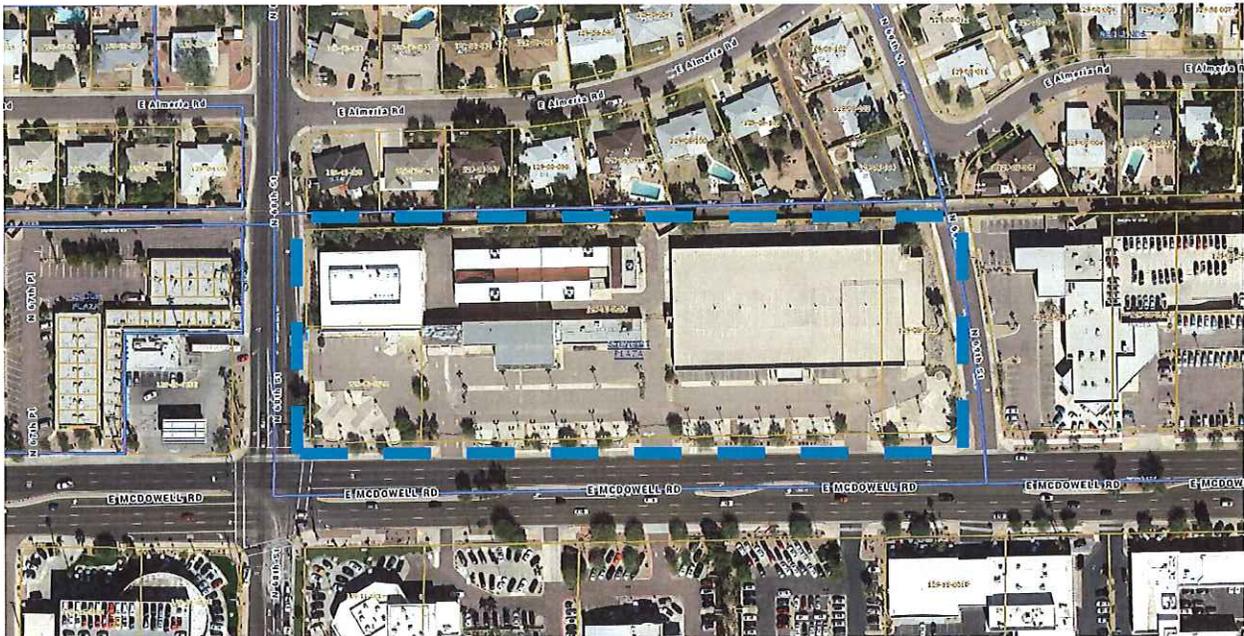


Aire on McDowell

NEC of 68th Street & McDowell Road

Project Narrative

4-GP-2015 / 15-ZN-2015



Prepared for:

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I. Property Information

Location: 6850 E. McDowell Road, northeast corner of 68th Street and McDowell Road

Property Size: 6.86 (+/-) gross acres and 5.11 (+/-) net acres

II. Property General Plan/ Zoning:

- **Current General Plan:** Mixed Use
- **Proposed General Plan:** Urban Neighborhoods

- **Current Zoning:** C-3 (Highway Commercial)
- **Proposed Zoning:** R-5 (Multifamily Residential)

Surrounding Uses:

- **North:** R1-7, Single-Family Residential
- **East:** C-3 Dealership
- **South:** C-3/C-4 Dealership – Active GPA & Zoning Case for Residential (6-GP-2015 and 18-ZN-2015)
- **West:** C-3 Circle K with Gas Station & Offices

III. Project Overview

About the Site:

The proposed application is a request for a Minor (non-Major) General Plan Amendment from the Mixed Use designation to Urban Neighborhoods and a rezoning request from C-3 to R-5 on an approximately 6.86 +/- gross acre property located at 6850 E. McDowell road, the NEC of 68th Street & McDowell Road (the “Property”). The R-5 category is being requested because it most closely aligns with the development standards required for the proposed attached single-family homes. The typical densities found within the R-5 designation are 17-23 dwelling units/acre (“du/ac”); however, K. Hovnanian is proposing only 11.8 du/ac for Aire on McDowell.

The Property was previously occupied by the Right Toyota car dealership; however, the dealership buildings have been vacant for several years. The Property is dilapidated and the subject of complaints from neighborhoods and area businesses. The proposal is to downzone and redevelop the 6.86 +/- acre Property with 81 +/- single-family homes (11.8 du/ac) bringing additional revitalization to the McDowell Corridor and fulfilling a demand for new housing in Southern Scottsdale. The current General Plan land use category for the site is Mixed Use and the proposed R-5 zoning district required a change in land use category from Mixed Use to Urban Neighborhoods.

