INTRODUCTION

This narrative description provides the analysis necessary to demonstrate compatibility and compliance with the guiding principles of the City of Scottsdale's General Plan necessary to process a minor amendment to the General Plan from Tourist Accommodations and Resorts to Urban Neighborhood on approximately 44 acres of real property located at 7171 N. Scottsdale Road (the "Property"). Finally, this narrative includes a discussion regarding the companion zoning case filed in conjunction with the minor general plan amendment, a request to rezone the Property from R-4R PCD and C-2 to C-1 PCD and R-5 PCD.

The Property, bounded by the McCormick Ranch golf course to the east, the Traviata condominiums and Scottsdale Seville shopping center to the south, the Plaza Resort to the west and the Scottsdale Center commercial offices to the north, is currently developed with a Radisson Resort and a spa use.

The Property is within the McCormick Ranch PCD, the Resort Corridor Character Area and the McCormick Ranch Character Area. Each of these Character Areas provides a brief overview of the study area and a discussion of the Character Features and Elements pertinent to each. This narrative provides additional analysis demonstrating compatibility with each of these planning sub-areas and the General Plan.

This General Plan analysis is divided into six (6) sections and addresses, in terms of land use, how the proposed Artesia development will exist in harmony with the City's Guiding Principles of:

A) Value Scottsdale's Unique Character and Lifestyle
B) Support Economic Vitality
C) Enhance Neighborhoods
D) Open Space
E) Seek Sustainability
F) Advance Transportation

Additionally an analysis is provided of the proposed mix, location and intensity of land uses demonstrating that the proposed development is consistent with the Urban Neighborhoods land use designation and both the C-1 zoning district and R-5 zoning district with amended development standards.

GUIDING PRINCIPLES

A. Value Scottsdale's Unique Character and Lifestyle

i. Character and Lifestyle

This guiding principal dictates, from its' vision statement, that Scottsdale promote quality development and redevelopment above the norm in terms of aesthetic composition and sustainable durability. Further, a balance is to be struck that respects natural desert settings and historically significant structures and neighborhoods.

The Property, according to the General Plan, is described as being part of an Urban Character Type or Urban District, which contains higher density residential, non-residential and mixed use neighborhoods. The General Plan specifically identifies The Resort Corridor (within which the Property is located) as consisting of concentrations of a variety of high-amenity residential, specialty retail, quality office and recreational uses. Tourist accommodations are also a component of an Urban District. The proposed development plan is complimentary to the defined uses within the Urban District.

Goals and Approaches

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

The existing Radisson Resort was developed in the mid 1970's and consists of 318 rooms and amenities to include tennis, swimming and a 20,000 square foot spa that is open to the public.

Clearly the surrounding area supports the proposed development plan by complimenting the existing medium density residential base in the area, providing self-contained and integrated (on-site) neighborhood retail amenities for the Artesia residents and offering live/work space within the project.

Interestingly, the Urban Neighborhoods land use designation includes most of the same land uses and land use relationships as the Resort Corridor Urban District demonstrating that the proposed development plan is as appropriate as the resort use even under the Resort and Tourism General Plan designation.

The Property is neither historically significant nor distinguished as a Sonoran desert land form and accordingly the proposed development plan satisfies the first Goal and Approach enumerated in valuing Scottsdale's unique character and lifestyle.

2. Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community,

The second Goal and Approach to preserve Scottsdale's unique character and lifestyle refers primarily to the design review element required by the City for commercial development. For the purposes of this minor general plan amendment, it is implied that the project will be reviewed by City staff and the Development Review Board.

The myriad Character District and Character Area maps within the General Plan identify the property as both suburban and resort corridor. The General Plan designates the Property as a Suburban Character Area defined as containing medium density residential that includes a variety of commercial and employment centers. The proposed development plan conforms to the stated Character Area within the General Plan.

3. Identify Scottsdale's historic, archeological and cultural resources, promote an awareness of them for future generations, and support their preservation and conservation.

The third goal is to identify and preserve historic, cultural and archeological resources. The existing condition of the Property does not include these important elements and therefore, any change in the land use designation of the Property is not in conflict with this goal.

4. Encourage "streetscapes" for major roadways that promote the city's visual quality and character, and blend into the character of the surrounding area.

The fourth goal is to encourage streetscapes that promote the City's visual quality/character and blend into the surrounding area. The property is designated as Suburban on the Streetscape Map and recognizes substantial traffic flows to be mitigated by a separation of vehicles and pedestrians.

Given the location of the Property and the surrounding streetscape, which includes significant commercial land uses fronting Scottsdale Road, separated by landscaped set-backs and parking, the proposed development plan meets this goal. Additionally, the mixed-use, live, work, play concept inherent in the development plan supports the streetscape and circulation goals defined in the General Plan by providing a separation of pedestrians from traffic flow and concentrating live/work/play activities on site, both objectives of the Suburban Character Area as defined by the General Plan.

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 the people who live or visit Scottsdale.

The sensitive site planning and building architecture celebrates the goal expressed above. Additionally, public art will be incorporated into the development.

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

Through the design review phase, the development plan will comply with this goal and the built environment will reflect a quality greater than or equal to the surrounding existing built environment.

7. Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.

The proposed development plan will comply with this goal.

In summary, the Property, located within the Resort Corridor and identified by the General Plan as an Urban District will continue to value Scottsdale's unique character and lifestyle if re-designated from Resort/Tourist to Urban Neighborhoods and developed with the uses and intensities/densities proposed.

ii. Land Use

The second element of the Character and Lifestyle guiding principle is Land Use. "Scottsdale is first and foremost a residential community…" claims the vision statement of the land use section of the General Plan. Visual, aesthetic, social and economic factors should compliment one another in considering land use designation changes. Given the similarities between the Resort/Tourist designation and Urban Neighborhoods designation in the Resort Corridor Urban District, many of the proposed land uses are supported by both designations, including retail.

