Current Planning Services
7447 E. Indian School Rd.
Scottsdale, AZ 85251

Development Review Board Meeting Memorandum

Item No.	10
Topic:	52-DR-2012 Draft Design Guidelines Update
Action Requested:	This item is for information only. No action is required.
Meeting Date:	November 1, 2012
From:	Steve Venker, Development Review Board Coordinator

Background

Approximately 15 years ago the City conducted an intensive outreach and an open dialogue between City leaders and the community about the community's design identity. The result was a convergence of ideas and a shared understanding of what is important, valued, and unique about Scottsdale in terms of character and design, and of its expectation for development and the diverse lifestyles of its residents. This community vision founded the Scottsdale Sensitive Design Program and led to the Sensitive Design Principles (SDP), which serve as the foundation for formulating design policies and standards, and are utilized by staff, community members, and officials that are responsible for making decisions about community design.

Upon adoption of the SDP, the Development Review Board directed staff to prepare design guidelines for several development types that impact Scottsdale. Experience in applying the guidelines suggests that the principles and concepts that are expressed within the guidelines have a much broader application and potential for other kinds of development.

Draft Design Guidelines

During the past 45 days we have completed a comparative analysis of the design guidelines for four development types: Gas Stations and Convenience Stores (1999); Restaurant Development (2000); Commercial Development (2000); Office Development (2002). The emphasis of this work effort is to merge and consolidate these existing design guidelines into a more broadly applied and coherent single source design guide. This effort to consolidate existing design guidelines will extend the SDP and the community vision they intend to advance. In accordance with efforts to implement the provisions of SB 1598, the design guidelines update will be organized and formatted in a manner that is intended to allow clear and easy reference to its provisions.

Conclusion

We request that the DRB members review and comment on the draft document in preparation for the November 15th DRB meeting at which there will be a non-action item for discussion of the proposed draft design guidelines. We anticipate that there will be revisions based on input from the Board members, as well as evolving design practices, and comments from the community. The timeline for completing the update is December 2012 in compliance with Senate Bill 1598, "Regulatory Bill of Rights".

Attachment: Draft Design Guidelines

City of Scottsdale

Design Guidelines

Citywide Development

DRAFT

October 25, 2012

Introduction

Purpose and Use of Guidelines

Scottsdale has many desirable aesthetic qualities and areas with unique character. These attributes have been closely guarded and nurtured by programs and initiatives intended to protect the community's aesthetic qualities and ensure design excellence.

The guidelines outline the City's expectations with regard to the design of commercial retail establishments and are intended to assist residents, applicants, decision-makers, and staff in the consistent development, review, and consideration of commercial retail proposals.

These guidelines are intended to promote good design that is responsive to its contextual setting. These guidelines are intended to address exterior elements of restaurant design to help promote cohesive design and enable comprehensive review of such cases. The guidelines are intended for all new buildings and major renovations.

In a process initially driven by community concern over development proposals failing to acknowledge or build upon those design qualities and themes that had traditionally defined Scottsdale's unique sense of place, the city conducted an intensive outreach and an open dialogue between City leaders and the community about the communities design identity. The result was a convergence of ideas and a shared understanding of what is important, valued and unique about Scottsdale in terms of character and design and of its expectation for development and diverse lifestyles of its resident. This community vision founded the Scottsdale Sensitive Design Program and leads to the Sensitive Design Principles, adopted by the Development Review Board, and which serve as the foundation for formulating design policies and standards and utilized by staff, community members and city officials responsible for making decisions about community design.

Upon adoption of the SDP, the DRB directed staff to prepare design guidelines addressing various major development types impacting Scottsdale. Design guidelines developed for (types of development) have become a useful tool in the development review process, often addressing more subjective design concerns that require knowledge of community context. While the Design Principles continue to express the community's core beliefs about the design of the community, reinforced and articulated in detail by the design guidelines, the effect sometimes been uneven, as relevant guidance is sometimes excluded from the dialogue. This is, due to the organization and structure of the guidelines around narrowly define development types. Experience in applying the guidelines suggest the principles and concepts the guidelines represent, have a much broader application and potential for other kinds of development and an unrealized value. This extension will apply tested material to new situations. This consolidation will enhance the clarity of the guidelines and more predictable results for applicants. Lastly, the effort to consolidate will extend the SDP and the community vision they intend to advance.

With the content and rules for applying the design guidelines vetted through the Development Review Process, this consolidation also incorporates policies that have evolved as stipulations of approval and that reflect reflecting the evolving position of the DRB and approvals if different than and a tightening or loosening of certain guidelines depending on actions taken by the Board involving the issue. In general the guidelines avoid rigid solution in favor of identifying a desired outcome and ways to achieve a similar end.

The design guidelines apply as to all development citywide. Citywide application excludes the areas within the Downtown Character Area which is subject to the Downtown Urban Design and Architectural Design Guidelines. Although every guideline does not apply to every project, they are structured to respond to the varying conditions and constraints inherent to individual site and contextual settings successful project.

Site-specific review with the effective implementation of these guidelines through the Development Review process is intended to achieve conformance with the Goals and Objectives of the General Plan, comply with the Community's Sensitive Design Principles and further the shared vision of Community residents

It is the underlying premise of these guidelines that every project should achieve its full potential with respect to its design and response to site conditions, contextual setting, and to design influences associated with the region. Projects will have an opportunity to exceed standards in some areas going above and beyond the minimum criteria expressed in other guidelines. A project's design should achieve an overall balance with respect to guideline conformance. Likewise, a successful project will balance the developer's requirements with those of the larger community. The notion of a project proposal being evaluated as a sum of its parts, as opposed to piece by piece, is fundamental to the effective use of these Design Guidelines and their effectiveness as a tool for community design.

The guidelines are intended for new construction and renovation proposals considered by the Development Review Board or through staff approvals. Development proposals will be reviewed with respect to these guidelines in addition to other development regulations as they may apply.

What are Design Guidelines?

Design guidelines, as the term suggests, are generally not mandatory but are intended to provide general direction and guidance with respect to design. They cannot predict the unique potential and/or constraints for each project and their tentative nature is an acknowledgement that there are sometimes other acceptable approaches to solving a problem. The City acknowledges that some projects might require different approaches than presented here, but lacking a valid alternative, these guidelines provide a base level of design quality from which a project can build upon.

