

DEVELOPMENT REVIEW BOARD REPORT



Meeting Date: September 16, 2010 Item No. 5
General Plan Element: *Character and Design*
General Plan Goal: *Foster quality design that enhances Scottsdale as a unique southwestern desert community.*

ACTION

88-DR-2010 Optima Sonoran Village

Location: 6801 E. Camelback Road

Request: Request approval of the site plan, landscape plan, and building elevations for a new 726,700 square feet mixed-use development.

OWNER

Optima Sonoran Village
480-874-9900

ARCHITECT/DESIGNER

David Hovey & Associates Architect, Inc.
480-874-9900

ENGINEER

Kimley-Horn & Associates, Inc.
602-944-5500

APPLICANT CONTACT

Optima DCH Development, Inc.
480-874-9900

BACKGROUND

Zoning

The site is zoned Downtown Regional Commercial Office, Type 2, Planned Block Development Overlay, Downtown Overlay (D/RCO-2 PBD DO), which allows large-scale development of office and commercial uses, and residential uses in mixed-use developments. This proposal recently received approval from the City Council for a zoning map amendment to the current D/RCO-2 PBD DO zoning district.

Context

Located at the southeast corner of E. Camelback Road and N. 68th Street, the site is surrounded by a variety of uses including retail, commercial office, motel, and single-family residential. The site is currently occupied by vacant multi-family residential buildings, which are known as Orchidtree.

Adjacent Uses and Zoning

- North E. Camelback Road abuts the property to north. A vacant lot, an office building, and a motel are located further north of the site in the Downtown Regional Commercial Office, Type 2, Planned Block Development, Downtown Overlay (D/RCO-2 PBD DO), Commercial Office, Downtown Overlay (C-O DO) and Multiple-Family Residential, Downtown Overlay (R-5 DO) zoning districts, respectively.
- South Existing single-family residences area located south of the site in the Single-Family Residential (R1-10) zoning district.
- East An existing office building is located east of the site in the Highway Commercial, Downtown Overlay (C-3 DO) zoning district.
- West N. 68th Street abuts the property to the west. Existing single-family, semi-attached residents in the Pavoreal subdivision are located further west in the Townhouse Residential (R-4) zoning district.

Key Items for Consideration

- Conformance with the Downtown Character Area Plan.
- Development Review Board voted unanimously 7-0 to support the applicant's proposed Amended Site Development Standards, site plan, and building elevations at their May 20, 2010 hearing. The proposed site plan, landscape plan, and building elevations remain unchanged from that previous recommendation.
- Staff has not received any comments regarding the applicant's Development Review Board application.

DEVELOPMENT PROPOSAL

Goal/Purpose of Request

Optima Sonoran Village is a mixed-use project that is comprised of 493 residential units and 40,000 square feet of commercial/retail and amenity space for a total of 726,700 square feet of floor area. The applicant is requesting approval of the proposed site plan, landscape plan, and building elevations for the project.

Discussion

The Optima Sonoran Village is a collection of five buildings that are arranged around two primary courtyards located in the center of the site. Four of the five buildings will be a maximum of sixty-five (65) feet in height, with the southern building built at a maximum height of thirty-eight (38) feet. Commercial and amenity space will be located at the northeast corner of the site near the location of the primary access to the site, and will front E. Camelback Road. A large, public open space will be located at the northwest corner of the site and the site will incorporate public art features as

required by the Planned Block Development (PBD) overlay. All parking for the site will be located underground in two levels.

Landscape improvements will be arranged into five, distinctive “planting zones” including areas for the streetscape, private yards, the gateway park, inner courtyards, and buffer area at the southern edge of the site. Each planting zone will have unique landscape palettes comprised primarily of native and other drought tolerant plants. The overall plant pallet for the project will be similar in nature to that of Optima Camelview Village.

Each of the five buildings of the project are designed to arrange the residences around individual, central courtyards. The vertical stacking of these courtyards creates undulation in the building’s façade and provides cantilevered terraces to shade lower levels of the building. Similar to the Optima Camelview Village development, building materials for the project’s façades are comprised primarily of natural and painted steel, natural and painted aluminum, painted concrete, glass and natural sandstone. The buildings will also heavily integrate vegetation into the building façades, as well as the roof.