Specifically, comparing the existing resort land use and the proposed mixed-use, residential, minor retail and live/work development plan, Scottsdale's Land Use Element identifies seven (7) values to determine if a proposed change in the land use will have a substantial impact upon the balances of land uses in the City as a whole.

1) Land uses should respect the natural and man-made environment.
2) Land uses should provide for an unsurpassed quality of life for both its citizens and visitors.
3) Land uses should contribute to the unique identity that is Scottsdale.
4) Land uses should contribute to the building of a community unity and cohesiveness.

5) Land uses should work in concert with the transportation systems in order to promote choice and reduce negative impacts upon the lifestyle of citizens and the quality of the environment.

6) Land uses should be balanced in order to allow for the community to provide adequate live, work and play opportunities.

7) Land uses should provide opportunities for the design of uses to fit and respect the character, scale and quality of uses that exist in the community.

1) The existing resort land use presumably has taken advantage of the existing O-S-PCD zoned parcel located immediately adjacent to the property and which supports an open space area adjacent to the McCormick Ranch Golf Course. This man made amenity otherwise preservers natural open space that will be maintained and will continue to offer residents of the city a meaningful open space experience.

2) While the existing resort may or may not provide unsurpassed quality of life experience for Scottsdale citizens and visitors, the proposed redevelopment of the site will clearly elevate the quality of the built environment on the 44 acre parcel while complimenting the existing land uses in the vicinity.

3) Clearly the proposed live-work units integrated into the site plan as a transitional land use between the minor retail and residential component of the site plan creates what is a unique mix of land uses not otherwise seen in this suburban core in the City. This mix of land uses to include medium density residential, live/work units and integrated neighborhood retail provides the opportunity for architectural quality and sensitivity to design that has contributed to Scottsdale's unique identity.

4) An analysis of land uses in both the immediate and larger vicinity suggests that owner occupied residential can be a superior land use element in building a community. The Scottsdale Seville office and retail development with approximately 100,000 square feet of specialty retail and restaurants and approximately 80,000 square feet of office at 36 feet in height immediately south of the Property, as

well as the Scottsdale Center, with approximately 250,000 square feet of office to the north of the Property, the opportunity exists for the integration of residential land uses and commercial land uses. Additionally, with the existing resort located at the northwest corner of Scottsdale Road and Indian Bend Road, in the Town of Paradise Valley and, with the proposed resort forthcoming on the southwest corner of Scottsdale and Indian Bend Road, the resort corridor will be maintained and enhanced.

5&6) Clearly, the opportunity to live, work and play within the same area is a benefit to the City and relieves the transportation system of unnecessary trip generation. By locating housing stock in close proximity to commercial office, commercial retail and resort services, the opportunity for employees to travel to work by means other than an automobile is increased. Additionally, the ability for residents to shop and/or dine out without driving is further enhanced.

7) The character of this area appears to be in transition and a re-examination is appropriate relative to the character and quality of uses that exist in the community. In the 1970's when this area was zoned for resort development, it was largely rural in character and well outside of Scottsdale's downtown. This area is no longer rural in character and in fact is a suburban buffer between the more intense downtown uses and the less dense northern part of the City.

Most of the resort development in the City has since occurred in the north to take advantage of upper sonoran land forms. The type of hotel development that has occurred in Scottsdale in the last five years has been oriented to the new business traveler with a urban resort experience that is now found in downtown Scottsdale with the addition of the W Hotel, the Valley Ho and the James Hotel.

B. Support Economic Vitality.

Economic competitiveness and prosperity means supporting a quality of life that is distinctive among Valley communities. The competing needs of residents and businesses will be balanced so that neighborhoods are protected and enhanced while business districts are competitive and attractive.

The Vision Statement found in the Economic Vitality Section of the General Plan identifies the significance of four elements including tourism, retail, employment and revitalization. The conclusion section of the economic vitality section of the General Plan recognizes that the community must establish a balance and manage the complexities of the new economy. Scottsdale's land use planning must be agile enough to respond to the dynamic needs and the demands of a new economy. The intent of the economic vitality element of the General Plan is to encourage development that will sustain the community and that emphasizes compatibility, diversity, growth and flexibility.

The Goals and Approaches portion of the Economic Vitality Section of the General Plan begins by commenting on the importance of sustaining and strengthening Scottsdale's position as a tourism destination and resort community. Clearly it is incumbent upon the City to maintain the adequately designated land use stock to support resort and tourism facilities in the areas of the City that are appropriate and considered desirable by the market.

It is recognized that diversity and high quality is required in the lodging industry and that resorts should cater to specific markets or sub-markets. Specifically regarding the Property, the market has indicated that those elements identified in the General Plan to support tourism at this location are not being satisfied.

The goals and approaches outlined in the General Plan for economic vitality continue by mandating that a high level of diverse quality retail and entertainment activity should be encouraged. Development of retail opportunities, especially those that are unique to Scottsdale and compliment other mixed use opportunities should be supported.

A diversity of businesses that contribute to Scottsdale's tax base both in sales and property taxes are important to the City's economic vitality. While the City does enjoy transient taxes from the existing resort use on the Property, the proposed 480 dwelling units and 21,000 square feet of commercial retail space will replace the revenue loss from the resort use and corresponding transient taxes.

Economic vitality is further enhanced by supporting economic activities and employment opportunities that are compatible with Scottsdale's lifestyle. The proposed Artesia Project includes a unique component of work/live units that will support a major sector of the new economy that is technology based and allows a worker to both live and work in the same space. This cutting edge work force will clearly benefit from the close relationship of retail intended to support the Artesia community and the residential amenities associated with the community that include open space, pools, clubhouses and other activities all self contained in the same development.

Finally, the Economic Vitality section of the General Plan establishes that the long term economic well being of the City and its citizens is reinforced by redevelopment and revitalization efforts.

