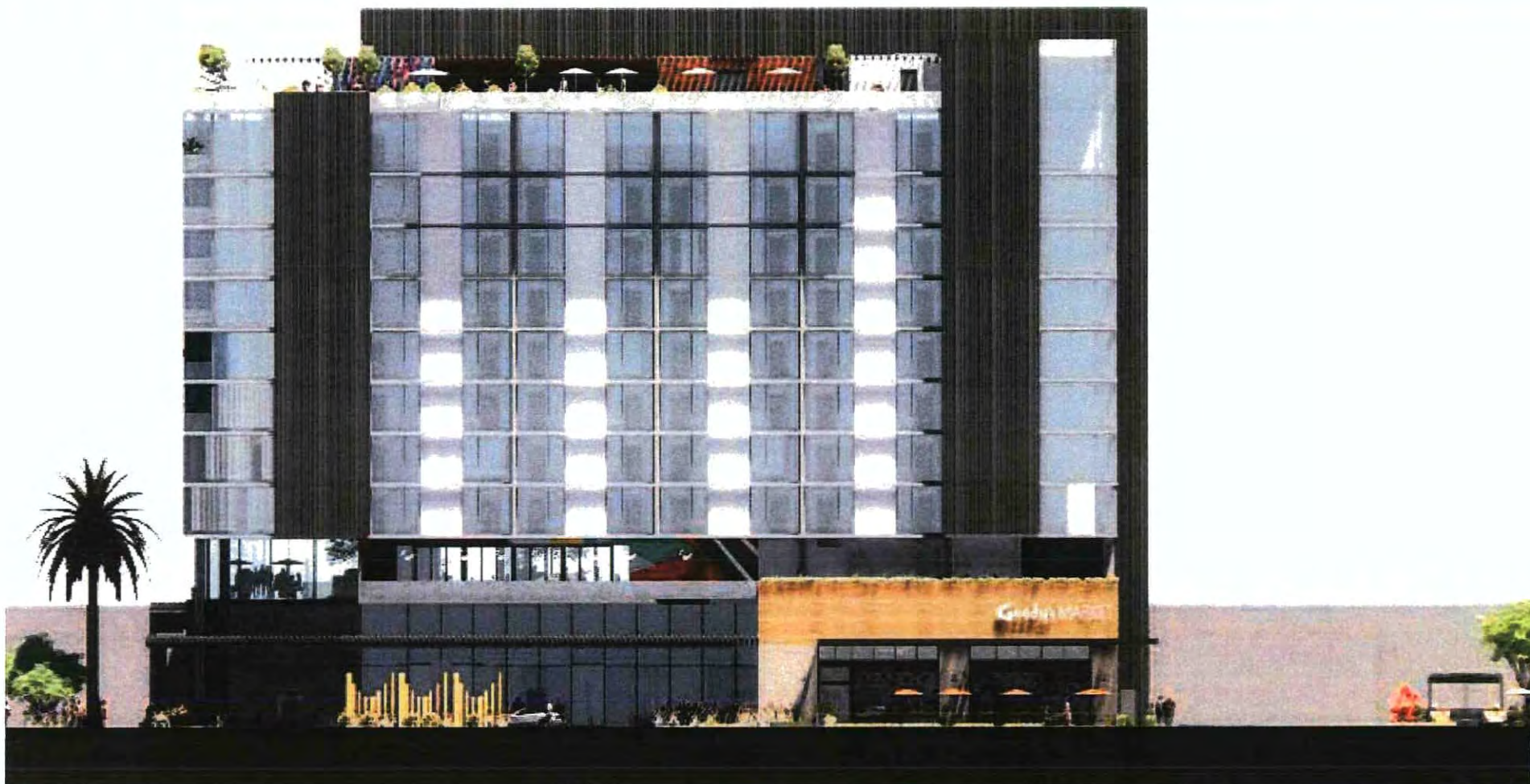
# THE MAYA HOTEL INSPIRATIONS

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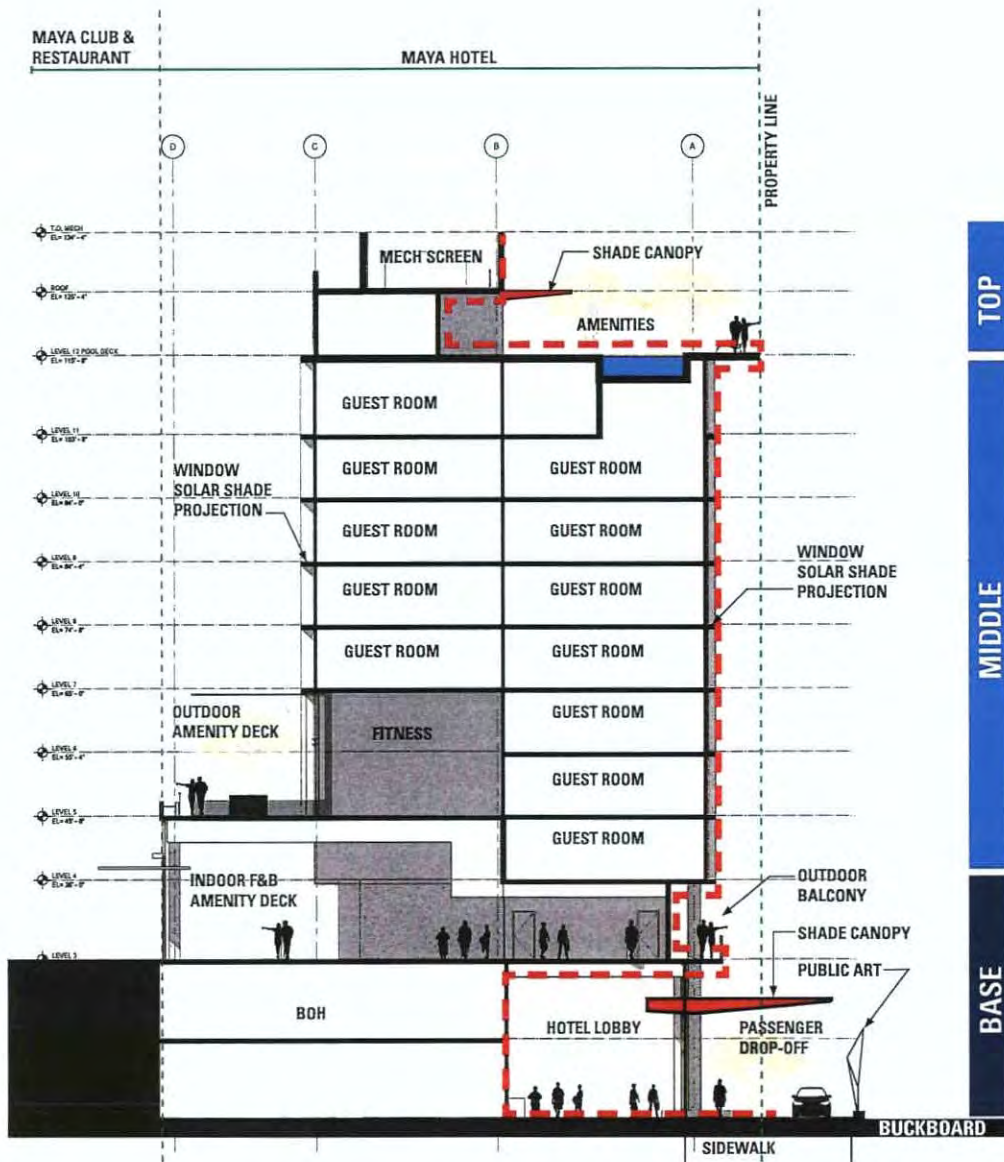
# THE MAYA HOTEL WEST ELEVATION

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# THE MAYA HOTEL CONCEPTUAL SECTIONS

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POTENTIAL MAYA HOTEL SITE PERSPECTIVE

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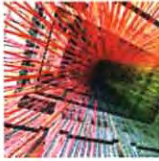
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POTENTIAL MAYA HOTEL SITE PERSPECTIVE







5

## CULTURAL IMPROVEMENTS



# ART ENGAGEMENT CONNECTING PLACES THROUGH ART

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## THE PURPOSE OF ART IN THE SCOTTSDALE COLLECTION

Public art is a key element that makes Scottsdale one of the most livable, vital, and desirable cities in the nation. The Scottsdale Collection will provide the largest contribution to public art in our city's history. Public art contributes significantly to our city's economic vitality by making Scottsdale a place where people want to live, work, and visit.

### PUBLIC ART...

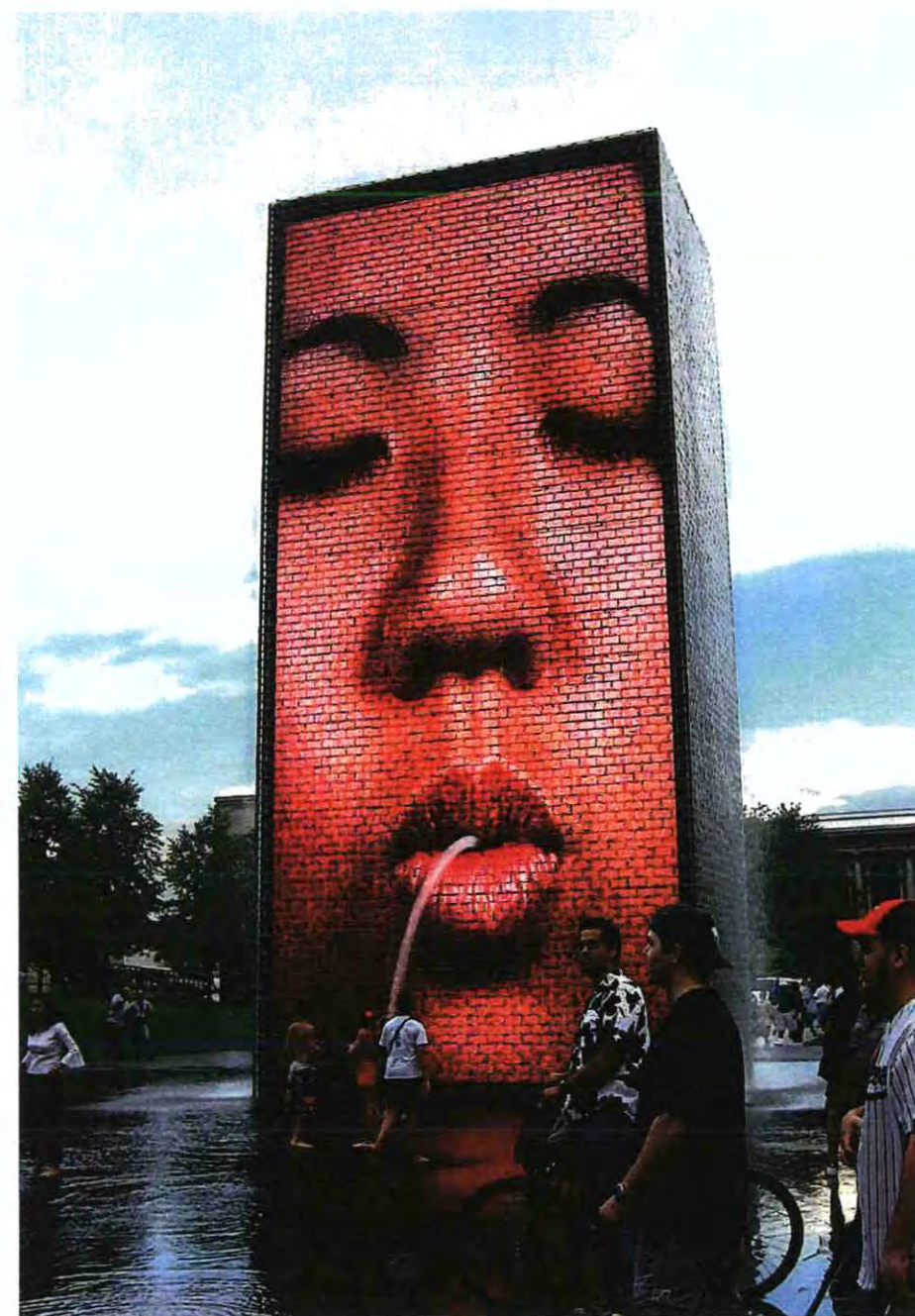
- Imparts significant cultural, social, and economic value
- Attracts visitors and residents who spend time and money by supporting local businesses
- Makes Scottsdale a tourist destination through projects like Canal Convergence attracting visitors residents and from across the country
- Takes many forms and elevates the everyday to the extraordinary: benches, shade structures, signage, walkways, parks, and more become art that inspires and enhances our daily experience
- Transforms the environment and beckons us to pause, relax, and reflect
- Humanizes our environment and invites us to connect, explore, and participate in the vital life of our city



## PUBLIC ART DIRECTIONS & OPPORTUNITIES:

- CONNECTIVITY
- WAY FINDING
- SHADE
- STREETScape
- MURALS
- DYNAMIC
- ENGAGEMENT
- INTERACTION
- LIGHT INSTALLATIONS
- AERIAL EXPERIENCE
- PLACE MAKING
- CULTURAL DESTINATION

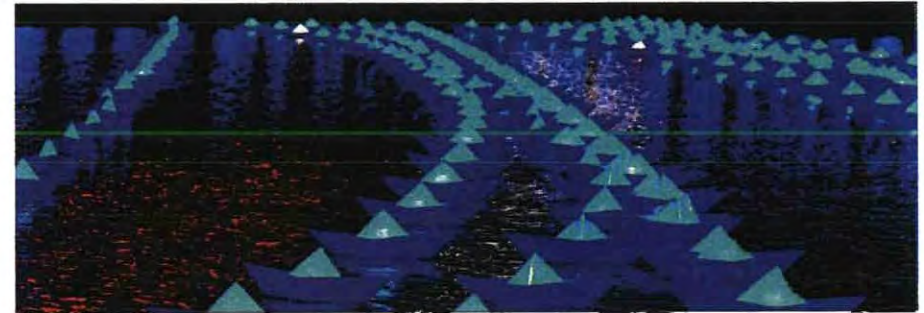
TYPE AND LOCATION OF ART INSTALLATION TO BE DETERMINED DURING  
THE SITE PLAN SUBMITTAL PHASE OF EACH DEVELOPMENT PARCEL





## CONNECTIVITY

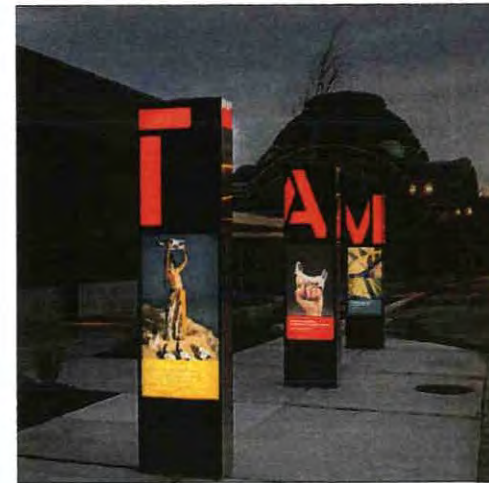
Art connects us. Orients us. Shows us how to move from here to there.