Development Information

- Existing Use: Vacant buildings, former multi-family site
- Proposed Use: Mixed-Use (multi-family residential and commercial uses)
- Buildings/Description: Five buildings arranged around two central courtyards
- Parcel Size: 8.53 net acres (9.86 gross acres)
- Building Area: 726,700 sf
- Building Height Allowed: 65 feet
- Building Height Proposed: 65 feet
- Parking Required: 901 spaces
- Parking Provided: 931 spaces
- Open Space Required: None
- Open Space Provided: 262,030 sf
- Floor Area Ratio: 1.8
- Density Allowed 50 du/gross acre
- Density Proposed: 50 du/gross acre

DEVELOPMENT REVIEW BOARD CRITERIA ANALYSIS

Optima Sonoran Village is located within the boundaries of the Downtown. The applicant has addressed the goals and policies of the Downtown Character Area Plan and the Character and Design chapter of the Scottsdale General Plan by promoting a mix of land uses, creating new public open spaces for people to enjoy, appropriately transitioning the development to adjacent

neighborhoods, and addressing the unique climate of the desert southwest in the design of the site and buildings. In character with existing development to the east and north, the buildings have been designed with a strong urban character. In addition, the site's location at the far western boundary of the Downtown drives the need for appropriate transitions to the suburban context of adjacent properties. To accomplish this, the buildings have increased setbacks from these areas and a building height stepback from the single-family residences to the south.

To address urban character and pedestrian orientation the site design and building placement have been arranged to incorporate appropriate urban character at the site's street frontages by placing the buildings near to the street, and incorporating pedestrian-scale design features into the building at the ground level. A public park has been integrated into the lower level of the building at the northwest corner of the site in an effort to promote pedestrian interaction with, and through, the site. Vehicular ingress locations to the site have been placed at the northeast and southwest corners of the site to promote circulation and easy access to the project's two levels of underground parking. This also allows stronger pedestrian connections through the site, while reducing safety concerns related to pedestrian and vehicle interactions.

Building design has incorporated traditional southwestern design features such as the use of deep recessed overhangs, and natural materials. In addition, the building has been divided into smaller character elements to break-up the building mass into smaller character elements, and large patio spaces have been provided for each unit, to extend interior spaces to the outdoors. The site has also been designed to integrate alternative modes of transportation, including a bus stop and bicycle accommodations. Landscape improvements have been chosen primarily from native species and other drought tolerant plant material appropriate to the desert southwest. The site is comprised of three primary types of open space including private yards, semi-public courtyards, and public open space. On the ground level, units have private yards similar to those of surrounding single-family residences. As noted above, five unique planting zones have been designed to provide appropriate relation to various levels of privacy on the site. Careful attention has been given to the streetscape landscape palette in order to provide adequate shade to pedestrians along both Camelback Road and 68th Street.

The Optima Sonoran Village project has incorporated aspects of the Downtown Urban Design & Architectural Guidelines by incorporating a strong pedestrian character into the building design at the ground level, and integrating the building design contextually with surrounding development sites. In addition, the lower level park area creates an open vista to the interior of the project that is open to sidewalk and the street. Buildings have been placed with a maximum amount of their front elevation on the setback line to promote a unified street space. Finally, the buildings have been designed to step down from the northern, more-intensive portion of the site to the rear of the site, which abuts single-family residences.

OTHER BOARDS & COMMISSIONS

Development Review Board

At their May 20, 2010, hearing the Development Review Board voted unanimously 7-0 to recommend approval of the applicant's proposed Amended Site Development Standards, site plan, and building elevations to the City Council. In general, Board members expressed confidence in the owner's ability to perform a quality project in the Downtown.

Planning Commission

The Planning Commission heard the applicant's proposal for a Non-Major General Plan Amendment, a zoning map amendment, and an abandonment on June 9, 2010, and recommended approval to the City Council of the requests with a unanimous vote of 5-0.

City Council

The City Council voted 6-1 at their July 6, 2010 hearing to approve the applicant's request for a Non-Major General Plan Amendment, a zoning map amendment, and an abandonment.

STAFF RECOMMENDATION

Staff recommends that the Development Review Board approve Optima Sonoran Village per the attached stipulations, finding that the provisions of the Downtown Character Area Plan and the Development Review Criteria have been met.

RESPONSIBLE DEPARTMENT

Planning, Neighborhood and Transportation

Current Planning Services

STAFF CONTACTS

Brad Carr, AICP, Senior Planner ,480-312-7713

E-mail: bcarr@ScottsdaleAZ.gov

APPROVED BY



Brad Carr, AICP
Report Author

9.7.2010

Date



Steve Venker
Development Review Board Coordinator
Phone: 480-312-2831
E-mail: svenker@ScottsdaleAZ.gov

9/9/10

Date

ATTACHMENTS

- A. Stipulations/Zoning Ordinance Requirements
- B. Fire Ordinance Requirements
- 1. Applicant's Narrative
- 2. Context Aerial
- 2A. Aerial Close-Up
- 3. Zoning Map
- 4. Site Plan
- 5. Landscape Plan
- 6. Building Elevations
- 7. Perspective
- 8. Site Sections

**Stipulations for the
Development Review Board Application:
Optima Sonoran Village
Case Number: 88-DR-2010**

These stipulations are intended to protect the public health, safety, welfare, and the City of Scottsdale. Unless otherwise stated, the owner's completion of all requirements below is subject to the satisfaction of Project Coordinator and the Final Plans staff.