Design Context

Scottsdale places a high value on architectural approaches that recognize a project's contextual setting and the scale of development within a given area

Just as each use has different requirements of its own, so does each site possess different attributes and its own unique context warranting different responses in terms of site design, architecture, landscape design and other elements. .

A variety of character /contextual settings exist in Scottsdale, ranging from mixed use urban neighborhoods to suburban settings of master planned communities , to outlying areas and areas adjoining the Preserve whose character is defined by the natural desert landscape.

Ideally, all aspects of a projects design should contribute to the established (or planned) design character of the community and/or neighborhood.

Immediate Context – Consist of a sites characteristics and attributes such as it slope and topography, vegetation, and drainage characteristics.

Local and Neighborhood Context – The built and natural environment that adjoin and surround the project

Regional Context – Comprised of those character features that define a region environmentally, culturally and physically/aesthetically

Cultural - At each level there may be a human built context, natural systems and environment and a cultural context consisting of its human and natural history and its current inhabitants

In reference to "surrounding" context, the guidelines are referring to the localized area or neighborhood, whereas "regional" context refers to a much larger area extending far beyond the metro boundaries to the edges of the Sonoran Desert.

Generic prototypical corporate architectural building designs are the nemesis of distinct community character in Scottsdale and elsewhere. Collectively, corporate architectural statements have the potential to homogenize the urban landscape beyond recognition. The generic corporate designs often place corporate identity and space flexibility above design that is sensitive to the site, aspects of local context and the unique form-giving influence of the Sonoran Desert.

Other times designs overlook the importance of local context, established character exhibit a disregard for natural site characteristics and features.

In most cases, new development should strive to fit into the design parameters and predominant character already established by the community and the region.

Guideline Objectives

Primary Objective - All projects should embody the spirit and intent of the Scottsdale Sensitive Design Principles (SDP), acknowledge regional design influences of the Sonoran Desert, build upon the established or planned development character defined by its surrounding context, and respond to the characteristics inherent to the site.

Objective - Protect and enhance the character and quality of development while maintaining and strengthening a recognizable identity and character unique to Scottsdale and develop character surrounding a building site.

Objective - Enhance the human scale of development especially in areas where pedestrians activity is highest and where people interact with the architecture and outdoor pedestrian areas).

Objective - Design to respect the scale and development character of adjoining sites and work to mitigate the negative visual and functional impacts that arise from the scale, bulk, and mass inherent to larger structures.

Objective - Strengthen the usability and connectivity of the pedestrian environment by enhancing access to transit, adjoining development, the public realm of the street, and/or open space features.

Objective - Allow for flexibility to respond to the unique characteristics and constraints inherent to different users, specific sites, and associated contexts.

Objective - Promote building designs, systems, and practices that are sustainable and adaptable to

Objective - Promote a balance between the community concerns over aesthetics with business requirements of the facility.- Work to minimize and mitigate where necessary, a developments negative impact(s) on adjoining areas.

Objective - Promote a balance between the community concerns over aesthetics with business requirements of the facility.

Relationship to Other Planning Documents

The guidelines need to be considered along with other applicable Federal, State, County, and city plans, ordinances, standards, policies, and guidelines.

Conflicts in Language: In the unforeseen circumstance where a conflict exists between these guidelines and any regulatory standard or written policy of the City Council, the regulatory or written policy shall control. If a conflict exists between these guidelines and any other non-regulatory criteria, the City's Zoning Administrator shall determine the controlling document

Compliance

A project's overall conformance to the recommended practices in these guidelines serves as an additional test of a project's appropriateness. A truly successful project accomplishes both, meeting

applicable regulatory standards while exhibiting an appropriate contextual response as defined by these guidelines.

The guidelines are intended for new construction and renovation proposals considered by the Development Review Board or through staff approvals. Development proposals will be reviewed with respect to these guidelines in addition to other development regulations as they may apply.

Organization of Guidelines

The guidelines are organized into five (5) sections including Site Design, Architecture, Landscape Design, Lighting, and Signage / Identification.

Site Design and Planning

- The optimal layout of any individual site requires an in-depth understanding of local context and a thorough site analysis. The site design of commercial development is one of the most critical aspects of a successful project. Decisions made at the conceptual design stage have repercussions throughout the design development process.

Projects are encouraged to address volatile issues early in the development process to avoid costly redesign and delays later on. The site plan may disclose fundamental problems indicate irregularities between the development program and the characteristics and capacity of the site.

This section begins with a listing of some of the more common components of commercial site development. The list of components is followed by key site characteristics and contextual influences that may impact the arrangement and relationship of the components within the site. Lastly, this section sets forth specific guidelines that address the planning of sites with relationship to site characteristics and contextual influences.

These guidelines hold to the philosophy that it is preferable to address potential conflicts and impacts at the site planning level rather than rely on architecture and landscaping features to provide relief in the project's final design.

Following the tables are specific guidelines that address the relationship between these various elements.

The main components of commercial site design that should be considered throughout the design development process include:

Refer to Table 1- Site Design Components ·

Refer to Table 2 - Site Characteristics Inventory

· Environmental – i.e. existing vegetation, topographic features, minimally undisturbed natural areas, and drainage

· Visual – i.e. view sheds, view corridors and prominent views from

on-site and off-site

· Climatic - i.e. sun angles and solar exposure

Refer to Table 3 - Key contextual influences

Site design should respond to the topography, vegetation/landscape features and drainage characteristics of the site.

· Site grading should emulate the natural characteristics of the site's underlying topography. Finished floor elevations of buildings and parking areas should transition with the grades of the site.

· Site designs should incorporate and retain features of the natural environment

such as drainage ways, associated vegetation masses and mature specimen trees.

· Site buildings to

Part 2 - Vegetation

Response to design influences of the Region

- Solar exposure and the orientation of buildings and site spaces building orientation
- Relationship to landscaping/
- Consideration of views from public areas

Orientation and relationship of outdoor spaces to indoor space and other site features

1. All development proposals should show evidence of coordination with the site plan elements and other contextual influences of neighboring properties.

Proposals should respond to local development patterns and the streetscape through the use of building setbacks, orientation, and relationship of structures to the street and to each other. The layout of the site should respect and build upon the arrangement of buildings, open spaces and landscape elements of adjacent sites.

· Where a common setback from the street is evident, new buildings should respect the established setback.

