

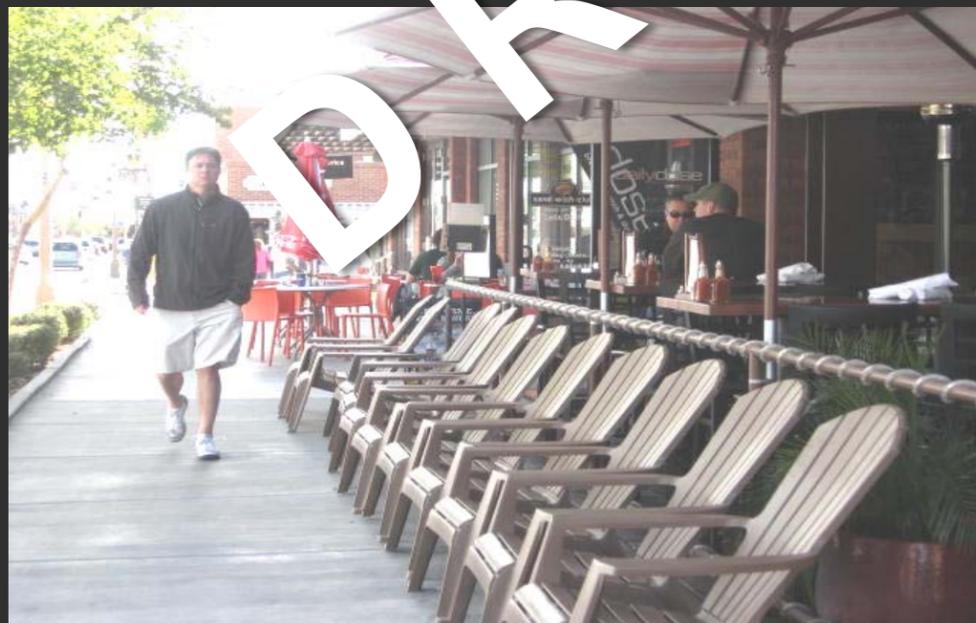
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Downtown Design Guidelines and Zoning Ordinance Update

Summary of Focus Group Input



Business Uses/Activities



- The design and use of the area between the building and the curb shall have:
 - Unobstructed pedestrian zones
 - A buffer zone between the pedestrian zones busy street
 - Architecture that is light and has an open appearance
 - Guidelines for tables, racks, stands, etc.
- Use parallel parking in place of angled to provided additional pedestrian space

Uses of the area between the building and the street.

Business Uses/Activities



- **Café style dining areas in front of a building:**
 - shall have a delineated pedestrian zone
 - may be allowed in the right-of-way instead of parking spaces
- **Pedestrian zone shade design elements:**
 - are critical in Oldtown, and highly important throughout the rest of the Downtown Area
 - should be based the context and orientation of the building
 - may incorporate terraces over the pedestrian zone

Uses of the area between the building and the street.

Transition – Buffer



Miller Road – North of Indian School
East Downtown Boundary



68th Street – south of Indian School
West Downtown Boundary

- **Building forms adjacent to the boundary:**
 - Should step down to the heights to the development outside of the Downtown Area

Transition-buffer zone:

- Downtown perimeter streets should have a landscape theme to be implemented
 - Downtown properties shall incorporate a landscape site design that mitigates a Downtown building's size and form as part of the transition to the outside of Downtown.
- **Pedestrian zones:**
 - Adjacent to the Downtown perimeter streets should be increased
 - Should incorporate landscape species in to the site design that mitigates the size and form of the adjacent building

Transition between the inside and outside of Downtown

Transition – Buffer



1st Avenue and Scottsdale Road
Type 1 and Type 2 building types



2nd Street and Brown Avenue
Type 1 and Type 2 building types

- The juxtaposition of new and existing development, and Type 1 and Type 2 development is important to the overall character of the Downtown Area
- Buildings in a Type 2 Area that are adjacent or share a property line with the Type 1 Area shall:
 - Incorporate scale and size transitional elements
 - Consist of forms that are subdivided into smaller elements
 - Be constructed of materials that are complimentary, but not necessarily identical to the materials utilized in adjacent Type 1 Area.

Transition between Type 1 and Type 2 Areas
of the Downtown

Transition – Buffer



- **The illustrated Transition-buffer of all three development types:**

- Is good example of how the different development types can be fluid and melt together
- Incorporate a variety of elements that provide a sense of place and discovery
- Is soften by the landscape improvements which assist in providing a sense of pedestrian scale, yet mitigating the scale of the adjacent buildings.

Transition between Type 1, Type 2 and Type 2 - Regional Use
Areas of the Downtown

Location of Height

- **The pedestrian zones adjacent to a building should incorporate site and architectural design elements that:**

- minimizes a pedestrian's perception of a building's height
- that provide shade for pedestrians.

- **Buildings generally should have:**

- tallest portion of the building located internal to the site.
- A base that is 2 to 3 stories, and 40 to 45 feet in tallest areas of the Downtown
- first and second story active storefronts, balconies or terraces adjacent to a pedestrian zone
- Interior space planning that minimize back-of-house operations that create large blank walls and display case adjacent to the pedestrian zone



Tall buildings in relationship to the street

Character – Shape and Size of Buildings



- The diversity of building forms that are near a site should influence how the massing of a new building how it relates to the contextual area.
- Through the combination of building massing and appropriately scaled landscape material, a mass and volume of the building form may be mitigating.
- Multiple building segments helps to minimize the appearance of density and intensity of development.

The character and shape of a buildings.

Design:

Unique/favorite Downtown buildings:

- Unique/favorite buildings in the Downtown Area
- Valley Ho
- 4020 Building
- Loloma School
- Bishoff's/Bank of Douglass Building
- East side of Brown Ave. from 1st St. to 2nd St.
- City Hall
- Civic Center Library
- AZ88
- Black Rock Studio
- Optima Camelview Village
- The Bungalow Bar and Grill

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Design:

Unique/favorite Downtown open space areas:

- Civic Center Mall
- Civic Center Mall Amphitheater
- Arizona Canal
- Scottsdale Stadium (open space between the stadium and East Osborn Road)
- Marshall Way Bridge and plaza
- Kiva courtyard (SEC of North Craftsman Court and East 5th Avenue)
- Building and open space interaction
- Main Street between Civic Center Mall and the Valley Ho
- Craftsmen's Court - eclectic, diverse, walk ability, shade
- Optima Camelview Village
- Shops building on the west side of Civic Center Mall

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