The existing resort land use on the Property, as a viable economic entity, is no longer the highest and best use of the Property and, as stated in the Goals of the General Plan, redevelopment of the Property is in the best interest of both the owner of the Property and the City. The proposed Development Plan would entirely revitalize the site and integrate both medium density residential, retail and live work space in a vibrant new mix to support the economic vitality of the City.

C. Enhance Neighborhoods.

Stability, long term attractiveness and economic integrity are qualities that are emblematic of Scottsdale's vision to preserve and protect neighborhoods.

The goals and approaches enumerated in the General Plan under Neighborhoods include 1) to enhance and protect diverse neighborhoods so that they are safe and well maintained; 2) use redevelopment and revitalization efforts to provide for the long term stability of Scottsdale's mature residential and commercial neighborhoods; 3) sustain the long term economic well being of the City and its citizens through redevelopment and neighborhood preservation and revitalization efforts; and 4) preserve and enhance the unique sense of neighborhood found in the diverse areas of Scottsdale through neighborhood conservation; and 5) promote and

encourage context new development in established areas of the community.

The Property, located within the McCormick Ranch PCD (which was created in 1971) has for the last 35 years has been a part of the evolution of the City of Scottsdale. Clearly the Property can be characterized as an element of a mature neighborhood with unique fringe relationships and a unique site for revitalization.

The introduction of new owner occupied residential units into the McCormick Ranch PCD helps to enhance and protect neighborhood diversity. Owner occupied housing at the level of quality that is proposed, is an important factor in sustaining and maintaining a high level of quality in the McCormick Ranch neighborhood.

This development plan also uniquely integrates local, neighborhood retail intended to serve the residents of the community.

Finally, context appropriate new development is supported in established areas of the community by the General Plan. The General Plan encourages new development in existing areas of Scottsdale. The General Plan promotes the use of existing infrastructure as an incentive to promote revitalization.

D. Open Space.

Scottsdale's General Plan recognizes the importance of respecting and managing its open space resources and recreational amenities in a manner that sustains and protects the natural environment. It further recognizes the balanced approach to planning recreational resources for the enjoyment of all of its citizens in developing a sustainable community.

While the Property is located in a more mature suburban area of the City, it is the beneficiary of being adjacent to a significant parcel of land zoned as open space pursuant to the McCormick Ranch PCD. This substantial open space is located between the existing McCormick Ranch Golf Course and the Property and provides an incredible open space amenity for recreation and integration of

appropriate land uses like the residential one proposed in the development plan.

The proposed development and sensitive site design satisfies the goals and approaches enumerated within the General Plan by providing the opportunity for residents in Artesia to participate in the comprehensive open space program which was developed to respond to the public and to deliver a high quality experience unique to the City. A great effort has been made in this part of the City through the Indian Bend Wash Project and the McCormick Ranch PCD to create an environment where residents can enjoy the open space amenities of the city.

Again, remembering that the number one goal in the City's Land Use Section of the General Plan is to be a residential community, the proposed development and land use represents an extension of this ideal and provides an integration of all of the General Plan elements related to open space and recreation.

As a revitalization project in the older part of the city, there are not as many viable opportunities for substantial open space or natural area dedications to be made in the City unlike in the north and in areas adjacent to the McDowell Mountains.

Clearly, with the City's efforts to acquire Preserve land in the northern part of the City resorts, new residents like the Four Seasons have made the choice to locate in the north. The General Plan as a guiding document with its myriad criteria, values, goals and approaches establishes an extensive test to determine the appropriateness of a land use and clearly in regards to each of the sections previously discussed herein, the Artesia project satisfies all of the standards.

E. Seeks Sustainability.

Sustainability is the byproduct of three elements identified in the General Plan. 1) cost of development, 2) growth areas, 3) public services and facilities.

As a redevelopment project on what is an infill parcel, the real economic cost of redevelopment on the site is nominal. In 1995 the City of Scottsdale hired Tischler & Associates to perform an economic and impact analysis for a projected 20 year growth period. This study concluded that growth and development of Scottsdale pays for itself via inspection fees, increased sales taxes, property taxes, high valuation of construction and development exactions. In this instance, new sales and property taxes are created as a result of the proposed development and, an appraisal of the property completed on April 22, 2004 indicates that the proposed Artesia Development is valued at $37,200,000, which is $5,100,000 higher than the current appraised value of the Radisson Resort.

Sustainability also refers to utilization of existing public and municipal resources. 480 new housing units in the north part of the City would potentially place an additional burden on police, fire, schools and physical infrastructure. By locating these 400 units in an existing mature established area, existing fire and police service are readily available to provide public safety and, if this area continues to mature and its average age of resident's increases, local schools have the capacity to absorb the student population anticipated within Artesia, thereby sustaining the school district.

Finally, growth areas and public services and facilities are discussed in the Sustainability Section of the General Plan and, as previously stated, as a revitalization project on an infill parcel, the cost of providing services are less than those costs that would be associated with a similar development in the northern part of the city.

F. Advance Transportation.

Advancing transportation is characterized by community mobility. The General Plan recognizes that there should be a diversity in mobility systems that match the character and lifestyle of the different areas in the community. The integration of live-work units and local retail will also reduce vehicle miles traveled.

GENERAL PLAN AMENDMENT CONCLUSION

The Property, even under its existing General Plan designation could be developed with residential land uses at approximately 8 dwelling units per acre and commercial retail uses. Given the evolution of the City in this area, the proposed development plan satisfies and may in fact exceed the goals of the General Plan as compared to the existing resort use.

