

Scottsdale City Center 229-PA-2020

Design Narrative

07/03/2023

Revised 05/16/2025

Introduction:

The largest owner of real estate in the area, Stockdale Capital, is looking to evolve and mature the greater Entertainment District-area into a mixed-use District. Art will be the unifying theme of Scottsdale's next great neighborhood with extensive shade and buildings designed with varying heights and uses. The City Center project is part of the Scottsdale Collection rezoning, case# 9-ZN-2020 and will adhere to the Narrative set forth in the Scottsdale Collection Development Plan.

Scottsdale City Center is located at the southeast corner of the intersection of Camelback Road and Scottsdale Road in the heart of the Entertainment District of Old Town Scottsdale. The site is a combination of seven existing parcels. The total Net Site area is 137,836 sf (3.16 Acres). The project is a mixed-use project of ground-level retail, restaurants, a residential tower with top-tier amenities, and a flexible public plaza. City Center will fill the gap in the pedestrian experience between districts and supplement the city's shortage of housing to support a thriving economy. A rich material palette of stone and metal panel, derived from the history and geology of its place, will help to highlight the tower and retail podium in a district defined by luxury. Lush but water-efficient desert vegetation will fill the public plaza and private amenity deck and special attention will be given to circulation along the canal, which cuts diagonally across the corner of the site, breaking the city grid and drawing people into the plaza. Thoughtful lighting, podium buildings designed to attract high-end restaurants, and tenant engagement will activate the plaza day and night to bring a new paradigm of mixed-use to Scottsdale.

Approximately 31,700 s.f. of pedestrian-scale retail and restaurant spaces line the frontages along Scottsdale Road and Camelback Road to provide street-level pedestrian activity. Additional retail spaces within the open plaza invite pedestrians and visitors into the site to further activate the interior of the development. These retail shell spaces are different sizes to attract different potential tenants, and many spaces can be further subdivided to allow for future tenant flexibility. Within and between these tenant spaces, a variety of landscape and hardscape surfaces are used to finish out the public plaza spaces. A variety of stairs, ramps, and plant terraces navigate the topographic changes across the site to link the development to the public realm at the street. A large opening across the canal provides a visual and physical connection to the main corner of Scottsdale and Camelback Roads as well as to Scottsdale Fashion Square.

Landscaping in the outdoor public plaza and residential amenity areas will strive to balance shade and lushness with water efficiency. Planting material selection will bring a variety of natural colors and textures to the project while maintaining a desert-appropriate character. Irrigation needs for the landscaping will conform to the requirements of the Scottsdale Green Construction Code requirements. Landscaping materials and layouts may also provide

opportunities to help reduce Heat Island effects as mandated by the Green Construction Codes.

Above the public plaza level is a large open amenities level for the residential tower. This amenities level includes a mix of indoor and outdoor spaces while also providing a large outdoor pool deck and terrace which partially shades the ground level plaza below. Above this amenity level are two, 10 level towers of residential units comprising approximately 138 two, and three-bedroom units. The residential massing steps back from the amenity level in most areas to help create a more appropriate scale along the four streets this building addresses. Another step back occurs at the seventh level on the west tower, further reducing the overall building massing.

Parking for the project occurs on a below grade 2-level parking structure as well as a 4-level above grade garage which is concealed behind the amenity levels. Entry into both below grade and above grade parking occurs on the east from Brown Avenue. Due to natural site topography, these two parking deck entrances are at grade from these streets but are one level below the public plaza level and the main pedestrian access point at the corner of Scottsdale and Camelback. One additional parking deck level is provided below this point. A total of approximately 500 spaces are provided to serve both the residential and the retail/restaurant uses of the development. Additionally, a vehicular drop-off court for valet and ride-share services is provided at the plaza level with access from Brown Avenue. Primary access for building services, such as trash collection and deliveries, as well as fire department access, occurs from the Shoeman frontage.

Mechanical and utility equipment will be minimized at the ground level plaza. Where possible, such equipment will be in the parking deck below or in inconspicuous areas of the amenity level. All equipment will be visually screened with architectural or landscape screening elements. Mechanical equipment for the residential tower will be located in the service yard accessed from Shoeman Ln. and will also be architecturally screened from view.

