

# Project Narrative

3-ZN-2024

Rezoning and Design Review for:

## The CLAYTON on Earll A Mixed-Use Infill Development

Location: Northeast Corner of Earll Dr & Civic Center Plaza  
7340 E Main Street & 7319 E 1<sup>st</sup> Avenue

Request: Rezone from **C-2 DO** (Central Business Downtown Overlay)  
to **D/DMU-2 DO** (Downtown / Downtown Multiple Use Type 2 Downtown  
Overlay)

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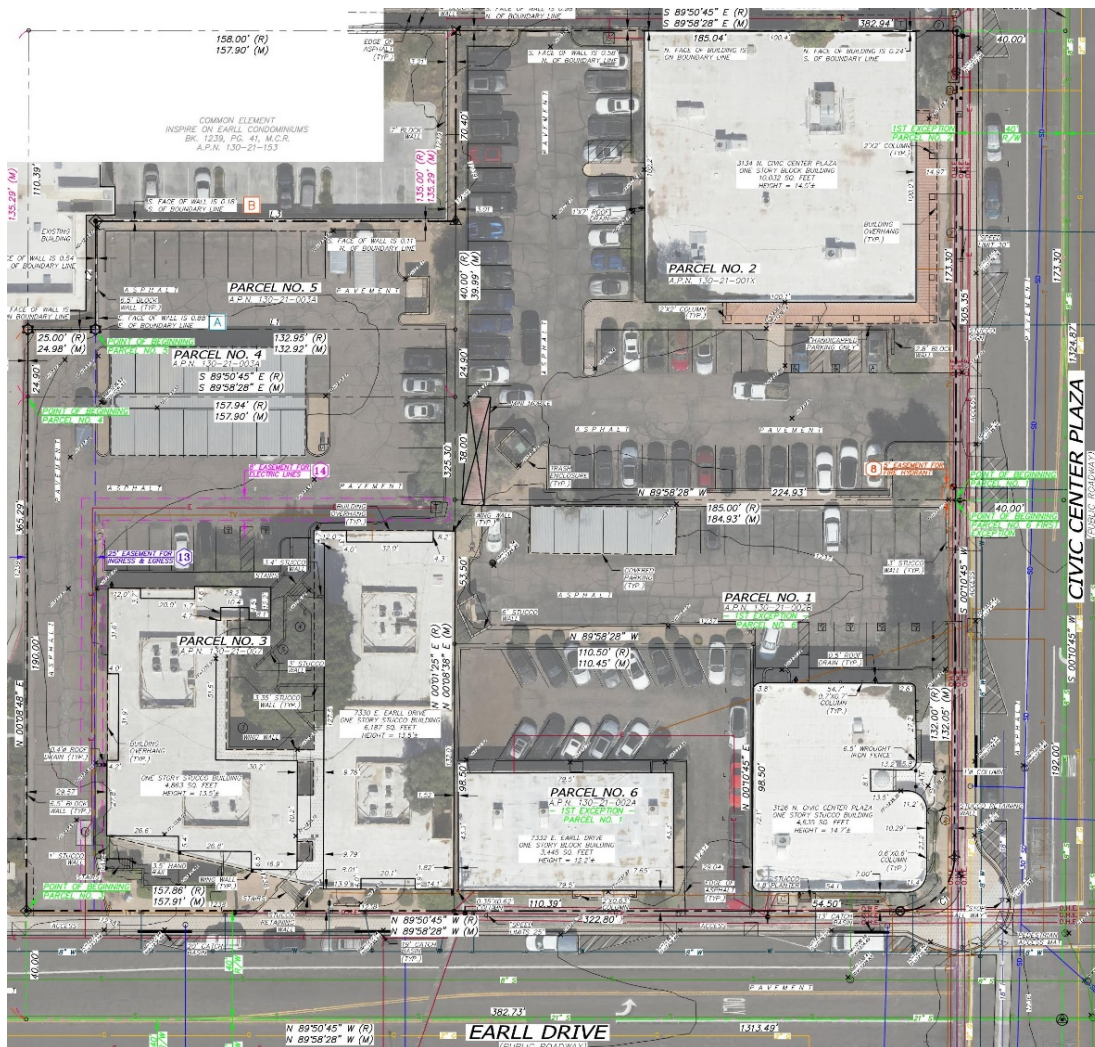
## Overview

### The Request

This request is for a rezoning of 5 contiguous parcels, from **C-2 DO** (Central Business Downtown Overlay) to **D/DMU-2 DO** (Downtown / Downtown Multiple-Use, Type 2, Downtown Overlay) on approximately 3 Gross acre site, located on the Northwest corner of Earll Dr. and Civic Center Plaza, on the border of Old Town Scottsdale.

The existing parcels contain 5 old office buildings. The existing buildings and all existing site improvements are scheduled to be demolished and removed as part of this development.

### Existing Site Survey



The current owner, Clayton Companies, is planning to re-develop the site into a high-quality mixed-use building, as per the attached plans. The Clayton Companies, headed by Tom Frenkel, have developed, or redeveloped numerous high-quality projects throughout Scottsdale over the last 3 decades.

Notable Commercial Developments in Downtown Scottsdale include:

The CLAYTON on the Park on Civic Center Plaza



The CLAYTON House SEC of 75<sup>th</sup> & 2<sup>nd</sup> St



Peppin Redevelopment on Civic Center Plaza under construction



Notable Residential Developments in Downtown Scottsdale include:

**The Clayton on 2<sup>nd</sup>**

NEC of 75<sup>th</sup> & 2<sup>nd</sup> St

Recently Completed



The Clayton Companies goals are to build long-term relationships with both their tenants and the community. They look beyond short-term gains, and design and build for a long-term hold, retaining ownership of their buildings for decades.

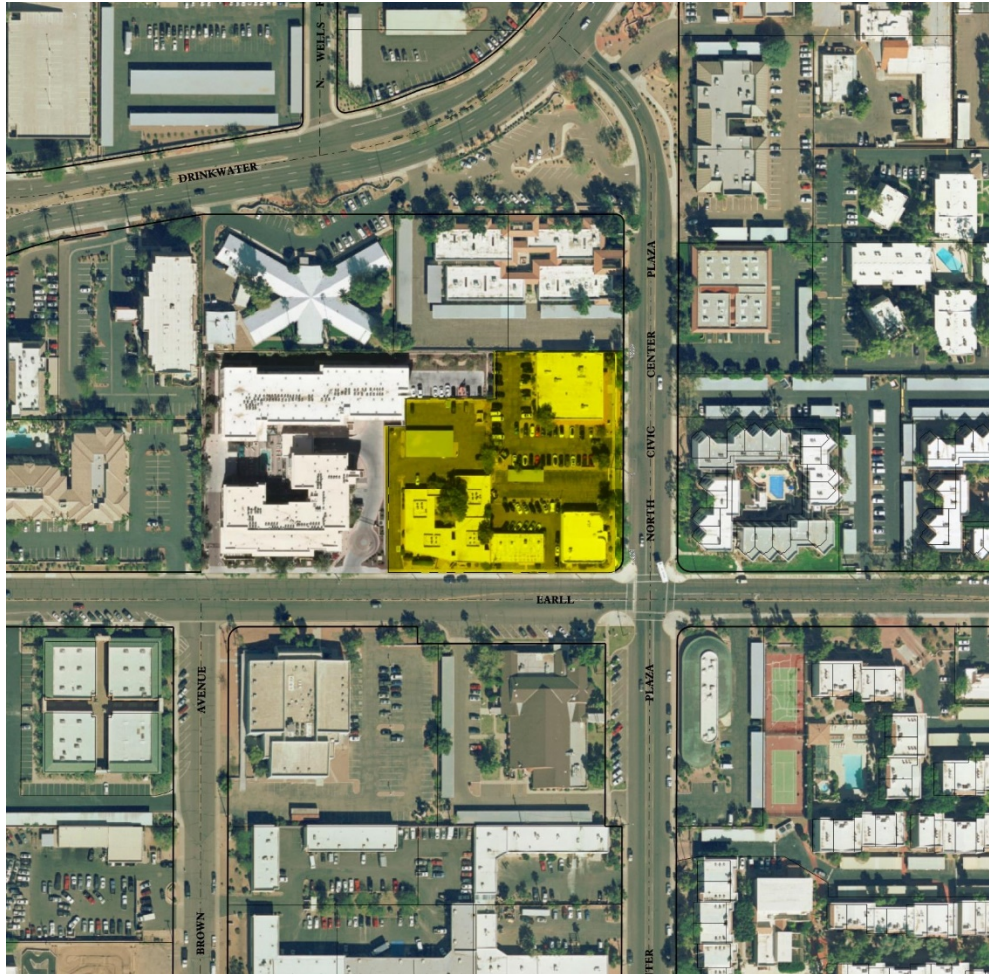
This proposed project is a Mixed-Use development that will contain 6,300 SF of commercial office space at ground level fronting the streets. The upper floors 2-4 will include 89 living units, a mix of 1- and 2-bedroom units, ranging in size from 850-1350 SF. Associated amenity areas will be included on the deck park overlooking Earl Dr. and the pool amenity area at ground level. Majority of the required parking will be provided in a podium parking garage at grade, tucked behind the commercial offices and amenity areas fronting the streets. The parking garage will be reserved for residents, with remaining parking provided along the access drive around the side and back of the building.

## The Context

The property is adjacent to a mix of commercial and residential properties of varying age, character, condition, scale, and density.

