

PLANNING COMMISSION REPORT



Meeting Date: August 24, 2016
General Plan Element: *Land Use*
General Plan Goal: *Create a sense of community through land uses*

ACTION

70th Street Lofts 3-ZN-2016

Request to consider the following:

1. A recommendation to City Council regarding a request by owner for Zoning District Map Amendment from Highway Commercial, Downtown Overlay (C-3 DO) zoning to Downtown/Downtown Multiple Use - Type 2 Downtown Overlay (D/DMU-2 DO) zoning on a 0.4 +/- acre site located at 3425 N. 70th Street and 7002, 7004, 7006 E. 6th Avenue.

Key Items for Consideration

- Conformance with the General Plan and Downtown Plan
- Continuing revitalization of this area with a range of housing opportunities
- No known opposition

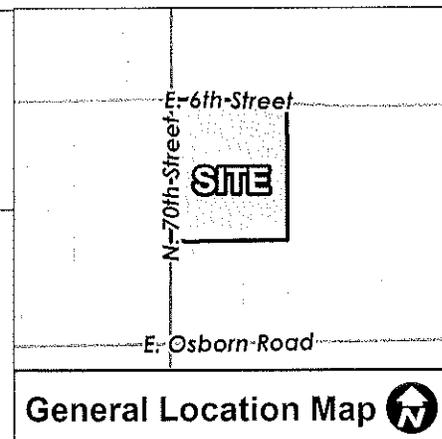
OWNER

Viridus Group
602-212-7633

APPLICANT CONTACT

Lance D. Baker
Synectic Design
480-948-9766

LOCATION



3425 N. 70th Street and 7002, 7004, 7006 E. 6th Avenue

Action Taken _____

BACKGROUND

General Plan

The Land Use Element of the General Plan designates the site area as Mixed-Use Neighborhoods (Attachment #4). This category includes higher density residential, office and retail uses. Mixed-Use Neighborhoods are also characterized by being located in areas having multiple modes of transportation available. In addition, the site areas are located in a growth area, as designated by the Growth Areas Element of the General Plan. The purpose of this designation is to approach "...growth management from a perspective of ..." identifying those "...areas of the community that are most appropriate for development focus [that] will best accommodate future growth...." The Growth Areas are intended to encourage development in a mixed-use environment.

Character Area Plan

The Downtown Future Land Use map of the Downtown Plan designates the site as Downtown Multiple Use Type 2 (Attachment #5.) within the Main Street Conceptual Urban Neighborhood. This land use is characterized to "Encourage new development, redevelopment and infill that strengthens Downtown Scottsdale's mix of uses and activities..." (LU 2.5) that are primarily mutually supportive.

Zoning

This site is currently zoned Highway Commercial Downtown Overlay (C-3 DO). The C-3 DO district allows for most types of commercial activities located along major streets, including shopping and service needs. The proposed zoning is Downtown/Downtown Multiple Use Type – 2 Downtown Overlay (D/DMU-2 DO) allows a mixture of commercial and residential uses in a mixed-use development form.

Context

Located on the southeast corner of the intersection of North 70th Street and East 6th Street, the site is generally surrounded by office, parking, and residential uses.

Adjacent Uses and Zoning

- North: East 6th Street, and further north is vacant office/retail building, zoned Highway Commercial Downtown Overlay (C-3 DO)
- South: Existing office building, zoned Highway Commercial Downtown Overlay (C-3 DO)
- East: Existing parking lot, zoned Highway Commercial Downtown Overlay (C-3 DO)
- West: Existing multi-family development and single-family home, zoned Multiple Family Residential (R-5)

Other Related Policies, References:

12-ZN-1970 Approval of a request to rezone the property to Highway Commercial (C-3)

APPLICANTS PROPOSAL

Goal/Purpose of Request

The applicant's request is for a Zoning District Map Amendment to rezone the property from Highway Commercial, Downtown Overlay (C-3 DO) zoning to Downtown/Downtown Multiple Use - Type 2 Downtown Overlay (D/DMU-2 DO) zoning to allow a 15-unit multi-family residential development.

Development Information

- Existing Use: Vacant lot
- Proposed Use: Multi-family Residential
- Parcel Size: 0.4 Acres
- Building Height Allowed: 66 feet inclusive of rooftop appurtenances
- Building Height Proposed: ± 36 feet 6 inches
- Parking Required: 28
- Parking Provided: 28
- Density Allowed: 50 dwelling units per acre
- Density Proposed: 42 dwelling units per acre

IMPACT ANALYSIS

Land Use

The General and Downtown Plan's designations encourages higher density housing combined with, office, retail uses, and other uses that are compactible in new developments, redevelopment and infill that strengthen the Downtown's mix of uses and activities through mutually supportive land uses. The applicant's narrative includes a comprehensive summary of the proposed development and how the requested zoning conforms to the polices of the General and Downtown Plans.

The proposed use for the site area is a multiple-family residential development. The proposed zoning designation of Downtown / Downtown Multiple Use – Type 2 Downtown Overlay (D/DMU-2 DO) allows the proposed use, and is consistent with the General and Downtown Plans. In addition, the proposed development is consistent with the Downtown Plan as it pertains to providing a diverse mixture of housing containing different densities (DP LU 1.2, and 1.3).

Located on the southeast corner of North 70th Street and East 6th Avenue, the proposed development is situated on the boarder of the Downtown that contains a variety of commercial cultural/places of worship, multiple-family and single-family uses. As it pertains to the surrounding existing uses, the proposed development will assist in providing an appropriate transition between the more intensive Downtown Area on the north and east sides and the less intensive development to the west and southwest. The proposed zoning district (D/DMU-2 DO) designation is consistent

with the Downtown Plan's associated zoning designation pertaining to height and densities for the abutting and nearby properties.

Traffic

The site is located at the southeast corner of North 70th Street and East 6th Street, both are local unclassified streets. Vehicular access to the site is provided from North 70th Street and East 6th Street. Due to the street vehicular traffic on North 70th Street, the development's access to this street is stipulated to be exit and emergency access only. Transportation Department has reviewed the application and has determined that the proposed plan will not negatively impact the capacity of the affected streets.

Parking

Parking for the proposed development will be provided in a podium garage. The total number of parking spaces required for the proposed development is 28 spaces and there are 28 parking spaces proposed to be provided. Street parking on East 6th Street is currently allowed.

Water/Sewer

The City's Water Resources Department has reviewed this application and has determined that there is adequate water and waste water services to serve the development.

Public Safety

The Fire Department has reviewed this application and has determined that there is adequate ability to provide fire and emergency services to the development. The nearest fire station is located at 7522 East Indian School Road. The near police station is located at 3700 North 75th Street.

Community Involvement

Staff and the applicant have mailed notifications to property owners within 750 feet of the site, and the applicant held an open house on January 25, 2016. A copy of the applicant's Citizen Involvement Report is included as Attachment #9. Staff has not received any comments regarding this application.

OPTIONS & STAFF RECOMMENDATION

Recommended Approach:

Staff recommended that the Planning Commission find that the proposed zoning district map amendment is consistent and conforms with the adopted General Plan, and recommend that City Council approve a zoning district map amendment from Highway Commercial Downtown Overlay (C-3 DO) zoning to Downtown/Downtown Multiple Use - Type 2 Downtown Overlay (D/DMU-2 DO) zoning on a 0.4 +/- acre site located at 3425 N. 70th Street and 7002, 7004, 7006 E. 6th Avenue, per the attached stipulations.

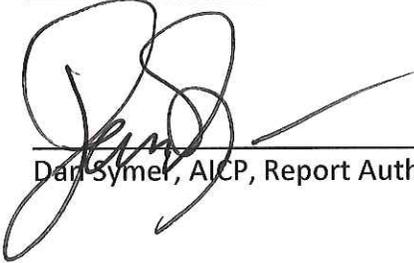
RESPONSIBLE DEPARTMENT

Planning and Development Services
Current Planning Services

STAFF CONTACT

Dan Symer, AICP
Senior Planner
480-312-4218
E-mail: dsymer@ScottsdaleAZ.gov

APPROVED BY



Dan Symer, AICP, Report Author

8-10-2016

Date



Tim Curtis, AICP, Current Planning Director
480-312-4210, tcurtis@scottsdaleaz.gov

8/17/2016

Date



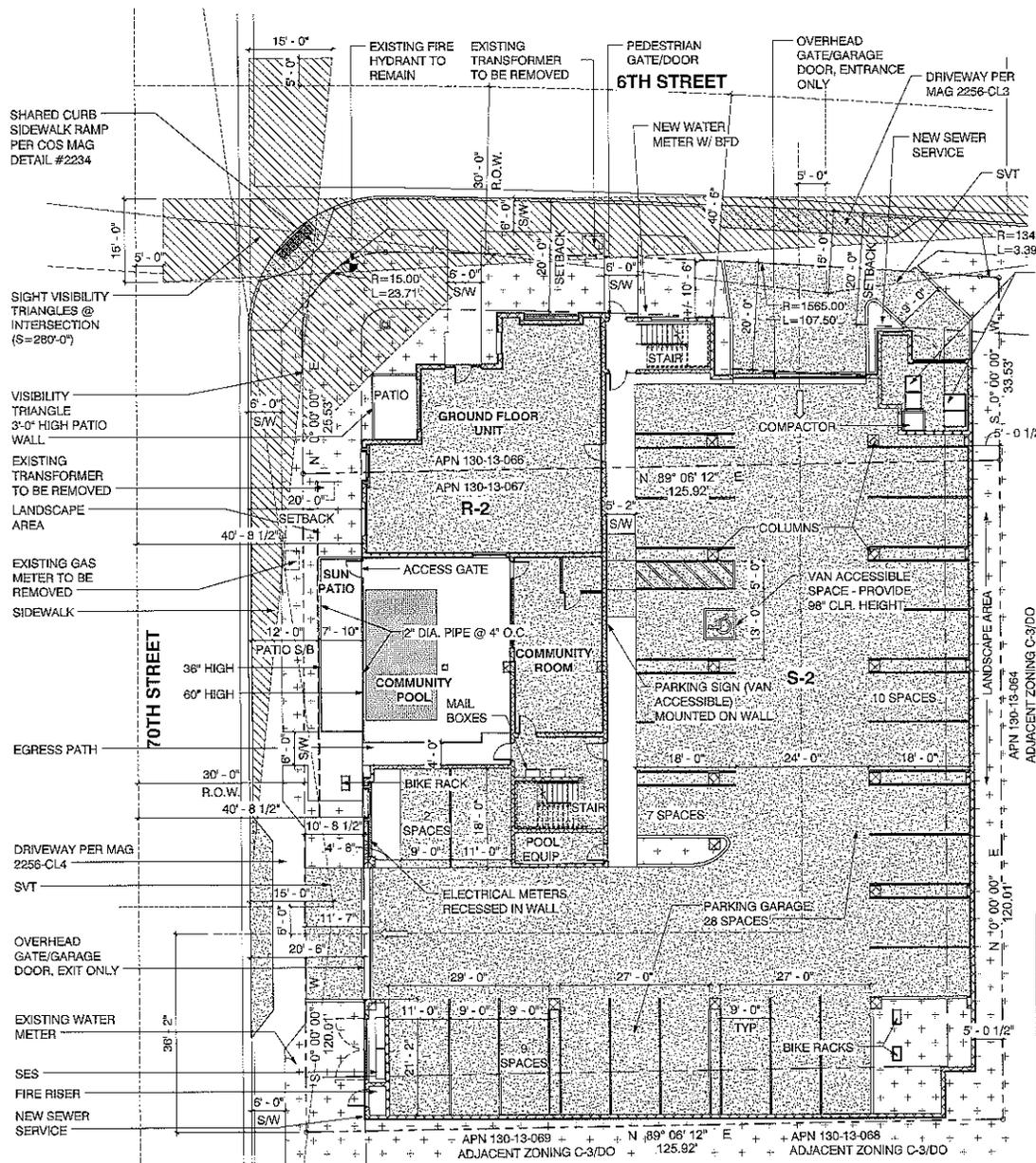
Randy Grant, Director
Planning and Development Services
480-312-2664, rgrant@scottsdaleaz.gov

