DEVELOPMENT REVIEW BOARD REPORT

Meeting Date:	May 2, 2019	Item No. 5
General Plan Element:	*Character and Design*	
General Plan Goal:	*Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.*	

ACTION

25-DR-2011   **Old Town Scottsdale Urban Design & Architectural Guidelines Update**

Location: Old Town Scottsdale, the boundaries of which are depicted in the Old Town Scottsdale Character Area Plan

Request: Adopt the Old Town Scottsdale Urban Design & Architectural Guidelines as the design guidelines for Old Town Scottsdale

APPLICANT CONTACT

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BACKGROUND

Scottsdale, and more specifically the Development Review Board, has a rich history in providing review in all aspects of the proposed design of development, including, but not limited to, site planning and the relationship of development to the surrounding environment and the community. Consequently, the use of design guidelines as a means to provide direction for both the applicant and subsequent review of proposed development has become an important aspect of the design process – for specific uses as well as for specific areas of the City.

Originally adopted in 1986, and subsequently updated in 2004, the Urban Design & Architectural Guidelines (UDAG) have provided the urban design vision for Scottsdale's downtown area. Ultimately, the purpose of the UDAG is to influence site development, building form, architectural, and landscape character to assure that new development is compatible with Old Town Scottsdale urban design goals and the character of existing development. The guidelines are utilized by land owners, tenants, development teams, city staff, the Development Review Board, Planning Commission, City Council, and community members, to publicly review physical development proposals in the context of the community's shared vision for Old Town Scottsdale.

Recently, City Council adopted the Old Town Scottsdale Character Area Plan (1-GP-2018), an update to the 2009 Downtown Plan, to align the plan with other plans that have been adopted since 2009, as well as adjust for recent changes in the downtown business, residential, and retail markets. Consequently, staff drafted an update to the UDAG, accounting for the recently-adopted Old Town Scottsdale Character Area Plan, the companion changes to the Zoning Ordinance, existing conditions in Old Town Scottsdale, and recent design and architectural trends. Upon approval, the

Old Town Scottsdale Urban Design and Architectural Guidelines (Guidelines) will serve as a decision-making tool that will provide clarity regarding community values and expectations for development proposals in Old Town Scottsdale.

OLD TOWN SCOTTSDALE URBAN DESIGN & ARCHITECTURAL GUIDELINES

The Guidelines provide recommendations for site development, building form, architectural, and landscape character to assure that new development is compatible with Old Town urban design goals and the character of existing development. In terms of content, the Guidelines are composed of three sections directed at all of Old Town (Human Connectivity, Site & Surrounding Context, and Building Design) and three sections directed at specific areas within Old Town (Historic Old Town Design District, Civic Center District, and Arizona Canal District). Each section is composed of primary and supporting guidelines, along with graphic illustrations and photos, which work together to help shape Old Town urban and architectural design. Content specific to each section of the Guidelines is summarized below:

Human Connectivity
The Human Connectivity section centers around the premise of strengthening the pedestrian character of Old Town. This includes enhancing interconnectivity, ensuring a continuity of street-space, and the provision of public and private open spaces, within Old Town Scottsdale.

Site & Surrounding Context
The Site & Surrounding Context section provides guidance regarding the integration of development into both the natural and built environments. In terms of integration into the natural environment, the Guidelines recognize the urban southwest location within which Old Town is located, and as such, encourages building design for this context, particularly with regard to sunlight exposure, shade, and the use of drought tolerant vegetation. For the built environment, the Guidelines discuss site development continuity, ensuring compatibility with existing development, minimizing impacts of service areas and locating them onsite, as well as guidance regarding lighting and signage throughout Old Town Scottsdale.

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

- **Building Mass, Form, & Scale** – Guidelines within this subsection discuss utilizing design as a means to reduce the apparent size and mass of buildings, and furthermore, how future development may complement, and transition to, the existing context area.

- **High-Rise Building Design** – This subsection provides guidance as to how design can shape the various components of high-rise buildings (podium, tower, penthouse) – ensuring buildings minimize visual impacts, fit within the surrounding context, and positively contribute to the Old Town skyline.

- **Parking** – Guidelines within this subsection discuss the importance of designing parking facilities that complement and contribute to the architectural and urban design of the neighborhood in which they are located.

- **Architectural Elements & Detail** – Guidelines within this subsection speak to the importance of strengthening the design of an area by repeating and aligning architectural elements; however, the Guidelines note that adding variety in architectural features may provide enhanced visual interest as well. Furthermore, building design may be utilized to activate the ground floor of buildings, adding interest to the pedestrian experience and producing buildings that are inviting.

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

Specialty Districts

Specialty Districts provide additional design direction, specific to the following areas within Old Town Scottsdale – Historic Old Town, Civic Center, and Arizona Canal. The change in number and location with regard to Specialty Districts within the Guidelines is a result of the evolution of downtown and a change in need for specificity for certain areas of Old Town. The areas now covered provide a focus on open space and large special events (Civic Center District and Arizona Canal District) as well as an affirmation of true design distinction from the rest of Old Town Scottsdale (Historic Old Town Design District). It should be noted that the remainder of Old Town not aligning with the specialty design districts, below, are provided guidance through the primary and supporting design guidelines within the sections noted above. The following summarizes the specificity provided to the Specialty Districts:

- **Historic Old Town Design District** – This Specialty District includes character-defining buildings indicative of the Frontier Town, Western design character – capturing the identity of this area of the downtown. Guidelines specific to this district help ensure that Historic Old Town's architectural and urban design attributes concerning Building Design; Storefront Design; Colors, Materials, and Site Furnishings; and Signs are maintained and strengthened.

- **Civic Center District** – This Specialty District is the central location of the City's primary government, cultural, community, and recreational facilities. Consequently, guidelines specific to this district speak to District Identity, Building Design, and Public Art.

- **Arizona Canal District** – This Specialty District has developed over time as a communal space where residents and visitors can gather. Focusing on the Arizona Canal, and adjoining public spaces and development areas, the guidelines specific to this district speak to District Identity, Building Design, and Public Art.

OUTREACH

Public outreach occurred with both the local Old Town community as well as the development/design community to inform the update and receive feedback on the draft document, including:

- 2 focus groups to inform and finalize the Historic Old Town Design District

- 2 focus groups regarding the entire draft Guidelines – composed of local architects, development team members, and stakeholders that have experience working in Old Town.

Furthermore, the draft Old Town Scottsdale UDAG has been solicited for public comment online since February 20, 2019.

Finally, staff presented to the Development Review Board numerous times regarding the various sections of the draft Guidelines to solicit feedback, including:

- January 3, 2019 – Staff presented the Board with background information regarding the Downtown Urban Design and Architectural Guidelines, discussing the update process and timeline

- March 21, 2019 – Staff provided an overview of the Human Connectivity and Site & Surrounding Context sections of the draft Old Town Scottsdale UDAG

- April 4, 2019 – Staff provided an overview of the Building Design section of the draft Old Town Scottsdale UDAG

- April 18, 2019 – Staff provided an overview of the Specialty District sections of the draft Old Town Scottsdale UDAG

Feedback received (Attachment 3) has been incorporated, as appropriate, into the Old Town Scottsdale Urban Design and Architectural Guidelines currently before the Development Review Board for possible adoption (Attachment 2).

STAFF RECOMMENDATION

Staff recommends that the Development Review Board, in accordance with section 1.902(3) of the Scottsdale Zoning Ordinance, adopt Resolution No. 7, adopting the Old Town Scottsdale Urban Design and Architectural Guidelines as the design guidelines for Old Town Scottsdale.

RESPONSIBLE DEPARTMENTS

Planning & Development
Long Range Planning Services
Current Planning Services

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APPROVED BY

Taylor Reynolds, Project Manager

4-23-2019

Date

Erin Perreault, Long Range Planning Director

04-23-2019

Date

Steve Venker, Development Review Board Coordinator

4/23/19

Date

Randy Grant, Planning & Development Director

4/23/19

Date

ATTACHMENTS

1.   Resolution No. 7
2.   Old Town Scottsdale Urban Design & Architectural Guidelines
3.   Draft Old Town UDAG Feedback Matrix – April 26, 2019

RESOLUTION NO. 7

A RESOLUTION OF THE DEVELOPMENT REVIEW BOARD OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, DECLARING AS A PUBLIC RECORD, AND ADOPTING IN ITS ENTIRETY, THE OLD TOWN SCOTTSDALE URBAN DESIGN AND ARCHITECTURAL GUIDELINES.

WHEREAS, in section 1.902(3) Powers of the Development Review Board of the Scottsdale Zoning Ordinance, the City Council authorizes the Development Review Board to adopt design policies and guidelines that support the character and design goals and policies of the General Plan; and

WHEREAS, the Development Review Board, by the authority granted by the City Council, wishes to adopt the Old Town Scottsdale Urban Design and Architectural Guidelines in its entirety.

THEREFORE, LET IT BE RESOLVED, by the Development Review Board of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That certain document entitled the "Old Town Scottsdale Urban Design and Architectural Guidelines" is adopted to serve as design guidelines for Old Town Scottsdale, the boundaries of which are depicted in the Old Town Scottsdale Character Area Plan.

Section 2. That certain document entitled the "Old Town Scottsdale Urban Design and Architectural Guidelines" is hereby declared to be a public record, three electronic and/or print copies of which are on file in the Planning and Development Services Department, and are ordered to remain there for public use and inspection.

Section 3. This Resolution shall become effective 30 days after adoption by the Development Review Board.

PASSED AND ADOPTED by the Development Review Board of the City of Scottsdale, Maricopa County, Arizona this 2nd day of May, 2019.

ATTEST: DEVELOPMENT REVIEW BOARD,
                                                         a board of the City of Scottsdale

By:_____   By:_____
    J. Stephen Venker   Suzanne Klapp
    Development Review Board Coordinator   City Council Representative,
                                                    Board Chair

APPROVED AS TO FORM:

By:_____
   Joseph Padilla, Deputy City Attorney

Old Town

SCOTTSDALE

URBAN DESIGN & ARCHITECTURAL GUIDELINES

ACKNOWLEDGMENTS

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OLD TOWN SCOTTSDALE

Old Town is the dynamic civic and cultural heart of Scottsdale. The diverse, vibrant districts in Old Town are walkable and interconnected. Old Town embraces its southwest, desert heritage while remaining flexible to adapt to change over time. The character of Old Town Scottsdale celebrates the historic, contemporary, and future potential of downtown as a place where the new west meets the old west. The focus of Old Town Scottsdale's character is it's pedestrian environment, which includes architectural and urban design, open space into the urban fabric, the integration of the natural and built environments into building and site design, and the connections between people and places, movement, and urban form.

OLD TOWN SCOTTSDALE CHARACTER AREA PLAN & OLD TOWN SCOTTSDALE URBAN DESIGN & ARCHITECTURAL GUIDELINES

In 1984, the City Council adopted the Downtown Plan (the Plan), a long range policy document to guide growth and development decisions for the 1.5 square miles that make up Old Town Scottsdale. The Plan identified critical planning programs, initiatives, and studies to implement the community's vision for downtown, including an incentive based zoning program and the Downtown Urban Design and Architectural Guidelines (Guidelines).

Originally adopted by the City Council in 1986, the Guidelines articulate the urban design vision for downtown. In conjunction with the Downtown Zoning Ordinance, and aligned with the Scottsdale Sensitive Design Principles and the Design Standards and Policy Manual, the Guidelines provide direction on the character and design of downtown development. The Guidelines are utilized by land owners, tenants, development teams, city staff, the Development Review Board, Planning Commission, City Council, and community members, to publicly review physical development proposals in the context of the community's shared vision for downtown, as established in the Plan.

In 2006, recognizing the twenty year age of the Plan, as well as evolving community perspectives and downtown development changes, the City Council directed planning staff to update the Downtown Plan. The downtown planning process involved an extensive public participation program that concluded with the adoption of an updated plan by the Scottsdale City Council in June 2009.

As is customary with long range plans, a five-year review and assessment of the 2009 Downtown Plan was completed. This assessment concluded that the vast majority of the 2009 Downtown Plan implementation items had been achieved, and an update to the plan was warranted. Consequently, in 2017, Scottsdale City Council directed planning staff to conduct a public outreach and plan update process, which culminated in the unanimous Council adoption of an updated plan in 2018. As part of the plan update process, the plan title, graphic design, and content were updated to align with recent downtown branding efforts, thus the name change from Downtown Character Area Plan (Downtown Plan) to Old Town Scottsdale Character Area Plan.

QUALITY DESIGN

Although quality design is considered subjective, common design attributes can be established. Quality design is seamlessly woven into the surrounding context, both respecting and enhancing its surroundings. Another measure of quality design is its functionality and durability. A building should be constructed with both the present and the future in mind. Certain materials and construction methods should be used to create a building that will withstand the test of time. A design can be measured by what it contributes to the community. Quality design should not only meet individual needs, but should also meet the needs of the city as a whole.

DESIGN OBJECTIVES

Scottsdale has well-established community expectations for superior, quality design in its built environment. For decades, the site planning, and aesthetic design evaluation through the Development Review process, has instrumentally shaped the community. The Old Town Scottsdale Character Area Plan and the Guidelines provide the framework that guides individual developments – both public and private – as they visually and physically work together to define, shape, and enhance the image of Old Town Scottsdale. The majority of the downtown design objectives have been retained from earlier, community-created design goals, while others include updated language or represent completely new concepts. Collectively, these design objectives establish the community's aesthetic vision for Old Town Scottsdale.

The design objectives for Old Town Scottsdale include:

- *Protect the unique character of the Downtown Core and promote continuity of character in Old Town Scottsdale districts to create an environment that has both uniformity and variety.*
- *Strengthen pedestrian character and form new pedestrian linkages to create a walkable, human-scale environment.*
- *Maintain an interconnected downtown that includes a variety of mobility options.*
- *Create high quality, human-scale, downtown architecture that is influenced by the local and regional culture, climate, and Sonoran Desert landscape.*
- *Create a distinct landscape character, that contributes to a unified downtown.*
- *Create coherent and consistent street-spaces.*
- *Design within the context of each Old Town district and introduce new architectural and building designs that are compatible with the existing design to form a blend between new and old.*
- *Encourage property improvements, new development, and redevelopment to maintain a vibrant, lively, attractive downtown destination that provides opportunities for residents, visitors, and businesses.*

PURPOSE OF GUIDELINES

The Old Town Urban Design and Architectural Guidelines do not guarantee quality design, but rather serve as a decision-making tool to help give clarity to the community's values and expectation in Old Town Scottsdale design. During the design process, creativity and innovation are encouraged, thus these Guidelines are intended to be flexible, and to act as a tool to guide innovative, quality design. The Guidelines are meant to encourage and promote unique solutions to design opportunities and challenges. In conjunction with the Zoning Ordinance (Section 5.3006), the Design Standards and Policies Manual (DSPM), and the Americans with Disabilities Act (ADA), the Guidelines will direct design in a way that takes into account the larger context, complements the established character, encourages universal deign, enhances overall downtown identity, and upholds the values of the community.

Although the Guidelines apply to all development downtown, there are some larger projects and areas such as Scottsdale Fashion Square, Honor Health, Civic Center, and Historic Old Town that have City Council, Development Review Board, or Historic Preservation Commission-approved design specificity beyond the Guidelines, including: Master Sign Program, Development Plan, Design Plan, Municipal Use Master Site Plan, Master Environmental Design Concept Plan, and/or Historic Preservation Plan.

HOW TO USE THESE GUIDELINES

The guidelines provide recommendations for site development, building form, architectural, and landscape character to assure that new development is compatible with Old Town urban design goals and the character of existing development. The section below previews how the Primary and Supporting Guidelines, along with the graphic illustrations and photos, work together to help shape Old Town urban and architectural design.

Primary Guidelines are the main recommendations to bring the Old Town design objectives and built environment to fruition. The **Supporting Guidelines** provide various ways in which the Primary Guideline is accomplished.

Photographs of existing conditions throughout Old Town give a real-world depiction of how Guidelines have (or have not) been followed.

Figures - in the form of hand-drawings - provide further clarity, allowing for the depiction of multiple guidelines (both Primary and Supporting) within a single graphic. Although mainly used as a device to depict what is encouraged within Old Town, there are several instances where figures note alternative solutions to a design challenge, as well as depict discouraged design approaches within Old Town.

Primary

17. Design buildings that are inviting.

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

Supporting

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.

75% building transparency, Type 1 Development.

Figure 6 - Outdoor/Patio Dining within the Building Setback Zone
(Refer to the DSPM & Section 5.3006 of the Scottsdale Zoning Ordinance)
Outdoor dining can be accommodated in several ways, but may not be appropriate in all locations. Ensure that outdoor dining does not interfere with pedestrian mobility, safety, and landscaping. Design outdoor dining so as to not encroach into the pedestrian clear width and areas beneath covered walkways.

ENCOURAGED - Dining Alcove Created by Varied Building Location
The preferred design locates outdoor dining in an alcove, on private property, created by varying the building location.

MORE SPECIFIC GUIDANCE

SPECIALTY DISTRICTS
This section of the guidelines provides specific design direction for three Specialty Districts - Historic Old Town, Civic Center, and Arizona Canal. The **Historic Old Town Design District** contains guidelines to reinforce Frontier Town, Western character. The **Civic Center District** contains guidelines to emphasize the importance of the area's pedestrian and open space character. The **Arizona Canal District** contains guidelines that describe how design interacts with the canal corridor.

APPENDIX
This section of the document provides supplemental information regarding buildings that currently adhere to the specific guidelines of Historic Old Town and/or contribute to this district's Western design theme.

DOWNTOWN LAND USE & DEVELOPMENT TYPES

(Refer to the Scottsdale General Plan, Old Town Scottsdale Character Area Plan, & Section 5.3006 of the Scottsdale Zoning Ordinance)

The General Plan, Old Town Scottsdale Character Area Plan, and Scottsdale Zoning Ordinance all influence Old Town Scottsdale urban and architectural design. The General Plan land use designation for Old Town Scottsdale is Mixed-Use Neighborhoods. This designation focuses on human scale development with access to multiple modes of transportation, major regional access, and services. Mixed-Use Neighborhoods are intended to accommodate higher density housing combined with complementary office or retail uses, or mixed-use structures with residential above commercial or office. The Old Town Scottsdale Character Area Plan and the Downtown (D) District of the Zoning Ordinance further refine downtown into five land use designations, four development types, and ten districts. The Old Town districts identified in the Old Town Scottsdale Character Area Plan include Historic Old Town, Civic Center, Scottsdale Fashion Square, Arizona Canal, Scottsdale Arts, Fifth Avenue, Entertainment, Brown and Stetson, Medical, and the Garden District. The five Downtown Plan land uses that are aligned with, and implemented by, the Zoning Ordinance include: Downtown Civic Center, Downtown Core, Downtown Medical, Downtown Multiple Use, and Downtown Regional Use. The Old Town Scottsdale Character Area Plan also designates four Downtown Development Types.

Type 1 Development (low-rise development), is the Downtown Core, which encompasses all or portions of Historic Old Town, Scottsdale Arts and Fifth Avenue districts. The lower scale development of the core is established by the small lot development pattern and the grid of local streets and alleys. The urban design goals for the Type 1 Development/Downtown Core areas include:

- *Strengthen the human-scale elements of building design;*
- *Develop strong pedestrian linkages within the Downtown Core and to the surrounding downtown districts;*
- *Improve the quality and continuity of street-spaces; and,*
- *Create compatible architectural and landscape character.*

Type 2 Development (mid-rise development) areas encompass a large segment of Old Town, and include all or portions of the Civic Center, Arizona Canal, Scottsdale Arts, Fifth Avenue, Brown and Stetson, and Garden Districts. Type 2.5 Development (high-rise development) includes a very specific segment of Old Town located in a small area of the Fifth Avenue District. Type 3 Development (high-rise development) indicates locations where the greatest height and development intensity can occur in Old Town. These Type 3 areas include all of the Scottsdale Fashion Square District, the Medical District, and that portion of the Scottsdale Arts District immediately south of the Downtown Core and west of the Medical District. Since Type 2, Type 2.5, and Type 3 Development include mid- to high-rise buildings on large development sites, the urban design goals for these development types are similar, and include:

- *Develop unified street-spaces and continuity of design within the building setback zone;*
- *Develop pedestrian and vehicular linkages between adjacent, large projects;*
- *Provide consistent landscape plantings to achieve visual continuity;*
- *Visually and physically connect private open space with public space to extend the downtown pedestrian framework; and,*
- *Minimize the impacts of large development on neighboring properties through architectural design that reduces the apparent size and bulk of larger buildings.*
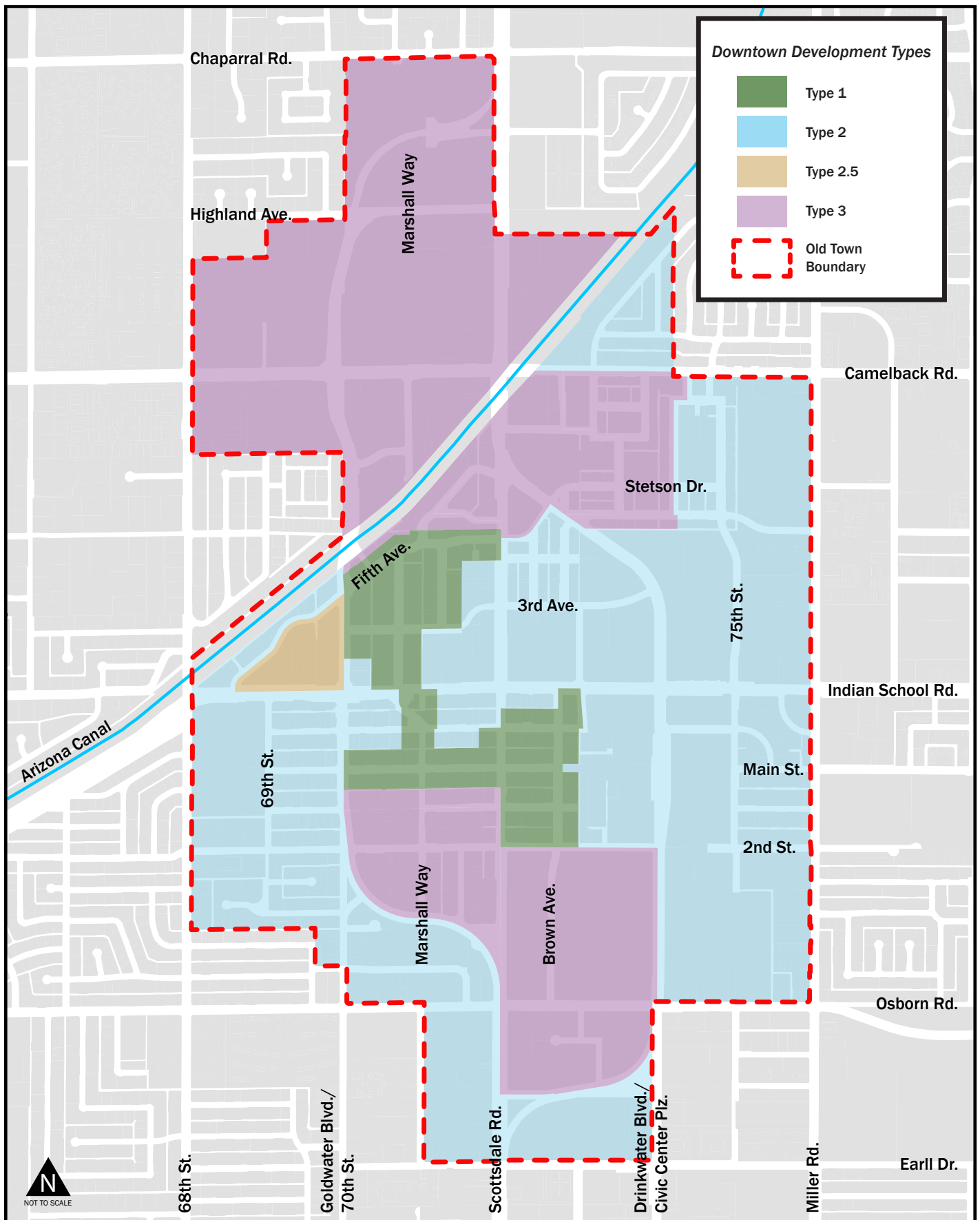
Downtown Development Types

- Type 1
- Type 2
- Type 2.5
- Type 3
- Old Town Boundary

Map 1 - Downtown Development Types

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Old Town Districts

- Historic Old Town District
- Civic Center District
- Scottsdale Fashion Square District
- Arizona Canal District
- Scottsdale Arts District
- Fifth Avenue District
- Entertainment District
- Brown & Stetson District
- Medical District
- Garden District
- Downtown Core Boundary
- Old Town Boundary

Chaparral Rd.

Highland Ave.

Marshall Way

Camelback Rd.

Stetson Dr.

Fifth Ave.

3rd Ave.

75th St.

Indian School Rd.

69th St.

Main St.

2nd St.

Arizona Canal

Marshall Way

Brown Ave.

Osborn Rd.

68th St.

Goldwater Blvd./ 70th St.

Scottsdale Rd.

Drinkwater Blvd./ Civic Center Plz.

Miller Rd.

Earll Dr.

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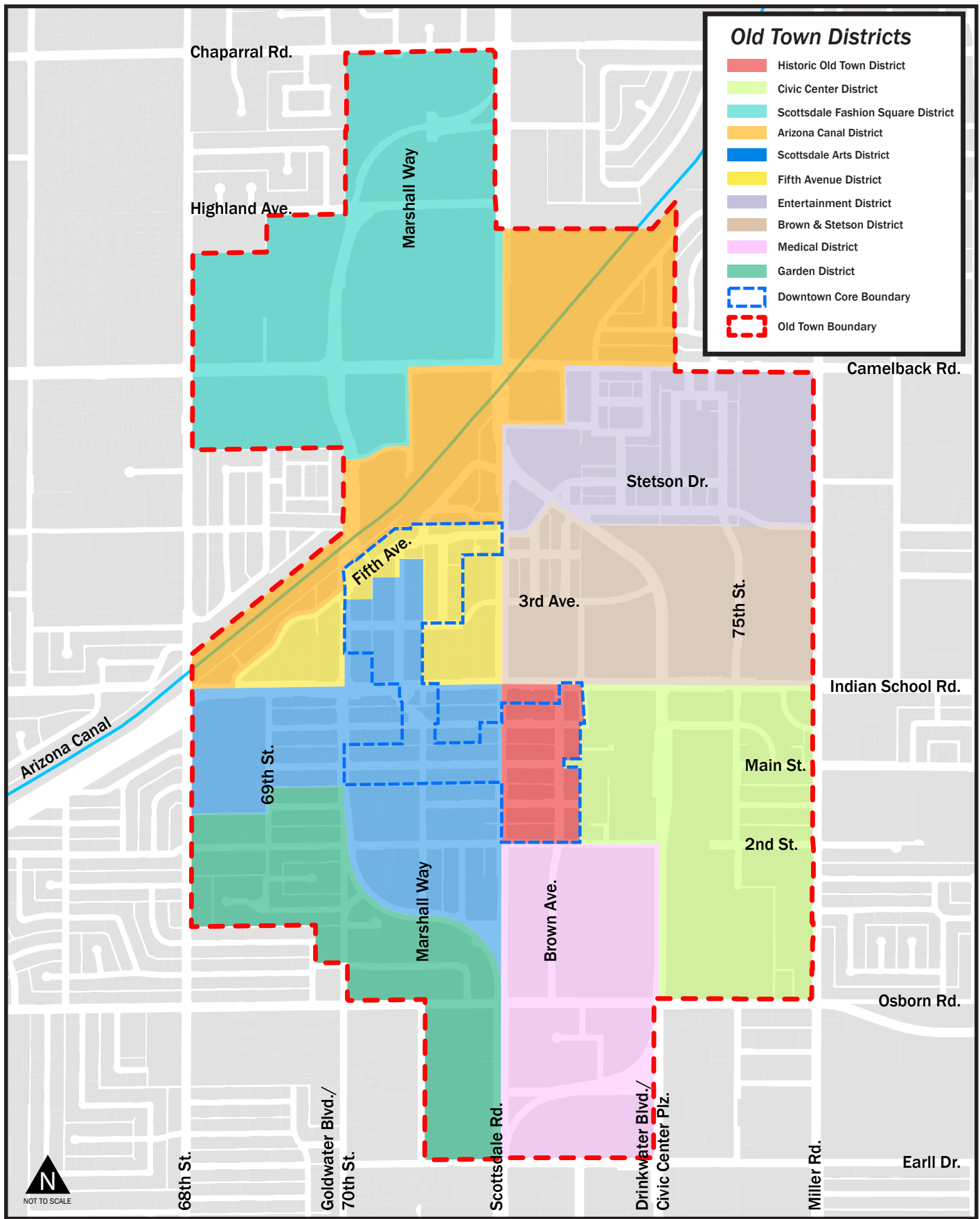
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Map 2 - Old Town Districts

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Pedestrian character serves as an attraction to visitors, supports business vitality, and encourages social interaction valued by residents. The pedestrian experience should be enjoyable, safe, and convenient so that walking in Old Town is a viable mobility choice. All new development should be designed to support pedestrian needs, and contribute to the overall pedestrian network. The Old Town Scottsdale Character Area Plan identifies a hierarchy of primary pedestrian corridors that connect the Downtown Core and Old Town districts to one another, the city, and the region.

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.

        1.3   Maintain the Old Town pedestrian grid pattern found within the context of each Old Town district. (See Map 2 - Old Town Districts)

        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.

Figure 1 - Elements of an Interconnected & Walkable Downtown
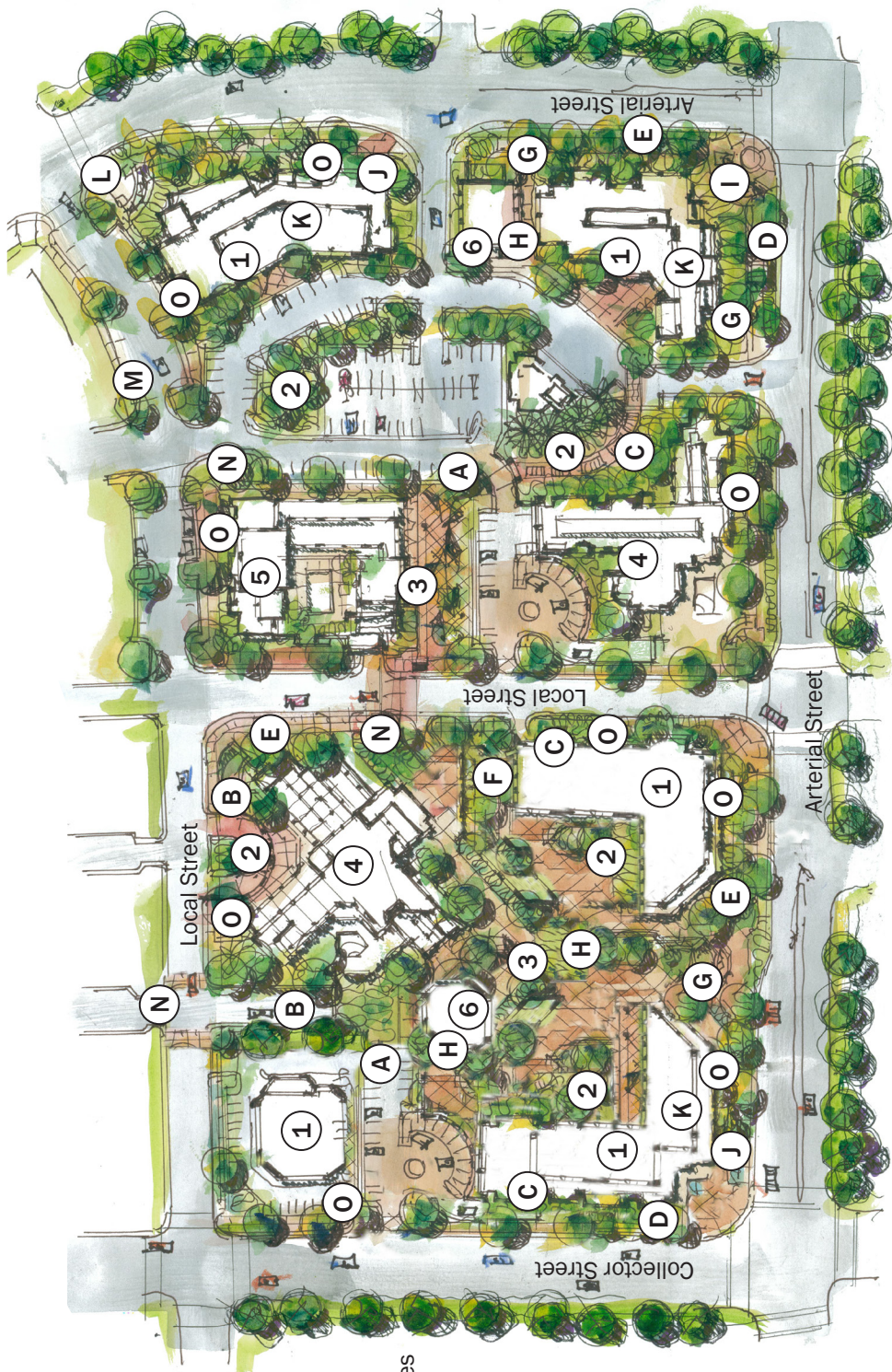
Uses and Features
1 - Office
2 - Courtyard
3 - Plaza
4 - Hotel
5 - Residential
6 - Restaurant

A - Pedestrian connections between neighboring buildings, adjoining sites, and the street
B - Access to underground parking
C - Covered and shaded walkways, passageways, courtyards, and plazas link neighboring development and expand the pedestrian network
D - Transit stop
E - Consistent, universal streetscape design applied to both sides of the street to accommodate all ages and abilities
F - On-site building service and loading areas are coordinated with pedestrian facilities to avoid conflicts
G - Pedestrian access at regular intervals
H - On-site outdoor dining opportunity
I - Corner open space, per Scottsdale Zoning Ordinance
J - Unifying landscape and consistent sidewalk design help link neighboring developments
K - Building provides street-facing and interior-facing entrances
L - Curb extension for enhanced pedestrian safety
M - On-street parking to buffer pedestrians
N - Mid- and end-block crosswalk and access points link neighboring developments
O - Pedestrian-supportive amenities such as seating and shade are provided at regular intervals.

