

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



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 checked="" 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"/>

Project Name: "District at the Quarter"

Property's Address: 15501 N. 73rd St. Scottsdale, AZ

Property's Current Zoning District Designation: Current I-1 to Proposed PUD (Cases: 3-GP-2016 & 8-ZN-2016)

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: Rowley Blue Water Investments LLC	Agent/Applicant: Paul E. Gilbert, Esq. c/o Dennis M. Newcombe
Company: In care of: Marcia Rowley	Company: Beus Gilbert PLLC
Address: 10030 N. 25th Ave. Scottsdale, AZ 85201	Address: 701 N. 44th St., Phoenix, AZ 85008
Phone: (602) 749-2171 Fax:	Phone: (480) 429-3002 / (480) 429-3065 Fax: (480) 429-3100
E-mail: marcia.rowley@icecenterprise.com	E-mail: pgilbert@beusgilbert.com / dnewcombe@beusgilbert.com
Designer: Jim Applegate / Chad Gnant	Engineer: Matthew Stewart, PE
Company: Biltform Architecture Group of Companies	Company: Big Red Dog
Address: 11460 N. Cave Creek Rd., Suite 11, Phoenix, AZ	Address: 2500 Summert St., Suite 2100, Houston, TX 77007
Phone: (602) 285-9200 Fax: 85020	Phone: (832) 730-1901 Fax:
E-mail: jim@biltform.com / chad@biltform.com	E-mail: matthew.stewart@bigreddog.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 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.:

Planning, Neighborhood & Transportation

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



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 of the development applications are related to another development application. City Staff may agree to process concurrently where one or more the development applications related to 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 checked="" 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: Rowley Blue Water Investments LLC

Company: In care of: Marcia Rowley

Address: 10030 N. 25th Ave. Scottsdale, AZ 85201

Phone: 602-749-2171 Fax: _____

E-mail: marcia.rowley@iceenterprise.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; 4) to placing a development application on hold in order to continue processing a concurrent development application that is related to an another development application; and 5) that upon completion of the City review(s) of the development applications, one or of the development application may not be approved.

Property owner (Print Name): Marcia G Rowley Title: Owner

Marcia G Rowley Signature Date: September 13, 2016

Official Use Only:	Submittal Date: _____
Request: <input type="checkbox"/> Approved or <input type="checkbox"/> Denied	
Staff Name (Print): _____	
Staff Signature: _____	Date: _____



SCOTTSDALE
AZ 85255
naiv

107908

9/16/2016 PLN-1310P
KWHEELER HPDC600552
9/16/2016 3:52 PM
\$1,515.00

Received From :

Beus Gilbert PLLC c/o Dennis M. Newcombe
701 North 44th Street
Phoenix, AZ 85008
480-429-3065

Bill To :

Beus Gilbert PLLC c/o Dennis M. Newcombe
701 North 44th Street
Phoenix, AZ 85008
480-429-3065

Reference # 733-pa-2015
Address 15501 N DIAL BL
Subdivision SCOTTSDALE AIRPARK NORTH

Issued Date 9/16/2016
Paid Date 9/16/2016
Payment Type CREDIT CARD

Marketing Name
MCR 390-33
APN 215-44-007

Lot Number 5
County No
Gross Lot Area 0
NAOS Lot Area 0
Net Lot Area 0
Number of Units 1
Density

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

Owner Information

Rowley Blue Water Investments LLC
7231 East Princess Boulevard,
Scottsdale, AZ 85255
602-749-2171

Code	Description	Additional	Qty	Amount	Account Number
3165	DEVELOP REVIEW APPLICATION		1	\$1,515.00	100-21300-44221

Applicant Signature

Total Amount

\$1,515.00



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

This request concerns all property identified in the development application.

Pre-application No: 733 - PA - 2015

Project Name: District at the Quarter

Project Address: 15501 N. 73rd St. (a.k.a. N. Dial Blvd.)

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: Paul E. Gilbert

Print Name

Signature

City Use Only:

Submittal Date: _____ Case number: _____

Planning and Development Services

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



Current Planning Services
Long Range Planning Services

NOTICE OF INSPECTION RIGHTS
A.R.S. § 9-833

You have the right to:

- Have the City staff member present a photo ID.
- Have the City staff member state the purpose for the planning inspection and legal authority to conduct it.
- Know the amount of inspection fees if applicable.
- An on-site representative may accompany the City staff member during the inspection except during confidential interviews and may:
 - Receive copies of any documents taken during the inspection.
 - Receive a split of any samples taken during the inspection.
 - Receive copies of any analysis of the samples taken when available.
- Be informed if statements are being recorded.
- Be given notice that any statements may be used in an inspection report.
- Be presented with a copy of your inspection rights.
- Be notified of the due process rights pertaining to an appeal

You are hereby notified and informed of the following:

- The inspection is conducted pursuant to the authority of A.R.S § 9-462.05. and/or Scottsdale Revised Code, Appendix B, Article I. Section 1.203.
- Any statements made by anyone interviewed during this inspection may be included in the inspection report.
- Information on appeal rights related to this inspection is found under Scottsdale Revised Code, Appendix B, Article I. Section 1.801.
- There is no inspection fee associated with this inspection.

I acknowledge I have been informed of my inspection rights. If I decline to sign this form, the inspector(s) may still proceed with the inspection.

If I have any questions, I may contact the City staff member, Bryan D. Cluff

at the following number 480-312-2258

Signature:  Date: 9/13/16

Printed Name: Paul E. Gilbert

Check box if signature refused

Copy of Bill of Rights left at: _____

- E. The inspection report shall contain deficiencies identified during an inspection. Unless otherwise provided by law, the municipality may provide the regulated person an opportunity to correct the deficiencies unless the municipality determines that the deficiencies are:
 - 1. Committed intentionally.
 - 2. Not correctable within a reasonable period of time as determined by the municipality.
 - 3. Evidence of a pattern of noncompliance.
 - 4. A risk to any person, the public health, safety or welfare or the environment.
- F. If the municipality allows the regulated person an opportunity to correct the deficiencies pursuant to subsection E of this section, the regulated person shall notify the municipality when the deficiencies have been corrected. Within thirty working days of receipt of notification from the regulated person that the deficiencies have been corrected, the municipality shall determine if the regulated person is in substantial compliance and notify the regulated person whether or not the regulated person is in substantial compliance, unless the determination is not possible due to conditions of normal operations at the premises. If the regulated person fails to correct the deficiencies or the municipality determines the deficiencies have not been corrected within a reasonable period of time, the municipality may take any enforcement action authorized by law for the deficiencies.
- G. A municipality's decision pursuant to subsection E or F of this section is not an appealable municipal action.
- H. At least once every month after the commencement of the inspection, a municipality shall provide the regulated person with an update, in writing or electronically, on the status of any municipal action resulting from an inspection of the regulated person. A municipality is not required to provide an update after the regulated person is notified that no municipal action will result from the municipality's inspection or after the completion of municipal action resulting from the municipality's inspection.
- I. This section does not authorize an inspection or any other act that is not otherwise authorized by law.
- J. This section applies only to inspections necessary for the issuance of a license or to determine compliance with licensure requirements. This section does not apply:
 - 1. To criminal investigations and undercover investigations that are generally or specifically authorized by law.
 - 2. If the municipal inspector or regulator has reasonable suspicion to believe that the regulated person may be or has been engaged in criminal activity.
 - 3. Inspections by a county board of health or a local health department pursuant to section 36-603.
- K. If a municipal inspector or regulator gathers evidence in violation of this section, the violation shall not be a basis to exclude the evidence in a civil or administrative proceeding, if the penalty sought is the denial, suspension or revocation of the regulated person's license or a civil penalty of more than one thousand dollars.
- L. Failure of a municipal employee to comply with this section:
 - 1. Constitutes cause for disciplinary action or dismissal pursuant to adopted municipal personnel policy.
 - 2. Shall be considered by the judge and administrative law judge as grounds for reduction of any fine or civil penalty.
- M. A municipality may adopt rules or ordinances to implement this section.
- N. This section:
 - 1. Shall not be used to exclude evidence in a criminal proceeding.
 - 2. Does not apply to a municipal inspection that is requested by the regulated person.

