GENERAL PLAN AMENDMENT & REZONING
PROJECT NARRATIVE

Date:	11-19-03
Case #:	93-PA-02 (Cases 7-GP-2002 & 14-ZN-2002)
Project Name:	Scottsdale Professionals on Shea
Location:	Northeast Corner of 85th Place and Shea Boulevard
Applicant:	Beus Gilbert PLLC (John V. Berry, Esq.)
Owner:	Jerry Palmer (Palmer/Hart Building Group Inc.)
Proposed Land Use Category:	"Office (minor)"
Existing Land Use Category:	"Rural Residential"
Proposed Zoning:	S-R
Existing Zoning:	R1-35
Total Units/Density:	0.20 FAR
Adjacent Street Classification:	Shea Boulevard. – part of "Regional System" 85th Place – part of "Neighborhood Systems" (not shown on Mobility Systems Map) Clinton Street -- part of "Neighborhood Systems" (not shown on Mobility Systems Map)

The applicant proposes the General Plan designation of this 5.14 gross acres parcel (4.24 net acres), located at the northeast corner of 85th Place and Shea Boulevard, from "Rural Residential" to "Office (minor)". A rezoning application has also been submitted to rezone the subject parcel from R1-35 to S-R (Service Residential).

DEVELOPMENT DESCRIPTION

The "Scottsdale Professional on Shea" project consists of approximately 37,000 s.f. of office space arranged in six (6) single story buildings as a residentially-scaled, low density development. The owner proposes to develop his own architectural office at this location in addition to other office users.

Key project features under the proposed S-R zoning include: a lot coverage that does not exceed 20%; building height under 18 ft.; open space on site will be approximately 45% of the overall project area; and a substantial setbacks along 85th Place and a 100 ft. setback along Shea Boulevard.

Site access is limited to one direct right in/right out access on Shea Boulevard. In addition, shared access is proposed through the Pima Crossing shopping center, so that vehicles entering and existing the project can utilize the signalized intersection in front of Pima Crossing just east of the subject property. There will be no project access to either 85th Place or Clinton Street. In this way, the project will not have a traffic impact on the neighborhood immediately north of the site. In addition, it is the owner's intent to work with the property owner to the north and the City to achieve the abandonment of Clinton Street.

7-GP-2002
14-ZN-2002

Many project improvements, based on extensive outreach to the surrounding neighborhoods over the past two years, are now incorporated into the project. The commitments are illustrated on the site plan, or where more appropriate, they are confirmed in CC&R's between various nearby homeowners and the Palmer/Hart Building Group, Inc. The residential scale and character of the project has been emphasized by providing variations of color, materials, staggered buildings, and window treatments to emphasize the individuality of each unit. Details such as a working fireplace are proposed to be added. Lighting will be ground mounted and no lighting will be provided on the underside of the parking canopies. There will be no parking located on the south side of the driveway parallel with Shea Boulevard. The applicant has agreed to limit the location of carports to the north and east sides so that they are less conspicuous to the surrounding area.

GENERAL PLAN

The property is currently designated "Rural Residential" under the approved General Plan. The site has been historically depicted on land use plans of the City as Residential at a density of ½ to 1 dwelling unit per acre. This designation, as well as the site's underlying zoning of R1-35, is a reflection of the existing subdivision of land approximately three decades ago. This was prior to Shea Boulevard becoming a regional through-way, the construction of the Pima Freeway and the Shea Boulevard interchange, and the land use intensification of parcels immediately east and west of the subject property. Today, the subject property is sandwiched between the Pima Crossings shopping center (rezoned from R1-35 to C-2 Central Business District and C-3 Highway Commercial in 1990) and a recently developed office complex (rezoned from R1-35 to S-R Service Residential in 2000). The subject parcel and its single-family residential neighborhood to the north have been left with an uncertain future and unresolved land use and circulation issues. Although the recently approved General Plan update has successfully addressed many city-wide issues, this site specific issue was not addressed at the time of the General Plan update.

