

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



**Community & Economic Development Division  
Planning, Neighborhood & Transportation**

7447 East Indian School Road  
Scottsdale, Arizona 85251

Date:

4-8-2016

Contact Name:

David Guadalupe

Firm name:

Land Development Service, LLC

Address:

7525 E Camelback Rd #1011

City, State Zip:

SCOTTSDALE, AZ, 85251

RE: Application Accepted for Review.

788 - PA - 2016

Dear Mr Guadalupe:

It has been determined that your Development Application for Hudson East has been accepted for review.

Upon completion of the Staff's review of the application material, I will inform you in writing or electronically either: 1) the steps necessary to submit additional information or corrections; 2) the date that your Development Application will be scheduled for a public hearing or, 3) City Staff will issue a written or electronic determination pertaining to this application. If you have any questions, or need further assistance please contact me.

Sincerely,

Name:

Dan Syner

Title:

Senior Planner

Phone number:

4803124218

Email address:

dsyner@scottsdaleaz.gov

**10-ZN-2016  
04/08/16**





# 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: Hudson East

Property's Address: 8340 & 8350 East McDonald

Property's Current Zoning District Designation: C-1

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> Walt Brown, Jr.	<b>Agent/Applicant:</b> David Gulino
<b>Company:</b> Hudson East, LLC	<b>Company:</b> Land Development Services, LLC
<b>Address:</b> 7500 E McDonald Dr, Ste 100A, Scotts 85250	<b>Address:</b> 7525 E Camelback Road, Suite 104
<b>Phone:</b> (480) 947-8800 <b>Fax:</b>	<b>Phone:</b> (480) 946-5020 <b>Fax:</b> (480) 941-0791
<b>E-mail:</b>	<b>E-mail:</b> DGulino@LDServices.net
<b>Designer:</b> Navin Pathangay	<b>Engineer:</b> Chuck Jacobs
<b>Company:</b> Pathangay Architects	<b>Company:</b> Jacobs Wallace
<b>Address:</b> 727 E Bethany Home Rd D225, Phx 85014	<b>Address:</b>
<b>Phone:</b> (602) 368-9375 <b>Fax:</b>	<b>Phone:</b> (602) 757-5964 <b>Fax:</b>
<b>E-mail:</b> Navin@Pathangayarchitects.com	<b>E-mail:</b> Jacobs@jacobswallace.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.

\_\_\_\_\_  
Owner Signature

\_\_\_\_\_  
Agent/Applicant Signature

**Official Use Only**      Submittal Date:      Development Application No.:

**10-ZN-2016**  
**04/08/16**





# Development Application

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

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<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
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<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: GRANITE REEF TOWNHOUSES  
 Property's Address: 8340 E. McDONALD DRIVE  
 Property's Current Zoning District Designation: C-1

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.

Owner: <u>HUDSON EAST LLC</u>	Agent/Applicant: <u>ALEXANDRA SCHUCHTER</u>
Company: <u>HUDSON EAST LLC</u>	Company: <u>DIVERSIFIED PARTNERS</u>
Address: <u>7500 E. McDONALD DR, 100A</u>	Address: <u>7500 E. McDONALD DR, 100A</u>
Phone: <u>480 947 8800</u> Fax:	Phone: <u>480 947 8800</u> Fax:
E-mail: <u>WACT @ DPLRE.COM</u>	E-mail: <u>ALEXANDRA @ DPLRE.COM</u>
Designer: <u>JEFF KOKKI</u>	Engineer: <u>CHUCK JACOBS</u>
Company: <u>ARCHILON</u>	Company: <u>JACOBS WALLACE</u>
Address: <u>5055 E. WASHINGTON ST</u>	Address:
Phone: <u>602 222 4266</u> Fax:	Phone: <u>602 757 5964</u> Fax:
E-mail: <u>JEFFK @ ARCHILON.COM</u>	E-mail: <u>JACOBS @ JACOBSWALLACE.COM</u>

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.

Owner Signature: [Signature] Agent/Applicant Signature: [Signature]

Official Use Only      Submittal Date:      Development Application No.:





# Development Application

## Review Methodologies

### Review Methodologies

The City of Scottsdale maintains a business and resident friendly approach to new development and improvements to existing developments. In order to provide for flexibility in the review of Development Applications, and Applications for Permitting, the City of Scottsdale provides two methodologies from which an owner or agent may choose to have the City process the application. The methodologies are:

#### **1. Enhanced Application Review Methodology**

Within the parameters of the Regulatory Bill-of-Rights of the Arizona Revised Statutes, the Enhanced Application Review method is intended to increase the likelihood that the applicant will obtain an earlier favorable written decision or recommendation upon completion of the city's reviews. To accomplish this objective, the Enhanced Application Review allows:

- the applicant and City staff to maintain open and frequent communication (written, electronic, telephone, meeting, etc.) during the application review;
- City staff and the applicant to collaboratively work together regarding an application; and
- City staff to make requests for additional information and the applicant to submit revisions to address code, ordinance, or policy deficiencies in an expeditious manner.

Generally, the on-going communication and the collaborative work environment will allow the review of an application to be expedited within the published Staff Review Time frames.

#### **2. Standard Application Review Methodology:**

Under the Standard Application Review, the application is processed in accordance with the Regulatory Bill-of-Rights of the Arizona Revised Statutes. These provisions significantly minimize the applicant's ability to collaboratively work with City Staff to resolve application code, ordinance, or policy deficiencies during the review of an application. After the completion the city's review, a written approval or denial, recommendation of approval or denial, or a written request for additional information will be provided.

The City is not required to provide an applicant the opportunity to resolve application deficiencies, and staff is not permitted to discuss or request additional information that may otherwise resolve a deficiency during the time the City has the application. Since the applicant's ability to collaboratively work with Staff's to resolve deficiencies is limited, the total Staff Review Time and the likelihood of a written denial, or recommendation of denial is significantly increased.

In addition to the information above, please review the Development Application, and/or the Application for Permitting flow charts. These flow charts provide a step-by-step graphic representation of the application processes for the associated review methodologies.

#### Note:

1. Please see the Current Planning Services and Long Range Planning Services Substantive Policy Statements and Staff Review Timeframes for Development Applications, number III.