DISTRICT AT THE QUARTER

(Northeast corner of Greenway-Hayden Loop and 73rd Street)

DEVELOPMENT REVIEW BOARD (DRB)

- NARRATIVE -



SUBMITTED BY/APPLICANT:

Beus Gilbert PLLC – Paul E. Gilbert
c/o Dennis Newcombe
701 North 44th Street
Phoenix, Arizona 85008

SUBMITTED FOR:

Kaplan Management Company
520 Post Oak Blvd., Suite 370
Houston, Texas 77027

CASE NUMBER:

SUBMITTED: SEPTEMBER 16, 2016

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I. Purpose of Request:

This request is for Development Review Board (“DRB”) approval on 10.29+/- gross acre and 8.83+/- net acre site located at 15501 North 73rd Street (a.k.a. Dial Boulevard) (the “Site”). (See the *Aerial Map* below.) It should be noted that a Non-Major General Plan Amendment (GPA) from Airpark Mixed Use (AMU) and a small portion of Employment (EMP) to Airpark Mixed Use-Residential (AMU-R) and a rezoning from Industrial Park (I-1) to Planned Unit Development (PUD) zoning district are concurrently being processed on this Site (Cases: 3-GP-2016 & 8-ZN-2016, respectively). These cases are currently scheduled for public hearings in the next 2-months or so.

With that being said, the development proposal is to create a small mixed-use luxury residential multi-family community of approximately 622 units including ground level live/work units and retail/commercial (i.e. non-residential) components focused at the immediate corner and along Greenway-Hayden Loop and 73rd Street.

AERIAL MAP



II. Kaplan Management Company

The future developer/owner, Kaplan Management Company ("Kaplan") was formed in 1978 and is based out of Houston, Texas. Kaplan is the diversified operator, owner, and developer of high quality multi-family properties in major metropolitan areas across the United States. Kaplan is active in emerging high growth submarkets, redeveloping existing multi-family housing, and repurposing commercial developments into residential communities, and holds 36 years of successful management experience in the dynamic and evolving multi-family industry. Kaplan would be honored to bring their experience and success to this particular location in Scottsdale.

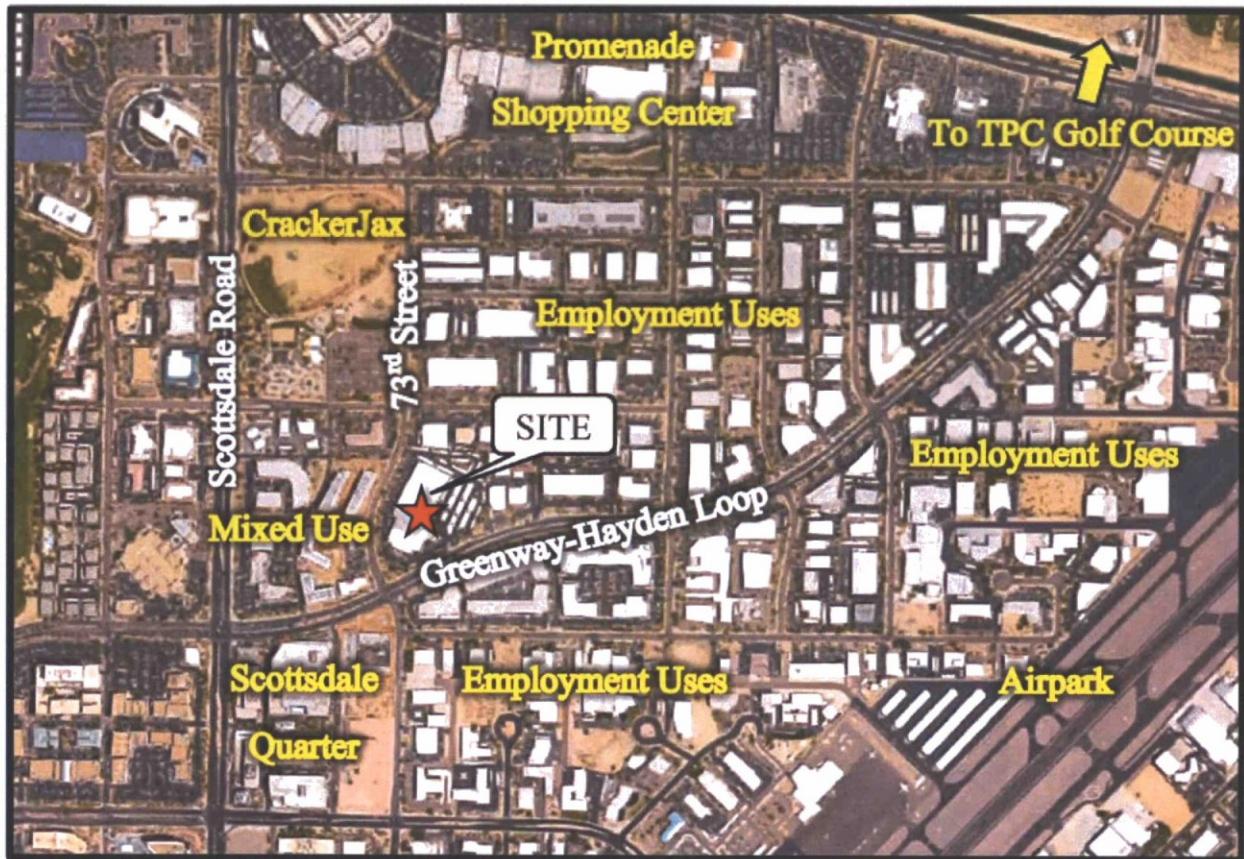
III. District at the Quarter (The Proposal)

The District at the Quarter residential community will provide an exciting mixed-use project featuring upscale residences including ground level live/work units and retail/commercial (i.e. non-residential) components that blends and transitions with the retail/commercial businesses strategically located along with employment entities within the Scottsdale Airpark, which is the second largest employment center in the state of Arizona. The proposed development would further many of the goals set forth in the Greater Airpark Character Area Plan ("GACAP") by creating a dynamic walkable community based on live, work, and play principles.

