

The Kimsey

Development Review Board

Project Narrative

63-PA-2020



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TABLE OF CONTENTS

	Page
Development Team	3
Project Overview	7
Development Review Board Criteria	7
Old Town Scottsdale – Urban Design & Architectural Guidelines (OTSUDAG)	14
Scottsdale Sensitive Design Principles	26

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SITE INFORMATION

Location:

- 7110 E. Indian School Road (the “Property”)
- APN: 173-50-108A, 173-50-117B, 173-50-034

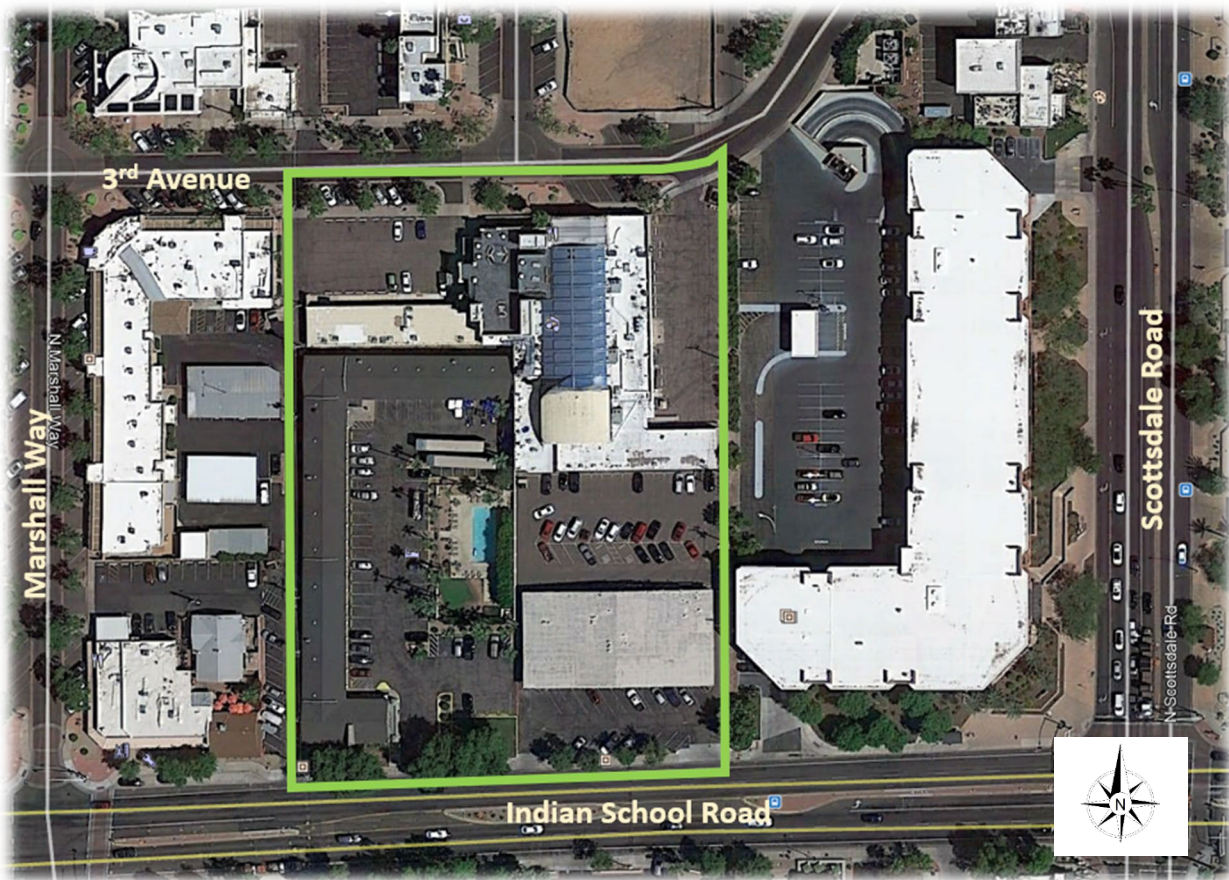
Property Size:

- Total Site Area:
 - 3.87+/- gross acres (168,391+/- s.f.)
 - 3.30+/- net acres (144,173+/- s.f.)