To the East and Southeast are two-three story older residential condos and apartment buildings. To the South and Southwest are several one-two story commercial office buildings. To the West is the Inspire on Earll condominiums, that is of similar size, height, and density.

## Context Aerial



The Old Town District provides regional appeal for future commercial tenants and residents. This application is driven by the site's prime location and a strong demand for new residential living units in the area.

The proposed project is a natural fit and compliments the fabric of existing land uses found within the area. It will promote an integrated, sustainable character for the area with a strong live, work and play component.

## The Site Design

The design of the site was driven by the dual street frontage, ease of access and circulation, and the screening of parking, service, and utility areas.

## Proposed Site Plan



The design goal was to create a unified streetscape, with inviting transitions, and a cohesive identity. The commercial spaces are strategically located on the ends and corner of the building for visibility, separated by outdoor activity areas in between that provide relief to the building mass and activate the streetscape, while concealing the parking garage. The retention area along the Civic Center Plaza frontage has been designed as a pocket park with shaded grass area and seat walls.

## The Building Design

The Building Style can be considered as Modern or Contemporary with a Mid-Century Modern twist. It is a timeless design characterized by straight edges and smooth rectilinear forms in a balanced composition that expresses the form and functionality of its components. The building has a demanding, yet sophisticated street presence that will provide a unique and attractive streetscape. The street side perimeter incorporates outdoor patios and amenity spaces for residents and visitors.

The building mass is extruded, recessed, and stepped in both the horizontal and vertical planes, providing relief, visual interest, and a multitude of separately identifiable components. To properly transition to existing adjacent properties, the building height steps down from 4 stories in the middle to 3 stories on the South and East along the streets defining the Downtown Area Boundary.

Color and materials have been carefully selected to complement the existing context, as well as to provide a unique identity. The main building materials include smooth stucco, exposed concrete columns, woodgrain metal siding and exposed CMU block in various shapes, sizes, and colors. A mid-century modern breeze block is used to screen the interior of the parking garage. The orange and teal blue accent colors are classic mid-century modern colors that reinforce the architecture and provide a unique identity for the building.

Public Art in the form of two large murals is integrated into both street elevations. The murals will be painted by an emerging local artist, and reviewed through the Development Review process.



### The Open Space / Landscaping

The proposed project promotes the value of usable open space on several levels and creates a walkable community with connectivity to the surrounding land uses. While Open Space, other than the building setback are not required by ordinance, the project includes approximately 20% of the net site area as hardscape, landscape, and other open space. The Earll Dr, frontage includes the pool/amenity area, creating a gathering place that fosters social interaction among residents. While a safety/security fencing is needed around the pool area, it is visually open to the street. A large activity deck is also provided on the 2<sup>nd</sup> floor above the pool area, that also fronts on the street. A surface retention area, designed to function as a public pocket park, is located along the Civic Center Plaza frontage, providing a large tree shaded grassy area, surrounded with cast in place concrete seat walls.

In addition to that, all the living units have large private balconies or patios averaging 120 SF, twice the size required by ordinance. These balconies become outdoor living extensions of the units, rather than just a required ordinance appendix. They are sure to be frequently utilized by residents, supporting leisure and a high quality of life.

The landscaping for the development will be in conformance with city standards and approved palette. Low water use indigenous plants and trees will be used throughout the project. Landscaping along the streets will continue the theme established by The Inspire Condominiums to the east. This will create a unified landscape character for a significant stretch on both streets.



### The Environment

The design will respect and enhance the unique climate using solar shading, landscaping, recessed and covered balconies, large overhangs, articulation, material selection, textures, and light colors.

The development anticipates achieving a high level of sustainability, utilizing recognized green building features, including solar panels covering the entire roof, generating enough energy to power all the public, commercial and common areas of the project.

### The Pedestrian

The site is ideally located within close walking distance to abundant retail, restaurant, entertainment, and services, to create a sustainable, walk friendly environment. Multiple pedestrian connections are provided from the building to the new 8' wide city sidewalk that will replace the currently 5' wide sidewalk along the entire frontage.

This encourages residents to walk, bike and utilize transit opportunities. The adjacent streets provide a framework for pedestrian and bicycle connections between the project and other surrounding land uses. This promotes reduced vehicular trip generation, and a sustainable, walkable community.

### The Parking

Majority of the required parking is provided in a podium level parking garage. The garage is accessed from the service drive around the west side of the building, minimizing the need for curb cuts, and keeping pedestrian and vehicular circulation clearly separated. Convenient surface parking is provided on both sides of the service drive for residents, visitors, and commercial tenants, along with service and delivery areas. Two existing driveways/curb-cuts will be removed, and the adjacent street parking restriped to add two additional public parking spaces, and two designated rideshare spaces.

## Scottsdale General Plan 2035

The Scottsdale General Plan designates the property as 'Mixed-Use Neighborhoods'

**MIXED-USE NEIGHBORHOODS:** Mixed-Use Neighborhoods focus on human-scale development and are located in areas with strong access to multiple modes of transportation and major regional services. These areas accommodate higher-density housing combined with complementary office or retail uses. Mixed-Use Neighborhoods are most suitable near and within Growth and Activity Areas

Below is an outline of how the proposed project aligns with and reinforces some of the key goals and policies of the General Plan.

### CHARACTER AND DESIGN ELEMENT

#### Goal CD 1

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

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

- Scottsdale's southwestern, Sonoran Desert characteristics, such as climate, native plants, topography, and history/culture.
- Relationships and sensitivity to surrounding landforms, land uses and transportation corridors.
- Compatibility with and sensitive integration into established neighborhood character, including historical preservation policies.
- Contributions to city wide linkages of open space, Growth Areas, and Activity Areas.
- Physical scale relating to the human experience.
- Visual impacts (views, lighting, etc.) upon public settings and neighboring properties.
- Visual impacts on and accessibility to public settings, significant natural features, and neighboring properties

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

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

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

The Old Town Districts provide regional appeal for future residents. This application is driven by the site's prime location and a strong demand for high quality commercial and residential rentals in the area.

The site is ideally located at the Downtown Boundary, in close walking distance to a variety of civic, cultural, sports, entertainment, and service related activities and businesses, as well as two of Scottsdale's largest employers (Honor Health and City of Scottsdale). Bus and trolley services are also available within short walking distance.

Adjacent streets provide connectivity to and from Old Town Public Spaces for pedestrians and bicyclists alike.

The site is also very close to three major arterials (Scottsdale Rd., Thomas Rd. and Indian School Rd.), as well as the Loop 101, providing easy regional access.

The Clayton on Earll is carefully designed to be responsive to the unique local climate using building orientation, solar shading, landscaping, recessed and covered balconies, large overhangs, articulation, material selection, textures, and light paint colors.

The design will respect and enhance the unique character of Scottsdale, with high quality context appropriate design. Color and materials have been carefully selected to complement the existing context, as well as to provide a unique identity.

The building is recessed back, both at the ground level and top floor, to widen the perceived distance. Two large hand painted wall murals are planned for the south and east elevation facing the streets, bridging aesthetic to current culture, and incorporating Public Art.

To enhance the pedestrian experience, the sidewalks along both street frontages have been widened from 5' to 8', and a landscape buffer has been added between the building and the sidewalk. Shade trees with large canopies will be provided along both streets to provide maximum shade along the pedestrian walkways. Landscaping along the streets will continue the theme established by The Inspire condominiums to the West. This will create a unified landscape character for a significant stretch on both sides of the street.

#### **Goal CD 4**

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

- Promote contextually compatible streetscapes that correspond with the following classifications:  
**Urban Streetscapes** encourage pedestrian comfort, safety, and accessibility using decorative elements, such as arcade-covered walkways, shade, pedestrian lighting, decorative paving and street crossings, transit shelters, seating, waste receptacles, and landscaping. Urban Streetscapes strive for equality among pedestrians, bicyclists, and automobiles in the design of the public realm
- Identify and establish consistent entrances to Scottsdale and, as appropriate, key gateways to neighborhoods and Character Areas so that residents and visitors have a sense of arrival.

The Clayton on Earll has almost 700 linear feet of Urban Streetscapes, wrapping the corner of the Downtown Boundary. Wide, tree-lined shaded sidewalk is provided along the entire frontage.

The Earll Dr, frontage includes the pool/amenity area, that is visually open to the street, creating a gathering place that fosters social interaction among residents. A surface retention area, designed to function as a public pocket park, is located along the Civic Center Plaza frontage, providing a large tree shaded grassy area, surrounded with cast in place concrete seat walls.

Located at a corner intersection of the Southeast Downtown Boundary, the building has a demanding yet sophisticated presence that provides a clear sense of arrival to the downtown area.

## **Goal CD 5**

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

- Employ appropriate heat island reduction techniques to reduce the effects of reflective heat and glare on buildings and paved surfaces. Maintain the landscaping materials and pattern within a character area.

The landscape palette has been selected to complement the adjacent area and create a unified landscape character along the streets. Native & low water use plants have been chosen to provide a large variety of texture and form. Shade trees with large canopies are strategically placed to provide maximum shade coverage along Pedestrian walkways. Understory plantings have been selected to provide seasonal interest with a variety of bloom periods.

## **Goal CD 6**

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### **Minimize light and noise pollution.**

Encourage creative and high quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.

- Support Scottsdale's dark sky areas and designation as an Outdoor Light Control
- City by reducing light pollution, glare, and trespass where possible, while still attending to public safety needs. Allow for lighting systems that support active pedestrian uses and contribute to public safety.
- Encourage creative, energy-efficient, and high-quality designs for outdoor lighting that reflect the character of the local context.

