MCDOWELL VILLAGE
PROJECT NARRATIVE FOR PCD – CS/R-5 RE-ZONING APPLICATION

OVERVIEW

The Planned Community Development (PCD) Re-Zoning Application for this 13.3-acre site includes all of the area that was in the City of Scottsdale's Request for Proposal for a shared site project with the Senior Center and Stagebrush Theater. As suggested in the City's master planning process of the previous year, this project is moving forward as a mixed-use development with elements of residential in the 236 independent living senior apartments, 10,000 square feet of retail/restaurant, a cultural/community use in the Stagebrush Community Theater, and a civic/community use with the Senior Center. The City of Scottsdale, RED Group, LLC and Southwest Retail Group, Inc. have joined to create a community-based site that will serve and entertain the nearby neighborhood and the senior community at the City-owned land at the Northwest corner of McDowell and Granite Reef. The one+-acre community green space will be alive in opportunities for interaction between the various patrons of the restaurants, theater, Senior Center and senior housing.

This Re-zoning Application is for a request to rezone the entire 13.3 acres from C-S to PCD with underlying comparable to R-5 over the area containing the Senior Center and senior housing and C-S over the area containing the Retail and Stagebrush Community Theater. The Site plan shows a primary entry in three locations: on McDowell leading to the senior housing, retail and Stagebrush Theater, on 82nd Street leading directly to the senior housing and on Granite Reef Road a the main entrance for the Senior Center. Circulation is allowed between the various site uses and entrance/exits. A drop off for small buses and Dial-A-Ride is provided for both the Senior Center and the senior housing. Bus stops and bays will be located on McDowell Road and Granite Reef with pedestrian walkways leading citizens into the uses from the bus stops.

Common architectural elements and theme will be used to provide a visual continuity to the project enhancing the village or campus environment. The use of concrete accents, range of masonry products, and plaster, as common materials will visually tie the building forms together. Building height will run from 18′ to 36′ for all buildings on site.

As a part of the Los Arcos Redevelopment Area, this project's request for PCD is allowed under the zoning ordinance as a parcel larger than 10 acres within a designated Redevelopment Area.

Senior Center In keeping with the City's plan, a 35,000 square foot active Senior Center is near the center of the site serving as the hub of the site design. The large common area has been design to allow a number of areas for outdoor seating and a variety of activities for all of the uses that share this site and their visitors.

SENIOR CENTER AMENITIES

The Senior Center is designed to concentrate primarily in serving the needs of active adults and seniors in the community by providing:

- Dining Hall
- Dance Hall (wood floor)
- Billiard Room
- Commercial Kitchen
- Multi-Purpose Room
- Fitness/Exercise/Shower/Physical Education Rooms
- Computer lab and instruction
- Small card and parlor rooms
- Offices, brokered agencies, Police Substation, storage and space for support groups, collaborations and affiliated agencies and organizations

Neighborhood Retail Center The Retail will be developed by Southwest Retail Group, Inc. as a 10,000 square foot neighborhood retail component. The location of the neighborhood retail center is probably the single most important building position on the site. To insure the success of the neighborhood retail center, it has been placed on McDowell Road at the main entrance. Preliminary inquires have directed the design of the center to include a coffee house and café/restaurant. Other anticipated users will likely be neighborhood service providers such as a dry cleaner, hair salon and video store.

Stagebrush Theater The Stagebrush Theater will be a 207 seat, 10,000 square foot, community theater with both an adult and children's community theater opportunities and shows. Its primary visibility and parking is from McDowell Road. The Theater is also visible and accessible through the entrance from Granite Reef Road. This will be a new home to a community theater that has been located in Downtown Scottsdale for over 40 years. As a part of the Theater's continued lease from the City of Scottsdale, the property

and the building that house the theater will be owned by the City and leased by Scottsdale Community Players.

Age-Restricted, Independent Living Seniors Rental Community RED Group, LLC has developed a community concept that is to be age restricted to 55 years of age and older. The community will consist of 220 - 236 dwelling units. The two-and three-story building will include studio, one and two bedroom apartments around landscaped courtyards. The community will have market-rate rents designed for the social economics of the South Scottsdale market. The housing component does not require public monies, subsidies, bond financing, tax credits, or a non-profit structure. As such, the housing component will operate at free-market rents, unrestrained by low-income tenant program requirements. RED Group, LLC anticipates that it will develop and manage the community for a minimum of 10 years.

