

PLANNING COMMISSION REPORT



Meeting Date: August 8, 2012
General Plan Element: *Character and Design*
General Plan Goal: *Foster quality design that enhances Scottsdale as a unique southwestern desert community.*

ACTION

Broadstone at Waterfront
1-II-2003#6

Request to consider the following:

1. Find that the provisions of General Plan policies and goals, and the Development Review Criteria have been met, and recommend to the Development Review Board and the City Council to approve a site plan in conformance with the stipulations of cases 1-II-2003#4 and 1-II-2003#5 on a 4.3 +/- acre site located at 7025 E. Via Soleri Drive with Downtown Regional Commercial Office - Type 2, Planned Block Development, Downtown Overlay (D/RCO-2 PBD DO) zoning.

OWNER

Broadstone Scottsdale Waterfront, LLC
602-778-2807

APPLICANT CONTACT

John Berry
Berry & Damore, LLC
480-385-2727

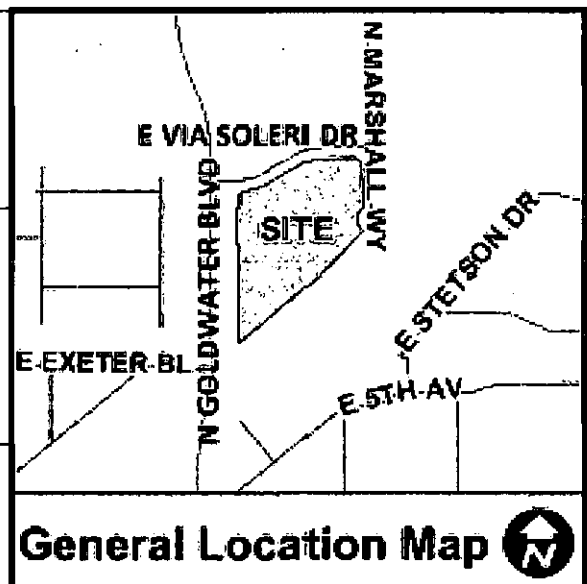
LOCATION

7025 East Via Soleri Drive

BACKGROUND

Zoning

In accordance with the adopted Scottsdale Waterfront Infill Incentive District, the site has Downtown Regional Commercial Office Type 2, Planned Block Development, Downtown Overlay



Action Taken _____

(D/RCO-2 PBD DO) zoning, which allows large-scale developments including office, retail, hotels, regional shopping centers, residential, and other commercial uses.

Context

The subject property is located at the southeast corner of East Via Soleri Drive and North Goldwater Boulevard and is surrounded by a mix of uses including retail, office, and residential uses in Downtown Regional Commercial Office, Type-2, Planned Block Development, Downtown Overlay (D/RCO-2 PBD DO), Central Business District, Downtown Overlay (C-2 DO) and Townhouse Residential (R-4) zoning districts.

Adjacent Uses and Zoning

- North East Via Soleri Drive, and farther north is an existing parking garage zoned Downtown Regional Commercial Office, Type-2, Planned Block Development, Downtown Overlay (D/RCO-2 PBD DO)
- South The Arizona Canal, and farther south is an existing mixed use commercial building zoned Central Business District, Downtown Overlay (C-2 DO)
- East North Marshall Way, and farther east is an existing mixed use development (Scottsdale Waterfront, Phase 1 – 3b) zoned Downtown Regional Commercial Office, Type-2, Planned Block Development, Downtown Overlay (D/RCO-2 PBD DO)
- West North Goldwater Boulevard, and farther west is an existing townhouse development zoned Townhouse Residential (R-4).

Key Items for Consideration

- Site design in accordance with the Development Review Board criteria pursuant to Sections 1.900 through 1.909 of the Zoning Ordinance.
- Consistency with the Downtown Plan Urban Design & Architectural Guidelines
- The ability to provide the required private open space aggregated throughout residential units.

DEVELOPMENT PROPOSAL

Goal/Purpose of Request

The applicant is requesting that the Planning Commission recommend approval of the site plan in accordance with the rezoning stipulations of cases 1-II-2003#4 and 1-II-2003#5 that requires the property owner to return to the City Council for a public hearing and final approval of a more detailed site plan following the Development Review Board approval and a recommendation by the Planning Commission to the Development Review Board.