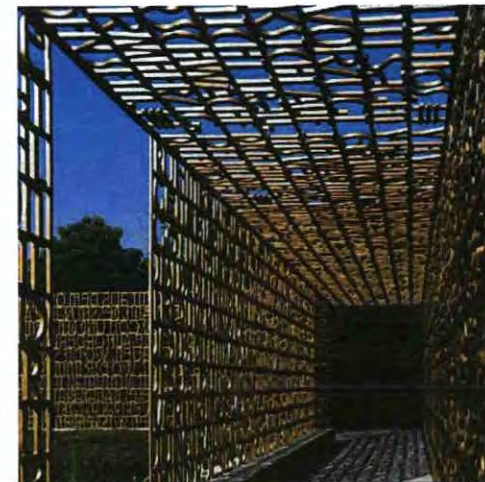
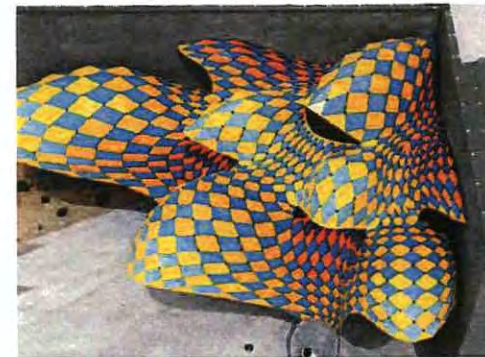


## WAY FINDING

Art can guide us through a place. Tell us where we are.  
Where to go. Where and when an event is. What to do.







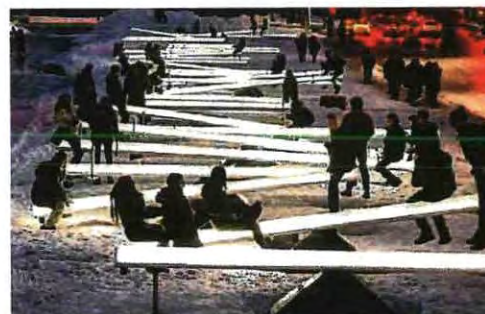
## SHADE

Shade is a cherished commodity in our desert environment. Shade transformed by art is a respite from heat. A jewel. A reason to pause, stay, dwell, relax.



## STREETSCAPE

Benches, Lights, Sidewalks. Places to sit, relax, wait, contemplate. Ordinary objects become art making our community extraordinary.







## MURALS

Blank walls become canvases for masterpieces large and small. Murals are backdrops for our lives. Photo ops. Selfie Spots. Gathering places. Instagramable. Community markers.





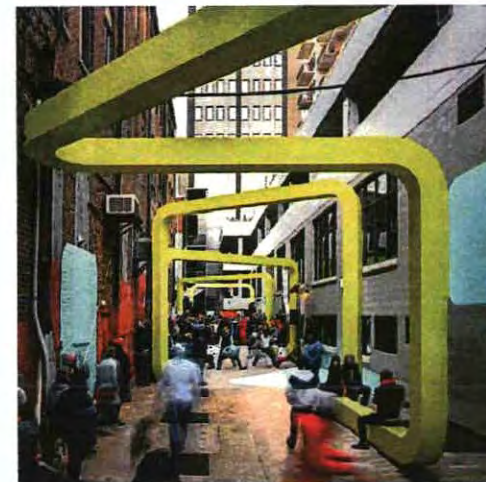
## DYNAMIC

Art that changes. Art that transforms. Art that says:  
Scottsdale is creative, new and exciting. A place we want  
to be.



## ENGAGEMENT

Art that invites us to participate. Art that awakens our creative spirit. Art that inspires.





## INTERACTION

Art that is compelling and entices us. Art that makes us the artist. Art that we become.





## LIGHT INSTALLATIONS

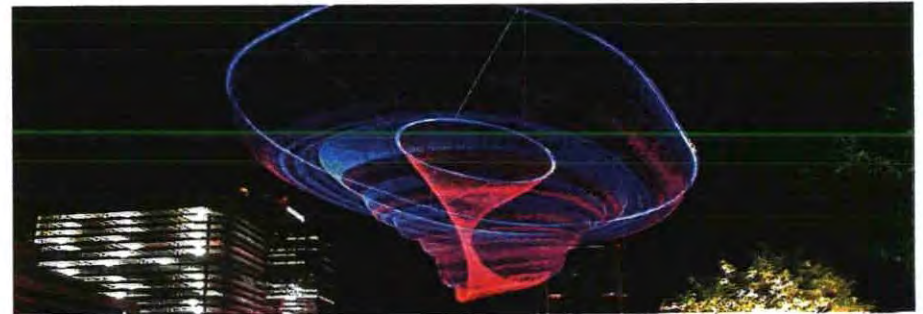
Art as light that transforms, mesmerizes, and captivates.  
Art that is here, there, and everywhere.





## AERIAL EXPERIENCE

Look up. Art that humanizes scale. Art that brings the sky to us. Art that captivates.





## PLACE MAKING

All great cities have great art. Signature artworks help define and make great public spaces.





## CULTURAL DESTINATION

The Scottsdale Collection's art contribution will significantly enliven our city and our efforts to become a world class, must-see and cultural art destination.





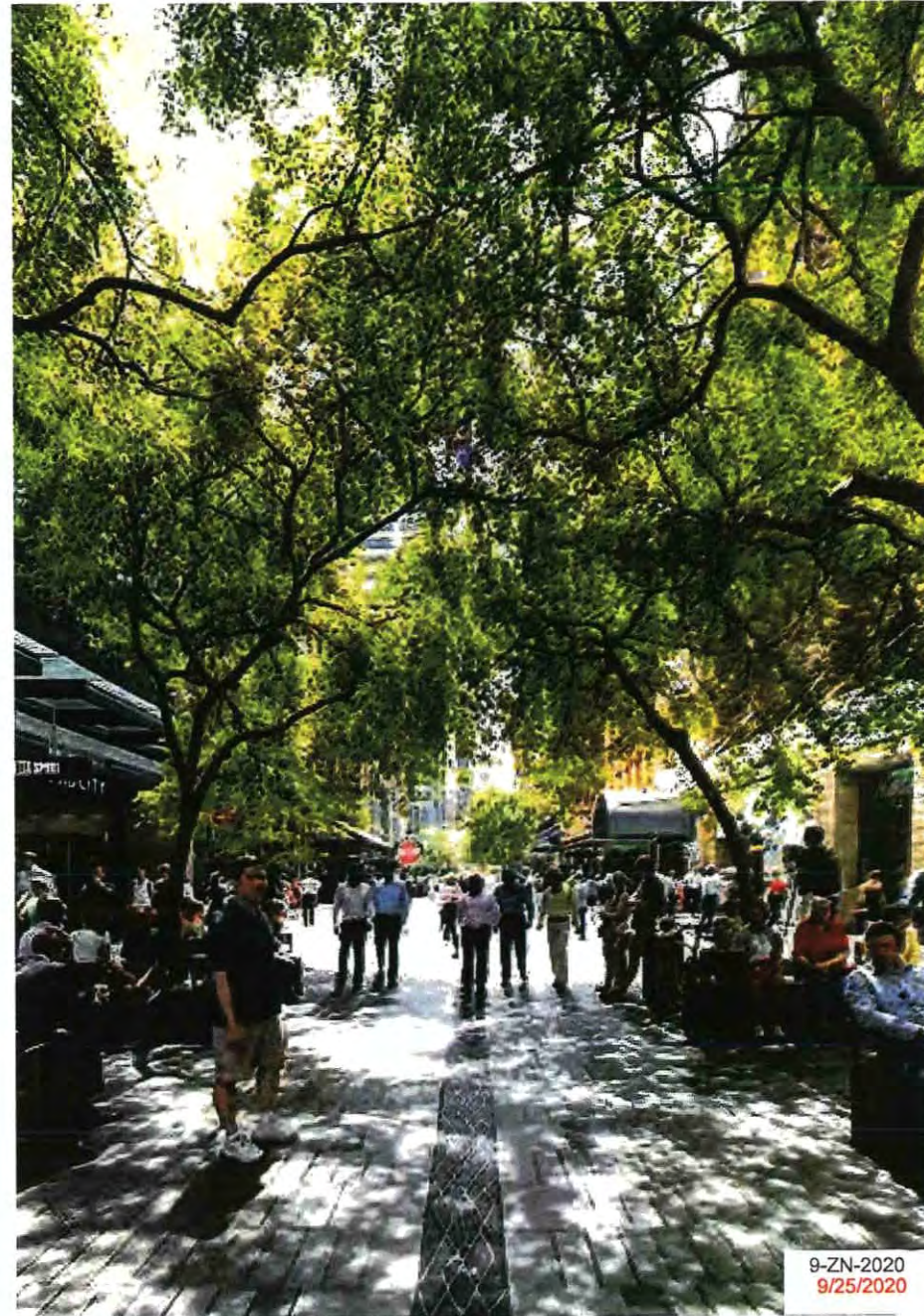




# SHADE ENGAGEMENT CREATING PLACE THROUGH CLIMATE

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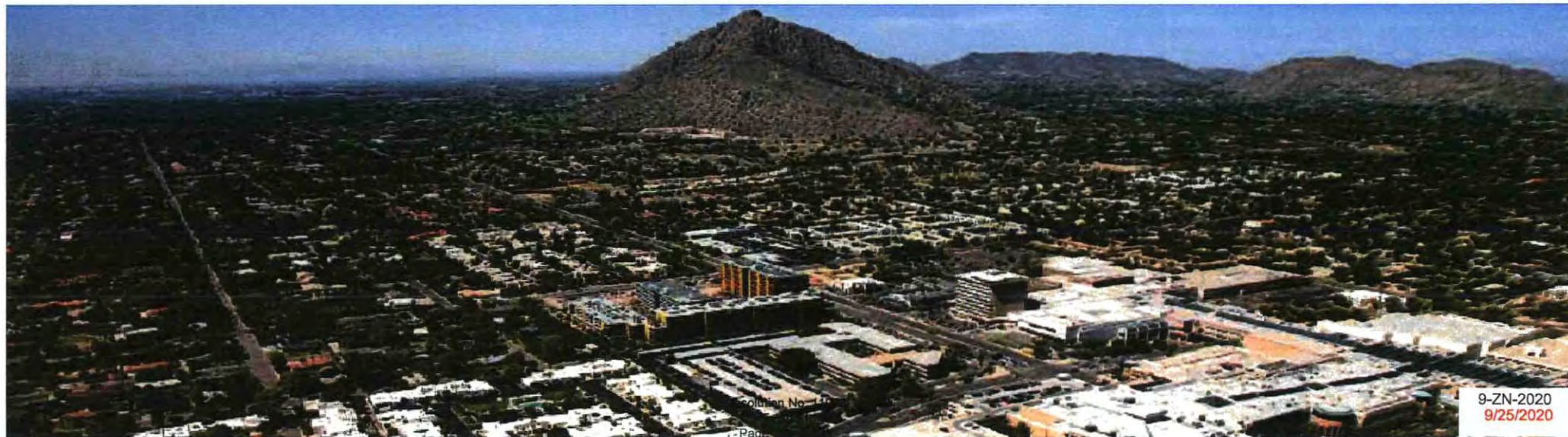




The Sonoran desert, located in the southwestern United States and northerwestern Mexico, is known for its diverse ecology and unique landscape. Scottsdale, Arizona, located in the heart of the Sonoran desert, is known for sunshine and temperatures ranging up to an average 104 degrees in the summer. Development in Scottsdale has always faced the challenge of mediating heat and creating viable outdoor spaces in the desert climate. The Scottsdale Collection's landscape and architecture will not only respond to the desert environment, but focus on creating unique and meaningful spaces that promote comfort, walkability, and outdoor interaction throughout the year.



The Scottsdale Collection is committed to make the entertainment district a destination unlike any other in Scottsdale. Through the integration of shade and art features, the Scottsdale Collection establishes an environment centered on pedestrian comfort, promoting the walkability of the district from one end to the other. The design of the architectural and landscape features of the Scottsdale Collection will focus on creating a destination that combats the urban heat island effect and radiant heat temperatures creating a destination for visitors and residents in a desert climate.







## GOALS

### Pedestrian Comfort

An environment centered on pedestrian comfort is a fundamental principle of the Scottsdale Collection. Strategies to combat the heat and promote shade will invite visitors to experience the area. The pedestrian experience will as be reinforced with human-scale building frontage and architectural features.

### Shade Connectivity

Striving to create a continuous shaded pedestrian environment throughout the Scottsdale Collection is intended to bring a walkable atmosphere to the entertainment district. Shade will be used as a unifying feature in the district allowing visitors to experience the area as a singular destination.

### Arizona State University Engagement

The Scottsdale Collection seeks to collaborate with Arizona State University's schools of Sustainability and Design to compile strategies to mediate the Urban Heat Island effect and radiant heat temperatures. The Scottsdale Collection also seeks to form a public-private partnership with ASU to further investigate the performance of the site after its completion.

### Shade and Art Integration

The integration of shade and art is a goal. When there is an opportunity for shade, art structures that shield the visitors from the elements should be used to create a visually stimulating experience that is also functional.

### Resilient Landscaping

Desert conscious landscaping should be used throughout the district creating an environment that is both heat and drought tolerant. Natural features such as softscape may also be used in strategic locations to help establish a comfortable environment.

