

**Application
Narrative
Cash Transmittal
Pre-Application
Pre-App Narrative
Pre-App Cash Transmittal
Project Data Sheet**



Project Application

Project Number: 401 - PA - 2011 Case Number: _____ Date: 8/17/11

Staff Signature required PRIOR to submittal

This Document Constitutes A Public Disclosure Under ARS Section 39-121, Inspection of Public Records

Applicant to Complete Section Below

- Case Type:**
- | | | |
|---|---|---|
| <input type="checkbox"/> Abandonment (AB) | <input type="checkbox"/> Master Plan Map (MP) | <input checked="" type="checkbox"/> Rezoning (ZN) |
| <input type="checkbox"/> Changes to a Recorded Plat (PC) | <input type="checkbox"/> Master Sign Program (MS) | <input type="checkbox"/> Text Amendment (TA) |
| <input type="checkbox"/> Change to Existing Lots (PC) | <input type="checkbox"/> Minor Subdivision (MD) | <input type="checkbox"/> Use Permit (UP) |
| <input type="checkbox"/> Development Review (DR) | <input type="checkbox"/> Preliminary Plat (PP) | <input type="checkbox"/> Variance (BA) |
| <input checked="" type="checkbox"/> General Plan Amendment (GP) | <input type="checkbox"/> Other: _____ | |

Project Name: The Residences at Zocola Plaza

Project Address: 15440 N. Greenway-Hayden Loop 215-44-067

Current Zoning District: C-3 **Parcel Number(s):** 215-44-071 **Quarter Section:** 35-45

Request: Minor GPA from AMU to AMU-R; Rezoning from C-3 to PUD for multi-family development

The property owner shall designate an agent for the project. This person (the applicant) shall attend pre-application conferences and public hearings, will receive the agenda, recommendations, and case reports, and will communicate all case information to other parties as required. All contact for this project will be made through the applicant listed below.

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Developer: n/a
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 Applicant Address: 6750 E. Camelback Road, Suite 100 Scottsdale, AZ 85251

Scottsdale Place, L.L.C.

Owner Signature J Newburg

Applicant Signature Michele Hammond

OFFICIAL USE ONLY

Staff Signature: _____ E-mail: _____@ScottsdaleAZ.gov 480-312-_____

This application needs a: New Project Number or Old Project Number: _____ Date: _____

Planning & Development Services Department

7447 E. Indian School Road, Suite 100, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088

Project Narrative/Development Plan

Minor General Plan Amendment

Rezoning

for

The Residences at Zocallo Plaza

Location: East of the Northeast Corner of Scottsdale Road & North Greenway-Hayden Loop

Request for a Minor General Plan Amendment
from Airpark Mixed Use (AMU) to Airpark Mixed Use Residential (AMU R)

Rezoning from Highway Commercial (C-3) to Planned Unit Development (PUD))

Prepared for:

Scottsdale Place, L.L.C. (site owner)

Prepared by:

Berry & Damore, LLC

John V. Berry, Esq.

Michele Hammond, Principal Planner

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

Date: August 14, 2011

I. Purpose of Request

This request is for a Minor General Plan Amendment ("GPA") from Airpark Mixed Use (AMU) to Airpark Mixed Use – Residential (AMU-R) and a rezoning from Highway Commercial (C-3) to Planned Unit Development (PUD) on a 6.42+/- gross acre site located east of the northeast corner of Scottsdale Road and Greenway-Hayden Loop (the "Property"); commonly referred to as Lots 2A and 3 of Zocallo Plaza ("Zocallo"). Within the PUD district, the applicant intends to create a unique luxury multi-family community of approximately 240+/- residential units, which will serve as the residential land use component of the larger (20+/- acre) Zocallo mixed-use master plan. Zocallo currently includes a range of uses consisting of retail, office, restaurants, and hotel. The proposed residential development enhances the mixed-use character of Zocallo consistent with the development patterns in the area.

The surrounding development, including the existing Zocallo Plaza mixed-use development, the adjacent Scottsdale Quarter and Kierland developments, and the nearby Airpark employment core provide regional appeal for future residents. This application is driven by the site's surrounding land uses and a very strong market demand for multi-family residential in this area, housing trends show a fundamental shift away from homeownership due to the housing crisis and an increasing demand for residential rental options. The current generation of young professionals fear job loss and foreclosure and are thereby attracted to luxury rental communities. Additionally, the fluctuation in home values and tightening of available credit has created an upward trend in the rental market,

II. Existing Improvements/History

The Property is part of the 20-acre +/- Zocallo master plan, a mixed-use commercial site zoned C-3, which is bordered by Scottsdale Road on the west, Greenway-Hayden Loop on the south, 73rd Street on the east, and Tierra Buena Lane on the north. Zocallo is governed by CC&R's and has its own internal Design Review Committee. Zocallo has a common perimeter wall design, landscape palette and comprehensive sign package, all approved by the City of Scottsdale.

The 6.42+/- acre redevelopment parcel under this application is currently occupied by the former 19,000 s.f. Barcelona Restaurant/Nightclub and a 2-story, 26,000 s.f. office building on the north end of the Barcelona parking lot (the "Office Building"). The 2-story office/retail building (Barcelona Business Center or "BBC") at the northwest corner of Greenway-Hayden Loop and 73rd Street, which is adjacent to the subject Property, is under separate ownership and will remain in place.

This site was formerly ground leased by Danny's Family Companies or affiliates thereof ("DFC"), all of which entered bankruptcy in March 2010 and remain in bankruptcy. The former Barcelona Restaurant closed in June 2009 and remains vacant.

The ground leases have been terminated, resulting in Scottsdale Place, L.L.C. being the owner of fee simple title to the subject properties.

Surrounding Uses:

- **North:** Immediately north is a 110-room, 3-story Extended Stay America Hotel zoned C-3. Directly north of the hotel is the 25-acre +/- "CrackerJax" amusement park zoned CA.
- **East:** 120,000 s.f. +/- I.C.E. building (formerly Dial Corp. Headquarters) zoned I-1.
- **South:** 26-acre +/- Scottsdale Quarter mixed-use development zoned PRC.
- **West:** Zocallo Shops (26,000sf), Fidelity Financial Services (freestanding building of 8,500 s.f.), Zocallo Furniture Plaza (51,000 s.f.), all zoned C-3, and all in Scottsdale. Immediately across Scottsdale Road to the west are major retail and furniture establishments (City of Phoenix), including the former Robb & Stucky store zoned C-2 PCD.
- **Southwest:** Kierland Commons – a major Phoenix based mixed-use development zoned C-2 PCD.

III. Greater Airpark Character Area Plan / General Plan

The Greater Airpark Character Area Plan ("GACAP") was adopted in October 2010 by Scottsdale's City Council. The purpose of the GACAP is to establish "the vision for the Greater Scottsdale Airpark and provide the basis for Greater Airpark decision-making over a twenty-year timeframe." To achieve this, the City established a series of goals and polices to provide a framework for future development. The GACAP is divided into eight chapters each with its own focus and vision: Land Use, Neighborhood & Housing, Aviation, Community Mobility, Economic Vitality, Environmental Planning, Character & Design, and Public Service & Facilities. The following paragraphs ("responses") will highlight how this application meets the goals and policies of the GACAP.

The request for a Minor GPA on the subject Property from AMU to AMU-R will allow for residential land use in an area that is already designated for mixed-use (business, office, employment, retail, instructional and hotel uses). The addition of residential is consistent with the land use patterns already approved immediately south of the site at Scottsdale Quarter, as well as the substantial attached housing product in Kierland. The Property is located within the Scottsdale Road "shopping/housing" corridor on the Greater Airpark Transit Connections map (see page 10 of the Project Narrative) and is adjacent to major transportation corridors. Additionally, the Property is located well outside the 55 DNL line, which is appropriate for residential land uses. In fact, the proposed residential units under this application are further from the airport runway than the approved residential units for Scottsdale Quarter. The construction of the proposed residential units will feature appropriate noise attenuation through the use of upgraded building materials and insulation.

