

# 1st street townhomes

Development Review Board – Project Narrative  
7515 & 7521 E. 1<sup>st</sup> Street  
681-PA-2022



**PREPARED FOR**  
Scottsdale Holdings, LLC

## **PROJECT OVERVIEW**

**Proposed Use:** 12 Residential Townhomes

**Location:**

- 7515 and 7521 E. 1<sup>st</sup> Street
- APN: 130-25-024 and 130-25-025

**Property Size:**

- Total Site Area:
  - 23,157+/- gross square feet or 0.53+/- acres

**Current Zoning (approved case 17-ZN-2022)**

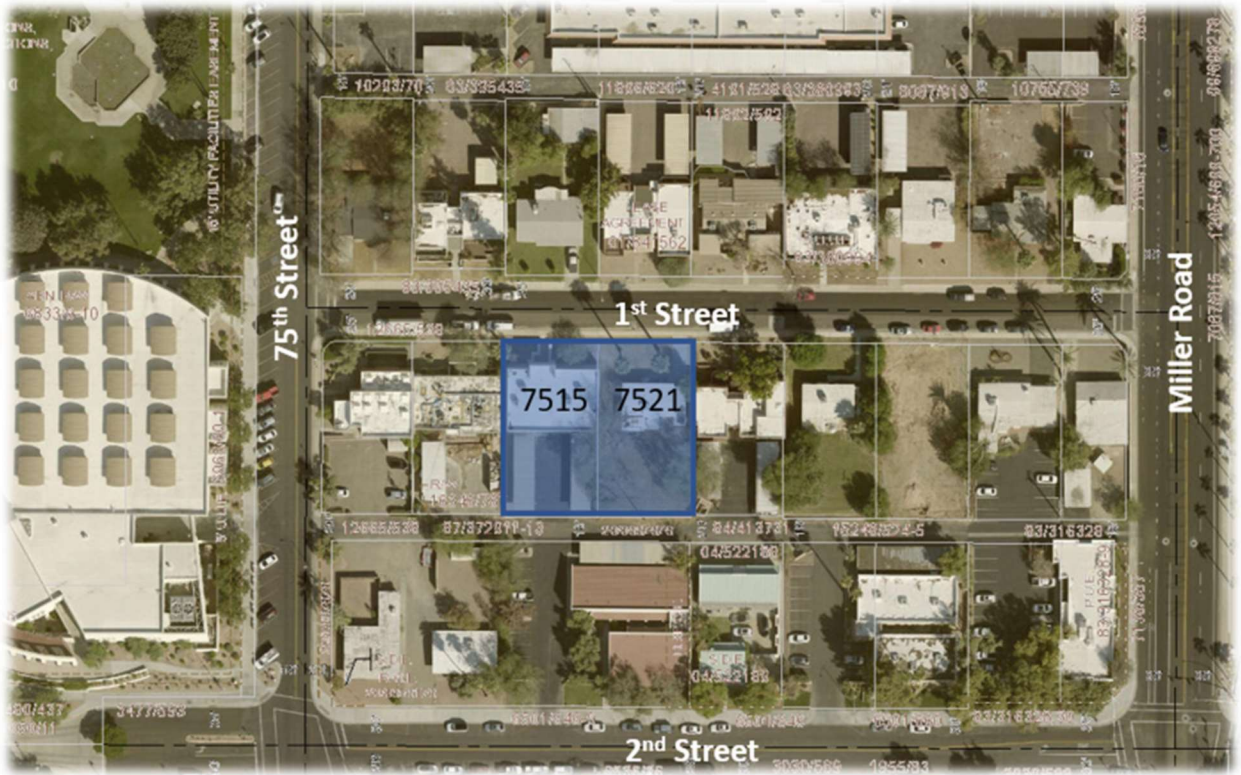
- D/DMU-Type 2 DO (Downtown/Downtown Multiple Use Type 2, Downtown Overlay)
- Approved by City Council on 6/27/2023

**Development Request**

The application is a request for Development Review Board (“DRB”) approval of 12 new residential townhomes on a 0.53+/- acre site located at 7515 and 7521 E. 1<sup>st</sup> Street (the “Property”). The associated rezoning case was approved by City Council on June 27, 2023 for the Property (reference case: 17-ZN-2022) to modify the previously approved Downtown zoning designation to allow for the proposed development plan.