Neighborhood Communication

Surrounding property owners within 750 feet have been notified by the City. The applicant has posted the site, sent mailings the property owners within 750 feet of the site and held an open house meeting on July 17, 2012. At the time this report was written, staff has received six phone calls from the community regarding the proposed development. Three callers were concerned that the proposed use would be apartments, two callers want to know if there would be commercial area incorporated adjacent to North Marshall Way, and one caller wanted to ensure that their view from of Camelback Mountain and the City lights to the southwest would be maintained. The

DEVELOPMENT REVIEW BOARD CRITERIA ANALYSIS

Consistent with the rezoning stipulations of cases 1-II-2003#4 and 1-II-2003#5, the applicant is requesting approval of a more detailed site plan. The rezoning stipulations allow for the review and approval of the site plan to include, but not limited to, the building footprints, conceptual building massing (architectural character and building form) and open space subject to the Development Review Board Criteria. A separate Development Review Board application will be submitted for the building elevation, landscape, hardscape, engineering, and site lighting designs.

The proposed development consists of the remaining two phases (Phase 4 and 5) of the Scottsdale Waterfront redevelopment program that was initially approved in October 2003 for a mixed-use development. Consisting of 3.35 acres, the proposed development is a multi-story building containing dwelling 249 units and approximately 10,000 square feet of commercial floor area. Reminiscent of the context area that contains multiple buildings with a multitude of commercial and residential uses, the proposed development land uses are consistent with its General Plan mixed-use neighborhoods land use designation, and is not anticipated to have a negative impact on the adjoining properties.

Located on the southeast corner of North Goldwater Boulevard and East Via Soleri Drive the site, architectural character, and building form area is comprised of the: Scottsdale Waterfront (Phase 1 - 3b) to the east; Fashion Square Mall to the north; Southbridge to south; and the Villa Adrian to the west. These developments establish a contextual site development pattern that arranges the building, uses, and open space areas in a manner that creates active building frontages, and establishes a public realm area that is pedestrian oriented, and visible interconnected site open space areas. Responding to the contextual area, and consistent with the Downtown Urban Design and Architectural Guidelines, the proposed site configuration incorporates the commercial retail and the apartment leasing office areas on the ground level adjacent to the East Via Soleri Drive and North Marshall Way. The location of these uses will assist in creating an active pedestrian realm area that is consistent with the east side of North Marshall Way and the development that is south of the Arizona Canal bank. In addition, the sidewalks adjacent to North Marshall Way and part of the sidewalk adjacent East Via Soleri Drive will be covered walkways.

On the southeast corner of the site, abutting the North Marshall Way cul-de-sac and bridge, the proposed site plan for the development identifies a plaza area that connects to the cul-de-sac, bridge, the Arizona Canal bank, and the development's interior court yard that provides both a physical and visual connection between the development, adjacent public realm, and neighboring sites. Adjacent to North Goldwater Boulevard and East Via Soleri Drive the proposed site plan indicates that the building will be placed in a manner that creates horizontal recesses and projections which will assist in creating visual interest, and minimize the perception of long, continuous, monolithic walls. Also, the proposed development incorporates pedestrian connections to the future Arizona Canal bank improvements, North Goldwater Boulevard, and to East Via Soleri Drive.

In addition to the contextual site development, the adjacent developments establish a pattern of development that is comprised of various building forms, scale, and proportions. Responding to the contextual area, and to mitigated the request to aggregate the private open space requirement

throughout the development, consistent with the Downtown Urban Design and Architectural Guidelines, the apparent size and mass of the building is mitigated through a horizontal and vertical composition of smaller-scale elements, and various building features that vary in height. The maximum building height, inclusive of mechanical equipment, is anticipated to be approximately sixty-five (65) feet.

Development Information

- Existing Use: Vacant Lot
- Proposed Use: Mixed-use development
- Parcel Size: 145,926 square feet / 3.35 net acres
- Building Size: 300,000 square feet
- Floor Area Ratio Allowed: 2.72
- Floor Area Ratio Proposed: 2.06
- Maximum Building Height Allowed: 135 feet inclusive of mechanical equipment screening
- Maximum Building Height Proposed: 65 feet inclusive of mechanical equipment screening
- Parking Required: 424 spaces
- Parking Provided: 430 spaces
- Open Space Required: none required
- Open Space Provided: 77,341 square feet / 1.78 acres
- Density Allowed: 60.23 dwelling units per gross acre / 259 units
- Density Proposed: 60.23 dwelling units per gross acre / 259 units

OPTIONS & STAFF RECOMMENDATION

Recommended Approach:

Staff recommends that the Planning Commission recommend to the Development Review Board and the City Council to approve Broadstone at Waterfront per the attached stipulations, finding that the provisions of General Plan policies and the Development Review Criteria have been met.