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.

The outdoor furniture, paving, and landscape plantings provide a unified appearance in Old Town that contributes to the overall character of the street and area.

Consistent building setbacks, and a streetscape featuring linear and rhythmic tree plantings, provide street-space continuity.

Landscape planting along Camelback Road is linear and rhythmic with occasional accent features.

Dining area maintains the open feel at the street corner, and connects indoor and outdoor space.

Outdoor dining located within the bounds of an interior courtyard and visible from the street. Permanent improvements are on private land.

Outdoor dining features, such as lighting, railing, and tables/chairs, are mobile in order to avoid permanent improvements in the public right-of-way.

2.6   Locate outdoor dining where it will not impede public right-of-way, pedestrian clear widths, landscape areas, and other locations needed for safety and mobility.

2.7   Design outdoor dining improvements to maintain the openness of the adjacent street or open space by utilizing permanent fencing that is low and predominantly transparent. Specifically, these low walls/fences are to be a maximum of 3 feet in height and be 80% transparent.

2.8   Accommodate table seating, lighting, menu signs, host stations, patron queuing, and other features associated with outdoor dining and entertainment venues, on private land.

2.9   When outdoor dining space is separate from the building, design access to minimize conflict with the pedestrian clear width.

Figure 2 - Building Setback Zone - Encouraged & Discouraged
(Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

The pedestrian environment is supported by internal connections, links between sites, and route choices. Building location establishes a consistent setback pattern from the street and helps define the street-space.

ENCOURAGED - Practices that Support the Pedestrian Environment and Street-space Continuity

1 - Interior courtyard connections
2 - Frequent building entries connected to the street and neighboring developments
3 - Buildings are parallel to the street, observe a common setback, and are closely spaced - forming a continuous building edge and defined street-space
4 - Minimal driveway cuts
5 - Streetscape continuity
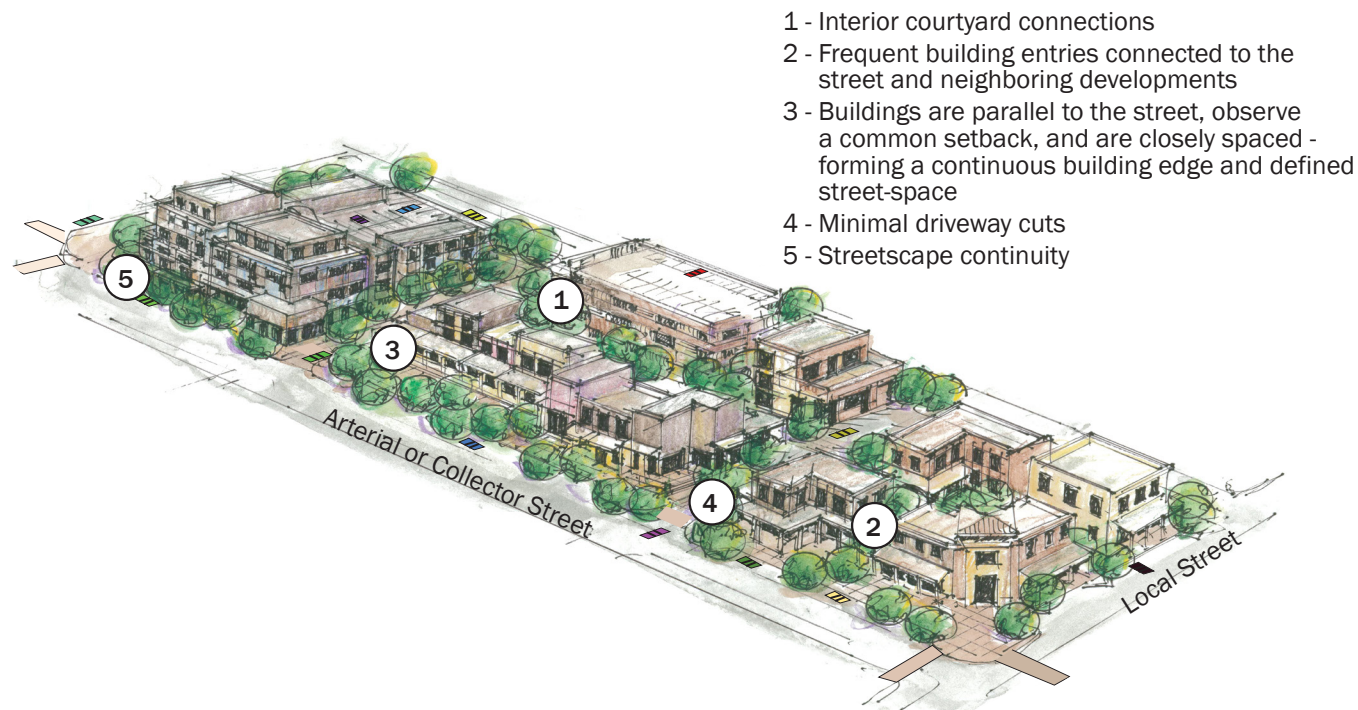
DISCOURAGED - Practices that Detract from the Pedestrian Environment and Street-space Continuity

1 - Site design lacks interior courtyard connections
2 - Inward-focused buildings do not connect to the street and neighboring developments
3 - Varied building location, spacing, and orientation create undefined and inconsistent street-space
4 - Frequent driveway cuts disrupt streetscape continuity
5 - Inconsistent landscaping and streetscape continuity
6 - Infrequent building entries, blank walls, and lack of shade detract from the pedestrian environment

Figure 3 - Building Setback Zone - Setback/Stepback Plane Exceptions

(Refer to the DSPM & Section 5.3006 of the Scottsdale Zoning Ordinance)

The street-space, or building setback zone, consists of the area between the street and the front building façade. Though the purpose and size of the street-space may vary depending on location and context, the primary function is to buffer pedestrians from vehicular traffic, provide for pedestrian circulation, and promote continuity of design along Old Town streets.

Portions of cornices, eaves, parapet walls, fireplaces, chimneys, canopies, sidewalk covers, balconies, terraces, walls, railings, and patios are allowed as exceptions to the established building setback and stepback plane per the Scottsdale Zoning Ordinance, if such improvements contribute to the pedestrian experience.

Exceptions to Building Setback and Stepback Plane per the Scottsdale Zoning Ordinance:

1 - Covered sidewalk/arcade, building projection
2 - Fireplace/chimneys
3 - Staircase, stairwell/elevator core
4 - Window awnings and balconies
5 - Patios, terraces, and canopies

Other Features Depicted:

6 - Curb Line
7 - Building setback line
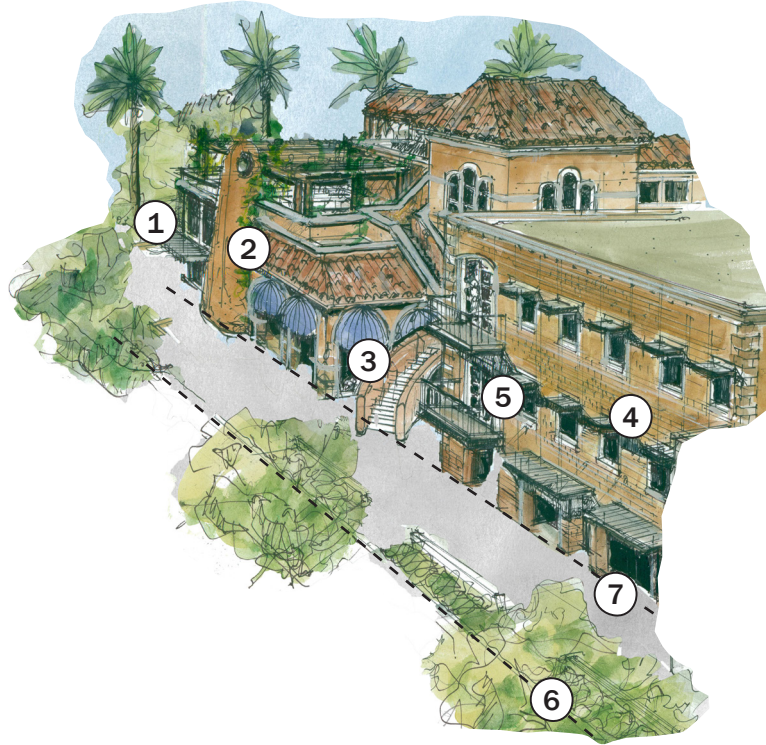
Figure 4 - Commercial Area Building Setback Zone - Pedestrian Environment

1 - Building setback
2 - Pedestrian Clear Width per DSPM
3 - Street furniture located within building setback
4 - Covered sidewalk/ arcade, building projection
5 - On-street parking buffers pedestrians from traffic
6 - Curb Line

Figure 5 - Residential Building Setback/Stepback Plane Exceptions

(Refer to the DSPM & Section 5.3006 of the Scottsdale Zoning Ordinance)

When residential units occupy the ground floor, direct street access is encouraged. Design residential development to clearly distinguish between public and private areas, while maintaining a sense of openness and space.
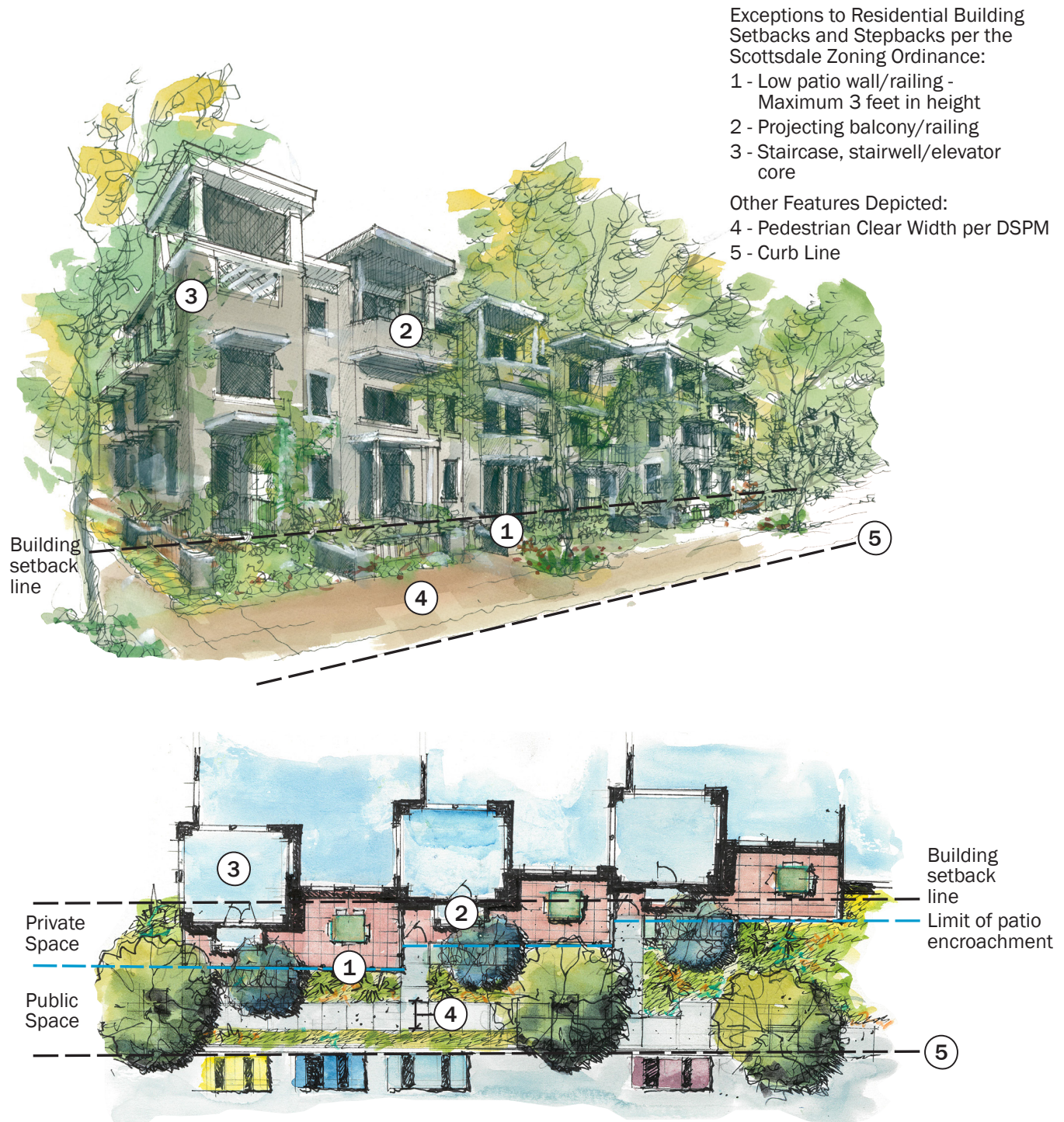
Exceptions to Residential Building Setbacks and Stepbacks per the Scottsdale Zoning Ordinance:

1 - Low patio wall/railing - Maximum 3 feet in height

2 - Projecting balcony/railing

3 - Staircase, stairwell/elevator core

Other Features Depicted:

4 - Pedestrian Clear Width per DSPM

5 - Curb Line

Figure 6 - Outdoor/Patio Dining within the Building Setback Zone

(Refer to the DSPM & Section 5.3006 of the Scottsdale Zoning Ordinance)

Outdoor dining can be accommodated in several ways, but may not be appropriate in all locations. Ensure that outdoor dining does not interfere with pedestrian mobility, safety, and landscaping. Design outdoor dining so as to not encroach into the pedestrian clear width and areas beneath covered walkways.

ENCOURAGED - Dining Alcove Created by Varied Building Location

The preferred design locates outdoor dining in an alcove, on private property, created by varying the building location.

1 - Building setback from curb line
2 - Pedestrian Clear Width per the DSPM
3 - Outdoor dining patio with low, open railing/wall - Maximum 3 feet in height, 80% transparent
4 - Varied building location
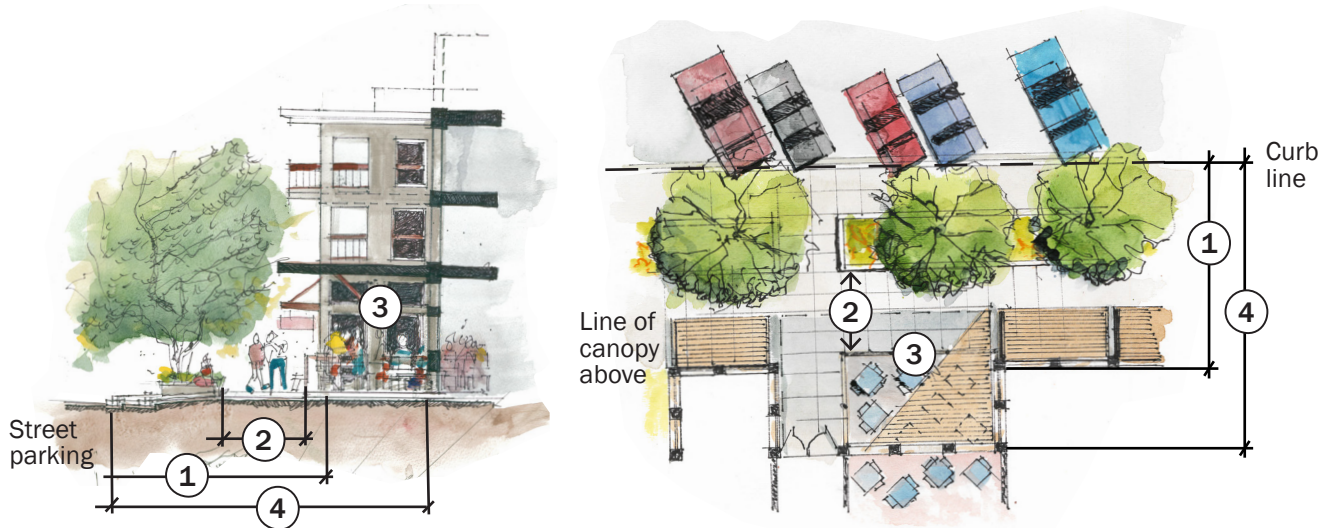
Alternative Solution - Dining Patio within the Street-space

This alternative solution separates the outdoor dining area from the building; however, pedestrian clear width is maintained.
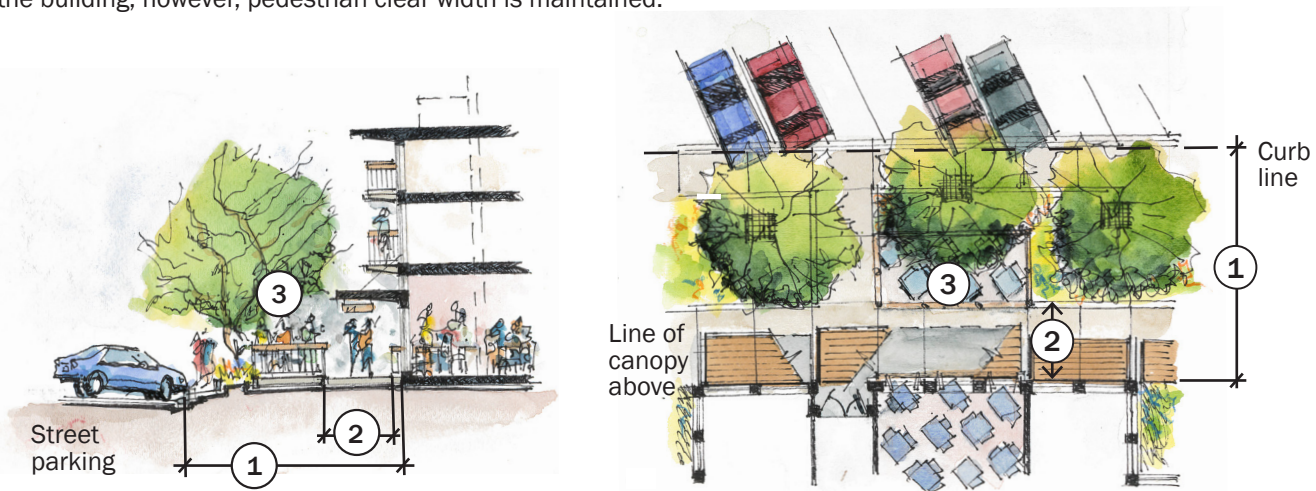
DISCOURAGED - Compromised Pedestrian Environment

1 - Building setback from curb line
2 - Pedestrian Clear Width, non-compliant with the DSPM
3 - Outdoor dining patio with low railing/wall - 80% transparency not observed
4 - Outdoor dining located beneath a covered walkway is discouraged. Covered walkways are architectural elements that support barrier-free pedestrian mobility

Incorporation of public open space into Old Town developments provides for both active and passive human interaction.

The private open space of Scottsdale Artist School complements the adjacent public open space, providing an expanded experience for artist activities.
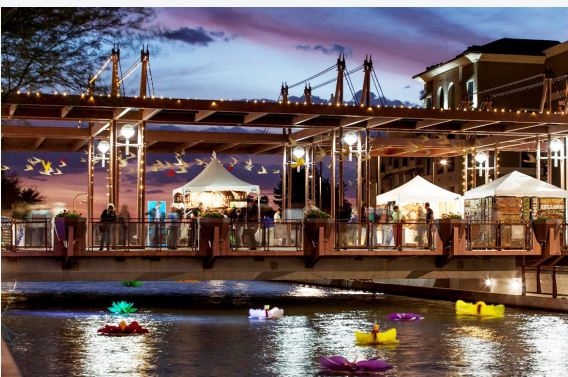
Incorporation of permanent infrastructure, such as the Marshall Way Bridge, in open spaces supports day-to-day activities and events year-round.

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.

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.

4.2   Understand the relationship between open spaces and adjacent buildings. Connect public open space with adjacent private space, such as ground floor uses. Design adjacent buildings as the "walls" that frame open spaces, where covered walkways, vertical plant materials, or other design treatments define this vertical edge.

4.3   Connect the open spaces of neighboring development sites through common entry courts, linked courtyards and patios, and via coordinated landscape.

4.4   Distinguish between public and private spaces. Design public spaces to be transparent and welcoming, and design private spaces to have a larger sense of privacy. Provide a clearly defined transition between public and private space.

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.

Connect open spaces to other spaces such as walkways, gathering and activity areas, and adjacent development sites.

The adjacent buildings frame the public open space in Stetson Plaza. Outdoor patios and open space areas are physically connected by pedestrian paths, stairs, and ADA accessible ramps.

Connect public space and private space utilizing a clearly defined transition between the two. The residential development shown above utilizes a low, transparent wall and plant material to distinguish the boundary between public and private areas.

Figure 7 - Residential - Separation of Private & Public Space
(Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

Residences may provide physical separation between private outdoor space and public open space with low railing/walls (maximum 3 feet in height) and/or raised planters if designed to maintain a sense of openness.

1 - Building is setback and steps away from open space

2 - Low railing/wall, maximum 3 feet in height

3 - Residential entrance and semi-private outdoor living area serve as a transition between public and private space

Figure 8 - Corner Open Space at Arterial Intersections
(Refer to Old Town Scottsdale Character Area Plan & Section 5.3006 of the Scottsdale Zoning Ordinance)

Provide open space areas at arterial intersections for pedestrian mobility. Link these open space areas to other public areas.
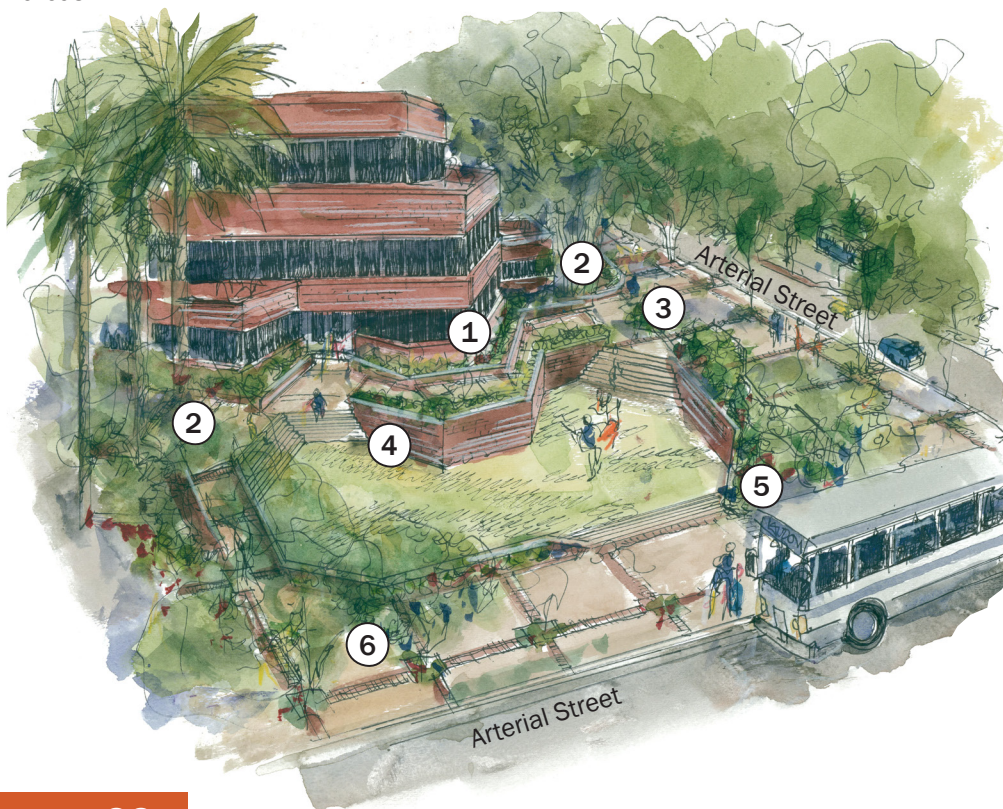
1 - Building design activates corner plaza

2 - Building relates to both streets

3 - Shaded walkways link to other public spaces

4 - Varied formal and informal seating arrangements

5 - Transit stop activates plaza

6 - Decorative paving

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Integration of development into the natural and built environments is critical to strengthening the continuity of character throughout Old Town. People-oriented urban design should be reinforced by landscape planting, street furniture, decorative paving, and lighting. The image created by these design elements should be consistent with the Sonoran Desert identity, providing an abundance of shade, color, and varied textures and forms. New development should be designed to respect the established building scale and architecture, in order to strengthen present character.

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.

Figure 9 - Pedestrian Shade in Type 2, 2.5, & 3 Development Areas
(Refer to the DSPM & Section 5.3006 of the Scottsdale Zoning Ordinance)
Pedestrian shade is provided through a combination of covered walkways and shade trees.

Curb line

1 - Building setback from curb line
2 - Pedestrian Clear Width per DSPM
3 - Street trees and landscaping provide shade and safely separate pedestrians from vehicular traffic
4 - Architectural shade/building projections - exceptions to building setback/stepback
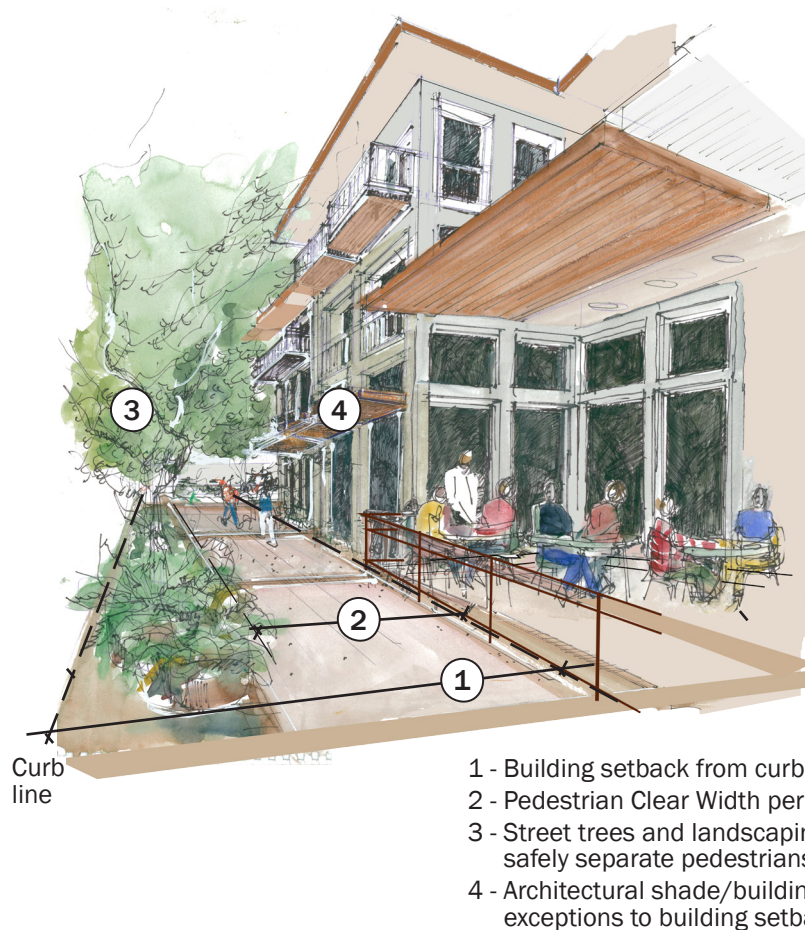
Figure 10 - Exposure to Sunlight & Heat Gain

North
Northern exposures receive little direct sunlight or heat gain, while providing opportunity for daylighting with north light.
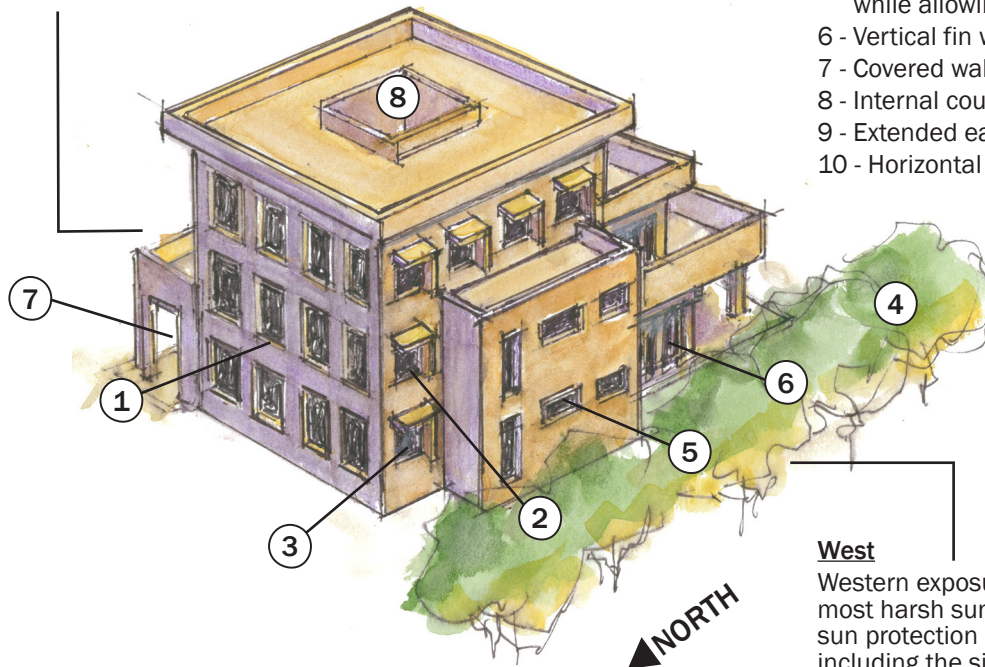
Architectural Response to Solar Exposure and Heat Gain
1 - Deeply recessed opening
2 - Well insulated window glass
3 - Wrap-around awning (horizontal and side)
4 - Landscape screens the building wall
5 - Slot Window provides sun protection, while allowing connection to the outside
6 - Vertical fin wall or louver
7 - Covered walkway
8 - Internal courtyard
9 - Extended eaves and roof overhang
10 - Horizontal awning

West
Western exposures are subject to the most harsh sun of the day. Incorporate sun protection into architectural design, including the size and pattern of windows.