### Micro-Climate

Architectural and landscape elements within a site can affect the overall environment by creating microclimates. These smaller areas, broken up by constructed barriers, feel different than the larger





open spaces. Depending on solar orientation, exposure to wind, and solar absorption and reflective qualities of the materials used, they can be cooler or warmer, windy or still, drier or more humid. Plant material not only provides shade that protects the inhabitants of a space from direct sunlight but also prevents the hardscape materials from absorbing and radiating the heat from the sunlight. In addition, through a process called 'transpiration cooling', plant material can physically lower the ambient temperature of a microclimate. Outdoor gathering places should be designed with this in mind to extend the usable season of these areas.

An important aspect of microclimates that is often overlooked by planners is the radiative heat of the materials used in an area and the proximity to the user. A major factor in radiative qualities of certain materials is the color and the amount and time of sunlight. For example, morning sunlight creates less heat than afternoon sunlight because early morning is the coolest part of the day. Therefore, it is more important to focus the most effective shade solutions on areas with western and southern exposures that will receive full sunlight in the afternoons and for a longer period of the day.





## STRATEGIES

### Shade Trees

Shade trees should be planted along the pedestrian paths with other landscaping creating walkable corridors filled with dappled light and shade. Shade trees will act as a natural canopy, protecting pedestrians from the desert sun.

All public rights-of-way and major off-street pedestrian paths should be shaded with trees. The specific tree varieties and discussion of the landscape character of the Scottsdale Collection are located in the Landscape section later in this document. The totality of the shade is directly related to how much of a cooling effect the shade will have. For more detail on the best species for shade coverage, see the Landscape

### Shade Structures

Free standing and building integrated shade structures and sails are common and effective solutions to create shade and shelter in outdoor spaces. Shade structures also offer the ability to create complete shade rather than the filtered shade tree provide. The more complete the shade is the more it will lower the ambient temperature of the space beneath it. Therefore, these elements are strongly encouraged in combination with street trees to provide protection to pedestrians and visitors on the site.

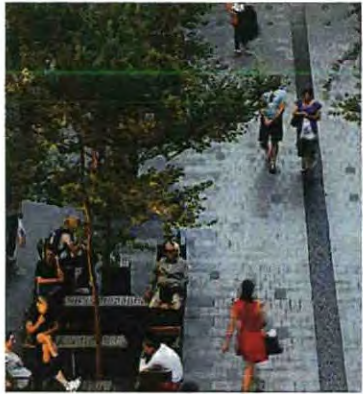
### Suspended Shade Systems

Another alternative that can provide an effective source of shade is the use of suspended systems. Suspended systems are ideal for tight spaces between buildings, narrow streets or alleyways, where it may be difficult to fit vertical support structures for overhead shade structures or sails. Areas where suspended systems may be considered are shown on the Shade Master Plan.

### Heat Resistant Materials

Landscaping materials in the Scottsdale Collection should minimize heat reflectivity and glare. Different materials should be strategically places through out the site to minimize the effects of heat in the area and maximize pedestrian comfort.





## Green Open Space

Throughout the Scottsdale Collection areas should be dedicated to enjoyable pedestrian open space. These open spaces should lower the ambient radiant temperature creating places where pedestrians can meet and gather throughout the day.

## Water Features and Water Conservation

Water will be used strategically in some pedestrian gathering areas to help lower the temperature of the space. Methods of integrating water into these areas may include ornamental or interactive water features, or misters. The Scottsdale Collection will also practice water conservation strategies by specifying drought-tolerant and native desert species that require less irrigation. However, more lush plant material may be used as another method of lowering the ambient temperature.

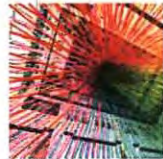
## Passive Cooling Building Integration

The architecture in the Scottsdale Collection may also be used to mediate heat gain in the area. Building massing may shade pedestrian sidewalks, as could attached shade awnings at ground level to protect pedestrians from the sun. Architecture may also feature passive cooling techniques such as vertical louvers, shade screens and minimal glazing in sun-exposed areas.









# 6

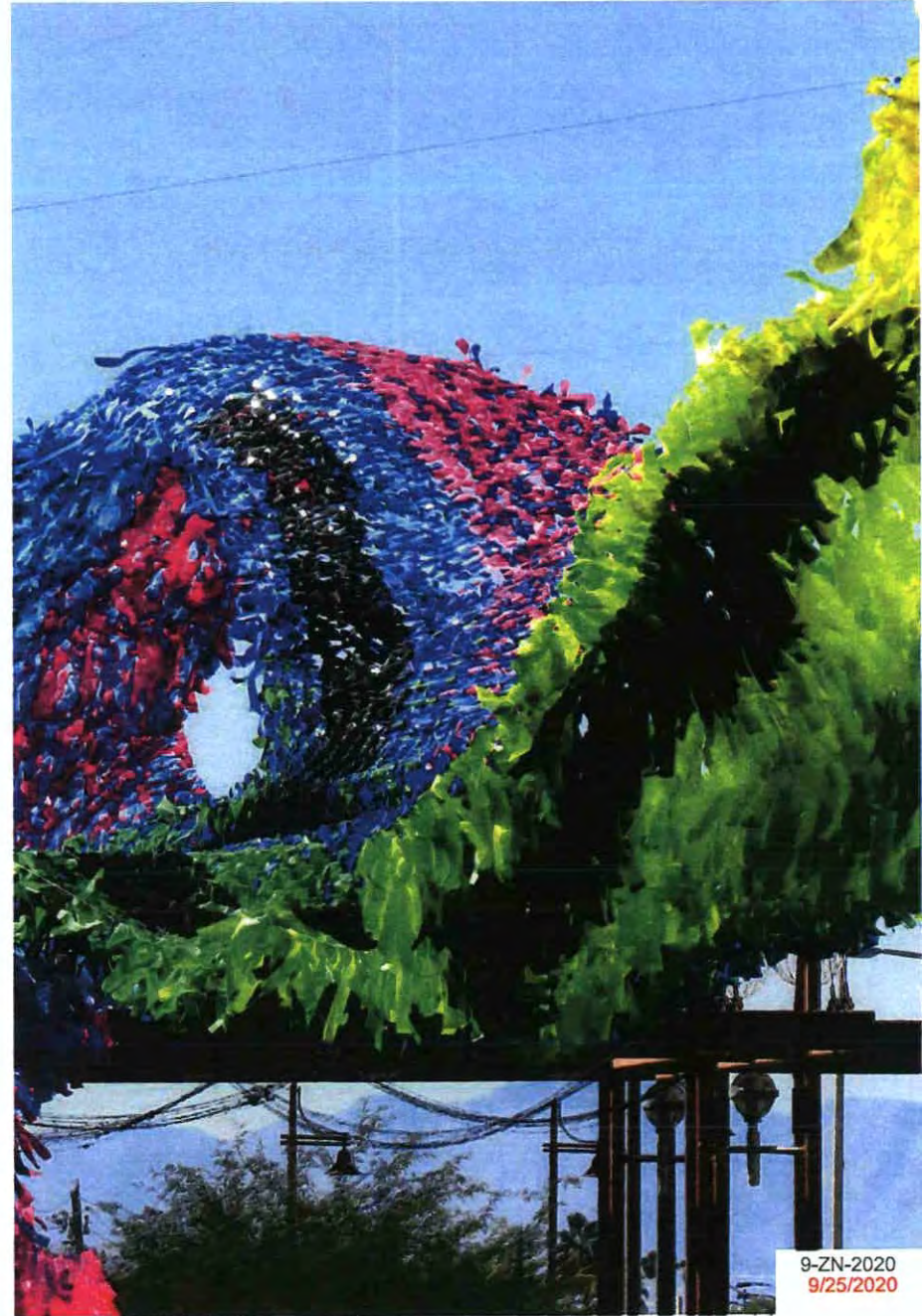
## DESIGN GUIDELINES



# OLD TOWN SCOTTSDALE URBAN DESIGN & ARCHITECTURAL GUIDELINES

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# ADAPTATION FOR THE SCOTTSDALE COLLECTION

The Scottsdale Collection Development Plan will allow flexibility for all development standards and/or dwelling unit allocation, square footage allocation, building locations, and design aspects within the Planned Block Development including, but not limited to, type of public art (ie: digital, projection, temporary), public art locations, right-of-way encroachments, unique hardscape design, lighting standards, non-standard artistic intersection pedestrian enhancements, landscaping elements, and signage placement. The elements identified in this Development Plan will be further specified in the accompanying Development Agreement for The Scottsdale Collective project.

## DESIGN OBJECTIVES

**OBJECTIVE 1:** Protect the unique character of the Downtown Core and promote continuity of character in Old Town Scottsdale districts to create an environment that has both uniformity and variety.

**RESPONSE:** The Scottsdale Collection will seek to relate to the existing architectural context of the area by addressing the scale, proportions, and materials of the district. Common elements of the public realm will be present but in a different form. The unique variety of typology of furnishings and fixtures will give the area its character that also emulates the pedestrian scale experience of Old Town.

**OBJECTIVE 2:** Strengthen pedestrian character and form new pedestrian linkages to create a walkable, human-scale environment.

**RESPONSE:** Both the layout and visual experience of the pedestrian environment will be a drastic improvement to the area. The improvements will stretch to the perimeter of

the entertainment district and serve to unify the connectivity of Old Town. The layout and feel of these improvements will focus on the visual and environmental comfort of the pedestrian. They may be lined with retail, other uses, forms, open space, and art work to provide a variety of experiences.

**OBJECTIVE 3:** Maintain an interconnected downtown that includes a variety of mobility options.

**RESPONSE:** The Scottsdale Collection will have a variety of different options to access the area. New sidewalks, vehicular circulation and drop-offs, enhanced street crossings, and pedestrian alley ways will all be features of the Scottsdale Collection. The Scottsdale Collection will also include elements of universal design, seeking to create both public and private places accessible to people with a range of mobility.

**OBJECTIVE 4:** Create high quality, human-scale, downtown architecture that is influenced by the local and regional culture, climate, and Sonoran Desert landscape.

**RESPONSE:** Building design within the district will reflect a tie to the Sonoran desert region through both material and form. Formally, buildings should respond to the need for horizontality and appropriate extensions to create shade conditions that mitigate heat gain. Materials should be chosen to represent the value of the community and region. Varieties of materials will be encouraged to appeal to the local urban history of material usage in desert climates.

**OBJECTIVE 5:** Create a distinct landscape character, that contributes to a unified downtown.

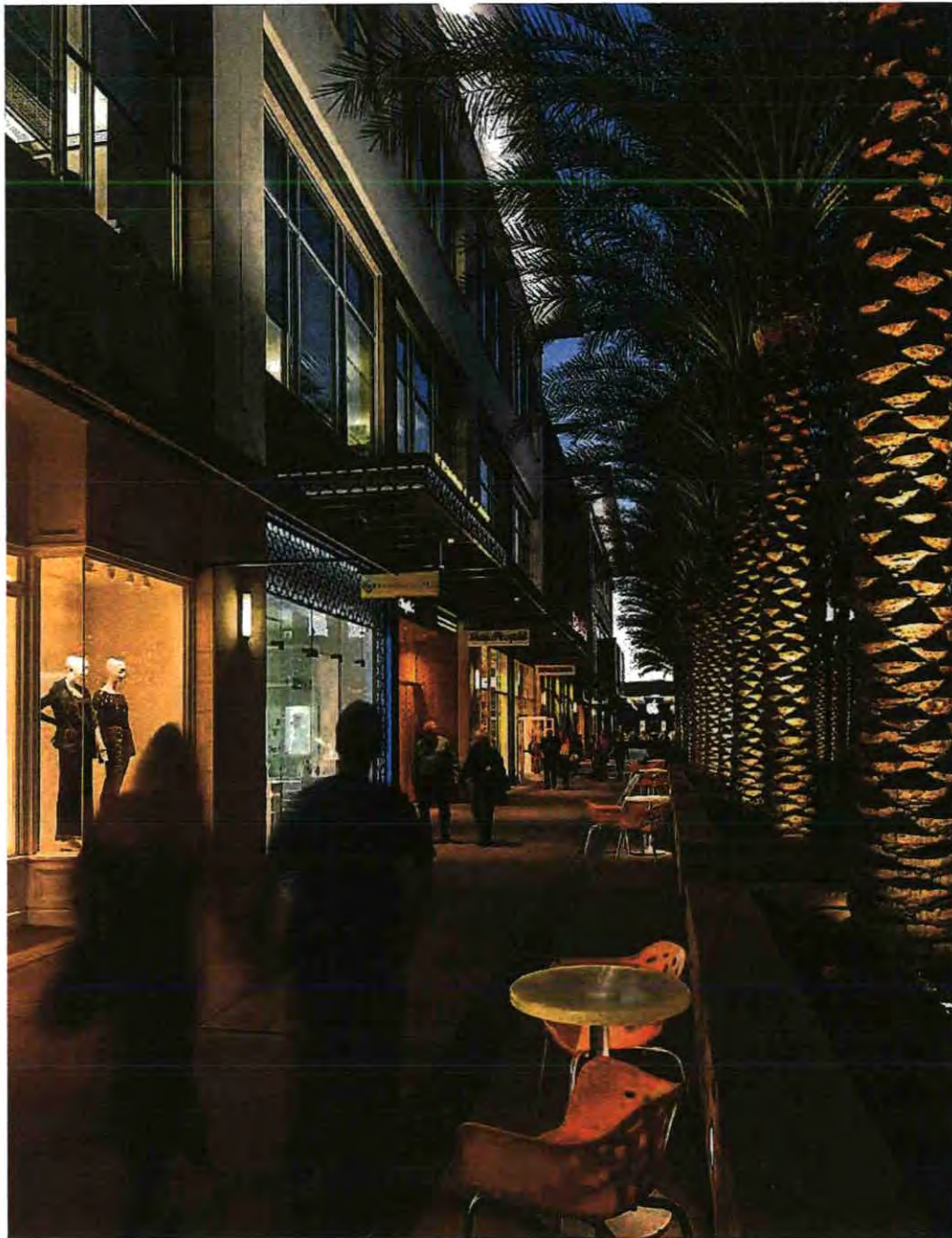
**RESPONSE:** The Scottsdale Collection situated between the Scottsdale Waterfront area and historic Old Town. While the Scottsdale Waterfront employs a classical yet more contemporary architectural style, historic Old Town offers a well-preserved example of the historical context of Scottsdale with elements of modernity. In addition, the organization of the Scottsdale Waterfront maintains a pedestrian realm that is completely separated for the vehicular realm, whereas in historic Old Town, vehicular and pedestrian areas are fully integrated. The proposed

organization of the Scottsdale Collection is designed to provide a blend of these two concepts with a strongly pedestrian utilized streetscape with distinctly pedestrian places such as the City Center plaza, the Art Park, and Indian Plaza with its pedestrian nodes. The proposed character of the Entertainment district plays off the more contemporary elements within both the Scottsdale Waterfront and historic Old Town to create a complementary but notably unique addition to the eclectic composition of Old Town.

