

SCOTTSDALE CITY COUNCIL  
WORK STUDY SESSION MINUTES  
TUESDAY, JUNE 22, 2021



CITY HALL KIVA  
3939 N. DRINKWATER BOULEVARD  
SCOTTSDALE, AZ 85251

**CALL TO ORDER**

Mayor David D. Ortega called to order a Work Study Session of the Scottsdale City Council at 7:37 P.M. on Tuesday, June 22, 2021.

**ROLL CALL**

Present: Mayor David D. Ortega; Vice Mayor Betty Janik; and Councilmembers Tammy Caputi, Tom Durham, Kathy Littlefield, Linda Milhaven, and Solange Whitehead

Also Present: City Manager Jim Thompson, City Attorney Sherry Scott, City Treasurer Sonia Andrews, City Auditor Sharron Walker, and City Clerk Ben Lane

**PUBLIC COMMENT**

- Bastien Andruet cautioned that reducing height and density requirements will exacerbate housing shortages and may conflict with State and Federal legislation.
- French Thompson expressed concern about height and density in the Downtown area and suggested that questions on height and density should be decided by the voters.
- Bob Pejman said there are zoning requirements associated with every parcel of land and zoning changes require Council approval.

**1. Old Town Character Area Plan**

**Request:** Presentation, discussion, and possible direction to staff regarding the Old Town Scottsdale Character Area Plan.

**Presenter(s):** Adam Yaron, Principal Planner and Brad Carr, Planning and Development Area Manager

**Staff Contact(s):** Randy Grant, Planning and Economic Development Executive Director, 480-312-2664, [rgrant@scottsdaleaz.gov](mailto:rgrant@scottsdaleaz.gov)

**NOTE:** MINUTES OF CITY COUNCIL MEETINGS AND WORK STUDY SESSIONS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE CITY COUNCIL AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE CITY COUNCIL MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

Principal Planner Adam Yaron gave a PowerPoint presentation (attached) on the Old Town Character Area Plan history and projects.

Planning and Development Area Manager Brad Carr gave a PowerPoint presentation (attached) on the Old Town Character Area Plan zoning regulations.

There was Council consensus to direct staff to agendize a discussion and possible initiation of amendments to the Old Town Character Area Plan on August 24, 2021.

The Council made the following suggestions:

- Additional modeling for this area is needed.
- Focus on the areas of transportation, infrastructure, sustainability, and tourism.
- Focus on the area of economic development.
- Restrict, reduce, or remove bonus provisions.
- Ensure bonus provisions provide greater and better-defined public benefits.
- Promote quality redevelopment thoughtfully.
- Reduce confusion caused by interchanging terms "Downtown Area" and "Old Town Area"; possibly rebrand this term for better clarification.
- Loss of easements in this area needs to be addressed.
- Need to maintain flexibility in the Old Town Character Area Plan.
- The Old Town Character Area Plan should be more cohesive.
- Improve compliance with the Urban Design and Architectural Guidelines.

## ADJOURNMENT

Mayor Ortega made a motion to adjourn the Work Study. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.

The Work Study Session adjourned at 9:28 P.M.

## SUBMITTED BY:



**Ben Lane, City Clerk**

Officially approved by the City Council on August 24, 2021

## CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Work Study Session of the City Council of Scottsdale, Arizona, held on the 22<sup>nd</sup> day of June 2021.

I further certify that the meeting was duly called and held, and that a quorum was present.

**DATED** this 24<sup>th</sup> day of August 2021.



---

**Ben Lane, City Clerk**

## Old Town Scottsdale Character Area Plan

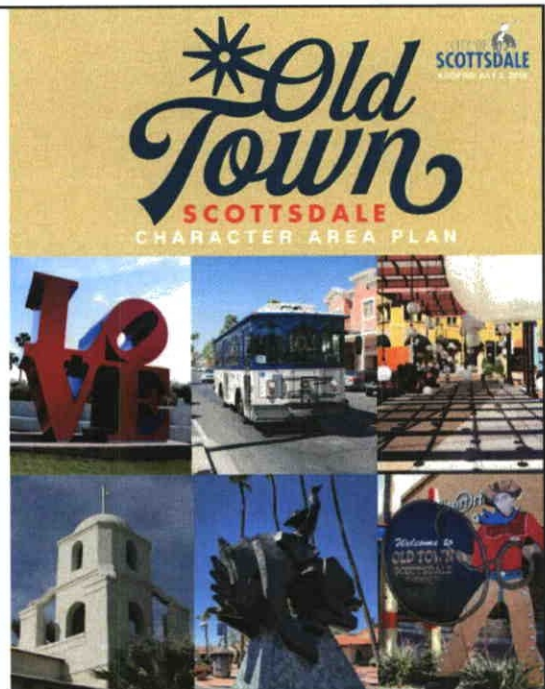
Adam Yaron, Principal Planner & Brad Carr, AICP LEED AP, Planning Manager  
City Council Work Study Session  
June 22, 2021

1

### City Council Request (5/4)

- Review and discuss the Old Town Character Area Plan, including:

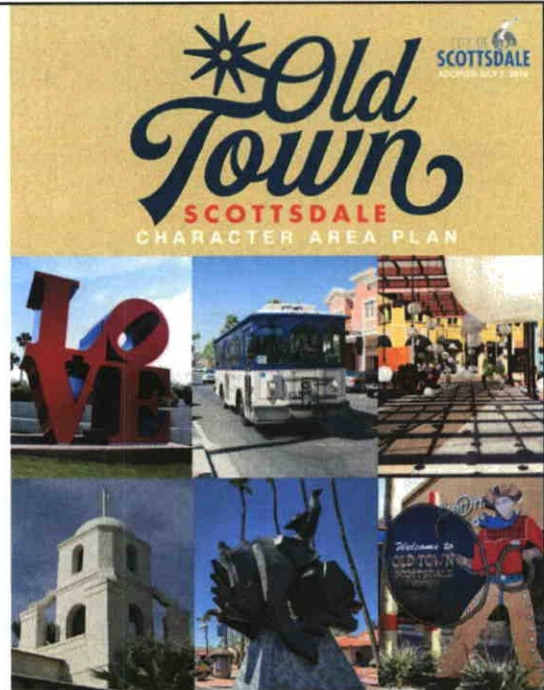
- Height
- Density
- Land Uses
- Buffering
- Traffic
- Infrastructure



2

## 2018 Old Town Character Plan

- Establishes vision/values
- Shapes physical form
- Consists of 5 Chapters:
  - Land Use
  - Character & Design
  - Mobility
  - Arts & Culture
  - Economic Vitality



3

## 1984 Downtown Plan

### Purpose of Plan

- Attract specific land uses
- Create Couplet for increased traffic
- Expect high quality design/Pedestrian focus

### Pattern of Development Types First Established

- Type 1 low scale development (doughnut hole)
- Type 2 medium to high-scale development (doughnut)

### Downtown (D) Zoning District First Established (1986)

- Public Improvements/Bonuses to attract land uses
  - Increased floor area ratio (FAR),
  - Increased Building Height
  - Planned Block Development (PBD) – land assembly/revitalization



4

# 2009 Downtown Plan Update

## Purpose of Plan Update

- Bring 25-year-old plan up to date
- 1984 Plan projects implemented

## Pattern of Development Types

- Continued Type 1 and Type 2 – to guide development
- Type 2 Development expanded in certain areas

## Downtown (D) Zoning District Updated (2012)

- Ability to ask for 150' building heights
  - Downtown Regional
  - Medical Campus
- Ability to ask for 150' - precursor to the Type 3



