



# Project Narrative

This document will be uploaded to a Case Fact Sheet on the City's web site.

Date: \_\_\_\_\_

Project No.: \_\_\_\_\_ - PA - \_\_\_\_\_

Coordinator: \_\_\_\_\_

Case No.: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Project Name: \_\_\_\_\_

**Project Location:** 7025 East Via Soleri Drive

## Property Details:

☐ Single-Family Residential ☒ Multi-Family Residential ☐ Commercial ☐ Industrial

Current Zoning: D/RCO-2-PBD DO

Proposed Zoning: D/RCO-2-PBD DO

Number of Buildings: TBD

Parcel Size: 3.35 ACRES

Gross Floor Area/Total Units: TBD

Floor Area Ratio/Density: 395,625

Parking Required: TBD

Parking Provided: TBD (20% reduction)


Setbacks: N - 20 FEET S - 0 FEET

E - 20 FEET W - 20 FEET

## Description of Request:

This is a request to modify the development standards for Lot 4 of The Waterfront (the "Goldwater parcel"), the approximate 4 (four) acre vacant parcel immediately south of the Nordstrom's garage. In 2003, the Waterfront received approval to construct 1.1 million square feet of retail, office, restaurants, hotel and residential at a maximum height of 136 feet exclusive of mechanical equipment. The mechanical equipment for The Waterfront is anticipated to be approximately eighteen (18) feet in height. Today 7 (seven) acres of The Waterfront (the "Camelback Parcel") have been developed with approximately 704,375 square feet. The development of the Camelback parcel at The Waterfront has been a catalyst for the continuing revitalization of downtown Scottsdale, transforming it into a vibrant destination and helping to ensure that Scottsdale Fashion Square maintains its status as the premiere shopping destination in the Phoenix metropolitan area.

This application requests a modification of the development standards for the Goldwater parcel, making them consistent with the recently approved heights and densities within the Downtown Infill Incentive Plan. While The Waterfront has its own Infill Incentive Plan established by Ordinance Number 3527 on October 7<sup>th</sup>, 2003, the recently approved Downtown Infill Incentive Plan encompasses property that nearly surrounds The Waterfront, and specifically permits additional height and density "to encourage infill development of vacant parcels." (Goal 1, Downtown Infill Incentive Plan). Likewise, this modification will promote the development of the vacant Goldwater parcel.

The General Plan designation for the Goldwater Parcel is Downtown Regional Type 2. This request is also consistent with the Goals and Policies of the City's General Plan and Downtown Plan. 

## Planning and Development Services Department

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