Given the existing C-2 zoning districts surrounding the property, with the existing spa site (also zoned C-2) being fully internalized without street frontage, the proposed development plan better achieves the goals of the General Plan by integrating live/work/play space both internally and in the context of the adjoining land uses. Medium density residential (already developed on the south boundary of the site) supports the adjoining land uses better than the current resort use. And, with approximately five acres of the Artesia site being developed with commercial retail uses representing +/- 11 % of the overall site; Artesia reflects the General Plan goal of an Urban Neighborhood.

C-1 and R-5 REZONING & PCD AMENDMENT

While the land uses proposed within the development plan are permitted under the existing R-4R PCD and C-2 zoning on the Property, a modest increase in residential density and site planning necessitates rezoning the Property to R-5 PCD (Multiple-Family Residential District) and C-1 PCD (Neighborhood Commercial District) with a Planned Community District amendment.

The C-1 and R-5 zoning districts are permitted under the Urban Neighborhoods General Plan designation and establish the permitted uses and development standards necessary to implement the proposed development plan while ensuring that the development maintains the scale already well established in the area.

The portion of the Property to be rezoned to C-1 PCD is set back approximately 110 feet from Scottsdale Road and is separated from the adjacent retail and office development to the south

(Scottsdale Seville) by existing residential. This separation helps internalize the retail component, reduce massing along Scottsdale Road and re-enforce the overarching residential character of the development.

The C-1 zoned portion of the Property will be developed with commercial uses intended to support the Artesia community. Accordingly, no drive thru restaurants are permitted and many services are restricted to 2500 square feet of floor area. Additionally, where 177,724 square feet of gross floor area is allowed, 22,040 square feet or just 12% is proposed.

Four sided architecture will be utilized to integrate the commercial retail buildings into the larger residential development and to de-emphasize their relationship to Scottsdale Road. Vehicular parking is de-emphasized with pedestrian paths strongly tying the retail uses into the residential community. Development within the C-1 zoning district will meet or exceed all of the development standards established in the Zoning Ordinance.

The larger element of the rezoning applications is for the remaining +/- 33 acres to be rezoned from R-4R PCD to R-5 PCD with amended development standards. The PCD is intended to achieve land development patterns that maintain and enhance the physical, social and economic values of an area. Correspondingly, a combination of residential types, commercial and public uses are intended to be arranged using modern planning principles and development techniques. The PCD provides for amended development standards to be approved by the City Council where deemed appropriate and supportive of larger development and community goals.

Given the decline of the Property as a resort use and the inevitable redevelopment of the Property as residential, this rezoning request amends the maximum building height permitted in the R-5 district from 36 feet to 50 feet (<u>including</u> mechanical) in order to revitalize the Property without sacrificing the open, suburban character of McCormick Ranch. In consideration of the increased building height, increased open space and set backs are proposed. This transfer of building mass is mitigated by substantial landscaped

open space, the internalization of the taller building elements and an architectural pallet commensurate with the McCormick Ranch / Gainey Ranch communities.

In addition to substantially under-developing the commercial retail component of the project, the proposed residential density of 12.6 dwelling units per acres is nearly half of the maximum 23 dwelling units allowed by right. The R-5 zoning districts mandates that the residential portion of the project provide 364,969 square feet of open space. By transferring density vertically (thus the 50 foot maximum building height) 1,047,269 square feet, or 24 acres, of open space is being provided. Thus, nearly three times the required open space is being provided. Not only does this monumental open space "grant" justify the increased building height but further establishes the appropriateness of the Urban Neighborhood General Plan amendment.

Even in the absence of a substantial reduction in density and an overwhelming dedication of open space, the increased building height proposed on the Property makes sense when examined in the context of the surrounding built environment. First, the tallest elements of the Artesia development are oriented in the center of the Property with building heights transitioning downward toward the perimeter of the Property. At the edges, the Scottsdale Seville mixed use development has commercial office space fronting Indian Bend road at 36 feet in height. Additional office development in the area is also built at 30 feet plus mechanical equipment and permitted by right up to 36 feet.