GACAP Definition (emphasis added):

Airpark Mixed Use Residential areas are appropriate for the greatest variety of personal and business services, employment, office and institutional, cultural amenities, retail, hotel, and higher density residential. Developments in the AMU-R areas should be pedestrian-oriented have access to multiple modes of transportation and should be located outside of the Airport's 55 DNL contour. Residential and other sensitive uses should be a lesser component of development and include adequate sound attenuation. Design of residential uses in the areas south of the Central Arizona Project Aqueduct should support businesses and tourism uses, such as time-shares, multi family rental units and corporate housing.

The Conceptual Development Type Map designates the Property as "Type C Regional Core" which is defined in the GACAP as follows (emphasis added):

Type C development represents medium to higher scale development which supports pedestrian activity in the Greater Airpark. Type C is encouraged in areas with access to multiple modes of transportation, served by regional transportation networks (i.e. freeways or transit corridors), and where the scale will complement the area's character. Type C development is appropriate in areas next to both Types C1 and B development. Type C is not recommended immediately adjacent to the Scottsdale Airport.

The Regional Core designation denotes areas appropriate for the greatest development intensity in the Greater Airpark to support major regional land uses. Regional Core is only appropriate in Type C areas that are or will be served by high-capacity transit or a freeway. Regional Core areas should not be located adjacent to single-family residential areas or within Type A or B development areas.

Land Use

Policy LU 7.1 Maintain and expand the diversity of land uses in the Greater Airpark

Response: The proposal for multi-family on 6.42+/- acres of the overall 20+/- acre Zocallo Plaza provides the missing residential component for this existing mixed-use development in a prime location of Scottsdale. Characteristics of successful mixed-use developments include a range of land uses and promote the "live, work, play" philosophy. The proposed development accomplishes a range of goals including revitalizing an underutilized property (the vacant former Barcelona building and soon to be vacant Office Building), integrating high quality, vibrant architecture and site planning to the area, and creating pedestrian synergy that will complement the existing Zocallo, Scottsdale Quarter and Kierland developments.

Policy LU 1.2 Support a mix of land uses within the Greater Airpark that promote a sense of community and economic efficiency, such as clustering similar/supportive uses and incorporating residential intended for the area's workforce, where appropriate.

Response: The Airpark is predominately an employment core area. The proposed multi-family land use will provide a residential rental opportunity for the residents of Scottsdale in an employment and service core area of the City. The location of the Property not only provides an opportunity for housing in the employment core, but also connectivity to the retail and restaurants established in the nearby developments which will enhance their sustainability. The proposed multi-family will promote an integrated, sustainable character for the area with a very strong live, work, play component.

Policy LU 1.4 Encourage the redevelopment of underutilized land to more productive uses.

Response: The redevelopment parcel currently contains the former Barcelona Restaurant and a 26,000 s.f. 2-story Office Building on the north end of the redevelopment parcel. This site was formerly ground leased by DFC, however, the ground leases have been terminated due to bankruptcy. Therefore, the redevelopment proposed under this application provides revitalization and more productive uses for this core area of Scottsdale.

Policy LU 4.5 Greater visual variety and architectural interest should be considered in the design of the Greater Airpark's tallest buildings (Regional Core), particularly at the pedestrian level,

Response: The applicant intends to utilize the 48' of height allowed by the PUD ordinance to create a luxury 4-story residential rental community with contemporary elevations complementary to the character of the adjacent Scottsdale Quarter and other surrounding properties. The design reflects four separate, interior corridor, wood frame buildings (with four separate 'podium style' concrete parking structures directly under the footprint of each building). This creates much more openness and interest than a one or two building design, and results in approximately 50% of the parking being underground.

The overall concept is to immediately construct a luxury, multi-family residential development within close proximity (walking distance) to abundant retail and office services. The project will create a sustainable, walk-friendly environment that takes advantage of the huge employment and retail base which surrounds the Property. As the site is buffered from Scottsdale Road by the existing Zocallo frontage parcels, it is a natural fit to redevelop the Property with multi-family residential.

Policy LU 4.7 Encourage greater visual variety between employment/commercial land uses and residential neighborhoods, and avoid continuous buildings shapes and mass adjacent to residential neighborhoods.

Response: Expanding upon the statements above, the unique design incorporates one level "podium parking" (partially recessed) under the residential buildings. The street side of buildings will feature entry stairways (stoops) allowing walk-up access to most first floor units. This element screens parts of the parking structure, adds a "brownstone" feel to the structures, and enhances the walkability of the overall design concept. The balance of openings to the parking structures will be covered by "green screen" (vertical cables for security purposes covered with appropriate landscape material). Special attention has been given to the character of the building architecture through a variety of massing, texture and materials complementary to the surrounding context (Zocallo, and Scottsdale Quarter).

Policy LU 5.1 Update and provide greater flexibility in development regulations to achieve the goals of the Greater Airpark Character Area Plan and encourage revitalization in the area

Response: As mentioned above, the proposal to utilize the PUD ordinance is desired because it allows for greater height and flexibility in development standards than the existing C-3 zoning. The PUD zoning will allow the applicant to create a unique, luxury residential community for the residents of Scottsdale and will not only meet but exceed the goals and policies of the GACAP.

Policy LU 7.2 Promote a greater mix of uses along identified Signature Corridors, which complement and are compatible with each respective land use designation.

Response: Signature Corridors are designated on the Greater Airpark Future Land Use Plan and include Greenway-Hayden Loop and 73rd Street, with Scottsdale Road only one block to the west. Integrating multi-family land use in this location broadens the current uses in the area to include the missing residential component.

Policy LU 7.3 Encourage and incentivize revitalization along Signature Corridors, particularly south of the Central Arizona Project Aqueduct.

Response: The redevelopment of the 6.42+/- acre site under this application will provide revitalization along two Signature Corridors, Greenway-Hayden Loop and 73rd Street, both of which are located south of the CAP.

Policy LU 8.1 Recognize and promote the value of usable open space as part of the community's quality of life.

Response: This project promotes the value of usable open space on several levels. The proposed residential community will place emphasis on the pedestrian and create a walkable community and connectivity to the surrounding land uses. Additionally, the project boasts 39.5% on-site open space which includes a pool, BBQ areas, bike racks, perimeter landscape buffers, and meaningful pockets of internal open space to create a visual oasis for the residents and an attractive setting for the buildings.

Neighborhood & Housing

Policy NH 2.1 Encourage developments, in Airpark Mixed Use Future Land Use Areas (AMU and AMU-R), to provide support services for current and future Greater Airpark residents, such as local markets, drugstores, and other essential services.

Response: A wide range of support services can be found nearby in the surrounding commercial developments. The residential component proposed under this application is a natural fit and complements the fabric of existing land uses found within the Zocallo Plaza master plan.

Policy NH 2.2 Encourage a variety of urban dwelling types and mixed-use development in areas designated Airpark Mixed Use-Residential in the Greater Airpark Character Area Future Land Use Plan that are compatible with and support the aviation and employment uses of the Greater Airpark.

Response: The proposed development is particularly adept at satisfying this policy. The Airpark creates a unique opportunity to support a range of land uses that interrelate and balance the live, work, play concept. The integration of the multi-family residential land use on this site does not take away from the overall employment core character of the Airpark. Rather, it provides a much needed land use balance to create a strong sustainable employment and service node essential to the continued success of the Airpark.

Policy NH 3.1 Encourage thoughtful and creative residential development that enhances, supports, and is sensitive to Airport operations and the Greater Airpark's identity as an employment center.