The General Plan Amendment proposal achieves the intent of the CityShape 2020 Guiding Principles. The proposal addresses the preservation of meaningful open space through the proposed reuse of the site for low density, residentially scaled office uses. This reuse will be able to accommodate generous setbacks along the Shea Boulevard scenic corridor that will contribute to the sense of openness expected along the Shea Boulevard corridor.

The proposed re-use is capable of enhancing the existing neighborhoods to the north to the extent that it will establish uses that are viable and stable for many years into the future. The reuse must respect the character of the adjacent neighborhood in scale, design, and sensitivity to access issues. By resolving many years of deterioration on this site, this proposal can be a positive force in sustaining the livability of the adjacent neighborhoods.

Future office uses will support Scottsdale's economic vitality by providing services that support both residential and other business uses in the area. They can also reduce the

demand for long-distance commuting and provide a balance of uses in this part of the community.

The proposal seeks to support community sustainability by contributing to travel reduction, by helping to maintain the long-term stability of neighboring residential uses, and by providing a better balance of uses in the area.

The ability of the site's re-use to value Scottsdale's unique lifestyle and character will be borne out in the sensitivity of project development through building design, building materials, site landscaping, and site access solutions.

CityShape 2020 guiding principle of advancing transportation are proposed to be met through this General Plan amendment process and a future rezoning. The applicant is proposing a land use that works well within the single-family residential neighborhood context, and with some care and sensitivity will not detrimentally affect neighborhood and Shea Boulevard traffic patterns.

This application encompasses four single-family residential lots, currently zoned R1-35. There are two lots fronting on Shea Boulevard and two lots immediately north fronting on Clinton Street. Properties adjacent to Shea Boulevard between Hayden and Pima Roads have been the subject of tremendous uncertainty and controversy over the last 15 years. In 1990, the Pima Crossings Shopping Center and the Reflections townhome project were approved. In 2000, the city approved a General Plan Amendment and rezoning allow the construction of an office development immediately west of the subject property, which included traffic calming solutions at strategic locations within the residential neighborhood to the north. Unfortunately, these two key decisions have left a destabilized 5.14 acre parcel supporting four single-family homes with an uncertain future, sandwiched between a shopping center and an office complex. Their general state of repair certainly reflects this instability and uncertainty. It is clear that this uncertainty has contributed to the deferral of maintenance and structural and cosmetic improvements to the houses and their lots.

This application has been prepared to remedy these issues with a land use alternative that has been proven to provide the neighborhood with a meaningful buffer from the Shea Boulevard traffic corridor. However, it will be critical to the successful implementation of the proposed General Plan designation to address building design, building materials, site landscaping, and site access with a sensitivity to the residential neighborhood to the north.

It is not expected that the "Office" designation of this five-acre infill project will materially increase the impact on infrastructure development as compared to the current General Plan.

The proposed development directly addresses two Land Use Element goals (#5 and 7). In addition, the proposal addresses the Shea Corridor policies, and the goals, policies,

and guidelines of the Shea Area Plan adopted in 1993 and referenced in the Land Use element of the General Plan.

The proposed land use designation creates a land use transition from a street of regional significance and intensity to a stable single-family neighborhood. The creation of an office use transition is also a land use pattern that encourages shorter and fewer automobile trips and greater mobility choices for residents who live nearby and wish to access office employment opportunities and local services.

The Shea Corridor is specifically referenced on the General Plan Land Use Element map. The city is encouraging the enhancement and protection of existing residential areas, while allowing flexibility in addressing residential parcels fronting on Shea Boulevard.

The Shea Area Plan addresses situations were offices adjoin a residential land use. In such cases, the plan policy is to give special attention to protect the privacy of existing homes by (1) stepping-down building heights, (2) providing dense native plant buffers, and (3) site plan elements that locate activity areas away from the residential areas. Each of these guidelines are addressed in the rezoning submittal and the future Development Review board applications.