South
Design southern exposures to protect against intense sunlight and heat during the summer, while the winter sun's warmth can be desirable.
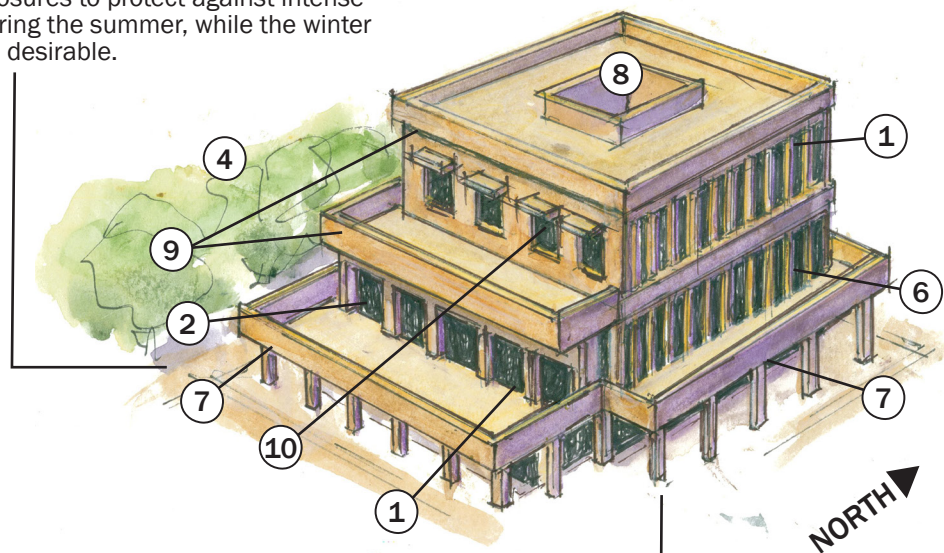
East
Eastern exposures receive early, less intense light and heat. If eastern sun is a concern, apply similar methods as those used for western façades.

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 multi-purpose, 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.

Landscape plantings enhance the pedestrian experience and can reinforce the Sonoran Desert sense of place in Old Town.

Despite urban environment challenges, the multi-trunked trees have been planted with adequate room to accommodate mature growth and maintenance needs.

Landscape planting can damage sidewalks, building foundations, and utilities if not located appropriately to allow for mature growth and maintenance needs.

INCORPORATION INTO THE BUILT ENVIRONMENT

7. **Ensure continuity of site development.**

The site plan, building arrangement, and orientation of uses should coordinate with neighboring properties.

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

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

7.3 Design site layouts to appropriately integrate historic resources into new development.

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

Figure 11 - Continuity of Site Development
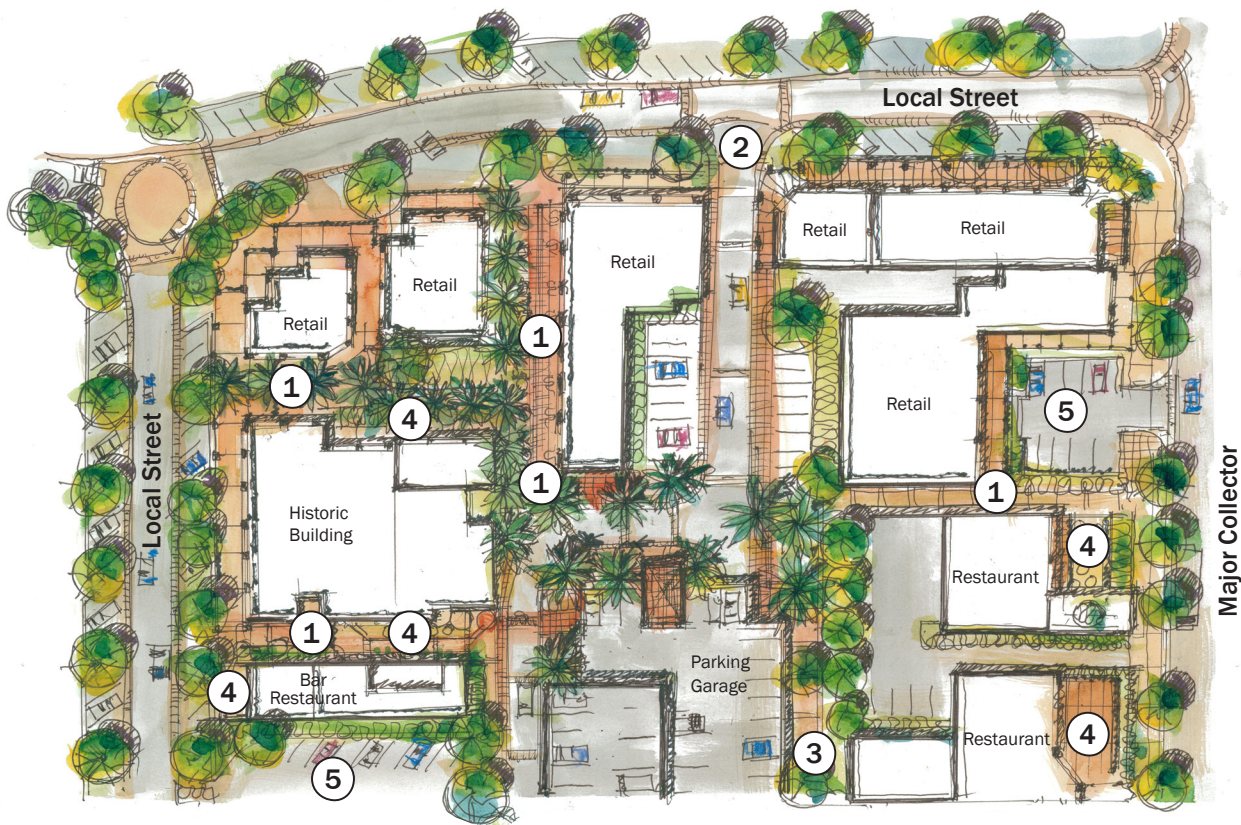
1 - Passages and courtyards connect interior parking to the street, sidewalk, and front business entrances
2 - Alley provides access to parking and is enhanced for pedestrian use
3 - Passageway to other businesses
4 - Orient outdoor dining and other uses toward streets and other pedestrian areas
5 - On-site parking along a public street is discouraged

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.

The balance between the new building design of the fire station with the existing church design (foreground) is strengthened by shared features such as concrete block as a key material, tower and roof features with similar geometry, similar roof pitch, street continuity, and metal picket fencing.

The redevelopment of the Hotel Valley Ho includes the integration of a new tower adjacent to the existing historic hotel (foreground).

The Cavalliere blacksmith shop (left) is among the oldest buildings in Scottsdale. The office building (right) steps down in height and utilizes integrally colored materials and a gently curving masonry façade to be compatible with the thick adobe walls of the historic building.

Service occurs within a courtyard screened from the street.

Alley service/deliveries and screened building equipment are encouraged.

Unscreened electrical equipment and blank building wall is highly discouraged, particularly facing a public street.

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.

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)

ENCOURAGED - Lighting from the adjoining plaza strategically highlights the architectural features of the building.

ENCOURAGED - Evenly-distributed lighting reinforces the importance of the pedestrian realm.

DISCOURAGED - Not all types of lighting are suitable for pedestrian areas. The use of unfiltered fluorescent lighting is strongly discouraged.

ENCOURAGED - Shingle signs contribute to pedestrian wayfinding and character of an area.

ENCOURAGED - Wall signs with cut-out letters illuminated from an internal indirect source are preferred.

DISCOURAGED - Internally lit cabinet signs are strongly discouraged in Old Town.

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.

11.7 Monument signs are prohibited in the Downtown Core (Type 1 Development areas) and strongly discouraged in all other areas of Old Town.

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BUILDING DESIGN

Old Town architecture should be influenced by the regional climate, character of the desert landscape, and a concern for human size and scale. Regional and local architectural traditions such as protection from the sun, strong shade and shadow patterns, massive character of walls, simplicity of materials and colors, and incorporation of courtyards are encouraged. Designing for human size and scale is essential to maintaining the people-oriented character of Old Town. Design principles regarding building mass, form, and scale, architectural details, and materials all help to create an inviting Old Town urban environment.

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)

Figure 12 - Old Town Development & Neighborhood Adjacency at the Old Town Boundary

(Refer to Sections 5.3006, 6.1308, & 6.1310 of the Scottsdale Zoning Ordinance)

Figure notes base setback and stepback development standards attributed to Type 1, Type 2, and Type 3 Developments, when adjacent to the Old Town boundary. Modifications to base development standards may be sought through City Council approval of a Planned Block Development (Section 6.1308 of the Scottsdale Zoning Ordinance) or Infill Incentive District (Resolution No. 8370).

150 ft.
Maximum height Type 3

150 ft. - Inclined stepback plane ends

Minimum Distance 350 ft.

Old Town Boundary

Single family Neighborhood

Minimum Distance 95 ft.

Inclined stepback plane changes

48 ft. Maximum height Type 1

90 ft. Maximum height Type 2

45 ft.

30 ft. Maximum height for Single-Family

15 ft.

10 ft.

25 ft.

⑥ ⑦ ⑤ ③ ④ ① ②
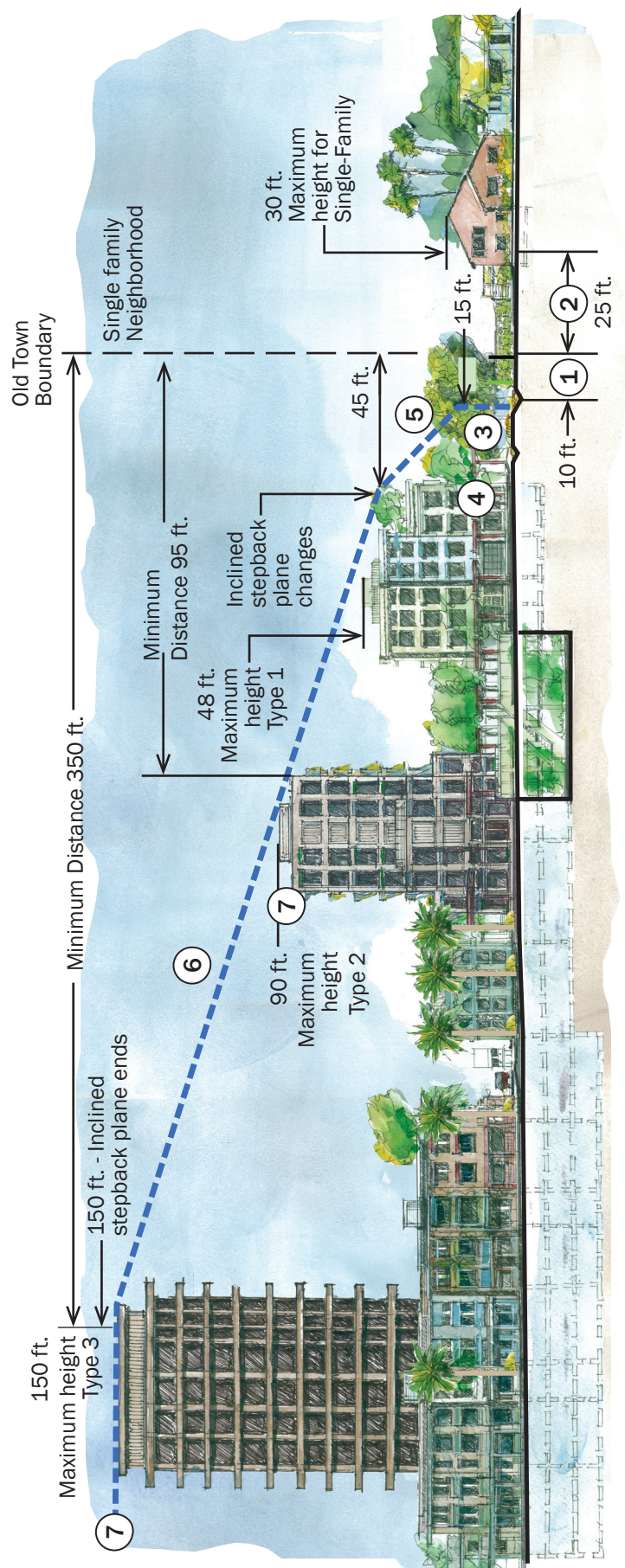
Building and Site Design per Scottsdale Zoning Ordinance

1 - Old Town development setback from single family neighborhood per Scottsdale Zoning Ordinance
2 - Single family required rear yard
3 - Densely planted landscape buffer and screen wall
4 - Architectural design and orientation of uses to minimize impacts
5 - Inclined stepback plane - 1 : 1
6 - Inclined stepback plane - 1 : 3
7 - Maximum height achievable under Planned Block Development Bonus Provisions (Sec. 6.1310)

Figure 13 - Old Town Development Type Compatible Transition

(Refer to Sections 5.3006, 6.1308, & 6.1310 of the Scottsdale Zoning Ordinance)

Figure notes base setback and stepback development standards attributed to Type 1, Type 2, and Type 3 Developments. Modifications to base development standards may be sought through City Council approval of a Planned Block Development (Section 6.1308 of the Scottsdale Zoning Ordinance) or Infill Incentive District (Resolution No. 8370).

Type 3 Development

Type 2 Development

Type 1 Development

Maximum height 150 ft.

Maximum height 90 ft.

Maximum height 48 ft.
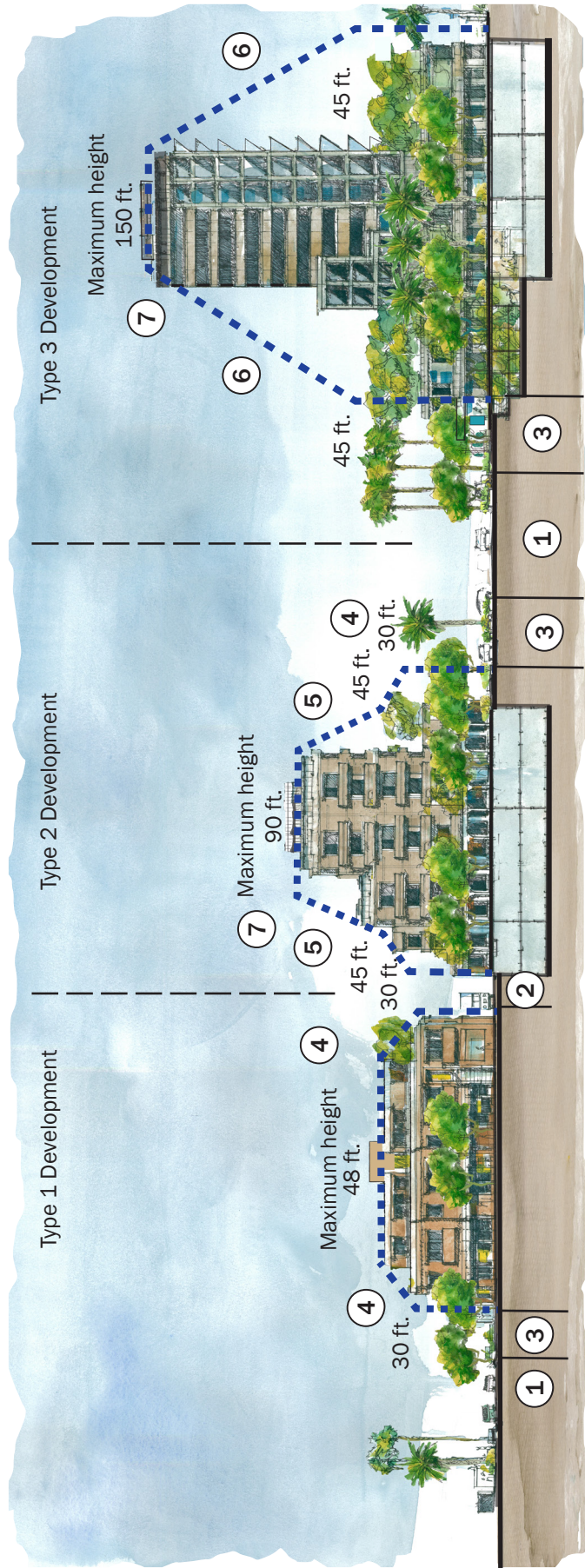
Building and Site Design per Scottsdale Zoning Ordinance

1 - Local Street
2 - Alley - No setback
3 - Building setback from local street
    Type 1 - 14 ft.
    Type 2 and Type 3 - 20 ft.
4 - Inclined stepback plane - 1 : 1
5 - Inclined stepback plane - 2 : 1
6 - Inclined stepback plane - 3 : 1
7 - Maximum height achievable under Planned Block Development Bonus Provisions (Sec. 6.1310)

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.

Figure 14 - Old Town Development Types, Building Design
(Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)
Methods to visually reduce building size and mass include, but are not limited to, setbacks, stepbacks, architectural features, and horizontal subdivision.

Type 1 Development
Low-rise Building
Up to 48 ft.

Type 2 Development
Mid-rise Building
48 to 90 ft.

Type 2.5 and 3 Development
High-rise Building
90 to 150 ft.
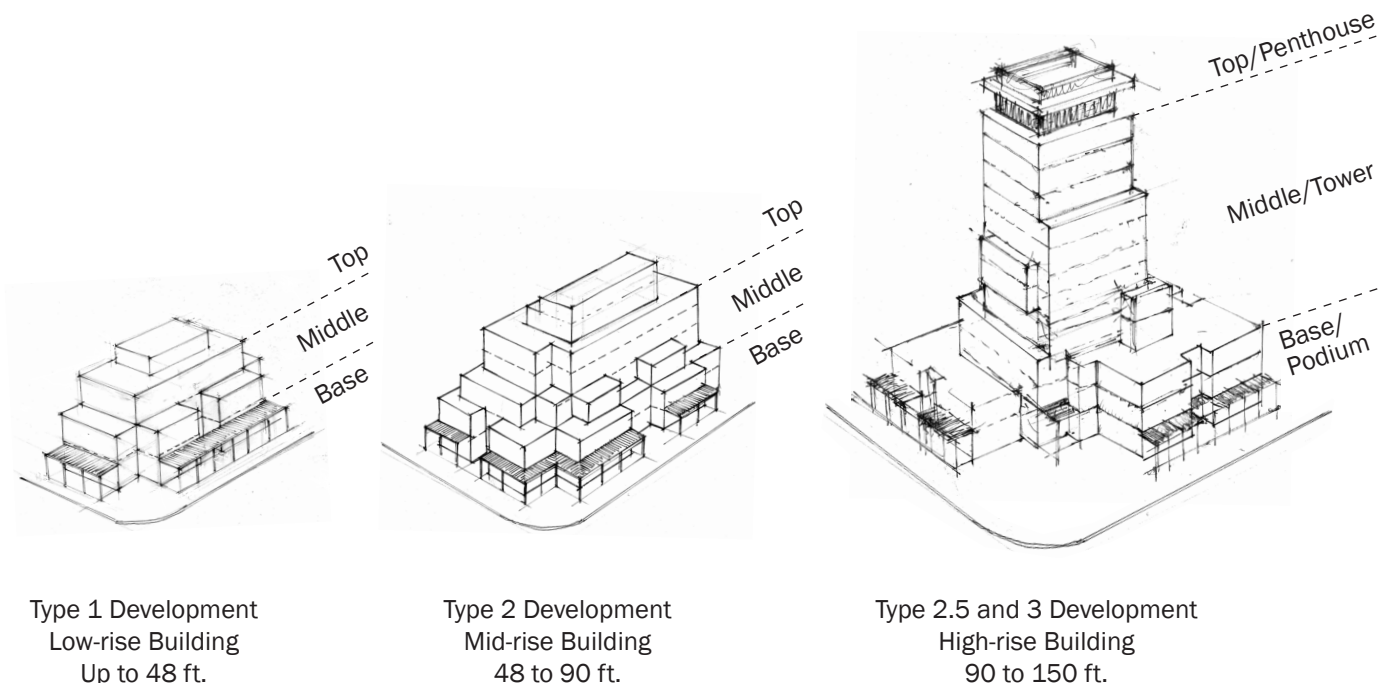
Figure 15 - Subdivide into Base, Middle, & Top to Reduce Apparent Building Size & Mass
(Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

All Development Types

Top
The top of a building appears visually lighter than the other sections. This could include more window area or the incorporation of more refined architectural detail and material variation.

Middle
The middle section of a building consists of solid walls with patterned groupings of windows and other architectural features.

Base
The base of the building has the most visual weight, thus anchoring the building to the ground plane and generating pedestrian interest.

Mid-rise Building Example

Top

Middle

Base

High-rise Building Example

Top/
Penthouse

Middle/
Tower

Base/
Podium
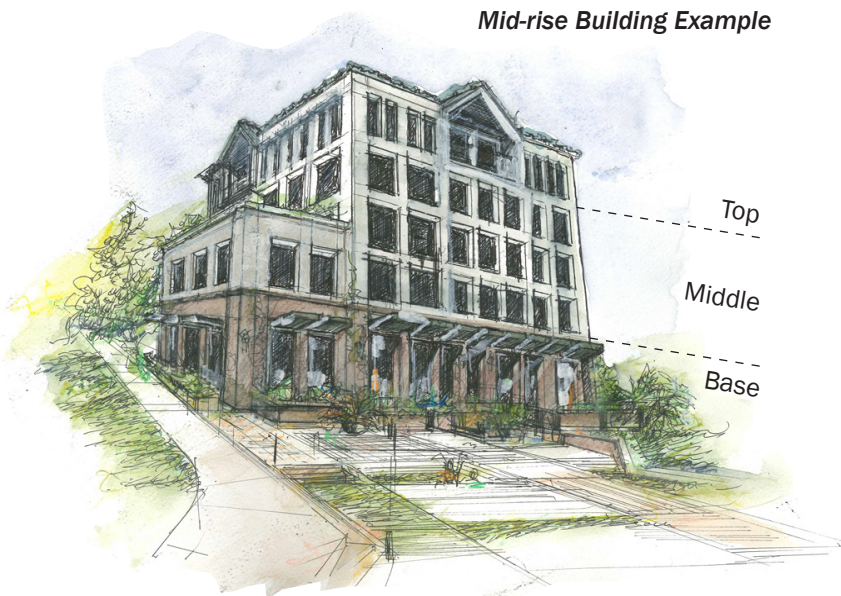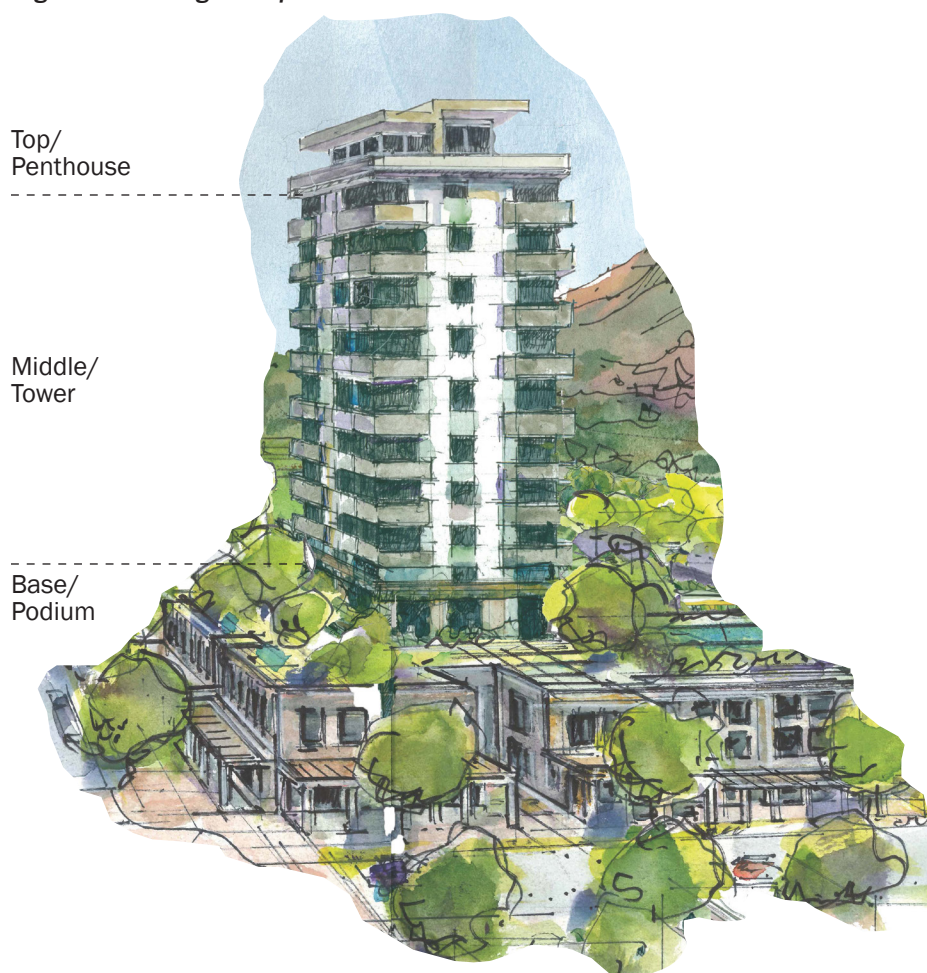
Type 2.5 and 3 Development

Top/Penthouse
The top, or penthouse, is the finishing element that defines the building from a distance. It is distinguished from the middle/tower section through stepbacks, enhanced material variation, and/or a unique articulation of building form.

Middle/Tower
The middle, or tower, is the main body of the building that gives the high-rise building its vertical orientation. Different uses will influence tower appearance and overall building identity. An obvious transition from the base is provided through stepbacks, articulation of wall patterns, shade elements, and/or balconies.

Base/Podium
The base, or podium, visually supports the tower and responds to the design of surrounding buildings and the pedestrian context. Incorporation of a ground-level arcade, frequent entrances, heavier materials, wainscot, and other base treatments all contribute to the appearance of the base anchoring the entire structure to the ground.

Figure 16 - *Subdivide Long Walls & Horizontal Building Mass*

Subdivide long walls and horizontal building mass by incorporating building breaks, off-sets, recesses, and/or horizontal wall plane projections so that an elongated development pattern is physically and visually segmented.

ENCOURAGED - *Building and Site Design Features*

1 - Building mass tapers away from the street with setbacks and stepbacks

2 - Varying building height and movement of the horizontal wall plane subdivide the building into smaller components

3 - Recessed and projecting balconies, recessed windows, and material variation break up the long, horizontal building mass

4 - Building spacing allows pedestrian access and views to interior block at 100- to 300-foot intervals

DISCOURAGED - *Building and Site Design Features*

1 - Walls are long, tall, and visually flat

2 - Implied stepback from change in materials, rather than physical stepback

3 - Parking structure divides units but still maintains a long, horizontal design with little relief

4 - Lack of physical break in building impedes pedestrian movement

5 - Monotonous window pattern lacks variation

6 - Building lacks recesses and projections, changes in the horizontal wall plane, and architectural features such as balconies and arcades
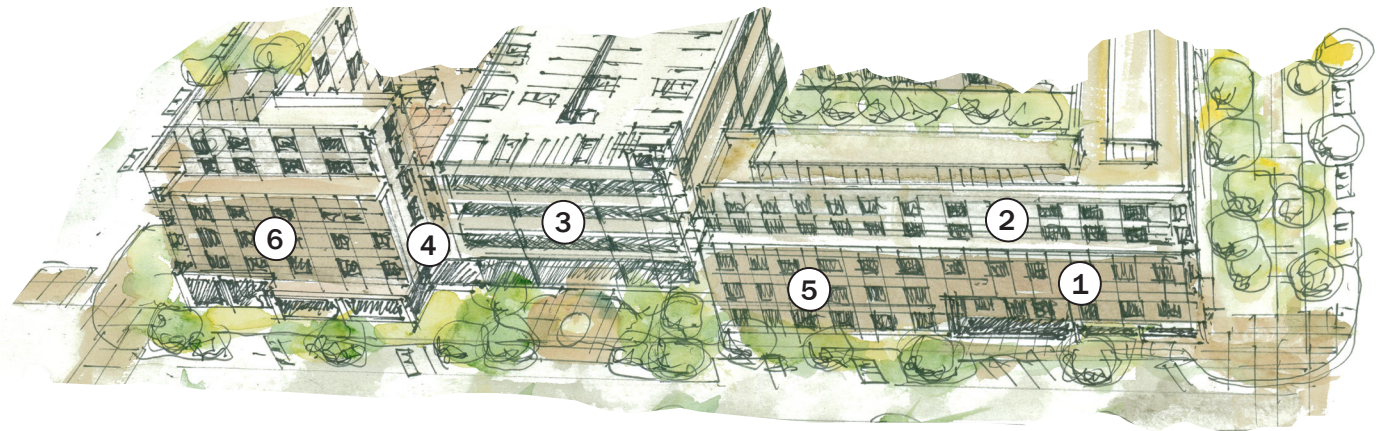
HIGH-RISE BUILDING DESIGN

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.

    14.2   Distinguish the middle/tower component from the base/podium with a pronounced stepback from the base/podium edge. Articulate the middle/tower mass by incorporating projections, recesses, and other architectural features that provide scale and create strong, pronounced patterns of light and shadow to visually define the middle/tower.

    14.3   Design the top/penthouse as a signature building element distinguished for its refined detail, enhanced material variation, and increased window area. Articulation of the top/penthouse defines the building from a distance, and makes a contribution to the quality and character of the Old Town skyline.

    14.4   Provide horizontal separation between high-rise towers to maximize views, minimize shadowing, and maintain access to light and air. Consider a minimum spacing between high-rise towers that is a distance of 1/2 the height of the tallest building within the development site and/or surrounding context area.

    14.5   Consider the potential for roof-top project amenities, such as common area, green roof development, and recreation facilities. Give special consideration to the orientation of the building, shadowing, and sensitivity of adjoining land uses with respect to amenity location and roof-top design.

    14.6   Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is more than three times greater than the building width.

    14.7   Utilize high-rise building design and placement to support and reinforce Old Town wayfinding.

Figure 17 - Multiple High-Rise Towers - Horizontal Separation, Placement, & Base/Podium

Maintain spacing between towers to maximize views, minimize shadowing, and retain access to light and air. High-rise towers with a defined base/podium provide a unified design and anchor the development site to the ground plane.
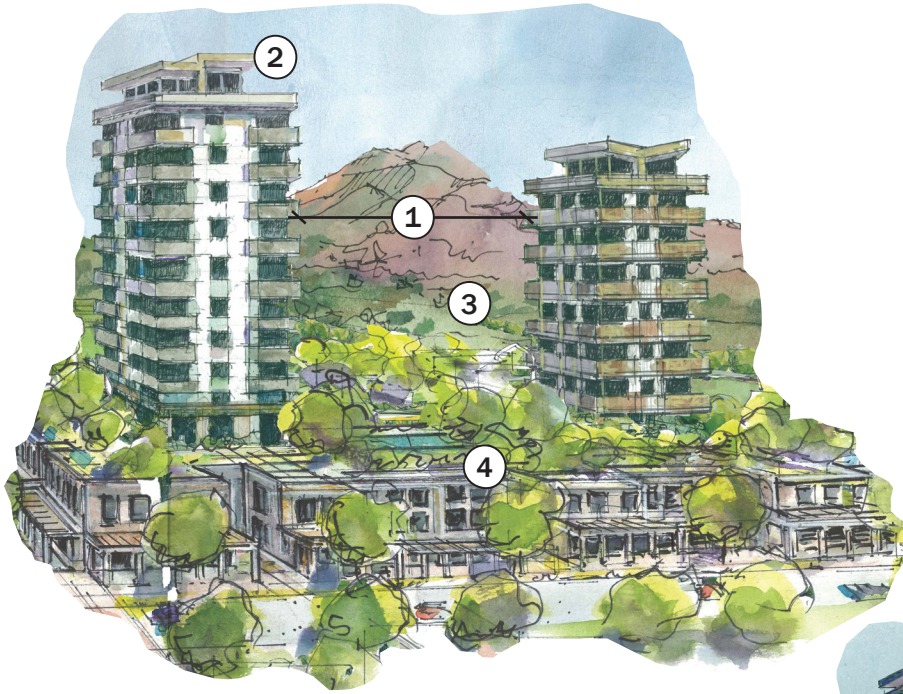
1 - Recommended spacing between high-rise towers is a distance of 1/2 the height of the tallest building within the development site and surrounding context area

2 - Tallest building within the development site

3 - Spacing maximizes views

4 - ENCOURAGED - Base/podium visually anchors the high-rise towers to the ground plane

5 - DISCOURAGED - High-rise towers without a base/podium component, that are "free-floating"

6 - DISCOURAGED - Distance between high-rise towers is less than 1/2 the height of the tallest building within the development site and surrounding context area
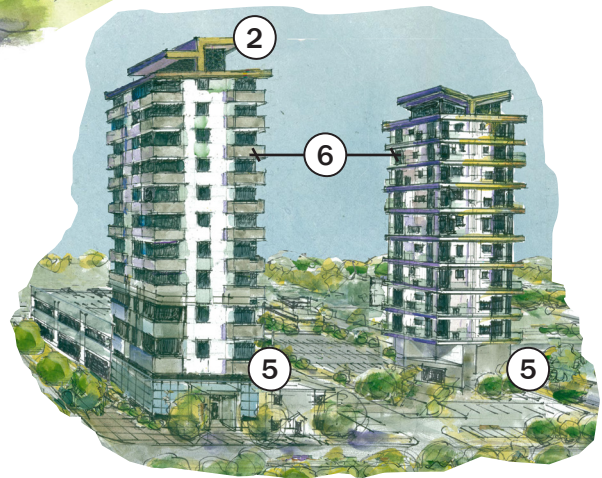
Figure 18 - Utilize Compact Floorplates in High-Rise Design

ENCOURAGED - High-rise tower with compact floorplates. Compact floorplates minimize shadowing while accenting and framing views.
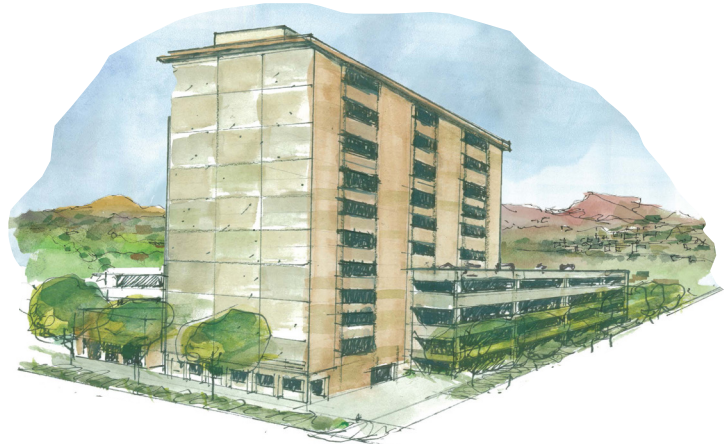
DISCOURAGED - High-rise tower with elongated floorplates greater than three times the building width. Elongated floorplates cast wide and long shadows and block, rather than frame, views.