· Variation to an established setback is allowed if the resulting arrangement

of buildings defines a useful public space such as a plaza or open space.

Building entries should be convenient to parking but should also acknowledge the importance of the public realm.

· Seek and develop pedestrian linkages between adjacent properties.

2. Proposals should follow local development patterns (i.e. geometry of street system, open space and view corridors, common setbacks, and streetscapes). The continuation of such patterns should contribute to a unified visual appearance within an area.

3. Not all established development patterns present opportunities for a desirable interface. Applicants should be prepared to address such situations with respect to the current design proposal and how the departure from the existing pattern benefits the community.

4. Building entries should be easily identifiable and should acknowledge the importance of the need for visibility from the public realm.

5. All development proposals should show evidence of coordination with the site plan elements and other contextual influences of neighboring properties.

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of buildings defines a useful public space such as a plaza or open space.

Building entries should be convenient to parking but should also acknowledge the importance of the public realm.

· Seek and develop pedestrian linkages between adjacent properties.

6. Site designs should respond to local contextual influences and to the site designs of adjoining developments. Elements that could be coordinated between adjacent sites include: efficiency and better management site impacts.

· Shared driveways for accessing perimeter streets

Linkages of internal vehicular circulation systems

· Linkages of interior pedestrian systems with the systems of adjoining sites

· Linkages/continuation of open space systems

· Perimeter open space and landscape buffers zones

· Co-locate Areas and access for service and refuse collection

- Joint or shared Drainage and retention facilities

7. Unless constrained otherwise buildings should have a strong visual and pedestrian relationship to the street and should be clustered around and connected to public space

8. Where buildings are required to be set back far from the street (i.e. sites with street-side NAOS buffer or scenic corridor setback requirements or setback established as a condition of zoning), a strong pedestrian connection should be provided to the street edge to promote connectivity to transit and existing or planned area wide pedestrian pathway network).

9. Where appropriate buildings should be used to help enclosure and define exterior spaces that are human scaled and furnished to encourage human use.

10. The siting of buildings and parking areas should reinforce existing desirable spatial characteristics such as a common setback, rhythms or patterns established by building masses and their relationship to the street and to each other (illustration). Parking in front setbacks is generally discouraged especially in areas with high pedestrian activity or potential.

11. The circulation and parking areas of adjoining sites should be coordinated to the extent possible in the interest of efficiency and to reduce the dominance of the private automobile on the community landscape. Simultaneously, pedestrian movement should be reinforced and supported by site plans wherever possible in the interest of enhancing the walk-ability of commercial areas. The desirability of connectivity to residential development should be evaluated on a case-by-case basis.

12. Clearly visible and direct pedestrian paths should be established between neighboring buildings, between buildings and outlying parking areas and between buildings and transit facilities (see Landscape Section).

13. Developments that exceed the parking required by City code or recognized industry standard are discouraged. All projects should seek opportunities and incorporate design features or transportation management strategies that strive to reduce automobile use (i.e. enhanced accessibility to public transit, enhanced pedestrian connectivity, trip reduction programs).

14. The use of varied paving materials (i.e. concrete pavers, stabilized granite and paving materials with textural and color variations) are encouraged to help relieve monotonous expanses of asphalt and to articulate functional areas and the function of shared use space. (Refer to DS&PM for code compliant surfaces, materials and current best practices).

15. Parking lot design should blend with the character of the area. For example, areas with a natural desert character would indicate a parking lot design that is more organic in appearance whereas an infill development in a more mature area of the City might reflect the existing urban pattern and landscape.

16. All parking facilities should be screened from the public right-of way by a three (3) foot high wall, earth mounding, plantings and a combination thereof as approved by the DRB.

17. Redundant circulation should be avoided and pavement widths reduced whenever possible in favor of greater landscaped open space and usable pedestrian spaces.

18. Clearly delineated pedestrian paths (or open plazas) should connect building(s) with each other, parking areas, perimeter sidewalks and trails, and transit facilities. Developments are encouraged to make internal connections to adjoining sites whenever such connections will encourage walking over driving to the same destination.

19. Where parking structures have a strong relationship to the street or other pedestrian areas, the lower level of the structure should be activated with pedestrian related improvements, storefronts or alternate uses and enhanced landscape treatments to soften the structure. Other sides of parking structures should also be landscaped with increasing intensity the more visible the parking structure is from surrounding uses.

20. Top deck lighting of parking structure should strive to eliminate glare and visibility of pole mounted fixtures by employing full cut-off fixtures and maintaining minimizing pole heights.

21. Consider parking structures with full roofs, varied parapet heights or other suggestive roof form variations to eliminate top deck lighting concerns and to create a more finished appearance. This may not be appropriate in all contexts.

22. Where pedestrian circulation paths intersect vehicular routes, a slight change in grade, paving material, textures, and/or color should be used to slow traffic and emphasize the area of conflict.

Where sidewalks occur adjacent to parking areas, the encroachment of parked cars into pedestrian space should be avoided. Alternately, walkways can be widened to accommodate both vehicle

23. The combined dimension of sidewalk and base planting located between a building and parking /vehicular circulation area should be a minimum of twelve feet and preferably twenty feet as development intensity increases. Sidewalks should be planned and occur in conjunction with

24. Bicycle parking is an important part of any site plan and should be accessible and located near a building's main public entrance and/or an entrance used by employees. The design of bicycle facilities should consider the safety, security and the proper storage of the bicycle as well as a design that compliments the character of the building and site.

25. Developments should feature an enhanced pedestrian area(s) (i.e. a plaza, patio, courtyard, linear promenade, terrace or usable landscaped area) scaled accordingly to the size and demands of the particular user or facility. Some zoning categories set forth specific requirements for such spaces.

26. Whatever its configuration, enhanced pedestrian areas should add value to the site as a usable amenity located to provide the greatest benefit to the most number of users. Avoid dedicating an isolated remnant of the site that would see little use.

27. Enhanced pedestrian areas should exhibit a higher level of design treatment incorporating seating, water features, sculpture, trash receptacles/ash urns, pedestrian scaled lighting, and other furnishings as appropriate for the specific user.

28. Service areas, storage areas, and refuse enclosures should be oriented away from public view and screened from public areas. Trash collection, service areas, and loading areas should be separated from the primary vehicular and pedestrian circulation areas.

