

The Artisan Scottsdale

Rezoning Project Narrative

3-ZN-2021



PREPARED BY

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TABLE OF CONTENTS

	Page
Development Team	3
Site Information	4
Project Overview	7
2035 General Plan	8
Old Town Scottsdale Character Area Plan	26
Planned Block Development (PBD)	48
Old Town Scottsdale – Urban Design & Architectural Guidelines (UDAG)	52
Scottsdale Sensitive Design Principles	63

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SITE INFORMATION

Location:

- Southwest corner of Indian School Road and Marshall Way (the “Property”)
- APN: 130-12-031B, 130-12-032B, 130-12-033B, 130-12-045, 130-12-046B, 130-12-047A
- City Parcels: North: A portion of 130-12-029 and 030A
South: A portion of 130-12-048 and 049B

Property Size:

- Total Site Area:
 - 1.92+/- gross acres (83,635+/- s.f.)
 - 0.92+/- net acres (40,441+/- s.f.)

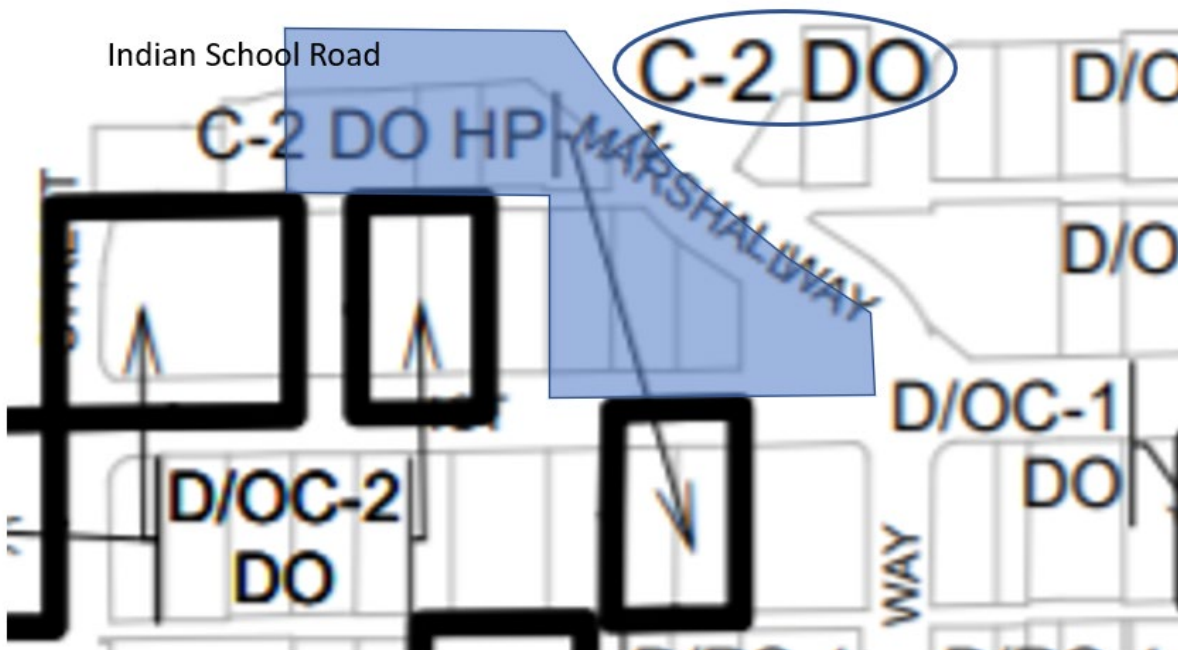
Current Zoning

- C-2 DO (Central Business District Downtown Overlay)

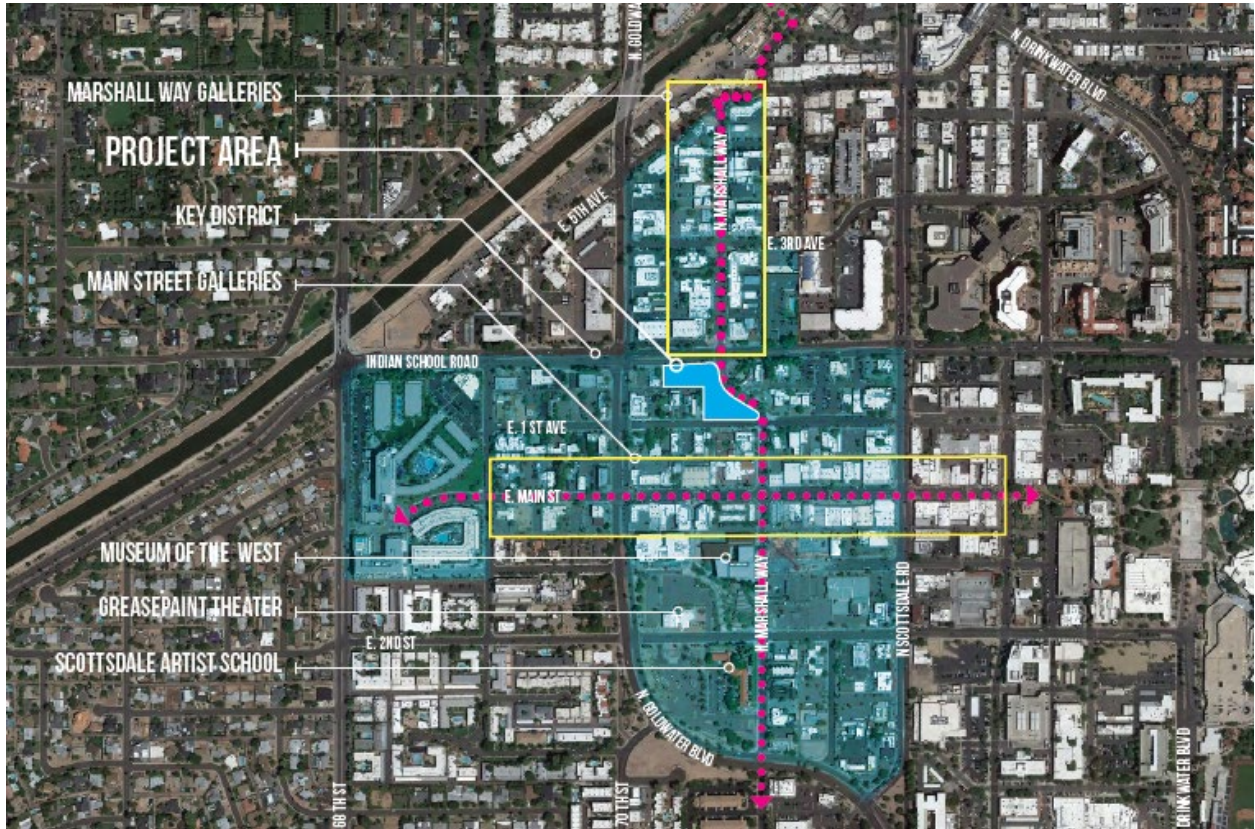
Proposed Zoning

- D/DMU-2 PBD DO (Downtown/Downtown Multiple Use-Type 2, Planned Block Development, Downtown Overlay)
- D/DC-1 PBD DO (Downtown/Downtown Core-Type 1, Planned Block Development, Downtown Overlay)

Current Zoning Map



Context Aerial



Existing Streetscape – Indian School



Existing Streetscape – Marshall Way



Existing Streetscape-First Avenue



PROJECT OVERVIEW

Development Request

The zoning application brought forward by Sub4 Development and Jackson Dearborn (“Sub4/JD”) is a request to assemble and rezone the property located at southwest corner of Indian School Road and Marshall Way (the “Property”) in Old Town Scottsdale (consisting of six vacant parcels and two parcels of City owned land) for the development of a new mixed-use project known as The Artisan Scottsdale. The site consists of approximately 1.92 +/- gross acres in total (approximately 0.92 +/- net acres) and the zoning request is from the current C-2 DO district to D/DMU-Type 2 PBD DO and D/DC-Type 1 PBD DO. The proposed mixed-use development will provide 83+/- residences, approximately 5,000 s.f. of commercial space, an art space, The Artisan Public Plaza - public plaza improvements (on the City parcels to be purchase by Sub4/JD) and underground public parking in the core of Old Town. This proposal supports and complements nearby galleries, cultural venues, employment, entertainment, retail, and support services. A key consideration with this development is the proposed 56+/- underground public parking spaces included with the application along with the public plaza improvements associated with the two City remnant parcels to be purchased by the builder. Further, this request includes **no** bonus requests for height, density, or gross floor area ratio (“GFAR”) beyond the base PBD requirements and **no** amended development standards.

As a high-quality mixed-use redevelopment, The Artisan Scottsdale will help revitalize and energize adjacent specialty retail and galleries and provide a vital pedestrian link along Marshall Way north and south of Indian School Road, further strengthening the Scottsdale Arts district’s connectivity and walkability.

Cultural Improvements Program

As required by the PBD, contributions to the Cultural Improvements Program include original works of art valued at one (1) percent of the applicable building valuation at the time of permitting. The builder intends to commission a local artist (s) to prepare significant outdoor pieces that will complement and enhance the overall character of this portion of the Scottsdale Arts District. The intent is to reinforce the importance of this immediate area as a gateway into and around the Scottsdale Arts District. Per the Site Plan (Exhibit 21F.1), we have tentatively identified two locations for public art. One installation is to be located within a planter at the north Artisan Plaza (at the southwest intersection of E. Indian School Road and N. Marshall Way) and the other installation is to be located at the south Artisan Plaza (at the northwest intersection of N. Marshall Way and E. 1ST Avenue). We envision both pieces to be vertical in nature so that they can be experienced from many different vantage points. We look forward to collaborating with the Scottsdale Arts Council on the review and approval process once the project moves ahead.

Conceptual Site Plan



2035 GENERAL PLAN

“Our future begins today. Building upon decades of planning and thousands of hours of community involvement, General Plan 2035 guides the physical development of Scottsdale and acts as a blueprint to enhance our community aspirations—Exceptional Experience, Outstanding Livability, Community Prosperity, and Distinctive Character—over the next 20 years.”

The General Plan is a tool for guiding future development and contains community goals and policies on a variety of components that play a role in creating the community in which we live, work, and enjoy. These goals and policies are broken down into 24 elements. The 2035 General Plan organizes the 24 elements under the following chapters with a series of goals and policies. A summary of the development’s conformance to these goals and policies is provided below.

