

MAGNOLIA WATERSIDE @ OLD TOWN

6824 E Indian School Rd
Scottsdale, AZ. 85251

PROJECT NARRATIVE

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1. PROPERTY INFORMATION

Location:

E Indian School Road & N 68th Street

Property Size:

Net Area 38,160 SF

Total Site Area:

51,393 SF (approx. 1.17 Acres)

Approved Zoning: Case 1-ZN-2020 was approved by City Council on 8/24/2020; Current Zoning is D/DMU-2 PDB DO

Context Aerial:



2. PROJECT OVERVIEW

Magnolia Waterside is a new Multifamily project designed to complement the unique character of the downtown setting and existing neighborhood fabric. The development site is an unusually shaped infill site that is bordered to the north by the Arizona Canal, and to the southwest by Indian School Road. The site is located in the Arizona Canal District and acts as the terminus to the Fifth Avenue District, and also borders the Scottsdale Arts District.

The proposed development includes 54 residential units and ground floor non-residential space, consistent with the zoning approval (1-ZN-2020). The project is also consistent with numerous City goals and policies, including the Old Town Scottsdale Character plan and associated design guidelines. The project site is surrounded by a variety of retail, live/work, resort, residential and entertainment businesses within close proximity to the gallery district and a range of employment opportunities.

Photos of existing condition at the site:



View from Indian School Road



View from Indian School Road



View from 5th Avenue



View from 5th Avenue

3. DRB CRITERIA DISCUSSION

DEVELOPMENT REVIEW BOARD CRITERIA

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

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

Response: Magnolia Waterside is supportive of the desired values defined in the General Plan, which include goals and policies that benefit the community. As demonstrated in detail with the recently approved zoning case for Canalside (case 1-ZN-2020), the development plan conforms to the General Plan, Old Town Scottsdale Character Area Plan, Old Town Scottsdale Urban Design & Architectural Guidelines (“OTSUDAG”), the Planned Block Development (“PBD”) Criteria, and the Scottsdale Sensitive Design Principles. Key development considerations from the zoning case are carried through with this DRB application. Further, this narrative provides design details specific to the OTSUDAG and Scottsdale Sensitive Design Principles.

- 2. *The architectural character, landscaping and site design of the proposed development shall:***
 - a. *Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;***

Response: The development request will allow for the redevelopment of an underutilized site surrounded by a variety of supporting cultural, employment, commercial and residential land uses that will offer services to the residents. Equally, the addition of residential units within the Arizona Canal District, adjacent to the Fifth Avenue District and Scottsdale Arts District, will further strengthen Old Town Scottsdale’s range of synergist land uses.

The streetscape design embraces the OTSUDAG principles (as identified in more detail below) and will provide a welcoming pedestrian environment for Old Town residents and patrons walking along 5th Avenue and Indian School Road. Magnolia Waterside will provide a comfortable and safe streetscape designed with human-scale elements, shade and movement through both hardscape and building forms. The project creates a strong anchor for the corner given its unique location between 5th Avenue and 68th Street along Indian School Road. The development strengthens and extends the walkability of the neighborhood. Circulation is encouraged with 8’ wide sidewalks that connect 5th Avenue and the Arizona Canal walkway and to an inviting urban plaza at the corner of 5th Ave and Indian School. Vegetation will be used to create a comfortable microclimate as well as providing visual relief that will enhance the pedestrian experience along

the street edge and encourage the use of sidewalks to get from one destination to another further enhancing the walkable character of Old Town.

b. Avoid excessive variety and monotonous repetition;

Response: Magnolia Waterside’s proposed building materials, massing and architecture are inspired by some of the existing Old Town vernacular and character, both new and old. From a context perspective to the west of the site is a Salt River Project irrigation well and the property itself was previously slated for a substation for the Salt River Project. A variety of architectural styles are present in the area – including a two-story full glass building across 5th Avenue. The most prominent building in the immediate area is the Hotel Valley Ho, which is a striking example of mid-century modern architecture and seems at home in its location. The use of masonry, cast stone, poured concrete and large areas of glass create a close connection between the building and its environment. Magnolia Waterside’s design vocabulary was inspired by the Hotel Valley Ho and the building’s Architectural massing, colors, materials, roof eaves, and vertical fins are modern in approach and context appropriate. Proposed materials include, but are not limited to, breeze block, brick, rustic siding, stucco, and dark-bronze window framing.