5

# 2018 Old Town Character Plan

## Purpose of Plan

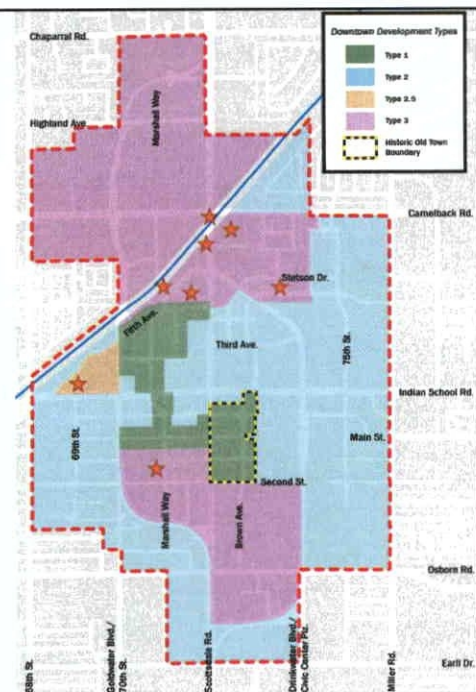
- Align with Tourism branding/marketing
- Implement Downtown 2.0 Tourism Study

## Pattern of Development Types

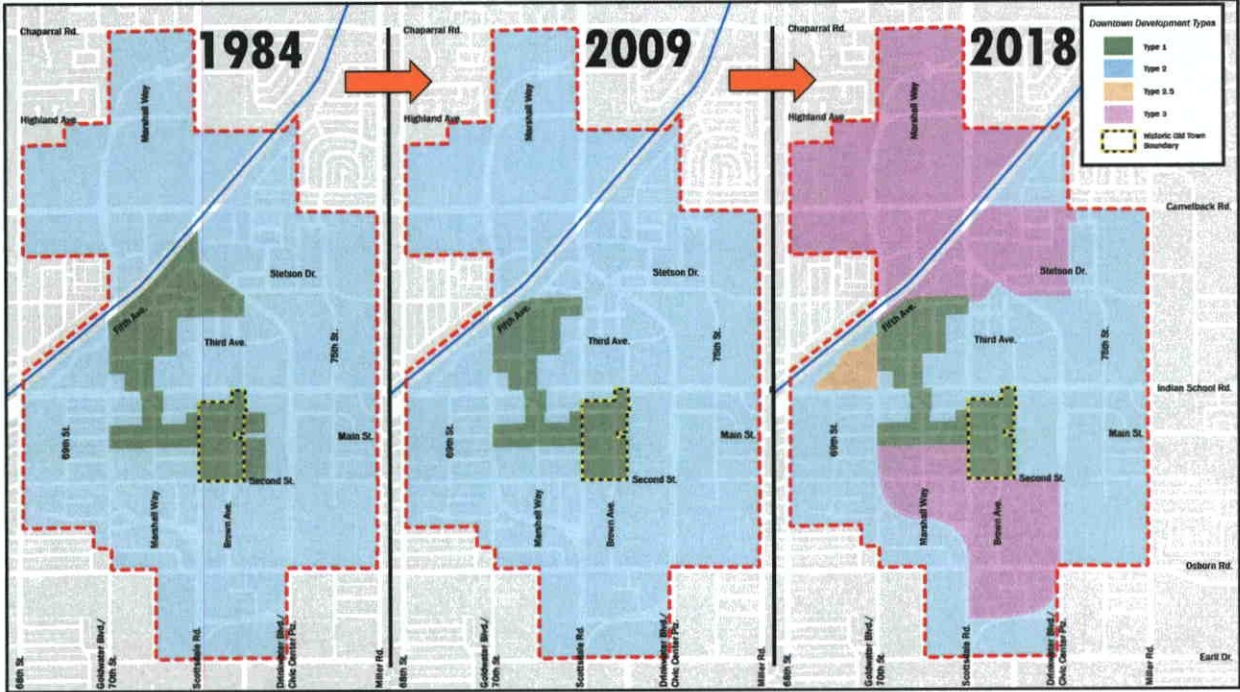
- Continued Type 1 + Type 2 Development
- Introduced Type 2.5 to support revitalization
- Acknowledged Medical/Regional areas as Type 3
- Expand Type 3 near public open spaces/key amenities ★

## Zoning Ordinance Update (D, DO and PBD Districts)

- International Green Construction Code (IGCC) - base requirement in PBD
- Consolidation of bonus development standards (height, FAR, and density)
- Minor updates to the Cultural Improvements Program
- Allowed ability to ask for 150' in Type 3/PBD in expanded areas



6





7



**Purpose**


- Direction on character and design of development

**Objectives**

- Protect unique character of the Downtown Core
- Promote continuity of character in Old districts
- Strengthen pedestrian character
- Interconnected downtown
- High quality, human-scale, downtown architecture
- Distinct landscape character
- Coherent and consistent street-spaces
- New designs compatible with the existing design
- Encourage property improvements, new development, and redevelopment