**OBJECTIVE 6:** Create coherent and consistent street-spaces.

**RESPONSE:** Spaces between the building and the street serves as an extension of architectural design and an extension of the adjacent transportation corridor. Within the Scottsdale Collection, this area is designed to establish a synergistic relationship that provides comfort, function, and safety to pedestrians. While many details of the landscape design will be specified at a later point in the development process, practices such as selecting design elements that reflect or complement the architecture while





also providing definition and separation to the street edge. Strategically creating shade and aesthetic relief through the landscape and vertical elements, and providing functional furnishings such as seating, waste receptacles, and lighting are relevant to the success of the streetscape. These design guidelines set up parameters and suggestions for the best methods for achieving these goals. The streetscape also serves as a common vein that runs throughout the entire development and connects it to the surrounding areas. In addition to functioning as an extension of architecture, the design of the streetscape must also establish consistency across the development. The overarching concept of the landscape design for the Scottsdale Collection is based on creating niche communities and spaces within the Entertainment District, all of which rely on incorporating contemporary public art and good design. To generate this consistency, a subtle but powerful aspect of the streetscape is proportion and scale. Despite the varied building heights and street widths, the streetscape will aim to engender the same feeling of comfort and safety through pedestrian-scaled elements and appropriate delineation and separation between pedestrian and vehicular pathways.

**OBJECTIVE 7:** Design within the context of each Old Town district and introduce new architectural and building designs that are compatible with the existing design to form a blend between new and old.

**RESPONSE:** Building design within each district will respond to the timeless and universal need to create quality buildings that function effectively. Buildings should respect the scale and expression of their context and surroundings, but also seek to be distinguished by their level of visual engagement and appropriate design elements.

**OBJECTIVE 8:** Encourage property improvements, new development, and redevelopment to maintain a vibrant, lively, attractive downtown destination that provides opportunities for residents, visitors, and businesses.

**RESPONSE:** The success of the Scottsdale Collection lies in creating great streets for pedestrians. Connections and comfortable streets will provide a setting for an even more successful tourism and commercial activities on the ground level.

## **DOWNTOWN LAND USE & DEVELOPMENT TYPES (TYPE 3 DEVELOPMENT)**

**GOAL 1:** Develop unified street-spaces and continuity of design within the building setback zone

**RESPONSE:** Despite the eclectic nature of the Scottsdale Collection, the streetscapes throughout the Entertainment District will be designed with a specific character that establishes



a unique identity to the development while still complementing the character of the greater downtown area. Elements that may be used to create themes across the Entertainment District include the plant materials, hardscape materials, and furnishings such as lampposts, trash receptacles, benches, etc. Alternatively to matching specific items and materials, repetition of prominent colors, textures or patterns can also create unity and cohesiveness throughout the development while still allowing the designers and artists working on these projects an amount of flexibility and creativity.

**GOAL 2:** Develop pedestrian and vehicular linkages between adjacent, large projects

**RESPONSE:** Due to the downtown location of the development, vehicular circulation is already in place, and it would not be prudent to alter existing city roadways. However, the creation of visually engaging, heat mitigated pedestrian zone connectivity lies at the very heart of this project. Well developed pedestrian pathways will provide connection not only within the district but also to the perimeter of the area to enhance the overall walkability of all of Old Town.

**GOAL 3:** Provide consistent landscape plantings to achieve visual continuity

**RESPONSE:** Planting design should complement that of neighboring developments. Plant palettes for each project should feature hardy, native species as a foundation employing non-native species only as appropriate.

Monocultures are discouraged to prevent mass loss of landscape to diseases or pests. Additionally, in urban settings such as the Scottsdale Collection, designers must be conscious of the specific conditions to which each species is suited. With tight spaces, surrounded by hardscape and buildings, sun exposure, soil conditions, and growth habitat are critical deciding factors for which tree species should be placed in what locations. It is a requirement that plant species be selected from the Arizona Department of Water Resources Low-Water Use and Drought Tolerant Plants List for the Phoenix area. However, to avoid an overly restrictive or outdated permitted plant palette, it is recommended that designers also use the City of Scottsdale's list or Recommended Plants for Downtown as a suggestion for appropriate plant species.

**GOAL 4:** Visually and physically connect private open space with public space to extend the downtown pedestrian framework.

**RESPONSE:** Both private, semi-private, and public open space will be a crucial feature in the redevelopment of the Scottsdale Collection. The new development of the district will provide many opportunities to link open spaces using visual cues, signage, art works, landscaping materials, and many other methods.

**GOAL 5:** Minimize the impacts of large development on neighboring properties through architectural design that reduces the apparent size and bulk of larger buildings.





RESPONSE: Design future buildings to encourage proper proportions of top-middle-base to reduce perceived bulk and mass of the buildings visually. Use of horizontal elements and appropriate mixtures of materials and architectural features will also aid in creating a visually reduced building size.

## ENHANCE THE PEDESTRIAN ENVIRONMENT

**1:** Create an interconnected, walkable downtown.

**1.1:** Provide circulation connections to, from, and within a site to support pedestrian activity and other mobility options, and enhance interconnectivity within Old Town.

**1.2:** Expand the pedestrian network throughout Old Town by incorporating pedestrian links to neighboring developments through the use of covered or shaded walkways, passageways, courtyards, and plazas.

**1.3:** Maintain the Old Town pedestrian grid pattern found within the context of each Old Town district. (See Map 2 - Old Town Districts)

**1.4:** Design street-spaces that support the pedestrian. Incorporate pedestrian amenities such as safe, comfortable surfaces, seating, lighting, shade, landscape and hardscape, crosswalk refuge areas, and curb and sidewalk extensions into Old Town design.

**1.5:** Coordinate the design of pedestrian, auto, parking, and service areas to minimize pedestrian interruption and pedestrian-vehicular conflicts.

RESPONSE: Enhancing the pedestrian environment is important for the Scottsdale Collection. Visually stunning experiences, thermal comfort, and engaging public facilities and artwork will help define pedestrian corridors. The Scottsdale Collection hopes to set the bar higher for all future developments within Old Town. Improvements serve a dual function of extending experiences within the district to its perimeter to and connect and engage with surrounding areas within Old Town. The internal network connect newly developed open space will help the public realm of Old Town.

**2:** Maintain a consistent street edge and continuity of street-spaces.

**2.1:** Align new buildings with existing buildings, and minimize the space between buildings to define a continuous building-street edge.

**2.2:** Locate the majority of building frontage to a common setback line and parallel to the street. Variations to the building setback that support the pedestrian experience may be considered.

**2.3:** Create a defined street-space where building frontages do not exist by incorporating design elements such as site walls, landscaping, overhead trellis, or covered walkway.

**2.4:** Convey a unified street appearance

through the provision of complementary street furniture, paving, lighting, and landscape plantings.

**2.5:** Locate linear and rhythmic landscape planting at the street edge, and at site features such as intersections, entry drives, sidewalks, and courtyards.

**2.6:** Locate outdoor dining where it will not impede public right-of-way, pedestrian clear widths, landscape areas, and other locations needed for safety and mobility.

**2.7:** Design outdoor dining improvements to maintain the openness of the adjacent street or open space by utilizing permanent fencing that is low and predominantly transparent. Specifically, these low walls/fences are to be a maximum of 3 feet in height and be 80% transparent.

**2.8:** Accommodate table seating, lighting, menu signs, host stations, patron queuing, and other features associated with outdoor dining and entertainment venues, on private land.

**2.9:** When outdoor dining space is separate from the building, design access to minimize conflict with the pedestrian clear width

RESPONSE: Maintaining a unified and consistent rhythm to the urban space of the Scottsdale Collection is a core component of the redevelopment of the district. The landscape should be used to create connectivity throughout





the area, including an approach that incorporates consistent lighting, paving, street trees, and other landscape feature to give the district a sense of place. The architecture of the Scottsdale Collection will also be used to create a backdrop to the urban spaces while storefronts, patios, windows, and architectural elements act to unify a sense of place. The Scottsdale Collection will also seek to enhance the pedestrian experience of the district by creating a streetscape that promotes pedestrian walkways throughout the year.

## OPEN SPACES

**3:** Incorporate open landscaped spaces in Old Town to encourage human interaction.

Public spaces are an extension of the community and provide a place for human interaction. When cities have thriving civic spaces, residents have a strong sense of connection to one another and the community. The design of public and private open spaces should accommodate different levels of human engagement, from short impactful experiences, to longer interactions. Allow for flexibility within these spaces to be able to provide opportunities for special events, activities, and daily interaction.

**3.1:** Provide open space for public and private outdoor activities, special events, and day-to-day activities. Incorporate temporary and permanent infrastructure into open space and streetscape designs to support activities and events year round.

**3.2:** Utilize a cohesive palette of design elements such as fixtures, landscape plantings, hardscape, street furniture, and integrated infrastructure to support design continuity in downtown public spaces.

**3.3:** Design private development to complement and reinforce the design of adjacent public space.

**3.4:** Implement design techniques in and around open space areas to reduce the impacts of noise on sensitive uses.

**RESPONSE:** Open space is a vital part of the Scottsdale Collection. Public space in the Scottsdale Collection will be used to promote human interaction. Open space will also incorporate a series of public, semi-public, and private spaces. The open space will also have features that make it accessible during all times of the year and could be available to host a variety of different experiences. The landscape will also be a component that promotes open space by providing shade, hard and soft scape, site features, and plantings to highlight and enhance the open space accessible to the public.

**4:** Connect Old Town open spaces to the surrounding context.

for humans to experience the natural environment in an urban, downtown setting. Open space is of vital importance to the desirability of Old Town as a place to visit, work, or live. In addition to being attractive and vibrant

places in and of themselves, Old Town open spaces need to be part of a network - or series of networks-that connect neighborhoods within and to Old Town.

**4.1:** Visually and physically connect open spaces to other spaces such as walkways, gathering and activity areas, and adjacent development sites.

**4.2:** Understand the relationship between open spaces and adjacent buildings. Connect public open space with adjacent private space, such as ground floor uses. Design adjacent buildings as the "walls" that frame open spaces, where covered walkways, vertical plant materials, or other design treatments define this vertical edge.

**4.3:** Connect the open spaces of neighboring development sites through common entry courts, linked courtyards and patios, and via coordinated landscape.

**4.4:** Distinguish between public and private spaces. Design public spaces to be transparent and welcoming, and design private spaces to have a larger sense of privacy. Provide a clearly defined transition between public and private space.

**4.5:** Provide open space at intersections for pedestrian mobility and link these open spaces to other public areas.

**4.6:** When residential units occupy the ground floor, direct access to adjacent open space is encouraged.





**RESPONSE:** Open space is an integral part of the Scottsdale Collection. Open space has been strategically placed throughout the district to bring a sense of community and connection. Pedestrian walking paths, bike lanes, and visibility form significant connections to bring residents and visitors into the district. The architecture will reinforce public space. Balconies, storefronts, windows, and entrances will be designed to face the public space to visually and physically connect the architecture to the area. Open space will be accessible through many different entry points, allowing visitors to create their own experience while in the district. The Scottsdale Collection will also maximize open space by taking advantage of popular intersections, entry points, and ground-level visibility to enhance and create links between Old Town and the Scottsdale Collection.

## INTEGRATION INTO THE NATURAL ENVIRONMENT

**5:** Manage access and exposure to sunlight: provide shade.

Outdoor spaces need a balance of sun and shade, depending on location, the season, and time of day. To create livable and inviting interior and exterior spaces, provide for shade particularly during the summer and allow access to sunlight in the winter.

**5.1:** Design for filtered or reflected daylighting of new buildings.

**5.2:** Manage the seasonal solar exposure of site features through building orientation, vegetation, and architectural design.

**5.3:** Provide shade along pathways, in public and private outdoor spaces, and as part of building design.

**5.4:** Minimize, or shade, materials that absorb and retain heat. Consider utilizing materials that dissipate heat.

**RESPONSE:** Shade will be an integral part of the design of the Scottsdale Collection with art shade structures, louvers, shade trees, overhangs, and canopies shield the pedestrian from the sun. Another design concept of the Scottsdale Collection is mitigating the urban heat island effect in Scottsdale. Different techniques such as landscape materials, surface treatment, trees, plantings, and permeability will all be design features that may be used to create a more tempered environment in the heart of Scottsdale.

**6:** Design with context-appropriate vegetation

**6.1:** Emphasize a variety of drought tolerant and Sonoran Desert plants that provide water conservation, shade, seasonal color, and a variety of textures and forms.

**6.2:** Take into account mature vegetation sizes, characteristics, and maintenance requirements with site layout and design.

**6.3:** Design landscape elements and palette to





relate closely to the character and function of site architecture, and coordinate with neighboring properties and adjacent public areas.

**6.4:** Utilize vegetation that is multipurpose, such as landscaping that reinforces the character of an area by providing shade, way finding, heat island relief, prominent site feature emphasis, and/or screens utility equipment and building service areas that are to be hidden from public view.

**6.5:** Incorporate low impact development practices into site design.

RESPONSE: The Sonoran Desert is a unique landscape that is only found in the Southwestern portion of the United States and Northwestern Mexico. Its abundant beauty and iconic landscape features can change with the seasons, creating a dramatic backdrop for development. The Scottsdale Collection will have landscaping that celebrates the Sonoran Desert by incorporating drought tolerant plants and trees that provide shade. The Scottsdale Collection will also provide additionally a variety of maturities and size characteristics for plants having landscape features that relate to the character and function of the architecture.

