

NELSEN PARTNERS, INC.  
Austin | Scottsdale

—

15210 North Scottsdale Road  
Suite 300  
Scottsdale, Arizona 85254  
480.949.6800

**Partners**

Brad J. Nelsen, AIA, RAIA  
Philip J. Crisara, AIA  
George A. Melara, AIA  
Carson Nelsen, AIA  
Michael Martin, AIA  
J. Scott Chasteen  
Stephen L. Oliva, AIA  
Jeff Brand, AIA

**Associates**

Lindsay Abati, AIA  
Matthew Beaton, AIA  
Scott DeMont, AIA  
Chantel Kimmins  
Jeffrey Keenan, AIA  
Randy McManus  
Dan Morrison, AIA  
Janet Quan  
Sandra Saldaña  
Jonathan M. West, AIA

January 2, 2025

RE: 993-PA-2024

**Project Narrative**

Project Information

*This project proposes development of 232 luxury residential units and approximately 32,000 square feet of a mixture of commercial uses including retail and restaurant. The site is located on 4.82 net acres of property at the northwest corner of Indian School Road and Goldwater Blvd. Existing buildings on site will be demolished and utilities relocated to the perimeter of the property. The construction type will be a five story above grade and one story below grade precast concrete parking garage with five levels of type 3B stick frame residential units wrapping the garage. Ground level commercial uses will be built along the public street frontages on Goldwater Blvd. and Indian School Rd.*

Zoning Conformance

*Zoning for this property is Downtown/Office/Commercial-Type 2 Planned Block Development. Property development standards are based on city council approval of case 12-ZN-2007 on the February 19, 2008 city council meeting date. Conformance to the approved zoning case has been the main influential factor in the building design and layout of this project. Strategies for reducing building size and visual impact in alignment with the exhibits and language of the 12-ZN-2007 case have been preliminarily reviewed with staff and Erin Perreault prior to this submittal.*

Conformance to Development Review Board Criteria

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

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

*This project meets the general plan, character plan and zoning ordinance development standards in accordance to cases 1-CP-2007 and 12-ZN-2007. Conformance to applicable Scottsdale guidelines including Sensitive Design Program, DSPM, Commercial Retail Guidelines,*

*DUDAG, MAG, Greater Phoenix Metro Green Infrastructure Handbook, Restaurant Guidelines, Lighting Design Guidelines and Shading Guidelines will be elaborated on individually and in greater detail later in this narrative document.*

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

*This project has been designed to properly address the specific site location within the downtown Scottsdale area. The massing of the building balances impactful design on major corners and also reducing apparent massing by providing stepped back design with a combination of two, three, four and five story elements along public frontages. Particular focus has been put on the public pedestrian experience. A new pedestrian paseo is being created along the west property line.*

*The frontages on Indian School, Goldwater, and Fifth Avenue are enhanced with storefront conditions and mostly non-residential uses. Any residential uses fronting public ways will have a stoop and front patio alignment to promote a walkable and visually enhance streetscape. Materials along these public frontages are upgraded brick facades with a more traditional approach to design that focuses on material detailing. This architectural approach is meant to fit into the masonry facades on the adjacent sites on Indian School and Goldwater and provide a much needed engaged pedestrian connection from Indian School to Fifth Avenue along Goldwater.*

*The remainder of building façade design balances enough variety to break up longer building facades while also not being too busy. The top floors of the building change material to a composite façade cladding and enhance a base-middle-top vertical organization to present a mixed use project with penthouse upper floors. This strategy enhances the bottom base levels and accents horizontality to reduce the apparent mass of the building.*

*Even though this project is in a more urban location, strategies to reduce solar heat gain and maximize daylighting are implemented. Larger glazed*

*openings are stacked with large balconies to provide protected openings and sufficient daylight. Windows are recessed and protected in many locations to reduce unnecessary heat gain. All pedestrian level walkways are protected from excessive solar exposure through a combination of a street tree program and building mounted canopies and arcades.*

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.

*In an effort to improve circulation and enhance pedestrian safety, driveway alignments on this site are being reduced from five curbcuts down to two curbcuts. One driveway will be located along Goldwater in a location that provide ample distance from the major Indian School intersection and increases distance of the existing driveway separation with adjacent property. The other driveway is staying in its current location at the midpoint of the Fifth Avenue Frontage. This location maximizes separation from existing driveways and retains existing pedestrian crossing conditions.*

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

*All mechanical and utility equipment will either be screened by rooftop parapet and mechanical screening. Ground mounted equipment will either be located internal to the project or out of direct pedestrian view. Required utility equipment located in right of ways will be screened as much as possible from pedestrian view while still maintaining required access clearances.*

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. Address building mass, height, materials, and intensity transitions between adjacent/abutting Type 1 and Type 2 Areas, and adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.

*This project has been designed to properly address the specific site location within the downtown Scottsdale area. The massing of the building balances impactful design on major corners and also reducing apparent massing by providing stepped back design with a combination of two, three, four and five story elements along public frontages. Particular focus has been put on the public pedestrian experience. A new pedestrian paseo is being created along the west property line.*

*The frontages on Indian School, Goldwater, and Fifth Avenue are enhanced with storefront conditions and mostly non-residential uses. Any residential uses fronting public ways will have a stoop and front patio alignment to promote a walkable and visually enhance streetscape. Materials along these public frontages are upgraded brick facades with a more traditional approach to design that focuses on material detailing. Commercial storefronts will be enhanced with base detailing, building mounted canopies, landscape planters and pots, and a variety of human scaled lighting and signage. This architectural approach is meant to fit into the masonry facades on the adjacent sites on Indian School and Goldwater and provide a much needed engaged pedestrian connection from Indian School to Fifth Avenue along Goldwater.*

*The design of this building addresses traditional sonoran design principles by breaking up massing through a traditional base-middle-top strategy. Vertical breaks are also integrated into the façade design and multiple façade styles are integrated to break up the apparent size and length of the building. The base commercial uses protrude out to address the streetscape as a one or two level base massing. Upper levels of the building step back allowing a lower, more pedestrian building scale at the street level. Large outdoor living areas protected by overhangs and balconies above characterize the residential portions of the façade. These highlight the importance of both outdoor living areas and solar protection of outdoor spaces.*

*The decision to use brick as the primary base material on the public road frontages is based on the surrounding buildings adjacent to the site. The buildings along Goldwater and Indian School are all either slump block, brick, or concrete masonry units. Brick has been a successful material that accents a smaller scale along pedestrian areas in the old town Scottsdale area and has the ability to represent both historic and contemporary design aesthetics. Blackened or painted steel will be used to accent the brick and create canopies. This steel material also appeals to both a historic and contemporary aesthetic and marries well with brick and the timelessness we are seeking to create.*

*This property does not abut any type 1 areas in the old town district. The project does address its perimeter by stepping down building volumes to the south, east and north frontages on the public streets. Changes in building materials are also used when the building steps back. We are using this strategy of façade recess and design change to accent how much the building is broken up along its perimeter, mitigating visual impact to neighboring properties and public frontages.*