The Site is a transitional piece that defines the boundary between employment and retail/commercial uses within Scottsdale Airpark. (See the *Context Aerial Map* on the following page.) This important and strategic location is bounded by two (2) Signature Corridors which also forms a Landmark Intersection as defined within the GACAP. As such, this Site will provide an appropriate level of mixed-use and residential live, work, and play community that will transition, activate and define the shopping/retail activities to the west/southwest, employment sector to the east, and formalize/enhance the Signature Corridors (i.e. Greenway-Hayden Loop and 73rd Street). The transition and addition of this mixed-use proposal at this location will help to continue enhancing the desirability of this location and the surrounding context. The retail/commercial (i.e. non-residential) and residential mix proposed will provide an ideal fit for this location and beyond. The natural progression of uses and development along Scottsdale Road, 73rd Street, and throughout the Airpark will continue draw people and activity to this location from surrounding areas, which in turn will build upon the placemaking and character that is envisioned at this Landmark Intersection.

The Airpark as a whole creates a unique opportunity to blend interrelated land uses and promote the live, work, and play concept, which is memorialized numerous times throughout the GACAP. Additionally, the nearby retail and surrounding employment core provides regional appeal for future owners of the District at the Quarter. The ease of accessibility, proximity to businesses, shopping, entertainment, recreation, and airport makes this development a compliment to its surroundings.

CONTEXT AERIAL MAP



a) Existing Conditions & Context

The Site constitutes 10.29 gross acres and bordered by Greenway-Hayden Loop on the west and 73rd Street (a.k.a. Dial Boulevard) to the south. Existing businesses (I-1) border the Site to the north, east, and south. The west side is bordered by existing commercial businesses (C-3) and a recently completed multi-family development (PUD). (See above *Context Aerial Map*.)

The redevelopment parcels contain an office building currently occupied by “International Cruise & Excursions” (“ICE”), a travel and vacation service company. The Site contains covered and uncovered parking surrounding the main building structure. The streets, sidewalks, and utilities surrounding the Site have all previously been built, as such this redevelopment project can be “plugged in” to this location with minimal disturbances to the area.

b) Site Plan

The design for this Site features an enhanced Landmark Intersection including an enhanced public open space, pedestrian passageway, and rest area inviting public activity and interaction provided by shaded rest areas, enhanced paving, a variety of meandering pathways, and landscaping. The Landmark Intersection of the Site is activated with ground level uses

anchored by an approximately 7,855 sq. ft. clubhouse that provides services and amenities such as: porte-cochere/valet on-site drop-off dry cleaning service, business center, restaurant, office space, fitness center, barista station, etc. The Signature Corridor of Greenway-Hayden Loop will also feature an approximately 5,354 sq. ft. fitness center located on the ground level facing Greenway-Hayden Loop along with seven (7) live/work units located on both Greenway-Hayden Loop and 73rd Street.

A main vehicular access drive bisects the Site and allows for two (2) vehicular entry connections located at the mid-block of 73rd Street and Greenway-Hayden Loop. Additionally, this vehicular access drive will serve as access to the internal parking garages and provide for fire lane emergency access. The secondary fire lane/enhanced setback along the perimeter of the Site will be gated and serve dual purposes (i.e. building setback, vehicular pavers, landscaping, turfstone, dog walk/wash area, walking area/fitness trail/fitness station clusters, and fire safety access). The site design consists of two (2) (i.e. 2 phases) 4-story luxury residential buildings that enclose a total of five (5) interior courtyards, featuring various amenities, open space, and landscaping. These outdoor activity areas provide for both active and passive recreation, relaxation, and an abundance of open space for the future residents. The main building structures are navigated through a series of pedestrian passages that lead throughout the Site and ultimately to the outer pedestrian sidewalk network and the surrounding area. The north and east boundaries of the Site are nicely buffered by a 27'-40' building setback, vehicular pavers, landscaping, turfstone, walking area/fitness trail/fitness station clusters, and fire safety access road from the proposed units. (See *Site Plan* as a part of the DR submittal package.)

c) Retail/Commercial (Non-Residential) Component

The retail/commercial (i.e. non-residential) component of this mixed-use development is strategically located at the Landmark Intersection of the Site in the form of a highly amenitized clubhouse (7,855 sq. ft.), restaurant (7,035 sq. ft.), office space (1,781 sq. ft.), and fitness center (5,354 sq. ft.) that will continue along Greenway-Hayden Loop with seven (7) live/work units proposed as well along both Greenway-Hayden Loop and 73rd Street. This project provides design and uses that cater to the pedestrian at the ground level particularly at the Landmark Intersection, which supports pedestrian interest and walking as well as enhancing the streetscape. These uses will be also open to the public that will generate additional interest and vibrancy.

The amount of retail/commercial (i.e. non-residential) proposed is adequate and supported within the context of the existing overall retail/commercial in the surrounding area. There is already a sufficient amount of retail/commercial in this area, and proposed in the future, that an increase in residential density is important towards balancing and supporting these uses as well as live, work, and play lifestyle concept. It is worth noting that there is currently 116,000 sq. ft. of retail and 250,000 sq. ft. of office space within the Scottsdale Airpark North; which this development would be a part of. Within walking distance of the Site, there is: 437,000 sq. ft. at Kierland Commons, 400,000 sq. ft. at Scottsdale Quarter, 700,000 at Scottsdale Promenade, and 100,000 at Zocallo. Thus, if one considers a modest 5% vacancy rate, which is typical, then

that would equate to nearly 100,000 sq. ft. of vacant retail space, which at this time includes neighboring Crescent's ground floor space being vacant. To that end, the amount of retail/commercial proposed with this development (i.e. 22,025 sq. ft.), we believe, is more than adequate to properly serve the future residents of this development and to provide a proper balance with the existing and future population, employment, and retail base within this area.

d) Building Architecture

The building architecture features varied massing, varying roof parapets, architectural features, stoops, materials and façade detailing found in many contemporary luxury multi-family developments found in Scottsdale and the Southwest region. The building massing includes a series of towers and recessed facades and patios. The massing and detailing emphasize the promotion of pedestrian activity including a walkable street level building design lined with lighting, trees, and shade structures such as: porte-cochere, awnings, and roof overhangs. The color scheme is a blend of shades of brown, off-white, and tan with some complementary accent colors found within the Sonoran Desert color palette and consistent and appropriate with the surrounding building context. (See *Architectural Plan Set* as a part of the DR submittal package.)

Maximum building height proposed is 48' with all rooftop mechanical equipment and screening, stairwell bulkheads, as well as rooftop deck enclosure walls and fall protection railing that exceed that building height, limited to under 30% total of the roof area for each building. (See *Building Cross Sections, Height Diagrams, Height Exception Area, and Roof Plans* as a part of the DR submittal package.)