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

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

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

Response: Not applicable.

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

Response: Not applicable.

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

Response: The Property is situated on the northwest corner of 5th Avenue and Indian School Road; Indian School being a major arterial. The site is also approximately 2.6+/- 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 site is located along the Arizona Canal Trail system and is within approximately 1.3+/- miles of the Indian Bend Wash multi-use path network, both of which offer easy pedestrian access and movement. The building and site design encourages residents, guests, and visitors to utilize Old Town for their everyday dining, social interaction, recreational, and cultural needs. Parking for will be provided completely on-site at the ground level with access from the alley that connects to 5th Avenue as to not impede the pedestrian environment along the streetscape.

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

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

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

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

Response: The development conforms to the OTSUDAG as outlined below and provides a pedestrian-oriented development to engage Old Town residents and patrons through streetscape design. Architectural elements take inspiration from the adjacent Valley Ho with mid-century modern influences, respecting the use of shade, overhangs/projections, appropriate massing, and material/color selection. See OTSUDAG guidelines below for more details on design, character, and compatibility.

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

- a. Accessibility to the public;**

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

Response: As required by the approved PBD zoning approval, the 1% public art budget at this time is estimated at approximately \$91,000 will be contributed to the Old Town Cultural Improvement Trust Fund at the time of permitting

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

4. OTSUDAG CONFORMANCE

“Old Town Scottsdale Urban Design & Architectural Guidelines”

Human Connectivity

Primary Guideline No. 1 - Create an interconnected, walkable downtown.

- 1.1. Provide circulation connections to, from, and within a site to support pedestrian activity and other mobility options, and enhance interconnectivity within Old Town.
- 1.2. Expand the pedestrian network throughout Old Town by incorporating pedestrian links to neighboring developments through the use of covered or shaded walkways, passageways, courtyards, and plazas.
- 1.3. Maintain the Old Town pedestrian grid pattern found within the context of each Old Town district. (See Map 2 - Old Town Districts).
- 1.4. Design street-spaces that support the pedestrian. Incorporate pedestrian amenities such as safe, comfortable surfaces, seating, lighting, shade, landscape and hardscape, crosswalk refuge areas, and curb and sidewalk extensions into Old Town design.
- 1.5. Coordinate the design of pedestrian, auto, parking, and service areas to minimize pedestrian interruptions and pedestrian-vehicular conflicts.

Our response: The project creates a strong anchor for the hard corner of Indian School Road and 5th Avenue. The development strengthens and extends the walkability of the neighborhood. Circulation is encouraged with 8' wide sidewalks that connect 5th Avenue and the Arizona Canal walkway to an inviting urban plaza at the corner of Indian School Road. The new plaza will feature enhanced paving, shaded areas and public art, and the connection to the Arizona Canal joins the pedestrian environment of 5th Avenue with leisure and recreational opportunities.

Primary Guideline No. 2 - Maintain a consistent street edge and continuity of street-spaces. 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.

- 2.6. Locate outdoor dining where it will not impede public right-of-way, pedestrian clear widths, landscape areas, and other locations needed for safety and mobility.
- 2.7. Design outdoor dining improvements to maintain the openness of the adjacent street or open space by utilizing permanent fencing that is low and predominantly transparent. Specifically, these low walls/fences are to be a maximum of 3 feet in height and be 80% transparent.
- 2.8. Accommodate table seating, lighting, menu signs, host stations, patron queuing, and other features associated with outdoor dining and entertainment venues, on private land.
- 2.9. When outdoor dining space is separate from the building, design access to minimize conflict with the pedestrian clear width.

Our response: Our project creates a strong urban streetscape along Indian School Road by locating the majority of the building at the minimum building setback, culminating in an urban plaza as the building turns to address 5th street. The building is anchored by two corner towers that feature wrap around balconies and a dramatic roof shade structure. The plaza will serve as an amenity to the residents as well as the general public and encourage pedestrian connections through the neighborhood.

Primary Guideline No. 3 - Incorporate open landscaped spaces in Old Town to encourage human 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.

Our response: The urban plaza at the corner of the site will be a signature, defining element of the project and provide a backdrop for public and private activities. The plaza will feature native landscape elements that will provide color, texture and shade. The building also features a “folded plate” style awning at the public entry.

