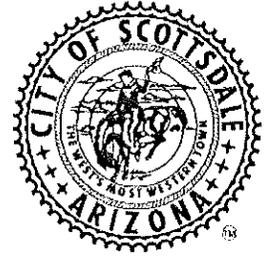


PLANNING COMMISSION REPORT



Meeting Date: November 9, 2016
General Plan Element: *Land Use*
General Plan Goal: *Create a sense of community through land uses*

ACTION

**Palmeriaie
7-ZN-2016**

Request to consider the following:

1. A recommendation to City Council regarding a request by owner for a Zoning District Map Amendment from Resort/Townhouse Residential (R-4R) zoning to Planned Regional Center (PRC) zoning, including approval of a Development Plan, on a +/-20-acre site located at 6990 N. Scottsdale Road.

Goal/Purpose of Request

The proposed zoning district map amendment and Development Plan will allow a significant mixed-use development on the vacant site to include a maximum of 141 residential units in 170,000 square feet, maximum 150 hotel units in 134,000 square feet, 226,000 square feet of commercial space, and 80,000 square feet of office space.

Key Items for Consideration

- Conformance with Scottsdale General Plan and Southern Scottsdale Character Area Plan
- Applicant proposes a two-phased, master planned development as a means to complement the future development of the Ritz-Carlton resort in Paradise Valley as well as implement the Scottsdale General Plan Resort/Tourism land use designation
- Phase Two of development project will have further review and approval by Planning Commission and City Council at a future date
- Development of large, vacant site at prominent location
- Compatibility with surrounding developments
- No input received in opposition to proposed request and development

OWNER

Five Star Development
480-603-1384

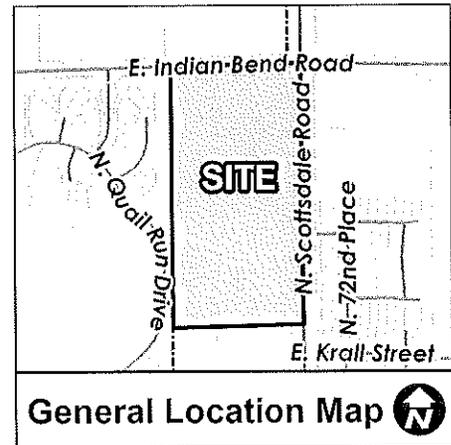
APPLICANT CONTACT

Jason Morris
Withey Morris, PLC
602-230-0600

LOCATION

6990 N. Scottsdale Road

BACKGROUND



General Plan

The City of Scottsdale General Plan 2001 Land Use Element designates the property as Resorts/Tourism. This land use category is designed for hotels and a variety of resorts, which can be freestanding or part of a resort community or master planned development. Resort locations capitalize on good transportation, the physical amenities of the area, and recreational or shopping opportunities. Hotels or resorts often include some ancillary retail, cultural and recreational uses.

Southern Scottsdale Character Area Plan

The General Plan establishes Character Area Planning as a means to ensure quality of development and consistency of character within the context of community-wide goals. The subject site is located within the Southern Scottsdale Character Area Plan along the Resort Corridor. The Resort Corridor consists of medium to low intensity development and exists along N. Scottsdale Road between E. Highland Drive and E. Indian Bend Road. As per the plan, this corridor contains a mix of land use classifications that support, maintain, enhance, and expand hospitality/tourism land uses in Southern Scottsdale.

Zoning

The site is zoned Resort/Townhouse Residential (R-4R). The R-4R zoning district is intended primarily for self-contained accommodations which include recreational amenities and services customarily furnished at hotels, including the service of meals. Additionally, this district provides for residential development having either party walls or walled courtyards.

Context

Located at the southwest corner of the intersection of E. Indian Bend Road and N. Scottsdale Road the surrounding developments are a mix of office, retail, resort, civic and residential uses. Please refer to context graphics attached.

Adjacent Uses and Zoning

- North: E. Indian Bend Road abuts the site to the north. An existing resort located in Paradise Valley is located further north.
- South: An existing office development is located south of the subject site in the Commercial Office, Parking P-4 District (C-4/P-4) zoning district.
- East: N. Scottsdale Road abuts the site to the east. An existing city park in the Open Space

(OS) zoning district and an existing attached single-family subdivision in the Resort/Townhouse Residential (R-4R) zoning district are located further east.

- West: Currently vacant land within Paradise Valley. Planned for resort, single-family residential and attached single-family residential uses.

Other Related Policies, References:

- Scottsdale General Plan 2001, as amended
- Southern Scottsdale Character Area Plan
- Scottsdale Road Streetscape Design Guidelines
- 2013 Citywide Land Use Assumptions Report
- Zoning Ordinance
- 25-ZN-1976 – rezoning of site to current R-4R zoning designation

APPLICANTS PROPOSAL

Development Information

The development is proposed in two phases. The first phase includes a defined site plan for retail and office development on the southern half of the property. The second phase of the development is conceptual, anticipating residential, office, hotel and retail uses on the north half of the property. The Development Plan will be defined more clearly with City Council action at a future date. The proposed two-phased mixed-use development of the existing undeveloped site into a large, multi-phase mixed use development consists of a maximum of 141 residential units, maximum 150 hotel units, 226,000 square feet of commercial space, and 80,000 square feet of office space. The site will be have a grid pattern of streets to access the different buildings on the site with the main site access points provided from E. Indian Bend Road on the north side of the site and N. Scottsdale Road on the east side of the site to on-street and structured parking located throughout the site. Open space areas are largely conglomerated in the central portion of the site to create meaningful spaces for patrons to enjoy, while additional open space areas on the north and east sides of the site will be created as landscape buffers adjacent to the major roadways. The proposed Development Plan intends to provide a connection and continuity with other planned improvements for the Ritz Carlton hotel located adjacent to the site within Paradise valley.

- Existing Use: Vacant, undeveloped
- Proposed Use: Mixed-use development
- Parcel Size: 20.13 gross acres
17.4 net acres
757,787 square feet
- Building / Commercial space: 226,000 square feet (as proposed)
- Office space: 80,000 square feet (as proposed)
- Building Height Allowed: 60 feet, excluding rooftop appurtenances
- Building Height Proposed: 48 feet, excluding rooftop appurtenances
- Floor Area Ratio Allowed: 0.8 (commercial uses)
- Floor Area Ratio Proposed: 0.58 (commercial uses) / 0.22 (residential uses)

- Open Space Required: 3.5 acres / 151,557 square feet (20% of net lot area)
- Open Space Provided: 6.1 acres / 266,607 square feet (35% of net lot area) (includes Courtyard Space)
- Courtyard Space Required: 7,578 square feet
- Courtyard Space Provided: 35,949 square feet
- Number of Hotel/Resort Units Proposed: 150 units (maximum) in 134,000 square feet
- Number of Dwelling Units Proposed: 141 units (maximum) in 170,000 square feet
- Density Allowed: 21 dwelling units per gross acre (maximum)
- Density Proposed: 7 dwelling units per gross acre (as proposed)

GENERAL PLAN AND CHARACTER AREA PLAN IMPACT ANALYSIS

General Plan & Southern Scottsdale Character Area Plan

The request conforms to the General Plan description of Resorts/Tourism. The applicant's proposal is intended as a development that complements the Ritz-Carlton resort that is currently in development within the Town of Paradise Valley (PV Ordinance No. 694).

The site was the subject of a Zoning Administrator interpretation that addressed the minimum gross land area requirement of the Planned Regional Center (PRC) zoning district. During the initial development proposal of the Ritz-Carlton resort masterplan in 2009, the applicant requested a determination of the minimum gross land area requirement as it applied to the portion of the overall resort masterplan that resides within the Scottsdale jurisdiction. The portion of the resort masterplan area residing in Scottsdale is approximately 20.13 gross acres. That interpretation established that although the portion of the overall project that resides within the Scottsdale jurisdiction is less than the 25-acre gross land area minimum of the PRC zoning district, the overall project of the Ritz-Carlton masterplan area shares many aspects of the overall development, including infrastructure and ownership, that cross the jurisdictional boundary. As a result, the resort masterplan as a whole far exceeds the minimum 25-acre gross land area requirement and therefore the site could utilize the PRC zoning district for the Scottsdale portion of the project.

The initial phase on the Scottsdale portion of this master planned development will include retail and office, with future phases to include the potential for residential and a boutique hotel. The applicant contends that "the master plan contemplates a holistic view of the property that reinforces the resort retail connection" and furthermore will work to "enhance and ensure seamless connections to surrounding and future uses, including the Ritz-Carlton".

The subject site is located within the boundary of the Southern Scottsdale Character Area Plan (SSCAP), which was adopted in October 2010. One of the overarching themes of the plan is to encourage new regional development opportunities as a means to maintain the positive attributes of Southern Scottsdale.

The General Plan Land Use (Goals 1 & 7) and Economic Vitality (Goal 1 and Goal 2, bullet 4) Elements and the SSCAP Land Use (Goal LU 4), Character and Design (Goal CD 8), and Economic Vitality (Goal EV 4) Chapters recognize the community's long-standing role as a major tourism draw and further encourage developments that strengthen and expand this standing. The applicant is

proposing a master planned mix of uses in a resort setting as a means to complement the future Ritz-Carlton resort development.

The SSCAP Land Use (Policies LU 1.2 & 1.3, and Goal LU 3), Character & Design (Policy CD 2.1 and Goal CD 7), and Economic Vitality (Goal EV 1) Chapters support corridor (Resort) reinvestment that is pedestrian-oriented and complements, buffers, and is context-appropriate to that which has previously been established. The subject property is a vacant site located within the designated Resort Corridor. The applicant's development proposal will revitalize the site and include a mixture of office, commercial, residential and hotel uses. Finally, the applicant proposes to implement the resort character as envisioned through the SSCAP and Scottsdale Road Streetscape Design Guidelines – including landscaped setbacks similar to adjacent developments along Scottsdale Road, mature plantings, pedestrian engagement within and through the site, and the undergrounding of the 69kV powerlines that run adjacent to Scottsdale Road.

The General Plan Character & Design (Goal 4, 5, and 6) Element encourages the implementation of both streetscapes and public art as a means to promote visual quality and character of an area. The subject site, in particular, falls within the purview of the Scottsdale Road Streetscape Design Guidelines. Objectives of the guidelines include design elements that draw upon the design aesthetics of the resorts, helping reinforce the tourism industry of the area. The applicant states that they will adhere to the Scottsdale Road Streetscape Design Guidelines; furthermore, staff has included stipulations to ensure that future landscaping and hardscape along Scottsdale Road will adhere to and be consistent with such. Finally, the applicant states that interior courtyards will provide “opportunities for artwork to act as major focal points” that complement the project design.

ZONING IMPACT ANALYSIS

Zoning/Land Use

The land use designation of the General Plan and Southern Scottsdale Character Area Plan encourage the use of sites within, or adjacent to, hotels or resorts to include ancillary retail, cultural recreational and shopping uses. Further, the area is part of the identified Resort Corridor and is encourages developments that strengthen and expand the area's standing as a major tourism draw. The applicant's proposal includes a comprehensive summary of the development and how the requested zoning conforms to the goals and polices of the General Plan and Southern Scottsdale Character Area Plan.

The proposed zoning designation of Planned Regional Center (PRC) encourages a mix of uses on the site in a balanced development and is consistent with the General Plan and Southern Scottsdale Character Area Plan. The site and proposed Development Plan are appropriate applications of the PRC zoning district as the site has a large development area and will employ a mix of uses, consistent with the purpose of the PRC zoning district. Outside of the Downtown area, the PRC zoning district is utilized to masterplan large development sites with a mix of uses that focus on pedestrian oriented development carefully integrated by site design. The site utilizes a finer-grain pattern of pedestrian-oriented development consistent with the PRC zoning district purpose and promotes walkability by integrating most on-site parking in underground parking garages allowing for the greatest utilization of store-front space at the pedestrian level.

As it pertains to the area's existing surrounding uses, the proposed development will assist in providing additional shopping, dining, and service uses as an amenity to the adjacent Ritz-Carlton resort located west of the site as well as provide additional residential and office opportunities to the area. As a currently vacant, undeveloped site, the Development Plan has been designed to provide appropriate open space and buffers while providing contextually-appropriate size and scale for the overall development. The proposed PRC zoning district is consistent with the General Plan's associated zoning designations pertaining to height and densities for abutting and nearby properties. Finally, the large mix of uses on the site promotes the serving of a broad range for the site and surrounding area, consistent with the purpose of the PRC zoning district.

The proposed development does not include any amendments to the property development standards of the PRC zoning district. Should the property owner request to modify the property development standards for the site at a future date, the request will be subject to further review and approval by the Planning Commission and City Council.

Traffic

The proposed zoning district map amendment and Development Plan is anticipated to generate 14,598 daily weekday trips with 730 trips occurring during the am peak hour and 1,370 trips occurring during the pm peak hour. The site is currently undeveloped vacant land. However, under the current zoning of R-4R, a utilization of the site as a 180-room hotel would generate 1,606 daily weekday trips with 121 trips occurring during the am peak hour and 126 trips occurring during the pm peak hour. The proposed development represents an increase in daily traffic and pm peak hour traffic of 12,992 trips and 1,244 trips, respectively, as compared to the 180-room hotel scenario. As part of the improvements for the site, the developer will be constructing the south half of E. Indian Bend Road as well as the north half of improvements for the 6750 N. Scottsdale Road driveway at the south side of the subject site. Traffic as a result of the proposed mixed-use development is not anticipated to adversely impact the traffic pattern in the area.

Parking

Parking for the proposed development project will be provided primarily in a large, below-grade parking garage centrally-located to the site. In addition, a number of at-grade parking spaces will be provided along the drives dispersed throughout development. Parking will be accessed from the drives internal to the site after entering the site from both E. Indian Bend Road and N. Scottsdale Road by way of the main entries. The site is providing a significant number of parking spaces above the Zoning Ordinance requirement to ensure adequate parking for all proposed uses of the site.

Sewer

The City's Water Resources Department has reviewed this application and has determined that there are adequate waste water services to serve the development. The developer will pay for all sewer infrastructure improvements necessary to serve the new development.

Public Safety

This request is not anticipated to immediately impact the type and number of requested emergency and non-emergency calls for service from city police, fire and medical resources. Overall, the City's emergency and non-emergency activities are continually monitored and tracked to evaluate the effectiveness of service delivery and also to identify any potential for future public safety resource needs for the community. The nearest fire station is located at 7339 E. McDonald Drive.

School District Comments/Review

The applicant has notified the Scottsdale Unified School District of the proposed requests. The School District has confirmed that there are adequate facilities to accommodate the proposal.

Open Space

The development is required to provide a minimum of 3.5 acres of open space. In addition, a minimum of 7,578 square feet of courtyard space is required for the project. As shown in the Development Plan, open space for the development project is provided in large contiguous areas throughout the site and on the perimeter of the site adjacent to the major roadways with a total of 6.1 acres provided, including the courtyard space.

Community Involvement

Surrounding property owners within 750 feet have been notified by the City and the site has been posted with a hearing sign. The owner's representatives notified property owners within the minimum 750 feet of the site area and held an open house meeting with residents of the area and other interested parties on March 3, 2016. A summary of the applicant's public outreach is provided as an attachment to this report. As of the writing of this report, staff has received several general inquiries regarding the proposal.

Community Impact

The proposed Development Plan will allow for a new mixed-use development on the western edge of the City's boundary with Paradise Valley along the Resort Corridor in an area designated as Resorts/Tourism by the Scottsdale General Plan. Both the General Plan and the Southern Scottsdale Character Area Plan encourage the utilization of large development sites in the Resort Corridor for new regional development opportunities as a means to maintain the positive attributes of Southern Scottsdale. In addition, the Development Plan, with utilization of the Planned Regional Center zoning, appropriately implements the General Plan designation of Resorts/Tourism and the goals of the Resort Corridor by introducing a master-planned, mixed-use development that will integrate with the new Ritz-Carlton resort, complementing the new resort and existing resort locations and residential neighborhoods in the area. The Development Plan integrates a large amount (approximately 35% of the site area) as open space to enhance the resort/tourism aspect of the site and the Resort Corridor. Finally, traffic and other infrastructure impacts have been addressed by the proposed Development Plan and stipulations.

Policy Implications

The proposed Development Plan introduces a large, mixed-use regional development with primarily destination retail and restaurant uses in the core of the Resort Corridor. The long-standing Scottsdale Fashion Square mall, another regional destination, is located approximately two miles south of the subject site along N. Scottsdale Road in the Downtown area. The Scottsdale Quarter development provides yet another destination shopping, dining and entertainment experience approximately 6 miles north of the subject site along N. Scottsdale Road. In addition, several other established retail, dining and shopping centers are located along N. Scottsdale Road near the site and between the Fashion Square Mall and Scottsdale Quarter.

While the proposed mixed-use development could, as a standalone project, appear to dilute existing shopping, dining and entertainment locations in the area, the applicant has stated that the

proposed development will be utilized heavily as an amenity for the adjacent Ritz-Carlton resort and the specific retailers that will be located at the proposed development are not currently found in the Scottsdale, or surrounding area, market. The undeveloped site is located at a major intersection within the core of the Resort Corridor and presents an opportunity to expand uses and development that supports the Resorts/Tourism land use designation for the site and the surrounding area in addition to providing additional shopping, dining and entertainment opportunities to existing neighborhoods in the area and additional revenue generation to the city.

STAFF RECOMMENDATION

Recommended Approach:

Staff recommends that the Planning Commission determine that the proposed zoning district map amendment, including the Palmeraie Development Plan, is consistent and conforms with the adopted General Plan, and make a recommendation to City Council for approval, per the attached stipulations.

RESPONSIBLE DEPARTMENT

Planning and Development Services

Current Planning Services

STAFF CONTACTS

Brad Carr, AICP, LEED-AP
Senior Planner
480-312-7713
E-mail: bcarr@ScottsdaleAZ.gov

Taylor Reynolds
Senior Planner
480-312-7924
E-mail: treynolds@ScottsdaleAZ.gov

APPROVED BY



Brad Carr, AICP, LEED-AP, Report Author

10.26.2016

Date



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

11/3/2016

Date



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

11/4/16

Date

ATTACHMENTS

1. Context Aerial
- 1A. Aerial Close-Up
2. Stipulations
3. Additional Information
4. Zoning Administrator Interpretation – PRC zoning district gross land area
5. Palmeraie Development Plan
6. General Plan Conceptual Land Use Map
7. Existing Zoning Map
8. Proposed Zoning Map
9. Traffic Impact Analysis Summary
10. Citizen Review Report
11. City Notification Map

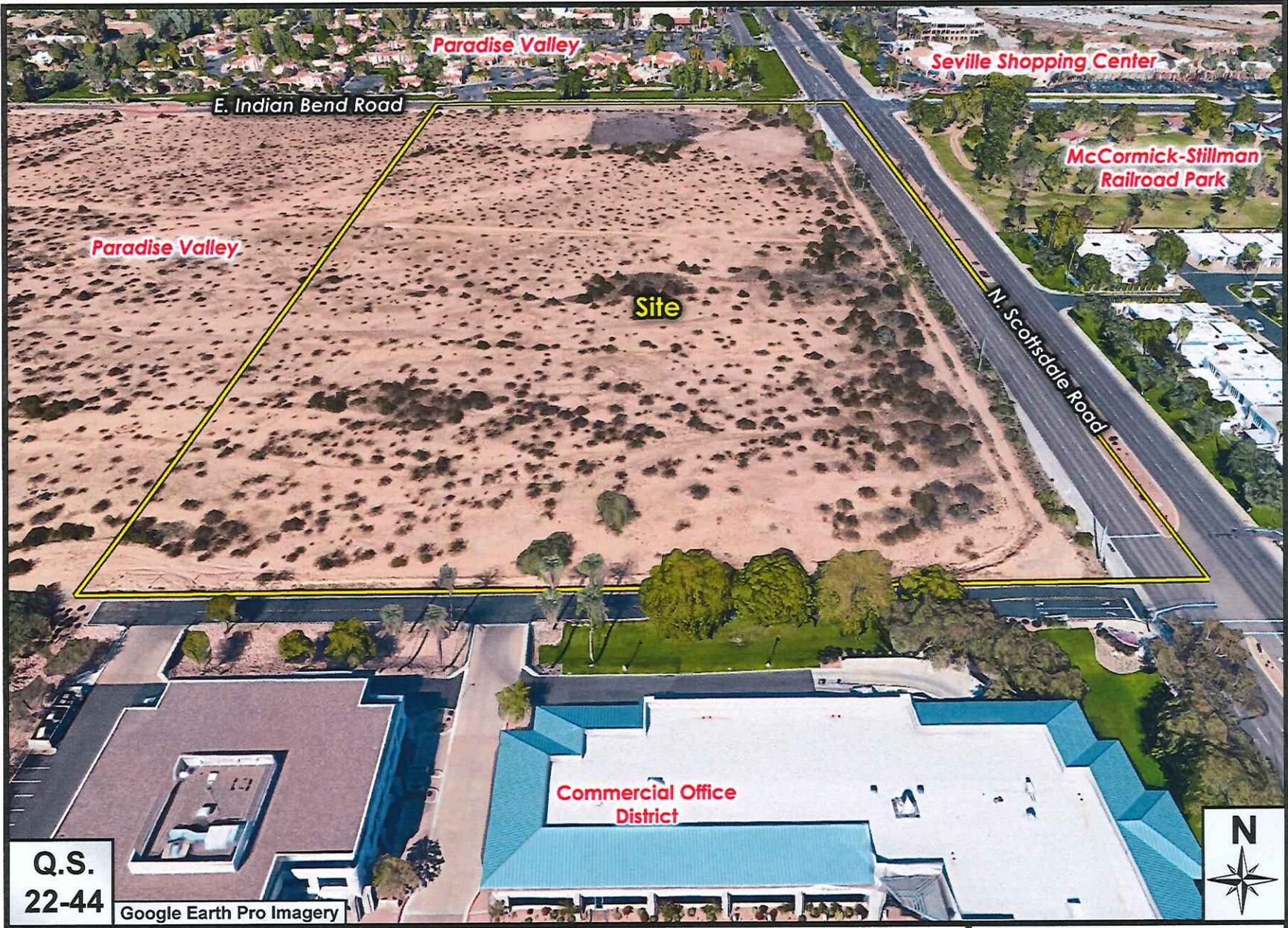
ATTACHMENT #1



Palmeraie

7-ZN-2016

ATTACHMENT #1A



Palmeraie

7-ZN-2016

**Stipulations for the Zoning Application:
Palmeraie
Case Number: 7-ZN-2016**

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

SITE DESIGN

1. **CONFORMANCE TO DEVELOPMENT PLAN.** Development shall conform with the Development Plan, entitled "Palmeraie Development Plan," which is on file with the City Clerk and made a public record by Resolution No. 10645 and incorporated into these stipulations and ordinance by reference as if fully set forth herein. Where there is a conflict between the Development Plan and these stipulations, these stipulations shall prevail.
 - a. Any proposed significant change to Phase I of the Development Plan, as determined by the Zoning Administrator, shall be subject to additional public hearings and action before the Planning Commission and City Council as a separate Zoning District Map Amendment to amend the Development Plan.
 - b. Prior to a Development Review Board submittal for any development site within Phase II of the development project, the owner shall submit a separate Zoning District Map Amendment to amend the Development Plan to provide greater specificity of land uses, density, square footage, traffic analysis, access and pedestrian and vehicular circulation, amongst other information as required by the Zoning Administrator.
2. **MAXIMUM DWELLING UNITS/MAXIMUM DENSITY.** The maximum number of residential dwelling units and corresponding maximum density for the Development Plan shall be 141 dwelling units (7 du/gross acre).
3. **MAXIMUM HOTEL UNITS.** The maximum number of hotel units and corresponding maximum density for the Development Plan shall be 150 units (7.46 units/gross acre).
4. **MAXIMUM COMMERCIAL GROSS FLOOR AREA.** The maximum gross floor area for commercial uses on the site, to include space used for travel accommodation uses, but excluding space used for residential uses, shall be 440,000 square feet. Any proposed significant change, as determined by the Zoning Administrator, to the commercial gross floor area, shall be subject to additional review of the Traffic Impact and Mitigation Analysis for the Development Plan, and public hearings and action before the Planning Commission and City Council.
5. **CONFORMANCE TO DEVELOPMENT AGREEMENT.** Development shall conform with the associated Development Agreement for this development, in compliance with S.R.C. § 6.1310.
6. **UTILITY LINES UNDERGROUNDING.** Before any Certificate of Occupancy is issued for any Phase One building of the development project, the owner shall be responsible to remove all existing above-ground utility lines and poles within the development project and along the entire west side of N. Scottsdale Road adjacent to the development project and replace them, as needed, with underground utility lines. The types and manner of work to be done shall be reviewed by, and subject to the approval of, the affected utility companies prior to

the Development Review Board submittal for the development project. The undergrounding of the 69kv utility lines located along the west side of N. Scottsdale Road along the development project’s frontage with the N. Scottsdale Road shall be performed as outlined in the associated Development Agreement for this project. The owner shall be responsible for all cost associated with removal and replacement of utility lines, except as outlined in the associated Development Agreement for this project.

