



## Marshall Four

November 01, 2022

4251 North Marshall Way  
Scottsdale, Arizona 85251

## Project Narrative

### I. Context

The current property is an approximately 4,502 square foot (app. 0.10 acre) parcel of land (APN 173-50-035) commonly referred to as 4251 North Marshall Way, Scottsdale, Arizona. The property is currently used as a retail site improved by a one story buildings which is approximately 2,036 square feet in the aggregate. Focusing on this area of Marshall Way, 5<sup>th</sup> ave, 3<sup>rd</sup> ave, and Craftsman Court, there are examples of revitalization, and we are confident that our proposed design will positively contribute to the existing and new development in this area. The property is bordered on the west by Marshall Way, on the South by an open undeveloped parcel, and on the North and East by a public alley way.

### II. Design and Character Elements of the General Plan

The Scottsdale General Plan designates the property as “Mixed-Use Neighborhoods” that are located in areas with strong access to multiple modes of transportation and major regional access and services, and have a focus on human scale development. These areas could accommodate higher density housing combined with complementary office and retail uses or mixed-use structures above commercial or office space.” The project is served with a variety of transportation options that regularly service this area including bus, trolley, pedicab and bicycle as well as other non-motorized opportunities along the Arizona Canal and this portion of Old Town Scottsdale. The vertical integration of residential above retail/office as recommended by the General Plan is a major feature of the project.

Relevant General Plan Character and Design Goals incorporated into the design and development are the following:

“MFour Goal 1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood. Respond to regional and city-wide contexts with the new and revitalized development in terms of the following: Scottsdale as a southwestern community; Scottsdale as a part of a large

metropolitan area with unique reputation, image, character and identity within its regional setting; . . . consistently high community quality expectations; . . . physical scale relating to the human perception at different points of experience;”.

*As shown on the development plans the project is consistent with what may be termed a contemporary urban design that is similar to yet distinct from other Downtown redeveloped properties which build upon Scottsdale’s design ethos for quality development and upscale urban living, office and retail opportunities.*

“MFour Goal 2. Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surrounding area. Streetscape is a term used to describe the combination of individual design elements that give character to the street frontages of the city. Some examples of these elements are landscaping, street furniture, lighting and sidewalk design. . . .”.

*The property is an infill parcel in this area of Old Town Scottsdale with three exposed sides. It will also be one of several precedented mixed use residential redevelopment opportunities in this area. The overall image and design continue the urban inclusive theme of creating inviting pedestrian areas and walkways and a visually inviting frontage.*

As previously mentioned and described above, the project imbues the following companion guidelines of Scottsdale’s Sensitive Design Principles and the Downtown Character Area Plan.

### III. Summary & Architectural Character

The request is for Development Review Board (“DRB”) approval of a new mixed-use development consisting of a first-floor retail and/or office, and the second through the fourth floor being residential units on an approximately 4,502 square foot parcel located within the block of Marshall Way. Parking will be provided in a single-level under podium structure on the ground level.

The new building design has a contemporary urban theme providing a stylish but conservative high-end environment befitting of its location in the key location in Old Town Scottsdale. Building massing includes step backs and elements moving horizontally and vertically. The design and massing of the building lends itself to invite patrons and residence to move about Old Town and become vital parts of the everyday activity it has to offer. Extensive balconies and outdoor spaces for each residential unit along with integrated shade structures on both the east and west faces of the building, covering the walkways provide necessary and complimentary shading for allowing people to partake in the active outdoor lifestyle of Scottsdale. These all add to the interesting elements along and visible from the streetscape. Landscaping materials conform to the Downtown design guidelines and incorporate on all levels to provide softening of the exterior spaces. We believe this will be an attractive and desirable addition to the Old Town Scottsdale community.

### IV. Ingress, Egress, On-site Circulation, Parking, and Pedestrian

The sidewalk along Marshall Way will continue to provide pedestrian access to the building and intersecting sidewalks. Vehicular access will continue to be viable on those same streets. Residents and visitors will have access to both the private on-site parking as well as the ability to utilize the four-story City owned parking structure app. 400 ft. to the East. Existing angled street parking is retained along both bordering street.

### V. Mechanical and Utility Equipment

All mechanical equipment, appurtenances and utilities have been screened from public view by placing them on the rooftop with a parapet wall that is insulated to minimize noise.

VI. Location of Artwork

On the south façade we are proposing some type of pending painted mural or graphic that will decorate the wall with symbolism that relates to the history of Scottsdale.

In conclusion ownership and the design team believe that the project will be a welcomed addition to the immediate area and contribute to the vibrancy of uses and design excellence in this upcoming area of Old Town Scottsdale.

If you have any questions or require additional information, please feel free to contact us at 602.619.7751.

Sincerely,

Mark Tomecak, R.A.