

2 ● CHARACTER & DESIGN



Introduction

Southern Scottsdale's character and design are the foundation of its neighborhoods and community identity. Community residents have repeatedly identified pedestrian-friendly design, dynamic streetscapes, buildings that complement southwestern architecture, with more gathering and open spaces as the kind of developments they wish for their community. The Southern Scottsdale Community Area Plan provides a means for identifying and presenting expanded design guidelines that address the massing of buildings and their impact on the surrounding built environment.

Southern Scottsdale's predominant development pattern is a suburban model composed of a series of square mile sections divided roughly into one-quarter acre land parcels. At the center of each square mile section is a central school site and associated recreational open spaces. Commercial uses are located along major arterials, with apartments and offices along the perimeter edges. The City's green belt, the Indian Bend Wash, is the area's premier open space and shared-use path that runs roughly north to south, parallel to the Hayden Road alignment.

The primary residential character for the majority of Southern Scottsdale is single-story, ranch-style homes from the 1950s through the 1980s in a variety of design styles. Commercial architectural character varies north and south of the Downtown. As the area changes due to revitalization, it will be influenced by community expectations and regional influences.

Goals and Policies

GOAL CD 1

NEW AND REDEVELOPED RESIDENTIAL HOUSING SHOULD RESPECT EXISTING NEIGHBORHOOD CHARACTER AND DESIGN.

- **Policy CD 1.1**

New and redeveloped residential development should be compatible in terms of established neighborhood housing proportion, size, mass, and height.

- **Policy CD 1.2**

Architectural housing character should not be restricted to, but remain complementary with, existing neighborhood design.

GOAL CD 2

THE CHARACTER AND DESIGN OF MIXED-USE AND COMMERCIAL DEVELOPMENT SHOULD ACCOMMODATE A VARIETY OF LAND USES, ENGAGE PEDESTRIANS, AND EXTEND INDOOR SPACES TO THE OUTSIDE.

- **Policy CD 2.1**

Encourage pedestrian-oriented site design for new and revitalized development within Corridors, Regional Centers, and Activity Areas.

- **Policy CD 2.2**

Support new building design that respects existing area character, while allowing for the efficient and coherent use of building sites.

- **Policy CD 2.3**

Within Corridors, Regional Centers, and Activity Areas, locate new development along the street and provide parking immediately behind the building area.

- **Policy CD 2.4**

New development and redevelopment should provide a diversity of design by accommodating a mix of land uses both vertically and horizontally.

- **Policy CD 2.5**

Encourage both dedicated and publicly accessible open spaces within private developments to function as extensions of indoor spaces into outdoor areas.

GOAL CD 3

PROMOTE HIGH QUALITY DESIGN FOR NEW AND REVITALIZED MIXED-USE, COMMERCIAL, AND RESIDENTIAL DEVELOPMENT ALONG CORRIDORS, WITHIN REGIONAL CENTERS, AND ACTIVITY AREAS.

- **Policy CD 3.1**
Encourage design standards for Corridors, Regional Centers, and Activity Areas that enhance and strengthen new and revitalized development.
- **Policy CD 3.2**
Support façade and site improvements to existing development through incentives.
- **Policy CD 3.3**
Encourage new development to demonstrate a relationship with the design characteristics of the surrounding areas and, as appropriate, incorporate those qualities into its design.
- **Policy CD 3.4**
Building design should be sensitive to the evolving context of an area over time.

GOAL CD 4

SITE AND BUILDING DESIGN OF NEW DEVELOPMENT AND REDEVELOPMENT SHOULD RESPOND TO THE SONORAN DESERT CLIMATE.

- **Policy CD 4.1**
Encourage new development to incorporate designs such as shade structures, deep roof overhangs and recessed windows to address passive solar cooling opportunities.
- **Policy CD 4.2**
Encourage the use of a variety of textures and natural building materials to provide architectural visual interest and richness, particularly at the pedestrian level.
- **Policy CD 4.3**
Support landscape design that responds to the desert environment by utilizing indigenous and adapted landscape materials that complement the Southern Scottsdale built environment.



Design responding to unique, Sonoran climate (green roof, recessed windows, etc.).

GOAL CD 5

MAINTAIN, PROTECT, AND ENHANCE THE CHARACTER, QUALITY, AND CONNECTIVITY OF THE PUBLIC REALM AND OPEN SPACE AREAS.

