



McDowell Corridor Improvement

64th STREET TO PIMA ROAD STREETScape GUIDELINES,
FINAL PRESENTATION

02-18-03



EDAW

INTRODUCTION

OVERVIEW

The McDowell Corridor Guidelines were originally passed by the Scottsdale Design Review Board in 1996. The purpose of the Guidelines was to provide a comprehensive theme for streetscape design along the corridor and was implemented from Granite Reef Road to Pima Road. Currently the guidelines require updating.

OBJECTIVES

In order to achieve the broader goal of an identifiable McDowell Road Corridor character, certain objectives have been identified. These include:

- Evaluate the existing guidelines that direct streetscape improvements along McDowell Road.
- Propose recommendations for augmenting the existing guidelines with landscaping and hardscape elements.
- Create a unified and distinct identity to the McDowell Corridor.
- Promote the revitalization of South Scottsdale by improving the image of McDowell Corridor and attracting new commercial and office uses.
- Establish a separate and identifiable image to the Motor Mile.
- Promote the continued patronage of existing commercial establishments along the McDowell Corridor.
- Promote safe pedestrian circulation adjacent to McDowell Road.

KEY CONSIDERATIONS

Existing and proposed land uses along McDowell Road influence the street enhancement implementation program. The purpose of the guideline update is to achieve the objectives by building on the existing guidelines while taking into account the following considerations:



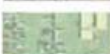



- Patron activity/pedestrian traffic generated by different uses
- Integrate existing private property landscapes
- Facilitate landscape installation within a limited Right Of Way (ROW)
- Maintain visibility to businesses
- Promote low maintenance and hardy landscapes
- Build on existing landscape character
- Account for existing and proposed street infrastructure
- Accommodate signage and other marketing requirements

The upcoming street improvements for the Scottsdale Corridor and the McDowell Corridor is also an important factor to be considered during the adoption and implementation of the guidelines. Some of the design implementations may be amended, subject to design recommendations taken with respect to the Scottsdale Corridor. The ultimate Goal is to achieve a distinctive streetscape character along both corridors that reinforces the identity of south Scottsdale.



EXISTING USE ALONG THE MCDOWELL CORRIDOR



-  Recreation
-  Dealerships
-  Office
-  Vacant
-  Commercial/Restaurant
-  Residential

DEALERSHIP CONSIDERATIONS

- Auto display and exposure to street is of primary importance.
- Low maintenance landscape in ROW is preferred.
- Require opportunities for display in ROW without compromising on total open space.
- Prefers street landscape that showcases auto display.

VACANT SITES

- Vacant sites denote successful implementation of street enhancements per the Guidelines, without requiring integration into existing landscapes.

COMMERCIAL CONSIDERATIONS

- Exposure to street and view of signage is important.
- Varying types of landscapes exist, with varied maintenance conditions.
- Size of commercial properties range from very small strips to large establishments - influencing the level of control on the streetscape in terms of implementation and maintenance.



TOPOGRAPHICAL CONSIDERATIONS

- The Indian Bend Wash midway on McDowell Road calls for special adjoining street enhancements.
- The Papago Buttes form an important culmination to the project corridor and should be projected as a landmark

OFFICE CONSIDERATIONS

- Office landscapes are predominantly well maintained.
- Existing office landscapes are more Mediterranean in character.
- General Dynamics (Former Motorola) a major office user, is historically linked to the growth along McDowell Road.

RESIDENTIAL CONSIDERATIONS

- Buffering from the street.
- Mature and eclectic landscapes already exist.
- Transit use is higher.
- Higher foot traffic.



EVALUATION OF EXISTING GUIDELINES

Hardscape Elements

EXISTING GUIDELINES FOR THE MCDOWELL CORRIDOR INCLUDE TWO ELEMENTS A & B WITH MINOR VARIATIONS.

- The installation of existing guidelines is limited to the stretch of McDowell Road between Granite Reef Road and Pima Road.
- Element A includes seat wall configuration with accent paving accompanied by Eucalyptus and Mediterranean Fan Palms. Located approximately every 500'
- Other planting per guidelines include : Chaparral Sage, Deer Grass and Angelita Daisy.
- Element A is also used in association with the transit areas.
- As part of the road widening, detached sidewalks were installed on McDowell Road beginning from Granite Reef Road. The planting strips adjacent to the road are under utilized and do not convey the sheltered and aesthetically enhanced character normally associated with detached sidewalks.
- Accent paving includes scoring and integral colors to create banding. The colors specified include Scofield Chromix Admixture Desert Tan accent paving with Quarry Red seating and banding.
- When travelling on McDowell, the colors fail to be distinctive or striking enough to be noticeable.
- Colors on the pathway are more oriented towards pedestrianized traffic rather than vehicular traffic.



- Element B - occurs uniformly every 500' feet. Uniform planting of Sweet Acacias contributes to the street identity.
- Groundstory planting associated with Element B includes Peabush, Regal Mist, Rock Verbena, Angelita Daisy and Erigeron.
- Almost all ground story planting associated with the elements has died out or not been replaced.
- Element B - Sweet Acacias form a distinct buffer between the road and adjoining use and is effective in screening adjacent residential areas from roadway noise.

- Seating elements do not stand out in relation to the street and are easily overlooked.



EVALUATION OF EXISTING GUIDELINES

Landscape Planting



- Existing Shoestring Acacia is used as a unifying theme along the median.



- Existing planting per prior guidelines has been stripped down and detracts from the visual quality of the street.
- Grey green foliage of shrub planting does not lend color to the overall quality of the street.



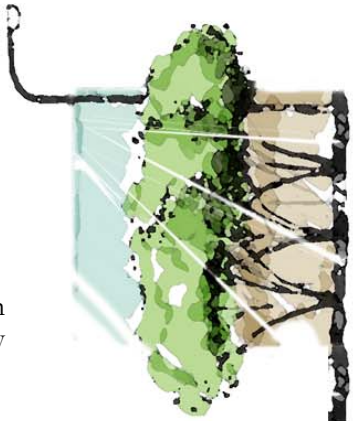
- Element A of the existing guidelines consist of Eucalyptus planted in association with the hardscape installation.
- Eucalyptus planting associated with Element A provides height but are few and far between to actively contribute to the overall street identity
- Color combinations of the seat walls and paving are not immediately apparent as a theme when driving along the street.



- Uniform planting of Sweet Acacias associated with Element B does provide a visual theme to the street. Sweet Acacia heights also help to scale the pedestrian path.
- Blockage of retail signage from drivers is a potential issue with the heights of the Sweet Acacia.
- Seat walls are located at regular intervals but do not necessarily relate to the immediate neighborhood.

CONCLUSIONS

- The street enhancements provided per the prior guidelines achieve certain aspects of street improvements such as the scaling of the pedestrian pathway and the provision of visually unified planting along the ROW and median.
- The planting further needs to be enhanced. The height of the Sweet Acacias are too low to be identifiable as a unifying element across the street and is a potential visual block to signage and shop fronts in commercial areas along McDowell. The plant palette also needs to be modified to increase survival rate and address maintenance concerns.
- The Eucalyptus planting associated with element A requires a closer and more dense pattern and a more uniform growth structure to effectively impact the street identity.
- Understory planting currently does not contribute to the street identity and thus requires more consideration. Mass planting of desert adapted varieties that are more vivid and which require less maintenance must be encouraged in the street enhancement implementation.



EVALUATION OF DEALERSHIP LANDSCAPES

- Tree canopies to the rear of the presentation area allows for effective display while providing a backdrop to the display area.



- Lighting standards behind car display lines are visually less obtrusive.



- Palms provide high canopy requirement but add to vertical clutter combined with lighting poles.
- Tall lighting standards dwarf the display area and seem to encompass a large area with seemingly no focus.
- Lighting standards in front of the vehicle display line blocks effective presentation

- Shorter poles scale the display area and focus attention on the objects of display unlike tall poles.



- Native planting permits a combination of low maintenance and structured planting.
- Consistent and homogenous landscapes do not distract from the visual display of the dealership vehicles.