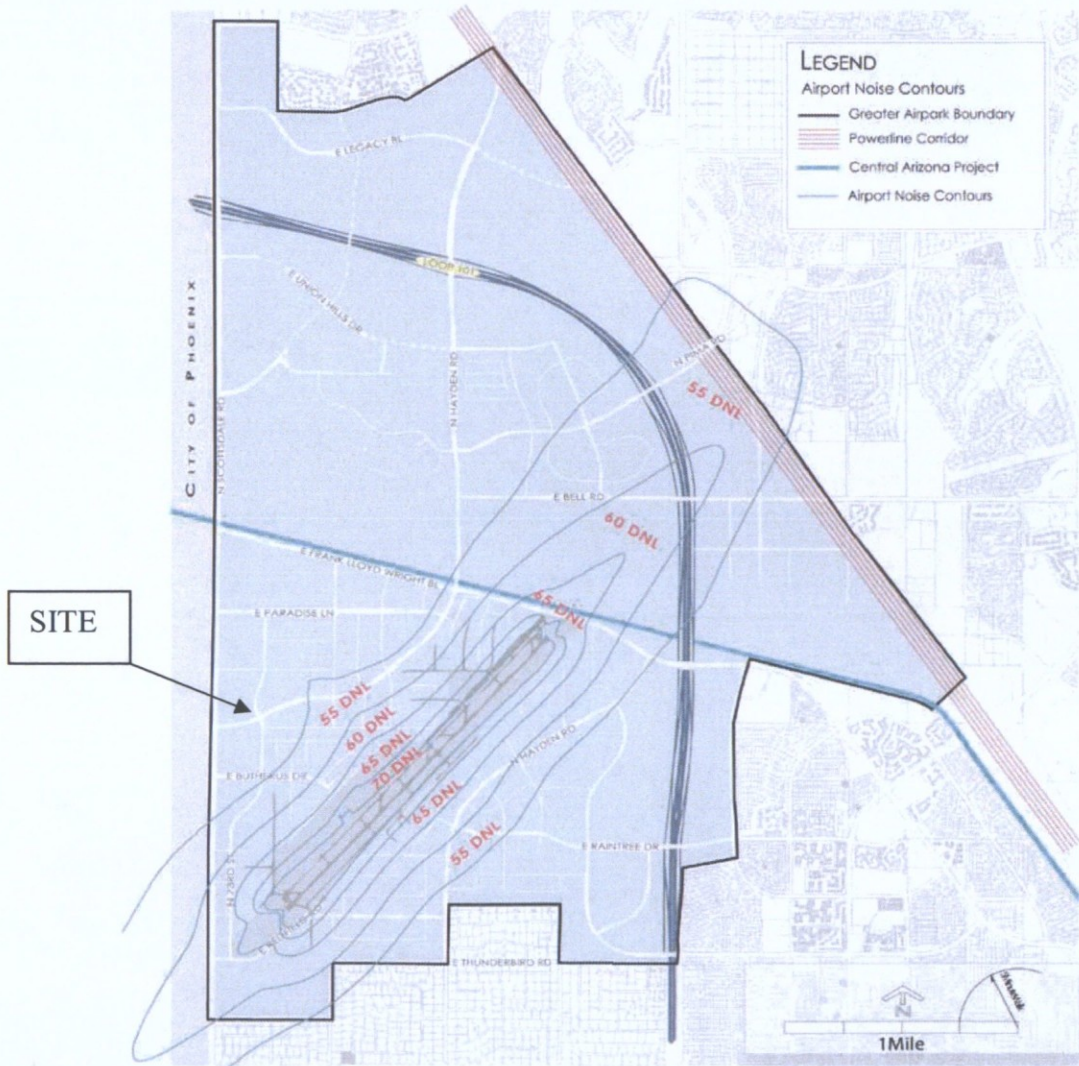
Response: As previously discussed, the proposed multi-family land use will support the live, work, play demographic mentioned throughout the GACAP. Special measures will be taken to create buildings that are sensitive and compatible to the nearby Airport operations.

Policy NH 3.2

Incorporate residential into Airpark Mixed Use-Residential Future Land Use Areas to reduce traffic congestion, improve air quality; and provide opportunities for workforce housing where:

- *Dwellings will not be adjacent to industrial uses that could be in conflict with residential uses;*
- *Dwellings will not lie within the 55 day-night average noise level (DNL) or higher areas established by the FAA; and*
- *Multi-modal transportation options will be incorporated into residential design.*

Response: The proposed multi-family community will be located on an underutilized, transition parcel (between retail to the west and south and office/employment land uses to the east) ideal for residential development. The proposed dwelling units will be located well outside the 55 DNL line (see the Scottsdale Airport Noise Contours Map below) and designed with upgraded building materials and insulation to provide appropriate sound attenuation. Multi-modal transportation options will be available to the residents including, but not limited to walking, bicycling, driving and public transit.



Noise contours surrounding the Scottsdale Airport denote day-to-night (DNL) average noise levels. Noise sensitive uses are not encouraged in 55 DNL and higher areas. These contours are often updated to reflect new noise levels as a result of new aircraft technologies.

Community Mobility

Policy CM 4.2 Improve pedestrian and bicycle connections from adjacent neighborhoods to Greater Airpark destinations.

Response: The Signature Corridors adjacent to the Property include Greenway-Hayden Loop and 73rd Street. Also, Scottsdale Road is located west of the Zocallo retail. All of these streets provide a framework for pedestrian and bicycle connections in the immediate area. Additionally, the development will create a sustainable, walk-friendly environment for its residents with functional, internal pedestrian connections between all four multifamily buildings, site amenities and other land adjoining land uses.

Policy CM 6.5 Design corridors that accommodate and attract pedestrians and bicyclists, particularly in Airpark Mixed Use Future Land Use Areas and along Signature Corridors.

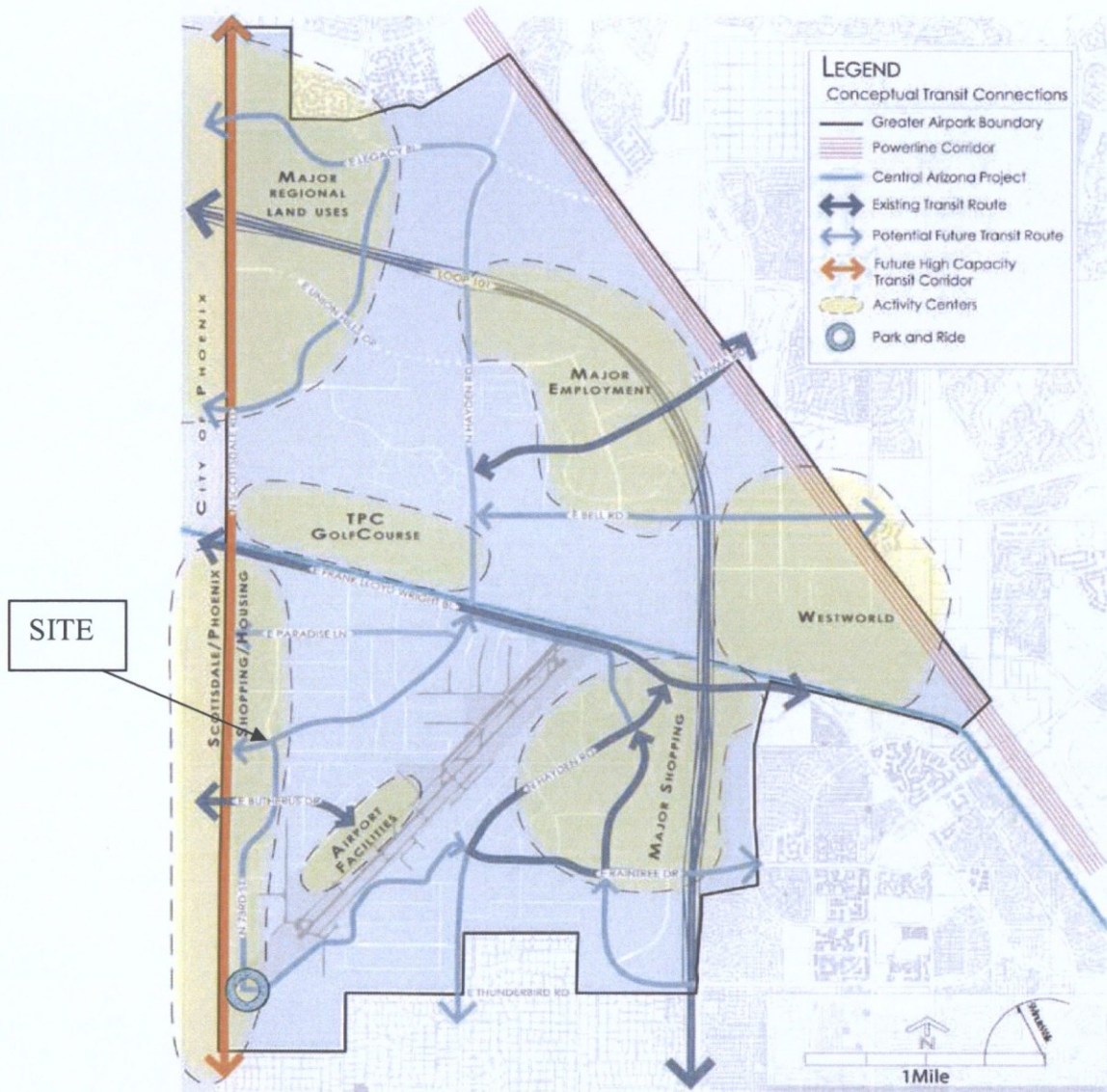
Response: The site plan has been designed in a manner that pays particular attention to the pedestrian and bicyclist along the perimeter of the site. The mixed-use nature of Zocallo promotes vehicular trip reduction and a sustainable, walkable community. The physical integration of retail and residential promotes pedestrian mobility. Residential land use integrated in this Airpark location increases the efficient movement of people by locating them close to employment and retail services, thereby minimizing vehicular trips on the regional transportation network. The Greater Airpark Transit Connections Map (see below) designates this Property as "shopping/housing" along the Scottsdale Road Signature Corridor with adjacent transit corridor classifications.