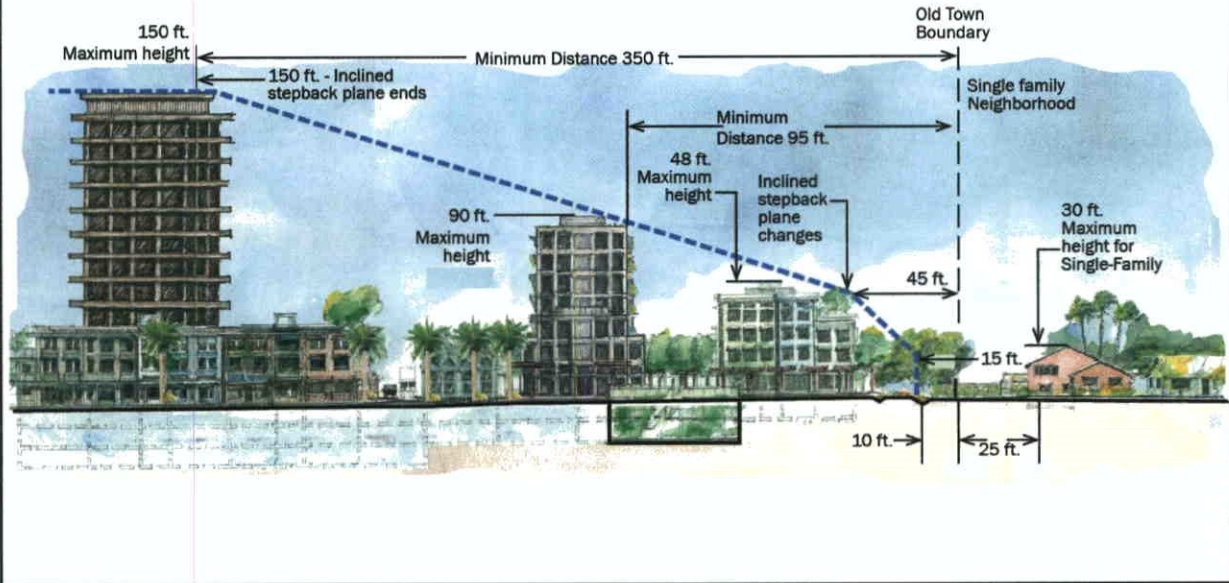





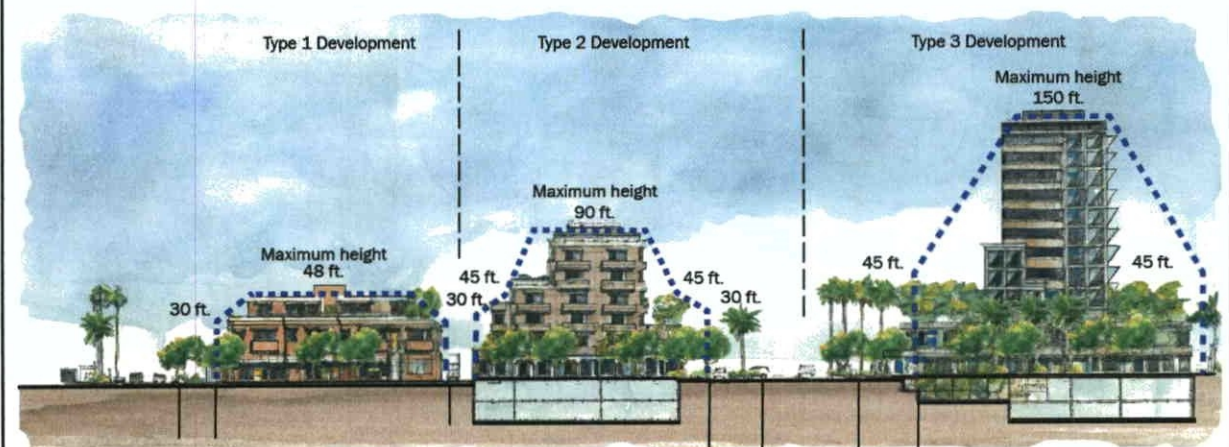
8

## Buffering adjacent to Neighborhoods at Downtown Boundary



9

## Transitions Between Development Types Through Building Design



10

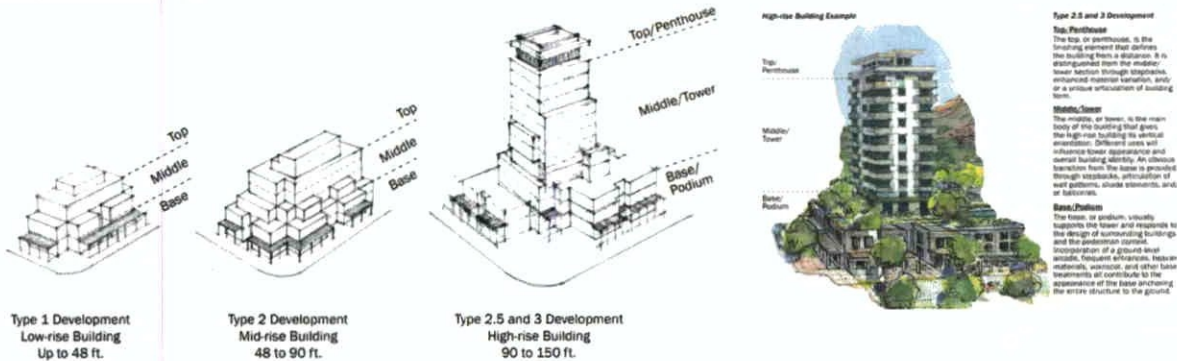


# Reducing Apparent Building Size + Mass for all Development Types

**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.



11

## Old Town Zoning

### Downtown (D) District

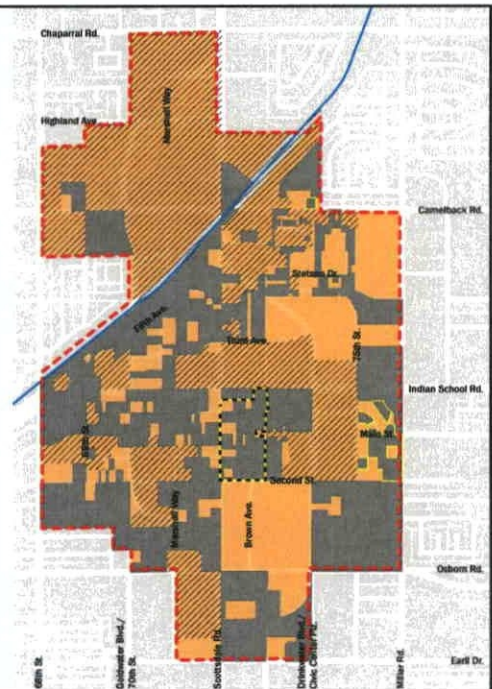
- Land use regulations/development standards to implement Plan
- Works with Urban Design & Architectural Guidelines

### Downtown Overlay (DO)

- Parking/FAR flexibility for smaller-parcel revitalization

### Planned Block Development Overlay (PBD) District

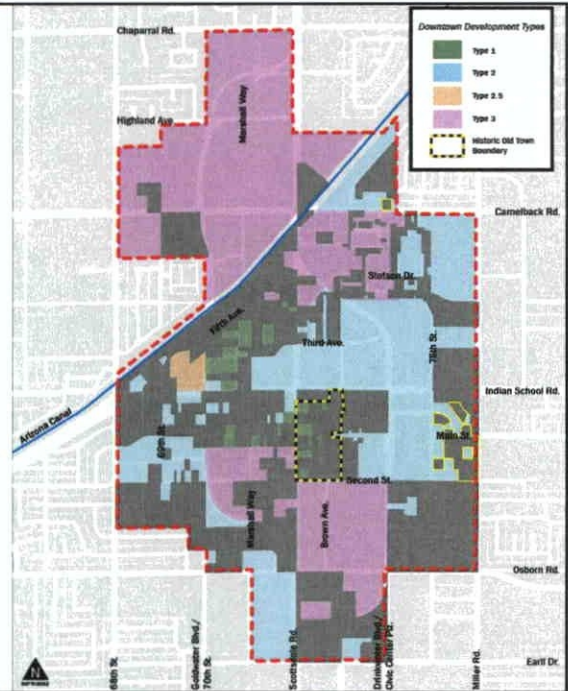
- Development flexibility to implement Plan
- Develop more public amenities
- Add land uses that promotes downtown as a 24-hour community
- PBD - applicable only to property zoned Downtown (D) District and a minimum 20,000 square foot size



12

# Base Maximum Heights

	Base Maximum	Bonus Available
Downtown Overlay	36' 26' for S-R Properties	No
Type 1	40' in Historic Old Town 48' in all other Type 1	No
Type 2	66'	Yes
Type 2.5	66'	Yes
Type 3	84'	Yes



13

# Old Town Bonus Provisions

## Downtown (D) District\*

- No height bonus provisions applicable

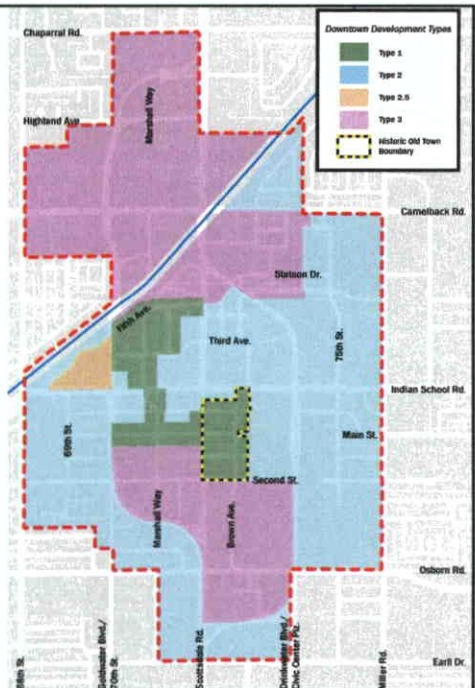
## Downtown Overlay (DO) \*

- No height bonus provisions applicable

## Planned Block Development Overlay (PBD) District

- Subject to City Council Approval, bonus height provisions for PBD properties that provide special public benefits, public art, and meet International Green Construction Code (IGCC)

		Gross Lot Area to be equal to or greater than:		
		20,000 to 100,000 square feet	100,000 to 200,000 square feet	200,000 square feet or more
	Type 2	78'	90'	90'
	Type 2.5	78'	90'	120'
	Type 3	90'	120'	150'



