

THE SCOTTSDALE COLLECTION

Development Plan — SEPTEMBER .23. 2020

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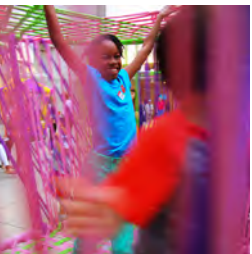
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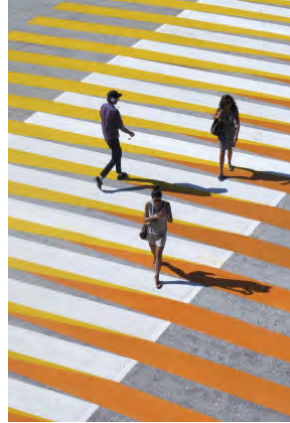


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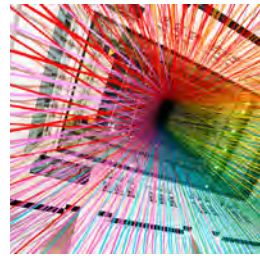
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1

INTRODUCTION

THE HISTORY OF THE ENTERTAINMENT DISTRICT





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

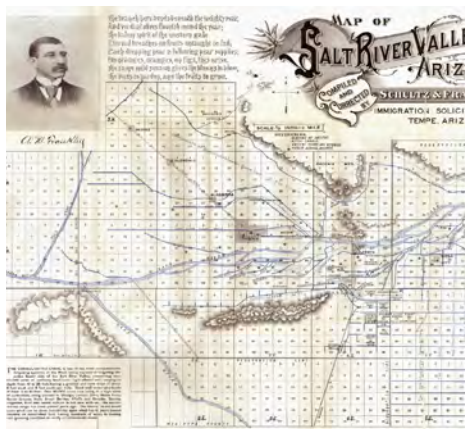
area is often referred to as the "bar district."

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

THE ENTERTAINMENT DISTRICT BEFORE STOCKDALE CAPITAL





PRESENT DAY

CURRENT SITE CONDITIONS





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 gallerias 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 walk-able 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



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."

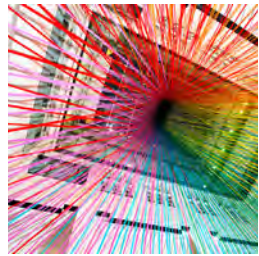




FROM DISCONNECTED TO CONNECTED

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





2

GOALS AND POLICIES

SUMMARY OF ZONING REQUEST





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





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.





OLD TOWN CHARACTER AREA



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’ 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 Cal 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

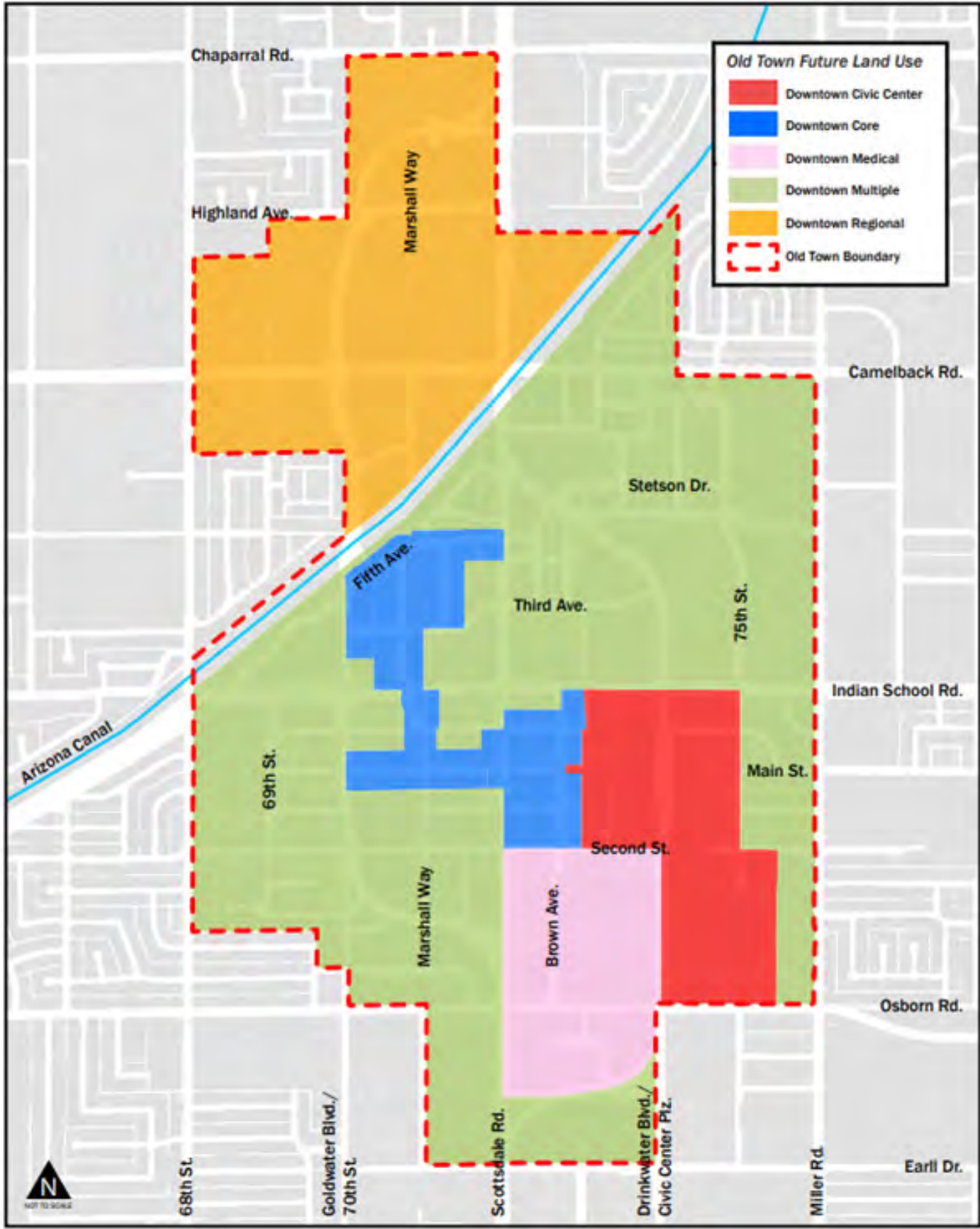
- **POLICY LU 5.1:** Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes and live/work units.
- **POLICY LU 5.2:** Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects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

- **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 Firth 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.

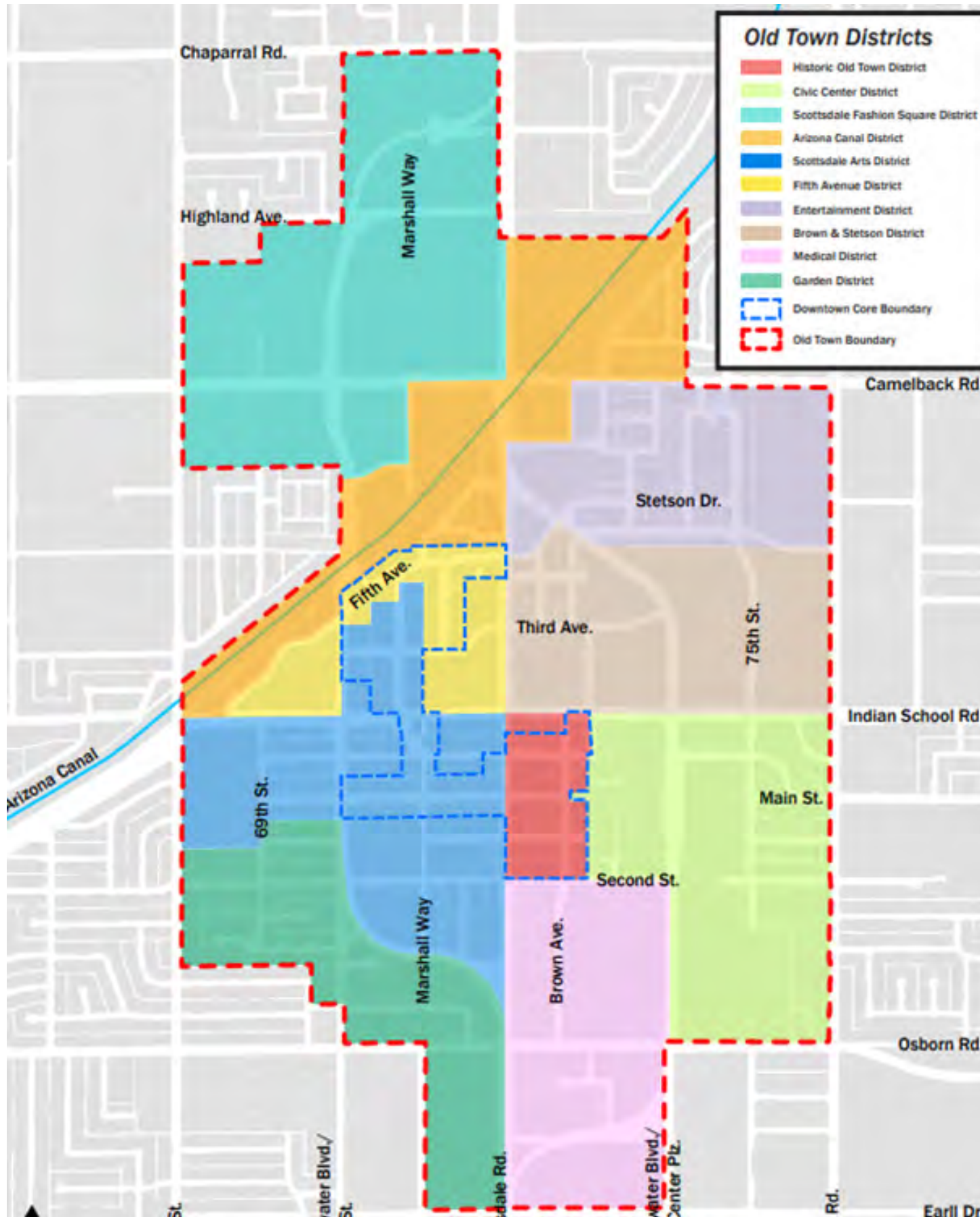
- **POLICY CD 1.1:** Incorporate the distinctive qualities and character of surrounding and/or evolving, context into building and site design.
- **POLICY CD 1.2:** Encourage public and private development to establish new urban design and architectural character in areas

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





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:** Provided 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 opens 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





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.

3 : MOBILITY

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 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 carts, 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,



accessible, and interconnected bicycle network.

- **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

establish a hub for bicycle tourism with abundant public open space amenities for tourist and locals alike.

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 traveling by car.

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



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.

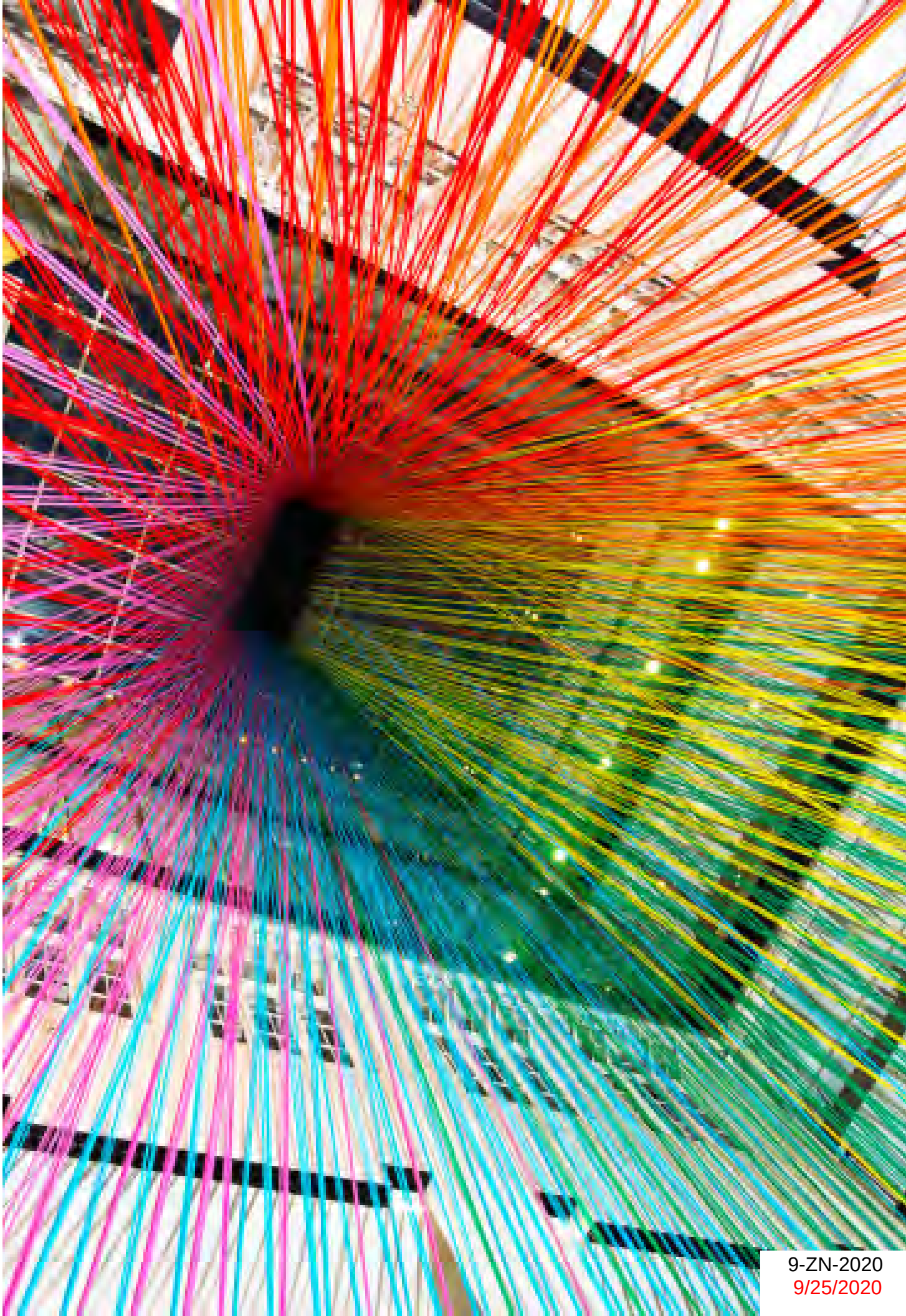




3

PROJECT VISION

THE VISION OF THE SCOTTSDALE COLLECTION





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.



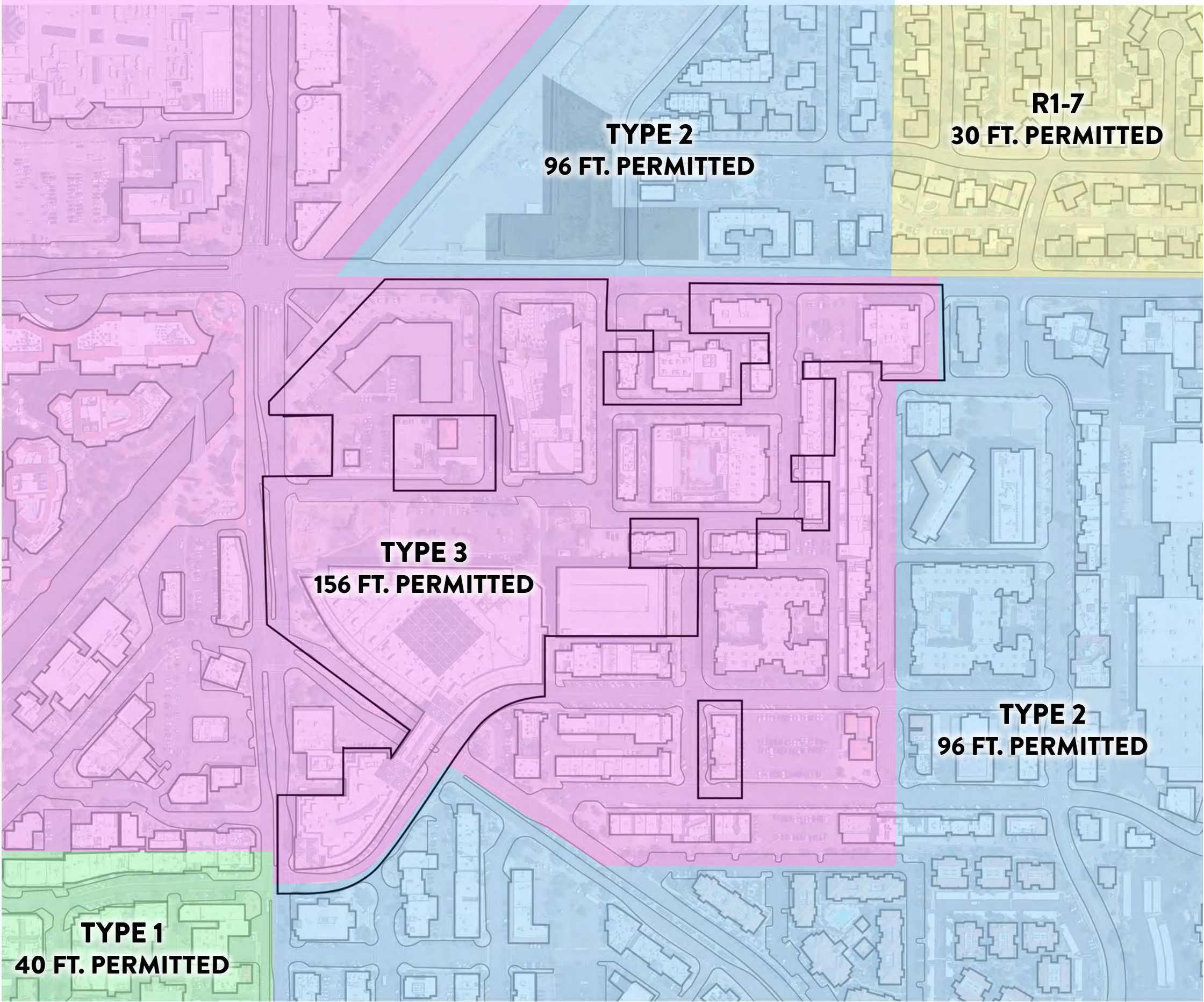
SITE CONTEXTS DIAGRAMS & MAPS



ENTITLED BUILDING HEIGHTS

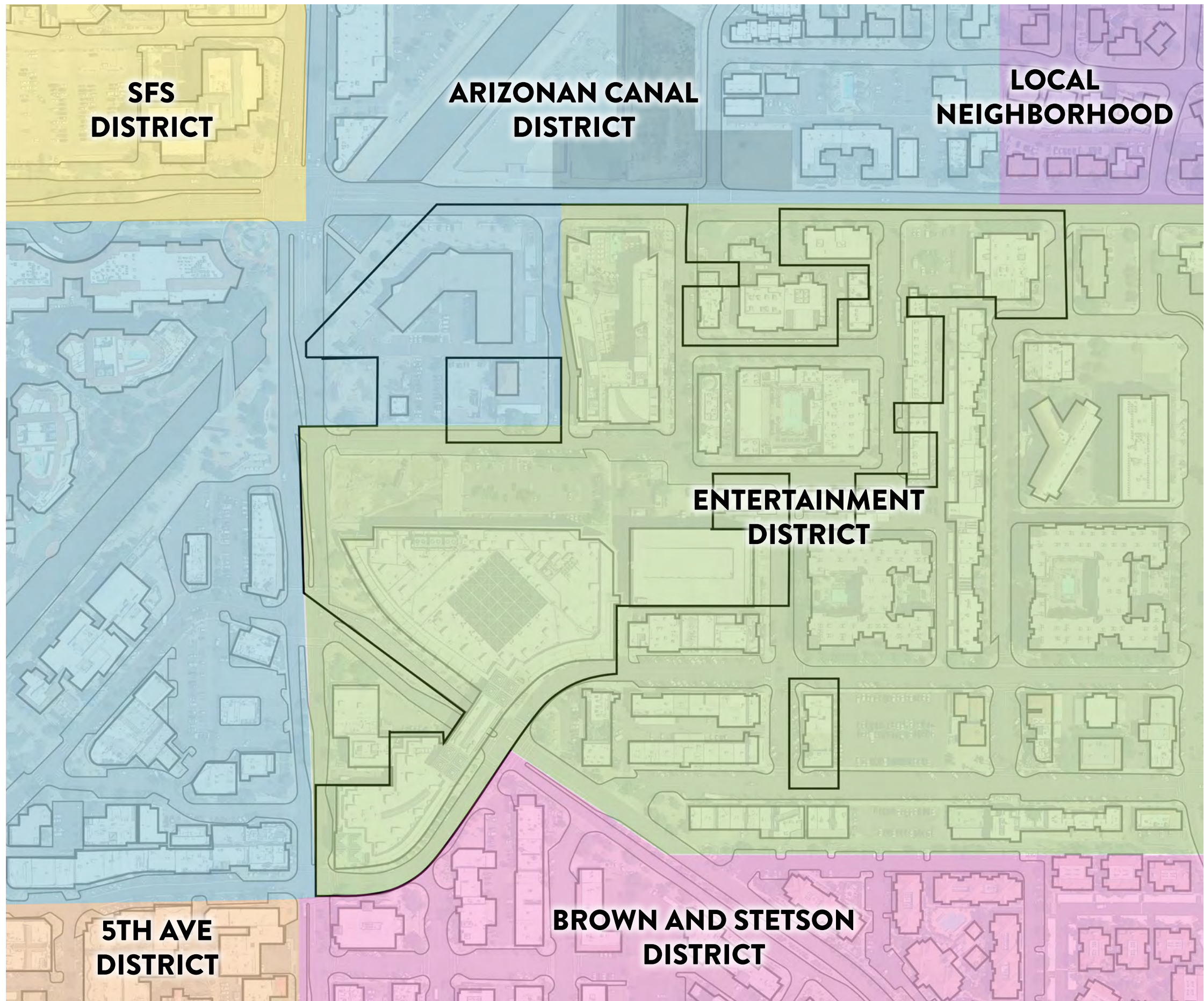
The current entitled heights that surround the Scottsdale Collection vary from single story commercial 20ft buildings to multistory highrise buildings up to 150 ft. The entitled current heights in the Entertainment Distinct are mainly one story, but the larger office buildings such as the Marquee and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





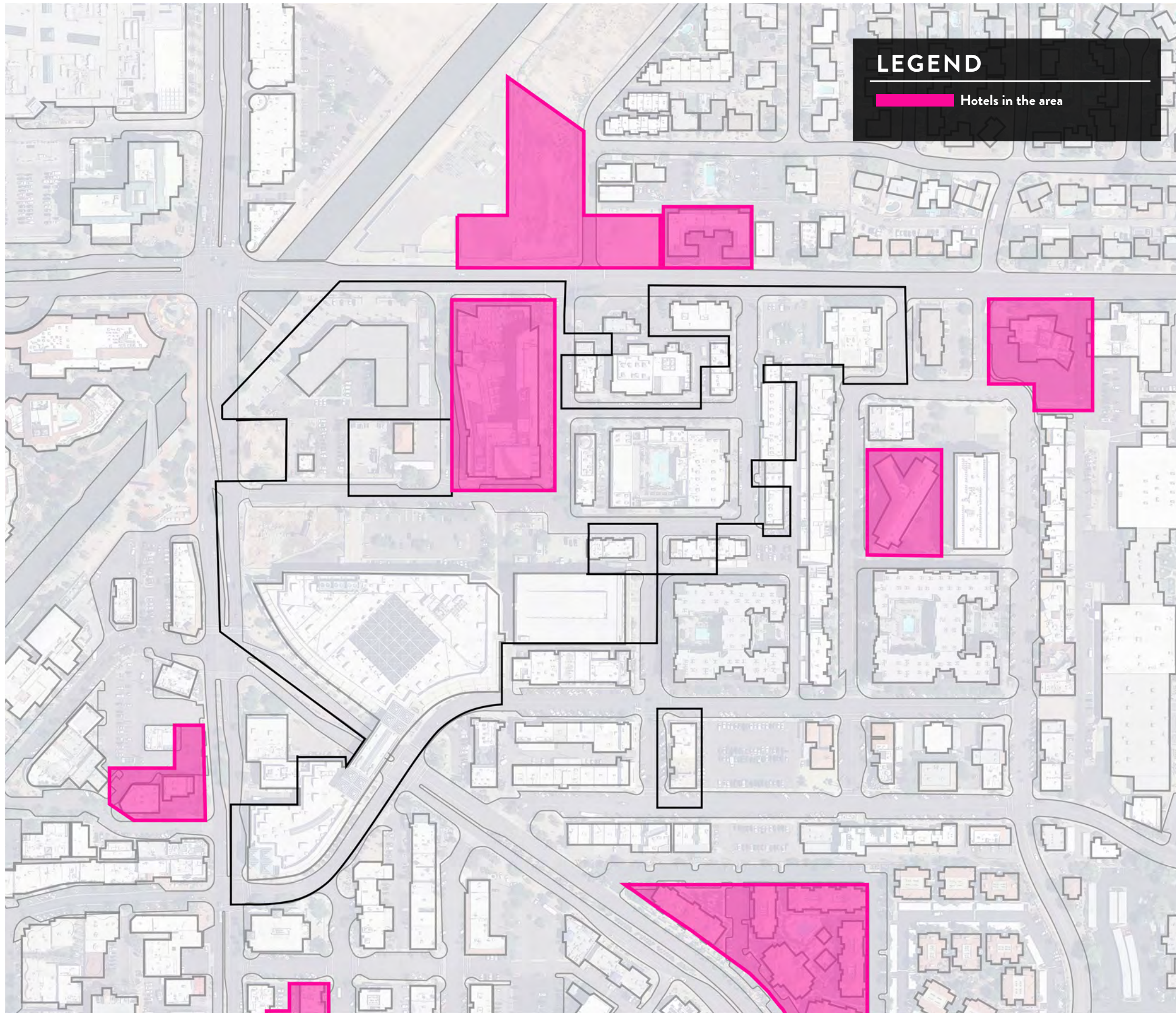
CURRENT ZONING TYPES

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.



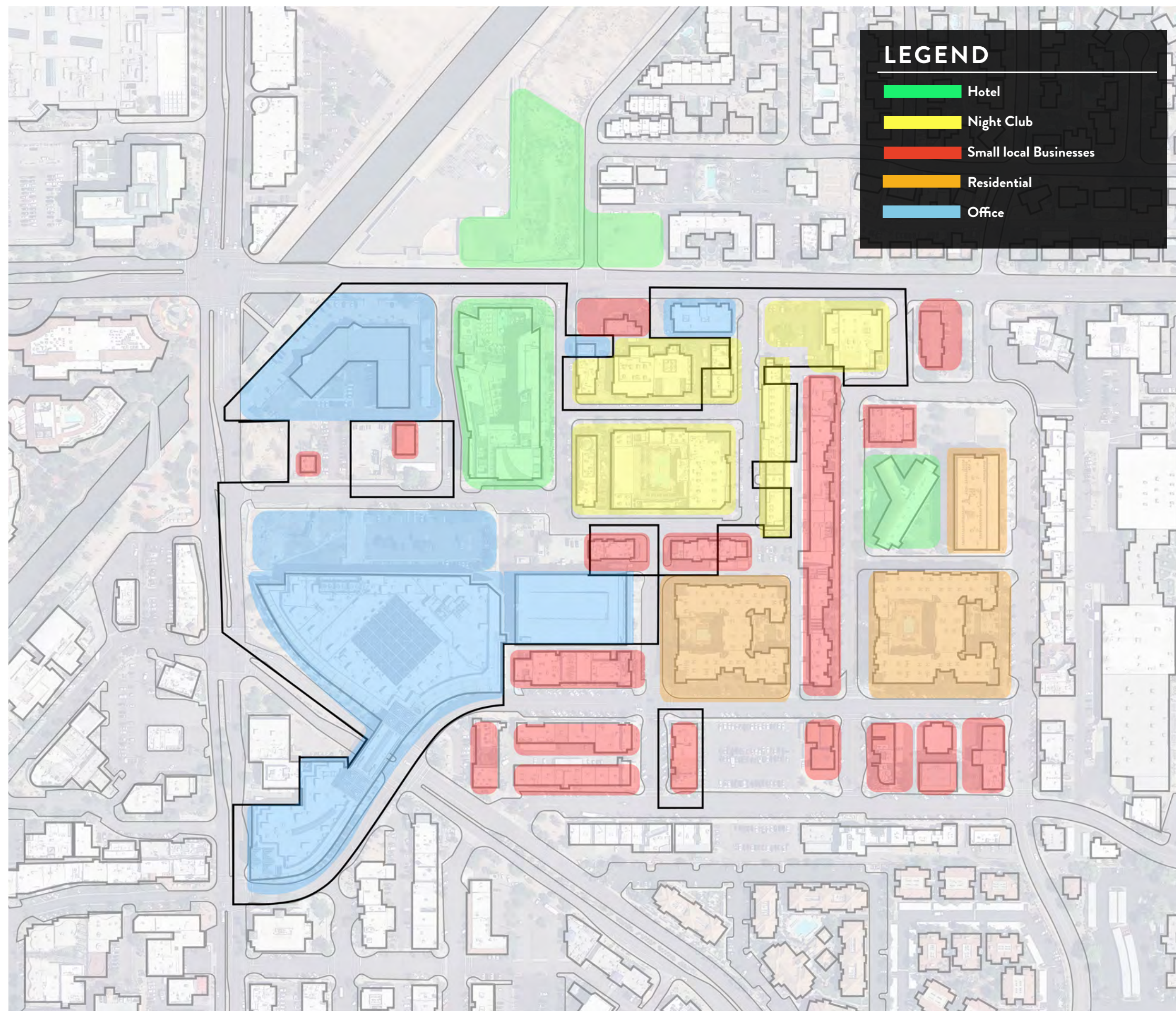
CURRENT EXISTING DISTRICTS

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.



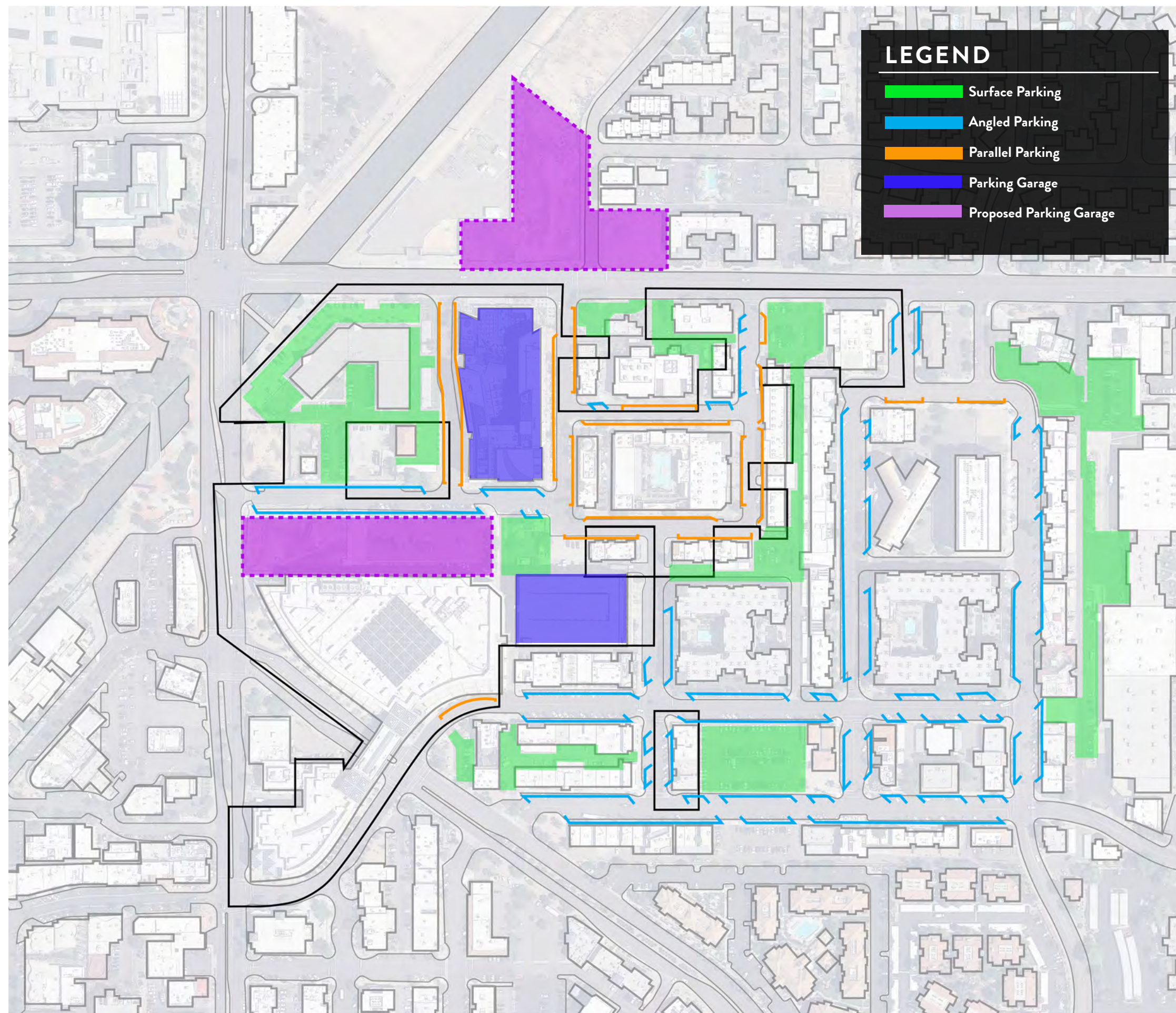
CURRENT TOURISM/ DESTINATIONS

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.



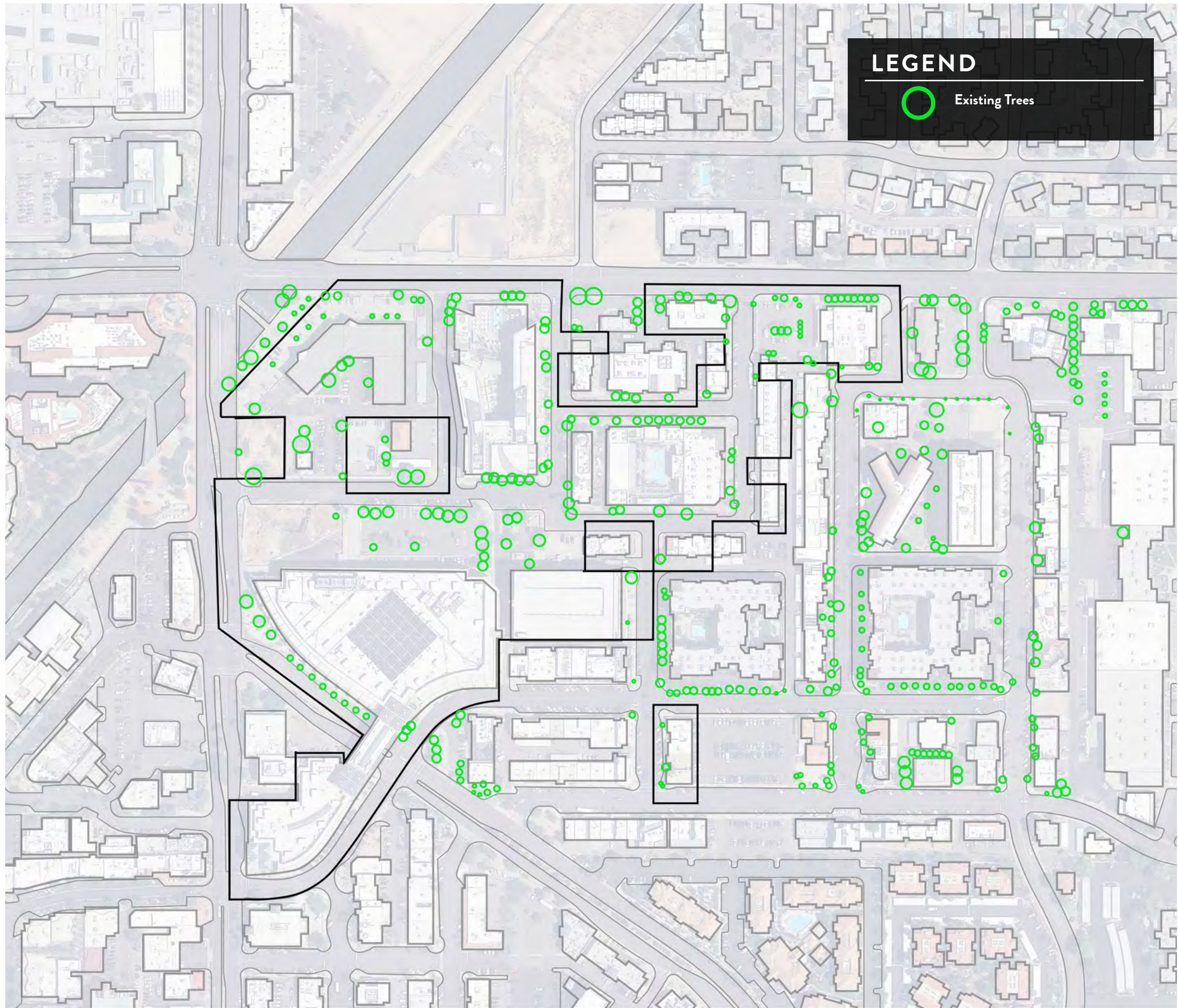
CURRENT EXISTING PROGRAMING

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

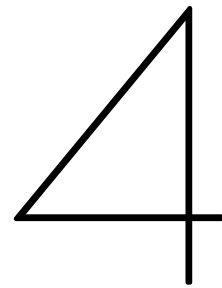
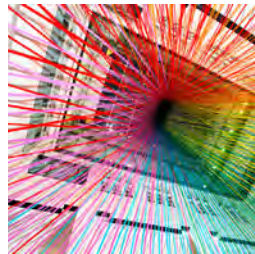
The Scottsdale Collection contains a variety of different parking options for both visitors and tenants. Parallel and angled parking spaces that line the majority of streets provide direct access to the locals shops and businesses. Surface parking lots are also common through out the district. Two parking 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.

