

**Marked Agendas
Approved Minutes
Approved Reports**

Official signed Ordinances/Resolutions and
approved Minutes can be found at:

<https://eservices.scottsdaleaz.gov/cityclerk/DocumentSearch>

Ordinance No. 4293

Planning Commission Hearing 12/14/2016

City Council Hearing 1/24/2017

Case History

483-PA-2016

21-ZN-2016

Main Street Scottsdale Development



CITY COUNCIL REPORT

Meeting Date: January 24, 2017
 General Plan Element: *Land Use*
 General Plan Goal: *Create a sense of community through land uses*

ACTION

Main Street Scottsdale Development 21-ZN-2016

Request to consider the following:

1. Adopt Ordinance No. 4293 approving a Zoning District Map Amendment from Central Business, Downtown Overlay and Parking P-2; Passenger Vehicle Parking, Downtown Overlay (C-2 DO and P-2 DO) zoning to Downtown/Downtown Multiple Use – Type 2, Downtown Overlay (D/DMU-2 DO) zoning on a ± 1.94 -acre site located at southeast corner of North 69th Street and East Main Street, and approximately 95 feet east of the northeast corner North 69th Street and East 1st Street.

Goal/Purpose of Request

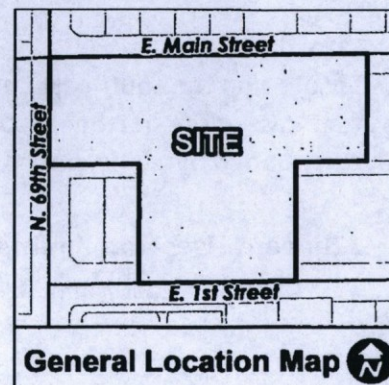
The applicant's request is for a Zoning District Map Amendment to rezoning the property to Downtown, Downtown Multiple Use, Downtown Overlay (D/DMU/DO) zoning to accommodate a new 44 unit four-story condominium and nine two-story town home development on a ± 1.93 - acre site.

Key Items for Consideration

- Conformance with the General Plan and Downtown Plan
- Consists of individually owned units, not apartments
- Continue revitalization of this area with a range of housing opportunities
- Reinvestment in an under-utilized property in the Downtown
- No known opposition
- Planning Commission heard this case on December 14, 2016 and recommended approval with a vote of 6-0

OWNER

Main Street Scottsdale, LLLP
303-728-3706



APPLICANT CONTACT

John Berry
Berry Riddell, LLC
480-385-2727

LOCATION

Southeast corner of North 69th Street and East Main Street, and approximately 95 feet east of the northeast corner North 69th Street and East 1st Street.

BACKGROUND

General Plan

The Land Use Element of the General Plan designates the site area as Mixed-Use Neighborhoods (Attachment #4). This category includes higher density residential, office and retail uses. Mixed-Use Neighborhoods are also characterized by being located in areas having multiple modes of transportation available. In addition, the site areas are located in a growth area, as designated by the Growth Areas Element of the General Plan. The purpose of this designation is to approach "...growth management from a perspective of ..." identifying those "...areas of the community that are most appropriate for development focus [that] will best accommodate future growth...." The Growth Areas are intended to encourage development in a mixed-use environment.

Character Area Plan

The Downtown Future Land Use map of the Downtown Plan designates the site as Downtown Multiple Use Type 2 (Attachment #5.) within the Main Street Conceptual Urban Neighborhood. This land use is characterized to "Encourage new development, redevelopment and infill that strengthens Downtown Scottsdale's mix of uses and activities..." (LU 2.5) that are primarily mutually supportive.

Zoning

This site is currently zoned Central Business Downtown Overlay (C-2 DO). The C-2 DO district allows for most types of commercial activities located along major streets, including shopping and service needs. The proposed zoning of Downtown/Downtown Multiple Use Type – 2 Downtown Overlay (D/DMU-2 DO) allows a mixture of commercial and residential uses in a mixed-use development form.

Context

Located on the southeast corner of North 69th Street and East Main Street, and approximately 95 feet east of the northeast corner North 69th Street and East 1st Street, the site is generally surrounded by office, parking, residential and restaurant uses.

Adjacent Uses and Zoning

- North: East Main Street, and further north is restaurant and office uses, zoned Central

- **South:** Business Downtown Overlay (C-2 DO)
East 1st Street, and further south is mixed use development, and office use, zoned Multiple-Family Residential Downtown Overlay (R-5 DO), Central Business Downtown Overlay (C-2 DO) and Downtown/Office Commercial – Type 2 Downtown Overlay (D/OC-2 DO)
- **East:** Office, personal care service and restaurant uses, zoned Central Business Downtown Overlay (C-2 DO), Downtown/Office Commercial – Type 2 Downtown Overlay (D/OC-2 DO), and Downtown/Office Commercial – Type 2 Downtown Overlay Historic Property (D/OC-2 DO HP)
- **West:** North 69th Street, residential, and hotel use Highway Commercial Downtown Overlay Historic Property (C-3 DO HP) Downtown / Residential Hotel – 2 Planned Block Development Downtown Overlay (D/RH-2 PBD DO).

Other Related Policies, References:

- 68-ZN-1964 Rezone a portion of the property from Multiple Family Residential (R-5) to Central Business (C-2)
- 10-ZN-1976 Rezone a portion of the property from Multiple Family Residential (R-5) to Central Business (C-2)
- 48-ZN-1979 Rezone a portion of the property from Service - Residential (S-R) to Central Business (C-2)
- 38-ZN-1983 Rezone a portion of the property from Multiple Family Residential (R-5) to Central Business (C-2)
- 121-ZN-1984 Rezone a portion of the property from Multiple Family Residential (R-5) to Central Business (C-2)
- 5-ZN-2003 Rezone the property to apply the Downtown Overlay zoning.
- 2-ZN-2009 Rezone a portion of from Multiple-Family Residential District/Downtown Overlay (R-5 DO) to Central Business District/Downtown Overlay (C-2/DO)

APPLICANTS PROPOSAL

Development Information

The development proposal includes two and four story multi-family condominiums and townhouses containing 50 dwelling units.

- **Existing Use:** Office, vacant building, parking lot, and vacant lot
- **Proposed Use:** Condominiums and townhouses
- **Parcel Size:** ± 1.94 acres of net lot area
± 2.6 acres of gross lot area
- **Building Height Allowed:** 66 feet inclusive of rooftop appurtenances
- **Building Height Proposed:** 60 feet inclusive of rooftop appurtenances
- **Parking Required:** 82 spaces
- **Parking Provided:** 82 spaces

- Density Allowed: 53 dwelling units per acre
- Density Proposed: 19.23

IMPACT ANALYSIS

Land Use

The General and Downtown Plan's designations encourage higher density housing combined with, office, retail uses, and other uses that are compatible in a mixed use format. In addition, these plans encourage new developments, redevelopment and infill that strengthen the Downtown's mix of uses and activities through mutually supportive land uses. The applicant's proposal includes a comprehensive summary of the development and how the requested zoning conforms to the policies of the General and Downtown Plans.

The proposed use for the site area is for a residential multiple family development consisting of condominiums and townhouses. The proposed zoning designation of Downtown / Downtown Multiple Use – Type 2 Downtown Overlay (D/DMU-2 DO) allows the proposed uses, and is consistent with the General Plan and Downtown Plan. In addition, the proposed development is consistent with the Downtown Plan as it pertains to strengthening a 24-hour mixed use center with a variety of housing types in Downtown area (DP LU 1.2, DP LU 1.3, DP LU 2.5, DP LU 6.1 and DP LU 6.2). Furthermore, the proposed development assist in providing a mutually supportive land use, which encourages sustainability by providing land uses in close proximity to one another, and incorporates uses that assist is providing an active Downtown (DP LU2.5, and DP LU 7.1).

Located on the southeast corner of North 69th Street and East Main Street, and approximately 95 feet east of the northeast corner North 69th Street and East 1st Street, the proposed development is situated in an area of the Downtown that is primarily commercial, residential, restaurant, and travel accommodation uses. As it pertains to the surrounding existing uses, the proposed development is consistent with the historical and evolving context that is primarily residential with incidental commercial uses. In addition, the proposed development will assist in providing an appropriate transition from the more intensive commercial development to the east and center of the Downtown Area, to less intensive residential and travel accommodation uses near the Downtown boundary. To maintain an active street frontage adjacent East Main Street and East 1st Avenue, the proposed development incorporates grade level patio courtyards with low walls, and balconies that front these streets. The proposed zoning district, D/DMU-2 DO, is consistent with the Downtown Plan's associated zoning designation and abutting properties.

Traffic

North 69th Street, East Main Street and East 1st Street are unclassified commercial streets. The Transportation Department has reviewed the application and has determined that the proposed plan will not negatively impact the capacity of the affected alley and streets, and parking will be provided on-site.

Water/Sewer

The City's Water Resources Department has reviewed this application and has determined that

there is adequate water and waste water services in the area. Any additional water and waste water service infrastructure required to service the development shall be provided property owner.

Public Safety

The Fire Department has reviewed this application and has determined that there is adequate ability to provide fire and emergency services to the development. The nearest fire station is located at 7522 East Indian School Road. The nearest police station is located 3700 N. 75th Street.

Community Involvement

Staff and the applicant have mailed notifications to property owners within 750 feet of the site, and the applicant held an open house on August 11, 2016. A copy of the applicant's Citizen Involvement Report is included as Attachment #10. Staff has received one phone inquiry regarding this proposal with general questions, and opposed more residential in the area.

OTHER BOARDS AND COMMISSIONS

Planning Commission

Planning Commission heard this case on December 14, 2016 and recommended approval with a 6-0 vote. Even though Commissioner Kush voted to approve this application, he did express concerns regarding the lack of visitor parking. Commission Kush did ask the applicant's representative if the applicant would be amenable of a two (2) hour parking restriction on East Main Street abutting the property, which the applicant's representative indicated that the applicant would be.

Staff's Recommendation to Planning Commission

Staff recommended that the Planning Commission determine that the proposed zoning district map amendment is consistent and conforms with the adopted General Plan, and make a recommendation to City Council for approval, per the attached stipulations.

STAFF RECOMMENDATION

Recommended Approach:

1. Adopt Ordinance No. 4293 approving a Zoning District Map Amendment from Central Business, Downtown Overlay and Parking P-2; Passenger Vehicle Parking, Downtown Overlay (C-2 DO and P-2 DO) zoning to Downtown/Downtown Multiple Use – Type 2, Downtown Overlay (D/DMU-2 DO) zoning on a ±1.94-acre site located at southeast corner of North 69th Street and East Main Street, and approximately 95 feet east of the northeast corner North 69th Street and East 1st Street.

RESPONSIBLE DEPARTMENT

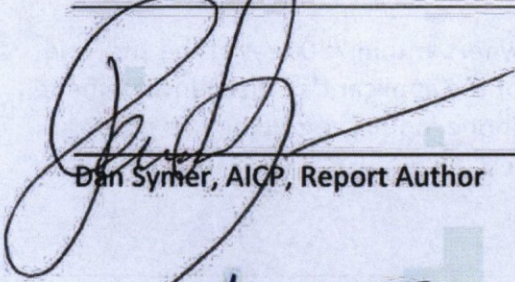
Planning and Development Services

Current Planning Services

STAFF CONTACT

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

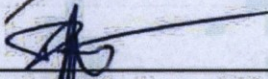
APPROVED BY



Dan Symer, AICP, Report Author

12-21-2016

Date



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

1/9/2017

Date



Randy Grant, Director
Planning and Development Services
480-312-2664, rgrant@scottsdaleaz.gov

1/9/17

Date

ATTACHMENTS

1. Context Aerial
- 1A. Aerial Close-Up
2. Ordinance No. 4293
 - Exhibit 1: Stipulations
 - Exhibit A to Exhibit 1: Site Plan
 - Exhibit 2: Zoning Map
3. Applicant's Narrative
4. General Plan Land Use Map
5. Downtown Plan Future Land Use Map
6. Existing Zoning Map
7. Building Elevations
8. Building Perspective
9. Citizen Involvement
10. City Notification Map
11. December 14, 2016 Planning Commission Minutes



Q.S.
16-44

Google Earth Pro Imagery

Main Street Scottsdale Development

21-ZN-2016



Main Street Scottsdale Development

21-ZN-2016

ORDINANCE NO. 4293

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF CHANGING THE ZONING ON THE "DISTRICT MAP" TO ZONING APPROVED IN CASE NO. 21-ZN-2016 FROM CENTRAL BUSINESS, DOWNTOWN OVERLAY AND PARKING P-2; PASSENGER VEHICLE PARKING, DOWNTOWN OVERLAY (C-2/DO AND P-2/DO) TO DOWNTOWN/DOWNTOWN MULTIPLE USE – TYPE 2 DOWNTOWN OVERLAY (D/DMU-2 DO) ZONING ON A +/-1.93-ACRE SITE LOCATED AT THE SOUTHEAST CORNER OF NORTH 69TH STREET AND EAST MAIN STREET, AND APPROXIMATELY 95 FEET EAST OF THE NORTHEAST CORNER NORTH 69TH STREET AND EAST 1ST STREET (6903, 6909, 6915, AND 6939 E. MAIN STREET AND 6914, 6920, AND 6930 E. 1ST STREET).

WHEREAS, the Planning Commission held a hearing on December 14, 2016;

WHEREAS, the City Council held a hearing on January 24, 2017; and

WHEREAS, the City Council finds that the proposed development is in substantial harmony with the General Plan of the City of Scottsdale and will be coordinated with existing and planned development; and

WHEREAS, it is now necessary that the comprehensive zoning map of the City of Scottsdale ("District Map") be amended to conform with the decision of the Scottsdale City Council in Case No. 21-ZN-2016.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Scottsdale, as follows:

Section 1. That the "District Map" adopted as a part of the Zoning Ordinance of the City of Scottsdale, showing the zoning district boundaries, is amended by rezoning a +/-1.93-acre site located at the southeast corner of North 69th Street and East Main Street, and approximately 95 feet east of the northeast corner North 69th Street and East 1st Street (6903, 6909, 6915, and 6939 E. Main Street and 6914, 6920, and 6930 E. 1st Street) and marked as "Site" (the Property) on the map attached as Exhibit 2, incorporated herein by reference, from Central Business, Downtown Overlay and Parking P-2; Passenger Vehicle Parking, Downtown Overlay (C-2/DO and P-2/DO) to Downtown/Downtown Multiple Use – Type 2 Downtown Overlay (D/DMU-2 DO) zoning

Section 2. That the above rezoning approval is conditioned upon compliance with all stipulations attached hereto as Exhibit 1 and incorporated herein by reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale this ____ day of _____, 2017.

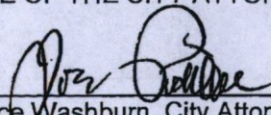
ATTEST:

CITY OF SCOTTSDALE, an Arizona
Municipal Corporation

By: _____
Carolyn Jagger
City Clerk

By: _____
W.J. "Jim" Lane
Mayor

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY

By:  _____
Bruce Washburn, City Attorney
By: Joe Padilla, Deputy City Attorney

ATTACHMENT #2

Stipulations for the Zoning Application:
Main Street Scottsdale Development
Case Number: 21-ZN-2016

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

Text in ~~bold strikeout letters~~ are deletions, and text in ***bold italicized letters*** are additions made after the Planning Commission's recommendation to the City Council.

SITE DESIGN

1. CONFORMANCE TO CONCEPTUAL SITE PLAN. Development shall conform with the conceptual site plan submitted by Gould Evans and with the city staff date of 10/07/2016, attached as Exhibit A to Exhibit 1. Any proposed significant change to the conceptual site plan, as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council.
2. PATIO WALL AND FENCES. Patio walls and fences ***within the required 20-foot building setback*** shall be setback a minimum of twelve (12) feet from the back of the curb. Patio walls and fences ***within the required building setback*** shall not exceed a height of three (3) feet measured from the top of the adjacent curb.
3. MAXIMUM DWELLING UNITS. Maximum dwelling units shall not exceed ~~50~~ **53** units.

INFRASTRUCTURE AND DEDICATIONS

4. CIRCULATION IMPROVEMENTS. Prior to any permit issuance for the development project the owner shall make required dedications and prior to issuance of any Certificate of Occupancy for the development project the owner shall provide the required improvements in conformance with the Design Standards and Policies Manual and all other applicable city codes and policies.
 - a. STREETS. Dedicate the following right-of-way and construct the following street improvements:

Street Name	Street Type	Dedications	Improvements	Notes and Requirements
North 69 th Street	Local Street	Total of a 30 foot wide existing east half street right-of-way	Remove existing driveways, sidewalks, curbs, and gutters Construct curbs, gutters, sidewalks, driveways, streetlights, pavement, and curb ramp	a.1., a.2., a.3., a.4., a.5., a.6.

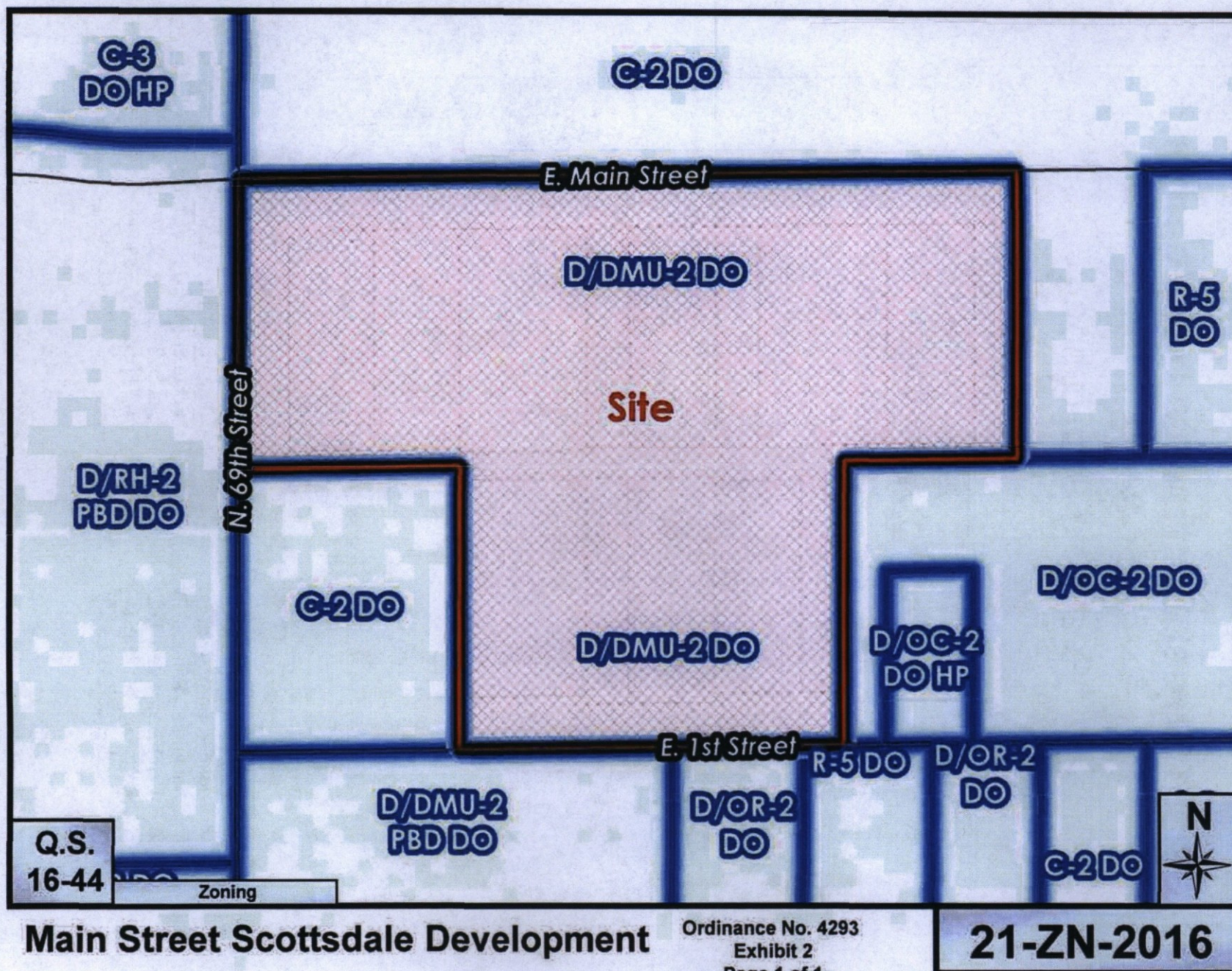
East Main Street	Local Street	Total of a 30 foot wide existing south half street right-of-way	Remove existing driveways, sidewalks, curbs, and gutters Construct curbs, gutters, sidewalks, driveways, streetlights, pavement, and curb ramp	a.1., a.2., a.3., a.7., a.8., a.9.
East 1 st Street	Local Street	Total of a 30 foot wide north half street right-of-way	Remove existing driveways, sidewalks, curbs, and gutters Construct curbs, gutters, sidewalks, driveways, streetlights, pavement	a.1., a.2., a.3., a.6. a.10., a.11., a.12.
Alley	Alley	Total of a 10 foot wide north half alley right-of-way, and a total of a 10 foot wide south half alley south right-of-way	Remove existing driveway Construct pavement, and driveway	a.1., a.4., a.13., a.14.

- a.1. All street improvements (curb, gutter, sidewalk, curb ramps, driveways, pavement, concrete, etc.) shall be constructed in accordance with the applicable City of Scottsdale's Supplements to the Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction, and Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction and the Design Standards and Policies Manual.
- a.2. The curb ramp on the southeast corner of North 69th Street and East Main Street shall be removed and reconstructed to accommodate the new sidewalks that are to be provided adjacent to North 69th Street and East Main Street.
- a.3. The property owner shall remove the existing sidewalk adjacent to the property and construct a new continuous six (6) foot wide sidewalk adjacent to the curb.
- a.4. The property owner shall remove the existing alley driveway entrance to North 69th Street and construct new alley driveway with an accessible pedestrian sidewalk.
- a.5. The property owner shall mill and pave the east half of North 69th Street adjacent to the property.
- a.6. The property owner shall modify streetlights to provide street illumination in accordance with the Design Standards and Policies Manual, and so that they are setback a minimum of two (2) feet from the back the sidewalk to be provided in accordance with the above stipulations.
- a.7. The property owner shall remove all existing driveways adjacent to the property, and construct curb and gutter necessary to accommodate the development.
- a.8. The property owner shall mill and pave the south half of East Main Street adjacent to the property.

- a.9. The property owner shall relocate the streetlights on the south side of East Main Street, adjacent to the property, so that they are setback a minimum of two (2) feet from the back of East Main Street sidewalk to be provided in accordance with the above stipulations, and to provide street illumination in accordance with the Design Standards and Policies Manual.
- a.10. Prior to issuance of any building permits for the development project, the owner shall dedicate to the City additional right-of-way so that a total of a thirty (30) foot wide north half street right-of-way is provided.
- a.11. The property owner shall mill and pave the north half of East 1st Street adjacent to the property.
- a.12. The property owner shall provide additional streetlights to provide street illumination in accordance with the Design Standards and Policies Manual.
- a.13. Prior to issuance of any building permits for the development project, the owner shall dedicate to the City additional right-of-way so that a total of a 10 foot wide north half alley right-of-way is provided, and a 10 foot wide south half alley right-of-way is provided, abutting the property.
- a.14. The property owner shall mill and pave the entire twenty (20) foot alley width from the North 69th Street driveway entrance to the east side of the property abutting East Main Street.
- 5. **STORMWATER:** The owner shall provide stormwater storage to satisfy the First Flush storage volume requirement.
- 6. **UTILITY LINES.** All existing above ground utility lines within the alley adjacent to the property, and any new or relocated utility lines, shall be place underground.
- 7. **WATER LINE.** The property owner shall construct an eight (8) inch waterline in East Main Street from the existing mid-block fire hydrant on the south side of the street to the waterline in North Goldwater Boulevard.
- 8. **FIRE HYDRANT.** The owner shall be provide a fire hydrants and related water infrastructure adjacent to property, in the locations determined by the Fire Department Chief, or designee.
- 9. **BASIS OF DESIGN REPORT (WATER AND WASTEWATER).** Prior to the submittal of construction document improvement plans, the property owner shall receive approval of a Final Water and Waster Basis of Design from the Water Resources Director, or designee.
- 10. **WATER AND WASTEWATER IMPROVEMENTS.** The owner shall provide all water and wastewater infrastructure improvements, including any new service lines, connection, and man-holes, necessary to serve the development.
- 11. **EASEMENTS.**
 - a. **EASEMENTS DEDICATED BY PLAT.** The owner shall dedicate to the city on the final plat, all easements necessary to serve the site, in conformance with the Scottsdale Revised Code and the Design Standards and Policies Manual.
 - b. **EASEMENTS CONVEYED BY SEPARATE INSTRUMENT.** Prior to issuance of any building permit for the development project, each easement conveyed to the city separate from a final plat shall be conveyed by an instrument or map of dedication subject to city staff

approval, and accompanied by a title policy in favor of the City, in conformance with the Design Standards and Policies Manual.

- c. SIGHT DISTANCE EASEMENTS. Prior to issuance of any building permit for the development project, the property owner shall dedicate sight distance easements across the property in the location of the Sight Distance and Traffic Safety Triangle of Design Standards and Policies Manual as determined by the Transportation Director, or designee.
 - d. PUBLIC NON-MOTORIZED ACCESS EASEMENTS. Prior to issuance of any building permit for the development project, the property owner shall dedicate to the City a Public Non-motorized Access Easement(s) across the property in locations to contain the pedestrian sidewalk fronting on North 69th Street, East Main Street, East 1st Street and the intersection of North 69th Street and East Main Street where the sidewalk cross on to the property.
12. CONSTRUCTION COMPLETED. Prior to final inspection for the development project, the property owner shall complete all the infrastructure and improvements required by the Scottsdale Revised Code and these stipulations, in conformance with the Design Standards and Policies Manual and other applicable standards.



