

DEVELOPMENT REVIEW BOARD REPORT



Meeting Date: June 20, 2024
General Plan Element: *Character and Design*
General Plan Goal: *Foster quality design.*

NON-ACTION DISCUSSION

Old Town Urban Design & Architecture Guidelines Update 15-DR-2024	Review of the draft update to the Old Town Scottsdale Urban Design & Architectural Guidelines.
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SUMMARY

City staff proposed targeted updates to the Old Town Scottsdale Urban Design & Architectural Guidelines (UDAG) to align with recently approved Old Town Scottsdale Character Area Plan (5-GP-2021 & 5-GP-2021#2) and Zoning Ordinance (1-TA-2021) amendments.

Key Items for Consideration

- Public Input Received between August 2021 and September 2023 concerning “Old Town Updates” regarding the Old Town Urban Design and Architectural Guidelines
- Draft amendments to the Old Town Urban Design and Architectural Guidelines are targeted, and in conformance with Scottsdale General Plan 2035, and recently adopted updates to the Old Town Character Area Plan, and the downtown sections of the City of Scottsdale Zoning Ordinance.

Location

Old Town Scottsdale, the boundaries of which are depicted in the Old Town Scottsdale Character Area Plan

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BACKGROUND

Originally adopted in 1986, and subsequently updated in 2004 and 2019, the Old Town Scottsdale Urban Design & Architectural Guidelines (UDAG) have provided the urban design vision for Scottsdale’s downtown area. Ultimately, the purpose of the UDAG is to influence site development, building form, architectural, and landscape character to assure that new development is compatible with Old Town Scottsdale urban design goals and the character of existing development. The guidelines are utilized by landowners, tenants, development teams, city staff, the Development Review Board, Planning Commission, City Council, and community members to publicly review physical development proposals in the context of the community’s shared vision for Old Town Scottsdale.

In August 2021, the City Council initiated an update to the Old Town Scottsdale Character Area Plan (OTSCAP) and affected sections of the city's Zoning Ordinance. Associated to that effort, City Council directed staff to update the UDAG, as necessary, consistent with this process. Subsequent to that initiation, city staff pursued a public outreach effort (Attachment 1) to evaluate the OTSCAP, affected sections of the city's Zoning Ordinance, and UDAG.

A phased approach was followed, where the following has been achieved to date:

- [City Council's adoption of Resolution No. 12746](#) repealing Resolution No. 8370, which prospectively terminated the Downtown Infill District and Downtown Infill Incentive Plan (case 1-II-2010#3)
- [City Council's adoption of Resolution No. 12745](#) by adopting a minor amendment to the Scottsdale General Plan 2035, thereby amending the OTSCAP and amending references to the OTSCAP in Scottsdale General Plan 2035, (collectively referred to as the Phase 1 Updates, case 5-GP-2021). This phase addressed the topics of Old Town Scottsdale Vision and Values, mixed-use development, open space, and quality new development and redevelopment.
- [City Council's Adoption of Resolution No. 13008, Resolution No. 12747, and Ordinance No. 4585](#), thereby amending the OTSCAP and affected sections of the city's Zoning Ordinance (collectively referred to as the Phase 2 Updates, Cases 5-GP-2021#2 and 1-TA-2021). This phase addressed the topics of Downtown Development Types, Zoning Ordinance base and discretionary bonus development standards, development flexibility, and bonus provisions.

Since the UDAG work in conjunction with the Old Town Scottsdale Character Area Plan and the city's Zoning Ordinance, a focused update to the Guidelines is necessary to ensure the community's aesthetic vision for Old Town Scottsdale aligns with recent City Council-adopted amendments. Thus, on June 6, 2024, the Development Review Board initiated an update to the UDAG.

PROPOSED DRAFT GUIDELINES

The following summarizes the targeted, draft updates proposed to the UDAG (Attachment 2), categorized per recent Old Town Scottsdale Character Area Plan (5-GP-2021 & 5-GP-2021#2) and Zoning Ordinance (1-TA-2021) amendments, and public outreach collected to date.

Case No. 5-GP-2021 included amendments to the Old Town Scottsdale Character Area Plan that focused on quality design, transitions, open space, streetscapes, and streetspace continuity. Further, it assessed and aligned goals, policies, and glossary definitions with other plans that have been reviewed and/or adopted by the Council and/or other related agencies since 2018. In review of these amendments, the importance of quality design and design within surrounding context was previously incorporated within the existing Guidelines. However, the following draft amendments advance such concepts, per Case No. 5-GP-2021:

- Figure 8 (page 22 of the Guidelines) is proposed to be amended to illustrate the amenities desired within Old Town Major Intersections, including open space, shaded walkways, formal and informal seating, and other pedestrian improvements
- The Sensitive Edge Buffer concept (OTSCAP Policies LU 3.5, LU 3.6, CD 2.2) is proposed to be further integrated into the Guidelines by adding language to the urban design goals for Type 1 Development (page 6), adding a new Supporting Guideline (12.5 on page 35 of the Guidelines), amending an existing Supporting Guideline (HOT 1.2) and placing it in the Building Mass, Form, & Scale section of the Guidelines (12.6 on page 35 of the Guidelines), and providing definition to the Historic Old Town Transition Area (page 92 of the Guidelines)

- Pedestrian comfort, particularly in the context of covered walkways, is proposed to be advanced through the design preference of locating vertical covered walkway supports outside of pedestrian clear width (pages 47 and 64 of the Guidelines), locating balconies within private property (pages 16, 17, 18, 25, 50, and 63 of the Guidelines), and providing clarity in reference to preferred and alternative options for covered walkways (Figure 23, page 50 of the Guidelines)
- Minor edits throughout the document, including images, maps, and the glossary were incorporated to provide clarity and bring the Guidelines up to date with goals, policies, and glossary definitions with other plans that have been reviewed and/or adopted by the Council and/or other related agencies since 2019

Case No. 5-GP-2021#2 included amendments to Downtown Development Type designations and locations within the Old Town Scottsdale Character Area Plan. Case No. 1-TA-2021 included amendments to the City's Zoning Ordinance to reduce discretionary bonus development standards, as well as require open space when bonus development standards are sought. As such, the following draft amendments to UDAG propose to recognize and/or advance the amendments approved through the above cases:

- Update the Old Town Districts, Existing Downtown Development Types, and Future Development Types Maps as adopted in the Old town Scottsdale Character Area Plan (pages 7 through 9 in the Guidelines)
- Update Figure 12 (page 36 of the Guidelines) and Figure 13 (page 37 of the Guidelines) to specify that maximum building heights are regulated by the Zoning Ordinance and to note that ground floor open space to be provided for development proposals requesting bonus development standards
- Figure 13 (page 37 of the Guidelines) is proposed to be updated as 3 columned graphics to clarify that each Development Type has differing development standards

Non-categorized draft amendments to the UDAG include:

- The introduction includes minor edits to bring the Guidelines up to date (pages 2 through 6)
- Background information regarding the Civic Center primary open space area has been updated (pages 72 through 74)
- The Appendix (Historic Old Town Character Defining Buildings Compendium) includes minor edits to provide consistency amongst descriptions as well as to align with approved Historic Preservation Guidelines, as necessary
- Fonts and color schemes have been updated to align with City's Brand Guide

DRAFT GUIDELINE REVIEW & NEXT STEPS

The purpose of this non-action item is to review and collect comments from the Development Review Board regarding the draft UDAG. As discussed previously, a robust public outreach effort concerning Old Town development has been ongoing since 2021; however, to promote best practices with public outreach, ongoing opportunities for community involvement regarding this targeted update will be provided. The following timeline represents a summation of future opportunities:

- The draft Guidelines will be posted online citizen review and comments.
- At least two (2) Open Houses will be conducted to garner feedback, tentatively scheduled to occur in July 2024

Following planned public engagement, city staff will use the input received from both the public and the Development Review Board to finalize the draft Old Town Scottsdale Urban Design & Architectural Guidelines for public and Development Review Board review.

STAFF RECOMMENDATION

Review and discuss the draft Old Town Scottsdale Urban Design & Architectural Guidelines.

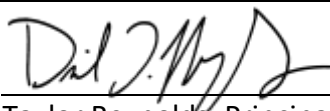
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6/10/2024
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ATTACHMENTS

- 1. Old Town Updates Public Participation Timeline
- 2. Draft Old Town Scottsdale Urban Design & Architectural Guidelines

Old Town Updates Public Participation Timeline

At a [June 22, 2021](#) work study session and [August 24, 2021](#) meeting, City Council discussed and ultimately directed staff to begin a public outreach effort to reexamine the Old Town Scottsdale Character Area Plan, affected sections of the city's Zoning Ordinance, and Old Town Urban Design and Architectural Guidelines.

In accordance with the [Old Town Policy and Regulatory Public Participation Plan](#) the following timeline represents the public outreach opportunities that have been conducted since City Council initiated the update process:

- One (1) City Council Work Study Session ([September 21, 2021](#)) – City Council reviewed and discussed infrastructure, sustainability, tourism and economic development, as well as the naming of “Downtown” to “Old Town” and how to keep consistency with the Old Town Scottsdale Character Area Plan, Zoning Ordinance, and Tourism marketing/branding efforts for this area of the community;
- One (1) Planning Commission Non-Action Meeting ([October 6, 2021](#)) – Planning Commission reviewed and discussed the Old Town Scottsdale Policy, Regulatory, and Guideline Update as initiated by City Council;
- In the fall of 2021, nine (9) in-person open house events were offered over three separate dates - [October 18th and 25th, and November 15th](#) - resulting in six (6) total events (based on registration and attendance) conducted regarding Downtown Development Types and Development Flexibility. 167 stakeholders registered while 117 participated;
- One (1) Planning Commission Non-Action Meeting ([December 15, 2021](#)) – Planning Commission reviewed and discussed public outreach efforts associated with the Old Town Scottsdale Character Area Plan and downtown zoning ordinance update process;
- In the Spring of 2022, [three \(3\) in-person open houses](#) were offered on March 7th to receive input from the general public, one (1) open house was offered on March 9th to receive input from Old Town property and business owners, and one (1) open house was offered on March 11th to receive input from the development community - resulting in five (5) total events (based on registration and attendance) conducted regarding the definition of Mixed Use Development, Bonus Height, Bonus Provisions, and the provision of Open Space. In terms of attendance, a total of 59 people attended the sessions; 37 people attended the three (3) open houses on March 7th, 14 people attended the Business/Property Owner Focus Group on March 9th, and eight (8) people attended the Development Community Focus Group on March 11th; and
- Old Town Updates Self-Guided Open House ([October 2021 – October 2022](#)) was developed to enable participants to provide input regarding topics such as Vision and Values, the provision of quality development, mixed-use development, building height, bonus provisions, and public open space. There was a total of 68 persons that participated in the Self-Guided Open House.

- January 2023, six (6) in-person open houses were offered to the public ([January 10th and 12th](#)) to receive input on the legislatively drafted changes to both the Character Area Plan and Zoning Ordinance. A total of 84 persons participated.
- [January 2023 through August 2023](#), a Self-Guided Open House series was provided online to enable participants to provide input regarding the proposed draft of the Old Town Scottsdale Character Area Plan and downtown Zoning Ordinance.
- One (1) City Council Work Study Session ([January 24, 2023](#)) – City Council reviewed the proposed draft of the Old Town Scottsdale Character Area Plan and affected sections of the Zoning Ordinance that relate to downtown.

Upon completion of the outreach, staff recognized that there was a great deal of information examined during the process in which any “update” to a policy or regulatory document would be considered within the overall public hearing process. Consequently, rather than completing the update process through a single track and action, staff has amended the approach to allow each phase to represent amending a specific item within a policy and/or regulatory document to allow for greater transparency and ease of review associated with all considered amendments. These updates are anticipated to be completed during the 2023/2024 fiscal year, in phases.

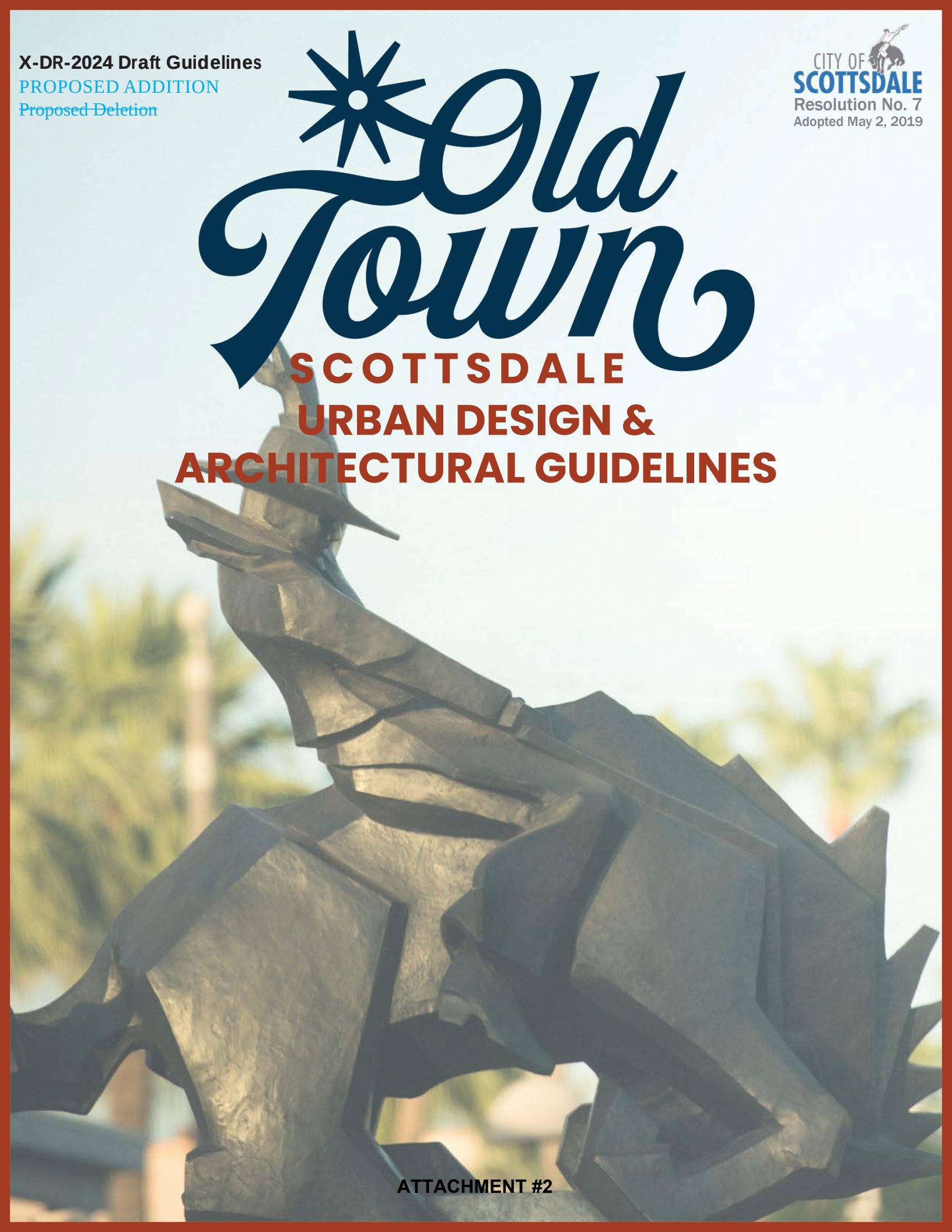
- [August 23, 2023](#), Planning Commission considered the repeal of the Downtown Infill Incentive District and Plan, case 1-II-2010#3, a Non-Action item.
- [September 5, 2023](#), City Council considered community input collected during the Old Town Updates outreach process (2021 – 2023) in the adoption of Resolution No. 12746 repealing Resolution No. 8370 and terminating the Downtown Infill District and Downtown Infill Incentive Plan.
- [September 27, 2023](#), Planning Commission reviewed, and recommended unanimous approval (6-0), of the proposed draft of the Old Town Scottsdale Character Area Plan. The marked agenda and comments collected from the Planning Commission during that meeting are included.
- [October 24, 2023](#), City Council considered community input collected during the Old Town Updates outreach process (2021 – 2023) in the unanimous adoption (7-0) of Resolution No. 12745 by adopting a minor amendment (5-GP-2021) to the Scottsdale General Plan 2035 by amending the OTSCAP and amending references to the OTSCAP in Scottsdale General Plan 2035.
- [January 24, 2024](#), Planning Commission reviewed, and recommended approval (6-1), of the proposed draft of the Old Town Scottsdale Character Area Plan and associated Zoning Ordinance amendments. The marked agenda includes recommendations collected from the Planning Commission to City Council during that meeting.
- [February 20, 2024](#), City Council considered community input collected during the Old Town Updates outreach process (2021 – 2024) in the unanimous adoption (7-0) of Resolution No. 13008, Resolution No. 12747, and Ordinance No. 4585, thereby amending the Old Town Scottsdale Character Area Plan and affected sections of the city’s Zoning Ordinance.

X-DR-2024 Draft Guidelines

PROPOSED ADDITION

~~Proposed Deletion~~

CITY OF
SCOTTSDALE
Resolution No. 7
Adopted May 2, 2019



*Old Town

SCOTTSDALE URBAN DESIGN & ARCHITECTURAL GUIDELINES

ATTACHMENT #2

ACKNOWLEDGMENTS

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CONTENTS

INTRODUCTION	2
Old Town Scottsdale	2
Old Town Scottsdale Character Area Plan &	2
Old Town Scottsdale Urban Design & Architectural Guidelines	
Quality Design	3
Design Objectives	4
Purpose of Guidelines	4
How to Use These Guidelines	5
Downtown Land Use & Development Types	6
HUMAN CONNECTIVITY	10
Enhance the Pedestrian Environment	11
1. <i>Interconnected, Walkable Downtown</i>	11
2. <i>Consistent Street Edge & Continuity of Street-Spaces</i>	13
Open Spaces	20
3. <i>Encourage Human Interaction</i>	20
4. <i>Connect Open Space to Surrounding Context</i>	21
SITE & SURROUNDING CONTEXT	24
Integration Into the Natural Environment	25
5. <i>Access/Exposure to Sunlight & Provision of Shade</i>	25
6. <i>Context-Appropriate Vegetation</i>	27
Incorporation Into the Built Environment	28
7. <i>Ensure Continuity of Site Development</i>	28
8. <i>New Development Compatible/Complementary to Existing Development</i>	29
9. <i>Minimize Impacts of Building Equipment & Service Areas</i>	30
10. <i>Ambiance, Character, & Safety through Lighting</i>	31
11. <i>Signage to Support Old Town Character & Function</i>	32
BUILDING DESIGN	34
Building Mass, Form, & Scale	35
12. <i>Complement Existing Development</i>	35
13. <i>Reduce Apparent Building Size & Mass</i>	38
High-Rise Building Design	41
14. <i>Reflect Design Excellence, Fit Surrounding Context</i>	41
Parking	44
15. <i>Design Parking Facilities to Fit Within Surrounding Context</i>	44
Architectural Elements & Detail	47
16. <i>Building Façade & Architectural Features Fit Within Surrounding Context</i>	47
17. <i>Design Buildings that are Inviting</i>	51
Materials	52
18. <i>Context-Appropriate Materials, Colors, & Textures</i>	52

HISTORIC OLD TOWN DESIGN DISTRICT	56
Historic Old Town Design District Urban Design Objectives	57
Style Guide: Frontier Town/ <i>Western Character</i>	57
Building Design	59
<i>HOT 1. Reinforce Frontier Town/<i>Western Character</i></i>	59
Storefront Design	65
<i>HOT 2. Design Storefronts for Merchandise Display & Pedestrian Appeal</i>	65
Colors, Materials, & Site Furnishings	69
<i>HOT 3. Reinforce Frontier Town/<i>Western Character</i></i>	69
Signs	70
<i>HOT 4. Compatibility with Architecture & Neighborhood Character</i>	70
CIVIC CENTER DISTRICT	72
Civic Center Municipal Use Master Site Plan (MUMSP)	73
Civic Center District Urban Design Objectives	73
District Identity	75
<i>CC 1. Character & Identity through Open Space, Landscape, & Urban Design</i>	75
Building Design	76
<i>CC 2. Activate the Civic Center Primary Open Space Area</i>	76
<i>CC 3. Reduce the Impacts of Noise</i>	78
Public Art	79
<i>CC 4. Strengthen Identity Through Integrated Public Art</i>	79
ARIZONA CANAL DISTRICT	80
Arizona Canal Master Development Plan (MDP)	81
Arizona Canal District Urban Design Objectives	81
District Identity	83
<i>AC 1. Character & Identity through Open Space, Landscape, & Urban Design</i>	83
Building Design	84
<i>AC 2. Activate the Arizona Canal District Through Building & Site Design</i>	84
<i>AC 3. Reduce the Impacts of Noise</i>	85
Public Art	87
<i>AC 4. Strengthen Identity Through Integrated Public Art</i>	87
GLOSSARY	88
APPENDIX	94
Historic Old Town Character Defining Buildings Compendium	94

LIST OF MAPS

Map 1 - Downtown Development Types OLD TOWN DISTRICTS	7
Map 2 - Old Town Districts EXISTING DOWNTOWN DEVELOPMENT TYPES	8
MAP 3 - FUTURE DOWNTOWN DEVELOPMENT TYPES	9
Map 34 - Historic Old Town Design District	58
Map 45 - Historic Old Town Design District Transition Area	60
Map 56 - Historic Old Town - Character Defining Buildings	71
Map 67 - Civic Center District	74
Map 78 - Arizona Canal District	82

LIST OF FIGURES

Figure 1 - Elements of an Interconnected & Walkable Downtown	12
Figure 2 - Building Setback Zone - Encouraged & Discouraged	15
Figure 3 - Building Setback Zone - Setback/Stepback Plane Exceptions	16
Figure 4 - Commercial Area Building Setback Zone - Pedestrian Environment	16
Figure 5 - Residential Building Setback/Stepback Plane Exceptions	17
Figure 6 - Outdoor/Patio Dining within the Building Setback Zone	18
Figure 7 - Residential - Separation of Private & Public Space	22
Figure 8 - Corner Open Space at Arterial Intersections	22
Figure 9 - Pedestrian Shade in Type 2, 2.5, & 3 Development Areas	25
Figure 10 - Exposure to Sunlight & Heat Gain	26
Figure 11 - Continuity of Site Development	28
Figure 12 - Old Town Development & Neighborhood Adjacency at the Old Town Boundary	36
Figure 13 - Old Town Development Type Compatible Transition STEPBACK EXAMPLES	37
Figure 14 - Old Town Development Types, Building Design	38
Figure 15 - Subdivide into Base, Middle, & Top to Reduce Apparent Building Size & Mass	39
Figure 16 - Subdivide Long Walls & Horizontal Building Mass	40
Figure 17 - Multiple High-Rise Towers - Horizontal Separation, Placement, & Base/Podium	42
Figure 18 - Utilize Compact Floorplates in High-Rise Design	42
Figure 19 - High-Rise Buildings & Wayfinding	43
Figure 20 - Structured Parking	46
Figure 21 - Architectural Elements & Features that Fit with the Surrounding Context	48
Figure 22 - Building Proportions	49
Figure 23 - Covered Walkways	50
Figure 24 - Historic Old Town Frontier Town; Western Elements & Design Details	59
Figure 25 - Historic Old Town Architectural Design	61
Figure 26 - Historic Old Town Building Form - Roofs	62
Figure 27 - Historic Old Town Building Form - Two- & Three-Story	63
Figure 28 - Historic Old Town Shed Roof Covered Walkway Cross-Section	64
Figure 29 - Historic Old Town Building Design - Length of Building Elevation & Apparent Storefronts	65
Figure 30 - Historic Old Town: Brown Avenue Elevation	67
Figure 31 - Historic Old Town Doorways	68
Figure 32 - Arizona Canal District - Canal Corridor Design	86

INTRODUCTION



OLD TOWN SCOTTSDALE

Old Town is the dynamic civic and cultural heart of Scottsdale. The diverse, vibrant districts in Old Town are walkable and interconnected. Old Town embraces its southwest, desert heritage while remaining flexible to adapt to change over time. The character of Old Town [Scottsdale](#) celebrates the historic, contemporary, and future potential of downtown as a place where the new west meets the old west. The focus of Old Town Scottsdale's character is its pedestrian environment, which includes architectural and urban design, open space in the urban fabric, the integration of the natural and built environments into building and site design, and the connections between people and places, movement, and urban form.

OLD TOWN SCOTTSDALE CHARACTER AREA PLAN & OLD TOWN SCOTTSDALE URBAN DESIGN & ARCHITECTURAL GUIDELINES

In 1984, the City Council adopted the Downtown Plan ([the Plan](#)), a long range policy document to guide growth and development decisions for the 1.5 square miles that make up Old Town Scottsdale. The Plan identified critical planning programs, initiatives, and studies to implement the community's vision for downtown, including an incentive based zoning program and the Downtown Urban Design and Architectural Guidelines (Guidelines). [RECOGNIZING EVOLVING COMMUNITY PERSPECTIVES AND DOWNTOWN DEVELOPMENT CHANGES, THE OLD TOWN SCOTTSDALE CHARACTER AREA PLAN \(FORMERLY THE DOWNTOWN PLAN\) HAS GONE THROUGH SEVERAL UPDATE PROCESSES, INCLUDING 2009, 2018, 2023, AND 2024.](#)

Originally adopted by the City Council in 1986, the Guidelines articulate the urban design vision for downtown. In conjunction with the Downtown Zoning Ordinance, and aligned with the Scottsdale Sensitive Design Principles and the Design Standards and Policy Manual, the Guidelines provide direction on the character and design of downtown development. The Guidelines are utilized by land owners, tenants, development teams, city staff, the Development Review Board, Planning Commission, City Council, and community members, to publicly review physical development



proposals in the context of the community's shared vision for downtown, as established in the **OLD TOWN SCOTTSDALE CHARACTER AREA** Plan.

In 2006, recognizing the twenty-year age of the Plan, as well as evolving community perspectives and downtown development changes, the City Council directed planning staff to update the Downtown Plan. The downtown planning process involved an extensive public participation program that concluded with the adoption of an updated plan by the Scottsdale City Council in June 2009.

As is customary with long-range plans, a five-year review and assessment of the 2009 Downtown Plan was completed. This assessment concluded that the vast majority of the 2009 Downtown Plan implementation items had been achieved, and an update to the plan was warranted. Consequently, in 2017, Scottsdale City Council directed planning staff to conduct a public outreach and plan update process, which culminated in the unanimous Council adoption of an updated plan in 2018. As part of the plan update process, the plan title, graphic design, and content were updated to align with recent downtown branding efforts, thus the name change from Downtown Character Area Plan (Downtown Plan) to Old Town Scottsdale Character Area Plan.

QUALITY DESIGN

Although quality design is considered subjective, common design attributes can be established. Quality design is seamlessly woven into the surrounding context, both respecting and enhancing its surroundings. Another measure of quality design is its functionality and durability. A building should be constructed with both the present and the future in mind. Certain materials and construction methods should be used to create a building that will withstand the test of time. A design can be measured by what it contributes to the community. Quality design should not only meet individual needs, but should also meet the needs of the city as a whole.

DESIGN OBJECTIVES

Scottsdale has well-established community expectations for superior, quality design in its built environment. For decades, the site planning, and aesthetic design evaluation through the Development Review process, has instrumentally shaped the community. The Old Town Scottsdale Character Area Plan and the Guidelines provide the framework that guides individual developments – both public and private – as they visually and physically work together to define, shape, and enhance the image of Old Town ~~Scottsdale~~. The ~~majority of the~~ downtown design objectives ~~have been retained from earlier, community-created design goals, while others include updated language or represent completely new concepts. Collectively, these design objectives~~ establish the community's aesthetic vision for Old Town ~~Scottsdale~~.

~~The design objectives for Old Town Scottsdale include:~~

- *Protect the unique character of the Downtown Core and promote continuity of character in Old Town Scottsdale districts to create an environment that has both uniformity and variety.*
- *Strengthen pedestrian character and **ENHANCE AND** form new pedestrian linkages to create a walkable, human-scale environment.*
- *Maintain an interconnected downtown that includes a variety of mobility options.*
- *Create high quality, human-scale, downtown architecture that is influenced by the local and regional culture, climate, and Sonoran Desert landscape.*
- *Create a distinct landscape character, that contributes to a unified downtown.*
- *Create coherent and consistent street-spaces.*
- *Design within the context of each Old Town district and introduce new architectural and building designs that are compatible with the existing design to form a blend between new and old.*
- *Encourage property improvements, new development, and redevelopment to maintain a vibrant, lively, attractive downtown destination that provides opportunities for residents, visitors, and businesses.*

PURPOSE OF GUIDELINES

The Old Town Scottsdale Urban Design and Architectural Guidelines do not guarantee quality design, but rather serve as a decision-making tool to help give clarity to the community's values and expectation in Old Town ~~Scottsdale~~ design. During the design process, creativity and innovation are encouraged, thus these Guidelines are intended to be flexible, and to act as a tool to guide innovative, quality design. The Guidelines are meant to encourage and promote unique solutions to design opportunities and challenges. In conjunction with the Zoning Ordinance (Section 5.3006), **THE INTERNATIONAL GREEN CONSTRUCTION CODE (IGCC)**, the Design Standards and Policies Manual (DSPM), ~~and~~ the Americans with Disabilities Act (ADA), **AND OTHER CITYWIDE DESIGN GUIDELINES**, the Guidelines will direct design in a way that takes into account the larger context, complements the established character, encourages universal design, enhances overall downtown identity, and upholds the values of the community.

Although the Guidelines apply to all development **IN** downtown, there are some larger projects and areas such as Scottsdale Fashion Square, **THE WATERFRONT**, HonorHealth, Civic Center, and Historic Old Town that have City Council, Development Review Board, or Historic Preservation Commission-approved design specificity beyond the Guidelines, including: Master Sign Program, Development Plan, Design Plan, Municipal Use Master Site Plan, Master Environmental Design Concept Plan, and/or Historic Preservation Plan.

HOW TO USE THESE GUIDELINES

The Guidelines provide recommendations for site development, building form, architectural, and landscape character to assure that new development is compatible with Old Town urban design goals and the character of existing development. The section below previews how the Primary and Supporting Guidelines, along with the graphic illustrations and photos, work together to help shape Old Town urban and architectural design.

Primary Guidelines are the main recommendations to bring the Old Town design objectives and built environment to fruition. The **Supporting Guidelines** provide various ways in which the Primary Guideline is accomplished.