More specifically, the architectural character is a contemporary design which will utilize the most current building materials to provide for an energy efficient development. The building masses are broken up into two (2) main buildings. The south building which faces Greenway-Hayden Loop is varied in its setback providing visual interest; enhanced planting areas; stoops, etc. The architectural elevations are also broken up vertically by varying the roof lines, alternating between flat parapets and flat roof overhangs, awnings, porte-cochere, the fitness center area bumps out, and live/work units. These architectural treatments help vary the roof lines vertically. Moreover, within the flat parapet areas of the building, the walls of the building stepback horizontally creating wide recessed areas that provide space for awnings, patios, and visual massing reliefs. This horizontal relief occurs approximately every 100 lineal feet with massing changes, the bump out of the fitness center, live/work units, porte-cochere, and the natural curvature of the streets. The proposed design provides a strong base with a material change from stucco, Fry Reglet architectural metal, stone, glass, steel awnings, ground floor fitness center, live/work units and stoops located in strategic locations to "ground" the overall design. The midsection and top utilized the same materials with the top units accentuated by patio areas as well as bulkhead areas protruding towards the top of the buildings to provide access to the roof decks for some units, along with alternating flat parapets and roof overhangs. The overarching intent is to create a compatible development design for the area while also being a unique, high quality, and visually appealing for one to want to live and play while being

in close proximity to work, entertainment, restaurants, etc. thus reducing traffic and pollution while also maintaining long term economic success.

e) Landscape Theme

The project's landscape theme will reduce overall water intake include by utilizing native trees, shrubs, accent plants, groundcover, and minimal turf. The two (2) Signature Corridors (i.e. Greenway-Hayden Loop and 73rd Street) abutting the Site has sidewalks lined with trees and shrubs providing a pleasant/cool environment to walk. The main vehicular access drive and open space areas will also contain a variety of native shrubs and landscaping providing for a friendly, enjoyable, useable, and shaded environment for residents to traverse and use the property. As such, the plan includes a total of five (5) internal courtyards which all feature a variety of landscaping and amenities such as a swimming pool, fountains, fire pit, putting green, televisions, barbecues, and shaded seating and dining areas which are all connected by a system of winding walkways. (See *Landscape Plan Set* as a part of the DR submittal package.)

The five (5) usable common open space areas are strategically located throughout the Site to provide areas for the residents to recreate and contemplate. The open space at the Landmark Intersection includes approximately 4,000 sq. ft. of public usable common. The Site also has a total of 46,114 sq. ft. of total common open space area (excluding street frontage area or parking lot landscaping) or 10.3% and 96,402 sq. ft. total landscape space provided (including all open space, street frontage, and parking landscape areas) or 21.5% for the Site. It should be noted that both phases of development will exceed the required 10% open space. Again, these open space areas provide areas of contemplation, recreation (passive/active), cooling, and visual interest both on-site and off-site. The landscape palette is in keeping with a Sonoran Desert theme and water conservation measures by strategically locating low water use trees, shrubs, groundcovers, etc. to create a lush appearance that cools the environment both internally and externally (i.e. along the street frontages). Turf is strategically located on-site within a few of the areas designated for internal/activities in order to optimize comfort and use. Finally, the entire Site is interconnected by walkways which link up to public sidewalks and bike paths encouraging multimodal options.

IV. Long Range Planning

The proposed mixed-use project's uses and design elements, including the Landmark Intersection area of this project, closely align with and reinforce the goals of Scottsdale's Long Range Planning Mission, among them:

- "Promoting the livability of the community and enhancing and protecting neighborhoods and ensuring and sustaining the quality of life for all residents and visitors."
- "Enhancing and protecting neighborhoods"
- "Ensuring and sustain the quality of life for all residents and visitors."

This request provides a mix of uses, passive and active open spaces, and public benefits that are desired to enhance, protect, and sustain quality of life for the immediate neighborhood. The development provides many of the elements reflective of the goals and policies of the Scottsdale Design Guidelines, GACAP, and General Plan that speak to the intent of creating livable communities and a high quality of life desired by citizens.

Furthermore, the General Plan continues within the mission values of the land use element that contribute to Scottsdale's identity and provide a balance of uses adequate for the live, work, and play theme. This proposal makes meaningful contributions to these land use element values below.

- "Land uses should provide for an unsurpassed quality of life for both its citizens and visitors."
- "Land uses should contribute to the unique identity that is Scottsdale."
- "Land uses should work in concert with transportation systems in order to promote choice and reduce negative impacts upon the lifestyle of citizens and the quality of the environment."
- "Land uses should provide opportunities for the design of uses to fit and respect the character, scale and quality of uses that exist in the community."

The uses and public benefits of this active development furthers the goals and policies listed above by creating a live, work, and play development that enhances the public realm surrounding this area providing improvements to the Signature Corridors and Landmark Intersection, and activating the corner with ground level uses and architecture. These elements, collectively, meet the future intent of the area as identified in the Scottsdale Design Guidelines, GACAP, and the General Plan.

3. Character Area Criteria

Character areas have been added to the city's planning process in order to recognize and maintain the unique physical, visual and functional conditions that occur in distinct areas across the community. The city recognizes that these form a context that is important to the lifestyle, economic well-being and long term viability of the community. These areas are identified by a number of parameters including but not limited to building scale, open space types and patterns, age of development and topographic setting.

To that end, upon approval of the cases: 3-GP-2016 & 8-ZN-2016, this location is identified in GACAP for future Signature Corridors, Landmark Intersection, and is located within the shopping and activity center area. Thus, the appropriateness of the proposed mixed-use residential development at this strategic location, along with current trends occurring in the area, make this a logical/important development to support the ongoing Airpark lifestyle, economic well-being, and long term viability.

4. Water/ Wastewater Infrastructure Criteria

As discussed during the Non-Major General Plan Amendment and Rezoning cases, the proposed development does not result in an increase in the water and sewer capacity. Thus, there are no plans to change or upgrade any water or sewer infrastructure for this project.

THE 2001 GENERAL PLAN

The current 2001 General Plan designation is Employment with a Regional Use District Overlay, and a requested GPA land use change to the Mixed Use category with a Regional Use District Overlay is currently being processed (See Cases: 3-GP-2016 & 8-ZN-2016). These cases are currently scheduled for public hearings in the next 2-months or so and, if approved by Council, will allow for the continuation of our request for DRB approval. With that being said, to support our DRB application request, the following are elements from the 2001 General Plan supporting the development proposal.

General Plan Elements:

Land Use:

Goal 3, Bullet Point 2: Encourage the location of more intense mixed-use centers and regional employment cores along regional networks while incorporating appropriate transitions to adjoining land uses.