- Lighting standards that are too close together create clutter and distract from the presentation.
- Light colored poles, detract from the visual display of the vehicles.
- Low light pole bases allow better view of the display area.

- Trees on maturity to have high canopy with upright branching rather than drooping branches.



- Elevated pads add to the visual presentation
- Low groundcover is effective as foreground planting. Unstructured and haphazard planting creates visual chaos.



- Specific locations for elevated display is an effective tool for show casing special merchandise.
- Signage to be more integrated with the landscaping.
- Turf is an effective foreground to the display area but requires high maintenance and reseeding.



LANDSCAPE CHARACTER
Existing Xeric Landscapes along the McDowell Corridor - Good Examples



ROW Landscape at Car Dealership 'Infinity'



ROW Landscape at Papago Plaza



ROW Landscape at Papago Plaza



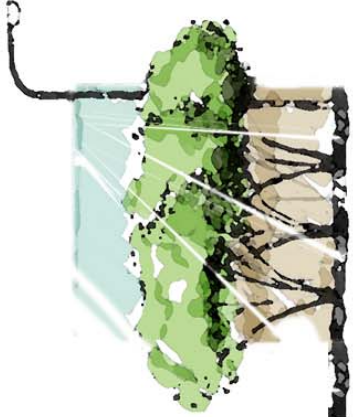
ROW Landscape at Walgreens



ROW Landscape at Buggy Carwash



ROW Landscape at Car Dealership.



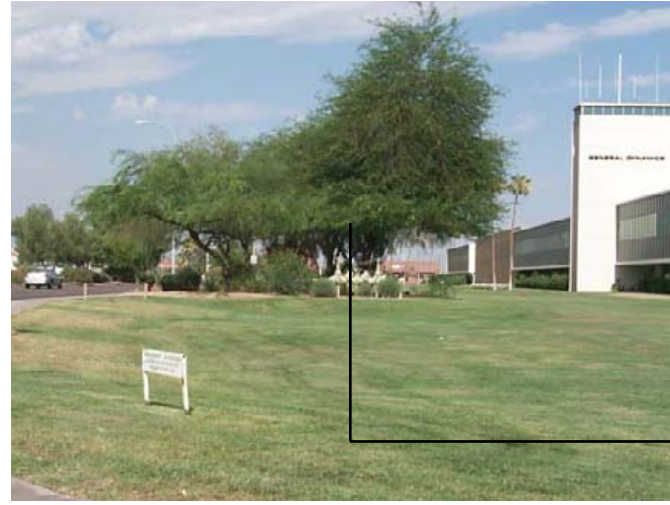
LANDSCAPE CHARACTER

Existing Mediterranean Landscapes along the McDowell Corridor - Good Examples

ROW Landscape at Medical Institute



Tree grouping at General Dynamics



ROW Landscape at Apollo Imports



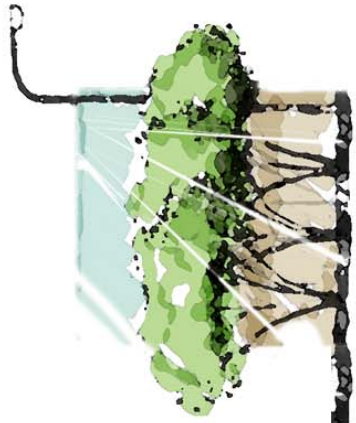
ROW Landscape at Medical Institute



Parking lot landscape at General Dynamics



Guideline planting at Residential area



EXISTING CHARACTER ANALYSIS OF MCDOWELL CORRIDOR

PIECEMEAL GUIDELINE IMPLEMENTATION

- Current guidelines exist from Granite Reef Road to Pima Road and are also incorporated when new developments occur
- This implementation practice however will not achieve an overall cohesive character for the McDowell Corridor.

VARIED RIGHT OF WAY OPPORTUNITIES

- ROW widths vary from property to property and pose a challenge to uniform planting and hardscape installation.
- The intersection of Scottsdale Road and McDowell Road seriously lacks any ROW for substantial improvements.
- To achieve the objectives of the guidelines, opportunities to purchase additional ROW from property owners must be investigated.

HAPHAZARD PLANTING

- Currently ownership of the ROW by property owners dictates the character of the stretch.
- The level of landscape installations if any, the level of maintenance, signage, hardscape and lighting all vary from property to property.
- Larger properties have the potential to influence the overall character of the corridor.

INDISTINCT HARDSCAPE ELEMENTS

- Existing hardscape elements per current guidelines are indistinctive and lend little to the overall character of the street.

INEFFECTIVE GUIDELINE PLANTING

- Planting per the existing guidelines is ineffective in achieving a distinctive street character.
- Most shrubs have died out and have not been replaced due to high maintenance issues.
- Further analysis of guidelines is included in the 'Evaluation of Existing Guidelines' section.



NON-COHESIVE LANDSCAPE

- Currently street landscapes vary in level of installation from little or none to lush and well maintained landscapes.
- This indicates the degree of involvement property owners have in maintaining a street frontage.
- Incentives for maintenance and upkeep of street frontage after installation is an important factor in achieving the guideline objectives.

INADEQUATE STREET IRRIGATION

- Per discussions with the City, no irrigation installation exists west of Hayden to Miller along the corridor.
- To achieve a low maintenance and hardy landscape, permanent irrigation facilities should be installed.

INCORRECT MAINTENANCE PRACTICE

- Incorrect pruning and shearing practices result in un-natural growth forms and contribute little to the street character.
- Standard pruning methods must be adopted for the entire project corridor to achieve a consistent effect.

EXPOSED OVERHEAD UTILITIES

- Overhead utility lines, utility boxes, poles and fixtures all add to the clutter along the corridor.
- The undergrounding of utility lines will go a long way in achieving a cohesive street character.

NON-UNIFORM MEDIAN PLANTING

- Planting in the median for the most part is non-consistent, though a dominance of Shoestring Acacias in the median is noted.
- The median is the only component of the streetscape that is completely within the control of the City and hence, close attention should be paid to the landscape installation and maintenance of the medians.



PROPOSED LANDSCAPE THEMES

THEMATIC ZONES

Responding to the locational context of McDowell Road as well as the objectives of the guidelines for a cohesive street image, three broad thematic zones have been identified.

These zones serve to define distinct identities within the streetscape while tying together the overall image of the McDowell Corridor.

With its proximity to the Papago Buttes, Indian Bend Wash and its recognition as a gateway to Scottsdale, the “Motor Mile” streetscape guidelines call for specific treatments that would reinforce these associations. Certain recurrent identifiable elements are introduced into the landscape in addition to distinct planting themes to achieve this objective.

The three Thematic Zones include:

- The Traditional Resort
- The Desert Oasis
- The Structured Xeric

TRADITIONAL RESORT

- The Traditional Desert Resort Theme responds to Scottsdale’s image as a resort town with emphasis on palms and an enhanced desert planting.
- Reinforcing the identity of McDowell Road at the Scottsdale intersection as a Gateway to Scottsdale, the Traditional Desert Resort theme ties in with the landscape along Scottsdale Road.



DESERT OASIS

- The Desert Oasis theme responds to the existing character of the Indian Bend Wash.
- The theme is characterized by groupings of tall evergreen trees at intervals that serve to define space.
- Lush desert adapted planting evokes the “oasis” quality of the landscape.
- Groundstory planting is defined by the intermixing of greys and greens in combination with the vibrant blooms, and textures of accents.
- Elements of the recurrent hardscape installation as well as certain planting themes continue to tie together the street image.



STRUCTURED XERIC





- The Structured Xeric theme responds to the landscape character of Papago Buttes, but takes on a more structured pattern that is identifiable at a fast pace.
- It emphasizes transparency in planting.
- It takes on a formalized planting theme in combination with hardscape elements to create an identifiable image associated with the “Motor Mile”.
- Formalized planting with sculptural desert accent varieties intermixed with low ground cover create a unified foreground against which the auto display is viewed.
- Tree lines are proposed behind the line of auto-display.
- Carries gateway character and materials through McDowell Road.



