

# The Artisan Scottsdale

## Rezoning Project Narrative

### 3-ZN-2021



#### **PREPARED BY**

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## SITE INFORMATION

### Location:

- Southwest corner of Indian School Road and Marshall Way (the “Property”)
- APN: 130-12-031B, 130-12-032B, 130-12-033B, 130-12-045, 130-12-046B, 130-12-047A
- City Parcels: North: A portion of 130-12-029 and 030A  
South: A portion of 130-12-048 and 049B

### Property Size:

- Total Site Area:
  - 1.92+/- gross acres (83,635+/- s.f.)
  - 0.92+/- net acres (40,441+/- s.f.)

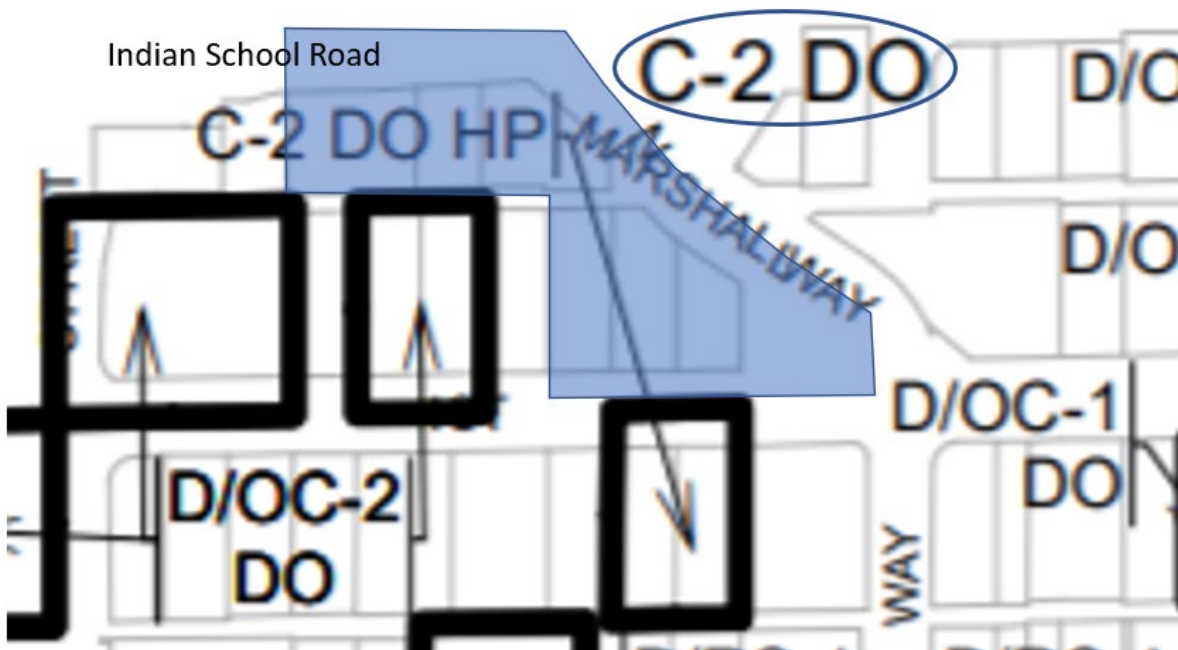
### Current Zoning

- C-2 DO (Central Business District Downtown Overlay)

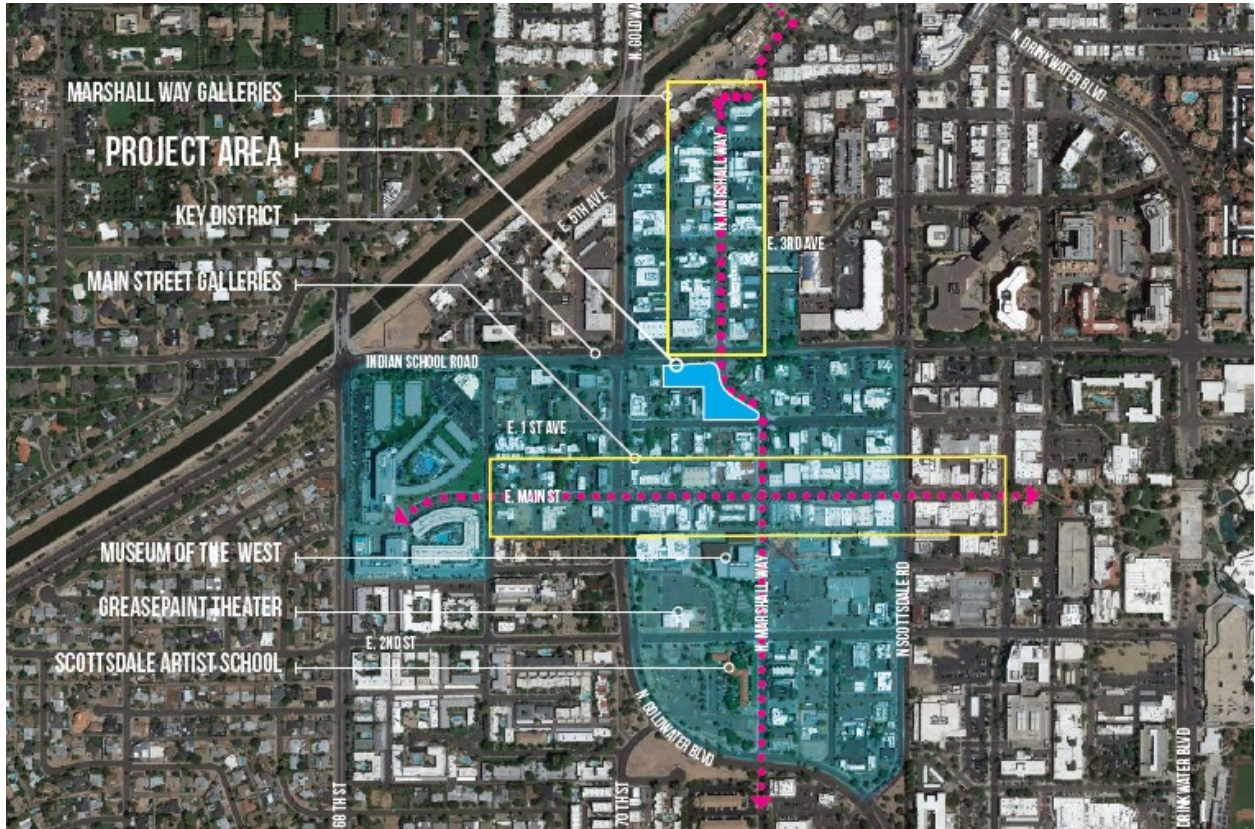
### Proposed Zoning

- D/DMU-2 PBD DO (Downtown/Downtown Multiple Use-Type 2, Planned Block Development, Downtown Overlay)
- D/DC-1 PBD DO (Downtown/Downtown Core-Type 1, Planned Block Development, Downtown Overlay)

### Current Zoning Map



Context Aerial



Existing Streetscape – Indian School





**Existing Streetscape – Marshall Way**



**Existing Streetscape-First Avenue**



## **PROJECT OVERVIEW**

### **Development Request**

The zoning application brought forward by Sub4 Development and Jackson Dearborn (“Sub4/JD”) is a request to assemble and rezone the property located at southwest corner of Indian School Road and Marshall Way (the “Property”) in Old Town Scottsdale (consisting of six vacant parcels and two parcels of City owned land) for the development of a new mixed-use project known as The Artisan Scottsdale. The site consists of approximately 1.92 +/- gross acres in total (approximately 0.92 +/- net acres) and the zoning request is from the current C-2 DO district to D/DMU-Type 2 PBD DO and D/DC-Type 1 PBD DO. The proposed mixed-use development will provide 83+/- residences, approximately 5,000 s.f. of commercial space, an art space, The Artisan Public Plaza - public plaza improvements (on the City parcels to be purchase by Sub4/JD) and underground public parking in the core of Old Town. This proposal supports and complements nearby galleries, cultural venues, employment, entertainment, retail, and support services. A key consideration with this development is the proposed 56+/- underground public parking spaces included with the application along with the public plaza improvements associated with the two City remnant parcels to be purchased by the developer. Further, this request includes **no** bonus requests for height, density, or gross floor area ratio (“GFAR”) beyond the base PBD requirements and **no** amended development standards.

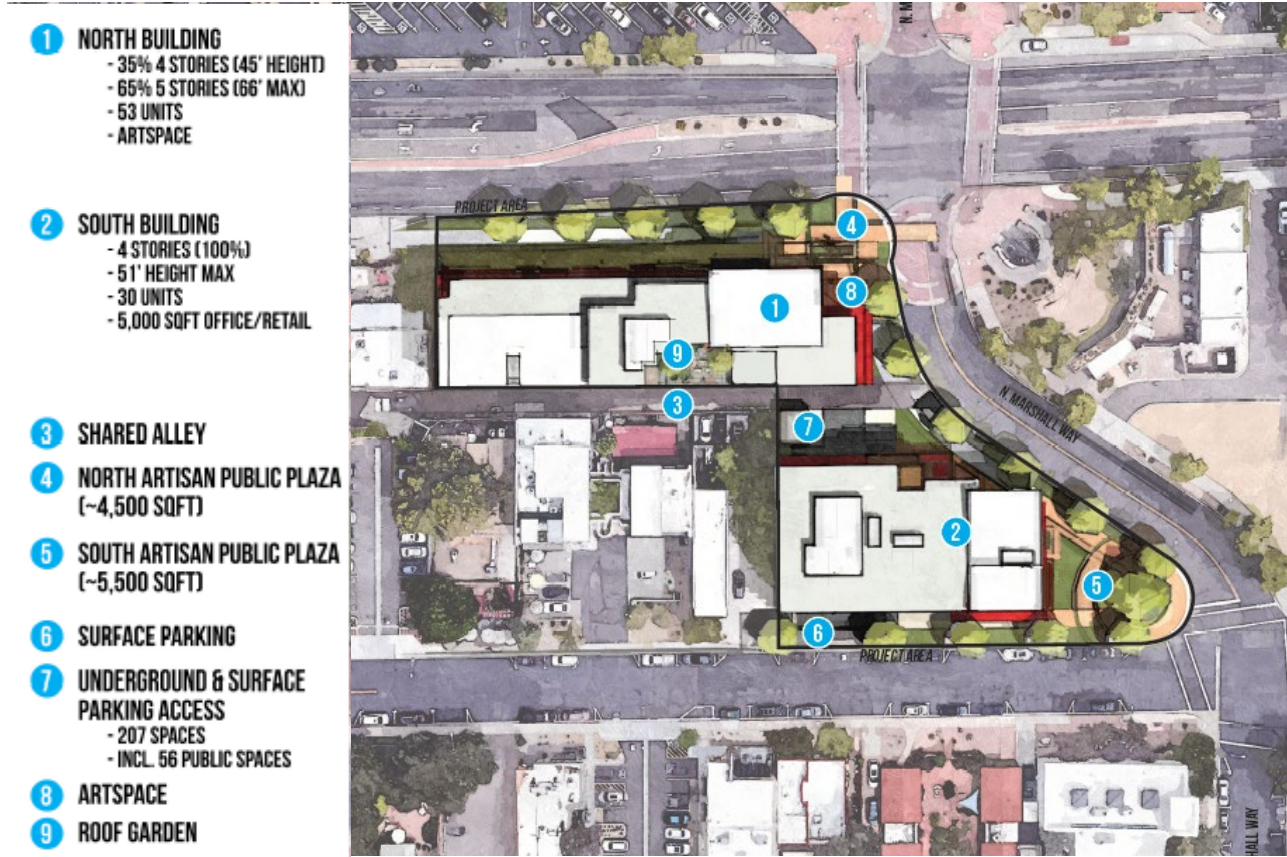
As a high-quality mixed-use redevelopment, The Artisan Scottsdale will help revitalize and energize adjacent specialty retail and galleries and provide a vital pedestrian link along Marshall Way north and south of Indian School Road, further strengthening the Scottsdale Arts district’s connectivity and walkability.

### **Cultural Improvements Program**

As required by the PBD, contributions to the Cultural Improvements Program include original works of art valued at one (1) percent of the applicable building valuation at the time of permitting. The developer intends to commission a local artist (s) to prepare significant outdoor pieces that will complement and enhance the overall character of this portion of the Scottsdale Arts District. The intent is to reinforce the importance of this immediate area as a gateway into and around the Scottsdale Arts District. Per the Site Plan (Exhibit 21F.1), we have tentatively identified two locations for public art. One installation is to be located within a planter at the north Artisan Plaza (at the southwest intersection of E. Indian School Road and N. Marshall Way) and the other installation is to be located at the south Artisan Plaza (at the northwest intersection of N. Marshall Way and E. 1<sup>ST</sup> Avenue). We envision both pieces to be vertical in nature so that they can be experienced from many different vantage points. We look forward to collaborating with the Scottsdale Arts Council on the review and approval process once the project moves ahead.



## Conceptual Site Plan



## 2001 GENERAL PLAN

The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide a framework for proposed development and the built environment.

*General Plan - Six Guiding Principles:*

Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Value Scottsdale's Unique Lifestyle & Character (Character & Design, Land Use)
2. Support Economic Vitality
3. Enhance Neighborhoods (Housing, Neighborhoods)
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation (Mobility)

These six Guiding Principles are further explained below through the different Elements of the General Plan.

### **2001 General Plan Goals & Policies**

#### ➤ **Character & Design**

**Goal 1: Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.**

*-Bullet 1: Respond to regional and citywide contexts with new and revitalized development in terms of: Scottsdale as a southwestern desert community; Relationships to surrounding land forms, land uses and transportation corridors; Consistently high community quality expectations; Physical scale relating to the human perception at different points of experience; Visual impacts upon public settings and neighboring properties.*

*-Bullet 2: Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.*

*-Bullet 3: Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people's needs.*

*-Bullet 4: Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together.*

*The **Downtown** is a highly functional mixed-use center, containing areas of different densities and the architectural styles that emphasize regional and specialty retail, office, residential and hotel uses.*

**Response:** The immediate context consists of office, retail, and restaurant uses surrounding the site on all sides including the Coach House to the west, Arcadia Farms to the southwest, and Wiseman Gale Interiors to the east to name a few. The requested Downtown Zoning classification allows for higher intensities in a mixed-use setting to encourage a synergistic lifestyle and appropriate balance of land uses with an enhanced pedestrian environment. The proposal for approximately 83+/- residential units, approximately 5,000 s.f. of commercial space, an art space, public plazas, and underground public parking, will utilize the Downtown/Planned Block Development base development standards with no additional increase in height, density, and GFAR. The approximately 5,000 s.f. of commercial space is currently planned for a 2,500+/- s.f. corporate office for Jackson Dearborn and 2,500+/- s.f. retail/restaurant space.

The Property is currently an underutilized vacant site use for overflow surface parking. The site is surrounded by a variety of galleries, cultural venues, entertainment, residential, employment and service-related business and is within proximity to two of Scottsdale's largest employers, HonorHealth and the City of Scottsdale. This Property is located on Indian School Road,

approximately 800' west of Scottsdale Road, with immediate access to public transportation, and is only 2+/- miles away from the Loop 101, all of which provide regional access. This site is ideally situated in a Downtown setting that offers all the ingredients for a successful mixed-use project. The key development consideration and design themes are summarized below and will be reiterated throughout the goals and policies discussion.

Key Development/Design Consideration:

1. Strengthening the pedestrian realm within the Scottsdale Art's district serving as a key connection along Marshall Way north and south of Indian School Road.
2. Revitalization of and reinvestment in Old Town through land assemblage and acquisition of two City remnant parcels to create a unique mixed-use development and meaningful public spaces.
3. Desert contemporary architectural design.
4. Emphasis on Scottsdale's strong identity as an arts community.
5. Public parking for Old Town patrons.
6. Public plaza improvements to be enjoyed by Old Town patrons.

***Goal 2: Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.***

***-Bullet 2:*** Recognize that Scottsdale's economic and environmental well-being depends a great deal upon the distinctive character and natural attractiveness of the community, which are based in part on good site planning and aesthetics in a design and development review process.

***-Bullet 3:*** Use the design and development review process to enrich the lives of all Scottsdale residents and visitors by promoting safe, attractive, and context compatible development.

***-Bullet 5:*** Promote development that respects and enhances 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.

***-Bullet 6:*** Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.

**Response:** As noted above with the key development considerations, the proposed architectural character will infuse a new vibrant desert contemporary style at an important intersection within Old Town's Arts District. The building character, site layout, and landscaping design will respect the unique climate, vegetation, and Scottsdale's Old Town urban context. The buildings will utilize masonry, stone veneer, Thermally (wood cladding), and metal railings and fascia, among other durable natural materials. A variety of modern building forms will be balanced with fenestration patterns and a combination of recessed and cantilevered balconies and deep overhang elements. The color palette planned for The Artisan invokes a Sonoran Desert inspired range of muted finishes with integrated accent tones to bring additional visual interest to the design.

See Scottsdale Sensitive Design Principles and Old Town Scottsdale Urban Design & Architectural Guidelines below for detailed responses regarding each principle.

***Goal 4: Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surrounding area.***

- Bullet 2: Design Downtown/Urban areas to concentrate on those elements that will provide pedestrian comfort, such as arcade-covered walkways, shade, decorative paving, and landscaping, so that a comfortable setting can be created for this use-intensive area.*
- Bullet 7: Apply streetscape guidelines to all landscaped areas within the public right-of-way. Encourage the use of streetscape guidelines in areas between the right-of-way and building setback lines or perimeter walls.*
- Bullet 13: Use markers and entry features at key entrances to Scottsdale so that residents and visitors have a sense of arrival into the city.*
- Bullet 14: Make sure streetlights are consistent with the intensity of adjacent land uses and the image of Scottsdale. In some areas of the city, special streetlight design should be used to enhance the unique character of the streetscape.*
- Bullet 15: Place streetlights at intervals and locations to enhance safety.*

**Response:** The Artisan contributes towards the pedestrian oriented Old Town atmosphere by greatly improving the pedestrian realm (vs. the existing car-centric use of the site) at a key location within the Scottsdale Arts District through the activation of street frontages linking to the range of established office, retail, and galleries in the area. As such, specific design considerations have been given to the street frontages maintaining context appropriate building massing, pedestrian-scaled architectural elements/overhangs, landscape shaded walkways, and enhanced hardscape design. Streetlights will be maintained/enhanced, and lighting will be incorporated in a manner that strengthens the unique design of the project while maintaining safety for pedestrians.

***Goal 5: Build upon the significant role the arts have played in shaping our community’s image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.***

- Bullet 2: Express Scottsdale’s unique heritage, culture, and environment through private and public art.*
- Bullet 3: Use art as a catalyst to foster civic pride and identity in both public and private improvements.*
- Bullet 11: Encourage private participation in public art through the donation of artwork to the city and the placement of artwork on private property that can be publicly viewed.*
- Bullet 12: Celebrate the dominant lifestyle of character of an area of the city by using art.*

**Response:** With the one-percent PBD requirement, the developer is reviewing a range of public art options for the site in accordance with the Zoning Ordinance Sec. 7.1000. Given the Property’s proximity to the Marshall Way and Main Street galleries, art will be a focal element.

***Goal 6: Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of a city.***

- Bullet 1: Require substantial landscaping be provided as part of new development or redevelopment.*
- Bullet 2: Maintain the landscaping materials and pattern within a character area.*
- Bullet 3: Encourage the use of landscaping to reduce the effects of heat and glare on buildings and pedestrian areas as well as contribute toward better air quality.*
- Bullet 4: Discourage plant materials that contribute substantial air-borne pollen.*
- Bullet 5: Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the “urban heat island” effect.*
- Bullet 6: Encourage the retention of mature landscape plant materials.*

**Response:** The redevelopment proposal removes an existing surface parking lot thereby reducing the urban heat island. The landscape character will include predominately desert-lush design with a variety of Southwestern plants that will provide year-round color, shade, and texture for the site and demonstrated with the landscape plan. Vegetation will include plants proven to thrive in our desert climate while creating a shaded vegetative pedestrian experience at the ground level and within the public plaza spaces. Plant selection and thoughtful planting design will allow the development to use water efficiently throughout the site. Existing mature trees will be retained and integrated into the new landscape plan to the extent feasible.

**Goal 7: Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the City.**

- Bullet 2: Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.*
- Bullet 3: Encourage creative and high-quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.*
- Bullet 4: Discourage lighting that reduces the viability of astronomical observation facilities within Arizona.*
- Bullet 5: Allow for lighting systems that support active pedestrian uses and contribute to public safety.*

**Response:** Lighting will be designed in a manner that is respectful of the surrounding Old Town context while maintaining safety for residents, patron, and visitors. Lighting designs will be commensurate with the quality architectural style proposed for the development, low-level with no glare or intrusion for adjacent properties consistent with themes established along Indian School and Marshall Way. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along street frontages in keeping with the Old Town setting.

➤ **Land Use**

**Goal 1: Recognize Scottsdale’s role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.**



*-Bullet 1: Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base.*

*-Bullet 4: Promote land uses that accommodate destination resorts along with the recreation, retail, residential, and cultural uses that support tourism activity and sustain a resort-like lifestyle.*

**Response:** The Artisan will result in the redevelopment of an underutilized, vacant site surrounded by a variety of supporting cultural, employment, commercial and residential land uses that will offer services to the residents and patrons of The Artisan. Equally, the addition of residences within the Scottsdale Arts District, will bring additional sales to Old Town further strengthening Old Town's economic stability and Scottsdale's identity as a major hub of art and cultural activities.

**Goal 4: *Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.***

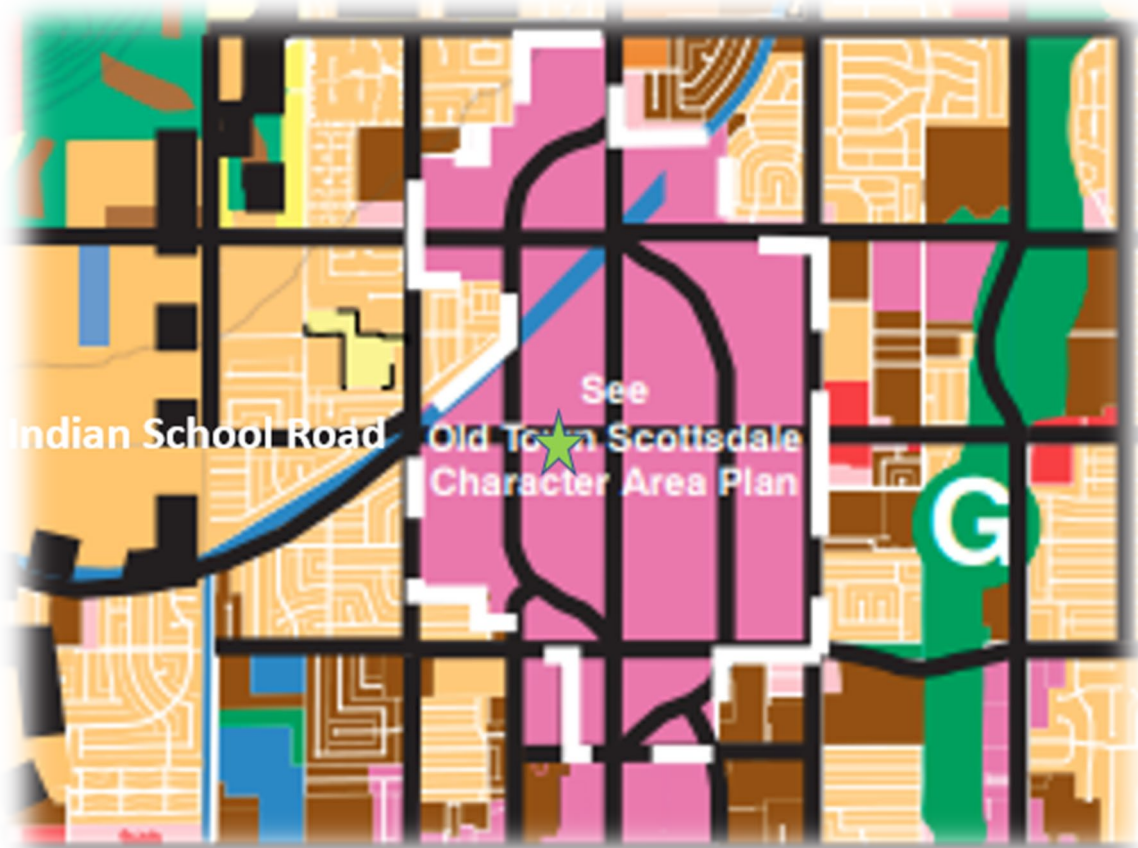
*-Bullet 1: Allow for diversity of residential uses and supporting services that provide for the needs of the community.*

*-Bullet 2: Ensure the highest level of services and public amenities are provided to the citizens of Scottsdale at the lowest costs in terms of property taxes and travel distances.*

*-Bullet 5: Maintain a citywide balance of land uses that support changes in community vision/dynamics over time.*

**Response:** The General Plan's Mixed-Use Neighborhoods designation and the Downtown District - Multiple Use category supports a variety of land uses including, but not limited to, multiple story residential, office, hotel, retail shops, and restaurants consistent with the intensity of uses which are typically found in Old Town. Additionally, revitalizing, and redeveloping properties is a critical part of the economic vitality of the community as it matures and grows. Integrating mixed-use development and new housing options in Old Town is essential for the continuing economic growth and sustainability of Scottsdale as a whole. This project exemplifies this revitalization component by creating a signature mixed-use development with nearby access to galleries, museums, and major transportation corridors. Thus, helping to reinvigorate the Scottsdale Arts District and nearby Fifth Avenue District, further enhancing the quality of life for the residents of Scottsdale and stimulating revenue for area businesses.

2001 General Plan Land Use Map



***Goal 5: Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.***

- ***Bullet 1: Integrate the pattern of land use and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.***
- ***Bullet 2: Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mix-use centers to reduce reliance on the automobile.***

**Response:** The Property is situated in the Scottsdale Arts District, on the southwest corner of Indian School and Marshall Way west of Scottsdale Road; Indian School and Scottsdale are both major arterials. The site is also approximately 2+/- miles west of the Loop 101, which provides regional access. By creating a comfortable and inviting pedestrian experience along the adjacent streets, this proposed project will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging these alternative means of transportation is inherent to downtown development as the Property is located near numerous restaurants, retail, and cultural destinations. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately one-mile directly east of the site and the Arizona Canal Trail is located less than one-quarter mile to the north.

The building and site design encourages residents, patrons, and visitors to utilize Old Town for their everyday dining, social interaction, recreational and cultural needs. In addition to the gallery scene, residents and patrons will be within walking distance of significant destinations such the Museum of the West (MOW), Marshall Way and Main Street galleries, Scottsdale Artists School, Scottsdale Museum of Contemporary Art (SMOCA), Greasepaint Theatre, Scottsdale Center for Performing Arts, Scottsdale Historical Museum, Scottsdale Stadium, Scottsdale Fashion Square Mall and The Waterfront. To enhance the environment, shading of the pedestrian realm along the street frontages and public plazas (north and south combined equal approximately 10,000 s.f.) will be provided through the integration of desert trees accented with ground cover consistent with the Old Town Urban Design and Architectural Guidelines.

➤ ***Economic Vitality***

**Goal 7: *Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.***

***-Bullet 2: Encourage and support the renovation and reuse of underutilized or vacant parcels/buildings/shopping centers.***

**Response:** Redevelopment of this vacant underutilized Property will contribute towards the economic stability of Scottsdale by providing additional housing options in the core of the City near abundant cultural amenities, support services and large, stable employers. The integration of new residences in a mixed-use setting along with the construction of 56+/- underground public parking spaces (above and beyond the project’s required parking and additional resident guest parking), and the acquisition and enhancement of two City-owned remnant parcels will collectively bring physical and economic synergy, that will continue to enliven and enhance Old Town consistent with the goals and policies of the General Plan and Old Town Scottsdale Character Area Plan.

➤ ***Neighborhoods***

**Goal 4: *Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.***

***-Bullet 7: Create, preserve, and enhance pedestrian, vehicular, and alternative transportation mode connections and links between neighborhoods and other neighborhood-supporting land uses throughout the community.***

**Response:** Pedestrian circulation along the street level and seamless interaction with the existing range of galleries and businesses is a critical component of The Artisan Scottsdale, as numerous land uses are within walking distances from this site. This segment of Old Town Scottsdale offers a rich pedestrian focused environment surrounded by a range of activities along Marshall Way, both north and south of Indian School Road. The building design focuses on strong enhancements

at the pedestrian level through shade, texture, materials, and scale along with a landscape setting that provides a comfortable walkable streetscape experience.

**Goal 5: *Promote and encourage context-appropriate new development in established areas of the community.***

- Bullet 1: Encourage new development efforts toward existing developed areas in Scottsdale.*
- Bullet 2: Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.*

**Response:** By providing an estimated \$30,000,000 redevelopment and reinvestment in Old Town on a currently vacant, underutilized site, The Artisan Scottsdale infill development will utilize and improve the existing area infrastructure (roads, utilities, etc.). The request is in harmony with the site's surrounding mix of land uses and will fulfill a strong market demand for a variety residential options in Old Town, which will further bolster existing and future Old Town businesses.

➤ ***Preservation and Environmental Planning***

**Goal 4: *Reduce energy consumption and promote energy conservation.***

- Bullet 2: Use natural properties (sun, shade, thick walls, insulation, etc.) for building cooling and heating systems.*
- Bullet 3: Use landscaping that contributes to energy conservation in commercial and residential environments.*
- Bullet 4: Increase the use of natural and man-made shading for parking lots, streets, and pedestrian areas.*
- Bullet 5: Promote solar energy opportunities in building and site design.*

**Response:** Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The majority of onsite parking will be located in an underground parking structure. The specific sustainable elements are being evaluated with the design and development of the project in accordance with IgCC and may include, but are not limited to, overhangs, well insulated building envelope, recycled materials, energy efficient windows, energy efficient light fixtures, low use water fixtures, and appliances, and use of solar.

➤ ***Growth Areas***

**Goal 1: *Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.***

- Bullet 3: Promote the coordination of infrastructure development and upgrade opportunities for infill development and development activity where it will encourage mixed uses and support pedestrian and transit activity.*

**Response:** The Artisan Scottsdale contributes towards a pedestrian oriented Old Town atmosphere by greatly enhancing the pedestrian experience by providing approximately 10,000 s.f. of public plaza space and shaded pedestrian sidewalks activating redevelopment sites are a key component to maintaining a thriving Old Town that minimizes focus on the automobile and encourages multimodal transportation.

**Goal 2: *Make automobile transit and other multimodal circulation more efficient.***

*-Bullet 1: Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.*

**Response:** The Property is located at the southwest corner of Indian School and Marshall Way and approximately 800' west of Scottsdale Road; both Scottsdale and Indian School are major arterials providing regional access. The Loop 101 is located approximately 2+/- miles to the east, which also provides regional access. By creating a comfortable and inviting pedestrian experience, The Artisan Scottsdale will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging alternative means of transportation is important as the Property is located near notable cultural, restaurant and shopping destinations including the Marshall Way and Main Street gallery district, MOW, Greasepaint Theatre, Scottsdale Artists School, and Scottsdale Fashion Square Mall. The site is also located within close proximity to the HonorHealth Osborn campus and the City's civic complex including the Civic Center Library, Center for Performing Arts, SMOCA and City of Scottsdale government offices. Additionally, the Indian Bend Wash (with its extensive multi-use path network) is located approximately one-mile east of the site and the Arizona Canal Trail is located less than one-half mile to the north.

➤ ***Community Mobility***

**Goal 8: *Emphasize live, work and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.***

*-Bullet 2: Encourage the development of redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduces reliance on the automobile.*

**Response:** As mentioned above, the Property is located on Indian School Road, within close proximity to Scottsdale Road, and approximately 2+/- miles west of the Loop 101, all of which provide regional access. The proposed development accomplishes a range of goals including the integration of new high-quality, vibrant architecture, context appropriate urban planning, public parking, and enhancing the pedestrian experience with ground level activity and new public plaza space. Integrating residential within the Scottsdale Arts District near multiple employers and established businesses will reduce trip generation during peak hours promoting the live, work, play philosophy. A traffic report is provided with the zoning submittal.



**Goal 11: Provide opportunities for building “community” through neighborhood mobility.**

**-Bullet 10:** Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

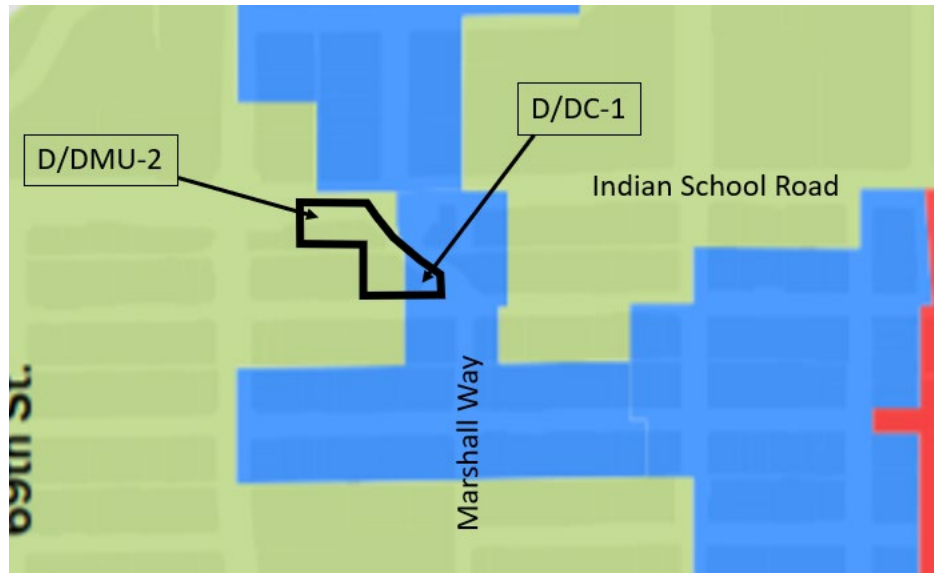
**Response:** The ground level improvements will maintain the detached sidewalks along both Indian School Road and Marshall Way, but will also incorporate additional shade trees to promote a comfortable and inviting pedestrian space along the streetscape and public plaza areas vs. the existing condition of surface parking with limited landscaping, narrow sidewalks, and little shade. The project improvements will allow ease of pedestrian circulation through and around the site regardless of solar orientation and will reduce the urban heat island effect generated by the current site condition.

**OLD TOWN SCOTTSDALE CHARACTER AREA PLAN**

*The summary below is based on the proposed Downtown Plan update (renamed Old Town Scottsdale Character Area Plan), 1-GP-2018.*

The Downtown Multiple Use category supports a variety of major employment and service-related uses including, but not limited to, multiple story residential, commercial retail, office, hotel and support services consistent with the intensity of uses which are typically found in Old Town Scottsdale. Additionally, revitalizing and redeveloping older properties is a critical part of the economic vitality of the community as it matures. Thus, the proposed approximately \$30,000,000 redevelopment of the site is accretive for the continuing economic growth and sustainability of the City as a whole.

The proposed D/DMU-2 PBD DO and D/DC-1 PBD DO zoning districts are consistent with the General Plan and Old Town Plan land use designation for the Property. Note that the D/DC-1 site only applies to a portion of the southern parcels as depicted to the right (and more specifically on the Development Types Map on the following page). The



The Old Town Plan’s goals and policies which relate specifically to the proposed Development Plan for the Property are identified as follows.



**Response:** The proposed mixed-use development will further strengthen Old Town’s urban environment and 7-day a week, mixed-use character by integrating additional housing options into the urban core in close proximity to well-established cultural, entertainment and employment land uses. Please refer to CD Goal 1 under the 2001 General Plan discussion above regarding the specific design elements that will bring a vibrant, interactive urban development to the Property.

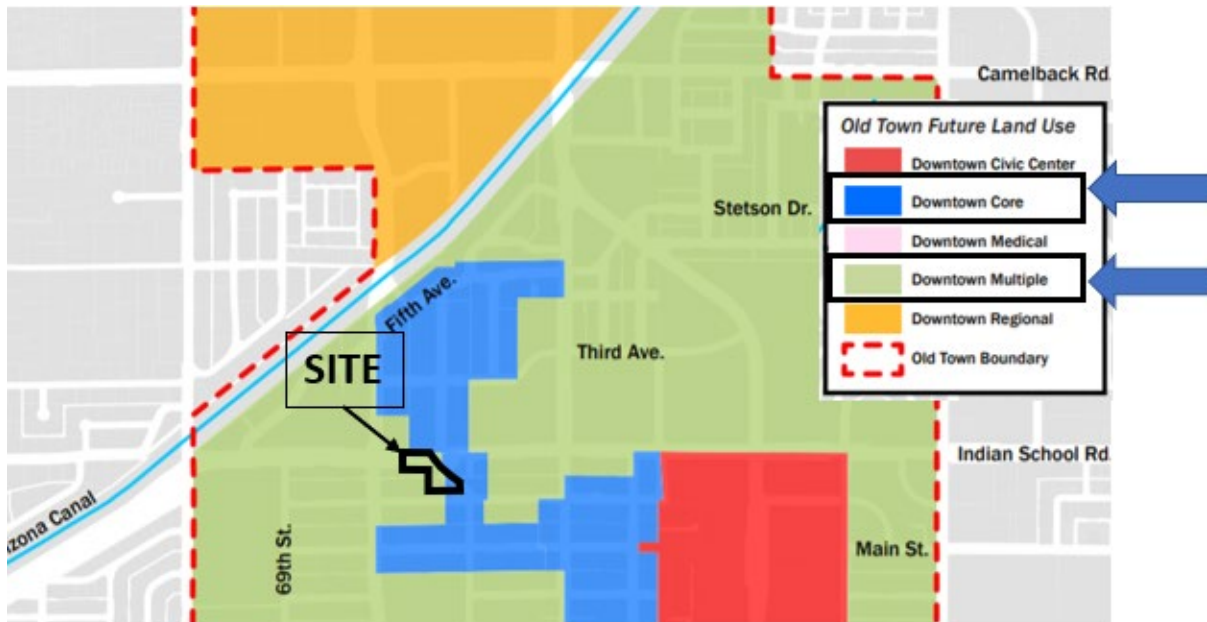
**GOAL LU 2:**  
***ENCOURAGE THE DEVELOPMENT OF OLD TOWN AS A COLLECTION OF MIXED LAND USES AND DISTRICTS.***

***Policy LU 2.3***

*Encourage new development, redevelopment and infill that strengthens Old Town Scottsdale’s mix of activities through the development of mutually supportive land uses within **Downtown Multiple Use** areas. The majority of the properties within the Old Town Plan boundary are Downtown Multiple Use.*

**Response:** The requested Downtown Zoning classification allows for higher intensities in a mixed-use setting to encourage an urban lifestyle and appropriate balance of land uses with an enhanced pedestrian environment. The rezoning request will allow for the revitalization of an underutilized collection of parcels and context appropriate urban development standards compared to what is currently allowed pursuant to existing C-2 DO zoning designation for the Property.

**Old Town Future Land Use Map**



*Source: Old Town Scottsdale Character Area Plan*

**GOAL LU 3:**

**CONTINUE THE USE OF DEVELOPMENT TYPES TO GUIDE THE PHYSICAL AND BUILT FORM OF OLD TOWN SCOTTSDALE.**

***Policy LU 3.2***

*Support the highest scale Type 2 in the majority of the Multiple Use areas surrounding the Downtown Core.*

**Response:** The PBD overlay requested with The Artisan Scottsdale zoning application will allow for redevelopment and revitalization of this Property assemblage with the integration of significant community benefits through underground public parking and public plaza space as well as enhanced landscape and hardscape, improved pedestrian connectivity, sensitive edge buffering, vibrant architecture, and placemaking within the Scottsdale Arts District. No amendments are being proposed to height, density, GFAR, setbacks and stepbacks with this application.

**GOAL LU 5:**

**PROMOTE DIVERSITY IN OLD TOWN HOUSING OPTIONS.**

***Policy LU 5.1***

*Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes and live/work units.*

***Policy LU 5.2***

*Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.*

***Policy LU 5.3***

*Encourage residential development for a variety of income groups.*

**Response:** The redevelopment of this site from an underutilized collection of parcels to a synergistic mixed-use development with 83+/- luxury residences and approximately 5,000 s.f. of commercial space will promote the live-work-play philosophy in this well-established urban setting further contributing toward the long term goals of Old Town Scottsdale and diversity of housing types.

**GOAL LU 6:**

**ENCOURAGE A MIX OF LAND USES TO SUPPORT A WALKABLE AND SUSTAINABLE DOWNTOWN.**

***Policy LU 6.1***

*Encourage development to provide a mix of uses and active street frontages, particularly in the Downtown Core, along Scottsdale Road, adjacent to primary open space areas and within the more active Old Town districts. For development in peripheral areas such as the Garden District, the Arts District and portions of the Fifth Avenue District west of Goldwater Boulevard, and the Civic Center and Brown and Stetson Districts east of 75<sup>th</sup> Street that may*

*not be able to support a mixed of uses with active frontages, encourage features that create visual interest at the pedestrian level.*

***Policy LU 6.2***

*Support downtown sustainability by encouraging vertical mixed-use development with and uses near on another.*

***Policy LU 6.3***

*Encourage development to make use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.*

***Policy LU 6.4***

*Support interconnected, pedestrian oriented Old Town districts that are comprised of a balanced mix of activities and land uses within optimal walking distance (approximately one -quarter mile).*

**Response:** The Artisan Scottsdale is located within the Scottsdale Arts District on an underutilized, vacant property, and therefore, is ideally situated for mixed-use development with residential and supporting commercial land uses. The location of the proposed development will lend itself to various modes of transportation, such as by foot, bicycle and/or trolley vs. car as the Property is located within one-quarter mile of numerous restaurants, cultural, employment and retail opportunities. The City’s civic complex (offices, library, and museum) is located approximately one-third mile to the east and The Waterfront and Scottsdale Fashion Square mall are located just over one-quarter mile to the north. The shaded walkways that are found within the Scottsdale Arts, Fifth Avenue, and Historic Old Town Districts provide a comfortable means to circulate within these districts and between them. The Artisan Scottsdale integrates new public pedestrian spaces at Indian School and Marshall Way further strengthening this Old Town amenity.