#### **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](http://www.scottsdaleaz.gov)





# Development Application

## Arizona Revised Statutes Notice

### §9-834. Prohibited acts by municipalities and employees; enforcement; notice

- A. A municipality shall not base a licensing decision in whole or in part on a licensing requirement or condition that is not specifically authorized by statute, rule, ordinance or code. A general grant of authority does not constitute a basis for imposing a licensing requirement or condition unless the authority specifically authorizes the requirement or condition.
- B. Unless specifically authorized, a municipality shall avoid duplication of other laws that do not enhance regulatory clarity and shall avoid dual permitting to the maximum extent practicable.
- C. This section does not prohibit municipal flexibility to issue licenses or adopt ordinances or codes.
- D. A municipality shall not request or initiate discussions with a person about waiving that person's rights.
- E. This section may be enforced in a private civil action and relief may be awarded against a municipality. The court may award reasonable attorney fees, damages and all fees associated with the license application to a party that prevails in an action against a municipality for a violation of this section.
- F. A municipal employee may not intentionally or knowingly violate this section. A violation of this section is cause for disciplinary action or dismissal pursuant to the municipality's adopted personnel policy.
- G. This section does not abrogate the immunity provided by section 12-820.01 or 12-820.02.

#### 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](http://www.scottsdaleaz.gov)





# Request To Submit Concurrent Development Applications

## Acknowledgment and Agreement

The City of Scottsdale recognizes that a property owner may desire to submit concurrent development applications for separate purposes where one or more the development applications are reliant upon the approval of another development application. City Staff may agree to process concurrently where one or more the development applications are reliant upon the approval of another development application upon receipt of a complete form signed by the property owner.

Development Application Types		
Please check the appropriate box of the types of applications that you are requesting to submit concurrently		
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 checked="" 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"/>

Owner: HUDSON EAST LLC  
 Company: HUDSON EAST LLC  
 Address: 7500 E. McDONALD DR, 100A  
 Phone: 480 947 8800 Fax: \_\_\_\_\_  
 E-mail: WALT @ DPLRE.COM

As the property owner, by providing my signature below, I acknowledge and agree: 1) that the concurrent development applications are processed at the property owner's risk; 2) to hold the City harmless of all cost, expense, claims, or other liability arising in connection with the concurrent development applications; 3) to the City of Scottsdale's Substantive Policy Statement pertaining to Concurrent Applications that states that a concurrent development application that is reliant on a decision of separate development application and is submitted at the risk of the property owner, is not considered to be subject to the provisions and timeframes of the Regulatory Bill of Rights (A.R.S. §9-831 – 9-840); and 4) that upon completion of the City review(s) of the development applications, the development application(s) may not be approved.

Property owner (Print Name): WALT BROWN Title: PRESIDENT

  
Signature

Date: 12/12/17

Official Use Only: Submittal Date: \_\_\_\_\_

Request:  Approved or  Denied

Staff Name (Print): \_\_\_\_\_

Staff Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# *GRANITE REEF TOWNHOUSES*

NWC of Granite Reef and McDonald

Project Narrative

8-GP-2016 & 10-ZN-2016



**Prepared for:**

Hudson East, LLC

**Prepared by:**

Alexandra Schuchter

Diversified Partners  
7500 E. McDonald Dr.  
Suite 100A  
Scottsdale, AZ 85250  
480-947-8800

Revised: 5/12/17

**10-ZN-2016**  
**5/26/17**



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## **I. Property information**

**Location:** 8340 & 8350 E. McDonald Dr, northwest corner of Granite Reef and McDonald Dr.

**Property Size:** 1.27 (+/-) gross acres and 1.085 (+/-) net acres

## **II. Property General Plan/Zoning**

- **Current General Plan:** Commercial
- **Proposed General Plan:** Urban Neighborhoods
  
- **Current Zoning:** C-1 (Neighborhood Commercial)
- **Proposed Zoning:** R-5 (Multifamily Residential)

Surrounding Uses:

- **North:** R-5
- **East:** C-1
- **South:** C-1
- **West:** R-5

## **III. Project Overview**

About the Site:

The proposed application is a request for a Non-Major General Plan Amendment from the Commercial designation to Urban Neighborhoods and a rezoning request from C-1 to R-5 on approximately 1.27 gross acre property located at NWC of Granite Reef and McDonald Rd. The R-5 category is being requested because it most closely aligns with the development standards required for the proposed attached multi-family homes. The typical densities found within the R-5 designation are 17 to 23 dwelling units/acre, however the developer is proposing only 20.27 du/ac for the Granite Reef Townhouses.

The Brooklyn Cafe previously occupied the property, however, the building has been vacant for several years. The property is dilapidated and subject to complaints from neighbors and area businesses. The proposal is to downzone and redevelop the 1.27 +/- acre property with 18 multi-family townhouses bringing additional revitalization to the McDonald Activity Area and fulfilling a demand for new housing in Southern Scottsdale. The current General Plan land use category for the site is Commercial and the proposed R-5 zoning district required a change in land use category for Commercial to Urban Neighborhoods.

The developer has taken special considerations with the site plan by providing a multi-family lot configuration that is sensitive to the existing multifamily residential homes to



the north and west. The proposed zoning intensity provides a logical transition from McDonald Road to the R-5 to the north and west. The site location is ideal for residential development with close proximity to downtown Scottsdale. The proposed residential community will benefit from the nearby retail and public amenities. Additionally, the integration of additional homes along the Scottsdale Indian Bend Wash strengthen the nearby existing retail and commercial businesses as well as the City's goals and policies set forth in the recently adopted Southern Scottsdale Character Area Plan ("SSCAP"). The buildings and site layout were designed with intention to buffering the existing multi-family neighborhoods to the north and west, and enhancing the neighborhood with a fresh modern contemporary design utilizing the unique property layout.