Alternative Option - *High-rise tower with a floorplate where the length is less than three times the building width. Roof-top amenities, such as the green roof common area on the podium deck noted above, are encouraged.*
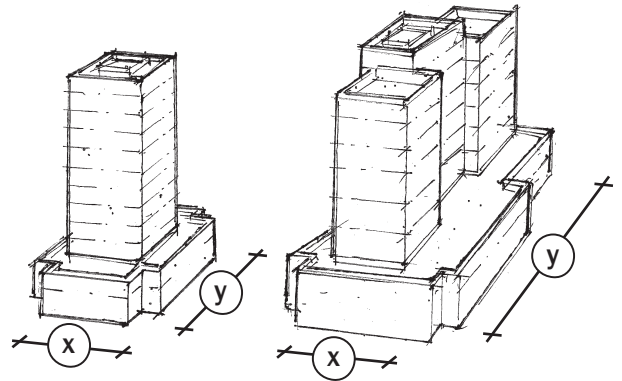
Floorplate Diagram - *High-rise tower floorplates where the length (y) is less than or equal to three times the building width (x) allow for variety in the use of the building and its massing.*

Figure 19 - High-Rise Buildings & Wayfinding
High-rise buildings can frame streets, gateways, and vistas.

High-rise buildings can influence the identity of a neighborhood, district, or park.

A high-rise building can serve as a landmark and a point of orientation.

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Minimize the apparent mass of a parking structure through building design and architectural features, stepbacks, and building articulation.

The corner of this parking garage is articulated as a stair tower giving the structure the appearance of a building.
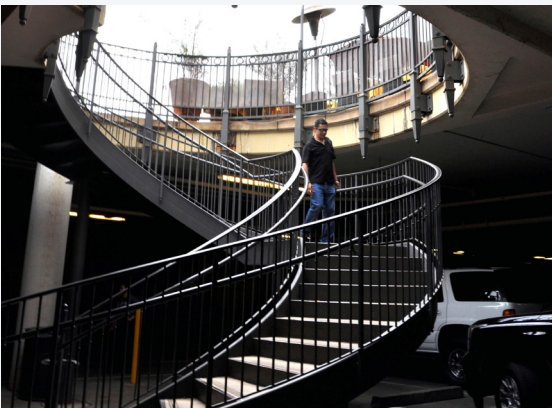
Underground parking design that provides natural light and air.

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.

   15.2 When developed above-grade, design the parking structure to integrate into the neighborhood context:
      • Reduce the apparent mass of a parking structure by stepping back upper levels;
      • Delineate sections in the building design;
      • Articulate corners;
      • Recess or offset the wall plane horizontally;
      • Design stair and elevator towers as distinct, taller masses, that intersect and balance with the horizontal emphasis of the structure while also orienting users to a point of entry; and,
      • Internalize ramps to minimize the angular geometry of the structure.

   15.3 When parking must be located adjacent to public areas, incorporate architectural features such as a rhythm of wall-mass to window-openings or variations in colors, materials, and textures to minimize the visual identity of an above-grade parking structure and disguise its basic structural components.

15.4   Design podium parking and ground floor levels of above-grade parking structures to incorporate active commercial or residential space, human-scaled elements, and design features.

15.5   Locate at-grade and above-grade parking facilities at the rear or interior portions of a site to minimize their visual impacts. When possible, provide vehicular access to these facilities from alleys, side streets, or private drives.

15.6   When parking must be located along the street, minimize the frontage by orienting its short dimension along the street edge and treat frontage appropriately.

15.7   Design the portions of above-grade parking structures adjacent to residential areas to maintain the rhythm and pattern of the overall architectural design, while minimizing openings to avoid noise and light transmission directed toward residences.
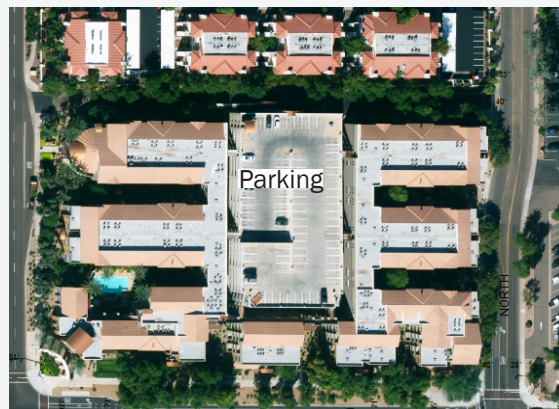
ENCOURAGED - Locate at- and above-grade parking facilities at the rear or interior portions of a site.

A single parking bay incorporated into the building design, and internal to the site, beneath the second floor.

DISCOURAGED - Podium parking with no active uses at the street level.

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Figure 20 - Structured Parking

ENCOURAGED - Structured Parking - Active Street Level Use

Incorporate active uses at the ground floor of parking structures at the street level to enhance the pedestrian experience.
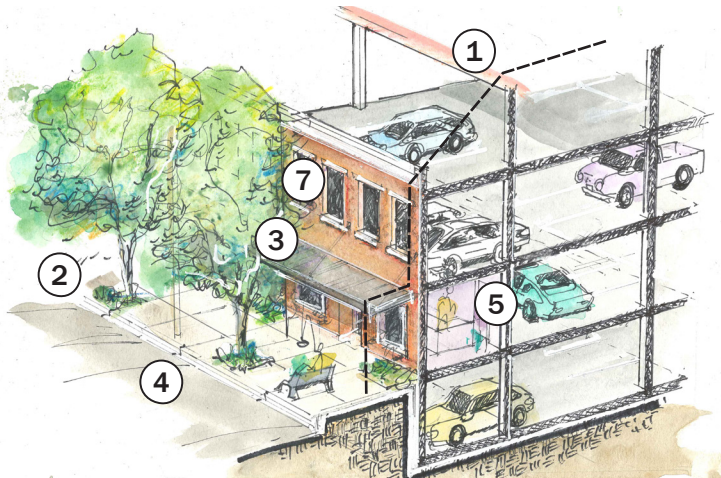
Parking Structure Design Features
1 - Structure steps away from the street
2 - Street trees/plantings separate pedestrians from the street and traffic
3 - Architectural treatment with active use at street level
4 - Street frontage of the parking structure is minimized
5 - Commercial frontage or other active use with parking behind
6 - Architectural treatment, no active use at street level
7 - Punched windows incorporate decorative metal window screens

Possible Alternative - Structured Parking - Enhanced Pedestrian Frontage

Apply architectural treatments to the parking structure and incorporate pedestrian amenities such as landscaping, architectural shade, and seating areas.
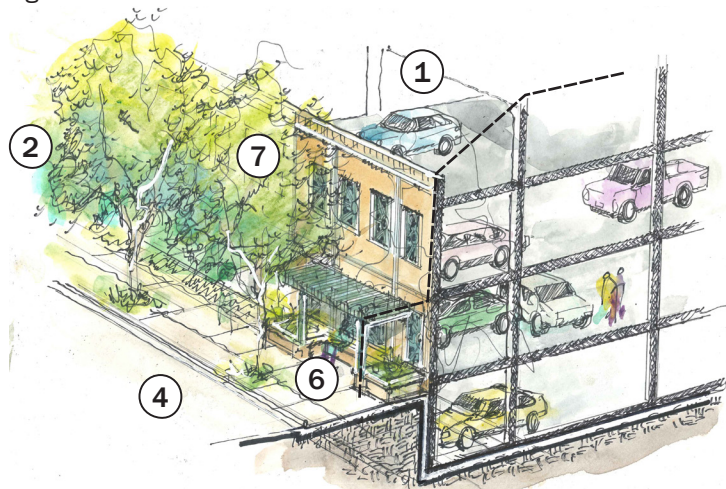
DISCOURAGED - Structured Parking - Inactive Pedestrian Frontage

Location of planting strip, sidewalk, and building frontage are inconsistent with Old Town urban design goals. The design of the structure lacks a human scale and contributes little to the pedestrian environment.

Massing is vertical, with no stepbacks

Surrounding uses are exposed to intrusive night time lighting

Planting strip behind the sidewalk shades the structure and not the pedestrian sidewalk

Monotonous horizontal banding and the absence of active uses disrupts the pedestrian experience

Sidewalk adjacent to curb, with planting strip behind, creating a negative pedestrian experience
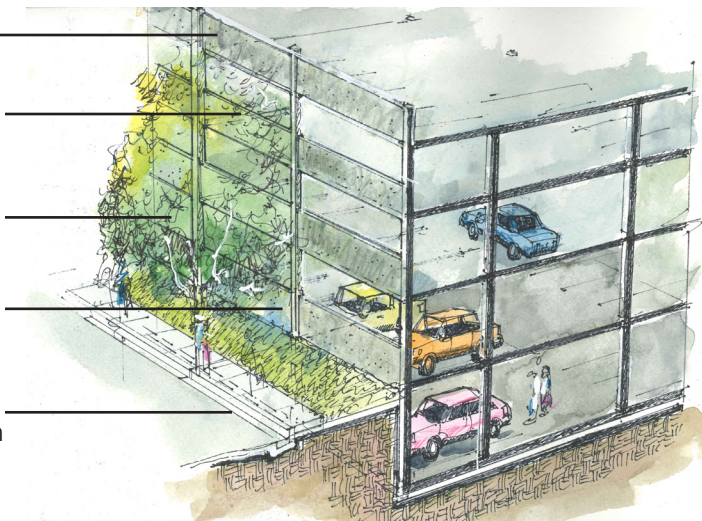
ARCHITECTURAL ELEMENTS & DETAIL

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.

    16.4 Within the Downtown Core, provide either a continuous building edge with covered walkway or a shallow courtyard behind a covered walkway.

    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.

Similar floor-to-floor heights and the alignment of architectural features help define the visual continuity of an area.

Similar roof forms help to align separate storefronts.

Covered walkways with shallow courtyards provide both visual continuity and interest.

Figure 21 - Architectural Elements & Features that Fit with the Surrounding Context

Windows and doors align horizontally and vertically

Horizontal elements such as cornices, mouldings and wainscot align

Consistent window and door proportion (X)

Building width based on common module (Z)

Covered walkway with regular column spacing (Y)

In Type 1 Development areas and along streets designated as Pedestrian Place, ground floor window to wall percentage of 80% to 20%

Consistency in building height along block face

Top

Middle

Base

The division of the building façades

Figure 22 - Building Proportions

ENCOURAGED - *Varied Building Proportions*

More complex patterns of solid and void, compatible colors and textures, and recessed and projecting building articulation all contribute to the architectural variation.

Horizontal divisions

Building windows and doors range in size, but adhere to a common proportion

Changes in wall height, stepped parapet, and varied roof form contribute to the architectural variation

Vertical divisions

Strong, consistent architectural patterns that incorporate variation

Variation in material, color, and texture

Pedestrian considerations include street level transparency, frequent building entrances, and variation in apparent storefront widths

DISCOURAGED - *Repetitive Building Proportions*

The dominant horizontal banding of the building makes it appear as a singular, monolithic mass, without changes in wall plane or articulation by material, color, or texture - monotonous within the larger block face.

Few horizontal divisions

No discernible pattern or variation in material, color, and texture

Few vertical divisions

Fenestration pattern lacks variation and appears monotonous - building lacks varied proportion

The ground floor pedestrian experience lacks human scale and interest
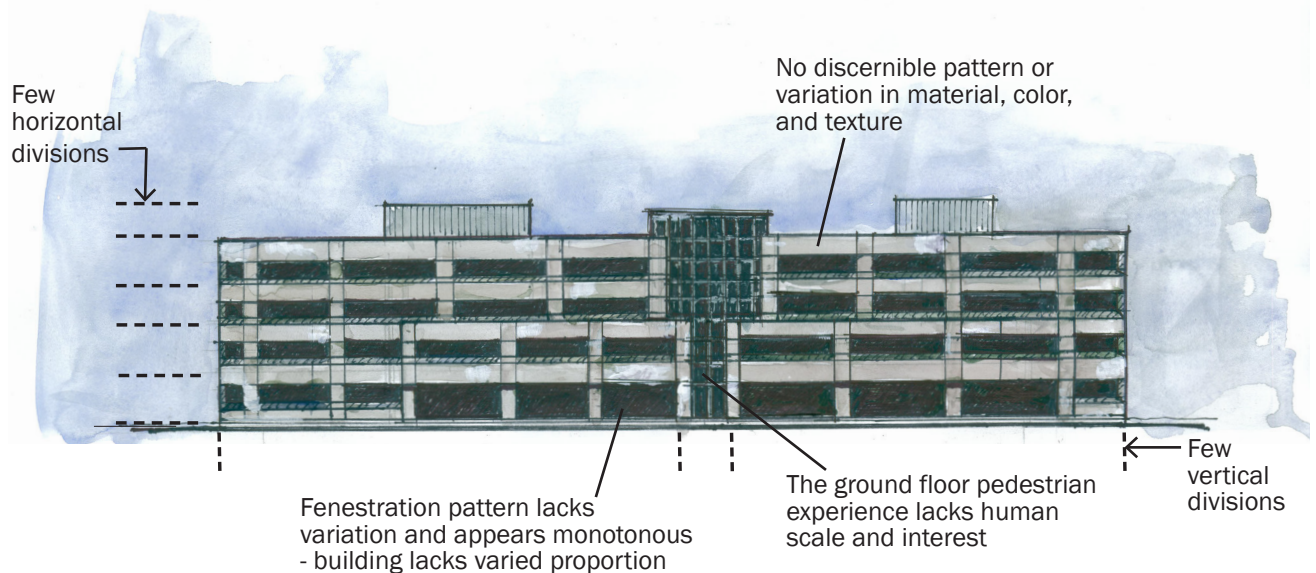
Figure 23 - Covered Walkways

Covered walkways are an important part of Scottsdale's architectural heritage, providing an aesthetic identity to Old Town. Covered walkways provide pedestrian shade and shelter from the elements; shade to building walls, windows, and other openings; and, they strengthen the architectural aesthetics of a building by visually anchoring it to the ground plane.

Preferred in Downtown Core, Encouraged in all other Old Town Areas.
Traditional covered walkways are the most common and preferred in the Downtown Core.

Shed roof

Vertical support

Vertical support

Flat roof

Second story balcony or gallery

Vertical support
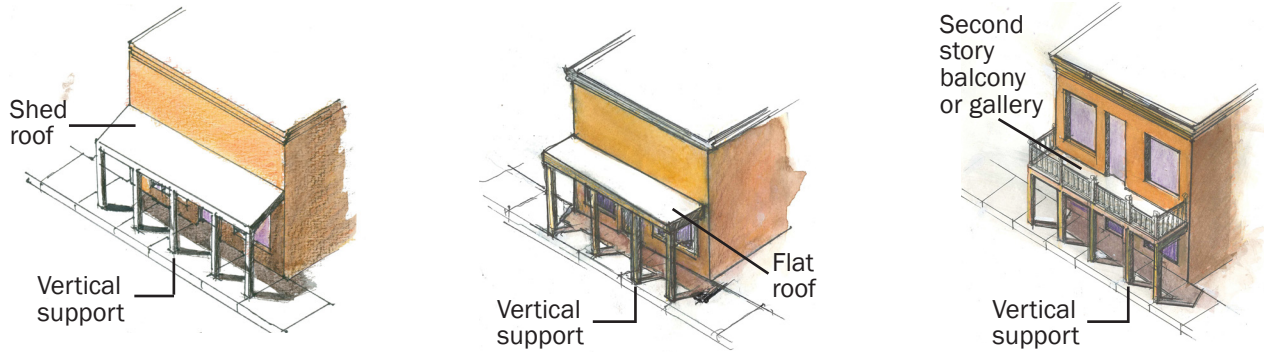
Alternative Options - All Other Old Town Areas
Other forms of covered walkways such as recessed or cantilevered may be considered when appropriate for certain architectural styles or where necessary due to constraints within the street-space.

Continuous cantilevered awning

Building support

Cantilevered awning

Building support

Enclosed, large Awnings

Generous landscape cover
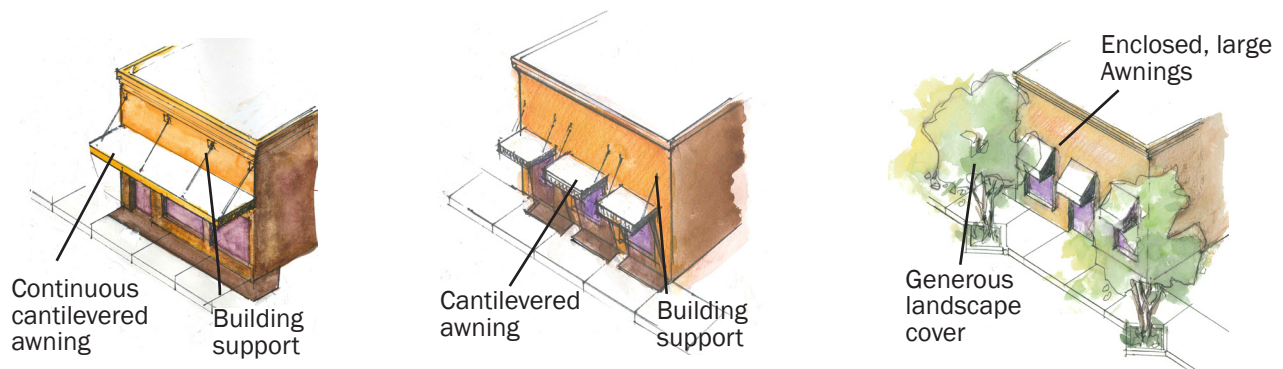
DISCOURAGED - All Old Town Areas
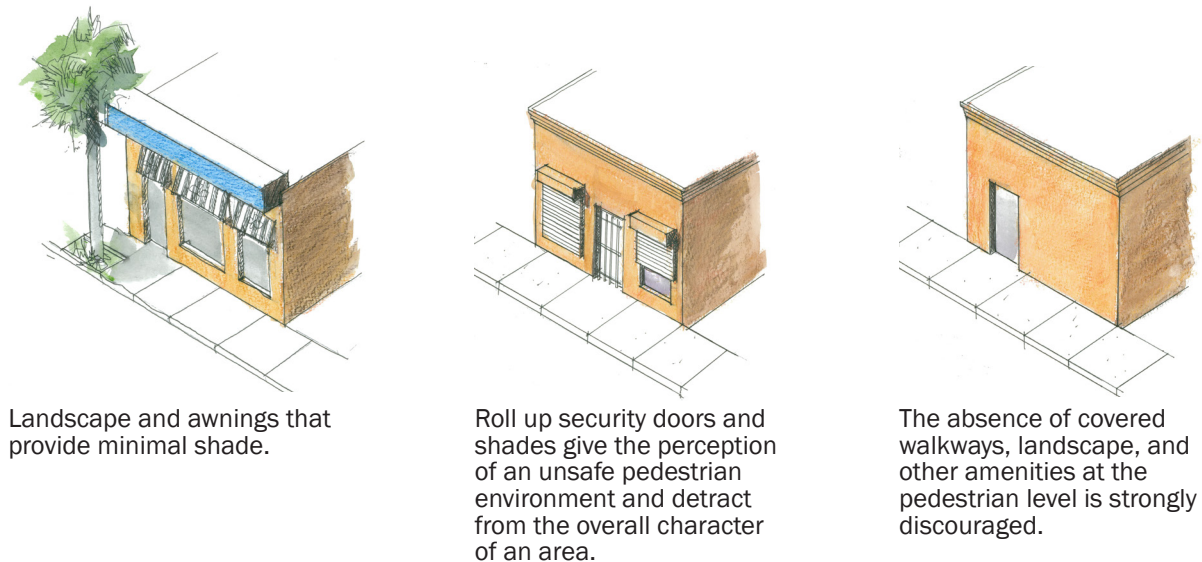
Landscape and awnings that provide minimal shade.

Roll up security doors and shades give the perception of an unsafe pedestrian environment and detract from the overall character of an area.

The absence of covered walkways, landscape, and other amenities at the pedestrian level is strongly discouraged.

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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.

17.5   Within Type 1 Development areas and along streets designated as Pedestrian Place, maintain a ground-level window-to-wall percentage of 80% to 20%, utilizing well-insulated, transparent glass.

(Refer to Old Town Scottsdale Character Area Map - Pedestrian Connectivity)

75% building transparency, Type 1 Development.

50% building transparency, Type 1 Development.

Frequent building entrances every 30-50 feet help to minimize blank walls and other dead spaces. Type 2 Development depicted.

ENCOURAGED - Use of materials with coarse texture and colors associated with the desert southwest further define Old Town's sense of place.

ENCOURAGED - Use of a limited number of materials often provides for less complicated, more appreciated, and visually appealing architecture.

DISCOURAGED - The mirrored glass clad building lacks transparency, causes glare, and does not project a desert southwest character or sense of place.

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.

ENCOURAGED - Change in material and color occur with a change in horizontal wall plane.

ENCOURAGED - Brick, the heaviest material within this building's design palette, anchors the structure to the ground plane.

DISCOURAGED - Stacked stone abruptly transitions to smooth stucco, with no horizontal change in wall plane, highlighting the simulated nature of the material.

A wide range of colors and color combinations are possible in downtown design. Consider both the colors of natural materials as well as applied finishes, such as paint or stain, in developing color schemes. The main color of a building is to be the most prominent. Utilize lighter and darker colors, or colors of greater or lesser intensity/saturation, as accents. Examples of buildings that meet Old Town color specifications are illustrated below:

	Color Name	LRV	Munsell Value/Chroma
	Main Color		
1 -	Gum Leaf F 8164	41	6.94/2.42
2 -	Canadian Lake DE 6340	30	6.00/2.00
	Accent Color		
3 -	Melted Copper DE5244	NA	Scale does not apply to accents
4 -	Butterscotch Syrup DE 5298	NA	Scale does not apply to accents

Retail development, northeast corner of Scottsdale and Camelback Roads.

	Color Name	LRV	Munsell Value/Chroma
	Main Color		
1 -	Palomino Davis F 5447	28	5.90/7.20
2 -	Autumn Blush DE 5298	39	6.70/5.50
	Accent Color		
3 -	Stucco Tan DE 6205	NA	Scale does not apply to accents

5th Avenue public parking garage.

	Color Name	LRV	Munsell Value/Chroma
	Main Color		
1 -	Mother Earth DE 5178	15	4.47/7.03
2 -	Briar Berry DE 7876	40	5.90/1.90
	Accent Color		
3 -	Mesa Red DE T430	NA	Scale does not apply to accents
4 -	Drifting Downstream DE T605	NA	Scale does not apply to accents

Old Town street frontage.

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Corresponding to the original town plat, the area known today as Historic Old Town is generally located between Indian School Road on the north, Second Street on the south, Brown Avenue on the east, and Scottsdale Road to the west. Historic Old Town is one of the areas that make up the Downtown Core, and it embodies Scottsdale's historic legacy as the "West's Most Western Town". Although not a formally designated historic district, Historic Old Town has one of the highest concentrations of individually designated historic buildings found in the community. Despite its small size, the impact of Historic Old Town on community character has been significant.

This section presents specific design guidelines for the Historic Old Town Design District - an area which includes Historic Old Town and a small portion of the Scottsdale Arts District west of Scottsdale Road (See Map 3 - Historic Old Town Design District). This specific boundary includes the character defining buildings indicative of the Frontier Town, Western design character and captures the identity of this area of the downtown. The following guidelines are established to help ensure that Historic Old Town's architectural and urban design attributes are maintained and strengthened.

HISTORIC OLD TOWN DESIGN DISTRICT URBAN DESIGN OBJECTIVES

The Old Town Scottsdale Character Area Plan and the Old Town Urban Design and Architectural Guidelines establish specific design objectives for the Historic Old Town Design District to help guide how development physically and visually works together to enhance the overall Frontier Town, Western character in this portion of Old Town. The Historic Old Town Design District is distinguished from other areas of Old Town by its Frontier Town, Western design character. This character was established early in the city's history and it remains an important part of Scottsdale's identity and sustained success as a major tourist destination. The Historic Old Town Design District design objectives include:

- *Maintain the Frontier Town, Western character of Historic Old Town.*

- *Retain historic assets, and other buildings, that substantially contribute to the Frontier Town, Western character.*

- *Reinforce the Frontier Town, Western character through arid landscape design.*

- *Provide wooden covered walkways on Historic Old Town streets to reinforce area character.*

- *Respect the design integrity of Historic Old Town by providing appropriate urban design and architectural transitions between Historic Old Town and adjoining projects.*

STYLE GUIDE: FRONTIER TOWN, WESTERN CHARACTER

The Historic Old Town Design District is recognized as a specialty district under the Old Town Urban Design and Architectural Guidelines, so as to protect and strengthen the area's unique character. Whereas the majority of buildings in the district exhibit the desired Frontier Town, Western character, a limited number of other buildings exhibit different but compatible architecture. When experienced together, the overall effect gives Old Town an authentic quality.

To assist with the design of buildings within and adjoining the Historic Old Town Design District, a summary and examples of desired Frontier Town, Western character have been provided. The following resources within this document are intended to convey the existing urban and architectural design character of the Historic Old Town Design District:

- *Historic Old Town - Character Defining Buildings Map (Page 71)*

- *Historic Old Town Character Defining Buildings Compendium (Appendix)*

Map 3 - Historic Old Town Design District

Indian School Rd.

Buckboard Trl.

1st Ave.

Scottsdale Rd.

Brown Ave.

Main St.

Civic Center

1st St.

Parking Garage

Scottsdale Center for the Performing Arts

SMoCA

Former site of Gateway Sign

Parking Structure

2nd St.

Legend

OT Gateway Sign

⬚ Historic Old Town Design District Boundary

☆ Potential Gateway

◼ Building on Scottsdale Historic Register

N
NOT TO SCALE

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BUILDING DESIGN

HOT 1. Reinforce the Frontier Town, Western character of Historic Old Town through architectural design.

Simple building form, covered walkways, wood frame windows and doors, board and batten siding, and other architectural details associated with the Old West contribute to the Frontier Town, Western character of Historic Old Town.

HOT 1.1   Incorporate architectural elements and design details that contribute to the Frontier Town, Western character of Historic Old Town.

Figure 24 - Historic Old Town Frontier Town, Western Elements & Design Details
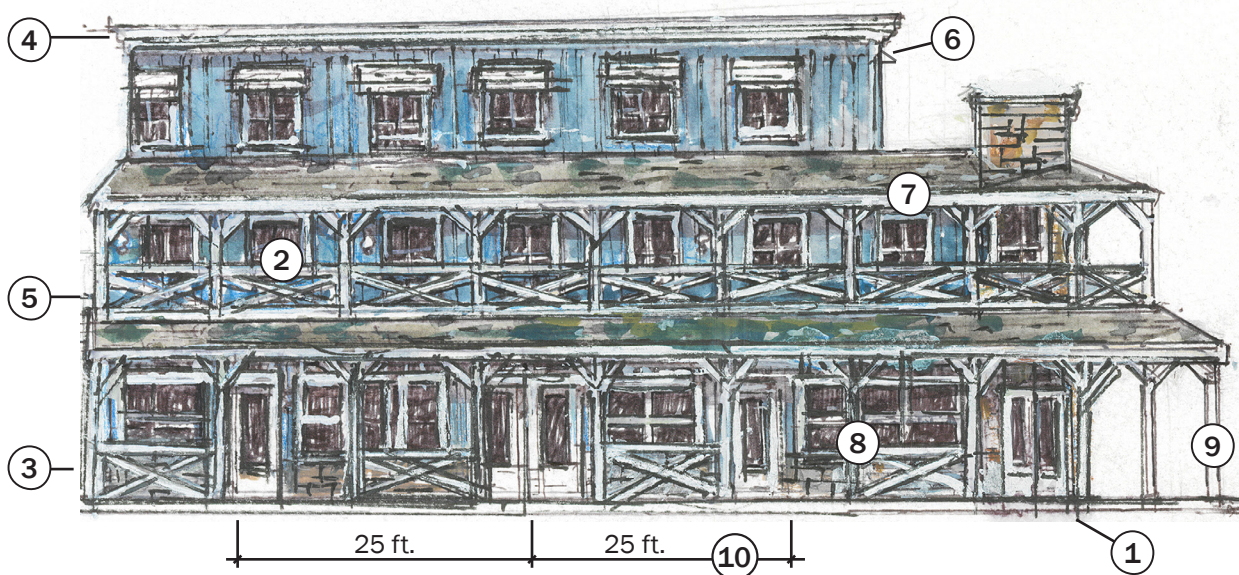
1 - Flat and partial shed roof covered walkway with wood shake shingles and vertical support columns spaced at 10 to 15 ft.
2 - Western cross-brace railing design with mesh behind
3 - Natural stone building base with board and batten wood siding above
4 - Western cornice detail
5 - Contrasting white paint scheme emphasizing building details
6 - Kick-brace window awning with wood shake shingles
7 - Shed roof covered terrace with wood shake shingles
8 - Operable and fixed wood-frame windows and doors featuring mullions, muntins, and Western pediment detail
9 - Western style light fixtures, hardware, and site elements
10 - Frequent building entrances and shingle signs beneath covered walkway

HOT 1.2   Reinforce the architectural continuity and character found within the Historic Old Town Design District, in the design of buildings that are located within the 100' transition area adjacent to the design district boundary.

- Design transition area buildings to be compatible with, yet differentiated from, Historic Old Town architecture. Incorporate architectural forms, materials, and elements that best demonstrate the Frontier Town, Western character of Historic Old Town into transition area building design.