- 1. Character & Culture**
- 2. Sustainability & Environment**
- 3. Collaboration & Engagement**
- 4. Community Well-Being**
- 5. Connectivity**
- 6. Revitalization**
- 7. Innovation & Prosperity**

❖ CHARACTER & CULTURE

Character Types

- *Urban Character Types consist of higher-density residential, non-residential, and mixed-use neighborhoods, including apartments, high-density townhouses, business and employment centers, and resorts. Development in Urban Character Types should have pedestrian orientation, shade, activity nodes, and useable open spaces that encourage interaction among people. Building form and heights typically transition to adjacent Rural and Suburban Character Types. Taller buildings may be appropriate in Growth Areas, depending on context (see Growth Areas Element). Examples include Old Town Scottsdale, a mixed-use center of distinct urban districts; mixed-use portions of the Greater Airpark, particularly along Scottsdale Road; areas within the Scottsdale Road and Shea Boulevard Couplet; and the HonorHealth hospital/medical campus near Shea Boulevard and 90th Street.*
- *A portion of the Old Town Urban Character Type, the Downtown Core, as identified, described, and defined by specific boundary in the Old Town Scottsdale Character Area Plan, incorporates the primary pedestrian areas in Old Town. The Downtown Core is a resident and tourist destination that includes downtown's historic legacy and heritage, specialty retail, art galleries, restaurants, public art, and the highest concentration of individually designated historic buildings found in the city. In contrast to the majority of the area, the Downtown Core is comprised of the lowest intensity of development in all of Old Town. The small lot development pattern, active ground level land uses, and pedestrian focus of the Downtown Core are some of the primary elements that give Old Town its most identifiable character.*

Character & Design Element

CD 1

Determine the appropriateness of all development in terms of community goals, surrounding area character, and context.

CD 1.1 New and revitalized development should respond to the regional, citywide, and neighborhood contexts in terms of:

- Scottsdale's southwestern, Sonoran Desert characteristics, such as climate, native plants, topography, and history/culture.
- Scottsdale as a part of a larger metropolitan area with a unique image, character, and identity within the regional setting.
- Relationships and sensitivity to surrounding land forms, land uses, and transportation corridors.
- Compatibility with and sensitive integration into established neighborhood character, including historical preservation policies.
- Contributions to citywide linkages of open space, Growth Areas, and Activity Areas.
- Creation of new or reinvention of the existing character of an area, when necessary.
- Physical scale relating to human experience.

- Visual impacts on and accessibility to public settings, significant natural features, and neighboring properties.
- Impacts on and sensitivity to the natural environment.
- Public buildings and facilities that demonstrate the above principles.

CD 1.2 Consider the effects of building height, overall development density, and building orientation on adjacent neighborhood character, privacy, and viewsheds

CD 1.3 Ensure that all development is a part of and contributes to established Character Types.

CD 1.4 Encourage transitions and blending of character between Character Types, including, open space areas, building height, massing, and orientation

Response: The immediate context consists of office, retail, and restaurant uses surrounding the site on all sides including the Coach House to the west, Arcadia Farms to the southwest, and Wiseman Gale Interiors to the east to name a few. The requested Downtown Zoning classification allows for higher intensities in a mixed-use setting to encourage a synergistic lifestyle and appropriate balance of land uses with an enhanced pedestrian environment. The proposal for approximately 83+/- residential units, approximately 5,000 s.f. of commercial space, an art space, public plazas, and underground public parking, will utilize the Downtown/Planned Block Development base development standards with no additional increase in height, density, and GFAR. The approximately 5,000 s.f. of commercial space is currently planned for a 2,500+/- s.f. corporate office for Jackson Dearborn and 2,500+/- s.f. retail/restaurant space.

The Property is currently an underutilized vacant site use for overflow surface parking. The site is surrounded by a variety of galleries, cultural venues, entertainment, residential, employment and service-related business and is within proximity to two of Scottsdale’s largest employers, HonorHealth and the City of Scottsdale. This Property is located on Indian School Road, approximately 800’ west of Scottsdale Road, with immediate access to public transportation, and is only 2+/- miles away from the Loop 101, all of which provide regional access. This site is ideally situated in a Downtown setting that offers all the ingredients for a successful mixed-use project. The key development consideration and design themes are summarized below and will be reiterated throughout the goals and policies discussion.

Key Development/Design Consideration:

1. Strengthening the pedestrian realm within the Scottsdale Art’s district serving as a key connection along Marshall Way north and south of Indian School Road.
2. Revitalization of and reinvestment in Old Town through land assemblage and acquisition of two City remnant parcels to create a unique mixed-use development and meaningful public spaces.
3. Desert contemporary architectural design.
4. Emphasis on Scottsdale’s strong identity as an arts community.
5. Public parking for Old Town patrons.
6. Public plaza improvements to be enjoyed by Old Town patrons.

CD 2

Develop, maintain, and refine Character Areas and Character Area Plans to foster quality development and consistent character and context within various areas of the community.

CD 2.1 Set priorities for the creation and updating of Character Area Plans.

CD 2.2 Character Area Plans should address “edges,” places where two Character Areas meet or places where Scottsdale’s boundaries abut other governmental jurisdictions, to ensure compatible transitions of character and connections.

CD 2.3 Ensure the involvement and participation of Character Area residents, businesses and property owners in planning and implementation.

Response: The proposed development complies with the Old Town Scottsdale Character Area Plan by bringing redevelopment that is contextually appropriate and implements pedestrian synergist land uses along Indian School Road, 1st Avenue, and Marshall Way. Further discussion regarding the character area plan conformance is provided in the Old Town Scottsdale Character Area Plan (“OTSCAP”) section below.

CD 3

Foster quality design that enhances Scottsdale as a unique southwestern desert and tourism community through development review processes.

CD 3.1 Strengthen Scottsdale’s economic and environmental attributes, distinctive character, and attractiveness through collaborative site planning and design.

CD 3.2 Use existing, and adopt new comprehensive polices, guidelines, and design standards for use in the design and development review process, to ensure public and private development responds to and enhances the diverse character and contexts within our Sonoran Desert community.

Response: As noted above with the key development considerations, the proposed architectural character will infuse a new vibrant desert contemporary style at an important intersection within Old Town’s Arts District. The building character, site layout, and landscaping design will respect the unique climate, vegetation, and Scottsdale’s Old Town urban context. The buildings will utilize masonry, stone veneer, Thermory (wood cladding), and metal railings and fascia, among other durable natural materials. A variety of modern building forms will be balanced with fenestration patterns and a combination of recessed and cantilevered balconies and deep overhang elements. The color palette planned for The Artisan invokes a Sonoran Desert inspired range of muted finishes with integrated accent tones to bring additional visual interest to the design.

See Scottsdale Sensitive Design Principles and Old Town Scottsdale Urban Design & Architectural Guidelines below for detailed responses regarding each principle.

CD 4

Enhance the design of streets and public spaces to improve Scottsdale’s visual quality, experience, Sonoran Desert context, and social life.

CD 4.1 Promote contextually compatible streetscapes that correspond with the following classifications:

- Urban Streetscapes encourage pedestrian comfort, safety, and accessibility using decorative elements, such as arcade-covered walkways, shade, pedestrian lighting, decorative paving and street crossings, transit shelters, seating, waste receptacles, and landscaping. Urban Streetscapes strive for equality among pedestrians, bicyclists, and automobiles in the design of the public realm.

CD 4.5 Identify and establish consistent entrances to Scottsdale and, as appropriate, key gateways to neighborhoods and Character Areas so that residents and visitors have a sense of arrival.

Response: The Artisan contributes towards the pedestrian oriented Old Town atmosphere by greatly improving the pedestrian realm (vs. the existing car-centric use of the site) at a key location within the Scottsdale Arts District through the activation of street frontages linking to the range of established office, retail, and galleries in the area. As such, specific design considerations have been given to the street frontages maintaining context appropriate building massing, pedestrian-scaled architectural elements/overhangs, landscape shaded walkways, and enhanced hardscape design. Streetlights will be maintained/enhanced, and lighting will be incorporated in a manner that strengthens the unique design of the project while maintaining safety for pedestrians.

CD 5

Promote the value and visual significance landscaping has on the character of the community.

CD 5.1 Employ appropriate heat island reduction techniques to reduce the effects of reflective heat and glare on buildings and paved surfaces.

CD 5.2 To the greatest extent possible, replace dead and dying landscaping with drought resistant plants to maintain or improve density pattern, shade, and area character.

Response: The redevelopment proposal removes an existing surface parking lot thereby reducing the urban heat island. The landscape character will include predominately desert-lush design with a variety of Southwestern plants that will provide year-round color, shade, and texture for the site and demonstrated with the landscape plan. Vegetation will include plants proven to thrive in our desert climate while creating a shaded vegetative pedestrian experience at the ground level and within the public plaza spaces. Plant selection and thoughtful planting design will allow the development to use water efficiently throughout the site. Existing mature trees will be retained and integrated into the new landscape plan to the extent feasible.

CD 6

Minimize light and noise pollution.

CD 6.1 Support Scottsdale’s dark sky areas and designation as an Outdoor Light Control City by reducing light pollution, glare, and trespass where possible, while still attending to public safety needs.

CD 6.2 Encourage creative, energy-efficient, and high-quality designs for outdoor lighting that reflect the character of the local context.

Response: Lighting will be designed in a manner that is respectful of the surrounding Old Town context while maintaining safety for residents, patron, and visitors. Lighting designs will be commensurate with the quality architectural style proposed for the development, low-level with no glare or intrusion for adjacent properties consistent with themes established along Indian School and Marshall Way. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along street frontages in keeping with the Old Town setting.

Land Use Element

LU 1

Enhance Scottsdale’s economic viability by encouraging land uses that reinforce the city’s reputation as the premier international tourist destination in the Southwest and sustain the city’s role as a regional cultural center and economic hub. Land uses should be compatible with Scottsdale’s character and physical appearance.

LU 1.1 Encourage land uses that preserve a high quality of life and further define Scottsdale’s sense of place within the region.

LU 1.3 Promote development patterns that integrate with and reinforce the character of an area. The city will continually review development patterns to ensure consistency of development in areas with fragmented or evolving patterns.

LU 2

Sensitively transition and integrate land uses with the surrounding natural and built environments.

LU 2.1 Ensure neighborhood “edges” transition to one another through compatible land uses and development patterns

Response: The Artisan will result in the redevelopment of an underutilized, vacant site surrounded by a variety of supporting cultural, employment, commercial and residential land uses that will offer services to the residents and patrons of The Artisan. Equally, the addition of residences within the Scottsdale Arts District, will bring additional sales to Old Town further strengthening Old Town’s economic stability and Scottsdale’s identity as a major hub of art and cultural activities.