Primary Guideline No. 4 – Connect Old Town open spaces to the surrounding context.

- 4.1 Visually and physically connect open spaces to other spaces such as walkways, gather and activity areas and adjacent development sites.
- 4.2 Understand the relationship between open spaces and adjacent buildings. Connect public open space with adjacent private space, such as ground floor uses. Design adjacent

buildings as the “walls” that frame open spaces, where covered walkways, vertical plant materials, or other design treatments define this vertical edge.

- 4.3 Connect the open spaces of neighboring development sites through common entry courts, linked courtyards and patios, and via coordinated landscape.
- 4.4 Distinguish between public and private spaces. Design public spaces to be transparent and welcoming and design private spaces to have a larger sense of privacy. Provide a clearly defined transition between public and private space.
- 4.5 Provide open space at intersections for pedestrian mobility and link these open spaces to other public areas.
- 4.6 When residential units occupy the ground floor, direct access to adjacent open space is encouraged.

Our response: The site is an important piece of the existing urban fabric, and our project will link the existing 5th Avenue pedestrian to Old Town Scottsdale and the existing canal recreational path. There are no ground floor residential units in the project.

Site & Surrounding Context

Primary Guideline No. 5 - Manage access and exposure to sunlight; provide shade.

- 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 using materials that dissipate heat.

Our response: Our building features significant shading elements that provide shade to the urban plaza at the corner of the site, as well as portions of the sidewalks throughout the site. Existing and new landscape elements will also provide shade.

Primary Guideline No. 6 - Design with context-appropriate vegetation.

- 6.1. Emphasize a variety of drought tolerant and Sonoran Desert plants that provide water conservation, shade, seasonal color, and a variety of textures and forms.
- 6.2. Take into account mature vegetation sizes, characteristics, and maintenance requirements with site layout and design.
- 6.3. Design landscape elements and palette to relate closely to the character and function of site architecture, and coordinate with neighboring properties and adjacent public areas.
- 6.4. Utilize vegetation that is multipurpose, such as landscaping that reinforces the character of

an area by providing shade, 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.

Our response: The landscaping for the development will feature drought resistant, native plants which thrive in the desert environment and provide shade, texture and color.

The overall landscape architecture will complement the architecture and provide screening to the parking area and provide a buffer between public and private spaces.

Primary Guideline No. 7 - Ensure continuity of site development.

- 7.1. Orient buildings and active uses towards streets, pedestrian corridors, and other public areas.
- 7.2. Incorporate courtyards and other outdoor spaces into site design and link them with outdoor spaces on neighboring sites, and to the street.
- 7.3. Design site layouts to appropriately integrate historic resources into new development.
- 7.4. Plan for temporary and permanent public art in site and streetscape design.

Our response: The building defines a strong urban streetscape along Indian School Road, and turns to allow address 5th Avenue. The urban plaza at the corner of these two roads acts as the primary outdoor space and will feature landscape elements, shade elements and public art.

Primary Guideline No. 8 - Design new development to be compatible and complementary to existing development.

- 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.

Our response: The area is currently undeveloped and represents a strategic location at the corner of Indian School Road and E. 5th Avenue. To the west of the site is a Salt River Project irrigation well and the property itself was previously slated for a substation for the Salt River Project. A variety of architectural styles are present in the area – including a two-story full glass building across 5th from the site. The most prominent building in the immediate area is the Hotel Valley Ho. The Hotel Valley Ho is a striking example of mid-century modern

architecture and seems at home in its location. The use of masonry, cast stone, poured concrete and large areas of glass create a close connection between the building and its environment.

Our project's design vocabulary was inspired by the Hotel Valley Ho. Our building's Architectural massing, colors, materials, roof eaves, and vertical fins are modern in approach and context appropriate.

Primary Guideline No. 9 - Minimize the visual and physical impacts of utility equipment and building 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 facades that face onto alleyways.

Our response: The trash enclosure will be located adjacent to the existing alley and utility easement. The enclosure will be full height masonry with decorative metal access gates. Transformers and other utility components will be screened from public view. The surface parking layout will provide ample room for ride-share pickups and food deliveries. Decorative lighting will be incorporated into the development – particularly at building entries.

Primary Guideline No. 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).