Photographs of existing conditions throughout Old Town give a real-world depiction of how Guidelines have (or have not) been followed.

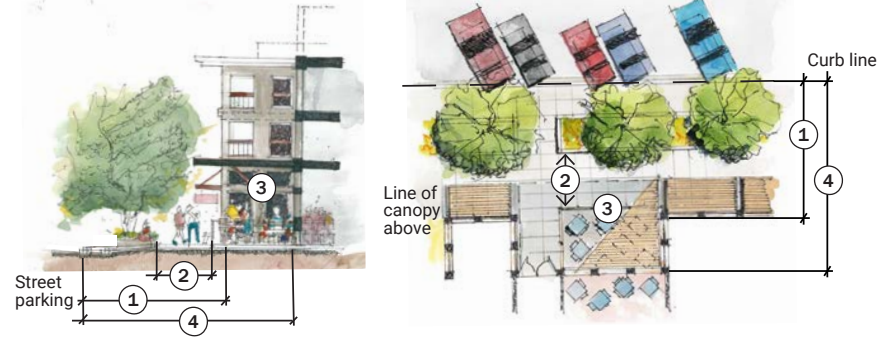
Figures - in the form of hand-drawings - provide further clarity, allowing for the depiction of multiple guidelines (both Primary and Supporting) within a single graphic. Although mainly used as a device to depict what is encouraged within Old Town, there are several instances where figures note alternative solutions to a design challenge, as well as [depict](#) discouraged design approaches within Old Town.

Primary	17. Design buildings that are inviting. <i>Building design should be to human scale, and add interest to the pedestrian experience.</i>	 <i>75% building transparency, Type 1 Development.</i>
	Supporting	

Figure 6 - Outdoor/Patio Dining within the Building Setback Zone
(Refer to the DSPM & Section 5.3006 of the Scottsdale Zoning Ordinance)

Outdoor dining can be accommodated in several ways, but may not be appropriate in all locations. Ensure that outdoor dining does not interfere with pedestrian mobility, safety, and landscaping. Design outdoor dining so as to not encroach into the pedestrian clear width and areas beneath covered walkways.

ENCOURAGED - Dining Alcove Created by Varied Building Location
The preferred design locates outdoor dining in an alcove, on private property, created by varying the building location.



MORE SPECIFIC GUIDANCE

SPECIALTY DISTRICTS

This section of the Guidelines provides specific design direction for three Specialty Districts - Historic Old Town, Civic Center, and [THE](#) Arizona Canal. The **Historic Old Town Design District** contains guidelines to reinforce frontier town/Western character. The **Civic Center District** contains guidelines to emphasize the importance of the area's pedestrian and open space character. The **Arizona Canal District** contains guidelines that describe how design interacts with the canal corridor.

APPENDIX

This section of the document provides supplemental information regarding buildings that currently adhere to the specific guidelines of Historic Old Town and/or contribute to this district's Western design theme.

DOWNTOWN LAND USE & DEVELOPMENT TYPES

(Refer to the Scottsdale General Plan, Old Town Scottsdale Character Area Plan, & Section 5.30065 of the Scottsdale Zoning Ordinance)

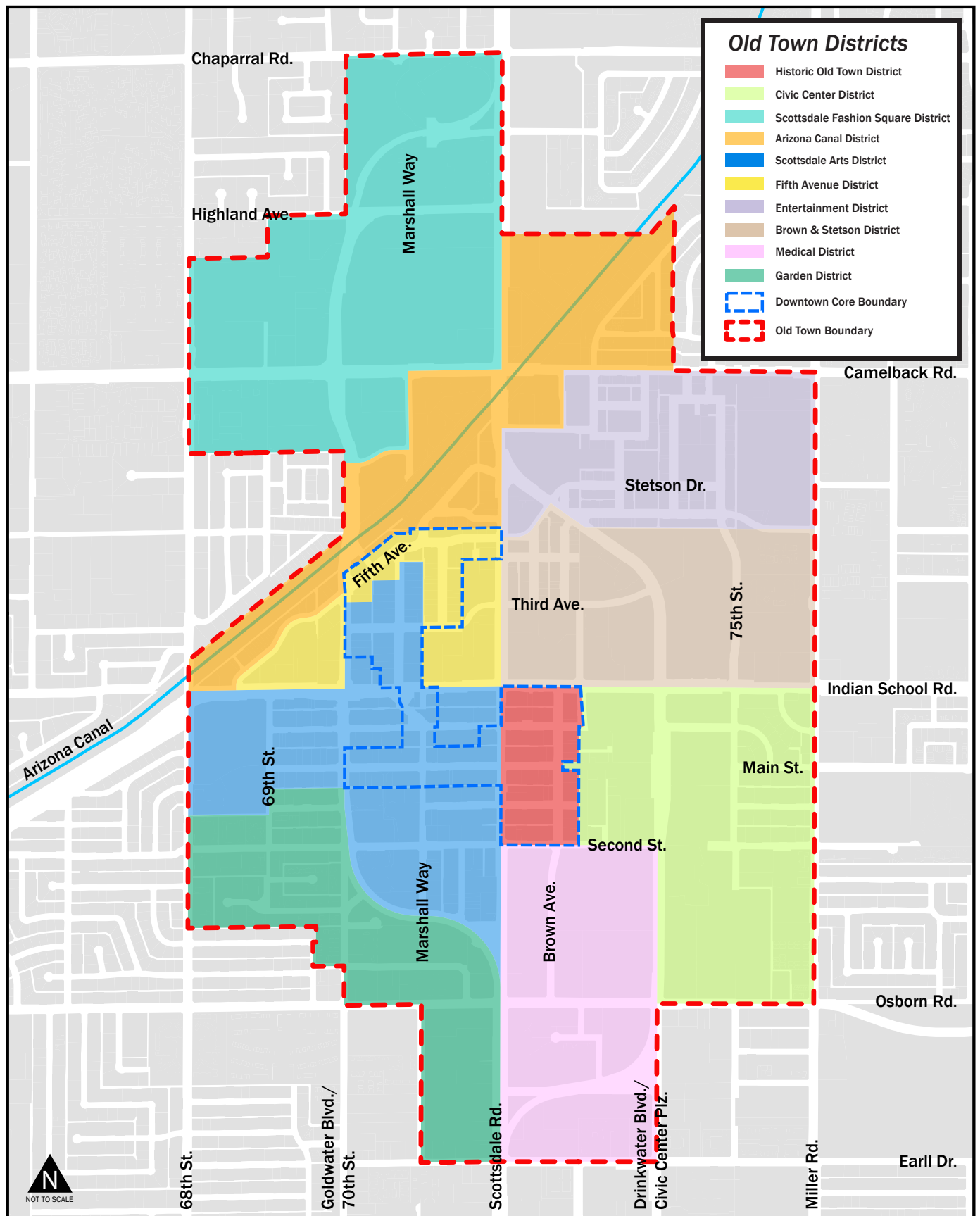
The General Plan, Old Town Scottsdale Character Area Plan, and Scottsdale Zoning Ordinance all influence Old Town Scottsdale urban and architectural design. The General Plan land use designation for Old Town Scottsdale is Mixed-Use Neighborhoods. This designation focuses on human scale development with access to multiple modes of transportation, major regional access, and services. Mixed-Use Neighborhoods are intended to accommodate higher density housing combined with complementary office or retail uses, or mixed-use structures with residential above commercial or office. The Old Town Scottsdale Character Area Plan and the Downtown (D) District of the Zoning Ordinance further refine downtown into five land use designations, four development types, and ten districts. The Old Town districts identified in the Old Town Scottsdale Character Area Plan include Historic Old Town, Civic Center, Scottsdale Fashion Square, Arizona Canal, Scottsdale Arts, Fifth Avenue, Entertainment, Brown and Stetson, Medical, and the Garden District. The five Downtown Plan land uses that are aligned with, and implemented by, the Zoning Ordinance include: Downtown Civic Center, Downtown Core, Downtown Medical, Downtown Multiple Use, and Downtown Regional Use. The Old Town Scottsdale Character Area Plan also designates four Downtown Development Types.

Type 1 Development (low-rise development), is the Downtown Core, which encompasses all or portions of Historic Old Town, Scottsdale Arts and Fifth Avenue districts. The COMPACT, lower scale development of the Core is established by the small lot development pattern and the grid of local streets and alleys. The urban design goals for the Type 1 Development/Downtown Core areas include:

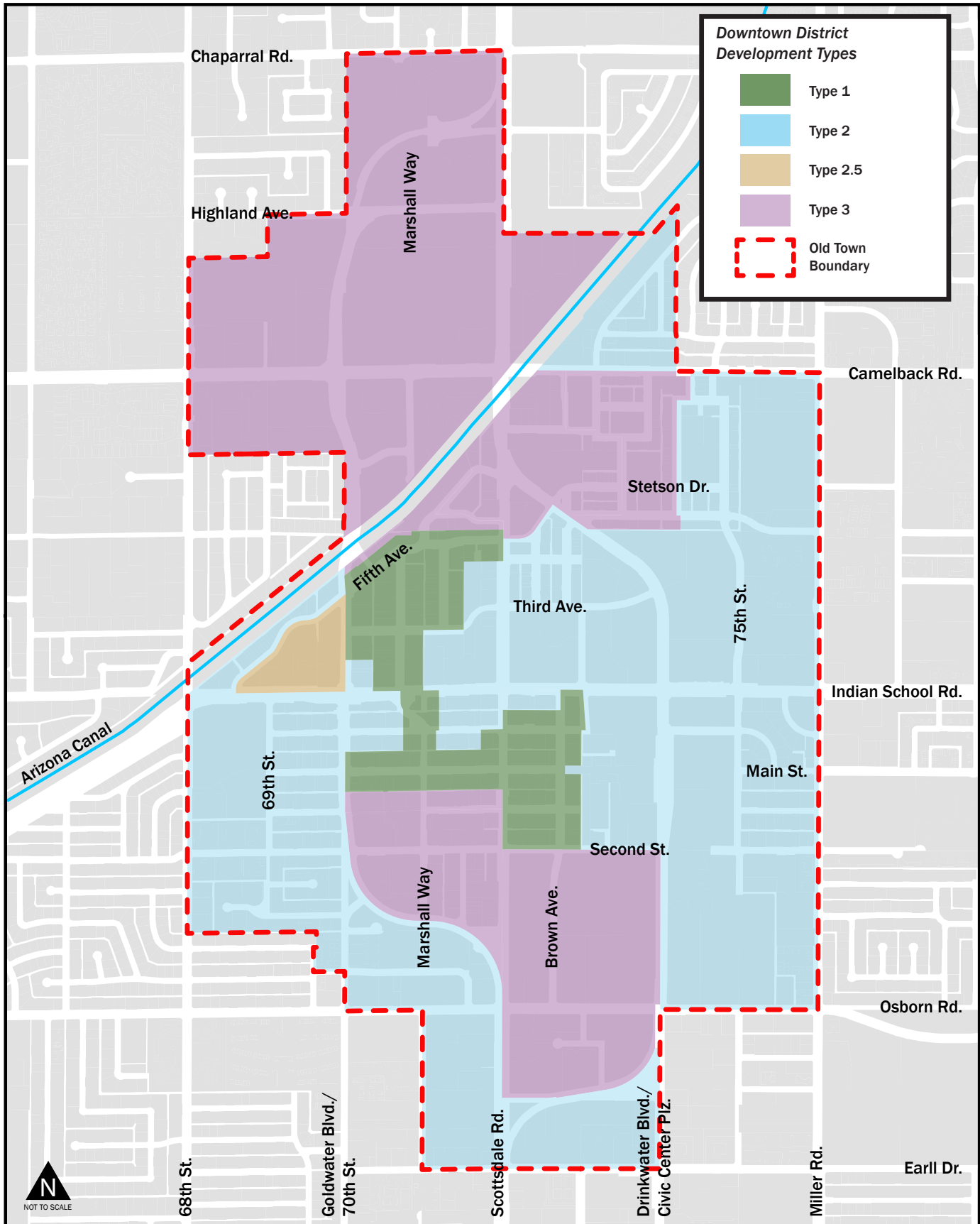
- Strengthen the human-scale elements of building design;
- Develop strong pedestrian linkages within the Downtown Core and to the surrounding downtown districts;
- RETAIN AND EXPAND THE TRADITION OF COVERED WALKWAYS;
- Improve the quality and continuity of street-spaces; and;
- Create compatible architectural and landscape character; AND,
- TRANSITION DEVELOPMENT IN SCALE, HEIGHT, AND INTENSITY AWAY FROM THE DOWNTOWN CORE;

Type 2 Development (mid-rise development) areas encompass a large segment of Old Town, and include all or portions of the Civic Center, Arizona Canal, Scottsdale Arts, Fifth Avenue, Brown and Stetson, and Garden Districts. Type 2.5 Development (high-rise development) includes a very specific segment of Old Town located in a small area of the Fifth Avenue District. Type 3 Development (high-rise development) indicates locations where the greatest height and development intensity can occur in Old Town. These Type 3 areas include all of the Scottsdale Fashion Square District, the Medical District, and that portion of the Scottsdale Arts District immediately south of the Downtown Core and west of the Medical District. Since Type 2, Type 2.5, and Type 3 Development include mid- to high-rise buildings on large development sites, the urban design goals for these development types are similar, and include:

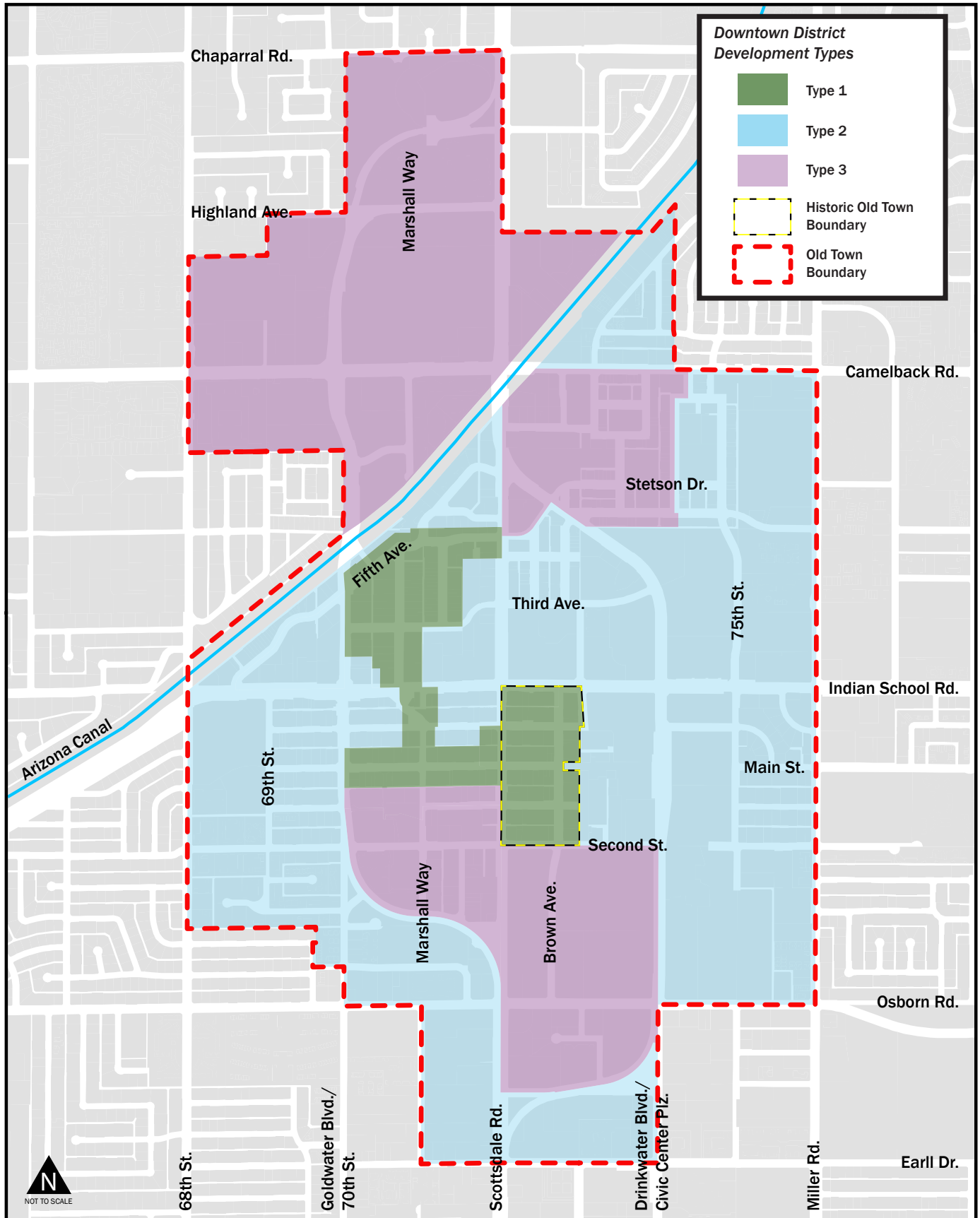
- Develop unified street-spaces and continuity of design within the building setback zone;
- Develop pedestrian and vehicular linkages between adjacent, large projects;
- Provide consistent landscape plantings to achieve visual continuity;
- Visually and physically connect private open space with public space to extend the downtown pedestrian framework; and,
- Minimize the impacts of large development on neighboring properties through architectural design that reduces the apparent size and bulk of larger buildings.



Notice: This document is provided for general information purposes only. The City of Scottsdale does not warrant its accuracy, completeness, or suitability for any particular purpose. It should not be relied upon without field verification. Map not to scale.



Notice: Properties zoned Downtown District on or before March 21, 2024 may elect to comply with the Existing Downtown Development Types Map if a completed application for development is filed with the Zoning Administrator on or before March 21, 2027. Please see Sec. 5.3006 of the Zoning Ordinance for more detail. Building heights are dependent on zoning, Development Type designation, location within the downtown, land area of proposed development, and bonus provisions outlined in the Zoning Ordinance. The Old Town Scottsdale Character Area Plan does not regulate development standards such as maximum allowed height. Development standards are regulated by the Scottsdale Zoning Ordinance. Map not to scale.



Notice: All properties may elect to comply with the Future Downtown Development Types Map. Please see Sec. 5.3006 of the Zoning Ordinance for more detail. Building heights are dependent on zoning, Development Type designation, location within the downtown, land area of proposed development, and bonus provisions outlined in the Zoning Ordinance. The Old Town Scottsdale Character Area Plan does not regulate development standards such as maximum allowed height. Development standards are regulated by the Scottsdale Zoning Ordinance. Map not to scale.

HUMAN CONNECTIVITY



Pedestrian character serves as an attraction to visitors, supports business vitality, and encourages social interaction valued by residents. The pedestrian experience should be enjoyable, safe, and convenient so that walking in Old Town is a viable mobility choice. All new development should be designed to support pedestrian needs, and contribute to the overall pedestrian network. The Old Town Scottsdale Character Area Plan identifies a hierarchy of **primary pedestrian corridors SPACES** that connect the Downtown Core and Old Town districts to one another, the city, and the region.

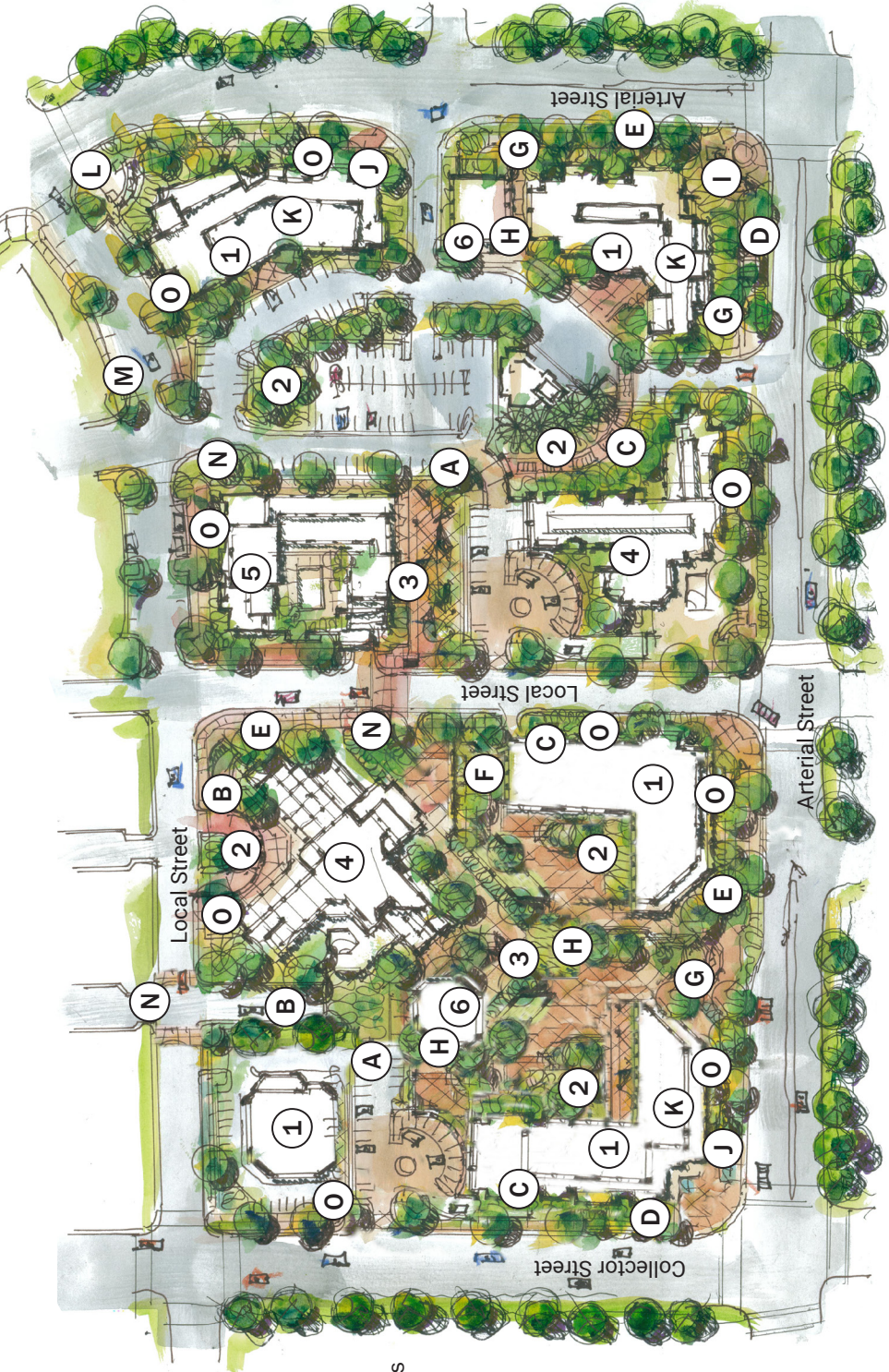
ENHANCE THE PEDESTRIAN ENVIRONMENT

1. **Create an interconnected, walkable downtown.**
(Refer to [THE OLD TOWN SCOTTSDALE CHARACTER AREA PEDESTRIAN CONNECTIVITY MAP](#), Section 5.3006 of the Scottsdale Zoning Ordinance, the [DESIGN STANDARDS AND POLICY MANUAL](#), & 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.
- 1.3 Maintain the Old Town pedestrian grid pattern found within the context of each Old Town district. (See Map [21](#) - Old Town Districts)
- 1.4 Design street-spaces that support the pedestrian. Incorporate pedestrian amenities such as safe, comfortable surfaces, seating, lighting, shade, landscape and hardscape, crosswalk refuge areas, and curb and sidewalk extensions into Old Town design.
- 1.5 Coordinate the design of pedestrian, auto, parking, and service areas to minimize pedestrian interruption and pedestrian-vehicular conflicts.

Figure 1 - Elements of an Interconnected & Walkable Downtown



- Uses and Features
- 1 - Office
 - 2 - Courtyard
 - 3 - Plaza
 - 4 - Hotel
 - 5 - Residential
 - 6 - Restaurant

- A - Pedestrian connections between neighboring buildings, adjoining sites, and the street
- B - Access to underground parking
- C - Covered and shaded walkways, passageways, courtyards, and plazas link neighboring development and expand the pedestrian network
- D - Transit stop
- E - Consistent, universal streetscape design applied to both sides of the street to accommodate all ages and abilities
- F - On-site building service and loading areas are coordinated with pedestrian facilities to avoid conflicts
- G - Pedestrian access at regular intervals
- H - On-site outdoor dining opportunity
- I - Corner open space, per Scottsdale Zoning Ordinance
- J - Unifying landscape and consistent sidewalk design help link neighboring developments
- K - Building provides street-facing and interior-facing entrances
- L - Curb extension for enhanced pedestrian safety
- M - On-street parking to buffer pedestrians
- N - Mid- and end-block crosswalk and access points link neighboring developments
- O - Pedestrian-supportive amenities such as seating and shade are provided at regular intervals.

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.



The outdoor furniture, paving, and landscape plantings provide a unified appearance in Old Town that contributes to the overall character of the street and area.



Consistent building setbacks, and a streetscape featuring linear and rhythmic tree plantings, provide street-space continuity.



Landscape planting along Camelback Road THAT is linear and rhythmic, with occasional accent features.



Dining area maintains the open feel at the street corner, and connects indoor and outdoor space.



*Outdoor dining located within the bounds of an **PRIVATELY OWNED**, interior courtyard and visible from the street. **Permanent improvements are on private land.***



Outdoor dining features, such as lighting, railing, and tables/chairs, are mobile in order to avoid permanent improvements in the public right-of-way.

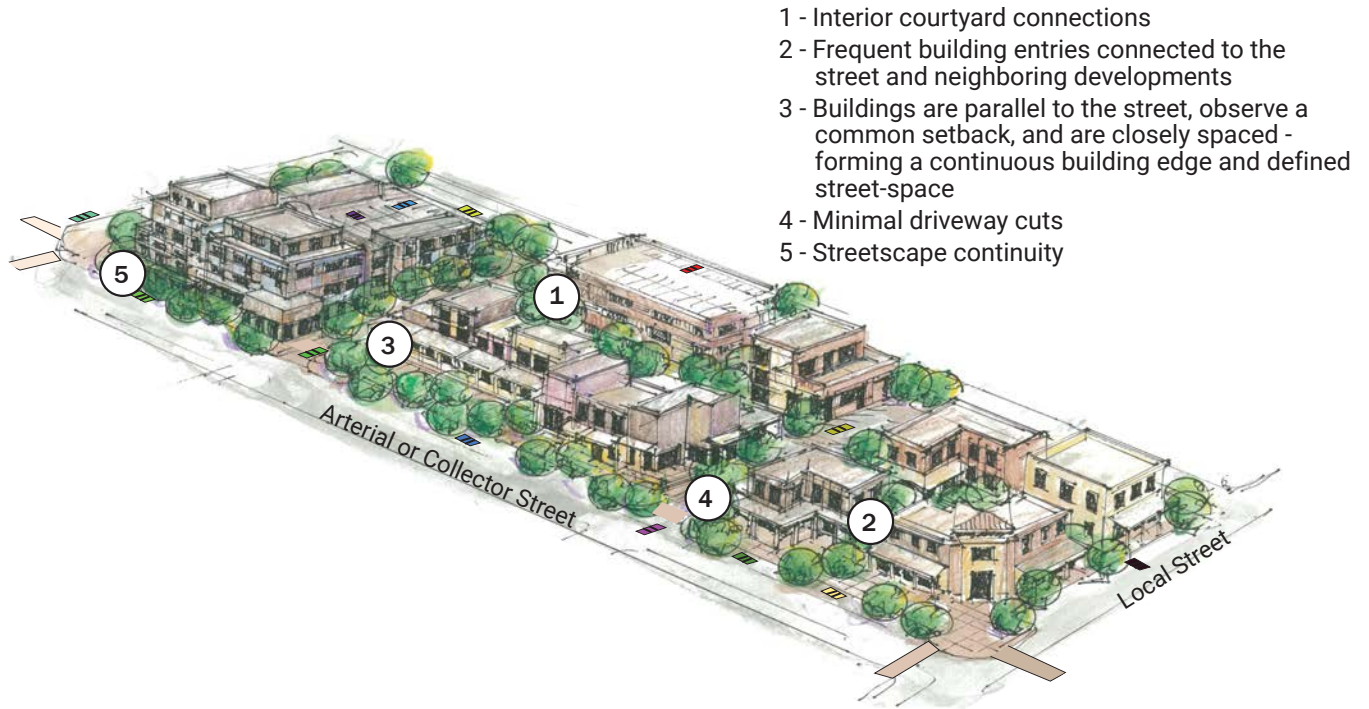
- 2.6 Locate outdoor dining where it will not impede public right-of-way, pedestrian clear widths, landscape areas, and other locations needed for safety and mobility.
- 2.7 Design outdoor dining improvements to maintain the openness of the adjacent street or open space by utilizing permanent fencing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

Figure 2 - Building Setback Zone - Encouraged & Discouraged

(Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

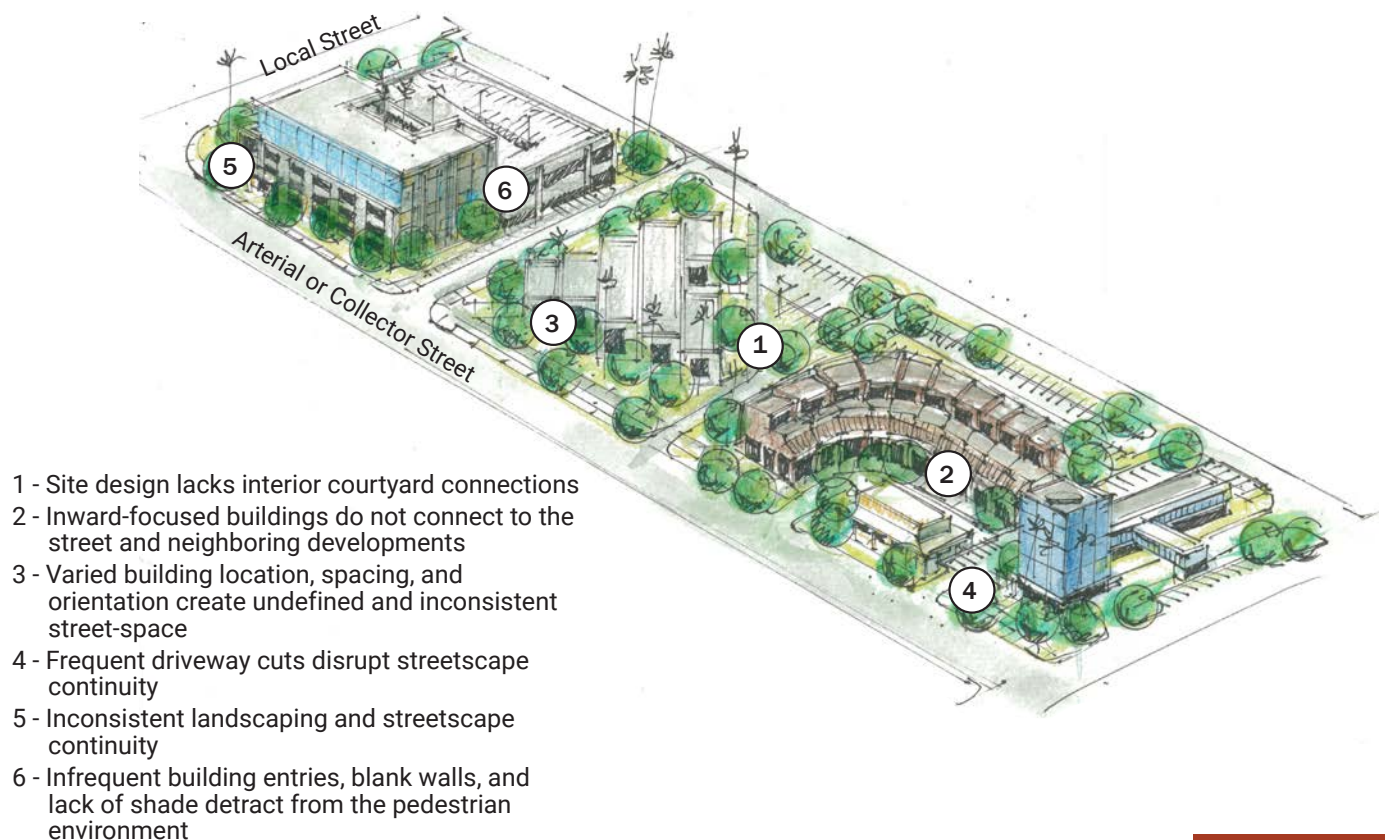
The pedestrian environment is supported by internal connections, links between sites, and route choices. Building location establishes a consistent setback pattern from the street and helps define the street-space.

