

***4242 N. Scottsdale Rd***  
**Development Review Board**  
**Project Narrative**  
*574-PA-2024*

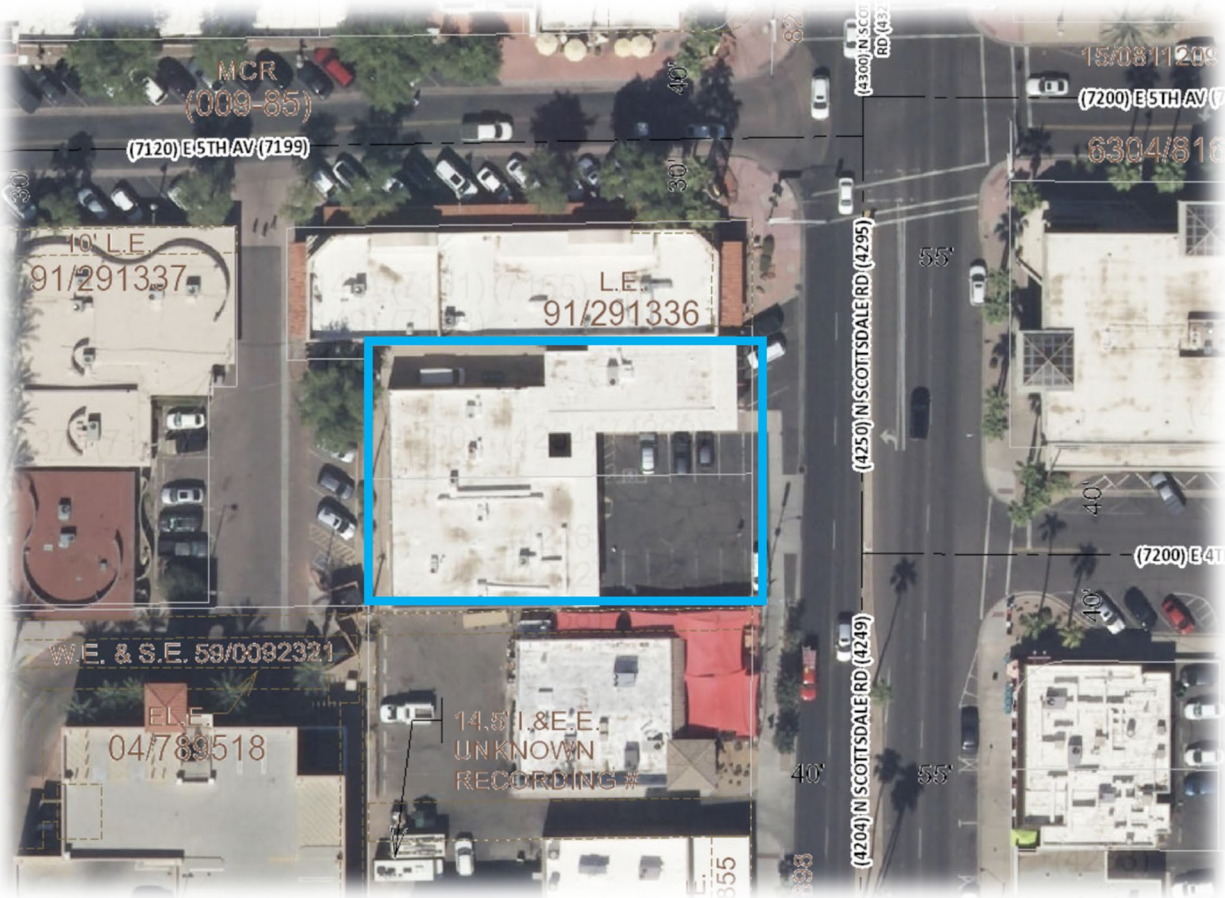


***Developer/Applicant:***  
Ryan Jocque

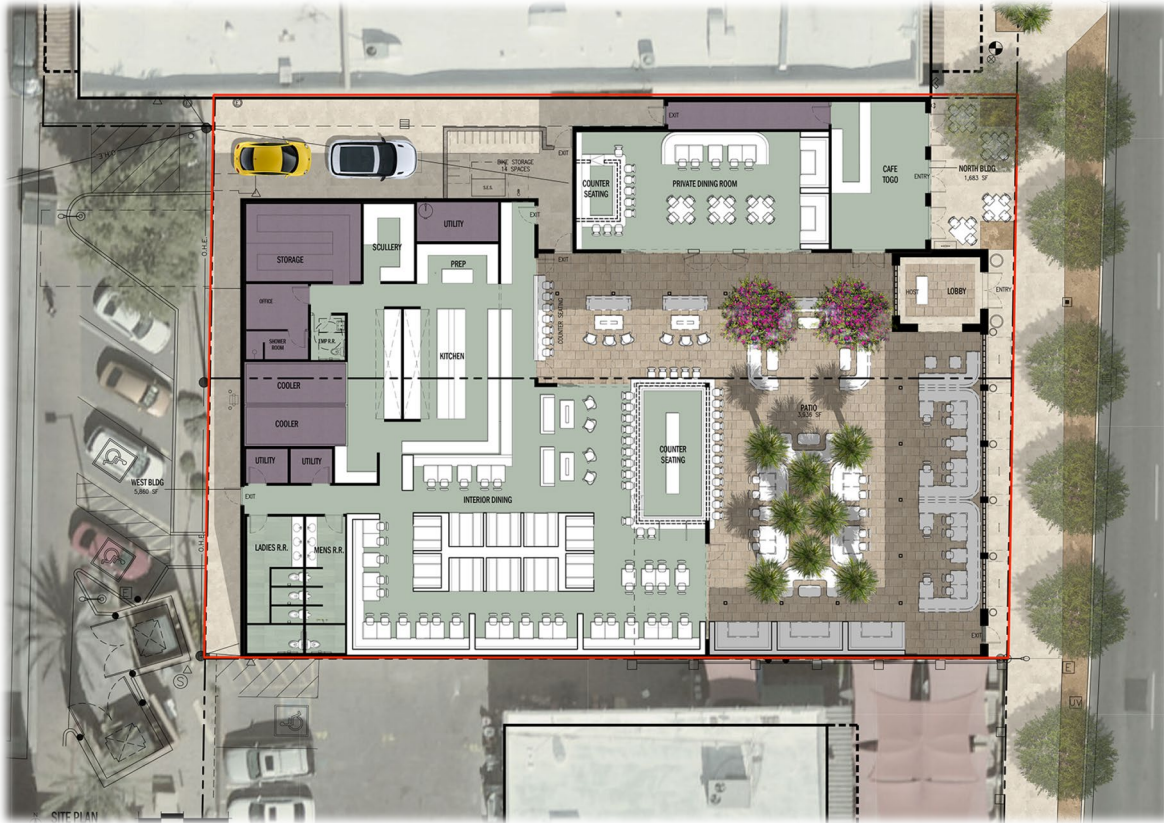
**Development Request:**

The request is for a Development Review Board (“DRB”) approval for building and site renovations for a new restaurant on a 0.32 +/- net acre property located at 4242 N. Scottsdale Road (the “Property”). The existing zoning, C-2 DO, will remain. The design scheme proposes to upgrade the building and repurpose the existing surface parking lot by creating an inviting landscaped courtyard seating area and improved presence along Scottsdale Road in conformance with the goals and policies of the Old Town Scottsdale Character Area Plan and Old Town Scottsdale Urban Design & Architectural Guidelines.

**Context Aerial**



## Conceptual Site Plan



### Development Review Board Criteria

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

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

**Response:** The proposal is consistent with the desired values defined in the General Plan, Old Town Scottsdale Character Area Plan, Old Town Scottsdale Urban Design & Architectural Guidelines, and Design Standards & Policies Manual, which include goals and policies that benefit the community and support a thriving downtown.

