2. CHARACTER & DESIGN

Introduction

The focus of Old Town Scottsdale's character is urban design, which includes the connections between people and places, movement and urban form, nature and the built surroundings. As the design of the public realm, its focus is the quality and usefulness of the public spaces that are enclosed and defined by the built environment.

Physical elements of urban design include buildings, public spaces, transportation systems, art, and landscape improvements. Urban design brings these elements together with vision and purpose, so that there is an identifiable character to a group of buildings, to a district, and even to a city. Establishing identifiable districts through context-sensitive architecture, aesthetically pleasing vistas, landmarks and focal points, safe and attractive streets and public places, should result in Old Town character and design that is functional, sustainable, and distinctive. Regional climate is another element influencing urban design. This can be seen in the pedestrian-scale elements, and landscape features that contribute to the design of individual buildings, public places, and urban form.

"Downtown must continue to function and thrive while maintaining its character and quality."
~ **Downtown Scottsdale Town Hall Report, 2006**

Scottsdale has well established community expectations for superior, sustainable design and quality in its built environment. For decades, the site planning and aesthetic design evaluation through the development review process has instrumentally shaped the community that exists today. The Old Town Scottsdale Character Area Plan and its associated *Urban Design and Architectural Guidelines* provide the framework that guides how individual developments visually and physically work together to form the cohesive fabric of Old Town Scottsdale's identity.

Goals & Policies

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GOAL CD 1

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

- **Policy CD 1.1**
  Incorporate the distinctive qualities and character of the surrounding, and/or evolving district context into building and site design.

- **Policy CD 1.2**
  Promote transitions and blending of character between developments, including, building location, open space areas, building height, massing, and orientation.

- **Policy CD 1.3**
  Encourage public and private development to establish new urban design and architectural character in areas where downtown development patterns are fragmented or are evolving.

- **Policy CD 1.4**
  Preserve and protect the heritage and western character of the Historic Old Town District. All new development and redevelopment that occurs in this district should reflect the building mass, scale, and Frontier Town, Western design theme, as established within the *Old Town Scottsdale Urban Design and Architectural Guidelines*.

- **Policy CD 1.5**
  Protect prominent historic resources and promote innovative new development that respectfully coexists with the character and context of these historic assets.

- **Policy CD 1.6**
  Maintain the pedestrian-oriented small town character and human-scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at the street level in all downtown districts.

Historic Valley Ho, Circa 1956

Hotel Valley Ho, Circa 2013

As one of Scottsdale's early resort hotels, the revitalization and expansion of the historic Valley Ho is a good example of a public /private partnership, innovative zoning practices, and a demonstration of the community value to protect its historic resources and unique character.

GOAL CD 2

DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE OLD TOWN BOUNDARY AND BETWEEN DIFFERENT DEVELOPMENT TYPES.

- **Policy CD 2.1**
  The scale of existing development adjacent to the Old Town boundary should be acknowledged and respected through transitional development types, landscape buffers, and/or sensitive architectural design solutions to mitigate the larger building mass and height of downtown development.

- **Policy CD 2.2**
  Protect the Downtown Core (Type 1) by encouraging a Sensitive Edge Buffer between higher scale Development Types (Type 2, Type 2.5, and Type 3) and the Downtown Core.

The modern office building (foreground) respectfully next to the Scottsdale Marriott (background) in the Brown & Stetson District. These buildings illustrate that contemporary and traditional building styles can coexist through building massing, compatible materials, and other design elements.

GOAL CD 3

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

- **Policy CD 3.1**
  Promote downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.

- **Policy CD 3.2**
  Enhance outdoor pedestrian comfort through the creation of microclimates that incorporate a variety of shade, trees, and other drought-tolerant landscape features to create passively cooler temperatures.

- **Policy CD 3.3**
  Pursue building and development strategies that reduce the heat island effect within downtown.

- **Policy CD 3.4**
  Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

- **Policy CD 3.5**
  Encourage the use of renewable energy within downtown.

Microclimates result in more usable outdoor space.

{ **GOAL CD 4**

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

- **Policy CD 4.1**
  Encourage urban and architectural design that is human-scale and provides pedestrian comfort.