ENCOURAGED - Practices that Support the Pedestrian Environment and Street-space Continuity



- 1 - Interior courtyard connections
- 2 - Frequent building entries connected to the street and neighboring developments
- 3 - Buildings are parallel to the street, observe a common setback, and are closely spaced - forming a continuous building edge and defined street-space
- 4 - Minimal driveway cuts
- 5 - Streetscape continuity

DISCOURAGED - Practices that Detract from the Pedestrian Environment and Street-space Continuity



- 1 - Site design lacks interior courtyard connections
- 2 - Inward-focused buildings do not connect to the street and neighboring developments
- 3 - Varied building location, spacing, and orientation create undefined and inconsistent street-space
- 4 - Frequent driveway cuts disrupt streetscape continuity
- 5 - Inconsistent landscaping and streetscape continuity
- 6 - Infrequent building entries, blank walls, and lack of shade detract from the pedestrian environment

Figure 3 - Building Setback Zone - Setback/Stepback Plane Exceptions

(Refer to the DSPM & Section 5.3006 of the Scottsdale Zoning Ordinance)

The street-space, or building setback zone, consists of the area between the street and the front building façade. Though the purpose and size of the street-space may vary depending on location and context, the primary function is to buffer pedestrians from vehicular traffic, provide for pedestrian circulation, and promote continuity of design along Old Town streets.

Portions of cornices, eaves, parapet walls, fireplaces, chimneys, canopies, sidewalk covers, balconies, terraces, walls, railings, and patios are allowed as exceptions to the established building setback and stepback plane per the Scottsdale Zoning Ordinance, if such improvements contribute to the pedestrian experience.

Exceptions to Building Setback and Stepback Plane per the Scottsdale Zoning Ordinance:

- 1 - Covered sidewalk/arcade, building projection
- 2 - Fireplace/chimneys
- 3 - Staircase, stairwell/elevator core
- 4 - Window awnings and balconies
OVER PRIVATE PROPERTY
- 5 - Patios, terraces, and canopies

Other Features Depicted:

- 6 - Curb Line
- 7 - Building setback line

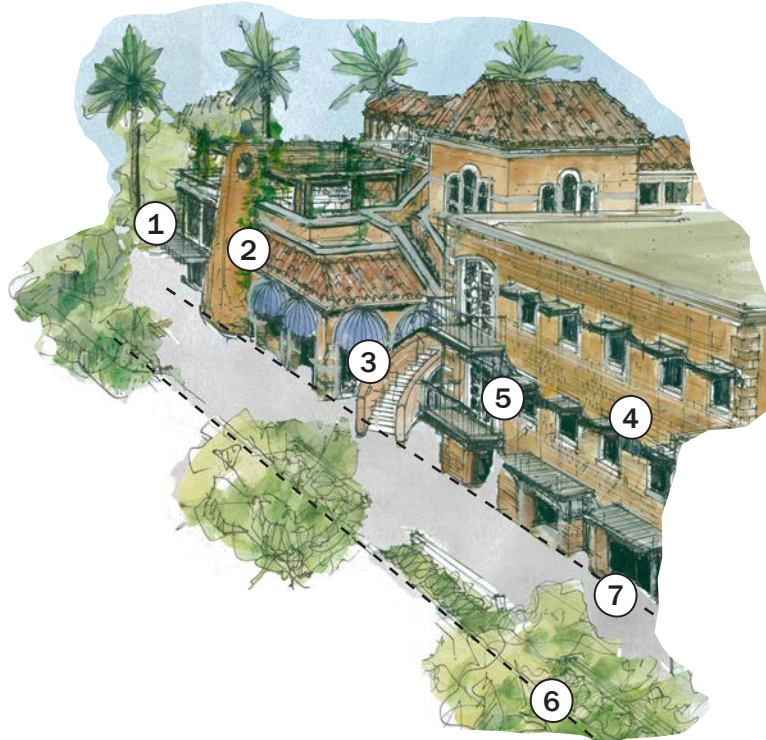


Figure 4 - Commercial Area Building Setback Zone - Pedestrian Environment



- 1 - Building setback
- 2 - Pedestrian Clear Width per DSPM
- 3 - Street furniture located within building setback
- 4 - Covered sidewalk/arcade, building projection **OVER PRIVATE PROPERTY**
- 5 - On-street parking buffers pedestrians from traffic
- 6 - Curb Line
- 7 - **PUBLIC RIGHT-OF-WAY**

Figure 5 - Residential Building Setback/Stepback Plane Exceptions

(Refer to the DSPM & Section 5.3006 of the Scottsdale Zoning Ordinance)

When residential units occupy the ground floor, direct street access is encouraged. Design residential development to clearly distinguish between public and private areas, while maintaining a sense of openness and space.

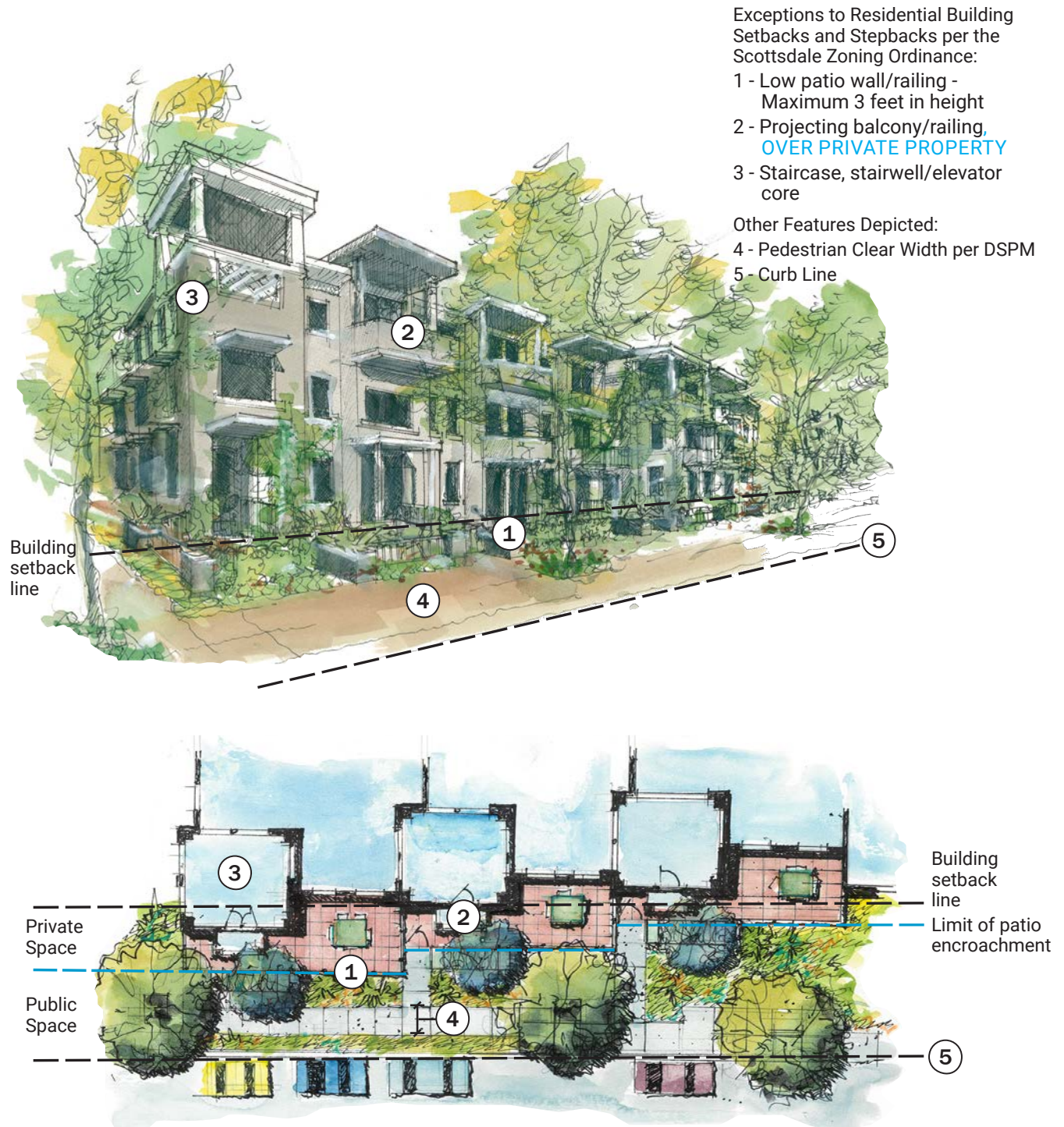


Figure 6 - Outdoor/Patio Dining within the Building Setback Zone

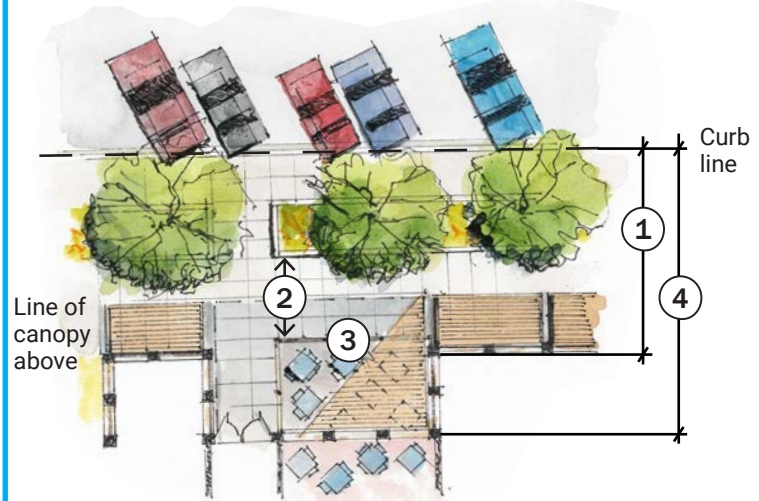
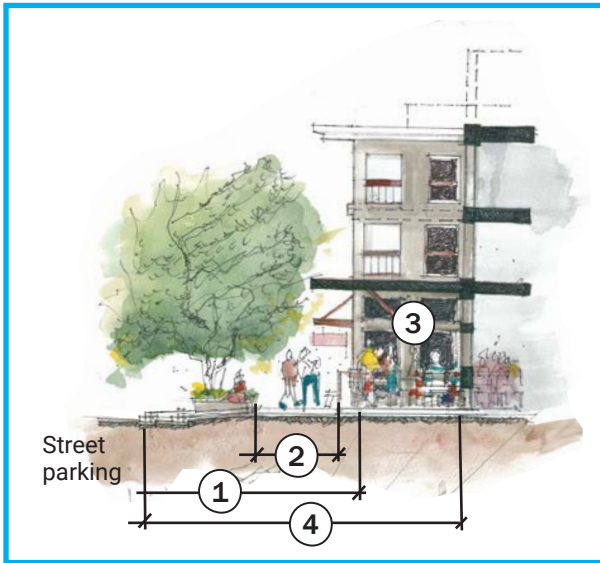
(Refer to the DSPM & Section 5.3006 of the Scottsdale Zoning Ordinance)

Outdoor dining can be accommodated in several ways, but may not be appropriate in all locations. Ensure that outdoor dining does not interfere with pedestrian mobility, safety, and landscaping. Design outdoor dining so as to not encroach into the pedestrian clear width and areas beneath covered walkways.

ENCOURAGED - Dining Alcove Created by Varied Building Location

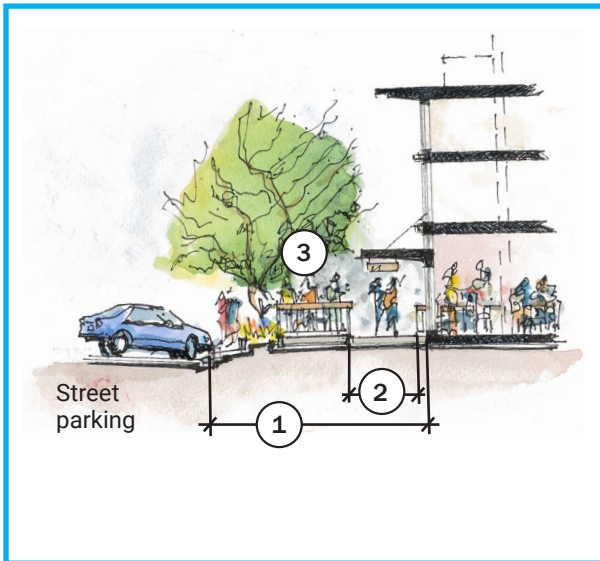
The preferred design locates outdoor dining in an alcove, on private property, created by varying the building location.

- 1 - Building setback from curb line
- 2 - Pedestrian Clear Width per the DSPM
- 3 - Outdoor dining patio with low, open railing/wall - Maximum 3 feet in height, 80% transparent
- 4 - Varied building location

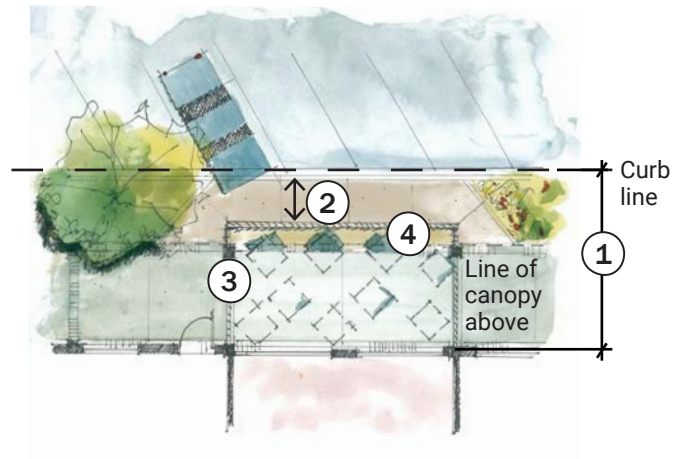
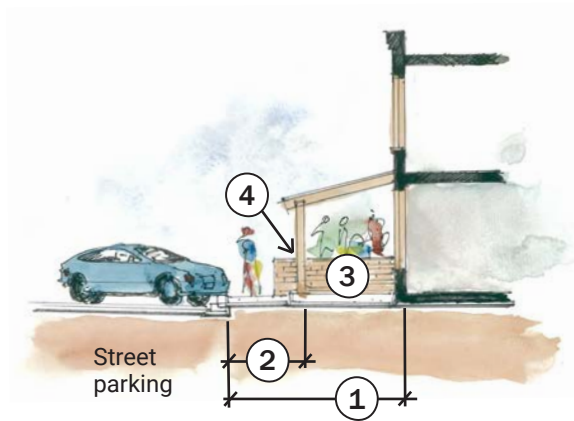


Alternative Solution - Dining Patio within the Street-space

This alternative solution separates the outdoor dining area from the building; however, pedestrian clear width is maintained.



DISCOURAGED - Compromised Pedestrian Environment



- 1 - Building setback from curb line
- 2 - Pedestrian Clear Width, non-compliant with the DSPM
- 3 - Outdoor dining patio with low railing/wall - 80% transparency not observed
- 4 - Outdoor dining located beneath a covered walkway is discouraged. Covered walkways are architectural elements that support barrier-free pedestrian mobility



Incorporation of public open space into Old Town developments provides for both active and passive human interaction.



The private open space of Scottsdale ArtistS' School complements the adjacent public open space; THAT providingES an expanded experience for artist activities AND ENHANCE HUMAN ENGAGEMENT.



Incorporation of permanent infrastructure, such as the Marshall Way SOLERI Bridge, in open spaces supports day-to-day activities and events year-round.

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.

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.

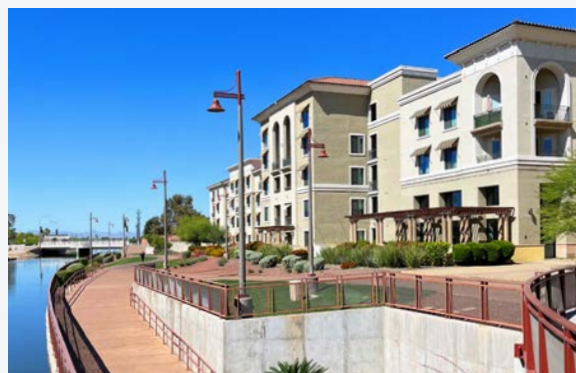
- 4.1 Visually and physically connect open spaces to other spaces such as walkways, gathering and activity areas, and adjacent development sites.
- 4.2 Understand the relationship between open spaces and adjacent buildings. Connect public open space with adjacent private space, such as ground floor uses. Design adjacent buildings as the “walls” that frame open spaces, where covered walkways, vertical plant materials, or other design treatments define this vertical edge.
- 4.3 Connect the open spaces of neighboring development sites through common entry courts, linked courtyards and patios, and via coordinated landscape.
- 4.4 Distinguish between public and private spaces. Design public spaces to be transparent and welcoming, and design private spaces to have a larger sense of privacy. Provide a clearly defined transition between public and private space.
- 4.5 Provide open space at intersections for pedestrian mobility and link these open spaces to other public areas.
- 4.6 When residential units occupy the ground floor, direct access to adjacent open space is encouraged.



Connect open spaces to other spaces such as walkways, gathering and activity areas, and adjacent development sites.



The adjacent buildings frame the public open space in Stetson Plaza. Outdoor patios and open space areas are physically connected by pedestrian paths, stairs, and ADA accessible ramps.



Connect public space and private space utilizing a clearly defined transition between the two. The residential development shown above utilizes a low, transparent wall and BEHIND plant materials to distinguish the boundary between public and private areas.

Figure 7 - Residential - Separation of Private & Public Space

(Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

Residences may provide physical separation between private outdoor space and public open space with low railing/walls (maximum 3 feet in height) and/or raised planters if designed to maintain a sense of openness.

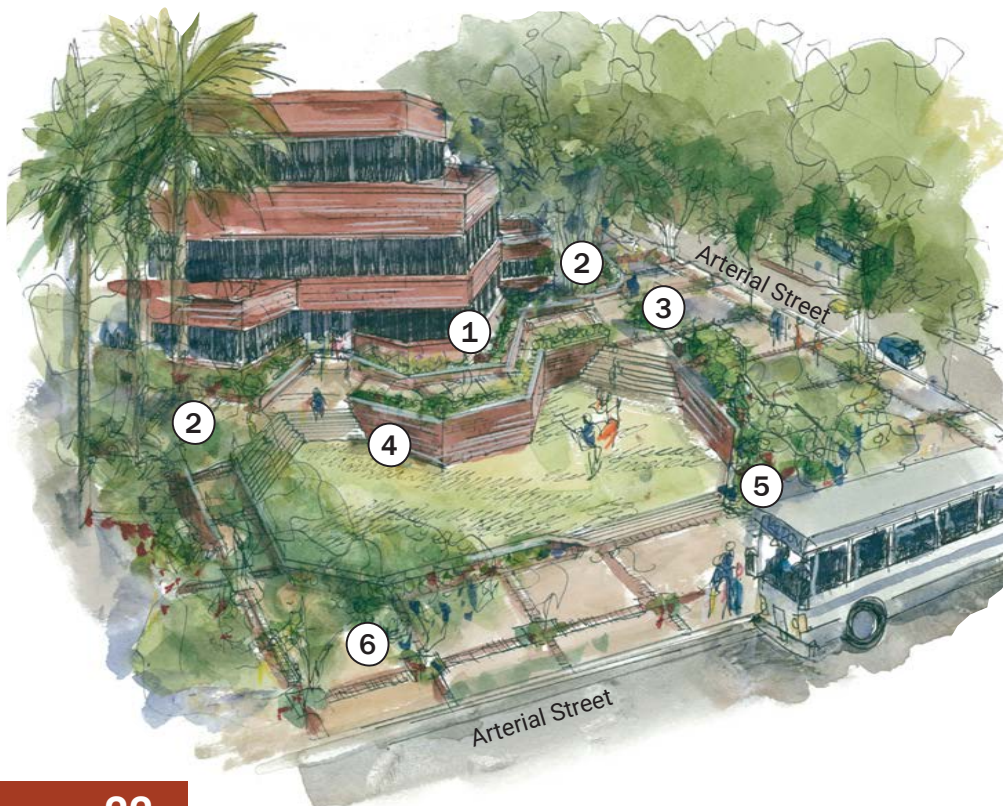


- 1 - Building is setback and steps away from open space
- 2 - Low railing/wall, maximum 3 feet in height
- 3 - Residential entrance and semi-private outdoor living area serve as a transition between public and private space

Figure 8 - DESIRED Corner Open Space AMENITIES at Arterial OLD TOWN MAJOR Intersections

(Refer to Old Town Scottsdale Character Area Plan & Section 5.3006 of the Scottsdale Zoning Ordinance)

Provide open space areas at arterial intersections for pedestrian mobility. Link these open space areas to other public areas. OLD TOWN MAJOR INTERSECTIONS SHOULD INCLUDE 2,500 SQUARE FEET OF AT-GRADE OPEN SPACE.



- 1 - Building design activates corner plaza
- 2 - Building relates to both streets
- 3 - Shaded walkways link to other public spaces
- 4 - Varied formal and informal seating arrangements
- 5 - Transit stop activates plaza
- 6 - Decorative paving

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SITE & SURROUNDING CONTEXT



Integration of development into the natural and built environments is critical to strengthening the continuity of character throughout Old Town. People-oriented urban design should be reinforced by landscape planting, street furniture, decorative paving, and lighting. The image created by these design elements should be consistent with the Sonoran Desert identity, providing an abundance of shade, color, and varied textures and forms. New development should be designed to respect the established building scale and architecture, in order to strengthen present character.

INTEGRATION INTO THE NATURAL ENVIRONMENT

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

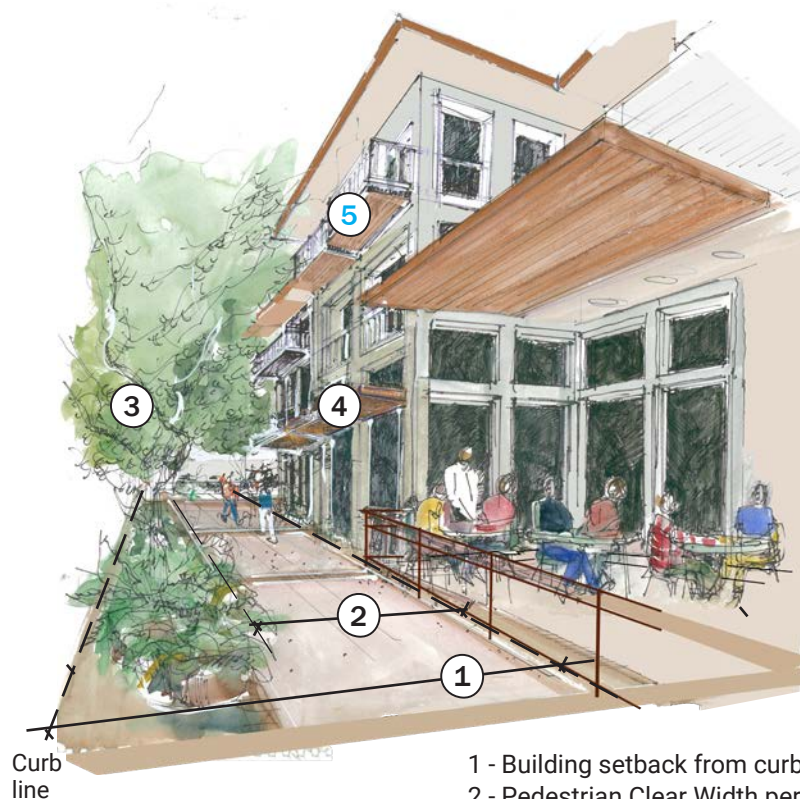
Outdoor spaces need a balance of sun and shade, depending on location, the season, and time of day. To create livable and inviting interior and exterior spaces, provide for shade particularly during the summer and allow access to sunlight in the winter.

- 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.

Figure 9 - Pedestrian Shade in Type 2, 2.5, & 3 Development Areas

(Refer to the DSPM & Section 5.3006 of the Scottsdale Zoning Ordinance)

Pedestrian shade is provided through a combination of covered walkways and shade trees.



- 1 - Building setback from curb line
- 2 - Pedestrian Clear Width per DSPM
- 3 - Street trees and landscaping provide shade and safely separate pedestrians from vehicular traffic
- 4 - Architectural shade/building projections - exceptions to building setback/stepback
- 5 - BALCONY PROJECTION OVER PRIVATE PROPERTY

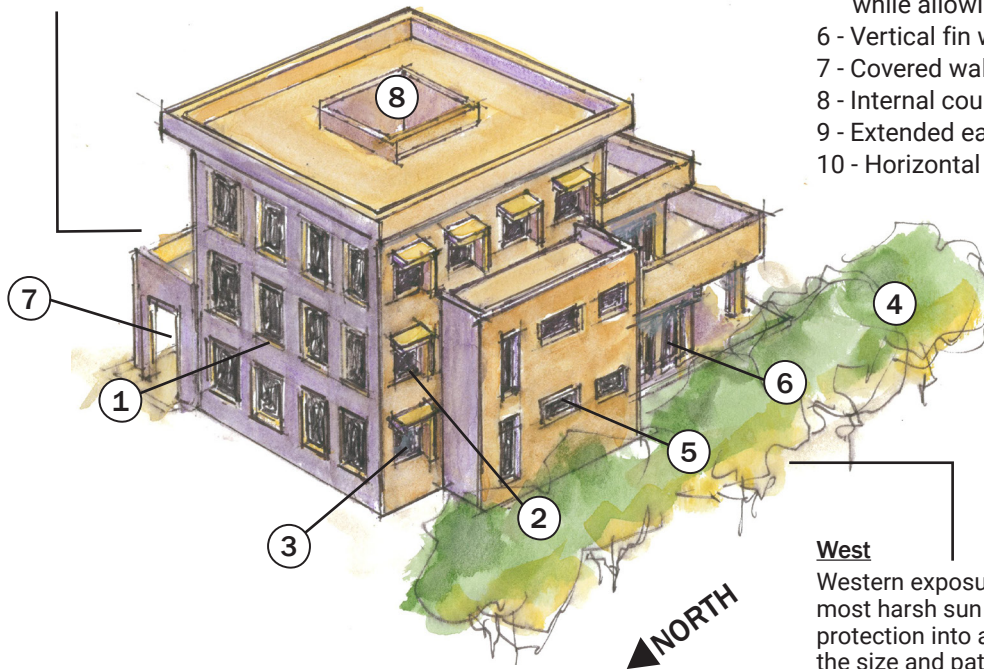
Figure 10 - Exposure to Sunlight & Heat Gain

Architectural Response to Solar Exposure and Heat Gain

- 1 - Deeply recessed opening
- 2 - Well insulated window glass
- 3 - Wrap-around awning (horizontal and side)
- 4 - Landscape screens the building wall
- 5 - Slot Window provides sun protection, while allowing connection to the outside
- 6 - Vertical fin wall or louver
- 7 - Covered walkway - **NOT A BALCONY**
- 8 - Internal courtyard
- 9 - Extended eaves and roof overhang
- 10 - Horizontal awning

North

Northern exposures receive little direct sunlight or heat gain, while providing opportunity for daylighting with north light.

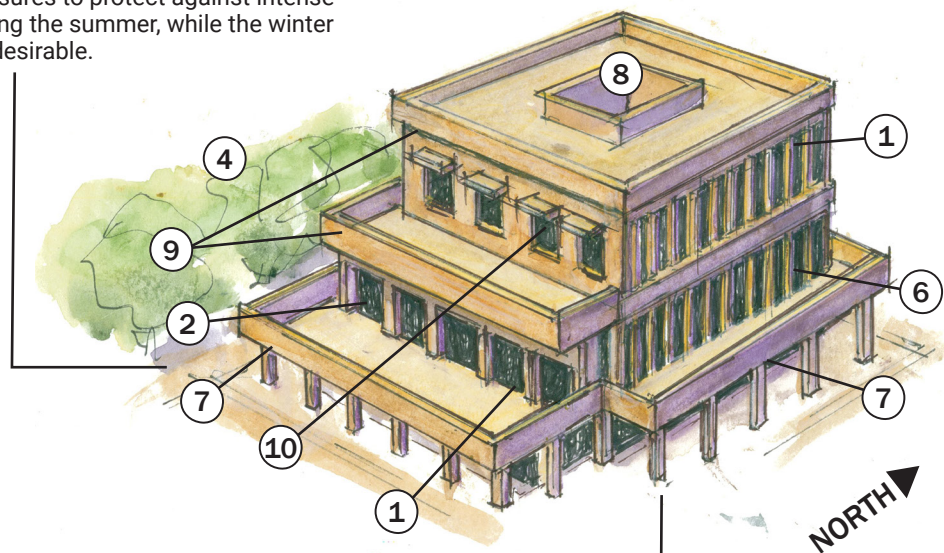


West

Western exposures are subject to the most harsh sun of the day. Incorporate sun protection into architectural design, including the size and pattern of windows.