## INCORPORATION INTO THE BUILT ENVIRONMENT

**7:** Ensure continuity of site development

The site plan, building arrangement, and orientation of uses should coordinate with neighboring

properties.

**7.1:** Orient buildings and active uses toward streets, pedestrian corridors, and other public areas.

**7.2:** Incorporate courtyards and other outdoor spaces into site design and link them with outdoor spaces on neighboring sites, and to the street.

**7.3:** Design site layouts to appropriately integrate historic resources into new development.

**7.4:** Plan for temporary and permanent public art in site and streetscape design.

RESPONSE: Creating a connected atmosphere throughout the site is a crucial design feature in an area that is developing in phases. It is essential that as the district is being established, each phase feels like a complete project. The Scottsdale Collection will promote continuity in its development by arranging the new architecture on the site to be compatible with the existing and future context, activating streets with a pedestrian-focused environment, providing the addition of outdoor space, and creating a connected pedestrian atmosphere. The Scottsdale Collection will also promote continuity of by providing public art in locations throughout the area to unify the district.

**8:** Design new development to be compatible and complementary to existing development

Development compatibility helps to strengthen the continuity of character throughout Old Town.

**8.1:** Design buildings to reflect and enhance the

existing character of an area. Establish new urban design and architectural character where downtown development patterns are fragmented or evolving.

**8.2:** Create a balance between new design elements and existing architectural features and materials.

**8.3:** Design new development to be compatible with historic resources.

**8.4:** Building design that incorporates corporate or user branding is discouraged.

RESPONSE: The Scottsdale Collection will design new development to be compatible with existing and future development by creating buildings to reflect and enhance the current and proposed character of an area.

**9:** Minimize the visual and physical impacts of utility equipment and building service areas.

Old Town supports the function of business, resident, and visitor activities. Site and building design should minimize the visual and physical impacts of building systems, equipment, and service areas.

**9.1:** Locate building service areas so as to minimize visibility from public view, and reduce potential conflicts with on-site circulation.

**9.2:** Conceal utility equipment, such as mechanical, electrical, solar, and communications equipment, from public view, other on-site users, and

neighboring properties.

**9.3:** Locate utility equipment and building service and delivery areas on the development site - along the alley or within the site's interior.

**9.4:** Site planning that incorporates ride share queuing and drop off is encouraged.

**9.5:** Consider building improvements such as lighting and signage on façades that face onto alleyways.

RESPONSE: Although the integration of utilities is an essential component of development, it is also meaningful that utilities are integrated into the design. The Scottsdale Collection will attempt to locate building services to minimize visibility to public spaces, and to incorporate different types of screening to shield utility equipment.

**10:** Contribute to the ambiance, character, and safety of Old Town through architectural and site lighting

The design of a nighttime environment that instills feelings of both safety and enjoyment is important to the economic and cultural vitality of Old Town. Lighting is a key factor in creating this urban nightscape.

**10.1:** Reinforce architectural design of a building, and the surrounding context, through complementary exterior decorative light fixtures.

**10.2:** Emphasize architectural features when





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illuminating building façades via concealed lighting.

**10.3:** Design lighting systems to minimize glare, excessive brightness, and visual hot spots; and, incorporate transitional light levels between lower and higher illuminance.

**10.4:** Encourage exterior and interior building lights that illuminate windows and doors and contribute to increasing the light levels in pedestrian areas.

**10.5:** Provide pedestrian scale lighting to supplement street lighting and combine street and pedestrian lighting on one support pole.

**10.6:** Provide evenly-distributed lighting beneath covered walkways. Fixtures that produce light at a warm color temperature are preferred (2700-3000 Kelvin).

**10.7:** Emphasize artwork in the public realm through complementary exterior lighting. (Note: All artwork displayed in the public realm, whether luminal in nature or otherwise, is subject to review by the Scottsdale Public Art Advisory Board and/or the Development Review Board)

**RESPONSE:** The sense of place created by Old Town is unique in Arizona. Design in the Scottsdale Collection should respond to the unique environment of the Old Town area. The Scottsdale Collection will design an outdoor environment that promotes the safety and well being of its visitors, creating architecture that reinforces the public realm. The design should also include lighting that accents its architectural

features provides pedestrian-scale elements, and giving sufficient light to pedestrians are some of the strategies that will contribute to the character of the district. The Scottsdale Collection will also emphasize the existing investment Old Town has made in art by including opportunities for new art features.

**11:** Utilize signage that supports Old Town character and function.

Signage should provide clear, concise, and useful information, without becoming a focal point of the aesthetic environment.

**11.1:** Incorporate signage that complements development design and the surrounding area.

**11.2:** Coordinate sign locations with building and landscape design to ensure visibility.

**11.3:** Provide permanent business signage at the primary street frontage.

**11.4:** Provide shingle signs under covered walkways in the Downtown Core. Locate shingle signs perpendicular to the face of the building, and at a height of no less than seven foot and six inches above the sidewalk.

**11.5:** Illuminate wall signs with indirect lighting from a shielded light source.

**11.6:** Illuminated cabinet signs are strongly discouraged in Old Town.

**11.7:** Monument signs are prohibited in the



Downtown Core (Type 1 Development areas) and strongly discouraged in all other areas of Old Town.

**RESPONSE:** Signage is an essential part of any development because it is the way people use to navigate spaces. The Scottsdale Collection will strive to create a clear sense of direction and location by providing appropriate signage. The signage will also be incorporated into the design of the development, be located in areas to ensure viability, use to reinforce store frontages, and promote businesses. The signage at the Scottsdale Collection will also be illuminated.

## BUILDING MASS, FORM, & SCALE

**12:** Design buildings to complement the existing development context.

New buildings should coordinate building form and height with the surround context.

**12.1:** Provide compatible transition in building scale, height, and mass.

**12.2:** Although new buildings may be different sizes, design the first few stories to visually relate to adjacent buildings and the surrounding context, by integrating architectural elements and design details of similar scale and proportion.

**12.3:** Locate more intense building mass, height, and activity of a development away from existing development at the Old Town boundary.

**12.4:** Utilize building form as the primary method to make compatible transitions between different Development Types, internal to the Old Town boundary.

**RESPONSE:** Connecting to the existing buildings is a vital feature to unify any developing area. This connection is essential because it makes the transition between old and new spaces feel like a continuous experience and planned. The Scottsdale Collection will seek to complement existing development by creating compatible building scale, relating to the existing and planned context of the site, and consciously understanding the boundaries of height and density within and adjacent to Old Town Scottsdale.

**13:** Reduce apparent building size and mass

Reduce the visual mass and height of buildings.

**13.1:** Reducing apparent size and mass of buildings through architectural design that subdivides the building into horizontal components consisting of a base, middle, and top is preferred.

**13.2:** Incorporate setbacks and stepbacks into building design to reduce their visual impact.

**13.3:** Subdivide large building mass through the addition of architectural features and material articulation.

**13.4:** Avoid long or continuous blank wall planes





and monotonous wall treatments. Incorporate projections, recesses, or other architectural variation into wall planes to provide strong shadows and visual interest and help the eye divide the building into smaller parts.

**13.5:** Provide physical and visual access points every 100- to 300-feet, subdividing building mass at regular vertical intervals.

**RESPONSE:** The Scottsdale Collection will attempt to design buildings that reduce the presence of the size and mass, creating spaces that blend in with the planned context of the site. The Scottsdale Collection will also work to avoid continuous linear facades without breaks in the design of buildings. The Scottsdale Collection will also attempt to provide visual access points into the buildings every 100-300 ft.

## HIGH-RISE BUILDING DESIGN

**14:** Design high-rise buildings to reflect design excellence and fit within the surrounding context.

New high-rise buildings should reflect design excellence and innovation, acknowledge their important civic role in defining the image of Old Town Scottsdale, and respond to their impacts upon the urban landscape.

**14.1:** Design the base/podium so that it visually supports the middle/tower and top/ penthouse

sections. Incorporate heavier, more textured materials, low walls, planters, wainscot, and other base treatments into the base/podium to visually anchor the structure firmly to the ground plane.

**14.2:** Distinguish the middle/tower component from the base/podium with a pronounced stepback from the base/podium edge. Articulate the middle/tower mass by incorporating projections, recesses, and other architectural features that provide scale and create strong, pronounced patterns of light and shadow to visually define the middle/tower.

**14.3:** Design the top/penthouse as a signature building element distinguished for its refined detail, enhanced material variation, and increased window area. Articulation of the top/penthouse defines the building from a distance, and makes a contribution to the quality and character of the Old Town skyline.

**14.4:** Provide horizontal separation between high-rise towers to maximize views, minimize shadowing, and maintain access to light and air. Consider a minimum spacing between high-rise towers that is a distance of 1/2 the height of the tallest building within the development site and/ or surrounding context area.

**14.5:** Consider the potential for roof-top project amenities, such as common area, green roof development, and recreation facilities. Give special consideration to the orientation of the

building, shadowing, and sensitivity of adjoining land uses with respect to amenity location and roof-top design.

**14.6:** Utilize compact floorplates in highrise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is more than three times greater than the building width.

**14.7:** Utilize highrise building design and placement to support and reinforce Old Town wayfinding.

**RESPONSE:** These points outline a historically successful method of designing high rise buildings. We concur with them and the building design at The Scottsdale Collection will attempt to satisfy each of these guidelines.

Properly addressing the context of the project site is a basic and crucial start to the building design. An understanding of the surrounding building design, scale, and material should be the first step in project visioning. The Scottsdale Collection should look to respect surrounding context but to also establish a new context due to its expansive impact over several building sites. At The Scottsdale Collection, the design basis of base/middle/top is supported not only in reference to building massing, but also in programmatic function of each of the sections. Ground level commercial functions should visually separate the base in conjunction with appropriate material and other anchoring





elements. Refer to the Design Guidelines for a detailed description of appropriate materials and a description of the base retail expression.

Building function again helps to bolster the middle expression of the high rise. Both hotel and residential programming lend themselves to a different and unique architectural expression of elements that can generate shade and shadowing patterns on the facade of the building. Furthermore, both of those program types typically house specialty uses on the top level.

The presence of roof deck amenity programming, fitness rooms, lounges, and penthouses offer the ability to distinguish the top level architectural expression from the middle.

Building massing and tower separation on the site should be designed to balance maximizing scenic view corridors while also mitigating heat gain and western solar exposure. If western exposure is necessary, proper mitigation through horizontal or louvered architectural elements may be necessary.

Each of these strategies should be used to design high-rise towers that properly serve as iconic and visually engaging buildings while also improving the urban fabric and gateway skyline of Old Town.

## PARKING

### 15: Design parking facilities that fit within the surrounding context.

Parking facilities, as infrastructure assets, support features.

the civic, business, and residential functions within Old Town. The design of these facilities should also contribute to the architectural and urban design of the neighborhood in which they are located.

**15.1:** The preferred location for structured parking is below-grade. Design underground structures to provide natural air and light.

**15.2:** When developed above-grade, design the parking structure to integrate into the neighborhood context: Reduce the apparent mass of a parking structure by stepping back upper levels; • Delineate sections in the building design; Articulate corners; Recess or offset the wall plane horizontally; Design stair and elevator towers as distinct, taller masses, that intersect and balance with the horizontal emphasis of the structure while also orienting users to a point of entry; and, Internalize ramps to minimize the angular geometry of the structure.

**15.3:** When parking must be located adjacent to public areas, incorporate architectural features such as a rhythm of wall-mass to window openings or variations in colors, materials, and textures to minimize the visual identity of an above-grade parking structure and disguise its basic structural components.

**15.4:** Design podium parking and ground floor levels of above-grade parking structures to incorporate active commercial or residential space, human-scaled elements, and design features.

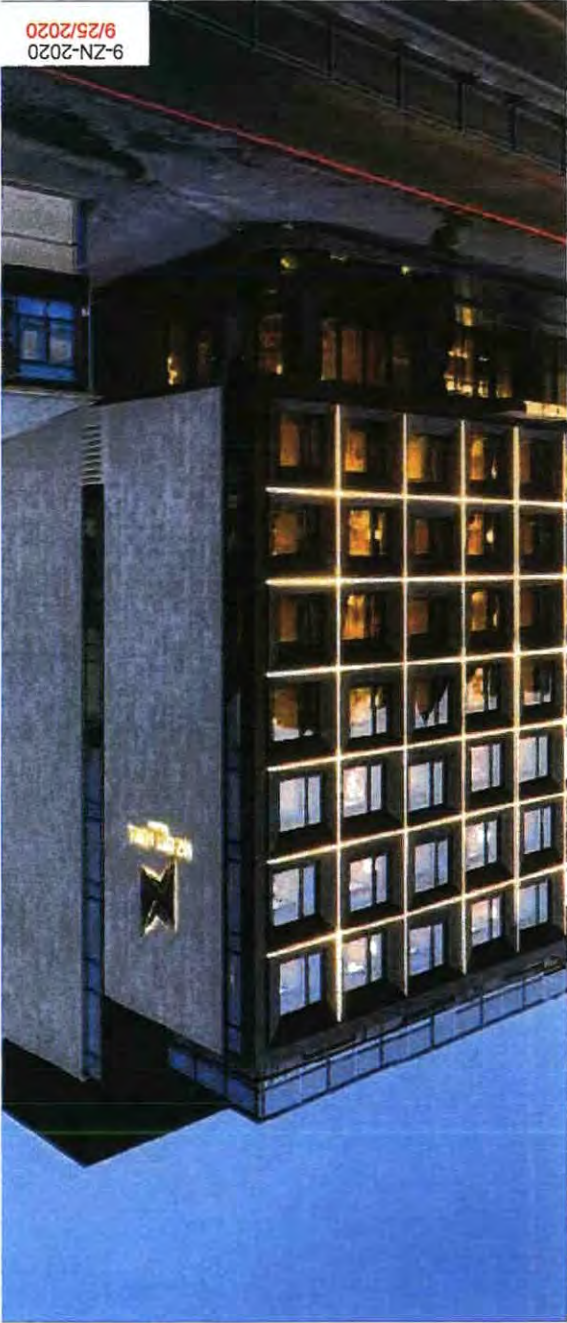
**15.5:** Locate at-grade and above-grade parking facilities at the rear or interior portions of a site to minimize their visual impacts. When possible, provide vehicular access to these facilities from alleys, side streets, or private drives.