PROPOSED CONCEPTUAL ZONES

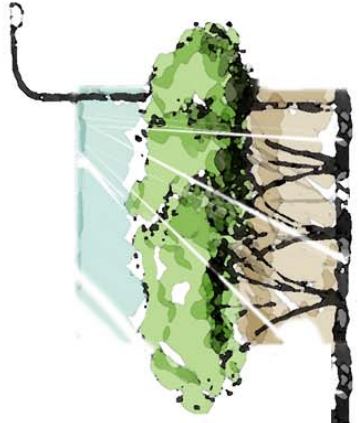
The transition past 64th street from the Papago Buttes features the arrival into the Motor Mile and calls for enhanced gateway treatment.



-  DESERT OASIS THEME
-  STRUCTURED XERIC THEME
-  TRADITIONAL RESORT THEME
-  LANDMARK

The intersection of Scottsdale Road and McDowell Road is a primary landmark between Scottsdale & Tempe

The intersection of Pima and McDowell Road features the entry into Scottsdale and requires special enhancements as part of the guidelines



TRADITIONAL RESORT THEME

Conceptual Planting

- The 'Structured Xeric planting and display concepts for dealerships are to be used in front of auto-dealerships.

- The Traditional Resort Theme reinforces Scottsdale's resort character at intersection with Scottsdale Road.

- Shoestring Acacia planting along the medians is retained and enhanced with additional tree planting of the same species.



- Planting along the Papago Plaza is currently dense. This is to be maintained and used as a guide for groundstory planting within the 'Traditional Resort' zone.
- Mexican fan palms can be inserted into the existing plaza landscape to reinforce the visual effect at the intersection.

- To tie together with the 'Desert Oasis Theme', the accent bosque planting is carried into the 'Traditional Resort Theme'.
- Existing palms along the Los Arcos site is further enhanced with more Mexican Fan Palms.

- Accent bosque planting is a recurrent element in the guidelines that occurs at key points including bus stops and associated with the seating Element A.



Scottsdale Road Character



Existing Median Planting

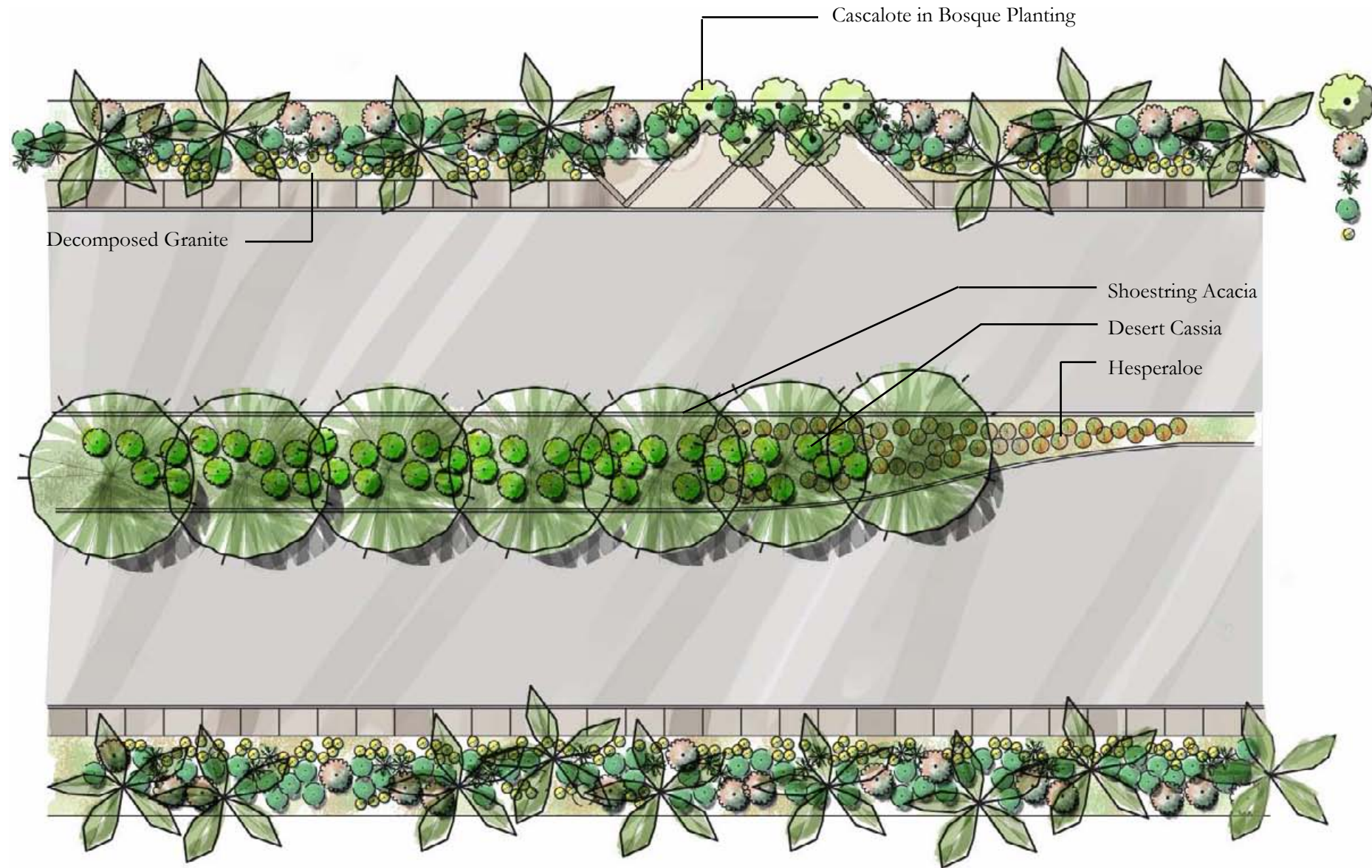


Papago Plaza Groundstory Planting



PLANTING PALETTE

Traditional Resort Theme



- Cascalote
- Bougainvillea
- Desert Spoon
- Rosemary
- Angelita Daisy



Cascalote



Mexican Fan Palms



Rosemary



Desert Spoon



Angelita Daisy



Bougainvillea

TRADITIONAL RESORT							
	Scientific Name	Common Name	Bloom Color	Spring	Summer	Fall	Winter
T	Washingtonia robusta	Mexican Fan Palms					
ST	Caesalpinia cacalaco	Cascalote	Yellow				o
LS	Bougainvillea 'La Jolla'	Bougainvillea	Red	o	o	o	
LoS	Rosemarinus officinalia	Rosemary 'Arp'	Blue	o			o
GC	Hymenoxys acaulis	Angelita Daisy	Yellow	o	o	o	o
AC	Dasyilirion wheeleri	Desert Spoon					

T - Tree, ST - Small Tree, LS - Large Shrub, MS - Medium Shrub, LoS - Low Shrub, GC - Ground Cover, AC - Accent.



McDowell Corridor Improvement
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DESERT OASIS THEME

Conceptual Planting

- Planting within the Desert Oasis Theme uses tall high branching trees (Eucalyptus sp.) along the ROW. Planting responds to existing trees and such that views to the commercial establishments are not blocked.
- Planting is carried out in groups of 1-3 trees and in areas where they are least likely to obstruct views, such as at corners of properties.

- Accent bosque planting is a recurrent element in the guidelines that occurs at key points including bus stops and in conjunction with the seating Element A.

- Shoestring Acacia planting along the medians is retained and enhanced with additional tree planting of the same species.