Context Aerial





**Proposed Site Plan**



## **Context Summary**

The 7515 parcel is currently occupied by a single building utilized for office with parking accessed from the alley. The 7521 parcel was utilized as both a single-family home and subsequently an office but now stands vacant. The Property is adjacent to a new residential development to the south and a combination of residential and office land uses along 1<sup>st</sup> Street. The City's Civic Center Library, Civic Center Mall, and City Offices (collectively referred to as "Civic Center") are located approximately 185-ft west of the Property, a one-minute walk. The City is currently undertaking a \$27.3M renovation of Civic Center Mall slated for completion in January 2023. The Civic Center area also includes the Scottsdale Center for Performing Arts and Scottsdale Museum of Contemporary Art (SMOCA) as well as several restaurants with connectivity to Old Town, approximately 0.3 miles to the west. Just beyond Civic Center Library is the 45-acre HonorHealth Osborn Campus (Old Town's largest employer), located approximately 0.2 miles southwest of the Property. Less than one-half mile to the east, the Indian Bend Wash open space system offers abundant recreational opportunities. The synergy of uses between the proposed residential townhomes and existing Civic Center Mall with proximity to HonorHealth and Old Town offers an ideal context for new residences in a mixed-use setting. The request complies with the Old Town Character Area Plan and 2035 General Plan as outlined below.

## **Development Review Board Criteria**

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

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

**Response:** The proposal is supportive of the desired values defined in the General Plan, which include goals and policies that benefit the community. As demonstrated in detail with the recently approved zoning case (17-ZN-2022) for the Property, the development plan conforms to the 2035 General Plan, Old Town Scottsdale Character Area Plan, Old Town Scottsdale Urban Design & Architectural Guidelines, and the Scottsdale Sensitive Design Principles.

The D/DMU district allows for higher intensities in a mixed-use setting to encourage a synergistic lifestyle and appropriate balance of land uses with an enhanced pedestrian environment. The proposal for 12 residential townhomes on a 0.53+/- acre site results in a density of 22.6 du/ac which is well below the 50 du/ac permitted in the Downtown zoning district. The proposed 3-story townhomes at 46-ft (including mechanical) are also well below the permitted 66-ft in the Downtown district. Beyond the immediately adjacent context, the Property is located within close range of numerous cultural venues, medical facilities, employment, and service-related business. The key development consideration and design themes are summarized below and will be reiterated throughout the goals and policies discussion.

Key development considerations include, but are not limited to the following:

- Implementing architectural elements found throughout Old Town and responding to the Southwestern climate and Sonoran Desert environment through design, massing, material selection and landscaping
- Revitalizing Old Town through redevelopment and synergistic land uses
- Strengthening the economic success of Old Town through new development while preserving and bolstering area business
- Enhancing pedestrian connectivity through shaded sidewalks promoting walkability
- Focusing on sustainability through design, material selection, and site design

**2. *The architectural character, landscaping and site design of the proposed development shall:***

**a. *Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;***

**Response:** The development request will allow for the redevelopment of an underutilized site surrounded by a variety of supporting, employment, educational, commercial, and residential land uses that will offer services to the residents and guests. The streetscape will be improved to encourage pedestrian comfort, safety, and accessibility with the proposal. The 1<sup>st</sup> Street sidewalk will be shaded with 48”-box trees.