REZONING & PCD AMENDMENT CONCLUSION

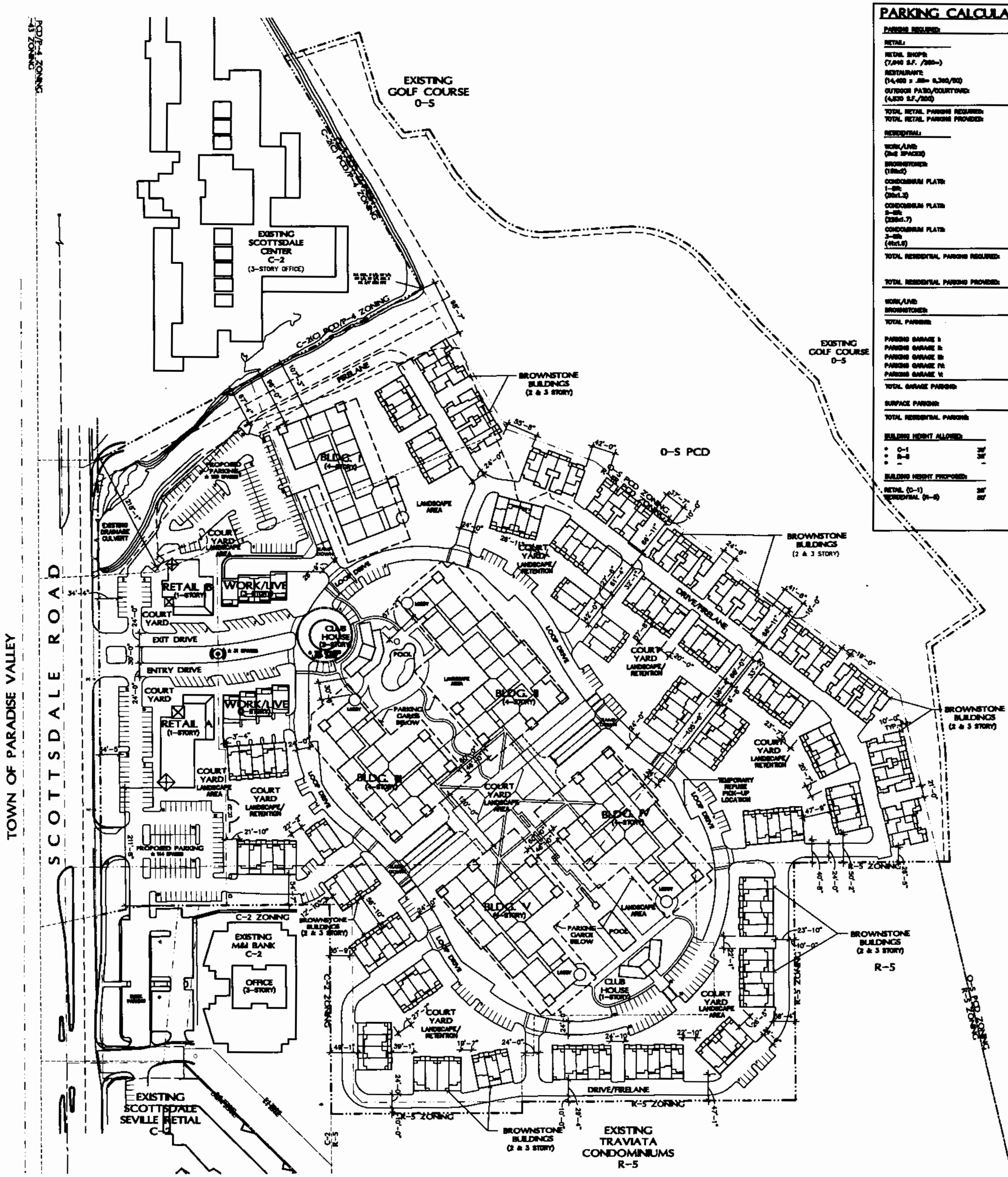
The rezoning of the Property will facilitate the development of 480 dwelling units and approximately 22,000 square feet of commercial retail space on +/- 44 acres. By right, under the current R-4R zoning, 331 dwelling units could be developed and an equal amount of commercial retail if integrated into a resort use.

The proposed rezoning will provide building set backs of up to 96 feet where zero (0) would be required in the R-5 zoning district and up to 220 feet in the C-1 zoning district, again, where zero (0) is

required. An amendment to the R-5 development standards for building height is proposed to allow vertical density and to preserve substantial, additional meaningful open space. In consideration of 14 additional feet of building height (including mechanical), 1,047,269 square feet, or 24 acres, of open space will be provided – three times the required amount.

Given the principles and goals of the Planned Communities District, the current built environment, the proposed development plan, the evolution of Scottsdale in the vicinity of the Property and the stated goals of the General Plan, this request not only complies with the underlying planning principles but in fact exceeds them when compared to the existing resort use.

Additionally, the myriad market forces that undermine the continued success of the resort use demand that the Property be redeveloped in some way. This request balances the needs of the city and the community with superior architecture, amenities, three times the required open space, and land uses.



PARKING CALCULATIONS:

PARKING REQUIRED:

RETAIL:

RETAIL SHOPS: (7,040 S.F. /200=)	±35 SPACES
RESTAURANT: (14,400 x .58= 8,360/50)	±167 SPACES
OUTDOOR PATIO/COURTYARD: (4,830 S.F./200)	±24 SPACES
TOTAL RETAIL PARKING REQUIRED:	±246 SPACES
TOTAL RETAIL PARKING PROVIDED:	±267 SPACES

RESIDENTIAL:

WORK/LIVE: (8x2 SPACES)	±16 SPACES
BROWNSTONES: (156x2)	±312 SPACES
CONDOMINIUM FLATS: 1-BR: (50x1.3)	±65 SPACES
CONDOMINIUM FLATS: 2-BR: (226x1.7)	±383 SPACES
CONDOMINIUM FLATS: 3-BR: (49x1.6)	±78 SPACES
TOTAL RESIDENTIAL PARKING REQUIRED:	±854 SPACES

TOTAL RESIDENTIAL PARKING PROVIDED:

WORK/LIVE:	±16 SPACES
BROWNSTONES:	±312 SPACES
TOTAL PARKING:	±328 SPACES
PARKING GARAGE I:	±101 SPACES
PARKING GARAGE II:	±133 SPACES
PARKING GARAGE III:	±102 SPACES
PARKING GARAGE IV:	±120 SPACES
PARKING GARAGE V:	±120 SPACES
TOTAL GARAGE PARKING:	±576 SPACES
SURFACE PARKING:	±122 SPACES
TOTAL RESIDENTIAL PARKING:	±1,026 SPACES

BUILDING HEIGHT ALLOWED:

- C-1 36'
- R-5 36'
- – –

BUILDING HEIGHT PROPOSED:

RETAIL (C-1)	36'
RESIDENTIAL (R-5)	60'

PROJECT DATA:

EXISTING ZONING:	R-4R, C-2 AND OS-PCD
PROPOSED ZONING:	R-5 AND C-1
* OS-PCD TO REMAIN	

USE:

EXISTING	HOTEL RESORT/ CONFERENCE
PROPOSED	NEIGHBORHOOD RETAIL AND RESIDENTIAL

OCCUPANCY GROUP: (2003 IBC)

RETAIL:	M/B
RESTAURANT:	A-2
WORK/LIVE TOWNHOMES:	R-2
BROWNSTONES:	R-3
CONDOMINIUM FLATS:	R-2
CLUBHOUSE:	B, A-3
PARKING GARAGE:	S-2

CONSTRUCTION TYPE:

RETAIL:	TYPE V – A
RESTAURANT:	TYPE V – A
LIVE/WORK TOWNHOMES:	TYPE V – A
BROWNSTONES:	TYPE V – A
CONDOMINIUM FLATS:	TYPE V – A
CLUBHOUSE:	TYPE V – A
PARKING GARAGE:	TYPE I