➤ **CHARACTER & DESIGN**

**GOAL CD 1:**

***STRENGTHEN AND ENHANCE OLD TOWN DISTRICT CHARACTER WITH CONTEXTUALLY COMPATIBLE DEVELOPMENT.***

***Policy CD 1.1***

*Incorporate the distinctive qualities and character of surrounding and/or evolving, context into building and site design.*

***Policy CD 1.2***

*Encourage public and private development to establish new urban design and architectural character in areas where downtown development patterns are fragmented or in transition.*



***Policy CD 1.4***

*Protect prominent historic resources and promote innovative new development that respectfully coexists with the character and context of these historic assets.*

***Policy CD 1.5***

*Maintain pedestrian oriented small-town character and human scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at the street level of all downtown districts.*

**Response:** The Artisan Scottsdale is located in the center of the Scottsdale Arts District on the southwest corner of Indian School Road and Marshall Way. The streetscape design will embrace the Old Town Scottsdale Urban Design & Architectural Guidelines and provide a welcoming pedestrian environment for Old Town patrons walking along Indian School, Marshall, and First Avenue as compared to the more car-centric surface parking that exists today. The proposed mixed-use development will provide a comfortable and safe streetscape designed with human-scale elements, shade and movement through both hardscape and building forms. Trees and shrubs will be used to create a comfortable microclimate as well as providing visual relief that will enhance the pedestrian experience along the street edge and encourage the use of sidewalks and plaza spaces to get from one destination to another further enhancing the mixed-use character of Old Town and respecting the existing building context.

The underground parking structure will be available residents and visitors, but in addition there will be a separate level of 56+/- public parking spaces available to Old Town patrons. Public parking will be provided on the first deck below grade for ease of use along with the appropriate directional signage.

**GOAL CD 2:**

***DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE OLD TOWN PLAN BOUNDARY AND BETWEEN ADJOINING URBAN NEIGHBORHOODS OF DIFFERING DEVELOPMENT TYPES.***

***Policy CD 2.1***

*The scale of existing development adjacent to the Old Town boundary should be acknowledged and respected through a sensitive edge transition buffer. This buffer, established on a location specific basis, may include transitional development types, landscape buffers, and/or sensitive architectural design solutions to mitigate the larger building mass and height of downtown development.*


***Policy CD 2.2***

*Sensitive transitions buffers between Downtown District Development Types should be implemented through architectural design that steps down larger building mass and height, to lower development.*

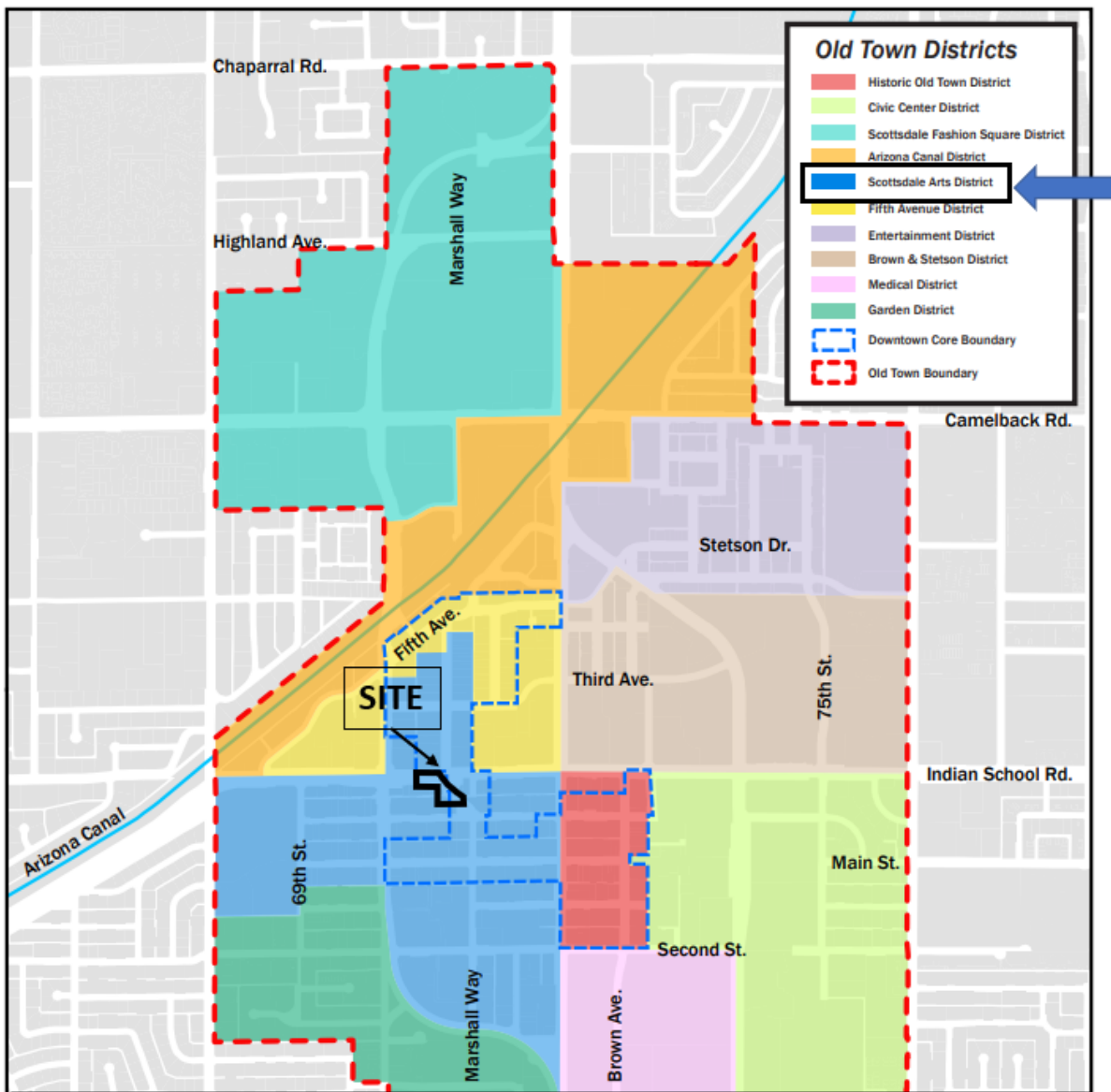
**Response:** See response above under Old Town Plan Goal CD 1. In addition, the building massing is varied both horizontally and vertically to help reduce overall building volume and create numerous transitions and additional architectural interest. The building design incorporates layers,

textures and variety in materials providing four-sided architectural character that responds to the Sonoran Desert climate while also respecting solar orientation.

### Old Town District

 **Scottsdale Arts District** – Numerous fine art galleries, restaurants, retail stores, the Scottsdale Museum of the West, the Scottsdale Artist’s School, and the Thursday Night ArtWalk are all located within this district.

### Old Town Districts Map



Source: Old Town Scottsdale Character Area Plan

**GOAL CD 3:**

***OLD TOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.***

***Policy CD 3.1***

*Promote downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.*

***Policy CD 3.2***

*Enhance outdoor pedestrian comfort through the creation of microclimates that incorporate a variety of shade conditions, landscape, and features that are drought tolerant, as well as offer attractive spaces, and passively cooler temperatures.*

***Policy CD 3.3***

*Pursue building and development strategies that reduce the heat island effect within downtown.*

***Policy CD 3.4***

*Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.*

**Response:** The landscape character of the proposed development will include a variety of plants that will provide year-round color, shade, and texture for the site in keeping with the Old Town Scottsdale Urban Design & Architectural Guidelines. The proposed plant palette will incorporate hardy plants known to thrive in the heat and sun of the Sonoran Desert climate. Plant selection and landscape design will allow the development to use water efficiently throughout the site.

**GOAL CD 4:**

***CREATE A DYNAMIC AND CONNECTED WALKABLE DOWNTOWN THROUGH URBAN AND ARCHITECTURAL DESIGN.***

***Policy CD 4.1***

*Encourage urban and architectural design that addresses human scale and provides pedestrian comfort.*

***Policy CD 4.2***

*Retain and expand the tradition of covered walkways in Historic Old Town. Encourage the use of covered walkways, cantilevered awnings, and tree canopies in all other districts.*

***Policy CD 4.3***

*Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.*

***Policy CD 4.4***

*Enhance the downtown pedestrian experience through the provision of pedestrian oriented banner, wayfinding, signage, and other related infrastructure.*

**Response:** This part of Old Town offers a rich pedestrian focused environment surrounded by a range of activities along Marshall Way, Indian School Road, First Avenue, and along Main Street and Scottsdale Road. An important feature of The Artisan Scottsdale is pedestrian circulation that provides a seamless interaction with the existing range of Old Town galleries, museums, and restaurants. The building design focuses on enhancements at the human level with variation in building form, massing, materials/texture, and colors interconnected with landscape and hardscape that provide a comfortable, walkable pedestrian realm. Signage and lighting will be woven into the project in a creative and conspicuous manner to provide wayfinding for pedestrians while blending with the architectural character.

**GOAL CD 5**

***ESTABLISH AN INVITING AND INTERCONNECTED DOWNTOWN PUBLIC REALM AND OPEN SPACE NETWORK THAT IS USEFUL, SAFE, INTERESTING, AND COMFORTABLE TO ALL.***

***Policy CD 5.1***

*Provided high-quality, multi-functional open space areas within Old Town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.*

***Policy CD 5.2.***

*Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town.*

***Policy CD 5.3***

*Provide a variety of public realm and open space areas that accommodate multiple activities and special events for downtown residents, visitors and workers of all ages.*

***Policy CD 5.4***

*Promote the Civic Center, Arizona Canal, and Museum of the West areas as primary downtown public open spaces for community residents and visitors. These primary public spaces should be actively programmed with a variety of social, cultural, artistic and entertainment activities, and special events.*

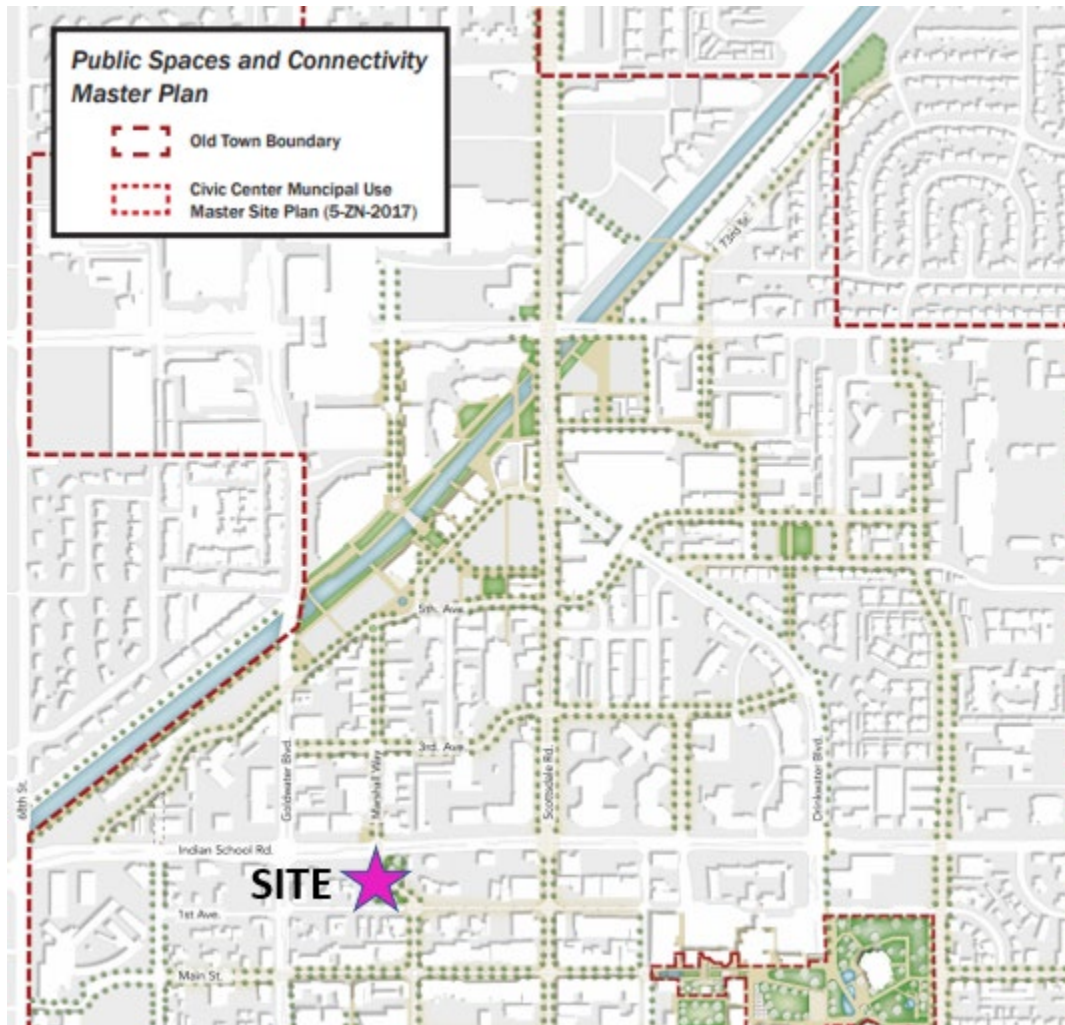
***Policy CD 5.5***

*Improve, expand, or create new public realm and open space areas that can be enhanced by art and interactive opportunities, such as pocket art parks and temporary art trails.*

**Response:** The public plaza improvements will enhance pedestrian connectivity and function as an enjoyable centrally located pedestrian node within the Scottsdale Arts District. Additionally, the site design provides for enhanced tree-shaded walkway connections along the entire streetscape. Expanding beyond the site, the importance of this public plaza connection node

between north and south Indian School Road will encourage foot traffic to seamlessly traverse north to the Arizona Canal and south to the MOW and Scottsdale Artist School along Marshall Way consistent with the planning efforts set forth in the Scottsdale Downtown Public Space Master Plan. This will reinforce the overall interconnected fabric of the entire Old Town area (see map below).

**Scottsdale Public Spaces Master Plan**



Source: *Old Town Scottsdale Character Area Plan*

## **GOAL CD 6**

### **CREATE SAFE, COMFORTABLE, AND INTERESTING STREET SPACES.**

#### ***Policy CD 6.1***

*Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.*

#### ***Policy CD 6.2***

*Connect downtown street spaces with other pedestrian spaces and linkages.*

#### ***Policy CD 6.3***

*Streetscapes should provide continuity for the pedestrian across different developments along the same street. This continuity can be established through the provision of comprehensive sustainable landscape improvements, shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.*

#### ***Policy CD 6.4***

*Use development standards, related exceptions, and urban design guidelines regarding building location and setback to enhance the context, rhythm, and features of streetspaces.*

#### ***Policy CD 6.5***

*Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or common opens spaces.*

#### ***Policy CD 6.6***

*Create, or maintain, a defined building location to establish the public realm, establish a clear visual identity, and activate storefront areas to increase pedestrian comfort.*

**Response:** See response to CD Goals 4 and 5 above. Streetscapes will provide continuity and connectivity from, to and around The Artisan Scottsdale. The two public plaza spaces, north and south combined equal approximately 10,000 s.f. The design of open space elements will include sustainable, low water use landscape improvements, shade trees, shade elements, hardscape, seating spaces, public art, wayfinding and integrated infrastructure. The primary focus of development plan is walkability and contextually appropriate building placement that caters to the pedestrian and celebrates the Scottsdale Arts District and the importance of Marshall Way as the central spine connecting galleries and retail north and south of Indian School Road. Also, redevelopment of the existing surface parking lot will reduce the urban heat island effect by integrating new open space and additional landscaping.

## **GOAL CD 7**

### **INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS THE URBAN AND PEDESTRIAN CHARACTER OF OLD TOWN.**

#### ***Policy CD 7.1.***

*Old Town open space and landscape elements should project a desert oasis character, providing an abundance of shade, color, varied textures and forms.*

***Policy CD 7.2***

*Landscape materials should complement the built environment, land uses, and other downtown activities. Careful selection of downtown plan materials should take into account attributes such as scale, density, placement, arrangement and maintenance requirements.*

**Response:** The landscape palette will complement the existing urban context by integrating desert-lush vegetation that provides an abundance of shade, color, texture, and form while providing a setting for the proposed buildings. Mature desert landscaping and materials will enhance the pedestrian experience and soften the vertical and horizontal surfaces by incorporating natural shading elements. The landscape character will incorporate trees and shrubs that will thrive in urban desert environment while complementing the architecture and responding to specific microclimatic conditions. In addition to landscaping, the plaza spaces will integrate seating, hardscape patterns, public art, and unique design elements that will enliven the pedestrian realm and blend into the context of Old Town.

**GOAL CD 8**

***INTEGRALLY DESIGN LIGHTING INTO THE BUILT ENVIRONMENT.***

***Policy CD 8.1***

*Achieve a balance between ambient light levels and designated lighting needs.*

***Policy CD 8.2***

*Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular safety in public and private spaces.*

***Policy CD 8.3***

*Use lighting to provide a safe and inviting nighttime environment for residents, businesses and visitors, and to enhance nighttime special events and activities.*

**Response:** Energy efficient lighting will be utilized to provide appropriate levels for wayfinding and building accent while respecting the existing Old Town environment and Scottsdale’s lighting standards and lighting levels. Exterior lighting standards for the development are still being refined by the design team but will complement the proposed contemporary building character.

**GOAL CD 9**

***IMPLEMENT HIGH QUALITY URBAN AND ARCHITECTURAL DESIGN IN OLD TOWN.***

***Policy CD 9.1***

*Design downtown civic buildings and public spaces to demonstrate the city’s commitment to, and leadership in, design excellence.*

***Policy CD 9.2***

*Incorporate the Scottsdale Sensitive Design Principles and the Old Town Urban Design and Architectural Guidelines in all development.*



***Policy CD 9.3***

*Achieve high quality urban and architectural design through the development review process.*

***Policy CD 9.4***

*Integrate art into downtown urban design and architecture.*

**Response:** The Artisan Scottsdale will promote the Scottsdale Sensitive Design Principles and embrace the Old Town Scottsdale Urban Design & Architectural Guidelines as outlined in the sections below. Responding to the established Old Town character, the integration of indigenous and contextual building materials and native landscaping will be utilized. 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 Artisan Scottsdale at the corner of Indian School and Marshall Way.

**GOAL CD 10**

***INCORPORATE SUSTAINABLE BUILDING PRACTICES IN OLD TOWN DEVELOPMENT.***

***Policy CD 10.2***

*Incorporate sustainable planning design and building techniques into downtown development and use durable indigenous materials that will endure over time, to minimize environmental and maintenance impacts.*

***Policy CD 10.3***

*Encourage green building design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plan materials as part of downtown development.*

***Policy 10.4***

*Promote the use of energy efficient systems, construction methods, and alternative energy sources in downtown development.*

***Policy 10.6***

*Use existing urban resources, such as infrastructure systems, underutilized sites, buildings, and transportation networks to minimize the use of new resources.*

**Response:** The Artisan Scottsdale development plan will meet and/or exceed all International Green Construction Codes as required by the City. Providing an infill redevelopment project with a mixed-use program speaks directly to sustainability and the live, work, play General Plan objective. Located in Old Town, it encourages walkability and use of public transportation options. Additional sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be utilized where feasible. Building orientation considerations and passive solar response (shaded and recessed glazing) have been incorporated with the site and building design given the Sonoran Desert climate.

***Policy 10.8***

*Maintain sustainable solid waste collection, recycling, and disposal delivery systems downtown. Encourage the use of shared waste containers and compactors among similar downtown businesses (e.g. office and retail) to reduce the number of containers in downtown, and their negative aesthetic, olfactive and circulation impacts.*

***Policy 10.9***

*Encourage downtown recycling and other waste reduction and diversion programs in civic spaces, at special events, and in commercial and multifamily residential developments.*

**Response:** Refuse/ recycling services and loading areas may be screened from public street view via the existing central alley. Recycling and waste reduction techniques will be emphasized throughout.

**GOAL CD 11**

***INFRASTRUCTURE DESIGN SHOULD POSITIVELY CONTRIBUTE TO OLD TOWN IDENTITY.***

***Policy CD 11.1***

*Design infrastructure improvements to unify the overall identity of Old Town, while still contributing to the specific district identity in which they are located.*

***Policy CD 11.2***

*Develop infrastructure improvements that positively impact the aesthetics and mobility aspects of the pedestrian environment.*

***Policy CD 11.3***

*Underground overhead utilities when physically and economically feasible to reduce the negative visual impacts in the downtown.*

***Policy CD 11.4***

*Minimized the aesthetic and circulation impacts of power and communication system equipment located in rights-of-way.*

**Response:** Infrastructure improvements will be unified within the Old Town and Scottsdale Arts District context improving the current condition and pedestrian experience in the area. Visibility of above ground mechanical will be minimized by utilizing ground vaults, where feasible, and/or screened from view using decorative walls and/or landscaping buffers or other appropriate screening methods. Overhead utility lines will be placed underground consistent with city code requirements.

## ➤ MOBILITY

### **GOAL M 1:**

#### **DEVELOP COMPLETED STREETS THROUGH PUBLIC AND PRIVATE INFRASTRUCTURE INVESTMENTS AND IMPROVEMENTS.**

##### ***Policy M 1.1***

*Maintain a well-connected downtown circulation grid comprised of complete streets that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. A complete street responds to its community context and may include sidewalks, bicycle lanes and parking, bus lanes, comfortable and accessible public transit stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, and narrower travel lanes to enhance connectivity for all. A complete street is also consistent with federal laws and guidelines including those pertaining to accessibility.*

##### ***Policy M 1.2***

*Provide pedestrian and bicycle facilities within large projects and development parcels and connect them to adjacent development and the greater downtown circulation system.*

##### ***Policy M 1.3***

*Provide continuity in downtown wayfinding through the addition of landmarks, public art, distinct streetscape improvements, maps, directions, symbols, signage, and information systems for both pedestrians and motorists.*

##### ***Policy M 1.4***

*Accommodate the movement of freight goods and services, truck delivery access and operations, and emergency response vehicles on private development sites, and out of the public right-of-way where possible.*

##### ***Policy M 1.5***

*Encourage use of mobility options downtown, such as: transit, biking, walking, ride share, transportation carts, pedicabs and horse drawn carriages, particularly during special events.*

##### ***Policy M 1.7***

*Maintain Goldwater Boulevard and Drinkwater Boulevard as the primary routes to accommodate pass-through traffic around downtown.*

##### ***Policy M 1.8***

*Enhance downtown's pedestrian-oriented environment through reduced vehicular lane widths, design speeds, and intersection lengths, as appropriate.*

**Response:** Successful downtown revitalization and redevelopment focuses on a lively pedestrian presence with mixed-use development and quality pedestrian level design and linkages. Streetscape improvements will be made along Indian School Road and Marshall Way consistent

with City standards creating a presence that prioritizes the pedestrian. The public plaza spaces along with well-placed shade trees will create a more comfortable and inviting pedestrian space along the streetscape vs. the current more auto-centric site conditions. This will allow easy use of the established circulation system, in and around the site taking advantage of the multi-modal transportation options available in Old Town.

**GOAL M 2:**

***CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.***

***Policy M 2.1***

*Design the public realm to include wide sidewalks that accommodate meeting and passing other pedestrians, queuing, pedestrian waiting areas, street furniture, pocket parks, patio areas and other desired levels of activity.*

***Policy M 2.2***

*Encourage pedestrian oriented design that included pedestrian comfort amenities such as trees, shade from buildings, seating, shelter, wayfinding and lighting, to encourage strolling, lingering and promenading, especially in areas where there is a high concentration of pedestrian activity.*

***Policy M 2.3***

*Manage existing and design future downtown transportation and related systems with a focus on pedestrian mobility, accessibility, and safety.*

***Policy M 2.4***

*Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between downtown districts.*

***Policy M 2.5***

*Provide enhanced pedestrian access and connections between adjacent developments.*

**Response:** The streetscape will be improved to enhance the pedestrian experience providing a stronger connection within the Scottsdale Arts District and connecting Marshall Way north and south of Indian School Road. Expanding beyond the site, the importance of this connection node between north and south Indian School Road will encourage foot traffic to seamlessly traverse north to the Arizona Canal and south to the MOW and Scottsdale Artist School along Marshall Way consistent with the planning efforts set forth in the Scottsdale Downtown Public Space Master Plan. These improvements further connect to Scottsdale Road, Main Street, and beyond to The Waterfront, Scottsdale Fashion Square, Main Street and Civic Center plaza destinations. The street level pedestrian improvements include new shade trees and pedestrian plazas (approximately 10,000 s.f.) that will reinforce the walkable character of Old Town.

## **GOAL M 4**

### **MAINTAIN A CONVENIENT AND ADEQUATE PARKING SUPPLY OLD TOWN.**

#### ***Policy M 4.1***

*Develop a “park once environment” downtown, where users can access multiple destinations without the need to move their private vehicle numerous times.*

#### ***Policy M 4.2***

*Create new or adjacent existing parking requirements to ensure continued downtown revitalization and investment, as technologies and private vehicle user preferences evolve.*

#### ***Policy M 4.3***

*Maximize use of the existing parking supply through a comprehensive, multi-tiered parking management program.*

#### ***Policy M 4.4***

*Create new public parking supply through public-private partnerships to maintain free public parking downtown.*

**Response:** The Artisan Scottsdale contributes to the “park once environment” noted above by integrating mixed-use development within the Scottsdale Arts District and providing 56+/- underground public parking spaces onsite. With a strong emphasis on walkability, activation of the urban environment will be strengthened through a seamless transition along Marshall Way north and south of Indian School Road linking to multiple gallery and dining options within the Scottsdale Arts District. A detailed parking master plan is also provided with this application.

## **GOAL M 5**

### **ENCOURAGE TRANSIT THAT PROVIDES LOCAL AND REGIONAL CONNECTIONS TO, FROM AND WITHIN OLD TOWN SCOTTSDALE.**

#### ***Policy M 5.1***

*Enhance Old Town Scottsdale’s local and regional transit availability and accessibility, by emphasizing high frequency and expanded hours of service within the downtown and connections to adjacent areas.*

#### ***Policy M 5.2***

*Locate higher density development near major transit routes and venues to facilitate increased use of downtown transit.*

#### ***Policy M 5.3***

*Link the downtown Old Town Trolley and other transit to existing and future local and regional transit networks to accommodate the needs of residents, employees and visitors.*



**Response:** The Property is ideally situated to benefit from Old Town and City-wide transit options. The Scottsdale Trolley system (Morning Express, Neighborhood and Downtown trolleys) run near to the Property providing access throughout Old Town and Southern Scottsdale. The existing Valley Metro Bus runs along Scottsdale Road (Route 72) providing access from Chandler/Tempe to North Scottsdale and along Indian School Road (Route 41) providing access from Granite Reef west to Phoenix.

## **GOAL M 6**

### **DEVELOP A CONTINUOUS, ACCESSIBLE, AND INTERCONNECTED BICYCLE NETWORK.**

#### ***Policy M 6.1***

*Promote convenience connections between the on-street bicycling network and off-street paths and trails.*

#### ***Policy M 6.2***

*Connect the downtown bicycling network to the regional bicycling system via the Arizona Canal, Crosscut Canal, Sun Circle Trail, and Indian Bend Wash multi-use paths.*

## TOUR OLD TOWN ON THE MOUNTAIN VISTA BIKE ROUTE

The Mountain Vista Bike Route is a 2.3 mile loop that begins and ends at Main Street and Brown Avenue at the famous Banyan Tree. Follow green bike route signs to two more informative stops where mountain views are framed with interpretive panels that tell stories of the mountains on display. The frame that views the McDowell Mountains is located along the south bank of the Arizona Canal between the Marshall Way and Soleri bridges. The Camelback Mountain View frame is located at 68th Street and the Arizona Canal.



### **Policy M 6.3**

*Integrate on-street bicycle lanes and bicycle routes throughout downtown.*

### **Policy M 6.4**

*Expand off-street bicycling facilities with connections to existing and planned on-street bicycle facilities.*

**Response:** By creating a comfortable, shaded pedestrian-oriented experience along the adjacent streets, The Artisan Scottsdale will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Bicycle racks/lockers will be provided for residents and patrons near building entrances. Existing bicycle routes run along both Indian School Road and Marshall Way. Encouraging these alternative means of transportation is inherent to Old Town development as the Property is located near numerous office, dining, retail, and cultural destinations. Additionally, the Indian Bend Wash is located approximately one-mile directly east of the site and the Arizona Canal Trail is located less than one-quarter mile to the north. The Mountain Vista bike route provides a loop linking through Old Town.

Source: [scottsdaleaz.gov](http://scottsdaleaz.gov)

## **GOAL M 7**

### **PROVIDE BICYCLE INFRASTRUCTURE AND FACILITIES TO ENCOURAGE INCREASED DOWNTOWN RESIDENT, EMPLOYEE AND VISITOR BICYCLING.**

#### **Policy M 7.1**

*Incorporate accessible bicycle infrastructure and facilities into public and private development, such as designated bicycle parking areas, racks, lockers, and shower facilities.*

#### **Policy M 7.2**

*Develop a series of tourism bicycle routes that highlight unique visitor attractions.*

**Response:** Existing bicycle routes run along both Indian School Road and Marshall Way. Bicycle infrastructure will be maintained with the redevelopment of the Property and bicycle racks/lockers will be provided to encourage residents, employees, and visitors to utilize alternative modes of transportation.



## ➤ ARTS & CULTURE

### **GOAL AC 1**

**INVEST IN CURRENT AND CREATE NEW OPPORTUNITIES TO ADVANCE OLD TOWN SCOTTSDALE AS AN ARTS AND CULTURAL HUB WITH REGIONAL, NATIONAL, AND INTERNATIONAL SIGNIFICANCE.**

#### ***Policy AC 1.1***

*Support a diverse range of arts and culture experiences downtown.*

#### ***Policy AC 1.2***

*Revitalize, expand and develop new arts, cultural, and educational facilities that enhance Old Town Scottsdale's artistic landscape.*

#### ***Policy AC 1.3***

*Grow existing and establish new high-quality, signature festivals, events and programming that attract resident and visitor audiences and distinguish Old Town Scottsdale as a premiere arts and culture destination.*

#### ***Policy AC 1.4***

*Continue to invest in, improve, celebrate, and promote the Scottsdale Arts District, Scottsdale Civic Center, and the Arizona Canal as prominent downtown arts and culture destinations.*

**Response:** Scottsdale's identity and brand includes art/culture, recreation, shopping, galleries, and resorts. The Artisan Scottsdale will build upon the strong art base in Old Town by providing art space, public plazas, and new underground public parking at a key intersection within the Scottsdale Arts District that will continue to distinguish Old Town Scottsdale as a premiere art and culture destination.

### **GOAL AC 2**

**ENCOURAGE CREATIVE PLACE-MAKING OLD TOWN, WHERE ALL CAN PARTICIPATE.**

#### ***Policy AC 2.1***

*Encourage investment in public art and cultural destinations that preserve, commemorate, and celebrate Scottsdale's diverse history, culture, and people.*

#### ***Policy AC 2.2***

*Serve diverse community interests by supporting a variety of monumental art pieces, emerging artists, and temporary event-based programs downtown.*

#### ***Policy AC 2.3***

*Utilize public art to strengthen interconnectivity between downtown districts and cultural facilities through way-finding, space activation, temporary art trails, and pocket art park opportunities.*

***Policy AC 2.4***

*Facilitate public art integration into Old Town architecture and urban design.*

**Response:** The Artisan Scottsdale development team seeks to build a new approximately \$30,000,000 mixed-use development while celebrating Scottsdale as an established arts community through the implementation of new public plazas and strengthened connectivity along Marshall Way. As required by the PBD, contributions to the Cultural Improvements Program include original works of art costing a minimum of one (1) percent of the applicable building valuation. It is developer’s intention to provide the required public art onsite in the public plaza spaces.

➤ **ECONOMIC VITALITY**

**GOAL EV 1**

**SUPPORT OLD TOWN’S PROMINENT ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, DINING, ENTERTAINMENT, TOURISM, EVENTS, AND EMPLOYMENT.**

***Policy EV 1.1***

*Encourage land uses, activities, and special events that support downtown as a primary commercial, cultural and tourism destination, to maintain downtown’s economic role in the community.*

***Policy EV 1.2***

*Promote downtown as an environment attractive to both leisure visitors and a skilled workforce.*

***Policy EV 1.3***

*Attract tourism-supporting land uses, activities and special events to reinforce Old Town as a robust tourism destination.*

***Policy EV 1.4***

*Proactively address economic and social changes by examining Old Town goals on a regular basis, to ensure responsiveness to shifts in economic, social, environmental, and market conditions.*

***Policy EV 1.5***

*Appeal to residents, visitors, and workers by creating and delivering programs and services that support a high quality, year-round, successful mix of retail, dining, entertainment, emerging enterprises, and small businesses that contribute to Old Town’s unique character.*

**Response:** The Downtown Multiple Use and Downtown Core subdistricts support a variety of land uses including, but not limited to, multiple story residential, office, hotel, retail shops, and restaurants. Additionally, revitalizing, and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional residential housing

options and supporting commercial in Old Town is essential for the continuing economic growth and sustainability of Scottsdale. Further, developing this approximately \$30,000,000 mixed-use project will increase the employment base and provide jobs near a range of housing options. This project exemplifies the revitalization component by redeveloping an underutilized, vacant site and creating a vibrant development with nearby access to support services and transportation corridors.

## **GOAL EV 2**

### **PROMOTE PRIVATE INVESTMENT IN, AND ATTRACT NEW DEVELOPMENT TO, OLD TOWN.**

#### ***Policy EV 2.1***

*Encourage investment in residential and commercial development that ensures Old Town's economic competitiveness regionally and nationally.*

#### ***Policy EV 2.2***

*Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.*

#### ***Policy EV 2.4***

*Promote the retention of major downtown employers and accommodate their future expansion needs.*

#### ***Policy EV 2.7***

*Attract and retain a broad array of economic activities that widen the appeal of Old Town and strengthen the city's tax base.*

#### ***Policy EV 2.8***

*Recognize that talent is a critical component of business location decisions and enhance Old Town's quality of life amenities and housing choices, to appeal to a skilled workforce.*

**Response:** The Artisan Scottsdale will bring a mixed-use development to a key location within the Scottsdale Arts District. The PBD overlay requested with this zoning application will allow for an approximately \$30,000,000 reinvestment in the heart of Old Town further stimulating the economic tax base, assisting small local businesses as well as the diversity of land uses and expanded employment opportunities. Below is a more detailed description of how the PBD overlay criteria are being met.

## **PLANNED BLOCK DEVELOPMENT (PBD)**

**Sec. 6.1301. Purpose.** *The purpose of the PBD Overlay District is to allow for development flexibility in the Downtown Area to assist the City in achieving the Downtown Plan, developing more Downtown Area public amenities, and adding land uses that would further promote the Downtown Area as a twenty-four (24) hour community.*

**Response:** The PBD overlay designation is being requested to allow for the assemblage of multiple parcels for the proposed mixed-use development. In keeping with the PBD requirements, a Development Plan has been established to include a site plan, conceptual elevations, and landscaping. The intent of the Development Plan is to define an established style, character, and design quality for the site, while maintaining opportunities for specific needs and a creative identity through future approvals by the Development Review Board (DRB). The Development Plan is intended to invoke a sense of quality and character to ensure compatible development with Scottsdale's Old Town character. Property Development Standards are consistent with the Downtown Ordinance with no proposed amendments with respect to building height, density, GFAR, setbacks and stepbacks.

### **Summary of Proposed Property Development Standards with PBD**

Site Area:	1.92+/- gross acres (83,635s.f.) 0.92+/- net acres (40,441 s.f.)
Base Building Height:	48 feet* in Type 1 and 66 feet* in Type 2
Proposed Building Height:	48 feet* in Type 1 and 66 feet* in Type 2 – no bonus *Additional 6 feet allowed for mechanical equipment
Potential Bonus Height:	84 feet (78 feet + 6 feet mechanical) in Type 2
Maximum GFAR:	1.4 or 117,089 s.f.
Proposed GFAR:	5,000 s.f. (commercial) + 2,600 s.f. (amenities for residential) Total of 7,600 s.f. or 0.091 GFAR – no bonus
Density Allowed:	50 du/ac or 96 units
Proposed Density:	43.23 du/ac or 83 units – no bonus
Building Setbacks:	Indian School Road: 30 feet Marshall Way: 20 feet First Avenue: 20 feet
Building Stepbacks:	No amendments to base Downtown Ordinance

### ***Sec. 6.1304. PBD Overlay District criteria.***

*A. Before the first Planning Commission hearing on a PBD Overlay District application, the Development Review Board shall make a recommendation to the Planning Commission regarding the Development Plan based on the following criteria.*

*1. Criteria for a PBD Overlay District application in a Type 1 Area:*

*a. The Development Plan shall reflect the goals and policies of the Character & Design Chapter of the Downtown Plan; and*

- b. *The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines.*

**Response:** See related sections in this Project Narrative (Old Town Character & Design above goals/policies and Old Town Scottsdale - Urban Design & Architectural Guidelines below).

2. *Criteria for a PBD Overlay District application in a Type 2 or Type 2.5 Area:*

- a. *The Development Plan shall reflect the goals and policies of the Character & Design Chapter of the Downtown Plan;*

**Response:** See related section above (Old Town Character & Design goals and policies).

- b. *The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines;*

**Response:** See related section below (Old Town Scottsdale – Urban Design & Architectural Guidelines).

- c. *The building form shall reflect the planned character of development within which the development project will be located;*

**Response:** Building form conforms to the surrounding Old Town Character and is respectful of the surrounding context.

- d. *The Development Plan shall incorporate standards for development within three hundred fifty (350) feet of the Downtown Boundary that address appropriate transitions in building heights and building massing between the proposed development and the zoning districts abutting or adjacent to the development;*

**Response:** Appropriate transitions have been addressed through building and site design. No amended standards are being request.

- e. *The Development Plan for development within one hundred (100) feet of a Type 1 Area shall address appropriate transitions in building heights, building massing, and landscape materials between the proposed development and the Type 1 Area;*

**Response:** Development Plan conforms to the Type 1 adjacent transitions required by the Zoning Ordinance. The Property is adjacent to the Type 1 development type along the north and east boundary of the site. The proposed buildings have been designed to establish a hierarchy of massing and height coupled with the varying architectural components that modulate and articulate the façade both vertically and horizontally, providing a base, middle and top avoiding a monolithic volume effect. These elements along with building placement and ground level public plaza

improvements to the City acquisition parcels provide thoughtful transitions to/from the existing and future Old Town urban context.

- f. The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms and architectural features that address human scale and pedestrian orientation; and*

**Response:** Active street frontages are provided along Indian School Road, Marshall Way and First Avenue in the following ways: 10,000 s.f. of combined public plaza space, public art, efficient vehicle movement (reduction of pavement and driveway cuts), underground parking, integration of new shade trees, and enhanced hardscape design including detached sidewalks and seating for pedestrians. Architecturally, the buildings present a contemporary design providing a variety of small-scale building elements with human-scale rather than a single, large unarticulated mass. Pedestrian connectivity is key to the overall site design, not only providing access to nearby galleries and restaurants for the residents and patrons, but also strengthening the Marshall Way connection within the Scottsdale Arts District and linking to the existing pedestrian network throughout Old Town.

- g. The pedestrian circulation shall be accessible and easy to navigate, and incorporate open space and pedestrian linkages to the public pedestrian circulation network.*

**Response:** Walkability and focus on the pedestrian realm is a key design component of the Development Plan. In conformance with the Old Town Scottsdale Character Area Plan, the existing network of pedestrian linkages will be celebrated and enhanced with the proposed development. As noted above, The Artisan Scottsdale aims to provide a seamless connection along Marshall Way, extending north and south of Indian School Road to help unify the Scottsdale Arts District.

*3. Criteria for a PBD Overlay District application in the Type 3 Area:*

- The Development Plan shall reflect the goals and policies of the Character & Design Chapter of the Downtown Plan.*

**Response:** Not applicable.

*B. In addition to the criteria used by the City Council to review a zoning district map amendment application, the Planning Commission shall make a recommendation to the City Council, based on the following applicable criteria:*

- 1. Standard criteria:*
  - a. The proposed development supports the land use elements of the General Plan and the Downtown Plan.*

**Response:** The proposed development plan supports the land use elements of the General Plan and Old Town Scottsdale Character Area Plan as discussed throughout this project narrative.

2. *Criteria to add land uses to Table 5.3004.D., Land Uses for Each Sub-district of the Downtown District:*

- a. *Each proposed land use helps maintain a balance of land uses in the Downtown Area in accordance with the Downtown Plan.*
- b. *Each proposed land use is compatible with the adjacent development, and strengthens the mix of land uses and activities in the Downtown Area.*
- c. *Each proposed land use substantially implements the pedestrian oriented, twenty-four (24) hour downtown community goals of the Downtown Plan.*

**Response:** The applicable use regulations of the Downtown/Planned Block Development district shall apply. No additional changes are requested with this application to the land use table for the Multiple Use sub-district.