- 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 facades 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 complimentary exterior lighting.

Our response: An exterior lighting plan is included indicating light fixtures that comply with the criteria listed above.

Primary Guideline No. 11 - Utilize signage that supports Old Town character and function (Refer to Article VIII of the Scottsdale Zoning Ordinance).

- 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. Located shingle signs perpendicular to the face of the building, and at the height of no less than seven foot and six inches above the sidewalk.
- 11.5. Illuminate wall signs with indirect lighting from a shielded light source.
- 11.6. Illuminated cabinet signs are strongly discouraged in Old Town.
- 11.7. Monument signs are prohibited in the Downtown Core (Type 1 Development areas) and strongly discouraged in all other areas of Old Town.

Our response: The project will not include any cabinet signs or monument signs. All signage and graphics for the site will comply with the downtown signage guidelines.

Building Design

Primary Guideline No. 12. - Design buildings to complement the existing context. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance).

- 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.

Our response: Most of the buildings in the immediate context of our site are small retail buildings along 5th Avenue. Our project contains a 1-story base that fronts onto an urban at the corner of Indian School and 5th Avenue. The building is articulated with recessed, shaded balconies and decorative shade structures.

Primary Guideline No. 13 - Reduce apparent building size and mass.

- 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 setbacks 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 similar parts.
 - 13.5. Provide physical and visual access points every 100 to 300 feet, subdividing building mass at regular vertical intervals.

Our response: The awkward shape of the site led to a unique layout and solution for the building. The unique shape provides distinct views of the building from the immediate surroundings. The use, scale and massing of the project is appropriate for the Old Town location and provides an appropriate buffer to the more mature neighborhoods to the west and south.

Primary Guideline No. 14 - Design high-rise buildings to reflect design excellence and fit within the surrounding context.

Our response: The proposed project is not a high-rise.

Primary Guideline No. 15 - Design parking facilities that fit within the surrounding context.

- 15.1. The preferred location for structured parking is below-grade. Design underground structures to provide natural air and light.
- 15.2. When developed above-grade, design the parking structure to integrate into the neighborhood context:
 - Reduce the apparent mass of a parking structure by stepping back upper levels;
 - Delineate sections in the building design;
 - Articulate corners;
 - Recess or offset the wall plane horizontally;
 - Design stair and elevator towers as distinct, taller masses, that intersect and balance with the horizontal emphasis of the structure while also orienting users to a point of entry; and,
 - Internalize ramps to minimize the angular geometry of the structure.
- 15.3. When parking must be located adjacent to public areas, incorporate architectural features such as a rhythm of wall-mass to window openings or variation in colors, materials, and textures to minimize the visual identity of an above-grade parking structure and disguise its basic structural components.
- 15.4. Design podium parking and ground floor levels of above-grade parking structure to incorporate active commercial or residential space, human-scaled elements, and design features.
- 15.5. Locate at-grade and above-grade parking facilities at the rear or interior portions of a site

to minimize their visual impacts. When possible, provide vehicular access to these facilities from alleys, side streets, or private drives.

- 15.6. When parking must be located along the street, minimize the frontage by orienting its short dimension along the street edge and treat frontage appropriately.
- 15.7. Design the portions of above-grade parking structures adjacent to residential areas to maintain the rhythm and pattern of the overall architectural design while minimizing openings to avoid noise and light transmission directed toward residences.

Our response: The project has at grade, surface parking on the interior of the site. Screening for the parking is achieved with breeze blocks to provide visual interest while still maintaining light and air to the parking zone. Access to the site parking will be from the alley that connects to 5th Avenue.

Primary Guideline No. 16. - Design building facades and architectural features to fit with the surrounding context.

- 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, beltcourses, moldings, and other features, as appropriate.
- 16.3. Repeat architectural elements such as covered walkways, recessed bases or similar roof forms to link existing and new development.
- 16.4. Within the Downtown Core, provide either a continuous building edge with covered walkway or a shallow courtyard behind a covered walkway.
- 16.5. Outside of the Downtown Core, provide a continuous shaded walkway along pedestrian corridors.
- 16.6. Utilize variety in building design that integrates surface detail, articulated architectural features, and other elements that enrich character, visual interest, shadow, contrast, and color.