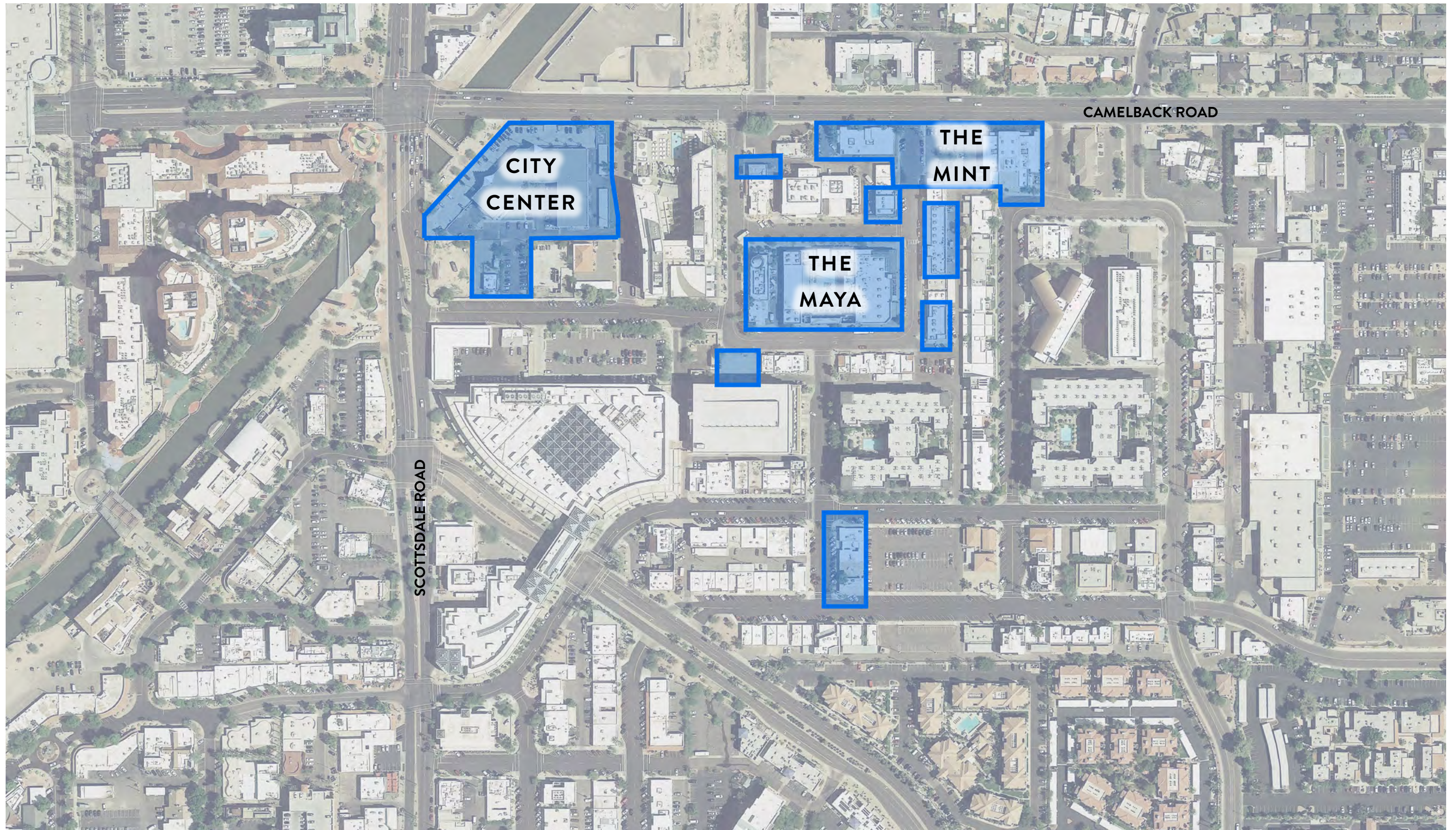




MASTER PLAN

SITE CONTEXT





PROPOSED 6.5 ACRES OF DEVELOPMENT

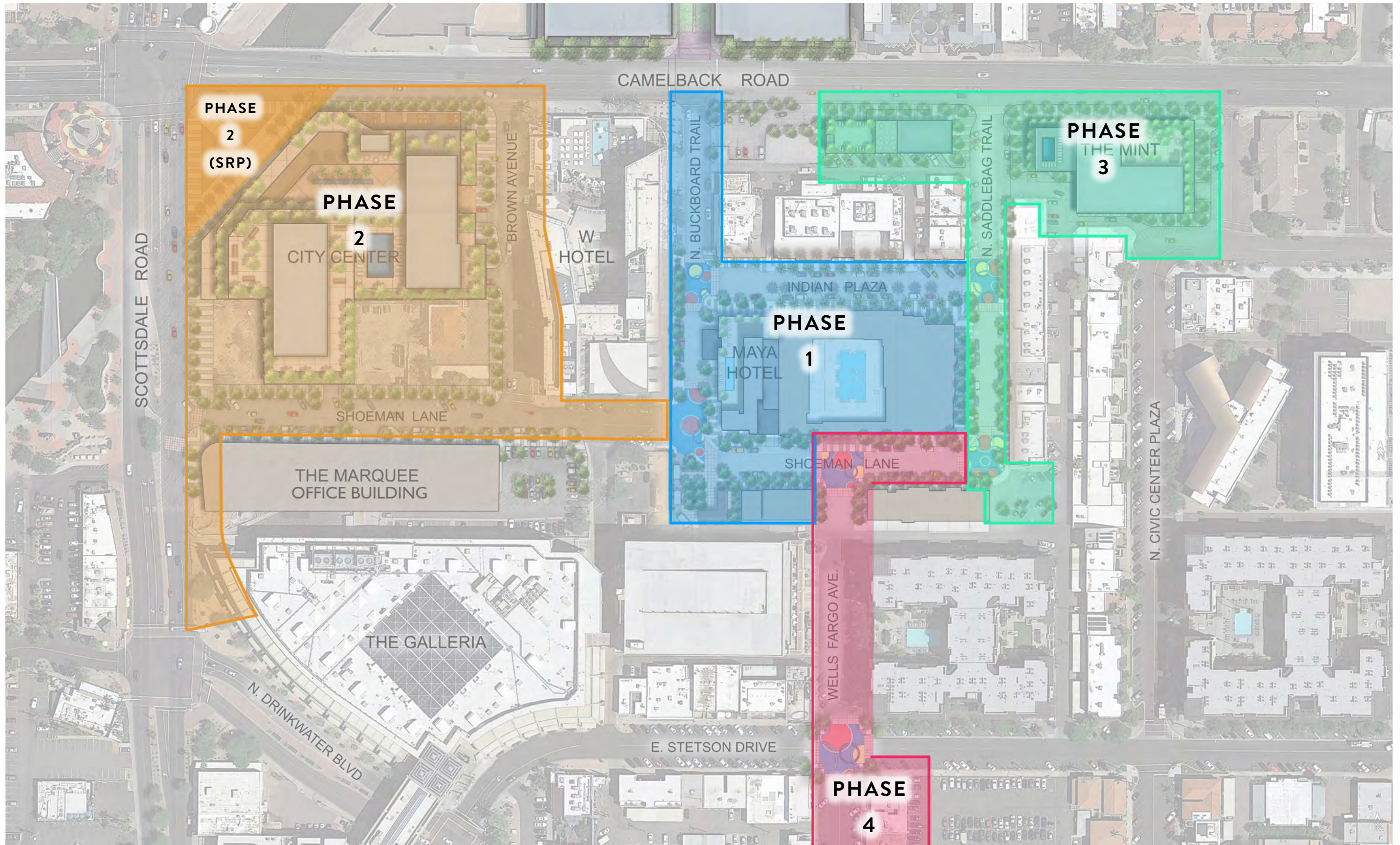


PROJECT INFORMATION

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
GROSS SITE AREA:	10.25 ACRES (446,501 GROSS SQUARE FEET)		Residential	106 units
NET LOT AREA:	6.5 ACRES (283,006 NET SQUARE FEET)	THE MINT PARCEL	Commercial	97,293 sf
MAXIMUM GFAR ALLOWED:	1.3 RATIO - 580,451 GSF	THE MAYA PARCEL	Commercial	130,000 sf
PROPOSED GFAR :	1.3 RATIO - 580,451 GSF		Existing Commercial	22,617 sf
MAXIMUM HEIGHT ALLOWED:	156 ft WITH ROOF APPURTENANCES	OTHER PARCELS	Existing Commercial	23,118 sf
PROPOSED HEIGHT:	156 ft WITH ROOF APPURTENANCES		Future Commercial	105,716 sf
NUMBER OF UNITS ALLOWED:	@ 50 UNITS PER ACRE - 512 UNITS		Future Residential	406 units
PROPOSED NUMBER OF UNITS:	512 UNITS	TOTALS	Total Commercial	580,451 sf
			Total Dwelling Units	512 units
		Note:	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



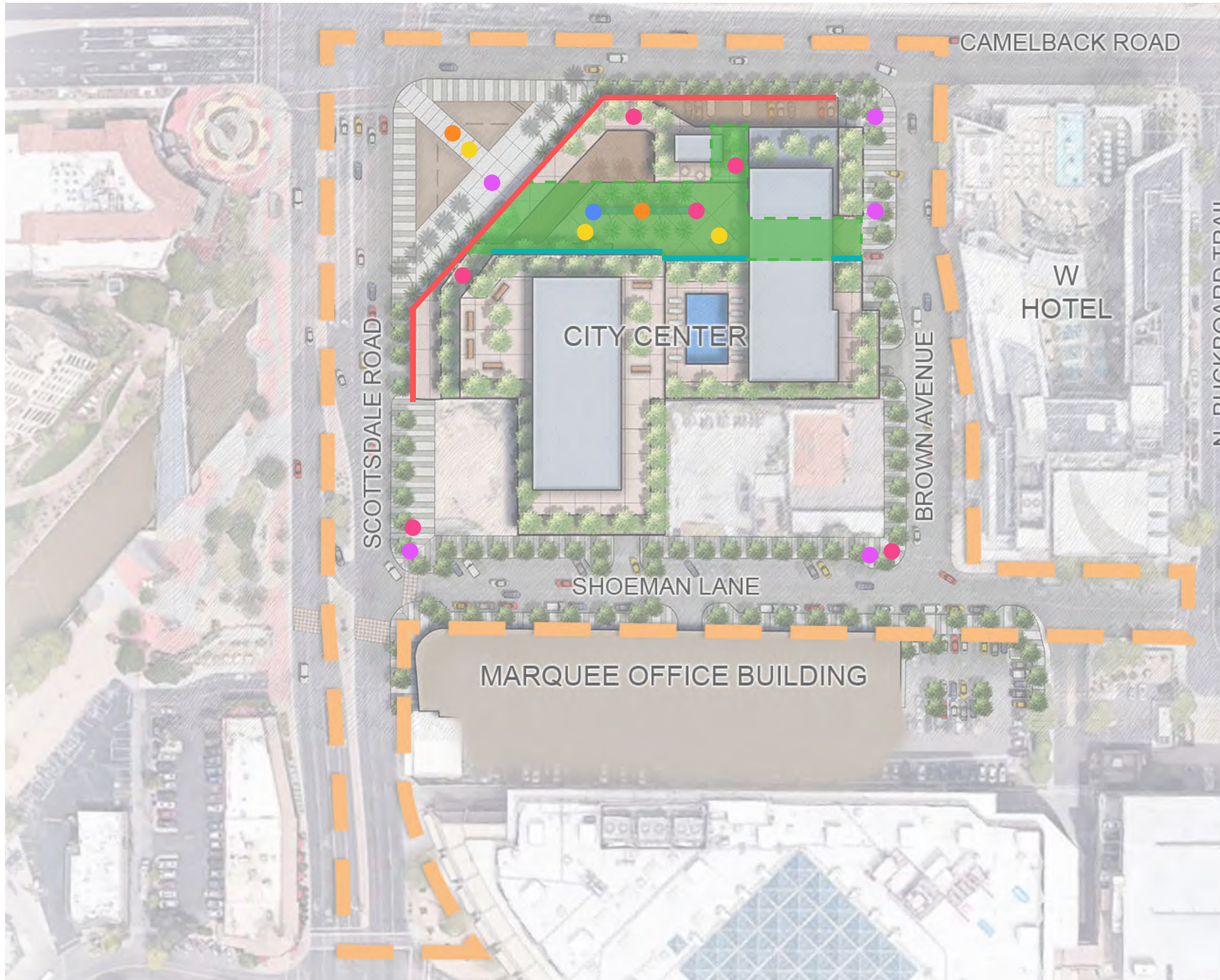
CONCEPTUAL STREETScape IMPROVEMENT PHASING PLAN

CITY CENTER





ILLUSTRATIVE CITY CENTER SITE PLAN



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

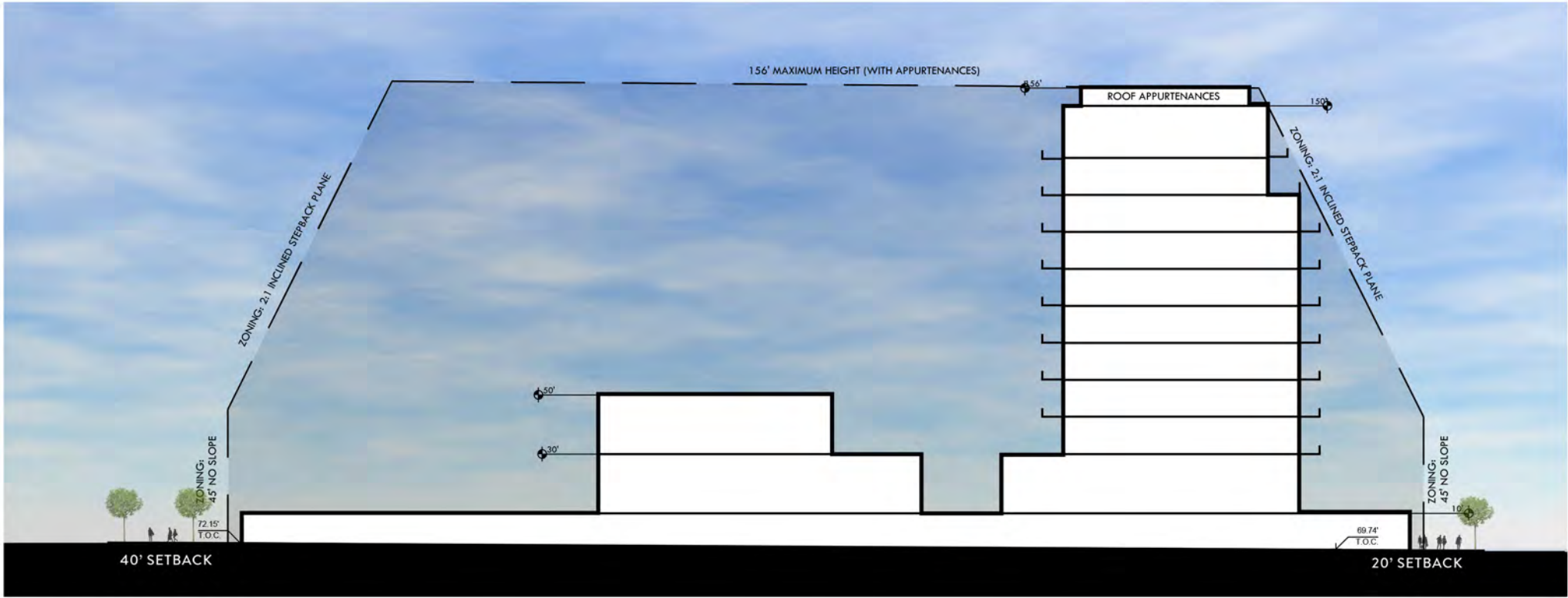
- CONCEPTUAL SITE FEATURES:
- A variety of new public spaces, community based programming
 - Art installations
 - Water features
 - Internal to site projected art work
 - Minimum 15,000sf open space on ground level and/or elevated space

CONCEPTUAL SITE FEATURES	116,549sf residential tower at 106 Unit
	160,598sf hotel tower at 214 keys
	41,109sf Retail/ Restaurant Space
	318,256 sf Total

CONCEPTUAL PARCEL DESCRIPTION:

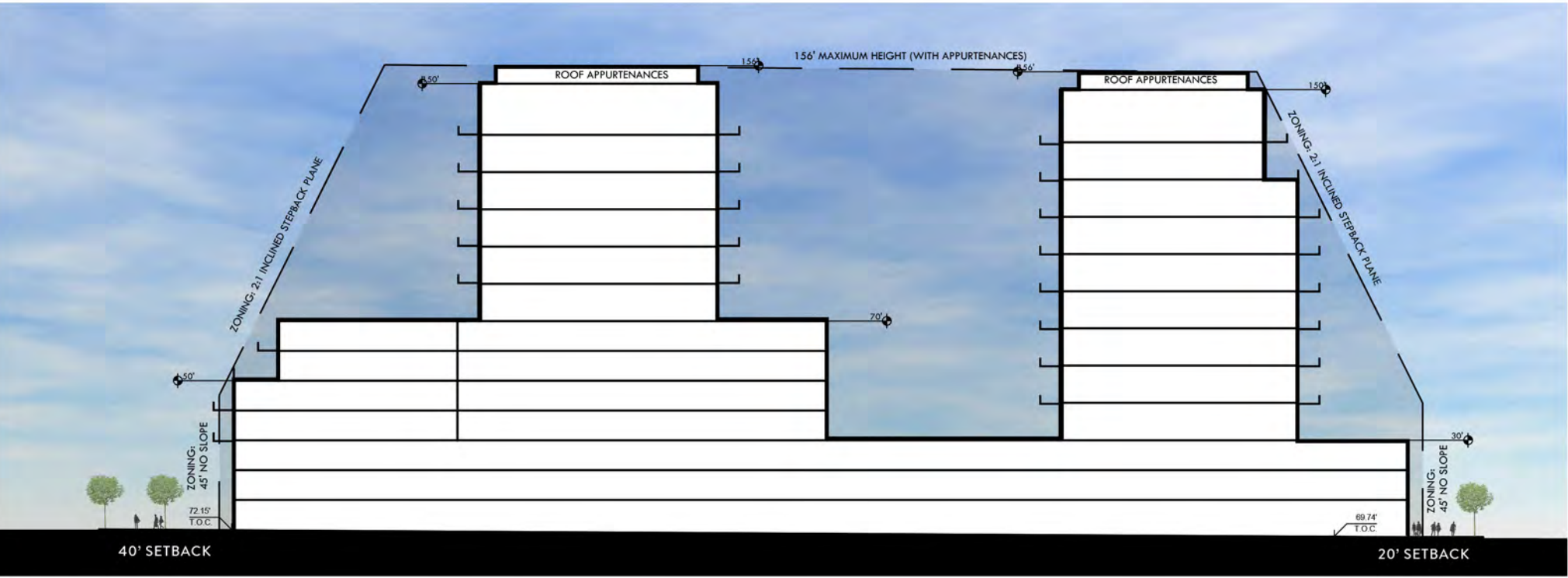
The redevelopment of the City Center parcel focuses on creating a new gateway destination for Old Town. Ground level commercial uses will activate the street. Open space will be provided. Upper level uses will respond to the market and feasibility studies at the time of development. All uses will create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





N SCOTTSDALE RD

N BROWN AVE



N SCOTTSDALE RD

N BROWN AVE



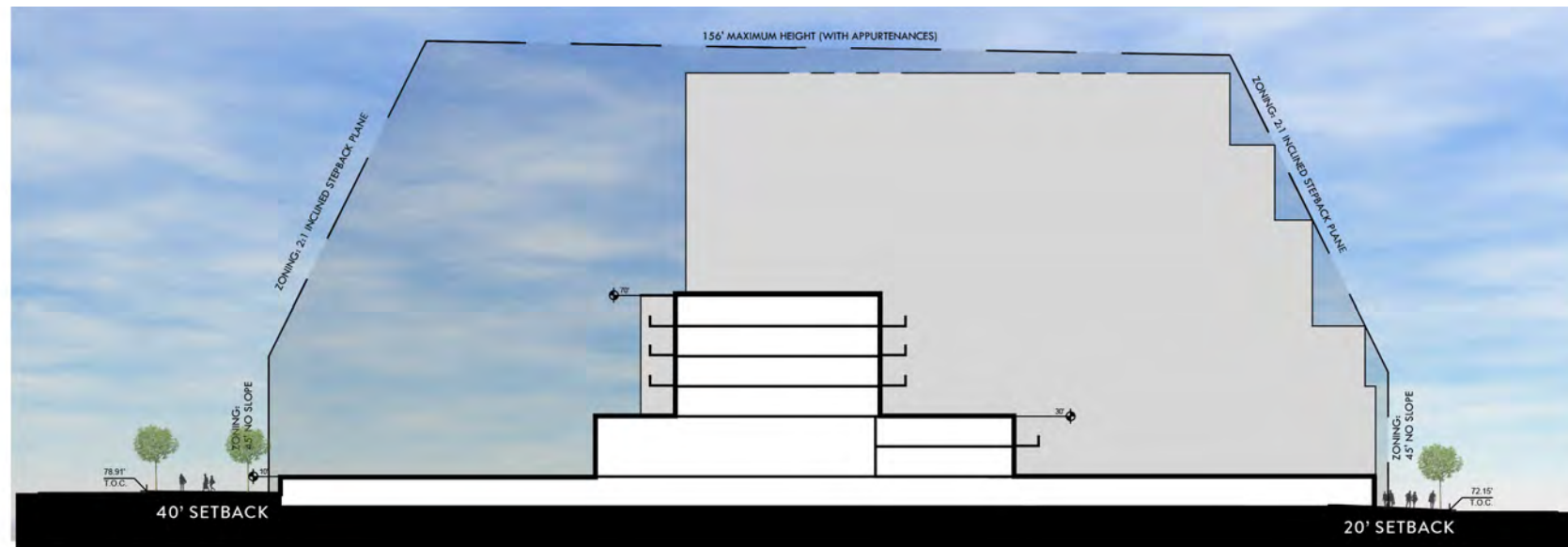
KEY PLAN



KEY PLAN

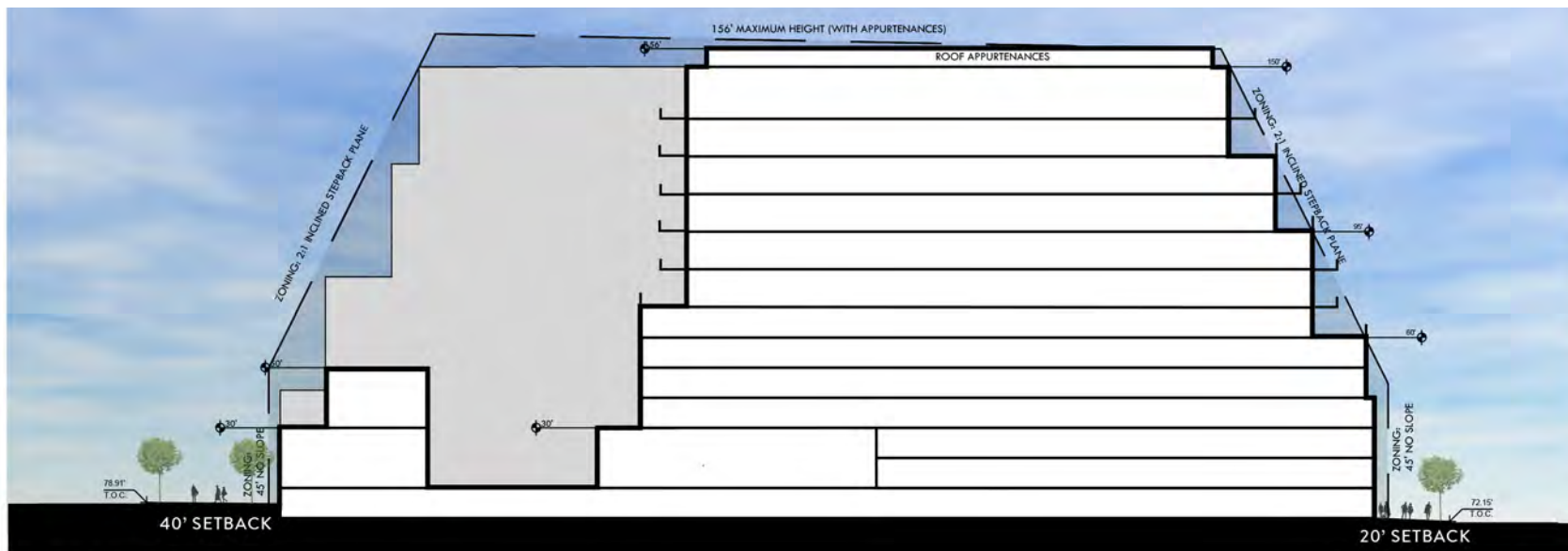
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POTENTIAL CITY CENTER SITE SECTIONS



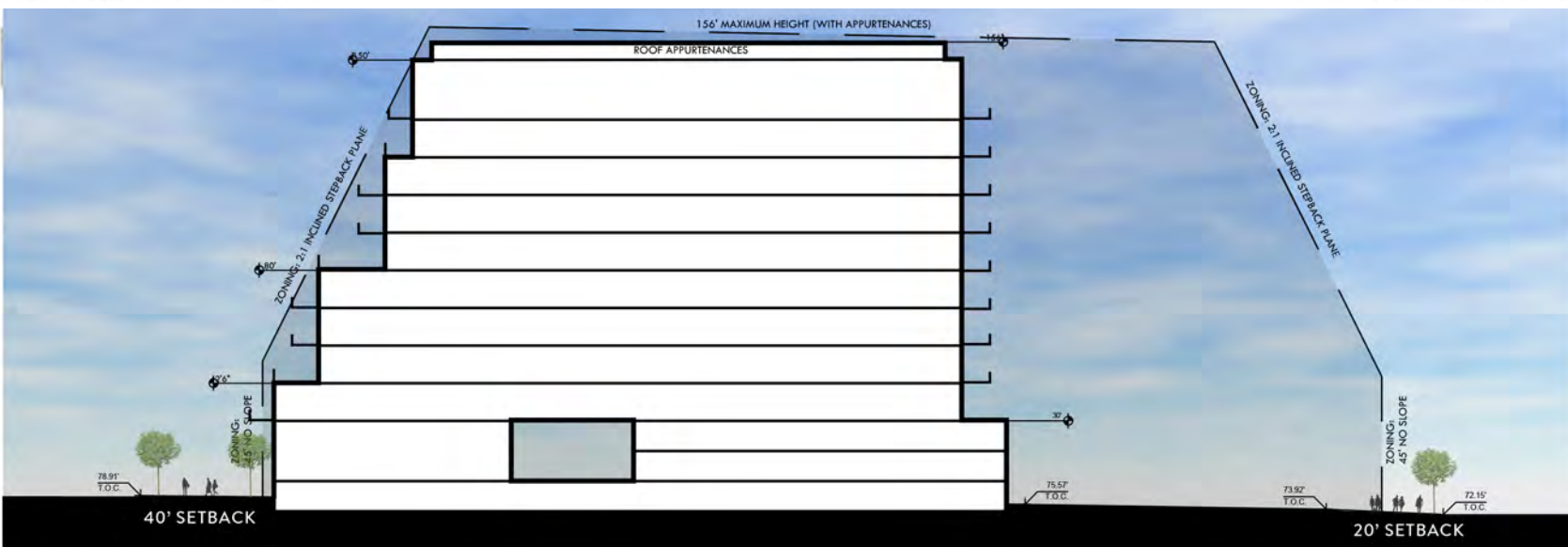
E CAMELBACK RD

E SHOEMAN LN



E CAMELBACK RD

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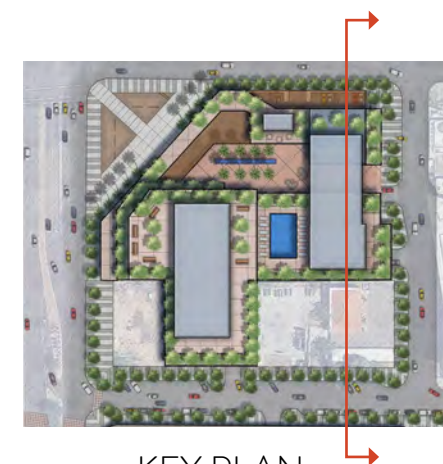
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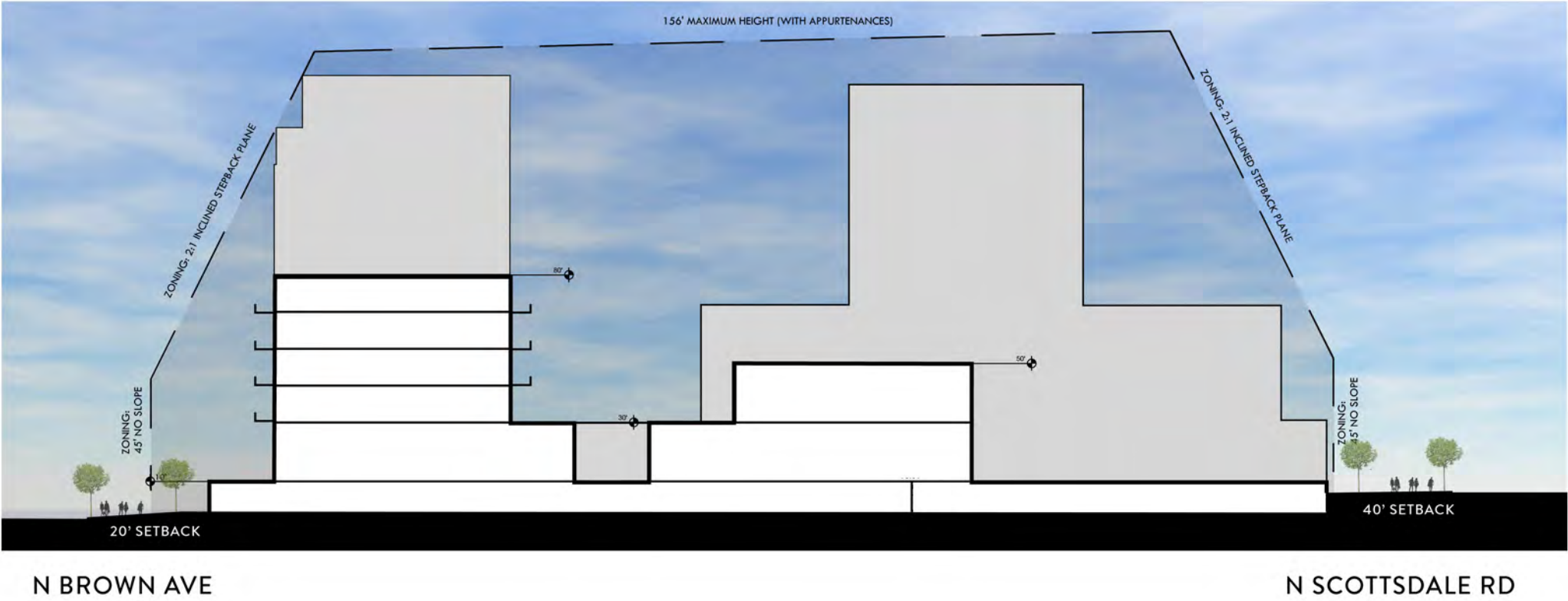
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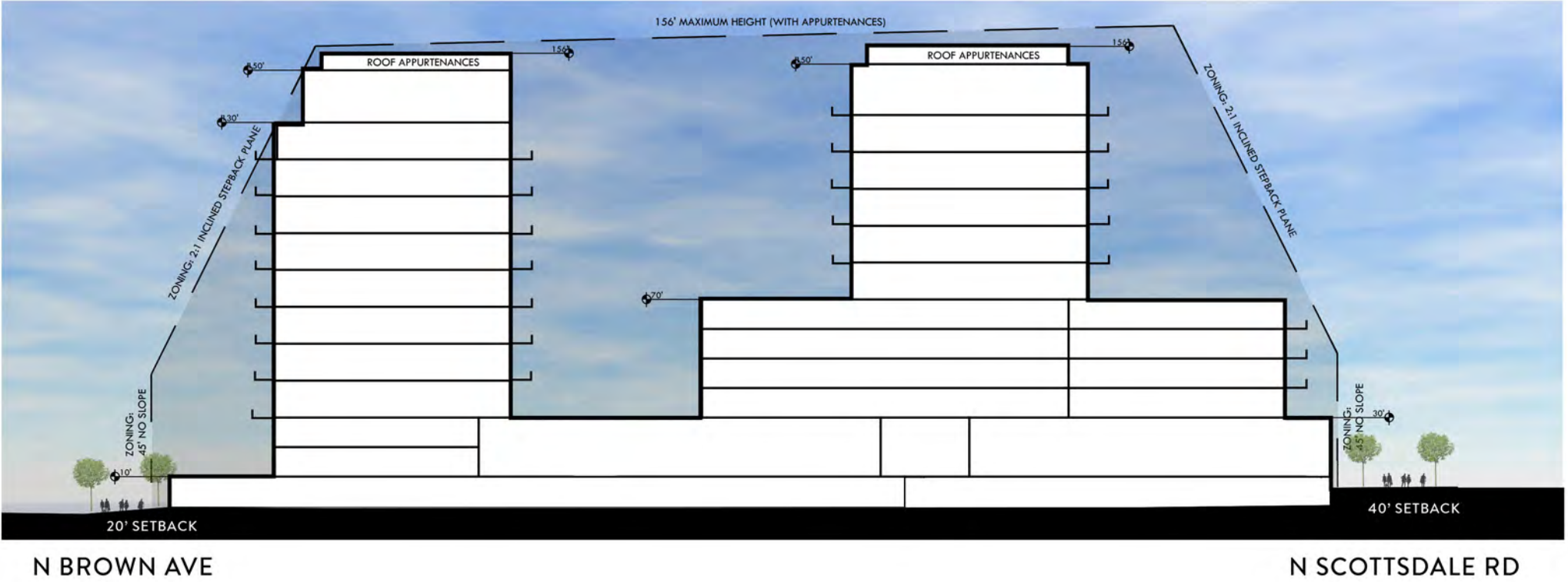
POTENTIAL CITY CENTER SITE SECTIONS

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

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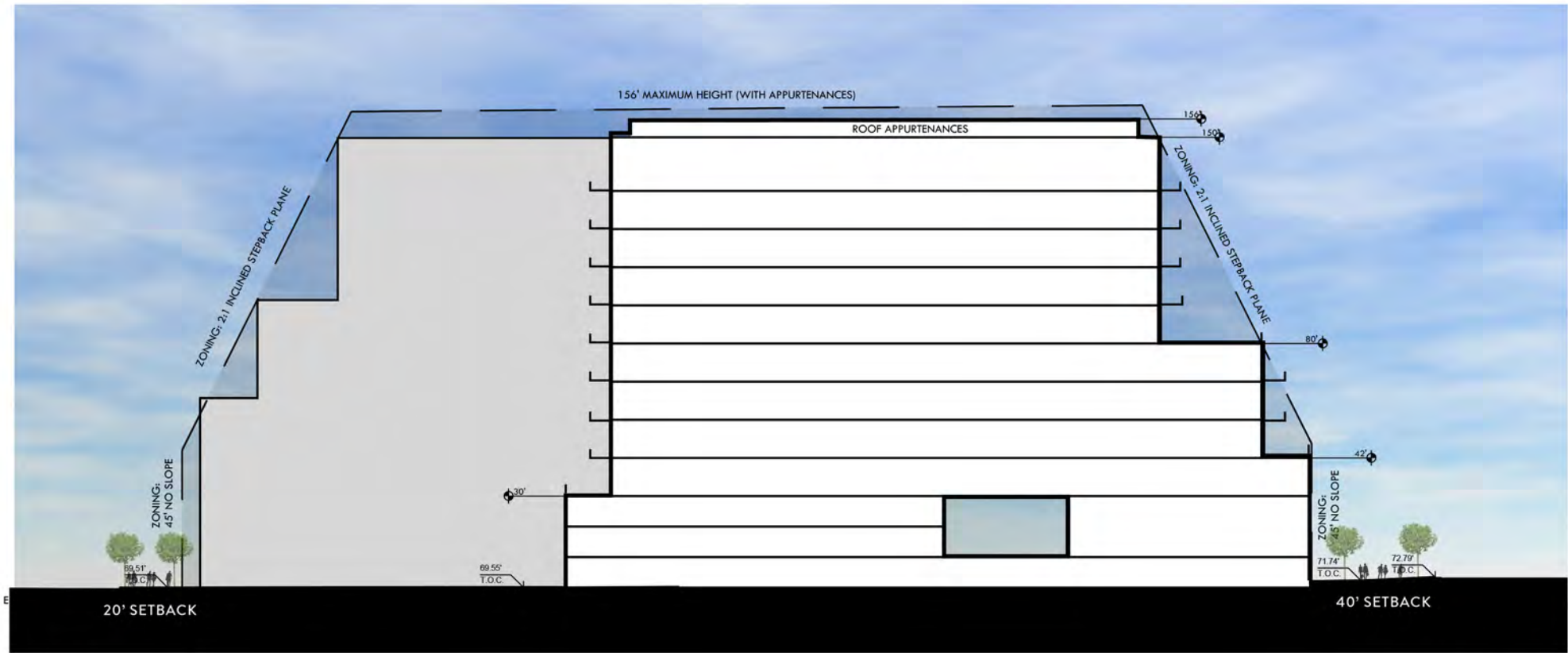
KEY PLAN



