

Project Narrative 6801 E. Camelback

General Plan Amendment Narrative Report

Request for a Non-Major General Plan Amendment
from
Urban Neighborhoods
to
Downtown Regional Type 2

Note: Analysis of Optima Sonoran Village to the City of
Scottsdale General Plan

Prepared for:
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Date: March 10, 2010

I. Introduction

Scottsdale's voter approved General Plan provides as follows:

"There is a natural tendency to presume that the [General] Plan, as adopted, will be applied in its entirety with minimal change over that period of time. But, such rigid application would not be responsive to the natural changes and unforeseen opportunities that arise in a community as dynamic as Scottsdale. Making long-range decisions means that issues need to be periodically readdressed to reflect new or emerging circumstances. Beyond this practical issue, there is also a legal issue. Each succeeding City Council has the discretion to reconsider previous long-range policy decisions and may choose to modify them, subject of course to community discussion in public hearings. The General Plan is a key instrument to reflect changing perspectives and attitudes."

II. Overview

This request is for a Non-Major General Plan Amendment ("GPA") from Urban Neighborhoods to the Downtown Regional Type 2 land use category on approximately 9.8 (+/-) gross acres located on the southeast corner of 68th Street and Camelback Road known as 6801 East Camelback Road (the "Property" a.k.a. Optima Sonoran Village) and legally described as "The North half of the West half of the Northwest quarter of the southeast quarter of Section 22, Township 2 North, Range 4 East of the Gila and Salt River base and Meridian, Maricopa County, Arizona".

The Property is located in the Downtown District adjacent to residential and commercial properties of varying age, character, condition, scale and density. The Property is currently improved by the abandoned Orchidtree Apartments built in 1964. The site is generally flat with a nominal natural slope from northwest to southeast. All utilities necessary for the new development are available on site or in adjacent easements and/or right-of-ways to the site minimizing the need for off site disturbances.

Optima Sonoran Village will be a pedestrian friendly mixed-use multi-family residential project with approximately 40,000 square feet of commercial space currently intended to support the on-site residences. The development will include 493 residential units; approximately 50 dwelling units/gross acre. The design and development has taken inspiration from decades of effort by the City to rejuvenate Downtown with high density multi-family residential developments incorporating landscape, pedestrian access to shopping, entertainment and the canal developments as well as providing a variety of housing styles to stimulate and populate this mature and dynamic area of Scottsdale. Responding to the evolution of Scottsdale from a young town into a maturing and vibrant desert city, the proposal offers to provide an urban mixed-use development that provides an

appropriate buffer between neighboring residential uses to the south and west with intense Downtown commercial uses to the north and east.

Optima was founded in 1978 by David C. Hovey, FAIA to purchase land, design, construct, market, sell, and manage residential and mixed use buildings. The guiding principal and business model is based on providing long range solutions for residential and mixed-use development through high quality design and architecture that compliments the established urban and/or suburban community. Careful attention to detail for both design and construction has elevated Optima as one of the nation's premier mixed-use residential developers.

Optima is currently in the final phase of construction and sales for Optima Camelview Village, the highly acclaimed 700 unit mixed-use project located one block north of Fashion Square Mall on Scottsdale Road. This project was recently awarded the 2009 "Honor Award" from the Arizona American Institute of Architects, which is the top award selected annually by a national panel of architects. Optima Camelview Village has been the subject of numerous newspaper and magazine articles for excellence in design and urban living since its initial opening in the fall of 2006. David Hovey received a "Proclamation" from The City of Scottsdale in January in recognition of Optima Camelview Village's significant contribution to downtown Scottsdale and for it's achievement in architectural design and environmental sustainability.

III. The Guiding Principles of the General Plan

A myriad of goals and approaches intended to integrate the Guiding Principles into the planning process, determine if the City's Guiding Principles are being achieved in the context of general land use planning. These principles, goals and approaches are however not static or inflexible and the General Plan clearly recognizes that, "The General Plan is designed to be a broad, flexible document that changes as the community needs, conditions and direction change." It is with this inherent flexibility in mind that the proposed Non-Major General Plan Amendment meets and exceeds the goals and vision established in the General Plan by conforming to the guiding principles, goals and approaches as described in this Application.

Scottsdale's character based general planning includes three distinct, interrelated levels. Level 1 includes Citywide planning; Level 2 is character area planning and Level 3 is neighborhood planning.

This request is for a Non-Major General Plan Amendment to the land use category and map contained in the Land Use element of the General Plan. Six guiding principles articulate (via goals and approaches) how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Value Scottsdale's Unique Lifestyle & Character
2. Support Economic Vitality
3. Enhance Neighborhoods
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation

Further, there are twelve "Elements" or sections of the General Plan containing the City's policies on the following sub-categories: 1) character and lifestyle, 2) land use, 3) economic vitality, 4) community involvement, 5) housing, 6) neighborhoods, 7) open space and recreation, 8) preservation and environmental planning, 9) cost of development, 10) growth areas, 11) public services and facilities and 12) community mobility. These Elements further breakdown the "Goals and Approaches" established in each chapter. Following this section is a description of how this Application and corresponding development of the Property satisfies and is emblematic of the Guiding Principles found within the City's General Plan.

A. Guiding Principle: Value Scottsdale's Unique Character & Lifestyle

The Character and Lifestyle Guiding Principle contains two elements, the Character and Design Element and the Land Use Element.

i. Character and Design Element

The Character and Design Element seeks to promote quality development and redevelopment that is sustainable and appropriate in striking a balance between natural desert settings, historically significant sites and structures and the surrounding neighborhood context. Optima Sonoran Village is designed to connect with the Downtown area and neighboring residential and commercial properties through bold visionary design, natural materials and dramatic landscaped spaces. The development itself seeks to sensitively link surrounding neighborhoods with the existing Downtown while creating a dynamic new "front door" to Downtown. Optima Sonoran Village is based upon the concept of vertically stacked courtyard houses in conjunction with grand civic courtyards reminiscent of classical era planning. The private courtyard residences are a unique blend evocative of Sonoran Desert Native American housing with the functionality of southwest indoor/outdoor living.

"Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran desert environment, all of which are considered amenities that help sustain our community and its quality of life." The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of Optima Sonoran Village.

