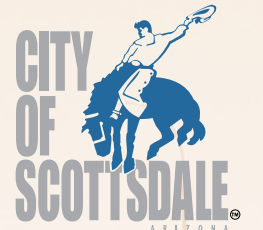
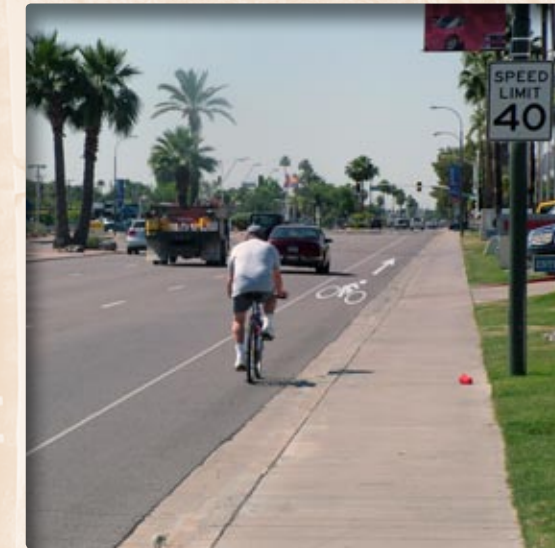
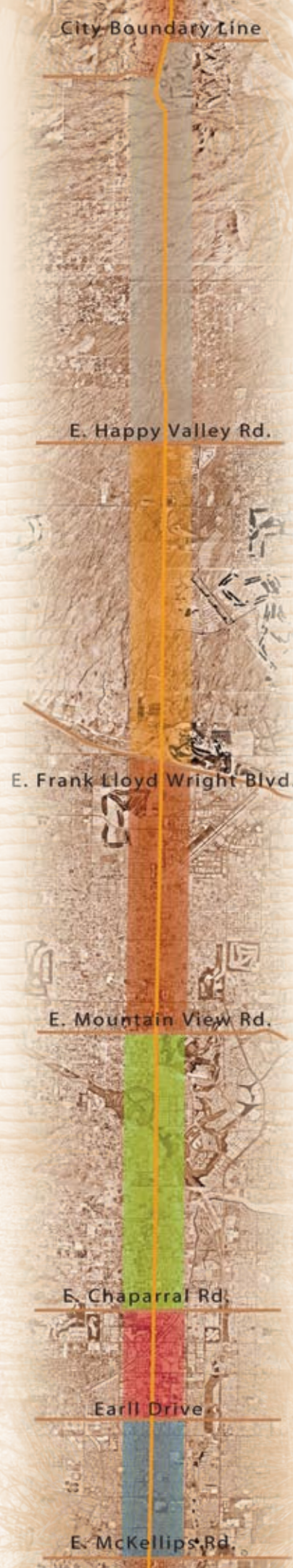


# Streetscape Design Guidelines



MAY 2008





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Overall Plant List

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Overall Plant List

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Overall Plant List

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Overall Plant List



### Design Guidelines Purpose and Background

The Scottsdale Road Design Guidelines provide streetscape design direction for the entire 24-mile length of the Scottsdale Road corridor. The design guidelines provide general principles for the streetscape overall, as well as more specific recommendations for each of the six corridor segments:

- Segment 1 Southern Gateway: McKellips Road to Earll Drive
- Segment 2 Downtown: Earll Drive to Chaparral Road
- Segment 3 Resort Corridor: Chaparral Road to Mountain View Road
- Segment 4 Central Corridor: Mountain View Road to Frank Lloyd Wright Boulevard
- Segment 5 Northern Corridor: Frank Lloyd Wright Boulevard to Happy Valley Road
- Segment 6 Desert Foothills Scenic Drive: Happy Valley Road to the North City Boundary

The design guidelines set a framework for establishing a strong identity and distinctive visual character for Scottsdale Road as a “signature” corridor along its entire length. Creating a visual quality that is symbolic of

the city as a whole and is appropriate to represent the “name” of the community is an important focus of the guidelines. Recognizing and strengthening the sense of place each segment contributes to the overall roadway character. At the same time, linking each segment to the next adjacent one also has been an important focus in the design guidelines.

The “signature” streetscape design will enhance the aesthetic conditions of the corridor; respect adjacent businesses and neighborhoods; provide opportunities for public art; improve mobility for pedestrian, bicycle, and transit travel; and preserve the opportunity for high capacity transit in the southern segment of the corridor.

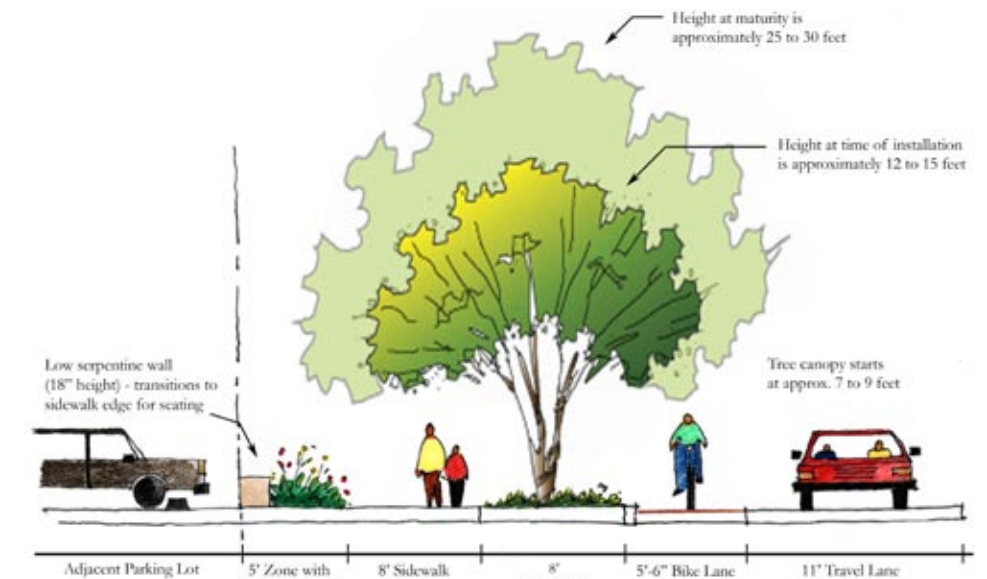
Recommendations for public art and creative design expression have been integrated throughout these design guidelines. The role of public art is critical in reinforcing the strong identity and character of the corridor and each segment.

### Community Involvement

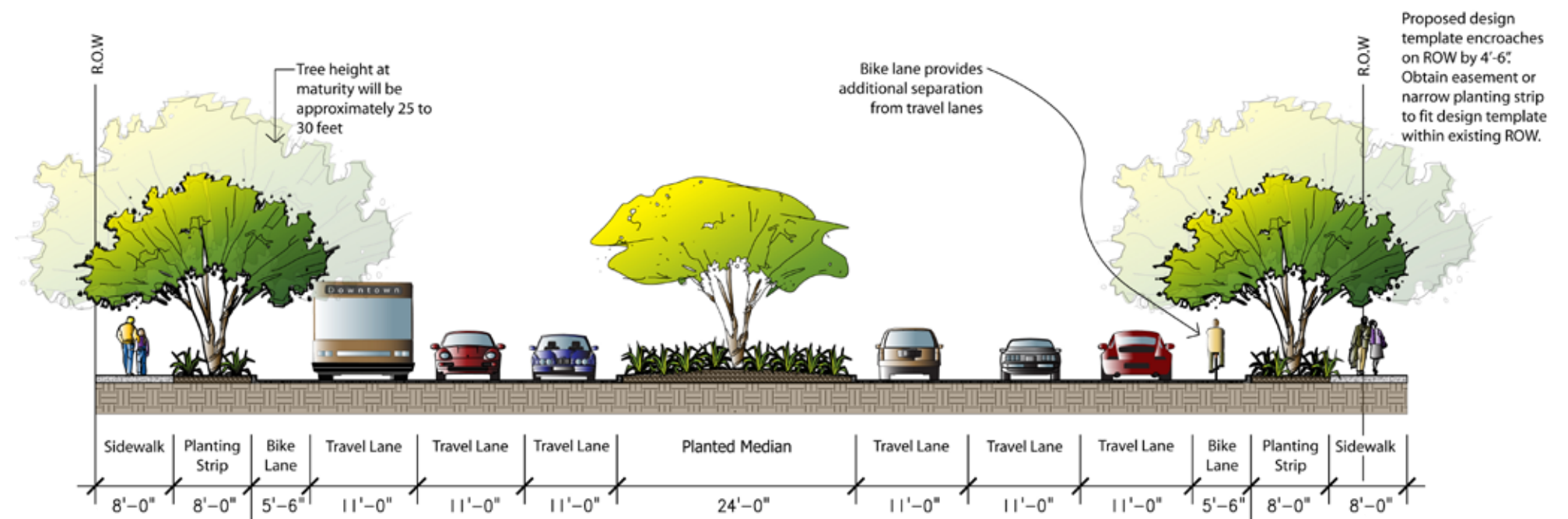
Public involvement and community outreach have been essential to the development of the design guidelines for Scottsdale Road. The city developed a detailed public involvement plan and schedule to guide outreach efforts throughout the duration of the project. The plan called for an extensive program of public involvement activities, including three separate series of public workshops and open house meetings. In addition to the public workshops and open house meetings, the city has conducted other forms of outreach, including posting of extensive information on a project-specific website, distribution of project information sheets, media relations, and presentations at various special interest group meetings to gain input to help shape the streetscape design guidelines. A final round of public meetings was held prior to final adoption.

### Physical Parameters of the Corridor

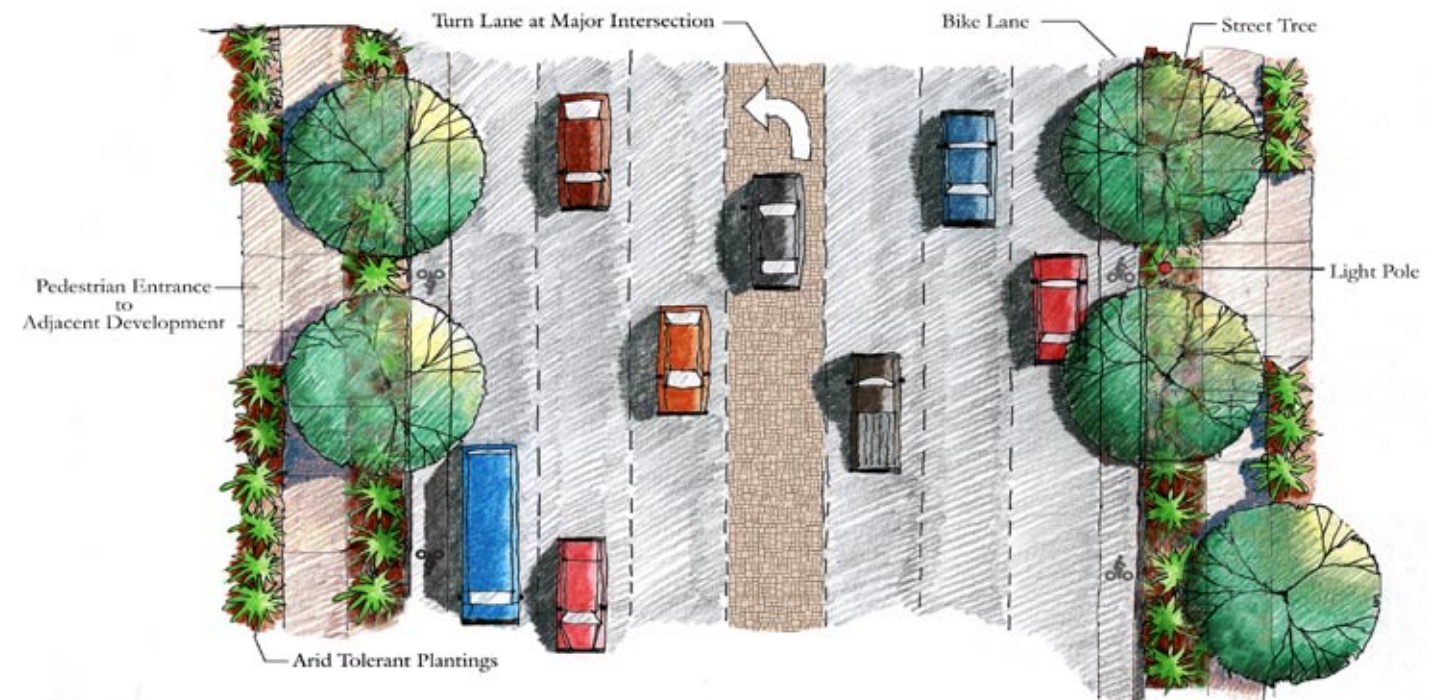
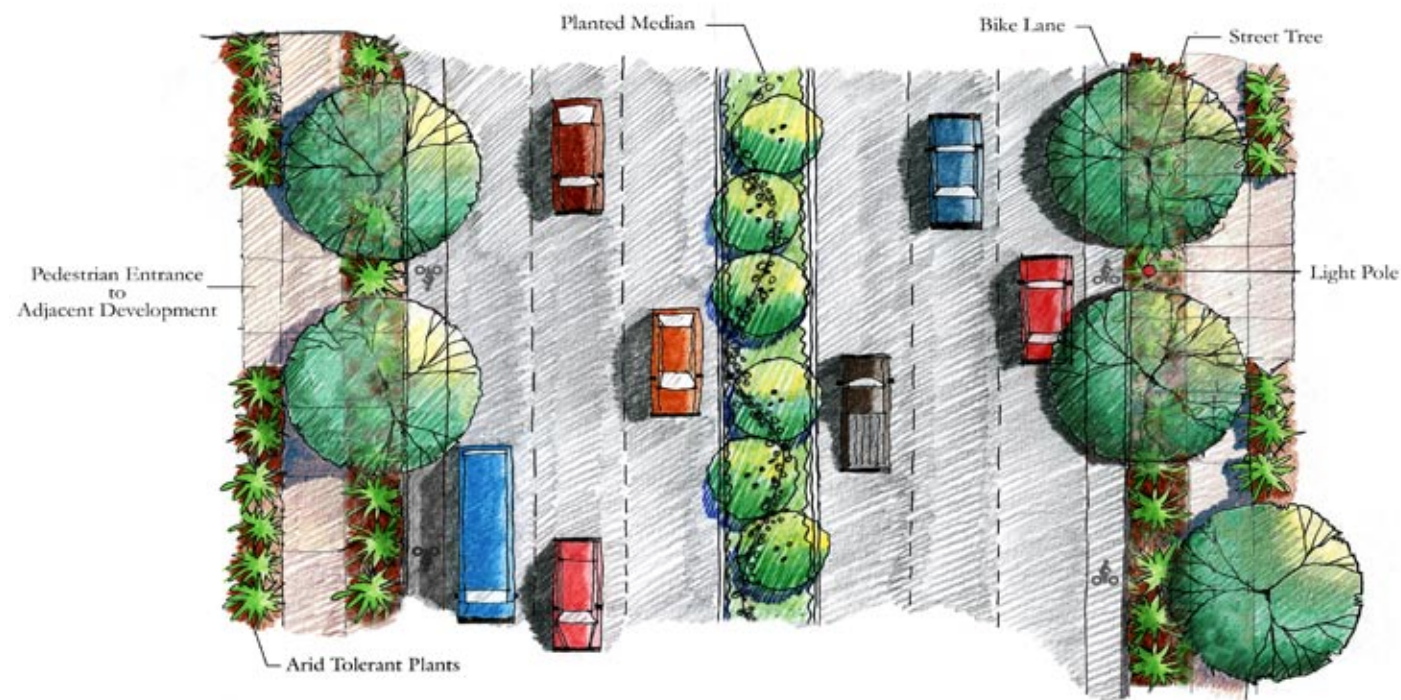
Scottsdale Road, classified as a major arterial, changes in character throughout its 24-mile length. As the second longest street in Arizona, it connects four cities and many neighborhoods, community hubs, and commercial service areas. Scottsdale Road spans the entire length of the city and beyond, from Continental Drive near the southern city limits to just beyond the Carefree Highway at the northern limits of the city.



Enhance the corridor with plantings, continuous sidewalks with ample width, and bike lanes



A section from Segment 3 shows the area needed within the right-of-way to accommodate travel lanes, turn lanes, and bicycle lanes



The speed limit throughout the corridor varies from 35 mph to 45 mph (with design speeds of 45 mph to 55 mph). The number of lanes also varies, but for most of the corridor there are four to six travel lanes (two to three in each direction) and a center median that transitions between a raised planted median to an access lane or left turn lane. At intersections, the roadway typically widens to accommodate additional turning movements and at major intersections may be up to nine lanes wide (six travel lanes, two left turn lanes and one right turn lane). Bike lanes exist along some segments of the corridor but have yet to be developed over its entire length. Pedestrian facilities including curbside and separated sidewalks as well as several trails exist throughout each segment of the corridor. However, there are several stretches where there are no pedestrian facilities, particularly in the northern segments.

The right-of-way (ROW) width varies significantly throughout the corridor. The ROW is generally between 120 and 130 feet wide in many areas, but narrows in some locations. For example, in downtown, the ROW is typically 77 to 120 feet while north of Frank Lloyd Wright Boulevard, the existing ROW is 130 to 150 feet wide. As the Scenic Corridor Design Guidelines are implemented through future projects, the ROW will be increased to consistently reflect the planned width of 150 feet. Additionally, a consistent 100-foot wide scenic easement is being implemented throughout this stretch of Scottsdale Road. Refer to the segment graphic display sheets for more information and analysis related to specific ROW conditions in each segment.

Scottsdale Road gains about 1,000 feet in elevation from its southern limits to its northern limits as the corridor transitions between intensive urban and suburban environments to the Desert Foothills Scenic Drive. As this change in elevation occurs, notable differences in the surrounding

desert ecosystem and landscape materials become evident. As the corridor progresses to the north, desert species such as Saguaro and barrel cacti, agave, cholla, and other plants become more prevalent in the surrounding natural landscape. Views change from south to north as well. In southern segments of the corridor, views of surrounding mountains and landforms are provided as glimpses through distinct view corridors. In central and northern segments of the corridor, there are broader view opportunities, and panoramic scenic experiences become more frequent.

As a vital transportation artery within the valley, Scottsdale Road will continue to serve and connect the community of Scottsdale and its 250,000 people with the greater Phoenix metropolitan area, one of the fastest growing regions in the country. These guidelines recognize this important function and provide recommendations for enhancing the corridor's capability to accommodate a variety of travel modes - motorist, transit, bicyclist, and pedestrians. These guidelines establish a strong sense of place, identity, and aesthetic quality that will strengthen and reinforce the corridor's stature as a great signature street worthy of the city's namesake. They will make Scottsdale Road a signature street in the region as well as the entire western United States, reinforce Scottsdale as major tourist destination, and preserve the unique character of the city and the natural environment.

### Signature Street Guiding Principles

The following guiding principles were developed based on public input and interactions with city staff for the purposes of reinforcing Scottsdale Road as a signature street. These principles helped shape the development of streetscape design guidelines;

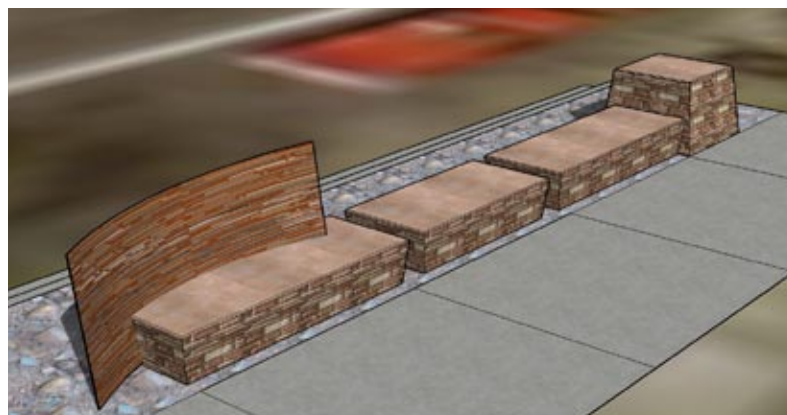
- Corridor of Light and Shadow – ephemeral and dynamic experiences with light, shade, and shadow will engage and interest corridor travelers day and night.
- A Sustainable Streetscape – design approaches will incorporate ecologically friendly materials and green practices, such as recycled products, water conservation and rainwater harvesting/re-use, solar energy powered lighting elements, and an emphasis on maintainability and longevity.
- Context-based Forms and Patterns – Design forms and patterns will have a strong relationship to the surrounding desert Southwest context, including organic elements of the natural environment, as well as elements of the built environment, honoring Scottsdale's rich cultural and architectural heritage.
- Form, Line, Color, Texture, Pattern, Scale, Repetition – These basic design principles will be reflected in the design of the details of the streetscape. Repetition of certain elements through entire corridor will reinforce a brand identity and the signature streetscape.
- Experience Sequence/Interconnected Hubs – The streetscape will provide meaningful experiences for everyone – motorists, bicyclists, pedestrians – people traveling at different speeds through the corridor. Pedestrian activity areas/hubs will be connected by threads of continuity in the streetscape design (street trees, landscaping, furnishings, lighting, etc.)
- Flexible Median and Edge Treatments – The streetscape design will use flexibility in applying median and edge treatments to respond to adjacent land uses and access needs while still providing strong visual continuity within each segment and over the corridor as a whole.

- **Enhanced Safety, Security, Accessibility, and Connectivity** – The design will greatly enhance the bicycling environment of the downtown segment and provide continuous bike lanes in all other segments. Continuous sidewalks and paths will be provided throughout the entire 24-mile length of the corridor, and pedestrian accessibility will be improved in accordance with ADA best practices. Other elements, such as connectivity (to adjacent land uses, businesses, and neighborhoods) lighting, traffic calming, and access management will greatly improve security and safety for all users.
- **Long Term Care** – The signature streetscape will be benefited by an extraordinary commitment to long term care and maintenance. Maintainability and sustainability should be key considerations at the forefront of every design process to ensure the corridor will be cared for over the long term.
- **24 Mile Celebration** – Scottsdale Road will become more than a signature street. It will be a catalyst for celebration and an ongoing venue for community events and destination experiences, such as a 24 mile drive, a marathon, radio programs that interpret the history of Scottsdale and artifacts, historical plaques, interpretive elements and other features integrated into the streetscape to tell the community’s story.

## Signature Streetscape Patterns, Colors, and Materials

A key element of the streetscape design, specifically proposed for the purpose of building brand identity and creating a signature street, is the design and selection of specific colors, patterns, and low wall construction materials for each segment. All patterns, colors, and materials were selected and grouped together based on how well they blended with each other and how applicable they are to the specific context of the segment where they are assigned. Specific low seating wall materials and construction techniques were selected for each segment based on other similar types of materials found in that segment. Patterns designed for use throughout the streetscape reflect organic and human-made elements in the environment

*Low seat walls will be made out of materials specific to the segment, yet will look continuous in form throughout the corridor*



that are representative of the natural and cultural heritage of Scottsdale and the surrounding region.

## Elements of Continuity and Elements of Distinction

Various elements of continuity will create the continuous threads that tie together the special experiences and events of the corridor. Elements of distinction throughout the corridor will respond to the unique conditions of each segment and its neighborhoods and cultural characteristics.

### Elements of Continuity

- Over time as funding and project opportunities present themselves, along the entire length of Scottsdale Road:
- Continuous thread landscape palettes for each segment.
- Continuous, direct sidewalks on both sides of the street.
- Continuous paths that integrate with topography within the 100-foot setback zone on both side of the scenic corridor (Segments 5 and 6).
- Continuous bike lanes and a bicycle friendly downtown segment where bicyclists and motorists share the outside travel lane.
- Repetitious Green Spot areas at mile and half-mile markers throughout the entire corridor.
- Art plinths and low walls for seating and space.
- Specialty paving treatments in Green Spot areas .
- Underground all overhead power lines (except 230Kva crossings) and associated overhead utilities.
- Streetscape furnishing styles (but colors and patterns will change per segment).
- Install a comprehensive streetlight system including a consistent pole, mast arm and fixture to provide visual continuity and uniform light coverage for the entire length of Scottsdale Road. A prototype semi-custom light bronze anodized aluminum pole, mast arm, and fixture will be installed in a portion of Segment 5 to illustrate this concept. Lighting in Segment 6 will respect the dark skies concepts for the Desert Foothills Scenic Drive.
- Pedestrian scale lighting .
- Transit stops with corridor specific shelters and streetscape features.
- Colored, textured pavement in non-landscaped center medians that will be drivable surfaces for access to adjacent businesses and properties.
- Crosswalk treatments – patterns that blend with the signature pattern of each segment.



*Green Spots include elements of distinction and continuity, while providing intermittent green splashes of refuge and respite for pedestrians*



### Elements of Distinction

- Major public artworks.
- Green Spot areas.
- Interpretive elements and artwork in Green Spots.
- Each segment will have its own distinctive accent color, pattern, and material for low wall seating.

## The “Green Spot” Concept

Much like the pattern of arroyos, desert washes, and riparian corridors, the Green Spot areas along Scottsdale Road will provide intermittent green splashes of refuge and respite for pedestrians. Within these areas the level of improvements will intensify and there will be more focus on pedestrian scale. Improvements such as pedestrian lighting appropriate for each segment (including creative forms of accent lighting), special paving finishes, more intensive and colorful plantings, furnishings, and other elements will make the statement that these areas are for pedestrian comfort and enjoyment. Interpretive elements and new artifacts in low

walls and pavement, temporary artwork, historic plaques and other elements will also enrich these areas.

Two types of Green Spot areas are envisioned for the corridor: Primary Green Spot areas and secondary Green Spot areas. Primary and secondary Green Spot areas will follow specific, distinctive planting palettes within each segment. Each Green Spot area will contain similar elements (see list below) and unique elements. The signature color, pattern and low wall material for the segment will be prevalent in all Green Spot areas. Proposed Green Spot locations, generally at mile and half mile intersections, are shown on the graphic display sheets for each segment.

All of Segment 2 (downtown) should be treated as an intensive pedestrian activity area, with Green Spot type treatments provided throughout downtown where space allows, and definitely at the designated mile and half-mile intersection locations. The Green Spot concept will be modified in Segments 5 and 6 to compliment the natural features of the scenic corridor and while still increasing the levels of improvements with a focus on pedestrian comfort.

- Intensified plantings/landscaping including larger heritage trees where space is available.
- Streetscape furnishings – low seating walls.
- Pedestrian scale lighting and colored lighting accents as appropriate for each segment.
- Accent paving (with colored lithocrete, water and/or sand blasted finishes).

### Segment Patterns, Colors, and Seatwall Materials

#### Segment 1 – Southern Gateway Segment 2 – Downtown



Rivulets



Homestead



Arroyo Blue



Earthtone Red



Stratified Concrete



Smooth Stucco Finish

#### Segment 3 – Resort Corridor



Distant Mesa



Light Desert Green



Dry Laid Sandstone

#### Segment 4 – Central Corridor



Dry Wash

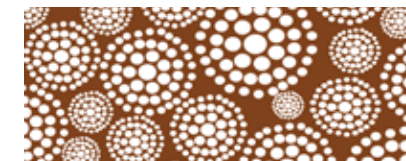


Taliesin Rusted Red



Taliesin Stone Wall

#### Segment 5 – Northern Corridor



Desert Bloom



Sandstone



Quartz Stone

#### Segment 6 – Desert Foothills Scenic Dr.



Mesquite Bosque



Western Reserve



Rammed Earth

- Water reuse, permeable pavement, solar panels, recycled materials, and other elements where feasible to demonstrate sustainability principles in the landscape.
- Interpretive and historic elements that tell the story of Scottsdale Road (bronze insets, plaques, imprints and new artifacts in paving and/or walls; references and interactions with the SRP line; etc.).

Primary Green Spots areas will also include:

- Pedestrian light pole wraps.
- Shade structures on some corners.

Secondary Green Spot areas will also include:

- Temporary art plinths.
- Lower bollard lights similar to pole wraps and other creative forms of pedestrian lighting such as in-ground lighting.

## Design Guidelines and Recommendations

The following design recommendations will reinforce the guiding principles for establishing a strong identity and distinctive visual character for Scottsdale Road as a signature corridor along the entire length. Each of the six (6) segments will have recommendations that recognize their specific character while, at the same time, linking each to the next adjacent one. The recommendations are grouped into four (4) categories; elements of continuity, elements of distinction, miscellaneous segment elements, and landscaping.

- Elements of Continuity – the following elements will be used to unify the entire corridor:
  - Continuous thread concept consisting of an eight (8)-foot wide planting strip and eight (8)-foot wide sidewalk in Segments 1, 3, and 5. In Segment 2 the sidewalks will be widened to a minimum width of 10 feet with plantings incorporated where space is available. Throughout Segments 5 and 6 the continuous thread concept will follow the Scenic Corridor Design Guidelines and utilize the 100-foot scenic corridor landscape setback.
  - Green Spots will occur at every mile intersection throughout the entire corridor, except in Segment 2 which warrants Green Spot enhancements throughout the segment. South of Thompson Peak Road, secondary Green Spots should also occur at every half-mile intersection.
  - Mile markers approximately every mile and half mile where appropriate.
  - Contextual trapezoid shaped benches and art plinths constructed out of the segment material.
  - Continuous bike lanes.
  - Landscaped or at-grade paved medians.
  - Utility cabinets, backflow preventors, light poles, traffic signal poles, and other miscellaneous utility elements to be painted with the Western Reserve color.
- Elements of Distinction – the following elements will be used to reflect the unique character of each specific segment.



- Metal Panels with the segment pattern used for back of benches, utility screens, light pole wraps, custom furnishings, and crosswalk patterns. The panels will be powder coated a rust color.
- Seatwalls, art plinths, and other site walls will be used where appropriate.
- Specialty paving using Lithocrete and recycled colored glass that reflects the segment color. Exception would be in Segment 6 where the Lithocrete will utilize an aggregate to reflect the segment color.
- In-ground accent lighting in Green Spots. The color of the in-ground lighting should reflect the segment color.

- Miscellaneous Segment Elements – Several additional elements, including specialty public artwork will be tailored to unique features within each segment. Some of these include:
  - Utilizing the kit-of-parts transit shelters in Segments 1, 3, and 4.
  - Interaction with the SRP standpipes in Segment 1 and 2.
  - Providing equestrian crossings in Segments 4, 5, and 6.
  - Celebrating the unique lower Sonoran Desert environment through planting and trails that are integrated into the topography in Segments 5 and 6.
  - Additional miscellaneous segment elements are identified throughout the design guidelines.

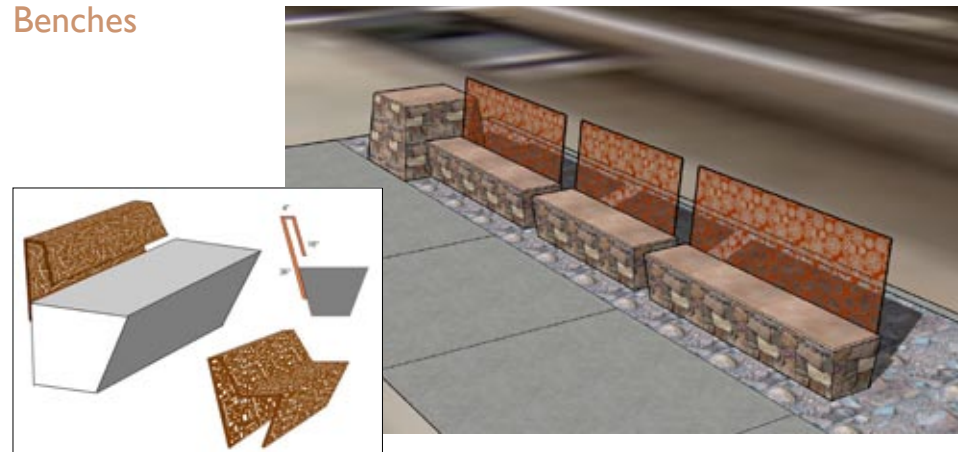
- Landscaping – New landscaping installed along the corridor should be consistent with the recommended planting palettes for each segment (specific plant list provided on pages eight (8) and nine (9)). The landscape concept for the entire length of Scottsdale Road corridor will reflect the sense of a continuous thread of planting, as well as the idea of distinct Green Spot points as punctuations of intensified color and density of plantings. The perception of a continuous thread along the corridor will be expressed with a strong linear pattern of street trees between the back of curb and the sidewalk in Segments 1, 3, and 4. In Segments 5 and 6 a more naturalistic planting pattern will take place within the 100-foot setback landscape zone. Segment 2 plantings will take place where space is available.

Throughout the corridor, existing medians will be landscaped. In Segments 5 and 6, new 24-foot wide medians will be installed and planted in a natural pattern as Scottsdale Road is widened. Each segment will have a continuous thread tree and a signature tree that respond to the surrounding existing context.

### Shade Structures



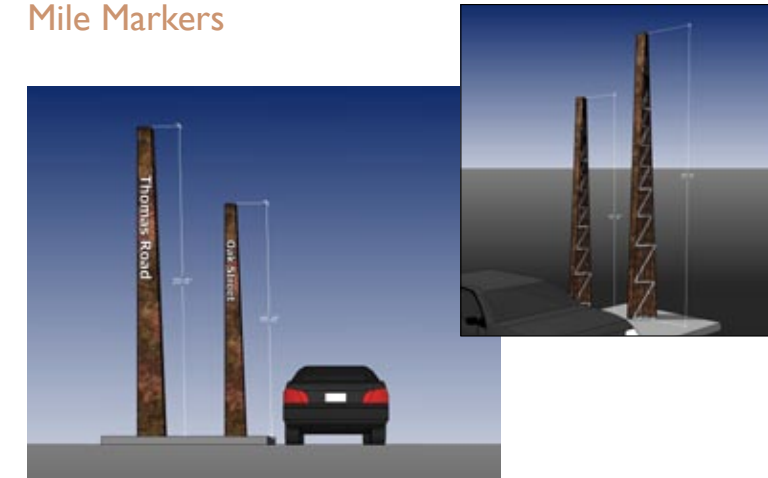
### Benches



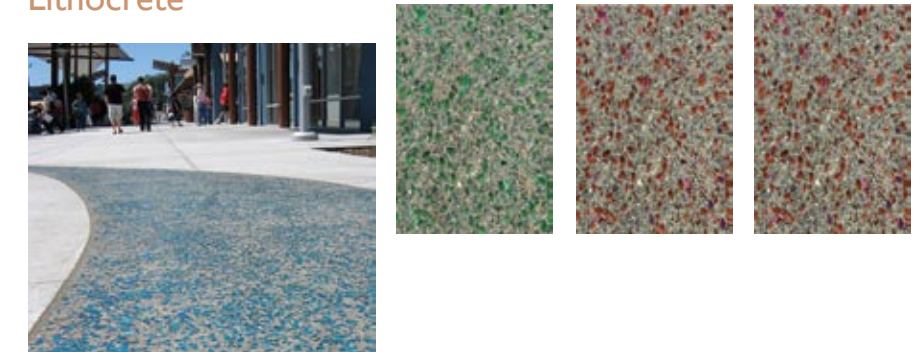
### Bike Racks



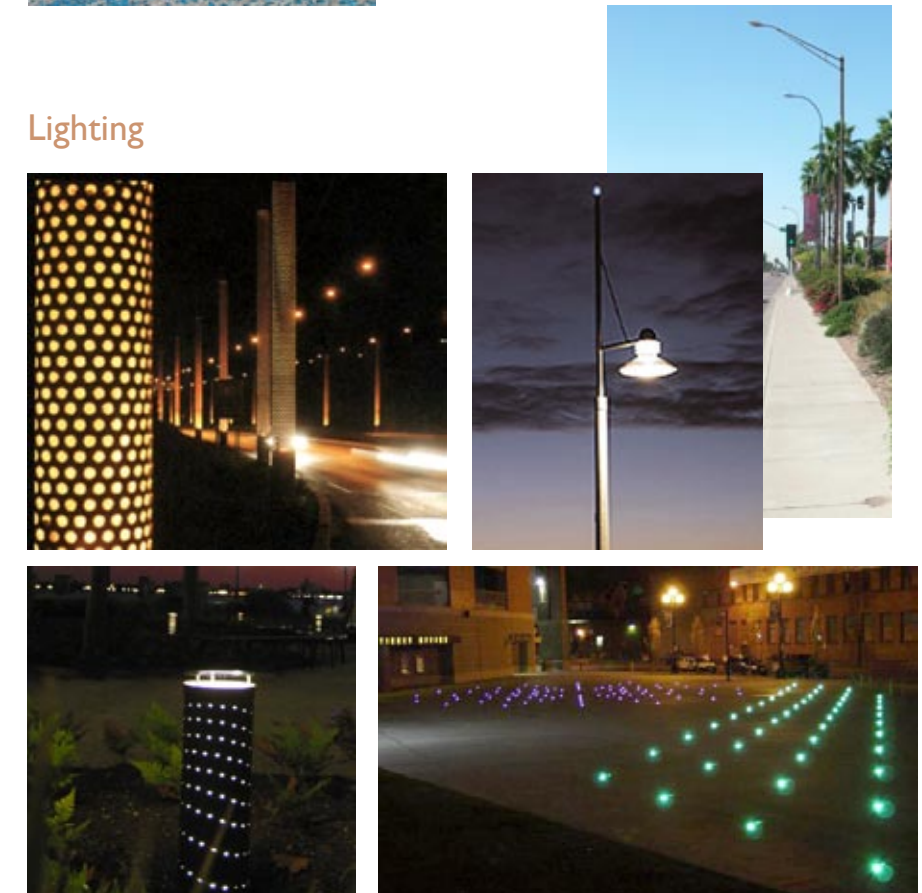
### Mile Markers



### Lithocrete

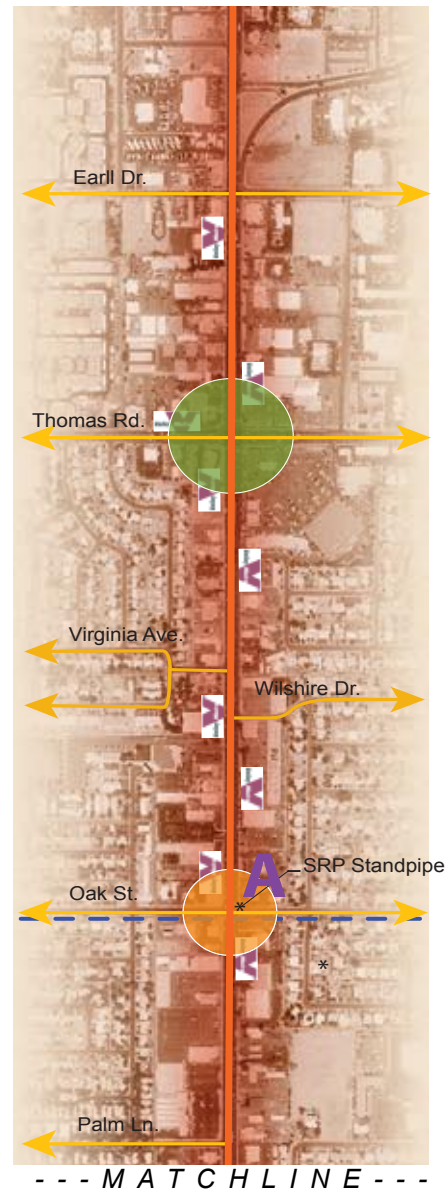
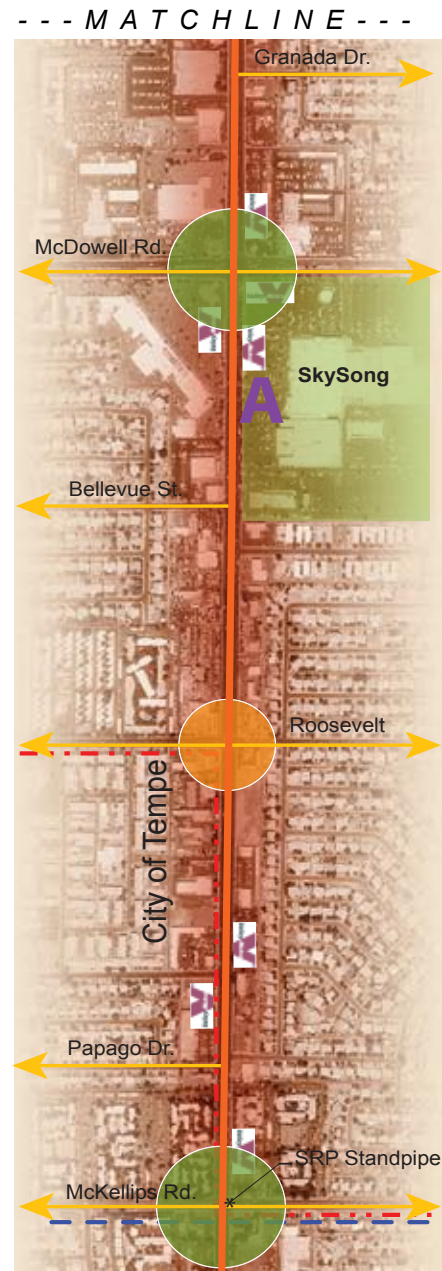


### Lighting

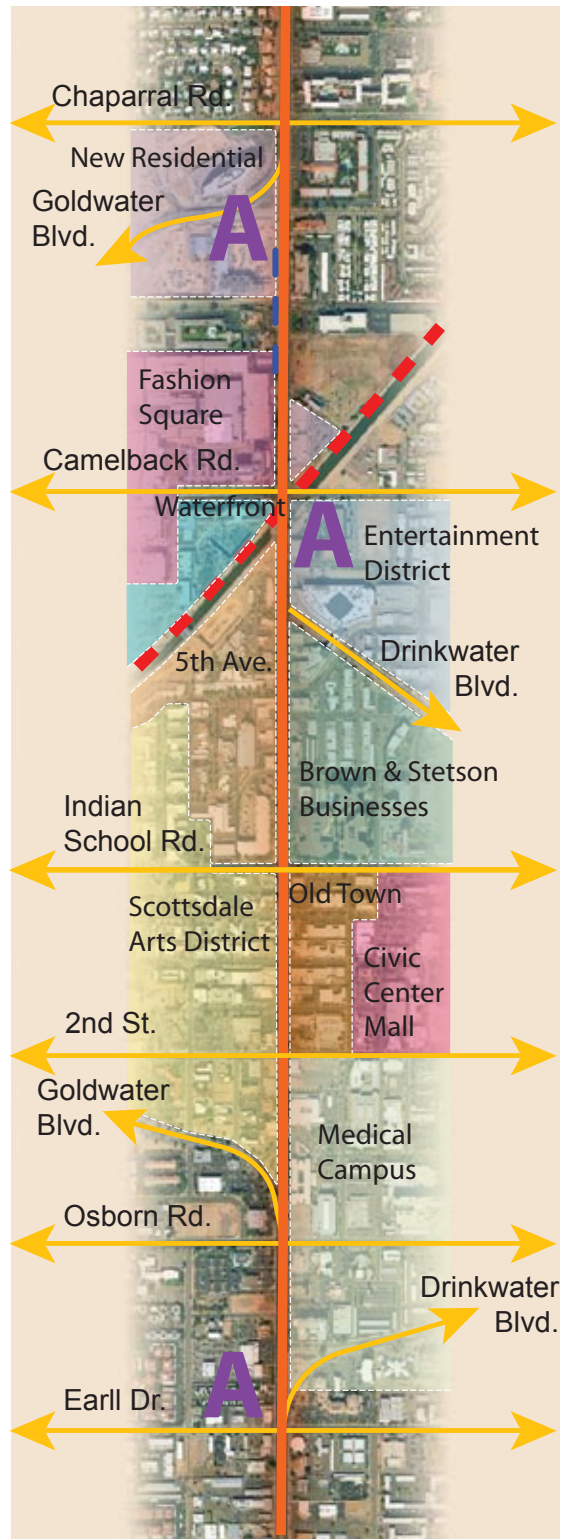


# Segment Maps

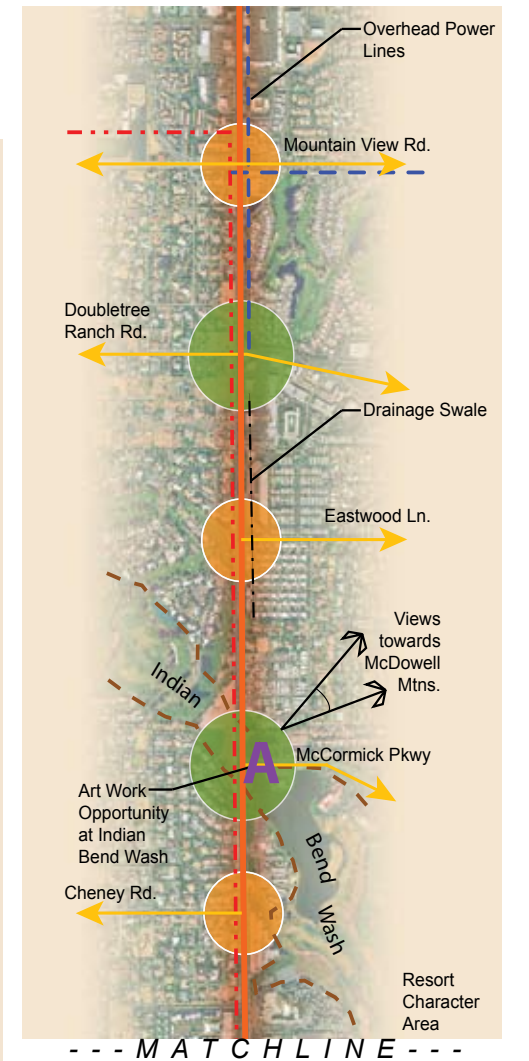
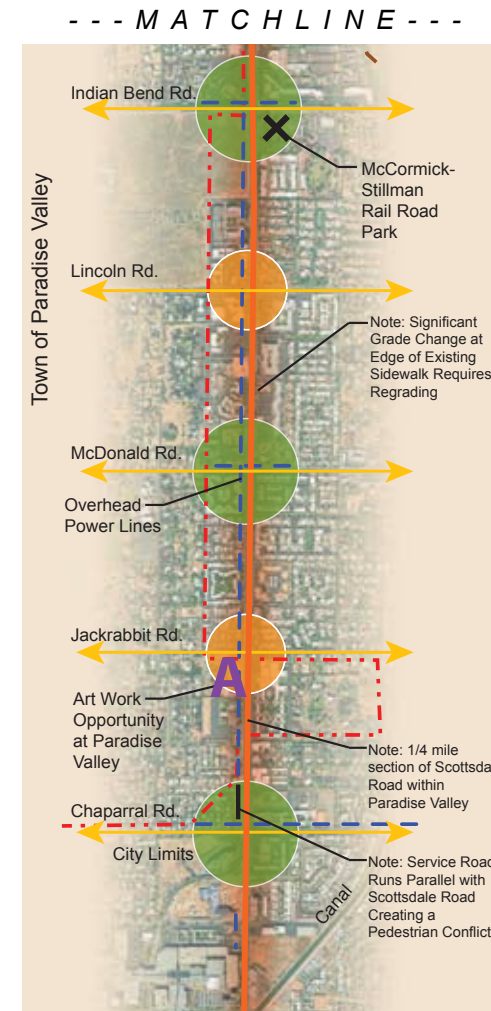
## Segment 1



## Segment 2

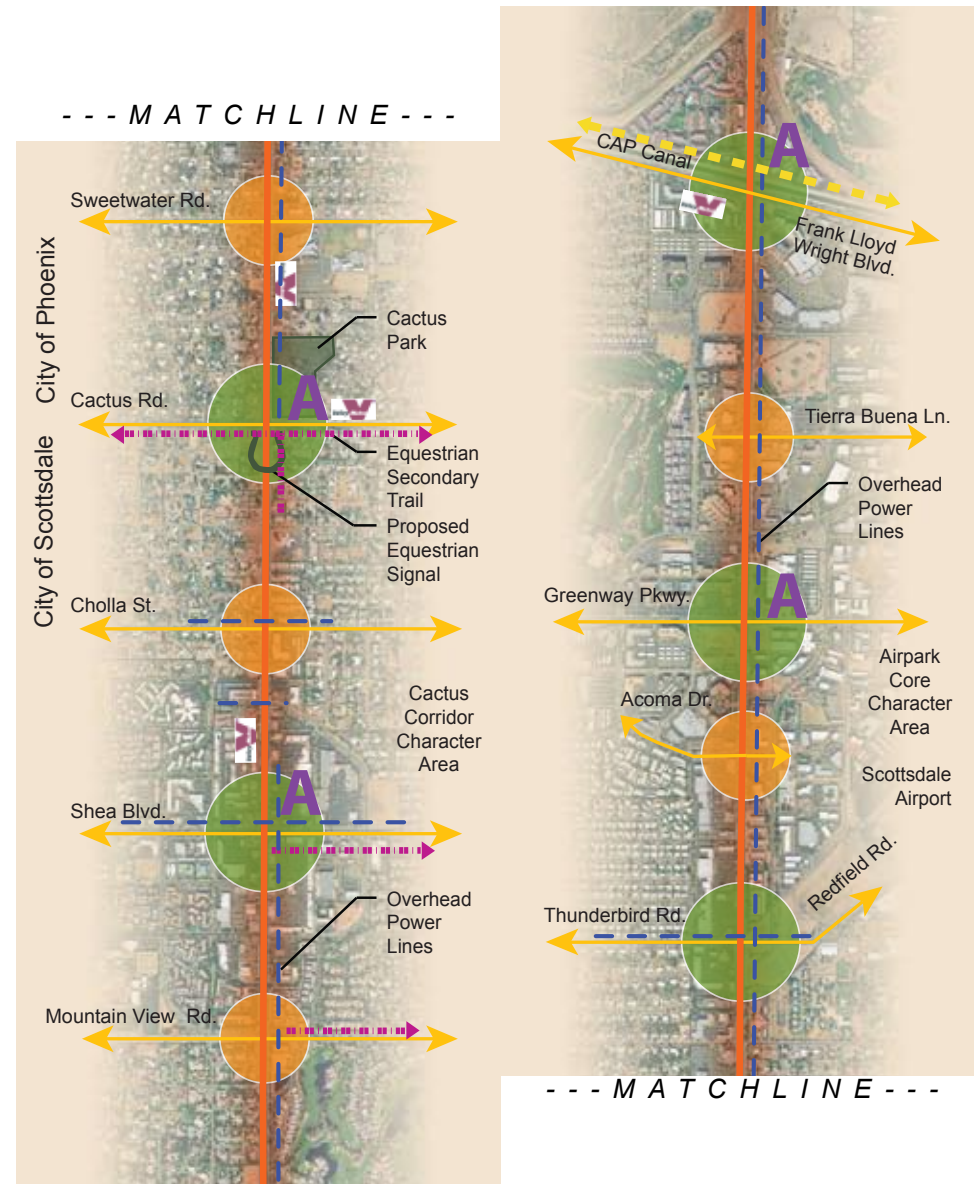


## Segment 3

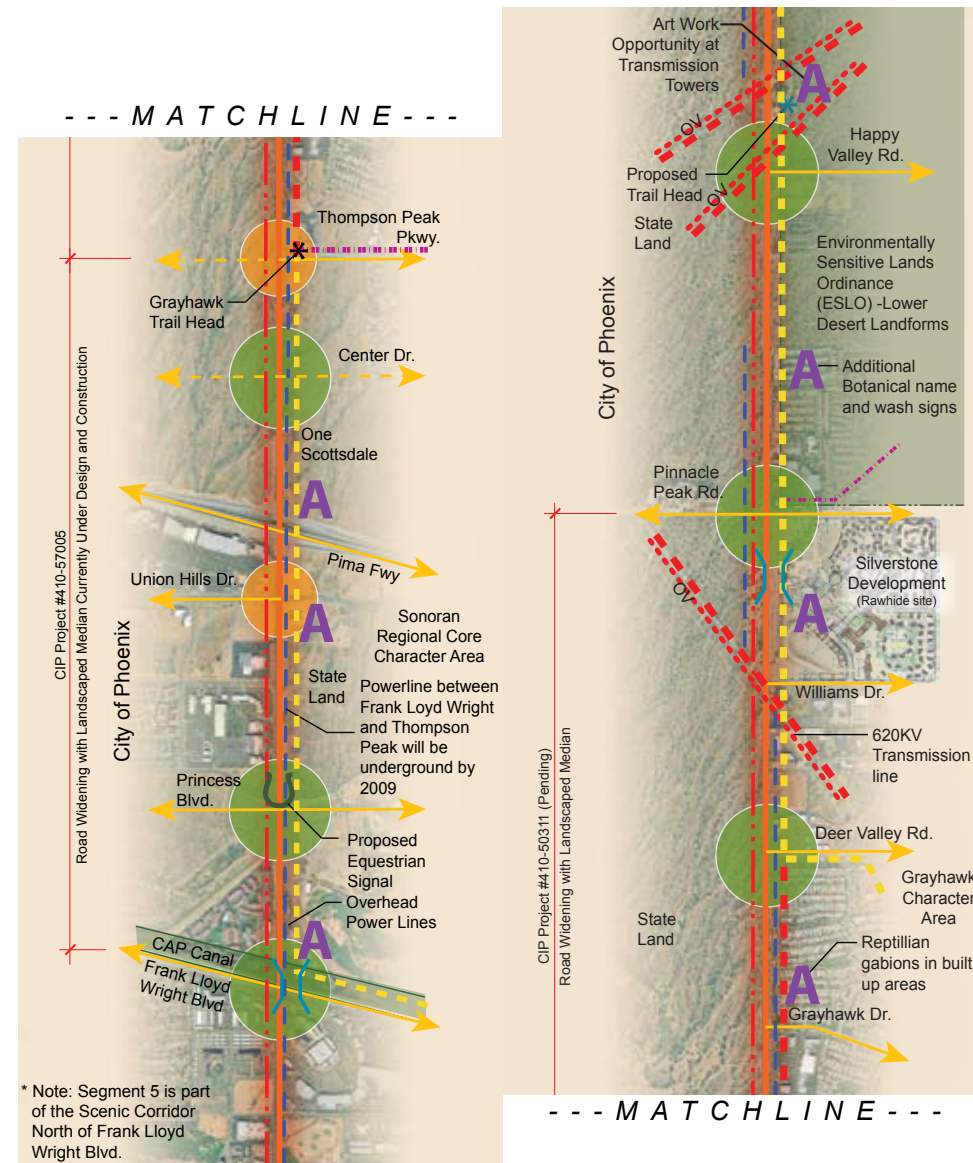


Legend			
	Primary Oasis		Scottsdale Road
	Secondary Oasis		East / West Street
	Equestrian Signal		City Boundary
	Existing Trail Head		Overhead Transmission Powerlines
	Proposed Trail Head		Powerlines
	Valley Metro Stop		Wash Boundary
	Existing Trail		Drainage Swale
	Proposed Primary Trail		View Shed
	Proposed Secondary Trail		
	Pedestrian / Trail Bridge		
	Art Work Opportunity		

### Segment 4

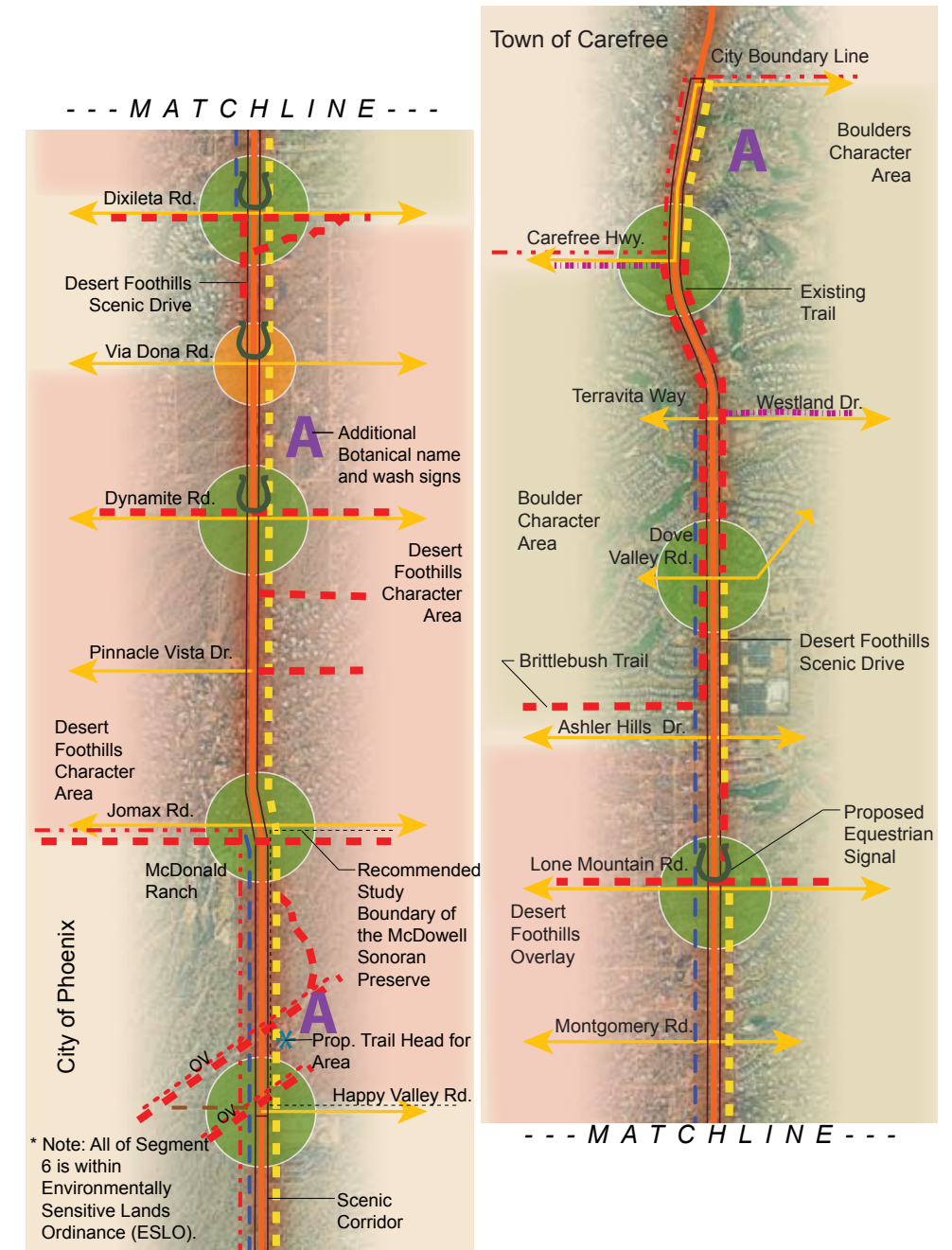


### Segment 5



\* Note: Segment 5 is part of the Scenic Corridor North of Frank Lloyd Wright Blvd.

### Segment 6



\* Note: All of Segment 6 is within Environmentally Sensitive Lands Ordinance (ESLO).

Legend	
	Primary Oasis
	Secondary Oasis
	Equestrian Signal
	Existing Trail Head
	Proposed Trail Head
	Valley Metro Stop
	Existing Trail
	Proposed Primary Trail
	Proposed Secondary Trail
	Pedestrian / Trail Bridge
	Art Work Opportunity
	Scottsdale Road
	East / West Street
	City Boundary
	Overhead Transmission Powerlines
	Powerlines
	Wash Boundary
	Drainage Swale
	View Shed

# Landscaping - Segment Plant Lists

## Segment 1 Plant List

### Trees

Parkinsonia hybrid	palo verde 'desert museum'
Parkinsonia florida	blue palo verde
Acacia aneura	mulga
Acacia farnesiana	sweet acacia
Caesalpinia cacalaco	cascalote
Eucalyptus papuana	ghost gum eucalyptus
Prosopis hybrid	thornless mesquite
Quercus buckleyi	texas oak

### Shrubs

Agave spp.	agave
Aloe spp.	aloe
Baileya multiradiata	desert-marigold
Bulbine frutescens	tiny tangerine
Calliandra californica	baja fairy duster
Cereus hildmannianus	hildmann's cereus
Convolvulus cneorum	bush morning glory
Eremophila spp.	emu bush
Hesperaloe parvifolia	red-yucca
Hymenoxys acaulis	angelita daisy
Justicia californica	chuparosa
Leucophyllum laevigatum	chihuahuan sage
Nolina spp.	nolina
Penstemon spp.	penstemon
Ruellia spp.	ruellia
Salvia spp.	salvia
Sphaeralcea ambigua	globe mallow
Tecoma stans	gold star

## Segment 2 Plant List

### Trees

Acacia aneura	mulga
Acacia farnesiana	sweet acacia
Caesalpinia cacalaco	cascalote
Cercidium praecox	palo brea
Dalbergia sisso	sissoo
Prosopis alba	argentine mesquite
Pistacia spp.	chinese pistache
Lysiloma spp.	desert fern

### Shrubs

Aloe spp.	aloe
Baileya multiradiata	desert-marigold
Bougainvillea spp.	bush bougainvillea
Cordia parvifolia	little leaf cordia
Calliandra californica	baja fairy duster
Dalea spp.	black dalea
Dasyilirion longissima	mexican grass tree
Eremophila spp.	valentine
Hesperaloe parvifolia	red-yucca
Hymenoxys acaulis	angelita daisy
Justicia candicans	red justica
Leucophyllum spp.	leucophyllum
Nolina metapensis	tree bear grass
Penstemon spp.	penstemon
Ruellia spp.	ruellia
Salvia spp.	salvia
Sphaeralcea ambigua	globe mallow
Tacoma stans	gold star
Verbena rigida	sandpaper rigida
Yucca rupicola	twisted yucca

## Segment 3 Plant List

### Trees

Acacia aneura	mulga
Dalbergia sissoo	sissoo
Caesalpinia cacalaco	cascalote
Olea europaea cv	swan hill olive
Ulmus parvifolia	chinese elm
Phoenix dactylifera	date palm
Washingtonia robusta	mexican fan palm

### Shrubs

Malephora luteola	sonoran ice plant
Aloe spp.	aloe
Antigonon leptopus	coral vine
Bulbine frutescens	bulbine
Bougainvillea spp.	bush bougainvillea
Cycas revoluta	sago-palm
Caesalpinia spp.	bird-of-paradise
Dasyilirion wheeleri	desert spoon
Eremophila spp.	valentine
Hesperaloe parvifolia	red-yucca
Hymenoxys acaulis	angelita daisy
Justicia californica	chuparosa
Nolina spp.	nolina
Oenothera spp.	evening primrose
Penstemon spp.	penstemon
Ruellia spp.	ruellia
Salvia spp.	salvia
Sphaeralcea ambigua	globe mallow
Tecoma stans 'Gold Star'	gold star jubilee



Quercus, Texas Oak - Legacy Tree



Flowering Aloe plant



Chinese Pistache - Legacy Tree



Yucca rupicola



Swan Hill Olive - Legacy Tree



Evening Primrose

## Segment 4 Plant List

### Trees

Acacia aneura	mulga
Caesalpinia cacalaco	cascalote
Chilopsis linearis	desert willow
Parkinsonia spp.	blue/palo verde
Pithecellobium spp.	ebony
Prosopis glandulosa	texas honey mesquite
Sophora secundiflora	texas mountain laurel

### Shrubs

Malephora luteola	sonoran ice plant
Aloe spp.	aloe
Bulbine frutescens	bulbine
Cordia parvifolia	little leaf cordia
Dasyliirion wheeleri	desert spoon
Dalea spp.	dalea varies
Eremophila spp.	valentine
Hesperaloe parvifolia	red-yucca
Encelia farinosa	brittlebush
Justicia californica	chuparosa
Nolina spp.	nolina
Oenothera spp.	evening primrose
Penstemon spp.	penstemon
Ruellia spp.	ruellia
Salvia Clevelandii	chaparral sage
Viguera deltoidea	golden eye
Yucca spp.	yucca



Texas Mountain Laurel - Accent Tree



Dalea

## Segment 5 Plant List

### Trees

Acacia greggii	catclaw acacia
Carnegiea gigantea	saguaro
Chilopsis linearis Desert	willow
Parkinsonia microphyllum	foothill palo verde
Prosopis velutina	velvet mesquite
Olneya tesota	ironwood
Canotia holacantha	crucifixion thorn

### Shrubs

Anisacanthus thurberi	desert honeysuckle
Aristida purpurea	purple threeawn
Ambrosia deltoidea	triangle leaf bursage
Senna covesii	desert senna
Dodonaea viscosa	hopbush
Ephedra aspera	mormon tea
Echinocereus engelmannii	hedgehog cactus
Encelia farinosa	brittlebush
Fouquieria splendens	ocotillo
Ferocactus cylindraceus	compass barrel cactus
Justicia californica	chuparosa
Gutierrezia sarothrae	snakeweed
Opuntia bigelovii	teddy bear cholla
Opuntia engelmannii	engelmann's prickly pear cactus
Celtis pallida/reticulata	desert hackberry
Penstemon parryi	parry's penstemon
Larrea tridentata	creosote bush
Simmondsia chinensis	jojoba
Viguera deltoidea	golden eye
Ziziphus obtusifolia	gray thorn



Velvet Mesquite - Legacy Tree



Engelmann's Prickly Pear

## Segment 6 Plant List

### Trees

Acacia constricta	whitethorn acacia
Acacia greggii	catclaw acacia
Carnegiea gigantea	saguaro
Chilopsis linearis	desert willow
Olneya tesota	ironwood
Parkinsonia microphyllum	foothills palo verde
Quercus turbinella	scrub oak
Canotia holacantha	crucifixion thorn

### Shrubs

Anisacanthus thurberi	desert honeysuckle
Aristida purpurea	purple threeawn
Bouteloua aristidoides	needle grama
Senna covesii	desert senna
Celtis pallida/reticulata	desert hackberry
Dodonaea viscosa	hopbush
Ephedra aspera	mormon tea
Ericameria laricifolia	terpentine bush
Fouquieria splendens	ocotillo
Opuntia bigelovii	teddy bear cholla
Encelia farinosa	brittlebush
Justicia californica	chuparosa
Hyptis emoryi	desert lavender
Larrea tridentata	creosote
Gutierrezia sarothrae	snakeweed
Opuntia engelmannii	engelmann's prickly pear cactus
Penstemon parryi	parry's penstemon
Sphaeralcea ambigua	globe mallow
Salvia columbariae	desert chia
Viguera deltoidea	golden eye
Yucca elata	soaptree yucca



Saguaro - Legacy Tree



Accacia Greggii



### Design Guidelines Purpose and Background

These comprehensive streetscape design guidelines address the entire 24-mile length of the Scottsdale Road corridor. These design guidelines provide general principles for the streetscape overall, as well as more specific recommendations for each of the following six segments.

- Segment 1 Southern Gateway: McKellips Road to Earll Drive (2.25 miles)
- Segment 2 Downtown: Earll Drive to Chaparral Road (1.75 miles)
- Segment 3 Resort Corridor: Chaparral Road to Mountain View Road (4.5 miles)
- Segment 4 Central Corridor: Mountain View Road to Frank Lloyd Wright Boulevard (4.5 miles)
- Segment 5 Northern Corridor: Frank Lloyd Wright Boulevard to Happy Valley Road (5 miles)
- Segment 6 Desert Foothills Scenic Drive: Happy Valley Road to the North City Boundary (6 miles)

The overall purpose of the design guidelines is to set a framework for establishing a strong identity and distinctive visual character for Scottsdale Road as a “signature” corridor in Scottsdale and the greater region. Creating a visual quality and recognizable identity along the entire corridor, that is symbolic of the city as a whole and appropriate to represent the “name” of the community has been an important consideration. Recognizing and strengthening the sense of place of the established unique character areas along Scottsdale Road, while at the same time linking each to the next adjacent one, has also been an important focus in the design guidelines.

Recommendations for public art and creative expression in design have been integrated throughout these design guidelines. The role of public art is critical in reinforcing the strong identity and character of the corridor.

The signature streetscape design will enhance the aesthetic conditions of the corridor; respect adjacent businesses and neighborhoods; provide opportunities for public art; improve mobility for pedestrian, bicycle,

and transit travel; and preserve the opportunity for high capacity transit in the southern segment of the corridor.

In 2000, Scottsdale voters approved the Bond 2000 program, which included approximately \$27 million to acquire, preserve, and restore desert land along Scottsdale Road, and to design and enhance portions of Scottsdale Road to reflect its significance in the community. The Bond 2000 program was envisioned to potentially include the modification, restoration, and/or improvement of landscaping, street hardware, street signs, overhead power lines, walkways, trails, transit facilities, and public art along Scottsdale Road.

In addition to the bond funding, the city has obtained federal grants and continues to seek additional funds for improvements along Scottsdale Road. Segments 1 and 2 of the Scottsdale Road streetscape are identified in the Fiscal Year 2007-2011 Maricopa Association of Governments (MAG) Transportation Improvement Program. Federal funding will be targeted towards improving conditions for pedestrians and bicyclists along the corridor, including the development of Americans with Disabilities Act (ADA) compliant curb ramps, accessible sidewalks, and continuous bike lanes. The total current funding for improvements along Scottsdale Road is over \$30 million, including the Bond 2000 funds and federal grants.

These design guidelines will be referenced by technical professionals in both the public and private sectors. City staff will refer to the guidelines, as will architects, engineers, landscape architects, and others involved in private development adjacent to the corridor.

The information and recommendations contained within these design guidelines should not supersede or replace design requirements and guidance found in the City’s existing codes, ordinances, standards or other regulations. These guidelines should function as a supplemental resource and guide to designers and city staff. Conformance with these guidelines should not be construed as automatic approval for a development project by the City of Scottsdale.

All design projects along Scottsdale Road must proceed through the city’s development review process. If there is a conflict between these design guidelines and any regulations or provisions enforced by the city, the adopted city codes, ordinances, standards and regulations will apply, unless otherwise approved or authorized administratively by city staff. There may be special circumstances or locational conditions that warrant the need for design



Existing gateway sign



Photo simulation of Scottsdale Road



Project information sheets have been distributed to keep the public informed of project status and upcoming public meetings



Boards, like this one, were used by the project team to display various options and examples for the corridor at public meetings

exceptions from adopted city codes and standards. Each of these possible design exceptions should be evaluated on a case-by-case basis through the typical procedures regulated by the city.

## The Planning Process and Community Involvement

### Design Guidelines Development Process

The process for developing streetscape designs and ultimately the design guidelines for Scottsdale Road began in spring 2005. This process was preceded by years of extensive planning related to urban design approaches for Scottsdale Road and connecting areas in the city. This significant depth of previous work was heavily referenced in the development of these design guidelines (refer to the planning and design references and influences, listed on next page). The planning and design process initiated in spring 2005 first focused on the development of design ideas and eventually 30 percent plans and a design development package for Phase 1 (Segment 1) of Scottsdale Road (from McKellips Road to Earll Drive). The second area of focus was on development of design ideas and plans for Phase 2 (Segment 2, from Earll Drive to Chaparral Road), which will move into 30 percent design in early 2008. Although work on the overall design guidelines for Scottsdale Road has been ongoing since spring 2005, more intensive analysis and development of the overall plan (focused on the 20 miles north of downtown) began in the summer and fall of 2006.

The design team encompasses an interdisciplinary group of consultant professionals working closely with city staff throughout the entire design process. City staff members from transportation, planning, economic development, maintenance, capital facilities, public relations, and the Downtown Group have all been actively involved in the project since its inception. The team also has been closely coordinating with the SkySong project team and city staff involved in that project, as well as the team involved in the transit center feasibility study focused on the area surrounding McDowell Road. The project team has been coordinating with other ongoing projects as well (i.e. Waterfront, Canal Bank, and McDowell Road Streetscape projects). The consultant team has met with the City staff team on a regular basis and held many technical design coordination meetings since project efforts began in spring 2005. The team also has held multiple coordination meetings with city of Tempe staff and citizens.

The consultant team, led by Otak, Inc., has involved the expertise of Selbert Perkins Design for wayfinding and environmental graphics and DKS Associates for traffic analysis and transportation planning. Thomas Balsley and Associates assisted with development of some of the earliest precepts and design concepts on the project. Public artists Robert Adams and Buster Simpson have been integrally involved in all aspects of design.

The Scottsdale Cultural Council Public Art Board commissioned Robert and Buster to work with the design team to ensure that art is an integral element of the project. The artist team's scope of work includes a public art guidelines for the entire Scottsdale Road corridor as well as design and fabrication of specific artworks with particular attention to the McKellips to Chaparral portion of Scottsdale Road.

The project artists have worked closely with the team every step of the way through the design process on all aspects of the streetscape design. In addition to conceptualizing opportunities for public artworks, the project artists have helped to develop ideas for furnishings, paving, landscaping treatments, shade and transit shelters, wayfinding and environmental graphic elements and various other elements of the project.

### Community Involvement

Public involvement and community outreach have been essential to the development of the design guidelines for Scottsdale Road. The city developed a detailed public involvement plan and schedule (available as a separate reference document) to guide outreach efforts throughout the duration of the project. The plan called for an extensive program of public involvement activities, including three separate series of public meetings to guide the planning and design process.

- Public Workshop Series #1, May 23-25, 2005.
- Public Workshop Series #2, October 25-27, 2005.
- Public Open House Meetings, February 22-23, 2006.

These public workshops and meetings focused on obtaining input for Phases 1 and 2 of Scottsdale Road, but also served as venues for receiving input on the corridor overall to help guide development of the design guidelines. For example, the draft Guiding Principles and elements related to "Great Streets" were presented and displayed for public review and input in the 2005 and 2006 workshops.

In February and March of 2008, three (3) additional public open houses were held to help update the community on progress to date - after the completion and integration of the Transportation Master Plan policies.

- Open House #1, February 27, 2008.
- Open House #2, March 12, 2008.
- Open House #3, March 13, 2008.

In addition to the public workshops and open house meetings, other forms of outreach have included postings of extensive information on a project-specific website, distribution of project information sheets, media relations, and presentations at various special interest group meetings to gain input to help shape the design.

Specific public involvement workshops have been held to obtain input on draft elements of the Scottsdale Road Streetscape Design Guidelines. The workshops involved stakeholder groups and the community-at-large, including corridor-specific interests, as well as participants from throughout the city.

A detailed summary of the results of public involvement efforts to date has been developed and is available for review as a separate document (Scottsdale Road Phases 1 and 2 Existing Conditions Analysis and Public Involvement Summary Report).

## Planning and Design References and Influences

### Past and Recent Planning and Design Efforts in Scottsdale

An extensive depth of planning and design work has been completed within the last decade in Scottsdale. Several of these efforts have focused specifically on Scottsdale Road or areas encompassing Scottsdale Road, such as the Scottsdale Road Charrette and the Character/Strategic Planning Summaries developed as part of CityShape 2020. All relevant existing planning and design documents were reviewed and referenced in the development of this master plan. References include the following (listed alphabetically).

- Airpark/Sonoran Regional Core Areas Background Report
- Character/Strategic Planning Summaries, City of Scottsdale Planning and Design, 2004, part of the CityShape 2020 Plan
- City of Scottsdale Bicycle/Pedestrian Transportation Plan, Developed by the City of Scottsdale Bicycle/Pedestrian Plan Task Force, December 1994
- CityShape 2020, City of Scottsdale's Comprehensive Plan, 2004
- Design Guidelines and Development Framework for the ASU-Scottsdale Center for New Technology and the Surrounding Area, City of Scottsdale Ad Hoc Citizens Advisory Working Group, Urban Design Associates, February 2005
- Downtown Plan Urban Design and Architectural Guidelines, City of Scottsdale, March 2004
- Feasibility Study for a Multi-Use Path along the Central Arizona Project Aqueduct System, State of Arizona, US Bureau of Reclamation, Maricopa County, City of Mesa, City of Peoria, City of Phoenix, City of Scottsdale with Logan Simpson Design Inc., April 2004
- Frank Lloyd Wright Boulevard Design Guidelines, City of Scottsdale,

July 1991 Revision

- General Plan, City of Scottsdale 1999
- Glue: General Landscapes Urban Environments, Darren Petrucci in collaboration with the City of Scottsdale Urban Design Studio, 2004
- Medical Campus Design Guidelines, part of the Southeast Downtown redevelopment Plan, City of Scottsdale, 2001
- McDowell Corridor Improvement, 64th Street to Pima Road Streetscape Update, EDAW and the City of Scottsdale, February 2003
- Portals and Loops, Ways along the Papago Salado Trail, Studio MA in collaboration with the cities of Tempe, Phoenix, and Scottsdale, 2002
- Scenic Corridor Design Guidelines, City of Scottsdale, Scottsdale Sensitive Design Program, February 20, 2003
- Scenic Corridor Design Guidelines Executive Summary, City of Scottsdale, Sensitive Design Program, March 12, 2003
- Scottsdale Design, Engineering and Planning Guidelines, City of Scottsdale, July 2006 updated version
- Scottsdale Road Bond 2000 City Staff Analysis and Information; as well as GIS Base Mapping and Information for the Scottsdale Road Corridor, provided by the City of Scottsdale in 2005
- Scottsdale Trails Master Plan: On the Right Trail, City of Scottsdale with Todd & Associates, Inc., April 2003
- Sensitive Design Principles, City of Scottsdale, Amended by the Development Review Board on March 8, 2001
- Shea Boulevard Design Guidelines, City of Scottsdale, 1994
- Streets Master Plan, City of Scottsdale, Final Draft May 2003
- The Scottsdale Road Charrette, Summary Document for the 1998 Charrette event led by the City of Scottsdale Urban Design Studio, Todd W. Bressi from the city's Designer-in-Residence program, and John Meunier, Dean of Arizona State University's college of Architecture and Environmental Design
- Via Linda Streetscape Design Guidelines, City of Scottsdale, 1994

### History and Design Context

Scottsdale Road has always been an important travel way in the community and the region. From its earliest days as a Native American travel route and later a wagon road from farm to market, to its present function as a major urban arterial carrying thousands of vehicles daily through the growing metropolis known as the "Valley of the Sun," the corridor has always been a place of movement and progress.