The proposed redevelopment is mindful of the pedestrian experience in Old Town and seeks to enrich it through unique building design, enhanced outdoor patron experience, and activated street frontage.

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

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

**Response:** The development request will allow for the redevelopment of an underutilized parcel surrounded by a variety of supporting entertainment, cultural, employment, residential and retail land uses further strengthening the synergy of Old Town. The Scottsdale Road streetscape will be improved to encourage pedestrian comfort, safety, and accessibility.

*b. Avoid excessive variety and monotonous repetition;*

**Response:** The proposed architectural character, site layout, and landscaping design will respect the unique southwestern climate, vegetation, and the existing Old Town context. The palette of exterior materials consists of stucco, precast concrete, breeze block, wood and storefront glass. Windows and breeze block will provide daylighting bringing natural ventilation in the cooler months. The single-story building will include varied fenestration patterns and architectural design elements. The color palette invokes a Sonoran Desert inspired range of earth-tone finishes bringing visual interest to the design.

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

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

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

**Response:** Not applicable.

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

**Response:** Not applicable.

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

**Response:** The proximity of entertainment, cultural venues, retail, residential and employment land uses in the Old Town vicinity will naturally encourage patrons to walk to the restaurant thereby reducing vehicle trips and promoting a live, play, work lifestyle. Convenient regional access is provided via Scottsdale Road, Camelback Road, and Indian School Road. The City's Third Avenue public parking structure is located immediately west of the Property with convenient access via both Fifth Avenue and Third Avenue.

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

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

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

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

**Response:** The proposed redevelopment will conform to the Old Town Scottsdale Urban Design & Architectural Guidelines as demonstrated below. The proposal will provide a comfortable and safe streetscape designed with human-scale elements and shade. Trees and shrubs will be used to create a comfortable microclimate, both along Scottsdale Road and within the internal courtyard, providing visual relief that will enhance the patron/pedestrian experience and encourage walkability further celebrating the mixed-use character of Old Town.

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

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

**Response:** Not applicable.

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

**Old Town Scottsdale – Urban Design & Architectural Guidelines (August 2024)**

The Urban Design & Architectural Guidelines below include those that are applicable to the proposed building remodel and site enhancements.

***ENHANCE THE PEDESTRIAN ENVIRONMENT***

***1. Create an interconnected, walkable downtown.***

*Development should enhance the interconnectivity of Old Town.*

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

**Response:** Redevelopment of this infill site consists of a number of improvements including, but not limited to, a new building façade along Scottsdale Road, enhanced landscape, an improved pedestrian environment, tree-shaded sidewalks, and revitalization of an aging property void of landscaping, all of which contribute to a synergistic, walkable downtown.

**Current Site Condition**



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

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

*2.1 Align new buildings with existing buildings, and minimize the space between buildings to define a continuous building-street edge.*

*2.2 Locate the majority of building frontage to a common setback line and parallel to the street. Variations to the building setback that support the pedestrian experience may be considered.*

*2.3 Create a defined street-space where building frontages do not exist by incorporating design elements such as site walls, landscaping, overhead trellis, or covered walkway.*

*2.4 Convey a unified street appearance through the provision of complementary street furniture, paving, lighting, and landscape plantings.*

*2.5 Locate linear and rhythmic landscape planting at the street edge, and at site features such as intersections, entry drives, sidewalks, and courtyards.*

**Response:** The Scottsdale Road street frontage is activated through ground level improvements and new street trees that provide shade for patrons and pedestrians. The internal courtyard seating space is well-shaded with both canopy structures and specimen trees. The addition of the enclosed southwest desert courtyard helps to emulate a new building where the parking lot currently exists. The street façade has undulation where the existing building façade is stepped back from the courtyard façade which's helps to convey a consistent building frontage and variety.