APPLICABLE DOCUMENTS AND PLANS:

1. Except as required by the Scottsdale Revised Code, the Design Standards and Policies Manual (DS&PM), and the other stipulations herein, the site design and construction shall substantially conform to the following documents:
 - a. Architectural elements, including dimensions, materials, form, color, and texture, shall be constructed to be consistent with the building elevations submitted by David Hovey & Associates Architect, Inc., with a city staff date of 08/13/2010.
 - b. The location and configuration of all site improvements shall be consistent with the site plan submitted by David Hovey & Associates Architect, Inc., with a city staff date of 08/13/2010.
 - c. Landscape improvements, including quantity, size, and location shall be installed to be consistent with the conceptual landscape plan submitted by David Hovey & Associates Architect, Inc., with a city staff date of 08/13/2010.
 - d. The case drainage report submitted by Kimley-Horn & Associates (City of Scottsdale-Project# 478-10) and accepted in concept by the Stormwater Management Division of the Municipal Services Department.
 - e. The water and sewer basis of design report (City of Scottsdale Project# 478-10-1) submitted by Kimley-Horn and Associates, Inc and accepted in concept by the Water Resources Department on March 26, 2010.

RELEVANT CASES:

Ordinance

- A. At the time of review, the applicable General Plan Amendment, Zoning, and Abandonment cases for the subject site were: 1-GP-2010, 1-ZN-2010 and 3-AB-2010.

SITE DESIGN:

DRB Stipulations

2. Refuse enclosures shall be constructed in conformance with the City of Scottsdale Supplements to MAG Standard Details. Details for construction of refuse enclosures can be found in the City of Scottsdale Supplements to MAG Standards Details, standard detail #2146-1 for single enclosures, and #2147-1 for double enclosures.

LANDSCAPE DESIGN:

DRB Stipulations

3. Prior to the issuance of a building permit, the owner shall submit landscape improvement plans that require the utilization of the City of Scottsdale's Supplement to MAG Standard Specifications for the landscape and irrigation improvements within the public right-of-way median(s).

EXTERIOR LIGHTING:

DRB Stipulations

4. All exterior luminaires shall meet all IESNA requirements for full cutoff, and shall be aimed downward and away from property line except for sign lighting.
5. Incorporate the following parking lot and site lighting into the project's design:

Parking Lot and Site Lighting:

- a. The maintained average horizontal illuminance level, at grade on the site, shall not exceed 2.5 foot-candles. All exterior luminaires shall be included in this calculation.
- b. The maintained maximum horizontal illuminance level, at grade on the site, shall not exceed 10.0 foot-candles. All exterior luminaires shall be included in this calculation. All exterior luminaires shall be included in this calculation.
- c. The initial vertical illuminance at 6-foot above grade, along the entire property line, or 1-foot outside of any block wall exceeding 5-foot in height, shall not exceed 1.5 foot-candles. All exterior luminaires shall be included in this calculation.

VEHICULAR AND BICYCLE PARKING:

DRB Stipulations

6. The developer shall provide bicycle racks per City of Scottsdale's requirements. Location of the bicycle rack shall be identified on the plans. Double bicycle rack per City of Scottsdale Standard Detail# 2285 shall be used.

STREETS, IMPROVEMENTS AND RELATED DEDICATIONS:

DRB Stipulations

7. Before any building permit is issued for the site, dedicate the following right-of-way and construct the following street improvements:

Street Name	Street Type	Dedications	Improvements	Notes
Camelback Road	Minor Arterial	55' half street right-of-way (existing)	Sidewalk, deceleration lane, transit improvement	a, d
68 th Street	Minor Collector	40' half street right-of-way (existing)	Sidewalk, deceleration lane	b, c