Two proposed locations and approximate scales of anticipated art installations have been identified on sheet '52 - Cultural Improvement Program Plan', which will serve as "Qualifying" art & site "Enhancements" to the "hospitality district", which are eligible for reimbursement in accordance with development agreement 2020-194-cos (Scottsdale collection, resolution #12008). Submittal and review of the proposed installations shall occur via separate submittal and review.

Scottsdale City Center will be designed to comply with the International Green Construction Code (IgCC) as adopted and amended by the City of Scottsdale. Roofing and paving materials will be selected to help reduce heat island effects. Landscaping materials will be selected to reduce water usage needs. Building glazing will be selected to minimize solar heat gain and glare while also maximizing natural light and views in both residential and retail areas. The building massing for the tower portion is largely east-west oriented to reduce solar impact on the building. The MEP systems will be designed to meet and exceed minimum performance values for energy consumption, energy efficiency, and water usage. Electric vehicle charging infrastructure will be provided for day-one charging capabilities and for future EV expansion. The project will use performance-based energy modeling analysis to aid in the efficient design of the energy systems and exterior envelope. The project will

incorporate a solar PV array to comply with Section 701.3 for on-site renewable energy systems, unless we are able to use our energy model to demonstrate equivalent annual energy savings per Section 701.3, Exception 3. Waste management strategies will be developed to minimize landfill waste and maximize recycling opportunities both during construction and post-occupancy. Additional sustainable strategies will be used with guidance from the Scottsdale 2021 IgCC Building Plan Review Checklist to demonstrate compliance during the permit review process. The project is not currently seeking LEED certification.

Scottsdale City Center is the second project looking to evolve and mature the greater Entertainment District set forth in “The Scottsdale Collection” 9-ZN-2020, the first project being The Maya Hotel. It is an integral component to achieving the goals of creating a unified mixed-use neighborhood of art, shade, and quality pedestrian environment.

Development Review Board Criteria:

1. *The design and theme of the application is consistent with the design and character components of the Scottsdale Collection Development Plan case# 9-ZN-2020, Sensitive Design Program, OTSUDAG, development standards and Design Standards and Policies Manual.*

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: *Scottsdale City Center is located at the entrance to the Entertainment District and enjoys an urban setting surrounded by a variety of uses. The project responds to the surrounding urban context by providing shade for pedestrians and an enhanced streetscape of paving and public art. The site is significantly sloped from north to south, so the design incorporates a series of walls, ramps and steps that help to draw people up and through the site from the south, while continuing a safe pedestrian corridor along Scottsdale and Camelback Roads. Locating the parking structure underground allows for the street level to become much more activated while the open northwest corner of the site creates a much more inviting transition from The Scottsdale Waterfront and Scottsdale Fashion Square. Whereas the east side of the site is considered more back of house and utilitarian the Shoeman face engages the public and draws them into the heart of the entertainment district with activated storefront, seating, and valet drop-off.*

b. *Avoid excessive variety and monotonous repetition;*

Response: *The project features four-sided architecture using similar detailing, but differences in patterning on all four sides. Large ‘shifts’ in the façade break the towers down into appropriate scales while a subtle gradient in the façade color helps to create variety. The roofs and mezzanines of the plaza level retail create variety and interest in the street.*

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: *Scottsdale City Center responds to the unique climatic conditions of the Sonoran Desert environment in multiple ways. The residential unit balconies are shaded along with the valet drop off.*

Residential glazing facing east/west has been minimalized and is set back from the slab edge to provide additional shading. Sliding glass partitions in the units provide passive cooling opportunities during optimal months. The retail spaces all have large projecting shade canopies, and the landscape trees provide a multitude of shade. The proposed landscape planting and trees native to the Sonoran Desert help to highlight the natural environment in an urban setting and soften the amount of hardscape.

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 site occupies the entire end of the block and features four frontages. The main non-resident vehicular entrance is located on Brown Avenue and provides access up to the plaza level to a porta cochere for valet vehicular drop-off and large shade canopy for pedestrians. This entrance also provides access to the underground parking area for restaurant, retail, and guest parking. At the south end of this project's Brown Ave. frontage is the main resident vehicular entrance providing access to the resident parking in the above grade structure as well as a drop off loop for tenants to access the main building lobby. The service drive is accessed from Shoeman Ln. and supports all the non-public services, keeping much of this traffic out of the pedestrian realm. The project creates a much nicer and safer pedestrian path along Camelback than what currently exists with shade trees and landscape buffer. The Shoeman Road frontage allows for safe valet and vehicular drop-off away from Scottsdale Road and an additional entry into the parking garage and service drive. The Scottsdale Road frontage has been enhanced with trees, landscaping, and pavement. The ability for people to access the project and beyond from the intersection has been significantly enhanced by creating a main pedestrian entry and grade into the site, which in turn engages with the pedestrian walkways along Camelback and Scottsdale Roads. Parking for the project is addressed with the Scottsdale Collection Development Plan case#: 9-ZN-2020 and the Scottsdale Collection Parking Master Plan.