#### **IV. 2001 General Plan**

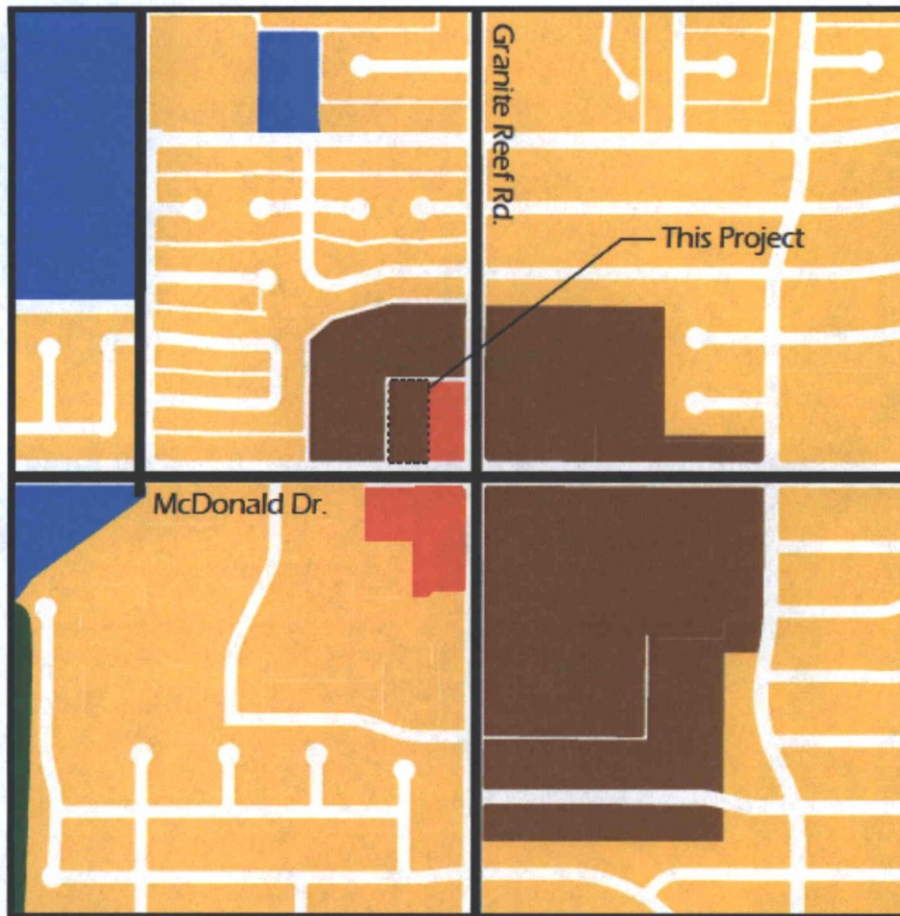
The request includes a Non-Major General Plan Amendment ("GPA") from Commercial to Urban Neighborhoods to accommodate the R-5 rezoning request and a change from "Group E" to "Group C" on the land and use matrix in 2001 General Plan. Additionally the land use change is under the 10-acre threshold for Major GPA's.

The Urban Neighborhoods land use category includes areas of multi-family dwellings/apartments. Densities in Urban Neighborhoods are usually more than eight dwellings per acre. These high-density uses are generally located near retail centers, offices, or other compatible non-residential uses. Care must be taken to minimize impacts on other residential areas and to provide adequate circulation to accommodate the traffic volumes. Access to transportation choices (e.g. pedestrian, bicycle, transit, etc.) is a key consideration for urban neighborhoods. Areas containing high-density residential development should have minimal environmental constraints.

The request conforms to the General Plan description of Urban Neighborhoods from a land use density and transportation standpoint. Although the proposed plan shows a single-family residential product, residences will be attached and equate to 16.59 dwelling units per acre. The site is adjacent to the Urban Neighborhoods land-use designation to the north and west, and is adjacent to Commercial to the east. The site has frontage on McDonald Road, a minor arterial as per the 2016 transportation master plan. One Local Valley Metro bus route traverses this section of McDonald Road which will accommodate transportation choices for future residents. Two Valley metro bus routes traverse Scottsdale Road and Hayden Road as well.



10-ZN-2016 HUDSON EAST  
 PROPOSED CONCEPTUAL LAND USE MAP  
 INFORMATION FROM 2001 GENERAL PLAN



LEGEND

	Rural Neighborhoods		Commercial
	Suburban Neighborhoods		Office
	Urban Neighborhoods		Employment
	Mixed-Use Neighborhoods		Natural Open Space
	Resorts/Tourism		Developed Open Space (Parks)
	Shea Corridor		Developed Open Space (Golf Courses)
	Mayo Support District		Cultural/Institutional or Public Use
	Regional Use District		

The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide a framework for proposed development and the built environment. The City Shape 2020 planning process recommends a three-level approach to planning including: Level 1 - Citywide Planning (the General Plan), Level 2 - Character Planning (South Scottsdale Character Area Plan) and Level 3 - Neighborhood Planning (there is no neighborhood plan for this area of the City).



The City Shape 2020 effort also established the “Six Guiding Principles”. Per the City’s 2001 General Plan, the Six Guiding Principles articulate how the appropriateness of a land use changes to the General Plan is to be qualified. These Six Guiding Principles are as follows: *Value Scottsdale’s Unique Lifestyle and Character, Support Economic Vitality, Enhance Neighborhoods, Preserve Meaningful Open Space, Seek Sustainability, Advance Transportation.*

1. *Value Scottsdale’s Unique Lifestyle and Character* – Redevelopment within the McDonald Activity Area will strengthen the existing character of the surrounding neighborhoods and promote Scottsdale’s unique lifestyle by providing more housing options for the community.
2. *Support Economic Vitality* – Revitalizing and redeveloping properties is a critical part of economic vitality of the community as it matures. Integrating new residential development in the McDonald Activity Area is essential for the continued economic growth and sustainability of the City as a whole.
3. *Enhance Neighborhoods* – Key design elements that were considered with the development plan include a modern architectural design, pedestrian connectivity and attention to the neighborhood edge conditions, most notably the multifamily residential to the north and west.
4. *Preserve Meaningful Open Space* – Meaningful pedestrian connectivity, common areas, and edge treatments will be addressed through frontage open space against McDonald Road.
5. *Seek Sustainability* – Many of the design features and buildings practices will address sustainability, including but not limited to building orientation, green building materials and techniques, and native desert landscaping.
6. *Advance Transportation* – Residential developments integrated within an existing retail context along both McDonald and Hayden Road naturally lend themselves to alternate modes of transportation such as walking, bicycling, trolley and or mass transit. The property is directly adjacent to McDonald Road within close proximity to Scottsdale Road, 1 mile west of the Loop 101, all of which provide vehicle or mass transit regional access.