Main Street Scottsdale Development 69th & Main Rezoning Application

21-ZN-2016

Project Narrative



Prepared for:
Liv URBN Development

Prepared by:

Berry Riddell, LLC
John V. Berry, Esq.
Michele Hammond, Principal Planner
6750 E. Camelback Road, Suite 100
Scottsdale, AZ 85251
480-385-2727

Gould Evans
Eduardo Perez, Architect
Krista Shepherd, Architect
521 S. 3rd Street, Suite 100
Phoenix, AZ 85004
602-234-1140

Table of Contents

I.	Property Information.....	3
II.	Current/Proposed Zoning.....	3
III.	Project Overview.....	4
IV.	2001 General Plan.....	5
V.	Downtown Plan.....	16
VI.	Downtown Plan Urban Design & Architectural Guidelines.....	31
VII.	Scottsdale Sensitive Design Principles.....	34
VIII.	Conclusion.....	37

I. Property Information

Location: Southeast corner of 69th Street & Main Street (the "Property")

Property Size: Approximately 1.26+/- gross acres along Main Street and 0.67+/- gross acres along 1st Street

- Total Site Area: 1.93 +/- gross acres

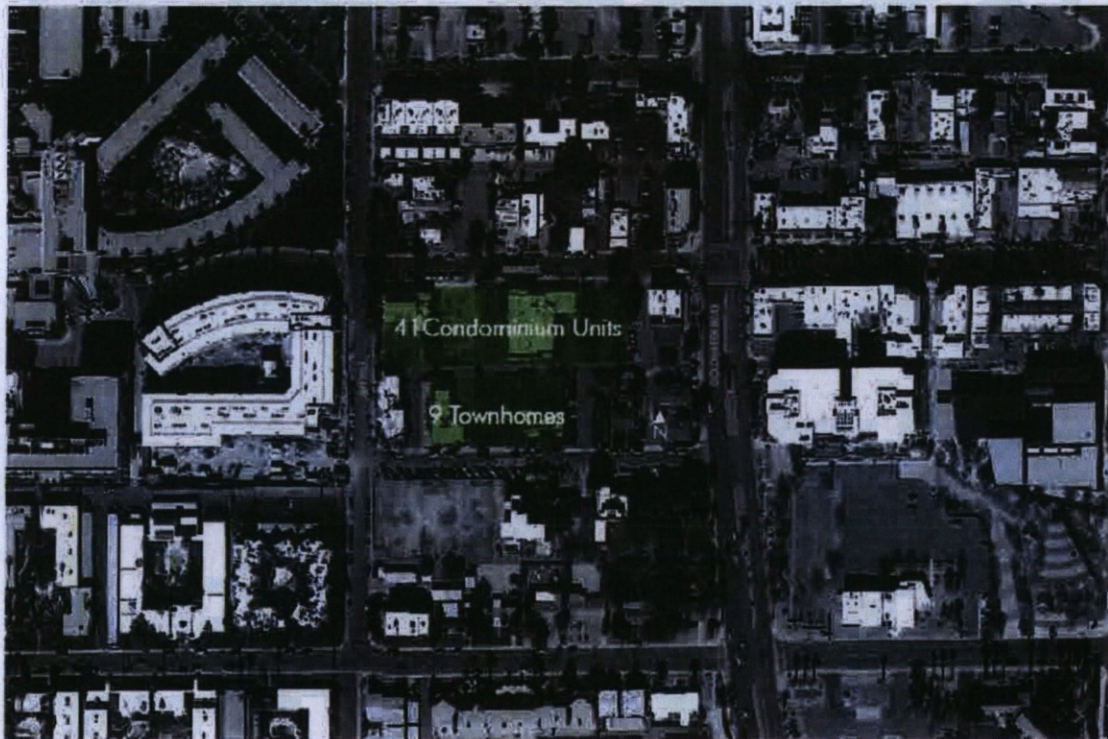
II. Current/Proposed Zoning

Current

- C-2 DO and P-2 DO

Proposed

- D/DMU-2 DO



III. Project Overview

This request is for a rezoning and site plan approval for a 1.93+/- gross acre site located north of the southeast corner of 69th Street and Main Street, which is located directly east of the Hotel Valley Ho in Downtown Scottsdale. The site is currently zoned a combination of C-2 DO and P-2 DO and includes several existing commercial buildings. The rezoning request is for D/DMU- 2 DO consistent with the Downtown Plan. The applicant intends to redevelop the site with residential development consisting of 41 condominium units and 9 townhouse units (fee simple lots) in harmony with the goals and policies of the Downtown Plan adopted by City Council in 2009. The overall proposed density on the 1.93+/- acre is 26 du/ac, which is only half of the maximum density (50 du/ac) allowed under the Downtown Ordinance. The Property is surrounded by a variety of retail, live/work, resort, residential, entertainment and service related business in Downtown Scottsdale and is within close proximity to the gallery district and a range of employment opportunities.

About the Developer

"We develop and build boutique luxury condominiums and townhome properties for residents who embrace the urbanism movement. Our collaborative approach throughout the design and construction ensures expert craftsmanship at every level. Liv URBN digs deep into the character and heritage of our surrounding neighborhoods to understand the history, pulse and presence so each of our communities is immediately embedded in the local fabric."

Liv URBN Website

Current Phoenix Area Projects:

- Contour on Campbell Avenue – 22nd Street & Campbell
 - Under Construction
 - 111 luxury condominiums
- The Mason – 14th Street & Bethany Home
 - Under construction
 - 33 luxury townhomes

IV. 2001 General Plan

The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide as a framework for proposed development and the built environment.

General Plan - Six Guiding Principles:

Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Value Scottsdale's Unique Lifestyle & Character (Character & Design, Land Use)
2. Support Economic Vitality
3. Enhance Neighborhoods (Housing, Neighborhoods)
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation (Mobility)

These six Guiding Principles are further explained below through the different Elements of the General Plan.

2001 General Plan Goals & Policies

➤ Character & Design

Goal 1: Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

-Bullet 1: Respond to regional and citywide contexts with new and revitalized development in terms of: Scottsdale as a southwestern desert community; Relationships to surrounding land forms, land uses and transportation corridors; Consistently high community quality expectations; Physical scale relating to the human perception at different points of experience; Visual impacts upon public settings and neighboring properties.

-Bullet 2: Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.

-Bullet 3: *Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people's needs.*

-Bullet 4: *Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together.*

*The **Downtown** is a highly functional mixed-use center, containing areas of different densities and the architectural styles that emphasize regional and specialty retail, office, residential and hotel uses.*

Response: The Downtown Zoning classification allows for higher residential densities in a mixed-use setting to encourage an urban lifestyle and appropriate balance of land uses with a rich pedestrian environment. This proposal is for 50 units, or 26 du/ac, on 1.93 acres; the Downtown Ordinance allows a maximum density of 50 du/ac (without bonuses). The Property currently includes several older commercial office buildings and surface parking lots. The site is surrounded by a variety of retail, live/work, entertainment, residential, employment and service related business and is within close proximity to two of Scottsdale's largest employers, Honor Health and the City of Scottsdale. Additionally, this property is located approximately one-quarter mile west of Scottsdale Road a major north-south arterial with nearby access to public transportation and is only 2.5 miles away from the Loop 101, both of which provide regional access. This site is ideally situated in a Downtown setting that offers all ingredients for urban residential development in a mixed-use setting. Design details provided below:

- The development incorporates to the north (Main Street), west (69th street) and south sides (1st Street), a connection to the public street that engages the exterior space, by opening up to expansive patios from every unit or townhome on the ground floor. Gathering spaces are pushed to the front of every unit to activate the public edge. The condo lobby, through glass transparency also engages 69th street with activity and light which will illuminate at night.
- Building mass with expressed strong horizontal overhangs to create relieve, depth and shade will also reduce the scale of the building and provide visual interest. Overhangs serve as large balcony spaces extending the interior life of the units out towards the sidewalks, which intern offer visual as well as audible connection to the street. Instead of solid walls and a continuous massive wall, the main expression of the condo building along Main Street

and 69th Street are large outdoor deep set balconies with transparent glazing which will animate the façade.

- For condominiums, the ground floor 1-story units, 2-story lofts and other public programs on the first floor are designed in a courtyard-type arrangement with private 'urban-rooms' on the street, articulated mass with relief and layering of landscape, screening elements, and unit enclosure. Offering a layer of transparency, these 'urban-rooms' will allow the interior life of the ground floor units to expand to the street. Water elements will add to these areas for visual as well as acoustical reprieve. The sound of water will add interest and curiosity. Utilizing a sculpted strategy, these masses will be heavily articulated in form and textured in material. This approach begins to address the City of Scottsdale's requirement for variation of expression on the street.
- For townhouses, the ground floor offers depth, patios, planting and glazing which will engage the public sidewalk and liven the streetscape. The use of shade and shadow by virtue of the building's façade will also add interest while not using the same façade on all 9 units. Variation in façade is key to the makeup of the street and block as a whole.
- Site responsible landscaping and materials will provide a comfortable pedestrian scale by incorporating natural shading elements, and pathways that provide a unique blend of texture and filtered light up against building materials that introduce a level of transparency.
- The urban setting will incorporate stylish site furnishings, identifiable hardscape patterns and unique elements that will enhance and blend into the context of the site.
- Landscape is an important character of this particular part of Scottsdale and will be a primary component of both buildings' presence on Main Street, 69th Street, 1st Street and both sides of the adjacent alley.
- The landscape character will incorporate familiar Sonoran and desert adapted trees and shrubs that will flourish in their unique urban environment while complimenting the architecture and responding to specific microclimatic conditions.
- A unique and memorable landscape language will include patterns linking the streets, architecture and rooftop settings with identifiable layers, masses and accents while providing privacy and transparency for the residents.
- Street trees will be utilized in the pedestrian environment to provide shade, human scale and where appropriate create a buffer between the public and vehicles.
- The landscape character will incorporate familiar Sonoran Desert adapted trees and shrubs that will flourish in their unique urban environment while

complimenting the architecture and responding to specific microclimatic conditions.

- A unique and memorable landscape language will include patterns linking the streets, architecture and rooftop settings with identifiable layers, masses and accents while providing privacy and transparency for the residents.
- Street trees will be utilized in the pedestrian environment to provide shade, human scale and where appropriate create a buffer between the public and vehicles.
- The urban setting will incorporate stylish site furnishings, identifiable hardscape patterns and unique elements that will enhance and blend into the context of the site.
- Site wall materials intend to provide a precise balance between privacy and transparency that both engage the street while providing privacy for interior spaces that face the street edge.

Goal 2: Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

-Bullet 5: Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.

-Bullet 6: Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.

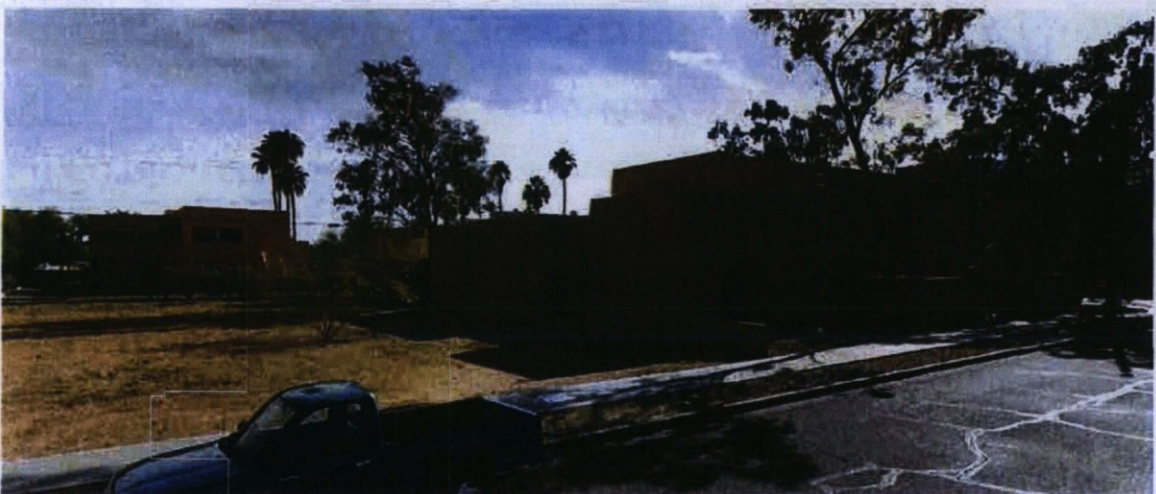
Response: The proposed site layout, architectural character and landscaping design respects the unique climate, vegetation and Scottsdale's Downtown urban context. See Scottsdale Sensitive Design Principles VII. below for detailed responses regarding each principle.

Goal 4: Encourage "streetscapes" for major roadways that promote the City's visual quality and character, and blend into the character of the surrounding area.

-Bullet 2: Design Downtown/Urban areas to concentrate on those elements that will provide pedestrian comfort, such as arcade-covered walkways, shade, decorative paving and landscaping, so that a comfortable setting can be created for this use-intensive area.

-Bullet 10: Other visually significant roadways include roadways with buffered setbacks and roadways with specific streetscape design themes. Each of these designated roadways have individual design guideline policies.

Existing Streetscape Condition (Main Street)



Response: Pedestrian circulation along both the perimeter and internal (alleyway) to the residential community is an important feature of this Downtown project, as numerous retail, restaurant, entertainment, and cultural uses are within walking distances from this site. This part of Downtown Scottsdale is unique, offering a rich pedestrian focused environment in a more relaxed and quiet setting. Fine-grained developments, dense local landscape, shaded

'discovered' courtyards and layering of materials are strategies inherent to this context that will be integrated into the two types of housing product.

The townhomes and ground level condominiums will have direct access to pedestrian connections and the streetscape to encourage walkability and street interaction. While different in their massing, size and housing type, both projects look to integrate into the vibrant and diverse street life in this neighborhood. Both projects are designed around the notion of a relaxed desert lifestyle in a pedestrian-oriented urban environment. The buildings will be outward focused encouraging residents to utilize the rest of Downtown Scottsdale on a daily basis for their everyday recreation, dining, social interaction and cultural needs. In addition, residents will be within walking distance of significant destinations such as the Valley Ho Resort, Scottsdale's Museum of the West, SMOCA, Scottsdale Center for Performing Arts, Scottsdale Stadium, Scottsdale Fashion Square Mall and the Waterfront. Shading of the pedestrian realm along the street frontages will be provided by a variety of desert appropriate trees accented with ground cover consistent with the Downtown Design Guidelines.

Goal 6: Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of a city.

- Bullet 1: Require substantial landscaping be provided as part of new development or redevelopment.***
- Bullet 2: Maintain the landscaping materials and pattern within a character area.***
- Bullet 3: Encourage the use of landscaping to reduce the effects of heat and glare on buildings and pedestrian areas as well as contribute toward better air quality.***
- Bullet 4: Discourage plant materials that contribute substantial air-borne pollen.***
- Bullet 5: Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the "urban heat island" effect.***
- Bullet 6: Encourage the retention of mature landscape plant materials.***

Response: The landscape character of the proposed Main Street Scottsdale property is that of ornamental desert design with a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy plants known to thrive in the intense heat and sun of the desert climate which creating a shaded vegetative pedestrian experience at the ground level. Plant selection and intentional planting design will allow the

development to use water efficiently throughout the site. The proposed planting design limits lush and dense planting patterns to areas with the most human interaction such as entries, amenity areas and pedestrian areas.

Goal 7: Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the City.

- Bullet 2: Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.*
- Bullet 3: Encourage creative and high quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.*
- Bullet 5: Allow for lighting systems that support active pedestrian uses and contribute to public safety.*

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents. Lighting designs will be commensurate with the quality architectural style proposed for Main Street Scottsdale; low-level with no glare and intrusion on neighboring properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along both street frontages and through the residential development.

➤ **Land Use**

Goal 4: Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

- Bullet 1: Allow for diversity of residential uses and supporting services that provide for the needs of the community.*
- Bullet 4: Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.*

Response: The Downtown District (Multiple Use Type 2 category) supports a variety of land uses including, but not limited to, multiple story residential, office, retail shops, and restaurants consistent with the intensity of uses which are typically found in the Downtown Scottsdale. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional housing options in Downtown is

essential for the continuing economic growth and sustainability of Scottsdale as a whole. This project exemplifies this revitalization component by assembling a collection of older, functionally obsolete, commercial office properties and creating a thriving residential community with nearby access to supporting services and transportation corridors. Thus, providing greater housing options and increasing quality of life for the residents of Scottsdale and more "rooftops" for area businesses.

Goal 5: Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- ***Bullet 1: Integrate the pattern of land use and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.***
- ***Bullet 2: Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mix-use centers to reduce reliance on the automobile.***

Response: The Property is just west of Goldwater Boulevard and approximately one-quarter mile west of Scottsdale Road, a major north/south arterial, and is approximately 2.5 miles west of the Loop 101, which provides regional access. By creating a comfortable and inviting pedestrian experience along the adjacent streets, this proposed project will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging alternative means of transportation is important as the Property is located near numerous employment and cultural destinations including the Museum of the West. Main Street Scottsdale is located near Honor Health Osborn campus (Scottsdale's largest employer) and the City of Scottsdale's civic complex including Civic Center Library, Center for Performing Arts, SMOCA and City offices. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile directly east of the site.

➤ ***Economic Vitality***

Goal 7: Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

- ***Bullet 2: Encourage and support the renovation and reuse of underutilized or vacant parcels/buildings/shopping centers.***

-Bullet 6: Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy.

Response: Assemblage and redevelopment of these aging, underutilized properties will contribute towards the economic stability of Scottsdale by providing additional housing options in the heart of Downtown near abundant retail, entertainment, support services and large, stable employers. Integrating luxury residential in the Downtown core brings physical and economic synergy, which will continue to enliven and enhance the city center consistent with the goals and policies of the General Plan and Downtown Plan while providing housing for the growing number of urban dwellers.

➤ **Housing**

Goal 4: Encourage housing development that provides for "live, work, and play" relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.

-Bullet 1: Encourage a variety of housing densities throughout Scottsdale, with mixed-use in areas of major employment and transit hubs, to offer greater live-work choices to a broader economic range of households.

-Bullet 6: Consider a variety of strategies to increase housing intensity and diversity in appropriate locations, such as around commercial areas, near transit centers and major employers.

Response: Downtown zoning allows for the ability to develop a range of residential densities in a mixed-use setting to encourage an urban lifestyle and appropriate balance of land uses with pedestrian connectivity. The site currently includes a series of underutilized commercial buildings and surface parking lots on 14 different parcels. The Property is surrounded by a variety of retail, live/work, cultural, entertainment, residential, and service related business in the Downtown Scottsdale and is within close proximity to major employment opportunities. Additionally, this Property is close to major arterials with access to public transportation. This site is ideally situated in a Downtown setting that offers all ingredients for medium density residential development.

➤ **Neighborhoods**

Goal 4: Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

-Bullet 7: Create, preserve, and enhance pedestrian, vehicular, and alternative transportation mode connections and links between neighborhoods and other neighborhood-supporting land uses throughout the community.

Response: The proposed luxury residential community will provide a comfortable and safe streetscape with human-scale, shade and movement through both hardscape and building design. Trees and shrubs will be used to create a comfortable microclimate as well as providing visual relief that will enhance the pedestrian experience along the street edge and encourage the use of sidewalks to get from one destination to another (vs. vehicle) further stimulating the mixed-use character of Downtown.

Goal 5: Promote and encourage context-appropriate new development in established areas of the community.

-Bullet 1: Encourage new development efforts toward existing developed areas in Scottsdale.

-Bullet 2: Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.

Response: The luxury residential community will provide new development on an underutilized assemblage of parcels in Downtown. The infill development will utilize existing infrastructure (roads, utilities, etc.). This application is driven by the site's surrounding mix of land uses and a strong market demand for a variety of residential in Downtown.

➤ **Growth Areas**

Goal 2: *Make automobile transit and other multimodal circulation more efficient.*

-Bullet 1: *Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.*

Response: The Property is just west of Goldwater Boulevard and approximately one-quarter mile west of Scottsdale Road, a major north/south arterial, and is approximately 2.5 miles west of the Loop 101, both of which provide regional access. By creating a comfortable and inviting pedestrian experience along the adjacent streets, this proposed project will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging alternative means of transportation is important as the Property is located near important employment and cultural destinations. Main Street Scottsdale is located near Honor Health Osborn campus (Scottsdale's largest employer) and the City of Scottsdale's civic complex including Civic Center Library, Center for Performing Arts, SMOCA and City offices. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile directly east of the site.

➤ **Community Mobility**

Goal 8: *Emphasize live, work and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.*

-Bullet 2: *Encourage the development of redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduces reliance on the automobile.*

Response: As mentioned above, the Property is close to Goldwater Boulevard and Scottsdale Road and 2.5 miles west of the Loop 101, which provide regional access. The proposed development accomplishes a range of goals including the integration of high quality, vibrant architecture and innovative site planning, creating pedestrian presence with ground level activity, and providing housing in the Downtown commercial/employment core thereby reducing trip generation during peak hours. A traffic report is provided with the zoning submittal.

Goal 11: Provide opportunities for building "community" through neighborhood mobility.

-Bullet 10: Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

Response: The sidewalk improvements combined with well-placed shade trees will generate a more comfortable and inviting pedestrian space along the streetscape vs. the existing condition. This will allow ease of pedestrian circulation regardless of solar orientation. Direct pedestrian access from ground level units will allow residents to immediately engage the pathways providing for a stronger urban experience.

V. Downtown Plan Overview

The Downtown Multiple Use Type 2 category supports a variety of major employment and service related uses including, but not limited to, multiple story residential, office, commercial retail, and support services consistent with the intensity of uses which are typically found in the Downtown Scottsdale. Additionally, revitalizing and redeveloping older properties is a critical part of the economic vitality of the community as it matures. Thus, the proposed and future redevelopment of the site is essential for the continuing economic growth and sustainability of the city as a whole.



The proposed D/DMU-2 DO zoning district is consistent with the General Plan/Downtown Plan land use designation for the subject Property. The Downtown Plan's goals and policies which relate specifically to the proposed Development Plan for subject Property are identified as follows:

➤ **LAND USE**

GOAL LU 1:

MAINTAIN DOWNTOWN SCOTTSDALE AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY TO ENSURE A VIBRANT MIX OF MUTUALLY SUPPORTIVE LAND USES.

Policy LU 1.2.

Maintain Downtown as a year-round, 24-hour highly functional mixed use center, containing areas of different densities, architectural styles and land uses that support the needs of Scottsdale's residents and visitors.

Response: The proposed urban residential development will further strengthen Downtown's urban environment and 24-hour mixed-use character by integrating additional rooftops into the urban core where there is established commercial, entertainment, cultural and employment land uses. Note Character & Design Goal 1 (and subsequent goals & policies) below regarding the specific design elements that will create a vibrant, interactive urban development on the Property.

GOAL LU 2:

PROMOTE THE DEVELOPMENT OF DOWNTOWN AS A COLLECTION OF MIXED-USE URBAN NEIGHBORHOODS.

Policy LU 2.1.

As a General Plan designated Mixed-Use Neighborhood, Downtown Scottsdale should offer efficiencies of strong access to multiple modes of transportation and major regional access and services, focus on human scale development, accommodate higher density housing combined with complementary office or retail uses, and accommodate vertical mixed-use structures.

Policy LU 2.2.

Support interconnected, pedestrian oriented urban neighborhoods that are comprised of a balanced mix of activities and land uses within optimal walking distance.

Response: The rezoning request is for an assemblage of parcels in Downtown Scottsdale immediately surrounded by a variety of land uses: the Valley Ho hotel to the west, Old Town Tortilla Factory, the House Brasserie, Grazie Pizzeria &

Wine Bar to the north, Prestige Cleaners, Cornish Pasty and numerous galleries to the east, and the Eldorado on 1st residential development to the south (currently under construction).

D/DMU-2 DO zoning will allow for residential development on the Property by allowing for more urban development standards than what is currently allowed under existing C-2 and P-2 zoning categories. The Property is located west of Goldwater Boulevard and Scottsdale Road (a major north-south arterial roadway) and 2.5 miles west of the Loop 101, both of which provide regional access. The location of the proposed residential development will lend itself to various modes of transportation, such as by foot, bicycle and/or trolley as the Property is located near numerous cultural opportunities, art galleries, retail, restaurants and the City of Scottsdale civic complex (offices, library, and museum). Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile from the site.

Policy LU 2.5.

*Encourage new development, redevelopment and infill that strengthens Downtown Scottsdale's mix of uses and activities through the development of mutually supportive land uses within the **Downtown Multiple Use** urban neighborhoods. Multiple Use areas include the majority of the properties within the overall Downtown Plan boundary. New development and redevelopment within the Multiple Use areas adjacent to the Arizona Canal should incorporate vertically mixed land uses that activate the Canal with both visitors and residents year-round.*

Response: Redevelopment of this Property will build on the City's goal of strengthening Downtown's mix of uses and activities. This project will bring 50 residences (both condominiums and townhomes) to the heart of Downtown on a site that is within close proximity to cultural opportunities, a range of restaurants and retail, transportation corridors and major employers (Honor Health and City of Scottsdale).

GOAL LU 6:

PROMOTE DIVERSITY IN DOWNTOWN HOUSING OPTIONS.

Policy LU 6.1.

Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes, and live/work units.