Aire on McDowell – Project Narrative

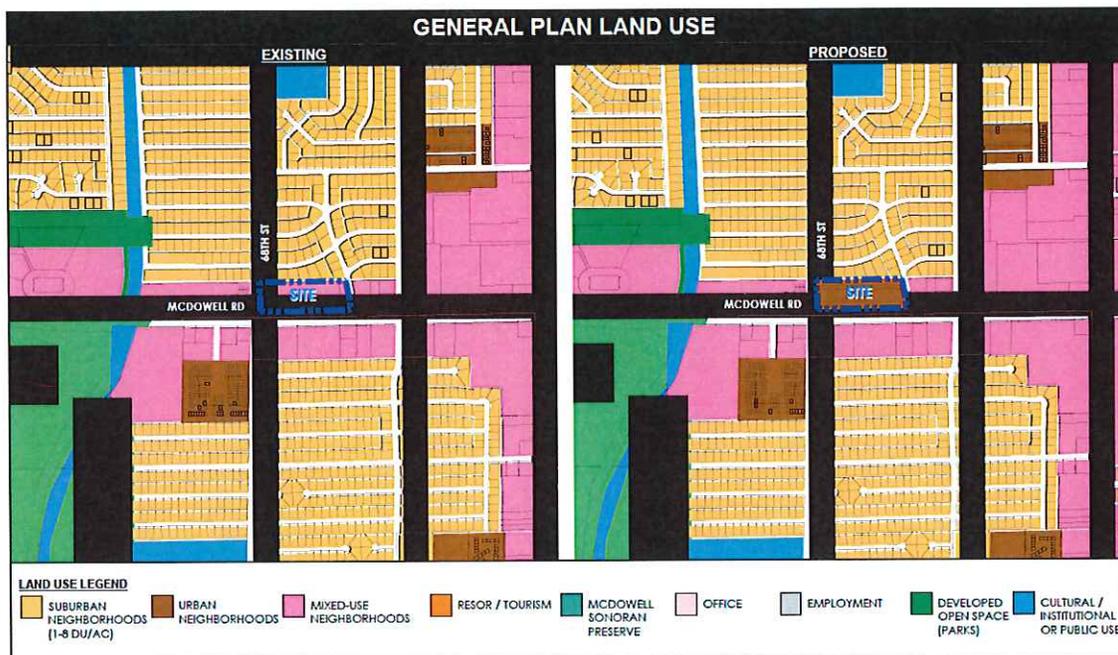
Rev: January 11, 2016

K. Hovnanian has taken special consideration with the site plan by providing a single-family lot configuration that is sensitive to the existing single-family residential homes to the north. The proposed zoning and density provide a logical transition from McDowell Road (a 6-lane major arterial) to the R1-7 to the north. The site location is ideal for residential development with close proximity to Downtown Scottsdale, Downtown Phoenix, and Tempe. The proposed residential community will benefit from the nearby canal linkage, nearby Papago Park and close proximity to the Phoenix Zoo and Desert Botanical Gardens. Additionally, the integration of additional homes along the McDowell Corridor will strengthen the nearby existing retail and commercial businesses, as well as implement the City’s goals and policies set forth in the recently adopted Southern Scottsdale Character Area Plan (“SSCAP”). The buildings and site layout were designed with attention to buffering the existing single-family neighborhood to the north and enhancing the McDowell Road street frontage with a fresh modern/contemporary design, balconies, projections and sustainable building methods and materials.

IV. 2001 General Plan

The request includes a Minor General Plan Amendment (“GPA”) from Mixed Use to Urban Neighborhoods to accommodate the R-5 rezoning request and a change from “Group E” to “Group C” per the land use matrix in the 2001 General Plan. Additionally, the land use change is under the 10-acre threshold for Major GPA’s.

The Urban Neighborhoods land use category “includes areas of multifamily dwellings/apartments. Densities in Urban Neighborhoods are usually more than eight dwelling units per acre.”...”Access to transportation choices (ie: pedestrian, bicycle, transit, etc.) is key consideration for Urban Neighborhoods.”



The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide as a framework for proposed development and the built environment. The CityShape 2020 planning process recommended a three-level approach to planning including: Level I – Citywide Planning (the General Plan), Level 2 – Character Planning (Southern Scottsdale Character Area Plan) and Level 3 – Neighborhood Planning (there is no neighborhood plan for this area of the City).

The CityShape 2020 effort also established the “Six Guiding Principles.” Per the City’s 2001 General Plan, Six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These Six Guiding Principles are as follows: *Value Scottsdale’s Unique Lifestyle & Character, Support Economic Vitality, Enhance Neighborhoods, Preserve Meaningful Open Space, Seek Sustainability, Advance Transportation.*

1. *Value Scottsdale’s Unique Lifestyle & Character-* Revitalizing the McDowell Road Corridor will strengthen the existing character of the surrounding neighborhoods and promote Scottsdale’s unique lifestyle by providing more housing options for the community.
2. *Support Economic Vitality -* Revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating new residential development along McDowell Road is essential for the continued economic growth and sustainability of the City as a whole.
3. *Enhance Neighborhoods-* Key design elements that were considered with the Aire development plan include a modern architectural design, pedestrian connectivity and attention to the neighborhood edge conditions, most notably the single-family residential to the north.
4. *Preserve Meaningful Open Space-* Meaningful pedestrian connectivity, common areas, and edge treatments will be addressed through streetscape design themes for McDowell Road.
5. *Seek Sustainability-* Many of the design features and building practices will address sustainability, including but not limited to building orientation, green building materials and techniques, and native desert landscaping.
6. *Advance Transportation-* Residential developments integrated within an existing retail context (along both McDowell Road and Scottsdale Road) naturally lend themselves to alternative modes of transportation such as walking, bicycling, trolley and/or mass transit. The Property is directly adjacent to McDowell Road, within close proximity to Scottsdale Road, and 2 miles west of the Loop 101, all of which provide vehicular and mass transit regional access.

The Six Guiding Principles are further broken down into specific goals and policies within the various elements of the General Plan. Below is a discussion of the General Plan goals and policies that are applicable to the Aire on McDowell.