KEY PLAN

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

POTENTIAL CITY CENTER SITE SECTIONS

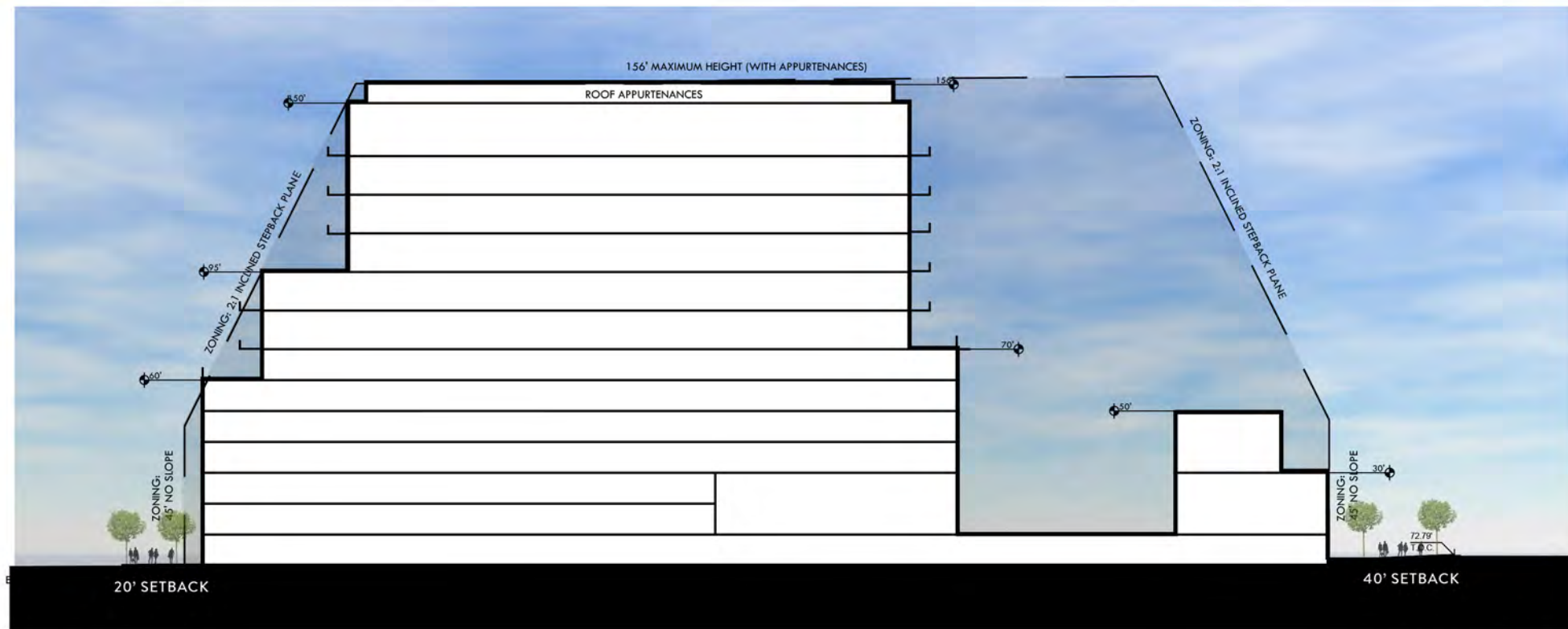


E SHOEMAN LN

E CAMELBACK RD



KEY PLAN



E SHOEMAN LN

E CAMELBACK RD



KEY PLAN

SCALE: 1" = 50' | 0' | 25' | 50' | ⌚

POTENTIAL CITY CENTER SITE SECTIONS

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CITY CENTER INSPIRATION



THE MINT





ILLUSTRATIVE MINT SITE PLAN



THE MINT
CONCEPTUAL ART AND COMMUNITY OPEN
SPACE LOCATION PLAN

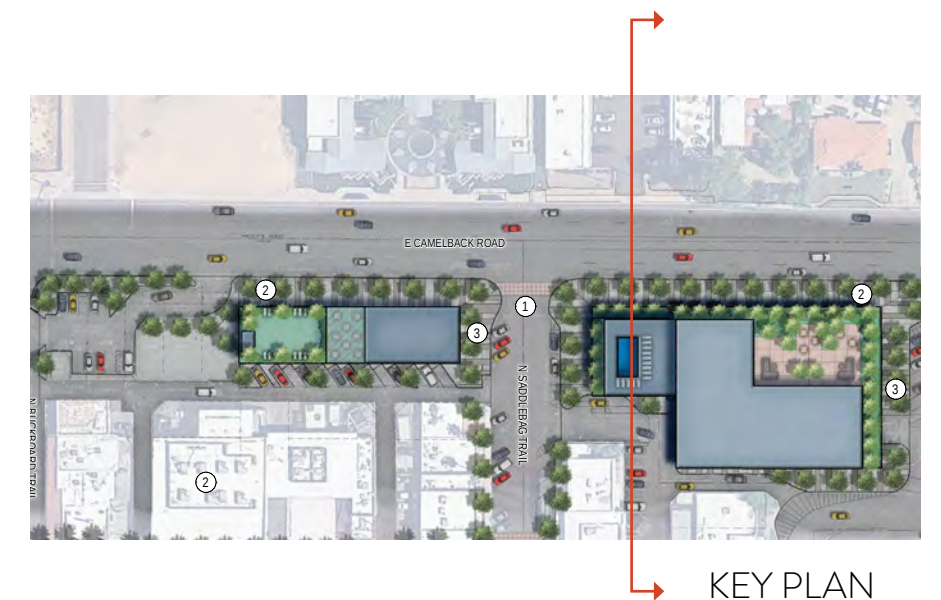
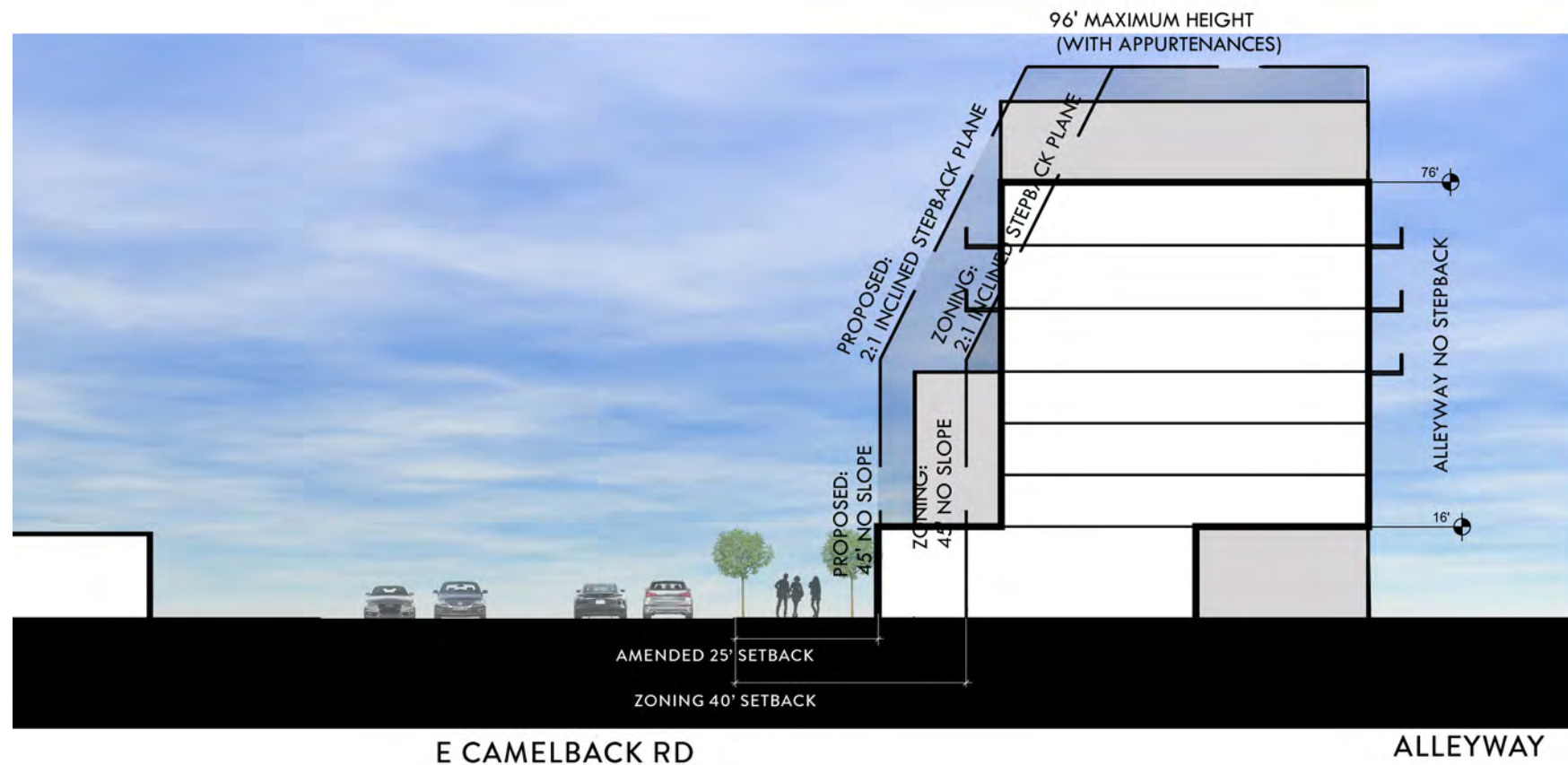
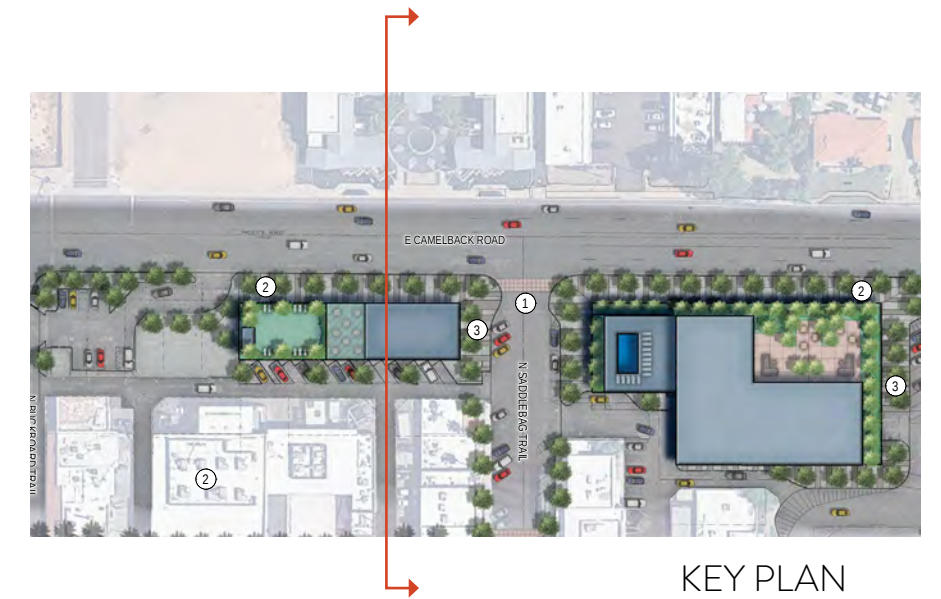
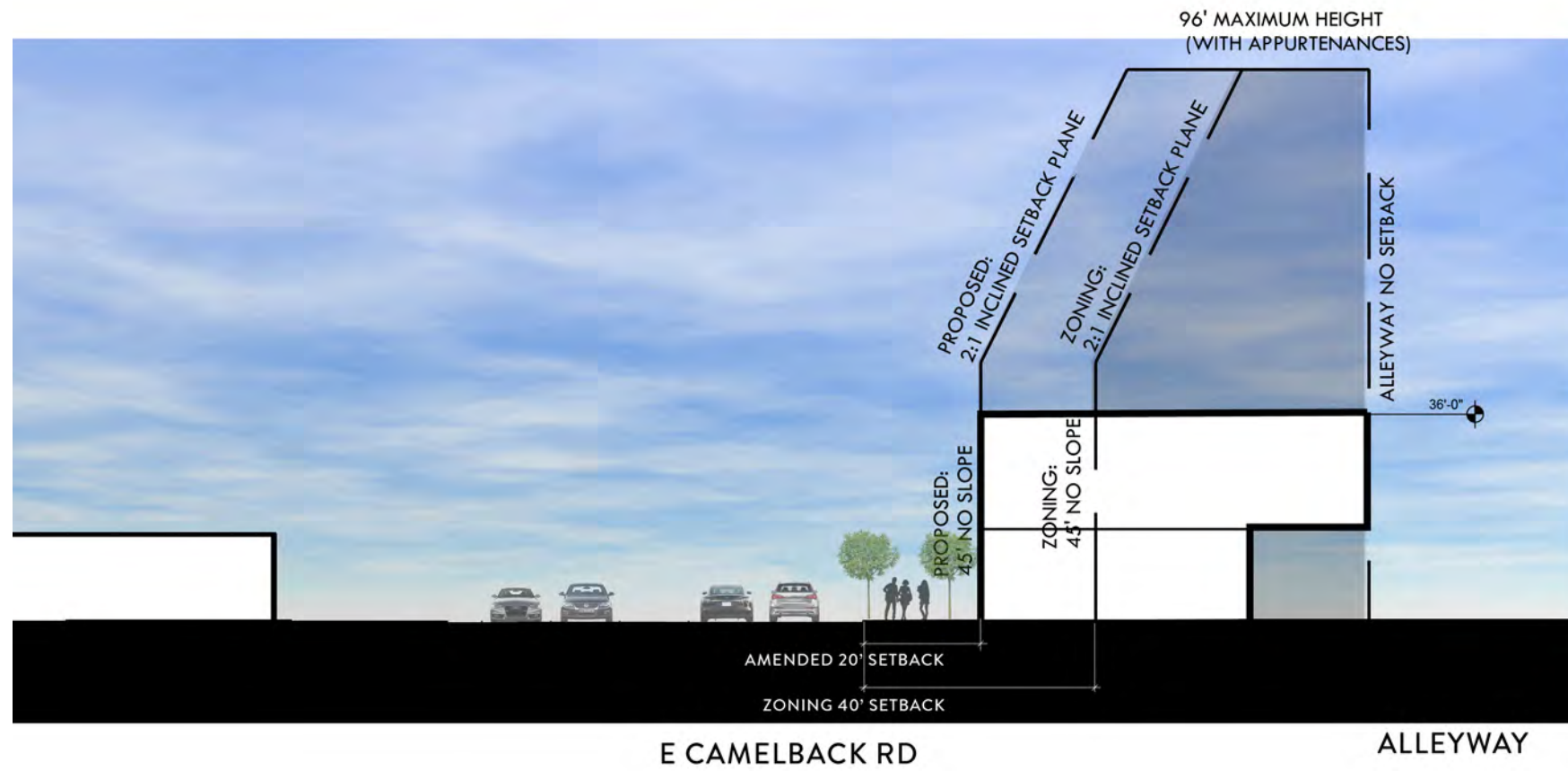
-  Murals / Wall Treatments Art
-  Projection Art
-  Aerial / Suspended Art
-  Wayfinding / Streetscape Art
-  Interactive / Temporary Art
-  Shade Art
-  Sculpture / Destination Art
-  Open Space at 3,000 sf on ground level and/or elevated space

Note:
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 MINT

CONCEPTUAL USES:	Retail, Residential, Restaurant, Hotel, Office, Parking
CONCEPTUAL SITE IMPROVEMENTS:	• Demolition of the existing Mint Night Club • Widening of existing sidewalks • Improved streetscape and street trees
CONCEPTUAL SITE FEATURES:	• The addition of a new elevated semi-public space • District signage entry way • Public art installations • Improved sidewalks and streetscape • New street paving and shade canopies • Minimum 3,000 sf open space on ground level and/or elevated space
CONCEPTUAL SITE FEATURES	69,277sf hotel at 116 keys 28,016sf Retail/ Restaurant Space 97,293 sf Total
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.



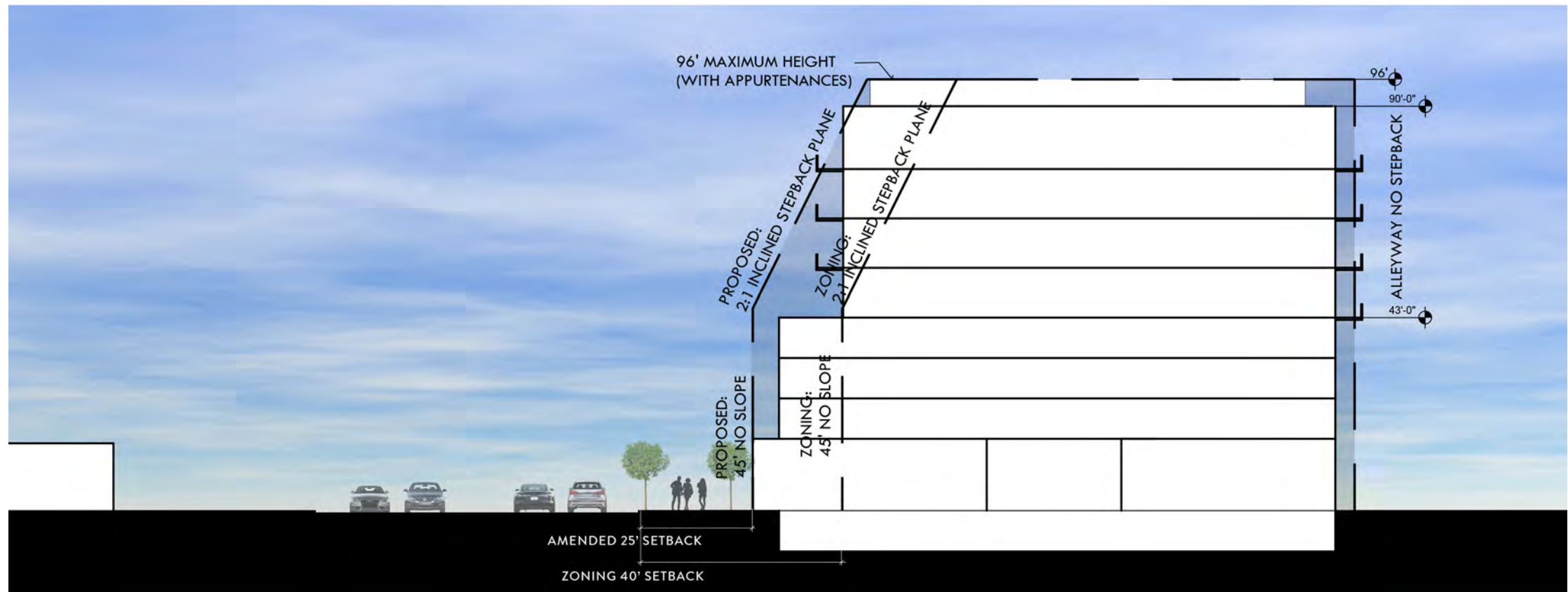


POTENTIAL MINT SITE SECTIONS

SCALE: 1" = 30' 0' 15' 30' ⌚

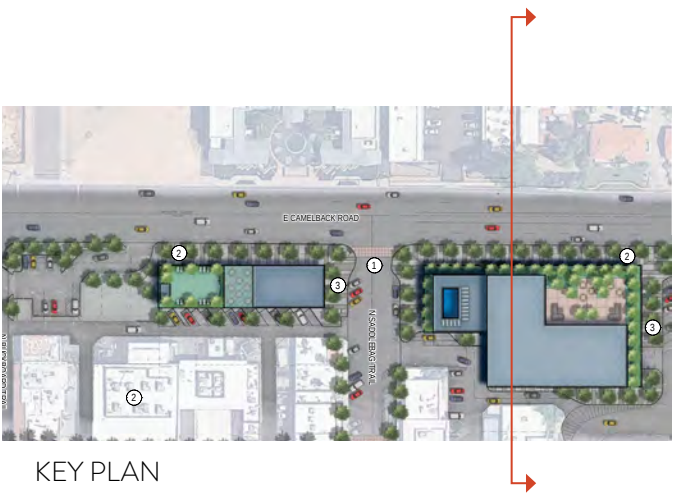
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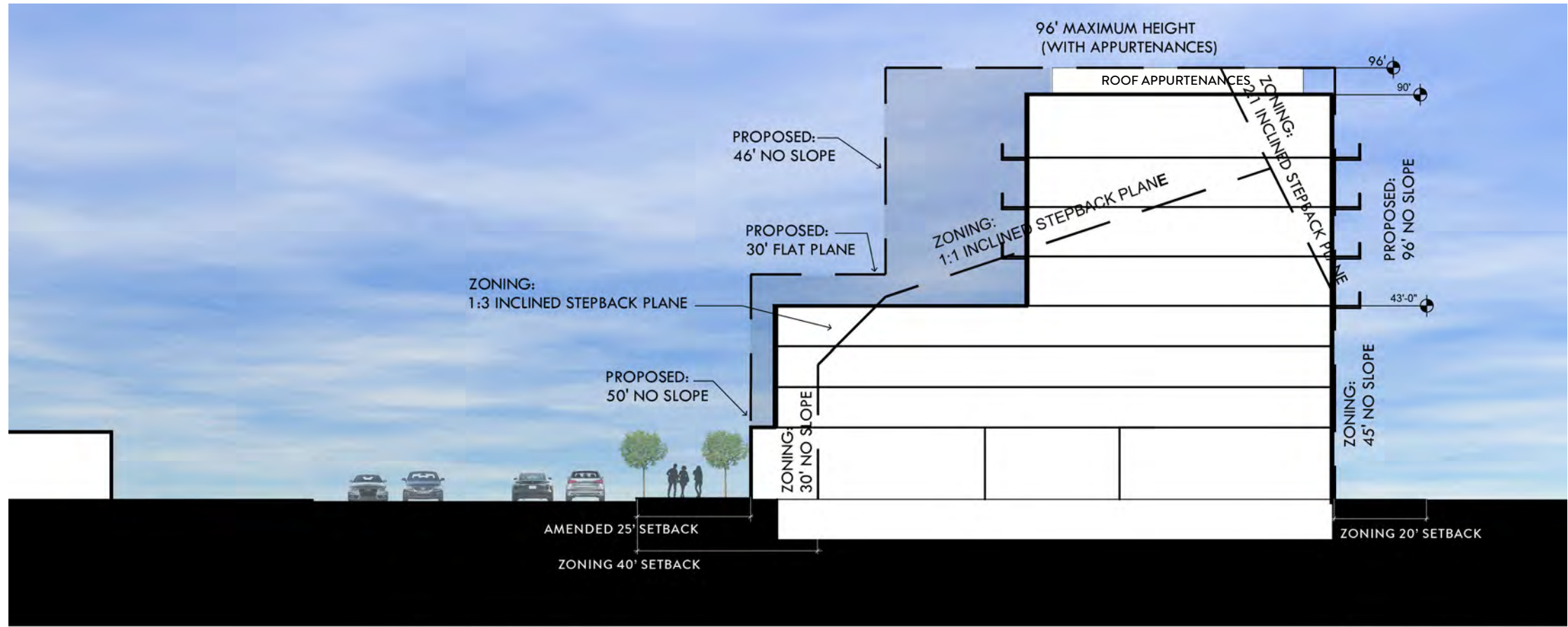


E CAMELBACK RD

ALLEYWAY



KEY PLAN



E CAMELBACK RD

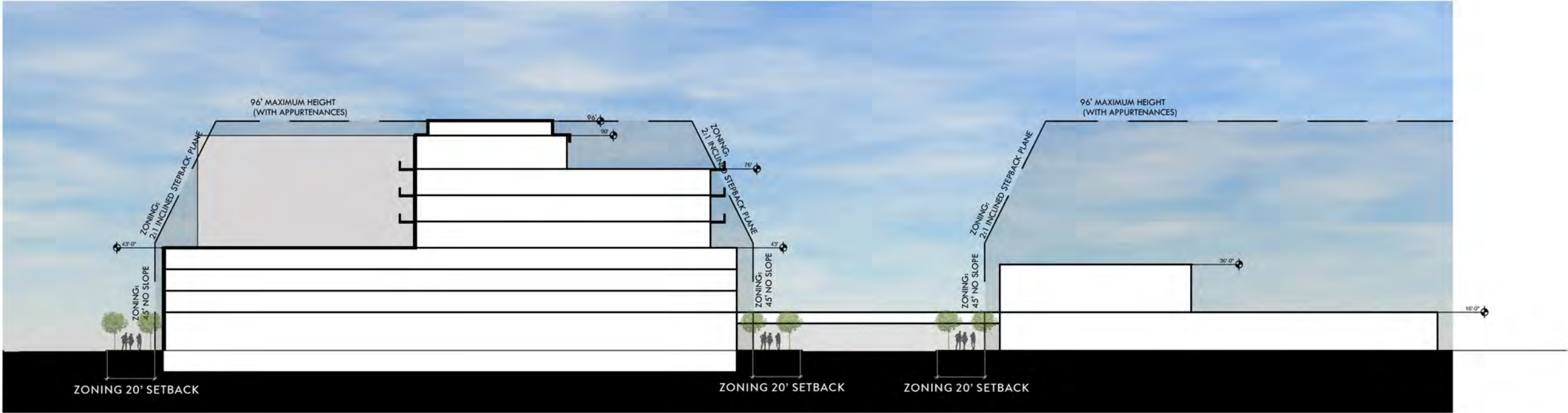
E INDIAN PLAZA



KEY PLAN

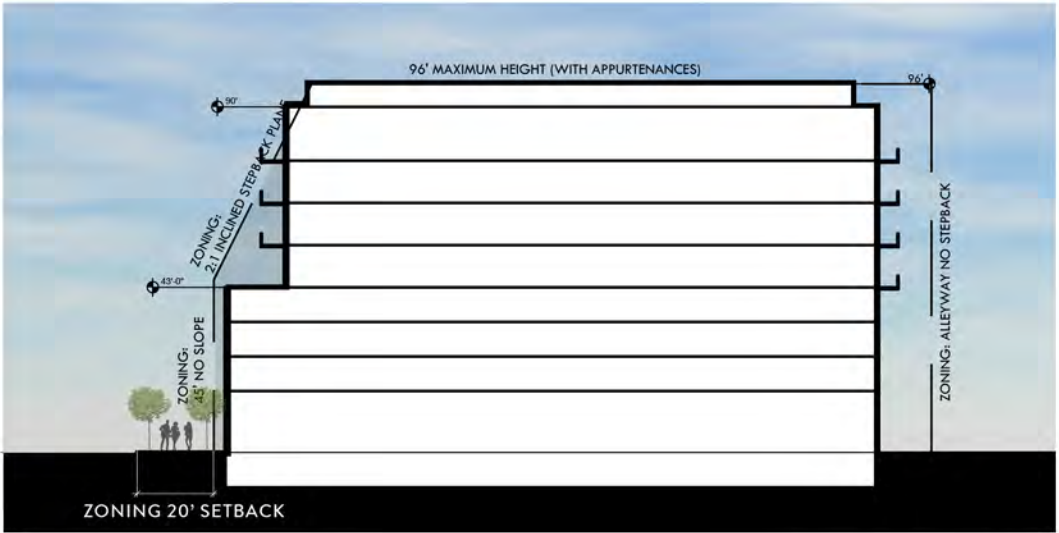
POTENTIAL MINT SITE SECTIONS

SCALE: 1" = 30' 0' 15' 30' 1



N CIVIC CENTER PLAZA

N SADDLEBAG TRAIL



N CIVIC CENTER PLAZA

ALLEYWAY



KEY PLAN

SCALE: 1" = 50' 0' 25' 50' ⌚

POTENTIAL MINT SITE SECTIONS

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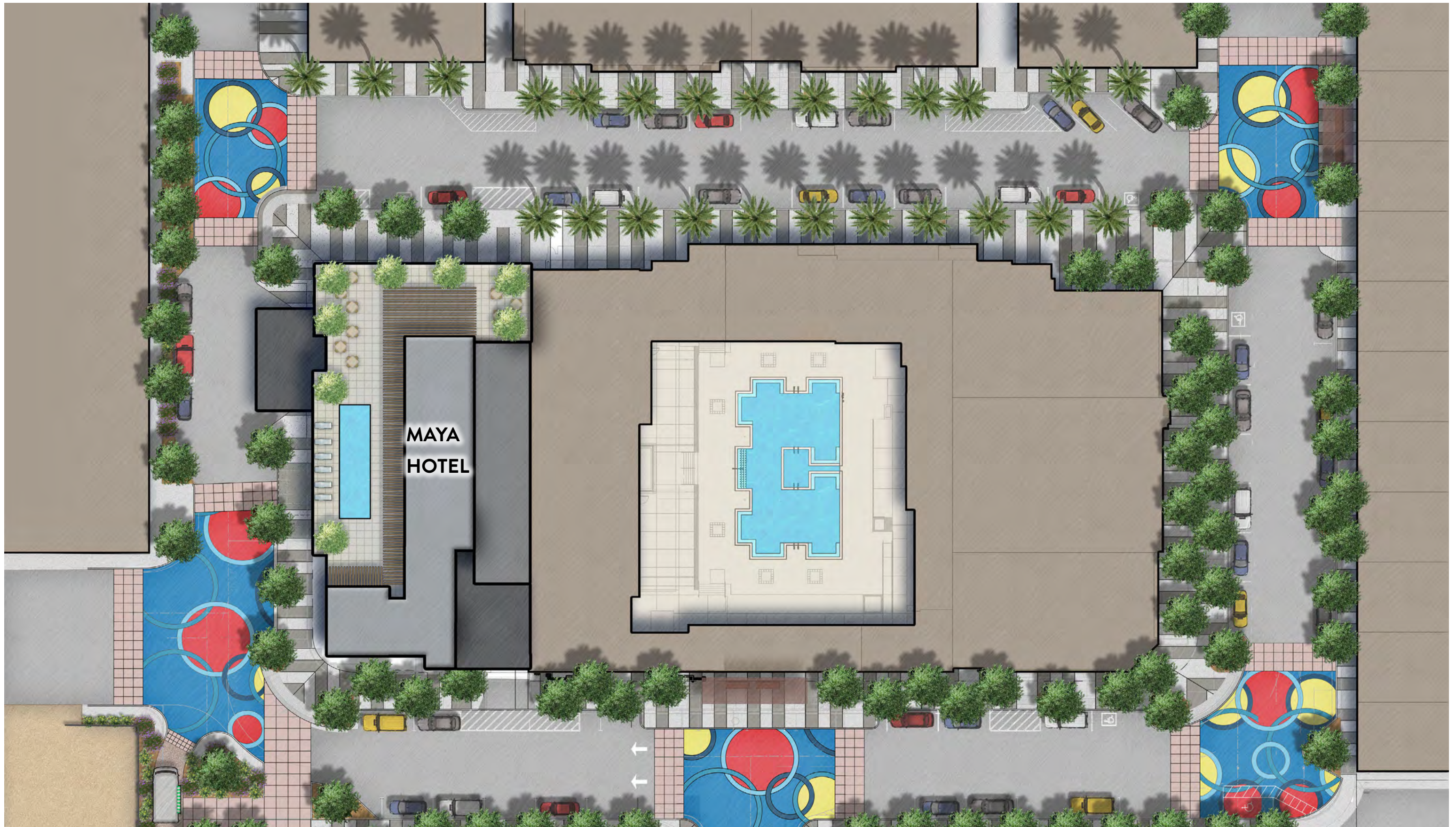


THE MINT INSPIRATION

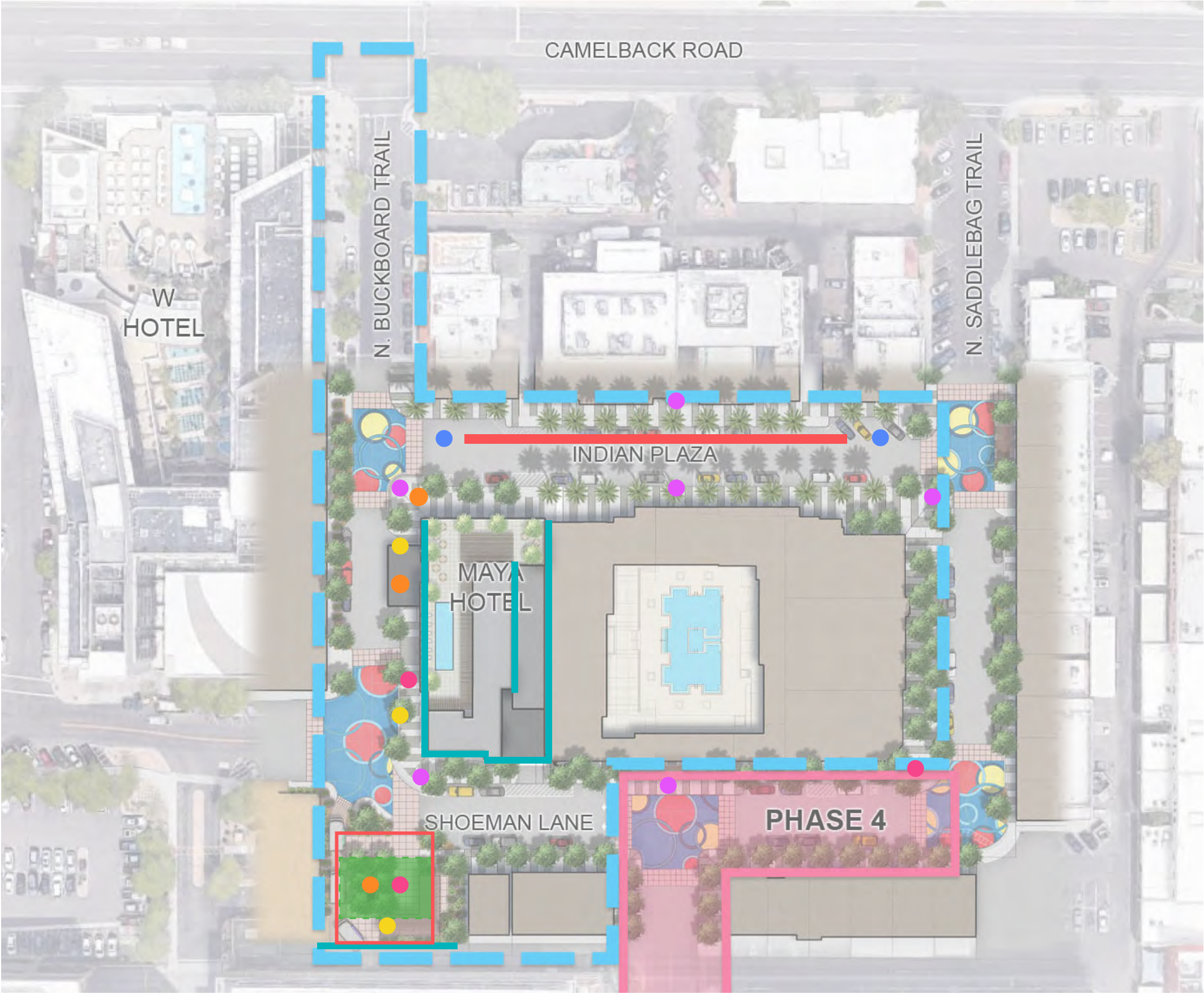


THE MAYA HOTEL





ILLUSTRATIVE MAYA HOTEL SITE PLAN



THE MAYA
CONCEPTUAL ART AND COMMUNITY OPEN
SPACE LOCATION PLAN

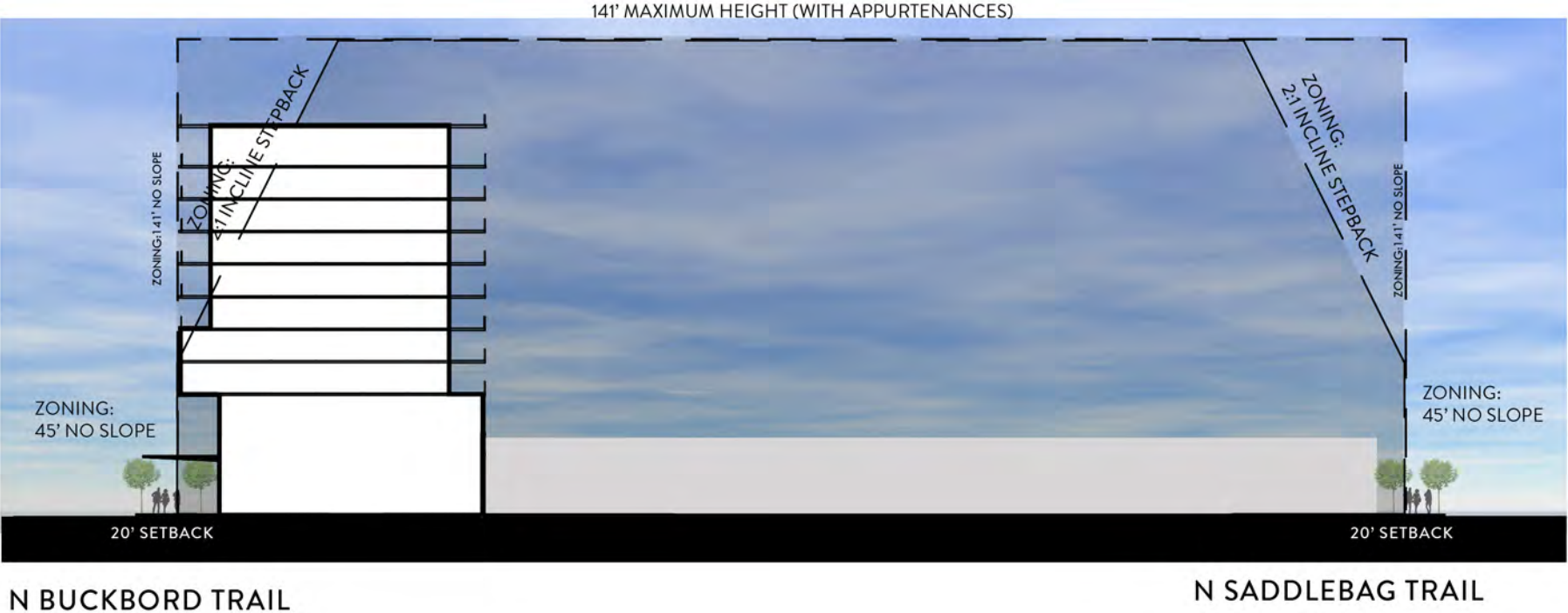
-  Murals / Wall Treatments Art
-  Projection Art
-  Aerial / Suspended Art
-  Wayfinding / Streetscape Art
-  Interactive / Temporary Art
-  Shade Art
-  Sculpture / Destination Art
-  Flexible Plaza (Interim Parking)
3,000 sf on ground level

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:	• Demolition of the Dakota night club and office building no Buckboard Trail • New streetscape and street trees • Abandoned Alley
CONCEPTUAL SITE FEATURES:	• Vehicular drop-off provided at hotel entrance may include upgraded paving material, bollards, lighting, landscape, hardscape, art feature, water features etc. • Shade Canopy • Dining patio • Raised planters • Art may be both permanent or temporary installations . May include, but not be limited to, wall murals, digital projection, lighting etc. • Minimum 3,000 sf flexible plaza (interim parking) at grade or elevated space, may include art park.
CONCEPTUAL SITE FEATURES	124,510sf hotel at 165 keys 5,490sf restaurant space 22,617 sf existing commercial space 152,617sf Total
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.