Response: The Main Street Scottsdale development provides an urban residential living experience with onsite amenities and a lifestyle that integrates with the existing Downtown fabric and collection of uses (entertainment, arts, employment, retail, support services) contributing towards the variety of housing

options available to the residents of Scottsdale and creating a sense of community. The condominium units will range from 1,500 s.f. to 2,300 s.f. and townhome units will range from approximately 2,300 s.f. to 3,000 s.f. providing two different lifestyle options and price points for future residents. The second level of the condominium building will include a private pool, outdoor common space with yoga platform, and a clubhouse with kitchen and fitness space for the residents. The condominiums will each have a private outdoor living space/balcony while the townhomes will have private yard spaces between the living unit and garage and the option for roof top patio spaces. Notably, the private outdoor living spaces for the both the condominiums and townhomes will far surpass the City's requirement of 60 s.f. with most private spaces exceeding 300 s.f.

GOAL LU 7:

PROMOTE A MIX OF LAND USES THAT PROMOTE A SUSTAINABLE DOWNTOWN.

Policy LU 7.2

Encourage development to make cost effective uses of existing urban resources such as infrastructure systems, underutilized sites, buildings and transportation networks.

Response: The redevelopment of this site from a collection of aging commercial buildings to a vibrant, urban residential development will bring housing and synergy to the western segment of Downtown Scottsdale utilizing existing infrastructure systems and transportation networks that run near and adjacent to the Property.

➤ **CHARACTER & DESIGN**

GOAL CD 1:

THE DESIGN CHARACTER OF ANY AREA SHOULD BE ENHANCED AND STRENGTHENED BY NEW DEVELOPMENT THAT PROMOTES CONTEXTUAL COMPATIBILITY.

Policy CD 1.1

Incorporate, as appropriate; in building and site design the distinctive qualities and character of the surrounding, and/or evolving, context.

Policy CD 1.2

Encourage creative and innovative civic and prominent developments to establish new urban design character and contextual interpretations of the

Downtown, for areas where development patterns are fragmented or are in transition.

Policy CD 1.4

Promote Downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.

Policy CD 1.5: *Encourage urban and architectural design that addresses human scale, and provides for pedestrian comfort.*

Policy CD 1.7: *Maintain pedestrian oriented small town character and human scale in the Downtown Core areas of Main Street, Marshall Way, 5th Avenue, Craftsman Court, and Old Town. Incorporate similar elements of pedestrian character and scale at the street level throughout all of Downtown.*

Policy CD 1.8: *Encourage new development and revitalization that is composed of complementary and/or supportive design relationships with the established urban form, as well as design relationships with the established urban form, as well as design features and materials of the neighborhood within which they are sited.*

Response: Below is a detailed summary of the development which addresses the Character & Design considerations in the Downtown Plan. Also see pages 6-8 above for more design details regarding the pedestrian realm and human scale elements.

Condominium Design

The condominium project is a 41 unit, 4-story building with 3 stories of units over a ground floor that consists of 7 units with direct pedestrian access to the sidewalk, lobby, amenity spaces, garage parking as well as 2-car garage parking accessed directly from the alley. Most of the amenities are predominately concentrated on the second floor connected to a large planted area facing south towards the alley. Parking entries are only from the alley-side eliminating curb cuts along Main Street and 69th Street further enhancing the pedestrian realm. Queuing space in the alley will also alleviate the potential for traffic congestion.

Elimination of curb cuts on Main Street also allows patrons to walk at ease in the east-west direction, not worrying about ground level plane changes and focusing on the streetscape trees, streetlights and overall Downtown experience. This was a key goal as removing curb cuts restores the patron walking experience and reaffirms the walking connection between the Valley Ho resort and Downtown.

- **Breaking-down the Mass:** The condominium development along Main Street will be a transitional project mediating between the fine-grain, layered developments on Main Street east of the site and the larger scale development of the Valley Ho resort to the west. In order to address this dichotomy and articulate a human-scale to the massing, the building utilizes two strategies:

On the Street: Ground floor 1-story units, 2-story lofts and other public programs on the first floor are designed in a courtyard-type arrangement with private 'urban-rooms' on the street, articulated mass with relief and layering of landscape, screening elements, and unit enclosure. Offering a layer of transparency, these urban-rooms will allow the interior life of the ground floor units to expand to the street. Water elements (in conformance with City guidelines) will be added to these areas for visual as well as acoustical reprieve. The sound of water will add interest and curiosity. Utilizing a sculpted strategy, these masses will be heavily articulated in form and textured in material. This approach begins to address the Scottsdale's requirement for variation of expression on the street.

Elevated Mass: The building on levels 2-3 is a much simpler mass utilizing a layered strategy with extensive zones of transparency between indoor and outdoor spaces. Units are elongated in the east-west direction where bedrooms and all major living spaces can have direct connection to panoramic views and natural light. Through transparency, these shallow units start to bring the inner life of the unit closer to the edge of the project and to the street. These balcony spaces will be designed as outdoor 'rooms' large enough for furniture and flexible programming to allow for indoor/outdoor living space. The balconies further help to create large zones of relief along the street addressing the City's requirement for street articulation.

Both massing strategies will utilize tactile materials of a desert color palette. The focus will be on the quality and detailing of a reduced palette versus an over-abundant material selection. Material will be left in their natural state allowing them to naturally change sunlight and shadow change over the course of the day while weathering better over longer periods of time.

- **Four-Sided Architecture:** Each side of the condominium project is designed to respond to its particular urban, environmental and programmatic orientation. This is not a project with a singular front façade or a service back-of-house area. Strategies for each of the exposure include:

North Edge – 'Street-Side Units':

- The main mass of the building is pushed north on the site against Main Street and elongated in the east-west orientation to maximize good solar orientation and views north to Camelback Mountain. Units on the north are also elongated in the east-west direction where they can have maximum panoramic views and connection to Main Street. Deep balconies on levels 2-4 off of each unit create large amount of livable outdoor space where the interior life of each unit can extend out and activate this north façade.
- The edges of balconies extend to the building set back line on floors 2 and 3 with the building enclosure pushed back in a random pattern of 5' and 9' beyond that. This strategy further addresses the City's requirement for articulation along the street. On the 4th floor, both the balcony edge and building enclosure steps back further beyond the distance on lower floors in order to address the City's step-back requirement.
- Sunlight will be an active component within the units penetrating deep within the units and changing through the day and season.
- At the ground floor, the entire zone between curb, setback distance, and private urban-rooms at each unit is designed as a unified expression layering landscape, hardscape and screening material. The screening material into urban-rooms will offer privacy with some level of transparency creating an indoor-outdoor connection between the unit and sidewalk. Integrated together, the building mass and landscape will offer dappled shade along the entire length of sidewalk at Main Street.
- The main building lobby is in the center of north elevation. The lobby is a 2-story space that will function as a flexible event and gathering space for residents. Through transparency and operable sections of glass, this event space can spill-out outdoors, activating the sidewalk. The transparency in combination with lighting will accentuate the user experience as well as provide interest to the passer-by while also giving a sense of security. The lobby is an amenity will also incorporate art, seating and lighting to provide a luxurious experience for residents.
- Additional amenities accessed from the north edge include bike storage.
- A 4-story exterior accent exit stair close to the northeast corner of the mass will provide further relief of the massing, and offer crafted detail and articulation along that elevation.

South Edge – 'Garden-Side Units':

- Massing along the southern edge from level 2-4 steps back significantly for a majority of site in order to provide relief from the alley and the townhouse project. This design also provides desired solar exposure for the pool and other amenities on the alley-side of the 2nd floor.
- Unit geometry and relationship to outdoor space are the same as those along the north elevation.
- Extensive planted area on 2nd floor along the south becomes a main amenity program space and also serves as a large usable space for south-facing units on the 2nd floor. The southern side of the project takes on a hidden 'garden-side' immersing those units and amenity space in a rich landscape. This becomes a distinguishing factor for these units compared to those on the north which are more directly connected to Main Street.
- The plant palette will consist of low-water use native species. Planting and landscape on this amenity floor become an important component of the southern façade. This landscape extends vertically in planters on the floors above. This landscape helps shade the building along the south and creates a visual amenity for all adjacent properties.
- Amenities along this planted garden space including a fitness space with an indoor and outdoor components, yoga platform, and flexible community chef's demonstration kitchen/clubhouse that can also expand to the outside pool with its lounge area.
- Alley access into a large parking garage and (13) 2-car private garages each with its own entry gate. The alley is widened to 24' in order to accommodate maneuvering in and out of the private garages. The private 2-car garages will be a key luxury feature for buyers allowing for quick access to residents and a more personalized luxurious experience to the buyer. The visual rhythm of garage doors will also add visual interest to the alley as opposed to seeing an opened, slightly screened parking garage.
- The larger shared garage will have quick coiling doors and a call box to reduce wait times. Parking stall dimension and overall parking count meets and/or exceeds the minimum standards set forth by Scottsdale.
- Expanding on this neighborhood's precedent for alley activation, the alley will connect the two projects. Residents from both projects will be able to utilize the alley as a pedestrian connection between the two sites as well as to the rest of the area. Landscape on the podium of the condominiums as well as portions of the townhomes will be visible and spill over the edge toward the ally. The garage doors of both projects will provide transparency and further articulation.

West Edge:

- As the other major façade of the project connected to the street, the west edge utilizes all of the same strategies as the north edge.
- A 4-story exterior exit stair similar to the one on the north will provide further relief and articulation along that elevation.

East Edge:

- The east edge of the building is a mixture of strategies employed along the west and south. The elevation is 4 stories with similar varied articulation as the west façade. The remaining portion is only a 1-story mass extending the second floor garden and amenity component to the SE corner of the site. This will allow undisturbed views from the amenity floor east toward the rest of Downtown Scottsdale.
- Trash, transformers (which will be buried underground), meters and other utility components will be co-located in the southeast corner of the site.

Townhome Design

The series of townhomes will be located on the southerly portion of the site, facing 1st Street. Nine (9) townhomes will be developed as fee-simple properties of approximately 25' in width (east-west direction), and 130' in length (north-south). Building setback boundaries, step back plane, and development requirements are in compliance with standards set forth in the City's Code for fee-simple lots. Each townhome consists of 2 levels (approximately 12' floor to floor heights), with roof access by means of exterior stair, or enclosed stair leading to roof top penthouse and private deck area. Each unit will include a 2-car garage that is accessed off of the alley located at the center of the block development between Main Street and 1st Street. All 9 townhome units will include a private exterior courtyard between the Townhome proper and the detached Garage. Expansive ground level patios at the front of each unit will face 1st street, with screening elements and appropriate landscaping framing the entry into each individual unit. Refuse services for each unit will be accessed off of the alley adjacent to the garage entries.

- ***Entries off 1st Street:*** Pedestrian and main entry to each townhome unit off of 1st street, is provided by a series of reliefs and projections of porch-like patios that inter-mix with contextual landscaping elements. Walk up slabs will also be used to elevate the entry into the front door of each townhouse. Connection to the urban fabric already present along the street edge provides pedestrians with a comfortable path with appropriate scale, similar to the Eldorado development across 1st Street. Landscaping elements that provide

layers of screening and transparency help to provide the units with a sense of privacy, while still connecting them to the pedestrian edge of their property.

- **Material Palette:** Exterior materials of the townhomes responds elegantly to the desert vernacular of the site, representing textures that layer and build upon one another. Exterior patios seamlessly blend into interior living spaces, with glazing that is easily pulled away to make two spaces become one. Warm accents of wood for flooring, screening elements and ceiling accents help to unify spaces. Light is brought into interior spaces with carefully placed glazing that responds to unique lighting opportunities within, while respecting harsh realities of the desert sun in warmer months. Shading elements at exterior patios help to construct relief and projections at the façade, while creating shade and comfort for interior spaces.
- **Outdoor Space:** Balconies at the second floor are presented to the street side of the unit (along 1st Street), activating the public edge of the development and taking in the views of housing and the mix uses currently being developed. Penthouse spaces at the 3rd floor of many of the units provide views of the Downtown, stimulating another level of activity at this height.

GOAL CD 2:

DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE DOWNTOWN PLAN BOUNDARY AND BETWEEN ADJOINING URBAN NEIGHBORHOODS OF DIFFERING DEVELOPMENT TYPES.

Policy CD 2.1.

The scale of existing development surrounding the Downtown Plan boundary should be acknowledged and respected through a sensitive edge transition buffer, established on a location specific basis that may include transitional development types, landscape buffers, and sensitive architectural design solutions to address building mass and height.

Response: See design summary above under Goal CD 1.

GOAL CD 3:

DOWNTOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.

Policy CD 3.1

Enhance outdoor pedestrian comfort through microclimate design that incorporates a variety of shade conditions, landscape, and features that are

drought tolerant, as well as offer attractive spaces, and passively cooler temperatures.

Policy CD 3.2

Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

Response: The landscape character of the proposed residential community is that of ornamental desert design with a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy plants known to thrive in the heat and sun of the desert climate. Plant selection and intentional planting design will allow the development to use water efficiently throughout the site. The proposed planting design limits lush and dense planting patterns to areas with the most human interaction such as entries, amenity areas and pedestrian areas.

GOAL CD 4:

STRENGTHEN PEDESTRIAN CHARACTER AND CREATE STRONG PEDESTRIAN LINKAGES.

Policy CD 4.1

Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between, the various Downtown urban neighborhoods.

Policy CD 4.2 *Development should demonstrate consideration for the pedestrian by providing access and connections to adjacent developments.*

Response: Pedestrian circulation along both the perimeter and internal (alleyway) to the residential community is an important feature of this Downtown project, as numerous retail, restaurant, entertainment, and cultural uses are within walking distances from this site. Special consideration is given to the ground level building/pedestrian interface including direct unit access and outdoor living spaces along the street edges to encourage safe walkability and street interaction.

GOAL CD 5

CREATE COHERENT AND CONSISTENT STREET SPACES.

Policy CD 5.1.

Create a unified public realm through the design of Downtown's streets, building setback areas, and building frontages. Setbacks may only be

compromised after clear demonstration that other significant public benefits are achieved.

Policy CD 5.2.

Street spaces are components of the overall public realm and should be logically interconnected with other pedestrian spaces.

Policy CD 5.3

Streetscapes should provide continuity among adjacent uses through comprehensive sustainable landscape improvements, shade elements, decorative paving, street furniture, public art, and integrated infrastructure elements.

Response: The new sidewalk improvements as well as trees and shrubs, will create shade and a comfortable microclimate for the pedestrian. This will act as a sensory relief from the built environment. These practices will enrich the pedestrian experience on the streets and encourage the use of the sidewalks to get from one destination to the next. Direct pedestrian access from ground level condominium units as well as the townhomes will allow residents to immediately engage the pathways providing for a more urban living experience.

GOAL CD 6

INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS DOWNTOWN'S URBAN CHARACTER.

Policy CD 6.1.

Downtown landscape elements should project a desert oasis design character, providing an abundance of shade, color, varied textures and forms.

Policy CD 6.2.

Landscape materials should complement Downtown's built environment, land uses, and activities through the careful selection of plant materials with regard to scale, density, placement, and arrangement.

Response: The proposed plant materials palette complements the evolving character of the urban built environment surrounding the site. Incorporating sculptural plantings will create more attractive and inviting spaces for pedestrians and will provide an appropriate balance/ transition between the urban hardscape and proposed residential development.

GOAL CD 8

IMPLEMENT HIGH QUALITY DESIGN IN DOWNTOWN ARCHITECTURE.

Policy CD 8.2.

Promote the "Scottsdale Sensitive Design Principles" in the creation of architecture in Downtown.

Policy CD 8.3.

Promote the principles of design in the "Downtown Urban Design and Architectural Guidelines" in all Downtown development.

Policy CD 8.4.

Emphasize thorough design review and management of the built environment to achieve the benefits of high quality design.

Response: The development will promote the Scottsdale Sensitive Design Principles and comply with the applicable Downtown Urban Design & Architectural Guidelines. See Sections VI and VII below. Taking cues from modern architectural design, indigenous building materials and native landscaping materials that were approved with more recent developments such as The Douglas (69th & 1st Avenue to the north) and Eldorado on 1st (69th & 1st Street to the south), Main Street Scottsdale will provide a pedestrian-oriented urban environment with a modern, contemporary vibe. Complementary textures, colors and plant varieties will create strong aesthetic connections between existing and newly constructed developments while still maintaining a unique and identifiable character.

GOAL CD 9

DEVELOPMENT SHOULD INCORPORATE SUSTAINABLE BUILDING PRACTICES AND PRODUCTS.

Policy CD 9.1.

Development should strive to incorporate sustainable planning, design strategies, building techniques, and the use of durable indigenous materials, to minimize environmental and maintenance impacts, and endure over time.

Policy CD 9.2.

Encourage green building design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plant materials.

Policy CD 9.3.

Promote the use of energy efficient systems, construction methods, and alternative energy sources.

Response: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building design and plans to develop in accordance with green building standards where feasible.

➤ **MOBILITY**

GOAL M 1:

DEVELOP COMPLETE STREETS THROUGH PUBLIC AND PRIVATE INFRASTRUCTURE INVESTMENTS AND IMPROVEMENTS.

Policy M 1.1.

Develop a well-connected Downtown circulation grid, comprised of narrower streets, improved alleys, smaller blocks, and newly constructed local street segments, to enhance connectivity for all mobility modes.

Policy M 1.2.

Provide interconnectivity within large development parcels that provide pedestrian and bicycle connections through large projects.

Response: See CD Goals and Policies above and Goal M 2 below.

The proposed residential community will provide a comfortable and safe streetscape with adequate access, shade and visibility. These practices will enrich the pedestrian experience on the streets and encourage the use of the sidewalks to get from one destination to the next and enjoy the mixed-use character of Downtown.

GOAL M 2:

CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.

Policy M 2.1.

Design the public realm to include enhanced requirements for sidewalk space. Provide adequate space for meeting and passing other pedestrians, including queuing space to support desired levels of activity.

Response: The sidewalk improvements combined with well-placed shade trees will generate a more comfortable and inviting pedestrian space along the streetscape. This will allow use of the site's circulation system regardless of solar orientation. Direct pedestrian access from ground level will allow residents to immediately engage the pathways. Successful Downtown revitalization and

redevelopment focuses on creating synergy as a result of mixed-use development (both horizontally and vertically) and quality pedestrian level design and linkages. One of the primary draws to creating this quality pedestrian environment is locating residential in the Downtown core. The range of surrounding land uses coupled with the pedestrian enhancements noted above will increase foot traffic in, out, and around this site as well as throughout Downtown.

Additionally, by internalizing the parking with access off the alley, the site design has removed the pedestrian obstacle of parking lots and curbcuts from the streetscape and reinforced the ideas of alternative means of transportation. Direct access from ground level units to the streets and sidewalk connections encourages residents to engage the community.

➤ **ECONOMIC VITALITY**

GOAL EV 1:

SUPPORT DOWNTOWN'S ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, ENTERTAINMENT, TOURISM, AND EVENTS.

Policy 1.4

Promote Downtown as a creative environment in which people can live, work, and pursue leisure activities.

Response: The D/DMU-2 district supports a variety of land uses including, but not limited to, multiple story residential, office, retail shops, and restaurants consistent with the intensity of uses which are typically found in the Downtown Scottsdale. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional housing options in Downtown is essential for the continuing economic growth and sustainability of Scottsdale as a whole. This project exemplifies this revitalization component by assembling a collection of older, obsolete commercial office properties and creating a thriving residential community with nearby access to support services and transportation corridors. Thus, providing greater housing options and increasing quality of life for the residents of Scottsdale. The increased number of residents in this area will serve to support restaurants, galleries and other retailers in the area.

GOAL EV 2:

PROMOTE PRIVATE INVESTMENT AND ATTRACT NEW DEVELOPMENT TO DOWNTOWN.

Policy EV 2.2

Promote a mix of daytime/nighttime activities year-round through new development that includes vertically mixed land uses and a diverse range of housing development

Response: Over the last year Scottsdale, similar to other parts of the Phoenix metro area, has experienced a boom in multifamily development in or near their urban core. Industry experts indicate pent-up demand is attracting everyone from college students to boomers to locate in this hub of activity vs. the once more sought after suburbs. This is in part due to the change in mindset about home ownership after the last market downturn. Urban dwellers of all ages are drawn to the close range of support services, restaurants, jobs, nightlife and entertainment found in the Downtown core.

VI. Downtown Plan Urban Design & Architectural Guidelines Conformance

A. Site Development

A1 – Relationship of New to Existing Development

The proposed development has sensitive edge buffering through the implementation of appropriate setbacks and stepbacks per the Downtown Ordinance. The proposed development also provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages. See Site Plan and Site Sections for setback and stepbacks. No amendments to the Downtown standards are being requested with this application. The maximum height allowed per the requested D/DMU-2 district is 66' (with bonuses up to 90'). The proposed development is requesting 60' for the condominium building (with the majority of the building being 48') and 40' for the townhomes (with the majority of the building being at 36').

A2 – Active Street Frontages

Active street frontages are created through direct unit access, new sidewalks and shade trees for the pedestrians and shading elements on the buildings (balcony overhangs). In addition to landscaping, a series of vertical and horizontal building elements will not only provide solar relief to the windows and doors, but will provide contemporary styling and a vibrant urban character.

A4 – Parking Facilities

The condominium development is served by an internal parking structure that is not visible from the street and individual two-car garages accessed via the alley which provide ample parking for the residents and secure access to their units via an elevator and stairwell. The townhomes will also have individual two-car garages along the alley. Parking entries are only from the alley-side eliminating curb cuts along Main Street and 69th Street. Queuing space in the alley will also alleviate the potential for traffic congestion. Elimination of curb cuts on Main Street also allows patrons to walk at ease in the east-west direction, not worrying about ground level plane changes or interaction with vehicles and focusing on the streetscape trees, streetlights and overall experience.

A5 – Building Equipment & Services

All services and loading areas will be obscured from public street view. Mechanical and electrical equipment and appurtenances will be concealed from public view and neighboring properties.

A8 – The Continuity of Street Spaces

-and-

A9 – The Building Setback Zone

The residential development has been design to maintain and enhance an active street frontage. This mixed-use context includes restaurants, services, live/work, retail, galleries, a resort, cultural opportunities and employment all within walking distance to the Property. As mentioned previously, the townhome and ground level condo units will have direct access to the streetscape and sidewalk. Upper units will can also easily access the streetscape via the central lobby area which is identified by a canopy element. Additionally, landscape and hardscape elements will favor pedestrian scale contributing towards the activation of the street frontages and continuity of the urban context.

A10 – The Linkage of Neighboring Developments

Pedestrian circulation is an important feature of this Downtown residential development, as numerous retail, live/work, restaurant, entertainment, and cultural uses are within walking distances from this site. Units will have direct access to the streetscape to encourage walkability and social interaction. Additionally, quality hardscape surfaces and tree canopies will be provided along the street edge protecting the pedestrian realm and providing connectivity to neighboring properties.

B. Building Form

B1- Reduction of Apparent Size and Bulk

Main Street Scottsdale has two building types (condominiums and townhomes) which provides variety in massing, proportion, material contrast, and architectural detailing of the two product types. The proposed development also provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages with setbacks and stepbacks that respect the Downtown Ordinance and integrate well the existing and evolving urban context.

B2 – Covered Walkways

The street facing elevations along Main, 69th Street and 1st Street will provide shaded environments for the pedestrian through the placement of trees and building overhangs.

C. Architectural Character

C1 - Proportion and Scale

The building design provides variation, movement, various textures and hierarchy of massing to create visual interest and varied proportions.

C2 – Building Materials

-and-

C3 – Architectural Detail

The proposed materials, colors, textures and detailing are indicative of Downtown Scottsdale and include a wide range of elements reflecting the vibrancy and character of this urban Sonoran Desert location while maintaining a warm earth tone palette with appropriate accents. The overall project massing has been developed to create multiple areas that optimize the buildings opportunities for natural light and ventilation while provide a contemporary architectural style.

D. Landscape Character

D1- Streets

The street trees proposed will be consistent with the Downtown Design Guidelines providing appropriate spacing, theming and shade for the pedestrians.

D3- Plant Selection

Plant selection will include low-water use, desert appropriate trees with a range of sizes to provide hierarchy in scale, year round color and a variety of textures.

VII. Scottsdale Sensitive Design Principles

The Character and Design Element of the General Plan states that "Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran desert environment, all of which are considered amenities that help sustain our community and its quality of life." The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property. In addition to the response below, please refer to pages 18-23 under Goal CD 1 for a specific description of the design elements.

- 1. The design character of any area should be enhanced and strengthened by new development.***

Response: The contemporary building character is complementary to the surrounding development including several newer projects in the area such as The Standard at Valley Ho, Eldorado on 1st (under construction) and the Douglas. The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating large outdoor living spaces for each unit and common amenities for its residents.

- 2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features.***

Response: Although the setting of this Downtown site is urban in character and does not have natural features such as washes and natural area open space, the developer has taken special consideration in providing interaction with the streetscape via large private living spaces for the residents (approximately 300+ s.f.).

- 3. Development should be sensitive to existing topography and landscaping.***

Response: The property is a Downtown redevelopment site. All landscaping will consist of low-water use desert appropriate landscaping materials. The current topography of the site is flat and therefore will be maintained.

4. *Development should protect the character of the Sonoran Desert by preserving and restoring natural habitats and ecological processes.*

Response: The proposed redevelopment will preserve and restore natural habitats and ecological processes through the inclusion of additional desert appropriate landscaping (as well as integration of native plants). Additional landscaping will contribute to the urban habitat for wildlife and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature they will become self-sustaining relative to water demand.

5. *The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.*

Response: Pedestrian circulation along both the perimeter and through the alleyway is an important feature of this Downtown project, as numerous retail, live/work, cultural, restaurant, resort/hotel, and entertainment uses are within walking distances from this site.

6. *Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.*

Response: The Property is within walking distance to an established Downtown core with a range of land uses and also within close proximity to major employers, such as Honor Health and City of Scottsdale. As such, the site plan has been designed with an emphasis on a pedestrian network enhancing the connectivity land use goals for this area. Developing housing in Downtown with established transportation options reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for surrounding residents.