Approved Zoning: 10-ZN-2020:

- D/DMU-2 PBD DO (Downtown/Downtown Multiple Use Type 2 Planned Block Development, Downtown Overlay) and D/DMU-Type 2 PBD DO HP (Downtown Multiple Use – Type 2 Planned Block Development, Downtown Overlay, Historic Property)

Context Aerial



Existing Streetscape – Indian School (North Side)



Existing Streetscape- Third Avenue (South Side)



PROJECT OVERVIEW

The request is for Development Review Board (“DRB”) approval for The Kimsey development located at 7110 E. Indian School Road (the “Property”) in Old Town Scottsdale. The redevelopment site consists of three parcels currently occupied by Howard Johnson/Old Town, The Venue, and the Kimsey Building (aka the Ralph Haver designed Triangle Building). The site consists of approximately 3.87 +/- gross square feet in total (approximately 3.30 +/- net acres). The surrounding context consists of shops and restaurants to the north and west, Panera Bread to the south, and a multi-tenant office building to the east. The mixed-use development will provide tourist accommodations and housing in the core of Old Town complemented by nearby galleries, cultural venues, employment, entertainment, retail, and support services.

In conformance with the zoning approval (10-ZN-2020), the request includes 190 residential units and 168 boutique hotel guest rooms along with the preservation of the historic Kimsey Building and associated uses. The residential units include a combination of studios, 1, 2, and 3-bedroom units with underground parking (serving both residential and hotel). Resident amenities include a clubhouse with demonstration kitchen, fitness and yoga studio, community garden, oasis courtyard, patios, balconies, landscaped terraces, a swimming pool, and dog/pet washing.

DEVELOPMENT REVIEW BOARD CRITERIA

Sec. 1.904: In considering any application for development, the Development Review Board shall be guided by the following criteria:

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

Response: The proposal is supportive of the desired values defined in the General Plan, which include goals and policies that benefit the community. As demonstrated in detail with the recently approved zoning case for The Kimsey, the development plan conforms to the General Plan, Old Town Scottsdale Character Area Plan, Old Town Scottsdale Urban Design & Architectural Guidelines (“OTSUDAG”), the Planned Block Development (“PBD”) Criteria, and the Scottsdale Sensitive Design Principles. Key development considerations from the zoning case are summarized below and carry through with this DRB application. Further, this narrative provides design details specific to the OTSUDAG, and Scottsdale Sensitive Design Principles.

Key Development/Design Consideration:

1. Preservation of the Kimsey Building through Historic Property zoning and celebration of its historic significance
2. Architectural inspiration from the Kimsey Building and surrounding Old Town context
 - Roof profile
 - Transparency
 - Exposed masonry
 - Color
 - Lighting
3. Continued revitalization of Old Town through land assemblage and synergistic mixed-use redevelopment
4. Strengthen tourism in the heart of Old Town by integrating new tourist accommodations
5. Enhance pedestrian connectivity through shaded arcades and canopy trees promoting walkability and ease of access to shops, dining, and culture

2. *The architectural character, landscaping and site design of the proposed development shall:*

a. *Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;*

Response: The development request will allow for the redevelopment of an underutilized site surrounded by a variety of supporting cultural, employment, commercial and residential land uses that will offer services to the residents, visitors, and hotel guests of The Kimsey. Equally, the addition of residential units and hotel rooms within the Fifth Avenue District, adjacent to the Scottsdale Arts District, will further strengthen Scottsdale's identity as a major hub of tourism and cultural activities.

The Kimsey Building will be preserved and celebrated as part of the redevelopment plan for the Property as memorialized through the approved Historic Property zoning overlay. Because of the special nature and historical importance of the Kimsey Building (circa 1962), the development team has envisioned an overarching design theme that celebrates the significance of Haver's influence on architecture and development in Scottsdale during the 1950s and through the 1980s contributing to the mid-century modern movement that inspired the design of numerous local multifamily, office, and single-family residential buildings during this period.

The Kimsey is located at the southern end of the Fifth Avenue District adjacent to the Scottsdale Arts District on Marshall Way to the west and across Indian School Road on West Main Street to the south. The streetscape design will embrace the OTSUDAG principles and provide a welcoming pedestrian environment for Old Town patrons walking along Indian School and Third Avenue as compared to the more car-centric surface parking 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 and respecting the existing building context.

The covered arcade along Indian School Road and Third Avenue will provide greatly enhanced pedestrian connectivity. Additionally, the site design provides a north south public walkway connection along the eastern edge of the site. This will reinforce the overall interconnected fabric of the entire Old Town area. The covered and detached sidewalk improvements as well as new trees and shrubs, will create a comfortable microclimate for the pedestrian providing a sensory change from the built environment. These practices will enrich the pedestrian experience and encourage the use of the sidewalks to get from one destination to the next. The indoor/outdoor transition from the buildings will also allow residents and guests to immediately engage with the sidewalk network in Old Town providing for an enhanced experience.

b. Avoid excessive variety and monotonous repetition;

Response: The Kimsey's materials, massing and architecture are inspired by some of the existing Old Town vernacular and most importantly, the preservation of the Kimsey Building. The adjacent three-story office building to the east utilizes a warm-colored exposed concrete masonry unit throughout that is found in other Old Town Scottsdale structures. There is an historic legacy in the use of this durable material. Other natural and indigenous materials include the MOW's cast in place and textured concrete and copper wall panels. Plaster is also found to the west and numerous buildings on Marshall Way and Craftsman Court. Brick also is found in the existing Howard Johnson hotel, Little Red Schoolhouse, and Historic Old Town District structures such as the Rusty Spur, Johnny Rose's Pool Hall, and Woolworth Building.

