

Scottsdale Waterfront LLC
Southwest Corner of Scottsdale Road and Camelback Road

Application No. 1-IID-2003

Application in Support of an Infill Incentive District and Plan

CITIZEN REVIEW REPORT ADDENDUM

Prepared For the City of Scottsdale
September 18, 2003

**Scottsdale Waterfront LLC
Application No. 1-IID-2003**

Citizen Review Report Addendum

This addendum to the Citizen Review Report prepared in support of Case 1-II-2003 has been prepared to forward additional results of community outreach as part of the case record.

Attachments:

1. Affidavit of Posting – Posting revision to add City Council hearing date
2. Correspondence from Scottsdale Unified School District dated Sept. 12, 2003
3. Copy of 5th Avenue Merchants flyer regarding Sept. 10, 2003 Planning Commission hearing
4. Correspondence from Villa d'Este Improvement Association
5. Correspondence from ADW Neighborhood Association
6. Additional support petitions
7. Various editorials regarding the Scottsdale Waterfront project



**AFFIDAVIT OF POSTING
PUBLIC HEARING NOTICE**

CASE NUMBER: 1-11-2003

PROJECT NAME: Scottsdale Waterfront

LOCATION: Southwest corner of Scottsdale Rd. + Camelback Rd.

SITE POSTING DATE: September 15, 2003 - revised to add 10-07-03, 5:00pm

APPLICANT NAME: John V. Berry, Beus Gilbert PLLC City Council
hearing date
& time

SIGN COMPANY NAME: America's Instant Signs

PHONE NUMBER: 602-404-0009

I confirm that the site has been posted as indicated by the Project Manager for the case as listed above. Picture/s of site posting/s have been submitted.

[Signature]
Applicant Signature

September 16, 2003
Date

[Signature]
Notary Public


Acknowledged before me this 16th day of September 2003

My commission expires 4-18-2004



Return completed, notarized affidavit AND pictures to Current Planning Services at least 20 days prior to Planning Commission hearing.

Current Planning Services
7447 E. Indian School Road, Suite 105
Scottsdale, AZ 85251
480-312-7000


 CITY OF SCOTTSDALE
 PUBLIC NOTICE
ZONING/PUBLIC HEARINGS
 City Hall
 3000 North Drinkwater Boulevard
 Scottsdale, AZ

PLANNING COMMISSION: 5:00 P.M., 09/10/03
CITY COUNCIL: 5:00 P.M., 10/07/03

REQUEST: to designate & qualify an Infill Incentive district & to adopt an Infill Incentive plan with amended development standards and establish new stipulations including site plan and elevations approval on a 11.2 +/- acre parcel.


LOCATION: Southwest corner of Scottsdale and Camelback Roads

Case Number: 1-II-2003
Applicant/Contact: Beus, Gilbert / John Berry
Phone Number: 480-429-3003

Case File Available at City of Scottsdale
 480-312-7000

Posting Date: 08/19/03 Revised: 08/25/03
 Penalty for removing or defacing sign prior to date of last hearing

EARLY N
PROJECT UND
 Neighborhood Ope
 11/08/20/03
 5:00 pm
 Community Design Study
 Project Overview: Site Zoning:
 Request: Request to Amend the
 Project: For mixed-use development
 Site Acquire: Approximately 1
 Site Zoning: 0/800
Applicant/Contact:
 John Berry, Beus Gilb
 480-429-3003
 berry@beusgilbert.com
Case Number: 1-I
 Case File Available at C
 Project Info: www.scottsd
 Posting Date: 08/11/03 Revised:


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PROJECT (
 Neighborhood
 11/08/20/03
 5:00 pm
 Community Design
 Project Overview: Site
 Request: Request to Am
 Project: For mixed-use
 Site Acquire: Approx
 Site Zoning: 0/
Applicant/Cont
 John Berry, Beus
 480-429-3003
 berry@beusgilbert.c
Case Number:
 Case File Available
 Project Info: www.sc
 Posting Date: 08/11/03 Revised:

CITY OF SCOTTSDALE
PUBLIC NOTICE

ZONING/PUBLIC HEARINGS

City Hall
3838 North Drinkwater Boulevard
Scottsdale, AZ

PLANNING COMMISSION: 6:00 P.M., 09/10/03
CITY COUNCIL: 6:00 P.M., 10/07/03

REQUEST: to designate a locally an Infill Incentive District & to adopt an Infill Incentive Plan with amended development standards and establish new stipulations including site plan and elevations approval on a 11.3 +/- acre parcel.

LOCATION: Southwest corner of Scottsdale and Camelback Roads

Case Number: 1-11-2003
Applicant/Contact: Beus, Gilbert / John Berry
Phone Number: 480-429-3003

Case File Available at City of Scottsdale
480-312-7000

Posting Date: 08/15/03 Revised: 08/25/03
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EARLY NOTICE

PROJECT UNDEFINED

Neighborhood Open House
11/08/2003
10:00 am

Community Design Studio: 7:00
Project Overview: Site Layout: 9:00
Project Description: Site Design: 10:00
Project 1: 11:00
City Heritage: Community 11:30
Site Zoning: 12:00

Applicant/Contact:
John Berry, Beus Gilbert /
480-429-3003
Berry.Gilbert@cityofscottsdale.gov

Case Number: 1-110
Case File Available at City of Scottsdale
Project Info: www.scottsdale.gov
Posting Date: 08/11/03 Revised: 08/15/03

**NOTIFICATION OF
PUBLIC CONSIDERATION**
in House Meetings:
2/09/03/03
7:00 pm
7506 East Indian School Road
0/000 - 2 PRD
with Increased Street Designation per A.R. 6.1.0010
and, previously considered at Scottsdale City Council on
11/2/02

