

TO: Casey Steinke, COS Planning

**RE: 387-PA-2022 Rehab Burger Therapy Pre-Application Meeting**

To help the review of our proposal for renovating 7210 E. 2<sup>nd</sup> St. we wanted to acknowledge the underlined goals of the City of Scottsdale's zoning ordinance. In particular the importance of the Downtown District to the City as a whole. To properly assess our proposal, we feel we should address the goals of the City and point out how our goals and design help the City achieve it's goals for Downtown Old Town. As residents of Scottsdale this is important to us as well. Below we have copied the *Purpose* section of the Downtown district from the Zoning Ordinance and supplied a description of how our design helps aid in these goals.

*Sec. 5.3001. - Purpose.*

*A. The purpose of the D District is to provide use regulations and development standards to implement the Downtown Plan and the Downtown Plan Urban Design & Architectural Guidelines. The Downtown Area is planned as a concentration of a variety of uses and community interests in a small geographic area comprised of several sub-districts. In order to support a high quality urban development pattern the D District is intended to:*

***1. Preserve and protect the character of the diverse collection of vibrant mixed-use pedestrian-oriented districts;***

**We feel that Street-front focused retail is important for a vibrant mixed-use district. Highlighting activity rather than hiding it inside; opening up to the outside rather than shutting off to the outside – these are ways to develop the character of a downtown district. The current restaurant does currently have a patio, but our new design will allow it to function year-round. It will also be aesthetically improved, currently the area can get a bit messy, as a lot of clientele congregate and wait outside of the restaurant. Sometimes with waiting customers they have to put up cones and tape to direct traffic.**

***2. Promote an enhanced, pedestrian-oriented, streetscape environment on certain key streets in the Downtown Area;***

**As part of this design we will be growing sidewalk from 6' to 8' wide. Additionally, the improved visibility of the restaurant help activate 2<sup>nd</sup> St. by creating visual and energetic interest improvement wayfinding and pedestrian wondering within the streets of Old Town.**

***3. Encourage commercial and residential land uses that activate the streetscape;***

**In addition to growing the sidewalk the new design and patio will certainly make the streetscape more active by creating a more visual and energetic node within the Old Town network of streets. This new design will also allow**

the patio to be open year-round which will keep that activation going rather than being seasonal.

*4. Create different building setback requirements that fit into the existing character of the district, the classification of the adjacent streets, and the multi-modal transportation network;*

2<sup>nd</sup> Street has a unique feel and an important role in feeding pedestrians from Scottsdale Rd. to the secondary streets and shops of Old Town. It has a direct connection to the shops of Brown Ave. as well as the Farmers Market. Creating visual and energetic interests on 2<sup>nd</sup> St is important in fostering this network of activity within Old Town.

*5. Establish and enhance connectivity in and around the Downtown Area and districts, focusing on walkability and other modes of transportation;*

Wayfinding is an important element of city planning. A key driver of urban design is to create visual and energetic interest on secondary streets to both relieve congestion on main streets (such as Scottsdale Rd) and to feed pedestrians to the other various shops and streets of the neighborhood (thus feeding the Economy off of the major streets). Our renovation will create a visual and energetic node on this existing network on a street that is currently lacking this connectivity. Enhancing 2<sup>nd</sup> Street will enhance the Downtown area and walkability of Old Town overall. 2<sup>nd</sup> St. currently does not feel as active and connected as the rest of Old Town.

*6. Incorporate contextually sensitive planning, architecture and urban design;*

By widening the sidewalk, burring the line from inside to outside by creating a large covered patio full of operable features and thus blurring the line from street to inside, we feel we are creating and design that is successful urban design and contextually befitting Old Town. We also would like to keep the 'historic' green color of the building. This will also provide uniqueness and charm as well as visual variety to the neighborhood, which is important to the feel and character of Old Town.

*7. Promote sustainability with sensitivity to the Sonoran Desert;*

While our site is urban and not heavily integrated into the Sonoran Desert, we are sensitive to sustainable concerns and will utilize an energy efficient variable refrigerant volume HVAC system as well as insulated and low-e glazing.

*8. Promote arts and culture;*

A major conversation for us regarding this design is to design revenue for our clients, Rehab Burger Therapy, to ensure their continued success as the costs

of running a business continue to increase. We feel it is important to the fabric and culture of Old Town to have unique, independent restaurants and shops rather than chain stores. These local independent businesses are a huge part of the culture of Old Town and this proposed design will help this independent local business thrive.

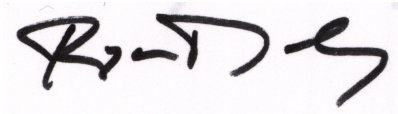
*9. Support economic vitality through public-private participation; and*

This design will create more revenue for the Restaurant, which in turn will produce more tax dollars for the City.

*10. Continue to have Old Town Scottsdale recognized as a premier destination.*

Again, we want to emphasize the importance of keeping small local independent businesses as the heart of Old Town rather than chain stores and large corporate entities. The uniqueness of these shops and restaurants and quality of the spaces and streetscapes are what help Scottsdale be a premier destination. This renovation will both improve the streetscape as well as keep a local business strong.

Thank you for your time and consideration!

A handwritten signature in black ink, appearing to read 'RDADC', is written on a light pink rectangular background.

Ryan Dooley  
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