3. *Criteria to achieve bonus(es):*

- a. *The proposed Development Plan reflects noteworthy investments to provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives, primarily in the immediate vicinity of the neighborhood where the development will be located.*

**Response:** No bonuses are being requested with this rezoning application.



# **OLD TOWN SCOTTSDALE – URBAN DESIGN & ARCHITECTURAL GUIDELINES (UDAG)**

## ***ENHANCE THE PEDESTRIAN ENVIRONMENT***

### ***1. Create an interconnected, walkable downtown. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance, the DSPM, & 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.*
- 1.4 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:** The redevelopment plan considers the surrounding context and will revitalize a vacant underutilized corner within the Scottsdale Arts District. As a mixed-use development it will support a walkable and sustainable downtown. This is being accomplished, in part, by making and reinforcing vital connections for pre-existing pedestrian, vehicular, and public transportation networks. The development intends to integrate two new connecting public plaza spaces (approximately 10,000 s.f. combined) at the corner of Indian School and Marshall Way bring synergy to this important intersection by providing wayfinding, low level lighting, seating, shade and public art where there currently is a surface parking lot.

### **Current Streetscape**



## *Proposed Streetscape*



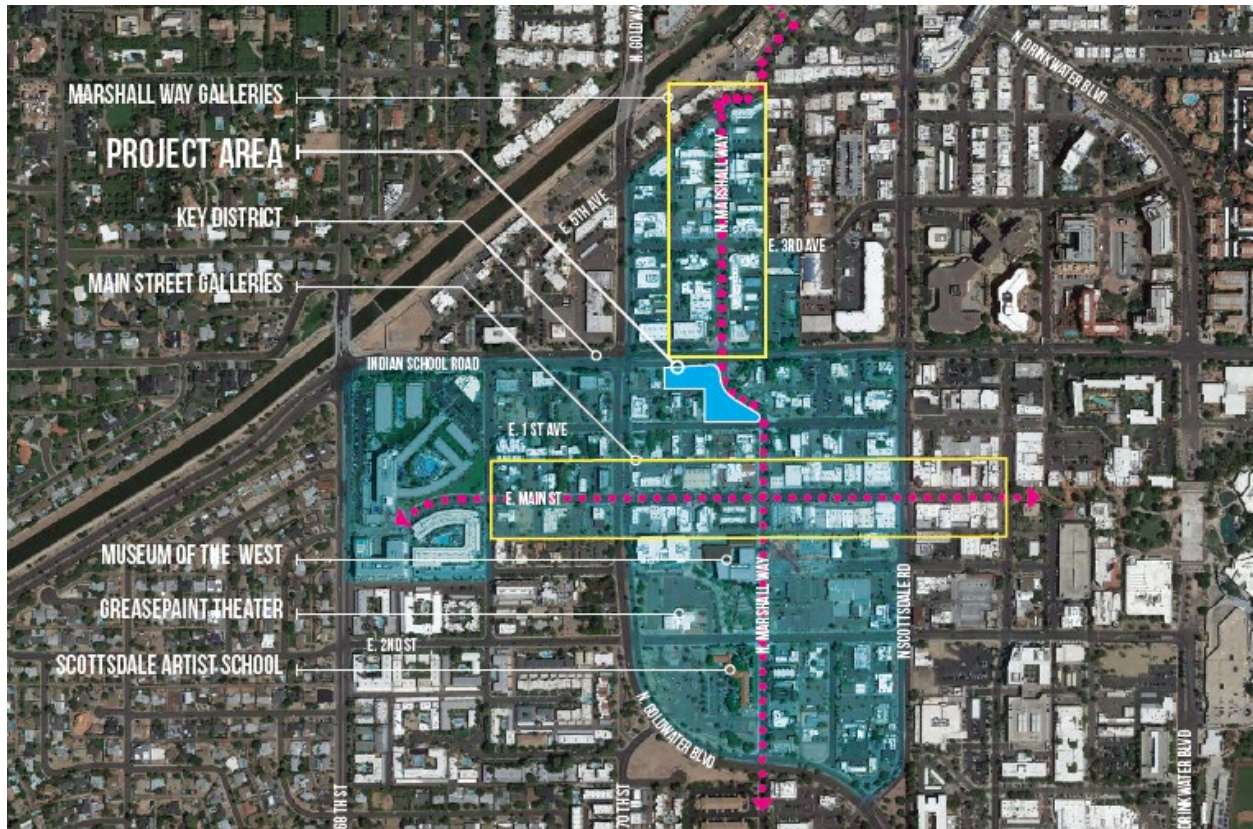
### ***2. Maintain a consistent street edge and continuity of street-spaces. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)***

*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.*



## Mobility / Circulation Exhibit



**Response:** A key design consideration for The Artisan Scottsdale is strengthening the pedestrian realm within the Scottsdale Arts District and serving as a key pedestrian connection along Marshall Way north and south of Indian School Road. Site and building design will celebrate the pedestrian through the placement of building entrances, seating, overhangs, hardscape, landscape, lighting, public art, and wayfinding to create visual interest and synergy along the streetscape. The public plaza space will serve as an important public open space element along Marshall Way in the heart of the Scottsdale Arts District.

### ***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 Artisan Scottsdale will reinforce and encourage both Indian School Road and Marshall Way as active street frontages utilizing public space connectivity that spotlights this intersection as a key public space in accordance with City plans. The Property is uniquely positioned in Old Town Scottsdale to have one quarter-mile walkability to the districts of Scottsdale Arts, Fifth Avenue, and Historic Old Town. There is also a focus on Marshall Way and Indian School Road as important, established pedestrian routes. The Artisan Scottsdale will generate significant foot traffic to these pedestrian-oriented areas and streets, bolstering nearby retail and restaurant sales.

#### ***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 Artisan Scottsdale was designed to celebrate and enhance an active street frontage reinforcing the Old Town pedestrian environment and encouraging walkability and social interaction through design character and a mix of land uses to include residential, office, retail/restaurant, and art space. The indoor/outdoor transition between the ground level will embrace the streetscape and public plazas through site and building arrangement. The main entry to the north building has been strategically located near the street corner and associated plaza. The building mass is carefully set back from the corner to allow for visual relief. Storefront glass and attractive entry feature highlight this experience for residents and guests. The south building “extends” this experience with full height storefront glass along the streetscape and building entry.

## ***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:** The building orientation, which is predominately east/west will provide for energy efficiency. Passive solar concepts are integrated by discouraging direct solar heat gain during the hotter months; and encouraging direct solar during the colder months. Recessed and appropriately shaded windows with canopies and other devices will respect such passive solar approaches.

### ***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 practices into site design.*

**Response:** The landscape character of the proposed development includes a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy drought-tolerant plants known to thrive in the heat and sun of the Sonoran Desert climate. Plant selection and landscape design will allow the development to use water efficiently throughout the site. Further, redevelopment of the site from a surface parking lot to a mixed-use development with open space and shade trees contributes towards the goal of heat island relief.



## ***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.*

**Response:** In addition to the public plaza spaces, The Artisan Scottsdale will offer luxury residential development with a ground floor “gathering space” which is design for informal impromptu get togethers. There will also be roof top garden for residents. First level will have access to the front desk, management office, nearby elevator lobbies, stairs, and underground parking. Note, the proposed public parking also had separate and convenient access directly to the street front, adjacent to the building lobby. Site improvements that include shade trees, shrubs, and seat-walls, will create a comfortable microclimate for the pedestrian. These practices will enrich the pedestrian experience and encourage the use of sidewalks to get from one destination to the next and provide continuity between buildings. The indoor/outdoor transition from the building will also allow residents to immediately engage with the sidewalk network in Old Town providing for an enhanced experience.

### ***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 proposed development provides continuity between the newly proposed and existing architecture of the surrounding area and visual fluidity along the street frontages. Taking inspiration from the established Old Town character, design and materials, The Artisan Scottsdale includes a variety of natural durable building materials and finishes that will stand the test of time including, but not limited to, masonry, stone veneer, wood cladding, metal accents, and other durable natural materials.

### ***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 are contained within the site and are accessed inconspicuously. HVAC will be roof mounted and screened from view. This minimizes the public's interaction with those services which helps to enhance the pedestrian experience. The ground plane has been designed to create a respite for residents, patrons, and visitors.

***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).*

**Response:** Lighting will be designed in a manner that is respectful of the surrounding Old Town context while maintaining safety for residents, visitors, and patrons. Lighting designs are

commensurate with the quality architectural style proposed for The Artisan Scottsdale, low-level with no glare or intrusion for adjacent properties. Lighting is placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along street frontages in keeping with the urban setting. Building mounted and/or ground level artwork will be tastefully lit to enhance the unique features onsite.

**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.*

**Response:** Project identification will be contextually appropriate and processed under a separate permit application and approval process. Signage will be placed to ensure visibility respecting the landscaping and ground level experience while complementing the character of the development plan.

***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. (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:** To the north and west, existing structures are one-story and within a Type I area. The Artisan Scottsdale buildings are within a Type II area and adjacent to Type I (the southern plaza

parcel is in the Type 1 area but no building is proposed), so the development is required to create a transition with the new building forms and heights as it interfaces with the Type I area. Building setbacks and stepbacks comply with the Downtown Ordinance to provide sensitive buffering with no proposed amended development standards. Through the use of a several creatively integrated building materials, features and subtle forms, the overall massing of the building takes on a pedestrian scale and character. The design team is proposing a building that feels like a series of well-connected storefronts or shops along the street. There are also building components that articulate the façade and break-up the overall building mass. Additionally, there are recessed and cantilevered balconies that modulate the building form and reduce the scale of the exterior walls.

**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.*

**Response:** The building massing elements provide varied architectural components that modulate and articulate the façade both vertically and horizontally, providing a base, middle and top. The ground floor is articulated with the movement, materials and building form creating depth and enhancing the pedestrian experience. These features also help to reduce the scale of the building and provide visual interest.

**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.*

**Response:** The design elements summarized above will ensure a visual differentiation by providing a strong base element and visual lightness to the upper building levels enhanced with material selections and finishes. The stepped massing of the building respects the required setback plane as to prevent a looming building effect along the streetscape.

## ***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:** Parking will be available in a three-level below grade parking structure. Parking for residents, employees, commercial patrons, and residential visitors will include 34+/- surplus spaces beyond the current code requirements. Above and beyond the required and guest parking for The Artisan Scottsdale, there will be 57+/- public parking spaces open to Old Town patrons. Vehicular access to the underground parking will occur via Marshall Way leading to the underground ramp. Surface parking will be situated internal to the site, between the buildings as to maintain an emphasis on the pedestrian streetscape and public plaza open space environment. A separate public elevator and stair to the underground public parking has been integrated with the design.

## ***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:** The Artisan’s materials, massing and architecture are inspired by the existing Old Town vernacular while also bringing a vibrant contemporary character to this key intersection within the Scottsdale Arts District. The materials and textures are translated into built form and layered to provide a hierarchy within each structure creating architectural design variation. Vertical and horizontal linear elements also bring visual interest creating relief, depth, and shade, which reduces the overall scale and mass of the buildings. Recessed windows and balconies, cantilevered elements, and exaggerated overhangs will provide solar relief to the glazing and shaded outdoor spaces. Given the unique shape of the infill site, each side of the project is unified and expressive towards the overall theme while still providing dynamic four-side architecture.

***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 ground level of the proposed development plan is activated with public plaza spaces, tree-shaded walkways, human-scale building design, seating, public art, and lighting. Building entrances are oriented towards the public plaza spaces to further activate the streetscape. As a high-quality mixed-use redevelopment, The Artisan Scottsdale will help revitalize and energize adjacent specialty retail and galleries and provide a vital pedestrian link along Marshall Way north and south of Indian School Road, further strengthening the Scottsdale Arts District’s connectivity and walkability.

***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:** As noted above, the building materials take cues from the Old Town context. Vertical and horizontal linear elements also bring visual interest creating relief, depth and shade, which helps to reduce the overall scale and mass of the buildings. Building material include, but are not limited to, masonry, stone veneer, wood cladding, metal accents, and other durable natural materials. The color palette planned for The Artisan Scottsdale invokes a Sonoran Desert inspired range of muted finishes with integrated accent tones to bring additional visual interest to the design

## **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. In addition to the response below, please refer to Goal CD 1 above for a specific description of the design elements.

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

**Response:** The vibrant, contemporary building character and varied building forms are complementary to the surrounding urban development pattern established in Old Town. The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar relief, shading and overhangs, and celebrate the Sonoran Desert climate. Public plaza spaces will provide as a respite for pedestrian and integrate with the existing walkable Old Town context.



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

**Response:** Although the setting of this Old Town site is urban in character and does not have natural features such as washes and natural area open space, the development team has taken special consideration in providing appropriate interaction with the streetscape through building design and attention to the ground-level experience with an emphasis on the pedestrian.

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

**Response:** The Property is an Old Town redevelopment site. Landscaping will consist of low-water use desert appropriate landscaping materials in conformance with established guidelines.

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

**Response:** The proposed redevelopment will include desert appropriate landscaping (as well as integration of native plants). Additional landscaping and open space areas will contribute to an enhanced urban habitat and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they 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:** Pedestrian circulation along the streetscape, new public plazas, and public art are important features of this Old Town project, as numerous gallery, restaurant, residential, employment, cultural, and entertainment uses are within walking distance of the site.

- 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 Artisan Scottsdale is located within the heart of the Scottsdale Arts District and is within walking and trolley distance to a range of land uses including major employers, such as HonorHealth and the City of Scottsdale. As such, the development has been designed with an emphasis on the ground level pedestrian experience enhancing the land use goals for this area. Incorporating new residences in the heart of Old Town with established transportation options (trolley, bicycle, bus) creates a synergy of land uses and reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for the community as a whole.

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 proposed development will incorporate design elements that respect human-scale, providing shade and shelter through building form, site and landscape design.

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

**Response:** Variation in massing, proportion, material contrast, and architectural detailing will be provided establishing a natural hierarchy. The proposed development also provides continuity between the newly proposed and existing architecture in the surrounding area, providing visual fluidity along the street frontages. No amended development standards are being requested with this application.

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

**Response:** The proposed development will utilize a variety of Sonoran Desert inspired textures and building finishes, incorporate architectural elements that provide solar relief and overhangs, and celebrate the Southwestern climate by creating outdoor spaces, respites and shaded amenities.

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

**Response:** Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The specific sustainable elements are being evaluated with the design and development of the project in accordance with IgCC and may include, but are not limited to, well insulated building envelope, recycled materials, energy efficient windows, energy efficient light fixtures, low use water fixtures, and appliances, and use of solar.

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

**Response:** Context appropriate, mature arid-region plant materials will be utilized with the redevelopment and revitalization of the Property. The desert-lush character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

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

**Response:** The proposed development will maintain a low-water use plant palette. Context appropriate desert plant materials will be utilized throughout the 1.92+/- acre development, consistent with the established vegetative pattern found throughout Old Town.

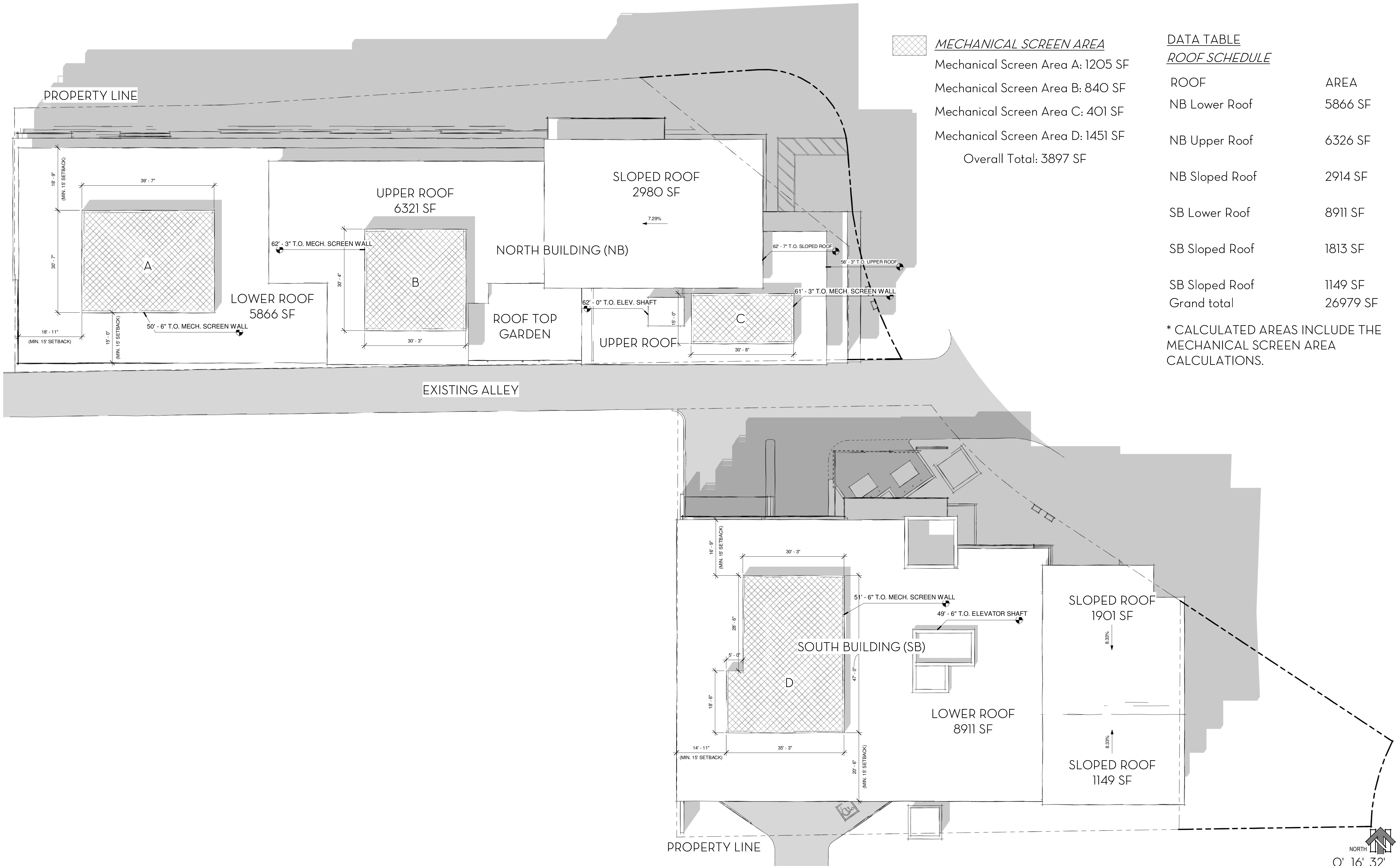
13. *The extent and quality of lighting should be integrally designed as part of the built environment.*

**Response:** Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety and wayfinding for Old Town patrons and residents.

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

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

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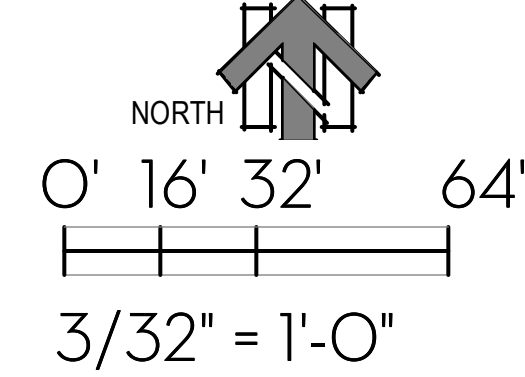


**MECHANICAL SCREEN AREA**  
 Mechanical Screen Area A: 1205 SF  
 Mechanical Screen Area B: 840 SF  
 Mechanical Screen Area C: 401 SF  
 Mechanical Screen Area D: 1451 SF  
 Overall Total: 3897 SF

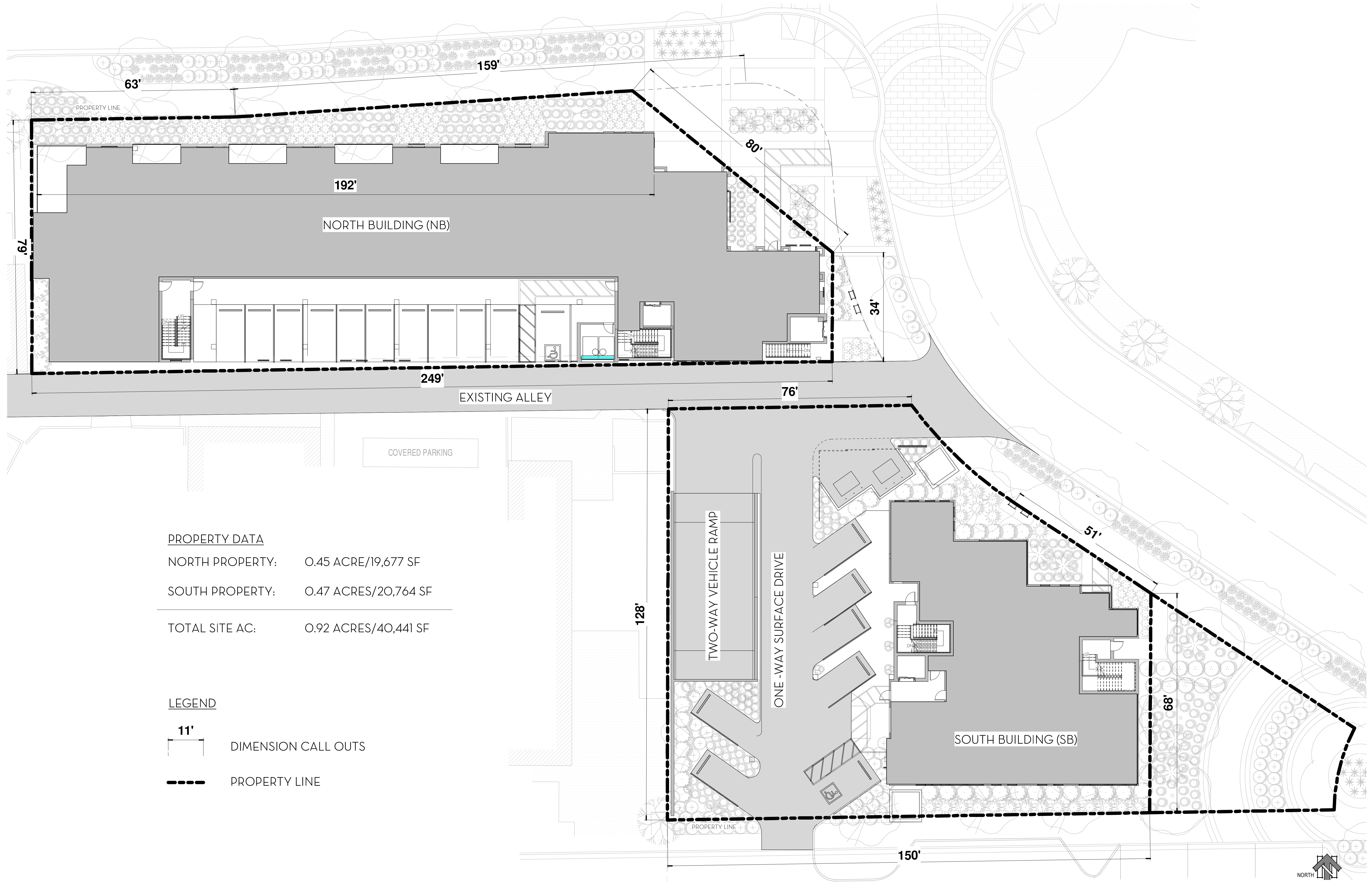
**DATA TABLE**  
**ROOF SCHEDULE**

ROOF	AREA
NB Lower Roof	5866 SF
NB Upper Roof	6326 SF
NB Sloped Roof	2914 SF
SB Lower Roof	8911 SF
SB Sloped Roof	1813 SF
SB Sloped Roof	1149 SF
Grand total	26979 SF

\* CALCULATED AREAS INCLUDE THE MECHANICAL SCREEN AREA CALCULATIONS.





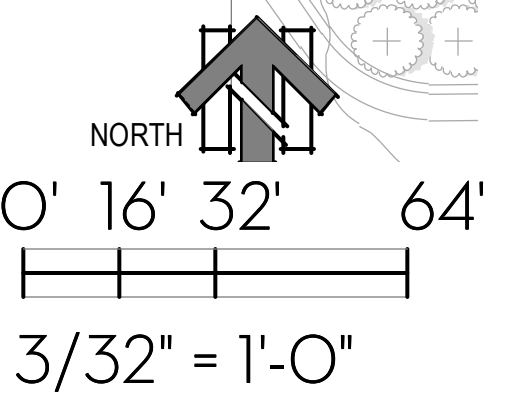


PROPERTY DATA

NORTH PROPERTY:	0.45 ACRE/19,677 SF
SOUTH PROPERTY:	0.47 ACRES/20,764 SF
TOTAL SITE AC:	0.92 ACRES/40,441 SF

LEGEND

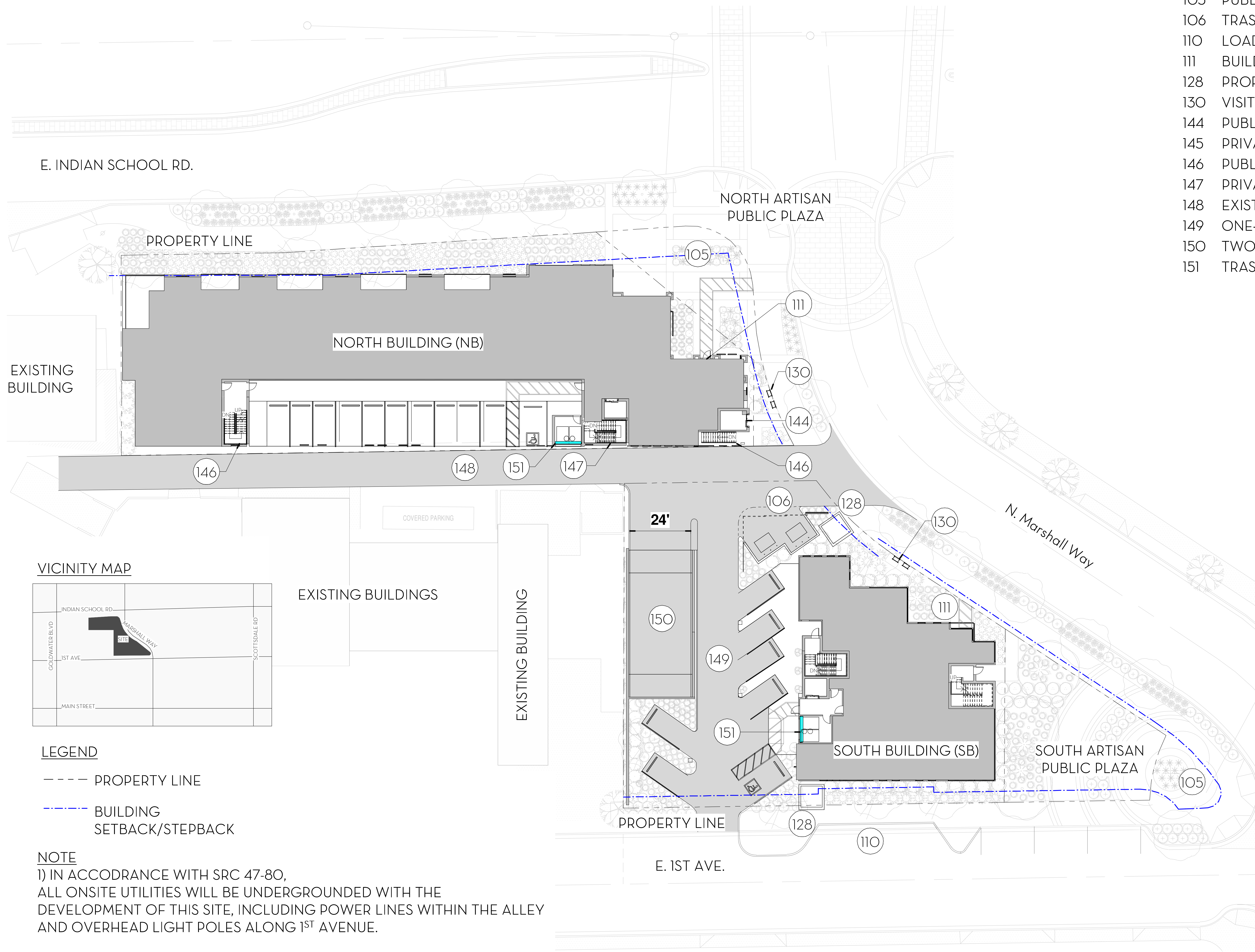
-  11' DIMENSION CALL OUTS
-  DASHED PROPERTY LINE





KEYNOTE LEGEND

- 105 PUBLIC ARTWORK
- 106 TRASH ENCLOSURE (SOLID WASTE & RECYCLES)
- 110 LOADING AND UNLOADING AREA
- 111 BUILDING MAIN ENTRANCE
- 128 PROPOSED ELECTRICAL TRANSFORMER LOCATION
- 130 VISITOR / GUEST BICYCLE PARKING
- 144 PUBLIC ELEVATOR
- 145 PRIVATE ELEVATOR
- 146 PUBLIC STAIR
- 147 PRIVATE STAIR
- 148 EXISTING ALLEY TO REMAIN
- 149 ONE-WAY SURFACE DRIVE
- 150 TWO-WAY VEHICLE RAMP
- 151 TRASH ROOM



PROJECT INFORMATION

**PROJECT NAME:** THE ARTISAN

**PARCEL LOCATION:**

- SOUTHWEST CORNER OF INDIAN SCHOOL ROAD AND MARSHALL WAY (THE "PROPERTY")
- APN: 130-12-031B, 130-12-032B, 130-12-033B, 130-12-045, 130-12-046B, 130-12-047A (PLUS CITY PARCELS - PARCEL NUMBERS IN APPRAISAL)

PROJECT DATA

**PROPERTY SIZE:**

- TOTAL SITE AREA:
  - 1.92+/- GROSS ACRES (83,635 +/- SF)
  - 0.92 +/- NET ACRES (40,441 +/- SF)

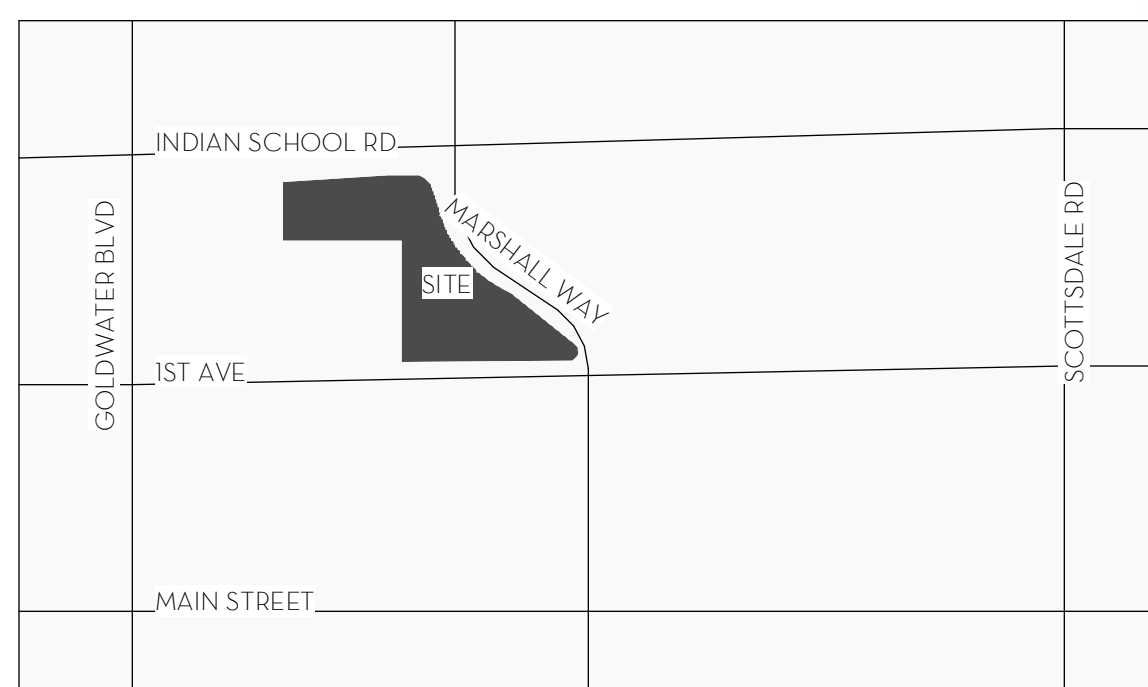
**CURRENT ZONING**

- C-2 DO (CENTRAL BUSINESS DISTRICT DOWNTOWN OVERLAY)

**PROPOSED ZONING**

- D/DMU-2 PBD DO (DOWNTOWN/DOWNTOWN MULTIPLE USE-TYPE 2, PLANNED BLOCK DEVELOPMENT, DOWNTOWN OVERLAY)
- D/DC-1 PBD DO (DOWNTOWN/DOWNTOWN CORE-TYPE 1, PLANNED BLOCK DEVELOPMENT, DOWNTOWN OVERLAY)

VICINITY MAP

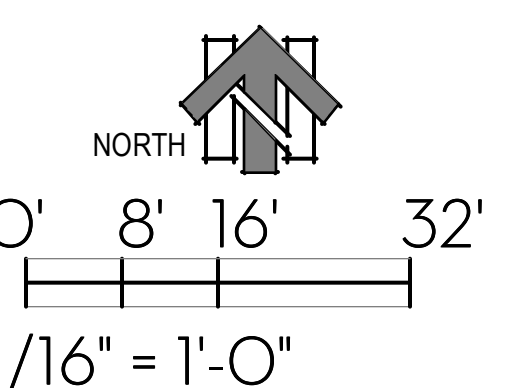


LEGEND

- PROPERTY LINE
- - - - BUILDING SETBACK/STEPBACK

NOTE

- 1) IN ACCORDANCE WITH SRC 47-80, ALL ONSITE UTILITIES WILL BE UNDERGROUNDED WITH THE DEVELOPMENT OF THIS SITE, INCLUDING POWER LINES WITHIN THE ALLEY AND OVERHEAD LIGHT POLES ALONG 1<sup>ST</sup> AVENUE.
- 2) CONSTRUCTION WORK DISRUPTION TO SERVICE ROUTES WILL BE MITIGATED BY APPLICANT.
- 3) SEE CIVIL'S GRADING AND DRAINAGE EXHIBIT FOR DRAINAGE FLOW.





**SITE PLAN**

- 1 NORTH BUILDING**  
 - 35% 4 STORIES (45' HEIGHT)  
 - 65% 5 STORIES (66' MAX)  
 - 53 UNITS  
 - ARTSPACE
  
- 2 SOUTH BUILDING**  
 - 4 STORIES (100%)  
 - 51' HEIGHT MAX  
 - 30 UNITS  
 - 5,000 SQFT OFFICE/RETAIL
  
- 3 SHARED ALLEY**
- 4 NORTH ARTISAN PUBLIC PLAZA**  
 (~4,500 SQFT)
- 5 SOUTH ARTISAN PUBLIC PLAZA**  
 (~5,500 SQFT)
- 6 SURFACE PARKING**
- 7 UNDERGROUND & SURFACE PARKING ACCESS**  
 - 207 SPACES  
 - INCL. 56 PUBLIC SPACES
- 8 ARTSPACE**
- 9 ROOF GARDEN**



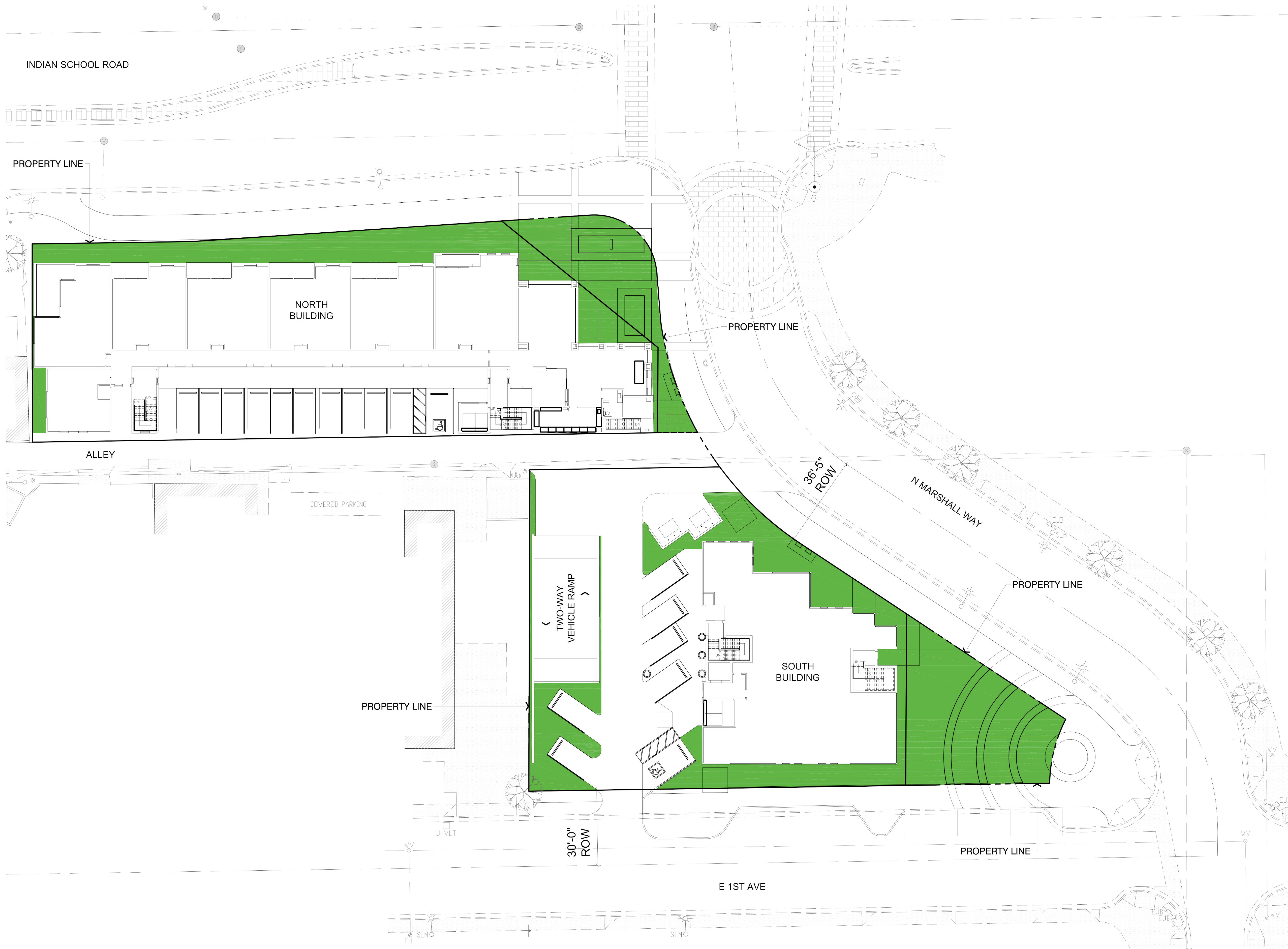
NOTE: DEPICTIONS AND DATA ARE CONCEPTUAL AND SUBJECT TO CHANGE

SCALE: 1"=30'  
 0 15 30 60 90









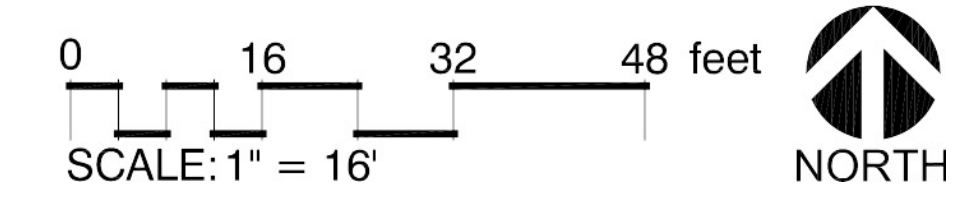
**OPEN SPACE SCHEDULE**

**PROJECT DATA**  
 - ZONING: C-2 DO (DOWNTOWN/ DOWNTOWN MULTIPLE USE-TYPE 2, PLANNED BLOCK DEVELOPMENT, DOWNTOWN OVERLAY  
 - NET LOT AREA  
 • NORTH: 0.92 AC  
 • SOUTH: 0.82 AC