The lighting will be carefully designed to minimize glare and intrusion into neighboring property and the dark sky above. Safety and security lights will be provided for the parking areas and access. Indirect Up/down accent lighting is provided along the commercial storefronts, and at all the balconies, highlighting their wood paneled wall cladding. All on site lighting is energy efficient LED with consistent 3000K color throughout. Wall grazing accent lighting is provided to accentuate the verticality and shadow reliefs of the stair and elevator towers.

## LAND USE

### Goal LU 1

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

- Encourage land uses that preserve a high quality of life and further define Scottsdale’s sense of place within the region.
- Promote development patterns that integrate with and reinforce the character of an area. The city will continually review development patterns to ensure consistency of development in areas with fragmented or evolving patterns.

The downtown area is a major tourist destination, that does all those things.

The Clayton on Earll, located at the downtown boundary, integrates, and reinforces the character of the area and exudes the high-quality lifestyle Scottsdale is known for.

### Goal LU 2

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

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

The Clayton on Earll defines the Downtown Boundary, and transitions harmoniously to the surrounding neighborhood, by stepping down from 4 stories in the middle to 3 stories along the street frontage.

### Goal LU 3

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**Maintain a balance of land uses that support a high quality of life**

- Allow for the diversity and innovative development patterns of residential uses and supporting services to provide for the needs of the community.
- Integrate housing, employment, and supporting infrastructure, primarily in mixed-use neighborhoods and Growth and Activity Areas, to support a jobs/ housing balance.
- Provide an interconnected, accessible open space system, which includes pedestrian and equestrian links, recreation areas, canals, and drainage ways.

The general plan land use is designated as a mixed-use neighborhood and located in the Old Town Growth Area. The true mixed nature of the project will provide employment and services to the area and new high-quality housing options.

The new 8’ wide city sidewalk along the entire frontage provides tree-lined shaded pedestrian links to the rest of downtown. The retention area along Civic Center Plaza has been designed as a pocket park, providing a shaded grassy area with seat walls along the perimeter.

#### **Goal LU 4**

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

- Integrate land uses and transportation systems to allow for a variety of mobility choices. Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.
- Provide opportunities for pedestrian-oriented development, reduced parking demand, and context appropriate mobility choices.

The Site is located within a short walking distance to abundant retail, restaurants, recreational areas, and services. An ideal place to create a sustainable, walk friendly environment that takes advantage of the huge employment and service base in the vicinity of the property.

A large, secure, indoor bike storage and repair area is provided for residents and commercial tenants.

#### **Goal LU 5**

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##### **Promote land use patterns that conserve resources, including land, clean air, water, and energy.**

- Encourage a variety of compatible mixed-use land uses within or next to Growth and Activity Areas, along major streets, and within particular Character Areas to reduce automobile use and improve air quality.
- Concentrate greater development intensities in Growth and Activity Areas, thereby reducing development pressures in low-density areas and conserving energy.

The general plan land use is designated as a mixed-use neighborhood and located in the Old Town Growth Area of the Old Town Character Area. The location, onsite and nearby amenities will attract residents that work and play in the nearby vicinity and will not require the use of an automobile to do so.

#### **Goal LU 6**

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##### **Attract and retain diverse employment, business, and retail land uses to improve the economic well-being of Scottsdale's residents.**

- Promote opportunities for the expansion and revitalization of employment and commercial uses within the city.
- Encourage commercial land uses of similar scale and character in proximity to or within medium- to high-density residential areas to promote walkable connections.

The proposed 6,300 SF of commercial office space will expand the employment base and services offered within the area. The great variety of commercial, retail and service activities within the area encourages residents to walk and bike, reducing unnecessary automobile trips.

## ARTS, CULTURE & CREATIVE COMMUNITY ELEMENT

### **Goal ACC 2**

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**Build on Scottsdale’s reputation as the regional leader and widely recognized destination in arts, culture, and creativity.**

- Increase promotion of Scottsdale’s vibrant arts and cultural programs.
- Welcome new districts that celebrate the city’s tradition of arts and culture, and support the revitalization of existing arts-related districts.
- Strengthen Old Town arts destinations through physical improvements, promotion, the adaptive reuse of unique spaces, and collaboration among arts and cultural entities.

The Clayton on Earll celebrates the vibrant art culture of downtown Scottsdale, by integrating public art into the building design. Two large murals are integrated into both street elevations, framing both sides of the open space along each street frontage. The murals will be painted by an emerging local artist, and reviewed through the Development Review process.

### **Goal ACC 3**

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**Promote creative placemaking to revitalize neighborhoods, enhance sense of place, celebrate cultural heritage, and strengthen community character.**

- Integrate art into public programs, natural features, civic buildings, infrastructure, and other community assets to strengthen sense of place.
- Integrate public art at various scales into the built environment citywide.

Two large murals are integrated into both street elevations, framing both sides of the open space along each street frontage.

## OPEN SPACE ELEMENT

### Goal OS 1

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**Provide four primary public and private open space types: the Scottsdale McDowell Sonoran Preserve, natural open spaces, developed open spaces, and continuous open spaces.**

- **Developed Open Space.** Offer public and private parks and open spaces to accommodate both active and passive recreation

The Clayton on Earll provides two large developed open spaces. The Pool Amenity Area along Earll Dr. provides for active recreation for the residents and their guest. The retention Park along Civic Center plaza provides a large shaded grassy area for passive recreation.

### Goal OS 5

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

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

The Clayton on Earll will include two large open space areas, where none exist today.

### Goal OS 8

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**Acquire new, expand existing, and improve established open spaces for public use.**

- Create usable open spaces from existing rights-of-way, sidewalk widening, street realignment, development of trails, and other creative solutions.

The Clayton on Earll provides a large usable open space along Civic Center Plaza, in addition to the Pool amenity area along Earll Rd.

The existing right-of-way will be redeveloped with wider tree-lined shaded sidewalks, and tree shaded bench seating will be provided along both street frontages.

## ENVIRONMENTAL PLANNING ELEMENT

### Goal EP 3

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#### Participate in local and regional efforts to improve air quality.

- Expand the use of alternative mobility options, for example electric and clean fuel alternatives, through investment in environmental infrastructure such as electrical recharge and clean-fuel refilling stations, to achieve or exceed regional clean air goals.

Electric charging stations will be provided for 10 vehicles inside the parking garage for use by the residents, with additional capacity designed in future use as needed.

### Goal EP 4

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#### Expand the circular economy by maximizing resource recovery, reuse and recycling, and promoting use of recycled, recyclable, and renewable materials.

- Maintain and expand citywide recycling programs, particularly for tourist areas, businesses, multi-family housing, institutional facilities, special events, and public spaces.
- Encourage private establishments to minimize waste generation, and establish effective programs for waste reduction, reuse, and recycling of resources.
- Promote commercial and multi-family recycling and green waste diversion.

The Clayton on Earll promotes recycling for both commercial tenants and residents. Every unit will include built-in recycling waste bins. A dedicated recycling area will also be provided adjacent to the parcel and mail room. A 6 CY container will be provided for shared use.

### Goal EP 5

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- Construct durable and sustainable buildings using green building principles.
- Promote passive solar site and building design strategies that recognize and respond to the Sonoran Desert climate.
- Expand Green Building construction standards to include all new and remodeled residential and commercial buildings.

The design will respect and enhance the unique climate using solar shading, landscaping, recessed and covered balconies, large overhangs, articulation, material selection, textures, and light colors.

Majority of the residential units have their main frontage facing due North or due South.

All of the private balconies are recessed and fully covered, providing shade for outdoor living,

The development anticipates achieving a high level of sustainability, utilizing recognized green building features, including solar panels covering the entire roof.

## **Goal EP 7**

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### **Identify and reduce heat islands.**

- Develop and support programs, such as a Tree Canopy Plan, that identify and increase vegetation and shading in areas of high pedestrian activity.
- Promote the long-term management and maintenance of urban and open area vegetation and protect and expand the provision of private and public open spaces to reduce the heat island effect.

The Clayton on Earll will provide tree lined shaded sidewalks along the entire street frontage, as well as a shaded private and public open spaces.

## **ENERGY ELEMENT**

### **Goal E 1**

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#### **Work toward becoming a net-zero energy community that balances energy efficiency with renewable energy generation.**

- Encourage and provide incentives for efficient use of energy, including the use of solar energy.

The Clayton on Earll intends to install as big of a solar panel system that will physically fit on the roof. The estimated 120 KW system will generate enough renewable energy to power all of the public, commercial and common areas of the development.

### **Goal E 3**

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#### **Promote building and site designs that maximize energy efficiency.**

- Promote solar energy opportunities in building and site design
- Improve the energy efficiency of the building envelope, heating and cooling systems, lighting, and appliances.

The Clayton on Earll intends to install as big of a solar panel system that will physically fit on the roof.

The building envelope, heating and cooling systems will be designed with high energy efficiency. All the lighting used will be low energy LED. Residential appliances will have Energy Star rating, and all the living units will be designed for Energy Star Certification.

## COMMUNITY INVOLVEMENT ELEMENT

### Goal CI 1

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

- Maximize opportunities for early notification of proposed projects using a variety of methods.
- Use public involvement plans to identify and engage interested parties, and provide opportunities for information exchange.
- Require project sponsors to conduct community involvement programs, and encourage them to show responsiveness to community comments, and demonstrate how comments are ultimately addressed.

The development team conducted extensive community outreach to involve the neighboring public, and other interested parties. Significant changes have been made to the proposal because of community concerns and input. Please refer to the Citizen Review Report included with this submittal for details.