7. *Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.*

Response: The proposed development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design.

8. *Buildings should be designed with a logical hierarchy of masses.*

Response: Variation in massing, proportion, material contrast, and architectural detailing will be provided with the two product types (condominiums and townhomes) establishing a natural hierarchy. The proposed development also provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages with setbacks and stepbacks that respect the Downtown Ordinance and integrate well the existing urban context.

9. *The design of the built environment should respond to the desert environment.*

Response: The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwest climate by creating large outdoor living spaces and amenities for its residents.

10. *Developments should strive to incorporate sustainable and healthy building practices and products.*

Response: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building design and plans to develop in accordance with green building standards where feasible.

11. *Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.*

Response: Context appropriate, mature arid-region plant materials will be utilized with the redevelopment of the Property. The desert character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

12. *Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.*

Response: The proposed development will maintain a low-water use plant palette (see Landscape Plan for specific plant materials). Context appropriate desert plant materials will be utilized with the development of the Property, consistent with the established vegetative pattern found throughout Downtown.

13. The extent and quality of lighting should be integrally designed as part of the built environment.

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents and Downtown visitors and residents.

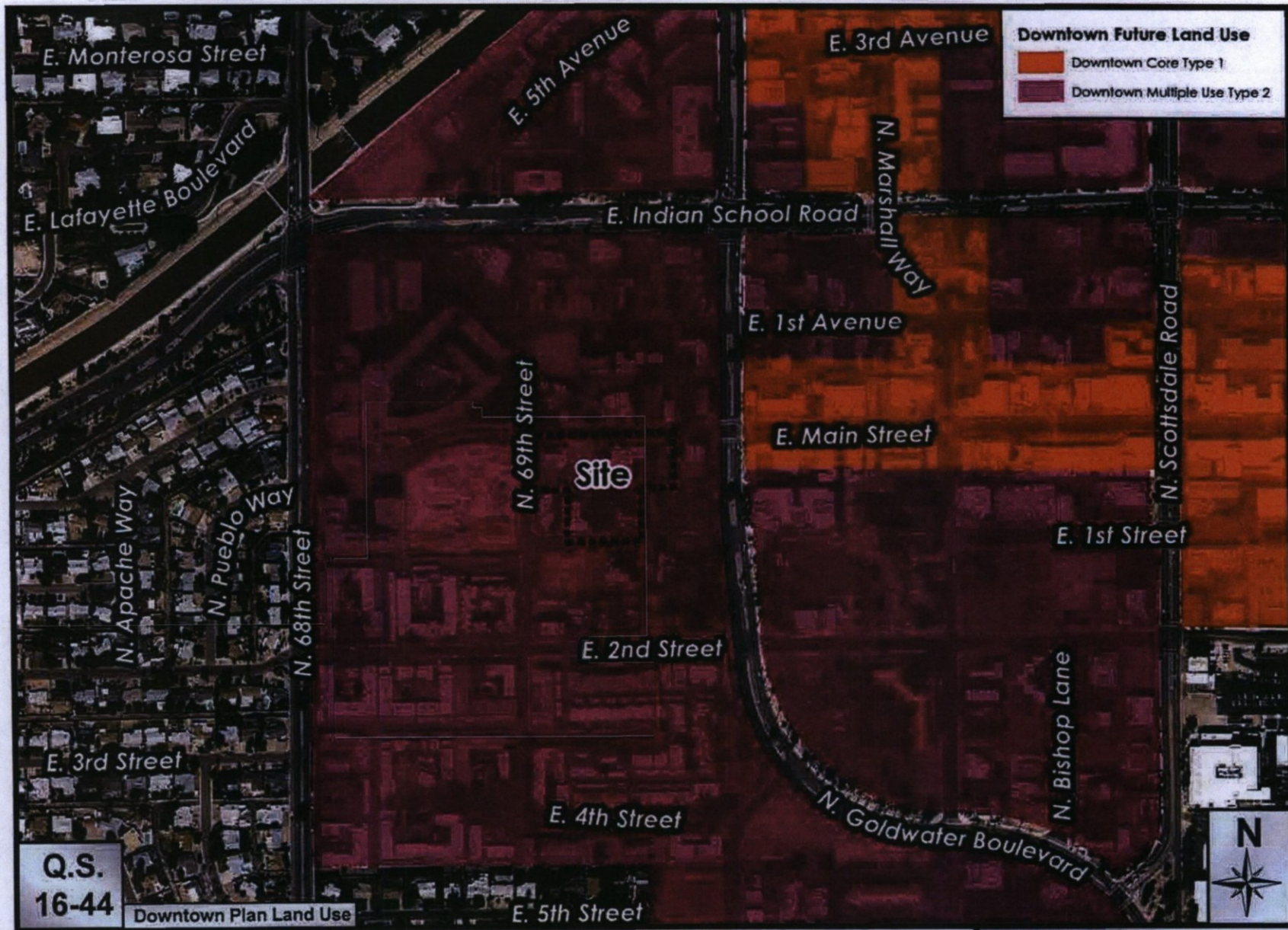
14. Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.

Response: Project identification will be contextually appropriate and processed under a separate approval and permit process.

VIII. Conclusion

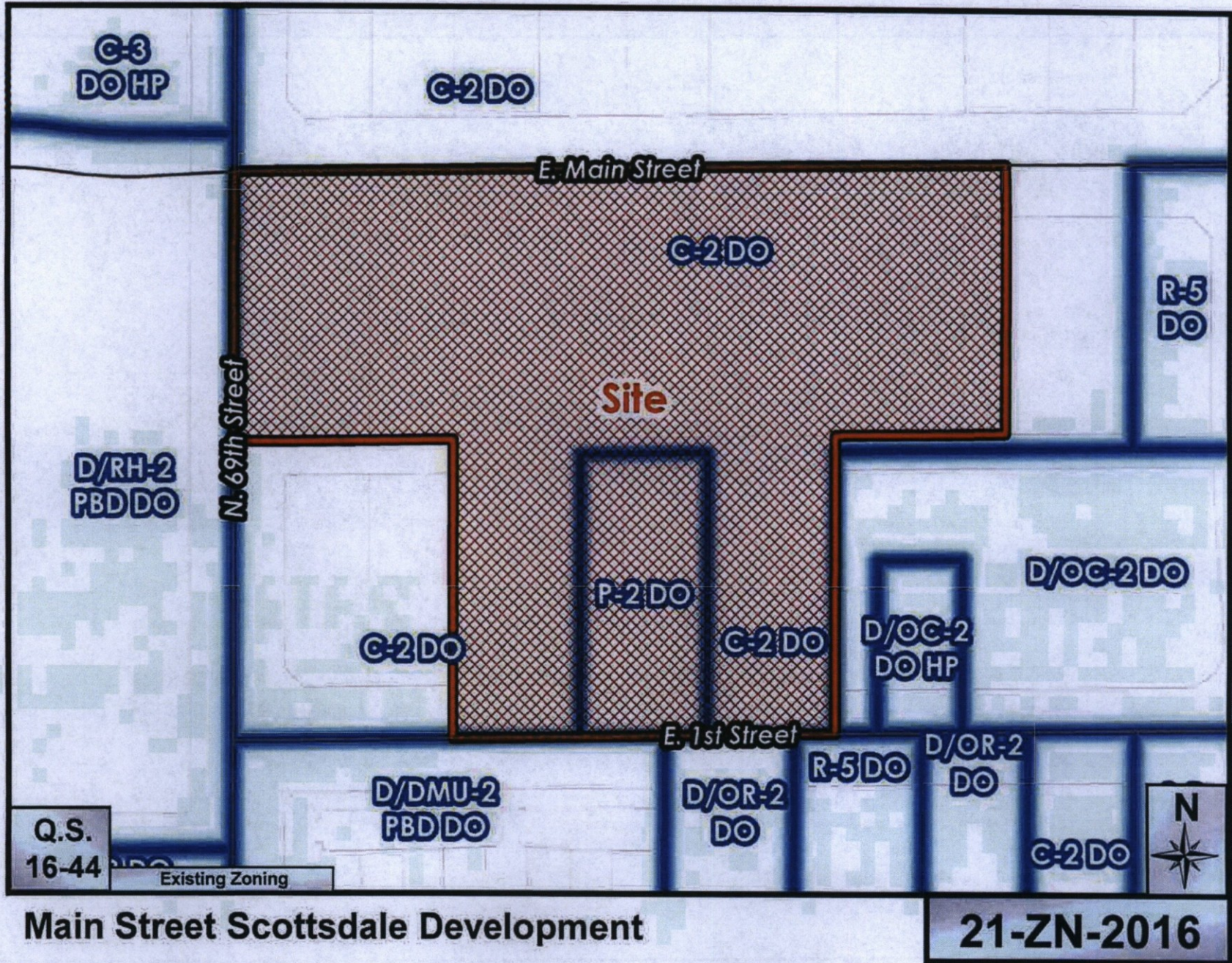
Downtown Scottsdale is a community where residents and visitors enjoy an enhanced standard and quality of life. The cultural amenities, shops, restaurants, resorts and range of employment opportunities found within Downtown contribute to Scottsdale's well-earned reputation as a premier destination and place to live, play and work. The assemblage and redevelopment of these parcels will play a meaningful role in the fabric of Scottsdale's Downtown by implementing the goals and policies set forth in both the General Plan and Downtown Plan. Liv URBN is dedicated to reinvesting in Downtown Scottsdale by creating a residential development that will continue to build upon the existing successful urban character in an evolving mixed-use core.

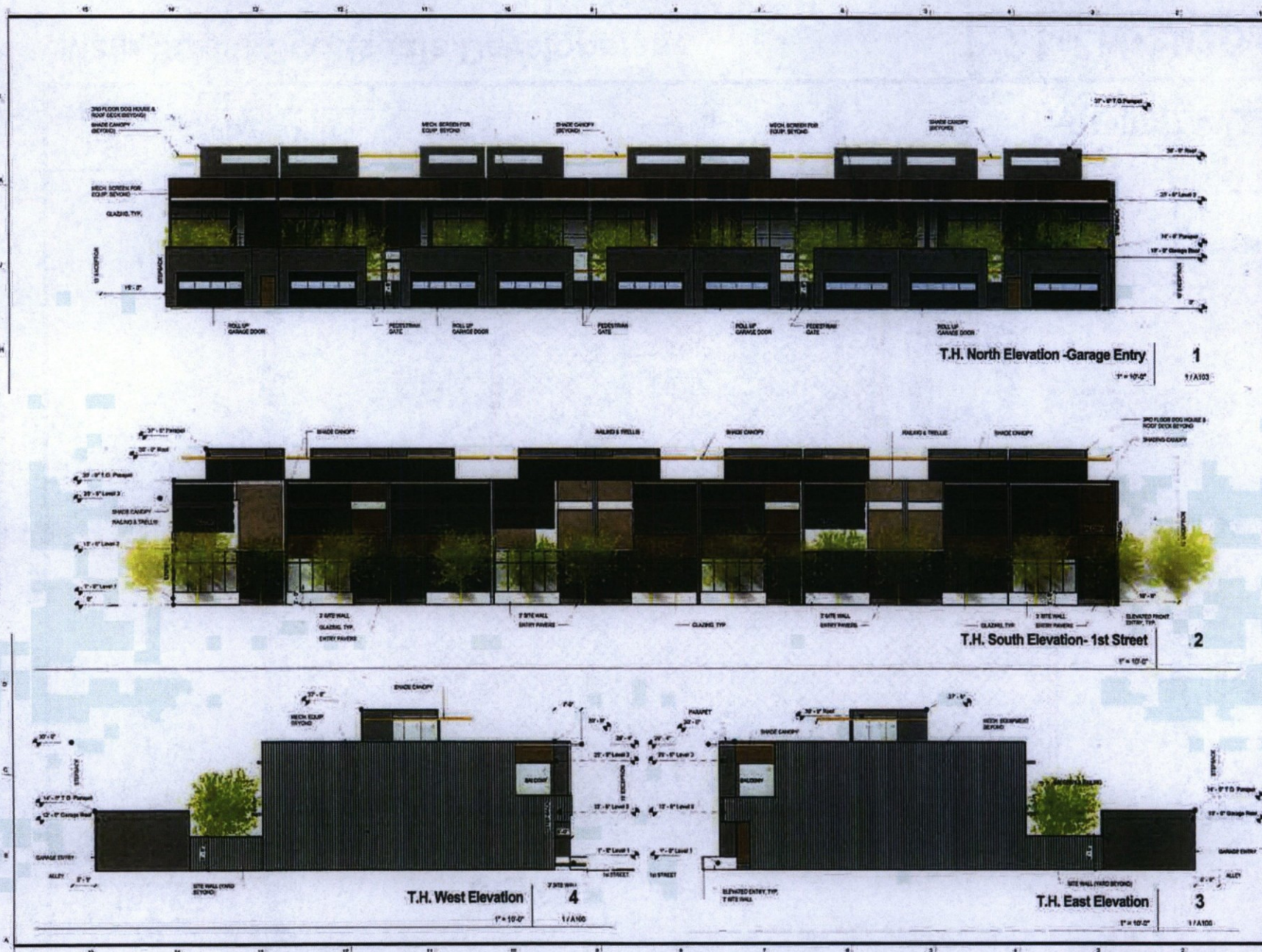




Main Street Scottsdale Development

21-ZN-2016





gouldevan

Kansas City • Lawrence • New Orleans
Phoenix • San Francisco • Tampa

© 2018 Gould Evans

**Main Street
Scottsdale Condos
& Townhomes**

E. MAIN STREET & E. 1ST
STREET, SCOTTSDALE AZ
85251

Project No. 051081
Date: August 18, 2018
Sheet: Z-A30

NOT FOR
CONSTRUCTION

Number: Revision Description: Date:

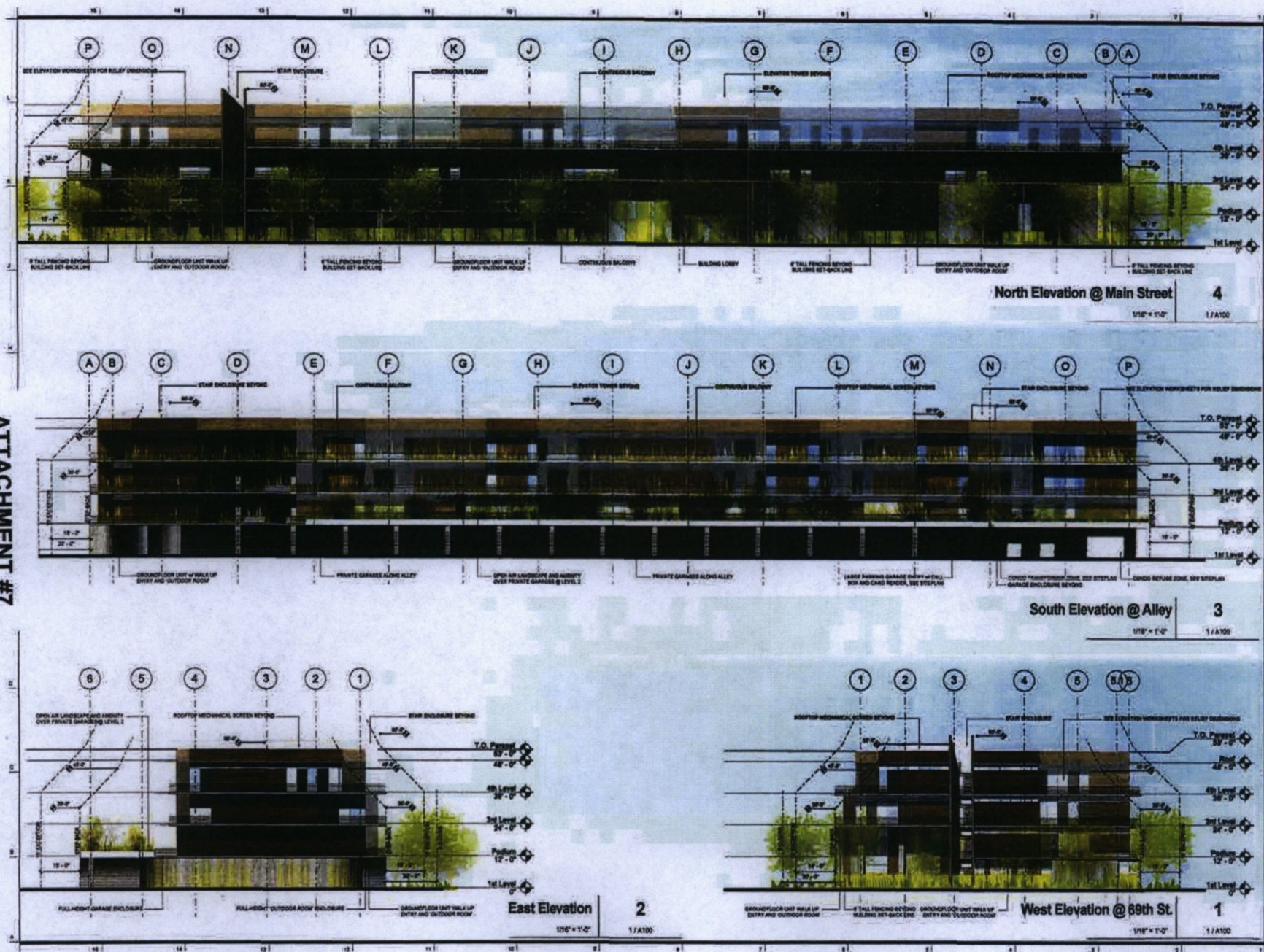
Project No. 051081
Date: August 18, 2018
Sheet: Z-A30

Town Home Elevation

Z-A30

Zone:

**21-ZN-2016
08/19/16**



gouldevans

lansdale city • lansdale • new orleans
phoenix • san francisco • tampa

© 2018 Gould Evans

**Main Street
Scottsdale Condos
& Townhomes**

E. MAIN STREET & E. 1ST
STREET, SCOTTSDALE AZ
85251

Project No. 2012040
Date: August 15, 2018
Sheet: 1

NOT FOR
CONSTRUCTION

Number	Revision Description	Date
1	Initial Design	08/15/18
2	Revised Design	08/15/18
3	Final Design	08/15/18

CONDOMINIUM ELEVATIONS

Z-A300

Zoning

**21-ZN-2016
08/19/16**

Liv URBN
Main Street Scottsdale Development



ATTACHMENT #8

gouldevans

C- CONCEPTUAL PERSPECTIVE- 1st STREET

N.T.S.
08/11/2016

21-ZN-2016
08/19/16

Liv URBN
Main Street Scottsdale Development

ATTACHMENT #8

gouldevans

A - CONCEPTUAL PERSPECTIVE- MAIN STREET

N.T.S.
08/11/2016

21-ZN-2016
08/19/16



CITIZEN REVIEW & NEIGHBORHOOD INVOLVEMENT REPORT
Main Street Scottsdale Condominiums and Townhomes
November 21, 2016

Overview

This Citizen Review Report is being performed in association with a request for a Zoning District Map Amendment from C-2 DO and P-2 DO to D/DMU-2 PBD DO of a 1.94 acres property located at the southeast corner of 69th Street and Main Street and along 1st Street east of 69th Street. The proposed project would result in a residential community of 41 condominiums and 9 townhomes. This Citizen Review Report will be updated throughout the process.

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

Community Involvement

The outreach team has been communicating with neighboring property owners, HOA's, and community members by telephone, one-on-one meetings and small group meetings. Members of the outreach team will continue to be available to meet with any neighbors who wish to discuss the project. Additionally, they will be contactable via telephone and/or e-mail to answer any questions relating to the project.

ATTACHMENT #9

Surrounding property owners, HOAs and other interested parties were noticed via first class mail regarding the project. The distribution of this notification met the City's requirements as specified in the Citizen Review Checklist. This notification contained information about the project, as well as contact information. This contact person will continue to provide, as needed, additional information and the opportunity to give feedback. The notification also contained information regarding a neighborhood Open House that was held on August 11, 2016 at the Hotel Valley Ho for those who wished to learn more about the project. The site and time was posted on the Early Notification Sign.

15 interested people attended the Open House. Attendees were supportive of the project, with neighbors only having general questions about the project and City process. All questions were addressed at the Open House. However, as previously stated, the outreach team will continue to be available to respond to any neighbors who have questions or comments.

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. Again, the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project.

ATTACHMENTS:

Notification Letter
Notification List
Affidavit of Posting
Sign-in sheets



TECHNICAL SOLUTIONS

July 29, 2016

Dear Neighbor:

We are pleased to tell you about an upcoming request to be filed with the City of Scottsdale (483-PA-2016) to build a luxury, for-sale residential community located on approximately 1.27+/- acres along 69th Street and Main Street and .67+/- acres along 1st Street, east of 69th Street (1.94+/- total acres). The request is for a rezoning from C-2 DO and P-2 DO to D/DMU-2 PBD DO for the purpose of creating 41 luxury condominiums and 9 luxury townhomes. This request is in conformance with the Downtown Character Area Plan.

You are invited to attend an open house to discuss this proposal. The open house will be held on Thursday, August 11, 2016 from 5 p.m. to 6 p.m. at the Hotel Valley Ho (6850 E. Main Street) in the Dunes Room.

If you have any questions, please contact the neighborhood outreach team at 602-957-3434 or info@technicalolutionsaz.com. The City of Scottsdale Project Coordinator for the project is Dan Symer, who can be reached at 480-312-4218 or DSymer@scottsdaleaz.gov.

Thank you.

Sincerely,

Paul Smith
President

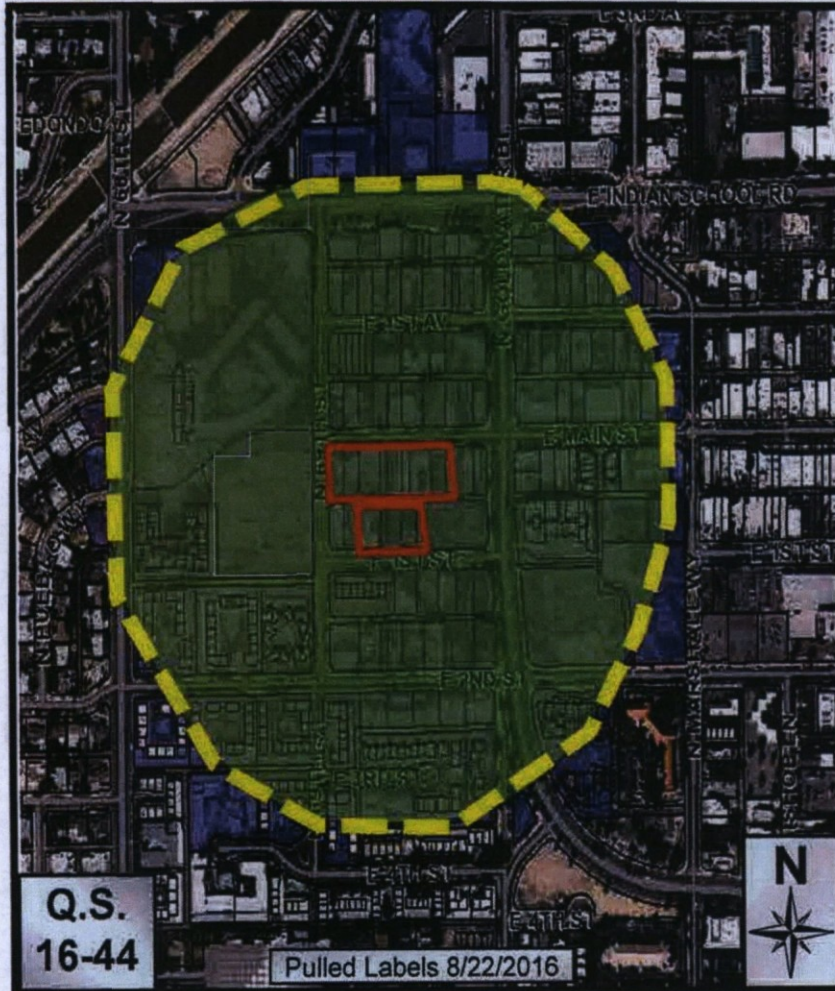
Main Street Scottsdale Condominiums and Townhomes
Neighborhood Meeting Sign-In Sheet
Thursday, August 11, 2016

[illegible]

Main Street Scottsdale Condominiums and Townhomes
Neighborhood Meeting Sign-In Sheet
Thursday, August 11, 2016

[illegible]

City Notifications – Mailing List Selection Map



Map Legend:



Site Boundary



Properties within 750-feet

Postcards 34

Additional Notifications:

- Interested Parties List
- Adjacent HOA's
- P&Z E-Newsletter
- Facebook
- Twitter
- Nextdoor.com
- City Website-Projects in the hearing process

ATTACHMENT #10

Main Street Scottsdale Development

21-ZN-2016



**SCOTTSDALE PLANNING COMMISSION
KIVA-CITY HALL
3939 DRINKWATER BOULEVARD
SCOTTSDALE, ARIZONA**

WEDNESDAY, DECEMBER 14, 2016

DRAFT SUMMARIZED MEETING MINUTES

PRESENT: Matthew Cody, Vice Chair
David Brantner, Commissioner
Ali Fakh, Commissioner
Michael J. Minnaugh, Commissioner
Larry S. Kush, Commissioner
Paul Alessio, Commissioner
Prescott Smith, Commissioner

STAFF: Tim Curtis
Joe Padilla
Greg Bloemberg
Jesus Murillo
Keith Niederer
Bryan Cluff
Dan Symer

CALL TO ORDER

Vice Chair Cody called the regular session of the Scottsdale Planning Commission to order at 5:05 p.m.