**b. *Avoid excessive variety and monotonous repetition;***

**Response:** The proposed townhomes are contextually appropriate with respect to land use and physical improvements including massing, architecture, materials, landscape, hardscape, and lighting. Building and site design will promote the Scottsdale Sensitive Design Principles and embrace the Old Town Scottsdale Urban Design & Architectural Guidelines as outlined in the sections below. Complementary massing, textures, colors, and materials will create strong aesthetic connections between existing building environment and newly constructed buildings while still maintaining a unique contemporary character. The finely textured scale of the material for the lower scaled building volume allows for a tactile palette closer to the pedestrian experience. The corrugated metal will create shadow and with material texture along with light and shadow play. The curved nature of the cladding and the volume itself draws upon the influences of the desert flora. Self-shading Saguaro ribs and curvilinear cactus forms inform how the design of this lower volume softens the pedestrian experience.

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

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

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

**Response:** Not applicable.

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

**Response:** Not applicable.

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

**Response:** The Property is located approximately one-quarter mile north of Osborn Road and one-quarter mile south of Indian School Road with easy access to public transportation and is less than two miles away from the Loop 101, all of which provide regional access. By creating a comfortable and inviting pedestrian experience along the adjacent street, 1<sup>st</sup> Street Townhomes will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging these alternative means of transportation is inherent to downtown buildings as the Property is located near numerous cultural, medical, employment, and service-related destinations. More specifically from a cultural standpoint, the site is located within close proximity to significant destinations such the SMOCA, Scottsdale Center for the Performing Arts, Scottsdale Stadium, Museum of the West (MOW), Marshall Way and Main Street galleries, and Scottsdale Artists School. All within a short walk from the Property.

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

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

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

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

**Response:** 1<sup>st</sup> Street Townhomes will conform to the OTSUDAG as demonstrated below. The proposed development will provide a comfortable and safe streetscape designed with human-scale elements and shade. Trees and shrubs will be used to create a comfortable microclimate as well as

providing visual relief that will enhance the pedestrian experience along 1<sup>st</sup> Street and encourage walkability further enhancing the mixed-use character of Old Town and respecting the existing mixed-use context.

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

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

**Response:** Not applicable

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





# **OLD TOWN SCOTTSDALE – URBAN DESIGN & ARCHITECTURAL GUIDELINES (UDAG) - May 2019**

## ***ENHANCE THE PEDESTRIAN ENVIRONMENT***

### ***1. Create an interconnected, walkable downtown. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance, the DSPM, & the Americans with Disabilities Act)***

*Development should enhance the interconnectivity of Old Town.*

- 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.*
- 1.4 Design street-spaces that support the pedestrian. Incorporate pedestrian amenities such as safe, comfortable surfaces, seating, lighting, shade, landscape and hardscape, crosswalk refuge areas, and curb and sidewalk extensions into Old Town design.*
- 1.5 Coordinate the design of pedestrian, auto, parking, and service areas to minimize pedestrian interruption and pedestrian-vehicular conflicts.*

**Response:** 1<sup>st</sup> Street Townhomes considers the surrounding context and will become an integral component in revitalizing the area. This small residential enclave supports a walkable and sustainable downtown by providing housing in a well-established mixed-use atmosphere. This is being accomplished, in part, by reinforcing and benefiting from vital connections for existing pedestrian and public transportation networks.

### ***2. Maintain a consistent street edge and continuity of street-spaces. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)***

*A strong street edge defines and strengthens the pedestrian experience in an urban space.*

- 2.1 Align new buildings with existing buildings and minimize the space between buildings to define a continuous building-street edge.*
- 2.2 Locate the majority of building frontage to a common setback line and parallel to the street. Variations to the building setback that support the pedestrian experience may be considered.*
- 2.3 Create a defined street-space where building frontages do not exist by incorporating design elements such as site walls, landscaping, overhead trellis, or covered walkway.*
- 2.4 Convey a unified street appearance through the provision of complementary street furniture, paving, lighting, and landscape plantings.*
- 2.5 Locate linear and rhythmic landscape planting at the street edge, and at site features such as intersections, entry drives, sidewalks, and courtyards.*

**Response:** The development plan proposes to improve the streetscape and strengthen the pedestrian experience through building design, shade canopies, landscape, hardscape, lighting, and connectivity within the existing context. The larger massing of each unit is recessed back away

from the pedestrian experience. The smaller scaled building volume is adjacent to the pedestrian experience to provide complementary human-scale.

