

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/RCO-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.