The Six Guiding Principles are further broken down into specific goals and policies within the various elements of the General Plan. Below is discussion of the General Plan goals and policies that are applicable to the Granite Reef Townhouses.

*CHARACTER AND DESIGN GOAL 1.*

*Determine the appropriateness of all development in terms of community goes, surrounding the area character, in specific context of the surrounding neighborhood.*



*BULLET 4.*

*Ensure that all development is 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 that these uses are part of, describes the pattern of intensity of how these uses fit together.*

**Response:** McDonald Road and Granite Reef is designated as a Suburban/Suburban Desert Character Type in the 2001 General Plan. As discussed below in the economic vitality section, additional rooftops will help bolster the existing commercial uses along McDonald and Hayden Roads. Revitalization and reinvestment in new housing stock supports a wide range of uses to strengthen and change needs and demands of the McDonald Activity Area.

*CHARACTER AND DESIGN 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 the city.*

*BULLET 1.*

*Require substantial landscaping be provided as part of the new development or redevelopment.*

*BULLET 2.*

*Maintain the landscaping materials in the pattern within the 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.*

**Response:** Mature landscaping will be integrated throughout the development with the goal of providing a vegetated buffer to the adjacent multifamily residential to the north and west, and enhancing the streetscape along McDonald Road, acknowledging the speed at which it will be experienced by vehicles while still providing a meaningful and shaded environment for pedestrians. The amount of mature landscaping planned with the redevelopment of the site from commercial to residential will vastly increase the amount of vegetation and open space provided with this property, as compared to the hard surfaces of the existing vacant restaurant building and surface parking, thereby, greatly reducing the heat island affect.

*LAND USE GOAL 3.*

*Encourage the transition of land uses from more intense regional and citywide Activity Areas to less intense Activity Areas within local neighborhoods.*

*BULLET 1.*



*Ensure that neighborhood edges transition to one another by considering appropriately land uses, development patterns, character elements and access to various mobility building networks.*

**BULLET 6.**

*Encourage transitions between different land uses and intensities through the use of gradual land use changes, particularly where natural and man-made buffers are not available.*

**Response:** The proposed land use category of Urban Neighborhoods and the density of 16.59 DU/AC is appropriate given the surrounding context and provides an ideal land-use transition from McDonald Road to the R-5 apartment homes to the north and west. Notably the rezoning request from C1 to R-5 is a downzoning and will result a reduction in daily trip volumes. The architecture and building placement is respectful of the existing apartments to the north and west in terms of height, massing, landscaping, and setback.

**LAND USE GOAL 4.**

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

**BULLET 1.**

*Allow for the diversity of residential uses and supporting services that provide for all the needs of the community.*

**BULLET 4**

*Provide a variety of housing types in densities and innovative development patterns in the building methods that would result in greater housing affordability.*

**Response:** The proposed infill residential community will bring new residents and increased retail and restaurant demand to Southern Scottsdale. The residential community is consistent with the type of development envisioned in the SSCAP by developing new housing options for planning Southern Scottsdale's future. Southern Scottsdale residents desire a diversity of multi- and multi-family dwellings; both housing options that allow the elderly to age in place, and the development of workforce housing to support major employers in the area. Community members have specifically identified mixed-use and infill development as a primary means for providing a greater range of diverse housing opportunities.

As Southern Scottsdale reaches build-out, new development needs to focus on infill and redevelopment rather than the large residential subdivision developments of the past. Targeted, high-quality density and intensity of building construction describe the diverse types of development necessary for meeting the community's future housing demands and choices. The McDonald Activity Area has a wide range of uses including office, retail, restaurants, service related and recreational uses (i.e. Scottsdale Indian Bend



Wash). Integrating new, high quality infill residential housing options along this road meets the goals and policies of the General Plan and SSCAP.

*LAND USE GOAL 8.*

*Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.*

*BULLET 3.*

*Promote development patterns in standards that are consistent with the surrounding uses and reinforce the areas characters.*

**Response:** The integration of a variety of residential densities along the McDonald Road Activity area will expand and upgrade the housing options for this area and create the "live, work, play" environment the city desires. The Granite Reef Townhouses will be a for sale, attached multi-family development and will add to the housing options along the McDonald Road Activity Area by integrating high end, medium density residential development on an underutilized parcel.

*ECONOMIC VITALITY GROUP 7.*

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

*BULLET 4.*

*Support and encourage appropriate public and private redevelopment and revitalization efforts in the community.*

*BULLET 6.*

*Promote residential revitalization to maintain the quality housing and thus maintain quality of the life and stability of the local economy.*

**Response:** The proposed development plans to bring reinvestment and revitalization to a dilapidated and vacant commercial site. The proposal will continue to re-energize the McDonald Activity Area and bring new residential living opportunities, further strengthening the economic core of Southern Scottsdale. The integration of additional rooftops along McDonald Road will bolster nearby retail and commercial businesses.

*HOUSING GOAL 4.*

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

*BULLET 1.*

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



**Response:** The mix of housing along this area of McDonald Road has already been long established with older developments, which are all multi-family residential. This proposed for sale, attached multi-family development would further expand the housing options along McDonald Activity Area by integrating modern residential development on an underutilized parcel, acting as a catalyst for further redevelopment along McDonald Road.

*NEIGHBORHOODS GOAL 4.*

*Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhoods conservation.*

*BULLET 3.*

*Guide revitalization, redevelopment and infill (new development in established areas) development to ensure that such development efforts are context appropriate to the surrounding neighborhoods.*

*BULLET 7.*

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

**Response:** The property is surrounded by neighborhood retail and multifamily homes. The proposed request for Urban Neighborhoods and R-5 zoning creates a logical land-use fit in the greater neighborhood context. The proposed density of 16.59 DU/AC is compatible with the R-5 development directly to the north and west, and the development plan provides a buffer through landscaping along the western edge of the site, and building setback along the northern edge of the site.