8/17/16

Date

ATTACHMENTS

1. Stipulations
Exhibit A to Attachment 1: Site Plan
2. Narrative
3. Context Aerial
- 3A. Close-Up Aerial
4. General Plan Map
5. Downtown Plan Future Land Use Map
6. Existing Zoning
7. Proposed Zoning
8. Building Elevations
9. Citizen Involvement Report
10. City Notification Map

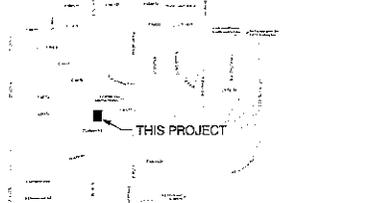


PROJECT NARRATIVE
 THIS PROJECT CONSISTS OF THE DEVELOPMENT OF MULTI-STORY CONDOMINIUMS ON TWO PARCELS IN DOWNTOWN SCOTTSDALE. THE LOTS ARE TO BE ZONED D/DMU, TYPE 2. THE PROPOSED DEVELOPMENT IMPROVES THE LOT DENSITY ALLOWED AT 15 UNITS (50 DU PER ACRE). THE GROUND LEVEL WOULD CONTAIN ONE SINGLE STORY DWELLING UNIT AND A COMMUNITY ROOM AS WELL AS PARKING AND A POOL. 14 UNITS WOULD START AT LEVEL 2. STAIRS LEAD FROM THE GROUND LEVEL PARKING TO A SHARED WALKWAY ABOVE. THE REMAINING UNITS ARE ACCESSED FROM THIS LEVEL. ACCESS TO THE THIRD LEVEL IS WITHIN EACH UNIT.

SITE PLAN GENERAL NOTES
 A. WHERE EXISTING DRIVEWAYS ARE TO BE REMOVED CURB AND GUTTER WILL BE CONSTRUCTED IN ACCORDANCE WITH COS MAG DETAILS.
 B. EXISTING GAS METER TO BE REMOVED. NO GAS TO BE USED IN THIS PROJECT.

UNIT DENSITY	
GROSS LOT AREA	DENSITY PER DOWNTOWN OVERLAY
29005 SF	15

GROSS LIVABLE AREA	
LEVEL	AREA
Ground Floor	2231 SF
Level 2	10188 SF
Level 3	10371 SF
Grand total:	22791 SF



SHEET INDEX	
DR1.0	CONTEXT AERIAL
DR1.1	SITE PLAN
DR1.2	SITE DETAILS
DR2.0	OPEN SPACE PLAN
DR1.3	GROUND FLOOR & LEVEL 2
DR1.4	LEVEL 3 & ROOF PLAN
DR3.0	EXTERIOR ELEVATIONS COLOR
DR3.1	EXTERIOR ELEVATIONS (LINE DRAWINGS)
DR4.0	ELEVATION WORKSHEET
DR5.0	3D VIEWS
DR6.0	FLOOR PLAN WORKSHEET

PROJECT DATA
 PROJECT ADDRESS: 3425 & 3435 N 70TH STREET SCOTTSDALE, AZ 85251
 ASSESSORS PARCEL #s: 130-13-067, 130-13-066
 LOT AREA COMBINED: 19,105 S.F., 438 ACRES
 GROSS LOT AREA: 29,004 S.F., .666 ACRES
 REQUESTED ZONING: D / DMU-TYPE 2
 BUILDING HEIGHT MAX: 66'
 BUILDING HEIGHT: 36'
 MAXIMUM DENSITY: (50 UNITS PER ACRE OF GROSS LOT AREA) 50*0.666 = 33.3 UNITS
 SETBACKS FROM PUBLIC STREETS: 20' PER DOWNTOWN DISTRICT FROM BACK OF CURB.
 NUMBER OF PROPOSED UNITS: 13 2-BEDROOM / 2 1-BEDROOM
 PARKING REQUIRED: 28 SPACES
 ACCESSIBLE PARKING REQUIRED: 27 * 4% = 1 (VAN ACCESSIBLE)
 PARKING PROVIDED: 27 SPACES + 1 VAN
 TOTAL PARKING PROVIDED: 28 SPACES
 BICYCLE PARKING REQUIRED: 1 BIKE SPACE / 10 SPACES = 2.8
 3 BIKE SPACES REQUIRED
 BICYCLE PARKING PROVIDED: 4 EXTERIOR + 8 INTERIOR
 BUILDING OCCUPANCY(S): R-2, S-2
 CONSTRUCTION TYPE: V-B
 STORIES: 3 - (INCREASE FROM 2 PER IBC 504.2 SPRINKLER INCREASE)

MAXIMUM BUILDING AREA (TABULAR): 7,000 S.F.
 AREA MODIFICATIONS: 7,000 + (2*7000) = 21,000 PER FLOOR (200% SPRINKLER INCREASE)
 MAXIMUM FLOOR AREA SHOWN: 15,305 < 21,000
 FIRE SPRINKLERS REQUIRED: YES
 FIRE SPRINKLERS PROVIDED: YES
 FIRE ALARM REQUIRED: YES
 FIRE ALARM PROVIDED: YES

3425 N 70TH STREET - MULTI-FAMILY DESIGN REVIEW
 3425 N 70TH STREET SCOTTSDALE, AZ 85251



Project: DR
 Drawn By: AF
 Revised By: Cruder
 SDI Project No.: 3234
 Date: 2016-09-07
 Sheet:

3-ZN-2016
8/4/2016

Exhibit A to Attachment 1

DR1.1
 SITE PLAN

**Stipulations for the Zoning Application:
70th Street Lofts
Case Number: 3-ZN-2016**

These stipulations are in order to protect the public health, safety, welfare, and the City of Scottsdale.

SITE DESIGN

1. CONFORMANCE TO CONCEPTUAL SITE PLAN. Development shall conform with the conceptual site plan submitted Synectic Design and with the city staff date of August 4, 2016, attached as Exhibit A to Attachment 1. Any proposed significant change to the conceptual site plan as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council.

INFRASTRUCTURE AND DEDICATIONS

2. CIRCULATION IMPROVEMENTS. Before any certificate of occupancy is issued for the site, the owner shall make the required dedications and provide the following improvements in conformance with the Design Standards and Policies Manual and all other applicable city codes and policies.
 - a. STREETS. Dedicate the following right-of-way and construct the following street improvements:

Street Name	Street Type	Dedications	Improvements	Notes
North 70 th Street	Local Street	1. Existing 30 feet east half street 2. Sight visibility triangles 3. Public Non-motorized Access Easements	Curbs, gutters, sidewalks, driveways, Streetlights	a.1., a.2., a.3., a.4., a.5., a.6., a.7., and a.8.
North 6 th Street	Local Street	1. Existing 30 feet east half street 2. Sight visibility triangles 3. Public Non-motorized Access Easements	Curbs, gutters, sidewalks, driveways	a.1., a.2., a.3., a.4., a.5., a.6., a.7., and a.8.

- a.1. The property owner shall dedicate to the City of Scottsdale a Sight Distance Easement across the Sight Visibility Triangle and Traffic Safety Triangles with the configuration in accordance with Design Standards & Policies Manual.

- a.2. The property owner shall dedicate to the City a Public Non-motorized Access Easement across the property to contain the pedestrian sidewalk fronting on North 70th Street, East 6th Street, and the intersection of North 70th Street and East 6th Street where the sidewalk cross on to the property.
 - a.3. The property owner shall remove and replace all existing sidewalks with a minimum six (6) foot wide sidewalk adjacent to North 70th Street, East 6th Street in accordance with the applicable MAG Uniform Standard Specifications and Details for Public Works Construction and City of Scottsdale (COS) Supplements to MAG Specifications and Details, as determined by the Transportation Director, or designee..
 - a.4. The property owner shall remove and reconstruct the sidewalk curb ramp on the southeast corner of North 70th Street and East 6th Street in accordance with the City of Scottsdale (COS) Supplements to MAG Specifications and Details as determined by the Transportation Director, or designee.
 - a.5. The property owner shall remove the existing driveway curb ramp and construct curb and gutter in accordance with the applicable MAG Uniform Standard Specifications and Details for Public Works Construction and City of Scottsdale (COS) Supplements to MAG Specifications and Details, as determined by the Transportation Director, or designee.
 - a.6. The property owner shall construct the driveway curb ramps in accordance with the applicable City of Scottsdale (COS) Supplements to MAG Specifications and Details as determined by the Transportation Director, or designee.
 - a.7. The property owner shall remove and reconstruct the all curb and gutter on the east side of North 70th Street, and the south side of East 6th Street, that is necessary to construct the proposed development in accordance with the applicable City of Scottsdale (COS) Supplements to MAG Specifications and Details as determined by the Transportation Director, or designee.
 - a.8. The property owner shall remove and relocate the street luminaires and poles on the east side of North 70th Street and on the south side of East 6th Street to accommodate the development. All new and relocated powerlines shall be placed underground. If determined by the Inspection Services Director or designee, that the street lights and poles cannot be relocated safely and without causing damage to the existing poles and luminaires, the property owner shall be replaced with the existing poles and fixtures with new new poles and luminaires.
3. **IN LIEU PAYMENTS.** Before any building permit is issued for the site, if directed by city staff, the owner shall make an in-lieu payment to the city instead of constructing any specified street improvement(s). Before any final plan approval, the owner shall submit an engineer's estimate for plan preparation, design and construction costs, subject to city staff approval.
 4. **ACCESS RESTRICTIONS.** Except for emergency vehicular access to development, North 70th Street driveway and vehicular access shall be limited exit only vehicular traffic from the development. No vehicular access to entire the development from North 70th Street shall be permitted.
 5. **ACCESS RESTRICTION COVENDENT.** Before any building permit to construct the development, in a form satisfactory to the City Attorney, or designee, the property owner

shall record a covenant in favor of the City of Scottsdale that prohibits non-emergency vehicular access from entering the development from North 70th Street. In addition, in a form satisfactory to the City Attorney, or designee, the property owner shall include the North 70th Street non-emergency vehicular access restriction in any Covenants, Conditions, and Restrictions for a condominium, and include a note on the any subdivision plat the pertaining to the recorded covenant.

6. **POWERLINES.** Prior to the obtaining a final site inspection, the owner shall place all new and relocated powerlines underground.
7. **EASEMENTS.**
 - a. **EASEMENTS DEDICATED BY PLAT.** The owner shall dedicate to the city on the final plat, all easements necessary to serve the site, in conformance with the Scottsdale Revised Code and the Design Standards and Policies Manual.
 - b. **EASEMENTS CONVEYED BY SEPARATE INSTRUMENT.** Before any building permit is issued for the site, each easement conveyed to the city separate from a final plat shall be conveyed by an instrument or map of dedication subject to city staff approval, and accompanied by a title policy in favor of the city, in conformance with the Design Standards and Policies Manual.
8. **CONSTRUCTION COMPLETED.** Before any **CERTIFICATE OF OCCUPANCY** is issued for the site, the owner shall complete all the infrastructure and improvements required by the Scottsdale Revised Code and these stipulations, in conformance with the Design Standards and Policies Manual and other applicable standards.