Response: The location of this mixed use project is appropriately located along a major regional network at the convergence of two (2) Signature Corridors that form a Landmark Intersection and along with adjacent mixed-uses form a “gateway” to the Scottsdale Airpark from surrounding areas. The Landmark Intersection is the appropriate designation for the proposed intensity which provides pedestrian scaled uses and services supported by a balance of supporting uses. In addition, the location will support and enhance both the existing and proposed residential and non-residential uses in this location and transition between the employment center and surrounding retail. Appropriate transitions have been incorporated by way of design solutions, building construction, setbacks, noise disclosures, and avigation easements. This development is replacing the old sidewalk surrounding the site and creating a more walkable and enjoyable streetscape that helps to complete the streetscapes by creating a street scene similar to the adjacent LIV development.

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.

Response: This mixed use development proposes appropriately balanced uses that are consistent with the needs and character of the surrounding developments and area uses and

encourage a high quality lifestyle with many leisure opportunities and resources that support the surrounding community. The residential and non-residential uses at this location will support the quality of life and lifestyle desired in the area by providing residential units with some additional non-residential uses to help the balance of uses that support the surrounding community.

- Allow for a diversity of residential uses and supporting services that provide for the needs of the community.

Response: This proposed development allows for a unique residential housing opportunity with supporting services and amenities within the area. The residential and non-residential uses proposed at this location provides for a balance and an appropriate level of unique mixed-use development that complement and complete the surrounding area providing for the needs of community and affords for an exceptional lifestyle.

- Ensure the highest level of services and public amenities are provided to the citizens of Scottsdale at the lowest costs in terms of property taxes and travel distances.

Response: High quality and desirable services and amenities are included within this development. Furthermore, the location of the development and uses within walking distance of this development provide residents and nearby citizens the highest level of services with minimal travel. The clubhouse, restaurant, and fitness center of the live/work element included in this proposal provide for a balance of uses and amenities that promote a healthy lifestyle by encouraging walking and reduced travel. There is a balance of non-residential and commercial uses included that support the development and attract surrounding pedestrians to this Landmark Intersection location which is the intent of a walkable mixed use development.

- Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.

Response: This development will support the jobs and housing balance by providing an appropriate balance of commercial and non-residential uses and services along with the residential population base to support new and existing employment and services. The designated Landmark Intersection is the ideal location for live, work, and play based mixed-use development that activates the surrounding area with walkable streetscapes and connections while utilizing existing infrastructure. In addition the option for ground floor walk-up live/work units are proposed along both Signature Corridors further integrating the live/work concept and activating the streetscape, similar to LIV.

- Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.

Response: This development provides a variety of residential housing options through various floor plans including ground floor live/work units. Additionally, the density proposed within this development is comparable and falls within the “middle” of residential density options within the immediate area (i.e. LIV and Crescent).

- Maintain a citywide balance of land uses that support changes in community vision/dynamics (established by future community visioning processes) over time.

Response: The proposed development provides housing opportunities that support the future of the community and Scottsdale Airpark by enhancing the employment center’s appeal to employers while also providing an appropriate and transitional mixed-use development in this particular location. The development provides a balance of uses to the area and non-residential services, notably, at the pedestrian scale of the Landmark Intersection which is the intent of the community’s future vision and goals of the Landmark Intersection.

Goal 7, Bullet Point 5: Incorporate open space, mobility, and drainage networks while protecting the area’s character and natural systems.

Response: Approximately, 10.5% of the Site has been reserved as useable open space. Private and public, passive and active forms of open space are found throughout the site plan. The Site also provides a total landscape space (including all open space, street frontage, and parking landscape areas) of 20% for the Site. It should be noted that both phases of development will exceed the required 10% open space. Again, these open space areas provide areas of contemplation, recreation (passive/active), cooling, and visual interest both on-site and off-site. Mobility and connections through the site and surrounding area are enhanced with meandering pathways, landscaping, enhanced streetscapes, and ground level uses. Native landscaping, open spaces, and drainage have been incorporated in an environmentally sensitive manner with consideration of the character in this area.

Goal 8, Bullet Point 2: Develop and reinforce links (i.e. trails, paths, open space, transit, and streets) within and between residential, retail, employment, recreational and other public land uses.

Response: Paths, connections, and open spaces have been carefully connected throughout and surrounding the site to provide for comfortable connections and alternative modes of transportation to surrounding land uses.

Goal 9: Provide a broad variety of land uses that create synergy within mixed-use neighborhoods.

- Incorporate a diverse range of residential and non-residential uses and densities within mixed-use neighborhoods.

Response: The proposed development adds a diverse range of residential and non-residential uses alike, with a different density option/density for residents within a larger mixed-use neighborhood. This development adds a complimentary balance of uses of non-residential uses at a location designated for mixed-use development with amenities and uses appropriately situated at the ground level of the Landmark Intersection.

- Promote residential uses that support the scale and function of retail, commercial and employment uses within these neighborhoods, including the use of mixed-use structures (retail or office on lower level and residential uses on upper levels).

Response: The residential/commercial uses proposed will be supportive of the existing retail, commercial, and employment uses within these neighborhoods and complete the mixed-use nature of this Landmark Intersection as envisioned. In addition, non-residential floor area uses and ground level live/work units are proposed along the Signature Corridors.

- Encourage compact mixed-use, pedestrian oriented development patterns, at urban densities, that limit the demand for parking and unnecessary automobile trips, and support alternative modes of mobility.

Response: This project utilizes existing infrastructure already in place and takes advantage of this prime location for such a development because of the surrounding employment, retail, and services. With a broad variety of employment and uses within walking distance, this development encourages and taps into non-residential uses on site and within walking distance of this location and enhances the streetscapes, which will encourage walkability and alternative modes of transportation which limits automobile trips.

Growth Areas Element

Goal 3, Bullet Point 2: Provide open spaces in designated growth areas that encourage public gathering, enhance aesthetics, preserve viewsheds, and serve as buffers between uses of significantly differing function and intensity.

Response: Open spaces have been strategically laid out within the development. The Landmark intersection and pedestrian area of this development includes amenities and open spaces that encourage public gathering and activity. The open space areas along the street frontages and enhanced design aesthetics will help to preserve viewsheds that also serve as buffers from inside and outside the development and provide for a public benefit for the area. This development strengthens the design and character of the Greater Airpark and provides enhanced streetscapes that promote a safe, comfortable, and aesthetically pleasing pedestrian environment.

Housing Element

Goal 3, Bullet Point 1: Encourage and establish appropriate incentives for development of aesthetically pleasing housing that will accommodate a variety of income levels and socioeconomic needs.

Response: The proposed development will be aesthetically pleasing and will allow for another housing opportunity within this immediate area.

Goal 3, Bullet Point 6: Consider incentives that encourage the development of diverse housing types, including smaller, more affordable units.

Response: A range of floor plans have been included with the development that provides various levels of living options (i.e. 1 and 2 bedrooms with roof access for some units and ground level live/work units) as well as amenities (i.e. concierge service).

Goal 4, Bullet Point 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: This development provides a different level option in housing density while also providing a mix of uses located one of the state's largest employment centers and further enhancing the live/work philosophy.

Goal 4, Bullet Point 5: Support the use of future innovations in technology and telecommunications as a way to remain flexible to changing demographics, community profiles and quality of life choices, including opportunities like home based businesses, telecommuting, on-line shopping, etc.