GENERAL PLAN AMENDMENT

Case # 7-GP-2002

Northeast Corner of 85th Place and Shea Boulevard

1. **APPLICATION FEE** (submitted)

2. **GENERAL PLAN AMENDMENT PROJECT JUSTIFICATION NARRATIVE** (see attached)

3. **GENERAL PLAN CITIZEN NOTIFICATION & PUBLIC INVOLVEMENT PROGRAM** (see attached)

4. **SERIES OF CONTEXT GRAPHICS, PLANS & PHOTOGRAPHS THAT SHOW THE RELATIONSHIP OF THE PROPOSAL TO THE, SURROUNDING PROPERTIES** (see attached)

5. **ADDITIONAL CONTEXT GRAPHICS** (see attached)

6. **NARRATIVE RESPONDING TO HOW THE GENERAL PLAN AMENDMENT PROPOSAL FURTHERS THE GOALS OF EACH OF THE GENERAL PLAN GUIDING PRINCIPLES**

The General Plan Amendment proposal achieves the intent of the CityShape 2020 Guiding Principles. The proposal addresses the **preservation of meaningful open space** through the proposed reuse of the site for low density, residentially scaled office uses. This reuse will be able to accommodate generous setbacks along the Shea Boulevard scenic corridor that will contribute to the sense of openness expected along the Shea Boulevard corridor.

The proposed re-use is capable of **enhancing the existing neighborhoods** to the north to the extent that it will establish uses that are viable and stable for many years into the future. The reuse must respect the character of the adjacent neighborhood in scale, design, and sensitivity to access issues. By resolving many years of deterioration on this site, this proposal can be a positive force in sustaining the livability of the adjacent neighborhoods.

Future office uses will **support Scottsdale's economic vitality** by providing services that support both residential and other business uses in the area. They can also reduce the demand for long-distance commuting and provide balance of uses in this part of the community.

The proposal seeks to **support community sustainability** by contributing to travel reduction, by helping to maintain the long-term stability of neighboring residential uses, and by providing a better balance of uses in the area.

The ability of the site's re-use to **value Scottsdale's unique lifestyle and character** will be borne out in the sensitivity of project development through building design, building materials, site landscaping, and site access solutions.

CityShape 2020 guiding principle of **advancing transportation** is proposed to be met through this General Plan amendment process and a future rezoning. The applicant is proposing a land use that works well within the single-family residential neighborhood context, and with some care and sensitivity will not detrimentally affect neighborhood and Shea Boulevard traffic patterns. The creation of an office use transition is also a land use pattern that encourages shorter and fewer automobile trips and greater mobility choices for residents who live nearby and wish to access office employment opportunities and local services.

The proposed land use designation creates a land use transition from a street of regional significance and intensity to a stable single-family neighborhood.

The Shea Corridor is specifically referenced on the General Plan Land Use Element map. The city is encouraging the enhancement and protection of existing residential areas, while allowing flexibility in addressing residential parcels fronting on Shea Boulevard.

7. ANALYSIS*

- 5.14 acres are proposed to be changed from a "Rural Residential" General Plan land use designation to an "Office (minor)" General Plan land use designation
- the estimated decrease in population this proposed General Plan amendment will create is 12 persons
- The total estimated decrease in elementary, middle, and high school age children this proposed General Plan amendment will create is 2
- The estimated increase this proposed General Plan change will have on water use per year will be 28 acre feet/year
- The estimated increase this proposed General Plan change will have on wastewater generation per year will be 13 acre feet/year
- The estimated increase this proposed General Plan change will have on solid waste generation per year will be 85 tons/year
- The estimated increase this General Plan change will have on vehicle trips per day is 1,160
- The estimated increase in the number of employees this proposed, General Plan change will result in is 181

*** Source: Land Use Model for Analysis of Probable Dwelling Units, Population, School-age Children, Vehicle Trips, Water Use, Employment, Off-street Parking, Environmental Impact, Retail Demand, and Facilities Demand - The Impacts of Land Use Development in Planning Zone B - Scottsdale, Arizona**