City Staff Contact:
Kurt Jones
480-312-2524
kjones@cityofscottsdale.gov

110-2003
City of Scottsdale: 480-312-7000
mailto:info@cityofscottsdale.gov
www.cityofscottsdale.gov

CITY OF SCOTTSDALE
PUBLIC NOTICE

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15/03

EARLY NOTIFICATION OF PROJECT UNDER CONSIDERATION

Neighborhood Open House Meetings:
11:00 AM - 1:00 PM
7:00 PM - 9:00 PM
1636 East Indian School Road
Scottsdale, AZ 85261-1900
City of Scottsdale, 480-312-7000
City Website: www.scottsdale.gov
Project Website: www.projects.scottsdale.gov

Project Number: 1-11-2003
Case File Available at City of Scottsdale: 480-312-7000
09/15/03

ZONING/PUBLIC HEARINGS

CITY OF SCOTTSDALE
PUBLIC NOTICE
City Hall
3938 North Dickerson Boulevard
Scottsdale, AZ
PLANNING COMMISSION: 5:00 P.M., 09/10/03
CITY COUNCIL: 5:00 P.M., 10/07/03
REQUEST: To rezone a property as LDR (Low Density Residential) to allow an additional parking lot with associated development standards and additional new regulations including site plan and landscape approval on a 11.5-acre site.
LOCATION: Southwest corner of Scottsdale and Dickerson Roads
Case Number: 1-11-2003
Applicant/Contact: Bous, Gilbert / John Barry
Phone Number: 480-429-3003
Case File Available at City of Scottsdale: 480-312-7000
Posting Date: 08/14/03 Revised: 08/25/03
Penalty for removing or defacing sign prior to date of last hearing

09/15/03

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Scottsdale, AZ 85261-1900
City of Scottsdale, 480-312-7000
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09/15/03



Scottsdale Unified School District

No Dream Too Big . . . No Challenge Too Great

Education Center
 3811 North 44th Street
 Phoenix, Arizona 85018-5420

Telephone: 480-484-6143
 FAX: 480-484-6286
 Web site: www.susd.org

September 12, 2003

Martha West, Sr. Land Planner
 Beus Gilbert
 4800 N. Scottsdale Road
 Suite 6000
 Scottsdale, AZ 85251-7630

Post-it® Fax Note	7671	Date	9/13/03	# of pages	2
To	Martha West	From	Bill Johnson		
Co./Dept	Beus Gilbert	Co.	Scottsdale Schools		
Phone #		Phone #	480-484-6183		
Fax #	480-429-3100	Fax #			

Re: School District Determination of Adequate Facilities
 City of Scottsdale Case # 1-IID-2003; Southwest Corner of Scottsdale Road and Camelback
 (Scottsdale Waterfront)

Dear Ms. West:

The planned residential development located on the Southwest corner of Scottsdale Road and Camelback, also known as the Scottsdale Waterfront Site, is currently located in the Hopi Elementary, Ingleside Middle, and Arcadia High Schools attendance area. All of these schools are at or very near full capacity and are projected to remain so for the next several years. These schools do not have room to accommodate additional students.

Based on the information you provided regarding the proposed development, the high-rise luxury condominium product is expected to yield very few if any school age children. The developer has indicated that the type of product being developed will most likely appeal to young professionals without children, empty nesters whose children have grown, and out-of-towners as vacation or second home property. If this is the case, then there will be no significant impact on the enrollment at the schools.

If any significant numbers of school age children are generated by the development, it will be necessary to accommodate the additional enrollment through an alternative such as a boundary change. For example, it may be feasible to include the Waterfront project within the Tonalea Elementary, Supai Middle, and Coronado High Schools attendance area. Each of these schools has spare capacity and can accommodate additional students.

In the marketing and information provided to any prospective investors, potential buyers, or any other interested parties, Scottsdale Unified School District requests that it be clearly communicated that Hopi, Ingleside, and Arcadia are full and that an attendance boundary change is a very real possibility for this development.

Sincerely,


Williams M. Johnson, Ed.D., R.A.
 Chief of Facilities & Operations

Cc: Dr. Erwin
 Kurt Jones



City of Scottsdale
Current Planning Services

SCHOOL DISTRICT
Determination of Adequate Facilities

Area in gray to be completed by Applicant.

City of Scottsdale Project Number: 1-11D-2003

Project Name: Scottsdale Waterfront

Project Location: Southwest Corner of Scottsdale Rd. + Camelback Rd.

Applicant Name: John Berry, Beus Gilbert PLLC

Phone: 480-429-3003

Applicant E-mail: johnvberry@msn.com

Fax: 480-429-3100

School District: Scottsdale Unified School District

I, Williams M. Johnson, hereby certify that the following determination has been made in regards to the above referenced project:

- The school district has adequate school facilities to accommodate the projected number of additional students generated by the proposed rezoning within the school district's attendance area; or A boundary change may be necessitated.
- The school district will have adequate school facilities via a planned capital improvement to be constructed within one (1) year of the date of notification of the district and located within the school district's attendance area; or
- The school district has determined an existing or proposed charter school as contracted by the district can provide adequate school facilities for the projected increase in students; or
- The applicant and the school district have entered into an agreement to provide, or help to provide, adequate school facilities within the school district's attendance area in a timely manner (a copy of said agreement is attached hereto); or
- The school district does not have adequate school facilities to accommodate projected growth attributable to the rezoning.

Attached are the following documents supporting the above certification:

- Maps of attendance areas for elementary, middle and high schools for this location
- Calculations of the number of students that would be generated by the additional homes.
- School capacity and attendance trends for the past three years.