- Utilize building form as the primary method to make scale and height transitions of Type 2 and Type 3 developments within the 100' transition area adjacent to the Historic Old Town Design District. Locate the lowest portions of these Type 2 and Type 3 developments at the Historic Old Town Design District boundary.
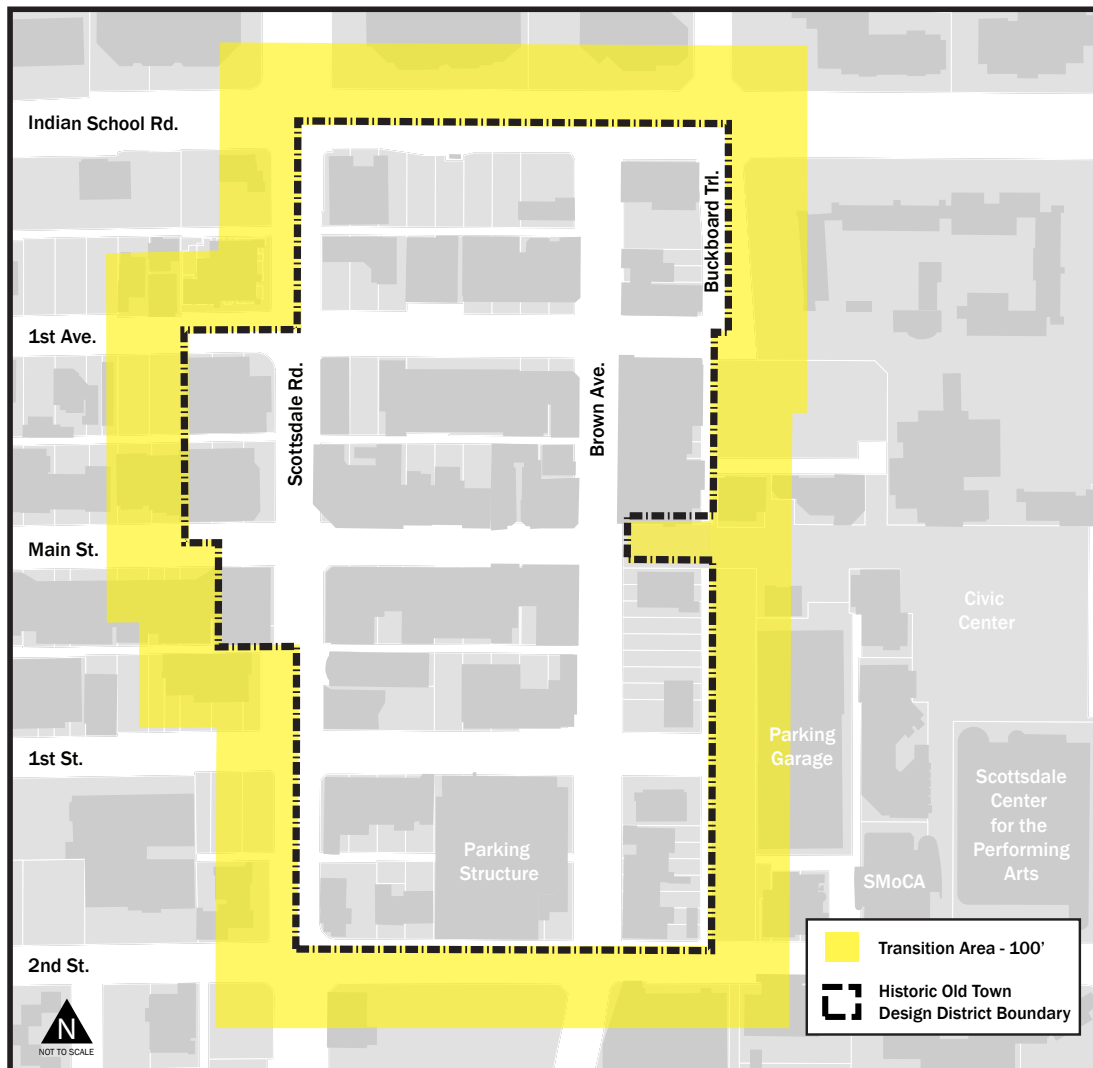
This map depicts the 100' transition area surrounding the Historic Old Town Design District. Incorporate architectural forms, materials, and elements that best demonstrate the Frontier Town, Western character of Historic Old Town into transition area building design.

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Map 4 – Historic Old Town Design District Transition Area

HOT 1.3   Design buildings with a gable, flat or shed roof.

- Include a false front or parapet with Western details in conjunction with flat and shed roof design.

- Design gable roofs with a singular ridge at the center, running perpendicular to the front wall. The gable roof form may be used with or without a false front or parapet.

- Incorporate parapet heights that are proportionate to the scale of the building and similar in height to others on the same block. Fully screen roof-top mechanical equipment with parapets.

Figure 25 - Historic Old Town Architectural Design

Gable roof behind false façade with stepped parapet

Parapet heights are similar on the same block

Flat or shed roof behind stepped parapet
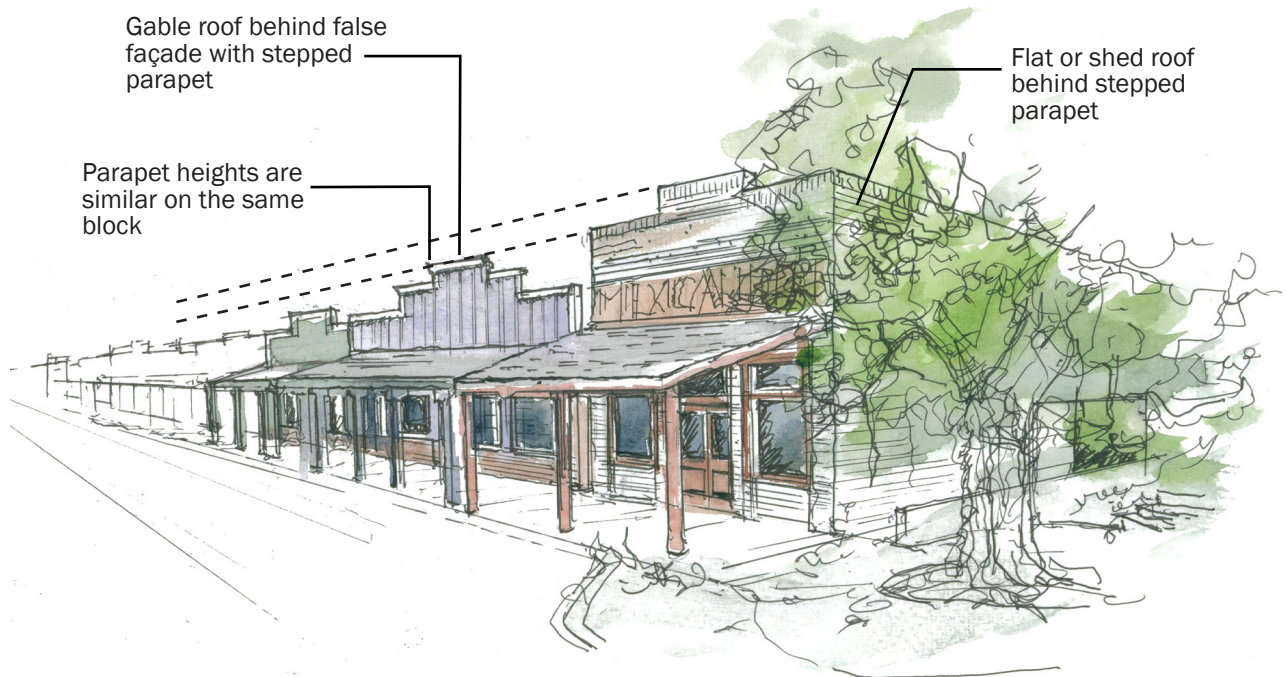
Figure 26 - Historic Old Town Building Form - Roofs

Building Form - Flat Roof
Two-story building - flat roof with parapet

Cornice with Western detail

Parapet wall height is proportional to building and screens mechanical equipment

Line of flat roof behind parapet

Covered walkway continues

Traditional shed roof covered walkway

Perspective

Street Elevation
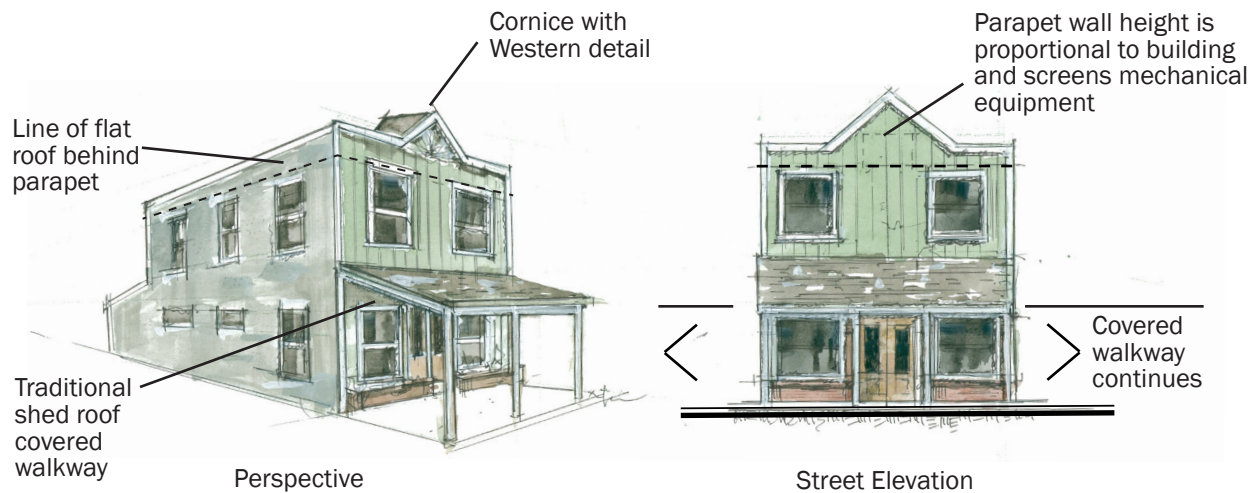
Building Form - Gable Roof
One-story building - gable roof form with false front stepped parapet

Line of gable roof behind false front

Single ridge line and pitched roof

Covered walkway continues

Passageway between buildings to interior of city block

Traditional shed-style covered walkway - shake wood shingle

Street Elevation

Perspective
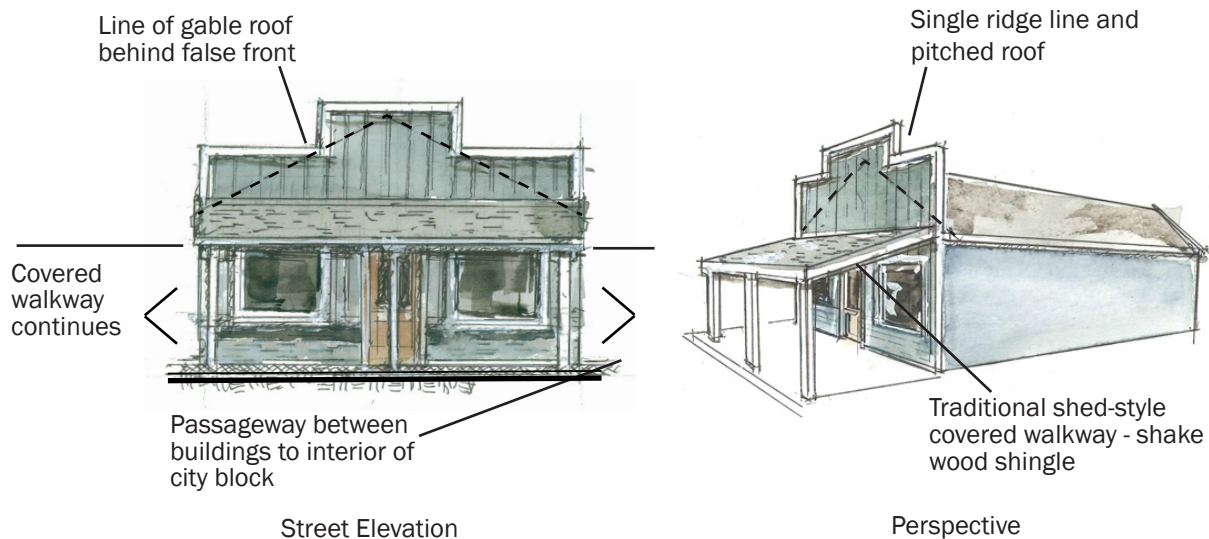
Building Form - Shed Roof
Two-story building shed-style roof behind parapet false front

Shed roof slopes away from front parapet

Pitch of shed roof hidden behind parapet

Flat roof covered walkway

Building front

Building rear

Exterior stair detail with shed-style porch

Perspective

Side Elevation
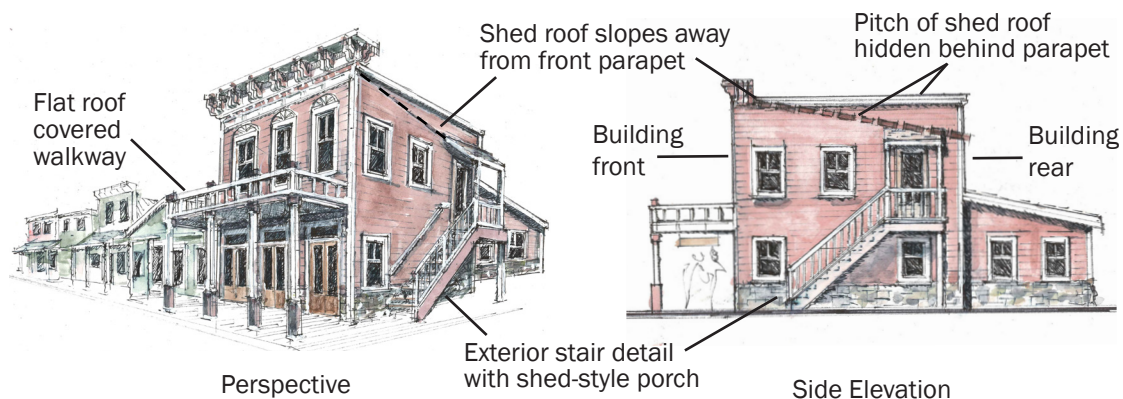
HOT 1.4   Design two- and three-story buildings to maintain the low, human scale of Historic Old Town.

Figure 27 - Historic Old Town Building Form - Two- & Three-Story
The three-story corner building shown below illustrates some of the building features that maintain the low, pedestrian scale of the Historic Old Town Design District. These features include:

1 - *Building length less than 75 ft.*
2 - *Terraces, balconies, and covered walkways*
3 - *Third level building stepback*
4 - *Maximum building height - 40 ft.*
5 - *Building mass is divided into base, middle, and top sections (refer to Guideline 13.1)*

HOT 1.5   Design covered walkways on a single building to include the following features:

- Shed or flat roof form, maximum height of 16 feet
- Wood post and beam support structure
- Square, rectangular, or round wood column supports
- Column cross sectional area of less than 1 sq. foot
- Columns spaced at a minimum of 10 feet and a maximum of 15 feet on-center
- Wood shake shingles
- Eight-foot walkway width

Figure 28 - Historic Old Town Shed Roof Covered Walkway Cross-Section

Max height per Scottsdale Zoning Ordinance

Min. stepback per Scottsdale Zoning Ordinance

Shade tree in street island planter

Covered walkway shed roof max. height 16 ft. pitch 3:12 to 5:12

Height is inclusive of mechanical equipment

7 ft. minimum clearance to bottom of beam

Pedestrian clear width between building face and inside of column, as per DSPM

Min. setback per Scottsdale Zoning Ordinance

Back of curb

5 ft. dimension between back of curb and face of column - anticipates 2 ft. vehicle overhang

STOREFRONT DESIGN

HOT 2. Design building storefronts for merchandise display and pedestrian appeal.

HOT 2.1   Maintain a running building elevation of no more than 75 feet.

HOT 2.2   Provide at least one storefront entrance per building, with a maximum separation between entrances of 50 feet.

Figure 29 - Historic Old Town Building Design - Length of Building Elevation & Apparent Storefronts
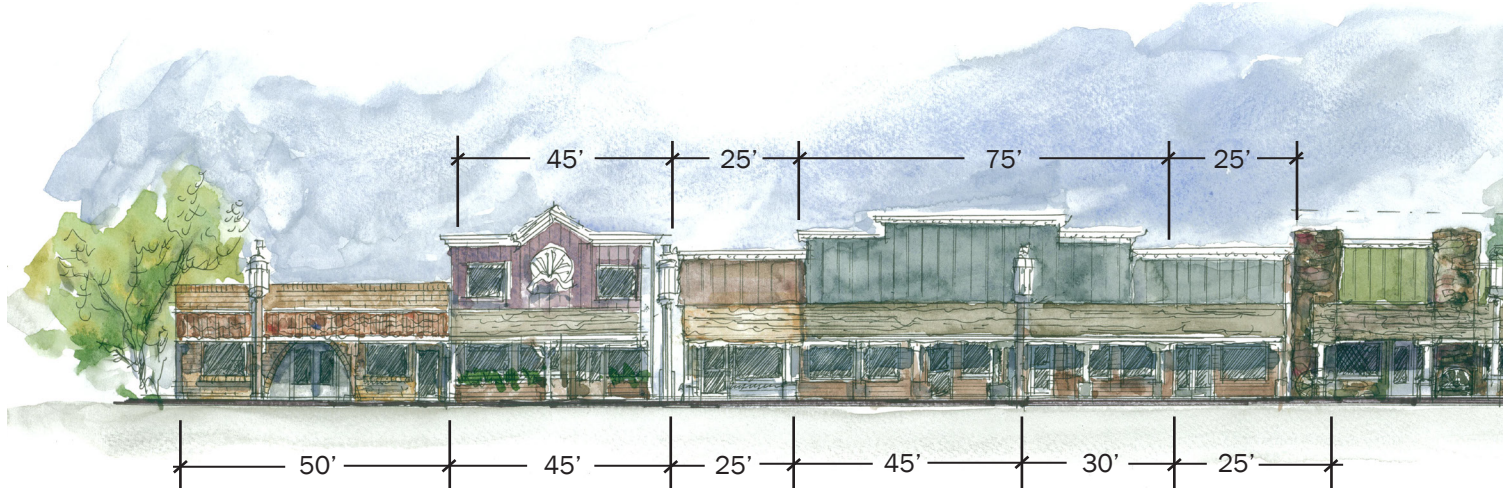
Building Length
Building elevations that exceed 75 feet in length are discouraged.

Storefront Width
The width of storefronts on this blockface range from 25 feet up to 50 feet. Dividing the long elevation into multiple storefronts maintains pedestrian appeal beneath the covered walkway.

The clear glass windows of this retailer are deeply recessed into the stone wall, providing a sense of the wall massing.

This storefront incorporates a traditional style covered walkway, wood-frame windows, and a brick wainscot below board and batten siding. The storefront has multiple entrances and doorways that are recessed as well as decorative, Western details.

Avoid long spatial gaps on street-facing elevations, as depicted. Utilize building design to create visual interest for pedestrians.

HOT 2.3   To provide visual transparency into a building at the street level, design storefronts with clear glass openings equal to fifty to seventy percent (50 - 70%) of a the storefront area.

HOT 2.4   Design storefront windows with sills at least 10 inches, but no more than 36 inches above the sidewalk. Maintain at least a ten-inch high, solid kick-plate as the bottom panel of operable, floor to ceiling windows and doors to continue the pattern of building base treatments.

HOT 2.5   Align window sills, headers, brick courses, banding, and other horizontal architectural elements with those of adjoining buildings to increase design continuity and strengthen patterns that unify the block.

HOT 2.6   Utilize a commercial grade, transparent, single or multi-light wood frame door, or other Frontier Town, Western compatible design, within a solid wall. Whenever possible, install doors so that the threshold is flush with the finished surface of the adjoining sidewalk or exterior walkway for ease of access.

Figure 30 - Historic Old Town: Brown Avenue Elevation
Buildings on Brown Avenue exhibit the Frontier Town, Western details that help define the Historic Old Town Design District.
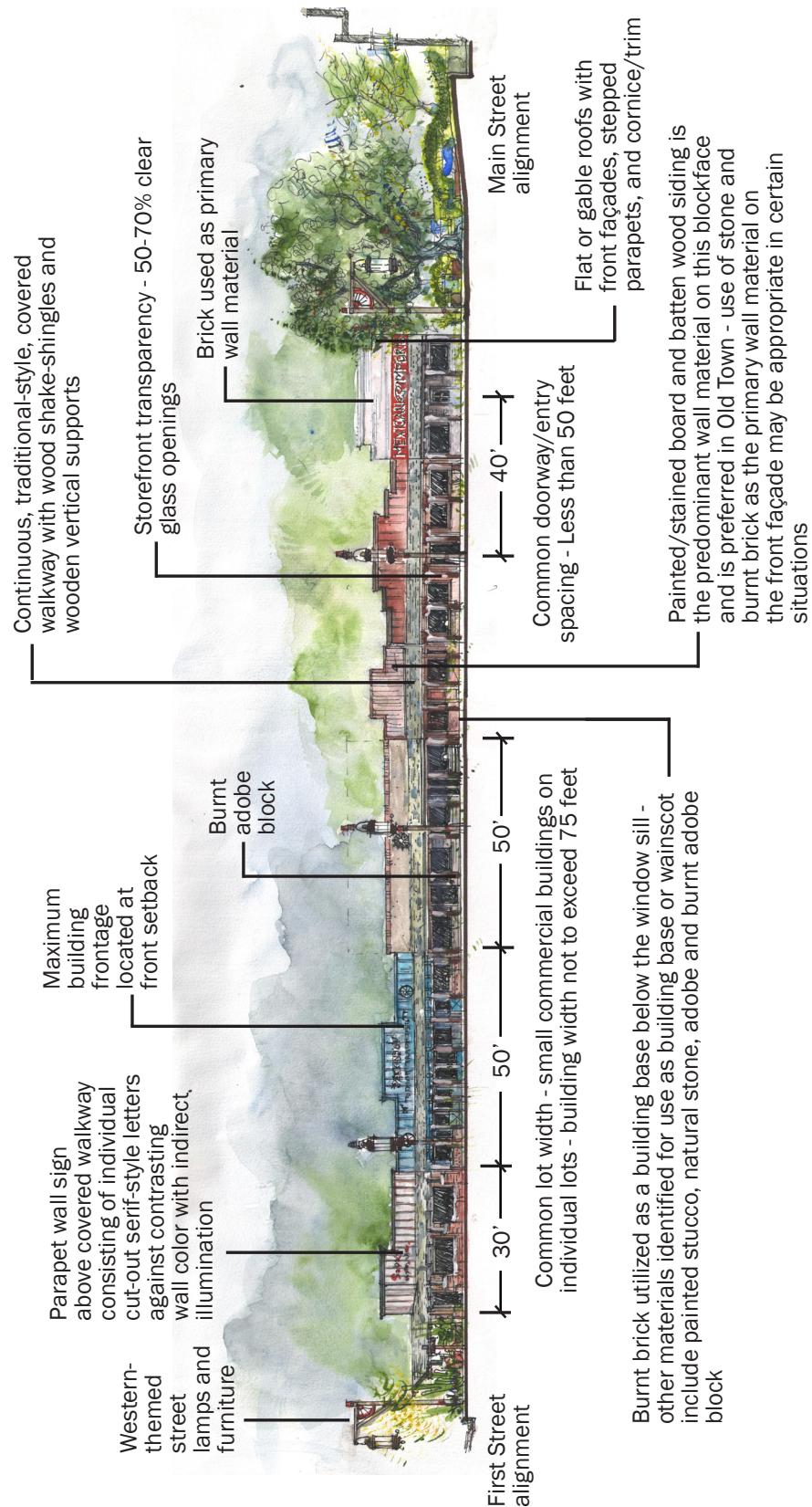
ENCOURAGED - Decorative iron work that enhances the building character while introducing an element of security.

DISCOURAGED - Exterior mounted, roll-down, security doors on street-facing storefronts.

HOT 2.7   Security features that contribute to building design, such as decorative, sculptural, or custom designed grills and gates, or security barriers internal to the storefront and fully screened during business hours, are encouraged.

HOT 2.8   Exterior-mounted, roll-down security shutters are strongly discouraged on street-facing building façades and storefronts.

HOT 2.9   Exterior-mounted, roll-down security shutters may be considered on other building elevations such as the back of a building that faces an alley or service area.

Figure 31 - Historic Old Town Doorways
Some of the most common door designs used on building storefronts in the Historic Old Town Design District are depicted below.

French door

French door with transom

Twin French doors with sidelights

Two light French door

Ten light French door

Nine light above cross-brace

Diamond above cross-brace

Glass above panel

Eight carved - panel Mexican
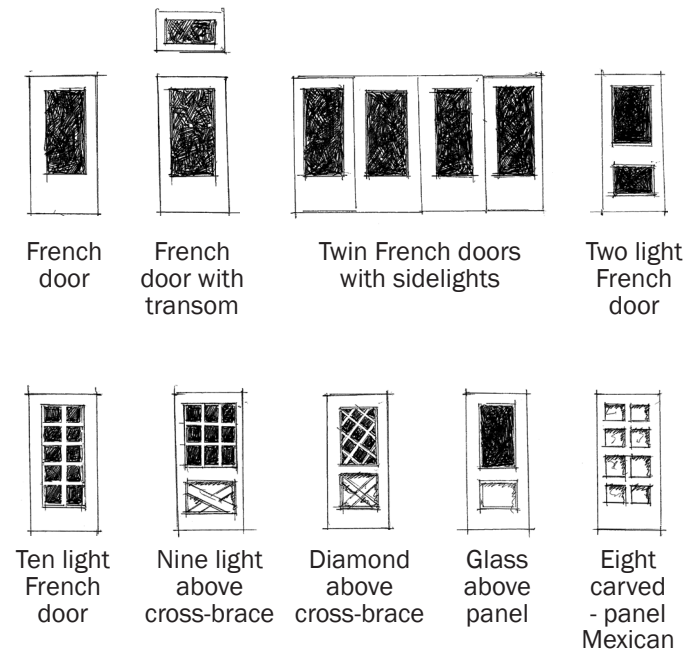
COLORS, MATERIALS, & SITE FURNISHINGS

HOT 3. Select colors, materials, and site furnishings that reinforce the Frontier Town, Western character of Historic Old Town.

HOT 3.1   Materials with natural or integral coloring are preferred. Avoid painting or staining natural stone and burnt brick, unless previously painted.

HOT 3.2   Wood, stucco, and concrete surfaces may be protected from the elements and sun exposure through the use of compatible paints, stains, and clear coatings.

HOT 3.3   Utilize opaque or semi-transparent desert tones for the main color of a building. Accent colors may be darker or lighter in contrast to the main color. Flat finishes are generally preferred.

HOT 3.4   Design storefronts utilizing colors, materials, and finishes already in use on the block and that are consistent with the desired Frontier Town, Western character. Some common materials, material combinations, and color choices used in Historic Old Town buildings include:

- Vertical, board and batten wood siding is the preferred wall material for storefronts. Other styles of wood siding that are consistent with the Frontier Town, Western character of the Historic Old Town Design District include tongue and groove, horizontal ship lap, and clapboard wood siding;

- Stucco - painted or integrally colored, light desert tones, used as a base below the window sill in combination with wood siding above;

- Adobe or burnt adobe block, burnt brick or irregular-shaped brick, and natural stone; used as a base below the window sill in combination with wood siding above;

- Building walls, other than storefronts, may include mortar washed concrete block, and painted, stained, or integrally colored concrete masonry units (CMU); and,

- Stone and burnt brick used as the primary wall material on the front façade may be appropriate in certain situations. Successful examples include historic territorial buildings such as Johnny Rose's Pool Hall, First U.S. Post Office Building, and Farmer's State Bank (See Map 5 - Historic Old Town - Character Defining Buildings).

HOT 3.5   The unit dimensions of materials help establish project scale. In Historic Old Town, materials with smaller scaled units are generally preferred.

HOT 3.6   Finish stucco surfaces with a steel trowel or sponge float method to provide a smooth or textured surface.

HOT 3.7   Incorporate Western-style details such as window and door hardware, hitching posts, benches, earthen pots, watering tanks, light fixtures, and swinging doors into building and site design.

HOT 3.8   Provide broom finish, wood-plank texture pattern or brick-look pavement treatments that are compatible with other pavement applications along the same block face.

This sign features hand-crafted, torch-cut letters, mounted above a stucco-finished adobe wall - an appropriate sign for a historic blacksmith shop.

This sign represents cut-out letters applied to the painted wall surface, indirectly illuminated.

Shingle signs provide an opportunity to communicate business identification and reinforce Historic Old Town character.

SIGNS

HOT 4. Design signage to be compatible with building architecture and overall neighborhood character.
(Refer to Article VIII of the Scottsdale Zoning Ordinance)

The Frontier Town, Western character in Historic Old Town establishes the need for sign design that is simple, hand-crafted, and rustic.

HOT 4.1   Design parapet wall signs located above covered walkways to be flat to the wall surface, composed of cut-out, bold stroke serif letters or similar Western-style typeface, and illuminated from an indirect, remote source.

HOT 4.2   Maintain a daylight contrast between sign copy and background of 40 - 70%.

HOT 4.3   Provide shingle signs under the covered walkway, and install perpendicular to the face of the building at a height no less than seven foot and six inches. Construct shingle signs of wood or rustic metal. Utilize indirect, remote source illumination. This illumination is most often from above, and recessed within, the structure of the covered walkway. Parallel canopy fascia signs and suspended canopies are discouraged.

HOT 4.4   Illuminated cabinet signs are strongly discouraged in Historic Old Town.

HOT 4.5   Monument signs are prohibited in Type 1 Development areas and strongly discouraged in other downtown areas.

Legend:
- Guideline Compliant Buildings with HP Zoning
- Guideline Compliant Buildings (Not Historic)
- Transitional
- Other Significant Buildings
- Transition Area - 100'
- Historic Old Town Design District Boundary

Character Defining Buildings*

1 - Johnny Rose's Pool Hall
2 - Saba's Department Store
3 - Sugar Bowl Restaurant
4 - Farmer's State Bank
5 - First U.S. Post Office
6 - Woolworth Building
7 - Frontier Town Mall
8 - Shipp Building
9 - Bandera
10 - Shades of the West
11 - Eastern Block of Brown Ave
12 - Willmoth Properties
13 - Chase Bank
14 - R&R Restaurant
15 - 4020 Building
16 - Douglas Bank / Bischoff Gallery
17 - Our Lady of Perpetual Help / Old Adobe Mission
18 - Pink Pony Restaurant
19 - Cavalliere's Blacksmith Shop

Notice: This document is provided for general information purposes only. The City of Scottsdale does not warrant its accuracy, completeness, or suitability for any particular purpose. It should not be relied upon without field verification. Map not to scale.

Map 5 - Historic Old Town - Character Defining Buildings

See Historic Old Town Character Defining Buildings Compendium in the Appendix

The Civic Center District includes lush lawns, public art, large cultural, special, and sporting events, and Scottsdale civic campus, including City Hall, Civic Center Library, City Court, Scottsdale Center for the Performing Arts, Scottsdale Stadium, and the Scottsdale Museum of Contemporary Art.

Civic Center was originally contemplated in the 1964 Scottsdale Town Enrichment Program as one of the City's seven original self-improvement projects - a central location of the City's primary government, cultural, community, and recreational facilities. Most of the civic buildings (City Hall, Civic Center Library, and Scottsdale Center for the Performing Arts) were designed by architect Bennie Gonzales and include distinctive design elements such as Southwestern Native American themes, light desert colors, mortar washed slump block, and obtuse angles. Other buildings within the district often imitate this design - including Mid-Century architectural interpretation of classical Southwestern Native American structures.

The Civic Center primary open space area is the heart of the district, providing active and passive public recreation opportunities, including exercise, areas for reflection, public art, water features, outdoor performance, and small and large special events. Large special events, in particular, occur regularly in the fall, winter, and spring months - contributing to Old Town's vibrant urban environment. As part of the City's open space system, it is connected to adjacent development and the larger downtown via sidewalks, bicycle paths, and the street network.

CIVIC CENTER MUNICIPAL USE MASTER SITE PLAN (MUMSP)

The Civic Center Municipal Use Master Site Plan (MUMSP) was originally adopted in 1990 to guide future civic campus growth. The master plan acknowledged the importance of the pedestrian-oriented character within the Civic Center and addressed how development and parking should orient to the primary open space area. The master plan also identified visibility into and out of this public open space as a key development component, so as to ensure that a "window on the campus" was created. Finally, recognizing that public use would likely increase as a result of future improvements, the master plan stated that the ability to control noise and lighting was important to ensure compatibility with nearby uses.

In 2017, the MUMSP was updated to align with recent public policy and community input. The master plan now places importance on visually and physically connecting the primary open space area to adjacent development and other downtown districts. The master plan acknowledges that pedestrian corridors and orientation are important facets of Civic Center. Furthermore, the master plan notes that pedestrian improvements within and adjacent to the primary open space area should reflect consistent urban design, including features such as pedestrian shade, seating walls, site furniture, site lighting, water features, and paving materials. Finally, the master plan recognizes the importance of future Civic Center development and design adhering to the Old Town Urban Design and Architectural Guidelines concerning pedestrian and open space orientation.