Public Alley	Alley	20' right-of-way (existing)		
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- a. The developer shall upgrade the sidewalk on Camelback Road to minimum 10 foot width located at back of curb.
 - b. The developer shall upgrade the sidewalk on 68th Street to minimum 8 foot width. The sidewalk shall be separated from the back of curb with a five (5) foot minimum separation.
 - c. A deceleration lane shall be provided at the site entrance on 68th Street. The length of deceleration lane may be minimized to lessen the impact to the property to the south.
 - d. The developer shall construct transit improvement on Camelback Road, east of 68th Street. The transit design shall include a transit shelter, a bus bay, a trash can and a bicycle rack. The bus bay can be designed as a combination of deceleration lane/bus bay/fire access pad and can be located close to 68th Street to provide more room for the bus to merge into Camelback Road. The developer has the flexibility to choose the City's standard design or an alternative design to reflect site architecture. The transit design shall be reviewed and approved by City of Scottsdale Transportation Engineering staff.
8. Before any building permit is issued for the site, the owner shall submit plans and receive plan approval to construct two driveways, one on 68th Street and one on Camelback Road in general conformance with City of Scottsdale's Supplement to the MAG Standard details, detail 2257 -1, Type CH-1.

EASEMENTS DEDICATIONS AND RELATED IMPROVEMENTS:

Ordinance

- B. Before any building permit is issued for the site, the owner shall dedicate a sight distance easement over sight distance triangle(s) in conformance with figures 5.3-26 and 5.3-27 of Section 5.3 of the DS&PM.

DRB Stipulations

9. The developer shall dedicate additional right-of-way along Camelback Road and 68th Street to extend over the sidewalk and Scottsdale Fire Department access pad and deceleration lanes located on private property.
10. Before any building permit is issued for the site, the owner shall dedicate a bus stop easement over the transit shelter and pad located on Camelback Road, east of 68th Street.
11. Before any building permit is issued for the site, the owner shall dedicate a minimum twenty (20) foot wide water line easement centered on the public water line.

WATER AND WASTEWATER STIPULATIONS

DRB Stipulations

12. Existing water and sewer service lines to this site shall be utilized, or shall be disconnected at the main pursuant to the Water Resources Services Department requirements.

13. For any design that modifies the accepted Basis of Design reports, the owner shall submit a site-specific addendum to the Basis of Design Reports, subject to review and acceptance by City of Scottsdale Water Resources Department
14. The developer shall abandon the existing 6" water line along east property line by remove and dispose the line in compliance with all applicable environmental requirements.
15. The developer shall maintain minimum 7-feet offset between the tree trunks and new water line.
16. The developer shall install reduce pressure backflow prevention close to the water meter. The backflow prevention apparatus shall be aesthetically screened.
17. The developer shall provide a grease interceptor, if the commercial component of this development will include food preparation.

DRAINAGE AND FLOOD CONTROL:

DRB Stipulations

18. With the improvement plan submittal, the owner shall submit a final drainage report that demonstrates consistency with the DS&PM and the case drainage report accepted in concept by the Director or designee of the Stormwater Management Division of the Municipal Services Department.

FIRE ORDINANCE REQUIREMENTS

(INCORPORATE INTO BUILDING PLANS AS GENERAL NOTE BLOCK - USE ONLY THE DESIGNATED STIPULATIONS)

- _____

- ☒ 1. PREMISES IDENTIFICATION TO BE LEGIBLE FROM STREET OR DRIVE & MUST BE ON ALL PLANS.
 - ☒ 2. FIRE LANES & EMERGENCY ACCESS SHALL BE PROVIDED & MARKED IN COMPLIANCE WITH CITY ORDINANCE & IFC AT THE FOLLOWING LOCATIONS.

 - ☒ 3. IT IS THE DEVELOPERS RESPONSIBILITY TO DETERMINE ULTIMATE COMPLIANCE WITH THE FAIR HOUSING ADMENDMENTS ACT & AMERICANS WITH DISABILITIES ACT & INCORPORATE SAME INTO THEIR BUILDING PLANS.
 - ☒ 4. SUBMIT PLANS & SPECS FOR SUPERVISED AUTOMATIC EXTINGUISHING SYSTEM FOR ALL COOKING APPLIANCES, HOOD PLENUMS & EXHAUST DUCTS.
 - ☒ 5. PROVIDE A KNOX ACCESS SYSTEM:
 - ☒ A. KNOX BOX
 - ☒ B. PADLOCK
 - ☒ C. KNOX OVERRIDE & PRE-EMPTION STROBE SWITCH FOR AUTOMATIC GATES.
 - ☐ 6. INSTALL AN AS BUILT DRAWING CABINET ADJACENT TO THE FIRE SPRINKLER RISER. IT SHALL BE OF ADEQUATE SIZE TO ACCOMMODATE BOTH THE FIRE SPRINKLER & FIRE ALARM DRAWINGS. THE CABINET SHALL BE PROVIDED WITH A LOCK & KEYED TO MATCH THE FIRE ALARM CONTROL PANEL & SUPERVISED BY THE FACP IF APPLICABLE.
 - ☒ 7. SUBMIT PLANS FOR A CLASS tbid FIRE ALARM SYSTEM PER SCOTTSDALE REVISED CODES.
 - ☐ 8. PROVIDE INTERIOR TENANT NOTIFICATION WHEN OFF-SITE MONITORING IS REQUIRED.
(SEE FIRE ALARM INTERPRETATIONS FOR CLARIFICATION)
 - ☒ 9. ADD 2-1/2" WET FIRE HOSE VALVES (NSHT) IF FLOOR AREA EXCEEDS 10,000 SQ. FT. PER FLOOR LEVEL AND/OR IF FIRE DEPT. ACCESS IS LIMITED TO LESS THAN 360°. Exterior hose valves will be required