8. **PROVIDE DISCUSSION AND ANALYSIS OF ANY CHANGES TO THE APPROVED PLANS, GOALS, AND/OR POLICIES CONTAINED IN EACH GENERAL PLAN ELEMENT THAT THE PROPOSED AMENDMENT WOULD MAKE (LIST EACH ELEMENT AND DISCUSS THE APPLICABLE PLANS AND POLICIES WITHIN EACH ELEMENT AS IT RELATES TO THE PROPOSED GENERAL PLAN AMENDMENT)**

LAND USE ELEMENT

- *locate employment uses where impact on residential neighborhoods are limited and access is available at city-wide and regional levels*

The proposed office development is an employment use located on a major arterial street of regional significance. Shea Boulevard is part of the east/west regional system identified on the General Plan Mobility System Map. This land use alternative will provide the neighborhood to the north with a meaningful buffer from the Shea Boulevard traffic corridor. Impacts on the neighborhood need to be addressed through building design, building materials, site landscaping, and site access.

- *encourage transitions between different land uses and intensities through the use of gradual land use changes, particularly where natural or manmade buffers are not available*

The proposed office development is intended to be an appropriate transition from the intensive commercial development of Pima Crossing and the Shea Boulevard traffic corridor. Like the low intensity office use recently constructed to the west of the subject site, the proposed development is also a land use transition from the single family residential neighborhood to the north and the Shea Boulevard regional thoroughfare. These projects become visual and to some extent audio screens from the activity and noise of Shea Boulevard.

- *provide a balance of live work and play land uses and development intensities that enable convenient non-automotive trips (pedestrian, cycling, and transit) where environmentally and physically feasible*

The proposed office project will create employment opportunities and will offer services to the immediate neighborhood that can take advantage of non-automotive trips. The proximity of the parcel to the Shea Boulevard corridor encourages employees and seekers of services to access the project by public transit as an alternative to the automobile trip.

- *focus intense land uses along major transportation networks (such as the Pima Freeway and major arterial streets)*

While an office project as proposed is not an intense land use, its proximity to the Pima Freeway and direct access to Shea Boulevard provides excellent access to major transportation corridors. This proximity allows the employee or user of the project to make personal transportation choices that can include automotive travel, transit opportunities, and ride share capabilities.

- *promote development patterns and standards that are consistent with the surrounding uses and reinforce an area's character*

The development of the subject parcel for minor office use is consistent with the office development immediately west and provides an appropriate transition from the more intense commercial development immediately east of the parcel at Pima Crossing

- *encourage redevelopment that invigorates an area while respecting the character of adjacent neighborhoods*

The 1990 approval of the Pima Crossing shopping center to the east and the 1999 approval of a General Plan amendment and rezoning for office development to the west, have left the subject parcel with an uncertain future. This uncertainty is reflected in the deferred maintenance and lack of cosmetic and structural repairs to the existing single-family residences on site. The reuse of the subject parcel will resolve many years of deterioration while respecting the character of the adjacent residential neighborhood to the north through appropriate scale, design, and sensitivity to access issues.

- *The General Plan "Office" designation includes the concept of a minor office use. This is an office use that has a residential scale and character It,by definition, has low to moderate traffic volumes. These office uses are generally one-story structures with at-grade parking. Strict development and landscape requirements are intended to protect adjacent residential uses*

The applicant proposes an office development consistent with the definition of minor office uses. It will establish a stable use and buffer for the residential neighborhood to the north.

COMMUNITY MOBILITY ELEMENT

- *in particular, the character of regional corridors in Scottsdale should reflect the image that is uniquely Scottsdale through unified streetscapes*

The reuse of the subject parcel for office use will facilitate the creation of a consistent and unified streetscape along the Shea Boulevard corridor between 84th Street and the Pima Freeway.