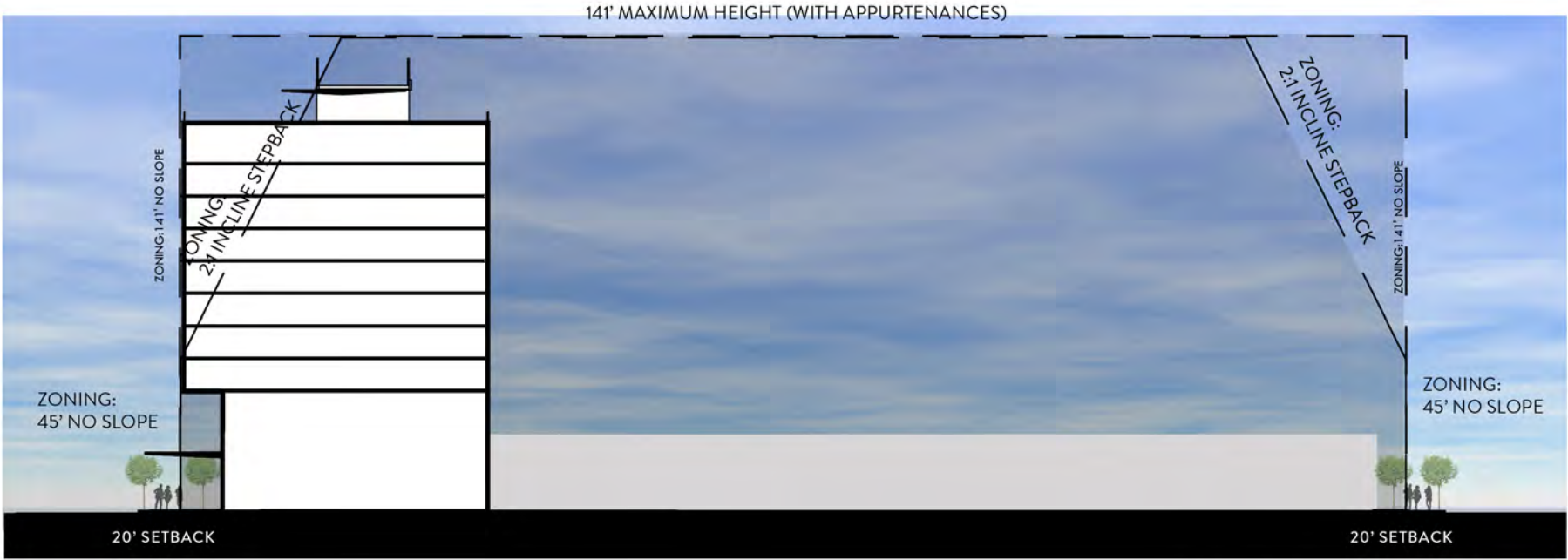
KEY PLAN



KEY PLAN

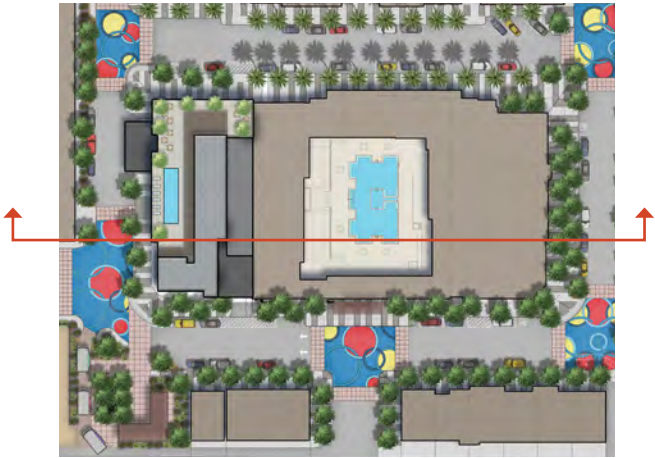
SCALE: 1" = 50' 0' 25' 50' 10

POTENTIAL MAYA HOTEL SITE SECTIONS



N BUCKBORD TRAIL

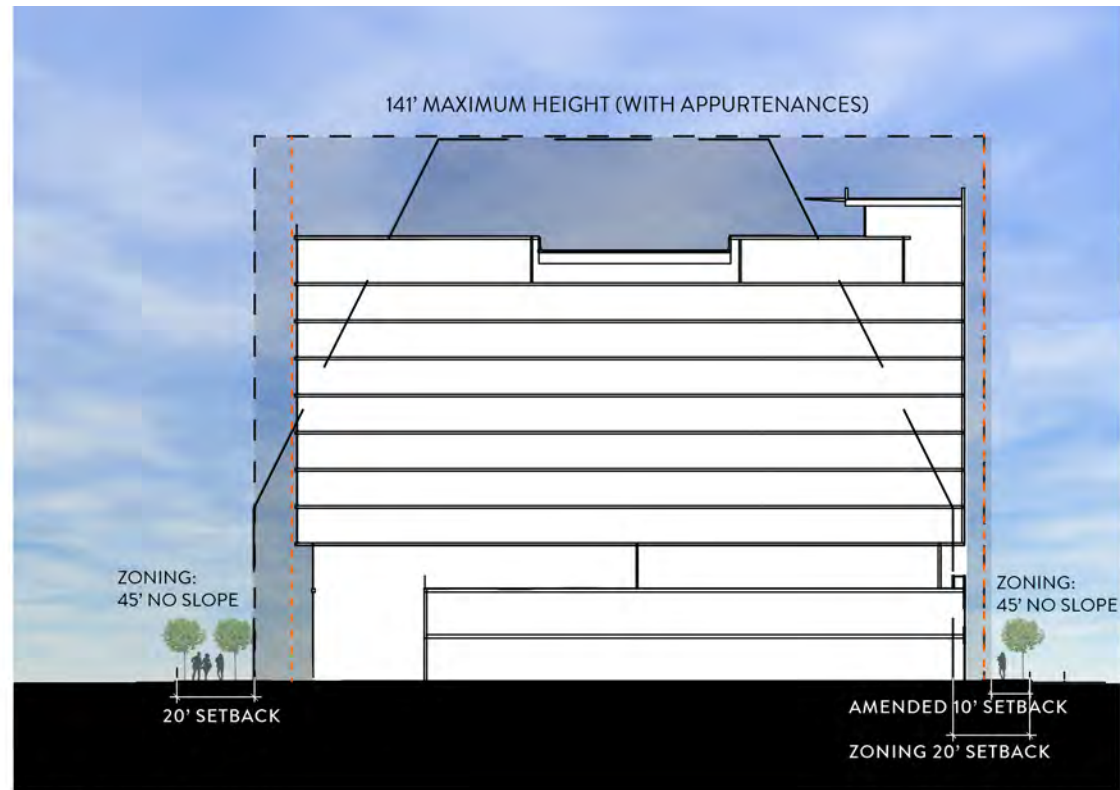
N SADDLEBAG TRAIL



KEY PLAN

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

POTENTIAL MAYA HOTEL SITE SECTIONS

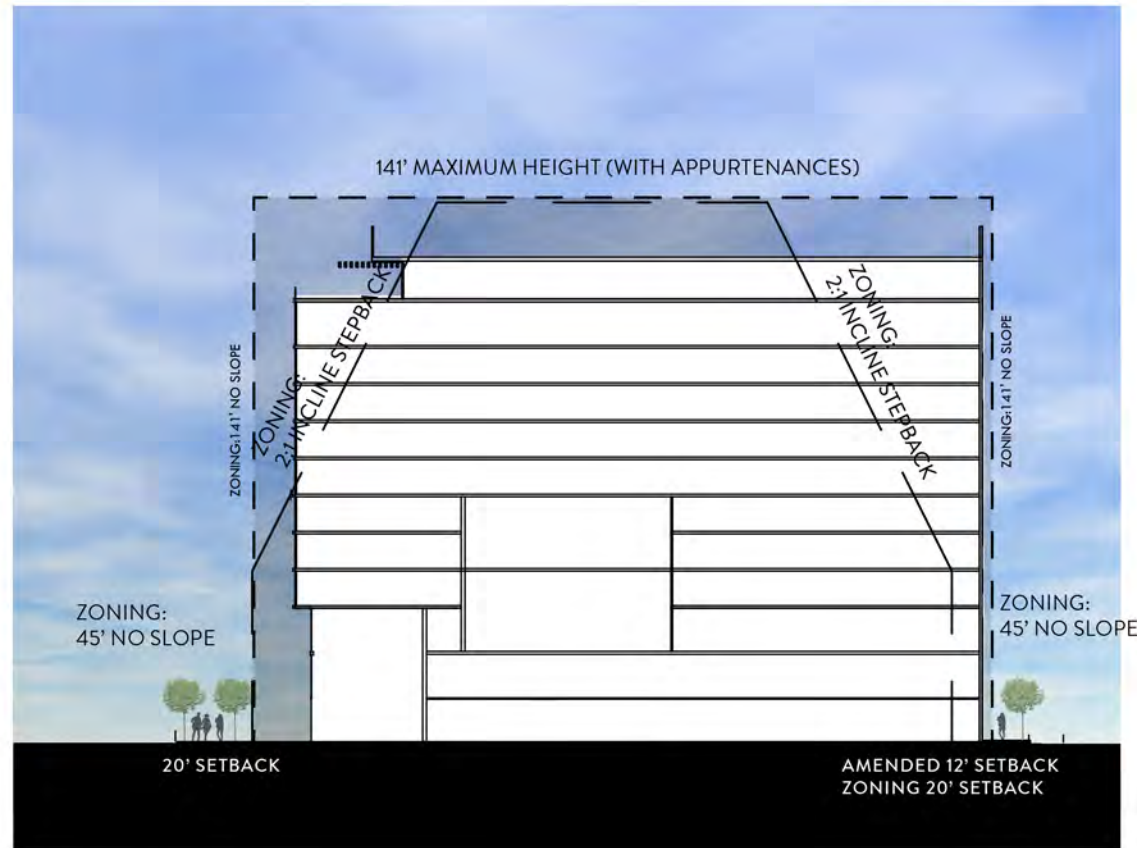


E INDIAN PLAZA

E SHOEMAN LN



KEY PLAN



E INDIAN PLAZA

E SHOEMAN LN



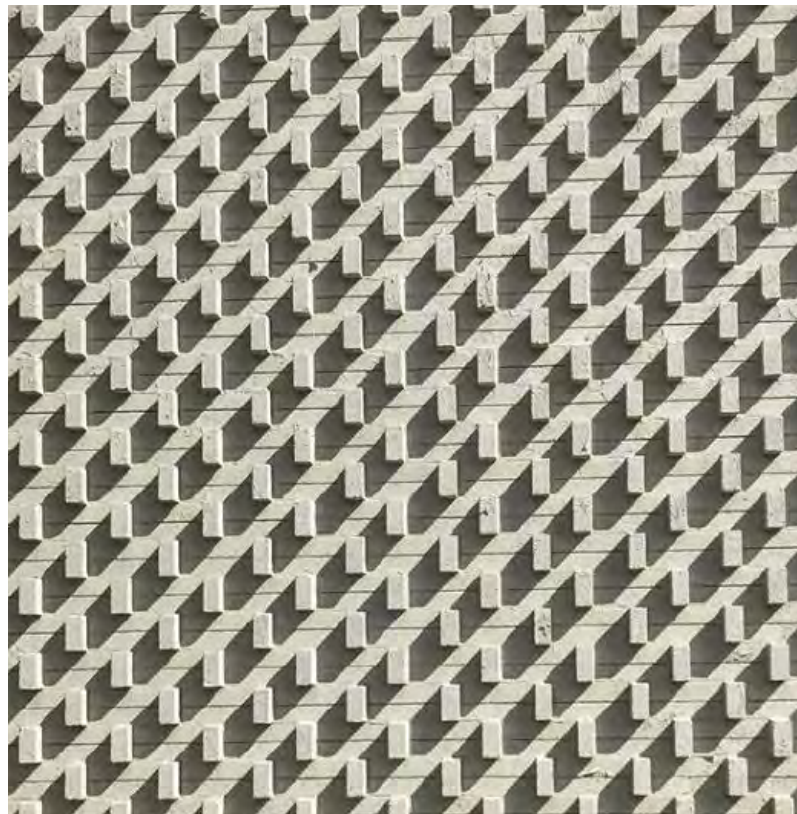
KEY PLAN

SCALE: 1" = 50' 0' 25' 50' ⌚

POTENTIAL MAYA HOTEL SITE SECTIONS

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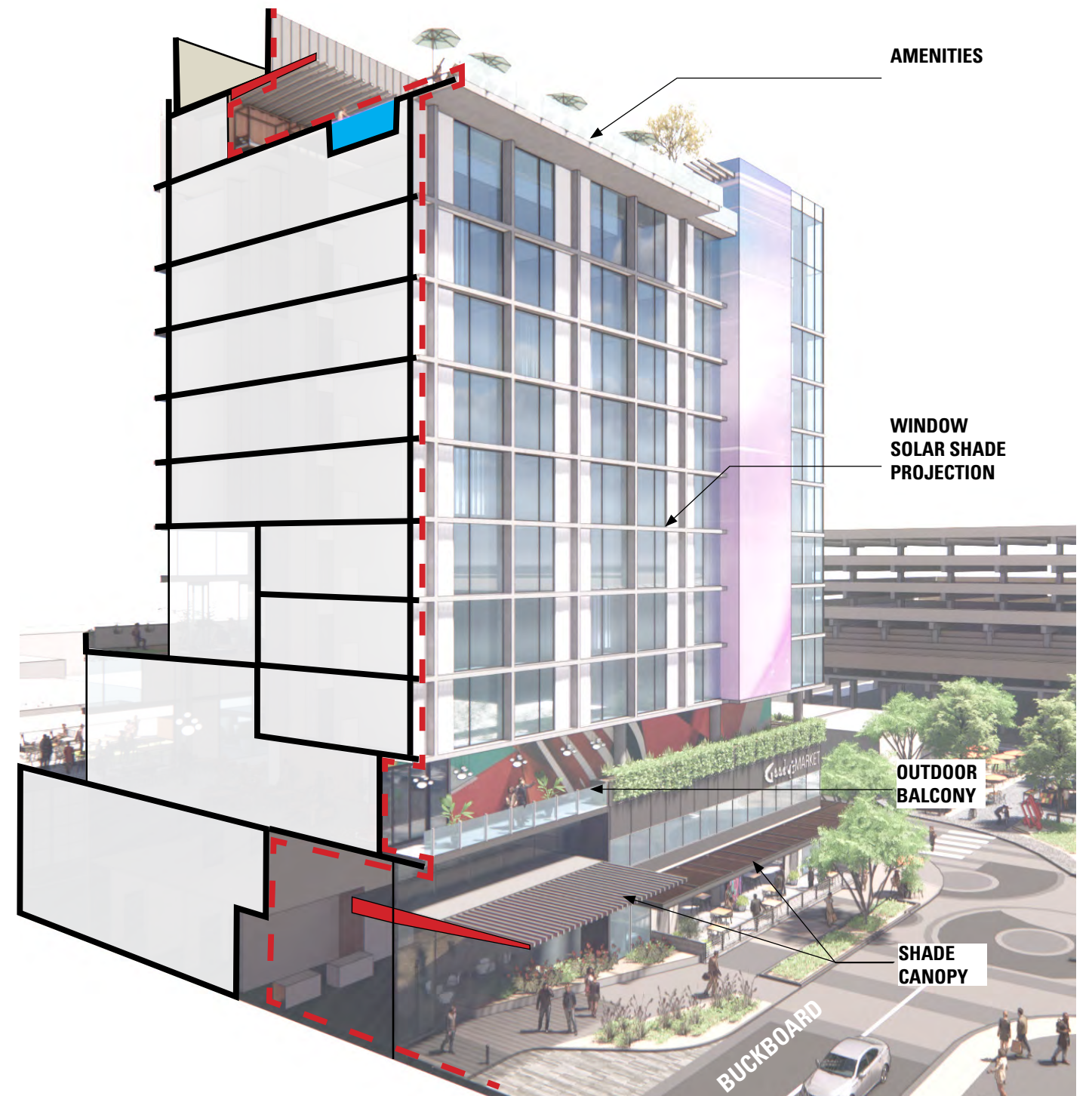
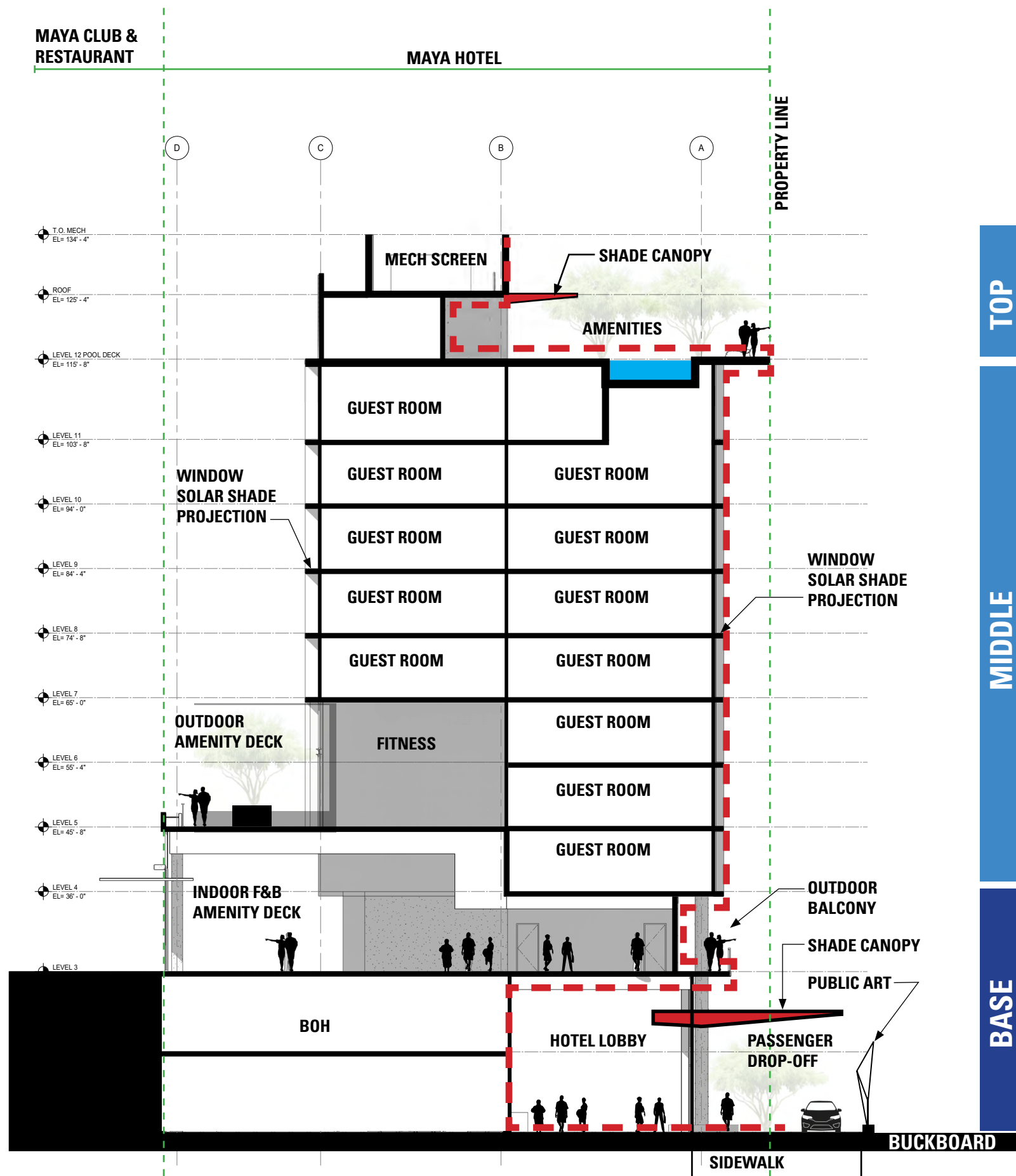
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THE MAYA HOTEL INSPIRATIONS



THE MAYA HOTEL WEST ELEVATION



THE MAYA HOTEL CONCEPTUAL SECTIONS

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5

CULTURAL IMPROVEMENTS

ART ENGAGEMENT CONNECTING PLACES THROUGH ART





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



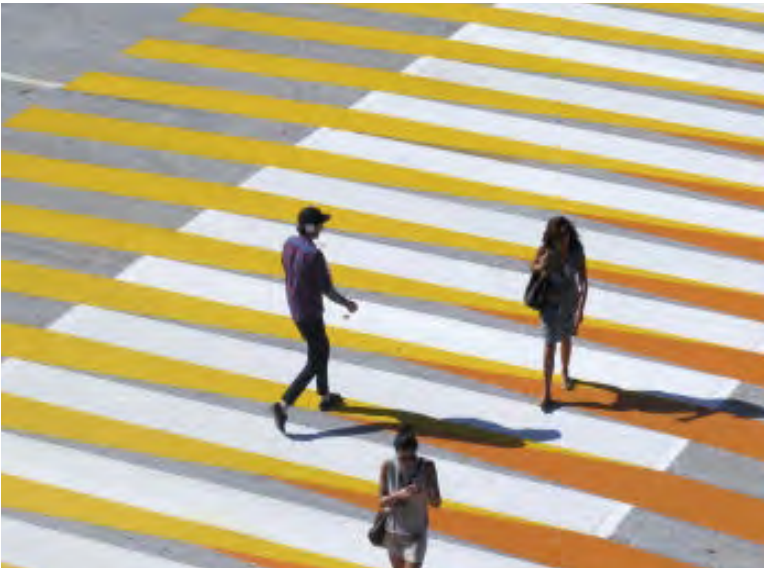
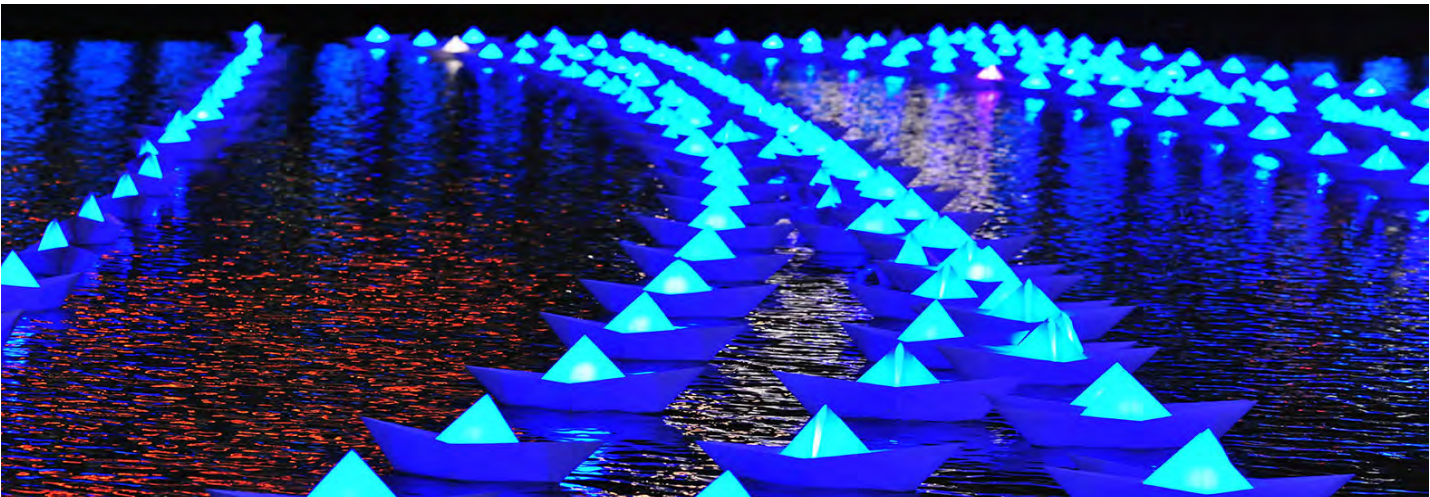
PUBLIC ART DIRECTIONS & OPPORTUNITIES:

- **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

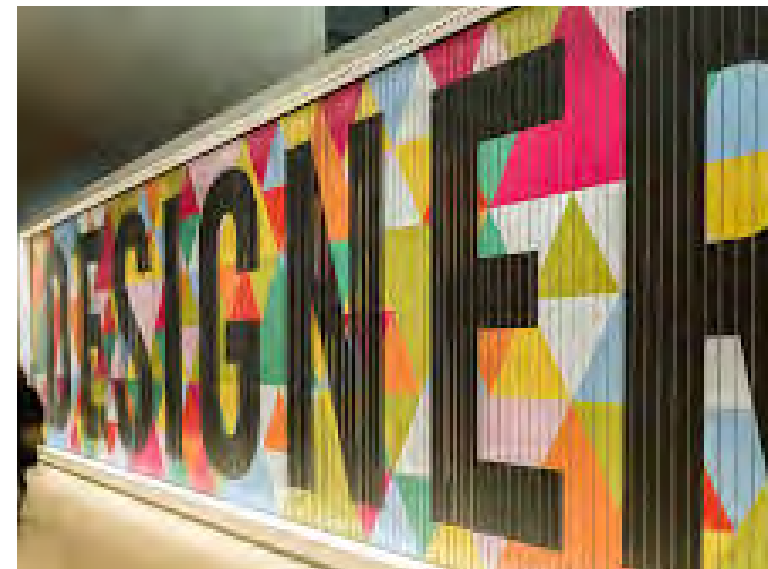
CONNECTIVITY

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.



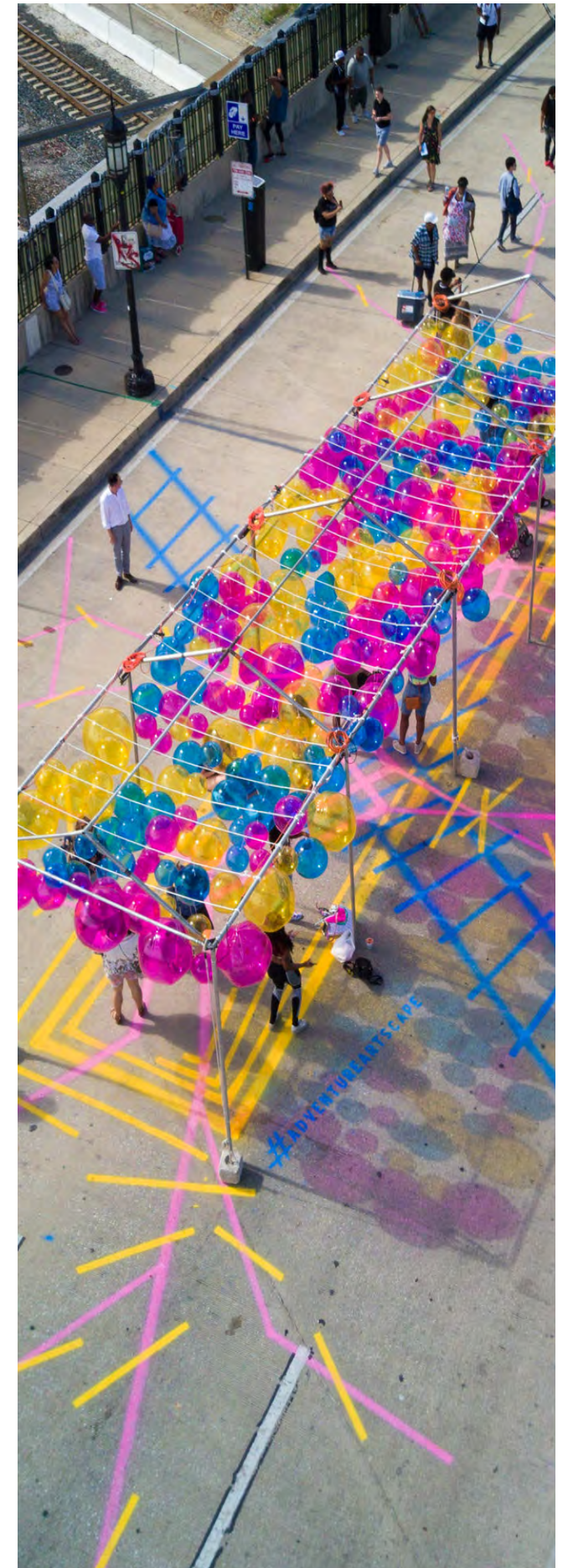
SHADE

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.



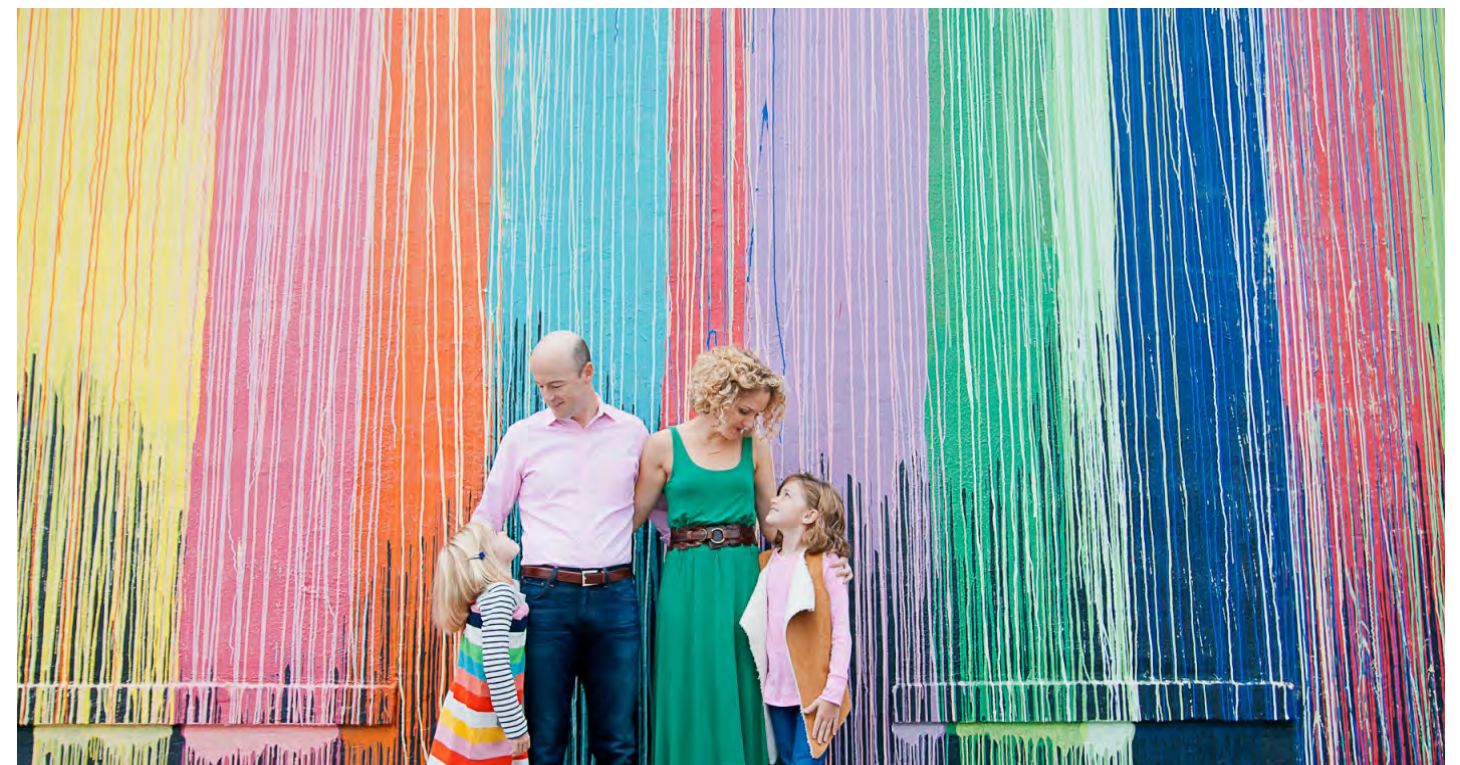
STREETSCAPE

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.



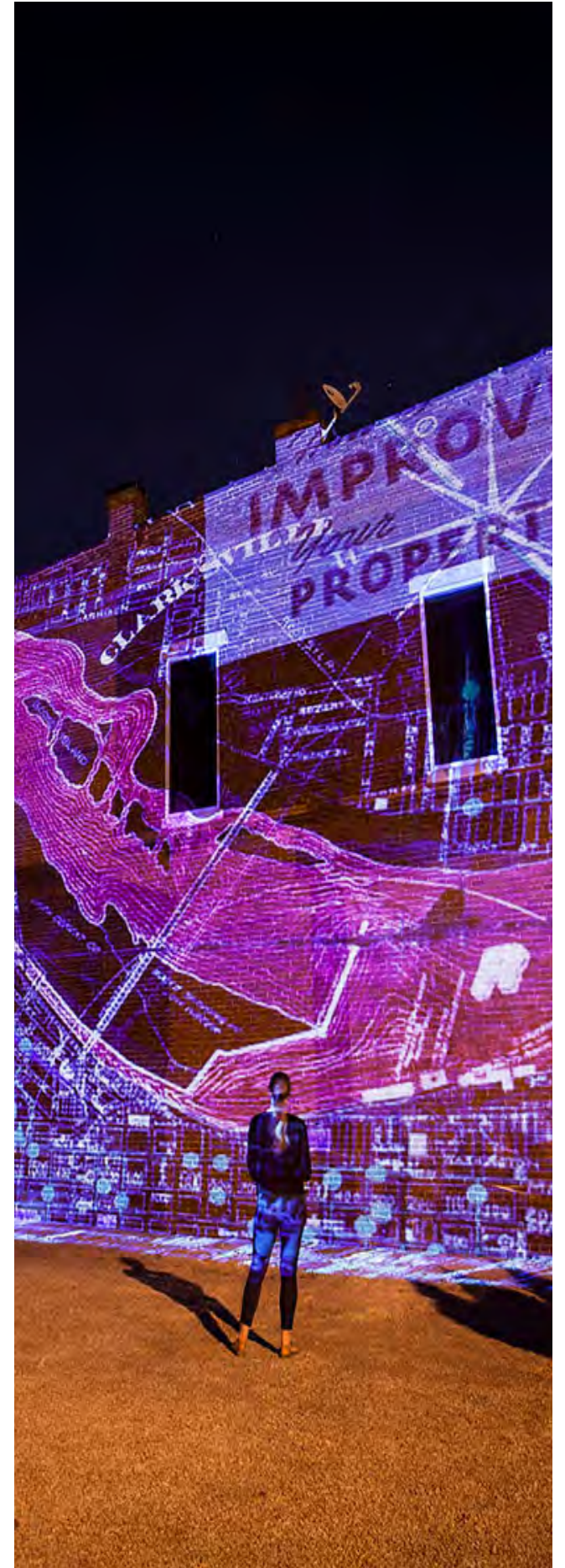
INTERACTION

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.

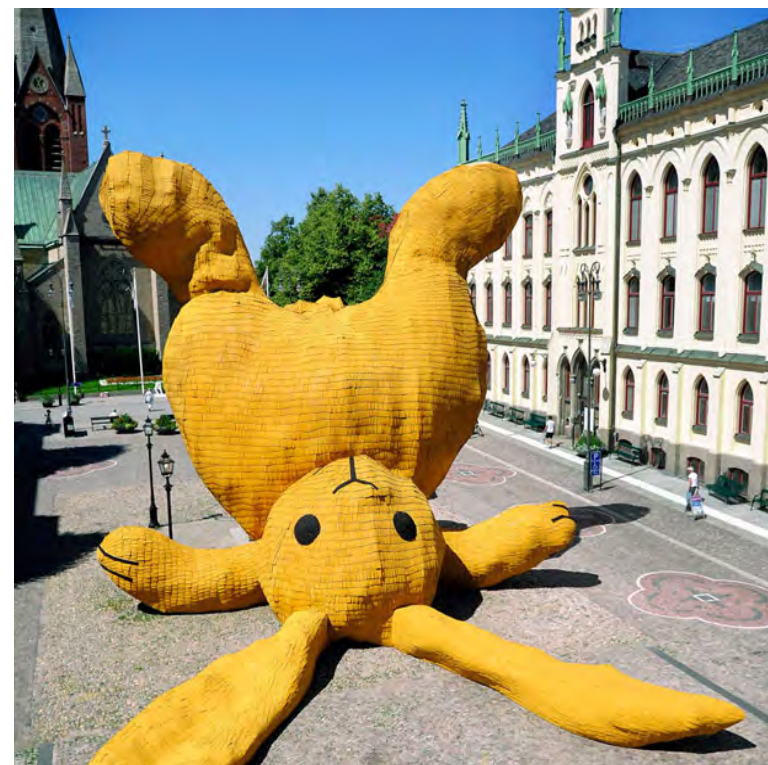
PLACE MAKING

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

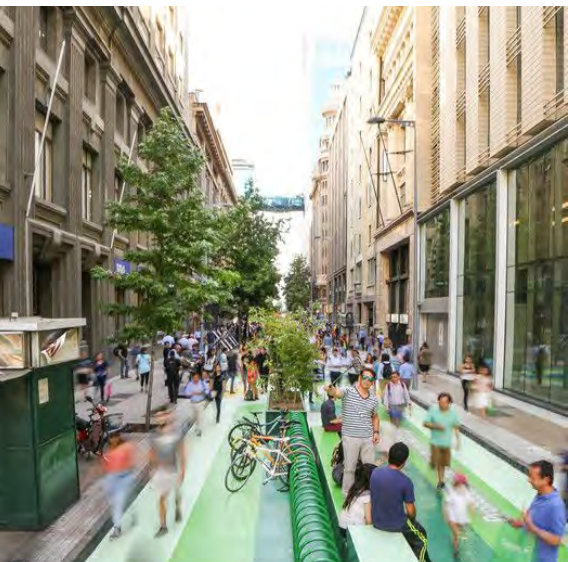




The Sonoran desert, located in the southwestern United States and northwestern Mexico, is known for its diverse ecology and unique landscape. Scottsdale, Arizona, located in the heart of the Sonoran desert, is known for sunshine and temperatures ranging up to an average 104 degrees in the summer. Development 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.