 - ☒ 10. BUILDINGS MAY BE SUBJECT TO INSTALLATION AND TESTING REQUIREMENTS FOR A PUBLIC SAFETY RADIO AMPLIFICATION SYSTEM.
 - ☒ 11. BACKFLOW PREVENTION WILL BE REQUIRED ON VERTICAL RISER FOR CLASS 1 & 2 FIRE SPRINKLER SYSTEMS PER SCOTTSDALE REVISED CODE.
 - ☒ 12. PROVIDE ALL WEATHER ACCESS ROAD (MIN. 16') TO ALL BUILDINGS & HYDRANTS FROM PUBLIC WAY DURING CONSTRUCTION.
 - ☒ 13. SEE APPROVED CIVILS FOR THE NUMBER OF FIRE HYDRANTS REQUIRED. DEVELOPER SHALL HAVE THE REQUIRED HYDRANTS INSTALLED & OPERABLE PRIOR TO THE FOOTING INSPECTION. HYDRANTS SHALL BE SPACED AT A MAXIMUM OF tbid AT _____ GPM. THE DEVELOPER SHALL MAKE THE C.O.S. APPROVED CIVIL WATER PLANS AVAILABLE TO THE FIRE SPRINKLER CONTRACTOR.
 - ☒ 14. PORTABLE FIRE EXTINGUISHERS SHALL BE INSTALLED. SEE SHEET(S) _____
 - ☒ 15. EXIT & EMERGENCY LIGHTING SHALL COMPLY WITH THE C.O.S. ORDINANCE & THE IFC. SEE SHEETS tbid
 - ☒ 16. SUBMIT MSDS SHEETS & AGGREGATE QUANTITY FOR ALL HAZARDOUS MATERIALS INCLUDING FLAMMABLES, PESTICIDES, HERBICIDES, CORROSIVES, OXIDIZERS, ETC. _____ A PERMIT IS REQUIRED FOR ANY AMOUNT OF HAZARDOUS MATERIALS STORED, DISPENSED, USED OR HANDLED. COMPLETE AN HMMP & SUBMIT WITH THE BUILDING PLANS.
 - ☒ 17. FIRELINE, SPRINKLER & STANDPIPE SYSTEM SHALL BE FLUSHED & PRESSURE TESTED PER NFPA STANDARDS & SCOTTSDALE REVISED CODES.
 - ☒ 18. FDC SIAMESE CONNECTIONS FOR SPRINKLERS AND/OR STANDPIPES WILL BE LOCATED PER ORDINANCE AND/OR AT AN APPROVED LOCATION. MINIMUM SIZE 2-1/2 x 2-1/2 x _____ (NSHT)
 - ☒ 4' TO 8' BACK OF CURB; INDEP. WET LINE.
 - ☒ WALL MOUNTED - 15' CLEAR OF OPENINGS.
 - ☒ 19. ADEQUATE CLEARANCE SHALL BE PROVIDED AROUND FIRE RISER. DIMENSIONS FROM FACE OF PIPE SHALL MEASURE A MINIMUM OF 12" OFF THE BACK OF WALL, 18" ON EACH SIDE & 36" CLEAR IN FRONT WITH A FULL HEIGHT DOOR. THE FIRE LINE SHALL EXTEND A MAXIMUM OF 3' INTO THE BUILDING FROM INSIDE FACE OF WALL TO CENTER OF PIPE.