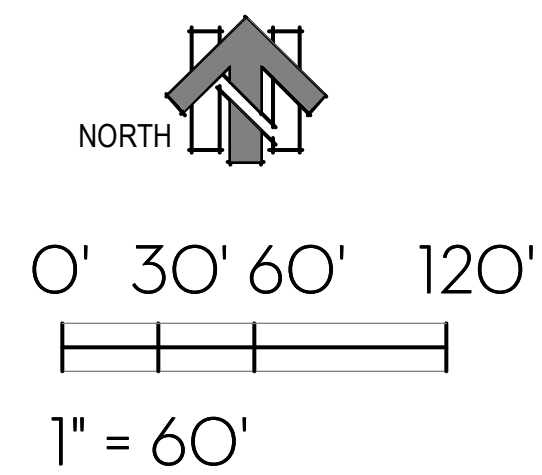
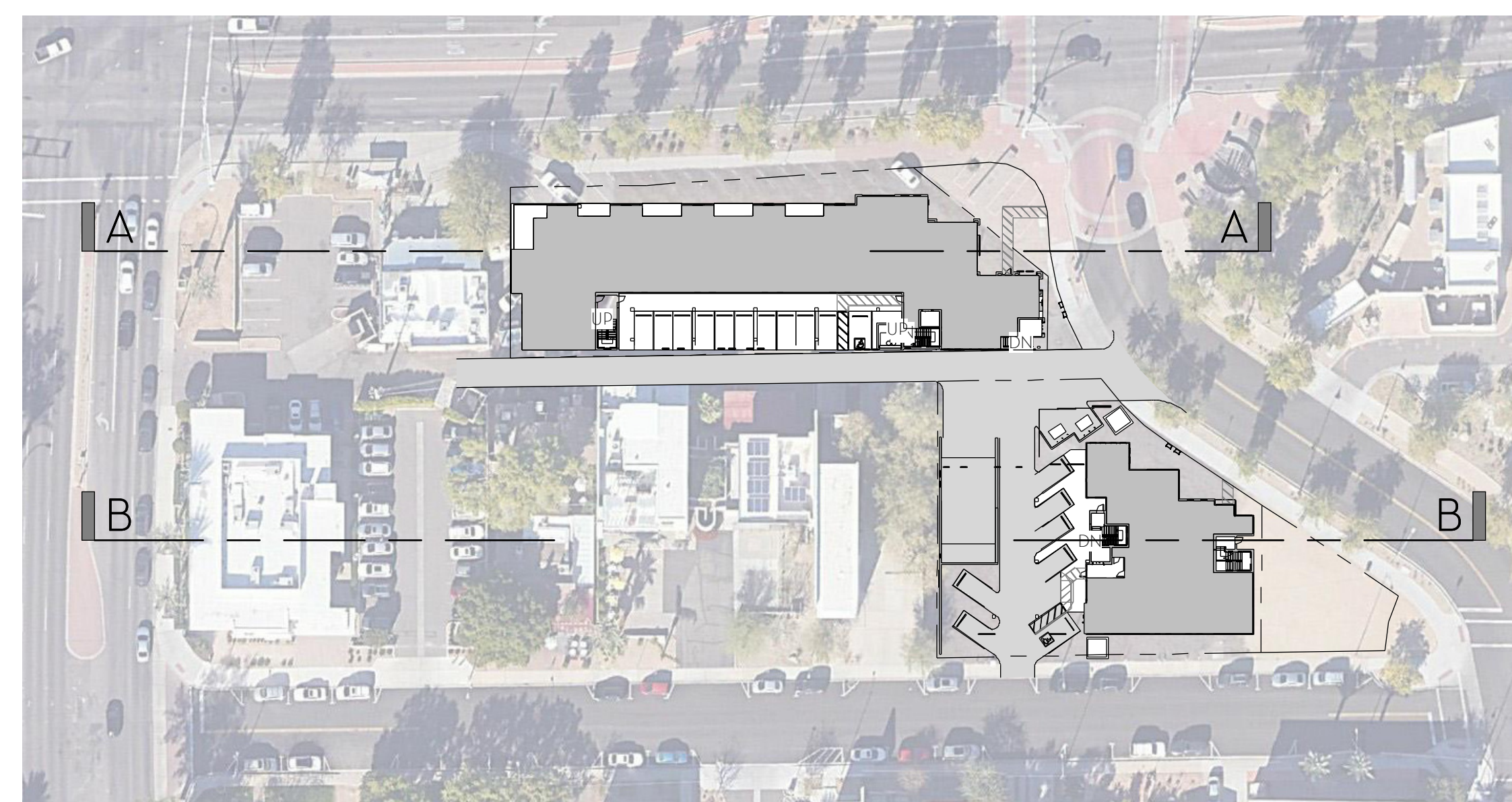
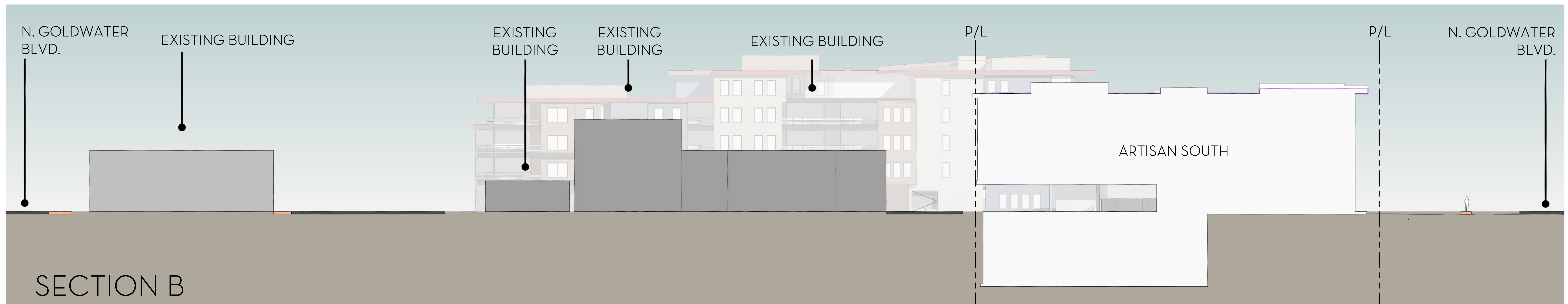
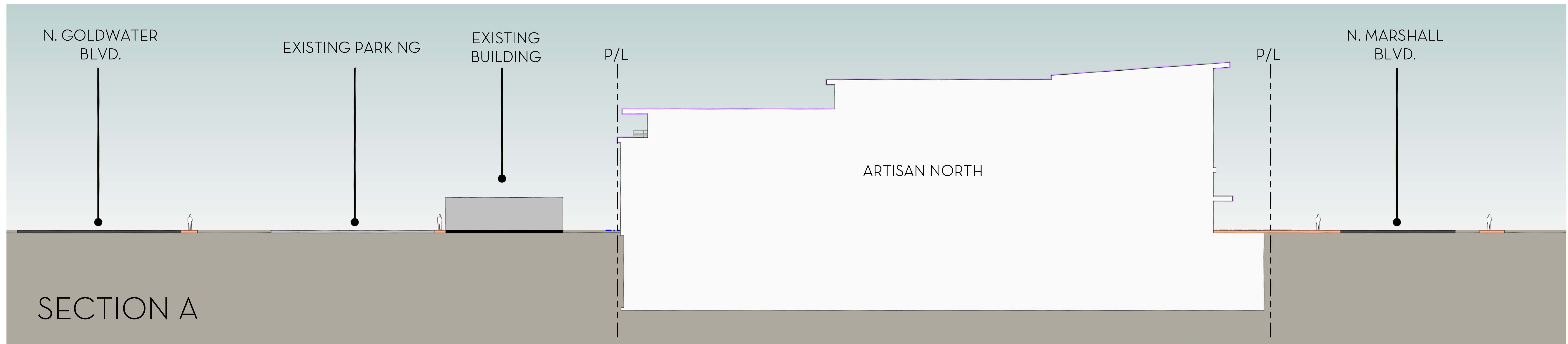
**OPEN SPACE**

PROVIDED: 10,000 SF +  
 REQUIRED: 0 SF

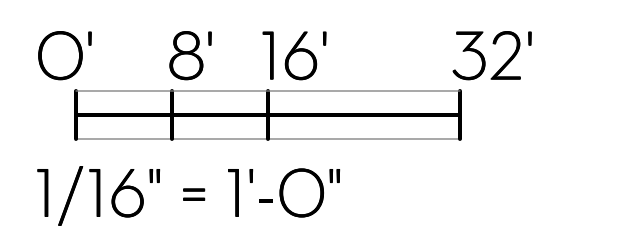
PROPERTY LINE IS SHOWING ACQUIRED COS PARCELS.







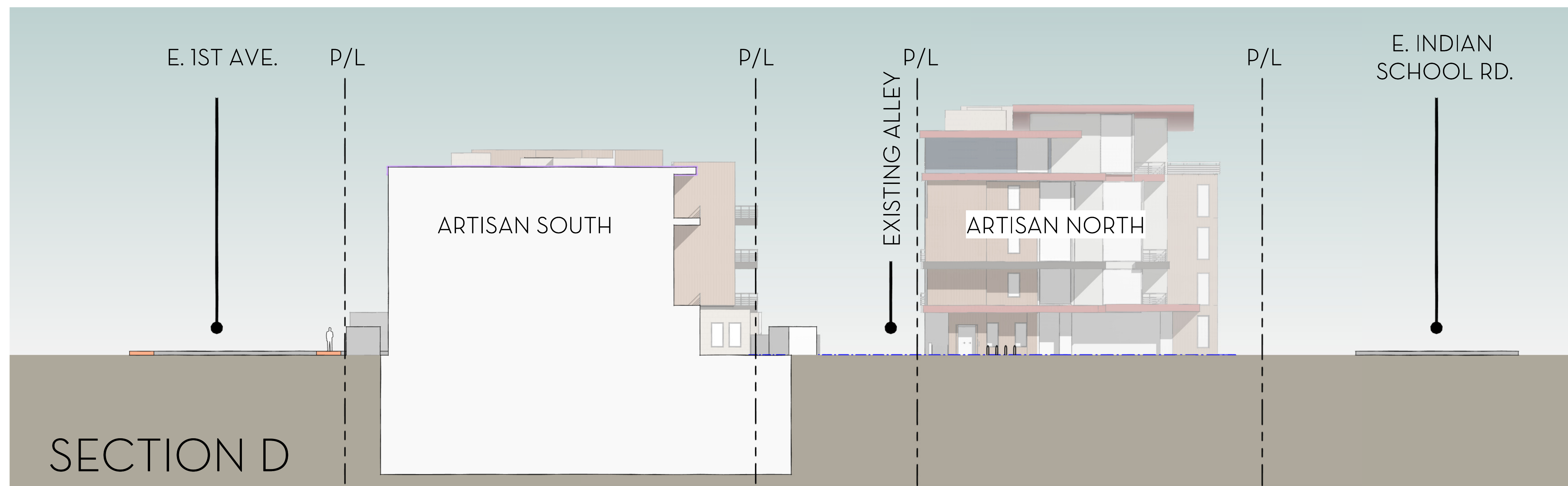
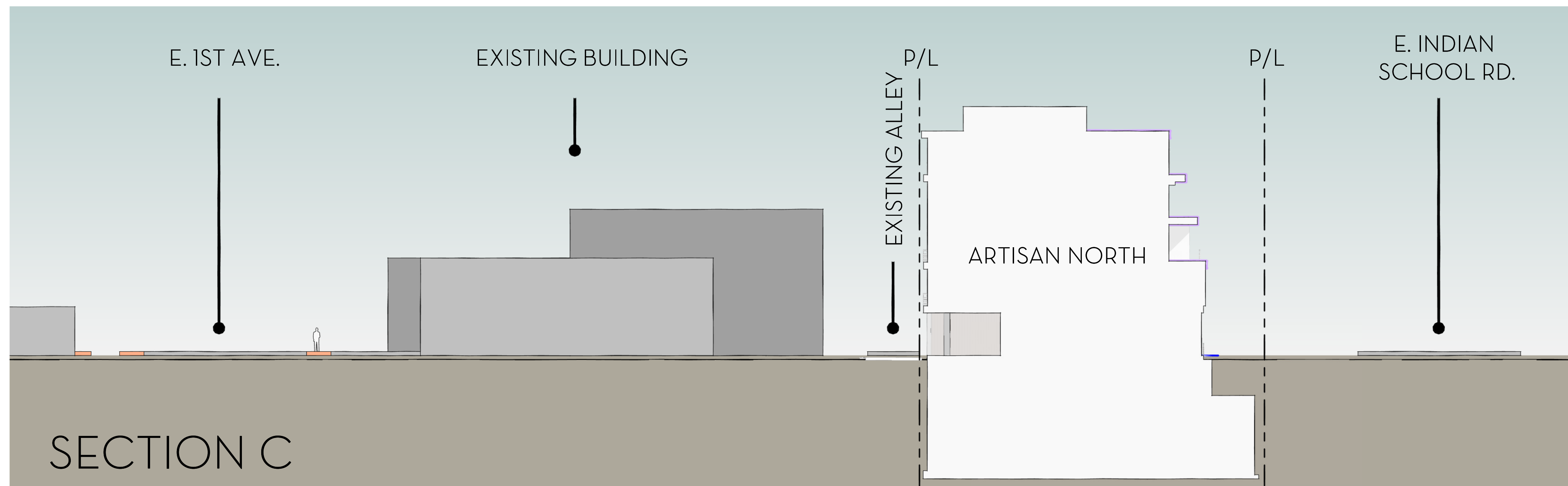
KEY MAP



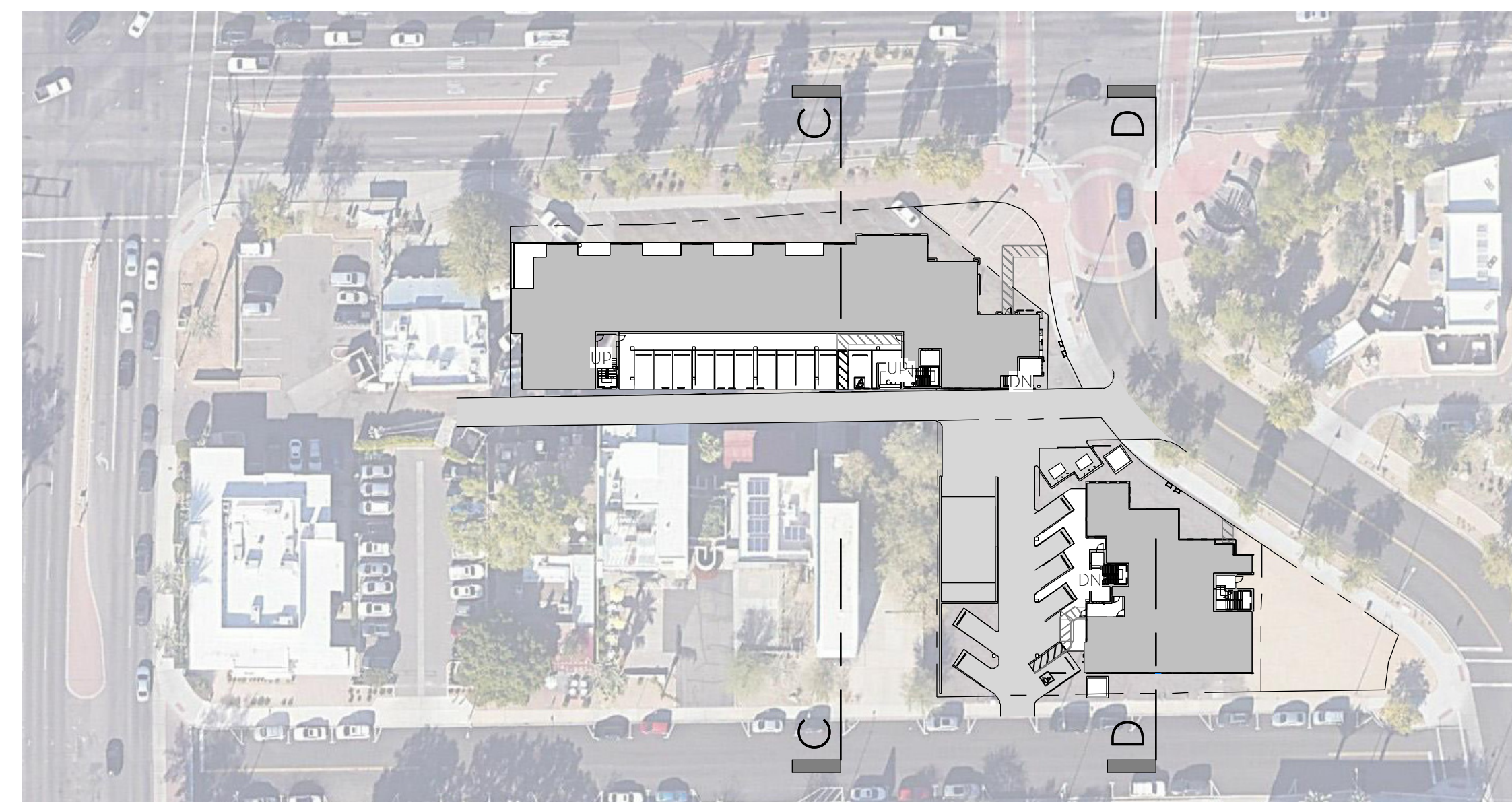
NOTE:

- THE WHITE COLOR FILL IS A SECTION CUT THROUGH THE ARTISAN BUILDINGS.
- THE LIGHT GREY COLOR FILL IS A SECTION CUT THROUGH ADJACENT EXISTING BUILDINGS.
- THE DARK GREY COLOR FILL ARTICULATE BUILDINGS IN THE DISTANCE.
- SEE SHEETS 34.3, 34.4, 34.5 FOR STEPBACK INFORMATION.
- PROPERTY LINE IS SHOWING BEFORE THE PURCHASE OF ADJACENT PARCELS.





0' 8' 16' 32'  
1/16" = 1'-0"



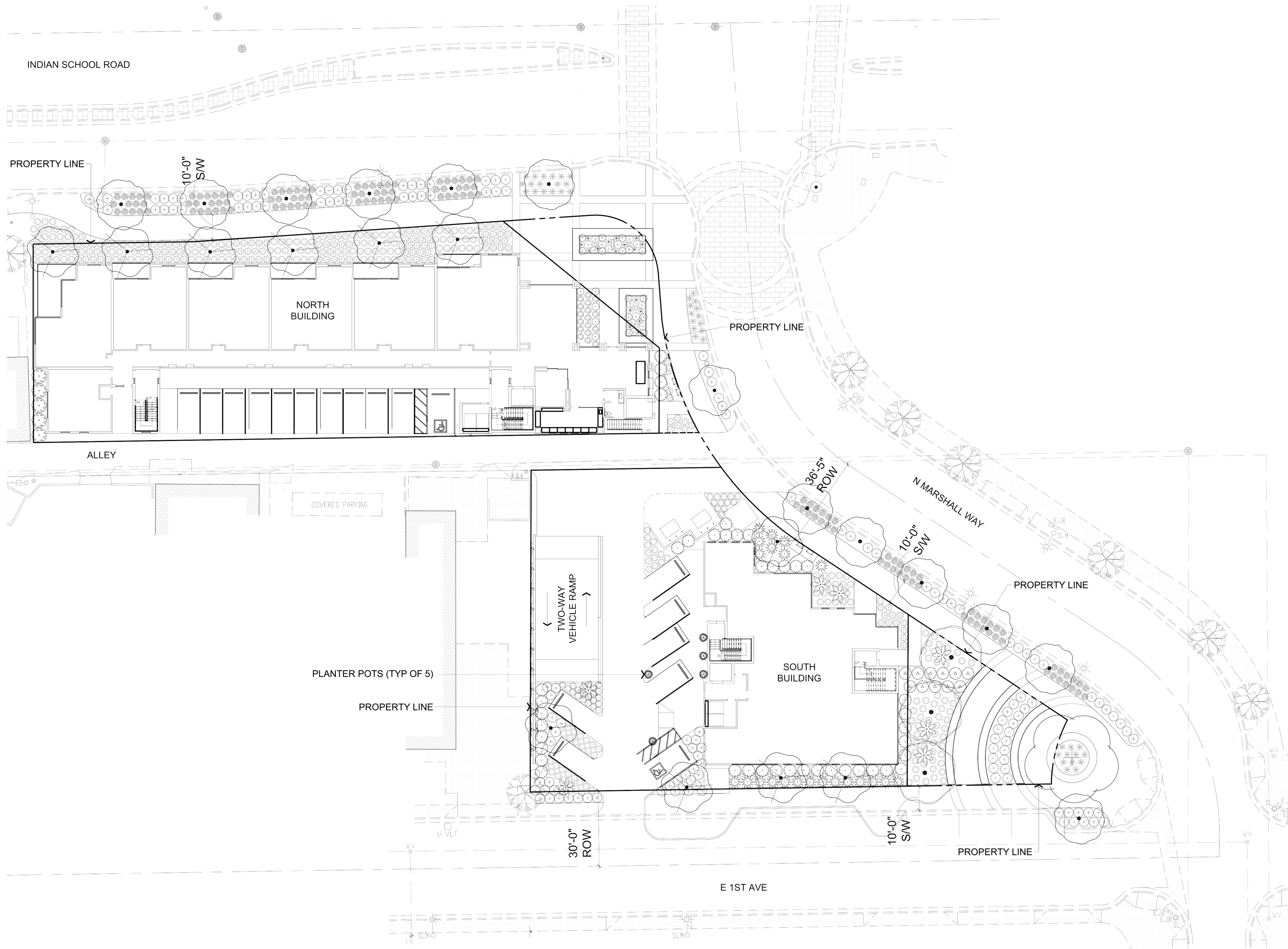
KEY MAP

NORTH  
0' 30' 60' 120'  
1" = 60'

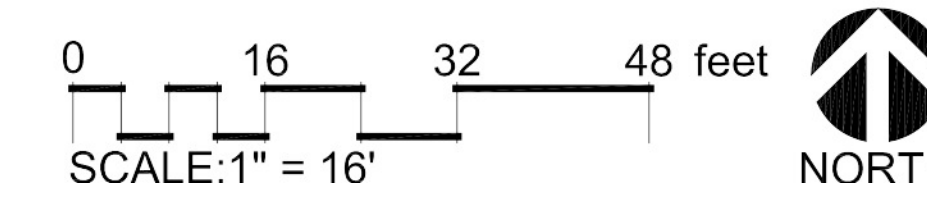
NOTE:

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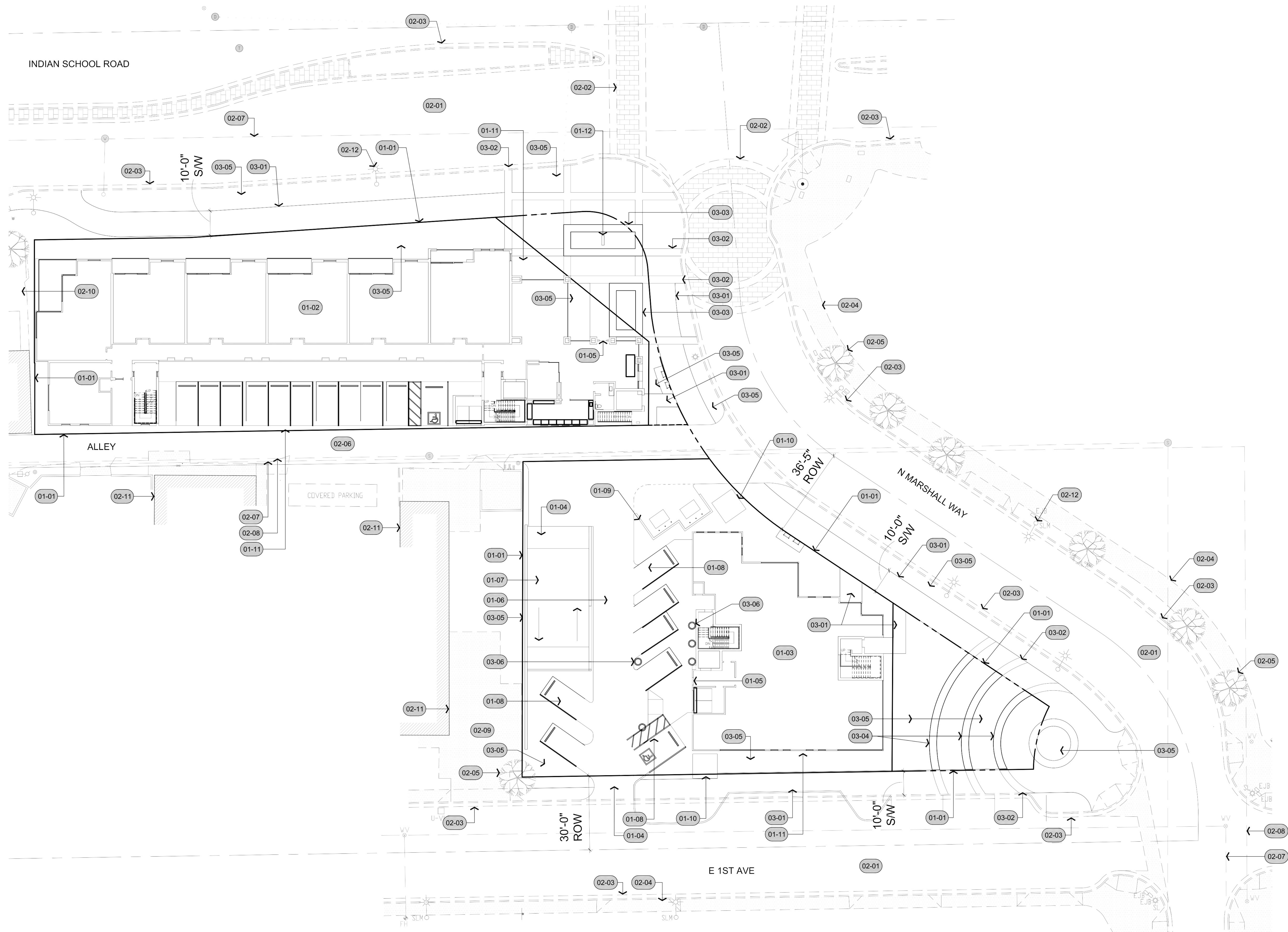




PLANT SCHEDULE		
TREES	BOTANICAL / COMMON NAME	CONT
	Dalbergia sissoo Rosewood	36" Box
	Dalbergia sissoo Rosewood	EXISTING TO REMA
	Parkinsonia x 'Desert Museum' Desert Museum Palo Verde	36" Box
	Prosopis glandulosa 'Maverick' TM Honey Mesquite	36" Box
	x Chitalpa tashkentensis 'Pink Dawn' Pink Dawn Chitalpa	36" Box
SHRUBS	BOTANICAL / COMMON NAME	CONT
	Asparagus densiflorus Asparagus Fern	1 Gal.
	Dodonaea viscosa 'Green' Green Hopseed Bush	5 Gal.
	Eremophila hygrophana 'Blue Bells' Blue Bells Emu Bush	5 Gal.
ACCENTS/SUCCULENTS	BOTANICAL / COMMON NAME	CONT
	Agave geminiflora Twin Flowered Agave	5 Gal.
	Agave weberi Weber Agave	5 Gal.
	Agave x 'Blue Glow' Blue Glow Agave	5 Gal.
	Aloe barbadensis Barbados Aloe	5 Gal.
	Euphorbia antisiphilitica Candelilla Euphorbia	5 Gal.
	Hesperaloe parviflora 'MSWNERMA' TM Desert Dusk Red Yucca	5 Gal.
	Hesperaloe parviflora 'Yellow' Yellow Yucca	5 Gal.
	Lophocereus schottii monstrosus Totem Pole Cactus	5' ht.
	Opuntia x 'Kelly's Choice' Kelly's Choice Opuntia	5 Gal.
	Yucca pallida Twistleaf Yucca	5 Gal.
GRASSES	BOTANICAL / COMMON NAME	CONT
	Bouteloua gracilis 'Blonde Ambition' Blonde Ambition Blue Grama	5 Gal.
GROUNDCOVERS	BOTANICAL / COMMON NAME	CONT
	Eremophila glabra 'Mingenew Gold' Outback Sunrise Emu Bush	5 Gal.
	Setcreasea pallida 'Purple Heart' Purple Heart Spiderwort	5 Gal.
VINES	BOTANICAL / COMMON NAME	CONT
	Parthenocissus x 'Hacienda Creeper' Hacienda Creeper	5 Gal.







REFERENCE NOTES SCHEDULE

SITework

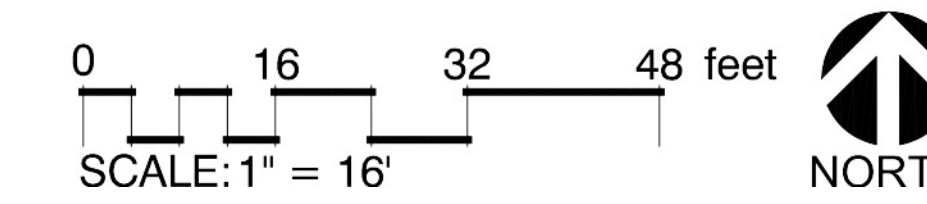
- 01-01 PROPERTY LINE
- 01-02 NORTH BUILDING
- 01-03 SOUTH BUILDING
- 01-04 UNDERGROUND & SURFACE PARKING ACCESS
- 01-05 PRIMARY BUILDING ENTRY
- 01-06 ONE-WAY SURFACE DRIVE
- 01-07 TWO-WAY VEHICLE RAMP (TO UNDERGROUND PARKING)
- 01-08 SURFACE PARKING
- 01-09 SOILD WASTE ENCLOSURE
- 01-10 ELEC TRANSFORMER
- 01-11 ROOF OVERHANG
- 01-12 PUBLIC ART WORK

EXISTING CONDITIONS

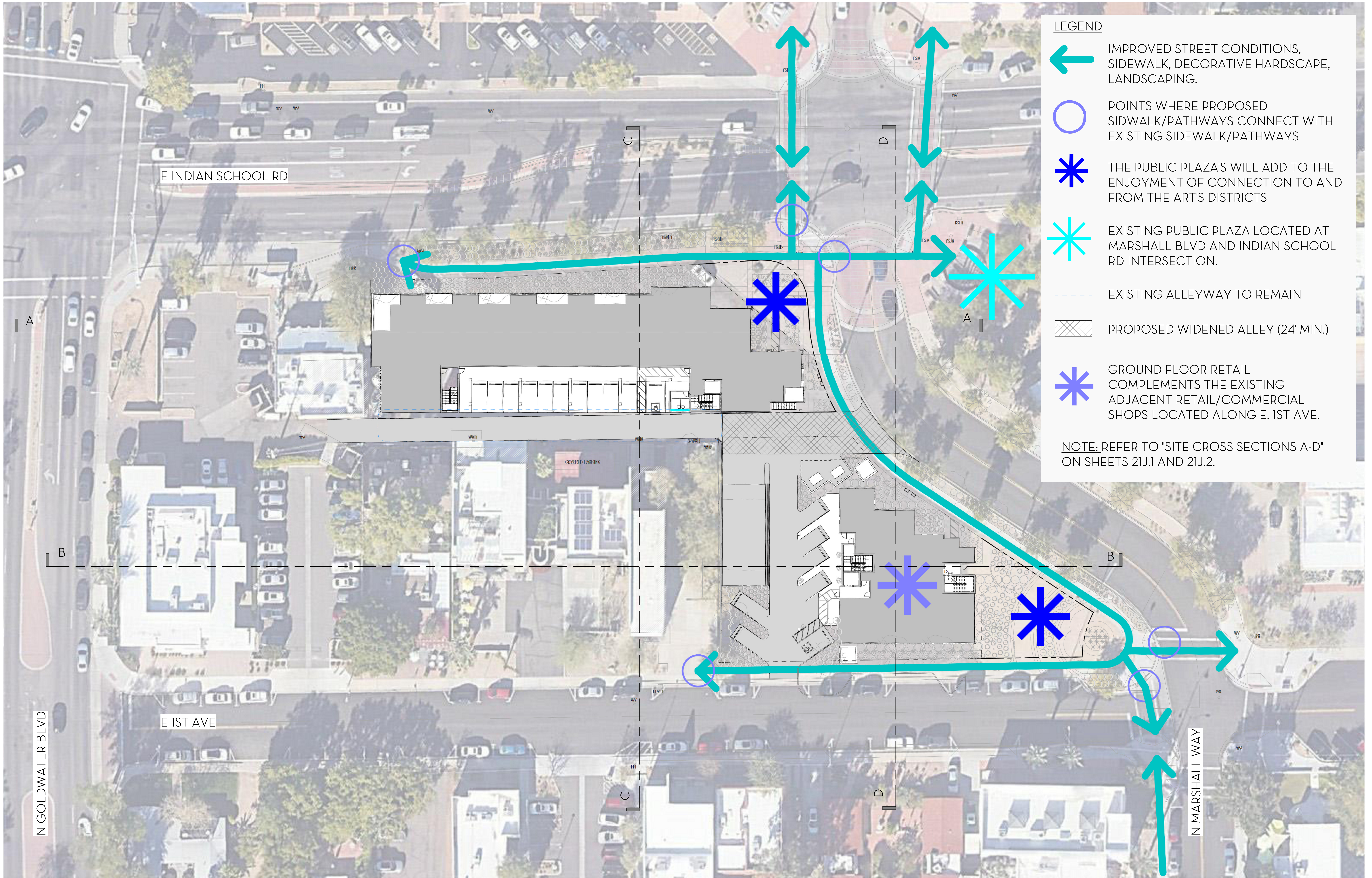
- 02-01 EXISTING ROADWAY
- 02-02 EXISTING CROSSWALK & PAVEMENT TREATMENT
- 02-03 EXISTING CONC CURB & GUTTER
- 02-04 EXISTING CONC SIDEWALK
- 02-05 EXISTING TREE
- 02-06 EXISTING SHARED ONE-WAY ALLEY
- 02-07 EXISTING WATERLINE
- 02-08 EXISTING SEWERLINE
- 02-09 EXISTING CONC DRIVEWAY
- 02-10 EXISTING PAVEMENT
- 02-11 EXISTING BUILDING
- 02-12 EXISTING STREETLIGHT

HARDSCAPE

- 03-01 CONC SIDEWALK
- 03-02 CONC ACCENT BAND
- 03-03 RAISED CIP CONC PLANTER
- 03-04 CIP CONC BENCH
- 03-05 PLANTER AT GRADE WITH 2" DEPTH DG
- 03-06 CONC PLANTER POT



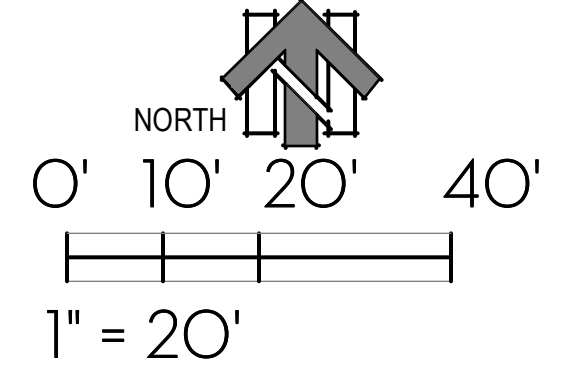




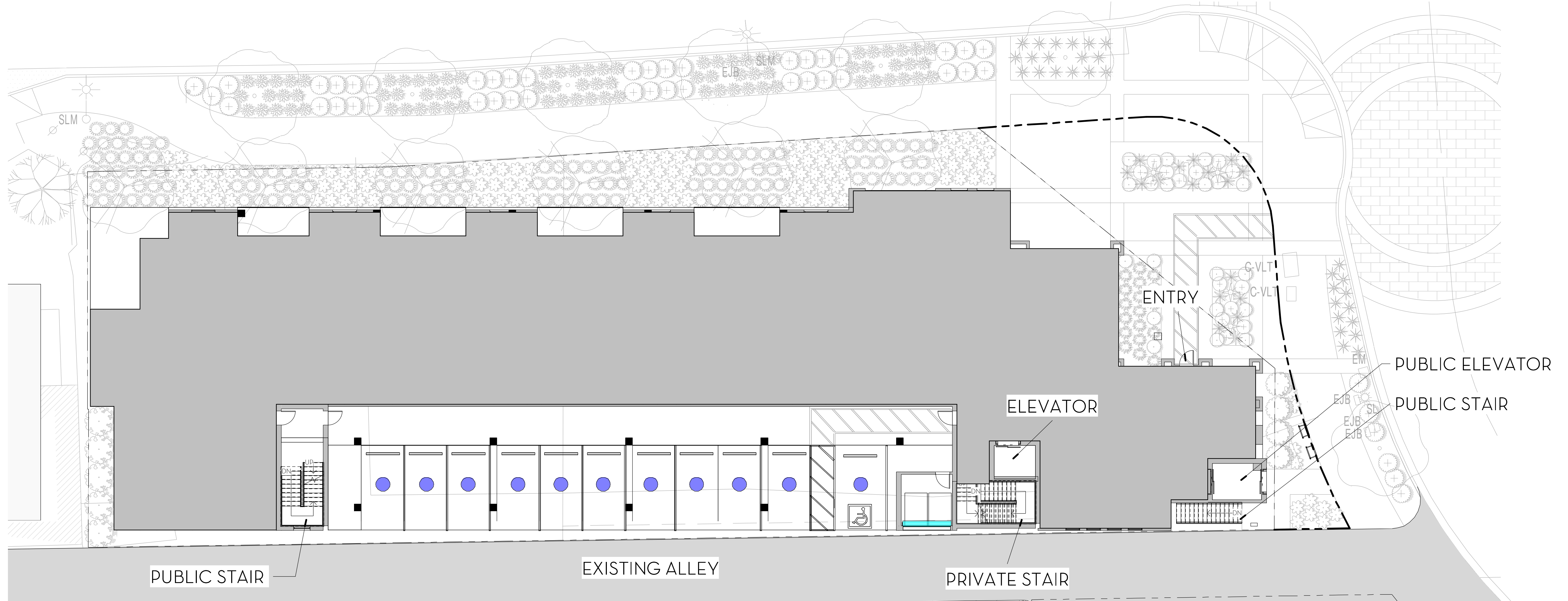
**LEGEND**

- IMPROVED STREET CONDITIONS, SIDEWALK, DECORATIVE HARDSCAPE, LANDSCAPING.
- POINTS WHERE PROPOSED SIDEWALK/PATHWAYS CONNECT WITH EXISTING SIDEWALK/PATHWAYS
- THE PUBLIC PLAZA'S WILL ADD TO THE ENJOYMENT OF CONNECTION TO AND FROM THE ART'S DISTRICTS
- EXISTING PUBLIC PLAZA LOCATED AT MARSHALL BLVD AND INDIAN SCHOOL RD INTERSECTION.
- EXISTING ALLEYWAY TO REMAIN
- PROPOSED WIDENED ALLEY (24' MIN.)
- GROUND FLOOR RETAIL COMPLEMENTS THE EXISTING ADJACENT RETAIL/COMMERCIAL SHOPS LOCATED ALONG E. 1ST AVE.