South

Design southern exposures to protect against intense sunlight and heat during the summer, while the winter sun's warmth can be desirable.



East

Eastern exposures receive early, less intense light and heat. If eastern sun is a concern, apply similar methods as those used for western façades.

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 multi-purpose, 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 (LID) practices into site design.



Landscape plantings enhance the pedestrian experience and can reinforce the Sonoran Desert sense of place in Old Town.



Despite urban environment challenges, the multi-trunked trees have been planted with adequate room to accommodate mature growth and maintenance needs.



Landscape planting can damage sidewalks, building foundations, and utilities if not located appropriately to allow for mature growth and FUTURE maintenance needs.

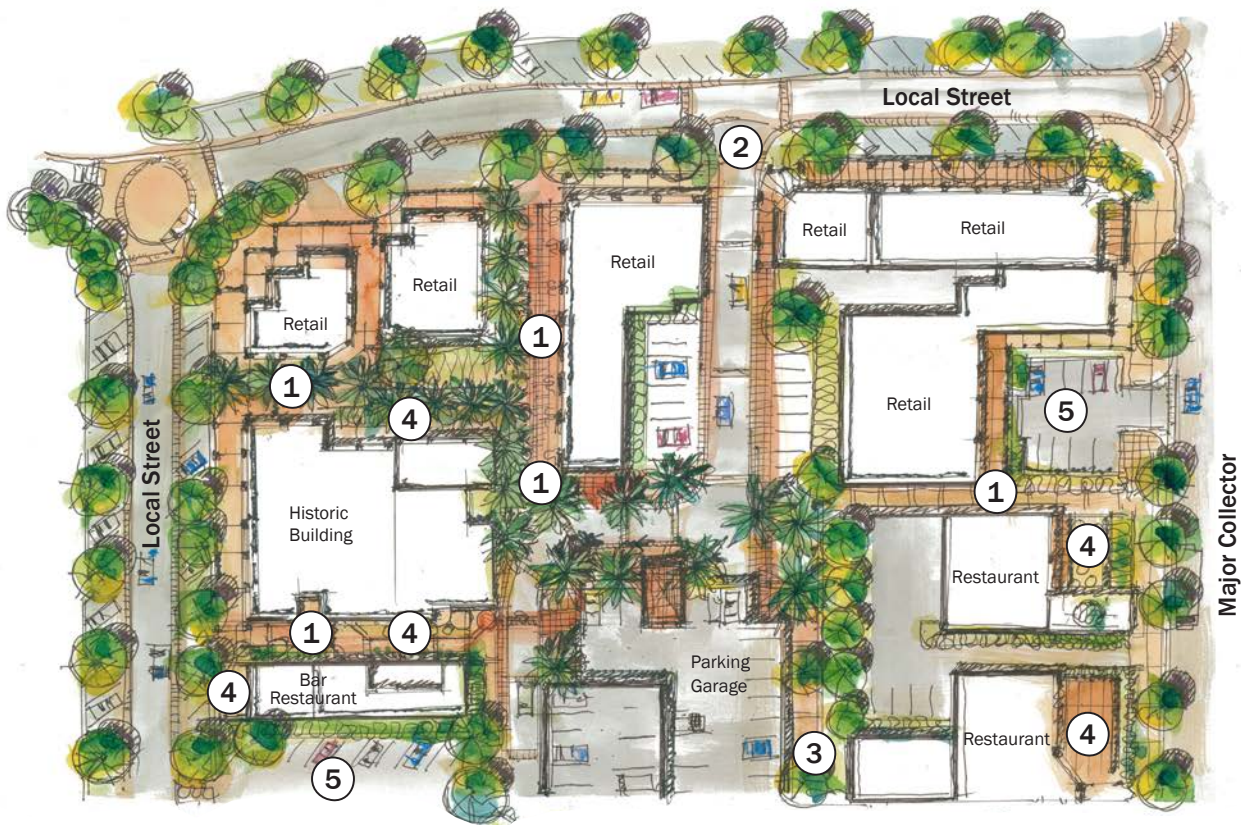
INCORPORATION INTO THE BUILT ENVIRONMENT

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.
- 7.3 Design site layouts to appropriately integrate historic resources into new development.
- 7.4 Plan for temporary and permanent public art in site and streetscape design.

Figure 11 - Continuity of Site Development



- 1 - Passages and courtyards connect interior parking to the street, sidewalk, and front business entrances
- 2 - Alley provides access to parking and is enhanced for pedestrian use
- 3 - Passageway to other businesses
- 4 - Orient outdoor dining and other uses toward streets and other pedestrian areas
- 5 - On-site parking along a public street is discouraged

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.

THESE BUILDINGS ILLUSTRATE THAT CONTEMPORARY AND TRADITIONAL BUILDING STYLES CAN COEXIST THROUGH BUILDING MASSING, COMPATIBLE MATERIALS, AND OTHER DESIGN ELEMENTS.



The balance between the new building design of the fire station with the existing church design (foreground) is strengthened by shared features such as concrete block as a key material, tower and roof features with similar geometry, similar roof pitch, street continuity, and metal picket fencing.



The redevelopment of the Hotel Valley Ho includes the integration of a new tower adjacent to the existing historic hotel (foreground).



The Cavalliere blacksmith shop (left) is among the oldest buildings in Scottsdale. The office building (right) steps down in height and utilizes integrally colored materials and a gently curving masonry façade to be compatible with the thick adobe walls of the historic building.



ENCOURAGED - Alley service/deliveries and screened building equipment ~~are encouraged.~~



ALTERNATIVE OPTION - ~~ALTHOUGH FACING A PUBLIC STREET THE service AREA occurs within a SCREENED courtyard-screened from the street.~~



DISCOURAGED - Unscreened electrical equipment and blank building wall ~~is highly discouraged,~~ particularly facing a public street.

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.

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)



ENCOURAGED - Lighting from the adjoining plaza strategically highlights the architectural features of the building.



ENCOURAGED - Evenly-distributed lighting reinforces the importance of the pedestrian realm.



DISCOURAGED - Not all types of lighting are suitable for pedestrian areas. The use of unfiltered fluorescent lighting is strongly discouraged.



ENCOURAGED - Shingle signs contribute to pedestrian wayfinding and character of an area.



ENCOURAGED - Wall signs with cut-out letters illuminated from an internal indirect source are preferred.



DISCOURAGED - Internally lit cabinet signs are strongly discouraged in Old Town.

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.
- 11.7 Monument signs are prohibited in the Downtown Core (Type 1 Development areas) and strongly discouraged in all other areas of Old Town.

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Old Town architecture should be influenced by the regional climate, character of the desert landscape, and a concern for human size and scale. Regional and local architectural traditions such as protection from the sun, strong shade and shadow patterns, massive character of walls, simplicity of materials and colors, and incorporation of courtyards are encouraged. Designing for human size and scale is essential to maintaining the people-oriented character of Old Town. Design principles regarding building mass, form, and scale, architectural details, and materials all help to create an inviting Old Town urban environment.

BUILDING MASS, FORM, & SCALE

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

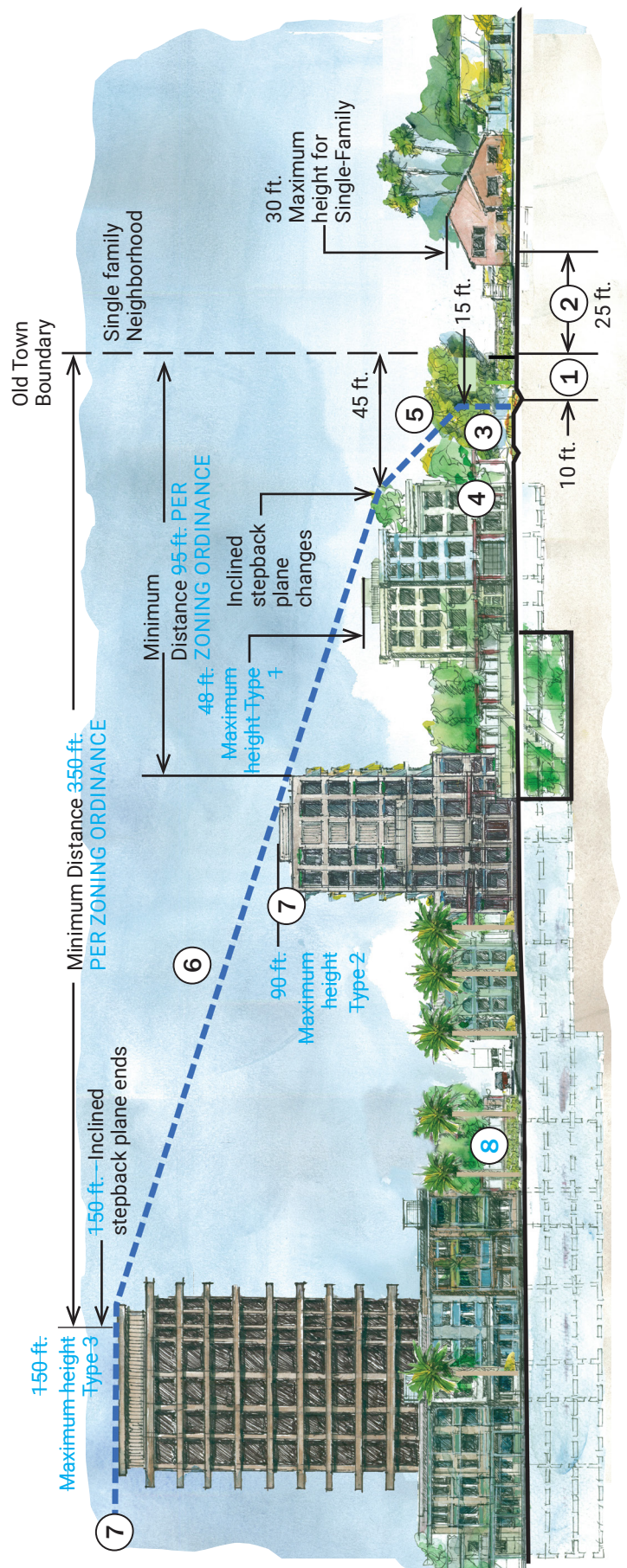
New buildings should coordinate building form and height with the surrounding context.

- 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.
- 12.5 SENSITIVELY TRANSITION NEW DEVELOPMENT SCALE, HEIGHT, AND INTENSITY AWAY FROM THE DOWNTOWN CORE (TYPE 1).
- 12.6 REINFORCE THE ARCHITECTURAL CONTINUITY AND CHARACTER FOUND WITHIN THE HISTORIC OLD TOWN DESIGN DISTRICT, IN THE DESIGN OF BUILDINGS LOCATED WITHIN THE 100' TRANSITION AREA ADJACENT TO THE DESIGN DISTRICT BOUNDARY.
 - DESIGN TRANSITION AREA BUILDINGS TO BE COMPATIBLE WITH HISTORIC OLD TOWN ARCHITECTURE. INCORPORATE ARCHITECTURAL FORMS, MATERIALS, AND ELEMENTS THAT BEST DEMONSTRATE THE FRONTIER TOWN/WESTERN CHARACTER OF HISTORIC OLD TOWN INTO TRANSITION AREA BUILDING DESIGN.
 - REDUCE THE VISUAL IMPACT, MASS, AND BUILDING HEIGHT OF NEW DEVELOPMENT IN HIGHER SCALE DEVELOPMENT TYPES (TYPE 2 AND TYPE 3) WITHIN THE 100' TRANSITION AREA ADJACENT TO THE HISTORIC OLD TOWN DESIGN DISTRICT. LOCATE THE LOWEST PORTIONS OF THESE DEVELOPMENTS AT THE HISTORIC OLD TOWN DESIGN DISTRICT BOUNDARY.

(Refer to [MAP 5 - Historic Old Town Design District TRANSITION AREA](#) section for specific guidelines relating to transitional design of new development adjacent to this Old Town district)

(Refer to Sections 5.3006, 6.1308, & 6.1310 of the Scottsdale Zoning Ordinance)

Figure notes base setback and stepback development standards attributed to ~~Type 4~~, Type 2, and Type 3 Developments, when adjacent to the Old Town boundary. ~~TYPE 1 AND TYPE 2.5 DEVELOPMENTS ARE NOT ADJACENT TO THE OLD TOWN BOUNDARY.~~ Modifications to base development standards may be sought through City Council approval of a Planned Block Development (Section 6.1308 of the Scottsdale Zoning Ordinance) ~~or Infill Incentive District (Resolution No. 8370).~~

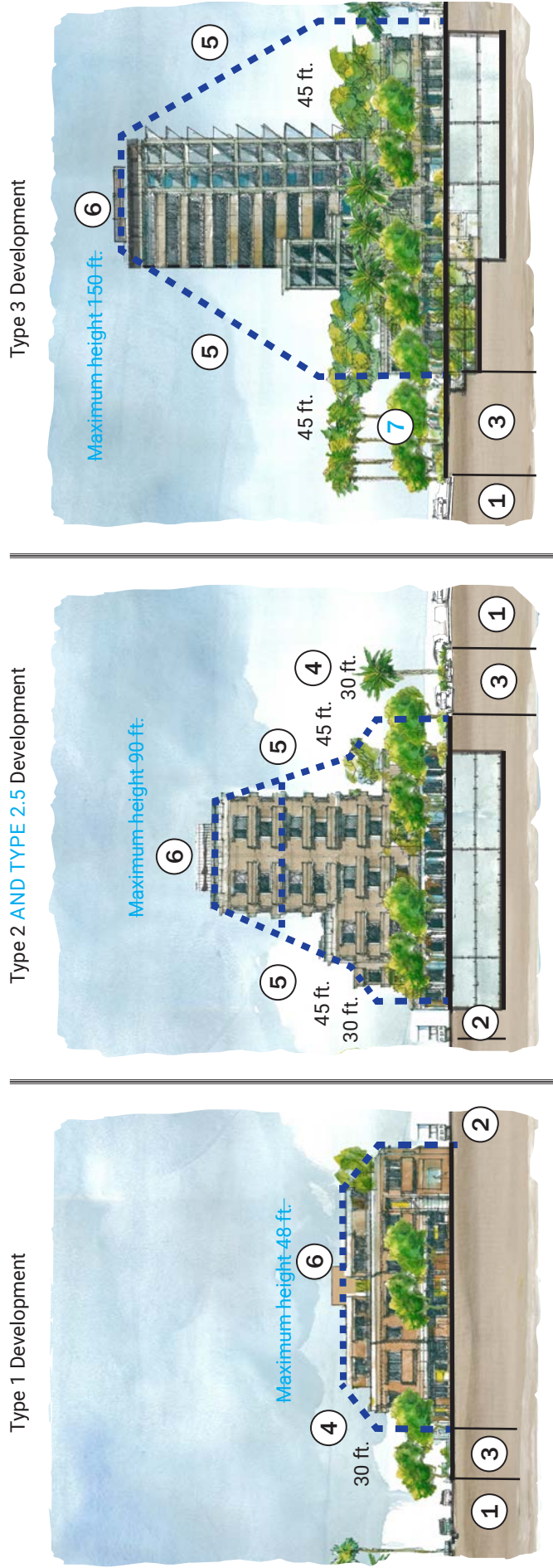


Building and Site Design per Scottsdale Zoning Ordinance

- 1 - Old Town development setback from single family neighborhood per Scottsdale Zoning Ordinance
- 2 - Single family required rear yard
- 3 - Densely planted landscape buffer and screen wall
- 4 - Architectural design and orientation of uses to minimize impacts **ON ADJACENT RESIDENTIAL**
- 5 - Inclined setback plane - 1 : 1
- 6 - Inclined setback plane - 1 : 3
- 7 - Maximum height **achievable under Planned Block Development Bonus Provisions (Sec. 6-1310) PER ZONING ORDINANCE**
- 8 - **ADDITIONAL GROUND FLOOR OPEN SPACE TO ACHIEVE BONUS DEVELOPMENT STANDARDS, SUBJECT TO CITY COUNCIL APPROVAL**

Figure 13 - Old Town Development Type Compatible-Transition STEPBACK EXAMPLES

(Refer to Sections 5.3006, 6.1308, & 6.1310 of the Scottsdale Zoning Ordinance)
Figure notes base setback and stepback development standards attributed to Type 1, Type 2, TYPE 2.5, and Type 3 Developments. Modifications to base development standards may be sought through City Council approval of a Planned Block Development (Section 6.1308 of the Scottsdale Zoning Ordinance) or Infill Incentive District (Resolution No. 8370).



Building and Site Design per Scottsdale Zoning Ordinance

- 1 - Local Street
- 2 - Alley - No setback
- 3 - Building setback from local street
- 4 - Inclined stepback plane - 1 : 1
- 5 - Inclined stepback plane - 2 : 1
- 6 - Maximum height achievable under Planned Block Development Bonus Provisions (Sec. 6.1310) PER ZONING ORDINANCE
- 7 - ADDITIONAL GROUND FLOOR OPEN SPACE TO ACHIEVE BONUS DEVELOPMENT STANDARDS, SUBJECT TO CITY COUNCIL APPROVAL

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 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 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.

Figure 14 - Old Town Development Types, Building Design

(Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

Methods to visually reduce building size and mass include, but are not limited to, setbacks, stepbacks, architectural features, and horizontal subdivision.

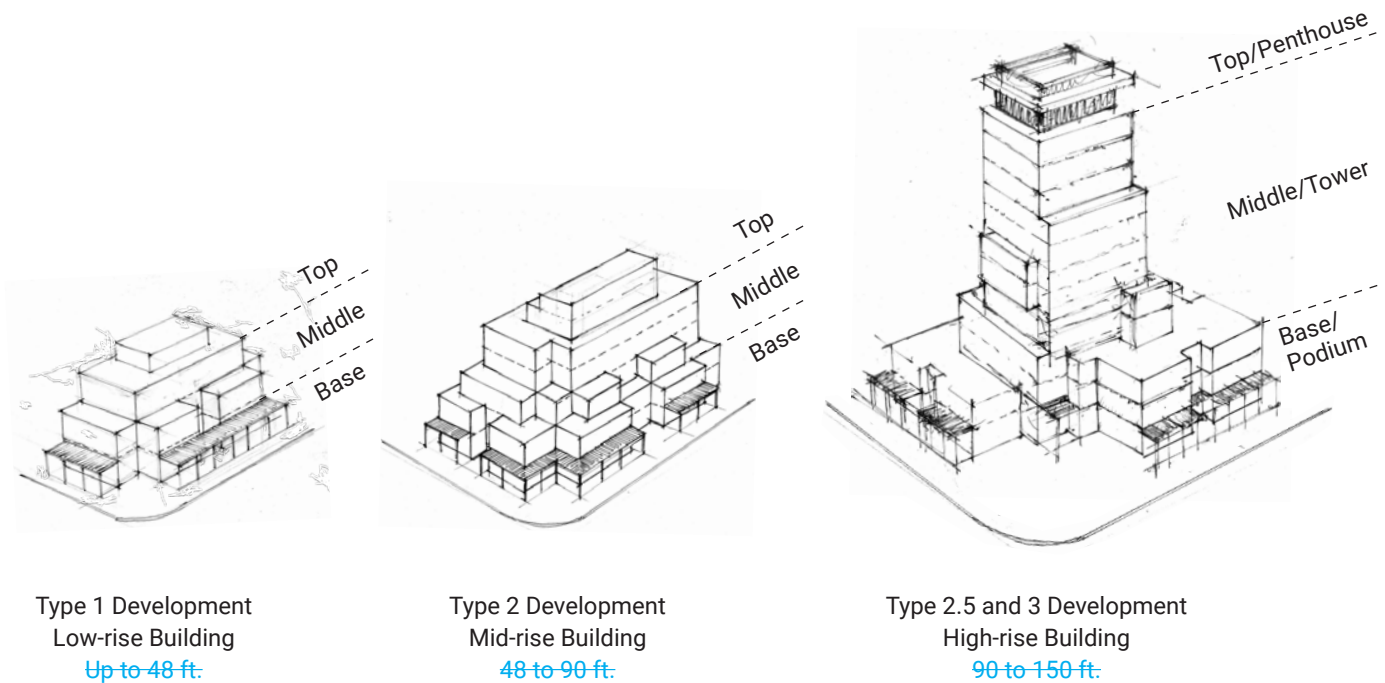


Figure 15 - Subdivide into Base, Middle, & Top to Reduce Apparent Building Size & Mass

(Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

All Development Types

Top

The top of a building appears visually lighter than the other sections. This could include more window area or the incorporation of more refined architectural detail and material variation.

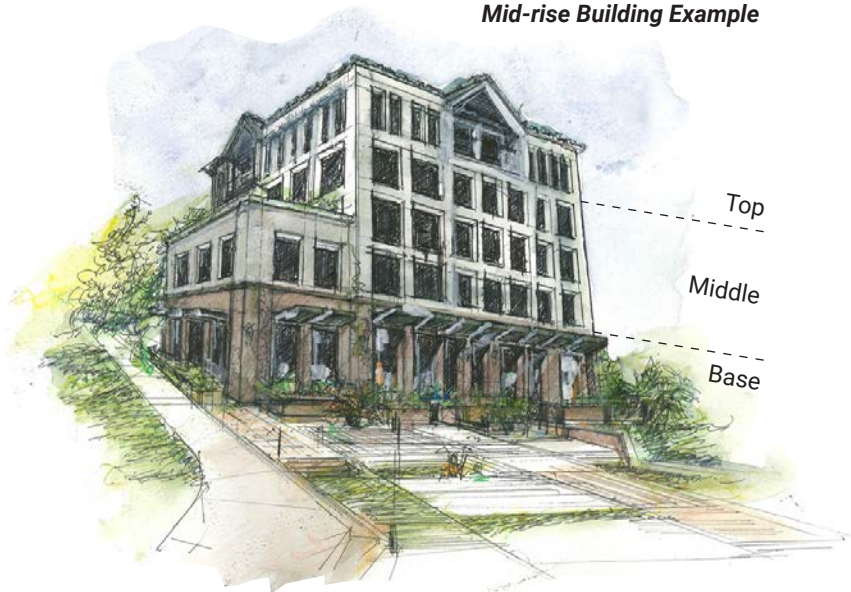
Middle

The middle section of a building consists of solid walls with patterned groupings of windows and other architectural features.

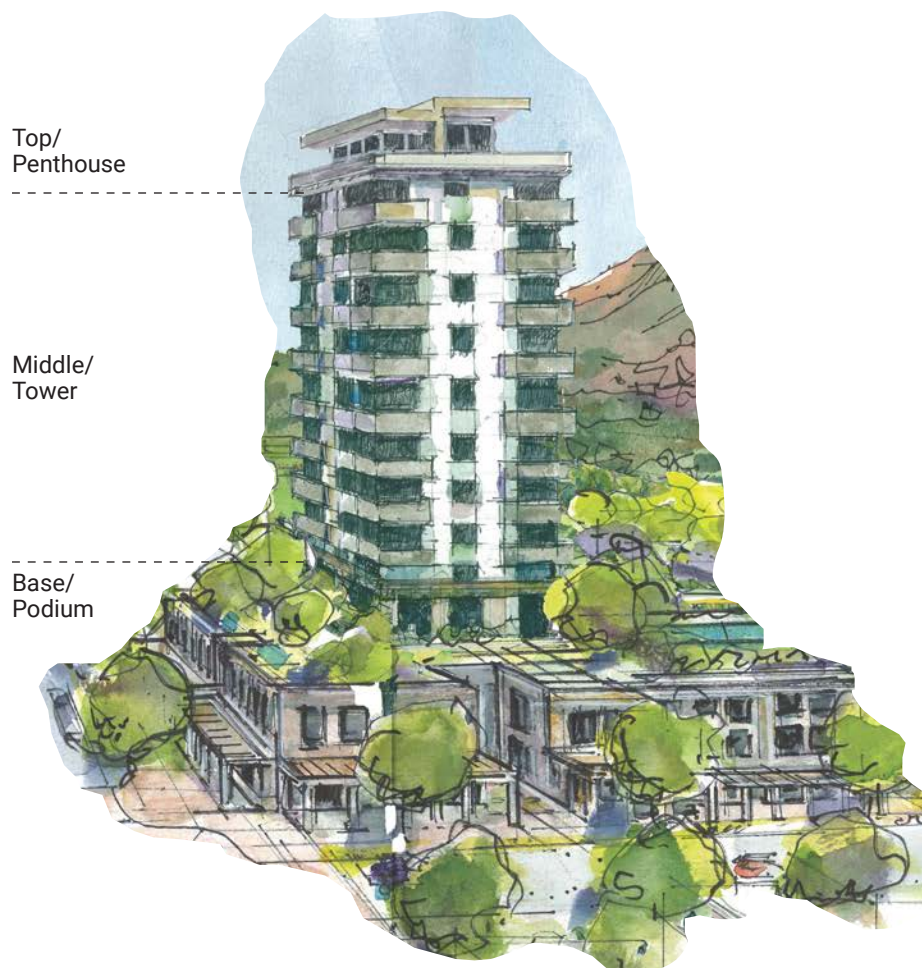
Base

The base of the building has the most visual weight, thus anchoring the building to the ground plane and generating pedestrian interest.

Mid-rise Building Example



High-rise Building Example



Type 2.5 and 3 Development

Top/Penthouse

The top, or penthouse, is the finishing element that defines the building from a distance. It is distinguished from the middle/tower section through stepbacks, enhanced material variation, and/or a unique articulation of building form.

Middle/Tower

The middle, or tower, is the main body of the building that gives the high-rise building its vertical orientation. Different uses will influence tower appearance and overall building identity. An obvious transition from the base is provided through stepbacks, articulation of wall patterns, shade elements, and/or balconies.

Base/Podium

The base, or podium, visually supports the tower and responds to the design of surrounding buildings and the pedestrian context. Incorporation of a ground-level arcade, frequent entrances, heavier materials, wainscot, and other base treatments all contribute to the appearance of the base anchoring the entire structure to the ground.

Figure 16 - Subdivide Long Walls & Horizontal Building Mass

Subdivide long walls and horizontal building mass by incorporating building breaks, off-sets, recesses, and/or horizontal wall plane projections so that an elongated development pattern is physically and visually segmented.

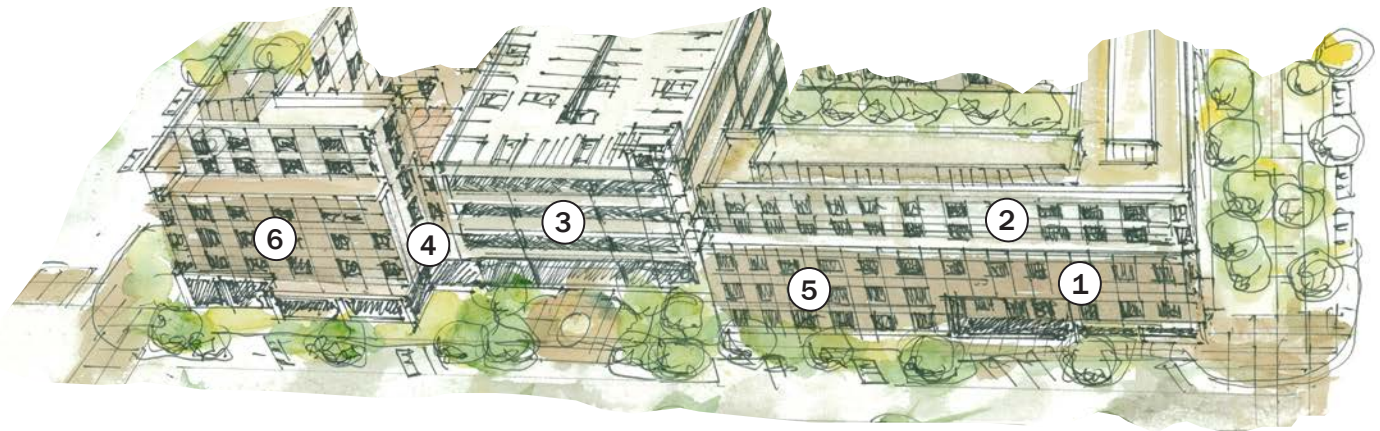
ENCOURAGED - Building and Site Design Features

- 1 - Building mass tapers away from the street with setbacks and stepbacks
- 2 - Varying building height and movement of the horizontal wall plane subdivide the building into smaller components
- 3 - Recessed and projecting balconies, recessed windows, and material variation break up the long, horizontal building mass
- 4 - Building spacing allows pedestrian access and views to interior block at 100- to 300-foot intervals



DISCOURAGED - Building and Site Design Features

- 1 - Walls are long, tall, and visually flat
- 2 - Implied stepback from change in materials, rather than physical stepback
- 3 - Parking structure divides units but still maintains a long, horizontal design with little relief
- 4 - Lack of physical break in building impedes pedestrian movement
- 5 - Monotonous window pattern lacks variation
- 6 - Building lacks recesses and projections, changes in the horizontal wall plane, and architectural features such as balconies and arcades



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.
- 14.2 Distinguish the middle/tower component from the base/podium with a pronounced stepback from the base/podium edge. Articulate the middle/tower mass by incorporating projections, recesses, and other architectural features that provide scale and create strong, pronounced patterns of light and shadow to visually define the middle/tower.
- 14.3 Design the top/penthouse as a signature building element distinguished for its refined detail, enhanced material variation, and increased window area. Articulation of the top/penthouse defines the building from a distance, and makes a contribution to the quality and character of the Old Town skyline.
- 14.4 Provide horizontal separation between high-rise towers to maximize views, minimize shadowing, and maintain access to light and air. Consider a minimum spacing between high-rise towers that is a distance of 1/2 the height of the tallest building within the development site and/or surrounding context area.
- 14.5 Consider the potential for roof-top project amenities, such as common area, green roof development, and recreation facilities. Give special consideration to the orientation of the building, shadowing, and sensitivity of adjoining land uses with respect to amenity location and roof-top design.
- 14.6 Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is more than three times greater than the building width.
- 14.7 Utilize high-rise building design and placement to support and reinforce Old Town wayfinding.