In the late 1800s, when Chaplain Winfield Scott bought his property



*Hitching posts are a great reminder of the city's history*



*The historic influences of the area are important reference elements for design*



*Pueblos can be found throughout the Southwest*





*Benches in Downtown are engraved with historical information, as well as quotes like "The West's Most Western Town"*



*Saguaro cactus – an iconic element in Arizona*

along the eastern border of what would later become known as Scottsdale Road and established olive and citrus orchards, he envisioned the town site of “Orangedale.” Later the town’s name was changed to Scottsdale in honor of Scott.

A road named in honor of its city and its founder, is a very important road indeed, deserving of preservation and enhancement as a signature street and monumental place within the community. Throughout the decades, Scottsdale Road has grown to become a vital core of the community, supporting economic growth and development, serving as the venue for the annual Parada del Sol parade, and facilitating access and mobility for the burgeoning city and its influx of visitors. Scottsdale has become internationally known as a premiere tourism destination and mecca for the arts and a variety of cultural events.

Although the moniker of “The West’s Most Western Town” was invented by the early business community seeking to create a western theme and sense of appeal that would attract visitors from the around the world, Scottsdale has become known as one of the most important places in the American West. Today, Scottsdale is a nexus where the “old west meets the new west” and a diversity of cultures live, work, and play. A community that fosters a strong commitment to arts and culture and to living and growing with sensitivity to the Sonoran Desert environment by encouraging sustainable development and green building practices.

Western themes in art and architecture continue to be respected, while at the same time contemporary and modern sophisticated styles have emerged in the cityscape. Contextually sensitive examples of western and modern art and architecture can be viewed all along Scottsdale Road. The influences of the earliest Puebloan building forms of the Hohokam people can be seen in architecture throughout the Valley. The early tribes of the area, collectively known as the Hohokam (translated as “vanished”) inhabited the area from circa 300 BC to 1400 AD before rapidly disappearing from their settlements for now unknown reasons. The Scottsdale area was the homeland for a Pima village, and today, the Salt River Pima-Maricopa Indian Tribe is an integral part of the community.

Another strong design influence throughout the Valley and particularly in Scottsdale is that of Frank Lloyd Wright’s architectural styles and design motifs from the mid-century, as well as other mid-century contemporary architecture. Wright established his “winter camp” northeast of Scottsdale, now known as Taliesin West. As a pioneer in American architecture who strongly influenced design throughout the country, but particularly in the midwest and western United States, Wright envisioned structures as extensions of the landscape, blending with site topography and habitat. He set the stage for sustainable design and functionality in architecture, advancing important principles related to use of organic materials in architecture, conservation of the natural environment, and design that

responds to ecosystem climatic factors. Wright’s influences are conveyed through not only his architecture, but also his writing, furniture, stained glass, and fine art. Wright-influenced styles and themes are particularly relevant to Segments 4 and 5 along Scottsdale Road near Frank Lloyd Wright Boulevard, which serves as a travel route to the Taliesin West campus.

The importance of contextually appropriate and environmentally compatible materials is also evidenced by architectural styles in the community and region that help frame the design reference for Scottsdale Road. Natural stone and rock, rammed earth, stucco, concrete and concrete block weathered and rusted metals, glass accents, and other materials are commonplace. Many elements of the built environment of the region reflect the natural forms of rock outcroppings, mountains, and land forms viewable at distances from the Valley floor, such as the Boulders, Papago Buttes, Camelback Mountain, the McDowell Mountains, the Four Peaks, and other geologic landmarks.

Management and conservation of water in the desert has had a significant influence on the valley. The Hohokam farmed the area by building one of the most ingenious networks of irrigation canals the world has ever known. Their lifestyle was closely tied to the land and the precious resource of water in the desert. Later Euro-American farmers, orchardists, and settlers also learned to survive in the valley by adapting and expanding the irrigation system to meet their needs, managing the precious water system to grow a variety of crops.

Today, regional water conservation standards dictate strict requirements related to the development of public landscapes, ensuring that only native and desert adaptive plants, shrubs, and trees are installed in the environment. Yet, many ornamentals and non-native species are visible throughout the corridor as remnants of an earlier time before water conservation was regulated. Tall palms, mature shade trees, and lush plantings installed by residents in the early to mid 1900s can still be seen throughout the corridor, as well as more recent landscapes installed when properties have redeveloped.

Presently, Scottsdale is reinventing itself and revitalizing in many areas along Scottsdale Road. The SkySong project will introduce a new center for innovation and high technology in south Scottsdale, becoming a major hub for employment and economic development. The sleek, contemporary style of the architecture proposed for SkySong will help to set the aesthetic for redevelopment of many areas along Scottsdale Road in Segment 1. New and emerging developments in and surrounding Segment 2 (Downtown) include a mix of Southwestern, Spanish, and Mediterranean architecture, as well as mid-century and contemporary styles. Recent renovations of important community icons such as the Hotel Valley Ho have reinforced the return to mid-century styles popular

throughout the region. Extensive redevelopment along the Arizona Canal waterfront is also reinforcing these architectural styles, while at the same time intensifying commercial and residential densities in downtown.

Moving north, through the resort corridor, much of the context has seen minimal change in recent decades, with the preservation and ongoing operation of long-time resort properties along the corridor. Although a few pockets of new commercial, resort, and residential development serve as reminders of progress and growth in the valley.

Further north, more recent development activity is evident in the vicinity of Shea Boulevard and Frank Lloyd Wright Boulevard. The northernmost segment of Scottsdale Road struggles to maintain its place as the Desert Foothills Scenic Drive amidst emerging residential developments set back from the roadway at varying distances. High voltage powerlines cross the corridor at various locations in the northern segments. It is generally not feasible to relocate these larger-scale powerline systems below ground, but there may be opportunities to look at painting schemes or other treatments to help the towers and lines blend better into the desert environment.

There is a strong community commitment to preserve and enhance the qualities of the Desert Foothills Scenic Drive as an important experience of human interaction with the unique and precious environment of the Sonoran Desert. Specific design guidelines that have been established for this scenic corridor are respected and integrated into these design guidelines for Scottsdale Road.

## Applying These Design References and Influences to the Scottsdale Road Streetscape

The significant and extensive cultural, historical, and architectural influences related to Scottsdale and the surrounding region described above have helped shape the design guidelines by inspiring the design of the streetscape elements and public artworks proposed for Scottsdale Road. From the earliest stages of the project, the design team began working with city staff to identify a design aesthetically appropriate for the context of Scottsdale. Contextual patterns were initially studied, such as patterns of desert plant materials, Native American cultural elements (pottery, weavings, lattia, historic dwellings, etc.) and other historical and architectural references unique to the region.

Consistent with the guiding principle related to developing “context-based forms and patterns” the design team developed a pattern palette and a color palette based on elements indigenous to the region. Patterns designed for each segment of the Scottsdale Road corridor have been derived from the elements of the natural, cultural, historical, and

architectural context of Scottsdale and the surrounding area. Contextual design references have helped shape the forms of proposed streetscape furnishings, shelters, and shade structures. For example, the trapezoidal, battered shape of the low seat wall will be a repeating element throughout the corridor. This form is a common architectural response in the region, taking reference from the surrounding mountains, rock formations, historic Native American Puebloan architecture, and more modern forms of architecture, including Frank Lloyd Wright’s Taliesin West in Scottsdale.

Other influences on the design for Scottsdale Road include an understanding of historical farming practices, water harvesting and reuse, and an emphasis on water conservation as a natural response in a desert environment. The natural role of water in the desert has also been an important influence. The arroyos and washes prevalent throughout the desert are places where water, lush foliage, and intensity of life intervene in the harsh, dry, hot environment. The proposed creation of “Green Spot” areas along Scottsdale Road is a response to this natural phenomenon, creating areas of intensified plantings, color, shade, and activity that will attract and provide opportunities for respite and refuge from desert conditions.

Contextual materials such as weathered steel and metals, stucco finishes, rammed earth, stratified concrete, and natural stone and rock are also emphasized in the design for Scottsdale Road. The color palette developed for the corridor is based on colors found in the natural and cultural context of the region. A specific signature color is being proposed for each segment, tying in with the natural and cultural context evident within that segment. For example, “Arroyo Blue” is proposed as the signature color for Segment 1, consistent with influences of past and present water systems in the area, as well as proposed interactions with the SRP water line, historic references to irrigation and cultivation, and the proximity of Indian Bend Wash and the Rio Salado riverbed. Coordinating accent colors will be conveyed in various ways in the streetscape, including through landscaping, shade structures, signing, and wayfinding details.

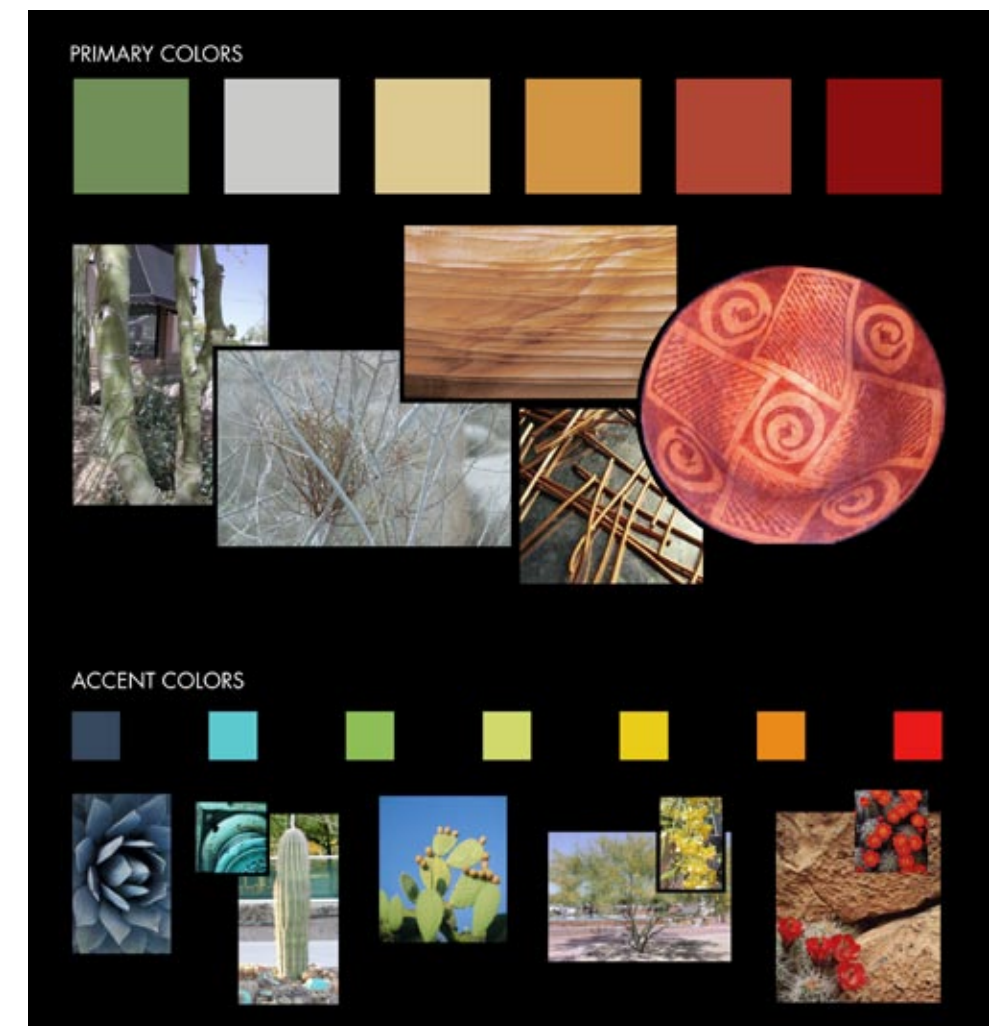
## Physical Parameters of the Corridor

Scottsdale Road, classified as a major arterial, changes in character throughout its 24-mile length. As the second longest street in Arizona, it connects four cities and many neighborhoods, community hubs, and commercial service areas. Scottsdale Road spans the entire length of the city and beyond, from Continental Drive near the southern city limits to just beyond the Carefree Highway at the northern limits of the city.

The speed limit throughout the corridor varies from 35 mph to 45 mph (with design speeds of 45 mph to 55 mph). The number of lanes also varies, but for most of the corridor there are four to six travel lanes (two



Frank Lloyd Wright's Taliesin West in Scottsdale



The color palette for Scottsdale Road was created based on items found naturally in the area



*Bridge over Indian Bend Wash with Frank Lloyd Wright - influenced design motif*

to three in each direction) and a center median that transitions between a raised planted median to an access lane or a left turn lane. At intersections, the roadway typically widens to accommodate additional turning movements and at major intersections may be up to nine lanes wide (six travel lanes, two left turn lanes and one right turn lane). Bike lanes exist along some segments of the corridor but have yet to be developed over its entire length. Pedestrian facilities including curbside and separated sidewalks as well as several trails exist throughout each segment of the corridor. However, there are several stretches where there are no pedestrian facilities, particularly in the northern segments.

The right-of-way width varies significantly throughout the corridor. The right-of-way is generally 120 to 130 feet in many areas, but narrows in some locations. In Downtown, the right-of-way is typically 77 to 120 feet. North of Frank Lloyd Wright Boulevard, the existing right-of-way is 130 to 150 feet. As the Scenic Corridor Design Guidelines are implemented through ongoing projects, the right-of-way is being increased to consistently reflect the planned width of 150 feet. Additionally, a consistent 100-foot wide scenic easement is being implemented throughout this stretch of Scottsdale Road. Refer to the segment graphic display sheets for more information and analysis related to specific right-of-way conditions in each segment.

Scottsdale Road gains about 1,000 feet in elevation from its southern limits to its northern limits as the corridor transitions between intensive urban and suburban environments to the Desert Foothills Scenic Drive. As this change in elevation occurs, notable differences in the surrounding desert ecosystem and landscape materials become evident. As the corridor progresses to the north, desert species such as Saguaro and barrel cacti, agave, cholla, and other plants become more prevalent in the surrounding natural landscape. Views change from south to north as well. In southern segments of the corridor, views of surrounding mountains and landforms are provided as glimpses through distinct view corridors. In central and northern segments of the corridor, there are broader view opportunities, and panoramic scenic experiences become more frequent.

As a vital transportation artery within the Valley, Scottsdale Road will continue to service and connect the community of Scottsdale and its 250,000 people with the greater Phoenix metropolitan area, one of the fastest growing regions in the country. These guidelines recognize this important function and provide recommendations for enhancing the corridor's capability to carry a variety of travel modes - motorist, transit, bicyclist, and pedestrians. These guidelines establish a strong sense of place, identity, and an aesthetic quality that strengthens and reinforces the corridor's stature as a "Great Street" worthy of the city's namesake. They will make Scottsdale Road a signature street in the region as well as

the entire western United States, reinforcing Scottsdale as major tourist destination and preserving the unique character of the city and the natural environment.

## Utilities

### Power Lines

Several utility power lines of 69 kV and less extend along or cross Scottsdale Road throughout the corridor. These power lines add to the visual clutter of the streetscape environment. Most of these power lines are concentrated in Segments 3, 4, and 5 extending, almost continuously, from Chaparral Road in Segment 3 north to Pinnacle Peak Road in Segment 5. Several power lines cross Scottsdale Road in these segments at McDonald Road, Indian Bend Road, Mountain View Road, Shea Boulevard, and Thunderbird Road. Additional power line locations include crossings in Segment 1 at McKellips Road and Oak Street; a short segment in Segment 2 from Fashion Square Drive north to Highland Avenue; and in Segment 6 from Happy Valley Road north to Jomax Road. In recent years, some lines have been relocated underground, including two miles of overhead power lines, from Indian Bend to Doubletree in 2005.

The cost of placing these power lines underground exceeds the 2000 bond funding available for this project; however, it is important that as the streetscape is developed, opportunities to underground as many power lines as possible should be given a high priority. Some of the bond 2000 funding should be used for this task and additional funding should be identified during the development of the CIP projects related to Scottsdale Road.

The undergrounding of these power lines is an important priority in the overall aesthetic enhancements of the corridor. This is especially important north of Frank Lloyd Wright Boulevard, as this area is part of the scenic corridor and undergrounding power lines would implement one of the main goals of the Scenic Corridor Design Guidelines, enhancing the visual qualities of the corridor. When placing utilities underground in Segments 5 and 6, it is important to ensure the landscape is re-vegetated in accordance with the Scenic Corridor Design Guidelines and the guidelines outlined in this document, under the Segment Design Guidelines and Recommendations for Segment 5 and 6, pages 93 through 114.

### Other Utilities

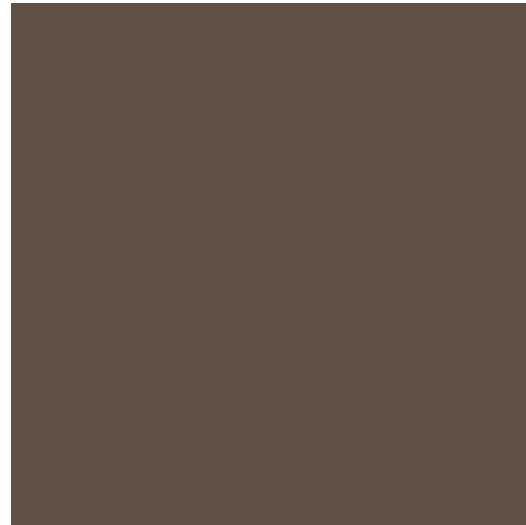
In addition to the power lines, several other utilities impact the visual character of the streetscape throughout the entire 24 miles. These include such elements as: traffic signals poles, back flow preventors, standpipes,



*Existing conditions encourage unsafe bicycling practices*

hydrants, gas valves, pedestrian crossing poles, light poles, traffic control cabinets, and numerous types of manhole or utility covers. Most of these elements are necessary for the functionality of an urban street. However, as with the power lines, they have a negative impact on the overall visual character of the streetscape environment. Additionally, in several areas, such as Segment 2 and around Shea Boulevard in Segment 4, they also impede pedestrian circulation where existing buildings are located close to the intersection and curb line.

Since most of these elements are necessary, and relocating them is cost prohibitive under the current Bond 2000 funding, mitigating them in some manner is an important concept to help minimize the visual clutter along the street. One way to help mitigate these elements and unify the streetscape is to paint all elements a standard color. Since the Scenic Corridor in Segment 5 and 6 uses the color Western Reserve when painting their utility elements, it is recommended this practice be extended throughout the entire corridor as a unifying element. Light poles, traffic signal poles, traffic cabinets, and back flow preventors should be painted. Another option would be to screen utilities that require minimal access or are located in high visibility areas such as at intersections. Utilizing metal panels with the segment pattern to screen these elements would help unify the streetscape through the use of the similar material as an element of continuity, while the segment patterns will be used as elements of distinction to provide a distinctive character for each segment. In Segment 2, the placement of the utility screens will need to be carefully evaluated to ensure accessibility for maintenance as well as adequate clearance for pedestrian circulation. Additionally, in Segment 6, the placement of the benches should be done in conjunction with utility screens to minimize the urbanization of the intersections in this rural segment. Some features, such as the Salt River Project above ground vaults, can potentially be converted to street furniture such as benches, if acceptable to the utility agencies. There may be some utility elements that are such major impediments to pedestrian mobility and accessibility that relocation will be necessary.



*Western Reserve  
(Pantone Process 326-1, Pantone Solid 411)*



*Utility cabinets, valves, and other elements exist throughout the corridor in varying sizes, colors, and configurations. Unfortunately, some are visually obtrusive and in a few cases, obstructing pedestrian circulation*



*High voltage transmission towers and lines cross the corridor in multiple locations*

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### Segment Characterizations

The following characterizations provide an overview of existing conditions within each of the six segments of the Scottsdale Road corridor, as well as a description of the physical parameters and other important considerations, opportunities, and constraints that influence design. Proposed design recommendations for each segment are provided later in the design guidelines.

Refer to the Scottsdale Road Existing Conditions and Public Involvement Summary Report, May 2006, for more detailed information about corridor conditions related to Segments 1 and 2, and the Downtown Circulation Study, 2006 for more detail related to existing circulation conditions and potential transportation and related urban design opportunities in Segment 2.

### Segment 1 – Southern Gateway Overview

Segment 1 serves as the southern gateway to Scottsdale, beginning with the transitional segment from McKellips to Continental, where properties along the west side of the right-of-way (ROW) are located in Tempe and properties along the east side are located in Scottsdale. Segment 1 is located at the threshold to Downtown Scottsdale, two miles to the north. Downtown is the most active, highly visited place and the area of the most intensive development in the city. However, the general existing character of Segment 1 is not as urban as downtown, with a mix of land uses and development that conveys more of a suburban character.

Identified as the Indian Bend Character Area of the city, the majority of the development in this area was originally built from 1958 to 1972, and the zoning pattern was largely created by Maricopa County before the area was annexed by the city. The suburban pattern here was very common across the valley and nation in the 1950s and 1960s. Several old

style neighborhoods are located just beyond the Scottsdale Road corridor to the east and west. Many of the single family homes were designed in an early “ranch” style (single story with carports) and constructed of brick and concrete block.

Early commercial and multifamily buildings followed a mid-century modern style of architecture, while some of the later buildings adopted a Mediterranean character with stucco finishes and red tiled roofs.

Influencing land uses that are still in existence in this area include the auto dealerships and businesses that are part of Scottsdale’s Motor Mile, the Papago Plaza shopping center, as well as nearby Saguaro High School, Papago Park and Buttes, and lower portions of the Indian Bend Wash Greenbelt and trail system. The Rio Salado riverbed is located less than one mile to the south of this segment.

This segment of the corridor is not only an area of transition between Scottsdale and Tempe, but it is also an area that is in transition with ongoing changes in businesses and land uses and redevelopment of several properties, including the key SkySong project site at the southeast corner of Scottsdale Road and McDowell Road. This area of South Scottsdale/North Tempe is seen, by both communities, as an area with a high potential for changing character. Residents of surrounding neighborhoods are strongly concerned about preserving and enhancing their quality of life, with the anticipation of more high technology businesses and employment uses, as well as mixed use developments along Scottsdale Road proposed in the near future.

With the planned changes in the SkySong vicinity and other potential redevelopment in this segment, the streetscape will need to embrace present conditions as well as anticipate future potential conditions. The streetscape design for Segment 1 is already in development and is being closely coordinated with the SkySong project and other redevelopment activities.

One of the most predominant characteristics of this southern segment of Scottsdale Road is the need to create more hospitable conditions for pedestrians and bicyclists. The suburban character of development with multiple driveway cuts at each property creates challenges for pedestrians and bicyclists seeking a continuous route. There are also many transit stops within this segment, so improving pedestrian accessibility and access to transit is critical. Pedestrian comfort and climate attenuation is another important concern in this segment, where shade is limited and several existing transit stops do not include shade shelters.



Narrow sidewalks exists throughout the segment



Various utilities and Salt River Project facilities exist within the right-of-way

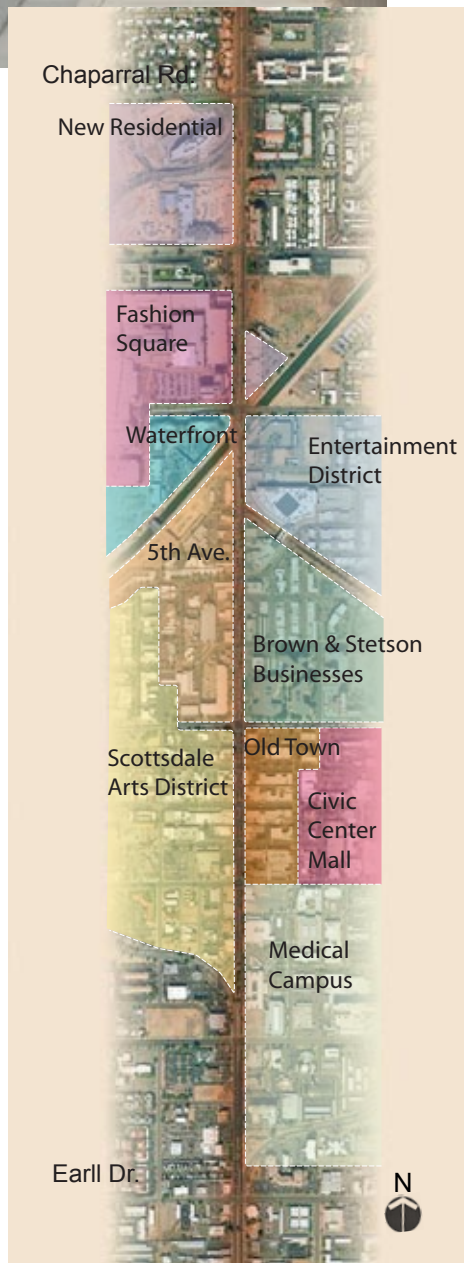


Additional right turn lanes in Segment 1 reduce the amount of space in the right-of-way at McDowell Road for pedestrian and bicycle facilities



Scottsdale's "Jack Knife" takes several forms along the corridor – especially in Segment 2 where art seems to flourish

Segment 2, Downtown, includes a variety of subdistricts including retail, arts, and entertainment



## Physical Parameters

Scottsdale Road's status as one of the Valley's main north/south arterials is clearly evident in Segment 1, as the corridor transitions from Rural Road in Tempe to Scottsdale Road and then extends for another 22 miles north of Segment 1. Major east/west arterials intersect Scottsdale Road at one mile intervals and collector streets intersect Scottsdale Road at approximately half mile intervals. Several local streets intersect with Scottsdale Road along this segment, but connections into the neighborhood are not as frequent as they should be to encourage good pedestrian connectivity to Scottsdale Road as a business and transit corridor.

Scottsdale Road's typical ROW width is 130 feet. In some areas, the ROW is less than or greater than 130 feet. Typically, Scottsdale Road has three lanes in each direction and a center median throughout this segment. Some intersections include an additional center turn lane (dual left turn lanes) and a right turn lane. The average lane width is 12 to 13 feet. The average center median width in a single turn lane area is 16 feet.

The posted speed limit for the south segment, McKellips Road to Osborn Road, is 40 miles per hour. When Tempe implemented the five (5) mile reduction to the speed limit on all arterials, the speed limit from McKellips Road to Continental Drive was reduced to 35 miles per hour.

In both Segments 1 and 2, minor modifications to drainage features may be required. The majority of stormwater flows are directed to a subsurface conveyance system. The impact to drainage occurs when the widening of a sidewalk results in the reduction of an adjacent swale. The designer should evaluate the impact to the system, with respect to the design storm, and modify the swale in a fashion to ensure that flooding of the adjacent sidewalk and property does not occur. Modifications can include city approved depth and side slope changes, as well as finished surface treatments, to control the flow of stormwater surface elevations.

## Segment 2 – Downtown Overview

The Segment 2 segment of Scottsdale Road is the central spine that runs through downtown connecting multiple subdistricts. Downtown Scottsdale is over 600 acres and includes several specialty retail subdistricts, such as Old Town, 5th Avenue shops and boutiques, Scottsdale Arts Districts, and the Entertainment District. Also included in downtown are other retail and activity centers, including the Waterfront, Scottsdale Fashion Square, the Brown Street and Stetson Road businesses, the Scottsdale Osborn Medical Campus, and the Civic Center Mall. A variety of public spaces, as well as businesses and hotels, help to knit these areas together. With the exception of the Civic Center Mall, all the subdistricts and specialty areas are connected to Scottsdale Road. Downtown Scottsdale is a major tourist destination both day and night with galleries, shopping, restaurants, hotels,

entertainment, and civic activities. Shops, restaurants and businesses are adjacent to sidewalks and create an environment that encourages strolling and window shopping.

Newer development along the canal waterfront has added even more shopping, restaurants, and entertainment venues. New businesses and residential properties are also being developed, energizing downtown with more residents, visitors, and employees. As downtown's population increases, the need for a more pedestrian-friendly setting and additional outdoor gathering spaces will also increase.

Each subdistrict in downtown has a unique character expressed in artwork, street furniture, architecture, and types of activities. One of the main objectives of these design guidelines will be to develop a signature streetscape that weaves these distinct characters creating a unified overall segment. A brief description of each of the downtown subdistricts is provided below.

The medical campus, on the east side of Scottsdale Road, is approximately bounded by Drinkwater Boulevard and 2nd Street and has plans to expand toward Scottsdale Road. This is a great opportunity to activate the street edge with building entrances and "storefront" windows. The expansion of the medical campus will add more employees and patients to the area and, in turn, increase the demand for breakfast, lunch and dinner venues within walking distance from the medical offices.

The Scottsdale Arts Districts are home to the "Art Walk" event which takes place each Thursday evening. The area features one of the largest concentrations of galleries in the country, showcasing artwork ranging from traditional to contemporary. Numerous jewelry, book and antique shops cater to Scottsdale and Valley residents as well as tourists from around the world.

The Old Town District is on the east side of Scottsdale Road between 2nd Street and Indian School Road. As the heart of the "West's Most Western Town," Old Town is the place to go for western wear, galleries, southwest jewelry, restaurants and of course a slice of the old west.

Civic Center Mall is on the east side of Brown Avenue from Osborn to Indian School Road and is Scottsdale's main venue for cultural events, arts, and sports. The Scottsdale Museum of Contemporary Art, the Scottsdale Center for the Arts, the Civic Center Library, and the San Francisco Giant's spring training facility are conveniently located near the Civic Center Mall.

The Brown & Stetson business subdistrict is on the east side of Scottsdale Road from Indian School Road to Drinkwater Boulevard. This is Scottsdale's premier business district. The area provides a full complement of professional and personal services interspersed with unique shops and restaurants, as well as first-rate hotels.

The Arts District from Scottsdale Road to Goldwater Boulevard between 2nd Street and 5th Avenue includes restaurants, unique shops, salons,

contemporary art and Native American galleries, upscale jewelers, and nightlife. Over 35 eating establishments and 80 specialty shops are within a five (5) minute walk of the famous Bob Parks' Horse Fountain, one of Arizona's most photographed spots.

The Entertainment District is east of Buckboard Terrace from 6th Avenue to Camelback Road. As a major evening destination, this district is packed with great restaurants and night clubs.

The Waterfront District is an exciting new destination emerging along the banks of the Arizona Canal. New development planned for the district will include restaurants, boutiques and retail shops.

Fashion Square Mall is west of Scottsdale Road and north of Camelback Road. With 255 retailers, Fashion Square is the largest shopping destination in the southwest.

As Downtown Scottsdale has evolved so has its collection of unique icons. The vintage-style cowboy gateway sign welcomes visitors to Scottsdale's Old Town. With the artwork "Jack Knife," Scottsdale's very own logo of a man riding a bucking bronco, is immortalized as an outdoor sculpture in Downtown Scottsdale. Other artworks throughout downtown and along Scottsdale Road enliven the streetscape, adding interest, color, and a sense of intrigue to the experience of Segment 2. Pedestrians have opportunities to encounter creative art forms on just about any walking route in the core of downtown.

Gateway signs for West Main District and Old Town mark the entrances to these subdistricts with a personal touch. Recently installed wayfinding signs at key locations throughout Segment 2 help visiting tourists as well as the general public find their way around.

Distinctive western-style street furnishings reinforce the streetscape character in downtown, predominantly in the Old Town District. The most distinctive bench style has wood slats that are engraved with historical facts about Scottsdale. These benches are often located in pairs at corners of intersections and are accompanied by oversized pots filled with brightly colored flowers. While the intent to create conversational-friendly resting places for people is good, these furnishings have hefty dimensions and take up a lot of the sidewalk area.

Other styles of benches include a western-themed, wagon-wheel style, perforated metal benches, and various styles of wood slat benches purchased from garden centers/hardware store. Downtown businesses often have purchased these varying styles of benches for their customers.

There are also a variety of trash receptacles through Segment 2. A trash receptacle with a wagon wheel top has an inner concrete core, which makes it heavy to move. Wooden hitching posts add a western flair to Old Town.

For the sake of high-quality and consistency of street furnishings and creating the continuous thread look along Scottsdale Road, a new palette of street furnishings is being developed for the Scottsdale Road streetscape in Segment 2 and the other five (5) streetscape segments.

The diverse landscape plantings throughout Segment 2 (downtown) provide a sculptural backdrop that is appealing to both locals and visitors. Desert cactus varieties enhance the old west persona, while hanging baskets or flowers add impulses of bright colors to the streetscape. Most water features are traditional water fountains at the front entrances to shops. Water fountains take up a lot of sidewalk/plaza space. They are often viewed as a high maintenance feature and an excessive use of precious water. The canal at the intersection of Scottsdale Road and Camelback Road is an exciting opportunity to renovate the currently non-operational falls and enhance this area as outdoor gathering space (see additional discussion under Art and Creative Expression later in this master plan).

### Physical Parameters

As Scottsdale Road traverses Segment 2, the street cross section changes dramatically. Upon the approach to either end of Segment 2 (at Earll Drive on the south end and Chaparral on the north end), intersections are wider and three travel lanes are provided in each direction with a center median that is raised and landscaped in some locations and used as a turning lane in others. In the core of Segment 2 (from the vicinity north of Osborn Road where southbound Scottsdale Road intersects with Goldwater Boulevard to Stetson Drive where Drinkwater Boulevard merges with the corridor), intersections become more compact, and the road narrows to two travel lanes in each direction with a center median/turn lane.

The street ROW in Segment 2 ranges from 84 feet to 104 feet, creating constrained conditions in several locations. In some areas, particularly in the core of Segment 2, building faces sit right on the ROW line. The average existing traffic lane width ranges from 11 to 12 feet. The speed limit drops to 25 miles per hour in the Old Town district from Osborn Road to Indian School Road and then increases to 30 miles per hour north of Indian School Road up to Camelback Road where the 40 mph speed limit resumes.

Drinkwater Blvd. and Goldwater Blvd. which run parallel with each other on the east and west side of downtown, accommodate drivers who wish to take a route around Scottsdale Road (Segment 2). Pedestrian and bicycle access currently is not continuous along Scottsdale Road in the vicinity of the couplets. The merging and diverging configurations of the couplets create challenges for pedestrian and bicycle connectivity and mobility. Vehicular movements predominate in these areas and future reconfiguration and/or improvement solutions should examine options for controlled pedestrian and bicycle crossings of the arterials. The design will also need to address the best option for through-movement of bicycles along Scottsdale Road.



*Benches on corners as well as light poles, signs, and statues on corners throughout the Old Town section of Scottsdale can create challenges for pedestrians trying to navigate the corridor*



*Existing stamped pavement at corners and in crosswalks creates an uneven, heavily textured surface that is difficult to walk on and causes undesirable vibration for wheelchair users.*





*Covered walkways provide needed shade during the heat of the day, but are not as inviting to pedestrians at night time unless they are well-lighted*



*The Scottsdale Trolley currently takes riders to a wide variety of locations for free*

As part of the Downtown Circulation Study, an evaluation of potential options for the Drinkwater Blvd. area north of Earll Drive was completed. Several options were analyzed to determine opportunities for strengthening bicycle and pedestrian connectivity through this area. The analysis and schematic options evaluated for this area are provided in Appendix A of the Streetscape Design Guidelines document.

In general, the sidewalks along the Segment 2 are narrow and occasionally have vertical obstacles to negotiate such as utility poles and cabinets. In some areas, sidewalks end abruptly with on-street, angled parking. This situation can jeopardize the safety of pedestrians. The need for careful placement of utility cabinets in downtown warrants special consideration due to the limited space in the ROW and the high attention to aesthetic detail.

In some locations in Segment 2, steep ramps that do not meet ADA standards lead to covered walkways. Much of downtown's sidewalk and crosswalk pavement is colored, stamped concrete to resemble brick paving. While providing an old town charm, the stamped asphalt is bumpy and difficult to walk on.

In addition, its bumpy surface can cause too much vibration for people who travel in wheelchairs. Some of the sidewalks in Segment 2 are concrete with scored joint patterns. While all concrete sidewalks need joints to control expansion and contraction, sidewalks with elaborate scoring patterns also can cause too much vibration for people traveling in wheelchairs, depending on how the joints are designed.

Currently, there are no designated bike lanes on the Segment 2 segment of Scottsdale Road in downtown. Bicyclists choose to either share the road with automobiles or bike on the sidewalks. Cycling on the sidewalks creates potential conflicts with pedestrians and/or drivers that are turning in to and out of driveways and not expecting to encounter a cyclist. Since the average traffic speed on the Segment 2 segment of Scottsdale Road is considerably slower than the rest of road, it may be appropriate for bicyclists to share the right travel lane with motorists, as is done in other downtowns throughout the country and abroad. Bicyclists currently share streets with motorists by riding to the right in travel lanes where dedicated bicycle lanes are not provided. Proposals for either creating dedicated bike lanes or creating widened travel lanes for cyclists and motorists to share will be considered in the design development stage for Phase 2.

In general, lighting in downtown is inadequate for pedestrians. At night, there are several dark areas along pedestrian walkways, including some stretches of Scottsdale Road, as well as other street segments in downtown. downtown has a very active nightlife which attracts thousands of people each year. Also as new residential development is completed, downtown will become more of a place of activity, 24-hours a day, seven days a week. Good illumination is essential for pedestrians to safely navigate between parking

lots and restaurant/bars and between home and work.

Existing light poles with "bird cage" style luminaries add to western-theme streetscape but do not cast enough light on the sidewalks and the timber-style bases take up a lot of room on the already narrow sidewalks. There are also modern style metal light poles along part of Segment 2. There is agreement within the community that the old birdcage style light fixtures need to be replaced.

Lighting under arcades and covered walkways is also inadequate; however, some business owners are adding lights to the canopies as part of their building renovations. Downtown street segments need to be evaluated in more detail to determine specific locations where additional light would improve pedestrian safety and security.

There is an opportunity with this project to select a standard lighting fixture for illuminating covered walkways. This lighting standard would help create a cohesive look throughout Segment 2. Another opportunity is to accentuate plantings and outdoor sculptures in downtown with accent lights.

As with all business districts, parking, especially on-street parking, is a vital commodity. Much of Segment 2 is lined with on-street parking, both parallel and diagonal parking. Parallel on-street parking should be retained and expanded where possible for business vitality. The benefits related to converting diagonal and perpendicular parking to parallel parking for the interest of expanding sidewalks also should be considered. In some cases, parking stalls are directly adjacent to the sidewalk. In constrained areas, drivers sometimes back up onto the sidewalk which puts the safety of pedestrians at risk. Continuing to promote awareness of the off-street parking opportunities throughout Segment 2 will be important.

Alleys in downtown accommodate truck deliveries, garbage storage and pedestrian ways. Design efforts in downtown should look for opportunities to enhance these small scale passages, retaining their function for deliveries and garbage pick-up, but also enhancing their use as pedestrian access ways that increase connectivity throughout downtown.

Part of creating a great street is balancing and accommodating all modes of transportation. Segment 2 already has several public transportation choices. The Downtown Scottsdale Trolley is free and provides service throughout downtown.

Valley Metro's buses serve Downtown Scottsdale. Loloma Transit Center is located in the heart of downtown on 2nd Street between Marshall Way and Goldwater Boulevard and is a transportation hub for the Scottsdale Trolley and Valley Metro buses. Streetscape design in downtown should examine opportunities to strengthen pedestrian and bicyclist connectivity to Loloma Transit Center. Refer to the Downtown Circulation Study, 2006, for additional analysis of Downtown Scottsdale transportation conditions.

## Segment 3 – Resort Corridor

### Overview

Segment 3 is defined by two major elements, the numerous world class resorts, hotels, and spas that reside either along Scottsdale Road or within visual proximity and the Indian Bend Wash that crosses under the road near McCormick Parkway. The unique character of the resort corridor, with expansive green spaces, palms, and water features represents a past (and present) era of Scottsdale reinforcing its longtime reputation as a major resort and golf destination.

The resort corridor spans 5 and one-half miles, beginning at the northern limits of Downtown Scottsdale at Chaparral Road and extending north to Mountain View Road. The segment is the core area for the booming Scottsdale tourist industry. Scottsdale Road acts as a border to the Town of Paradise Valley for the entire length of the segment, although the exact location of the border varies. North of Indian Bend Road, the ROW line acts as the border. Between Indian Bend Road and Jackrabbit Road the border is approximately 600 feet west of Scottsdale Road.

A unique condition exists at Jackrabbit Road, extending south for approximately one quarter of a mile, where Scottsdale Road is entirely within the Town of Paradise Valley. Power lines run along or cross Scottsdale Road throughout most of the segment on the west side interrupting view, increasing the visual clutter, and making pedestrian improvements difficult. The locations of the power lines are described in more detail on page 6 of these guidelines. As part of an effort to reduce this visual clutter along this segment of the corridor, in 2005 approximately two miles of the existing power lines were placed underground between Indian Bend Road and Doubletree Road. A similar effort should be made with the remaining power lines throughout the segment. The entire segment exists completely within the Resort Corridor character area, as defined in the Character/Strategic Planning Summaries.

This stretch of Scottsdale Road is dominated by gated neighborhoods, office complexes, retail clusters with world class restaurants, several internationally known resorts, hotels, and spas and a lush landscape environment. Additionally, Indian Bend Wash bisects the segment, bridged by Scottsdale Road. Sharing a border with the Town of Paradise Valley provides some dissimilarity, such as in the northern section of the segment, where the gated, perimeter walled McCormick Ranch neighborhood with its lush landscaping and golf course sits in stark contrast with the more open, low density, desert landscaped neighborhoods across the road in Paradise Valley. Buildings throughout the segment tend to use a Mediterranean style of architecture. However a few notable buildings have a more contemporary style, such as the Double Tree Resort.

When Scottsdale Road reaches the Indian Bend Wash, the road rises slightly to bridge over the wash, and the lush resort character landscaping

disappears leaving minimal streetscape planting and the more naturalistic and open park appearance of the wash. The slight increase in road elevation and openness of the wash, allows for sweeping views of this natural feature as well as distant views of the McDowell Mountains to the northeast and Camelback Mountain to the southwest. Another unique open space, McCormick-Stillman Rail Road Park, occurs in this segment and is approximately one mile south of the crossing, providing family-oriented activities.

The lush landscape environment of this segment distinguishes it from the rest of the Scottsdale Road corridor. While most of the other segments consist of landscaping which is primarily desert in character, with some exotics such as palms, mixed in, Segment 3 is almost exclusively exotics and desert adapted plants. This gives the segment a very lush, Mediterranean appearance which complements the style of architecture and reinforces the character of the segment. It should be preserved and augmented, further enhancing the resort/tourism character of the segment.

The majority of stormwater flows are directed to a subsurface conveyance system. The impact to drainage occurs when the widening of a sidewalk results in the reduction of an adjacent swale. The designer should evaluate the impact to the system, with respect to the design storm, and modify the swale in a fashion to ensure that flooding of the adjacent sidewalk and property does not occur. Modifications can include city approved depth and side slope changes, as well as finished surface treatments, to control the flow of stormwater surface elevations.

### Physical Parameters

Segment 3 is uniform in its existing roadway section. Throughout most of the segment, the roadway width ranges from 100 to 115 feet, with 10 to 12 foot travel lanes, a planted median varying in width from seven to 24 feet, six inch vertical curbs, and a six (60 foot wide curb-tight sidewalk). The median width is wide enough to support landscaping even at most locations where there are dedicated left turn lanes. The exception is around Lincoln Drive, where there is an at-grade paved median extending 600 feet to the south, and a narrow, five foot wide, raised paved median extending 500 feet to the north. North of Indian Bend Road, there is a 5.5 foot dedicated bicycle lane north to Mountain View Road. At the Lincoln Drive intersection there are dual west bound left turn lanes. The ROW ranges from 120 to 140 feet. The narrowest ROW width exists north of Lincoln Drive, where the eastern ROW is set at the curb line, necessitating either purchasing ROW or dedicating easements to implement proposed improvements. The posted speed limit for this segment is 45 mph.

Sidewalks exist throughout the entire segment providing access to numerous bus stops. They are usually curb-tight and narrow, typically six feet wide. Between Jackrabbit Road and Palo Verde Drive there is a meandering eight foot wide sidewalk. While the sidewalks provide



*The entrance and water feature at the Double Tree Resort*



*Sidewalks are present in Segment 3, but are often narrow with utilities located directly adjacent to them*



*An equestrian trail runs along the east side of the corridor at the intersection of Scottsdale Road and Cactus Road*



*Abrupt sidewalk ending near Sutton Drive disrupts continuous pedestrian circulation*

good north-south circulation, there are few connections to businesses, neighborhoods, parks, and open space corridors. Several minor drainage features cross sidewalks on the west side at the commercial strip north of McDonald Drive and just south of Palo Verde Drive on the west side.

## Segment 4 – Central Corridor

### Overview

At four and one half miles in length, Segment 4 is one of the most eclectic segments within the Scottsdale Road corridor. No one feature defines the segment, but several major elements clearly influence its character. These include: Shea Boulevard business district, Cactus Park and the equestrian trail along Cactus Road, Scottsdale Airport, and Frank Lloyd Wright architecture with the blue spire tower installed in his honor on the southeast corner of Frank Lloyd Wright Boulevard.

Power lines are present along most of the east side of the road, except a one half mile stretch around Cholla Street. Additionally, from Cactus Road north to Frank Lloyd Wright Boulevard the edge of Scottsdale Road corridor is also the border to the City of Phoenix.

Less influential on the segment are the three character areas that Scottsdale Road either borders or bisects. These are the Resort Corridor extending from Segment 3 to Shea Boulevard, Cactus Corridor, from Shea Boulevard to Sweetwater Avenue, and Airpark Park, from Sweetwater Road to Frank Lloyd Wright. This portion of the resort corridor is different from Segment 3 in that it is more commercial and urban and appears as part of the Shea Boulevard business district.

Around Shea Boulevard, the segment is much more urban in character. South of Shea the buildings are set closer to the roadway with parking behind the buildings. There is little or no street edge planting and the distance between the edge of the road and the buildings is typically around 12 feet to 15 feet wide. North of Shea, there are larger retail businesses, which are separated from the street by large parking lots. There is a stronger street edge planting adjacent to these businesses but it remains sporadic, with heavier plating at business entrances.

South of Thunderbird Road, the segment becomes more residential in character with fewer commercial properties. Many of the single family residences are situated on large lots and there are many equestrian properties. An equestrian trail crosses Scottsdale Road at Cactus Road and extends south approximately 1,000 feet on the east side of the road. Landscaping along the street edge remains sparse, but many private properties have landscaping and Cactus Park provides a public open space along this stretch of the segment.

Around the airport, south of Greenway Parkway, the character changes

slightly with larger contemporary office, commercial, and retail buildings that are influenced less by Frank Lloyd Wright and are not as architecturally stylistic. However, contemporary architecture remains the predominant style with stone, metal, glass, tile, and wood being the materials of choice. The landscape is more sparse, with major business entrances being heavily landscaped and little or no streetscape planting in between. Turf is used extensively along this section of the segment.

Between Greenway Parkway and Frank Lloyd Wright Boulevard the segment is defined by large office, retail and commercial buildings, and the Frank Lloyd Wright blue spire. Contemporary southwest architecture is the dominant design style throughout this area and is heavily influenced by architectural principles of Frank Lloyd Wright. Stone, metal, glass, tile, and wood are the most common materials throughout this section. Landscaping in the areas is relatively lush and architectural in nature.

Power lines run along or cross Scottsdale Road throughout most of the segment on the west side increasing the visual clutter and making pedestrian improvements difficult. The locations of the power lines are described in more detail on page 6 of these guidelines. As part of an effort to reduce visual clutter along this corridor, in 2008 approximately one mile of the existing power lines are scheduled to be placed underground between Sweetwater Road and Thunderbird Road. A similar effort should be made with the remaining power lines throughout the segment.

Throughout the segment, the majority of stormwater flows are directed to a subsurface conveyance system. However, in several locations there are swales adjacent to existing sidewalks. If sidewalk improvements result in the reduction of an adjacent swale, the designer will need to evaluate the impact to the system, with respect to the design storm, and modify the swale in a fashion to ensure that flooding of the adjacent sidewalk and property does not occur. Modifications can include city approved depth and side slope changes, as well as finished surface treatments, to control the flow of stormwater surface elevations.

### Physical Parameters

In addition to the eclectic character of the segment, the existing roadway section varies greatly. Throughout the entire segment there are three dedicated travel lanes in each direction. The lane dimension varies with the maximum width of 14 feet in some locations, usually along the outer edge of the road, and a typical lane width of 10 to 12 feet. Medians are located throughout most of the segment between Shea Boulevard and Sweetwater Avenue, and between Sutton Drive and Frank Lloyd Wright Boulevard. There are numerous left turn pockets in all median locations. There are dual left turn lanes at Cactus Road, Greenway Parkway, Kierland Boulevard, and Frank Lloyd Wright Boulevard. Most medians are sparsely planted except around Cactus Park and Kierland Commons. Where the

median is landscaped, the width varies greatly from a minimum width of 10 feet to as wide as 28 feet. South of Shea Boulevard there is an at-grade paved median, which allows for left turns in both directions. Additionally, at most major intersection, as well as many major business entrances, there are dedicated right turn lanes. A six (6)-inch vertical curb exists throughout the segment, and there are dedicated bike lanes. The ROW varies from 105 to 130 feet. The speed limit is typically 45 mph throughout most of the segment with the exception of the area between Mountain View Road and Cholla Street, where the posted speed limit is 35 mph.

Between Cactus Road and Larkspur Drive, there is a 19-foot service road that provides access to eight residential properties. This service road is separated from Scottsdale Road by a five-foot raised, paved median. A similar feature is located just north of Cholla Street for approximately 400 feet and services two private residential properties.

Sidewalks exist throughout most of the segment, but again they are not uniform in width or location. Generally, the sidewalks are curb-tight and between five and eight feet in width. In several locations planting strips exist between the sidewalk and the roadway. These planting strips vary in width from two feet to 10 feet. Most planting strips are located north of Cactus. Between Cactus Road and Jenan Drive, on the west side, there is a 12-foot wide equestrian trail but no sidewalk. On the west side the sidewalk ends abruptly approximately 650 feet south of Sutton Drive. The sidewalk does not begin again until Cactus Road. At the two service roads mentioned above, there are no sidewalks.

## Segment 5 – Northern Corridor

### Overview

District 5 is approximately 5 miles in length and is characterized by its natural and built features. It stretches from Frank Lloyd Wright Boulevard in the south to Happy Valley Road in the north. The western ROW is also the border to the City of Phoenix for the entire length of the road. The road is the western boundary for two character areas, the “Sonoran Regional Core,” which is in the southern portion of the segment from the Central Arizona Project Aqueduct to Thompson Peak Parkway, and “Grayhawk,” which is in the northern portion of the segment from Thompson Peak Parkway to Happy Valley Road, as defined by the Character/Strategic Planning Summaries. Additionally, there is a strong design influence for the DC Ranch character area, located due east of the Grayhawk character area.

The segment is relatively flat with a very open appearance, particularly on the west side of the road where the land within the City of Phoenix is state owned and remains undeveloped. There are views of the McDowell

Mountains to the east and the mountains to the north, but they are far enough away that they do not dominate the visual horizon. Additionally, due to the flatness of the segment, the built environment also limits views toward these mountains. As the City of Phoenix continues to develop the vacant parcels of land, these views, along with the openness of the corridor, will be further diminished. Most of the landscape consists of natural desert material, but is either over planted or not dense enough to be a major element within the streetscape environment.

This stretch of Scottsdale Road is designated as a scenic corridor and is considered compromised/high activity/commercial. Desert landscape setbacks are needed to maintain a sense of openness and to encourage restoration of the scenic desert landscape. Topography should be reshaped to provide a more interesting desert setting. Coordination with the City of Phoenix will be required to implement landscape setbacks on the west side of the road. Additional planning should be implemented, but can be more suburban and structured as indicated in the Scenic Corridor Design Guidelines. However, additional native desert materials should be used and any additions should be based on the requirements in the Environmentally Sensitive Lands Ordinance (ESLO).

Throughout this section, stormwater sheds off the road directly into a series of roadside swales, which in turn enter into several minor washes, as well as the Rawhide Wash. These flow across the road either at grade or through box culverts. As the roadway section is widened and sidewalks are added through pending city projects (see discussion on physical parameters below), the addition of the six (6)-inch vertical curb along the edge of pavement will impede these flows. The designer will have to locate under sidewalk scuppers to pass the road flow runoff into the existing swale system, as well as provide curb depressions, or build bridges, to allow the wash flows to continue across the road. As these project move forward, design solutions will need to be reviewed on a case by case basis. Additionally, a new drainage swale will be installed along the west side of the road, within the City of Phoenix, connecting the Rawhide Wash to storage devices along the canal. Scottsdale will need to coordinate with the City of Phoenix to ensure the design of the swale meets Scenic Corridor Design Guidelines.

Due to the flatness of the segment the significant built features of the segment dominate the views, spanning over and under the roadway and lining the road’s eastern edge. These include the Pima Freeway overpass, the Central Arizona Project Aqueduct, power line corridors, and numerous commercial, retail, residential, and industrial buildings. New development is continuing to take place with a new library, assisted living, and commercial businesses on the old Rawhide site at Pinnacle Peak Road, One Scottsdale between Thompson Peak Parkway and the Pima Freeway, and numerous projects within the City of Phoenix, once they acquire the state owned land. New development will continue to minimize the natural



*The Central Arizona Canal runs through Segment 5, passing under Scottsdale Road*



*Examples of graded shoulder and utility cabinets in Segment 5 and 6*



Several existing concrete paths exist within Segments 5 and 6. Existing concrete should be stained San Diego Buff.



Washes run throughout the area sometimes crossing paths and the roadway

environment and emphasize the importance to maintain easements and setbacks along the road to preserve native plant materials, and create a more organized and structured quality improvements. New development should be encouraged to be contextual, matching the current building trends of Mission, Pueblo, Western Ranch, or Contemporary architectural styles and utilizing current materials such as weathered steel, rusted metal, stucco, adobe brick, natural stone and other local materials.

### Physical Parameters

Currently, the roadway has two distinct section profiles. The southern third, from Frank Lloyd Wright Boulevard to the Thompson Peak Parkway has either recently been widened or is designed to be widened in the near future. This section consists of a 75 foot paved roadway with three 12 foot travel lanes in each direction, a 5.5 foot striped bike lane in each direction, and a 24 foot planted median with left turn pockets. The roadway edge consists of a six inch vertical curb and approximately four foot graded shoulder. The ROW has been adjusted to 150 feet in width. The northern two-thirds of the segment up to Pinnacle Peak Road is planned for widening and currently consists of a 45 to 70 foot paved roadway with two 11 to 12 foot travel lanes in each direction and a paved median of varying width, from 10 to 14 feet. There are no curbs throughout this section and there is a four foot to 10 foot graded shoulder. The ROW varies from 110 to 150 feet. North of Pinnacle Peak Road, the roadway section follows the standards outlined in Segment 6. Setbacks are common throughout the segment, ranging from 50 to 150 feet. The narrowest setback of 50 feet, which is not consistent with the Scenic Corridor Design Guidelines, exists between Adobe Road and Williams Drive. The speed limit between Thompson Peak Parkway and Pinnacle Peak Road is 50 mph. Between Frank Lloyd Wright Boulevard and Thompson Peak Parkway the speed limit is 45 mph.

A few concrete path systems have been developed, but they do not link the segment together. The paths are approximately eight feet wide and constructed of concrete, although there are also a few desired paths have been created by wildlife, hikers, and equestrian users. The major path constructed to date runs between Thompson Peak Parkway and Adobe Road. This path system connects into the Grayhawk neighborhood path system and has a trailhead at the northeast corner of Thompson Peak Parkway and consists of an eight foot wide multi-use concrete path and a stabilized decomposed gravel equestrian trail. The trail connects into an east-west trail along Thompson Peak Parkway and eventually into a trail system along the power line corridor. There is a strong neighborhood connection just south of Deer Valley Road. This type of connectivity should be strongly encouraged.

Expanding the path system throughout the scenic corridor landscape setback on the east side of Scottsdale Road and linking these paths to the

larger regional path and open space system such as the Central Arizona Project (CAP) aqueduct and power line corridors, is an important goal of these guidelines. The challenge will be on the west side of the road, where all land beyond the ROW line is within the City of Phoenix. Additionally, the city will need to work with developers as the area is redeveloped to ensure the principles outlined in these design guidelines, the Scenic Corridor Design Guidelines, and the Scottsdale Trails Master Plan are implemented as outlined in Segment 5 design guidelines and recommended on page 93.

A continuous trail along the east side should be installed as the area is redeveloped by working with developers to dedicate the scenic corridor setback, as has recently been done with the new developments of One Scottsdale and Silverstone at Pinnacle Peak Road. On other remaining undeveloped parcels of land, the city should purchase landscape easements and/or ROW and implement the multi-use path system to connect with the existing Grayhawk path system and Central Arizona Project Aqueduct path. At One Scottsdale, the developer should also be encouraged to provide a multi-use path that connects into the Grayhawk path system and Central Arizona Project (CAP) aqueduct path system currently being developed. All path systems should be developed per the streetscape master plan and Scenic Corridor Design Guidelines, including the provision of paths along both sides of the roadway.

Between Adobe Road and Williams Drive the Scenic Corridor Design Guidelines setbacks and path standards will need to be modified to fit the narrower 50 foot setback. Within this half-mile stretch, it is recommended the path be more linear, running parallel with Scottsdale Road. Planting should continue to follow the recommendations of these design guidelines and the Scenic Corridor Design Guidelines.

## Segment 6 – Desert Foothills Scenic Drive Overview

Segment 6 is the northern-most portion of the Scottsdale Road Corridor and is characterized by its natural and scenic features. As the longest segment of the corridor, it stretches for six and one-half mile from Happy Valley Road in the south to the Carefree Highway and the City Boundary in the north. Scottsdale Road acts as a border to the Town of Carefree for approximately one-half mile at the northern limits and with the City of Phoenix for approximately a mile between Happy Valley Road and Jomax Road in the south. The road bisects two character areas, the Desert Foothills Character Area, which is in the southern portion of the segment from Jomax Road to Dixileta Road/Lone Mountain Road, and the Boulders Character Area, which is in the northern portion of the segment from Dixileta Road/Lone Mountain Road to the city boundary.

The segment is dominated by large master planned communities and a variety of local terrain features, from large mountains to washes. Most of the communities are private with gated entries, perimeter walls and strict deed restrictions. Architectural styles range from Pueblo/Santa Fe to Mediterranean to Western Ranch with a more contemporary architectural style being introduced recently. However, the Pueblo style remains the most common design style throughout the segment. Most buildings are predominantly single story in height and are constructed with a low profile, fitting into the surrounding desert landscape. Many of the single family residences are situated on large lots and there are many equestrian properties. A common thread that runs through all architectural styles and elements within the segment is the use of similar materials such as, weathered and rusted steel and metal, stucco, adobe brick, natural stone and other local materials and construction methods.

A few commercial and retail businesses exist along this stretch of Scottsdale Road and are mainly located in the northern portion of the segment at the intersection of Scottsdale Road and the Carefree Highway. Some additional small scale commercial development is currently being developed at Lone Mountain Road. In support of the Scottsdale's General Plan, resident desires, and the goals of the scenic corridor, no additional commercial or retail development should be incorporated along Scottsdale Road within this segment.

The natural environment is characterized by mountains, sweeping views, and a series of minor washes that run northeast to southwest, either crossing Scottsdale Road on the surface or through large culverts. Large mountains, such as Black Mountain, Lone Mountain, the Boulders, and the McDowell Mountains, dominate northern views. And, as one of the highest points in the Valley, sweeping panoramic views to the south of the entire Valley are omnipresent, with the southern mountain ranges providing a backdrop to Camelback Mountain, the City of Scottsdale and adjacent cities and communities. Maintaining the scenic landscape setback, as proposed, will ensure these views remain unobstructed.

This stretch of Scottsdale Road is designated as a scenic corridor. Desert landscape setbacks have either been implemented or need to be designated to provide a sense of openness, preserve views, and to encourage preservation and restoration of the scenic desert landscape. This portion of the scenic corridor is considered preservable, rural, and low density residential. The entire segment is situated in the ESL area overlay and is considered a Lower and Upper Desert landform. Additionally, this stretch of the roadway is part of the Desert Foothills Scenic Drive. There is an entrance sign and parking area with interpretive signage describing the Sonoran Desert, just south of Jomax Road. Scattered throughout the segment there are simple wood signs identifying signature plant material of the Lower Sonoran Desert. In addition to being part of a scenic corridor system, this stretch of Scottsdale Road is designated the

Desert Foothills Scenic Drive. The Friends of the Scenic Drive, Inc. is an important non-profit educational organization that works with the City of Scottsdale, local businesses, and residents to preserve the character and traditions of the foothills area. They also organize events to promote the scenic drive. Their mission is to minimize the impact of growth in north Scottsdale by leveraging the natural beauty and heritage of the Desert Foothills Scenic Drive to create distinctive roadsides that differentiate the area, enhancing quality of life and tourism.

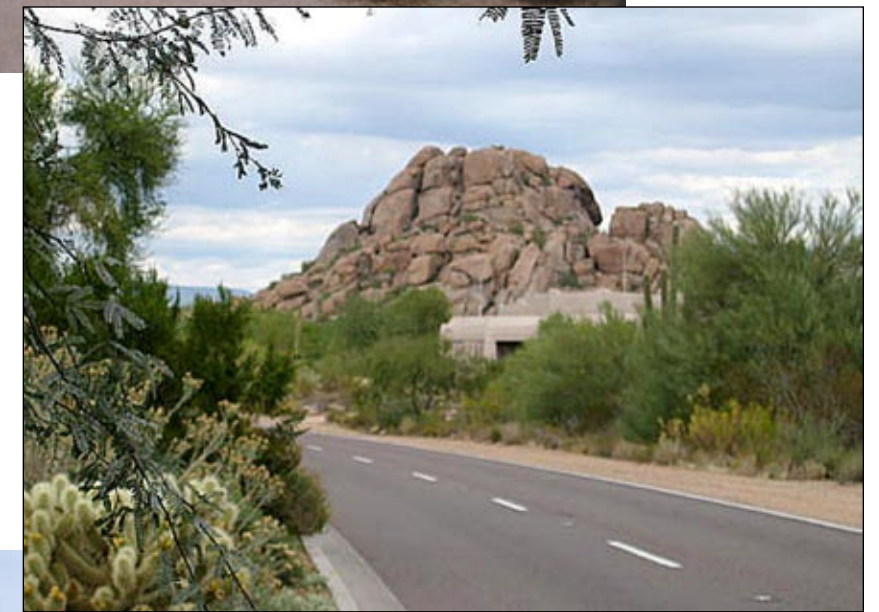
These guidelines are meant to support these goals while linking this segment to the southern segments discussed previously. Improvements in Segment 6 should be minimal and should enhance the desert roadside vegetation and vistas, reduce visual pollution, and preserve the scenic corridor. Developers should be encouraged to develop landscape easements with the city and to implement the guidelines with paths and plantings. The existing landscape is comprised mainly of natural desert materials and any additions must strictly adhere to ESLO requirements.

Throughout this segment Scottsdale Road sheds stormwater runoff directly to roadside swales. With the addition of the proposed 4-inch rolled curb (see design recommendations) along the edge of pavement, the designer will have to locate under sidewalk scuppers to pass the road's runoff into the existing swale system. The designer should evaluate the impact to the system, with respect to the design storm, and modify the swale in a fashion to ensure that flooding of the adjacent sidewalk and property does not occur. Modifications can include city approved depth and side slope changes to control the flow of stormwater surface elevations.

Stormwater flows that travel through small washes typically flow across the at-grade road. Curb depressions will need to be provided allowing wash flows to continue across the road. Note that all crossings need to be evaluated on a case by case basis. Where washes cross the proposed sidewalks, provide an exposed aggregate section in that area of the sidewalk to identify the crossing. Some existing sidewalks have experienced undermining from the wash flows, and the designer should consider this condition and provide structurally adequate free-span sidewalk sections to accommodate the design storm underflow. Additionally, a small stilling area should be installed on the upstream side of the sidewalk to minimize the accumulation of silt on the sidewalks.

### Physical Parameters

Currently, the roadway has two distinct section profiles. The southern two-thirds of the segment consist of a 65 foot to 70 foot paved roadway with two 11 to 12 foot travel lanes in each direction, a five foot striped bike lane in each direction, and a 12 to 14 foot paved median/turn lane. Throughout this area there are no curbs and approximately four to six feet of the shoulder is graded. The ROW varies from 120 feet to 150 feet in width. The northern one-third of the segment consist of a 70 foot to 75



Natural features and paths are visible throughout Segment 6



Existing signage in Segment 6 uses a variety of mediums. Plaster and concrete, and rebar and painted metal are shown in the images on this page for trails and paths. Painted wood signs are used through the Desert Foothills Scenic Drive to highlight botanical names of native vegetation

foot paved roadway with two 11 foot to 12 foot travel lanes and a five foot striped bike lane in each direction, a 24 to 27 foot wide landscaped median with vertical curbs, and vertical curbs on the east side of the roadway. The median has dedicated left turn pockets as well as some stamped asphalt dual left turn lane areas. The ROW is 150 feet. Generous setbacks are common throughout the segment, ranging from 75 feet to over 150 feet. The narrowest setback, which is not consistent with the Scenic Corridor Design Guidelines, exists at the southern limits of the segment for approximately a one-half mile from Jomax Road to Redbird Road. A landscape easement may be required to correct this narrow setback issue. The speed limit throughout the segment is 50 mph. In accordance with the Scenic Corridor Design Guidelines, multi-use paths and trails, located in the scenic setback, will provide for pedestrian movement.

A series of isolated path systems are scattered throughout the segment. The paths are constructed out of either concrete or stabilized decomposed gravel, although some are just desire paths created by wildlife, hikers, and equestrian users. On the west side from the Carefree Highway to Ashler Hills Drive, a 10-foot wide, concrete, meandering path was constructed in conjunction with the Terravita Development and connects into the westbound Brittlebush trail just north of Ashler Hills Drive, for a length of approximately one and one-half miles. A similar path is constructed for approximately one mile on the east side, from the Carefree Highway to Dove Valley Road. Another eight-foot meandering concrete path exists on the west side beginning at Dixileta and extends south for approximately 1,000 feet. There are a series of stabilized trails associated with the Desert Foothills Scenic Drive entrance area, which is a 640 acre parcel recommended to be included in the McDowell Sonoran Preserve. Another stabilized gravel multi-use trail extends north on the east side between Dixileta and Mary Sharon Drive. There are numerous other east-west trails that connect into or cross Scottsdale Road at the following locations.

- Happy Valley Road along the transmission line corridor
- Jomax Road following the wash running to the northeast
- Pinnacle Vista Drive on the east side heading east
- South of Dixileta at Morning Vista Drive on the east side heading east
- Numerous unmarked trails running along washes throughout the segment

Expanding and connecting the path system throughout the scenic corridor landscape setback and linking these trails to the larger regional trail and open space system, such as the McDowell Sonoran Preserve, is an important goal of the design guidelines. On the few remaining undeveloped parcels of land, the city should purchase landscape easements and implement the trails system. If the parcels are planned for development, developers should be required to implement a path system per these design guidelines and the Scenic Corridor Design Guidelines.



### Corridor Opportunities and Challenges

Various opportunities and challenges have been identified for Scottsdale Road based on input from city staff as well as community stakeholders and the public at-large. These are characterized in detail for Segments 1 and 2 in the Existing Conditions Analysis and Public Involvement Summary Report, a separate document. The following is a general summary of the opportunities and challenges pertaining to the corridor overall.

- The corridor is in transition – adjacent land uses and character will be changing over the near term.
- This project provides an important opportunity to create a legacy streetscape for future generations – it should be lasting and sustainable.
- Create “Green Spot” areas, where pedestrian improvements such as shade, furnishings, appropriate levels of lighting, and other comforts and amenities are intensified.
- The numerous driveways and curb cuts pose challenges for pedestrian accessibility and connectivity, as well as bicycle mobility.
- Center median areas provide access to many businesses along the corridor and this access may be critical to their operations.
- The traffic capacity and function of the street as a major arterial create challenging conditions for pedestrians and bicyclists, such as wide intersections that are difficult to cross. However, reconfiguration of intersections will not be a part of Segment 1 and 2 improvements.
- Pedestrian connections to adjacent neighborhoods need to be strengthened.
- There are multiple opportunities to extend and enhance public space adjacent to the ROW.

### Project Goals and Givens

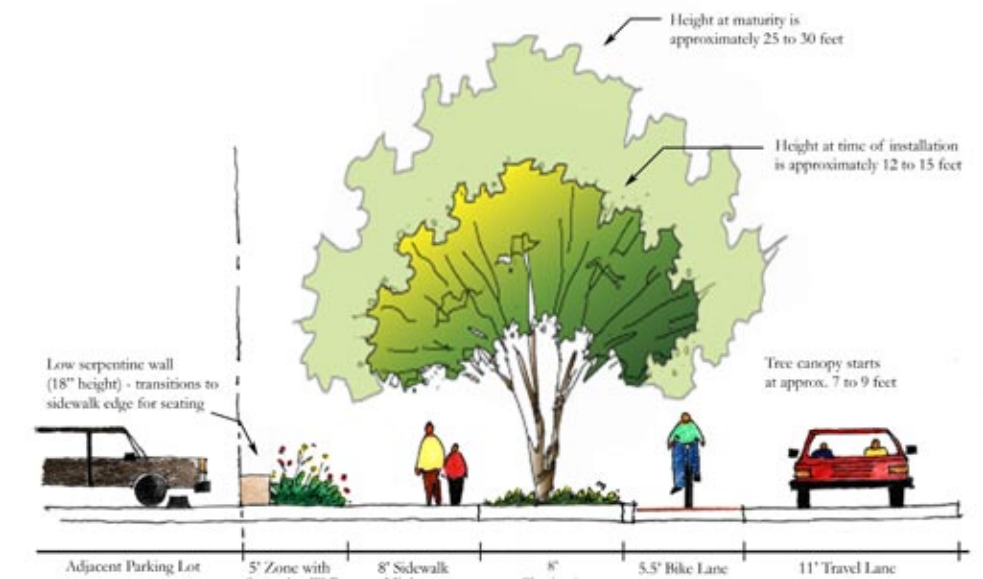
The following primary goals were identified early on in the process of developing these design guidelines.

- Establish an identity and visual character for Scottsdale Road as a signature corridor along its entire length.
- Recognize and strengthen the sense of place of the established unique character areas along Scottsdale Road, while linking each segment to the next adjacent one.

- Challenge the community and adjacent property owners to look beyond the “norm” to achieve a higher level of character and pride along this vital corridor.
- Identify and support ongoing opportunities, both public and private, to realize a vision for Scottsdale Road that will exemplify the community’s values of a signature street.

In addition to these important goals, as well as the overall purpose of the project focused on developing strong character and signature aesthetic, the following overarching project “givens” were established as general parameters for the streetscape design guidelines during the design development process.

- Retain the existing width of the street from curb line to curb line as much as possible throughout the corridor in Segments 1, 2, 3 and 4. In the northern segments, 5 and 6, curbs do not exist in all areas, and the Scenic Corridor Design Guidelines call for a consistent median width of 24 feet, which will require the street cross section to be widened in several areas. (There may not be sufficient ROW on the west side of the roadway to meet this guideline.) The city has also mentioned the desire to increase the road width in Segment 5, up to Dynamite Road, from the current four lanes without a median to six lanes (three in each direction) with a median. This issue is being addressed further as part of the Transportation Master Plan process.
- Provide an eight-foot minimum sidewalk width, increasing the width to greater than eight feet where possible in transit and pedestrian activity areas in Segments 1, 2, 3 and 4. In accordance with the Scenic Corridor Design Guidelines, the path width in Segment 5 should be meandering, eight-foot stabilized decomposed granite path that is integrated with the existing topographic features. The trail width in Segment 6 should be integrated with topographic features, eight feet wide, and constructed of stabilized decomposed granite. In accordance with Scenic Corridor Design Guidelines, if concrete sidewalks are placed within the scenic corridor, they should be constructed of integrally colored ‘San Diego Buff’ (Design Standards and Policy Manual Color number 5237) concrete. Where concrete sidewalks exist within Segments 5 and 6, they should be stained to match the San Diego Buff color.
- Upgrade pedestrian facilities to be in full compliance with Americans with Disabilities Act (ADA) best practice guidelines.

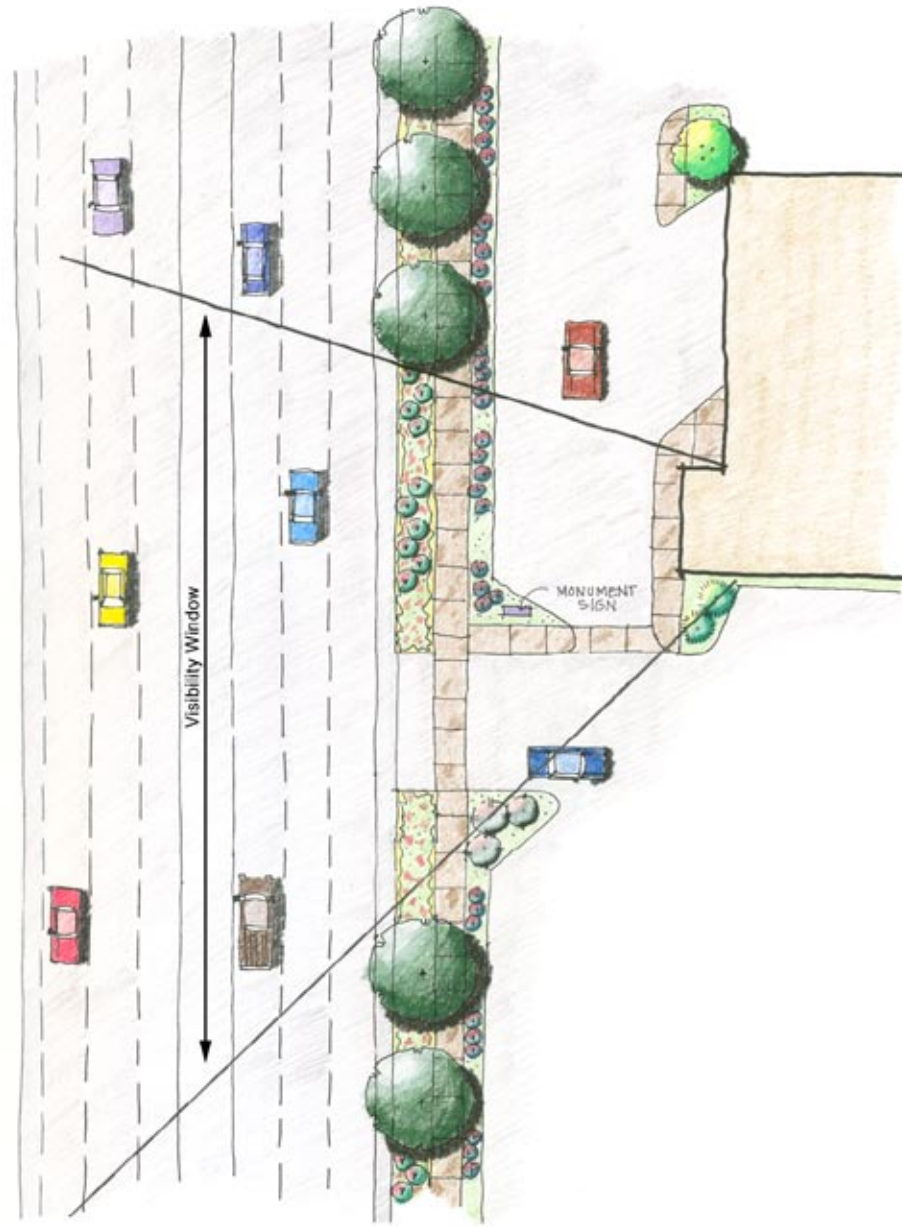


Enhance the corridor with plantings, continuous sidewalks with ample width, and bike lanes



Work with property owners to enhance business frontages along Scottsdale Road, corresponding with design guidelines and recommendations to create continuity along the corridor





The use of visibility windows allows motorists clear views of signs and entrances to businesses



Desert landscape areas such as this provide a unique natural setting along the Scottsdale Road Corridor

- Install bike lanes throughout the corridor in areas where they are not currently available. Ensure that bike lane widths, striping, symbols, and signing are installed in accordance with all applicable standards. In Segment 2, bike lanes may not be installed. Given the lower speed of travel and the more compact, urban form of Downtown, bicyclists may be able to share the right travel lanes with motorists as they do currently.
- Provide multi-use and/or equestrian trails/paths in Segments 5 and 6 per Scenic Corridor Design Guidelines.
- Focus attention to the edges of the street rather than the center. Create enhanced conditions for pedestrians at the sides of the street and intensify improvements in higher activity areas, such as at intersections, transit stops, and adjacent public spaces.
- Where possible, throughout Segments 1, 2, 3 and 4, provide an eight-foot minimum planting space from face of curb to the sidewalk (10-foot minimum in Segments 5 and 6). This landscape buffer is desirable for several reasons:
  - This configuration creates the ability to develop a continuously level and linear sidewalk behind driveway aprons.
  - The width provides adequate space for trees if they are off-set two feet from the sidewalk within that space.
  - This area can serve as a functional zone for elements such as light poles, utility boxes, fire hydrants, and other elements.
  - The buffer provides a strong sense of security and separation from adjacent fast moving motor vehicle traffic for pedestrians.

In Segment 2, sidewalks may not be separated from the curb by a landscaped buffer, but instead be separated by tree wells and grates.

It should be noted that an eight-foot minimum sidewalk width with a five-foot landscaped buffer and bike lanes are required by city design standards for arterial streets. For this project, the five-foot landscape strip has been increased to an eight-foot width as the desirable minimum.

In Segments 5 and 6, the multi-use path should be installed with a minimum width of 10 feet from the edge of the roadway and follow the existing terrain. The path should be located within both the scenic landscape setback and the city ROW. An easement may be required for implementation of the multi-use path.