7. **OUTDOOR LIGHTING.** The maximum height of any outdoor lighting source, except any light sources for patios and/or balconies, shall be twenty (20) feet above the adjacent finished grade.
8. **OUTDOOR LIGHTING FOR PATIOS AND BALCONIES.** Light sources that are utilized to illuminate patios and/or balconies that are above twenty (20) feet above the adjacent finished grade shall be subject to the approval of the Development Review Board.

INFRASTRUCTURE AND DEDICATIONS

9. **CIRCULATION IMPROVEMENTS.** Prior to any permit issuance for Phase I of the development project the owner shall make required dedications, and prior to issuance of any Certificate of Occupancy for Phase I of the development project, the owner shall provide the required improvements in conformance with the Design Standards and Policies Manual and all other applicable city codes and policies.
 - a. **STREETS/DRIVEWAYS.** Dedicate the following right-of-way and construct the following street/driveway improvements:

Street / Driveway Name	Street / Driveway Type	Dedications	Improvements	Notes and Requirements
N. Scottsdale Road	Major Arterial	10 feet for a 75 foot total half-street.	Min. 8 foot wide sidewalk	a.1., a.2., a.7.
E. Indian Bend Road	Minor Arterial	None - Existing 55 feet	Complete half street, including min. 8 foot wide sidewalk	a.2., a.3., a.4., a.7.
6750 North driveway	Driveway	Min. 30 foot wide motorized public access easement	Min. 6’ wide sidewalk	a.5., a.6., a.7.

- a.1. Construct a southbound right-turn lane on N. Scottsdale Road at the E. Indian Bend Road intersection.
- a.2. Provide dual northbound and southbound left-turn lanes on N. Scottsdale Road at the E. Indian Bend Road intersection. The developer shall modify the existing striping on N. Scottsdale Road to provide the dual-left turn lanes, and construct improvements on E. Indian Bend Road to accommodate the dual-turn turning traffic.
- a.3. The E. Indian Bend Road improvements shall be contained within the existing right-of-way and shall not curve into the development as shown on the site plan dated 6/30/2016.

- a.4. Widen the existing pavement section on E. Indian Bend Road to provide a minimum two westbound lanes and two eastbound lanes for the roadway section between N. Scottsdale Road and the existing Scottsdale Plaza Resort driveway. With Phase I of the development project, the owner shall provide one eastbound left-turn lane at the N. Scottsdale Road intersection. With Phase II of the development project, the owner shall submit a traffic analysis, for review and approval by Transportation Department staff, for the potential requirement of dual eastbound left-turn lanes at the N. Scottsdale Road intersection. A conceptual design for Phase I improvements, and Phase II improvements (should they be needed), shall be submitted to the City Transportation Department for approval prior to any final plan submittal.
 - a.5. Dedicate a minimum 30 foot wide motorized public access easement over the 6750 N. Driveway along the site frontage. Construct a minimum 6 foot wide sidewalk along the 6750 N. Driveway along the site frontage.
 - a.6. The owner shall provide written documentation that verifies that this development has legal rights to use the 6750 N. Driveway to access Scottsdale Road and connect to the property to west.
 - a.7. Sidewalk widths shall be as designated if the sidewalks are separated from the adjacent street curb by a minimum distance of 4 feet. If the sidewalk is not separated from the street curb wider sidewalk widths may be required, subject to city Transportation Department review and approval.
 - b. **TRAFFIC IMPROVEMENTS.** The developer shall construct any improvements supported by the CivTech traffic impact study dated 10/04/2016, as determined by City Transportation Department Director, or designee. The approved case stipulations take precedence over the recommendations in the traffic study where there is not consistency.
 - c. **VEHICLE NON-ACCESS EASEMENT.** Prior to issuance of any building permits for the development project, the owner shall dedicate a one foot wide Vehicular Non-Access Easement (VNAE) along the site frontages on N. Scottsdale Road and E. Indian Bend Road except at the approved street and driveway entrances.
 - d. **SCOTTSDALE ROAD MEDIAN.** The developer shall reconstruct the existing median on N. Scottsdale Road at the 6750 N. Driveway to provide additional left-turn storage into the site, provide room for future expansion to a dual left-turn lane, and improve left-turn sight distance (a single left-turn lane is to remain until otherwise approved by City of Scottsdale Transportation Director). A conceptual design shall be submitted to the City Transportation Department for approval prior to any final plan submittal.
 - e. **SCOTTSDALE ROAD AUXILIARY LANES.** Prior to issuance of any building permits for Phase I of the development project, the owner shall dedicate the necessary right-of-way, as determined by city staff, and prior to issuance of any Certificate of Occupancy for Phase I of the development project the developer shall construct right-turn deceleration lanes at all site entrances on N. Scottsdale Road.
10. **TRANSIT FACILITIES.** Before any Certificate of Occupancy is issued for Phase I of the development project, the developer shall construct transit facility improvements (transit pad and shelter, landscaping, bench and trash can) on N. Scottsdale Road just south of E. Indian Bend Road (existing bus bay). The improvements shall conform to COS Standard Detail #2264, and be consistent with the Scottsdale Road Streetscape Design Guidelines.

Any portion of the transit facility improvements that extend outside of the N. Scottsdale Road right-of-way shall be contained within a transit facility easement dedicated to the City by the owner prior to issuance of any building permit for Phase I of the development project. Final design and location of transit facility improvements shall be subject to the review and approval of Transportation Department staff.

11. **SITE PLAN AND INTERNAL CIRCULATION.** Prior to any Development Review Board submittal, the following modifications shall be made to the site plan:
 - a. A driveway connection shall be constructed to provide access from all on-site parking areas provided in the first phase of development project to E. Indian Bend Road.
 - b. The median proposed in the site driveway on N. Scottsdale Road shall be removed.
 - c. Cross access easements shall be dedicated over driveway connections to the adjacent properties to the west and south, and over driveways that straddle property lines.
 - d. All two-way internal drives shall be a minimum width of 24 feet excluding any curb and gutter.
 - e. Sidewalk connections shall be provided from the internal driveways to the signalized intersections along N. Scottsdale Road, and to E. Indian Bend Road at the west end of the site.
12. **ACCESS RESTRICTIONS.** Access to the site shall conform to the following restrictions (distances are measured to the driveway or street centerlines):
 - a. There shall be a maximum of one site driveway from N. Scottsdale Road, with a minimum 300 feet between the driveways and street intersections. This driveway shall be limited to right-in, right-out only access.
 - b. There shall be a maximum of one site driveway from E. Indian Bend Road; this driveway shall align with the existing Scottsdale Plaza Resort driveway located approximately 600 feet west of N. Scottsdale Road.
13. **TRAFFIC SIGNAL PARTICIPATION.** Prior to issuance of any building permit for Phase I of the development project, the owner shall pay to the city 100% of the design and construction costs, as determined by city staff, for the modifications to the following traffic signals:
 - a. N. Scottsdale Road and E. Indian Bend Road – Modify the existing traffic signal to accommodate all required street improvements including the construction of a southbound right-turn lane, the widening of the west leg of E. Indian Bend Road, the installation of protected dual left-turn lanes for northbound and southbound N. Scottsdale Road, and the installation of dual left-turn lanes for eastbound and westbound E. Indian Bend Road.
 - b. N. Scottsdale Road and 6750 N. Driveway – Modify the existing traffic signal to accommodate all required street improvements including the widening of the 6750 N. Driveway, the construction of dual eastbound left-turn lanes, and the addition of a permitted/protected left turn phase for northbound N. Scottsdale Road.
 - c. Video detection cameras and associated equipment shall be installed at the N. Scottsdale Road and E. Indian Bend Road intersection, and the N. Scottsdale Road and 6750 N. Driveway intersection per approved City of Scottsdale specifications.

Additional Information for:

Palmeraie

Case: 7-ZN-2016

PLANNING/DEVELOPMENT

1. **DEVELOPMENT CONTINGENCIES** Each element of this zoning case—including density/intensity, lot/unit placement, access and other development contingencies—may be changed as more information becomes available to address public health, safety and welfare issues related to drainage, open space, infrastructure and other requirements.
2. **DEVELOPMENT REVIEW BOARD.** The City Council directs the Development Review Board's attention to:
 - a. wall design,
 - b. building entries, visual and pedestrian relationship of buildings to internal and external streets,
 - c. pedestrian circulation paths, including path crossings of vehicular routes,
 - d. orientation of service areas of buildings,
 - e. utility locations,
 - f. the type, height, design, and intensity of proposed lighting on the site, to ensure that it is compatible with the adjacent use,
 - g. improvement plans for common open space, common buildings and/or walls, and amenities such as ramadas, landscape buffers on public and/or private property (back-of-curb to right-of-way or access easement line included), and
 - h. major stormwater management systems.
3. **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.** Prior to issuance of any building permit for the development project, 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.
3. **ARCHAEOLOGICAL RESOURCES.** Any development on the site is subject to the requirements of Scottsdale Revised Code, Chapter 46, Article VI, Protection of Archaeological Resources, Section 46-134 – Discoveries of archaeological resources during construction.
4. **BASIS OF DESIGN REPORTS (WASTEWATER).** The owner shall be required to submit Wastewater Basis of Design Reports for each phase of the development. The Wastewater Basis of Design Reports shall be reviewed and accepted by Water Resources Department staff prior to submittal of improvement plans for the development project to the One Stop Shop. Wastewater Basis of Design Reports shall be consistent with the overall Master Plan for the Ritz-Carlton resort project.

5. DRAINAGE REPORT. The owner shall be required to submit Drainage Reports with each phase of the development. The Drainage Reports shall be reviewed and approved by Stormwater Management Department staff prior to submittal of improvement plans for the development project to the One Stop Shop. Drainage Reports shall be consistent with the overall Master Plan for the Ritz-Carlton resort project.
6. RESPONSIBILITY FOR CONSTRUCTION OF INFRASTRUCTURE. The developer shall be responsible for all improvements associated with the development or phase of the development and/or required for access or service to the development or phase of the development. Improvements shall include, but not be limited to washes, storm drains, drainage structures, water systems, sanitary sewer systems, curbs and gutters, paving, sidewalks, streetlights, street signs, and landscaping. The granting of zoning/use permit does not and shall not commit the city to provide any of these improvements.
7. CONSTRUCTION COMPLETED. Prior to issuance of any Certificate of Occupancy for the development project, 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.
8. FEES. The construction of water and sewer facilities necessary to serve the site shall not be in-lieu of those fees that are applicable at the time building permits are granted. Fees shall include, but not be limited to the water development fee, water resources development fee, water recharge fee, sewer development fee or development tax, water replenishment district charge, pump tax, or any other water, sewer, or effluent fee.



Zoning Interpretation Record

Subject of Interpretation:

Request by property owner of 6990 N Scottsdale Road to for an interpretation of what constitutes the required acreage for the Planned Regional Center (PRC) zoning district for land that is held in common ownership but a portion is located in another municipality.

Zoning Ordinance Section Number:

Section 5.2604.G Property Development Standards

Cause for Interpretation

Section 5.2604.G states that the gross land on which there is a PRC development shall not be less than 25 acres. The Code does not define "gross land area".

Interpretation:

The purpose of the PRC District is to provide for a broad variety of general merchandise and services in full depth and variety within a planned commercial (regional) center, which may include office and residential uses carefully integrated by design to assure that the uses compliment each other and the whole mixed use complex. This purpose is achieved by having a parcel size that is large enough to accommodate the necessary critical mass of uses to be a successful mixed use development.

The zoning ordinance requires the "gross land area" of a property zoned PRC to be not less than 25 acres. While the ordinance does not have a definition for "gross land area", it does contain definitions for "gross lot area", "lot" and "parcel". The pertinent definition related to the PRC requirement is either "lot" or "parcel". The definitions are as follows:

Gross lot area shall mean the area of a lot including one-half of all dedicated streets and alleys abutting the property.

Lot shall mean a legally created parcel of land occupied or intended for occupancy by one (1) main building together with its accessory buildings, and uses customarily incident to it, including the open spaces required by this ordinance and having its principal frontage upon a street as defined in this ordinance

Parcel is a legally defined lot, or contiguous group of lots in single ownership or under single control, and considered a unit for purposes of development and open space calculation.

The property at 6990 N. Scottsdale Road consists of 20 acres located in Scottsdale and is part of a larger single ownership of 120 acres that is divided by a political boundary. The overall parcel is being planned as

a mixed use development, with two resorts, office, residential and retail uses. The western 100 acres of the parcel, located within the Town of Paradise Valley, is zoned SUP (Special Use Permit – Resort), which allows for uses similar to those in the PRC District. The development is unique in its ownership that crosses the two jurisdictional boundaries.

The ordinance does not clarify if the required 25 acres must all be located within the City of Scottsdale. In this case, several physical aspects of the resort complex cross over the political boundary: drainage improvements, landscaping, patios, pedestrian paths and a main driveway. The purpose and intent of the PRC district is accomplished by the proposed development and therefore, the required acreage shall consider and apply some of the adjacent acreage within the Town of Paradise Valley in order to meet the ordinance requirement of 25 acres.

This interpretation is based on the applicant's proposed site plan for a minimum 25 acre mixed use development with the infrastructure and site improvements as noted above crossing the jurisdictional boundaries.

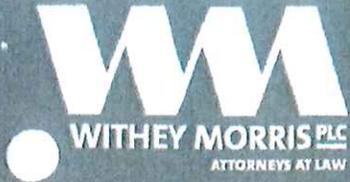
Currently there are eight other sites entirely within the city of Scottsdale zoned PRC, all of which exceed 25 acres in size. None of the sites are contiguous to nor partially located in another jurisdiction

This interpretation is limited to the circumstances of the proposed development and is not to be automatically applied to other parcels that may be less than 25 acres in size. The interpretation does not apply to other development standards for the PRC District.

Interpretation by

Connie Padian
Zoning Administrator

February 13, 2009



PHONE: 602-230-0600

FAX: 602-212-1787

2525 E. Arizona Biltmore Circle, Suite A-212, Phoenix, AZ 85016

January 22, 2009

Zoning Administrator
C/O Planning and Development Department General Manager
City of Scottsdale
7447 E. Indian School Road
Scottsdale, AZ 85251

Re: Determination of Property Acreage for the Planned Regional Center (PRC)
zoning district

Dear Mr. Richert:

As you are aware, our firm represents Five Star Development in relation to their property located at 6990 North Scottsdale Road (the "Property"). Please see aerial map attached at **TAB 1**. The purpose of this correspondence is to request a formal determination confirming the Property meets the 25-gross acre minimum requirement for the Planned Regional Center (PRC) zoning district.

This property has a unique history in the fact that it was once owned by the City of Scottsdale and has been historically planned as one site with a resort use. This property has also been historically owned under single ownership. Five Star Development purchased the entire 120-acre property as a single property and has planned it accordingly as a single resort development. 100 acres are located within the Town of Paradise Valley while 20 acres are located within the City of Scottsdale.

The Paradise Valley property is currently zoned SUP (Special Use Permit-Resort) which is analogous to the City of Scottsdale's PRC zoning district in the fact that both provide mixed-use opportunities. Uses permitted in both categories include resort/hotel, residential, retail, services and cultural/entertainment/recreation.

In addition to the similarities within the two zoning districts, several physical connections also exist:

- The underground drainage structure located along Indian Bend Road crosses the property line and heads south becoming a scenic wash on the Paradise Valley property.
- The main circulation drive, Palmeraie Drive, and pedestrian access serve both properties.

- Patios (and possible structures) for the hotel property extend onto the Paradise Valley property. (Subject to approval by Paradise Valley)

As plans progress, it is highly likely other permanent structures will span both properties, enhancing the physical link between both properties. It is clear, moreover, the property is a unified planning concept inexorably connected regardless of municipal boundaries.

In light of the above outlined connections between the Scottsdale and Paradise Valley property we believe that the subject property meets the intent of the 25-gross acre minimum requirement. It is also worthy of note that there is no requirement that the entire 25-acre minimum property be located within the same municipality. Finally, it should be clear that adequate controls are available to ensure protection of the City's interest.

Accordingly, we respectfully request a written interpretation confirming that: the subject property meets the 25-gross acre minimum requirement for purpose of compliance with the provisions of Section 5.2604.G of the Scottsdale Zoning Ordinance. If you have any questions or need additional information to process this request, please do not hesitate to contact me at 602-230-0600 or jason@witheymorris.com. We appreciate your continued attention to this matter. Thank you.

Sincerely,

WITHEY MORRIS P.L.C.

By


Jason B. Morris

Palmeraie Development Plan

THE PALMERAIE™

SCOTTSDALE

7-ZN-2016

Rezoning, Development Review and Development Plan
SWC Scottsdale Road & Indian Bend Road

PROJECT NARRATIVE

Prepared by:

Withey Morris, PLC

Jason B. Morris

George A. Pasquel III

On behalf of:

Five Star Development, LLC

Design Team:

Nelsen Partners

Table of Contents

- 1. INTRODUCTION**
- 2. THE DEVELOPMENT PLAN**
- 3. GENERAL PLAN CONFORMANCE**
- 4. SOUTHERN SCOTTSDALE CHARACTER AREA CONFORMANCE**
- 5. SCOTTSDALE DESIGN STANDARD CONFORMANCE**
- 6. PLANNED REGIONAL CENTER CONFORMANCE**
- 7. AMENDED DEVELOPMENT STANDARDS**
- 8. CONCLUSION**

1. INTRODUCTION

Purpose of Request

The purpose of this request is to obtain the entitlements necessary to develop the roughly 20 acre site at the southwest corner of Scottsdale Road and Indian Bend Road (the "Property") with a new, mixed-use retail and office project with the potential for additional residential and hotel uses in the future. The site is located along Scottsdale Road and immediately adjacent to the recently approved Ritz Carlton project in Paradise Valley. The project will help maintain Scottsdale's status as a world-class designation for shopping and dining, while also providing employment and retail opportunities for residents and visitors alike.

Request

The Property is currently zoned Resort / Townhouse Residential (R-4R) and has a General Plan designation of Resort / Tourism. The request is to rezone the Property to Planned Regional Center (PRC). The General Plan designation will remain the same.

Location

The Property is located at 6990 North Scottsdale Road at the southwest corner of Scottsdale Road and Indian Bend Road (Assessor's Parcel No.174-56-001D and -002A). The full site encompasses roughly 20 acres. The site is currently vacant and unimproved.

2. THE DEVELOPMENT PLAN

Overall design concept

The Palmeraie is an upscale, high-end mixed-use village providing a unique connection to bridge the Ritz-Carlton resort in Paradise Valley and the city of Scottsdale. The master plan contemplates a holistic view of the property that reinforces the resort retail connection and preserves Scottsdale as the preferred high end shopping destination.

Project Layout

The Palmeraie consists of an East-West commercial street loop in Phase I with 136,592 SF of retail with dining options and 32,200 SF of boutique offices. It is organized around a main pedestrian central plaza that connects vehicular access to the parking garage underground and the valet drop-offs to restaurants and high-end retail stores. Future Phases may include quality offices, luxury residential, retail and a boutique hotel. The main vehicular entrance is from Indian Bend to the north and secondary vehicular entries from Scottsdale Road to the east and 6750 to the south. The Palmeraie conforms to all setbacks and the 60' PRC height limit, with Phase I heights ranging from 30' to approximately 50' in height. The project shares amenities across the jurisdiction line with Paradise Valley.

Materials

The Palmeraie material palette could be described as warm contemporary with a neo-midcentury-modern feel. It uses a range of high-end stone, different patterns of fritted art glass façade systems, intricate decorative metal screen systems, precast stone and GFRC panels on high volumes, decorative hardwood soffits, steel trellis canopies, and green wall created as a design feature along the east façade of the project in Phase I. The project also includes design standards for the wide variety of storefront systems to be designed and installed by tenants.

Parking

The Palmeraie conforms to all City of Scottsdale parking requirements. The majority of the parking structure will be an underground parking garage across the jurisdiction line with Paradise Valley. The below grade parking will be painted and provide for below grade valet parking areas that will have a high-end and sophisticated appearance. The site provides convenient angled parking on all streets and several drop-off areas serve the public for an efficient and convenient flow of traffic.

Landscaping

The proposed landscape design at the Palmeraie begins with a series of palms that line the perimeter of the project, as well as the entries. The streetscape design along Scottsdale road utilizes existing design guidelines from the city, while incorporating a palette of colorful shrubs and groundcovers to supplement the natural Sonoran Desert landscape. Once inside the project, the palms transition into a grove of canopy trees that line either side of all interior roads. These canopy trees are meant to provide shade for shoppers, as well as provide a feeling of separation from the storefronts, to the vehicular circulation. The central retail core of

the project re-introduces palm trees as design themes, which are used as a source of shade for the large gathering spaces below.

Retail

Phase I of The Palmeraie consists of 136,592 SF of luxury retail and dining options in a pedestrian environment organized around a central plaza and an East-West commercial street. Building canopies and vegetation will provide ample shade and a comfortable pedestrian experience.

Office

The office component in Phase I of The Palmeraie consists of 32,200 SF of quality, boutique offices placed atop street level retail. The Offices will have balconies that are integrated with the overall design of the buildings.