## HOUSING ELEMENT

### Goal H 1

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

- Support the creation of mixed-use projects, primarily in Growth and Activity Areas, to increase housing supply within walking distance of employment, transportation options, and services.
- Encourage a variety of housing densities in context-appropriate locations throughout Scottsdale to accommodate projected population growth.
- Maintain, improve, and create high-quality and safe housing for all citizens
- Encourage developments to incorporate the highest possible cost- and quality- effective level of amenities, sustainable design, durability, and architectural quality.

The Clayton on Earll provides attractive new housing options in the downtown area, within walking distance of the large employment base in the vicinity. The 89 living units range in size from 850-1,370 SF, and include a large attached private outdoor space (balcony or patio), ranging in size from 100-400 SF. The units are designed with many high-end features not seen in the typical apartment building that will attract and retain long term residents. The building is designed for a long-term hold, not build and flip, and so it includes materials selected for low maintenance and durability, along with many sustainable design features.

## CIRCULATION ELEMENT

### Goal C 1

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

- Coordinate transportation and land use planning to enhance an integrated, sustainable transportation system that promotes livable neighborhoods, economic vitality, safety, efficiency, mode choice, and adequate parking.
- Reduce conflict points between various modes of travel, for example, where the paths of vehicles and bicycles, pedestrians, or equestrians, cross, diverge, or merge.

The property is close to many multi-modal transportation networks, including pedestrian /bicycle paths, bus and trolley routes, as well as three arterial streets and the 101 freeway.

The projects design provides a clear, convenient, and safe connection to these established networks and other surrounding land uses.

Adequate parking is located towards the back of the site with a single access point looping between both streets. This will minimize automobile and pedestrian conflicts.

### Goal C 2

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**Reduce the number, length, and frequency of automobile trips to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.**

- Encourage a mix of land uses that will reduce the distance and frequency of automobile trips and support mobility choices.

Many residents will most likely work in the near vicinity and will choose to bike or walk instead of using their automobile.

## BICYCLING ELEMENT

### Goal B 1

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**Provide convenient and comfortable bicycle facilities to encourage bicycling.**

- Promote a variety of accessible bicycle facilities, such as bicycle parking and lockers into the transit system throughout the community.

The adjacent streets with 8' wide sidewalks provide a safe and convenient route for bicyclists to and from the site. Secure indoor bicycle storage and repair facility will be provided at the ground level for residents and tenants. Additional bicycle racks will also be provided for the public and visitors in convenient visible locations.

## NEIGHBORHOOD PRESERVATION & REVITALIZATION ELEMENT

### Goal NPR 1

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

- Support innovative, well-designed, sustainable building construction and rehabilitation to enhance neighborhood character and identity.
- New construction and exterior remodels or renovations should sensitively address neighborhood character and transition areas.

The Clayton on Earll is both innovative, well-designed, and highly sustainable building project that will substantially enhance the neighborhood character and identity, while seamlessly blending into the downtown area.

### Goal NPR 5

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**Promote neighborhood interaction to help create and maintain strong communities.**

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

The Clayton on Earll project is designed to interact with the neighborhood, providing new and interesting public gathering spaces along both street frontages.

## CONSERVATION, REHABILITATION, & REDEVELOPMENT ELEMENT

### Goal CRR 1

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**Support high-quality, context-appropriate redevelopment, rehabilitation, and conservation to promote long-term neighborhood stability.**

- Support redevelopment that is sensitive to the identity and character of Scottsdale's maturing neighborhoods.

The Clayton on Earll is a natural fit that compliments the fabric of existing land uses found within the area. Massing, height and building orientation are sensitive to adjacent properties. Color and materials have also been carefully selected to complement the existing context and character

### Goal CRR 2

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**Sustain long-term economic well-being through redevelopment, rehabilitation, and conservation.**

- Encourage reinvestment that positively impacts the visual impressions and experiences of residents, businesses, and visitors.

The Clayton project is a redevelopment of an under-utilized parcel in a prime downtown location. In addition to providing a much more effective and appropriate use for the area, it is a substantial reinvestment that will positively impact the area. The scale and quality of the proposed project will be a huge visual improvement that will continue to revitalize the area.

## GROWTH AREAS ELEMENT

### Goal GA 1

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

- Accommodate the highest intensity of development in designated Growth Areas.
- Identify Growth and Activity Area “edges,” and incorporate context-appropriate transitions between these “edges” and adjacent neighborhoods to minimize the impacts of higher-intensity development.

The general plan land use is designated as a mixed-use neighborhood and located in the Old Town Growth Area of downtown. Massing, height and building orientation are sensitive to adjacent properties. The building is both stepped and recessed back from the street to provide a buffer transition zone at the downtown boundary.

### Goal GA 3

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**Conserve and incorporate significant natural, open space, historic, and cultural resources in Growth and Activity Areas.**

- Provide useable public open space as an integral part of Growth and Activity Areas to encourage public gathering, enhance aesthetics, preserve viewsheds, and serve as buffers between differing land uses and intensities.
- Identify and strengthen open space connections within and outside of Growth and Activity Areas.
- Integrate art, historic, and cultural amenities into Growth and Activity areas.

The retention park along Civic Center Plaza provides usable, shaded outdoor space for passive recreation.

The wide tree-lined shaded sidewalks along the entire perimeter strengthen the connection from the site to the downtown area.

The project integrates public art into the building design. Two large murals are integrated into both street elevations, framing both sides of the open space along each street frontage.

### Goal GA 5

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

- Support land use compatibility with nearby neighborhoods through context-appropriate development within Growth and Activity Areas.
- Support compact development patterns which minimize the need for added public facilities in Growth and Activity Areas.
- Promote new development, revitalization, and redevelopment within Growth and Activity Areas that maintains fiscal sustainability, promotes long-term economic development goals, and enhances quality of life.

Located in the Old Town Growth Area of downtown, The mixed-use Clayton project is a natural fit that compliments the fabric of existing land uses found within the area.

It is a substantial reinvestment that will positively impact and continue to revitalize the area. All major infrastructure is already in place and can easily support the proposed uses.

## ECONOMIC VITALITY ELEMENT

### Goal EV 3

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**Sensitively manage land uses to provide and enhance economic development, fiscal health and job growth, while simultaneously protecting the integrity and lifestyle of neighborhoods.**

- Maintain and create distinctive business, shopping, and cultural/entertainment clusters.
- Identify and promote opportunities for infill development and ensure that infill development projects sensitively integrate into the environmental and neighborhood setting.

The Clayton on Earl will add 6,300 SF of commercial office uses to the cluster of business uses fronting or within the Civic Center Plaza, contributing to the job growth and economic vitality of the area. It is an infill redevelopment project that sensitively integrates into the neighboring context.

## Old Town Scottsdale Character Area Plan

The Old Town Scottsdale Plan establishes the vision for Old Town Scottsdale.

Below is an outline of how the proposed project aligns with and reinforces some of the key goals and policies of the Character Area Plan.

### LAND USE

#### **GOAL LU 1**

MAINTAIN OLD TOWN SCOTTSDALE AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY, THAT SUPPORTS THE NEEDS OF ITS RESIDENTS, BUSINESSES, AND VISITORS.

#### **Policy LU 1.1**

As a General Plan designated Mixed-Use Neighborhood, Old Town Scottsdale should offer access to multiple modes of transportation and major regional destinations, accommodate higher density housing combined with complementary office and retail uses, in vertical mixed-use structures, with a focus on pedestrian-scale architectural design at the ground level.

The Clayton on Earll includes higher density housing, combined with commercial uses in a vertically mixed-use structure. The ground floor commercial space and outdoor activity areas along with tree-lined shaded sidewalks provide for an interactive pedestrian environment at ground level.

#### **GOAL LU 2**

ENCOURAGE THE DEVELOPMENT OF OLD TOWN AS A COLLECTION OF MIXED LAND USES AND DISTRICTS.

#### **Policy LU 2.3**

Encourage new development, redevelopment and infill that strengthens Old Town Scottsdale's mix of activities through the development of mutually supportive land uses within ***Downtown Multiple Use*** areas.

The Clayton on Earll is in a Type-2 Multiple Use Area along the southeast downtown border, near the Downtown Medical Area, and part of the Medical District. The proposed mixed-use supports both areas. It is anticipated that the commercial area will be medically related uses, and the apartments will attract residents that work in the medical district.

#### **GOAL LU 3**

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

#### **Policy LU 3.2**

Support Type 2 as the intermediate, higher scale development in Old town.

The Clayton on Earll is in a Type-2 Multiple Use Area along the southeast downtown border.

**GOAL LU 5**

PROMOTE DIVERSITY IN OLD TOWN HOUSING OPTIONS.

**Policy LU 5.1**

Develop a variety of housing types such as apartments, condominiums, lofts, townhomes, patio homes, and live/work units.

**Policy LU 5.2**

Encourage housing developments that meet the socioeconomic needs of people who live and work in Old Town.

The Clayton on Earll is a unique, high quality mixed-use apartment project with 89 units and extensive amenities.

**GOAL LU 6**

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

**Policy LU 6.1**

Encourage development to provide a mix of uses and active street frontages, particularly in the Downtown Core, along Scottsdale Road, adjacent to primary open space areas, and within the more active Old Town districts. For development that may not be able to support a mix of uses with active frontages, encourage features that create visual interest at the pedestrian level.

**Policy LU 6.2**

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

The Clayton on Earll is a vertical mixed-use development that includes active frontages along two street frontages.