Character & Design Goal 1.

Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

Bullet 4.

Ensure that all development is part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial, and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together.

Response: McDowell Road is designated as an Employment Core Urban Character Type in the 2001 General Plan. The General Plan states that “Employment Cores are primarily employment centers for the city. These cores support a wide range of activities and regional and community level employment uses.” The McDowell Road Corridor has evolved over the last 15 years with the approval of the Southern Scottsdale Character Area Plan in 2010 and the development of SkySong as a regional employment innovation center. Additionally, several of the car dealerships along McDowell Road have vacated or are planning to do so in the near future leaving behind large obsolete structures with limited options for adaptive reuse as commercial or employment buildings. As discussed below in the Economic Vitality section, additional roof tops will help bolster the existing commercial and employment uses along McDowell and Scottsdale Road. The Employment Core supports a “wide range” of uses to strengthen the changing needs and demands of the McDowell Road Corridor.

Character & Design Goal 4.

Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surroundings.

Bullet 7.

Apply streetscape guidelines to all landscaped areas within the public right-of-way. Encourage the use of streetscape guidelines in areas between the right-of-way and building setback lines or perimeter walls.

Bullet 8.

Designate specific design standards to be implemented on selected streets where a special theme is desired.

Response: The streetscape design for Aire is still evolving, but the goal will be to balance the functional requirements (such as privacy, security, and noise attenuation) with the aesthetics of the development through the application and selection of landscaping, street furniture, lighting and hardscape design. The landscape design will conform to the McDowell Road Streetscape Design Guidelines utilizing the specified plant palette recognizing the significance of a shaded pedestrian experience within the urban context.

More specifically from a design standpoint, K. Hovnanian is including a series of “art walls” along with an enhanced pedestrian environment for the McDowell Road frontage. This wall is not intended to be subject to formal City public art requirements. The site plan includes individual lot access to the McDowell Road frontage further activating streetscape. The art wall with pedestrian gate access to individual lots, movement and change in plane, and large landscaped areas provides a visually interesting pedestrian and vehicular experience along McDowell Road. Graphics have been provided showing this area and the quality pedestrian environment with canopy trees on both sides and an 8’ sidewalk. Further, the proposed site plan and streetscape design is a vast improvement over the current condition.

The development’s perimeter wall facing McDowell Road is designed to contribute to McDowell’s character as a gateway to Scottsdale and as a major regional roadway. Located near Scottsdale’s western border, Aire is located between the desert mountains of Papago Park and the creative technology environment of SkySong. The McDowell Road wall will symbolize connection of these environments in an artistic, contemporary way.

Several design variations are being considered for the proposed wall. All include elements expressing light, rain, wind, respect for the desert, and/or the importance of sustainability. Arid-region or arid-adapted landscaping along the base of the wall will tie into these elements. The wall design elements under consideration include:

- green screens
- glass or mirror inserts that symbolize slanted lines of windblown rain
- tile, glass or painted horizontal inset flowing “ribbon” representing water
- parasoleil screens with patterns based on desert, rain/wind, technology or area history theme.

Graphics included with this development plan depict possible wall designs. The final wall design, however, will be included with submittals to the Development Review Board. This wall is not intended to be subject to formal City public art requirements.

Character & Design Goal 6.

Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.

Bullet 1.

Require substantial landscaping be provided as part of new development or redevelopment.

Bullet 2.

Maintain the landscaping materials and pattern within a character area.

Bullet 3.

Encourage the use of landscaping to reduce the effects of heat and glare on buildings and pedestrian areas as well as contribute toward better air quality.

Response: Mature landscaping will be integrated throughout the development with the goal of providing a vegetated buffer to the adjacent single-family residential to the north, and enhancing the streetscape along McDowell Road acknowledging the speed at which it will be experienced by vehicles while still providing a meaningful and shaded environment for pedestrians. The amount of mature landscaping planned with the redevelopment of the site to residential will vastly increase the amount of vegetation and open space (22% required) on this Property, as compared to the hard surfaces of the existing dealership buildings, surface and parking structures, thereby, greatly reducing the heat island effect.

Land Use Goal 3.

Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

Bullet 1.

Ensure that neighborhood edges transition to one another by considering appropriate land uses, development patterns, character elements and access to various mobility networks.

Bullet 6.

Encourage transitions between different land uses and interstates through the use of gradual land use changes, particularly where natural and man-made buffers are not available.

Response: The proposed land use category of Urban Neighborhoods and the density of 11.8 du/ac is appropriate given the surrounding context and provides an ideal land use transition from McDowell Road (a 6-lane major arterial) to the R1-7 homes to the north. Notably, the rezoning request from C-3 to R-5 is a downzoning and will result in a reduction in daily trip volumes (see traffic study). The architecture and building placement is respectful of the existing homes to the north in terms of height, massing and setback.

Land Use Goal 4.

Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

Bullet 1.

Allow for the diversity of residential uses and supporting services that provide for all needs of the community.

Bullet 4.

Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.

Response: The proposed residential community will bring new residents and increased retail and restaurant demand to Southern Scottsdale. The residential community is consistent with the type of development envisioned in the SSCAP by providing a mix of housing types along the McDowell Corridor integrated with existing, and future, freestanding commercial uses and mixed use development. McDowell Road has a wide range of uses including office, dealerships, retail, restaurants, service related and recreational uses (ie: Papago Park). Integrating residential along this corridor meets the goals and policies of the General Plan and SSCAP.