## ***OPEN SPACES***

### ***3. Incorporate open landscaped spaces in Old Town to encourage human interaction.***

*Public spaces are an extension of the community and provide a place for human interaction. When cities have thriving civic spaces, residents have a strong sense of connection to one another and the community. The design of public and private open spaces should accommodate different levels of human engagement, from short impactful experiences, to longer interactions. Allow for flexibility within these spaces to be able to provide opportunities for special events, activities, and daily interaction.*

*3.1 Provide open space for public and private outdoor activities, special events, and day-to-day activities. Incorporate temporary and permanent infrastructure into open space and streetscape designs to support activities and events year-round.*

*3.2 Utilize a cohesive palette of design elements such as fixtures, landscape plantings, hardscape, street furniture, and integrated infrastructure to support design continuity in downtown public spaces.*

*3.3 Design private development to complement and reinforce the design of adjacent public spaces.*

*3.4 Implement design techniques in and around open space areas to reduce the impacts of noise on sensitive uses.*

**Response:** In addition to enhanced streetscape with shaded sidewalks, 1<sup>st</sup> Street Townhomes will result in a significantly improved landscape setting as compared to the current condition as depicted below. While improving the pedestrian realm, the newly designed streetscape will also and to provide visual relief from the building. The Property is uniquely situated with easy walkability to Civic Center Mall and Indian Bend Wash, along with numerous restaurants, retail, and cultural land uses, which will be enjoyed by the residents.

### **Current Streetscape**



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

*Open spaces provide the opportunity for humans to experience the natural environment in an urban, downtown setting. Open space is of vital importance to the desirability of Old Town as a place to visit, work, or live. In addition to being attractive and vibrant places in and of themselves, Old Town open spaces need to be part of a network - or series of networks - that connect neighborhoods within and to Old Town.*

*4.1 Visually and physically connect open spaces to other spaces such as walkways, gathering and activity areas, and adjacent development sites.*

*4.5 Provide open space at intersections for pedestrian mobility and link these open spaces to other public areas.*

*4.6 When residential units occupy the ground floor, direct access to adjacent open space is encouraged.*

**Response:** With its tree-lined canopy along 1<sup>st</sup> Street, the townhomes were designed to maintain and enhance an active street frontage reinforcing the Old Town pedestrian environment and encouraging walkability and social interaction. The context includes civic, cultural, medical, employment, restaurants/retail, and recreational opportunities all within walking distance of the Property. As stated previously, pedestrian scale landscape and building elements will contribute towards street level interaction and continuity of the existing context providing connectivity to neighboring properties.



## **INTEGRATION INTO THE NATURAL ENVIRONMENT**

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

*Outdoor spaces need a balance of sun and shade, depending on location, the season, and time of day. To create livable and inviting interior and exterior spaces, provide for shade particularly during the summer and allow access to sunlight in the winter.*

*5.1 Design for filtered or reflected daylighting of new buildings.*

*5.2 Manage the seasonal solar exposure of site features through building orientation, vegetation, and architectural design.*

*5.3 Provide shade along pathways, in public and private outdoor spaces, and as part of building design.*

*5.4 Minimize, or shade, materials that absorb and retain heat. Consider utilizing materials that dissipate heat.*

**Response:** The building orientation, which is predominately north/south will be energy efficient. Passive solar concepts are integrated by discouraging direct solar heat gain during the hotter months; and encouraging direct solar during the colder months. Recessed and appropriately shaded windows with canopies and deep overhangs will respect such passive solar approaches. Exterior balconies and terraces provide additional shade, reduce heat reflection and glare to the interior spaces and visually softens the building character.