- **Policy CD 5.1**
Maximize the connectivity, character, and functional uses of local parks and school sites to accommodate a wide range of community activities.
- **Policy CD 5.2**
Develop design standards and guidelines that direct and shape development adjacent to parks, trails, and open spaces.
- **Policy CD 5.3**
Recognize that public realm design guidelines and standards represent an opportunity to provide identity to a community or neighborhood and to convey its design expectations.
- **Policy CD 5.4**
Encourage plant placement that maximizes shade opportunities in pedestrian spaces, parking lots, and streetscape environments.
- **Policy CD 5.5**
Analyze Indian Bend Wash as a single continuing element within Southern Scottsdale and develop specific design guidelines and standards to guide and shape future development within, and adjacent to, this open space amenity.
- **Policy CD 5.6**
Papago Park and Camelback Mountain are significant landforms which redevelopment and new development should consider with regard to building orientation and site layout.



Pedestrian connectivity between the public realm and open space.

GOAL CD 6

PROMOTE, PLAN, AND IMPLEMENT DESIGN STRATEGIES THAT ARE SUSTAINABLE.

- **Policy CD 6.1**
Encourage compact development design along Corridors and in Regional Centers and Activity Areas to help reduce travel distances, encourage walking and cycling, and stimulate public transit use.
- **Policy CD 6.2**
Encourage building design, orientation, and layout that reduce energy consumption.

- **Policy CD 6.3**

Develop adaptable and sustainable building design strategies that could accommodate future innovative energy and environmental technologies as they become commercially viable.

- **Policy CD 6.4**

Encourage the use of sustainable design principles for remodeling and new development projects to mitigate building construction and operational impacts on the environment.

GOAL CD 7

PROTECT LOW-SCALE SINGLE-FAMILY NEIGHBORHOODS WITHIN SOUTHERN SCOTTSDALE BY UTILIZING LANDSCAPE BUFFERS AND TRANSITIONAL BUILDING FORMS, SHAPES, AND SIZES IN THE DESIGN OF NEW DEVELOPMENT AND REDEVELOPMENT.

- **Policy CD 7.1**

Encourage architectural and design transitions between new development and existing development.

- **Policy CD 7.2**

Consider form-based development standards as an option within Corridors, Regional Centers, and Activity Areas to encourage revitalization of these areas coupled with neighborhood protection.

- **Policy CD 7.3**

Respect, protect, and enhance established suburban neighborhoods as assets within Southern Scottsdale, while allowing for contemporary solutions to evolving development and market trends.

GOAL CD 8

ENHANCE THE DESIGN AND CHARACTER OF THE RESORT CORRIDOR SO THAT IT CONTINUES TO SERVE AS A MAJOR HOSPITALITY AND COMMERCIAL DESTINATION.

- **Policy CD 8.1**

Create a pedestrian-friendly environment along the Resort Corridor area through streetscape and adjacent development design.

- **Policy CD 8.2**

Promote the Resort Corridor's character as mixed-use and pedestrian friendly, featuring a variety of building types and gathering spaces.

- **Policy CD 8.3**

Support the development and implementation of signature architectural, landscaping, and signage guidelines which will promote the Corridor's identity and sense of place.

GOAL CD 9

ESTABLISH DESIGN GUIDELINES FOR CORRIDORS, REGIONAL CENTERS, AND ACTIVITY AREAS.

- **Policy CD 9.1**
Encourage vertical mixed-use design that includes housing placed over lower floors of office and retail uses.
- **Policy CD 9.2**
Support design guidelines that require development to provide connections to, and between, adjoining sites to reduce vehicle miles traveled.
- **Policy CD 9.3**
Continue to utilize the current lighting guidelines to enhance public safety, provide appropriate lighting for development, and supply transitional lighting levels to existing neighborhoods.

GOAL CD 10

PROVIDE PUBLIC ART TO CREATE EXCITING AND ATTRACTIVE PUBLIC SPACES THAT ARE USED AND ENJOYED BY SOUTHERN SCOTTSDALE RESIDENTS, WORKERS, AND VISITORS.

- **Policy CD 10.1**
Enhance the quality of life of Southern Scottsdale residents by increasing their access to the visual arts and create a more aesthetically-pleasing urban environment.
- **Policy CD 10.2**
Support the creation of exciting, appealing, and harmonious public spaces by integrating architecture, design, public art, and the planning of infrastructure at the earliest design stage.