The selected materials are translated into built form and layered to provide a hierarchy within each structure creating architectural design variation. Vertical and horizontal linear elements also bring visual interest creating relief, depth, and shade, which dramatically reduces the overall scale and mass of the buildings. Recessed windows and balconies and exaggerated overhangs will provide solar relief to the glazing and shaded outdoor spaces. Each side of the project is unified and expressive towards the overall theme while still providing a dynamic four-side architectural experience. Each façade provides balance and movement, helping to accentuate appearance and offering Old Town a vibrant, visually interesting building character.

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

Response: Please see the Scottsdale Sensitive Design Principles section below.

d. Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District; and

Response: Not applicable.

e. Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback or architectural details, in the Historic Property Overlay District.

Response: As noted above, building design was inspired by the historical significance and unique character of the Kimsey Building and cherished Ralph Haver architecture throughout Southern Scottsdale. The preservation of the historical Kimsey Building allows for large voids in massing as well as enhanced setbacks and stepbacks for much of the frontage along Indian School Road as well as the east edge of the Property. As noted above with the key development considerations, the proposed architectural character, site layout, and landscaping design will respect the unique climate within Scottsdale's Old Town urban context. The buildings will utilize masonry, cast in place concrete, and stucco among other durable natural materials. In addition to the stepped building form, building massing will be mitigated with varied fenestration patterns and a combination of recessed and cantilevered balconies. The folded-plate roof form of the shaded canopies along Indian School and Third Avenue mirror the roof pitch of the Kimsey Building and take inspiration from other Scottsdale projects found in Haver's portfolio (ie: Coronado High School). Green roof and/or shade elements are integrated at multiple levels to provide respite for residents, visitors, and guests. The color palette invokes a Sonoran Desert inspired range of taupe and gray finishes with lighter tones as the building rises in height. Accent colors are incorporated to bring additional visual interest to the design.



Kimsey Building



Coronado High School

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

Response: The Property is situated in the Fifth Avenue District, on the north side of Indian School and west of Scottsdale Road, both major arterials. The site is also approximately 2+/- miles west of the Loop 101, which provides regional access. By creating a comfortable and inviting pedestrian experience along the adjacent streets, 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 restaurants, retail, and cultural destinations. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately one-mile directly east of the site and the Arizona Canal Trail is located less than one-quarter mile to the north.

The building and site design encourages residents, guests, and visitors to utilize Old Town for their everyday dining, social interaction, recreational, and cultural needs. In addition to the gallery scene, hotel guest and residents will be within walking distance of significant destinations such as the Museum of the West (MOW), Marshall Way and Main Street galleries, Scottsdale Artists School, Scottsdale Museum of Contemporary Art (SMOCA), Scottsdale Center for Performing Arts, Scottsdale Historical Museum, Scottsdale Stadium, Scottsdale Fashion Square Mall and The Waterfront. 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 OTSUDAG.

Parking for The Kimsey will be provided completely on-site in structured underground parking as well as some surface parking spaces. The development will utilize mechanical parking technology in the underground structure. See #15 under OTSUDAG section below.

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

Response: Mechanical equipment, appurtenances and utilities, and their screening methods will be integrated into the site and building design.

5. Within the Downtown Area, building and site design shall:

- a. Demonstrate conformance with the Downtown Plan Urban Design & Architectural Guidelines;***
- b. Incorporate urban and architectural design that address human scale and incorporate pedestrian-oriented environment at the street level;***
- c. Reflect contemporary and historic interpretations of Sonoran Desert architectural traditions, by subdividing the overall massing into smaller elements, expressing small scale details, and recessing fenestrations;***
- d. Reflect the design features and materials of the urban neighborhoods in which the development is located; and***
- e. Incorporate enhanced design and aesthetics of building mass, height, materials, and intensity with transitions between adjacent/abutting Type 1 and Type 2 Areas, and adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.***

Response: The Kimsey development conforms to the OTSUDAG as outlined below. The development provides a rich pedestrian-oriented development to engage Old Town patrons and provide a dynamic streetscape. Architectural elements take inspiration from the historic Kimsey Building and historic interpretations of the Sonoran Desert traditions using shade, overhangs,

building hierarchy and material/color selection. See OTSUDAG guidelines below for more details on design, character, and compatibility.