Or

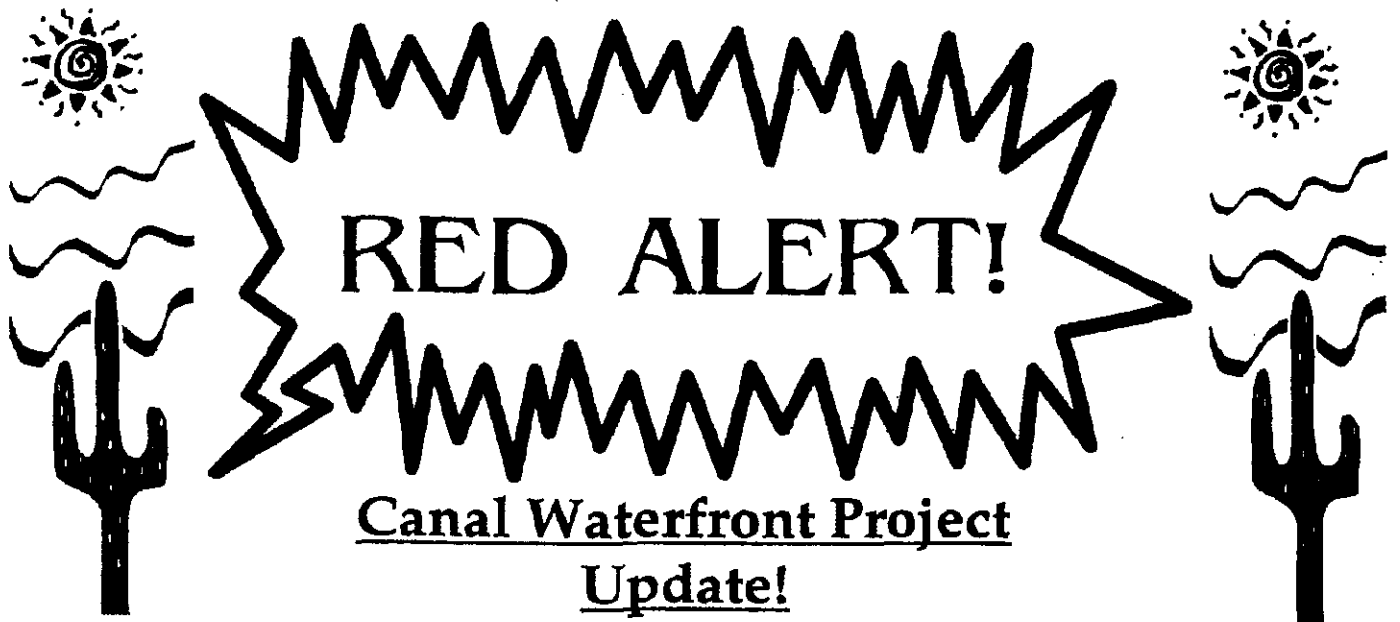
I, _____, hereby request a thirty (30) day extension of the original discussion and response time.

[Signature]
Superintendent or Designee

9-12-03
Date

Planning and Development Services

7447 E Indian School Road, Suite 106
Scottsdale, AZ 85251
Phone: 480-312-7000 • Fax: 480-312-7088



**IMPORTANT!...WE NEED
YOUR HELP!**

**The City of Scottsdale is
having the final hearing on
the Waterfront Project
Wednesday September 10,
2003 at 5:p.m. We are asking
that everyone that can make
it to the hearing please
attend. We need to show
support for this project. No
one is being asked to speak,
we are just showing support!**

Villa d'Este

Zane Anderson, President
6937 E. Lafayette Blvd.
Scottsdale, AZ 85251
zaner23@cox.net

September 12, 2003

Mayor Mary Manross
City of Scottsdale
3939 N. Drinkwater
Scottsdale, AZ 85251

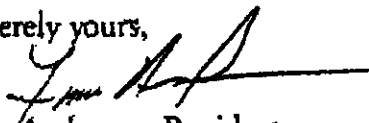
Dear Ms. Manross,

For years those of us who live in the neighborhoods just west of the proposed Waterfront project have followed the several variation in the plans advance. Our homeowners association, Villa d'Este Improvement Association is a part of the ADW (Villa Adrian, Villa d'Este, Whitwood) led by Pat Lamer that form this neighborhood.

The reactions among those living here have varied from anguish to relief. The latest plans appear to have met the objections of almost everyone in our association. In fact, the most recent plans that were presented to us are very favorable for us. On September 10, 2003, the Board of Directors of the Villa d'Este Improvement Association voted to support the current development plan. We urge that the City Council approve these plans.

We are grateful for the consideration showed for our concerns by the developer, Starwood, and we are particularly appreciative of the care that the City planners took to see that we were consulted constantly and in a meaningful way.

Sincerely yours,



Zane Anderson, President
Villa d'Este Improvement Association

Cc:

Wayne D. Ecton
Robert W. Littlefield
Cynthia Lukas
Ned O'Hearn
David Ortega
Tom Silverman
Geoff Beer
Pat Lamer

To: "Goeff Beer" <gbeer@scottsdalewaterfront.com>,
"Paul H. Smith" <psmith@technicalolutionsaz.com>
Cc: "Byron Harding Nivisys" <bharding@nivisys.com>,
"Zane Anderson" <zaner23@cox.net>
Subject: Presentations of Waterfront Project

Goeff & Paul:

Please allow me to again thank you for all of your joint and individual efforts in the numerous briefings and the overall presentation of the Waterfront project to the ADW community most recently on August 28th.