Public realm

As a pedestrian environment, the Palmeraie is organized around a main central plaza. This plaza not only provides a pleasant retail experience to visitors but it also offers open space for the public and restaurant patios. The central plaza will be a vibrant space with opportunities for open air events and the arts festivals. Throughout the commercial street several smaller courtyards and pedestrian spaces will allow for a more intimate experience and the opportunity for micro-climates and a variety of events.

Sustainability Measures - Desert Modern Sustainable Design Strategies

The design of the Palmeraie site establishes a comprehensive and site specific language used as our approach to sustainable development on the site and the diverse social, economic, and environmental issues facing this stunning desert setting. The Master Plan proposes a series of interconnected and publicly accessible interior streets and independent buildings, a modern village concept, designed to grow and dynamically evolve over time. The Palmeraie was designed to be a dynamic center of activity and create nuanced areas for human interaction and engagement with the public. The vision includes sizing the blocks into a compact, walkable center, created to minimize personal vehicle use once on the site.

Design standards within the master plan for the site include development standards for enhanced open space, Best Management Practices used as part of a comprehensive storm water mitigation and management plan, a sophisticated and comprehensive materials criterion including landscape materials and irrigation criteria, means and methods of construction, potable water savings and use standards, exterior site lighting standards, and energy consumption guidelines.

Substantial ecological buffers around both arterial and secondary access roads were included in the master plan and designed as integrated architectural features. The high-performance envelope develops a unique facade language, including a massive green wall on the east façade along Scottsdale Road. The bioclimatic form will help with storm-water filtration, sound

attenuation from Scottsdale Road into the site, and will passively cool the large façade by alleviating direct solar gain on the building.

Phase I of the project was designed around a central plaza facilitating passive cooling by promoting cross ventilation and the Venturi effect, as well as providing areas shaded by the buildings themselves. The commercial streets running East-West were oriented to minimize direct solar gain on the West and East facades, enhancing the pedestrian experience.

The project as whole exemplifies passive solar design, design standards for individual buildings include clerestory windows with light shelves, custom sunshades and canopies for the buildings, each individually designed specifically by solar orientation for mitigating the effects of direct solar gains. The underground parking helps obviate the urban heat island effect.

Landscaping was integrated early in the project with mature trees selected to create lush shaded outdoor spaces. Desert adapted species and water features with recycled reclaimed water cool the central plaza, and shade structures are provided for comfort throughout the site.

We are currently exploring on site renewable energy concepts with roof top mounted photovoltaics, a solar trellis shade canopy capable of producing half the total energy used in the first phase of Palmeraie, resulting in substantial energy savings.

The project offers public gathering areas, quiet areas of contemplation, and active destinations. The proposed improvements, both public and private, leverages nearby tourism development in Scottsdale and Paradise Valley, and strengthens Scottsdale reputation as a strong, sustainable community connected to surrounding industries and opportunities.

3. GENERAL PLAN CONFORMANCE

The General Plan Conceptual Land Use Map designates the Property as Resort / Tourism. This designation will remain unchanged by this application and the proposal is in conformance with this designation as well as numerous Goals and Approaches found in the General Plan.

Land Use Goals and Approaches

No. 1 - Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

- ***Promote land uses that accommodate destination resorts along with the recreation, retail, residential, and cultural uses that support tourism activity and sustain a resort-like lifestyle.***
- The proposal is perfectly aligned with this General Plan Goal and Approach and will help maintain Scottsdale's role as a major regional economic and cultural center. The first phase of the Palmeraie will provide world class retail and recreational uses in an open-air, resort-like lifestyle setting. The project will be a destination for locals and tourists alike. Phase 2 has the potential to provided additional residential, hotel or office uses as the market demands.

No. 2 - Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.

- ***Work with adjacent jurisdictions to understand the dynamics of the emerging and redeveloping areas on the borders of Scottsdale.***
- The Applicant has worked closely with the adjacent jurisdiction of Paradise Valley and will continue to do so throughout the development process. It is imperative that the Ritz Carlton and the Palmeraie work in unison from a planning perspective to ensure efficiency of development resources and coordinated mobility. One example of this coordinated effort is the two-level underground garage that will service the Palmeraie. The garage will span the jurisdictional line between Scottsdale and Paradise Valley, preserving resources and ensuring convenient parking options for visitors.

No. 7 - Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

- ***Focus intense land uses along major transportation networks (such as the Pima Freeway and major arterial streets) and in urban centers (such as Downtown and the Airpark). Less intense land uses should be located within more environmentally sensitive lands.***

- The proposal is a more intense land use which is ideally situated along a Major Arterial (Scottsdale Road). The Property also abuts Indian Bend Road which provides direct access to the Loop 101 Freeway. The location of this use on an urban, infill site along a Major Arterial is preferred in lieu of pushing this preferred land use to other, less accommodating and more environmentally sensitive areas.

Character & Design Goals and Approaches

No. 1 - Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

- ***Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location.***
 - ***The Resort Corridor consists of concentrations of major resort facilities along Scottsdale Road near Downtown. A variety of tourist accommodations, quality office, specialty retail, recreation uses including golf courses and tennis courts, employment, and compatible high amenity residential neighborhoods are all components.***
- The Palmeraie project is designed in conformance with the surrounding area character. The site is located within the Urban District known as The Resort Corridor. The project will maintain and enhance this character with new, high-quality tourist accommodations including specialty retail and restaurant options. Future phases may include quality office uses, residential, and a boutique hotel.

No. 2 - Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

- ***Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.***
- The Palmeraie is designed to reflect Scottsdale's status as a distinct and modern desert City. The Sonoran Desert context and climate calls for special design considerations and treatments with regard to shade and pedestrian comfort. Although the design is unmistakably modern, it also recalls timeless desert building practices and strategies which ensure pedestrian comfort. These include the use of large building overhangs, shaded colonnades, lush desert-appropriate landscaping and courtyard water features. The combination of these features help to improve building performance and enhance overall pedestrian comfort. One of the biggest design considerations for the project is the placement of the vast majority of

parking spaces underground. This negates the heat-island effect produced from a “sea of surface parking,” but also ensures comfortable vehicle temperatures when patrons return to their vehicles. The above design considerations combined with high quality materials will make the project a community amenity that helps sustain a high quality of life for residents and visitors alike.

No. 4 - Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surrounding area.

- ***Create specific design guidelines for highly visible major city streets.***
- ***Achieve compatibility between pedestrians and transportation routes in the Suburban areas of the city. Use of trees that are native and/or desert adapted and achieve a dense, broad canopy is encouraged for the main theme of this streetscape type. Separation of pedestrians from traffic flow can be realized through the use of landscape areas and consideration of sidewalk alignment.***

The project’s Scottsdale Road streetscape improvements will complete a long-lacking north-south pedestrian connection along the City’s signature roadway. This enhancement will blend with the character of the surrounding area, matching the existing, large landscape setbacks provided in front of the Scottsdale Plaza Resort to the north and the Spectrum Office complex to the south. Detached sidewalks will help provide pedestrian comfort and protection, while the undergrounding of existing utilities will vastly improve the streetscape aesthetics.

No. 5 - Build upon the significant role the arts have played in shaping our community’s image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.

- ***Express Scottsdale’s unique heritage, culture, and environment through private and public art.***
- The Palmeraie courtyards and interior street alignments are designed with ample opportunities for artwork to act as major focal points or as more subtle, complimentary features to the overall project design. Whether these pieces are commissioned through a “public” process or private process is yet to be determined and can be further outlined in the DR submittal. The courtyard water features and shade canopies are also designed as functional works of art.

No. 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.

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

- ***Maintain the landscaping materials and pattern within a character area.***
 - ***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.***
- The Sonoran Desert landscape defines Scottsdale as a unique desert oasis that few locales can match. The Palmeraie landscape design recognizes this unique setting and provides substantial, yet desert appropriate landscaping solutions. The exterior of the Palmeraie draws upon the existing Scottsdale plant palette in order to seamlessly match the existing environment. Large, mature palms will be used around the perimeter in combination with shade trees. The interior of the Palmeraie looks to reinforce that aesthetic, using plants which complement the landscape found throughout the city, while also defining the Palmeraie as a high-end retail destination. This is accomplished through the use of ornate shade trees and colorful shrubs and groundcovers throughout the interior of the site, in addition to plants native to Scottsdale. . Date Palms will serve as a mayor focal point of the Palmeraie, creating a strong sense of place and lining major pathways. Mature landscape will be critical to the success of creating the Palmeraie brand. The landscape will also enhance and ensure seamless connections to surrounding and future uses, including the Ritz-Carlton.

No. 7 - Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.

- ***Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.***
 - ***Encourage creative and high quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.***
- Palmeraie will conform to the City of Scottsdale’s lighting design standards. The lighting will vary and be appropriately used from the Scottsdale Road frontage, to the interior of the project, to the residential interphase along Paradise Valley. The lighting will transition from The Ritz-Carlton resort to the resort retail. There will be sensitivity to the resort residential lighting to conform to the city lighting ordinance.

Economic Vitality Goals and Approaches

No. 1 - Sustain and strengthen Scottsdale’s position as a premier international and national tourism destination and resort community.

- ***Enhance Scottsdale’s tourism support services including fine dining, specialty retail, and entertainment.***

- ***Preserve and enhance the tourist's ability to travel easily to different destinations throughout the city. Promote the Transportation Center, trolley system, bike rental, and pedestrian connections, etc.***
- The Palmeraie will sustain and strengthen Scottsdale's position as a premier international and national tourism destination. The specialty retail and fine dining, along with the open-air courtyards and semi-public spaces will not only serve as a support service for the nearby resorts, but will also become a destination in their own right. The prominent location of the Palmeraie along Scottsdale Road and the new pedestrian linkages it will create to adjacent properties will ensure convenient and easy travel options for tourists. Guests at the Scottsdale Plaza Resort are just a short walk away, as is the McCormick-Stillman Railroad Park to the east.

No. 2 - Encourage and maintain a high level of diverse, quality retail and entertainment activity in Scottsdale that supports the needs of Scottsdale's residents and visitors.

- ***Encourage the location of new, high quality, regionally oriented retail activities in Scottsdale. New retail activity should focus on unique and diverse retail adventures.***
- ***Maintain a strong, aggressive position in dealing with bringing new, high quality retail and entertainment experiences to the community.***
- The Palmeraie will offer world class designer boutiques and dining options organized around walkable open air plazas with lush landscaping, an abundance of shade and key water features. The overall experience will be unique to Scottsdale and the Valley and will support the needs of residents and visitors alike.

No. 3 - Encourage and support a diversity of businesses that contribute to Scottsdale's sales and property tax base so that needed infrastructure, physical amenities, services, and the expansion of such services are provided.

- ***Diversify Scottsdale's business and retail community so it includes a variety of business types as well as a variety of business scales and sizes.***
- ***Promote Scottsdale as a diverse shopping and entertainment destination.***
- The Palmeraie will once again solidify Scottsdale as a premiere shopping and entertainment designation. With over 136,592 sqft of retail and dining options in Phase I alone, the project will expand Scottsdale's sales tax base to ensure the City can continue to provide vital services for residents.

Public Facilities Goals and Approaches

No. 3 - Encourage provision of power and communication systems that match the character of Scottsdale and provide reliable, efficient service for Scottsdale citizens, visitors, and businesses.

- **Encourage the undergrounding of all existing 69kV and lower voltage electrical lines. One method for financing the undergrounding is through special improvement districts.**
- A significant expense, the project will look to underground the existing 69kv lines which run along Scottsdale Road. APS is requiring a 30ft utility easement for continued access to these lines.

Community Mobility Goals and Approaches

No. 8 - Emphasize live, work, and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.

- **Enhance Encourage the development or redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduce the reliance on the automobile.**
- **Encourage, where appropriate, mixed use developments that physically incorporate residential, shopping and work environments within one area or project and place strong emphasis on connectivity with non-motorized access (pedestrian oriented development)**
- The Palmeraie represents a 20 acre, mixed-use development that will encourage a “park once” mentality. Phase I consists of 136,592 SF of retail and dining options, but also includes 32,200 SF of 2nd floor office space. Future phases, though not determined yet, will likely include a mix of office, residential and hotel uses to further emphasize the sought after live, work and play relationship of uses. The comfortable outdoor plazas, courtyards and pedestrian connections will further encourage non-motorized trips both within the site and to nearby and connecting properties.

4. SOUTHERN SCOTTSDALE CHARACTER AREA CONFORMANCE

The Property is located at the northwest tip of the Southern Scottsdale Character Area Plan boundaries and is in conformance with numerous provisions of that Plan, including some of the standards outlined below:

Land Use, Growth & Activity Goals and Policies (LU)

LU No. 4 - PRESERVE, ENHANCE, AND EXPAND THE RESORT, HOTEL, RETAIL, AND TOURISM LAND USES ALONG THE RESORT CORRIDOR IN SOUTHERN SCOTTSDALE.

- ***Promote reinvestment and revitalization along the Resort Corridor to sustain a mix of land uses that complement the area's tourism and hospitality activities.***
- The project is perfectly aligned with this goal and policy. Currently, the vacant Property represents a glaring gap in the Resort Corridor. This project will fill that gap with a high-end retail and tourism-attracting land use that works in conjunction with the existing resort and hotel uses as well as the forthcoming Ritz Carlton. The project will help reinvigorate and enhance this section of the Resort Corridor for years to come.

Character & Design Goals and Policies (CD)

CD No. 10 - PROVIDE PUBLIC ART TO CREATE EXCITING AND ATTRACTIVE PUBLIC SPACES THAT ARE USED AND ENJOYED BY SOUTHERN SCOTTSDALE RESIDENTS, WORKERS, AND VISITORS.

- ***Enhance the quality of life of Southern Scottsdale residents by increasing their access to the visual arts and create a more aesthetically-pleasing urban environment.***
- ***Support the creation of exciting, appealing, and harmonious public spaces by integrating architecture, design, public art, and the planning of infrastructure at the earliest design stage.***
- The Palmeraie courtyards and pedestrian gathering areas are designed in such a manner to enable the integration of high-quality architecture, design, and artwork. The water features, shade canopies and distinct building designs will create a visually attractive and enjoyable space for residents and visitors to enjoy. As noted elsewhere in this document, a determination on whether artwork is commissioned through a public process or private process is yet to be determined and will be further outlined in the DR submittal.

Public Services & Facilities Goals and Policies (PSF)

PSF No. 3 - PLAN AND PROVIDE FOR SOUTHERN SCOTTSDALE'S EXISTING AND FUTURE INFRASTRUCTURE NEEDS.

- ***Encourage both the private and public sectors to underground existing and new 69kV and lower voltage power lines throughout Southern Scottsdale, where feasible.***
- A significant expense, the project will look to underground the existing 69kv lines which run along Scottsdale Road. APS is requiring a 30ft utility easement for continued access to these lines.

5. SCOTTSDALE DESIGN STANDARDS CONFORMANCE

The project design is in conformance with numerous Character and Design policies published by the City of Scottsdale. The Palmeraie will develop as part of the DRB submittal package, Design Guidelines for the Palmeraie. The guidelines will establish the character of this contemporary resort retail village. The intent of the guidelines will serve two functions; 1) to allow for flexibility for the retail tenants and yet maintain a strong coherent design vision, and 2) provide guidance for future development as part of the overall Master Plan.

6. PLANNED REGIONAL CENTER CONFORMANCE

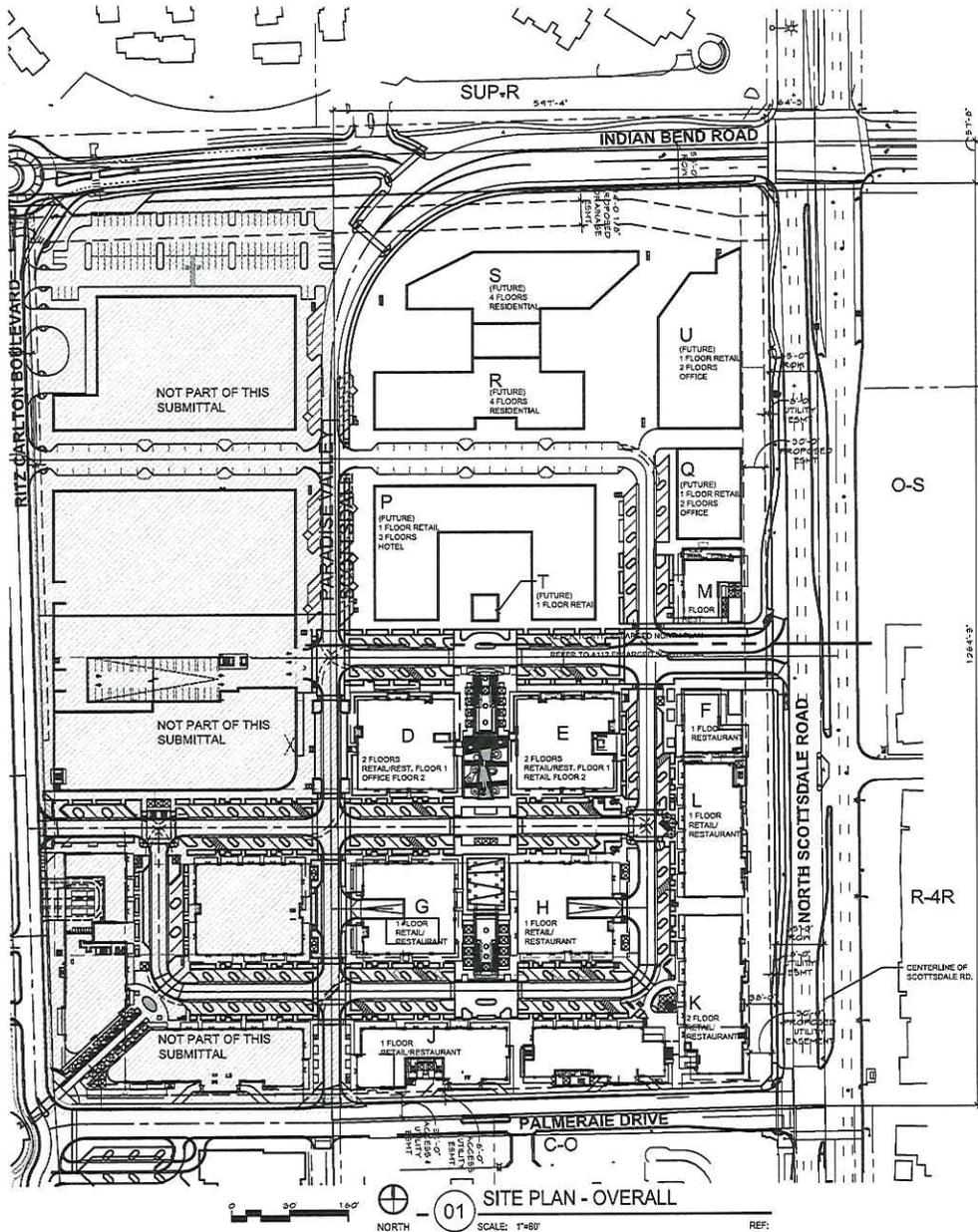
As noted in Ordinance Section 5.2600, the purpose of the Planned Regional Center District (PRC) is *“to provide for regional shopping, business, and residential uses within a planned center serving a broad region.”* Additionally, the PRC, *“...should be pedestrian oriented with complementary mixed uses that are carefully interrelated by the site design.”* The proposal is perfectly aligned with this stated purpose. The Palmeraie will provide regional shopping and business opportunities in a highly designed, mixed-use setting. The project layout places an emphasis on pedestrian comfort and orientation.

7. AMENDED DEVELOPMENT STANDARDS

Phase I of the Palmeraie project adheres to the applicable development standards. The FAR is below the allowable 0.8 standard and building heights are below the allowable 60' standard. Should Phase II require amended development standards, an amendment to this development plan will be required.

8. CONCLUSION

As outlined in this narrative and as seen in the application exhibits, the proposal meets and exceeds numerous stated goals of the General Plan, the Southern Scottsdale Character Area Plan and the Planned Regional Center ordinance. The project will deliver an iconic, world class shopping venue and will help maintain Scottsdale's status as a world class shopping and dining destination, while also providing employment and retail opportunities for residents and visitors alike.



PROJECT DATA

PROJECT PROPOSED USES: RETAIL/RESTAURANT/OFFICE

Zoning
 Scottsdales: Current: R-4R Proposed: PRC

Building Height Allowed
 Scottsdales: 60'

Development Plan Gross Lot Area: 20,125 AC / 876,851 SF
 Development Plan Net Lot Area: 17,326 AC / 751,787 SF
 Construction Type: MB

BUILDING AREA TABULATIONS PHASE I AND II

PHASE	BUILDING	GRA (sq)	NET RETAIL (sq)	NET REST. (sq)	NET OFFICE (sq)	NET TOTAL (sq)	HOTEL (sq)	RESIDENTIAL (sq)
Ph I	Building D	16,465	9,424	3,901	-	-	-	-
	Second	15,873	-	-	15,395	-	-	-
	Total	31,338	9,424	3,901	15,395	28,720	-	-
Ph I	Building E	15,823	12,728	1,527	-	-	-	-
	Second	12,751	12,599	-	-	-	-	-
	Total	28,607	25,327	1,527	-	-	-	-
Ph I	Building F	4,990	-	4,990	-	-	-	-
	Building G	14,323	8,792	3,380	-	-	-	-
	Building H	14,577	12,555	708	-	-	-	-
Ph I	Building J	14,173	13,067	-	-	-	-	-
	Building K	30,250	18,067	3,518	-	-	-	-
	Second	17,520	15,792	-	-	-	-	-
Ph I	Building L	14,322	8,905	-	-	-	37,377	-
	Building M	4,990	-	4,990	-	-	8,925	-
	Total	109,220	89,220	12,728	18,785	47,645	46,302	-
Phase I Total:		175,600 GSF	111,929 NSF	23,014 NSF	15,395 NSF	151,617 NSF	-	-
Ph II	Building P	166,248	32,064 GSF	-	-	-	-	133,894 GSF (150 Units)
	Building Q	40,509	13,503 GSF	-	-	-	-	82,933 GSF (95 Units)
	Building R	82,233	-	-	-	-	-	86,497 GSF (86 Units)
Ph II	Building S	900	900 GSF	-	-	-	-	-
	Building T	54,920	18,320 GSF	-	-	-	-	-
	Building U	900	-	-	-	-	-	-
Phase II Total:		432,777 GSF	65,797 NSF	-	-	63,466 GSF	-	169,430 GSF
Phase I&II Total:		608,377 GSF	177,726 NSF	23,014 NSF	15,395 NSF	151,617 GSF	-	169,430 GSF

PARKING CALCULATIONS - PHASE 1

Category	Value
Required Spaces: (1 per 325 GSF)	541 cars
Provided Spaces:	
Surface	538
Basement Level One (B1)	511
Basement Level Two (B2)	120
Provide Total	1,169 cars
GROSS PARKING AREAS	
Basement Level One:	240,738 sq ft
Basement Level Two:	61,344 sq ft
Total Below Grade Parking Area:	302,072 sq ft

Accessible Parking
 Required: 4% of required parking = 21
 Provided: 21
 Van Accessible: 1 per 6 required accessible spaces = 4 of the required accessible spaces

Bicycle Parking (Exclde Project - Phase 1 & 2)
 Required: 1/10 required parking cars = 54
 Max. Requirement: 100
 Provided: 100
 541 / 10 = 54 bike spaces required in Phase 1.