Response: This development supports the use of future innovations in technology that provide opportunities for "work from home" based businesses of the present and future while providing for a high quality of life. The development will utilize state of the art Wi-Fi technology and contains on-site amenities and services within the business center that support future technology workers and can help to eliminate automobile use. The on-site business center has a conference center with meeting space and can assist in business needs such as printing all located within the development. In addition, live/work units are proposed along both Signature Corridors allowing for opportunities for home based businesses and lifestyle choices.

Goal 4, Bullet Point 6: Consider a variety of strategies to increase housing intensity and diversity in appropriate locations, such as around commercial areas, near transit centers or major employment.

Response: Located between a heavily commercial area and one of the largest employment centers in the state, at a Landmark Intersection, and with existing transit, this site is ideal for an increase in housing intensity.

Goal 4, Bullet Point 7: Explore opportunities for new or redeveloped housing to serve the employment base.

Response: The redevelopment of this site with existing infrastructure is an ideal opportunity for housing to serve the existing and future employment base in the area.

Goal 4, Bullet Point 9: Work to adjust the housing mix based on changing demographics and economics of the city.

Response: The changing economics and demographics of the city and particularly the future of the Scottsdale Airpark are evolving towards a live, work, and play philosophy which allows for “work from home” options and the Site is in an ideal location to capitalize on that philosophy.

Community Mobility Element

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.

Response: This mixed-use development will contribute to the existing live, work, and play theme seen in adjacent developments in this location, and particularly at the GACAP designated Landmark Intersection. The mixed-use nature and design of the proposal provides for walkability and encourages alternative modes of transportation to reduce automobile trips and ultimately the strain on regional and local/neighborhood systems.

Goal 8, Bullet Point 3: Encourage, where appropriate, mixed use developments that physically incorporate residential, shopping and work environments within one area or project and place strong emphasis on connectivity with non-motorized access (pedestrian oriented development).

Response: This project provides an appropriate mixed-use development located at the GACAP designated Landmark Intersection and various commercial/retail services and business related opportunities. Furthermore, the development is designed with the intent to reduce automobile trips and encourage pedestrian oriented development by including ground level uses, live/work units, and services and enhancing the streetscapes to become walkable, comfortable, and aesthetically pleasing.

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

- Encourage the sensitive integration of live, work and play land uses and their physical links within and between neighborhoods to emphasize sense of place.
- Provide a high level of service for pedestrians through facilities that are separated and protected from vehicle travel (e.g., placing landscaping between curbs and sidewalks).
- Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

Response: The design for this development provides the opportunity to build community through neighborhood mobility by placing an amenitized and public open space at the intersection and uses and enhanced streetscapes that encourage activity and friendly neighborhood interaction. Design consideration includes separated sidewalks, shade, seating, dog walk/wash area, bicycle parking, and safe pathways that foster a strong sense of community.

General Plan – Six Guiding Principles:

1. Value Scottsdale’s Unique Lifestyle & Character.
2. Support Economic Vitality.
3. Enhance Neighborhoods.
4. Preserve meaningful Open Space.
5. Seek Sustainability.
6. Advance Transportation.

Responses:

1. Value Scottsdale’s Unique Lifestyle & Character:

Response: Scottsdale is world renowned for a tourism and resort lifestyle. The live, work, and play theme extends the concept of the unique Scottsdale lifestyle by offering an opportunity to utilize the surrounding amenities, services, entertainment, recreation, relaxation, business, and travel within walking distance to a place of residence. With the close proximity to the TPC Golf Course, Scottsdale Airpark, and Scottsdale Quarter among many other businesses this proposed development offers a modern, active, and exciting lifestyle rooted in a location that provides access to some of the best amenities the Scottsdale lifestyle has to offer. From professionals to families, this location provides the location, lifestyle, and services that appeal to everyone.

2. Support Economic Vitality:

Response: This proposed development will generate sales tax revenue from new tenants, property taxes, and indirect revenues spent within the area at nearby businesses, which generates a substantial new economic benefit to the city and Airpark.

The current employment base would not generate as great of economic benefit as a new community of residents who will generally spend a good portion of their income within the Airpark and Scottsdale. Moreover, increased residents within an area provide for greater opportunities for new employers to locate to the Airpark, with close proximity to housing, retail, entertainment/ recreation.

3. Enhance Neighborhoods:

Response: The proposed project will best utilize the Site, which is located at a designated future Signature Corridor. This project will enhance pedestrian activity and connectivity of various areas, as well as bring to the area an active residential community and support services. The economic spin-off related to the new community provides revenue to surrounding property owners businesses through shopping, dining, airpark travel, and nearby recreation and entertainment.

4. Preserve Meaningful Open Space:

Response: This project will dedicate a total of approximately 10.5% of useable open space. The most meaningful being the public benefit of an enhanced Landmark Intersection pedestrian rest area and passageway. This space provides areas for public rest, interaction, and connections. The Signature Corridors of this site include landscaped street frontage open space that creates a comfortable walking experience and enjoyable streetscape. In addition, five (5) internal interconnected courtyards throughout the development will contain substantial amenities. In addition, the Site will have beautiful natural landscaping that enhances open space and showcases the beauty of the surrounding lush Sonoran desert landscape palette.

5. Seek Sustainability:

Response: Many features of District at the Quarter will indicate the commitment to sustainability. The density and design of this dense and urban multi-family development uses less land area and encourages a more mobile lifestyle other than via an automobile (e.g. walking, biking, and transit). Other design considerations include native landscaping which will reduce water use.

6. Advance Transportation:

Response: A mix of uses and nearby services encourages alternative modes of transportation through walking and bicycling. Furthermore, the development of an exciting and active street scene in conjunction with improved landscaping will activate the intersection and both roadways connecting to nearby destinations while providing pedestrian amenities such as shade, seating, and bicycle parking.