29. In highly developed or when a proposed refuse area adjoins a residential property, commercial uses that dispose of wet organic refuse should utilize odor controlling trash compactors.3. The clustering of service and refuse areas is encouraged where adjacency of similar uses allows.

30. Consult with major utility providers to manage the location of new above grade facilities (i.e. switching cabinets, traffic signal pedestals, cable and phone boxes, and backflow preventers) as they may impact safety, movement and the visual quality of the development.

31. Utility cabinets and pedestals should not be located within parking lot landscape islands or public right of way where they cannot be screened, are exposed to damage from vehicles and/or present a visual hazard to drivers or pedestrians. Utility cabinets, pedestals and other above ground utility infrastructure should be clustered and

32. Consider any potential need for wireless communication facility sites early in the design process. Current proposed facilities and future facilities should be fully screened and integrally designed with the site (see Wireless Communication

Facilities Ordinance and Guidelines).

33. Drive-through windows, menu boards, equipment, and associated stacking lanes should be located to minimize impacts on adjacent residential areas and should be adequately screened from public view and the view of adjacent sites.

34. The location of drive-through facilities should preserve the continuity and integrity of the pedestrian environment, the location of potentially incompatible uses, and the visual impact to the public right-of-way. As a general rule and depending on proximity to residential uses, an orientation to a site's interior is preferred, while an outward orientation requires a greater level of screening and landscaping and accommodations for pedestrians.

35. Circulation should allow for adequate length of stacking for drive through facilities that do not interfere with the movement of traffic (on or off-site) and/or pedestrian areas.

36. Drive-through equipment should be included in the submittal package and in addition to any subsequent sign review packages. 32. Drive-through facilities should incorporate architectural coverings consistent with the design theme of the building. Lighting beneath canopies should be shielded and fully

recessed to minimize glare. Conveyance systems used to connect remote drive through stations with the building should be architecturally incorporated or placed below grade.

37. Outdoor dining areas are encouraged and when part of the development program, should be used to activate plazas, the edges of open space, building frontages and street frontages. Outdoor dining areas should be oriented away from off-site uses that are sensitive to noise or night-time activity.

38. The placement of patios, plazas and similar spaces (including outdoor dining areas) should take into consideration the impact of solar orientation. Spaces having a southern or western orientation should incorporate landscape and architectural shading. If a site exists such that natural landscaping cannot possibly be incorporated, only then may shading occur singularly as architectural shading. accomplished through a combination of architectural shade and shade from canopy trees or other plant material".

39. Outdoor display and sales (i.e. propane sales, firewood displays, news racks, vending machines and amusements) are prohibited in most zoning districts.

40. Walk-up ATM's, vending machines and similar uses should be integrated into existing or planned buildings. Drive up ATMs and other remote service points should be treated as architectural features emulating the design qualities and vocabulary of the related primary structure

Table 1 - Development Program Elements

Type of Improvement	Specific Components
Structures and site orientation	Includes primary structure(s) and elements of these structures such as entries, lobby/orientation spaces, adjoining pedestrian patios/plazas, building terraces, signature architectural features, architectural planters and walls, arcaded walks and architectural shade structures, walls, view walls, gates
Service and Loading Facilities	Service, loading dock, refuse collection areas, delivery
HVAC	Mechanical systems and associated screening (rooftop or ground)
Utilities	Above and below grade utility infrastructure (including building mounted or free-standing wireless communication antennae and related ground facilities)
Open Space	Open Space(s) - required and in excess of ordinance requirements including natural areas, pedestrian gathering areas, pathways and pause spaces and features that accent the pedestrian environment (i.e. lighting street furniture, architectural amenities, landscapes, and art)
Miscellaneous Ancillary Uses	Ancillary site amenities/uses (i.e. ATM's, retail kiosks, vending equipment, and news racks)
Circulation/Parking and Traffic Control and Calming Facilities	Parking lots, parking structures, parking control devices and signage, parking canopies, short-term drop-off/loading areas, handicap parking, short term visitor parking, valet stations, gate houses and all related improvements related to the movement and storage of vehicles
Mixed Use Relationships	Secondary functions (if allowed by ordinance) and associated building/exterior areas designed for restaurant (food preparation and dining) ground level external access storefronts (i.e. convenience retail/service uses) Note - Is this appropriate location for expanded discussion of vertical and horizontal mixed use development concepts.

Pedestrian Circulation/Transit	Internal and perimeter pedestrian circulation facilities, transit facilities, and bicycle facilities and bicycle parking
Access and Wayfinding	Points of entry/egress to public areas (perimeter walkways/roads, open spaces), potential site to site pedestrian connections unrelated to perimeter circulation and orientation points (i.e. pedestrian site directory)
Aircraft Hanger and Staging specialized use	Ground movement of aircraft, airfield and aircraft security, passenger accommodations/services
Site Lighting	See section on Lighting - page ___
Site Landscaping	See section on Landscape Design - page ___

Table 2 – Natural and Built Site Characteristics

Climatic	Sun angles and solar exposure, prevailing air currents, micro-climates
Environmental	Inventory significant vegetation (i.e. native plant material and mature specimen plants), topographic features (i.e. prominent ridgelines, sloped hillside areas, largely intact and undisturbed natural areas and set asides, wildlife habitat and movement patterns, soil characteristics and their suitability for development, geologic stability
Hydrology	FEMA floodplains, access and capacity of storm drain and retention facilities flooding potential, the presence of free flowing washes, man built or altered drainage channels, on site and upstream storm water management, storm water storage, detention and the sites interface with regional storm water drainage plans, and vegetation maintenance and other practices as they may affect erosion.
Visual Environment	*View sheds, vista corridors* and prominent observation points from the public right-of-way too and through a site.
Circulation/Transportation	Sidewalks, pathways, trails, streets, traffic signals, median breaks, transit facilities, and connectivity to all.
Utility Service Access	Above and below ground electrical, natural gas and cable and phone, storm sewer, wastewater sewer, on-site wastewater treatment, domestic water, irrigation, quality of discharged storm water, water usage conservancy measures and gray water reuse, location and access to refuse collection facilities, collection and removal of recyclables.
Open Space/Recreation	Scenic corridors, buffered setbacks, setbacks and other open space established by zoning stipulation, valued natural areas and required NAOS dedications, corridors for wildlife movement, corridors for human connectivity, access/ connectivity and interface with preserve, federal, state, county and municipal public use lands, school district facilities (even if restricted access), canal bank and corridors, and other potential open space amenity areas.
Cultural Resources	Historic buildings, neighborhoods, urban and agricultural landscapes, human settlement patterns, other buildings, sites and features eligible for historic designation, non-historic yet well executed examples of period or local vernacular architecture that contributes to a strong sense of place and character, archeological resources (see Preservation Ordinance for additional information).
Land Use Adjacencies	Proximity and orientation to other uses and compatibility of adjoining uses, buffering requirements.
Other	Natural or built features that might impact or be conversely impacted by the proposed development.