Synectic Design, Inc.
1111 W University Dr, Suite 104
Tempe, Arizona 85281

Zoning Narrative
70th Street Lofts
3425 N 70th Street, Scottsdale
Project No.: 770-PA-2015



1. Introduction

2. Development Plan

3. Conformance

4. Conclusion

5. Appendix -

**SEE ATTACHED
REPORT EXHIBITS**

ATTACHMENT #2

**3-ZN-2016
7/6/16**

1. Introduction

Purpose and Vision of the Request

The purpose of this request is for the rezoning approval of development of multi-story condominiums on two existing lots (29,004 sf gross) in downtown Scottsdale. The lots would be combined and the proposed development would maximize the lot density allowed at 15 units, (23 Dwelling Units per Acre). The ground level would contain one single story dwelling unit, a community room/fitness area, secured parking, and a pool. Stairs lead from the ground level covered and secured parking to a shared walkway above. The remaining units are accessed from this level. Access to the third level is within each unit.

Request

The property would be zoned Downtown Multiple Use District, Type 2. This district is intended to provide for development of multiple-family residential and allows a high density of population with a proportional increase in amenities as the density rises. The district is residential in character and promotes a high-quality environment through aesthetically-oriented property development standards.

Location/Current Use

The project is located on the southeast corner of 70th Street and 6th Street at 3425 N. 70th Street. Currently, the north site is completely vacant and the south site has a vacant, dated, single-story building located on it. The Assessor's Parcel #s are 130-13-066 and 130-13-067.

Relationship to Surrounding Properties

The property is located at 3425 N 70th Street, Scottsdale.

- **To the North:** Located directly to the North is a small commercial building zoned C-3; however, next to the commercial use (to the East) are the Loloma Cove Condominiums, zoned R-5.
- **To the Northwest:** To the Northwest are the Aerium Townhomes Condominiums, zoned R-5.
- **To the West:** Directly to the West you will find an existing 8-unit apartment complex, zoned R-5.
- **To the Southwest:** To the Southwest is an existing single family residence, zoned R-5.
- **To the South:** Directly to the South are two small commercial buildings zoned C-3.

- **To the East:** Immediately to the East are empty lots used as parking for the First Baptist Church zoned C-3; to the East of the empty lots is the Ten Wine Lofts Condominiums, zoned D/OC-2.

2. Development Plan

Project Layout

The proposed development would maximize the lot density allowed at 15 units (23 Dwelling Units per Acre) and is in conformance with the General Plan and Downtown Plan for this area. The ground level contains one single story dwelling unit, a community room/fitness area, parking, and a pool. Two sets of stairs lead from the ground level covered and secured parking an exterior shaded, shared walkway above. The remaining units are accessed from this level. Access to the third level is within each unit.



The project fronts North 70th Street and wraps around E 6th Street. There will be one secured vehicular point of access from 70th street and one secured vehicular access from 6th street (*as can be seen in the image to the left*).

Connection to Existing Urban Fabric

This project will be designed to offer more affordable options for those that look to live, work and/or play in the community. The project also conforms to the values of Scottsdale's unique lifestyle and character, while providing residents unparalleled access to Scottsdale's arts and cultural activity nodes and recreation areas.

Architectural Character and Materials

The buildings have been designed with multiple areas of projections and recesses to reduce the perceived bulk of the building and to provide contrast and shade. First floor elements are designed to create a residential feel from the street as opposed to a typical multi-unit complex.

These elements include a first floor residential unit and common area, only one vehicular point of access from 70th street and one vehicular access from 6th street.

The materials that comprise the structure were carefully selected to create a modern yet natural feeling when experienced by the residents as well as the public. The use of dark bronze steel juxtaposed with warm wood and smooth stucco create a solid, quality textural backdrop to the expanses of deeply shaded glazing that provide a feeling of openness and connectivity with the outdoors and surrounding environment. Multiple recesses within the geometric form provide shade that creates a cooling and inviting atmosphere.

Landscape Character and Materials

The premise behind the landscape design is to create a very vivid palette of colors and textures that not only highlights the architecture but provides visual stimulus to anyone passing by the site. Utilizing drought-tolerant plants and succulents, the goal is to provide a year round tapestry of colors that will never be dormant. The plant material and layout will complement the structure while evoking a cooling oasis of colorful greenery.

3a. Conformance to the General Plan

Designated as a Mixed-Use Neighborhood on the 2001 General Plan and designated as Downtown Multiple Use Type 2, the 70th Street Lofts is a perfect fit for the General Plan's Goals and Approaches.

You will find below a cross section of goals and policies with which this project aligns with the goals of the General Plan.

Land Use Element

LU4: 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.

- Allow for a diversity of residential uses and supporting services that provide for the needs of the community.
- Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.

Response: This project will provide residents unparalleled access to Scottsdale's arts and cultural activity nodes and recreation areas. It will be designed to offer more affordable options for those that look to live, work and/or play in the community. The project adds diversity by

being a smaller infill development that takes advantage of a vacant site. The immediate area contains a much larger new townhome development, an older apartment complex, single family housing and an older condominium development. This project will fill a void that currently exists for newer, smaller, multi-family housing with shared parking facilities.

LU5: Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- Integrate the pattern of land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.
- Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.
- Provide a balance of live, work and play land uses and development intensities that enable convenient non-automotive trips (pedestrian, cycling and transit) where environmentally and physically feasible.
- Encourage that land uses with the highest intensity be located in areas conducive to alternative modes of transportation.

Response: This proposed project is an appropriate intensity for the area and within walking distance – or an easy bike ride – to numerous entertainment, employment and civic facilities. The area is also serviced by mass transit from City buses, trolleys, pedi-cabs and golf cart taxis.

LU6: Promote land use patterns that conserve resources such as land, clean air, water and energy, and serve all people within the community.

- Encourage a variety of compatible mixed-use land uses throughout the city in appropriate locations, allowing people to live, work, play and shop in the same general area.
- Concentrate future development in “growth areas” and other centers of activity, thereby discouraging sprawl, conserving energy, and promoting community identity.
- Protect and revitalize established areas/neighborhoods by promoting new development and the adaptive reuse of existing community resources that re-energize an area.

Response: As mentioned above, this proposed project is within walking distance – or an easy bike ride – to numerous entertainment, employment and civic facilities. The area is also serviced by mass transit from City buses, trolleys, pedi-cabs and golf cart taxis.

The proposed project will help revitalize an area that contains many empty lots and buildings that have outlived their usefulness. The new development will be one of several in the vicinity that will be designed to offer more affordable options for those that look to live, work and/or

play in the community. In addition, bringing new residents into an older area of Scottsdale will help re-energize a currently underutilized area of Downtown potentially spurring additional redevelopment.

Economic Vitality Element

EV7: Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

- Encourage and support the renovation and reuse of underutilized or vacant parcels / buildings / shopping centers.
- Enhance the experience for visitors who evaluate the quality of their experience through their visual impressions of the community by revitalizing the mature built environment of businesses and neighborhoods.

Response: As noted above, the proposed project will help revitalize an area that contains many empty lots and buildings that have outlived their usefulness. The new development will be designed to offer more affordable options for those that look to live, work and/or play in the community. The site's location is highly visible and the new development will assist in the effort to enhance the Downtown Scottsdale experience for both residents and visitors, turning what was formerly a dated building and unkempt lot into a new, high-quality development.

Housing Element

HE2: Seek a variety of housing options that blend with the character of the surrounding community.

- Encourage energy efficiency via integration of the city's Green Building and Sustainability programs (or future programs) in new housing designs.

Response: The project will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques. The project will promote the use of energy efficient systems, construction methods and alternative energy sources such a photovoltaic panels (PVs). This project will be a leader in demonstrating that environmentally responsible design can be attractive and affordable and we will develop case studies to demonstrate our findings.

The project will also feature home automation technology that is expected to reduce energy consumption by an additional 10%. The automation technology will be designed in conjunction with the power provider to be ready for "smart grid" technology as it becomes available in the near future.

HE3: Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.

- Encourage and establish appropriate incentives for development of aesthetically pleasing housing that will accommodate a variety of income levels and socioeconomic needs.
- Encourage energy efficiency via integration of the city's Green Building and Sustainability programs (or future programs) in new housing design as a contribution to long-term housing affordability and as a benefit to our environment.

Response: As mentioned above, the new development will be designed to offer more affordable options for those that look to live, work and/or play in the community. To help with affordability, the project will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques. The project will promote the use of energy efficient systems, construction methods and alternative energy sources such a photovoltaic panels (PVs), plus home automation technology that is expected to reduce energy consumption by an additional 10%.

Neighborhood Element

NE1: Enhance and protect diverse neighborhoods so they are safe and well-maintained.

- Provide for a range of housing opportunities.

Response: As noted above, the proposed project will help revitalize an area that contains many empty lots and buildings that have outlived their usefulness. The new development will be designed to offer more affordable options for those that look to live, work and/or play in the community.

NE3: Sustain the long-term economic well-being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts.

- Support and encourage appropriate public and private economic reinvestment in mature, physically and economically declining areas.
- Maintain and create opportunities for quality housing for all citizens. This is a crucial component of Scottsdale's local economy.
- Encourage "green building" techniques and alternatives that incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling in conjunction with revitalization, neighborhood conservation and redevelopment efforts.

Response: The new development will be designed to offer more affordable options for those that look to live, work and/or play in the community; as well as turning what was formerly a dated building and unkempt lot into a new, high-quality development.

The project will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques. The project will promote the use of energy efficient systems, construction methods and alternative energy sources such as photovoltaic panels (PVs). This project will be a leader in demonstrating that environmentally responsible design can be attractive and affordable and we will develop case studies to demonstrate our findings.

The project will also feature home automation technology that is expected to reduce energy consumption by an additional 10%. The automation technology will be designed in conjunction with the power provider to be ready for "smart grid" technology as it becomes available in the near future.

Community Mobility Element

CM2: Protect the physical integrity of regional networks to help reduce the number, length and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

- Improve air quality by encouraging live, work and play relationships in land use decisions that reduce the distance and frequency of automotive-generated trips.
- Encourage alternative-fuel vehicles and examine future alternatives for mobility options that will help air quality and the environment.

Response: This proposed project is located with access to numerous alternative modes of transportation and within walking/bike riding distance to many Downtown Scottsdale amenities, services and employment opportunities, which will help minimize automotive traffic downtown.

Electric Vehicle Charging stations will be located within the secured parking area for the residents to use, as well as secure bicycle parking. The scale and location of the project lends itself to a very pedestrian-oriented lifestyle that is increasing in popularity as the residential options become more varied and available within the Downtown area.

3b. Conformance to the Downtown Plan

The Downtown Plan “establishes the vision for Downtown Scottsdale” in order to “Maintain Downtown as the commercial, cultural, civic and symbolic center of the community comprised of urban neighborhoods that operate together as a highly-functional mixed-use center”. There are many ways in which the proposed project aligns with that vision.

You will find below a cross section of goals and policies with which this project aligns with the goals of the Downtown Plan.