PHASE II

PARKING FOR FUTURE PHASE II WILL BE DESIGNED TO MEET OR EXCEED THE MINIMUM REQUIREMENTS FOR THE BUILDING AREAS ON PHASE II.

NOTES

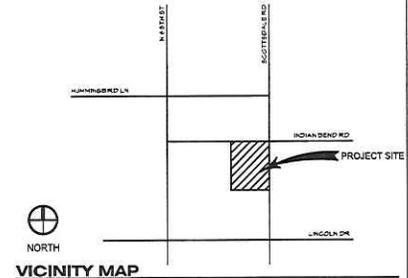
- UNOBSTRUCTED VERTICAL CLEARANCE OF 13'-4" WILL BE MAINTAINED FOR ALL ROADS (P.R.E. ORDINANCE 4945.503.2.1).
- FDCS AND FIRE RISER ROOMS ARE LOCATED AT EACH BUILDING AS NOTED.

Nelson Partners, Inc.
 Austin | Scottsdale
 15210 North Scottsdale Road
 Suite #300
 Scottsdale, Arizona 85254
 T: 480.949.4200
 nelsenpartners.com



REZONING PROPOSAL
 PRE-APP NO.: 44 - PA - 2016
PALMERAIE
 6990 N. SCOTTSDALE RD.
 SCOTTSDALE, AZ
 C.O.S.

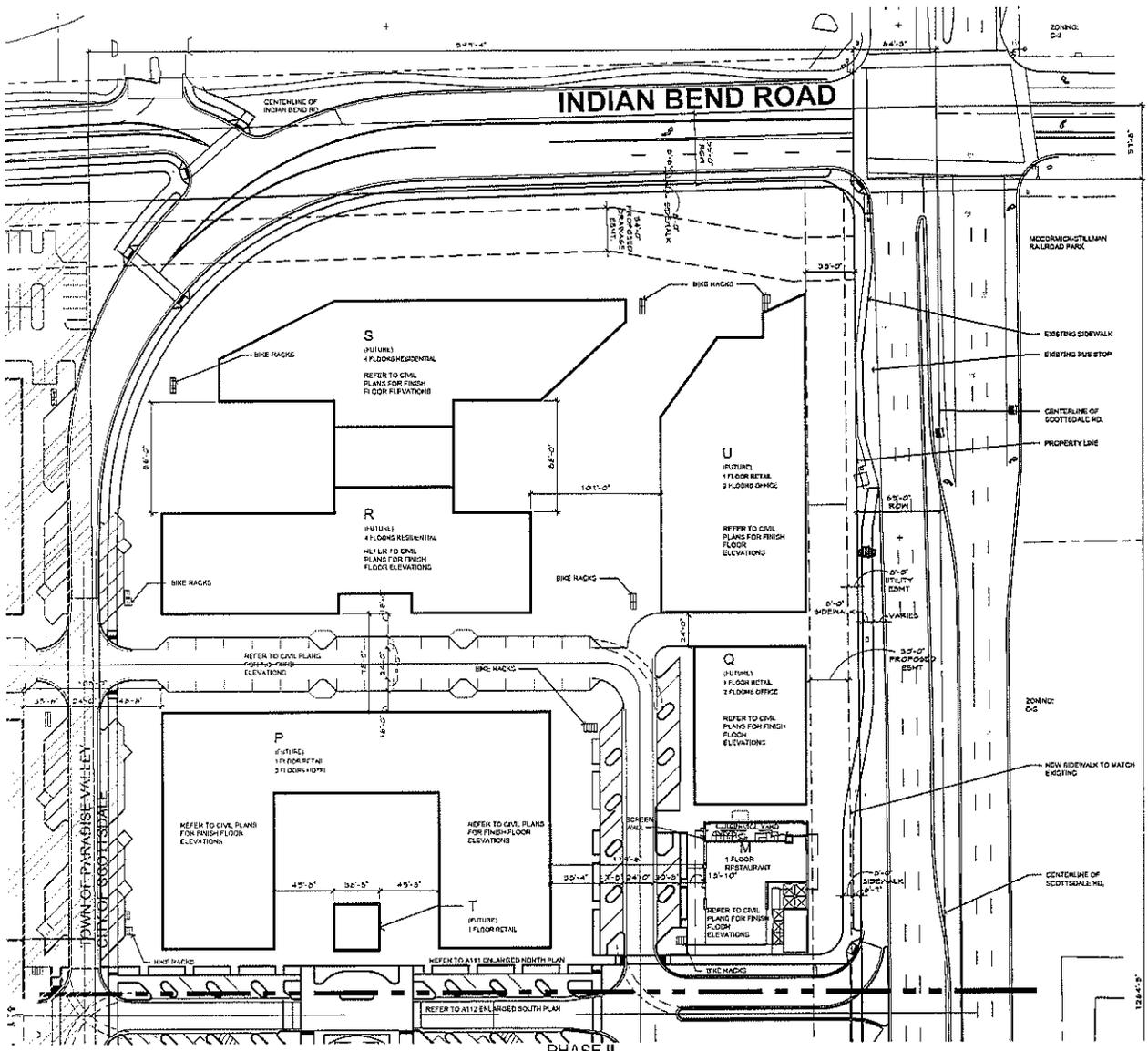
Date
 JUNE 20, 2016



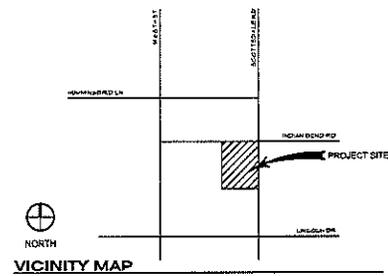
Drawings and within material appearing herein
 constitute original and confidential work of the
 architect and may not be reproduced, used, or
 disclosed without written consent of the architect.

© 2015 NELSON PARTNERS, INC.
 Project No.
 315033

A110
 SITE PLAN - OVERALL



PHASE II
 01 SITE PLAN - ENLARGED NORTH PLAN
 SCALE: 1"=40'
 REF:



NELSEN PARTNERS
 ARCHITECTS & PLANNERS

Nelson Partners, Inc.
 Austin | Scottsdale
 15210 North Scottsdale Road
 Suite 4000
 Scottsdale, Arizona 85254
 t. 480.349.4800
 nelsenpartners.com



REZONING PROPOSAL
 C.O.S. PRE-APP NO.: 44-PA-2016
PALMERAIE
 6890 N. SCOTTSDALE RD.
 SCOTTSDALE, AZ

Date
 JUNE 20, 2016

Drawings and information prepared according to these standards shall not be used for any other project or site without the prior written consent of the architect.

© 2016 NELSEN PARTNERS, INC.
 Project No.
 315033

A111
 SITE PLAN - PHASE II
 ENLARGED NORTH PLAN

7-ZN-2016
 6/30/2016



REZONING PROPOSAL
C.O.S. PRE-APP NO.: 44 - PA - 2016
PALMERAE
6990 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

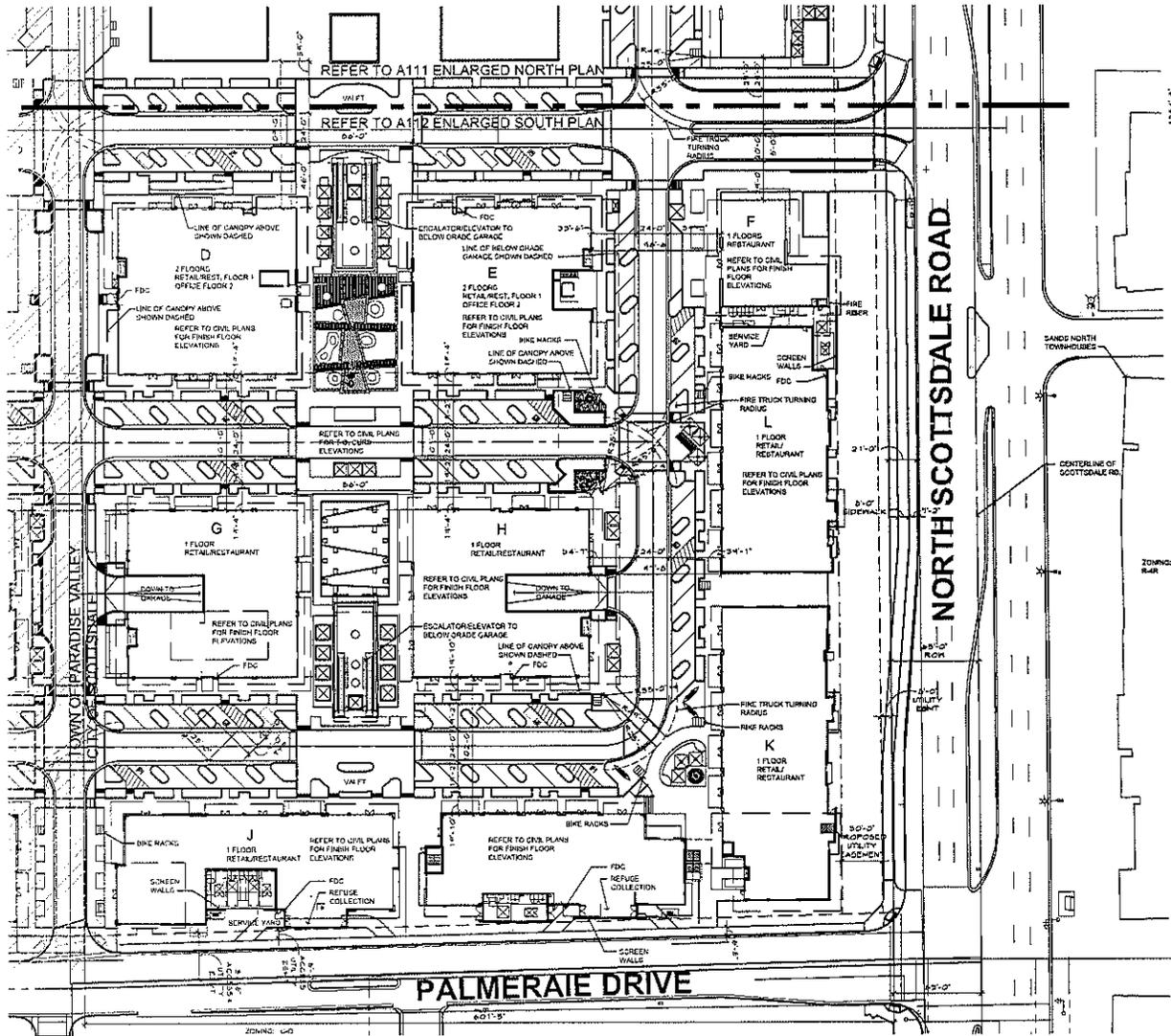
Date
JUNE 20, 2016

Drawings and other material appearing herein are the property of Nelsen Partners, Inc. and are not to be reproduced, stored or transmitted in any form or by any means, electronic or mechanical, without written consent of the architect.

4,911 NELSON PARTNERS, INC.

Project No.
315033

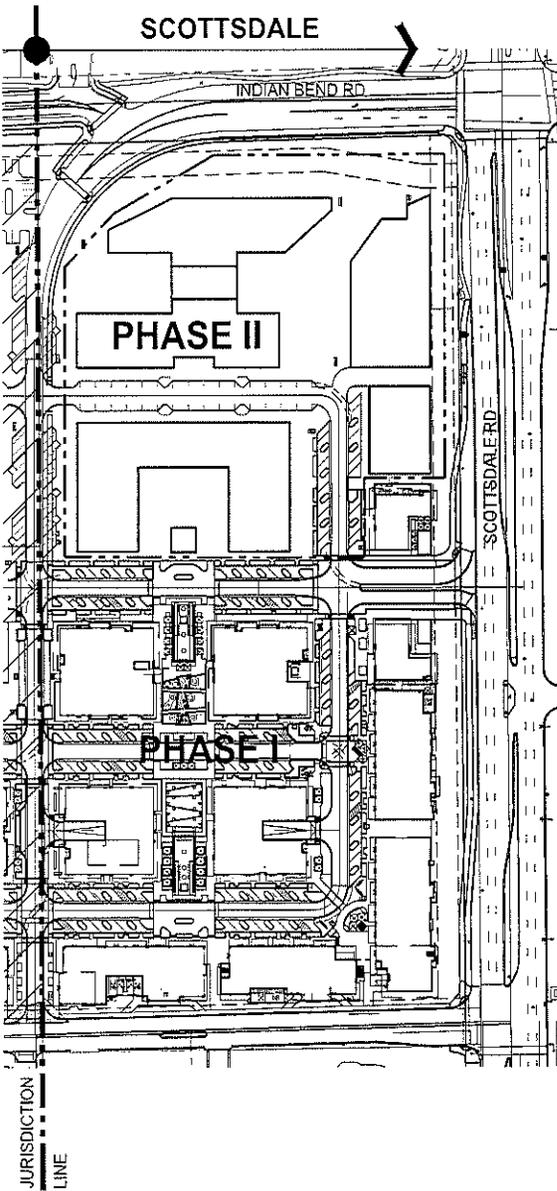
A112
SITE PLAN - PHASE I
ENLARGED SOUTH PLAN



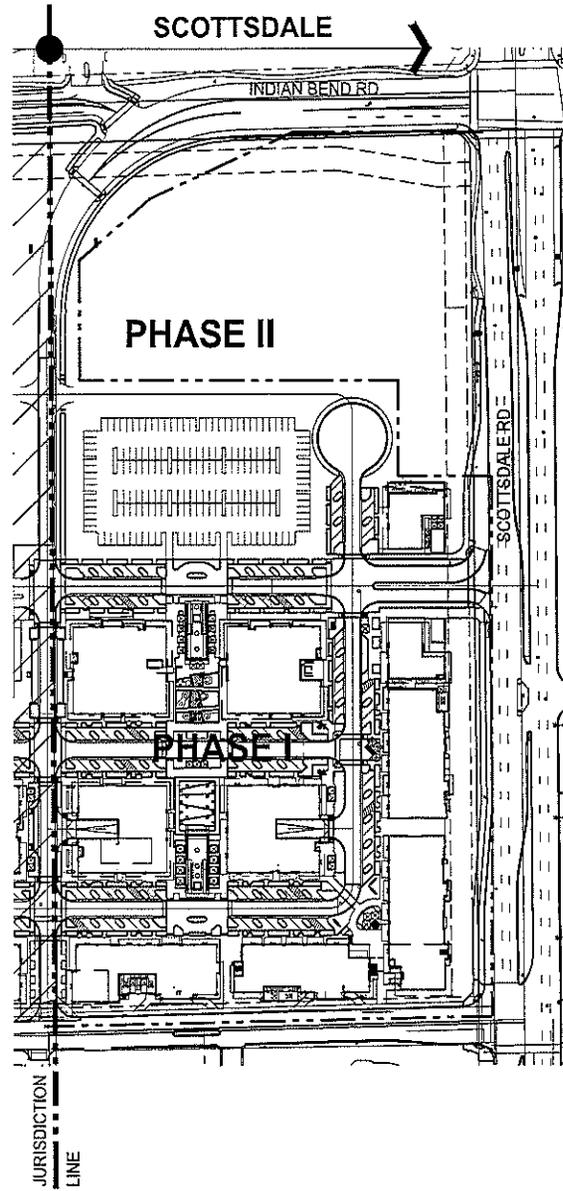
PHASE I
SITE PLAN - ENLARGED SOUTH PLAN
SCALE: 1/8"=1'-0"
REF:



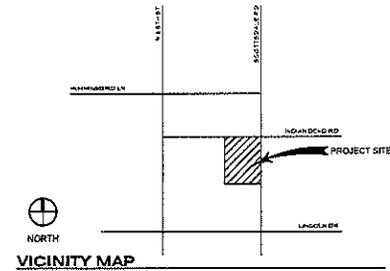
7-ZN-2016
6/30/2016



PHASE II PHASING PLAN
 SCALE: 1"=60'
 NORTH



PHASE I PHASING PLAN
 SCALE: 1"=60'
 NORTH



VICINITY MAP

NELSEN PARTNERS
 ARCHITECTS & PLANNERS

Nelsen Partners, Inc.
 Austin | Scottsdale
 15210 North Scottsdale Road
 Suite 4000
 Scottsdale, Arizona 85254
 t 480.949.6800
 nelsonpartners.com

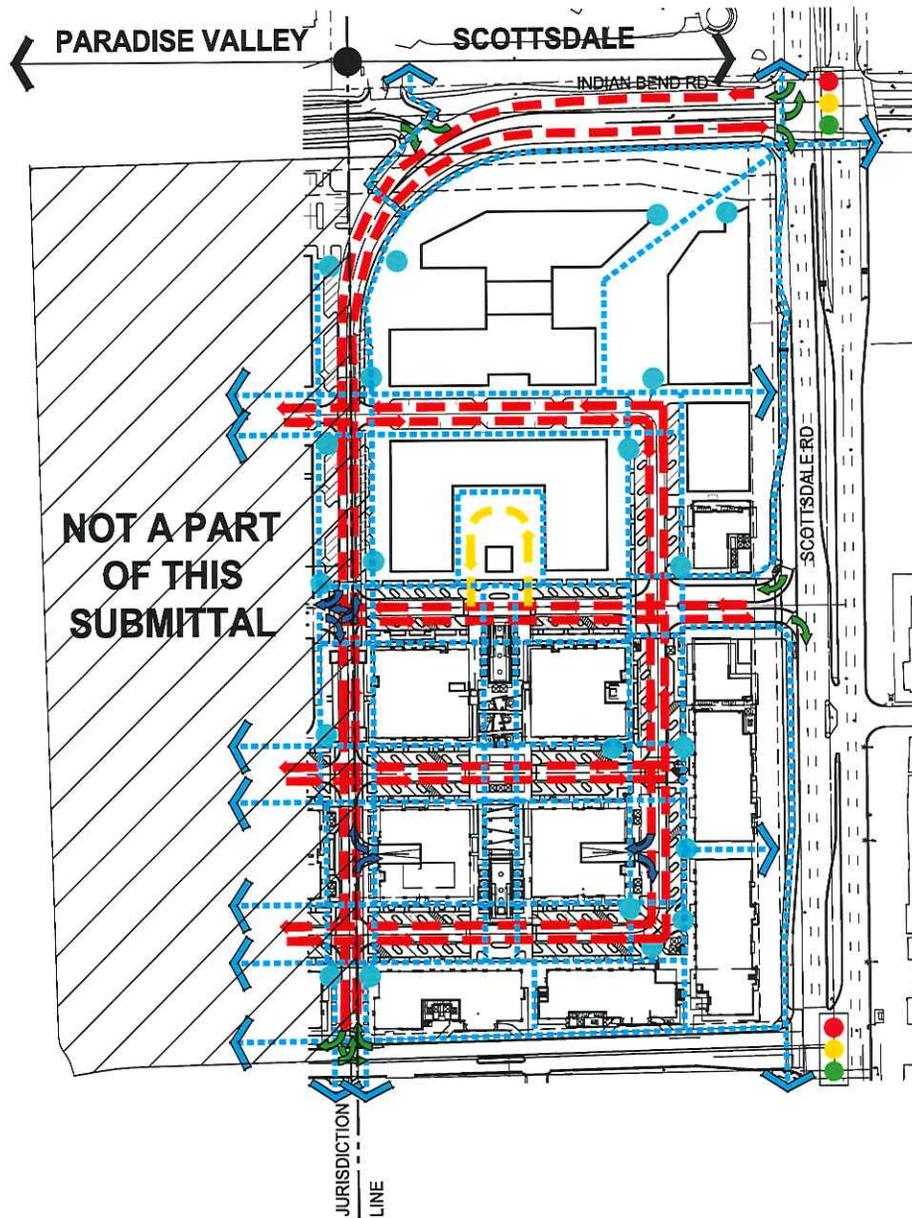


REZONING PROPOSAL
 C.O.S. PRE-APP NO.: 44-PA-2016
PALMERIAE
 6990 N. SCOTTSDALE RD.
 SCOTTSDALE, AZ

Date
 JUNE 21, 2016

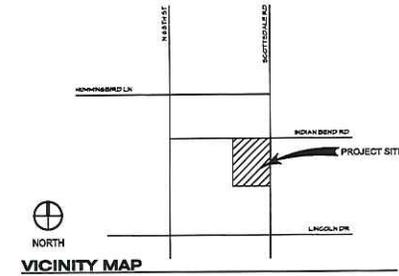
Drawings and other materials prepared by or for the architect and planner are the property of the architect and planner and shall not be reproduced, used or published without written consent of the architect.
 © 2016 NELSEN PARTNERS, INC.
 Project No.
 215033

A102
 PHASING PLAN



- LEGEND**
- OFF-SITE ENTRY / EXIT
 - PARKING GARAGE ENTRY / EXIT
 - TWO-WAY STREET
 - ONE-WAY STREET
 - PEDESTRIAN CIRCULATION
 - BICYCLE PARKING

PEDESTRIAN AND VEHICLE CIRCULATION PLAN
 SCALE: 1"=60'
 REF:



NELSEN PARTNERS
 ARCHITECTS & PLANNERS

Nelsen Partners, Inc.
 Austin | Scottsdale
 15210 North Scottsdale Road
 Suite 4000
 Scottsdale, Arizona 85254
 t: 480.949.6800
 nelsenpartners.com



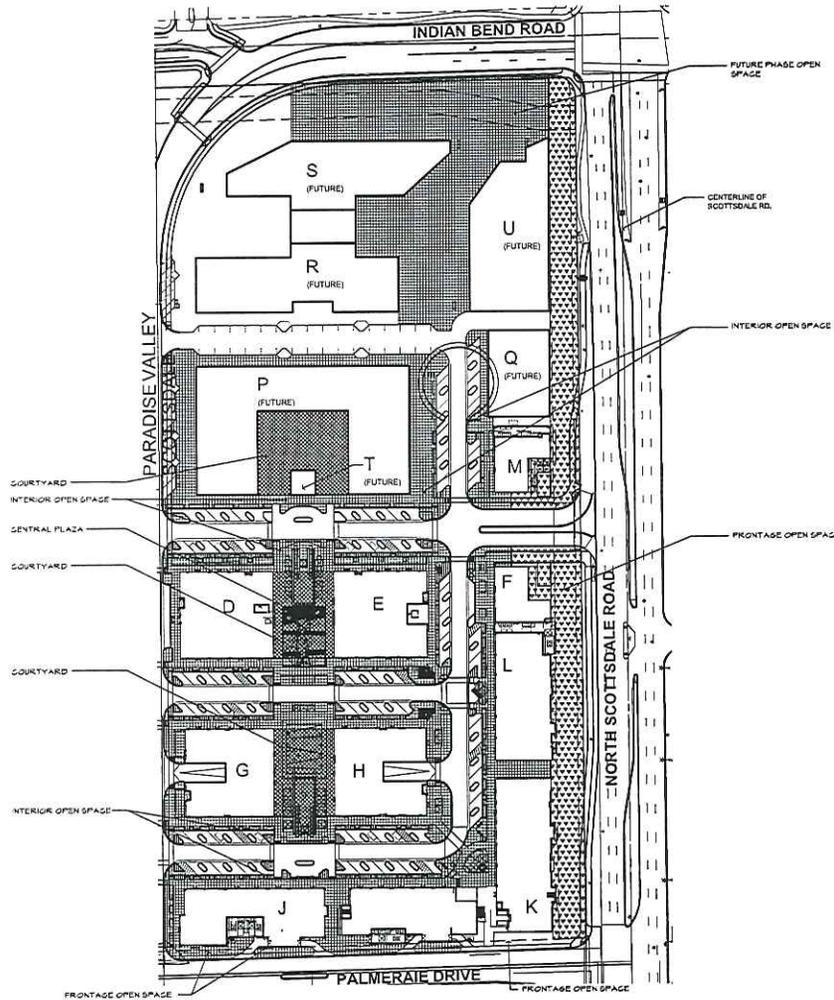
REZONING PROPOSAL
 C.O.S. PRE-APP NO.: 44 - PA - 2016
PALMERIAE
 6950 N. SCOTTSDALE RD.
 SCOTTSDALE, AZ

Date
 JUNE 20, 2016

Drawings and written material submitted herewith constitute original and unpublished work of the architect and may not be duplicated, used, or disclosed without written consent of the architect.
 © 2015 NELSEN PARTNERS, INC.