ROLL CALL

A formal roll call was conducted confirming members present as stated above.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on ScottsdaleAZ.gov, search "Planning Commission"

ATTACHMENT #11

MINUTES REVIEW AND APPROVAL

1. Approval of November 9, 2016 Regular Meeting Minutes including the Study Session.

COMMISSIONER BRANTNER MOVED TO APPROVE THE NOVEMBER 9, 2016 REGULAR MEETING MINUTES INCLUDING THE STUDY SESSION, SECONDED BY COMMISSIONER ALESSIO, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).

CONTINUANCE AGENDA

2. 4-GP-2016 (Scottsdale Heights)

Request by applicant to continue to the January 11, 2017 meeting.

Request by owner for a non-major General Plan amendment to the City of Scottsdale General Plan 2001 from Commercial to Urban Neighborhoods on +/- 14-acres of a +/- 15.5-acre site located at 7225 East Dove Valley Road. Staff contact person is Keith Niederer, 480-312-2953. Applicant contact person is John Berry, 480-385-2727.

3. 9-ZN-2016 (Scottsdale Heights)

Request by applicant to continue to the January 11, 2017 meeting.

Request by owner for a Zoning District Map Amendment from Central Business District, Environmentally Sensitive Lands (C-2 ESL) to Medium Density Residential, Environmentally Sensitive Lands (R-3 ESL) on +/- 14-acres of a +/- 15.5-acre site located at 7225 East Dove Valley Road. Staff contact person is Keith Niederer, 480-312-2953. Applicant contact person is John Berry, 480-385-2727.

4. 10-AB-2016 (Scottsdale Heights Roadway Easement Abandonment)

Request by applicant to continue to the January 11, 2017 meeting.

Request by owner to abandon the eastern 30-feet of a 55-foot-wide roadway easement along the western edge of a property located at 7225 E. Dove Valley Road, with Central Business District, Environmentally Sensitive Lands (C-2 ESL) zoning. Staff contact person is Keith Niederer, 480-312-2953. Applicant contact person is John Berry, 480-385-2727.

Item No's 2, 3, and 4: Move to continue cases 4-GP-2016, 9-ZN-2016 and 10-AB-2016 to the January 11, 2017 meeting. Motion by Commissioner Brantner, 2nd by Commissioner Alessio. Commissioner Fakh and Commissioner Smith recused themselves.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on ScottsdaleAZ.gov, search "Planning Commission"

EXPEDITED AGENDA

5. Approval of the Planning Commission 2017 Calendar.
6. 19-ZN-2002#5 (BCB Group Investments)
Request by owner for a Zoning District Map Amendment from Planned Community, Planned Regional Center (PCD PRC) District to Planned Community, Planned Regional Center, Planned Shared Development (PCD PRC PSD) District on a +/- 10-acre site located at the northeast corner of Scottsdale Road and Chauncey Lane. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is Alexandra Schuchter, 480-947-8830.
7. 18-ZN-2013#2 (Scottsdale Quarter - Block L & M)
Request by applicant for a Zoning District Map Amendment to delete stipulation #5 from the previously approved zoning case for Phase III Blocks L & M of Scottsdale Quarter (18-ZN-2013), regarding floor area for residential uses on a +/- 23.52 acre site, as well as site plan modifications in the Development Plan for Block L, on a +/- 6.07 acre site located at the northwest corner of E. Butherus Drive and N. 73rd Street. Staff contact person is Bryan Cluff, 480-312-2258. Applicant contact person is Paul Gilbert, 480-429-3000.
8. 20-ZN-2016 (Quail Crest Estates)
Request by owner for a Zoning District Map Amendment from Single-family Residential, Environmentally Sensitive Lands (R1-130 ESL), to Single-family Residential, Environmentally Sensitive Lands (R1-70 ESL) zoning on a +/- 16.7-acre site located at the southeast corner of N. 132nd Street and E. Quail Track Road. Staff contact person is Jesus Murillo, 480-312-7849. Applicant contact person is Keith Nichter, 480-994-0994.
9. 21-ZN-2016 (Main Street Scottsdale Development)
Request by owner for a Zoning District Map Amendment from Central Business, Downtown Overlay and Parking P-2; Passenger Vehicle Parking, Downtown Overlay (C-2/DO and P-2/DO) to Downtown/Downtown Multiple Use – Type 2 (D/DMU-2 DO) zoning on a +/- 1.93- acre site located at the southeast corner of North 69th Street and East Main Street, and approximately 95 feet east of the northeast corner North 69th Street and East 1st Street (6903, 6909, 6915, and 6939 E. Main Street and 6914, 6920, and 6930 E. 1st Street). Staff contact person is Dan Symer, AICP, 480-312-4218. Applicant contact person is John Berry, 480-385-2727.

Item No. 9: Recommended to City Council for approval of case 21-ZN-2016, by a vote of 6-0; Motion by Commissioner Brantner, per the staff recommended stipulations after determining that the proposed Zoning District Map Amendment is consistent and conforms with the adopted General Plan, 2nd by Commissioner Fakhri. Commissioner Smith recused himself.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on ScottsdaleAZ.gov, search "Planning Commission"

10. 23-ZN-2016 (6922 Mixed Use)

Request by owner for a Zoning District Map Amendment from Central Business, Downtown Overlay (C-2 DO) to Downtown/Downtown Multiple Use—Type 2 Downtown Overlay (D/DMU-2 DO) zoning with amended development standards on a +/- 2,063 sq. ft. site located at 6922 E 5th Avenue. Staff contact person is Dan Symer, AICP, 480-312-4218. Applicant contact person is Brian Stark, 602-505-9116.

Item No's 5, 6, 7, 8 and 10: Move to approve the 2017 Planning Commission Calendar, and make a recommendation to City Council for approval of cases 19-ZN-2002#5, 18-ZN-2013#2, 20-ZN-2016 and 23-ZN-2016, by a vote of 7-0; Motion by Commissioner Brantner, per the staff recommended stipulations including revisions to case 20-ZN-2016, after determining that the PCD findings have been met, and the proposed Zoning District Map Amendments, Development Plan and Amended Development Standards are consistent and conform with the adopted General Plan, 2nd by Commissioner Alessio.

ADJOURNMENT

With no further business to discuss, the regular session of the Planning Commission adjourned at 5:18 p.m.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on ScottsdaleAZ.gov, search "Planning Commission"

PLANNING COMMISSION REPORT



Meeting Date: December 14, 2016
General Plan Element: *Land Use*
General Plan Goal: *Create a sense of community through land uses*

ACTION

Main Street Scottsdale Development 21-ZN-2016

Request to consider the following:

1. A recommendation to City Council regarding a request by owner for a Zoning District Map Amendment from Central Business, Downtown Overlay and Parking P-2; Passenger Vehicle Parking, Downtown Overlay (C-2 DO and P-2 DO) zoning to Downtown/Downtown Multiple Use – Type 2, Downtown Overlay (D/DMU-2 DO) zoning on a ± 1.94 -acre site located at southeast corner of North 69th Street and East Main Street, and approximately 95 feet east of the northeast corner North 69th Street and East 1st Street.

Goal/Purpose of Request

The applicant's request is to accommodate a new three story condominium building contain 41 units and a new two story town home development containing 9 units on a ± 11.93 - acre site.

Key Items for Consideration

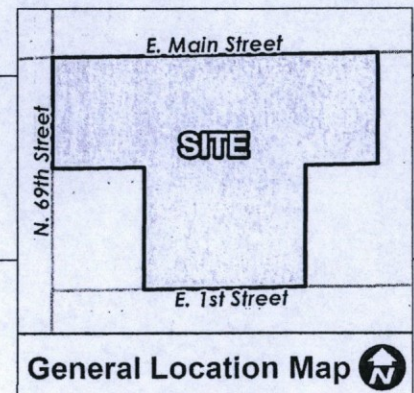
- Conformance with the General Plan and Downtown Plan
- Consists of individually owned units, not apartments
- Continue revitalization of this area with a range of housing opportunities
- Reinvestment in an under-utilized property in the Downtown
- No known opposition

OWNER

Main Street Scottsdale, LLLP
303-728-3706

APPLICANT CONTACT

John Berry
Berry Riddell, LLC
480-385-2727



LOCATION

Southeast corner of North 69th Street and East Main Street, and approximately 95 feet east of the northeast corner North 69th Street and East 1st Street.

BACKGROUND

General Plan

The Land Use Element of the General Plan designates the site area as Mixed-Use Neighborhoods (Attachment #4). This category includes higher density residential, office and retail uses. Mixed-Use Neighborhoods are also characterized by being located in areas having multiple modes of transportation available. In addition, the site areas are located in a growth area, as designated by the Growth Areas Element of the General Plan. The purpose of this designation is to approach "...growth management from a perspective of ..." identifying those "...areas of the community that are most appropriate for development focus [that] will best accommodate future growth...." The Growth Areas are intended to encourage development in a mixed-use environment.

Character Area Plan

The Downtown Future Land Use map of the Downtown Plan designates the site as Downtown Multiple Use Type 2 (Attachment #5.) within the Main Street Conceptual Urban Neighborhood. This land use is characterized to "Encourage new development, redevelopment and infill that strengthens Downtown Scottsdale's mix of uses and activities..." (LU 2.5) that are primarily mutually supportive.

Zoning

This site is currently zoned Central Business Downtown Overlay (C-2 DO). The C-2 DO district allows for most types of commercial activities located along major streets, including shopping and service needs. The proposed zoning is Downtown/Downtown Multiple Use Type – 2 Downtown Overlay (D/DMU-2 DO) allows a mixture of commercial and residential uses in a mixed-use development form.

Context

Located on the southeast corner of North 69th Street and East Main Street, and approximately 95 feet east of the northeast corner North 69th Street and East 1st Street, the site is generally surrounded by office, parking, and residential uses.

Adjacent Uses and Zoning

- North: East Main Street, and further north is restaurant and office uses, zoned Central Business Downtown Overlay (C-2 DO)
- South: East 1st Street, and further south is mixed use development, and office use, zoned Multiple-Family Residential Downtown Overlay (R-5 DO), Central Business Downtown Overlay (C-2 DO) and Downtown/Office Commercial – Type 2 Downtown Overlay (D/OC-2 DO)
- East: Office, personal care service and restaurant uses, zoned Central Business Downtown

Overlay (C-2 DO), Downtown/Office Commercial – Type 2 Downtown Overlay (D/OC-2 DO), and Downtown/Office Commercial – Type 2 Downtown Overlay Historic Property (D/OC-2 DO HP)

- West: North 69th Street, residential, and hotel use Highway Commercial Downtown Overlay Historic Property (C-3 DO HP) Downtown / Residential Hotel – 2 Planned Block Development Downtown Overlay (D/RH-2 PBD DO).

Other Related Policies, References:

- 68-ZN-1964 Rezone a portion of the property from Multiple Family Residential (R-5) to Central Business (C-2)
- 10-ZN-1976 Rezone a portion of the property from Multiple Family Residential (R-5) to Central Business (C-2)
- 48-ZN-1979 Rezone a portion of the property from Service - Residential (S-R) to Central Business (C-2)
- 38-ZN-1983 Rezone a portion of the property from Multiple Family Residential (R-5) to Central Business (C-2)
- 121-ZN-1984 Rezone a portion of the property from Multiple Family Residential (R-5) to Central Business (C-2)
- 5-ZN-2003 Rezone the property to apply the Downtown Overlay zoning.
- 2-ZN-2009 Rezone a portion of from Multiple-Family Residential District/Downtown Overlay (R-5 DO) to Central Business District/Downtown Overlay (C-2/DO)

APPLICANTS PROPOSAL

Development Information

The development proposal includes two and three story multi-family condominiums and townhouses containing 50 dwelling units.

- Existing Use: Office, vacant building, parking lot, and vacant lot
- Proposed Use: Condominiums and townhouses
- Parcel Size: ± 1.94 acres of net lot area
± 2.6 acres of gross lot area
- Building Height Allowed: 66 feet inclusive of rooftop appurtenances
- Building Height Proposed: 60 feet inclusive of rooftop appurtenances
- Parking Required: 82 spaces
- Parking Provided: 82 spaces
- Density Allowed: 50 dwelling units per acre
- Density Proposed: 19.23

IMPACT ANALYSIS

Land Use

The General and Downtown Plan's designations encourages higher density housing combined with, office, retail uses, and other uses that are compatible in a mixed use format. In addition, these plans encourage new developments, redevelopment and infill that strengthen the Downtown's mix of uses and activities through mutually supportive land uses. The applicant's proposal includes a comprehensive summary of the development and how the requested zoning conforms to the policies of the General and Downtown Plans.

The proposed use for the site area is for a residential multiple family development consisting of condominiums and townhouses. The proposed zoning designation of Downtown / Downtown Multiple Use – Type 2 Downtown Overlay (D/DMU-2 DO) allows the proposed uses, and is consistent with the General Plan and Downtown Plan. In addition, the proposed development is consistent with the Downtown Plan as it pertains to strengthening a 24-hour mixed use center with a variety of housing types in Downtown area (DP LU 1.2, DP LU 1.3, DP LU 2.5, DP LU 6.1 and DP LU 6.2). Furthermore, the proposed development assist in providing a mutually supportive land use, which encourages sustainability by providing land uses in close proximity to one another, and incorporates uses that assist in providing an active Downtown (DP LU2.5, and DP LU 7.1).

Located on the southeast corner of North 69th Street and East Main Street, and approximately 95 feet east of the northeast corner North 69th Street and East 1st Street, the proposed development is situated in an area of the Downtown that is primarily commercial, residential, restaurant, and travel accommodation uses. As it pertains to the surrounding existing uses, the proposed development is consistent with the historical and evolving context that is primarily residential with incidental commercial uses. In addition, the proposed development will assist in providing an appropriate transition from the more intensive commercial development to the east and center of the Downtown Area, to less intensive residential and travel accommodation uses near the Downtown boundary. To maintain an active street frontage adjacent East Main Street and East 1st Avenue, the proposed development incorporates grade level patio courtyards with low walls, and balconies that front these streets. The proposed zoning district, D/DMU-2 DO, is consistent with the Downtown Plan's associated zoning designation and abutting properties.

Traffic

North 69th Street, East Main Street and East 1st Street are unclassified commercial streets. The Transportation Department has reviewed the application and has determined that the proposed plan will not negatively impact the capacity of the affected alley and streets, and parking will be provided on-site.

Water/Sewer

The City's Water Resources Department has reviewed this application and has determined that there is adequate water and waste water services in the area. Any additional water and waste water service infrastructure required to service the development shall be provided property owner.

Public Safety

The Fire Department has reviewed this application and has determined that there is adequate ability to provide fire and emergency services to the development. The nearest fire station is

located at 7522 East Indian School Road. The nearest police station is located 3700 N. 75th Street.

Community Involvement

Staff and the applicant have mailed notifications to property owners within 750 feet of the site, and the applicant held an open house on August 11, 2016. A copy of the applicant's Citizen Involvement Report is included as Attachment #10. Staff has received one phone inquiry regarding this proposal with general questions, and opposed more residential in the area.

STAFF RECOMMENDATION

Recommended Approach:

Staff recommends that the Planning Commission determine that the proposed zoning district map amendment is consistent and conforms with the adopted General Plan, and make a recommendation to City Council for approval, per the attached stipulations.

RESPONSIBLE DEPARTMENT

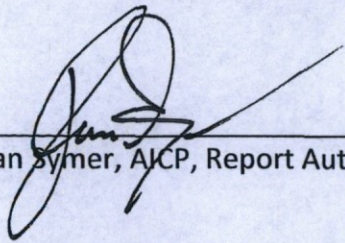
Planning and Development Services

Current Planning Services

STAFF CONTACT

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

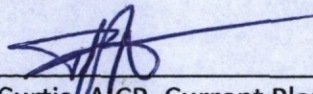
APPROVED BY



Dan Symer, AICP, Report Author

11.29.2016

Date



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

12/2/2016

Date



Randy Grant, Director
Planning and Development Services
480-312-2664, rgrant@scottsdaleaz.gov

12/5/16

Date

ATTACHMENTS

1. Context Aerial
- 1A. Aerial Close-Up
2. Stipulations
Exhibit A to Attachment 2: Site Plan
3. Applicant's Narrative
4. General Plan Land Use Map
5. Downtown Plan Future Land Use Map
6. Existing Zoning Map
7. Proposed Zoning Map
8. Building Elevations
9. Building Perspective
10. Citizen Involvement
11. City Notification Map



Main Street Scottsdale Development

21-ZN-2016



Main Street Scottsdale Development

21-ZN-2016

Stipulations for the Zoning Application:

Main Street Scottsdale Development

Case Number: 21-ZN-2016

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

SITE DESIGN

1. **CONFORMANCE TO CONCEPTUAL SITE PLAN.** Development shall conform with the conceptual site plan submitted by Gould Evans and with the city staff date of 10/07/2016, attached as Exhibit A to Attachment 2. Any proposed significant change to the conceptual site plan, as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council.
2. **PATIO WALL AND FENCES.** Patio walls and fences shall be setback a minimum of twelve (12) feet from the back of the curb. Patio walls and fences shall not exceed a height of three (3) feet measured from the top of the adjacent curb.
3. **MAXIMUM DWELLING UNITS.** Maximum dwelling units shall not exceed 50 units.

INFRASTRUCTURE AND DEDICATIONS

4. **CIRCULATION IMPROVEMENTS.** Prior to any permit issuance for the development project the owner shall make required dedications and prior to issuance of any Certificate of Occupancy for the development project the owner shall provide the required improvements in conformance with the Design Standards and Policies Manual and all other applicable city codes and policies.
 - a. **STREETS.** Dedicate the following right-of-way and construct the following street improvements:

Street Name	Street Type	Dedications	Improvements	Notes and Requirements
North 69 th Street	Local Street	Total of a 30 foot wide existing east half street right-of-way	Remove existing driveways, sidewalks, curbs, and gutters Construct curbs, gutters, sidewalks, driveways, streetlights, pavement, and curb ramp	a.1., a.2., a.3., a.4., a.5., a.6.

East Main Street	Local Street	Total of a 30 foot wide existing south half street right-of-way	Remove existing driveways, sidewalks, curbs, and gutters Construct curbs, gutters, sidewalks, driveways, streetlights, pavement, and curb ramp	a.1., a.2., a.3., a.7., a.8., a.9.
East 1 st Street	Local Street	Total of a 30 foot wide north half street right-of-way	Remove existing driveways, sidewalks, curbs, and gutters Construct curbs, gutters, sidewalks, driveways, streetlights, pavement	a.1., a.2., a.3., a.6. a.10., a.11., a.12.
Alley	Alley	Total of a 10 foot wide north half alley right-of-way, and a total of a 10 foot wide south half alley south right-of-way	Remove existing driveway Construct pavement, and driveway	a.1., a.4., a.13., a.14.

- a.1. All street improvements (curb, gutter, sidewalk, curb ramps, driveways, pavement, concrete, etc.) shall be constructed in accordance with the applicable City of Scottsdale's Supplements to the Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction, and Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction and the Design Standards and Policies Manual.
- a.2. The curb ramp on the southeast corner of North 69th Street and East Main Street shall be removed and reconstructed to accommodate the new sidewalks that are to be provided adjacent to North 69th Street and East Main Street.
- a.3. The property owner shall remove the existing sidewalk adjacent to the property and construct a new continuous six (6) foot wide sidewalk adjacent to the curb.
- a.4. The property owner shall remove the existing alley driveway entrance to North 69th Street and construct new alley driveway with an accessible pedestrian sidewalk.
- a.5. The property owner shall mill and pave the east half of North 69th Street adjacent to the property.
- a.6. The property owner shall modify streetlights to provide street illumination in accordance with the Design Standards and Policies Manual, and so that they are setback a minimum of two (2) feet from the back the sidewalk to be provided in accordance with the above stipulations.
- a.7. The property owner shall remove all existing driveways adjacent to the property, and construct curb and gutter necessary to accommodate the development.
- a.8. The property owner shall mill and pave the south half of East Main Street adjacent to the property.

- a.9. The property owner shall relocate the streetlights on the south side of East Main Street, adjacent to the property, so that they are setback a minimum of two (2) feet from the back of East Main Street sidewalk to be provided in accordance with the above stipulations, and to provide street illumination in accordance with the Design Standards and Policies Manual.
 - a.10. Prior to issuance of any building permits for the development project, the owner shall dedicate to the City additional right-of-way so that a total of a thirty (30) foot wide north half street right-of-way is provided.
 - a.11. The property owner shall mill and pave the north half of East 1st Street adjacent to the property.
 - a.12. The property owner shall provide additional streetlights to provide street illumination in accordance with the Design Standards and Policies Manual.
 - a.13. Prior to issuance of any building permits for the development project, the owner shall dedicate to the City additional right-of-way so that a total of a 10 foot wide north half alley right-of-way is provided, and a 10 foot wide south half alley right-of-way is provided, abutting the property.
 - a.14. The property owner shall mill and pave the entire twenty (20) foot alley width from the North 69th Street driveway entrance to the east side of the property abutting East Main Street.
5. **STORMWATER:** The owner shall provide stormwater storage to satisfy the First Flush storage volume requirement.
6. **UTILITY LINES.** All existing above ground utility lines within the alley adjacent to the property, and any new or relocated utility lines, shall be place underground.
7. **WATER LINE.** The property owner shall construct an eight (8) inch waterline in East Main Street from the existing mid-block fire hydrant on the south side of the street to the waterline in North Goldwater Boulevard.
8. **FIRE HYDRANT.** The owner shall be provide a fire hydrants and related water infrastructure adjacent to property, in the locations determined by the Fire Department Chief, or designee.
9. **BASIS OF DESIGN REPORT (WATER AND WASTEWATER).** Prior to the submittal of construction document improvement plans, the property owner shall receive approval of a Final Water and Waster Basis of Design from the Water Resources Director, or designee.
10. **WATER AND WASTEWATER IMPROVEMENTS.** The owner shall provide all water and wastewater infrastructure improvements, including any new service lines, connection, and man-holes, necessary to serve the development.
11. **EASEMENTS.**
 - a. **EASEMENTS DEDICATED BY PLAT.** The owner shall dedicate to the city on the final plat, all easements necessary to serve the site, in conformance with the Scottsdale Revised Code and the Design Standards and Policies Manual.
 - b. **EASEMENTS CONVEYED BY SEPARATE INSTRUMENT.** Prior to issuance of any building permit for the development project, each easement conveyed to the city separate from a final plat shall be conveyed by an instrument or map of dedication subject to city staff

approval, and accompanied by a title policy in favor of the City, in conformance with the Design Standards and Policies Manual.

- c. SIGHT DISTANCE EASEMENTS. Prior to issuance of any building permit for the development project, the property owner shall dedicate sight distance easements across the property in the location of the Sight Distance and Traffic Safety Triangle of Design Standards and Policies Manual as determined by the Transportation Director, or designee.
 - d. PUBLIC NON-MOTORIZED ACCESS EASEMENTS. Prior to issuance of any building permit for the development project, the property owner shall dedicate to the City a Public Non-motorized Access Easement(s) across the property in locations to contain the pedestrian sidewalk fronting on North 69th Street, East Main Street, East 1st Street and the intersection of North 69th Street and East Main Street where the sidewalk cross on to the property.
12. CONSTRUCTION COMPLETED. Prior to final inspection for the development project, the property owner shall complete all the infrastructure and improvements required by the Scottsdale Revised Code and these stipulations, in conformance with the Design Standards and Policies Manual and other applicable standards.



Zoning

21-ZN-2016
10/7/2016

Main Street Scottsdale Development 69th & Main Rezoning Application

21-ZN-2016

Project Narrative



Prepared for:
Liv URBN Development

Prepared by:

Berry Riddell, LLC
John V. Berry, Esq.
Michele Hammond, Principal Planner
6750 E. Camelback Road, Suite 100
Scottsdale, AZ 85251
480-385-2727

Gould Evans
Eduardo Perez, Architect
Krista Shepherd, Architect
521 S. 3rd Street, Suite 100
Phoenix, AZ 85004
602-234-1140

Table of Contents

I.	Property Information.....	3
II.	Current/Proposed Zoning.....	3
III.	Project Overview.....	4
IV.	2001 General Plan.....	5
V.	Downtown Plan.....	16
VI.	Downtown Plan Urban Design & Architectural Guidelines.....	31
VII.	Scottsdale Sensitive Design Principles.....	34
VIII.	Conclusion.....	37

I. Property Information

Location: Southeast corner of 69th Street & Main Street (the "Property")

Property Size: Approximately 1.26+/- gross acres along Main Street and 0.67+/- gross acres along 1st Street

- Total Site Area: 1.93 +/- gross acres

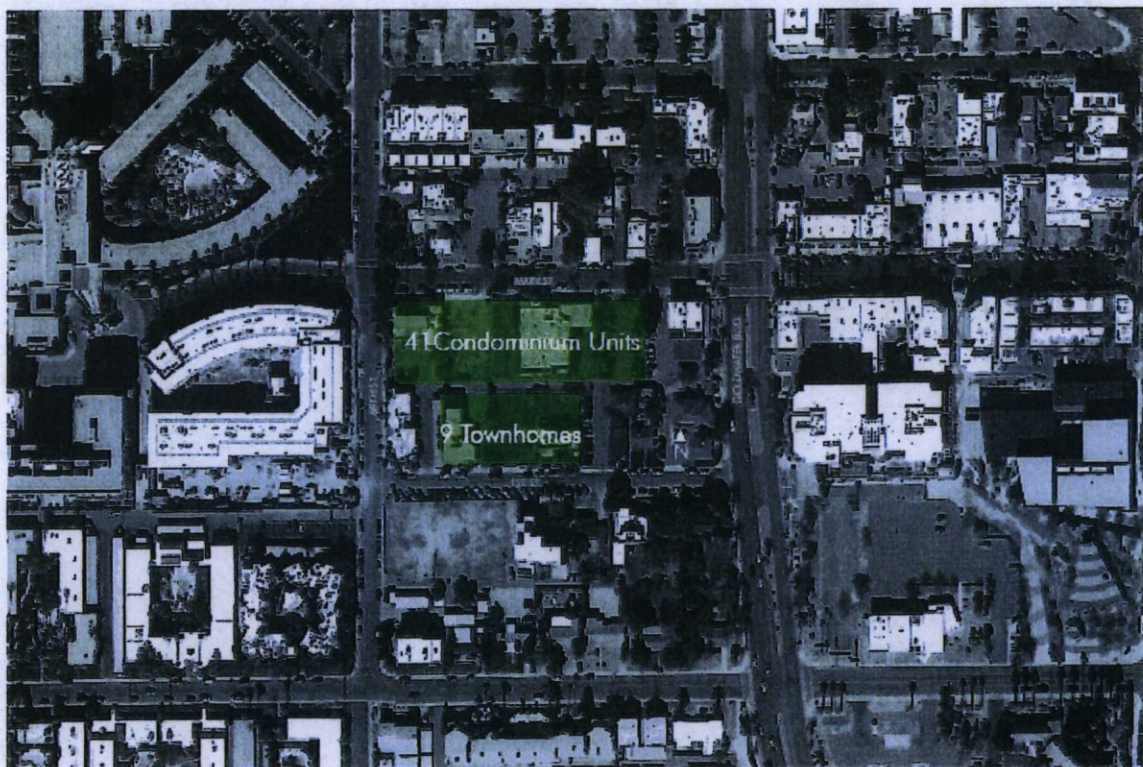
II. Current/Proposed Zoning

Current

- C-2 DO and P-2 DO

Proposed

- D/DMU-2 DO



III. Project Overview

This request is for a rezoning and site plan approval for a 1.93+/- gross acre site located north of the southeast corner of 69th Street and Main Street, which is located directly east of the Hotel Valley Ho in Downtown Scottsdale. The site is currently zoned a combination of C-2 DO and P-2 DO and includes several existing commercial buildings. The rezoning request is for D/DMU- 2 DO consistent with the Downtown Plan. The applicant intends to redevelop the site with residential development consisting of 41 condominium units and 9 townhouse units (fee simple lots) in harmony with the goals and policies of the Downtown Plan adopted by City Council in 2009. The overall proposed density on the 1.93+/- acre is 26 du/ac, which is only half of the maximum density (50 du/ac) allowed under the Downtown Ordinance. The Property is surrounded by a variety of retail, live/work, resort, residential, entertainment and service related business in Downtown Scottsdale and is within close proximity to the gallery district and a range of employment opportunities.