LU 3

Maintain a balance of land uses to support a high quality of life.

LU 3.1 Allow for the diversity and innovative development patterns of residential uses and supporting services to provide for the needs of the community.

LU 3.2 Integrate housing, employment, and supporting infrastructure, primarily in mixed-use neighborhoods and Growth and Activity Areas, to support a jobs/ housing balance.

LU 3.3 Maintain a citywide balance of land uses and consider modifications to the land use mix to accommodate changes in community vision, demographic needs, and economic sustainability.

LU 3.4 Provide an interconnected, accessible open space system, which includes pedestrian and equestrian links, recreation areas, canals, and drainage ways.

LU 3.5 Engage the community in all land use discussions.

Response: The General Plan's Mixed-Use Neighborhoods designation and the Downtown District - Multiple Use category supports a variety of land uses including, but not limited to, multiple story residential, office, hotel, retail shops, and restaurants consistent with the intensity of uses which are typically found in Old Town. Additionally, revitalizing, and redeveloping properties is a critical part of the economic vitality of the community as it matures and grows. Integrating mixed-use development and new 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 galleries, museums, and major transportation corridors. Thus, helping to reinvigorate the Scottsdale Arts District and nearby Fifth Avenue District, further enhancing the quality of life for the residents of Scottsdale and stimulating revenue for area businesses.

2035 General Plan Land Use Map



LU 4

Develop context appropriate land use patterns that support a variety of compatible mobility choices and services.

LU 4.1 Integrate land uses and transportation systems to allow for a variety of mobility choices.

LU 4.2 Provide opportunities for pedestrian-oriented development, reduced parking demand, and context appropriate mobility choices.

LU 4.3 Locate regional land uses and intensities in Growth and Activity Areas to provide the greatest access to various modes of transportation.

Response: The Property is situated in the Scottsdale Arts District, on the southwest corner of Indian School and Marshall Way west of Scottsdale Road; Indian School and Scottsdale are 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, patrons, and visitors to utilize Old Town for their everyday dining, social interaction, recreational and cultural needs. In addition to the gallery scene, residents and patrons will be within walking distance of significant destinations such the Museum of the West (MOW), Marshall Way and Main Street galleries, Scottsdale Artists School, Scottsdale Museum of Contemporary Art (SMOCA), Greasepaint Theatre, Scottsdale Center for Performing Arts, Scottsdale Historical Museum, Scottsdale Stadium, Scottsdale Fashion Square Mall and The Waterfront. To enhance the environment, shading of the pedestrian realm along the street frontages and public plazas (north and south combined equal approximately 10,000 s.f.) will be provided through the integration of desert trees accented with ground cover consistent with the Old Town Urban Design and Architectural Guidelines.

Arts, Culture & Creative Community Element

ACC 1

Continue to support, plan for, and manage Scottsdale’s arts and culture programs and facilities.

ACC 1.1 Develop, implement, and regularly update arts and cultural strategic/master plans.

ACC 1.2 Broadly engage Scottsdale community members in arts and cultural planning.

ACC 1.3 Explore various techniques to expand the space available for arts exhibits, classes, performances, and other cultural activities.

Response: With the one-percent PBD requirement, the builder is reviewing a range of public art options for the site in accordance with the Zoning Ordinance Sec. 7.1000. Given the Property’s proximity to the Marshall Way and Main Street galleries, art will be a focal element.

❖ SUSTAINABILITY & ENVIRONMENT

Open Space Element

OS 5

Provide developed open space and outdoor opportunities in Scottsdale neighborhoods, giving priority to areas that are most lacking open space.

OS 5.2 Locate publicly accessible and useable open spaces within Growth and Activity Areas and established neighborhoods.

OS 5.3 Capitalize on opportunities to create new, or connect and expand existing, open spaces in established areas when redevelopment occurs.

OS 5.5 Develop a series of linked public spaces throughout downtown that are connected by pedestrian corridors.

Response: The Artisan Scottsdale contributes towards a pedestrian oriented Old Town atmosphere by greatly enhancing the pedestrian experience by providing approximately 10,000 s.f. of public plaza space and shaded pedestrian sidewalks activating redevelopment sites are a key component to maintaining a thriving Old Town that minimizes focus on the automobile and encourages multimodal transportation. The Artisan also celebrates the Scottsdale Arts District and the importance of Marshall Way as the central spine connecting galleries and retail north and south of Indian School Road.

OS 6

Design and manage open spaces to relate to surrounding land uses and character.

OS 6.1 Evaluate the design of open spaces with the following primary determinants: aesthetics, neighborhood and service area needs, public safety, visual and functional connectivity, social and economic impacts, maintenance requirements, water consumption, drainage considerations, multi-use, Character Area, desert preservation, and wildlife corridor protection.

OS 6.3 Aesthetically and sensitively integrate utilities and other public facilities into open spaces.

OS 6.5 Provide ample shade in public open spaces as appropriate for the type of open space.

Response: The Artisan Scottsdale will help revitalize and energize a key intersection in Old Town by providing a synergistic land use and enhancing pedestrian connectivity in and around the site. The Property is located in the heart of the Scottsdale Arts District, which makes it ideally situated for redevelopment and a pedestrian respite through the integration of public plaza space.

Environmental Planning Element

EP 1

Protect and enhance Scottsdale’s human and Sonoran Desert habitats.

EP 1.3 Require developments to retain and integrate the Sonoran Desert ecosystem.

EP 1.4 Preserve local plants, wildlife, and natural resources to maintain the biodiversity and long-term sustainability of the area’s ecology.

Response: The Artisan Scottsdale intends to preserve existing native and mature trees and provide new native and desert appropriate plantings which contribute to the broader surrounding environmental context. The goal of the site design is to create a comfortable and walkable experience for residents and Old Town patrons by increasing site shade and providing spaces for respite.

EP 7

Identify and reduce heat islands.

EP 7.1 Identify areas most impacted by the heat island effect, and prioritize mitigation for these areas to reduce heat impacts.

EP 7.2 Incorporate development strategies such as shared parking models and the use of “cool materials” (e.g., landscaping, green roofs, reflective pavement, heat reduction asphalt coatings, permeable concrete, and treated dirt areas) to help reduce the heat island effect.

EP 7.3 Develop and support programs, such as a Tree Canopy Plan, that identify and increase vegetation and shading in areas of high pedestrian activity.

EP 7.4 Promote the long-term management and maintenance of urban and open area vegetation and protect and expand the provision of private and public open spaces to reduce the heat island effect.

EP 7.5 Minimize asphalt and promote alternative parking surfaces.

Response: The site design includes the removal of existing large parking lot, which greatly contributes to the reduction of heat island. Plant materials will be low-water-use and drought tolerant focused on creating a shaded pedestrian environment through landscaping. Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The majority of onsite parking will be located in an underground parking structure. The specific sustainable elements are being evaluated with the design and development of the project in accordance with IgCC and may include, but are not limited to, overhangs, well insulated building envelope, recycled materials, energy efficient windows, energy efficient light fixtures, low use water fixtures, and appliances, and use of solar.

Conservation Element

CONSV 1

Achieve a sustainable balance between the conservation of natural resources and development of the built environment.

CONSV 1.1 Promote local and regional public and private partnerships to reduce natural resource consumption, such as aggressive conservation, reuse, and recycling programs.

CONSV 1.4 Encourage landscape designs that promote water conservation, prevent erosion, reduce the heat island effect, and decrease stormwater runoff.

Response: Plant materials will follow low-maintenance, low-water use requirements. Implementation of shade trees between buildings, along sidewalks and within the plaza space will be promoted. The integration of permeable paving is being explored. LID (Low Impact Development) will also be implemented in conformance to City requirements.

❖ COLLABORATION & ENGAGEMENT

Community Involvement Element

CI 1

Seek early and ongoing community involvement through broad public input in project and policy-making discussions.

CI 1.1 Maximize opportunities for early notification of proposed projects using a variety of methods.

CI 1.2 Use public involvement plans to identify and engage interested parties and provide opportunities for information exchange.

Response: Public participation and community outreach is an important part of the rezoning process. Technical Solutions began neighborhood outreach early in the process and maintains ongoing dialogue with the community and stakeholders. Feedback from one-on-one meetings, phone calls, and the required open house is shared with City Staff and memorialized in the Public Participation plan submitted with the zoning application.

❖ COMMUNITY WELL-BEING

Healthy Community Element

HC 3

Build on Scottsdale’s leadership role in wellness and healthful living.

HC 3.1 Provide quality recreation, community events, and neighborhood services that foster physical activity and encourage healthful living.

HC 3.4 Continue to foster and market Scottsdale as a resort, wellness, rejuvenation, and healthcare destination.

Response: The Property offers all the key ingredients for a residential mixed-use development given its ideal location with proximity to galleries, cultural amenities, employment, retail/support services, recreational opportunities, and multimodal transportation alternatives promoting healthful living and maintaining a Scottsdale lifestyle for our residents.

Housing Element

H 1

Support diverse, safe, resource-efficient, and high-quality housing options.

H 1.1 Maintain Scottsdale’s quality-driving development review standards for new development.

H 1.2 Promote complementary physical design, building structure, landscaping, and lot layout relationships between existing and new construction.

H 1.3 Ensure community dialogue during zoning and the development review processes to encourage context-appropriate development designs.

Response: The proposed mixed-use development will further strengthen Old Town’s urban environment and 7-day a week, mixed-use character by integrating additional housing options into the urban core in close proximity to well-established cultural, entertainment and employment land uses. Site design and building locations will strengthen the pedestrian realm within the Scottsdale Art’s district by serving as a key connection along Marshall Way north and south of Indian School Road. Building character will evoke a desert contemporary architectural design with emphasis on Scottsdale’s strong identity as an arts community. The development includes public parking for and public plaza improvements to be used and enjoyed by Old Town patrons.

❖ **CONNECTIVITY**

Circulation Element

C 1

Design and improve transportation corridors to safely and efficiently move people and goods.

C 1.1 Support the public transit system to assure adequate and affordable access to and within our community for citizens, employees, visitors, and businesses through the use of future technologies and micro-mobility options.

C 1.2 Coordinate transportation and land use planning to enhance an integrated, sustainable transportation system that promotes livable neighborhoods, economic vitality, safety, efficiency, mode choice, and adequate parking.

