

**Application  
Narrative  
Cash Transmittal  
Pre-Application  
Pre-App Narrative  
Pre-App Cash Transmittal  
Development Standards**

# Main Street Scottsdale Development 69<sup>th</sup> & Main Rezoning Application

21-ZN-2016

## Project Narrative



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## **I. Property Information**

**Location:** Southeast corner of 69<sup>th</sup> Street & Main Street (the "Property")

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

- Total Site Area: 1.93 +/- gross acres

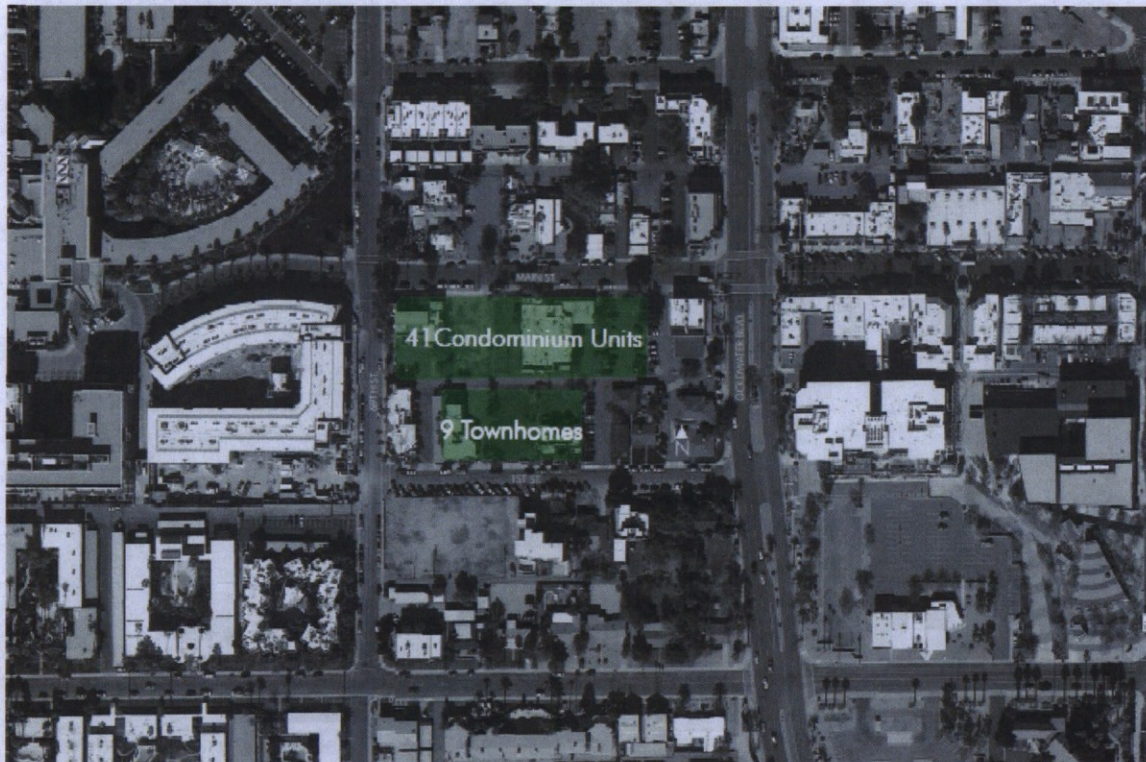
## **II. Current/Proposed Zoning**

### ***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 69<sup>th</sup> 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 polices 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 – 22<sup>nd</sup> Street & Campbell
  - Under Construction
  - 111 luxury condominiums
  
- The Mason – 14<sup>th</sup> 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 (69<sup>th</sup> street) and south sides (1<sup>st</sup> 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 69<sup>th</sup> 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 69<sup>th</sup> 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, 69<sup>th</sup> Street, 1<sup>st</sup> 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, 5<sup>th</sup> 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 (69<sup>th</sup> & 1<sup>st</sup> Avenue to the north) and Eldorado on 1<sup>st</sup> (69<sup>th</sup> & 1<sup>st</sup> 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, 69<sup>th</sup> Street and 1<sup>st</sup> 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 1<sup>st</sup> (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.