Land Use Goal 8.

Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.

Bullet 3.

Promote development patterns and standards that are consistent with the surrounding uses and reinforce an area's character.

Response: Revitalization of the McDowell Road Corridor has been a long-standing City goal, which inspired numerous community meetings and charrettes, the formation of the McDowell Corridor Task Force in early 2009, and later the adoption of the SSCAP in 2010 establishing a set of goals and policies for Southern Scottsdale and highlighting McDowell Road as a mixed use corridor. The integration of a variety of residential densities along McDowell Road will expand and upgrade the housing options for this area and create the “live, work, play” environment the City desires. Aire on McDowell will be a for-sale, attached single-family development and will add to the housing options along the McDowell Road Corridor integrating high end, medium density (11.8 du/ac) residential development on a vacant underutilized parcel. The Property is within close proximity to a number of employers including, but not limited to, SkySong, General Dynamics Honor Health and Arizona State University.

McDowell Corridor Task Force Recommendation (February 8, 2010)

Vision

To develop the vision, the Task Force considered Southern Scottsdale 1950's post-war legacy as a community of strong, close-knit neighborhoods. Given today's trend to embrace and to revive the rich history of the past, Southern Scottsdale can experience a renaissance that will capitalize on its existing technology, education and employment core, its diverse housing options, and its opportunities to attract mixed uses which include retail and entertainment.

Economic Vitality Goal 7.

Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

Bullet 4.

Support and encourage appropriate public and private redevelopment and revitalization efforts in the community.

Bullet 6.

Promote residential revitalization to maintain quality housing and thus maintain quality of the life and stability of the local economy.

Response: The proposed development plan brings reinvestment and revitalization to a dilapidated, vacant car dealership site. The proposal will continue to reenergize the McDowell Road Corridor and bring new residential living opportunities, further strengthening the economic core of Southern Scottsdale. The integration of additional rooftops along McDowell Road will bolster nearby retail and commercial businesses.

Elliott Pollock Analysis - October 2015

K. Hovnanian commissioned an economic market analysis for the proposed McDowell Road developments (Aire and Skye) which are both a downzoning from commercial to residential. The Commercial Market Analysis for the South Scottsdale Market Area (the "Analysis") was prepared by Elliot Pollock, October 2015. The Analysis is included with this submittal and highlights several key findings stated below:

- *The vacancy rate for office space in the Market Area (defined in the Analysis) stands at 31%.*
- *Available retail space in the Market Area is abundant with a vacancy rate of 8.4%.*
- *At least three major auto dealerships sites are currently vacant totally 252,000 s.f. of space.*
- *It is questionable whether these buildings in their current condition can be put to a commercial use other than auto dealerships.*
- *It would be difficult to redevelop the auto dealership properties as retail due to the small size and limit depth of the parcels.*
- *Many of the older free-standing dealership structures have limited use for modern retailers and buildings that are 10,000 s.f. or larger in size in the Market Area have a vacancy rate of 50%.*
- *SkySong is clearly the anchor for the Market Area and considered to be an "innovation district" based on the combination of education, research, office and residential land uses.*
- *In order to continue the expansion of the fledging innovation district centered at Skysong, additional mixed-use residential and office development should be promoted.*
- *The City of Scottsdale should work to strengthen its existing retail real estate assets (ie: Pagago Plaza) as opposed to protecting potential retail sites where they may not be warranted or demanded.*
- *The addition of new retail centers in a community, without corresponding increase in resident population, may have no effect on actually increasing retail sales and may only disperse sales among competing shopping centers.*
- *A viable alternative strategy is to support and strengthen existing retail establishments by increasing the resident population in the area.*

- *Additional residents living in close proximity to retail development will lead to higher retail sales activity.*
-

Housing Goal 4.

Encourage housing development that provides for “live, work and play” relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.

Bullet 1.

Encourage a variety of housing densities throughout Scottsdale, with mixed-uses in areas of major employment and transit hubs, to offer greater live-work choices to a broader economic range of households.

Response: The mix of housing along McDowell Road has already begun to take shape with the recently approved Las Aguas (PUD), SkySong (PCD) and Mark Taylor (PUD) developments which are all multifamily residential. This proposed for-sale, attached single-family development will further expand and upgrade the housing options along the McDowell Road Corridor integrating modern residential development on a vacant underutilized parcel acting as a catalyst for further redevelopment along McDowell Road.

Neighborhoods Goal 4.

Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

Bullet 3.

Guide revitalization, redevelopment, and infill (new development in established areas) development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods.

Bullet 7.

Create, preserve and enhance pedestrian, vehicular and alternative transportation mode connections and links between neighborhoods and other neighborhood-supporting land uses throughout the community.

Response: The Property is surrounded by retail, car dealerships (property to the south is currently under application for rezoning to R-5 – Skye on McDowell) and single family homes. The proposed request for Urban Neighborhood and R-5 zoning creates a logical land use fit in the greater context. The proposed density of 11.8 du/ac is compatible with the R1-7 development directly to the north and the development plan provides a buffer through landscaping and building setback along the northern edge of the site.