6. *The location of artwork provided in accordance with the Cultural Improvement Program or Public Art Program shall address the following criteria:*

- a. *Accessibility to the public;*
- b. *Location near pedestrian circulation routes consistent with existing or future development or natural features;*
- c. *Location near the primary pedestrian or vehicular entrance of a development;*
- d. *Location in conformance with the Design Standards and Policies Manual for locations affecting existing utilities, public utility easements, and vehicular sight distance requirements; and*
- e. *Location in conformance to standards for public safety.*

Response: The Kimsey public art improvements are envisioned to activate, energize, educate, and aesthetically elevate the street level outdoor spaces that thread throughout this urban infill development. Proposed public art will be viewable and/or accessible from the public right-of-way; and composed of three components:

1. *Environmental Concepts:* Public art installation(s) will be located at-grade first level and on the street frontages; and will focus on environmental concepts that celebrate the proposed bio swales that receive the rainwater and site drainage; and then recharge the aquifer below. Public art improvements will address custom and crafted detailing as related to permeable hardscape, drought resistant landscape, shade trees, heat resistant seating, and energy efficient lighting. They will create a cooler microclimate for pedestrians walking and strolling along this creative art-infused environment. These new art improvements will demonstrate and educate how to mitigate and lower the heat island effect in this urban context and within the Sonoran Desert. Such landscape improvements would also respect the current ‘urban foresting’ movement.

2. *Ralph Haver Architecture:* Public art installation would be accessible directly off the streets and lead the public to a north/south pedestrian passageway that moves through the heart of the project. Public art would focus on Ralph Haver, AIA, the architect that designed the Kimsey Building and his other architectural works in Scottsdale. Based upon our research to date there appears to be fifteen (15) Haver designed projects in Scottsdale. Unfortunately, it appears that five (5) of them have been partially or completely demolished. Each of the fifteen projects would have a stand-alone interpretative marker on a vertical pedestal. The team would propose a Ralph Haver historian/curator provide the historically accurate information and images for each pedestal; and work directly with a fine artist.

3. *Kimsey Historic Context:* Public art installation would be along the eastern edge of the property where a public mid-block walkway is proposed. Public art will tell historic stories about how the immediate surroundings evolved over approximately the past 120+ years or since c. 1900; and

particularly how the Kimsey family had owned this larger area and until recently did own the project site. The earlier citrus ranch, farmhouses, guest lodges, midcentury modern architecture as Kiva Craft Center on Fifth Avenue, Marshall Way as an arts district, and more would be featured in a series of interpretative markers on vertical pedestals. Words and historic images would attempt to capture this earlier era. A Scottsdale historian would provide the required research and factual accuracy of the information; and would work with a fine artist. Related site improvements as a continuous walkway, landscape, shade trees, seating, pedestal lighting, lighting standards, and property line fencing would provide an appropriate setting for viewing the markers.

Public art improvements will be durable, long lasting, and require minimal maintenance. Specified materials and finishes will be appropriate, vandal-resistant, and protect the public safety. As required by the approved PBD zoning, the 1% conceptual public art budget at this time is estimated at approximately \$870,000. A presentation before Scottsdale Arts is currently scheduled for June 9th.

B. The property owner shall address all applicable criteria in this section.



OLD TOWN SCOTTSDALE – URBAN DESIGN & ARCHITECTURAL GUIDELINES (OTSUDAG)

ENHANCE THE PEDESTRIAN ENVIRONMENT

1. Create an interconnected, walkable downtown. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance, the DSPM, & the Americans with Disabilities Act)

Development should enhance the interconnectivity of Old Town.

- 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.*
- 1.4 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: The Kimsey takes into account the surrounding context and will become an integral component in revitalizing the area. As a mixed-use development it will support a walkable and sustainable downtown. This is being accomplished, in part, by making and reinforcing vital connections for preexisting pedestrian, vehicular, and public transportation networks. The development intends to integrate one of the strongest and most effective features in Old Town Scottsdale...the shaded walkways. They make Old Town Scottsdale one of, if not the most, walkable downtowns in the Phoenix Metropolitan area. The new north/south pedestrian connection located along the eastern property boundary provides a mid-block pedestrian connection between Third Avenue and Indian School Road. Also, see response to Guideline 2. below. Refer to pedestrian and vehicular circulation plan and mobility plan submitted with the zoning application.