## **OPEN SPACES**

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

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

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

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

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

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

**Response:** The remodel of the existing buildings and replacement of the parking lot into a traditional desert southwest/Sonoran courtyard. The desert oasis courtyard will provide both shade, light and a refreshing dining experience. The Scottsdale frontage streetscape will incorporate desert approved plants and trees that are on the approved list for Scottsdale. The contrast between Arizona desert frontage and courtyard oasis will provide a dynamic experience for customers. The large breeze block wall will allow both visibility and cross ventilation of the courtyard.

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

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

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

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

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

**Response:** The proposed design is sensitive to the pedestrian environment of Old Town and seeks to provide an upgraded experience through site redevelopment and activation of the Scottsdale Road street frontage. Vehicle access from Scottsdale Road will be eliminated.

### ***INTEGRATION INTO THE NATURAL ENVIRONMENT***

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

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

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

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

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

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

**Response:** Landscaping will include desert appropriate vegetation to create an enhanced experience for patrons and provide a shaded courtyard experience.

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

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

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

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

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

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

*6.5 Incorporate Low Impact Development (LID) practices into site design.*

**Response:** Landscaping will consist of a low water use plant palette in conformance with the Scottsdale Road streetscape guidelines. A lush plant variety will be implemented within the internal courtyard, not visible from Scottsdale Road. The courtyard space is designed to provide an intimate oasis for patrons. The landscaping variety and placement is designed to celebrate the southwestern region but also to create a visual experience that reinforces the Old Town character.

## **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.*

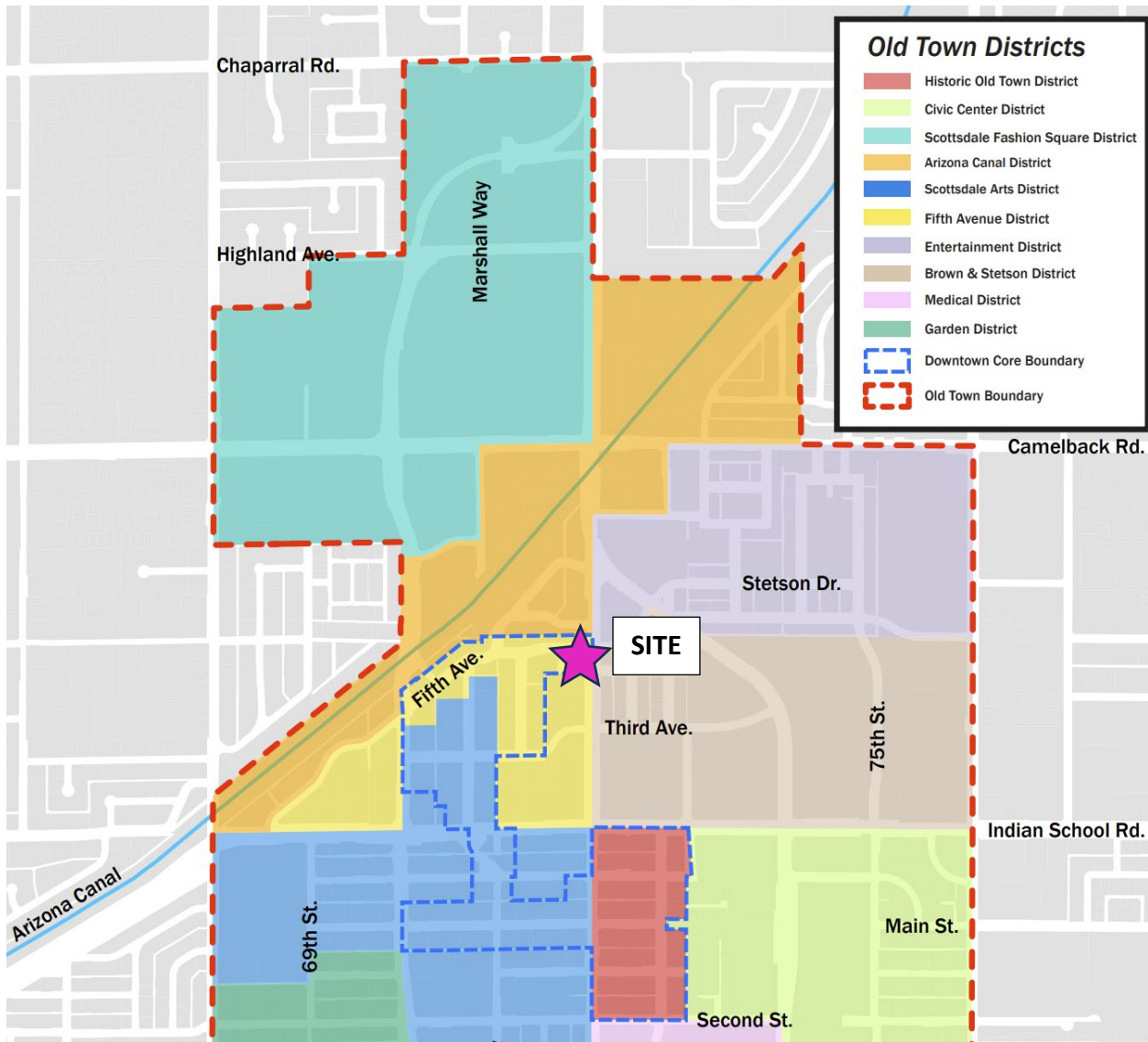
*7.1 Orient buildings and active uses toward streets, pedestrian corridors, and other public areas.*