C 1.5 Incorporate strategies and technologies that efficiently move people, improve transportation system capacity and enhance mobility choices.

C 1.7 Retrofit aging neighborhood infrastructure and streets and create non-motorized neighborhood connections to enhance livability, safety, accessibility, and comfort.

Response: As mentioned above, the Property is located on Indian School Road, within close proximity to Scottsdale Road, 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 new high-quality, vibrant architecture, context appropriate urban planning, public parking, and enhancing the pedestrian experience with ground level activity and new public plaza space. Integrating residential within the Scottsdale Arts District near multiple employers and established businesses will reduce trip generation during peak hours promoting the live, work, play philosophy. A traffic report is provided with the zoning submittal.

C 3

Continue to develop an effective, safe, and connected multimodal transportation system (e.g., streets, trails, bikeways, shared-use paths, transit).

C 3.2 Create a diversity of mobility choices in Growth and Activity Areas, which have the greatest intensity of development.

C 3.5 Increase accessibility to transit options through non-motorized and other transit connections, such as, neighborhood circulators; on-demand transportation network companies; improved/enhanced sidewalks, multimodal paths, bicycle lanes; and non-motorized options for the final mile to reach public transit services.

C 3.6 Create, preserve, and enhance multimodal connections between residential areas and neighborhood-supporting land uses.

Response: The ground level improvements will maintain the detached sidewalks along both Indian School Road and Marshall Way, but will also incorporate additional shade trees to promote a comfortable and inviting pedestrian space along the streetscape and public plaza areas vs. the existing condition of surface parking with limited landscaping, narrow sidewalks, and little shade. The project improvements will allow ease of pedestrian circulation through and around the site, connecting to adjacent land uses, regardless of solar orientation and will reduce the urban heat island effect generated by the current site condition.

Bicycling Element

B 1

Develop continuous, accessible, and interconnected bicycle networks.

B 1.1 Continue to participate in regional bikeway system planning.

B 1.2 Promote convenient connections between on-street and off-street bicycling networks throughout the city and with neighboring jurisdictions.

B 1.3 Continue to integrate bicycle lanes and buffered bicycle lanes through street restriping and other techniques.

B 1.4 Continue to expand and enhance off-street bicycling networks, and connect them to existing and planned on-street bicycle networks.

Response: The existing bike lanes along Indian School Road will be maintained, which provide connectivity to the Indian Bend Wash and Arizona Canal path system. Bicycle racks will be provided onsite in conformance with City standards.

❖ REVITALIZATION

Neighborhood Preservation & Revitalization Element

NPR 1

Preserve and enhance the character, identity, and quality of Scottsdale's diverse neighborhoods.

NPR 1.1 Support innovative, well-designed, sustainable building construction and rehabilitation to enhance neighborhood character and identity.

NPR 1.2 New construction and exterior remodels or renovations should sensitively address neighborhood character and transition areas.

Response: Redevelopment of this vacant underutilized Property will contribute towards the economic sustainability of Scottsdale by providing additional housing options in the core of the City near abundant cultural amenities, support services and large, stable employers. The integration of new residences in a mixed-use setting along with the construction of 56+/- underground public parking spaces (above and beyond the project's required parking and additional resident guest parking), and the acquisition and enhancement of two City-owned remnant parcels will collectively bring physical and economic synergy on an underutilized, vacant site.

NPR 5

Promote neighborhood interaction to help create and maintain strong communities.

NPR 5.1 Preserve existing and create new public gathering spaces within walking distance of residential areas.

NPR 5.3 Encourage physical and social links between non-residential and residential land uses.

Response: The Artisan Scottsdale contributes towards a pedestrian oriented Old Town atmosphere by improving the pedestrian realm. This is achieved with activation of the adjacent street frontages and integration of the pedestrian public plaza space along Marshall Way providing a connection within the Scottsdale Arts District, north and south of Indian School Road. Pedestrian circulation along the street level and seamless interaction with the existing range of galleries and businesses is a critical component of The Artisan Scottsdale, as numerous land uses are within walking distances from this site. The building design focuses on strong enhancements at the pedestrian level through shade, texture, materials, and scale along with a landscape setting that provides a comfortable walkable streetscape experience.

Growth Areas Element

GA 1

Direct growth in areas of the city that can support a concentration of development density and intensity, as well as a broad mix of uses.

GA 1.1 Designate Growth Areas in locations:

- With infrastructure capacity to accommodate higher levels of activity and a mix of uses;
 - Where infrastructure upgrade/extension will be most cost-effective;
 - With multimodal transportation access;
 - Needing focused reinvestment;
 - Where regional attractions exist or are planned; and/or
 - That will reduce development pressures in lower-intensity areas of the city.

GA 1.3 Ensure that such development sensitively responds to neighborhoods, infrastructure, and character within and next to Growth Areas.

GA 1.4 Accommodate the highest intensity of development in designated Growth Areas. In some cases, Character Area Plans may be more specific on appropriate locations for higher intensity development within both Growth and Activity Areas.

GA 1.5 Identify Growth and Activity Area “edges,” and incorporate context-appropriate transitions between these “edges” and adjacent neighborhoods to minimize the impacts of higher-intensity development.

Response: Integrating a mixed-use residential community in Old Town adjacent near a wide range of supporting land uses (galleries, museums, retail, restaurants) brings physical and economic synergy, that will continue to enliven and enhance Old Town consistent with the goals and policies of the General Plan and OTSCAP by offering new housing options for the residents of Scottsdale. The building massing is designed to respectfully integrate with the surrounding building heights with a maximum proposed building height of 48-ft (Type 1) and 66-ft (Type 2) with an additional 6-ft for mechanical equipment (20% of roof area). Further, no amended development standards to the setbacks and stepbacks are being proposed.

Redevelopment and revitalization of the site brings a wide range of amenities including, but not limited to, ground level office/retail/restaurant space, underground parking including public parking spaces, public plaza space, enhanced landscape and hardscape, shade, improved pedestrian connectivity, sensitive edge buffering, vibrant architecture, public art, and placemaking.

GA 2

Improve access to automobile, transit, and other mobility options to, from, and within Growth and Activity Areas.

GA 2.1 Coordinate a balanced multimodal circulation system that can accommodate changing demographics and patterns of development within identified Growth and Activity Areas.

Response: The Property is located at the southwest corner of Indian School and Marshall Way and approximately 800' west of Scottsdale Road; both Scottsdale and Indian School are major arterials providing regional access. The Loop 101 is located approximately 2+/- miles to the east, which also provides regional access. By creating a comfortable and inviting pedestrian experience, The Artisan Scottsdale 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 cultural, restaurant and shopping destinations including the Marshall Way and Main Street gallery district, MOW, Greasepaint Theatre, Scottsdale Artists School, and Scottsdale Fashion Square Mall. The site is also located within close proximity to the HonorHealth Osborn campus and the City's civic complex including the Civic Center Library, Center for Performing Arts, SMOCA and City of Scottsdale government offices. Additionally, the Indian Bend Wash (with its extensive multi-use path network) is located approximately one-mile east of the site and the Arizona Canal Trail is located less than one-half mile to the north.

GA 5

Recognize and build on the character and diversity of Scottsdale's various Growth and Activity Areas.

GA 5.1 Support land use compatibility with nearby neighborhoods through context- appropriate development within Growth and Activity Areas.

GA 5.2 Protect key economic and historic assets from incompatible land uses in designated Growth and Activity Areas.

GA 5.3 Support compact development patterns which minimize the need for added public facilities in Growth and Activity Areas.

GA 5.4 Promote new development, revitalization, and redevelopment within Growth and Activity Areas that maintains fiscal sustainability, promotes long-term economic development goals, and enhances quality of life.

***OLD TOWN GROWTH AREA** is the commercial, cultural, civic, and symbolic center of the community. Old Town includes a collection of interconnected, mixed-use districts. While one of the city's local and regional draws for shopping, dining, and entertainment, Scottsdale's Old Town is a prime tourist destination. The Old Town Growth Area, through the Old Town Scottsdale Character Area Plan, denotes locations for some of the greatest development intensity within the community. Building heights generally range between two and six stories, depending on location and district context, and may exceed six stories in certain areas identified in the Old Town Scottsdale Character Area Plan. At the center of the Old Town Growth Area is the Downtown Core. The Downtown Core, as identified, described, and defined by specific boundary in the Old Town Scottsdale Character Area Plan, is pedestrian-oriented, and includes downtown's historic legacy and heritage, specialty retail, art galleries, restaurants, public art, and the highest concentration of individually designated historic buildings found in the city. In contrast to the majority of the area, the*

Downtown Core is comprised of the lowest intensity of development in all of Old Town. The small-lot development pattern, active ground level land uses, and pedestrian focus of the Downtown Core are some of the primary elements that give Old Town its most identifiable character.

Response: The Artisan Scottsdale is contextually appropriate with respect to land use and physical improvements including massing, architecture, materials, landscape, hardscape, and lighting. The synergy of uses between the proposed residential mixed-use buildings and existing adjacent commercial retail, cultural, and employment uses will bolster the economic vitality of the area. Redeveloping and revitalizing an underutilized infill site in the heart of Old Town is key to promoting land use and economic sustainability; allowing reinvestment to strengthen the long-term success of Scottsdale.

Cost of Development Element

COD 1

As permitted by State Law, require development to pay its fair share of the cost of public service needs it generates.

COD 1.6 Continue to use water, water resources, and sewer development fees to ensure that new growth pays for itself without adversely impacting existing customers.

Response: The development will comply with all City requirement with respect to water and sewer development fees to ensure that development pays for growth.

COD 2

Promote development timing guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.

COD 2.2 Ensure proposed development commits to construction of primary water, wastewater, and circulation systems, as necessary, before approval.

Response: Consistent with City requirements, the builder has submitted water and sewer basis of design reports, as well as a traffic report, with the zoning application to ensure adequate infrastructure and transportation systems are in place to serve the proposed use.

EV 1

Foster Scottsdale’s resiliency to economic change through support of our core industries (e.g., tourism, healthcare, bio/life sciences, advanced business services), assets, regional competitiveness, and economic diversity.

EV 1.2 Support retention and expansion of established businesses and provide resources for businesses to adapt to changing market conditions.

EV 1.3 Diversify Scottsdale’s businesses, focusing on industries that add value to the existing economic environment.