CIVIC CENTER DISTRICT URBAN DESIGN OBJECTIVES

The design objectives for the Civic Center District include:

- *Strengthen the Civic Center District as a Valley-wide cultural, sporting, and special event destination and as a major activity area within Old Town Scottsdale.*

- *Reinforce Civic Center as a pedestrian-oriented district.*

- *Reinforce permanent public art as an integral part of the Civic Center District and incorporate temporary public art as part of the cultural and special events offered.*

- *Development should activate public open spaces throughout the district. Development adjacent to the Civic Center primary open space area should frame and engage this public space, while minimizing the impacts of larger building structures on it.*

- *Feature views into and out of the Civic Center primary open space area.*

- *Design the Civic Center District public spaces to support both day-to-day activities and programmed special events. Implement design techniques to reduce the impacts of noise on sensitive uses.*
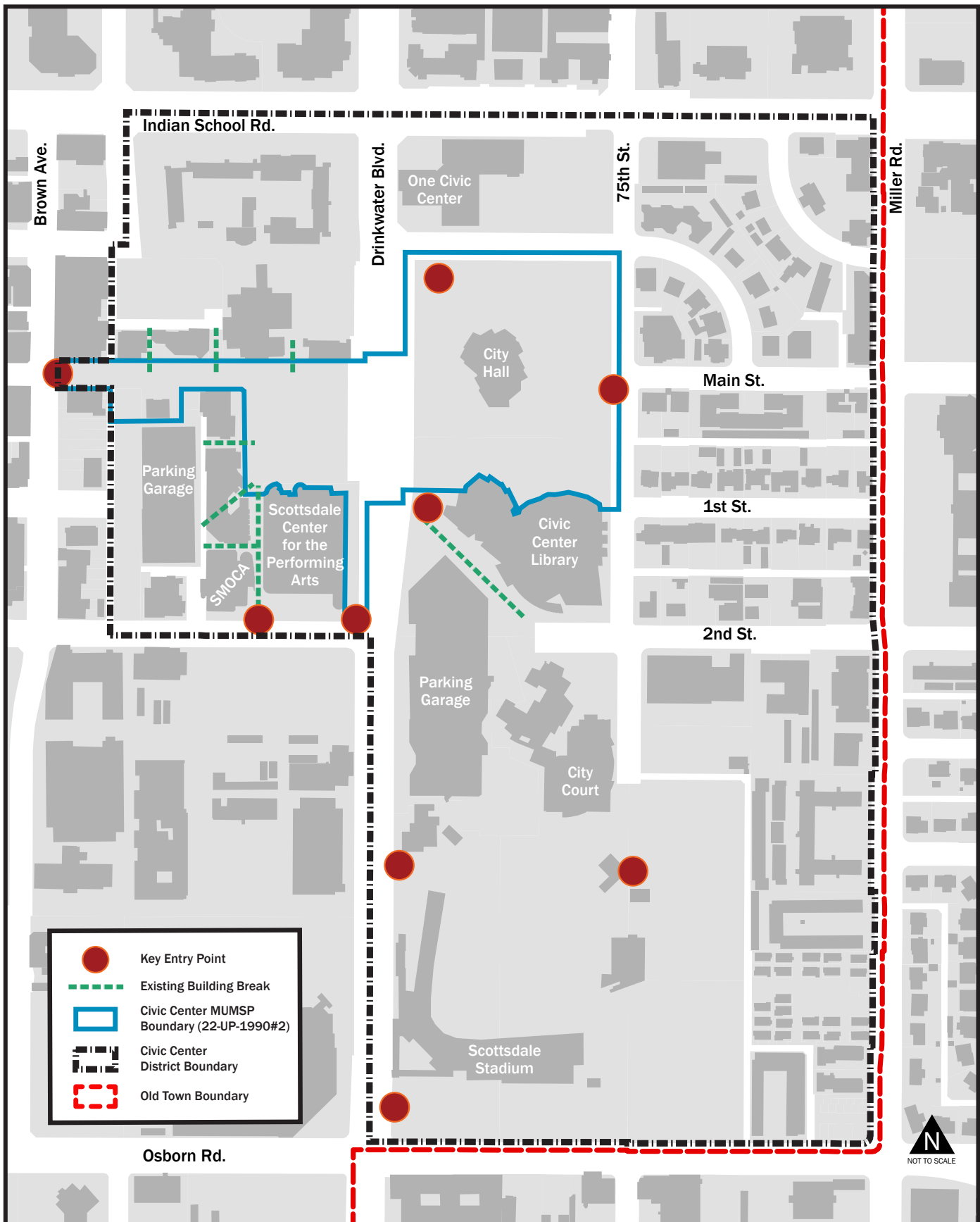
Legend:
- Key Entry Point
- Existing Building Break
- Civic Center MUMSP Boundary (22-UP-1990#2)
- Civic Center District Boundary
- Old Town Boundary

Map labels: Indian School Rd., Brown Ave., Drinkwater Blvd., One Civic Center, 75th St., Miller Rd., Main St., City Hall, Parking Garage, Scottsdale Center for the Performing Arts, SMOCA, 1st St., Civic Center Library, 2nd St., Parking Garage, City Court, Scottsdale Stadium, Osborn Rd., N NOT TO SCALE

Map 6 - Civic Center District

DISTRICT IDENTITY

CC 1. Promote the character and identity of the Civic Center District through open space, landscape, and urban design.

The Civic Center District is defined by large open space areas and prominent public buildings. The Civic Center primary open space area is the public centerpiece of the district.

CC 1.1   Promote district visibility and identity by incorporating gateway features, such as enhanced landscape and urban design elements, at key entry points.

CC 1.2   Design landscape, hardscape, pathways, seating, and other urban design elements to promote a unified district aesthetic.

CC 1.3   Views into and out of the Civic Center primary open space area are to be maintained by limiting visual conflict between signage, lighting, and landscape placement. Maximum mounting height for pedestrian level lighting is 15' while maximum height for mounting of pedestrian signage is 6' - 8'.

CC 1.4   Design canopies or shade structures to maintain views and sight lines into the Civic Center primary open space area.

Landscape and open space provide both an amphitheater space for special events and a lawn for pedestrian activities.

Interaction between open space, pedestrian paths, hardscape, landscape, public art, and seating all contribute to a unified district.

This key entry point into the Civic Center primary open space at Brown Avenue and Main Street incorporates gateway features such as enhanced landscaping, public art, and urban design elements - all of which contribute to district identity and visibility.

Bennie Gonzales was the architect for Scottsdale City Hall, Civic Center Library, and Scottsdale Center for the Arts - providing the framework for Civic Center District's identity.

Architectural elements indicative of Bennie Gonzales' design style include Southwestern Native American design themes, light desert colors, mortar washed slump block, and obtuse angles.

Historical Photo of Scottsdale City Hall.

Historical Photo of Civic Center Library.

BUILDING DESIGN

CC 2. Activate the Civic Center primary open space area through building and site design.

Recognize the importance of the Civic Center primary open space area through building architecture and orientation, and site and landscape design.

CC 2.1   Relate private architectural design for buildings within and adjacent to the Civic Center primary open space area to design influences indicative of Bennie Gonzales' architectural style.

CC 2.2   Incorporate stepbacks, recesses, and projections into the horizontal wall plane of buildings adjacent to the Civic Center primary open space area, to open views onto the open space area while creating an enhanced frame and edge.

CC 2.3   Enhance views into and out of the Civic Center primary open space area by breaking up building massing at regular intervals and stepping height away from the Civic Center.

CC 2.4   When a Type 2 Development adjacent to the Civic Center primary open space area exceeds 30-feet in total height, it is recommended that the building mass step back at a ratio of 1:1, until reaching a building height of 45-feet. Stepback additional building height above 45 feet at a ratio of 2:1 until the maximum building height is reached.

CC 2.5   When a Type 3 Development adjacent to the Civic Center primary open space area exceeds 45-feet in total height, it is recommended that the building mass step back at a ratio of 2:1. Observe a ratio of 2:1 until the maximum building height is reached.

CC 2.6   Provide pedestrian access along the Civic Center primary open space area at 100- to 300-foot intervals. Align access points with existing paths and planned pedestrian connections.

CC 2.7   Locate outdoor dining areas along buildings that front the Civic Center primary open space area. Dining areas may extend 25' from the building façade, while maintaining a pedestrian clear width.

CC 2.8   Canopies or shade structures for outdoor dining patios may extend 25' from the building façade. Design canopies or shade structures to maintain views and sight lines outward onto the Civic Center primary open space area - maintaining the ability to "see, and be seen" from the patio space.

CC 2.9   Enclose outdoor dining patios with a low wall, transparent fence, and/ or shrub plantings with a maximum height of 36", to maintain views and sight lines into the Civic Center primary open space area. Provide access to outdoor dining patios through the restaurant, with no direct access at the wall or fence enclosure (except for emergency or service/maintenance access).

CC 2.10   Building design that incorporates terraces to create a defined edge along the Civic Center primary open space area, are encouraged.

CC 2.11   Incorporate architectural cover, deeply recessed windows, raised planters, base planting, and other treatments to strengthen the base of buildings that front the Civic Center primary open space area.

CC 2.12   All refuse containers are to be located away from, and screened so as not to be visible from the Civic Center primary open space area.

Provide visual connections between outdoor dining patios and the Civic Center primary open space area by utilizing low, transparent fencing and shade structures that do not obstruct views.

This dining establishment on the left-portion of the photo utilizes a combination of terraced and at-grade outdoor patio space to support the defined edge of the Civic Center primary open space - creating various means for patrons to view and interact with this public area.

This outdoor dining patio incorporates base plantings and shade structures to both maintain views into and enhance the defined edge of the Civic Center primary open space area.

CC 3. Reduce the impacts of noise at the source, in spaces where sound travels, and at locations with noise-sensitive land uses.
(Refer to Chapter 19, Article II of the Scottsdale Revised Code)

The Civic Center primary open space area as well as Scottsdale Stadium regularly host large special events. As noise generators, it is paramount that adjacent development projects design accordingly to ensure noise compatibility.

CC 3.1 Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received once built.

CC 3.2 In open areas where sound may travel, utilize walls, sound absorbing materials, landscaping, and other exterior site improvements to block, deflect, and attenuate noise.

CC 3.3 Incorporate sound attenuation and proofing in buildings with noise-sensitive uses through the combination of materials and building design. Design techniques might include, but are not limited to, orientation of building openings, ventilation system planning, and siting of uses within the planned building envelope.

CC 3.4 Design outdoor dining patios and their audio/sound systems so as not to create an undesirable noise level for other open space area visitors, adjacent residents, or functions/events.

PUBLIC ART

CC 4. Strengthen the Civic Center District identity through integrated public art.

CC 4.1 Incorporate permanent public art in public and private development projects throughout the Civic Center District to contribute to district identity and "sense of place".

CC 4.2 Accommodate temporary public art to enhance the Civic Center open space area as one of the primary special event and public gathering places in Old Town.

Permanent public art activates open space areas, contributes to downtown wayfinding, and enhances the overall "sense of place" in Civic Center.

Plaza spaces within Civic Center allow for the installation of interactive temporary public art that complements permanent public art offerings.

Scottsdale's City Court building includes integrated, permanent public art "gavels" on the front façade.
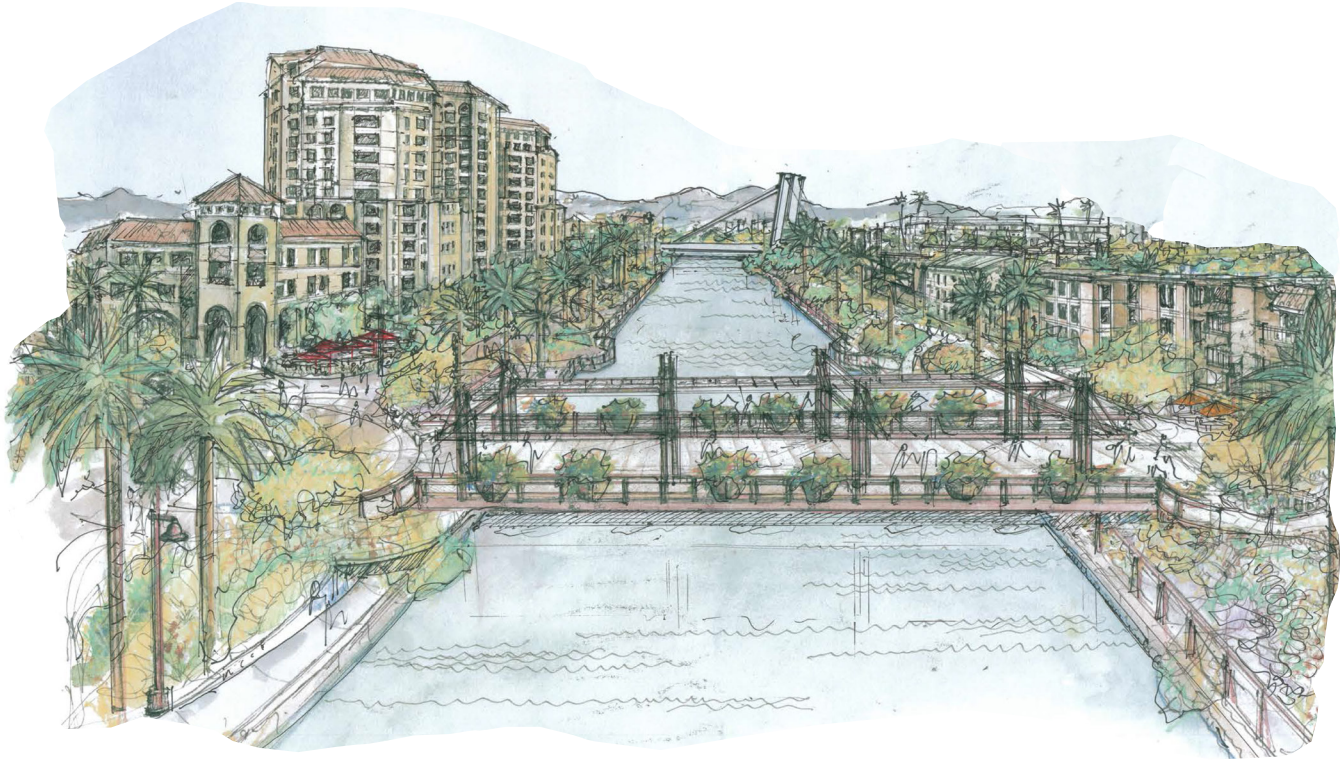
Originally completed in 1885, the Arizona Canal flows from east to west through Old Town Scottsdale and the greater Phoenix area primarily as an infrastructure corridor conveying water and power for agricultural and domestic use.

Historically, water from the Arizona Canal transformed the surrounding desert into a productive agricultural region and fueled the rapid urban growth of the greater Phoenix area. Initially, more than just a source of water for irrigating farm fields and citrus groves, the Arizona Canal was central to the daily lives of local residents, as a place to gather, recreate, and as a path of travel.

As rural areas transitioned more to urban land uses, the recreation and travel needs of residents were met in alternative ways, leading to the canal to function primarily as an infrastructure corridor, conveying water and power to its service area. Consequently, previous tree-lined banks were stripped of vegetation and replaced by high-tension power lines and a concrete-lined canal. Today, the Arizona Canal is operated by Salt River Project (SRP) under a license agreement with the United States Department of the Interior.

Over time, viewing the canal as just a utility corridor began to change, and by the 1980s, it was seen as a special opportunity for Old Town Scottsdale. Following strong grass roots citizens' efforts, collaboration between the City and SRP led to downtown development embracing and being better integrated with the canal. Consequently, the Arizona Canal has yet again become a communal space to gather, recreate, and enjoy.

In addition to meeting City development standards, proposals within or affecting the Arizona Canal are subject to SRP review and approval and should adhere to any existing agreements between the City of Scottsdale and Salt River Project.

ARIZONA CANAL MASTER DEVELOPMENT PLAN (MDP)

In 1991, the City of Scottsdale adopted the Arizona Canal Master Development Plan to document the community's vision and urban design objectives for the Arizona Canal. The MDP identified "water", "desert", and "natural and human history" as themes to unify the area. The Plan identifies the Arizona Canal as a primary downtown open space area for programing large-scale special events. The canal and related public space provide a focus for existing and future development within the Arizona Canal District.

The Arizona Canal and adjoining public open spaces are the focus of this district. The public areas are described as "pedestrian meccas", with extensive "desert oasis" landscaping, pedestrian paths for "year-round outdoor comfort", and integrated public art. Event spaces and private development with active uses that orient toward the corridor and approaching streets, energize the Arizona Canal District year-round.

ARIZONA CANAL DISTRICT URBAN DESIGN OBJECTIVES

Arizona Canal District design objectives include both those that were originally identified within the MDP, as well as new objectives that embrace and guide the design identity of the district:

- *The Arizona Canal District is a dining, entertainment, and special event destination for people throughout the Valley and a major activity area within Old Town Scottsdale.*

- *The Arizona Canal District should be pedestrian-oriented and have a cultural and entertainment focus along the canal corridor.*

- *The Arizona Canal District should be easily accessible and connect to both Old Town and the canal corridor.*

- *The image of the Arizona Canal District should incorporate a desert water oasis and the cultural history of the Southwest.*

- *Permanent and temporary public art are an integral part of the Arizona Canal District.*

- *Development within the district should enhance public open space and minimize the impacts of larger building structures on the canal corridor.*

- *Design buildings that frame the Arizona Canal and activate the district.*

- *Feature views into and out of the canal corridor.*

- *Design district public areas to support both day-to-day activities and programmed special events, particularly along the canal corridor. Implement design techniques to reduce the impacts of noise on sensitive uses.*

- *Enhance the opportunity to experience water in the desert.*
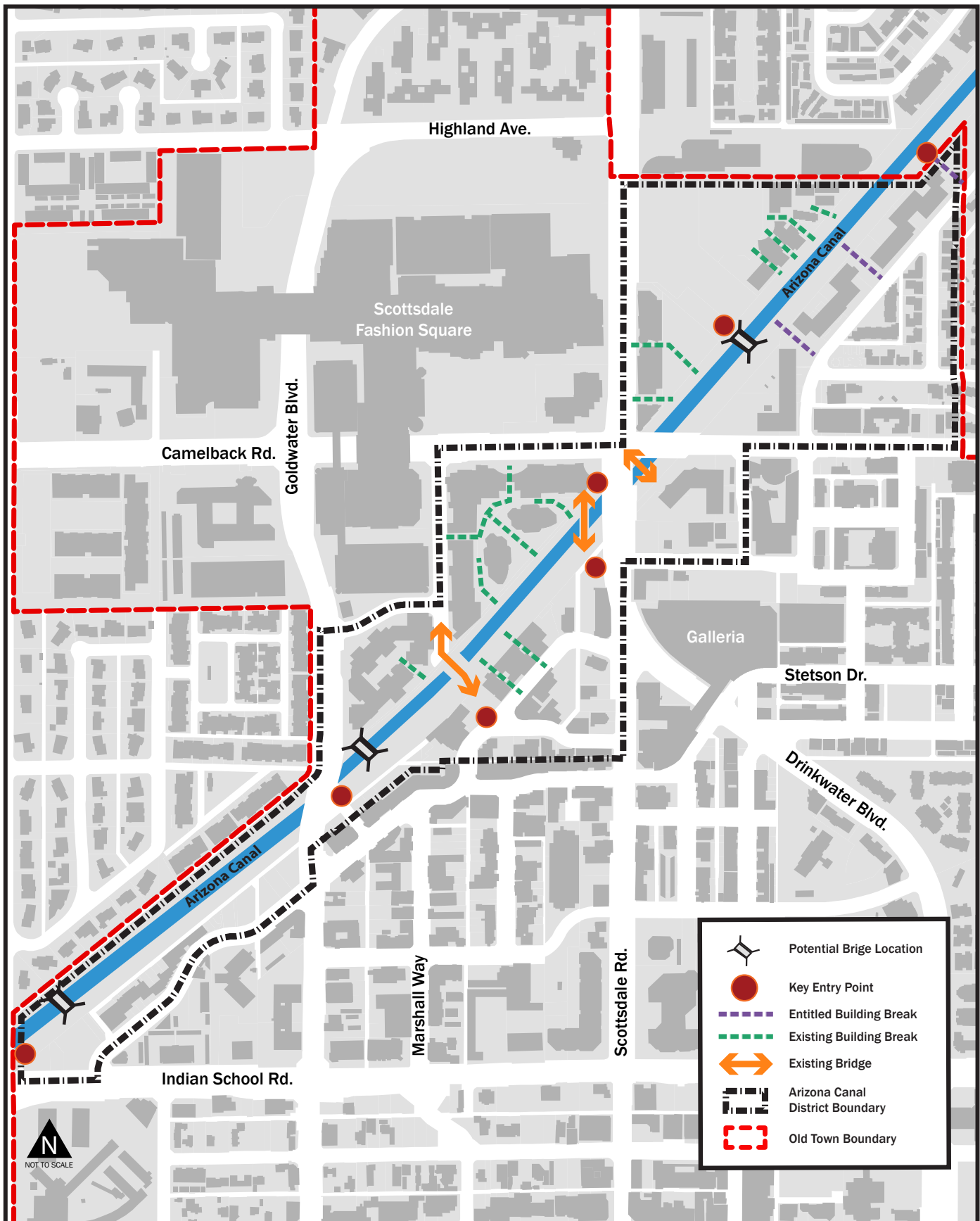
Map legend:

- **Potential Brige Location**
- **Key Entry Point**
- **Entitled Building Break**
- **Existing Building Break**
- **Existing Bridge**
- **Arizona Canal District Boundary**
- **Old Town Boundary**

Map labels: Highland Ave., Scottsdale Fashion Square, Goldwater Blvd., Camelback Rd., Arizona Canal, Galleria, Stetson Dr., Drinkwater Blvd., Marshall Way, Scottsdale Rd., Indian School Rd.

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NOT TO SCALE

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Map 7 - Arizona Canal District

DISTRICT IDENTITY

AC 1. Promote the character and identity of the Arizona Canal District through open space, landscape, and urban design.

The Arizona Canal District is defined by open space, landscape, and urban design features that provide continuity throughout the district, in particular along the canal corridor.

AC 1.1 Relate project design to the district themes of water, desert oasis, and the natural and human history of the Southwest.

AC 1.2 Utilize landscape and open space design to reinforce district themes, support special events, and provide access to the natural environment.

AC 1.3 Promote district visibility and identity by incorporating gateways, such as enhanced landscape and urban design features, at key district entry points.

AC 1.4 Design bridges, entry points, pathways, seating, and other urban design elements to promote a unified district aesthetic.

AC 1.5 Utilize landscape design to convey a desert water oasis and to unify the diverse architectural environment along the canal corridor.

Plaza spaces can relate to district themes of water (through water features) and desert oasis (through architectural design, materials, and drought-tolerant landscaping) - while providing a space for human interaction and special events.

Landscape, open space, and public art work in concert to reinforce district themes, support special events, and provide access to the natural environment.

Planting materials convey a desert water oasis, while vertical terracing of open space and landscaping visually reduces the distance between opposing canal banks.
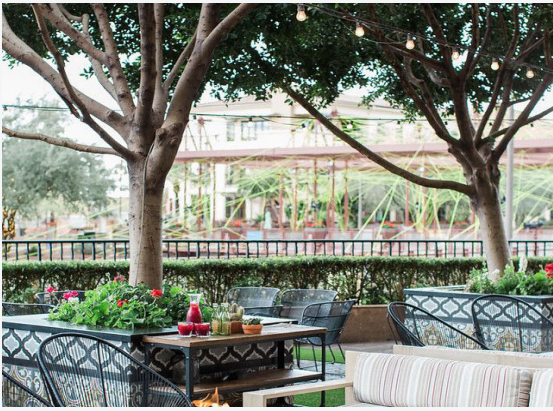
Outdoor dining areas provide visual connections to the canal, adjoining public open spaces, and special events.

The terraced outdoor patio space provides a defined edge along the Marshall Way Bridge public open space - creating a means for patrons to view and interact with this public area.

BUILDING DESIGN

AC 2. Activate the Arizona Canal District and corridor through building and site design.

Recognize the importance of the canal corridor through building architecture and orientation, site, and landscape design.

AC 2.1 Incorporate stepbacks, recesses, and projections into the horizontal building wall plane to open views onto the canal corridor, while creating an enhanced frame and edge.

AC 2.2 Incorporate architectural cover, deeply recessed windows, raised planters, base plantings, and other treatments to strengthen the base of buildings that front the canal corridor.

AC 2.3 Promote views into and out of the canal corridor by breaking up building massing at regular intervals and stepping height away from the canal.

AC 2.4 Provide pedestrian canal corridor access at 100- to 300-foot intervals, by incorporating spaces between buildings. Align access points with existing paths and future bridge and pedestrian connection opportunities.

AC 2.5 Design buildings with frontages along the Arizona Canal to provide a public entrance at the canal level and at Old Town street level.

AC 2.6 Enhance the human scale of the canal corridor by visually reducing the distance between opposing canal banks through canal bank design, such as cantilever sections, landscaping, and vertical elements at the canal edge.

AC 2.7   When a Type 2 Development adjacent to the canal exceeds 30-feet in total height, as measured from the top of the canal bank, it is recommended that the building mass step back at a ratio of 1:1, until reaching a building height of 45-feet. Stepback additional building height above 45 feet at a ratio of 2:1 until the maximum building height is reached.

AC 2.8   When a Type 3 Development adjacent to the canal exceeds 45-feet in total height, as measured from the top of the canal bank, it is recommended that the building mass step back at a ratio of 2:1. Observe a ratio of 2:1 until the maximum building height is reached.

AC 2.9   Outdoor dining areas are encouraged to locate along the canal corridor and adjoining public open spaces.

AC 2.10   Outdoor dining patios located along a canal corridor building frontage may extend a distance from the building that still maintains a pedestrian clear width. It is recommended that outdoor dining patios adjacent to canal corridor buildings occupy no more than 50% of the linear building frontage.

AC 2.11   Building terraces that create a defined edge along the canal corridor are encouraged.

AC 3.   Reduce the impacts of noise at the source, in spaces where sound travels, and at locations with noise-sensitive land uses.
(Refer to Chapter 19, Article II of the Scottsdale Revised Code)

The Arizona Canal District regularly hosts large special events along the canal corridor. As a noise generator, it is paramount that development projects adjacent to the canal design accordingly to ensure noise compatibility.

AC 3.1   Analyze the noise compatibility of proposed development projects during the building design phase to minimize the impacts of noise generated and received once built.

AC 3.2   In open areas where sound may travel, utilize walls, sound absorbing materials, landscaping, and other exterior site improvements to block, deflect, and attenuate noise.

AC 3.3   Incorporate sound attenuation and sound proofing in buildings with noise-sensitive uses through the combination of materials and building design. Building design techniques might include, but are not limited to, orientation of building openings, ventilation system planning, and siting of uses within the planned building envelope.

Figure 32 - Arizona Canal District - Canal Corridor Design

Open space, landscape, and urban design provide continuity throughout the district, in particular along the canal corridor.

1 - Canal bank access at building breaks - access is provided at 100- to 300-foot intervals
2 - Pedestrian access aligns with bridge crossing
3 - Building steps back from the canal edge, creating a usable terrace and allowing for visual access to the canal from surrounding areas
4 - Buildings frame the edge of the canal
5 - Spaces created between buildings provide for views into and out of the canal corridor
6 - Bridge incorporates permanent public art
7 - Canal corridor design supports large-scale events and is composed of smaller human-scale environments that meet the day-to-day needs of users

PUBLIC ART

AC 4. Strengthen the Arizona Canal District identity through integrated public art.

AC 4.1   Incorporate permanent public art throughout the Arizona Canal District that contributes to the district's "sense of place" by incorporating unique characteristics about Scottsdale, the desert, and the Arizona Canal, particularly in the design of gateways, plazas, bridges, pathways, and landscape features.

AC 4.2   Accommodate large-scale temporary public art to enhance the canal corridor as one of the primary special event and public gathering places in Old Town.
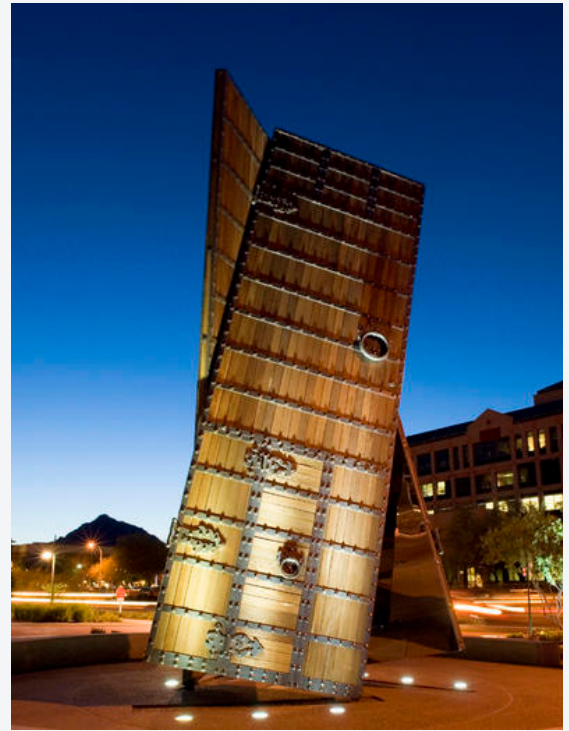
Permanent public art contributes to the Arizona Canal District sense of place, creating memorable locations and experiences for residents and visitors.

Temporary public art is accommodated through the provision of public open spaces and plazas.

GLOSSARY

A

Accessible – An environment or facility that provides equal access to people with different abilities.

Active Street Frontage / Use – Street frontage that enables direct visual and physical contact between the street and the interior of the building. Clearly defined entrances, windows, and shop fronts are elements of the building façade that contribute to an active street frontage.

Adjoining – Being in contact; connected or neighboring.

Americans with Disabilities Act (ADA) – 1990 federal legislation specifying provisions in the design or redesign of buildings, parking, and outdoor areas to remove barriers for persons with disabilities and guaranteeing equal opportunity in public accommodations, transportation, and government services.

Arcade – An arched or covered passageway, usually with shops on each side.

Architectural Rhythm – A strong, regular, repeated pattern of design elements which can include building massing, architectural detailing, texture, and color.

Arterial Street – A high-capacity urban road. The primary function of an arterial street is to deliver traffic from collector streets to freeways or expressways, and between urban centers at the highest level of service possible.

Authentic – Not false or copied; genuine; real.

Awning – A roof-like shelter of canvas or other material extending over a doorway, from the top of a window, over a deck, etc., in order to provide protection, as from the sun.

B

Block Face – One side of a street between two consecutive features intersecting that street. The features can be other streets or boundaries of standard geographic areas.

Buffer – To create a separation between dissimilar uses and/or development intensities in an effort to reduce or mitigate the effects of one area upon the other.

Building Envelope – A volume of space that is defined by a geometric shape (rectangular, triangular, circular, cubic, etc.) within which a building, regardless of its shape and size, should fit.

Building Form – The specific style, shape, or configuration of a building or building feature(s).

C

Cabinet Sign – A three-dimensional structure which includes a frame, borders, and sign panel face and may include internal lighting upon which the sign letters and logo are placed or etched.

Cantilever – Any rigid structural member projecting from a vertical support, especially one in which the projection is great in relation to the depth, so that the upper part is in tension and the lower part in compression.

Character – Features, qualities, and attributes that give a place its identity.

Collector Street – A low-to-moderate-capacity road which serves to move traffic from local streets to arterial roads. Unlike arterials, collector streets are designed to provide access to residential properties.

Context – The relationship between a location and its surrounding natural, built, and/or planned environment; the whole environment relevant to a particular building or place; the interrelated conditions in which something exists or occurs.

Continuity – Design similarities between two or more things that provide a connection between them.

Corporate/User Building Design – Building design that is solely driven by a specific or intended use or user and would otherwise not be viable or appropriate for its location and use regardless of the end use or user.

Covered Walkway – Shaded path or passage.