Next Steps:

After receiving a recommendation from the Planning Commission, the applicant will be requesting approval of the proposed site plan from the Development Review Board and City Council.

RESPONSIBLE DEPARTMENT

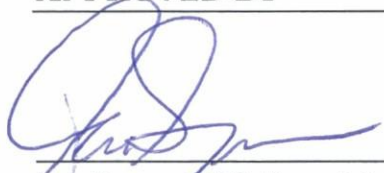
Planning, Neighborhood and Transportation

Current Planning Services

STAFF CONTACT

Dan Symer, AICP
Senior Planner
480-312-4218
E-mail: dsymer@scottsdaleaz.gov

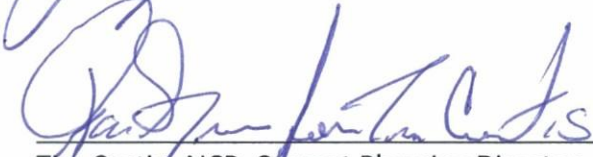
APPROVED BY



Dan Symer, AICP, Report Author

7-26-2012

Date



Tim Curtis, AICP, Current Planning Director
480-312-4210, tcurtis@scottsdaleaz.gov

7-26-2012

Date



Kroy Ekblaw, Interim Administrator
Planning, Neighborhood and Transportation
480-312-7064, kekblaw@scottsdaleaz.gov

7/31/12

Date

ATTACHMENTS

1. Stipulations
2. Applicant's Narrative
3. Context Aerial
- 3A. Aerial Close-Up
4. Site Plan
5. Building Elevations
6. Zoning Map
7. Neighborhood Notification
8. City Notification Map

**Stipulations for the:
Broadstone At Waterfront
Case Number: 1-II-2003#6**

These stipulations are intended to protect the public health, safety, welfare, and the City of Scottsdale.

APPLICABLE DOCUMENTS AND PLANS:

1. Except as required by the Scottsdale Revised Code, the Design Standards and Policies Manual (DSPM), and the other stipulations herein, the site design and construction shall substantially conform to the following documents:
 - a. Building massing and the horizontal and vertical composition shall be substantial consistent with the building elevations submitted by Allen + Philp architects and interiors and Office of Rich Barber Architecture, LLC , with a city staff date of 7/16/2012.
 - b. The location and configuration of all site improvements shall be substantial consistent with the site plan submitted by Allen + Philps architects and interiors and Office of Rich Barber Architecture, LLC, with a city staff date of 7/16/2012.

RELEVANT CASES:

Ordinance

- A. At the time of review, the applicable Zoning cases for the subject site were: 1-II-2003#4 and 1-II-2003#5

SITE AND ARCHITECTURAL DESIGN:

DRB Stipulations

2. This approval is for the site plan and conceptual building massing. The property owner shall return to the Development Review Board for a separate approval of the design for the building elevations, landscape, hardscape, exterior lighting, drainage, water, and waste water design.
3. A minimum ten (10) feet wide clear area shall be maintained for the entire length of the pedestrian sidewalk adjacent to North Marshall Way, and the pedestrian sidewalk abutting the commercial area that is adjacent East Via Soleri Drive.
4. Any substantial change to the site plan, as determined by the Zoning Administrator, shall return to the City Council for a public hearing and approval following a Development Review Board approval and a recommendation by the Planning Commission to the Development Review Board, pursuant Zoning cases: 1-II-2003#4 and 1-II-2003#5.