**NOTE:** REFER TO "SITE CROSS SECTIONS A-D" ON SHEETS 21J.1 AND 21J.2.







GROUND LEVEL PARKING COUNT

PARKING SPACE	QTY
● NON-RESIDENTIAL	18
16 COS STANDARD	
2 COS ACCESSIBLE	

GL PARKING TOTAL: 18

OVERALL PARKING REQUIRED AND PROVIDED

PARKING REQUIRED	144 SPACES
PARKING PROVIDED:	151 SPACES
PUBLIC PARKING PROVIDED:	56 SPACES

BICYCLE REQUIRED	15 BICYCLES
(1 PER 10 REQ. PARKING SPACE)	
BICYCLE PROVIDED	16 BICYCLES

TOTAL PARKING REQUIRED	144 SPACES
RESIDENTIAL	128 SPACES
NORTH BUILDING	74 SPACES
GUEST (1 SPACE/6 UN): 9	83 SPACES
SOUTH BUILDING	40 SPACES
GUEST (1 SPACE/6 UN): 5	45 SPACES
NON-RESIDENTIAL	16 SPACES

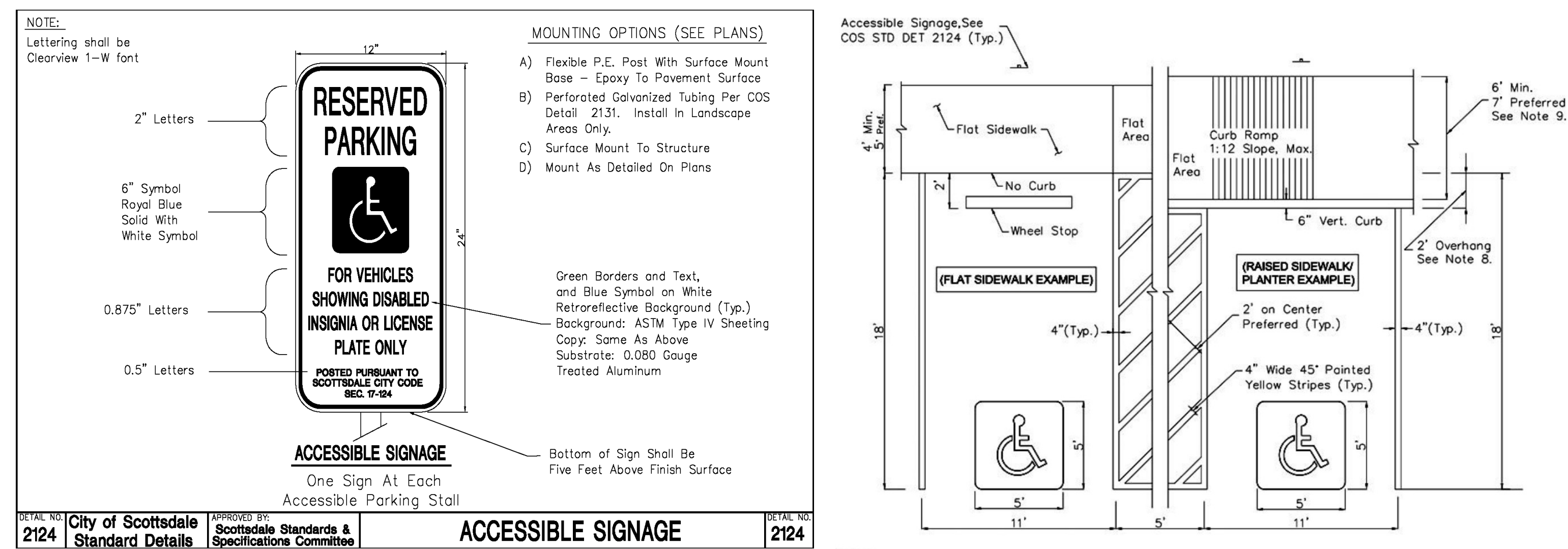
TOTAL PARKING PROVIDED	207 SPACES
IN GARAGE	189 SPACES
PUBLIC	56 SPACES
PRIVATE	128 SPACES
SURPLUS	5 SPACES

NON-RESIDENTIAL (SURFACE)	18 SPACES
ADA PARKING (4% OF PROVIDED)	9 SPACES
(INCL. IN GARAGE COUNT)	

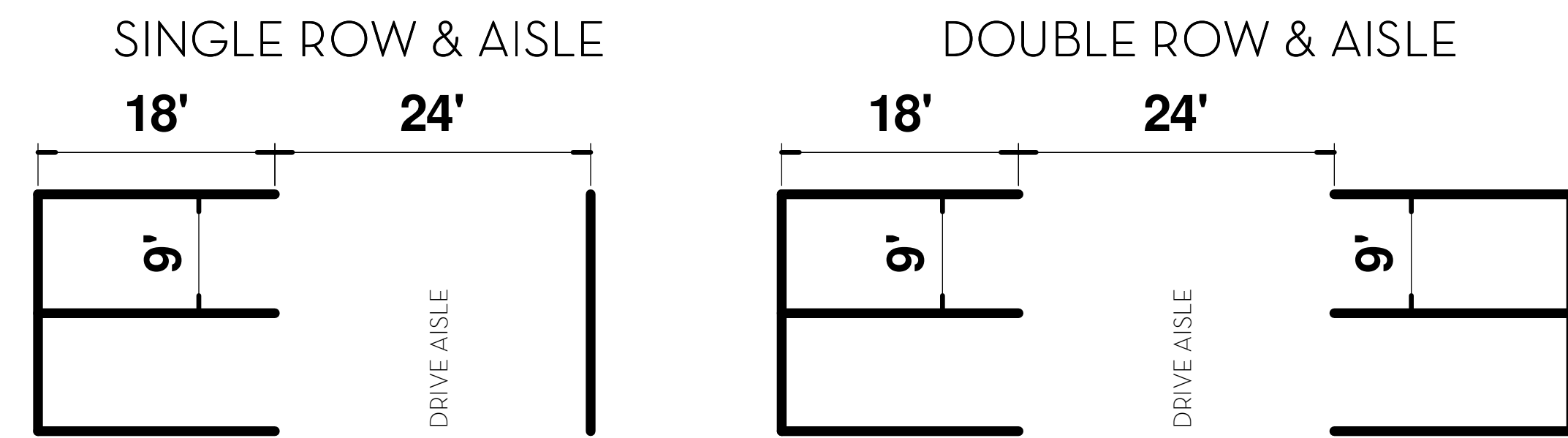
5.18.21 CITY COUNCIL APPROVED RATIOS

UNIT TYPE	QTY	RATIO	REQ. PARKING
STUDIO	16	1.25	20
1 BR	51	1.3	66.3
2 BR	16	1.7	27.5
PLUS 1 GUEST PER 6 UNITS:			13.8
TOTAL:			127.6

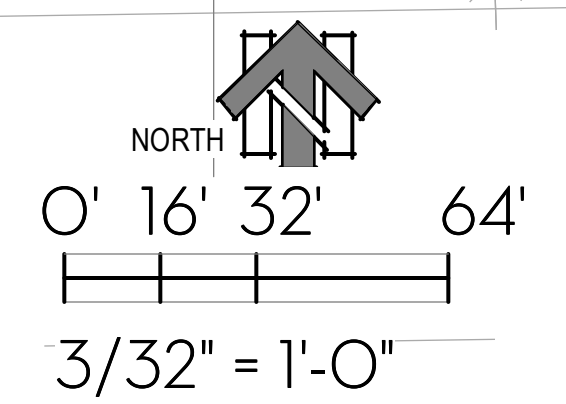
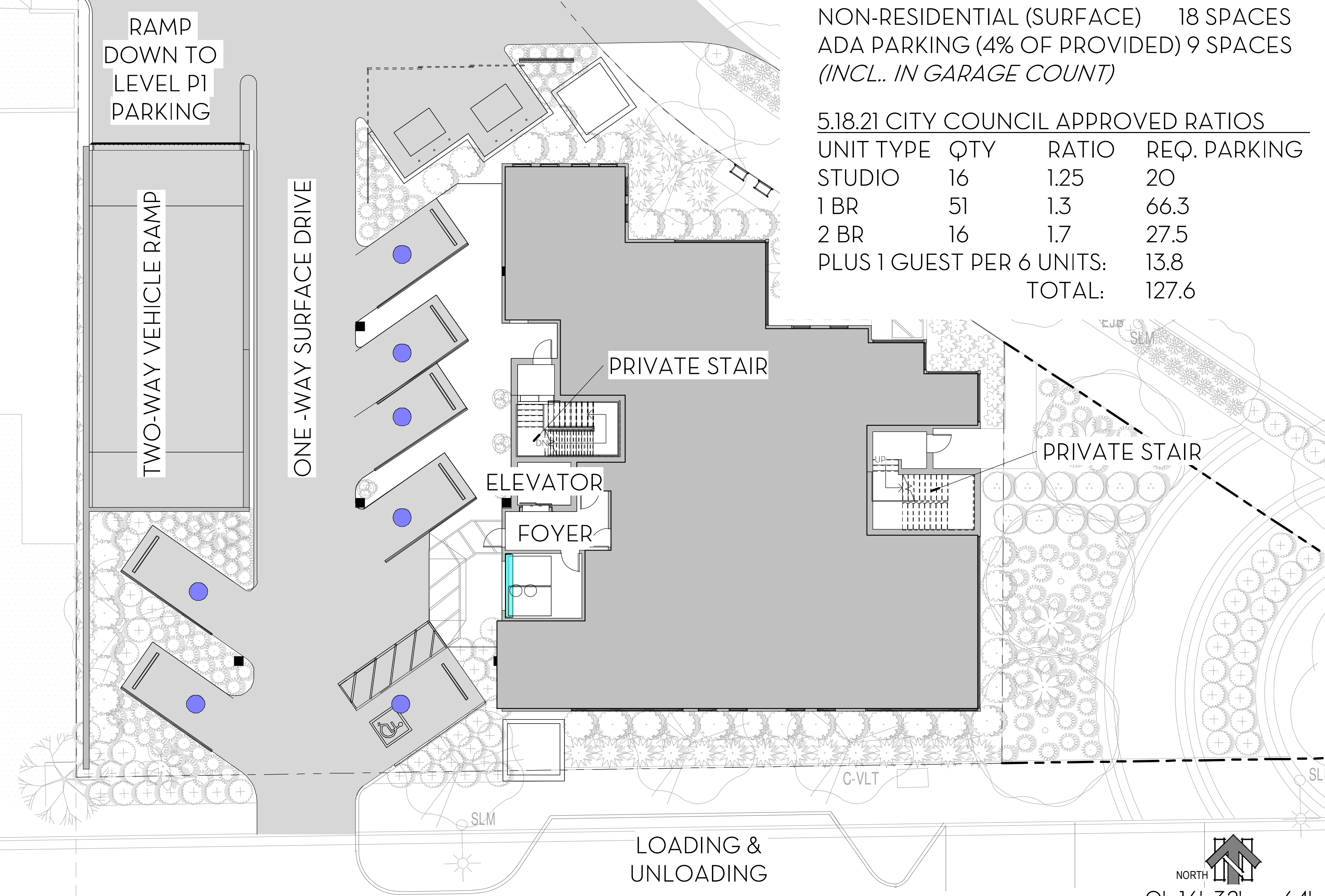
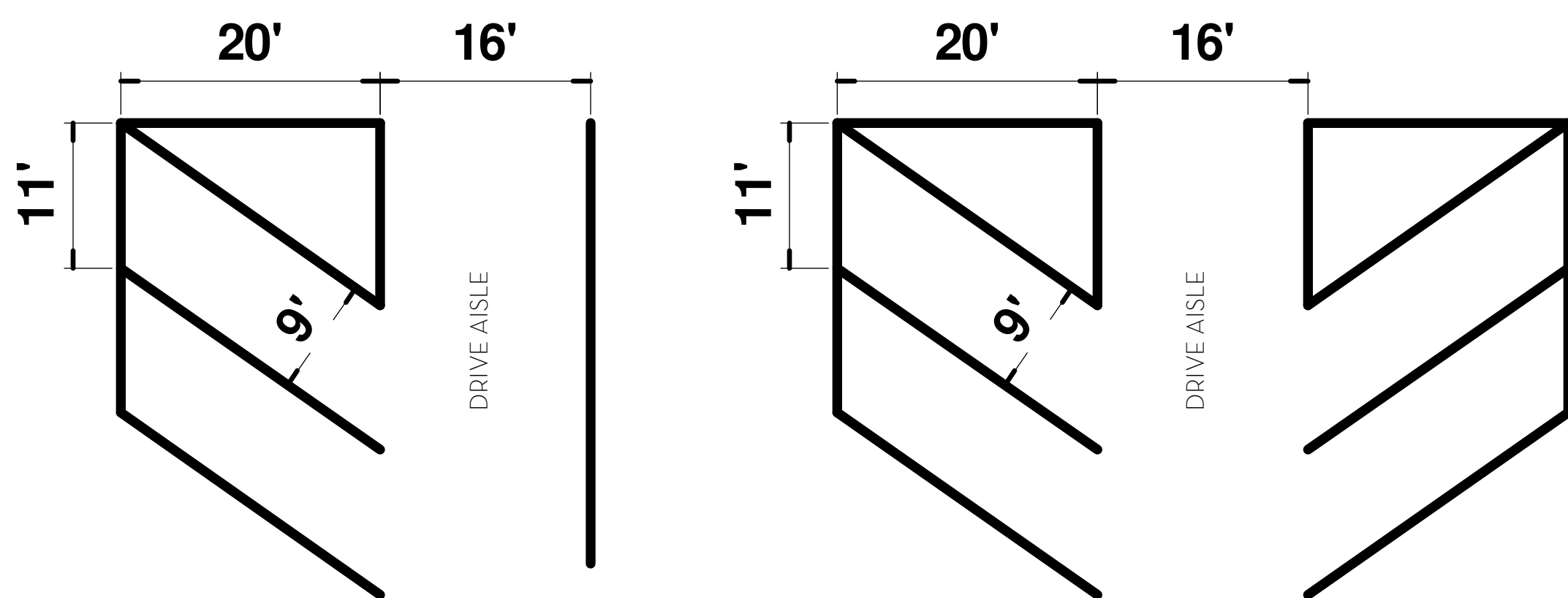
PARKING DIAGRAMS



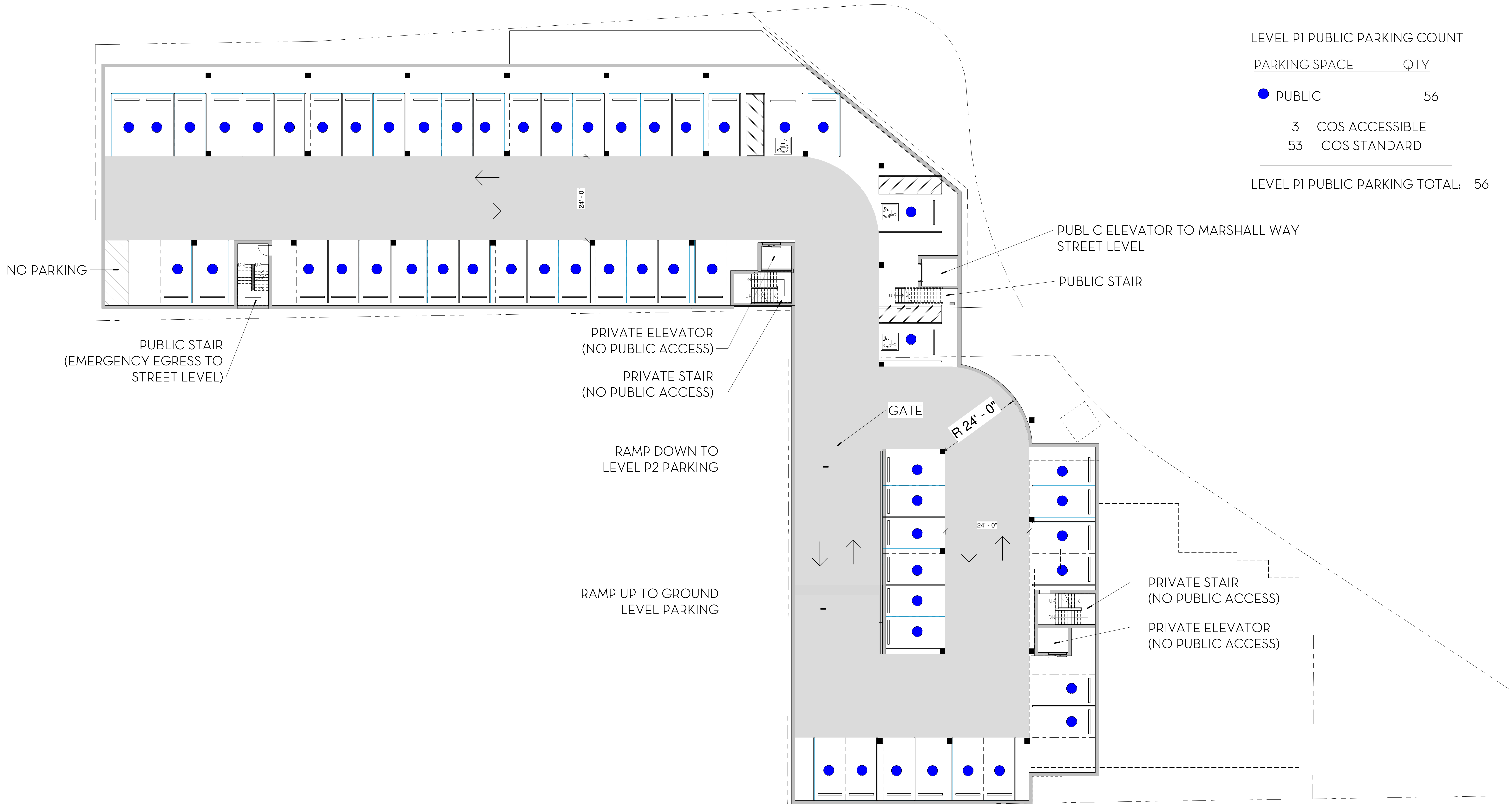
90 DEGREE PARKING LAYOUT



55 DEGREE PARKING LAYOUT

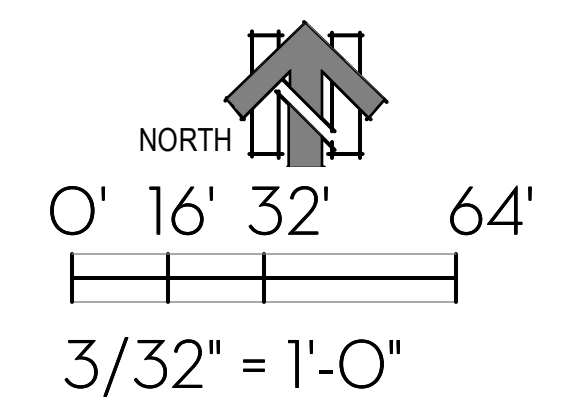


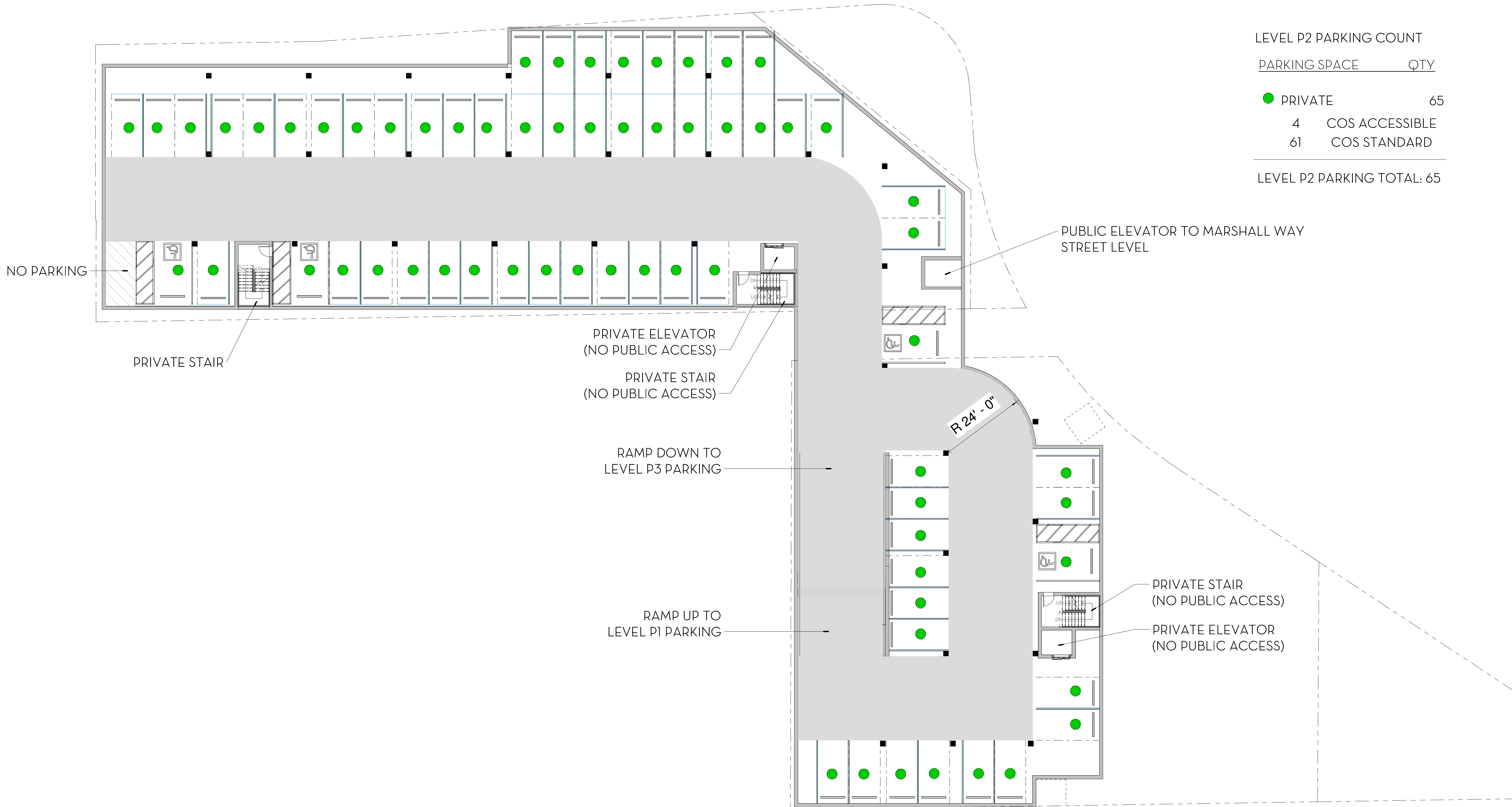


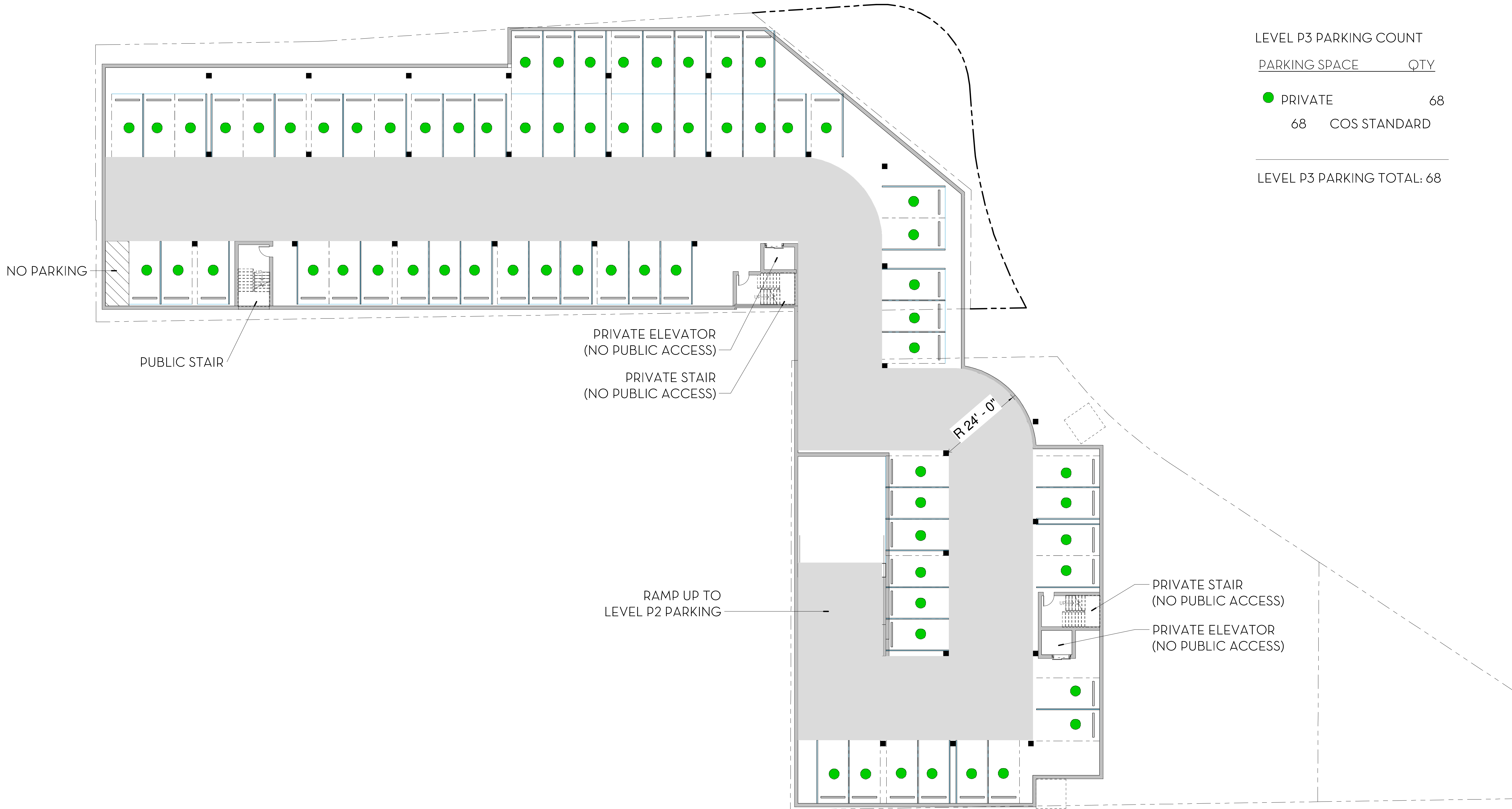


LEVEL P1 PUBLIC PARKING COUNT

PARKING SPACE	QTY
● PUBLIC	56
3 COS ACCESSIBLE	
53 COS STANDARD	
<b>LEVEL P1 PUBLIC PARKING TOTAL: 56</b>	







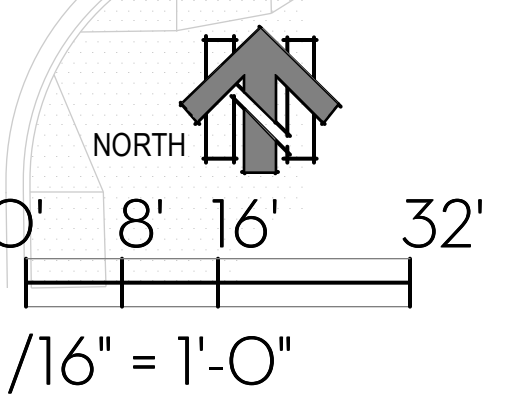
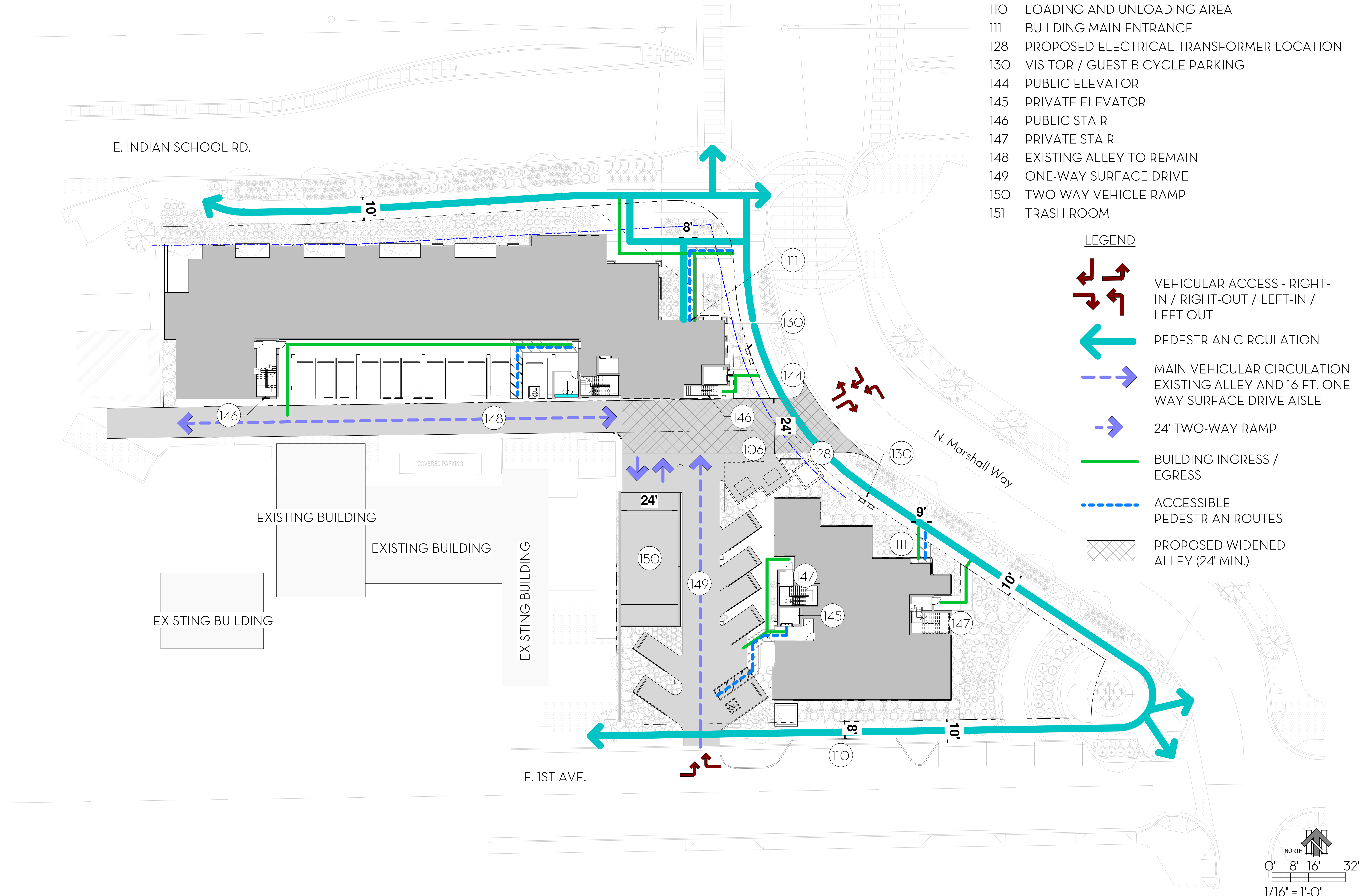


KEYNOTE LEGEND

- 105 PUBLIC ARTWORK
- 106 TRASH ENCLOSURE (SOLID WASTE & RECYCLES)
- 110 LOADING AND UNLOADING AREA
- 111 BUILDING MAIN ENTRANCE
- 128 PROPOSED ELECTRICAL TRANSFORMER LOCATION
- 130 VISITOR / GUEST BICYCLE PARKING
- 144 PUBLIC ELEVATOR
- 145 PRIVATE ELEVATOR
- 146 PUBLIC STAIR
- 147 PRIVATE STAIR
- 148 EXISTING ALLEY TO REMAIN
- 149 ONE-WAY SURFACE DRIVE
- 150 TWO-WAY VEHICLE RAMP
- 151 TRASH ROOM

LEGEND

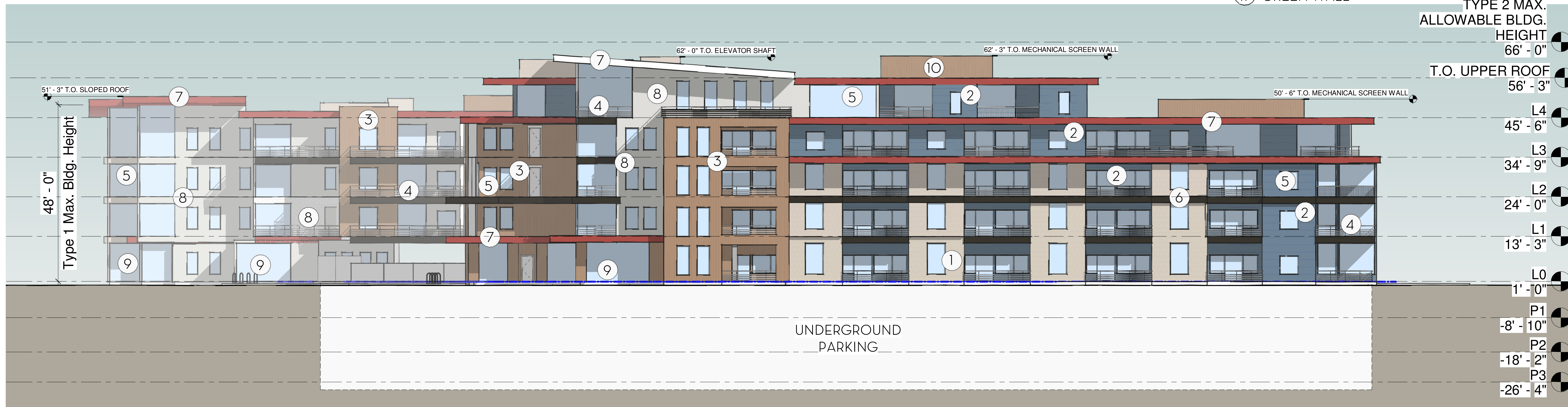
- VEHICULAR ACCESS - RIGHT-IN / RIGHT-OUT / LEFT-IN / LEFT-OUT
- PEDESTRIAN CIRCULATION
- MAIN VEHICULAR CIRCULATION EXISTING ALLEY AND 16 FT. ONE-WAY SURFACE DRIVE AISLE
- 24' TWO-WAY RAMP
- BUILDING INGRESS / EGRESS
- ACCESSIBLE PEDESTRIAN ROUTES
- PROPOSED WIDENED ALLEY (24' MIN.)



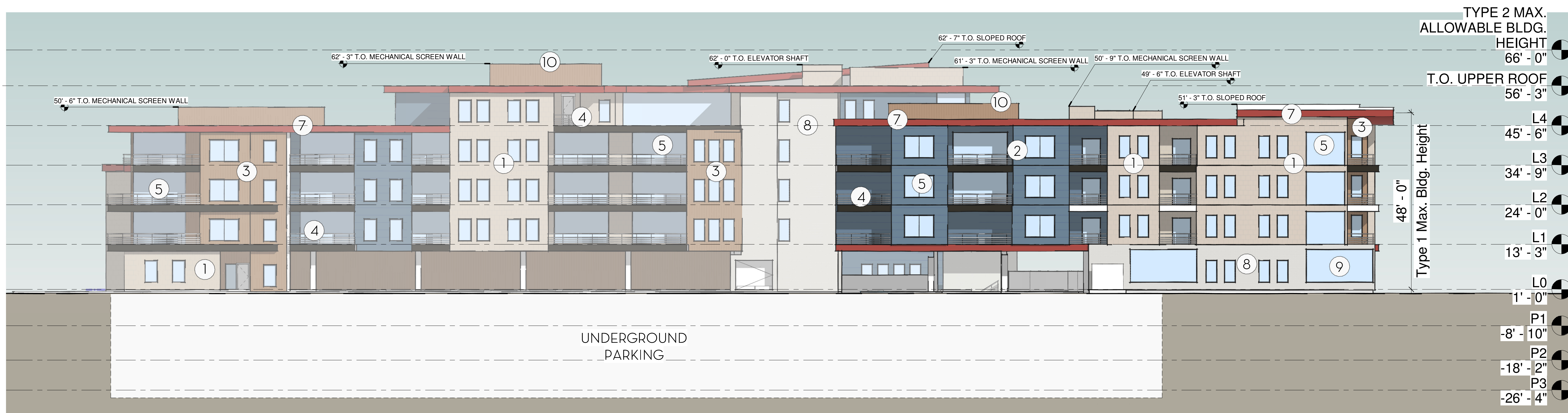


MATERIAL LEGEND

- ① STONE SLAB VENEER
- ② METAL PANELING
- ③ THERMARY
- ④ METAL RAILING
- ⑤ WINDOW/GLASS
- ⑥ CANOPY COVER
- ⑦ TALIESIN RED METAL FASCIA
- ⑧ MASONRY
- ⑨ 'STOREFRONT' GLASS
- ⑩ MECHANICAL SCREEN WALL
- ⑪ GREEN WALL



NORTH ELEVATION



SOUTH ELEVATION

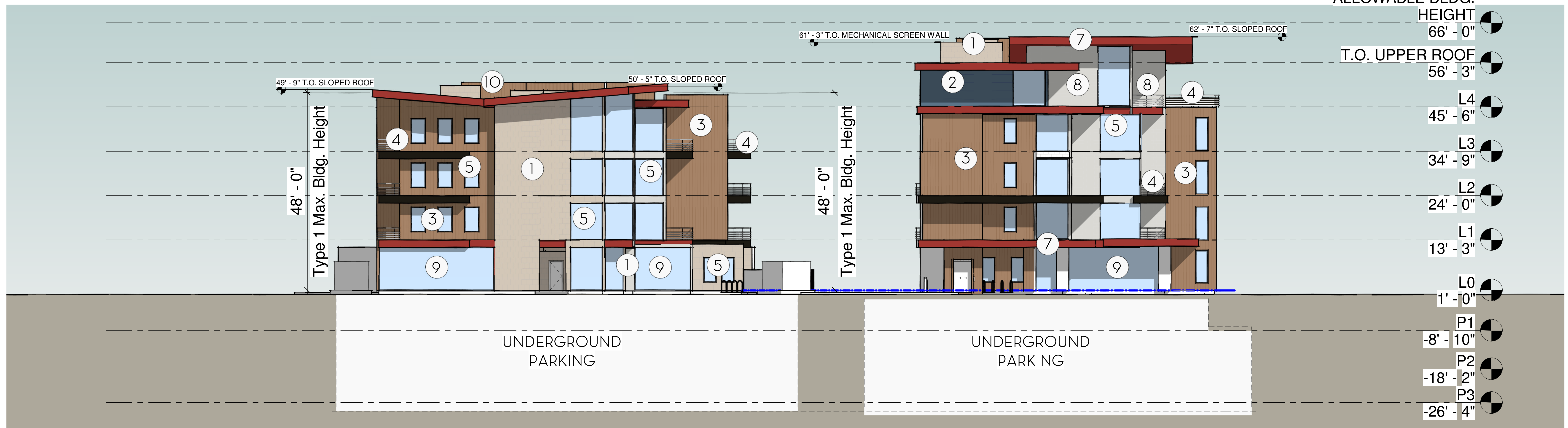
NOTE: SEE ROOF PLAN WORKSHEET FOR ADDITIONAL INFORMATION.



MATERIAL LEGEND

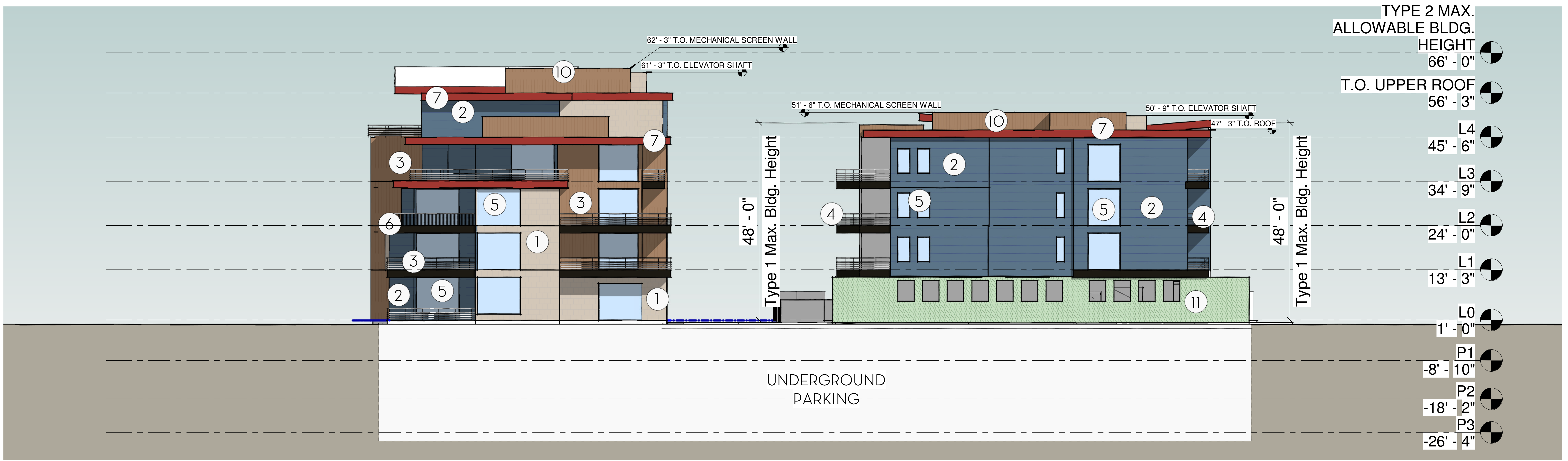
- ① STONE SLAB VENEER
- ⑥ CANOPY COVER
- ② METAL PANELING
- ⑦ TALIESIN RED METAL FASCIA
- ③ THERMARY
- ⑧ MASONRY
- ④ METAL RAILING
- ⑨ 'STOREFRONT' GLASS
- ⑤ WINDOW/GLASS
- ⑩ MECHANICAL SCREEN
- ⑪ GREEN WALL

TYPE 2 MAX. ALLOWABLE BLDG. HEIGHT



EAST ELEVATION

TYPE 2 MAX. ALLOWABLE BLDG. HEIGHT



WEST ELEVATION





POSITIONED ON INDIAN SCHOOL ROAD FACING SOUTHEAST LOOKING AT THE ARTISAN NORTH BUILDING FACADE







POSITIONED ON INDIAN SCHOOL ROAD FACING SOUTHWEST WITH THE MARSHALL WAY AND INDIAN SCHOOL RD INTERSECTION AND BOTH ARTISAN NORTH AND SOUTH PLAZAS IN THE FOREGROUND



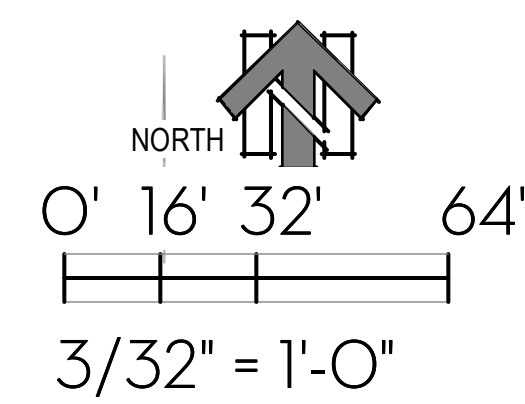
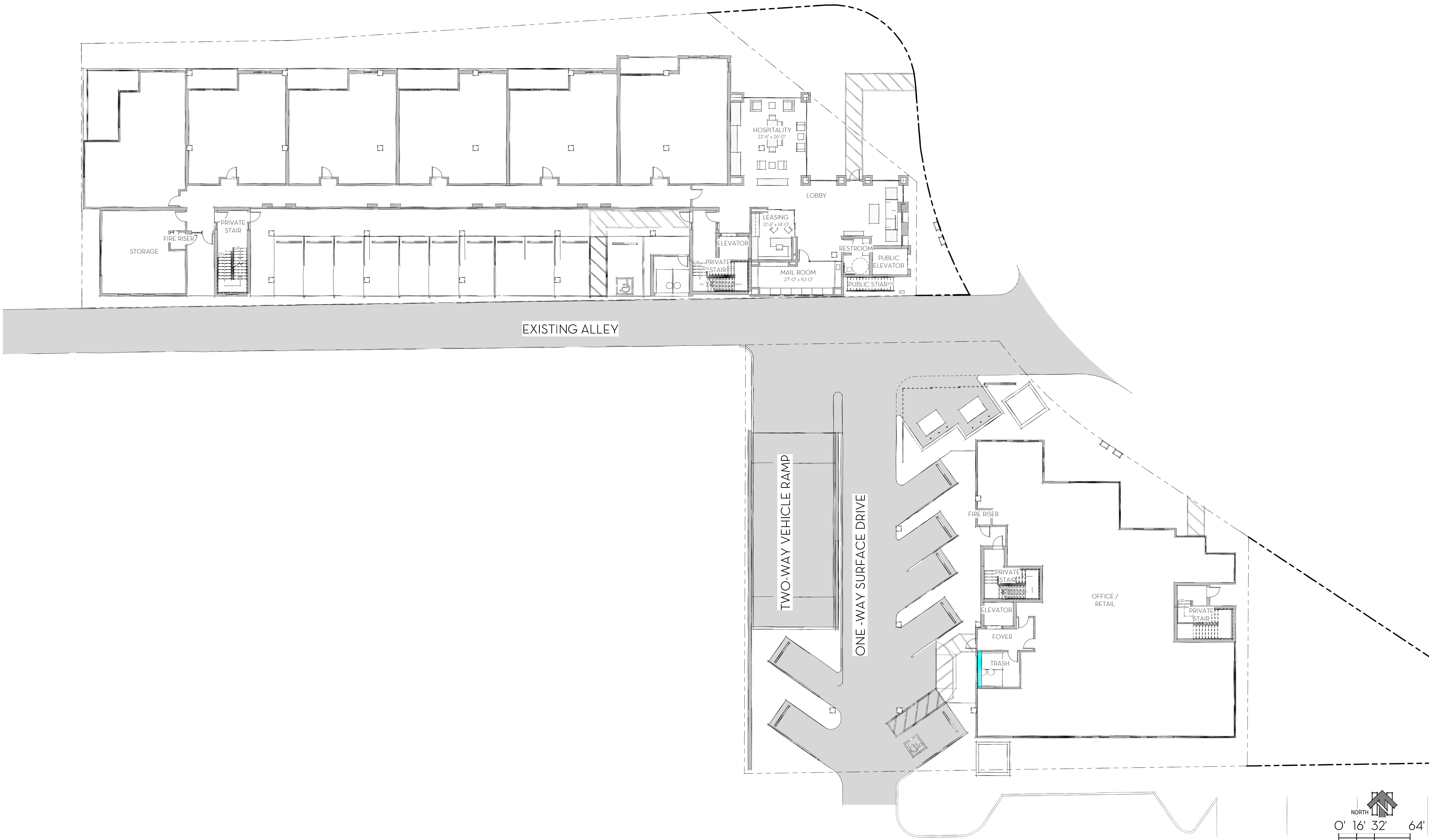
**SWABACK**  
Architects + Planners  
7550 E McDonald Drive | Scottsdale, Arizona  
www.swaback.com | 480.367.2100