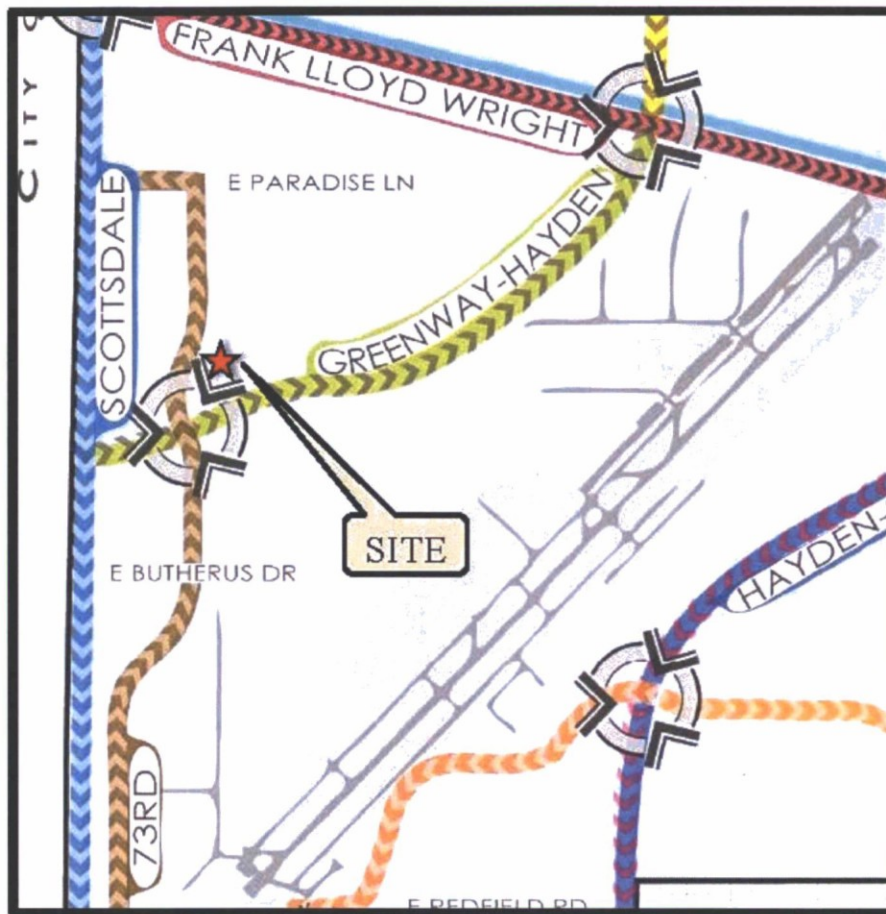
GREATER AIRPARK CHARACTER AREA PLAN (GACAP)

The GACAP was adopted in October 2010 (last amended: December 2014) by Scottsdale's City Council. The purpose of the GACAP is to establish "the vision for the Greater Scottsdale Airpark and provide the basis for Greater Airpark decision-making over a twenty-year timeframe." To achieve this, the City established a series of goals and policies to provide a framework for future development. The GACAP is divided into eight chapters each with its own focus and vision: Land Use, Neighborhood & Housing, Aviation, Community Mobility, Economic Vitality, Environmental Planning, Character & Design, and Public Service Facilities. The following paragraphs (i.e. responses) will highlight how this application meets the goals and policies of the GACAP.

Again, there is currently a request being processed (See Cases: 3-GP-2016 & 8-ZN-2016) to change the land use designation from AMU and a small portion of EMP to AMU-R. These cases are currently scheduled for public hearings in the next 2-months or so and, if approved by Council, will allow for the continuation of our request for DRB approval. With that being said, to support our DRB application request, the following are elements from the GACAP supporting the development proposal.

As designated in the GACAP Signature Corridors Map, the Site is located along 73rd Street and Greenway-Hayden Loop, both of which are designated as Signature Corridors and Landmark Intersection of the Greater Airpark. (See next page *Airpark Signature Corridors*.) The Greater Airpark Transit Connections Map designates the Site within the "shopping/ housing" activity center which also contains a potentially future transit route on Greenway-Hayden Loop. The Pedestrian and Bicycle Connectivity shows both major roadways bordering the Site as future pedestrian and bicycle corridors, further illustrating the concept that this Site should be utilized for more residential and mixed-use development that will support the planned pedestrian activity. (See next 3 pages *Airpark Signature Corridors*, *Airpark Future Transit Connections*, and *Airpark Pedestrian & Bicycle Connectivity*.)