- *encourage development and redevelopment that is compatible with and supportive of citywide corridor functions and design*

Shea Boulevard is designated a "Visually Important Roadway" on the Character Types Map in the Character and Design Element of the General Plan. It is also defined as having a "Transitional" classification, where the development pattern is medium to low and where the streetscape serves as a buffer between traffic and adjacent land uses. The reuse of the subject parcel for office purposes provides the opportunity to install a meaningful streetscape that can truly serve as a buffer between the street traffic and the residential neighborhood to the north.

CHARACTER AND DESIGN ELEMENT

- *encourage "streetscapes" for major roadways that promote the city's visual quality and character, and blend into the character of the surrounding area*

- *allow for a larger landscaped area that can minimize the impact of highly traveled streets adjacent to neighborhoods*

The reuse of the subject parcel for office purposes provides the opportunity to install a meaningful streetscape that can truly serve as a buffer between the street traffic and the residential neighborhood to the north.

- *encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings*

This is an important site planning and project amenity consideration that will be addressed in the development of this project.

NEIGHBORHOODS ELEMENT

- *Guide infill (new development in an established area) development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods*

This proposed project is context appropriate for its location, given the proximity of the site to Shea Boulevard and the location of the project between a retail shopping center and an office project.

PRESERVATION AND ENVIRONMENTAL PLANNING ELEMENT

- *Promote ... the use of non-auto related travel to reduce traffic congestion, energy consumption and air pollution*

The re-use of the site for professional and medical-related office uses can provide employment opportunities for residents who reside within the adjacent neighborhood. Additionally, the services provided by prospective tenants may meet the needs of nearby residents who can access the site without the use of the personal automobile. The site's location on Shea Boulevard also provides for the potential for trips to and from the site to be accomplished via public transit.

OPEN SPACE AND RECREATION ELEMENT

- *Apply a scenic corridor designation along major streets, using the following guidelines: there is a need for a landscaped buffer between streets and adjacent land uses; and an enhanced streetscape appearance is desired*

The reuse of the subject parcel for office purposes provides the opportunity to install a meaningful streetscape that can truly serve as a buffer between the street traffic and the residential neighborhood to the north.

COMMUNITY INVOLVEMENT ELEMENT

- *Institute and use public involvement plans to identify interested parties, their concerns and interests, and opportunities for providing information and involvement*

The **GENERAL PLAN CITIZEN NOTIFICATION & PUBLIC INVOLVEMENT PROGRAM** identifies the community involvement required to ensure that interested parties are fully informed about the proposal and have meaningful opportunities to provide input as to concerns and interests.

ECONOMIC VITALITY ELEMENT

- *Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods*

The re-use of the site for office uses, compatible with the adjacent single-family residential neighborhood to the north, is an ideal choice for a site sandwiched between a retail shopping center and another office project. The ability of the proposed project to buffer the existing neighborhood from Shea Boulevard is also expected to be a stabilizing factor for the existing neighborhood.

HOUSING ELEMENT

- *Preserve the quality of existing dwellings and neighborhoods so that people will find our community a healthy, safe, and attractive place*

The existing single family dwellings proposed to be replaced have been the subject of destabilizing forces over at least the last 15 years. Transportation and land use decisions, such as: (1) increased local and regional traffic along Shea Boulevard, (2) the Pima Freeway construction just east of the site and its commercial neighbor, (3) the development of the Pima Crossings shopping center, and (4) the office infill development immediately west of the subject site, have contributed to the degradation of long-term residential viability.

9. DISCUSSION OF HOW THE PROPOSED AMENDMENT CONTRIBUTES TO ACHIEVING THE CITY'S GOALS REGARDING SCENIC CORRIDORS, VISTA CORRIDORS, CHARACTER AREA PLANS, NEIGHBORHOOD PLANS, HOUSING DIVERSITY, ECONOMIC DIVERSITY, AND TRANSPORTATION ACCESSIBILITY AND MODES OTHER THAN AUTOMOBILE TRAFFIC

The subject property is within a future character area. The Shea Area Plan addresses situations were offices adjoin a residential land use. In such cases, the plan policy is to give special attention to protect the privacy of existing homes by (1) stepping down building heights, (2) providing dense native plant buffers, and (3) site plan elements that locate activity areas away from the residential areas. Each of these guidelines are fully addressed in the rezoning case and the future Development Review Board application. It is further anticipated that with a minor office orientation proposed for this parcel under the general

"Office" designation, the future development will be of a single-story nature with a residential scale and character.