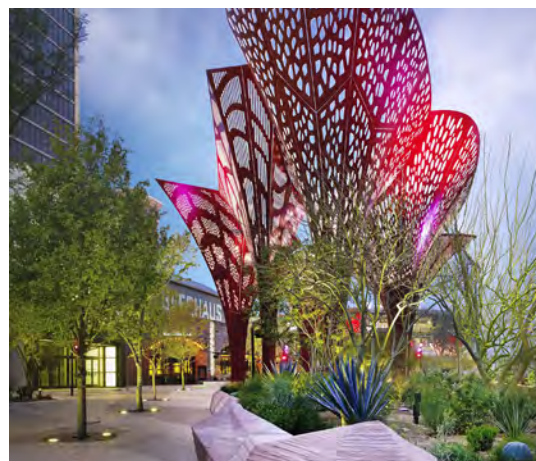
Suspended Shade Systems

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 placed 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.

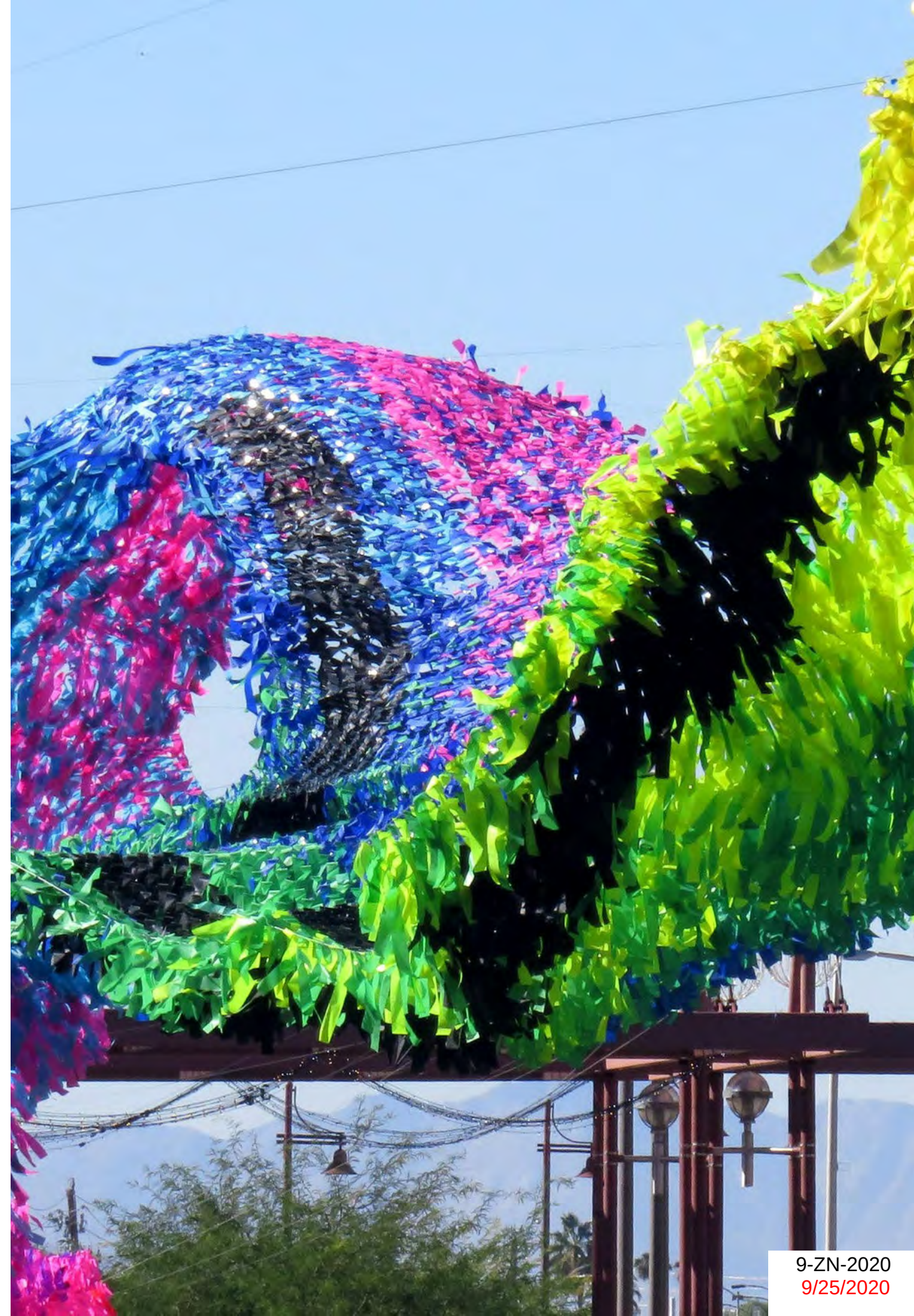




6

DESIGN GUIDELINES

OLD TOWN SCOTTSDALE URBAN DESIGN & ARCHITECTURAL GUIDELINES



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 walkaways 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





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

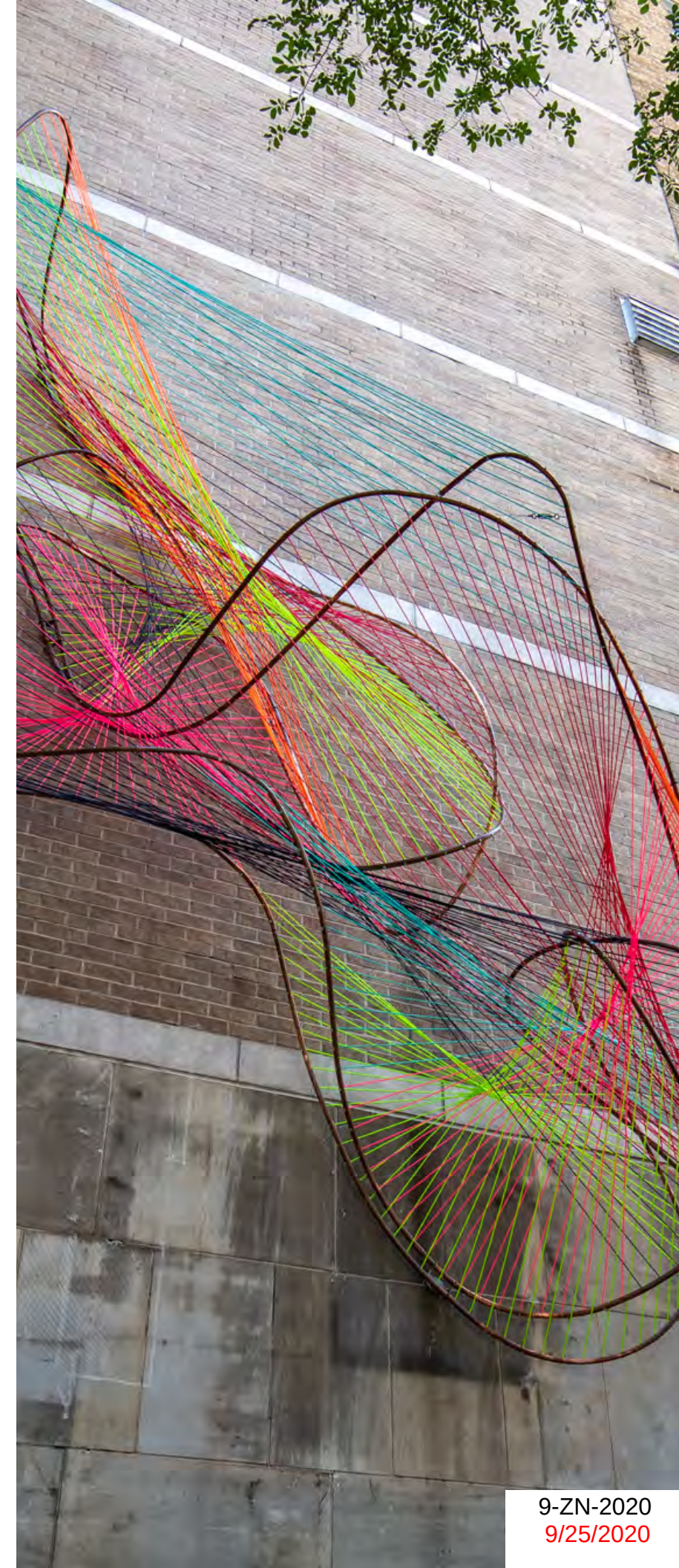
building, shadowing, and sensitivity of adjoining land uses with respect to amenity location and roof-top design.

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

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.





CANAL DISTRICT OLD TOWN SCOTTSDALE URBAN DESIGN & ARCHITECTURAL GUIDELINES



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 stepbacks, 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





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.

PRINCIPLE 7 :

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

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 connects newly developed open space and enhance the public realm of Old Town.

PRINCIPLE 8 :

- Buildings should be designed with a logical hierarchy of masses:
- To control the visual impact of a building's height and size
- To highlight important building volumes and features, such as the building entry

RESPONSE: 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 building. 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 may house specialty uses on the top level. The presence of roof deck amenity programming such as, but not limited to, public and or semi-public spaces, fitness rooms, and penthouses offer the ability to distinguish the top level architectural expression from the middle.

Building massing and separation on the site should recognize 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 buildings that may serve as iconic and visually engaging buildings while also improving the urban fabric and gateway skyline of Old Town.

PRINCIPLE 9:

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

RESPONSE: Buildings that blend indoor and outdoor spaces, natural lighting, fresh air, and





landscaping are all ways the Scottsdale Collection will embrace the desert environment. Blending materials with contemporary design will be used to enhance the pedestrian environment in the Scottsdale Collection. Shade structures, street trees, and art features will also be ways to extend the pedestrian environment providing continuous pathways for pedestrians throughout the district.

PRINCIPLE 10 :

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

RESPONSE: The Scottsdale Collection with embrace passive and active techniques to meditate solar exposure to buildings and public spaces. Environmental impacts will also be considered in the design of the Scottsdale Collection.

PRINCIPLE 11 :

- Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.
- The character of the area should be emphasized through the careful selection of planting materials in terms of scale, density, and arrangement

- The landscaping should complement the built environment while relating to the various uses.

RESPONSE: Planting design should complement that of neighboring developments. Plant palettes should feature hardy, native species as a foundation employing non-native species where applicable. 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. Plant species should 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.

PRINCIPLE 12 :

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

RESPONSE: Plant species should 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.

PRINCIPLE 13 :

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

RESPONSE: Lighting can be used to highlight architectural features on buildings, signage, and landscaping. Lighting can also be used to give a sense of security during night time activities. The Scottsdale Collection will use lighting to highlight the design features of the district while providing a sense of safety for the community and visitors.

PRINCIPLE 14 :

- Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.

- Signage should be designed to be complementary to the architecture, landscaping and design theme for the site, with due consideration for visibility and legibility.

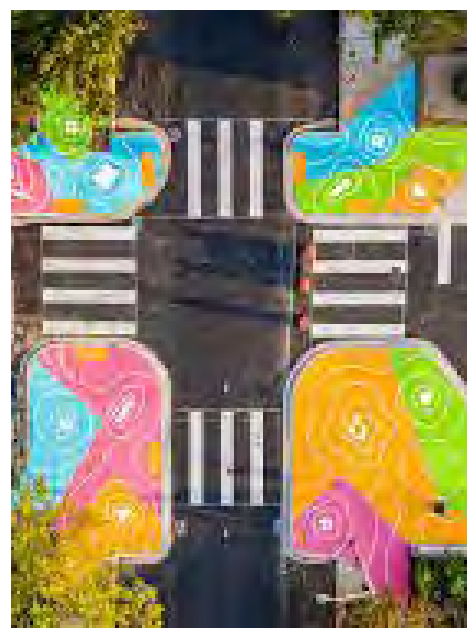
RESPONSE: Signage is the way people use to navigate spaces. The Scottsdale Collection will strive to create a clear sense of direction and location by providing appropriate signage. The signage will also be incorporated into the design of the development, be located in areas to ensure viability, used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





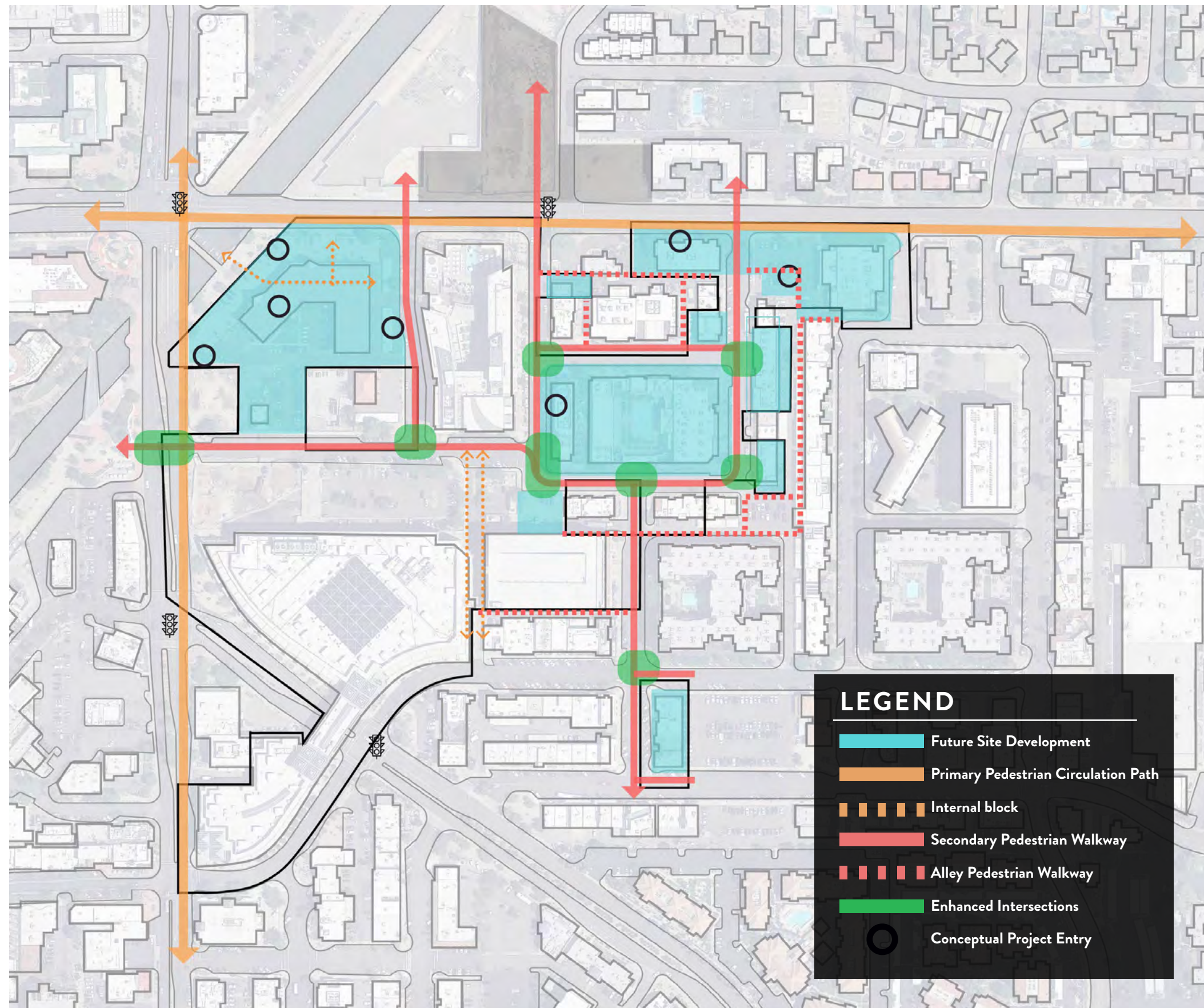
PLANNING DESIGN PRINCIPLES





CONNECTIVITY

Connectivity is one of the most important features on any successful site. The Scottsdale Collection not only has the ability to improve its connections internally, but also has other opportunities to connect to neighboring districts in Scottsdale. Currently, most of the connection into the site focus on vehicular transportation. There are multiple access points for vehicles through out the Scottsdale Collection. Additionally, the Scottsdale Collection contains areas where the pedestrian experience of the site can be improved. Scottsdale Road acts as a barrier that separates the Scottsdale Collection from the Old Town area. There is a need to connect the gap between the Scottsdale Collection and Old Town. It is important to make the connection between the Scottsdale Collection and Old Town to strengthen the economic growth and tourism of both areas. There are many ways in which the Scottsdale Collection can improve its connectivity. Pedestrian, vehicular, bicycle, and transit connections will be key in the redevelopment of the Scottsdale Collection.



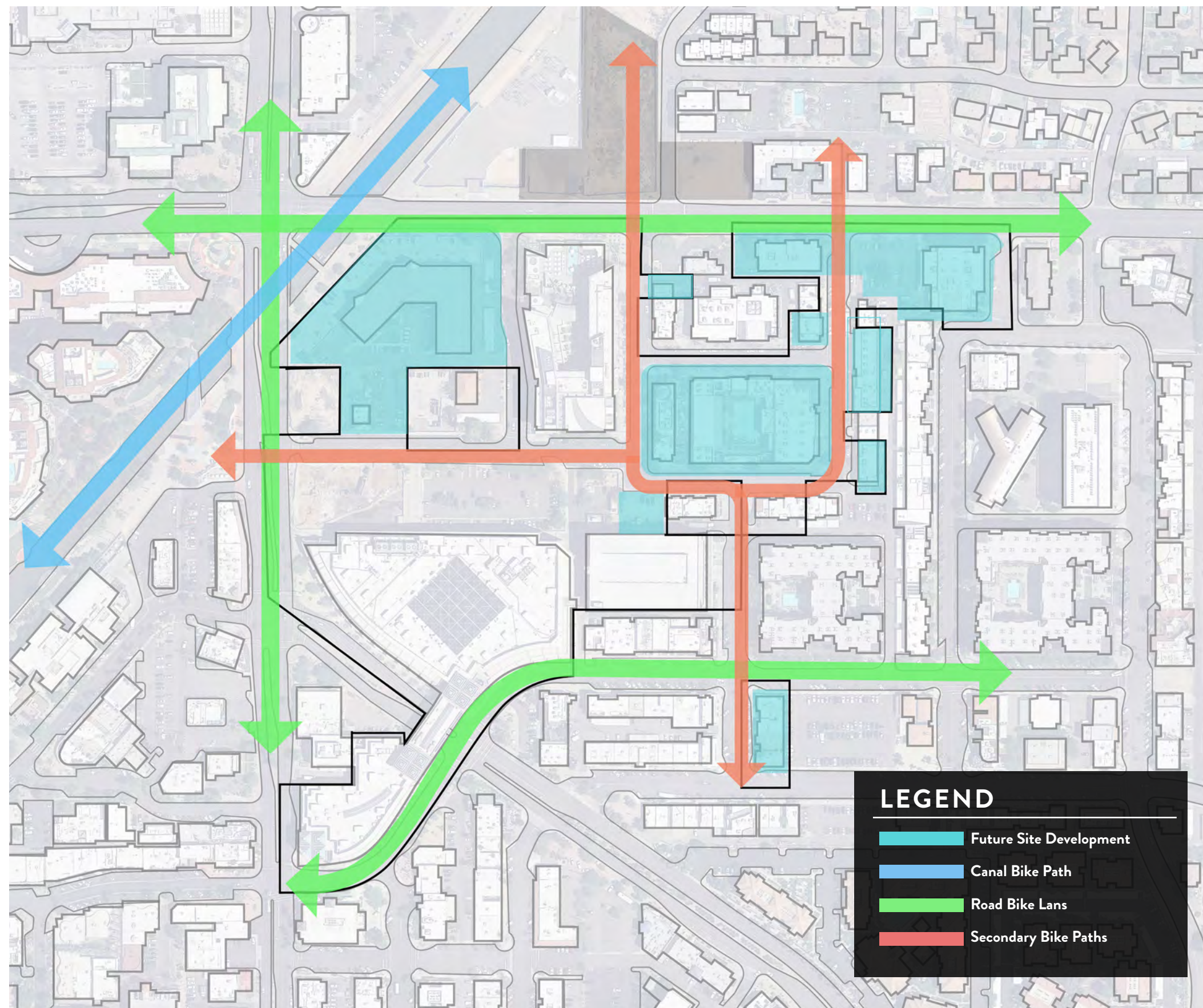
CONNECTION

PEDESTRIAN

Pedestrian connection in the Scottsdale Collection will support Scottsdale's vision of a vibrant, walkable downtown. Pedestrian connections to Valley Metro bus lines and to Scottsdale's neighborhood circulator system will be used to strengthen a walkable environment in the district. Pedestrian movement within parking structures and parking lots will be considered in the development of the Scottsdale Collection to encourage visitors to experience the area from a pedestrian perspective.

The Scottsdale Collection will also 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. The Scottsdale Collection envisions East Shoeman Lane as the functional and visual 'Main Street' connecting the Scottsdale Collection to the canal and Old Town.

By using existing sidewalks, the Scottsdale Collection proposes to build from that foundation, over time, to create even more comfortable and aesthetically-pleasing walking experiences within, into and from Old Town and Fashion Square. Walkways may be enhanced by pedestrian nodes, offering shade and seating, street art work, and art shade canopies.



CONNECTION

BICYCLE

Bicycle access to and within the Scottsdale Collection is encouraged through linkages to Scottsdale's on-street bicycle facilities and, a short distance away, to the regional Indian Bend Wash and Crosscut Canal paths. Bicycle parking for visitors and employees is proposed throughout the Scottsdale Collection. Chaparral Rd and 68th St, are designated bike routes in close proximity to the Scottsdale Collection and can provide an extended bike experience through the district.

Approximately one mile to the east is the Indian Bend Wash path. This path extends almost the entire length of Scottsdale, from the McDowell Sonoran Preserve to the Tempe border. It is a scenic route used by many bicycle commuters. Just west of the Scottsdale Collection; in the intersection of Camelback Rd and Scottsdale Rd is the Crosscut Canal Path. This path connects with the Arizona Canal Path and others to provide a primarily off-road route from Phoenix to Glendale on the west and through Papago Park to Tempe Town Lake on the south. The Scottsdale Collection is easily accessible by bicycle commuters from either of these two-regional shared-use paths.

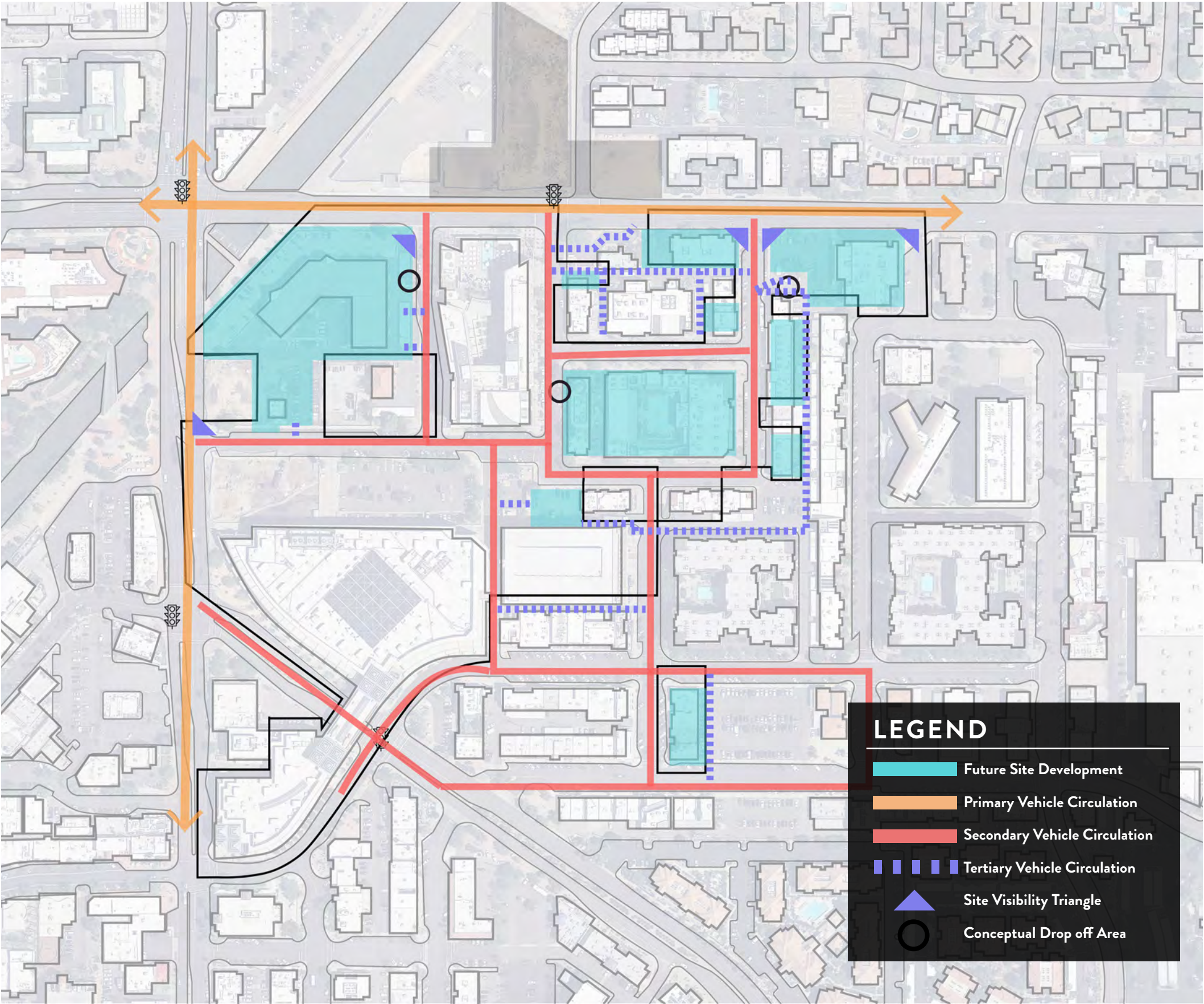
CONNECTION

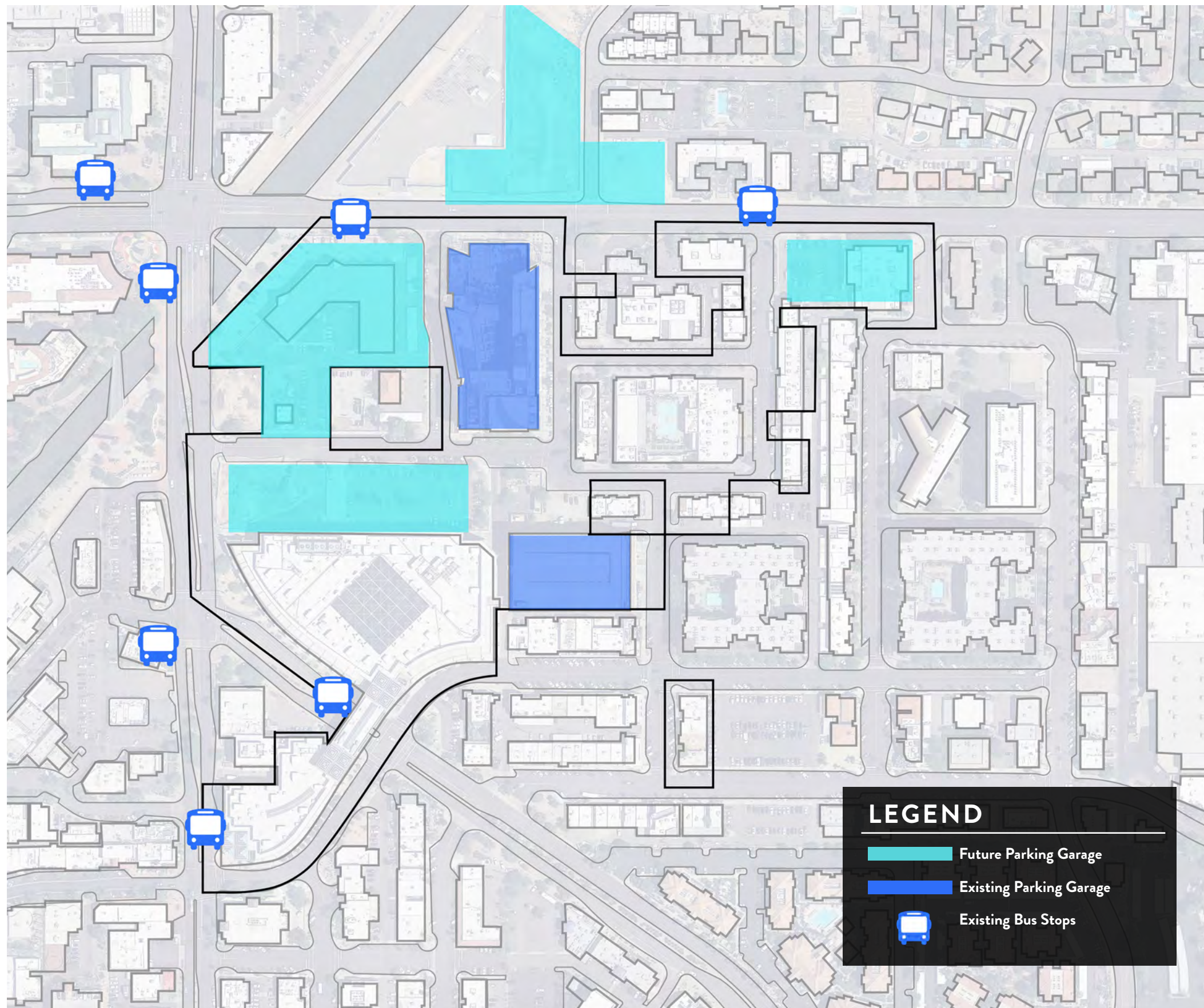
VEHICULAR

A vehicular circulation network is a critical component of future development. Ensuring efficient circulation routes to and within the Scottsdale Collection is a high priority since a majority of its visitors utilize private vehicles. Both Scottsdale Road and Camelback provide high capacity regional roadway linkages and are effective at conveying vehicular traffic to and around the perimeter of the Scottsdale Collection and the Downtown area.

Because of the spatial relationship that the Scottsdale Collection shares with the Old Town core, enhanced consideration has been given to accessibility and transitions. Streetscapes can reflect the character of Old Town by promoting narrow streets with some on-street parking, and a strong pedestrian emphasis. Pedestrian street crossings may utilize alternative paving materials and special hardscape elements to focus driver attention and reduce travel speeds.

The long-term vitality of any downtown area hinges on the ability to accommodate the localized and regional movements of its residents and visitors. The Scottsdale Collection recognizes the large number of visitors and employees that depend on public transit to access the area. Valley Metro bus service and local city circulators both currently provide service to the district. Future development may warrant additional opportunities to strengthen transit connections between the Scottsdale Collection, Old Town and adjoining neighborhoods. In addition, ride sharing and the promotion of alternative transit use by employees and visitors will continue to reduce on-site vehicle circulation and parking demand.





CONNECTION

PARKING

The Scottsdale Collection utilizes garages as part of its greater circulation system. Automobile access from primary streets should be direct and simple. Structured parking will contribute to Old Town compactness, and provide adequate parking spaces for visitors and uses.

By providing parking structures instead large surface parking lots, the Scottsdale Collection creates opportunities for enhanced pedestrian experiences and serves the convenience of visitors while minimizing the intrusion on the pedestrian environment. The intent of the Scottsdale Collection is to provide parking that encourages a “park once environment” where users can access multiple destinations without the need to move their vehicles.

Designing the proposed parking elements for the Scottsdale Collection in concert with pedestrian circulation is also key to its success. The intent is to give parking structures an enhanced architectural design by integrating context-sensitive architecture into the design of the parking structures. The Scottsdale Collection will also design in conjunction with the approved Downtown Plan, where parking locations should be considered to take advantage of existing transit systems to reduce parking demand.

The Scottsdale Collection is strategically set up to take advantage of shared parking uses, structured parking, if properly located, will contribute to Old Town’s viability, enhance pedestrian opportunities and serve the convenience of visitors without intruding on the pedestrian environment. The Scottsdale Collection will also provide frequent building entrances along public streets by minimizing the length of parking garages along public frontages. Another feature the Scottsdale Collection is the use of parking garages as an opportunity to display art. The large linear nature of most parking garage structures provides a blank canvas where hanging, projected, kinetic, mural, or suspended art can be displayed and enjoyed.



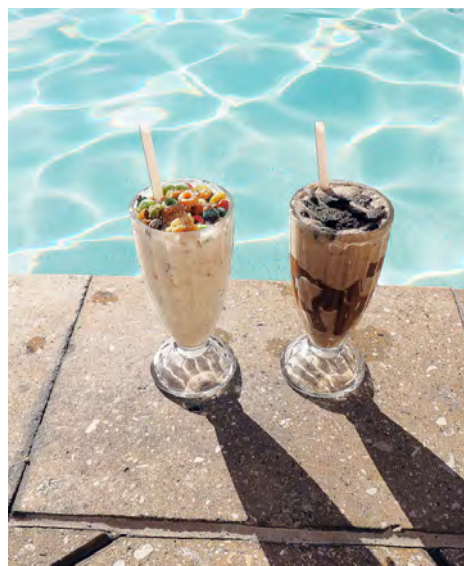
PLACE MAKING

A “place” has special qualities that attract people, encourage them to stay around for a while and to come back again. They feel good about being at that place. Spaces that lack a sense of place can feel fungible and somewhat generic unrelated to the culture and environment around them.

Places that are engaging develop a sense of “ownership” among people who use them. People are often attracted to places that are unique and have special qualities. Place making is a reflection of the history, culture, climate, uses of the built environment around them. Each place is different in this way.

The Scottsdale Collection will continue to create and/or enhance places that attract people, are active, well-used, enjoyed, and frequented throughout the day. The Scottsdale Collection will to enhance its existing connected system of open spaces and successful places.

A successful place is a walkable place and shares many attributes with walkable streets and pedestrian paths. The Scottsdale Collection strives to create successful places, through design, planning and management practices that take into account four key place making elements including local, memory, programing, and comfort.



PLACE MAKING LOCAL

An important idea in placemaking is the concept of creating spaces that feel local. To be local is to tap into the cultural and historical identity of the population and geographical location of the project. The Scottsdale Collection has the unique opportunity to connect to the emotional connection that both residents and visitors to Scottsdale associate with this particular location. Through the incorporation of native plants, capturing views to local mountain ranges, and highlighting the key features that make this site distinctive to Scottsdale are all ways in which the Scottsdale Collection can connect to the local environment. The Scottsdale Collection will also create its identity by providing spaces for local restaurants, retail, and hospitality, thus connecting to Scottsdale's local economy.



PLACE MAKING MEMORY

Unique, one of a kind experiences create memory. Creating spaces for dynamic and artful visual interaction, establishing a background for everyday life, and providing a place of safety and comfort are all ways in which the Scottsdale Collection can invoke memory in its visitors. The Scottsdale Collection, through its design and placemaking strategies will seek to create an environment that establishes the entertainment district as a place of memory for families, individuals, and visitors. When a positive memory is established with a place, it encourages people to not only visit but to stay and to come back to that destination several times. The goal of the Scottsdale Collection is to make the Entertainment District, not a one-stop destination, but a place where visitors and residence want to return over and over again.



PLACE MAKING PROGRAMMING

Activities are the basic building blocks of a place. Having something to do gives people a reason to come to a place and return. The Scottsdale Collection will give consideration to how the place will be used, who will use it and what activities will attract them. This may include:

- Providing public space for activities
- Creating places where people can gather
- Incorporating variety of different user experiences such as; dining and entertainment based activities that address the preferences of office workers, shoppers, hotel guests and residents.



PLACE MAKING

COMFORT

Creating a place that promotes the comfort of an individual is key to the success of a project. The Scottsdale Collection will consider the comfort of residence and visitors in the design of shaded streets and buildings. Comfort includes perceptions about safety and cleanliness.

This may include:

- Design public spaces to be consistent with the established aesthetics and character of the Entertainment District.
- Locate public spaces so they are in the line of sight of nearby offices, residential, hotel or other activity to encourage “informal surveillance”.
- Provide landscaping, shade, materials and furnishings.
- Provide comfortable outdoor seating and places to work.
- Provide shaded streetscapes to promote walkability and outdoor interaction throughout the year
- Maintain public spaces at the Scottsdale Collection so they are clean and free of litter.
- Plan for lighting types and intensities to highlight public spaces and primary pedestrian routes so that they are safe and comfortable for use after dark.



PEDESTRIAN ENVIRONMENT

Pedestrians will be at the center of the redevelopment of the Scottsdale Collection. It is important that the Scottsdale Collection relates to the human experience. The Scottsdale Collection should address how architecture and landscape and relate to the pedestrian environment.