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

Response: The mechanical equipment is located in the service drive accessed from Shoeman Ln. and is fully screened and integrated into the overall massing of the building. Mechanical equipment and utilities at the ground level are in a fully screened service yard accessed from the more service oriented Shoeman Lane.

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

a. Demonstrate conformance with the Downtown Plan Urban Design & Architectural Guidelines;

Response: Scottsdale City Center is broken down into a variety of building masses to better relate to the human scale at the pedestrian level. The towers follow a base-middle-top configuration to break down the vertical mass of the building. Stepbacks along the building height further reduce the mass of the tower and introduce visual breaks into the façades. These base setbacks and stepbacks conform to the development standards for a Type 3 Development. At the pedestrian plaza level, glazing into the retail spaces provides an inviting experience while a mix of trees and building overhangs provide shade to pedestrians. The retail spaces can be subdivided in a variety of ways to accommodate tenants of various sizes providing a wide range of commercial options for residents and visitors.

b. Incorporate urban and architectural design that address human scale and incorporate pedestrian-oriented environment at the street level;

Response: Scottsdale City Center is broken down into a variety of building masses to better relate to the human scale at the pedestrian level. There is a large setback along Camelback and Scottsdale Roads that has been respected. The main plaza creates a large walkable pedestrian environment with landscaping, storefronts and exterior dining opportunities that helps to draw the energy and excitement into the project from neighboring developments and the Old Town at large. The scale of these one- and two-story structures work well at creating an urban environment that is not overwhelming, separate from the apartment tower above and is human scale.

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;

Response: The main plaza is broken down into a variety of building masses to better relate to the human scale at the pedestrian level. There is a large setback along Camelback and Scottsdale Roads that has been respected. The large setback at the base of the building also provides a clear separation between the public functions and the upper levels private residential floors. The overall mass is also broken horizontally above the amenity level as well as the 7th level of the towers creating distinct and differing building masses. The shade canopies are designed with closely spaced steel members meant to provide a filtered quality of light like the desert trees native to the Sonoran Desert. Unit patios and glazing are recessed to provide a variety of fenestration such as you would find in a desert cactus and other plants.

d. Reflect the design features and materials of the urban neighborhoods in which the development is located;

Response: Stockdale Capital is looking to evolve and mature the greater Entertainment District-area into a mixed-use District. Art will be the unifying theme of Scottsdale's next great neighborhood with extensive shade and buildings designed with varying heights and uses. Taking cues from modern architectural design, indigenous building materials and native landscaping materials the development will provide a pedestrian-oriented urban environment with a modern, contemporary aesthetic. Complementary textures, colors and materials will create strong aesthetic connections between existing and newly constructed developments while still maintaining a unique and identifiable character for the Development Plan area.

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.

Response: Per the Scottsdale Collection Development Plan the proposed building massing will be stepped horizontally and vertically to help reduce the overall volume and create appropriate transitions and architectural interest. The building design incorporates layers, textures and variety in materials providing four-sided architectural character that responds to the Southwestern climate while also respecting solar orientation. Scottsdale City Center site is located at the entrance to the Entertainment district and is surrounded by buildings and streets that provide a buffer and transition to the surrounding neighborhoods.

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

Response: The Scottsdale Collective's Development Plan has a strong focus on art and culture as highlighted in more detail in the Cultural Improvements section of the Development Plan. Notably, the nearby Scottsdale Arts District includes 70+/- galleries featuring the works of 1,000+/- artists along with Scottsdale Museum of the West, Scottsdale Museum of Contemporary Art, the Scottsdale Artists' School and Stagebrush Theatre, all of which establish Scottsdale, and Old Town specifically, as art-focused community. The Scottsdale Collective will celebrate and incorporate art as a guiding element as part of the Development Plan through the integration of new tourist accommodations, residential units and open space opportunities that promote walkability. Within and around the new development, elements of art will be encountered on various levels through sculpture, furniture, shade, lighting and building facades to create new exciting visual and sensory experiences for residences, guest and visitors further supporting Scottsdale as an arts community.