The website www.walkscore.com ranks properties throughout the United States with a "walk score" which is a number between 0 and 100 that measures the walkability of any given address based on the availability of nearby, walkable services and amenities. The subject Property ranks 71 out of 100, which is deemed "very walkable." According to the website, only 20% of Scottsdale residents have a higher walk score. The Property is highly suitable for the pedestrian oriented residential community proposed in this application.

Policy CM 7.2 Promote more sustainable modes of passenger transportation, such as alternative fuel vehicles, walking, biking, and/or other future technologies.

Response: See CM 6.5.

Greater Airpark Transit Connections
GACAP Page 34



Economic Vitality

Policy EV 1.1 Develop and implement long-term economic development strategies that maintain and enhance city revenue streams in order to balance the area's revenue generation with the cost of services and ensure financial stability now in the future.

Response: The proposed multi-family land use achieves this policy on several levels. The construction of new multi-family on an underutilized, vacated property will generate significant building permit fees and revenue for the City of Scottsdale. Secondly, the integration of 240 +/- residential units in the Scottsdale Airpark area will increase retail sales and sales tax revenue for the City. Lastly, the proposed residential community will provide on-site jobs for management and maintenance. Jobs will be brought to a site with vacated buildings.

In a time of economic hardship, the integration of new residential units will enhance the City's revenue streams and bring financial benefits to Scottsdale businesses that are struggling to keep their doors open. Residents require services, goods, food, and entertainment and draw from local businesses and resources. By creating a walkable residential community that already has plentiful retail and service opportunities nearby, a land use balance will be created which will strengthen the City's long-term economic stability.

Policy EV 2.5 Aggressively market the Greater Scottsdale Airpark as an ideal destination to live, work and play.

Response: The residential component proposed under this application complements the existing mixed-use character of the 20+/- acre Zocallo master plan as well as surrounding uses. The Airpark as a whole creates a unique opportunity to foster interrelated land uses and promote the live, work, play concept. Additionally, surrounding retail development and the nearby employment core provide regional appeal for future residents. This application is driven by the site's surrounding land uses and a very strong market demand for multi-family residential in this area. Housing trends indicate a fundamental shift away from homeownership due to the housing crisis, increased unemployment, fluctuation in home values, and hard-to-come by credit.

Environmental Planning

Policy EP 1.3 Promote landscape design and irrigation methods that contribute to water and energy conservation.

Response: The landscaping for the proposed development will be in accordance with the existing city approved landscape palette on-site (Zocallo Plaza) and with the surrounding developments including Scottsdale Quarter. Low water-use indigenous plants and trees will be used throughout the project. Turf areas will be limited to interior areas for active and passive recreation. Trees and landscaping will be used to provide shade within the parking lot and for the buildings, thereby reducing the heat-island and reducing overall energy consumption for cooling. Low voltage landscape lighting will be used throughout the site as an efficient way to light the pathways and landscape areas while still meeting the dark-sky ordinance.

Policy EP 4.2 Encourage all developments to respect and respond to the Sonoran Desert climate.

Response: Special attention has been given to the site planning and building aesthetic under this development proposal to uphold the distinctive character of Scottsdale and the Airpark area. The design envisioned for the Property will respect and enhance the unique climate and vegetation of the Sonoran Desert to help sustain our community and quality of life. The applicant's approach to the overall design is focused on providing harmony and compatibility with the visions and framework of the Airpark area.

Policy EP 4.8 Building design should respect and enhance the Sonoran Desert context of the Greater Airpark using building orientation, landscape buffers, colors, textures, material and lighting.

Response: To further elaborate on the statements above, the buildings have been designed in a manner to respond to the Sonoran Desert climate through the use of solar shading, landscaping, recessed windows, articulation, material selection, textures, paint colors, scale and massing in balance with the surrounding community. The development proposal promotes a rich desert landscape palette in a contemporary theme that celebrates the unique character and quality of the Sonoran Desert while providing an attractive resort-like setting for the buildings.

Policy EP 5.4 Encourage landscape improvements that limit the amount of turf area and make optimal use of indigenous adapted desert plants.

Response: See response immediately above.

Character & Design

Policy CD 1.1 Promote innovative, high quality design using specific design criteria associated with each Future Land Use Area in the Greater Airpark:

Airpark Mixed Use Future Land Use Areas (AMU & AMU-R)

The character of these areas is pedestrian-oriented, urban, and human-scale and features a variety of open spaces, gathering areas, and multi-modal transportation options. Multi-modal transportation should include bicycle and transit access connected to a pedestrian network to encourage social contact and interaction among the community. Design elements should be oriented toward people, such as the provision of shelter and shade for the pedestrian, active land uses at the ground floor/ street level, and a variety of building forms and facade articulation to visually shorten long distances. A variety of textures and natural materials is encouraged to provide visual interest and richness, particularly at the pedestrian level. Design of this Future Land Use Area should be based on a small city block layout with mid-block connections to promote greater walkability. The public realm may be activated through building and site design, orientation toward

the street, high-activity uses on the street level, and the integration of public art.

Response: The proposed development achieves this policy in the following ways:

- Mixed-use live, work, play philosophy enhanced with proposed multi-family
- Building design includes recessed podium parking for approximately half of the required parking spaces and numerous at-grade carports
- Walk-up access to most first floor units enhances walkability of development
- Special attention given to pedestrian linkages both internal to the site and along the perimeter emphasizes connectivity
- Compatibility with surrounding context
- Site and building design focuses on Sonoran Desert climate through the use of solar shading, recessed windows, articulation, material selection, textures, paint colors, scale and massing
- Open space maximized; development provides 39.5% open space

Policy CD 1.2 *Lighting should be designed to minimize glare, conserve energy, and accent the respective Future Land Use Area character.*

Response: The on-site lighting will be designed in a manner to minimize glare and conserve energy while respecting and remaining consistent with the surrounding land uses. Lighting from the podium parking garages will be screened by stoops and by "green screen" as noted above. One of the lighting goals will be to provide appropriate low-level pedestrian scale lighting (bollard and foot lighting) for pedestrians walking at night to and from the community. The lighting will be integrated with the abundant desert landscaping proposed with this development.