1. Land Use

Goal LU 1: Maintain Downtown Scottsdale as the commercial, cultural, civic and symbolic center of the community to ensure a vibrant mix of mutually-supportive land uses.

- **Policy LU 1.2.** Maintain Downtown as a year-round, 24-hour highly functional mixed-use center, containing areas of different densities, architectural styles and land uses that support the needs of Scottsdale’s residents and visitors.
- **Policy LU 1.3.** Maintain a balance of Downtown 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 that support the community.

Response: This proposed project is located with access to numerous alternative modes of transportation and within walking/bike riding distance to many Downtown Scottsdale amenities, services and employment opportunities, which will help minimize automotive traffic downtown. The modern design will provide a unique and beautiful setting appropriate for the area, helping to revitalize an area that contains many empty lots and buildings that have outlived their usefulness.

The new development will be designed to offer more affordable options for those that look to live, work and/or play in the community; adding additional residents to the Downtown area will increase the activity and energy of the area around the clock, not just during days and times that are already traditionally busy. The incorporation of new full-time residents will bring new business to existing downtown restaurants and services without increasing parking demand issues.

Goal LU 2: Promote the development of Downtown as a collection of mixed-use urban neighborhoods.

- **Policy LU 2.1.** As a general Plan designated Mixed-Use neighborhood, Downtown Scottsdale should offer efficiencies of strong access to multiple modes of transportation and major regional access and services, focus on human-scale development,

accommodate higher density housing combined with complementary office or retail uses, and accommodate vertical mixed-use structures.

- **Policy LU 2.2.** Support interconnected, pedestrian-oriented urban neighborhoods that are comprised of a balanced mix of activities and land uses within optimal walking distance.
- **Policy LU 2.5.** Encourage new development, redevelopment and infill that strengthen Downtown Scottsdale’s mix of uses and activities through the development of mutually-supportive land uses within the Downtown Multiple Use urban neighborhoods. Multiple Use areas include the majority of the properties within the overall Downtown Plan boundary.
- **Policy LU 2.6.** Maintain, enhance, and expand the development of a Downtown Medical Mixed-Use urban neighborhood that supports the Downtown Medical Campus with its high influx of employees and clients. Components of this neighborhood should include vertical mixed-use development that serves the efficiency needs of the hospital, including research and development, and other medical activities. The incorporation of land uses that support the medical focus of this neighborhood such as housing, hotels, service-oriented businesses, child care, assisted living and long term care facilities are also envisioned. The greatest intensity of Downtown development may be accommodated in this urban neighborhood.

Response: This higher density multi-family housing project is located in an area with strong access to multiple modes of transportation and contributes to the desired balanced mix of activities and land uses for the area. The design of the project’s streetscape is pedestrian-oriented, including wide, shaded sidewalks and a quality landscape palette.

This project is a high-quality redevelopment infill project, aimed at improving upon the existing use of the property and the overall diversity of uses within the Downtown Multiple Use area. Located at the Eastern edge of the Medical Campus Conceptual Urban Neighborhood, the project would provide high-quality, affordable housing for employees who want to live within walking/bike riding distance of their workplace.

Goal LU 3: Continue the use of development types to guide the physical and built form of Downtown Scottsdale.

- **Policy LU 3.2.** Support higher scale Type 2 development in all non-Downtown Core areas of the Downtown.

Response: This project is a high-scale development located within the Type 2 area. By promoting a diversity in downtown housing options, it contributes to the development of

variable housing types with loft-style apartment/condominiums. Moreover, as a sustainable infill project, it will create housing for a variety of income groups and makes use of an otherwise under-utilized site.

Goal LU 4: Encourage Downtown Land Use development flexibility.

- **Policy LU 4.1.** Retain, expand, or modify as necessary, flexibility in Downtown zoning, development standards, and incentives to achieve the goals of the Downtown Plan.
- **Policy LU 4.1.** Provide flexibility in land use standards to accommodate new contemporary building typologies, green building practices, and enhanced architectural aesthetics.

Response: This district is intended to provide for development of multiple-family residential and allows a high density of population with a proportional increase in amenities as the density rises. The district is residential in character and promotes a high-quality environment through aesthetically-oriented property development standards.

The project we're proposing will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques. The project will promote the use of energy efficient systems, construction methods and alternative energy sources such as photovoltaic panels (PVs). This project will be a leader in demonstrating that environmentally responsible design can be attractive and affordable and we will develop case studies to demonstrate our findings.

The project will also feature home automation technology that is expected to reduce energy consumption by an additional 10%. The automation technology will be designed in conjunction with the utility provider to be ready for "smart grid" technology as it becomes available in the near future.

Goal LU 6: Promote diversity in Downtown housing options.

- **Policy LU 6.1.** Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes, and live/work units.
- **Policy LU 6.2.** Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.
- **Policy LU 6.3.** Encourage residential development for a variety of income groups.

Response: By promoting a diversity in downtown housing options, this project contributes to the development of variable housing types with loft-style apartment/condominiums. Moreover, as a sustainable infill project, it will create housing for a variety of income groups and makes

use of an otherwise under-utilized site. The addition of a small boutique style multi-family project on an infill lot will hopefully encourage other developers to follow suit and replace vacant or dated buildings that are underutilized with new options for full-time residents desiring to experience the culture that downtown Scottsdale has to offer.

2. Character & Design

Goal CD1: The Design Character of any area should be enhanced and strengthened by new development that promotes contextual compatibility.

- **Policy CD 1.1.** Incorporate, as appropriate, in building and site design, the distinctive qualities and character of the surrounding, and/or evolving context.
- **Policy CD 1.2.** Encourage creative and innovative civic and prominent developments to establish new urban design character and contextual interpretations of the Downtown, for areas where development patterns are fragmented or are in transition.
- **Policy CD 1.8.** Encourage new development and revitalization that is composed of complementary and/or supportive design relationships with the established urban form, as well as design features and materials of the neighborhoods within which they are sited.

Response: The surrounding context is unique in that it's truly a mixed use neighborhood with very small, limited commercial and service uses and a substantial residential population that is mixed between new housing product and much older product. It appears that the trend is for the older housing product to be redeveloped into more current residential patterns. This project exemplifies being a good neighbor by taking a currently vacant and unkempt lot and dated, vacant building and redeveloping it into a vibrant and modern community-driven complex.

The site in its current state perfectly suits the description in the policy of being "fragmented". Our proposed development will bring new vision into a neighborhood that has already begun a significant transition. Key factors that allow our proposed project to integrate with the surrounding context so well are the focus on pedestrian scale and visual experience and the sequestering, or non-prevalence, of vehicles and parking. The design of our proposed project goes to great lengths to minimize the importance of the vehicles and their parking, which only adds to the pedestrian-oriented concept and enhancement of the downtown area.

Goal CD3: Downtown development should respect and respond to the unique climate and context of the Southwestern Sonoran Desert.

- **Policy CD 3.1.** Enhance outdoor pedestrian comfort through microclimatic design that incorporates a variety of shade conditions, landscape, and features that are drought tolerant, as well as offer attractive spaces, and passively cooler temperatures.
- **Policy CD 3.2.** Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

Response: The siting and orientation of the project has been designed with the pedestrian and resident in mind, to create an oasis within the urban environment. The completely shaded parking structure allows for passive cooling of the second floor area via natural convection. Inside the units themselves, the two story stairway will allow for natural cooling via convection as well. The integration of the pool on the first level provides for a partially-shaded lounge area for the residents that will be heavily landscaped to provide aesthetic appeal and the proper amount of privacy. Locating this on the street level also provides a visual oasis for non-residents that are passing by the project.

This micro climate will serve to promote an overall feeling of comfort and shade, mitigating the harsh temperatures we experience during the summer months. Utilizing the building itself to shade the parking without the creation of additional structures or paved area greatly diminishes the “urban heat island” effect created by standard parking lots even when carports are utilized. It is our intention that this will serve as an example of how to maximize a site’s potential in our desert environment in the most passive manner available to us.

Goal CD6: *Incorporate a regional landscape palette that complements Downtown’s urban character.*

- **Policy CD 6.1.** Downtown landscape elements should project a desert oasis design character, providing an abundance of shade, color, varied textures and forms.
- **Policy CD 6.2.** Landscape materials should complement Downtown’s built environment, land uses, and activities through the careful selection of plant materials with regard to scale, density, placement, and arrangement.

Response: As mentioned earlier in the report, the goal with the landscape design is to provide a very lush, tropical setting that provides year round vibrant color while utilizing drought tolerant and very low water-use plant material. The plantings will be designed to add not only significant color but also texture and variety of scale. We will be designing for a layered approach that maintains human scale while accenting the architecture of the building and promoting natural passive cooling via shade and the plants themselves.

Goal CD7: The extent and quality of lighting should be integrally designed as a part of the built environment.

- **Policy CD 7.1.** Achieve a balance between ambient light levels and designated lighting needs.
- **Policy CD 7.2.** Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular travel for safety in public/private spaces.

Response: The entire project will utilize LED lighting to minimize the energy consumption of the building and maximize our green potential. Light levels in the parking structure will be as minimal as feasible while providing for a safe environment. A combination of occupancy and daylight sensors will be utilized to ensure that energy is never being wasted when it is not needed. The exterior of the property will have minimal lighting that will be designed to enhance the landscape material as well as the architecture without over-illuminating the façade. The landscape lighting and building lighting will be coordinated to ensure that the photometrics for the site include all sources from the project as well as existing street lighting.

Goal CD8: Implement high-quality design in Downtown architecture.

- **Policy CD 8.1.** Encourage contemporary and historical interpretations of regional Southwestern Sonoran Desert architectural traditions.
- **Policy CD 8.2.** Promote the “Scottsdale Sensitive Design Principles” in the creation of architecture in Downtown.
- **Policy CD 8.3.** Promote the principles of design in the “Downtown Urban Design and Architectural Guidelines” in all Downtown development.

Response: It is the goal of the entire design and development team to create a new and exciting product to compliment the increasingly diverse and revitalized downtown area. The uniqueness of the design focusing on green technology, minimal foot print, lack of visible surface parking, reduction of urban heat island, deeply shaded private and common areas etc. all contribute to what we believe will be a trendsetting example of reuse and revitalization of an underutilized site that exemplifies modern urban desert architecture.

The materials and forms with which they are interwoven create a modern desert oasis with a visual and textural sensation of quality not abundant in similar product available on the market. The ability to deliver high-quality, green design at an affordable price point will set this project apart and ideally encourage more redevelopment of a similar nature.

Goal CD9: Development should incorporate sustainable building practices and products.

- **Policy CD 9.1.** Development should strive to incorporate sustainable planning, design strategies, building techniques, and the use of durable indigenous materials, to minimize environmental and maintenance impacts, and endure over time.
- **Policy CD 9.2.** Encourage green building design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plant materials.
- **Policy CD 9.3.** Promote the use of energy efficient systems, construction methods, and alternative energy sources.

Response: The project will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques. The project will promote the use of energy efficient systems, construction methods and alternative energy sources such as photovoltaic panels (PVs). This project will be a leader in demonstrating that environmentally responsible design can be attractive and affordable and we will develop case studies to demonstrate our findings.

The project will also feature home automation technology that is expected to reduce energy consumption by an additional 10%. The automation technology will be designed in conjunction with the utility provider to be ready for "smart grid" technology as it becomes available in the near future.

