

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

Prepared for:
Optima Sonoran Village, LLC

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

Prepared by:
Berry & Damore, LLC

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

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

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".

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.

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

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