Redevelopment of this property will include improvements to the pedestrian connectivity along the McDonald Road street frontage with a detached, widened sidewalk, direct access from the proposed homes and landscaping consistent with Scottsdale streetscape guidelines. Additionally, integrating new infill residential along McDonald Road will activate the McDonald Activity Area by increasing pedestrian synergy with new residents who will utilize the sidewalks, canal paths and Scottsdale Indian Bend Wash amenities.

*NEIGHBORHOODS 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.*



*BULLET 3.*

*Promote existing developed areas of the community as opportune economic development infill sites.*

*BULLET 4.*

*Encourage green building and sensitive design techniques and alternatives in conjunction with infill development.*

**Response:** The property is located within the McDonald Activity Area. Integrating modern infill residential development within the range of land uses along McDonald Road will promote both land use synergy and pedestrian/transit Activity as residents utilize the physical connections, as well as the existing transit opportunities adjacent to the site. The proximity of the employment, retail, entertainment and service related land uses throughout Southern Scottsdale make this infill site prime for redevelopment and highly suitable for infill residential development, providing housing opportunities within close proximity to the existing mix of uses. As noted below the SSCAP land-use Goal 2 states that these corridors support greater residential density to complement regional center land uses.

*GROWTH AREA GOAL 3.*

*Conserve significant natural resources and open space areas in the growth areas and coordinate their locations to similar areas outside of the growth areas.*

*BULLET 1.*

*Achieve meaningful open space as an integral part of Activity cores and conserve significant natural resources and open space areas within growth areas.*

**Response:** Mature landscaping will be integrated throughout the development with the goal of providing a vegetated buffer to the adjacent multifamily residential and enhancing the streetscape along McDonald Road acknowledging the speed at which it will be experienced by vehicles while still providing a meaningful and shaded environment for pedestrians. The amount of mature landscaping planned with the redevelopment of the site to residential will vastly increase amount of vegetation in open space on this property, as compared to the hard surfaces of the existing restaurant building and parking lot. Additionally, the design proposed for the McDonald Road street frontage includes gate access to each residential lot, street lined tree canopies, and a detached 8-foot sidewalk.

*COMMUNITY MOBILITY GOAL 5.*

*Relieve traffic congestion.*

*BULLET 3.*

*Emphasize work, live, play relationships in the land use decisions that will reduce the distance and frequency of automotive trips and support alternate modes such as pedestrian paths, equestrian trails, cyclist routes, transit, telecommunicating and technology for moving people and information.*



*COMMUNITY MOBILITY GOAL 8.*

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

*BULLET 2.*

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

**Response to Goal 5 and 8:** Redevelopment of this property will include improvements to the pedestrian connectivity along McDonald Road street frontage with a detached 8-foot sidewalk and landscaping consistent with the Scottsdale streetscape guidelines. As properties along McDonald Road redevelop, the connectivity opportunities are enhanced, strengthening the link to all destinations along Scottsdale Indian Bend Wash.

Additionally, integrating fresh infill residential along McDonald Road will activate the McDonald Activity Area by increasing pedestrian synergy with new residents who would utilize the sidewalks, canal paths, and Scottsdale's Indian Bend Wash.

The property is located within close proximity to an array of land uses (office, retail, support services) and the proposed pedestrian connections enhance the environment for the residential development. The integration of more residential developments along McDonald Road will naturally result in reduced travel distances, vehicle trips and promote walking and cycling via nearby trails, sidewalks, and recreational amenities such as the canal path system and Scottsdale Indian Bend Wash. In addition to the new residential developments mentioned above, the city is beginning to see new businesses established in the nearby area.

Lastly, as identified in the traffic study included with this application, the proposed residential development will reduce the daily week day trips from 742 (existing use of C-1) to 172 or less (with a R-5 use); a reduction of at least 570 daily trips.

**V. Southern Scottsdale Character Area Plan ("SSCAP")**

The city Council adopted the SSCAP in October 2010. The public outreach process for the SSCAP identified five community priorities which are listed below:

- 1. Develop a strong economic core with community gathering places*
- 2. Focus on local mobility and walk ability*
- 3. Maintain and enhance existing neighborhoods and identity*
- 4. Balanced growth*
- 5. Promote well designated architecture and sustainability*

From its inception, the proposed Granite Reef Townhouses residential community utilizes these five priorities as guiding principles to the overall proposed design and



architectural character. Bringing new residential living opportunities to the McDonald Road Activity Area will strengthen the economic corner of Southern Scottsdale and the existing character of the surrounding neighborhoods. The project was designed with a focus on walkability and also promotes a modern contemporary architecture sensitive to the surrounding context responding to the current market. The applicant seeks to build a sustainable desert sensitive project by providing recessed windows and lower water use plant materials. The existing sidewalk along with Donald Road will be replaced with the detached 8-foot sidewalk and landscaping will be provided between the curb and the sidewalk to enhance the pedestrian experience. All of the internal streets will have sidewalks as well with connection points to McDonald at the two vehicular ingress and egress points and at the open space center of the site.

Below are the land use goals and policies identified in the SSCAP that apply to the proposed development:

*GOAL LU 1*

*Promote residential reinvestment and revitalization through regulatory flexibility.*

*Policy LU 1.1*

*Update land use regulations to allow for the revitalization and/or expansion of residential properties to current market standards.*

*Policy LU 1.2*

*Encourage new residential development and revitalization that complements the established urban form.*

**Response:** The proposed development meets these land-use goals by revitalizing a long vacant commercial property and redeveloping with a residential land use that will bring additional housing opportunities to the McDonald Activity Area; an area designated for revitalization and redevelopment. The site plan has been designed in a sensitive manner by providing appropriate buffering to the existing multifamily residential to the north and west. Integrating infill residential options will strengthen the live, work, play land-use concept along this Activity Area and will bring synergy to this area.

The site location is ideal for infill residential development with close proximity to Downtown Scottsdale, North Scottsdale, and the 101 Freeway. The Granite Reef Townhouses will benefit from the nearby Scottsdale Indian Bend Wash, and close proximity to the Downtown Scottsdale amenities. Additionally, the integration of additional residential units along the McDonald Activity Area, with the adjacent and nearby commercial land uses, will strengthen the nearby existing retail and commercial businesses, as well as maintain the cities goals and policies.