3. Economic Vitality

Goal EV1: Support Downtown's economic role as a hub for arts, culture, retailing, entertainment, tourism and events.

- **Policy EV 1.4.** Promote Downtown as a creative environment in which people can live, work, and pursue leisure activities.

Response: The new development will be designed to offer more affordable options for those that look to live, work and/or play in the community. By adding new full-time residents to the downtown area this project will provide new patrons for local services and restaurants on a daily basis, helping to energize the surrounding area.

Goal EV2: Promote private investment and attract new development to downtown.

- **Policy EV 2.1.** Encourage new development and reinvestment that maintains Downtown's economic edge in the region.

- **Policy EV 2.2.** Promote a mix of daytime/nighttime activities year-round through new development that includes vertically mixed land uses and a diverse range of housing development.

Response: By promoting a diversity in downtown housing options, this project contributes to the development of variable housing types with loft-style apartment/condominiums. Moreover, as a sustainable infill project, it will create housing for a variety of income groups and makes use of an otherwise under-utilized site. This project is unique in that it will provide a secured common parking area that is not typically seen in developments of this size. It is intended that the benefits of this design will not only be visual, but that it will also play a huge role in the environmental sustainability of the project by assisting with passive cooling and the reduction of the urban heat island.

The new development will be designed to offer more affordable options for those that look to live, work and/or play in the community; and adding additional residents to the Downtown area will increase the activity and energy of the area around the clock, not just during days and times that are already traditionally busy.

Goal EV3: Establish public regulations and processes that encourage creativity and flexibility in building and site design.

- **Policy EV 3.2.** Create and/or amend zoning and land use regulations to allow for flexible design as Downtown spaces are developed or redeveloped.
- **Policy EV 3.3.** Allow regulatory flexibility when development clearly supports and implements key goals and policies of the Downtown Plan.

Response: We are asking for flexibility in Downtown zoning in order to achieve the goals of the Downtown Plan. This district is intended to provide for development of multiple-family residential and allows a high density of population with a proportional increase in amenities as the density rises. The district is residential in character and promotes a high-quality environment through aesthetically-oriented property development standards.

3c. Conformance to the Downtown Urban Design & Architecture Guidelines

The primary purpose of these Guidelines is to influence the general character of new projects in order to preserve the present qualities that exist in Downtown Scottsdale. There are many ways in which the proposed project aligns with that vision.

You will find below a cross section of goals and policies with which this project aligns with the goals of the Downtown Urban Design & Architecture Guidelines.

A. Site Development

A2. Active Street Frontages:

- Design active building frontages to create inviting indoor and outdoor spaces visible from the sidewalk and street.

Response: Active street frontages are provided along both 70th Street and 6th Street. Both indoor and outdoor spaces are visible from the sidewalk and street, including numerous balconies and an internal deck/pool area that creates a shaded oasis for the residents and a visual enhancement for the public (*as can be seen in the image to the right*).



A4. Parking Facilities:

- Minimize the visual impact of parking structures and parking lots by locating them at the rear or interior portions of building sites.
- Parking access from alleys and side streets is desired. The number of entrances to parking facilities from other streets, especially major arterials, should be kept to a minimum.

Response: Parking will be located on the ground floor of the development, with minimum visual impact. There will be one secure vehicular point of access from 70th street and one secure vehicular access from 6th street. Utilizing the building itself to shade the parking without the creation of additional structures or paved area greatly diminishes the “urban heat island”

effect created by standard parking lots even when carports are utilized. It is our intention that this will serve as an example of how to maximize a site’s potential in our desert environment in the most passive manner available to us.

A5. Building Equipment and Services:

- Locate service and loading zones to minimize visibility from public streets.
- Mechanical and electrical equipment, solar collectors, satellite dishes and communications equipment should be concealed from view of public streets and neighboring properties.

Response: All equipment and service areas have been concealed within the structure, minimizing visibility from public streets and neighboring properties. Rooftop units will be surrounded on all sides by metal wall panels that match building finish. SES and fire riser are concealed from view in an enclosed room with access doors and gate to match the architectural character and style of the project. Electrical meters and transformers will be located inside the parking structure and away from public view.

A8. The Continuity of Street Spaces:

- Buildings should create consistent street setback patterns by locating a maximum amount of their front elevation on the setback line.
- The preferred building-street relationship is to place buildings parallel to the street.



Response: A consistent and architecturally pleasing street setback pattern has been designed by maximizing the amount of elevation placed upon the setback line, and the preferred building-street parallel relationship is incorporated (*as can be seen in the image to the left*).

A9. The Building Setback Zone:

- The building setback zone should be developed as a “patio” landscape designed primarily for pedestrian activity and enjoyment.
- Expanses of lawn should be avoided.

Response: The building setback zone has been developed as a “patio” landscape, with expanses of lawn avoided. Paving will include a variety of textures and colors, the planting plan along the street edges will be linear and rhythmic with occasional contrasts and accents, lighting will be included to supplement street lighting, trees will create shade for pedestrians and geometric patterns are utilized.

B. Building Form

B1. Reduction of Apparent Size and Bulk:

- Downtown buildings of three or more stories should be designed as carefully-orchestrated compositions of smaller parts. Every building should reduce its perceived height and bulk by dividing the building mass into smaller-scale components.
- Large or long continuous wall planes should be avoided. As a general principle, building surfaces over two stories high or 50 feet in length should be relieved with a change of wall plane that provides strong shadow and visual interest.

Response: The building has been designed with multiple areas of projections and recesses to reduce the perceived bulk of the building and to provide contrast.

C. Architectural Character

C1. Proportion and Scale

- Development proposals should demonstrate evidence they have studied the predominant scale and proportions of buildings in the district and street where they are to be located.

Response: As preferred, the building has been designed with a horizontal emphasis to avoid exaggerating the building height. The spacing of elements is varied rather than repetitive. There is more wall than window, and thin elements have been used to provide detail.

C2. Building Materials

- Restraint should be used in the number of different building materials selected. Simplicity of palette is desired.
- Building materials similar to those in predominant use on the street or in the district of the new project are encouraged.
- Wall detailing should recess glass surfaces in shadow as deeply as possible within the limits of the selected construction systems.
- Highly reflective materials that create glare should be avoided.

Response: The building has been designed to minimize the number of exterior materials while creating enough variation in the form of the building itself to create interest. All glazing on the project is either deeply recessed by patios or recessed as much as possible from the surface of the wall. With the exception of the low e glazing, there are no reflective materials proposed on the elevations.

The materials that comprise the structure were carefully selected to create a modern yet natural feeling when experienced by the residents as well as the public. The use of dark bronze steel juxtaposed with warm wood and smooth stucco create a solid, quality textural backdrop to the expanses of deeply shaded glazing that provide a feeling of openness and connectivity with the outdoors and surrounding environment. Multiple recesses within the geometric form provide shade that creates a cooling and inviting atmosphere.

C3. Color and Texture

- Building colors should emphasize light and muted colors, with light earth tones dominant.
- Color selection should show evidence of coordination with the predominant use of color on the street and district of the new project.

Response: It is the intent of the design team to utilize a muted desert palate that still evokes a modern sensibility. Wood soffit materials and dark steel accents will further add to a feeling of quality and detail.

C4. Architectural Detail

- Surface detail, ornament and other elements that enrich architectural character are encouraged.

Response: The design team has spent a significant amount of time designing the exterior facades of the building to be the detail and ornamentation without the need for adornment. We prefer to create strong architecture that is enriching in its own right without the need for additional accoutrements.

D. Landscape Character

D1. Streets

- Plants, street furniture, paving, and other landscape elements should be organized along streets to create a unified civic appearance. The materials and layout of these elements should conform to City standards.

- A safe comfortable pedestrian environment should be created as a result of creative street frontage design. Give primary consideration to provision of ample shade, special paving, and buffer between the street and walking space.

Response: The premise behind the landscape design is to create a very vivid palette of colors and texture that not only highlights the architecture but provides visual stimulus to anyone passing by the site. Utilizing drought tolerant plants and succulents, the goal is to provide a year round tapestry of colors that will never be dormant. The plant material and layout will complement the structure while evoking a cooling oasis of colorful greenery. Ample shade and the use of diverse paving materials will all enhance the pedestrian experience.

D2. Site Spaces

- Landscaping for individual sites should provide shade, opportunities to rest, adequate lighting and relief from traffic noise.
- Design for outdoor spaces should address special site conditions such as solar orientation and relationship to the street, neighboring building and neighboring offsite spaces.
- Landscape elements should relate closely to the character, materials and function of site architecture.

Response: The outdoor spaces of the project have been designed to create an urban oasis offering residents and the public sensorial relief from the desert environment. The orientation has been designed to offer shade and maximize the views and minimizing the impact of surrounding traffic noise and lighting.

D3. Plant Selection

- The plant palette for individual projects should reinforce Downtown's character as an urban oasis by emphasizing plants that provide shade, year round color and a variety of textures and forms.
- The selection and layout of plant materials should optimize each species' growth potential by recognizing its special environmental and maintenance requirements.
- Planting design for use in Downtown projects should respect the need for water conservation.

Response: The premise behind the landscape design is to create a very vivid palette of colors and texture that not only highlights the architecture but provides visual stimulus to anyone passing by the site. Utilizing drought tolerant plants and succulents, the goal is to provide a year

round tapestry of colors that will never be dormant. The plant material and layout will complement the structure while evoking a cooling oasis of colorful greenery. Ample shade, and the use of diverse paving materials will all enhance the pedestrian experience.

