



Community & Economic Development Division
Planning and Development Services
Long Range Planning Department
7447 E. Indian School Rd.
Scottsdale, AZ 85251

Development Review Board Meeting Memorandum

Item No. 9
Topic: 25-DR-2011 Old Town Scottsdale Urban Design & Architectural Guidelines Update
Action Requested: This is a non-action item. Staff will provide a presentation on the Building Design section of the draft Old Town Scottsdale Urban Design & Architectural Guidelines for consideration and discussion.
Meeting Date: April 4, 2019
From: Taylor Reynolds, Project Coordination Liaison
Through: Steve Venker, Development Review Board Coordinator
CC: Erin Perreault, AICP, Long Range Planning Manager

Background

This non-action item is the continuation in a series of presentations regarding the draft Old Town Scottsdale Urban Design & Architectural Guidelines (UDAG), in order to garner input from the Board (DRB). Staff will provide an overview of the third section of the draft UDAG, Building Design.

Discussion

Designing for human size and scale, and maintaining the pedestrian-oriented character of Old Town, are important themes of the Building Design section, which gives guidance regarding the following:

- **Building Mass, Form, & Scale** – Guidelines within this subsection discuss utilizing design as a means to reduce the apparent size and mass of buildings, and furthermore, how future development may complement, and transition to, the existing context area.
- **High-Rise Building Design** – This subsection provides guidance as to how design can shape the various components of high-rise buildings (podium, tower, penthouse) – ensuring buildings minimize visual impacts, fit within the surrounding context, and positively contribute to the Old Town skyline.
- **Parking** – Guidelines within this subsection discuss the importance of designing parking facilities that complement and contribute to the architectural and urban design of the neighborhood in which they are located.
- **Architectural Elements & Detail** – Guidelines within this subsection speak to the importance of strengthening the design of an area by repeating and aligning architectural elements; however, the guidelines note that adding variety in architectural features may provide enhanced visual interest as well. Furthermore, building design may be utilized to activate the ground floor of buildings, adding interest to the pedestrian experience and producing buildings that are inviting.

- **Materials** – Guidelines within this subsection discuss how the use of context appropriate, high-quality colors and materials help tie buildings into the composition of the neighborhood and further emphasize Old Town’s sense of place.

Draft UDAG Feedback

On March 21, 2019, staff provided a presentation regarding the first two sections of the draft UDAG (Human Connectivity and Site & Surrounding Context) to gather input from the DRB. Feedback collected has been tracked in the Draft Old Town UDAG Feedback Matrix (Enclosure 2), and, as appropriate, incorporated into the draft document (Enclosure 1) for consideration.

Following this same format, feedback collected at the April 4, 2019 DRB meeting will be tracked and incorporated (as appropriate) into the draft document for consideration.

Enclosures

Enclosure 1: [Draft Old Town Scottsdale Urban Design & Architectural Guidelines – March 29, 2019 Draft Date](#)

Enclosure 2: [Draft Old Town UDAG Feedback Matrix – March 29, 2019](#)