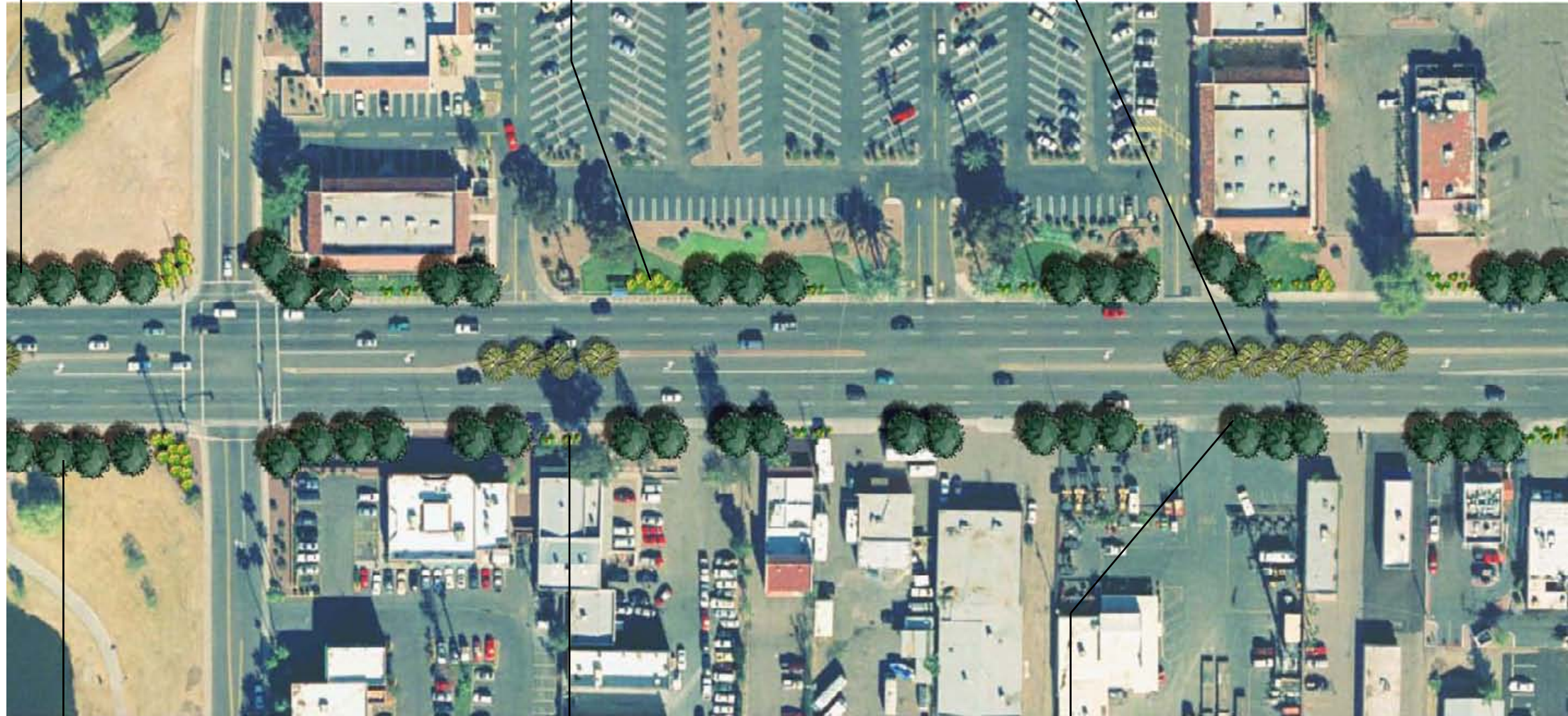
Accent Bosque Tree



Indian Bend Wash



Eucalyptus Clump Planting



- Planting adjacent to the Indian Bend Wash is more dense and accented with bosque planting.
- Planting adjacent to the Indian Bend Wash responds to the existing planting in the park.

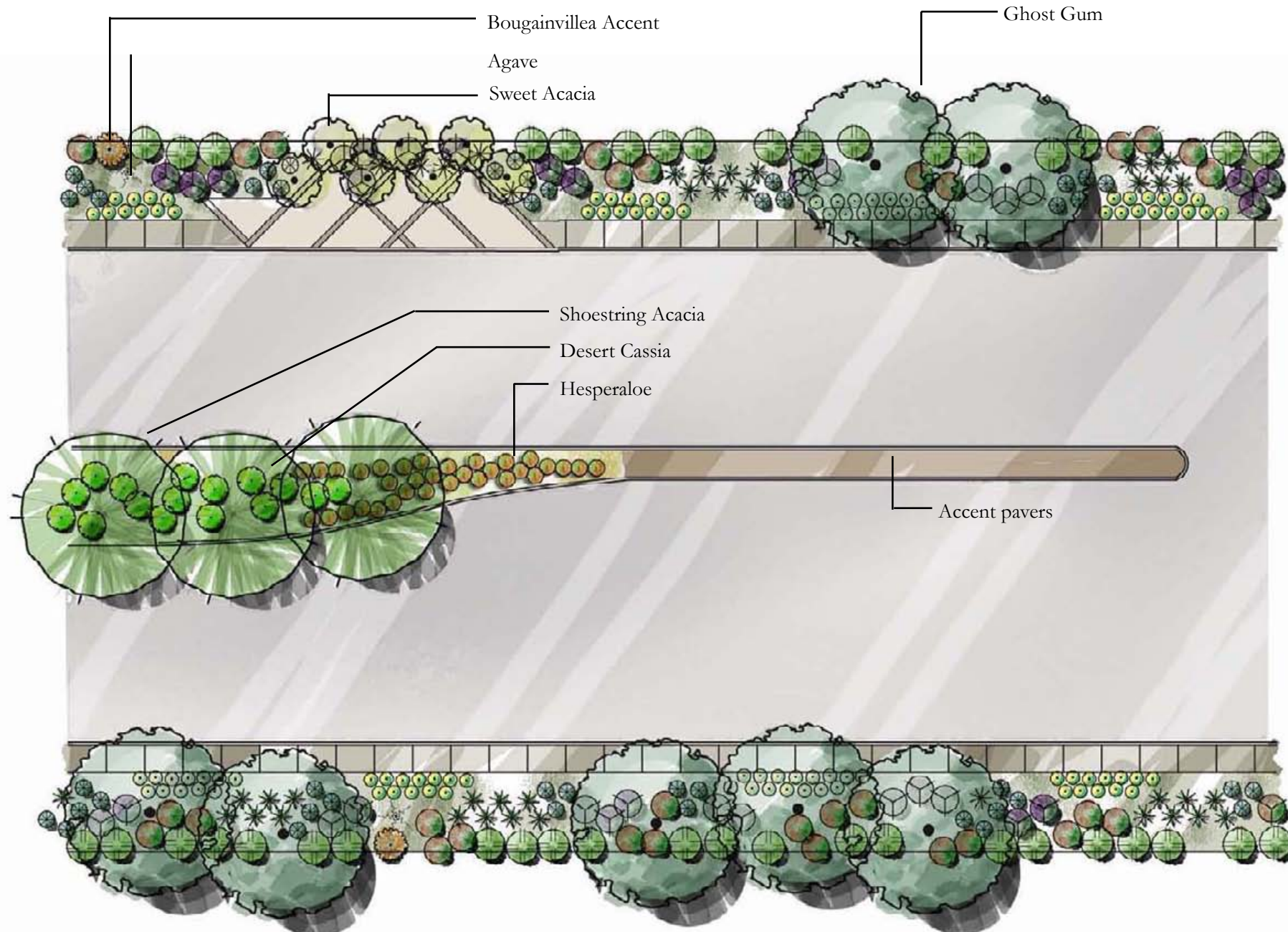
- Groundstory planting is more lush in the Desert Oasis zone.
- The groundstory planting uses some of the planting materials shown in the Mediterranean landscape character to tie in with existing landscapes.

- The group tree planting can also be used to mask unsightly uses such as storage areas and ill maintained property.