Table 3 - Surrounding Context/Character Assessment/Response

Site Context and Landscape Character	Identify character themes (i.e. rural natural desert, suburban ranch, mature/historic, urban downtown, resort activity center) and respond a through design
Site Context and Development Character	Continue historic development patterns, build upon desirable character and scale of adjoining development and blend with existing or planned Landscapes/streetscapes to further a unified area.
Settlement Patterns	Identify and build upon a Street/sidewalk Pattern (i.e. Grid pattern, curvilinear patterns) or curvilinear street pattern, lot size, predominant heights, predominant coverage, predominant orientations, impacts of landforms.
Continuity, Linkages and Connections	Identify opportunities to coordinate pedestrian access points, shared vehicular driveways, off street vehicular connections, service areas and linear open space systems.
Sensitivity of adjoining uses	Consider and protect adjoining land uses that are sensitive to noise, odor, light, privacy etc.

Architectural Guidelines

The intent of the following architectural guidelines is to encourage creative architecture

The intent of the architectural guidelines is to ensure a base level of quality architecture that is responsive to its context and builds upon the aesthetic identity of the community rather than a design solution(s) that is based on a standardized formula or market prototype superimposed on the selected site.

...The intent of the architectural guidelines is to encourage proposals that will fit within and contribute to the established or planned architectural character and context of a specific area....>

...Over time, certain projects and landmark buildings begin to define the dominant character of an area. Not all buildings in the surrounding area contribute equally to the area character and each example should be weighed against the balance of all other projects....>

Areas with little or no immediate desirable context should look to the larger area for contextual relationships or establish a new character and design vocabulary consistent with the Scottsdale Sensitive Design Principles.

Each project will be evaluated with regard to the guidelines below to achieve a final design that is _TBD___of good proportion, massing, and scale within its unique context.

The following guidelines specifically address architectural responses to local and regional context, scale and proportion, pedestrian scale, massing, architectural detail, material and color, mechanical systems and parking structure design....>

Many areas of Scottsdale have strong and cohesive architectural character. This condition has often been due to the orderly successive growth pattern from north to south and a development whose character reflects the forward thinking and popular design trends of their day. In such areas, the choice of character for new development is clear. In other setting an appropriate design response is not always clear demanding a unique and creative response.

Design character should reference the Character Area Summary for general guidance and other design controls associated with a property as applicable (i.e. Master Environmental Design Concept Plan, Master Plan Design Guidelines, and Association Guidelines etc.).

1. Building design should consider foremost the unique qualities (both natural and built) character of the surrounding area.

2. Building design should consider foremost the unique qualities (both natural and built) character of the surrounding area. or mirrored images of the same building on the same site or in the same area without adjustment for the building's unique setting and orientation are discouraged.

3. The design of a building that occupies a pad or portion of a building within a planned project or shopping center should share similar design characteristics and design vocabulary. Precise replication is not desirable, instead utilizing similar colors, materials and textures as well as repeating patterns, rhythms and proportions found within the architecture of other buildings in the center can be utilized to achieve unity

4. The design of stand-alone restaurants should conform to the dominant existing or planned character of the surrounding neighborhood. This can be accomplished through designs that feature interpretations of nearby building designs. Such features may include but are not limited to color, forms, materials, proportional relationships and fenestration patterns.

5. Architectural expressions that recall historic or current architectural styles that are unrelated or poorly adapted to the region are generally discouraged.

6. Unless otherwise indicated by an historic local context, building designs should demonstrate a coherent response to regional preferences and influences as further delineated in the section on "Regional Context".

A building's design should demonstrate an understanding of the regions environmental and cultural context. Scottsdale's southwestern Sonoran Desert setting presents numerous opportunities and imposes numerous constraints to building and site design and planning. Some relevant factors include the intensity of solar radiation and sun angles, a long moderate and mild winter, followed by an equal period of extreme summer temperatures with periods of moderate humidity, limited rainfall, and ample sunlight.

Physically the area possess a dramatic horizontal landscape character, rugged hillside areas, unique native and adapted plant life, hot summers, mild winters, a rich naturally occurring palette of colors materials and textures, a distinct quality of light that varies seasonally and affects the perception of color, relatively pristine dark night skies, and extensive areas urban and wilderness interface, along with a sporadic and far reaching history of human habitation. Not all of these factors warrant a design response but together they indicate a delicate existence of modern communities in an area characterized by harsh extremes

7. Building elements that speak to the desert environment and climate, such as,

Architectural shade devices, a strong relationship to the ground plane, deeply

Recessed windows and the use of materials and textures that are associated with

The region are encouraged to define the project identity with the context of the Arizona Sonoran Desert.

8. Buildings that derive their image primarily from applied treatments that express corporate identity are discouraged.

9. Buildings that are stylized in an attempt to use the building, or portion of the building to identify a particular user is generally discouraged, particularly where the proposed architectural design is the result of a corporate or franchise prototype design.

10. A building's design should refer to the dominant horizontal landforms of the Sonoran Desert and the southwest. Generally, a building's profile should step in increments to achieve full height. Forms of dramatic vertical proportion should accentuate the horizontal.

11. The design of a building should reduce its perceived height by dividing the building mass into smaller scale components. One way to achieve this breakdown is to provide a well-defined base, middle and top to the building.

· A solid building base may be achieved by elements such as low planters and walls, base planting, a base architectural veneer banding (wainscot) and treatments defined by different material, texture or color.

· A solid building base (and a more articulated building mass) may be achieved by the addition of covered walkways, trellises or architectural awnings that provide deep shadow at ground level.

· Using features such as distinct and multiple architectural roof forms, clearly pronounced eaves, and distinct parapet designs and cornice treatments may achieve a well-defined building top.