While initially the concern of our residents was primarily that of building height, the computer graphic modeling of the 35, 85 & 135 foot buildings in photographs provided by the city have essentially set aside that as an issue. The photographs of the buildings in the various view points from within Villa Adrian and Villa d'Este make the height issue surprisingly insignificant. Even with a 20 foot utility dome on top of those units they did not appear as dominant or threatening in our eastern skyline as initially imagined. The primary theme of residential, retail and office with a couple of restaurants is a welcome concept.

I just wanted to let you know that a more formal letter of acceptance by the Presidents of Villa Adrian and Villa d'Este will be forthcoming in the very near future. While I have represented the ADW Neighborhood Association for about 9 years now and am a resident of Villa Adrian, I still felt that the Boards of Directors of the communities directly across from the Waterfront speak for themselves.

Thank you again for the education and interface to make us aware of the project. I can assure you that we look forward to completion of this project.

Pat Lamer
ADW Neighborhood Association
(480) 941-3833

Scottsdale Chamber

P.4

We, the undersigned, support the development of the Scottsdale Waterfront Project located at the corner of Scottsdale and Camelback Roads in a configuration of residential, office, and retail uses, including two 135 feet mid rise condominium buildings, not including mechanical and architectural appurtenances. We believe that this project will revitalize downtown Scottsdale while providing development compatible to existing residential areas, that minimizes noise and traffic impacts on downtown Scottsdale neighborhoods, and maximizes open space.

6

	Name	Signature	Address	Phone	Date
1.	William H. Heenan		9129 W. ASHLEY 85260	480 997-4680	9/5/03
2.	John Scott		6030 - E. YUKA ST	480 443-4903	9/5/03
3.	John Neibling		15050 N. Thompson Plk 85260	480-767-3327	9/5/03
4.	Bill Aust		3434 W. 60th St. Phoenix 85018	602-445-6579	✓
5.	TIM BRAY		11181 E. TURNBERRY 85251	480-998-5478	9/5/03
6.	VIRGINIA KORE		9222 E. GAIL RD 85260	480-948-1987	9/5/03
7.	John O'Connor		6834 E. LAFAYETTE 85251	480-992-7000	9/9/03
8.	Matt Gossett		6829 E. Montecito 85251	480-994-3454	9/9/03
9.	Phillip K. Koran		6839 E. Montecito 85251		9/9/03
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LASERJET 3200

SEP 16 2003 9:58AM

Scottsdale Chamber

We, the undersigned, support the development of the Scottsdale Waterfront Project located at the corner of Scottsdale and Camelback Roads in a configuration of residential, office, and retail uses, including two 135 feet mid rise condominium buildings, not including mechanical and architectural appurtenances. We believe that this project will revitalize downtown Scottsdale while providing development compatible to existing residential areas, that minimizes noise and traffic impacts on downtown Scottsdale neighborhoods, and maximizes open space.



Name	Signature	Address	Phone	Date
1. MARTIN H. Katz	<i>Martin H. Katz</i>	4709 N. 68th Pl. Scottsdale	480-4293847	9/5/03
2. Jeanette Griswold	<i>Jeanette Griswold</i>	19550 N. Grayhawk Dr 443	480-419-8800	9-5-03
3. CATHERINE FOLEY (EXIST)	<i>Catherine Foley</i>	3629 W. 49th St. 85018	602-805-9259	9-5-03
4. Julie Smith Eubank	<i>Julie Smith Eubank</i>	1001 E. Camelback East 85024	480-948-3444	9-5-03
5. Thomas A. Gunn, Jr.	<i>Thomas A. Gunn, Jr.</i>	8336 N. 72nd Pl. Scott 85258	480-489-8276	9-5-03
6. Leslie S. Nyquist	<i>Leslie S. Nyquist</i>	8219 E. Bonnie Rose Ave	480-949-2174	9-5-03
7. Tom Waldorf	<i>Tom Waldorf</i>	13615 E. Geranium Rd	480-657-2360	9-5-03
8. Rick Kuder	<i>Rick Kuder</i>	7534 E. Pleasant Run Side ⁸⁵²⁵¹	480-998-2734	9/5/03
9. Randy Bricht	<i>Randy Bricht</i>	4000 N. Scottsdale (AlphaGraphics)	480-944-1514	9/8/03
10. WAA WARNER	<i>WAA Warner</i>	1264 N. CHAPMAN ST.	(480) 944-4234	9/8/03
11. Daniel Higgins	<i>Daniel Higgins</i>	7111 N. 5th Avenue (NEXT)	(480) 970-6318	9/8/03
12. MARGIE Schmitz	<i>Margie Schmitz</i>	7116 E. 5th Ave (Fringles)	480-949-5933	9/8/03
13. BARRY W. LYMAN	<i>Barry W. Lyman</i>	6934 E. FIFTH AVE ^(BARE HILLS MARKET)	480-970-3739	9/8/03
14. THEODORE ANDERSON	<i>Theodore Anderson</i>	6820 E. FIFTH AVE.	480-994-1688	9/8/03
15. Denise Silvert	<i>Denise Silvert</i>	6130 E. Osborn Rd #F ^(WILLOW - DOWNTOWN BRD & TROPICANA JUNCTION)	480-994-1568	9-8/03
16. Michael Fernandez	<i>Michael Fernandez</i>	4338 N. SCOTTSDALE RD. ^(FOTHERY ROADLINE)	480-945-5122	9-8-03
17. Jessica Bullock	<i>Jessica Bullock</i>	7110 E. Indian School Rd. ^(Redway Inn)	480-940-3450	9-8-03
18. STEPHEN R. RYAN	<i>Stephen R. Ryan</i>	5000 N. Camelback Rd. ^(Camelback Inn)	480-947-3147	9-8-03
19.				
20.				