PLANTING PALETTE

Desert Oasis Theme



- Dwarf Jojoba
- Baja Red Fairy Duster
- Dalea Frutescens
- Bush Morning Glory
- Angelita Daisy
- Desert Spoon



Desert Spoon



Baja Red Fairy Duster



Dwarf Jojoba



Dalea Frutescens



Bush Morning Glory



Ghost Gum



Angelita Daisy

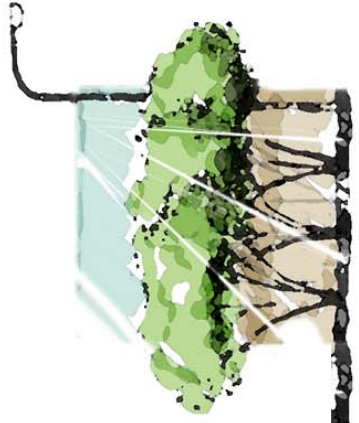
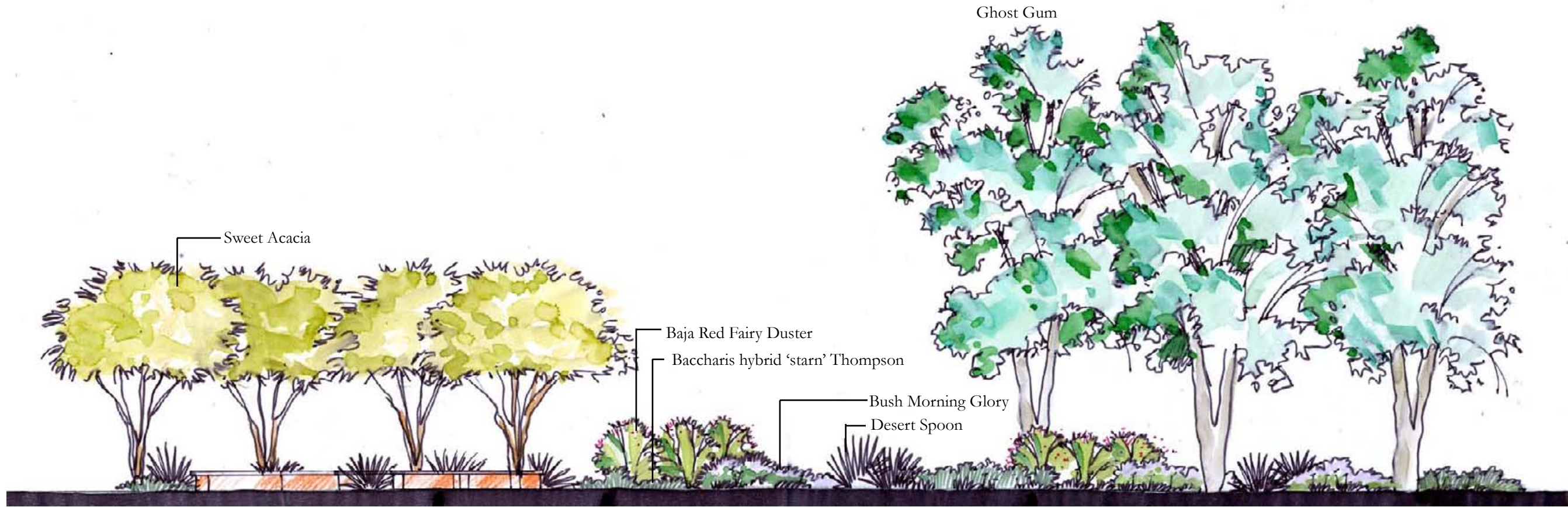
	DESERT OASIS						
	Scientific Name	Common Name	Bloom Color	Spring	Summer	Fall	Winter
T	Eucalyptus papuana	Ghost Gum					
ST	Acacia farnesiana	Sweet Acacia	Yellow	o			o
LS	Calliandra californica	Baja Red Fairy Duster	Red	o	o	o	o
LoS	Convolvulus cneorum	Bush Morning Glory	White	o	o	o	
MS	Dalea frutescens	Black Dalea	None				
GC	Hymenoxys acaulis	Angelita Daisy	Yellow		o		
AC	Dasyliion wheeleri	Desert Spoon					
MS	Simmondsia chinensis	Dwarf Jojoba	None				

T - Tree, ST - Small Tree, LS - Large Shrub, MS - Medium Shrub, LoS - Low Shrub, GC - Ground Cover, AC - Accent.



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PLANTING PALETTE
Desert Oasis Prototype



SEATING ELEMENT



Existing seating element



Stone Motif

Paving and seating element colors to be enhanced in relation to stone motif colors.

Bosque planting defines seating elements more effectively.

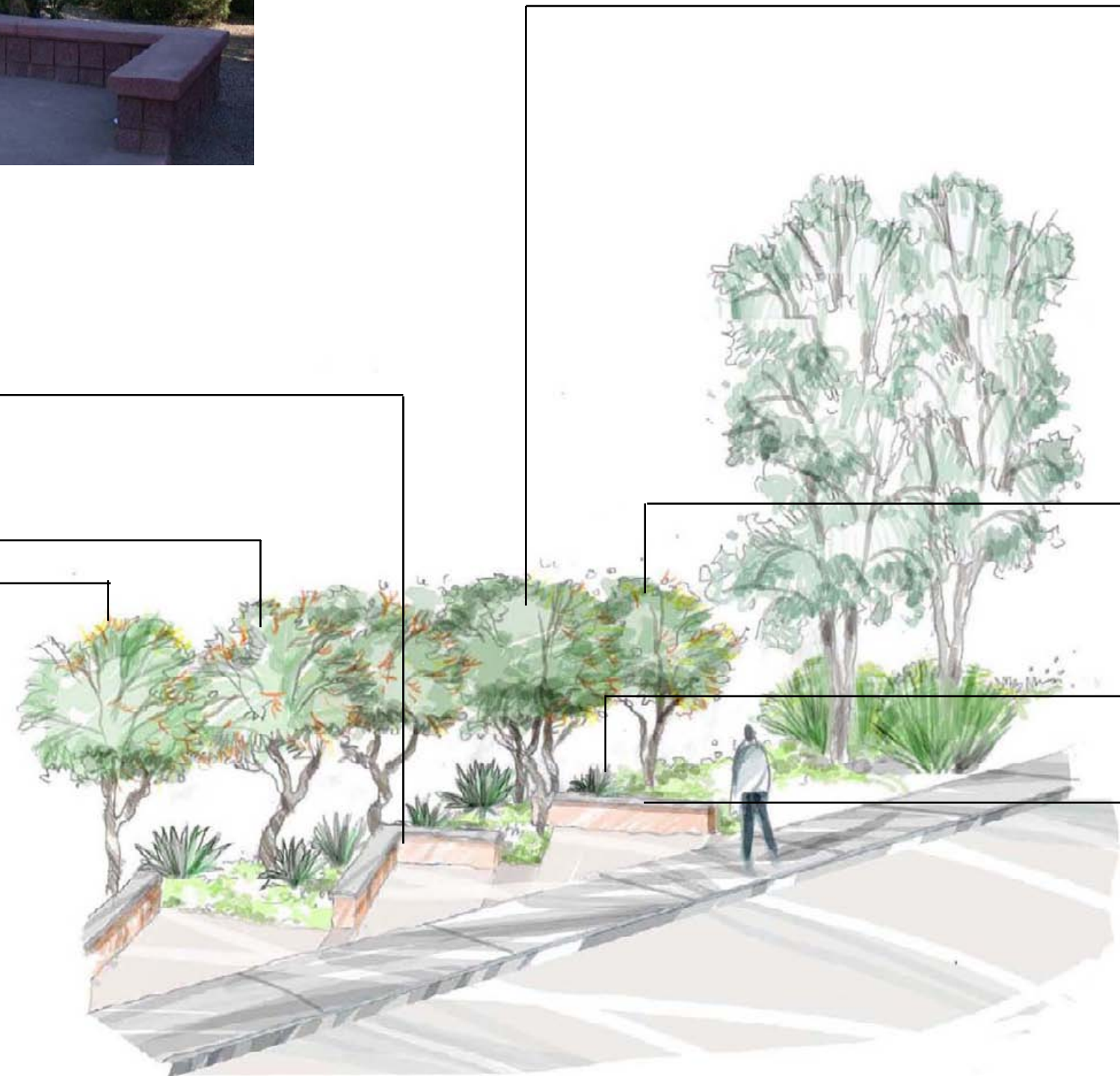
Bosque planting of small accent tree (Sweet Acacia, Cascalote,) to accompany element A in the landscape.



Sweet Acacia



Cascalote



Bosque accent planting is to be located where it is minimally obstructive to views into commercial establishments and outside sight lines.

The bosque tree planting intervals should be regular enough to be a noticeable element of the landscape on McDowell

Bosque accent planting to interrupt grouped tree planting at key areas including bus stops and intersections

Seating elements can be accented with desert accents to tie in with the structured sonoran theme.