- Preserve visibility to business signs and provide enhanced pedestrian access to businesses and frontage improvements that blend with existing landscapes while still reinforcing the look of the signature street.
- Improve safety and reduce potential pedestrian/motor vehicle and bicycle/vehicle conflicts through access management techniques such

as driveway sharing between property owners, driveway consolidation (reducing multiple driveways on one parcel to a single driveway), narrowing of wide driveways, and left turn channelization at intersections.

- Retain existing planted medians where possible and expand raised medians where necessary to enhance safety for motorists through clear, channelized traffic movements and access, while at the same time preserving adequate ingress and egress opportunities to businesses.
- Preserve the potential for high capacity transit in the southern segments of the corridor, where appropriate given the pending outcome of the city's Transportation Master Plan currently under development. The design should not preclude the opportunity for light rail transit or other potential high capacity technologies.

Support the Scenic Corridor Design Guidelines in Segment 5 and 6 design guidelines while linking these segments to the southern segments. Improvements in Segments 5 and 6 should be minimal and preserve and reestablish the natural setting through enhanced desert roadside vegetation and vistas, reduced visual pollution, and preservation of the scenic corridor.

- Preserve and restore the natural setting along the scenic corridor from Frank Lloyd Wright Boulevard to Carefree Highway enhancing the visual character of the natural Sonoran Desert setting.

## Creating a Signature Street

What elements will make Scottsdale Road a signature street? What characteristics will make it a distinctive place, a place that will be cherished by the community throughout future generations? The City of Scottsdale and the project design team have carefully contemplated this question and actively sought input from the public to determine what the community would like Scottsdale Road to possess and convey as a signature street. The discussion below describes important objectives, precepts, and guiding principles formulated based on community input for the design of Scottsdale Road. These objectives and principles will ensure Scottsdale Road will become a signature street and legacy corridor of the city.

## Overall Objectives for Scottsdale Road

One of the first influencing factors in the development of overall objectives for Scottsdale Road was the intent and overall purpose of the project as described in the funding programs. The 2000 Bond program was approved for the purpose of accomplishing some specific improvements with the intent of making all of Scottsdale Road a signature streetscape. The actions and improvements funded through the 2000 Bond include modification, restoration, and/or improvement of

landscaping, street hardware, street signs, undergrounding of overhead power lines, development of walkways, trails, transit facilities and public art along Scottsdale Road, and acquisition of scenic areas. These actions will play an important role in the future of Scottsdale Road as a legacy corridor. The federal transportation funding for Segments 1 and 2 was provided to ensure that needed bicycle and pedestrian improvements are installed along Scottsdale Road, further enhancing the corridor as a signature street of the City of Scottsdale. Pedestrian and bicycle enhancements are needed and proposed throughout the entire corridor as part of these design guidelines.

## What Makes a Signature Street?

In his book *Great Streets*, referenced by planners and designers around the world, Allan B. Jacobs recognized the important role of streets in community life. Jacobs described the human and social details that bring streets to life and the need to better leverage our rights-of-way as important public resources. Indeed, street corridors can function as much more than conveyors of traffic and utilities, they can also be attractive, functional, and lively public spaces, cherished by the community. However, the opportunity to reinforce public rights-of-way as important linear spaces that offer a variety of social, civic, and economic benefits can only be realized by careful attention to design detail. When streets are designed to go beyond the utility purpose, they become a “signature” for the city.

In addition to reinforcing the purposes of the project funding, the project team analyzed many signature streets around the world to really understand what makes these streets so cherished and vital as active corridors in their communities. Market Street in San Francisco, with its wide sidewalks, active transit use, and double rows of trees is one of America’s favorite streetscapes. Commonwealth Avenue in Boston is cherished as a cultural spine of the city, home to the annual Boston Marathon. Many European corridors are also model streetscapes because they are places for people – not just places where automobiles move but also places where people move on foot, by bicycle, and while riding on transit.

In the design team’s review of the signature streets of the world, several common, reinforcing characteristics were observed:

- Factors that contribute to creating a memorable, signature street go beyond how a corridor looks. Signature streets are cherished and loved. They intertwine with the history and culture of the community. they tell the story of a community’s past, present, and future.
- Signature streets are active places that attract a mix of travel modes.
- Signature streets reinforce an effective relationship between the public ROW and adjacent private and public properties.

- Signature streets are full of color and life. They fully address the needs of the community.
- Signature streets strengthen economic health as attractive corridors for commerce, encouraging access to businesses by all modes. They enhance the face of all adjacent land uses – businesses, medical and educational facilities, residences, offices, and public and civic places.
- Signature streets are places of celebration at the heart of the community – focal points for parades, open-air markets, festivals, marathons, races, and other special events.
- Signature streets are green. They are often parkways or boulevards lined with legacy trees. Some of the best streets in the world are remembered for their tree canopies and continuous unique landscapes.
- A more recent trend in the development of signature streets relates to the integration of environmentally friendly and sustainable features, such as stormwater runoff reuse and water conservation, the use of recycled and recyclable materials, solar powered lighting, and other environmentally responsible design elements that conserve energy, respond to climate, and provide comfortable and attractive conditions for corridor travelers.

## Guiding Principles

The following guiding principles were developed based on public input and interactions with city staff for the purposes of reinforcing Scottsdale Road as a signature street. These principles were developed to inform development of the design guidelines for the entire corridor.

### Corridor of Light and Shadow

- Engage and interest travelers of the corridor through ephemeral and dynamic experiences that change throughout day and night.
- Infuse colored light at Green Spot areas as appropriate in different segments – consistent with the signature color for each segment.
- Emphasize light and shade/shadow through creative forms of pedestrian scale lighting in Green Spot areas and interesting patterns cast by vertical screens, shade canopies, shelters, and trees. Provide opportunities for pedestrians to interact with light, shade, and shadow as elements of interest and intrigue throughout the corridor.
- Encourage forms of art and creative expression throughout the corridor to follow the theme of light and shadow as an extension of Scottsdale’s cultural arts identity.
- Put the sun to work – create energy through solar power in recognition of the sun’s vital role as an energy resource (transit shelter roof solar panels, solar panels at the bases of lighting elements, etc.).
- Modify existing low pressure sodium (yellow light) street light fixtures



*Camelback Mountain, along with other mountains in the area, serve as distinctive landmarks to help travelers orient themselves along the corridor*



*Girls hold out drinks for runners of the Boston Marathon*



*Pavement etching can be used to introduce streetscape poetics.*

## Scottsdale Road as a Signature Street – Guiding Principles and Considerations for the Overall Corridor

with LED or Induction lighting (white light) to create a distinctive corridor of light in the Valley.

### A Sustainable Streetscape

- Use desert and heat tolerant landscape and hardscape materials; and arid adaptive species.
- Integrate ecologically friendly materials and green practices in the design – use materials that are recycled and/or recyclable.
- Facilitate water conservation and strategic uses and reuses of water and rainwater harvesting.
- See ideas related to the use of solar energy above.
- Emphasize maintainability and longevity – a sustainable streetscape is a lasting streetscape throughout time.

### Context-based Forms and Patterns

- Create design forms and patterns reflective of the Desert Southwest; organic elements of the desert and Scottsdale’s rich cultural and architectural heritage (including styles based on Frank Lloyd Wright and other earlier design influences).
- Base the design of furnishings and streetscape elements on the context of the area, referencing forms and patterns inherent to natural, historical, cultural, and architectural elements of Scottsdale and the surrounding area.

### Form, Line, Color, Texture, Pattern, Scale, Repetition

- Reinforce these basic design principles in the design details of the project. Repetition will create harmony, identity, and continuity. Attention to scale will humanize the design. Form, line, color, texture, and pattern will provide the opportunity to blend design treatments with the context, as well as to create distinctive elements recognizable as being part of a unique design solution.
- The more that forms and patterns are repeated, the more they will be remembered – reinforcing the brand identity of the streetscape and its signature.

### Experience Sequence/Interconnected Hubs

- Provide meaningful experiences for motorists, bicyclists, pedestrians – people traveling at different speeds through the corridor.
- Create pedestrian activity areas – hubs for more intensive, pedestrian-scale and slower speed elements.

- Connect these hubs with threads of continuity in the streetscape design (street trees, pavement patterns, etc.).

### Flexible Median and Edge Treatments

- Use flexibility in applying median and edge treatments to respond to adjacent land uses and access needs.
- Provide strong visual continuity within each segment.
- Repeat elements through entire corridor to reinforce a brand identity and signature streetscape.

### Enhanced Safety, Security, Accessibility, and Connectivity

- Provide continuous bike lanes, except in Downtown where they may not be needed on Scottsdale Road.
- Ensure that accessibility standards and guidelines are met throughout; bring current facilities up to ADA best practices.
- Provide continuous pedestrian travel ways – a minimum of eight-foot wide sidewalks – increasing in width in areas of more intensive pedestrian activity.
- Connect the trail and pathway systems as described in the Scenic Corridor Design Guidelines and the Scottsdale Trails Master Plan.
- Provide pedestrian lighting enhancements in activity hubs (Green Spot areas, transit stops, etc.).
- Strengthen connections to businesses, neighborhoods, paths, and trails.
- Preserve traffic mobility and capacity, while at the same time encouraging motorists to travel at appropriate speeds.
- Reinforce access management and improve safety for pedestrians, bicyclists and motorists through driveway sharing, consolidation, left-turn channelization, and landscaped center medians in some locations.

### Long Term Care

- Recognize that a signature streetscape warrants an extraordinary commitment to long term care and maintenance.
- Keep considerations related to maintainability and sustainability at the forefront of the design to ensure the corridor will be cared for over the long term.

### 25-Mile Celebration

- Ensure that Scottsdale Road becomes more than a street – but also a community event; a catalyst for celebration.
- Program the corridor so that its value and meaning to the community are strengthened.

- Create the 25-Mile Drive – a scenic and cultural tour of Scottsdale by following Scottsdale Road.
- Develop a radio program – keyed to history and activity hubs and potential icons there.
- Provide artifacts, historical plaques, interpretive elements and other features at Green Spots that tell the story of Scottsdale along Scottsdale Road – key intersections could commemorate key historic events.
- Allow the corridor to be a home for more events, parades, open air festivals and markets, bicycle races/criterion, etc.
- Host a marathon – the overall length of Scottsdale Road is well suited to this idea!

## Signature Streetscape Patterns, Colors, and Materials

A key element of the streetscape design, specifically proposed for the purpose of building brand identity and creating a signature street, is the design and selection of specific colors, patterns, and low wall construction materials for each district. All patterns, colors, and materials were selected and grouped together based on how well they blend with each other and how applicable they are to the specific context of the segment where they are assigned. Specific low seating wall materials and construction techniques were selected for each segment based on other similar types of materials found in that segment. The graphics on this page and the following pages illustrate the selected palette of patterns, colors, and materials for the six districts of the color.

## The Sequence of Experience

The overall experience of Scottsdale Road will be a sequence of events or moments threaded together by a continuous streetscape. Todd Bressi’s comments from the Scottsdale Road Charrette summary document speak to the importance of creating this sequence of experiences correlated to the different speeds of corridor travelers:

*“In an unfolding sequence of experiences...continuity and contrast can be considered in the design of the street in terms of its visual character and spatial quality.”*

All travelers should be able to experience the unique character and signature features of the corridor while traveling at their respective speeds. It is the rare traveler who will experience Scottsdale Road all at once, so the streetscape design should be recognizable to travelers along various stretches as a system or family of elements and treatments that are parts of a whole.

The moments or pauses along the corridor will include major public art pieces and Green Spot treatment areas at intersections. The notion of reinforcing a continuous thread along the corridor will occur through a strong linear streetscape that includes the family of furnishings and elements following specific repeated patterns and forms (but tailored to each segment), as well as a repeated street tree (within each segment) with memorable form and other continuous elements such as the proposed mile and half-mile markers.

Segments 1 through 4 will each have their own signature street tree and linear planting palette to reinforce the continuous thread. In Segments 5 and 6, the continuation of the linear natural landscape supplemented with desert natives along the streetscape will reinforce this sense of continuity. The continuous thread will tie together the Green Spots. Green Spot areas themselves also will be a part of the continuous thread in that they will be repetitive elements throughout the overall Scottsdale Road corridor.

In Segments 1 through 4 the more formal linear streetscape plantings will provide the continuous thread that ties together the more organic and informally planted Green Spot areas. In Segments 5 and 6 this approach will juxtapose with the natural landscape stretching between Green Spots and with formal rhythms and patterns of plantings and elements in the Green Spot areas. The continuous thread streetscape in Segments 5 and 6 will follow the landscape principles outlined in the Scenic Corridor Design Guidelines, encompassing a 100-foot wide edge along each side of the street as the setback area. Paths and trails that are integrated with the existing topographic features will intermingle with the supplemented natural landscape in these zones.

## Elements of Continuity and Elements of Distinction

Various elements of continuity will create the continuous threads that tie together the special experiences and events of the corridor. Elements of distinction throughout the corridor will respond to the unique conditions of each segment and its neighborhoods and cultural characteristics.

### Elements of Continuity

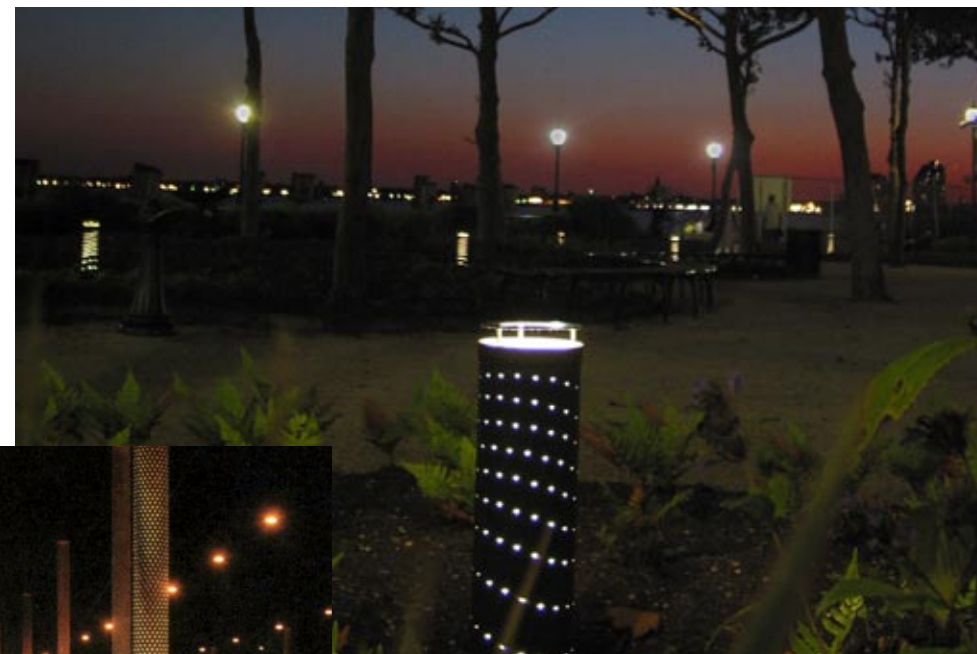
- Continuous thread landscape palettes for each segment.
- Continuous, direct sidewalks on both sides of the street, eight feet wide minimum, separated from the curb by eight feet of planting buffer, in Segments 1 through 4. In much of Segment 2, wider sidewalks will be provided in lieu of planting strips to increase pedestrian capacity. In these areas, trees can be placed in tree grates in order to provide shade and a green edge along Segment 2 while also maximizing sidewalk capacity.
- Continuous paths and trails that integrate with topography within the



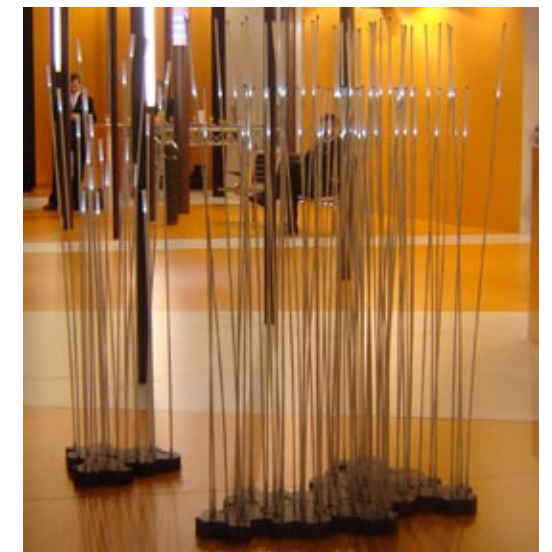
*In-ground lighting can add a dramatic and fun effect to plazas, streets, sidewalks, and paths.*



*Use light to accent features of the corridor.*



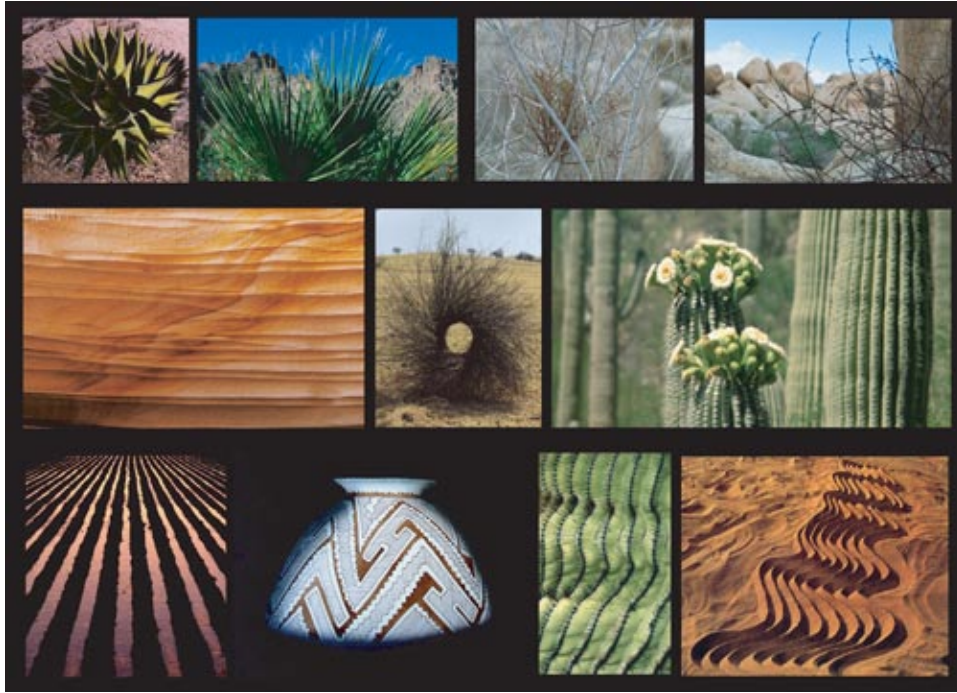
*Light bollards (above) are similar to light pole wraps (left) and would follow the signature patterns for steel cut-outs for the individual segments*



*LED lights can take a number of forms such as these grass like lights*



*Modify existing street light fixtures to create a distinctive corridor of light in the Valley*



*Patterns found throughout the Desert Southwest have provided contextual reference for these design guidelines*

100-foot-setback zone on both sides of the road corridor in the scenic corridor (Segments 5 and 6), except for areas already developed, which will be treated similarly to Segments 1 through 4 above.

- Continuous bike lanes – striped and stenciled per applicable standards (bike lanes in Segment 2 are still being discussed).
- Repetitious Green Spot areas at mile and half-mile intersections (with repetitive design elements that are distinctive per segment; some variation between treatments at primary Green Spot areas vs. secondary Green Spot areas) in Segments 1, 3 and 4; Green Spot areas in Segments 5 and 6 will take on a different rhythm, appearing only in existing crossing areas and other logical locations; all of Segment 2 – Downtown – will warrant Green Spot-level treatments, so these will not necessarily be limited to mile and half-mile intersections.
- Mile and half-mile markers throughout the entire corridor where appropriate.
- Wayfinding signs and business signs (for those to be relocated and/or replaced).
- Art plinths and low walls for seating and space definition – it is envisioned that these plinths would be used for temporary art display

typically in secondary Green Spot areas along the corridor. The art plinths are designed to coordinate with low wall seating.

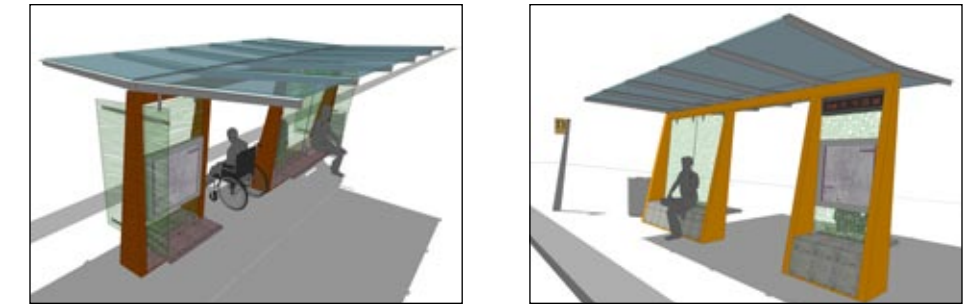
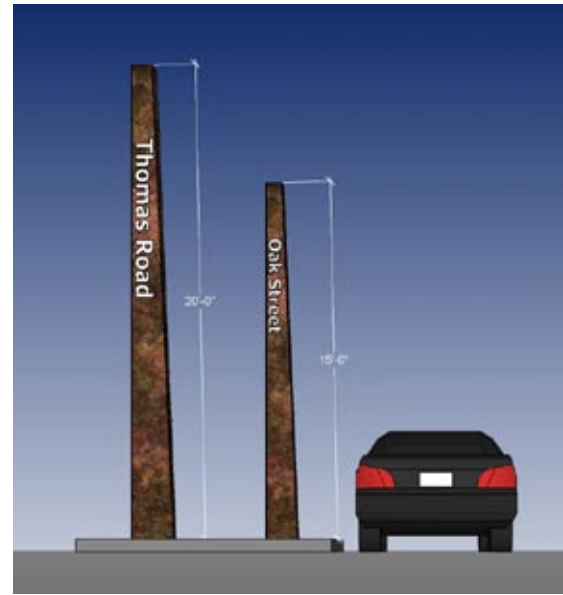
- Specialty paving treatments in Green Spot areas (but colors and configurations would change per segment); each segment may emphasize its signature color through pavement or other streetscape treatments.
- Streetscape furnishing styles (but colors and patterns will change per segment).
- Pedestrian scale lighting (but approaches will change in each segment and perhaps within each segment).
- Transit stops – general kit of parts approach to the architecture, but shelter designs could have slight variations in materials/shapes to respond to different segments.
- Other elements that convey the sense of a continuous thread throughout the corridor such as:
  - Street light and traffic light poles and utility boxes, poles and fixtures should be painted in a consistent understated earth tone color (with the intent that they would be less discernible within the viewscape of the corridor). The use of the Western Reserve color designated for the Desert Foothills Scenic Drive is recommended for use on all light poles and utility fixtures/elements throughout all of Scottsdale Road. This color blends well with the surrounding context in all types of settings, from natural to urban, and the use of a single color throughout all of Scottsdale Road will help reinforce the continuous sense of the signature streetscape.
  - In some segments it may be desirable to replace the street light poles for more consistency so a continuous style is provided throughout the segment (cost permitting).
  - The existing low pressure sodium light fixtures (yellow light) should be replaced with white light fixture creating a higher quality of light and distinctive corridor of cool light at night also resulting in potential energy savings.
  - Colored, textured pavement should be provided in the access medians with a continuous pattern throughout all of Scottsdale Road. (The pattern identified as Ashlar Slate, or equal, would be particularly well suited for use throughout the corridor due to its high texture and random design pattern that would blend with many different styles. A color similar to San Diego Buff or equal is recommended, creating a continuous central color throughout the entire corridor. This color is distinctive enough to contrast well with the adjacent asphalt, while at the same time subtly blend with the context of all segments throughout the corridor.)



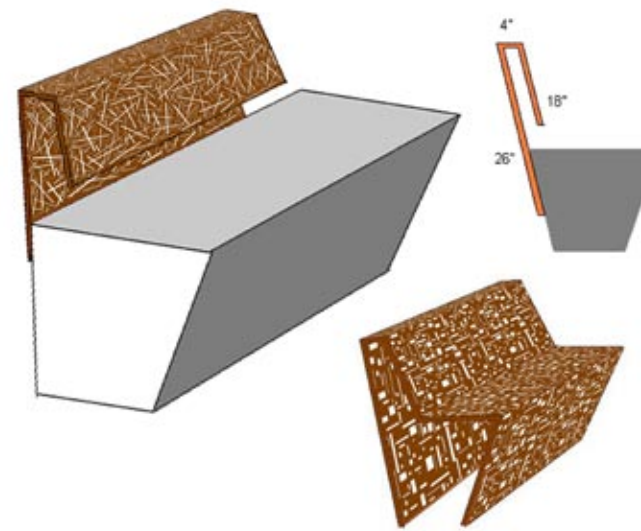
*Green Spot areas, like this one (above) envisioned for the corner of Thomas Road, create a space for pedestrian pause and activity*

- Crosswalk treatments – patterns that blend with the signature pattern of each segment are recommended in general throughout the corridor, except where the artistic approach of color field painting is implemented. The patterns similar to signature patterns could be created through the use of sandblasting or waterblasting techniques on poured concrete crossings, stencils or painting, or other approaches.

*Mile and half-mile markers along the corridor will provide information and reinforce identity and continuity in all segments where appropriate*



*Transit stops will look similar, integrating the signature patterns, textures, and colors distinctive to each segment*



*“Folded” metal benches create a unique signature element for each segment*



*“Ashlar slate” (pictured above) would create a distinctive look against adjacent asphalt to define the median in driveable areas*



*Wayfinding signage can also be used to hide utility boxes along the corridor*

*Crosswalks are a great place to add patterns that coordinate with the signature segments or the color field painting as recommended by artist Buster Simpson*



## Elements of Distinction

- Major public artworks – each major piece of art should be unique, but there is some interest in locating these at regular intervals within the corridor, such as at every mile; the art pieces could then become wayfinding tools (i.e. “Meet me at the Orchard Plaza” or the “Sun and the Moon”).
- Green Spot areas should have consistent elements within each segment (i.e. signature colors, patterns, and materials), but they should also have distinctive elements within each segment and at each location, such as temporary artworks placed on the plinths and interpretive elements, artifacts that celebrate the specific history related to that particular location, and distinctive forms of pedestrian accent lighting.
- Interpretive elements and artworks in each Green Spot should respond to the surrounding context, neighborhood characteristics and historic events pertinent to that specific location.
- Each segment should have its own distinctive accent color, pattern, and material for low wall seating.

### Segment 1 – Southern Gateway



Rivulets



Arroyo Blue



Custom Seatwall Material - Stratified Concrete

### Segment 2 – Downtown



Homestead

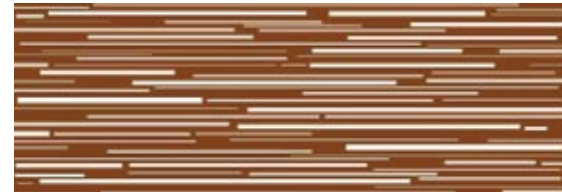


Earthtone Red



Smooth Stucco Finish

### Segment 3 – Resort Corridor



Distant Mesa

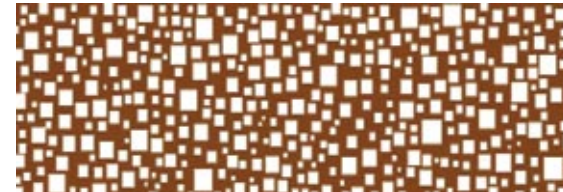


Light Desert Green



Dry Laid Sandstone

### Segment 4 – Central Corridor



Dry Wash

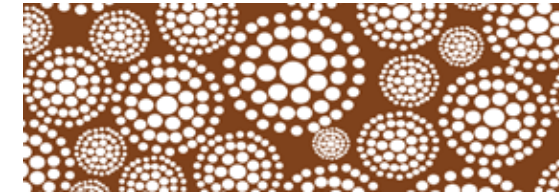


Taliesin Rusted Red



Taliesin Stone Wall

### Segment 5 – Northern Corridor



Desert Bloom



Sandstone



Quartz Stone

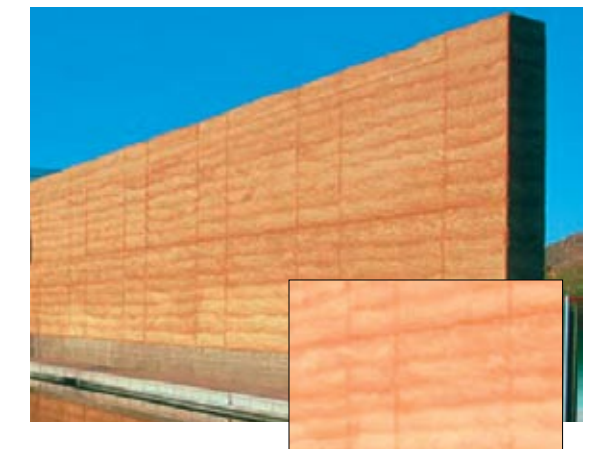
### Segment 6 – Desert Foothills Scenic Drive



Mesquite Bosque



Western Reserve



Rammed Earth



Primary Green Spot planting section

## The “Green Spot” Concept

Much like the pattern of arroyos, desert washes, and riparian corridors, the Green Spot areas along Scottsdale Road will provide intermittent green splashes of refuge and respite for pedestrians. Within these areas the level of improvements will intensify and there will be more focus on pedestrian scale. Improvements such as pedestrian lighting appropriate for each segment (including creative forms of accent lighting in the form of bollards, ground lighting, LED lights, fiber-optic, colored lighting, hanging lights, and other techniques), special paving patterns (using smooth colored and sand or water blasted textures with minimal joints), more intensive and colorful plantings, furnishings and other elements will make the statement that these areas are for pedestrian comfort and enjoyment. Interpretive elements and new artifacts in low walls and pavement, temporary artwork, historic plaques and other elements will also enrich these areas.

Two types of Green Spot areas are envisioned for the corridor: Primary Green Spot areas and secondary Green Spot areas. Primary and secondary Green Spot areas will follow specific, distinctive planting palettes within each segment. Each Green Spot area will contain similar elements (see list below) and unique elements. The signature color, pattern and

low wall material for the segment will be prevalent in all Green Spot areas. Proposed Green Spot locations, generally at mile and half mile intersections, are shown on the graphic display sheets for each segment.

All of Segment 2 (Downtown) should be treated as an intensive pedestrian activity area, with Green Spot treatments provided throughout Downtown where space allows, and definitely at the designated mile and half-mile intersection locations.

The Green Spot concept will be modified in Segments 5 and 6 to compliment the natural features of the scenic corridor and while still increasing the levels of improvements with a focus on pedestrian comfort. Several of the Green Spot treatments utilized in Segments 1, 3, and 4 will be modified or no longer used in Segments 5 and 6 for a more subtle approach to these unique areas and to make them less urban. Shade structures, benches, and metal panels will only be used in conjunction with existing utility infrastructure such as traffic cabinets. Planting enhancements will be minimal, increasing the existing plant density by a factor of 1.5 (Example: If there are 10 plants in a 100 square foot area existing around a Green Spot, the planting would be enhanced to include 15 plants in the same 100 square feet).

All Green Spot areas in Segments 1, 3, and 4 will include:

- Intensified plantings/landscaping including larger heritage trees where space is available
- Streetscape furnishings – low seating walls
- Pedestrian scale lighting and colored lighting accents as appropriate for each segment
- Accent paving (with colored lithocrete, water and/or sand blasted finishes)
- Water reuse, permeable pavement, solar panels, recycled materials, and other elements where feasible to demonstrate sustainability principles in the landscape
- Interpretive and historic elements that tell the story of Scottsdale Road (bronze insets, plaques, imprints and new artifacts in paving and/or walls; references and interactions with the SRP line; etc.)



Green Spot areas along the corridor will create a space for pedestrians to rest and take in their surroundings



Lithocrete - concrete seeded with recycled glass - creates a unique effect that can represent a number of things. Colors will match the signature color of the segment



Primary Green Spot areas will also include:

- Pedestrian light pole wraps
- Shade structures on some corners

Secondary Green Spot areas will also include:

- Temporary art plinths
- Lower bollard lights similar to pole wraps and other creative forms of pedestrian lighting (as described above)

## Design Guidelines for the Overall Corridor

### Corridor Mobility and Accessibility/ Streetscape Geometry

The recommended geometry for Scottsdale Road, which varies throughout the corridor in some respects but is similar in others, is shown in the recommendations for each segment. In general, the recommended cross sections were developed to minimize impacts to existing curb as much as possible throughout Segments 1, 3 and 4. For the most part, the recommended geometry will result in narrower travel lanes and median lane widths in order to transfer that space for use in bike lanes, and in some cases widening of sidewalks (although this would require relocation of curbs, which may be cost-prohibitive in some areas).

In Segment 2, the streetscape geometry is influenced by several existing and future conditions, some of which revolve around complex issues that are yet to be resolved. In many locations, unorganized and unauthorized parallel and diagonal parking spaces impact a continuous sidewalk and curb line. In general throughout Segment 2, it would be highly desirable to increase sidewalk capacity and pedestrian accessibility and safety. Additional curb extensions at intersections would greatly improve pedestrian visibility and help to calm traffic through Downtown. For these reasons, it is anticipated most of the existing curbs will need to be reconstructed to establish a more consistent sidewalk corridor and more clearly defined pedestrian travel ways and parking spaces. Another influence on streetscape design in Segment 2 is the need to determine the most desirable long-term traffic lane configuration.

Potential long-term policies for Downtown transportation and circulation are being examined in the Transportation Master Plan. There is a need to preserve access to Downtown through the development of a stronger transportation network and grid that serves all travelers (motorists, pedestrians, bicyclists, and transit). There is also an opportunity to continue to create a more pedestrian-friendly Downtown

by reducing the speeds of through-traffic and continuing to encourage through-traffic to use the couplet system as an express route around Downtown.

Concepts outlined in the 2006 Downtown Circulation Study show various opportunities for creating a more pedestrian-friendly Downtown. For example, sidewalk capacity can be increased at intersections and east-west circulation throughout Downtown can be encouraged by reducing the number of left-turn pockets. Another example shows how excessively wide parking bays can be reduced with space given over to increase pedestrian accessibility and mobility through wider sidewalks.

In Segments 5 and 6, the recommended streetscape geometry of the Scenic Corridor Design Guidelines will be implemented over time. In Segment 5 the roadway section width will be increased from the current four travel lanes and a center median/lane to six travel lanes and a 24-foot center median/lane with vertical curb and bike lanes. In Segment 6, the section of four travel lanes with a 24-foot center median will be retained. In some areas, the current median will need to be widened because it is narrower than 24 feet and bike lanes are needed in some areas as well.

Design guidelines related to various components of the streetscape geometry are provided later in this document.

### Pedestrian Sidewalks, Paths, Corridors, and Activity Areas

Recommended sidewalk dimensions vary throughout the corridor. For Segments 1, 3 and 4, a typical eight-foot grid is recommended between the curb and the ROW line on each side of the corridor. This approach establishes a suitable grid for an eight-foot minimum sidewalk width and an eight-foot minimum planter space adjacent to the curb, as well as for tree wells and grates (four-foot by eight-foot) where needed.

For Segment 2, Downtown, sidewalk width and capacity at intersections corners should be maximized as much as possible. A 10-foot minimum width is the recommended minimum width from building face to face of curb, with 14 feet as the desirable minimum. It is recognized that the space within the ROW and from building face to curb line is constrained in Downtown, so the intent will be to maximize sidewalk space where possible.

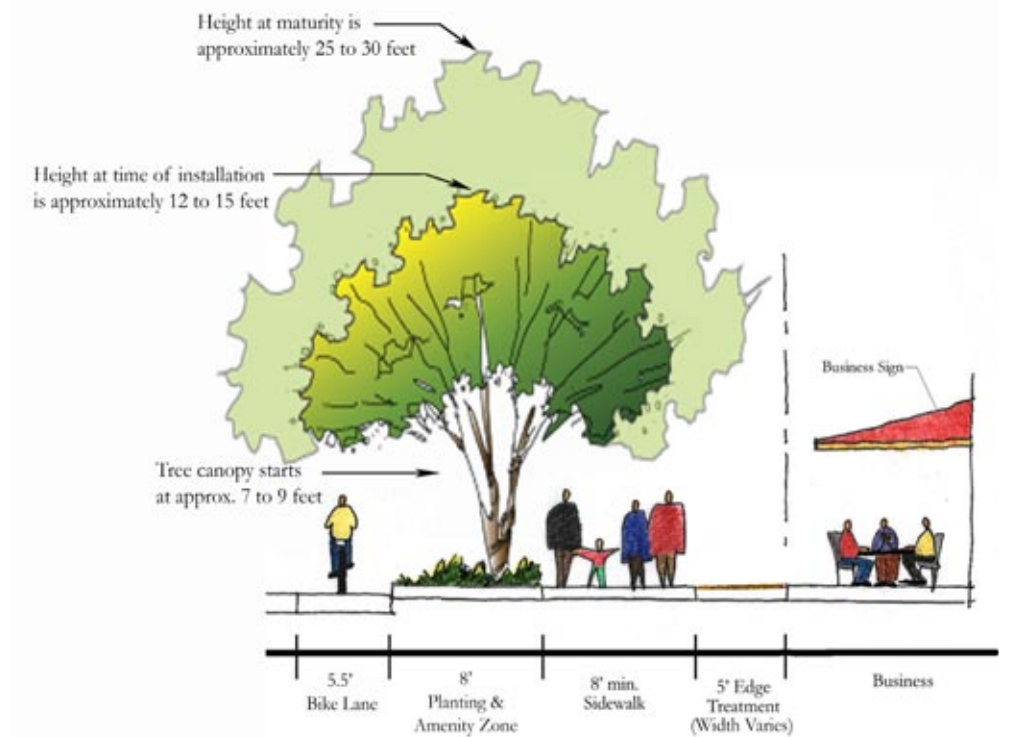
In Segments 5 and 6, the Scenic Corridor Design Guidelines call for a 100-foot landscaped setback area from the ROW along both sides of the corridor. Within this setback area, a minimum eight-foot wide path integrated with topographic features is proposed for Segments 5 and 6. (If a path is provided on both sides of Scottsdale Road, the path can be eight-feet in width.) The Scenic Corridor Design Guidelines recommend that the path be separated from the street by a minimum of 10 feet and a maximum of 75 feet. In some areas (high activity/commercial character



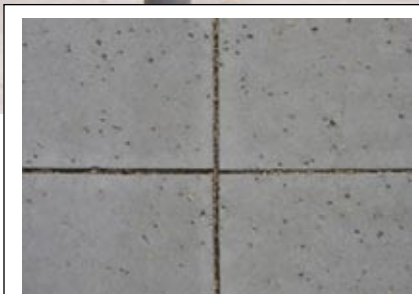
Larger sidewalk areas around bus stops create a better flow to allow pedestrians to move more comfortably along the corridor



Paths in the Desert Foothill Scenic Drive area are very accessible and wind through the desert landscape



The corridor should be accessible to many modes of transportation and easy to move around in



*Saw-cut control joints leave a clean finished edge to the concrete*

*Sidewalks and paths will be Portland cement concrete with no color except for in Green Spot areas where lithocrete accents will be added*

areas) this path is paved in concrete, but in other areas (rural/preservation character areas), the path is stabilized decomposed granite (compacted to provide a firm, stable surface in compliance with ADA best practices). The intent for the Scenic Corridor is to blend features with the natural environment as much as possible, so it is most desirable for the path to be surfaced in stabilized decomposed granite, particularly in Segment 6; where appropriate, concrete can be used in other areas and should be stained San Diego Buff.

In high-activity/commercial areas, when the path in the scenic corridor is paved, a separate four-foot wide equestrian trail/path is recommended within the setback area. Segment 5 should have a minimum eight-foot concrete shared use path along both sides of Scottsdale Road. If the path is only provided on one side of Scottsdale Road, it should be a minimum width of 10-feet. In Segment 6, when the path is stabilized decomposed granite, it should be a minimum of eight feet wide to accommodate shared use by pedestrians and equestrians. A continuous equestrian travel way is needed north-south along the corridor, with east-west crossings across Scottsdale Road in specific locations (see Design Recommendations).

There may be areas in Segment 5 where application of the eight-foot grid proposed for Segments 1, 3, and 4 would be appropriate. For example, in the vicinity of the Loop 101/Pima Freeway, commercial development exists on both sides of the corridor including the west side in the City of Phoenix, but in some areas no sidewalks exist. It may be appropriate to include the eight-foot sidewalk grid in these commercial areas.

In the Scenic Corridor Design Guidelines, if new segments of concrete paths are installed, they should be integrally colored, (San Diego Buff color manufactured by Davis Colors, <http://www.davis.colors.com/>, or equal). Existing segments of concrete path could be stained to match where appropriate. In Segments 5 and 6, in order to preserve the scenic desert setting, new segments of path should be surfaced with stabilized decomposed granite as an alternative to paving, as discussed above. Where appropriate, concrete can be used and should be stained San Diego Buff.

Control joints (saw-cut to create a clean, smooth finish with a minimal gap) should be provided at no greater than eight-foot on-center intervals. Expansion joints, as required for concrete paving, should be provided at maximum eight-foot on-center intervals. The saw-cut control joints are preferred because they will be understated and barely discernible to the eye, and the proposed narrow saw-cut joint treatment will ensure that no bump or change in grade is physically discernible. As such, this surfacing treatment is the most universally accessible approach to sidewalk paving.

A four-foot square joint pattern will be used along the SkySong frontage since the sidewalk in that location is 12 feet compared to the eight-foot wide sidewalk in other areas of Segment 1. It may be appropriate to

convert to a four-foot square grid in other areas of the corridor where sidewalk widths are 12 feet, such as in some areas of Segment 2.

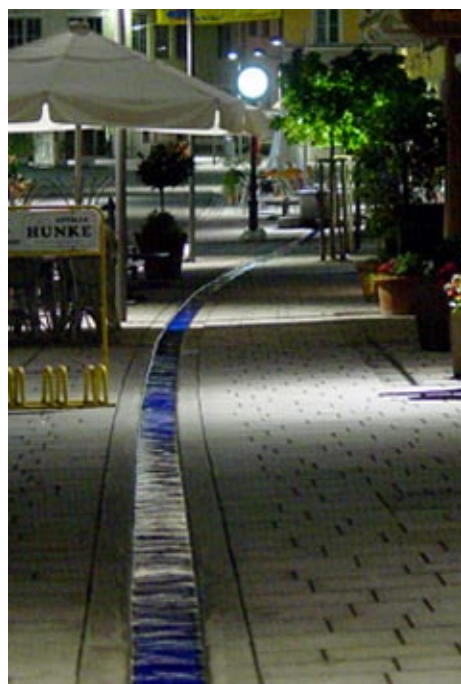
Sidewalk areas in general along the corridor will be standard Portland cement concrete material with a light broom, non-slip finish. In general throughout Segments 1 through 4, no color additives are envisioned due to concerns about later patching and replacement of colored sidewalks and the challenge of being able to match hues and tones that have faded over time. In Segments 5 and 6, the Scenic Corridor Design Guidelines recommend the use of San Diego Buff or equal whenever concrete pathway surfacing is used. In Segment 5 there are several locations where concrete paths and sidewalks have been introduced. The intent for Segment 6, however, is to preserve as much of the natural setting along the roadway as possible. As such, the use of stabilized decomposed granite is required for new paths in Segment 6.

Smooth specialty paving materials with minimal joints will be introduced in the Green Spot areas to bring distinction to those pedestrian activity zones. Treatments such as lithocrete, sand blasting and water blasting, and colored concrete accent paving are envisioned for these areas. Lithocrete comes in a number of color choices. For example, since the signature color for Segment 1 is Arroyo Blue, blue lithocrete tones will be used in Green Spot areas in this segment. Other lithocrete colors matching the signature colors of each segment can be used in Green Spot areas and pedestrian activity areas of Segments 2 through 6.

New artifacts, such as engravings or imprints in the pavement, bronze insets and other treatments will be added to Green Spot areas to interpret the stories of Scottsdale's past, present, and future. For example, in Segment 1, potential stories to be interpreted, commemorated or reflected in the streetscape include the early ranch houses and early residential development in this area of Scottsdale, water themes related to the SRP lateral and standpipes as well as the proximity of the Salt River. The theme of water as a reference element for streetscape design is well suited to Segment 1 due to these existing conditions. The use of the blue lithocrete for pavement accents in Green Spot areas is consistent with this theme and other potential design references to water will continue to be explored.

In other parts of the corridor, there are other stories to be told that also can be interpreted through elements in the streetscape. For example, sheep hooves (in a herding pattern) could be imprinted in the concrete at a specific location of the sidewalk to commemorate the sheep runs that used to follow the route in the early 1900s. Yet another possibility is to use script in the pavement to delineate city edges and boundaries, such as the boundary between Scottsdale and Paradise Valley in Segment 3. Of course, utmost care would be applied in locating imprints or insets to ensure that these elements do not affect the pedestrian accessible route of travel.

Another idea that has been mentioned multiple times during the



*A ribbon is imbedded in the sidewalk to guide pedestrians through the experience*



*Medallions, insets, or imprints can help tell a story as people move along the corridor*

master planning and design process is the idea of creating a more literal continuous thread for the entire length of Scottsdale Road that would be discernible to travelers as they encounter various segments of the corridor. The thread could be conveyed abstractly, taking on different forms throughout the entire corridor. For example, the line of sheep hoof prints could become part of the thread at that location. In other areas, the thread might be a line of engraved words in the paving telling a story about Scottsdale or it might become a band of color, pavers, or inset blocks. In Segment 3, the history of the old resorts could be told. In Segment 4, important aspects related to the Shea Boulevard business district/community hub, the Cactus neighborhood horse community, and Frank Lloyd Wright could be highlighted. Segment 5 may be another appropriate stretch of the corridor to emphasize the theme of “Energy and Water in the Desert” with the presence of the Central Arizona Project canal and the large scale power lines. Segment 6 would be an appropriate location to highlight themes related to sustainability and the natural desert environment, including the continued provision of botanical names of native plants. It may also be appropriate to address equestrian and rural themes in Segment 6.

In addition to the continuous north-south sidewalk corridors on each side of Scottsdale Road, the design proposes extensions of pedestrian connections east-west to adjacent businesses, neighborhoods, and properties. In many cases, pedestrian sidewalks to businesses already exist and will just need to be reconnected to the new sidewalk layout. In other cases, no pedestrian connections exist currently and further analysis in final design should determine the best potential locations for these.

Detailed topographic/horizontal survey showing locations of grades and utilities in the corridor should be completed as part of the design process to inform the best locations for sidewalk layout and connections. Also, additional coordination with property owners should be provided to confirm where new sidewalk connections are desired from the perspective of the property owner.

### **Bike Lanes**

Bike lanes added to the corridor with future improvement projects should generally provide a minimum lane width of five and one-half feet adjacent to the curb and gutter pan, resulting in a rideable space of four feet, consistent with generally accepted design guidelines. Where the bike lane separates from the street curb (at right turn lanes for example), a minimum four-foot wide space should be provided between the white stripe lines. Proposed bike lane striping and stenciling shall comply with applicable standards. An eight-inch wide white stripe is recommended to clearly delineate the bike lane from the vehicle travel lane and to heighten visibility of the bike lane.

It is recommended that the use of colored bike lanes be considered for

segments of the corridor, particularly in areas where there are more frequent conflicting travel paths between vehicles and bicyclists like in Segment 2 (such as at intersections where there are right turn pockets and through the couplet transition zones).

The City of Scottsdale may be conducting a future demonstration project using colored bike lanes. Further analysis will be necessary to determine the feasibility of using colored lanes in these areas or other areas of the corridor beyond certain intersections and the couplet transition area. The color choice would be made at that future time.

A study conducted by the City of Portland related to their blue bike lane program (which focuses on the use of blue colored bike lanes and special signage at intersections) resulted in the following findings:

- Statistical increase in frequency of motorists yielding to cyclists
- Statistical increase in frequency of motorists appearing to look for cyclists before crossing the bike lane on approach to intersections
- Motorists modified their behavior by slowing more often
- Decreased number of bicycle/vehicle conflicts

Multiple studies in Europe have found that the use of colored lanes have been effective in reducing the number of conflicts between bicyclists and vehicles, improving safety and reducing serious injuries.

The design team conducted research on potential color application techniques for bike lanes on Scottsdale Road, if implemented. It appears that the most cost effective approach would be the application of a non-stamped colored asphalt in a strip for the bike lanes. Another potential technique would be the application of a colored sealant to the top of the asphalt. Asphacolor, a company in Paradise Valley, Arizona supplies colored sealants as well as colored asphalt hot-mix. These approaches have been implemented for a number of years in European countries. Further analysis is needed to determine appropriate approaches for use along Scottsdale Road.



*Bicyclists currently use a combination of street and sidewalk to travel along the corridor*

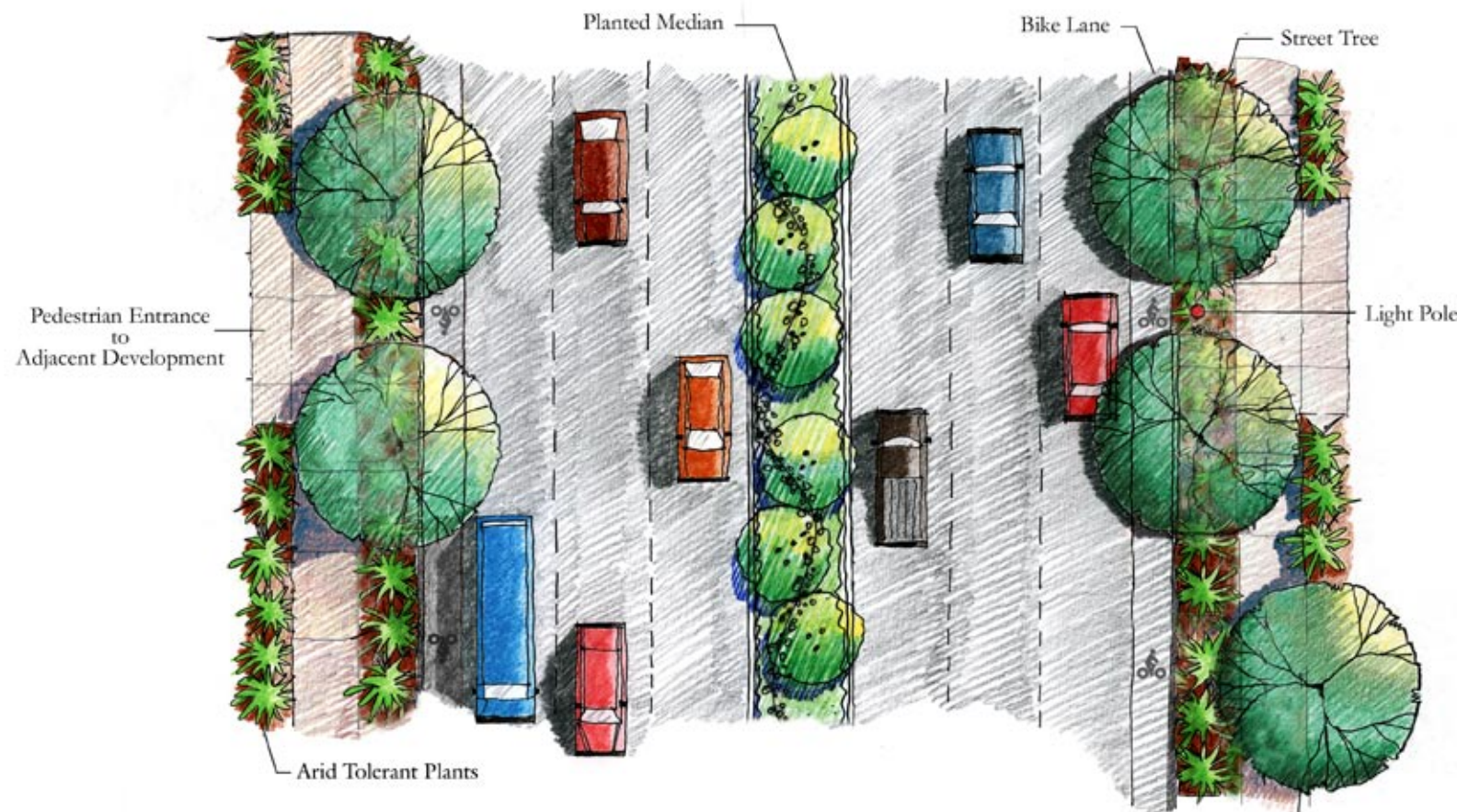
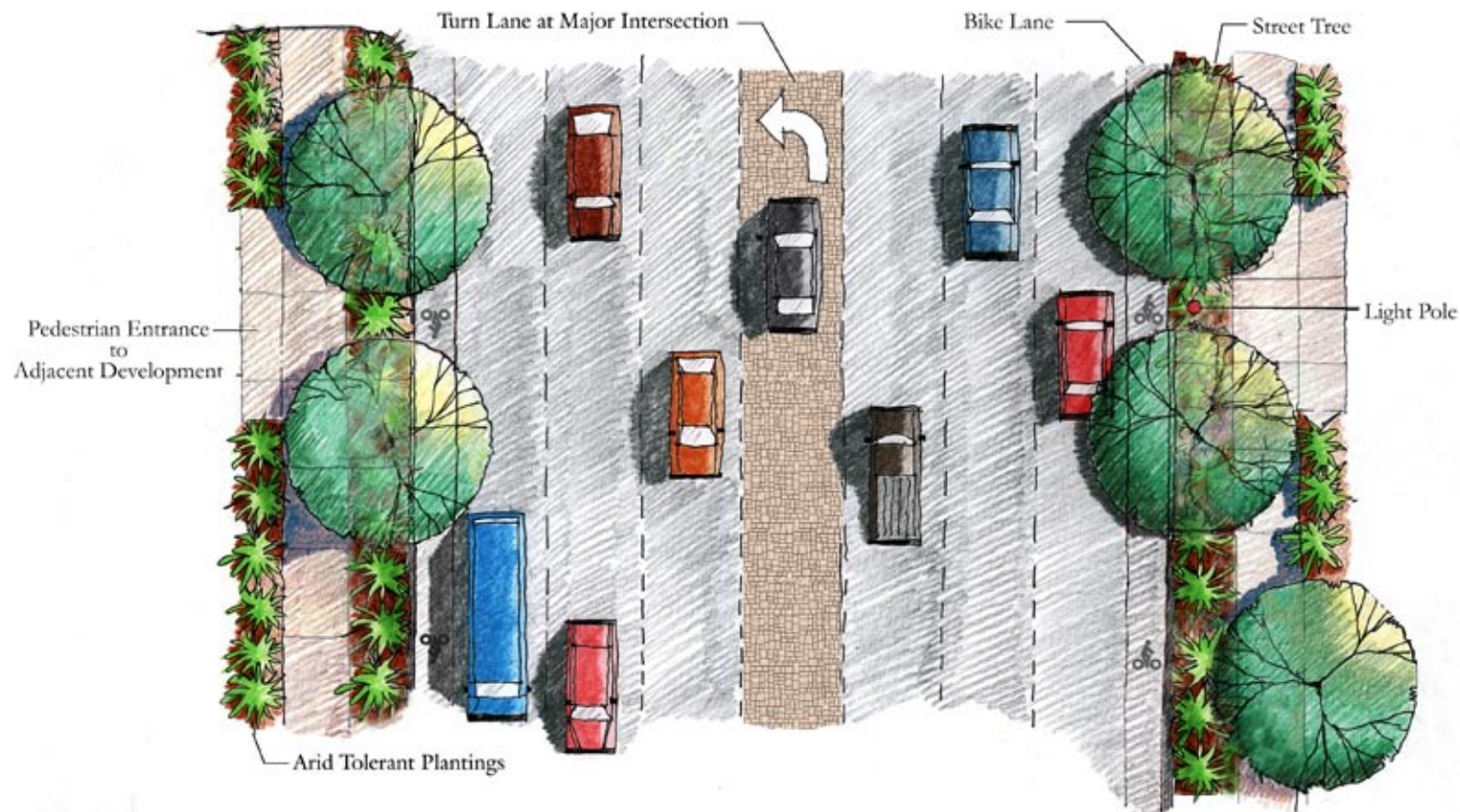


*Color treated asphalt (“Asphacolor”) - example from the Netherlands*



*Non-stamped (“StreetPrint”) colored asphalt treatment - photo simulation/example*

*Bike lanes will be striped and marked in accordance with city standards*



## Center Medians

Characteristics and conditions related to the center medians throughout the corridor vary greatly. In some cases, they consist of raised planted areas, in other areas they are at-grade access areas or turning lanes paved in asphalt, and yet in other areas they contain colored, stamped pavement patterns.

Median widths also vary greatly, but in no case are they less than 11 feet or proposed to be less than 11 feet. (See discussion related to future high capacity transit below.) In the Scenic Corridor Design Guidelines, a 24-foot median width is recommended consistent with the Design Guidelines for that scenic area.

In general, this master plan recommends the installation of planted medians wherever feasible between intersections and turning locations throughout the corridor. In areas where turning locations are required (consolidated driveways and intersections) at-grade paved access medians should be provided.

To reinforce a sense of continuity and cohesiveness throughout the corridor, a colored, stamped decorative at-grade paved access median will be included in all areas other than raised planted medians and major intersection turning lanes. The final design plans for Segment 1 propose to replace existing access median areas with a consistent stamped, colored asphalt pattern.

The use of the Ashlar Slate or equal pattern is recommended for the entire corridor due to its heavy texture and the random style of the pattern. The amount of texture in this pattern will help to define and delineate the access medians as a separate driving surface from the adjacent travel lanes. The slate pattern blends well with most contexts. A color of San Diego Buff, or equal, is recommended for the entire corridor to blend with the diversity of contexts throughout the corridor, but still provide sufficient contrast to the color of the adjacent asphalt travel lanes. The textured, colored surface will serve as a signal to motorists that access medians are special areas where slower speeds and high levels of attention and awareness are needed.

## Future High Capacity Transit

The potential for future high capacity transit (such as bus rapid transit, light rail transit and/or streetcar) as a connection from Tempe to Downtown Scottsdale has been studied for the Scottsdale Road corridor in multiple previous planning efforts. Future potential high capacity transit development could affect the streetscape in Segments 1 and 2.

The specific high capacity transit technology or technologies that might be implemented along this southern segment of Scottsdale Road in the future have not yet been determined. However, the streetscape design must not preclude the potential options that could be constructed.

## Driveway Consolidation and Driveway Design

In addition to left turn channelization at intersections, another important access management strategy for the corridor involves looking for opportunities to consolidate or share driveways, thereby reducing the total number of driveways along the corridor. Reducing the number of driveways will in turn reduce the potential for conflicts between vehicles and pedestrians and vehicles and cyclists in the bike lanes.

Some existing driveways are wider than city standards and should be narrowed to meet the current standards outlined in the landscape section of the City's Design Standards and Policy Manual (DS&PM), as is being proposed in Segment 1. Others that are narrower than city standards should be retained in their current width to minimize the crossing distance for pedestrians. This will help to achieve an important objective related to making the Scottsdale Road streetscape pedestrian friendly by improving pedestrian mobility and accessibility across driveways.

The recommended approach to sidewalk alignment that pulls the sidewalk away from the curb allows for a continuous, level sidewalk area across the back of the driveway apron, maximizing universal accessibility of the sidewalk. All driveway aprons (between the face of curb and the edge of the sidewalk) should be constructed to city standards.

Design exceptions for driveways that are narrower than city standard and proposed to be retained will be needed in many locations and should be reviewed on a case-by-case basis.

### Crosswalks and Curb Ramps

Crosswalks are an important extension of the pedestrian travelway and can serve to reinforce the continuous thread and sequential experience of

the corridor. As such, it is important for crosswalks to be treated as design elements that enhance the streetscape and pedestrian environment.

Adherence to applicable traffic standards for sidewalk treatments is important. At a minimum, City of Scottsdale DS&PM standards require parallel white striped lines at all stop-controlled intersections. Other crosswalk striping will be generally considered on a case-by-case basis by the Scottsdale Transportation Department.

Added design features for areas between the white stripes may include various decorative paving and/or painting treatments that will heighten visibility of the crosswalk and enhance the character and brand identity of the corridor. For example, an artist designed pattern could be installed (through painting, stenciling, or other treatments). Refer to Buster Simpson's color field intersection concept described under Public Art and Creative Expression in these design guidelines. Painted fields could respond to local character and neighborhood interests. Another recommended option is the use of patterns consistent with the segment theme that could be applied with color sealants, paint, stenciled, sandblasted, or waterblasted onto a concrete surface area between the white stripes.

At a minimum, special crosswalk treatments should be installed at primary and secondary Green Spot locations throughout the corridor to reinforce the sequential experience, but also should be considered in other locations where there is existing or the potential for pedestrian crossing activity (i.e. near transit stops, minor intersections, etc.) The differentiating patterns will provide an element of distinction for each segment, while at the same time conveying a sense of cohesiveness throughout the entire corridor.

Patterns and textures in Segments 1 through 4 should relate to the signature pattern of each segment.

In Segment 5 and 6, where numerous equestrian crossings exist, half of the crossing area should be texturized to provide a non-slip surface for horse crossing. Texturizing of equestrian crossings would involve a heavy broom, wavy finish. The other half should remain either smooth and could utilize the segment pattern to define the pedestrian space while also meeting ADA requirements and City of Scottsdale DS&PM standards.

The highly visible ladder bar crosswalk design could be added at non-stop controlled intersection legs (and possibly at stop controlled intersections between the white lines) to further demark pedestrian crossing areas, and is particularly effective when used judiciously in areas of high pedestrian crossing activity. The longitudinal stripes should be placed so that tires of through traffic typically travel between the paint lines, minimizing maintenance. Painted art patterns also could be included to enhance the space between the ladder bars where implemented. These types of approaches will need to be evaluated on a case-by-case basis by the Transportation Department.

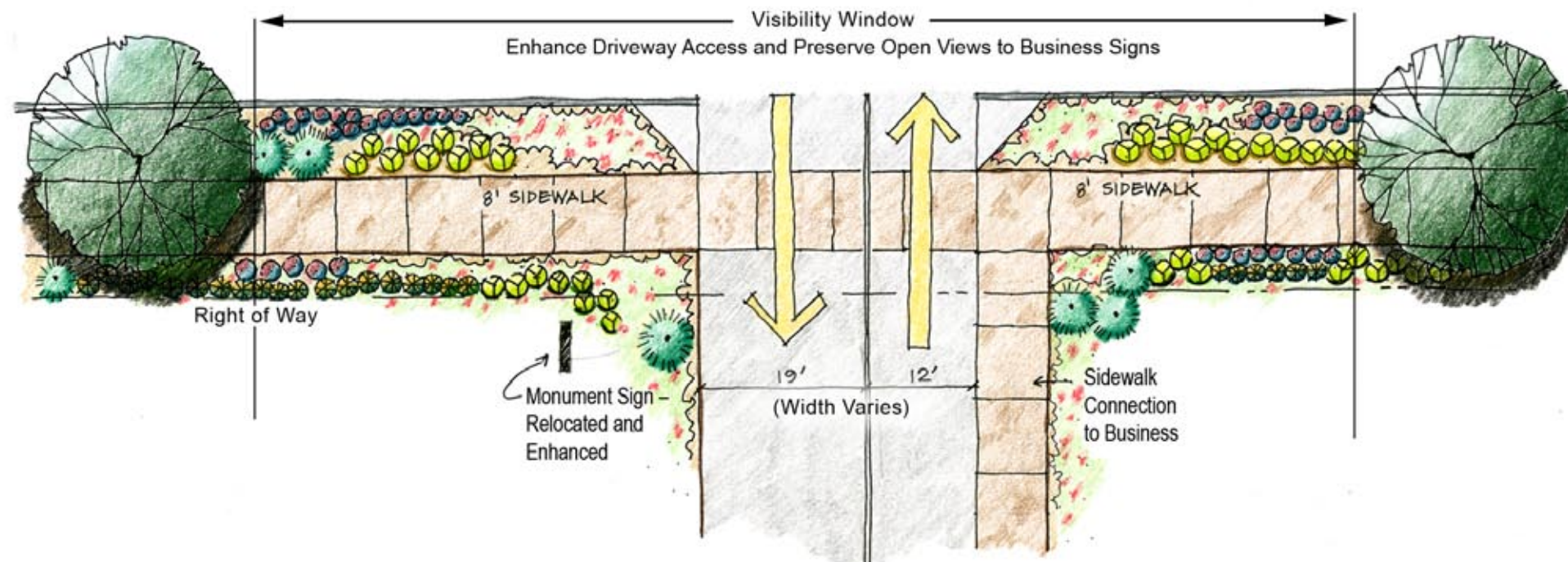
Per Americans with Disabilities Act best practices guidelines, directional curb ramps – typically two per corner – should be provided at intersections and designed in accordance with city standards. Curb ramps and intersection signal treatments should comply with the most recent guidelines for accessibility in public rights-of-way. The city standard yellow-orange color tactile warning strip will be required at all curb ramps.

### Other Accessibility Considerations

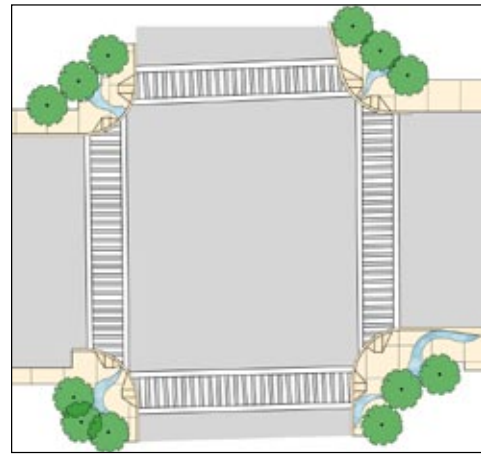
Refer to the City of Scottsdale DS&PM for specific requirements related to pedestrian accessibility. In general, it is desirable for all pedestrian spaces within the public ROW to meet the following basic requirements for universal accessibility:

- Maximum cross slope of two percent
- Maximum longitudinal grade of five percent
- No stairways, curbs or barriers
- Horizontal clear space of minimum six feet along sidewalk areas, which is sufficient to allow two pedestrians to walk together as well as to accommodate two wheelchairs passing (Note: these guidelines recommend a minimum sidewalk width of eight feet in accordance with city standards for major arterials, and wider sidewalks in Downtown, at transit stops, and other pedestrian activity areas.)

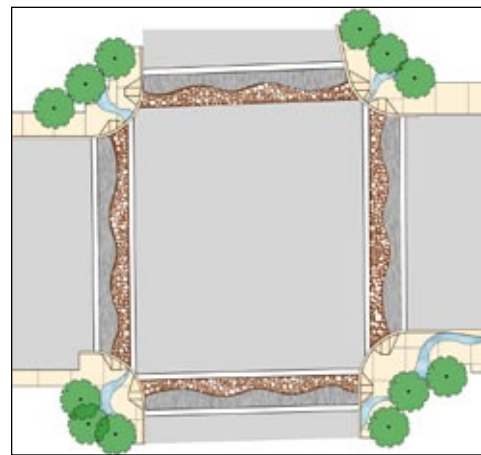
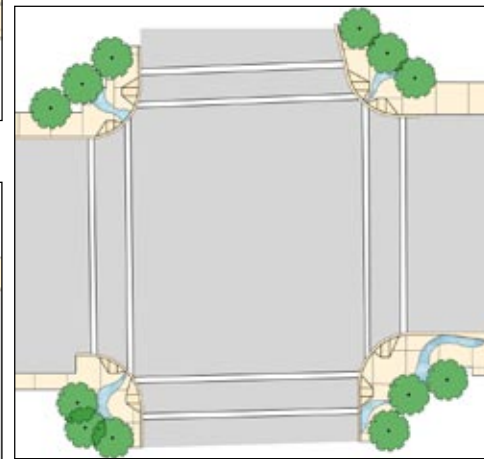
### Sight Distance and Safety Triangles at Intersections and Driveways



Visibility windows and driveway consolidation will not only enhance the Scottsdale Road corridor, but will also create view areas of the businesses



The ladder bar style (left) provides high visibility; the current standard in Scottsdale (below) is parallel white striped lines. Patterns or color field painting could also be incorporated in Green Spot areas or mixed with texture for equestrian crossings (bottom left)



City of Scottsdale DS&PM section (2-1.700) describes and illustrate the sight distance triangle requirements. The Transportation Section of the DS&PM (Section 5.3) clearly describes and illustrates the sight distance triangle configuration that would be required at all intersections and driveway entrances and traffic safety triangle requirements at intersections. Landscape and streetscape elements placed in these areas must not impede on the sight distance and traffic safety triangle areas. No shrubs or elements of the landscape are allowed to exceed the maximum height of 24 inches measured from roadway surface and any trees placed within those zones must provide a vertical clearance of minimum seven feet to the canopy and be single-trunked in form.

### Curb Return Radii at Intersections

The benefits of narrowing curb return radius thereby reducing the length of the street crossing for pedestrians and providing more space to better accommodate the directional design configuration of the two curb ramps at each intersection corner should be considered in all Scottsdale Road improvement projects. This also allows curb ramps to be better aligned with the crosswalk with less awkward angles on the aprons and would create more consistent curb return radii throughout the corridor. Narrower curb return radii also position the curb ramps closer to the curb, allowing for better visibility of crossing pedestrians by drivers of turning vehicles. A 25-foot minimum curve radius should be provided at all intersections. In some portions of the corridor or individual segments (e.g. Segment 2), smaller curve radii of 15 to 20 feet exist and should be retained. Existing curve radii at intersections on the corridor vary greatly. During final design of any future street improvement projects, each intersection should be evaluated with city staff on a case-by-case basis to determine the best approach to the curb return radius. Specific locations where design exceptions are needed should be identified and exceptions applied for.

install these improvements separately, following the design guidelines for the corridor to ensure consistency.

Street trees and landscaping should be arranged so that clear views of business signing are provided. These arrangements will allow for visibility windows to the businesses, including their primary signs and access ways.

### Landscaping

For the continuous thread landscaping in segments between Green Spot areas, a fairly consistent, linear layout of planting in Segments 1 through 4 is proposed to reinforce a strong sense of continuity and a green edge adjacent to the traveled way. In Segments 5 and 6, the planting plan will follow the Scenic Corridor Design Guidelines and be more natural. The intent is for these areas of the streetscape to function as the cohesive tie between Green Spot areas. The median planting treatment in these areas would have a similar function.

In Green Spot areas, which occur every half mile in Segments 1 through 4, it is envisioned that the landscape would become much more organic and free-flowing as a counter balance to the linear ‘continuous thread’ landscape areas. In Segments 5 and 6, the Green Spot areas would become more organized with higher density of plant material in juxtaposition with the more organic continuous thread planting between Green Spot areas. Pedestrians walking along the streetscape will strongly perceive the change in the planting scheme upon approach to the Green Spot areas. Bicyclists and motorists will be able to clearly recognize the change as well. This change in character will be further reinforced by intensification of other pedestrian scale design treatments such as specialty paving, lighting, and furnishings.

### Street Trees

In general, the continuous thread street tree spacing will be 32 feet on-center throughout Segments 1 through 4, with the interval/tree spacing reduced to 24 feet on-center upon approach to Green Spot areas. Linear arrangements of street trees along the street edge can be applied with extensive flexibility, leaving visibility windows to business and signs, and varying the spacing to avoid conflicts with existing street lights, accommodate driveways, and other elements along the corridor. This spacing also assumes that larger trees with beginning canopies of 12 feet to 15 feet are installed in initial construction. The recommended continuous thread street trees for each segment are indicated in the segment planting lists later in these design guidelines.

Selected street trees need to meet the following guidelines:

- Selected street trees should be identified in the Arizona Department of Water Resources (ADWR) list as well as pertinent list developed by the City of Scottsdale for particular areas such as Segment 2 and in the



Photo simulation of proposed Scottsdale Road streetscape

### Enhancing Business and Economic Vitality

Blending the Scottsdale Road streetscape cohesively with adjacent properties and businesses is an important objective of these design guidelines. Preserving vehicular access where needed, enhancing pedestrian access to businesses, relocating signs, preserving and enhancing visibility to business signing, and blending landscape treatments along the streetscape with existing landscapes on adjacent properties are all important considerations.

Landscape and streetscape design along business frontages should include enhancements, where possible, through the use of accent lighting, landscaping, and low seating walls, working in cooperation with adjacent property owners. Opportunities for these types of improvements should be evaluated on a case-by-case basis in final design through coordination with adjacent property owners. If these types of improvements become infeasible due to budget availability, private property owners should be encouraged to

ESL of Segments 5 and 6.

- The continuous thread street trees should generally be smaller in stature and scale with larger trees in height and mass in the Green Spots areas.
- Although smaller in stature, it is still important for the street trees to have a pedestrian-friendly branching habit that generally avoids reducing capacity of the sidewalk and meets necessary vertical clearances for pedestrians.
- Street tree placement and selection shall meet the sight distance and traffic safety triangle requirements outlined in DS&PM.
- Selected street trees should be disease resistant and able to withstand harsh urban conditions.

### Legacy Trees in Green Spot Areas

The installation of larger legacy trees (various species) is recommended for Green Spot locations where space is available to accommodate their long-term growth. For example, oak trees and similar species are proposed for Segment 1 Green Spot areas. These trees should mature to a stately form and height, becoming important legacy trees in the streetscape over the long-term. Additional legacy trees for each segment are identified on the

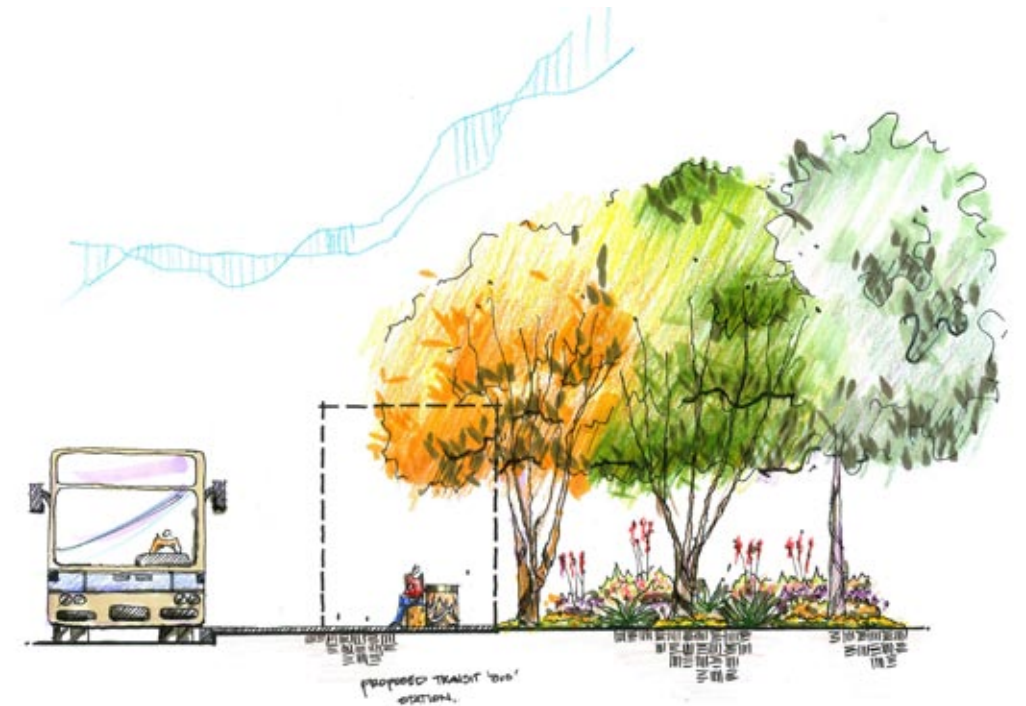
plant lists later in these design guidelines.

### Landscaped Areas and Planting Palettes

New landscaping installed along the corridor should be consistent with the recommended planting palettes for each segment (provided later in these design guidelines).

The landscape concept for the entire length of the Scottsdale Road corridor will reflect the sense of a continuous thread of planting, as well as the idea of distinct Green Spot points as punctuations of intensified color and density of plantings. The perception of a continuous thread along the corridor will be expressed with a strong linear pattern of street trees in Segments 1, 3, and 4 and the 100-foot setback landscaped zone in Segments 5 and 6. In Segment 2, Downtown, street trees and landscaped areas will be installed, where possible, given available space. Street trees can be installed in tree grates in areas where sidewalks extend to the curb line, such as at transit stops and in Downtown. Each segment will have continuous thread trees that will respond to the surrounding existing context.

Much like the pattern of arroyos, desert washes, and riparian corridors, the Green Spot areas along Scottsdale Road will provide more intensive use of colorful plantings to reinforce these areas as places for pedestrian comfort



Both the primary and secondary Green Spot areas will incorporate street trees and legacy trees such as the oak



Goodwill store and entrance photo simulation shows continuous thread street trees

and enjoyment. Two types of Green Spot areas will be expressed for the corridor: primary and secondary. Primary and secondary Green Spot areas will follow a specific planting palette that will include a designated legacy tree.