Our response: Floor to floor heights are consistent with other developments in the immediate area. The architecture follows a mid-century modern aesthetic and features horizontal banding and large cantilevered overhangs. The palette of exterior materials includes light colored masonry, stucco, wood tone siding, and decorative metal railing. The building also features two towers that anchor the building face along Indian School Road. Each tower has a dramatic, sloped awning which creates a signature look while providing shade to the wrap around balcony.

Primary Guideline No. 17 - Design buildings that are inviting.

- 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.
- 17.5 Within Type 1 Development areas and along streets designated as Pedestrian Place, maintain a ground-level window-to-wall percentage of 80% to 20%, utilizing well-insulated, transparent glass.

(Refer to Old Town Scottsdale Character Area Map - Pedestrian Connectivity)

Our response: The urban plaza at the corner of Indian School Road and 5th Avenue serves as the front door to the development. This creates a very welcoming connection to the strong pedestrian environment of the immediate context. The main entrance to the building faces the urban plaza and is shaded by a folded plate style, cantilevered awning.

Primary Guideline No. 18 - Use context-appropriate materials, colors and textures in Old Town development.

- 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.

Our response: The building features a palette of materials that includes light-colored masonry, light colored stucco, white stucco banding, and wood-tone accent siding. The architectural expression follows a mid-century modern aesthetic and takes visual clues from the nearby Hotel Valley Ho. The exterior materials are compatible with the nearby Old Town Scottsdale district.

Arizona Canal District

Primary Guideline No. AC 1 - Promote the character and identity of the Arizona Canal District through open space, landscape, and urban design.

- AC 1.1. Relate project design to the district themes of water, desert oasis, and the natural and human history of the Southwest.
- AC 1.2. Utilize landscape and open space design to reinforce district themes, support special events, and provide access to the natural environment.
- AC 1.3. Promote district visibility and identity by incorporating gateways, such as enhanced landscape and urban design features, at key district entry points.
- AC 1.4. Design bridges, entry points, pathways, seating, and other urban design elements to promote a unified district aesthetic.
- AC 1.5. Utilize landscape design to convey a desert water oasis and to unify the diverse architectural environment along the canal corridor.

Our response: Our project address the canal in a strong way with a clearly marked connection from the canal side path to the streetscape of 5th Avenue. The urban plaza at the corner of Indian School and 5th Avenue. This plaza creates a walkable, shaded environment with native landscaping providing texture and color.

Primary Guideline No. AC 2 - Activate the Arizona Canal District and corridor through building and site design.

- AC 2.1. Incorporate setbacks, recesses, and projections into the horizontal building wall plane to open views onto the canal corridor, while creating an enhanced frame and edge.
- AC 2.2. Incorporate architectural cover, deeply recessed windows, raised planters, base plantings, and other treatments to strengthen the base of buildings that front the canal corridor.
- AC 2.3. Promote views into and out of the canal corridor by breaking up building massing at regular intervals and stepping height away from the canal.
- AC 2.4. Provide pedestrian canal corridor access at 100- to 300-foot intervals, by incorporating spaces between buildings. Align access points with existing paths and future bridge and pedestrian connection opportunities.
- AC 2.5. Design buildings with frontages along the Arizona Canal to provide a public entrance at the canal level and at Old Town street level.

- AC 2.6. Enhance the human scale of the canal corridor by visually reducing the distance between opposing canal banks through canal bank design, such as cantilever sections, landscaping, and vertical elements at the canal edge.
- AC 2.7. When a Type 2 Development adjacent to the canal exceeds 30-feet in total height, as measured from the top of the canal bank, it is recommended that the building mass step back at a ratio of 1:1, until reaching a building height of 45- feet. Stepback additional building height above 45 feet at a ratio of 2:1 until the maximum building height is reached.
- AC 2.8. When a Type 3 Development adjacent to the canal exceeds 45-feet in total height, as measured from the top of the canal bank, it is recommended that the building mass step back at a ratio of 2:1. Observe a ratio of 2:1 until the maximum building height is reached.
- AC 2.9. Outdoor dining areas are encouraged to locate along the canal corridor and adjoining public open spaces.
- AC 2.10. Outdoor dining patios located along a canal corridor building frontage may extend a distance from the building that still maintains a pedestrian clear width. It is recommended that outdoor dining patios adjacent to canal corridor buildings occupy no more than 50% of the linear building frontage.
- AC 2.11. Building terraces that create a defined edge along the canal corridor are encouraged.