1. ***The design character of any area should be enhanced and strengthened by new development.***
 - *Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design.*
 - *Building design should be sensitive to the evolving context of an area over time.*
2. ***Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features such as:***
 - *Scenic views of the Sonoran desert and mountains.*
 - *Archaeological and historical resources.*
3. ***Development should be sensitive to existing topography and landscaping.***
 - *A design should respond to the unique terrain of the site by blending with the natural shape and texture of the land while minimizing disturbances to the natural environment.*
4. ***Development should protect the character of the Sonoran desert by preserving and restoring natural habitats and ecological processes.***
5. ***The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.***
 - *Streetscapes should provide continuity among adjacent uses through use of cohesive landscaping, decorative paving, street furniture, public art and integrated infrastructure elements.*
6. ***Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.***

7. **Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.**
 - Design elements should be included to reflect a human scale, such as the use of shelter and shade for the pedestrian and a variety of building masses.
8. **Buildings should be designed with a logical hierarchy of masses:**
 - To control the visual impact of a building's height and size.
 - To highlight important building volumes and features, such as the building entry.
9. **The design of the built environment should respond to the desert environment:**
 - Interior spaces should be extended into the outdoors both physically and visually when appropriate.
 - Materials with colors and coarse textures associated with this region should be utilized.
 - A variety of textures and natural materials should be used to provide visual interest and richness, particularly at the pedestrian level. Materials should be used honestly and reflect their inherent qualities.
 - Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.
10. **Developments should strive to incorporate sustainable and healthy building practices and products.**
 - Design strategies and building techniques, which minimize environmental impact, reduce energy consumption, and endure over time, should be utilized.
11. **Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.**
 - The character of the area should be emphasized through the careful selection of planting materials in terms of scale, density, and arrangement.
 - The landscaping should complement the built environment while relating to the various uses.
12. **Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.**
 - Water, as a landscape element, should be used judiciously.

- *Water features should be placed in locations with high pedestrian activity.*

13. *The extent and quality of lighting should be integrally designed as part of the built environment.*

- *A balance should occur between the ambient light levels and designated focal lighting needs.*
- *Lighting should be designed to minimize glare and invasive overflow, to conserve energy, and to reflect the character of the area.*

14. *Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.*

- *Signage should be designed to be complementary to the architecture, landscaping and design theme for the site, with due consideration for visibility and legibility.*

In addition to the character and design factors discussed above, this Non-Major General Plan Amendment is consistent with the following Goals and Approaches contained within the Character and Design Element:

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

Response: The site is located on the southeast corner of Camelback Road and 68th Street. The surrounding properties contain residential and commercial properties of varying age, character, and scale. The Whitworth neighborhood located directly to the south is separated from the development by a masonry fence, ten-foot alley and a large and mature Oleander hedge. There is no planned vehicular or pedestrian connection to Sonoran Village directly to the south; however, pedestrians walking north from the Whitworth Neighborhood along 68th Street will have access to the pedestrian walks through the development to the Northeast corner of the property and the Camelback Road sidewalk. Located west across 68th Street is Pavoreal, a multi-family residential development. Residents of Pavoreal will also have pedestrian access to walkways through the development and to the Northeast corner of the site and the Camelback Road sidewalk.

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

Response: Different than the design and planning vernacular of the award winning Optima Camelview Village, Optima Sonoran Village is based upon the concept of vertically stacked courtyard houses in conjunction with grand civic courtyards reminiscent of classical era planning. The private courtyard residences are a unique blend evocative of Sonoran Desert Native American housing with the functionality of southwest indoor/outdoor living.

- 4) **Encourage "streetscapes" for major roadways that promote the City's visual quality and character and blend into the character of the surrounding area.**

Response: Optima Sonoran Village is composed of five buildings organized around a grand central courtyard open to Camelback Road through a dramatic, two-story covered entry. This entry invites pedestrians and motorists into the development and symbolically into Downtown. The design also incorporates lushly landscaped open spaces on the northwest, southwest, south and southeast of the Property along Camelback Road, 68th Street and the southern border of the Property. These spaces are interconnected with the central courtyards allowing public pedestrian access along pathways into and through the development. The street spaces are designed to accommodate and encourage a visual and functional connection of the adjacent urban neighborhoods with the Camelback Corridor and Downtown Scottsdale.

- 6) **Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial material landscaping that reinforce the character of the City.**

Response: Each dwelling is designed as a dynamic combination of layered interior space expanding uninterrupted into lushly landscaped private terraces. All parking is located underground enabling the buildings to interact fully with the desert climate and reducing hard surface and its resulting heat island effect. Through technical innovation resulting from extensive design exploration, engineering and a multi-year research collaboration with Arizona State University, Sonoran Village will incorporate Optima's terrace planting system, which incorporates a soil depth of 6-8" to facilitate the economical construction of landscaped roof gardens. The garden roofs promote evaporative cooling, re-oxygenate the air, reduce dust and smog levels, reduce ambient noise, detain storm water and thermally insulate and shield residents from the desert sun, all of which contribute to a more sustainable urban environment.

The palate of plants are similar to those selected for Optima Camelview Village and represent the City policy of projecting a "desert oasis design character, providing an abundance of shade, color, varied textures, and forms". The plant materials will be integrated into the design and structure of the building and will compliment the existing neighborhoods with regard to scale, density, placement, and arrangement

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

Response: Exterior lighting will consist of low pathway lights, landscape accents and other focused task lighting to minimize unnecessary artificial illumination in full compliance with Scottsdale's requirements including no residual illumination beyond the property line.

ii. Land Use Element

The Land Use Element section of the Character and Lifestyle Guiding Principle embraces the concept that land uses complement each other visually, aesthetically, socially, and economically, and to void conflicting, damaging or otherwise unwanted land uses from compromising the overall character of a site, a neighborhood, or the community.

This Non-Major General Plan Amendment is consistent with the following Goals and Approaches contained within the Land Use Element:

1) Recognize Scottsdale's role as a major regional economic and social center, featuring business, tourism and cultural activities.

Response: Optima Sonoran Village is a mixed-use residential development containing 493 homes which will house hundreds of residents who will support existing Downtown restaurants, commercial, retail, entertainment and cultural institutions contributing substantially to the vitality and economic viability of Downtown. Sonoran Village is a few minute walk from Fashion Square Mall, The Waterfront, and Old Town shopping and galleries. Residents will enjoy the conveniences of urban living while strengthening and promoting the Downtown as a vital place for businesses to thrive and grow. The Land Use Element is intended to secure Scottsdale's future as a desirable place to live, work and visit based on the foundation of a dynamic, diversified and growing economic base that complements the community. While highlighted in elements of the General Plan the Land Use Element recognizes that variety and quality of housing is crucial to the stability of the local economy.

- 2) **Coordinate land uses effecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.**

Response: Optima Sonoran Village will provide patrons for Downtown businesses supporting the Downtown commercial, retail, restaurant, entertainment and cultural institutions and promoting the economic vitality of the Downtown. In addition to supporting the above land uses the development will incorporate commercial space and open public spaces connected by new and existing pedestrian pathways.

- 4) **Maintain a balance of the land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.**

Response: Optima Sonoran Village will become a new mixed-use community in Downtown Scottsdale containing commercial space along the northeastern edge and residential dwellings strategically located on the remainder of the Property sensitively blending with the established residential neighborhoods to the South and the West. The development will be an open urban community encouraging pedestrian access in and through to Downtown. Residential units will include studio, one, two and three bedroom units adding to the demographic vitality of the community and Downtown.