**15.6:** When parking must be located along the street, minimize the frontage by orienting its short dimension along the street edge and treat frontage appropriately.

**15.7:** Design the portions of above-grade parking structures adjacent to residential areas to maintain the rhythm and pattern of the overall architectural design, while minimizing openings to avoid noise and light transmission directed toward residences.

**RESPONSE:** Each site within this application will be designed in a fashion that its parking needs are met based on its program. Entrances to parking facilities should be located as to not interrupt the street level experience of pedestrians. Preferred locations would be in areas dedicated to services and adjacent to alleys or the back side of the site.

Development within The Scottsdale Collection should assess whether underground parking is feasible and appropriate. While underground parking is certainly the least visually impactful, it is also the least flexible space in terms of future adaptive reuse. Should the need for parking be drastically reduced in the future, below grade parking would not offer any ability to be





transformed into an alternate space.

For parking functions that occur above grade, portions that front on major pedestrian pathways should be activated with non-parking uses such as restaurant, retail or other commercial uses. These ground level portions of the building should be designed with quality and precision.

Within The Scottsdale Collection, facades of the parking structures that extend above the ground plane should be designed to shield the visual presence of the parking stalls, particularly headlights. This could be done with either the concrete structure or screening elements attached to the structure. Care should be given to designing parking structure facades that use repeated elements or patterns to disguise the regular patterns of a base parking garage. The screening elements can perform this dual function of visual interest, pattern, and visual barricade. Variety in size and color of material help to create variety and interest for patrons.

Commissioned art installations and temporary event signage should be encouraged to assist in hiding parking garage facades. These installations could be suspended from or even projected onto the parking garage facades.

## ARCHITECTURAL ELEMENTS & DETAIL

**16:** Design building facades and architectural features to fit with the surrounding context.

Consider the prevailing architectural rhythm of the surrounding context. Add variety to the

present rhythm in order to maintain or enhance visual interest, yet provide enough visual continuity through the alignment of architectural features to strengthen the design of the overall area.

**16.1:** Design similar floor-to-floor building heights to define the visual continuity of an area.

**16.2:** Align architectural features such as window bands, cornice lines, belt courses, moldings, and other features, as appropriate.

**16.3:** Repeat architectural elements such as covered walkways, recessed bases or similar roof forms to link existing and new development.

**16.4:** Within the Downtown Core, provide either a continuous building edge with covered walkway or a shallow courtyard behind a covered walkway.

**16.5:** Outside of the Downtown Core, provide a continuous shaded walkway along pedestrian corridors.

**16.6:** Utilize variety in building design that integrates surface detail, articulated architectural features, and other elements that enrich character, visual interest, shadow, contrast, and color.

RESPONSE: The Scottsdale Collection is in a unique position with reference to its surrounding context. Project development sites encompass partial or full blocks of urban fabric. Based on the expanse of the project and the current condition of the built environment within the area, The Scottsdale Collection should take on more of the role of establishing a context that other future

projects can follow.

Building proportions, floor heights, window opening sizes and cornice treatments are all architectural language elements that need to respond appropriately to timeless architectural standards, rather than to reflect and match outdated or dilapidated adjacent building context. And due to the size and expanse of the development sites, The Scottsdale Collection needs to complement the visual continuity within its own boundaries.

One of the main components of the architectural design of The Scottsdale Collection is continual relief from solar exposure along pedestrian walkways. Climate control and mitigation of radiant heat are crucial factors to the success of composing a walkable district. The architectural elements of arcades, canopies, trellis, and building overhangs will be the constructed components that tie different portions of buildings together. This repeated architectural language will compose the language of a district within Old Town. In a similar fashion to the walkable galleries in the adjacent Old Town area, The Scottsdale Collection will present a dynamic built environment with variety in the scale and rhythm of its shaded pedestrian corridors.

**17:** Design buildings that are inviting.

Building design should be to human scale, and add interest to the pedestrian experience.

**17.1:** Activate the ground floor of buildings to provide interest and a safer pedestrian environment.

**17.2:** Provide a clearly defined public entrance to

the building façade that reflects the existing scale of surrounding building entrances.

**17.3:** Orient the main entrance of a building toward the street.

**17.4:** Provide frequent building entrances to minimize blank walls and other dead spaces

**17.5:** For Type 1 Development, incorporate at least one (1) entrance for every thirty to fifty (30- 50) feet of building frontage.

**17.6:** For Type 2, 2.5, and 3 Developments, incorporate at least one (1) entrance for every thirty to fifty (30-50) feet of building frontage, but not to exceed 100 feet.

**17.7:** Within Type 1 Development areas and along streets designated as Pedestrian Place, maintain a ground-level window-to-wall percentage of 80% to 20%, utilizing well-insulated, transparent glass.

RESPONSE: Understanding the relationship between people and the urban environment both existing and planned, critical component of designing meaningful spaces. The Scottsdale Collection will strive to create meaningful spaces by creating architecture that relates to human scale. Entrances in the Scottsdale Collection will have clearly defined openings, and those entrances should be oriented to the urban streetscape.

## MATERIALS



**18:** Use context-appropriate materials, colors, and textures in Old Town Development

Materials should be of high-quality, durable, easily maintained, and able to withstand the climatic conditions of the desert southwest. Materials should help tie buildings into the composition of the neighborhood. Use of local materials helps to further define sense of place.

**18.1:** Use materials with colors and coarse textures that are associated with the desert southwest.

**18.2:** Use materials that complement the existing area in texture, finish, scale, color, and other design aspects.

**18.3:** Use colors and materials that emphasize shadow patterns.

**18.4:** Reflective materials that create glare and façades that are more than 80% glass are discouraged.

**18.5:** Emphasize muted desert colors (Main Color) having a value of less than seven (7) and a chroma between three (3) and fourteen (14), as indicated in the Munsell Book of Color. The Light Reflectance Value is to be 70% or less. Intense, saturated colors are only encouraged as accents.

**18.6:** Exterior finish materials such as concrete, brick, and tile to be left in their natural color or colored integrally, as opposed to being painted,

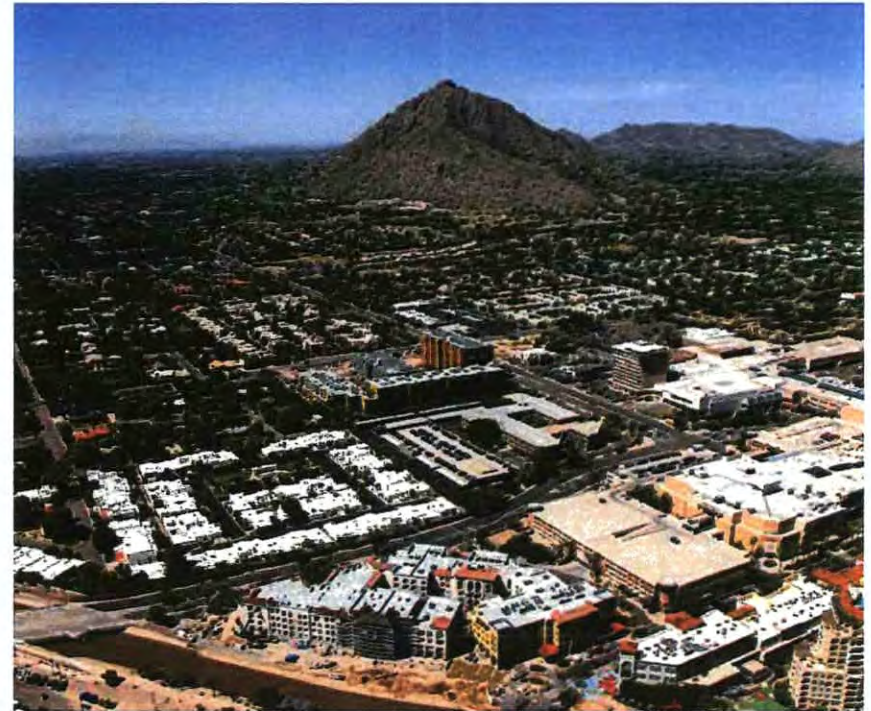
stained or coated.

**18.7:** Natural materials are preferred over simulated materials, particularly at the ground level of buildings and other locations where direct contact by pedestrians occur.

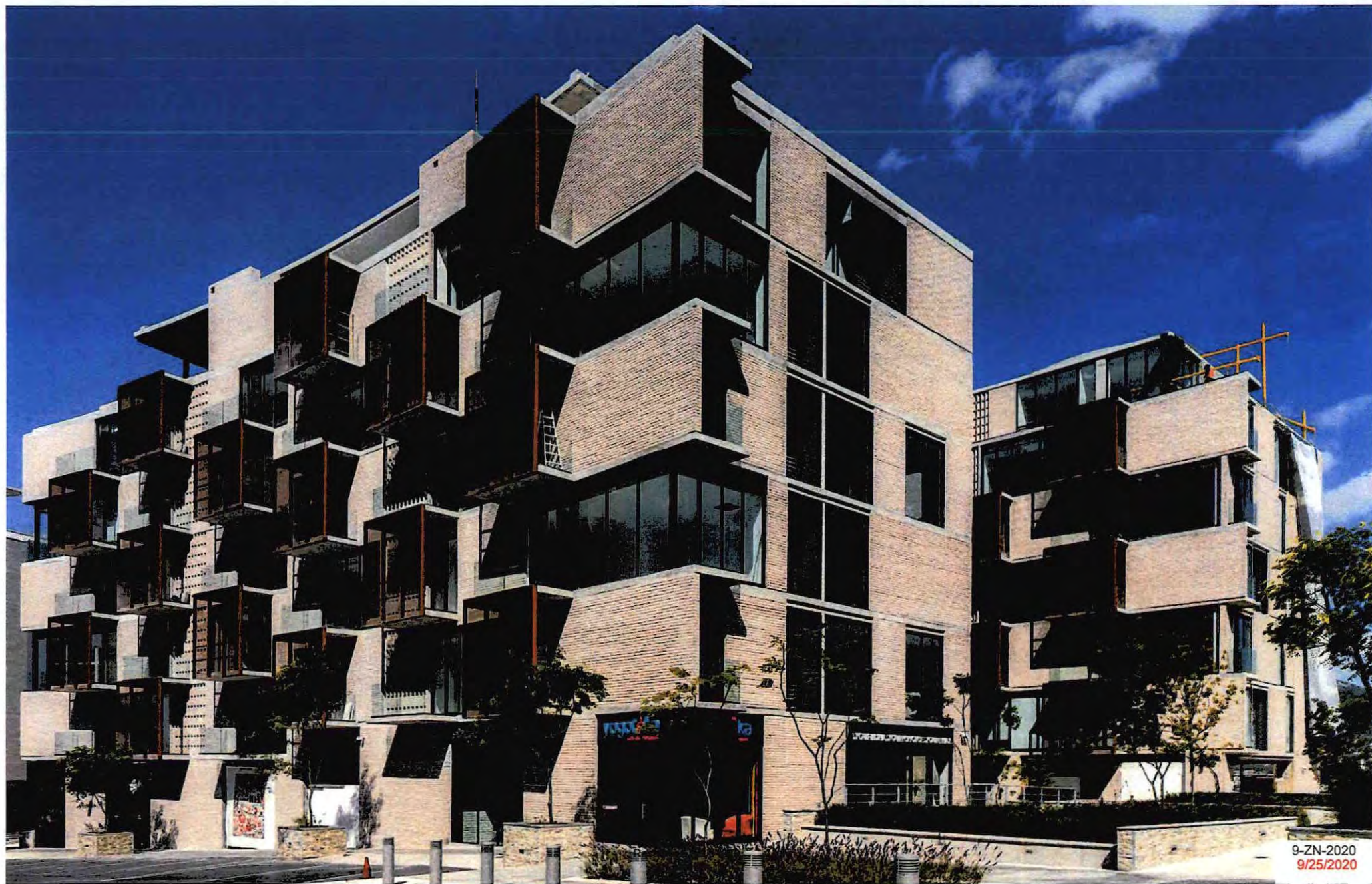
**18.8:** Changes in paint color, building material, and/or texture that occur with a change in horizontal wall plane, or with strongly pronounced scoring, expansion joints, reveals or other similar wall details are encouraged. Abrupt changes in materials, colors, and textures are discouraged.

**18.9:** Vertically-stacked materials ordered by perceived material weight, with the “heaviest” materials at the bottom, and the “lightest” materials towards the top, are encouraged. This ordering method contributes to the appearance of the building being anchored to the ground plane, and upper levels being supported by the building base.

RESPONSE: The new development in the Scottsdale Collection should incorporate appropriate contemporary architectural design that is consistent with the area. This may be achieved by using quality materials and colors compatible with the desert environment, textures, and material composition to create architecture that is relevant to contemporary design ethos in Scottsdale.