The current site is under-utilized, and all infrastructure is in place to support the proposed redevelopment.

The site is within optimal walking distance to two major intersections (Scottsdale Rd & Indian School Rd. and Scottsdale Rd. & Thomas Rd.)

## **CHARACTER & DESIGN**

### **GOAL CD 1**

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STRENGTHEN AND ENHANCE OLD TOWN DISTRICT CHARACTER WITH CONTEXTUALLY COMPATIBLE DEVELOPMENT.

#### **Policy CD 1.1**

Incorporate the distinctive qualities and character of the surrounding, and/or evolving district context into building and site design.

#### **Policy CD 1.2**

Promote transitions and blending of character between developments, including, building location, open space areas, building height, massing, and orientation.

#### **Policy CD 1.3**

Encourage public and private development to establish new urban design and architectural character in areas where downtown development patterns are fragmented or are evolving.

#### **Policy CD 1.6**

Maintain the pedestrian-oriented small town character and human-scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at the street level in all downtown districts.

This area of downtown is in the early phases of redevelopment and revitalization, transitioning from older low scale/density office and residential to the newer designated Type 2 development area. While being considerate of the existing context and adjacent buildings, The Clayton on Earl will continue to establish the architectural character for the area started by recent redevelopment projects. Color and materials have been carefully selected to complement the existing context, as well as to provide a unique identity.

### **GOAL CD 2**

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DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE OLD TOWN BOUNDARY AND BETWEEN DIFFERENT DEVELOPMENT TYPES

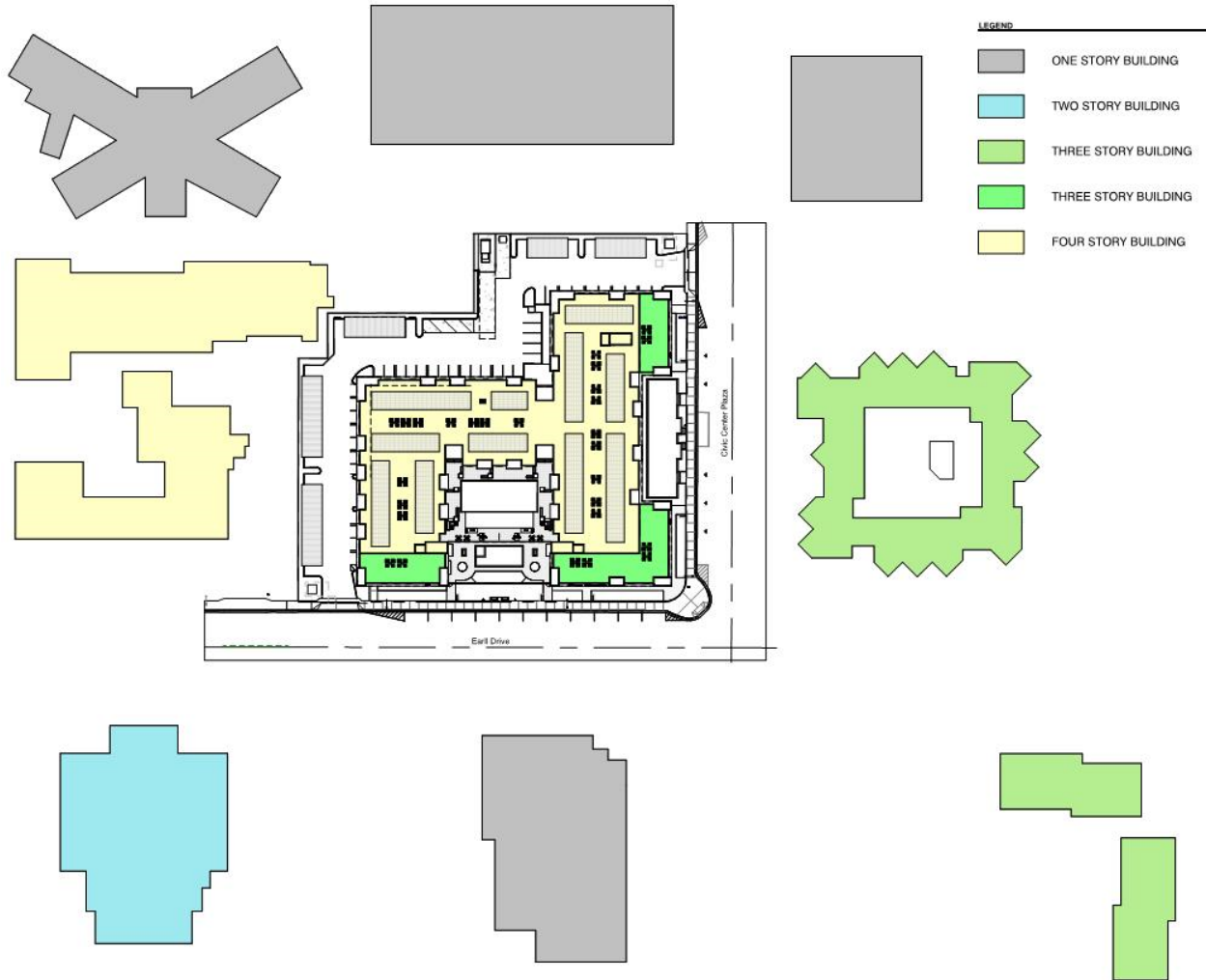
#### **Policy CD 2.1**

The scale of existing development adjacent to the Old Town boundary should be acknowledged and respected through transitional development types, landscape buffers, and/or sensitive architectural design solutions to mitigate the larger building mass and height of downtown development.

The building mass is extruded, recessed, and stepped in both the horizontal and vertical planes, providing relief, visual interest, and a multitude of separately identifiable components. To properly transition to existing adjacent properties, the building height steps down from 4 stories in the middle to 3 stories on the South and East along the streets defining the Downtown Area Boundary. This puts the building envelope within an incline slope of 1:3 from the ground level of adjacent buildings across both streets.

Along Civic Center Plaza, the three-story portion of the building is 115' from the one-three story buildings across the street to the East, and the 4 story portion is back 140'.

Along Earl Dr., the three-story portion of the building is 134' from the one-two story buildings across the street, and the 4-story portion is back 160'.



**TRANSITION PLAN**

### **GOAL CD 3**

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OLD TOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.

#### **Policy CD 3.1**

Promote downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.

#### **Policy CD 3.2**

Enhance outdoor pedestrian comfort through the creation of microclimates that incorporate a variety of shade, trees, and other drought-tolerant landscape features to create passively cooler temperatures.

#### **Policy CD 3.3**

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

#### **Policy CD 3.5**

Encourage the use of renewable energy within downtown.

The Clayton on Earll is carefully designed to be responsive to the unique local climate using building orientation, solar shading, landscaping, fully recessed and covered balconies, large overhangs, articulation, material selection, textures, and light colors.

The current site includes over an acre of asphalt parking lots. The proposed plan puts a majority of the provided parking within a parking garage, and reduces asphalt paving by more than half, limited to just the service drive around the building with adjacent parking. This will significantly reduce the heat island effect.

### **GOAL CD 4**

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CREATE A DYNAMIC AND CONNECTED WALKABLE DOWNTOWN THROUGH URBAN AND ARCHITECTURAL DESIGN.

#### **Policy CD 4.1**

Encourage urban and architectural design that is human scale and provides pedestrian comfort.

#### **Policy CD 4.2**

Retain and expand the tradition of covered walkways throughout the Downtown Core (Type 1). Encourage the use of covered walkways, cantilevered awnings, and tree canopies in all other districts (Type 2, Type 2.5, and Type 3).

#### **Policy CD 4.3**

Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, shade, trees, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.

The building design along with the associated hardscape and landscape improvements provide a visually interesting and comfortable walking experience along the building frontage, enhanced by a variety of building materials, textures and sculptural shadow patterns. The street sidewalks will be widened along a significant stretch of the downtown boundary, lined with shade trees and integrated pedestrian seating areas.

## **GOAL CD 5**

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ESTABLISH AN INVITING AND INTERCONNECTED DOWNTOWN PUBLIC REALM AND OPEN SPACE NETWORK THAT IS USEFUL, SAFE, INTERESTING, WALKABLE, AND COMFORTABLE TO ALL.

### **Policy CD 5.1**

Provide high-quality, multi-functional open space areas within old town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities

### **Policy CD 5.2**

Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town.

### **Policy CD 5.3**

Provide a variety of public realm and open space areas that accommodate multiple activities and special events for downtown residents, visitors and workers of all ages.

### **Policy CD 5.5**

Improve, expand, or create new public realm and open space areas that can be enhanced by art and interactive opportunities, such as pocket art parks and temporary art trails.

The proposed sidewalk and landscape improvements along both street frontages, as discussed above (Goal CD4) and below (Goal CD6) will significantly contribute to this goal.

The commercial spaces are strategically located on the ends and corner of the building for visibility, separated by outdoor activity areas in between that provide relief to the building mass and activate the streetscape. The retention area along the Civic Center Plaza frontage has been designed as a pocket park with shaded grass areas and seat walls for passive recreation.

## **GOAL CD 6**

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CREATE SAFE, COMFORTABLE, AND INTERESTING STREET SPACES.

### **Policy CD 6.1**

Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.

### **Policy CD 6.2**

Connect downtown street spaces with other pedestrian spaces and linkages.

### **Policy CD 6.3**

Street spaces should provide continuity for the pedestrian across different developments along the same street. This continuity can be established through the provision of themed streetscapes and consistent landscape improvements that include shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.