Other approaches and methods of establishing building definition exist and will be considered if the resulting design achieves a sense scale and character consistent with surrounding context.

12. The design of a building should reduce its apparent bulk by dividing the building into smaller masses. Ideally, the distinction of each mass should relate to the Internal function of the building may indicate a logical hierarchy for breaking down the mass of the building. The apparent mass of a building may be further reduced by the following techniques:

· Variations in roof form and parapet heights

· Incorporating clearly pronounced recesses and projections

· Introduction of wall plane off-sets (dimension established by building

module)

· Use of other reveals and projections and subtle changes in texture and

color of wall surfaces

- Use of deep set windows with mullions
- Use of ground level arcades and second floor galleries/balconies
- Use of protected and recessed entries
- Use of vertical accents or focal points

13. Window glazing should be deeply recessed to exaggerate wall thickness. Walls should express a heavy mass in reference to the building materials such as cemented soils and aggregate concretes, adobe and masonry traditionally used in the region

14. Building designs should reference the regions naturally occurring material colors and textures within a pallet that has richness and some variety. Simulated materials should relate to those that would otherwise be found in the local area.

15. Building designs that reference the construction methods use of materials, and cultural architectural responses of past indigenous civilizations and cultures are encouraged (i.e. post and beam, heavy and massive appearance, earthen adobe,

16. The use of covered walkways, trellises, arcades and similar architectural shading features for both large and small spaces is encouraged. Resources should be focused in areas that will have greatest economic, environmental and social benefit. (i.e. building entries and port-a coheres, pathways between building/transit facilities, perimeter locations where pedestrian activity justifies, dining areas, gathering spaces, recreational activities outdoor markets). Avoid creating areas of redundant shade such as occurs by placing an awning beneath an extended eave.

17. Covered walkways and arcades are an important part of Scottsdale's architectural heritage. They are a response to climate, provide a sense of protection and can help articulate the mass and minimize the apparent bulk of a building. Covered walkways and arcades should be provided on all building frontages where pedestrian traffic is likely.

18. The design of office buildings should incorporate passive architectural solutions to east, south and west faces of buildings to avoid solar exposure and resulting heat gain. Passive architectural solutions may include such features as awnings, extended eaves, horizontal projections between floors, galleries and arcades, recessed and/or punched windows, perforated metal screens, lattice and trellis features, light shelves and other such devices to modify the exposure of exterior wall and window surfaces.

19. To encourage visually interesting roofs, provide variations in the roof line and incorporate treatments such extended eaves and parapet walls with cornice treatments.

20. Buildings or portions of a building mass over 50 feet wide are encouraged to divide their elevations into smaller parts. A pronounced change in massing, pronounced changes in wall planes and introducing

significant variations in the cornice/roofline are all possible methods to accomplish the desired divisions of elevations into smaller parts.

21. Building frontages and sides of buildings oriented to the street or other public areas (i.e. parks, open space, trails or vista corridors) should incorporate a combination of arcades, pedestrian level display windows, storefronts, and store entrances

22. To activate a building frontage, entrances should be located at intervals of 50 feet and a maximum interval of 75 feet. Consider all of the following approaches (and others as they may apply) to further enhance the pedestrians experience and the visual appearance of building frontages.

· In large stores consider expressing internal functions (i.e. bank, deli, and florist) as a minor storefront.

· Incorporate two (or more) entrances along the front of all major users (i.e. grocers, discount and other department stores, warehouse stores).

· If two entrances are not possible, consider partially wrapping the front of a major user with smaller stores.

· If none of the conditions above are met, long storefronts should incorporate design features, which address the impacts to the pedestrian resulting from extensive inactive pedestrian frontage. Remedies may include specially enhanced pedestrian areas, generous landscaped areas, site walls and raised planters, variations in planes, materials and colors and other features or elements intended to address the comfort of the pedestrian. Long continuous wall planes should be avoided.

23. All sides of a building should reference consistent architectural detail and character. All site walls and screen walls should be architecturally integrated with the building or master planned area or streetscape/corridor design.

24. All sides of a building should reference consistent architectural detail and character. All site walls and screen walls should be architecturally integrated with the building or master planned area or streetscape/corridor design.

25. Awning designs that are composed of highly contrasting colors and that are translucent and illuminated from within are generally discouraged.

26. For reasons of durability, function and appearance over the life of a building, awnings (and similar shading element) composed of metal or other rigid architectural material are preferred over cloth/fabric materials. Should fabric awnings be used the material should have a high UV rating.

27. Buildings frontages should exhibit human scale detail, windows and other openings along ground floor pedestrian areas.

28. Primary entrances to buildings should be distinguished with façade variations, porticos, roof variations, recesses or projections, or other integral building forms

29. Where awnings are used they should be functional and provide maximum shade to the window area. Awnings should be of opaque architectural material and should not be internally lit. Metal awnings are preferred to fabric awnings for reasons of durability and strength of appearance. Awnings of a single color are preferred

30. All sides of a building should express consistent architectural detail and character. All site walls, screen walls and pump island canopies and other outdoor covered areas should be architecturally integrated with the building by using similar material, color and detailing12. Building accents should be expressed through differing materials and/or architectural detailing and not through applied finishes such as paint.

31. Rich materials and a variety of materials is desirable on both the wall planes, roofs and ground plane. If stone or decorative block veneers are incorporated, the material should be used to highlight significant building features and massed elements.

32. Building colors should emphasize muted earth tones.

33. The use of highly reflective, polished or glossy materials should be limited and may be inappropriate in some contexts.

34. Changes in paint color, building material and/or texture should occur with a four (4) inch horizontal change in wall plane or in association with a strongly pronounced scoring, expansion joint, reveal or other similar wall detail change.

35. In most cases changes in paint color, material and/or texture at outside corners of buildings should be avoided. The mass indicated by a color or material should be resolved by turning the outside corner and returning an undefined distance that is appropriate to the scale and proportion of the building.

36. A buildings mechanical systems as it might affect the aesthetics and architectural composition of a building should be carefully considered in early phases of design. The mounting of HVAC systems on rooftops for example is a common local practice that may cost effective but might also present a design challenge in terms of a pleasing architectural composition. Depending on the desired architectural affect and functional requirements other service options, such as ground level units, should be considered.

37. HVAC and other mechanical systems must be screened in a manner that is architecturally integrated and considerate of the overall composition of the building.