LASERJET 3200

SEP 16 2003 9:58AM

BUSINESS 03-

We, the undersigned, support the development of the Scottsdale Waterfront Project located at the corner of Scottsdale and Camelback Roads in a configuration of residential, office, and retail uses, including two 135 feet mid rise condominium buildings, not including mechanical and architectural appurtenances. We believe that this project will revitalize downtown Scottsdale while providing development compatible to existing residential areas, that minimizes noise and traffic impacts on downtown Scottsdale neighborhoods, and maximizes open space.

Name	Signature	Address	Phone	Date
1. Nicolette Lemmon		6837 E Exeter	480 945 7360	9/5/03
2. Dennis Koepke		6837 E Exeter Blvd	480 967-1405	9-5-03
3.				
4.				
5.				
6.				
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18.				
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20.				

Scottsdale Chamber

9/5/03
Date

Scottsdale City Council Members:

I have seen and support the proposed plan for the Scottsdale Waterfront development and believe that it will be a critical part of the revitalization efforts in Downtown Scottsdale and I urge you to support the project as well.

Sincerely,

Kurt Krumpalman
Name

[Signature]
Signature

8401 E. Indian School
Address

480-627-6403
Phone Number

9/5/03
Date

Scottsdale City Council Members:

I have seen and support the proposed plan for the Scottsdale Waterfront development and believe that it will be a critical part of the revitalization efforts in Downtown Scottsdale and I urge you to support the project as well.

Sincerely,

MARTIN H. KATZ
Name

[Signature]
Signature

4709 N. 68th Ave
Address
Scottsdale

480 425 3847
Phone Number

7.

Scottsdale Republic, Saturday, September 13, 2003

EDITORIAL ROUNDUP

Waterfront will be boon

Our stand: City's planners got it right

The 11-acre Scottsdale Waterfront got a big boost this week — the unanimous endorsement of the city's Planning Commission.

The Waterfront plan calls for an impressive combination of residential, retail and office uses along the Arizona Canal (that's the "water") near Camelback and Scottsdale roads. It's a critical step in Scottsdale's efforts to revitalize its downtown.

It also includes two 13-story towers that will offer classy condominiums — and require special city approval, because they would violate height restrictions. There were predictable complaints from residents who argue the towers would wreck the downtown skyline and wouldn't fit in.

The Waterfront would change downtown to be sure. But downtown has to change to remain relevant in the 21st-century incarnation of the West's Most Western Town. The nightlife is excellent, but it needs more. One major key to redevelopment is to get people back downtown either through jobs or housing. Attracting wealthy suburbanites via the high-rise condos will help a lot. The Waterfront, once it is established, will encourage all sorts of ancillary investment downtown.

Congratulations to the planning commissioners for acting in the best interests of Scottsdale's future. They seemed to get it. They seemed to understand that downtown has to move into a new phase to survive.



H&S International

The Scottsdale Waterfront project looking west down Camelback Road.

"I liken this to the way, I guess, I feel about my daughter — I wish she could stay 5 years old forever," Planning Commission Chairman Dave Gulino said. "Unfortunately, that doesn't happen. We can't stop growing, and, whether you like it or not, this is part of the evolutionary process of our community."

A project like the Waterfront can help turn downtown Scottsdale into a hub of work, living and entertainment that can help strengthen relations between the city's southern, central and northern parts. We hope the City Council shows the same good sense as its advisory panel when it considers the proposal Oct. 7.

Scottsdale Republic, Saturday, September 13, 2003

COMMUNITY COLUMNIST

Waterfront plan is right idea

On Oct. 7, the Scottsdale City Council can give Scottsdale a new heart. If the council members do it right, they can create valuable downtown retail, living and open space and give the city a meaningful new attraction that would create excitement and generate great press.

The choice is to continue arguing over whether a tired, outdated public relations slogan should drive city planning in the future or to vote for a brick-and-mortar (OK, stucco) real-time project that can show, instead of tell, what Scottsdale can be.

Betty Drake, who is one of Scottsdale's most creative thinkers and, as planner, is a local consultant on the Waterfront project, spent time with me recently to explain the new plan. It was developed after holding 20 meetings with neighbors, business leaders and other citizens.

The changes are dramatic. Where less than 1 acre of open space was provided in the old plan, the new one saves almost half of the 11-acre site as open space. And it makes almost all of that accessible to the public.

Office and retail buildings along Camelback Road and Marshall Way have been



**PAM
HAIT**

scaled down and set back to better fit the existing neighborhood. Buildings will be mostly limited to two stories, with a few at three stories.

The tallest building is now a 12-story structure. With the elevator shaft, the height is pushed to 15 stories. Inside, the living spaces have been redesigned to create a mix of prices and styles. Space will start as small as 1,000 square feet and go up to a luxurious residence that will sell for \$2.6 million.

The architecture also has been revised to reflect this area. The new style recalls Arizona in the 1920s and 1930s, Spanish Colonial meets the Arizona West.

In reviewing the drawings, it's obvious that the new Waterfront plan is all about connections. Architecturally, it connects to Arizona's past. Open spaces not only connect with each other, they connect to the Sun Circle Trail on the canal bank. The location, at Scottsdale and Camelback roads, is a

connector to north and south Scottsdale. And, because it will attract 1,000 new residents and lots of new office workers and shoppers to the area, it provides a good connection for galleries, shops and eateries.

Then there's the art connection. Drake is proposing a cowboy carousel created especially for the Waterfront. She sees characters revolving to Western music. She is also recommending a monumental sculpture of the Hashknife Gang, those riders who deliver the mail each year to start the Parada del Sol, facing south on Scottsdale Road. Both will speak to the city's heritage.

In my estimation, the master plan is bold, creative and courageous. The council should approve it. It needs to make sure that the plan is developed as proposed, including the sculpture and the cowboy carousel. Scottsdale badly needs signature attractions that are hip and fun. A cowboy carousel at the Waterfront is just the ticket.