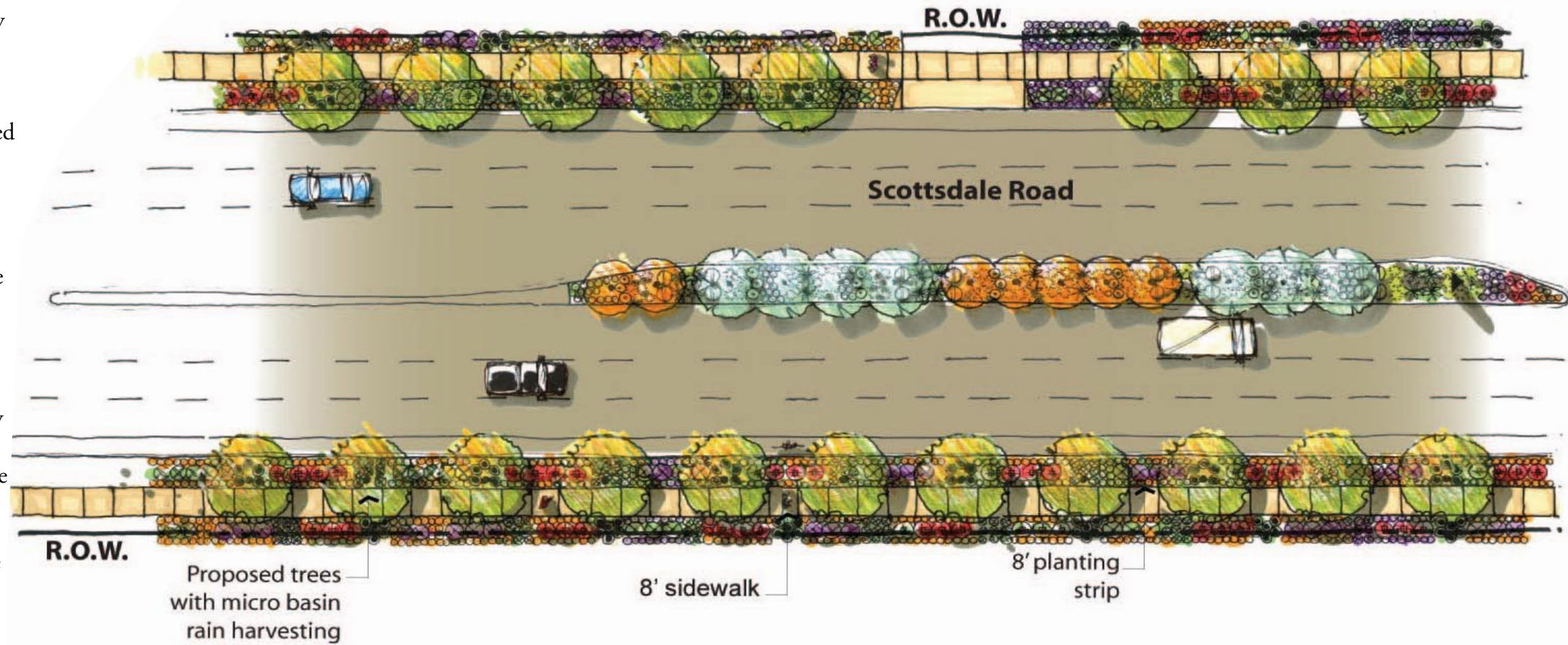
### Irrigation Retrofitting

In many situations, proposed sidewalk improvement areas will be installed adjacent to or within existing landscaped and irrigated areas in front of buildings. In some cases, proposed design improvements may offer the opportunity to convert these areas to more water conserving landscapes, particularly if they are located within the ROW. Irrigation systems along the corridor will need to be retrofitted in these areas to accommodate the new landscape and/or to cap off the old turf irrigation systems.

### Softscape Treatments and Tree Grates

Steel tree grates should only be installed in areas where there is high pedestrian activity, but limited available space for tree planting. This may include some transit stops and intersection corners. Tree grates allow the ability to maximize pedestrian capacity in these areas, and as such, all tree grates would be ADA compliant. Custom tree grate designs (in steel cut out patterns) should be consistent with the segment signature pattern to blend with other streetscape furnishings. Tree grates should be adjustable to allow for tree growth over time.

Where possible, in conjunction with Green Spot areas and transit stops, installation of pervious paving such as perconcrete (or a similar product) and permeable pavers would be desirable to expand surface areas while also providing a sustainable, environmentally-friendly solution.



Street trees in the medians help to reinforce the sense of a continuous thread along the corridor



Tree grates will be used near bus stop areas and at intersection corners to maximize sidewalk capacity and accessibility. The tree grate design will be consistent with the steel cut-out pattern selected for each segment



## Streetscape Furnishings/Seating

### Custom Designed Furnishings

A coordinated, cohesive system of furnishings is proposed for the entire length of the Scottsdale Road streetscape. A greater concentration of furnishings will be located in Green Spot areas. Some bus stops are located outside Green Spot areas and furnishings will also be needed in these locations. There may be a few other locations along the corridor outside Green Spot areas where a bench, seat wall, bike rack and/or trash receptacle may be needed or desired by adjacent property owners. If project budget limitations do not allow for installation of furnishings along adjacent private property, adjacent property owners should be given the opportunity and encouraged to purchase furnishing elements consistent with the proposed streetscape furnishings palette. Refer to graphics throughout these design guidelines illustrating the proposed suite of furnishings recommended for the corridor. Designers should make certain that any custom steel cut-out patterns, as well as other items with perforated surfaces, will be finished so that they do not unintentionally cause personal injury, snag clothing, or result in other damages. Benches will be powder coated with a rust color.

### Benches, Trash Receptacles, and Newspaper Consolidation

Multiple street furnishing fabricators have the capability to create custom steel cut out patterns for benches and trash receptacles that would coordinate with tree grates, bike racks, light pole wraps, vertical screens, and other elements in the signature patterns for each segment. Allowing this customized approach to the design of furnishings will help reinforce the sense of the signature streetscape character throughout all of Scottsdale Road. The height of the metal screen bench back should vary throughout the corridor to allow for increase shading, visibility, or comfort based on the site locations. This will be accomplished through attaching the screen to the bench at different heights, bending the metal to create a

shorter back, or changing the orientation to create more height and shade. Streetscape furnishings such as the steel benches and trash receptacles shown should typically be installed in bus stop areas and possibly some in Green Spot areas along the corridor. Newspaper consolidation housings should be installed in locations where multiple newspaper stands currently exist and painted to match the other utility elements in the corridor – Western Reserve.

### Bike Racks

Bike rack assemblies compliant with City standards should be provided where needed in the streetscape, typically at bus stop and transit areas. There may be other locations along the corridor where these would be appropriate to serve adjacent existing land uses. As with other streetscape furnishings, if adjacent private property owners are interested in purchasing bike racks for use by their customers or employees, they should be encouraged to purchase the same customized style for consistency. The signature pattern for the segment could be cut or etched into an insert in the bike rack (the steel cut-out pattern would be inserted within the upside down u-shape of the rack and powder coat finished to match other streetscape furnishings).

### Low Walls for Seating, Space Definition, and Art Plinths

The proposed streetscape furnishings include low trapezoidal formed walls that would function for pedestrian seating as well as for defining spaces along the corridor. These primarily would be located in the Green Spot areas, but also could be located in other strategic areas to help define the edge of the streetscape. The wall designs incorporate a top surface that is sloped to drain, the signature steel cut-out pattern for seat backings and wall material designated as the signature patterns and materials for each segment. The steel cut-out patterns could be fabricated onto folded metal or straight back metal forms as shown in the figure.

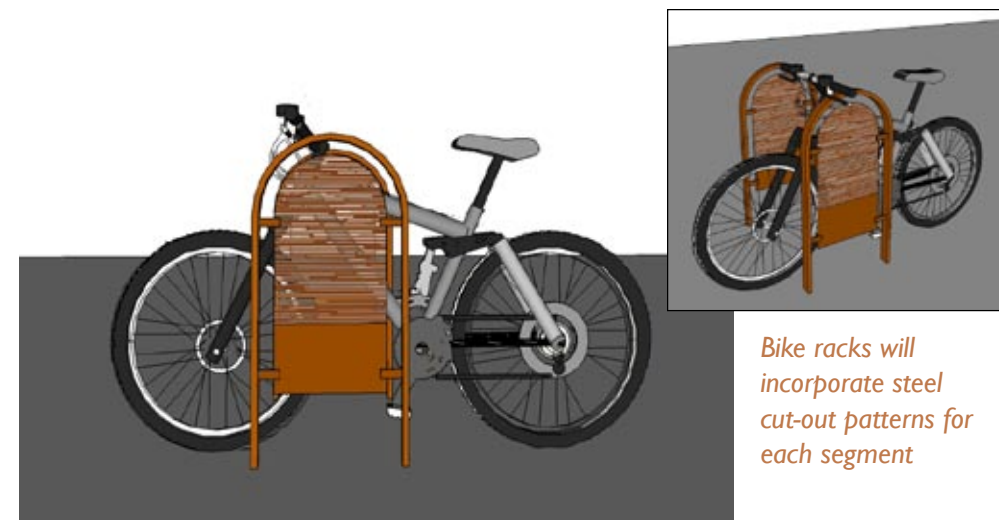
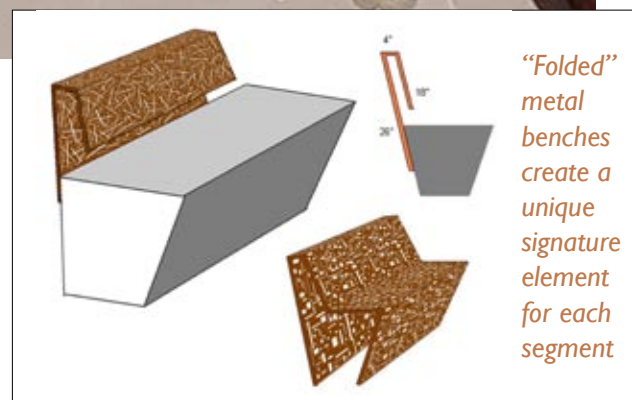
In addition, the low walls provide space for historic commemorative and interpretive elements, such as bronze castings, inset artifacts, imprints, or applied tiles/elements that could be added in Green Spot areas to reflect history and character associated with surrounding neighborhoods. These elements could become future artist-designed projects.

In secondary Green Spot areas, plinths constructed of the same material and with similar forms as the low seating walls, but more monument like, would be installed adjacent to or as part of the seating walls in some locations. These plinths would function as bases for temporary public artwork, but could also serve as seating areas if there are periods when no artworks are being displayed.

A description of each type of segment bench and art plinth per segment is discussed in more detail in the Segment Design Guidelines and Recommendation section.



Benches will be made with the signature steel cut-out for each segment



## Comfort, Flexibility, and Social Considerations Related to Seating

There are a variety of considerations related to comfort, convenience, accessibility, flexibility, and social choice that should be factored into the selection of bench and seating styles as well as the placement of seating.

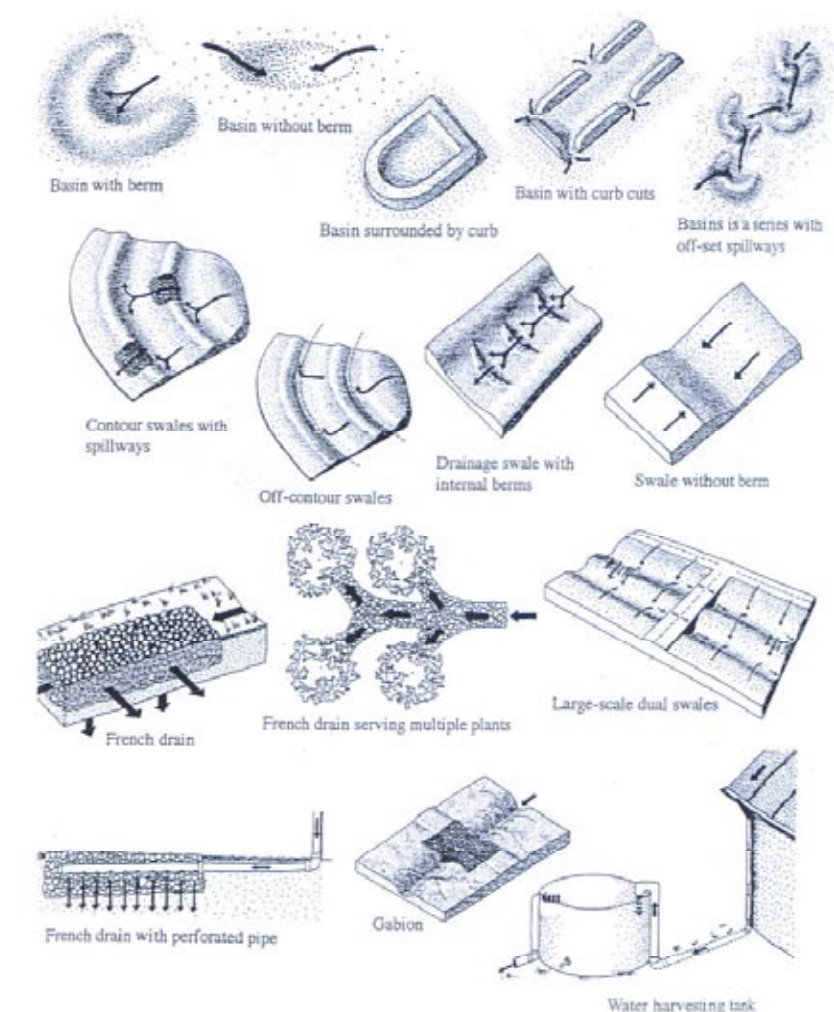
- **Back Supports/Back Rests:**  
Benches with back supports are preferred and are a city requirement in high use seating areas such as transit stops (although this does not need to apply to 100 percent of the seating).
- **Choices and Variety:**  
People like variety and they like to be able to choose where they will sit and what they will sit on. As such, it will be important to provide a range of choices and to locate seating in different configurations. Varying locations and types of seating also helps to encourage use and serve diverse interests and needs. This includes providing different seating clusters, such as benches and low walls that accommodate multiple people, as well as individual chairs and seats. Seating options that provide the ability to sit in varying directions and locations work well for people seeking refuge from various angles of the sun throughout the day.
- **Seating Capacity Options:**  
Single person “chair” style seats are becoming more popular and provide options for individuals. Single person chairs can also be grouped together to provide capacity for multiple people who would like to sit together. Single person chairs provide a sense of privacy and personal space. Providing various options such as single person seats, more traditional longer benches, seating walls, and lean rails will offer options and variety of seating choices to meet diverse needs and interests at transit stops, Green Spot areas, and other locations.
- **Seating and Accessibility:**  
Seating arrangements should provide opportunities for people in wheelchairs to roll beside others who are waiting (standing or sitting). People with other physical challenges and who use aids such as crutches or canes should be able to freely maneuver in and out of seating.
- **Upright Positions for Seating:**  
Seating that requires people to be positioned upright is generally preferred and provides more capacity for everyone. For this reason, urban seating options often include design features (arm rests, separation bars, or spaces between seats) that encourage upright sitting.

One of the guiding principles of the Scottsdale Road Streetscape Design is to foster sustainability and environmentally-friendly materials and approaches. While there currently are no specific Leadership in Energy and Environmental Design (LEED) standards related to streetscapes, there are a diversity of approaches and practices which contribute to sustainability and LEED certification on green building projects and that could also be applied to the streetscape. Scottsdale Road streetscape designers should seek to apply these principles to the streetscape where possible. The following design elements can contribute to creating environmentally-friendly and sustainable green streetscape solutions.

- **Recycled and Recyclable Materials:**  
The use of recycled materials and recyclable products is an important tool of sustainability. There are lots of options. Metal is the world’s most recycled material. There are also recycled and salvaged materials and found objects that can be incorporated in appropriate locations. Recycled materials will be incorporated throughout the corridor, including the use of high fly ash content in concrete paving, incorporating found objects such as bottle caps, tin cans, and other items in paving, seatwalls, and art plinths, the use of recycled glass in paving and ground plane applications, use of recycled concrete in raised medians that are paved, and the use of recycled crushed concrete as aggregate for new concrete paving. The use of steel cut metal (the world’s most recycled material) is proposed for furnishings.
- **Water Efficiency, Conservation and Harvesting:**  
The proper use of water within the streetscape setting will allow plant material to become established and acclimate to this unique and harsh environment. Throughout Segments 1 through 4, irrigation will be utilized to maintain the plant material. However, rain harvesting techniques will be implemented to supplement the irrigation systems and educate the public in the benefits of using rain watering. Concepts to be included are water chimneys, downspout collection in urban areas, development of micro-basins and swales, and permeable pavements. In Segments 5 and 6, only native and naturalized plant species currently existing within these segments will be used. Temporary irrigation will be provided in accordance with the Scenic Corridor Design Guidelines and will be removed after plants are established. Rain harvesting concepts will continue to be used to ensure the longevity of the new plantings.
- **Longevity and Durability:**  
Other considerations include the longevity and durability of the products. Selected materials and finishes need to be long lasting. Minimal maintenance should be required on a regular basis. Materials and finishes should be easy to replace/refinish if necessary. They should be resistant to damage, graffiti, and long term wear typical of urban conditions. Materials and finishes proposed for Scottsdale Road



Solar panels are a great way to harness the energy of the sun



There are a variety of ways to harvest water, above are some examples (from “City of Tucson Water Harvesting Guidance Manual” prepared for City of Tucson, Department of Transportation, Stormwater Management Section)

## Sustainability



*Solar trackers, similar to this one, could help power lighting features as well as add interest along the corridor (artist concept)*



*Plants and shelters will provide shade and encourage pedestrian travel along Scottsdale Road while also reinforcing a green corridor*

furnishings have been specifically designed to be durable and long lasting.

- **Environmentally-friendly materials/manufacturers:**  
Use of environmentally-friendly and safe materials is important. For example, finishes should be free of heavy metals and manufacturers should be known for their environmentally-friendly practices. Look for manufacturers registered with the U.S. Green Building Council. Proposed materials should reinforce and demonstrate environmentally-friendly practices and guidelines.
- **Solar Energy:**  
The design guidelines for Scottsdale Road proposes the use of solar power throughout the corridor. Solar panels incorporated into transit shelters or as stand alone features to power accent lighting, mile marker lighting, and other elements may be integrated into design improvements (and will be for Segments 1 and 2).

### Sensitivity to Context and Climate

An important goal of the Scottsdale Road streetscape design guidelines is to build identity and character within specific segments as well as the corridor overall. Design needs to fully consider selection of materials and finishes suitable for the Desert Southwest (able to withstand high temperatures, minimal tendency to absorb heat, fitting to the context, etc.). Several factors were considered in the design of furnishings and specific elements proposed for Scottsdale Road.

- **Contextual Materials and Colors:**  
A color palette has been developed for Scottsdale Road favoring earth tones as the principal colors derived from organic elements of the desert landscape. Additionally, patterns and materials have been designed and selected for each segment based on their compatibility with the context and character inherent in each segment. Specific powdercoat finishes will be selected with the intent to avoid extensive heat absorption (reflective, lighter tones of the colors). See the Segment Design Guidelines and Recommendations for the proposed color, pattern, and material choices for each segment.
- **Heat Sensitivity:**  
In a recent analysis of types of benches and seating materials throughout the Valley, the design team confirmed that metal is the most prevalent type of material used for seating in the region, primarily due to its durability, longevity and maintainability. Concerns about heat retention in metal benches will need to be addressed through the specific design of the benches. The amount of perforation or cut-out (the proportion of void to solid spaces) will be a critical consideration. Many of the perforated steel and wire mesh benches in the Valley function well because there is enough air circulation around

the metal to mitigate heat retention concerns.

The pattern designs developed by artist Robert Adams for Scottsdale Road have been specifically designed to provide adequate void spaces around the solid metal pieces to help mitigate heat retention. Other strategies for mitigating heat retention in metal benches will include placing them in shaded areas (under/near trees, transit shelters, shade canopies, and existing buildings); orienting the furnishings for the least exposure to high intensity sun patterns; and selecting the optimum color and finish of the powdercoat material to be applied to the steel considering the extent to which it reflects heat versus absorbs heat.

- **Shade:**  
Pedestrians and other travelers of Scottsdale Road should be made as comfortable as possible. The introduction of shade and shelter in as many areas as possible will help to encourage pedestrian and bicycle travel and transit use throughout the corridor. Trees, vertical green screens, and landscaping will not only provide shade along the corridor, but also can provide microclimatic cooling, mitigating the affects of the extreme summer temperatures the region is known for. In public meetings related to Scottsdale Road, many participants favored the idea of creating a more green corridor, with continuous stretches of trees and landscaping.

Vertical green screens are envisioned as steel cut-out walls in the segment signature pattern that would also serve as trellises supporting vines and vegetation. The green screens located vertically adjacent to transit stops and pedestrian waiting areas would serve the double purpose of extending shade into the pedestrian zone and provide a cooling effect due to the vegetative screen. The leaves of the plants on the green screens will be cooler than the surrounding ambient air and will help to attenuate heat emitted from the paved areas.

The installation of shade structures, where possible and appropriate along sidewalk areas and at intersections, also is recommended. Shade structures often can be provided in areas where space is constrained and thus opportunities to plant and grow trees are limited. Architectural treatments where building faces align sidewalks, such as arcades, canopies, building extensions, overhangs, trellises, and misting systems also can provide shade and shelter for pedestrians and transit riders along the corridor. Design approaches to shade structures and shelters must be sensitive to pedestrian mobility and accessibility needs, allowing for at least the minimum horizontal and vertical clear space requirements dictated by code and maximizing clear space wherever possible. In addition, shade structures should be designed to fit the specific context of the corridor and segment in which they are being placed.

Robert Adam's proposed designs for shade structures to be located

at primary Green Spot areas would provide additional shade canopy for pedestrians waiting to cross at intersections. The proposal is particularly well suited to intersection corners where space is constrained and large canopy trees don't fit well.

## Lighting

In order to prioritize budget expenditures towards pedestrian scale streetscape elements and character-building design such as the treatments in the Green Spot areas, the need for replacement of all existing street light poles throughout the corridor with one signature pole is not currently feasible. However, as a goal the replacement of the existing inconsistent and visually disjointed streetlight system with a semi-custom streetlight hardware system to visually unify the entire 24-miles of Scottsdale Road remains an important goal. Through current CIP projects related to Scottsdale Road, such as road widening between Frank Lloyd Wright Boulevard and Thompson Peak Road, a new light pole standard, Valmont/Lexington pole, is being implemented. Additionally, as the streetscape improvement program is implemented, some poles will need to be removed and/or replaced. These poles should be replaced with the new standard and additional funding mechanism should be identified to further replace the existing poles to the new standard.

In addition to replacing the street light pole, the replacement of the existing fixtures is also recommended. It is proposed to replace existing high pressure sodium light fixtures, which has a yellow light with new fixtures which have a white light, creating a distinctive corridor of light at night. Currently, there are three major white light fixtures available, metal halide, induction, and LED. Metal halide is a proven technology that has been around for many years, but is fairly inefficient from a longevity and energy consumption standpoint. Induction and LED lighting are new technologies that are improving on a yearly basis, have a long life span, up to 10,000 hours, and are very energy efficient. Induction lighting is currently being used throughout the Scottsdale park system, and may be appropriate along Scottsdale Road. While LED is quickly becoming the technology of choice for street lighting, it is more expensive. During the implementation of each segment, use of Induction or LED lighting should be evaluated within the budgetary constraints, the current availability, and technological advances made with both technologies. Replacement of the fixtures should be consistent on a segment wide basis, i.e. if LED is deemed most beneficial for a specific segment, then all streets lights within that segment should be replaced with LED fixtures.

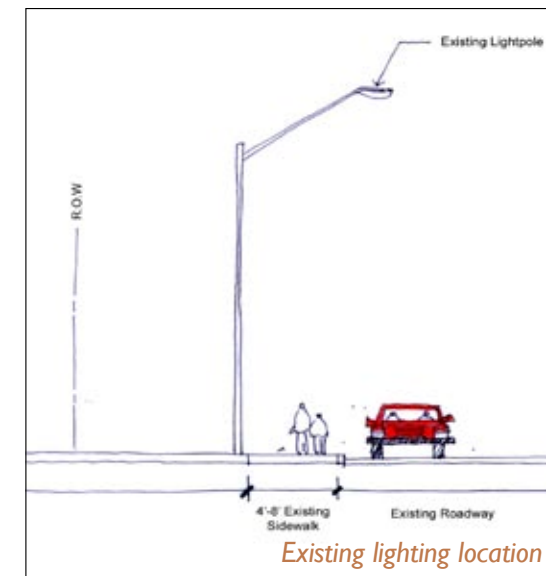
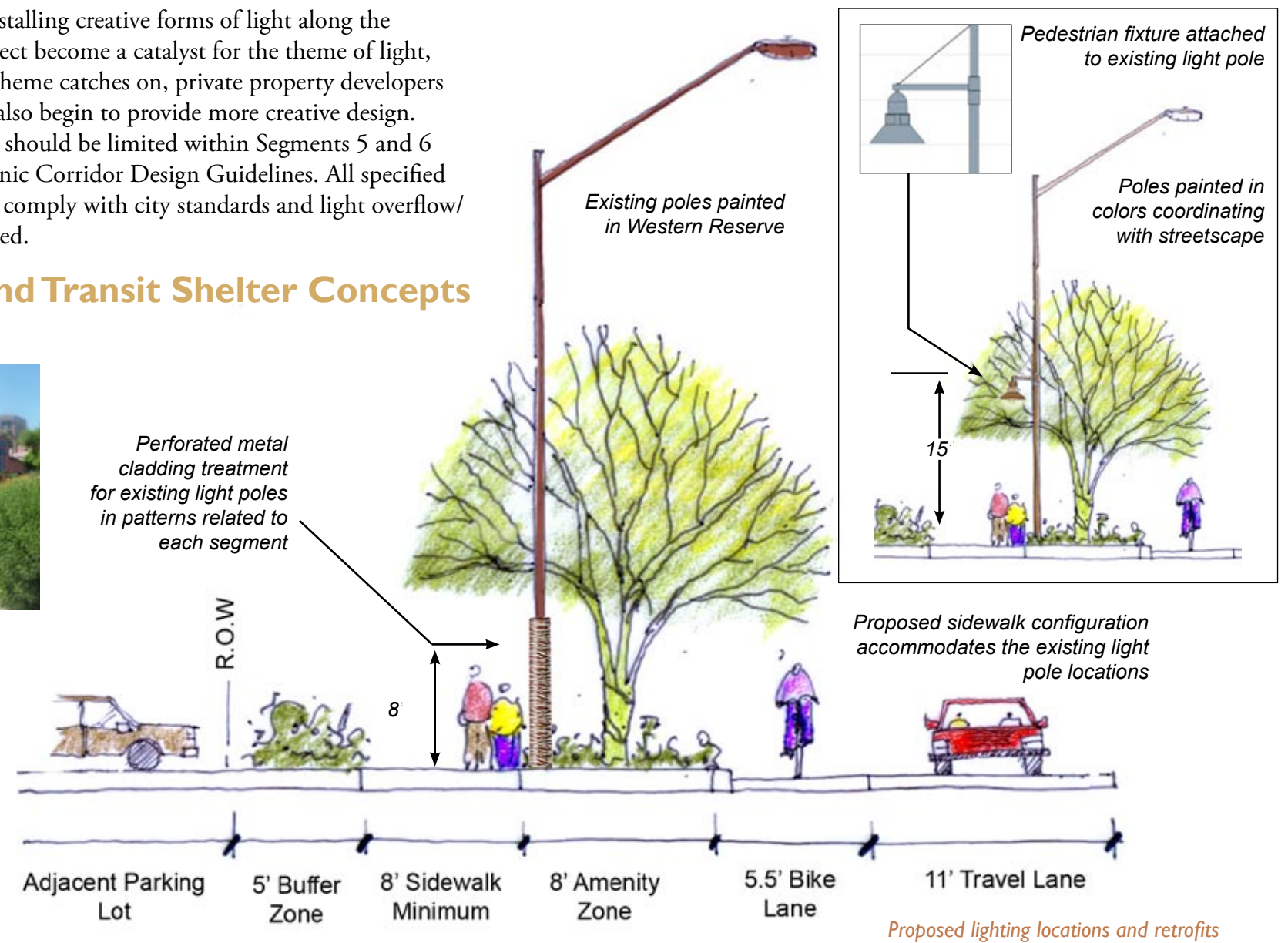
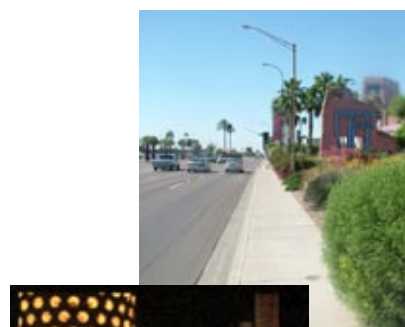
Various options for pedestrian scale lighting in Green Spot areas, in the vicinity of transit stops, and other pedestrian activity areas are recommended as appropriate for each segment. Light pole wraps are a specific design element proposed for Scottsdale Road, fabricated in similar patterns as other streetscape furnishings. It is anticipated that these

would be installed in and near primary Green Spot areas. In addition, pedestrian light fixtures, Bega pole top with shade light fixture, product number 8821MH, with a bronze finish, can be easily fitted to the back of the existing street light poles. Most existing light poles should be able to structurally accommodate the addition of the pedestrian light fixture. However, a structural analysis should be performed prior to installing the pedestrian light to ensure the structural integrity of the existing pole is not compromised. The same fixture can be used on separate pedestrian light poles in areas where more intensified pedestrian lighting is needed.

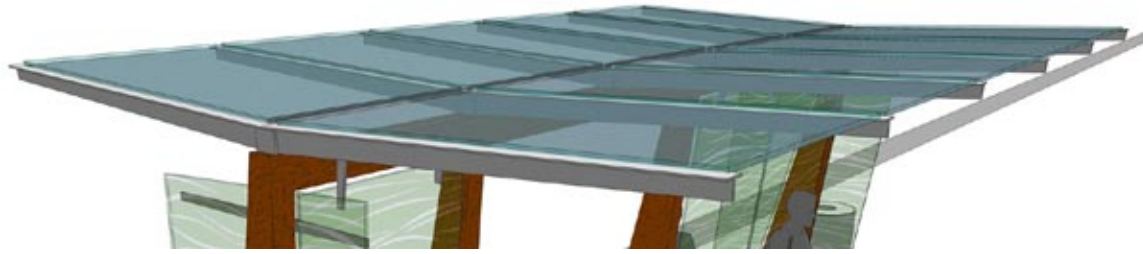
A variety of creative pedestrian scale accent lighting should be considered for secondary Green Spot areas, including catenary and hanging lights, at-grade lighting, and bollard lights designed with the same signature cut-out pattern as will be used in the light pole wraps. All specified lighting fixture styles must comply with city standards and light overflow/spillage should be minimized.

One of the objectives of installing creative forms of light along the corridor is to have the project become a catalyst for the theme of light, shade, and shadow. If the theme catches on, private property developers adjacent to the street may also begin to provide more creative design. Use of ambient light zones should be limited within Segments 5 and 6 in accordance with the Scenic Corridor Design Guidelines. All specified lighting fixture styles must comply with city standards and light overflow/spillage should be minimized.

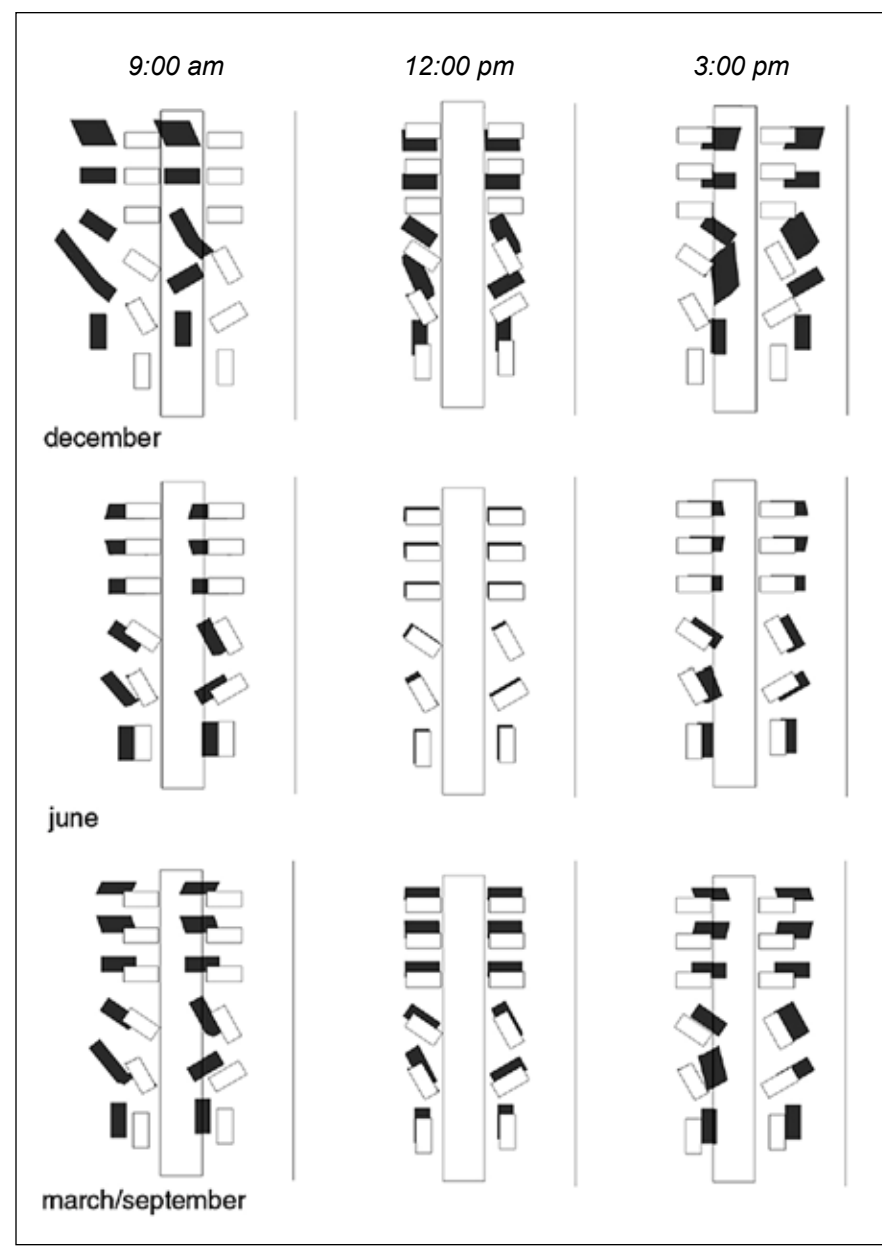
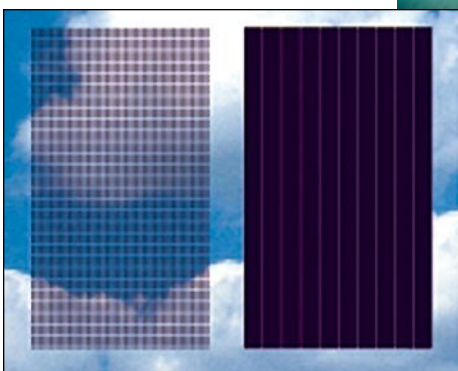
## Transit Stops and Transit Shelter Concepts



Existing light poles in Scottsdale



A proposed idea for the roof of the transit shelter is to use solar glass (right) or a solar panel. The solar glass would provide shade and light, while solar panels could be used to power a light within the transit shelter



Shade studies for Scottsdale Road have been completed to determine optimum configurations of transit shelters to create shade throughout the year



Transit stops and shelter concepts will follow the signature patterns and colors of the segment

A recommended kit of parts transit shelter design has been developed for Segment 1 and may be suitable for use throughout the corridor. At a minimum, it is recommended that new furnishings be provided at existing transit stops, consistent with the signature streetscape aesthetic, as well as intensified landscaping and trees.

Installation of new transit shelters provides the best opportunities for comfort and shade for waiting transit passengers. The design of the shelters also helps build a strong identity and character for each segment and the corridor as a whole, further emphasizing Scottsdale Road as a signature street. Even more ideally, the design of the transit shelters showcases one of the key guiding principles of the design, sustainable features with the use of solar energy panels (ASI solar panels integrated into the roofing design). While other sustainable principles will be incorporated throughout the project, this will be the most visible and has the added benefit that it could power lighting for the transit stop, communication devices, surrounding pedestrian lighting, and/or be returned to the power grid.

The proposed designs have been created with extensive consideration toward climate attenuation, and design and orientation of shelters maximizes opportunities for shade during the warmer seasons. The use of green vine cooling screens and supplemental vertical screens in transit stop areas will also add comfort to the pedestrian environment, reducing the heat island effects of paving. Green screens are typically vertical panels where vines and vegetation grow, creating a cooling, heat-attenuating affect in the adjacent space. The stand alone green screen designs and the architectural screens within the shelters could be designed with perforation, etching, and/or decal patterns that reinforce the signature pattern for each segment.

## Wayfinding and Environmental Graphics

### Location Diagram

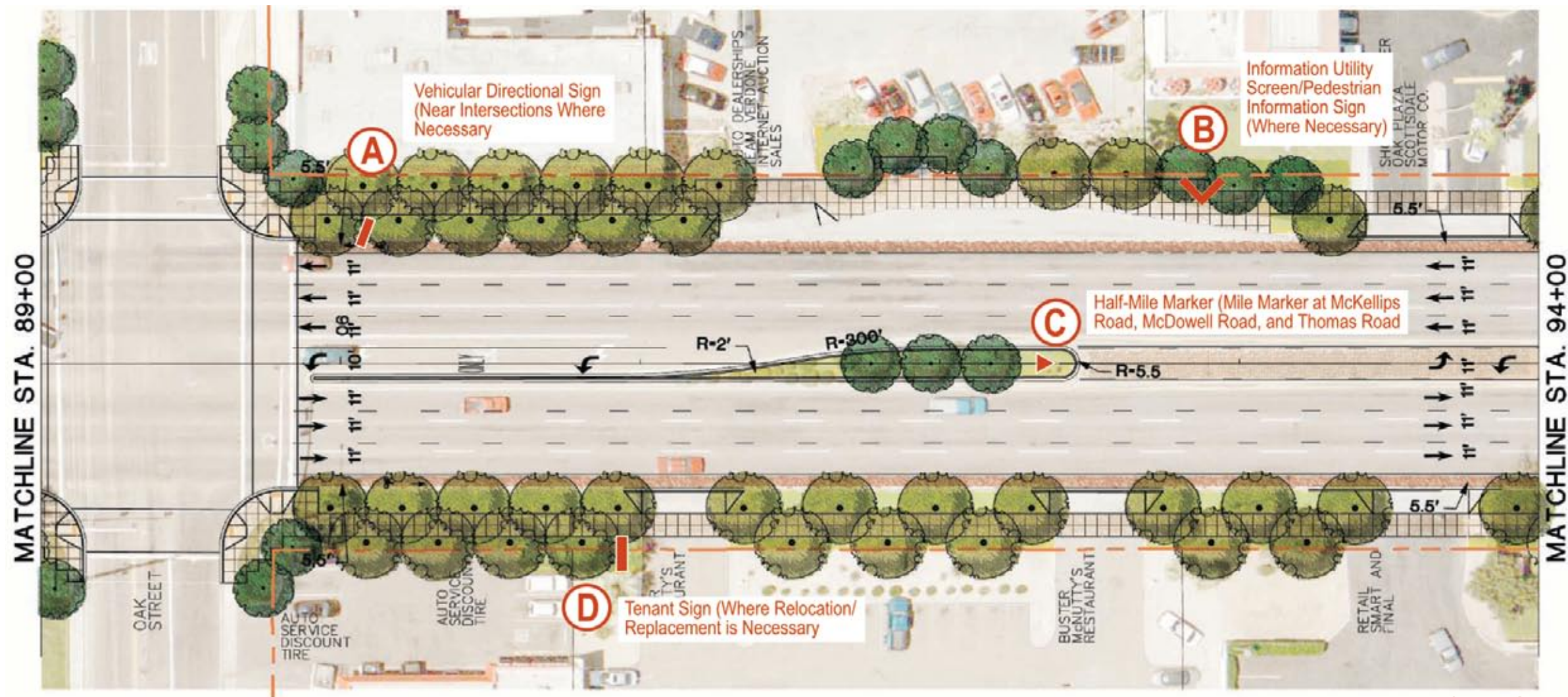
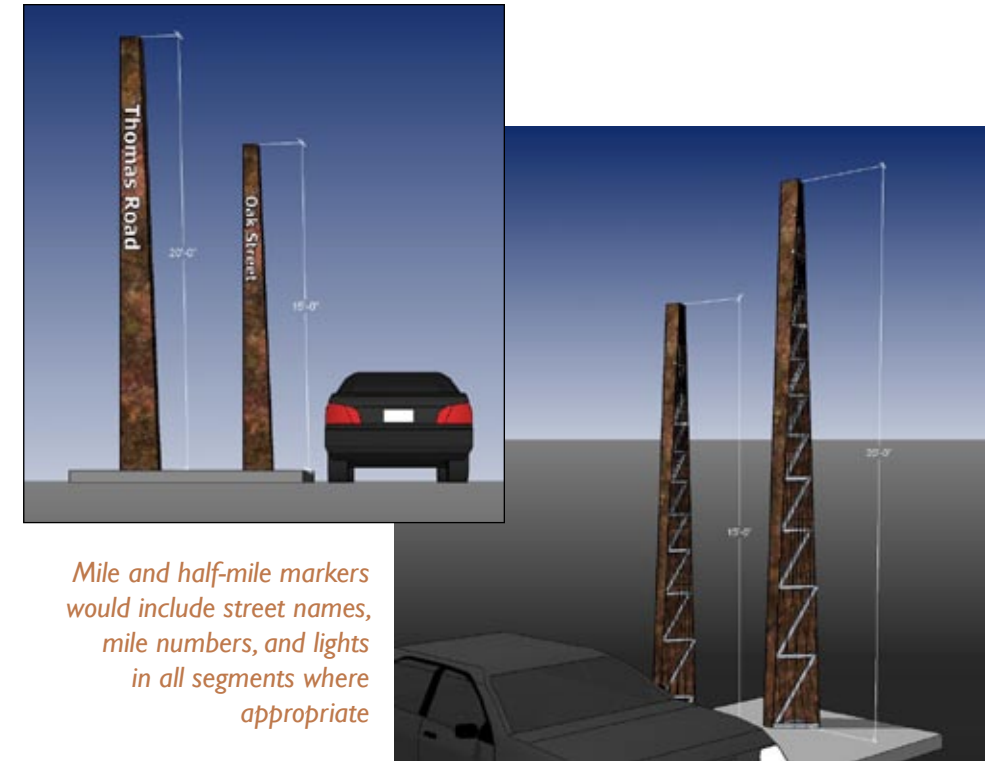
Design concepts shown for wayfinding and environmental graphics have been developed for Segment 1 and could be applied corridor wide (although wayfinding signs are not needed Segment 2 with the recent completion of the wayfinding sign system in that area). The following elements have been conceptualized for wayfinding and informational purposes, as well as to reinforce character and identity throughout the corridor.

### Mile and Half-mile Markers

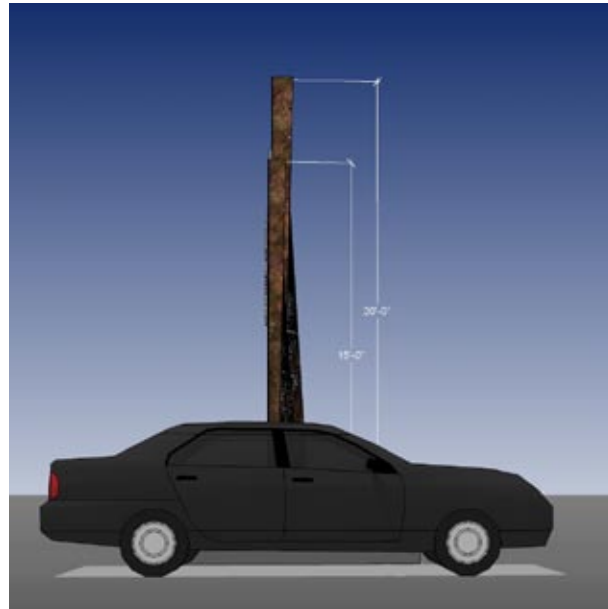
Mile markers and half-mile markers would be located throughout the entire 25-mile length of Scottsdale Road where appropriate. For example, in Phase 1, the taller mile marker would be placed at mile locations in the corridor (McKellips, McDowell, and Thomas) and the shorter version would be placed at half-mile locations (Continental/Roosevelt, Oak,

and Osborn). The mile marker design concepts have been evolving to maximize cohesiveness with the rest of the streetscape furnishings and materials. More recent ideas that are still evolving incorporate a folded metal form with glass block inserts (or other material). The markers could be made to project colored light in the signature color for each segment. See Suggested Locations for Segment Specific and Stand Alone or Integrated Public Artwork for more description of the mile marker design intent and materials.

As shown in the location diagram, the typical intent would be to place mile markers in the landscaped median areas in advance of intersections on Scottsdale Road (in both the northbound and southbound directions). There are some locations along the corridor where a new landscaped median area would need to be created to provide a place for the mile markers. In a few select locations no median space is available, and markers would need to be located to the sides of the street (along the sidewalk). The design is prominent enough that the markers would still be recognizable at these locations and it may be possible to modify the design slightly with markers located on each side of the street, creating a more



Location Diagram



The mile marker reinforces the rectangular grid system that was applied to the entire Valley

symmetrical gateway design effect when the marker can not be placed in the median. The mile markers, placed at every mile and half-mile along the entire length of Scottsdale Road, will serve as navigational aids while at the same time creating a unifying rhythm or cadence. The mile marker reinforces the rectangular grid system that was applied to the entire Valley and emphasizes Scottsdale Road's role as a major north/south axis in the larger metropolitan grid. Pragmatic in design, construction and function, the mile marker provide continuity to the streetscape as it shifts from urban to suburban to high desert.

The Scottsdale mile markers will be constructed of weathered steel and fabricated in such a way that there will be a minimum waste of material. The height of the major mile markers will be 24 feet high and that of the secondary half-mile markers, 18 feet high. The markers, in the form of an obelisk, will have four trapezoidal sides, with the fourth side consisting of an exposed armature to support the structure. The surface of the mile marker facing traffic will identify the approaching cross street. The font used to identify the street will be legible, and consists of a contrasting reflective material with weathered steel background and could include inset marbles, referencing a similar approach used with historic highway signs. These clear glass marbles (one to two inches in diameter) will be lit

with LED white light strips within the mile marker column, and powered with solar panels placed near the markers.

### Utility Screens/Pedestrian Information Signs

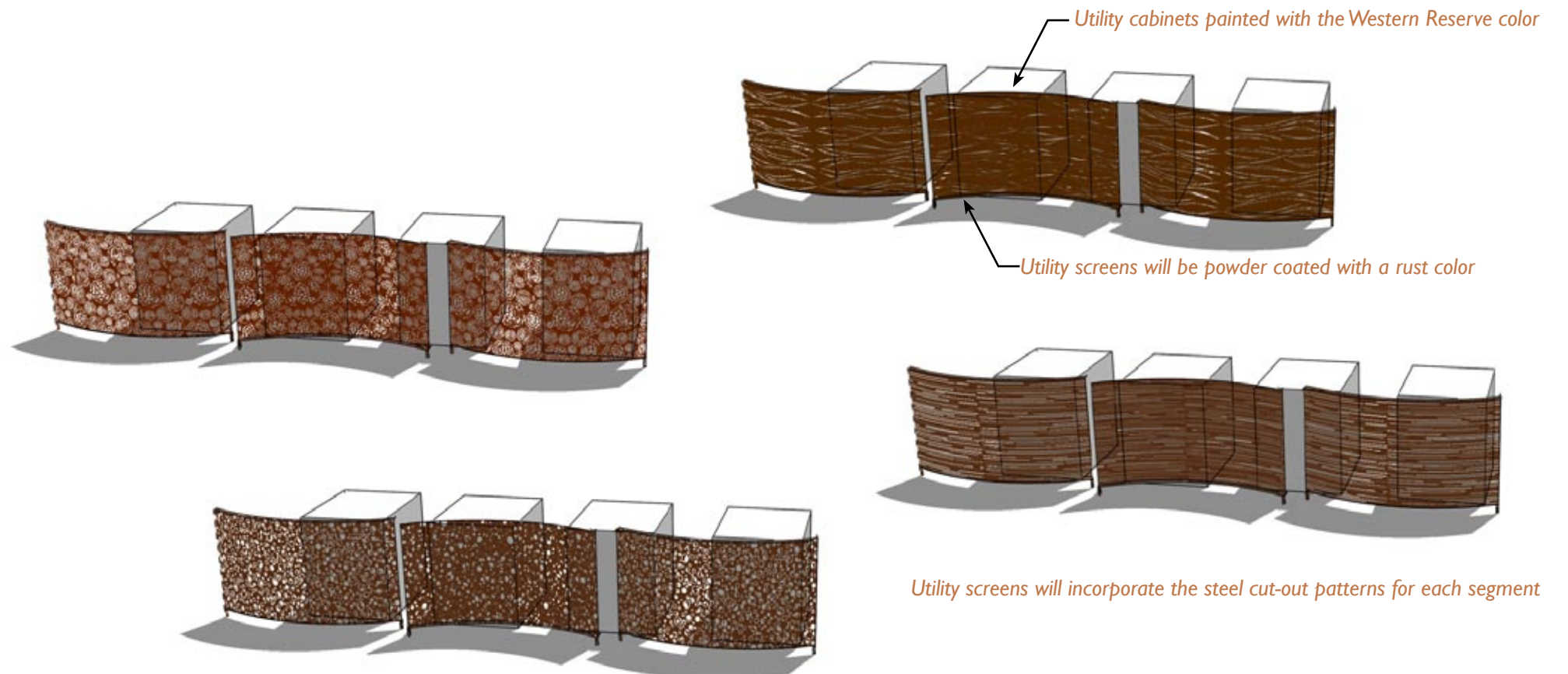
The same or similar steel cut-out patterns as used in other streetscape elements can also provide vertical screens to visually buffer existing utility cabinets and other elements along the corridor. Preserving access to these features for maintenance through side door panels and/or open tops and sides will be important.

### Tenant Sign Replacement Concepts

In some cases it may be necessary and/or desirable to replace existing tenant and business signs, when located within public ROW with new signs on a standard monument style base. The sign styles and dimensions developed for Segment 1 have been designed in accordance with City of Scottsdale commercial signing standards. The sign and/or base could be designed in patterns and materials consistent with other elements in each segment. Sign replacement could become a cost sharing opportunity with adjacent properties/businesses.



Utility screens can also provide a place for pedestrian information





### Suggested Locations for Segment Specific and Stand Alone or Integrated Public Artwork

The project team has developed a list of locations where stand-alone artworks or integrated public art elements would be appropriate along Scottsdale Road. In general, public artworks should be concentrated in areas where they will receive the highest amount of pedestrian and vehicular interaction. The list below addresses locational opportunities for stand alone artworks from the south end of the corridor to the north end.

#### Segments 1 and 2 Water in the Desert

The Salt River Project (SRP) lateral water feature along portions of Scottsdale Road could be revealed in a variety of ways including features at the turn out valves, such as acoustical and mechanical devices to convey the sound and movement of water traveling in the lateral below, and revealing above to the pedestrians on the Scottsdale Road sidewalks. The lateral water could be lifted through solar powered hand pumps to surface runnels or near surface basins, which could be covered with screens, patterned metal grates, or transparent materials. Perhaps some of this water could be made available for irrigation purposes or immediately returned to the lateral below. Given the importance of water conservation, these interactions could be implemented without human contact with the water source and in ways that would minimize evaporation.

Along the existing lateral, various approaches can be employed to lift the irrigation or the potable water source to the near surface for irrigating various landscapes. Pumps can be works of art, or represent hydraulic and scientific principles, engaging cooperation and participation, nurturing and reinforcing the civic landscape.

In addition to the conveyance of the sound of subterranean water and pumping to near surface through specially designed hand pumps, streetscape design treatments at Green Spot areas and along the corridor would include visual references to water, such as the proposed Arroyo Blue signature color for Segment 1, the rivulet signature pattern in the streetscape furnishings, lines and etchings in paving, and other water references.

### Scottsdale/Tempe Handshake

The southern boundary of Scottsdale and the northern boundary of Tempe are offset from each other and face each other's frontage along Scottsdale Road. This parallel, one-block boundary has been called the "Handshake." The offering of a proposal for a gateway design at the handshake will instill a dynamic collaboration through the entire process.

A unique opportunity to enhance the coupling of two conceptual gateways will be offered, joining the city governments of Scottsdale and Tempe to work together, and to collaboratively offer and support this opportunity to the community. City leaders, Public Art Commissions, agency representatives, and engineers will define, offer, finance and maintain their endeavor, and from this support base, a public art commission will be offered.

It is envisioned that each city will agree to the concept and fund their respective Art Commissions to mutually set up a joint committee with the purpose to define and offer a gateway design competition. Individual artists or artist led teams will submit a Request for Qualifications (RFQ), and from the RFQ three artists/artist teams will be selected and commissioned to develop and present a proposal at an open meeting. The selection process will be between the jurors.

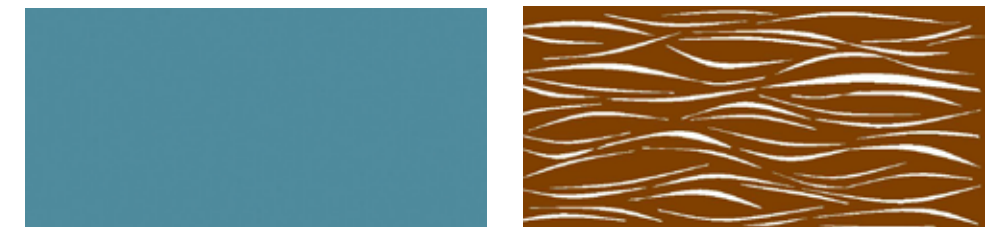
Presently, Scottsdale and Tempe define their city edge through subtle choices of infrastructure and urban fixtures. This pre-existing condition is perhaps the first layer to be analyzed, and then layered upon with the opportunity to grasp a concept of the gestalt of the Handshake.

The cities of Scottsdale and Tempe are eager to explore moving this idea forward as part of the design for the Segment 1.

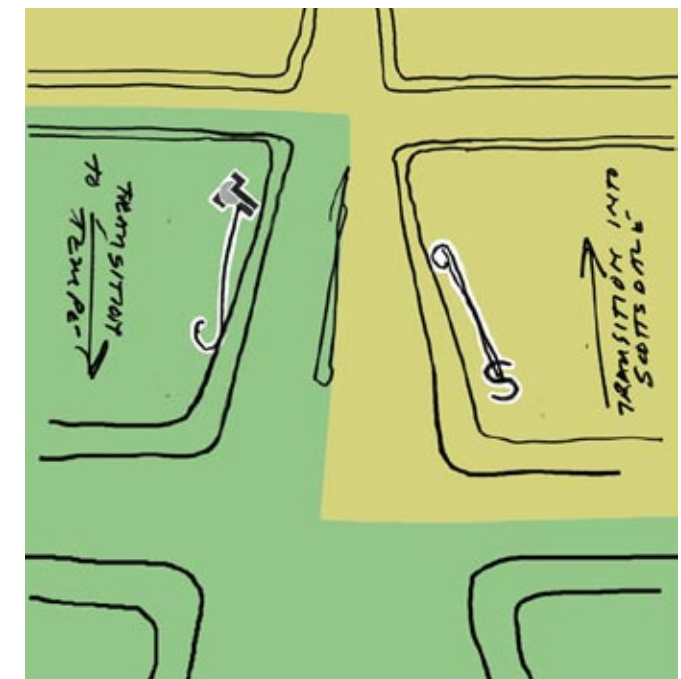
The Scottsdale Road Design Guidelines propose a permanent entry or gateway at the north and south city limits. As an interim strategy, we propose a series of temporary installations that establish a collaborative relationship between the cities of Scottsdale and Tempe (and later, between Scottsdale and Carefree). This series, called Handshakes, will consist of temporary installations that will address the cultural and physical passage along this unique parallel border between the sister cities. This series of installations will help initiate a dialogue with the communities and provide visibility to the Scottsdale Road Streetscape design project.

### Southern Handshake

One of the first projects, proposed by Bob Adams, would be a series of photos of people living along the border between Tempe and Scottsdale, facing each other across the street. The photos would be taken by a local photographer, blown up, and mounted as a temporary exhibition. Eventually a more formal approach may be considered as a collaborative sculptural project between the two cities.



Proposed "Arroyo Blue" signature color and rivulet signature pattern



An illustration of the "handshake" between the cities of Scottsdale and Tempe



Robert Adams' "Sun and Moon" shade structure concepts



Robert Adams' "Sun and Moon" simulation at Earll and Scottsdale

### Orchard Plaza

Another concept that honors the historic importance of water and irrigation to the Valley, as well as The Valley's heritage of citrus-based agriculture, is the Orchard Plaza proposed by Buster Simpson for the SkySong site, just south of McDowell Road, along Scottsdale Road. In his concept, Buster proposes that a functional gathering place for people would be provided near the proposed transit center, off the main corridor. The dense network of shade created by the orchard grid would provide comfort and refuge in the warm climate. A water irrigation network would be visible beneath the tree grates of the orchard. This concept will be explored further as part of the design of the ASU Scottsdale Transit Passenger Facility project.

### Sun and Moon – Segment 2/Downtown Gateway Concept for Earll Drive/Drinkwater Island

The omnipresence of the sun is the central fact of desert living. The sun is what we both seek and hide from. Robert Adams' proposed artwork at Earll Drive and Scottsdale Road, tentatively titled "Sun and Moon" is a metaphor for that omnipresence, created out of cables that stretch across the street defining a sun pattern cast in the shadow. A smaller and more dense shade structure to the east, in the proposed pocket park, would be a smaller "moon" to the more dominant "sun" over the street.

An important purpose of this artwork is to create a signature piece that defines Scottsdale Road without overwhelming the streetscape. With its delicate pattern of crossing cables, the proposed art will be powerful without being domineering – depending on the movement of the sun above to create an ever-changing pattern of shifting shadows.

Since the potential high capacity transit technology that might traverse this area in the future is not yet known, the gateway structure can be designed to be disassembled and moved if future light rail transit catenary lines become a conflict. If the future technology is a street car, this conflict would not be an issue. Also, the artwork could be installed over the adjacent open space island, or in other configurations in the gateway vicinity, as an alternative to over Scottsdale Road.

### Solar Archimedean Screw

Buster Simpson is proposing a Solar Archimedean Screw artwork over the Arizona Canal at the southeast corner of Camelback and Scottsdale Road. The Archimedean Screw would be powered by hand or solar energy to provide water to an existing but abandoned water feature over the canal at this location.

### SRP Water Feature Plaza

At the intersection of Scottsdale Road and Camelback, on the southeast quadrant, a plaza is being considered which would cover a portion of the



Buster Simpson's work with porcelain enamel panels and image inserts depicting a cracked Salt River mud motif on the south approach wall at Tempe Light Rail Bridge



Illustration of Buster Simpson's "Orchard Plaza"



Buster Simpson's "Solar Archimedean Screw" over the Arizona Canal

canal in order to claim needed space for pedestrian circulation. Buster Simpson proposes a participatory collection of hand and solar generated pumps, set on the proposed metal grating plaza lid over the SRP Canal, to engage visitors to the site. Buster Simpson's Archimedean Screw project is but one of many possibilities that could be hand operated and/or solar driven. The pumps could provide an educational and aesthetic demonstration of hydraulic principals associated with similar canal projects found in many cultures around the world.

### North Gateway to Downtown/Companion Piece to "Sun and Moon"

A companion artwork to the Robert Adams' Sun and Moon piece proposed at Scottsdale Road and Earll Drive should be provided at the north gateway to Segment 2 – Downtown, in the vicinity of Scottsdale Road and Chaparral Drive.

### Segments 3 and 4

In general, land uses in Segments 3 and 4, from Chaparral Road to Shea Boulevard (within the resort area), are largely focused away from the street, minimizing opportunities for public art along the street corridor. But there are some locational opportunities mentioned below, as well as opportunities associated with the proposed Green Spot locations in this segment.

### Indian Bend Wash Bridge at Scottsdale Road and

### McCormick Parkway

At the bridge over Indian Bend Wash at Scottsdale Road and McCormick Parkway there is the potential opportunity to install a metal artwork or casting alongside of the bridge, or create banners for attachment to the lightpoles or the bridge.

### Shea as a Community Center

A smaller scale artwork around the business/retail area at Shea Boulevard and Scottsdale Road would aid the urban renewal of this older retail area and help define this as a distinct and important community center within the city.

### Cactus Sculpture

The conditions at the northeast corner of Cactus Road and Scottsdale Road at the Cactus Water Park provide a unique opportunity for a large scale sculpture that could be interactive.

### Concrete Wash Between Cactus and Thunderbird

The concrete wash along Scottsdale Road between Cactus and Thunderbird is a concrete covered drainage way that acts as a visual barrier between the street and surrounding neighborhoods. Artwork here could beautify the wash and treat it as a transition into the surrounding neighborhood.

### Ode to the Automobile Era

In an ode to both earlier and present days of travel along Scottsdale Road, where motor vehicles are an ever-dominant, ever-present aspect of the culture, artworks could be installed in the cars and trucks of our past and present. The images show the use of classic cars as landscape planters in a project by artists Laura Hadad and Thomas Drugan, as one potential approach to automobile commemorative artworks in this vicinity. This theme would work particularly well in the area of current auto dealerships (just north of Frank Lloyd Wright to just south of the Loop 101/Pima Freeway).

### The Canal North of Frank Lloyd Wright Boulevard

This vicinity provides another opportunity for reference to the "water and energy in the desert" theme through potential installation of a major public artwork near the canal crossing. The new artwork would need to be complementary to and likely subordinate to the existing Blue Spire which dominates the streetscape in this area.

### "Green" Desert Rooftops

As the corridor transitions from suburban character to the more rural/natural setting of the Sonoran Desert up north, the concept of living roofs on transit shelters or shade structures could interplay with the use of cactus varieties becoming more prevalent in the surrounding natural



"Car Garden" public artwork in West Hollywood by Laura Hadad and Thomas Drugan



landscape. This concept would be most suitable for areas in the Sonoran Regional Core character area as well as other possible locations throughout Segments 3 and 4.

### Segments 5 and 6

The collective distance of Segments 5 and 6 is more than the total distance of the previous four segments. These segments traverse a diversity of land uses through urban form of varying densities, from suburban to more rural and natural in character. There are many opportunities to integrate public art and creative expression, as well as to create stand-alone artworks in this stretch of Scottsdale Road.

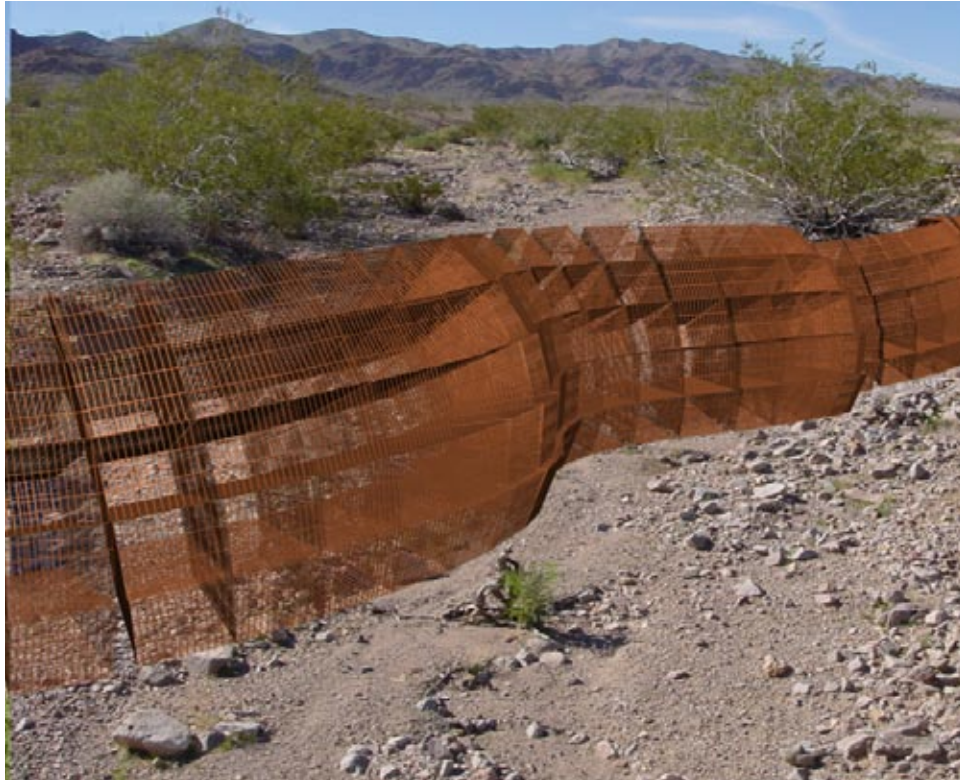
### Loop 101/Pima Freeway Crossing

Artwork here should integrate the freeway overpass into the surrounding urban environment to soften its visual impact within the Desert Foothills Scenic Drive.

### North of Loop 101/



Green cactus roof in Brazil



*Buster Simpson's concept for a snake-like gabion feature*

### **Pima Freeway**

The original botanical markers in the desert landscape north of Loop 101/Pima Freeway need to be preserved. Artworks north of Loop 101/Pima Freeway should be subtle projects that don't break the horizontal form of the desert, with the exception of Buster Simpson's "solar harvester gateway" concept, which addresses the existing power lines that interrupt the natural viewscape (see more detailed description below).

There is an opportunity for a major (but subtle/horizontal) landscape/art project north of the Loop 101/Pima Freeway, which could address the modified desert landscape both conceptually and directly. Possible opportunities include landscape art, earth art and/or artwork that helps create transitions between desert spaces and urban and retail spaces.

### **Reptilian Gabion**

Buster Simpson has conceived an idea for a snake-like gabion feature that could provide a functional use of retaining earth and/or defining the ROW, as well as an aesthetically appealing form that blends into the natural landscape – emphasizing the "wild side" of the Scottsdale Road corridor. The series of meandering connected gabions would have a rusted metal finish and contain natural boulders and rocks indigenous to the region.

### **Old Rawhide Site**

The wash and power lines near the old Rawhide site provide a prime opportunity to create a controlled wash that is functional, yet aesthetically pleasing and more creatively integrated into the surrounding desert.

### **Carefree Highway Pillars**

"End of the Road" pillars akin to mile markers could be provided at Carefree Highway signifying the transition from Scottsdale into the Town of Carefree and the end of Scottsdale Road.

### **Harvester At Happy Valley Trailhead**

Buster Simpson's proposed Solar Harvester sculpture will include a solar "headdress" array atop a figurative armature to provide a sustainable power source for the proposed Happy Valley Trailhead facility. The site is located on undeveloped land between two APS power transmission corridors where a proposed trail and trailhead are planned. The structure will create both a sculptural and utilitarian object that responds to and co-opts, the site's dominant structures—the transmission lines. These figurative armatures will be both metaphorical and functional, and serve as a gateway while referencing both historical and contemporary "welcome figures."

### **Northern Handshake**

Similar to the Southern Handshake discussed in Segment 1 and 2 section on page 43, this northern handshake will address the cultural and physical



*Buster Simpson's Solar Harvesters*

passage along the unique parallel border with Carefree and help initiate a dialogue within the respective communities. At the Carefree city limits with Scottsdale on Scottsdale Road, we propose a companion gateway project in the same spirit of the shared city limits project with the city of Tempe and Scottsdale, but a project more reflective of the desert environment. Here, the project may include images of nature facing each other, or historical photos of the desert environment prior to development and urban and city division.

## **Corridor Wide Elements**

### **Mile Marker Broadcasts**

At each mile marker, a radio transmitter will broadcast programming relating to the surrounding area or community, including oral histories and historical facts as well as other possible programming and traffic information. The data feed will be powered by solar panels. The solar panels may also power the internal LED lights. The transformer, batteries and other equipment will be housed within the mile marker.

### **Crosswalk Color Field**

The space between the existing crosswalk lines is a potential zone for artist-designed patterns. These patterns could reflect the segment patterns, the Green Spot lithocrete shape, or an artist inspired pattern such as Buster Simpson's color field pattern (see next page, as well as page 25).

These approaches provide a cost effective way to create identity and impact, along the whole Scottsdale Road corridor. In the areas where equestrian crossings are being planned, the space between the crosswalk lines could be widened and the surface lightly honed with typical road construction equipment to provide the required non-skid surface. Specific patterns such as a heavy broomed wavy brush finish could denote the crossing area.

### **Desert Washes**

The northern segment of Scottsdale Road still maintains many of the original washes that define the desert terrain. Bob Adams proposes naming and identifying those washes, using historical maps and documents, to emphasize the crucial relationship of water to life in the desert. Although the markers will begin in the north, they will extend the entire length of Scottsdale Road, identifying historical washes, canals and waterways that have "disappeared" with urban development. Signage for the washes will be simple and low lying, horizontal and using traditional signage materials such as embossed metal similar to a license plate to link the signage to a roadway vocabulary. The colors of the signs will distinguish between untouched and altered washes and between ancient and new waterways.

## **Activities and Festivities Along Scottsdale Road**



*Buster Simpson's colorfield crosswalk concept*

to the surrounding neighborhood and/or segment, but to fit within the overall theme of the social, ecological, historical, and cultural context of Scottsdale and Scottsdale Road. The pieces may commemorate a famous person from Scottsdale, or represent an historic event that occurred in Scottsdale, or honor the community's commitment to a sustainable future in the desert, or other elements.

The sculptural plinths will provide an exhibition location for either temporary or permanent works. The artwork on the plinths will have no relationship to each other, other than the process of selection over time. The art works would conform to a set "envelope" with a possible suggested dimension size of two feet by two feet by three and one half feet high. The intent is for these artworks to be smaller in scale, fitting with the neighborhood context and intimate setting of the secondary Green Spots.



*Sculptural Art Plinth*



*Medallions, inserts, or imprints can help tell the history and heritage of Scottsdale and Scottsdale Road*

### **Historical Happenstance Art Works**

In a similar concept to the proposed art works on sculptural art plinths, smaller-scale and often integral works of art will be created along Scottsdale Road to commemorate Scottsdale's heritage and historical development. These works, also to be created by various artists and designers, would be permanent and developed from a diversity of media, such as sculptures from various materials, inlaid pavement treatments or bronze, glass, tile and ceramic work, stencils and etchings, found objects embedded in paving and low walls, or other types of materials. If the elements are sculptural, their bases or support structures will be distinctive from the art works on the sculptural plinths.

Another distinction of these works is that there will be opportunities for these historical happenstance art works to become integral elements of the streetscape, rather than stand alone sculptures and displays. They would be accompanied by small plaques or interpretive panels that explain the art work's relationship to the community's history and heritage.

Unlike the sculptural art plinths, these works would always relate to the overarching theme of Scottsdale's history and heritage, and they may be located at either primary or secondary Green Spot locations, or other significant places where events of history and heritage need to be commemorated. An example might be imprinted sheep hooves in a herding/trail formation across one of the Green Spot areas, to honor

the sheepherding route that existed historically. Other ideas include an image or sculpture of sheep grazing, information about lateral irrigation ditches and the impact of the canal system, storm sewer lines and other engineering projects, architectural influences on neighborhoods, automobile history (auto row), significant trees and landscape themes over the community's development history, or historic businesses and shopping centers.

The bronze plaques or commemorative interpretive panels that accompany the art works would be designed in consistent size, shape, colors, etc. to reinforce their role in representing a continuous thread of historical markers along Scottsdale Road. There may be existing artifacts, historic buildings, signs, or other remnant objects along the streetscape that are already there and could be commemorated by these plaques/interpretive panels as well.

It is envisioned that historical happenstance art works will be created as a collaboration between artists, historians, and streetscape design teams involved in future projects along Scottsdale Road, including both public and private projects that involve streetscape improvements. It may be advantageous to have artists or design teams doing more than one historical happenstance art work. In fact, artists or teams may be assigned to certain subthemes related to history and heritage, such as agriculture, ranching, transportation, settlement, housing, or other topics, and then asked to create a series of artworks that could be installed in phases over time at different places along the entire length of Scottsdale Road. Doing this would create visual diversity and interest while still maintaining

conceptual continuity. Both the sculptural art plinths and the historical happenstance art works are intended for pedestrian encounters, bringing a sense of discovery to the streetscape experience for pedestrians. The sculptural art plinth and historical happenstance art works will be required to relationships specific to their site or neighborhood.

### **Pedestrian Lighting Vectors**

An efficient approach to bringing continuity to Scottsdale Road during the day and into the night would be to retrofit all existing light poles along Scottsdale Road with a distinctive pedestrian level lighting sconce. These units would be pole-mounted and self-contained, with solar panels, batteries and sensors. This eye level “vector” would unify the existing assortment of lighting pole types with a unique and sustainable feature. A solar panel would charge batteries by day and discharge by night. The solar panel underside could also serve as a reflective shade to efficiently bounce light to its intended surface. By using LED lamps, a visual impact could also be maintained during daylight. This is a unique opportunity for a lighting designer to present the city with a distinctive lighting element.

### **Conclusion**

The proposed projects discussed in this plan are recommended by the art team of Buster Simpson and Bob Adams as impacting elements to the design development of Scottsdale Road and the public art collection for the City of Scottsdale. Scottsdale Road funding at present is not sufficient to complete all proposed projects. The Scottsdale Public Art Program in conjunction with the City of Scottsdale will use the recommended projects in this plan as a guide for their program in the upcoming years to prioritize funding as it becomes available.

## **Public Art Guidelines for the Scottsdale Road Corridor**

The specific artworks created by individual artists may be discrete pieces or they may be ephemeral, portable, interventionist, a phenomenological experience, or even a performance or event.

Following are some very general guidelines related to public art and creative design for future Scottsdale Road improvements.

- All Scottsdale Road improvement projects should include an integral process for involving artists and incorporating art and creative expression.
- Scottsdale Road improvement projects should involve neighborhoods, businesses, arts and cultural organizations, educational groups and institutions, and other stakeholders in the development of public art concepts. Integration of public art should result from a strong

partnership between the artist and the community. When artwork evolves from a collaborative effort between the artist and stakeholders such as a neighborhood, community group, or school, a sense of community pride and ownership is fostered in the newly created work of art.

- Public art should help to diversify Scottsdale’s art program and promote new ways of seeing the world, while also maintaining cohesiveness, compatibility, and quality within the overall collection of public artworks.
- Artists should be encouraged to explore and celebrate themes that specifically relate to Scottsdale and Scottsdale Road, as highlighted in earlier sections of these guidelines, helping to build community identity and distinction along this signature street. Themes related to Corridor of Light and Shadow and Water and Energy in the Desert and the use of contextually influenced patterns, materials, and colors should be emphasized in Scottsdale Road artworks.
- Artworks should establish a strong visual identity and aesthetic for Scottsdale, its gateway entrances, and its neighborhoods.
- A collection of public artworks that challenge, engage, and delight the public and that ranges in scale from intimate to monumental, and from horizontal to vertical, is envisioned.
- Artist involvement in projects should include local, national, and international artists who bring interesting ideas and points of view that may not be currently represented in the community’s art program, balanced with a strong understanding of the context and themes appropriate for the region and community.
- Artists should begin the creative process by carefully considering the nature of the specific sites for which they will make artworks. City project directors and managers should provide specific direction to artists pertaining to the selection of materials that are suitable to the local climate conditions and maintenance considerations at the start of each project. Artists should be encouraged to be creative in their choices of materials with attention toward the specific climatic challenges of the region. Materials such as steel, bronze, aluminum, glass, masonry, and native plant materials have been used compatibly with the desert environment on other art projects. Artists using metal or reflective materials should consider heat conductivity and glare reflection and its potential affect on comfort, safety, and security.
- Public artworks integrated into the Scottsdale Road streetscape will allow the community’s collection to grow and diversify, while also building a strong sense of unity and identity for the community.
- Major works of art can help to mark significant public spaces (such as

the open space islands at the couplet transition areas) in Segment 2 – Downtown.

- Smaller scale works of art may be appropriate for smaller, more intimate public open spaces where pedestrians, transit riders, and bicyclists may encounter them.
- The integration of public art should be accomplished through streamlined, efficient, and effective design processes that encourage collaboration between artists, landscape architects, urban designers, architects, planners, and engineers. Project design teams should ensure that the consistency and integrity of the artists’ intent is preserved throughout the duration of the project, including implementation and installation.
- Permanent exterior artworks should include only those that have received final design approval and have assurances of lasting quality and durability.
- Consider the establishment of a civic artist-in-residence either as a full-time or part-time/shared position focused on Scottsdale Road to encourage the implementation of art as part of improvement projects. One of the early assignments could be collecting and documenting unique Scottsdale stories and historic events that can be interpreted at Green Spot intersection areas of the corridor. This position could also organize and kick-off the temporary art program for the plinths. The position could also record, document, and analyze existing cultural artifacts and relics along the corridor to be preserved and commemorated as part of streetscape improvements.
- Project proponents and the City of Scottsdale should explore funding opportunities beyond the one percent for art allocation to enrich the potential for additional artworks along the corridor.



### Segment Design Guidelines and Recommendations

#### Segment I – Southern Gateway

##### Overview

Segment 1, which extends from McKellips Road to Earll Drive, is an evolving area that transitions from a residential and light commercial corridor defined by more suburban development such as strip malls, car dealerships, apartments, and old neighborhoods (just off the corridor) to a more urban area with institutional, high-tech, and multi-use facilities. The design of streetscape elements and plantings should reflect both the past and current uses, as well as provide structure for the changing character. Additionally, as the lowest elevation of the Scottsdale Road corridor, the design should draw upon the proximity of the Salt River and Indian Bend Wash and the alluvial character of the area.

