
Case Research



Pre-Application Request

Purpose:

The purpose of the Pre-Application submittal, and meeting, is for the applicant and City Staff to discuss a proposed Development Application, and the information and process that is necessary for City Staff to process the proposal.


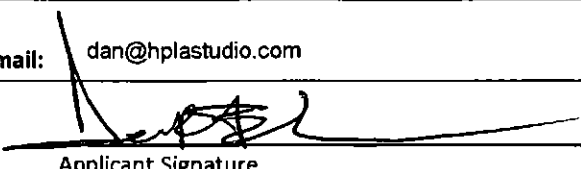
In accordance with the Zoning Ordinance, no development application shall be accepted before a Pre-Application has been submitted; and a Pre-Application meeting has been conducted with City Staff, unless the Pre-Application meeting has been waived by the Zoning Administrator.

Submittal:

The completed Pre-Application request form, all required materials and fees should be submitted in person to the One-Stop-Shop located at 7447 East Indian School Road. All checks shall be payable to "City of Scottsdale."

Scheduling

After the Pre-Application packet has been accepted at the One-Stop-Shop, a staff member will contact the Applicant within five (5) Staff Working Days to schedule a Pre-Application meeting with the assigned staff member(s). Generally, a Pre-Application meeting is scheduled within five (5) to fifteen (15) Staff Working Days from the date of the submittal.

Project Name: 7300 Earll	
Property's Address: 7300 East Earll Drive, Scottsdale, AZ	APN: _____
Property's Zoning District Designation: Downtown Overlay; Infill Incentive District; Multiple Use - Type 2; (D/OR-2/DO)	
Property Details:	
<input type="checkbox"/> Single-Family Residential	<input checked="" type="checkbox"/> Multi-Family Residential
<input type="checkbox"/> Commercial	<input type="checkbox"/> Industrial <input type="checkbox"/> Other
Has a 'Notice of Compliance' been issued? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, provide a copy with this submittal	
Owner: DS Deco 7300, LLC	Applicant: Dan Erlandson
Company: Deco Communities	Company: HPLA
Address: 8135 East Indian Bend, #100, Scottsdale 85250	Address: 7633 East Acoma Drive, Ste. 206, Scottsdale, AZ 85260
Phone: 480-850-2030 Fax: _____	Phone: 480-850-2030 Fax: _____
E-mail: dan@decocommunities.com	E-mail: dan@hplastudio.com
 Owner Signature	 Applicant Signature
Official Use Only Submittal Date: 9-15-14	Application No.: 880 -PA- 2014
Project Coordinator: _____	

Planning, Neighborhood & Transportation Division

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



Pre-Application Request

Development Application Type:

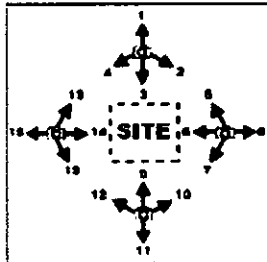
Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input type="checkbox"/> Rezoning (ZN)	<input checked="" type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Wash Modification (WM)	Other
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Historic Property (HP)	<input type="checkbox"/> Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance	Land Divisions	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivisions (PP)	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Subdivision (minor) (MD)	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance (BA)	<input type="checkbox"/> Perimeter Exceptions (PE)	Other Application Type Not Listed
<input type="checkbox"/> Minor Amendment (MA)	<input type="checkbox"/> Lot Tie or Lot Line Adjustment	<input type="checkbox"/>

Submittal Requirements: (fees subject to change every July)

- Pre-Application Fee: \$ 87
- Records Packet Fee: \$ 21
Processed by staff. The applicant need not visit the Records desk to obtain the packet.
(Only required for ZN, II, UP, DR, PP, AB applications, or otherwise required by Staff)
- Application Narrative:
The narrative shall describe the purpose of the request, and all pertinent information related to the request, such as, but not limited to, site circulation, parking and design, drainage, architecture, proposed land use, and lot design.
- Property Owner Authorization Letter
(Required for the SA and MS Pre-Applications)

- Site / Context Photographs
 - Provide color photographs showing the site and the surrounding properties. Use the guidelines below for photos.
 - Photos shall be taken looking in towards the project site and adjacent to the site.
 - Photos should show adjacent improvements and existing on-site conditions.
 - Each photograph shall include a number and direction.
 - Sites greater than 500 ft. in length, also take the photo locations shown in the dashed lines.
 - Photos shall be provided 8 1/2 x 11 paper, max. two per page.