SITE AREA:

TOTAL GROSS SITE AREA:	±1,928,660 S.F. (±44.276 ACRES)
TOTAL NET SITE AREA:	±1,881,400 S.F. (±43.19 ACRES)
NET RETAIL AREA:	±222,400 S.F. (±5.1 ACRES)
NET RESIDENTIAL AREA:	±1,658,980 S.F. (±38.08 ACRES)

DENSITY:

ALLOWED (R-5):	23 D.U./AC (NET)
PROVIDED: (480 DU/38.08 AC)	12.6 D.U./AC (NET)

BUILDING FOOT PRINT AREAS:

RETAIL A:	9,800 S.F.
RETAIL B:	12,240 S.F.
RETAIL FOOTPRINT SUBTOTAL:	22,040 S.F.
WORK/LIVE:	±10,080 S.F.
BLDG I:	±25,712 S.F.
BLDG II:	±33,724 S.F.
BLDG III:	±27,728 S.F.
BLDG IV:	±30,880 S.F.
BLDG V:	±30,880 S.F.
BROWNSTONES:	±200,781 S.F.
CLUBHOUSE:	±8,000 S.F.
RESIDENTIAL FOOTPRINT SUBTOTAL:	±366,813 S.F.

SITE COVERAGE:

RETAIL: (C-1): RETAIL FOOTPRINT / NET RETAIL AREA = 22,040 S.F. / 222,400 S.F. = 9.9%

RESIDENTIAL: (R-5): RESIDENTIAL PRINT / NET RESIDENTIAL AREA = 366,813 S.F. / 1,658,980 S.F. = 22.1%

OVERALL SITE COVERAGE: 20.88%

BUILDING AREA:

RETAIL:

RESTAURANT A:	±7,200 S.F.
RESTAURANT B:	±7,200 S.F.
RETAIL SHOPS A:	±6,040 S.F.
RETAIL SHOPS B:	±2,600 S.F.
TOTAL RESTAURANT/RETAIL:	±23,040 S.F.

RESIDENTIAL:

WORK/LIVE UNITS (2-3 STORY):	±16,080 S.F.
BROWNSTONES (2-3 STORY):	±387,171 S.F.
CONDO. BLDG I (4-STORY):	±104,387 S.F.
CONDO. BLDG II (4-STORY):	±130,788 S.F.
CONDO. BLDG III (4-STORY):	±108,880 S.F.
CONDO. BLDG IV (4-STORY):	±118,840 S.F.
CONDO. BLDG V (4-STORY):	±116,840 S.F.
NORTH CLUBHOUSE:	±6,000 S.F.
SOUTH CLUBHOUSE:	±3,000 S.F.
TOTAL RESIDENTIAL:	±963,000 S.F.
TOTAL PROJECT BLDG. AREA:	986,040 S.F.

RESIDENTIAL DWELLING UNIT COUNT:

WORK/LIVE:	±8 D.U.
BROWNSTONES:	±156 D.U.
CONDOMINIUM FLATS:	
BLDG I (4-STORY):	±60 D.U.
BLDG 2 (4-STORY):	±73 D.U.
BLDG III (4-STORY):	±57 D.U.
BLDG IV (4-STORY):	±66 D.U.
BLDG V (4-STORY):	±60 D.U.
TOTAL:	±480 D.U.

RESIDENTIAL BUILDING HEIGHTS:

BUILDING HEIGHT ALLOWED:

- C-1 36'
- R-5 36'
- – –

BUILDING HEIGHT PROPOSED:

RETAIL (C-1)	36'
RESIDENTIAL (R-5)	60'

OPEN SPACE CALCULATIONS:

OPEN SPACE REQUIRED:

RETAIL (C-1) (12' HIGH= 222,400) x .10=	22,240 S.F.
UP TO 36' HIGH= (222,400 x .004) x 16 =	14,236 S.F.
RETAIL OPEN SPACE REQ.=	36,481 S.F.
RESIDENTIAL (R-5) < 17 D.U./A.C.= 1,658,980 x .22=	364,980 S.F.

OPEN SPACE PROVIDED:

RETAIL:

NET SITE AREA:	222,400 S.F.
BLDG FOOTPRINT AREA:	22,040 S.F.
PAVED AREAS:	111,600 S.F.
PROVIDED OPEN SPACE:	88,760 S.F. (39.9%)

RESIDENTIAL:

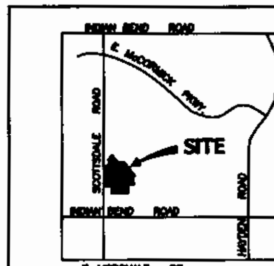
NET SITE AREA:	±1,658,924 S.F.
BLDG. (FOOT PRINT AREA):	±366,813 S.F.
PAVED AREAS:	±242,742 S.F.
PROVIDED OPEN SPACE:	±1,047,369 S.F. (63.1%)

PROJECT DESCRIPTION:

THE PROPOSED PROJECT, "ARTESIA", IS A LUXURY, RESORT-STYLE LIVING RESIDENTIAL COMMUNITY INCORPORATING TRANSITIONAL NEIGHBORHOOD VILLAGE SHOPS AND RESTAURANTS, WHICH WILL SERVE AS A GATEWAY TO THE PROJECT ALONG SCOTTSDALE ROAD AND AN AS ADDED AMENITY TO ITS RESIDENTS. THE SITE CONSISTS OF APPROXIMATELY 44 ACRES OF WHICH 5 ACRES (11%) WILL BECOME THE RETAIL COMPONENT THAT HAS BEEN DISSECTED TO MAINTAIN THE SMALLER RESIDENTIAL SCALE OF THE IMMEDIATE SURROUNDINGS. PARKING HAS BEEN DIRECTED AWAY FROM THE PUBLIC VIEW AND THE MAIN ENTRANCE AS MUCH AS POSSIBLE, WHILE MAINTAINING ITS PROXIMITY TO THE SHOPS IT WILL SERVE. NUMEROUS COURTYARDS AND WALKWAYS INTERCONNECT THE VARIOUS SHOPS, WORK/LIVE TOWNHOMES, AND REST OF THE ARTESIAN COMMUNITY. THE EIGHT WORK/LIVE TOWNHOMES (APPROXIMATELY 2,400 SQ. FT. EACH) WILL PROVIDE ADDITIONAL OPPORTUNITIES FOR PROSPECTIVE RESIDENTS THAT MIGHT WANT TO UTILIZE A PORTION OF THEIR HOMES FOR BUSINESS. THESE HOMES ARE ARRANGED TO RECEIVE PLENTY OF VISUAL EXPOSURE AS THEY FLANK THE MONUMENTAL ENTRY DRIVE INTO THE COMMUNITY. THE NORTH CLUBHOUSE WILL CONSIST OF APPROXIMATELY 5,000 SQ. FT. AND WILL BE DESIGNED WITH A SOCIAL PERSPECTIVE IN MIND. THIS WILL INCLUDE VARIOUS INDOOR AND OUTDOOR GATHERING SPACES AS WELL AS AN INFORMAL RESORT-STYLE POOL. THE SOUTH CLUBHOUSE (WHICH WILL BE CONNECTED VIA AN AXIAL, MEANDERING WALKWAY) WILL PROVIDE ITS RESIDENTS WITH ATHLETIC AND FITNESS FACILITIES. THE POOL WILL ALSO BE MORE FORMAL AND HAVE SWIMMING LANES FOR WORKOUT PURPOSES.

THE PERIMETER OF THE SITE WILL HAVE 156 BROWNSTONE UNITS CONSISTING OF TWO AND THREE-STORIES, WITH SIZES RANGING FROM 1,350 SQ. FT. TO 2,400 SQ. FT. THESE UNITS WILL HAVE FRONT ENTRY PORCHES THAT WILL FACE THE EXISTING GOLF COURSE TO THE NORTHEAST, OR THE VARIOUS COURTYARDS AND GARDENS THAT HAVE BEEN CREATED THROUGHOUT THE PROJECT. THE ATTACHED, REAR-ACCESS GARAGES HAVE BEEN STRATEGICALLY PLACED BACK-TO-BACK SO THEY WILL NOT BE VISIBLE FROM THE INTERIOR LOOP DRIVE. ADEQUATE VISITOR PARKING WILL BE PROVIDED IN SMALL INCREMENTS ALONG THE LOOP DRIVE. AT THE CENTER OF THE PROJECT AND EXTENDING TOWARD THE NORTHERN BOUNDARY, A COMPLEMENT OF FIVE, FOUR-STORY CONDOMINIUM BUILDINGS RANGING IN SIZE AND CONFIGURATION ARE ARRANGED IN A TRADITIONAL AND FORMAL MANNER TO CREATE THE CENTERPIECE COURTYARDS WITH UNIQUE WATER FEATURES AND INTERCONNECTING WALKWAYS THAT WILL GIVE THIS PROJECT ITS CHARACTER AND SENSE OF COMMUNITY. FIVE UNDERGROUND PARKING GARAGES, ONE UNDER EACH OF THESE BUILDINGS, WILL HIDE ALL OF THE REQUIRED RESIDENT PARKING. THESE STRUCTURES WILL BE DESIGNED TO ALLOW FOR SIGNIFICANT GROUND COVER AND VEGETATION TO BE PROVIDED AT THE PLAZA AND COURTYARD ENTRY LEVEL.

THE ARCHITECTURAL STYLE AND SELECTION OF EXTERIOR MATERIALS WILL COMPLEMENT THE ESTABLISHED, SOUTHWEST STYLE OF THE NEIGHBORING MCCORMICK RANCH AREA. TILED ROOFS AND SIMPLE STUCCO MASSES WITH ACCENT TRIM WILL SET THE TONE FOR A MORE REFINED AND SOPHISTICATED ARCHITECTURAL EXPRESSION. THE BROWNSTONES WILL BE CRAFTED TO CREATE AN INDIVIDUAL IDENTITY TO DIFFERENTIATE ADJACENT UNITS. THE VARIED USES OF COLOR, ENTRY PORTICOS, SHED ROOFS, ARCHES, COLUMNS, BALCONIES, SHUTTERS, AND ROOF CONFIGURATIONS WILL LEND ITSELF TO A PICTURESQUE VILLAGE LOOK. THE CONDOMINIUM BUILDINGS WILL HARMONIZE WITH THIS CONCEPT BY INCORPORATING SIMILAR ARCHITECTURAL ELEMENTS. INCLUSION OF STEP BACKS GREATER THAN 10' ALONG THE LENGTH OF THE FACADE AND DIFFERENT BALCONY TREATMENTS WITH RAILINGS, ARCHES, AND ROOF LINES WILL PROVIDE VARIED ARTICULATION. SELECTED BUILDING ENDS WILL STEP DOWN FROM FOUR TO THREE STORIES AND WILL INCORPORATE BALCONY/PATIO TOWERS FOR CORNER UNITS. A PEDESTRIAN FRIENDLY, ONE-STORY COLONNADE WILL WRAP AROUND PORTIONS OF THE FACADE TO PROVIDE SHADE AT THE COURTYARD LEVEL. A BUILDING ENTRANCE ROTUNDA WITH BALCONIES AT SECOND AND THIRD FLOOR WILL PROVIDE AN IDENTIFIABLE FEATURE FOR VISITORS.



VICINITY MAP
N.T.S.