*GOAL LU 2*

*Create a hierarchy of regional, opportunity, and resort corridors to guide future land use, development, and redevelopment throughout Southern Scottsdale.*



*Policy LU 2.1*

*Regional Corridors consist of higher intensity development and exist only within the General Plan designated Growth Areas. These corridors will:*

- *Connect Regional Centers;*
- *Be bordered exclusively by a mixed-use neighborhood land use designation;*
- *Contain vertical and horizontal mixed-use development; and*
- *Support greater residential density to complement Regional Center land uses.*

**Response:** Redevelopment of this property with a residential land use will support the larger McDonald Activity Area. The integration of additional infill residential along McDonald Road will provide a pedestrian synergy which is essential to a thriving mixed use development pattern. As noted several times in the SSCAP, these mixed use environments can be vertical or horizontal in nature.

*GOAL LU 3*

*Promote revitalization, reinvestment and development along Southern Scottsdale's Corridors.*

*Policy LU 3.2*

*Promote a mix of housing located along Corridors and as part of designated Regional Centers and Activity Areas.*

*Policy LU 3.6*

*Encourage a diversity of new development, redevelopment, and infill projects that incorporate vertical and horizontal mixed-use development along Southern Scottsdale Corridors.*

**Response:** The proposed residential community will not only bring reinvestment and redevelopment to the area, but will also bring development that more closely aligns the goals of the city by integrating residential development along the McDonald Activity Area. The "mix of housing "along McDonald Road has already begun to take shape. This proposed for sale, attached multi-family development will further expand and upgrade the housing options in the McDonald Activity Area integrating modern residential development on an underutilized parcel.

*GOAL LU 5*

*Create Regional Centers and Activity areas to guide future land use types and intensities throughout Southern Scottsdale.*

*Policy LU 5.1*

*Encourage the most intense levels of reinvestment, revitalization, and infill development within designated Regional Centers. These centers are located within General Plan designated Growth Areas, on Regional Corridor roadways, and are considered a Valley-wide destination.*



*Policy LU 5.4*

*Activity Areas serve the local residents and visitors. These service areas may be accommodated by moderate intensity land uses such as medium to smaller size stores or shopping centers. Land uses that characterize Activity Areas consist of retail, personal services, fueling stations, financial institutions, medical and professional offices, restaurants, fast food establishments, fresh food markets, and multi-family development. As shown in "Conceptual Regional Centers, Activity Areas, and Corridors", Southern Scottsdale's Activity Areas are comprised of:*

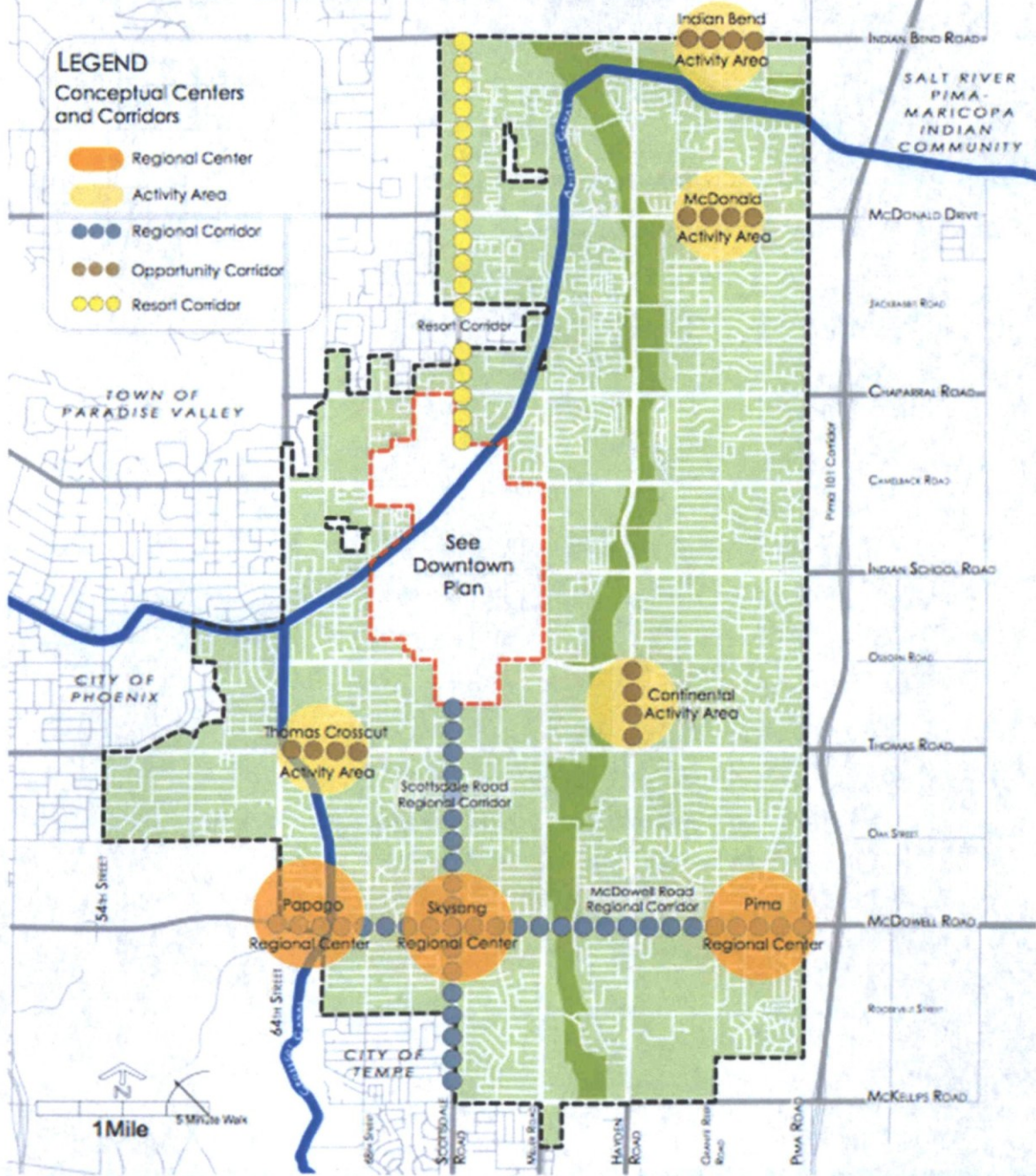
*Policy LU 5.4.3*

*The McDonald Activity Area (located at the intersection of McDonald and Granite Reef Roads) should consist of professional and medical offices, markets/ groceries, locally owned and/or corporate restaurants, fueling stations, and additional multi-family housing.*

**Response:** McDonald Drive and Granite Reef Road is designated as the McDonald Activity Area per the SSCAP. The proposed residential development will strengthen the link between Downtown Scottsdale and the surrounding suburban neighborhoods, and will accomplish a range of goals including the revitalization of an underutilized property by integrating high quality, vibrant architecture and a site plan into the area, and creating pedestrian synergy that will tie into the nearby canal system and Scottsdale Indian Bend Wash to the west.