Seating elements per existing guidelines to be situated at bus stops, intersections and key areas linking to pedestrian paths.



STRUCTURED XERIC THEME

Conceptual Planting

- The structured sonoran planting uses short desert accents in formal patterns along the ROW to unify the streetscape and reinforce the 'Motor Mile' identity.
- Formalized planting of accents present a homogenous foreground to the auto display area.



Effective Display Method



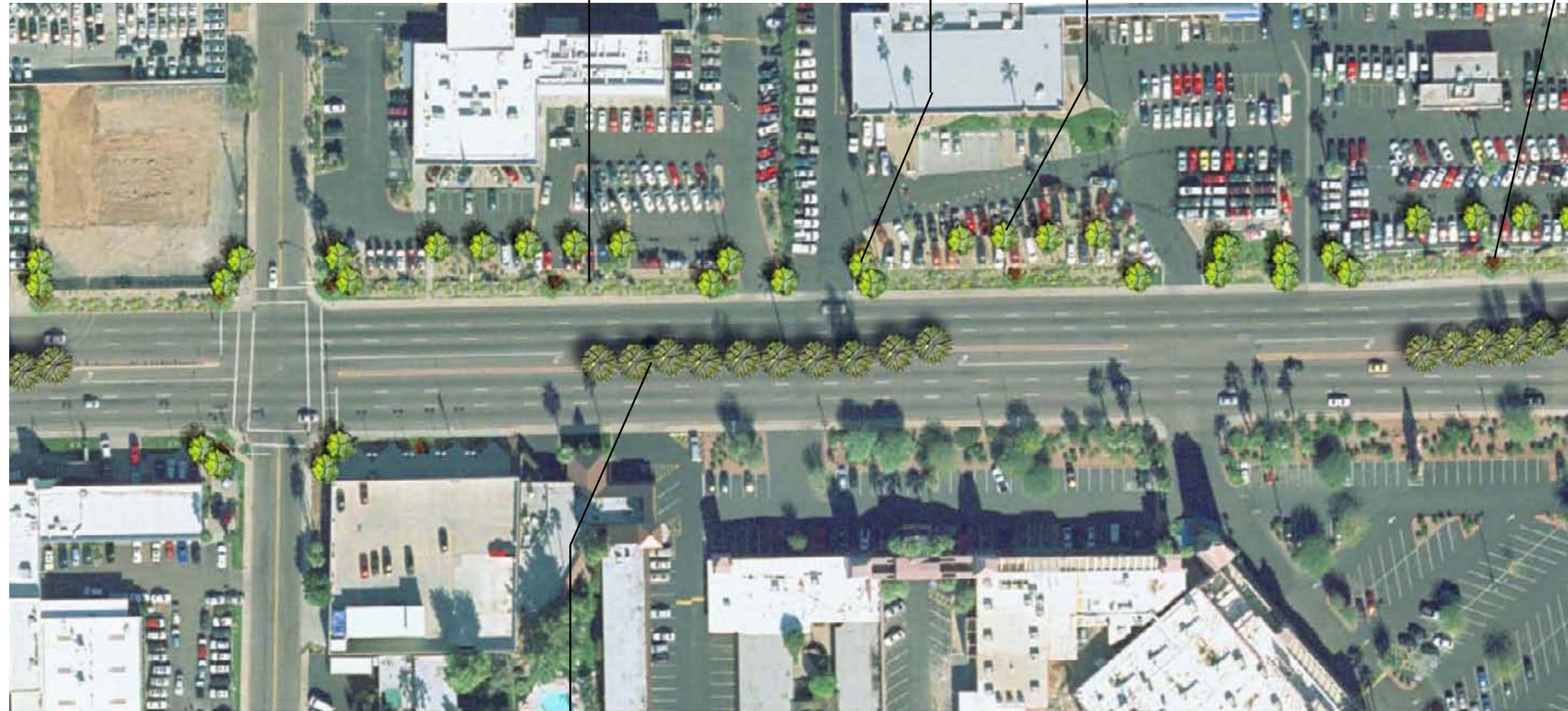
Structured Planting



Motor Mile Motif

- Planting within the Structured Sonoran Theme establishes the primary tree planting behind the layer of auto display.
- Tree planting on McDowell Road is limited to the corners of dealership and associated with the recurrent 'Motor Mile' motif.

- The 'Motor Mile' motif responds to the Gateway design at the intersection of McDowell Road and 64th Street as well as the configuration of the seating elements per the existing guidelines.
- Utilizing the rock material and configuration, the motif for the 'Motor Mile' is achieved by changing only the signage pertaining to each particular dealership



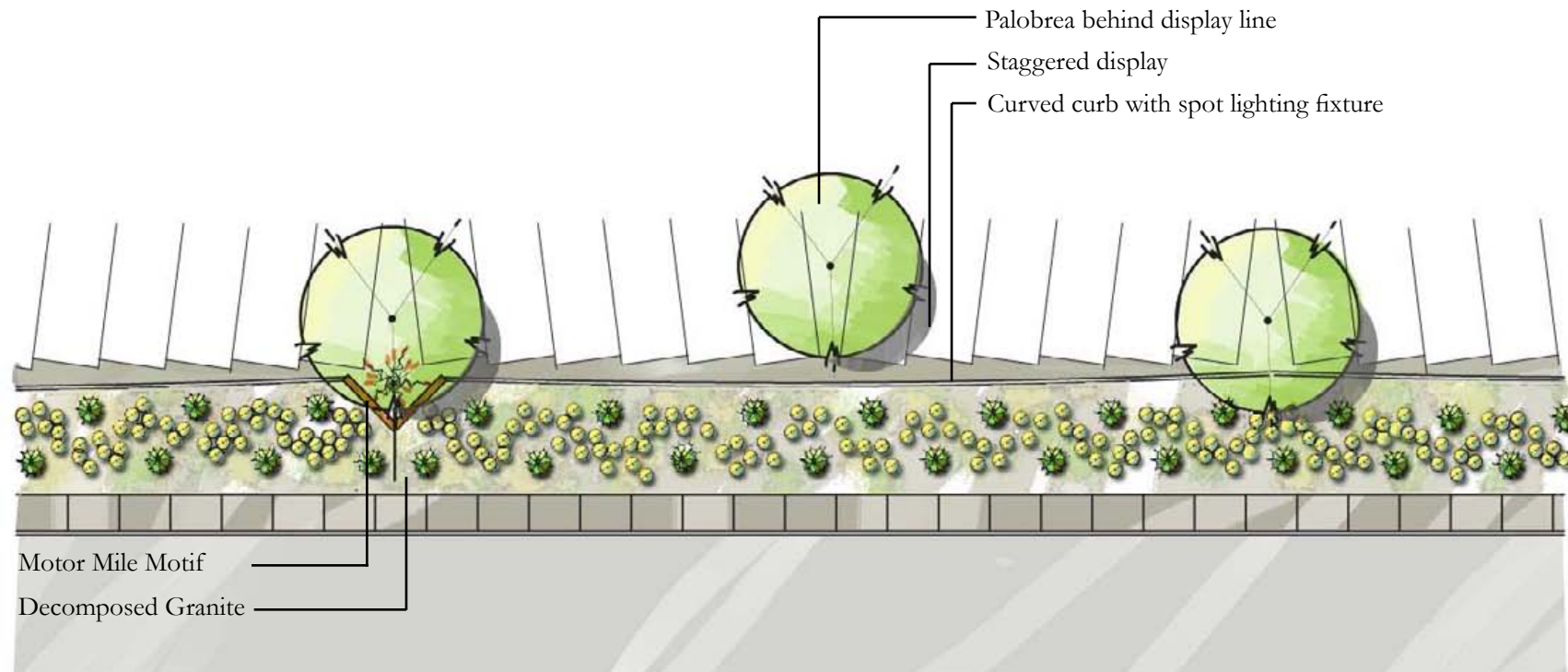
- Planting along the median continues by enhancing the existing Shoestring Acacia planting.
- Existing turf in the structured sonoran theme may be used in conjunction with the formalized desert accent planting.