PROJECT NARRATIVE

Broadstone Waterfront

June 25, 2012

I. Purpose of Request

This request is in compliance with the stipulation requirement of the zoning case **Scottsdale Waterfront 1-II-2003 #4 and #5** which states the following:

- 2. Developer shall return to the City Council for a public hearing and final approval of a more detailed site plan following Development Review Board approval and a recommendation by the Planning Commission to the Development Review Board, which shall be reviewed pursuant to sections 1.900 through 1.909 of the Zoning Ordinance, which shall include, but not be limited to, review of building footprints, conceptual building massing and open space. The approval by City Council of the more detailed site plan may not reduce the overall height, density, square footage and/or number of units without developer's prior consent and approval.*

II. Context and History

Surrounding Uses:

- North: Parking Structure for Scottsdale Fashion Square (commonly referred to as the "Nordstrom Parking Garage.")
- East: Commercial/Mixed Use, Scottsdale Waterfront, D/RC0-2 PBD DO
- South: Arizona Canal; south side of the canal includes proposed mixed use development D/RS-1 RO
- West: Single Family Residential, Villa Adrian, zoned R-4

The Scottsdale Waterfront was originally approved in 2003 to construct 1.1 million square feet of Retail, Office, Hotel and Residential uses at a maximum of 145 feet. The Scottsdale Waterfront has been developed on the ± 7 acre "Camelback" parcel with approximately 702,000 square feet. The Camelback parcel 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.

In 2010 and 2011 the Development Agreement for the undeveloped parcels of the Waterfront, known as the Marshall Way parcel for the eastern portion along Marshall Way and the Goldwater parcel for the portion along Goldwater Blvd, was modified by the City Council. The approved modifications allowed the allowable building height to be increased to **135 feet** for the Marshall Way parcel and to **50** and **70** feet for the Goldwater parcel. There were no increases to densities or building areas and no changes were made to the allowable building area.

The two parcels have a combined net site area of 3.35± acres. The project was approved with an allowable Residential unit count of 259 with 10,000 sf. of Retail/Restaurant use and an allowable building area of 398,000 sf.

III. Proposed Development

The proposed **Broadstone Waterfront** will be a vibrant Mixed-Use project with luxury Multi-family Residential with Retail/Restaurant uses constructed over an underground parking structure that will complete the Scottsdale Waterfront. The Scottsdale Waterfront development incorporates shopping, work and living in a multi-building complex that activates the Canal, supports Scottsdale Fashion Square, supports area businesses and helps to continue the revitalization of downtown Scottsdale.

The proposed project will be 3- and 4-stories and will contain 259 Residential units as well as approximately 10,000 s.f. of Retail/ Restaurant space over a two (2) level 425± space underground parking structure as was originally envisioned and approved for the parcels. The Retail/Restaurant uses will be located along Marshall Way as an extension of the existing vibrant Waterfront street life with the Residential units located above the Retail/Restaurant space and continuing to the west. These uses are arranged around a central courtyard that includes a swimming pool and other amenities for the development. The amenity space is oriented to open towards and engage the Arizona Canal and the Marshall Way cul-de-sac.

The existing zoning case approval allows 50 ft. tall buildings to be set against and parallel with the Goldwater Blvd 20 ft. building setback line. To reduce the impact on neighbors to the west, the proposed project's building setback along Goldwater will vary between 20 ft. and 45 ft. from the property line with an average setback of more than 35 ft., which represents greater than a 75% increase of the required building setback. As shown on the site plan, the proposed saw-

tooth design of the building along Goldwater Blvd is intended to provide a well landscaped setting and visual interest to the frontage as well as to orient the views from the Residential units away from Villa Adrian. To further reduce the potential impact even more, the building height will vary from 38 ft. to 50 ft. and greater than 50% of the building along Goldwater Blvd will only be 3- and 4-stories. The 3- and 4-story building includes step backs and building massing relief to add visual and architectural interest.

This application also requests that the private outdoor living space requirement be aggregated in total for the project. This request does not reduce the total private open space required for the project; rather it allows the development to provide additional elevation and building massing relief through a comprehensive design (re-allocating locations/sizes) of private patio spaces that will meet the intent of the overall design concepts and project goals.

The building setback "saw-tooth" design continues along Via Soleri including a large landscaped setback at the corner of Goldwater and Via Soleri to the driveway entry into the underground parking garage. The driveway is located directly across from the entrance into the existing public use parking garage and is adjacent to the screened service access drive for the project. In addition to the ten (10) street parking spaces located along Marshall Way, the underground parking garage will contain all of the parking spaces for the Residential units as well as the balance of the required parking spaces for the Retail/Restaurant uses.