Pedestrian activity can be stimulated if there are things to look at, activity, other people and places to pause along the street. Working within the constraints represented by the site following approaches are among those that may be considered:

Public art and display windows at ground floor level, display windows should consider, for example, showcasing work by artists and displays by the Scottsdale Collection tenants. The displays should change on a periodic basis to give variety to the area.

Distinctive landscaping and street furnishings should be considered to lend importance to a signature street. By providing places to sit, the streetscape can become a place where pedestrians are encouraged to spend time.

People attract other people and can evolve into being more than just a corridor for getting from Point A to Point B. By combining the approaches outlined in this section, the Scottsdale Collection can enhance its reputation as the “place” to be.



STORE FRONTS

Development in the Scottsdale Collection should design active building frontages to create inviting indoor and outdoor spaces visible from the sidewalk and street. Active building frontages are an essential ingredient in Scottsdale's desire to strengthen Old Town's pedestrian character. Lobbies, entrances, shops, retail, and restaurants should be used to activate the ground level at the pedestrian scale. The use of blank walls and other "dead" activities on street frontages should be avoided when possible.

Providing frequent building entrances along public streets will also be used to give the Scottsdale Collection a pedestrian atmosphere. Buildings should provide openings at ground level to allow views of display windows by pedestrians. The architecture and landscape of the Scottsdale Collection will collaboratively work together to create a memorable pedestrian experience.



SIGNAGE

Signage is an important part of the pedestrian experience in the Scottsdale Collection. Signage should be thought of collectively with the design of the architecture and the landscape of the area. The Scottsdale Collection is intended to look, work and feel like a premium luxury district, of which signage is a vital contribution. It is important to keep a consistent design language to communicate effectively.

The ultimate goal is to produce a consistent collage of signs that tastefully inform, delight and stimulate the visitors while fitting in seamlessly with the context of the environment. Due to the variety of architectural treatments within the Scottsdale Collection, each storefront sign will be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another. All sign materials must be consistent with the design theme, enhancing the storefront and evoking a positive image as well as reinforcing the high contrast of color present throughout the development of the Scottsdale Collection.



SURFACE TREATMENT

Streetscape will also be an important feature in the Scottsdale Collection. New buildings should incorporate enhanced street scape design by providing large sidewalks, changes to materials with pedestrian crossing, and surface treatments that help designate public area.

It is also important that the surface treatment and streetscape is considered cohesively with the architecture and landscape on the site to create a built environment that functions as a single entity. For more information on the development of streetscape and surface treatments please refer to the Landscape Architectural Guidelines Section of this document.



OPEN SPACE

Scottsdale's pedestrian character distinguishes it from other places in the Valley, and contributes to the vitality of the City, its commerce and livability. It serves as an attraction to visitors and an important part of the City's heritage valued by residents.

The Scottsdale Collection, with its urban setting, will implement Scottsdale's commitment to open space through its connectivity to open spaces as well as through its inclusion of gateways and open spaces related to the uses within The Scottsdale Collection. Types of open spaces within The Scottsdale Collection may include gateways, pedestrian nodes, primary open spaces, secondary open spaces and pedestrian walkways.

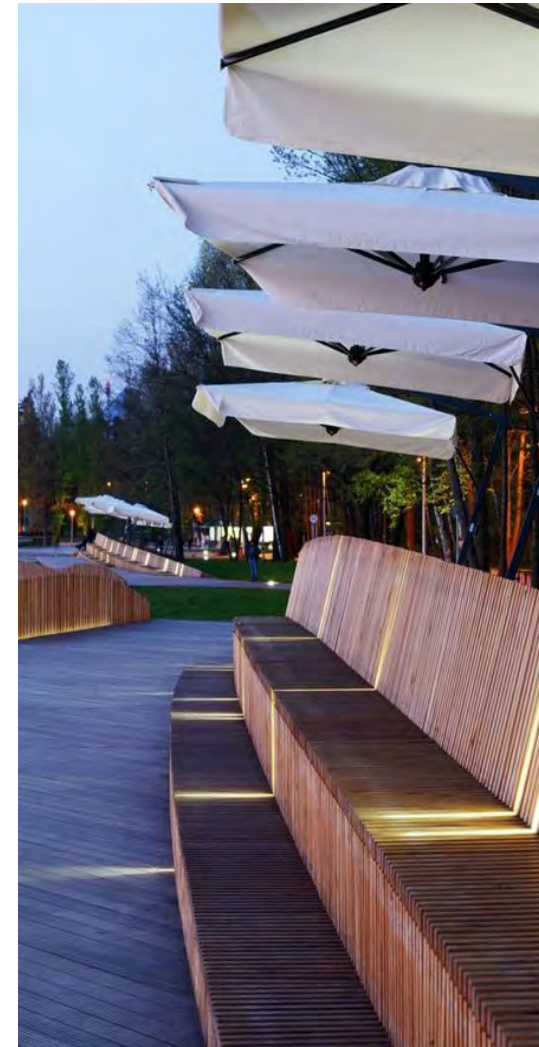
Depending on the uses developed within the Scottsdale Collection, open spaces to support those uses could include internal plazas, external plazas, elevated plazas and open spaces created to support future uses. Additional open spaces may be created by ground level building entrances, removed from the street, as well as by spaces enclosed within buildings, including patios, courtyards or atrium spaces. These types of spaces connect via pedestrian walkways.



GATEWAYS

Gateways are spaces that utilize iconic elements that help establish the Scottsdale Collection identity. Visible from roadways, gateways use iconic landscape, hardscape, plantings and lighting to identify major entry points to this urban center. In the Scottsdale Collection gateways can also be integrated art pieces, establishing the Scottsdale Collection as the contemporary art destination in Scottsdale.

The Scottsdale Collection will incorporate gateway monuments that signify entrance into the district. These monuments may span over the public streets and/or utilize public space.



PEDESTRIAN WALKWAYS

Raised open spaces and roof top terraces are highly desirable for office and hospitality/residential uses and significant sources of semi-public open space opportunities. Within the Scottsdale Collection open space plan are pedestrian walkways, which serve to support pedestrian connectivity and comfort while also harmonizing with the design character of the Scottsdale Collection and adjacent areas.

Open space in the Scottsdale Collection provides opportunities for enhanced pedestrian linkages to residential areas to the north, east, south and west of the district, as well as to nearby office, retail, hotel, entertainment, restaurant and mixed use spaces. Importantly, pedestrian nodes along these walkways should incorporate shade and seating for comfort.



WAY FINDING

Landmarks, art work, view corridors, and signage are all ways people use to visually navigate their environment. Signs, pavement markings, interactive displays; there are many possibilities to show pedestrians the way. Creative use of wayfinding features should be considered that contribute to the character of a place. Taking the same route every day may get old. Studies have found that being able to vary walking routes gives pedestrians a sense of freedom and makes their trips more enjoyable.

Variety, choices, changing views, side trips and exploration enhance the experience of walking. At the Scottsdale Collection, route choices should be provided within the overall open space system, at intersections, through buildings, and garages and at walking path junctions.



SHADE

Having the Scottsdale Collection be a premier destination year round is a focal point in the redevelopment of the Entertainment District. Part of creating a desirable place for this district is addressing the current climate conditions of the site. In Scottsdale, the average temperature during the peak of summer is around 104 degrees. This temperature can also be affected by the surrounding radiant reflectivity of materials in the site, making temperatures feel even hotter to a pedestrian.

The Scottsdale Collection is also affected by the number of paved surfaces and hardscape that creates an Urban Heat Island effect raising the nighttime temperature 10-15 degrees compared to rural areas.

The building planning, building design, and streetscape design should all focus on utilizing elevated quantities and qualities of shade. This effort of shade provision will provide relief in ambient surface temperatures and create a more walkable and environmentally responsive district throughout the year.



ARCHITECTURAL AND URBAN DESIGN DESIGN GUIDELINES



ENHANCED PUBLIC PERIMETER

ENHANCED PUBLIC PERIMETER

The purpose of the Enhanced Public Perimeter designation is to provide guidelines to achieve an elevated project presentation and experience along major arterial frontages. Both Camelback Road and Scottsdale Road are signature thoroughfares that define image of the City of Scottsdale. This section of the guidelines will outline design expectations of these frontages that will achieve the desired extortionary pedestrian and vehicular experience. The frontage elements outlined here address Streetscape, Open Space, Building Massing and Building Facade.

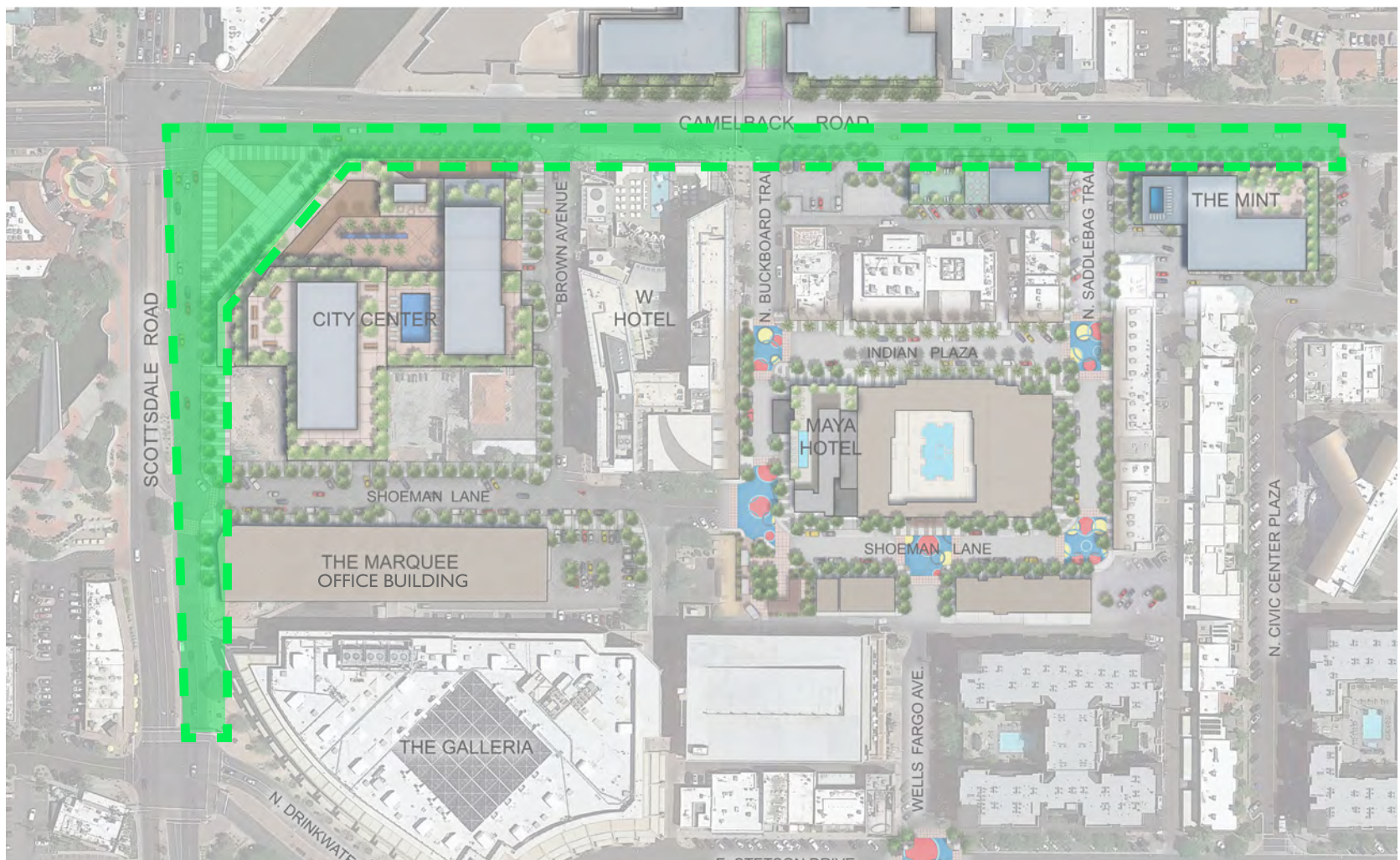
STREETSCAPE

SCOTTSDALE ROAD

Scottsdale Road borders the Entertainment District to the west. It is classified as a Major Urban Arterial, a six-lane road with a center median and attached sidewalks. The proposed building setback along Scottsdale Road 40 feet Although pedestrian activity is limited along this frontage, it offers a significant opportunity for vehicular-scale art and design elements including large scale sculpture, murals and signage that can create an immediately recognizable identity for the site even for those simply driving through the area. All design elements shall conform to City of Scottsdale streetscape design guidelines.

CAMELBACK ROAD

Camelback Road borders the Entertainment District to the north. It is classified as a Minor Urban Arterial, a four-lane road with a central turning lane and attached sidewalks. The sidewalks do not connect to the intersection of Camelback Road and Scottsdale Road due to the exposed corner of the Canal. The proposed building setback along Camelback Road is 40 feet along the City Center site and 20-25 feet along The Mint site. The frontage along Camelback Road provides a livelier pedestrian atmosphere.





THE MINT
CAMELBACK RD STREET SECTION



THE MINT
CAMELBACK RD STREET SECTION

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ENHANCED PUBLIC PERIMETER

STREETSCAPE

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 sections and 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 corridors of 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.



KEY PLAN



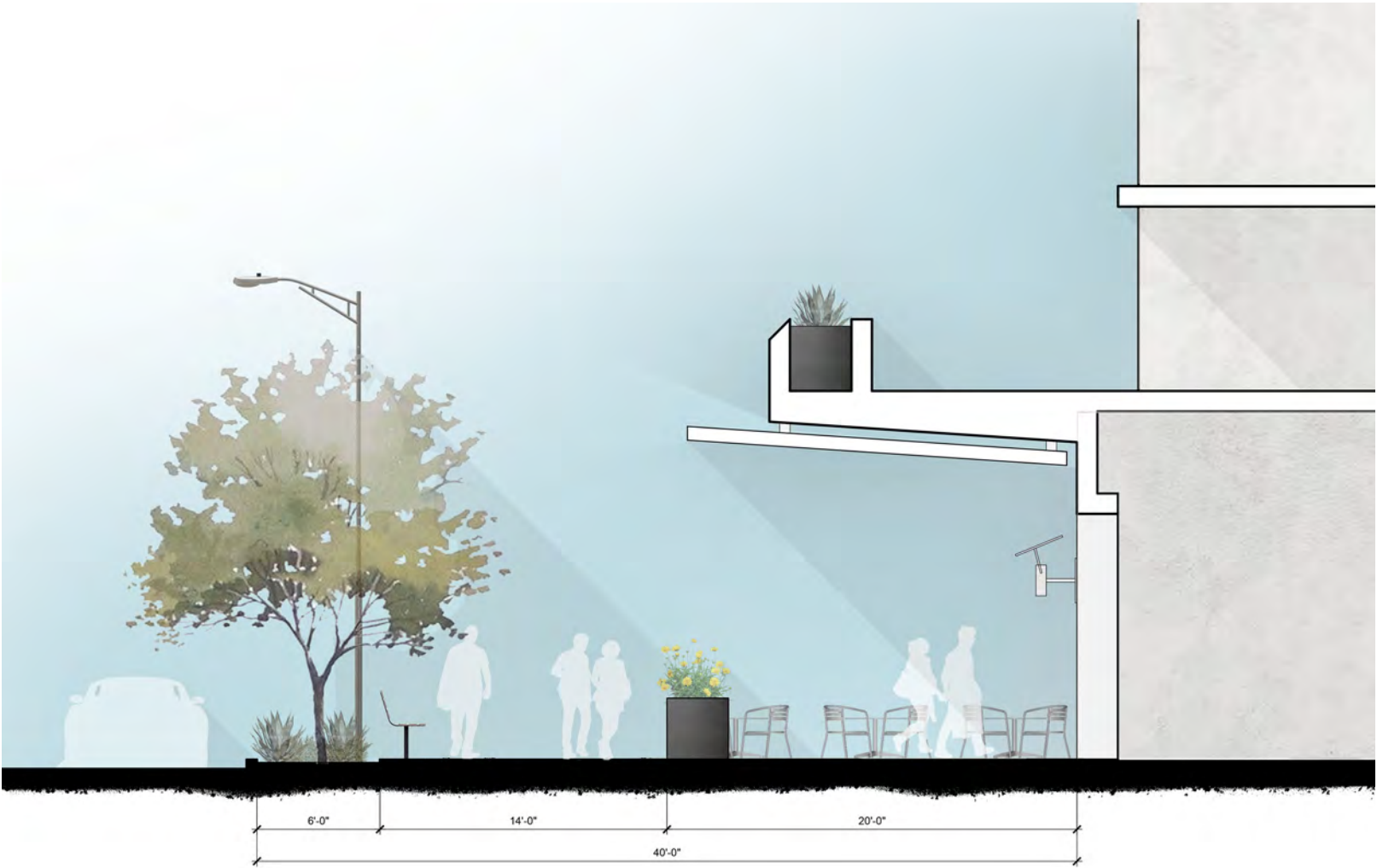
KEY PLAN

ENHANCED PUBLIC PERIMETER

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.



KEY PLAN



CITY CENTER
CAMELBACK RD STREET SECTION

ENHANCED PUBLIC PERIMETER

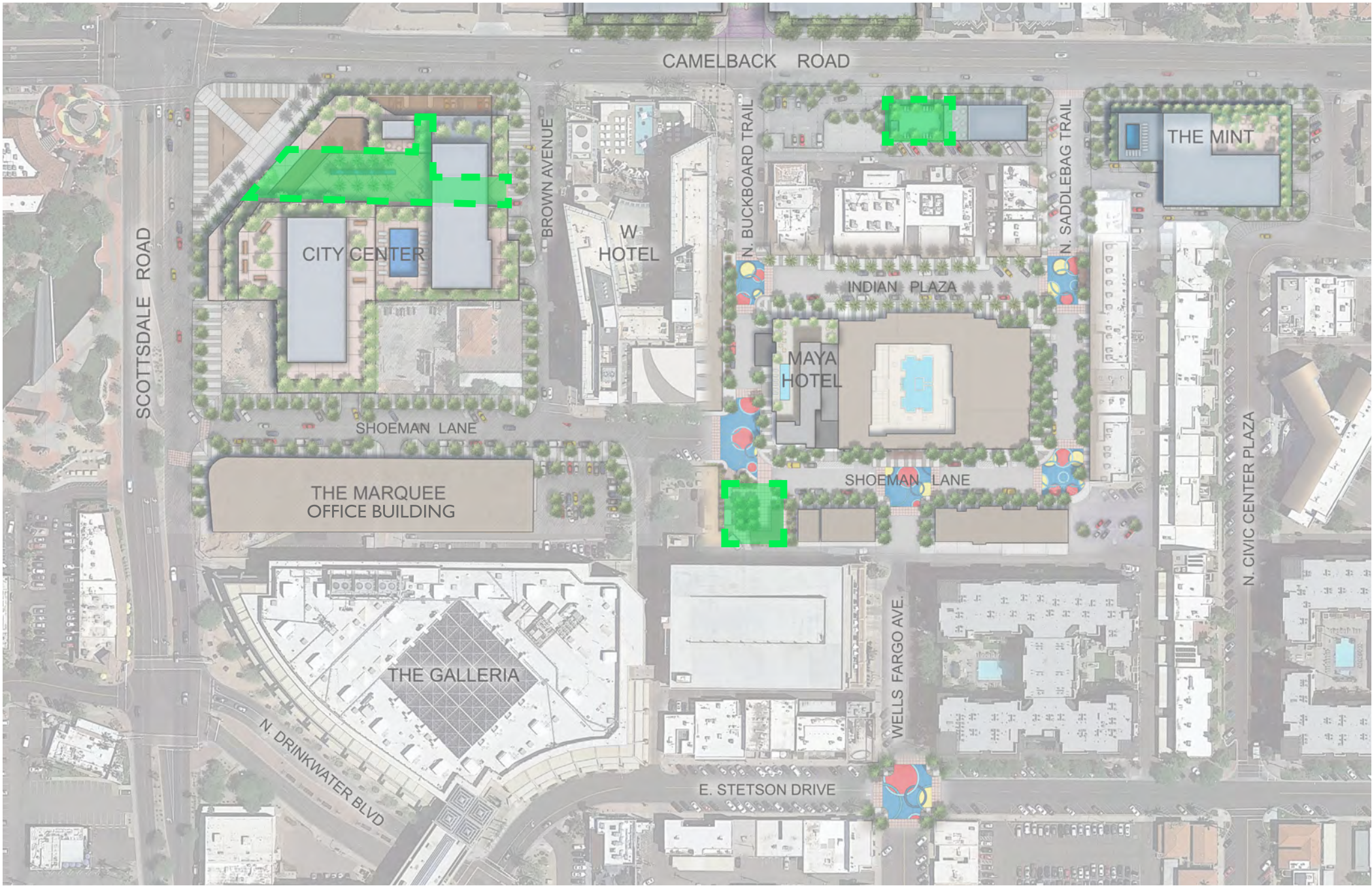
OPEN SPACE

It is important to identify opportunities for outdoor spaces that are visible, accessible and open to the public. The alignment of these along major arterials improves the pedestrian experience by providing visual and spacial scale variety along frontages. They also serve as destination nodes to help populate the streetscape corridors as connections.

The central design tenet for these spaces is user comfort. The benefit of incorporating exceptional open spaces into a development is the draw it creates for visitors, and when something is truly inspired that draw can reach national or even global proportions, particularly in the age of social media.

Attracting more people to the site and enticing them to stop and linger, creates greater potential income for service and retail establishments within the development. These spaces offer extraordinary locations for iconic public art installations, and within an arts district, like the proposed Scottsdale Collective, they are crucial to its identity.

*Refer to the Conceptual Community Benefit Plans for each par





ENHANCED PUBLIC PERIMETER

BUILDING MASSING

Within the EPP zone, building massing will be enhanced to create a more visually interesting built environment with a greatly reduced perceived height and volume. Visually diverse building elements should be overlapped in a manner to break up apparent mass and large continuous flat surfaces. As the function of different sections of the building changes, care should be taken to delineate those gestures in massing offsets.

Integration of both private and public open space on upper levels will be one of the primary tools used to create offsets and relief of massing within the volume of building blocks exposed to these frontages.

BUILDING FACADES

Design of building facades facing these frontage zones should be enhanced by a variety of different strategies. Goals of facade design should be to generate texture and depth within the facade by the use of integrated building elements. The dual function of these element should overlap with shading and screening functions when applicable. Window recesses, balcony overhangs and extended floorlines are possible elements that can add depth and shadow to facade expressions.



OVERALL ARCHITECTURAL CHARACTER

The architectural character of the Scottsdale Collection is a balance of both local and timeless iconic expression. This project serves as the gateway into the Old Town Scottsdale district and should present itself as a defining structure worthy of its location.

Buildings will not represent a specific architectural style but will individually respond to the conditions of context and use. Variety of building design and facade treatment is encouraged within the district. Just as public art and shade are founding principles of the public realm, artistic design expression and custom responses to solar exposure are highly encouraged.



BUILDING CHARACTER

RESIDENTIAL

Building design serving residential uses should reflect the highest quality building facade materials. Residential units should utilize louvers, overhangs, screens and other techniques to allow for visibility from the interior units while also mitigating any solar heat gain affects.

Residential amenities should be designed to provide the best in class facilities. Planning and programming should take advantage of seasonal climates that encourage indoor/outdoor experiences. Exterior finishes and layout should be high end and align with Scottsdale's reputation as a premier residential location.



BUILDING CHARACTER

HOTEL

Building design serving hotel uses should reflect the iconic destination of Scottsdale. Form and finish shall be high end and provide tourists and patrons with a uniquely Scottsdale experience.

Hotel amenities should be designed to provide the best in class facilities. Planning and programming should take advantage of seasonal climates that encourage indoor/outdoor experiences. Exterior finishes should incorporate high-end materials and layout to align with Scottsdale's reputation as a premier hospitality location.



BUILDING CHARACTER

RETAIL

Building design serving retail uses should provide for a high end and visually stimulating experience for pedestrians at the ground level of the development. The facade of retail development should also provide shade for pedestrians. Upgraded finishes and glazing that provide great exposure of the store interior are highly encouraged. Design should balance creative variety and context blending into the upper levels.

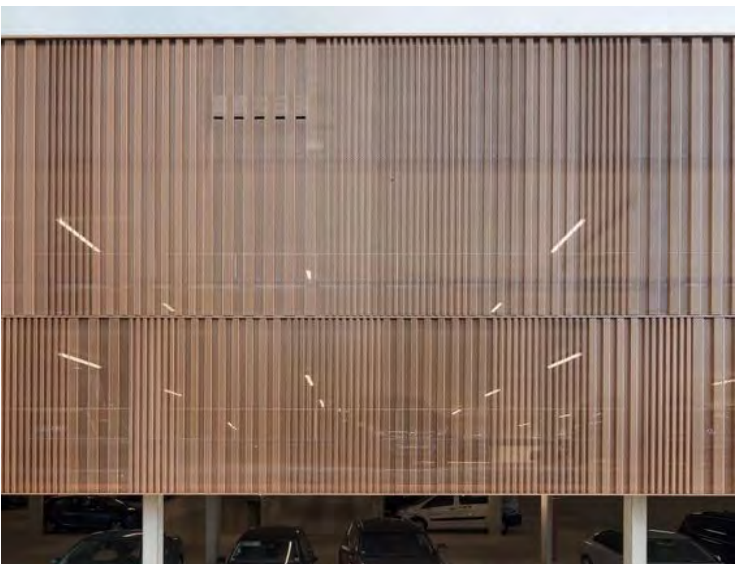
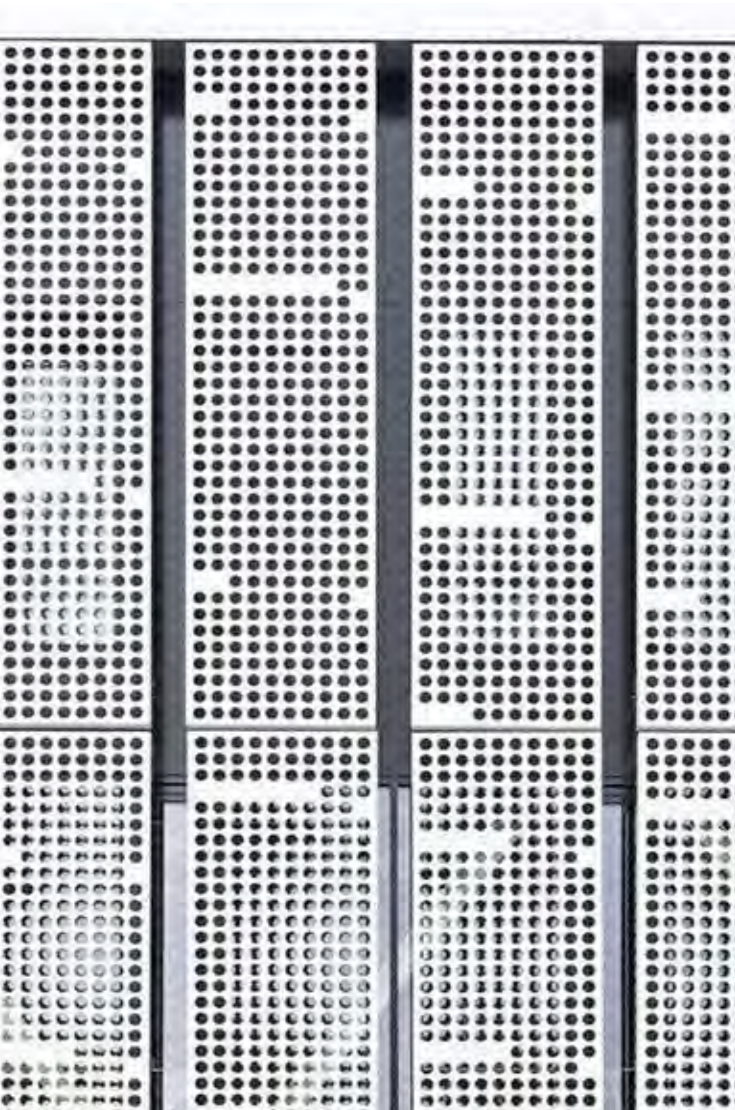




BUILDING CHARACTER RESTAURANT

Building design serving restaurant uses should serve to engage both the patron and the passing pedestrian with the energy and atmosphere of the establishment. This is accomplished through programming, planning, and facade design that promotes opening of the interior of the restaurant to the public way, while being aware of potential noise concerns and context. Operable walls and large scale glazing are just two ways to achieve this.

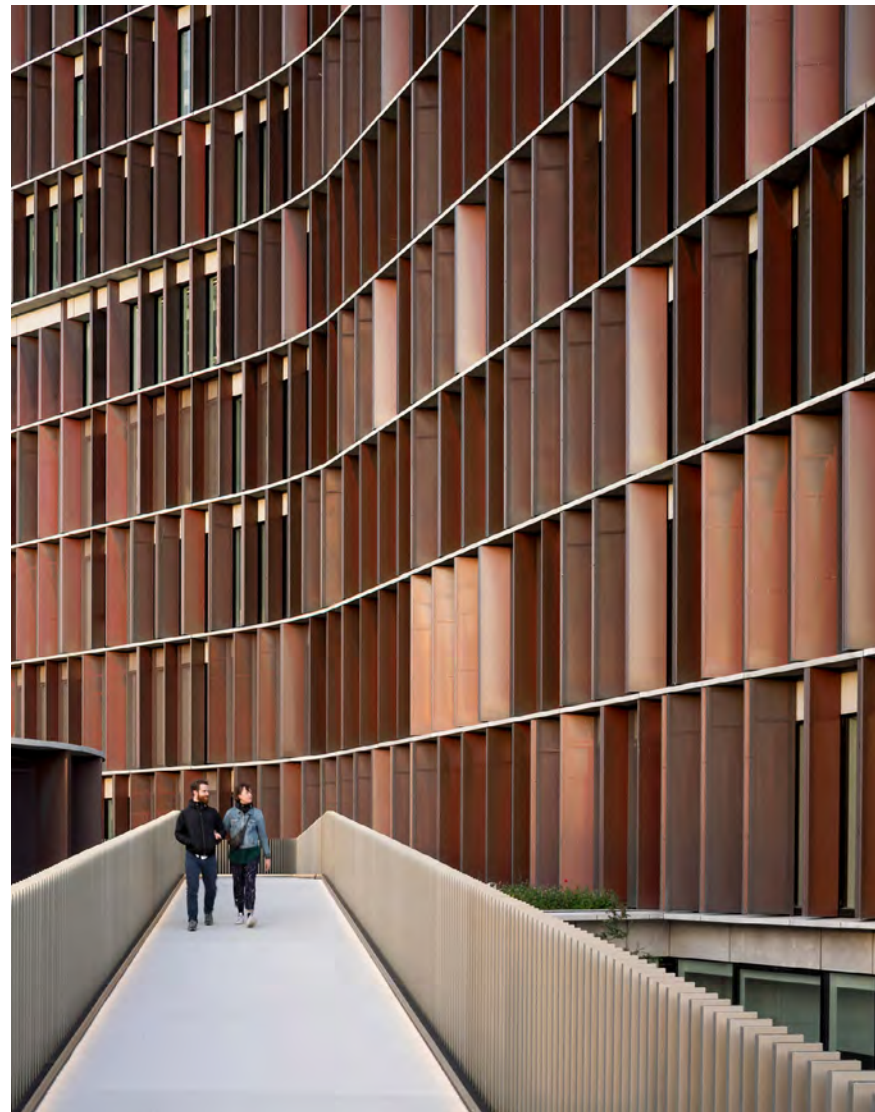
The branding of the restaurant should flow into the public way to enhance and inform the experience of the pedestrian zone. Outdoor dining opportunities are highly encouraged as a supplementary effort to enhance the pedestrian experience.



BUILDING CHARACTER

PARKING GARAGE

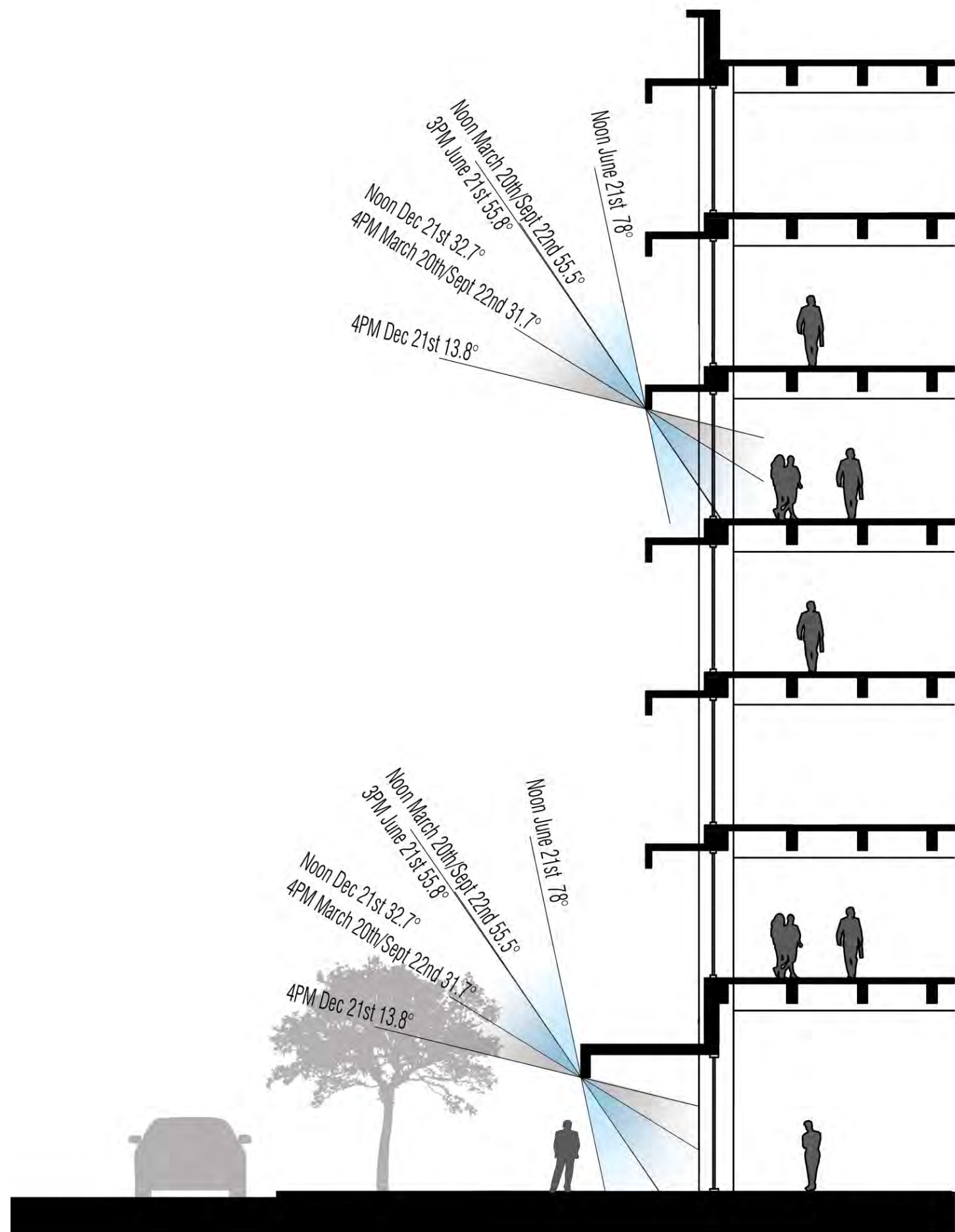
Buildings serving parking uses should be planned with efficient ease of navigation in mind. Exterior design of the parking facilities should serve to screen the parking function view from public ways. Creative and artistic screening solutions are highly encouraged for both functional and decorative purposes.



BUILDING CHARACTER

OFFICE

Building design serving office uses should include timeless and contemporary design. Interior and exterior design should promote solutions to daylighting and solar heat mitigation. Office design in this location should properly represent the premier destination of Scottsdale.



ENVIRONMENTAL RESPONSE

Orientation, Shade, & Rain Protection

Environmental comfort is one of the basic, underlying tenets that shapes the look and feel of the pedestrian oriented streets at The Scottsdale Collection. In response to Scottsdale's summer climate and monsoon season, The Scottsdale Collection provides various shading elements. Shade elements such as, but not limited to, suspended canopies, posted canopies, and awnings can be integrated into building and storefront designs as a part of the environmental strategy:

Shade/rain protection:

- Horizontal shading canopy are suggested
- Consideration should be given to the height and width ratio for the canopy.

Ground level shade/rain protection:

- For certain streets facing building facades at ground level canopies are suggested
- For certain south facing building facades, at the ground level canopies are suggested

Partial shade protection:

- Because shading strategies for different locations, with varying solar exposures, can vary greatly, partial shading designs will be considered on a case-by-case basis.
- For west and south facing facades' — afternoon protection is desired

NOTE: Landscape may be utilized and will be considered as part of the shading strategy.