Redevelopment of this Property will include improvements to the pedestrian connectivity along the McDowell Road street frontage with a detached, widened sidewalk, direct access from the proposed homes, and landscaping consistent with the McDowell Road Streetscape Guidelines. As properties along McDowell Road redevelop, the connectivity opportunities are enhanced

strengthening the link between Papago Park and Southern Scottsdale. Additionally, integrating residential along McDowell Road will activate the corridor by increasing pedestrian synergy with new residents who will utilize the sidewalks, canal paths, and Papago Park amenities.

Growth Area Goal 1.

Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

Bullet 3.

Promote the coordination of infrastructure development and upgrade with opportunities for infill development and development activity where it will encourage a mix of uses and support pedestrian and transit activity.

Response: The Property is located within the McDowell/Scottsdale Road Growth Area. Integrating residential development within the range of land uses along McDowell Road will promote both land use synergy and pedestrian/transit activity as residents utilize the physical connections, as well as, the existing transit opportunities adjacent to the site. The proximity of employment, retail, entertainment and service related land uses throughout Southern Scottsdale make this infill site prime for redevelopment and highly suitable for residential development, providing housing opportunities within close proximity to an existing mix of uses. As noted below, the SSCAP Land Use Goal 2 states that these corridors “support greater residential density to complement Regional Center land uses.”

Growth Area Goal 3.

Conserve significant natural resources and open space areas in the growth areas and coordinate their locations to similar areas outside of the growth areas.

Bullet 1.

Achieve meaningful open space as an integral part of activity cores and conserve significant natural resources and open space areas within growth areas.

Response: Mature landscaping will be integrated throughout the development with the goal of providing a vegetated buffer to the adjacent single-family residential, and enhancing the streetscape along McDowell Road acknowledging the speed at which it will be experienced by vehicles while still providing a meaningful and shaded environment for pedestrians. The amount of mature landscaping planned with the redevelopment of the site to residential will vastly increase the amount of vegetation and open space (22% required) on this Property, as compared to the hard surfaces of the existing dealership buildings and surfaces. Additionally, the design proposed for the McDowell Road street frontage with 4-sided architecture, art wall, gate access to each residential lot, street-lined tree canopies, and 8’ sidewalk and additional sidewalk connections integrated with the open space areas along McDowell Road all help to achieve “meaningful open space” sought for this Growth Area.

Growth Area Goal 6.

Integrate public (civic) art into the visual character of designated growth areas.

Response: The development’s perimeter wall (“art wall”) facing McDowell Road is designed to contribute to McDowell’s character as a gateway to Scottsdale and as a major regional roadway. Although this wall is not intended to be subject to formal City public art requirements. Located near Scottsdale’s western border, Aire is located between the desert mountains of Papago Park and the creative technology environment of SkySong. The McDowell Road wall will symbolize connection of these environments in an artistic, contemporary way.

Several design variations are being considered for the proposed wall. All include elements expressing light, rain, wind, respect for the desert, and/or the importance of sustainability. Arid-region or arid-adapted landscaping along the base of the wall will tie into these elements. The wall design elements under consideration include:

- green screens
- glass or mirror inserts that symbolize slanted lines of windblown rain
- tile, glass or painted horizontal inset flowing “ribbon” representing water
- parasoleil screens with patterns based on desert, rain/wind, technology or area history theme.

Community Mobility Goal 5.
Relieve Traffic Congestion.

Bullet 3.

Emphasize work, live, play relationships in land use decisions that will reduce the distance and frequency of automotive trips and support alternative modes such as pedestrian paths, equestrian trails, cyclists routes, transit, telecommuting and technology for moving people and information.

Community Mobility Goal 8.

Emphasize live, work, play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.

Bullet 2.

Encourage the development and redevelopment of areas that support a balance of live, work, play land use relationships and alternative modes of transportation that reduce the reliance on the automobile.

Response to both Goal 5 & 8: Redevelopment of this Property will include improvements to the pedestrian connectivity along the McDowell Road street frontage with a detached, widened sidewalk and landscaping consistent with the McDowell Road Streetscape Guidelines. As properties along McDowell Road redevelop, the connectivity opportunities are enhanced strengthening the link between Papago Park and Southern Scottsdale. Additionally, integrating residential along McDowell Road will activate the corridor by increasing pedestrian synergy with new residents who will utilize the sidewalks, canal paths, and Papago Park amenities. The existing dealership driveway entrances along McDowell Road will be eliminated and replaced with sidewalk, curb, and gutter to match the proposed improvements.

The Property is located within close proximity to an array of land uses (office, retail, support services) and the proposed pedestrian connections enhance the environment for residential development. The integration of more residential development along McDowell Road will naturally result in reduced travel distances, vehicle trips and promote walking and cycling via nearby trails, sidewalks and recreational amenities such as the canal path system, Papago Park and Indian Bend Wash. In addition to the new residential developments mention above the City is beginning to see new businesses established in the area such as the Fate Brewery at the southwest corner of McDowell and Scottsdale Road. This type of redevelopment reflects how the live, work, play philosophy develops through a variety of retail services inspired by a revitalizing corridor with the promise of more rooftops bringing additional investment.

Lastly, as identified in the traffic study included with this application, the proposed residential development will reduce the daily weekday trips from 1,487 (existing use) to 865; a reduction of 622 daily trips.

