



Scottsdale Waterfront Phase IV Pre-Application Narrative: Tuesday, August 10, 2010

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 7th, 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. By way of example, Goal 1 of the Growth Area Element of the General Plan states that the City should, "Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements." Additionally, Policy LU 2.5 of the Downtown Plan states, "New development and redevelopment within the Multiple Use areas adjacent to the Arizona Canal should incorporate vertically mixed land uses that activate the Canal with both visitors and residents year-round." These are just a few examples; there are numerous other goals and policies that are promoted by this request.

The Goldwater parcel is currently zoned D/RCO-2 PBD DO (Downtown/Regional Commercial Office Type 2 Planned Block Development Downtown Overlay), with specific site development standards established pursuant to the Development Agreement (Case 1-II-2003). Specifically, the Development Agreement approved a maximum height of 85'-0", exclusive of rooftop apparatus. This application requests a maximum height to 149'-0" for the Goldwater parcel, inclusive of rooftop apparatus. This maximum height will be graduated to ensure a complementary and supportive design relationship with the nearby neighborhood and surrounding commercial development.



As illustrated on the site plan, the buildings on Goldwater Boulevard shall be set back a minimum of forty (40) feet from the Goldwater east curb adjacent to the northwest corner of the site. This set back shall gradually increase to forty-nine (49) feet from Goldwater's east curb, adjacent to the southwest corner of the site. Buildings fronting on Goldwater Boulevard shall be set back a minimum of twenty (20) feet from the western property line and a minimum of forty (40) feet from the Goldwater east curb, whichever is greater.

The height of the buildings starting at the Goldwater setback line for a distance of eighty (80) feet shall not exceed 54'-0" in height, inclusive of rooftop apparatus. The height of buildings starting at a distance eighty (80) feet from Goldwater setback line for a distance of fifty-seven (57) shall not exceed 96'-0" in height, inclusive of rooftop apparatus. The height of the buildings for the remainder of the parcel shall not exceed 149'-0", inclusive of rooftop apparatus.

The approved Development Agreement permits a maximum gross square footage of 1.1 million. This application does not propose to increase the gross square footage. Rather we are proposing to modify the verticality to better utilize the gross square footage, creating meaningful view corridors and better open space.

To accomplish this modification, this application requests an amendment to the exhibits to the Development Agreement reflecting the amended standards.