- ☒ SPRINKLER SYSTEM SHALL BE INSTALLED TO COMPLY WITH MINIMUM NFPA CRITERIA 2002 EDITION & SCOTTSDALE REVISED CODES. SYSTEMS WITH 100 HEADS OR MORE SHALL HAVE OFF-SITE MONITORING. AFTER BUILDING PLAN REVIEW, INSTALLING CONTRACTOR SHALL SUBMIT (3) THREE COMPLETE SETS OF DRAWINGS & HYDRAULIC CALCULATIONS REVIEWED BY A MINIMUM NICET III DESIGN TECHNICIAN.
- ☐ A. MODIFIED NFPA 13-D SYSTEM WITH RESIDENTIAL QUICK RESPONSE SPRINKLER HEADS (2002 EDITION)
- ☐ B. MODIFIED NFPA 13R SYSTEM (2002 EDITION) WITH RESIDENTIAL QUICK RESPONSE SPRINKLER HEADS IN DWELLING UNITS & ATTIC AREAS FED FROM SEPARATE FIRELINE PER C.O.S. ORDINANCE & INTERPRETATIONS & APPLICATIONS. CALCULATE UP TO FOUR REMOTE HEADS & 900 SQ FT MIN. IN ATTIC.
- ☒ C. NFPA 13 2002 EDITION COMMERCIAL SYSTEM / DESIGN CRITERIA: tbd
SEISMIC DESIGN CATEGORY SHALL BE DETERMINED BY STRUCTURAL ENGINEER.
- ☒ D. THE FIRE SPRINKLER SYSTEM DESIGN FOR WAREHOUSE / STORAGE OCCUPANCIES SHALL BE BASED ON THE FULL HEIGHT CAPACITY OF THE BUILDING PER SCOTTSDALE REVISED CODE. DENSITY CRITERIA: tbd
- ☐ E. SPRINKLER DESIGN CRITERIA FOR UNSPECIFIED WAREHOUSE COMMODITIES:
.45 OVER 3000 SQ. FT.
- ☐ F. THE PROJECT SPECIFICATIONS SHALL BE SUBMITTED WITH CONTRACT DRAWINGS.
- ☒ G. Due to limited access, supplemental fire protection will be required for this project. A preliminary design shall be accepted by the Fire Department before completion of improvement plans.

Submit three (3) complete sets of drawings submitted by installing contractor, after building plan review is complete. Please refer questions to Fire Dept. Plan Review, 312-7070, 312-7684, 312-7127, 312-2372.

Project Narrative 6801 E. Camelback

Prepared for:
Optima Sonoran Village, LLC

Prepared by:
Berry & Damore, LLC

John V. Berry, Esq.
Michele Hammond, Principal Planner

6750 E. Camelback Road, Suite 100
Scottsdale, AZ 85251

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".

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. 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.

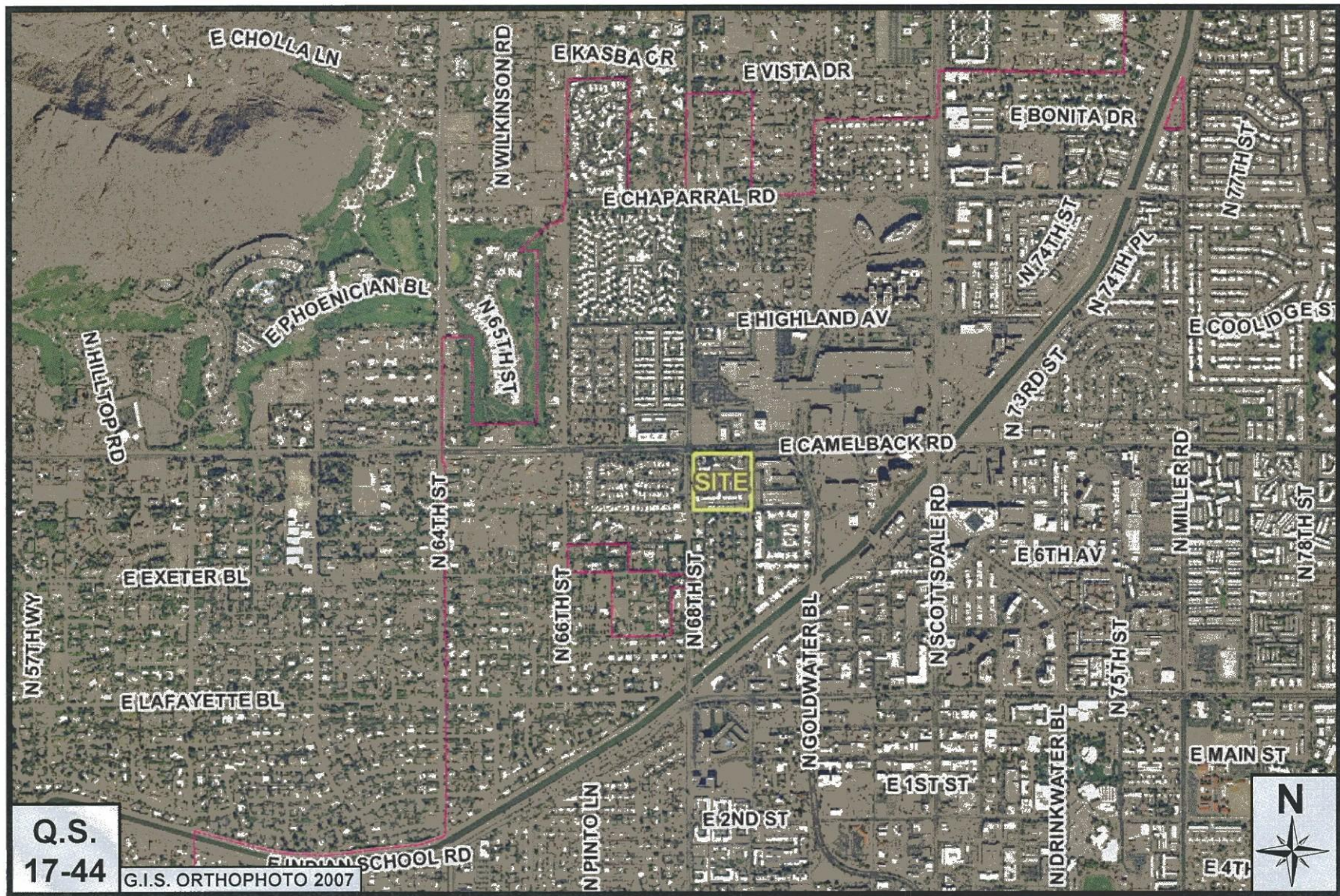
Value # 7: Economic vitality supported by public-private partnership.