a. Accessibility to the public;

Response: Scottsdale City Center will have two large sculptures that the public can engage with. One at the northwest corner of the site as you enter from the main intersection of Camelback and Scottsdale Roads and one at the southwest corner of the site as you enter from south Scottsdale and Shoeman Lane.

b. Location near pedestrian circulation routes consistent with existing or future development or natural features;

Response: Scottsdale City Center will feature large scale sculptures art that will be visible from the pedestrian level and from the main thoroughfares of Camelback and Scottsdale Roads. The large sculpture at the northwest corner of the site will sit in a large green area. Pedestrians can sit and enjoy the sculpture from the ground level and at a very close distance.

c. Location near the primary pedestrian or vehicular entrance of a development;

Response: Scottsdale City Center will have two large sculptures that the public can engage with. One at the northwest corner of the site as you enter from the main intersection of Camelback and Scottsdale Roads and one at the southwest corner of the site as you enter from south Scottsdale and Shoeman Lane. These are the main pedestrian entrances to the site. The sculptures can also be viewed from the vehicular drop-off at the porte-cochere.

d. Location in conformance with the Design Standards and Policies Manual for locations affecting existing utilities, public utility easements, and vehicular sight distance requirements;

Response: All art will be subject to the Scottsdale Public Art Board review and meet the DS&PM policies.

e. Location in conformance to standards for public safety

Response: All art will be subject to the Scottsdale Public Art Board review and meet the DS&PM policies.

2021 IgCC Checklist Criteria:

1. Heat Island Mitigation

- Not less than 50 percent of site hardscape shall be provided with one or any combination of the following options: (a) shading by trees; (b) hardscape materials with an initial solar reflectance value of not less than 29; (c) open-graded (uniform-sized) aggregate; permeable pavement; permeable pavers, porous pavers (open-grid pavers); (d) shading structures; and/or (e) parking under a building, in accordance with 2021 IgCC Section 501.3.5.1.

Response: This project is currently meeting about 79% protected hardscape. Please refer to the attached **IgCC Worksheet – Site heat Island Mitigation** form for the draft calculations demonstrating compliance.

2. Energy Compliance Path

- Prescriptive-based compliance (allowed when total vertical fenestration is $\leq 40\%$)
 - Comply with mandatory and prescriptive requirements in 2021 IECC or ASHRAE 90.1
- Performance-based compliance (required when total vertical fenestration is $\geq 40\%$)
 - Submit preliminary energy performance modeling analysis in accordance with 2021 IECC Section C407, ASHRAE 90.1-2019 Chapter 11 or Appendix G.

Response: This project will pursue performance-based compliance. The energy model analysis demonstrating performance-based compliance is currently in progress. It will be further developed throughout the design and documentation phases to ensure compliance with the 2021 IECC. The full energy model analysis will be included in future permit review submissions. The results of this energy model will also be used to validate our intended approach for the Onsite Renewable Energy System requirement (see below).

3. Onsite Renewable Energy System

- Design for on-site renewable energy system (solar PV) that provides not less than 3% of annual estimated energy used for building mechanical, service water heating and lighting or not less than 2 watts per sq. ft. multiplied by the gross roof area over conditioned space, in accordance with IgCC amended Section 701.3.

Response: In accordance with the 2022 City of Scottsdale Amendments to the International Green Construction Code, 2021 Edition (Ordinance No. 4576, Resolution No. 12505), this project will seek approval to replace on-site renewable energy generation by equivalent annual energy savings via

Section 701.3, Exception 3. This energy savings approach will be developed and documented in the performance-based energy model analysis.

4. Refuse and Recycling Collection

- Locate and design for refuse and recycling enclosure in accordance with Design Standards and Policies Manual (DSPM) Section 2-1.309.
- For multi-family residential, provide not less than two 7-gallon minimum pull-out bins for recycling and trash as part of kitchen base cabinets. Allocate common area locations for collection and storage of materials via trash/recycling chutes, trash/recycling rooms and site refuse/recycling pick-up.
- Provide built-in or pull-out recycling containers in mailrooms, breakrooms and common kitchen/kitchenette areas. Allocate location(s) for collection, storage and pickup of materials.