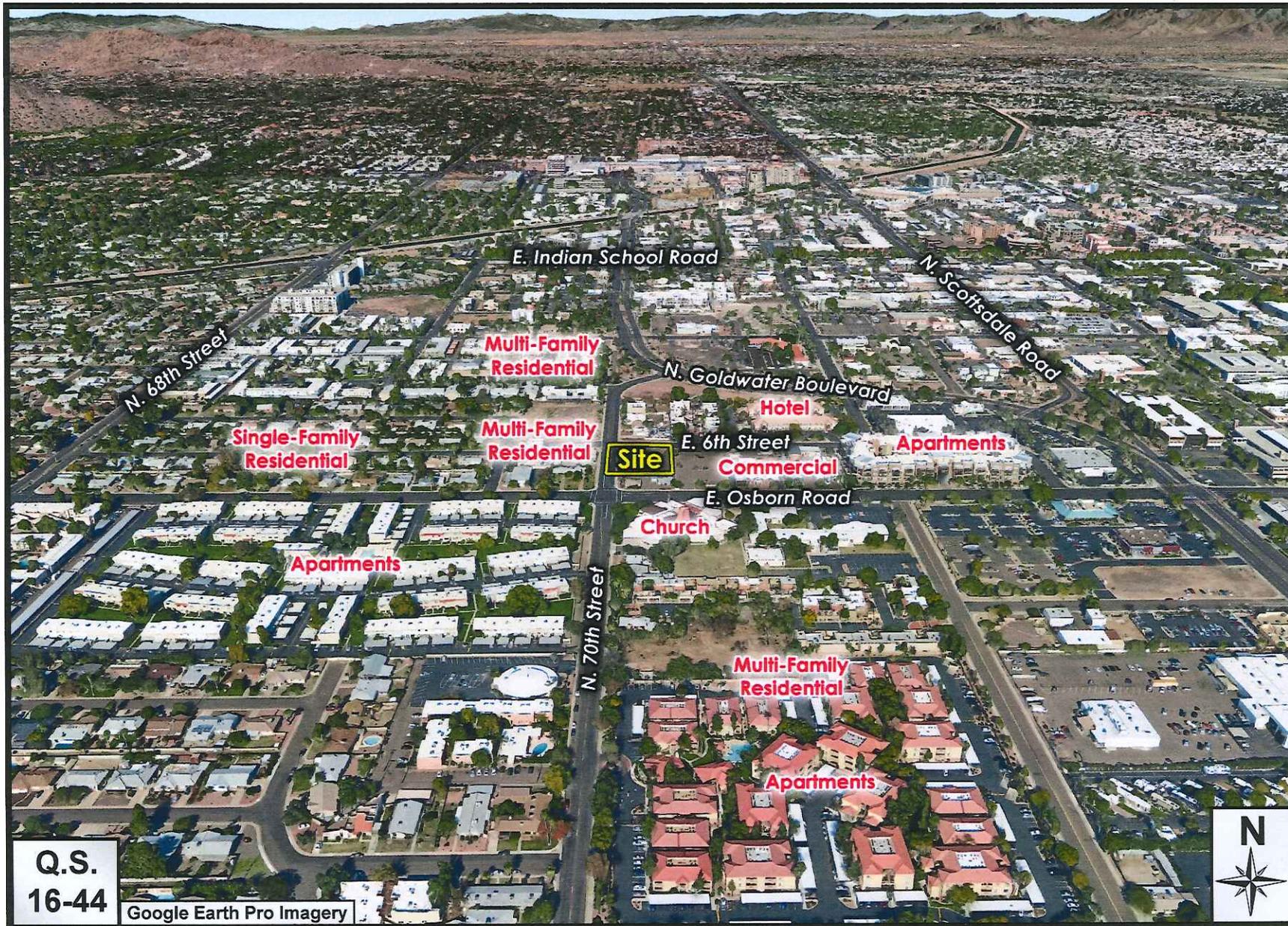
4. Conclusion

This proposed project demonstrates how a small, underutilized site can be developed to benefit the community by providing environmentally sensitive, market-priced housing. As demonstrated in the narrative, the project is in conformance with the City of Scottsdale's General Plan, the Downtown Plan, and the Downtown Urban Design and Architecture Guidelines.

It is the goal of the entire design and development team to create a product that can serve as an example of how to create environmentally sensitive modern desert architecture on an underutilized site helping to revitalize and energize the culturally diverse amenities that downtown Scottsdale has to offer.

5. Appendix – Exhibits

SEE ATTACHED REPORT EXHIBITS



Q.S.
16-44

Google Earth Pro Imagery



70th Street Lofts

3-ZN-2016



Multi-Family Residential

Commercial

Multi-Family Residential

Hotel

N. 70th Street

E. 6th Street

Site

Multi-Family Residential

Commercial

E. Osborn Road



Q.S.
16-44

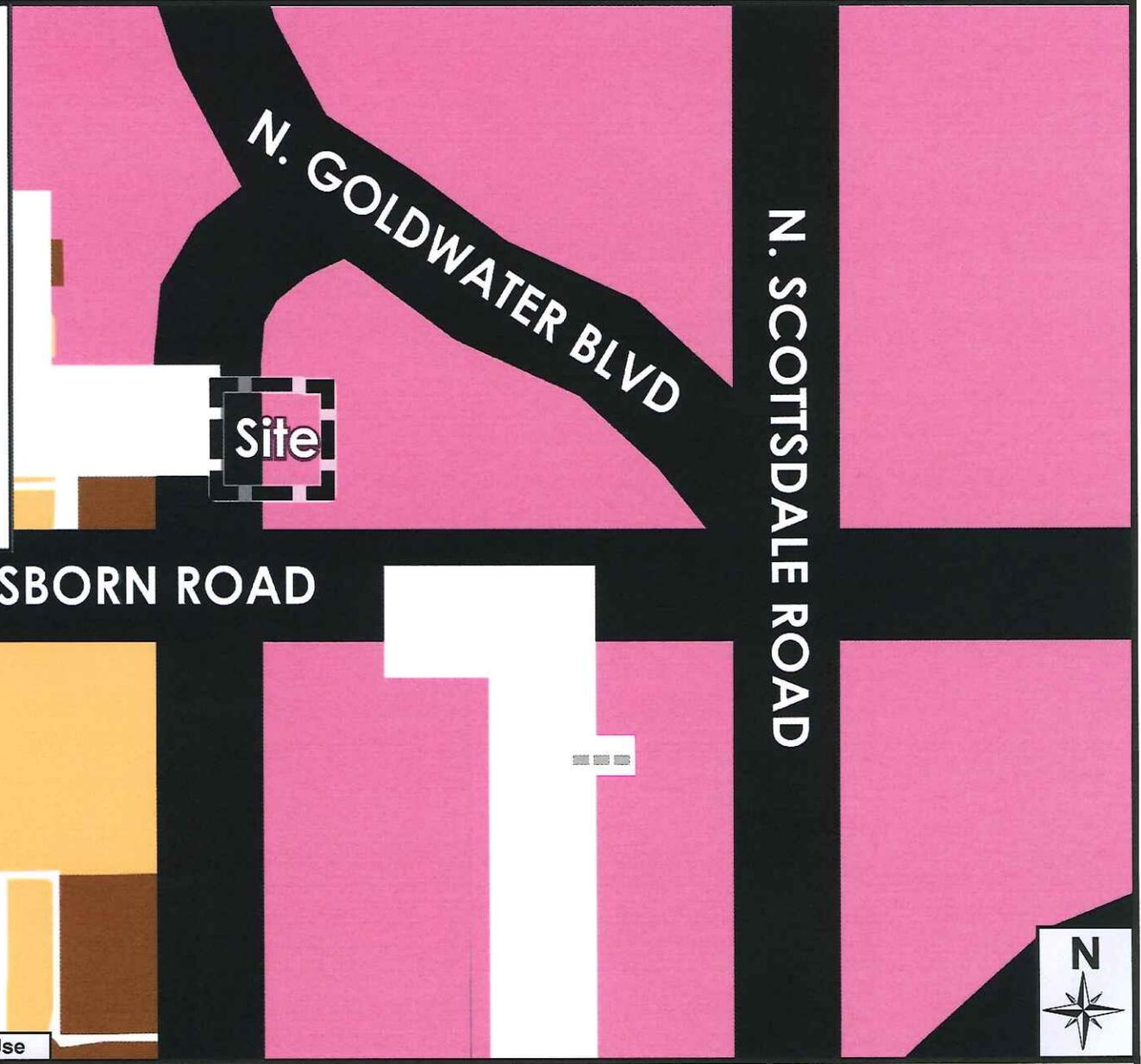
Google Earth Pro Imagery

70th Street Lofts

3-ZN-2016

ATTACHMENT #3A

-  RURAL NEIGHBORHOODS
-  SUBURBAN NEIGHBORHOODS
-  URBAN NEIGHBORHOODS
-  MIXED-USE NEIGHBORHOODS
-  RESORTS/TOURISM
-  SHEA CORRIDOR
-  MAYO SUPPORT DISTRICT
-  REGIONAL USE DISTRICT
-  COMMERCIAL
-  OFFICE
-  EMPLOYMENT
-  NATURAL OPEN SPACE
-  DEVELOPED OPEN SPACE (PARKS)
-  DEVELOPED OPEN SPACE (GOLF COURSES)
-  CULTURAL/INSTITUTIONAL OR PUBLIC USE
-  MCDOWELL SONORAN PRESERVE (AS OF 8/2003)
-  RECOMMENDED STUDY BOUNDARY OF THE MCDOWELL SONORAN PRESERVE
-  CITY BOUNDARY
-  LOCATION NOT YET DETERMINED