### **6. Design with context-appropriate vegetation.**

*Provide vegetation that will enhance the sense of place and tie the site into the surrounding environment.*

*6.1 Emphasize a variety of drought tolerant and Sonoran Desert plants that provide water conservation, shade, seasonal color, and a variety of textures and forms.*

*6.2 Take into account mature vegetation sizes, characteristics, and maintenance requirements with site layout and design.*

*6.3 Design landscape elements and palette to relate closely to the character and function of site architecture and coordinate with neighboring properties and adjacent public areas.*

*6.4 Utilize vegetation that is multipurpose, such as landscaping that reinforces the character of an area by providing shade, wayfinding, heat island relief, prominent site feature emphasis, and/or screens utility equipment and building service areas that are to be hidden from public view.*

*6.5 Incorporate low impact development practices into site design.*

**Response:** The proposed landscape character includes a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy drought-tolerant plants known to thrive in the heat and sun of the Sonoran Desert climate. Plant selection and landscape design will allow the site to use water efficiently.



## ***INCORPORATION INTO THE BUILT ENVIRONMENT***

### ***7. Ensure continuity of site development.***

*The site plan, building arrangement, and orientation of uses should coordinate with neighboring properties.*

*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.*

**Response:** A portion of the open space is oriented towards the streetscape to provide a buffer between the pedestrian realm and proposed residences (20-ft setback). Within the community, the central landscaped courtyard provides shaded private community space and small, shallow pool for the 12 townhomes. Additionally, each unit has its own private outdoor living space and roof top patio connecting directly to their townhome.

### ***8. Design new development to be compatible and complementary to existing development.***

*Development compatibility helps to strengthen the continuity of character throughout Old Town.*

*8.1 Design buildings to reflect and enhance the existing character of an area. Establish new urban design and architectural character where downtown development patterns are fragmented or evolving.*

*8.2 Create a balance between new design elements and existing architectural features and materials.*

*8.3 Design new development to be compatible with historic resources.*

*8.4 Building design that incorporates corporate or user branding is discouraged.*

**Response:** The proposed building provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontage. The building will utilize a combination of stucco and corrugated steel. The finely textured scale of the material for the lower scaled building volume allows for a tactile palette closer to the pedestrian experience. The corrugated metal will create shadow and with material texture along with light and shadow play. The curved nature of the cladding and the volume itself draws upon the influences of the desert flora. Self-shading Saguaro ribs and curvilinear cactus forms inform how the design of this lower volume softens the pedestrian experience. In addition to the unique building form, the façade is articulated with varied fenestration patterns and a combination of recessed and cantilevered elements. The building and site design will promote the Scottsdale Sensitive Design Principles and embrace the Old Town Scottsdale Urban Design & Architectural Guidelines as outlined in the sections below.

**9. Minimize the visual and physical impacts of utility equipment and building service areas.**

*Old Town supports the function of business, resident, and visitor activities. Site and building design should minimize the visual and physical impacts of building systems, equipment, and service areas.*

- 9.1 Locate building service areas so as to minimize visibility from public view and reduce potential conflicts with on-site circulation.*
- 9.2 Conceal utility equipment, such as mechanical, electrical, solar, and communications equipment, from public view, other on-site users, and neighboring properties.*
- 9.3 Locate utility equipment and building service and delivery areas on the development site - along the alley or within the site's interior.*
- 9.4 Site planning that incorporates rideshare queuing and drop off is encouraged.*
- 9.5 Consider building improvements such as lighting and signage on façades that face onto alleyways.*

**Response:** All utilities, trash, and recycling are contained within the site. HVAC will be roof mounted and screened from view. This minimizes the public's interaction with those services which helps to enhance the pedestrian experience.