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EDITORIAL

Waterfront project holds promise for downtown

Our stand: Scottsdale needs to move ahead on development, not let it fall apart

The Scottsdale Waterfront, with its twin residential towers, is needed for downtown's rebirth as a hub of hip desert living.

A transitional development along the Arizona Canal at Camelback and Scottsdale roads, the Waterfront could do a lot to redirect affluent residents and newcomers from northern Scottsdale back into downtown.

Unfortunately, Scottsdale has a history of letting historic projects fall apart or go awry. City leaders need to proceed cautiously but not lose focus on getting the 11.3-acre Waterfront done. With the course of Los Arcos Mall redevelopment set, at least until a judge says otherwise, the Waterfront is the top city priority.

The city shouldn't let the Waterfront go the way of the Phoenix Coyotes hockey arena, the once-in-a-lifetime facility originally proposed for Los Arcos but which got henpecked so badly in Scottsdale that it is now being built in Glendale instead.

It also needs to be careful to learn from the Galleria. It was built as a grand shopping experience without a major anchor — a notion that went against decades of mall-development common sense. City officials made big concessions for the Galleria, but it flopped.

But even with its too-frequent delays and setbacks, the Waterfront project makes a lot more sense than the Galleria ever did. Besides classy high-rise living, there's also a retail corridor proposed for Marshall Way that could link Scottsdale Fashion Square mall with the city's Fifth Avenue shops.

Its dual 13-story, 160-foot residential towers would give downtown Scottsdale a 21st-century skyline.

No doubt the towers, which will need special approval, are going to draw some public criticism, but they merit support. City leaders need to look to the future and not be shackled by downtown's mid-20th-century Old West façade.

Certainly the City Council and the Planning Commission should make sure the proposal is the best it can be and then forge ahead. The project, even with the tall towers, is a good one.

The Planning Commission, a council advisory panel, tonight will consider making a recommendation on the Waterfront plan and creating the city's first-ever "infill incentive district" to accommodate it. Infill incentive districts are a way to discourage urban sprawl by encouraging construction on vacant and underused land in older parts of town by waiving development fees and stand-

Talkback

The Scottsdale Waterfront, plagued by delays and the hasty entrances and exits of various developers, looks as if it might actually see the light of day. The Scottsdale Planning Commission will take a job at it tonight, and the City Council could get a crack at it as early as Oct. 7.

We think the Waterfront is an exciting harbinger for downtown Scottsdale. What do you think?

■ Are you OK with the two residential towers or do you think they will ruin the downtown skyline?

■ Is 160 feet — 13 stories — just too tall? Are 13 stories unucky? If that's too much, is there any height that would make you feel more comfortable?

■ Is there anything else you like or dislike about the Waterfront project? How could the plan be improved?

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ards, processing paperwork quicker and things of that sort. Voters approved the infill district concept in 1998 when they passed Gov. Jane Hull's statewide Growing Smarter initiative.

The commission should move the project along to the council, which is tentatively expected to consider it Oct. 7.

No single project could hope to revitalize Scottsdale's large downtown by itself, but the area already has a lot going for it, most notably its swinging nightlife. The Waterfront should be considered a linchpin project — one that would provide the momentum needed to kick-start a new round of downtown investment and development.

It will complement the swank nightspots and retailers already downtown and attract more of the same.

Now that the much-stalled Waterfront project finally appears ready for approval, city officials should take care not to mess it up.

EDITORIAL

Vacation over, council back — to grandstanding

Our stand: Members should put politics aside to work on city's important issues

The Scottsdale City Council returned to business last week after a nearly two-month summer break.

The members are refreshed and ready for action. Unfortunately, instead of putting their improved stamina toward helping their constituents, some seem inclined to pour their extra energy and stamina into the same old poisonous politics, grandstanding and backbiting.

It's going to be a long six months or so until the March 9 city election. It may be too much to request, but let's give the political ambitions a rest and keep the stump speeches on the campaign trail and off the council chambers dais. There's too much work to be done on important Scottsdale issues such as the Waterfront development, downtown revitalization and desert preservation.

Hopefully, politics hasn't corrupted the council's agenda for the rest of the year.

It's increasingly looking like there could be a three-way mayoral race among one-term Mayor Mary Manross, Councilman David Ortega and Councilwoman Cynthia Lukas, who is exploring the possibility of running. That has already complicated their relationships as council teammates.

Councilmen Ned O'Hearn and Tom Silverman also are up for re-election, should they choose to seek it.

Resentment over the bitter 4-3 Los Arcos Town Center redevelopment vote still is lingering. Led by Lukas, Councilmen Wayne Ecton, O'Hearn and Silverman voted to approve an overly generous taxpayer subsidy with the Elluman Cos., owners of the old Los Arcos Mall site.

The question of districting also has taken an archly political turn. A council majority doused a city task force report that recommended voters be referred a city charter amendment that would set up six council districts. Though the council is expected to take another look at the issue, jilted pro-district activists already have launched their own initiative effort. Lukas and Ortega have thrown in with them.

Still, politics can be untangled from these topics. The council members can do it. It's not

Talkback

The Scottsdale City Council is back to its old tricks after its summer hiatus.

Unfortunately, that means a return to the usual incivility and political infighting. The question of whether the council should contract legal services with former City Attorney David Pennartz turned into a real donnybrook even before its first meeting back.

■ Does it seem to you that politics is driving the behavior of some City Council members? If so, are you OK with that? Is that inevitable at Scottsdale City Hall, or should the members strive to be better public servants?

■ Who would you pick as the council's worst grandstander? Who would you say seems to be the most public-spirited member?