### **Policy CD 6.5**

Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or common open spaces.

### **Policy CD 6.6**

Create, or maintain, a defined building location to establish the public realm with a clear visual identity, and activate storefront areas to increase pedestrian comfort.

Building setbacks are guided by the Downtown Ordinance, and are consistent with surrounding properties, new and old.

To better the pedestrian experience, the sidewalk along both streets has been widened, and a landscape buffer has been added between the sidewalk and the building. Landscaping and hardscape improvements along both streets will continue the theme established by The Inspire Condos to the west. This will create a unified landscape character for a significant stretch of the downtown border.

## **GOAL CD 7**

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INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS THE URBAN AND PEDESTRIAN CHARACTER OF OLD TOWN.

### **Policy CD 7.1**

Old Town open space and landscape elements should project a desert oasis character, providing an abundance of shade, color, varied textures and forms.

### **Policy CD 7.2**

Landscape materials should complement the built environment, land uses, and other downtown activities. Careful selection of downtown plant materials should take into account attributes such as scale, density, placement, arrangement, and maintenance requirements.

The landscape palette has been selected to complement the architecture and surrounding area. Native & low water use plants have been chosen to provide a large variety of texture and form. Plant selection specifically includes plants that are used by neighboring properties to help create a consistent neighborhood theme. Shade trees with large canopies are strategically placed to provide maximum shade coverage along Pedestrian walkways. Understory plantings have been selected to provide seasonal interest with a variety of bloom periods.

The native plant palette selected promotes a more natural landscape requiring minimal maintenance requirements to keep the landscape more natural & healthier.

## **GOAL CD 8**

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INTEGRALLY DESIGN LIGHTING INTO THE BUILT ENVIRONMENT.

### **Policy CD 8.1**

Achieve a balance between ambient light levels and designated lighting needs to ensure safe lighting levels while reducing light pollution and glare.

### **Policy CD 8.2**

Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular safety in public and private spaces.

### **Policy CD 8.3**

Use lighting to provide a safe and inviting nighttime environment for residents, businesses, visitors, and nighttime special events and activities.

The lighting will be carefully designed to minimize glare and intrusion into neighboring property and the dark sky above. Safety and security lights will be provided for the parking areas and access.

Indirect Up/down accent lighting is provided at all the ground floor storefronts, and unit balconies above, highlighting their wood paneled walls. All on site lighting is energy efficient LED with consistent 3000K color throughout. Wall grazing accent lighting is provided to accentuate the verticality and shadow reliefs of the stair and elevator towers.

## **GOAL CD 9**

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IMPLEMENT HIGH QUALITY URBAN AND ARCHITECTURAL DESIGN IN OLD TOWN.

### **Policy CD 9.2**

Incorporate the *Scottsdale Sensitive Design Principles* and the *Old Town Urban Design and Architectural Guidelines* in all development.

### **Policy CD 9.3**

Achieve high quality urban and architectural design through the development review process.

### **Policy CD 9.4**

Integrate art into downtown urban design and architecture

The Clayton on Earll incorporates many of the Sensitive Design Principals and Urban Design Guidelines as detailed in Section IV and V of this application.

The Clayton on Earll celebrates the vibrant art culture of downtown Scottsdale, by integrating public art into the building design. Two large murals are integrated into both street elevations, framing both sides of the open space along each street frontage. The murals will be painted by an emerging local artist.

## **GOAL CD 10**

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INCORPORATE SUSTAINABLE BUILDING PRACTICES IN OLD TOWN DEVELOPMENT.

### **Policy CD 10.2**

Incorporate sustainable planning, design and building techniques into downtown development and use durable indigenous materials that will endure over time.

### **Policy CD 10.3**

Encourage green building and biophilic design strategies such as building orientation, passive solar and cooling techniques, natural daylighting, and the integration of regional plant materials as part of downtown development.

### **Policy CD 10.4**

Promote the use of energy efficient systems, construction methods, and renewable energy sources in downtown development. Encourage strategies that provide multiple benefits, such as solar parking canopies.

### **Policy CD 10.6**

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

### **Policy CD 10.8**

Develop and maintain sustainable solid waste collection, recycling, and disposal delivery systems downtown. Encourage the use of shared waste containers and compactors among businesses to reduce the number of containers in downtown and their negative aesthetic, olfactive and circulation impacts.

### **Policy CD 10.9**

Encourage downtown recycling and other waste reduction and diversion programs in civic spaces, at special events, and in commercial and multifamily residential developments.

The Clayton on Earll incorporates sustainable planning and design using durable materials that are locally sourced and require minimal maintenance, such as exposed integrally colored masonry, cast in place concrete, locally manufactured aluminum siding, and integrally colored stucco.

The Clayton incorporates green building strategies using building orientation, solar shading, landscaping, fully recessed and covered balconies, and deep roof overhangs. The development anticipates achieving a high level of sustainability, exceeding the energy efficiency prescribed by the Scottsdale Green Building Code.

The building envelope, heating and cooling systems will be designed with high energy efficiency. All the lighting used will be low energy LED. Residential appliances will have Energy Star rating, and all the living units will be designed for Energy Star Certification. In addition, The Clayton on Earll intends to install as big of a solar panel system that will physically fit on the roof. The estimated 120 KW system will generate enough renewable energy to power all the public, commercial and common areas of the development.

The Clayton on Earll is located on an underutilized site in a prime location with all utility and transportation infrastructure in place. As an infill redevelopment project, The Clayton on Earll will provide revitalization and more productive use for this core area of Scottsdale.

Solid waste collection is provided with shared containers, out of sight, inside the building. The containers will be emptied by maintenance staff into a shared compactor on the north side of the building, the least visible portion of the site.

## **GOAL CD 11**

**INFRASTRUCTURE SHOULD POSITIVELY CONTRIBUTE TO OLD TOWN IDENTITY.**

### **Policy CD 11.2**

Encourage the undergrounding of overhead utilities to reduce the negative visual impacts in the downtown.

### **Policy CD 11.3**

Minimize the aesthetic and circulation impacts of power and communication system equipment located in rights-of-way.

Two out of the four existing driveways will be removed and replaced with a new sidewalk segment, associated landscape improvements and on street parallel parking, improving the sidewalk aesthetic and pedestrian experience along the street.

All existing overhead utilities services within the property ROW will be removed and all new utility services will be placed underground.

Proposed power transformers are located at each end of the property, adjacent to the driveways, behind the street trees.

## MOBILITY

### GOAL M1

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

#### **Policy M 1.1**

Maintain a well-connected downtown circulation grid, comprised of complete streets to enhance connectivity for all.

#### **Policy M 1.2**

Provide pedestrian and bicycle facilities within large projects and connect them to adjacent development and the greater downtown circulation system.

#### **Policy M 1.3**

Provide continuity in downtown wayfinding, through the addition of landmarks, public art, distinct streetscape improvements, maps, directions, symbols, signage and information systems for both pedestrians and motorists.

#### **Policy M 1.4**

Accommodate the movement of freight goods and services, truck delivery access and operations, solid waste collection, and emergency response vehicles on private development sites, and out of the public right-of-way.

The Clayton on Earll will provide complete streets for over 325' along both street frontages, including wide tree lined public sidewalks and on street parking (4 new spaces added).

A secure indoor bicycle storage and repair facility will be provided at the ground level for residents and tenants. Additional bicycle racks will also be provided for visitors in convenient visible locations.

The large public art murals on both street frontages will undoubtedly become an easily recognizable point of reference for both pedestrians and motorists, living, working, or visiting.

A loading area is provided for the residents and commercial tenants. Refuse and fire truck access has been designed around the back of the site.

### GOAL M2

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CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS

#### **Policy M 2.1**

Design the public realm to include wide sidewalks that accommodate meeting and passing other pedestrians, queuing, pedestrian waiting areas, street furniture, pocket parks, patio areas and other desired levels of activity.

#### **Policy M 2.2**

Encourage pedestrian oriented design that includes pedestrian comfort amenities such as trees, shade, seating, shelter, wayfinding and lighting, to encourage strolling, lingering, and promenading, especially in areas where there is a high concentration of pedestrian activity.

#### **Policy M 2.4**

Develop an attractive, accessible, interconnected network of safe and walkable pedestrian linkages to, within, and between downtown districts.

#### **Policy M 2.5**

Provide enhanced pedestrian access and connections between adjacent developments

8' wide sidewalks will be provided along the entire street frontage, lined with shade trees, passive and active recreation and seating/waiting areas, providing safe and walkable linkage to the downtown area.

### **GOAL M3**

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MAINTAIN A CONVENIENT AND ADEQUATE PARKING SUPPLY OLD TOWN.

#### **Policy M3.4**

Create new public parking supply through public/private partnerships to maintain free public parking downtown.

The Claton on Earll will add 4 new public parking spaces along the street frontage.

### **GOAL M5**

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CREATE A HIERARCHY OF PEDESTRIAN SPACES WITHIN OLD TOWN.

#### **Policy M5.1**

Pedestrian Place – Street environments and publicly-accessible spaces within Old Town that are the most inviting to pedestrians. Adjacent land uses within these areas typically include active, ground-level uses, where buildings embrace the pedestrian realm. These areas include ample shade, which is provided by way of wide awnings, trees, and arcades. Roadways within these areas include low traffic speeds, where pedestrian crossing opportunities are frequent and oftentimes on-street parking buffers the pedestrian. The pedestrian realm within these areas includes sidewalks that are separated from vehicular traffic and are wide enough to accommodate the highest levels of use, including formal and informal gathering spaces and other pedestrian amenities.