- *The following list of Additional Submittal Information is not required for a Pre-Application meeting, unless indicated below by staff prior to the submittal of this request.*
- *Applicants are advised to provide any additional information listed below. This will assist staff to provide the applicant with direction regarding an application.*

Additional Submittal Information

- Site Plan (two copies)
- Subdivision plan (two copies)
- Floor Plans (two copies)
- Elevations (two copies)
- Landscape plans (two copies)
- H.O.A. Approval letter
- Sign Criteria Regulations & Language (two copies)
- Material Samples – color chips, awning fabric, etc.
- Cross Sections – for all cuts and fills
- Conceptual Grading & Drainage Plan (three copies)
- Exterior Lighting – provide cut sheets, details and photometrics for any proposed exterior lighting.
- Boundary Survey (required for minor land divisions)
- Aerial of property that includes property lines and highlighted area abandonment request.
- One copy of the recorded document for the area that is requested to be abandoned. Such as: subdivision plat, map of dedication, GLO (General Land Office) federal patent roadway easement, or separate dedication document. A copy of most recorded documents to be abandoned may be purchased at the City of Scottsdale Records Dept. (480-312-2356), or the Maricopa County Recorder's Office (602-506-3535). A copy of the General Land Office (GLO) federal patent roadway easement may be purchased from the Bureau of Land Management (602-417-9200).

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7300 East Earll Drive Condominiums - Scottsdale, Arizona

Deco Communities

Project Narrative

9/15/2014

I. Introduction

This application seeks the Development Review Board's approval of the proposed 7300 East Earll Drive residential 100 unit condominium development. Deco Communities, property owner, and Harley Ellis Devereaux, Architect have designed this project primarily for a young first time buyers and individuals that are downsizing who appreciate luxury and a home that telegraphs that message within the urban setting of downtown Scottsdale. The following description outlines the planning and design rationale for the siting, circulation and built form of this project.

This request is for an Infill Incentive designation on a +/-2.5 gross acre property located on the north side of East Earll Drive generally between North 73rd Street and Civic Center Plaza (aka North 74th Street) and referred to here as the "Property". The Property was re-zoned to Downtown/Office Residential Type 2 Downtown Plan. The zoning approval was for a multi-family residential development up to 50 feet in height excluding the height for mechanical equipment and its respective screening under Zoning Approval case 25-ZN-2005. It is our understanding that; provided that the development plan conforms to the site plan of the previously mentioned Zoning case, then the development plan would only require approval of the Development Review Board (DRB).

Approval of this request will facilitate the development of a maximum of 100 upscale residential condominium units ranging in size from approximately 861 square feet to 1,432 square feet. The Property is located in Downtown Scottsdale's Entertainment District which provides dining nightclub and evening activities intended to complement the commercial retail uses located in the Fashion Square District both of which require residential densities in the vicinity to maximize their economic benefit to the City of Scottsdale; this request helps satisfy that critical demand.

This proposed 100-unit upscale condominium development proposes a maximum of 50 feet in building height (exclusive of mechanical equipment). These development standards are appropriate given the context in which the Property is located, adjacent to the Holiday Inn Motel. This request, when approved, will comply with the Downtown Design Guidelines and will help promote and invigorate Downtown by providing residential dwelling units on a substantially underutilized piece of property. This request does not include any ancillary commercial, restaurant, bar or retail uses.

II. Context

The site is located at 7300 East Earll Drive, between 75th Street and 76th Street. **To the west**, the property abuts the three story Holiday Inn Express; **To the north**, the property abuts the Scottsdale Nursing and Rehabilitation Center; **To the East**, the project abuts a single story office building; **To the South (across East Earll Drive)**, the project faces Carpe Diem Secondary School.