- 5) **Developed land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.**

Response: Sonoran Village is designed to be a pedestrian friendly open development encouraging residents, neighbors, and the public to enjoy the pathways throughout the project that connect the residents and neighbors to the Camelback Road commercial corridor. Like Optima Camelview, this "pedestrian relief" is based on the concept of desert sensitive architecture and landscaping providing shade and protection from sun during the harsh summer months.

- 6) **Promote land use patterns that conserve resources such as land, clean air, water and energy to serve all people within the community.**

Response: Optima Sonoran Village will continue with the mindset of ecological stewardship exemplified by Optima Camelview Village.

Landscaping is as important an element of the architectural composition as the physical expression of the buildings. Through technical innovation resulting from extensive design exploration, engineering and a multi-year research collaboration with Arizona State University, Optima's terrace planting system utilizing a soil depth of 6 to 8 inches will facilitate the economical construction of a private landscaped garden terrace at every residential dwelling. These garden terraces promote evaporative cooling, re-oxygenate the air, reduce dust and smog levels, reduce ambient noise, detain storm water and thermally insulate and shield residents from the desert sun, all of which contribute to a more sustainable urban environment.

8) Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.

Response: Many of the features incorporated into Sonoran Village are similar to elements incorporated into Optima Camelview Village, which was highly successful in fulfilling the intentions of the General Plan. Optima is committed to maintaining its responsiveness to the needs of the Scottsdale community, the neighbors and the local business owners to deliver another project that addresses the vision and values that have been established in the General Plan.

9) Provide a broad variety of land uses that create a high level of synergy within mixed use neighborhoods.

Response: The development will provide housing for additional residents supporting Downtown restaurants, commercial, and retail establishments. The Property is within a short walk to Fashion Square Mall and Old Town retail and restaurants allowing homeowners to enjoy the convenience of living in Downtown Scottsdale and contributing to its vitality.

B. Guiding Principle: Support Economic Vitality

i. Economic Vitality Element

The Economic Vitality Guiding Principle is intended to secure Scottsdale's future as a desirable place to live, work and visit based on the foundation of a dynamic, diversified and growing economic base that complements the community. While highlighted in other elements of the General Plan (Housing and Neighborhoods), the Economic Vitality Element recognizes that variety and quality of housing is crucial to the stability of the local economy. Discussion specific to the importance of housing and neighborhoods as it relates to the overall of sustainability of Scottsdale's community is summarized in the following section.

C. Guiding Principle: Enhance Neighborhoods

i. Housing Element

Scottsdale has historically been a community that embraces a variety of housing opportunities to enhance the character, diversity, and vitality of the City, as well as respect and conserve the Sonoran Desert. The General Plan states "Our vision is to incrementally, but steadfastly expand housing opportunities for current and future citizens." Scottsdale encourages housing options that provide a wide range of opportunities for people living and working in the community and the creation of neighborhoods that have easy connections with other neighborhoods and surrounding amenities.

This Non-Major General Plan Amendment is consistent with the following Goals and Approaches contained within the Housing Element:

- 2) Seek a variety of housing options that blend with the character of the surrounding community.**

Response: Optima Sonoran Village will include studio, one, two, and three bedroom units varying in size from approximately 600 to 3,000 square feet. Similar to Optima Camelview Village, this unit mix provides options for residents at various life stages and vocations to live in a single diverse and sustainable community promoting the vitality and vibrancy of the development and Downtown.

- 4) Encourage housing development that provides for "live, work, and play" relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.**

Response: Located adjacent to single family homes to the south and two story townhouses to the west, Optima Sonoran Village is designed as a mixed-use residential community with limited commercial space intended for occupancy by users supporting the residences. Commercial uses are located on the northeast corner of the site with the remainder of the Property occupied by residential uses to provide a functional buffer of the regional commercial uses of Downtown to the northeast with the residential urban neighborhoods to the southwest. The project sensitively balances the need for higher urban densities in the Downtown with human scale, pedestrian friendly neighborhoods surrounding Downtown.

- 5) **Encourage the investment of resources and use of existing and future tools to promote the revitalization of Scottsdale's older neighborhoods and adaption of dated housing stock.**

Response: Optima Sonoran Village is intended to celebrate its location as a gateway into the Downtown. Residents of Sonoran Village will support existing Downtown shops, restaurants and entertainment venues while encouraging future development and improvements of the Camelback corridor. Optima Sonoran Village is the result of the City's effort to encourage new development and reinvestment that maintains Downtown's economic edge in the region. The additional housing will promote the retention of existing business as well as the development of new ones

ii. Neighborhood Element

The Neighborhood section of the General Plan focuses on Scottsdale's vision to preserve, reinforce, and where appropriate, revitalize the core characteristics and stability that define all neighborhoods. This is accomplished by making sure that neighborhoods are in harmony with their existing character and defining features. Particular attention is paid to the unique character and special qualities of each individual neighborhood within the City.

The Neighborhood's Guiding Principle of the General Plan identifies several goals and approaches intended to ensure that Scottsdale is a desirable place to live, work and visit and, in conjunction with a stable economic base, the General Plan recognizes that a neighborhood viability and sustainability is as equally important as a strong economic base.

This Non-Major General Plan Amendment is consistent with the following Goals and Approaches contained within the Neighborhood Element:

- 2) **Use redevelopment and revitalization efforts to provide for the long-term stability of Scottsdale's mature residential and commercial neighborhoods.**

Response: Optima Sonoran Village is a mixed-use development strategically designed to respect its location on the boundary of the Downtown by incorporating a higher concentration of residential space to commercial space. Furthermore, commercial space and services in the development are located to the northeast adjacent to neighboring intense Downtown commercial properties while residential uses in the development are located on the remainder of the site as a buffer to residential uses to the south west surrounding the Downtown District.

5) **Promote and encourage context appropriate new development in established areas of the community.**

Response: The architecture will embody a site-sensitive vocabulary of deep-layered shades, shadows, colors, textures and transparency. Overlapping and interconnected forms and voids will create a diverse and provocative composition of space. Cantilevering landscaped terraces will shade public pedestrian courtyards, creating shelter not just as covered space, but as a serene sanctuary from the southwest desert. These landscaped courtyards are intended to celebrate the Sonoran Desert landscape and climate. Water features, used judiciously, will be placed in locations of higher pedestrian activity to accentuate the oasis qualities of the spaces.

D. Guiding Principle: Open Space

i. Open Space and Recreation Element

It has long been a priority of the City to conserve significant natural area and open space to provide both recreational amenity and the preservation of undisturbed natural areas.