SENIORS RENTAL HOUSING COMMUNITY AMENITIES

Interior - *Apartment Homes*

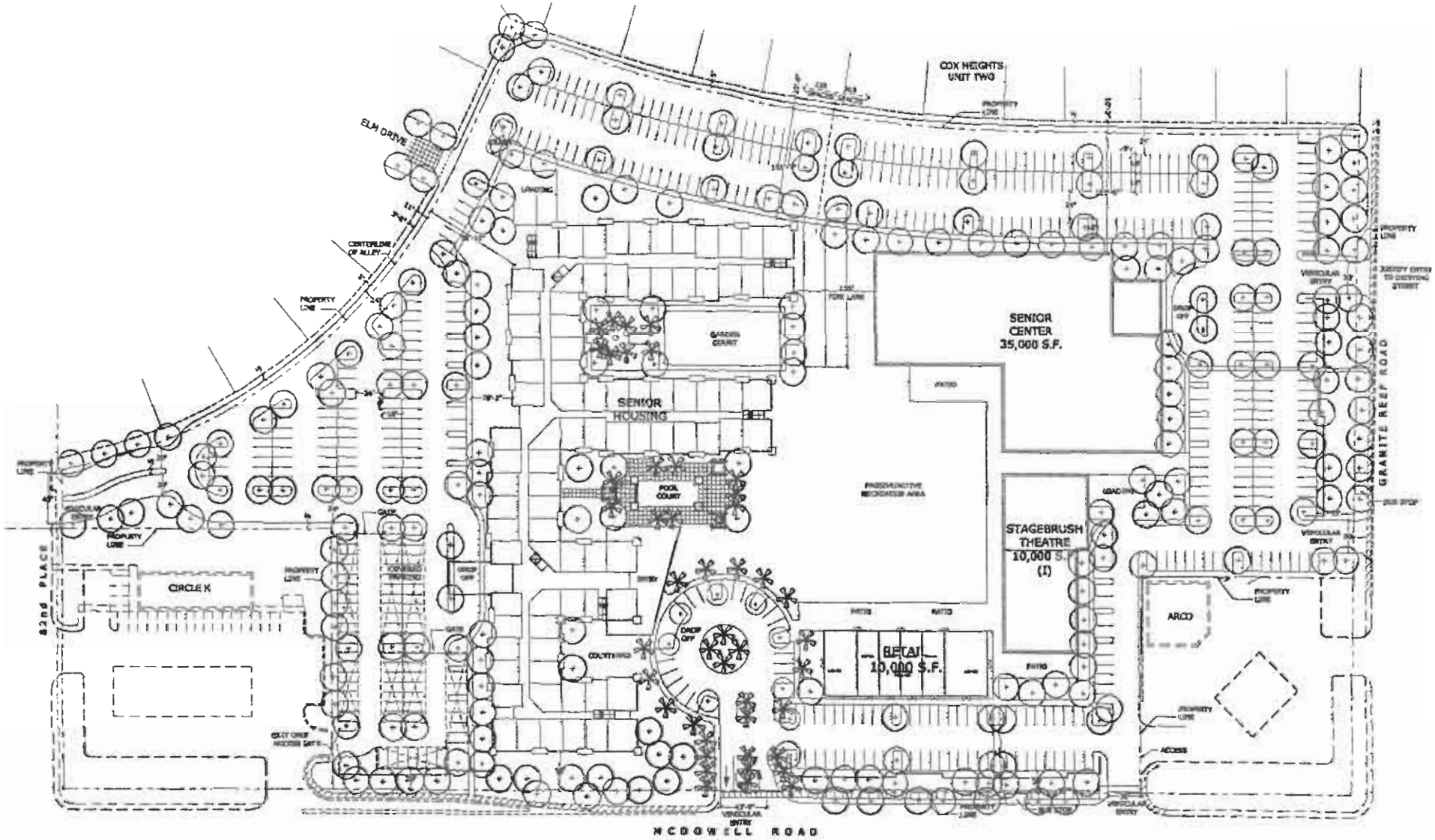
- Studio, one-bedroom and two-bedroom apartments
- Nine-foot high ceilings throughout the
- Expanded living space with balconies and patios
- Frost-free Refrigerators with built-in icemakers
- Built-in Microwave Ovens
- High-speed Internet Access
- Full overlay cabinets with European hidden door hinges
- Stainless steel kitchen sinks with pullout spray heads

COMMON AREA

- Fireplace and sitting area
- Library and reading room with second fireplace
- Multi-Purpose room that may be divided for separate use
- Leasing, reception and administrative offices
  Computer room with high-speed internet access, printer, and copier
- Large-screen TV with surround sound and sectional seating
- Private dining room for use by tenants' families and small groups

Courtyards

- Landscaped Pool area
- Barbeques and Ramadas
- Benches, patio tables and chairs



RED GROUP

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mcdowell village

a development proposal for the nwc of mcdowell & granite reef roads
scottsdale, arizona

0 20' 40' 80'

conceptual site plan

24 june 2003

9-24-2003
15-09-2003

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