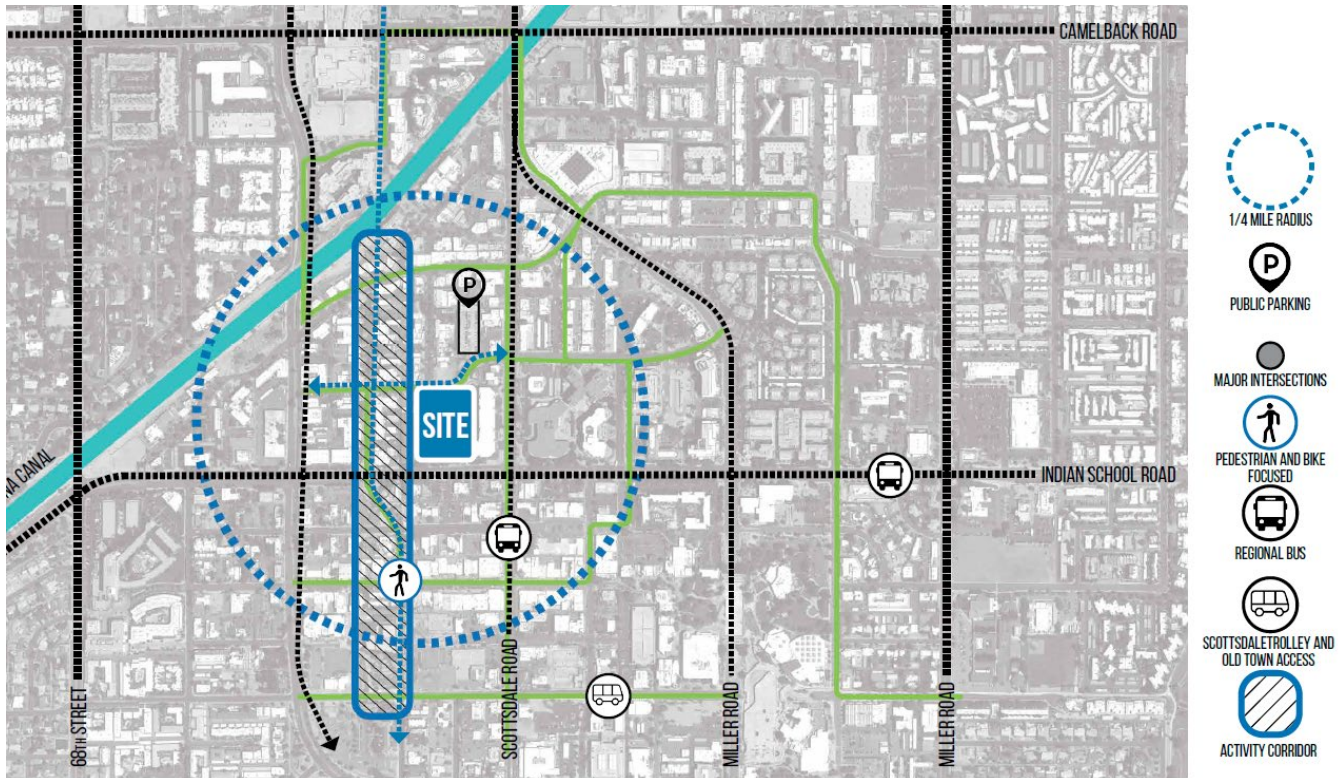
2. Maintain a consistent street edge and continuity of street-spaces. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

A strong street edge defines and strengthens the pedestrian experience in an urban space.

- 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.

Mobility / Circulation Exhibit



Response: Along the Third Avenue frontage will be a continuous covered arcade that will be a continuation of the existing arcade found immediately to the west and extends to Marshall Way. Behind the arcade, the boutique hotel will program and locate uses along the full building length that will activate the streetscape including the hotel lobby, lounge, and restaurant with some outdoor al fresco dining. The first level of the hotel will be transparent with continuous full height glazing, creative lighting with accent color(s) to create visual interest at this pedestrian level. This activation zone will also encourage pedestrian traffic to move north across Third Avenue and north on Craftsman Court via the existing street intersection crosswalks all for the benefit of the businesses in the Fifth Avenue District.

On the Indian School Road frontage, additional shaded walkways will be provided and function with the existing covered arcade found west of the property at the small shopping center. Per the City's plans, this is a more passive zone, but there is a desire to encourage pedestrian movement east/west along the street to the Scottsdale Arts District to the west. This is also true to the east where the major Scottsdale and Indian School street intersection serves as an entry to the Historic Old Town District.