V. Southern Scottsdale Character Area Plan (“SSCAP”)

The City Council adopted the SSCAP in October 2010. The public outreach process for the SSCAP identified five community priorities which are listed below:

1. *Develop a strong economic core with community gathering places*
2. *Focus on local mobility and walkability*
3. *Maintain and enhance existing neighborhoods and identity*
4. *Balance growth*
5. *Promote well designed architecture and sustainability*

From its inception, the proposed Aire on McDowell residential community utilized these five priorities as guiding principles to the overall design and architectural character. Bringing new residential living opportunities to the McDowell Road Corridor will strengthen the economic core of Southern Scottsdale and enhance the existing character of the surrounding neighborhoods. The project was designed with a focus on walkability and also promotes a modern, contemporary architecture sensitive to the surrounding context while responding to the current market. The applicant seeks to build a sustainable, desert sensitive project by incorporating recessed windows and low-water use plant materials. The existing sidewalk along McDowell Road will be replaced with a detached 8’ sidewalk and landscaping will be provided between the curb and sidewalk to enhance the pedestrian experience. All of the internal streets will have sidewalks as well with connection points to McDowell at the center entry drive and at each open space corner of the site.

Below are the land use goals and policies identified in the SSCAP that apply to the proposed development:

Goal LU 1

Promote residential reinvestment and revitalization through regulatory flexibility.

- **Policy LU 1.1**

Update land use regulations to allow for the revitalization and/or expansion of residential properties to current market standards.

- **Policy LU 1.2**

Encourage new residential development and revitalization that complements the established urban form.

Response: The proposed development meets these land use goals by revitalizing a long vacant car dealership property and redeveloping with a residential land use that will bring additional housing opportunities to the McDowell Road Corridor; an area designated for revitalization and redevelopment. The site plan has been designed in a sensitive manner by providing appropriate buffering to the existing single-family residential to the north. Integrating residential will strengthen the live, work, play land use concept along this corridor and will bring synergy to this mixed use core.

The site location is ideal for residential development with close proximity to Downtown Scottsdale, Downtown Phoenix, Sky Harbor Airport, and Tempe. Aire on McDowell will benefit from the nearby canal linkage, nearby Papago Park and close proximity to the Phoenix Zoo and the Desert Botanical Garden. Additionally, the integration of additional residential units along the McDowell Corridor, with adjacent and nearby commercial land uses, will strengthen the nearby existing retail and commercial businesses, as well as maintain the City's goals and policies.

McDowell Corridor Task Force Recommendation (February 8, 2010)

Target Market Position

The brand should capitalize on the following prioritized list of assets:

1. *SkySong/General Dynamics*
2. *Downtown Scottsdale*
3. *Salt River Maricopa Indian Community*
4. *Phoenix Zoo/Desert Botanical Garden (Papago Park)*
5. *ASU/Tempe*
6. *Sky Harbor Airport*

Goal LU 2

Create a hierarchy of regional, opportunity, and resort corridors to guide future land use, development and redevelopment throughout southern Scottsdale.

- **Policy LU 2.1**

Regional Corridors consist of higher intensity development and exist only within General Plan designated Growth Areas. These corridors will:

- *Connect Regional Centers*
- *Be bordered exclusively by mixed-use neighborhood land use designation*
- *Contain vertical and horizontal mixed-use development; and*

- *Support greater residential density to complement Regional Center land uses.*

Response: Redevelopment of this Property with a residential land use will support the larger Regional Corridor context, the Sky Song Regional Center, as well as the Papago Regional Center. The integration of residential along McDowell Road will provide pedestrian synergy which is essential to a thriving mixed use development pattern. As noted several times in the SSCAP, these mixed use environments can be vertical or horizontal in nature.

Goal LU 3

Promote revitalization, reinvestment and development along Southern Scottsdale's Corridors.

- ***Policy LU 3.2***

Promote a mix of housing located along Corridors as a part of designated Regional Centers and Activity Areas.

- ***Policy LU 3.6***

Encourage a diversity of new development, redevelopment, and infill projects that incorporate vertical and horizontal mixed-use development along Southern Scottsdale Corridors.

Response: The proposed residential community will not only bring reinvestment and redevelopment to the area, but will also bring development that more closely aligns the goals of the City by integrating residential development along the McDowell Road Corridor. The “mix of housing” along McDowell Road has already begun to take shape with the recently approved Las Aguas (PUD), SkySong (PCD) and Mark Taylor (PUD) developments which are all multifamily residential. This proposed for-sale, attached single-family development will further expand and upgrade the housing options along the McDowell Road Corridor integrating modern residential development on a vacant underutilized parcel.