Figure 17 - Multiple High-Rise Towers - Horizontal Separation, Placement, & Base/Podium

Maintain spacing between towers to maximize views, minimize shadowing, and retain access to light and air. High-rise towers with a defined base/podium provide a unified design and anchor the development site to the ground plane.



- 1 - Recommended spacing between high-rise towers is a distance of $1/2$ the height of the tallest building within the development site and surrounding context area
- 2 - Tallest building within the development site
- 3 - Spacing maximizes views
- 4 - ENCOURAGED - Base/podium visually anchors the high-rise towers to the ground plane
- 5 - DISCOURAGED - High-rise towers without a base/podium component, that are "free-floating"
- 6 - DISCOURAGED - Distance between high-rise towers is less than $1/2$ the height of the tallest building within the development site and surrounding context area

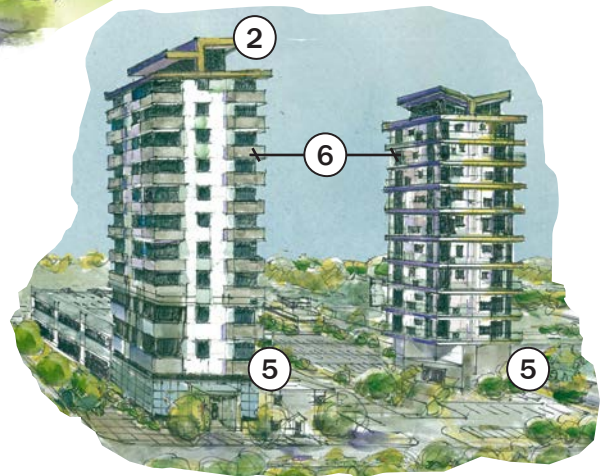


Figure 18 - Utilize Compact Floorplates in High-Rise Design



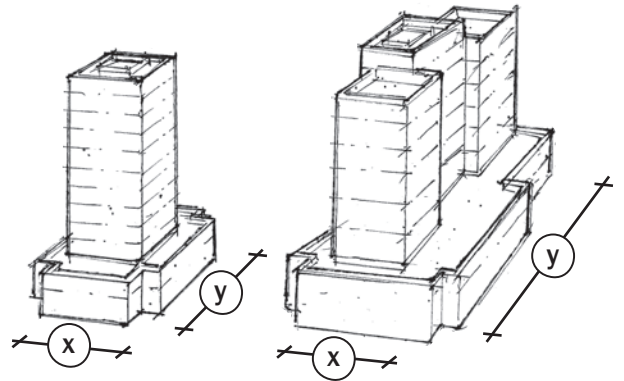
ENCOURAGED - High-rise tower with compact floorplates. Compact floorplates minimize shadowing while accenting and framing views.



DISCOURAGED - High-rise tower with elongated floorplates greater than three times the building width. Elongated floorplates cast wide and long shadows and block, rather than frame, views.



Alternative Option - High-rise tower with a floorplate where the length is less than three times the building width. Roof-top amenities, such as the green roof common area on the podium deck noted above, are encouraged.



Floorplate Diagram - High-rise tower floorplates where the length (y) is less than or equal to three times the building width (x) allow for variety in the use of the building and its massing.

Figure 19 - High-Rise Buildings & Wayfinding
High-rise buildings can frame streets, gateways, and vistas.



High-rise buildings can influence the identity of a neighborhood, district, or park.

A high-rise building can serve as a landmark and a point of orientation.

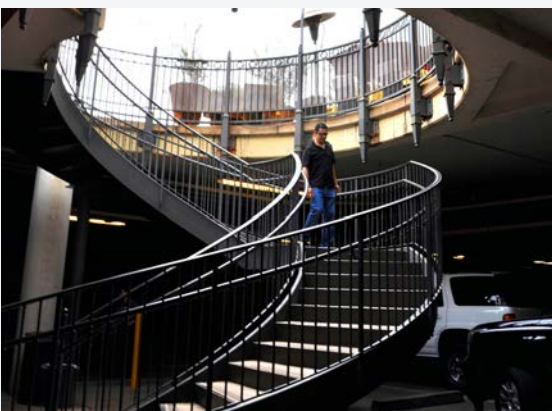




Minimize the apparent mass of a parking structure through building design and architectural features, stepbacks, and building articulation.



The corner of this parking garage is articulated as a stair tower giving the structure the appearance of a building.



Underground parking design that provides natural light and air.

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.

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

- Reduce the apparent mass of a parking structure by stepping back upper levels;
- Delineate sections in the building design;
- Articulate corners;
- Recess or offset the wall plane horizontally;
- Design stair and elevator towers as distinct, taller masses, that intersect and balance with the horizontal emphasis of the structure while also orienting users to a point of entry; and,
- Internalize ramps to minimize the angular geometry of the structure.

15.3 When parking must be located adjacent to public areas, incorporate architectural features such as a rhythm of wall-mass to window-openings or variations in colors, materials, and textures to minimize the visual identity of an above-grade parking structure and disguise its basic structural components.

- 15.4 Design podium parking and ground floor levels of above-grade parking structures to incorporate active commercial or residential space, human-scaled elements, and design features.
- 15.5 Locate at-grade and above-grade parking facilities at the rear or interior portions of a site to minimize their visual impacts. When possible, provide vehicular access to these facilities from alleys, side streets, or private drives.
- 15.6 When parking must be located along the street, minimize the frontage by orienting its short dimension along the street edge and treat frontage appropriately.
- 15.7 Design the portions of above-grade parking structures adjacent to residential areas to maintain the rhythm and pattern of the overall architectural design, while minimizing openings to avoid noise and light transmission directed toward residences.



ENCOURAGED - Locate at- and above-grade parking facilities at the rear or interior portions of a site.



A single parking bay incorporated into the building design, and internal to the site, beneath the second floor.

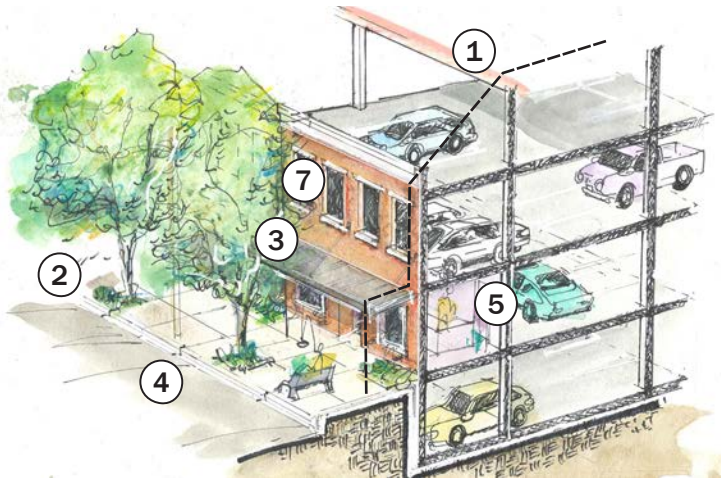


DISCOURAGED - Podium parking with no active uses at the street level.

Figure 20 - Structured Parking

ENCOURAGED - Structured Parking - Active Street Level Use

Incorporate active uses at the ground floor of parking structures at the street level to enhance the pedestrian experience.

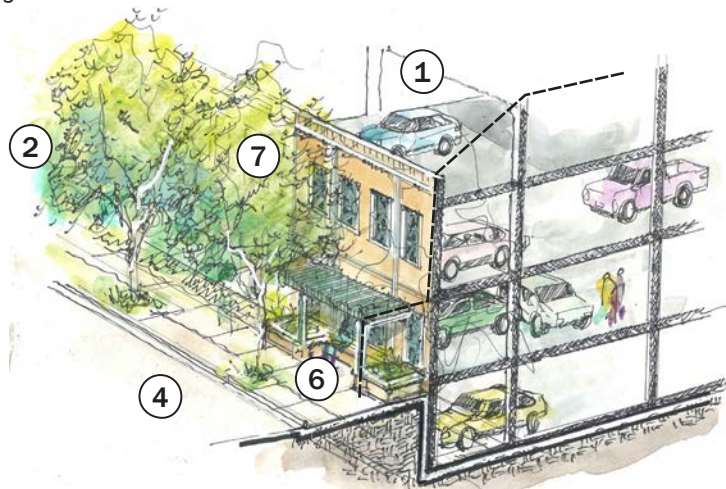


Parking Structure Design Features

- 1 - Structure steps away from the street
- 2 - Street trees/plantings separate pedestrians from the street and traffic
- 3 - Architectural treatment with active use at street level
- 4 - Street frontage of the parking structure is minimized
- 5 - Commercial frontage or other active use with parking behind
- 6 - Architectural treatment, no active use at street level
- 7 - Punched windows incorporate decorative metal window screens

Possible Alternative - Structured Parking - Enhanced Pedestrian Frontage

Apply architectural treatments to the parking structure and incorporate pedestrian amenities such as landscaping, architectural shade, and seating areas.



DISCOURAGED - Structured Parking - Inactive Pedestrian Frontage

Location of planting strip, sidewalk, and building frontage are inconsistent with Old Town urban design goals. The design of the structure lacks a human scale and contributes little to the pedestrian environment.

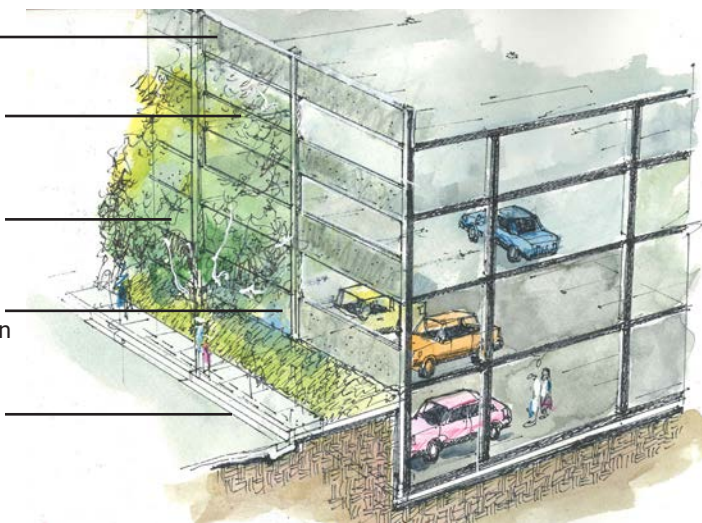
Massing is vertical, with no setbacks

Surrounding uses are exposed to intrusive night time lighting

Planting strip behind the sidewalk shades the structure and not the pedestrian sidewalk

Monotonous horizontal banding and the absence of active uses disrupts the pedestrian experience

Sidewalk adjacent to curb, with planting strip behind, creating a negative pedestrian experience



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.
- 16.4 Within the Downtown Core, provide either a continuous building edge with covered walkway or a shallow courtyard behind a covered walkway.
VERTICAL SUPPORT ELEMENTS SHOULD BE LOCATED OUTSIDE OF PEDESTRIAN CLEAR WIDTHS.
- 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.



Similar floor-to-floor heights and the alignment of architectural features help define the visual continuity of an area.



Similar roof forms help to align separate storefronts.



Covered walkways with shallow courtyards provide both visual continuity and interest.

Figure 21 - Architectural Elements & Features that Fit with the Surrounding Context

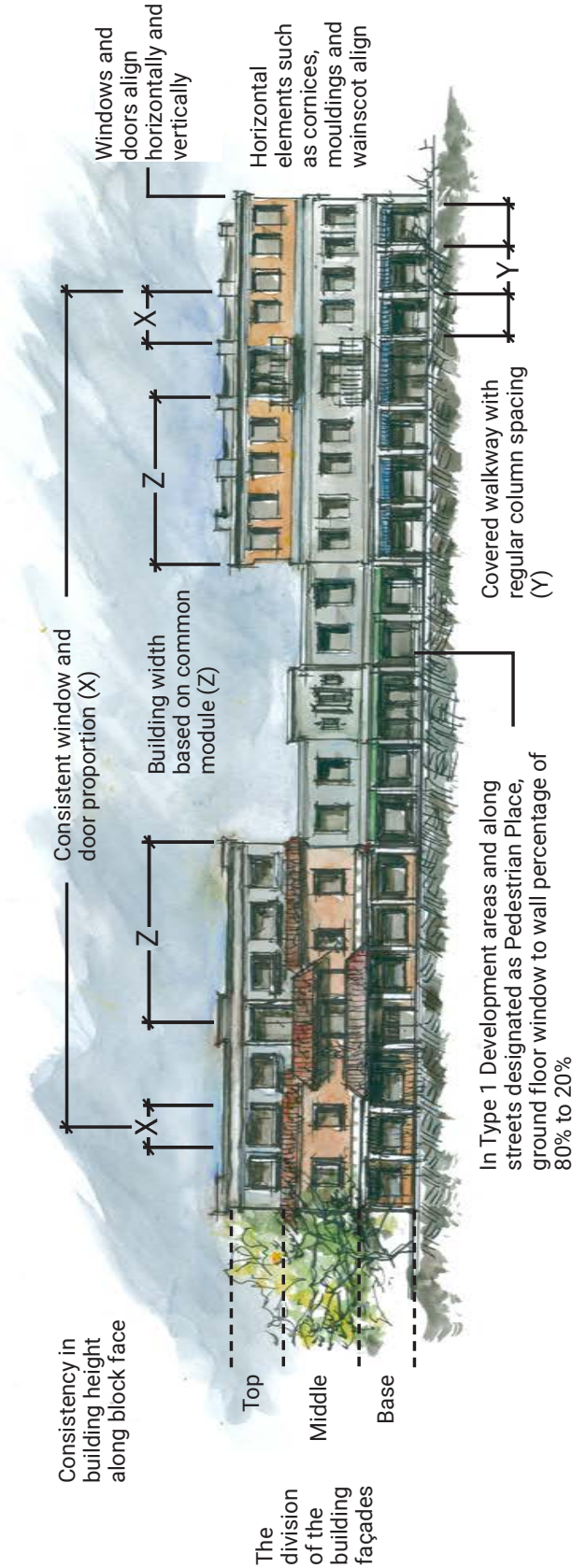
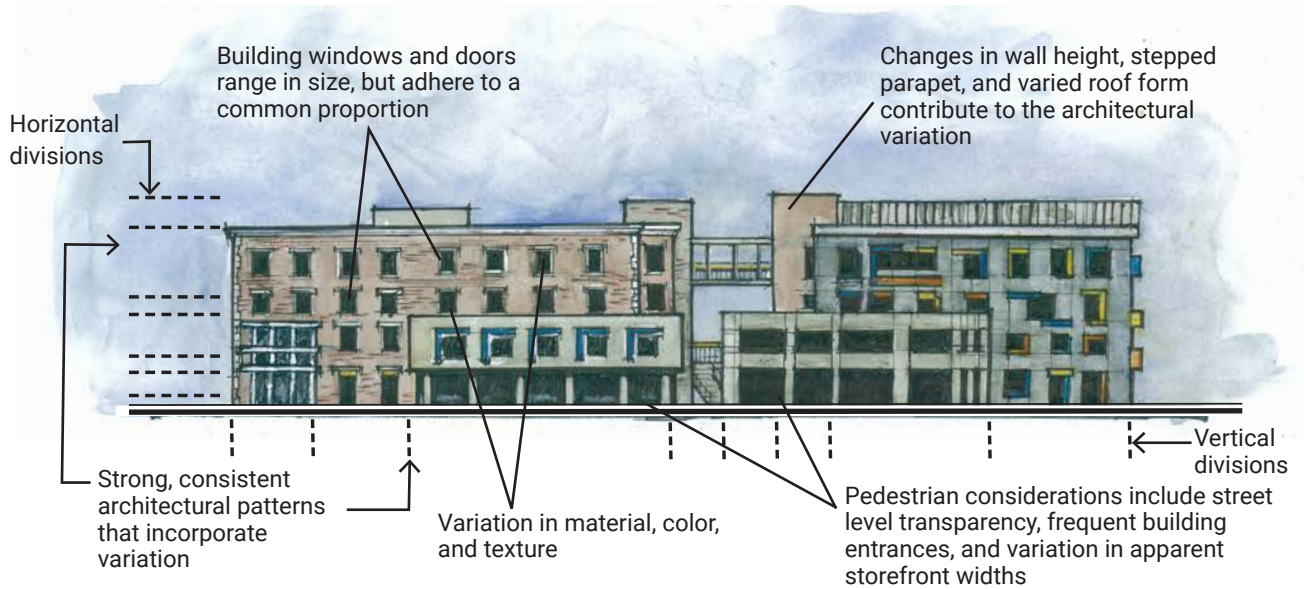


Figure 22 - Building Proportions

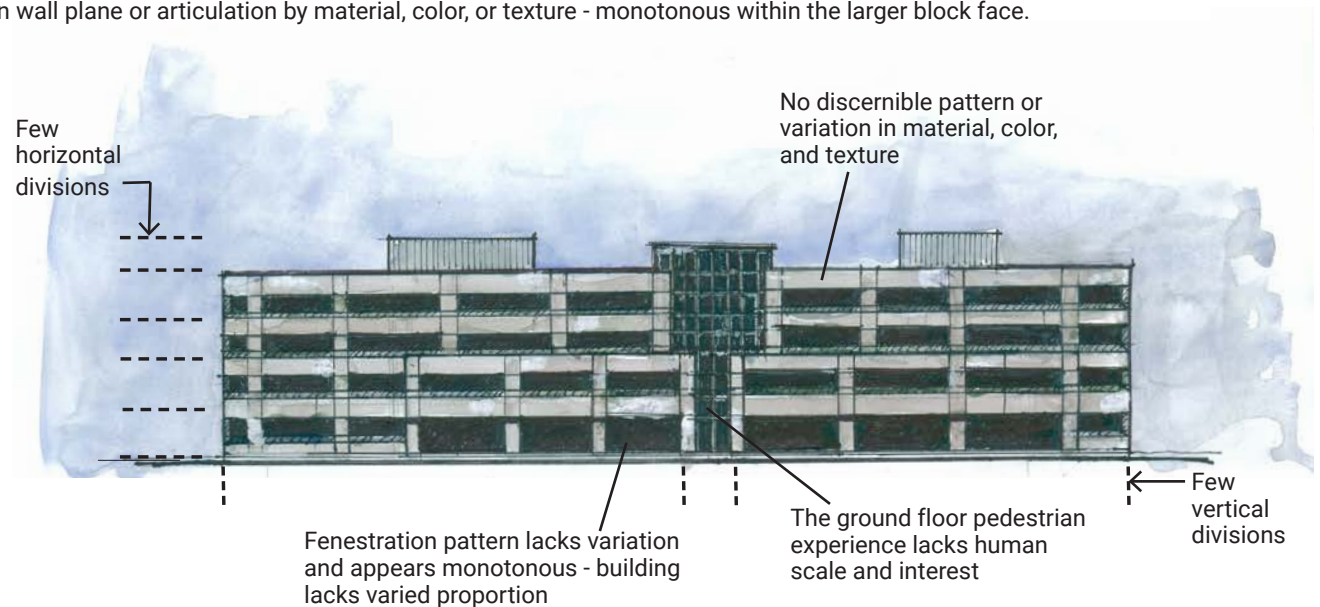
ENCOURAGED - Varied Building Proportions

More complex patterns of solid and void, compatible colors and textures, and recessed and projecting building articulation all contribute to the architectural variation.



DISCOURAGED - Repetitive Building Proportions

The dominant horizontal banding of the building makes it appear as a singular, monolithic mass, without changes in wall plane or articulation by material, color, or texture - monotonous within the larger block face.



CONTINUOUS CANTILEVERED AWNING WAS MOVED TO PREFERRED FROM ALTERNATIVE.

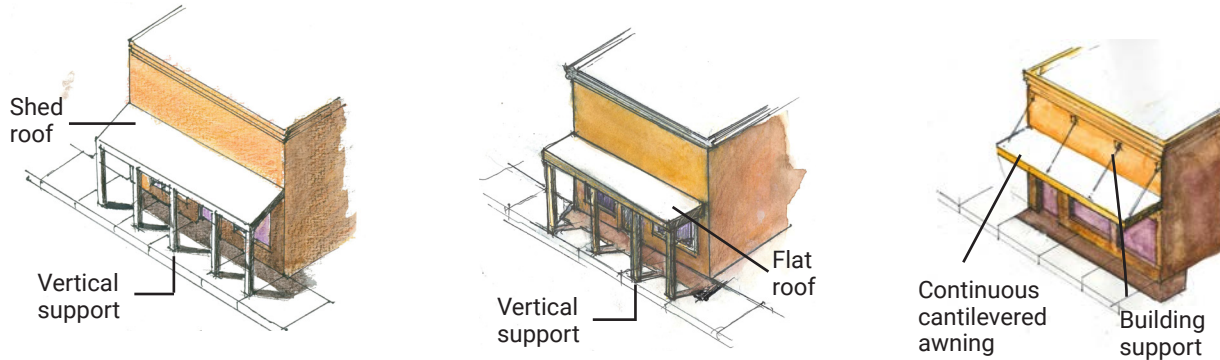
SECOND STORY BALCONY OR GALLERY WAS MOVED TO "ALTERNATE OPTIONS" WHEN LOCATED ON PRIVATE PROPERTY.

Figure 23 - Covered Walkways

Covered walkways are an important part of Scottsdale's architectural heritage, providing an aesthetic identity to Old Town. Covered walkways provide pedestrian shade and shelter from the elements; shade to building walls, windows, and other openings; and, they strengthen the architectural aesthetics of a building by visually anchoring it to the ground plane.

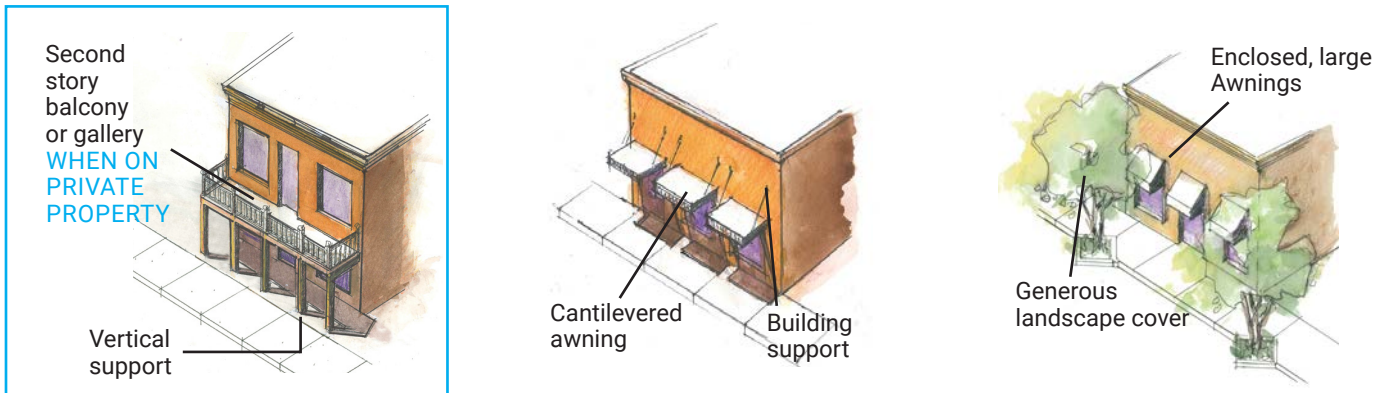
Preferred in Downtown Core, Encouraged in all other Old Town Areas.

Traditional covered walkways are the most common and preferred in the Downtown Core.

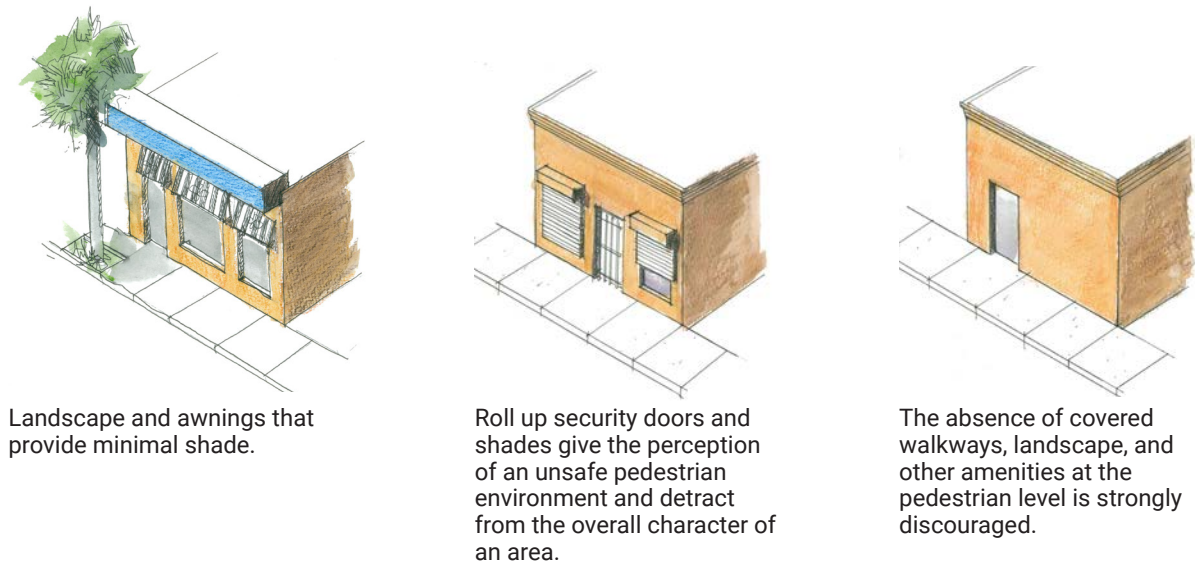


Alternative Options - All Other Old Town Areas

Other forms of covered walkways such as recessed or cantilevered may be considered when appropriate for certain architectural styles or where necessary due to constraints within the street-space.



DISCOURAGED - All Old Town Areas



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.

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

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



75% building transparency, Type 1 Development.



50% building transparency, Type 1 Development.



Frequent building entrances every 30-50 feet help to minimize blank walls and other dead spaces. Type 2 Development depicted.



ENCOURAGED - Use of materials with coarse texture and colors associated with the desert southwest further define Old Town's sense of place.



ENCOURAGED - Use of a limited number of materials often provides for less complicated, more appreciated, and visually appealing architecture.



DISCOURAGED - The mirrored glass clad building lacks transparency, causes glare, and does not project a desert southwest character or sense of place.

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 **THE MAIN COLOR OF A BUILDING SHOULD** emphasize muted desert colors, ~~(Main Color)~~. **TYPICALLY, BUILDING COLORS SHOULD** ~~having~~ **HAVE** 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~~ **SHOULD** 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.



ENCOURAGED - Change in material and color occur with a change in horizontal wall plane.



ENCOURAGED - Brick, the heaviest material within this building's design palette, anchors the structure to the ground plane.



DISCOURAGED - Stacked stone abruptly transitions to smooth stucco, with no horizontal change in wall plane, highlighting the simulated nature of the material.

A wide range of colors and color combinations are possible in downtown design. Consider both the colors of natural materials as well as applied finishes, such as paint or stain, in developing color schemes. The main color of a building is to be the most prominent. Utilize lighter and darker colors, or colors of greater or lesser intensity/saturation, as accents. Examples of buildings that meet Old Town color specifications are illustrated below:



Retail development, northeast corner of Scottsdale and Camelback Roads.

	Color Name	LRV	Munsell Value/Chroma
Main Color			
1 -	Gum Leaf F 8164	41	6.94/2.42
2 -	Canadian Lake DE 6340	30	6.00/2.00
Accent Color			
3 -	Melted Copper DE5244	NA	Scale does not apply to accents
4 -	Butterscotch Syrup DE 5298	NA	Scale does not apply to accents



5th Avenue public parking garage.

	Color Name	LRV	Munsell Value/Chroma
Main Color			
1 -	Palomino Davis F 5447	28	5.90/7.20
2 -	Autumn Blush DE 5298	39	6.70/5.50
Accent Color			
3 -	Stucco Tan DE 6205	NA	Scale does not apply to accents



Old Town street frontage.

	Color Name	LRV	Munsell Value/Chroma
Main Color			
1 -	Mother Earth DE 5178	15	4.47/7.03
2 -	Briar Berry DE 7876	40	5.90/1.90
Accent Color			
3 -	Mesa Red DE T430	NA	Scale does not apply to accents
4 -	Drifting Downstream DE T605	NA	Scale does not apply to accents

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HISTORIC OLD TOWN DESIGN DISTRICT



Corresponding to the original town plat, the area known today as Historic Old Town is generally located between Indian School Road on the north, Second Street on the south, Brown Avenue on the east, and Scottsdale Road to the west. Historic Old Town is one of the areas that make up the Downtown Core (TYPE 1), and it embodies Scottsdale's historic legacy as the "West's Most Western Town". Although not a formally designated historic district, Historic Old Town has one of the highest concentrations of individually designated historic buildings found in the community. Despite its small size, the impact of Historic Old Town on community character has been significant.

This section presents specific design guidelines for the Historic Old Town Design District - an area which includes Historic Old Town and a small portion of the Scottsdale Arts District west of Scottsdale Road (See Map 34 - Historic Old Town Design District). This specific boundary includes the character defining buildings indicative of the frontier town-/Western design character and captures the identity of this area of the downtown. The following guidelines are established to help ensure that Historic Old Town's architectural and urban design attributes are maintained and strengthened.

HISTORIC OLD TOWN DESIGN DISTRICT URBAN DESIGN OBJECTIVES

The Old Town Scottsdale Character Area Plan and the Old Town Scottsdale Urban Design and Architectural Guidelines establish specific design objectives for the Historic Old Town Design District ~~to help guide how development physically and visually works together to enhance the overall frontier town, Western character in this portion of Old Town. The Historic Old Town Design District is AN AREA~~ distinguished from other areas of Old Town by its frontier town, Western design character. This character was established early in the city's history and it remains an important part of Scottsdale's identity and sustained success as a major tourist destination. The Historic Old Town Design District design objectives include:

- *Maintain the frontier town, Western character of Historic Old Town.*
- *Retain historic assets, and other buildings, that substantially contribute to the frontier town, Western character.*
- *Reinforce the frontier town, Western character through arid landscape design.*
- *Provide wooden covered walkways on Historic Old Town streets to reinforce area character.*
- *Respect the design integrity of Historic Old Town by providing appropriate urban design and architectural transitions between Historic Old Town and adjoining projects.*

STYLE GUIDE: FRONTIER TOWN, WESTERN CHARACTER

The Historic Old Town Design District is recognized as a specialty district under the Old Town Scottsdale Urban Design and Architectural Guidelines, so as to protect and strengthen the area's unique character. Whereas the majority of buildings in the district exhibit the desired frontier town, Western character, a limited number of other buildings exhibit different but compatible architecture. When experienced together, the overall effect gives **HISTORIC** Old Town an authentic quality.