38. Where roof-tops are viewed at close range from higher adjacent ground, roofing materials and color should have a low reflective value. be kept dull and muted and toward darker tones.

39. As a general rule, parapet heights should not exceed one-third the dimension of the adjacent grade to structural roof element measurement8. To encourage visually interesting roofs, provide variations in the roof line and incorporate treatments such extended eaves and parapet walls with cornice treatments.

40. The following architectural treatments are generally discouraged:

· Gradation in paint color applied to one unbroken surface or the use of large graphics

Extended bands of vibrant and/or highly contrasting corporate colors unrelated to the architecture.

· **Long uninterrupted expanses of glass**

Extensive use of floor to ceiling glass storefronts (Floor to ceiling glass storefront treatments may be appropriate under arcaded areas and when used in combination with other window treatments which allow for a solid building base).

Parking Structures

While viewed as background architecture, most above grade structures still require some level of architectural treatment that works to visually deemphasize the purpose of the structure as parking while trying architecturally to reference the primary building or buildings that it serves. The level of architectural treatment is dependent on the structures visual prominence and its relationship to other activities/uses.

41. An above grade parking structure should work to reduce its apparent mass by articulating corners and breaking long walls by recessing and/or shifting the wall plane horizontally.

42. Define stair towers and elevator cores to be distinct taller masses that intersect the mass of the main structure and provide polarity to the composition and relief to the structures horizontal emphasis.

43. In taller structures, step upper levels of parking back and incorporate irrigated terraced planters with appropriate hardy plant material.

44. Clearly delineate a distinct base, middle and top for the parking structures. The "visual" weight of the structure should decrease as the height increases.

45. The exterior design (skin) of a structure should work to minimize its visual identity as parking by visually disrupting the monotony of its underlying structural system through the introduction of a more sophisticated rhythm of wall-mass and window-opening, and by establishing a hierarchy in the composition through variations in color and material, and/or texture.

46. Parking structures with internalized ramping are encouraged in order to avoid introducing an angular geometry to the perimeter of the structure

47. Where parking structures and pedestrian areas adjoin, the exterior edge of the parking structure should exhibit a higher level of architectural detail such as decorative grill work, overhead trellises, tree

canopy, planter/seat walls, pedestrian scaled lighting and the application of materials and textures that establish a comfortable and well- proportioned human scale.

48. Parking structure walls facing residential areas should minimize openings to avoid noise and light transmission.

49. Local experience has found that below grade structures that are most usable maintain a high ceiling height, are well lit and incorporate openings to the surface for natural light and orientation.

50. Buildings with surface parking directly beneath must make a connection from the occupied building to the ground. The appearance of ground level parking should be minimized by limiting openings to the parking area, covering limited openings with decorative grill-work, incorporating raised planters and landscape screen walls, earth mounding and a heavily planted landscape screen.

51. Lighting on the top deck of a parking structure should be limited to sixteen (16) feet in height and be located along the centerline of adjoining internal parking rows rather than at the perimeter of the structure.

52. Illumination plans for parking facilities should consider reducing lighting to the minimum level required for security of areas such as the upper deck of parking structures or remote surface parking areas used only during peak hours.

53. Lighting of lower parking decks should place fixtures in recessed areas between T- beams. Consider placing fixtures along the perimeter and aiming light inward.

54. Light fixtures within taller parking structures should be designed so the light source is not visible from off-site. Fixtures should be of full cut-off design. Exposed fluorescent tubes are discouraged47. Lighting of surface lot parking canopies should be recessed and/or shielded48. The exterior design of a building should reveal where possible differences in its internal function as expressions of height, massing and the composition of their elevations.

Drive through Facilities

55. Drive through elements should be architecturally integrated into the building, rather than appearing to be applied or "stuck on" to the building.49. All industrial buildings, including pre-cast and sit-cast concrete structures, should incorporate sufficient architectural detail in the form of applied finishes, integral textures, patterns,

Other Features.

56. The permanent use of prefabricated metal buildings is generally discouraged.

57. Industrial space should incorporate window openings if possible. Windows can provide needed interest and help break up building elevations while being a source of internal day lighting. Consider translucent glass for the diffused quality of light it provides.

Landscape Design

A project's landscape design should be integral to the overall design concept and should perform multiple functions for the site. Some of these functions include:

- Strengthen and unify the character of an area and relate a site to its surrounding context.
- Modify the microclimate of pedestrian areas and shelter buildings and parking from solar exposure.
- Help define programmed outdoor space and provide visual emphasis to important site features
- Screen offending views and help buffer sensitive land uses
- Soften the appearance of a structure, anchor a building to the ground plane and blend development into the larger landscape.
- Help establish a human scale and comfortable micro-climate in pedestrian areas
- Preserve the integrity of wildlife habitat for the survival and health of urban wildlife

The following design guidelines provide specific direction pertaining to how the landscape can play an important role in achieving designs that respond to the characteristics of its site, to its surrounding context and the design influences associated with the region. The design guidelines are intended to help conceive environments that contribute to the design continuity of an area while being functional, purposeful and aesthetically pleasing.

1. The landscape design should consider foremost and work to reinforce and restore the unique qualities and common built and natural aesthetic characteristics of a project's surroundings.

Landscaping should continue and reinforce the character of neighboring properties and abutting streetscapes.

2. In the Environmentally Sensitive Lands (ESL) districts and other locations where natural desert character is dominant, only native plant varieties should be used to enhance and embellish the visible public landscape. In the care of ESL district landscaping, acknowledge the importance of plants in their natural and un-manicured state as wildlife habitat. The use of non-native plants should be limited to internal areas not easily seen from adjoining right-of=ways. See the ESLO Design Guidelines.

3. The site design for projects located at street corners should provide special landscape treatment at street intersection to anchor the corner where the built form is not in evidence.

4. Landscape designs should conform to any established or planned streetscape designs of the City or that of other privately planned areas.

5. Primary pathways linking site features should be a minimum of six (6) feet wide and should incorporate landscape and/or architectural shading.

6. Base-planting areas should be incorporated along all building and parking structure frontages. Base planting areas can occur as raised planters or in-ground, should be a minimum of seven (7) feet wide, and should incorporate ground cover, shrub musings and canopy trees. Appropriate distance should be observed between plant material and the adjoining structure.

7. Storefront areas should incorporate significant landscaping (including canopy trees). Frontage design and signage locations should be coordinated with the placement of plant material.