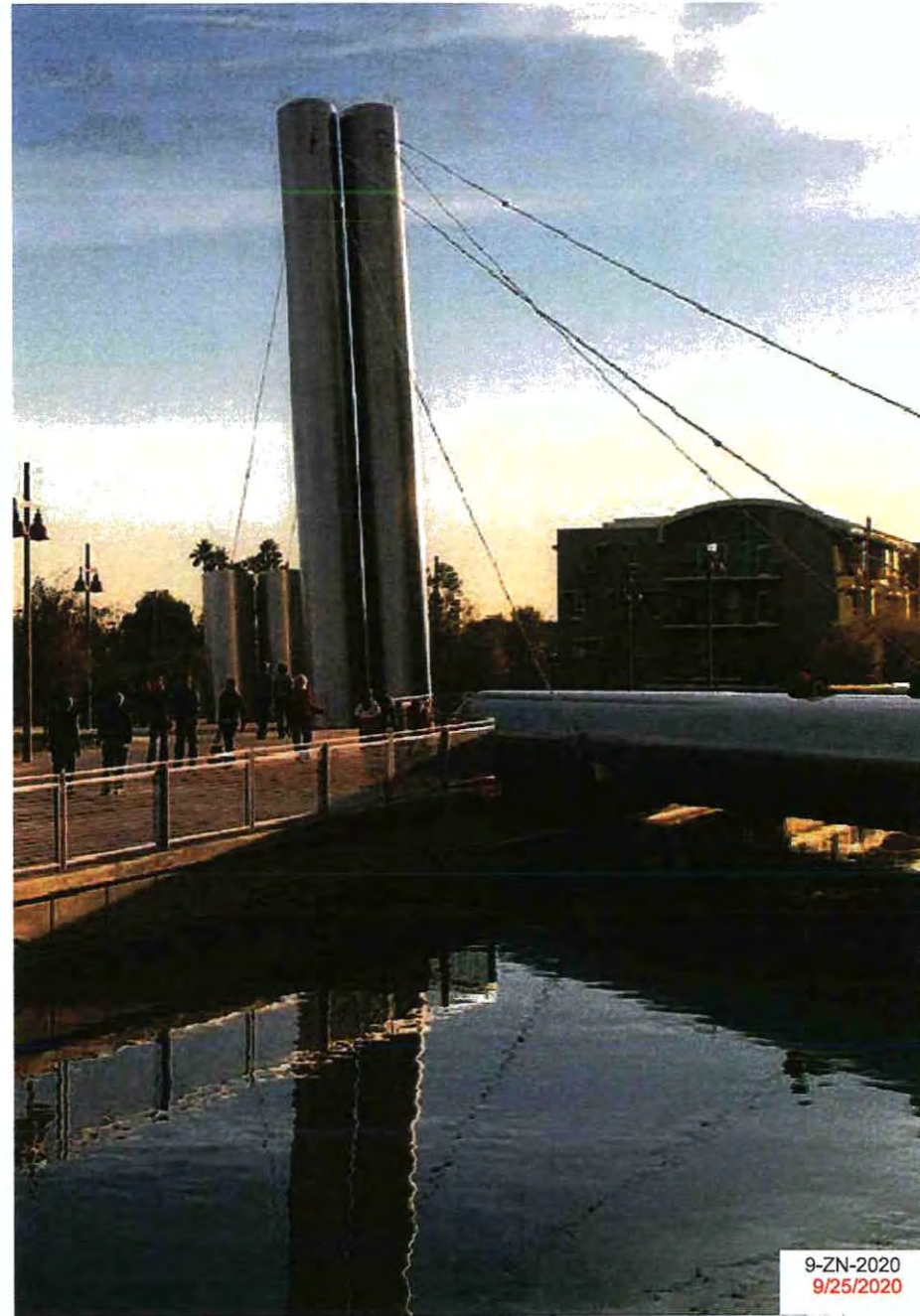
9-ZN-2020  
9/25/2020



# CANAL DISTRICT OLD TOWN SCOTTSDALE URBAN DESIGN & ARCHITECTURAL GUIDELINES

*Plans, designs, guidelines and other elements of this document are conceptual only and subject to future modifications*

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## ARIZONA CANAL DISTRICT URBAN DESIGN OBJECTIVES

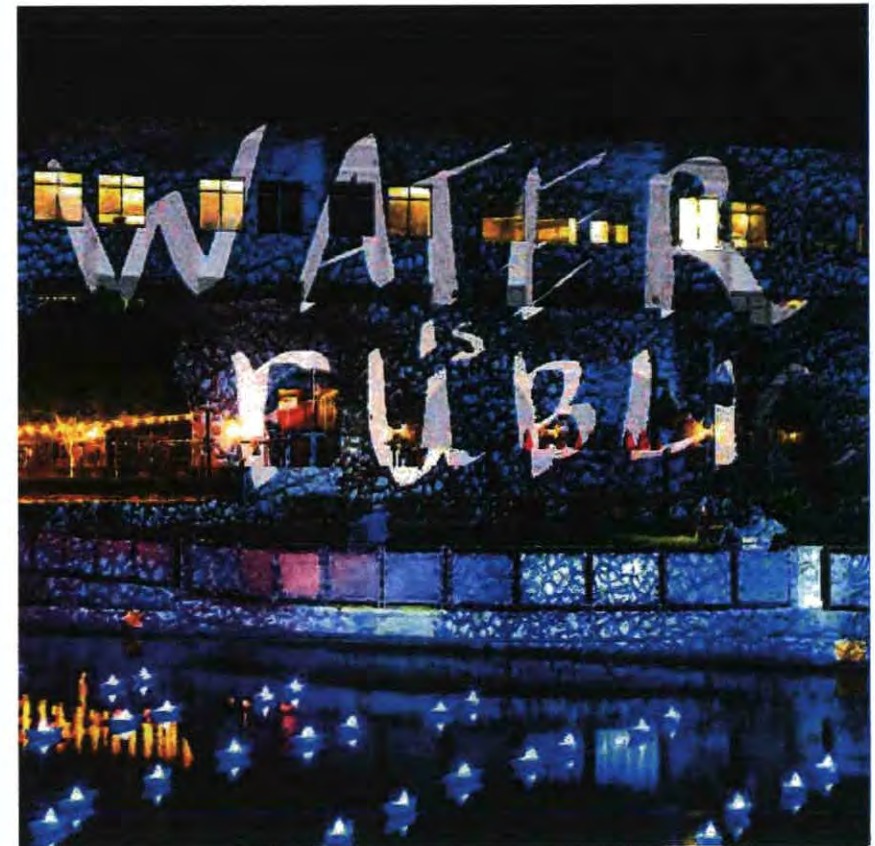
Arizona Canal District design objectives include both those that were originally identified within the MDP, as well as new objectives that embrace and guide the design identity of the district:

- **OBJECTIVE 1:** The Arizona Canal District is a dining, entertainment, and special event destination for people throughout the Valley and a major activity area within Old Town Scottsdale.
- **OBJECTIVE 2:** The Arizona Canal District should be pedestrian-oriented and have a cultural and entertainment focus along the canal corridor.
- **OBJECTIVE 3:** The Arizona Canal District should be easily accessible and connect to both Old Town and the canal corridor.
- **OBJECTIVE 4:** The image of the Arizona Canal District should incorporate a desert water oasis and the cultural history of the Southwest.
- **OBJECTIVE 5:** Permanent and temporary public art are an integral part of the Arizona Canal District.
- **OBJECTIVE 6:** Development within the district should enhance public open space

and minimize the impacts of larger building structures on the canal corridor.

- **OBJECTIVE 7:** Design buildings that frame the Arizona Canal and activate the district.
- **OBJECTIVE 8:** Feature views into and out of the canal corridor.
- **OBJECTIVE 9:** Design district public areas to support both day-to-day activities and programmed special events, particularly along the canal corridor. Implement design techniques to reduce the impacts of noise on sensitive uses.
- **OBJECTIVE 10:** Enhance the opportunity to experience water in the desert.

**RESPONSE:** The Scottsdale Collection is situated between the Scottsdale Waterfront area and Old Town which largely make up the Downtown area of Scottsdale. While the Scottsdale Waterfront employs a classical yet more contemporary architectural style, Old Town offers a well preserved example of the historical context of Scottsdale with elements of modernity incorporated into it. In addition, the organization of the Scottsdale Waterfront maintains a pedestrian realm that is completely separated for the vehicular realm whereas in Old Town vehicular and pedestrian areas are fully integrated with one another. The proposed organization of the Scottsdale Collection is designed to provide a blend of these two





concepts with a strongly pedestrian utilized streetscape with distinctly pedestrian places such as the City Center plaza, the Art Park and Indian Plaza with its pedestrian nodes. The proposed character of the Entertainment district plays off the more contemporary elements within both the Scottsdale Waterfront and Old Town in order to create a complementary but notably unique addition to the eclectic composition of Downtown Scottsdale. The Scottsdale Collection proposes to incorporate art installations throughout the district to connect visitors to a sense of place. Art in the district can also be used to connect visitors to the canal, celebrating the importance of water in the desert.

## DISTRICT IDENTITY

**AC 1:** Promote the character and identity of the Arizona Canal District through open space, landscape, and urban design.

The Arizona Canal District is defined by open space, landscape, and urban design features that provide continuity throughout the district, in particular along the canal corridor.

- **AC 1.1:** Relate project design to the district themes of water, desert oasis, and the natural and human history of the Southwest.
- **AC 1.2:** Utilize landscape and open space design to reinforce district themes, support special events, and provide access to the

natural environment.

- **AC 1.3:** Promote district visibility and identity by incorporating gateways, such as enhanced landscape and urban design features, at key district entry points.
- **AC 1.4:** Design bridges, entry points, pathways, seating, and other urban design elements to promote a unified district aesthetic.
- **AC 1.5:** Utilize landscape design to convey a desert water oasis and to unify the diverse architectural environment along the canal corridor.

**RESPONSE:** The Scottsdale Collection will promote the character of the Arizona Canal District through design elements of open space, landscape and urban design especially along the canal itself to foster and reinforce the existing identity of the canal corridor. Because of its importance in the history of the region, water and oasis themes will be emphasized. The use of landscape and open space extends beyond its theme and emphasis on water as part of our natural environment, to tie into the surrounding districts of Scottsdale and support special events which themselves are part of the district identity. While connected to surrounding districts, the Scottsdale Collection will be identified by visual demarcation at entrances to the district as a practical wayfinding and

identification mechanism. The demarcation will be accomplished with both landscape in structural elements. Pedestrian paths, nodes and furnishings will present a coherent aesthetic and identity as a district, as well as the landscape, which will reference the presence of water in the canal and tie into the architectural presence along it. The Scottsdale Collection will also use art as a way to celebrate the canal, further emphasizing the seamless connection between the canal and entertainment district.

## BUILDING DESIGN

**AC 2:** Activate the Arizona Canal District and corridor through building and site design.

Recognize the importance of the canal corridor through building architecture and orientation, site, and landscape design.

- **AC 2.1:** Incorporate setbacks, recesses, and projections into the horizontal building wall plane to open views onto the canal corridor, while creating an enhanced frame and edge
- **AC 2.2:** Incorporate architectural cover, deeply recessed windows, raised planters, base plantings, and other treatments to strengthen the base of buildings that front the canal corridor.
- **AC 2.3:** Promote views into and out of the canal corridor by breaking up building massing







at regular intervals and stepping height away from the canal.

- **AC 2.4:** Provide pedestrian canal corridor access at 100- to 300-foot intervals, by incorporating spaces between buildings. Align access points with existing paths and future bridge and pedestrian connection opportunities.
- **AC 2.5:** Design buildings with frontages along the Arizona Canal to provide a public entrance at the canal level and at Old Town street level.
- **AC 2.6:** Enhance the human scale of the canal corridor by visually reducing the distance between opposing canal banks through canal bank design, such as cantilever sections, landscaping, and vertical elements at the canal edge.
- **AC 2.8:** When a Type 3 Development adjacent to the canal exceeds 45-feet in total height, as measured from the top of the canal bank, it is recommended that the building mass step back at a ratio of 2:1. Observe a ratio of 2:1 until the maximum building height is reached.
- **AC 2.9:** Outdoor dining areas are encouraged to locate along the canal corridor and adjoining public open spaces.
- **AC 2.10:** Outdoor dining patios located

along a canal corridor building frontage may extend a distance from the building that still maintains a pedestrian clear width. It is recommended that outdoor dining patios adjacent to canal corridor buildings occupy no more than 50% of the linear building frontage.

- **AC 2.11:** Building terraces that create a defined edge along the canal corridor are encouraged

**AC 3:** Reduce the impacts of noise at the source, in spaces where sound travels, and at locations with noise-sensitive land uses. (Refer to Chapter 19, Article II of the Scottsdale Revised Code)

The Arizona Canal District regularly hosts large special events along the canal corridor. As a noise generator, it is paramount that development projects adjacent to the canal design accordingly to ensure noise compatibility.

- **AC 3.1:** Analyze the noise compatibility of proposed development projects during the building design phase to minimize the impacts of noise generated and received once built.
- **AC 3.2:** In open areas where sound may travel, utilize walls, sound absorbing materials, landscaping, and other exterior site improvements to block, deflect, and attenuate noise.
- **AC 3.3:** Incorporate sound attenuation



and sound proofing in buildings with noise-sensitive uses through the combination of materials and building design. Building design techniques might include, but are not limited to, orientation of building openings, ventilation system planning, and siting of uses within the planned building envelope.

**RESPONSE:** Building design within the district will reflect a tie to the sonoran desert region through both material and form. Formally, buildings will respond to the need for horizontality and appropriate extensions to create shade conditions which mitigate heat gain. Materials will be chosen to represent the highest quality expression of both the time and region. Varieties of local stones, metals, plasters and woods will be encouraged so as to appeal to the local urban history of material usage in dry desert climates. Building design within each district will respond to the timeless and universal need to create quality buildings that function in the most highly effective manner. Buildings will respect the scale and expression of their context and surroundings, but also seek to be distinguished by their level of visual engagement and dynamic design elements. Architecture will also respond to the canal by creating architecture that responds to the canals presence specially, visually and atmospherically.