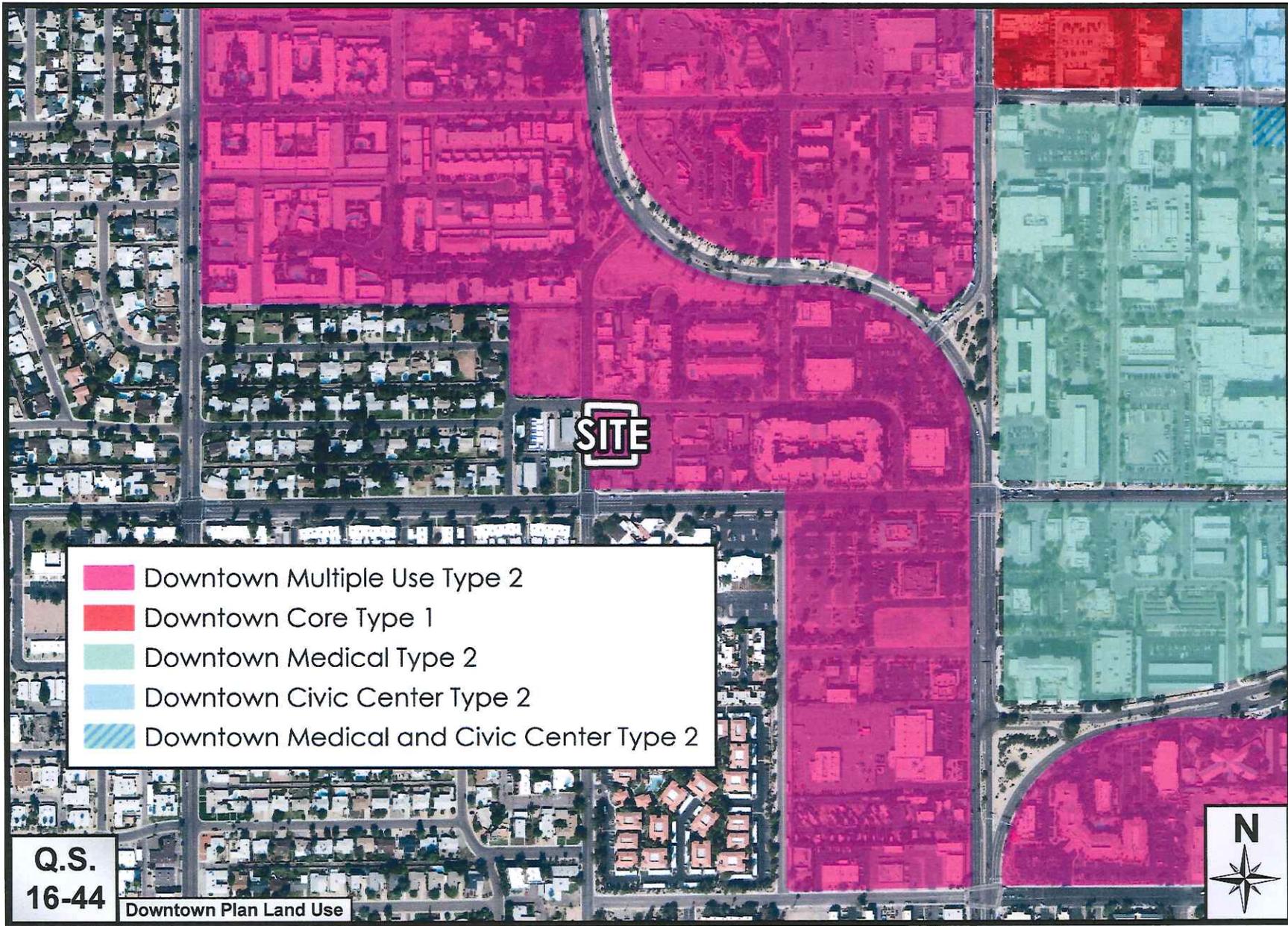
**Q.S.
16-44**

General Plan Land Use

70th Street Lofts

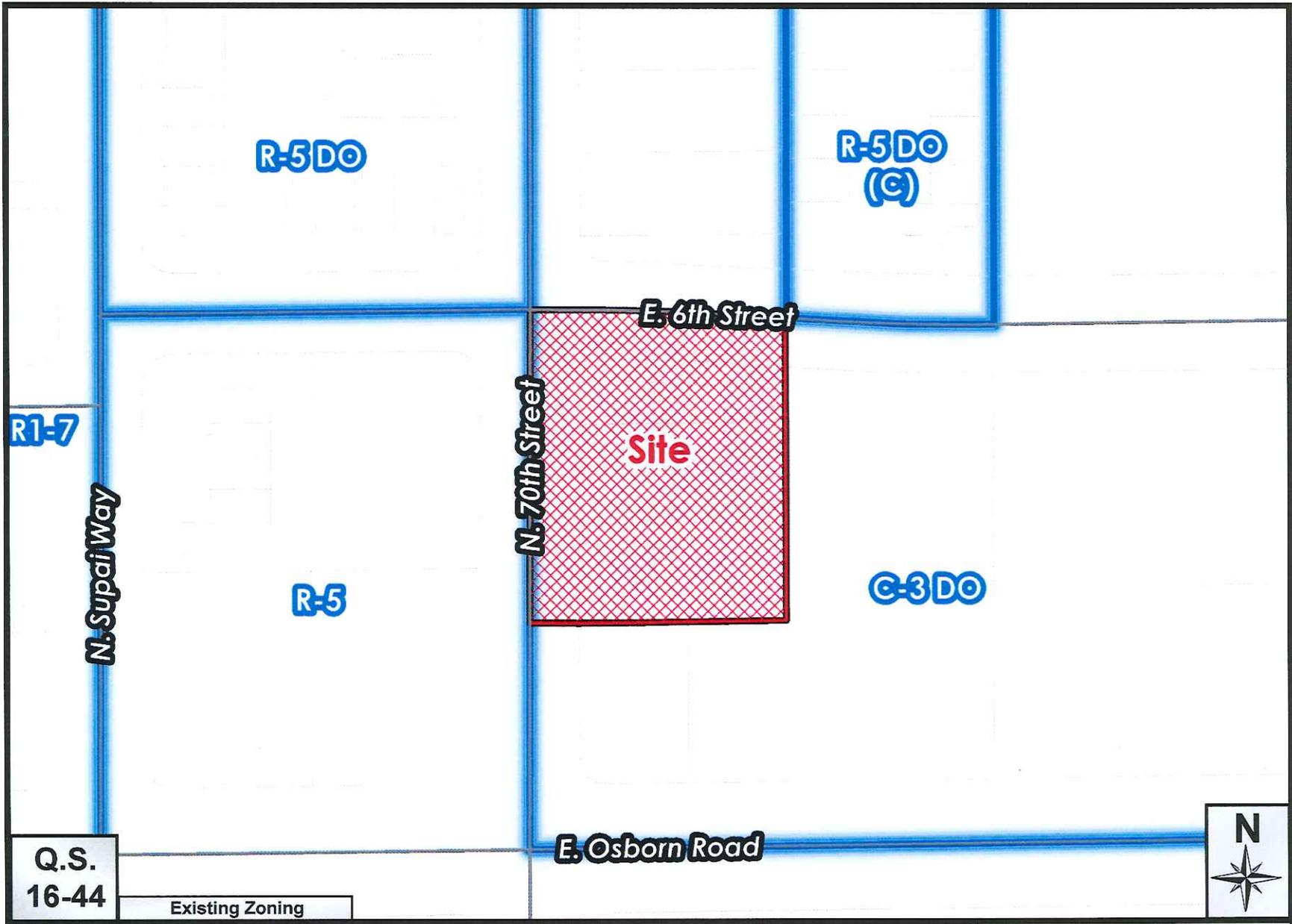
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ATTACHMENT #4



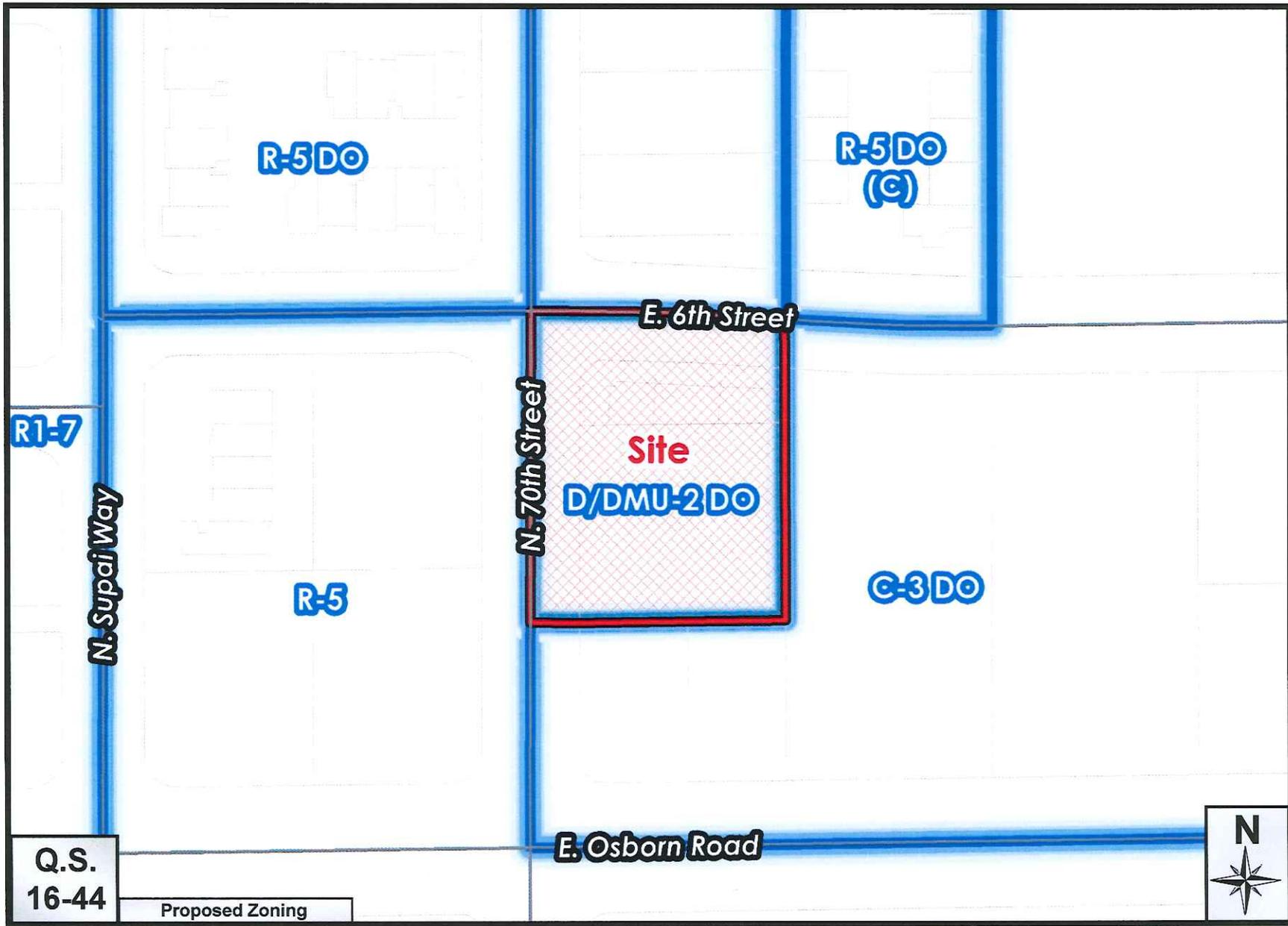
70th Street Lofts

3-ZN-2016



70th Street Lofts

3-ZN-2016



Q.S.
16-44

Proposed Zoning



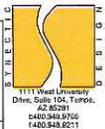
70th Street Lofts

3-ZN-2016



EXTERIOR ELEVATION LEGEND	
	NAME PAINTED STUCCO FINISH MANUF. SHERWIN WILLIAMS FINISH FLAT COLOR DET672 INSTANT CLASSIC LRV 70 HUE/V/CH 2.7Y / 8.6 / 1.4
	NAME PAINTED STUCCO FINISH MANUF. SHERWIN WILLIAMS FINISH FLAT COLOR SW7019 GAUNTLET GRAY LRV 17 HUE/V/CH 7.5GY / 5 / 2
	NAME ALUMINUM WALL SIDING TO BE SELECTED STYLE 6" WOOD GRAIN PANEL COLOR CHERRY WOOD SPECIES
	NAME CABLE RAILING SYSTEM FINISH PAINTED SEMIGLOSS COLOR BLACK FRAME W/ STEEL CABLE & COMPOSITE WOOD HANDRAIL TO MATCH SIDING
	NAME DUAL PANE ALUMINUM WINDOW TO BE SELECTED COLOR DARK BRONZE FRAME
	NAME METAL WALL PANELS MANUF. MBCI COLOR CHARCOAL GRAY FINISH SMOOTH

EXTERIOR ELEVATION GENERAL NOTES
 A. ALL ROOF TOP UNITS TO BE SCREENED. SCREEN TO MATCH METAL WALL PANEL <F>. SEE SITE DETAILS.
 B. AVERAGE TOP OF CURB ELEVATION = 52.29



3425 N 70TH STREET - MULTI-FAMILY
DESIGN REVIEW
 3425 N 70TH STREET
 SCOTTSDALE, AZ 85251

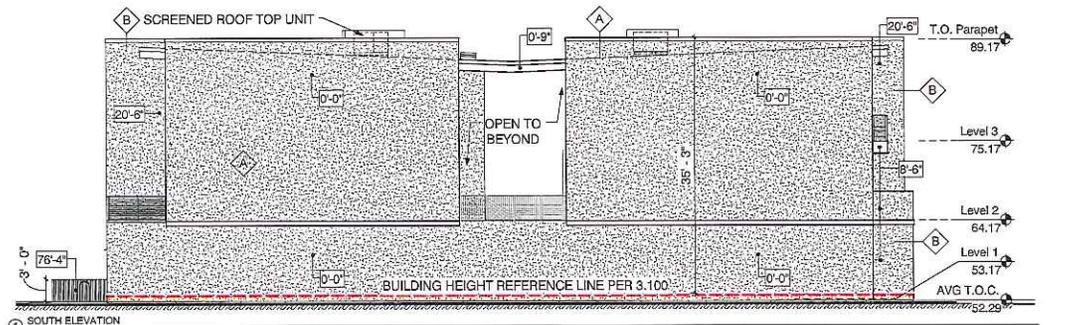


REVISIONS	

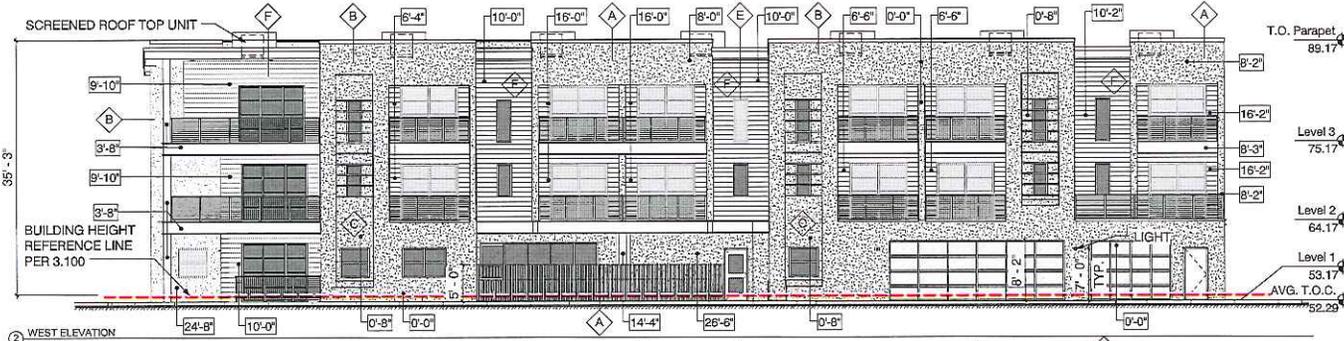
Project: DR
 Drawn By: DPH
 Viewed By: LDB
 Project No: 3524
 File: 2016-0507
 Sheet:
DR3.0
 EXTERIOR ELEVATIONS
 COLOR