The project will match the relationship to Marshall Way that was established on the "Camelback" parcel of the Waterfront. The project will be placed at the setback line along Marshall Way with a covered walkway from the building façade to the street parking curb similar to the existing Waterfront project. On the first floor, Retail and Restaurant spaces will open to this walkway with glazed retail storefronts and outdoor dining areas. This will further enhance the existing pedestrian "street life" of Marshall Way from Camelback Road to the Arizona Canal. The Residential "Living Room" is at the southern end of the first floor of the building (adjacent to the Restaurant/Retail space); this space will be architecturally described and designated as the main entrance for residents and guests. Turning the corner along the canal, pedestrians will encounter a vibrant two-story Fitness Center that with views towards Marshall Way, across the pedestrian bridge and over the canal. Above the Fitness Center, two levels of Residential units will be located with windows and balconies that open out to

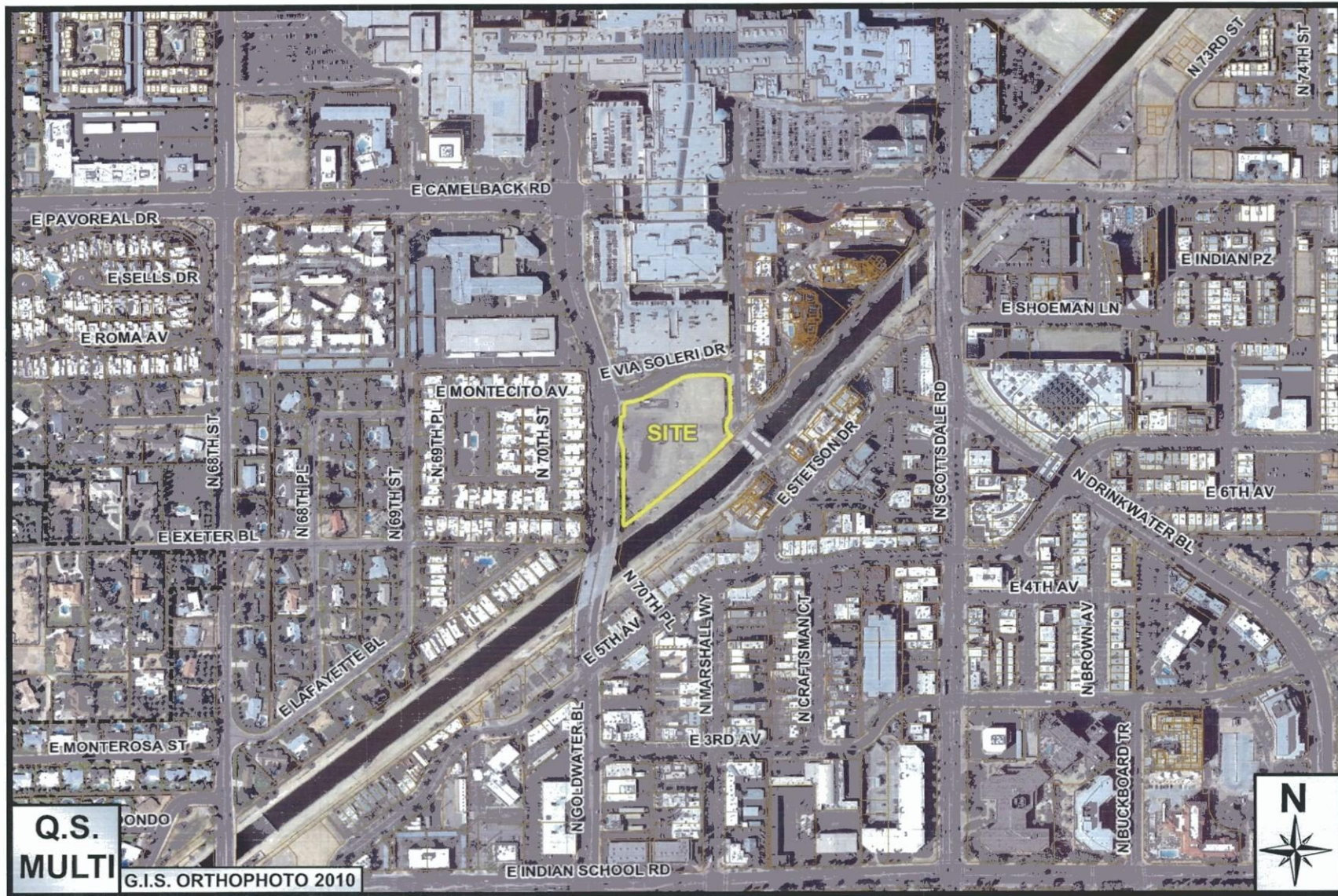
participate, excite, and add to the street activity. The building height along the street will vary from 48 ft. to approximately 65 ft., similar to what exists across Marshall Way.