Policy CD 2.1 *Establish a unified streetscape for identified Signature Corridors with unique imagery for each corridor.*

Policy CD 2.1.3 Greenway-Hayden Signature Corridor

The Greenway-Hayden Signature Corridor should serve as the "Main Street" of the Greater Airpark, north of the runway, and should reference multi-modal connections from other cities to major area destinations, such as the Tournament Players Club Golf Course and Scottsdale Sports Complex. The public realm should animate the street during all seasons. Design elements could include large window displays, banners, integrated signage, passive cooling elements, covered patios, shade, public art, bicycle pedestrian connections, and gathering areas.

Response: The proposed development will highlight Greenway-Hayden Loop as a Signature Corridor and provide design elements that cater to the pedestrian through the use of building character, signage, connectivity, landscaping, hardscape and lighting.

Policy CD 2.1.7 73rd Signature Corridor

The 73rd Signature Corridor is a major pedestrian corridor in the Greater Airpark. Design elements along this street should include aviation themes and human-scale building orientation. Shade is an important element and may be incorporated through the built environment, as well as natural shading. Hardscape elements could include bollards, foot lighting, and sophisticated fencing that secure taxi lanes from pedestrian activity. Low-lying vegetation, such as vines and shrubs, are important landscape features that should soften the continuous building mass characteristics of land uses on the east side of the corridor.

Response: The proposed development will emphasize 73rd Street as a Signature Corridor and provide design elements that cater to the pedestrian through the use of building character, signage, connectivity, landscaping, hardscape and lighting.

Policy CD 2.2 Signature Corridor streetscapes should provide continuity among adjacent uses through a comprehensive landscape design, including decorative paving, street furniture, public art, and integrated infrastructure improvements.

Response: The streetscape along Greenway-Hayden Loop is well established and any new streetscape design will match the established landscape theme along this frontage. This area will also receive significant pedestrian links not currently in place, as reflected on the submitted site plan. Other elements such as decorative paving for sidewalks and pedestrian crossings will be integrated into the project hardscape. All hardscape elements including paving, site furnishings and public art will match the character currently established in the area. The design for the project will reinforce the strong commitment to link the proposed development with the surrounding commercial developments.

Policy CD 2.3 In designated Signature Corridors, encourage pedestrian- and transit-oriented development, with parking and automobile access in the rear of the development, and short access paths to transit.

Response: The parking for the proposed residential community is provided internally at the podium level (recessed level) below each building as well in surface parking lots integrated throughout the development. The focus of the site and building design is on the pedestrian, and therefore, the location of the buildings and pedestrian connectivity takes precedence. Consistent with PUD requirements, there is no parking between the surrounding streets and driveway and the buildings themselves. The design encourages residents to walk, bike and utilize transit opportunities.

IV. Planned Unit Development (PUD) Ordinance

The purpose of the Planned Unit Development district is to promote the goals of the General Plan, area plans, and design guidelines in areas of the City that are designated by the General Plan for a combination of land uses in a mixed-use development pattern of the either horizontal or vertical design...

...Commercial, employment, hospitality, multi family, residential, and townhouse residential uses are encouraged to be provided with intensities and densities that promote a mix of day and nighttime activities.

The 6.42+/- acre Property is part of the larger 20+/- acre Zocallo Plaza master plan, which is a mixed-use development that includes a range of commercial and service retail uses. The integration of a luxury residential community on the subject site completes the mixed-use sustainable character of Zocallo and complements the existing urban fabric of the surrounding area.

This application includes a range of exhibits including the site plan, podium parking plan, elevations, landscape plan, and civil engineering information which demonstrate the character and high-level of design proposed for this site. The buildings have been designed in a manner that provides a hierarchy of masses and sensitivity to the pedestrian. Appropriate architectural detailing and materials (including stucco, manufactured stone veneer, metal louvers and guard rails) have been carefully selected to uphold the unique character and context of the Sonoran Desert.

The development encourages alternative modes of transportation by focusing on a pedestrian network that encourages interaction with the surrounding context. The development gives special consideration to the pedestrian by creating inviting access connections through landscape and hardscape design within Zocallo Plaza and to adjacent developments such as Kierland and Scottsdale Quarter.

PUD Criteria

Section 5.5003 of the Zoning Ordinance states that the development proposals shall comply with the following criteria:

- A. *PUD Zoning District Approval Criteria,*
 - I. *As part of the approval or modified approval of an application for a PUD district, the Planning Commission shall recommend and the City Council shall find that the following criteria have been met:*
 - A. *The proposed development promotes revitalization, the goals, policies and guidelines of the General Plan, Area Plans and Design Guidelines.*

Response: The proposed development accomplishes a range of goals including the revitalization of an underutilized property (with vacant office and restaurant buildings), integrating high quality, vibrant architecture and site planning to the area, and creating pedestrian synergy that will complement the existing Zocallo and Scottsdale Quarter and developments. The proposed development meets the goals and policies of the General Plan and GACAP as outlined in Section III of this project narrative.

B. The proposed development's uses, densities, or development standards would not otherwise be permitted by the property's existing zoning.

Response: The proposed development would not be permitted under the existing C-3 zoning designation.

C. The proposed development will be compatible with adjacent land uses and promotes the stability and integrity of abutting or adjacent residential neighborhoods.

Response: The proposed development is compatible with adjacent land uses and maintains the integrity of the Airpark employment core by provide a balance to the variety of land uses found in the area.

D. That there is adequate infrastructure and City services to serve the development.

Response: There is adequate infrastructure and City services to serve the development.

E. That the proposal meets the following location criteria:

The proposed development is not located within any areas zoned environmentally sensitive lands ordinance (ESL) nor within the boundaries of the Downtown Plan.

Response: The Property is not located within the ESL area or within the boundaries of the Downtown Plan.

The proposed development fronts onto a major or minor arterial and/or major collector street as designated in the City's transportation master plan.

Response: The proposed development fronts Greenway-Hayden Loop, a minor arterial and 73rd Street and minor collector.

V. **Conclusion**

In summary, the applicant is seeking a Minor GPA and rezoning on a 6.42+/- acre site to create a unique luxury multi-family community with approximately 240+/- residential units. The Property is part of the larger 20+/- acre Zocallo Plaza master plan, which is a mixed-use development in the Airpark Character Area. Integrating a residential land use on this site will complete the mixed-use character of Zocallo Plaza.

Redevelopment of this parcel will revitalize an underutilized property, provide additional housing opportunities for the community and contribute towards the live, work, play land use balance promoted by the GACAP and essential to the success of the Airpark as a true mixed-use employment core.

As housing trends indicate a fundamental shift away from homeownership due to the housing crisis, rise in unemployment, fluctuation in home values, and tightening of available credit, new residential rental opportunities are in high demand. The Property's surrounding retail development and nearby Airpark employment core provide regional appeal for future residents.

Addendum – Zocallo Refuse Plan

The Residences at Zocallo Plaza feature four stories of residences over a partially subterranean parking level, or concrete “podium” garage level.

The project contains four buildings. Each building has a centrally located trash chute room on each floor, with two chutes that descend to a trash room at the garage level. The chutes align with a PTR Baler and Compactor, model number TP-33SP which compacts trash into a three-yard container, at a ratio of approximately 3:1. A spare three-yard container under each building is provided at the time the full container is to be switched.

There are two, three-yard containers under each building. The containers have wheels, and are towed by a maintenance vehicle to the screened and gated refuse collection point at the North end of the site, (within a parking area). The refuse collection point enclosure can hold four containers, as it is calculated that four containers, picked up twice per week will serve the project. If demand is greater, pickup may be increased to three times weekly. Maintenance drives the empty containers back under each building after the truck collection has occurred.