# Development Application

### Development Application Type:

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

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

Project Name: Main Street Scottsdale Development

Property's Address: SEC of 69th & Main

Property's Current Zoning District Designation: C-2 DO and P-2 DO

The property owner shall designate an agent/applicant for the Development Application. This person shall be the owner's contact for the City regarding this Development Application. The agent/applicant shall be responsible for communicating all City information to the owner and the owner application team.

|  |  |
|--|--|
| <b>Owner:</b> Contact: Chris Murdy                       | <b>Agent/Applicant:</b> John Berry / Michele Hammond   |
| <b>Company:</b> Main Street Scottsdale LLLP              | <b>Company:</b> Berry Riddell LLC                      |
| <b>Address:</b> 1401 17th Street #700, Denver, CO 80202  | <b>Address:</b> 6750 E. Camelback Road, Suite 100, Sct |
| <b>Phone:</b> 303-728-3706 <b>Fax:</b>                   | <b>Phone:</b> 480-385-2727 <b>Fax:</b> 480-385-2757    |
| <b>E-mail:</b> chrismurdy@haselden.com                   | <b>E-mail:</b> mh@berryriddell.com                     |
| <b>Designer:</b> Eduardo Perez                           | <b>Engineer:</b> Leslie Kland                          |
| <b>Company:</b> Gould Evans                              | <b>Company:</b> Kland Civil Engineers                  |
| <b>Address:</b> 521 S. 3rd Street, Suite 100, Phx, 85004 | <b>Address:</b> 7227 N. 16th Street, Phoenix, AZ 85020 |
| <b>Phone:</b> 602-234-1140 <b>Fax:</b>                   | <b>Phone:</b> 480-344-0480 <b>Fax:</b>                 |
| <b>E-mail:</b> eduardo.perez@gouldevans.com              | <b>E-mail:</b> lkland@klandeng.com                     |

Please indicate in the checkbox below the requested review methodology (please see the descriptions on page 2).

- This is not required for the following Development Application types: AN, AB, BA, II, GP, TA, PE and ZN. These applications<sup>1</sup> will be reviewed in a format similar to the Enhanced Application Review methodology.

**Enhanced Application Review:** I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology.

**Standard Application Review:** I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology.

(see letter of authorization)  
Owner Signature

Michele Hammond  
Agent/Applicant Signature

Official Use Only

Submittal Date:

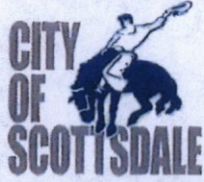
Development Application No.:

### Planning, Neighborhood & Transportation

7447 East Indian School Road Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Fax: 480-312-7088

City of Scottsdale's Website: www.scottsdaleaz.gov

21-ZN-2016  
08/19/16



## Request for Site Visits and/or Inspections Development Application (Case Submittals)

This request concerns all property identified in the development application.

Pre-application No: 483 - PA - 2016

Project Name: Main Street Scottsdale LLLP

Project Address: SEC of 69th & Main

### STATEMENT OF AUTHORITY:

1. I am the owner of the property, or I am the duly and lawfully appointed agent of the property and have the authority from the owner to sign this request on the owner's behalf. If the land has more than one owner, then I am the agent for all owners, and the word "owner" refer to them all.
2. I have the authority from the owner to act for the owner before the City of Scottsdale regarding any and all development application regulatory or related matter of every description involving all property identified in the development application.

### STATEMENT OF REQUEST FOR SITE VISITS AND/OR INSPECTIONS

1. I hereby request that the City of Scottsdale's staff conduct site visits and/or inspections of the property identified in the development application in order to efficiently process the application.
2. I understand that even though I have requested the City of Scottsdale's staff conduct site visits and/or inspections, city staff may determine that a site visit and/or an inspection is not necessary, and may opt not to perform the site visit and/or an inspection.