About the Developer

"We develop and build boutique luxury condominiums and townhome properties for residents who embrace the urbanism movement. Our collaborative approach throughout the design and construction ensures expert craftsmanship at every level. Liv URBN digs deep into the character and heritage of our surrounding neighborhoods to understand the history, pulse and presence so each of our communities is immediately embedded in the local fabric."

Liv URBN Website

Current Phoenix Area Projects:

- Contour on Campbell Avenue – 22nd Street & Campbell
 - Under Construction
 - 111 luxury condominiums
- The Mason – 14th Street & Bethany Home
 - Under construction
 - 33 luxury townhomes

IV. 2001 General Plan

The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide as a framework for proposed development and the built environment.

General Plan - Six Guiding Principles:

Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Value Scottsdale's Unique Lifestyle & Character (Character & Design, Land Use)
2. Support Economic Vitality
3. Enhance Neighborhoods (Housing, Neighborhoods)
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation (Mobility)

These six Guiding Principles are further explained below through the different Elements of the General Plan.

2001 General Plan Goals & Policies

➤ Character & Design

Goal 1: Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

-Bullet 1: Respond to regional and citywide contexts with new and revitalized development in terms of: Scottsdale as a southwestern desert community; Relationships to surrounding land forms, land uses and transportation corridors; Consistently high community quality expectations; Physical scale relating to the human perception at different points of experience; Visual impacts upon public settings and neighboring properties.

-Bullet 2: Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.

-Bullet 3: Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people's needs.

-Bullet 4: Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together.

The **Downtown** is a highly functional mixed-use center, containing areas of different densities and the architectural styles that emphasize regional and specialty retail, office, residential and hotel uses.

Response: The Downtown Zoning classification allows for higher residential densities in a mixed-use setting to encourage an urban lifestyle and appropriate balance of land uses with a rich pedestrian environment. This proposal is for 50 units, or 26 du/ac, on 1.93 acres; the Downtown Ordinance allows a maximum density of 50 du/ac (without bonuses). The Property currently includes several older commercial office buildings and surface parking lots. The site is surrounded by a variety of retail, live/work, entertainment, residential, employment and service related business and is within close proximity to two of Scottsdale's largest employers, Honor Health and the City of Scottsdale. Additionally, this property is located approximately one-quarter mile west of Scottsdale Road a major north-south arterial with nearby access to public transportation and is only 2.5 miles away from the Loop 101, both of which provide regional access. This site is ideally situated in a Downtown setting that offers all ingredients for urban residential development in a mixed-use setting. Design details provided below:

- The development incorporates to the north (Main Street), west (69th street) and south sides (1st Street), a connection to the public street that engages the exterior space, by opening up to expansive patios from every unit or townhome on the ground floor. Gathering spaces are pushed to the front of every unit to activate the public edge. The condo lobby, through glass transparency also engages 69th street with activity and light which will illuminate at night.
- Building mass with expressed strong horizontal overhangs to create relieve, depth and shade will also reduce the scale of the building and provide visual interest. Overhangs serve as large balcony spaces extending the interior life of the units out towards the sidewalks, which intern offer visual as well as audible connection to the street. Instead of solid walls and a continuous massive wall, the main expression of the condo building along Main Street

and 69th Street are large outdoor deep set balconies with transparent glazing which will animate the façade.

- For condominiums, the ground floor 1-story units, 2-story lofts and other public programs on the first floor are designed in a courtyard-type arrangement with private 'urban-rooms' on the street, articulated mass with relief and layering of landscape, screening elements, and unit enclosure. Offering a layer of transparency, these 'urban-rooms' will allow the interior life of the ground floor units to expand to the street. Water elements will add to these areas for visual as well as acoustical reprieve. The sound of water will add interest and curiosity. Utilizing a sculpted strategy, these masses will be heavily articulated in form and textured in material. This approach begins to address the City of Scottsdale's requirement for variation of expression on the street.
- For townhouses, the ground floor offers depth, patios, planting and glazing which will engage the public sidewalk and liven the streetscape. The use of shade and shadow by virtue of the building's façade will also add interest while not using the same façade on all 9 units. Variation in façade is key to the makeup of the street and block as a whole.
- Site responsible landscaping and materials will provide a comfortable pedestrian scale by incorporating natural shading elements, and pathways that provide a unique blend of texture and filtered light up against building materials that introduce a level of transparency.
- The urban setting will incorporate stylish site furnishings, identifiable hardscape patterns and unique elements that will enhance and blend into the context of the site.
- Landscape is an important character of this particular part of Scottsdale and will be a primary component of both buildings' presence on Main Street, 69th Street, 1st Street and both sides of the adjacent alley.
- The landscape character will incorporate familiar Sonoran and desert adapted trees and shrubs that will flourish in their unique urban environment while complimenting the architecture and responding to specific microclimatic conditions.
- A unique and memorable landscape language will include patterns linking the streets, architecture and rooftop settings with identifiable layers, masses and accents while providing privacy and transparency for the residents.
- Street trees will be utilized in the pedestrian environment to provide shade, human scale and where appropriate create a buffer between the public and vehicles.
- The landscape character will incorporate familiar Sonoran Desert adapted trees and shrubs that will flourish in their unique urban environment while

complimenting the architecture and responding to specific microclimatic conditions.

- A unique and memorable landscape language will include patterns linking the streets, architecture and rooftop settings with identifiable layers, masses and accents while providing privacy and transparency for the residents.
- Street trees will be utilized in the pedestrian environment to provide shade, human scale and where appropriate create a buffer between the public and vehicles.
- The urban setting will incorporate stylish site furnishings, identifiable hardscape patterns and unique elements that will enhance and blend into the context of the site.
- Site wall materials intend to provide a precise balance between privacy and transparency that both engage the street while providing privacy for interior spaces that face the street edge.

Goal 2: Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

-Bullet 5: Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.

-Bullet 6: Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.

Response: The proposed site layout, architectural character and landscaping design respects the unique climate, vegetation and Scottsdale's Downtown urban context. See Scottsdale Sensitive Design Principles VII. below for detailed responses regarding each principle.

Goal 4: Encourage "streetscapes" for major roadways that promote the City's visual quality and character, and blend into the character of the surrounding area.

-Bullet 2: Design Downtown/Urban areas to concentrate on those elements that will provide pedestrian comfort, such as arcade-covered walkways, shade, decorative paving and landscaping, so that a comfortable setting can be created for this use-intensive area.

-Bullet 10: Other visually significant roadways include roadways with buffered setbacks and roadways with specific streetscape design themes. Each of these designated roadways have individual design guideline policies.

Existing Streetscape Condition (Main Street)



Response: Pedestrian circulation along both the perimeter and internal (alleyway) to the residential community is an important feature of this Downtown project, as numerous retail, restaurant, entertainment, and cultural uses are within walking distances from this site. This part of Downtown Scottsdale is unique, offering a rich pedestrian focused environment in a more relaxed and quiet setting. Fine-grained developments, dense local landscape, shaded

'discovered' courtyards and layering of materials are strategies inherent to this context that will be integrated into the two types of housing product.

The townhomes and ground level condominiums will have direct access to pedestrian connections and the streetscape to encourage walkability and street interaction. While different in their massing, size and housing type, both projects look to integrate into the vibrant and diverse street life in this neighborhood. Both projects are designed around the notion of a relaxed desert lifestyle in a pedestrian-oriented urban environment. The buildings will be outward focused encouraging residents to utilize the rest of Downtown Scottsdale on a daily basis for their everyday recreation, dining, social interaction and cultural needs. In addition, residents will be within walking distance of significant destinations such as the Valley Ho Resort, Scottsdale's Museum of the West, SMOCA, Scottsdale Center for Performing Arts, Scottsdale Stadium, Scottsdale Fashion Square Mall and the Waterfront. Shading of the pedestrian realm along the street frontages will be provided by a variety of desert appropriate trees accented with ground cover consistent with the Downtown Design Guidelines.

Goal 6: Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of a city.

- Bullet 1: Require substantial landscaping be provided as part of new development or redevelopment.***
- Bullet 2: Maintain the landscaping materials and pattern within a character area.***
- Bullet 3: Encourage the use of landscaping to reduce the effects of heat and glare on buildings and pedestrian areas as well as contribute toward better air quality.***
- Bullet 4: Discourage plant materials that contribute substantial air-borne pollen.***
- Bullet 5: Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the "urban heat island" effect.***
- Bullet 6: Encourage the retention of mature landscape plant materials.***

Response: The landscape character of the proposed Main Street Scottsdale property is that of ornamental desert design with a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy plants known to thrive in the intense heat and sun of the desert climate which creating a shaded vegetative pedestrian experience at the ground level. Plant selection and intentional planting design will allow the

development to use water efficiently throughout the site. The proposed planting design limits lush and dense planting patterns to areas with the most human interaction such as entries, amenity areas and pedestrian areas.

Goal 7: Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the City.

- Bullet 2: Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.***
- Bullet 3: Encourage creative and high quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.***
- Bullet 5: Allow for lighting systems that support active pedestrian uses and contribute to public safety.***

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents. Lighting designs will be commensurate with the quality architectural style proposed for Main Street Scottsdale; low-level with no glare and intrusion on neighboring properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along both street frontages and through the residential development.

➤ ***Land Use***

Goal 4: Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

- Bullet 1: Allow for diversity of residential uses and supporting services that provide for the needs of the community.***
- Bullet 4: Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.***

Response: The Downtown District (Multiple Use Type 2 category) supports a variety of land uses including, but not limited to, multiple story residential, office, retail shops, and restaurants consistent with the intensity of uses which are typically found in the Downtown Scottsdale. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional housing options in Downtown is

essential for the continuing economic growth and sustainability of Scottsdale as a whole. This project exemplifies this revitalization component by assembling a collection of older, functionally obsolete, commercial office properties and creating a thriving residential community with nearby access to supporting services and transportation corridors. Thus, providing greater housing options and increasing quality of life for the residents of Scottsdale and more "rooftops" for area businesses.

Goal 5: Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- ***Bullet 1:*** *Integrate the pattern of land use and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.*
- ***Bullet 2:*** *Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mix-use centers to reduce reliance on the automobile.*

Response: The Property is just west of Goldwater Boulevard and approximately one-quarter mile west of Scottsdale Road, a major north/south arterial, and is approximately 2.5 miles west of the Loop 101, which provides regional access. By creating a comfortable and inviting pedestrian experience along the adjacent streets, this proposed project will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging alternative means of transportation is important as the Property is located near numerous employment and cultural destinations including the Museum of the West. Main Street Scottsdale is located near Honor Health Osborn campus (Scottsdale's largest employer) and the City of Scottsdale's civic complex including Civic Center Library, Center for Performing Arts, SMOCA and City offices. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile directly east of the site.

➤ ***Economic Vitality***

Goal 7: Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

- ***Bullet 2:*** *Encourage and support the renovation and reuse of underutilized or vacant parcels/buildings/shopping centers.*

-Bullet 6: Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy.

Response: Assemblage and redevelopment of these aging, underutilized properties will contribute towards the economic stability of Scottsdale by providing additional housing options in the heart of Downtown near abundant retail, entertainment, support services and large, stable employers. Integrating luxury residential in the Downtown core brings physical and economic synergy, which will continue to enliven and enhance the city center consistent with the goals and policies of the General Plan and Downtown Plan while providing housing for the growing number of urban dwellers.

➤ **Housing**

Goal 4: Encourage housing development that provides for "live, work, and play" relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.

-Bullet 1: Encourage a variety of housing densities throughout Scottsdale, with mixed-use in areas of major employment and transit hubs, to offer greater live-work choices to a broader economic range of households.

-Bullet 6: Consider a variety of strategies to increase housing intensity and diversity in appropriate locations, such as around commercial areas, near transit centers and major employers.

Response: Downtown zoning allows for the ability to develop a range of residential densities in a mixed-use setting to encourage an urban lifestyle and appropriate balance of land uses with pedestrian connectivity. The site currently includes a series of underutilized commercial buildings and surface parking lots on 14 different parcels. The Property is surrounded by a variety of retail, live/work, cultural, entertainment, residential, and service related business in the Downtown Scottsdale and is within close proximity to major employment opportunities. Additionally, this Property is close to major arterials with access to public transportation. This site is ideally situated in a Downtown setting that offers all ingredients for medium density residential development.

➤ **Neighborhoods**

Goal 4: Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

-Bullet 7: Create, preserve, and enhance pedestrian, vehicular, and alternative transportation mode connections and links between neighborhoods and other neighborhood-supporting land uses throughout the community.

Response: The proposed luxury residential community will provide a comfortable and safe streetscape with human-scale, shade and movement through both hardscape and building design. Trees and shrubs will be used to create a comfortable microclimate as well as providing visual relief that will enhance the pedestrian experience along the street edge and encourage the use of sidewalks to get from one destination to another (vs. vehicle) further stimulating the mixed-use character of Downtown.

Goal 5: Promote and encourage context-appropriate new development in established areas of the community.

-Bullet 1: Encourage new development efforts toward existing developed areas in Scottsdale.

-Bullet 2: Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.

Response: The luxury residential community will provide new development on an underutilized assemblage of parcels in Downtown. The infill development will utilize existing infrastructure (roads, utilities, etc.). This application is driven by the site's surrounding mix of land uses and a strong market demand for a variety of residential in Downtown.

➤ **Growth Areas**

Goal 2: Make automobile transit and other multimodal circulation more efficient.

-Bullet 1: Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.

Response: The Property is just west of Goldwater Boulevard and approximately one-quarter mile west of Scottsdale Road, a major north/south arterial, and is approximately 2.5 miles west of the Loop 101, both of which provide regional access. By creating a comfortable and inviting pedestrian experience along the adjacent streets, this proposed project will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging alternative means of transportation is important as the Property is located near important employment and cultural destinations. Main Street Scottsdale is located near Honor Health Osborn campus (Scottsdale's largest employer) and the City of Scottsdale's civic complex including Civic Center Library, Center for Performing Arts, SMOCA and City offices. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile directly east of the site.

➤ **Community Mobility**

Goal 8: Emphasize live, work and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.

-Bullet 2: Encourage the development of redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduces reliance on the automobile.

Response: As mentioned above, the Property is close to Goldwater Boulevard and Scottsdale Road and 2.5 miles west of the Loop 101, which provide regional access. The proposed development accomplishes a range of goals including the integration of high quality, vibrant architecture and innovative site planning, creating pedestrian presence with ground level activity, and providing housing in the Downtown commercial/employment core thereby reducing trip generation during peak hours. A traffic report is provided with the zoning submittal.

Goal 11: Provide opportunities for building "community" through neighborhood mobility.

-Bullet 10: Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

Response: The sidewalk improvements combined with well-placed shade trees will generate a more comfortable and inviting pedestrian space along the streetscape vs. the existing condition. This will allow ease of pedestrian circulation regardless of solar orientation. Direct pedestrian access from ground level units will allow residents to immediately engage the pathways providing for a stronger urban experience.

V. Downtown Plan Overview

The Downtown Multiple Use Type 2 category supports a variety of major employment and service related uses including, but not limited to, multiple story residential, office, commercial retail, and support services consistent with the intensity of uses which are typically found in the Downtown Scottsdale. Additionally, revitalizing and redeveloping older properties is a critical part of the economic vitality of the community as it matures. Thus, the proposed and future redevelopment of the site is essential for the continuing economic growth and sustainability of the city as a whole.



The proposed D/DMU-2 DO zoning district is consistent with the General Plan/Downtown Plan land use designation for the subject Property. The Downtown Plan's goals and policies which relate specifically to the proposed Development Plan for subject Property are identified as follows:

➤ **LAND USE**

GOAL LU 1:

MAINTAIN DOWNTOWN SCOTTSDALE AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY TO ENSURE A VIBRANT MIX OF MUTUALLY SUPPORTIVE LAND USES.

Policy LU 1.2.

Maintain Downtown as a year-round, 24-hour highly functional mixed use center, containing areas of different densities, architectural styles and land uses that support the needs of Scottsdale's residents and visitors.

Response: The proposed urban residential development will further strengthen Downtown's urban environment and 24-hour mixed-use character by integrating additional rooftops into the urban core where there is established commercial, entertainment, cultural and employment land uses. Note Character & Design Goal 1 (and subsequent goals & policies) below regarding the specific design elements that will create a vibrant, interactive urban development on the Property.

GOAL LU 2:

PROMOTE THE DEVELOPMENT OF DOWNTOWN AS A COLLECTION OF MIXED-USE URBAN NEIGHBORHOODS.

Policy LU 2.1.

As a General Plan designated Mixed-Use Neighborhood, Downtown Scottsdale should offer efficiencies of strong access to multiple modes of transportation and major regional access and services, focus on human scale development, accommodate higher density housing combined with complementary office or retail uses, and accommodate vertical mixed-use structures.

Policy LU 2.2.

Support interconnected, pedestrian oriented urban neighborhoods that are comprised of a balanced mix of activities and land uses within optimal walking distance.

Response: The rezoning request is for an assemblage of parcels in Downtown Scottsdale immediately surrounded by a variety of land uses: the Valley Ho hotel to the west, Old Town Tortilla Factory, the House Brasserie, Grazie Pizzeria &

Wine Bar to the north, Prestige Cleaners, Cornish Pasty and numerous galleries to the east, and the Eldorado on 1st residential development to the south (currently under construction).

D/DMU-2 DO zoning will allow for residential development on the Property by allowing for more urban development standards than what is currently allowed under existing C-2 and P-2 zoning categories. The Property is located west of Goldwater Boulevard and Scottsdale Road (a major north-south arterial roadway) and 2.5 miles west of the Loop 101, both of which provide regional access. The location of the proposed residential development will lend itself to various modes of transportation, such as by foot, bicycle and/or trolley as the Property is located near numerous cultural opportunities, art galleries, retail, restaurants and the City of Scottsdale civic complex (offices, library, and museum). Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile from the site.

Policy LU 2.5.

*Encourage new development, redevelopment and infill that strengthens Downtown Scottsdale's mix of uses and activities through the development of mutually supportive land uses within the **Downtown Multiple Use** urban neighborhoods. Multiple Use areas include the majority of the properties within the overall Downtown Plan boundary. New development and redevelopment within the Multiple Use areas adjacent to the Arizona Canal should incorporate vertically mixed land uses that activate the Canal with both visitors and residents year-round.*

Response: Redevelopment of this Property will build on the City's goal of strengthening Downtown's mix of uses and activities. This project will bring 50 residences (both condominiums and townhomes) to the heart of Downtown on a site that is within close proximity to cultural opportunities, a range of restaurants and retail, transportation corridors and major employers (Honor Health and City of Scottsdale).

GOAL LU 6:

PROMOTE DIVERSITY IN DOWNTOWN HOUSING OPTIONS.

Policy LU 6.1.

Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes, and live/work units.

Response: The Main Street Scottsdale development provides an urban residential living experience with onsite amenities and a lifestyle that integrates with the existing Downtown fabric and collection of uses (entertainment, arts, employment, retail, support services) contributing towards the variety of housing

options available to the residents of Scottsdale and creating a sense of community. The condominium units will range from 1,500 s.f. to 2,300 s.f. and townhome units will range from approximately 2,300 s.f. to 3,000 s.f. providing two different lifestyle options and price points for future residents. The second level of the condominium building will include a private pool, outdoor common space with yoga platform, and a clubhouse with kitchen and fitness space for the residents. The condominiums will each have a private outdoor living space/balcony while the townhomes will have private yard spaces between the living unit and garage and the option for roof top patio spaces. Notably, the private outdoor living spaces for the both the condominiums and townhomes will far surpass the City's requirement of 60 s.f. with most private spaces exceeding 300 s.f.

GOAL LU 7:

PROMOTE A MIX OF LAND USES THAT PROMOTE A SUSTAINABLE DOWNTOWN.

Policy LU 7.2

Encourage development to make cost effective uses of existing urban resources such as infrastructure systems, underutilized sites, buildings and transportation networks.

Response: The redevelopment of this site from a collection of aging commercial buildings to a vibrant, urban residential development will bring housing and synergy to the western segment of Downtown Scottsdale utilizing existing infrastructure systems and transportation networks that run near and adjacent to the Property.

➤ **CHARACTER & DESIGN**

GOAL CD 1:

THE DESIGN CHARACTER OF ANY AREA SHOULD BE ENHANCED AND STRENGTHENED BY NEW DEVELOPMENT THAT PROMOTES CONTEXTUAL COMPATIBILITY.

Policy CD 1.1

Incorporate, as appropriate; in building and site design the distinctive qualities and character of the surrounding, and/or evolving, context.

Policy CD 1.2

Encourage creative and innovative civic and prominent developments to establish new urban design character and contextual interpretations of the

Downtown, for areas where development patterns are fragmented or are in transition.

Policy CD 1.4

Promote Downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.

Policy CD 1.5: *Encourage urban and architectural design that addresses human scale, and provides for pedestrian comfort.*

Policy CD 1.7: *Maintain pedestrian oriented small town character and human scale in the Downtown Core areas of Main Street, Marshall Way, 5th Avenue, Craftsman Court, and Old Town. Incorporate similar elements of pedestrian character and scale at the street level throughout all of Downtown.*

Policy CD 1.8: *Encourage new development and revitalization that is composed of complementary and/or supportive design relationships with the established urban form, as well as design relationships with the established urban form, as well as design features and materials of the neighborhood within which they are sited.*

Response: Below is a detailed summary of the development which addresses the Character & Design considerations in the Downtown Plan. Also see pages 6-8 above for more design details regarding the pedestrian realm and human scale elements.

Condominium Design

The condominium project is a 41 unit, 4-story building with 3 stories of units over a ground floor that consists of 7 units with direct pedestrian access to the sidewalk, lobby, amenity spaces, garage parking as well as 2-car garage parking accessed directly from the alley. Most of the amenities are predominately concentrated on the second floor connected to a large planted area facing south towards the alley. Parking entries are only from the alley-side eliminating curb cuts along Main Street and 69th Street further enhancing the pedestrian realm. Queuing space in the alley will also alleviate the potential for traffic congestion.

Elimination of curb cuts on Main Street also allows patrons to walk at ease in the east-west direction, not worrying about ground level plane changes and focusing on the streetscape trees, streetlights and overall Downtown experience. This was a key goal as removing curb cuts restores the patron walking experience and reaffirms the walking connection between the Valley Ho resort and Downtown.

- **Breaking-down the Mass:** The condominium development along Main Street will be a transitional project mediating between the fine-grain, layered developments on Main Street east of the site and the larger scale development of the Valley Ho resort to the west. In order to address this dichotomy and articulate a human-scale to the massing, the building utilizes two strategies:

On the Street: Ground floor 1-story units, 2-story lofts and other public programs on the first floor are designed in a courtyard-type arrangement with private 'urban-rooms' on the street, articulated mass with relief and layering of landscape, screening elements, and unit enclosure. Offering a layer of transparency, these urban-rooms will allow the interior life of the ground floor units to expand to the street. Water elements (in conformance with City guidelines) will be added to these areas for visual as well as acoustical reprieve. The sound of water will add interest and curiosity. Utilizing a sculpted strategy, these masses will be heavily articulated in form and textured in material. This approach begins to address the Scottsdale's requirement for variation of expression on the street.