Response: Overall project refuse and recycling plans are illustrated on sheet 25.1. This plan indicates separate trash and recycling collection areas for the residential and the retail/restaurant uses. The dedicated refuse collection area for the residential tower above is served by a pair of trash chutes that connect all residential floors above. One trash chute will be for trash and the second trash chute will be for recycling.

For the multi-family residential units, the kitchen base cabinet design will include the required trash and recycling bins as part of the interior millwork design. Final detailing of these base cabinets will be included in the permit submittal drawings. Built-in trash and recycling containers will be provided in residential common areas, including the mail room and resident amenity spaces. Final detailing of these base cabinets will be included in the permit submittal drawings.

GENERAL SHEET NOTES

REFER TO SHEETS 73.1 & 73.2 - EXTERIOR BUILDING COLOR AND SAMPLE BOARDS

SCOTTSDALE CITY CENTER

7201 EAST CAMELBACK ROAD
SCOTTSDALE, AZ 85251

SMITHGROUP

455 NORTH THIRD STREET
SUITE 250
PHOENIX, AZ 85004
602.265.2200
smithgroup.com

SUSTAINABILITY ENGINEERING GROUP

CIVIL ENGINEER
8280 E GELDING DRIVE, SUITE 101
SCOTTSDALE, AZ 85260
480.588.7226

SMITHGROUP
LANDSCAPE ARCHITECT
455 N THIRD STREET, SUITE 250
PHOENIX, AZ 85004
602.265.2200

ISSUED FOR DATE

SHEET KEYNOTES

DEVELOPMENT REVIEW SUBMITTAL	16MAY2025
DEVELOPMENT REVIEW SUBMITTAL	11NOV2024
DEVELOPMENT REVIEW SUBMITTAL	03JUL2023

SEALS AND SIGNATURES

NOT FOR CONSTRUCTION

CONCEPTUAL PLANS FOR DR REVIEW ONLY

SHEET TITLE

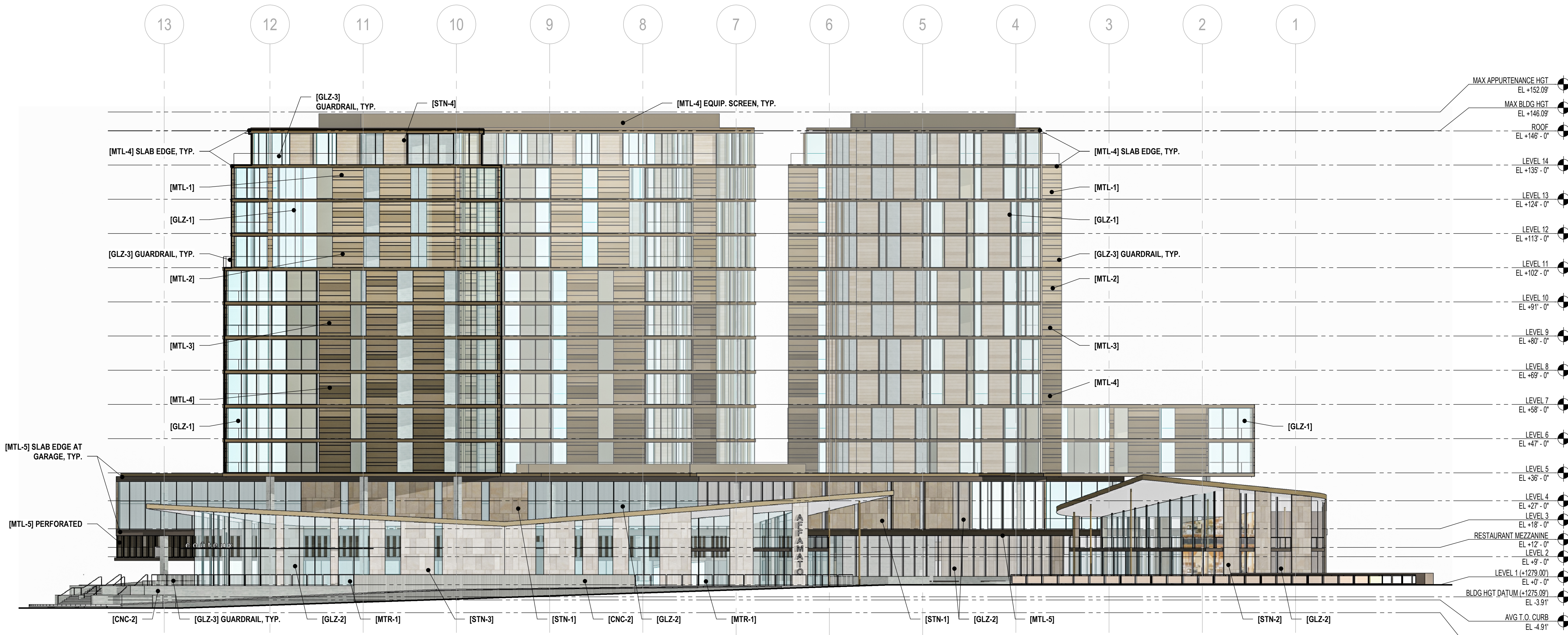
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PROJECT NUMBER