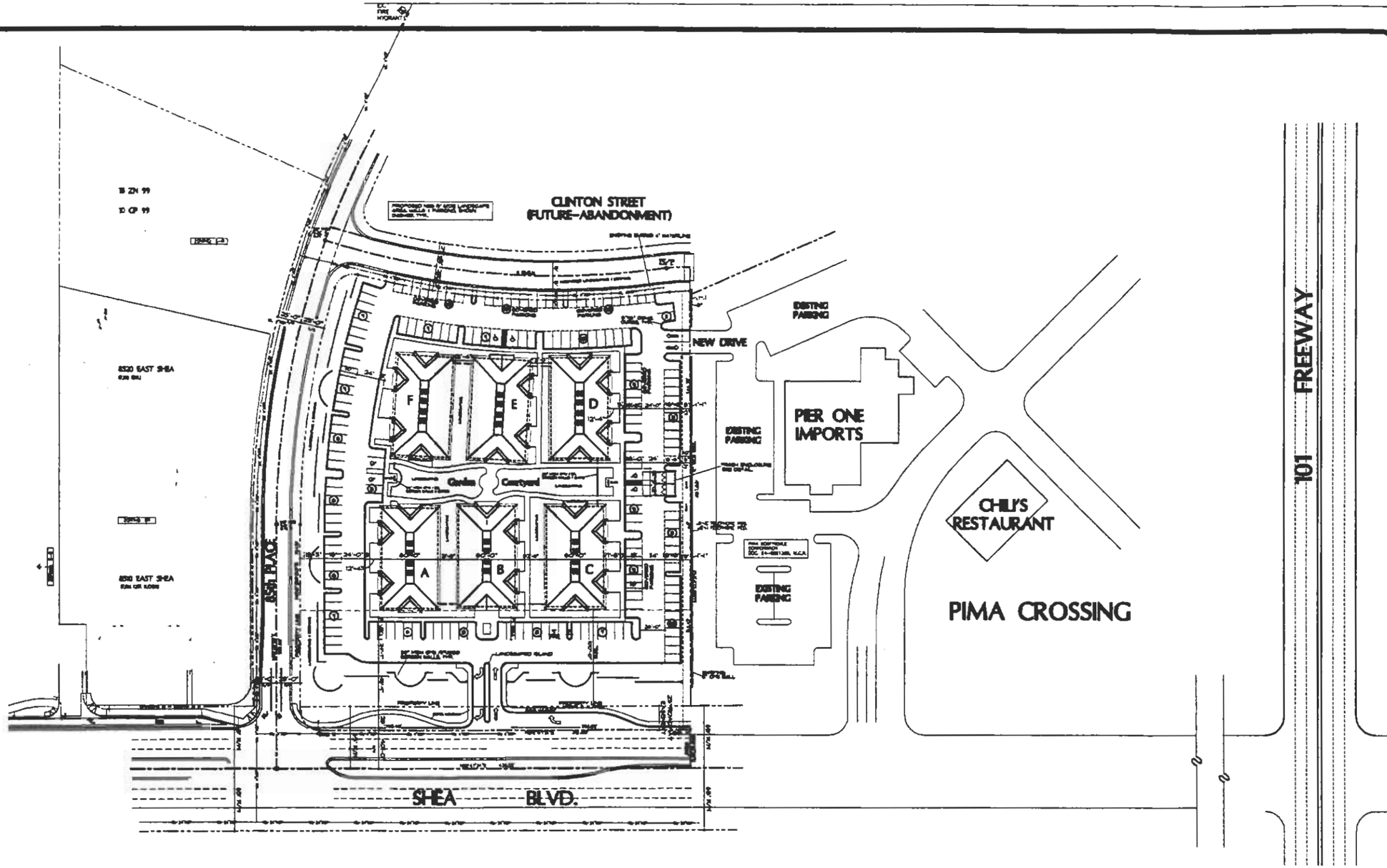
Shea Corridor policies recommend that land use decisions along Shea Boulevard enhance and protect existing residential areas while allowing flexibility in residential parcels having a Shea frontage.