The Open Space and Recreation guiding principle found within the General Plan specifically addresses the significance of the McDowell Sonoran Preserve, scenic corridors, natural and urban open spaces and recreational opportunities. A well managed system that provides active and passive open space/recreational opportunities is considered an indispensable community feature, one that should be available to all residents on a year-round basis in the City. Maintaining connected open space corridors provides continuous visual and functional linkages within and between local neighborhoods.

This Non-Major General Plan Amendment is consistent with the following Goals and Approaches contained within the Open Space and Recreation Element:

- 1) **Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open space.**

Response: Optima Sonoran Village incorporates lushly landscaped open spaces on the northwest, southwest, south and southeast of the Property. These spaces are interconnected with the central courtyards allowing public pedestrian access along pathways into and through the development. The open space concept in Sonoran Village is much like that of Optima Camelview Village. Grand courtyards open to the public

will celebrate the lush urban oasis of landscaping and celebrate the scale of courtyards and open spaces of the classical eras.

ii. Preservation and Environmental Planning Element

The preservation of our community relies on a built environment that is sustainable and in harmony with the surrounding established character. There are several ways to accomplish this goal which include (but are not limited to) reducing vehicle trips to minimize congestion and pollution, encouraging environmentally sensitive design philosophies, and maintaining meaningful, connective open space.

This Non-Major General Plan Amendment is consistent with the following Goals and Approaches contained within the Preservation and Environmental Planning Element:

4) Reduce energy consumption and promote energy conservation.

Response: The development program will focus on utilizing natural properties (sun, shade, insulation, native materials, colors) for building and site design, developing a plan that will be green certifiable, utilizing landscaping that contributes to energy conservation.

7) Promote local and regional efforts to improve air quality.

Response: One of the greatest ways to improve air quality is by reducing vehicle trips and automobile emissions. Promoting neo-traditional planning methods which includes a balance of land uses appropriately woven together falls closely in line with the City's goals of improving air quality, reducing traffic congestion and promoting the live, work, play philosophy. Providing diversity in housing opportunities for the residents of Scottsdale further supports this objective. The site offers an inherent pedestrian amenity due to its proximity to Downtown's retail, employment and entertainment core.

10) Encourage environmentally sound "green building" alternatives that support sustainable desert living.

Response: The proposed development will incorporate resource and energy efficient materials and design methods for new building construction. The abovementioned development program will focus on utilizing low impact building materials, developing a plan that will be green certifiable, employing sustainable design through the selection of materials, fixtures and systems, and protecting and enhancing the natural features of the site all of which contribute to an environmentally sound and sustainable built environment

and "green building" ideology. The choice of building techniques, materials, and vegetation will be selected to minimize the heat island effect.

E. Guiding Principle: Seek Sustainability

The issue of sustainability is addressed within three chapters of the General Plan that include 1) cost of development; 2) growth areas; and 3) public services and facilities. These chapter and the discussion of "sustainability" (for the purposes of the General Plan discussion) relates more to effective management of Scottsdale's finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs. Development of Optima Sonoran Village will increase property values in the area resulting in additional property tax and thus contributing to the greater economic sustainability of the City.

The City has long held the philosophy that new development should "pay for itself" and not burden existing residents and property owners with the provision of infrastructure and public services and facilities. Through the zoning process and development review process the City can evaluate appropriate dedications, development fees and infrastructure provisions.

F. Guiding Principle: Advance Transportation

i. Community Mobility Element

This section of the General Plan addresses mobility choices to provide alternatives to the automobile and to increase accessibility, improve air quality, enrich the community and its neighborhoods, and contribute to the community's quality of life. In general, the Community Mobility Element relates to protecting the function and form of regional air and land corridors, protecting the physical integrity of regional networks to reduce the number, length and frequency of automobile trips. Additionally, this section of the General Plan seeks to prioritizing regional connections to safely and efficiently move people and goods beyond City boundaries, to relieve traffic congestion, to optimize mobility, maintain Scottsdale's high aesthetics, emphasize live, work and play opportunities, and to protect neighborhoods from the negative impact of regional and Citywide networks. Finally, the General Plan recognizes that there is diversity throughout neighborhoods and that each neighborhood may, in fact, have different mobility needs.

Sonoran Village is designed to be a pedestrian friendly open development encouraging residents, neighbors, and the public to enjoy the pathways throughout the project that connect the residents and neighbors to the

Downtown. Like Optima Camelview Village, this "pedestrian relief" is based on the concept of desert sensitive architecture providing shade and protection from sun during the harsh summer months. The pedestrian walkways and paths will be bicycle friendly and will provide a unified way-finding system throughout the development. Vehicular access has been reviewed by City officials and already meets all regulations for ingress and egress, truck delivery access and operations, and emergency response vehicles.

IV. Conclusion

In summary, each element of the City of Scottsdale's General Plan provides goals and approaches which, when satisfied, provide the basis for successfully shaping the growth, both financially and physically, of Downtown. This application, which seeks a Non-Major General Plan Amendment to change the land use designation of the Property from Urban Neighborhoods to Downtown Regional Type 2, satisfies the "Values" and "Goals" identified in each element of the General Plan.

In terms of context, the surrounding neighborhood includes a combination of residential and commercial properties of varying age, character, condition, scale and density. The design of Optima Sonoran Village represents the "new west" incorporating a 21st century approach to design, construction, and development that harmoniously blends with the culture, natural landscape, neighborhoods and businesses, establishing a symbolic gateway into Downtown.

By adding to the choices of housing in Downtown in compliance with the guidelines specified by the General Plan, the character, culture, urban neighborhoods, and local businesses will benefit. Optima Sonoran Village and the Downtown Regional Type 2 land use designation on this Property are appropriate and consistent with the surrounding context and location as highlighted in this Application.

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Date: February 2nd, 2010

I. Introduction

Scottsdale's adopted Downtown Plan: The Downtown Plan was adopted in 1984, amended in 2009, and has served as the comprehensive policy document that guides growth and development decisions for Downtown Scottsdale. The Downtown Plan has been successful at shaping the growth, both financially and physically, of Downtown Scottsdale for the past 25 years.

Optima Sonoran Village will implement the guiding visions and principals of the Downtown Plan by creating a premier development for its residents, neighbors, and the community of Scottsdale.

II. Overview

This request is for a non-major General Plan Amendment ("GPA") from Urban Neighborhoods to the Downtown Regional Type 2 land use category on approximately 9.8 (+/-) gross acres located on the southeast corner of 68th Street and Camelback Road known as 6801 East Camelback Road (the "Property" a.k.a. Optima Sonoran Village) and legally described as "The North half of the West half of the Northwest quarter of the southeast quarter of Section 22, Township 2 North, Range 4 East of the Gila and Salt River base and Meridian, Maricopa County, Arizona".