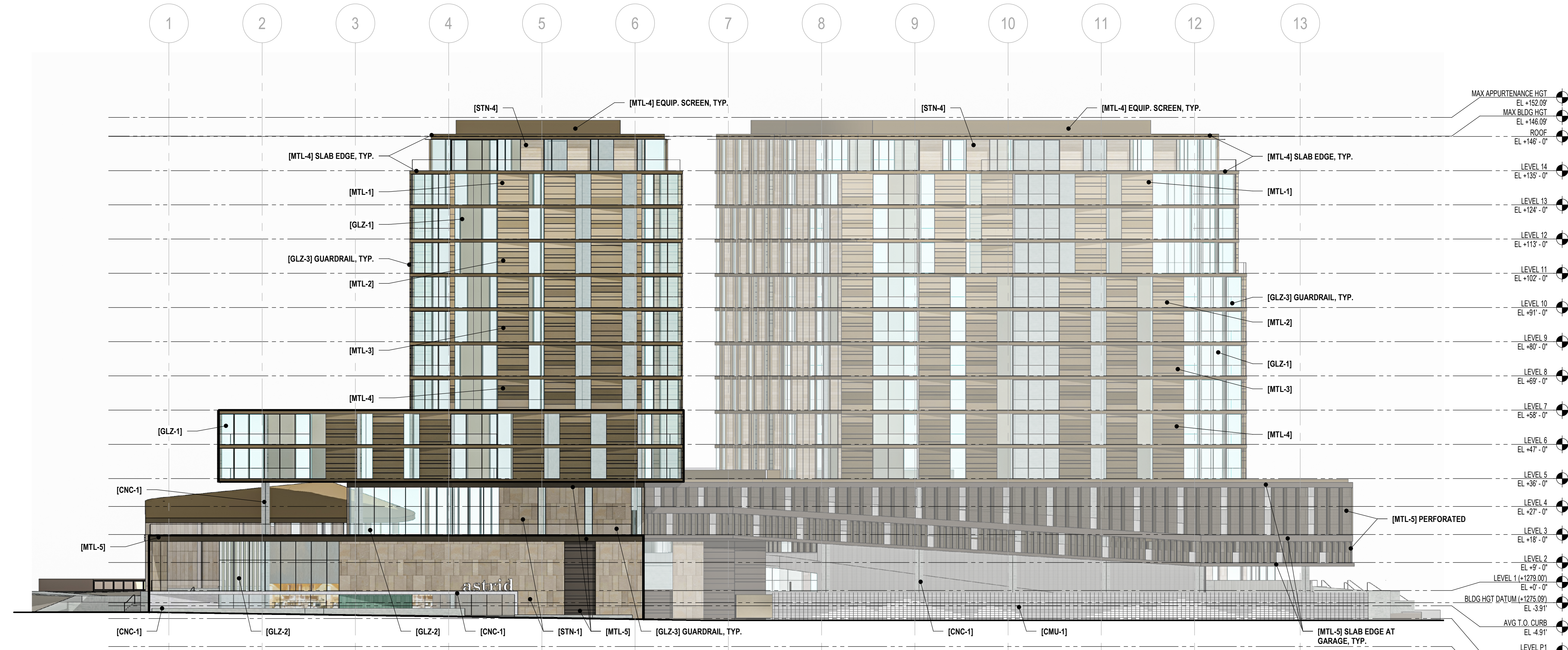
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SHEET NUMBER

