



Planning, Neighborhood & Transportation

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October 30, 2009

Michele Hammond
Principal Planner
Berry and Damore
6750 E. Camelback Road, Suite 100
Scottsdale, AZ 85251

Dear Ms. Hammond,

I have received your request to determine if the proposed redevelopment of the Orchidtree site requires a General Plan Amendment, and if so, if a major or non-major amendment is necessary. The subject property is located at the southeast corner of 68th Street and Camelback Road, and is currently designated as "Urban Neighborhood" per the Scottsdale General Plan Land Use Element. Recently, the subject property was incorporated into the Downtown Character Area, in June of 2009. The proposed project is a mixed use development with residential and/or a hotel use supplemented with supporting retail uses. The appropriate General Plan Land Use designation for such a proposal is "Mixed Use Neighborhood".

My determination is that the proposal, as stated in your October 21, 2009 letter, will require a non-major General Plan amendment. The basis of my decision is that the concept of incorporating the property into the Downtown Character Area with a Mixed Use Neighborhood designation was generally supported by the community during the extensive Downtown Plan update public outreach process. In addition, the boundary of the Downtown Character Area was modified to include this property, as well as two other properties, through City Council's adoption of the Downtown Plan and with the understanding that these areas would be developing consistent with the General Plan Mixed Use Neighborhood designation associated with all downtown properties.

The General Plan notes that the Downtown area, as delineated in the Downtown Character Area Plan, is one of the city's most suitable regions for mixed use developments. Consequently, the proposed General Plan Mixed Use Neighborhood designation will also align the subject property with the Downtown Character Area Plan's Land Use goal #2 (LU#2) that promotes the development of the Downtown as a collection of mixed use neighborhoods.

The proposed residential and hotel uses are compatible transitional uses to the adjacent single family residential neighborhoods. The proposed rezoning to D/RCO-2 PBD (Downtown/Regional Commercial Office with Type 2 standards and a Planned Block Development Overlay) requires further assessment in terms of how the proposed development will transition to the adjacent neighborhoods, and the appropriate size and location of the retail component. The Downtown Character Area Plan's Character and Design Goal #2 (CD#2) outlines the expectation that development should sensitively transition in scale, height and intensity at the Downtown boundary.

Please feel free to contact me at 480-312-2664 with any questions regarding this determination.

Sincerely,

A handwritten signature in cursive script, reading "Connie Padian".

Connie Padian
Chief Planning Officer

1-GP-2010
1st: 2/02/10