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

Response: Development will reinforce and encourage Third Avenue and Marshall Way active street frontages with public space connectivity; and with the intersection of Marshall Way and Indian School Road as a public place focus per the City plans. The Property is uniquely positioned in Old Town Scottsdale to have one quarter-mile walkability to the districts of Fifth Avenue, Scottsdale Arts, and Historic Old Town, which will be enjoyed by the hotel guests and residents. There is also an awareness of Marshall Way as a primary pedestrian place and Indian School Road as pedestrian supportive. The Kimsey will generate significantly more foot traffic to these pedestrian-oriented areas and streets, increasing retail and restaurant sales. The Kimsey includes a public pathway along the east edge that goes from Third Avenue to Indian School Road, that will serve as a convenient mid-block walkway while providing easier access to the public Third Avenue Public Parking Garage. Along this pathway there will be open space with landscaping, security lighting, seating, and opportunities to enter the development in front of the Kimsey Building and into the residential courtyard, and the hotel/residential drop-off area.

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

Open spaces provide the opportunity 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.*
- 4.5 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: The Kimsey was designed to maintain and enhance an active street frontage reinforcing the Old Town pedestrian environment and encouraging walkability and social interaction. The context includes galleries, restaurants, retail, cultural opportunities and employment all within walking distance of the Property. As stated previously, covered arcades along with pedestrian scale landscape and hardscape elements will contribute towards street level interaction and continuity of the existing urban context providing connectivity to neighboring properties. The ground level of the residential townhomes will have direct residential access to sidewalks and amenities as well as access to patios.

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: The building orientation, which is predominately east/west and northerly will be more energy efficient. Passive solar concepts are integrated by discouraging direct solar heat gain during the hotter months; and encouraging direct solar during the colder months. Recessed and appropriately shaded windows with canopies and other devices will respect such passive solar approaches.

There is minimal roof area given the overall project size, which minimizes the heat island effect. Usable upper level exterior balconies and terraces provide some plantings to provide additional shade, reduce heat reflection and glare to the interior spaces, a cooling effect, and visually softens the building character. Courtyards by their nature are often shaded by the surrounding structures, and yet provide solar access when desired. Additionally, a series of first level breezeways provide natural convective cooling by pulling the heat through, up and out of the courtyard.

6. Design with context-appropriate vegetation.

Provide vegetation that will enhance the sense of place and tie the site into the surrounding environment.

- 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, wayfinding, 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 landscape character of the proposed development includes a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy drought-tolerant 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.

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.*

Response: Uniquely, The Kimsey saves, upgrades, and adapts new uses to the existing Kimsey Building mid-century jewel. Anticipated uses include those that will enhance the luxury residential with an inviting open entry, lounge, clubhouse/media, fitness, leasing offices at the first level; and residential units at the second level. First level will have access to nearby elevator lobbies, stairs, courtyard oasis, and structured parking. The historic and exterior character-defining features as described will remain intact and not be altered.

The covered arcade as well as trees and shrubs, will create shade and a comfortable microclimate for the pedestrian. These practices will enrich the pedestrian experience and encourage the use of

sidewalks to get from one destination to the next and provide continuity between buildings. The indoor/outdoor transition from the building will also allow residents to immediately engage with the sidewalk network in Old Town providing for an enhanced experience.

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 proposed development provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages. Additionally, the preservation of the Kimsey Building brings inspiration to the materials, building form, roof line and massing. By studying the established Old Town context with respect to character, design and materials, The Kimsey includes a variety of natural durable building materials and finishes that will stand the test of time including, but not limited to, masonry, cast in place concrete, and other durable natural materials.

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 rideshare queuing and drop off is encouraged.*
- 9.5 Consider building improvements such as lighting and signage on façades that face onto alleyways.*

Response: All utilities, trash, recycle and delivery services are contained within the site and are accessed inconspicuously. HVAC will be roof mounted and screened from view or ground mounted and screened from view. This minimizes the public's interaction with those services which helps to enhance the pedestrian experience. The ground plane has been designed to create a respite for residents, guests, and visitors.

10. Contribute to the ambiance, character, and safety of Old Town through architectural and site lighting. (Refer to Section 7.600 of the Scottsdale Zoning Ordinance).

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: Lighting has been designed in a manner that is respectful of the surrounding Old Town context while maintaining safety for residents, guests, and patrons. Lighting designs are commensurate with the quality architectural style proposed for The Kimsey, low-level with no glare or excessive intrusion for adjacent properties. Lighting is placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along street frontages in keeping with the urban setting. Building mounted and/or ground level artwork will be tastefully lit to enhance the unique features onsite.

11. Utilize signage that supports Old Town character and function. (Refer to Article VIII of the Scottsdale Zoning Ordinance).

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.

Response: Project identification will be contextually appropriate and processed under a separate permit application and approval process. Signage will be placed to ensure visibility respecting the landscaping and ground level experience while complementing the character of the development plan.