**10. Contribute to the ambiance, character, and safety of Old Town through architectural and site lighting. (Refer to Section 7.600 of the Scottsdale Zoning Ordinance).**

*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 complementary exterior decorative light fixtures.*
- 10.2 Emphasize architectural features when illuminating building façades via concealed lighting. 10.3 Design lighting systems to minimize glare, excessive brightness, and visual hot spots; and, incorporate transitional light levels between lower and higher illuminance.*
- 10.4 Encourage exterior and interior building lights that illuminate windows and doors and contribute to increasing the light levels in pedestrian areas.*
- 10.5 Provide pedestrian scale lighting to supplement street lighting and combine street and pedestrian lighting on one support pole.*
- 10.6 Provide evenly-distributed lighting beneath covered walkways. Fixtures that produce light at a warm color temperature are preferred (2700- 3000 Kelvin).*
- 10.7 Emphasize artwork in the public realm through complementary exterior lighting. (Note: All artwork displayed in the public realm, whether luminal in nature or otherwise, is subject to review by the Scottsdale Public Art Advisory Board and/or the Development Review Board).*

**Response:** Lighting has been designed in a manner that is respectful of the surrounding Old Town context while maintaining safety for residents. Lighting designs are commensurate with the quality architectural style proposed for the residential community, low-level with no glare or excessive intrusion for adjacent properties. Lighting is placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight pathways.

**11. Utilize signage that supports Old Town character and function. (Refer to Article VIII of the Scottsdale Zoning Ordinance).**

*Signage should provide clear, concise, and useful information, without becoming a focal point of the aesthetic environment.*

- 11.1 Incorporate signage that complements development design and the surrounding area.*
- 11.2 Coordinate sign locations with building and landscape design to ensure visibility.*
- 11.3 Provide permanent business signage at the primary street frontage.*
- 11.4 Provide shingle signs under covered walkways in the Downtown Core. Locate shingle signs perpendicular to the face of the building, and at a height of no less than seven foot and six inches above the sidewalk.*
- 11.5 Illuminate wall signs with indirect lighting from a shielded light source.*
- 11.6 Illuminated cabinet signs are strongly discouraged in Old Town.*

**Response:** Project identification will be contextually appropriate and processed under a separate permit application and approval process. Signage will be placed to ensure visibility respecting the landscaping and ground level experience while complementing the character of the development plan.

**BUILDING MASS, FORM, & SCALE**

**12. Design buildings to complement the existing development context. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)**

*New buildings should coordinate building form and height with the surrounding context.*

- 12.1 Provide compatible transition in building scale, height, and mass.*
- 12.2 Although new buildings may be different sizes, design the first few stories to visually relate to adjacent buildings and the surrounding context, by integrating architectural elements and design details of similar scale and proportion.*
- 12.3 Locate more intense building mass, height, and activity of a development away from existing development at the Old Town boundary.*
- 12.4 Utilize building form as the primary method to make compatible transitions between different Development Types, internal to the Old Town boundary. (Refer to Historic Old Town Design District section for specific guidelines relating to transitional design of new development adjacent to this Old Town district)*

**Response:** The Property is located within a Type 2 development area sensitively integrates with the 1<sup>st</sup> Street block through appropriate building form and streetscape design. Notably, the approved rezoning included no amendments to the development standards and is well below the permitted height and density allowed per the Downtown district's base requirements. From a design perspective, there are recessed balconies and design elements that modulate the building form and reduce the scale of the exterior walls.

***13. Reduce apparent building size and mass. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)***

*Reduce the visual mass and height of buildings.*

*13.1 Reducing apparent size and mass of buildings through architectural design that subdivides the building into horizontal components consisting of a base, middle, and top is preferred.*

*13.2 Incorporate setbacks and setbacks into building design to reduce their visual impact.*

*13.3 Subdivide large building mass through the addition of architectural features and material articulation.*

*13.4 Avoid long or continuous blank wall planes and monotonous wall treatments. Incorporate projections, recesses, or other architectural variation into wall planes to provide strong shadows and visual interest and help the eye divide the building into smaller parts.*

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

**Response:** The proposed building elements provide varied architectural components that modulate and articulate the façade both vertically and horizontally through building form expression and textural features. These elements bring a pedestrian scale to the design and provide visual interest.