To assist with the design of buildings within and adjoining the Historic Old Town Design District, a summary and examples of desired frontier town, Western character have been provided. The following resources within this document are intended to convey the existing urban and architectural design character of the Historic Old Town Design District:

- *Historic Old Town - Character Defining Buildings Map (Page 71)*
- *Historic Old Town Character Defining Buildings Compendium (Appendix)*

58

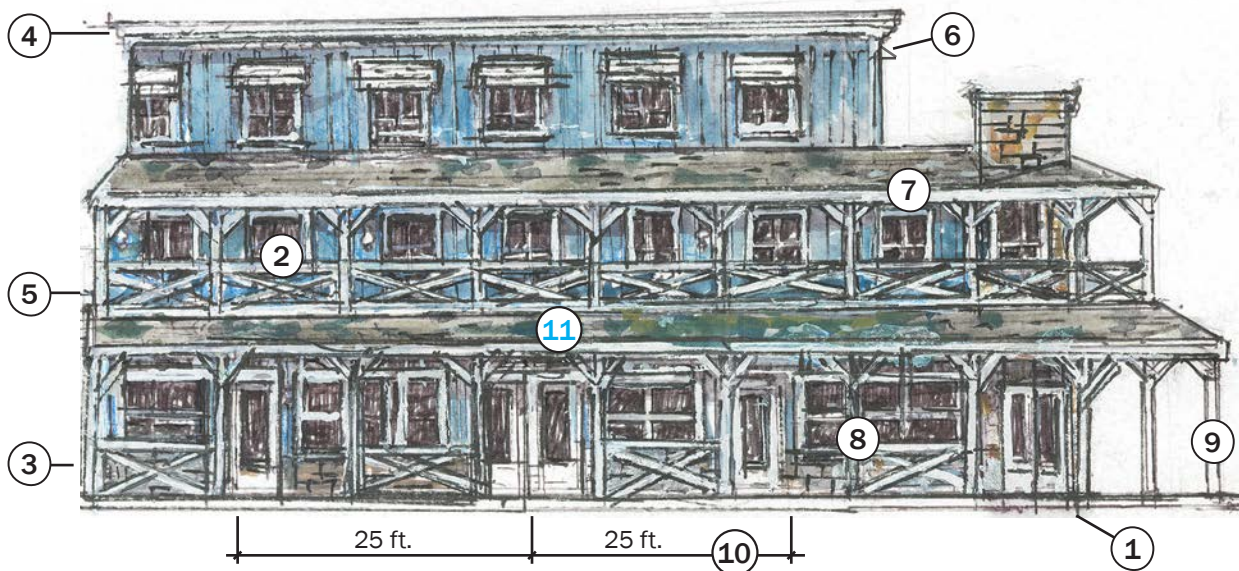
BUILDING DESIGN

HOT 1. Reinforce the frontier town/Western character of Historic Old Town through architectural design.

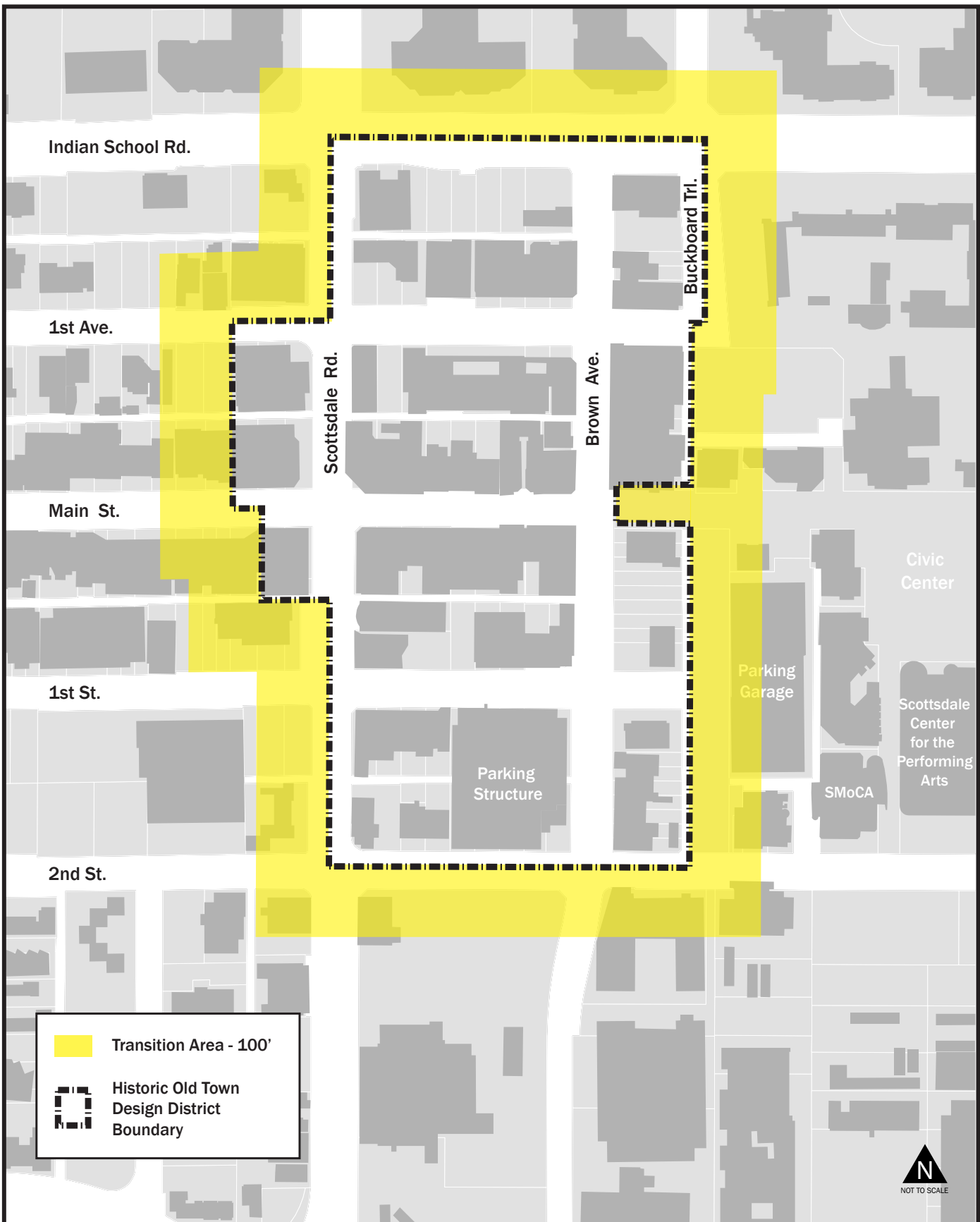
Simple building form, covered walkways, wood frame windows and doors, board and batten siding, and other architectural details associated with the Old West contribute to the frontier town/Western character of Historic Old Town.

HOT 1.1 Incorporate architectural elements and design details that contribute to the frontier town/Western character of Historic Old Town.

Figure 24 - Historic Old Town Frontier Town/Western Elements & Design Details



- 1 - Flat and partial shed roof covered walkway with wood shake shingles and vertical support columns spaced at 10 to 15 ft.
- 2 - Western cross-brace railing design with mesh behind
- 3 - Natural stone building base with board and batten wood siding above
- 4 - Western cornice detail
- 5 - Contrasting white paint scheme emphasizing building details
- 6 - Kick-brace window awning with wood shake shingles
- 7 - Shed roof covered terrace with wood shake shingles
- 8 - Operable and fixed wood-frame windows and doors featuring mullions, muntins, and Western pediment detail
- 9 - Western style light fixtures, hardware, and site elements
- 10 - Frequent building entrances and shingle signs beneath covered walkway
- 11 - **TRADITIONAL SHED-STYLE COVERED WALKWAY**



This map depicts the 100' transition area surrounding the Historic Old Town Design District. Incorporate architectural forms, materials, and elements that best demonstrate the frontier town/Western character of Historic Old Town into transition area building design.

Notice: This document is provided for general information purposes only. The City of Scottsdale does not warrant its accuracy, completeness, or suitability for any particular purpose. It should not be relied upon without field verification. Map not to scale.

HOT 1.2 WAS MOVED TO GUIDELINE 12, PAGE 35. SUPPORTING GUIDELINES TO BE RENUMERATED.

- HOT 1.2** Reinforce the architectural continuity and character found within the Historic Old Town Design District, in the design of buildings that are located within the 100' transition area adjacent to the design district boundary.
- Design transition-area buildings to be compatible with, yet differentiated from, Historic Old Town architecture. Incorporate architectural forms, materials, and elements that best demonstrate the frontier town, Western character of Historic Old Town into transition area building design.
 - Utilize building form as the primary method to make scale and height transitions of Type 2 and Type 3 developments within the 100' transition area adjacent to the Historic Old Town Design District. Locate the lowest portions of these Type 2 and Type 3 developments at the Historic Old Town Design District boundary.
- HOT 1.3** Design buildings with a gable, flat or shed roof.
- Include a false front or parapet with Western details in conjunction with flat and shed roof design.
 - Design gable roofs with a singular ridge at the center, running perpendicular to the front wall. The gable roof form may be used with or without a false front or parapet.
 - Incorporate parapet heights that are proportionate to the scale of the building and similar in height to others on the same block. Fully screen roof-top mechanical equipment with parapets.

Figure 25 - Historic Old Town Architectural Design

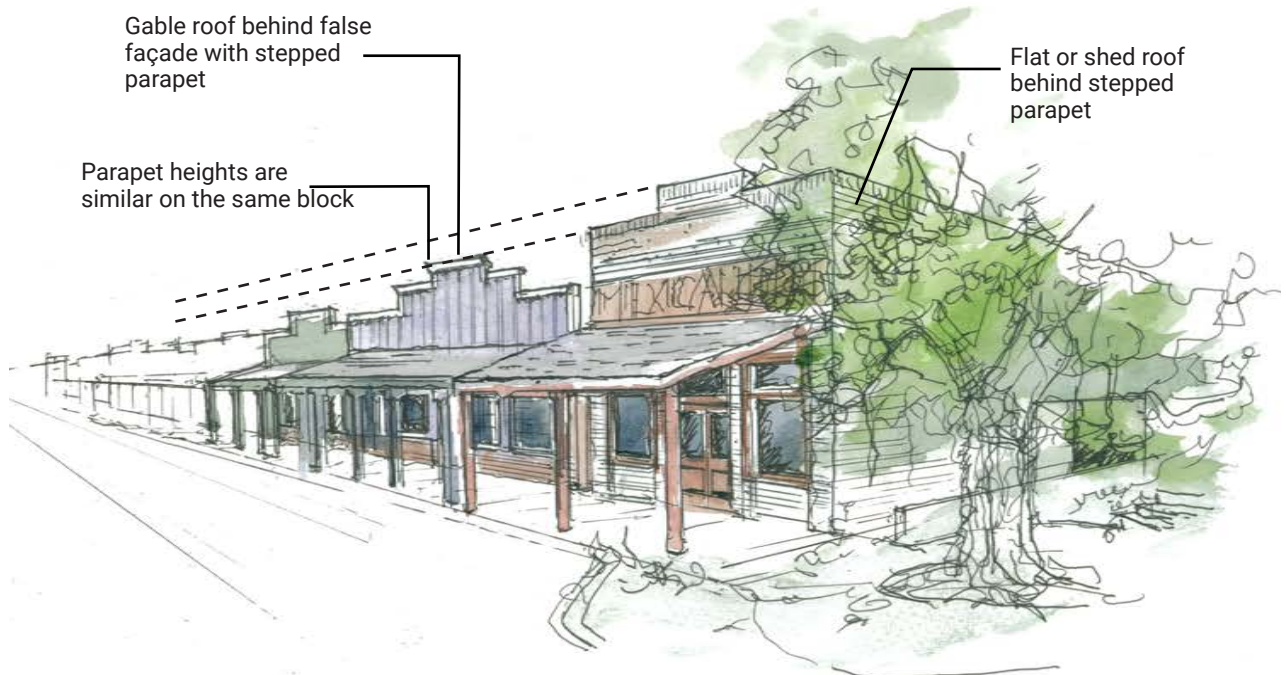
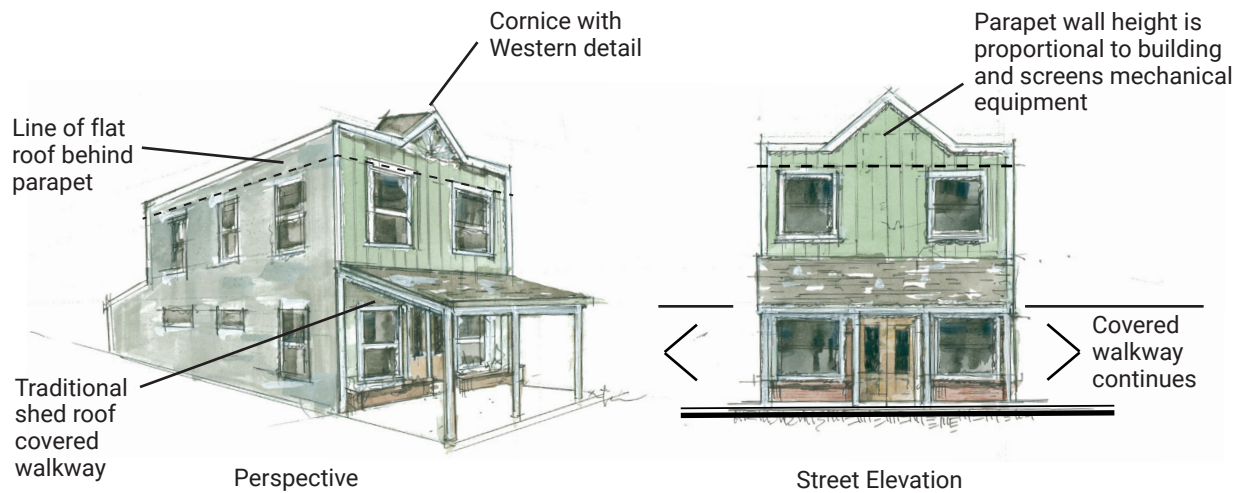


Figure 26 - Historic Old Town Building Form - Roofs

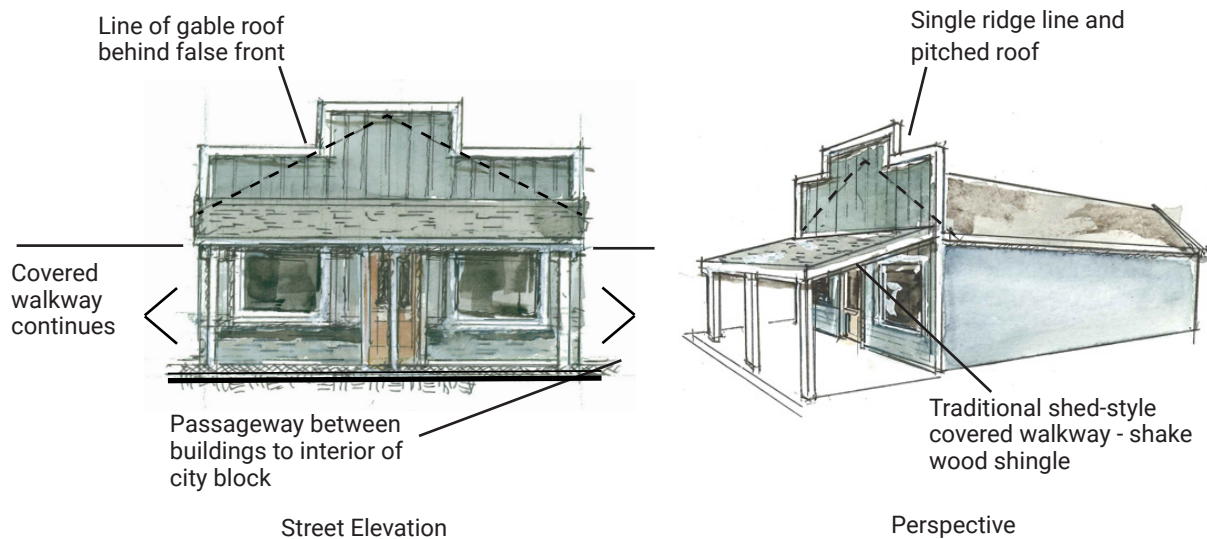
Building Form - Flat Roof

Two-story building - flat roof with parapet



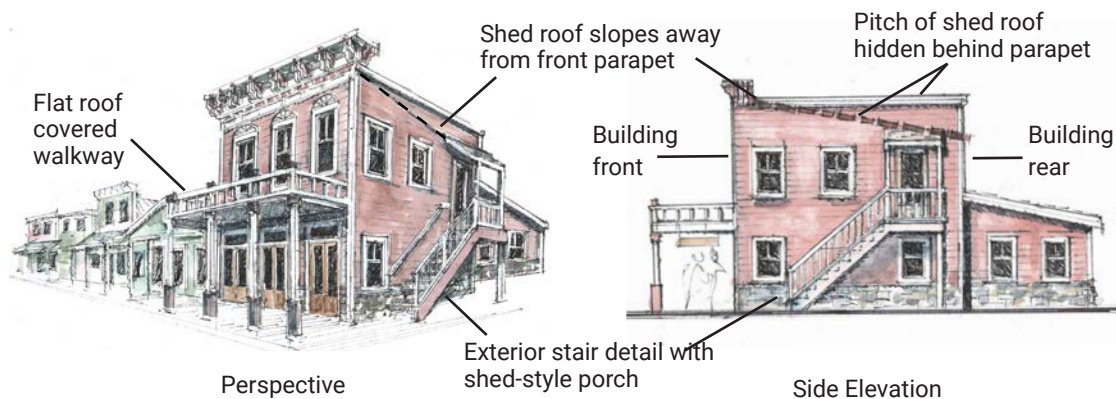
Building Form - Gable Roof

One-story building - gable roof form with false front stepped parapet



Building Form - Shed Roof

Two-story building shed-style roof behind parapet false front



HOT 1.4 Design two- and three-story buildings to maintain the low, human scale of Historic Old Town.

Figure 27 - Historic Old Town Building Form - Two- & Three-Story

The three-story corner building shown below illustrates some of the building features that maintain the low, pedestrian scale of the Historic Old Town Design District. These features include:

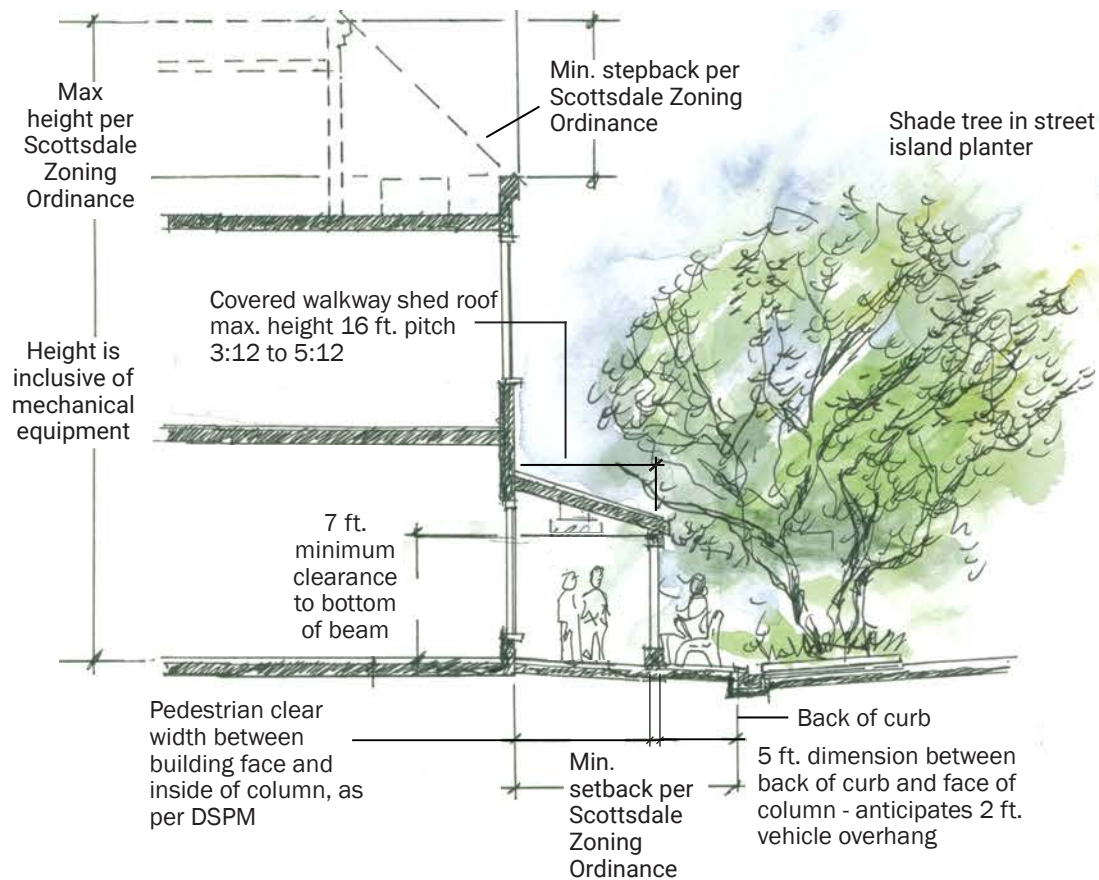


- 1 - Building length less than 75 ft.
- 2 - Terraces, balconies [ON PRIVATE PROPERTY](#), and covered walkways
- 3 - Third level building setback
- 4 - Maximum building height - 40 ft.
- 5 - Building mass is divided into base, middle, and top sections (refer to Guideline 13.1)

HOT 1.5 Design covered walkways on a single building to include the following features:

- Shed or flat roof form, maximum height of 16 feet
- Wood post and beam support structure - **LOCATED SO NOT TO IMPEDE PEDESTRIAN CLEAR WIDTHS**
- Square, rectangular, or round wood column supports
- Column cross sectional area of less than 1 sq. foot
- Columns spaced at a minimum of 10 feet and a maximum of 15 feet on-center
- Wood shake shingles
- Eight-foot walkway width

Figure 28 - Historic Old Town Shed Roof Covered Walkway Cross-Section



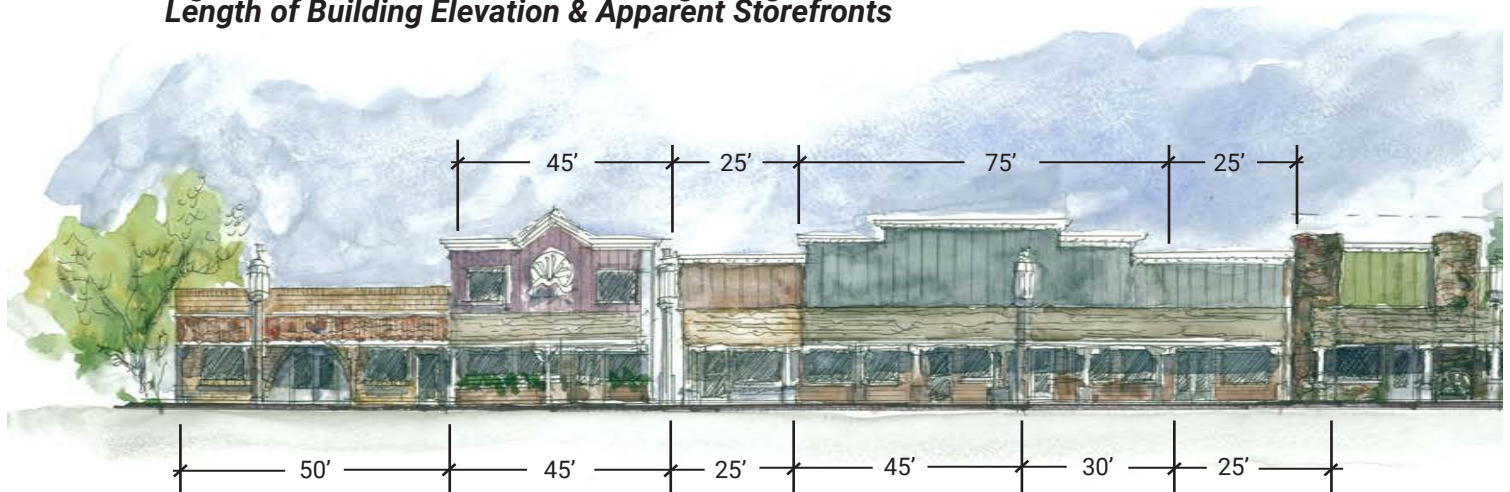
STOREFRONT DESIGN

HOT 2. Design building storefronts for merchandise display and pedestrian appeal.

HOT 2.1 Maintain a running building elevation of no more than 75 feet.

HOT 2.2 Provide at least one storefront entrance per building, with a maximum separation between entrances of 50 feet.

Figure 29 - Historic Old Town Building Design - Length of Building Elevation & Apparent Storefronts



Building Length

Building elevations that exceed 75 feet in length are discouraged.

Storefront Width

The width of storefronts on this blockface range from 25 feet up to 50 feet. Dividing the long elevation into multiple storefronts maintains pedestrian appeal beneath the covered walkway.



The clear glass windows of this retailer are deeply recessed into the stone wall, providing a sense of the wall massing.



This storefront incorporates a traditional style covered walkway, wood-frame windows, and a brick wainscot below board and batten siding. The storefront has multiple entrances and doorways that are recessed as well as decorative, Western details.



Avoid long spatial gaps on street-facing elevations, as depicted. Utilize building design to create visual interest for pedestrians.

HOT 2.3 To provide visual transparency into a building at the street level, design storefronts with clear glass openings equal to fifty to seventy percent (50 - 70%) of the storefront area.

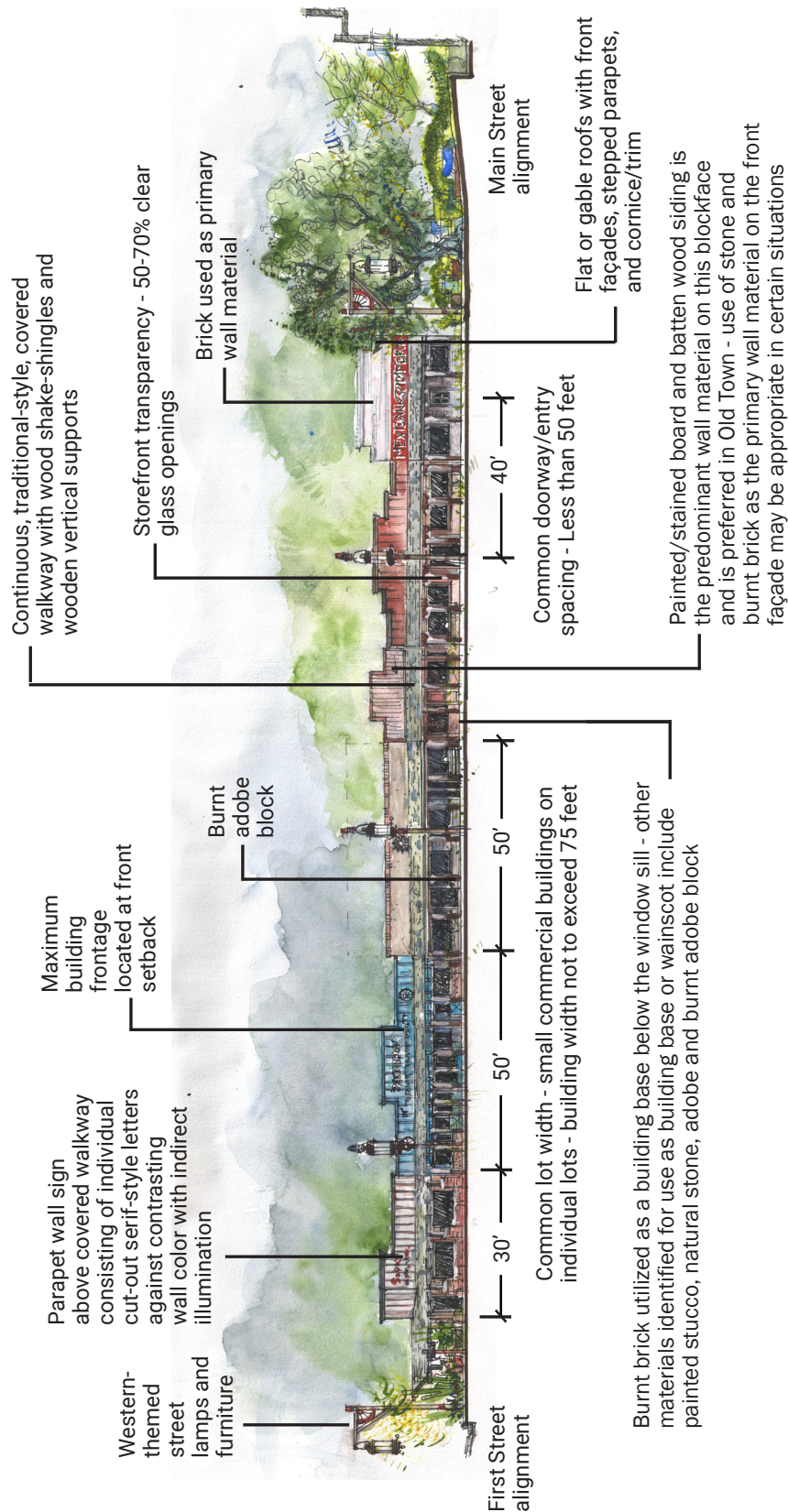
HOT 2.4 Design storefront windows with sills at least 10 inches, but no more than 36 inches above the sidewalk. Maintain at least a ten-inch high, solid kick-plate as the bottom panel of operable, floor to ceiling windows and doors to continue the pattern of building base treatments.

HOT 2.5 Align window sills, headers, brick courses, banding, and other horizontal architectural elements with those of adjoining buildings to increase design continuity and strengthen patterns that unify the block.

HOT 2.6 Utilize a commercial grade, transparent, single or multi-light wood frame door, or other frontier town, Western compatible design, within a solid wall. Whenever possible, install doors so that the threshold is flush with the finished surface of the adjoining sidewalk or exterior walkway for ease of access.

Figure 30 - Historic Old Town: Brown Avenue Elevation

Buildings on Brown Avenue exhibit the frontier town/Western details that help define the Historic Old Town Design District.





ENCOURAGED - Decorative iron work that enhances the building character while introducing an element of security.