The above has been discussed and recommended by: Bill Brandenburger of Allied Waste services (602)237-2078.



Rezoning Application Checklist

At your pre-application meeting, your project coordinator will identify which items are required for submittal. Please note that ALL items checked will be required at the time of formal submittal.

PART I -- GENERAL REQUIREMENTS

All Graphics And Plans Shall Be To Scale And Dimensioned.

Req'd	Rec'd	Description of Documents Required for Complete Application. No application shall be accepted without all information in above section and without all items marked below.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1. Rezoning Application Checklist (this list)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2. Completed Application Form (form provided)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3. Proposition 207 information handout (sample agreement provided).
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4. Zoning Application Fee \$ 2,158 (subject to change every July) \$2,590
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	5. Letter Of Authorization (from property owner(s) if property owner did not sign the application form) \$2,140 + 6.42*70 = (as of July 1st)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	6. Citizen Review Process Requirements: (form provided)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	7. Current Title Report (requirements form provided) <ul style="list-style-type: none"> • 8-1/2" x 11" – 1 copy • Include complete Schedule A and Schedule B.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8. Legal Description: (if not provided in Title Report) <ul style="list-style-type: none"> • 8-1/2" x 11" – 2 copies
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	9. Site Location Map: <ul style="list-style-type: none"> • 8-1/2" x 11" – 1 copy (quality suitable for reproduction)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10. Assessor's Map: (obtain from Records) identifying parcel(s); project location is to be <u>clearly marked</u> <ul style="list-style-type: none"> • 8-1/2" x 11" – 2 copies

Planning, Neighborhood & Transportation Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088

Rezoning Application Checklist

11. Provide a Combined Context Aerial and Context Site Plan:

- 24" x 36"- **FOLDED-2** color copies
- 11" x 17" – **1** color copy

Aerial shall not be more than 1 year old and shall include and overlay of the site plan showing lot lines, tracts, easements, street locations/names and surrounding zoning for a radius from the site of:

- 750 feet
- 1/4 mile radius from site
- 1 mile radius from site
- Other:

Show the proposed site plan in relation to surrounding development including the following:

- Building footprints and other site improvements such as drives, parking areas, site walls (indicate height of buildings and site walls);
- Label surrounding zoning and land uses;
- Streets including sidewalks, and any surrounding driveways or intersections;
- Show bike paths and trails; and
- Development plans approved by the Development Review Board during the past year that have not been constructed. (Approved plans are available at the Scottsdale Records Division at 7447 E. Indian School Road, Suite 105).

Massing Model: Scaled model indicating building masses on the site plan and the mass of any building within 500 feet (or other distance as required by the Project Coordinator).

12. Existing Conditions Photo Exhibit: Mounted or Printed on 8-1/2"x11" Paper (Printed digital photos are OK)

- Photos mounted on cardboard, foamboard, particleboard, posterboard or other material **will not** be accepted.
- See attached Existing Conditions Photo Exhibit graphic showing required photograph locations and numbers.
- Provide **1 color** original set and **1 - 8-1/2" x 11"**

13. Project Narrative (form provided)

14. Draft Development Agreement (if applicable)

~~15. Proposed Amended Development Standards~~ (see provided sample)

- should meet Maricopa County recording requirements
- Proposed amended development standards justification (provided)

16. School District Notification – map provided (see Community Input Certification form)

17. Completed Airport Vicinity Development Checklist – Your property is located within the vicinity of the Scottsdale Municipal Airport (within 20,000 foot radius of the runway; **information packet provided**)

Planning, Neighborhood & Transportation Division

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Rezoning Application Checklist

18. Policy for Appeal of Required Dedications or Exactions (copy provided to applicant)

19. Archaeological Resources (information sheets provided)

- Certificate of No Effect / Approval Application Form (provided)
- Archaeology Survey and Report - **3** copies
- Archaeology 'Records Check' Report Only - **3** copies
- Copies of Previous Archeological Research - **1** copy

20. Historic Property (existing or potential historic property)

Narrative describing proposal to preserve the historic character or compliance with property's existing Historic Preservation Plan

21. Site Posting Requirements (decal provided) and

- Affidavit of Posting for Project Under Consideration
(Affidavit must be turned in no later than 14 days after application submittal)
- Affidavit of Posting for Public Hearing
(Affidavit must be turned in 20 days prior to P.C. hearing)

PART II -- REQUIRED PLANS & RELATED DATA

All Graphics And Plans Shall Be To Scale And Dimensioned.

1. Site Plan: (include all existing or approved site plan data on all adjacent property within 100+ feet of the site- see attached Plan and Report Requirements)

- 24" x 36" -12 copies, **FOLDED**
- 11" x 17" - 1 copy (quality suitable for reproduction)
- Digital -1 copy (See Digital Submittal Plan Requirements)

2. Project Data Sheet (form provided)

3. Site Plan Worksheet including calculations (sample provided)

- 24" x 36" - 1 copy **FOLDED**

4. Conceptual Elevations:

- 24" x 36" - 1 **color** copy **FOLDED**
- 11" x 17" - 1 **color** copy
- Digital - 1 copy (See Digital Submittal Plan Requirements)

5. Conceptual Landscaping Plan:

- 24" x 36" - 1 copy **FOLDED**
- 11" x 17" - 1 copy

~~**6. Floor Plans**~~

- 24" x 36" - 1 copy **FOLDED**
- 11" x 17" - 1 copy (quality suitable for reproduction)

Planning, Neighborhood & Transportation Division

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Rezoning Application Checklist

- 7. Floor Plan Worksheet** including calculations
- 24" x 36" – 1 copy **FOLDED**
 - Digital -1 copy (See Digital Submittal Plan Requirements)

- 8. Drainage Report**
- See the City's Design Standards & Policies Manual for specific submittal and content requirements for drainage report. The report shall be bound (3 ring, GBC or coil wire, no staples) with card stock front and back covers, and must include all required exhibits, full color aerial/topo maps and preliminary grading and drainage plans. Full size plans/maps shall be folded and contained in pockets.
- Demonstrate compliance with Army Corp. of Engineers with 404 compliance
 - Demonstrate compliance with National Pollutant Discharge Elimination Systems (NPES)
 - 8-1/2" x 11" - 2 copies of the Drainage Report including full size plans/maps in pockets
 - Digital- 1 copy (See Digital Submittal Plan Requirements)
- Planning & Development Services will not process project applications until the Drainage Report contains sufficient information in detail, scale and clarity for review.**

- 9. Water Sampling Station**
- Show location of sample stations on the preliminary plat.
 - Fax 8- 1/2 " x 11" copy of the preliminary plat with sampling stations to the Water Quality Division. Attn: Craig Miller- Fax: 480-312-5615, Phone: 480-312-5016

Part III. Additional Requirements

- 1. Results of Alta Survey (42" x 36") FOLDED**
- 1 copy, shall not be more than 30 days old
- 2. Topography Map:** (include 2'-0" minimum contours except where slopes exceed 15%)
- 24" x 36" 1 – copy **FOLDED**
 - 11" x 17" 1 – copy
- 3. Site Cross Sections**
- Show existing and proposal grade lines, and all finished floor elevation of adjacent sites (at locations specified by Project Coordination Manager)
- 24" x 36" 1 – copy **FOLDED**
 - 8-1/2" x 11"- 1 copy (quality suitable for reproduction)
- 4. _____ Transportation Impact & Mitigation Analysis (TIMA):** Contact the TIMA Coordinator,
- PHIL KERCHER at _____, for TIMA requirements.
- Name Phone
- At time of submittal, provide letter from the TIMA coordinator.
- _____ **Trip Generation Analysis- 3 copies**
- _____ **Traffic Impact Study- 3 copies**
- _____ **Traffic Evaluation- 3 copies (for Bars, Live Entertainment)**

Planning, Neighborhood & Transportation Division

7447 E. Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ Phone: 480-312-7000 ♦ Fax: 480-312-7088

Rezoning Application Checklist

~~5. Parking Analysis~~

- 3 – copies (required for reduction of Ordinance requirements)

~~6. Parking Master Plan~~

- 3 – copies (required for reduction of Ordinance requirements)

~~7. Native Plant Submittal:~~ identifying significant concentrations on vegetation

- 24" x 36" 1 – copy **FOLDED** (aerial with site plan overlay to show spatial relationships of existing protected plants to proposed development)
- **See Sec. 7.504** of the Zoning Ordinance for specific submittal requirements.