## Conceptual Design



### **HIGH-RISE BUILDING DESIGN**

#### **14. Design high-rise buildings to reflect design excellence and fit within the surrounding context.**

*New high-rise buildings should reflect design excellence and innovation, acknowledge their important civic role in defining the image of Old Town Scottsdale, and respond to their impacts upon the urban landscape.*

*14.1 Design the base/podium so that it visually supports the middle/tower and top/ penthouse sections. Incorporate heavier, more textured materials, low walls, planters, wainscot, and other base treatments into the base/podium to visually anchor the structure firmly to the ground plane.*

**Response:** Not applicable.

### **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.*

*15.1 The preferred location for structured parking is below-grade. Design underground structures to provide natural air and light.*

**Response:** Each of the 12 townhomes will have two private garage spaces allocated to their unit which are accessed via 1<sup>st</sup> Street for the northern residences and via the alley for southern residences. An alternative pavement surface (such as permeable drivable pavers) is being proposed to blend the landscape setting with the driveway approach, thus protecting the pedestrian experience along 1<sup>st</sup> Street.

### **Concept Imagery for Driveway Surface**



### **ARCHITECTURAL ELEMENTS & DETAIL**

#### ***16. Design building façades and architectural features to fit with the surrounding context.***

*Consider the prevailing architectural rhythm of the surrounding context. Add variety to the present rhythm in order to maintain or enhance visual interest, yet provide enough visual continuity through the alignment of architectural features to strengthen the design of the overall area.*

*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.*

*16.3 Repeat architectural elements such as covered walkways, recessed bases or similar roof forms to link existing and new development.*

*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.*

**Response:** 1<sup>st</sup> Street Townhomes' materials, massing, and architecture are inspired by the existing Old Town vernacular while also provide a vibrant modern aesthetic. Vertical and horizontal linear elements bring visual interest creating relief, depth, and shade, which reduces the overall scale and mass of the building. Recessed windows, balcony extensions, and exaggerated overhangs will provide solar relief to the glazing and outdoor spaces. The building facades provide balance and movement, helping to accentuate appearance and offering Old Town a vibrant, visually interesting building character.

### ***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 1 Development, incorporate at least one (1) entrance for every thirty to fifty (30-50) feet of building frontage. For Type 2, 2.5, and 3 Developments, incorporate at least one (1) entrance for every thirty to fifty (30-50) feet of building frontage, but not to exceed 100 feet.*

**Response:** The building offers comfortable residential interface along 1<sup>st</sup> Street with direct unit access onto the street and connectivity from the southern units via the alley, and also through the central pedestrian pathway that bisects the site. The ground level of the proposed development plan is activated with shaded sidewalks, increased open space, new landscaping, improved hardscape, and low-level lighting for safety.

## ***MATERIALS***

### ***18. Use context-appropriate materials, colors, and textures in Old Town development.***

*Materials should be of high-quality, durable, easily maintained, and able to withstand the climatic conditions of the desert southwest. Materials should help tie buildings into the composition of the neighborhood. Use of local materials helps to further define sense of place.*

*18.1 Use materials with colors and coarse textures that are associated with the desert southwest.*

*18.2 Use materials that complement the existing area in texture, finish, scale, color, and other design aspects.*

*18.3 Use colors and materials that emphasize shadow patterns.*

- 18.4 Reflective materials that create glare and façades that are more than 80% glass are discouraged.
- 18.5 Emphasize muted desert colors (Main Color) having a value of less than seven (7) and a chroma between three (3) and fourteen (14), as indicated in the Munsell Book of Color. The Light Reflectance Value is to be 70% or less. Intense, saturated colors are only encouraged as accents.
- 18.6 Exterior finish materials such as concrete, brick, and tile to be left in their natural color or colored integrally, as opposed to being painted, stained or coated.
- 18.7 Natural materials are preferred over simulated materials, particularly at the ground level of buildings and other locations where direct contact by pedestrians occur.
- 18.8 Changes in paint color, building material, and/or texture that occur with a change in horizontal wall plane, or with strongly pronounced scoring, expansion joints, reveals or other similar wall details are encouraged. Abrupt changes in materials, colors, and textures are discouraged.
- 18.9 Vertically-stacked materials ordered by perceived material weight, with the “heaviest” materials at the bottom, and the “lightest” materials towards the top, are encouraged. This ordering method contributes to the appearance of the building being anchored to the ground plane, and upper levels being supported by the building base.