*7.2 Incorporate courtyards and other outdoor spaces into site design and link them with outdoor spaces on neighboring sites, and to the street.*

*7.4 Plan for temporary and permanent public art in site and streetscape design.*

**Response:** The Scottsdale Road frontage will be improved to enhance the pedestrian experience, creating more fluid connections to the north and south, thereby reinforcing interconnected fabric of the entire Old Town area and more specifically the Fifth Avenue District and surrounding Districts as shown below.

## Old Town Scottsdale District Map



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

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

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

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

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

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

**Response:** The architecture of the remodel and courtyard addition are inspired by traditional southwest Sonoran building traditions. The variety of stucco colors between buildings gives the appearance of multiple buildings that are around a central courtyard. The courtyard is inspired by desert living traditions that go back thousands of years where shade, ventilation and passive cooling achieved quality living environments in both winter and summer. The architectural details are all inspired by Sonoran, Spanish and desert modern traditions. Textured stucco, concrete, wood beams and metal storefront all help build upon the brand of Scottsdale.

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

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

*9.1 Locate building service areas so as to minimize visibility from public view, and reduce potential conflicts with on-site circulation.*

*9.2 Conceal utility equipment, such as mechanical, electrical, solar, and communications equipment, from public view, other on-site users, and neighboring properties.*

*9.3 Locate utility equipment and building service and delivery areas on the development site - along the alley or within the site's interior.*

*9.4 Site planning that incorporates rideshare queuing and drop off is encouraged.*

*9.5 Consider building improvements such as lighting and signage on façades that face onto alleyways.*

**Response:** All utilities, trash/recycle, and delivery services accessed via the alley to minimize the impact of the pedestrian experience along Scottsdale Road.

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

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

*10.1 Reinforce architectural design of a building, and the surrounding context, through complementary exterior decorative light fixtures.*

*10.2 Emphasize architectural features when illuminating building façades via concealed lighting. 10.3 Design lighting systems to minimize glare, excessive brightness, and visual hot spots; and, incorporate transitional light levels between lower and higher illuminance.*

*10.4 Encourage exterior and interior building lights that illuminate windows and doors and contribute to increasing the light levels in pedestrian areas.*

*10.5 Provide pedestrian scale lighting to supplement street lighting and combine street and pedestrian lighting on one support pole.*

- 10.6 Provide evenly-distributed lighting beneath covered walkways. Fixtures that produce light at a warm color temperature are preferred (2700- 3000 Kelvin).
- 10.7 Emphasize artwork in the public realm through complementary exterior lighting. (Note: All artwork displayed in the public realm, whether luminal in nature or otherwise, is subject to review by the Scottsdale Public Art Advisory Board and/or the Development Review Board).