Project No.
 315033
A103
 PEDESTRIAN AND VEHICLE CIRCULATION PLAN

7-ZN-2016
 6/30/2016



01 OPEN SPACE PLAN
SCALE: 1"=80'
REF:

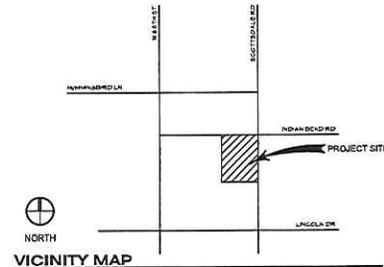
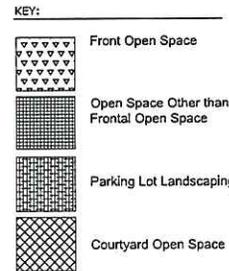
PROJECT DATA

PROJECT PROPOSED USES: RETAIL/RESTAURANT/OFFICE

Zoning	Current: R-4H	Proposed: PRC
Building Height Allowed	Scottsdale: 60'	
Development Plan Gross Lot Area:	20.125 AC / 876,659 SF	
Development Plan Net Lot Area:	17.368 AC / 757,787 SF	
Construction Type:	III-B	

OPEN SPACE CALCULATIONS:

Open Space Required:	FRS 1.2 = 10% x Net Lot = 1,757,787 sf
	Next 30' = 30% x .354 x 757,787 sf = 198,121 sf
	Total Required = 194,906 sf
Open Space Provided:	FRS 1.2 = 194,906 sf
Front Open Space:	Required = .25 x Open Space Required = 48,726 sf
	Provided = 54,902 sf
Courtyard Open Space:	Required = .21 x Net Lot Area = 367,787 sf
	Provided = 325,848 sf
Open Space other than Frontal Open Space and Courtyard Open Space:	Required = 116,392 sf
	Provided = 175,736 sf
Total Open Space Provided:	346,687 sf



NELSEN PARTNERS
ARCHITECTS & PLANNERS

Nelson Partners, Inc.
Austin | Scottsdale
15210 North Scottsdale Road
Suite #300
Scottsdale, Arizona 85254
t 480.919.6800
nelsenpartners.com

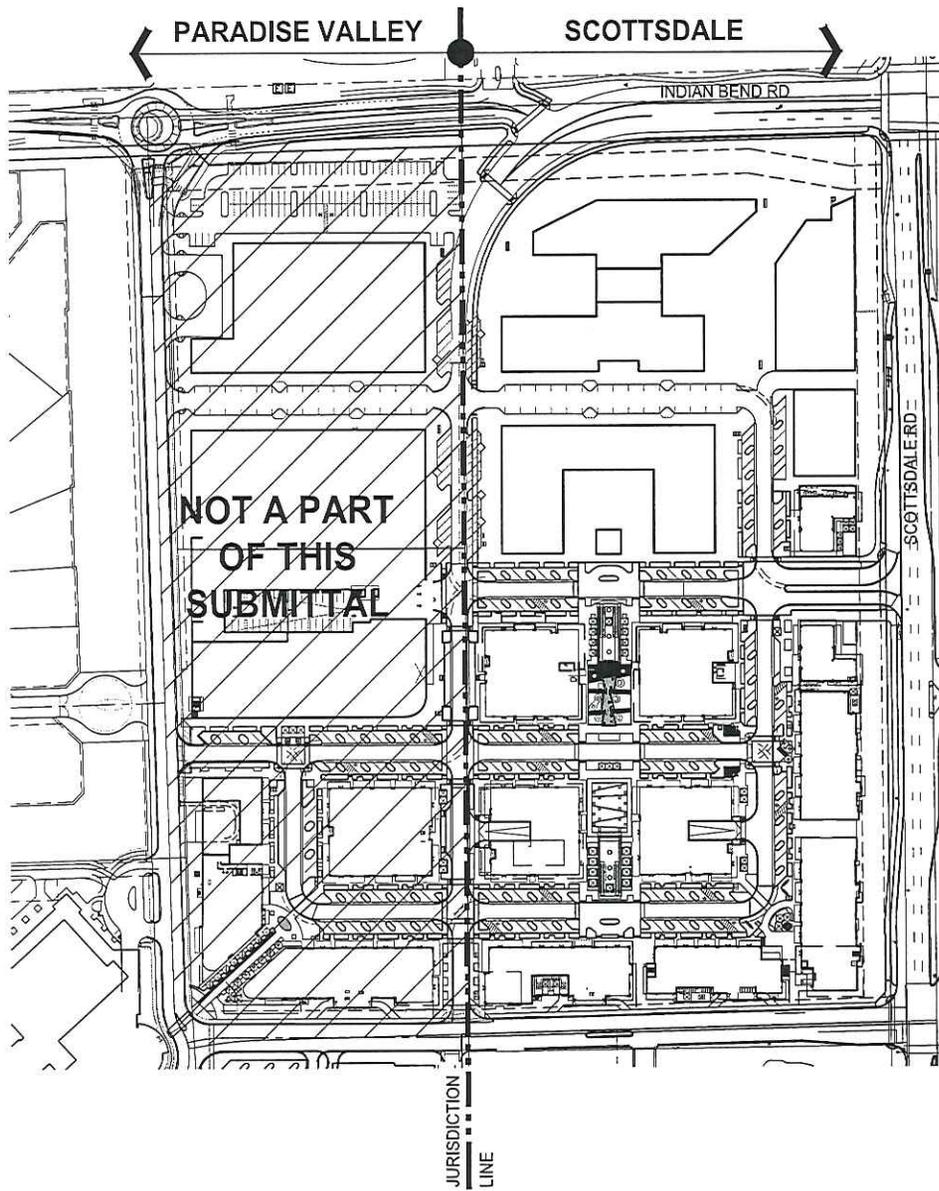


REZONING PROPOSAL
C.O.S. PRE-APP NO.: 44 - PA - 2016
PALMERAIE
6990 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

Date
JUNE 28, 2016

Drawings and written material prepared by Nelson Partners, Inc. are the property of Nelson Partners, Inc. and may not be reproduced, used, or disclosed without written consent of the architect.
© 2016 NELSEN PARTNERS, INC.
Project No. 315033
A120
OPEN SPACE PLAN

7-ZN-2016
6/30/2016



PARKING CALCULATIONS - PHASE 1

Required Spaces: (1 per 325 GDF)	541 cars
175,890,254	
Provided Spaces:	
Surface	538
Basement Level One (B1)	511
Basement Level Two (B2)	126
Provided Total:	1,175 cars
CHOCG PARKING AREAS	
Basement Level One	243,723 sf
Basement Level Two	87,244 sf
Total Below Grade Parking Area:	332,027 sf

SEE SHEET A132 FOR OPEN SPACE AND SURFACE PARKING AREAS

Accessible Parking	
Required: 4% of required parking	21
Provided:	21

Van Accessible:
1 per 6 required accessible spaces = 4
of the required accessible spaces

Approximately half of the accessible spaces are distributed throughout the surface parking areas, and the other half is located on B1 adjacent the elevator lobby.

Bicycle Parking (Entire Project - Phase 1 & 2)

Required:	1/12 required parking cars
Max. Required:	100
Provided:	100
541 / 10 = 55 bike spaces required in Phase 1.	

PHASE II

PARKING FOR FUTURE PHASE II WILL BE DESIGNED TO MEET OR EXCEED THE MINIMUM REQUIREMENTS FOR THE BUILDING AREAS ON PHASE II.

NOTES

- UNOBSTRUCTED VERTICAL CLEARANCE OF 13'-6" WILL BE MAINTAINED FOR ALL ROADS (P.R.E. ORDINANCE 4545.563.2.1)
- FDCS AND FIRE RISER ROOMS ARE LOCATED AT EACH BUILDING AS NOTED

Nelson Partners, Inc.
Avenue I Scottsdale
15210 North Scottsdale Road
Suite 1000
Scottsdale, Arizona 85254
t 480.949.6800
nelsonpartners.com



REZONING PROPOSAL
C.O.S. PRE-APP NO.: 44 - PA - 2016
PALMERIAE
6890 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

Date
JUNE 20, 2016

Drawings and other material prepared by or for the undersigned and reproduced, in whole or in part, without the written consent of the undersigned, is prohibited.

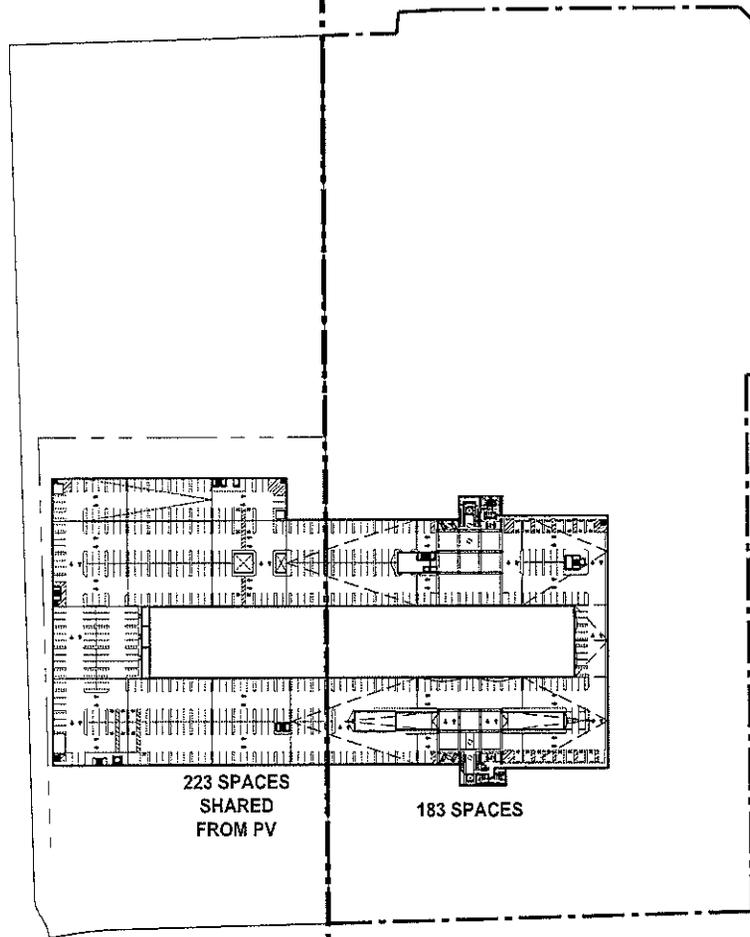
© 2013 NELSEN PARTNERS, INC.
Project No.
315033

A130
PARKING PLAN - SURFACE

0 20' 40' 1:80' NORTH 01 PARKING PLAN - SURFACE PARKING SCALE: 1"=80' REF:

7-ZN-2016
6/30/2016

PARADISE VALLEY SCOTTSDALE
INDIAN BEND RD



223 SPACES SHARED FROM PV
183 SPACES

JURISDICTION LINE

SCOTTSDALE RD

PARKING CALCULATIONS - PHASE I

Required Spaces: (1 low 222 OFF) 173,810/222	541 cars
Provided Spaces:	
Surface:	532
Basement Level One (B1):	611
Basement Level Two (B2):	136
Provided Total:	1279 cars
CRUGS PARKING AREAS:	
Basement Level One:	242,728 sf
Basement Level Two:	81,284 sf
Total Below Grade Parking Area:	324,012 sf

Accessible Parking
Required: 4% of required parking 21
Provided: 21

Van Accessible: 1 per 4 required accessible spaces = 4 of the required accessible spaces
Approximately half of the accessible spaces are distributed throughout the surface parking areas, and the other half is located on B1 adjacent the elevator lobbies.

SEE SHEET A120 FOR OPEN SPACE AND SURFACE PARKING AREAS

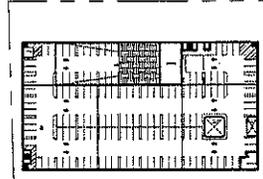
Skyscraper Parking (Green Project - Phase 1 & 2)
Required: 570 required parking cars
Max. Required: 100
Provided: 100
541 / 10 = 54.1 site spaces required in Phase 1.

PHASE II

PARKING FOR FUTURE PHASE II WILL BE DESIGNED TO MEET OR EXCEED THE MINIMUM REQUIREMENTS FOR THE BUILDING AREAS ON PHASE II.

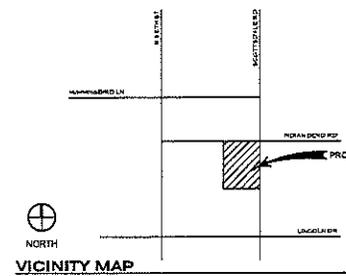
NOTES

- UNOBSTRUCTED VERTICAL CLEARANCE OF 13'-6" WILL BE MAINTAINED FOR ALL ROADWAYS PER ORDINANCE 4046, 2012.
- POSSIBLE AND FIRE RISER ROOMS ARE LOCATED AT EACH BUILDING AS NOTED.



01 PARKING PLAN - B2 LEVEL
SCALE: 1"=80'
NORTH

01 PARKING PLAN - B1 LEVEL
SCALE: 1"=80'
NORTH



01 VICINITY MAP
NORTH

NELSEN PARTNERS ARCHITECTS & PLANNERS

Nelson Partners, Inc.
Austin | Scottsdale
15210 North Scottsdale Road
Suite #200
Scottsdale, Arizona 85254
t 480.949.4800
nlsn@npspartners.com



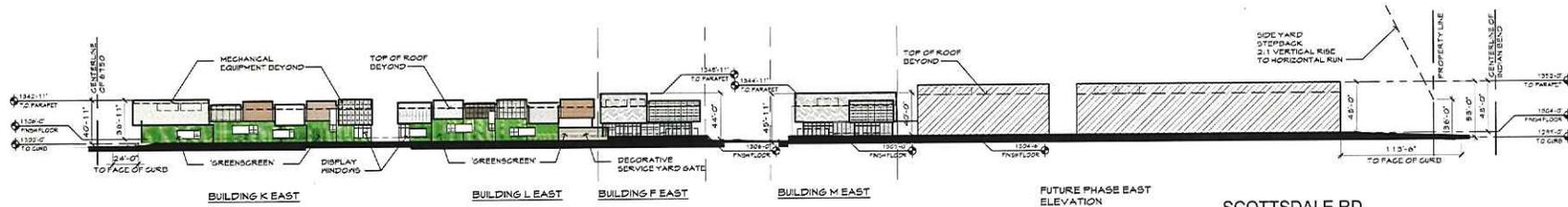
REZONING PROPOSAL
C.O.S. PRE-APP NO.: 44 - PA - 2016
PALMERIAE
6990 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

Date
JUNE 20, 2016

Drawings and notes shall apply only to the specific project and shall not be used for any other project and shall not be used for any other project without the express consent of the architect.
4,911 HUBBARD WING INC.
Project No.
315033

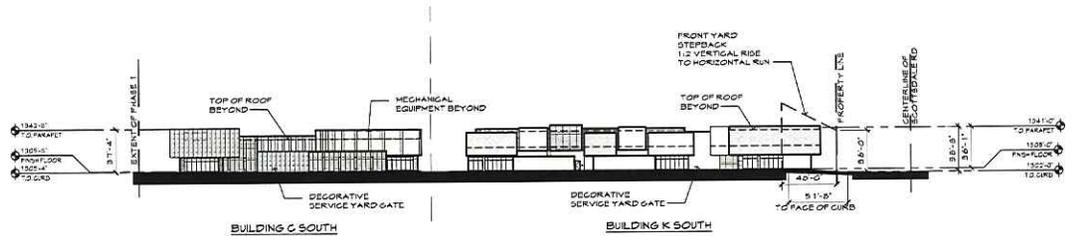
A131
PARKING PLAN - B1&B2 LEVEL

7-ZN-2016
6/30/2016



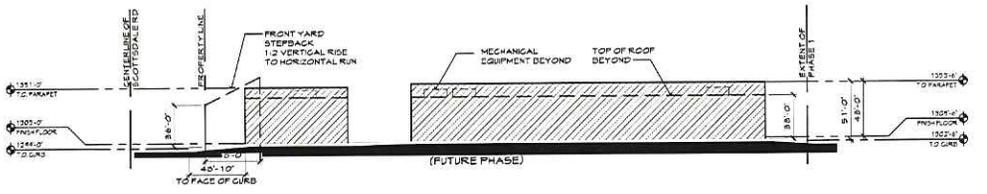
SCOTTSDALE RD.
OVERALL EAST ELEVATION

03 SCALE: 1"=50' REF:



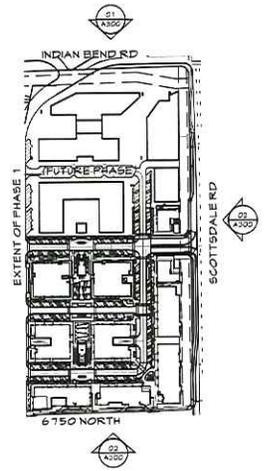
6750 NORTH
OVERALL SOUTH ELEVATION

02 SCALE: 1"=50' REF:



INDIAN BEND RD.
OVERALL NORTH ELEVATION

01 SCALE: 1"=50' REF:



ELEVATION KEY PLAN

REZONING PROPOSAL
C.O.S. PRE-APP NO.: 44 - PA - 2016
PALMERIAE
6990 N. SCOTTSDALE RD.,
SCOTTSDALE, AZ

Date
JUNE 20, 2016

Drawings and/or other material supporting herein constitute original and proprietary work of the architect and may be the subject of, used or disclosed without consent of the architect.
© 2015 NELSON PARTNERS, INC.

Project No.
315033

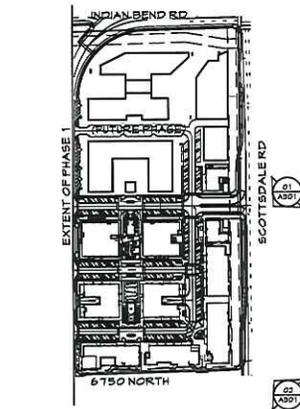
A300
PERIMETER OVERALL
ELEVATIONS



02 SCOTTSDALE RD PERSPECTIVE - LOOKING NORTHWEST
SCALE: N.T.S. REF:



01 SCOTTSDALE RD PERSPECTIVE - LOOKING SOUTHEAST
SCALE: N.T.S. REF:



PERSPECTIVE KEY PLAN

NELSEN PARTNERS
ARCHITECTS & PLANNERS

Nelsen Partners, Inc.
Austin | Scottsdale
15210 North Scottsdale Road
Suite #300
Scottsdale, Arizona 85254
t: 480.949.6800
nelsonpartners.com



REZONING PROPOSAL
C.O.S. PRE-APP NO.: 44 - PA - 2016
PALMERAIE
6990 N. SCOTTSDALE RD,
SCOTTSDALE, AZ

Date
JUNE 20, 2016

Drawings and related material appearing herein constitute original and unpublished works of the architect and may not be duplicated, copied, or disclosed without written consent of the architect.

© 2015 NELSEN PARTNERS, INC.

Project No.
315033

A301
PERSPECTIVES

7-ZN-2016
6/30/2016

Plant Legend

Perimeter Roads

Trees

Symbol	Botanical name	Common Name	Size	Caliper
	<i>Rauhinia nucanthera</i>	Chittahuan Orchid Tree	24" box	2"
	<i>Olea europaea</i>	Olive	24" box	3"

Palms and Cycads

Symbol	Botanical name	Common Name	Size	Notes
	<i>Chameroops humilis</i>	Mediterranean Fan Palm	2'-4" BTH	3 trunks
	<i>Cycas revoluta</i>	Sage Palm	20 gal	1 trunk
	<i>Phoenix dactylifera</i>	Date Palm	12' BTH	-

Interior

Trees

Symbol	Botanical name	Common Name	Size	Caliper
	<i>Bauhinia variegata</i>	Purple Orchid Tree	24" box	2"
	<i>Citrus species</i>	Citrus	1.5 gal	N/A
	<i>Ficus microcarpa nitida</i>	Indian Laurel Fig	24" box	3"
	<i>Olea europaea</i>	Olive	24" box	3"

Palms and Cycads

Symbol	Botanical name	Common Name	Size	Notes
	<i>Chameroops humilis</i>	Mediterranean Fan Palm	2'-4" BTH	3 trunks
	<i>Cycas revoluta</i>	Sage Palm	20 gal	1 trunk
	<i>Phoenix dactylifera</i>	Date Palm	12' BTH	-

Notes

1. All plant material, 1 gallon and larger, including boxed palms, to be supplied by D. L. Cunningham, Inc. It is the responsibility of the landscape contractor to locate and bid any bare root palms, but these palms must be selected by D.L.C. Inc. and approved by Burton Landscape Architecture Studio. Landscape contractor must contact D.L. Cunningham, Inc. for their selection rates and all other applicable terms. Contact: Rob Cunningham 949 261 7191.

2. The contractor shall verify all plant material quantities prior to plant installation. Plant material quantities are listed for the convenience of the contractor. Actual number of plant symbols shall have priority over quantities designated.

3. All plant material designated with (++) shall be planted with cactus and succulent back fill mix (see planting specifications).

4. All plant material designated with (***) shall be planted with acid loving plant back fill mix (see planting specifications).