3-ZN-2016
 8/4/2016

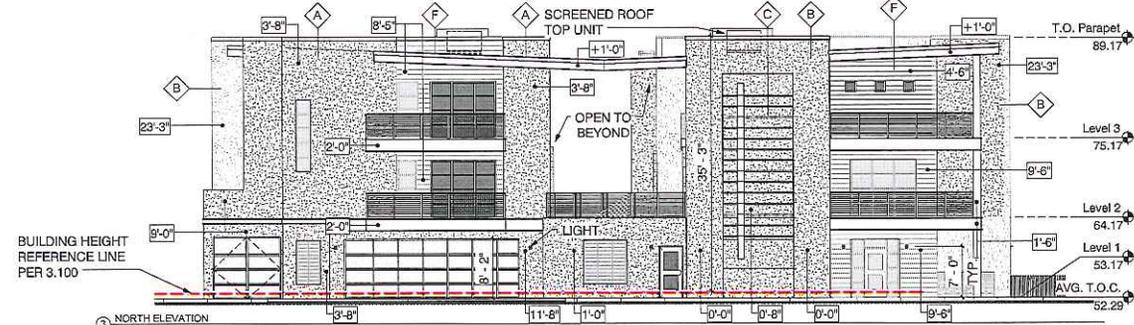
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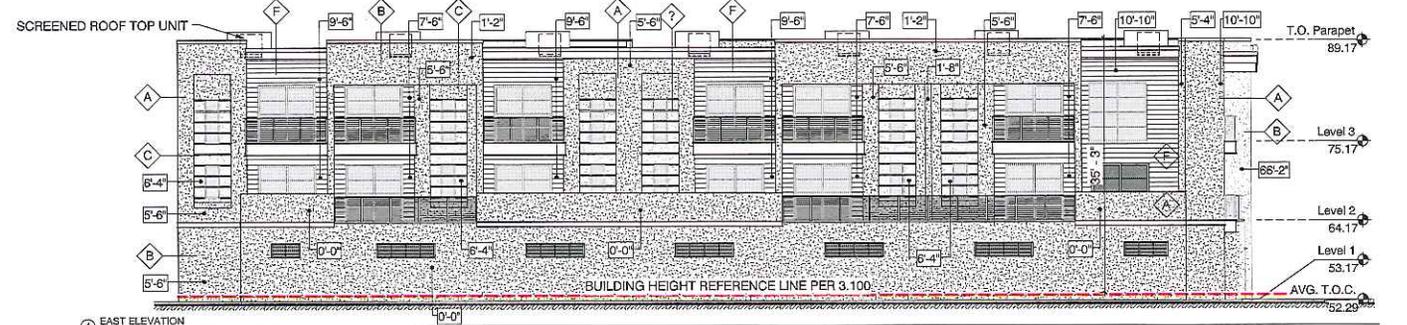
1 SOUTH ELEVATION
1/8" = 1'-0"



2 WEST ELEVATION
1/8" = 1'-0"



3 NORTH ELEVATION
1/8" = 1'-0"



4 EAST ELEVATION
1/8" = 1'-0"

EXTERIOR ELEVATION LEGEND

A	NAME MANUF. FINISH COLOR HUE/V/CH	PAINTED STUCCO FINISH SHERWIN WILLIAMS FLAT DET672 INSTANT CLASSIC (LRV=70) 2.7Y / 8.6 / 1.4
B	NAME MANUF. STYLE COLOR HUE/V/CH	PAINTED STUCCO FINISH SHERWIN WILLIAMS FLAT SW7019 GAUNTLET GRAY (LRV=17) 7.5GY / 5 / 2
C	NAME MANUF. STYLE COLOR	ALUMINUM WALL SIDING TO BE SELECTED 6" WOOD GRAIN PANEL CHERRY WOOD SPECIES
D	NAME FINISH COLOR	CABLE RAILING SYSTEM PAINTED SEMIGLOSS BLACK FRAME W/ STEEL CABLE & COMPOSITE WOOD HANDRAIL TO MATCH SIDING
E	NAME MANUF. COLOR	DUAL PANE ALUMINUM WINDOW TO BE SELECTED DARK BRONZE FRAME
F	NAME MANUF. COLOR FINISH	METAL WALL PANELS MBCI CHARCOAL GRAY SMOOTH

EXTERIOR ELEVATION GENERAL NOTES

- A. ALL ROOF TOP UNITS TO BE SCREENED. SCREEN TO MATCH METAL WALL PANEL <F>. SEE SITE DETAILS.
- B. AVERAGE TOP OF CURB ELEVATION = 52.29



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AZ 85281
480.949.9702
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**3425 N 70TH STREET - MULTIFAMILY
DESIGN REVIEW**

3425 N 70TH STREET
SCOTTSDALE, AZ 85251

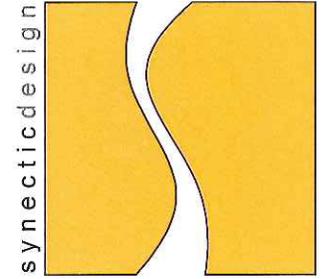


REVISIONS

NO.	DESCRIPTION

Project: DR
 Drawn By: Author
 Revised By: Checker
 SDI Project No: 3524
 Date: 2016/09/07
 Sheet:

DR3.1
 EXTERIOR ELEVATIONS
 (FINE DRAWINGS)



January 29, 2016

To: Dan Symer, Project Coordinator
City of Scottsdale
Planning and Development Services

RE: Citizen Review Report

A. Details of the methods used to involve the public include:

1. A map showing the number of and where notified neighbors are located – please find attached, item #1.
2. A list of names and addresses of contacted parties - Property Owners and HOAs within 750' attached, items #2 and #3, as provided by City of Scottsdale Planning and Development.
3. Number of times, dates and methods of contact – All neighbors were contacted twice via letters sent through the US Postal Service. The first letter was sent 1/11/2016 and a second letter was sent 1/13/2016, changing the date of the open house.
4. Copies of letters used to contact neighbors and HOAs – Please find attached, items #4 and #5. The Preliminary Site Plan included (as an 11x17") is attached as item #6.
5. Date and location of meeting – the meeting was Monday, January 25, 2016 from 3 to 5 pm on the project site at 3425 N 70th Street, Scottsdale.
6. Open House sign-in sheet and comment sheet – sign-in sheet attached, item #7. People who participated in the process are lines 1-5 and the community member who showed up is on line 6. Although comment sheets were provided, there were no comments.
7. Completed affidavit of sign posting with a time/date stamped photo – attached, items #8 and #9.

B. A written summary of the comments, issues, concerns and problems expressed by citizens during the process: There were no comments, issues, concerns and/or problems expressed by citizens during the process. Only one participant came to the meeting and she verbally expressed support but declined to make a written comment.

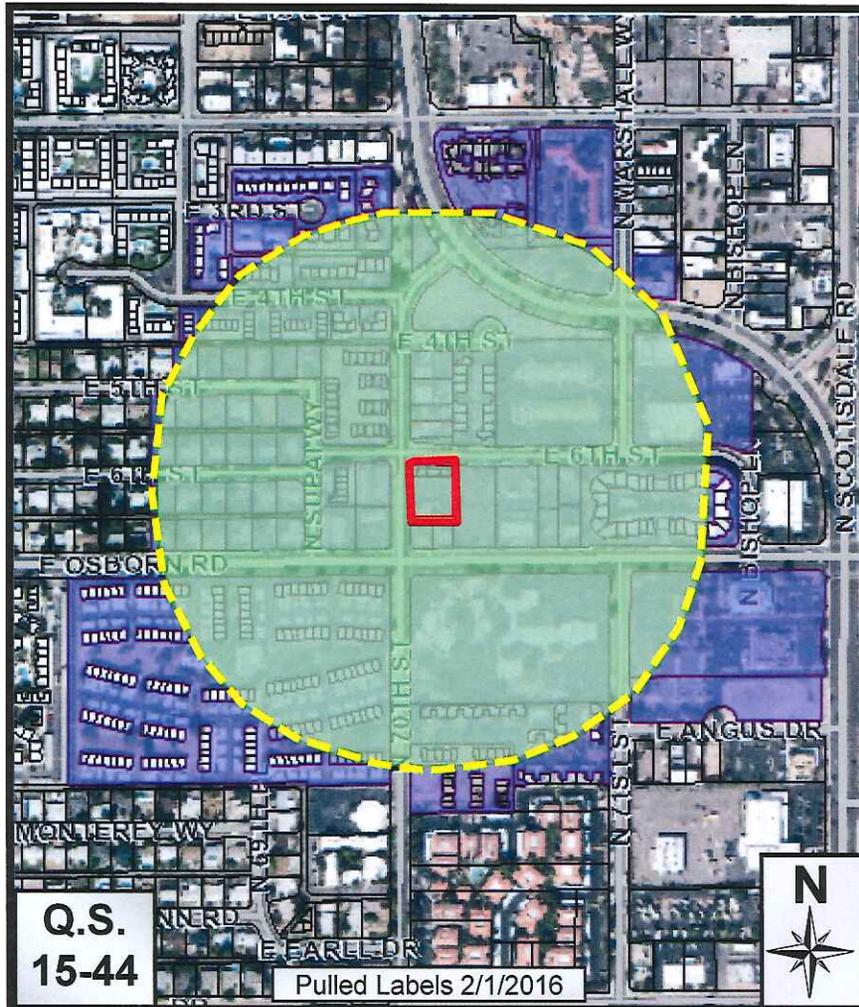
If you need any additional information, please let us know.

Best Regards,

Lance D. Baker, AIA
President
Synectic Design, Inc.

ATTACHMENT #9

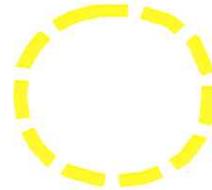
City Notifications – Mailing List Selection Map



Map Legend:



Site Boundary



Properties within 750-foot

HUP Postcards - 309

Additional Notifications:

- Interested Parties List
- Adjacent HOA's
- P&Z E-Newsletter
- Facebook
- Twitter
- Nextdoor
- City Website-Projects in the hearing process

ATTACHMENT #10

Q.S.
15-44

Pulled Labels 2/1/2016

70th Street Lofts

3-ZN-2016

ATTACHMENT #10