■ Who are you leaning toward in the emerging mayor's race? Do you like Mayor Mary Manross, Councilman David Ortega or Councilwoman Cynthia Lukas? Or are you hoping for a fourth choice?

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too much to ask.

If the council chambers descend into a political vipers' den, voters will have every right to be disgusted. And they shouldn't be blamed if they start looking for fresh blood to represent them at City Hall.

Short sighted

Demand for height restrictions on buildings should be ignored

During the 1960s the prevailing public view in Scottsdale was that any building taller than two stories — in some cases, one — was bad for the city's image. People came here to "see the mountains," went the well-told tale, born of a misguided belief that this was actually a preserved Old West town instead of a 1940s-era construct of one.

The folks from The Other Plan for Scottsdale, the merchants' group whose well-meaning but wrongheaded ideas for downtown Scottsdale joined the dust heap of recent city history about three years ago, are back with a variant of just this 40-year-old thinking.

Known for working four years ago to defeat one downtown redevelopment plan along the Arizona Canal — the voter-defeated 1999 Canals of Scottsdale proposal — today remnants of the group have gathered about 200 signatures against plans by another, the widely touted \$175 million Scottsdale Waterfront, to build its centerpiece, two structures of 135 feet each at Scottsdale and Camelback roads.

The proposed buildings are not too tall, given the character of the area and the lack of nearby residential neighbors. As reported in Sunday's Tribune, across the street stands a 101-foot, five-story building. Less than two blocks west is a 141-foot, 10-story building that sneaked through that 1960s thinking, opening in 1969 with little detrimental effect on tourism). Adjacent Scottsdale Fashion Square buildings average 62 feet. With the new Waterfront towers, we'd certainly not be spoiling anybody's mountain views, which haven't been affected for some time.

Economic downturns, investors' cold feet and an often too-restrictive city have been responsible for the opening dates constantly changing on the signs at the edge of the Waterfront project for about a decade. Finally developers and investors are in place that want to — and are about to — create a vital link between downtown and Fashion Square, with minimal public funding for infrastructure and 350 signatures of their own favoring the project.

In the months after the '99 election, TOPS' idea of Old West appeal was a plan that in part called for the city to pay up to \$200 million for 12 underground parking garages downtown. They weren't built (whew).

Downtown Scottsdale needs to move beyond merely the yippee-eye-oh version of tourism whose vision goes no further than parking and landscaping — and only one- and two-story buildings everywhere. Cowboys and such still have a place in Scottsdale, but as it desperately needs to start attracting 21st-century tourism, city leaders should ignore these nonbinding petitions and consider the Waterfront project on its merits.

EAST VALLEY TRIBUNE,

TUES., JULY 22, 2003

Scottsdale must pay attention to downtown

Our stand: Coming up with a new strategy should be a top priority for city

Most cities would love a downtown like Scottsdale's.

There's the exciting night life and after-dark entertainment. There are solid employers such as Scottsdale Healthcare. There are nice art galleries.

There's even a spring training baseball stadium. It's getting a little old, but it's still a nifty place to enjoy a March game.

Still, the downtown Scottsdale dynamics have changed dramatically over the decades. Downtown has to deal with some big-picture issues, such as reinventing its dated tourist-oriented retail motif. It would help if there were some sort of long-term public vision.

Attention does seem to be returning to the area. Interesting things seem to be happening. Here are some examples:

■ The Scottsdale City Council unanimously OK'd on July 1 a downtown zoning overlay for about 750 acres in the area encompassed by Chaparral and Miller roads, Earl Drive and 68th Street. The action raises concerns about the potential overregulation of bars and lounges. That could unintentionally drive new establishments outside downtown's boundaries. But the new overlay also includes provisions to simplify the city's arcane parking rules and encourage new investment.

■ A Valley opinion-research firm is surveying downtown retailers and bar and nightclub operators for the city. The results should give better insight into today's downtown business culture and improve ongoing efforts to market the area.

■ Progress slowly is being made on two parking projects that should help Scottsdale keep up with downtown parking demands.

■ A new "teaser" Frank Lloyd Wright museum is being readied for a fall opening. It will provide a link between two of Scottsdale's main visitor attractions: Taliesin West, the celebrity architect's winter headquarters, and downtown's Fifth Avenue.

It's right for City Hall to care about downtown Scottsdale. All residents should take an interest in the area. It's valuable common ground that should be celebrated and enjoyed by everybody.

The "Which Way Scottsdale?" report released in March by Arizona State University's Morrison Institute for Public Policy stressed the importance of downtown. "It's critical to the city's image, draw and well-being," the Morrison researchers wrote. It's a way to connect the "three Scottsdales" identified by the study: south, central and north.

The Morrison report criticized the city for not taking a strategic approach to downtown. It suggested Scottsdale drop "the traditional idea of downtown Scottsdale as a high-end retail and touristy location." Instead, Scottsdale should play up "the somewhat 'funky' opportunities" for arts and living and working places, the report said.

Valley attorney Grady Gammage Jr., in a dis-

Talkback

Downtown Scottsdale has come a long way since the 1950s. Where do you see it going? We're interested in your ideas about what should happen next in the downtown area.

As a Scottsdale resident, how often do you visit downtown? Do you enjoy the nightlife? Do you ever patronize the retailers during the day? Or does downtown hold little interest for you and your family? Let us know either way.

Should the city be doing anything to foster a downtown climate that attracts a different variety of businesses? If so, what sorts of businesses are needed downtown? Are there too many bars and lounges? Is there anything the city can do — or should the free market dictate how downtown evolves?

Have some of the Western tourist themes that have been synonymous with downtown Scottsdale for years gotten to be old hat? Should they be dropped — or can they be tweaked and re-adapt to the times? Tell us what you think.