8' wide sidewalks will be provided along the entire street frontage, lined with shade trees, passive and active recreation and seating/waiting areas, providing safe and walkable linkage to the downtown area. On-street parking along both street frontages buffer the pedestrian from the adjacent street traffic.

### **GOAL M7**

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PROVIDE BICYCLE INFRASTRUCTURE AND FACILITIES TO ENCOURAGE INCREASED DOWNTOWN RESIDENT, EMPLOYEE AND VISITOR BICYCLING.

#### **Policy M 7.1**

Incorporate accessible bicycle infrastructure and facilities into public and private development.

The new 8' wide public sidewalk provides a safe and convenient route for bicyclists to and from the site. Secure indoor bicycle storage and repair facility will be provided at the ground level for residents and tenants. Additional bicycle racks will also be provided for visitors in convenient visible locations.

## ARTS & CULTURE

### GOAL AC 1

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ADVANCE OLD TOWN SCOTTSDALE AS AN ARTS AND CULTURAL HUB WITH REGIONAL, NATIONAL, AND INTERNATIONAL SIGNIFICANCE.

#### Policy AC 1.1

Support a diverse range of arts and culture experiences downtown

#### Policy AC 1.2

Revitalize, expand and develop new arts, cultural, and educational facilities that enhance Old Town Scottsdale's artistic landscape.

#### Policy AC 1.4

Continue to invest in, improve, celebrate, and promote the Scottsdale Arts District, Scottsdale Civic Center, and the Arizona Canal as prominent downtown arts and culture destinations.

The integrated art murals will contribute significantly to this goal.

### GOAL AC 2

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ENCOURAGE CREATIVE PLACE-MAKING IN OLD TOWN, WHERE ALL CAN PARTICIPATE

#### Policy AC 2.1

Encourage investment in public art and cultural destinations that preserve, educate, and celebrate Scottsdale's diverse history, culture, Sonoran Desert environment, and people.

#### Policy AC 2.2

Serve diverse community interests by supporting a variety of monumental art pieces, emerging artists, and temporary event-based programs downtown.

#### Policy AC 2.3

Utilize public art to strengthen interconnectivity between downtown districts and cultural facilities through way-finding, space activation, temporary art trails, and pocket art park opportunities.

#### Policy AC 2.4

Facilitate public art integration into Old Town architecture and urban design.

Two large murals are integrated into both street elevations, framing both sides of the open space along each street frontage. The murals will be painted by an emerging local artist.

### GOAL AC 3

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PROMOTE AND SUPPORT INITIATIVES THAT FOSTER OLD TOWN AS AN INTERACTIVE ARTS DISTRICT.

#### Policy AC 3.7

Support work/live development in the downtown that is flexible enough to accommodate the needs of creative professionals.

The Clayton on Earl is a true mixed-use development with a strong work/live component. The ground floor office space is ideal for creative professionals.

## ECONOMIC VITALITY

### **GOAL EV 1**

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SUPPORT OLD TOWN'S PROMINENT ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, DINING, ENTERTAINMENT, TOURISM, EVENTS, AND EMPLOYMENT.

#### **Policy EV 1.4**

Appeal to residents, visitors, and workers by creating and delivering programs and services that support a high quality, year-round, successful mix of retail, dining, entertainment, emerging enterprises, and small businesses that contribute to Old Town's unique character.

The Clayton on Earll is a mixed-use development, that includes 6,300 SF of commercial office space that will appeal to residents and visitors alike. Presumably several of the employees and/or business owners will also reside within the development.

### **GOAL EV 2**

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PROMOTE PRIVATE INVESTMENT IN, AND ATTRACT NEW DEVELOPMENT TO, OLD TOWN.

#### **Policy EV 2.1**

Encourage investment in residential and commercial development that ensures Old Town's economic competitiveness regionally and nationally.

#### **Policy EV 2.2**

Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.

#### **Policy EV 2.8**

Enhance Old Town's quality of life amenities and housing choices, to appeal to a skilled workforce and promote business attraction.

The Clayton on Earll is a unique high-quality mixed-use development that will attract young professionals to live and work in the area. The location, quality and amenities included will be sure to appeal to a skilled workforce.

## Old Town Scottsdale – Urban Design & Architectural Guidelines

The primary purpose of these Guidelines is to establish the vision for Old Town Scottsdale and establishes the values that guide and support the vision.

Below is an outline of how the proposed project aligns with and reinforces some of the key goals and policies of the Guidelines

### HUMAN CONNECTIVITY

#### ENHANCE THE PEDESTRIAN ENVIRONMENT

##### 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 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.
- 1.4 Coordinate the design of pedestrian, auto, parking, and service areas to minimize pedestrian interruption and pedestrian-vehicular conflicts.

The Clayton on Earll provides almost 700 linear feet of new 8' wide tree-lined shaded sidewalk along the street frontage, significantly enhancing the interconnectivity from the downtown border to the downtown area. Passive and active outdoor recreation areas are provided along both street frontages, including a shaded pocket park and other seating areas.

Pedestrian circulation is limited to the street frontage, separated from vehicular access and parking areas to minimize conflict between the two.

##### 2. Maintain a consistent street edge and continuity of street-spaces

- 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.

The Clayton on Earll is aligned with existing buildings on both sides of the street to the East and West. Majority of the building is located at the common setback line and parallel to the street, while the center portion of the building along both streets is recessed in the middle to provide relief and both active and passive recreation areas. Complimentary street furniture, built in seat walls, decorative paving and rhythmic landscape plantings create a unified and attractive street appearance.

## **OPEN SPACES**

### **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.

The Clayton on Earll provides significant open space for outdoor activities. The active recreation pool amenity area is located along the Earll Dr. frontage. A pocket park is provided along Civic Center Plaza for passive recreation.

### **4. Connect Old Town open spaces to the surrounding context.**

- 4.1 Visually and physically connect open spaces to other spaces such as walkways, gathering 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 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

The Clayton on Earll visually and physical connects private and public open spaces to and from the city sidewalk with multiple access points of decorative pavers. The building walls frame both the private and public open spaces, and the pool activity area is separated from the street by a storefront wall, that allows visual connection while clearly separating the semi-private pool area from the public realm.

## SITE & SURROUNDING CONTEXT

### INTEGRATION INTO THE NATURAL ENVIRONMENT

- 5. Manage access and exposure to sunlight; provide shade.**
  - 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.

The Clayton on Earll manages solar exposure through building orientation and architectural design, providing recessed and covered balconies, large overhangs, material selection, textures, and light colors.

Majority of the residential units have their main window frontage facing due North or due South. All the private balconies are recessed and fully covered, providing shade for outdoor living.

Large trees provide shading for public pathways and outdoor spaces.

- 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.

The landscape palette has been selected to complement the architecture and surrounding area. Native & low water use plants have been chosen to provide a large variety of texture and form. Plant selection specifically includes plants that are used by neighboring properties to help create a consistent neighborhood theme. Shade trees with large canopies are strategically placed to provide maximum shade coverage along Pedestrian walkways. Understory plantings have been selected to provide seasonal interest with a variety of bloom periods.

### INCORPORATION INTO THE BUILT ENVIRONMENT

- 7. Ensure continuity of site development.**
  - 7.1 Orient buildings and active uses toward streets, pedestrian corridors, and other public areas.
  - 7.2 Incorporate courtyards and other outdoor spaces into site design and link them with outdoor spaces on neighboring sites, and to the street.

The building is located parallel to both streets. Commercial spaces and outdoor recreation areas front both streets at ground level and link to the street, while the residential units are on the floors above.

**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.

The Clayton on Earl defines the Downtown Boundary, and transitions harmoniously to the surrounding neighborhood, by stepping down from 4 stories in the middle to 3 stories along the street frontage. Color and materials have been carefully selected to complement the existing context, as well as to provide a unique identity.

**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 services and delivery areas on the development site – along the alley or within the site’s interior.

Most building services areas are internal to the building. The loading zone and refuse pick-up is located behind the building outside of public view. All mechanical equipment and solar panels are completely screened by the building parapets.

**10. Contribute to the ambiance, character, and safety of Old Town through architectural and site lighting.**

The design of a nighttime environment that instills feelings of both safety and enjoyment is important to the economic and cultural vitality of Old Town. Lighting is a key factor in creating this urban nightscape

- 10.1 Reinforce architectural design of a building, and the surrounding context, through complimentary 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.
- 10.6 Provide evenly-distributed lighting beneath covered walkways. Fixtures that produce light at a warm color temperature are preferred (2700- 3000 Kelvin).
- 10.7 Emphasize artwork in the public realm through complementary exterior lighting.

The lighting will be carefully designed to minimize glare, excessive brightness and visual hot spots. Safety and security lights will be provided for the parking areas behind the building. Indirect Up/down accent lighting is provided at all ground level storefronts, and the balconies

above, highlighting their wood paneled walls. All on site lighting is energy efficient LED with consistent 3000K color throughout. Wall grazing accent lighting is provided to accentuate the verticality and shadow reliefs of the stair and elevator towers. The large art wall murals will be illuminated at night with evenly distributed wall wash fixtures.

**11. Utilize signage that supports Old Town character and function.**

- 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.
- 11.6 Illuminate wall signs with indirect lighting from a shielded light source.

The signage has been carefully designed to complement the building design. Permanent business signage is provided above the storefronts along the street frontage, and the project name is prominently provided above the main entrance.