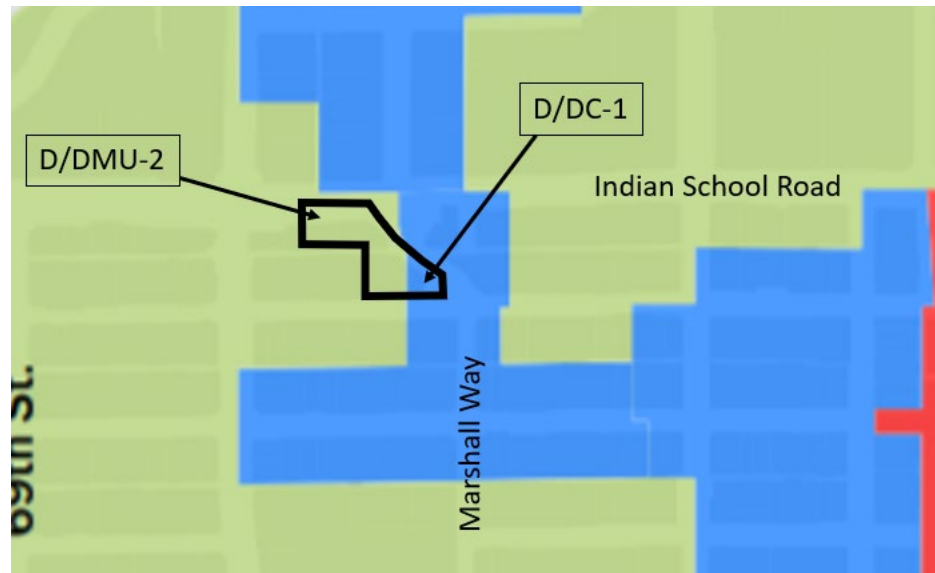
Response: Providing a variety of housing options that address the needs of multiple demographics contributes to a strong economic base. Old Town Scottsdale and surrounding areas have a growing population and mixed-use housing opportunities are in demand. This proposal will meet the growing need for housing and contribute to the long-term economic prosperity of the surrounding area by providing residents the opportunity live, work, and play in the Old Town setting.

OLD TOWN SCOTTSDALE CHARACTER AREA PLAN

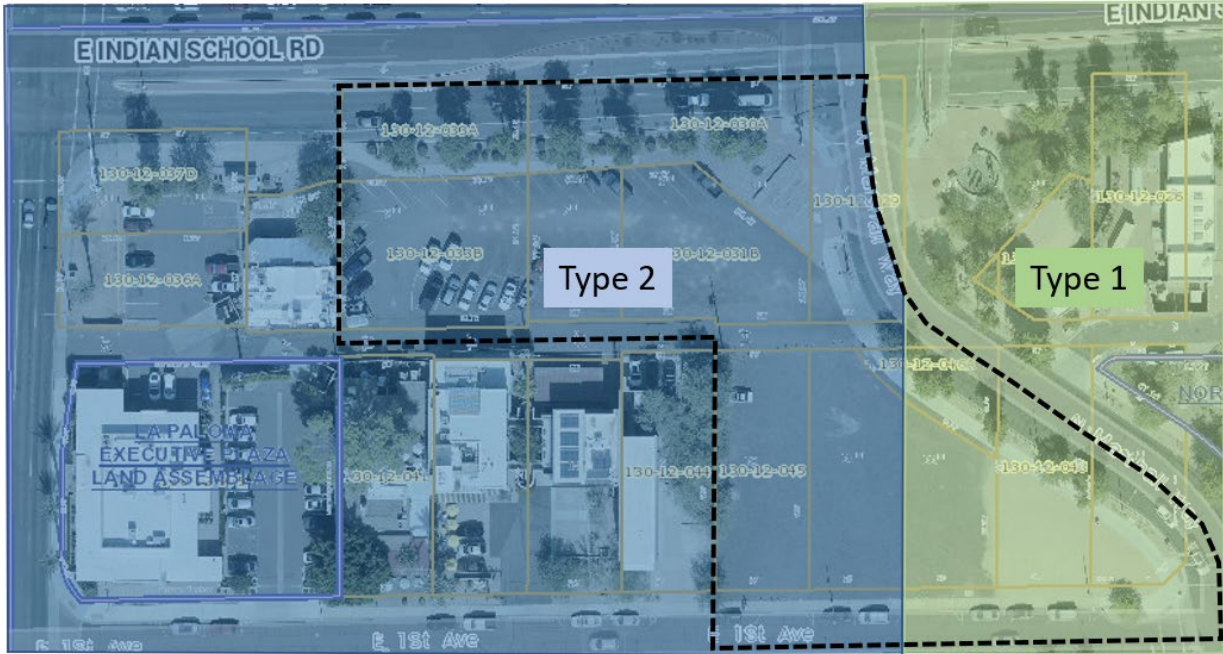
The summary below is based on the proposed Downtown Plan update (renamed Old Town Scottsdale Character Area Plan), 1-GP-2018.

The Downtown Multiple Use category supports a variety of major employment and service-related uses including, but not limited to, multiple story residential, commercial retail, office, hotel and support services consistent with the intensity of uses which are typically found in 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 approximately \$30,000,000 redevelopment of the site is accretive for the continuing economic growth and sustainability of the City as a whole.

The proposed D/DMU-2 PBD DO and D/DC-1 PBD DO zoning districts are consistent with the General Plan and Old Town Plan land use designation for the Property. Note that the D/DC-1 site only applies to a portion of the southern parcels as depicted to the right (and more specifically on the Development Types Map on the following page). The Old Town Plan's goals and policies which relate specifically to the proposed Development Plan for the Property are identified as follows.



Development Types Map



➤ **LAND USE**

GOAL LU 1:

MAINTAIN OLD TOWN SCOTTSDALE AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY.

Policy LU 1.1

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 proposed mixed-use development will further strengthen Old Town’s urban environment and 7-day a week, mixed-use character by integrating additional housing options into the urban core in close proximity to well-established cultural, entertainment and employment land uses. Please refer to CD Goal 1 under the 2001 General Plan discussion above regarding the specific design elements that will bring a vibrant, interactive urban development to the Property.

GOAL 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.*

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 an enhanced pedestrian environment. The rezoning request will allow for the revitalization of an underutilized collection of parcels and context appropriate urban development standards compared to what is currently allowed pursuant to existing C-2 DO zoning designation for the Property.

Old Town Future Land Use Map



Source: Old Town Scottsdale Character Area Plan

GOAL LU 3:

CONTINUE THE USE OF DEVELOPMENT TYPES TO GUIDE THE PHYSICAL AND BUILT FORM OF OLD TOWN SCOTTSDALE.

Policy LU 3.2

Support the highest scale Type 2 in the majority of the Multiple Use areas surrounding the Downtown Core.

Response: The PBD overlay requested with The Artisan Scottsdale zoning application will allow for redevelopment and revitalization of this Property assemblage with the integration of significant community benefits through underground public parking and public plaza space as well as enhanced landscape and hardscape, improved pedestrian connectivity, sensitive edge buffering, vibrant architecture, and placemaking within the Scottsdale Arts District. No amendments are being proposed to height, density, GFAR, setbacks and stepbacks with this application.

GOAL 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 mixed-use development with 83+/- luxury residences and approximately 5,000 s.f. of commercial space will promote the live-work-play philosophy in this well-established urban setting further contributing toward the long term goals of Old Town Scottsdale and diversity of housing types.

GOAL LU 6:

ENCOURAGE A MIX OF LAND USES TO SUPPORT A WALKABLE AND SUSTAINABLE DOWNTOWN.

Policy LU 6.1

Encourage development to provide a mix of uses and active street frontages, particularly in the Downtown Core, along Scottsdale Road, adjacent to primary open space areas and within the more active Old Town districts. For development in peripheral areas such as the Garden District, the Arts District and portions of the Fifth Avenue District west of Goldwater Boulevard, and the Civic Center and Brown and Stetson Districts east of 75th Street that may

not be able to support a mixed of uses with active frontages, encourage features that create visual interest at the pedestrian level.

Policy LU 6.2

Support downtown sustainability by encouraging vertical mixed-use development with and uses near on another.

Policy LU 6.3

Encourage development to make use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.

Policy LU 6.4

Support interconnected, pedestrian oriented Old Town districts that are comprised of a balanced mix of activities and land uses within optimal walking distance (approximately one -quarter mile).

Response: The Artisan Scottsdale is located within the Scottsdale Arts District on an underutilized, vacant property, and therefore, is ideally situated for mixed-use development with residential and supporting commercial land uses. The location of the proposed development will lend itself to various modes of transportation, such as by foot, bicycle and/or trolley vs. car as the Property is located within one-quarter mile of numerous restaurants, cultural, employment and retail opportunities. The City’s civic complex (offices, library, and museum) is located approximately one-third mile to the east and The Waterfront and Scottsdale Fashion Square mall are located just over one-quarter mile to the north. The shaded walkways that are found within the Scottsdale Arts, Fifth Avenue, and Historic Old Town Districts provide a comfortable means to circulate within these districts and between them. The Artisan Scottsdale integrates new public pedestrian spaces at Indian School and Marshall Way further strengthening this Old Town amenity.

➤ **CHARACTER & 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 Artisan Scottsdale is located in the center of the Scottsdale Arts District on the southwest corner of Indian School Road and Marshall Way. The streetscape design will embrace the Old Town Scottsdale Urban Design & Architectural Guidelines and provide a welcoming pedestrian environment for Old Town patrons walking along Indian School, Marshall, and First 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 and plaza spaces to get from one destination to another further enhancing the mixed-use character of Old Town and respecting the existing building context.

The underground parking structure will be available residents and visitors, but in addition there will be a separate level of 56+/- public parking spaces available to Old Town patrons. Public parking will be provided on the first deck below grade for ease of use along with the appropriate directional signage.

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.