**Response:** As noted above, the building materials takes cues from the Old Town context. Vertical and horizontal linear elements also bring visual interest creating relief, depth and shade, that helps to reduce the overall scale and mass of the building. See response to #8 above.

### **Design Inspiration Imagery**





## **SCOTTSDALE SENSITIVE DESIGN PRINCIPLES**

The Character and Design Element of the General Plan states that “Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.” The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property. In addition to the response below, please refer to Goal CD 1 above for a specific description of the design elements.

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

**Response:** The vibrant, contemporary building character is complementary to the surrounding development pattern. The proposed building will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar relief, shading and deep overhangs, and celebrate the Sonoran Desert climate by creating outdoor spaces and common amenities for its residents while also tying to the existing pedestrian network throughout Old Town.

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

**Response:** Although the setting of this Old Town site is urban in character and does not have natural features such as washes and natural area open space, the development team has taken special consideration in providing appropriate interaction with the streetscape through building design and attention to the ground-level experience including additional open space, shade canopies, and shade trees.

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

**Response:** The Property is an Old Town redevelopment site located on relatively flat improved parcels of land. Landscaping will consist of low-water use desert appropriate landscaping materials in conformance with established guidelines.

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

**Response:** The proposed redevelopment will include desert appropriate landscaping (as well as integration of native plants). Additional landscaping and increased open space areas will contribute to the Old Town habitat and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature, they will become self-sustaining relative to water demand.

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.*

**Response:** Pedestrian circulation along the streetscape is an important feature of this townhome community, as numerous cultural, civic, medical, retail, residential, and recreational uses are within walking distance of the site.

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.*

**Response:** 1<sup>st</sup> Street Townhomes is well-situated for a small residential community because its within walking distance to a range of supporting land uses including Civic Center, Indian Bend Wash, HonorHealth and numerous cultural amenities including SMOCA and Scottsdale Center for Performing Arts. The development has been designed with an emphasis on the ground level pedestrian experience enhancing the land use goals for this area. Developing residential in Old Town with established transportation options (trolley/bus, foot, bicycle) reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for the entire community.

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

**Response:** The proposed building will incorporate design elements that respect human scale, providing shade and shelter through building form, site, and landscape design.

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

**Response:** Variation in proportion, material contrast, and architectural detailing will be provided establishing a natural hierarchy. The proposed development also provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontage. Additionally, no amendments are request for building height, setbacks, or stepbacks.

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

**Response:** The proposed building will utilize a variety of Sonoran Desert inspired textures and building finishes, incorporate architectural elements that provide solar relief and deep overhangs, and celebrate the Southwestern climate by creating outdoor spaces, respites, and shade.

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

**Response:** Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The specific sustainable elements are being evaluated with the design and development of residential buildings in accordance with IGCC and may include, but are not limited to, well insulated building envelope, recycled materials, energy efficient windows, energy efficient light fixtures, low use water fixtures, and appliances. See 2035 General Plan Sustainability & Environment section above.

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

**Response:** Context appropriate, mature arid-region plant materials will be utilized with the redevelopment and revitalization of the Property. The desert-lush character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

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

**Response:** The site design will maintain a low-water use plant palette. Context appropriate desert plant materials will be utilized consistent with the established vegetative pattern found throughout Old Town.

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

**Response:** Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety and wayfinding for Old Town residents.

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

**Response:** Project identification will be contextually appropriate and processed under a separate approval and permit process.

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