Property owner/Property owners agent: \_\_\_\_\_

J. Jeffrey Riggs  
Print Name

[Handwritten Signature]  
Signature

### City Use Only:

Submittal Date: \_\_\_\_\_ Case number: \_\_\_\_\_

### Planning, Neighborhood & Transportation Division

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

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

Rev. 9/2012





# SCHOOL DISTRICT Determination of Adequate Facilities

City of Scottsdale Project Number: 483 -PA- 2016

Project name: Main Street Scottsdale Condominiums & Townhomes

Project Location SEC 69th Street & Main Street & 1st Street, east of 69th Street

Applicant Name: John Berry Phone: 480-385-2727

Applicant E-mail: JB@BerryRiddell.com Fax: 480-385-2757

School District: Scottsdale Unified

I, \_\_\_\_\_ hereby certify that the following determination has been made in regards to the Referenced project:

- The school district had adequate school facilities to accommodate the projected number of additional students generated by the proposed rezoning within the school district's attendance area; or
- The school district will have adequate school facilities via a planned capital improvement to be constructed within one year of the date of notification of the district and located within the school district's attendance area; or
- The school district has determined an existing or proposed charter school as contracted by the district can be provide adequate school facilities for the projected increase in students; or
- The applicant and the school district have entered into an agreement to provide, or help to provide, adequate school facilities within the school district's attendance area in a timely manner (a copy said agreement is attached hereto); or
- The school district does not have adequate school facilities to accommodate projected growth attributable to the rezoning.

Attached are the following documents supporting the above certification:

- Maps of the attendance areas for elementary, middle and high schools for this location.
- Calculations of the number of students that would be generated by the additional homes.
- School capacity and attendance trends for the past three years.

Or;

I, \_\_\_\_\_, hereby request a thirty (30) day extension of the original discussion and response time.

\_\_\_\_\_  
Superintendent or Designee

\_\_\_\_\_  
Date

## Planning and Development Services Department

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

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



# City of Scottsdale Cash Transmittal

## # 107574

107574  
 4 00927320  
 8/19/2016 PLN-1STOP  
 KWHEELER HPDC600552  
 8/19/2016 11:38 AM  
 \$5,515.00

**Received From :**

Main Street Scottsdale LLLP  
 6950 S POTOMAC ST STE 100  
 CENTENNIAL, CO 80112  
 303-751-1478

**Bill To :**

Michele Hammond/ John Berry  
 6750 E. Camelback Road - Suite  
 Scottsdale, AZ 85251  
 480-385-2753

Reference # 483-pa-2016  
 Address 6903 E MAIN ST  
 Subdivision DUHAME HEIGHTS UNIT 1

Issued Date 8/19/2016  
 Paid Date 8/19/2016  
 Payment Type CHECK

Marketing Name  
 MCR 034-19  
 APN 130-11-011

Lot Number 11  
 County No  
 Gross Lot Area 0

Cost Center  
 Metes/Bounds No  
 Water Zone

Owner Information  
 Scott Fisher / Contact: Chris Murdy  
 1407 17th Street, Suite 700  
 Denver, CO 80202  
 303-728-3706

NAOS Lot Area 0  
 Net Lot Area 0  
 Number of Units 1  
 Density

Water Type  
 Sewer Type  
 Meter Size  
 QS 16-44

| Code | Description          | Additional | Qty | Amount     | Account Number  |
|------|----------------------|------------|-----|------------|-----------------|
| 3170 | REZONING APPLICATION |            | 1   | \$5,515.00 | 100-21300-44221 |

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



## Submittal Fee

Project Name: Main Street Scottsdale LLLP Pre-App#: 483-PA-2016  
 Fee Type: check Fee Amount: \$ 5515  
 Staff Name: Casey Steinke Signature: [Signature] Phone: x2216 Date: 8/19/16

### Planning, Neighborhood & Transportation Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-2500 • Fax: 480-312-7088

Current Planning Submittal Requirements

Page 1 of 1

Revision Date: 1-Oct-09

[Signature]

SIGNED BY MICHELE HAMMO ON 8/19/2016

Total Amount **\$5,515.00**

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

**TO HAVE WATER METER SET - CALL 480-312-5650 AND REFER TO TRANSMITTAL # 107574**