Goal LU 5

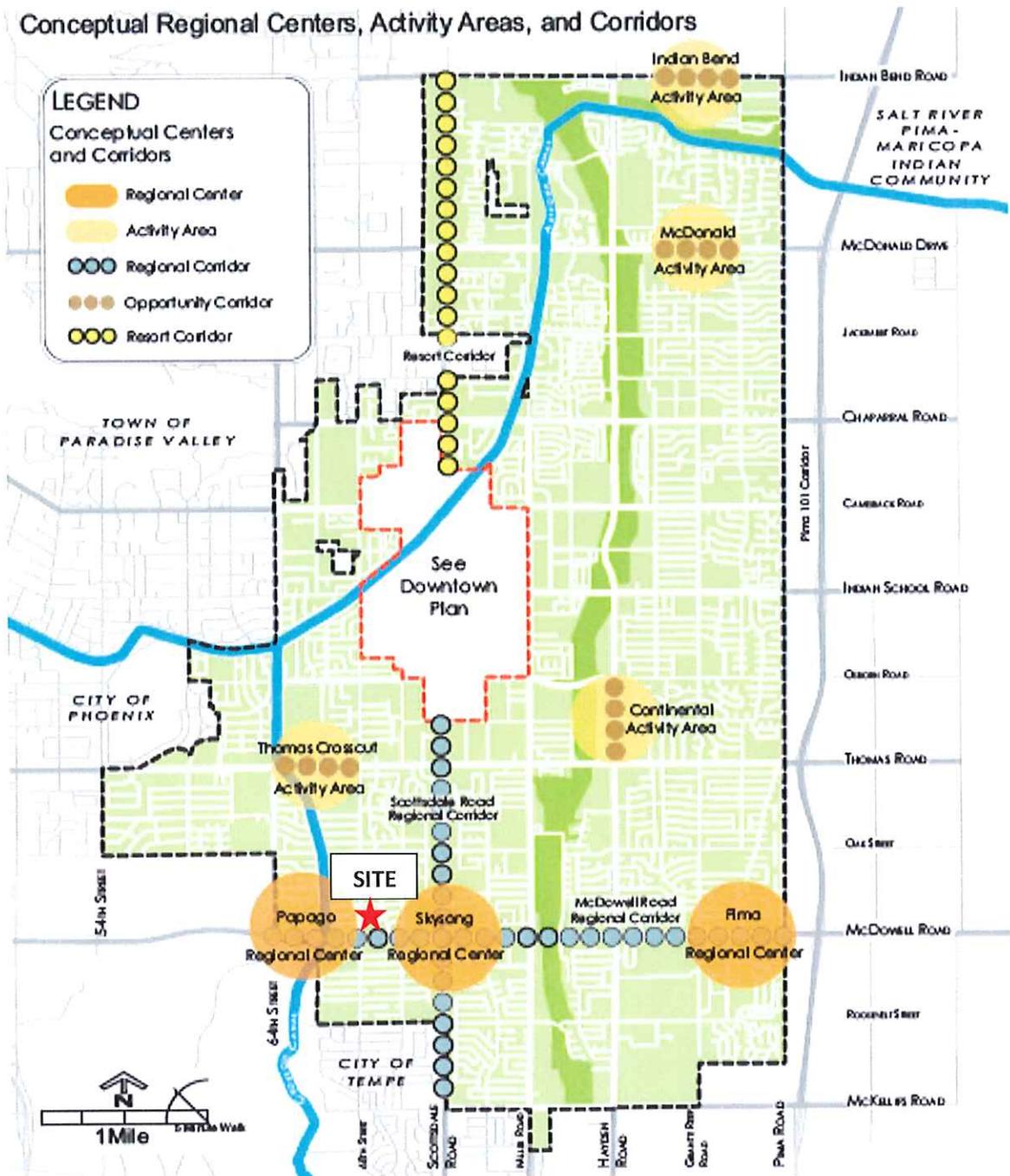
Create Regional Centers and activity areas to guide future land use types and intensities throughout Southern Scottsdale.

- ***Policy LU 5.1***

Encourage the most intense levels of reinvestment, revitalization, and infill development within designated Regional Centers. These centers are located within General Plan designated Growth Areas, on Regional Corridor roadways and are considered a valley-wide destination.

Response: McDowell Road is designated as a Regional Corridor per the SSCAP. The site falls between the Papago Regional Center and SkySong Regional Center. The proposed residential development will strengthen the link between these two “Regional Centers” and will accomplish a range of goals including the revitalization of an underutilized property by integrating high

quality, vibrant architecture and site planning to the area, and creating pedestrian synergy that will tie into the nearby canal trail system and Papago Park to the west.



Southern Scottsdale Character Area Plan, 2010

Goal LU 9

Create new development and connectivity opportunities between Papago Park and Southern Scottsdale.

• **Policy LU 9.1**

Support more intense land uses adjacent to Papago Park that are tourism and regional destinations including (but not limited to): mixed-use, hotel, specialty attractions, housing, recreation, retail, and support services.

Response: As mentioned above, the proposed residential community will benefit from the nearby canal linkage and Papago Park. The density of 11.8 du/ac is appropriate given the surrounding context and provides an ideal land use transition from McDowell Road (a 6-lane major arterial) to the R1-7 homes to north. With the redevelopment of the site, improvements to the pedestrian connectivity will be made along the street frontage with a detached, widened sidewalk and landscaping consistent with the McDowell Road Streetscape Guidelines. As properties along McDowell Road redevelop, the connectivity opportunities are enhanced strengthening the link between Papago Park and Southern Scottsdale. Additionally, integrating residential along this corridor enhances the pedestrian realm as new residents utilize the sidewalks, canal paths, and Papago Park amenities.

Goal CD 1

New and redeveloped residential housing should respect existing neighborhood character and design.

• **Policy CD 1.1**

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

• **Policy CD 1.2**

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

Response: The proposed residential housing brings an exciting new architectural type to McDowell Road providing a modern, contemporary aesthetic appealing to the market demographic drawn to this transforming Regional Corridor. That being said, the building proportions, size, massing and heights are compatible with the adjacent single-family homes to the north. Additionally, the site plan has been designed to provide a 70-foot buffer (with the exception of lot 38 at 54 feet) along the north and mature landscaping along the northern edge.

Goal CD 2

The character and design of mixed-use and commercial development should accommodate a variety of land uses, engage pedestrians, and extend indoor spaces to the outside.