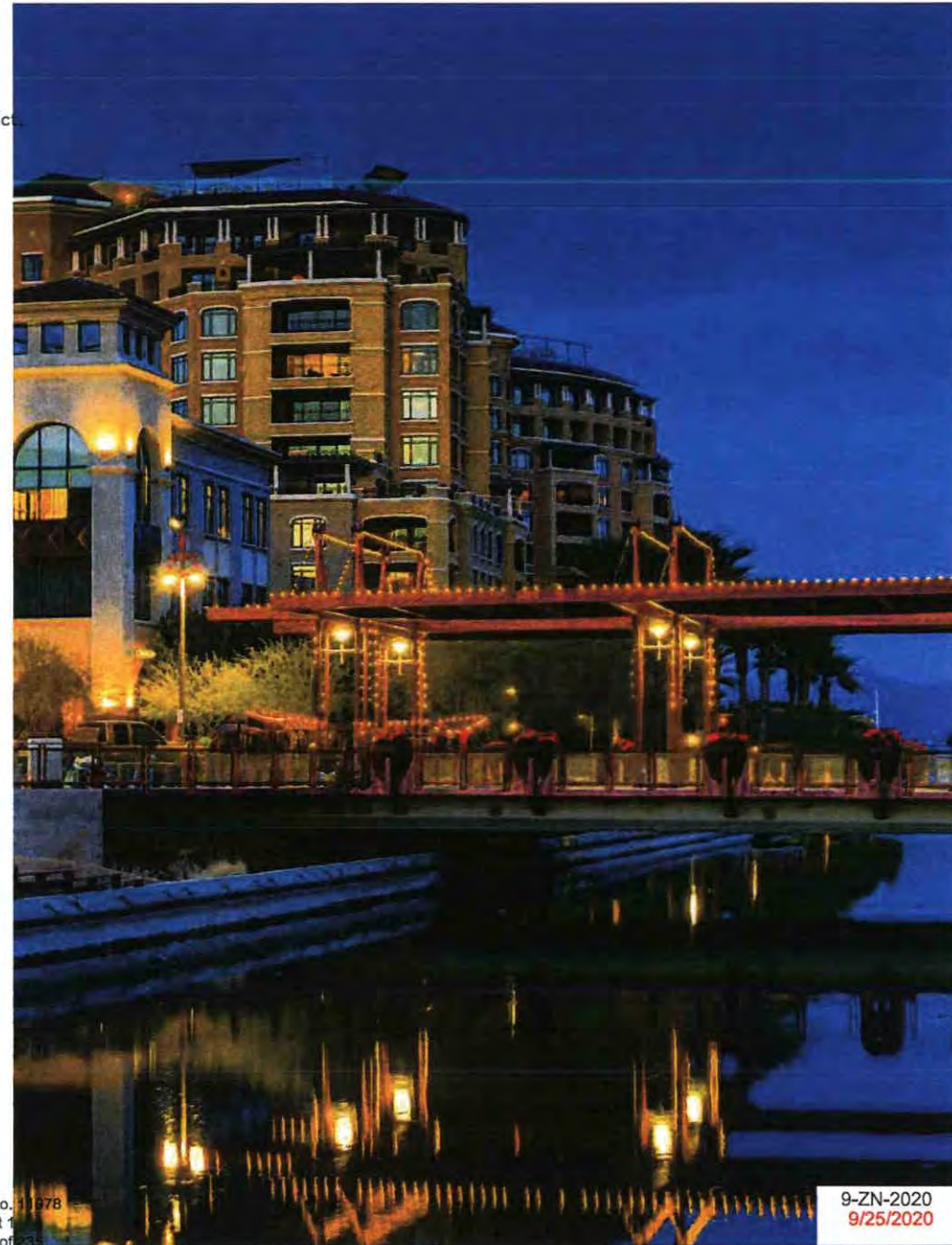
## PUBLIC ART

**AC 4:** Strengthen the Arizona Canal District identity through integrated public art.

- **AC 4.1:** Incorporate permanent public art throughout the Arizona Canal District that contributes to the district's "sense of place" by incorporating unique characteristics about Scottsdale, the desert, and the Arizona Canal, particularly in the design of gateways, plazas, bridges, pathways, and landscape features.
- **AC 4.2:** Accommodate large-scale temporary public art to enhance the canal corridor as one of the primary special event and public gathering places in Old Town.

**RESPONSE:** Public Art will not only be a component of the Scottsdale Collection, but it is a fundamental part of its identity. Curated art pieces will be strategically placed throughout the district for public engagement and entertainment. Art will be in the form of installations, but it will also be part of the architecture of the Scottsdale Collection. In areas where the Scottsdale Collection meets the canal, art will be used to celebrate and emphasize the canal and the importance of water in the desert. Public art in the Scottsdale Collection will also occur in many different forms, such as mural, projections, street, small, large, temporary and many other types of installations. Public art will also be used to celebrate the open spaces in the canal, creating a sense of place for the

district





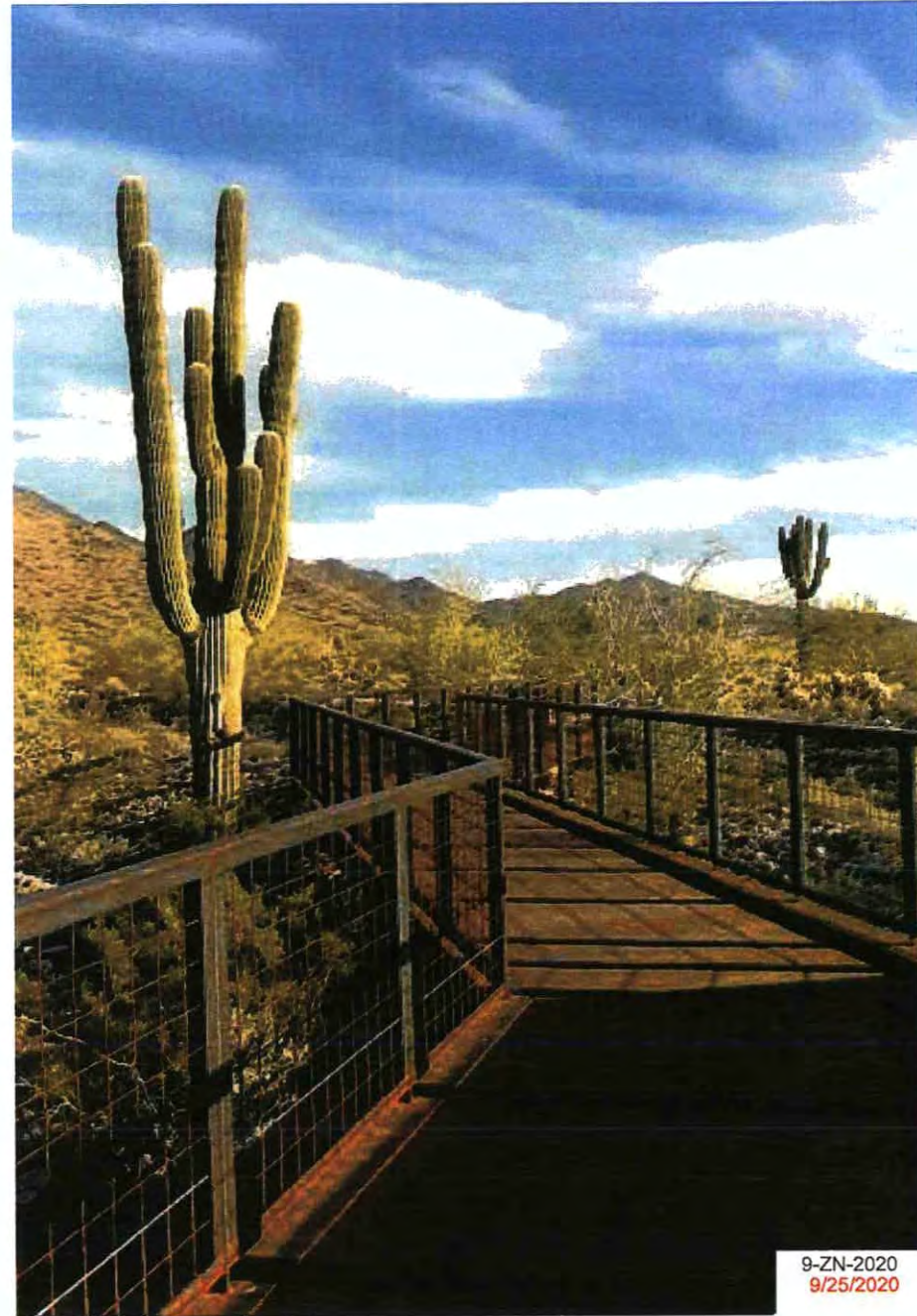




# THE CITY OF SCOTTSDALE SENSITIVE DESIGN PRINCIPLES

*Plans, designs, guidelines and other elements of this document are conceptual only and subject to future modifications*

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Exhibit 1  
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9-ZN-2020  
9/25/2020





The City of Scottsdale's Sensitive Design Principles outline the ways that developments 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:

#### **PRINCIPLE 1 :**

- The design character of any area should be enhanced and strengthened by new development.
- Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design.
- Building design should be sensitive to the evolving context of an area over time.

**RESPONSE:** The Scottsdale Collection will be conscious of the history and context of the area while accommodating the future. Connecting building design to the past can help root the architecture in place, and also provide a platform for new more relevant architecture. Attempting to blend, where appropriate, the new and old architecture will be considered thoughtfully by the Scottsdale Collection while bringing a more contemporary feel to the entertainment district.

#### **PRINCIPLE 2 :**

- Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features such as:
- Scenic views of the Sonoran desert and mountains
- Archaeological and historical resources

**RESPONSE:** The Scottsdale Collection is committed to native desert landscape. The development of the Scottsdale Collection will highlight natural features of Scottsdale such as Camelback Mountain and the Arizona Canal. The Sonoran Desert will also be celebrated in the Scottsdale Collection by adding new landscaping that features native plants and trees.

#### **PRINCIPLE 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.

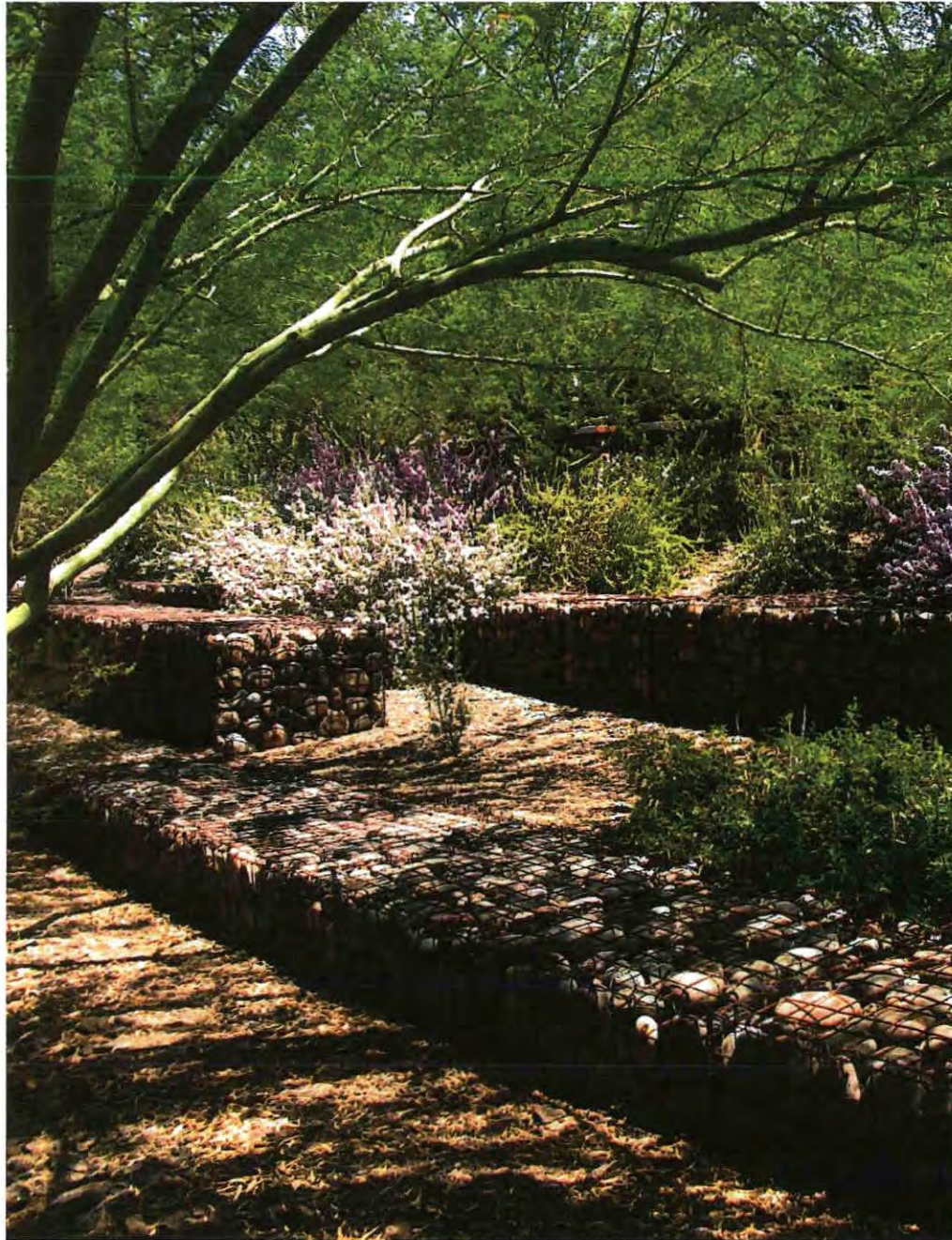
**RESPONSE:** Building design within the district will reflect a tie to the Sonoran desert region through both material and form. Formally, buildings should respond to the need for horizontality and appropriate extensions to create shade conditions that mitigate heat gain. Materials should be chosen to represent the value of the community and region. Varieties of materials will be encouraged to appeal to the local urban history of material usage in desert climates.

#### **PRINCIPLE 4 :**

- Development should protect the character of the Sonoran desert by preserving and restoring natural habitats and ecological processes.

**RESPONSE:** The Scottsdale Collection site and it's content do not contain any natural habitats to be restored or preserved.





## PRINCIPLE 5 :

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

**RESPONSE:** Spaces between the building and the street serve as an extension of architectural design and an extension of the adjacent transportation corridor. Within the Scottsdale Collection, this area is designed to establish a synergistic relationship that provides comfort, function, and safety to pedestrians. While many details of the landscape design will be specified at a later point in the development process, practices such as selecting design elements that reflect or complement the architecture while also providing definition and separation to the street edge will be considered. Strategically creating shade and aesthetic relief through the landscape and vertical elements, and providing functional furnishings such as seating, waste receptacles, and lighting are relevant to the success of the streetscape. These design guidelines set up parameters and suggestions for the best methods for achieving these goals. The streetscape also serves as a common vein that runs throughout the entire development and connects it to

surrounding areas. In addition to functioning as an extension of architecture, the design of the streetscape should also establish consistency across the development. The overarching concept of the landscape design for Scottsdale Collective is based on creating niche communities and spaces within the Entertainment District, all of which rely on incorporating contemporary public art and good design. To generate this consistency, a subtle but powerful aspect of the streetscape is proportion and scale. Despite the varied building heights and street widths, the streetscape will aim to engender the same feeling of comfort and safety through pedestrian-scaled elements and appropriate delineation and separation between pedestrian and vehicular pathways.

## PRINCIPLE 6 :

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

**RESPONSE:** The Scottsdale Collection will facilitate different types of transportation options connecting the district to the larger community. The facilitation of multi-modal transportation will enliven the site and enable opportunities to experience it comfortably while engaging with visitors and residents. Landscape will also connect the predestination to the larger district, linking together places of social interaction.