BUILDING MASS, FORM, & SCALE

12. Design buildings to complement the existing development context. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

New buildings should coordinate building form and height with the surrounding 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. (Refer to Historic Old Town Design District section for specific guidelines relating to transitional design of new development adjacent to this Old Town district)

Response: To the west existing structures are one-story and within a Type I area. The Kimsey is within a Type II area and adjacent to Type I, so it is required to create a transition with the new building forms and heights as it interfaces with the Type I. A series of building stepbacks are primarily provided at levels three and six to mitigate the overall height. There are also building components with exterior terraces that step down toward Indian School Road. Additionally, there are recessed balconies that modulate the building form and reduce the scale of the exterior walls. A similar strategy is found where Type I is across from Third Avenue to the north; and partially across Indian School Road to the south.

To the east are three story structures within a Type II area. The Kimsey's design provides additional stepbacks on the east. Recessed exterior balconies also mitigate the building forms and reduce its scale. The numerous outside corners of the residential buildings will provide exterior wrap-around balconies to soften otherwise hard edges. Lastly, there is an intention to have a broken roof line as it meets the sky at various levels with terraces, balcony privacy partitions, and railings.

Most importantly, the existing Kimsey Building is preserved, which creates large voids in massing as well as enhanced setbacks and stepbacks for much of the frontage along Indian School Road and the east edge of the Property.

13. Reduce apparent building size and mass. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

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 building massing elements provide varied architectural components that modulate and articulate the façade both vertically and horizontally, providing a base, middle and top. The ground floor is articulated with the movement, texture, relief and layering of elements creating depth and shade enhancing the pedestrian experience. These features also help to reduce the overall scale of the building and provide visual interest. The lower level townhomes along Indian School respect the stepback plane and provide an interplay with the streetscape and pedestrian realm along with the folded-plate shaded arcade. As the building rises, landscaped terraces and overhangs bring movement and energy to the architectural character.

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.

Response: The design elements summarized above will ensure a visual differentiation between the base, middle and top of the buildings provide a stronger base element and a visual lightness to the upper building levels enhances with material selections and finishes. The preservation of the Kimsey Building provides a large void of building mass along Indian School Road along with the stepped massing of the residential building respecting the required stepback plane as to prevent a looming building effect along the streetscape.

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.

Response: Parking will be provided in a below grade parking structure utilizing the mechanical car stacking technology at the first and lower levels. This system allows vehicles to be stored in two or three high racks, and for multiple side by side racks. Vehicles are automatically retrieved by the hotel valet or resident. Approximately 15% of the total parking spaces provided are conventional parking spaces, which will also serve larger SUV or truck vehicles that are too large for the mechanical parking system.

Vehicular traffic access to the property will come in many forms. The northeast quadrant of the property just off Third Avenue envisions a dramatic, ceremonial, and consolidated drop-off and pick-up zone to be shared by the boutique hotel porte-cochere entry and the residential lobby. It will set the tone and ambiance for this entire high-quality mixed-use development. From this node, hotel guests and residents will jointly have direct access to the underground structured parking. In addition to the required parking, guest parking will be provided per city code.

Vehicular access is also provided off Indian School Road at the upgraded west edge alley and directly to the lower level parking structure with an automotive ramp. For convenience, the existing parking lot off Indian School Road that provides surface parking spaces for the historic Kimsey Building will be retained, but will be visually upgraded as an ‘automotive court’ with new hardscape and landscape, creating a much improved setting for the building.

ARCHITECTURAL ELEMENTS & DETAIL

16. Design building façades 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.*
- 16.5 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 Kimsey's materials, massing and architecture are inspired by some of the existing Old Town vernacular and most importantly, the preservation of the Kimsey Building. The adjacent three-story office building to the east utilizes a warm-colored exposed concrete masonry unit throughout that is found in other Old Town Scottsdale structures. There is an historic legacy in the use of this durable material. Other natural and indigenous materials include the MOW's cast in place and textured concrete and copper wall panels. Plaster is also found to the west and numerous buildings on Marshall Way and Craftsman Court. Brick also is found in the existing Howard Johnson hotel, Little Red Schoolhouse, and Historic Old Town District structures such as the Rusty Spur, Johnny Rose's Pool Hall, and Woolworth Building.

The selected materials are translated into built form and layered to provide a hierarchy within each structure creating architectural design variation. Vertical and horizontal linear elements also bring visual interest creating relief, depth, and shade, which dramatically reduces the overall scale and mass of the buildings. Recessed windows and balconies and exaggerated overhangs will provide solar relief to the glazing and shaded outdoor spaces. Each side of the project is unified and expressive towards the overall theme while still providing a dynamic four-side architectural experience. Each façade provides balance and movement, helping to accentuate appearance and offering Old Town a vibrant, visually interesting building character.