##### Elements of Continuity

- The continuous thread design elements should include a typical eight-foot wide planting strip, eight-foot wide sidewalks (minimum), and additional plantings between the sidewalks and right-of-way. Sidewalk widths of 12 feet are proposed along the SkySong frontage, and sidewalks will also widen and extend to the curb at transit stops and intersection corners.
- Plantings should be more formal and geometric to respond to new developments such as the SkySong, ASU Scottsdale Innovation Center. Planting concepts for the segment are described in more detail below.
- Green Spots should be located at both mile and half mile intersections. Primary Green Spots should occur at:
  - McKellips Road
  - McDowell Road
  - Thomas Road
- Secondary Green Spots should occur at:
  - Roosevelt Street
  - Oak Street



## Segment 1



Rivulets



Arroyo Blue



Stratified Concrete



Accent lighting will create a "Corridor of Light and Shadow"

- Green Spot treatments should follow the recommendations for primary and secondary Green Spots outlined previously. The following elements should be included in the Segment 1 Green Spots:
  - Seatwalls.
  - Art plinths at secondary Green Spots.
  - Shade structures at primary Green Spots.
  - Accent paving.
  - Patterned (stenciled or waterblasted/sandblasted) and/or color field crosswalks.
  - Sustainability principles should be reflected in the use of local materials, native plants, water harvesting principles, selective use of crushed recycled concrete used as ground plane surfacing in planting strips, and the use of solar panels to power accent lighting and mile markers.
  - Interpretive elements that refer to the SRP irrigation system and the history of the segment should be provided.
  - Custom light pole wraps and the selected Bega (or equal) pedestrian light poles should be placed at primary Green Spots.
  - Accent lighting in the form of bollards, in-ground lighting, and other styles should be included in all secondary Green Spots.
  - Planting at Green Spot areas should be less formal with a more intensified use of color, texture, variety, and height.
- Mile markers should be placed at each mile intersection and half mile markers installed at each half mile intersection where appropriate.
- The contextual trapezoid shape should continue to be reflected in benches, art plinths, and other site elements.



Custom furnishings will be made from steel cut-out patterns; benches like these may be installed at transit stops and other locations

- Street cross section improvements should include continuous bike lanes, planting strips, and new sidewalks throughout the segment.
- All utility cabinets, backflow preventors, light poles, traffic signal poles, and other miscellaneous utility elements should be painted with the Western Reserve color (Pantone Color 326-1, Pantone Solid 411).
- Additional medians should be added where appropriate. At-grade paved medians will need to be provided at numerous locations to allow access to businesses. For the most part, improvements can be implemented within the existing roadway width by reducing travel lanes to a consistent 11 foot width. Between McKellips Road and Roosevelt Street, the curbline may need to be adjusted to accommodate the bike lanes or median widths will need to be reduced to accommodate improvements. Improvements should include the following:
  - Five and one half foot bike lane both directions.
  - Three 11-foot travel lanes each direction.
  - A planted median of varying width with decorative paving for at-grade medians and left turn lanes.
  - Eight-foot planting strips.
  - Eight-foot minimum sidewalk extended to curbs and widened at transit stops and other high pedestrian activity areas.
  - Property owner agreements and/or easements may be required in some locations to implement the eight-foot planting strips and eight-foot sidewalks. However, if agreements can not be obtained, planting strips should be reduced in width to fit within the existing right-of-way dimensions.
  - The existing right-of-way dimension should be maintained.

### Elements of Distinction

- Metal panels and furnishings should have a rust color powder coated finish with the artist-designed Rivulets cutout pattern.
- The segment signature color should be Arroyo Blue (Pantone Process 238-5). This signature color will be used in subtle ways, such as in the Lithocrete paving, shade structures, accent lighting, and other elements.
- Walls and seatwalls should be trapezoid in shape and constructed of stratified concrete.
- Specialty paving should be constructed out of Lithocrete utilizing the coblue 5 color of recycled glass to reflect the arroyo blue segment color. Additional paving accents through sandblasted, waterblasted, and broom finished treatments also should be provided.

- Standard benches, trash receptacles, bicycle racks, and other site furnishings should be perforated metal with a custom pattern matching the Rivulets segment pattern. Site furnishings should be manufactured by Landscape Forms (or equal) to achieve the styles illustrated in these guidelines.
- Light pole wraps should be constructed from perforated metal with the Rivulets segment pattern and utilize a white LED fixture.
- Custom bollard lights should be round, constructed of perforated metal with the Rivulets segment pattern and utilize LED light fixtures, colored to reflect the segment color.
- In-ground accent lighting and/or hanging lights should be provided at Green Spots, and other locations where additional lighting may be needed. Some lighting should be colored to reflect the segment color.

### Additional Miscellaneous Segment Elements

- Pedestrian crossing facilities should be provided at each intersection with directional curb ramps.
- Interaction with the SRP standpipes should be incorporated as an art element within this segment.
- The kit-of-parts transit shelters should be installed at all bus stops throughout the segment.
- Coordination with the City of Tempe will be required to incorporate all site elements along the west side between McKellips Road and Roosevelt Street.
- Free standing rust color powder coated metal panels with the Rivulets pattern should be placed around large utility boxes for screening purposes.

### Landscaping and Planting Palette

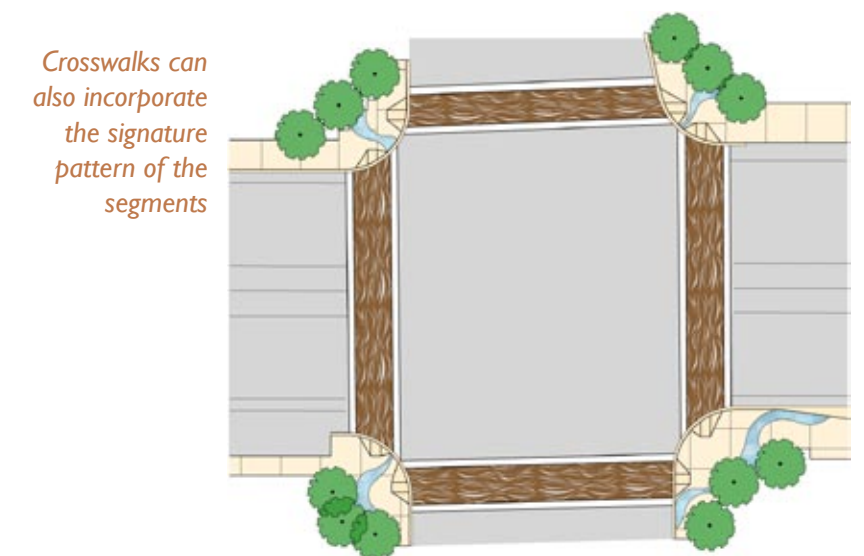
The landscape plantings for Segment 1 will reflect the evolving urban characteristics of this area with a more formal geometric planting pattern linked together with a single continuous thread tree throughout the corridor. This continuous geometric pattern will be punctuated by primary and secondary Green Spots, which will be less formal with a more intensified use of color, texture, variety, and height. The continuous thread tree for Segment 1 is designated as the Parkinsonia hybrid, desert museum palo verde. The continuous thread tree will be planted 32 feet on center between the Green Spots. At the Green Spots, the spacing will be tightened to 24 feet on center. Refer to the planting palettes provided on the following pages for the other types of trees, including legacy trees at Green Spot areas, and plant materials recommended for this segment.



Utility cabinet covers and screens will have the signature pattern for the segment



Custom steel cut-out bike racks

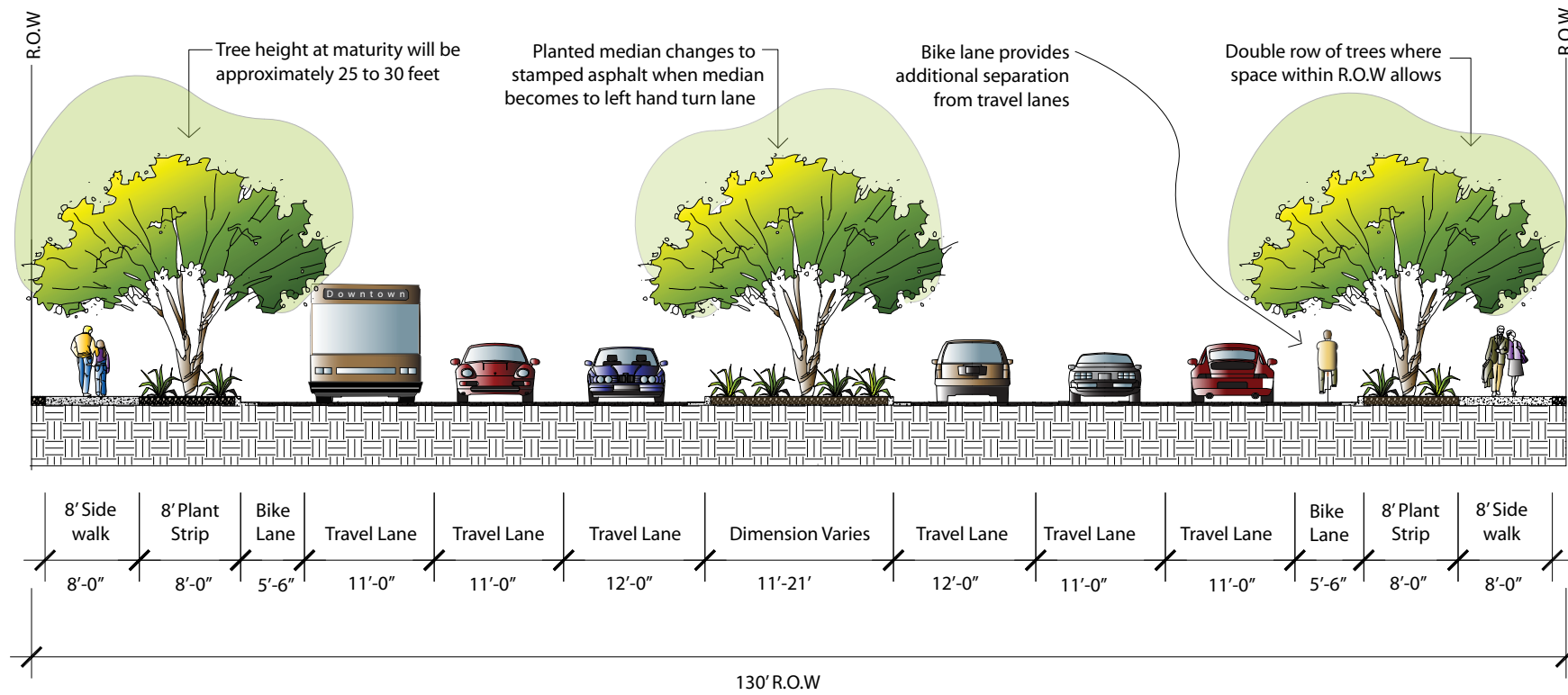


Crosswalks can also incorporate the signature pattern of the segments



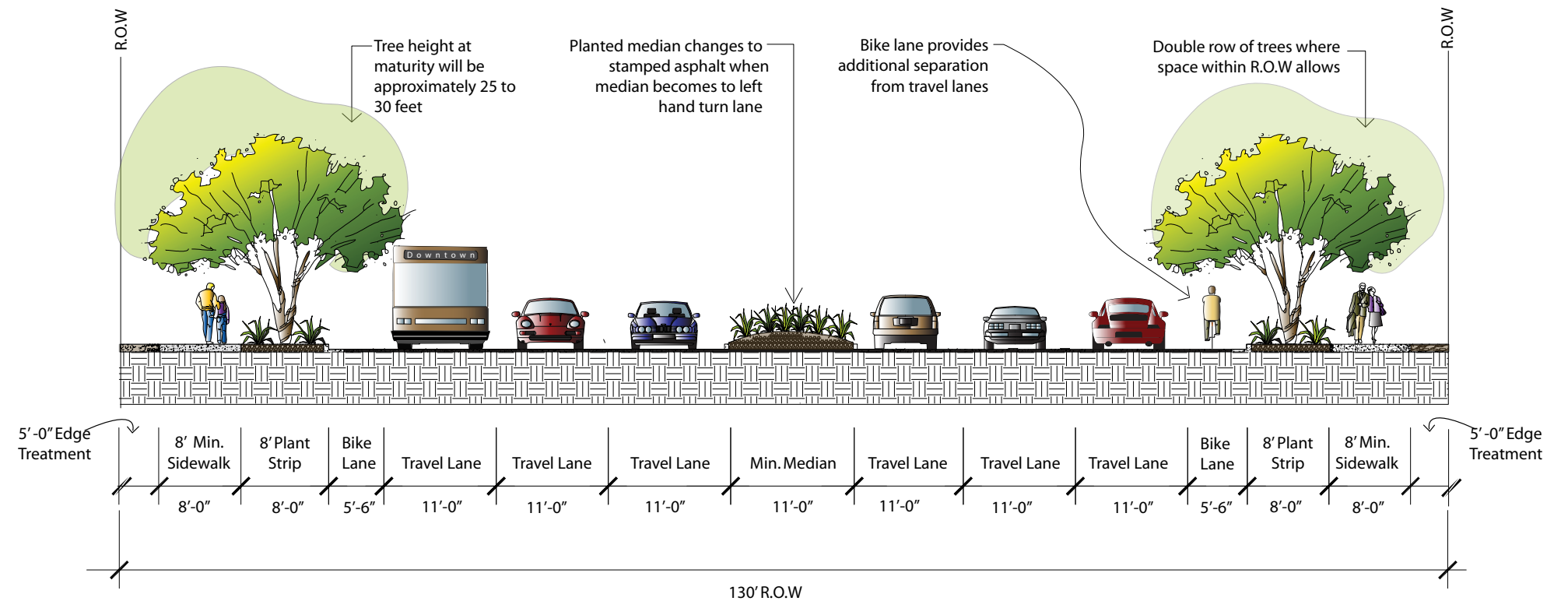
# Segment I Sections

## Main Corridor Concept

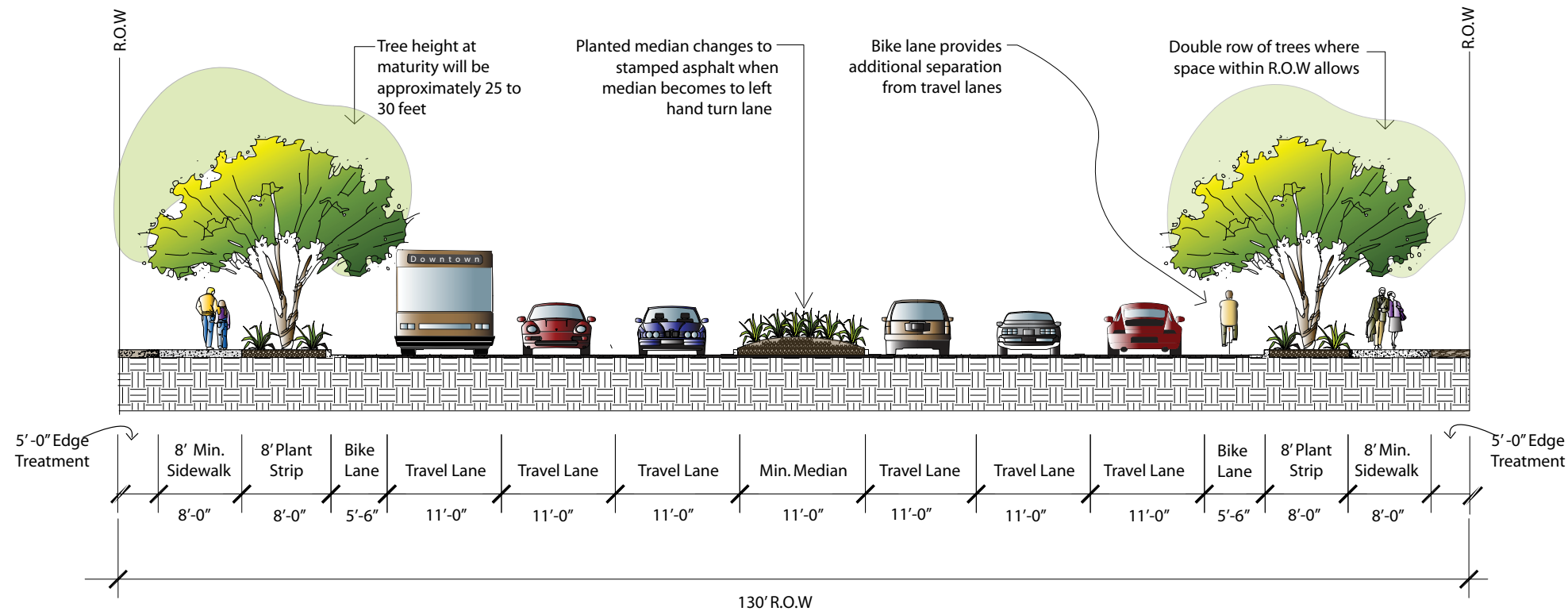


Note: Sections are cut at specific locations as identified on the section heading. They are meant to be a snapshot and to help illustrate how the design guidelines are incorporated throughout the entire corridor at both standard and unique locations.

## Turn Lane Concept

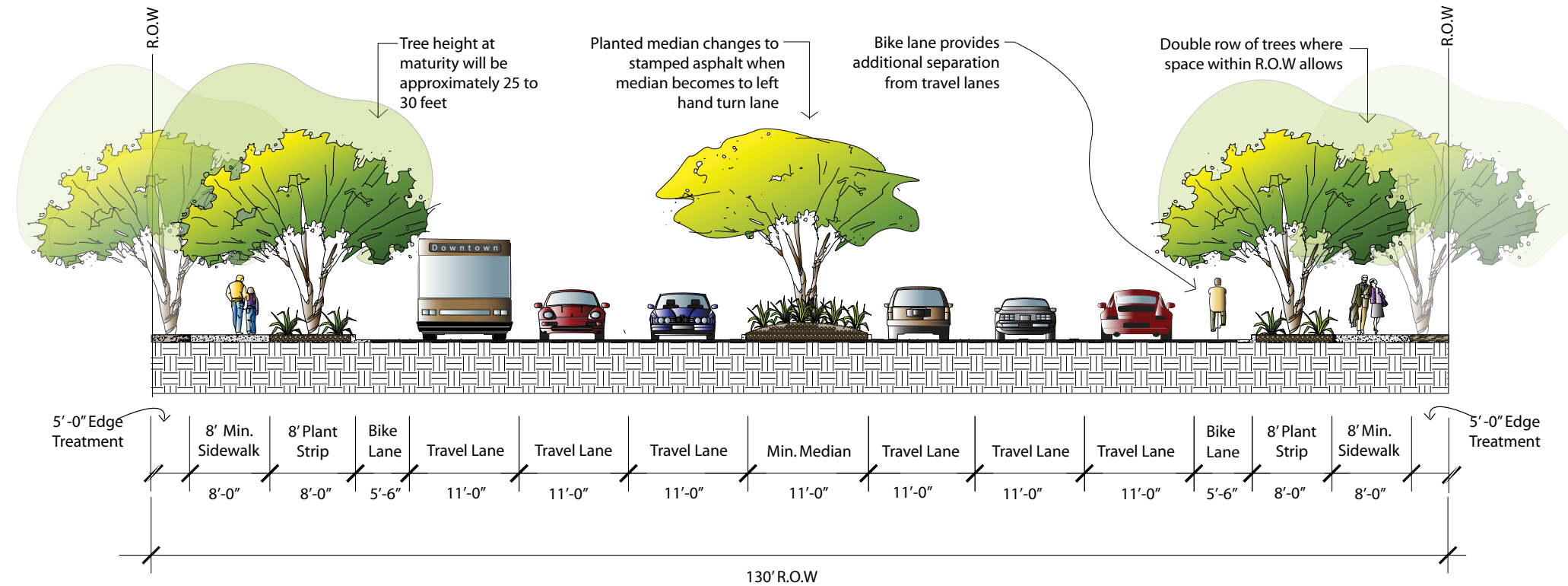


Planted Median Concept

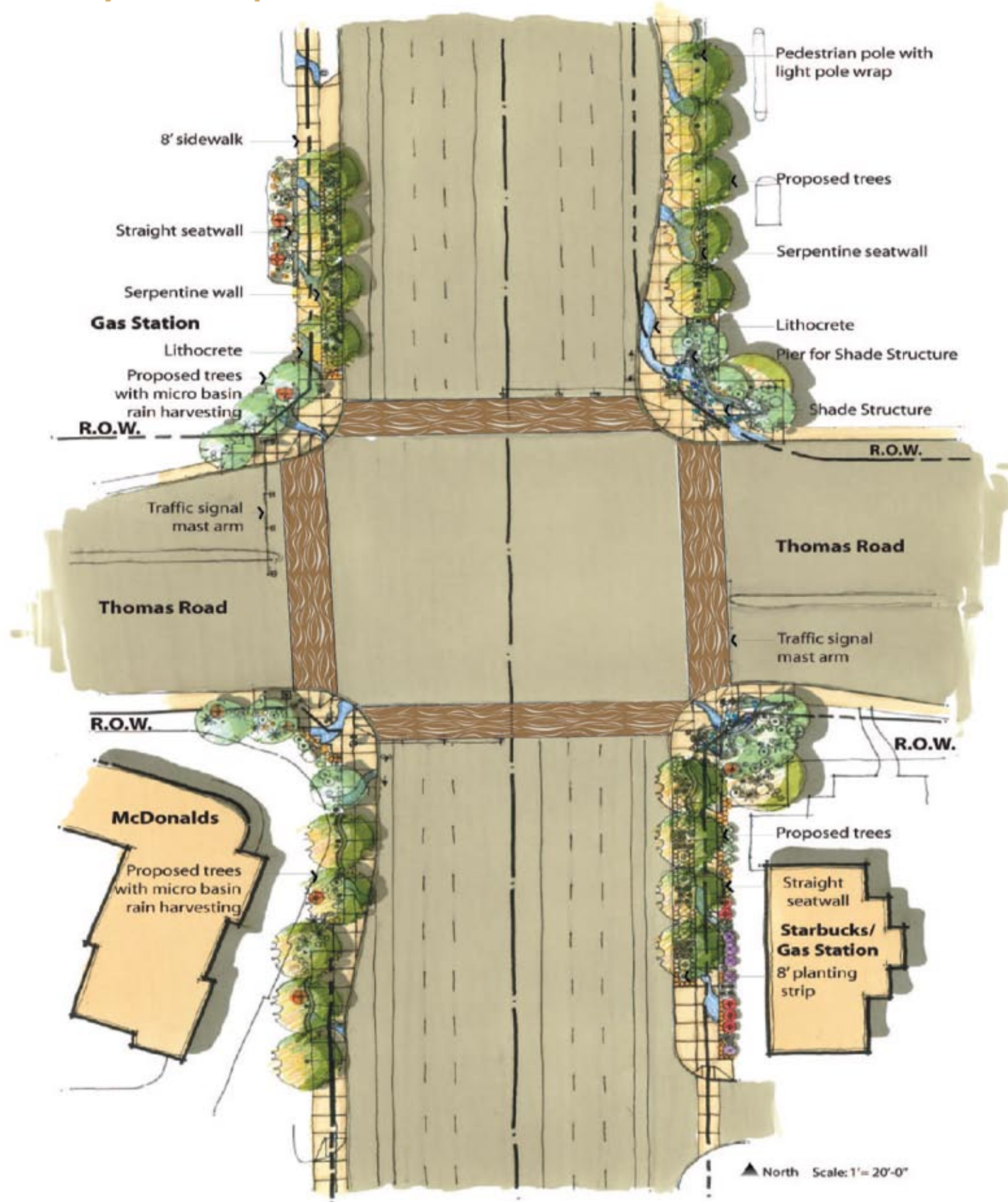


Note: Sections are cut at specific locations as identified on the section heading. They are meant to be a snapshot and to help illustrate how the design guidelines are incorporated throughout the entire corridor at both standard and unique locations.

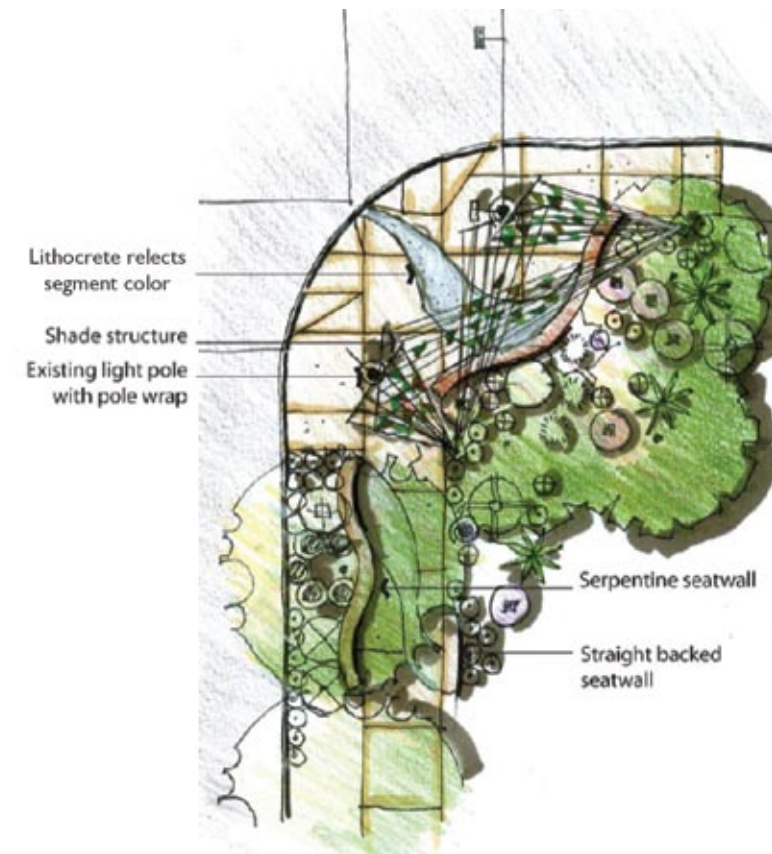
Green Spot Concept



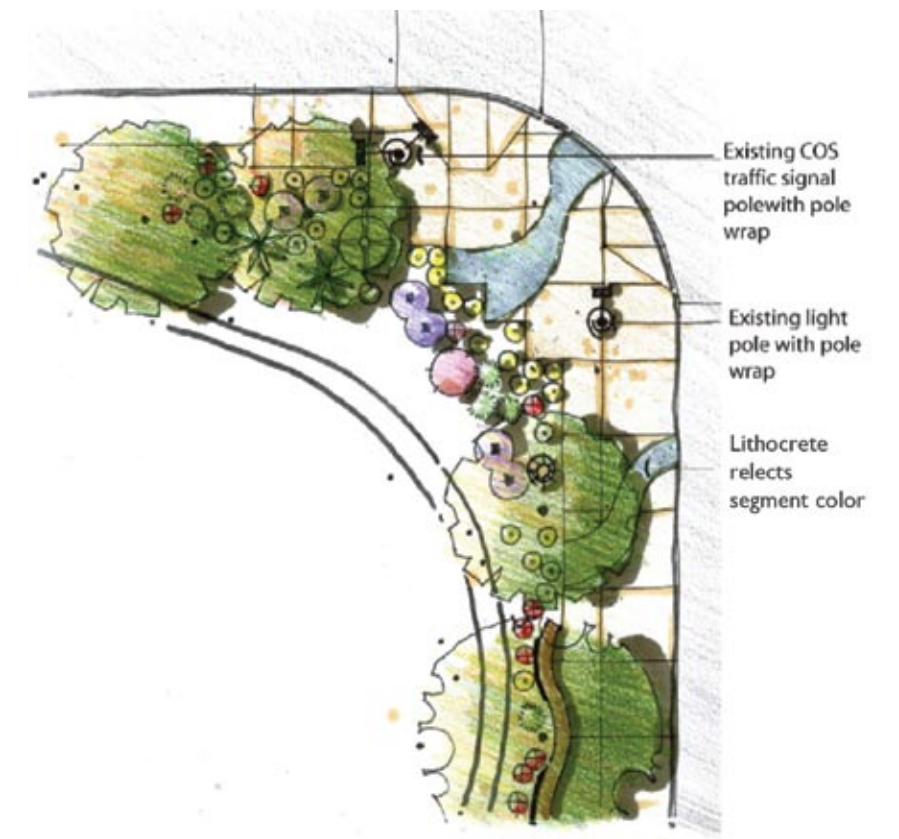
**Segment I**  
**Primary Green Spot at Thomas Road**



**Detail View: Southeast Corner**



**Detail View: Southwest Corner**





Primary Green Spot approaching Thomas Road



*Lithocrete in the pavement along with Green Spot plantings along sidewalks will create a pedestrian scale environment at primary intersections*



*Green Spots, above, will provide a place for pedestrians to pause and enjoy the corridor's activity*

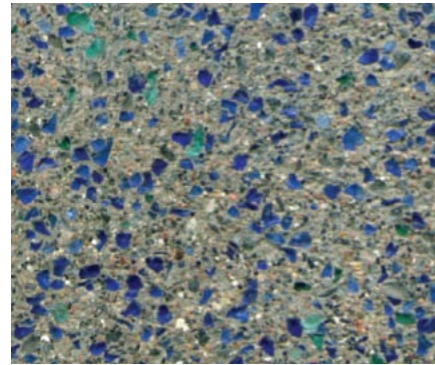
*Mile and half-mile markers, left, will provide drivers with orientation, while at the same time reinforcing the signature corridor*



*Light pole wraps will coordinate with the metal cut-out pattern for the segment*

Primary Green Spot Materials Palette

Specialty Paving



Lithocrete with recycled glass

Decorative Metal Panels



Rivulets

Metal panels, in powder coated rust color, used for vertical shade screens as well as bench backs and light pole wraps

Lighting Treatments

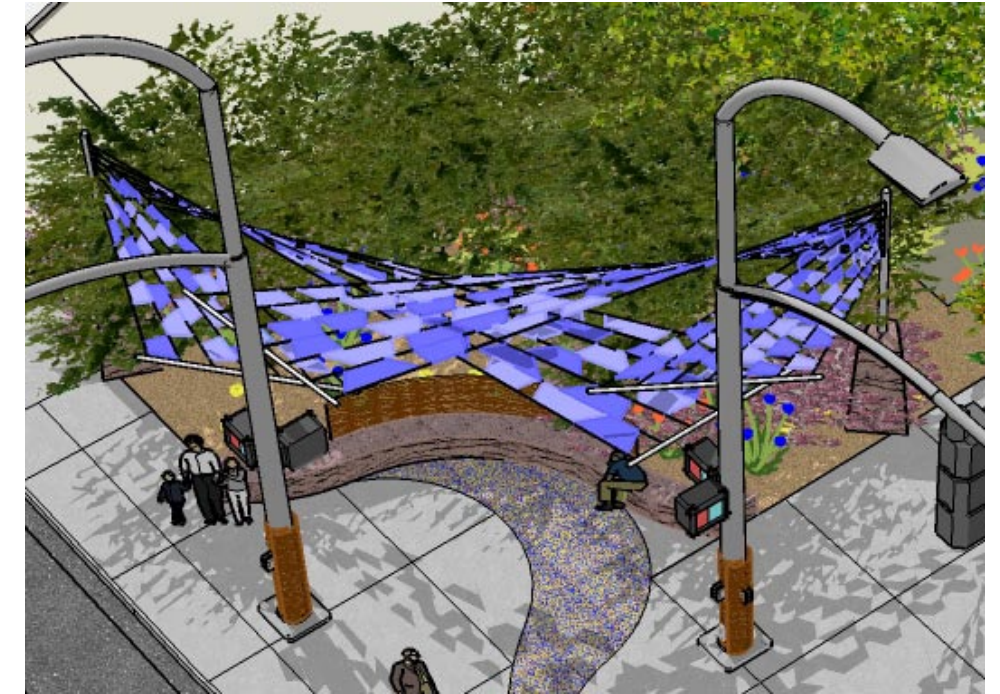


Light pole wraps to match decorative metal panels for the Segment I (Rivulet)



Pedestrian lighting (Bega product no. 8821MH or equal)

Shade Structure

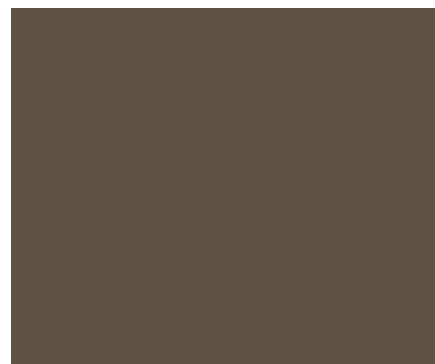


Stratified concrete pier with trapezoid shape low walls and metal seat back panels at primary Green Spot

Custom Colors

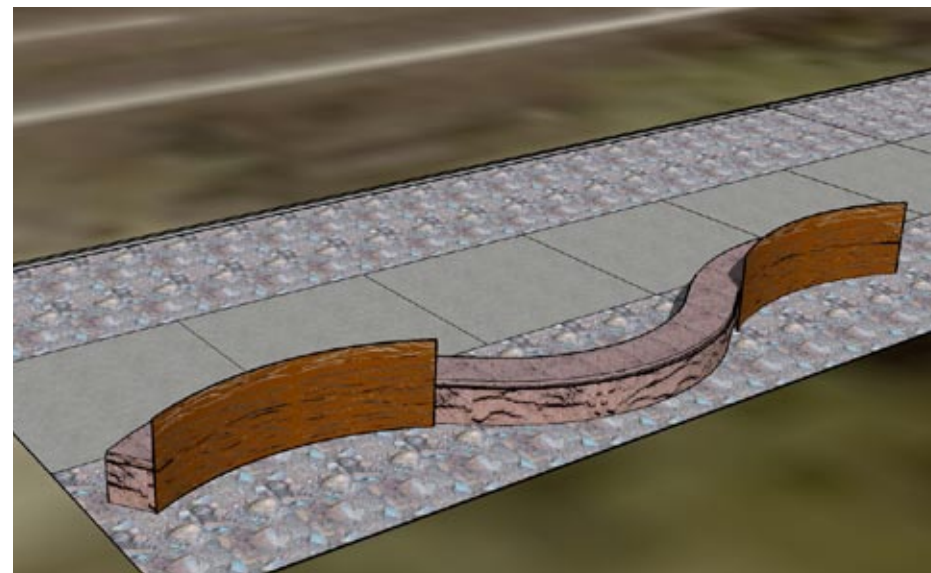


Color - Arroyo Blue (Pantone Process 238-5)



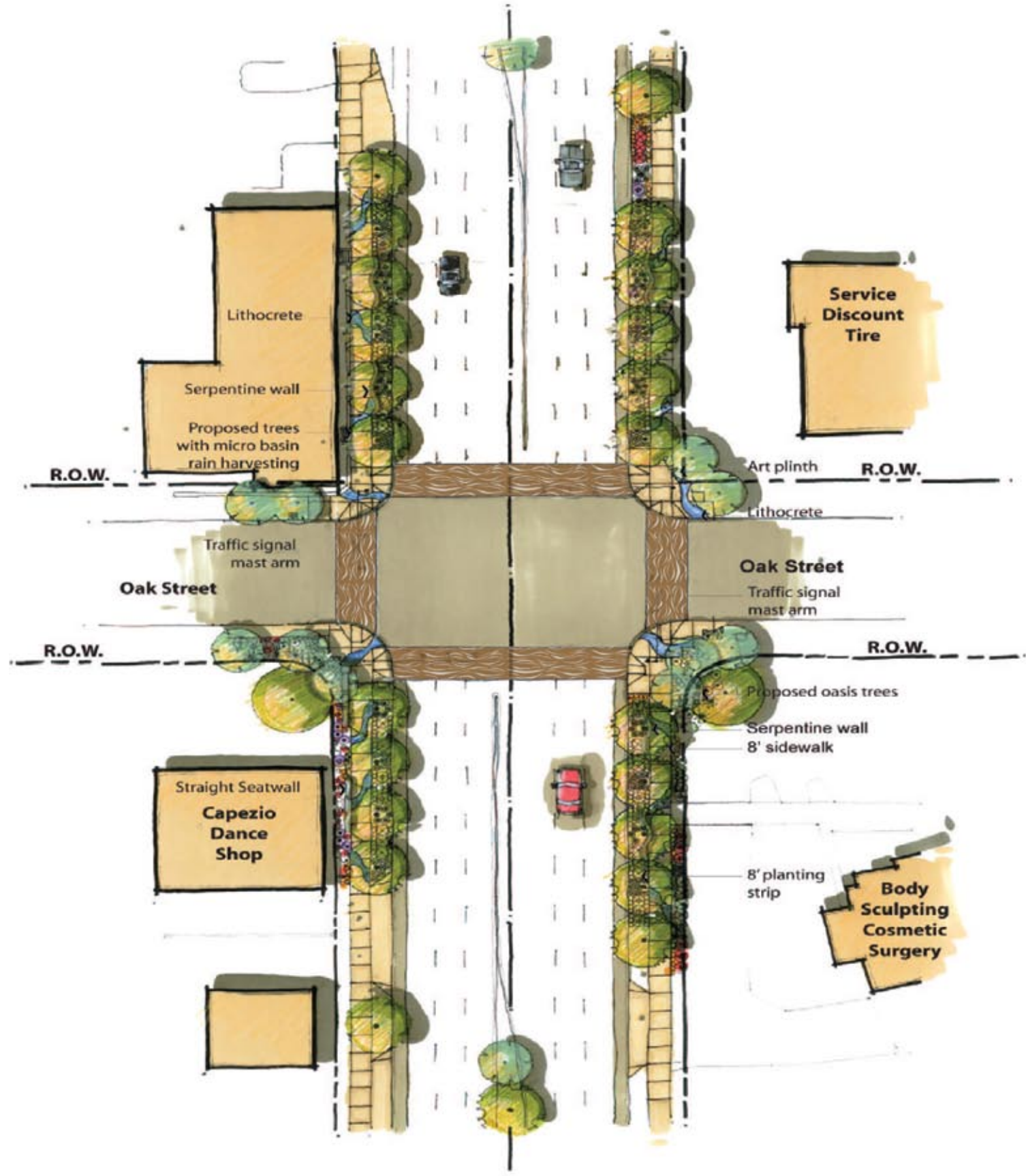
Color - Western Reserve (Pantone Color 326-1, Pantone Solid 411)

Custom Seating

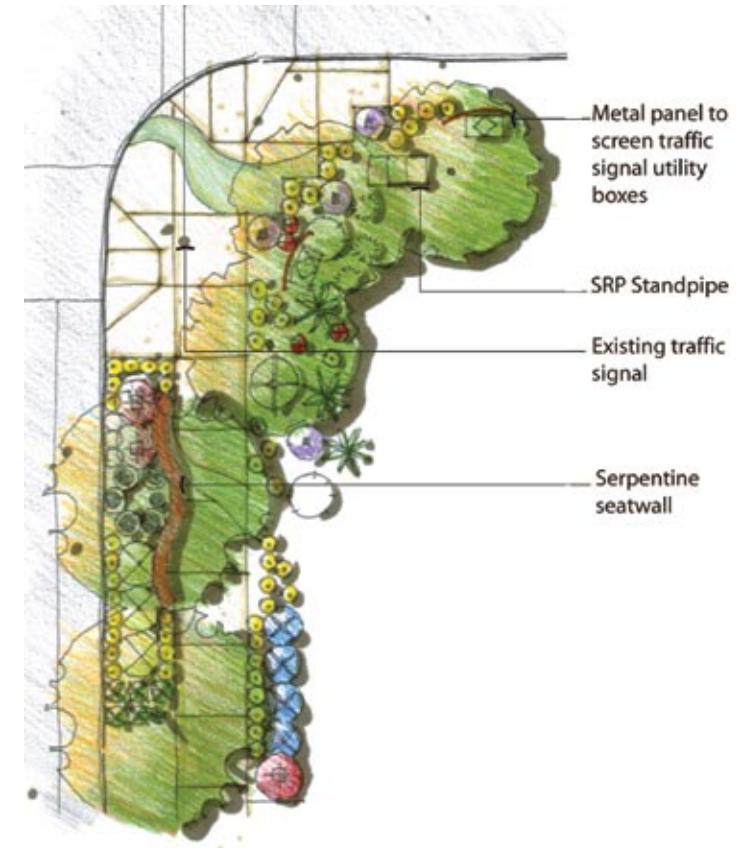


Serpentine backed bench with stratified concrete seating wall

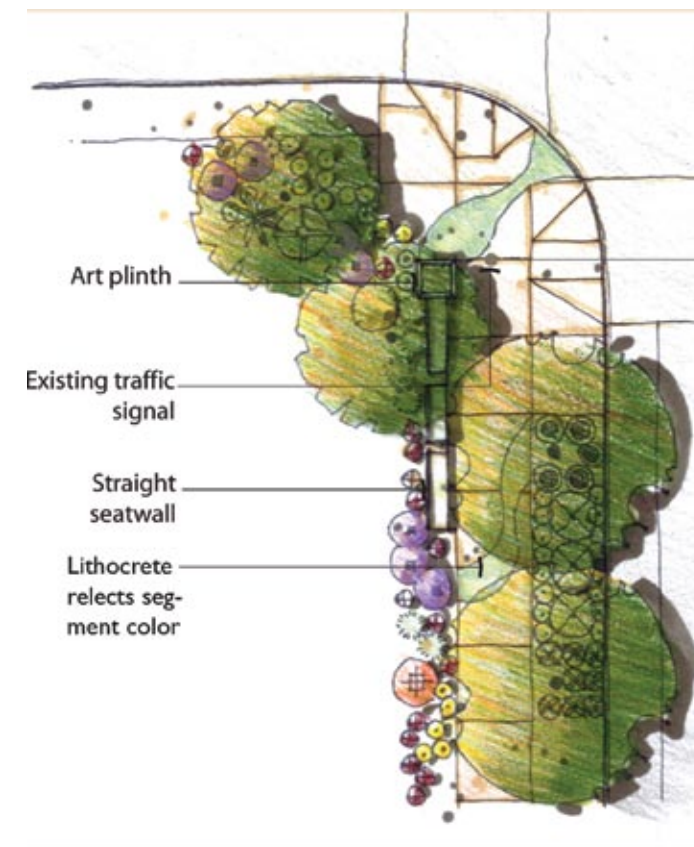
**Segment I**  
**Secondary Green Spot at Oak Street**



**Detail View: Southeast Corner**

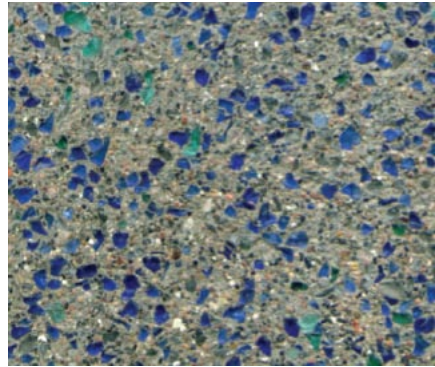


**Detail View: Southwest Corner**



Secondary Green Spot Materials Palette

Specialty Paving



Lithocrete with recycled glass

Decorative Metal Panels



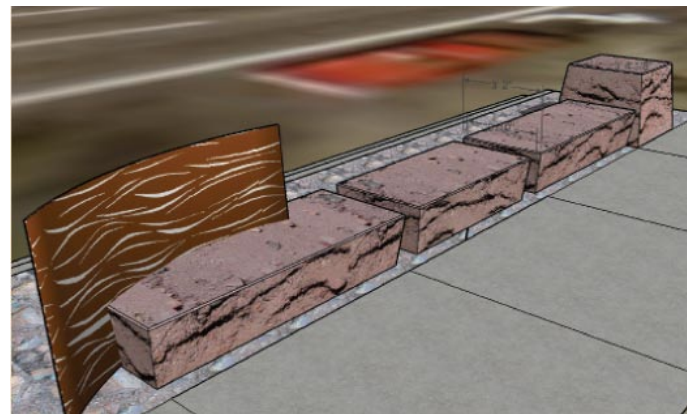
Rivulets

Metal panels, in powder coated rust color, used for vertical shade screens as well as bench backs and bollard lights

Custom Seating



Straight backed bench with stratified concrete seating walls and structural art plinth

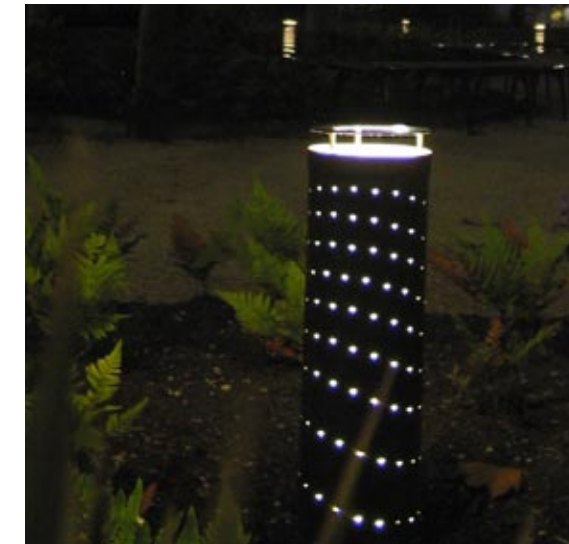


Curved backed bench with stratified concrete seating walls and structural art plinth

Lighting Treatments



In-ground lighting will create a "Corridor of Light and Shadow."



Bollard lighting will match decorative metal panel cut-out patterns.

Custom Colors



Color - Arroyo Blue (Pantone Process 238-5)



Color - Western Reserve (Pantone Color 326-1, Pantone Solid 411)



Segment I

Overall Plant List for Segment I (Southern Gateway)

McKellips Road to Earll Drive



Parkinsonia hybrid



Penstemon



Quercus



Leucophyllum laevigatum

Tree Selections

Scientific Name	Common Name	Mature Tree Height and Width	Bloom Color	Primary Green Spot	Secondary Green Spot	Median	Continuous Thread	Comments
Parkinsonia hybrid	palo verde 'desert museum'	15' x 20'	Yellow				✓	Continuous Thread
Parkinsonia florida	blue palo verde	25' x 25'	Yellow				✓	Continuous Thread
Acacia aneura	mulga	20' x 20'	Electric Yellow	✓	✓	✓		Accent
Acacia farnesiana	sweet acacia	20' x 20'	Yellow	✓	✓			Accent
Caesalpinia cacalaco	cascalote 'thornless'	20' x 20'	Yellow	✓	✓	✓		Accent
Eucalyptus papuana	ghost gum eucalyptus	40' x 25'	White				✓	Used for Height at Intersections
Prosopis hybrid	thornless mesquite	30' x 30'	Cream	✓	✓	✓		Legacy Tree
Quercus buckleyi	texas oak	Varies	Inconspicuous	✓	✓			Legacy Tree

Shrub/Groundcover/Accent Selections \* All shrubs and ground cover are to reflect segment color in foliage and bloom color.

Agave spp.		Varies	Varies	✓	✓	✓		Spineless Varieties
Aloe spp.		Varies	Yellow/Red	✓	✓	✓	✓	Spineless Varieties
Baileya multiradiata	desert-marigold	2' x 2'	Yellow	✓	✓	✓		
Bulbine frutescens	tiny tangerine	1' x 1.5'	Yellow/Orange	✓		✓	✓	
Calliandra californica	baja fairy duster	5' x 5'	Red	✓	✓	✓	✓	
Cereus hildmannianus	hildmann's cereus	15' x 10'	White	✓	✓			
Convolvulus cneorum	bush morning glory	2' x 3'	White	✓	✓	✓		
Eremophila spp.	emu bush	4' x 4'	Red	✓			✓	
Hesperaloe parvifolia	red-yucca	3' x 4'	Pink/Yellow	✓	✓	✓		
Hymenoxys acaulis	angelita daisy	1' x 1'	Yellow	✓	✓	✓	✓	
Justicia californica	chuparosa	4' x 4'	Red		✓	✓		
Leucophyllum laevigatum	chihuahuan sage	4' x 4'	Blue/Purple		✓	✓		
Nolina spp.		Varies	Varies	✓	✓			
Penstemon spp.		Varies	Varies	✓	✓			
Ruellia spp.		Varies	Varies	✓	✓	✓		
Salvia spp.		Varies	Varies	✓	✓	✓	✓	
Sphaeralcea ambigua	globe mallow	2' x 2'	Varies	✓				
Tecoma stans	gold star	Varies	Yellow	✓	✓		✓	



### Segment 2 – Downtown

#### Overview

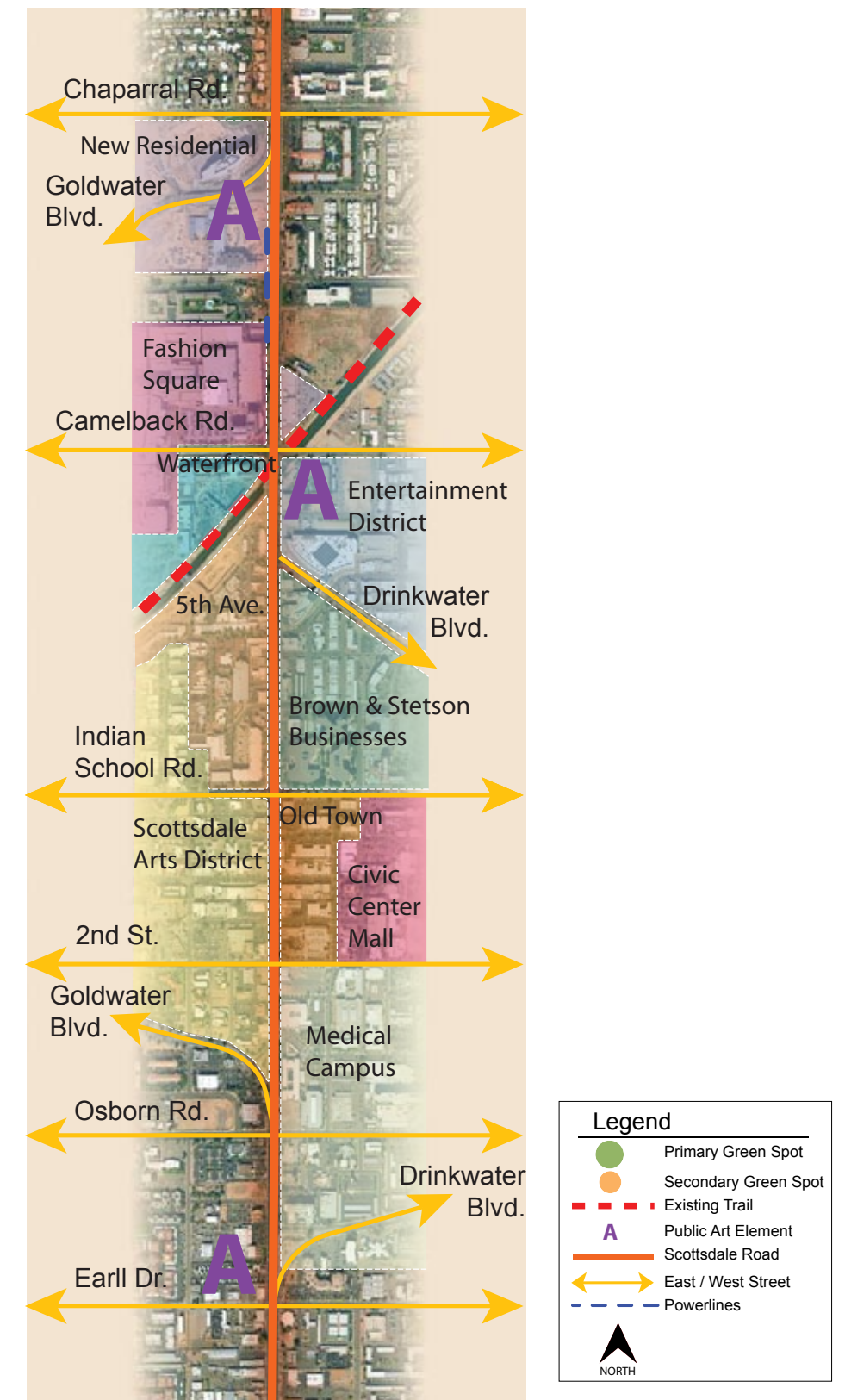
Segment 2 extends from Earll Drive to Chaparral Road. As a high intensity pedestrian area, it is recommended the entire streetscape of Scottsdale Road in Segment 2 be designed with a Green Spot intensity of improvements and pedestrian amenities. Design elements should be influenced not only by the historic character of Old Town, but also should respond to the contemporary Southwestern styles of the emerging Waterfront segment. Additionally, the design elements should take into consideration the strong design elements of the Scottsdale Arts subdistrict, again drawing upon both the historic such as rammed earth, adobe brick, concrete block, and others, and contemporary art scenes. Use of historic building techniques such as stucco finish should be incorporated to blend with the predominant architectural style of the district.

#### Elements of Continuity

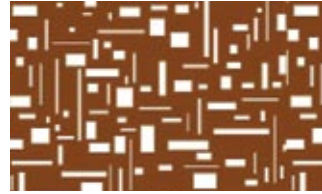
- Throughout most of Segment 2, the strong continuous thread of the Scottsdale Road streetscape will be modified somewhat from the segments north and south. The continuous street tree planting at the edge of the street provided in Segment 1 will not be provided in Segment 2. Street trees may be provided in tree grates in some locations of the Segment 2 streetscape. Other elements of the streetscape will provide the sense of continuity, such as the furnishings and lighting.
- In the core of downtown (between 2nd Street and Camelback Road) sidewalks should be maximized in width to accommodate increased pedestrian volumes, while at the same time providing space for plantings in as many locations as possible. A minimum of 10 feet from face of building to curb is recommended, but the desirable minimum width is 14 feet where attainable in the downtown core. Where space is available from Earll Drive to 2nd Avenue, Indian School Road to 3rd Avenue, and 6th Avenue to Chaparral Road, the standard eight-foot wide planting strip and eight-foot wide sidewalk should be implemented. Sidewalk areas at intersections, transit stops, and other pedestrian gathering zones along the streetscape should be maximized for increased capacity to handle groups of pedestrians. Sidewalks should extend to the curb line at intersections, transit stops, and other areas where more pedestrian capacity is needed.
- Plantings should be incorporated by utilizing tree grates, hanging

baskets, and planters to help reinforce the continuous thread concept through these areas. Planters should be carefully placed to avoid creating obstacles and barriers within the primary path of pedestrian travel.

- Plantings should respond to the urban environment and the unique character areas of the Downtown Scottsdale. Planting concepts for the segment are described in more detail below.
- As previously mentioned, the entire segment will be treated as a Green Spot with an intensification of streetscape elements focused on the pedestrian scale. The following elements should be included throughout Segment 2.
  - Seatwalls.
  - Custom street furniture.
  - Art plinths.
  - Shade structures where space is available.
  - Accent paving.
  - Patterned (stenciled or waterblasted/sandblasted) and/or color field crosswalks.
  - Sustainability principles should be reflected in the use of local materials, native plants, water harvesting principles, selective use of crushed recycled concrete used as ground plane surfacing in planting strips, porous pavements, and the use of solar panels to power accent lighting and mile markers.
  - Interpretive elements that describe the history of Scottsdale with particular emphasis on themes related to downtown history should be provided throughout the segment.
  - Street lamp fixtures will be replaced along Scottsdale Road with the selected Bega (or equal) pedestrian light poles in most areas. Accent lighting in the form of bollards, in-ground lighting, and specialty fixtures should be included throughout the segment.
- Mile markers should be placed at each mile intersection and half mile markers installed at each half mile intersections where appropriate.
- The contextual trapezoid shape should continue to be reflected in benches, art plinths, and other site elements.



## Segment 2



Homestead



Earhtone Red



Smooth Stucco Finish



- All utility cabinets, backflow preventors, light poles, traffic signal poles, and other miscellaneous utility elements should be painted with the Western Reserve color (Pantone Color 326-1, Pantone Solid 411).
- The street cross section will need to be modified throughout Segment 2 to improve pedestrian circulation and organize parking. Several locations exist where head-in (perpendicular) parking or diagonal parking interrupts sidewalks, creating the potential for pedestrian-vehicular conflicts. These areas of conflict need to be addressed with a standardized street cross section. The new cross section should provide adequate space for future high capacity transit if proposed to be implemented on Scottsdale Road in downtown. The Transportation Master Plan assessed three potential high capacity transit technologies for Scottsdale Road: bus rapid transit, light rail, and streetcar. Streetscape designs will need to accommodate whatever technology is selected in the future.
- Existing travel lanes vary in width and should be standardized, allowing for the roadway width to be reduced and sidewalks widened. The ROW width varies greatly in this segment, from 77 feet to 120 feet (but is generally 84 to 104 feet). This may require negotiating agreements and/or easements with adjacent property owners to implement design improvements. ROW acquisition may also be needed in a few key locations. Improvements should, at a minimum, include the following:
  - Two travel lanes in each direction - lanes should be designed to the minimum width acceptable to the city.
  - The number of left turn lanes should be minimized.
  - On street parallel parking
  - New 6-inch vertical curbs throughout the vast majority of the segment
  - A continuous median either specially paved or planted
  - Sidewalk widths as discussed above – a continuous pedestrian travel way should be provided between the face of buildings and the curbs throughout the segment.
  - At-grade planters for trees and seasonal plantings – tree grates should be used in locations where needed to maximize pedestrian capacity of the sidewalk and where no planting strip is provided.
  - Due to ongoing planning related to downtown transportation and decisions yet to be made about whether or not to implement high capacity transit, the street cross section has not yet been confirmed for downtown. As such, bike lanes may or may not be incorporated into the design section. If bike lanes are not striped, it may be appropriate given the slower design speed throughout

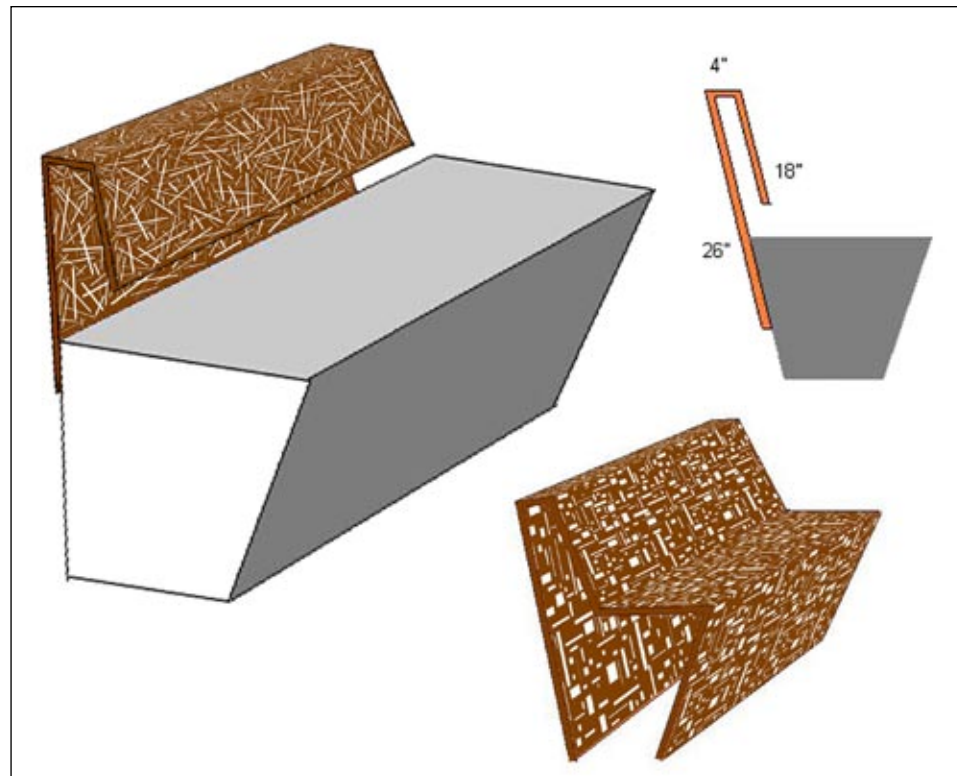
downtown, for bicyclists to share a wider outside lane with motorist as is common in other downtown areas. However, if the city determines, dedicated bike lanes (with striping and symbols) could be provided, depending on the street cross section selected.

### Elements of Distinction

- Metal panels and furnishings should have a rust color powder coated finish with the Homestead cutout pattern.
- The segment signature color should be Earhtone Red (Pantone Process 77-2, Pantone Solid 180C). This signature color will be used in subtle ways, such as in the Lithocrete paving, shade shelters, accent lighting, and other elements.
- Walls and seatwalls should be trapezoid in shape and constructed of Smooth Stucco.
- Specialty paving should be constructed out of Lithocrete utilizing the CA Red 1 color of recycled glass to reflect the Earhtone Red segment color. Additional paving accents through sandblast, waterblast, and broom finish treatments also should be provided.
- Standard benches, trash receptacles, bicycle racks, and other site furnishings should be perforated metal with a custom pattern matching the homestead segment pattern. Site furnishings should be manufactured by Landscape Forms (or equal) to achieve the styles illustrated in these design guidelines.
- Custom bollard lights should be round, constructed of perforated metal with the homestead segment pattern and utilize LED light fixtures, colored to reflect the segment color.
- In ground lighting and other specialty accent lighting should be provided throughout the segment. Some lighting could be colored to reflect the segment color.

### Additional Miscellaneous Segment Elements

- Pedestrian crossing facilities should be provided at all intersections with directional curb ramps.
- Interaction with the SRP standpipes should continue to be incorporated as an art element throughout segment.
- Existing artist-designed transit shelters should be preserved and new kit-of-parts transit shelters should be installed at all other bus stops.
- Existing board-formed wood pedestrian poles in the core of downtown should be preserved, but bird-cage light fixtures replaced with a fixture that responds to both the historic and contemporary character of the downtown. Other light poles and utility poles and fixtures will be painted with the Western Reserve color – recommended for all of Scottsdale Road.



Folded benches will use steel cut-outs that match signature patterns for each segment along the Scottsdale Road corridor

- Free standing rust color powder coated metal panels with the Homestead pattern should be placed around large utility boxes for screening purposes.

### Landscaping and Planting Palette

The planting palette for downtown, Segment 2, will incorporate the City of Scottsdale recommended plant list for downtown, as well as other specific guidelines to each of the downtown districts and streets. The continuous thread tree within Segment 2 will be the *Acacia farinesiana*, Sweet Acacia. The planting palette will also include annuals that the city can incorporate into the proposed hanging baskets, pots and planters, to bring in the element of punctuated seasonal color. All of downtown is an intensive pedestrian activity area, and therefore should be treated with a Green Spot intensity of plantings where space allows.

The portion of Scottsdale Road from Earll Drive to Osborn Road does not have a specific district designation, but is in general considered the Scottsdale Medical Campus. This area includes both southern-most couplets, located at Earll Drive and 2nd Street. The couplets islands used for diverting traffic onto the bypass roadways should function as gateway landscapes into the downtown and as such, the planting in the couplets will be more architectural in character. These areas will include the *Parkinsonia Hybrid*, Thornless Mesquite as the continuous thread tree, and the legacy tree is to be the *Acacia farinesiana*, Sweet Acacia. This planting will also be applied to the northern most couplet, located south of Chaparral Road.

The planting palette for the Old Town subdistrict will incorporate a more artistic or sculptural approach to the planting scheme by using spineless varieties of agave, yucca and aloe species. The Brown and Stetson business subdistrict will incorporate larger groupings of plantings and reflect a more formal geometric planting pattern as well as incorporate the planting palette from the Indian School Road intersection. The 5th Avenue shops and boutiques, are located from 6th Avenue to Stetson Drive; and includes Craftsman Court; and the Entertainment subdistrict, extending east of Buckboard Trail from 6th Avenue to Camelback Road, return to the feel of Old Town while incorporating the more contemporary side of the Scottsdale Arts subdistrict. This area will return to the Old Town planting palette that will express the use of more sculptural and artistic plant selections.

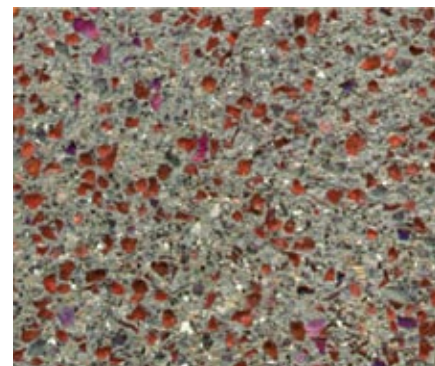
The Waterfront subdistrict, near the intersection of Camelback and Scottsdale Road, has a more contemporary array of shops and includes pedestrian facilities for strolling along the tree lined Arizona Canal bank. Currently, there is a well established planting palette existing along this corridor. It is recommended that this palette be maintained and enhanced with additional street trees and under story plantings.

The primary and secondary Green Spot intersection concept with a legacy tree, accent trees, and continuous thread tree will resume in downtown. Fashion Square extends along Camelback Road and north along Scottsdale Road. This area also has a substantial amount of existing plant material, and it is the intent that the continuous thread trees and plant material respond to enhance and augment this existing character.

Throughout all of these areas, continuous thread trees and plantings will extend along Scottsdale Road to reinforce the signature corridor, while also blending with the existing planting palettes.

### Materials Palette

#### Specialty Paving



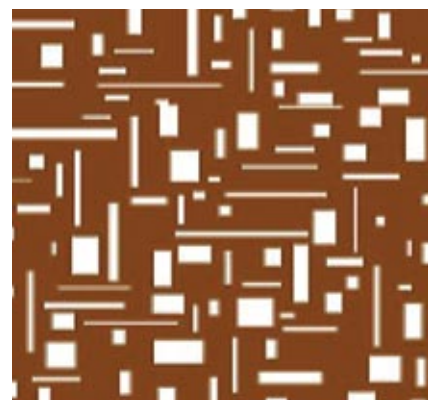
Lithocrete with recycled glass

#### Custom Colors



Color - Earthtone Red (Pantone Process 77-2, Pantone Solid 180C)

#### Decorative Metal Panels



Homestead

Metal panels, in powder coated rust color, used for vertical shade screens as well as bench backs, trash receptacles, bike racks, and light pole wraps

### Custom Seating



Straight backed bench with smooth stucco finish seating wall and sculptural art plinth

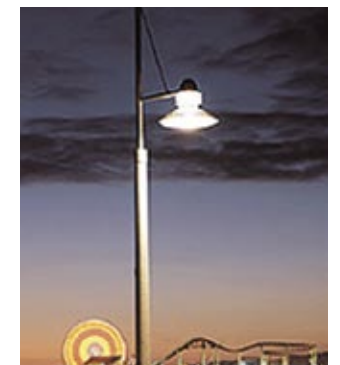
Serpentine backed bench with smooth stucco finish seating wall



### Lighting Treatments



Light pole wraps to match decorative metal panels for the Segment 2 (Homestead)

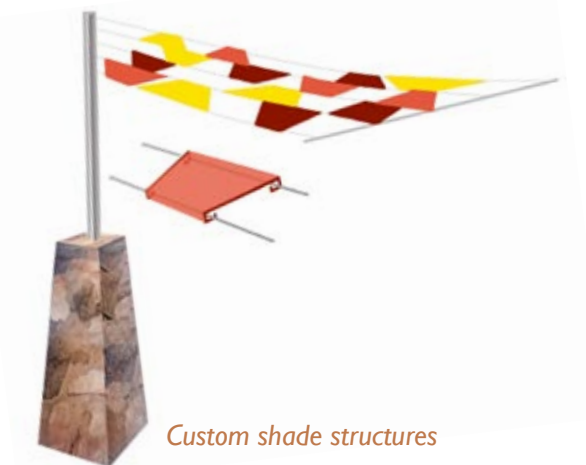


Pedestrian lighting (Bega model no. 8821MH or equal)

### Other Design Elements



Trash Receptacle



Custom shade structures

*Place holder for cross section designs. To be coordinated with Transportation Master Plan.*

*Place holder for cross section designs. To be coordinated with Transportation Master Plan.*

Segment 2

Overall Plant List for Segment 2 (Downtown)

Earll Drive to Chaparral Road



Chinese pistache



Acacia farnesiana



Flowering aloe plant



Yucca rupicola

Tree Selections

Scientific Name	Common Name	Height and Width	Bloom Color	Primary Green Spot	Secondary Green Spot	Median	Continuous Thread	Comments
Acacia aneura	mulga	20' x 20'	Electric Yellow	✓	✓	✓		Accent
Acacia farnesiana	sweet acacia	20' x 20'	Yellow	✓	✓	✓		Legacy/Accent
Caesalpinia cacalaco	casalote 'thornless'	20' x 20'	Yellow	✓	✓	✓		Accent
Cercidium praecox	palo brea	20' x 20'	Yellow	✓	✓		✓	Continuous Thread
Dalbergia sisso	sissoo tree	20' x 30'	Light Green	✓	✓			Legacy/Continuous Thread
Prosopis alba	argentine mesquite	20' x 20'	Yellow	✓	✓		✓	Legacy/Continuous Thread
Pistacia spp.	chinese pistache	30' x 30'					✓	Legacy
Lysiloma spp.	desert fern	15' x 20'	Cream	✓	✓			Accent

Shrub/Groundcover/Accent Selections \* All shrubs and ground cover are to reflect segment color in foliage and bloom color.

		Varies	Red	✓	✓	✓	✓	Species must be thornless adjacent to pedestrian walkways
Aloe spp.		Varies	Red	✓	✓		✓	Sun to partial shaded areas; accent
Baileya multiradiata	desert-marigold	1' x 1'	Yellow	✓	✓		✓	Groundcover
Bougainvillea spp.	bush bougainvillea	4' x 4'	Fuchsia/Red	✓	✓			
Cordia parvifloia	little leaf cordia	6' x 6'	White	✓	✓	✓	✓	
Calliandra californica	baja fairy duster	5' x 5'	Red	✓	✓	✓	✓	
Dalea spp.	black dalea	4' x 4'	Fuchsia/purple		✓	✓		
Dasyilirion longissima	mexican grass tree	5' x 5'						
Eremophila spp.	valentine	4' x 4'	Red	✓	✓		✓	
Hesperaloe parvifolia	red-yucca	3' x 4'	Pink/Yellow			✓	✓	
Hymenoxys acaulis	angelita daisy	1' x 1'	Yellow	✓	✓		✓	
Justicia candicans	red justica	4' x 4'	Red	✓	✓	✓	✓	Partial shade
Leucophyllum spp.		4' x 4'	Fuchsia /Red	✓	✓		✓	
Nolina metapensis	tree bear grass	15' x 10'	Tan	✓	✓			
Penstemon spp.		Varies	Red	✓	✓	✓	✓	
Ruellia spp.		Varies	Blue	✓	✓	✓	✓	
Salvia spp.		Varies	Red	✓	✓	✓	✓	
Sphaeralcea ambigua	globe mallow	2' x 2'	Red/Pink	✓	✓	✓	✓	
Tacoma stans	gold star	Varies	Yellow	✓	✓	✓	✓	
Verbena rigida	sandpaper rigida	2' x 2'	Purple	✓	✓	✓		Plant is short lived
Yucca rupicola	twisted yucca	2' x 2'	White	✓	✓			Used as specimen



### Segment 3 – Resort Corridor

#### Overview

Segment 3 extends from Chaparral Road to Mountain View Road, for about 4.5 miles. In Segment 3, the character of resorts along either side of Scottsdale Road is predominant. The resort character area is vastly important to the City of Scottsdale. For this reason it is recommended that design elements developed for this section of Scottsdale Road draw upon the design aesthetics of the resorts, helping reinforce the tourism industry of the area. However, it is also important that the designs acknowledge the Indian Bend Wash area, capturing views of this unique feature, providing access to its open space, and framing views of the McDowell Mountains and Camelback Mountain from the mesas surrounding the wash. The existing lush landscaping should be reinforced and site elements should be highly detailed and constructed of stone to acknowledge the Mediterranean style that dominates much of the segment.

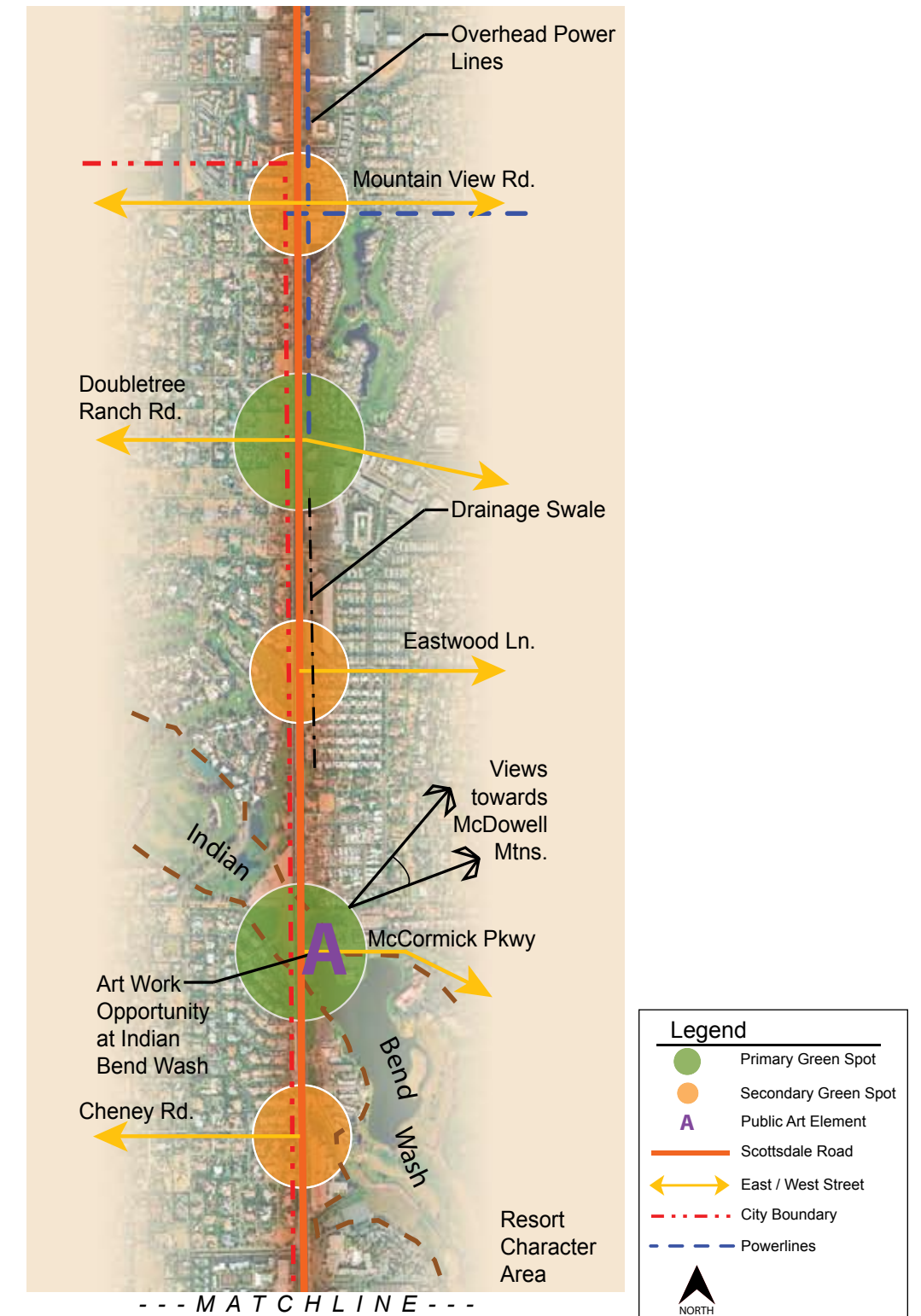
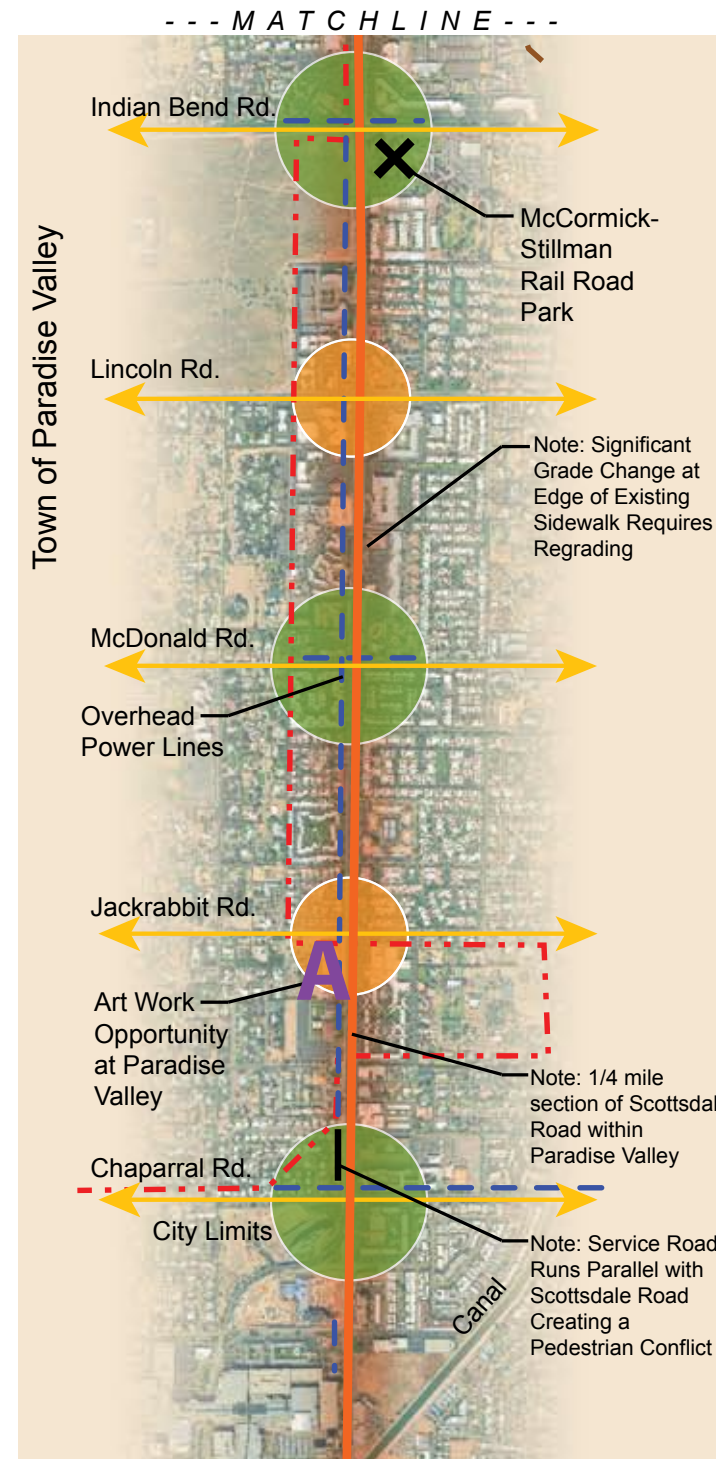
#### Elements of Continuity

- The continuous thread design elements should extend through Segment 3, consisting of typical eight-foot wide planting strips, eight-foot wide sidewalks, and additional planting between the sidewalks and ROW. Sidewalks will widen and extend to the curb line at transit stops and intersection corners.
- Planting should be more formal and very lush in character, augmenting the existing resort character planting. Planting concepts for the segment are described in more detail below.
- Green Spot areas will be located at both mile and half mile intersections. Primary Green Spots should occur at:

- Chaparral Road
- McDonald Road
- Indian Bend Road
- McCormick Parkway
- Doubletree Ranch

Secondary Green Spots should occur at:

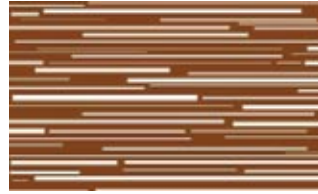
- Jackrabbit Road
- Lincoln Road
- Cheney Road
- Eastwood Lane



Legend	
<span style="color: green;">●</span>	Primary Green Spot
<span style="color: orange;">●</span>	Secondary Green Spot
<span style="color: purple;">A</span>	Public Art Element
<span style="color: orange;">—</span>	Scottsdale Road
<span style="color: yellow;">↔</span>	East / West Street
<span style="color: red;">- - -</span>	City Boundary
<span style="color: blue;">- - -</span>	Powerlines
	NORTH



## Segment 3



*Distant Mesa*



*Light Desert Green*



*Dry Laid Sandstone*



*Art plinths will be used in secondary Green Spots throughout the segment*



*Bike racks will use steel cut-outs in the signature segment pattern*

- Mountain View Road
- Green Spots treatments should follow the recommendations for primary and secondary Green Spots outlined previously. The following elements should be included in Segment 3 Green Spots:
  - Seatwalls.
  - Art plinths at secondary Green Spots.
  - Shade structures at primary Green Spots.
  - Accent paving.
  - Patterned (stenciled or waterblasted/sandblasted) and/or color field crosswalks.
  - Sustainability principles should be reflected in the use of local materials, native plants, water harvesting principles, selective use of crushed recycled concrete used as ground plane surfacing in planting strips, and the use of solar panels to power accent lighting and mile markers.
  - Interpretive elements that discuss the evolution of the resort area should be highlighted.
  - Custom light pole wraps and the selected Bega (or equal) pedestrian light poles should be placed at primary Green Spots.
  - Accent lighting in the form of bollards, in-ground lighting, and other accent lighting should be included in all secondary Green Spots.
  - Plantings should include a more intensified use of color and patterns should be highly detailed and organized, further enhancing the lush landscapes of the resort corridor/character area.
- Mile markers should be placed at each mile intersection and half mile markers installed at each half mile intersections where appropriate.
- The contextual trapezoid shape should continue to be reflected in benches, art plinths, and other site elements.
- All utility cabinets, backflow preventors, light poles, traffic signal poles, and other miscellaneous utility elements should be painted with the Western Reserve color (Pantone Color 326-1, Pantone Solid 411).
- Street cross section improvements should include continuous bike lanes, planting strips, and new sidewalks throughout the segment. Additional medians should be added south of Shea so a continuous median (either planted or at-grade) exists throughout the segment. For the most part, improvements can be implemented within the existing roadway width and ROW dimensions by reducing travel lanes to a consistent 11 foot width. However, if additional space is needed, medians widths should be reduced to accommodate improvements. Improvements could include the following:
  - Five and one half foot bike lane both directions.
  - Three 11-foot travel lanes each direction.
  - A planted median of varying width with at-grade decorative paving for left turn lanes.
  - Eight-foot planting strips.
  - Eight-foot minimum sidewalk (extended to curbs and widened at transit stops and other high pedestrian activity areas).
  - Property owner agreements and/or easements may be required in some locations to implement the eight-foot planting strips and eight-foot sidewalks. However, if agreements can not be obtained, planting strips should be reduced in width to fit within the existing ROW dimensions.
  - Existing ROW dimension should be maintained.