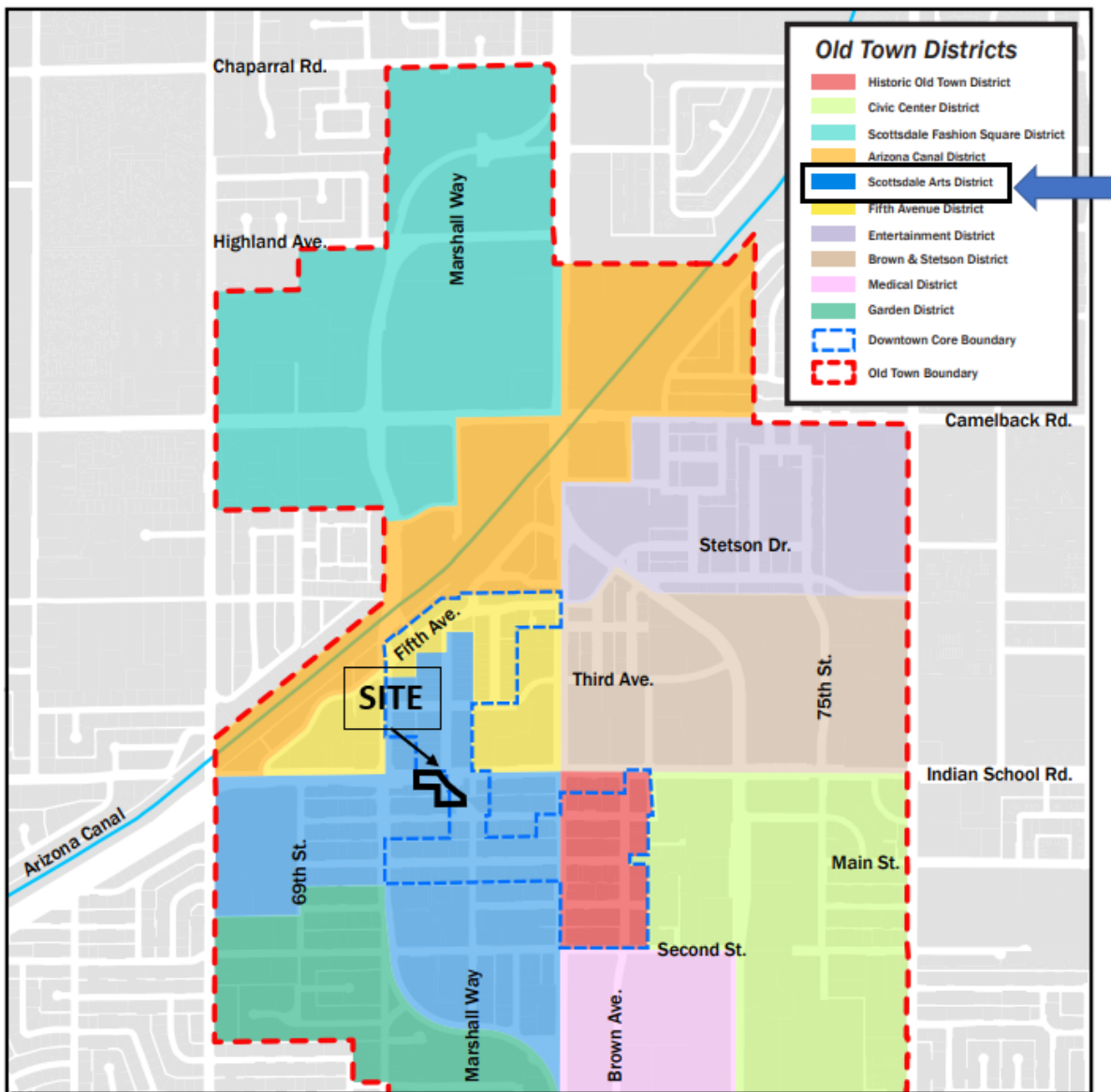
Response: See response above under Old Town Plan Goal CD 1. In addition, the building massing is varied both horizontally and vertically to help reduce overall building volume and create numerous transitions and additional architectural interest. The building design incorporates layers,

textures and variety in materials providing four-sided architectural character that responds to the Sonoran Desert climate while also respecting solar orientation.

Old Town District

Scottsdale Arts District – Numerous fine art galleries, restaurants, retail stores, the Scottsdale Museum of the West, the Scottsdale Artist’s School, and the Thursday Night ArtWalk are all located within this district.

Old Town Districts Map



Source: Old Town Scottsdale Character Area Plan

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

Pursue building and development strategies that reduce the heat island effect within downtown.

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 in keeping with the Old Town Scottsdale Urban Design & Architectural Guidelines. 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.

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.

Response: This part of Old Town offers a rich pedestrian focused environment surrounded by a range of activities along Marshall Way, Indian School Road, First Avenue, and along Main Street and Scottsdale Road. An important feature of The Artisan Scottsdale is pedestrian circulation that provides a seamless interaction with the existing range of Old Town galleries, museums, and restaurants. The building design focuses on enhancements at the human level with variation in building form, massing, materials/texture, and colors interconnected with landscape and hardscape that provide a comfortable, walkable pedestrian realm. Signage and lighting will be woven into the project in a creative and conspicuous manner to provide wayfinding for pedestrians while blending with the architectural character.

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 programmed with a variety of social, cultural, artistic and entertainment activities, and special events.

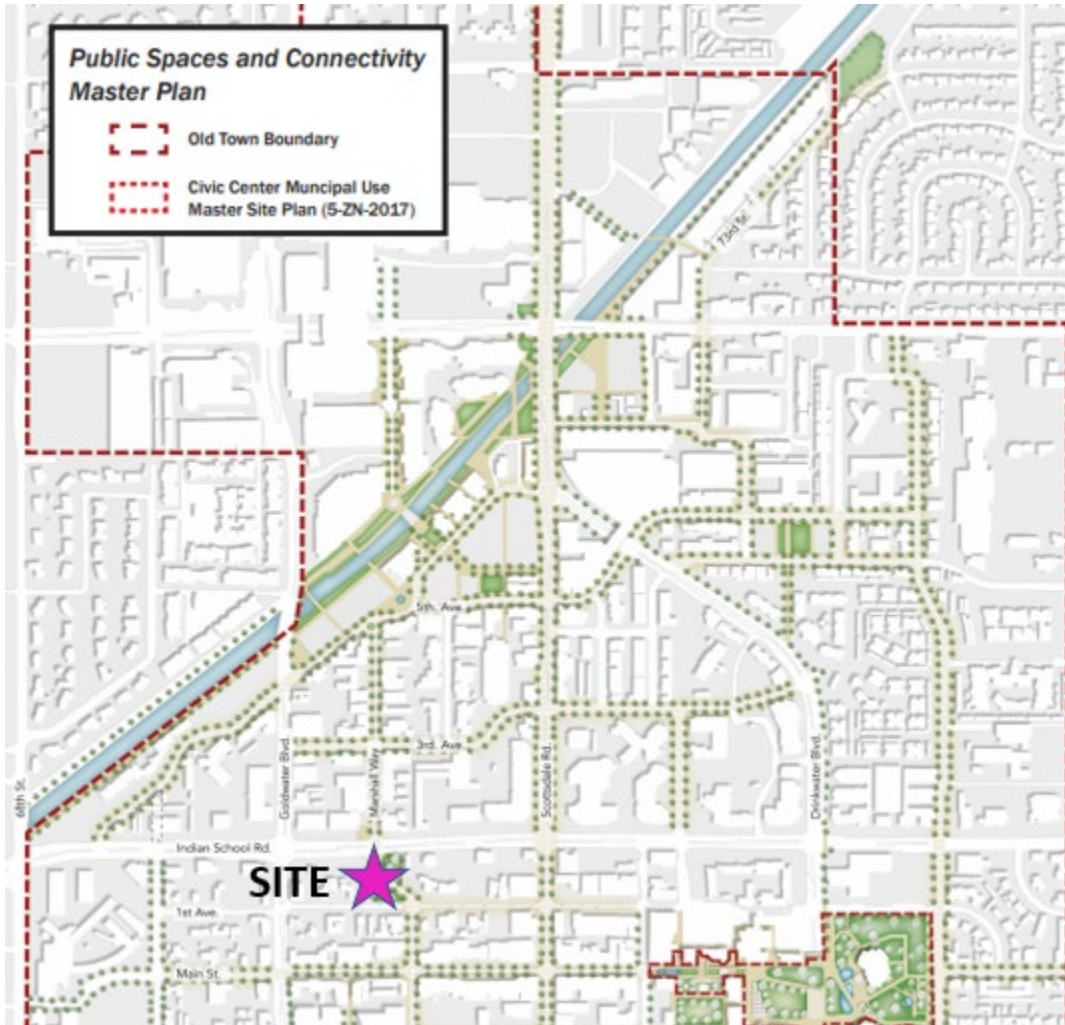
Policy CD 5.5

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 public plaza improvements will enhance pedestrian connectivity and function as an enjoyable centrally located pedestrian node within the Scottsdale Arts District. Additionally, the site design provides for enhanced tree-shaded walkway connections along the entire streetscape. Expanding beyond the site, the importance of this public plaza connection node

between north and south Indian School Road will encourage foot traffic to seamlessly traverse north to the Arizona Canal and south to the MOW and Scottsdale Artist School along Marshall Way consistent with the planning efforts set forth in the Scottsdale Downtown Public Space Master Plan. This will reinforce the overall interconnected fabric of the entire Old Town area (see map below).

Scottsdale Public Spaces Master Plan



Source: *Old Town Scottsdale Character Area Plan*

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 Goals 4 and 5 above. Streetscapes will provide continuity and connectivity from, to and around The Artisan Scottsdale. The two public plaza spaces, north and south combined equal approximately 10,000 s.f. The design of open space elements will include sustainable, low water use landscape improvements, shade trees, shade elements, hardscape, seating spaces, public art, wayfinding, and integrated infrastructure. The primary focus of development plan is walkability and contextually appropriate building placement that caters to the pedestrian and celebrates the Scottsdale Arts District and the importance of Marshall Way as the central spine connecting galleries and retail north and south of Indian School Road. Also, redevelopment of the existing surface parking lot will reduce the urban heat island effect by integrating new open space and additional landscaping.

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 providing a 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. The landscape character will incorporate trees and shrubs that will thrive in urban desert environment while complementing the architecture and responding to specific microclimatic conditions. In addition to landscaping, the plaza spaces will integrate seating, hardscape patterns, public art, and unique design 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 utilized to provide appropriate levels for wayfinding and building accent while respecting the existing Old Town environment and Scottsdale’s lighting standards and lighting levels. Exterior lighting standards for the development are still being refined by the design team but will complement the proposed contemporary building character.

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 Artisan Scottsdale will promote the Scottsdale Sensitive Design Principles and embrace the Old Town Scottsdale Urban Design & Architectural Guidelines as outlined in the sections below. Responding to the established Old Town character, the integration of indigenous and contextual building materials and native landscaping will be utilized. 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 Artisan Scottsdale at the corner of Indian School and Marshall Way.

GOAL CD 10

INCORPORATE SUSTAINABLE BUILDING PRACTICES IN 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 10.3

Encourage green building design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plan materials as part of downtown development.