39.1



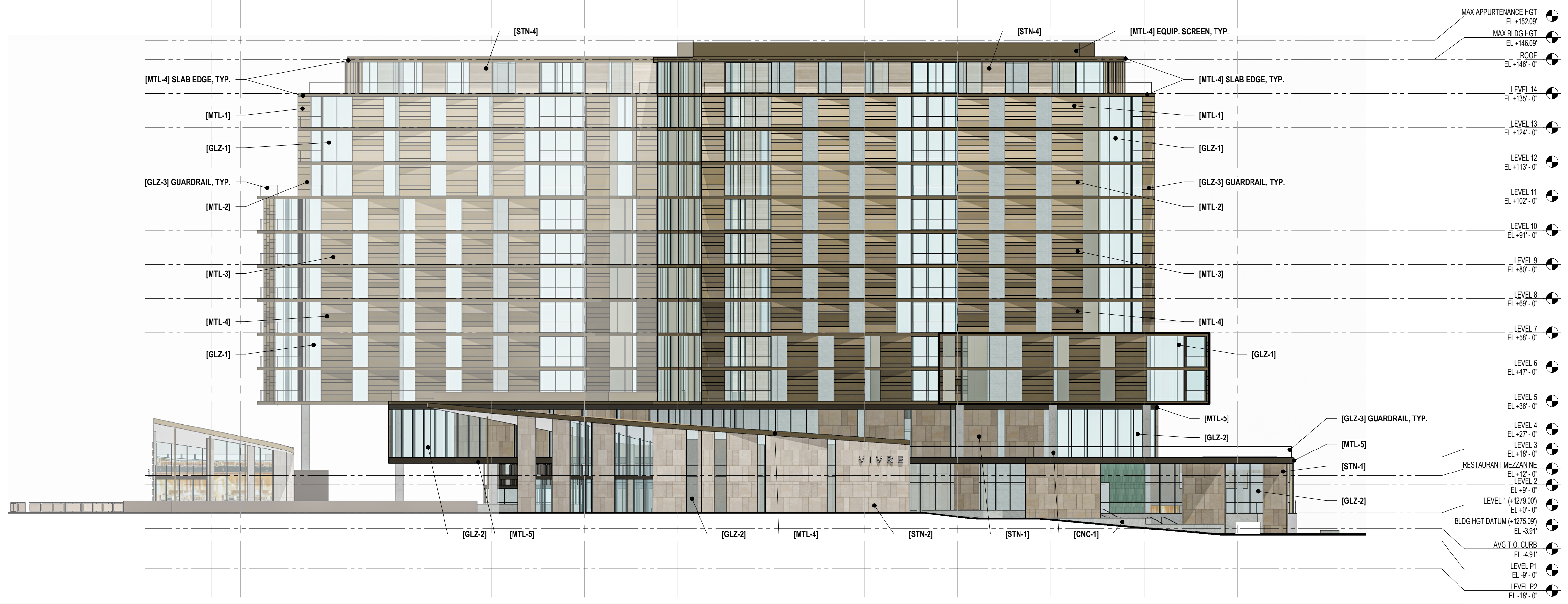
1 NORTH ELEVATION
SCALE: 1" = 20'-0"
GRAPHIC SCALE: 1" = 20'-0"