D

Daylighting – The use of natural lighting for the full or supplemental illumination of interior and partially enclosed space that would otherwise require electric lighting; captured sunlight that is diffused, filtered, or reflected to moderate its intensity and dissipate heat.

Design District – Any zoning district or overlay district within which more specific architectural design elements are required.

Design Element – The use of colors, space, texture, and other components in an artistic representation.

Design Feature – The arrangement or pattern of elements or features of an artistic or decorative work.

Design Standards & Policies Manual (DSPM) – An official City of Scottsdale document that sets forth city requirements, standards, policies, and procedures to enable development professionals to bring a development concept to fruition. It includes guidance for preparing plans, reports, and related documents necessary to meet city standards.

Development – The process of developing or being developed.

Durability – The ability to withstand wear, pressure, or damage.

E

Eave – The part of a roof that meets or overhangs the walls of a building.

Element – A component, part, or constituent of a whole.

F

Frontage – The front façade of a building; area of public realm that is parallel to the front of a building.

G

H

Heat Island Effect – A phenomenon involving elevated temperatures in urban areas as compared to out-lying rural surroundings. Heat islands are generally caused by reduced vegetation, solar heat absorption, material heat capacity, use of energy, lack of shade, and building spacing.

High-Rise Building/Development – A building with an occupied floor located more than 75 feet above the lowest level of fire department vehicle access. In Old Town Scottsdale, high-rise buildings typically align with Type 2.5 and Type 3 Development areas (See Map 1 - Downtown Development Types).

Horizontal Wall Plane – A plane that is parallel to the horizon.

Human Scale – Design that recognizes how humans interact with their environments – based on their physical dimensions, capabilities, senses, and limits. Buildings scaled to human physical capabilities have steps, ramps, doorways, railings, work surfaces, seating, shelves, fixtures, walking distances, and other features that fit well to the average person. Human scale in architecture can describe buildings with sightlines, acoustic properties, task lighting, ambient lighting, and spatial grammar that fit well with human senses.

I

Intensity – Refers to the level or concentration of activity occurring on a site or in an area; often used interchangeably with density.

J

K

L

Light Reflectance Value (LRV) – A measure of visible and usable light that is reflected from a surface when illuminated by a light source.

Low Impact Development (LID) – Refers to design and implementation practices that can be employed at the site-level to both control stormwater and replicate the pre-development hydrology of the site. This approach to water management protects, restores, or mimics the nature water cycle on a development site.

Low-Rise Building/Development – A building with a maximum height that is less than, or equal to, 48 feet. In Old Town Scottsdale, low-rise buildings typically align with Type 1 Development areas, but may occur throughout Old Town Scottsdale (See Map 1 - Downtown Development Types).

M

Massing – The physical volume, shape, or bulk of a building.

Mid-Rise Building/Development – A building with a maximum height that is greater than 48 feet, but less than 90 feet. In Old Town Scottsdale, mid-rise buildings typically align with Type 2 Development areas, but may occur within Type 2.5 and Type 3 Development areas (See Map 1 - Downtown Development Types).

Mixed-Use – The practice of allowing more than one type of land use in a building or set of buildings. Mixed-use may be developed in a variety of ways, either horizontally in multiple buildings, vertically within the same building, or through a combination of the two.

Mixed-Use Neighborhoods – City of Scottsdale General Plan land use designation that includes Old Town Scottsdale.

Mobility – The ability to move from one place to another, or to transport goods or information from one place to another.

Moulding – A strip of material (such as wood or metal) with some design or pattern that is used as ornamentation or finishing on a wall, door, window, etc.

N

New Development – The business of constructing buildings or otherwise altering land for new uses.

O

P

Passive Design – Building design that uses site, vegetation, natural processes, elements, and material attributes coupled with building orientation, spatial placement, and materials selection to achieve human comfort and minimize resource and energy consumption and costs.

Pedestrian – Any person afoot; or any person who uses a manual or motorized wheelchair.

Pedestrian Clear Width – Streets and public spaces that accommodate and encourage pedestrian activity through the provision of active uses, informal gathering spaces, lighting and safety features, and other pedestrian-serving amenities. Scottsdale's Design Standards & Policies Manual (DSPM) sets forth city requirements, standards, policies, and procedures regarding public pedestrian facilities and sidewalk widths.

Pedestrian Corridor – A path or guided way that is developed to promote walking as an attractive means of transportation and utilized primarily by pedestrians as they move between major activity centers.

Pedestrian-Oriented Design – A form of development that makes the street environment inviting for pedestrians.

Podium Parking – One (1) level of vehicle parking at street level or partially below street level, with a building or open space above the parking.

Public Realm – The environment created by the network of streets and open spaces, parks and plazas, and the pattern of uses and activity, which contribute to the character and quality of a place.

Q

R

Redevelopment – The construction of a new building or buildings, typically after demolishing existing buildings.

Region – A geographic area distinguished by similar features.

Right-of-way – Land which by deed, conveyance, agreement, easement, dedication, usage or process of law is reserved for, or dedicated to, the general public for street, highway, alley, public utility, pedestrian walkway, bikeway, or drainage purposes.

S

Sense of Place – The combination of characteristics that gives particular locations or areas a unique personality.

Setback – A distance from a curb, property line, or structure within which building is prohibited.

Shingle Sign – A sign suspended from a roof overhang of a covered porch or walkway and perpendicular to a building wall.

Stepback – An arrangement of building forms, shapes, and massing in the manner of a series of steps, that causes the building design to move away, or recede, from a property line or adjacent development, in order to provide open space above the lower levels of the building.

T

Transition Areas – A change from one development area to another, either in terms of height, density, intensity, or character – usually as a means to ensure compatibility between developments.

Type 1 Development – The compact, lower scale development of the Downtown Core. See Map 1 - Downtown Development Types - for specific locations and boundaries.

Type 2 Development – The intermediate, higher scale development type in the downtown. See Map 1 - Downtown Development Types - for specific locations and boundaries.

Type 2.5 Development – The intermediate, higher scale development type between Type 2 and Type 3 in the downtown. See Map 1 - Downtown Development Types - for specific locations and boundaries.

Type 3 Development – The most intensive, highest scale development type in the downtown. See Map 1 - Downtown Development Types - for specific locations and boundaries.

U

Universal Design – A concept that all environments and products should be accessible and usable by all people, regardless of their age, size, or abilities.

V

Vehicle – Any transportation device utilized for moving people or goods.

W

Wainscot – The bottom part of a wall, especially when made of material different from the rest of the wall; the measurement of street level to the lower portion of a window sill.

Wayfinding – Encompasses all of the ways in which people orient themselves in physical space and navigate from place to place, usually through the use of landmarks, effective signage, and building design.

X

Y

Z

APPENDIX

HISTORIC OLD TOWN CHARACTER DEFINING BUILDINGS COMPENDIUM

HISTORIC OLD TOWN DESIGN DISTRICT GUIDELINE COMPLIANT BUILDINGS WITH HP HISTORIC PROPERTY ZONING

1. Johnny Rose's Pool Hall (1923) /
Mexican Imports Shop
3933 N. Brown Avenue (northeast corner
of Brown Avenue and Main Street).
Current use is a retail shop.

- *1 - story massing*
- *white glazed brick construction*
- *gable roof behind stepped-parapet*
- *wooden shed style covered walkway with shake shingles*
- *wood frame windows and doors*

2. Sterling Drug Store (1921) /
Saba's Department Store
7254 E. Main Street (northwest corner
of Brown Avenue and Main Street).
Current use is a western retail shop.

- *1 - story massing*
- *board and batten wood siding*
- *flat roof behind parapet wall with decorative wood cornice detail*
- *wood shed style covered walkway with shake shingles*
- *flat roof entry porch with roof-top balustrade*
- *low window sill and brick wainscot*
- *recessed entrance*

3. Western Motor Services (1950) /
Sugar Bowl Restaurant
4005 N. Scottsdale Road (southeast
corner of Scottsdale Road and 1st Avenue).
Current use is an ice cream parlor/
restaurant.

- *1 - story massing*
- *painted (pink and red) board and batten wood siding, with white trim as primary accent*
- *wood, cantilever style, covered walkway with shake shingles, and striped fabric awning*
- *wood frame windows and doors*

4. Farmer's State Bank of Scottsdale (1921) /
Rusty Spur Saloon
7245 E. Main Street (southwest corner of Brown
Avenue and Main Street).
Current use is a bar.

- *1 - story massing*
- *brick panel construction with board and batten wood siding*
- *wood cantilever, shed style, covered walkway with shake shingles*
- *saloon doors*
- *wood frame windows*

5. First U.S. Post Office Building (1929) / Porters
3944 N. Brown Avenue (northwest corner of
Brown Avenue and Main Street).
Current use is a retail shop.

- *1 - and 2 - story massing*
- *brick masonry construction*
- *gable roof form behind stepped parapet*
- *wood covered walkway and terrace with log fence rail*
- *wood frame windows and doors*

95

6. Woolworth Building

3922 N. Scottsdale Road (northwest corner of Scottsdale Road and Main Street).
Originally the Woolworth Five & Dime store. Current use is an art gallery and office.

- *2 - story massing*
- *corner oriented building entrance*
- *brick masonry and wood frame construction*
- *flat roof behind broken cornice*
- *wood covered walkway (tall) with gallery and balustrade*
- *wood frame windows and doors*
- *recessed entrances*
- *decorative pediments and shutters*
- *contrasting light colored wood trim and moulding*

7. Flagg Building / Frontier Town Mall

7240-7248 E. Main Street (northwest corner of Brown Avenue and Main Street).
Current use is specialty, retail shops.

- *1 - story massing (false 2nd story)*
- *wood frame construction with board and batten siding*
- *wood shed style covered walkway with shake shingles*
- *various old style Western details*
- *wood frame windows and doors*
- *wood plank walkway*

8. Shipp Building

4000 N. Scottsdale Road (southwest corner of Scottsdale Road and 1st Avenue).
Original and current uses are commercial and office.

- *1 - and 2 - story massing*
- *corner tower feature with mansard roof*
- *Fore-court and center courtyard*
- *flat roof behind stepped parapet*
- *jumbo-brick masonry construction with brick banding and concrete cornice detail*
- *wood flat roof, covered walkway with twin column detail*

9. Bandera

3821 N. Scottsdale Road (northeast corner of Scottsdale Road and 1st Street).
Original and current use is a restaurant.

- *1 - story massing*
- *river-rock masonry wall construction*
- *mansard style roof form with exposed rafters*
- *operable wood frame windows and doors*
- *wood shed and cantilever style covered walkway with shake shingles*

10. Shades of the West

3916 N. Brown Avenue (southwest corner of Brown Avenue and Main Street).
Originally a dry goods store, current use is a retail shop.

- *1 - story massing*
- *concrete block construction*
- *decorative burnt brick cornice*
- *wood shed and cantilever style covered walkway, with shake shingles and kick bracing*
- *wood frame trimmed windows and doors*

11. Eastern Block of Brown Avenue

3903–3965 N. Brown Avenue (southeast corner of Brown and 1st Avenues).
Buildings on this block have a high level of compliance with the guidelines.
Current uses are retail shops.

- *1 - and 2 - story massing*
- *gable and flat roof forms behind parapet walls*
- *masonry and wood frame construction with board and batten wooden siding and masonry wainscot treatments*
- *wood shed style covered walkways with shake shingles*
- *individual storefronts exhibit a human scale with frequent entrances, large display windows, and old style/Western fixtures, hardware, and detailing*

12. Willmoth Properties

3809–3815 N. Scottsdale Road and
7213–7215 E. 1st Street (southeast corner
of Scottsdale Road and 1st Street).
Current uses are retail stores and
restaurants.

- *1 - story massing*
- *flat roof behind parapet walls*
- *masonry and wood frame construction with board and batten wood siding*
- *wood shed style covered walkways with shake shingles*
- *wood frame windows and doors*

13. Chase Bank

4031 N. Scottsdale Road (southeast corner
of Scottsdale and Indian School Roads).
Original and current use is a bank.

- *1 - and 2 - story stepped massing*
- *brick construction with decorative concrete cornice*
- *flat roof*
- *contrasting (white) wood frame windows, doors, territorial pediments, lintels, and shutters*
- *wood shed style covered walkway with shake shingles*

14. R&R Restaurant

3737 N. Scottsdale Road (northeast corner
of Scottsdale Road and 2nd Street).
Original and current use is a restaurant.

- *2 - story stepped massing*
- *natural brick as the primary wall material*
- *western railing*
- *regularly spaced, round wood columns*
- *terraces, balconies, and covered walkways*
- *visual transparency at the street level*

HISTORIC OLD TOWN DESIGN DISTRICT TRANSITIONAL BUILDINGS

Transitional buildings contribute, through design and character, to the Historic Old Town Design District identity.

15. 4020 Building

4020 N. Scottsdale Road (northwest corner of Scottsdale Road and 1st Avenue). Building is mixed use commercial and residential.

- *4 - story stepped massing*
- *jumbo brick and wood frame construction*
- *horizontal metal siding*
- *flat roof and stepped massing*
- *cantilever covered walkway*
- *dark metal frame windows and doors*
- *exterior staircase detail*

OTHER SIGNIFICANT BUILDINGS IN THE HISTORIC OLD TOWN DESIGN DISTRICT

Though the buildings below do not follow the Frontier Town, Western style as prescribed in the Historic Old Town Design District guidelines, they are prominent within the district, holding historical and cultural significance.

16. Douglas Bank / Bischoff Gallery

3925 N. Brown Avenue (southeast corner of Brown Avenue and Main Street).
Current use is a gallery with a residence above.

- *2 - to 3 - story stepped massing*
- *fore-courtyard, interior courtyard, and rear patio defined by a low wall*
- *projecting balconies*
- *concrete block construction with smooth stucco finish*
- *soldier course brick cornice*
- *wood framed windows, doors with concrete trim, and decorative wrought iron detailing*

17. Our Lady of Perpetual Help (1933) / Old Adobe Mission

3817 N. Brown Avenue (southeast corner of Brown Avenue and 1st Street). This building is Spanish Colonial Revival style and has Historic Property Zoning (HP).
Current use is a restaurant.

- *1 - to 3 - story massing with bell tower*
- *smooth plastered adobe block*
- *tiered gable roof with exposed rafters*
- *corrugated metal roofing*
- *wood frame windows and doors, some with stained glass*

18. Spouse-Reitz Department Store (1954) / Pink Pony Restaurant

3831 N. Scottsdale Road. Building is mid-century commercial style and has Historic Property Zoning (HP).

Current use is a restaurant.

- *1 - story massing*
- *natural stone masonry construction*
- *wood frame cantilever style covered walkway with a curvilinear form and decorative fascia*
- *wood frame windows and doors*
- *integrated raised planters*
- *recent changes to this building include the operable storefront windows*

19. Cavalier's Blacksmith Shop

7314–7315 N. Brown Avenue (northeast corner of 2nd Street and Brown Avenue). The building, built in 1920, is Spanish Colonial Revival style and has Historic Property Zoning (HP).

Original and current use is a blacksmith shop.

- *1 - story massing*
- *mortar wash over adobe block construction (rough textured surface)*
- *gable roof form behind mission style front*
- *corrugated metal roofing*
- *wrought-iron grill-work and detailing*
- *decorative wrought iron detailing*
- *early industrial building*

Old Town

SCOTTSDALE
URBAN DESIGN &
ARCHITECTURAL GUIDELINES

CITY OF
SCOTTSDALE

ATTACHMENT 3

Section	Subsection	Guideline	Comment	Source	Staff Notes
The following comments were collected **at** the April 18, 2019 Development Review Board Meeting					
Civic Center and Arizona Canal Districts	Building Design	CC 3 AC 3	How will both Guidelines be utilized in practice? Is the purpose to address sound attenuation in new buildings, or sound attenuation that special events, through the permitting process, would have to adhere to?	DRB	The purpose of both Guideline CC 3 and Guideline AC 3 and their supporting Guidelines is to ensure new development projects within the Civic Center and Arizona Canal Districts incorporate design elements, attenuation, and site planning techniques in order to account for noise generated by large, outdoor events that regularly occur within both districts. The Guidelines are not utilized when reviewing Special Event permits.
Arizona Canal District	Public Art	AC 4	Should there be language that addresses the use of light as part of public art? Lighting and public art are sometimes not the same. Attention to lighting in the area might be useful as part of this particular guideline.	DRB	Staff added the following Supporting Guideline in the Site & Surrounding Context section of the Guidelines: **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)**

Section	Subsection	Guideline	Comment	Source	Staff Notes
The following comment was collected **after** the April 4, 2019 Development Review Board Meeting					
General	General	N/A	Concern regarding the Cowboy Sign in Old Town and whether this project is proposing to remove it.	Community Feedback	The guidelines do not propose to remove the Cowboy Sign from Old Town. The purpose of the Old Town Urban Design & Architectural Guidelines is to influence site development, building form, and architectural and landscape character – to assure that new development is compatible with Old Town Scottsdale urban design goals and the character of existing development. The Guidelines will continue to be utilized by staff, the Development Review Board (DRB), and City Council when reviewing future development proposals for conformance within Old Town Scottsdale.
The following comment was collected **at** the April 4, 2019 Development Review Board Meeting					
Building Design	Materials	18.8	Appreciate discouraging abrupt changes in materials on a wall plane – would like the same provision for paint colors.	DRB	Staff amended Supporting Guideline 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.

Section	Subsection	Guideline	Comment	Source	Staff Notes
			The following comments were collected at the March 21, 2019 Development Review Board Meeting		
Human Connectivity	General	N/A	Ensure that the guidelines address seating throughout Old Town. With a large elderly population, it is important to have seating at regular intervals along pedestrian pathways and within open space areas.	DRB	Supporting Guideline 2.4, as written, includes the provision of street furniture as a means to convey a unified street appearance.
					Figure 4 notes the use of street furniture within the pedestrian environment.
					Supporting Guideline 3.2, as written, includes the provision of street furniture as a means to support design continuity in downtown public spaces.
					Figure 8 notes the use of formal and informal seating in an open space area.
					Historic Old Town Supporting Guideline HOT 3.7, as written, supports the use of benches in site design.
					Arizona Canal Supporting Guideline AC 1.4, as written, states that seating may be utilized to promote a unified district aesthetic.
					Staff amended Supporting Guideline 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.
					Staff amended **Figure 1**:
					O – Pedestrian-supportive amenities such as seating and shade are provided at regular intervals.
					Staff amended Civic Center Supporting Guideline CC 1.2:
					Design landscape, hardscape, pathways, **seating,** and other urban design elements to promote a unified district aesthetic.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Human Connectivity	Enhance Pedestrian Environment	2.3	Confusion over the intent of Supporting Guideline 2.3. Not sure what "where building frontages do not exist" means.	DRB	The intent of Supporting Guideline 2.3 is to minimize "holes" in pedestrian pathways that exist as a result of vacant properties. Staff amended Supporting Guideline 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.
Site & Surrounding Context	General	N/A	It is important to have new development complement existing development. Appreciate that the Guidelines address this.	DRB	Thank you.
General	General	N/A	It is important and appreciated that the Guidelines address Historical Resources.	DRB	Thank you.
General	General	N/A	The Guidelines are beautiful and provide an aspirational view at how we would like our downtown to look. However, it is important that this document be utilized and implemented and not forgotten about.	DRB	The Guidelines will continue to be utilized by staff, the Development Review Board (DRB), and City Council when reviewing future development proposals for conformance within Old Town Scottsdale.
General	General	N/A	Would like to confirm where specifics concerning sidewalk widths within the downtown are addressed – as it doesn't appear that specific widths are given in the draft Guidelines.	DRB	Scottsdale's Design Standards & Policies Manual (DSPM) sets forth city requirements, standards, policies and procedures regarding public pedestrian facilities and sidewalk widths. The Guidelines reference the DSPM throughout the document, and, more specifically, in the Purpose of the Guidelines (page 4) and the Glossary (Pedestrian Clear Width, page 92).

Section	Subsection	Guideline	Comment	Source	Staff Notes
General	General	N/A	How much public input has occurred to date?	DRB	Staff engaged stakeholders within Historic Old Town in 2 focus groups to finalize that specific section of the UDAG. Staff engaged the development community – those who have experience designing, developing, and working in Old Town – in 2 focus groups that produced feedback which informed numerous updates to the draft (see section on comments collected prior to March 15, 2019). Staff engaged the public by inviting feedback through various email blasts/newsletters, such as P & Z Link and the Old Town Newsletter.

			The following comments were collected **prior** to March 15, 2019		
General	General	N/A	Get Focus Groups back together for review of document, post-incorporation of feedback.	Focus Group	Focus Group feedback will be addressed in the draft UDAG, where appropriate, and will be made publicly accessible, along with this matrix, for additional review and comment.
Introduction	General	N/A	Introduction should state that guidelines are applicable to the City as well as private development.	Focus Group	Staff added the following language under Design Objectives (pg. 4): The Old Town Plan and the Guidelines provide the framework that guides individual developments – **both public and private** – as they visually and physically work together to define, shape and enhance the image of Old Town Scottsdale.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Introduction	General	N/A	Introduction / Purpose should provide clarity that this document contains development guidance and so as not to be construed with regulatory requirements.	Focus Group	The guidelines do recognize the relationship of this document, the zoning ordinance, and the Old Town Scottsdale Character Area Plan within the Introduction (pages 2-6). Furthermore, under Purpose of Guidelines (pg 4) the text states: During the design process, creativity and innovation are encouraged, thus these Guidelines are intended to be flexible, and to act as a tool to guide innovative, quality design. The Guidelines are meant to encourage and promote unique solutions to design opportunities and challenges. Staff added the following language under Purpose of Guidelines (pg. 4): **Although the Guidelines apply to all development downtown, there are some larger projects and areas such as Scottsdale Fashion Square, Honor Health, Civic Center, and Historic Old Town that have City Council, Development Review Board, or Historic Preservation Commission-approved design specificity beyond the Guidelines, including: Master Sign Program, Development Plan, Design Plan, Municipal Use Master Site Plan, Master Environmental Design Concept Plan, and/or Historic Preservation Plan.**

Section	Subsection	Guideline	Comment	Source	Staff Notes
General	General	N/A	The guidelines should recognize zoning and the Old Town Character Area Plan. Allow for development to build aspirationally and be a collaborative process.	Focus Group	The guidelines do recognize the relationship of this document, the zoning ordinance, and the Old Town Scottsdale Character Area Plan within the Introduction (pages 2-6). Furthermore, under Purpose of Guidelines (pg 4) the text states: During the design process, creativity and innovation are encouraged, thus these Guidelines are intended to be flexible, and to act as a tool to guide innovative, quality design. The Guidelines are meant to encourage and promote unique solutions to design opportunities and challenges.
General	General	N/A	Recognize both HonorHealth and Fashion Square Mall as having adopted Design Guidelines.	Focus Group	Staff added the following language under Purpose of Guidelines (pg. 4): **Although the Guidelines apply to all development downtown, there are some larger projects and areas such as Scottsdale Fashion Square, Honor Health, Civic Center, and Historic Old Town that have City Council, Development Review Board, or Historic Preservation Commission-approved design specificity beyond the Guidelines, including: Master Sign Program, Development Plan, Design Plan, Municipal Use Master Site Plan, Master Environmental Design Concept Plan, and/or Historic Preservation Plan.**
General	General	N/A	Remove instances of "shall" or "must" and utilize phrasing such as "encourage" or "preferable".	Focus Group	Staff reviewed the plan and "should", "shall", "must", etc. are not used within the guidelines.
General	General	N/A	The use of the word "meaningful" to quantify anything is too subjective.	Focus Group	The word "meaningful" is not used within the UDAG.

Section	Subsection	Guideline	Comment	Source	Staff Notes
General	General	N/A	Remove "surrounding context" from guidelines. Instead, reference Old Town Plan, Districts, and Development Types. Surrounding context is very limiting, and may – at times – be undesirable to consider in the design of a new development proposal.	Focus Group	The Old Town Scottsdale Character Area Plan discusses surrounding context in Policies CD 1.1 and CD 1.2 (pg 18). The plan recognizes that some districts within Old Town are "evolving" and, in some instances, public and private development should be encouraged to "establish new urban design and architectural character where downtown development patterns are fragmented or are in transition". Staff amended the definition for Context: The relationship between a location and its surrounding natural, ~~and/or~~ built, **and/or planned** environment; the whole environment relevant to a particular building or place; the interrelated conditions in which something exists or occurs. Staff amended Supporting Guideline 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.**
General	General	N/A	I have to say this is one of the best documents that I've seen/reviewed of this type in quite some time.	Community Feedback	Thank you.
General	General	N/A	Sidewalks: When I brought through Main Street Place for zoning, staff and council asked for 8ft sidewalks stating they wanted the downtown to have more generous/covered walkways. I don't see much in this document with specific minimums, unless I missed it. This would be helpful to know before the projects are designed as opposed to having to revised our work midstream.	Community Feedback	Scottsdale's Design Standards & Policies Manual (DSPM) sets forth city requirements, standards, policies and procedures regarding public pedestrian facilities and sidewalk widths. The Glossary, as written, includes entries and definitions regarding the DSPM and Pedestrian Clear Width.

Section	Subsection	Guideline	Comment	Source	Staff Notes
General	General	N/A	Architecture: My sense is that the architectural directives are to controlling or restrictive. Sameness may not be what is desired. As a land owner and now building owner of Main Street Place, and having gone thru the process on my project and several other, I can tell you that being told that my building needed to be 'desert' colors and that I needed to use Sonoran 'desert' plants was unexpected.	Community Feedback	Purpose of Guidelines (pg 4), as written, states: During the design process, creativity and innovation are encouraged, thus these Guidelines are intended to be flexible, and to act as a tool to guide innovative, quality design. The Guidelines are meant to encourage and promote unique solutions to design opportunities and challenges.
General	Glossary	N/A	Definition of "Context" should take into account the built and planned environment. So that architects know what they should be designing for.	Focus Group	Staff amended the definition for Context: The relationship between a location and its surrounding natural, ~~and/or~~ built, **and/or planned** environment; the whole environment relevant to a particular building or place; the interrelated conditions in which something exists or occurs.
General	Glossary	N/A	Define pedestrian and vehicle.	Focus Group	Staff added the following definitions: **Pedestrian - Any person afoot; or any person who uses a manual or motorized wheelchair.** **Vehicle – Any transportation device utilized for moving people or goods.**

Section	Subsection	Guideline	Comment	Source	Staff Notes
General	General	N/A	Suggest having less guidelines as they hinder flexibility and seem to compound with ordinance.	Focus Group	The guidelines do recognize the relationship of this document, the zoning ordinance, and the Old Town Scottsdale Character Area Plan within the Introduction (pages 2-6). Furthermore, under Purpose of Guidelines (pg 4) the text states: During the design process, creativity and innovation are encouraged, thus these Guidelines are intended to be flexible, and to act as a tool to guide innovative, quality design. The Guidelines are meant to encourage and promote unique solutions to design opportunities and challenges.
Human Connectivity	General	N/A	Consider adding guidelines that discourage private car use.	Focus Group	The Old Town Character Area Plan addresses, at a policy level, the idea of developing "complete streets" (Goal M1) that are complemented by a "park once environment" (Goal M 4) to ensure that Old Town is well connected for all modes and that vehicles can remain in a singular location once parked.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Human Connectivity	Enhance Pedestrian Environment	General	This plan should account for the increase in rideshare, bicycles, and scooters.	Focus Group	Scottsdale has long been recognized as a Bicycle Friendly Community by the League of American Bicyclists – first being recognized in 2005. Section 9 of the Scottsdale Zoning Ordinance includes provisions for reduced on-site vehicular parking in Old Town if increased bicycle storage is provided on a development site. Chapter 17, Article IV of the Scottsdale Revised codes addresses bicycles, scooters, and skateboards. It details application of traffic laws and parking on such means of transportation. Staff added the following Supporting Guideline: **9.4 Site planning that incorporates rideshare queuing and dropoff is encouraged.**
Human Connectivity	Enhance Pedestrian Environment	General	Suggest requiring onsite storage and/or parking locations for bicycles and scooters.	Focus Group	Scottsdale has long been recognized as a Bicycle Friendly Community by the League of American Bicyclists – first being recognized in 2005. Section 9 of the Scottsdale Zoning Ordinance includes provisions for reduced on-site vehicular parking in Old Town if increased bicycle storage is provided on a development site. Chapter 17, Article IV of the Scottsdale Revised codes addresses bicycles, scooters, and skateboards. It details application of traffic laws and parking on such means of transportation. Staff added the following Supporting Guideline: **9.4 Site planning that incorporates rideshare queuing and dropoff is encouraged.**

Section	Subsection	Guideline	Comment	Source	Staff Notes
Human Connectivity	Enhance Pedestrian Environment	1	Add a supporting guideline to address that there is a defined difference between Type 1 Core and the rest of Old Town in terms of pedestrian experience, covered walkways, and the grid pattern.	Focus Group	The Old Town Scottsdale Character Area Plan provides policy-level direction for a Pedestrian Space Hierarchy (pg 33) as well as a Pedestrian Connectivity Map (pg 32) that denotes pedestrian spaces and importance of shade throughout Old Town. Pedestrian Place is where shaded walkways are likely to occur. Page 6 of the draft Guidelines, under Downtown Land Use & Development Types provides discussion related to the grid pattern and its relation to Type 1 Developments. Furthermore, Supporting Guideline 16.4 directly states that shaded walkways are intended within the Downtown Core.
Human Connectivity	Enhance Pedestrian Environment	1.3	Consider adding large campus language	Focus Group	Staff amended Supporting Guideline 1.3: Maintain the Old Town pedestrian grid pattern ~~with access points every 100 to 300 feet, depending on urban neighborhood context~~ **found within the context of each Old Town district. (See Map 2 - Old Town Districts)**
Human Connectivity	Enhance Pedestrian Environment	1.4	Consider ramification of addition of transients as a result of making everything "comfortable"	Focus Group	Maintaining a safe, comfortable environment for the pedestrian is an idea that has been adopted in the Old Town Scottsdale Character Area Plan (Character & Design and Mobility Chapters).