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Optima Sonoran Village will be a pedestrian friendly mixed-use multi-family residential project with approximately 40,000 square feet of commercial space currently intended to support the on-site residences. The development will include 493 residential units; approximately 50 dwelling units/gross acre. The design and development has taken inspiration from decades of effort by the City to rejuvenate Downtown with high density multi-family residential developments incorporating landscape, pedestrian access to shopping, entertainment and the canal developments as well as providing a variety of housing styles to stimulate and populate this mature and dynamic area of Scottsdale. Responding to the evolution of Scottsdale from a young town into a maturing and vibrant desert city, the proposal offers to provide an urban mixed-use development that provides an appropriate buffer between neighboring residential uses to the south and west with intense Downtown commercial uses to the north and east.

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Optima is currently in the final phase of construction and sales for Optima Camelview Village, the highly acclaimed 700 unit mixed-use project located one block north of Fashion Square Mall on Scottsdale Road. This project was recently awarded the 2009 "Honor Award" from the Arizona American Institute of Architects, which is the top award selected annually by a national panel of architects. Optima Camelview Village has been the subject of numerous newspaper and magazine articles for excellence in design and urban living since its initial opening in the fall of 2006. David Hovey received a "Proclamation" from The City of Scottsdale in January in recognition of Optima Camelview Village's significant contribution to downtown Scottsdale and for it's achievement in architectural design and environmental sustainability.

III. Optima Sonoran Village and the Vision for Downtown Plan

Downtown Scottsdale Vision Statement: *"Downtown Scottsdale is where the new west meets the old west."*

Optima Sonoran Village is a mixed-use, multi-family residential development containing approximately 40,000 square feet of commercial space with all requisite parking spaces for the entire development concealed underground. Building components are arranged around a grand central courtyard visible and accessible by pedestrians from Camelback Road establishing a dramatic symbolic gateway into Downtown Scottsdale. Optima Sonoran Village represent "the new west" through a 21st century approach to mixed-use, multi-family design, construction, and development that harmoniously blends with the culture, natural landscape, neighborhood, businesses, and adds to Downtown's vitality and vibrancy.

Downtown Scottsdale Vision: *"Comprised of it's unique neighborhoods, Downtown Scottsdale is a dynamic city center which recognizes its western heritage while boldly looking into metropolitan future."*

Optima Sonoran Village is designed to connect with Downtown through bold visionary design, natural materials and dramatic landscaped spaces. The development itself comprises a new neighborhood that seeks to sensitively link surrounding neighborhoods with the existing Downtown

while creating a dynamic new "front door" to Downtown. Many of the features incorporated into Sonoran Village are similar to elements incorporated into Optima Camelview Village, which was highly successful in fulfilling the intentions of the Downtown Plan. Optima is committed to maintaining it's responsiveness to the needs of the Scottsdale community, the neighbors and the local business owners to deliver another project that addresses the vision and values that have been established in the Downtown Plan.

Value # 1: A diverse collection of vibrant mixed-use urban neighborhoods

Optima Sonoran Village will become a new mixed-use community in Downtown Scottsdale containing commercial space along the northeastern edge and residential dwellings strategically located on the remainder of the Property sensitively blending with the established residential neighborhoods to the South and the West. The development will be an open urban community encouraging pedestrian access in and through to Downtown. Residential units will include studio, one, two and three bedroom units adding to the demographic vitality of the community and Downtown.

Value # 2: Contextually sensitive world class planning, architecture, and urban design

Different than the design and planning vernacular of the award winning Optima Camelview Village, Optima Sonoran Village is based upon the concept of vertically stacked courtyard houses in conjunction with grand civic courtyards reminiscent of classical era planning. The private courtyard residences are a unique blend evocative of Sonoran Desert Native American housing with the functionality of southwest indoor/outdoor living.

Value # 3: Meaningful open space with interconnectivity to every Downtown neighborhood.

Sonoran Village is designed to be a pedestrian friendly open development encouraging residents, neighbors, and the public to enjoy the pathways throughout the project that connect the residents and neighbors to the Camelback Road commercial corridor. Like Optima Camelview, this "pedestrian relief" is based on the concept of desert sensitive architecture and landscaping providing shade and protection from sun during the harsh summer months.

Value # 4: Sustainability with sensitivity to our unique desert environment.

Each dwelling is designed as a dynamic combination of layered interior space expanding uninterrupted into lushly landscaped private terraces. All parking is located underground enabling the buildings to interact fully with

the desert climate and reducing hard surface and its resulting heat island effect. Through technical innovation resulting from extensive design exploration, engineering and a multi-year research collaboration with Arizona State University, Sonoran Village will incorporate Optima's terrace planting system, which incorporates a soil depth of 6-8" to facilitate the economical construction of landscaped roof gardens. The garden roofs promote evaporative cooling, re-oxygenate the air, reduce dust and smog levels, reduce ambient noise, detain storm water and thermally insulate and shield residents from the desert sun, all of which contribute to a more sustainable urban environment.

Value # 5: A focus on arts and culture

Optima Sonoran Village will include a public art component. The development will bring new residents to Downtown that will support and strengthen existing culture institutions, local restaurants, commercial, and retail businesses in Downtown.

Value # 6: Fluid connectivity in and out of Downtown as well as within and between neighborhoods, focusing on workability.

The site is located on the southeast corner of Camelback Road and 68th Street. The surrounding properties contain residential and commercial properties of varying age, character, and scale. The Whitworth neighborhood located directly to the south is separated from the development by a masonry fence, ten-foot alley and a large and mature Oleander hedge. There is no planned vehicular or pedestrian connection to Sonoran Village directly to the south; however, pedestrians walking north from the Whitworth Neighborhood along 68th Street will have access to the pedestrian walks through the development to the Northeast corner of the property and the Camelback Road sidewalk. Located west across 68th Street is Pavoreal, a multi-family residential development. Residents of Pavoreal will also have pedestrian access to walkways through the development and to the Northeast corner of the site and the Camelback Road sidewalk.

Value # 7: Economic vitality supported by public-private partnership.

Optima Sonoran Village will contain 493 residential units with residents needing services and activities in close proximity. Therefore, these residents will support restaurants, commercial, and retail establishments located throughout Downtown.

Value # 8: Worldwide recognition as the premier destination in the United States.

With over 30 years of experience in architecture, development, construction, real estate sales, and property management, Optima intends on developing another nationally recognized project. Optima Sonoran Village will:

- (1) Blend urban and natural desert landscapes to create a dynamic, public, pedestrian friendly environment.
- (2) Integrate local contemporary architectural vernacular with the demands of high-density 21st century residential design.
- (3) Integrate natural sustainable design concepts including green roof design and technology to enhance human experiences and ecological stewardship while providing private landscaped space to every residence.