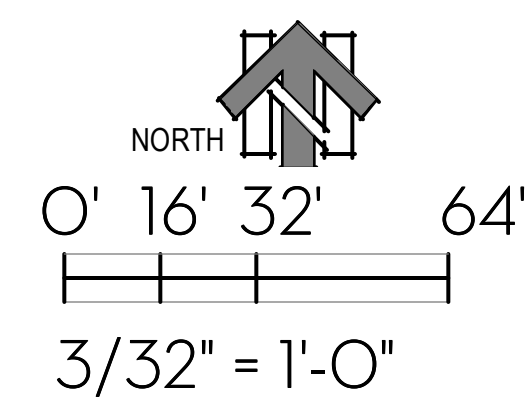
THE ARTISAN SCOTTSDALE  
RESIDENTIAL BUILDING

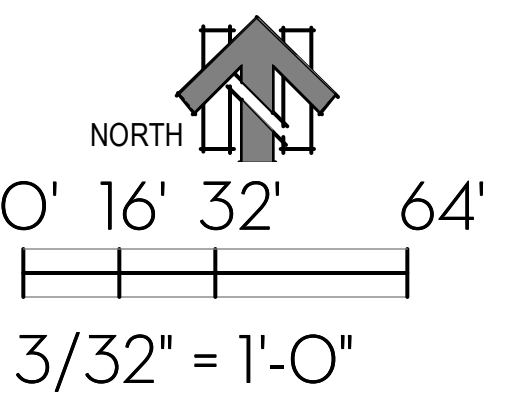
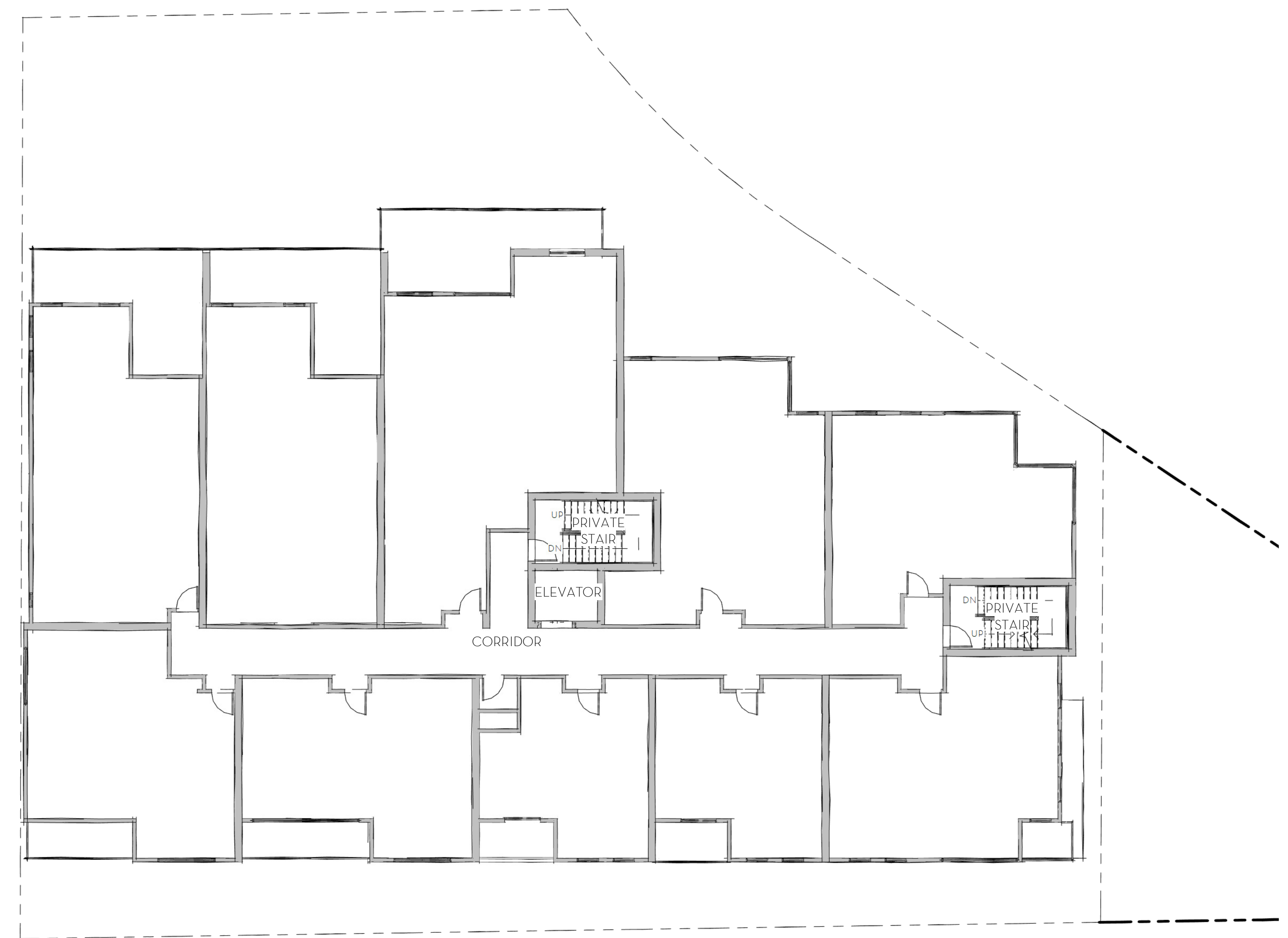
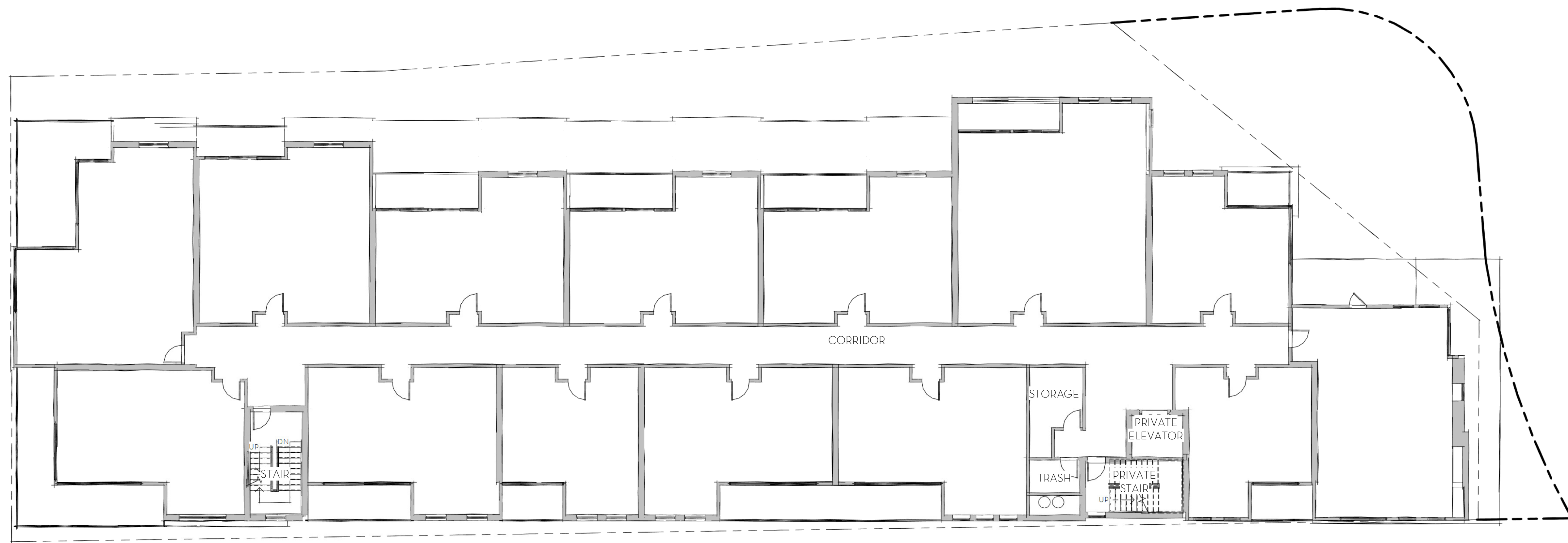
PERSPECTIVES | 21X.2  
2ND SUBMITTAL: 06/18/21  
JUNE 16, 2021 | REZONING



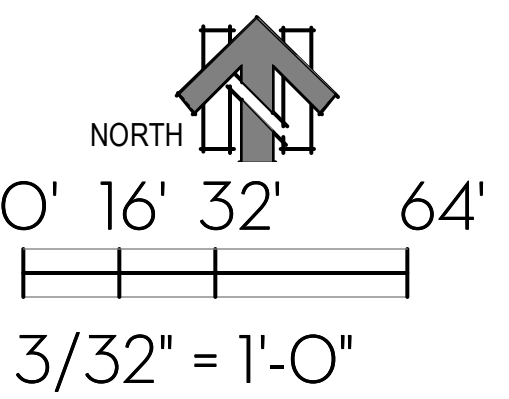
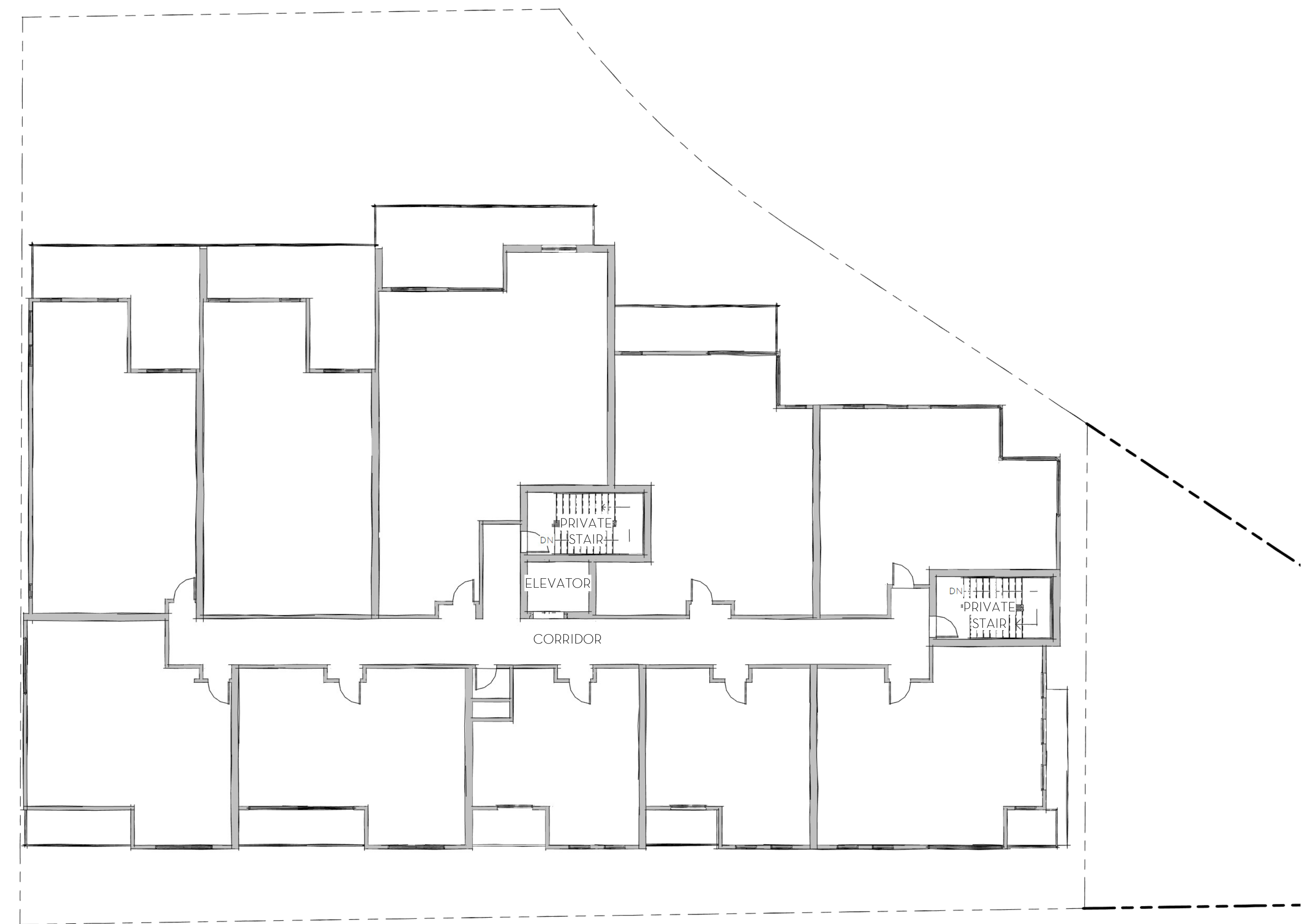
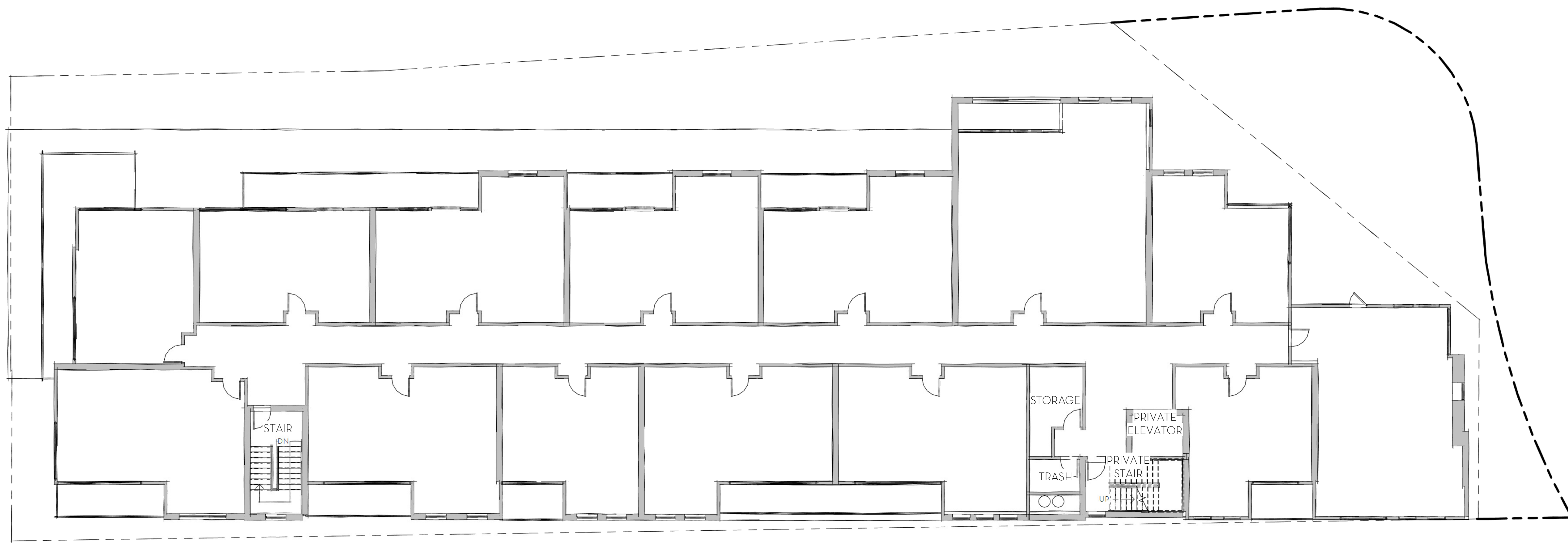






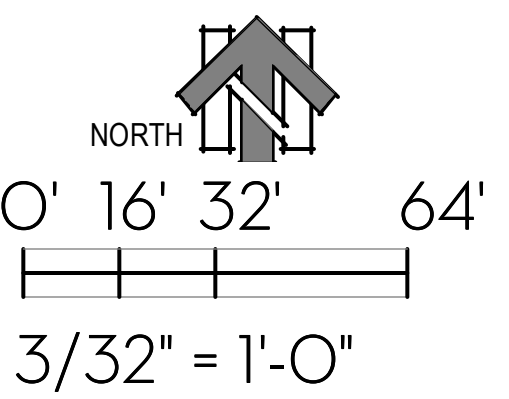
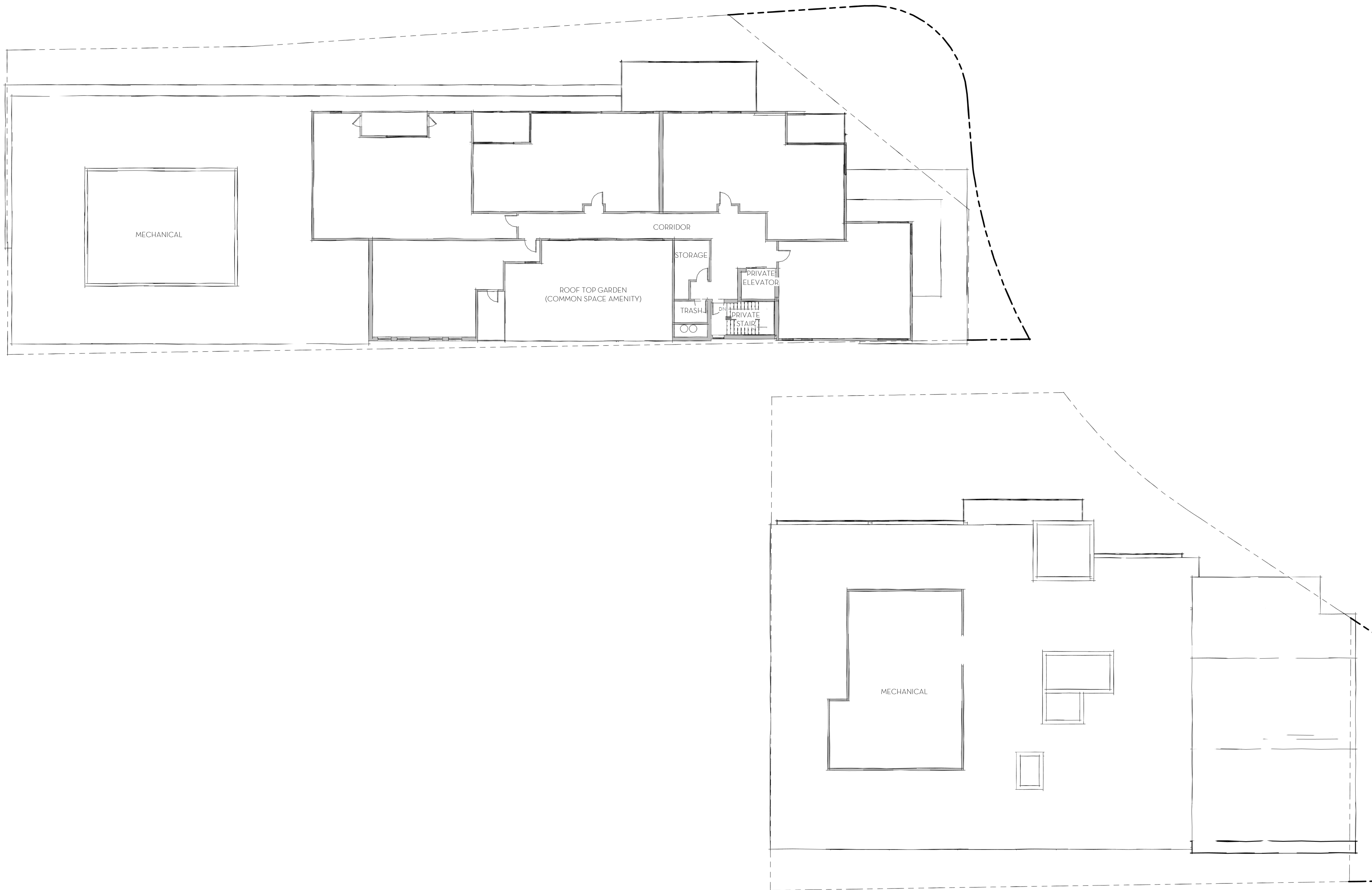


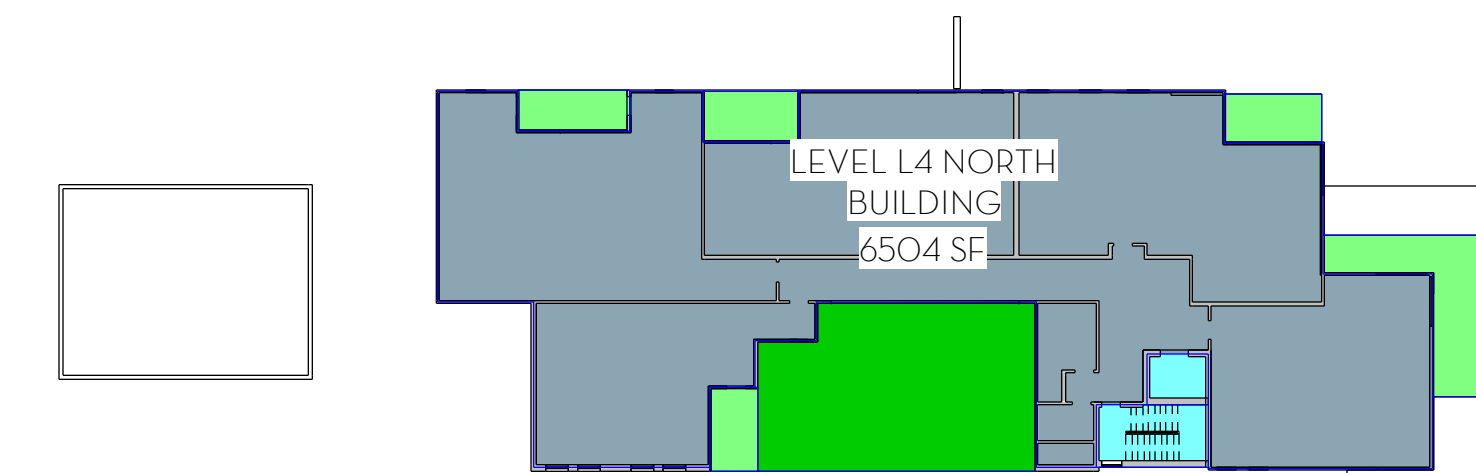
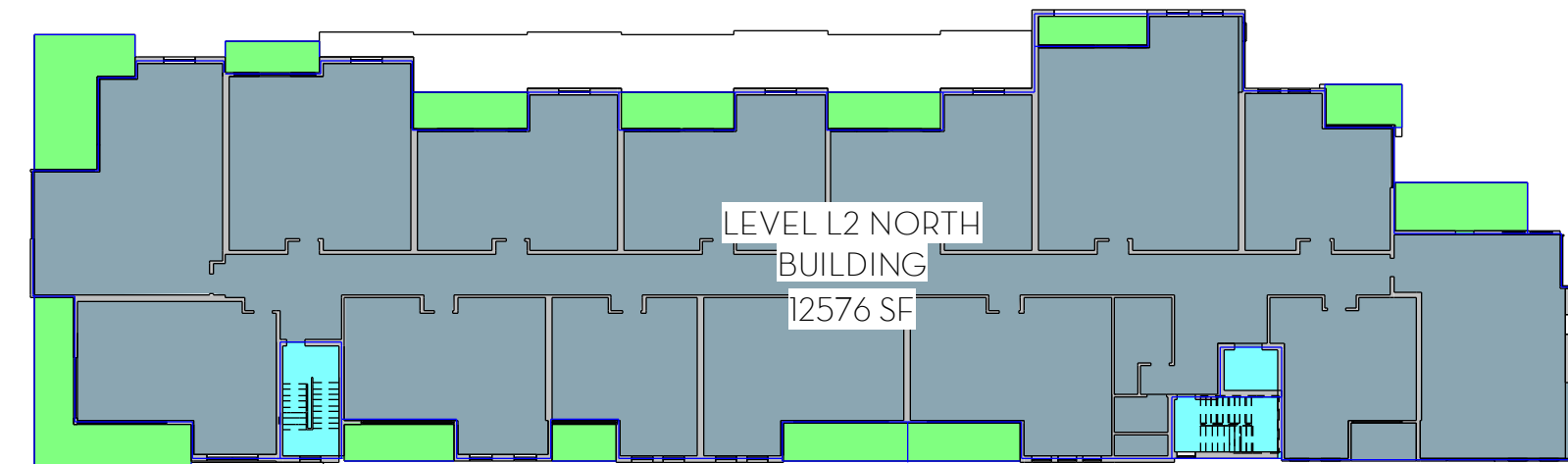
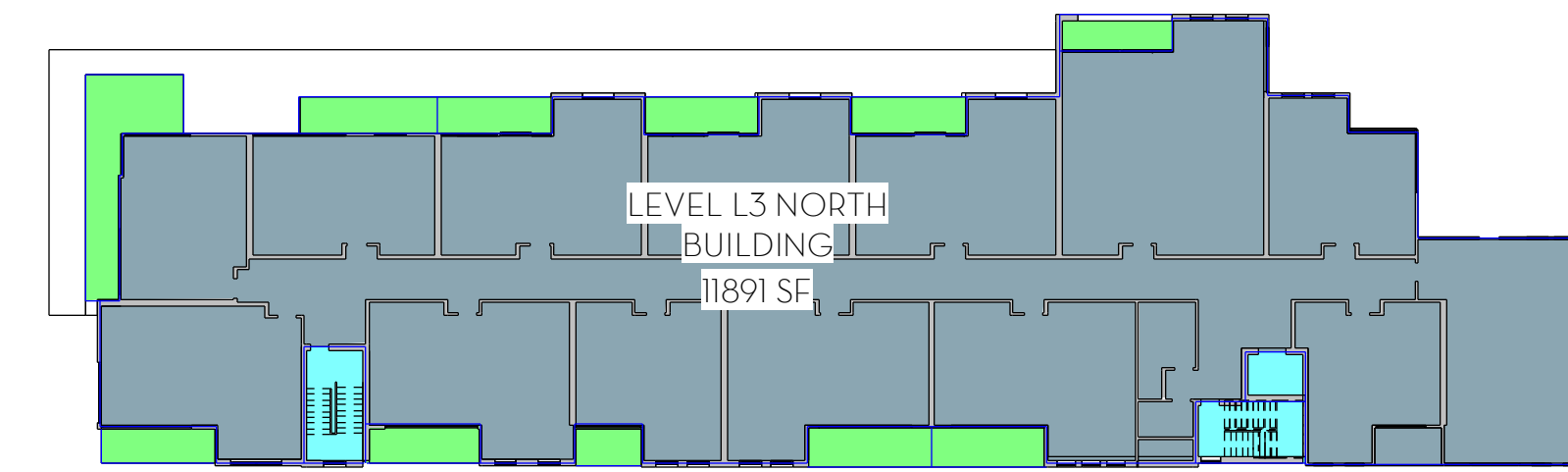
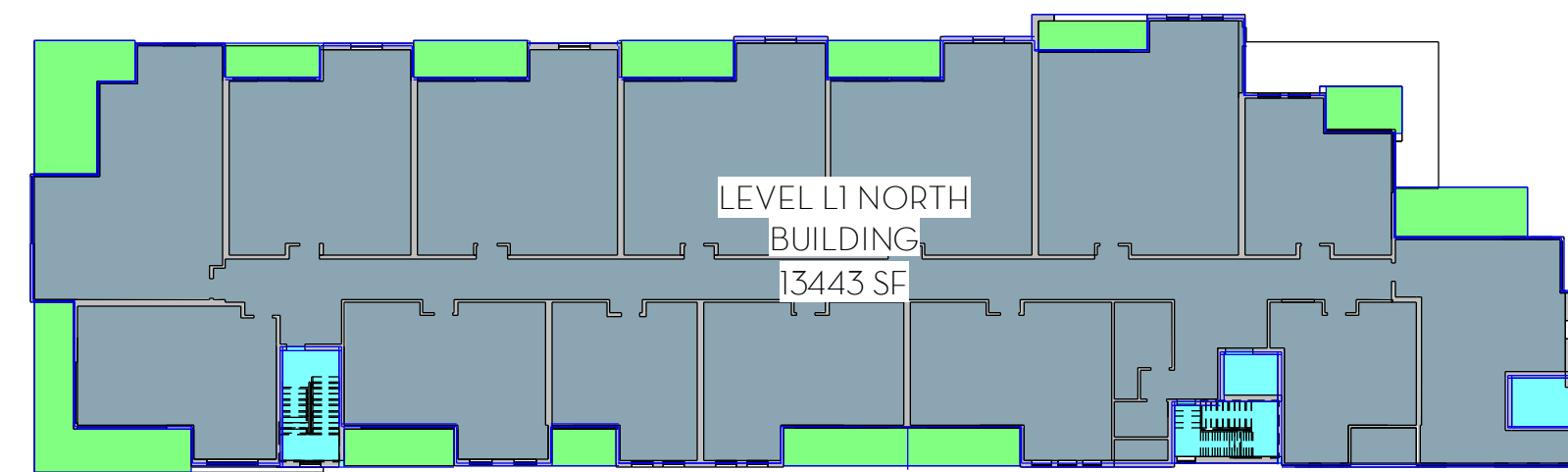
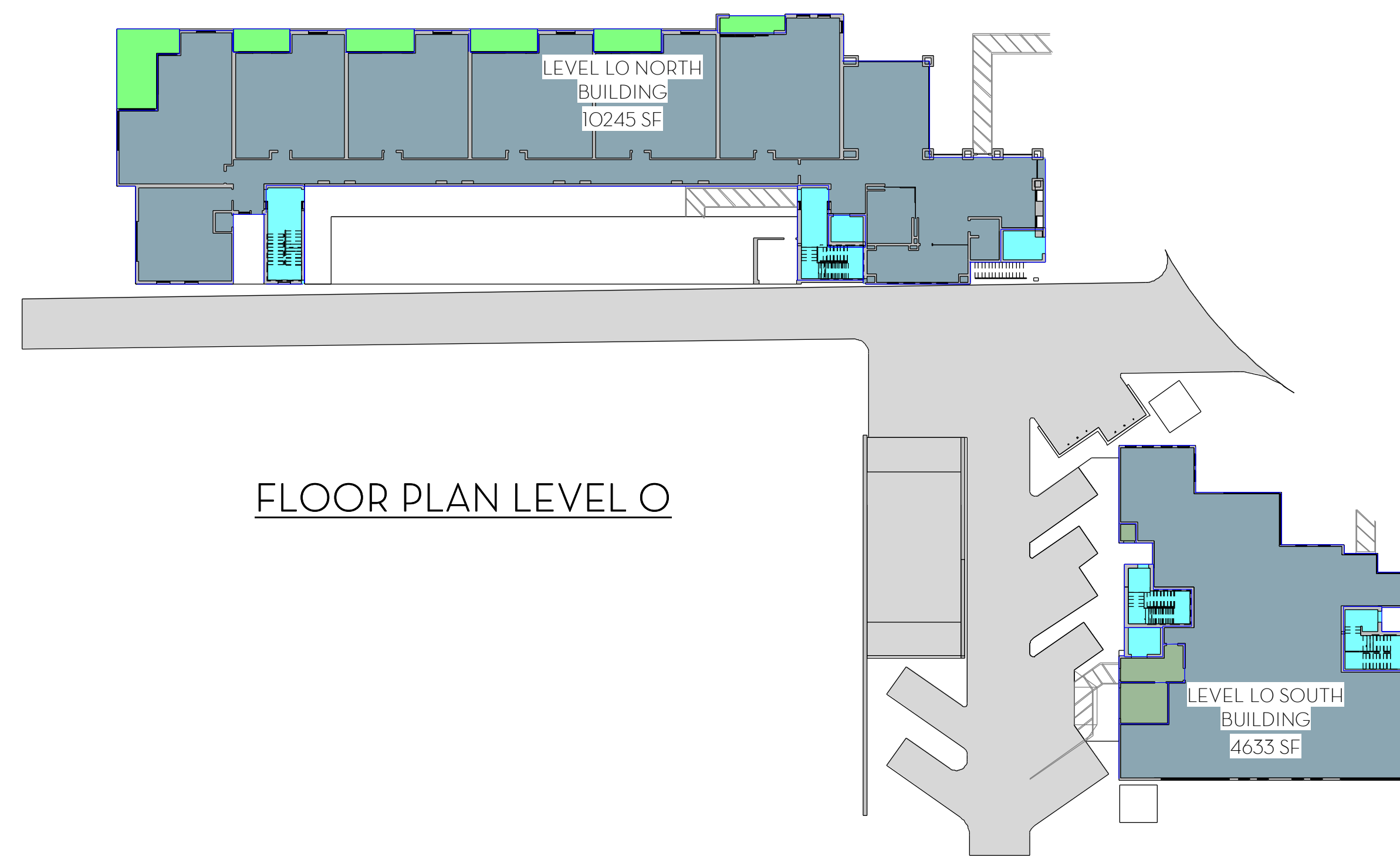




3/32" = 1'-0"







FLOOR PLAN LEVEL 4

COLOR CODE LEGEND

- GROSS BUILDING
- VERTICAL CIRCULATION
- OUTDOOR PRIVATE SPACE
- ROOF TOP GARDEN

UNIT YIELD SUMMARY

ONE BEDROOM	51
STUDIO	16
TWO BEDROOM	16
Grand total:	83

NON-RESIDENTIAL YIELD SUMMARY

HOSPITALITY	571 SF
LEASING	178 SF
LOBBY	910 SF
MAIL ROOM	246 SF
OFFICE / RETAIL	4440 SF

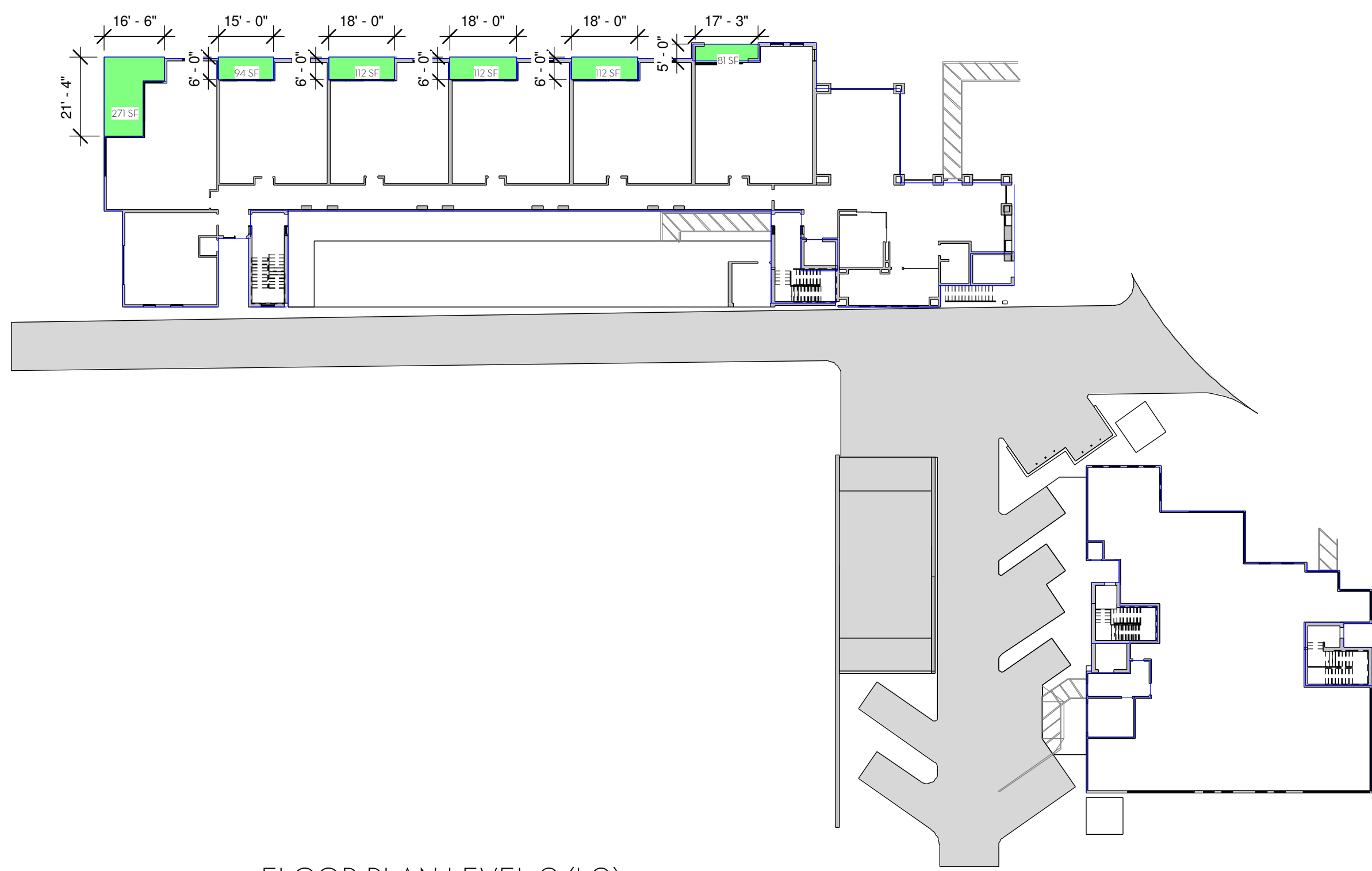
YIELD SUMMARY

NORTH BUILDING (NB):

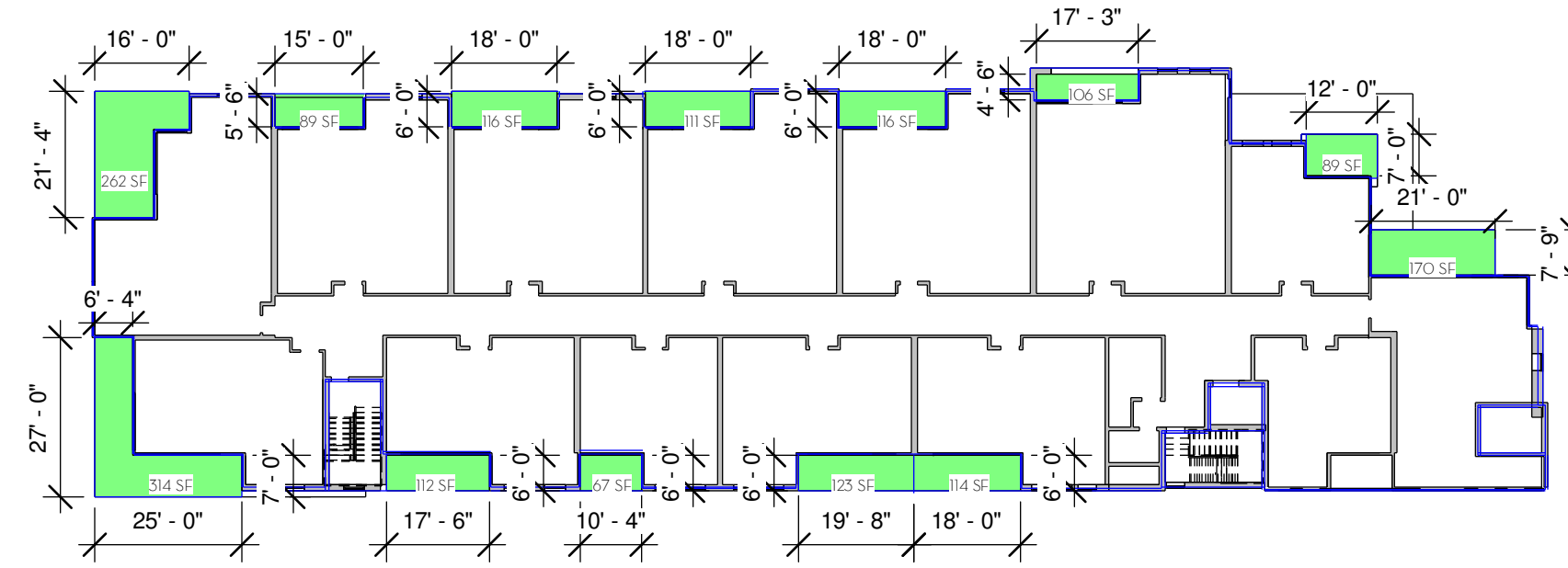
GROSS AREA: (INCLUDING OUTDOOR PRIVATE SPACE)	64,373 SF
LEASABLE NET AREA: (INCLUDING OUTDOOR PRIVATE SPACE)	48,353 SF

SOUTH BUILDING (SB):