**Response:** Lighting has been designed in a manner that is consistent with and sensitive to the Old Town context. Lighting will showcase the architectural theme of the building while also acting as a tool for safe pedestrian wayfinding.

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

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

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

**Response:** Project identification will be contextually appropriate and processed under separate approval and permit process. Signage will be placed to ensure visibility respecting the landscaping and ground level pedestrian experience.

## ***BUILDING MASS, FORM, & SCALE***

### ***12. Design buildings to complement the existing development context.***

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

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

**Response:** Proposal is for design improvements to a single-story structure. Not applicable.

***13. Reduce apparent building size and mass.***

**Response:** Proposal is for design improvements to a single-story structure. Not applicable.

***HIGH-RISE BUILDING DESIGN***

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

**Response:** Proposal is for design improvements to a single-story structure. Not applicable.

***PARKING***

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

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

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

**Response:** Similar to other restaurants along this segment of Scottsdale Road, the required parking will be satisfied by a combination of onsite parking, improvement district parking credits, bicycle parking credits, and in lieu parking spaces.

***ARCHITECTURAL ELEMENTS & DETAIL***

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

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

*16.1 Design similar floor-to-floor building heights to define the visual continuity of an area.*

*16.2 Align architectural features such as window bands, cornice lines, belt courses, moldings, and other features, as appropriate.*

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

*16.5 Outside of the Downtown Core, provide a continuous shaded walkway along pedestrian corridors.*

*16.6 Utilize variety in building design that integrates surface detail, articulated architectural features, and other elements that enrich character, visual interest, shadow, contrast, and color.*

**Response:** Building materials, massing, and architecture are inspired by Old Town's urban context, and more specifically, the Fifth Avenue District surroundings.

***17. Design buildings that are inviting.***

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

*17.1 Activate the ground floor of buildings to provide interest and a safer pedestrian environment.*

*17.2 Provide a clearly defined public entrance to the building façade that reflects the existing scale of surrounding building entrances.*

*17.3 Orient the main entrance of a building toward the street.*

*17.4 Provide frequent building entrances to minimize blank walls and other dead spaces. For Type 1 Development, incorporate at least one (1) entrance for every thirty to fifty (30-50) feet of building frontage. For Type 2, 2.5, and 3 Developments, incorporate at least one (1) entrance for every thirty to fifty (30-50) feet of building frontage, but not to exceed 100 feet.*

**Response:** The design scheme along Scottsdale Road provides an updated and engaging environment for patrons and pedestrians as compared to the current surface parking lot. The building entrance is clearly identifiable. Lighting and tree placement will enhance the pedestrian experience consistent with the Old Town design goals.

***MATERIALS***

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

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

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

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

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

*18.4 Reflective materials that create glare and façades that are more than 80% glass are discouraged.*

*18.5 Emphasize muted desert colors (Main Color) having a value of less than seven (7) and a chroma between three (3) and fourteen (14), as indicated in the Munsell Book of Color.*

*The Light Reflectance Value is to be 70% or less. Intense, saturated colors are only encouraged as accents.*

*18.6 Exterior finish materials such as concrete, brick, and tile to be left in their natural color or colored integrally, as opposed to being painted, stained or coated.*

*18.7 Natural materials are preferred over simulated materials, particularly at the ground level of buildings and other locations where direct contact by pedestrians occur.*

*18.8 Changes in paint color, building material, and/or texture that occur with a change in horizontal wall plane, or with strongly pronounced scoring, expansion joints, reveals or other similar wall details are encouraged. Abrupt changes in materials, colors, and textures are discouraged.*

*18.9 Vertically-stacked materials ordered by perceived material weight, with the “heaviest” materials at the bottom, and the “lightest” materials towards the top, are encouraged. This ordering method contributes to the appearance of the building being anchored to the ground plane, and upper levels being supported by the building base.*