IV. Optima Sonoran Village and the Principles of the Downtown Plan

Land Use: The Downtown land use goals and policies define the functional relationships, land use types and locations, physical form, and development strategy to maintain and enhance Downtown Scottsdale and were designed to assist in the continued transformation of Downtown into a highly efficient mixed use center and complete urban neighborhood community.

Land Use Goal 1: Maintain Downtown Scottsdale as the commercial, cultural, civic, and symbolic center of the community to ensure a vibrant mix of mutually supportive land uses.

The Property is located in the Downtown District and designated by the city of Scottsdale as a Regional Type 2 development site; "suited for larger, higher scale mixed use projects"

Optima Sonoran Village is a mixed-use residential development containing 493 dwelling units and approximately 40,000 square feet of commercial space. The development will provide housing for additional residents supporting Downtown restaurants, commercial, and retail establishments. The Property is within a short walk to Fashion Square Mall and Old Town retail and restaurants allowing homeowners to enjoy the convenience of living in Downtown Scottsdale and contributing to its vitality.

Land Use Goal 2: Promote the development of Downtown as a collection of mixed use urban neighborhoods.

Located adjacent to single family homes to the south and two story townhouses to the west, Optima Sonoran Village is designed as a mixed-use residential community with limited commercial space intended for occupancy by users supporting the residences. Commercial uses are located on the northeast corner of the site with the remainder of the Property occupied by residential uses to provide a functional buffer of the regional commercial uses of Downtown to the northeast with the residential urban neighborhoods to the southwest. The project sensitively balances the need for higher urban densities in the Downtown with human scale, pedestrian friendly neighborhoods surrounding Downtown.

Land Use Goal 3: Continue the use of development types to guide the physical and built form of Downtown Scottsdale.

The City of Scottsdale designates the Property as a Type-2 development site "suited for larger, higher scale mixed use projects". Optima Sonoran Village is a mixed-use development strategically designed to respect its location on the boundary of the Downtown by incorporating a higher concentration of residential space to commercial space. Furthermore, commercial space and services in the development are located to the northeast adjacent to neighboring intense Downtown commercial properties while residential uses in the development are located on the remainder of the site as a buffer to residential uses to the south west surrounding the Downtown District.

Land Use Goal 4: Encourage Downtown land use development flexibility.

Designed as a pedestrian friendly open development, Optima Sonoran Village is intended to celebrate its location as a gateway into the Downtown. Residents of Sonoran Village will support existing Downtown shops, restaurants and entertainment venues while encouraging future development and improvements of the Camelback corridor.

Land Use Goal 5: Enhance, Expand, and create new downtown public realm and open space areas.

Optima Sonoran Village is composed of five buildings organized around a grand central courtyard open to Camelback Road through a dramatic, two-story covered entry. This entry invites pedestrians and motorists into the development and symbolically into Downtown. The design also incorporates lushly landscaped open spaces on the northwest, southwest, south and southeast of the Property. These spaces are interconnected with the central courtyards allowing public pedestrian access along pathways into and through the development. The open space concept in Sonoran Village is much like that of Optima Camelview Village. Grand

courtyards open to the public will celebrate the lush urban oasis of landscaping and celebrate the scale of courtyards and open spaces of the classical eras.

Land Use Goal 6: Promote Diversity in Downtown housing options.

Optima Sonoran Village will include studio, one, two, and three bedroom units varying in size from approximately 600 to 3,000 square feet. Similar to Optima Camelview Village, this unit mix provides options for residents at various life stages and vocations to live in a single diverse and sustainable community promoting the vitality and vibrancy of the development and Downtown.

Land Use Goal 7: Support a mix of land uses that promote a sustainable Downtown.

Optima Sonoran Village is a 493 unit mixed-use development that will provide patrons for Downtown businesses supporting the Downtown commercial, retail, restaurant, entertainment and cultural institutions and promoting the economic vitality of the Downtown. In addition to supporting the above land uses the development will incorporate commercial space and open public spaces connected by new and existing pedestrian pathways.

Character and Design: The Downtown Plan and its associated Urban Design and Architectural Guidelines provide the framework that guides how individual developments visually and physically work together to form the cohesive fabric of Downtown Scottsdale's identity.

Character and Design Goal 1: The design character of any area should be enhanced and strengthened by new development that promotes contextual compatibility.

Optima Sonoran Village is based upon the concept of vertically stacked courtyard houses in conjunction with grand open civic courtyards that are reminiscent of classical era planning. The private courtyard residences blend the environmental sensitivity of Sonoran Desert Native American housing with the functionality of well designed indoor/outdoor southwest living. Materials will be a 21st century representation of urban desert structures similar to Optima Camelview Village and will contextually blend with the surrounding neighborhoods and Downtown. The project is intended to:

- (1) Blend urban and natural desert landscapes to creating a dynamic, public, pedestrian friendly environment.
- (2) Integrate local contemporary architectural vernacular with 21st century residential design.
- (3) Integrate green roof design and technology to enhance human experiences and ecological stewardship providing landscaped space to every residence.

Character and Design Goal 2: Development should sensitively transition in scale, height, and intensity at the Downtown plan boundary and between adjoining urban neighborhoods of differing development types.

Optima Sonoran Village is located on the western boundary of the Downtown District bounded by:

North: Camelback Road and directly north of Camelback a vacant lot, a 10-story office building, a hotel, a restaurant and other commercial buildings within a combination of zoning districts which include D/RCO-2 PBD DO, C-0 DO and R-5 DO.

East: A 3-story office building and parking structure within the C-3 DO Highway Commercial district within the Downtown Overlay.

South: A 10-foot public alley occupied by a tall mature oleander hedge bordered on the south by a masonry fence and single family homes within the Whitworth neighborhood, a R1-10 Single Family Residential district.

West: 68th Street right-of-way bordered on the west of 68th by 2-story townhomes within the Pavoreal townhome development, an R-4 Townhome Residential district.

Optima Sonoran Village is a mixed-use development containing residential uses along its south and western borders adjoining neighboring residential districts and commercial uses along its north and western borders adjoining the adjacent commercial districts. Sonoran Village's mix of uses harmonizes with the existing urban neighborhoods to effectively connect the residential neighborhoods to the Downtown. The development is composed of five buildings oriented around two grand landscaped courtyards establishing a new urban residential community. The buildings are composed of individual courtyard dwellings which focus views within the development and toward generous landscaped roof gardens providing private outdoor spaces for each home. This design provides a highly articulated façade with large recesses, setbacks and bridging terraces

creating a rich array of shades and shadows. The courtyards are linked by public pathways and open spaces that encourage walking. The development includes a 46-foot setback from its southern border and the southern building is limited to 38-feet in height. The eastern and western most buildings are oriented north-south and setback 100-feet from the southern border and 60-feet from parts of 68th Street. These setbacks are fully landscaped further screening and softening the transition of the development to adjacent neighborhoods.