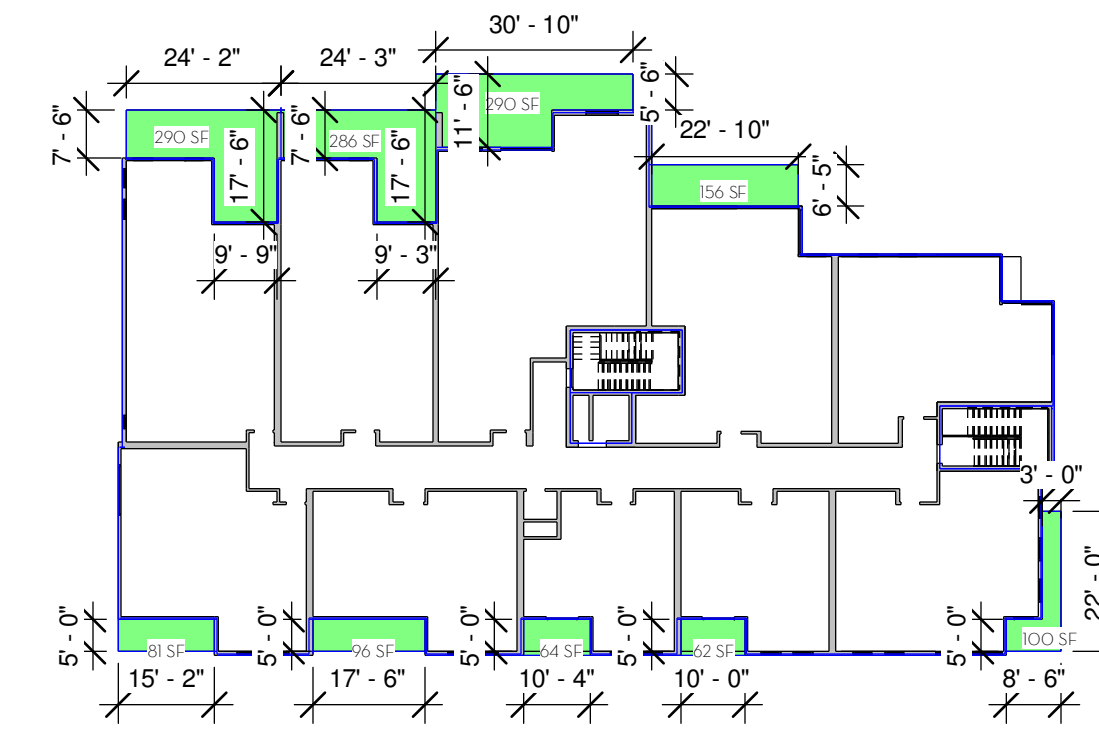
GROSS AREA: (INCLUDING OUTDOOR PRIVATE SPACE)	40,152 SF
LEASABLE NET AREA (RESIDENTIAL): (INCLUDING OUTDOOR PRIVATE SPACE)	28,860 SF
LEASABLE NET AREA (RESIDENTIAL):	5,031 SF
	33,891 SF



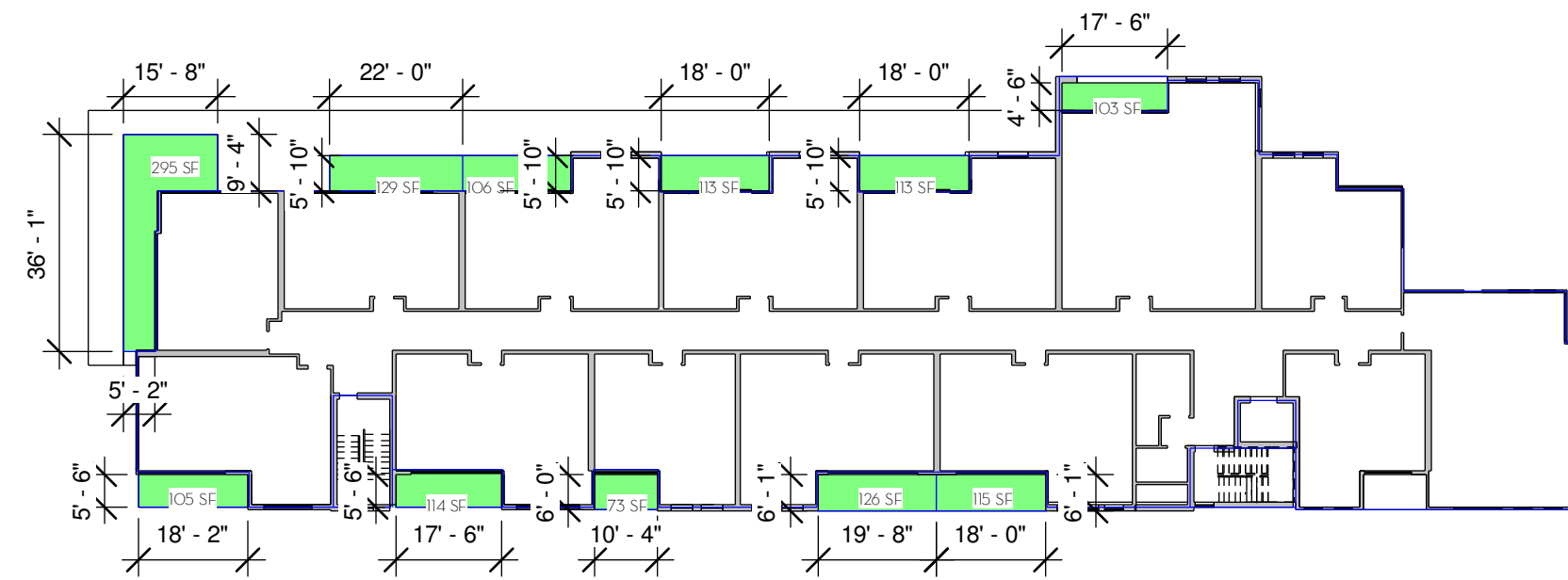
FLOOR PLAN LEVEL 0 (LO)



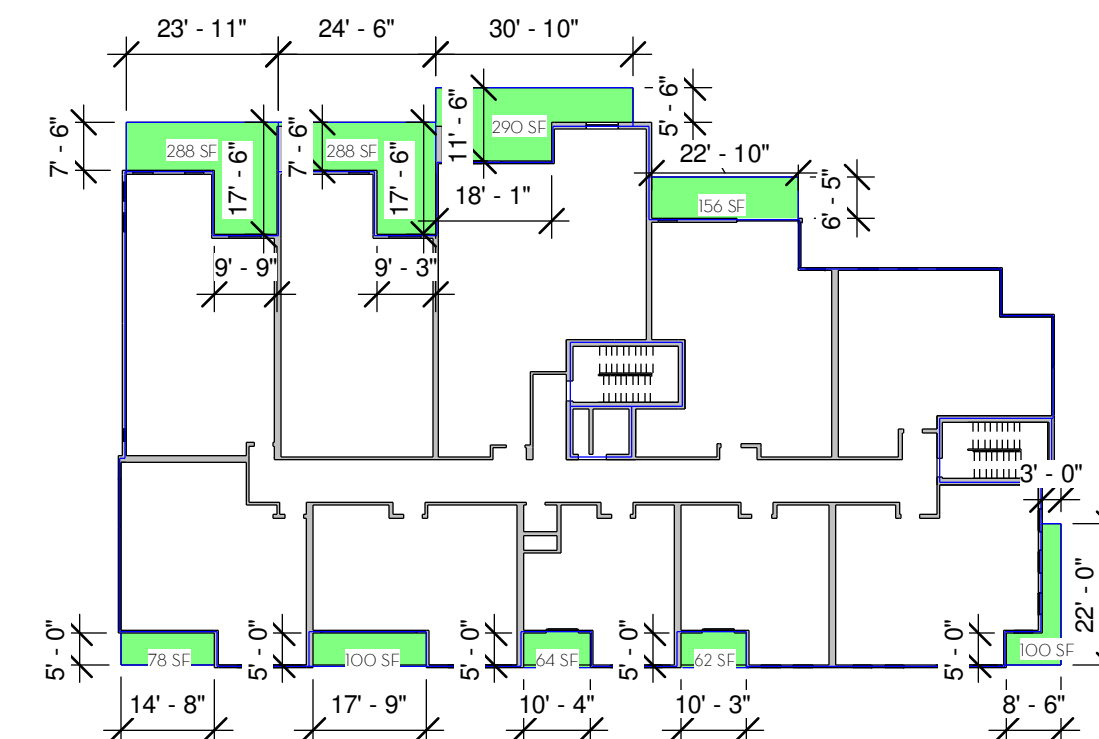
FLOOR PLAN LEVEL 1 (L1)



FLOOR PLAN LEVEL 2 (L2)



FLOOR PLAN LEVEL 3 (L3)



FLOOR PLAN LEVEL 4 (L4)



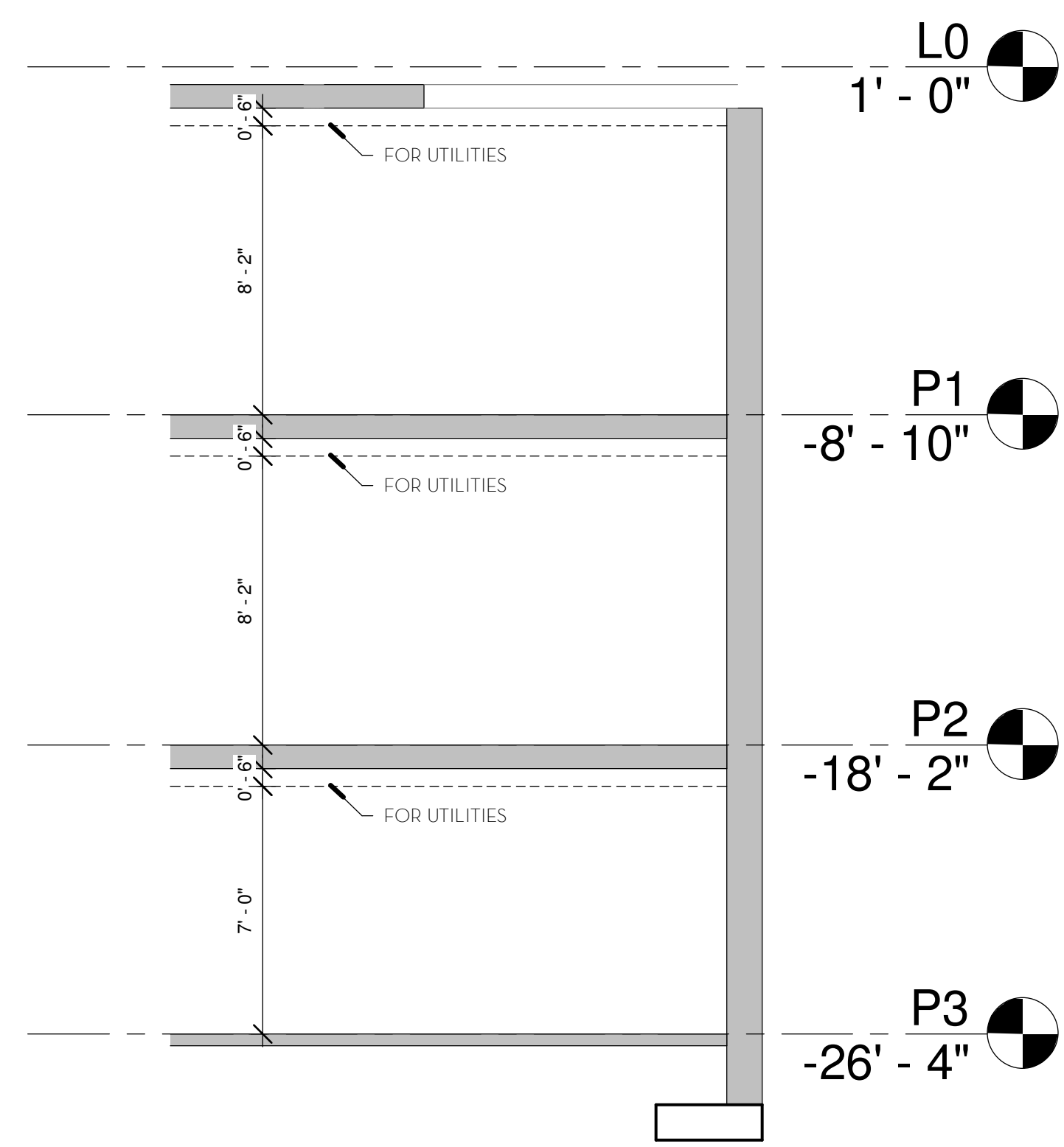
COLOR CODE LEGEND

OUTDOOR PRIVATE SPACE

PRIVATE OUTDOOR LIVING AREAS

	842 SF
LO NB	783 SF
L1 NB	1788 SF
L1 SB	1424 SF
L2 NB	1774 SF
L2 SB	400 SF
L3 NB	1392 SF
L3 SB	1426 SF
L4 NB	741 SF
OVERALL TOTAL	10571 SF





VERTICAL ENCROACHMENT CLEARANCE P2

VERTICAL CLEARANCE NOTE

THE VERTICAL CLEARANCE FOR ACCESSIBLE PARKING SPACES SHALL BE NO LESS THAN EIGHT (8) FEET TWO (2) INCHES, AND THE VERTICAL CLEARANCE FOR VEHICULAR DRIVE AISLE SHALL BE NO LESS THAN (8) FEET (2) INCHES TO AND FROM COVERED PARKING, GARAGE, PODIUM PARKING, AND PARKING STRUCTURE.

ACCESSIBLE PARKING SPACES PER SEC. 9.105.0

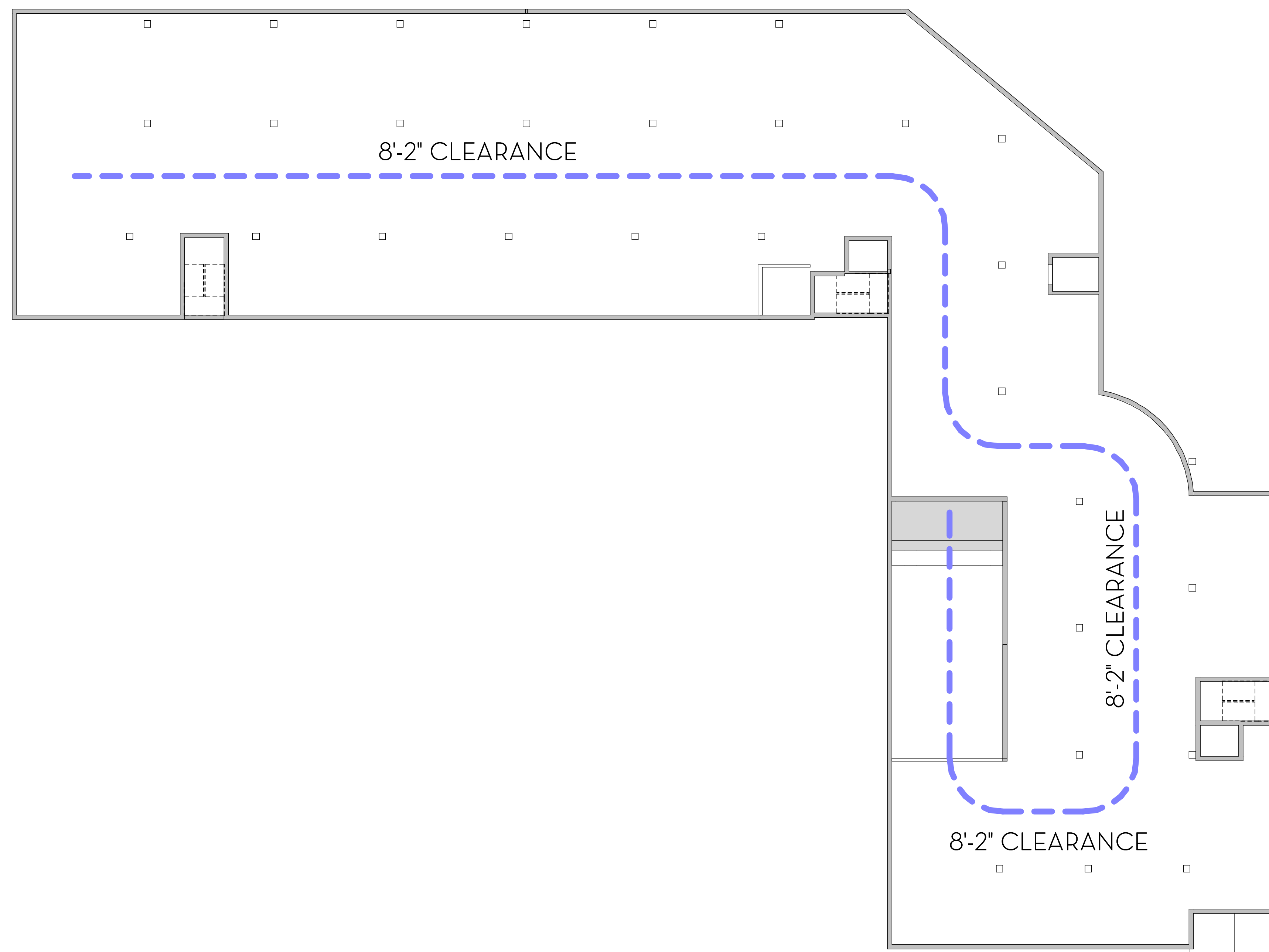
PROVIDED VERTICAL CLEARANCE IN ACCESSIBLE STALL FOR P1 AND P2 IS 8'-8".

LEGEND

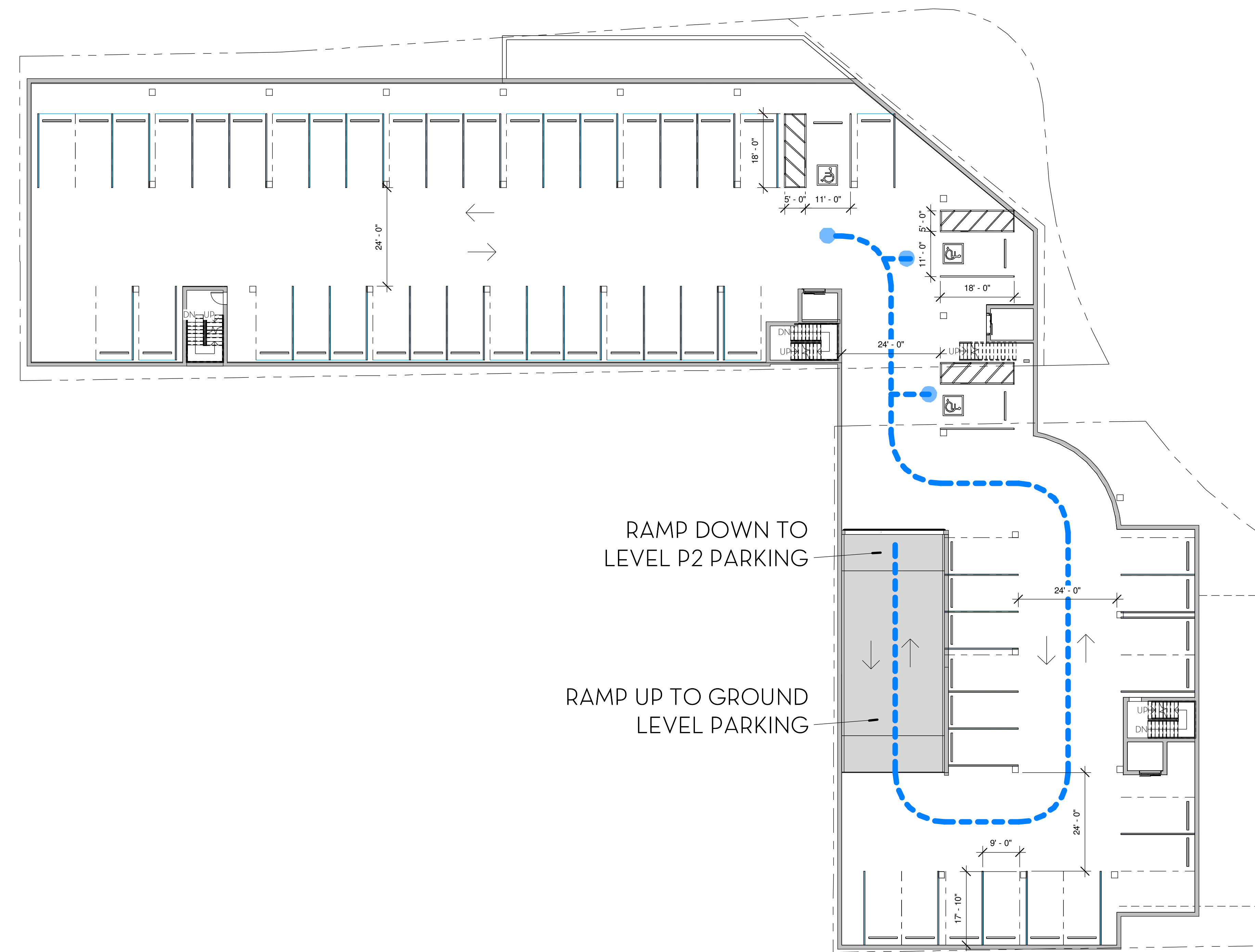
- VERTICAL CLEARANCE ROUTE
- ACCESSIBLE PARKING ROUTE

LEVEL P1 ACCESSIBLE PARKING YIELD

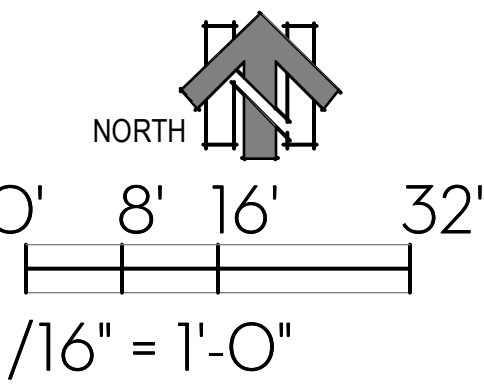
COS ACCESSIBLE	3
COS ACCESSIBLE PARKING P1 TOTAL	3



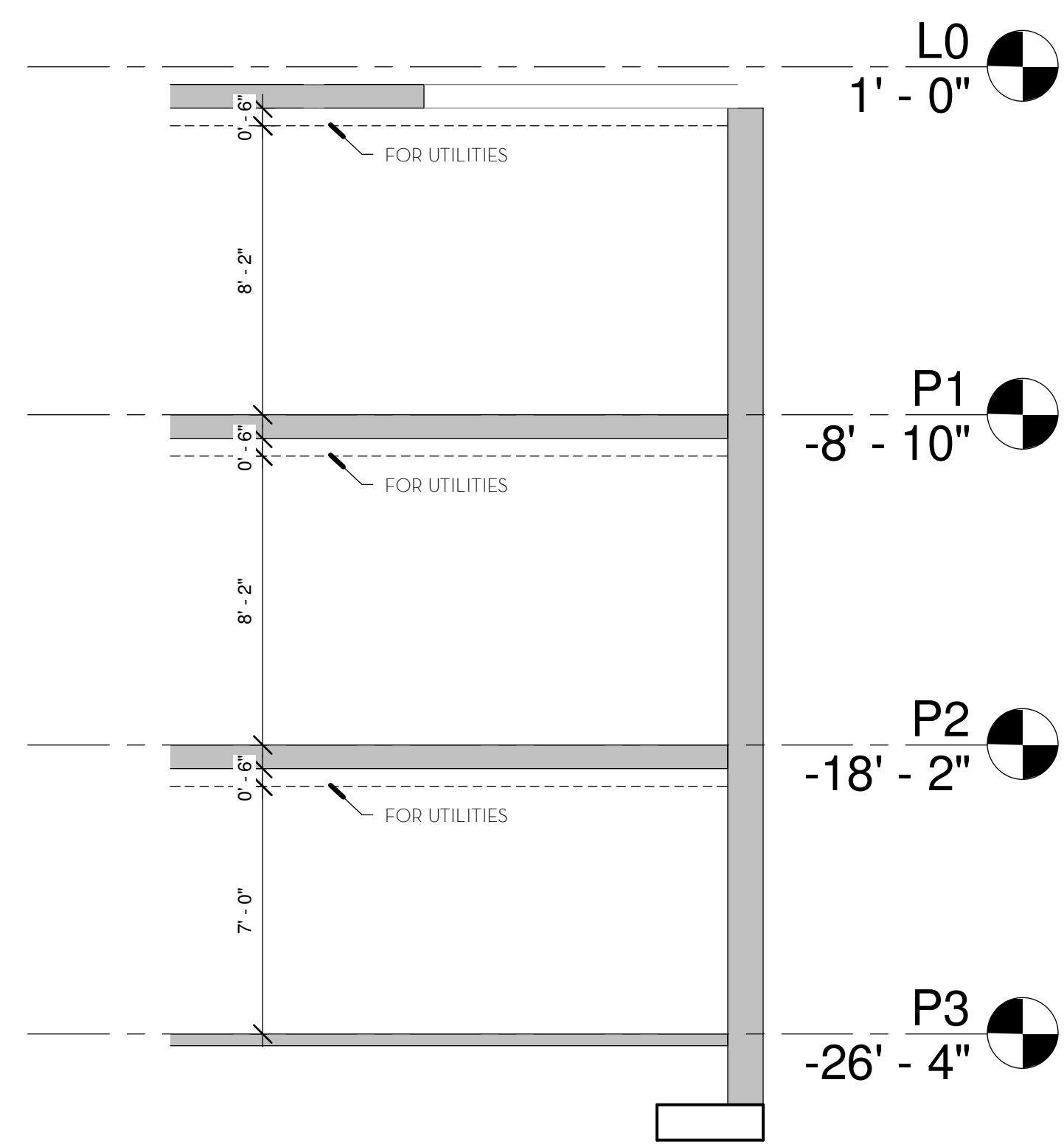
LEVEL P2 REFLECTED CEILING PLAN



LEVEL P2 ACCESSIBLE PARKING PLAN







VERTICAL ENCROACHMENT CLEARANCE P2

VERTICAL CLEARANCE NOTE

THE VERTICAL CLEARANCE FOR ACCESSIBLE PARKING SPACES SHALL BE NO LESS THAN EIGHT (8) FEET TWO (2) INCHES, AND THE VERTICAL CLEARANCE FOR VEHICULAR DRIVE AISLE SHALL BE NO LESS THAN (8) FEET (2) INCHES TO AND FROM COVERED PARKING, GARAGE, PODIUM PARKING, AND PARKING STRUCTURE.

ACCESSIBLE PARKING SPACES PER SEC. 9.105.0

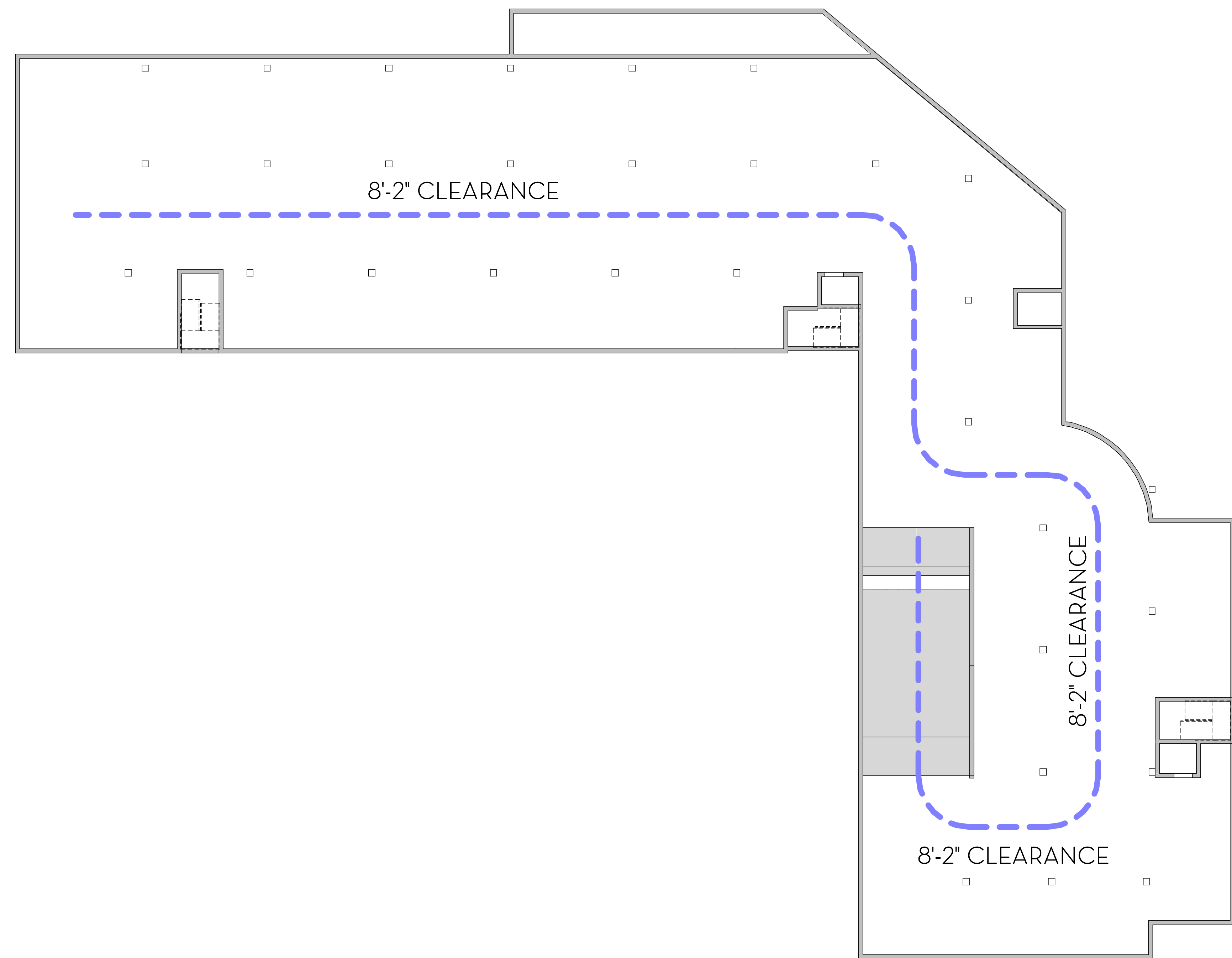
PROVIDED VERTICAL CLEARANCE IN ACCESSIBLE STALL FOR P1 AND P2 IS 8'-8".

LEGEND

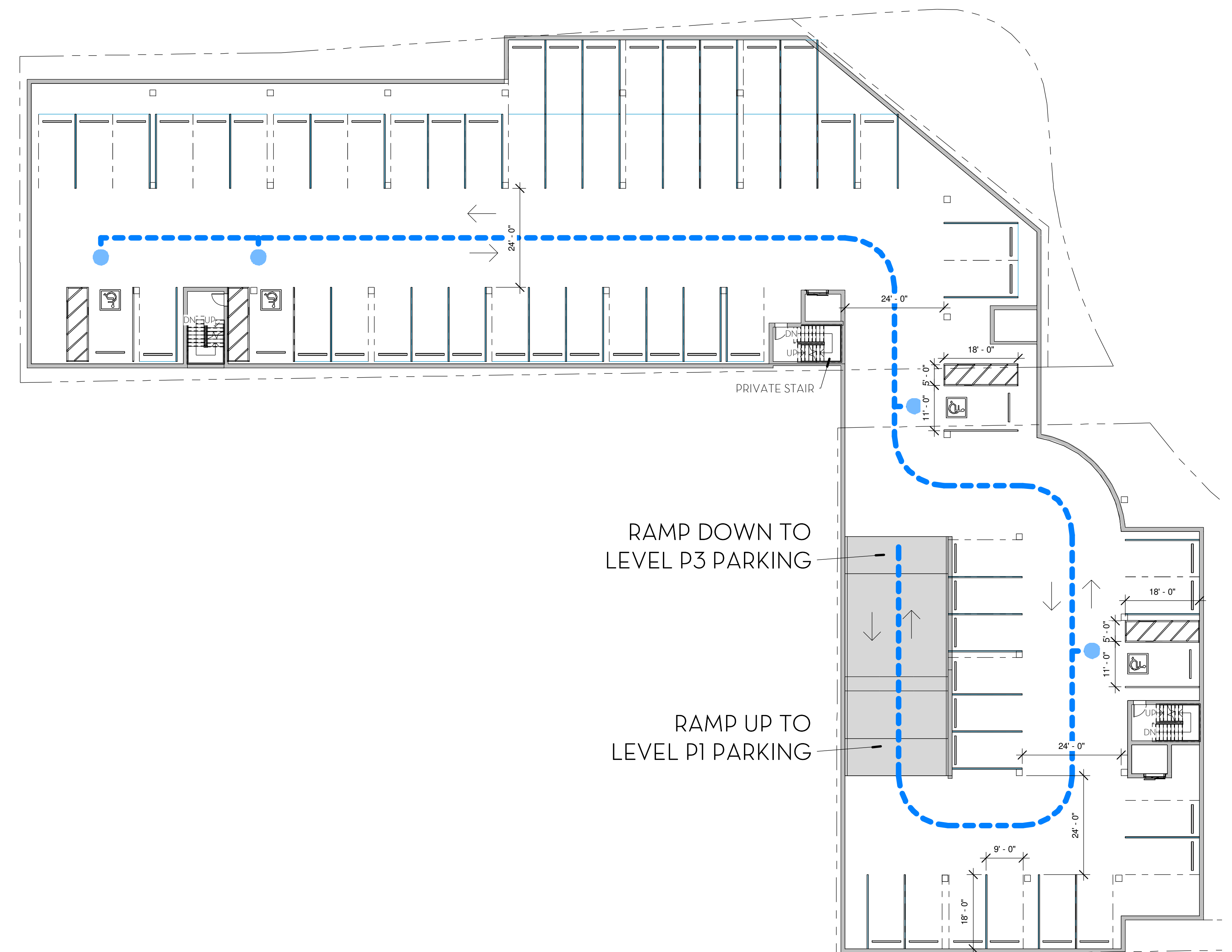
- — — — VERTICAL CLEARANCE ROUTE
- · · · · ACCESSIBLE PARKING ROUTE

LEVEL P2 ACCESSIBLE PARKING YIELD

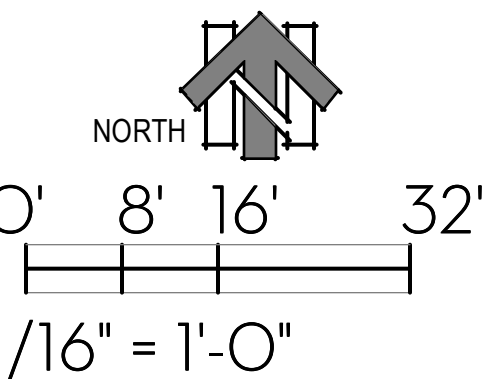
COS ACCESSIBLE	4
ACCESSIBLE PARKING P2 TOTAL	4



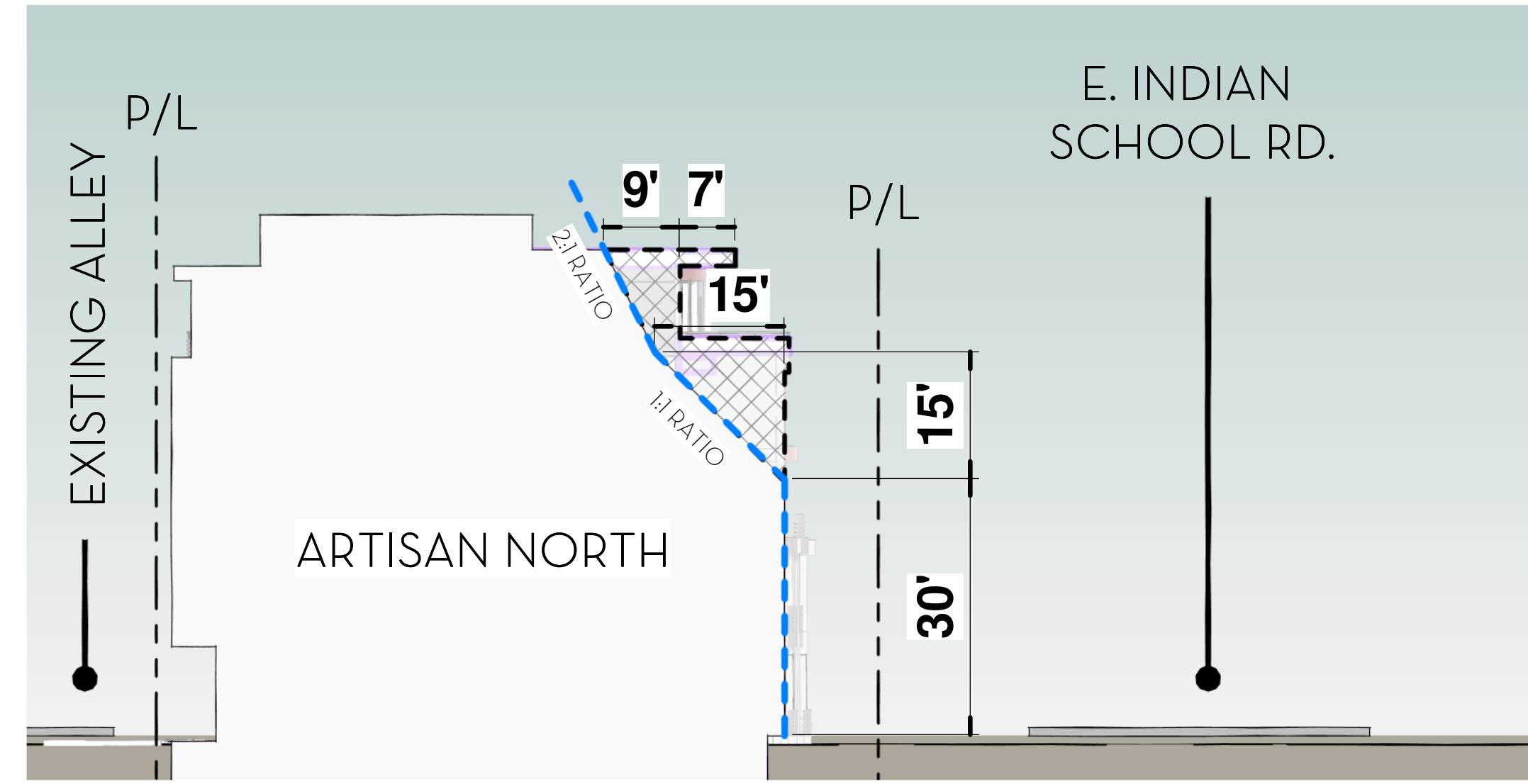
LEVEL P2 REFLECTED CEILING PLAN



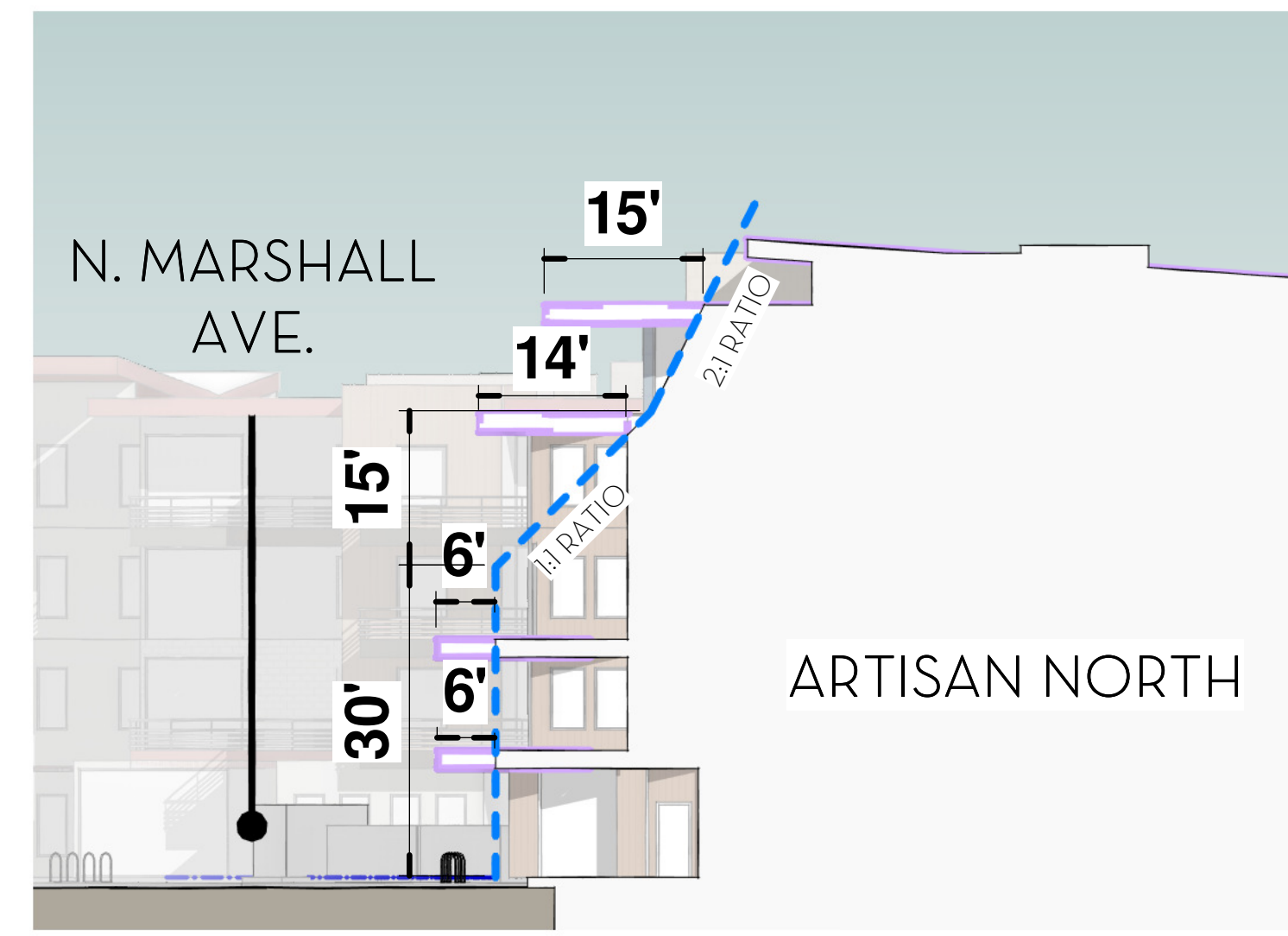
LEVEL P2 ACCESSIBLE PARKING PLAN



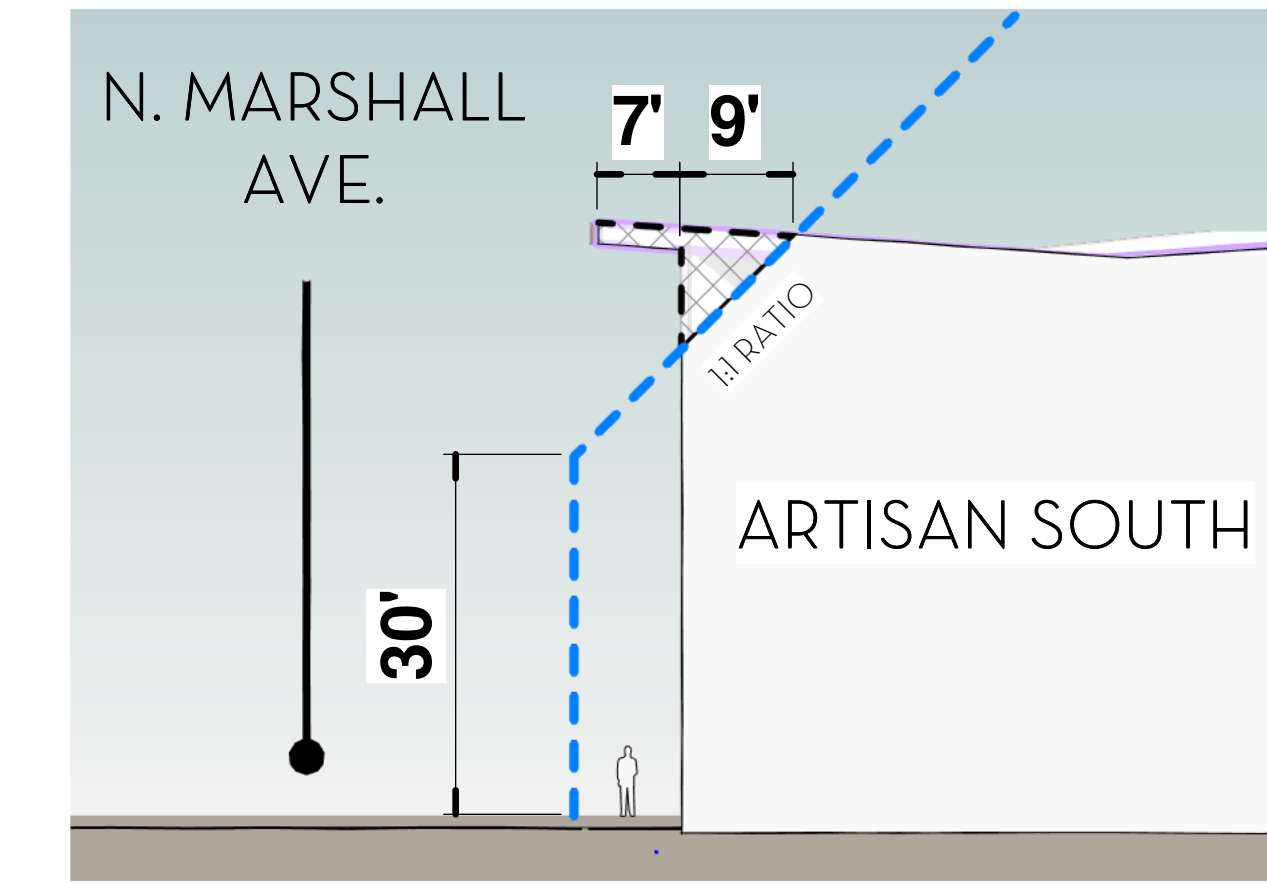




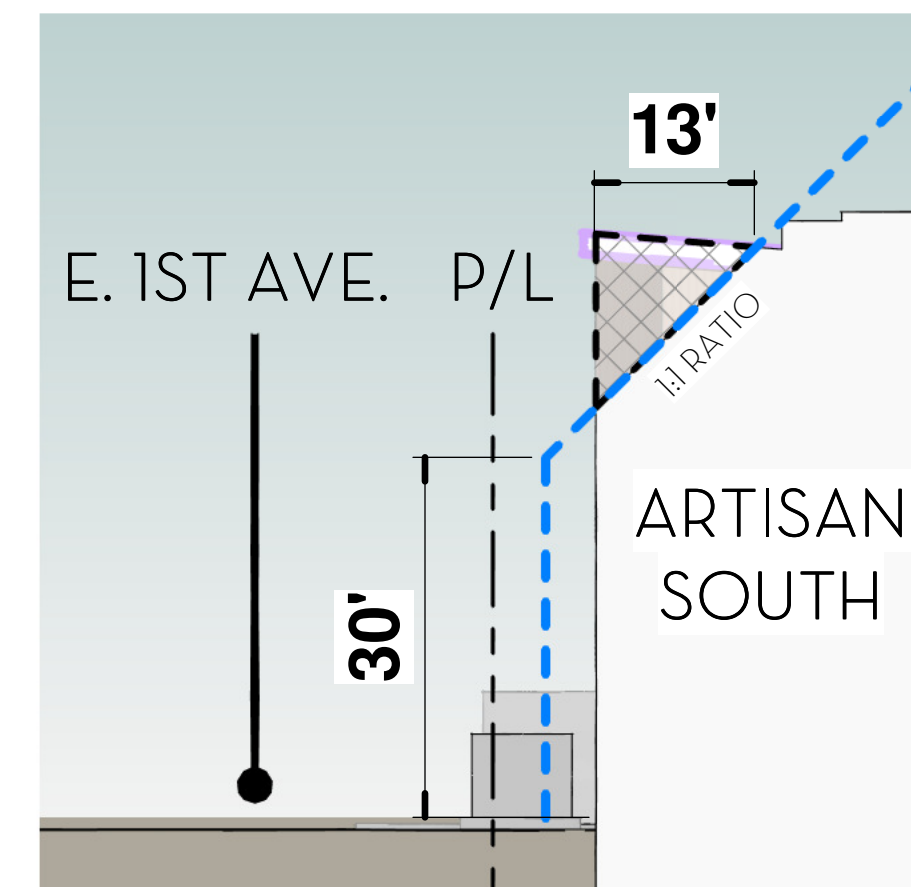
SECTION I  
TYPE 2 STEPBACK  
0' 8' 16' 32'  
1/16" = 1'-0"