FORM AND SCALE

Building Massing

- Properly address the context of the project site as a basic and crucial start to the building design by understanding the surrounding building design, scale, and material..
- Use the base/middle/top design basis as a foundation to inform both building massing and programmatic functions of mid rise and high rise buildings. The base/middle/top organization does not necessarily imply stepping each section back as the facade goes up. Equal visual interest can be obtained by possibly recessing the base and top as a delineation. This has been a successful strategy in urban areas where pedestrian sidewalk width is crucial
- Regarding programmatic delineation, ground level commercial functions should visually separate the base in conjunction with appropriate material and other anchoring elements. Program 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 utilized 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.
- Massing strategies should be used to design towers that properly serve as iconic and visually engaging buildings while also improving the urban fabric and gateway skyline of Old Town



FORM AND SCALE

Facade Treatment

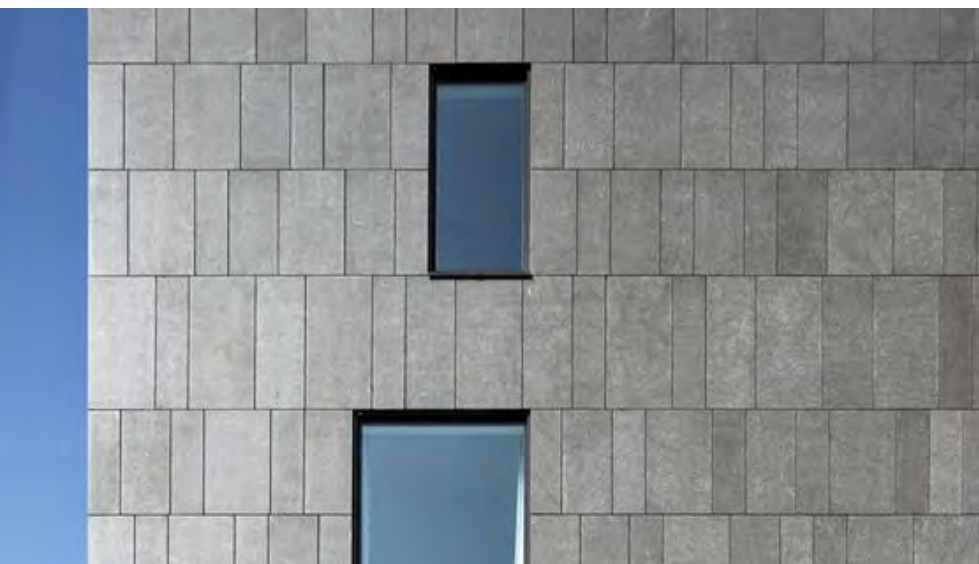
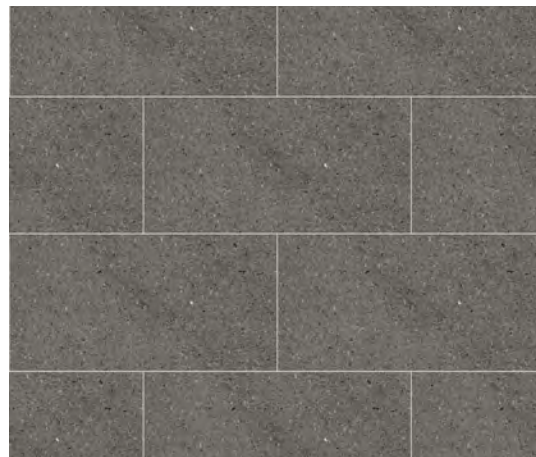
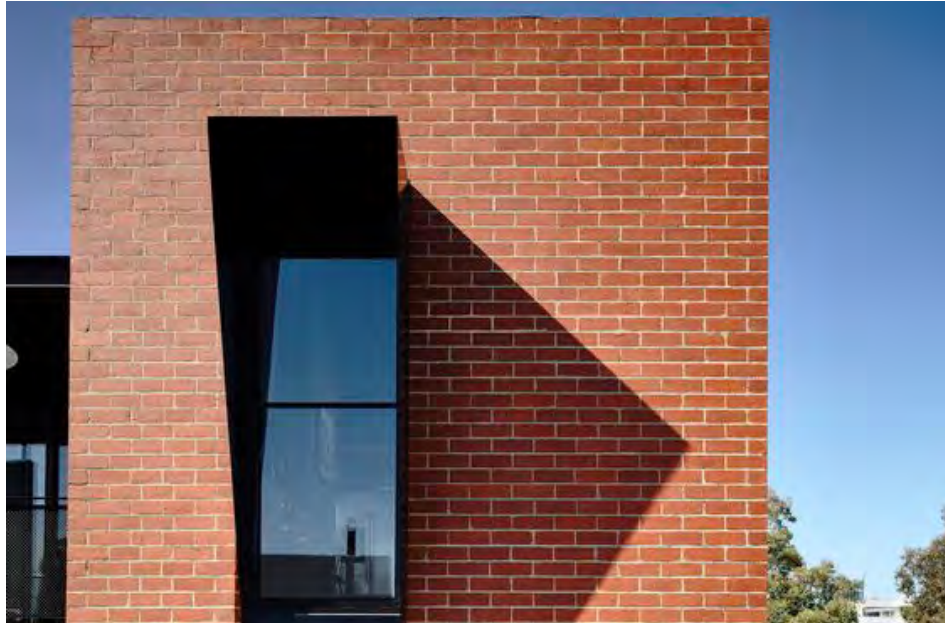
- Buildings should be composed to form dynamic building expressions and used to break up buildings into clear and distinct architectural elements.
- Quality design and detailing is encouraged on all sides of every building.
- Variation in building volume and plane and material are encouraged to create dynamic textures and variations with shade and shadow that are animated by the sun throughout the course of the day.
- Sun shading elements, projecting canopies, and awnings that provide cover and shade along the length of the street and shade building facades are encouraged
- The level of detail should be enhanced at the street frontage with refined materials and strong entry elements.
- Transparency of building facades is encouraged at the ground floor when abutting pedestrian areas.

Openings

- Doorways should address human scale and comfort and therefore head height for such openings may fall into the range of 8' to 12'.

Roof Treatments

- Buildings that strive to be iconic should be focused on how the top of the building meets the sky and alters the skyline of the district. Roof expressions in this district are encouraged to be dynamic in a way that supports and improves the skyline of the district. Variation in expression, texture, and height is encouraged.



MATERIALS

All building materials in the Scottsdale Collection should reflect a high quality of craftsmanship, through the careful design and detail of how materials are used, selected, and featured in architecture. Building materials should be used to create architecture that is both timeless and contemporary.

Masonry

Careful attention to detail is required at all connections and transitions to other materials. Edge details should prevent visible unfinished edges. Natural stone must be protected against staining and discoloration by means of sealants appropriate to the material.

Limestone

- Regionally sourced
- Varied colors, sizes and textures

Brick

- Natural tones are encouraged
- Blends with limited variation and similar hues

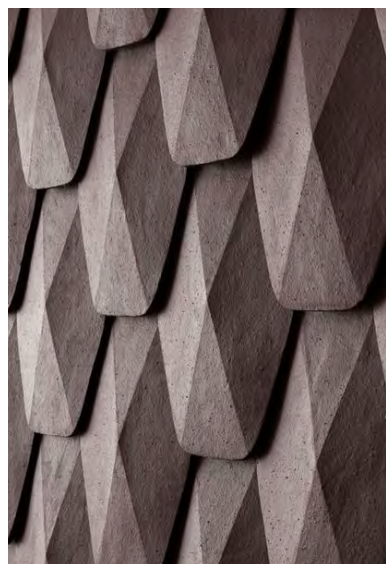
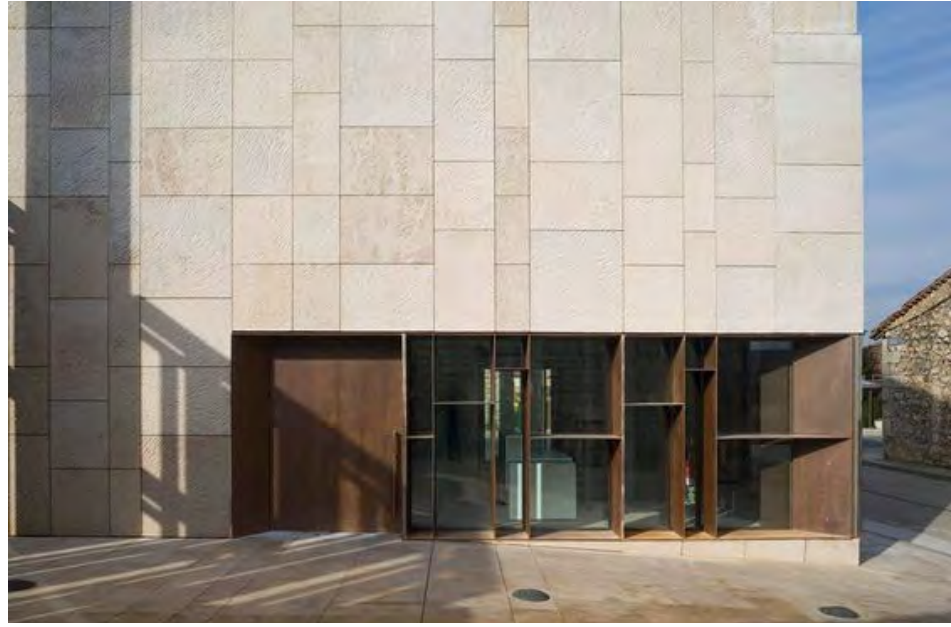
CMU

- Burnished
- Integral color

Other Natural Stone

Finishes for stone may include, but are not limited to:

- Polished
- Sandblasted
- Flamed
- Honed
- Split-face
- Carved



Concrete

Many precast stone and concrete products are currently available may be appropriate.

- Cast-in-Place
- Precast
- Board or linear formed concrete

Wood

Wood is best used in locations with minimal weather exposure, and the wood used must be kiln dried, mill quality, and specified clear with no knots and minimal imperfections. Care should be used with wood in exterior applications due to the environmental wear on the material. Acceptable wood species may include:

- IPE
- Cedar
- Cypress
- Mahogany
- Oak

Finishes for wood may include, but are not limited to:

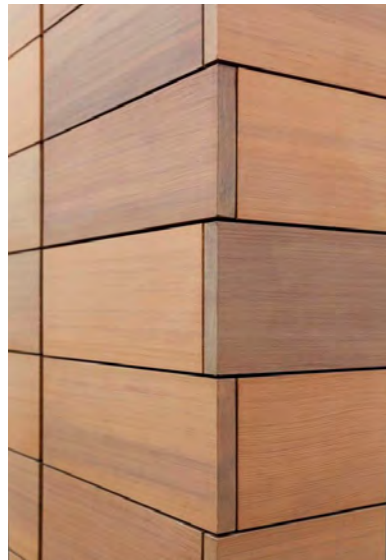
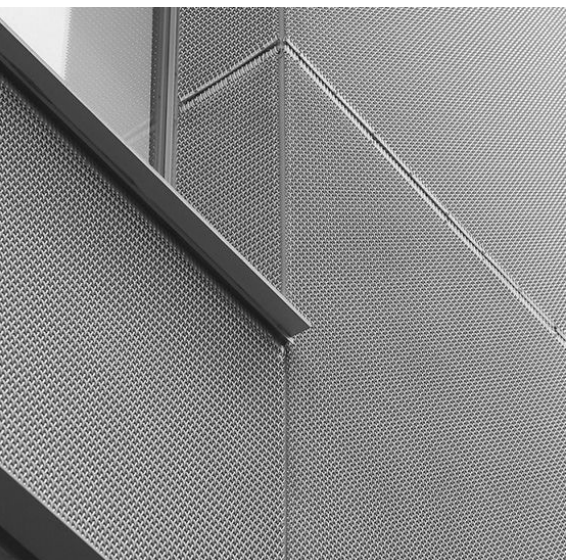
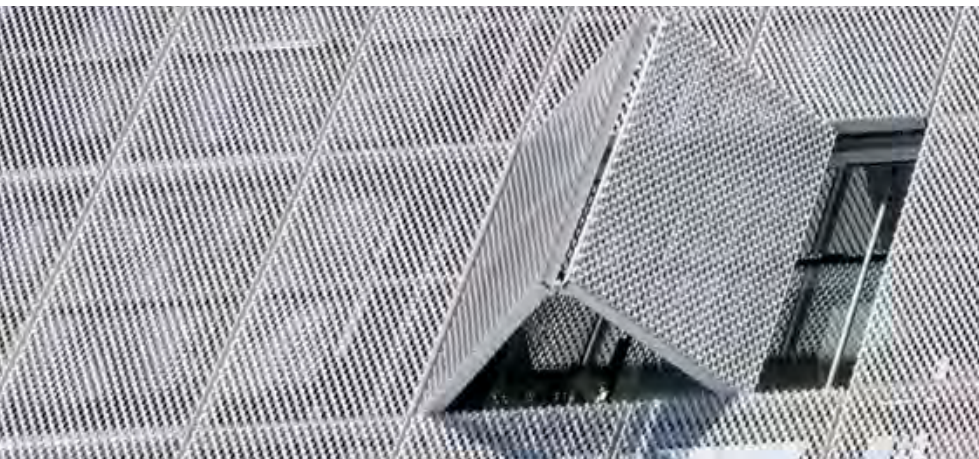
- Painted wood (enamel finish)
- Clear, preservative sealant
- Stained and sealed

Glass

Glass is vital for interior–exterior dialogue, and therefore should be carefully considered to optimize uses. Ground level glazing on shall have a visible transmittance (VT) of 0.6 or greater.

Glass may include, but are not limited to:

- Clear
- Tinted (Greys, Blues)
- Frosted
- Channel Glass
- Stained and sealed



Cladding

Exterior cladding in the Scottsdale Collection should be highly detail at all connections and transitions to other materials. Exterior edge details must prevent visible unfinished edges. Exterior cladding in the Scottsdale Collection can also have a variety of different styles and finishes, but all cladding should be complementary to the design of the Scottsdale Collection.

Finishes for cladding may include, but are not limited to::

- Curtain Walls
- Rainscreens
- Metal profile
- Tile handing

Terracotta

Architectural Terracotta screening can be used in a variety of different ways in the Scottsdale Collection.

Terracotta material applications may include, but are not limited to:

- Rainscreens
- Wall Cladding
- Louvers

Limited Finishes

- Painted CMU (inside of service yards only)
- Stucco (in back of house locations)
- EIFS
- Polished Metal (should be solid not plated, and should be limited to accent trim)
- Unique treatments of metal (painted, rusted, imprinted, and etched metals)
- Engineered synthetic or composite wood-like materials may be used

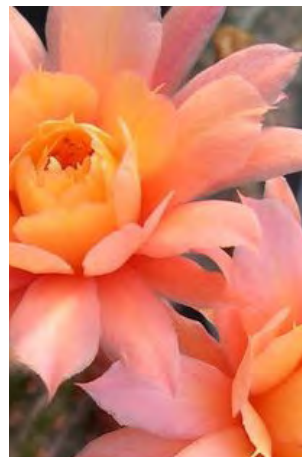


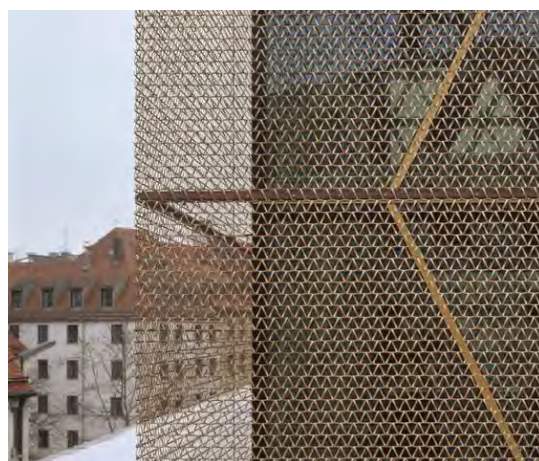
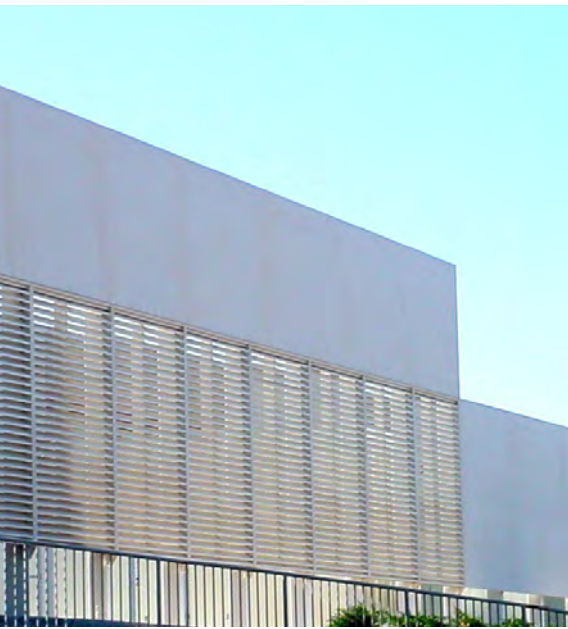
Accent Colors

In addition to rich natural earth tones, the desert landscape also contains a diverse range of colors and hues that change throughout the seasons. Desert blooms showcase and include, but are certainly not limited to, vibrant blue, red, orange, yellow, purple, and gold tones that carpet the desert floor at different times throughout the year and in response to variations in natural conditions. Sunsets also create a dramatic backdrop to the desert landscape as dynamic colors paint the sky at dusk. The Scottsdale Collection will pay homage to the diverse color palette found in the Sonoran Desert.

Such desert bloom color palette applications may include, but are not limited to:

- Accent color on building facades
- highlight entrances
- Shade and art installations, permanent and temporary
- Accent materials for hardscape and landscape





SCREENING

Mechanical Equipment

Mechanical equipment, whether at grade or on a building's roof, should be screened from ground level public view with architectural and/or landscape materials consistent with the buildings at the Scottsdale Collection (materials, color, scale, etc.), or they should be located so as not to be visible from public ways.

Utility Equipment

Utility equipment (vents, stacks, gas and water meters, etc.) and associated protective materials (bollards, etc.) should be screened and painted so as to blend in with the roof or building. Fencing or screens must meet all code and proprietary clearances.

Service Areas

Service areas (trash, recycling, mechanical areas, storage, utility, and meter rooms) should be architecturally integrated within the body of the building or located in service alleys at the backs of buildings and be screened from ground level public sight. Masonry or opaque steel doors and screens may be used. Chain-link with vinyl strips is not acceptable. The effectiveness of the equipment screening should also take into consideration future development in the surrounding area.

Using a variety of year-round plant species is ideal when screening equipment. Use plant species that are capable of withstanding Arizona desert climate. Maintenance of the plant materials used for screening is required. Refer to the Landscaping and Hardscaping section of these guidelines for more information.



LIGHTING

Lighting for the Scottsdale Collection promote quality site lighting design with the goal of providing a rich and welcoming evening environment with safety and security as a priority. The use of lighting should be integrally designed as part of the built environment and should reflect a balance for the lighting needs with the contextual ambient light level and surrounding nighttime characteristics of The Scottsdale Collection.

Lighting solutions are encouraged to utilize:

- Full cut-off or fully shielded fixtures, set mounting heights as required to effectively control glare, light trespass, and maintain dark skies.
- Fixtures and strategies that promote energy conservation.
- Automatic controls systems to eliminate excessive light during non-active hours of site and building operation.
- Lighting on the exterior wall immediate to the storefront area which encouraged to help increase Tenant identity and to provide an appropriate level of comfort and rhythm for the pedestrian.
- Low-level, down-lighting integrated into the canopy to provide visibility and security. The lighting should enhance or be an extension of the design intent of the architecture.

All exterior lighting designs shall:

- Take into account all exterior lighting sources.

Please refer to the Landscape and Hardscape section of these guidelines for landscape lighting requirements.

DESIGN GUIDELINES

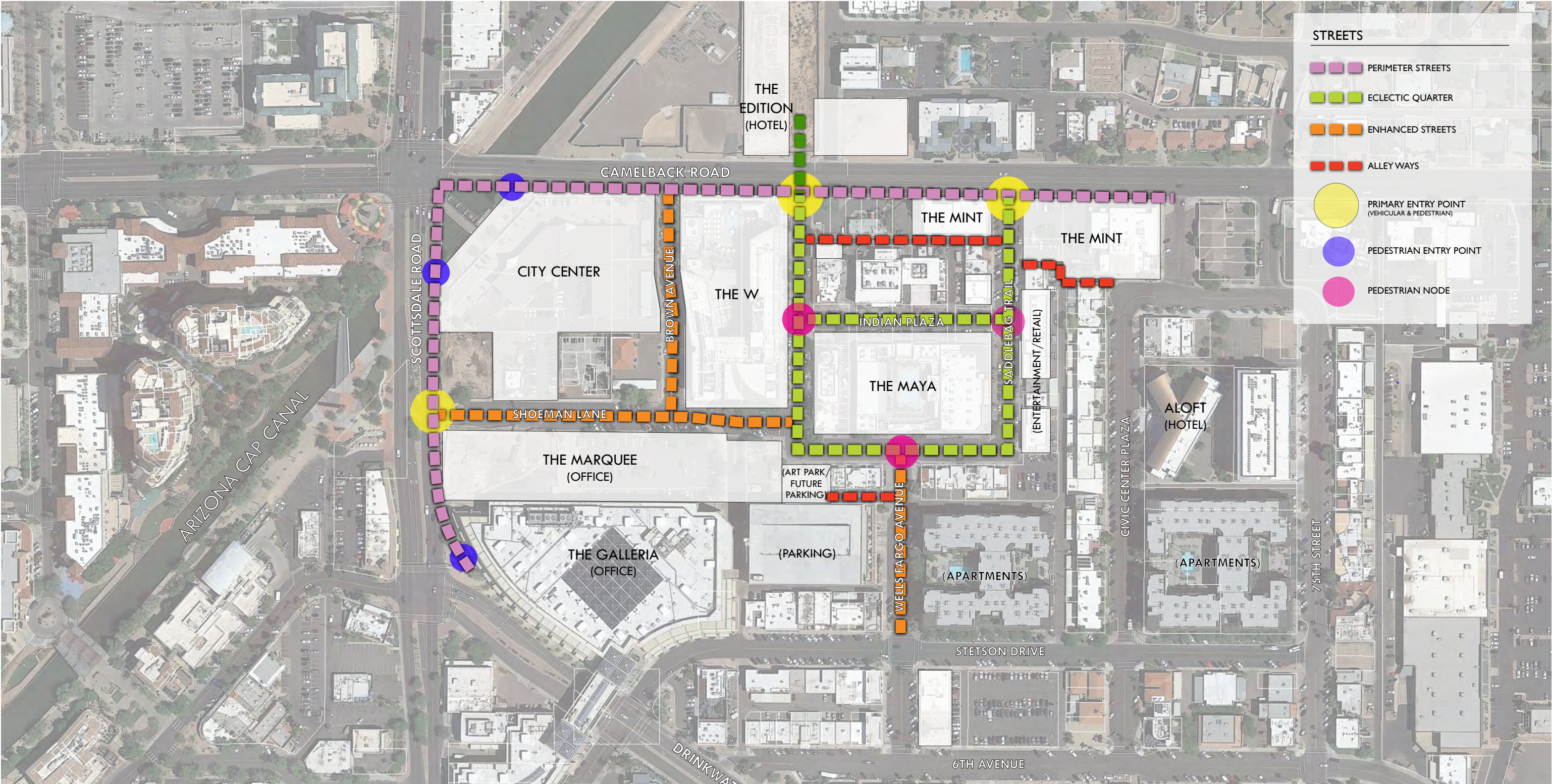
LANDSCAPE ARCHITECTURE



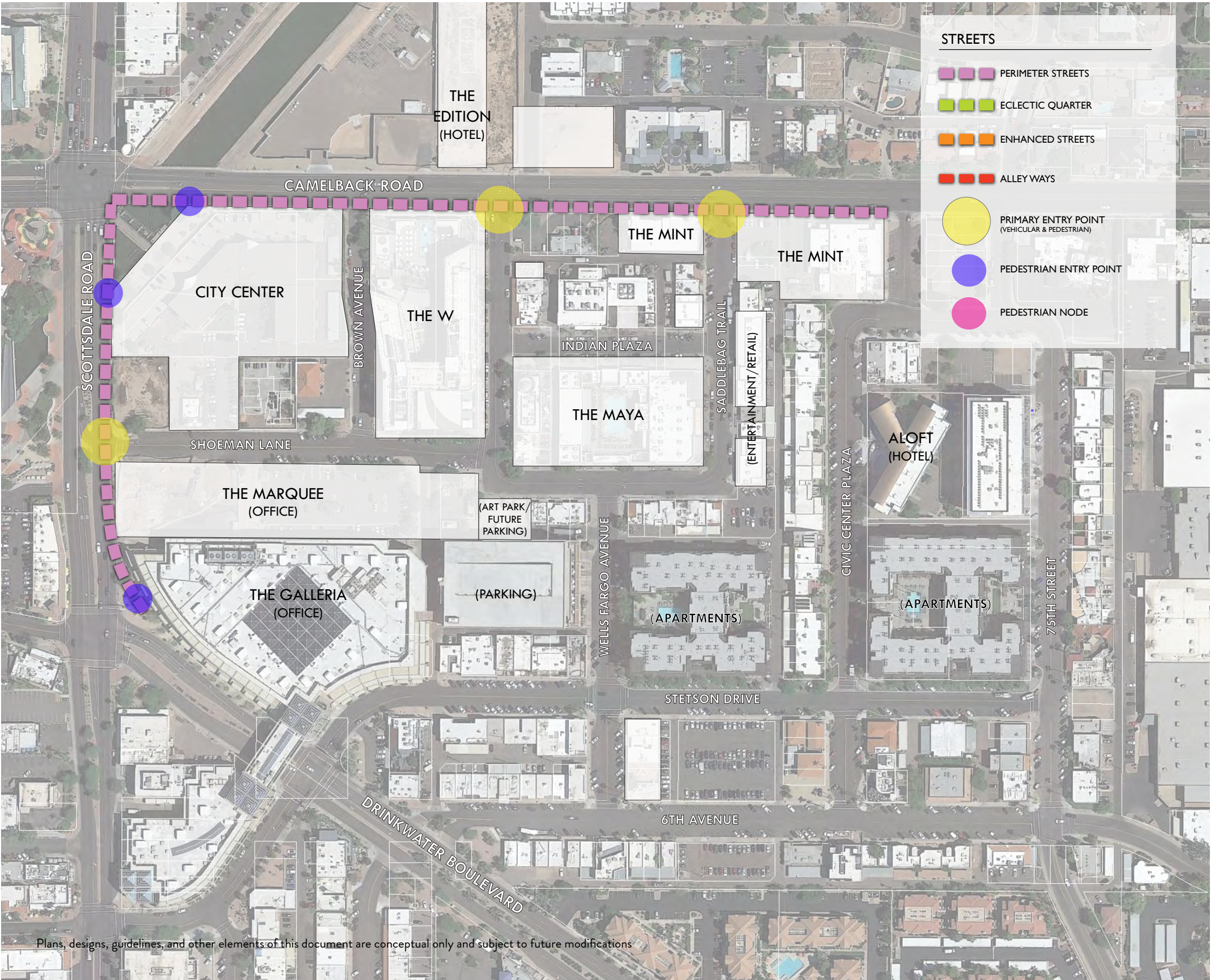


1: STREETSCAPES

Within the Entertainment District, the streets are the primary means of vehicular and pedestrian conveyance but they are also spaces. They need to cooperate with the buildings and open spaces of the development to complete the design intent and establish the identity of the Scottsdale Collective.



PROPOSED CONCEPTUAL STREETSCAPE MASTER PLAN



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Perimeter Streets

SCOTTSDALE ROAD

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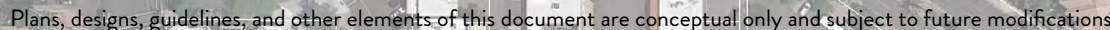
PROPOSED PERIMETER STREETS PLAN

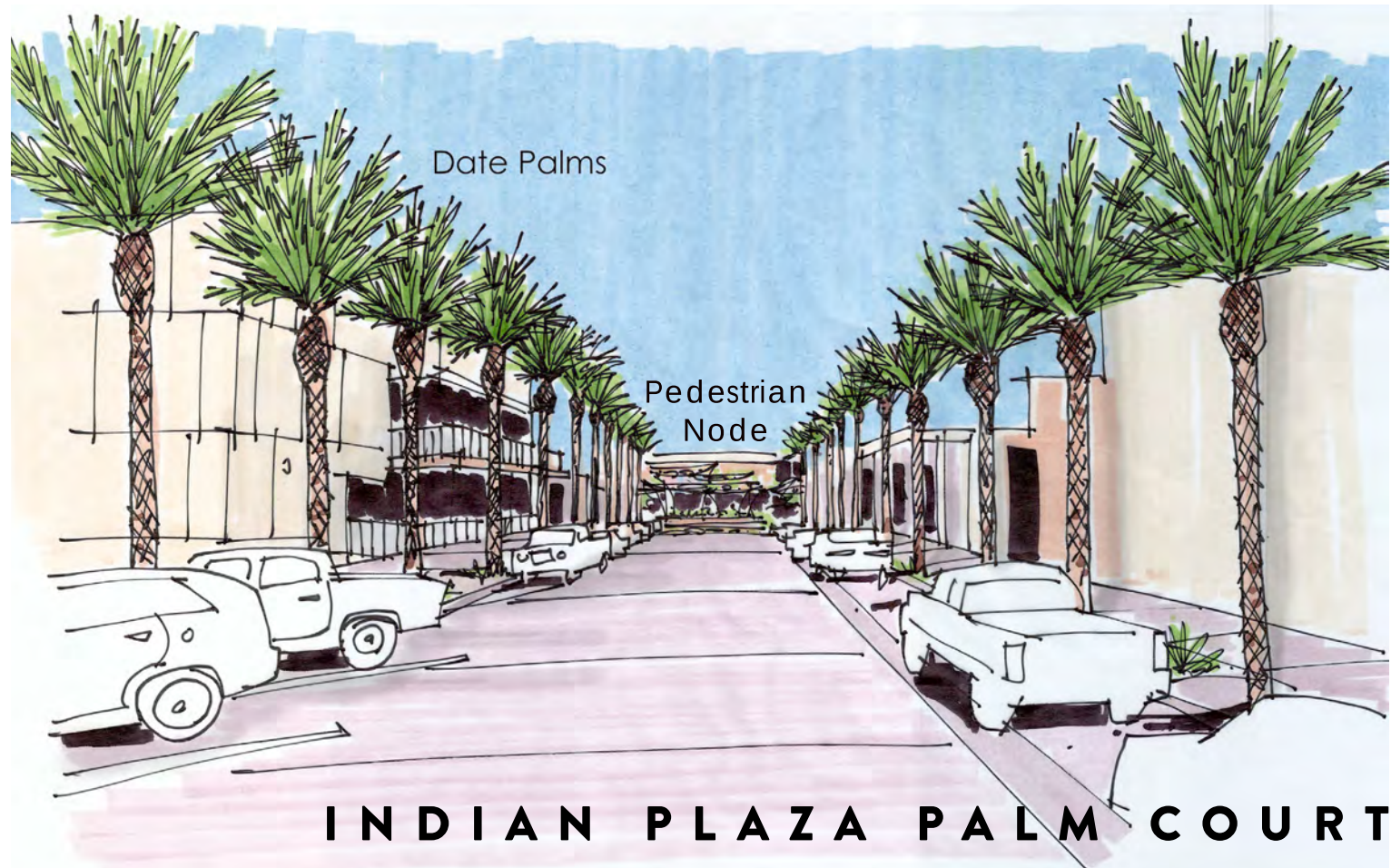


Entry Points (Vehicular & Pedestrian)

The major entry points into the Entertainment District are from Camelback Road and Scottsdale Road. Establishing the identity of the Scottsdale Collective at these points is vital to the success of the district. In addition, the conceptual design for the proposed buildings throughout the site integrate raised platforms and overhead structures in several areas of the district. Using complementary elements like arches or gateways to signify transitions into or between areas within the district can create order and/or hierarchy to the development. Other wayfinding or identifying elements to create a distinct flow throughout the site are desirable as well.

Vehicular entry points to the site include the intersections of Brown Road and Saddlebag Trail with Camelback Road and the intersections of Shoeman Lane and Stetson Drive and Scottsdale Road. The one-way orientation of Buckboard Trail and Saddlebag Trail makes the intersection of Buckboard Trail and Camelback Road an important vehicular egress of the district. Importantly, these locations all serve as pedestrian access to the district as well. In addition, the section of the Arizona Canal adjacent to City Center at the intersection of Camelback Road and Scottsdale Road creates two pedestrian-only access points. The interaction of the building with the street will form a grand, semi-public plaza at the most prominent point of the site. Furthermore, improvements to the pedestrian node located at the intersection of Scottsdale Road and Drinkwater Boulevard are already underway.





INDIAN PLAZA

Indian Plaza offers a unique opportunity to embrace and support the eclectic aspect of the Entertainment District. The protected location and intimate proportion of the street makes it ideal for outdoor events. By closing off the intersections with Buckboard Trail and Saddlebag Trail, the street becomes a dynamic pedestrian haven. Currently there are several hardy date palms planted along Indian Plaza. Using these established trees and adding to them to create a theme street lined with dense palm trees will provide a sense of enclosure and give Indian Plaza a distinctly different feel from the other streets within the Entertainment District. To maintain a cohesive tone with the rest of the district, the other improvements should match or complement those applied to Buckboard Trail, Saddlebag Trail and Shoeman Lane (East).



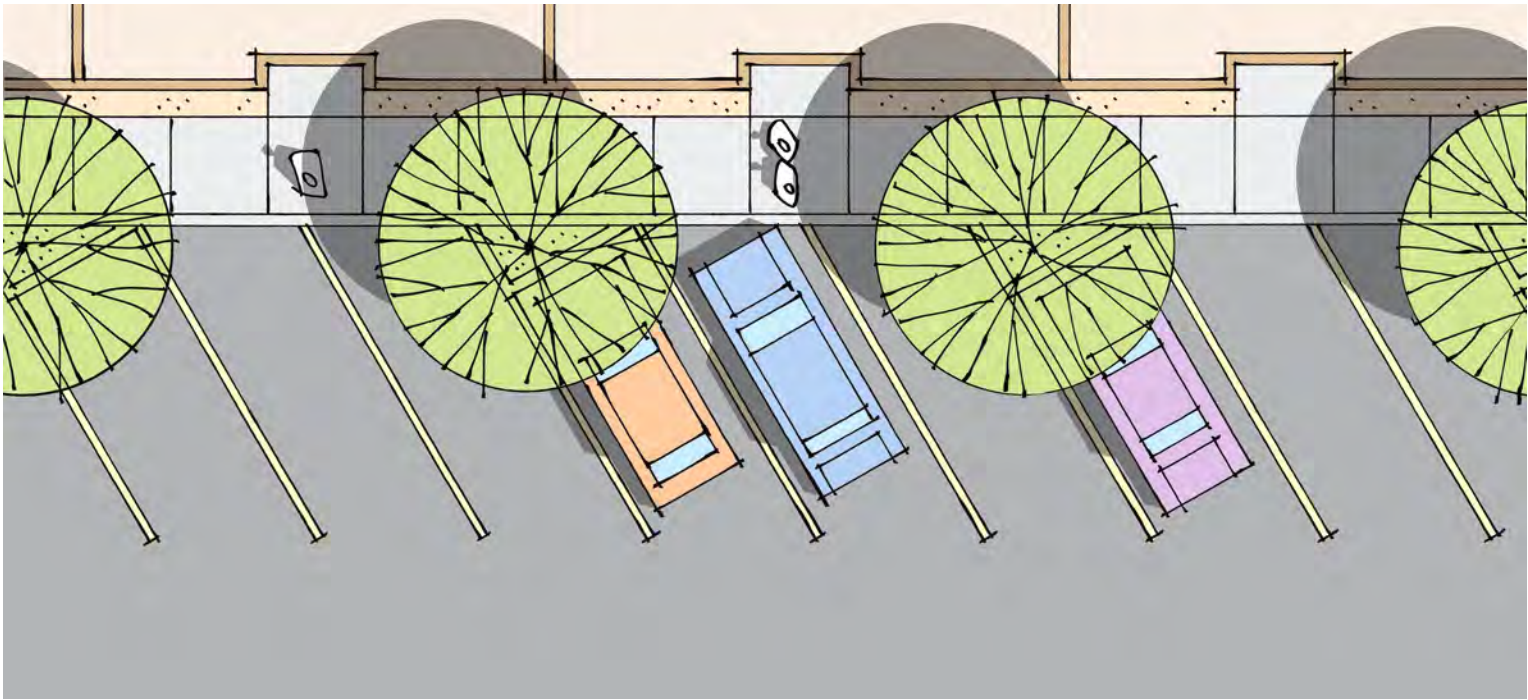
2: GATHERING AREAS

Public gathering areas will be interspersed across the site providing comfortable places to rest, socialize with other users, interact with the space, and observe the varied and dynamic activity of the district.

Pedestrian Nodes

Pedestrian nodes are important in creating a comfortable and inviting environment for people exploring a site on foot. Public or semi-public outdoor spaces that offer shade and respite are particularly well suited to an arts and entertainment district. Plant material is a key component of the pedestrian node and highly recommended for all

proposed locations. Pedestrian-scale amenities can vary widely from a shade tree and a bench to a landscaped area with shade structures and tables and chairs. Other items that are appropriate for these places would be way finding elements, bicycle parking, trash and recycling receptacles, lighting, etc.