Character and Design Goal 3: Downtown Development should respect and respond to the unique climate and context of the southwestern Sonoran Desert.

The architecture will embody a site-sensitive vocabulary of deep-layered shades, shadows, colors, textures and transparency. Overlapping and interconnected forms and voids will create a diverse and provocative composition of space. Cantilevering landscaped terraces will shade public pedestrian courtyards, creating shelter not just as covered space, but as a serene sanctuary from the southwest desert. These landscaped courtyards are intended to celebrate the Sonoran Desert landscape and climate. Water features, used judiciously, will be placed in locations of higher pedestrian activity to accentuate the oasis qualities of the spaces.

Character and Design Goal 4: Strengthen pedestrian character and create strong pedestrian linkages.

The Property is located on Camelback Road and 68th Street and the immediate neighborhoods surrounding it contain residential and commercial properties of varying age, character, and scale. The Whitworth neighborhood and single family homes directly to the south are separated by a public alley containing a tall, mature Oleander hedge and masonry fence. While there is no direct connection to this neighborhood from Sonoran Village planned, pedestrians walking north from the Whitworth neighborhood on the sidewalk of 68th Street will have access to the public pedestrian pathways through Sonoran Village, its courtyards and spaces to the northeast corner of the site at Camelback Road. From the west across 68th Street the Pavoreal townhome development will also have access to the pathways through Sonoran Village to the Northeast corner of the site at Camelback Road and the shops and entertainment of Downtown.

Character and Design Goal 5: Create coherent and consistent street spaces

Optima Sonoran Village is composed of five buildings organized around a grand central courtyard open to Camelback Road through a dramatic, two-story covered entry. This entry invites pedestrians and motorists into the development and symbolically into Downtown. The design also incorporates lushly landscaped open spaces on the northwest, southwest, south and southeast of the Property along Camelback Road, 68th Street and the southern border of the Property. These spaces are interconnected with the central courtyards allowing public pedestrian access along pathways into and through the development. Located on the boundary of the Downtown District the street spaces are designed to accommodate and encourage a visual and functional connection of the adjacent urban neighborhoods with the Camelback Corridor and Downtown Scottsdale.

Character and Design Goal 6: Incorporate a regional landscape palette that complements Downtown's urban character.

The palate of plants are similar to those selected for Optima Camelview Village and represent the City policy of projecting a "desert oasis design character, providing an abundance of shade, color, varied textures, and forms". The plant materials will be integrated into the design and structure of the building and will compliment the existing neighborhoods with regard to scale, density, placement, and arrangement.

Character and Design Goal 7: The extent and quality of lighting should be integrally designed as a part of the built environment.

Exterior lighting will consist of low pathway lights, landscape accents and other focused task lighting to minimize unnecessary artificial illumination in full compliance with Scottsdale's requirements including no residual illumination beyond the property line.

Character and Design Goal 8: Implement high quality design in Downtown architecture.

Optima was founded in 1978 by David C. Hovey, FAIA to purchase land, design, construct, market, sell, and manage residential and mixed use buildings. The guiding principal and business model is based on providing long range solutions for residential and mixed-use development through high quality design and architecture that compliments the established urban and/or suburban community. Careful attention to detail for both design and construction has elevated Optima as one of the nation's premier mixed-use residential developers. Sonoran Village will build on many of the elements and qualities found in the highly acclaimed Optima Camelview Village development including the use of high quality

materials, indoor/outdoor living, efficient open plans and luxurious exterior urban spaces that excite the senses.

Optima Sonoran Village is composed of five buildings organized around a grand central courtyard open to Camelback Road through a dramatic, two-story covered entry. This entry invites pedestrians and motorists into the development and symbolically into Downtown.

The architecture will embody a site-sensitive vocabulary of deep-layered shades, shadows, colors, textures and transparency. Overlapping and interconnected forms and voids will create a diverse and provocative composition of space along the public way and within the development. Cantilevering landscaped terraces will shade public pedestrian courtyards, creating shelter not just as covered space, but as a serene sanctuary from the southwest desert.

Character and Design Goal 9: Development should incorporate sustainable building practices and products.

Optima Sonoran Village will continue with the mindset of ecological stewardship exemplified by Optima Camelview Village. Landscaping is as important an element of the architectural composition as the physical expression of the buildings. Through technical innovation resulting from extensive design exploration, engineering and a multi-year research collaboration with Arizona State University, Optima's terrace planting system utilizing a soil depth of 6 to 8 inches will facilitate the economical construction of a private landscaped garden terrace at every residential dwelling. These garden terraces promote evaporative cooling, re-oxygenate the air, reduce dust and smog levels, reduce ambient noise, detain storm water and thermally insulate and shield residents from the desert sun, all of which contribute to a more sustainable urban environment.

Mobility: The mobility chapter of the Downtown plan contains goals and policies that guide public and private sector implementation strategies to improve mobility and circulation to, from, and within Downtown Scottsdale.

Mobility Goal 1: Develop complete streets through public and private infrastructure investments and improvements.

Sonoran Village is designed to be a pedestrian friendly open development encouraging residents, neighbors, and the public to enjoy the pathways throughout the project that connect the residents and neighbors to the Downtown. Like Optima Camelview Village, this "pedestrian relief" is

based on the concept of desert sensitive architecture providing shade and protection from sun during the harsh summer months. The pedestrian walkways and paths will be bicycle friendly and will provide a unified way-finding system throughout the development. Vehicular access has been reviewed by City officials and already meets all regulations for ingress and egress, truck delivery access and operations, and emergency response vehicles.

Mobility Goal 2: Create, complete, comfortable, and attractive pedestrian circulation systems.

Sonoran Village includes pedestrian paths designed in accordance with the policies outlined in Mobility Goal 2. Space for meeting, way finding signage, focused task lighting, seating, and plenty of shade are all incorporated into the development pathways.

Mobility Goal 3: Create a hierarchy of pedestrian spaces within the overall Downtown

N/A – This goal is not applicable to Optima Sonoran Village.

Mobility Goal 4: Ensure a convenient and adequate parking supply downtown.

Optima Sonoran Village is designed with all parking located underground and includes the requisite parking in accordance with the zoning ordinance for both the residential aspect of the development as well as the limited commercial aspect of the development.

Mobility Goal 5: Encourage transit that local and regional connections to and from downtown Scottsdale.

Optima Sonoran Village is adjacent to an eastbound bus stop and is in close proximity to a westbound bus stop along Camelback Road.

Arts and Culture: The goals and policies of the Arts and Culture chapter define the direction for existing and future Downtown arts and cultural amenities and programs particularly those that celebrate what is unique to our community and continue to distinguish it artistically and creatively.