Section	Subsection	Guideline	Comment	Source	Staff Notes
Human Connectivity	Enhance Pedestrian Environment	Figure 1	This figure appears to conflict with policy, as most of the buildings don't address the street frontage. Every corner seems to leave too much space between the building and the street.	Focus Group	Although this figure follows Guideline 1, it takes into account multiple guidelines found throughout the document – creating an interconnected, walkable downtown (Guideline 1), maintaining a consistent street edge (Guideline 2), connect open spaces to the surrounding context (Guideline 4), and ensuring continuity of site development (Guideline 7). Staff has **amended Figure 1** to have a more engaging street frontage.
Human Connectivity	Enhance Pedestrian Environment	Figures 5 and 7	Residential next to public walkways prefer a higher wall barrier between private and public space	Focus Group	Section 5 of the Scottsdale Zoning Ordinance dictates that walls within the frontage open space may not exceed three (3) feet in height, which Figures 5 and 7 follow and replicate.
Human Connectivity	Enhance Pedestrian Environment	2.3	How this would be implemented seems subjective. Should there be a formula in place? Would an update to a building façade trigger a development to provide enhanced landscaping? Consider providing language that makes it an incentive to encourage implementing this idea.	Focus Group	The intent of Supporting Guideline 2.3 is to minimize "holes" in pedestrian pathways that exist as a result of vacant properties. Staff amended Supporting Guideline 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.
Human Connectivity	Enhance Pedestrian Environment	2.7	Outdoor Dining Patios – some want green/landscape barrier. Consider adding certain percentage of green to hard barrier	Focus Group	2-1.203.A.4 of the Scottsdale Design Standards & Policies Manual gives consideration to utilizing screened walls and landscape improvements for outdoor dining areas. Supporting Guidelines 2.6 through 2.9, as written, do not preclude the use of landscaping as a barrier.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Human Connectivity	Enhance Pedestrian Environment	2.8	"Enough area" is confusing. Possibly reword this guideline as it isn't clear that outdoor dining should occur on private land as has been explained.	Focus Group	Staff amended Supporting Guideline 2.8: ~~On private land, design outdoor dining with enough area to~~ Accommodate table seating, lighting, menu signs, host stations, **patron queuing,** and other ~~restaurant~~ features **associated with outdoor dining and entertainment venues, on private land**.
Human Connectivity	Enhance Pedestrian Environment	2.6 – 2.10	Outdoor dining patios should be designed to create pedestrian interest, as opposed to making everything the same.	Focus Group	Many different outdoor dining patios may be accommodated by following Supporting Guidelines 2.6 through 2.9 as a baseline. For example, Figure 6 notes several solutions to providing an outdoor patio while accommodating the pedestrian clear width.
Human Connectivity	Open Space	General	Add discussion of balance of open space and height.	Focus Group	The Old Town Scottsdale Character Area Plan addresses, at a policy level, where public open space is desired (Public Spaces and Connectivity Master Plan, pg 21). The Scottsdale Zoning ordinance includes requirements concerning the use of Special Public Improvement requirements for receiving bonus development standards (Sec 7.1200) – which includes the provision of public open space, gathering space, or plaza improvements. Guidelines 3 and 4, as written, include guidance for open space adjacent to the built environment.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Human Connectivity	Open Space	General	There should be an order of size and magnitude in terms of open space – where it is important and necessary to place.	Focus Group	The Old Town Scottsdale Character Area Plan addresses, at a policy level, where public open space is desired (Public Spaces and Connectivity Master Plan, pg 21). The Scottsdale Zoning ordinance includes requirements concerning the use of Special Public Improvement requirements for receiving bonus development standards (Sec 7.1200) – which includes the provision of public open space, gathering space, or plaza improvements.
Human Connectivity	Open Space	3.1	Consider moveable as well as permanent infrastructure.	Focus Group	Staff amended Supporting Guideline 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.
Human Connectivity	Open Space	3.4	Don't limit vibrancy by reducing noise.	Focus Group	Supporting Guideline 3.4 does not seek to limit the vibrancy of Old Town as it utilizes the qualifier of "sensitive uses" when seeking to reduce the impacts of noise. Furthermore, the purpose of Supporting Guideline 3.4 and Guidelines CC 3 and AC 3 is to ensure future development is respectful of noise impacts. More specifically, Supporting Guideline 3.4 and Guidelines CC 3 and AC 3 ensure that major special events are not negatively affected by future, adjacent, noise sensitive land uses.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Human Connectivity	Open Space	3.5	Add Supporting Guideline to state that City should be held to preserving open space.	Focus Group	Staff added the following language under Design Objectives (pg. 4): The Old Town Plan and the Guidelines provide the framework that guides individual developments – **both public and private** – as they visually and physically work together to define, shape and enhance the image of Old Town Scottsdale.
Human Connectivity	Open Space	4, Figures 5 & 7	Consider allowing higher walls and more vegetation for residential spaces/patios that are adjacent to public walkways.	Focus Group	Section 5 of the Scottsdale Zoning Ordinance dictates that walls within the frontage open space may not exceed three (3) feet in height, which Figures 5 and 7 follow and replicate.
Site & Surrounding Context	Integration – Natural Environment	General	Suggest adding guidelines regarding sustainability in design and site planning – for example, incorporating Bioswales.	Focus Group	Staff added the following Supporting Guideline and definition to the Glossary: **6.5 Incorporate low impact development practices into site design.** **Low Impact Development (LID) – Refers to design and implementation practices that can be employed at the site-level to both control stormwater and replicate the pre-development hydrology of the site. This approach to water management protects, restores, or mimics the nature water cycle on a development site.**

Section	Subsection	Guideline	Comment	Source	Staff Notes
Site & Surrounding Context	Integration – Natural Environment	General	Suggest adding permeable pavers as encouraged.	Focus Group	Staff added the following Supporting Guideline and definition to the Glossary: **6.5 Incorporate low impact development practices into site design.** **Low Impact Development (LID) – Refers to design and implementation practices that can be employed at the site-level to both control stormwater and replicate the pre-development hydrology of the site. This approach to water management protects, restores, or mimics the nature water cycle on a development site.**
Site & Surrounding Context	Integration – Natural Environment	Figure 10	Label "7" Covered Walkway on Figure diagram.	Focus Group	Staff **corrected Figure 10**.
Site & Surrounding Context	Integration – Natural Environment	5.4	Add recognition of change in materials/new materials to dissipate heat.	Focus Group	Staff amended Supporting Guideline 5.4: Minimize, or shade, materials that absorb and retain heat. **Consider utilizing materials that dissipate heat.**
Site & Surrounding Context	Integration – Natural Environment	6	Add recognition of "Theme Trees" from the previous UDAG efforts.	Focus Group	The Recommended Plants for Downtown Matrix within the existing UDAG will be part of a future update undertaken by City Staff shortly after the urban and architectural sections are updated. Staff will bring the updated plant matrix to the DRB at a later date for incorporation into the Old Town UDAG. The Old Town Scottsdale Character Area Plan Implementation matrix includes an item to "Create a Comprehensive Downtown Shade and Tree Plan. Inventory and assess existing conditions and create recommendations to improve the shaded tree canopy within downtown." This future program will recognize and further develop the Recommended Plants for Downtown Matrix.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Site & Surrounding Context	Integration – Natural Environment	6.3	Suggest adding wording that encourages a landscape palette that responds to context, not just Sonoran Desert Materials or drought tolerant. Just like the wording in the architectural sections, landscape should also provide a connection visually.	Community Feedback	Staff amended Supporting Guideline 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.
Site & Surrounding Context	Integration – Natural Environment	6.4	"screens the site from architectural elements to be hidden from public view" – reword for better understanding.	Focus Group	Staff amended Supporting Guideline 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 ~~the site and architectural elements~~ **utility equipment and building service areas that are** to be hidden from public view.
Site & Surrounding Context	Integration – Built Environment	7.4	Add "when required by zoning ordinance"	Focus Group	The Scottsdale Zoning Ordinance gives specification when public art is required of development proposals, or for bonus development standards (Sec. 7.1000 and Sec. 7.1200). Staff amended Supporting Guideline 7.4: ~~Incorporate~~ **Plan for temporary and permanent** public art in ~~building,~~ site and streetscape design.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Site & Surrounding Context	Integration – Built Environment	8.1	Suggest rewording so that it is not a directive to design a certain way to reflect an area, but to be respectful of context while allowing enhancement and better design/themes/successes.	Community Feedback	Staff amended the definition for Context: The relationship between a location and its surrounding natural, ~~and/or~~ built, **and/or planned** environment; the whole environment relevant to a particular building or place; the interrelated conditions in which something exists or occurs. Staff amended Supporting Guideline 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.**
Site & Surrounding Context	Integration – Built Environment	8.4	Concern from corporate retail entities – clarify language, context/clarity. Consider "branding" vs "identity".	Focus Group	Staff amended Supporting Guideline 8.4: **Building design that incorporates** ~~The use of~~ corporate or user ~~identity~~ **branding** ~~in the design of a building~~ is discouraged.
Site & Surrounding Context	Integration – Built Environment	8.4	Clarify that corporate/user identity does not include signage.	Focus Group	Staff amended Supporting Guideline 8.4: **Building design that incorporates** ~~The use of~~ corporate or user ~~identity~~ **branding** ~~in the design of a building~~ is discouraged.
Site & Surrounding Context	Integration – Built Environment	8.4	Add "character appropriateness".	Focus Group	Staff amended Supporting Guideline 8.4: **Building design that incorporates** ~~The use of~~ corporate or user ~~identity~~ **branding** ~~in the design of a building~~ is discouraged.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Site & Surrounding Context	Integration – Built Environment	9	Alleys are currently eyesores. Guidelines should address lighting, safety, and aesthetics.	Focus Group	Scottsdale's Design Standards & Policies Manual provides discussion regarding alleys related to maintenance, loading and unloading, and refuse collection. Staff added a new Supporting Guideline: **9.5 Consider building improvements such as lighting and signage on façades that face onto alleyways.**
Site & Surrounding Context	Integration – Built Environment	9	Other cities – ie Miami – have "Back of House" guidelines that address creative solutions for refuse requirements.	Focus Group	Scottsdale's Design Standards & Policies Manual provides discussion regarding alleys related to maintenance, loading and unloading, and refuse collection. Staff added a new Supporting Guideline: **9.5 Consider building improvements such as lighting and signage on façades that face onto alleyways.**
Site & Surrounding Context	Integration – Built Environment	9	There needs to be a balance when addressing refuse requirements to bring equal consideration to surface collection. Suggest encouraging vertical compactors, address backup distance with waste staff, and better coordination to these requirements with the DSPM.	Focus Group	Scottsdale's Design Standards & Policies Manual provides direction regarding refuse collection and backup distance (2-1.309). The section states that refuse compactors may be approved by direction from Solid Waste.
Site & Surrounding Context	Integration – Built Environment	10	Emphasize lighting levels and type of light.	Focus Group	The Zoning Ordinance addresses lighting levels in section 7.6. Staff amended Supporting Guideline 10.6: Provide evenly distributed lighting beneath covered walkways ~~from a source that depicts color naturally~~. **Fixtures that produce light at a warm color temperature are preferred (2700-3000 Kelvin).**

Section	Subsection	Guideline	Comment	Source	Staff Notes
Site & Surrounding Context	Integration – Built Environment	10	Architectural lighting is important and needed in the downtown.	Focus Group	Supporting Guideline 10.2, as written, is in agreement with this comment.
Site & Surrounding Context	Integration – Built Environment	11	Make a note or reference adopted Master Sign plans/programs and ordinance.	Focus Group	Staff added the following language under Purpose of Guidelines (pg. 4): **Although the Guidelines apply to all development downtown, there are some larger projects and areas such as Scottsdale Fashion Square, Honor Health, Civic Center, and Historic Old Town that have City Council, Development Review Board, or Historic Preservation Commission-approved design specificity beyond the Guidelines, including: Master Sign Program, Development Plan, Design Plan, Municipal Use Master Site Plan, Master Environmental Design Concept Plan, and/or Historic Preservation Plan.**
Site & Surrounding Context	Integration – Built Environment	11	Suggest finding a different wall sign/indirect lighting photograph as the bulbs on the middle photo (page 32) are not a good example.	Focus Group	Staff **updated the photograph.**
Building Design	Building mass, form & scale	12	Consensus that Development Types should be referenced.	Focus Group	Development Types are currently referenced in Figures 12, 13, 14, and 15.
Building Design	Building mass, form & scale	12.3	Clarify difference between edge of Old Town and sites internal to Old Town.	Focus Group	Throughout the document, Guidelines that are specific to certain locations within Old Town explicitly state such – which is the case with Supporting Guideline 12.3 "... at the Old Town boundary". Staff amended Supporting Guideline 12.4: Utilize building form as the primary method to make **compatible** transitions between different Development Types, **internal to the Old Town boundary.**

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Building mass, form & scale	12.3	Consider removing this guideline. Concern that this "handcuffs" future development. The ZO has parameters concerning development at the Old Town Boundary – repeating it here is redundant. Suggest that where ordinance exists, remove guidelines.	Focus Group	There are several instances within the document where guidelines mimic ordinance parameters – as they have been identified by the community as being important. Sensitivity to existing development adjacent to the Old Town boundary is an important community concept.
Building Design	Building mass, form & scale	12.4	Would prefer a obvious juxtaposition between Development Types – ie when Type 3 is adjacent to Type 1. Transitions are sometimes meaningless.	Focus Group	Supporting Guideline 12.4 has been brought forward from the previous UDAG. As a result of future Type 3 development, there likely will be an obvious difference between Types 1 or 2 and Type 3. However, the guidelines, as written, seek to ensure transitions in scale, height, and mass, particularly in support of the pedestrian experience.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Building mass, form & scale	Figures 12 & 13	Consensus that, although these are pretty drawings, they are unnecessary as they repeat what is already in the zoning ordinance.	Focus Group	Staff added the following language to Figures 12 & 13: Figure 12 – (Refer to Sections 5.3006, 6.1308, and 6.1310 of the Scottsdale Zoning Ordinance) Figure notes base setback and stepback development standards attributed to Type 1, Type 2, and Type 3 Developments, when adjacent to the Old Town boundary. Modifications to base development standards may be sought through City Council approval of a Planned Block Development (Section 6.1308 of the Scottsdale Zoning Ordinance) or Infill Incentive District (Resolution No. 8370). Figure 13 – (Refer to Sections 5.3006, 6.1308, and 6.1310 of the Scottsdale Zoning Ordinance) Figure notes base setback and stepback development standards attributed to Type 1, Type 2, and Type 3 Developments. Modifications to base development standards may be sought through City Council approval of a Planned Block Development (Section 6.1308 of the Scottsdale Zoning Ordinance) or Infill Incentive District (Resolution No. 8370).

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Building mass, form & scale	Figure 12	Figure 12: Suggest that the step back plane #5 start at 30 ft, not as shown. This corresponds with the height of the residential. Both step back planes 5 and 6 should be dimensioned vertically or labeled as in Fig. 13.	Community Feedback	Staff added the following language to Figure 12: **Figure 12 – (Refer to Sections 5.3006, 6.1308, and 6.1310 of the Scottsdale Zoning Ordinance) Figure notes base setback and stepback development standards attributed to Type 1, Type 2, and Type 3 Developments, when adjacent to the Old Town boundary. Modifications to base development standards may be sought through City Council approval of a Planned Block Development (Section 6.1308 of the Scottsdale Zoning Ordinance) or Infill Incentive District (Resolution No. 8370).** Per the base setback and stepback development standards where the Downtown Boundary abuts a residential property (as depicted by Figure 12), the stepback plane (#5 on Figure 12) does indeed begin at 15 feet and not 30 feet, as suggested. Staff amended the labeling for Figure 12 to **match that of Figure 13.**
Building Design	Building mass, form & scale	13.1	Suggest removing this guideline. The idea behind base/middle/top is archaic. Alternatively, suggest adding language that states that it is one of many ways to reduce apparent building mass.	Focus Group	Staff amended Supporting Guideline 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.**
Building Design	Building mass, form & scale	13.2	Stepbacks are meaningless after the first 40' of a building. Suggest removing stepback discussion and prioritize the first 40' in terms of design.	Focus Group	Incorporating setbacks and stepbacks are required by the Zoning Ordinance (Sections 5.3006 and 6.1308). Primary Guideline 13 and Supporting Guidelines 13.1 through 13.5 highlight different ways of reducing apparent building mass in Old Town.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Building mass, form & scale	13.2	It is difficult to implement stepbacks on every development site. If stepacks are always necessary, developers will ultimately maximize building base as much as possible.	Focus Group	Incorporating setbacks and stepbacks are required by the Zoning Ordinance (Sections 5.3006 and 6.1308). Primary Guideline 13 and Supporting Guidelines 13.1 through 13.5 highlight different ways of reducing apparent building mass in Old Town.
Building Design	Building mass, form & scale / High-Rise Building Design	13.5 / 14.7	This market actually needs elongated floorplates. Most users don't want to have their offices split on multiple levels and would prefer everything on one level of a building. 40,000 sq ft floorplate is where there is current office demand.	Focus Group	Staff amended Supporting Guideline 13.5: ~~Avoid elongated floorplates that do not allow for horizontal relief~~. Provide physical and visual access points every 100 to 300 feet, subdividing ~~the~~ building mass at regular vertical intervals. Staff amended Supporting Guideline 14.7: Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is ~~three or~~ more **than three** times greater than the building width. Staff added **Alternative Option** to Figure 18. Staff added **Floorplate Diagram** to Figure 18.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Building mass, form & scale	13.5	Elongated floor plates are needed when designing for Office uses.	Focus Group	Staff amended Supporting Guideline 13.5: ~~Avoid elongated floorplates that do not allow for horizontal relief.~~ Provide physical and visual access points every 100 to 300 feet, subdividing ~~the~~ building mass at regular vertical intervals. Staff amended Supporting Guideline 14.7: Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length ~~is three or~~ more **than three** times greater than the building width. Staff added **Alternative Option** to Figure 18. Staff added **Floorplate Diagram** to Figure 18.
Building Design	Building mass, form & scale	13.5	"100'-300'" intervals seen limiting and it is unlikely to be viable on every development site.	Focus Group	Figure 16 notes the various ways to subdivide long walls and horizonal building mass. Providing visual access points every 100 to 300 feet is one of several methods that can accomplish such. Staff amended Supporting Guideline 13.5: ~~Avoid elongated floorplates that do not allow for horizontal relief.~~ Provide physical and visual access points every 100 to 300 feet, subdividing ~~the~~ building mass at regular vertical intervals.
Building Design	Building mass, form & scale	13.6	Suggest removing this guideline.	Focus Group	Staff eliminated Supporting Guideline 13.6: ~~Limit the impact of larger structures on adjacent public open spaces.~~

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Building mass, form & scale	13.6	This guideline suggests that there is a negative connotation in structures being adjacent to open space. Suggest "Ensure buildings have positive impact…"	Focus Group	Staff eliminated Supporting Guideline 13.6: ~~Limit the impact of larger structures on adjacent public open spaces.~~
Building Design	Building mass, form & scale	Figure 14	Suggest adding "including, but not limited to."	Focus Group	Staff amended Figure 14: **Methods to visually reduce** building size and mass ~~is visually reduced through~~ **include, but are not limited to,** setbacks, stepbacks, architectural features, and horizontal subdivision.
Building Design	High-Rise Building Design	General	Consider utilizing Development Types vs using low, mid, and "high-rise"	Focus Group	Nomenclature utilizes both building code and fire code – anything over 75' in height aligns with "High-Rise" development.
Building Design	High-Rise Building Design	General	"High-Rise" figures appear to only address condominium design.	Focus Group	Staff added **Alternative Option** to Figure 18. Staff added **Floorplate Diagram** to Figure 18.
Building Design	High-Rise Building Design	General	Suggest including vegetation on upper levels.	Focus Group	Staff amended Supporting Guideline 14.5: Consider the potential ~~of the base/podium~~ for roof-top ~~for~~ project amenities, such as common area, green roof development, and recreation facilities. Give special consideration to the orientation of the building, shadowing, and sensitivity of adjoining land uses with respect to amenity location and roof-top design.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	High-Rise Building Design	General	Suggest adding an "Office" type Figure and guideline.	Focus Group	Staff amended Supporting Guideline 13.5: ~~Avoid elongated floorplates that do not allow for horizontal relief.~~ Provide physical and visual access points every 100 to 300 feet, subdividing ~~the~~ building mass at regular vertical intervals. Staff amended Supporting Guideline 14.7: Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length ~~is three or~~ more **than three** times greater than the building width. Staff added **Alternative Option** to Figure 18. Staff added **Floorplate Diagram** to Figure 18.
Building Design	High-Rise Building Design	General	Consider looking at CityScape by RED Development in Downtown Phoenix in relation to large buildings with elongated floorplates.	Focus Group	Staff amended Supporting Guideline 13.5: ~~Avoid elongated floorplates that do not allow for horizontal relief.~~ Provide physical and visual access points every 100 to 300 feet, subdividing ~~the~~ building mass at regular vertical intervals. Staff amended Supporting Guideline 14.7: Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length ~~is three or~~ more **than three** times greater than the building width. Staff added **Alternative Option** to Figure 18. Staff added **Floorplate Diagram** to Figure 18.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	High-Rise Building Design	General	The term penthouse is only meant for residential use.	Focus Group	The term penthouse is a widely understood term for the top of a building – ie Office Penthouse.
Building Design	High-Rise Building Design	General	Figures concerning high-rise development could work for both condominiums and hotels.	Focus Group	Agreed.
Building Design	Enhance Pedestrian Environment	14	Would prefer that naming uses typology "Type 1, 2, 2.5, or 3" and not High-Rise – there isn't high-rise in Scottsdale.	Focus Group	Nomenclature utilizes both building code and fire code – anything over 75' in height aligns with "High-Rise" development.
Building Design	High-Rise Building Design	14	Most of these appear to "pre-judge" architecture. Value-laden statements could be reworded to be more positive.	Focus Group	Staff modified Supporting Guidelines to Guideline 14 to be **more positive in tone and representation – than value laden**. Staff amended Guideline 14: Design high-rise buildings to reflect design excellence, and fit within the surrounding context, and minimize local impacts.
Building Design	High-Rise Building Design	14.1	This guideline as written is too constricting. Consider removing "darker colors."	Focus Group	Staff amended Supporting Guideline 14.1: Design the base/podium so that it visually supports the middle/tower and top/penthouse sections. Incorporate heavier, more textured materials, darker colors, low walls, planters, wainscot and other base treatments into the base/podium to **visually** anchor the structure firmly to the ground plane.
Building Design	High-Rise Building Design / Materials	14.1 / 18.11	Scottsdale Museum of the West appears to contradict utilizing darker colors at the base of a building.	Focus Group	Staff amended Supporting Guideline 14.1: Design the base/podium so that it visually supports the middle/tower and top/penthouse sections. Incorporate heavier, more textured materials, darker colors, low walls, planters, wainscot and other base treatments into the base/podium to **visually** anchor the structure firmly to the ground plane.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	High-Rise Building Design	14.4	Provide language to encourage buildings to be close together. Waterfront towers are closer than what this suggests.	Focus Group	Staff measured the distance between the tower elements of the Waterfront property, and the measurements meet the suggested guideline. Staff amended Supporting Guideline 14.4: Provide ~~proportionally appropriate~~, horizontal separation between high-rise towers to maximize views, minimize shadowing, and maintain access to light and air. Consider a minimum spacing between high-rise towers that is a distance of 1/2 the height of the tallest building within the development site and/or surrounding context area. Supporting Guideline 14.4 utilizes the qualifier "Consider" when suggesting the spacing between towers.
Building Design	High-Rise Building Design	14.4	"1/2 the height of the tallest building" is too prescriptive – try to keep this guideline context-based.	Focus Group	Staff amended Supporting Guideline 14.4: Provide ~~proportionally appropriate~~, horizontal separation between high-rise towers to maximize views, minimize shadowing, and maintain access to light and air. Consider a minimum spacing between high-rise towers that is a distance of 1/2 the height of the tallest building within the development site and/or surrounding context area. Supporting Guideline 14.4 utilizes the qualifier "Consider" when suggesting the spacing between towers.
Building Design	High-Rise Building Design	14.6	This guideline appears to contradict breaking up buildings for the pedestrian.	Focus Group	Staff eliminated Supporting Guideline 14.6: ~~On a single development site, unify multiple high-rise towers with a shared base/podium.~~

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	High-Rise Building Design	14.7	This guideline as written is too constricting.	Focus Group	Staff amended Supporting Guideline 14.7: Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is three or more **than three** times greater than the building width. Staff added **Alternative Option** to Figure 18. Staff added **Floorplate Diagram** to Figure 18.
Building Design	High-Rise Building Design	14.7	Compact, high-rise floorplates are difficult to achieve for office development.	Focus Group	Staff amended Supporting Guideline 14.7: Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is three or more **than three** times greater than the building width. Staff added **Alternative Option** to Figure 18. Staff added **Floorplate Diagram** to Figure 18.
Building Design	High-Rise Building Design	Figure 18	The encouraged, compact floorplate suggestion cannot be built.	Focus Group	Staff amended Supporting Guideline 14.7: Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is three or more **than three** times greater than the building width. Staff added **Alternative Option** to Figure 18. Staff added **Floorplate Diagram** to Figure 18.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Parking	General	Suggest adding considerations for rideshare, scooters, and bikeshare.	Focus Group	Staff added the following Supporting Guideline: **9.4 Site planning that incorporates rideshare queuing and dropoff is encouraged.**
Building Design	Parking	15	Although below grade parking is preferred, guidelines should state that it should not preclude at-grade parking.	Focus Group	As written, Supporting Guidelines 15.1 through 15.8 allow for various parking facilities to be accomplished.
Building Design	Parking	15	Accommodate mechanical stacking of vehicles – ie, 3 levels of parking in 1-story floor-to-ceiling.	Focus Group	Guideline 15, and its Supporting Guidelines, as written, does not preclude the use of mechanical stacking and/or future parking solutions. The intent of the guideline is to ensure parking facilities fit and contribute to the surrounding context.
Building Design	Parking	15.3	Provide clarification that this is directed at parking facilities that face the right-of-way.	Focus Group	Staff amended Supporting Guideline 15.3: **When parking must be located adjacent to public areas,** incorporate architectural features such as a rhythm of wall-mass to window-openings or variations in colors, materials and textures to minimize the visual identity of an above-grade parking structure and disguise its basic structural components.
Building Design	Parking	15.8	This may be contradictory with other language in the parking section. Add clarification.	Focus Group	Staff eliminated Supporting Guideline 15.8: ~~Incorporate recessed parking (tuck under) into the building design and locate interior to the development site or along alley frontage.~~

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Architectural Elements & Detail	16	It might be helpful to identify where covered walkways are NOT required and/or necessary. As they are not needed throughout Old Town.	Focus Group	The Old Town Scottsdale Character Area Plan provides policy-level direction for a Pedestrian Space Hierarchy (pg 33) as well as a Pedestrian Connectivity Map (pg 32) that denotes pedestrian spaces and importance of shade throughout Old Town. Pedestrian Place is where shaded walkways are likely to occur. Page 6 of the draft Guidelines, under Downtown Land Use & Development Types provides discussion related to the grid pattern and its relation to Type 1 Developments. Furthermore, Supporting Guideline 16.4 directly states that shaded walkways are intended within the Downtown Core.
Building Design	Architectural Elements & Detail	16.1	Modify statement to address various floor-to-floor needs of different uses (ie parking, office, residential).	Focus Group	Supporting Guideline 16.1 utilizes the qualifier "similar" when stating how visual continuity may be attained across multiple development sites.
Building Design	Architectural Elements & Detail	16.1 / 16.2	Creating too much similarity across multiple development sites creates inauthenticity.	Focus Group	Supporting Guideline 16.1 utilizes the qualifier "similar" when stating how visual continuity may be attained across multiple development sites. Supporting Guideline 16.2 utilizes the qualifier "as appropriate" when stating that architectural features may be aligned across multiple development sites.
Building Design	Architectural Elements & Detail	16.3	Repeating architectural elements can create a monotonous downtown. The downtown needs some differentiation.	Focus Group	As written, Supporting Guidelines 16.6 states that "variety in building design" may be utilized to create visual interest.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Architectural Elements & Detail	Figure 21	This figure looks too much like one flat façade. Suggest undulating building to create pedestrian spaces.	Focus Group	The purpose of Figure 21 is to display – by means of front elevation – that multiple development sites may align various architectural elements and features to help fit within the surrounding context. It is understood that undulation in building façade will occur – which is captured in Guidelines 13 & 16, which note that recesses and projections of the horizontal wall plane provide visual interest.
Building Design	Architectural Elements & Detail	17.5 / 17.6	The suggested window-to-wall percentages are too prescriptive.	Focus Group	Staff amended Supporting Guideline 17.5 **Within Type 1 Development areas and along streets designated as Pedestrian Place,** maintain a ground-level window-to-wall percentage of 80% to 20%, utilizing well-insulated, transparent glass. **(Refer to Old Town Scottsdale Character Area Map - Pedestrian Connectivity)** Staff eliminated Supporting Guideline 17.6: ~~Maintain a window-to-wall percentage of 60% to 40% above the first story, utilizing non-reflective, well-insulated glass.~~
Building Design	Materials	General	It is unclear what the City is trying to encourage in terms of color. Do we want sameness or vibrancy?	Focus Group	Page 54 states that "a wide range of colors and color combinations are possible" and furthermore notes some of the more vibrant color schemes in Old Town development that meet guideline specifications.
Building Design	Materials	18	Variety in materials and colors should be encouraged.	Focus Group	Staff eliminated Supporting Guideline 18.4 ~~Use a limited number of materials in the design palette for a building.~~ Staff eliminated Supporting Guideline 18.6 ~~Utilize building colors that are simple and complementary to adjoining buildings~~

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Materials	18	Fake stone or veneer should be discouraged.	Focus Group	Supporting Guideline 18.9, as written, states that "Natural materials are preferred over simulated".
Building Design	Materials	18.8	Durability should be taken into consideration when reviewing materials.	Focus Group	Supporting Guideline 18.9, states that "Natural materials are preferred over simulated". Natural materials tend to be more durable, and are integrally colored.
Historic Old Town Design District	General	General	Ensure that there is no conflict with the HP ordinance.	Focus Group	Locations designated as Historic Property (HP) have their own specific design guidelines. Staff added the following language under Purpose of Guidelines (pg. 4): **Although the Guidelines apply to all development downtown, there are some larger projects and areas such as Scottsdale Fashion Square, Honor Health, Civic Center, and Historic Old Town that have City Council, Development Review Board, or Historic Preservation Commission-approved design specificity beyond the Guidelines, including: Master Sign Program, Development Plan, Design Plan, Municipal Use Master Site Plan, Master Environmental Design Concept Plan, and/or Historic Preservation Plan.**
Historic Old Town Design District	Building Design	HOT 1.2	Does the yellow boundary affect zoning entitlements?	Focus Group	The purpose of the 100' Transition Area is to ensure that a compatible yet differentiated transition between Historic Old Town and the surrounding area is created. It does not affect zoning entitlements.
Historic Old Town Design District	Building Design	HOT 1.2	Does the yellow boundary affect only the area it touches, or the entire development site? Edges of development make sense, but not entire site.	Focus Group	The purpose of the 100' Transition Area is to ensure that a compatible yet differentiated transition between Historic Old Town and the surrounding areas is created. It affects those areas of the development site that fall within the 100' highlighted area – ensuring that those areas incorporate compatible architectural forms, materials, and elements to create continuity and transition.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Historic Old Town Design District	Building Design	HOT 1.2	Concern that yellow boundary diminishes unique character of Historic Old Town proper.	Focus Group	The purpose of the 100' Transition Area is to ensure that a compatible yet differentiated transition between Historic Old Town and the surrounding area is created. It is not mean new buildings must "mimic" the Frontier Town, Western character, but incorporate compatible architectural forms, materials, and elements to create continuity. Consequently, **staff added the R&R Restaurant (3737 N Scottsdale Rd) to the Character Defining Buildings Compendium** to further reiterate how building design can contribute to this compatibility, without creating unsuccessful imitation.
Historic Old Town Design District	Building Design	HOT 1.4	Define "human scale".	Focus Group	The Glossary, as written, contains a definition for Human Scale (pg 90).
Historic Old Town Design District	Storefront Design	HOT 2	Do not allow floor-to-ceiling glass in Historic Old Town. Bottom sills are part of the character of this area.	Focus Group	Supporting Guideline HOT 2.4, as written, discusses window sills being at least 10 inches in height.
Civic Center District	Building Design	CC 2.1	Concern for minimizing legacy of Bennie Gonzalez by having new development "mimic" or "imitate" his design. Would be inauthentic.	Focus Group	Supporting Guideline CC 2.1, as written, does not state that future development must "mimic" or "imitate" Bennie Gonzalez. Instead, the Supporting Guideline suggests that utilizing Southwestern Native American design themes, light desert colors, mortar washed slump block, and obtuse angles may further relate building design to the Civic Center primary open space area.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Civic Center District	Building Design	CC 3	Concerns that this may create additional noise controls after development occurs. "Pre vs Post"	Focus Group	The purpose of both Guideline CC 3 and AC 3 is to ensure future development is respectful of noise impacts. More specifically, Guideline CC 3 ensures that major special events held within the Civic Center primary open space area are not negatively affected by future, adjacent, noise sensitive land uses. Staff amended Supporting Guideline CC 3.1: Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received ~~by the development~~ once ~~developed~~ **built**. Staff amended Supporting Guideline AC 3.1: Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received ~~by the development~~ **once built**.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Civic Center District	Building Design	CC 3	We should recognize that noise will exist in an urban environment.	Focus Group	The purpose of Guidelines CC 3 and AC 3 is to ensure future development is respectful of noise impacts. More specifically, Guidelines CC 3 and AC 3 ensure that major special events area are not negatively affected by future, adjacent, noise sensitive land uses. Staff amended Supporting Guideline CC 3.1: Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received ~~by the development~~ once ~~developed~~ **built**. Staff amended Supporting Guideline AC 3.1: Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received ~~by the development~~ **once built**.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Civic Center District	Building Design	CC 3.1	Suggest "Consider analyzing the…"	Focus Group	The purpose of Guidelines CC 3 and AC 3 is to ensure future development is respectful of noise impacts. More specifically, Guidelines CC 3 and AC 3 ensure that major special events area are not negatively affected by future, adjacent, noise sensitive land uses. Staff amended Supporting Guideline CC 3.1: Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received ~~by the development~~ once ~~developed~~ **built**. Staff amended Supporting Guideline AC 3.1: Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received ~~by the development~~ **once built**.