# Conceptual Regional Centers, Activity Areas, and Corridors





*GOAL LU 7*

*Provide land use transitions, buffering, and connectivity between downtown development and Southern Scottsdale's surrounding residential neighborhoods.*

*Policy LU 7.1*

*Recognize the benefits of Downtown Scottsdale's commercial and employment generating land uses while protecting Southern Scottsdale's residential neighborhoods from incompatible adjoining land uses.*

*Policy LU 7.2*

*Support the Downtown Plan development buffer and transition goals and policies to mitigate Downtown's higher intensity land uses with surrounding Southern Scottsdale lower intensity development.*

*Policy LU 7.3*

*Encourage greater connectivity between the Downtown and surrounding Southern Scottsdale neighborhoods by increasing the accessibility and frequency of local and regional multi modal transportation connections and enhancing pedestrian and bicycling opportunities.*

**Response:** Denser urban development has long been concentrated in the Downtown Core, however, smaller scale urban infill properties have begun to pop up in the more suburban surrounding neighborhoods around Downtown Scottsdale. The Granite Reef Townhouses will be a for sale, attached multi-family development and will add to the housing options within the McDonald Road Activity Area by integrating high end, medium density residential development on an underutilized parcel. Residents will be able to walk, run or bike to the nearby public amenities.

*GOAL LU 8*

*Support a dynamic range of land uses adjacent to Indian Bend Wash that promote, enhance and engage this primary open space amenity.*

*Policy LU 8.1*

*Encourage the revitalization of commercial and office land uses along Indian Bend Wash to promote new recreational, entertainment, and housing options on sites which are immediately adjacent to this primary open space amenity.*

*Policy LU 8.2*

*Encourage properties that redevelop adjacent to, or in close proximity of, Indian Bend Wash to incorporate site orientation and access that takes advantage of their location next to this amenity.*

*Policy LU 8.3*

*Support the inclusion of workforce housing in mixed-use developments located in proximity to the Indian Bend Wash.*



**Response:** The integration of a variety of residential densities along the McDonald Road Activity area will expand and upgrade the housing options for this area and create the "live, work, play" environment the city desires. The Granite Reef Townhouses will be a for sale, attached multi-family development and will add to the housing options within the McDonald Road Activity Area by integrating high end, medium density residential development on an underutilized parcel. Residents will be able to walk, run or bike to the nearby public amenities.

*GOAL CD 1*

*New and redeveloped residential housing should respect existing neighborhood character and design.*

*Policy CD 1.1*

*New and redeveloped residential development should be compatible in terms of established neighborhood housing proportion, size, mass, and height.*

*Policy CD 1.2*

*Architectural housing character should not be restricted to, but remain complementary with, existing neighborhood design.*

**Response:** The proposed residential housing brings an exciting new architectural type to the current housing stock on McDonald Road by providing a modern, contemporary aesthetic appealing style to the market demographic drawn to this redevelopment area. That being said, the building proportions, size, massing and heights are compatible with the adjacent multi-family residential to the north and west. Additionally, the site plan has been designed to provide a buffer along the north and west as well as add to the already mature landscaping along the western edge of the property.

*GOAL CD 2*

*The character and design of mixed use and commercial development should accommodate a variety of land uses, engage pedestrians, and extend indoor spaces to the outside.*

*Policy CD 2.1*

*Encourage pedestrian oriented site design for new and revitalized development within Corridor's, Regional Centers, and Activity Areas.*

*Policy CD 2.2*

*Support new building design that respects existing area character, while allowing for the efficient and coherent use of building sites.*

*Policy CD 2.4*

*New development and redevelopment should provide a diversity of design by accommodating a mix of land uses both vertically and horizontally.*



*Policy CD 2.5*

*Encourage both dedicated and publicly accessible open spaces within private development to function as extensions of indoor spaces into outdoor areas.*

**Response:** This area of McDonald Road is designated as the McDonald Activity Area in the SSCAP. The proposed infill residential development will strengthen the link between Southern Scottsdale and Downtown Scottsdale, and will accomplish a range of goals including the revitalization of an underutilized, vacant commercial property by integrating high-quality, vibrant architecture, creating pedestrian synergy and promoting a mixed-use environment.

The multi-family townhomes are a contemporary architectural style with clean lines and façade articulation that provide textural variation on all sides of the buildings. The lower level of the buildings has an integral color concrete masonry base, not only for durability but to provide a strong base to the buildings. This masonry has vertical bands on the garage and ends of the building to provide variation and strong accents to the façade. The stucco materials on the upper parts of the buildings provide a color palette at the top to control the visual impact of the building height. Strong accents are there to provide the contemporary feel to the buildings.

The buildings are sited to allow for easy access for vehicles into the at grade level garages and fronting all to a common courtyard area to provide a shared pedestrian experience, social connection and linkage to McDonald Drive. This relationship to McDonald Drive allows a strong continuity and visual connection from the site to the major vehicular route and opens up the site with a linear connection.

Each of the townhome units has a private patio area in this common courtyard. The buildings are broken up into four units, to allow for a smaller scale visual footprint on the site. Areas between the buildings are open space and used for the amenity package for the townhomes. Landscaping will be provided in the open spaces areas that enhance the residents' outdoor experience, by the use of trees and other vegetation conducive to the Sonoran Desert environment.