### *Elements of Distinction*

- Metal panels and furnishings should have a rust color powder coated finish with a Distant Mesa cutout pattern.
- The segment signature color should be Light Desert Green (Pantone Process 296-5, Pantone Solid 5777C). This signature color will be used in subtle ways, such as in the Lithocrete paving, shade structures, accent lighting, and other elements.
- Walls and seatwalls should be trapezoidal in shape and constructed of dry-laid sandstone with a natural stone capstone provided for seating.
- Specialty paving should be constructed out of Lithocrete utilizing the green color of recycled glass to reflect the Light Desert Green segment color. Additional paving accents through sandblasted, waterblasted, and broom finished treatments also should be provided.
- Standard benches, trash receptacles, bicycle racks, and other site furnishings should be perforated metal with a custom pattern matching the Distant Mesa segment pattern. Site furnishings should be manufactured by Landscape Forms (or equal) to achieve the styles illustrated in these design guidelines.
- Light pole wraps should be constructed from perforated metal with the Distant Mesa segment pattern and utilize a white LED fixture.
- Custom Bollard lights should be round, constructed of perforated metal with the Distant Mesa segment pattern and utilize LED light fixtures, colored lights to reflect the segment color.
- In ground lighting and other specialty accent lighting should be provided at Green Spots and other locations where additional lighting may be needed throughout the segment. Some lighting could be colored to reflect the segment color.

**Additional Miscellaneous Segment Elements**

- Pedestrian crossing facilities should be provided at each intersection with directional curb ramps.
- Power lines, which are prevalent throughout the segment, should be placed underground whenever possible.
- The kit-of-parts transit shelters should be installed at all bus stops throughout the segment.
- Coordination with the Town of Paradise Valley will be required to incorporate all streetscape elements along the west side of the segment as well as streetscape improvements on the quarter mile section of Scottsdale Road that presides entirely within the town’s boundary.
- Free standing rust color powder coated metal panels with the Distant Mesa pattern should be placed around large utility boxes for screening purposes.



Trash receptacles



Utility screens will incorporate the steel cut-out pattern of the segment



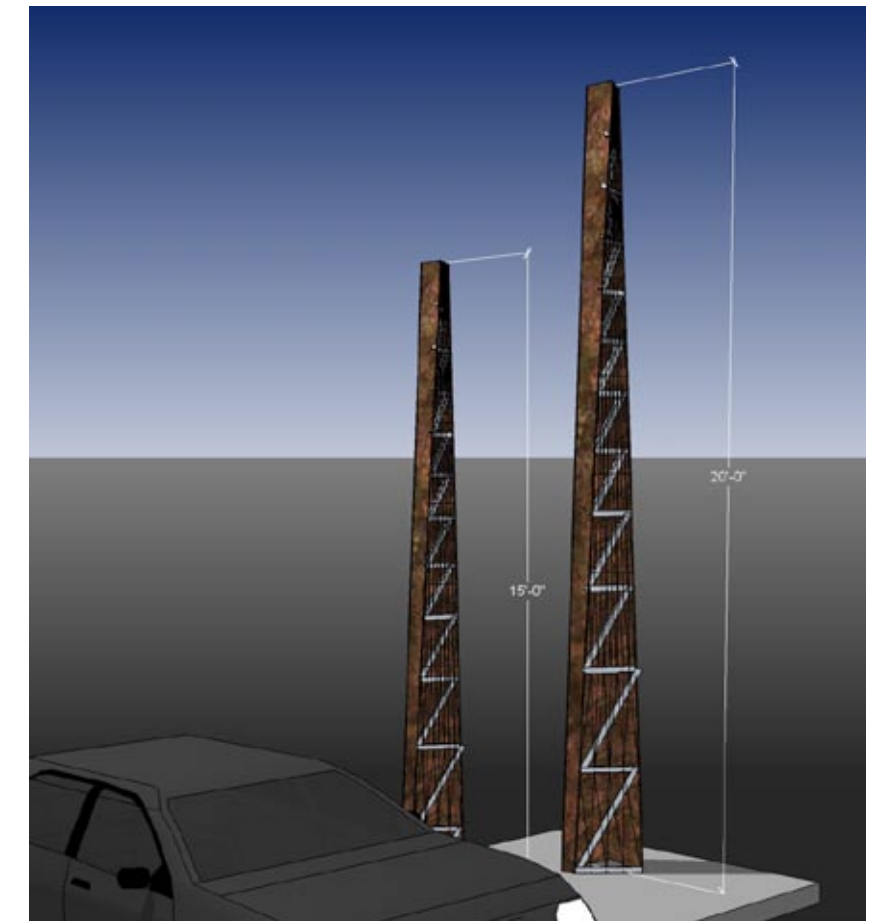
Double Tree Resort entrance area

**Landscaping and Planting Palette**

Segment 3 will incorporate a plant palette that reflects more of a Mediterranean feel which is seen in much of the plant material of the existing resorts along Scottsdale Road, such as palms, bougainvillea, olive, and cypress varieties. The continuous thread tree will be planted 32 feet on center between the Green Spots. At the Green Spots, the spacing will be tightened to 24 feet on center. Existing vegetation consistent with this style will be preserved as much as possible along the streetscape.



McCormick Resort

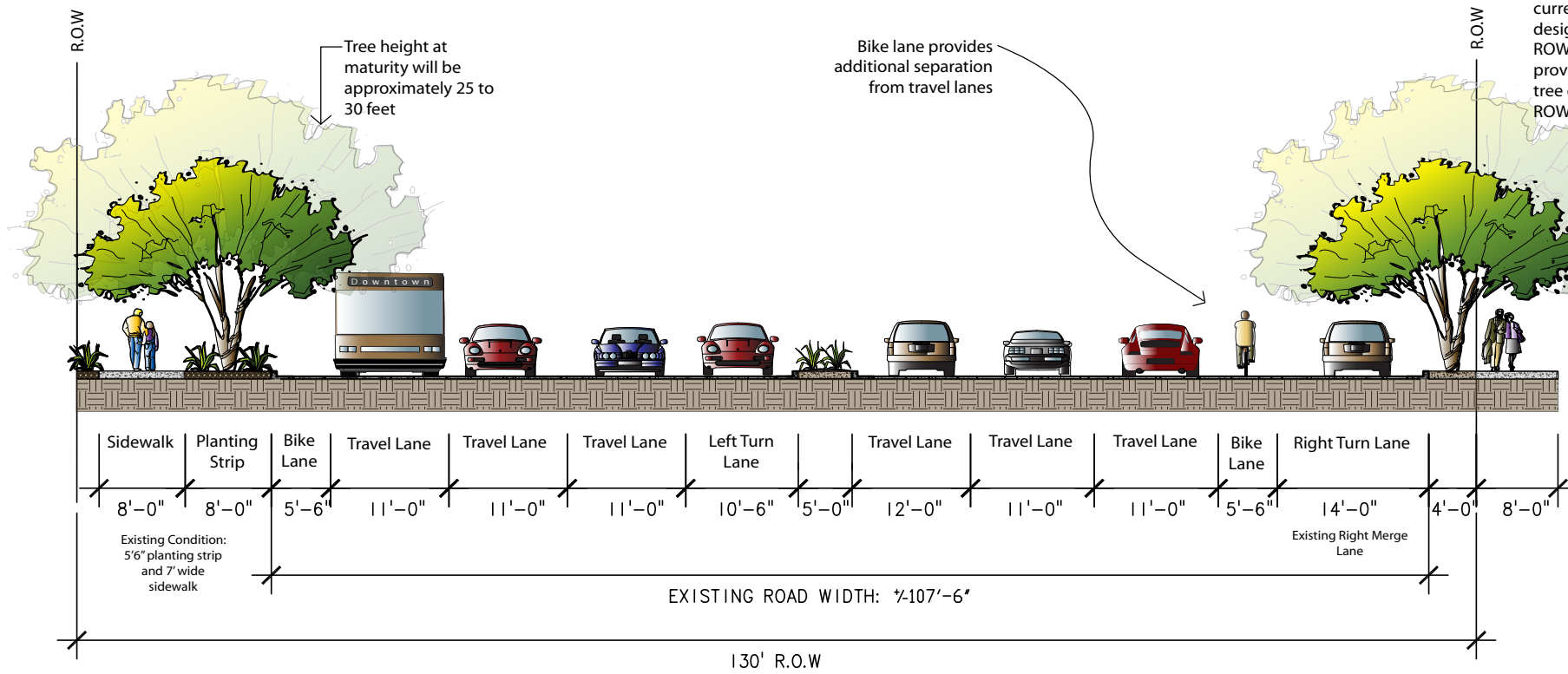


Mile markers could also incorporate the steel cut-out pattern of the segment

# Segment 3

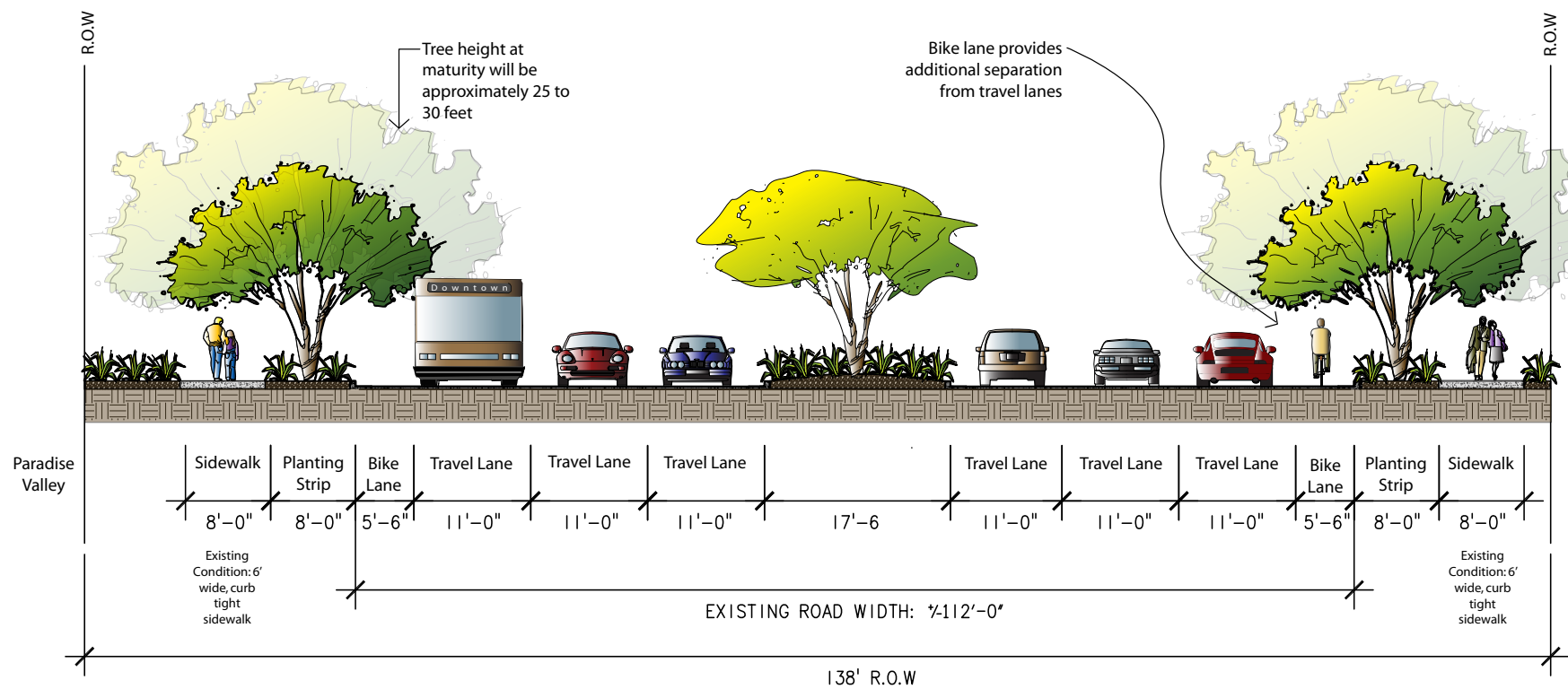
## Sections

### E. Doubletree Ranch Road

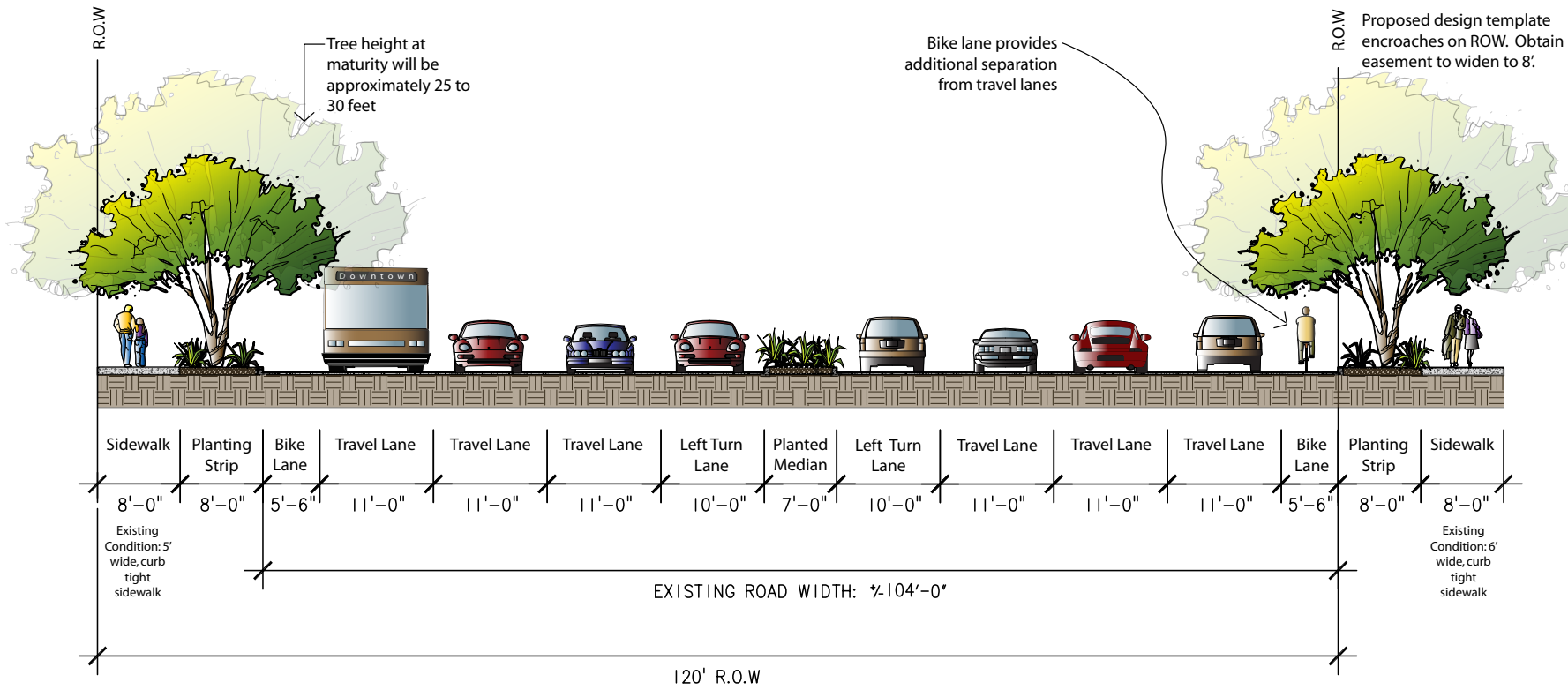


Note: Sections are cut at specific locations as identified on the section heading. They are meant to be a snapshot and to help illustrate how the design guidelines are incorporated throughout the entire corridor at both standard and unique locations.

### E. McCormick Parkway

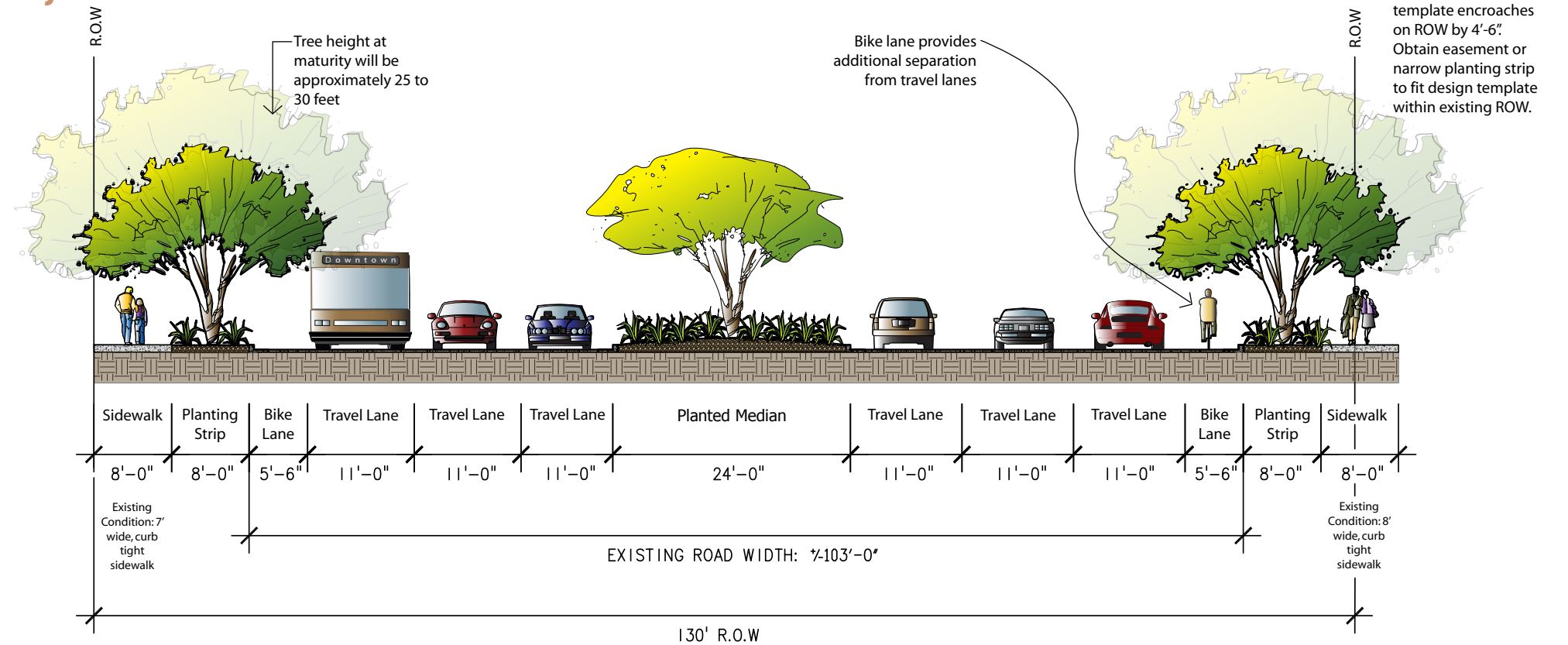


E. Lincoln Drive



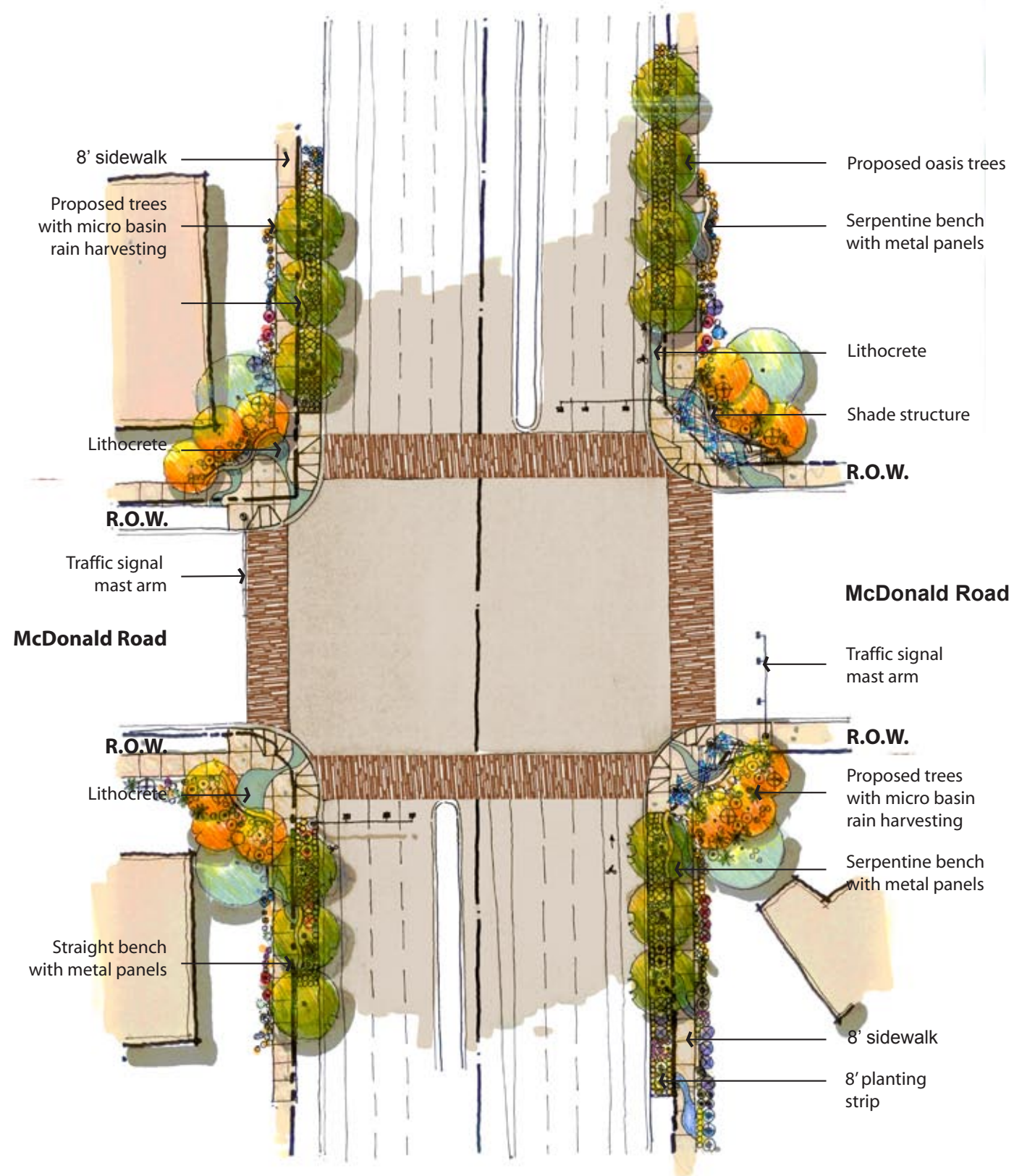
Note: Sections are cut at specific locations as identified on the section heading. They are meant to be a snapshot and to help illustrate how the design guidelines are incorporated throughout the entire corridor at both standard and unique locations.

E. Jackrabbit Road



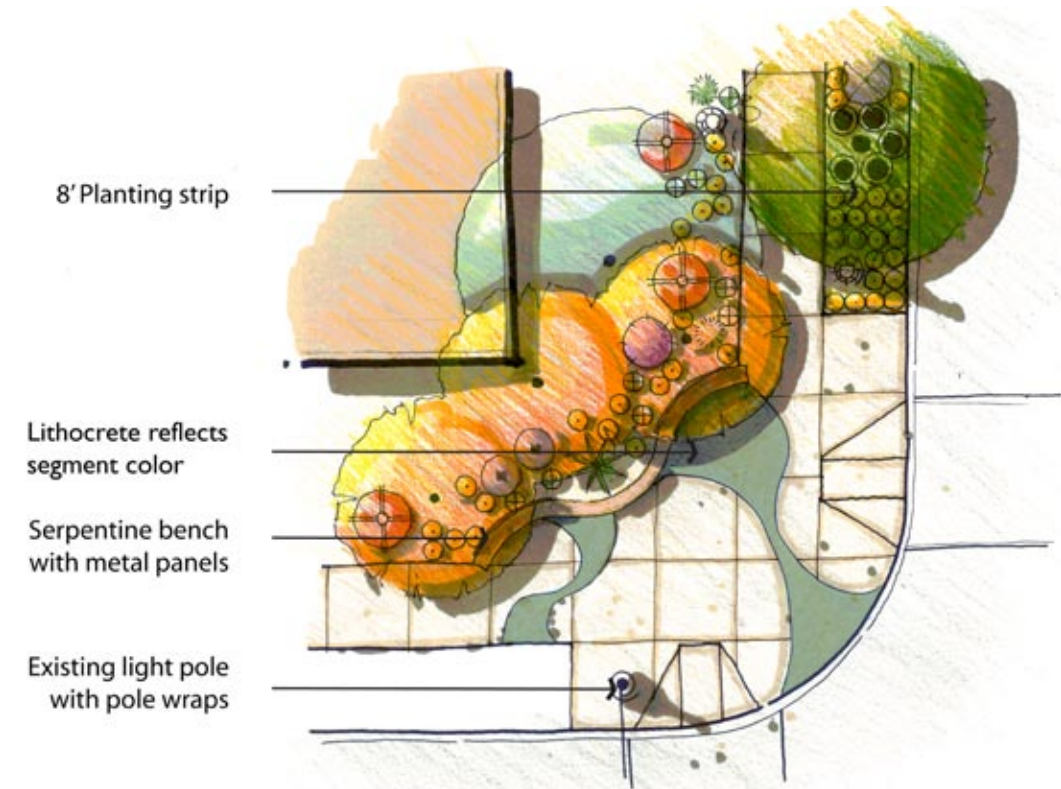
**Segment 3**

**Primary Green Spot at McDonald Road**

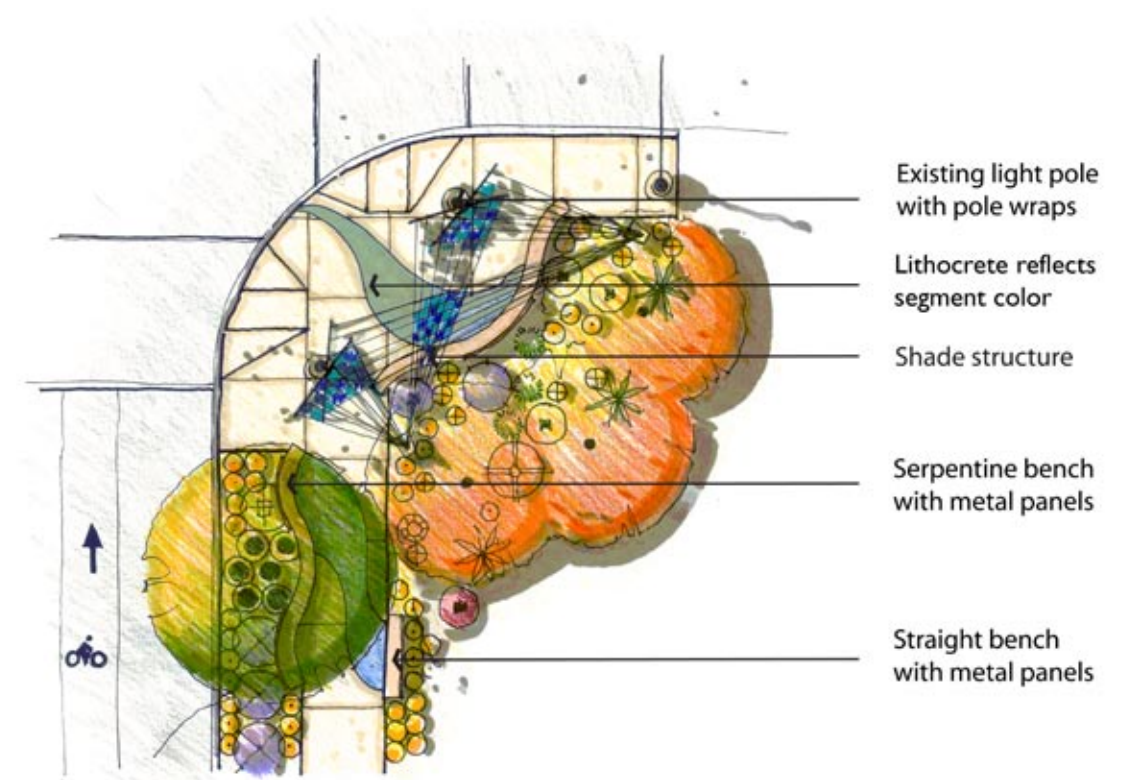


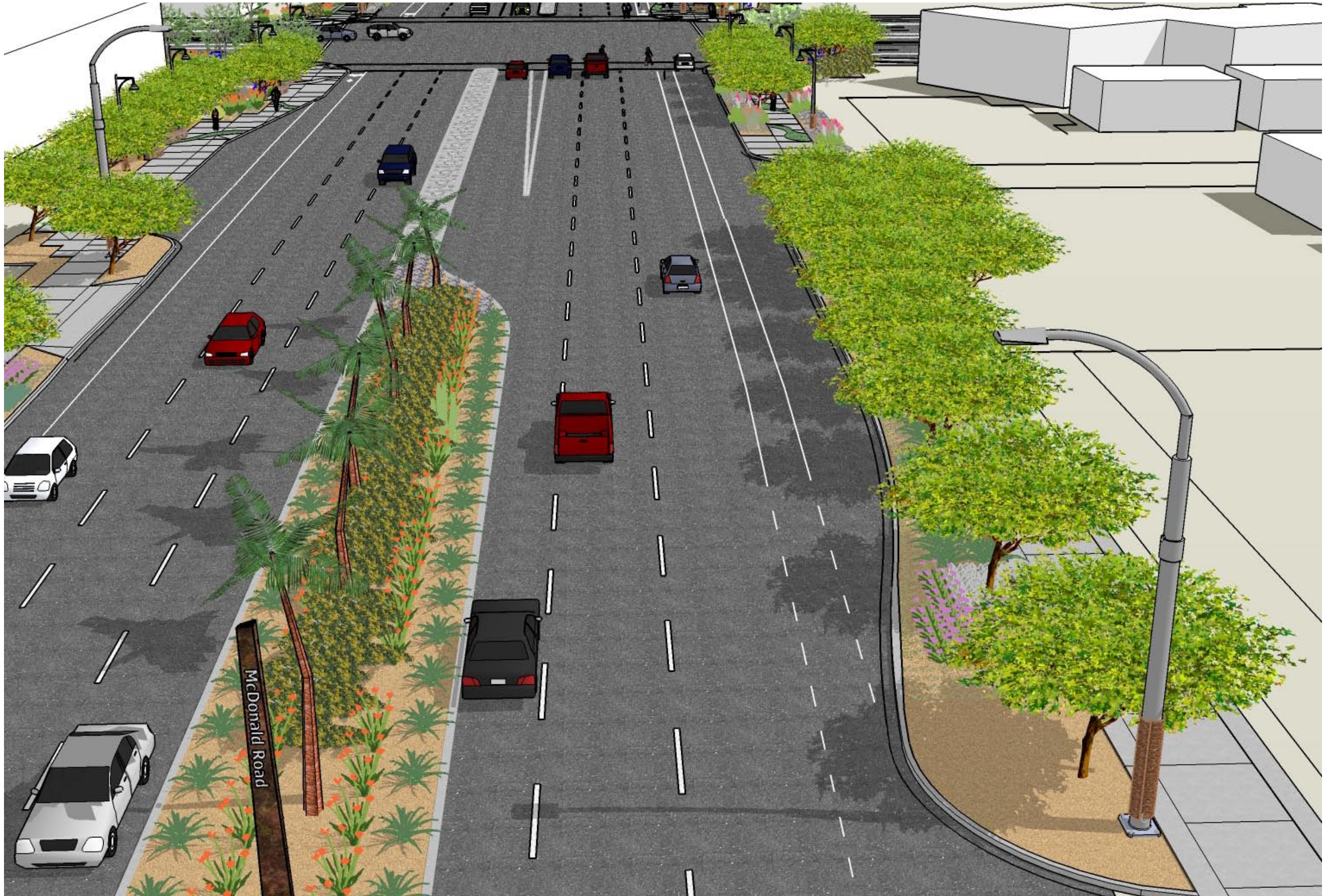
▲ North Scale: 1" = 20'-0"

**Detail View: Northwest Corner**



**Detail View: Southeast Corner**





Primary Green Spot approaching McDonald Road



*Lithocrete in the pavement along with plantings along sidewalks at Green Spots will create a pedestrian scale environment at primary intersections*



*Green Spots, above, will provide a place for pedestrians to pause and enjoy the corridor's activity*

*Mile and half-mile markers, left, will provide drivers with orientation, while at the same time reinforcing the signature corridor*



*Light pole wraps will coordinate with the metal cut-out pattern for the segment*

Panoramic View of Primary Green Spot Site – Existing Conditions



Existing conditions at the Scottsdale Road and McDonald Drive intersection

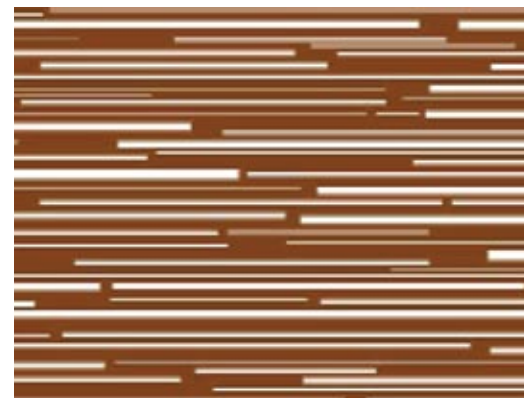
Primary Green Spot Materials Palette

Specialty Paving



Lithocrete with recycled glass

Decorative Metal Panels



Distant Mesa

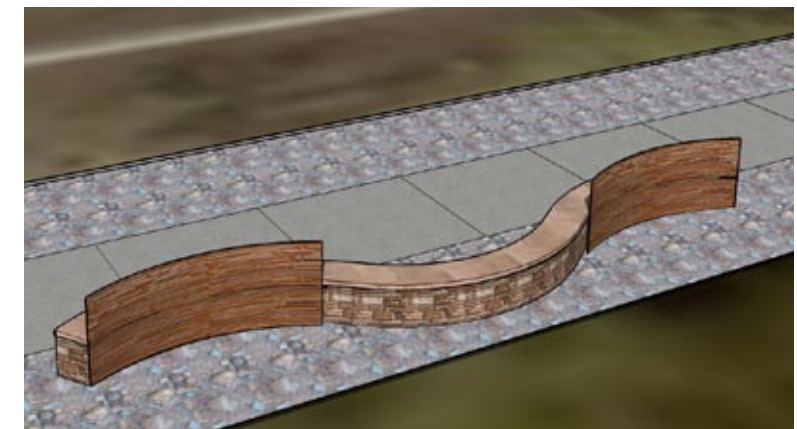
Metal panels, in powder coated rust color, used for vertical shade screens as well as bench backs, trash receptacles, bike racks, and light pole wraps

Shade Structure



Dry laid sandstone pier with trapezoid shape low walls and metal seat back panels at primary Green Spot

Custom Seating

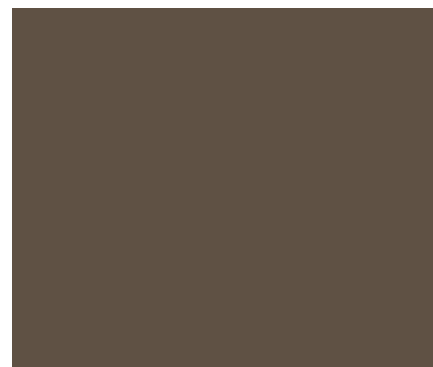


Straight backed bench with dry laid sandstone

Custom Colors

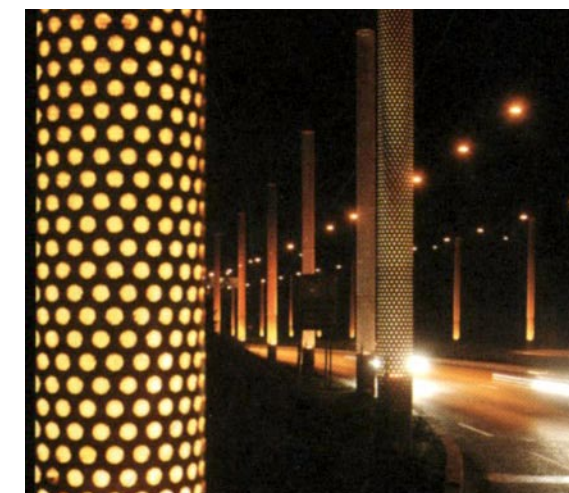


Color - Light Desert Green (Pantone Process 296-5, Pantone Solid 5777C)



Color - Western Reserve (Pantone Process 326-1, Pantone Solid 411)

Lighting Treatments



Light pole wraps to match decorative metal panels for the Segment 3 (Distant Mesa)

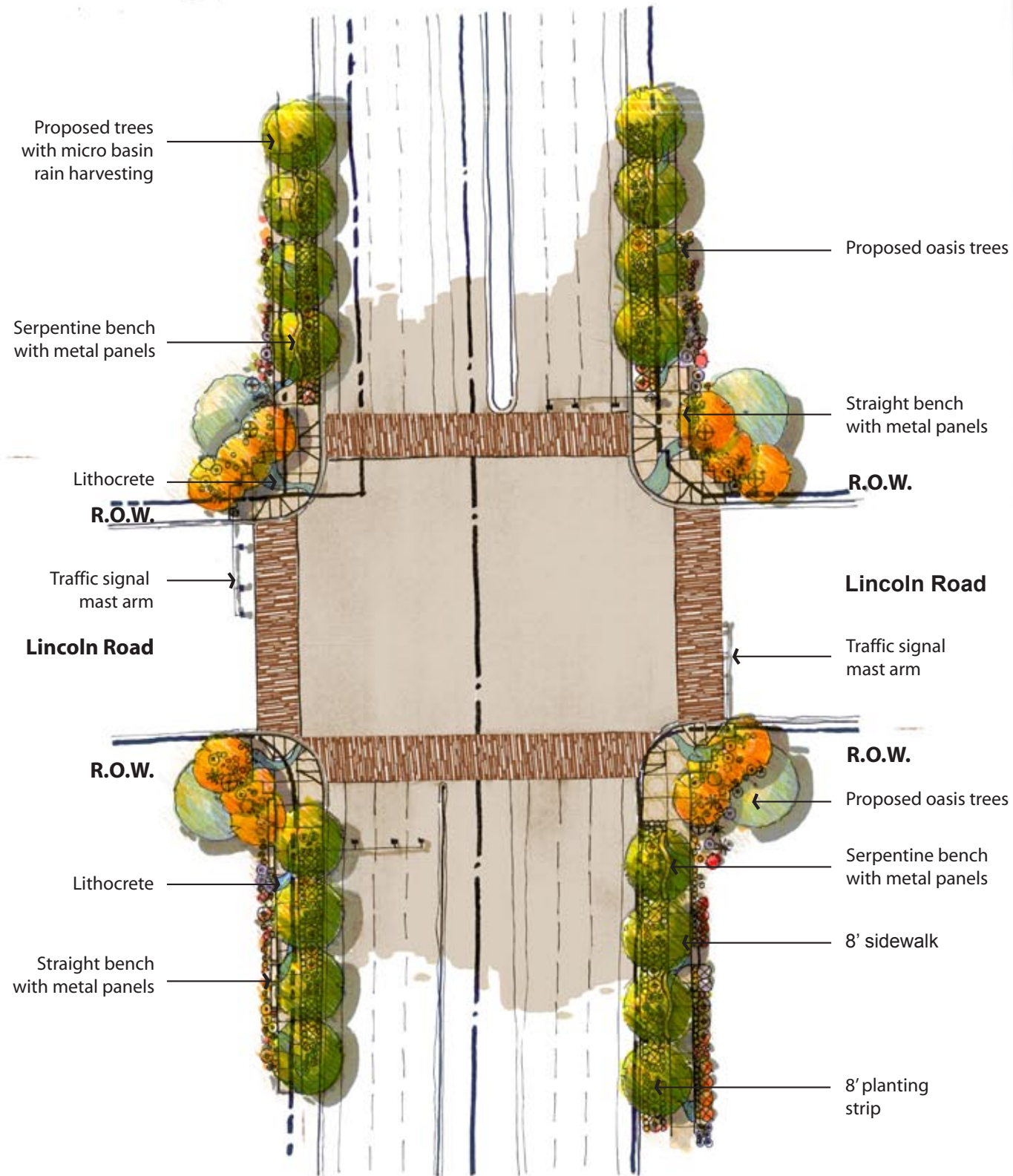


Pedestrian lighting (Bega product no. 8821MH or equal)



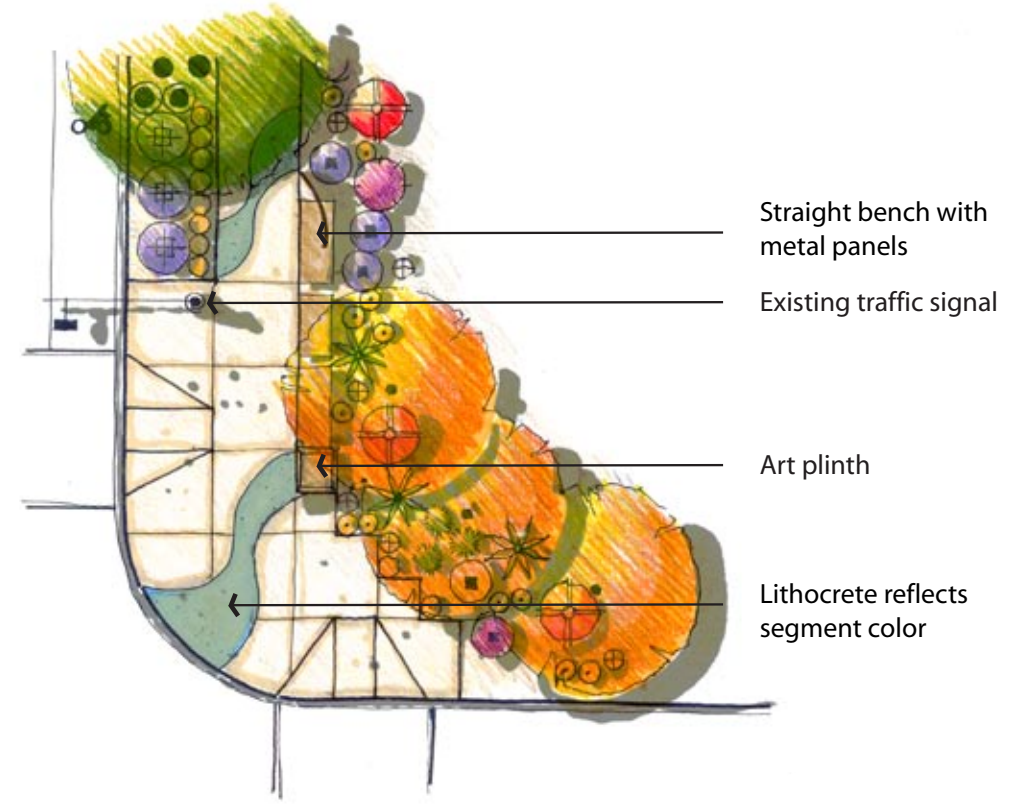
**Segment 3**

**Secondary Green Spot at Lincoln Road**

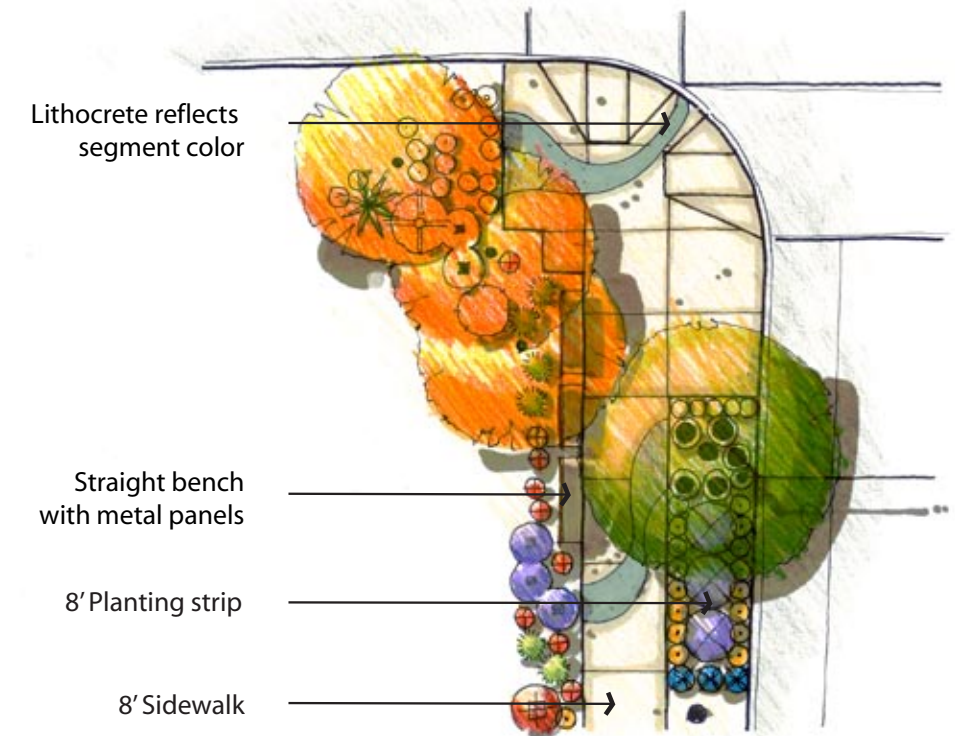


▲ North Scale: 1" = 20'-0"

**Detail View: Northeast Corner**



**Detail View: Southwest Corner**



Panoramic View of Secondary Green Spot Site – Existing Conditions



Existing conditions at the Scottsdale Road and Lincoln Drive intersection

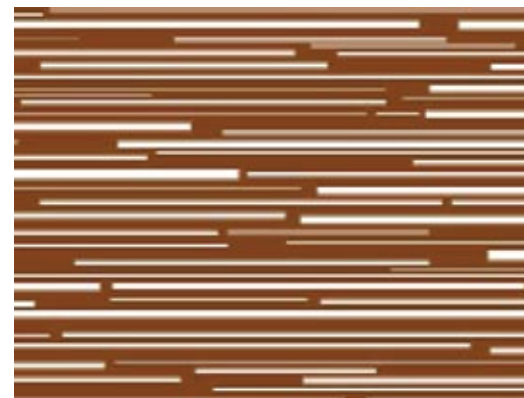
Secondary Green Spot Materials Palette

Specialty Paving



Lithocrete with recycled glass

Decorative Metal Panels



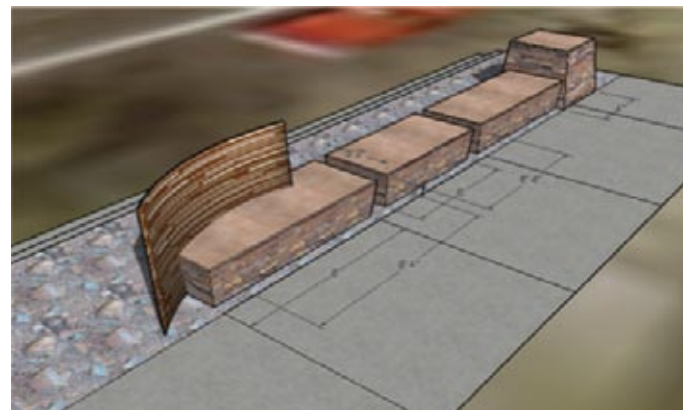
Distant Mesa

Metal panels, in powder coated rust color, used for vertical shade screens as well as bench backs, trash receptacles, bike racks, and bollard lights

Custom Seating

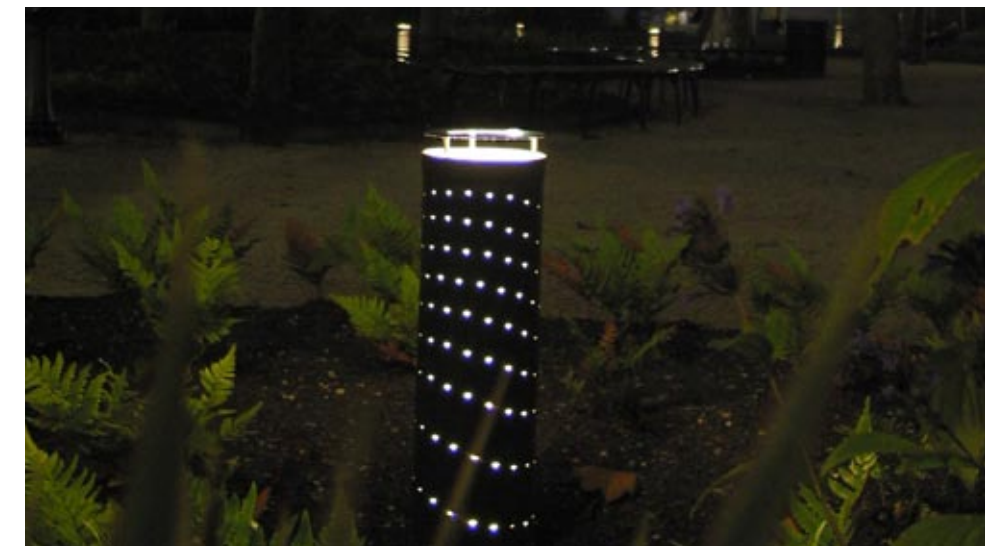


Straight backed bench with dry laid sandstone seating walls and sculptural art plinth



Curved backed bench with dry laid sandstone seating walls and sculptural art plinth

Lighting Treatments



Bollard lighting will match decorative metal panel cut-out patterns.



In-ground lighting will create a "Corridor of Light and Shadow"

Custom Colors



Color - Light Desert Green (Pantone Process 296-5, Pantone Solid 5777C)



Color - Western Reserve (Pantone Process 326-1, Pantone Solid 411)

Segment 3

Overall Plant List for Segment 3 (Resort Corridor)

Chaparral Road to Mountain View Road

Tree Selections

Scientific Name	Common Name	Mature Tree Height and Width	Bloom Color	Primary Green Spot	Secondary Green Spot	Median	Continuous Thread	Comments
Acacia aneura	mulga	20' x 20'	Electric Yellow	✓	✓	✓		Accent, Under Power Lines
Dalbergia sissoo	sissoo tree	20' x 30'	Light Green	✓	✓			Legacy/Continuous Thread, Under Power Lines
Caesalpinia cacalaco	cascalote 'thornless'	20' x 20'	Yellow	✓	✓	✓		Accent
Olea europaea cv	swan hill olive	20' x 15'		✓	✓			Legacy, Fruitless Only
Ulmus parvifolia	drake chinese elm	30' x 30'	Light Green				✓	Continuous Thread
Phoenix dactylifera	date palm	40' x 50'		✓	✓	✓		Accent
Washingtonia robusta	mexican fan palm	50' x 20'	Seeds	✓	✓			Accent

Shrub/Groundcover/Accent Selections

\* All shrubs and ground cover are to reflect segment color in foliage and bloom color.

Malephora luteola	sonoran ice plant	1' x 1'	Yellow	✓	✓	✓	✓	
Aloe spp.		Varies	Red	✓	✓		✓	Spineless Varieties
Antigonon leptopus	coral vine	Varies	Deep Rose	✓	✓			
Bulbine frutescens	bulbine	2' x 2'	Yellow	✓	✓		✓	
Bougainvillea spp.	bush bougainvillea	4' x 4'	Fuchsia/Red	✓	✓			Vibrant color, watch for thorns
Cycas revoluta	sago-palm	4' x 4'	Cone	✓	✓			Used as accent
Caesalpinia spp.	bird-of-paradise	5' x 5'	Red/Orange	✓	✓	✓	✓	
Dasylium wheeleri	desert spoon	4' x 4'		✓	✓	✓		
Eremophila spp.	valentine	4' x 4'	Red	✓	✓		✓	
Hesperaloe parvifolia	red-yucca	3' x 4'	Pink/Yellow			✓	✓	
Hymenoxys acaulis	angelita daisy	1' x 1'	Yellow	✓	✓		✓	
Justicia californica	chuparosa	4' x 4'	Red	✓	✓	✓	✓	
Nolina spp.		Varies	N/A	✓	✓			
Oenothera spp.	evening primrose	3' x 3'	Varies	✓	✓			
Penstemon spp.		Varies	Red	✓	✓	✓	✓	
Ruellia spp.		Varies	Blue	✓	✓	✓	✓	
Salvia spp.		Varies	Varies	✓	✓		✓	
Sphaeralcea ambigua	globe mallow	2' x 2'	Red/Pink	✓	✓	✓	✓	
Tecoma stans 'Gold Star'	gold star, orange jubilee	Varies	Varies	✓	✓	✓	✓	



Swan hill olive



Phoenix dactylifera



Bird-of-paradise



Bush bougainvillea



### Segment 4 – Central Corridor

#### Overview

Segment 4, which extends from Mountain View Road to Frank Lloyd Wright Boulevard, is very diverse and eclectic, influenced by many different styles of architecture, character areas, businesses, and site features. This diversity should be acknowledged in the approach to streetscape design, through the use of site specific design and interpretive elements. At the same time, the segment requires a unifying design style to give it a sense of place. To accomplish this, it is recommended that the design of streetscape elements should be based on Taliesin influences and Frank Lloyd Wright principles. This will integrate the styles and design elements that already exist in the northern part of this segment. Some of these elements, such as the sawtooth back edge of the sidewalk at corners, integrate the existing streetscape guidelines for Frank Lloyd Wright Boulevard with the Scottsdale Road guidelines. Additionally, the existing art components located at the airport entrance at Butherus Drive should be highlighted through an intensification of plantings and accent lighting similar to secondary Green Spot treatment.

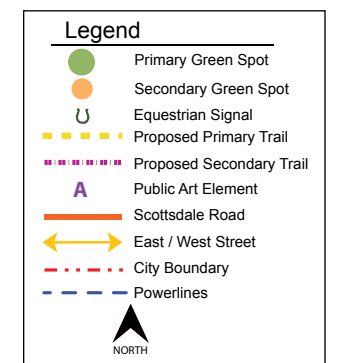
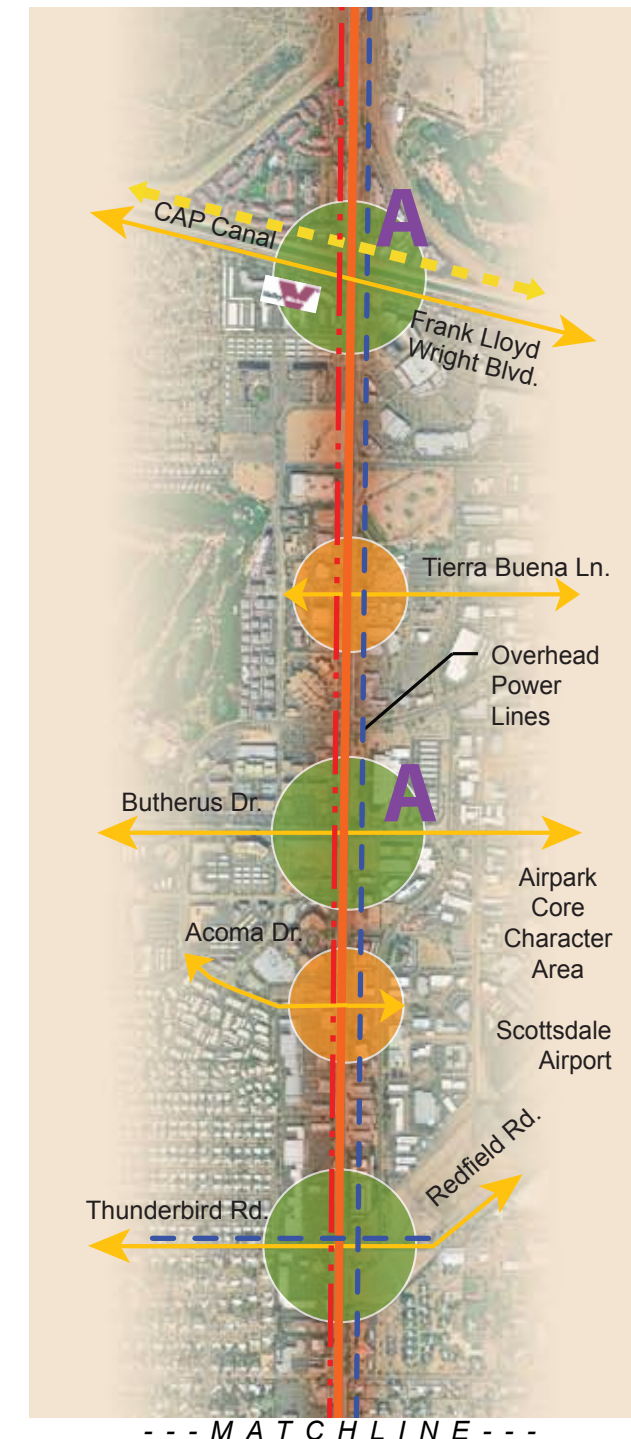
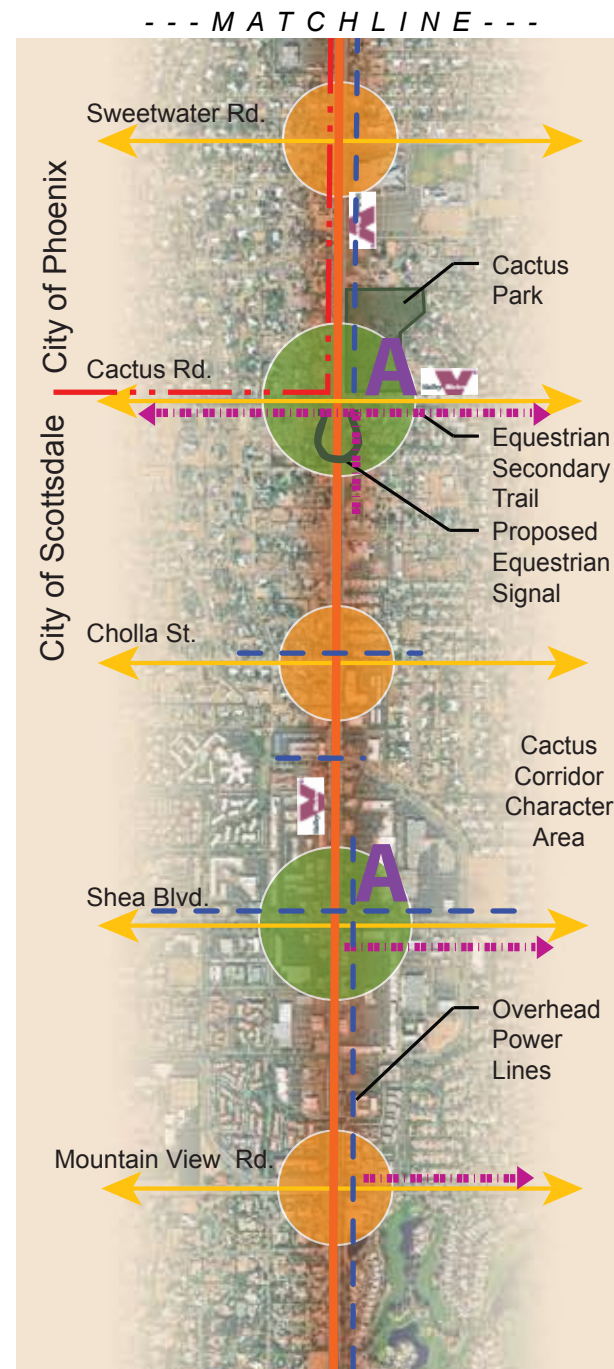
#### Elements of Continuity

- The continuous thread design elements will extend through Segment 4, consisting of a typical eight-foot wide planting strip, eight-foot wide sidewalk, and additional planting between the sidewalk and ROW. Sidewalks will widen and extend to the curb line at transit stops and intersection corners.
- Plantings should be more formal in character while responding to the architecture, businesses, and the design influences of the particular of adjacent uses. Planting concepts for the segment are described in more detail below.
- Green Spots should continue to be located at mile and half mile intersections.

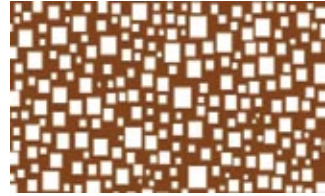
Primary Green Spots should occur at:

- Shea Boulevard
- Cactus Road
- Thunderbird Road
- Greenway Parkway/ Butherus Drive
- Frank Lloyd Wright Boulevard

Secondary Green Spots should occur at:



## Segment 4



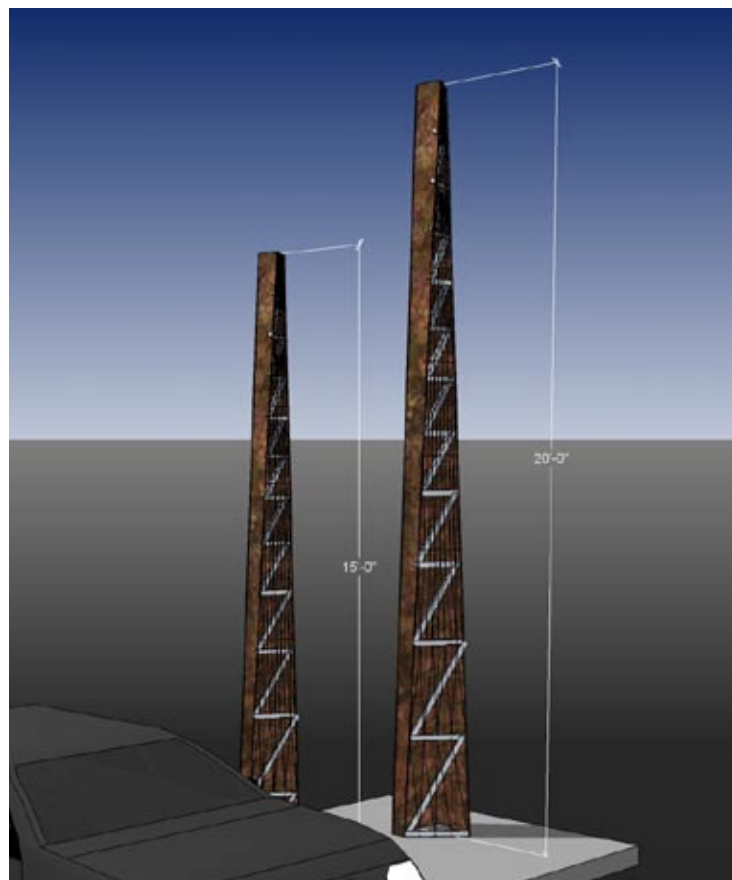
Dry Wash



Taliesin Rusted Red



Taliesin Stone



Mile and half-mile markers

- Mountain View Road
- Cholla Street
- Sweetwater Road
- Acoma Drive
- Tierra Buena Lane
- Green Spot treatments should follow the recommendations for primary and secondary Green Spots outlined previously. The following elements should be included in Segment 4 Green Spots:
  - Seatwalls.
  - Art plinths at secondary Green Spots.
  - Shade structures at primary Green Spots.
  - Accent paving.
  - Patterned (stenciled or waterblasted/sandblasted) and/or color field crosswalks; concrete paving with an exposed aggregate finish of angular stone and locally found objects, such as bottle caps, tin can, and small, smooth pieces of glass, will be installed to provide a rough surface for the equestrian crossing at Cactus Road.
  - Sustainability principles should be reflected in the use of local materials, native plants, water harvesting principles, selective use of crushed recycled concrete used as ground plane surfacing in planting strips, and the use of solar panels to power accent lighting and mile markers.
  - Interpretive elements that discuss Frank Lloyd Wright, the Airport, and the equestrian trails around Cactus Road.
  - Custom light pole wraps and the selected Bega (or equal) pedestrian light poles should be placed at primary Green Spots.
  - Accent lighting in the form of bollards, in-ground lighting, and other styles should be included in all secondary Green Spots.
  - Plantings at Green Spot areas should be less formal with a more intensified use of color, texture, variety, and height, differentiating the Green Spots areas from the continuous thread plantings.
- Mile markers should be placed at each mile intersection and half mile markers installed at each half mile intersections where appropriate.
- The contextual trapezoid shape should continue to be reflected in benches, art plinths, and other site elements.
- All utility cabinets, backflow preventors, light poles, traffic signal poles, and other miscellaneous utility elements should be painted with the Western Reserve color (Pantone Color 326-1, Pantone Solid 411).
- The street cross section improvements should include a continuous bike lanes, continuous medians (either planted or at-grade), planting

strips, and new sidewalks. For the most part, improvements can be implemented within the existing roadway width by reducing travel lanes to a consistent 11-foot width. However, if additional space is needed, medians widths should be reduced to accommodate improvements. Improvements should include the following:

- Five and one half foot bike lane both directions.
- Three 11-foot travel lanes each direction.
- A planted median of varying width with at-grade decorative paving for left turn lanes.
- Eight-foot planting strips.
- Eight-foot minimum sidewalk (extended to curbs and widened at transit stops, intersections, and other high pedestrian activity areas).
- Property owner agreements and/or easements may be required in some locations to implement the eight-foot planting strips and eight-foot sidewalks. However, if agreements can not be obtained, planting strips should be reduced in width to fit within the existing ROW dimensions.
- Existing ROW dimension should be maintained.

### Elements of Distinction

- Metal panels and furnishings should have a rust color powder coated finish with a Dry Wash cutout pattern.
- The segment signature color should be Taliesin Rusted Red (Pantone Process 98-4, Pantone Solid 1665). This signature color will be used in subtle ways, such as in the Lithocrete paving, shade structures, accent lighting, and other elements.
- Walls and seatwalls should be trapezoidal in shape and should be Taliesin stone styled upon the Taliesin site walls.
- Specialty paving should be constructed out of Lithocrete utilizing the “red” color of recycled glass to reflect the Taliesin Rusted Red segment color. Additional paving accents through sandblasted, waterblasted, and broom finished treatments also should be provided.
- Standard benches, trash receptacles, bicycle racks, and other site furnishings should be perforated metal with a custom pattern matching the Dry Wash segment pattern. Site furnishings should be manufactured by Landscape Forms (or equal) to achieve the styles illustrated in these design guidelines.
- Light pole wraps should be constructed from perforated metal with the Dry Wash segment pattern and utilize a white LED fixture.
- Custom bollard lights should be round, constructed of perforated metal with the Dry Wash segment pattern and utilize LED light fixtures, colored to reflect the segment color.

- In ground lighting and other specialty accent lighting should be provided at secondary Green Spot areas, and other locations where additional lighting may be needed. Some lighting could be colored to reflect the segment color.

**Additional Miscellaneous Segment Elements**

- Pedestrian crossing facilities should be provided at each intersection with directional curb ramps.
- Equestrian crossing facilities with texturized crosswalk treatments will be installed at Cactus Road to provide a rough surface for equestrian crossing. Texturizing would involve a heavy broom, wavy finish on the concrete. Only one side of the crosswalk would be treated this way.
- Power lines, which are prevalent throughout the segment, should be placed underground whenever possible.
- The kit-of-parts transit shelters should be installed at all bus stops throughout the segment.
- Coordination with the City of Phoenix will be required to incorporate all site elements on the west side of the segment.
- Free standing rust color powder coated metal panels with the Dry Wash pattern should be placed around large utility boxes for screening purposes.
- Modify the existing access road north of Cactus Road to provide for a continuous 10 foot wide sidewalk with tree grates between Scottsdale Road and the access road
- South of Cactus Road, incorporate the equestrian trail into the streetscape design. Trail should be modified to meet the guidelines outlined in the Scottsdale Trails Master Plan.

**Landscaping and Planting Palette**

Segment 4 will maintain the continuity of the primary and secondary Green Spots with the continuous thread tree, but will reflect this eclectic nature through changes in scale and types of planting. The continuous thread tree will be the *Prosopis glandulosa*, v. *glandulosa*, Texas Honey Mesquite. Plant material will be of a more upright nature and incorporated in places that are limited in space. The area that runs north of Cholla Street to Thunderbird Road has a more suburban feel with an equestrian trail running along the east side of the road for much of its length. This area will incorporate native or desert adapted trees as the Legacy tree such as the *Parkinsonia* hybrid, Desert Foothills Palo verde to achieve a broad and dense canopy helping to providing a visual and physical separation of pedestrians and equestrians from vehicular traffic.

Scottsdale Road north of Thunderbird Road up to Frank Lloyd Wright Boulevard, takes on a more commercial feel with Kierland Commons and the Scottsdale Municipal Airport being major destinations within this

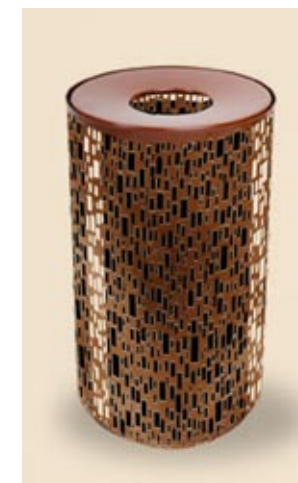
segment. This area will incorporate plant material that is desert adapted as well as more intense in color. The primary and secondary Green Spots will take on more of the resort style character. The continuous thread tree will be planted 32 feet on center between the Green Spots. At the Green Spots, the spacing will be tightened to 24 feet on center. The signature tree will be the *Prosopis* hybrid, Thornless Mesquite, to reflect a more lush nature of planting in the vicinity of Kierland Commons and the airport.



*Blue Spire at night*



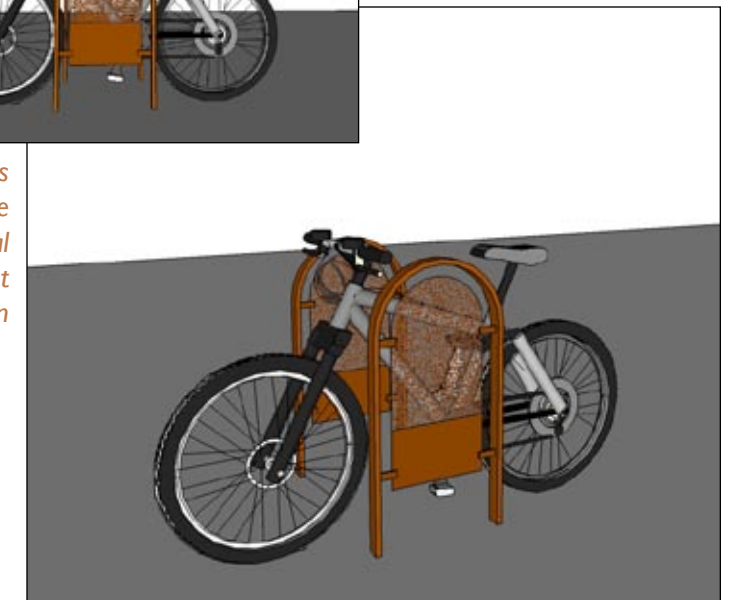
*Frank Lloyd Wright's Taliesin West has a major influence on the design of the streetscape in this segment*



*Trash receptacles*



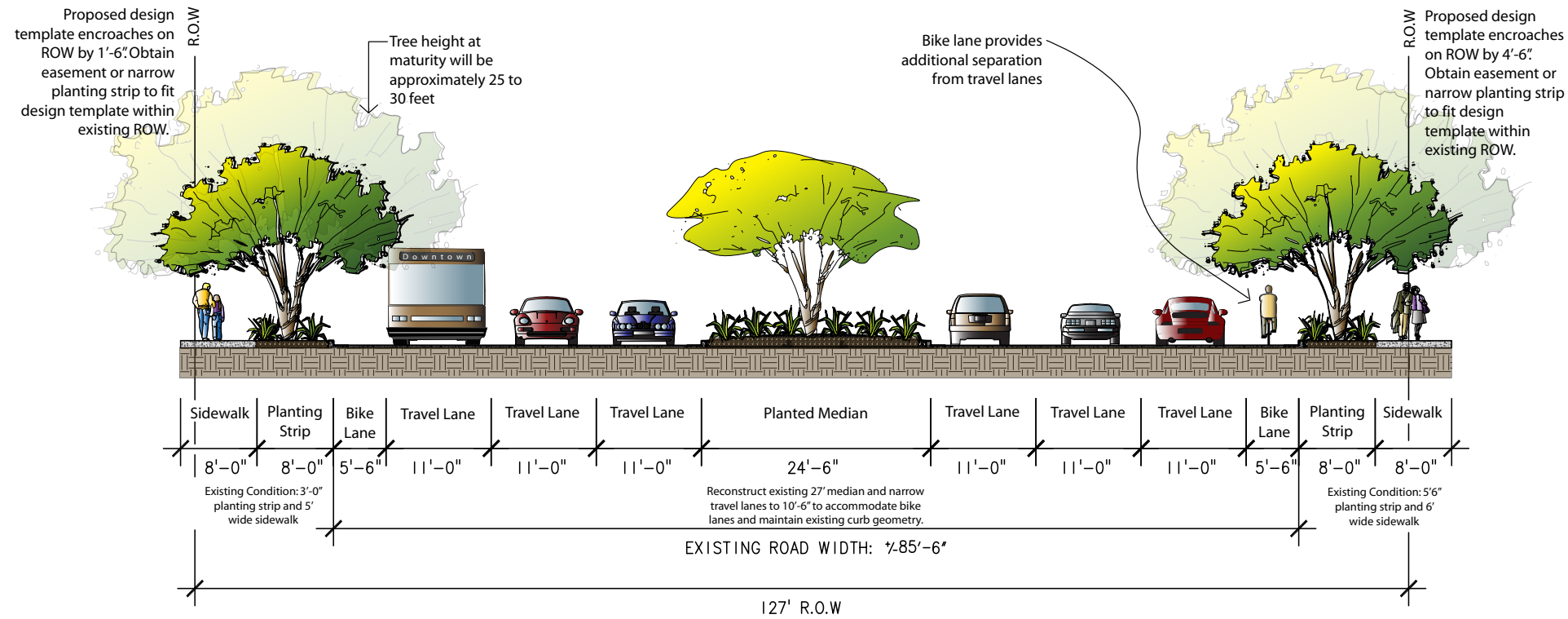
*Bike racks will use metal cut-out pattern*



## Segment 4

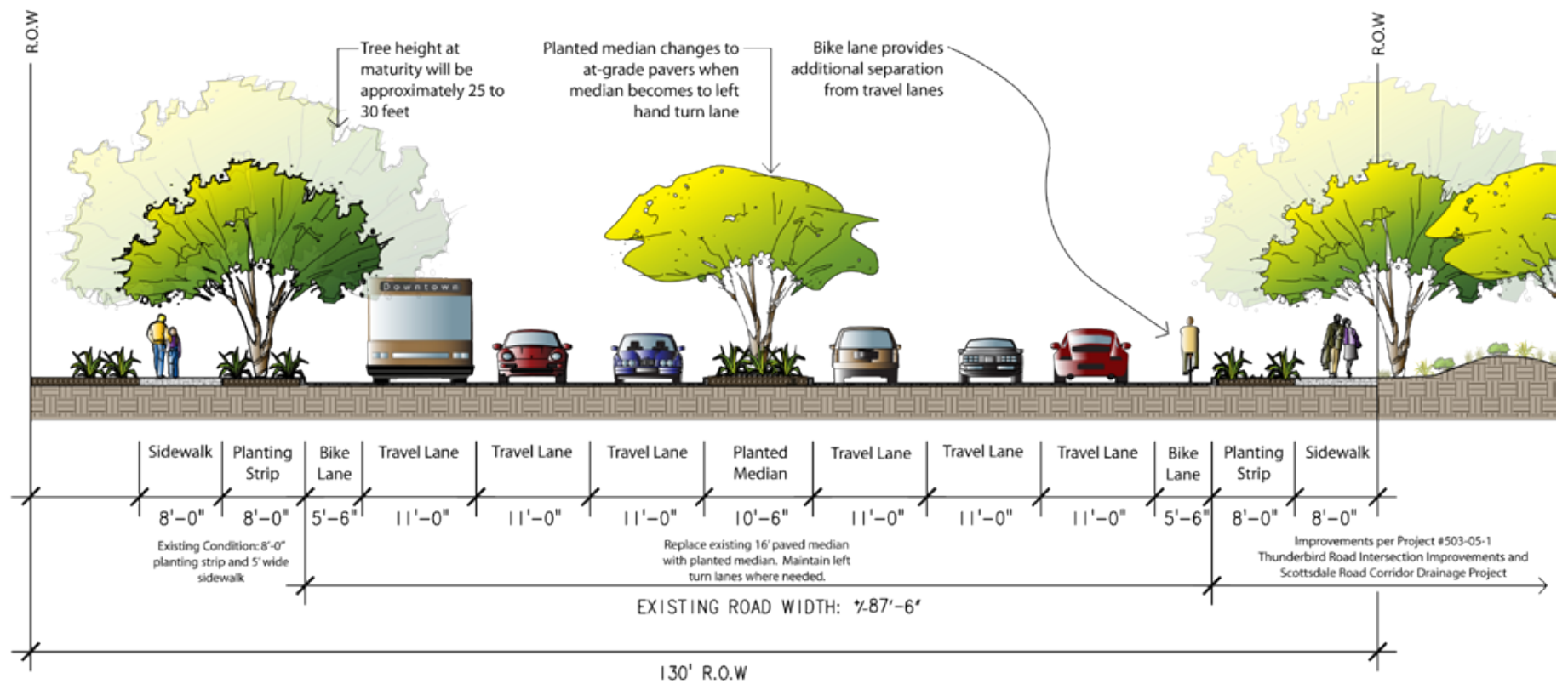
### Sections

#### N. Greenway/Hayden Loop



Note: Sections are cut at specific locations as identified on the section heading. They are meant to be a snapshot and to help illustrate how the design guidelines are incorporated throughout the entire corridor at both standard and unique locations.