2 SOUTH ELEVATION
SCALE: 1" = 20'-0"
GRAPHIC SCALE: 1" = 20'-0"

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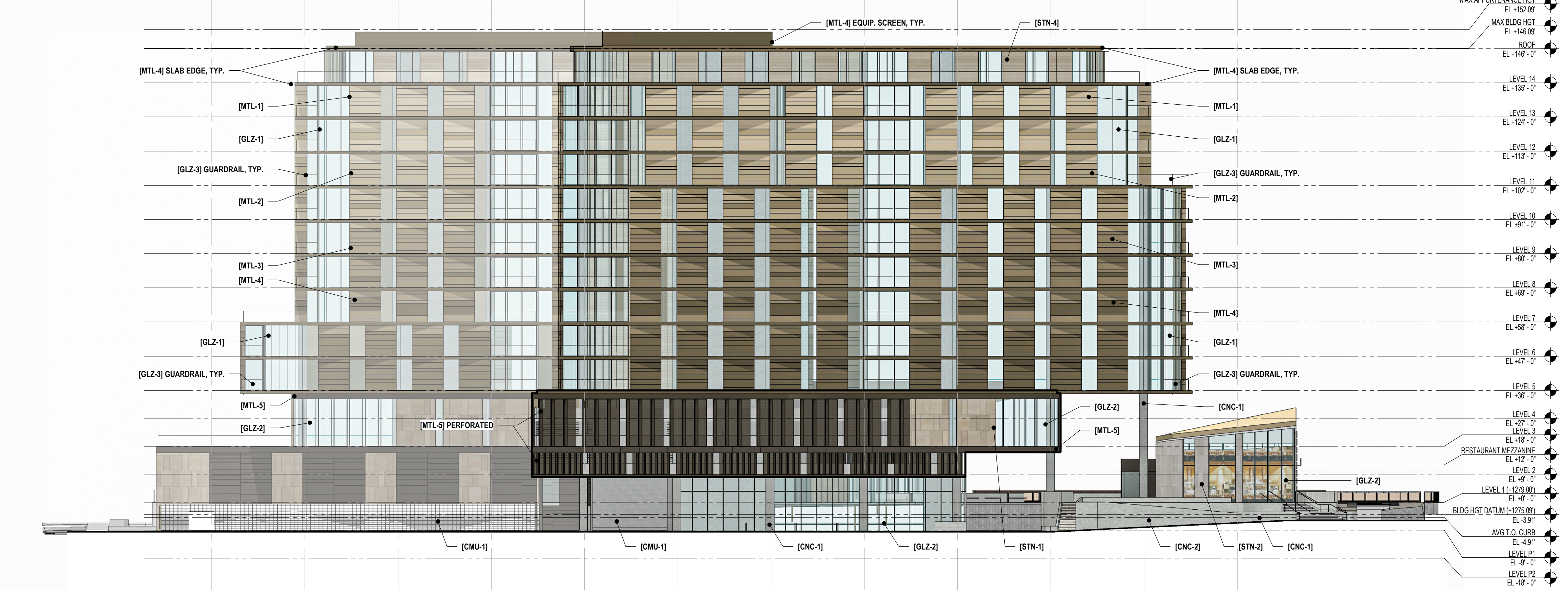
A A.2 B C D E F G H J K L M



- MAX APPURTENANCE HGT
EL +152.09'
- MAX BLDG HGT
EL +146.09'
- ROOF
EL +146.0'
- LEVEL 14
EL +139.0'
- LEVEL 13
EL +124.0'
- LEVEL 12
EL +113.0'
- LEVEL 11
EL +102.0'
- LEVEL 10
EL +91.0'
- LEVEL 9
EL +80.0'
- LEVEL 8
EL +69.0'
- LEVEL 7
EL +58.0'
- LEVEL 6
EL +47.0'
- LEVEL 5
EL +36.0'
- LEVEL 4
EL +27.0'
- LEVEL 3
EL +18.0'
- RESTAURANT MEZZANINE
EL +12.0'
- LEVEL 2
EL +9.0'
- LEVEL 1 (+1279.00)
EL +0.0'
- BLDG HGT DATUM (+1275.09)
EL -3.91'
- AVG T.O. CURB
EL -4.91'
- LEVEL P1
EL -9.0'
- LEVEL P2
EL -18.0'

1 WEST ELEVATION
SCALE: 1" = 20'-0"
GRAPHIC SCALE: 1" = 20' - 0"

M L K J H G F E D C B A



- MAX APPURTENANCE HGT
EL +152.09'
- MAX BLDG HGT
EL +146.09'
- ROOF
EL +146.0'
- LEVEL 14
EL +139.0'
- LEVEL 13
EL +124.0'
- LEVEL 12
EL +113.0'
- LEVEL 11
EL +102.0'
- LEVEL 10
EL +91.0'
- LEVEL 9
EL +80.0'
- LEVEL 8
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- LEVEL 7
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EL +36.0'
- LEVEL 4
EL +27.0'
- LEVEL 3
EL +18.0'
- RESTAURANT MEZZANINE
EL +12.0'
- LEVEL 2
EL +9.0'
- LEVEL 1 (+1279.00)
EL +0.0'
- BLDG HGT DATUM (+1275.09)
EL -3.91'
- AVG T.O. CURB
EL -4.91'
- LEVEL P1
EL -9.0'
- LEVEL P2
EL -18.0'

2 EAST ELEVATION
SCALE: 1" = 20'-0"
GRAPHIC SCALE: 1" = 20' - 0"

GRAPHIC LEGEND

REFER TO SHEETS 73.1 & 73.2 - EXTERIOR BUILDING COLOR AND SAMPLE BOARDS

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PROJECT NUMBER 14165.000

SHEET NUMBER DR 39.2

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