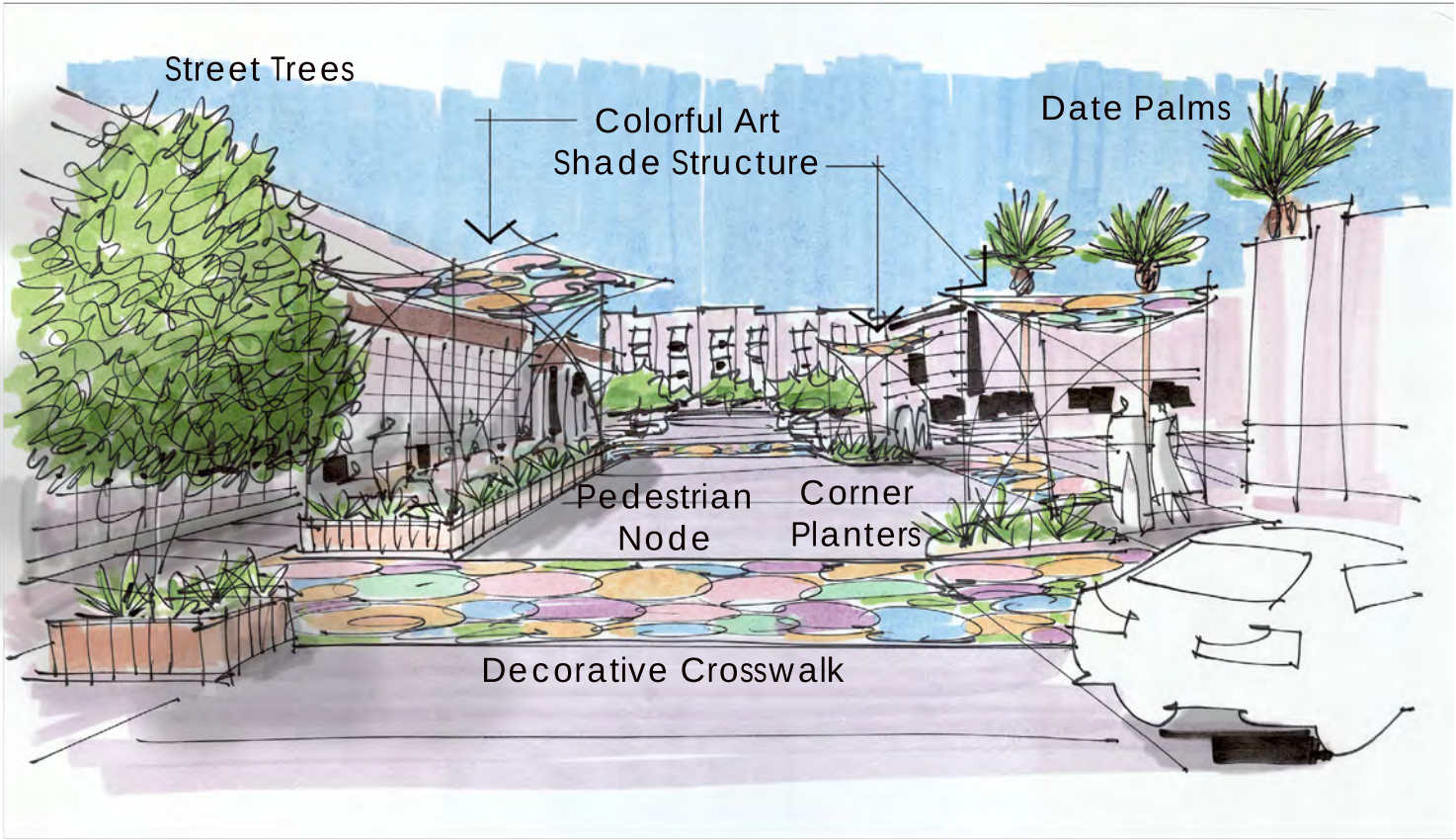


Plazas/Open Spaces

It is important to identify opportunities for outdoor spaces that are visible, accessible and open to the public. The Scottsdale Collective achieves this. The central design tenet for these spaces is user comfort. The benefit of incorporating exceptional open spaces into a development is the draw it creates for visitors, and when something is truly inspired that draw can reach national or even global proportions, particularly in the age of social media. Attracting more people to the site and enticing them to stop and linger, creates greater potential income for service and retail establishments within the development. These spaces offer extraordinary locations for iconic public art installations, and within an arts district, like the proposed Scottsdale Collective, they are crucial to its identity.

Parking

Another key aspect of the streetscape is parking. Adequate parking distributed appropriately across the district ensures convenience and accessibility for visitors and residents. Currently, available parking on the site is provided by parallel, angled, and 90-degree spaces along most of the streets, plus a garage and a small public lot. Improving the streetscape within the district will require a balance in reorienting and/or shifting around on-street parking to create space for planting and pedestrian nodes. Additionally, the Scottsdale Collective is proposing design solutions like the image to the left to fit landscaping into the existing street sections where possible.



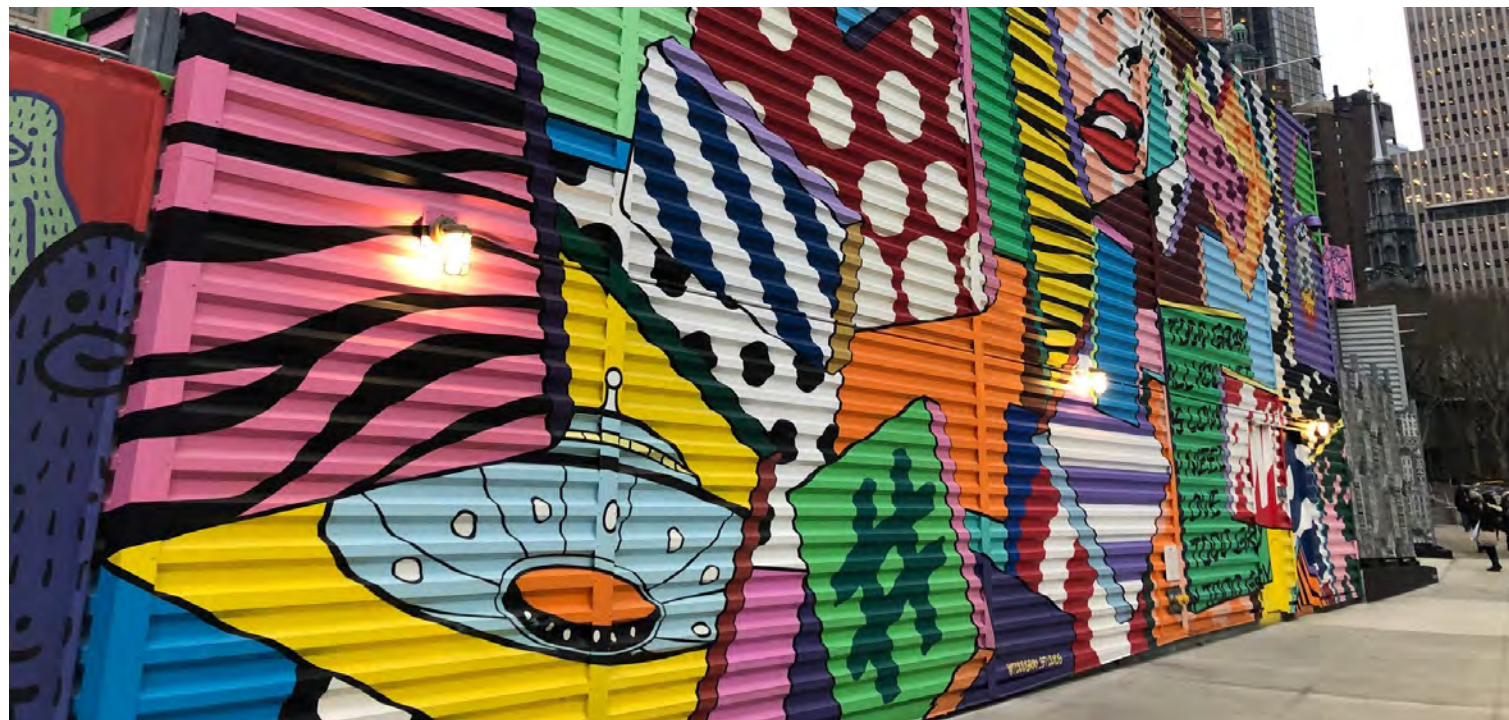
PEDESTRIAN NODES - EXAMPLE

Alleys

Alleys within the Scottsdale Collection have an opportunity to become hidden gems. Often overlooked, alleys have the prospect of bringing entertaining and unique placemaking features to an “off the beaten path” location. Most alleys are public ways which will limit the amount of improvement which can be done. Several of these improvements will focus on art and lighting-improvements that can be achieved simply and economically. Outdoor mural art on the side of a building is one way to enhance an alley. Mural art can also be enlightening, meaningful as well as whimsical.

Lighting is an important component of alley enhancement. Typically dark, alleys should be well-lighted for the safety of the community. Lighting can also activate the space and bring it life. Lighting can occur from the sides of the buildings as well as catenary lighting that can be affixed to buildings and/or poles.

The paving in the alley can be a mixture of concrete pavers, colored and/or stamped asphalt, or other surface types. Another approach is to introduce art to the alley on the pavement itself. Unique and cost-effective painting and murals can add a splash of color as well as intrigue.





3: TREE INVENTORY

The existing streetscapes throughout the Entertainment District are a patchwork of old and new infrastructure. In many areas the streetscape is severely lacking in shade and amenities. Additionally, many trees along the streets are dead, dying or have already been removed. The Street Tree inventory and Supplementation Plan on the next page, shows the current condition (good, fair or poor) of the existing street trees on the site as well as locations for proposed supplemental and replacement trees. Designers should note the areas with several trees in fair or poor condition to assess the cause of the distress or death of the existing trees and whether a different tree species would survive better in that location before replacing them.

Throughout the Entertainment District there are several locations where a space for a tree was constructed and either no tree was installed or the tree was later removed. At these locations a replacement tree should be installed. Also shown on the plan, are locations where there is a need for a tree, but no space has been provided. In these locations, a space should be made in the hardscape for the installation of a supplemental tree. Replacement and supplemental tree species should be chosen based on the other trees along the street, unless the conditions of the location are significantly different from the locations of the existing trees. In general, when planting new trees either to add shade to an existing streetscape or as part of the construction process for new development, the specific characteristics of each individual location should be considered to reduce the loss or failure of landscape material in the future. The trees that line each street within the development will help to establish the character of the street and surrounding area.

Because palm trees do not provide an abundance of shade, they are discouraged from use as street trees throughout most of the Entertainment District. The exception to this is Indian Plaza, see the top right image. As this street is the core of the Eclectic Quarter and the heart of the Scottsdale Collective, it is proposed that this street be lined with palm trees to elevate the character of the street. In order to offset the reduced shade canopy from the trees along Indian Plaza, the integration of alternative shade solutions is encouraged.



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EXISTING STREET TREE INVENTORY PLAN

LANDSCAPE ARCHITECTURE CHARACTER IMAGERY

ARTISTIC SHADE APPLICATIONS



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5. FURNITURE

Site furnishings, such as benches, tables and chairs, trash and recycling receptacles, and bollards provide important amenities for pedestrians by creating a comfortable setting to rest and socialize along streets and public spaces. They should be both visually inviting and functional. Each application of site furnishings offers an opportunity for artistic or creative expression.

Flexible Spaces

An important social aspect of selecting furnishings (especially tables and chairs) for public open spaces is ensuring that the furniture is movable. Of course, there is a balance between safety and security, but movable furniture creates a flexible and more inviting space for the users. By providing this flexibility, spaces are better able to accommodate groups of varying numbers for differing activities whether it's two friends enjoying coffee together, a family with children resting on a walk through the district or a large group of coworkers on their lunch break. If people are able to tailor the space to better fit their needs, the space will automatically be more comfortable and attract more users. It encourages socialization and promotes interaction with the entire space.

However, movable chairs are desirable for more than just practical functionality. Whether consciously or subconsciously, human beings feel compelled to move their chairs before they settle in, even if it's a seemingly insignificant change. This habit helps people to establish a certain amount of 'ownership' over their surroundings making them feel more at home.

Seating

In general, seating should be placed in areas that also provide shade and comfort for resting pedestrians and should be emphasized in areas where people are more likely to be waiting for something such as entries to buildings, transit stops, parking pick-up/drop-off locations, etc. Seating is a broad term and can take the form of freestanding benches, movable chairs or stools, seatwalls, raised planters, or may even include elements that are incorporated into building forms or other structures.

Tables & Chairs

These site furnishings can be introduced into select areas to promote a comfortable gathering place for pedestrians in varying sizes of groups to rest, socialize, play games or indulge in a refreshment. These areas should be well out of the way of vehicular routes and should have adequate visibility both to provide safety and security, but also to maintain an open and inviting feel.

Trash & Recycling Receptacles

Trash and recycle bins should be provided in heavily trafficked pedestrian areas and are essential to discourage littering and promote a clean, sanitary and pleasant environment. Waste receptacles should be furnished in volumes and quantities appropriate to the level of use of the area must be serviced as regularly as needed. Although they play a solely functional role, the bins may be designed and integrated in a creative manner so long as they remain highly visible and their purpose easily recognizable.

Bollards & Barriers

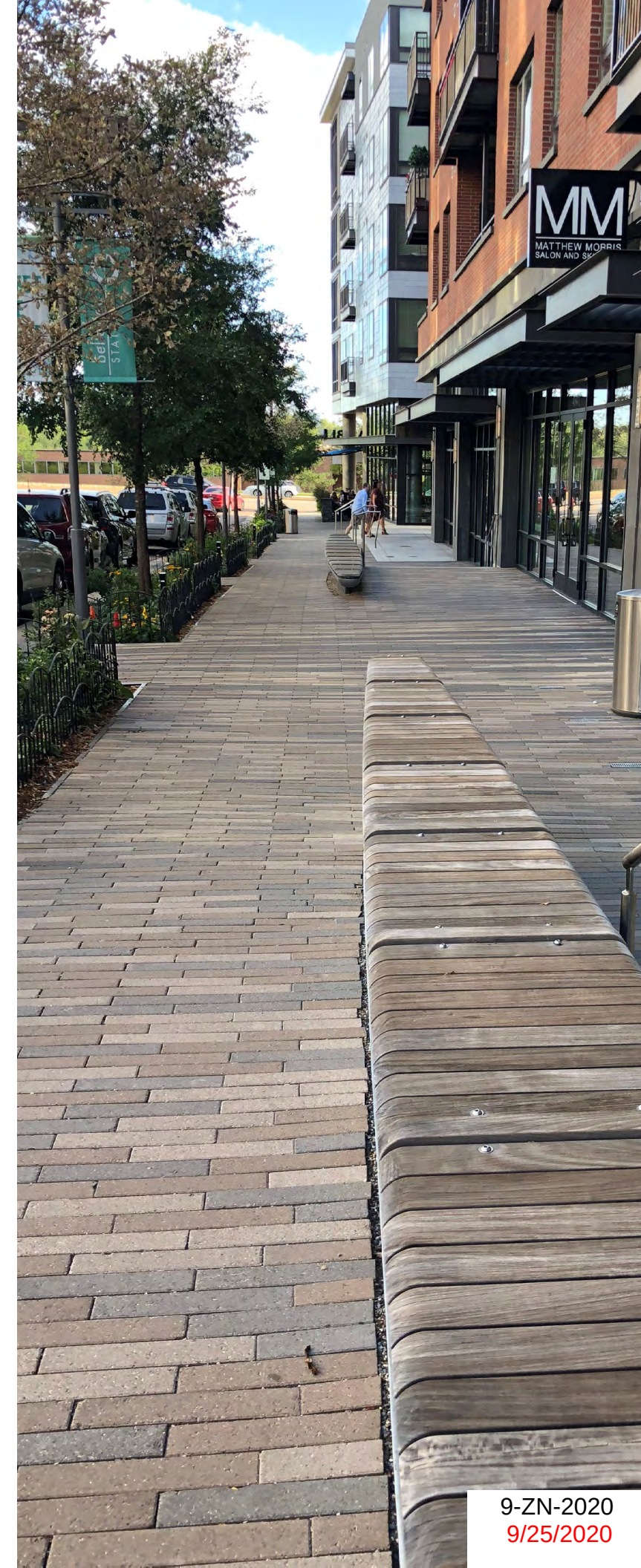
Bollards are used to separate pedestrians or streetscape elements from vehicles. They are used to prevent vehicles from intruding into pedestrian reserved spaces including sidewalks and plazas and can be designed to add interest to streetscapes. Bollards can also be temporary, installed to retract into the ground or to detach from a mounting plate in the concrete.

Bike Racks

Bicycle racks will be provided throughout the development. Areas that should be considered for bicycle parking are entries to buildings, larger gathering spaces and near vehicular parking areas. Because bike racks are simple structures, they offer some of the most creative opportunities for artistic expression and interpretation.

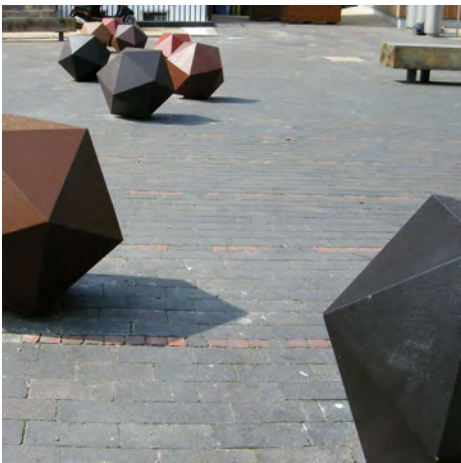
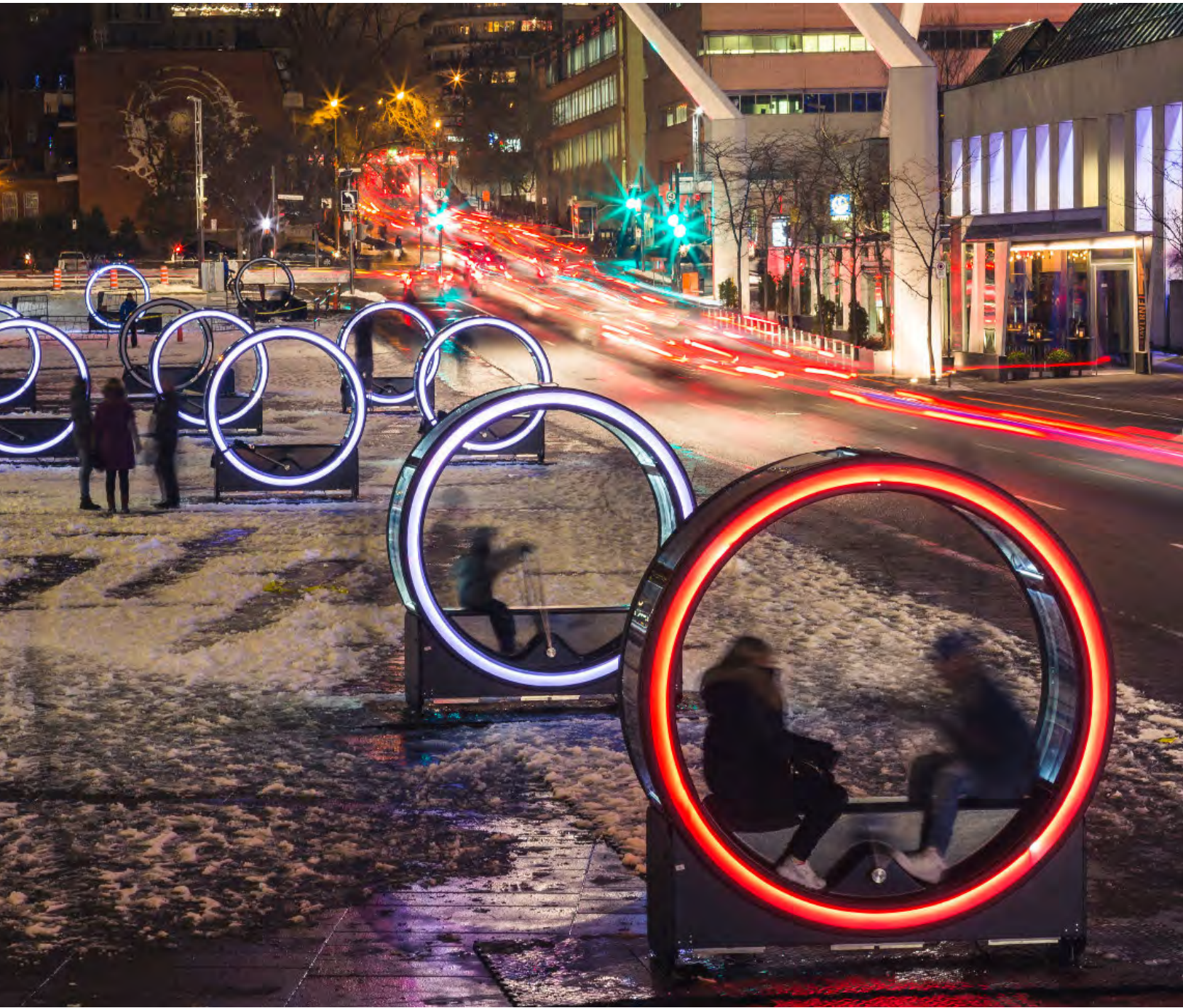
Games & Play as Art

While physical activity and recreation is not an intentional use for the Entertainment District, the incorporation of artistic play elements or games as a part of interactive art and/or temporary installations is encouraged. Public art is an excellent opportunity to engage people of all ages physically, social or intellectually.



LANDSCAPE ARCHITECTURE CHARACTER IMAGERY

ARTISTIC SITE FURNISHINGS





6. HARDSCAPE

Hardscape treatments are another opportunity to elevate the level of design within the Entertainment District. Materials, colors, and textures all play a role in how a paving pattern contributes to the perception of the space. The aesthetic treatments applied to groundplane should fit the intended programming and complement the other elements in the space.

Sidewalks & Paths

Sidewalks along streets make up the majority of the existing pedestrian routes within the Entertainment District. It is important to have amenities along these routes like shade, benches, trash receptacles, landscaping and lighting, along with a clear and uncluttered pathway. Therefore, amenities should be located along public sidewalks where feasible without encroaching into the required clearance

for the sidewalk. One of the primary goals of these guidelines is to enhance the streetscape from existing conditions. This means finding creative solutions to incorporate shade trees and furnishings into the narrow existing street sections. Although much of the sidewalk within the Entertainment District is existing, the stretches of sidewalk that will be demolished and rebuilt offer opportunities to add interest through color, texture or pattern.

The proportions of the streetscape should relate to one another; building height, street width, and landscape areas should play a role in determining the right amount of clear area for the sidewalk. The minimum dimensions for each of these streetscape components are determined by the City of Scottsdale standards.

Crosswalks

A feature of safe crosswalks is a change in appearance and/or material. This makes crosswalks an exceptional opportunity for creativity. Incorporating intriguing colors, shapes, patterns or textures enhances crosswalks adding interest and identity. Pavement treatments at intersections may include (but are not limited to) stamped and/or colored asphalt or concrete, pavers or tiles, or painted designs. Where feasible, the crosswalks within the Entertainment District should employ at least one of the treatments listed above. Artistic license within crosswalks and any other vehicular right-of-way must not interfere with the required safety precautions like visibility of crossing signals or the location or detectability of the truncated domes that signify intersections for the visually impaired.

7. WAYFINDING

Wayfinding elements should be placed in highly visible locations along pedestrian and vehicular pathways. The scale and size of these elements should be appropriate for the intended user. Infographics are recommended but only when it is the most efficient way to communicate the necessary information.

Wayfinding elements can come in a variety of forms such as vertical or horizontal directional signs, symbols, insignia, paving patterns or inserts, walls, lights etc. Wayfinding elements also lend themselves to reinforcing the project identity. Important wayfinding solutions may be lit if appropriate. These solutions can also be temporary, used for specific events or during construction when some signs and pathways may not yet be installed.

8. LANDSCAPE

The landscape character of the Scottsdale Collective is desert contemporary. Selected tree species for the streets should come from the palettes shown on the Street Tree Master Plan. All shade trees, decorative trees, shrubs, perennials and accents should come from the Arizona Department of Water Resources (ADWR) approved plant list. Refer to the City of Scottsdale Recommended Plants for Downtown (Appendix 8-1A) for suggested plant species along or in street rights-of-way. Plant material should be used to define outdoor spaces and create microclimates where feasible.

Elements of good planting design include grouping like species and layers plants of differing heights, colors and textures. Also, understanding bloom times for various species and varieties allow for visual interest throughout the year. Using plants with thorns or spines near areas of pedestrian or vehicular activity should be avoided. Turf should be minimal and purposeful. All planting areas should be filled in with decomposed granite or similar material. Selected plant species should promote low water use practices.

Trees

Trees along streets and throughout open spaces provide shade, aesthetic relief, and character to the different spaces within. All of the streets in the Entertainment District have been grouped into four categories based on character and purpose. Each category has been assigned a list of appropriate tree species options. These options were incorporated from the City of Scottsdale Recommended Plants for Downtown document. All trees should be hardy species able to withstand

our climate and urban environment.

Trees planted along rights-of-way and in heavily trafficked areas should be planted in raised planters or beds as often as possible. This will protect the tree reducing death and damage of plant material, while also adding height to the canopy allowing the tree to cast more shade and creating opportunities for integrated seating along sidewalks.

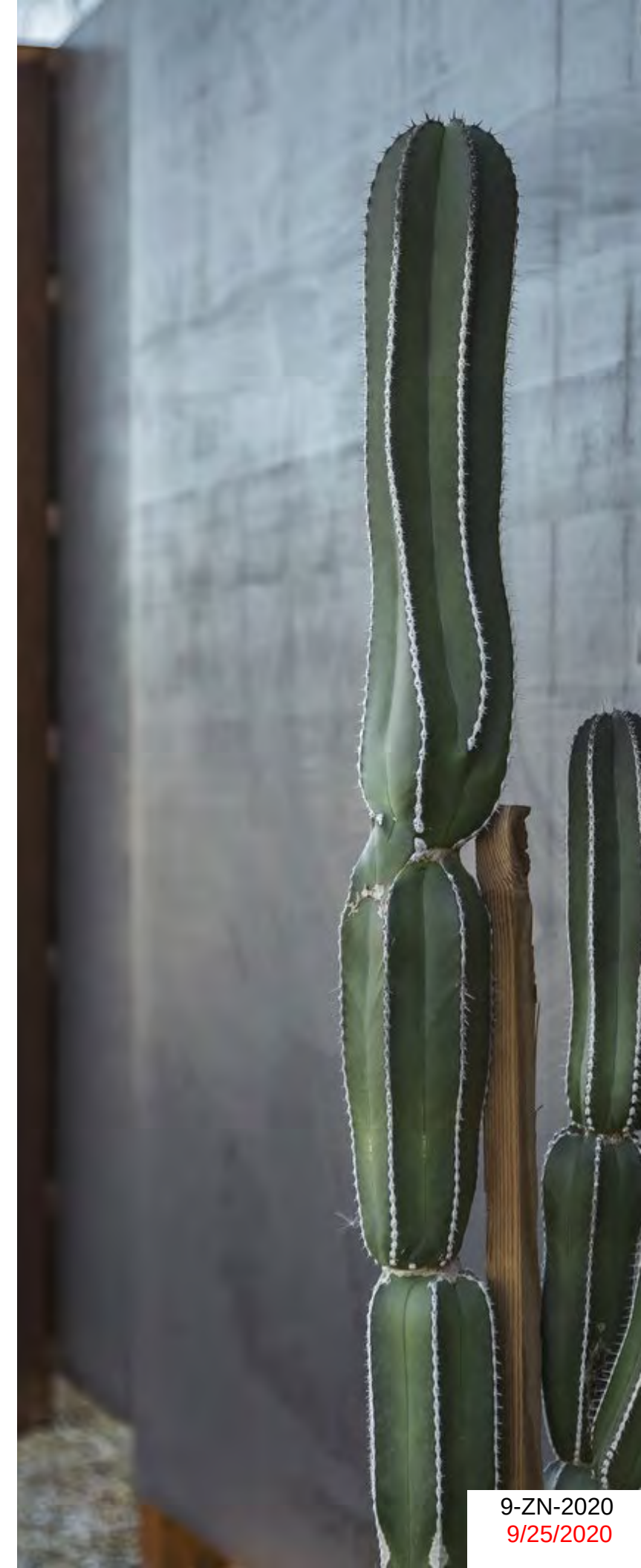
Maintenance

Maintenance and upkeep of plant material throughout the Entertainment District is vital to maintaining the standard of quality of the development. Dead or damaged material should be replaced in a timely manner. Under and over pruning should be avoided. As a part of the desert character, pruning plants into geometric shapes is inappropriate unless it is part of a conscious artistic vision. Trees near vehicular and pedestrian activity should be limbed up to maintain the necessary clearance.

9. ELEVATED LANDSCAPE

Part of the design concept for the Scottsdale Collective involves patios and/or plazas that will be architecturally elevated above the ground plane. Roof gardens and other similar application present many challenges to growing healthy, hardy plants. Planting wells on a roof garden need to be deep enough to accommodate the root systems of the plants and well drained to prevent drowning the plants during heavy rainfalls. They must also be structurally engineered to handle the combined weight of the plants, soil and water on top of the added manufactured components of a roof garden system. Selecting plant species that can tolerate climactic conditions , is important. It is

also important to find species that can maintain their strength despite shallow root systems; species that are drought tolerant but also hardy enough to withstand occasional flooding.



10. LIGHTING

The lighting for the Collective combines both a functional and aesthetic purpose. The lighting will include a combination of streetlights, pedestrian pole lights, art installations, temporary events, light bollards and accent lighting.

The existing pedestrian pole lights are reminiscent of a contemporary fixture that is well suited for the district. Should the poles be replaced in the future, they will be replaced with a pole and fixture that reflects the design character of the overall master plan. The streetlights may be removed and replaced/substituted with catenary lighting or other fixtures which are part of a larger family of fixtures and pole types. All pole lights shall meet the City guidelines as well as conform to the overall design consistency of the Collective.

The lighting for the Collective will have a unique yet consistent look based on a singular family of fixture types.





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LIGHTING INVENTORY PLAN

LANDSCAPE ARCHITECTURE CHARACTER IMAGERY

LANDSCAPE PLANTING DESIGN





CONCEPTUAL LANDSCAPE MASTER PLAN

Perimeter Streets

TREES

Acacia varieties
Chilopsis varieties
Prosopis varieties

Acacia
Desert Willow
Mesquite



SHRUBS

Agave varieties
Aloe varieties
Calliandra varieties

Agave
Aloe
Fairy Duster



City Center Streets

TREES

Acacia varieties
Chilopsis varieties
Parkinsonia varieties

Acacia
Desert Willow
Palo Verde



SHRUBS

Aloe varieties
Salvia varieties
Tecoma varieties

Aloe
Sage
Yellow Bells



LANDSCAPE PLANT PALETTE/CHARACTER

Nightlife Quarter Streets

TREES

- Chilopsis varieties
Ficus varieties
Phoenix varieties
Ulmus varieties
- Desert Willow
Indian Laurel Fig
Date Palm (Indian Plaza)
Elm



SHRUBS

- Agave varieties
Aloe varieties
Muhlenbergia varieties
- Agave
Aloe
Muhly grass



Enhanced Streets

TREES

- Acacia varieties
Parkinsonia varieties
Prosopis varieties
- Acacia
Palo Verde
Mesquite



SHRUBS

- Caesalpinia varieties
Justicia varieties
Tecoma varieties
- Bird of Paradise
Mexican Honeysuckle
Yellow Bells



LANDSCAPE PLANT PALETTE/CHARACTER



10. ART

Mixing Mediums

A mixture of two-dimensional, three-dimensional, static, interactive and digital art is strongly encouraged. Throughout the Entertainment District art installations may be standalone or separated from the others; however, it is likely that often there will be several different exhibitions or installations happening at one time.

Exhibits of outdoor public art differ from what that inside the walls of an art museum. Your space is open, active and lacks the neutrality of sterile white walls. When integrating a variety of pieces in a public space the organization should incorporate diversity and acknowledge that some of the audience is moving through the space with purposes other than viewing the art.

Integrating Art into Landscaping

While planting design is certainly an art in its own right, landscape beds also offer additional opportunities to incorporate artwork into a space. Particularly during seasonal periods of decline for the plant material such as the hottest and coldest parts of the year, integrated art installations can provide added color and interest. Art within planting areas may blend into or contrast with the surrounding species; however, the work should be designed and installed with care not to damage the plants or drastically alter their growing environment.

Editing

Maybe the most important part of curating a collection of art is editing, knowing what art will work well together and when a space is too cluttered or busy. Throughout a development

like the Scottsdale Collective, there are countless opportunities for creative, artistic elements; however, it is critical that each individual component of the site work cohesively together. Key points of spatial organization include flow, focal point, contrast, proportion and balance.

Many art installations may be temporary, and will eventually be removed or replaced, so the design of the site should provide spaces that are attractive and interesting without art, but can complement different types of artwork without competing for the observer's attention. Architects should plan out the locations of murals and digital art on buildings. Alternatively, other areas may be best for the incorporation of more interesting or elaborate permanent materials or furnishings. All art will need to be approved by the City of Scottsdale Public Art council to be sure it meets city expectations and design goals.

Hiring Local Artists

Emphasis should be placed on selecting local artists for work within the Entertainment District. It is important to celebrate and support the existing and established culture of Scottsdale and the greater metropolitan area. By making a point of hiring local artists over bringing in others who may have more notoriety, it not only promotes the local art community and economy, but it also demonstrates the value of our unique culture for visitors and residents alike. This is not to say that bringing in artists from other cultures or backgrounds is discouraged in general, simply that special consideration should be given to local artists whenever it's appropriate. In recent years the Greater Phoenix area has seen a boom in public art, specifically with murals in downtown areas.

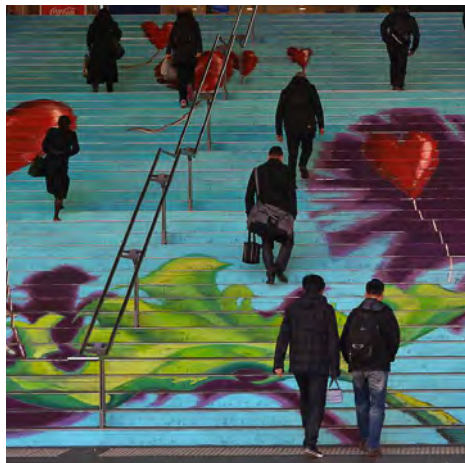
LANDSCAPE ARCHITECTURE CHARACTER IMAGERY

INTERACTIVE ART INSTALLATIONS



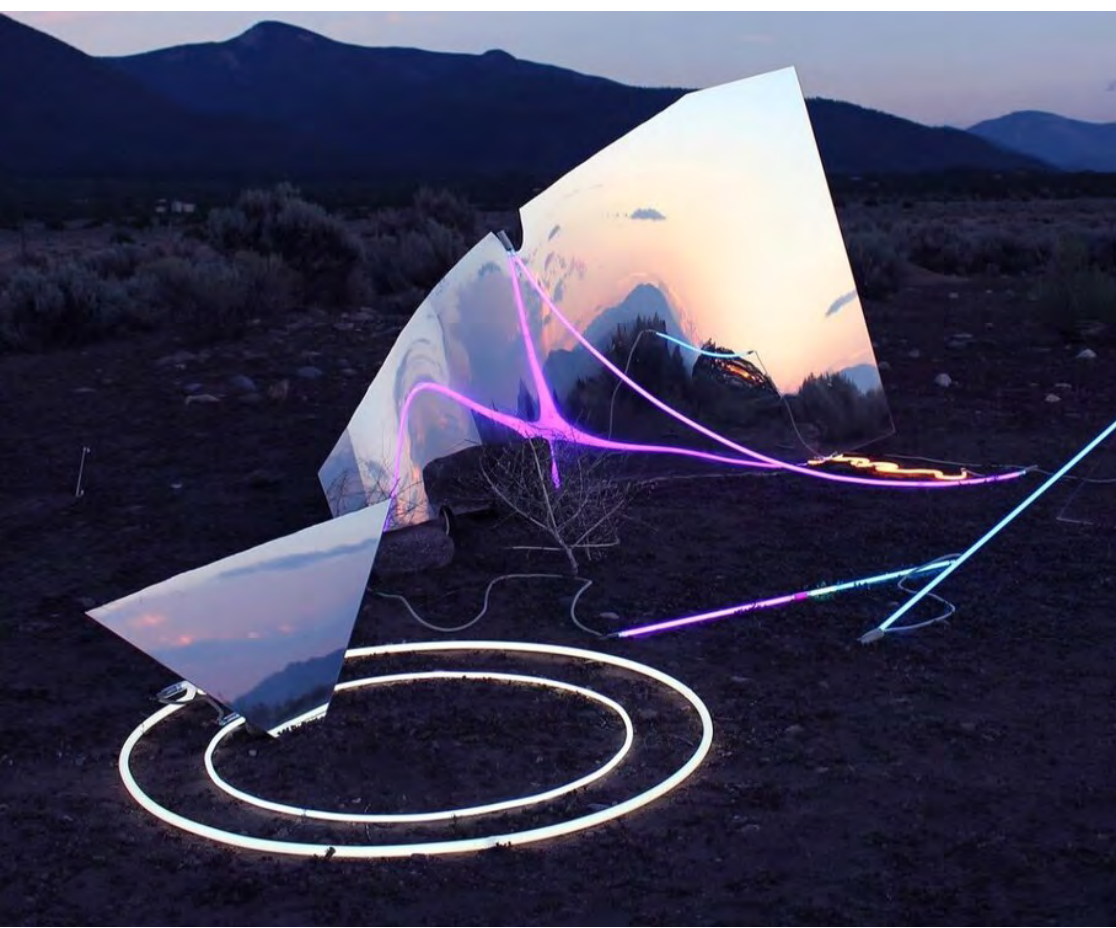
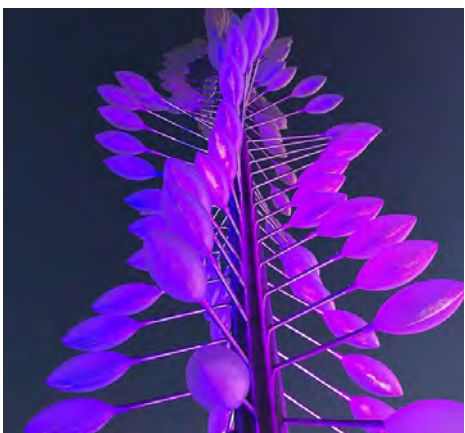
LANDSCAPE ARCHITECTURE CHARACTER IMAGERY

TWO DIMENSIONAL ART APPLICATIONS



LANDSCAPE ARCHITECTURE CHARACTER IMAGERY

LOCAL ARTISTS & ART CULTURE





THE SCOTTSDALE COLLECTION