## **BUILDING DESIGN**

### **BUILDIGN MASS, FORM AND SCALE**

**12. Design Buildings to compliment the exiting development fabric.**

- 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.
- 12.4 Utilize building form as the primary method to make compatible transitions between different Development Types, internal to the Old Town boundary.

The Clayton on Earl is designed within the prescribed setback and stepback planes of the ordinance, which considers adjacent different development types. The building defines the Downtown Boundary, and transitions harmoniously to the surrounding neighborhood, by stepping down from 4 stories in the middle to 3 stories along the street frontage.

**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 stepbacks into building design to reduce their visual impact.
- 13.3 Subdivide large building mass through the addition of architectural features and material articulation
- 13.4 Utilize building form as the primary method to make compatible transitions between different Development Types, internal to the Old Town boundary. Avoid long or continuous blank wall planes and monotonous wall treatments. Incorporate projections, recesses, or other architectural variation into wall planes to provide strong shadows and visual interest and help the eye divide the

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

The building design is clearly subdivided into horizontal components of base, middle and top. The first floor includes continuous storefront, exposed concrete columns, burnt wood metal siding and a variety of integrally colored masonry walls, in sharp contrast to the lighter stucco portion of the building above. The balconies are recessed into the building, and the back wall is clad with simulated wood metal panels, sharply dividing the building into smaller vertical parts. The middle section of the building is recessed substantially from the ends and corner providing visual relief to the building mass along the street frontage.

## **PARKING**

### **15. Design parking facilities that fit within the surrounding context.**

Parking facilities, as infrastructure assets, support the civic, business, and residential functions within Old Town. The design of these facilities should also contribute to the architectural and urban design of the neighborhood in which they are located.

15.2 When developed above-grade, design the parking structure to integrate into the neighborhood context:

- Delineate sections in the building design;
- Recess or offset the wall plane horizontally;

The proposed single level podium parking garage is located behind the commercial spaces and recessed to the back open space activity areas. Access to and from the garage is from the rear service drive. The only visible garage walls are recessed back substantially from the street as backdrop to the landscaped outdoor activity areas. These walls are designed with decorative mid-century modern breeze block for the full length and height, adding textural interest, and filtering any light from the garage into interesting lighting and shadow patterns.

## **ARCHITECTURAL ELEMENTS AND DETAILS**

### **16. Design building facades and architectural features to fit within 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, belt courses, moldings, and other features, as appropriate.
- 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.

The floor-to-floor height is very similar to the Inspire Condos to the east. Windows, balconies, material, and color changes are lined up both horizontally and vertically to emphasize the horizontal or vertical nature of the elements.

The building mass is extruded, recessed, and stepped in both the horizontal and vertical planes, providing relief, visual interest, shadow patterns and a multitude of separately identifiable components, accentuated by change in material, texture and color of the different components.

**17. Design buildings that are inviting**

Building design should be to human scale, and add interest to the pedestrian experience.

- 17.1 Activate the ground floor of buildings to provide interest and a safer pedestrian environment.
- 17.2 Provide a clearly defined public entrance to the building façade that reflects the existing scale of surrounding building entrances
- 17.3 Orient the main entrance of a building toward the street.
- 17.4 Provide frequent building entrances to minimize blank walls and other dead spaces.  
For Type 2 Developments, incorporate at least one entrance for every 30-50 feet of building frontage, but not to exceed 100 feet.

Commercial office storefront and wide shaded sidewalks is provided along majority of the building frontage. Storefront entrances are placed 30 feet or less apart. The front entrance is oriented towards Earll Dr, and clearly defined by the building façade treatment and signage.

**MATERIALS**

**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.
- 18.6 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
- 18.8 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.
- 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.

The design includes a variety of context appropriate materials, colors, and textures, including exposed concrete, exposed and integrally colored masonry, metal siding, steel and stucco, all of which complement the existing area. Changes in color, material and texture are emphasized between the base and upper floors of the building.

## Scottsdale's Sensitive Design Principles

The proposed development will embrace and implement the following Sensitive Design Principles, that improve and reinforce the quality of design in the community:

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

The design complements and significantly enhances the existing urban fabric of the surrounding area. Color and materials have been carefully selected to complement the existing context, as well as to provide a unique identity.
5. The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.
  - Streetscapes should provide continuity among adjacent uses through use of cohesive landscaping, decorative paving, street furniture, public art and integrated infrastructure elements.

The building has a demanding, yet sophisticated street presence that will provide a unique and attractive streetscape. The proposed project is a natural fit and compliments the fabric of existing land uses found within the area. The proposed development will promote an integrated, sustainable character for the area with a strong live, work and play component.
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.

The site is located within close proximity to abundant retail, restaurant and services, to create a sustainable, walk friendly environment that takes advantage of the huge employment and service base in the vicinity of the property. The design encourages residents to walk, bike and utilize transit opportunities. The adjacent streets provide a framework for pedestrian and bicycle connections between the project and other surrounding land uses.
7. Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.

The design provides elements that cater to the pedestrian through the use of building character, connectivity, landscaping, hardscape, and lighting.  
The site is ideally located within close walking distance to abundant retail, restaurant, entertainment, and services, to create a sustainable, walk friendly environment.  
Multiple pedestrian connections are provided from the building to the new 8' wide city sidewalk shaded with trees.
8. Buildings should be designed with a logical hierarchy of masses:
  - To control the visual impact of a building's height and size
  - To highlight important building features, such as the building entry.

The building mass is extruded, recessed, and stepped in both the horizontal and vertical planes, providing relief, visual interest, and a multitude of separately identifiable components. The front entrance is oriented towards the street, and clearly defined by the building façade and signage.

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

- Interior spaces should be extended into the outdoors both physically and visually when appropriate

Large, recessed balconies and patios are a very important component of the design and building character. Ranging in size from 90 to over 400 SF, these balconies and patios become outdoor living extensions of the units.

- A variety of textures and natural materials should be used to provide visual interest and richness, particularly at the pedestrian level. Materials should be used honestly and reflect their inherent qualities

Color and materials have been carefully selected to complement the architectural design and the existing context, using a variety of materials and textures, including exposed concrete, exposed and integrally colored masonry, metal siding, laser fiber cement panels, steel and stucco.

- Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.

The design includes deep roof overhangs, as well as several shade structures of varying sizes at different floor levels.

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

The Clayton on Earll incorporates sustainable planning and design using durable materials that are locally sourced and require minimal maintenance, such as exposed integrally colored masonry, cast in place concrete, locally manufactured aluminum siding, and integrally colored stucco.

The Clayton incorporates green building strategies using building orientation, solar shading, landscaping, fully recessed and covered balconies, and deep roof overhangs. The development anticipates achieving a high level of sustainability, exceeding the energy efficiency prescribed by the Scottsdale Green Building Code.

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

- The character of the area should be emphasized through the careful selection of planting materials in terms of scale, density, and arrangement
- The landscaping should compliment the built environment while relating to the various uses.

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

The landscape palette has been selected to complement the architecture and surrounding area. Native & low water use plants have been chosen to provide a large variety of texture and form. Plant selection specifically includes plants that are used by neighboring properties to help create a consistent neighborhood theme. Shade trees with large canopies are strategically placed to provide maximum shade coverage along Pedestrian walkways. Understory plantings have been selected to provide seasonal interest with a variety of bloom periods.

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

The lighting will be carefully designed to minimize glare, excessive brightness and visual hot spots. Safety and security lights will be provided for the parking areas behind the building. Indirect Up/down accent lighting is provided at all ground level storefronts, and the upper level balconies, highlighting their wood paneled walls. All on site lighting is energy efficient LED with consistent 3000K color throughout. Wall grazing accent lighting is provided to accentuate the verticality and shadow reliefs of the stair and elevator towers. The large public art wall murals will be evenly illuminated at night with wall wash lighting fixtures.

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

- Signage should be designed to be complementary to the architecture, landscaping and design theme for the site, with due consideration for visibility and legibility.

The project identification signs compliment and are an integral part of the architectural design.

## Conclusion

This request is for a rezoning of 5 contiguous parcels, from **C-2 DO** (Central Business Downtown Overlay) to **D/DMU-2 DO** (Downtown / Downtown Multiple Use, Type 2, Downtown Overlay) on approximately 3 Gross acre site, located on the Northwest corner of Earll Dr. and Civic Center Plaza, on the border of Old Town Scottsdale.

This proposed project is a true Mixed-Use development that will contain 6,300 SF of commercial space. The entire ground floor is dedicated to commercial uses and outdoor activity areas. The upper floors 2-4 will include 89 living units, a mix of 1- and 2-bedroom units, ranging in size from 850-1350 SF. Associated amenity areas will be included on the deck park overlooking Earl Dr. and the pool amenity area at ground level. Majority of the required parking will be provided in a podium parking garage at grade, tucked behind the commercial offices and amenity areas fronting the streets.

The proposed development achieves a wide range of goals including revitalizing an underutilized property, integrating high-quality, high-design, vibrant architecture and site planning to the area, and creating pedestrian synergy that will complement the surrounding land uses, and contribute to the live/work/play land use balance promoted by the Old Town Scottsdale Character Area Plan.

The development of this site will continue the revitalization of the surrounding community and provide attractive new housing options. It will also be a catalyst for future redevelopment in the area. Reinvestment and redevelopment in this mature area of the city is critical to its future success.

The development team is committed to delivering a sustainable development that will enrich and revitalize the character and success of the surrounding area and of the City of Scottsdale in general.

This application includes a range of exhibit including the site plan, elevations, perspective views, and landscape plans that demonstrate the character and high-level of design proposed for this site