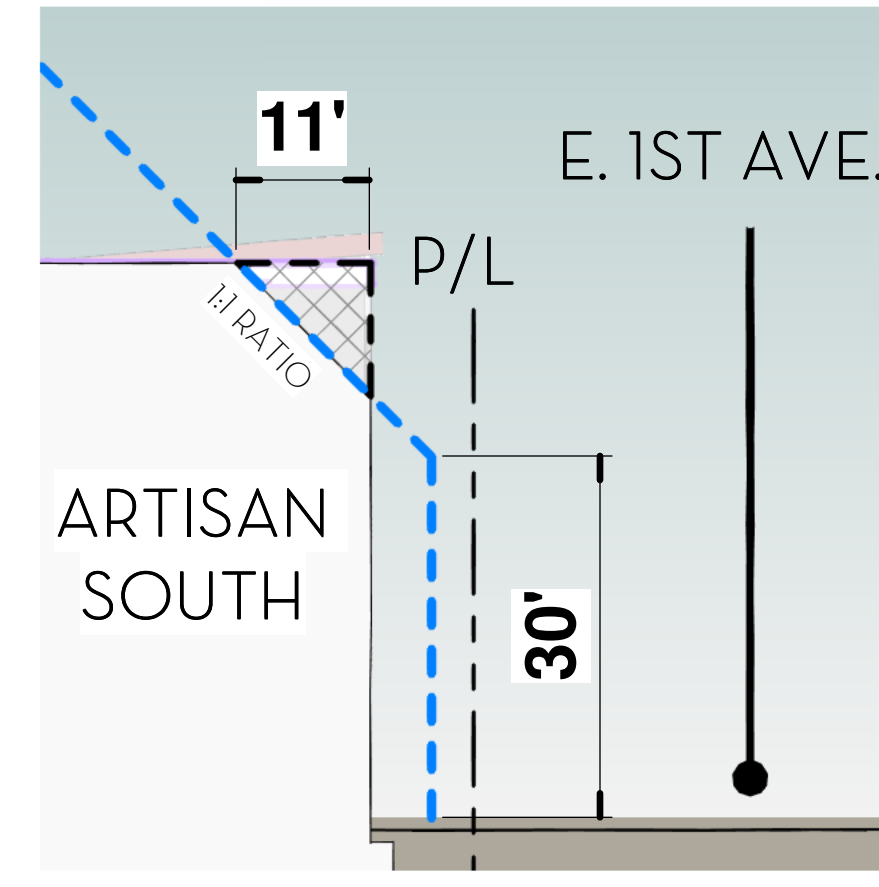
SECTION E  
TYPE 2 STEPBACK  
0' 8' 16' 32'  
1/16" = 1'-0"



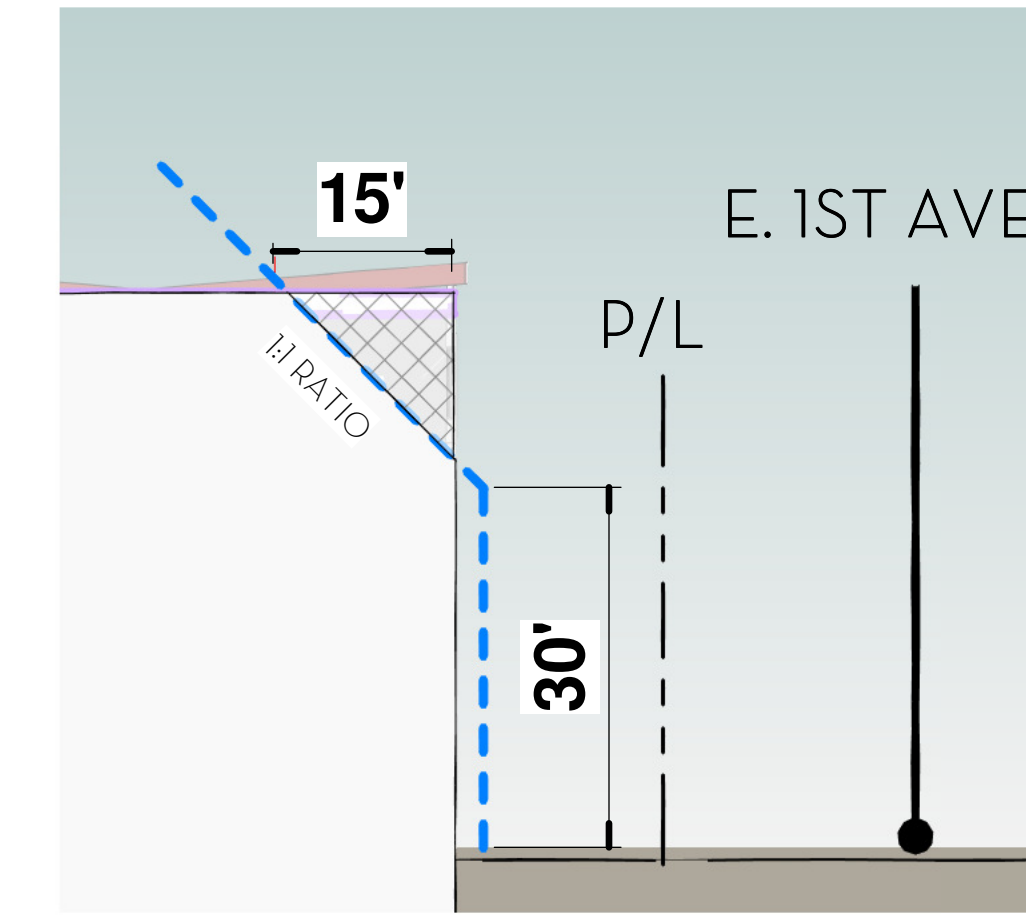
SECTION F  
TYPE 1 STEPBACK  
0' 8' 16' 32'  
1/16" = 1'-0"



SECTION G  
TYPE 1 STEPBACK  
0' 8' 16' 32'  
1/16" = 1'-0"



SECTION H  
TYPE 1 STEPBACK  
0' 8' 16' 32'  
1/16" = 1'-0"



SECTION J  
TYPE 1 STEPBACK  
0' 8' 16' 32'  
1/16" = 1'-0"

**COLOR LEGEND**

- SECTION CUT
- STEPBACK PLANE
- ALLOWED STEPBACK EXCEPTION

NOTE:

- THE WHITE COLOR FILL IS A SECTION CUT THROUGH THE ARTISAN BUILDINGS.
- THE LIGHT GREY COLOR FILL IS A SECTION CUT THROUGH ADJACENT EXISTING BUILDINGS.
- THE DARK GREY COLOR FILL ARTICULATE BUILDINGS IN THE DISTANCE.
- REFER TO SHEETS 34.4/34.5 FOR FURTHER STEPBACK INFORMATION.

\* PER THE CITY OF SCOTTSDALE ZONING ORDINACE, SEC. 5.3000. - DOWNTOWN (D).

2. SUBJECT TO DESIGN APPROVAL BY THE DEVELOPMENT REVIEW BOARD, THE FOLLOWING EXCEPTIONS TO BUILDING LOCATION, SETBACK AND STEPBACK STANDARDS ARE ALLOWED:

- A. A MAXIMUM OF FIVE (5) FEET FOR CORNICES, EAVES, PARAPETS AND FIREPLACES.
- B. A MAXIMUM OF SEVEN (7) FEET FOR CANOPIES AND OTHER COVERS OVER SIDEWALKS, BALCONIES AND TERRACES.
- C. BALCONY WALLS AND RAILINGS WITH A MAXIMUM INSIDE HEIGHT OF FORTY-FIVE (45) INCHES.
- D. UNCOVERED BALCONIES, UNCOVERED TERRACES AND PATIOS AT AND BELOW GRADE.
- E. COVERED SIDEWALKS AND UNCOVERED TERRACES DIRECTLY ABOVE A SIDEWALK.

3. SUBJECT TO DESIGN APPROVAL BY THE DEVELOPMENT REVIEW BOARD, IN A TYPE 2 AREA, A TYPE 2.5 AREA, OR A TYPE 3 AREA, A MAXIMUM FIFTEEN (15) FEET EXCEPTION TO STEPBACK AND SETBACK STANDARDS ABOVE THE FIRST FLOOR (NOT SPECIFIED IN I.2. ABOVE), IS ALLOWED FOR PROJECTIONS THAT:

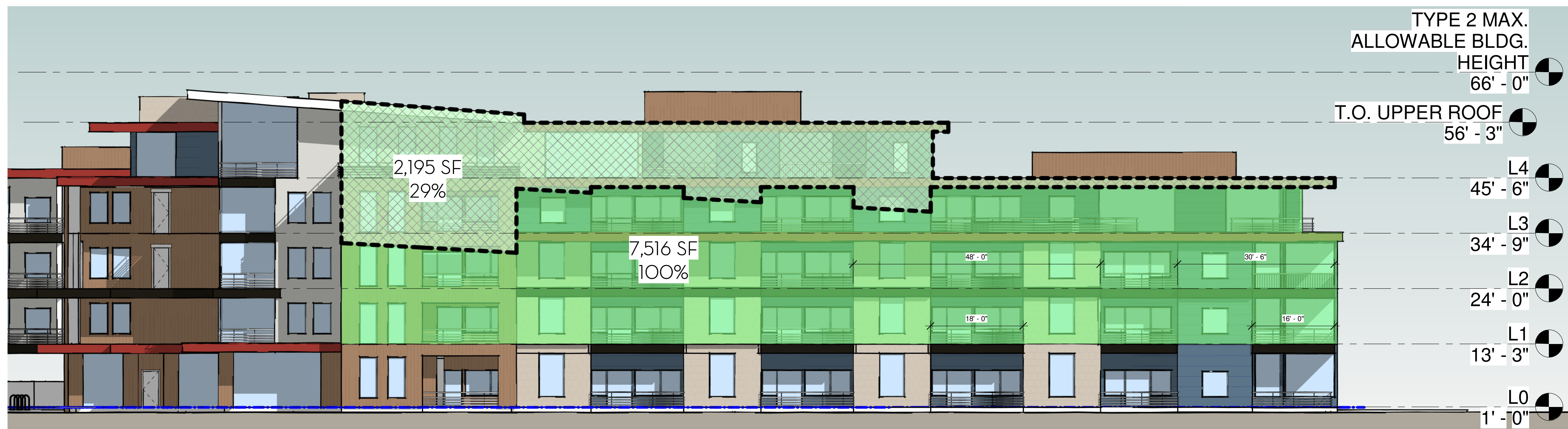
- A. ARE LESS THAN FIFTY (50) PERCENT OF THE LENGTH OF THE SEGMENT OF THE BUILDING FAÇADE WHERE THE PROJECTIONS OCCUR; AND
- B. ARE LESS THAN THIRTY-THREE (33) PERCENT OF THE SURFACE AREA OF THE SEGMENT OF THE BUILDING FAÇADE WHERE THE PROJECTIONS OCCUR.



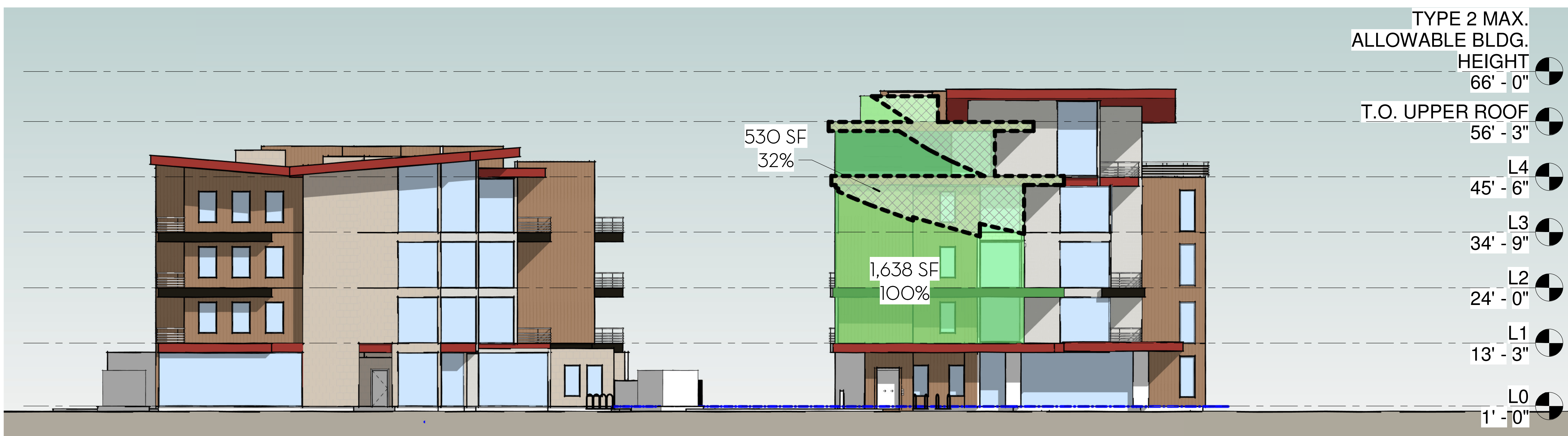
KEY MAP

0' 20' 40' 80'  
1" = 80'  
NORTH

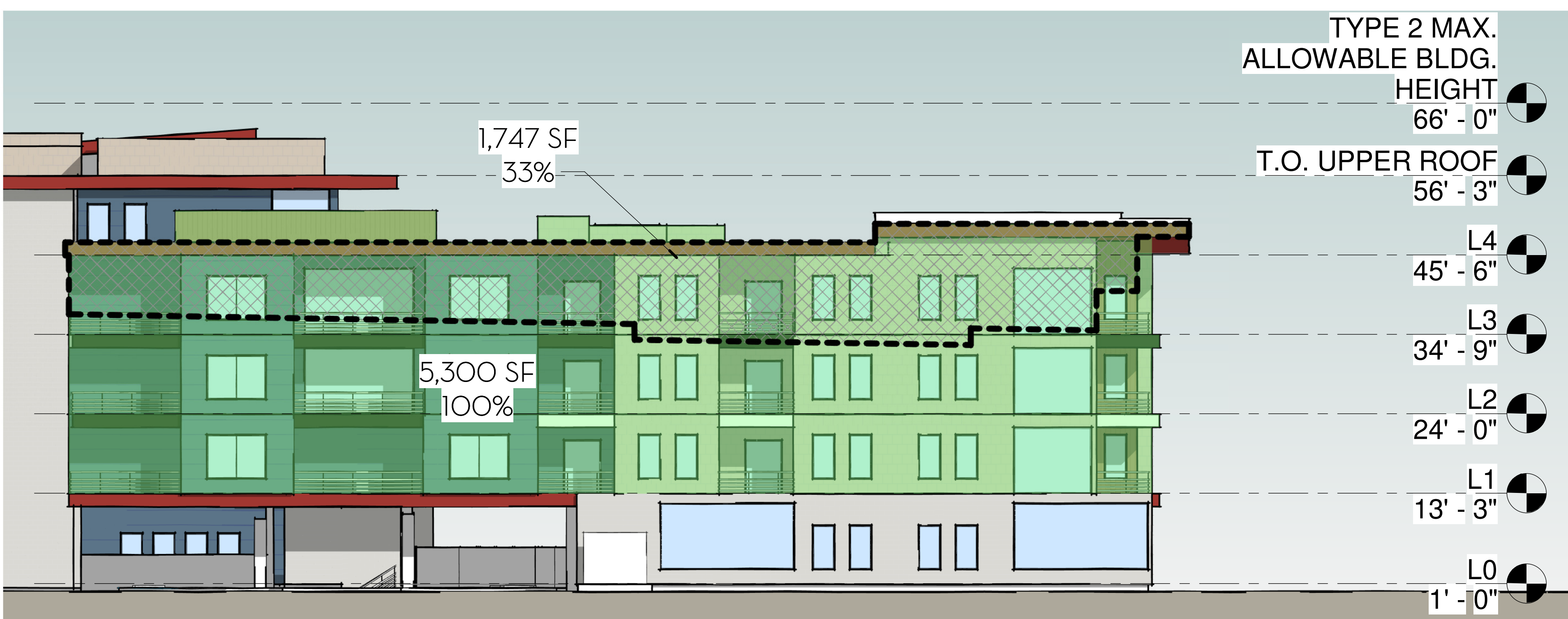




NORTH ELEVATION STEPBACK ENCROACHMENT



EAST ELEVATION STEPBACK ENCROACHMENT



SOUTH ELEVATION STEPBACK ENCROACHMENT

NOTE

THE AREAS HIGHLIGHTED IN GREEN REPRESENT THE FACADE AREA. THE CROSS HATCHED AREA IS THE LOCATION OF THE ENCROACHMENTS. THESE GRAPHICS REPRESENT THE CITY ALLOWED STANDARD BELOW. ALL ENCROACHMENT SURFACE AREAS TO THE HIGHLIGHTED FACADE ARE LESS THAN THE 33% ALLOWED AS STATED BELOW:

B. ARE LESS THAN THIRTY-THREE (33) PERCENT OF THE SURFACE AREA OF THE SEGMENT OF THE BUILDING FAÇADE WHERE THE PROJECTIONS OCCUR.

COS CODE

\* PER THE CITY OF SCOTTSDALE ZONING ORDINANCE, SEC. 5.3000. - DOWNTOWN (D).

3. SUBJECT TO DESIGN APPROVAL BY THE DEVELOPMENT REVIEW BOARD, IN A TYPE 2 AREA, A TYPE 2.5 AREA, OR A TYPE 3 AREA, A MAXIMUM FIFTEEN (15) FEET EXCEPTION TO STEPBACK AND SETBACK STANDARDS ABOVE THE FIRST FLOOR (NOT SPECIFIED IN I.2. ABOVE), IS ALLOWED FOR PROJECTIONS THAT:

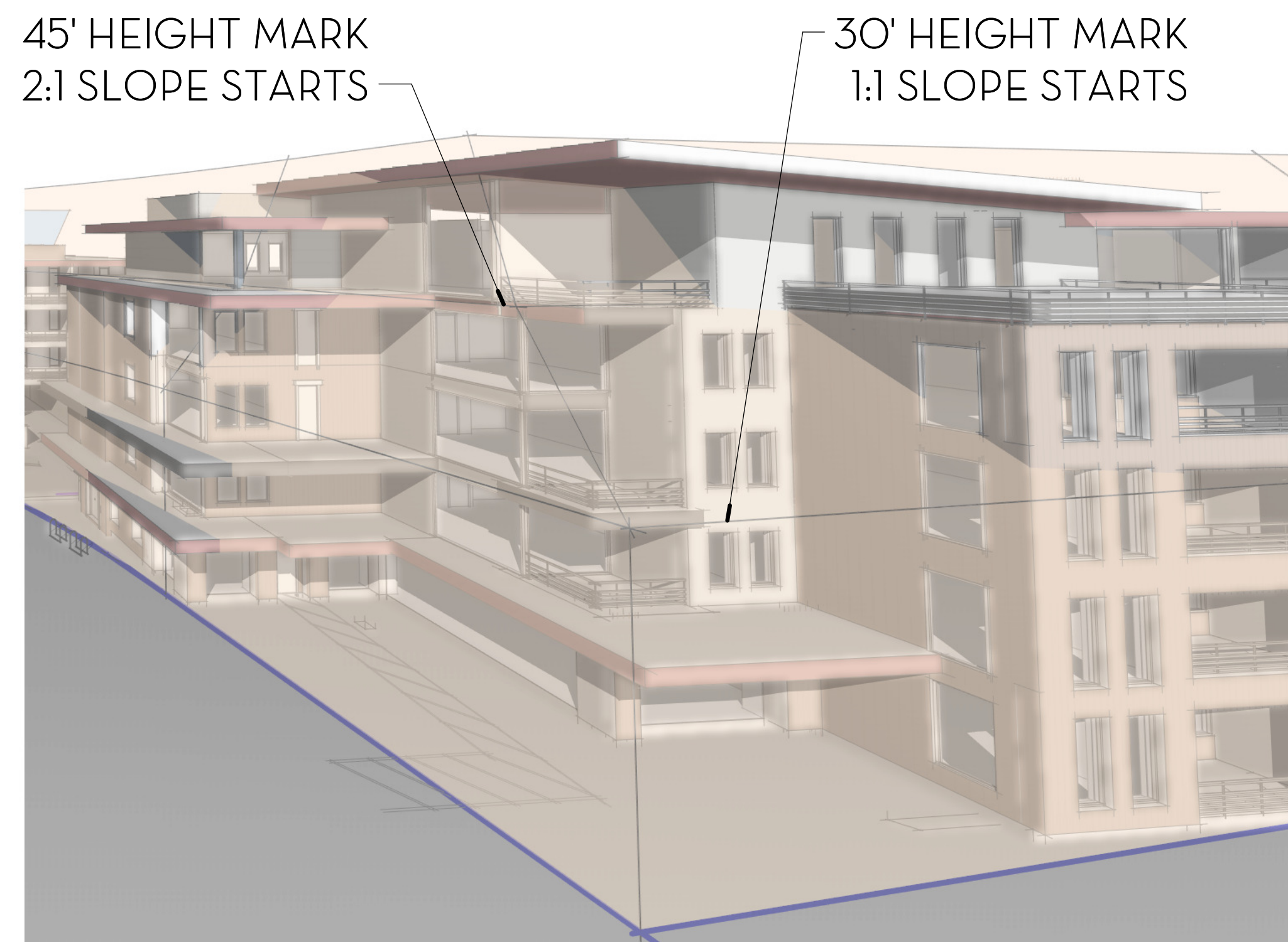
- A. ARE LESS THAN FIFTY (50) PERCENT OF THE LENGTH OF THE SEGMENT OF THE BUILDING FAÇADE WHERE THE PROJECTIONS OCCUR; AND
- B. ARE LESS THAN THIRTY-THREE (33) PERCENT OF THE SURFACE AREA OF THE SEGMENT OF THE BUILDING FAÇADE WHERE THE PROJECTIONS OCCUR.

SEE SHEETS 34.3/34.4 FOR FURTHER STEPBACK INFORMATION.

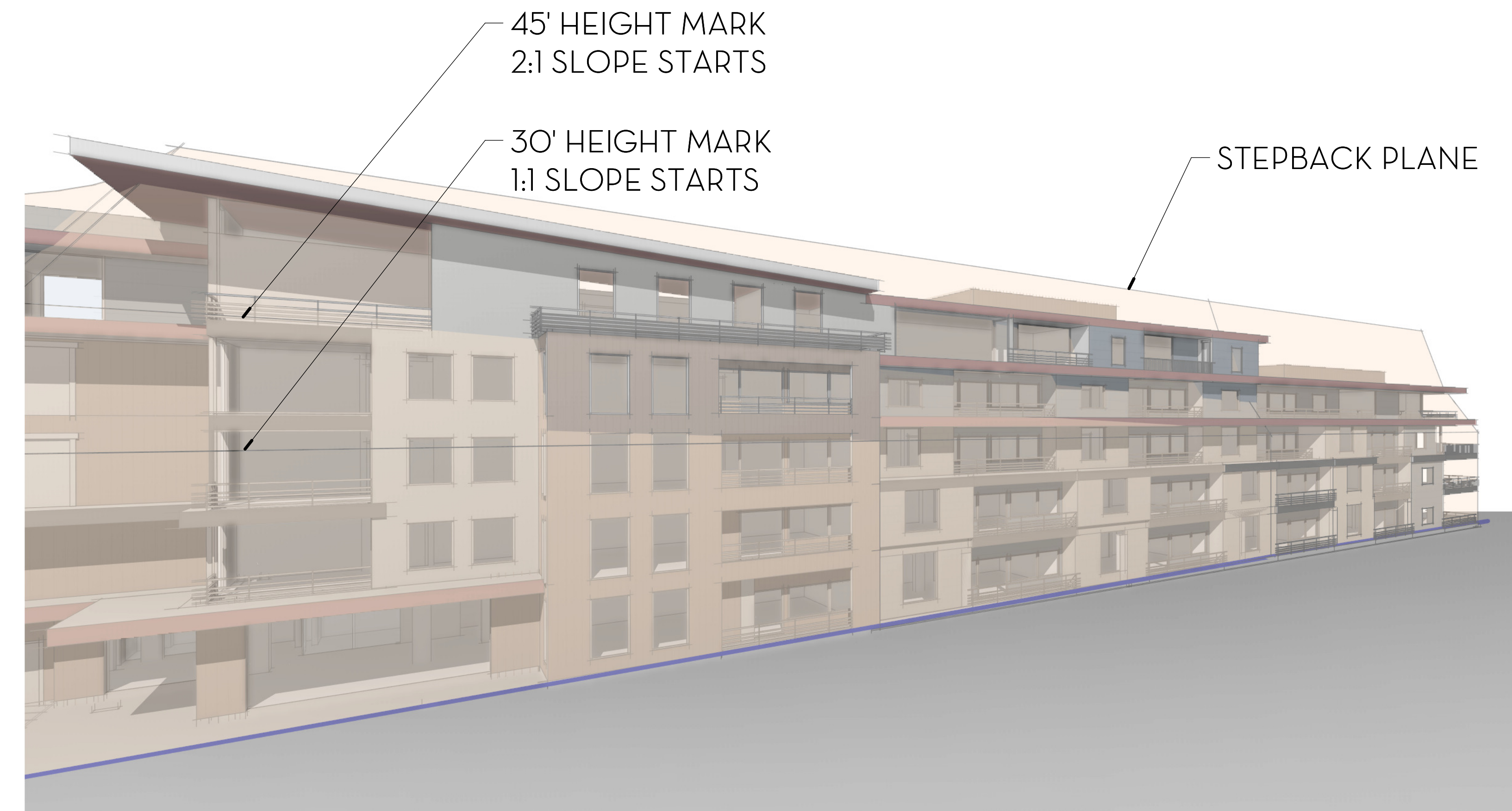




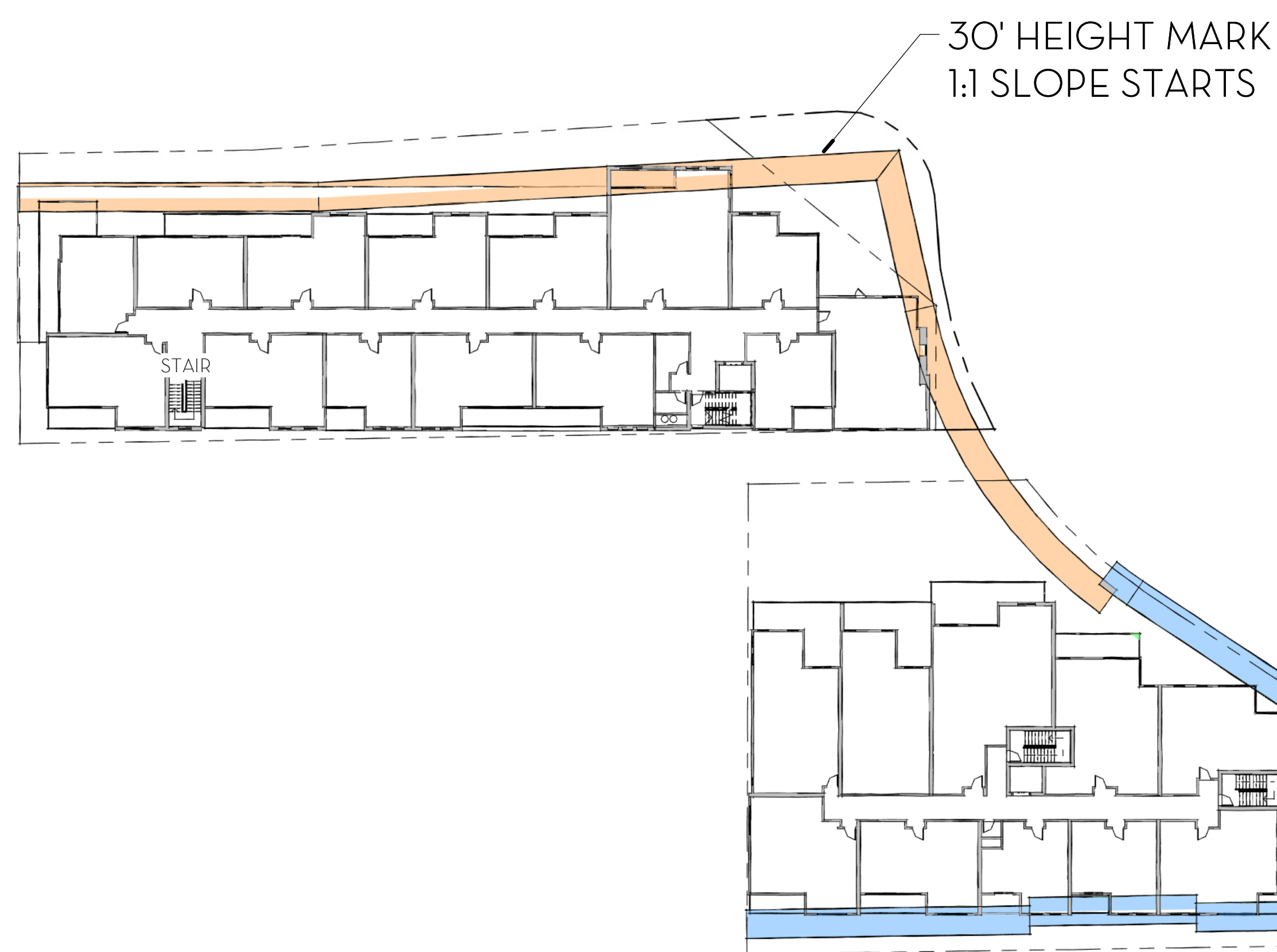
ENCROACHMENT TO SOUTH BLDG. ALONG MARSHALL WAY



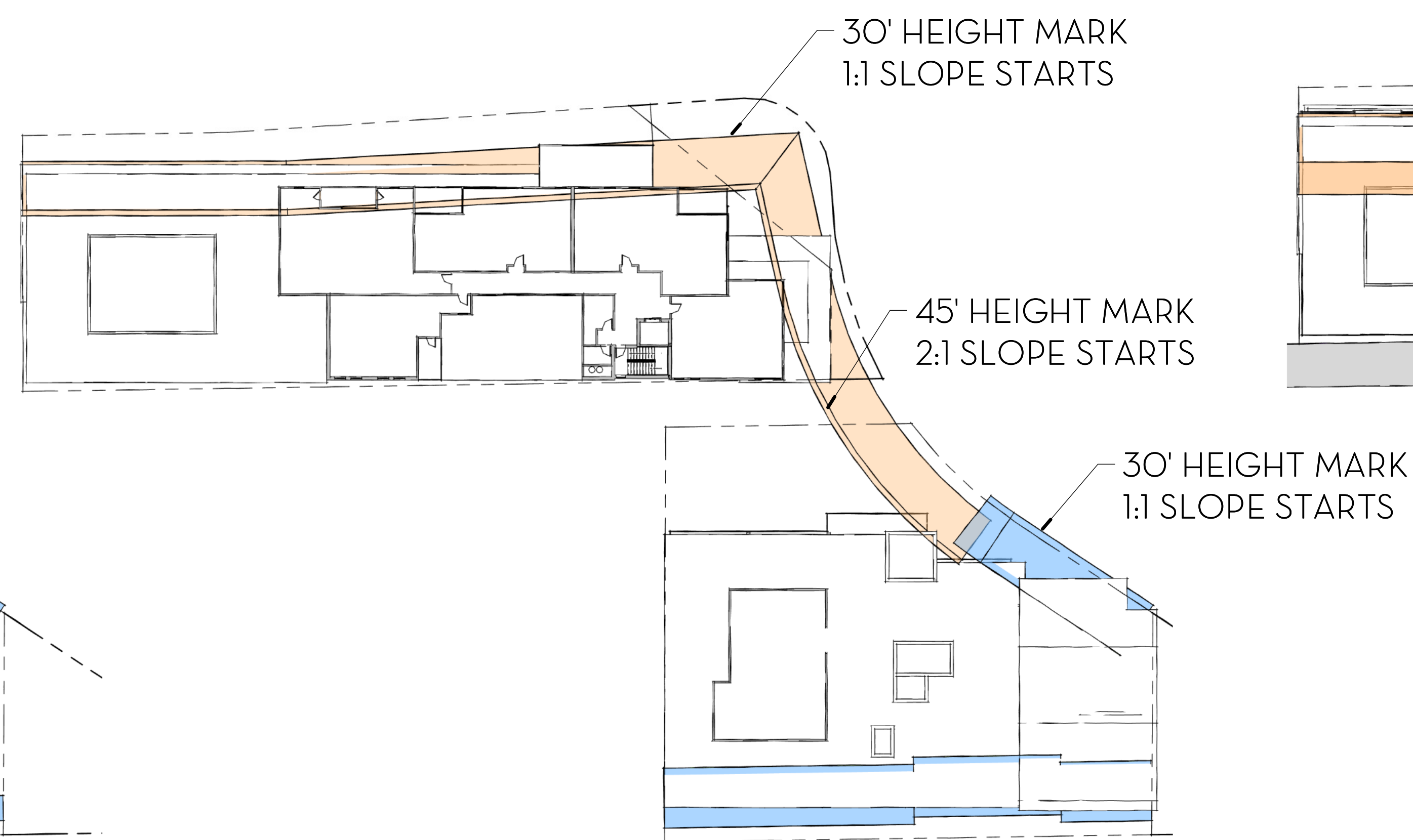
ENCROACHMENT TO NORTH BLDG. ALONG MARSHALL WAY



ENCROACHMENT TO NORTH BLDG. ALONG INDIAN SCHOOL RD.



FLOOR PLAN LEVEL 3



FLOOR PLAN LEVEL 4



ROOF PLAN

NOTE:

- \* PER THE CITY OF SCOTTSDALE ZONING ORDINANCE, SEC. 5.3000. - DOWNTOWN (D).
- 2. SUBJECT TO DESIGN APPROVAL BY THE DEVELOPMENT REVIEW BOARD, THE FOLLOWING EXCEPTIONS TO BUILDING LOCATION, SETBACK AND STEPBACK STANDARDS ARE ALLOWED:
  - A. A MAXIMUM OF FIVE (5) FEET FOR CORNICES, EAVES, PARAPETS AND FIREPLACES.
  - B. A MAXIMUM OF SEVEN (7) FEET FOR CANOPIES AND OTHER COVERS OVER SIDEWALKS, BALCONIES AND TERRACES.
  - C. BALCONY WALLS AND RAILINGS WITH A MAXIMUM INSIDE HEIGHT OF FORTY-FIVE (45) INCHES.
  - D. UNCOVERED BALCONIES, UNCOVERED TERRACES AND PATIOS AT AND BELOW GRADE.
  - E. COVERED SIDEWALKS AND UNCOVERED TERRACES DIRECTLY ABOVE A SIDEWALK.
- 3. SUBJECT TO DESIGN APPROVAL BY THE DEVELOPMENT REVIEW BOARD, IN A TYPE 2 AREA, A TYPE 2.5 AREA, OR A TYPE 3 AREA, A MAXIMUM FIFTEEN (15) FEET EXCEPTION TO STEPBACK AND SETBACK STANDARDS ABOVE THE FIRST FLOOR (NOT SPECIFIED IN I.2. ABOVE), IS ALLOWED FOR PROJECTIONS THAT:
  - A. ARE LESS THAN FIFTY (50) PERCENT OF THE LENGTH OF THE SEGMENT OF THE BUILDING FAÇADE WHERE THE PROJECTIONS OCCUR; AND
  - B. ARE LESS THAN THIRTY-THREE (33) PERCENT OF THE SURFACE AREA OF THE SEGMENT OF THE BUILDING FAÇADE WHERE THE PROJECTIONS OCCUR.

STEPBACK NOTE:

SEE SHEETS 34.3/34.4 FOR FURTHER STEPBACK INFORMATION.

COLOR CODE LEGEND

- TYPE 2 STEPBACK PLANE
- TYPE 1 STEPBACK PLANE