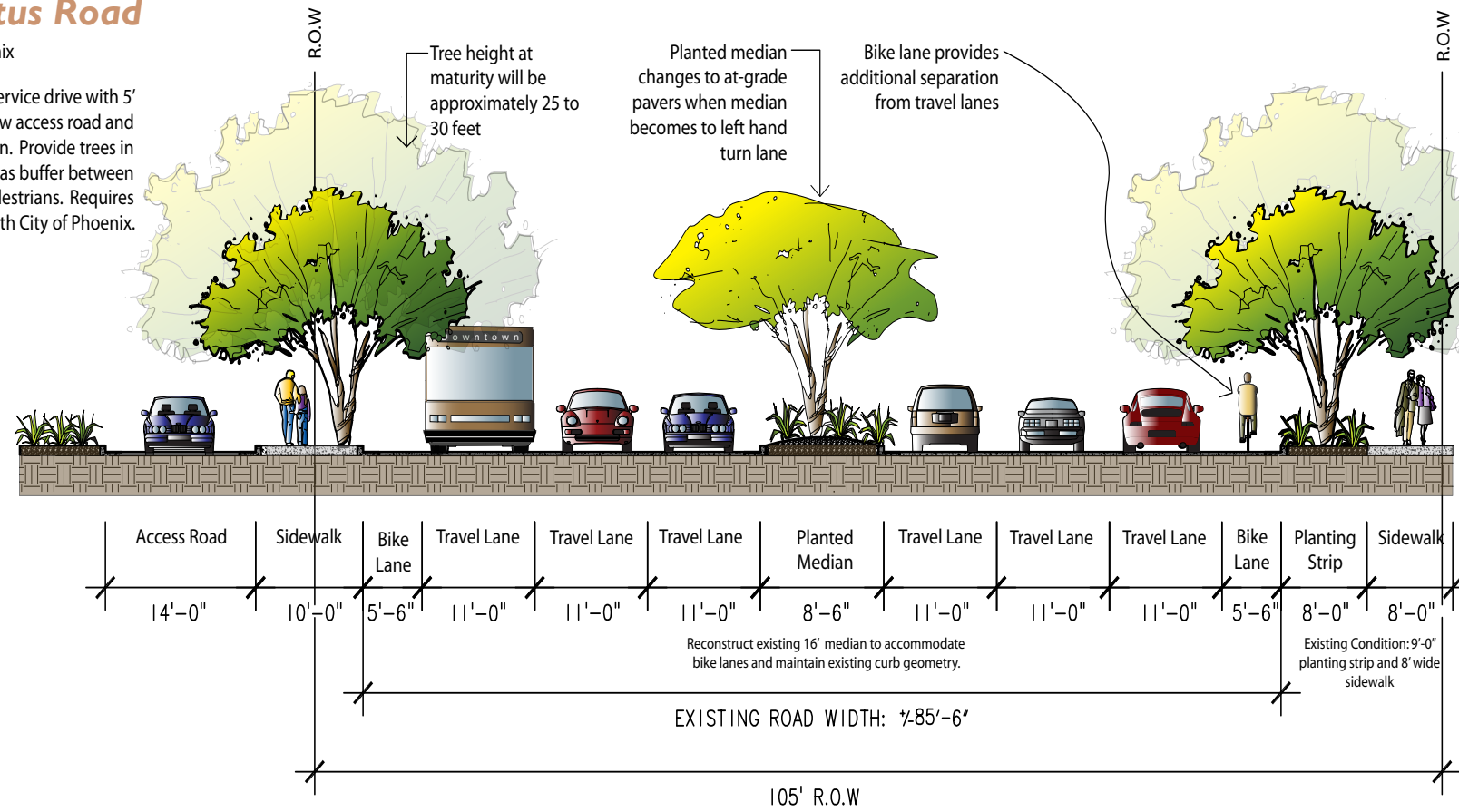
#### E. Sutton Drive



### E. Cactus Road

City of Phoenix

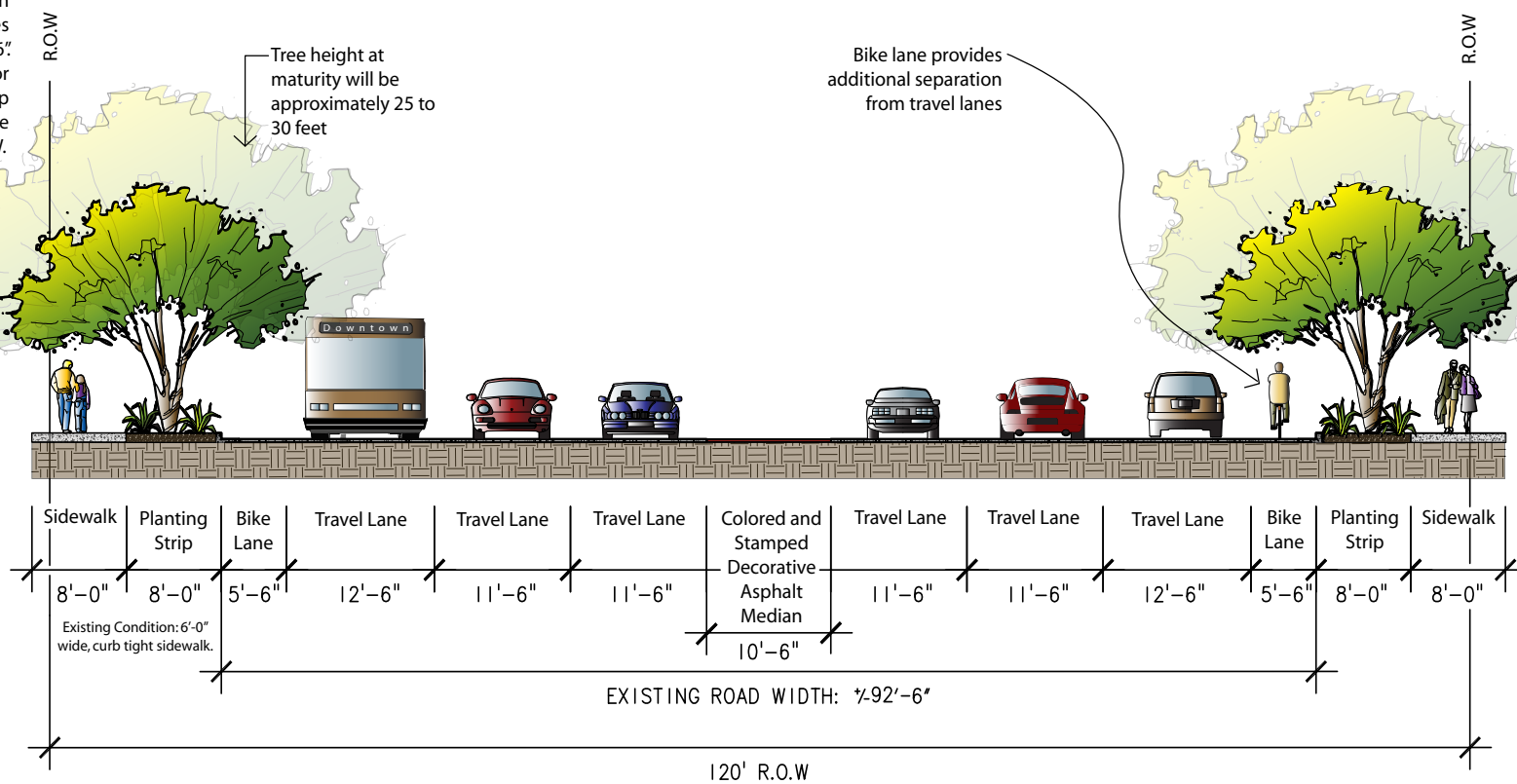
Existing 19' service drive with 5' median. Narrow access road and widen median. Provide trees in tree grate as buffer between traffic and pedestrians. Requires agreement with City of Phoenix.



Note: Sections are cut at specific locations as identified on the section heading. They are meant to be a snapshot and to help illustrate how the design guidelines are incorporated throughout the entire corridor at both standard and unique locations.

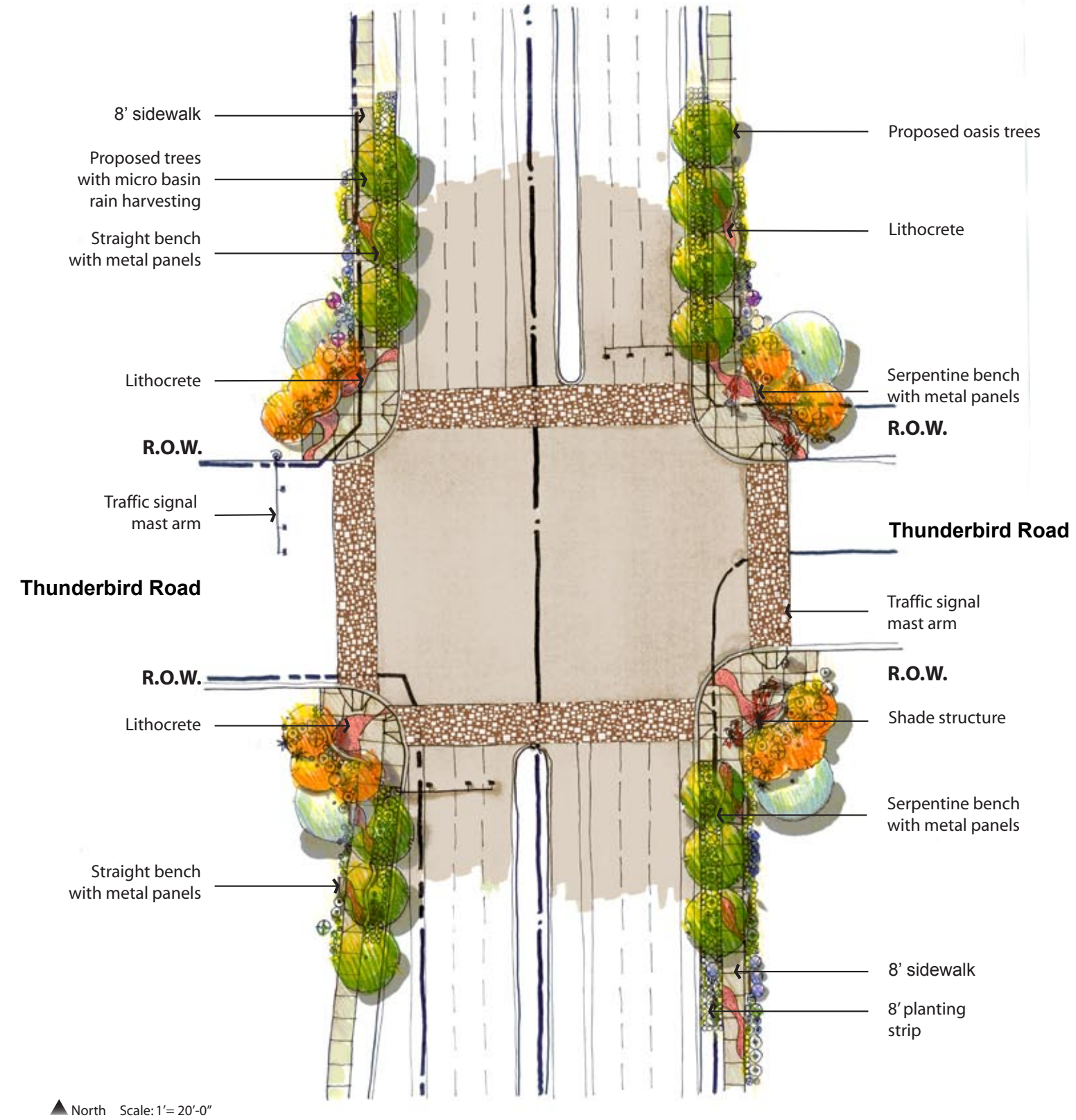
### E. Cochise Street

Proposed design template encroaches on ROW by 1'-6". Obtain easement or narrow planting strip to fit design template within existing ROW.

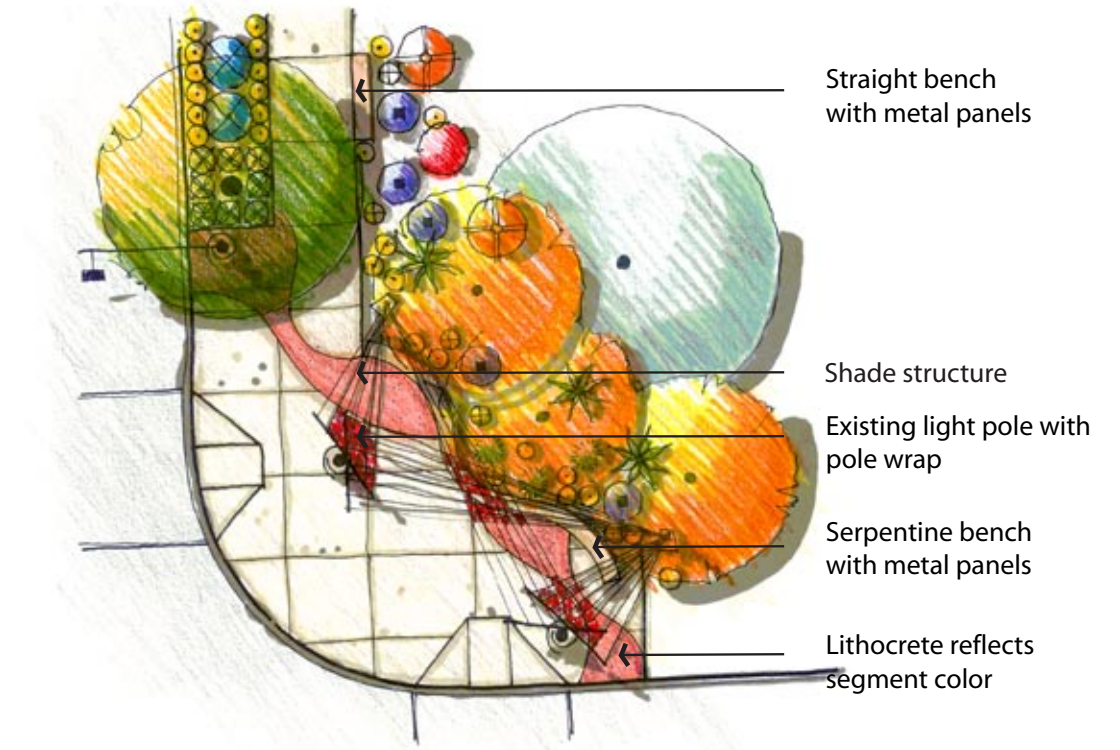




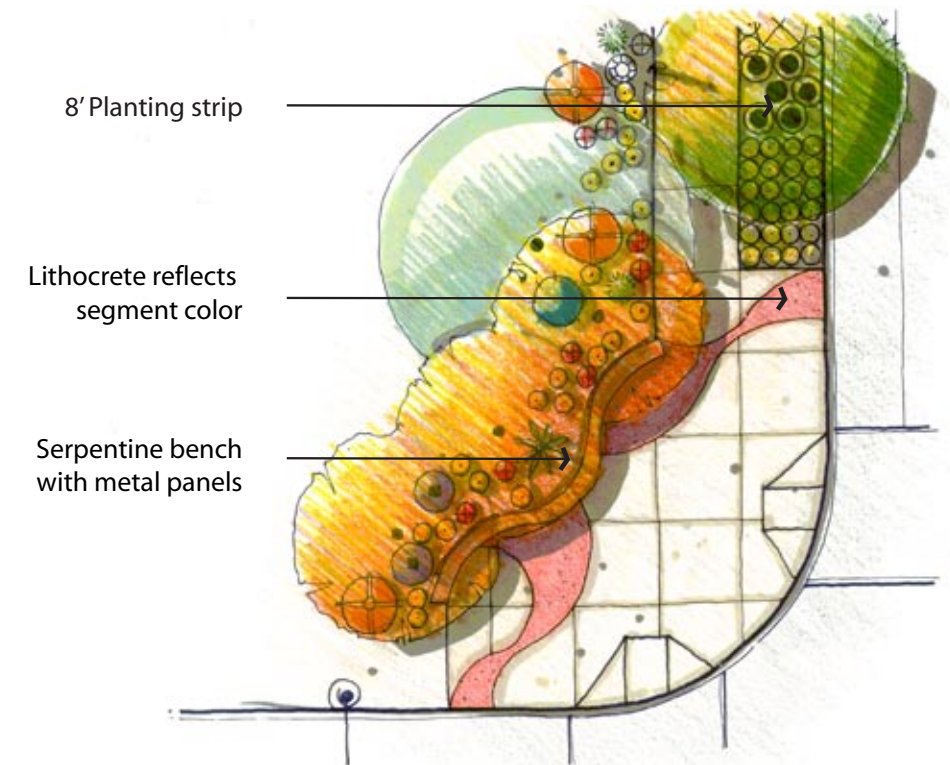
**Segment 4**  
**Primary Green Spot at Thunderbird Road**



**Detail View: Northeast Corner**



**Detail View: Northwest Corner**





Primary Green Spot approaching Thunderbird Road



*Lithocrete in the pavement along with Green Spot plantings along sidewalks will create a pedestrian scale environment at primary intersections*



*Green Spots, above, will provide a place for pedestrians to pause and enjoy the corridor's activity*

*Mile and half-mile markers, left, will provide drivers with orientation, while at the same time reinforcing the signature corridor*



*Light pole wraps will coordinate with the metal cut-out pattern for the segment*

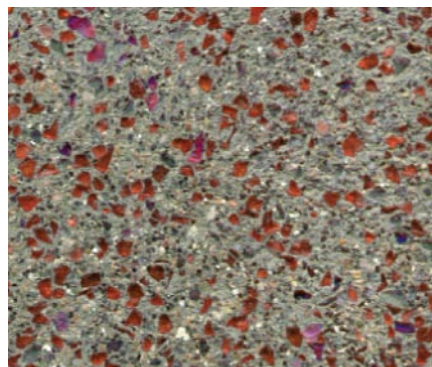
Panoramic View of Primary Green Spot Site – Existing Conditions



Existing conditions at the Scottsdale Road and Thunderbird Road intersection

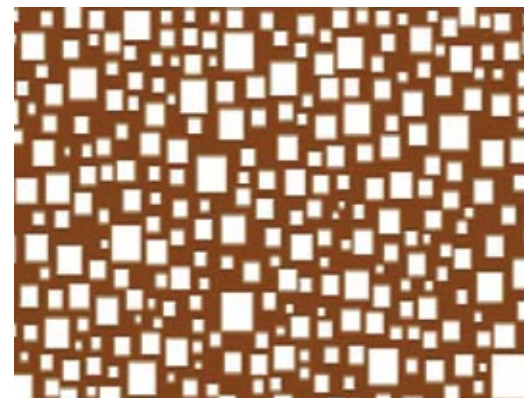
Primary Green Spot Materials Palette

Specialty Paving



Lithocrete with recycled glass

Decorative Metal Panels



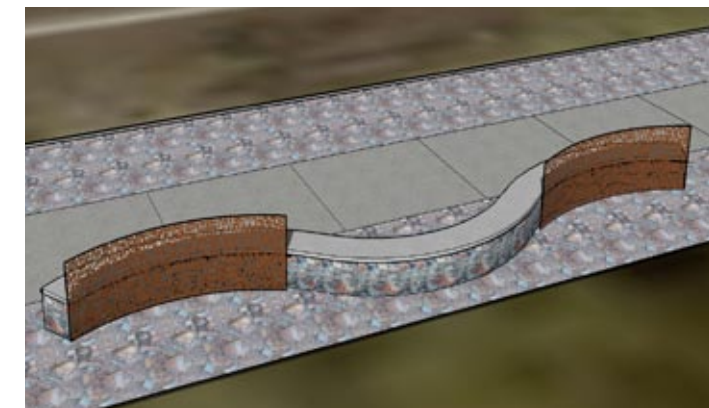
Dry Wash Metal panels, in powder coated rust color, used for vertical shade screens as well as bench backs, trash receptacles, bike racks, and light pole wraps

Shade Structure



Dry laid sandstone pier with trapezoid shape low walls and metal seat backs at primary Green Spots

Custom Seating

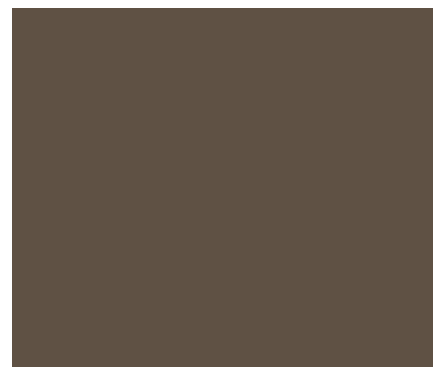


Straight backed bench with dry laid sandstone

Custom Colors



Color - Taliesin Rusted Red (Pantone Process 98-4, Pantone Solid 1665)



Color - Western Reserve (Pantone Process 326-1, Pantone Solid 411)

Lighting Treatments

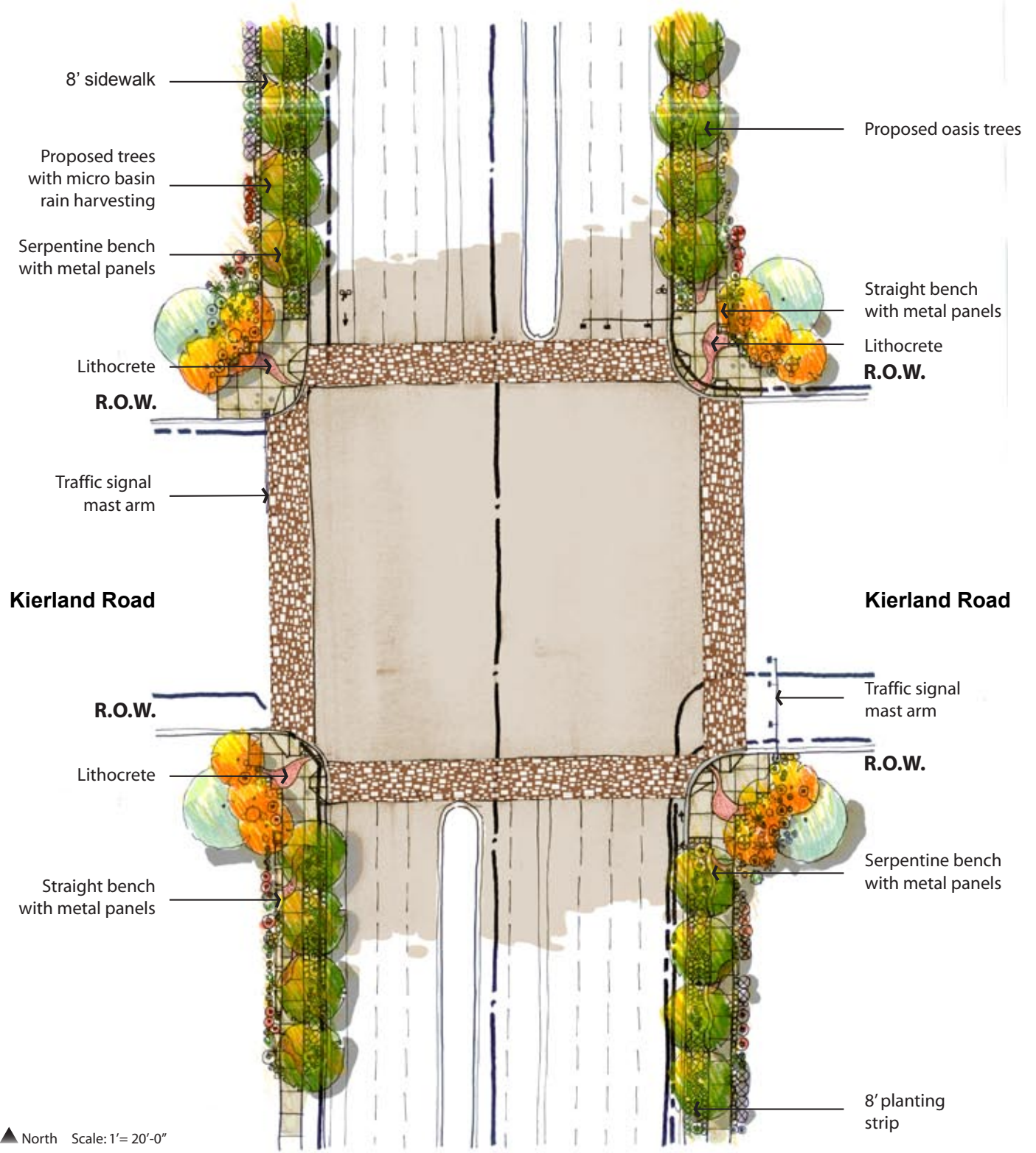


Light pole wraps to match decorative metal panels for Segment 4 (Dry Wash)



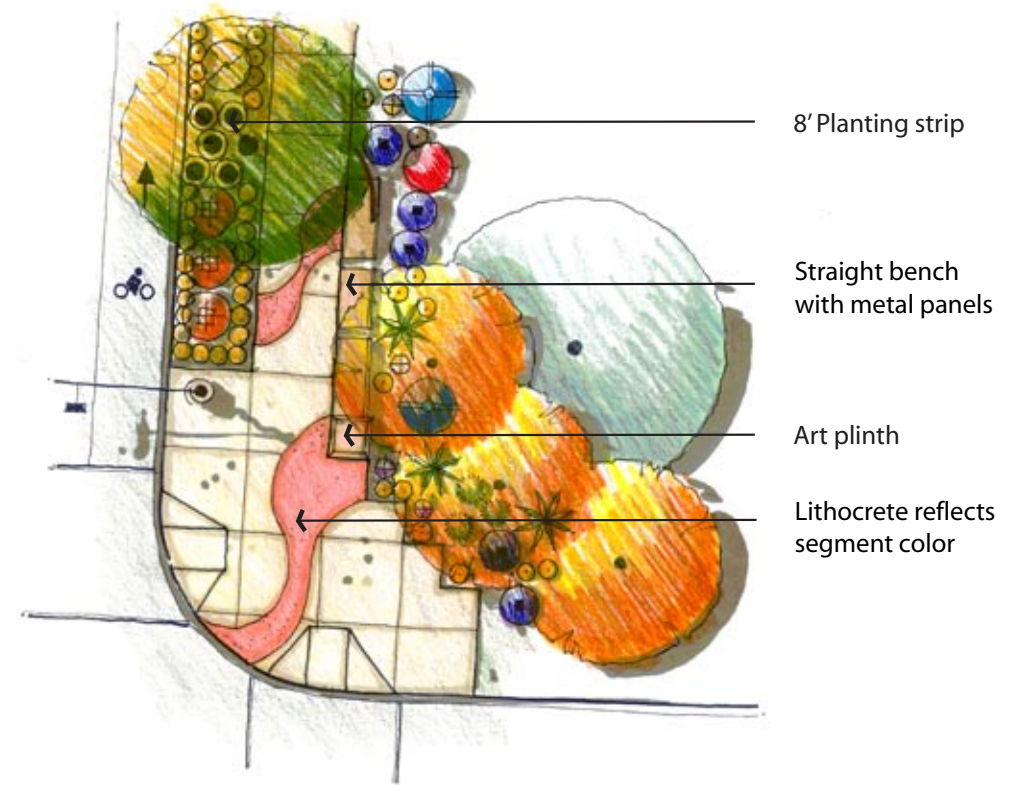
Pedestrian lighting (Bega product no. 8821MH or equal)

**Segment 4**  
**Secondary Green Spot at Kierland Road**

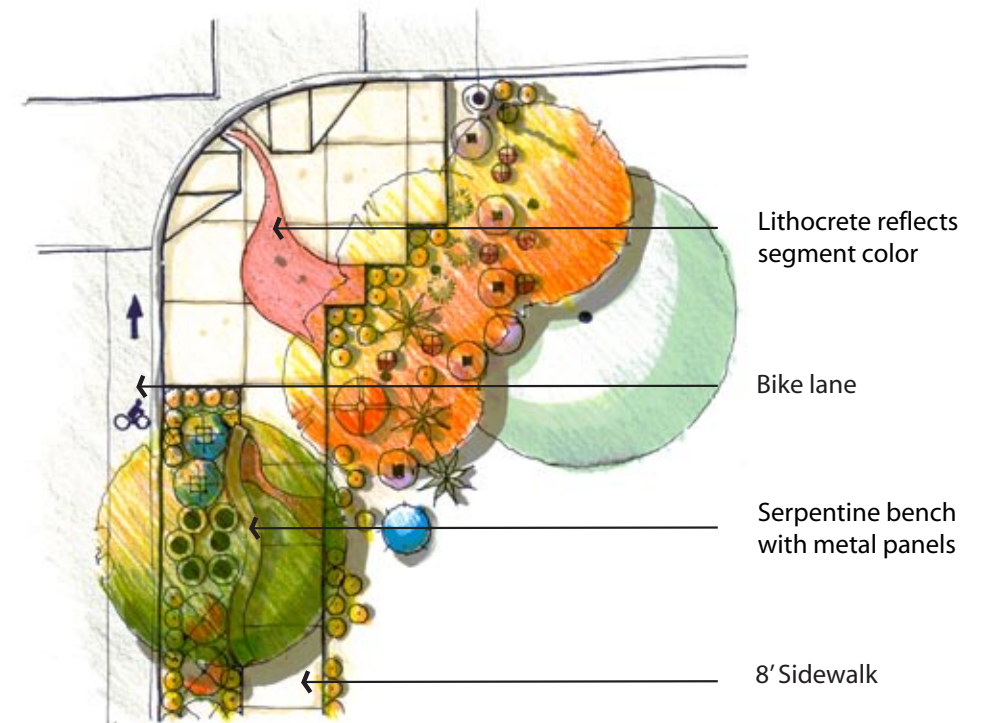


▲ North Scale: 1' = 20'-0"

**Detail View: Northeast Corner**



**Detail View: Southeast Corner**



SE CORNER

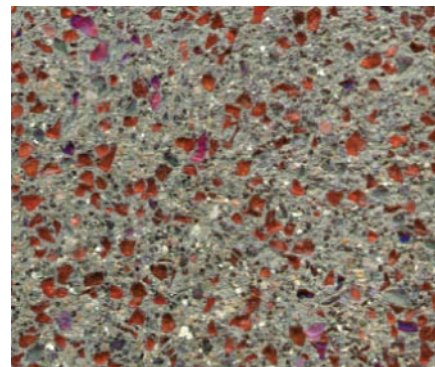
Panoramic View of Secondary Green Spot Site – Existing Conditions



Existing conditions at the Scottsdale Road and Kierland Road intersection

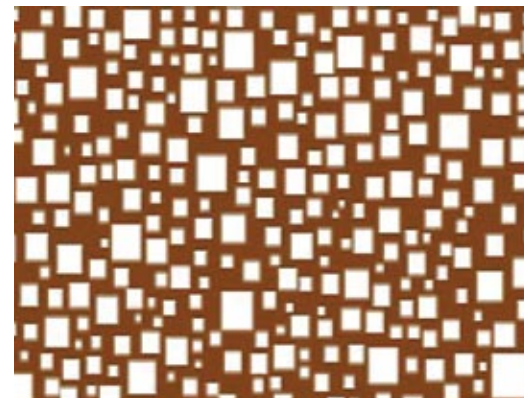
Materials Palette

Specialty Paving



Lithocrete with recycled glass

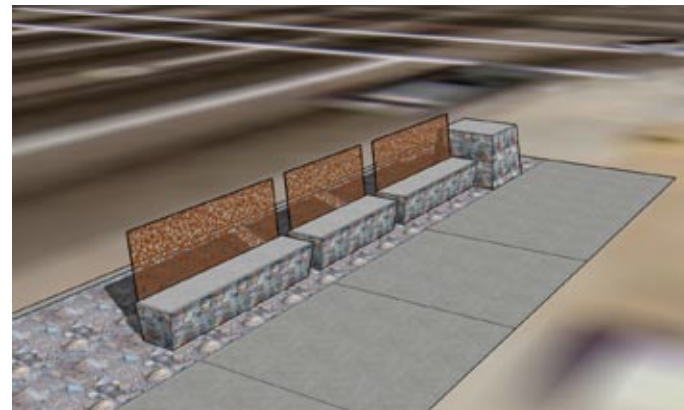
Decorative Metal Panels



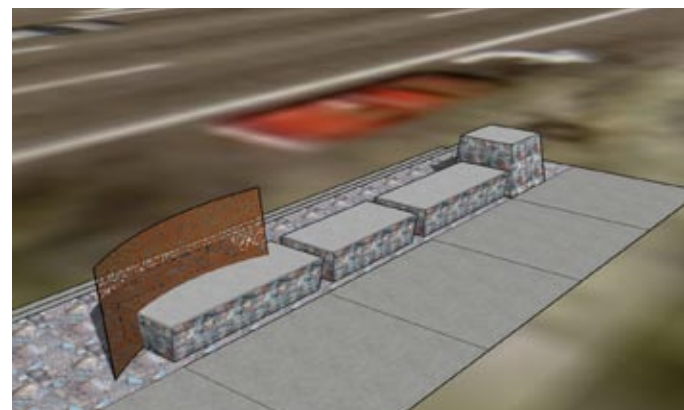
Dry Wash

Metal panels, in powder coated rust color, used for vertical shade screens as well as bench backs, trash receptacles, bike racks, and bollard lights

Custom Seating



Straight backed bench with Taliesin stone seating walls and sculptural art plinth



Serpentine backed bench with Taliesin stone seating walls and sculptural art plinth

Lighting Treatments



Bollard lighting will match decorative metal panel cut-out patterns

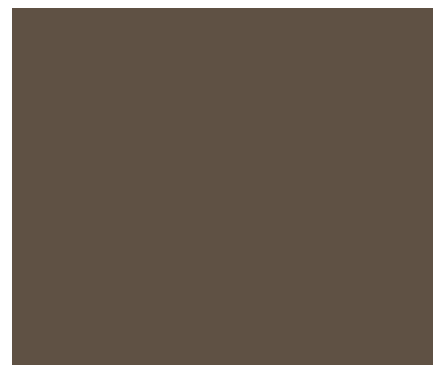


In-ground lighting will create a "Corridor of Light and Shadow"

Custom Colors



Color - Taliesin Rusted Red (Pantone Process 98-4, Pantone Solid 1665)



Color - Western Reserve (Pantone Process 326-1, Pantone Solid 411)

Segment 4

Overall Plant List for Segment 4 (Central Corridor)

Mountain View Road to Frank Lloyd Wright Boulevard



Desert willow



Evening primrose



Texas mountain laurel



Dalea

Tree Selections

Scientific Name	Common Name	Mature Tree Height and Width	Bloom Color	Primary Green Spot	Secondary Green Spot	Median	Continuous Thread	Comments
Acacia aneura	mulga	20' x 20'	Electric Yellow	✓	✓	✓		Accent, Under Power Lines
Caesalpinia cacalaco	cascalote 'thornless'	20' x 20'	Yellow	✓	✓	✓		Accent
Chilopsis linearis	desert willow	15' x 15'	Varies	✓	✓	✓		Accent/ Podless
Parkinsonia spp.	blue/palo verde	20' x 20'	Yellow					Legacy/Continuous Thread, Under Power Lines
Pithecellobium spp.	ebony	20' x 30'	Cream	✓	✓		✓	Continuous Thread
Prosopis glandulosa	texas honey mesquite	20' x 20'	Cream	✓	✓		✓	Legacy Tree
Sophora secundiflora	texas mountain laurel	15' x 15'	Purple	✓	✓		✓	Accent

Shrub/Groundcover/Accent

\* All shrubs and ground cover are to reflect segment color in foliage and bloom color.

Malephora luteola	sonoran ice plant	1' x 1'	Yellow	✓	✓	✓	✓	
Aloe spp.		Varies	Red	✓	✓		✓	
Bulbine frutescens	bulbine	2' x 2'	Yellow	✓	✓		✓	
Cordia parvifolia	little leaf cordia	4' x 4'	White	✓	✓	✓	✓	
Dasyliirion wheeleri	desert spoon	4' x 4'		✓	✓	✓		
Dalea spp.	dalea	Varies	Purple	✓	✓	✓	✓	
Eremophila spp.	valentine	4' x 4'	Red	✓	✓		✓	
Hesperaloe parvifolia	red-yucca	3' x 4'	Pink/Yellow			✓	✓	
Encelia farinose	brittle bush	5' x 5'	Yellow	✓	✓	✓	✓	
Justicia californica	chuparosa	4' x 4'	Red	✓	✓	✓	✓	
Nolina spp.		Varies	N/A	✓	✓			
Oenothera spp.	evening primrose	3' x 3'	Varies	✓	✓			
Penstemon spp.		Varies	Red	✓	✓	✓	✓	
Ruellia spp.		Varies	Blue	✓	✓	✓	✓	
Salvia Clevelandii	chaparral sage	4' x 4'	Purple	✓	✓		✓	
Viguiera deltoidea	golden eye	2' x 2'	Yellow	✓	✓	✓	✓	
Yucca spp.		Varies		✓	✓	✓	✓	



### Segment 5 – Northern Corridor

#### Overview

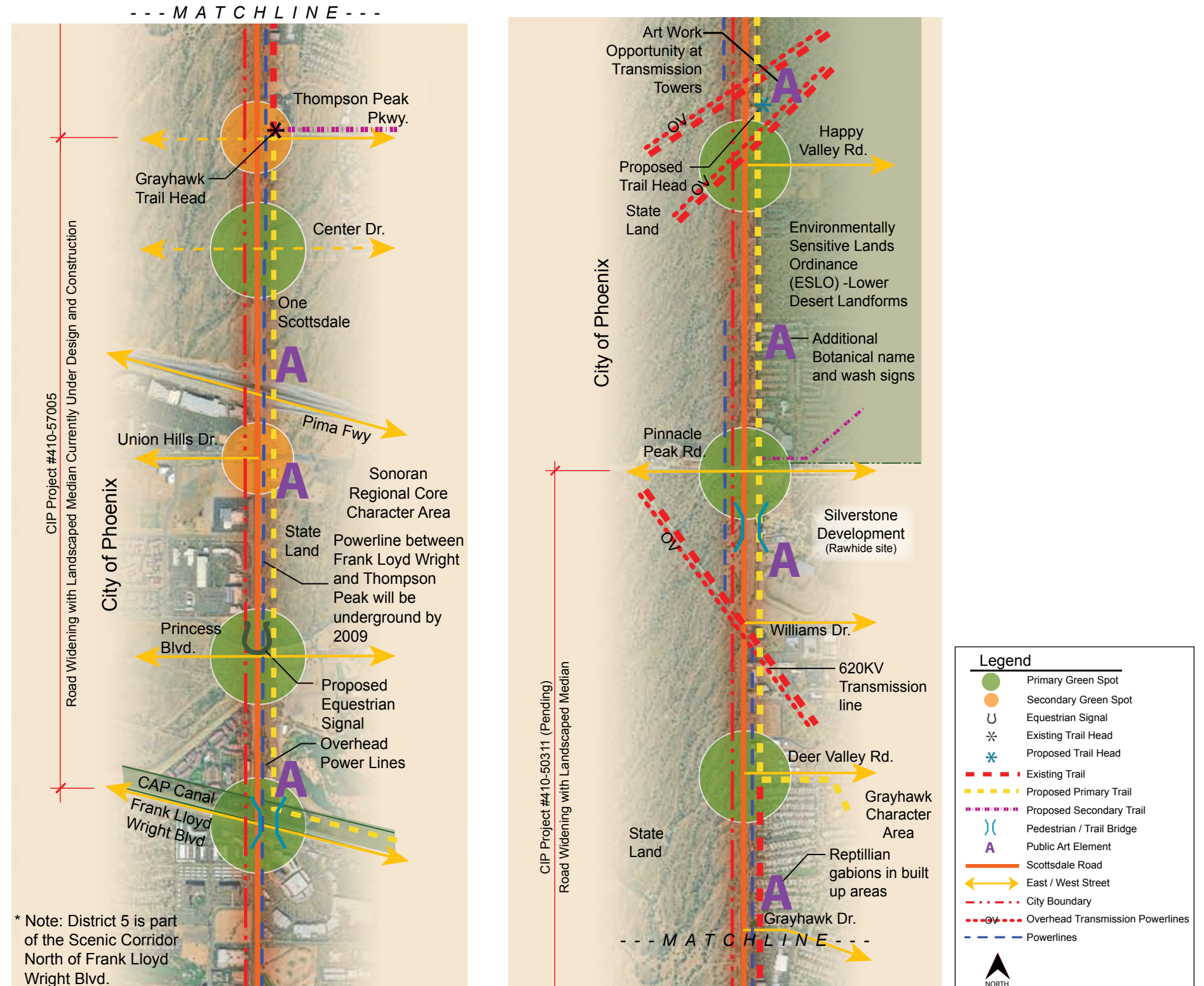
Segment 5 extends from Frank Lloyd Wright Boulevard to Happy Valley Road for about five miles. The streetscape design for Segment 5 should reflect the transitional nature of this developing area while responding to the built and natural environment. The elements of continuity described earlier in the text will continue throughout this segment, linking it with the rest of Scottsdale Road. However some elements will be modified to better relate to the natural characteristics of this segment. Other elements of continuity, such as the shade structure, will be eliminated due to the less urban character of this area. As part of the Desert Foothills Scenic Drive, there are specific scenic corridor guidelines that should be applied to this segment where appropriate. The elements of distinction should be based on the built environment and respond to the design influences of the Grayhawk and DC Ranch neighborhoods, as well as other existing features of the segment.

Additionally, the streetscape needs to respond to the current sophisticated urban developments at One Scottsdale, between the Pima Freeway and the Thompson Peak Road, the Silverstone development at the old Rawhide site, south of Pinnacle Peak Road, and a new street widening project being developed from Frank Lloyd Wright Boulevard to Thompson Peak Road. Planting plans will need to be coordinated to ensure continuity within the segment while restoring the naturalistic appearance of this part of the scenic corridor with an effort to utilize native plant material approved for the Environmentally Sensitive Land Ordinance for lower desert landforms. New landscape plantings should be restorative to help link this segment with Segment 6, to re-establish the desert environment, and to maintain an openness, which is a primary goal of the Scenic Corridor Design Guidelines.

Built elements should use natural stone and weathered steel or rust colored powder-coated metal, reflecting the materials and design aesthetics of the Grayhawk and DC Ranch neighborhoods and matching the site walls placed in the median of the new street widening project mentioned above. Additionally, as part of the continued improvements of Scottsdale Road, numerous wash culverts and bridges will be installed as the road is widened. These structures offer opportunities for major design statements and art installations, further enhancing the design character of the segment. The elements of continuity and distinction are described in more detail below.

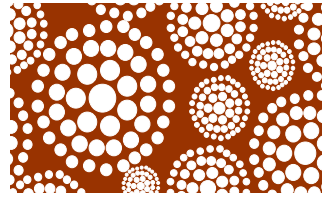
#### Elements of Continuity

- The continuous thread design elements will extend through Segment 5, but





## Segment 5



Desert Bloom



Sandstone



Quartz Stone



Remnants of the past can still be seen along Scottsdale Road, like this old stone wall

will depart from standard dimensions outlined in Segments 1, 3, and 4. Design dimensions will follow the Scenic Corridor Design Guidelines, utilizing landscape setbacks, easements, and agreements with property owners and the City of Phoenix to create an uninterrupted continuous thread throughout the segment.

- Additional plantings should be added to restore the desert character. New plantings should match the density and species that historically existed along this stretch of Scottsdale Road. New plant material should follow the Environmentally Sensitive Lands Ordinance (ESLO). Planting concepts for the segment are described in more detail below.
- Where provided, sidewalks should be increased to 10 feet wide if only provided on one side of the road. Sidewalks provided on both sides of the road should be eight feet wide. Sidewalks will not always be parallel with the road, as the Scenic Corridor Design Guidelines require a sidewalk set back from the roadway that is integrated with topographic features. Sidewalks should be constructed of integrally colored concrete with the color being San Diego Buff. In areas where a concrete sidewalk is provided, an additional four-foot wide stabilized decomposed granite path should be added throughout the segment in the landscape setback for equestrian use. In areas where the pedestrian and equestrian paths are combined, the path should be 12 feet in width and construction of stabilized decomposed granite. At locations where existing concrete sidewalks have been installed, the sidewalks should be stained to match the San Diego Buff integral color. There are some existing developments in this segment, such as in the vicinity of the Loop 101/Pima Freeway, where it may be appropriate to utilize an eight-foot wide planting strip and eight-foot wide sidewalk that is similar to the standard proposed for Segments 1, 3, and 4.
- Green Spots should continue to be located at mile and half mile intersections, but as the segment approaches Pinnacle Peak Road, they should only occur at one mile intervals.
  - Primary Green Spots should occur at:
    - Frank Lloyd Wright Boulevard
    - Center Street (proposed entrance at One Scottsdale)
    - Deer Valley Road
    - Pinnacle Peak Road
    - Happy Valley Road
    - Princess Boulevard
  - Secondary Green Spots should occur at:
    - Union Hills Drive
    - Thompson Peak Parkway
- Green Spots will be areas where the levels of improvements are

intensified and the focus is on pedestrian comfort. Treatments should follow the recommendations for primary and secondary Green Spots outlined previously but will be modified slightly in that no shade shelters would be installed north of the Loop 101/Pima Freeway. All Green Spots north of the Loop 101/Pima Freeway should follow secondary Green Spot guidelines. The following elements should be included in Segment 5 Green Spots.

- Seatwalls and art plinths
- Accent paving
- Patterned (stenciled or waterblasted/sandblasted) and/or color field crosswalks, except at Princess Boulevard, which should follow recommendations identified in Segment 6.
- Sustainability principles should be reflected in the use of local materials, native plants, water harvesting principles, selective use of crushed recycled concrete used as ground plane surfacing in planting strips south of the Loop 101/Pima Freeway, and the use of solar panels to power accent lighting and mile markers.
- Interpretive elements that discuss energy use in the desert should be incorporated to highlight power lines and Central Arizona Project Canal. Additionally, interpretive elements should be included around the old Rawhide site, describing its history and importance to the community.
- Plantings should continue to include a more intensified use of color and plant densities should increase. Planting patterns should be more organized and structured, differentiating the Green Spot from the surrounding restored desert landscape.
- Mile markers should be placed at each mile intersection and half mile markers installed at each half mile intersections where appropriate.
- The contextual trapezoidal shape should continue to be reflected in benches, art plinths, and other site elements.
- The street cross section will follow the Scenic Corridor Design Guidelines and should be modified to include the following.
  - 110-foot wide roadway.
  - Five and one half foot bike lane both directions.
  - Three 11-foot wide travel lanes each direction.
  - 24-foot wide planted median with at-grade decorative paving at left turn lanes.
  - Six-inch vertical curbs.
  - 150-foot wide ROW.
  - Minimum 100-foot landscaped set back area on each side of the roadway

- Sidewalk and equestrian paths as dimensioned in cross section guidelines

### Elements of Distinction

- Metal panels and furnishings should have a rust color powder coated finish with a Desert Bloom cutout pattern.
- The segment signature color should be Sandstone (Pantone Process 49-3, Pantone Solid 157C). This signature color will be used in subtle ways, such as in the Lithocrete paving, shade structures, accent lighting, and other elements.
- Walls and seatwalls should be trapezoidal in shape and constructed out of quartz stone similar to the Rawhide and DC Ranch site walls.
- Specialty paving should be constructed out of Lithocrete utilizing the Go Amber 2 color of recycled glass to reflect the Sandstone segment color. Additional paving accents through sandblasted, waterblasted, and broom finished treatments also should be provided.
- Standard benches, trash receptacles, bicycle racks, and other site furnishings should be perforated metal with a custom pattern matching the Desert Bloom segment pattern. Site furnishings should be manufactured by Landscape Forms (or equal) to achieve the styles illustrated in these design guidelines.
- All utility cabinets, backflow preventors, light poles, traffic signal poles, and other miscellaneous utility elements should be painted with the Western Reserve color (Pantone Color 326-1, Pantone Solid 411).
- Custom bollard lights should be round, constructed of perforated metal with the Desert Bloom segment pattern and should utilize LED light fixtures.
- In ground lighting and other specialty accent lighting should be provided at Green Spot locations. If desired, some lighting could be colored to reflect the segment color. Accent lighting could be used to identify horse staging areas and highlight the patterns of the metal panels.

### Additional Miscellaneous Segment Elements

- Pedestrian crossing facilities should be provided at each intersection with directional curb ramps.
- Equestrian crossing facilities with texturized crosswalk treatments will be installed at Princess Boulevard to provide a rough surface to enhance traction.
- Drainage improvements when required should be landscaped and constructed in a manner that replicates a natural wash. Where bridged crossings are required the design should consider clearances that allow wildlife to cross the vehicular road at the grade separation. Detention basins should not be placed within the ROW, unless it is part of the

regional drainage solution. In such cases, they should be built to recreate a natural arroyo or wash, not occupy more than 25 percent of any portion of back of curb between vehicular accesses, and all edges and basin bottoms should be revegetated to a natural-looking state.

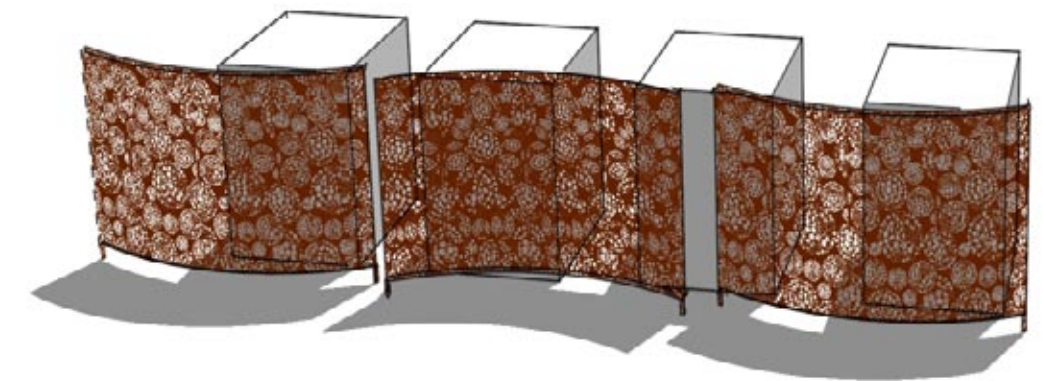
- Any civil engineering improvements required to control runoff flows as they cross the ROW and scenic setback or move collected runoff to major wash corridors should be rounded to blend with the natural form of the train and built to recreate a natural arroyo or wash.
- Depressed curbs should be provided for all at-grade wash crossings, and the medians in these locations should be at-grade with decorative paving.
- The kit-of-parts transit shelters should be installed at all bus stops up to the Loop 101/Pima Freeway, where bus routes end.
- Coordination with the City of Phoenix to incorporate all streetscape elements on the west side of the segment will be required. This will be particularly important when developing the scenic corridor landscape setback. It is important this setback occur on the west side to maintain the open character and restore the desert environment along this stretch of the scenic corridor.
- Free standing rust color powder coated metal panels with the Desert Bloom pattern should be placed around large utility boxes for screening purposes.

### Landscaping and Planting Palette

Although not located entirely within the Environmentally Sensitive Lands Ordinance (ESLO), the landscape in Segment 5 will reinforce the native lower Sonoran Desert character currently existing in this area. Beginning at Pinnacle Peak Road, the planting palette must follow the ESLO. The planting for Segment 5 will include multiple continuous thread trees throughout the corridor such as the *Prosopis velutina*, Velvet Mesquite; the *Olneya tesota*, Desert Ironwood; *Carnegiea gigantea*, Saguaro; and *Parkinsonia microphyllum*, Foothill Palo Verde. The continuous thread planting pattern will incorporate the native plant material found in the plant communities that currently exist within this section of Scottsdale Road, but that do not necessarily reflect the native plant groupings and growth patterns in this location. The plantings should be as natural as possible to achieve a contrast between the Green Spots and the continuous thread. In this segment, there will also be a native hydro-seed planting mix for any disturbed areas of development. In this segment planting material will be extended into the 100-foot landscaped scenic corridor setback. The Green Spot areas will incorporate multiple legacy trees as well as integrating more architectural patterns in order to respond to adjacent uses. Refer to the planting palette for more detailed information species of trees (including legacy trees) and plants recommended for this segment.



Equestrian crosswalk in Segment 5. Half of the crossing area is texturized with the other half utilizing a smooth Desert Bloom pattern

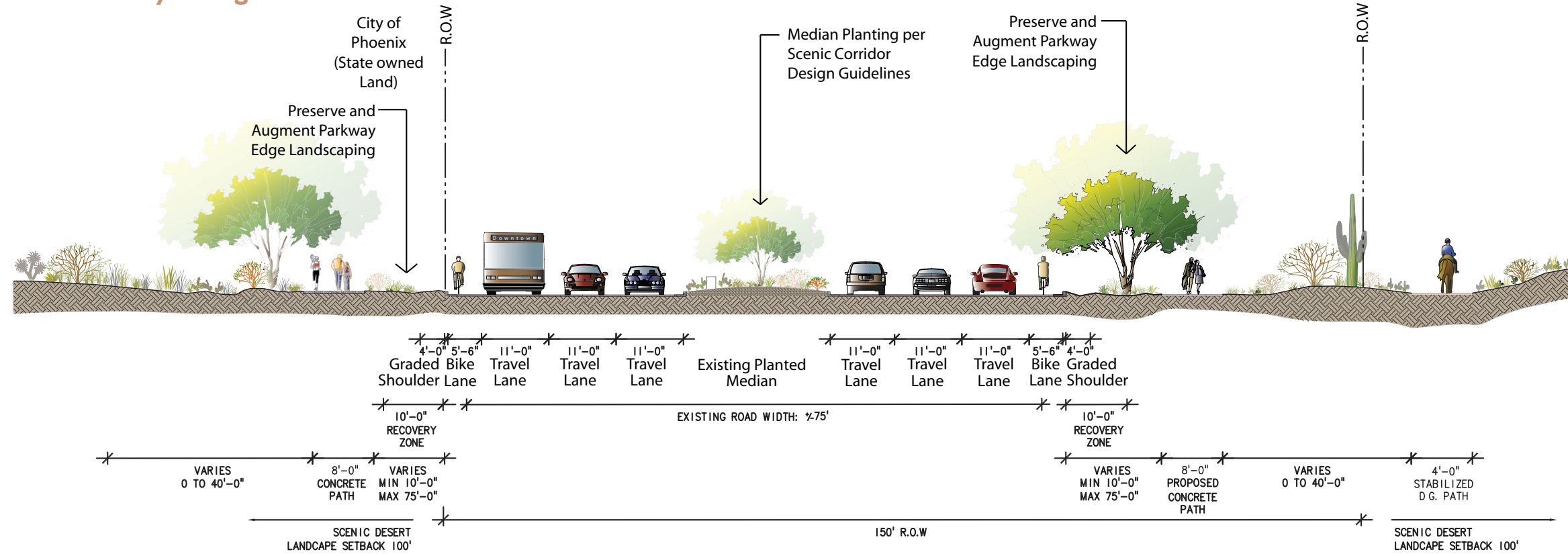


Utility cabinet screens

## Segment 5

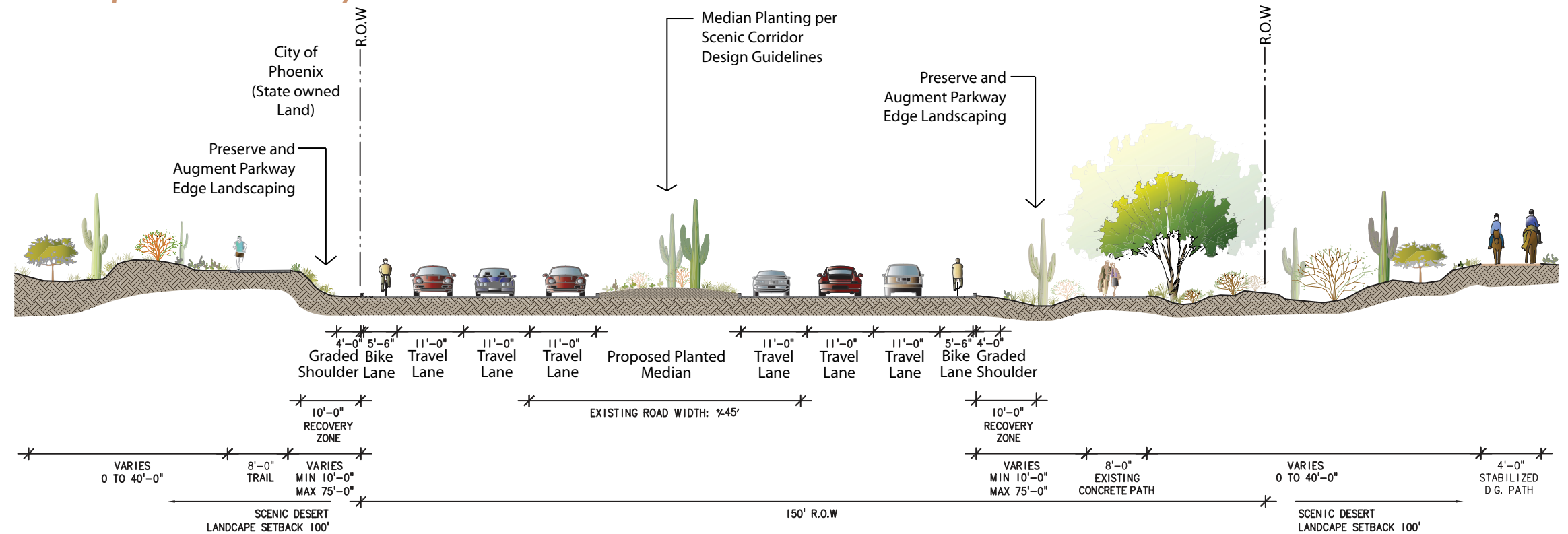
### Sections

#### E. Frank Lloyd Wright Boulevard



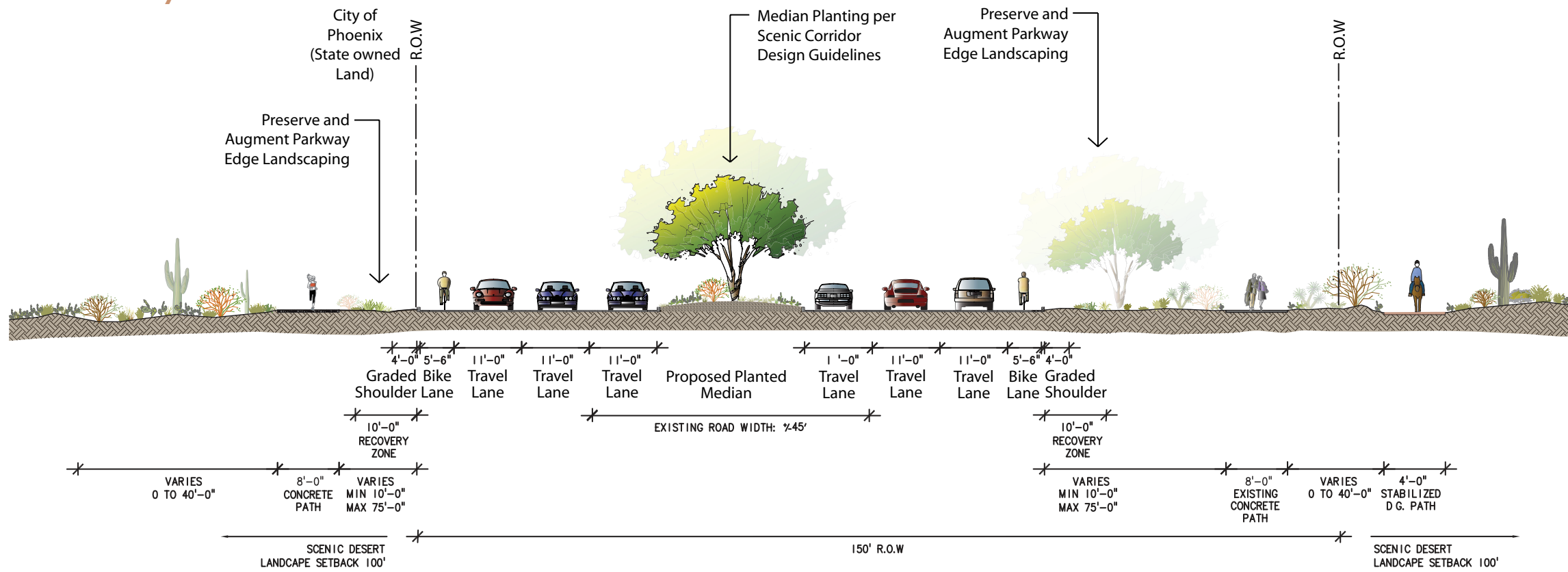
Note: Sections are cut at specific locations as identified on the section heading. They are meant to be a snapshot and to help illustrate how the design guidelines are incorporated throughout the entire corridor at both standard and unique locations.

#### E. Thompson Peak Parkway



Note: If path system consists of separate equestrian path and pedestrian path, equestrian path should be constructed of DG with a width of 4'. Pedestrian path should be 8' wide if provided on both sides of the street. If path is shared, the path shall be 12' wide with a stabilized DG surface.

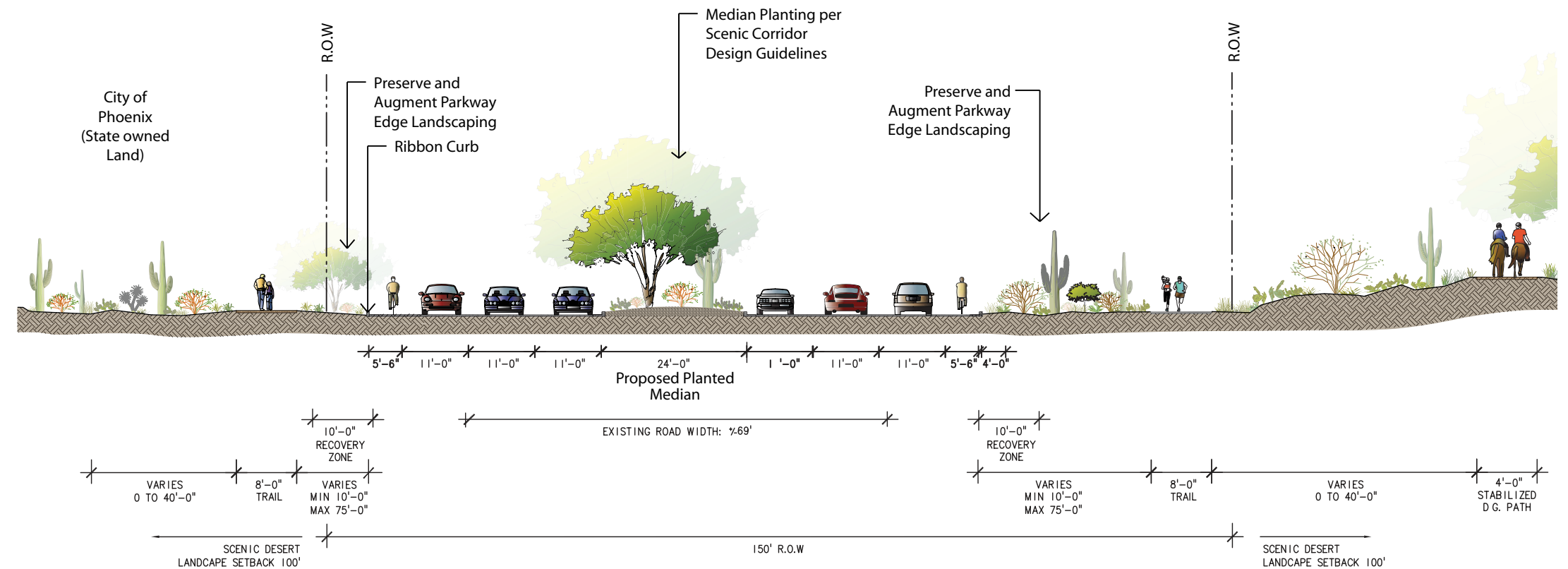
E. Deer Valley Road



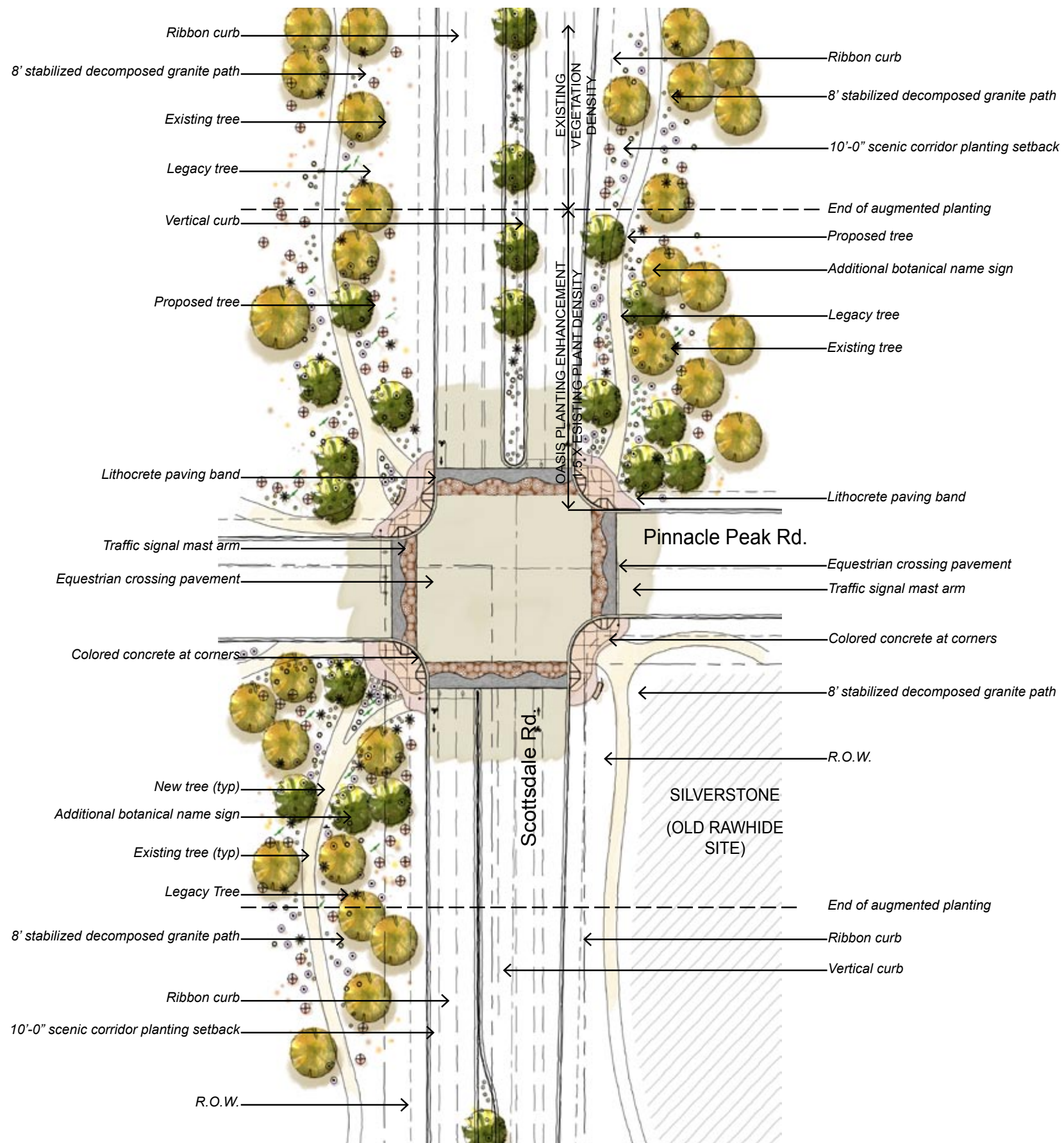
Note: Sections are cut at specific locations as identified on the section heading. They are meant to be a snapshot and to help illustrate how the design guidelines are incorporated throughout the entire corridor at both standard and unique locations.

Between E. Pinnacle Peak Road and E. Happy Valley Road

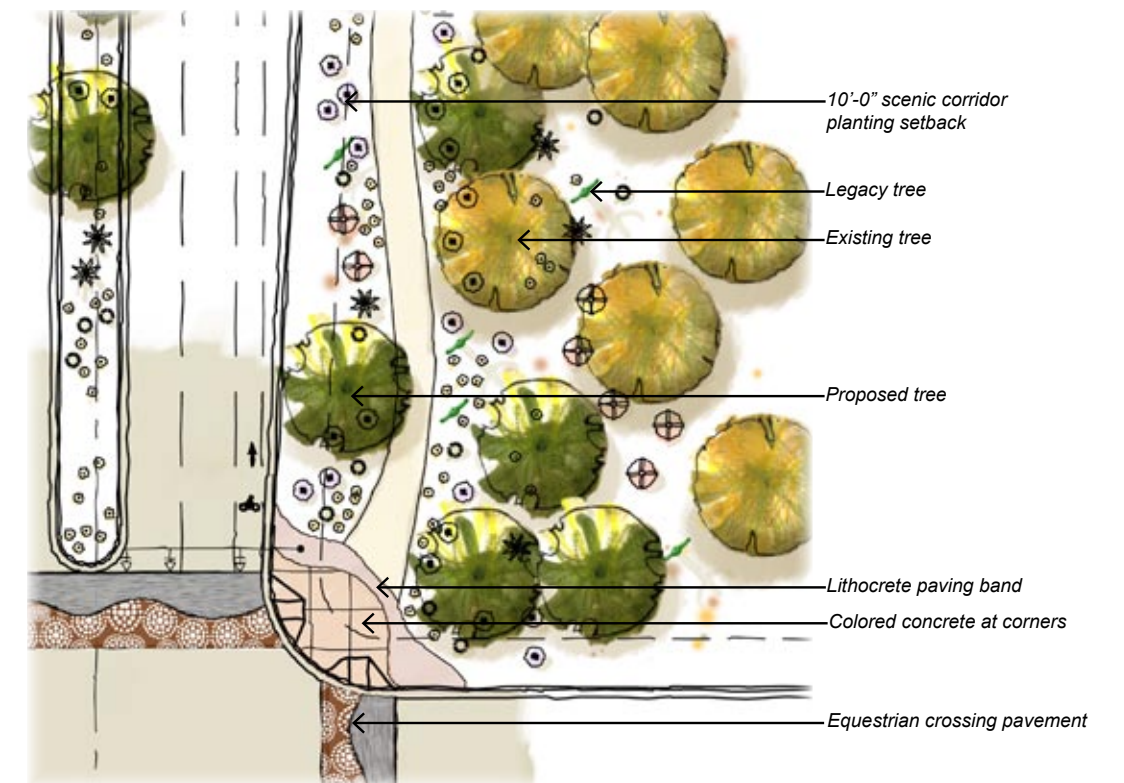
Note: If path system consists of separate equestrian path and pedestrian path, equestrian path should be constructed of DG with a width of 4'. Pedestrian path should be 8' wide if provided on both sides of the street. If path is shared, the path shall be 12' wide with a stabilized DG surface.