- **Policy CD 4.2**
  Retain and expand the tradition of covered walkways throughout the Downtown Core (Type 1). Encourage the use of covered walkways, cantilevered awnings, and tree canopies in all other districts (Type 2, Type 2.5, and Type 3).

- **Policy CD 4.3**
  Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, shade, trees, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.

- **Policy CD 4.4**
  Enhance the downtown pedestrian experience through the provision of pedestrian oriented banners, wayfinding, signage, and other related infrastructure.
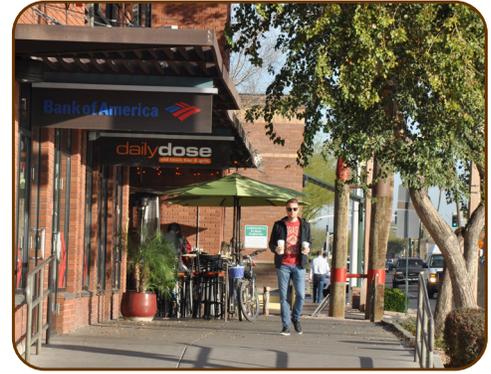
Increase pedestrian comfort through the use of covered walkways, shade features, and tree canopy improvements.

{ **GOAL CD 5**

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

- **Policy CD 5.1**
  Provide high-quality, multi-functional open space areas within Old Town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.

- **Policy CD 5.2**
  Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town. *[See Map 6 - Old Town Public Spaces and Connectivity]*

Solstice Park is a public open space and special event destination in Old Town.

Chaparral Rd.

Public Spaces and Connectivity

Old Town Boundary

Highland Ave

Marshall Way

Camelback Rd.

Stetson Dr.

Marshall Way

Third Ave.

75th St.

Fifth Ave.

Indian School Rd.

Arizona Canal

69th St.

Main St.

Brown Ave.

Second St.

Osborn Rd.

Scottsdale Rd.

Goldwater Blvd./ 70th St.

68th St.

Drinkwater Blvd./ Civic Center Plz.

Miller Rd.

Earll Dr.

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NOT TO SCALE

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 6 - Old Town Public Spaces and Connectivity **23**

- **Policy CD 5.3**
  Provide a variety of public realm and open space areas that accommodate multiple activities and special events for downtown residents, visitors and workers of all ages.

- **Policy CD 5.4**
  Promote the Civic Center, Arizona Canal, Scottsdale Stadium, and Museum of the West areas as primary downtown public open spaces for community residents and visitors. These primary public spaces should be actively programmed with a variety of social, cultural, artistic, entertainment and sports activities, and special events.

- **Policy CD 5.5**
  Improve, expand, or create new public realm and open space areas that can be enhanced by art and interactive opportunities, such as pocket art parks and temporary art trails.

As the residential population of downtown increases, so too will the need for an interconnected public realm and open space network.

GOAL CD 6
CREATE SAFE, COMFORTABLE, AND INTERESTING STREET SPACES.

- **Policy CD 6.1**
  Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.

- **Policy CD 6.2**
  Connect downtown street spaces with other pedestrian spaces and linkages.

- **Policy CD 6.3**
  Street spaces should provide continuity for the pedestrian across different developments along the same street. This continuity can be established through the provision of themed streetscapes and consistent landscape improvements that include shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.

- **Policy CD 6.4**
  Use development standards and the *Old Town Scottsdale Urban Design and Architectural Guidelines* regarding building location and setback to enhance the context, rhythm, and features of streetspaces.

The Arizona Canal is another primary public open space and special event destination in Old Town.

Interconnect downtown public spaces with safe, comfortable and interesting street spaces.

- **Policy CD 6.5**
  Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or common open spaces.

- **Policy CD 6.6**
  Create, or maintain, a defined building location to establish the public realm with a clear visual identity, and activate storefront areas to increase pedestrian comfort.

"Downtown is a patchwork quilt that needs to be connected."
~ Focus Group Participant, 2007

GOAL CD 7

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

- **Policy CD 7.1**
  Old Town open space and landscape elements should project a desert oasis character, providing an abundance of shade, color, varied textures and forms.

- **Policy CD 7.2**
  Landscape materials should complement the built environment, land uses, and other downtown activities. Careful selection of downtown plant materials should take into account attributes such as scale, density, placement, arrangement, and maintenance requirements.