Along the canal right-of-way, which is 60 ft. from the canal edge, the building setback varies from 15 ft. up to approximately 40 ft., for a total setback from water's edge of 75 ft. and 100 ft. This landscaped setback is not required but will provide a combination of additional landscape areas for the development. Elevated patios and stoops will allow first floor units to directly access the Canal bank as well as provide areas for private outdoor spaces for the Residential units. To help reinforce the indoor/outdoor living for the residents, first floor units will have either stoops (described above) from their units with access to private terrace spaces or the units will have shaded terraces at the same level as the unit. Allowing residents to be able to access the Canal linear "park" directly from their units will help create a cohesive Waterfront community.

A "public" area adjacent to the Marshall Way cul-de-sac is also planned similar to the east side of the cul-de-sac. The canal bank improvements from Marshall Way to Goldwater Blvd will be landscaped to be similar to the other improved portions of the canal.

The development will have a gross building area of approximately 300,000 sf., 25% less than the allowable building area 398,001 sf. The site will consist of more than 53% open space.

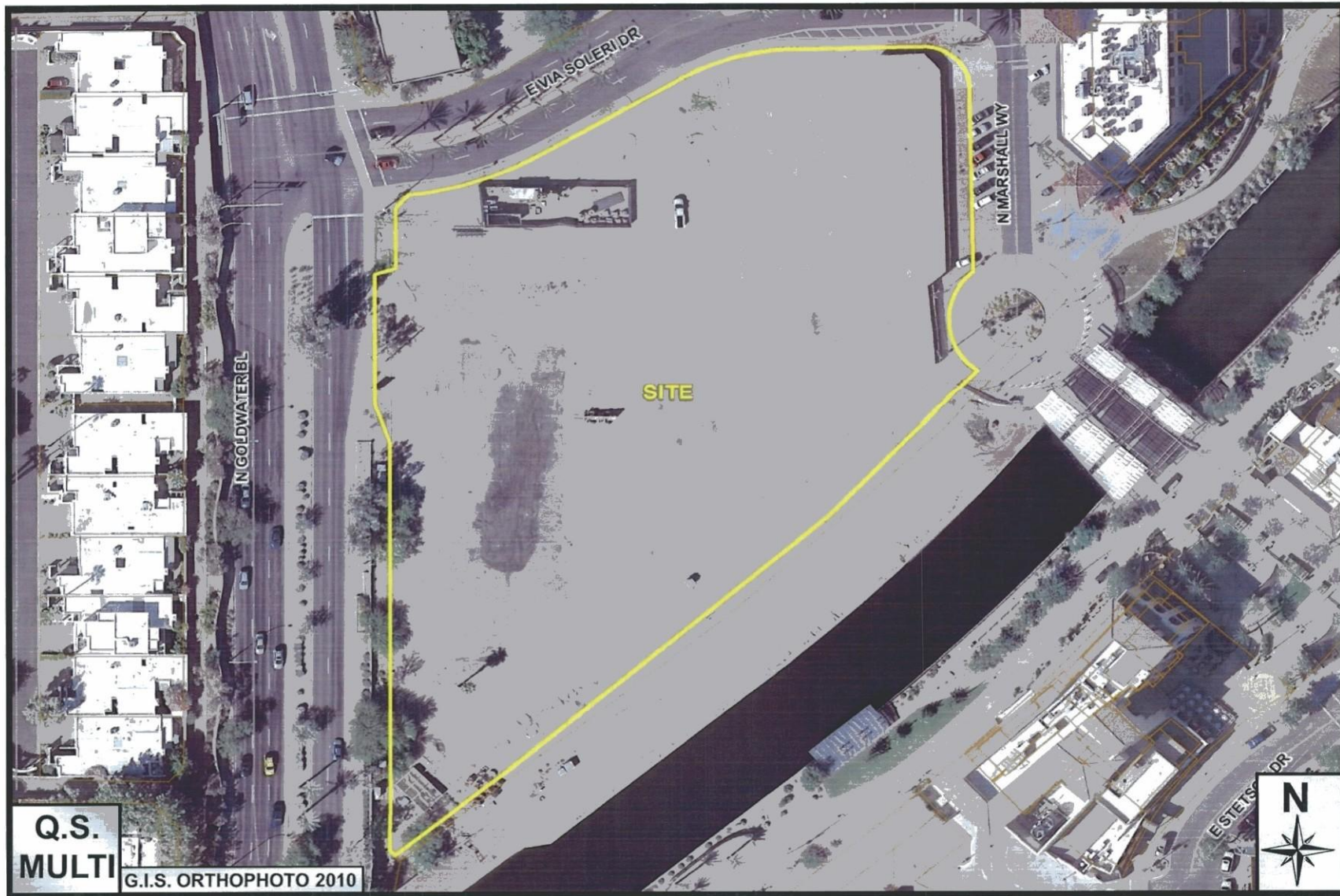
The proposed project will be LEED Gold Certified and will conform to Scottsdale's energy code for Multi-Family construction.