8. Trees should be used throughout all paved circulation/parking areas and in association with pedestrian paths and gathering areas to provide shade, reduce heat build-up, and cut glare. Runway and taxi way clear areas and designated site triangles are exempt.

9. Relief should be provided from direct and reflected sun by incorporating canopy trees and intermittent planting strips within parking areas. Plant material should be resilient to difficult growing conditions inherent to parking areas.

10. Parking areas should be broken up with landscaping. Pedestrian corridors through parking areas should have a minimum width of 15 feet and composed of landscaping and a minimum 5-foot wide sidewalk.

11. Where possible, avoid narrow landscape strips (less than 7-feet curb to curb width) within parking lots.

11. Curbing, or other protection as approved, should be installed at the edges of all planter areas adjacent to automobile circulation and parking areas

12. Dense landscaping and/or architectural treatments should be provided to screen unattractive views and features such as storage areas, trash enclosures, utility cabinets and other similar elements

13. A landscape buffer should be provided to buffer and screen facilities uses from adjacent residential uses.

14. A combination of dense landscaping, site walls, or earth mounding should be provided to screen parking facilities, service and loading areas, maintenance areas, storage areas, trash enclosures, utility cabinets and other similar elements.

15. Shrub plantings should be located to form a mass by allowing plants to grow together; selectively prune the plants to maintain an appearance that exhibits the natural qualities and characteristics of the plant in its natural state. Avoid plant maintenance methods that result in an unnatural highly manicured appearance.

16. All landscaping should utilize only living plant material.

17. The use of mature trees is encouraged to provide an immediate impact especially when used in buffering adjacent uses.

18. Proper maintenance and timely replacement of plant material is expected and required by ordinance

Lighting

A carefully designed lighting plan can add value to a project by enhancing security and utilizing technologies that are energy efficient and sensitive to surrounding context. A projects lighting plan should balance these things with the factors of product availability, hard costs and cost savings over a facilities useful life.

Site lighting, security lighting and architectural/landscape lighting should provide the users with illumination levels appropriate for the designated activity.

Lighting should be provided based on the particular needs and location of the use. Different uses will have different use patterns and require different solutions.

Lighting should be adequate to provide a sense of personal safety in active areas of the site, allow for an even distribution of illumination within commonly used vehicular and pedestrian areas, and highlight architectural features of significance and meaning during nighttime hours.

1. The preferred light source for most large-scale projects is high-pressure-sodium (HPS) due to its high efficiency, long-life, and reasonable accuracy in rendering color.

2. Metal halide is considered appropriate for some downtown facilities and districts or more densely developed suburban centers.

3. The preferred light source for smaller scale applications includes linear fluorescent (RE170 series, triple-tube 4-pin compact fluorescent, induction and LED lamps).

4. Incandescent and halogen sources are generally discouraged in all but the most unique applications.

5. Lighting should operate for only the minimum number of hours required and should then be reduced in level or turned off. The design of lighting systems should anticipate lighting levels that will vary depending on building use, hours of operation, occupancy, and seasonal changes.

6. Electrical specifications for larger scale projects should include automatic controls to adjust lighting levels as necessary to meet the facility needs.

7. Avoid competing light levels and ensure balanced light levels on-site and between adjacent properties. The exterior lighting design must take into consideration background lighting levels, lighting from other sources, and characteristics of the surrounding area.

8. Recommended light level guidelines and uniformity ratios established by the Illumination Engineering Society of North America (IESNA) in the IESNA Lighting Requirements should be used along with predominant lighting characteristics of the surrounding area when determining appropriate solutions to lighting design.

9. Light glare or excess brightness should be minimized. Cut-off fixtures, mounting heights and the elevation of potential views must all be considered for effectively controlling glare by directing light below the horizontal.

10. Control the trespass of light beyond property lines by shielding or aiming fixtures away adjacent uses. Light spillage should not exceed the ambient levels of an area.

11. Security lighting and lighting of service areas should meet the standards listed above.

12. Architectural lighting should be used to highlight special features only and to embellish the lighting levels of ground level pedestrian areas. Lighting an entire building or major portion thereof is inappropriate.

13. A higher allowance for illumination should be allowed for loading areas (as permitted by zoning) that are utilized during hours of darkness. Such loading areas should be located away from residential properties and should have an internal orientation or be largely enclosed by site walls.

14. Limited lighting of landscape features and plant material are acceptable when associated with pedestrian spaces and site entrance. Landscape lighting in ESL areas should be kept to a minimum to allow the use of natural areas by wildlife that may otherwise be affected by nighttime illumination. Where landscape lighting does occur, lighting should be of low voltage type.

Signage and Business Identification

The guidelines for corporate identification/signage are in addition to Sign Ordinance requirements and are based on the assumption that uses are appropriately located, visible and viable in its location. It is assumed that no extraordinary means is needed to bring attention to the building or its tenants and that a similar standard is applied to all other projects. Larger projects typically chose to prepare a master sign plan because of the flexibility it offers. They illustrate the full range of potential signage features on the site. Signage for office buildings should be adequate to identify the building, and location of users within, while at the same time protecting the visual aesthetic of Scottsdale. Features that are intended to identify a building or particular user within a building that is not considered signage by the strict definition of the Ordinance will be treated as an architectural feature and evaluated as such. Such features shall be modified in accordance with the requirements of the Development Review Board.

1. Business identity, either by awnings, accent bands, paint or other applied color, literal depiction of a product, decorative roof details or materials should not be the dominant architectural feature. Accent colors should be used judiciously and corporate colors should be modified in intensity and chroma to fit within the larger proposed palette of colors and materials.

2. All signage should be architecturally integrated with its surroundings in terms of size, shape, color, texture, and lighting so that they do not visually compete with the architecture of the building and design of the site. Signs should be integrated so that they become a natural part of the building design.

3. When multiple tenants share one site, signs should be integrated as one unit to the extent permitted by Ordinance or be located and/or designed as a package where signs do not visually compete with each other.

4. A building's design should anticipate signage and provide a logical sign area that is sufficiently flexible to accommodate future users as the building is re-used over time.

5. Repetitious signage on a building front should be avoided.

6. Signs composed of individual letters are encouraged. Back lit or indirectly lit individual letters are generally preferred.

7. Visible raceways and transformers for individual letters are discouraged