



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

Development Review Board Meeting Memorandum

Item No. 6
Topic: 25-DR-2011 Old Town Scottsdale Urban Design & Architectural Guidelines Update
Action Requested: This is a non-action item. Staff will provide a presentation on the Specialty Districts of the draft Old Town Scottsdale Urban Design & Architectural Guidelines for consideration and discussion.
Meeting Date: April 18, 2019
From: Taylor Reynolds, Project Coordination Liaison
Through: Steve Venker, Development Review Board Coordinator
CC: Erin Perreault, AICP, Long Range Planning Manager

Background

This non-action item is the continuation in a series of presentations regarding the draft Old Town Scottsdale Urban Design & Architectural Guidelines (UDAG), in order to garner input from the Board (DRB). Staff will provide an overview of the three (3) Specialty Districts within the draft UDAG – Historic Old Town, Civic Center, and Arizona Canal.

Discussion

Specialty Districts provide additional design direction, specific to the following areas within Old Town Scottsdale – Historic Old Town, Civic Center, and Arizona Canal:

- **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.

Draft UDAG Feedback

On April 4, 2019, staff provided a presentation regarding the Building Design section of the draft UDAG, gathering input from the DRB. Feedback collected has been tracked in the Draft

Old Town UDAG Feedback Matrix (Enclosure 2), and, as appropriate, incorporated into the draft document (Enclosure 1) for consideration.

Following this same format, feedback collected at the April 18, 2019 DRB meeting will be tracked and incorporated (as appropriate) into the final document for consideration by the DRB on May 2, 2019.

Enclosures

Enclosure 1: [Draft Old Town Scottsdale Urban Design & Architectural Guidelines – April 12, 2019 Draft Date](#)

Enclosure 2: [Draft Old Town UDAG Feedback Matrix – April 12, 2019](#)