14

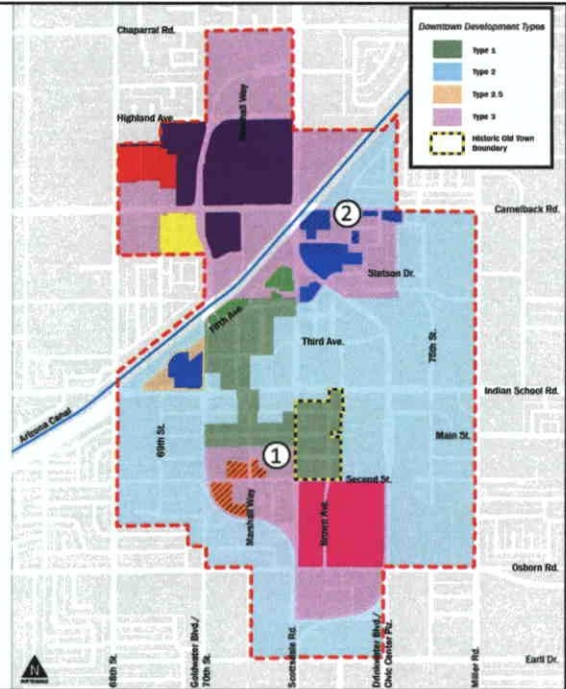
# Old Town Land Ownership

## Land Ownership Composition

- PBD gross lot area requirements
- Not every property in Type 3 can ask for 150' – need minimum lot sizes
- Reflects current point in time ownership
- Displays existing ownership patterns that allow the ability to **request** the maximum bonus allowances for PBD District (90', 120', 150')
  - Land Ownership = 200,000 square feet or more

## Since 2018

- 2 projects approved with PBD District and maximum bonus provisions
  - ① • Museum Square
  - ② • The Collection



15

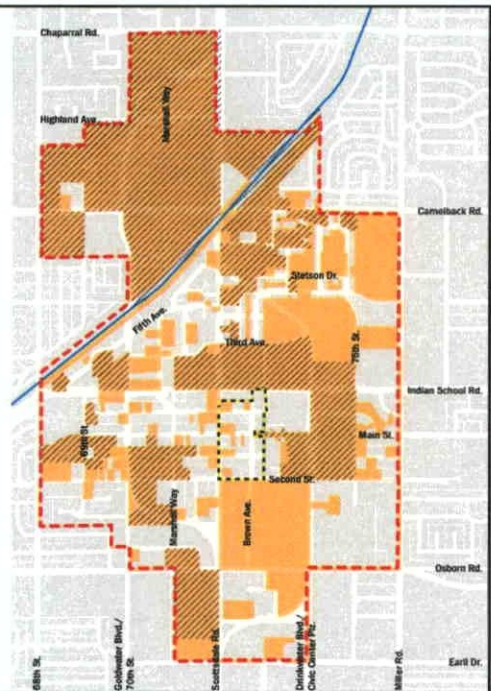
# Bonus Standard Requirements

## Planned Block Development Overlay (PBD) District

- Special public improvements/public benefits allow development bonus standards consideration:
  - Major Infrastructure Improvements
  - Public Parking Areas
  - Public Open Spaces (Minimum 18,000 Square Feet)
  - Cultural Improvements Program Contribution
  - Enhanced Transit Amenities
  - Pedestrian Amenities
  - Workforce Housing
  - Uncategorized improvements and/or other community benefits
    - Subject to City Council Approval
- Contribution Costs for Bonus Development Standards are outlined in Section 7.1200 of the City's Zoning Ordinance.

## 2021 Bonus Rates

FAR (Per Sq ft)	Height (Per foot)	Density (Per unit)
\$13.17	\$13,168	\$13,168

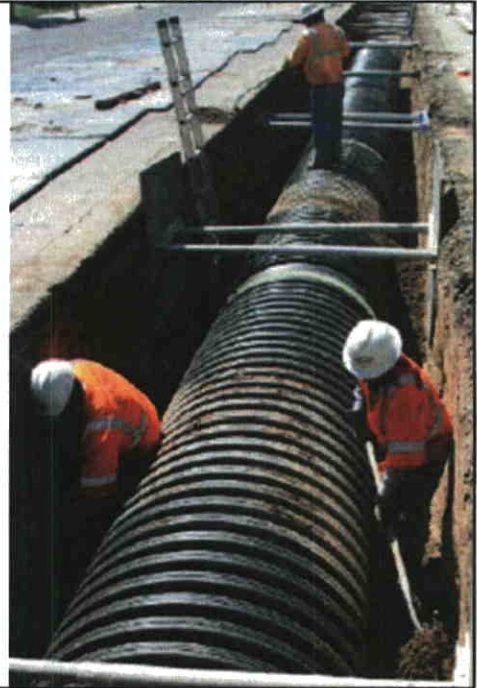


16

## Old Town Infrastructure

### Development Proposals

- Staff reviews impacts on existing or future city infrastructure:
  - Transportation
  - Water/Sewer
  - Stormwater
- City engineering staff analyze potential impacts on these infrastructure systems based upon applicant-submitted, design reports
  - Traffic Impact Model Assessments - transportation
  - Basis of Design Reports - water/sewer analysis
  - Stormwater Studies
  - Assessment of current conditions + future demands
- If impacts identified:
  - required to be addressed
  - construction of new/additional infrastructure or
  - upgrading of existing infrastructure by the project developer