**Response:** The proposed architectural character, site layout, and landscaping design will respect the unique southwestern climate, vegetation, and the existing Old Town context. The palette of exterior materials consists of stucco, precast concrete, breeze block, wood and storefront glass. Windows and breeze block will provide daylighting bringing natural ventilation in the cooler months. The single-story building will include varied fenestration patterns and architectural design elements. The color palette invokes a Sonoran Desert inspired range of earth-tone finishes bringing visual interest to the design. The building materials draw upon Old Town’s urban character as well as the Fifth Avenue District. The architecture is a unique blend of traditional Sonoran courtyard and desert modern architecture that help to build upon the unique Scottsdale design traditions where old and new meet.

### **Scottsdale Sensitive Design Principles**

The Character and Design Element of the General Plan states that “Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale’s Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.” The City has established a set of design principles, known as the Scottsdale’s Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property.

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

**Response:** The Property is located in the heart of Old Town and redeveloping the aging retail building and transitioning to a new vibrant restaurant use will strengthen the Scottsdale Road urban context. The design is a combination of traditional Sonoran courtyard and desert modern architecture that will complement the variety of architectural styles established in Old Town. The

design provides appropriate massing and streetscape interface given the scale and context of the area.

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

**Response:** The Property does not have significant natural features such as washes and natural area open space. However, specific design considerations have been made with respect to the Old Town context and site location.

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

**Response:** The building and site improvements will be designed to adapt to the existing site conditions, which are flat. All landscaping will consist of low water use native desert materials in conformance with the City's guidelines. Plant varieties contemplated for this site include, but are not limited to, Mulga Acacia, Palo Brea, and Jacaranda trees respecting the southwestern climate and providing a variety of vegetative patterns to create an appropriate setting for the building and shade for patrons and pedestrians.

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

**Response:** Landscaping will be provided to act as a buffer, provide shade, and contribute to the urban habitat for wildlife and improved air quality. The proposed native desert landscape palette will be able to withstand the changes of the local climate and as they continue to mature, they will become self-sustaining relative to water demand.

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

**Response:** The design team recognizes the importance of the pedestrian experience, which inspired the design and greatly improved streetscape interface. Scottsdale Road landscaping and improved sidewalk conditions will allow patrons and pedestrians to walk fluidly along the streetscape.

- 6. Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.*

**Response:** The proximity of entertainment, cultural venues, retail, residential and employment land uses in the Old Town vicinity will naturally encourage patrons to walk to the restaurant

thereby reducing vehicle trips and promoting a live, play, work lifestyle. Convenient regional access is provided via Scottsdale Road, Camelback Road, and Indian School Road. The City's Third Avenue public parking structure is located immediately west of the Property with convenient access via both Fifth Avenue and Third Avenue.

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

**Response:** The proposal includes design elements that respect human-scale, providing shade and shelter through landscape canopies and architectural elements.

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

**Response:** The proposed building is a single-story structure and respectful of the Scottsdale Road Old Town context. The proposal will utilize architecture that will be contextually appropriate and compatible with newly proposed and existing buildings in the surrounding area.

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

**Response:** The proposed redevelopment will remove a large asphalt parking surface and incorporate a new courtyard seating area with landscaping elements that provide solar relief compatible to the desert setting and Old Town environs.

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

**Response:** Sustainable strategies and building techniques are being considered with this proposed development consistent with the City's requirements.

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

**Response:** The landscape palette for the proposed development incorporates desert sensitive plants indigenous to this arid region.

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

**Response:** The proposal maintains a low water use plant palette (see landscape plans and renderings). As discussed above, context appropriate desert plant materials will be utilized consistent with the established vegetative patterns found in Old Town.

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

**Response:** Lighting has been designed in a manner that is sensitive to the surrounding context while maintaining safety for patrons and pedestrians along Scottsdale Road. Energy efficient lighting fixtures will be shielded from adjacent properties and reinforce the architectural intentions.

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

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

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