8. **Phasing Plans** showing the proposed infrastructures and access to each phase of the development.

IF APPLICABLE

- 24" x 36" 1 – copy **FOLDED**

~~9. PRD Addendum (refer to Zoning Ordinance) – 2 copies (see sec. 6.204)~~

~~10. PCD Addendum (refer to Zoning Ordinance) – 2 copies (see sec. 5.2100)~~

~~11. PBD Addendum (refer to Zoning Ordinance) – 2 copies (see sec. 5.3061)~~

~~12. ESL Addendum (refer to Zoning Ordinance) – 2 copies (see sec. 6.1010)~~

13. **Preliminary Art Plan & Schematic Design** showing location, type and scale of artwork (Required of Downtown Planned Block Developments)

14. Other _____

16. **Submit all items pursuant to the Submittal Instructions provided.**

17. **An appointment must be scheduled to submit this application. To schedule your submittal meeting please call 480-312-7000. Request a submittal meeting with a Planning Specialist and provide your case pre-app number; 401 -PA- 2011.**



Coordinator Signature

~~2011~~ 6.28.2011

Date

This application needs a: New Project Number or Old Project Number: _____

Planning, Neighborhood & Transportation Division

7447 E. Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ Phone: 480-312-7000 ♦ Fax: 480-312-7088



Submittal Fee

Project Name: The Residences @ Zuccini Plaza Pre-App#: 401.PA.2011
Fee Type: Minor GP + ZN Fee Amount: \$ _____
Staff Name: F. Cookson Signature: [Signature] Phone: x 22542 Date: 8/17/11

Planning, Neighborhood & Transportation Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-2500 • Fax: _____



City of Scottsdale Cash Transmittal

**** DUPLICATE ****

88035

88035
1 00381751
08/17/11 PLN-1STOP
LORS HPDOB58011
8/17/2011 3:43 PM
\$3,540.00

Received From :

SCOTTSDALE PLACE LLC
2198 E CAMELBACK RD STE 230
SCOTTSDALE, AZ 85016
602-778-0400

Bill To :

**** DUPLICATE ****

Reference # 401-PA-2011
Address 15440 N GREENWAY-HAYDEN LOOP
Subdivision LOT 2 IN ZOCALLO PLAZA

Issued Date 8/17/2011
Paid Date 8/17/2011
Payment Type CHECK

Marketing Name Lot Number 2A
MCR 1078-18 **County** No
APN 215-44-071 **Gross Lot Area** 0
Owner Information **NAOS Lot Area** 0
JOHN BERRY & DAVID DAMORE **Net Lot Area**
6750 E CAMELBACK RD **Number of Units** 1
SCOTTSDALE, AZ 85251 **Density**
480-385-2727

Cost Center
Metes/Bounds No
Water Zone
Water Type
Sewer Type
Meter Size
QS 35-45

Code	Description	Additional	Qty	Amount	Account Number
30	GENERAL PLAN APPLICATION	Minor	1	\$1,950.00	100-21300-44221
3170	REZONING APPLICATION	Resid / 6.42 AC	1	\$1,590.00	100-21300-44221

SIGNED BY MICHELLE HAMMOND ON 8/17/2011

10-ZN-2011
1st: 8/17/2011

Total Amount

\$3,540.00

(When a credit card is used as payment I agree to pay the above total amount according to the Card Issuer Agreement.)

TO HAVE WATER METER SET - CALL 480-312-5650 AND REFER TO TRANSMITTAL # 88035

CHECKLIST
DRAINAGE REPORTS, DRAINAGE WAIVER, WATER AND WASTEWATER
BASIS OF DESIGN REPORTS

APPLICANT:

Please remember to take the following reports to the One Stop Shop to be logged in.

- Drainage Report/Drainage Waiver (2 copies)- Plan Check # 3555-11
- Water Basis of Design Report (2 copies)- Plan Check # _____
- Wastewater Basis of Design Report (2 copies)- Plan Check # _____
- No reports required

PLANNING ASSISTANT:

Please write the pre-app number on the submitted reports.

COUNTER REPRESENTATIVE:

When giving the above reports a Plan Check number, please remember to input the following information from the project application in the Plan Check number:

- Project Name The Residence@ Zorillo Plaza
- Street Address 15440 N. Greenway Hapton Loop
- Applicant's name/contact information Michelle Hammond
- Pre-application number 401-PA-2011

***** Please return this form to the Planning Assistant's**


Planning Assistant Signature

8/17/11
Date

Case File _____



Application for Plan Reviews and Permits

Plan Check No. 3555-11
 Product Type CASE DRAINAGE REPORTS
 Project Name THE RESIDECE @ ZOCALLO PLAZA
 Location 15440 N GREENWAY-HAYDEN LOOP
 Specific Use APARTMENTS
 Contact Name MICHELLE HAMMOND
 Work Order

Date 8/17/2011
 Case 401-PA-2011
 Zoning C-3
 APN 215-44-071
 QS 35-45
 Bldg Code
 Const Type

Owner SCOTTSDALE PLACE LLC
 Address 2198 E CAMELBACK RD STE 230
 City, St. Zip SCOTTSDALE, AZ 85016
 Civil Engineer HILGARTWILSON
 Address 2390 E CAMELBACK RD STE 403
 City, St. Zip PHOENIX, AZ 85016
 Planner JOHN BERRY & DAVID DAMORE
 Address 6750 E CAMELBACK RD
 City, St. Zip SCOTTSDALE, AZ 85251

Phone 602-778-0400
 Phone 602-490-0535
 Phone 480-385-2727

(No Fees) Grand Total \$0.00

PLANS WILL ONLY BE RELEASED TO PERSON LISTED AS THE CONTACT.

VISIT WWW.SCOTTSDALEAZ.GOV/BLDGRESOURCES/COUNTERRESOURCES FOR INFORMATION ON YOUR PROJECT.

I (the undersigned) understand and agree that the issuance of the permit for which I am applying does not relieve me of the responsibility that this work will be done in conformity with the laws of the City of Scottsdale, Maricopa County, and the State of Arizona. I further agree that the Scottsdale Building Division Inspector has the authority to require a change in the plans and construction as well as a responsibility for the appropriate State, County, and City law supporting such a change of work order.

Owner/Architect/Contractor :

Date : 8/17/2011

SIGNED BY MICHELLE HAMMOND ON 8/17/2011

An application for a permit for any proposed work shall be deemed to have been abandoned 180 days after the date of the last completed review for correction or the last review approval, unless such application has been pursued in good faith or a permit has been issued. All abandoned/expired plans will be disposed of at the time of expiration.

7447 E. Indian School Rd., Scottsdale, AZ 85251 (480) 312-2500

10-ZN-2011
 1st: 8/17/2011



Project Pre-Application Questionnaire

The purpose of the Pre-Application process and this questionnaire is to provide preliminary information to the City's Planning Department on your proposed development project. This information and a Pre-Application meeting facilitate discussion on the development review process and related issues most likely applicable to your development project.

Pre-Application Process

Most development proposals are required to go through one or more application and/or entitlement processes, some of which involve public hearings. To process your pre-application and to enable your meeting to be productive, the attached forms and all required materials must be provided. At the pre-application meeting, city staff will highlight areas where you may need to pay particular attention, and which, if any, public hearing process(es) you will be required to go through. More information can be found at www.scottsdaleaz.gov/BldgResources/DevProcess

Completed pre-application application forms, all required materials and fees should be submitted in person to the One-Stop-Shop located at 7447 E. Indian School Road. Make checks payable to "City of Scottsdale."