- The same stone used for the 'Motor Mile' motif can be utilized as signage pedestals and gateway elements at the major intersections on McDowell Corridor.



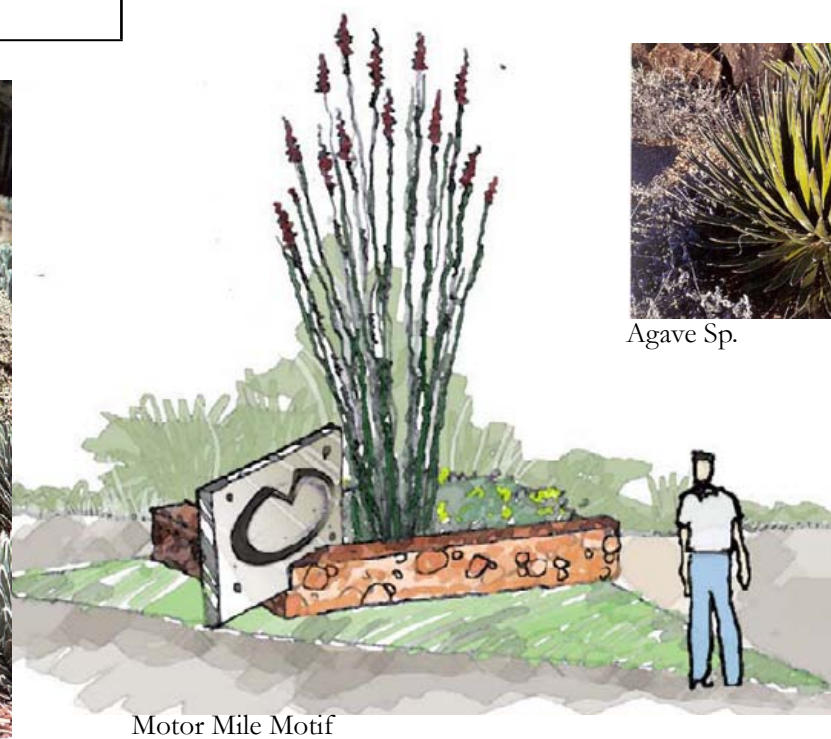
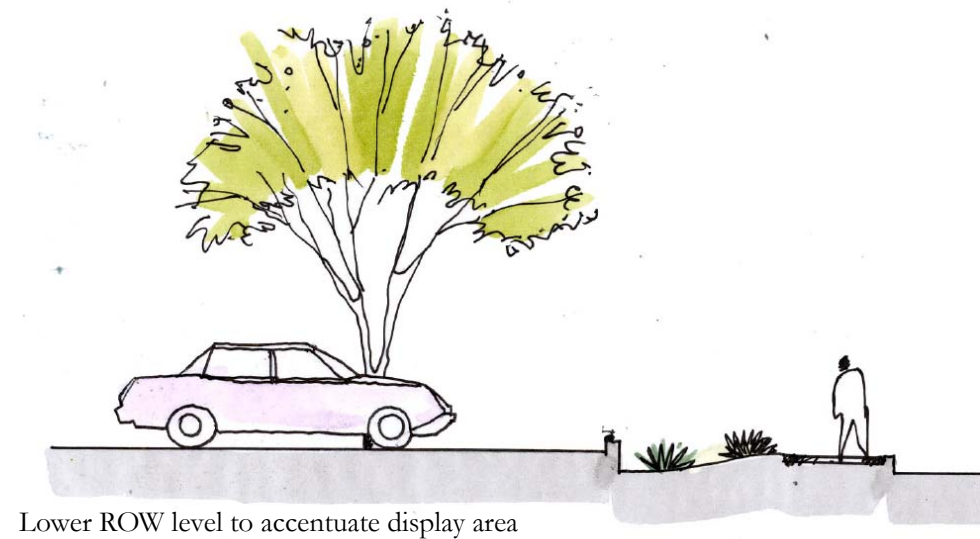
PLANTING PALETTE

Structured Xeric Theme



	STRUCTURED XERIC						
	Scientific Name	Common Name	Bloom Color	Spring	Summer	Fall	Winter
AC	Agave ocahui	Ocahui Agave					
AC	Agave victoriae-reginae	Queen Victoria Agave					
GC	Hymenoxys acaulis	Angelita Daisy	Yellow	o	o	o	o
AC	Fouquieria splendens	Ocotillo	Red	o	o		

T - Tree, ST - Small Tree, LS - Large Shrub, MS - Medium Shrub, LoS - Low Shrub, GC - Ground Cover, AC - Accent.



DEALERSHIP DISPLAY CONCEPTS



Tree planting behind line of car display

Lighting pedestals behind display line of cars

Curb fin accommodates spot lighting to accentuate display

'Motor mile' motif with Ocotillo planting

Signage display for dealership

Motif to be located where it is minimally obstructive to views into display area and outside sight lines



Tree grates to accommodate planting bay with minimal obstruction to display parking

Trees to be upward branching species preferably evergreen

Shorter lighting pedestals showcases the display area more effectively

Specific elevated display areas to be provided

Raised display area created by lowering ROW area towards display pads.

Formalized accent planting in structured patterns unifies motor mile ROW.



IMAGE ELEMENTS

Hardscape Elements	Concrete Colors			Concrete Textures			Stone	Stainless/ Brushed Steel	Cortin
	<i>Natural</i>	<i>Omaha Tan</i>	<i>Adobe</i>	<i>Sandblast</i>	<i>Heavy broom</i>	<i>Honeycomb</i>			
Walks	✓	✓	✓	✓	✓				
Crossings	✓	✓	✓	✓	✓				
Accent wall elements	✓		✓			✓	✓	✓	✓
Seat Wall Cap	✓	✓	✓	✓					
Seat Wall							✓		
Site Wall	✓	✓	✓	✓		✓			
Sign Bases	✓	✓	✓	✓		✓	✓		
Screen Walls	✓	✓	✓			✓	✓		
Bus Stop Supports							✓		
Bus Stop Roof Edge									✓
Signs	✓	✓	✓		✓	✓	✓	✓	✓
Utility Screens			✓	✓				✓	✓
Light Poles	✓		✓	✓					
Light Fixtures	✓	✓		✓				✓	✓

Stone Masonry - Dry layered masonry to match Entry Gateway of the Desert Botanical Gardens on Galvin Parkway

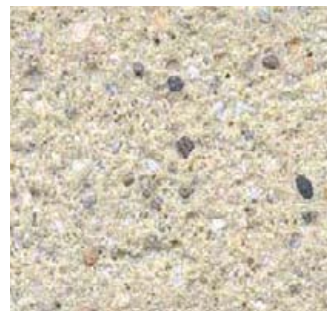
Concrete Colors - As specified by Davis Colors