5. All individual shrubs @ slope conditions are to be underplanted with ground cover to match adjacent plant symbol.

Perimeter Roads

Shrubs, Perennials, Vines and Groundcovers



Botanical name	Common Name	Size
<i>Arigozanthos species ++</i>	Kangaroo Paw	5 gal
<i>Baccharis species</i>	Baccharis	5 gal
<i>Bougainvillea species</i>	Bougainvillea	5 gal
<i>Bulbine frutescens ++</i>	No Common Name	5 gal
<i>Caesalpinia speciosa</i>	No Common Name	5 gal
<i>Callistemon viminalis</i>	Weeping Bottlebrush	5 gal
<i>Campsis radicans</i>	Common Trumpet Creeper	5 gal
<i>Carissa macrocarpa 'Tuttie'</i>	Natal Plum	5 gal
<i>Dalea greggii</i>	Trailing Indigo Bush	5 gal
<i>Eremophila species</i>	Emu Bush	5 gal
<i>Feljoa sellowiana</i>	Pineapple Guava	5 gal
<i>Ficus pumila</i>	Creeping Fig	5 gal
<i>Gaura lindheimeri</i>	Lindheimer's Beeblossom	5 gal
<i>Gelsemium sempervirens</i>	Carolina Jessamine	5 gal
<i>Jasminum mesnyi</i>	Princess Jasmine	5 gal
<i>Lantana species</i>	No Common Name	5 gal
<i>Leucophyllum species</i>	Texas Ranger	5 gal
<i>Maccladyena unguis-cati***</i>	Cat's Claw	5 gal
<i>Myrtus communis</i>	Myrtle	5 gal
<i>Myoporum parvifolium</i>	No Common Name	5 gal
<i>Nerium oleander</i>	Oleander	5 gal
<i>Penstemon species</i>	Beard Tongue	5 gal
<i>Plumbago auriculata (capensis)</i>	Cape Plumbago	5 gal
<i>Portulacaria afra ++</i>	Elephant's Food	5 gal
<i>Prunus caroliniana 'Bright 'n' Tight'</i>	Carolina Laurel Cherry	5 gal
<i>Pyracantha species</i>	Firethorn	5 gal
<i>Rosa banksiae</i>	Lady Banks' Rose	5 gal
<i>Rosmarinus officinalis 'Prostratus'</i>	Rosemary	1 gal
<i>Rosmarinus officinalis species</i>	Rosemary	5 gal
<i>Ruellia species</i>	No Common Name	5 gal
<i>Salvia greggii</i>	Autumn Sage	5 gal
<i>Thevetia peruviana</i>	Yellow Oleander	5 gal
<i>Tecoma stans 'Gold Star'</i>	Gold Star Esperanza	5 gal
<i>Xylocarpus congestum</i>	Shiny Xylocarp	5 gal

Interior

Shrubs, Perennials, Vines and Groundcovers



Botanical name	Common Name	Size
<i>Arigozanthos species ++</i>	Kangaroo Paw	5 gal
<i>Asparagus densiflorus 'Sprenger'</i>	Sprenger Asparagus	5 gal
<i>Bougainvillea species</i>	Bougainvillea	5 gal
<i>Callistemon viminalis</i>	Weeping Bottlebrush	5 gal
<i>Calyptophus hartwegii fenderi</i>	Sundrops	5 gal
<i>Campsis radicans</i>	Common Trumpet Creeper	5 gal
<i>Carissa macrocarpa 'Tuttie'</i>	Natal Plum	5 gal
<i>Cathartanthus roseus</i>	Madagascar Periwinkle	5 gal
<i>Feljoa sellowiana</i>	Pineapple Guava	5 gal
<i>Ficus pumila</i>	Creeping Fig	5 gal
<i>Gelsemium sempervirens</i>	Carolina Jessamine	5 gal
<i>Lantana species</i>	No Common Name	5 gal
<i>Lavandula species ++</i>	Lavender	5 gal
<i>Ligustrum japonicum 'Texanum'</i>	Wax-Leaf Privet	5 gal
<i>Macladyena unguis-cati***</i>	Cat's Claw	5 gal
<i>Myrtus communis</i>	Myrtle	5 gal
<i>Pedilanthus macrocarpus</i>	Lady's Slipper	5 gal
<i>Pittosporum species</i>	No Common Name	5 gal
<i>Plumbago auriculata (capensis)</i>	Cape Plumbago	5 gal
<i>Prunus caroliniana 'Bright 'n' Tight'</i>	Carolina Laurel Cherry	5 gal
<i>Punica granatum</i>	Flowering Pomegranate	5 gal
<i>Rosa banksiae</i>	Lady Banks' Rose	1 gal
<i>Rosmarinus officinalis 'Prostratus'</i>	Rosemary	5 gal
<i>Rosmarinus officinalis species</i>	Rosemary	5 gal
<i>Santolina chamaecyparissus</i>	Lavender Cotton	5 gal
<i>Strelitzia reginae</i>	Bird Of Paradise	5 gal
<i>Teucrium fruticans</i>	Bush Germander	5 gal
<i>Trachelospermum jasminoides</i>	Star Jasmine	5 gal
<i>Westringia fruticosa</i>	Coast Rosemary	5 gal

NELSEN PARTNERS

ARCHITECTS & PLANNERS

Nelsen Partners, Inc.
Austin | Scottsdale
13210 North Scottsdale Road
Suite 8050
Scottsdale, Arizona 85254
t 480.949.6900
nelpartners.com

burton

Landscape Architecture Studio
307 S. Cotton Center Blvd. Suite 200
602-794-7224 | 602-794-7227
www.burton-studio.com

PALMERIAE
C.O.S. PRE-APP NO.: 44 - PA - 2016
6990 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

Date
JUNE 30, 2016 - Re-zoning

Drawings and notes are the property of the firm. Reproduction or distribution without the written consent of the firm is prohibited. All work is subject to change without notice.

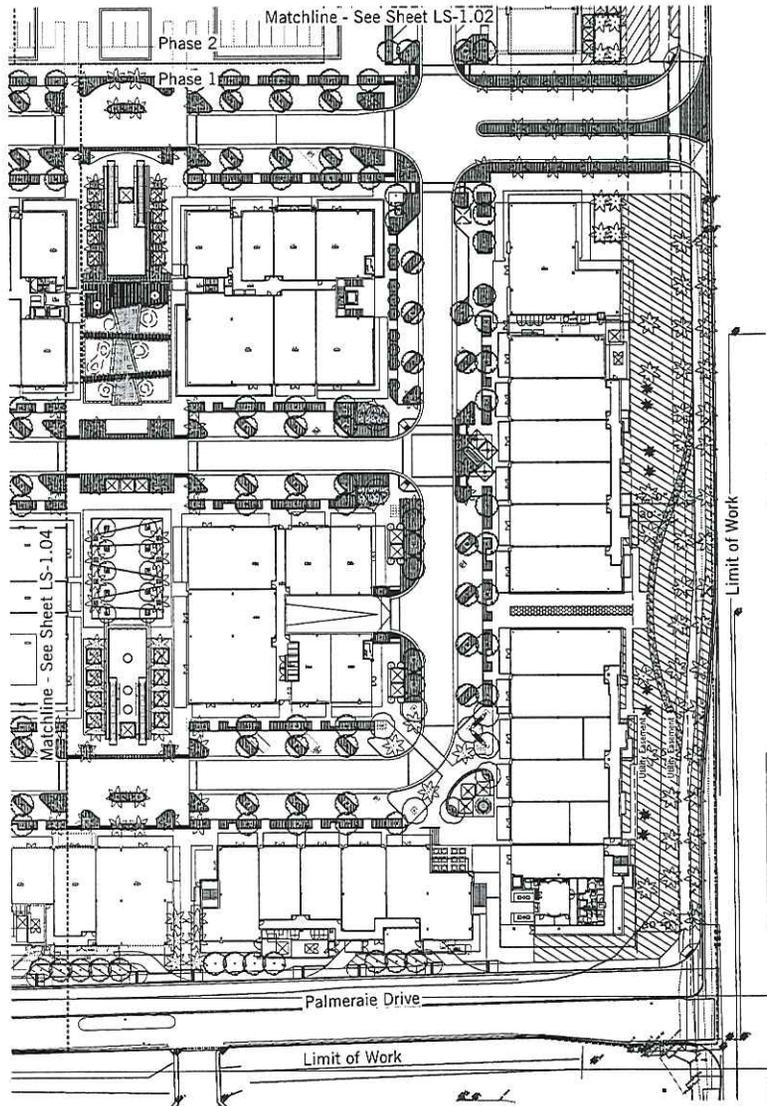
© 2016 NELSEN PARTNERS, INC.

Project No.
215033

Landscape Plan
Notes & Legends

LS-0.01

7-ZN-2016
6/30/2016



Plant Legend
Perimeter Roads Trees

Symbol	Botanical name
	Bauhinia macranthera Ulmus parvifolia

Perimeter Roads Palms

Symbol	Botanical name
	Chamaecrops humilis Cycas revoluta Phoenix dactylifera

Interior Trees

Symbol	Botanical name
	Bauhinia variegata Citrus species Ficus microcarpa elliptica Ulmus parvifolia

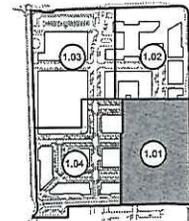
Interior Palms

Symbol	Botanical name
	Chamaecrops humilis Cycas revoluta Phoenix dactylifera

Shrubs

Symbol	Description
	Perimeter Roads & Right of Way Shrubs, Perennials, Vines and Groundcovers Total SF - 37,834
	Interior & On-Site Shrubs, Perennials, Vines and Groundcovers Total SF - 54,786 SF Total Landscape Square Footage - 92,620 SF

Key Map



**NELSEN
 PARTNERS**
 ARCHITECTS & PLANNERS

Nelsen Partners, Inc.
 Austin | Scottsdale
 15210 North Scottsdale Road
 Suite #200
 Scottsdale, Arizona 85254
 t - 480.949.6800
 nelsenpartners.com

burton

Landscape Architecture Studio
 3075 Corona Solana Beach Ca 92975
 858.764.7344 | 858.764.7307 |
 www.burton-studio.com

PALMERAIE
 C.O.S. PRE-APP NO.: 44 - PA - 2016
 6990 N. SCOTTSDALE RD.
 SCOTTSDALE, AZ

Date
 JUNE 20, 2016 - Re-zoning

Drawings and without warranty, liability
 conditions, original and unaltered work of the
 architect and may not be duplicated, used, or
 modified without written consent of the architect.

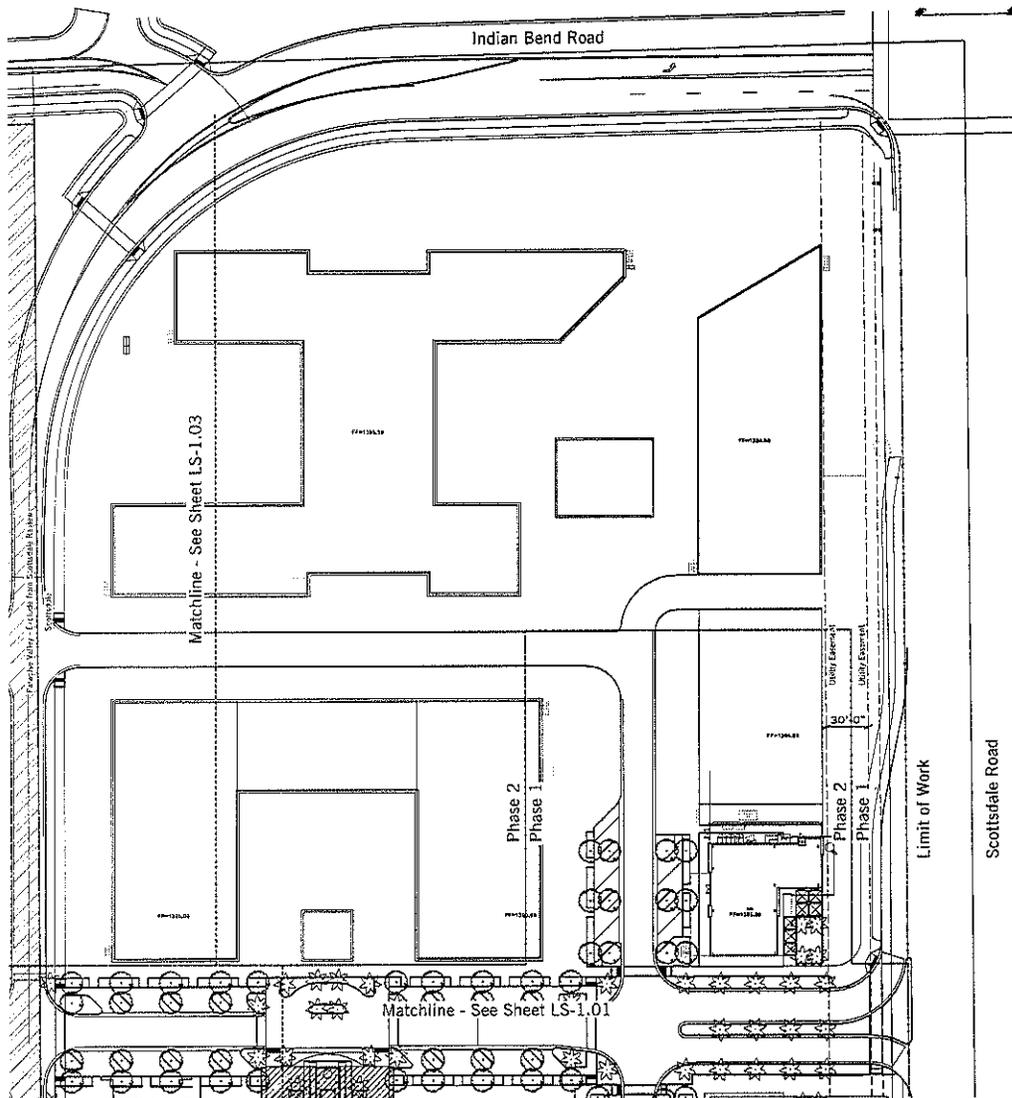
© 2016 NELSEN PARTNERS, INC.

Project No.
 315033

Landscape Plan

LS-1.01

7-ZN-2016
 6/30/2016



Plant Legend
Perimeter Roads Trees

Symbol	Botanical name
	Bauhinia macranthera Ulmus parvifolia

Perimeter Roads Palms

Symbol	Botanical name
	Chamaerops humilis Cycas revoluta Phoenix dactylifera

Interior Trees

Symbol	Botanical name
	Bauhinia variegata Citrus species Ficus microcarpa nitida Ulmus parvifolia

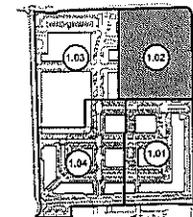
Interior Palms

Symbol	Botanical name
	Chamaerops humilis Cycas revoluta Phoenix dactylifera

Shrubs

Symbol	Description
	Perimeter Roads & Right of Way Shrubs, Perennials, Vines and Groundcovers Total SF - 37,834
	Interior & On-Site Shrubs, Perennials, Vines and Groundcovers Total SF - 54,786 SF
	Total Landscape Square Footage - 92,620 SF

Key Map



**NELSEN
 PARTNERS**
 ARCHITECTS & PLANNERS

Nelsen Partners, Inc.
 AUSA 12000000
 15210 North Scottsdale Road
 Suite 9000
 Scottsdale, Arizona 85254
 t 480.949.6800
 nelsenpartners.com

burton

Landscape Architecture Studio
 302 S. Camelback South
 318 West 72nd St. #200
 www.burton-studio.com

PALMERAIE
 C.O.S. PRE-APP NO.: 44 - PA - 2016
 6990 N. SCOTTSDALE RD.
 SCOTTSDALE, AZ

Date
 JUNE 20, 2016 - Re-zoning

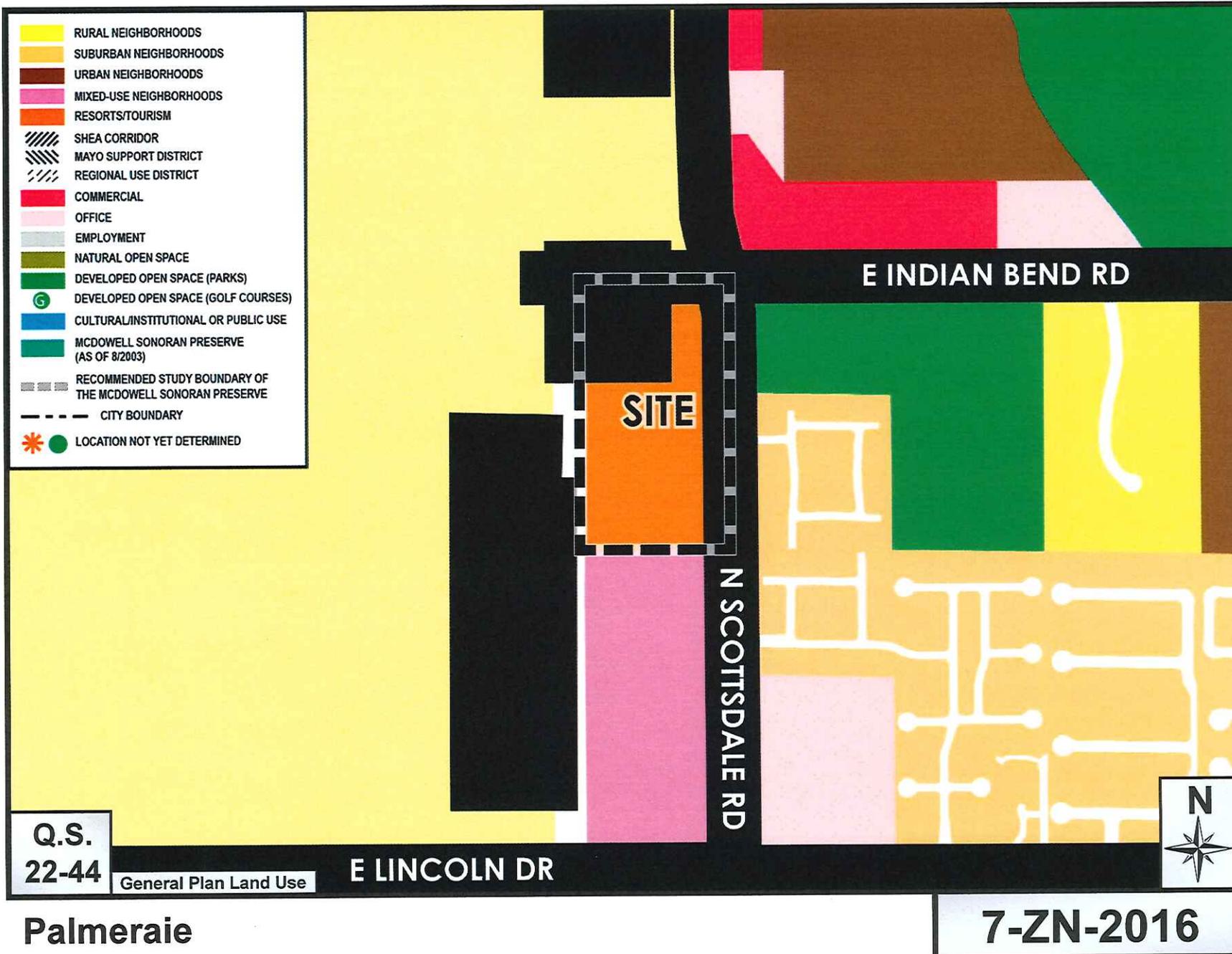
Drawings and notes are subject to change without notice. The user assumes all responsibility for the accuracy and use of the drawings and notes. No liability is assumed for any errors or omissions.
 © 2016 NELSEN PARTNERS, INC.