Arts and Culture Goal 1: Invest in current and create new opportunities to advance Downtown Scottsdale as an arts and cultural hub with regional, national, and international significance.

Optima Sonoran Village is composed of five buildings organized around a grand central courtyard open to Camelback Road through a dramatic, two-story covered entry. This entry invites pedestrians and motorists into the development and symbolically into Downtown. Optima Sonoran Village will include a public art component appropriately integrated into the

development. The development will bring new residents to Downtown that will support and strengthen existing culture institutions, local restaurants, commercial, and retail businesses in Downtown.

Arts and Culture Goal 2: Create a museum without walls Downtown where all can participate.

Optima Sonoran Village is intended to be another "signature project" for the City of Scottsdale. Optima seeks to create architecture that engages people in the same way as art. In addition and as discussed in Arts and Culture Goal 1, through compliance with the cultural improvements program the project is intended to retain the feeling of a "museum without walls" integrating the pedestrian paths with nature and public art.

Arts and Culture Goal 3: Promote and support initiatives that foster Downtown as an interactive arts district.

N/A – This goal is not applicable to Optima Sonoran Village.

Economic Vitality: The goals and policies of the Economic Vitality chapter encourage Downtown to be a sustainable and functional mixed-use center for the city and region

Economic Vitality 1: Support Downtown's economic role as a hub for arts, culture, retailing, entertainment, tourism, and events.

Optima Sonoran Village is a mixed-use residential development containing 493 homes which will house hundreds of residents who will support existing Downtown restaurants, commercial, retail, entertainment and cultural institutions contributing substantially to the vitality and economic viability of Downtown. Sonoran Village is a few minute walk from Fashion Square Mall, The Waterfront, and Old Town shopping and galleries. Residents will enjoy the conveniences of urban living while strengthening and promoting the Downtown as a vital place for businesses to thrive and grow. The Economic Vitality Guiding Principle is intended to secure Scottsdale's future as a desirable place to live, work and visit based on the foundation of a dynamic, diversified and growing economic base that complements the community. While highlighted in elements of the General Plan the Economic Vitality Element recognizes that variety and quality of housing is crucial to the stability of the local economy. Discussion specific to the importance of housing and neighborhoods as it relates to the overall of sustainability of Scottsdale's community is summarized in the following section.

Economic Vitality 2: Promote private investment and attract new development to Downtown.

Optima Sonoran Village is the result of the City's effort to encourage new development and reinvestment that maintains Downtown's economic edge

in the region. The additional housing will promote the retention of existing business as well as the development of new ones.

Economic Vitality 3: Establish public regulations and processes that encourage creativity and flexibility in building and site design.

Optima Sonoran Village's companion rezoning application includes a request for Planned Block Development (PBD) along with the base Downtown zoning (D/RCO-2). The PBD allows for flexibility in development standards if the Downtown Plan's urban design objectives are exceeded through appropriate buffering and development character.

Public Services and Facilities: The goals and policies of the Public Services and Facilities chapter outline strategies to fortify and increase Downtown infrastructure programs.

N/A to the Optima Sonoran Village submittal.

V. Conclusion

In summary, each element of the City of Scottsdale's Downtown Plan provides goals and approaches which, when satisfied, provide the basis for successfully shaping the growth, both financially and physically, of Downtown. This application, which seeks a non-major General Plan Amendment to change the land use designation of the Property from Urban Neighborhoods to Downtown Regional Type 2, satisfies the "Vision" and "Goals" identified in each element of the Downtown Plan.

In terms of context, the surrounding neighborhood includes a combination of residential and commercial properties of varying age, character, condition, scale and density. Optima Sonoran Village at 6801 East Camelback Road is located within the Downtown on its western edge and is designed in compliance with the Downtown Plan and Downtown Scottsdale's Vision Statement. The design of Optima Sonoran Village represents the "new west" incorporating a 21st century approach to design, construction, and development that harmoniously blends with the culture, natural landscape, neighborhoods and businesses, establishing a symbolic gateway into Downtown.

By adding to the choices of housing in the Downtown in compliance with the guidelines specified by the Downtown Plan, the character, culture, urban neighborhoods, and local businesses will benefit. Optima Sonoran Village and the Downtown Regional Type 2 land use designation on this

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Property are appropriate and consistent with the surrounding context and location as highlighted in this Application.

General Plan Amendment Application Checklist #9:

"Provide discussion of how your 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."

Optima Sonoran Village will become a new mixed-use community in Downtown Scottsdale containing commercial space along the northeastern edge and residential dwellings strategically located on the remainder of the Property sensitively blending with the established residential neighborhoods to the South and the West. The development will be an open urban community encouraging pedestrian access in and through to Downtown. Optima Sonoran Village will include studio, one, two, and three bedroom units varying in size from approximately 600 to 3,000 square feet. This unit mix provides options for residents at various life stages and vocations to live in a single diverse and sustainable community promoting the vitality and vibrancy of the development and Downtown.

Optima Sonoran Village is composed of five buildings organized around a grand central courtyard open to Camelback Road through a dramatic, two-story covered entry. This entry invites pedestrians and motorists into the development and symbolically into Downtown. The design also incorporates lushly landscaped open spaces on the northwest, southwest, south and southeast of the Property along Camelback Road, 68th Street and the southern border of the Property. These spaces are interconnected with the central courtyards allowing public pedestrian access along pathways into and through the development. Located on the boundary of the Downtown District the street spaces are designed to accommodate and encourage a visual and functional connection of the adjacent urban neighborhoods with the Camelback Corridor and Downtown Scottsdale.

Located adjacent to single family homes to the south and two story townhouses to the west, Optima Sonoran Village is designed as a mixed-use residential community with limited commercial space intended for occupancy by users supporting the residences. Commercial uses are located on the northeast corner of the site with the remainder of the Property occupied by residential uses to provide a functional buffer of the regional commercial uses of Downtown to the northeast with the

residential urban neighborhoods to the southwest. The project sensitively balances the need for higher urban densities in the Downtown with human scale, pedestrian friendly neighborhoods surrounding Downtown.

Sonoran Village is designed to be a pedestrian friendly open development encouraging residents, neighbors, and the public to enjoy the pathways throughout the project that connect the residents and neighbors to the Camelback Road commercial corridor. Like Optima Camelview, this "pedestrian relief" is based on the concept of desert sensitive architecture and landscaping providing shade and protection from sun during the harsh summer months.

Optima Sonoran Village will contain 493 homes which will house hundreds of residents who will support Downtown restaurants, commercial, and retail establishments. The Property is within a short walk to Fashion Square Mall, The Waterfront and Old Town retail and restaurants allowing homeowners to enjoy the convenience of living in Downtown Scottsdale and contributing to its vitality.