Elevated Mass: The building on levels 2-3 is a much simpler mass utilizing a layered strategy with extensive zones of transparency between indoor and outdoor spaces. Units are elongated in the east-west direction where bedrooms and all major living spaces can have direct connection to panoramic views and natural light. Through transparency, these shallow units start to bring the inner life of the unit closer to the edge of the project and to the street. These balcony spaces will be designed as outdoor 'rooms' large enough for furniture and flexible programming to allow for indoor/outdoor living space. The balconies further help to create large zones of relief along the street addressing the City's requirement for street articulation.

Both massing strategies will utilize tactile materials of a desert color palette. The focus will be on the quality and detailing of a reduced palette versus an over-abundant material selection. Material will be left in their natural state allowing them to naturally change sunlight and shadow change over the course of the day while weathering better over longer periods of time.

- **Four-Sided Architecture:** Each side of the condominium project is designed to respond to its particular urban, environmental and programmatic orientation. This is not a project with a singular front façade or a service back-of-house area. Strategies for each of the exposure include:

North Edge – 'Street-Side Units':

- The main mass of the building is pushed north on the site against Main Street and elongated in the east-west orientation to maximize good solar orientation and views north to Camelback Mountain. Units on the north are also elongated in the east-west direction where they can have maximum panoramic views and connection to Main Street. Deep balconies on levels 2-4 off of each unit create large amount of livable outdoor space where the interior life of each unit can extend out and activate this north façade.
- The edges of balconies extend to the building set back line on floors 2 and 3 with the building enclosure pushed back in a random pattern of 5' and 9' beyond that. This strategy further addresses the City's requirement for articulation along the street. On the 4th floor, both the balcony edge and building enclosure steps back further beyond the distance on lower floors in order to address the City's step-back requirement.
- Sunlight will be an active component within the units penetrating deep within the units and changing through the day and season.
- At the ground floor, the entire zone between curb, setback distance, and private urban-rooms at each unit is designed as a unified expression layering landscape, hardscape and screening material. The screening material into urban-rooms will offer privacy with some level of transparency creating an indoor-outdoor connection between the unit and sidewalk. Integrated together, the building mass and landscape will offer dappled shade along the entire length of sidewalk at Main Street.
- The main building lobby is in the center of north elevation. The lobby is a 2-story space that will function as a flexible event and gathering space for residents. Through transparency and operable sections of glass, this event space can spill-out outdoors, activating the sidewalk. The transparency in combination with lighting will accentuate the user experience as well as provide interest to the passer-by while also giving a sense of security. The lobby is an amenity will also incorporate art, seating and lighting to provide a luxurious experience for residents.
- Additional amenities accessed from the north edge include bike storage.
- A 4-story exterior accent exit stair close to the northeast corner of the mass will provide further relief of the massing, and offer crafted detail and articulation along that elevation.

South Edge – 'Garden-Side Units':

- Massing along the southern edge from level 2-4 steps back significantly for a majority of site in order to provide relief from the alley and the townhouse project. This design also provides desired solar exposure for the pool and other amenities on the alley-side of the 2nd floor.
- Unit geometry and relationship to outdoor space are the same as those along the north elevation.
- Extensive planted area on 2nd floor along the south becomes a main amenity program space and also serves as a large usable space for south-facing units on the 2nd floor. The southern side of the project takes on a hidden 'garden-side' immersing those units and amenity space in a rich landscape. This becomes a distinguishing factor for these units compared to those on the north which are more directly connected to Main Street.
- The plant palette will consist of low-water use native species. Planting and landscape on this amenity floor become an important component of the southern façade. This landscape extends vertically in planters on the floors above. This landscape helps shade the building along the south and creates a visual amenity for all adjacent properties.
- Amenities along this planted garden space including a fitness space with an indoor and outdoor components, yoga platform, and flexible community chef's demonstration kitchen/clubhouse that can also expand to the outside pool with its lounge area.
- Alley access into a large parking garage and (13) 2-car private garages each with its own entry gate. The alley is widened to 24' in order to accommodate maneuvering in and out of the private garages. The private 2-car garages will be a key luxury feature for buyers allowing for quick access to residents and a more personalized luxurious experience to the buyer. The visual rhythm of garage doors will also add visual interest to the alley as opposed to seeing an opened, slightly screened parking garage.
- The larger shared garage will have quick coiling doors and a call box to reduce wait times. Parking stall dimension and overall parking count meets and/or exceeds the minimum standards set forth by Scottsdale.
- Expanding on this neighborhood's precedent for alley activation, the alley will connect the two projects. Residents from both projects will be able to utilize the alley as a pedestrian connection between the two sites as well as to the rest of the area. Landscape on the podium of the condominiums as well as portions of the townhomes will be visible and spill over the edge toward the ally. The garage doors of both projects will provide transparency and further articulation.

West Edge:

- As the other major façade of the project connected to the street, the west edge utilizes all of the same strategies as the north edge.
- A 4-story exterior exit stair similar to the one on the north will provide further relief and articulation along that elevation.

East Edge:

- The east edge of the building is a mixture of strategies employed along the west and south. The elevation is 4 stories with similar varied articulation as the west façade. The remaining portion is only a 1-story mass extending the second floor garden and amenity component to the SE corner of the site. This will allow undisturbed views from the amenity floor east toward the rest of Downtown Scottsdale.
- Trash, transformers (which will be buried underground), meters and other utility components will be co-located in the southeast corner of the site.

Townhome Design

The series of townhomes will be located on the southerly portion of the site, facing 1st Street. Nine (9) townhomes will be developed as fee-simple properties of approximately 25' in width (east-west direction), and 130' in length (north-south). Building setback boundaries, step back plane, and development requirements are in compliance with standards set forth in the City's Code for fee-simple lots. Each townhome consists of 2 levels (approximately 12' floor to floor heights), with roof access by means of exterior stair, or enclosed stair leading to roof top penthouse and private deck area. Each unit will include a 2-car garage that is accessed off of the alley located at the center of the block development between Main Street and 1st Street. All 9 townhome units will include a private exterior courtyard between the Townhome proper and the detached Garage. Expansive ground level patios at the front of each unit will face 1st street, with screening elements and appropriate landscaping framing the entry into each individual unit. Refuse services for each unit will be accessed off of the alley adjacent to the garage entries.

- ***Entries off 1st Street:*** Pedestrian and main entry to each townhome unit off of 1st street, is provided by a series of reliefs and projections of porch-like patios that inter-mix with contextual landscaping elements. Walk up slabs will also be used to elevate the entry into the front door of each townhouse. Connection to the urban fabric already present along the street edge provides pedestrians with a comfortable path with appropriate scale, similar to the Eldorado development across 1st Street. Landscaping elements that provide

layers of screening and transparency help to provide the units with a sense of privacy, while still connecting them to the pedestrian edge of their property.

- **Material Palette:** Exterior materials of the townhomes responds elegantly to the desert vernacular of the site, representing textures that layer and build upon one another. Exterior patios seamlessly blend into interior living spaces, with glazing that is easily pulled away to make two spaces become one. Warm accents of wood for flooring, screening elements and ceiling accents help to unify spaces. Light is brought into interior spaces with carefully placed glazing that responds to unique lighting opportunities within, while respecting harsh realities of the desert sun in warmer months. Shading elements at exterior patios help to construct relief and projections at the façade, while creating shade and comfort for interior spaces.
- **Outdoor Space:** Balconies at the second floor are presented to the street side of the unit (along 1st Street), activating the public edge of the development and taking in the views of housing and the mix uses currently being developed. Penthouse spaces at the 3rd floor of many of the units provide views of the Downtown, stimulating another level of activity at this height.

GOAL CD 2:

DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE DOWNTOWN PLAN BOUNDARY AND BETWEEN ADJOINING URBAN NEIGHBORHOODS OF DIFFERING DEVELOPMENT TYPES.

Policy CD 2.1.

The scale of existing development surrounding the Downtown Plan boundary should be acknowledged and respected through a sensitive edge transition buffer, established on a location specific basis that may include transitional development types, landscape buffers, and sensitive architectural design solutions to address building mass and height.

Response: See design summary above under Goal CD 1.

GOAL CD 3:

DOWNTOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.

Policy CD 3.1

Enhance outdoor pedestrian comfort through microclimate design that incorporates a variety of shade conditions, landscape, and features that are

drought tolerant, as well as offer attractive spaces, and passively cooler temperatures.

Policy CD 3.2

Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

Response: The landscape character of the proposed residential community is that of ornamental desert design with a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy plants known to thrive in the heat and sun of the desert climate. Plant selection and intentional planting design will allow the development to use water efficiently throughout the site. The proposed planting design limits lush and dense planting patterns to areas with the most human interaction such as entries, amenity areas and pedestrian areas.

GOAL CD 4:

STRENGTHEN PEDESTRIAN CHARACTER AND CREATE STRONG PEDESTRIAN LINKAGES.

Policy CD 4.1

Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between, the various Downtown urban neighborhoods.

Policy CD 4.2 *Development should demonstrate consideration for the pedestrian by providing access and connections to adjacent developments.*

Response: Pedestrian circulation along both the perimeter and internal (alleyway) to the residential community is an important feature of this Downtown project, as numerous retail, restaurant, entertainment, and cultural uses are within walking distances from this site. Special consideration is given to the ground level building/pedestrian interface including direct unit access and outdoor living spaces along the street edges to encourage safe walkability and street interaction.

GOAL CD 5

CREATE COHERENT AND CONSISTENT STREET SPACES.

Policy CD 5.1.

Create a unified public realm through the design of Downtown's streets, building setback areas, and building frontages. Setbacks may only be

compromised after clear demonstration that other significant public benefits are achieved.

Policy CD 5.2.

Street spaces are components of the overall public realm and should be logically interconnected with other pedestrian spaces.

Policy CD 5.3

Streetscapes should provide continuity among adjacent uses through comprehensive sustainable landscape improvements, shade elements, decorative paving, street furniture, public art, and integrated infrastructure elements.

Response: The new sidewalk improvements as well as trees and shrubs, will create shade and a comfortable microclimate for the pedestrian. This will act as a sensory relief from the built environment. These practices will enrich the pedestrian experience on the streets and encourage the use of the sidewalks to get from one destination to the next. Direct pedestrian access from ground level condominium units as well as the townhomes will allow residents to immediately engage the pathways providing for a more urban living experience.

GOAL CD 6

INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS DOWNTOWN'S URBAN CHARACTER.

Policy CD 6.1.

Downtown landscape elements should project a desert oasis design character, providing an abundance of shade, color, varied textures and forms.

Policy CD 6.2.

Landscape materials should complement Downtown's built environment, land uses, and activities through the careful selection of plant materials with regard to scale, density, placement, and arrangement.

Response: The proposed plant materials palette complements the evolving character of the urban built environment surrounding the site. Incorporating sculptural plantings will create more attractive and inviting spaces for pedestrians and will provide an appropriate balance/ transition between the urban hardscape and proposed residential development.

GOAL CD 8

IMPLEMENT HIGH QUALITY DESIGN IN DOWNTOWN ARCHITECTURE.

Policy CD 8.2.

Promote the "Scottsdale Sensitive Design Principles" in the creation of architecture in Downtown.

Policy CD 8.3.

Promote the principles of design in the "Downtown Urban Design and Architectural Guidelines" in all Downtown development.

Policy CD 8.4.

Emphasize thorough design review and management of the built environment to achieve the benefits of high quality design.

Response: The development will promote the Scottsdale Sensitive Design Principles and comply with the applicable Downtown Urban Design & Architectural Guidelines. See Sections VI and VII below. Taking cues from modern architectural design, indigenous building materials and native landscaping materials that were approved with more recent developments such as The Douglas (69th & 1st Avenue to the north) and Eldorado on 1st (69th & 1st Street to the south), Main Street Scottsdale will provide a pedestrian-oriented urban environment with a modern, contemporary vibe. Complementary textures, colors and plant varieties will create strong aesthetic connections between existing and newly constructed developments while still maintaining a unique and identifiable character.

GOAL CD 9

DEVELOPMENT SHOULD INCORPORATE SUSTAINABLE BUILDING PRACTICES AND PRODUCTS.

Policy CD 9.1.

Development should strive to incorporate sustainable planning, design strategies, building techniques, and the use of durable indigenous materials, to minimize environmental and maintenance impacts, and endure over time.

Policy CD 9.2.

Encourage green building design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plant materials.

Policy CD 9.3.

Promote the use of energy efficient systems, construction methods, and alternative energy sources.

Response: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building design and plans to develop in accordance with green building standards where feasible.

➤ **MOBILITY**

GOAL M 1:

DEVELOP COMPLETE STREETS THROUGH PUBLIC AND PRIVATE INFRASTRUCTURE INVESTMENTS AND IMPROVEMENTS.

Policy M 1.1.

Develop a well-connected Downtown circulation grid, comprised of narrower streets, improved alleys, smaller blocks, and newly constructed local street segments, to enhance connectivity for all mobility modes.

Policy M 1.2.

Provide interconnectivity within large development parcels that provide pedestrian and bicycle connections through large projects.

Response: See CD Goals and Policies above and Goal M 2 below.

The proposed residential community will provide a comfortable and safe streetscape with adequate access, shade and visibility. These practices will enrich the pedestrian experience on the streets and encourage the use of the sidewalks to get from one destination to the next and enjoy the mixed-use character of Downtown.

GOAL M 2:

CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.

Policy M 2.1.

Design the public realm to include enhanced requirements for sidewalk space. Provide adequate space for meeting and passing other pedestrians, including queuing space to support desired levels of activity.

Response: The sidewalk improvements combined with well-placed shade trees will generate a more comfortable and inviting pedestrian space along the streetscape. This will allow use of the site's circulation system regardless of solar orientation. Direct pedestrian access from ground level will allow residents to immediately engage the pathways. Successful Downtown revitalization and

redevelopment focuses on creating synergy as a result of mixed-use development (both horizontally and vertically) and quality pedestrian level design and linkages. One of the primary draws to creating this quality pedestrian environment is locating residential in the Downtown core. The range of surrounding land uses coupled with the pedestrian enhancements noted above will increase foot traffic in, out, and around this site as well as throughout Downtown.

Additionally, by internalizing the parking with access off the alley, the site design has removed the pedestrian obstacle of parking lots and curbcuts from the streetscape and reinforced the ideas of alternative means of transportation. Direct access from ground level units to the streets and sidewalk connections encourages residents to engage the community.

➤ **ECONOMIC VITALITY**

GOAL EV 1:

SUPPORT DOWNTOWN'S ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, ENTERTAINMENT, TOURISM, AND EVENTS.

Policy 1.4

Promote Downtown as a creative environment in which people can live, work, and pursue leisure activities.

Response: The D/DMU-2 district supports a variety of land uses including, but not limited to, multiple story residential, office, retail shops, and restaurants consistent with the intensity of uses which are typically found in the Downtown Scottsdale. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional housing options in Downtown is essential for the continuing economic growth and sustainability of Scottsdale as a whole. This project exemplifies this revitalization component by assembling a collection of older, obsolete commercial office properties and creating a thriving residential community with nearby access to support services and transportation corridors. Thus, providing greater housing options and increasing quality of life for the residents of Scottsdale. The increased number of residents in this area will serve to support restaurants, galleries and other retailers in the area.

GOAL EV 2:

PROMOTE PRIVATE INVESTMENT AND ATTRACT NEW DEVELOPMENT TO DOWNTOWN.

Policy EV 2.2

Promote a mix of daytime/nighttime activities year-round through new development that includes vertically mixed land uses and a diverse range of housing development

Response: Over the last year Scottsdale, similar to other parts of the Phoenix metro area, has experienced a boom in multifamily development in or near their urban core. Industry experts indicate pent-up demand is attracting everyone from college students to boomers to locate in this hub of activity vs. the once more sought after suburbs. This is in part due to the change in mindset about home ownership after the last market downturn. Urban dwellers of all ages are drawn to the close range of support services, restaurants, jobs, nightlife and entertainment found in the Downtown core.

VI. Downtown Plan Urban Design & Architectural Guidelines Conformance

A. Site Development

A1 – Relationship of New to Existing Development

The proposed development has sensitive edge buffering through the implementation of appropriate setbacks and stepbacks per the Downtown Ordinance. The proposed development also provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages. See Site Plan and Site Sections for setback and stepbacks. No amendments to the Downtown standards are being requested with this application. The maximum height allowed per the requested D/DMU-2 district is 66' (with bonuses up to 90'). The proposed development is requesting 60' for the condominium building (with the majority of the building being 48') and 40' for the townhomes (with the majority of the building being at 36').

A2 – Active Street Frontages

Active street frontages are created through direct unit access, new sidewalks and shade trees for the pedestrians and shading elements on the buildings (balcony overhangs). In addition to landscaping, a series of vertical and horizontal building elements will not only provide solar relief to the windows and doors, but will provide contemporary styling and a vibrant urban character.

A4 – Parking Facilities

The condominium development is served by an internal parking structure that is not visible from the street and individual two-car garages accessed via the alley which provide ample parking for the residents and secure access to their units via an elevator and stairwell. The townhomes will also have individual two-car garages along the alley. Parking entries are only from the alley-side eliminating curb cuts along Main Street and 69th Street. Queuing space in the alley will also alleviate the potential for traffic congestion. Elimination of curb cuts on Main Street also allows patrons to walk at ease in the east-west direction, not worrying about ground level plane changes or interaction with vehicles and focusing on the streetscape trees, streetlights and overall experience.

A5 – Building Equipment & Services

All services and loading areas will be obscured from public street view. Mechanical and electrical equipment and appurtenances will be concealed from public view and neighboring properties.

A8 – The Continuity of Street Spaces

-and-

A9 – The Building Setback Zone

The residential development has been design to maintain and enhance an active street frontage. This mixed-use context includes restaurants, services, live/work, retail, galleries, a resort, cultural opportunities and employment all within walking distance to the Property. As mentioned previously, the townhome and ground level condo units will have direct access to the streetscape and sidewalk. Upper units will can also easily access the streetscape via the central lobby area which is identified by a canopy element. Additionally, landscape and hardscape elements will favor pedestrian scale contributing towards the activation of the street frontages and continuity of the urban context.

A10 – The Linkage of Neighboring Developments

Pedestrian circulation is an important feature of this Downtown residential development, as numerous retail, live/work, restaurant, entertainment, and cultural uses are within walking distances from this site. Units will have direct access to the streetscape to encourage walkability and social interaction. Additionally, quality hardscape surfaces and tree canopies will be provided along the street edge protecting the pedestrian realm and providing connectivity to neighboring properties.

B. Building Form

B1- Reduction of Apparent Size and Bulk

Main Street Scottsdale has two building types (condominiums and townhomes) which provides variety in massing, proportion, material contrast, and architectural detailing of the two product types. The proposed development also provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages with setbacks and stepbacks that respect the Downtown Ordinance and integrate well the existing and evolving urban context.

B2 – Covered Walkways

The street facing elevations along Main, 69th Street and 1st Street will provide shaded environments for the pedestrian through the placement of trees and building overhangs.

C. Architectural Character

C1 - Proportion and Scale

The building design provides variation, movement, various textures and hierarchy of massing to create visual interest and varied proportions.

C2 – Building Materials

-and-

C3 – Architectural Detail

The proposed materials, colors, textures and detailing are indicative of Downtown Scottsdale and include a wide range of elements reflecting the vibrancy and character of this urban Sonoran Desert location while maintaining a warm earth tone palette with appropriate accents. The overall project massing has been developed to create multiple areas that optimize the buildings opportunities for natural light and ventilation while provide a contemporary architectural style.

D. Landscape Character

D1- Streets

The street trees proposed will be consistent with the Downtown Design Guidelines providing appropriate spacing, theming and shade for the pedestrians.

D3- Plant Selection

Plant selection will include low-water use, desert appropriate trees with a range of sizes to provide hierarchy in scale, year round color and a variety of textures.

VII. Scottsdale Sensitive Design Principles

The Character and Design Element of the General Plan states that "Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran desert environment, all of which are considered amenities that help sustain our community and its quality of life." The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property. In addition to the response below, please refer to pages 18-23 under Goal CD 1 for a specific description of the design elements.

- 1. The design character of any area should be enhanced and strengthened by new development.***

Response: The contemporary building character is complementary to the surrounding development including several newer projects in the area such as The Standard at Valley Ho, Eldorado on 1st (under construction) and the Douglas. The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating large outdoor living spaces for each unit and common amenities for its residents.

- 2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features.***

Response: Although the setting of this Downtown site is urban in character and does not have natural features such as washes and natural area open space, the developer has taken special consideration in providing interaction with the streetscape via large private living spaces for the residents (approximately 300+ s.f.).

- 3. Development should be sensitive to existing topography and landscaping.***

Response: The property is a Downtown redevelopment site. All landscaping will consist of low-water use desert appropriate landscaping materials. The current topography of the site is flat and therefore will be maintained.

4. *Development should protect the character of the Sonoran Desert by preserving and restoring natural habitats and ecological processes.*

Response: The proposed redevelopment will preserve and restore natural habitats and ecological processes through the inclusion of additional desert appropriate landscaping (as well as integration of native plants). Additional landscaping will contribute to the urban habitat for wildlife and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature they will become self-sustaining relative to water demand.

5. *The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.*

Response: Pedestrian circulation along both the perimeter and through the alleyway is an important feature of this Downtown project, as numerous retail, live/work, cultural, restaurant, resort/hotel, and entertainment uses are within walking distances from this site.

6. *Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.*

Response: The Property is within walking distance to an established Downtown core with a range of land uses and also within close proximity to major employers, such as Honor Health and City of Scottsdale. As such, the site plan has been designed with an emphasis on a pedestrian network enhancing the connectivity land use goals for this area. Developing housing in Downtown with established transportation options reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for surrounding residents.

7. *Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.*

Response: The proposed development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design.

8. *Buildings should be designed with a logical hierarchy of masses.*

Response: Variation in massing, proportion, material contrast, and architectural detailing will be provided with the two product types (condominiums and townhomes) establishing a natural hierarchy. The proposed development also provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages with setbacks and stepbacks that respect the Downtown Ordinance and integrate well the existing urban context.

9. *The design of the built environment should respond to the desert environment.*

Response: The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwest climate by creating large outdoor living spaces and amenities for its residents.

10. *Developments should strive to incorporate sustainable and healthy building practices and products.*

Response: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building design and plans to develop in accordance with green building standards where feasible.

11. *Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.*

Response: Context appropriate, mature arid-region plant materials will be utilized with the redevelopment of the Property. The desert character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

12. *Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.*

Response: The proposed development will maintain a low-water use plant palette (see Landscape Plan for specific plant materials). Context appropriate desert plant materials will be utilized with the development of the Property, consistent with the established vegetative pattern found throughout Downtown.

13. *The extent and quality of lighting should be integrally designed as part of the built environment.*

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents and Downtown visitors and residents.

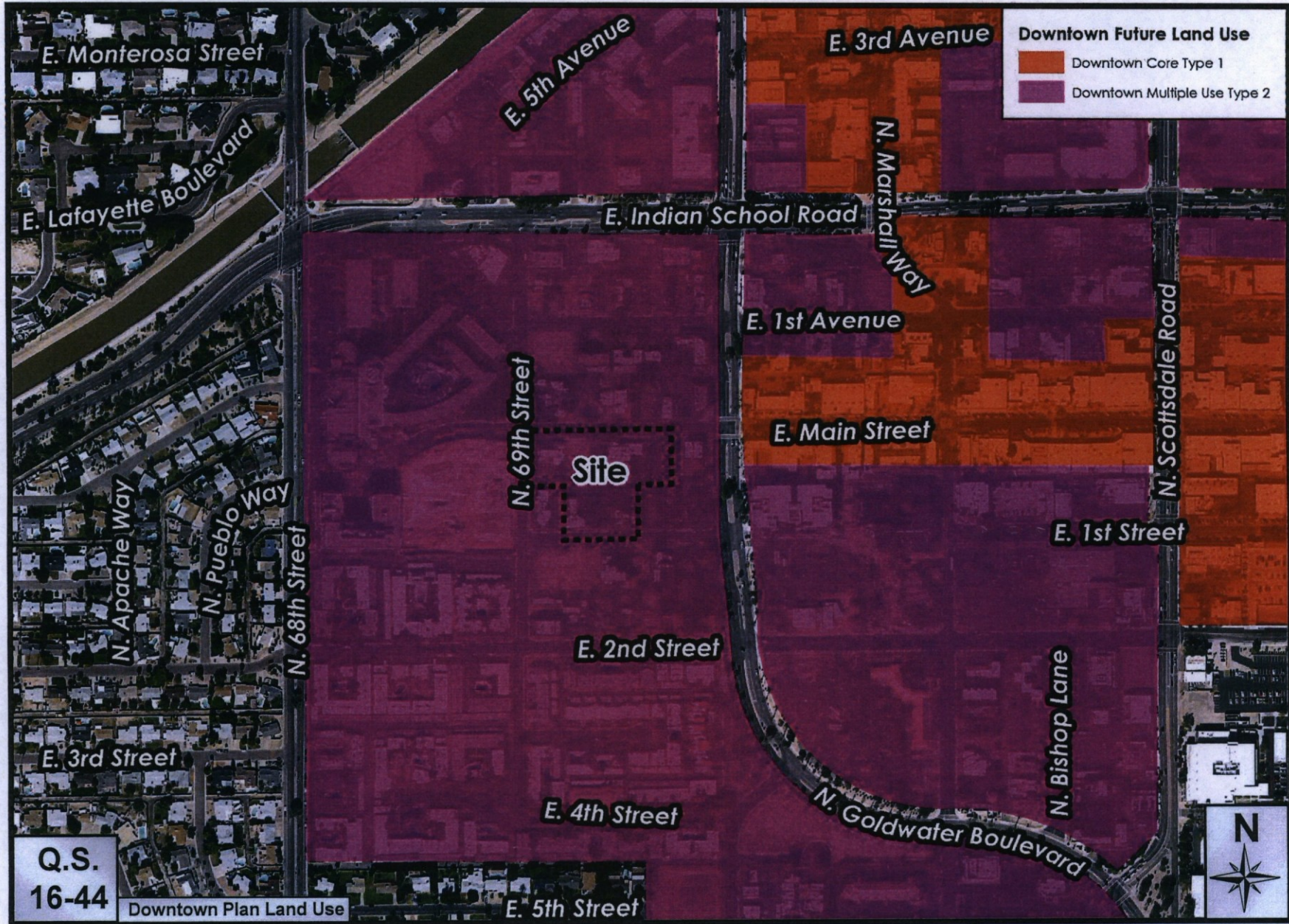
14. *Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.*

Response: Project identification will be contextually appropriate and processed under a separate approval and permit process.