17

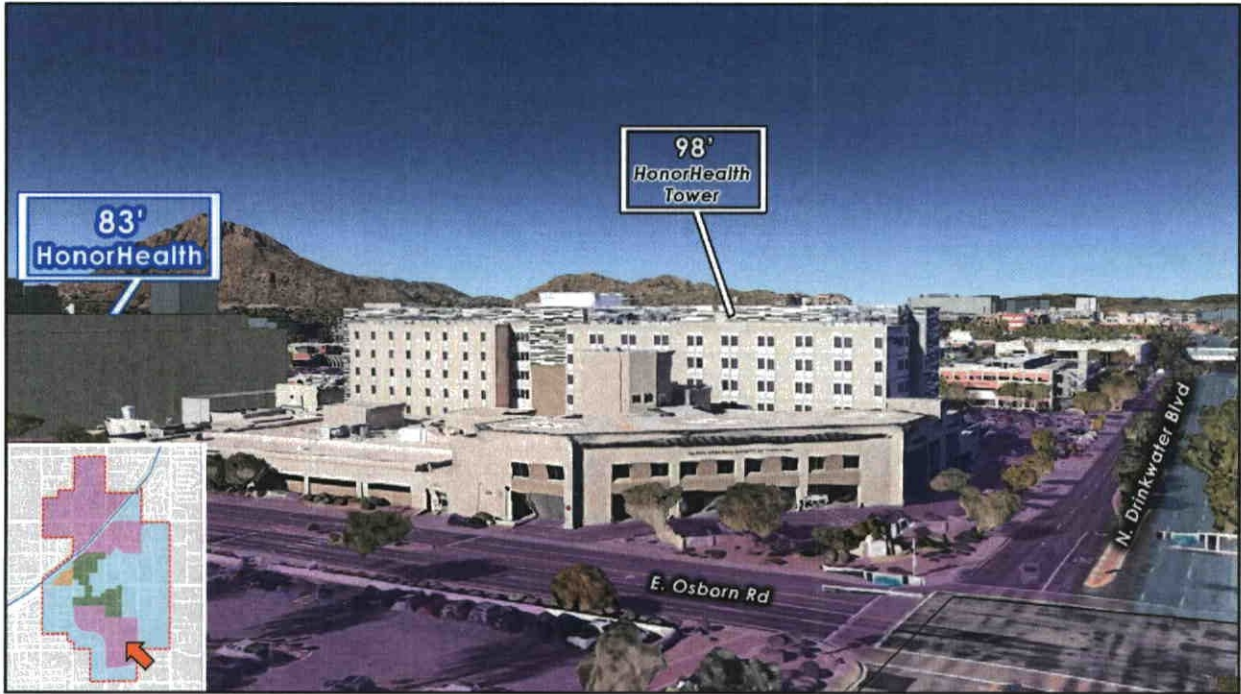
## Old Town Modeling

### Methodology

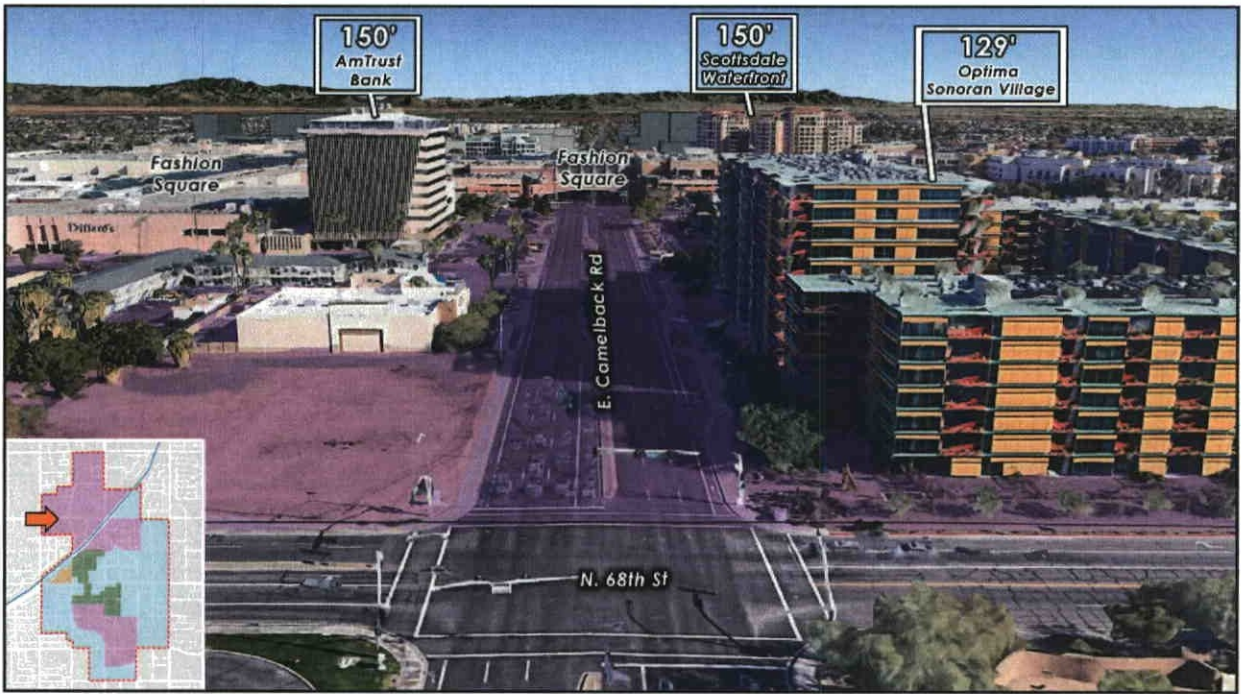
- Google Earth to show development in context
- Models depict:
  - Buildings not displayed within Google Earth
  - Entitled properties yet to be built
    - White = DRB Approved
    - Gray = Zoning Approved
  - Buildings modeled per zoning standards + case approvals
  - View models at elevated level due to distortion at ground level in Google Earth