Policy 10.4

Promote the use of energy efficient systems, construction methods, and alternative energy sources in downtown development.

Policy 10.6

Use existing urban resources, such as infrastructure systems, underutilized sites, buildings, and transportation networks to minimize the use of new resources.

Response: The Artisan Scottsdale development plan will meet and/or exceed all International Green Construction Codes as required by the City. Providing an infill redevelopment project with a mixed-use program speaks directly to sustainability and the live, work, play General Plan objective. Located in Old Town, it encourages walkability and use of public transportation options. Additional sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be utilized where feasible. Building orientation considerations and passive solar response (shaded and recessed glazing) have been incorporated with the site and building design given the Sonoran Desert climate.

Policy 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.

Policy 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: Refuse/ recycling services and loading areas may be screened from public street view via the existing central alley. Recycling and waste reduction techniques will be emphasized throughout.

GOAL CD 11

INFRASTRUCTURE DESIGN SHOULD POSITIVELY CONTRIBUTE TO 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.

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 the Old Town and Scottsdale Arts District context improving the current condition and pedestrian experience in the area. Visibility of above ground mechanical will be minimized by utilizing ground vaults, where feasible, and/or screened from view using decorative walls and/or landscaping buffers or other appropriate screening methods. Overhead utility lines will be placed underground consistent with city code requirements.

➤ MOBILITY

GOAL M 1:

DEVELOP COMPLETED STREETS THROUGH PUBLIC AND PRIVATE INFRASTRUCTURE INVESTMENTS AND IMPROVEMENTS.

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 mixed-use development and quality pedestrian level design and linkages. Streetscape improvements will be made along Indian School Road and Marshall Way consistent with City standards creating a presence that prioritizes the pedestrian. The public plaza spaces

along with well-placed shade trees will create a more comfortable and inviting pedestrian space along the streetscape vs. the current more auto-centric 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 an 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 streetscape will be improved to enhance the pedestrian experience providing a stronger connection within the Scottsdale Arts District and connecting Marshall Way north and south of Indian School Road. Expanding beyond the site, the importance of this connection node between north and south Indian School Road will encourage foot traffic to seamlessly traverse north to the Arizona Canal and south to the MOW and Scottsdale Artist School along Marshall Way consistent with the planning efforts set forth in the Scottsdale Downtown Public Space Master Plan. These improvements further connect to Scottsdale Road, Main Street, and beyond to The Waterfront, Scottsdale Fashion Square, Main Street and Civic Center plaza destinations. The street level pedestrian improvements include new shade trees and pedestrian plazas (approximately 10,000 s.f.) that will reinforce the walkable character of Old Town.

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 Artisan Scottsdale contributes to the “park once environment” noted above by integrating mixed-use development within the Scottsdale Arts District and providing 56+/- underground public parking spaces onsite. With a strong emphasis on walkability, activation of the urban environment will be strengthened through a seamless transition along Marshall Way north and south of Indian School Road linking to multiple gallery and dining options within the Scottsdale Arts District. A detailed parking master plan is also provided with this application.

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 (Morning Express, Neighborhood and Downtown trolleys) run near to the Property providing access throughout Old Town and Southern Scottsdale. The existing Valley Metro Bus runs along Scottsdale Road (Route 72) providing access from Chandler/Tempe to North Scottsdale and along Indian School Road (Route 41) providing access from Granite Reef west to Phoenix.

GOAL M 6
DEVELOP 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.

TOUR OLD TOWN ON THE MOUNTAIN VISTA BIKE ROUTE

The Mountain Vista Bike Route is a 2.3 mile loop that begins and ends at Main Street and Brown Avenue at the famous Banyan Tree. Follow green bike route signs to two more informative stops where mountain views are framed with interpretive panels that tell stories of the mountains on display. The frame that views the McDowell Mountains is located along the south bank of the Arizona Canal between the Marshall Way and Soleri bridges. The Camelback Mountain View frame is located at 68th Street and the Arizona Canal.



Policy M 6.3

Integrate on-street bicycle lanes and bicycle routes throughout downtown.

Policy M 6.4

Expand off-street bicycling facilities with connections to existing and planned on-street bicycle facilities.

Response: By creating a comfortable, shaded pedestrian-oriented experience along the adjacent streets, The Artisan Scottsdale will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Bicycle racks/lockers will be provided for residents and patrons near building entrances. Existing bicycle routes run along both Indian School Road and Marshall Way. Encouraging these alternative means of transportation is inherent to Old Town development as the Property is located near numerous office, dining, retail, and cultural destinations. Additionally, the Indian Bend Wash 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 Mountain Vista bike route provides a loop linking through Old Town.

Source: scottsdaleaz.gov

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: Existing bicycle routes run along both Indian School Road and Marshall Way. Bicycle infrastructure will be maintained with the redevelopment of the Property and bicycle racks/lockers will be provided to encourage residents, employees, and visitors to utilize alternative modes of transportation.

➤ ARTS & 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, galleries, and resorts. The Artisan Scottsdale will build upon the strong art base in Old Town by providing art space, public plazas, and new underground public parking at a key intersection within the Scottsdale Arts District that will continue to distinguish Old Town Scottsdale as a premiere art and culture 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 Artisan Scottsdale development team seeks to build a new approximately \$30,000,000 mixed-use development while celebrating Scottsdale as an established arts community through the implementation of new public plazas and strengthened connectivity along Marshall Way. As required by the PBD, contributions to the Cultural Improvements Program include original works of art costing a minimum of one (1) percent of the applicable building valuation. It is builder’s intention to provide the required public art onsite in the public plaza spaces.

➤ **ECONOMIC VITALITY**

GOAL EV 1

SUPPORT OLD TOWN’S PROMINENT ECONOMIC ROLE AS A HUB FOR 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 retail, dining, entertainment, emerging enterprises, and small businesses that contribute to Old Town’s unique character.

Response: The Downtown Multiple Use and Downtown Core subdistricts support 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 residential housing

options and supporting commercial in Old Town is essential for the continuing economic growth and sustainability of Scottsdale. Further, developing this approximately \$30,000,000 mixed-use project will increase the employment base and provide jobs near a range of housing options. This project exemplifies the revitalization component by redeveloping an underutilized, vacant site and creating a vibrant development with nearby access to support services and transportation corridors.

GOAL EV 2

PROMOTE PRIVATE INVESTMENT 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 Artisan Scottsdale will bring a mixed-use development to a key location within the Scottsdale Arts District. The PBD overlay requested with this zoning application will allow for an approximately \$30,000,000 reinvestment in the heart of Old Town further stimulating the economic tax base, assisting small local businesses 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)

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 is being requested to allow for the assemblage of multiple parcels for the proposed mixed-use development. In keeping with the PBD requirements, a Development Plan has been established to include a site plan, conceptual elevations, and landscaping. The intent of the Development Plan is to define an established style, character, and design quality for the site, while maintaining opportunities for specific needs 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 compatible development with Scottsdale's Old Town character. Property Development Standards are consistent with the Downtown Ordinance with no proposed amendments with respect to building height, density, GFAR, setbacks and stepbacks.

Summary of Proposed Property Development Standards with PBD

Site Area:	1.92+/- gross acres (83,635s.f.) 0.92+/- net acres (40,441 s.f.)
Base Building Height:	48 feet* in Type 1 and 66 feet* in Type 2
Proposed Building Height:	48 feet* in Type 1 and 66 feet* in Type 2 – no bonus *Additional 6 feet allowed for mechanical equipment
Potential Bonus Height:	84 feet (78 feet + 6 feet mechanical) in Type 2
Maximum GFAR:	1.4 or 117,089 s.f.
Proposed GFAR:	5,000 s.f. (commercial) + 2,600 s.f. (amenities for residential) Total of 7,600 s.f. or 0.091 GFAR – no bonus
Density Allowed:	50 du/ac or 96 units
Proposed Density:	43.23 du/ac or 83 units – no bonus
Building Setbacks:	Indian School Road: 30 feet Marshall Way: 20 feet First Avenue: 20 feet
Building Stepbacks:	No amendments to base Downtown Ordinance

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:

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

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

Response: See related sections in this Project Narrative (Old Town Character & Design above goals/policies and Old Town Scottsdale - Urban Design & Architectural Guidelines below).

2. *Criteria for a PBD Overlay District application in a Type 2 or Type 2.5 Area:*

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

Response: See related section above (Old Town Character & Design 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 related section below (Old Town Scottsdale – Urban Design & Architectural Guidelines).

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

Response: Building form conforms to the surrounding Old Town Character and is respectful of the surrounding context.

- 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 and building massing between the proposed development and the zoning districts abutting or adjacent to the development;*

Response: Appropriate transitions have been addressed through building and site design. No amended standards are being request.

- e. *The Development Plan for development within one hundred (100) feet of a Type 1 Area shall address appropriate transitions in building heights, building massing, and landscape materials between the proposed development and the Type 1 Area;*

Response: Development Plan conforms to the Type 1 adjacent transitions required by the Zoning Ordinance. The Property is adjacent to the Type 1 development type along the north and east boundary of the site. The proposed buildings have been designed to establish a hierarchy of massing and height coupled with the varying architectural components that modulate and articulate the façade both vertically and horizontally, providing a base, middle and top avoiding a monolithic volume effect. These elements along with building placement and ground level public plaza

improvements to the City acquisition parcels 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; and*

Response: Active street frontages are provided along Indian School Road, Marshall Way and First Avenue in the following ways: 10,000 s.f. of combined public plaza space, public art, efficient vehicle movement (reduction of pavement and driveway cuts), underground parking, integration of new shade trees, and enhanced hardscape design including detached sidewalks and seating for pedestrians. Architecturally, the buildings present a contemporary design providing a variety of small-scale building elements with human-scale rather than a single, large unarticulated mass. Pedestrian connectivity is key to the overall site design, not only providing access to nearby galleries and restaurants for the residents and patrons, but also strengthening the Marshall Way connection within the Scottsdale Arts District and 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: Walkability and focus on the pedestrian realm is a key design component of the Development Plan. 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. As noted above, The Artisan Scottsdale aims to provide a seamless connection along Marshall Way, extending north and south of Indian School Road to help unify the Scottsdale Arts District.

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

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

Response: Not applicable.

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 Old Town Scottsdale Character Area Plan as discussed throughout this project narrative.

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

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

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):*

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

Response: No bonuses are being requested with this rezoning application.