After the pre-application packet has been accepted, the request is routed for assignment and scheduling. A staff member will contact you to schedule a pre-application meeting with staff.

Submittal Date: June 24, 2011 Project No.: 401 -PA- 2011

Project Name: Zocallo Residential Parcel No(s): 215-44-071 & 215-44-067

Address: 15440 N. Greenway-Hayden Loop Quarter Section(s): 35-45

Property Details:

Single-Family Residential Multi-Family Residential Commercial Industrial Other

Lot Size: 6.42 +/- gross acres Current Zoning: C-3 Current Use(s): Restaurant/Office

Has a 'Notice of Compliance' been issued? No Yes If yes, provide a copy with this submittal

Application Type:

Abandonment (AB) In-Lieu Parking Request (IP) Rezoning (ZN)
 Development Review (DR) Master Plan (MP) Text Amendment (TA)
 ESLO Hardship Exemption (HE) Master Sign Program (MS) Use Permit (UP)
 ESLO Wash Modification (WM) Notice of Compliance Variance (BA)
 General Plan Amendment (GP) Preliminary Plat Subdivision (PP) Other _____

Owner: Jeff Newburg

Applicant: John Berry / Michele Hammond

Company: Scottsdale Place, LLC

Company: Berry & Damore, LLC

Address: 2198 E. Camelback Road, #230, Phx 85016

Address: 6750 E. Camelback Road, # 100, Sct 85251

Phone: (602) 778-0400 Fax: (602) 778-0401

Phone: 480-385-2753 (MH) Fax: 480-325-2757

E-mail: jeff@broadmooraz.com

E-mail: jb@berrydamore.com / mh@berrydamore.com

Michele Hammond
Signature (circle one): Owner Applicant

June 24, 2011
Date

Planning, Neighborhood & Transportation |
7447 E Indian School Road Ste 105, Scottsdale, AZ 85251 • Phone: 480-312-700

10-ZN-2011
1st: 8/17/2011

OK to submit. Cheryl Swens 6.24.11



City of Scottsdale Cash Transmittal

87636

87636
 8 00367427
 06/24/11 PLN-1STOP
 KWHEELER HPDC575014
 6/24/2011 2:26 PM
 \$106.00

Received From :

BERRY & DAMORE LLC
 6750 E CAMELBACK RD STE 100
 SCOTTSDALE, AZ 85251
 480-385-2727

Bill To :

BERRY & DAMORE LLC
 6750 E CAMELBACK RD STE 100
 SCOTTSDALE, AZ 85251
 480-385-2727

Reference #	401-PA-2011	Issued Date	6/24/2011
Address	15440 N GREENWAY-HAYDEN LOOP	Paid Date	6/24/2011
Subdivision	LOT 2 IN ZOCALLO PLAZA	Payment Type	CHECK
Marketing Name		Cost Center	
MCR	1076-18	County	No
APN	215-44-071	Gross Lot Area	0
Owner Information		NAOS Lot Area	0
BERRY & DAMORE LLC		Net Lot Area	
6750 E CAMELBACK RD STE 100		Number of Units	1
SCOTTSDALE, AZ 85251		Density	
480-385-2727		Water Zone	
		Water Type	
		Sewer Type	
		Meter Size	
		QS	35-45

Code	Description	Additional	Qty	Amount	Account Number
3172	PRE-APPLICATION / GP		1	\$85.00	100-21300-44221
31	RECORDS PACKET FOR PREAPPS		1	\$21.00	100-21300-44221

SIGNED BY MICHELE HAMMOND ON 6/24/2011

10-ZN-2011
1st: 8/17/2011

Total Amount:

\$106.00

(When a credit card is used as payment I agree to pay the above total amount according to the Card Issuer Agreement.)

TO HAVE WATER METER SET - CALL 480-312-5650 AND REFER TO TRANSMITTAL # 87636

Zocallo Plaza Lots 2A & 3/Barcelona Redevelopment

Pre-Application Project Narrative

June 2011

Purpose of Request:

The request is for a Minor General Plan Amendment (“GPA”) from the AMU (Airpark Mixed Use) land use category to AMU-R (Airpark Mixed Use – Residential) land use category and a rezoning from C-3 (Highway Commercial) to PUD (Planned Unit Development) on a 6.42+/- gross acre +/- site located east of the northeast corner of Scottsdale Road and Greenway Hayden Loop (the “Property”); commonly referred to as Lots 2A and 3 of Zocallo Plaza. Within the PUD district, the applicant intends to create a unique luxury multi-family community of approximately 236+/- residential units.

Existing Improvements/History:

The Property is part of the 20-acre +/- Zocallo Plaza (“Zocallo”) master plan, a mixed-use commercial site zoned C-3, which is bordered by Scottsdale Road on the west, Greenway-Hayden Loop on the south, 73rd Street on the east, and Tierra Buena Lane on the north. Zocallo is governed by CC&R’s and has its own internal Design Review Committee. Zocallo has a common perimeter wall design, landscape palette and comprehensive sign package, all approved by the City of Scottsdale.

The 6.42+/- acre redevelopment parcel under this application is currently occupied by the former 19,000 s.f. Barcelona Restaurant/Nightclub and a 2-story, 26,000 s.f. office building on the north end of the Barcelona parking lot (the “Office Building”). The 2-story office/retail building (Barcelona Business Center or “BBC”) at the northwest corner of Greenway-Hayden Loop and 73rd Street, which is adjacent to the subject Property is under separate ownership and will remain in place.

This site was formerly ground leased by Danny’s Family Companies or affiliates thereof (“DFC”), all of which entered bankruptcy in March 2010 and remain in bankruptcy. The ground leases have been terminated. The former Barcelona Restaurant closed in June 2009 and remains vacant. There are no other tenants occupying the Property.

Surrounding Uses:

- **North:** Immediately north is a 110-room, 3-story Extended Stay America Hotel zoned C-3. Directly north of the hotel is the 25-acre +/- “CrackerJax” amusement park zoned C-4.

- **East:** 120,000 s.f. +/- I.C.E. building (formerly Dial Corp. Headquarters) zoned I-1.
- **South:** 26-acre +/- Scottsdale Quarter mixed-use development zoned PRC.
- **West:** Major retail and furniture establishments (City of Phoenix), including the former Robb & Stucky store zoned C-2 PCD.
- **Southwest:** Kierland Commons – a major Phoenix based mixed-use development zoned C-2 PCD.

Proposed Design Character:

The overall concept is to immediately construct luxury, upper income, multi-family rental residential within close proximity (walking distance) to abundant retail and office services. The project will create a sustainable, walk-friendly environment that takes advantage of the huge employment and retail base which surrounds the Property. As the site is buffered from Scottsdale Road by the existing Zocallo frontage parcels, it is a natural fit to redevelop the current improvements; the Office Building which has zero major street exposure (very difficult to lease when DFC leaves) and the vacant Barcelona Restaurant.

This application is driven by the site's surrounding land uses and a very strong market demand. The Property is ideal for multi-family development primarily due to its proximity to Scottsdale Quarter, other major retail services in the area, the Airpark's substantial employment base, proximity to the freeway and the demographic/income levels of north Scottsdale.

The applicant intends to utilize the 48' of height allowed by the PUD ordinance to create a luxury 4-story residential product with contemporary elevations complementary to the character of Scottsdale Quarter and other surrounding properties. The surrounding area is heavily developed with employment (mainly I-1) uses and significant retail/office (C-3) uses. Adding a high-end residential 'for rent' component provides a logical balance to the existing uses and character of the area. The proposed multi-family will promote an integrated, sustainable character for the area with a very strong "live, work, play" component. We have spoken to most of the surrounding owners/users. The parties contacted thus far seem to wholeheartedly welcome this proposed use.