- **Policy CD 2.1**

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

- **Policy CD 2.2**

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

- **Policy CD 2.4**

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

Response: McDowell Road is designated as a Regional Corridor in the SSCAP. The site falls between the Papago Regional Center and SkySong Regional Center. The proposed residential development will strengthen the link between these two “Regional Centers” and will accomplish a range of goals including the revitalization of an underutilized, vacant dealership property by integrating high quality, vibrant architecture, creating pedestrian synergy and promoting a mixed use environment.

Goal CD 4

Site and building design of new development and redevelopment should respond to the Sonoran Desert Climate.

- **Policy CD 4.1**

Encourage new development to incorporate designs such as shade structures, deep roof overhangs and recessed windows to address passive solar cooling opportunities.

- **Policy CD 4.2**

Encourage the use of a variety of textures and natural building materials to provide architectural visual interest and richness, particularly at the pedestrian level.

- **Policy CD 4.3**

Support landscape design that responds to the desert environment by utilizing indigenous and adapted landscape materials that complement the Southern Scottsdale built environment.

Response: The architectural design, window placement, building materials and landscaping have been carefully selected to incorporate the vernacular of the Southwest and provide desert sensitive design elements. Architecture has been designed to activate both sides of the building (see elevations & site plan). The landscape plant palette is consistent with the McDowell Road Streetscape Guidelines and incorporates predominately low water use plant materials appropriate for this urban desert setting.

Goal CD 6

Promote, plan, and implement design strategies that are sustainable.

- **Policy CD 6.1**

Encourage compact development design along Corridors and in Regional Centers and Activity areas to help reduce travel distances, encourage walking and cycling, and stimulate public transit use.

- **Policy CD 6.4**

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

Response: Being located along the McDowell Road Regional Corridor with close proximity to an array of land uses (office, retail, support services) and pedestrian connections, the Property provides an enhanced environment for residential development. The integration of more residential development along McDowell Road will naturally result in reduced travel distances, vehicle trips and promote walking and cycling via nearby trails, sidewalks and recreational amenities such as the canal path system, Papago Park and Indian Bend Wash.

The single-family residential units will include a ground level private garden space with balcony above. The garden patio spaces will serve as an indoor/outdoor space and an extension of the ground level flex space (living, home office, game room, etc). The garden spaces that align McDowell Road and other street frontages will be designed in a manner that provides a range of screening methods as opposed to a flat, solid linear wall. This edge will activate McDowell Road with direct pedestrian access, art wall elements and vegetation to bring visual interest as opposed to an unattractive linear wall mass (see pages 6 &7 for art wall description).

K. Hovnanian uses energy efficient technology in their homes incorporating low-e glass, energy star appliances, sustainable building materials, and low water use desert landscaping appealing to the expectations of today's consumer while reducing operational impacts on the environment.

Goal EV 1

Support reinvestment that updates and/or replaces aging commercial properties.

- **Policy EV 1.1**

Support Opportunity and Regional Corridors, Regional Centers and Activity Areas for areas of mixed-use and higher-density development as part of an overall economic revitalization strategy.

Response: The proposed development plan brings reinvestment and revitalization to an aging, dilapidated, vacant car dealership site, further reenergizing the McDowell Road Corridor and bringing new residential living opportunities strengthening the economic core of Southern Scottsdale. The integration of additional rooftops along McDowell Road will bolster nearby retail and commercial businesses promoting the live, work, play momentum desired by the City.

Goal EV 5

Encourage a strong economic relationship among opportunity and regional corridors and associated regional centers and activity areas.

• **Policy EV 5.3**

Promote the development and location of a range of housing to meet executive and workforce housing needs in the Regional Centers and adjacent mixed-use Regional Corridors to support business cluster and employment development.

Response: Per the SSCAP, the Property lies between the Papago Regional Center and SkySong Regional Center along the McDowell Road Regional Corridor. The proposed residential development will strengthen the link between these two “Regional Centers” and will accomplish a range of goals including the revitalization of an underutilized property and providing additional housing options for employees of SkySong, General Dynamics, Honor Health, and Arizona State University to name a few.

Goal H 2

Embrace a wide range of housing options.

• **Policy H 2.4**

Increase availability of housing choices that meet the living activity requirements of diverse individuals, families, and for persons with disabilities.

Response: The mix of housing along McDowell Road has already begun to take shape with the recently approved Las Aguas (PUD), SkySong (PCD) and Mark Taylor (PUD) developments which are all multifamily residential. This proposed for-sale, attached single-family development will further expand and upgrade the housing stock along the McDowell Road Corridor integrating higher-end, modern residential development on a vacant underutilized parcel acting as a catalyst for further redevelopment along McDowell Road.

VI. Conclusion

In summary, the applicant is seeking a General Plan Amendment and rezoning on a 6.86+/- acre site to create a for-sale single-family residential community with approximately 81+/- homes. Redevelopment of this parcel will revitalize an underutilized site by redeveloping a long vacant car dealership and providing additional high-end housing opportunities for the Southern Scottsdale community. It will contribute to the live, work, play land use balance promoted by the General Plan and SSCAP. Incorporating new residential land use is essential to the success of Southern Scottsdale and the McDowell Road Regional Corridor. The site is an ideal location for residents to live close to Downtown Scottsdale, Downtown Phoenix, Sky Harbor Airport and Tempe and enjoy the nearby amenities of Papago Park, canal trail system and Indian Bend Wash.