Our response: The building face along the canal serves as a backdrop to the recreational trail. The building has a base of breeze block, which provides visual interest while providing light and air to the parking zone. The site features an easily identified connection from the trail to 5th Avenue. The canal building face is anchored by a stair tower on the north, and features banding, balconies with decorative railing as well as privacy screens to portions of the balconies.

Primary Guideline No. AC 3 - Reduce the impacts of noise at the source, in spaces where sound travels, and at locations with noise-sensitive land uses.

- AC 3.1. Analyze the noise compatibility of proposed development projects during the building design phase to minimize the impacts of noise generated and received once built.
- AC 3.2. In open areas where sound may travel, utilize walls, sound absorbing materials, landscaping, and other exterior site improvements to block, deflect, and attenuate noise.
- AC 3.3. Incorporate sound attenuation and sound proofing in buildings with noise-sensitive uses through the combination of materials and building design. Building design techniques might include, but are not limited to, orientation of building openings, ventilation system planning, and siting of uses within the planned building envelope.

Our response: Our building acts as a noise buffer for the residential areas to the north of the canal. Landscaping and architectural features will also help further reduce sound and noise pollution from Indian School Road and environmental factors.

Primary Guideline No. AC 4 - Strengthen the Arizona Canal District identity through integrated public art.

- AC 4.1. Incorporate permanent public art throughout the Arizona Canal District that contributes to the district's "sense of place" by incorporating unique characteristics about Scottsdale, the desert, and the Arizona Canal, particularly in the design of gateways, plazas, bridges, pathways, and landscape features.
- AC 4.2. Accommodate large-scale temporary public art to enhance the canal corridor as one of the primary special event and public gathering places in Old Town.

Our response: Our project includes visual interest along the canal with architecture that features unique ground floor materials, decorative railing on the building and at the canal connection, as well as public art in the urban plaza at the corner of Indian School and 5th Avenue.

5. SCOTTSDALE SENSITIVE DESIGN CONFORMANCE

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 Sensitive Design Principles, to reinforce the quality of design in our community. The follow Sensitive Design Principles are fundamental to the design and development of the Property.

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

Our response: The design aesthetic for the project is complementary to the surrounding developments in the neighborhood. The architecture is appropriate to the desert environment with natural materials as the exterior material palette and significant shading and overhang elements. Ample private exterior spaces are provided for residents.

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

Our response: Our site is an urban infill vacant site that does not have any significant natural site features. Our design includes strong connectivity from the canal pathway to 5th Avenue and the rest of Old Town Scottsdale.

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

Our response: The current site is vacant and virtually flat; and the new development will not change the topography. All new landscaping will be drought resistant and appropriate to the desert environment.

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

Our response: The new development will use desert appropriate landscaping which will help preserve the natural habitats and existing ecological environment.

5. The design of public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.

Our response: The development will encourage additional pedestrian activity. The connections to the canal, 5th Avenue and Old Town Scottsdale will be strengthened. The urban plaza at the intersection will provide a strong signature to the pedestrian environment.

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.

Our response: The walkability of the immediate area will be increased with this development. Our project is within walking distance of multiple retail, restaurant and other commercial outlets as well as major employment centers including Honor Health. Additionally, the connection to the canal recreational trail further strengthens these connections.

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

Our response: Our project will incorporate design elements that are appropriate to human scale, and provide shade for public and private landscaped spaces.

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

Our response: The project has a strong masonry base of the building and the ground floor. There are two towers anchoring the corners of the building along Indian School Road. The upper levels are marked with strong horizontal banding at each floor.

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

Our response: The project uses an appropriate palette of exterior material for the desert environment. The use of shade elements and landscape elements also respond to the desert environment.

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

Our response: The project will incorporate sustainable and green building techniques and materials where possible.

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

Our response: The new landscape design will be appropriate and consistent with the existing desert environment. Planting and other landscape elements will add texture, color and shade to the site.

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

Our response: The new landscape elements will be low-water and contextually appropriate, and will enhance the existing neighborhood.

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

Our response: Lighting for the building and site will be primarily decorative in nature, and will provide safe lighting levels while minimizing any light pollution.

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

Our response: Project signage will be elegant and minimal and will be addressed separately as the project progresses.