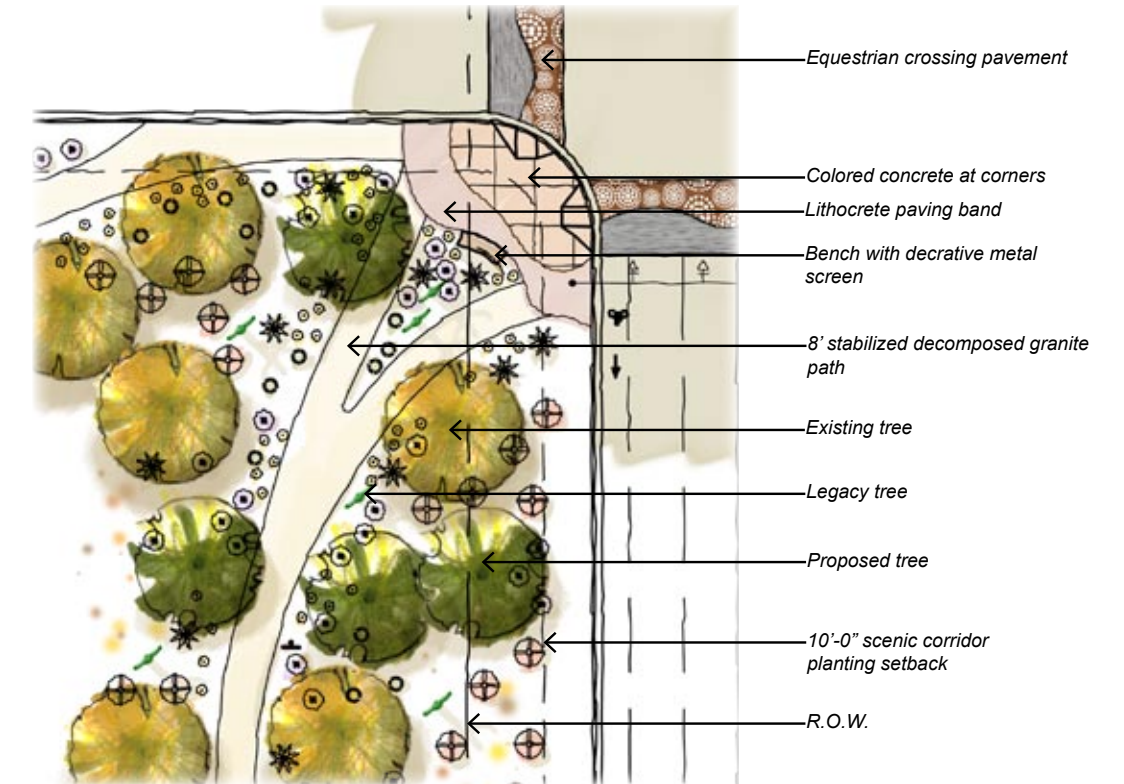
## Segment 5 Green Spot at E. Pinnacle Peak Road



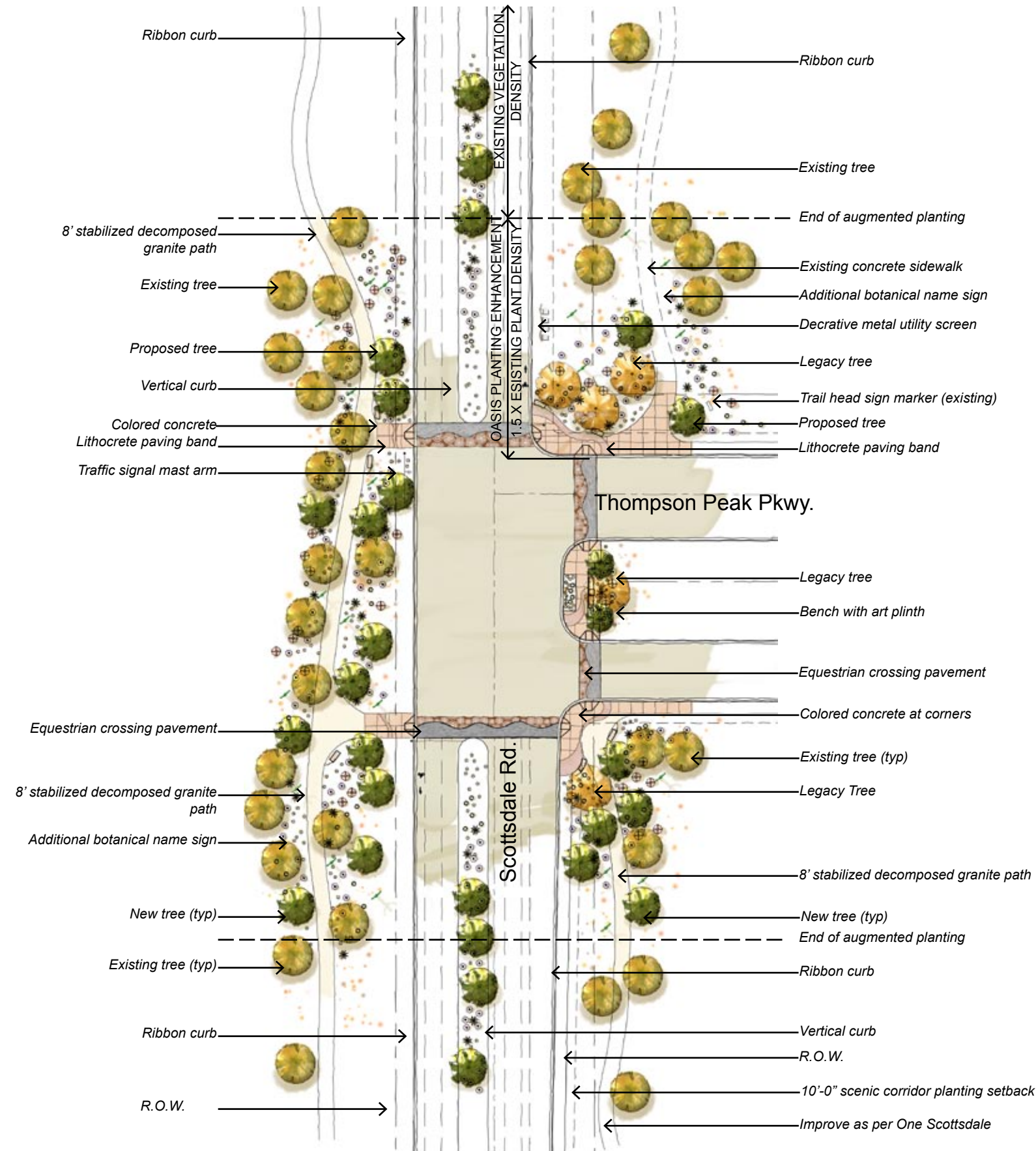
### Detail View: Northeast Corner



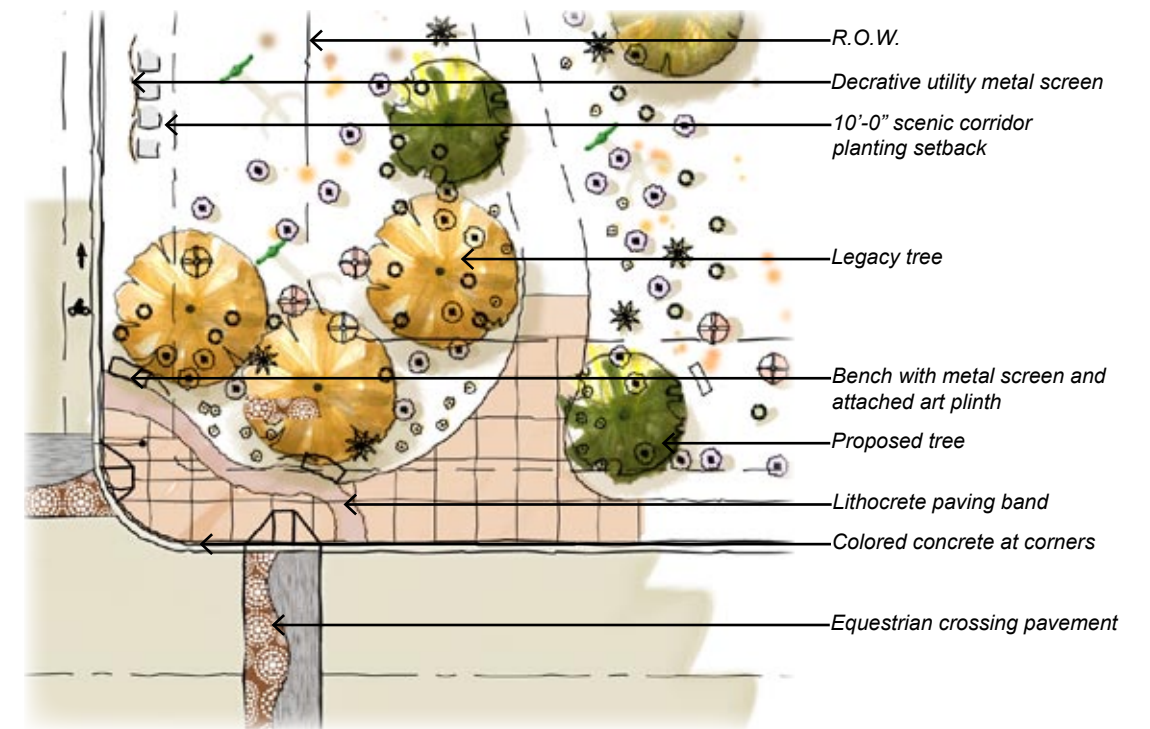
### Detail View: Southwest Corner



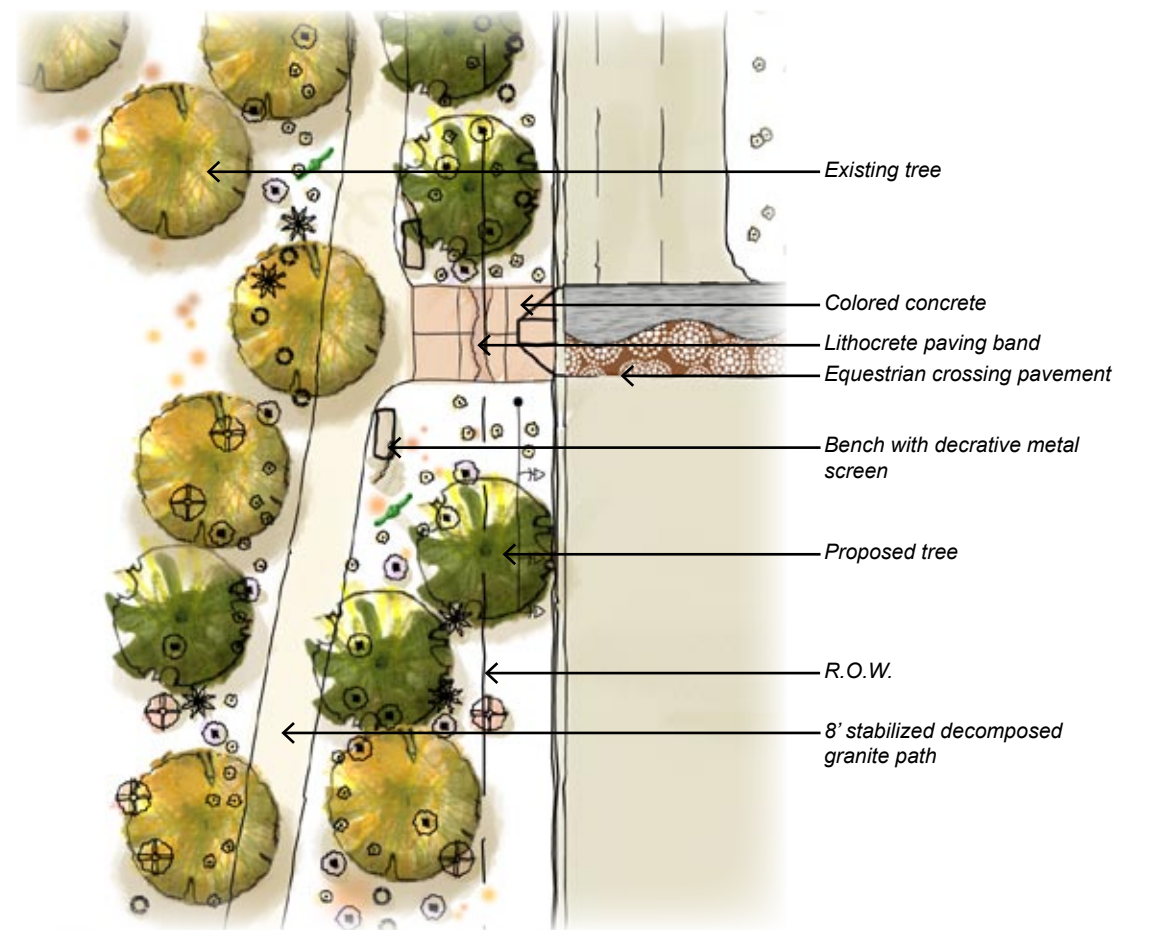
# Green Spot at Thompson Peak Parkway



## Detail View: Northeast Corner



## Detail View: West Side







Lithocrete in the pavement along with Green Spot plantings along sidewalks will create a pedestrian scale environment at primary intersections



Green Spots, above, will provide a place for pedestrians to pause and enjoy the corridor's activity

Mile and half-mile markers, left, will provide drivers with orientation while at the same time reinforcing the signature corridor



Treatments at Segment 5 and 6 Green Spot intersections will be more subtle than in Segments 1 through 4



## Segment 5

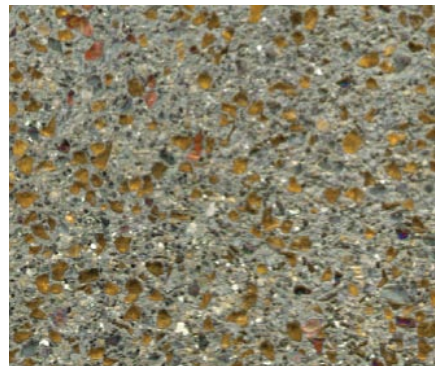
### Panoramic View of Primary Green Spot at Thompson Peak Parkway – Existing Conditions



Existing conditions at Scottsdale Road and Thompson Peak Parkway intersection

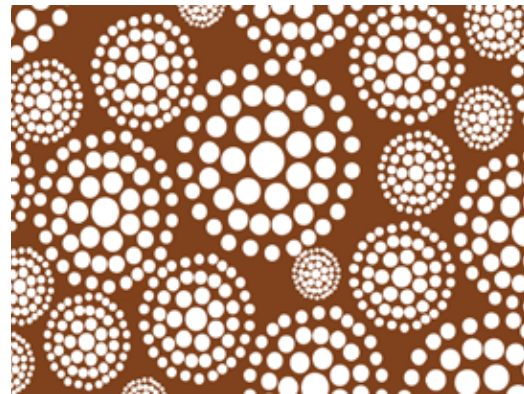
## Materials Palette

### Specialty Paving



Lithocrete with recycled glass

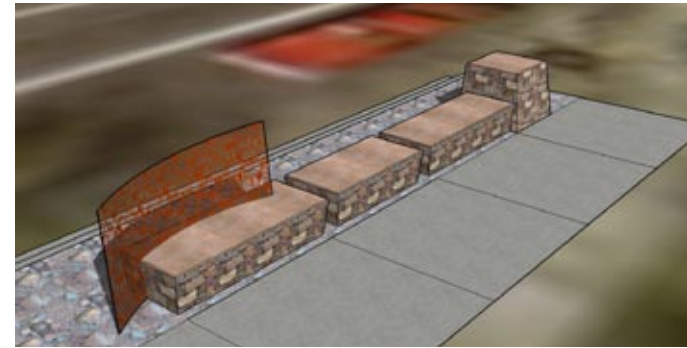
### Decorative Metal Panels



Desert Bloom

Metal panels, in powder coated rust color, used for vertical shade screens as well as bench backs, trash receptacles, bike racks, and light pole wraps and bollards on a limited basis

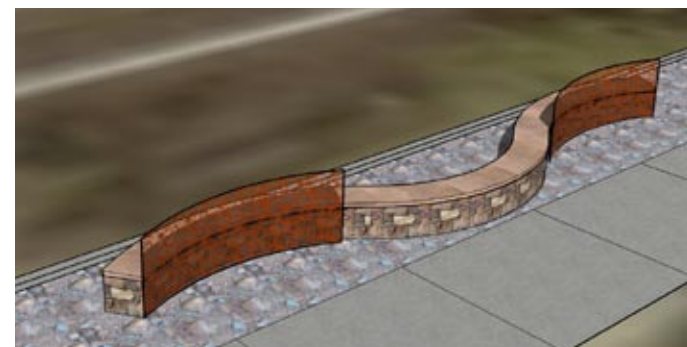
### Custom Seating



Quartz stone seatwall with sculptural art plinth and metal panel



Quartz stone seatwall with sculptural art plinth and metal panel



Serpentine backed bench with quartz stone

### Lighting Treatments



In-ground accent lighting - to be used in a limited manner

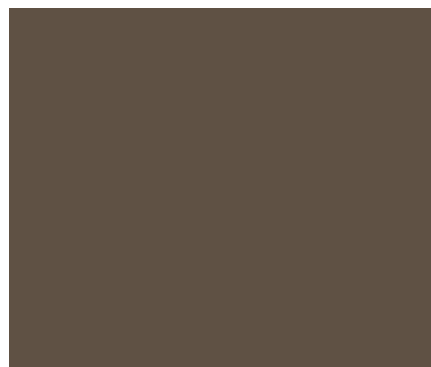


Bollard lighting - to be used in a limited manner - with the cut-out pattern of the segment

### Custom Colors



Color - Sandstone (Pantone Process 49-3, Pantone Solid 157C)



Color - Western Reserve (Pantone Process 326-1, Pantone Solid 411)

# Overall Plant List for Segment 5 (Northern Corridor)

## Frank Lloyd Wright Boulevard to Happy Valley Road



Velvet mesquite



Acacia greggii



Senna covesii



Ocotillo

### Tree Selections

Scientific Name	Common Name	Mature Tree Height and Width	Bloom Color	Primary Green Spot	Secondary Green Spot	Median	Continuous Thread	Comments
Acacia greggii	catclaw acacia	15' x 15'	Yellow	✓	✓	✓	✓	Accent, Under Power Lines
Carnegiea gigantea	saguaro	20' 10'	White	✓	✓	✓		Accent
Chilopsis linearis	desert willow	15' x 15'	Varies	✓	✓	✓		Accent/Podless
Parkinsonia microphyllum	foothill palo verde	20' x 30'	Yellow				✓	Continuous Thread
Prosopis velutina	velvet mesquite	20' x 20'	Cream	✓	✓			Legacy/Continuous Thread, Under Power Lines
Olneya tesota	ironwood	25' x 25'	Purple	✓	✓	✓	✓	Legacy
Canotia holacantha	crucifixion thorn	10' x 10'	White	✓	✓	✓	✓	

### Shrub/Groundcover/Accent Selections

\* All shrubs and ground cover are to reflect segment color in foliage and bloom color.

Anisacanthus thurberi	desert honeysuckle	4' x 4'	Light Green	✓	✓	✓	✓	
Aristida purpurea	purple threeawn	2' x 2'	Light Purple	✓	✓		✓	
Ambrosia deltoidea	triangle leaf bursage	4' x 4'	Yellow	✓	✓	✓	✓	
Senna covesii	desert senna	2' x 2'	Yellow	✓	✓	✓	✓	
Dodonaea viscosa	hopbush	8' x 5'	Yellowish/Green	✓	✓	✓	✓	
Ephedra aspera	mormon tea	4' x 4'	Yellow	✓	✓	✓	✓	
Echinocereus engelmannii	hedgehog cactus	3' x 3'	Fuschia	✓	✓	✓	✓	
Encelia farinosa	brittle bush	5' x 5'	Yellow	✓	✓	✓	✓	
Fouquieria splendens	ocotillo	20' 10'	Red	✓	✓	✓	✓	
Ferocactus cylindraceus	compass barrel	4' x 2'	Yellow	✓	✓	✓	✓	
Justicia californica	chuparosa	4' x 4'	Red	✓	✓	✓	✓	
Gutierrezia sarothrae	snakeweed	4' x 4'	Yellow	✓	✓	✓	✓	
Opuntia bigelovii	teddy bear cholla	4' x 4'	Yellow	✓	✓	✓	✓	
Opuntia engelmannii	engelmann's prickly pear	5' x 5'	Yellow	✓	✓	✓	✓	
Celtis pallida/reticulata	desert hackberry	5' x 5'/15' x 20'	Yellow	✓	✓	✓	✓	
Penstemon parryi	parry's penstemon	2' x 2'	Pink	✓	✓	✓	✓	
Larrea tridentata	creosote bush	5' x 5'	Yellow	✓	✓	✓	✓	
Simmondsia chinensis	jojoba	5' x 5'	Yellow	✓	✓		✓	
Viguiera deltoidea	golden eye	2' x 2'	Yellow	✓	✓	✓	✓	
Ziziphus obtusifolia	gray thorn	5' x 6'	Inconspicuous	✓	✓	✓	✓	

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### Segment 6 – Desert Foothills Scenic Drive

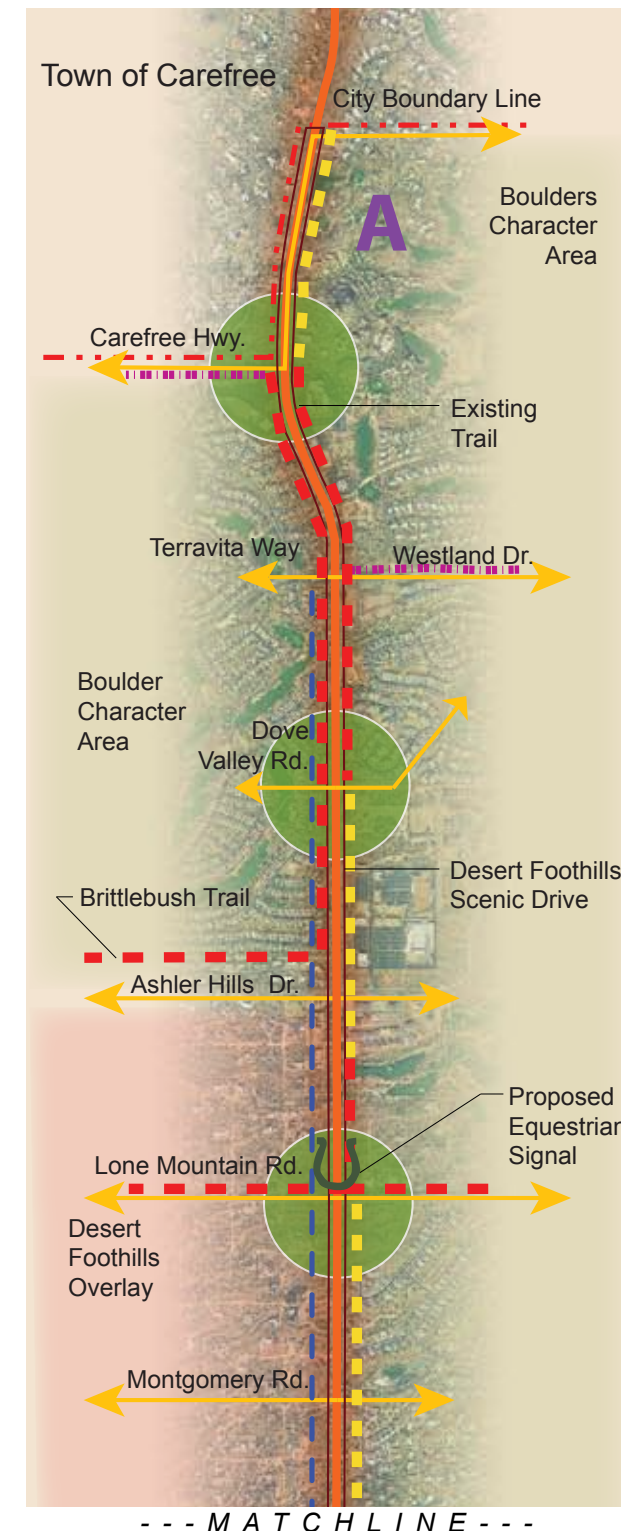
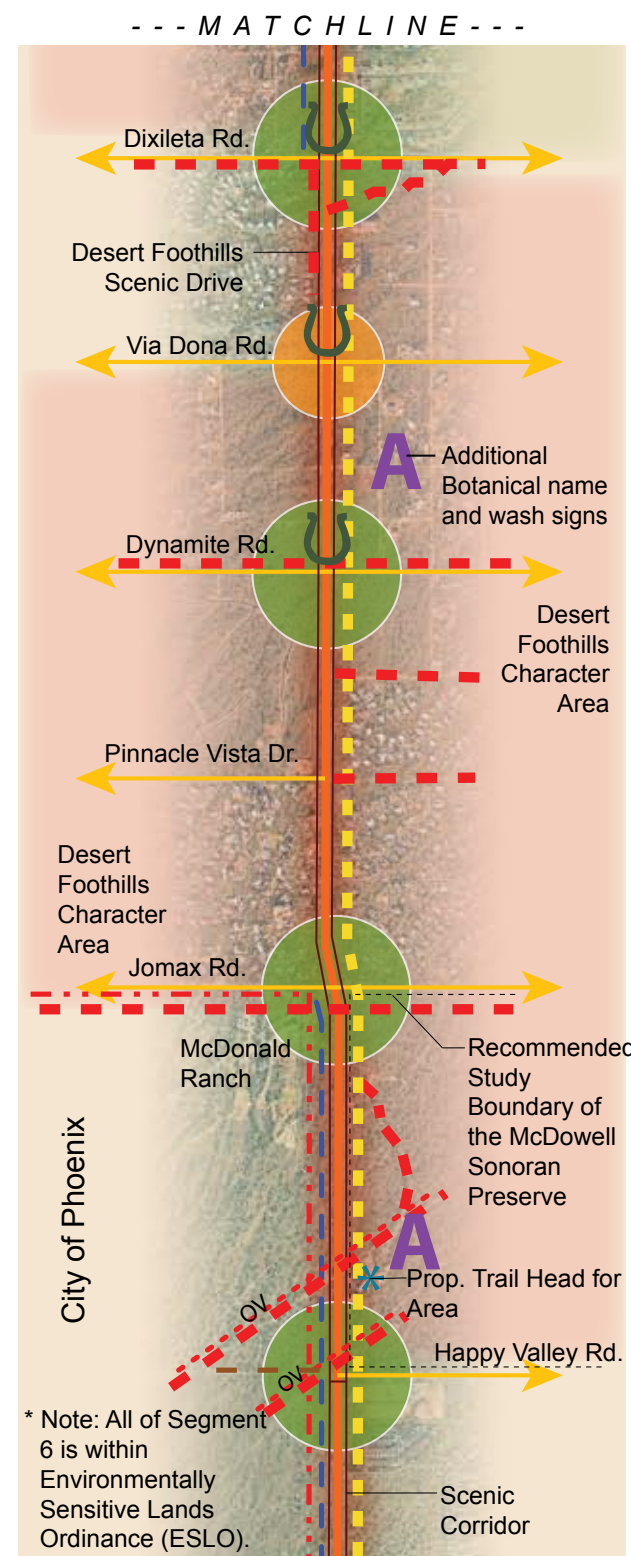
#### Overview

Segment 6 extends from Happy Valley Road to the north city boundary for about 6 miles. The streetscape design guidelines for Segment 6 reflect a more subtle approach to the elements of continuity and distinction responding to the rural and natural character of this section of Scottsdale Road. While some of the elements of continuity proposed for other segments are no longer recommended for this segment, such as the shade structures, pedestrian lighting, and street furnishings, several other elements, such as the mile markers, repetitious Green Spot treatments (in a modified manner), materials, shapes, the continuous thread, and bike lanes will continue in this segment, linking it with the rest of Scottsdale Road. As part of the Desert Foothills Scenic Drive, these elements may be modified slightly to fit more organically into this unique natural environment. The emphasis of the design guidelines in this segment is to have minimal physical and visual impact on the natural desert setting while providing continuity with the overall corridor to create a street that functions as more than a conveyor of traffic and utilities. A street that is attractive, functional, and creates distinctive roadsides that differentiate this area while enhancing quality of life and tourism.

Elements of distinction throughout this segment should be based on the unique natural features as well as the materials in the built environment of Segment 6. As such, planting will be simplified to match the existing desert environment with planting enhancements at the Green Spots increasing slightly over the existing plant density by a factor of 1.5 (example: if there are 10 plants in a 100 square foot area existing around Green Spot, the planting would be enhanced to include 15 plants in the same 100 square feet). Built elements will follow the guidelines outlined in the Scenic Corridor Design Guidelines and should use natural stone and weathered steel or rust colored powder-coated metal, reflecting the materials and design aesthetics of the surrounding neighborhoods. An emphasis should be placed on the scenic drive gateway just south of Jomax Road, combining the entrance sign with a proposed trailhead, Buster Simpson's Solar Harvester, and the trails along the power line corridors. Additionally, as part of the continued improvements of Scottsdale Road, numerous wash culverts and bridges will be installed in the future. These structures offer opportunities for major design statements and art installations further enhancing the design character of the segment. The elements of continuity and distinction are described in more detail below.

#### Elements of Continuity

- The continuous thread design elements will extend through in Segment 6, but will depart from standard dimensions outlined in Segments 1, 3 and 4. Design dimensions will follow the Scenic Corridor Design Guidelines, utilizing the



Legend	
	Primary Green Spot
	Secondary Green Spot
	Equestrian Signal
	Proposed Trail Head
	Existing Trail
	Proposed Primary Trail
	Proposed Secondary Trail
	Public Art Element
	Scottsdale Road
	East / West Street
	City Boundary
	Overhead Transmission Powerlines
	Powerlines
	NORTH

## Segment 6



Mesquite Bosque



Western Reserve



Rammed Earth



Freestanding metal panels can be used to effectively to screen utility equipment, as well as for pedestrian orientation and interpretation



Trash receptacles

landscaped setback area to define it, and include appropriate plantings at an appropriate density as identified in the Scenic Corridor Design Guidelines. Additional landscape easements or ROW acquisition may be required to preserve this setback and maintain the continuous thread throughout the segment.

- Additional plantings should only occur where the natural desert vegetation is disturbed. Additional plantings should be installed in an organic, natural pattern. New plantings should match the density and species of the immediate area and strictly adhere to the Environmentally Sensitive Lands Ordinance (ESLO). Planting concepts for the segment are described in more detail below.
- A 12-foot wide multi-use path, constructed of stabilized decomposed granite, will integrate with existing topography though the landscaped setback in this segment. An exception to this design guideline will be in locations where existing concrete sidewalks have already been installed. At these locations, sidewalks should be stained San Diego Buff or equivalent and a separate four-foot wide stabilized decomposed granite path provided for equestrian users.
- Green Spots are to be located only at mile intersections, differentiating Segment 6 from Segments 1 through 5, and responding to the lower density development of this segment. An exception to this is at Via Dona Road where Green Spot treatments should be installed to emphasize the equestrian crossing at this location. Green Spots should occur at:
  - Happy Valley Road
  - Jomax Road
  - Dynamite Road
  - Via Dona Road
  - Dixileta Road
  - Lone Mountain Road
  - Dove Valley Road
  - Carefree Highway
- While limited to only mile intersections, Green Spots will continue to be areas where the level of improvements will be intensified and the focus will remain on pedestrians and equestrians. Treatments should follow the recommendations for secondary Green Spots outlined previously but will be modified slightly to reflect some of the primary Green Spot principles and the lower density and naturalistic character of the segment. The following elements should be included in Segment 6 Green Spots:
  - Seatwalls and art plinths constructed of rammed earth or other appropriate elements in compliance with the Scenic Corridor Design Guidelines. Seatwalls and plinths should be used sparingly

and in conjunction with existing utility elements.

- Sustainability principles should be reflected in the use of local materials, native plants, water harvesting principles, and the use of solar panels to power accent lighting and mile markers.
- Interpretive elements such as botanical signs and natural feature and site history plaques should be incorporated into the Green Spots.
- As noted in the Scenic Corridor Design Guidelines, low, direct pedestrian scale lighting will be used, limited to in-ground lighting, low bollards, or other specialty accent lighting; however the use of accent lighting will be on a limited, less frequent basis in this segment.
- Plantings should continue to include a more intensified use of color and plant densities should increase slightly, but still appear to be natural. Planting patterns should become slightly more organized, differentiating the Green Spot from the surrounding natural desert landscape.

- Mile markers will be placed at each mile intersection where appropriate. No half mile markers should be included in this segment.

In accordance with the Scenic Corridor Design Guidelines, the mile markers in Segment 6 will be constructed from materials found in or made from the desert setting, or will interpret such materials in form, texture, and color. For rural/preservation character areas, this translates into a marker that appears to be an extension of the desert or a weathered remnant from the past. A more contemporary interpretation may be considered in high activity/commercial character segments.

- The contextual trapezoid shape will continue to be reflected in benches, art plinths, and other site elements.
- The street cross section will follow the Scenic Corridor Design Guidelines and should be modified to include the following.
  - 80-foot wide roadway
  - Five and one half foot bike lane in both directions
  - Two 11-foot wide travel lanes in each direction
  - 24-foot wide planted median with at-grade decorative paving at left turn lanes
  - Ribbon curb
  - Four-foot wide graded shoulder
  - 150-foot wide ROW
  - Minimum 100-foot wide landscaped set back area on each side of the roadway
  - Sidewalk and equestrian paths as dimensioned in cross section guidelines

### Elements of Distinction

- Metal panels and furnishings should have a rust color powder coated finish with a Mesquite Bosque cutout pattern.
- The segment signature color should be Western Reserve color (Pantone Color 326-1, Pantone Solid 411). This signature color will be used in subtle ways, such as in the Lithocrete paving, shade structures, accent lighting, and other elements.
- Walls and seatwalls should be used only at primary Green-Spot areas in conjunction with culverts and utility elements such as traffic cabinets which will be screened by metal panels. They should be trapezoidal in shape and constructed out of rammed earth.
- Specialty paving should be constructed out of Lithocrete with a sandblast finish and integrally colored San Diego Buff. Additional paving accents through sandblast, waterblast, and broom finish treatments also should be provided.
- All utility cabinets, backflow preventors, light poles, traffic signal poles, and other miscellaneous utility elements should be painted with the Western Reserve color (Pantone Color 326-1, Pantone Solid 411).
- Standard benches should be perforated metal with custom pattern matching the Mesquite Bosque segment pattern. Site furnishings should be manufactured by Landscape Forms (or equal) to achieve the styles illustrated in these design guidelines. Site furnishing should be used sparingly and limited to the Green Spot locations where they can serve as trailheads for pedestrians and equestrian users.
- Custom bollard lights should be used in a very limited manner and should be round, constructed of perforated metal with the Mesquite Bosque segment pattern and should utilize LED light fixtures.
- In ground lighting and other specialty accent lighting should be provided in a very limited manner at Green Spot locations. If desired, some lighting could be colored to reflect the segment color. Accent lighting could be used to identify horse staging areas and highlight the patterns of the metal panels.

### Additional Miscellaneous Segment Elements

- Equestrian crosswalk treatments should be provided at the following intersections:
  - Via Dona Road
  - Dixileta Road
  - Lone Mountain Road
  - Dove Valley Road
- The existing Desert Foothills Scenic Drive botanical signage should be augmented with additional signs. The new signs should match existing signs and should be placed along new paths and at Green Spot locations.

In addition, it may be possible to expand exhibits along the Scenic Drive to provide historical information on volunteer service to enhance and maintain the Scenic Drive, preservation efforts, and history. These new exhibits should be coordinated and developed with input from the area's residents and The Friends of the Scenic Drive.

- Since many washes cross paths and the road in this segment, particular attention will need to be paid to drainage issues and structures. In accordance with the Scenic Corridor Design Guidelines, leaving washes in a natural state is encouraged to leave them open as visual corridors while also allowing for movement of wildlife.
- Crosswalks will be developed so that half of the crossing area is texturized with a heavy broom, wavy finish to provide a non-slip surface for horses crossing the street. The other half should remain either smooth or utilize the segment pattern to define the pedestrian space while meeting ADA requirements and City of Scottsdale DS&PM standards.
- Free standing rust color powder coated metal panels with the Mesquite Bosque pattern should be placed in front of large utility boxes for screening purposes.
- Rusted, or rust color powder coated steel pipe rail and rail road tie fencing should be placed at intersections to protect the desert plants and pedestrians.

### Landscaping and Planting Palette

Segment 6 is located within the Desert Foothills Scenic Drive as well as the Environmentally Sensitive Lands Overlay (ESLO) area and must comply with all applicable Desert Corridor Design Guidelines and ESLO standards. The segment planting characteristics will reflect multiple continuous thread trees throughout the corridor due to its length and opportunity for variety of environments including the Parkinsonia microphyllum, Foothills Palo Verde, and Olneya tesota, Desert Ironwood. The continuous thread planting characteristic will be less formal in nature, reflecting the natural densities and growth patterns of the native Lower Sonoran Desert. Rather than a few select trees used as the continuous thread, use of the full native desert plant palette is proposed to create a more natural desert character. Green Spot areas will reflect a slightly more organized planting scheme and intensified use of color, texture, height and various tree species combinations, but still maintain the native Lower Sonoran Desert plant material and natural appearance.

While the roadway edge will be reinforced with edge plantings to re-establish vegetation, no single or pair of trees will become dominant, unless this pattern typifies the surrounding context. The Green Spots will also combine a legacy cactus, the Carnegiea gigantean, Saguaro, as well as integrating a more intensified quantity of vegetation to give these intersections their distinctive character. There is an opportunity to re-vegetate this segment of Scottsdale Road to replace those plants that have been lost over time. Refer to the planting palette recommended for this segment for more detail.



Washes run throughout the area crossing paths and roadways.



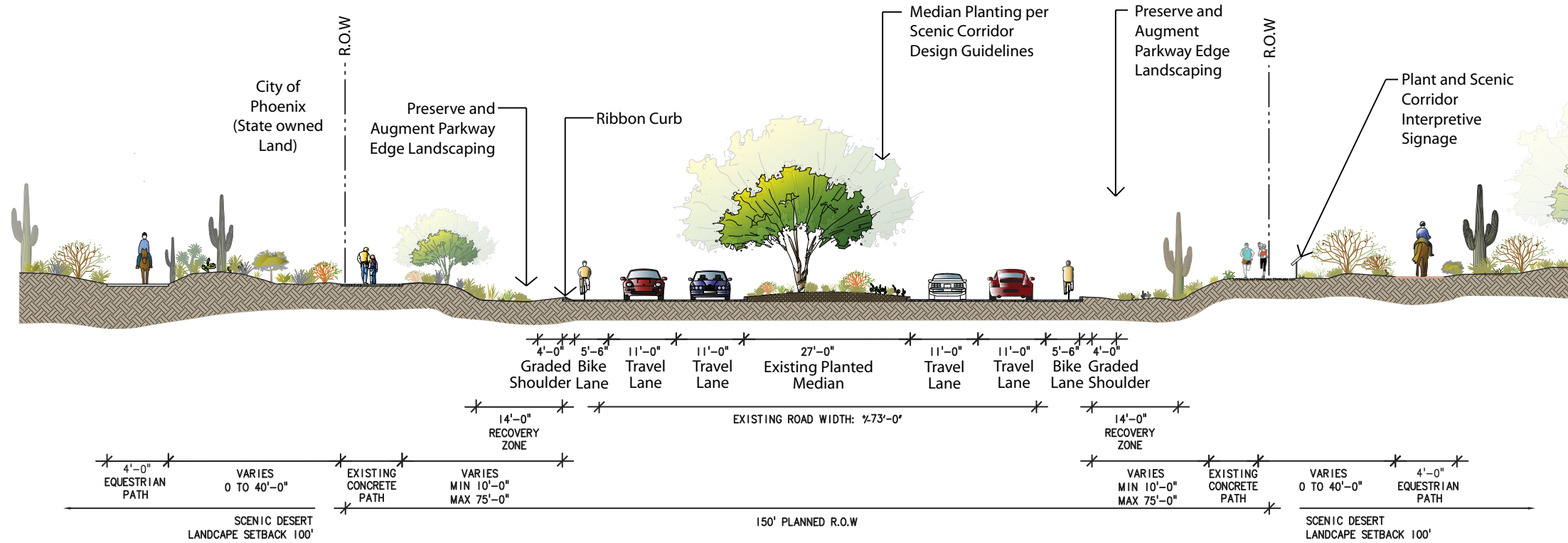
Existing head walls, like this one, exist throughout Segments 5 and 6



Legacy cactus, the Carnegiea gigantean, Saguaro

## Segment 6 Sections

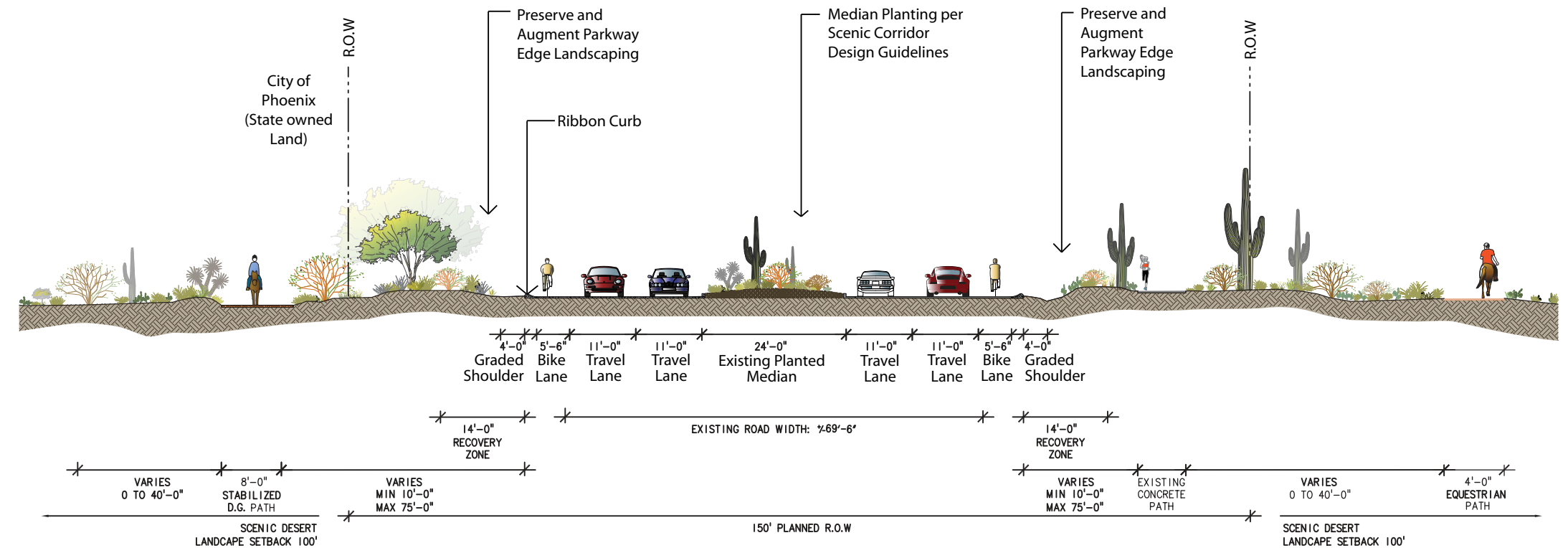
### Between E. Dove Valley Road and E. Carefree Highway



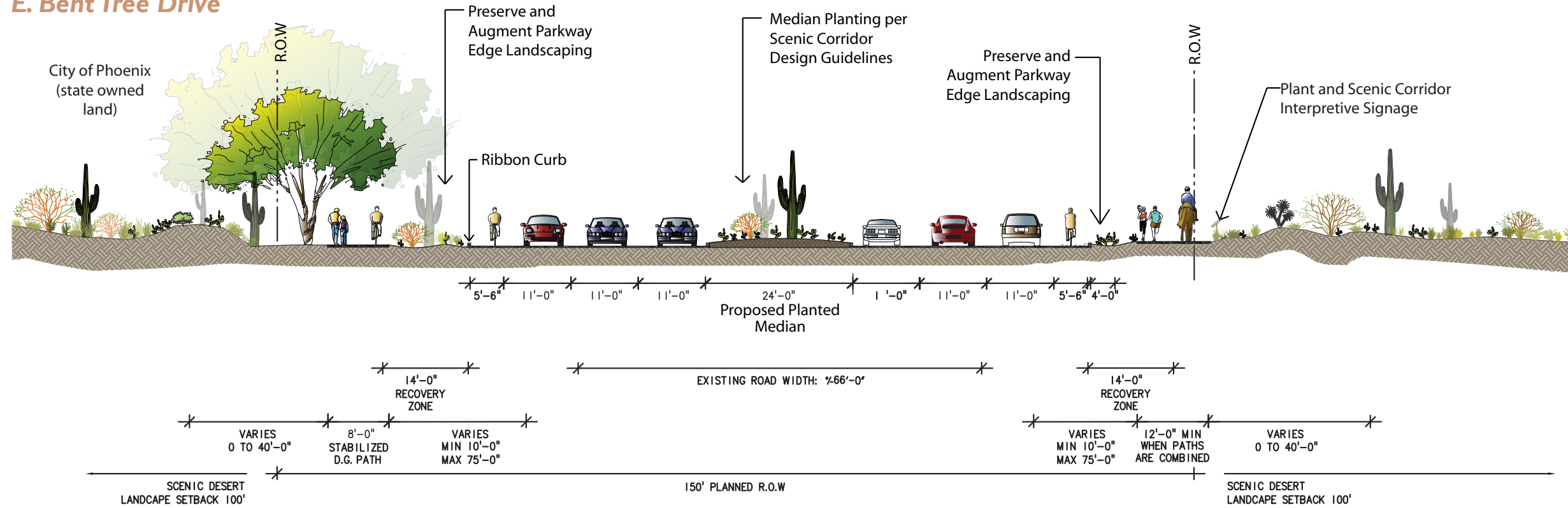
Note: Sections are cut at specific locations as identified on the section heading. They are meant to be a snapshot and to help illustrate how the design guidelines are incorporated throughout the entire corridor at both standard and unique locations.

### E. Lone Mountain Road

Note: If path system consists of separate equestrian path and pedestrian path, equestrian path should be constructed of DG with a width of 4'. Pedestrian path should be 8' wide if provided on both sides of the street. If path is shared, the path shall be 12' wide with a stabilized DG surface.



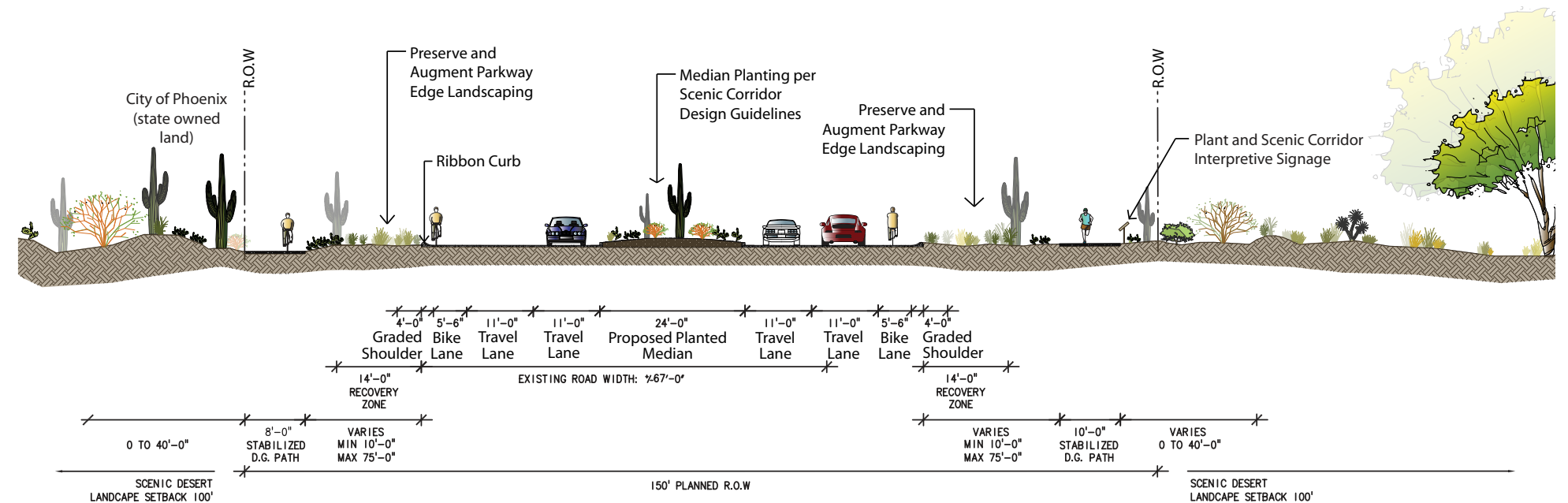
E. Bent Tree Drive



Note: Sections are cut at specific locations as identified on the section heading. They are meant to be a snapshot and to help illustrate how the design guidelines are incorporated throughout the entire corridor at both standard and unique locations.

Between E. Happy Valley Road and Jomax Road

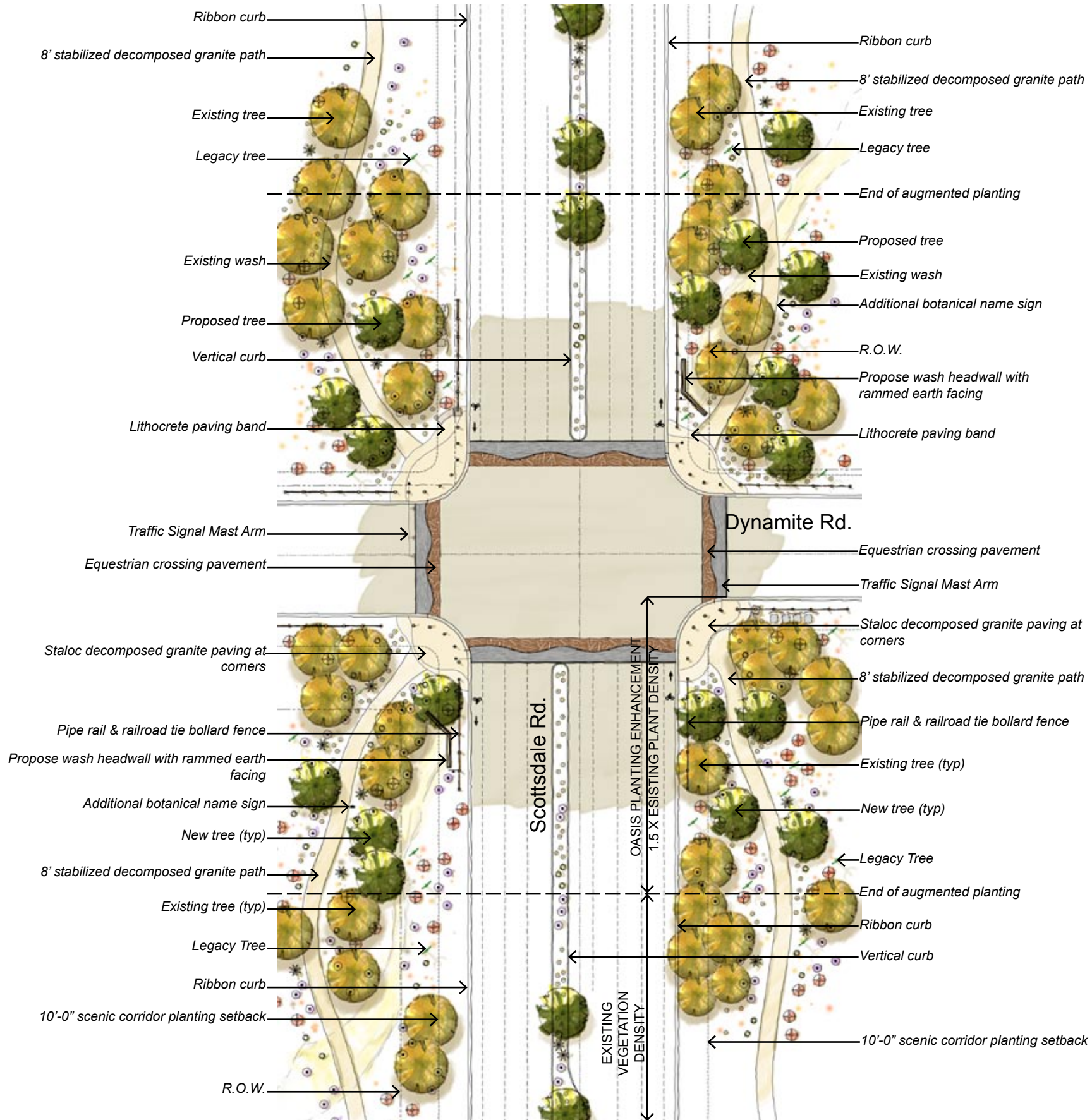
Note: If path system consists of separate equestrian path and pedestrian path, equestrian path should be constructed of DG with a width of 4'. Pedestrian path should be 8' wide if provided on both sides of the street. If path is shared, the path shall be 12' wide with a stabilized DG surface.



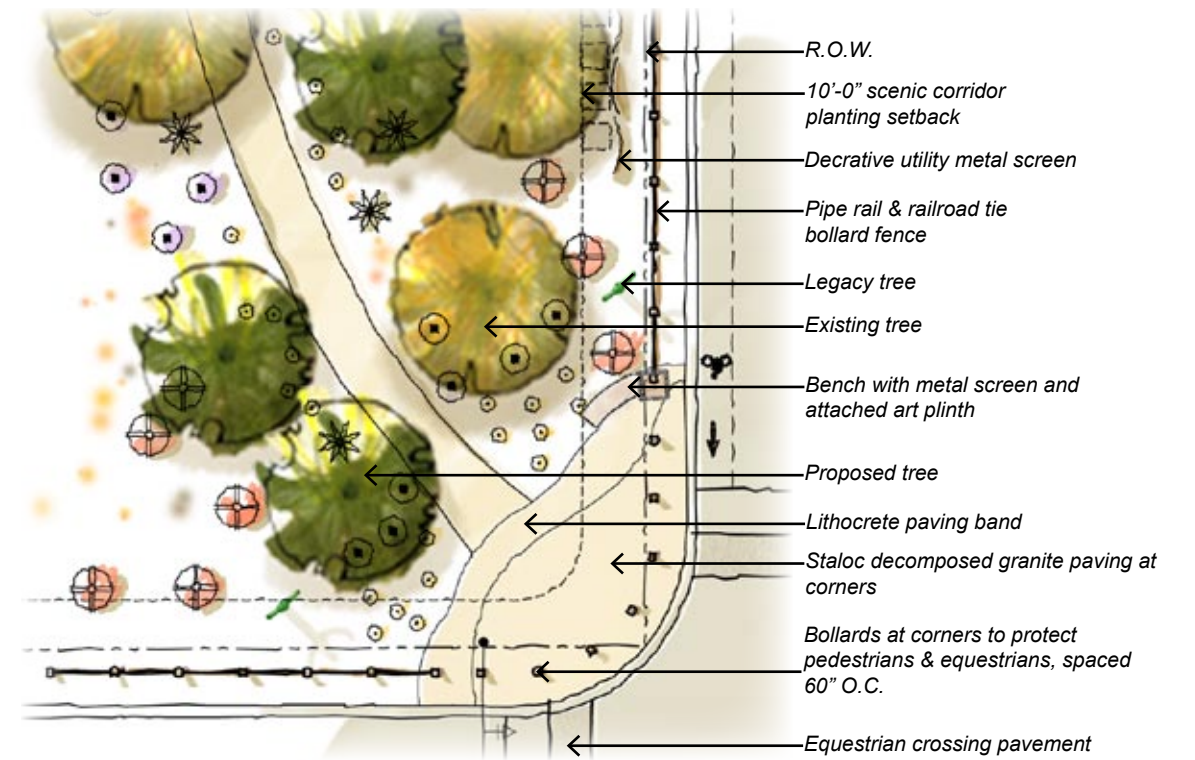
NOTE: BASED ON NEGOTIATION WITH CITY OF PHOENIX, THIS SECTION OF ROAD MAYBE WIDENED TO SIX (6) LANES. IN THIS CASE, MODIFY SECTION TO REFLECT THE DISTRICT 5 SECTION. WEST SIDE TO BE CONSIDERED HIGH ACTIVITY/COMMERCIAL CHARACTER BUT EAST SIDE TO REMAIN PRESERVABLE.



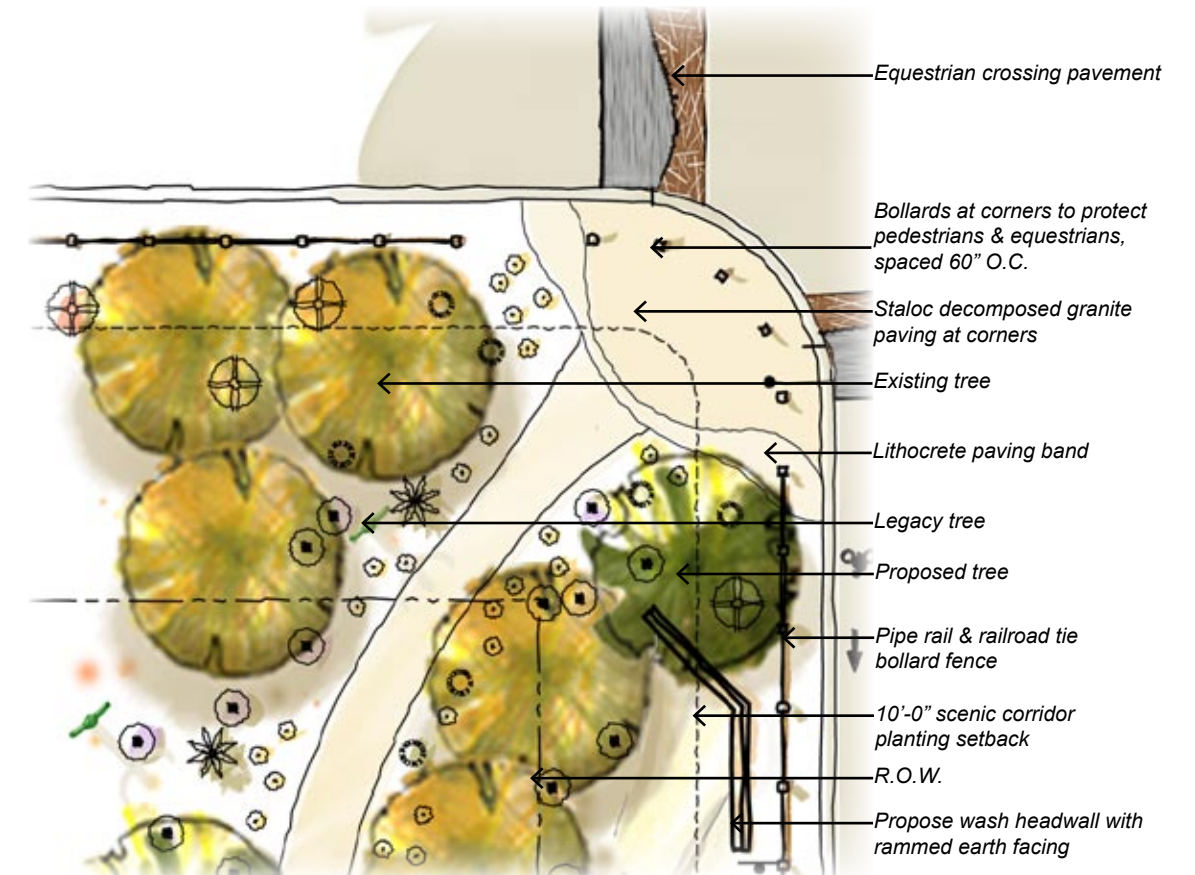
# Segment 6 Green Spot at Dynamite Road



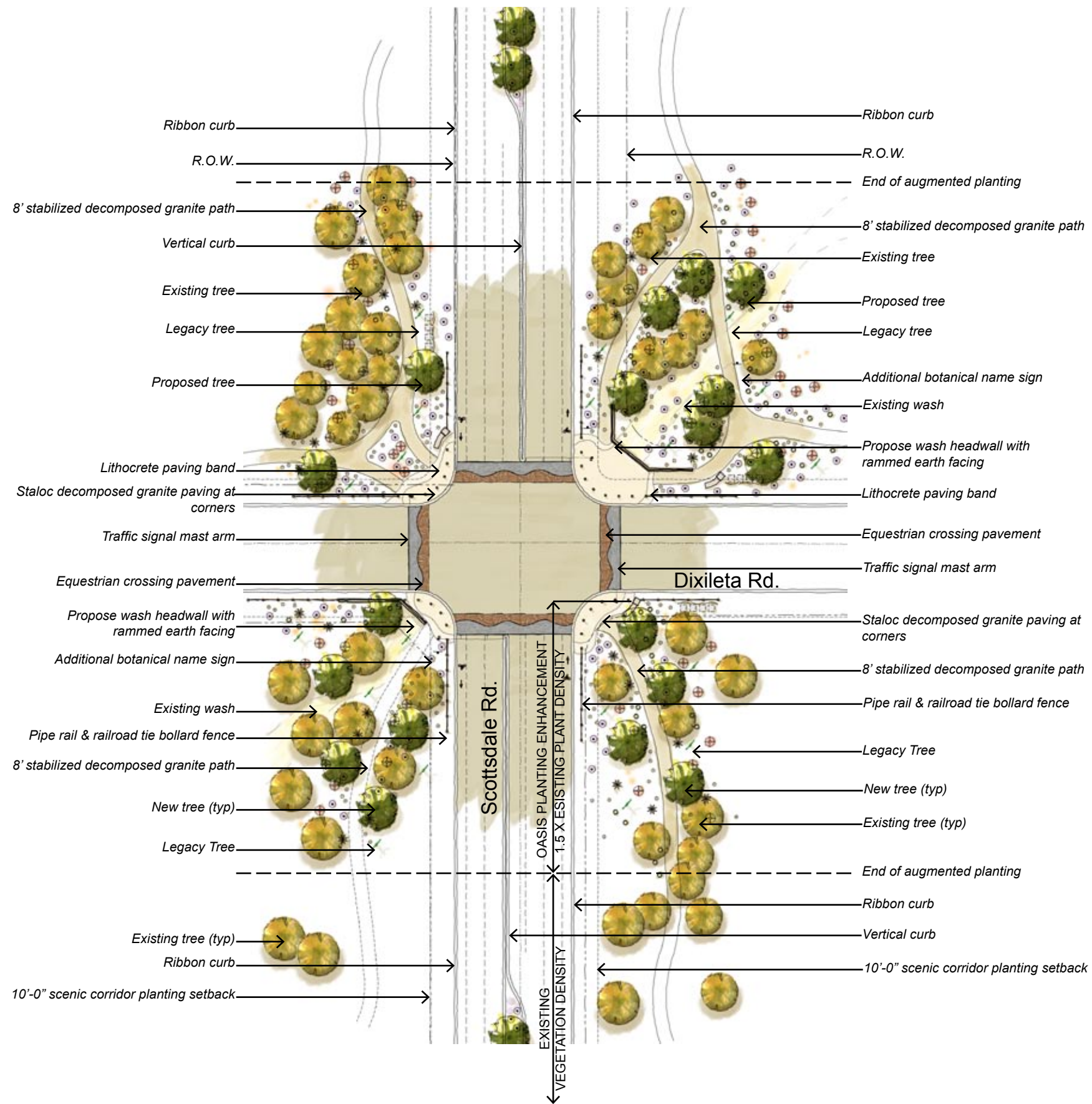
## Detail View: Northwest Corner



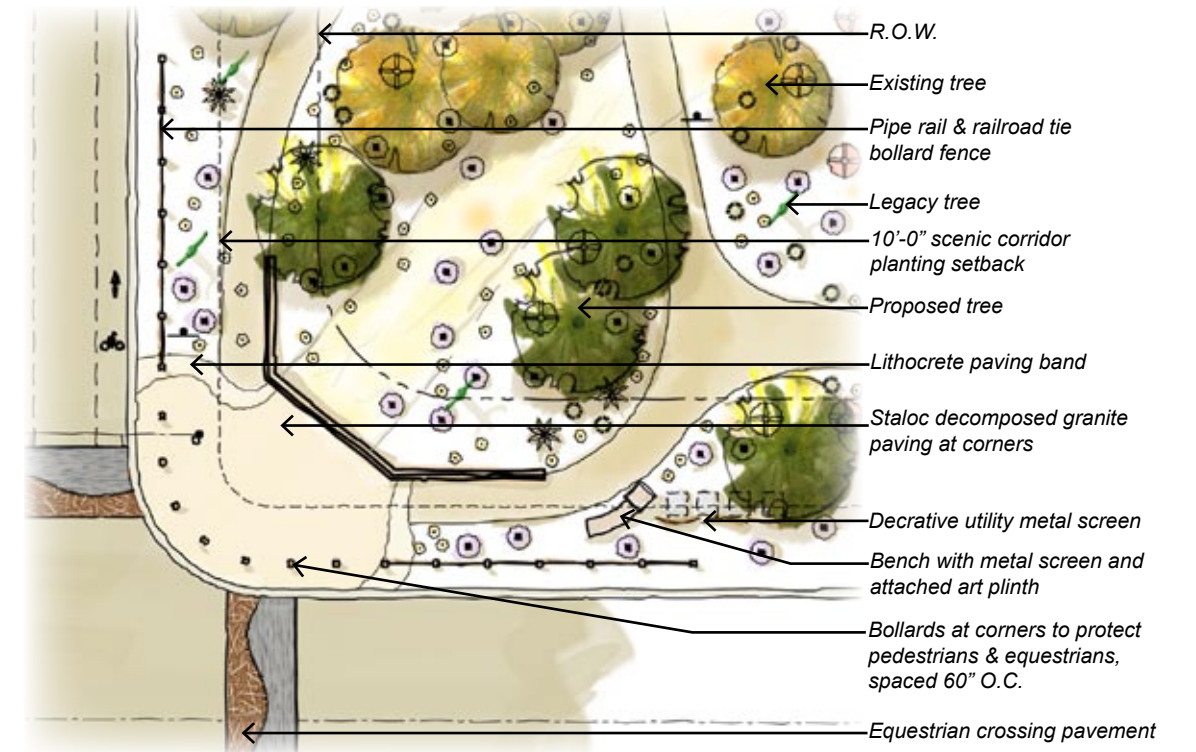
## Detail View: Southwest Corner



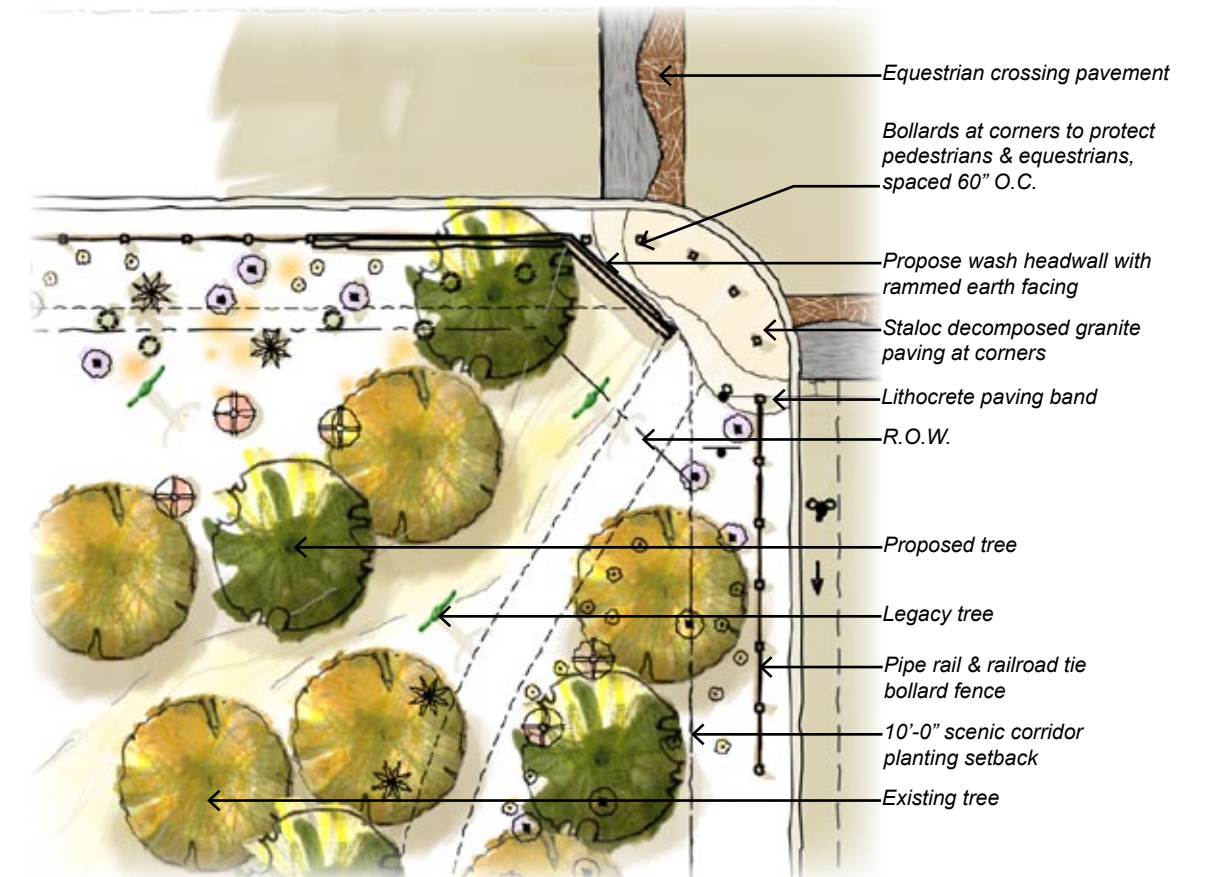
# Green Spot at Dixileta Road



## Detail View: Northeast Corner



## Detail View: Southwest Corner





Green Spot approaching Dynamite Road



Lithocrete in the pavement along with Green Spot plantings along sidewalks will create a pedestrian scale environment at primary intersections



Green Spots, above, will provide a place for pedestrians to pause and enjoy the corridor's activity

Mile and half-mile markers, left, will provide drivers with orientation while at the same time reinforcing the signature corridor



Bollards should be designed to coordinate with the metal cut-out pattern for the segment

## Segment 6

### Panoramic View of Green Spot at Dynamite Road – Existing Conditions



Existing conditions at Scottsdale Road and Dynamite Road intersection

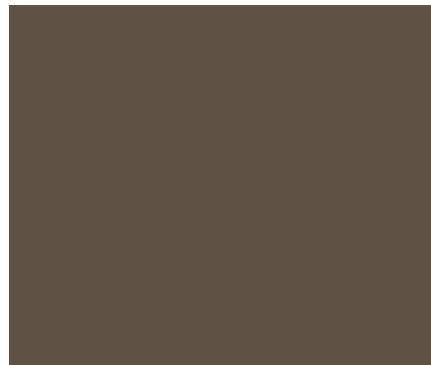
### Green Spot Materials Palette

#### Sidewalk and Paving Color



Color - San Diego Buff (Pantone Process 314-8, Pantone Solid 5773)

#### Signature Color



Color - Western Reserve (Pantone Process 326-1, Pantone Solid 411)

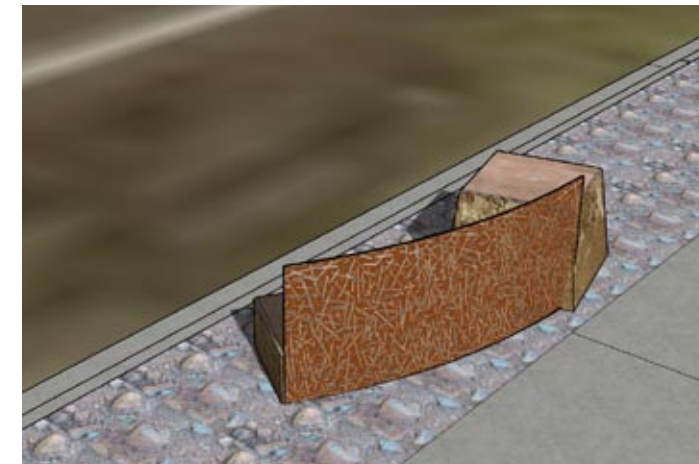
#### Decorative Metal Panels



Mesquite Bosque

Metal panels, in powder coated rust color, used for vertical shade screens as well as bench backs, trash receptacles, bike racks, and bollards on a limited basis

#### Custom Seating



Serpentine backed bench with rammed earth finish and sculptural art plinth



Serpentine backed bench with rammed earth finish and sculptural art plinth

# Overall Plant List for Segment 6 (Desert Foothills Scenic Corridor)

## Happy Valley Road to City Boundary

### Tree Selections



Saguaro

Scientific Name	Common Name	Mature Tree Height and Width	Bloom Color	Primary Green Spot	Secondary Green Spot	Median	Continuous Thread	Comments
Acacia constricta	whitethorn acacia	20' x 20'	Electric Yellow	✓	✓	✓		Accent, Under Power Lines
Acacia greggii	catclaw acacia	15' x 15'	Yellow	✓	✓	✓	✓	Accent
Carnegiea gigantea	saguaro	20' x 10'	White	✓	✓	✓		Legacy
Chilopsis linearis	desert willow	15' x 15'	Varies	✓	✓	✓		Accent/Podless Variety, Under Power Lines
Olneya tesota	ironwood	25' x 25'	Purple	✓	✓	✓	✓	Legacy
Parkinsonia microphyllum	foothills palo verde	20' x 20'	Yellow				✓	Continuous Thread
Quercus turbinella	scrub oak	15' x 15'	Inconspicuous	✓	✓			Continuous Thread
Canotia holacantha	crucifixion thorn	10' x 10'	White	✓	✓	✓	✓	



Dodonaea viscosa

### Shrub/Groundcover/Accent Selections

\* All shrubs and ground cover are to reflect segment color in foliage and bloom color.

Anisacanthus thurberi	desert honeysuckle	4' x 4'	Light Green	✓	✓	✓	✓	
Aristida purpurea	purple threeawn	2' x 2'	Light Purple	✓	✓		✓	
Bouteloua aristidoides	needle grama	2' x 2'		✓	✓	✓	✓	
Senna covesii	desert senna	2' x 2'	Yellow	✓	✓	✓	✓	
Celtis pallida/reticulata	desert hackberry	5' x 5'/15' x 20'	Yellow	✓	✓	✓	✓	
Dodonaea viscosa	hopbush	8' x 5'	Yellowish/Green	✓	✓	✓	✓	
Ephedra aspera	mormon tea	4' x 4'	Yellow	✓	✓	✓	✓	
Ericameria laricifolia	terpentine bush	3' x 3'	Yellow	✓	✓	✓	✓	
Fouquieria splendens	ocotillo	15' x 10'	Red	✓	✓		✓	
Opuntia bigelovii	teddy bear cholla	4' x 4'	Yellow	✓	✓	✓	✓	
Encelia farinosa	brittle bush	5' x 5'	Yellow	✓	✓	✓	✓	
Justicia californica	chuparosa	4' x 4'	Red	✓	✓	✓	✓	
Hyptis emoryi	desert lavender	6' x 6'	Purple	✓	✓	✓	✓	
Larrea tridentata	creosote	5' x 5'	Yellow	✓	✓	✓	✓	
Gutierrezia sarothrae	snakeweed	4' x 4'	Yellow	✓	✓	✓	✓	
Opuntia engelmannii	engelmann's prickly pear	4' x 4'	Yellow	✓	✓	✓	✓	
Penstemon parryi	parry's penstemon	2' x 2'	Pink	✓	✓	✓	✓	
Sphaeralcea ambigua	globe mallow	2' x 2'	Red/Pink	✓	✓	✓	✓	
Salvia columbariae	desert chia	2' x 2'	Varies	✓	✓	✓	✓	
Viguiera deltoidea	golden eye	2' x 2'	Yellow	✓	✓	✓	✓	
Yucca elata	soaptree yucca	8' x 10'		✓	✓	✓	✓	



Olneya tesota



## Potential Options for Reconfiguring the Scottsdale Road/Drinkwater Area to Enhance Pedestrian and Bicycle Mobility

### Drinkwater Reconfiguration Options

A series of options for the south Scottsdale Road/Drinkwater Boulevard couplet transition area were analyzed as part of the development of Phase 1 streetscape plans for Scottsdale Road. Traffic and circulation considerations related to each of the options are summarized below and illustrations follow.

#### Option 1 - Return to the Grid

This is a conventional 3-way intersection, with additional capacity to accommodate through and turning movements. An analysis of redistributed traffic would be needed to assess whether one or two turning lanes is required, particularly in the west bound direction. Traffic would be redistributed from Drinkwater onto Scottsdale Road, which would now be more heavily utilized. The de-emphasis of Drinkwater will leave excess traffic capacity on Drinkwater unless development intensification occurs that requires the use of Drinkwater Boulevard. Signal timing plans would need to be assessed to see if changes in timing patterns and phasing are necessary given the change in traffic volumes.

A signalized intersection at Scottsdale/Drinkwater would likely operate with less delay for motorists than the current unsignalized Scottsdale/Drinkwater/Earll intersection. However, care would have to be given to coordinate signals in the area given the distance between Earll, Drinkwater and other intersections.

If half the traffic that currently uses Drinkwater Boulevard as a bypass used Scottsdale Road instead of Drinkwater to travel northbound through the area, then about 175 to 200 additional peak hour vehicles would use Scottsdale Road. Based on a review of current traffic volumes, intersection service levels and average delays, most intersections on Scottsdale Road should be able to accommodate the additional traffic under existing conditions. Intersections that would have to be analyzed further for potential operational changes include Scottsdale Road at Indian School Road, at Highland Avenue, at Goldwater Boulevard, and at Chaparral Road, as

these intersections currently operate at LOS D during the weekday PM peak hour. Also, estimates of future traffic on Scottsdale that have been prepared as part of other traffic report would need to be re-evaluated, giving consideration to the additional northbound traffic on Scottsdale Road.

#### Option 2 - Emphasize the Express

Under this option, more traffic would likely use the couplet system in the northbound direction. This would reduce traffic on Scottsdale Road, potentially lessening delays at the intersection of Scottsdale Road and Indian School Road. However, the intersection of Drinkwater Boulevard and Indian School Road would receive more traffic, and this intersection currently operates at LOS D during the weekday PM peak hour. Potential changes to the level of service and average delay at this intersection would need to be evaluated in more detail.

A signalized intersection at Scottsdale/Drinkwater would likely operate with less delay for motorists than the current unsignalized Scottsdale/Drinkwater/Earll intersection. However, there may be increased delays for southbound motorists that would now have to make a right turn instead of proceeding straight through the intersection, and the number of receiving lanes on southbound Scottsdale Road would have to match the number of turning lanes.

As there are two northbound left turn lanes indicated, this would represent one more lane than is currently designated as continuing onto Scottsdale Road northbound. It is not clear if this would attract more vehicles onto Scottsdale Road northbound, if the same number relative to Drinkwater Boulevard would be maintained, or if this configuration really would attract more vehicles towards Drinkwater Boulevard, and if so by how much. It would likely attract more to the couplet based on the strong design and roadway orientation, but this may also be achievable through a different signage program.

#### Option 3 - Modern Roundabout

The roundabout, while having the beneficial aspects, may result in a number of unintended consequences. These could include the use of a “trap lane” on the outer circle that would direct motorists onto Drinkwater Boulevard if they don’t merge into the inner lane, and then merge again to the outer lane to get to Scottsdale Boulevard. Locals and regular users of the roundabout would negotiate this rather easily, while tourists and unfamiliar users may find this a difficult maneuver. In terms

of traffic operation, the traffic balancing described under Option 1 (the Grid concept) would likely be experienced under this option as well. An analysis of the roundabout using SIDRA or similar software with roundabout analysis capabilities is recommended.

Arterial roundabouts facilitate the continuous movement of traffic without much loss of speed or travel time, and while they typically are not considered to be traffic calming devices, they do increase motorists awareness in the areas where they are located, particularly upon entry and exit from the circle. Roundabouts can also be used to establish a sense of gateway into a community.

#### Option 4a - Put the Couplet on a Diet – Smaller “Porkchop” Island

#### Option 4b - Express Reconfiguration with Pedestrian/Bicycle Underpass

Under both of these options, the same amount of traffic would likely use the couplet as today. Traffic volumes and downstream traffic operations would be similar to the current condition.

#### Option 5 - Define, Delineate and Clarify Pedestrian and Bicycle Travel Routes of Existing Couplet Transition

Under this option the same amount of traffic would likely use the couplet as today. Traffic volumes and downstream traffic operations would be similar to as they are now. However, when traffic is stopped at the pedestrian signal it could back up out to the transition point. Also, the need for a signal at the Drinkwater/Scottsdale Road intersection should be strongly considered in order to facilitate pedestrian and bicycle movement to the north and to aid traffic flow onto Scottsdale Road. The new traffic signal at Scottsdale/Drinkwater would likely operate with less delay for motorists than the current unsignalized Scottsdale/Drinkwater/Earll intersection. However, care would have to be given to coordinate signals in the area given the distance between Earll, Drinkwater and other intersections.

Option 1



Option 2





Option 3



Option 4a



Option 4b



Option 5