Broadstone at Waterfront

1-II-2003#6

ATTACHMENT #3



Broadstone at Waterfront

1-II-2003#6

ATTACHMENT #3A

ORB



04 CONCEPTUAL WEST ELEVATION
 SCALE: 1/16" = 1'-0"



03 CONCEPTUAL NORTH ELEVATION
 SCALE: 1/16" = 1'-0"



02 CONCEPTUAL EAST ELEVATION
 SCALE: 1/16" = 1'-0"



01 CONCEPTUAL SOUTH ELEVATION
 SCALE: 1/16" = 1'-0"

ATTACHMENT #5
 1-II-2003#6
 2nd: 7/16/12

ISSUE	ISSUE DATE	ISSUE TITLE

SITE PLAN APPROVAL
 CONCEPTUAL ELEVATIONS

DATE	07-13-12
SCALE	NOTED
DRAWN	STAFF
CHECKED	STAFF

SHEET NO:
A3

CITIZEN REVIEW REPORT
Broadstone at Scottsdale Waterfront
July 19, 2012

Overview

This citizen review report is being performed in association with the application for development of an approximately 3.4 acre site located at the southeast corner of Goldwater Boulevard and E. Via Soleri Drive. This Class "A" rental residential community will be a beautifully designed mixed-use project with 100% below-grade parking. As part of the request, this report has been drafted and will be updated throughout the process.

The entire project team is sensitive to the importance of neighborhood involvement and creating a relationship with property owners, residents, business owners, homeowners associations, and other interested parties. Communication with these parties has already begun and will be ongoing throughout the process. Work on compiling stakeholders and preparing for the neighborhood outreach began prior to the application filing and will continue throughout the process. Communication with impacted and interested parties may take place with verbal, written, electronic, and/or door-to-door contact.

Community Involvement

Surrounding property owners, HOA's and other interested parties were noticed via first class mail regarding the project (please see attached mailing list). The distribution of this notification met the City's requirements as specified in the Citizen Review Checklist. This notification contained information about the project and contact information to receive additional information and the opportunity to give feedback. The notification also contained information regarding a neighborhood Open House that was held for those who wished to learn more about the project (please see attached notification letter). The site and time was posted on the Early Notification Sign ten days prior to the open house (please see attached sign posting picture and affidavit).

An open house was held for surrounding neighbors on July 17, 2012 at the offices of Berry and Damore in Scottsdale (please see attached sign-in sheet and comment cards). Attendees were positive about the project and questions revolved around the building schedule and uses.

In addition, several meetings were held with members of the Southbridge Property Owners Association. Meetings were held on June 7, 2012, June 29, 2012, and July 10, 2012. Attendees at those meetings were positive about the project.

The outreach team will continue to communicate with neighboring property owners and community leaders in one-on-one meetings and by going door-to-door. Members of the outreach team will be available to meet with any neighbors who wish to discuss the project. Additionally, they will be contactable via telephone to answer any questions relating to the project.