The Downtown District is intended to facilitate the implementation of the objectives articulated in the Downtown Plan. This application fulfills these objectives which include opportunities and incentives for residential projects and mixed use development, establishing incentives for underground parking and more efficient land use to improve the appearance of Downtown and to allow latitude for creative design and architectural variety intended to reinforce Downtown Scottsdale's "sense of place".

7300 East Earll Drive Condominiums - Scottsdale, Arizona

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III. Site Planning

The proposed development will contain a total mix of 100 one and two bedroom condominiums plus below grade parking and Owner amenities. A formal entry, feeding off East Earll Drive, for cars and pedestrians has been created at the southeast corner of the site. This driveway and walkway lead to a drop-off building entry and continues on to surface visitor parking at the northeast corner of the site. The length of the driveway will negate traffic backing out into East Earll Drive.

The project is designed as two four story buildings atop a one level, below grade, parking structure. The two buildings are separated by a large courtyard that will be landscaped and contain the project's swimming pool and other Owner amenities. Trash Rooms are located in the below grade garage. Trash containers will be rolled out to a pick-up area either in a utility service area in the northeast corner of the property, or out to the street for pickup, depending on local ordinances, then returned to the Trash Room. Landscaped areas will include decorative unit pavers and indigenous water conserving plants. The proposed building respects the required set-backs as described in the accompanying Plan and Section documents.

IV. Building Aesthetics

The overall inspiration for the property is the work of Frank Lloyd Wright, specifically, Falling Water and his Usonian houses. The designers have incorporated strong horizontal lines in the elevations with recessed casement style windows. Vertical elements are accented by the use of locally sourced stone and aluminum framed glazing. The remainder of the exterior skin will be a light sand finish stucco.

In keeping with the required setback zones along East Earll Drive, the building presents a three story façade along East Earll Drive and then steps up to a four story height for the remainder of the project.

V. Building Massing

The allowable height for this building is 50'-0" as measured from twelve inches above the average East Earll Drive Street curb height to the upper most part of the roof. This height is non-inclusive of rooftop equipment and mechanical screen walls or elevator over-runs. There are a total of four floors of residential units in two separate buildings. The ground floor houses a Lobby, Community Room and Fitness Center facilities. A pool is located in the central courtyard along with additional Owner amenities. The impact of the building height is mitigated by the step-back modulation of the façade. As an Urban Planning concept, the modulation of the façade will benefit the neighborhood by eliminating a monolithic building face. The designers have chosen to maximize the views from the units by specifying low U-Factor, high Shading Coefficient casement style glazing that will be recessed within the exterior walls. Balconies are recessed into the units to provide maximum shading for these outdoor living areas.

VII: SUMMARY

In summary, the request is for an Infill Incentive designation on a +/- 2.5 gross acre property located at 7300 East Earll Drive in Downtown Scottsdale and, to the maximum extent possible, conforms to the previously approved Zoning Case 25-ZN-2005. Approval of this request will allow the development of a maximum of 100 upscale residential condominium units ranging in size from approximately 861 square feet to 1,432 square feet. The Property is located in Downtown Scottsdale's Entertainment District