18



19



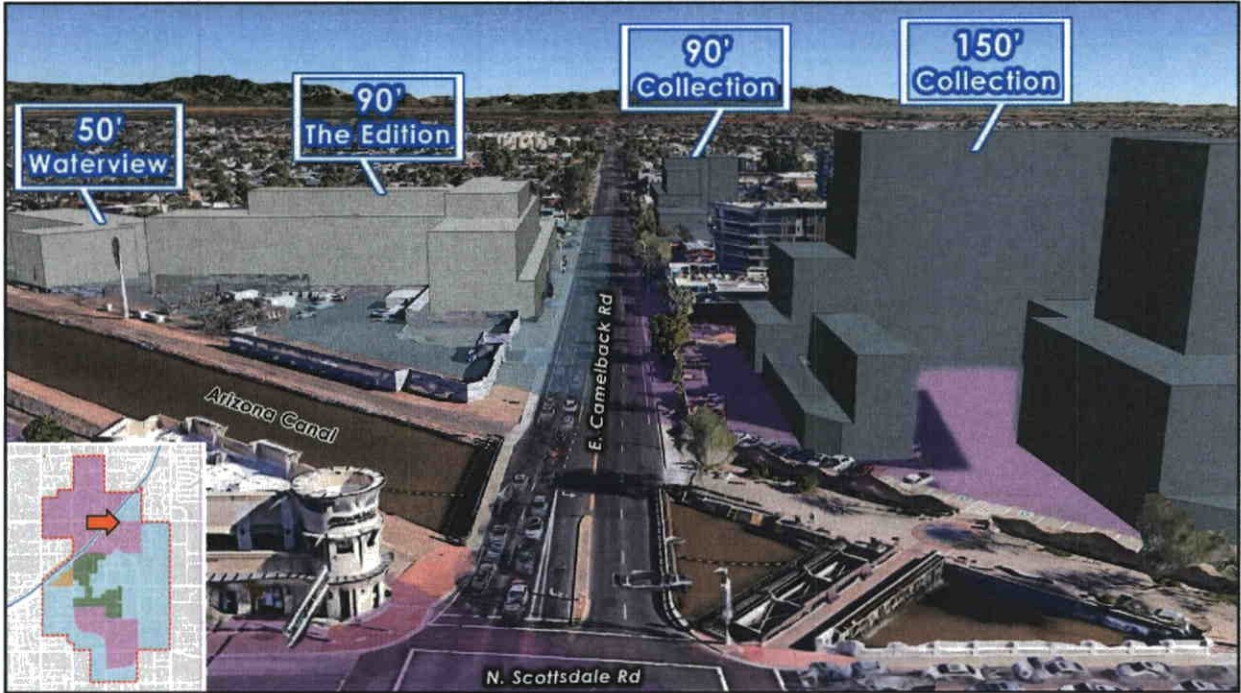
20



21



22



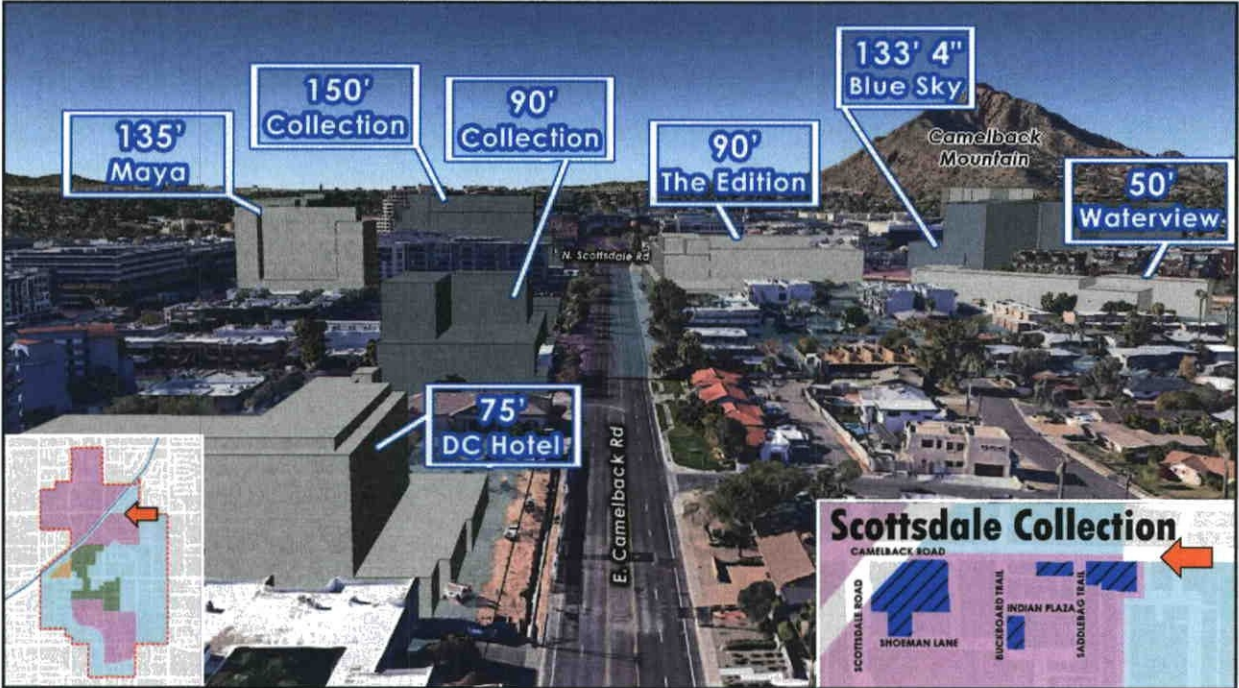
23



24



25



26





DC Hotel  
DRB Approved

27

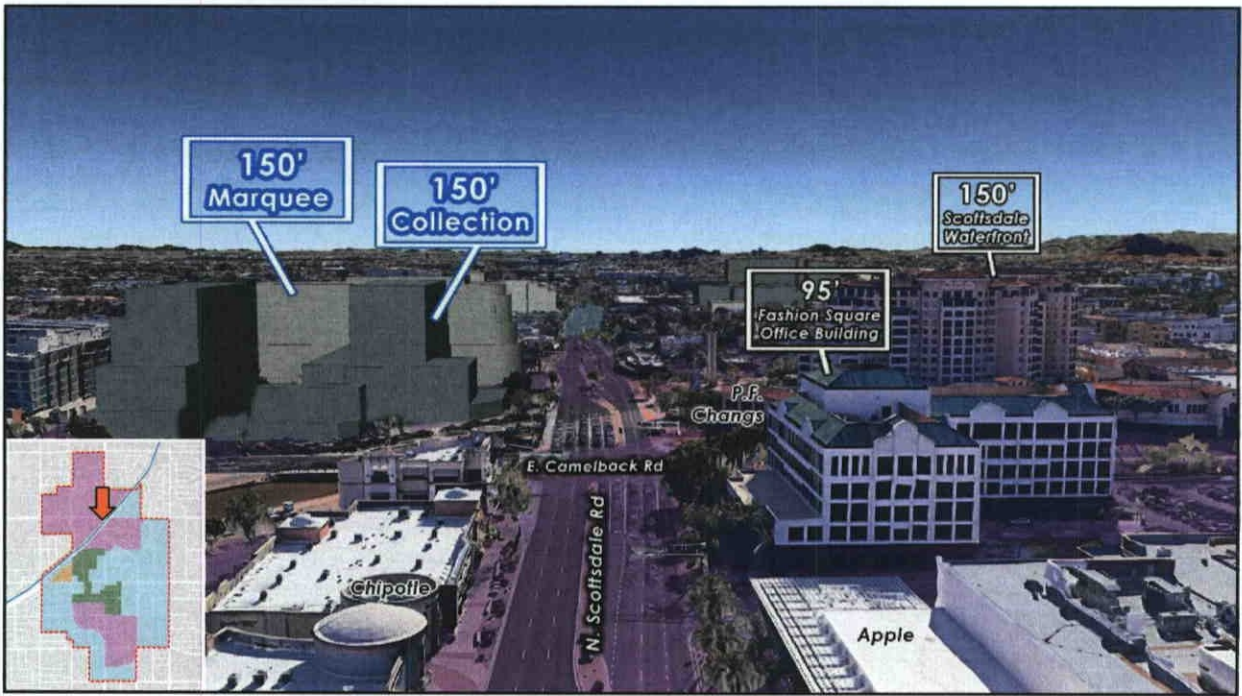


Maya Hotel  
DRB Approved

28



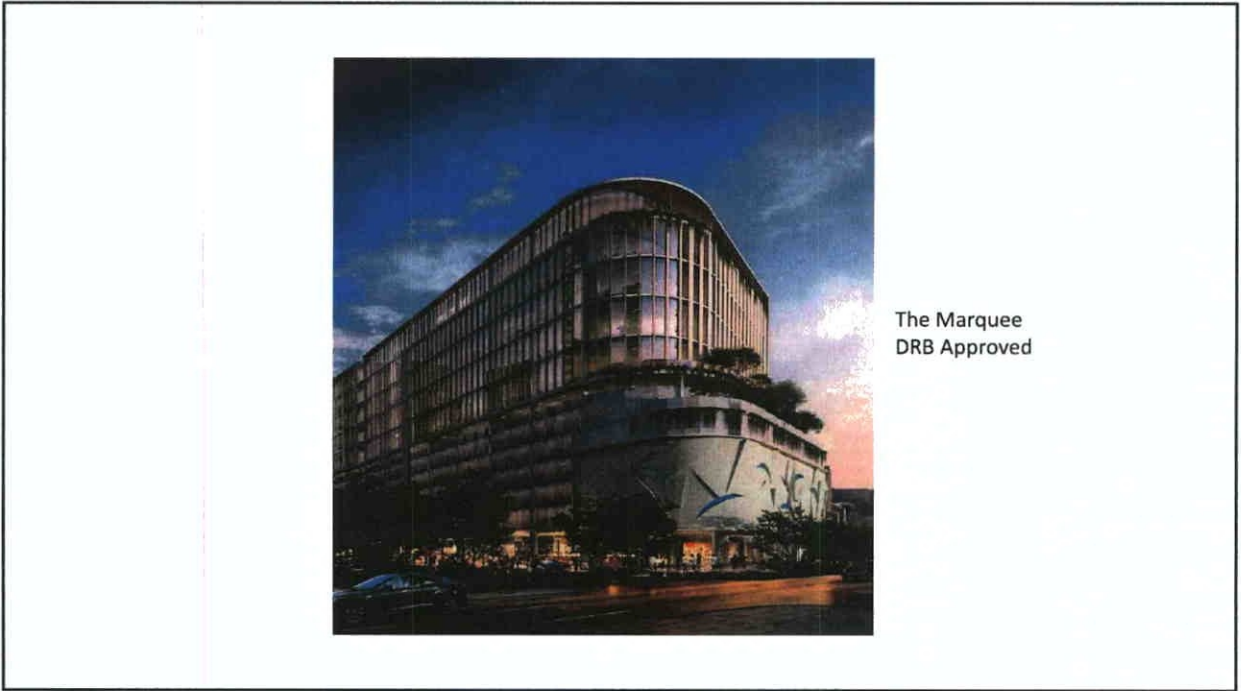
29



30



31

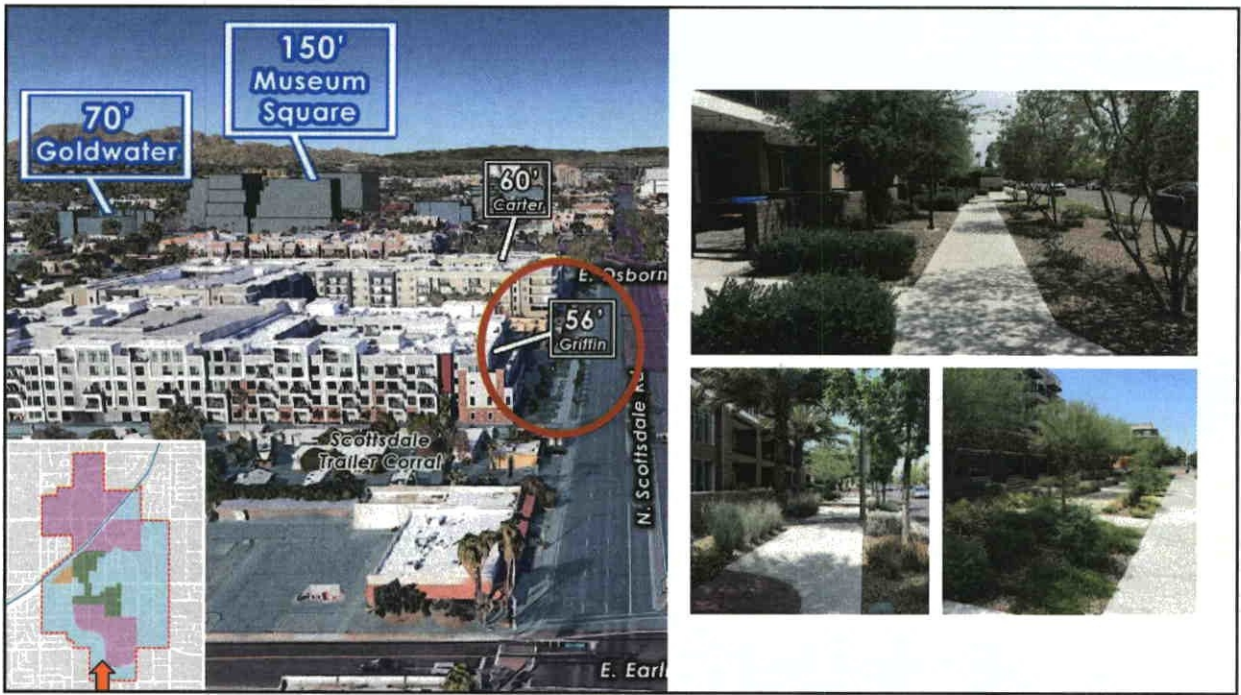


The Marquee  
DRB Approved

32



33



34



35



36



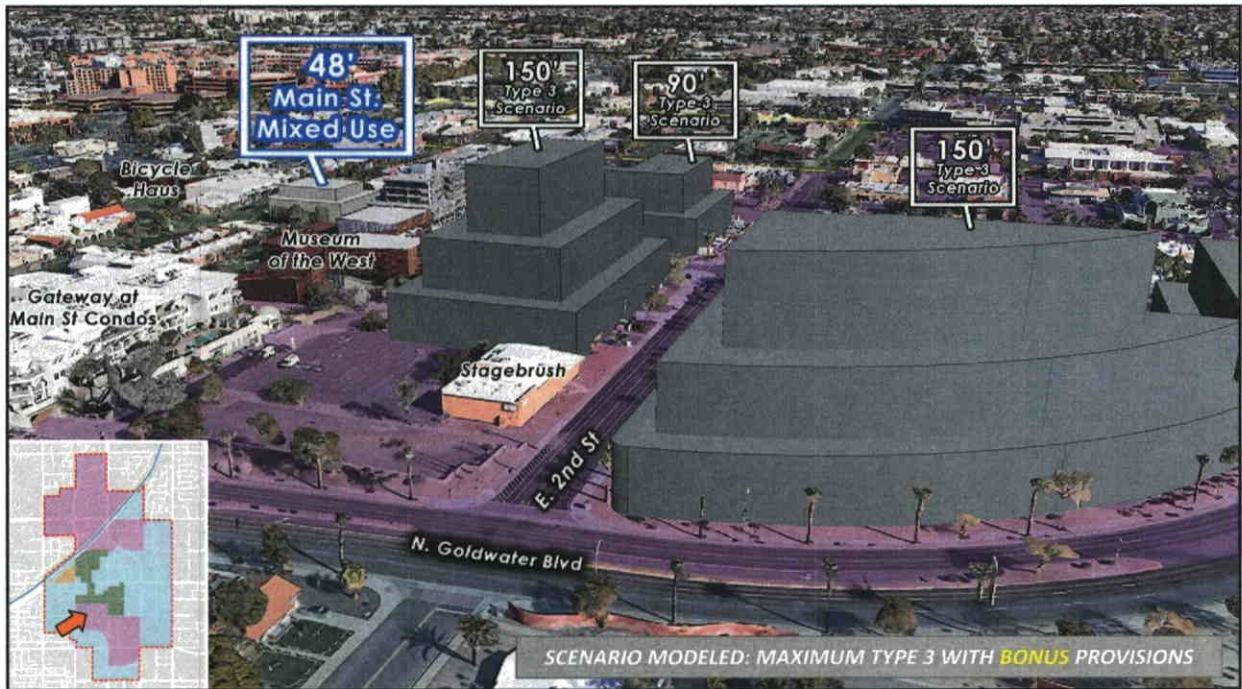
37