The preservation of the Kimsey Building provides large voids in massing as well as enhanced setbacks and stepbacks for much of the frontage along Indian School Road as well as the east edge of the Property.

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

Response: The ground level of the proposed development plan is activated with multiple access points, shaded arcades, seating, landscaping, and lighting. The hotel offers a transparent interface along Third Avenue with direct lobby access. Building entry (lobby) for the residential component is central to the site connecting via multiple corridors and walkways. There is also a private walk connecting to the Kimsey Building joining to fitness and leasing uses. Additionally, a public sidewalk runs along eastern boundary of the site connecting Indian School and Third Avenue providing a midblock north-south connection that does not exist today.

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: As noted above, the building materials takes cues from the Old Town context. Vertical and horizontal linear elements also bring visual interest creating relief, depth and shade, which helps to reduce the overall scale and mass of the buildings. Building material include, but are not limited to, masonry, cast in place concrete and utilizing a variety of natural durable materials and finishes. The color palette invokes a Southwest inspired range of taupe and gray finishes with lighter tones as the building rises in height. Accent colors are incorporated to bring visual interest to the design and are inspired by midcentury architecture.

SCOTTSDALE SENSITIVE DESIGN PRINCIPLES

The Character and Design Element of the General Plan states that “Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.” The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property. In addition to the response below, please refer to Goal CD 1 above for a specific description of the design elements.

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

Response: The vibrant, contemporary building character and stepped heights are complementary to the surrounding urban development pattern. The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar relief, shading and overhangs, and celebrate the Sonoran Desert climate by creating outdoor courtyard spaces and common amenities for its guests, residents and visitors while also tying to the existing pedestrian network throughout Old Town.

- 2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features.***

Response: Although the setting of this Old Town site is urban in character and does not have natural features such as washes and natural area open space, the development team has taken special consideration in providing appropriate interaction with Indian School Road and Third Avenue streetscape through building design and attention to the ground-level experience.

- 3. Development should be sensitive to existing topography and landscaping.***

Response: The Property is an Old Town redevelopment site. Landscaping will consist of low water use desert appropriate landscaping materials in conformance with established guidelines. The current topography of the site pitches above 4 feet from north to south.

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

Response: The proposed redevelopment includes desert appropriate landscaping (as well as integration of native plants). Additional landscaping and open space areas will contribute to an urban habitat and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature, they will become self-sustaining relative to water demand.

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.*

Response: Pedestrian circulation along the streetscape is an important feature of this Old Town project, as numerous gallery, restaurant, residential, employment, cultural, and entertainment uses are within walking distance.

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 Kimsey is located within the heart of the Fifth Avenue District and is within walking and trolley distance to a range of land uses including major employers, such as HonorHealth and the City of Scottsdale. As such, the development has been designed with an emphasis on the ground level pedestrian experience enhancing the land use goals for this area. Developing tourist accommodations and residential units in the heart of Old Town with established transportation options (trolley, bicycle, bus) reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for the community as a whole.

7. *Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.*

Response: The proposed development incorporates design elements that respect human-scale, providing shade and shelter through building form, site and landscape design.

8. *Buildings should be designed with a logical hierarchy of masses.*

Response: Variation in massing, proportion, material contrast, and architectural detailing will be provided establishing a natural hierarchy. The proposed development also provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages.

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

Response: The proposed development will utilize a variety of Sonoran Desert inspired textures and building finishes, incorporate architectural elements that provide solar relief and overhangs, and celebrate the Southwestern climate by creating outdoor spaces, respites, and shaded amenities.

10. *Developments should strive to incorporate sustainable and healthy building practices and products.*

Response: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, are emphasized with the development. The design and development will be done in accordance with IgCC and will include a well-insulated building

envelope, recycled materials, energy efficient windows, energy efficient light fixtures, low-flow water fixtures, energy efficient appliances, and use of solar.

11. *Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.*

Response: Context appropriate, mature arid-region plant materials will be utilized with the redevelopment and revitalization of the Property. The desert-lush character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

12. *Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.*

Response: The proposed development maintains a low water use plant palette. Context appropriate desert plant materials will be utilized throughout the 3.87+/- acre redevelopment, consistent with the established vegetative pattern found throughout Old Town.

13. *The extent and quality of lighting should be integrally designed as part of the built environment.*

Response: Lighting is designed in a manner that is respectful of the surrounding context while maintaining safety and wayfinding for Old Town visitors and residents. Lighting plans and manufacture cut sheets are provided with the DRB application.

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

Response: Project identification will be contextually appropriate and processed under a separate approval and permit process.