Finishes

Steel Finishes

Concrete Colors

Stone



Sandblast



Broom



Steel



Cortin



Adobe

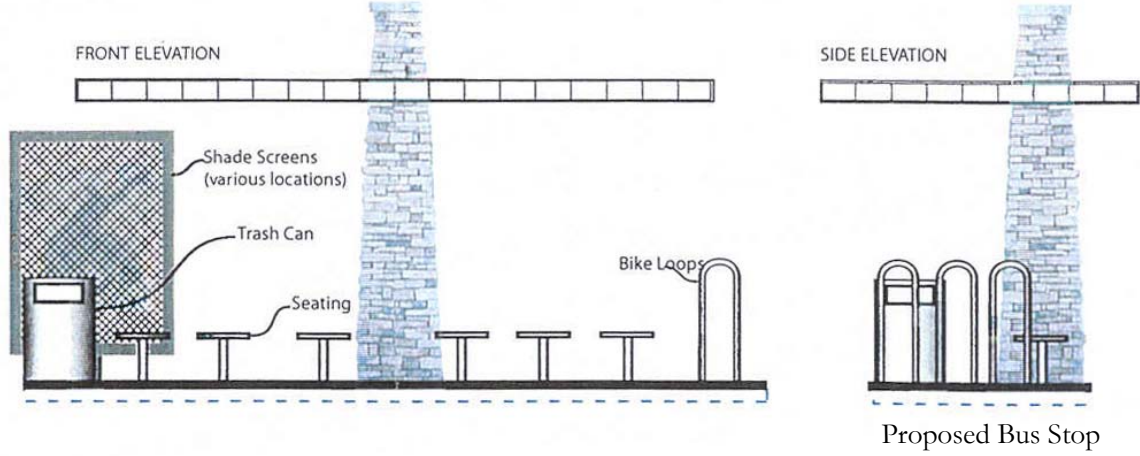


Omaha Tan

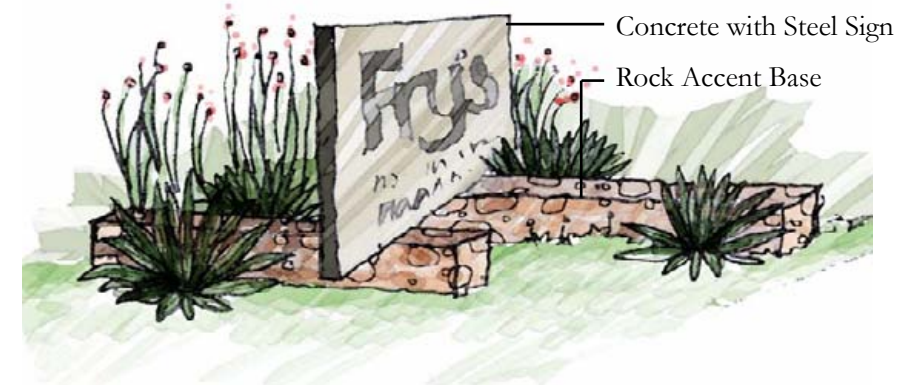


IMAGE ELEMENTS

Stone Column



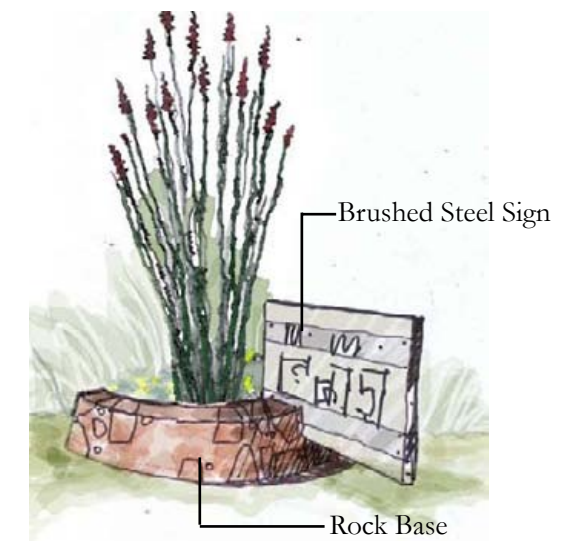
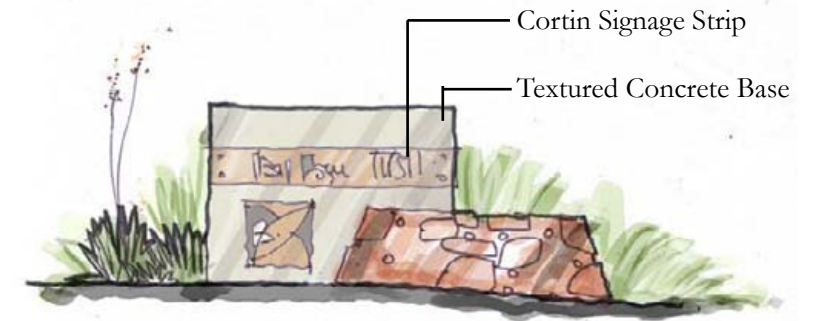
Stone Motif



Signage Options

Bus stops can be integrated within the seating element configuration.

Stone pillar option for new bus stops can utilize stone motif materials and colors.



PROPOSED PLANT PALETTE
Shrubs & Accents

Angelita Daisy



Agave ocahui



Dalea frutescens



Aloes



Dalea Capitata



Rosemary



Red Fairy Duster



Hesperaloe



Mexican Redbird



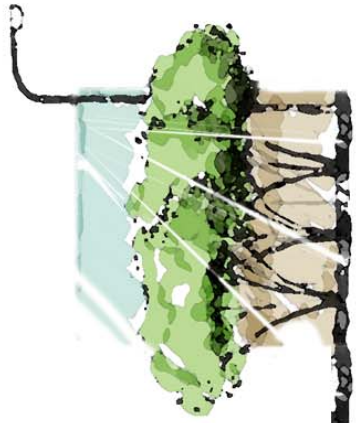
Cassia



Lantana



Baccharis



PROPOSED PALETTE
Trees

Mesquite



Ghost Gum



Shoestring Acacia



Cascolote



Eucalyptus erythronema



Sweet Acacia



CONCLUSIONS & RECOMMENDATIONS

SOFTSCAPE

Planting

- Planting guidelines should respond to the proposed Themes.
- Theme zones will take precedence over individual user type requirements for planting prototypes.
- More focus is to be on the planting and maintenance aspect of the streetscape.
- Permanent irrigation is to be provided for all softscape installations.
- Clear sightlines must be maintained when implementing planting per the proposed guidelines.
- Incentives to maintain ROW landscapes once installed must be part of the implementation program.
- Opportunities to purchase additional ROW for effective installation of streetscape should be investigated.
- New developments must adopt new guidelines once approved by the Design Review Board.
- Existing well maintained landscapes should be incorporated into the proposed planting as much as possible.
- Low quality landscapes should be completely replaced by typical theme planting.
- Pavements that extend all the way to the back of curb will not be permitted.
- Standard maintenance practices must be adopted for pruning and regular maintenance.
- Extreme shearing and flat top pruning is strongly discouraged
- Water features within frontage area is discouraged.
- Turf is not permitted within the ROW.

HARDSCAPE

Components of Existing Guidelines

- Element A of existing guidelines is to be incorporated only at bus stops, intersections and major retail entries.
- Element B is to be discarded.
- Paving patterns per the guidelines with improved color scheme is to be maintained with Element A.
- Seating Element A is to be enhanced with improved color scheme that match motor mile motif color.
- Asphalt imprinting may be used to enhance the street pavement at intersections.

Sidewalks

- Detached sidewalks are encouraged in new developments and must seamlessly transition back to existing sidewalks.
- Detached sidewalks should allow a minimum of 6 feet from back of curb.
- Paving patterns per the guidelines with improved color scheme is to be maintained with Element A.
- Concrete colors and finishes should match the proposed image elements that is part of the proposed guidelines.

FURNISHINGS

Amenities

- Seating provided is part of Element A. No additional seating is to be provided.
- Only Trash cans associated with bus stops need be provided.
- Shade canopies associated with dealership areas can be investigated for effective display.

Utility Equipment

- Under grounding of overhead utilities is strongly encouraged.
- Intelligent transportation system boxes, utility equipment, signal boxes must be screened.
- It is encouraged that lighting poles in dealership display areas be painted in muted colors.
- Scottsdale street lighting colors may be maintained as white as they contribute to the character associated with the City of Scottsdale
- Screen walls, grill work, low property walls must use materials within the Image Elements Matrix to re-inforce the character of the street.

Bus Stops

- Opportunities for integrating new bus stop design with seating Element A is to be further investigated.
- Opportunities for additional installation of new bus stops exist as part of the street improvement program.
- Colors and stone that match the motor mile motif is proposed to reinforce the character along the corridor.

DECORATIVE ELEMENTS

Art Installations

- Landmark points identified within the corridor are suitable for art installations and sculptures.
- Art installations such as grill work may also be used to screen utility equipment.
- Hardscape colors and finishes along with metal work that match or complement the image elements should be an integral part of any art installation proposed and will be subject to review.

Signage

- As part of the Image Elements, the materials matrix provides a good understanding of signage elements that can be developed.
- Contrasting colors and textures of concrete, steel and stone form the backbone of the signage proposed for the street.

Decorative Lighting

- It is recommended that decorative lighting be integrated into a future phase of the project to completely achieve the objectives of the guidelines.