DISCOURAGED - Exterior mounted, roll-down, security doors on street-facing storefronts.

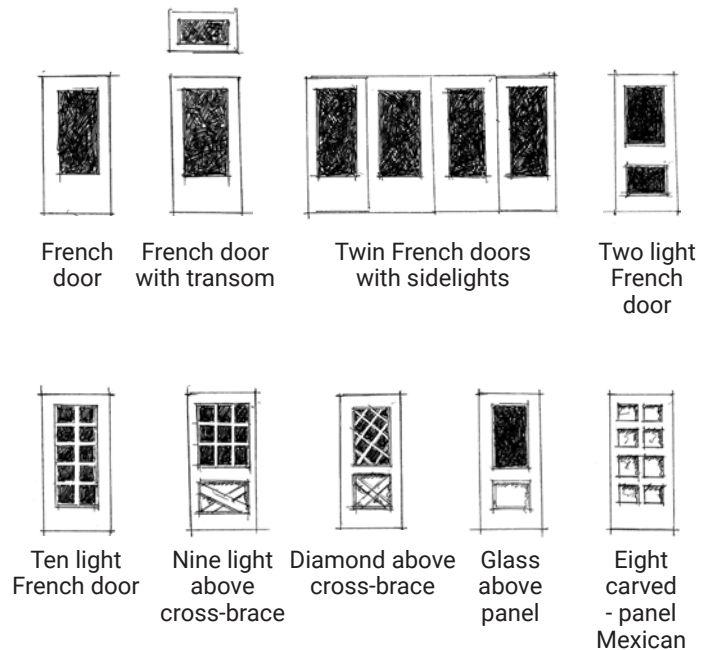
HOT 2.7 Security features that contribute to building design, such as decorative, sculptural, or custom designed grilles and gates, or security barriers internal to the storefront and fully screened during business hours, are encouraged.

HOT 2.8 Exterior-mounted, roll-down security shutters are strongly discouraged on street-facing building façades and storefronts.

HOT 2.9 Exterior-mounted, roll-down security shutters may be considered on other building elevations such as the back of a building that faces an alley or service area.

Figure 31 - Historic Old Town Doorways

Some of the most common door designs used on building storefronts in the Historic Old Town Design District are depicted below.



COLORS, MATERIALS, & SITE FURNISHINGS

HOT 3. Select colors, materials, and site furnishings that reinforce the frontier town;/Western character of Historic Old Town.

- HOT 3.1 Materials with natural or integral coloring are preferred. Avoid painting or staining natural stone and burnt brick, unless previously painted.
- HOT 3.2 Wood, stucco, and concrete surfaces may be protected from the elements and sun exposure through the use of compatible paints, stains, and clear coatings.
- HOT 3.3 Utilize opaque or semi-transparent desert tones for the main color of a building. Accent colors may be darker or lighter in contrast to the main color. Flat finishes are generally preferred.
- HOT 3.4 Design storefronts utilizing colors, materials, and finishes already in use on the block and that are consistent with the desired frontier town;/Western character. Some common materials, material combinations, and color choices used in Historic Old Town buildings include:
- Vertical, board and batten wood siding is the preferred wall material for storefronts. Other styles of wood siding that are consistent with the frontier town;/Western character of the Historic Old Town Design District include tongue and groove, horizontal ship lap, and clapboard wood siding;
 - Stucco - painted or integrally colored, light desert tones, used as a base below the window sill in combination with wood siding above;
 - Adobe or burnt adobe block, burnt brick or irregular-shaped brick, and natural stone; used as a base below the window sill in combination with wood siding above;
 - Building walls, other than storefronts, may include mortar washed concrete block, and painted, stained, or integrally colored concrete masonry units (CMU); and,
 - Stone and burnt brick used as the primary wall material on the front façade may be appropriate in certain situations. Successful examples include historic territorial buildings such as Johnny Rose's Pool Hall, First U.S. Post Office Building, and Farmer's State Bank (See Map 56 Historic Old Town - Character Defining Buildings).
- HOT 3.5 The unit dimensions of materials help establish project scale. In Historic Old Town, materials with smaller scaled units are generally preferred.
- HOT 3.6 Finish stucco surfaces with a steel trowel or sponge float method to provide a smooth or textured surface.
- HOT 3.7 Incorporate Western-style details such as window and door hardware, hitching posts, benches, earthen pots, watering tanks, light fixtures, and swinging doors into building and site design.
- HOT 3.8 Provide broom finish, wood-plank texture pattern or brick-look pavement treatments that are compatible with other pavement applications along the same block face.



This sign features hand-crafted, torch-cut letters, mounted above a stucco-finished adobe wall - an appropriate sign for a historic blacksmith shop.



This sign represents cut-out letters applied to the painted wall surface, indirectly illuminated.



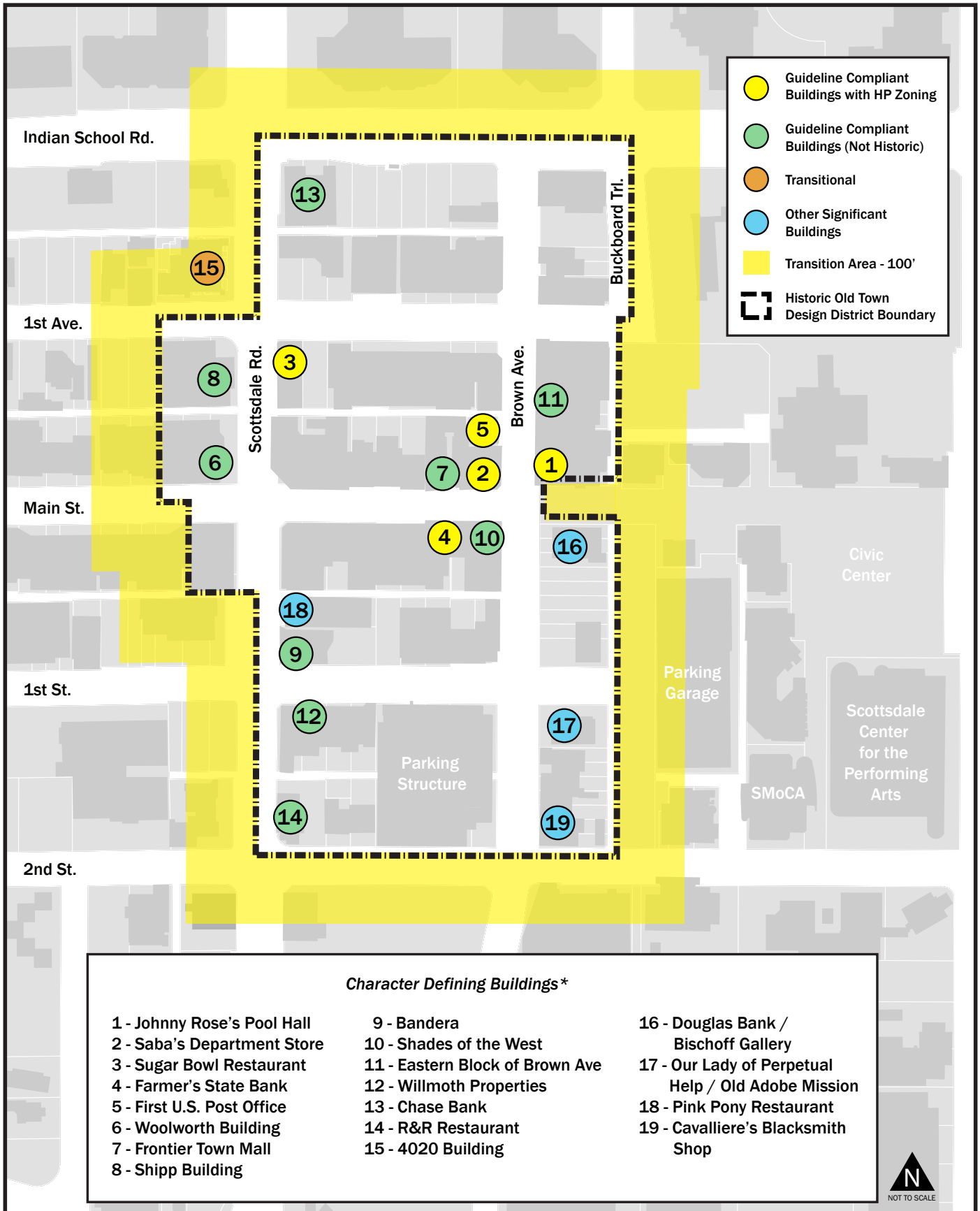
Shingle signs provide an opportunity to communicate business identification and reinforce Historic Old Town character.

SIGNS

- HOT 4. Design signage to be compatible with building architecture and overall neighborhood character.**
(Refer to Article VIII of the Scottsdale Zoning Ordinance)

The frontier town/Western character in Historic Old Town establishes the need for sign design that is simple, hand-crafted, and rustic.

- HOT 4.1** Design parapet wall signs located above covered walkways to be flat to the wall surface, composed of cut-out, bold stroke serif letters or similar Western-style typeface, and illuminated from an indirect, remote source.
- HOT 4.2** Maintain a daylight contrast between sign copy and background of 40 - 70%.
- HOT 4.3** Provide shingle signs under the covered walkway, and install perpendicular to the face of the building at a height no less than seven foot and six inches. Construct shingle signs of wood or rustic metal. Utilize indirect, remote source illumination. This illumination is most often from above, and recessed within, the structure of the covered walkway. Parallel canopy fascia signs and suspended canopies are discouraged.
- HOT 4.4** Illuminated cabinet signs are strongly discouraged in Historic Old Town.
- HOT 4.5** Monument signs are prohibited in Type 1 Development areas and strongly discouraged in other downtown areas.



CIVIC CENTER DISTRICT



The Civic Center District includes lush lawns, public art, large cultural, special, and sporting events, and Scottsdale civic campus, including City Hall, Civic Center Library, City Court, Scottsdale Center for the Performing Arts, Scottsdale Stadium, and the Scottsdale Museum of Contemporary Art.

Civic Center was originally contemplated in the 1964 Scottsdale Town Enrichment Program as one of the City's seven original self-improvement projects - a central location of the City's primary government, cultural, community, and recreational facilities. Most of the civic buildings (City Hall, Civic Center Library, and Scottsdale Center for the Performing Arts) were designed by architect Bennie Gonzales and include distinctive design elements such as Southwestern Native American themes, light desert colors, mortar washed slump block, and obtuse angles. Other buildings within the district often imitate this design - including Mid-Century architectural interpretation of classical Southwestern Native American structures.

The Civic Center primary open space area is the heart of the district, providing active and passive public recreation opportunities, including exercise, areas for reflection, public art, water features, outdoor performance, and small and large special events. Large special events, in particular, occur regularly in the fall, winter, and spring months - contributing to Old Town's vibrant urban environment. As part of the City's open space system, it is connected to adjacent development and the larger downtown via sidewalks, bicycle paths, and the street network.

BEGINING IN 2021, THE CIVIC CENTER PRIMARY OPEN SPACE AREA UNDERWENT A MAJOR UPDATE TO IMPROVE VISIBILITY AND ACCESSIBILITY, CREATE MORE USABLE OPEN SPACE AREAS, AND IMPROVE INFRASTRUCTURE NECESSARY TO MAINTAIN THE AREA AS A MULTIFUNCTIONAL EVENT VENUE.

THE PROJECT WAS COMPLETED IN 2023 AND INCLUDES BOTH LARGE AND INTIMATE PUBLIC SPACES, IMPROVED PEDESTRIAN CONNECTIVITY AND ACCESSIBILITY, PERMANENT EVENT IMPROVEMENTS, AND INCREASED NATURAL AND STRUCTURAL SHADE. THE REDEVELOPED CIVIC CENTER AREA OFFERS AN OPPORTUNITY FOR MORE EVENTS, ACTIVITIES, AND ACTIVATIONS TO IMPROVE THE RESIDENT AND VISITOR EXPERIENCE.

CIVIC CENTER MUNICIPAL USE MASTER SITE PLAN (MUMSP)

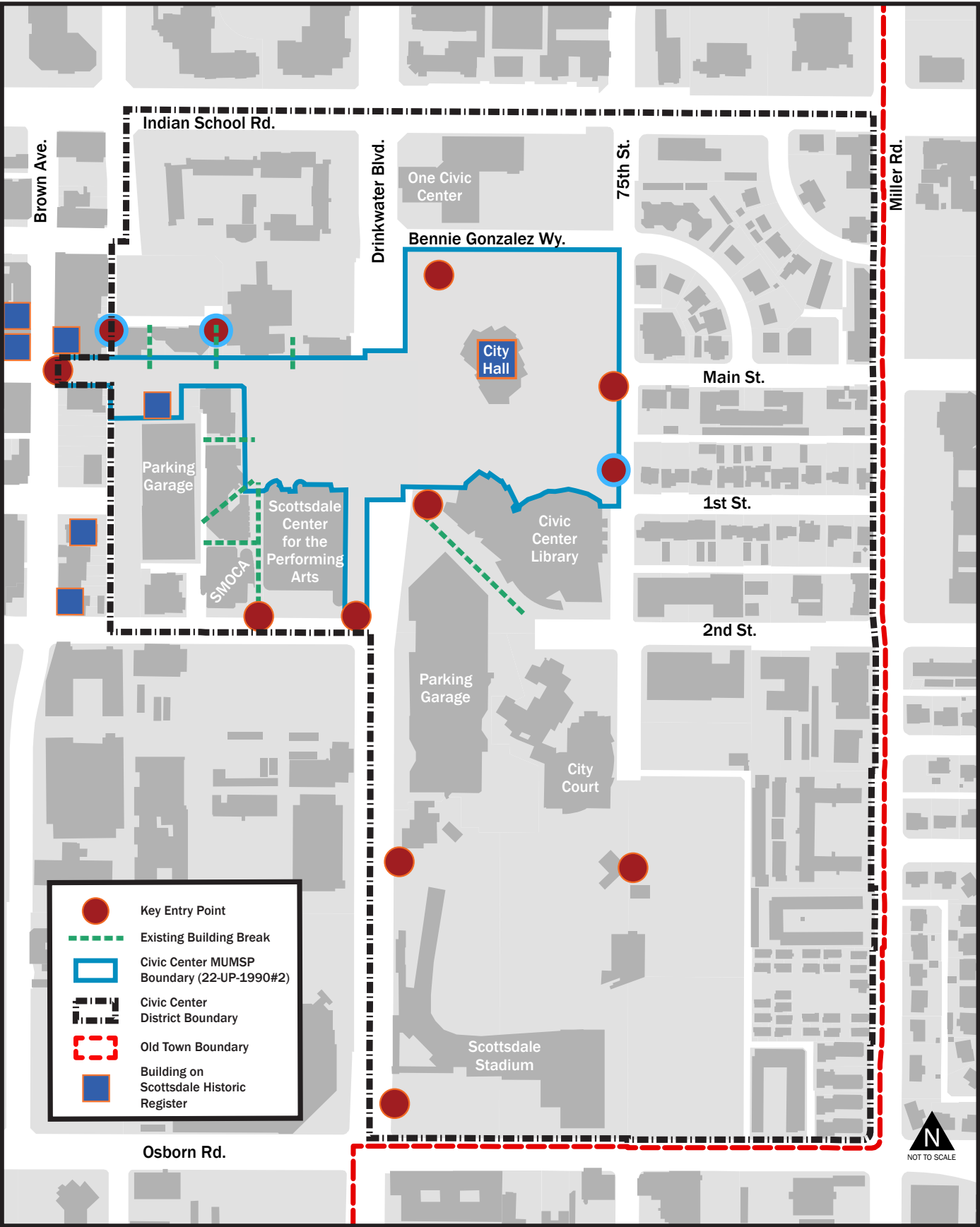
The Civic Center Municipal Use Master Site Plan (MUMSP) was originally adopted in 1990 to guide future civic campus growth. The master plan acknowledged the importance of the pedestrian-oriented character within the Civic Center and addressed how development and parking should orient to the primary open space area. The master plan also identified visibility into and out of this public open space as a key development component, so as to ensure that a “window on the campus” was created. Finally, recognizing that public use would likely increase as a result of future improvements, the master plan stated that the ability to control noise and lighting was important to ensure compatibility with nearby uses.

~~In 2017,~~ The MUMSP was updated **IN 2018 (CASE 22-UP-1990#2)** to align with **recent** public policy and community input. The master plan **now** places importance on visually and physically connecting the primary open space area to adjacent development and other **downtown** **OLD TOWN** districts. The master plan acknowledges that pedestrian corridors and orientation are important facets of Civic Center. Furthermore, the master plan notes that pedestrian improvements within and adjacent to the primary open space area should reflect consistent urban design, including features such as pedestrian shade, seating walls, site furniture, site lighting, water features, and paving materials. Finally, the master plan ~~recognizes the importance of future Civic Center development and design adhering to the Old Town Scottsdale Urban Design and Architectural Guidelines concerning pedestrian and open space orientation~~ **INFORMED THE PHYSICAL UPDATE TO THE CIVIC CENTER PRIMARY OPEN SPACE AREA COMPLETED IN 2023.**

CIVIC CENTER DISTRICT URBAN DESIGN OBJECTIVES

The design objectives for the Civic Center District include:

- *Strengthen the Civic Center District as a Valley-wide cultural, sporting, and special event destination and as a major activity area within Old Town Scottsdale.*
- *Reinforce Civic Center as a pedestrian-oriented district.*
- *Reinforce permanent public art as an integral part of the Civic Center District and incorporate temporary public art as part of the cultural and special events offered.*
- *Development should activate public open spaces throughout the district. Development adjacent to the Civic Center primary open space area should frame and engage this public space, while minimizing the impacts of larger building structures on it.*
- **INCORPORATE AND BLEND THE URBAN FABRIC OF ADJACENT AND NEARBY DEVELOPMENTS.**
- *Feature views into and out of the Civic Center primary open space area.*
- *Design the Civic Center District public spaces to support both day-to-day activities and programmed special events. Implement design techniques to reduce the impacts of noise on sensitive uses.*



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Map 67 - Civic Center District

DISTRICT IDENTITY

- CC 1. Promote the character and identity of the Civic Center District through open space, landscape, and urban design.

The Civic Center District is defined by large open space areas and prominent public buildings. The Civic Center primary open space area is the public centerpiece of the district.

- CC 1.1 Promote district visibility and identity by incorporating gateway features, such as enhanced landscape and urban design elements, at key entry points.
- CC 1.2 Design landscape, hardscape, pathways, seating, and other urban design elements to promote a unified district aesthetic.
- CC 1.3 Views into and out of the Civic Center primary open space area are to be maintained by limiting visual conflict between signage, lighting, and landscape placement. Maximum mounting height for pedestrian level lighting is 15' while maximum height for mounting of pedestrian signage is 6' - 8'.
- CC 1.4 Design canopies or shade structures to maintain views and sight lines into the Civic Center primary open space area.



Landscape and open space provide both an amphitheater space for special events and a lawn for pedestrian activities.



Interaction between open space, pedestrian paths, hardscape, landscape, public art, and seating all contribute to a unified district.



This key entry point into the Civic Center primary open space at Brown Avenue and Main Street incorporates gateway features such as enhanced landscaping, public art, and urban design elements - all of which contribute to district identity and visibility.



Bennie Gonzales was the architect for Scottsdale City Hall, Civic Center Library, and Scottsdale Center for the Arts - providing the framework for Civic Center District's identity.

Architectural elements indicative of Bennie Gonzales' design style include Southwestern Native American design themes, light desert colors, mortar washed slump block, and obtuse angles.



Historical Photo of HISTORIC Scottsdale City Hall.



Historical Photo of Civic Center Library.

BUILDING DESIGN

CC 2. Activate the Civic Center primary open space area through building and site design.

Recognize the importance of the Civic Center primary open space area through building architecture and orientation, and site and landscape design.

CC 2.1 Relate private architectural design for buildings within and adjacent to the Civic Center primary open space area to design influences indicative of Bennie Gonzales' architectural style.

CC 2.2 Incorporate stepbacks, recesses, and projections into the horizontal wall plane of buildings adjacent to the Civic Center primary open space area, to open views onto the open space area while creating an enhanced frame and edge.

CC 2.3 Enhance views into and out of the Civic Center primary open space area by breaking up building massing at regular intervals and stepping height away from the Civic Center.

CC 2.4 When a Type 2 **OR TYPE 3** Development adjacent to the Civic Center primary open space area exceeds 30-feet in total height, it is recommended that the building mass step back at a ratio of 1:1, until reaching a building height of 45-feet. Stepback additional building height above 45 feet at a ratio of 2:1 until the maximum building height is reached.

CC 2.5 ~~When a Type 3 Development adjacent to the Civic Center primary open space area exceeds 45-feet in total height, it is recommended that the building mass step back at a ratio of 2:1. Observe a ratio of 2:1 until the maximum building height is reached.~~

- CC 2.6 Provide pedestrian access along the Civic Center primary open space area at 100- to 300-foot intervals. Align access points with existing paths and planned pedestrian connections.
- CC 2.7 Locate outdoor dining areas along buildings that front the Civic Center primary open space area. Dining areas may extend 25' from the building façade, while maintaining a pedestrian clear width.
- CC 2.8 Canopies or shade structures for outdoor dining patios may extend 25' from the building façade. Design canopies or shade structures to maintain views and sight lines outward onto the Civic Center primary open space area - maintaining the ability to "see, and be seen" from the patio space.
- CC 2.9 Enclose outdoor dining patios with a low wall, transparent fence, and/or shrub plantings with a maximum height of 36", to maintain views and sight lines into the Civic Center primary open space area. Provide access to outdoor dining patios through the restaurant, with no direct access at the wall or fence enclosure (except for emergency or service/maintenance access).
- CC 2.10 Building design that incorporates terraces to create a defined edge along the Civic Center primary open space area, are encouraged.
- CC 2.11 Incorporate architectural cover, deeply recessed windows, raised planters, base planting, and other treatments to strengthen the base of buildings that front the Civic Center primary open space area.
- CC 2.12 All refuse containers are to be **SCREENED AND** located away from, **and screened THE CIVIC CENTER PRIMARY OPEN SPACE AREA** so as not to be visible ~~from the Civic Center primary open space area.~~



Provide visual connections between outdoor dining patios and the Civic Center primary open space area by utilizing low, transparent fencing and shade structures that do not obstruct views.



This dining establishment on the left-portion of the photo utilizes a combination of terraced and at-grade outdoor patio space to support the defined edge of the Civic Center primary open space - creating various means for patrons to view and interact with this public area.



This outdoor dining patio incorporates base plantings and shade structures to both maintain views into and enhance the defined edge of the Civic Center primary open space area.

CC 3. Reduce the impacts of noise at the source, in spaces where sound travels, and at locations with noise-sensitive land uses.

(Refer to Chapter 19, Article II of the Scottsdale Revised Code)

The Civic Center primary open space area as well as Scottsdale Stadium regularly host large special events. As noise generators, it is paramount that adjacent development projects design accordingly to ensure noise compatibility.

- CC 3.1 Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received once built.
- CC 3.2 In open areas where sound may travel, utilize walls, sound absorbing materials, landscaping, and other exterior site improvements to block, deflect, and attenuate noise.
- CC 3.3 Incorporate sound attenuation and proofing in buildings with noise-sensitive uses through the combination of materials and building design. Design techniques might include, but are not limited to, orientation of building openings, ventilation system planning, and siting of uses within the planned building envelope.
- CC 3.4 Design outdoor dining patios and their audio/sound systems so as not to create an undesirable noise level for other open space area visitors, adjacent residents, or functions/events.

PUBLIC ART

- CC 4. Strengthen the Civic Center District identity through integrated public art.
- CC 4.1 Incorporate permanent public art in public and private development projects throughout the Civic Center District to contribute to district identity and “sense of place”.
 - CC 4.2 Accommodate temporary public art to enhance the Civic Center open space area as one of the primary special event and public gathering places in Old Town.



Permanent public art activates open space areas, contributes to downtown wayfinding, and enhances the overall “sense of place” in Civic Center.



Plaza spaces within Civic Center allow for the installation of interactive temporary public art that complements permanent public art offerings.



Scottsdale’s City Court building includes integrated, permanent public art “gavels” on the front façade.

ARIZONA CANAL DISTRICT



Originally completed in 1885, the Arizona Canal flows from east to west through Old Town Scottsdale and the greater Phoenix area primarily as an infrastructure corridor conveying water and power for agricultural and domestic use.

Historically, water from the Arizona Canal transformed the surrounding desert into a productive agricultural region and fueled the rapid urban growth of the greater Phoenix area. Initially, more than just a source of water for irrigating farm fields and citrus groves, the Arizona Canal was central to the daily lives of local residents, as a place to gather, recreate, and as a path of travel.

As rural areas transitioned more to urban land uses, the recreation and travel needs of residents were met in alternative ways, leading to the canal to function primarily as an infrastructure corridor, conveying water and power to its service area. Consequently, previous tree-lined banks were stripped of vegetation and replaced by high-tension power lines and a concrete-lined canal. Today, the Arizona Canal is operated by Salt River Project (SRP) under a license agreement with the United States Department of the Interior.

Over time, viewing the canal as just a utility corridor began to change, and by the 1980s, it was seen as a special opportunity for Old Town Scottsdale. Following strong grass roots citizens' efforts, collaboration between the City and SRP led to downtown development embracing and being better integrated with the canal. Consequently, the Arizona Canal has yet again become a communal space to gather, recreate, and enjoy.

In addition to meeting City development standards, proposals within or affecting the Arizona Canal are subject to SRP review and approval and should adhere to any existing agreements between the City of Scottsdale and Salt River Project.

ARIZONA CANAL MASTER DEVELOPMENT PLAN (MDP)

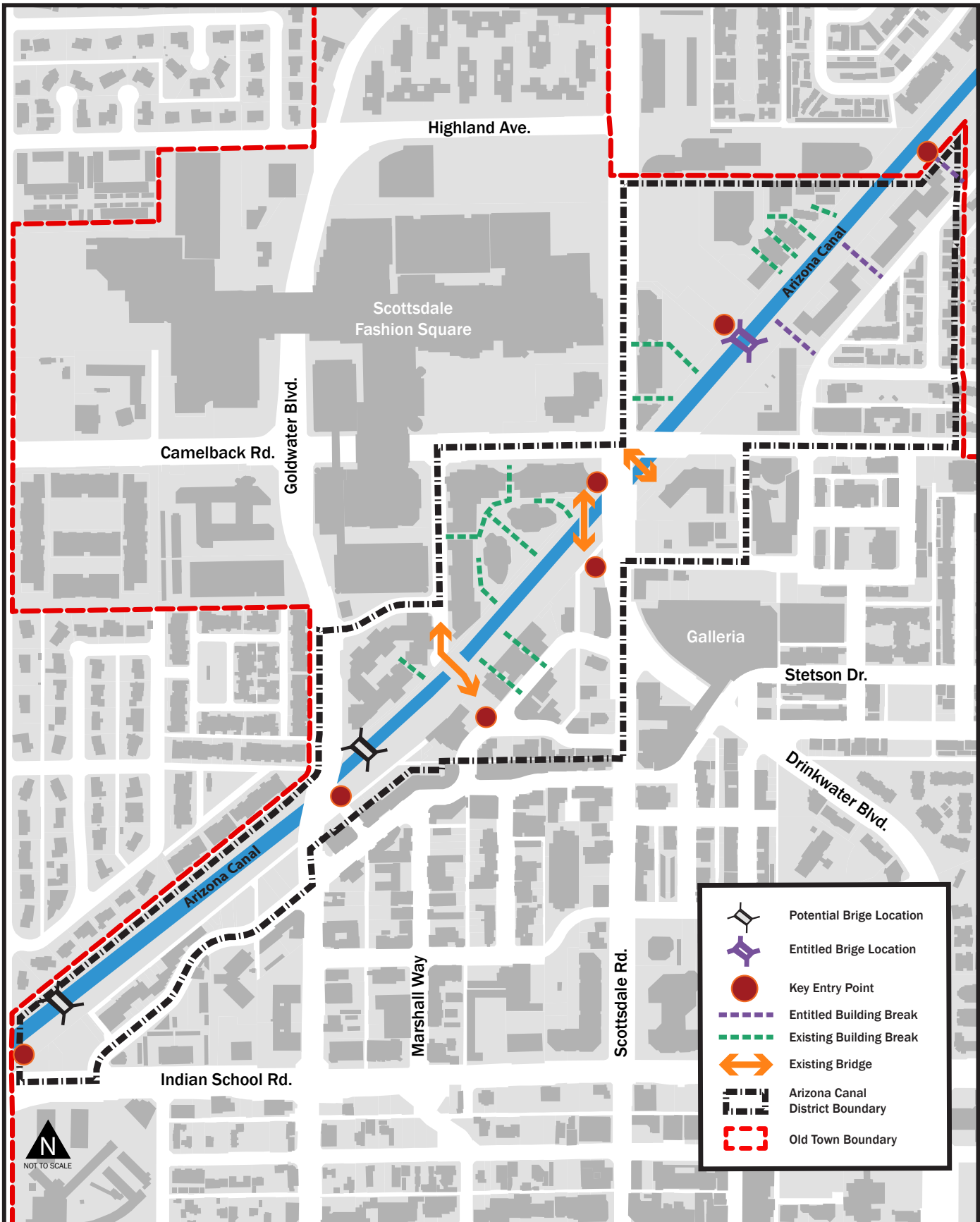
In 1991, the City of Scottsdale adopted the Arizona Canal Master Development Plan to document the community's vision and urban design objectives for the Arizona Canal. The MDP identified "water", "desert", and "natural and human history" as themes to unify the area. The Plan identifies the Arizona Canal as a primary downtown open space area for programing large-scale special events. The canal and related public space provide a focus for existing and future development within the Arizona Canal District.

The Arizona Canal and adjoining public open spaces are the focus of this district. The public areas are described as "pedestrian meccas", with extensive "desert oasis" landscaping, pedestrian paths for "year-round outdoor comfort", and integrated public art. Event spaces and private development with active uses that orient toward the corridor and approaching streets, energize the Arizona Canal District year-round.