7300 East Earll Drive Condominiums - Scottsdale, Arizona

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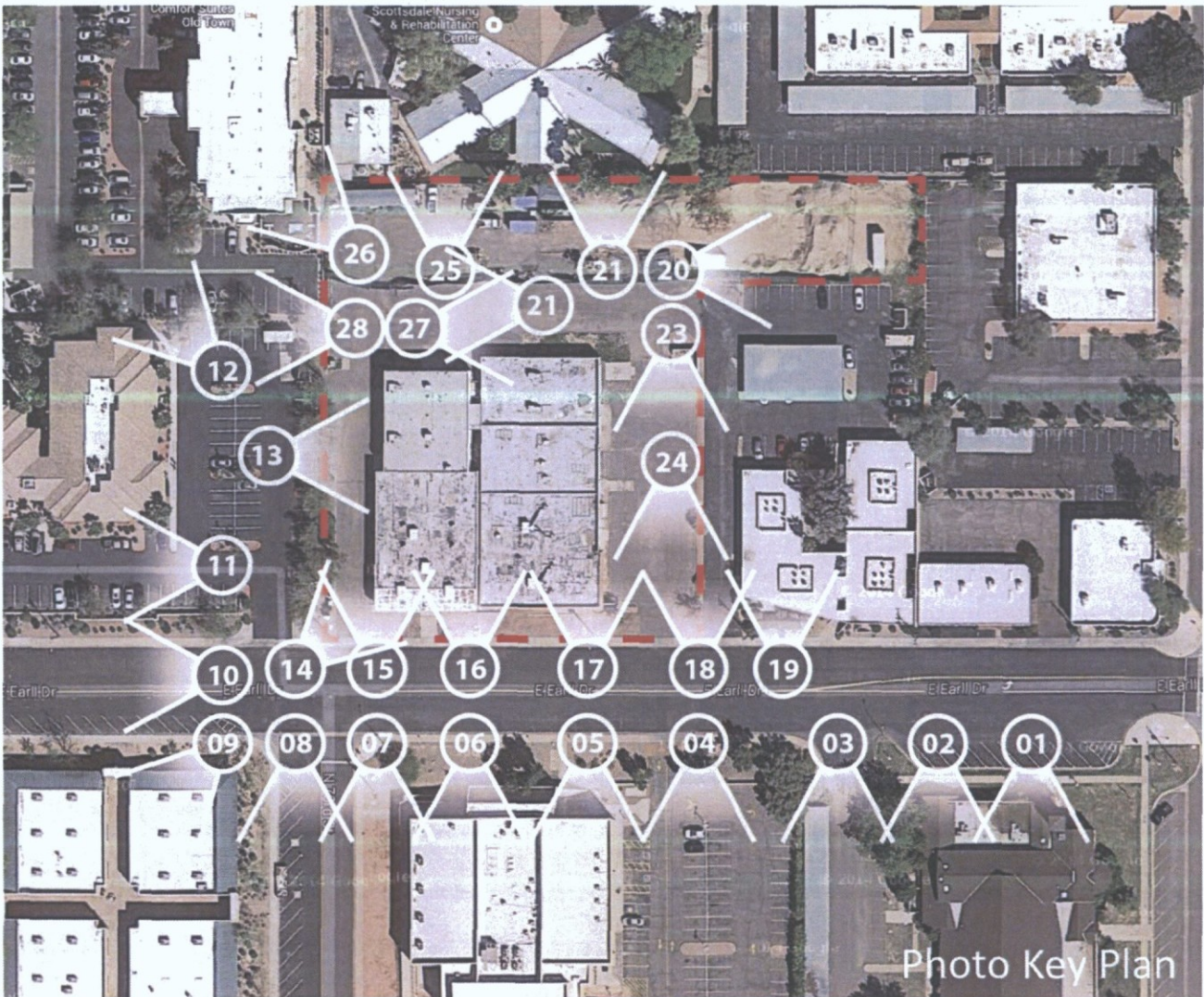
which is characterized by providing dining, nightclub and evening activities intended to complement the commercial retail uses located in the Fashion Square District both of which require residential densities in the vicinity to maximize their economic vitality. The proposed residential project will bring synergy and desirable residential dwellings to the existing Entertainment District promoting a live, play, work philosophy.

The project will be constructed on *under-utilized commercial property*, and will promote economic revitalization in the Downtown Area. Furthermore, the development is complementary and supportive of the adjacent neighborhood uses helping to create a synergistic energy, to the benefit of local businesses.

7300 EARLL

PRE-APPLICATION SUBMITTAL
Scottsdale, AZ

Site/Context Photographs



7300 EARLL



HARLEY ELLIS DEVEREAUX

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COMMUNITIES



Photo #01



Photo #02

7300 EARLL



Photo #03



Photo #04

7300 EARLL



Photo #05



Photo #06

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Photo #07



Photo #08

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Photo #09



Photo #10

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Photo #11



Photo #12

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Photo #13



Photo #14

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Photo #17



Photo #18

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Photo #19



Photo #20

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