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cussion inspired by the Morrison study, said Scottsdale should take advantage of assets that play into the current retro cool trend that highly values mid-20th-century architecture and pop culture. This includes the Hotel Valley Ho, which is targeted for restoration.

These are good ideas that should be explored. It's time for Scottsdale to take a fresh look at downtown and its future. Coming up with a new strategy, even if it's more philosophy than master plan, should be a top city priority. Hearing what the downtown business people tell the pollsters should be helpful.

Downtown Scottsdale is big and has enough room for all sorts of different uses. That's one of its greatest strengths. Scottsdale should take better advantage of it.

Downtown Scottsdale is an exciting place after dark. It has its moments during the day. It has potential to be that and much more.

Let downtown really compete

City can help, but merchants and landowners hold the key

At first glance, downtown Scottsdale's combination of ersatz Old West storefronts and techno-pop obtuse-angled architecture appears to be a symbol of a lack of unified vision, as outlined in Tuesday's story by the Tribune's Rosa Cirianni, part of our "The Challenge Downtown" series.

Such a vision is vital for revitalizing downtown, because if Scottsdale doesn't have one, tourists and other visitors will continue to find the resulting aimless amalgamation unappealing.

But the variety of offerings themselves does not indicate a lack of unified thought, however. In fact even more variety is what downtown needs, but it hasn't been getting enough of it lately. In recent years too few bursts of the kind of renaissance seen in downtown Tempe and Phoenix have been in evidence.

While Scottsdale's 1950s-era, Hollywood-style version of the Old West will always be a significant part of downtown's allure, the area can no longer rely upon spurs and saddles alone to attract 21st century tourism.

For one thing, today, travelers are quite aware that you don't find vestiges of the Old West amid double-left-turn-lane traffic signals and a Starbucks on the corner of six-lane Scottsdale and Indian School roads. You find it by touring the desert, seeing real wildlife and the remnants of old ranches several miles to the north.

Downtown tourists seek unusual, exciting places to eat, drink, shop and be part of "the scene" that will form the tale they tell of Scottsdale. Visitors from other parts of the Valley want the same.

Instead of bemoaning the free-market phenomenon of upscale retail outlets opening in north Scottsdale to serve new growth there, downtown merchants and property owners need to really compete, and visibly.

The city should act as a catalyst, not as property owner, to entice revitalization by suggesting overall themes, creating appealing infrastructure and perhaps revising building codes to make it easier to refurbish older buildings to attract investment.

Merchants and landowners need to communicate much more effectively to find common ground; many are in denial over whether downtown needs anything at all. That is wrong and, if nothing is done, soon they will find out painfully how wrong — just as surely as travelers' tastes are even now shifting away from Scottsdale.

Waterfront development still has some life in it

Our stand: Downtown needs a catalyst

Arizona Republic
Scottsdale Sec.
Editorial

Tuesday, April 29, 2003
pS6

Don't give up on the Scottsdale Waterfront just yet. Some of the players are changing, but the important project seems to be still alive. That's encouraging because the much-stalled \$200 million residential and retail development could be a major catalyst in a rebirth of downtown Scottsdale.

Two of the three original potential partners in the latest Waterfront plan — Opus West Corp. and GHE & Associates — have bailed out.

The more recent departure of prominent Scottsdale luxury home developer Geoffrey H. Edmunds, one of the visionaries of the latest plan and the man behind the classy Esplanade Place condominium project in central Phoenix, is a big loss. But Starwood Capital Group, which owns the 11-acre Waterfront property on the northern side of the Arizona Canal near Scottsdale and Camelback roads, has already tapped Chicago-based Golub & Co. as a substitute.

Starwood and city officials told the *Scottsdale Republic* that the amicable split with Edmunds shouldn't trip up progress on the development. We hope they're right. The project is still worthy of support.

The city expects formal plans to be filed by early June. Grandiose early plans centered on two giant towers that would offer \$1 million condominiums but also included restaurants, shops and even a carousel for the kids.

"Which Way Scottsdale?," the report released last month by Arizona State University's Morrison Institute for Public Policy, derides Scottsdale for being a directionless "project town" when it comes to downtown redevelopment. The study's authors conclude that the city focuses on individual projects without pulling everything together with a big-picture strategy.

At a recent *Scottsdale Republic* community forum on Scottsdale's future, Valley growth expert Grady Gammage Jr. downplayed the need for grand-scale projects to make a "cool" downtown and instead stressed the need for little improvements.

Sure, Scottsdale may have muffed big projects in the past — Gammage pointed

Talkback

Officials say the recent withdrawal of Scottsdale luxury home developer Geoffrey H. Edmunds from Starwood Capital Group's proposed Scottsdale Waterfront project near Scottsdale and Camelback roads shouldn't disrupt plans. Edmunds, GHE & Associates has been replaced by Chicago-based Golub & Co.

We consider the Waterfront project to be a crucial anchor of a revitalized downtown Scottsdale. What do you think?

Are you excited about the Scottsdale Waterfront project? Do you see it as trigger for downtown redevelopment, or is it too grand for its own good?

Should Scottsdale concentrate on big projects like the Waterfront or try to encourage widespread smaller-scale activity in the downtown area?

What else would you like to see happen downtown?

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to the doomed Galleria as one striking example — but if it works right, the Scottsdale Waterfront could help downtown on many levels. The upscale residential component could attract the sort of hip and successful young entrepreneurs the Morrison researchers say are vital to 21st-century Scottsdale. More people living downtown should be a key goal of revitalization. A project like the Waterfront, once finished, will encourage a lot more development, both big and small.

Let's hope Starwood and Golub can get the job done.