VIII. Conclusion

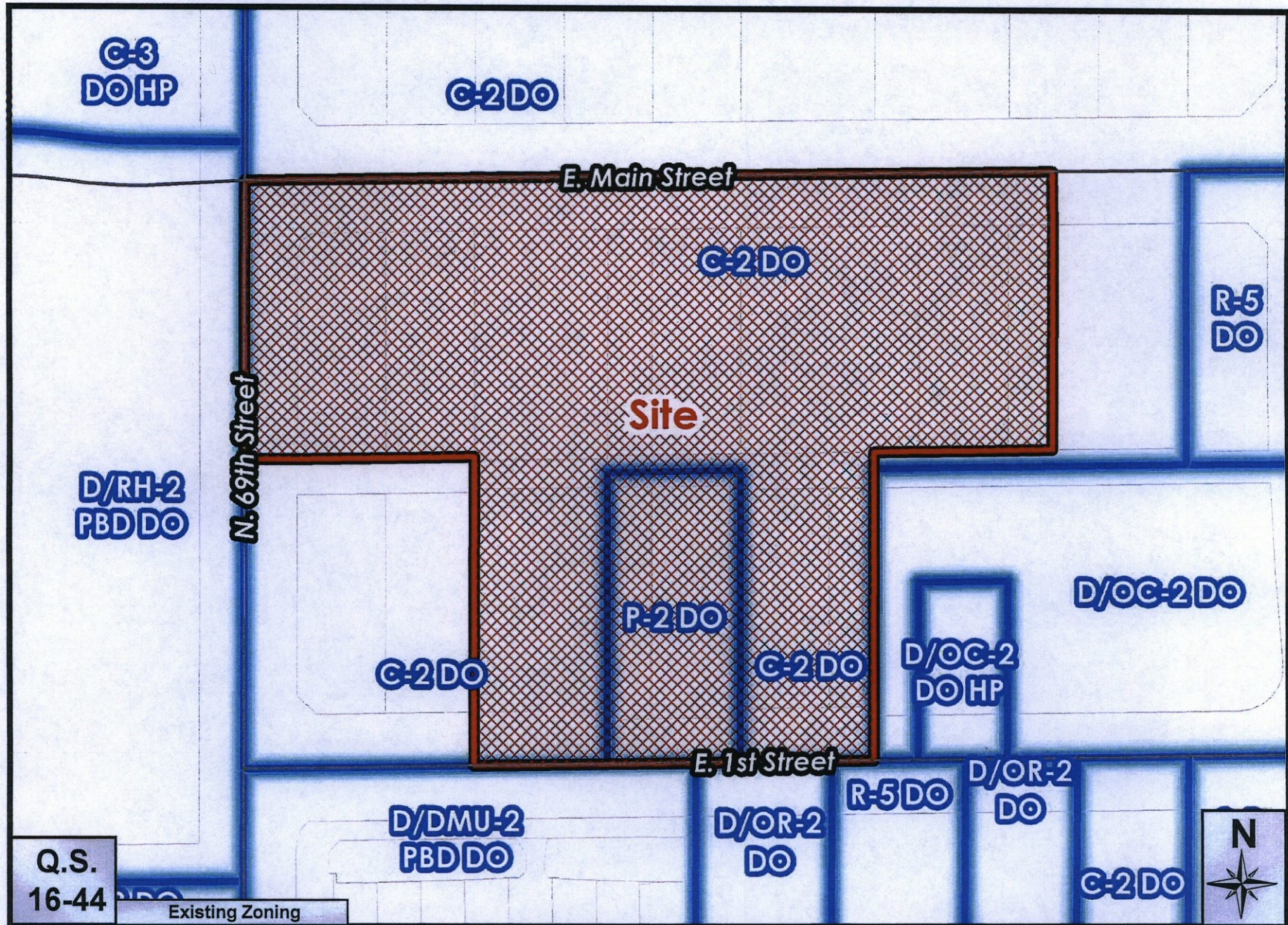
Downtown Scottsdale is a community where residents and visitors enjoy an enhanced standard and quality of life. The cultural amenities, shops, restaurants, resorts and range of employment opportunities found within Downtown contribute to Scottsdale's well-earned reputation as a premier destination and place to live, play and work. The assemblage and redevelopment of these parcels will play a meaningful role in the fabric of Scottsdale's Downtown by implementing the goals and policies set forth in both the General Plan and Downtown Plan. Liv URBN is dedicated to reinvesting in Downtown Scottsdale by creating a residential development that will continue to build upon the existing successful urban character in an evolving mixed-use core.





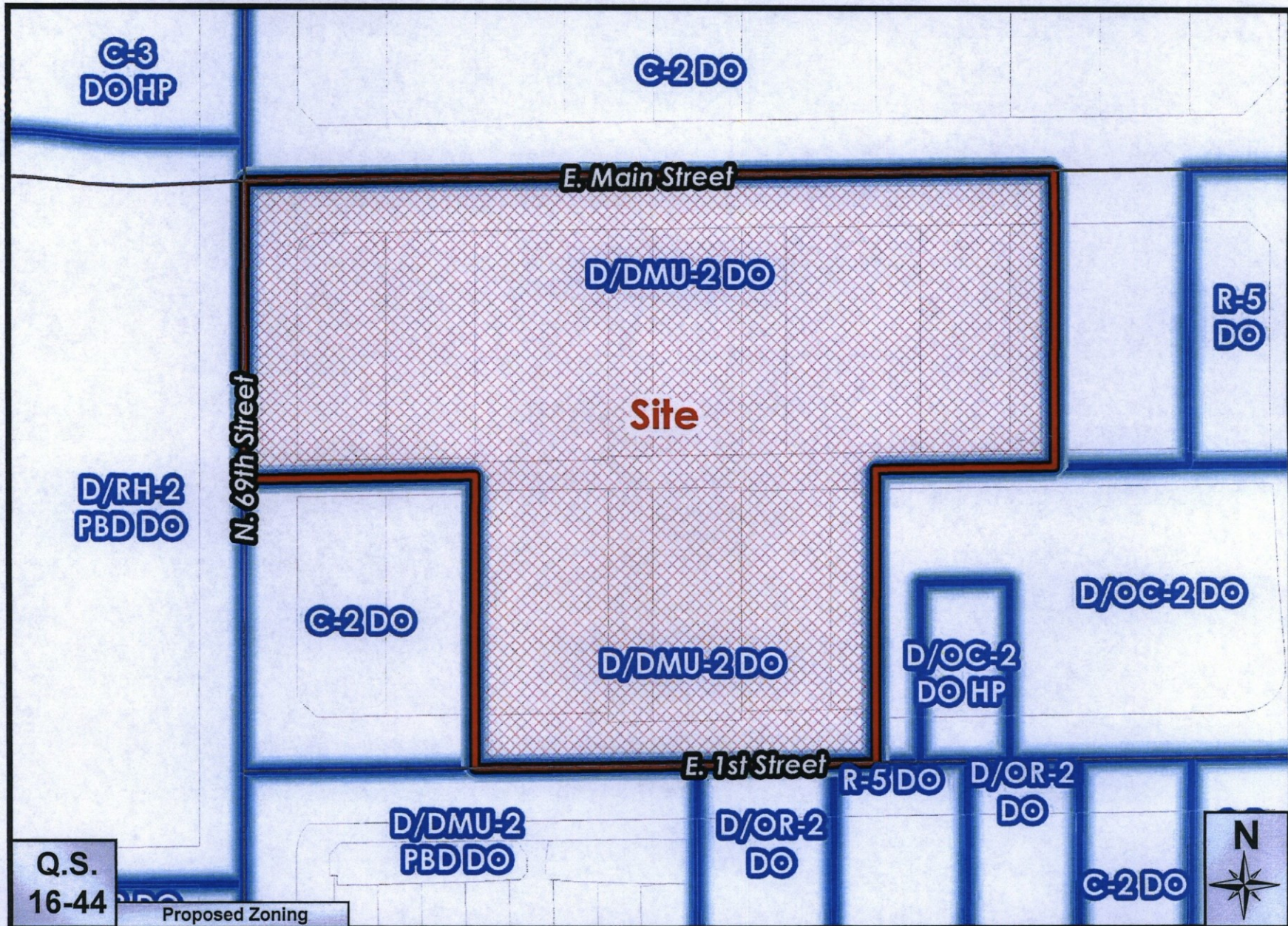
Main Street Scottsdale Development

21-ZN-2016



Main Street Scottsdale Development

21-ZN-2016



Main Street Scottsdale Development

21-ZN-2016



gouldevan

kansas city • lawrence • new orleans
phoenix • san francisco • tampa

© 2018 Gould Evans

**Main Street
Scottsdale Condos
& Townhomes**

E. MAIN STREET & E. 1ST
STREET, SCOTTSDALE AZ
85251

Gould Evans Associates
5115 W. 25th
Phoenix, AZ 85026
602.961.1144
scottsdale@goald-evans.com

T.H. North Elevation -Garage Entry

1

1" = 10'-0"

1/A103

T.H. South Elevation- 1st Street

2

1" = 10'-0"

T.H. West Elevation

4

1" = 10'-0"

1/A100

T.H. East Elevation

3

1" = 10'-0"

1/A100

NOT FOR
CONSTRUCTION

Number Revision Description Date

Project No 051501
Date August 18, 20
Sheet

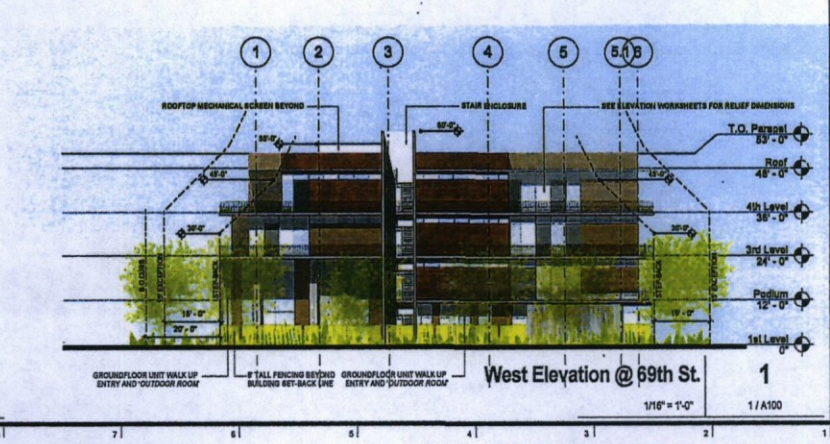
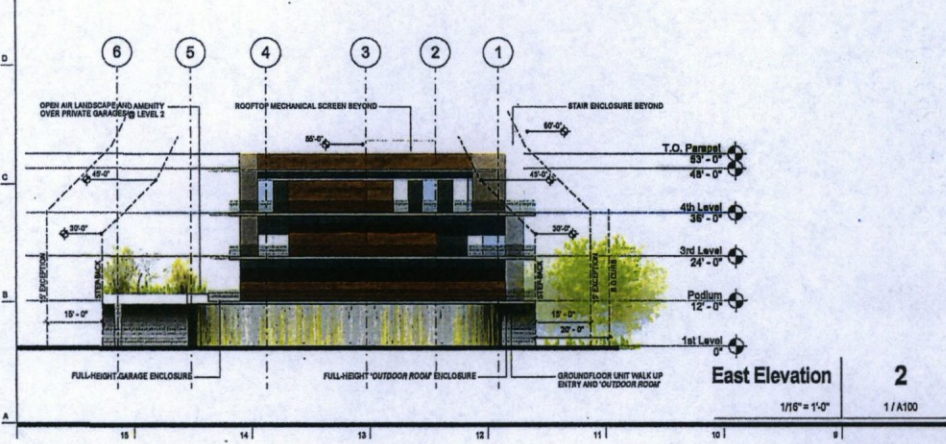
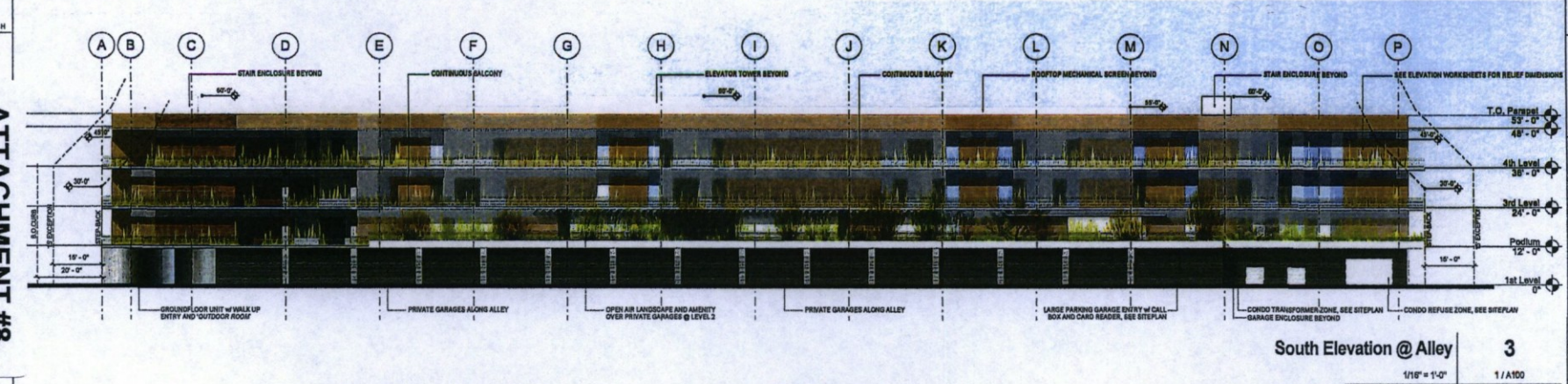
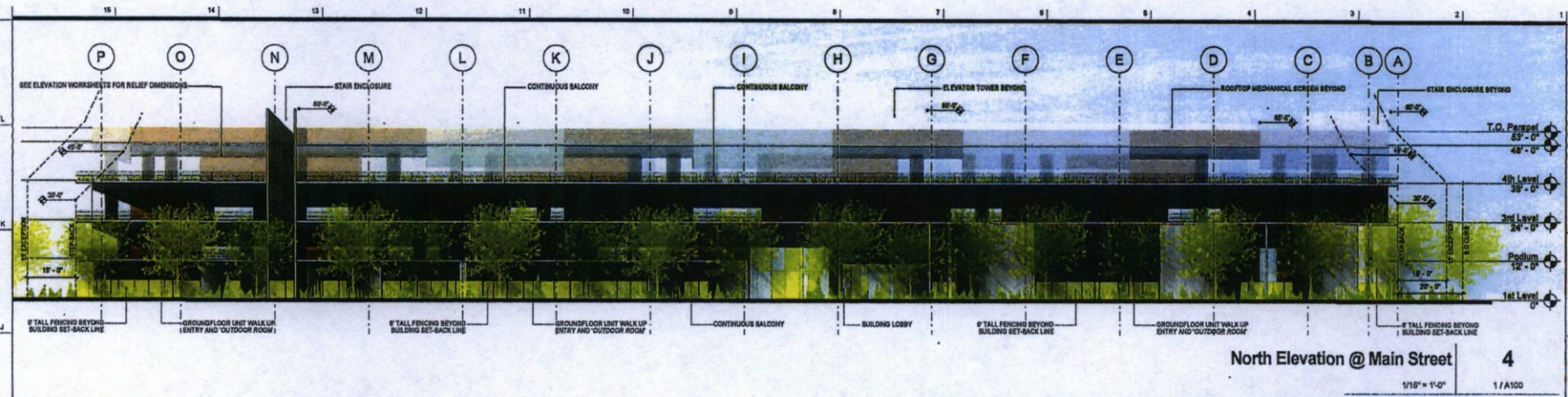
Town Home Elevation

Z-A30'

Zonir

**21-ZN-2016
08/19/16**

ATTACHMENT #8



gouldevans

kansas city • lawrence • new orleans
phoenix • san francisco • tampa

© 2016 Gould Evans

**Main Street
Scottsdale Condos
& Townhomes**

E. MAIN STREET & E. 1ST
STREET, SCOTTSDALE AZ
85251

architect:
Gould Evans Associates
821 E. 9th Street, Suite 100
Phoenix, AZ 85004
602.334.1400
gould.evans@gouldevans.com

NOT FOR
CONSTRUCTION

Number	Revision Description	Date
Project No	08150140	
Date:	August 18, 2016	
Sheet:		

CONDOMINIUM ELEVATIONS

Z-A300

Zoning

**21-ZN-2016
08/19/16**

Liv URBN
Main Street Scottsdale Development

ATTACHMENT #9

gouldevans

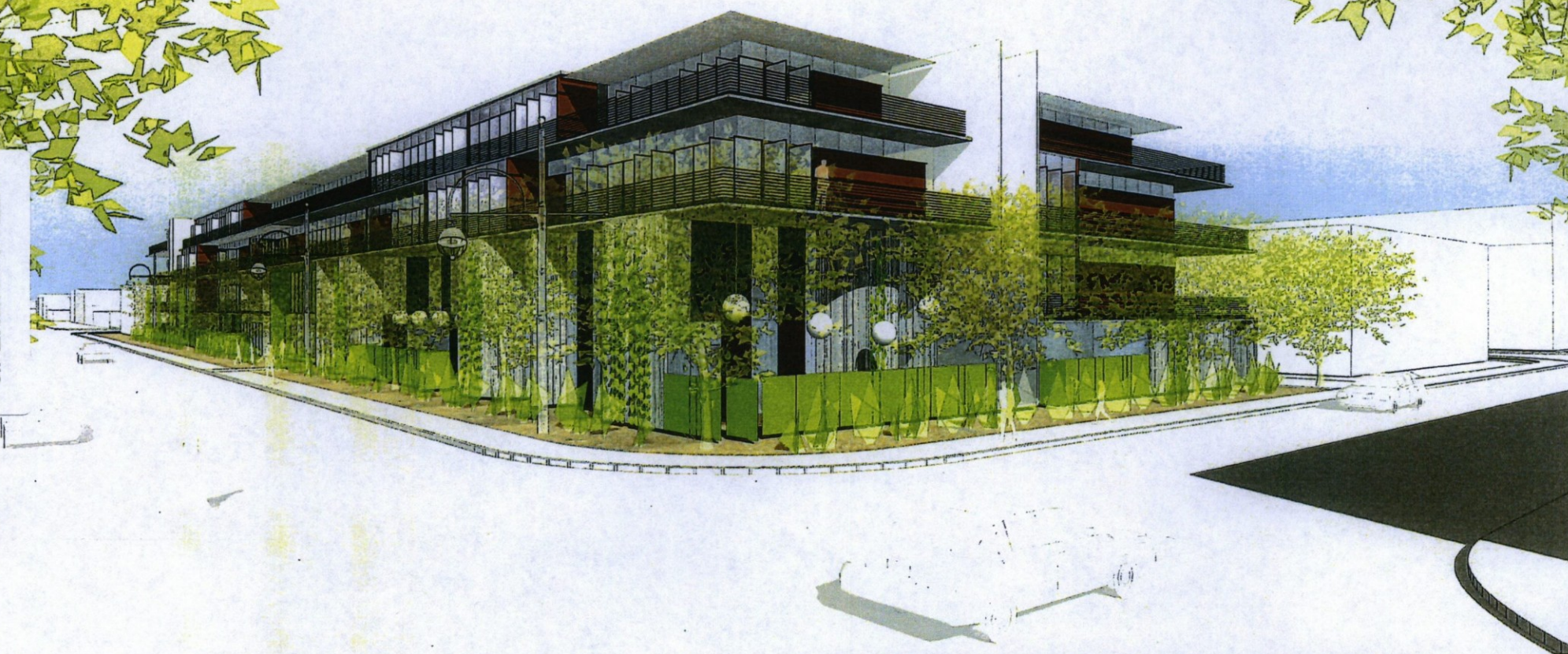
C- CONCEPTUAL PERSPECTIVE- 1st STREET

N.T.S.
08/11/2016

21-ZN-2016
08/19/16

Liv URBN
Main Street Scottsdale Development

ATTACHMENT #9



gouldevans

A - CONCEPTUAL PERSPECTIVE- MAIN STREET

N.T.S.
08/11/2016

21-ZN-2016
08/19/16



CITIZEN REVIEW & NEIGHBORHOOD INVOLVEMENT REPORT
Main Street Scottsdale Condominiums and Townhomes
November 21, 2016

Overview

This Citizen Review Report is being performed in association with a request for a Zoning District Map Amendment from C-2 DO and P-2 DO to D/DMU-2 PBD DO of a 1.94 acres property located at the southeast corner of 69th Street and Main Street and along 1st Street east of 69th Street. The proposed project would result in a residential community of 41 condominiums and 9 townhomes. This Citizen Review Report will be updated throughout the process.

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

Community Involvement

The outreach team has been communicating with neighboring property owners, HOA's, and community members by telephone, one-on-one meetings and small group meetings. Members of the outreach team will continue to be available to meet with any neighbors who wish to discuss the project. Additionally, they will be contactable via telephone and/or e-mail to answer any questions relating to the project.

Surrounding property owners, HOAs and other interested parties were noticed via first class mail regarding the project. The distribution of this notification met the City's requirements as specified in the Citizen Review Checklist. This notification contained information about the project, as well as contact information. This contact person will continue to provide, as needed, additional information and the opportunity to give feedback. The notification also contained information regarding a neighborhood Open House that was held on August 11, 2016 at the Hotel Valley Ho for those who wished to learn more about the project. The site and time was posted on the Early Notification Sign.

15 interested people attended the Open House. Attendees were supportive of the project, with neighbors only having general questions about the project and City process. All questions were addressed at the Open House. However, as previously stated, the outreach team will continue to be available to respond to any neighbors who have questions or comments.

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. Again, the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project.

ATTACHMENTS:

Notification Letter
Notification List
Affidavit of Posting
Sign-in sheets



July 29, 2016

Dear Neighbor:

We are pleased to tell you about an upcoming request to be filed with the City of Scottsdale (483-PA-2016) to build a luxury, for-sale residential community located on approximately 1.27+/- acres along 69th Street and Main Street and .67+/- acres along 1st Street, east of 69th Street (1.94+/- total acres). The request is for a rezoning from C-2 DO and P-2 DO to D/DMU-2 PBD DO for the purpose of creating 41 luxury condominiums and 9 luxury townhomes. This request is in conformance with the Downtown Character Area Plan.

You are invited to attend an open house to discuss this proposal. The open house will be held on Thursday, August 11, 2016 from 5 p.m. to 6 p.m. at the Hotel Valley Ho (6850 E. Main Street) in the Dunes Room.

If you have any questions, please contact the neighborhood outreach team at 602-957-3434 or info@technicalolutionsaz.com. The City of Scottsdale Project Coordinator for the project is Dan Symer, who can be reached at 480-312-4218 or DSymer@scottsdaleaz.gov.

Thank you.

Sincerely,

Paul Smith
President

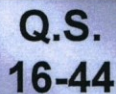
Main Street Scottsdale Condominiums and Townhomes
Neighborhood Meeting Sign-In Sheet
Thursday, August 11, 2016

[illegible]

Main Street Scottsdale Condominiums and Townhomes
Neighborhood Meeting Sign-In Sheet
Thursday, August 11, 2016

[illegible]

ATTACHMENT #11



Pulled Labels 8/22/2016



Postcards 34

- Interested Parties List
- Adjacent HOA's
- P&Z E-Newsletter
- Facebook
- Twitter
- Nextdoor.com
- City Website-Projects in the hearing process

Main Street Scottsdale Development

21-ZN-2016



DECLARATION OF
CONFLICT OF INTEREST OR PERSONAL INTEREST

NAME: Prescott Smith
PUBLIC BODY: Planning Commission
DATE OF PUBLIC MEETING: 12/14/16 AGENDA ITEM NO.: 9
DESCRIPTION OF ITEM: Main Street Scottsdale Development

☒ I declare that I have a "substantial interest" in the above-referenced decision or matter, as provided in A.R.S. § 38-501 et seq., and, therefore, declare that I have a conflict of interest in the decision or matter.

Describe the substantial interest held by you or your relative(s) referred to above:

My firm and I have done work on this project

☐ I don't believe that I have a substantial interest in the above-referenced decision or matter and, therefore, do not have a conflict of interest as provided by Arizona law, but I believe that my active participation in the above-referenced decision or matter might raise the perception of undue influence or impropriety.

Explain: _____

To avoid a conflict of interest or the perception of undue influence or impropriety, as indicated above, I will refrain from participating in any manner in the decision(s) or matter(s) identified above.

[Signature]

Signature

12/14/16
Date Signed

PLEASE NOTE: Completion and filing of this form with the City Clerk's Office is not, by itself, sufficient for a public officer to meet the requirements of the Conflict of Interest law and Code of Ethical Behavior (S.R.C. § 2-47 et seq.). To complete the requirements the public officer must state publicly at the meeting of the public body that he or she has a conflict of interest, or that participation might raise the perception of undue influence or impropriety; then recuse himself or herself, and leave the room while the matter is being discussed and acted upon by others on the public body.

A copy of this form will be filed as a supplement to the public officer's Personal Interest Disclosure form.