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

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 redevelopment plan considers the surrounding context and will revitalize a vacant underutilized corner within the Scottsdale Arts District. 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 pre-existing pedestrian, vehicular, and public transportation networks. The development intends to integrate two new connecting public plaza spaces (approximately 10,000 s.f. combined) at the corner of Indian School and Marshall Way bring synergy to this important intersection by providing wayfinding, low level lighting, seating, shade and public art where there currently is a surface parking lot.

Current Streetscape



Proposed Streetscape

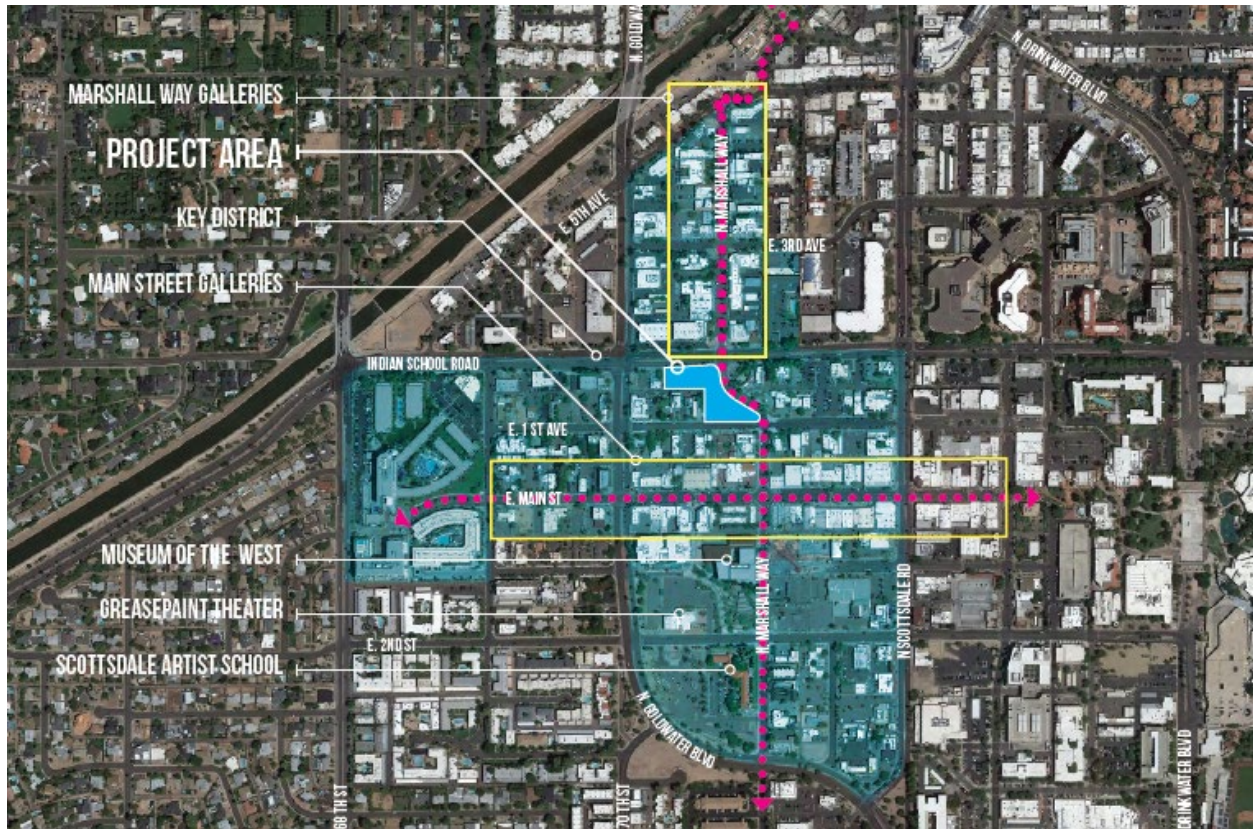


2. Maintain a consistent street edge and continuity of street-spaces. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

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: A key design consideration for The Artisan Scottsdale is strengthening the pedestrian realm within the Scottsdale Arts District and serving as a key pedestrian connection along Marshall Way north and south of Indian School Road. Site and building design will celebrate the pedestrian through the placement of building entrances, seating, overhangs, hardscape, landscape, lighting, public art, and wayfinding to create visual interest and synergy along the streetscape. The public plaza space will serve as an important public open space element along Marshall Way in the heart of the Scottsdale Arts 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: The Artisan Scottsdale will reinforce and encourage both Indian School Road and Marshall Way as active street frontages utilizing public space connectivity that spotlights this intersection as a key public space in accordance with City plans. The Property is uniquely positioned in Old Town Scottsdale to have one quarter-mile walkability to the districts of Scottsdale Arts, Fifth Avenue, and Historic Old Town. There is also a focus on Marshall Way and Indian School Road as important, established pedestrian routes. The Artisan Scottsdale will generate significant foot traffic to these pedestrian-oriented areas and streets, bolstering nearby retail and restaurant sales.

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 Artisan Scottsdale was designed to celebrate and enhance an active street frontage reinforcing the Old Town pedestrian environment and encouraging walkability and social interaction through design character and a mix of land uses to include residential, office, retail/restaurant, and art space. The indoor/outdoor transition between the ground level will embrace the streetscape and public plazas through site and building arrangement. The main entry to the north building has been strategically located near the street corner and associated plaza. The building mass is carefully set back from the corner to allow for visual relief. Storefront glass and attractive entry feature highlight this experience for residents and guests. The south building “extends” this experience with full height storefront glass along the streetscape and building entry.

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 will provide for energy efficiency. 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.

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. Further, redevelopment of the site from a surface parking lot to a mixed-use development with open space and shade trees contributes towards the goal of heat island relief.

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: In addition to the public plaza spaces, The Artisan Scottsdale will offer luxury residential development with a ground floor “gathering space” which is design for informal impromptu get togethers. There will also be roof top garden for residents. First level will have access to the front desk, management office, nearby elevator lobbies, stairs, and underground parking. Note, the proposed public parking also had separate and convenient access directly to the street front, adjacent to the building lobby. Site improvements that include shade trees, shrubs, and seat-walls, will create 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 and visual fluidity along the street frontages. Taking inspiration from the established Old Town character, design and materials, The Artisan Scottsdale includes a variety of natural durable building materials and finishes that will stand the test of time including, but not limited to, masonry, stone veneer, wood cladding, metal accents, 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. 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, patrons, 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 will be designed in a manner that is respectful of the surrounding Old Town context while maintaining safety for residents, visitors, and patrons. Lighting designs are

commensurate with the quality architectural style proposed for The Artisan Scottsdale, low-level with no glare or 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 north and west, existing structures are one-story and within a Type I area. The Artisan Scottsdale buildings are within a Type II area and adjacent to Type I (the southern plaza

parcel is in the Type 1 area but no building is proposed), so the development is required to create a transition with the new building forms and heights as it interfaces with the Type I area. Building setbacks and stepbacks comply with the Downtown Ordinance to provide sensitive buffering with no proposed amended development standards. Through the use of a several creatively integrated building materials, features and subtle forms, the overall massing of the building takes on a pedestrian scale and character. The design team is proposing a building that feels like a series of well-connected storefronts or shops along the street. There are also building components that articulate the façade and break-up the overall building mass. Additionally, there are recessed and cantilevered balconies that modulate the building form and reduce the scale of the exterior walls.

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, materials and building form creating depth and enhancing the pedestrian experience. These features also help to reduce the scale of the building and provide visual interest.

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 by providing a strong base element and visual lightness to the upper building levels enhanced with material selections and finishes. The stepped massing of the building respects the required setback 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 available in a three-level below grade parking structure. Parking for residents, employees, commercial patrons, and residential visitors will include 34+/- surplus spaces beyond the current code requirements. Above and beyond the required and guest parking for The Artisan Scottsdale, there will be 57+/- public parking spaces open to Old Town patrons. Vehicular access to the underground parking will occur via Marshall Way leading to the underground ramp. Surface parking will be situated internal to the site, between the buildings as to maintain an emphasis on the pedestrian streetscape and public plaza open space environment. A separate public elevator and stair to the underground public parking has been integrated with the design.

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 Artisan’s materials, massing and architecture are inspired by the existing Old Town vernacular while also bringing a vibrant contemporary character to this key intersection within the Scottsdale Arts District. The materials and textures 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 reduces the overall scale and mass of the buildings. Recessed windows and balconies, cantilevered elements, and exaggerated overhangs will provide solar relief to the glazing and shaded outdoor spaces. Given the unique shape of the infill site, each side of the project is unified and expressive towards the overall theme while still providing dynamic four-side architecture.

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 public plaza spaces, tree-shaded walkways, human-scale building design, seating, public art, and lighting. Building entrances are oriented towards the public plaza spaces to further activate the streetscape. As a high-quality mixed-use redevelopment, The Artisan Scottsdale will help revitalize and energize adjacent specialty retail and galleries and provide a vital pedestrian link along Marshall Way north and south of Indian School Road, further strengthening the Scottsdale Arts District’s connectivity and walkability.

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 take 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, stone veneer, wood cladding, metal accents, and other durable natural materials. The color palette planned for The Artisan Scottsdale invokes a Sonoran Desert inspired range of muted finishes with integrated accent tones to bring additional visual interest to the design

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 varied building forms are complementary to the surrounding urban development pattern established in Old Town. 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. Public plaza spaces will provide as a respite for pedestrian and integrate with the existing walkable Old Town context.

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 the streetscape through building design and attention to the ground-level experience with an emphasis on the pedestrian.

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.

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

Response: The proposed redevelopment will include desert appropriate landscaping (as well as integration of native plants). Additional landscaping and open space areas will contribute to an enhanced 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, new public plazas, and public art are important features of this Old Town project, as numerous gallery, restaurant, residential, employment, cultural, and entertainment uses are within walking distance of the site.

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 Artisan Scottsdale is located within the heart of the Scottsdale Arts 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. Incorporating new residences in the heart of Old Town with established transportation options (trolley, bicycle, bus) creates a synergy of land uses and 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 will incorporate 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 visual fluidity along the street frontages. No amended development standards are being requested with this application.

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, will be emphasized. The specific sustainable elements are being evaluated with the design and development of the project in accordance with IgCC and may include, but are not limited to, well insulated building envelope, recycled materials, energy efficient windows, energy efficient light fixtures, low use water fixtures, and 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 will maintain a low-water use plant palette. Context appropriate desert plant materials will be utilized throughout the 1.92+/- acre development, 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 will be designed in a manner that is respectful of the surrounding context while maintaining safety and wayfinding for Old Town patrons and residents.

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.