I CONSENT TO THE REPRODUCTION OF THIS SITE PLAN FOR THE FUTURE PURPOSE OF AMENDMENTS PROVIDED THAT IF MODIFICATIONS ARE MADE, THE ARCHITECT THAT MAKES SUCH CHANGES ASSUMES FULL RESPONSIBILITY AND LIABILITY FOR THE PLAN.

SIGNATURE OF COPYRIGHT OWNER

GARY TODD

PRINT NAME OF COPYRIGHT OWNER

CITY INFORMATION

ZONING CASE NO.	877-PA-2004
QUARTER SECTION NO.	2, T2N, R4E

CONCEPTUAL MASTER PLAN

03-3011-00 02/18/05

A1-1

1" = 80'-0"

0 40' 80' 160' 320'

Todd & Associates Inc.
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FAX (602) 952-8695

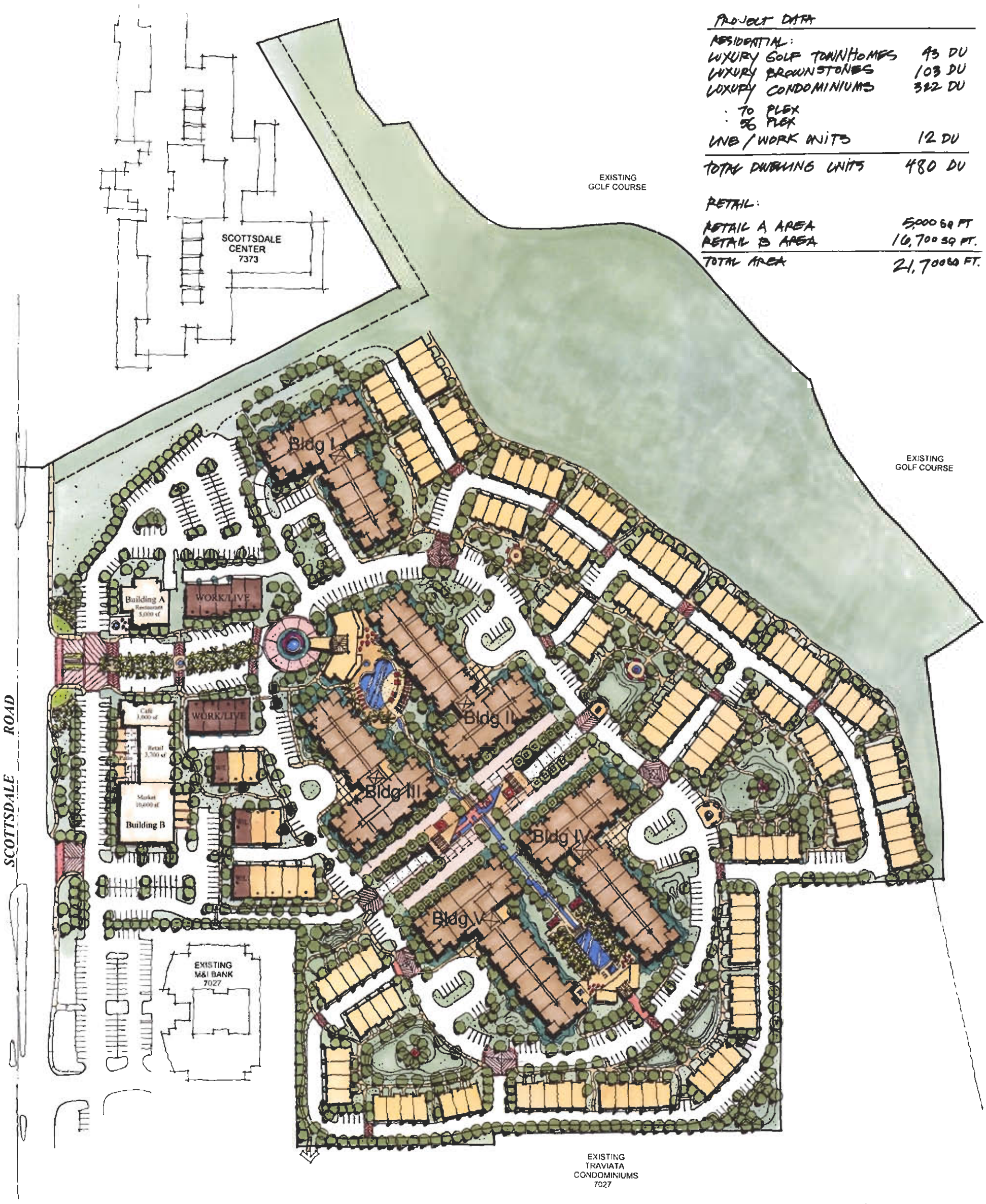
STARPOINTE
Building Homes, Building Values.
7025 North Scottsdale Road-Suite 310 / Scottsdale, Arizona 85253

ARTESIA
Scottsdale, Arizona

2-ZN-2005
2-18-05

PROJECT DATA

RESIDENTIAL:	
LUXURY GOLF TOWNHOMES	43 DU
LUXURY BROWNSTONES	103 DU
LUXURY CONDOMINIUMS	322 DU
: 70 PLEX	
: 56 PLEX	
LIVE / WORK UNITS	12 DU
TOTAL DWELLING UNITS	480 DU
RETAIL:	
RETAIL A AREA	5,000 SQ FT
RETAIL B AREA	16,700 SQ FT.
TOTAL AREA	21,700 SQ FT.



JOB NO. 205054 DATE: 6.07.05

ARTESIA – CONCEPTUAL SITE PLAN

NORTH SCALE 1" = 50'

7171 NORTH SCOTTSDALE ROAD, SCOTTSDALE, ARIZONA

STARPOINTE
Building Homes, Building Values
7025 North Scottsdale Road – Suite 310 / Scottsdale, Arizona 85253

KEPHART

2-ZN-2005
7-19-05