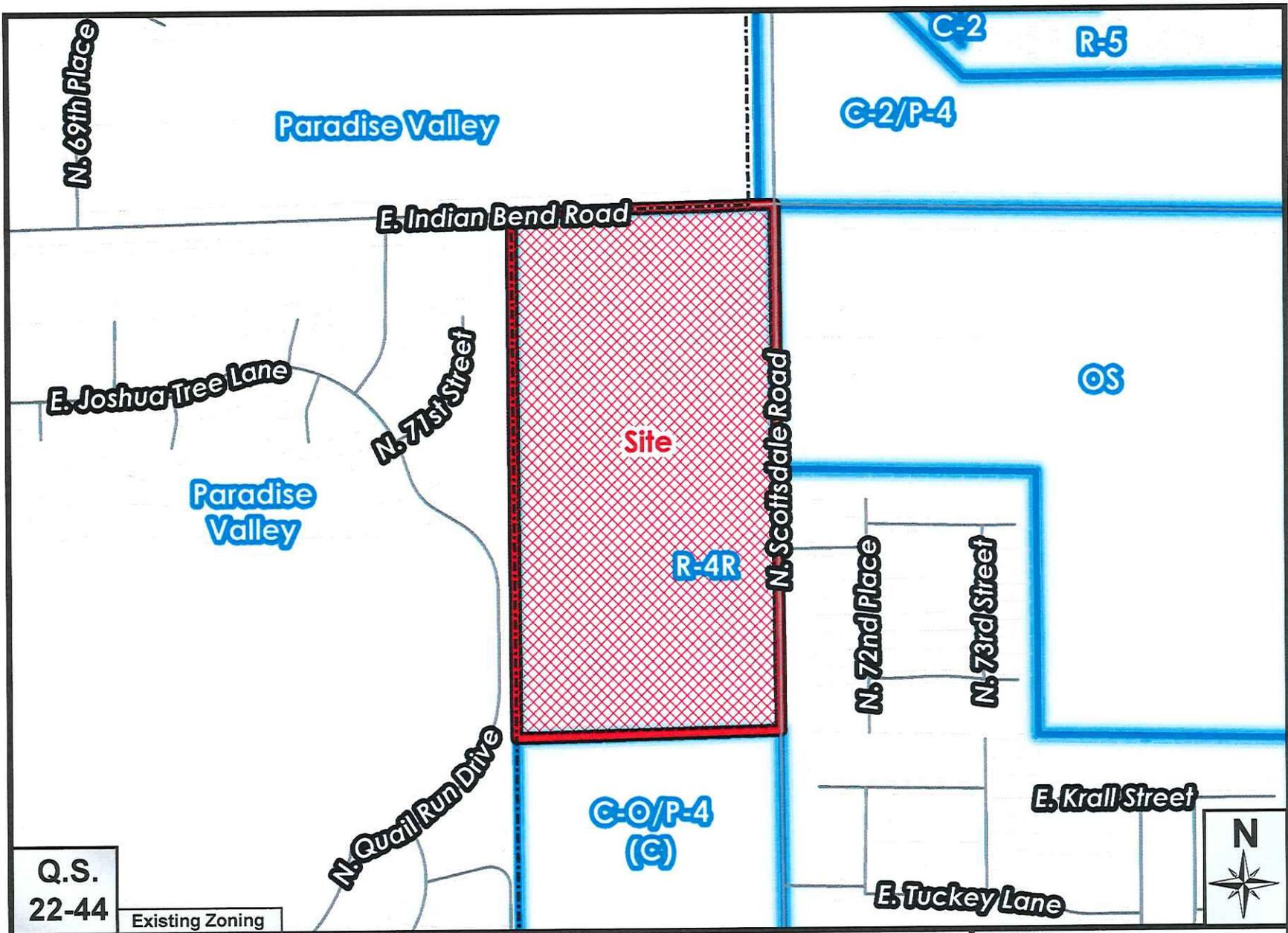
Project No.
 315033

Landscape Plan
LS-1.02

7-ZN-2016
 6/30/2016

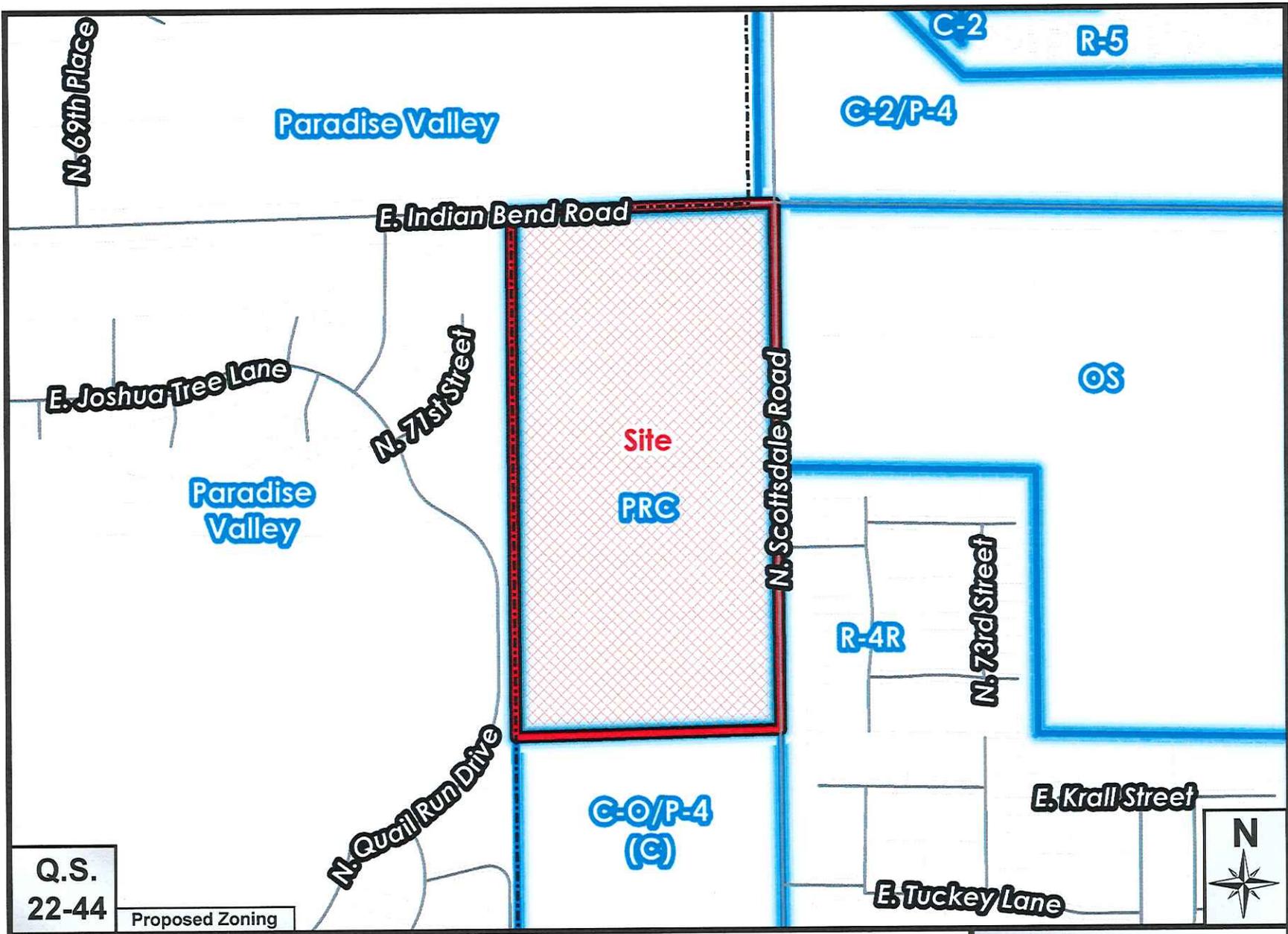
Palmeraie Development Plan





Palmeraie

7-ZN-2016



Q.S.
22-44

Proposed Zoning

Palmeraie

7-ZN-2016

EXECUTIVE SUMMARY

This report documents a traffic impact analysis performed for a mixed use development consisting of a residential, commercial and office land uses. The proposed Palmeraie development is located on ± 17 acres on the southwest corner of Scottsdale Road and Indian Bend Road. The adjacent Ritz Carlton development within the City of Scottsdale limits is located on ± 105.9 acres north of Lincoln Drive, south of Indian Bend Road, east of Mockingbird Lane and west of Scottsdale Road. The adjacent Parcel E will contain land uses complimentary to Palmeraie and will be available for guests and residents within the Ritz Carlton development.

CivTech Inc. has been retained by Five Star Development to perform the traffic impact and mitigation analysis (TIMA) for the proposed development. The site was previously prepared and approved for a mixed use plan in 2009 including hotel, condominiums, and mixed retail. This report represents the first submittal of the updated site plan proposed by the developer. **Appendix A** is reserved for comments the City's engineering reviewer may have for this study.

This development consists of mixed uses which include retail, restaurant, office, residential and hotel land uses. The approximate amount of each land use consists of 159,902 SF of retail, 24,738 SF of restaurant, 94,480 SF of office, 155 condominiums/townhouses dwelling units and 150 hotel guestrooms.

The site may be accessed directly at Indian Bend Road as proposed to be reconfigured to bend to form Street C within the site near the alignment of the existing Scottsdale Plaza Resort driveway and at a proposed right-in/right-out driveway nearly midway between Indian Bend Road and 6750 North. The site may also be accessed indirectly through Scottsdale Road via 6750 North. The site will also have cross access permitted with the Ritz Carlton development. Ritz Carlton is planned to provide access to Indian Bend Road at the existing roundabout, access to Lincoln Drive at Quail Run Road and also access to Scottsdale Road via 6750 North.

The purpose of this study is to address traffic and transportation impacts of the proposed development on the surrounding streets and intersections. This study was prepared based on criteria set forth during a scoping meeting with staff from the City of Scottsdale. The specific objectives of the study are:

1. To evaluate lane requirements on all existing roadways and at all existing intersections within the study area.
2. To determine future level of service for all proposed major intersections within the study area and recommend any capacity related improvements.
3. To determine necessary lane configurations at all major intersections within the proposed development to provide acceptable future levels of service.
4. To evaluate the need for future traffic control changes within the proposed development.
5. To evaluate the need for auxiliary lanes at stop and signal controlled intersections.

6. To evaluate the need for deceleration lanes at each site access.
7. To assess any safety concerns on the existing roadways and provide options to ensure they are not intensified with an increase in traffic.

The following recommendations have been documented in this study:

General

- Per the above discussion, it can be concluded that there are no major mitigation measures currently warranted within the vicinity of the site. It should be noted that the intersection of **Scottsdale Road & Indian Bend Road** recorded a high number of rear-end crashes relative to crash type. Due to this occurrence, it is recommended that the intersection be further evaluated by the City of Scottsdale.
- The future lane configurations and traffic controls are depicted in **Figure 15**.
- Indian Bend Road along the site frontage is currently paved on the north half of the street. The developer will be responsible for finishing the south half of the road. Indian Bend Road west of the site is currently at its ultimate width with the nearest point to the site roughly 50 feet (face-of-curb to face-of-curb). Between the existing roundabout and the western border of the site/Paradise Valley, Indian Bend Road is temporarily striped with only the travel lanes. Upon construction of the half-street improvements along the frontage of the site, Indian Bend Road immediately west of the site will be restriped to provide a painted median and an eastbound left turn lane approaching the Scottsdale Plaza Resort driveway. The roadway striping approaching Scottsdale Road is proposed to be modified to replace the one (1) through lane and one (1) tapered right turn lane with two (2) through lanes. These modifications may be done without modifying the existing roadway alignment or width.
- The City of Scottsdale has previously indicated that the development may be required to add a southbound approaching right turn lane at the intersection of Scottsdale Road and Indian Bend Road. This modification will require the relocation of a signal pole on the modified corner.
- The north half of 6750 North will be constructed along the site frontage and the intersection of Scottsdale Road and 6750 North will be improved. The west leg of the intersection after improvements will consist of two dedicated left turn lanes, a dedicated right turn lane and two ingress lanes. The median within the south leg of the intersection will be modified and the northbound lanes restriped to provide two dedicated left turn lanes and three through lanes. An alternative improvement condition is considered should the City of Scottsdale not allow dual northbound left turn lanes. Final geometry and mitigation is subject to approval by the City of Scottsdale.

- An intersection site distance analysis was performed to set guidelines for establishing line of sight for the proposed development at major internal intersections. Using the guidelines set forth by *A Policy on Geometric Design of Highways and Streets*, **Table 12** was generated for each intersection created by a new site access point.

Trip Generation

- Phase 1 is anticipated to generate approximately 8,064 daily trips, of which 393 trips are during the AM peak hour and 737 trips are during the PM peak hour. The weekend midday peak hour is anticipated to generate approximately 950 trips.
- Phase 2 is anticipated to generate approximately 6,534 daily trips, of which 337 trips are during the AM peak hour and 633 trips are during the PM peak hour. The weekend midday peak hour is anticipated to generate approximately 728 trips.
- The entire site (Phase 1 and Phase 2) is anticipated to generate approximately 14,598 daily trips, of which 730 trips are during the AM peak hour and 1,370 trips are during the PM peak hour. The weekend midday peak hour is anticipated to generate approximately 1,678 trips.
- The 2008 *Palmerale Traffic Impact and Mitigation Analysis* estimated the previous site plan to generate approximately 13,810 daily trips, of which 544 trips were during the AM peak hour and 1,163 trips were during the PM peak hour. Thus, the new site plan is anticipated to generate approximately 788 (6%) additional daily trips, including 195 (36%) additional trips during the AM peak hour and 207 (18%) additional trips during the PM peak hour.

Intersection Capacity Analysis

- The results of the existing analyses indicate that all signalized intersections operate overall at LOS C or better, though most study intersections on Scottsdale Road have one or more movements that operate at LOS E or F during the AM, PM and/or Saturday peak hours.
 - The southbound left and westbound shared movements at the intersections of **Scottsdale Road and Joshua Tree Road** and **Scottsdale Road and Tuckey Lane** experience elevated delays during the peak hours. Elevated delay at stop controlled movements at intersections with major roadways is not uncommon. Discussions with residents indicates that gaps are created for cross traffic when the 6750 North signal is red for Scottsdale Road traffic and when upstream traffic backs up and some drivers allow turning movements to occur during congestion. Additional vehicles to the 6750 driveway should create a longer interval for gaps, helping the residents on Joshua Tree Road and Tuckey Lane ingress and egress their neighborhoods. CivTech recommends that the city post a sign indicating "DO NOT BLOCK INTERSECTION" and consider cross-hatching the intersection.

- The results of the future analyses indicate that all signalized intersections are anticipated to operate overall at LOS D or better, though most study intersections on Scottsdale Road may have one or more movements that operate at LOS E or F during the AM, PM and/or Saturday peak hours.
 - The southbound left and westbound shared movements at the intersections of **Scottsdale Road and Joshua Tree Road** and **Scottsdale Road and Tuckey Lane** experience elevated delays during the peak hours. Elevated delay at stop controlled movements at intersections with major roadways is not uncommon. As written previously, discussions with residents indicates that gaps are created for cross traffic when the 6750 North signal is red for Scottsdale Road traffic and when upstream traffic backs up and some drivers allow turning movements to occur during congestion. Additional vehicles to the 6750 driveway should create a longer interval for gaps, helping the residents on Joshua Tree Road and Tuckey Lane ingress and egress their neighborhoods. CivTech recommends that the city post a sign indicating “DO NOT BLOCK INTERSECTION” and consider cross-hatching the intersection.
 - After signal timing adjustments, the intersection of **Scottsdale Road and Indian Bend Road** is expected to operate at LOS D overall or better and all individual movements are expected to operate at LOS E or better during the peak hours. Without signal timing adjustments, some individual movements are expected to operate at LOS F during the peak hours.
 - After signal timing adjustments, the intersection of **Scottsdale Road and 6750 North** is expected to operate at LOS B overall or better and all individual movements are expected to operate at LOS E or better during the peak hours. Without signal timing adjustments, some individual movements are expected to operate at LOS E or F during the peak hours.
 - After signal timing adjustments, the intersection of **Scottsdale Road and Lincoln Drive** is expected to operate at LOS D overall or better and all individual movements are expected to operate at LOS E or better during the peak hours. Without signal timing adjustments, the overall intersection and some individual movements are expected to operate at LOS E or F during the peak hours. This is largely due to the relatively high eastbound left turn volumes. The intersection will benefit from adjustments to signal phase splits.
 - The eastbound right turn movement at the intersection of **Scottsdale Road and Street B** is anticipated to operate at LOS F during the PM peak hour. The projected 95th percentile queue length discussed in a later section is 190 feet, which is less than the available on-site storage prior to an intersection. The characteristics of the driveway also allows a faster egress speed which may increase its efficiency and decrease delay.

- The eastbound shared left/right turn movement at the intersection of **Street C and Indian Bend Road** is anticipated to operate at LOS E and F during the weekday PM and Saturday peak hours, respectively. The proposed roadway and intersection configuration requires what was previously a free-flow through movement to stop and perform a turning movement. This change is intentional to encourage access to Palmeraie via Indian Bend Road while discouraging through traffic on Indian Bend Road within the Town of Paradise Valley. Also, more trips to/from the Ritz Carlton development may use Street C instead of Indian Bend Road than considered within the Ritz Carlton TIS and this TIMA.
- The alternative analysis considers all perspective left turn traffic approaching 6750 North that is unable to fit within the available queue storage to detour through Indian Bend Road. As expected, total delay at intersections along the detour route are projected to increase comparative to the proposed conditions. It may be noted that the northbound left turn lane at 6750 North in the alternative analysis has decreased delay with fewer vehicles making the turn and the ability to turn during a permitted phase.

Queue Storage Lengths

- The north- and southbound left turn lanes at the intersection of Scottsdale Road and Indian Bend Road are proposed to be modified to provide dual turn lanes. If the alternative condition is selected, it is recommended that the northbound dual turn lanes be extended to provide at least 260 feet of storage. No need for extension is projected for the non-alternative conditions.
- In the proposed condition, a second northbound left turn lane on Scottsdale Road approaching 6750 North is proposed by narrowing the median, shortening the storage length for the southbound left turn lane approaching Tuckey Lane and restriping the northbound lanes. A concept striping diagram where the median and northbound travel lanes are narrowed is depicted in **Figure 20**. In the alternative condition, the existing northbound left turn lane is recommended to also be extended by either narrowing the median or restriping the northbound lanes.
 - It should be noted that in the alternative conditions analyses some trips that would be expected to turn left from Scottsdale Road northbound onto 6750 North into the site detour to Indian Bend Road due to the queuing capacity of the intersection of Scottsdale Road and 6750 North. The amount of rerouting trips is based on preliminary queuing analysis according to HCM 2010 methodology. In the opening year, the amount of AM, PM and Saturday peak hour trips rerouted is 41 (out of 66), 109 (out of 109) and 123 (out of 158), respectively. In the build-out year, the amount of AM, PM and Saturday peak hour trips rerouted is 51 (out of 76), 120 (out of 120) and 145 (out of 175), respectively. Similarly, half of all daily trips were rerouted.

- The existing southbound right turn lane on Scottsdale Road approaching 6750 North is currently striped 100 feet. While construction of the north half of 6750 North will reduce the existing length, the turn lane has 40 extra feet of potential storage between the existing stripe and the end of the taper that may be striped without curb or power pole relocation.
- The new southbound right turn lane on Scottsdale Road approaching Street B is recommended to be constructed with a minimum of 100 feet of queue storage but preferred length is 150 feet.
- Existing turn lanes that are anticipated to need more storage length to accommodate future traffic volumes (and in some cases, existing traffic volumes) are marked within **Table 11**.

Citizen Review Report
Rezoning & Development Review

Pre-Application No. 44-PA-2016

June 30, 2016

Per the City of Scottsdale Citizen Review Checklist (attached at **TAB A**), see the attached and the below Citizen Review Report.

As required, the applicant met with City Staff early in the process to discuss neighborhood involvement strategy. A neighborhood open house and notification letters would be required and the applicant also planned to do additional outreach to the immediately adjacent property owners. Those efforts are ongoing and will continue through the development process.

On, February 19, 2016, first class letters were mailed to property owners within 750 feet of the Property and registered Home Owner's Association within 750 feet of the Property, as provided by the City of Scottsdale. The letter detailed the Property location, provided a description of the proposed project and request and invited the recipient to attend an open house meeting to further discuss the request. The letter also provided contact information for the applicant as well as the City representative assigned to the project. A copy of the first class letter and mailing list are attached at **TAB B**.

On February 22, 2016, two Project Under Consideration signs were posted on site detailing the project request and description and providing contact information for the applicant and the City. See attached affidavit of posting attached at **TAB C**.

On March 3, 2016, a neighborhood open house was held at 6pm at the nearby Scottsdale Plaza Resort at 7200 N. Scottsdale Road. Exhibits depicting the Property and surrounding area and renderings and elevations of the planned project were on display. Representatives from ownership as well as members of the design and development team were present to provide information and answer questions. A sign-in sheet was provided along with business cards with contact information for any follow up questions. Topics discussed included traffic and access concerns along Scottsdale Road, the type of retail establishments planned for the development, building height, architectural design, landscaping, the project's relationship to the adjacent Ritz Carlton and project timing. See sign-in sheet and sample exhibits attached at **TAB D**.

The applicant has, and continues to have ongoing communication with other entities in the vicinity of the project including, the Town of Paradise Valley,

McCormick Stillman Railroad Park, the Spectrum Office Center, and the Scottsdale Plaza Resort. Additionally, the applicant has reached out to the Sands North Home Owner's Association and the Cuernavaca Home Owner's Associations (communities located east of Scottsdale Road) and offered to attend regularly scheduled HOA meetings to present the project.

A Community Input Certification summarizing some of these efforts has been provided at **TAB E**. Ownership and our office will continue to be available to discuss the project with interested parties.

Tab A



Citizen Review Checklist (ZN)

The Citizen Review Process is required for all: Rezoning, Zoning Stipulation Amendments, Council Approved Amended Development Standards, and City Council Site Plan Approvals. This packet has been prepared in conformance with and as a supplement to Zoning Ordinance, Section 1.305.C, Citizen Review Process. *If you have questions on these requirements, please contact the Current Planning Division at 480-312-7000*

This application is for a:

- Rezoning
- Zoning Stipulation Amendments
- City Council Approved Amended Development Standards
- City Council Site Plan Approvals

If you are filing for a General Plan amendment, you must comply with Resolution 5135 for Neighborhood Involvement. If you are filing an application for any other type of project you need a Neighborhood Notification Packet; please contact your Project Coordinator for more information.

The Citizen Review Process ensures early notification and involvement prior to the filing of a formal application.

Step 1: Citizen Review Plan: Provide a written statement to your Project Coordinator, at least two weeks prior to the first open house meeting, outlining the information below.

- Where and when the open house will be held
- How and when neighbors will be notified:

<p>Provide information by:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> 1st Class Letter or Postcard <input type="checkbox"/> In Person <input type="checkbox"/> Phone call <input type="checkbox"/> Certified Mail <input type="checkbox"/> Door Hangers/Flyers 	<p>To:</p> <ul style="list-style-type: none"> <input type="checkbox"/> All property owners and HOAs within proposed area <input checked="" type="checkbox"/> Property owners and HOAs within 750' <input checked="" type="checkbox"/> School District(s)* <input checked="" type="checkbox"/> Interested Party list (provided by Project Coordinator) <input type="checkbox"/> Residents/Tenants
---	--

- When the "Project Under Consideration" sign will be posted and what it will say
- How many neighborhood meetings will be held?

* School districts shall be notified 30 days prior to filing the formal application when the rezoning from a non-residential to a residential district or when greater residential densities are proposed. Refer to the Collaborative City and School Planning packet.

Step 2: Project Under Consideration: Post the Sign - (4'x4' Black and White sign) post on-site at least ten (10) calendar days prior to the first open house meeting. The sign shall include the following:

- Project Overview: description of request, proposed use, site acreage, application type (e.g. Zoning District Map Amendment) existing and proposed site zoning district,
- Time, Date and Location of the open house meeting/s
- Applicant and City Staff Contact Information- contact persons and phone numbers to call for more information, and the Pre-Application number
- City's web site address: www.scottsdaleAZ.gov/projects/ProjectsInProgress
- Sign posting date
- Any additional information indicated on Project Under Consideration Sign Posting Requirements

Planning and Development Services Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088



Citizen Review Checklist

(ZN)

Step 3: Notification Letters: Send a letter, by first class mail at least ten (10) calendar days* prior to the open house meeting. Include the following items:

- Time, date, and location of the open house meeting
- Applicant and City staff contacts, telephone numbers and email addresses
- City case file number (Pre-Application Number) and City web site address
- A detailed description of the project and information concerning the applicant's request
- Application type (e.g. Zoning District Map Amendment)
- Existing and proposed site zoning district
- Preliminary site plan and/or project location map

Step 4: Open House Meeting: Hold the Open House Neighborhood Meeting onsite or at a location near the site, within 45 days prior to your formal submittal. E-mail open house information to project coordinator and to: planninginfo@scottsdaleaz.gov. From the Open House provide the following:

- Sign-in sheets
- Comment sheets
- Written summary of meeting.

Additional Open House Meeting(s) required _____. In some cases, the City of Scottsdale Project Coordinator may require more than one applicant-held Open House. Additional open house meetings have the same requirements and shall be advertised in the same manner as the initial open house meeting.

Step 5: Complete a Citizen Review Report: All citizen outreach and input shall be documented in the Citizen Review Report and shall be submitted with the formal application. The Citizen Review Report shall include:

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

1. A map showing the number of and where notified neighbors are located.
2. A list of names, phone numbers/addresses of contacted parties (e.g. neighbors/property owners, School District representatives, and HOA's).
3. The dates contacted, how they were contacted, and the number of times contacted.
4. Copies of letters or other means used to contact neighbors, school districts, and HOA's.
5. List of dates and locations of all meetings
6. The Open house sign-in sheets, a list of people that participated in the process, and comment sheets.
7. The completed affidavit of sign posting with a time/date stamped photo. (See related resources)

B. A written summary of the comments, issues, concerns and problems expressed by citizens during the process including:

1. The substance of the comments, issues, concerns and problems.
2. The method by which the applicant has addressed or intends to address the issues, concerns and problems identified during the process.

Related Resources:

- Project Under Consideration Sign Posting Requirements
- Affidavit of Posting
- Public Hearing Sign Posting
- Collaborative City and School Planning packet

Planning and Development Services Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ Phone: 480-312-7000 ♦ Fax: 480-312-7088

Tab B



February 19, 2016

Re: Property at the Southwest Corner of Scottsdale and Indian Bend Roads

Dear Property Owner or Interested Citizen:

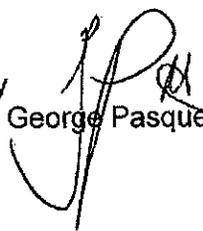
Our office represents Five Star Development with regard to the roughly 20 acre site located at the southwest corner of Scottsdale Road and Indian Bend Road in Scottsdale, Assessor Parcel Numbers 174-56-001D and 002A, (the "Property") as shown on the attached aerial map. The Property is bound by Indian Bend Road and the Scottsdale Plaza Resort to the north, Scottsdale Road to the east, the Spectrum Office complex to the south and the recently approved Ritz Carlton project in the town of Paradise Valley to the west. The purpose of this letter is to introduce ourselves and to let you know we have recently filed a preliminary application with the City of Scottsdale for the development of a mixed-use retail, office, residential and hotel project on the Property.