GOAL CD 8

INTEGRATE LIGHTING INTO THE BUILT ENVIRONMENT.

- **Policy CD 8.1**
  Achieve a balance between ambient light levels and designated lighting needs to ensure safe lighting levels while reducing light pollution and glare.

- **Policy CD 8.2**
  Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular safety in public and private spaces.

- **Policy CD 8.3**
  Use lighting to provide a safe and inviting nighttime environment for residents, businesses, visitors, and nighttime special events and activities.
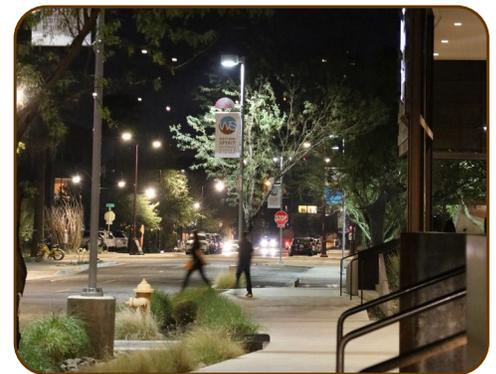
Streetlighting located near Scottsdale's Museum of the West provides a safe and inviting nighttime environment.

GOAL CD 9

IMPLEMENT HIGH QUALITY URBAN AND ARCHITECTURAL DESIGN IN OLD TOWN.

- **Policy CD 9.1**
  Design downtown civic buildings and public spaces to demonstrate the city's commitment to, and leadership in, design excellence.

- **Policy CD 9.2**
  Incorporate the *Scottsdale Sensitive Design Principles* and the *Old Town Scottsdale Urban Design and Architectural Guidelines* in all development.

- **Policy CD 9.3**
  Achieve high quality urban and architectural design through the development review process.

- **Policy CD 9.4**
  Integrate art into downtown urban design and architecture.

GOAL CD 10

INCORPORATE SUSTAINABLE BUILDING PRACTICES IN OLD TOWN DEVELOPMENT.

- **Policy CD 10.1**
  Incorporate sustainable conservation measures into the design of new and existing downtown public facilities.

- **Policy CD 10.2**
  Incorporate sustainable planning, design and building techniques into downtown development and use durable indigenous materials that will endure over time.

- **Policy CD 10.3**
  Encourage green building and biophilic design strategies such as building orientation, passive solar and cooling techniques, natural daylighting, and the integration of regional plant materials as part of downtown development.

High quality design through adaptive reuse as seen in the Clayton House, a special events venue.

"Pay attention to craftsmanship and quality to create authenticity."
~ **Focus Group Participant, 2007**

Scottsdale fire station incorporates green building design strategies into its architecture and is LEED certified.

- **Policy CD 10.4**

  Promote the use of energy efficient systems, construction methods, and renewable energy sources in downtown development. Encourage strategies that provide multiple benefits, such as solar parking canopies.

- **Policy CD 10.5**

  Extend the life cycle of existing downtown building stock through adaptive reuse.

- **Policy CD 10.6**

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

- **Policy CD 10.7**

  Promote methods of water conservation, such as stormwater capture, rainwater harvesting, water reuse and passive landscape irrigation.

- **Policy CD 10.8**

  Develop and maintain sustainable solid waste collection, recycling, and disposal delivery systems in downtown. Encourage the use of shared waste containers and compactors among businesses to reduce the number of containers in downtown and their negative aesthetic, olfactive and circulation impacts.

- **Policy CD 10.9**

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

GOAL CD 11

INFRASTRUCTURE SHOULD POSITIVELY CONTRIBUTE TO OLD TOWN IDENTITY.

- **Policy CD 11.1**

  Design infrastructure improvements to:
  - Unify the overall identity of Old Town,
  - Contribute to the specific district identity in which they are located, and
  - Positively impact the aesthetic and mobility aspects of the pedestrian environment.

- **Policy CD 11.2**

  Encourage the undergrounding of overhead utilities to reduce the negative visual impacts in the downtown.

- **Policy CD 11.3**

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

The Marshall Way Bridge underpasses provide increased connectivity along the canal in Old Town.

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