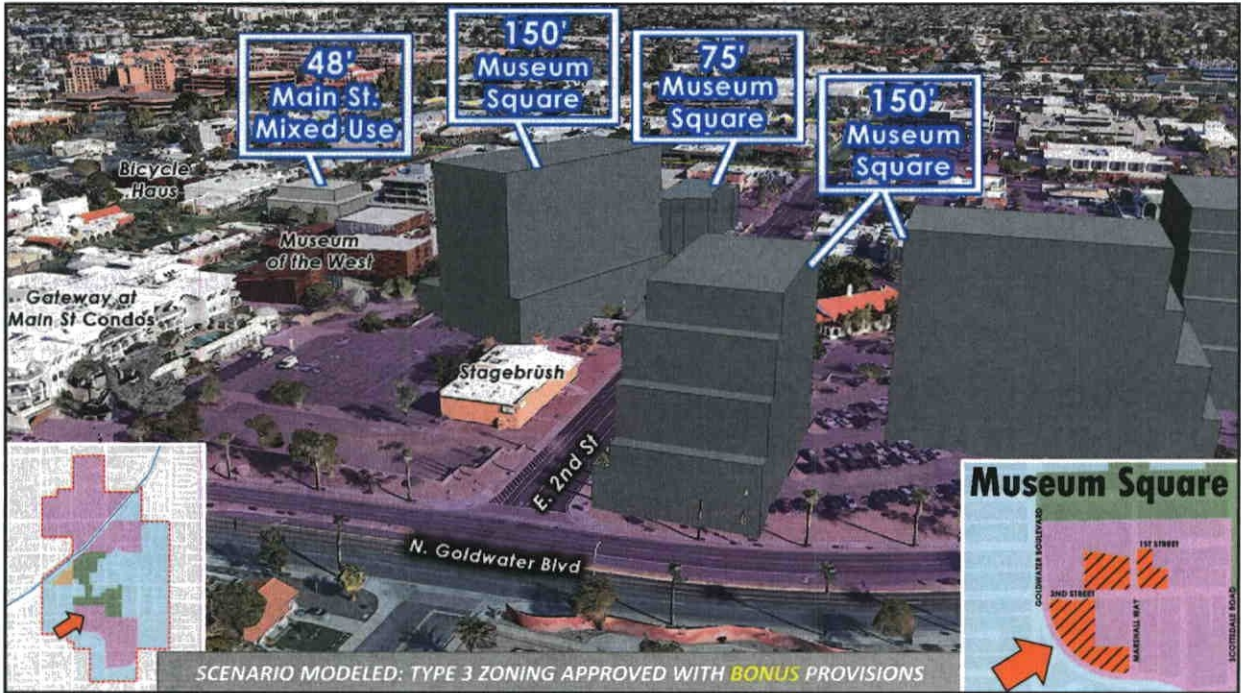
38



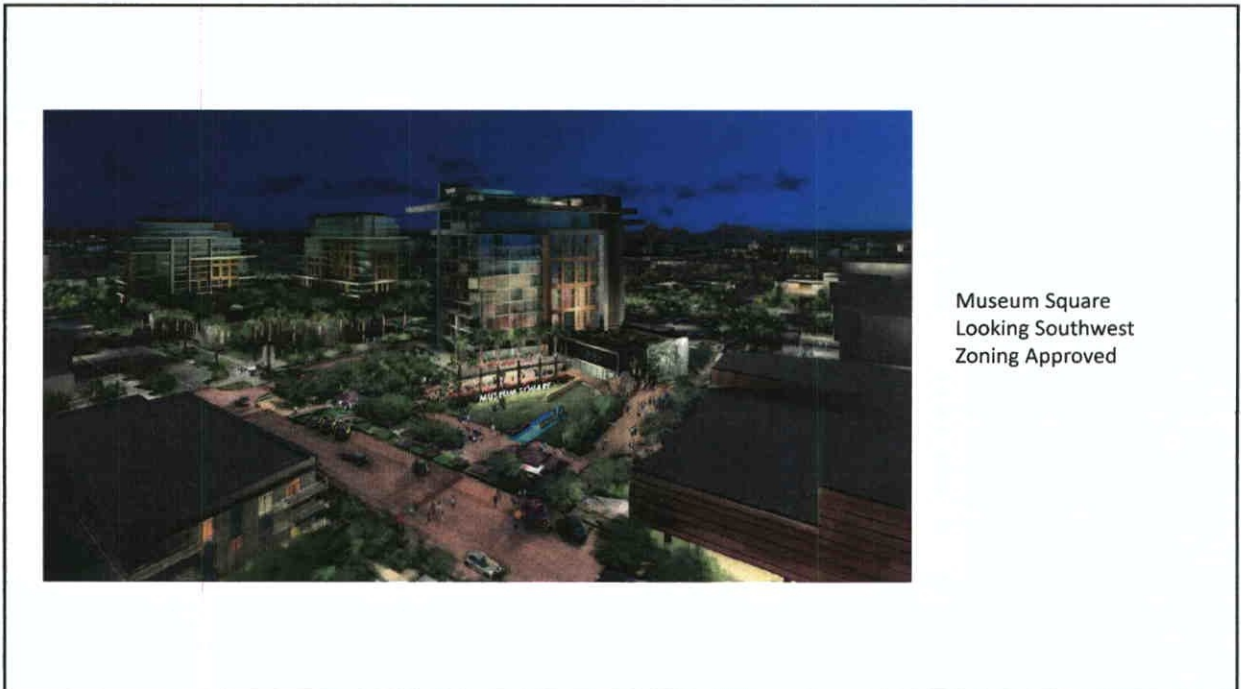
39



40

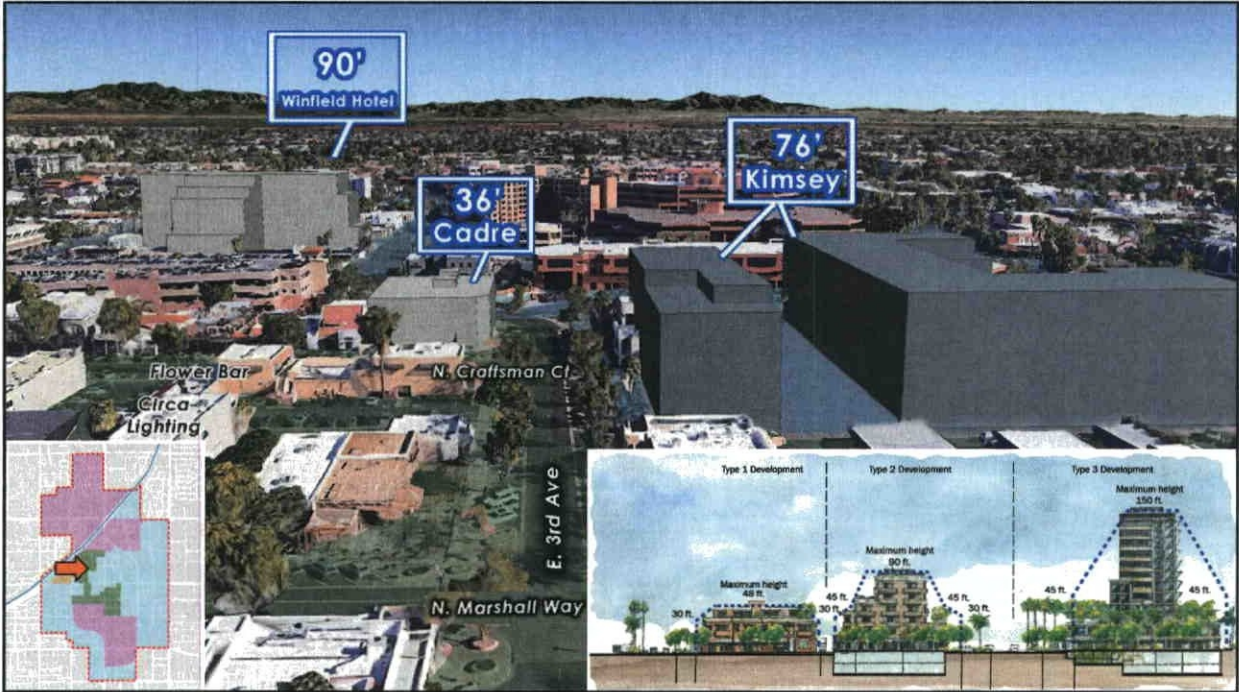


41



42





43



44



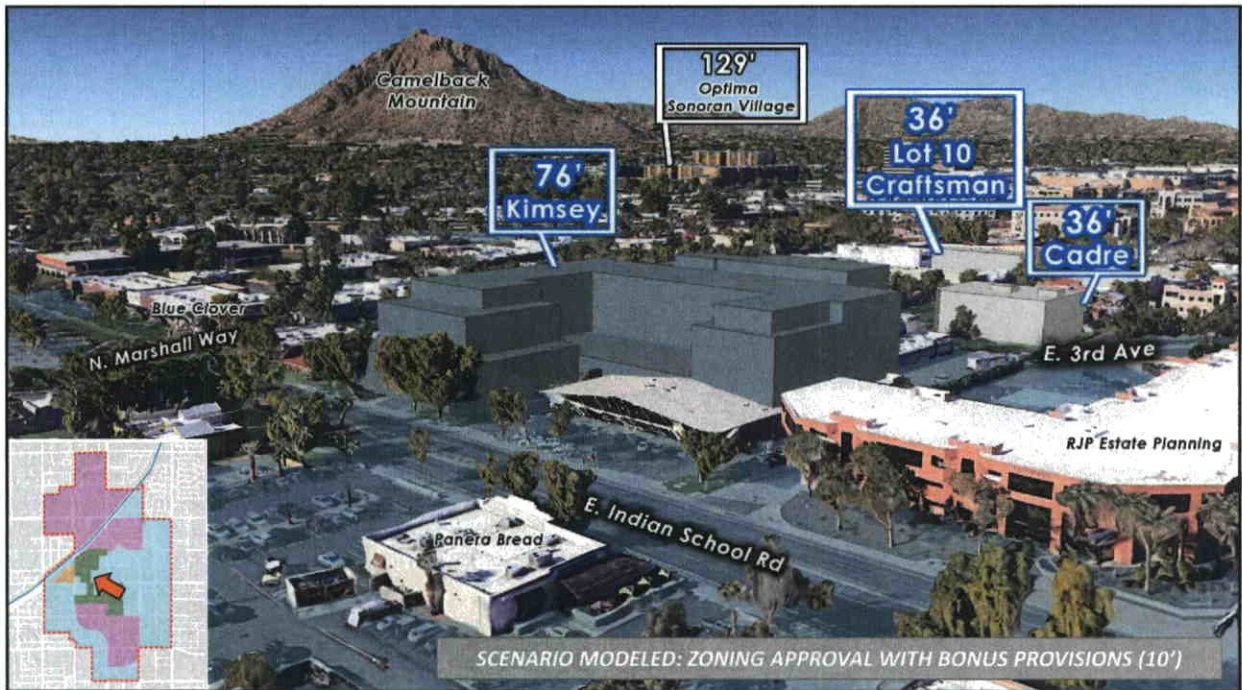
45



46



47



48



Kimsey – Residential  
Zoning Approved

49

- If you want to adjust:
  - Development Types
  - Public Spaces
  - Pedestrian Corridors
  - District Boundaries/Names
  - Old Town vs. Downtown



Old Town Scottsdale  
Character Area Plan

- If you want to adjust:
  - Infill Incentive District
  - Building Base/Bonus Heights
  - Open Space Requirements
  - PBD Requirements –
    - Minimum Size
    - Contiguous Parcels
    - Public Benefits/Bonuses
  - Building Setbacks/Stepbacks



Scottsdale  
Zoning Ordinance

50

# **Old Town Scottsdale Character Area Plan**

**Adam Yaron, Principal Planner & Brad Carr, AICP LEEP AP, Planning Manager**  
**City Council Work Study Session**  
**June 22, 2021**