As you are probably aware, the Property is currently vacant and unimproved. The Property has a zoning designation of Resort/Townhouse Residential (R-4R) and a General Plan designation of Resort / Tourism. The General Plan designation would remain the same while the zoning designation would be changed to Planned Regional Center (PRC). The project would be developed in phases, with the first 10 acre phase planned for a high-end, open air retail shopping center designed to work in conjunction with the adjacent Ritz project and associated developments. See attached preliminary site plan. Future phases would respond to market conditions and could include additional retail, office, residential and a boutique hotel use.

In order to discuss this application and any questions you may have, we have scheduled an open house as follows: Thursday, March 3rd, 2016 from 6:00-7:00pm, at the Scottsdale Plaza Resort; in the Las Palmas Room at 7200 North Scottsdale Road in Scottsdale. Feel free to stop by at any time between 6:00 and 7:00 pm. If this date and time are not convenient, we would be happy to speak with you individually. Please contact me at 602.230.0600 or George@WitheyMorris.com. You can also reach the City's Project Coordinator is Brad Carr at 480.312.7713 or BCarr@ScottsdaleAZ.gov. In the future, you should be receiving notification postcards from the City regarding the case and its schedule for public hearings. Information can also be found on the City's website at: <http://www.scottsdaleaz.gov/projects>.

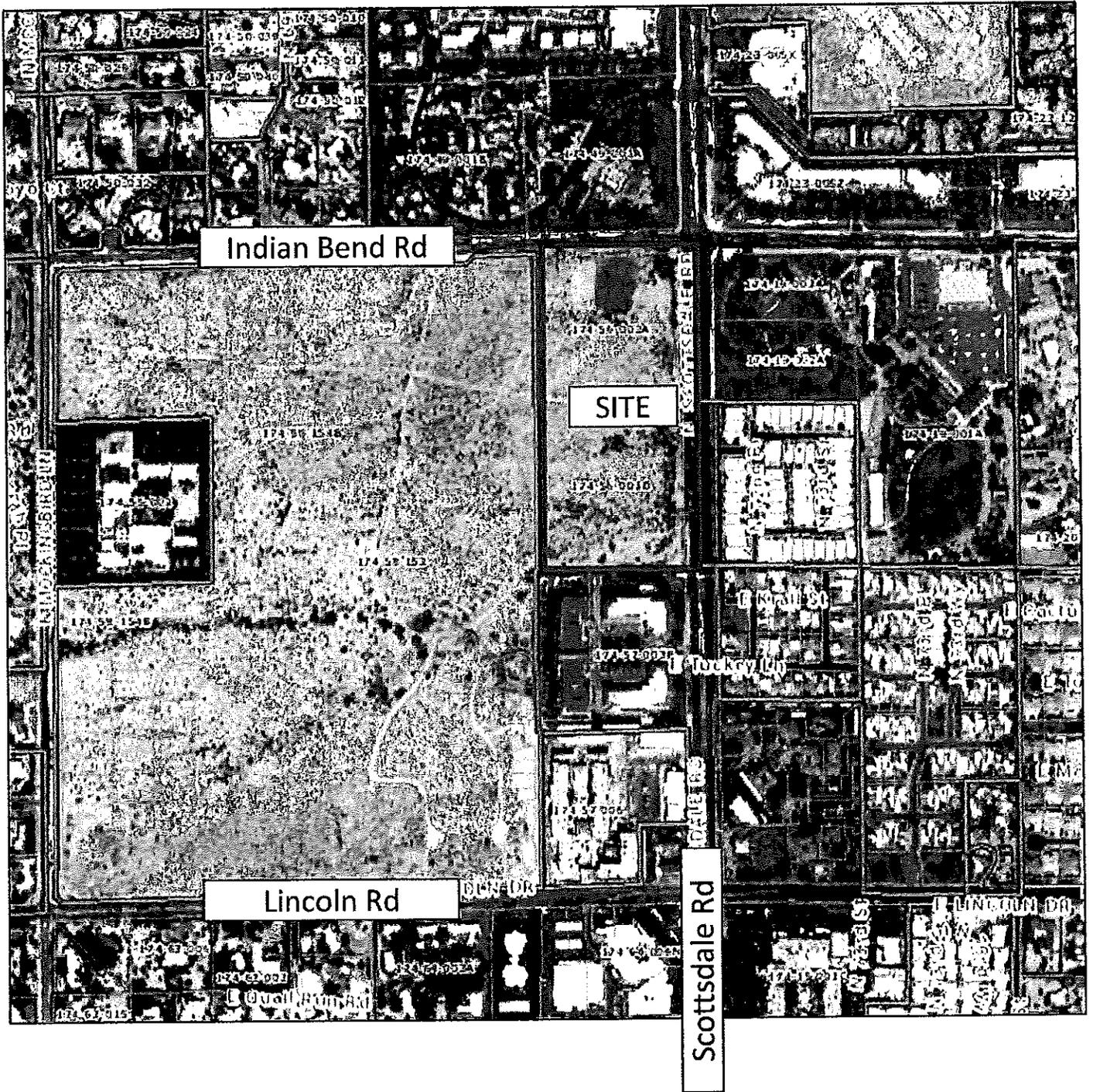
Thank you for your courtesy and consideration.

Sincerely,
Withey Morris P.L.C.

By 
George Pasquel III

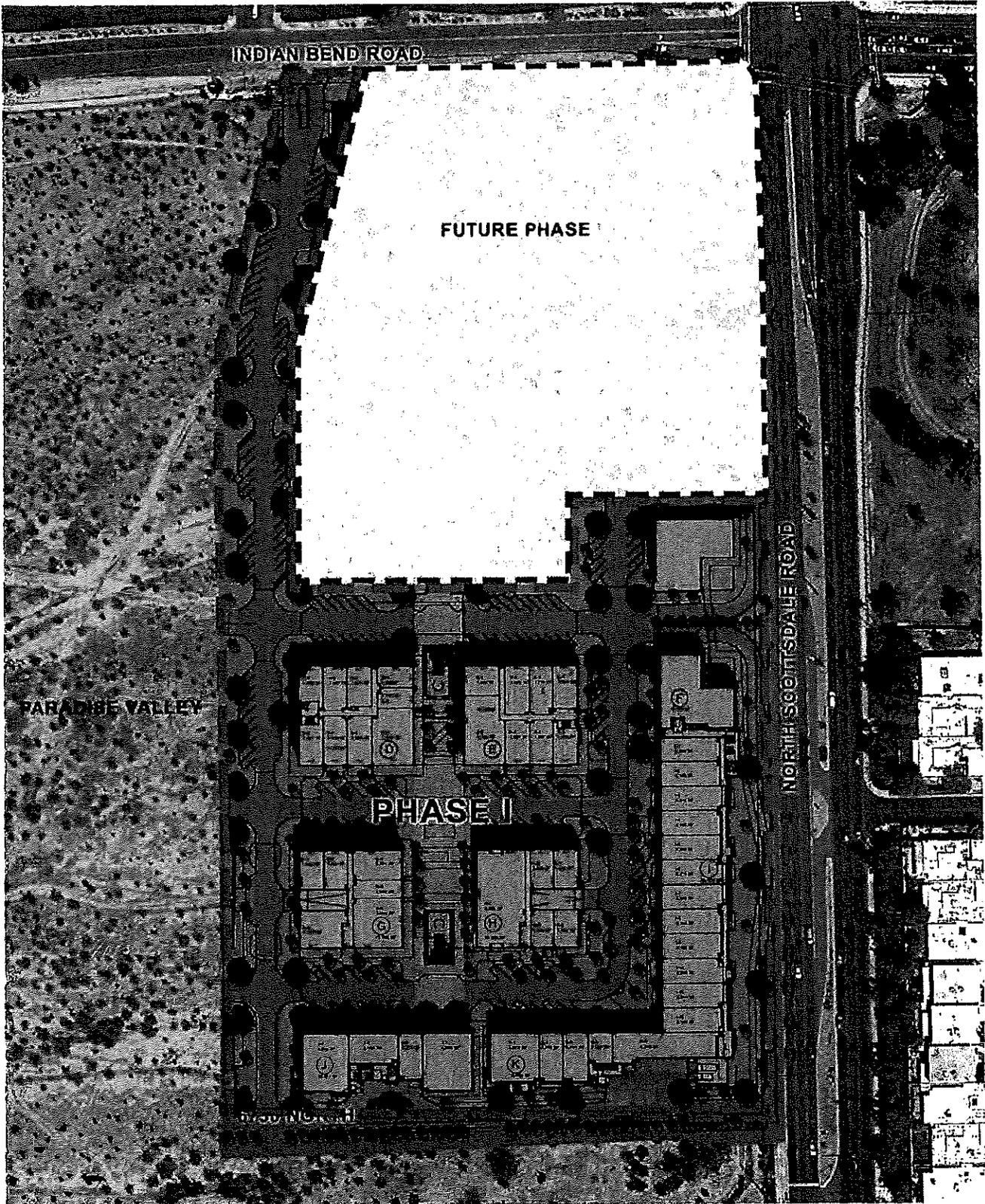
Enclosure: Aerial, site plan

Aerial Map



SWC Scottsdale & Indian Bend





Tab C



Affidavit of Posting

Required: Signed, Notarized originals.
Recommended: E-mail copy to your project coordinator.

- Project Under Consideration Sign (White) Public Hearing Notice Sign (Red)

Case Number: 44-PA-2016

Project Name: Palmeraie

Location: SWC of Scottsdale Rd. & Indian Bend Rd.

Site Posting Date: February 22, 2016

Applicant Name: Withey Morris, PLC

Sign Company Name: Dynamite Signs, Inc.

Phone Number: 480-585-3031

I confirm that the site has been posted as indicated by the Project Manager for the case as listed above.

Pamela Swapp
Applicant Signature

2-22-16
Date

Return completed original notarized affidavit AND pictures to the Current Planning Office no later than 14 days after your application submittal.

Acknowledged before me this the 22 day of Feb 2016



Melanie Gandy
Notary Public

My commission expires: aug 30, 2019

City of Scottsdale -- Current Planning Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088

Early Notification of Project Under Consideration

Neighborhood Open House Meeting:

Date: March 3, 2016
Time: 6:00 PM to 7:00 PM
Location: Scottsdale Plaza Resort, Conference Room
7200 N. Scottsdale Road, Scottsdale, AZ

Site Address: Southwest Corner of Scottsdale and Indian Bend Roads

Project Overview:

- Request: Rezone from R-4R to Planned Regional Center (PRC) and Development Review
- Description of Project and Proposed Use: Mixed-use, open air retail shopping center with potential office, residential and hotel use.
- Site Acreage: +/-20 acres
- Site Zoning: Resort / Townhouse Residential (R-4R)

Applicant Contact:

George Pasquel III, Withey Morris, PLC
602-230-0600
George@Withey Morris.com

City Contact:

Brad Carr, AICP 480-312-7713
bcarr@scottsdaleaz.gov

Pre-Application #: 44-PA-2016 Available at City of Scottsdale: 480-312-7000

Project information may be researched at:

<http://www.scottsdaleaz.gov/projects/>

Posting Date: 2/22/16

-Penalty for removing or defacing sign prior to date of last hearing -Applicant Responsible for Sign Removal.

02/22/2016 08:58:58

Early Notification of Project Under Consideration

Neighborhood Open House Meeting:

Date: March 3, 2016
Time: 6:00 PM to 7:00 PM
Location: Scottsdale Plaza Resort, Conference Room
7200 N. Scottsdale Road, Scottsdale, AZ

Site Address: Southwest Corner of Scottsdale and Indian Bend Roads

Project Overview:

- Request: Rezone from R-4R to Planned Regional Center (PRC) and Development Review
- Description of Project and Proposed Use: Mixed-use, open air retail shopping center with potential office, residential and hotel use.
- Site Acreage: +/-20 acres
- Site Zoning: Resort / Townhouse Residential (R-4R)

Applicant Contact:

George Pasquel III, Withey Morris, PLC
602-230-0600
George@Withey Morris.com

City Contact:

Brad Carr, AICP 480-312-7713
bcarr@scottsdaleaz.gov

Pre-Application #: 44-PA-2016 Available at City of Scottsdale: 480-312-7000

Project information may be researched at:

<http://www.scottsdaleaz.gov/projects/>

Posting Date: 2/22/16

-Penalty for removing or defacing sign prior to date of last hearing -Applicant Responsible for Sign Removal.

02/22/2016 09:31:14

Tab D

SIGN-IN

SOUTHWEST CORNER OF SCOTTSDALE AND INDIAN BEND ROADS

44-PA-2016

NEIGHBORHOOD OPEN HOUSE MEETING

3/3/2016, SCOTTSDALE PLAZA RESORT, GARDEN TERRACE ROOM, 6:00 P.M.

NAME (Please Print)	ADDRESS	PHONE NO.	E-MAIL ADDRESS	Homeowner Assoc Name
1. CHARLES HALL		602 963 3007		
2. Sonnie Kirtley	1904 E Chaparral A-110 PMB 127	602 717 3886	logs@ logs42.net	Cajallo Ranchos
3. MEL COMSTOCK		480-390-8901	AMERICANREOCYKRT	None
4. Jean Nioatakis	7820 N. 65th PV	314-753-1124	jeannioatakis @gmail.com	
5. Margna Ford			mmpaford@cox.net	Casabella
6. Adam Bissell	Sands North		battybissie@gmail	
7. Spactan, ^{Sum 16} + Virginia	Sands North			
8. VALERIE Crosby	7117 N Tatum Blvd P.V.	480-367-1112	VALERIE@ CROSBY-WALKER	
9. Paul Bowers	7117 Tatum Blvd	480-367-1112	PAUL @CROSBY-WALKER	
10. Patty Bednoch	5027 N. 71st	480.949.9549	quarbadenoch@ cox.net	

SIGN-IN

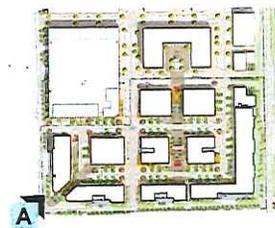
SOUTHWEST CORNER OF SCOTTSDALE AND INDIAN BEND ROADS
44-PA-2016

NEIGHBORHOOD OPEN HOUSE MEETING

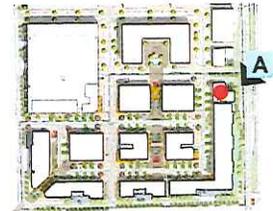
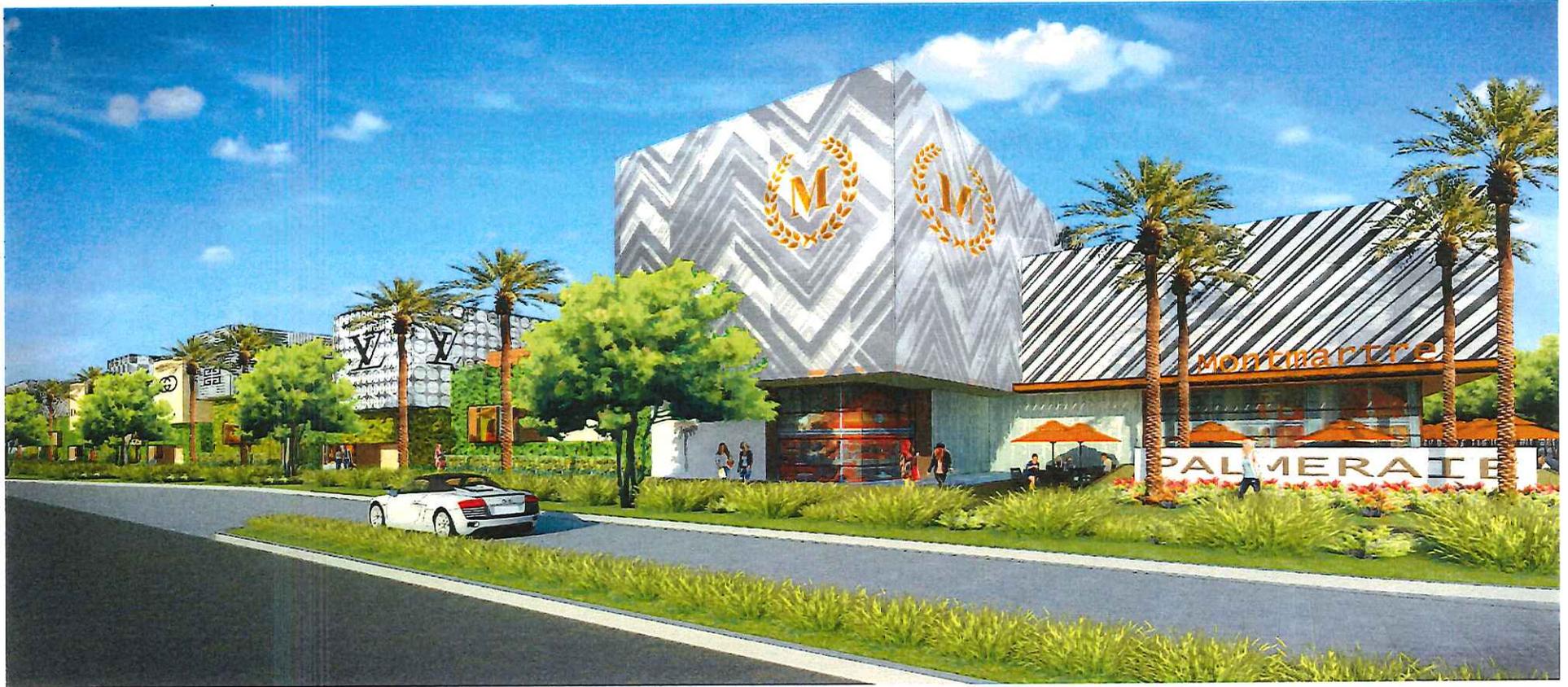
3/3/2016, SCOTTSDALE PLAZA RESORT, GARDEN TERRACE ROOM, 6:00 P.M.

<i>NAME (Please Print)</i>	<i>ADDRESS</i>	<i>PHONE NO.</i>	<i>E-MAIL ADDRESS</i>	<i>Homeowner Assoc Name</i>
11. <i>Sandra Price</i>	<i>7250 E. Joshua Tree Lane</i>	<i>(480) 262-3039</i>	<i>sandraprice@comcast.com</i>	<i>Sandra North Pres.</i>
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				





Architectural Character





Elevation A



Elevation C

SCALE: 1" = 20'-0" | 0' | 5' | 10' | 20'



Building G - Elevations



**NELSEN
PARTNERS**
ARCHITECTS & PLANNERS

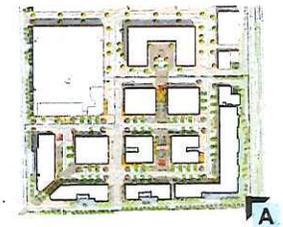
Five Star
Development

Palmeraie
Schematic Design

PARADISE VALLEY, AZ | #315033 | JANUARY 29, 2016

© Nelsen Partners, Inc. 2014

Architectural Character



Tab E



Community Input Certification

CASE NO: 44-PA-2016

PROJECT LOCATION: SWC of Scottsdale Road and Indian Bend Road

COMMUNITY INPUT CERTIFICATION

In the City of Scottsdale it is important that all applicants for rezoning, use permit, and/or variances inform neighboring residents, affected school districts, and other parties that may be impacted by the proposed use, as well as invite their input. The applicant shall submit this completed certification with the application as verification that such contact has been made.

DATE	NAME (Person, Organization, Etc. and Address)	TYPE OF CONTACT		
		Meeting	Phone	Letter
2015 - present	Numerous mtgs, hearings, etc in PV for the Ritz Project	X	X	X
02/19/16	Property owners within 750 ft of the property			X
02/19/16	Registered HOA's within 750 ft of the property			X
02/22/16	Sands North HOA member and residents		X	X (emails)
02/25/16	Sands North HOA			X (emails)
02/26/16	Sands North HOA			x (emails)
03/02/16	McCormick Stillman Park representative		X	
03/03/16	Any interested members of the public	X		
03/03/16	McCormick Still Park representative			x (email)
03/04/16	Sands North resident			x (email)
Ongoing	Sands North HOA & Cuernavaca HOA, Spectrum		X	

Signature of owner/applicant

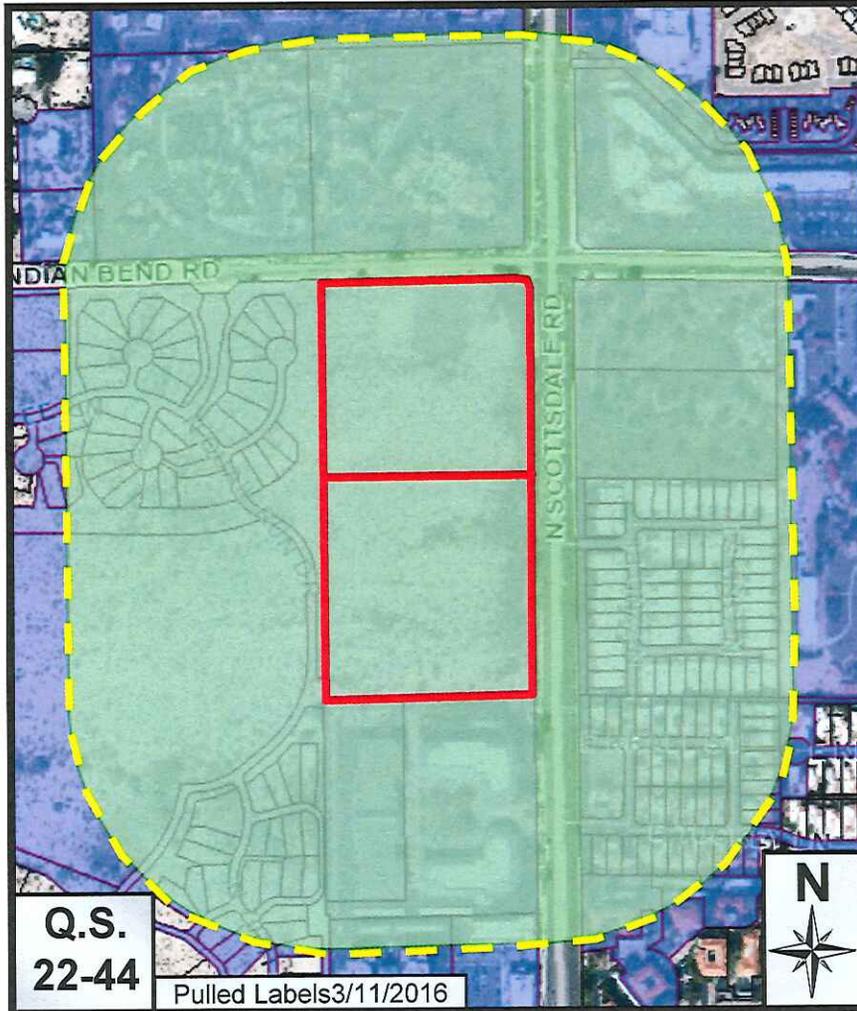
Date

Planning, Neighborhood & Transportation Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088

City Notifications – Mailing List Selection Map

ATTACHMENT #11



Map Legend:



Site Boundary



Properties within 750-foot
150 Mailings

Additional Notifications:

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

7-ZN-2016

Palmeraie