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:

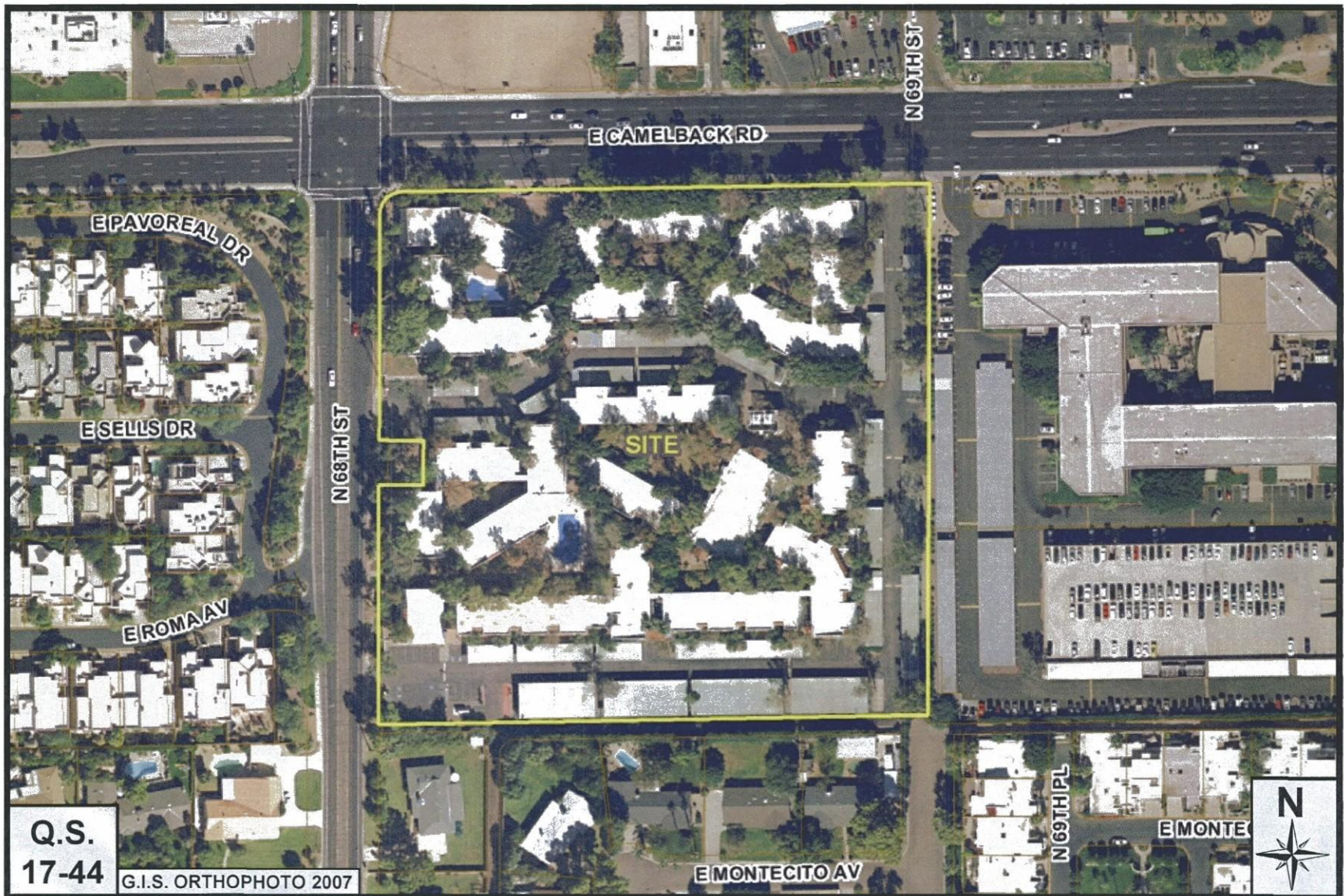
- (1) Blend urban and natural desert landscapes to create a dynamic, public, pedestrian friendly environment.
- (2) Integrate local contemporary architectural vernacular with the demands of high-density 21st century residential design.
- (3) Integrate natural sustainable design concepts including green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