*Goal CD 3*

*Promote high quality design for new and revitalized mixed-use, commercial, and residential development a long Corridor's, within Regional Centers, and Activity Areas.*

*Policy CD 3.1*

*Encourage design standards for Corridor's, Regional Centers, and Activity Areas that enhance and strengthen new and revitalized development.*

*Policy CD 3.3*

*Encourage new development to demonstrate a relationship with the design characteristics of the surrounding areas and, as appropriate, incorporate those*



*qualities into its design.*

*Policy CD 3.4*

*Building design should be sensitive to the evolving context of an area over time.*

**Response:** The architectural design, window placement, building materials and landscaping have been carefully selected to incorporate the vernacular of the Southwest and provide desert sensitive design elements. The architecture has been designed to activate both sides of the building (see elevation and site plan). The landscape plant palette is consistent with Scottsdale's streetscape guidelines and incorporates predominately low-water plant materials appropriate for this urban desert setting. The Granite Reef Townhouses will be a for sale, attached multi-family development and will add to the housing options within the McDonald Road Activity Area by integrating high end, medium density residential development on an underutilized parcel. Residents will be able to walk, run or bike to the nearby public amenities.

*Goal CD 4*

*Site and building design of new development and redevelopment should respond to the Sonoran Desert Climate.*

*Policy CD 4.1*

*Encourage new development to incorporate designs such as shade structures, deep roof overhangs and recessed windows to address passive solar cooling opportunities.*

*Policy CD 4.2*

*Encourage the use of a variety of textures and natural building materials to provide architectural visual interest and richness, particularly at the pedestrian level.*

*Policy CD 4.3*

*Support landscape design that responds to the desert environment by utilizing indigenous and adapted landscape materials that complement the Southern Scottsdale built environment.*

**Response:** The architectural design, window placement, building materials and landscaping have been carefully selected to incorporate the vernacular of the Southwest and provide desert sensitive design elements. The architecture has been designed to activate both sides of the building (see elevation and site plan). The landscape plant palette is consistent with the Scottsdale streetscape guidelines and incorporates predominately low-water plant materials appropriate for this urban desert setting.

*GOAL CD 6*

*Promote, plan, and implement design strategies that are sustainable.*

*Policy CD 6.1*



*Encourage compact development design along Corridor's and in Regional Centers and Activity Areas to help reduce travel distances, encourage walking and cycling, and stimulate public transit use.*

*Policy CD 6.4*

*Encourage the use of sustainable design principles for remodeling and new development projects to mitigate building construction and operational impact on the environment.*

**Response:** The architectural design, window placement, building materials and landscaping have been carefully selected to incorporate the vernacular of the Southwest and provide desert sensitive design elements. The architecture has been designed to activate both sides of the building (see elevation and site plan). The landscape plant palette is consistent with the Scottsdale streetscape guidelines and incorporates predominately low-water plant materials appropriate for this urban desert setting. The Granite Reef Townhouses will be a for sale, attached multi-family development and will add to the housing options within the McDonald Road Activity Area by integrating high end, medium density residential development on an underutilized parcel. Residents will be able to walk, run or bike to the nearby public amenities.

*GOAL EV 1*

*Support reinvestment that updates and/or replaces aging commercial properties.*

*Policy EV 1.1*

*Support Opportunity and Regional Corridors, Regional Centers, and Activity Areas for areas of mixed-use and higher-density development as part of an overall economic revitalization strategy.*

**Response:** The proposed development plan brings reinvestment and revitalization to aging, vacant commercial buildings further re-energizing the McDonald Activity Area and bringing new infill residential living opportunities further strengthening the economic core of Southern Scottsdale.

*GOAL EV 5*

*Encourage a strong economic relationship among opportunity and regional Corridor's and associated regional centers and Activity areas.*

*Policy EV 5.4*

*Provide Activity Area workforce housing by adding units above Opportunity Corridor revitalized lower-scale retail centers and strip malls to support multi-family residential development that is within walking distance of Activity Area commercial uses.*

**Response:** Per the SSCAP, the property lies along McDonald Road in the designated McDonald Road Activity Area. It is near the Indian Bend Wash and Downtown Scottsdale. The proposed infill residential development will strengthen the link between



these two areas and will accomplish a range of goals including the revitalization of an underutilized property, providing additional housing for employees of this area.

*GOAL H1*

*Support development of workforce housing throughout Southern Scottsdale.*

*Policy H 1.1*

*Support higher-density, workforce housing options along major arterials, Opportunity and Regional Corridors, Regional Centers, and Activity Areas in Southern Scottsdale.*

**Response:** The Granite Reef Townhouses will be a for sale, attached multi-family development and will add to the housing options within the McDonald Road Activity Area by integrating high end, medium density residential development on an underutilized parcel. Residents will be able to walk, run or bike to the nearby public amenities.

*GOAL H2*

*Embrace a wide range of housing options.*

*Policy H 2.4*

*Increase availability of housing choices that meet the living Activity requirements of diverse individuals, families, and for persons with disabilities.*

**Response:** The Granite Reef Townhouses will be a for sale, attached multi-family development and will add to the housing options within the McDonald Road Activity Area by integrating high end, medium density residential development on an underutilized parcel. Residents will be able to walk, run or bike to the nearby public amenities.

*GOAL H3*

*Encourage reinvestment in existing residential properties.*

*Policy H 3.3*

*Promote infill projects that include housing on vacant or underutilized land parcels located within Corridors and Centers as Southern Scottsdale reaches build out.*

**Response:** The Granite Reef Townhouses will be a for sale, attached multi-family development and will add to the housing options within the McDonald Road Activity Area by integrating high end, medium density residential development on an underutilized parcel. Residents will be able to walk, run or bike to the nearby public amenities.



## VI. Conclusion

In summary, the applicant is seeking a Non-Major General Plan Amendment and rezoning on a +/- 1.27-acre site to create a for-sale, multi-family residential community with 18 units. Redevelopment of this parcel will revitalize an underutilized site by removing a longstanding vacant commercial building and provide additional infill housing opportunities for the growing Southern Scottsdale community. It will contribute to the “live, work, play” land use balance promoted by the General Plan and SSCAP. Incorporating new infill residential land uses is essential to the success of Southern Scottsdale and to jumpstarting new development within McDonald Activity Area. The site is an ideal location for residents to live close to Downtown Scottsdale and enjoy the nearby amenities of Old Town and Indian Bend Wash.