ARIZONA CANAL DISTRICT URBAN DESIGN OBJECTIVES

Arizona Canal District design objectives ~~include both~~ INCORPORATE those that were originally identified within the MDP, as well as ~~new objectives~~ THOSE that embrace and guide the design identity of the district:

- *The Arizona Canal District is a dining, entertainment, and special event destination for people throughout the Valley and a major activity area within Old Town Scottsdale.*
- *The Arizona Canal District should be pedestrian-oriented and have a cultural and entertainment focus along the canal corridor.*
- *The Arizona Canal District should be easily accessible and connect to both Old Town and the canal corridor.*
- *The image of the Arizona Canal District should incorporate a desert water oasis and the cultural history of the Southwest.*
- *Permanent and temporary public art are an integral part of the Arizona Canal District.*
- *Development within the district should enhance public open space and minimize the impacts of larger building structures on the canal corridor.*
- *Design buildings that frame the Arizona Canal and activate the district.*
- *Feature views into and out of the canal corridor.*
- *Design district public areas to support both day-to-day activities and programmed special events, particularly along the canal corridor. Implement design techniques to reduce the impacts of noise on sensitive uses.*
- *Enhance the opportunity to experience water in the desert.*



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Map 78 - Arizona Canal District

DISTRICT IDENTITY

- AC 1. Promote the character and identity of the Arizona Canal District through open space, landscape, and urban design.

The Arizona Canal District is defined by open space, landscape, and urban design features that provide continuity throughout the district, in particular along the canal corridor.

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



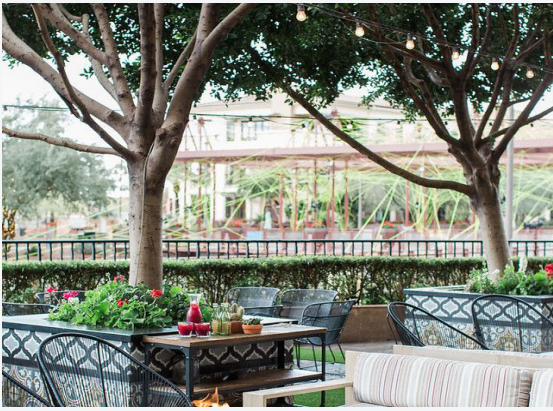
Plaza spaces can relate to district themes of water (through water features) and desert oasis (through architectural design, materials, and drought-tolerant landscaping) - while providing a space for human interaction and special events.



Landscape, open space, and public art work in concert to reinforce district themes, support special events, and provide access to the natural environment.



Planting materials convey a desert water oasis, while vertical terracing of open space and landscaping visually reduces the distance between opposing canal banks.



Outdoor dining areas provide visual connections to the canal, adjoining public open spaces, and special events.



The terraced outdoor patio space provides a defined edge along the Marshall Way Bridge public open space - creating a means for patrons to view and interact with this public area.

BUILDING DESIGN

AC 2. Activate the Arizona Canal District and corridor through building and site design.

Recognize the importance of the canal corridor through building architecture and orientation, site, and landscape design.

- AC 2.1 Incorporate setbacks, recesses, and projections into the horizontal building wall plane to open views onto the canal corridor, while creating an enhanced frame and edge.
- AC 2.2 Incorporate architectural cover, deeply recessed windows, raised planters, base plantings, and other treatments to strengthen the base of buildings that front the canal corridor.
- AC 2.3 Promote views into and out of the canal corridor by breaking up building massing at regular intervals and stepping height away from the canal.
- AC 2.4 Provide pedestrian canal corridor access at 100- to 300-foot intervals, by incorporating spaces between buildings. Align access points with existing paths and future bridge and pedestrian connection opportunities.
- AC 2.5 Design buildings with frontages along the Arizona Canal to provide a public entrance at the canal level and at Old Town street level.
- AC 2.6 Enhance the human scale of the canal corridor by visually reducing the distance between opposing canal banks through canal bank design, such as cantilever sections, landscaping, and vertical elements at the canal edge.

- AC 2.7 When a Type 2 Development adjacent to the canal exceeds 30-feet in total height, as measured from the top of the canal bank, it is recommended that the building mass step back at a ratio of 1:1, until reaching a building height of 45-feet. Stepback additional building height above 45 feet at a ratio of 2:1 until the maximum building height is reached.
 - AC 2.8 When a Type 3 Development adjacent to the canal exceeds 45-feet in total height, as measured from the top of the canal bank, it is recommended that the building mass step back at a ratio of 2:1. Observe a ratio of 2:1 until the maximum building height is reached.
 - AC 2.9 Outdoor dining areas are encouraged to locate along the canal corridor and adjoining public open spaces.
 - AC 2.10 Outdoor dining patios located along a canal corridor building frontage may extend a distance from the building that still maintains a pedestrian clear width. It is recommended that outdoor dining patios adjacent to canal corridor buildings occupy no more than 50% of the linear building frontage.
 - AC 2.11 Building terraces that create a defined edge along the canal corridor are encouraged.
- AC 3. Reduce the impacts of noise at the source, in spaces where sound travels, and at locations with noise-sensitive land uses.**
(Refer to Chapter 19, Article II of the Scottsdale Revised Code)
- The Arizona Canal District regularly hosts large special events along the canal corridor. As a noise generator, it is paramount that development projects adjacent to the canal design accordingly to ensure noise compatibility.*
- AC 3.1 Analyze the noise compatibility of proposed development projects during the building design phase to minimize the impacts of noise generated and received once built.
 - AC 3.2 In open areas where sound may travel, utilize walls, sound absorbing materials, landscaping, and other exterior site improvements to block, deflect, and attenuate noise.
 - AC 3.3 Incorporate sound attenuation and sound proofing in buildings with noise-sensitive uses through the combination of materials and building design. Building design techniques might include, but are not limited to, orientation of building openings, ventilation system planning, and siting of uses within the planned building envelope.

Figure 32 - Arizona Canal District - Canal Corridor Design

Open space, landscape, and urban design provide continuity throughout the district, in particular along the canal corridor.

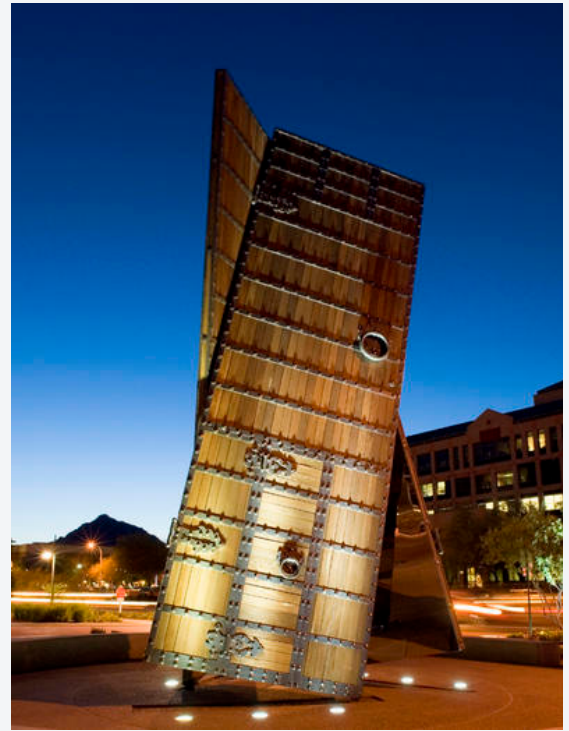


- 1 - Canal bank access at building breaks - access is provided at 100- to 300-foot intervals
- 2 - Pedestrian access aligns with bridge crossing
- 3 - Building steps back from the canal edge, creating a usable terrace and allowing for visual access to the canal from surrounding areas
- 4 - Buildings frame the edge of the canal
- 5 - Spaces created between buildings provide for views into and out of the canal corridor
- 6 - Bridge incorporates permanent public art
- 7 - Canal corridor design supports large-scale events and is composed of smaller human-scale environments that meet the day-to-day needs of users

PUBLIC ART

AC 4. Strengthen the Arizona Canal District identity through integrated public art.

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



Permanent public art contributes to the Arizona Canal District sense of place, creating memorable locations and experiences for residents and visitors.



Temporary public art is accommodated through the provision of public open spaces and plazas.

GLOSSARY

A

Accessible – An environment or facility that provides equal access to people with different abilities.

Active Street Frontage / Use – Street frontage that enables direct visual and physical contact between the street and the interior of the building. Clearly defined entrances, windows, and shop fronts are elements of the building façade that contribute to an active street frontage.

Adjoining – Being in contact; connected or neighboring.

Americans with Disabilities Act (ADA) – 1990 federal legislation specifying provisions in the design or redesign of buildings, parking, and outdoor areas to remove barriers for persons with disabilities and guaranteeing equal opportunity in public accommodations, transportation, and government services.

Arcade – An arched or covered passageway, usually with shops on each side.

Architectural Rhythm – A strong, regular, repeated pattern of design elements which can include building massing, architectural detailing, texture, and color.

Arterial Street – A high-capacity urban road. The primary function of an arterial street is to deliver traffic from collector streets to freeways or expressways, and between urban centers at the highest level of service possible.

Authentic – Not false or copied; genuine; real.

Awning – A roof-like shelter of canvas or other material extending over a doorway, from the top of a window, over a deck, etc., in order to provide protection, as from the sun.

B

Block Face – One side of a street between two consecutive features intersecting that street. The features can be other streets or boundaries of standard geographic areas.

Buffer – To create a separation between dissimilar uses and/or development intensities in an effort to reduce or mitigate the effects of one area upon the other.

Building Envelope – A volume of space that is defined by a geometric shape (rectangular, triangular, circular, cubic, etc.) within which a building, regardless of its shape and size, should fit.

Building Form – The specific style, shape, or configuration of a building or building feature(s).

C

Cabinet Sign – A three-dimensional structure which includes a frame, borders, and sign panel face and may include internal lighting upon which the sign letters and logo are placed or etched.

Cantilever – Any rigid structural member projecting from a vertical support, especially one in which the projection is great in relation to the depth, so that the upper part is in tension and the lower part in compression.

Character – **UNIQUE** features, qualities, and attributes that **give CONTRIBUTE TO THE IDENTITY OF** a place **its-identity**.

Collector Street – A low-to-moderate-capacity road which serves to move traffic from local streets to arterial roads. Unlike arterials, collector streets are designed to provide access to residential properties.

Context – The relationship between a location and its surrounding natural, **PLANNED**, **PERMITTED-built**, and/or **BUILT planned-** environment; the whole environment relevant to a particular building or place; the interrelated conditions in which something exists or occurs.

Continuity – Design similarities between two or more things that provide a connection between them.

Corporate/User Building Design – Building design that is solely driven by a specific or intended use or user and would otherwise not be viable or appropriate for its location and use regardless of the end use or user.

Covered Walkway – Shaded path or passage.

D

Daylighting – The use of natural lighting for the full or supplemental illumination of interior and partially enclosed space that would otherwise require electric lighting; captured sunlight that is diffused, filtered, or reflected to moderate its intensity and dissipate heat.

Design District – Any zoning district or overlay district within which more specific architectural design elements are required.

Design Element – The use of colors, space, texture, and other components in an artistic representation.

Design Feature – The arrangement or pattern of elements or features of an artistic or decorative work.

Design Standards & Policies Manual (DSPM) – An official City of Scottsdale document that sets forth city requirements, standards, policies, and procedures to enable development professionals to bring a development concept to fruition. It includes guidance for preparing plans, reports, and related documents necessary to meet city standards.

Development – The process of developing or being developed.

Durability – The ability to withstand wear, pressure, or damage.

E

Eave – The part of a roof that meets or overhangs the walls of a building.

Element – A component, part, or constituent of a whole.

F

Frontage – The front façade of a building; area of public realm that is parallel to the front of a building.

G

H

Heat Island Effect – **ATHE** phenomenon involving elevated temperatures in urban/**SUBURBAN** areas as compared ~~to~~**WITH** out-lying rural/**UNDEVELOPED** surroundings. Heat islands are generally caused by reduced vegetation, solar heat absorption, material heat capacity, use of energy, ~~lack of shade~~, and building spacing.

High-Rise Building/Development – A building with an occupied floor located more than 75 feet above the lowest level of fire department vehicle access. In Old Town Scottsdale, high-rise buildings typically align with Type 2.5 and Type 3 Development areas (See Map **S 12 AND 3 - EXISTING** Downtown Development Types **AND FUTURE DOWNTOWN DEVELOPMENT TYPES**).

Horizontal Wall Plane – A plane that is parallel to the horizon.

Human Scale – Design that recognizes how humans interact with their environments—based on their physical dimensions, capabilities, senses, and limits. Buildings scaled to human physical capabilities have steps, ramps, doorways, railings, work surfaces, seating, shelves, fixtures, walking distances, and other features that fit well to the average person. Human scale in architecture can describe buildings with sightlines, acoustic properties, task lighting, ambient lighting, and spatial grammar that fit well with human senses. THE PROPORTIONAL RELATIONSHIP OF THE PHYSICAL ENVIRONMENT TO HUMAN DIMENSIONS IN TERMS OF BULK AND MASSING OF BUILDINGS OR OTHER FEATURES. AN EXAMPLE OF HUMAN-SCALE DEVELOPMENT IS A MULTIPLE-STORY BUILDING WITH RETAIL STORES ON THE GROUND FLOOR THAT PROVIDE VISUAL INTEREST AT HUMAN-EYE LEVEL USING WINDOW DISPLAYS AND ARCHITECTURAL FEATURES.

I
Intensity – Refers to the level or concentration of activity occurring on a site or in an area; often used interchangeably with density. THE RELATIVE MEASURE OF DEVELOPMENT IMPACT, AS DEFINED BY CHARACTERISTICS SUCH AS TRAFFIC GENERATION, FLOOR AREA RATIO, AND LOT COVERAGE; OR, THE LEVEL OR CONCENTRATION OF ACTIVITY OCCURRING ON A SITE OR IN AN AREA.

J

K

L

Light Reflectance Value (LRV) – A measure of visible and usable light that is reflected from a surface when illuminated by a light source.

Low Impact Development (LID) – Refers to design and implementation practices that can be employed at the site-level to both control stormwater and replicate the pre-development hydrology of the site. This approach to water management protects, restores, or mimics the nature water cycle on a development site.

Low-Rise Building/Development – A building with a maximum height that is less than, or equal to, 48 feet. In Old Town Scottsdale, low-rise buildings typically align with Type 1 Development areas, but may occur throughout Old Town Scottsdale (See MapS 12 AND 3 - EXISTING Downtown Development Types AND FUTURE DOWNTOWN DEVELOPMENT TYPES).

M

MASS/Massing – The physical volume, shape, or bulk of a building OR STRUCTURE.

Mid-Rise Building/Development – A building with a maximum height that is greater than 48 feet, but less than 90 feet. In Old Town Scottsdale, mid-rise buildings typically align with Type 2 Development areas, but may occur within Type 2.5 and Type 3 Development areas (See MapS 12 AND 3 - EXISTING Downtown Development Types AND FUTURE DOWNTOWN DEVELOPMENT TYPES).

Mixed-Use – The practice of allowing more than one type of land use in a building or set of buildings. Mixed-use may be developed in a variety of ways, either horizontally in multiple buildings, OR vertically within the same building, or through a combination of the two.

Mixed-Use Neighborhoods – City of Scottsdale General Plan 2035 land use designation that includes Old Town Scottsdale.

Mobility – The ability to move from one place to another, or to transport goods or information from one place to another.

Moulding – A strip of material (such as wood or metal) with some design or pattern that is used as ornamentation or finishing on a wall, door, window, etc.

N

New Development – The business of constructing buildings or otherwise altering land for new uses.

O

P

Passive (Design) – Building design that uses site, vegetation, natural processes, elements, and material attributes coupled with building orientation, spatial placement, and materials selection to achieve human comfort and minimize resource and energy consumption and costs.

Pedestrian – Any person afoot; or any person who uses a manual or motorized wheelchair.

Pedestrian Clear Width – Streets and public spaces that accommodate and encourage pedestrian activity through the provision of active uses, informal gathering spaces, lighting and safety features, and other pedestrian-serving amenities. Scottsdale's Design Standards & Policies Manual (DSPM) sets forth city requirements, standards, policies, and procedures regarding public pedestrian facilities and sidewalk widths.

Pedestrian Corridor – A path or guided way that is developed to promote walking as an attractive means of transportation and utilized primarily by pedestrians as they move between major activity centers.

Pedestrian-Oriented (Design) – A form of development that makes the street environment inviting for pedestrians.

Podium Parking – One (1) level of vehicle parking at street level or partially below street level, with a building or open space above the parking.

Public Realm – The environment created by the network of streets and open spaces, parks and plazas, and the pattern of uses and activity, which contribute to the character and quality of a place.

Q

R

REDEVELOP, (INFORMAL) Redevelopment – ~~The construction of a new building or buildings, typically after~~ TO CHANGE THE EXISTING DEVELOPMENT IN AN AREA OR ON A PROPERTY, SOMETIMES BY demolishing existing buildings; INCREASING THE OVERALL FLOOR AREA EXISTING ON A PROPERTY; OR BOTH.

Region – A geographic area distinguished by similar features.

Right(S)-of-way – ~~Land which by deed, conveyance, agreement, easement, dedication, usage or process of law is reserved for, or dedicated to, the general public for street, highway, alley, public utility, pedestrian walkway, bikeway, or drainage purposes.~~ THE STRIP OF LAND OVER WHICH CERTAIN TRANSPORTATION AND/OR OTHER PUBLIC FACILITIES ARE BUILT, INCLUDING ROADS, SIDEWALKS, AND UTILITY LINES. A PUBLIC RIGHT-OF-WAY IS TYPICALLY DEDICATED OR DEEDED TO THE PUBLIC FOR PUBLIC USE AND CONTROLLED BY A PUBLIC AGENCY, SUCH AS THE CITY.

S

Sense of Place – The combination of characteristics that gives particular OF A locations or areas a THAT MAKE IT READILY RECOGNIZABLE AS BEING unique personality AND DIFFERENT FROM ITS SURROUNDINGS AND THAT PROVES A FEELING OF BELONGING TO OR BEING IDENTIFIED WITH THAT PARTICULAR PLACE.

Setback – ~~ATYPICALLY, THE distance from a curb, property line, or BETWEEN A PROPERTY LINE AND A BUILDING OR structure. within which building is prohibited.~~ **DEPENDING ON THE SPECIFIC ZONING DISTRICT, SETBACKS MAY BE MEASURED IN DIFFERENT WAYS.**

Shingle Sign – A sign suspended from a roof overhang of a covered porch or walkway and perpendicular to a building wall.

Stepback – An arrangement of building forms, shapes, and massing ~~in the manner of a series of steps;~~ that causes the building design to “move away”, “**STEP BACK**”, or recede; from a property line or ~~adjacent~~**NEIGHBORING** development,~~in order~~ to provide **AN** open ~~space~~**AREA** above the ~~lower~~**FIRST OR SECOND** levels of the building. **THE ZONING ORDINANCE DELINEATES SPECIFIC STEPBACK REQUIREMENTS FOR ZONING DISTRICTS.**

T

Transition Areas – (1) **AN AREA THAT MEASURES 100’ FROM THE BOUNDARY OF HISTORIC OLD TOWN WHERE ARCHITECTURAL CONTINUITY AND CHARACTER REINFORCE THE FRONTIER TOWN/WESTERN CHARACTER OF HISTORIC OLD TOWN.** (2) **A GRADUAL** change from one development area to another, either in terms of height, density, intensity, or character – usually as a means to ensure compatibility between developments.

Type 1 Development – The compact, lower scale development of the Downtown Core. See Map **S 12 AND 3 - EXISTING** Downtown Development Types **AND FUTURE DOWNTOWN DEVELOPMENT TYPES** - for specific locations and boundaries.

Type 2 Development – The intermediate, higher scale development type in the downtown. See Map **S 12 AND 3 - EXISTING** Downtown Development Types **AND FUTURE DOWNTOWN DEVELOPMENT TYPES** - for specific locations and boundaries.

Type 2.5 Development – The intermediate, higher scale development type between Type 2 and Type 3 in the downtown. See Map **12 - EXISTING** Downtown Development Types - for specific locations and boundaries.

Type 3 Development – The most intensive, highest scale development type in the downtown. See Map **S 12 AND 3 - EXISTING** Downtown Development Types **AND FUTURE DOWNTOWN DEVELOPMENT TYPES** - for specific locations and boundaries.

U

Universal Design – A concept that all environments and products should be accessible and usable by all people, regardless of their age, size, or abilities.

V

Vehicle – Any transportation device utilized for moving people or goods.

W

Wainscot – The bottom part of a wall, especially when made of material different from the rest of the wall; the measurement of street level to the lower portion of a window sill.

Wayfinding – ~~Encompasses all of the ways in which people orient themselves in physical space and navigate from place to place;~~ **usually** **ENABLING A PERSON TO FIND HIS OR HER WAY TO A GIVEN DESTINATION** through the use of landmarks, effective signage, and building design.

X

Y

Z

ZONING / ZONING ORDINANCE – LAND USE REGULATIONS ENACTED BY THE CITY TO CREATE DISTRICTS OR ZONES THAT PERMIT AND IDENTIFY SPECIAL CONDITIONS WITHIN THOSE ZONES. LAND USES IN EACH DISTRICT ARE REGULATED ACCORDING TO TYPE, DENSITY, HEIGHT, LOT SIZE, PLACEMENT, BUILDING BULK, AND OTHER DEVELOPMENT STANDARDS. THE ORDINANCES INCLUDE PROCEDURES FOR CHANGING THE STATUS OF LAND USE AND PHYSICAL DEVELOPMENT STANDARDS.

APPENDIX

HISTORIC OLD TOWN CHARACTER DEFINING BUILDINGS COMPENDIUM

HISTORIC OLD TOWN DESIGN DISTRICT GUIDELINE COMPLIANT BUILDINGS WITH HP HISTORIC PROPERTY ZONING

1. Johnny Rose's Pool Hall (1923) /

Mexican Imports Shop

3933 N. Brown Avenue (northeast corner of Brown Avenue and Main Street). ~~Current use is a retail shop.~~

- 1 - story massing
- white glazed brick construction
- ~~gable~~FLAT roof behind stepped parapet
- wooden shed style covered walkway with shake shingles
- CENTRAL DOUBLE DOOR ENTRY FLANKED BY LARGE DISPLAY WINDOWS
- wood frame windows and doors



2. Sterling Drug Store (1921) /

Saba's Department Store

7254 E. Main Street (northwest corner of Brown Avenue and Main Street). ~~Current use is a western retail shop.~~

- 1 - story massing
- board and batten wood siding
- flat roof behind STEPPED parapet wall with decorative wood cornice detail
- wood shed style covered walkway with shake shingles, EXPOSED RAFTERS, AND DECORATIVE WOOD POSTS
- flat roof entry porch with roof-top balustrade
- low window sill and brick wainscot
- recessed entrance



3. Western Motor Services (1950) /

Sugar Bowl Restaurant

4005 N. Scottsdale Road (southeast corner of Scottsdale Road and 1st Avenue). ~~Current use is an ice cream parlor/restaurant.~~

- 1 - story massing
- FLAT ROOF BEHIND PARAPET WITH SIMPLE WOOD BAND CORNICE
- painted (pink and red) board and batten wood siding, with white trim as primary HORIZONTAL WOOD accent
- wood; cantilever style; SHED covered walkway with shake shingles, and striped fabric awning
- DOUBLE wood frame windows and doors WITH ARCHED AND RECTANGULAR PANELS
- LARGE DISPLAY, WOOD FRAME WINDOWS



4. Farmer's State Bank of Scottsdale (1921) / Rusty Spur Saloon
7245 E. Main Street (southwest corner of Brown Avenue and Main Street).

Current use is a bar.

- 1 - story massing
- brick panel construction with **BRICK CORBELLING AND PILASTERS**
- board and batten wood siding
- wood cantilever, shed *style*, covered walkway with shake shingles
- saloon doors
- wood frame windows



5. First U.S. Post Office Building (1929) / Porters
3944 N. Brown Avenue (northwest corner of Brown Avenue and Main Street).

Current use is a retail shop.

- 1 - and 2 - story massing
- brick masonry construction
- **gable**FLAT roof *form* behind stepped parapet
- wood covered walkway and terrace with log fence rail
- wood frame windows and doors
- **EXTERIOR STAIRCASE DETAIL**



HISTORIC OLD TOWN DESIGN DISTRICT GUIDELINE COMPLIANT BUILDINGS, NOT HISTORIC

6. Woolworth Building

3922 N. Scottsdale Road (northwest corner of Scottsdale Road and Main Street). Originally the Woolworth Five & Dime store. ~~Current use is an art gallery and office.~~

- 2 - story massing
- corner-oriented building entrance
- brick masonry and wood frame construction
- flat roof behind broken cornice **AND STEPPED PARAPET**
- wood covered walkway (tall) with gallery and balustrade
- wood frame windows and doors
- recessed entrances
- decorative pediments and shutters
- contrasting light colored wood trim and moulding



7. Flagg Building / Frontier Town Mall

7240-7248 E. Main Street (northwest corner of Brown Avenue and Main Street). ~~Current use is specialty, retail shops.~~

- 1 - story massing (false 2nd story)
- wood frame construction with board and batten siding
- wood shed **style** covered walkway with shake shingles
- various **old style FRONTIER-TOWN**, Western details
- wood frame windows and doors
- wood plank walkway



8. Shipp Building

4000 N. Scottsdale Road (southwest corner of Scottsdale Road and 1st Avenue).

~~Original and current uses are commercial and office.~~

- 1 - and 2 - story massing
- corner tower feature with mansard roof
- Fore-court and center courtyard
- flat roof behind stepped parapet
- jumbo-brick masonry construction with brick banding and concrete cornice detail
- wood flat roof, covered walkway with twin column detail



9. Bandera

3821 N. Scottsdale Road (northeast corner of Scottsdale Road and 1st Street).

Original and current use is a restaurant.

- 1 - story massing
- river-rock masonry wall construction
- mansard style roof form with exposed rafters
- operable wood frame windows and doors
- wood shed and cantilever style covered walkway with shake shingles



10. BISCHOFF'S Shades of the West

3916 N. Brown Avenue 7247 E. MAIN STREET (southwest corner of Brown Avenue and Main Street). *Originally a dry-goods store, current use is a retail shop.*

- 1 - story massing
- concrete block construction
- decorative burnt brick cornice
- wood shed and cantilever style covered walkway, with shake shingles and kick bracing
- wood frame trimmed windows and doors



11. Eastern Block of Brown Avenue

3903–3965 N. Brown Avenue (southeast corner of Brown and 1st Avenues). Buildings on this block have a high level of compliance with the Guidelines.

Current uses are retail shops.

- 1 - and 2 - story massing
- gable and flat roof forms behind parapet walls
- masonry and wood frame construction with board and batten wooden siding and masonry wainscot treatments
- wood shed *style* covered walkways with shake shingles
- individual storefronts exhibit a human scale with frequent entrances, large display windows, and old style/Western fixtures, hardware, and detailing



12. Willmoth Properties

3809–3815 N. Scottsdale Road and
7213–7215 E. 1st Street (southeast corner
of Scottsdale Road and 1st Street).

~~Current uses are retail stores and
restaurants.~~

- 1 - story massing
- flat roof behind parapet walls
- masonry and wood frame construction with board and batten wood siding
- wood shed *style* covered walkways with shake shingles
- wood frame windows and doors



13. Chase Bank

4031 N. Scottsdale Road (southeast corner
of Scottsdale and Indian School Roads).

~~Original and current use is a bank.~~

- 1 - and 2 - story stepped massing
- brick construction with decorative concrete cornice
- flat roof
- contrasting (white) wood frame windows, doors, territorial pediments, lintels, and shutters
- wood shed *style* covered walkway with shake shingles



14. R&R Restaurant

3737 N. Scottsdale Road (northeast corner
of Scottsdale Road and 2nd Street).

~~Original and current use is a restaurant.~~

- 2 - story stepped massing
- natural brick as the primary wall material
- western railing
- regularly spaced, round wood columns
- terraces, balconies, and covered walkways
- visual transparency at the street level



HISTORIC OLD TOWN DESIGN DISTRICT TRANSITIONAL BUILDINGS

Transitional buildings contribute, through design and character, to the Historic Old Town Design District identity.

15. 4020 Building

4020 N. Scottsdale Road (northwest corner of Scottsdale Road and 1st Avenue).

~~Building is mixed use commercial and residential.~~

- *4 - story stepped massing*
- *jumbo brick and wood frame construction*
- *horizontal metal siding*
- *flat roof and stepped massing*
- *cantilever covered walkway*
- *dark metal frame windows and doors*
- *exterior staircase detail*



OTHER SIGNIFICANT BUILDINGS IN THE HISTORIC OLD TOWN DESIGN DISTRICT

Though the buildings below do not follow the frontier town/Western style as prescribed in the Historic Old Town Design District guidelines, they are prominent within the district, holding historical and cultural significance.

16. Douglas Bank / Bischoff Gallery

3925 N. Brown Avenue (southeast corner of Brown Avenue and Main Street).

~~Current use is a gallery with a residence above.~~

- 2 - to 3 - story stepped massing
- fore-courtyard, interior courtyard, and rear patio defined by a low wall
- projecting balconies
- concrete block construction with smooth stucco finish
- soldier course brick cornice
- wood framed windows, doors with concrete trim, and decorative wrought iron detailing



17. Our Lady of Perpetual Help (1933) / Old Adobe Mission

3817 N. Brown Avenue (southeast corner of Brown Avenue and 1st Street). This building is Spanish Colonial Revival style and has Historic Property Zoning (HP).

~~Current use is a restaurant.~~

- 1 - to 3 - story massing with bell tower
- smooth plastered adobe block
- tiered gable roof with exposed rafters
- corrugated metal roofing
- wood frame windows and doors, some with stained glass



18. Spouse-Reitz Department Store (1954) / Pink Pony Restaurant

3831 N. Scottsdale Road. Building is mid-century commercial style and has Historic Property Zoning (HP).

Current use is a restaurant.

- 1 - story massing
- natural stone masonry construction
- wood frame cantilever style covered walkway with a curvilinear form and decorative fascia
- wood frame windows and doors
- integrated raised planters
- recent changes to this building include the operable storefront windows



19. Cavalier's Blacksmith Shop

7314–7315 N. Brown Avenue (northeast corner of 2nd Street and Brown Avenue). The building, built in 1920, is *Spanish Colonial Revival* **ABODE CONSTRUCTION WITH A STRAIGHTFORWARD UTILITARIAN VERNACULAR** style and has Historic Property Zoning (HP).

Original and current use is a blacksmith shop.

- 1 - story massing
- mortar wash over adobe block construction (rough textured surface)
- gable roof form behind mission style front
- corrugated metal roofing
- wrought-iron grill-work and detailing
- decorative wrought iron detailing
- early industrial building





Old Town

SCOTTSDALE
URBAN DESIGN &
ARCHITECTURAL GUIDELINES

Resolution No. 7 - Adopted May 2, 2019