Optima Sonoran Village

88-DR-2010

ATTACHMENT #2



Optima Sonoran Village

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ATTACHMENT #2A



DAVID HOVEY AND ASSOCIATES ARCHITECT, INC. 7147 EAST RANCHO VISTA DRIVE, SUITE 104, SCOTTSDALE, AZ 85255

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Preliminary Landscape and Cultural Improvements Plan

DAVID HOVEY AND ASSOCIATES ARCHITECT, INC. 7147 EAST RANCHO VISTA DRIVE, SUITE 104, SCOTTSDALE, AZ 85251

tima[®]



Conceptual Elevation

OPTIMA SONORAN VILLAGE

DAVID HOVEY AND ASSOCIATES ARCHITECT, INC 7147 EAST RANCHO VISTA DRIVE, SUITE 104, SCOTTSDALE, AZ 85251

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1st: 8/13/2010



Conceptual Elevation

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One Point Perspective - South Elevation

Conceptual Elevation

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OPTIMA SONORAN VILLAGE

DAVID HOVEY AND ASSOCIATES ARCHITECT, INC 7147 EAST RANCHO VISTA DRIVE, SUITE 104, SCOTTSDALE, AZ 85251

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One Point Perspective - East Elevation

Conceptual Elevation

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OPTIMA SONORAN VILLAGE

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View Looking East on Camelback Rd.

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ATTACHMENT #7

88-DR-2010
1st: 8/13/2010



NORTH - SOUTH SECTION

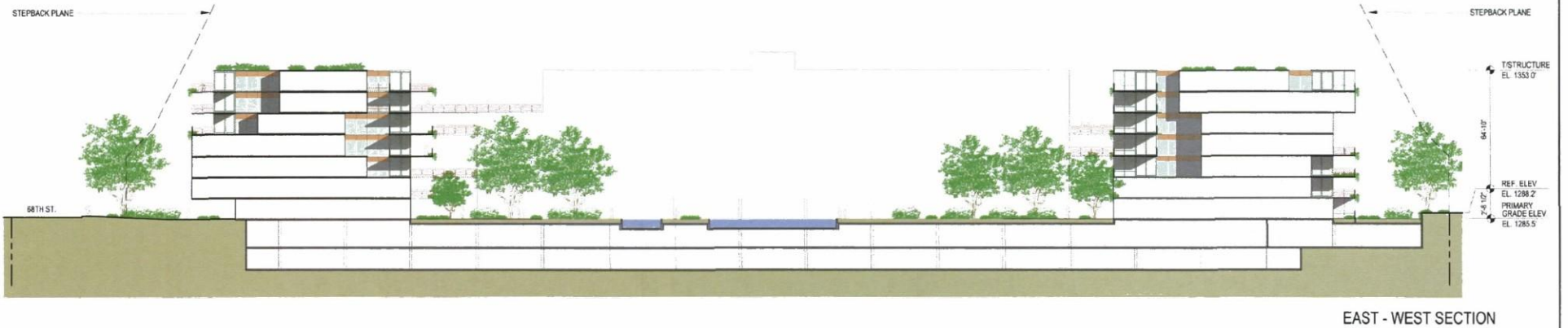
Site Sections



OPTIMA SONORAN VILLAGE

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EAST - WEST SECTION

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Site Sections



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