Shea Boulevard is designated a "Visually Important Roadway" on the Character Types Map in the Character and Design Element of the General Plan. It is also defined as having a "Transitional" classification, where the development pattern is medium to low and where the streetscape serves as a buffer between traffic and adjacent land uses. The reuse of the subject parcel for office purposes provides the opportunity to install a meaningful streetscape that can truly serve as a buffer between the street traffic and the residential neighborhood to the north.

10. DESCRIBE THE KEY ISSUES THAT HAVE BEEN IDENTIFIED BY THE SURROUNDING NEIGHBORHOODS THROUGH THE PUBLIC INVOLVEMENT PROGRAM

In the 15 years that the subject parcel and its neighboring properties have been the subject of discussion and debate about appropriate land uses, the key issues identified by nearby residents have been: (1) fear of increases traffic and speed into the neighborhood; (2) pedestrian safety for children and families; and (3) concerns about current cut-through traffic to avoid major intersections.

Feedback from the community outreach during this General Plan amendment and rezoning process also surfaced neighborhood interest in substantial setbacks from Shea Boulevard, access restrictions to the neighborhoods to the north, and the creation of a project with a residential scale and character that would blend into the residential area.



SITE PLAN

SCALE: 1" = 50'-0"

PROJECT DATA:

ZONING: S-R

SITE AREA:
(4) CONDO. LOTS: 4.24 AC. TOTAL = 184,643 S.F.

OPEN SPACE CALCULATIONS:
24% OF NET SITE AREA REQUIRED
0.24 x 184,643 SF = 44,314 SF

OPEN SPACE AREA PROVIDED: 45% = 84,349 SF
FRONT OPEN SPACE SITE AREA PROVIDED
(14% = 25,430 SF)

NUMBER OF OFFICE UNITS:
(6) 50 UNITS AT 6,300 GROSS SF = 37,800 SF
(20% OF SITE AREA)

BUILDING HEIGHT:
MAXIMUM HEIGHT ALLOWED: 18'-0" A.F.F.
ACTUAL BUILDING HEIGHT: 17'-0" A.F.F.

PARKING REQUIRED, (OFFICE USE):
37,800 SF / 300 SF = 126 TOTAL SPACES REQUIRED

PARKING SPACES PROVIDED:
(35% SITE AREA = 63,702 SF)

STANDARD PARKING SPACES:		176 SPACES
ACCESSIBLE PARKING SPACES:	6 SPACES	6 TOTAL H.C. SPACES
ACCESSIBLE H.C. VAN SPACES:	3 SPACES	
TOTAL SPACES PROVIDED:		184 TOTAL SPACES PROVIDED (151 UNCOVERED, 33 COVERED)
BICYCLE SPACES PROVIDED		6 SPACES

REVISIONS	BY

PRELIMINARY – NOT FOR CONSTRUCTION

NEW OFFICE CONDOMINIUMS FOR:
SCOTTSDALE PROFESSIONALS ON SHEA
SHEA BLVD. AT 85th PLACE
SCOTTSDALE, AZ.

PRELIM. SITE PLAN

PALMER ARCHITECTS
4447 N. GOLDWATER BLVD STE. 105
SCOTTSDALE, AZ. 85251
PH(480) 947-7777, FAX(480) 947-7776

DRAWN P.A.
CHECKED P.A.
DATE 17 NOV. 05
SCALE AS NOTED
JOB NO. SH-05
SHEET

7-GP-2002
14-ZN-2002

ATTACHMENT #10