A vital part of the outreach process is to allow people to express their concerns and understand issues and attempt to address them in a professional and timely matter. As previously stated the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project.

Attachments:

7.17 Sign-in Sheets

7.17 Comment Cards

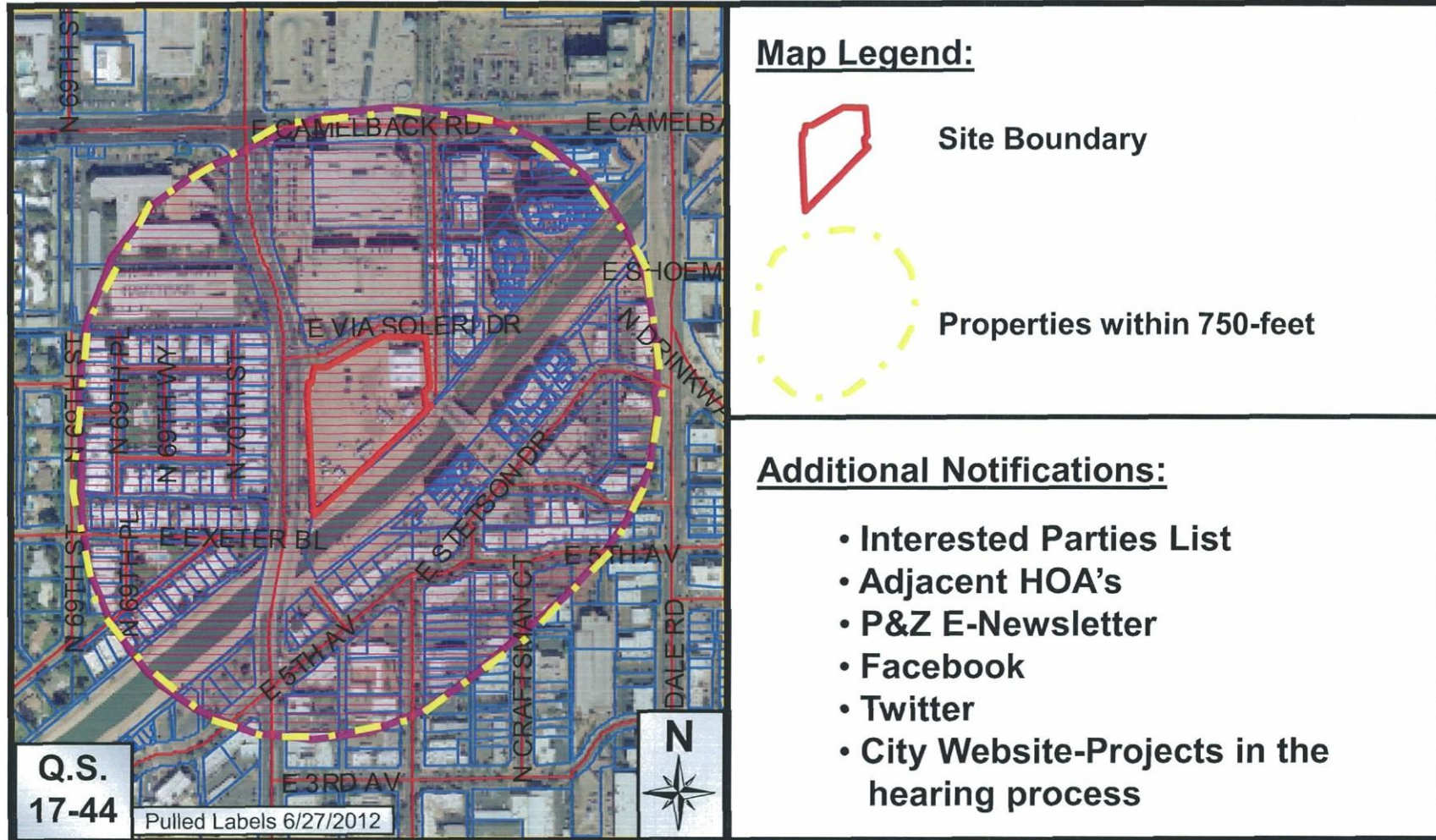
Notification letter

Notification list

Sign posting picture

Sign positive affidavit

City Notifications – Mailing List Selection Map



Broadstone at Waterfront

1-II-2003#6

ATTACHMENT #8