SCOTTSDALE AIRPARK SIGNATURE CORRIDORS



LEGEND

Signature Corridors

— Greater Airpark Boundary

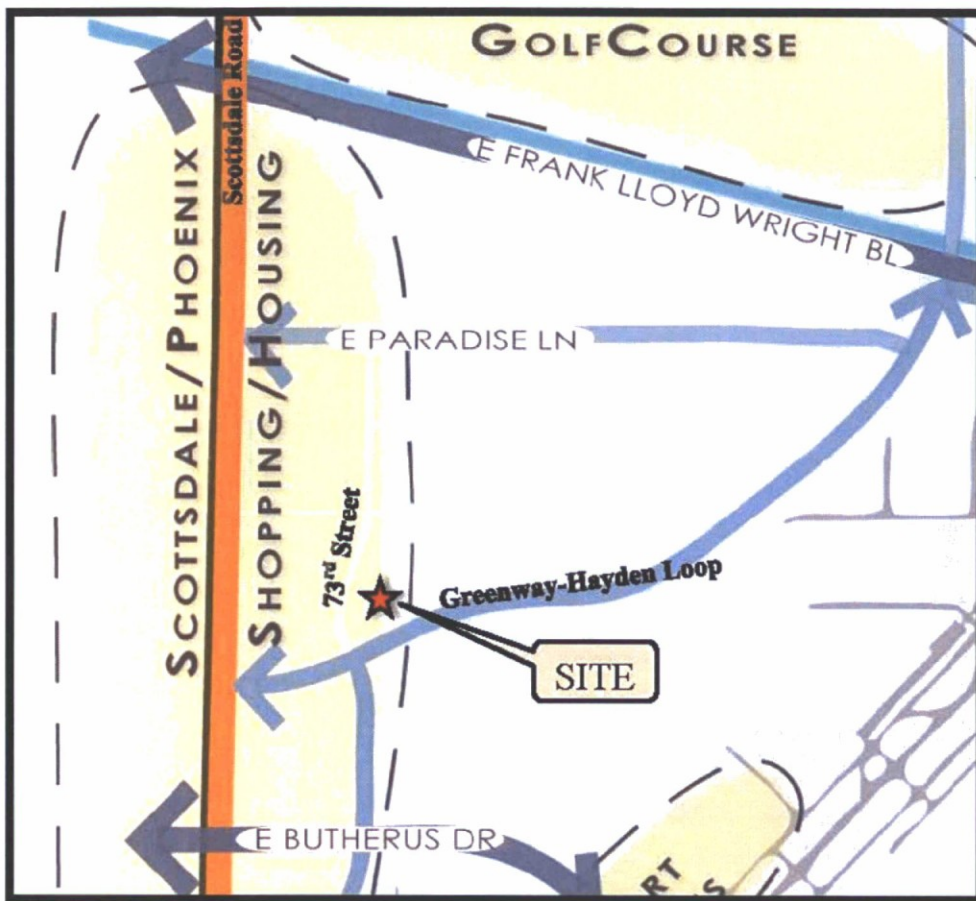
≡ Powerline Corridor

— Central Arizona Project

≡ Signature Corridors









⊕ Landmark Intersections

SCOTTSDALE AIRPARK FUTURE TRANSIT CONNECTIONS

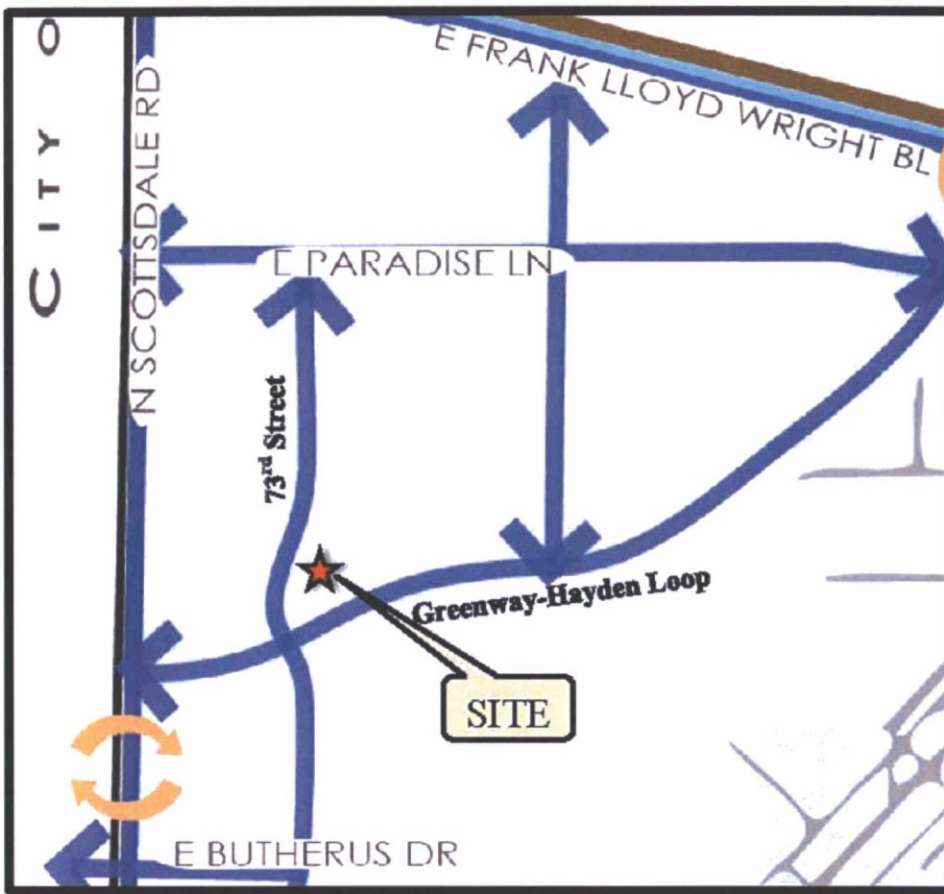


LEGEND

Conceptual Transit Connection:

-  Greater Airpark Boundary
-  Powerline Corridor
-  Central Arizona Project
-  Existing Transit Route
-  Potential Future Transit Route
-  Future High Capacity Transit Corridor
-  Activity Centers
-  Park and Ride

SCOTTSDALE AIRPARK PEDESTRIAN & BICYCLE CONNECTIVITY

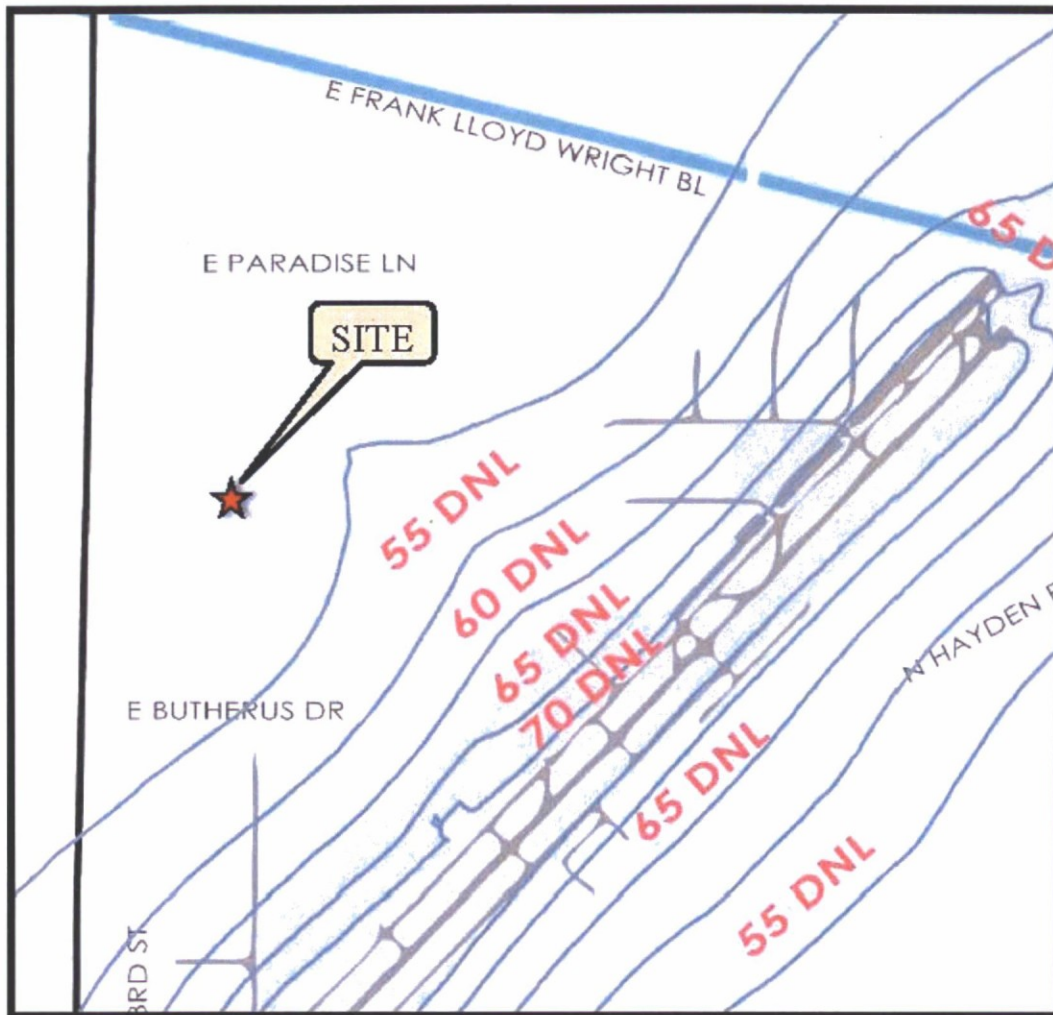


LEGEND

- Conceptual Greater Airpark Pedestrian/Bicycle Connectivity
- Greater Airpark Boundary
- Powerline Corridor
- Central Arizona Project Aqueduct
- Pedestrian/ Bicycle Corridors**
- Trails
- Important Pedestrian Linkage

Additionally, the proposed redevelopment Site is located outside of the 55 DNL line, which is appropriate for residential land uses. (See next page *Airpark Noise Contours*.) New construction will feature appropriate noise attenuation through the use of upgraded building materials and insulation, disclosure to residents and an avigation easement in conformance with the City’s requirements. Flight paths for both helicopter and fixed wing planes do not cross over this property, rather they route to the north, northeast, south and southwest. This Site is clear of most flight path tracks as compared to other properties located within the airpark.

SCOTTSDALE AIRPARK NOISE CONTOURS



GACAP Definition (emphasis added):

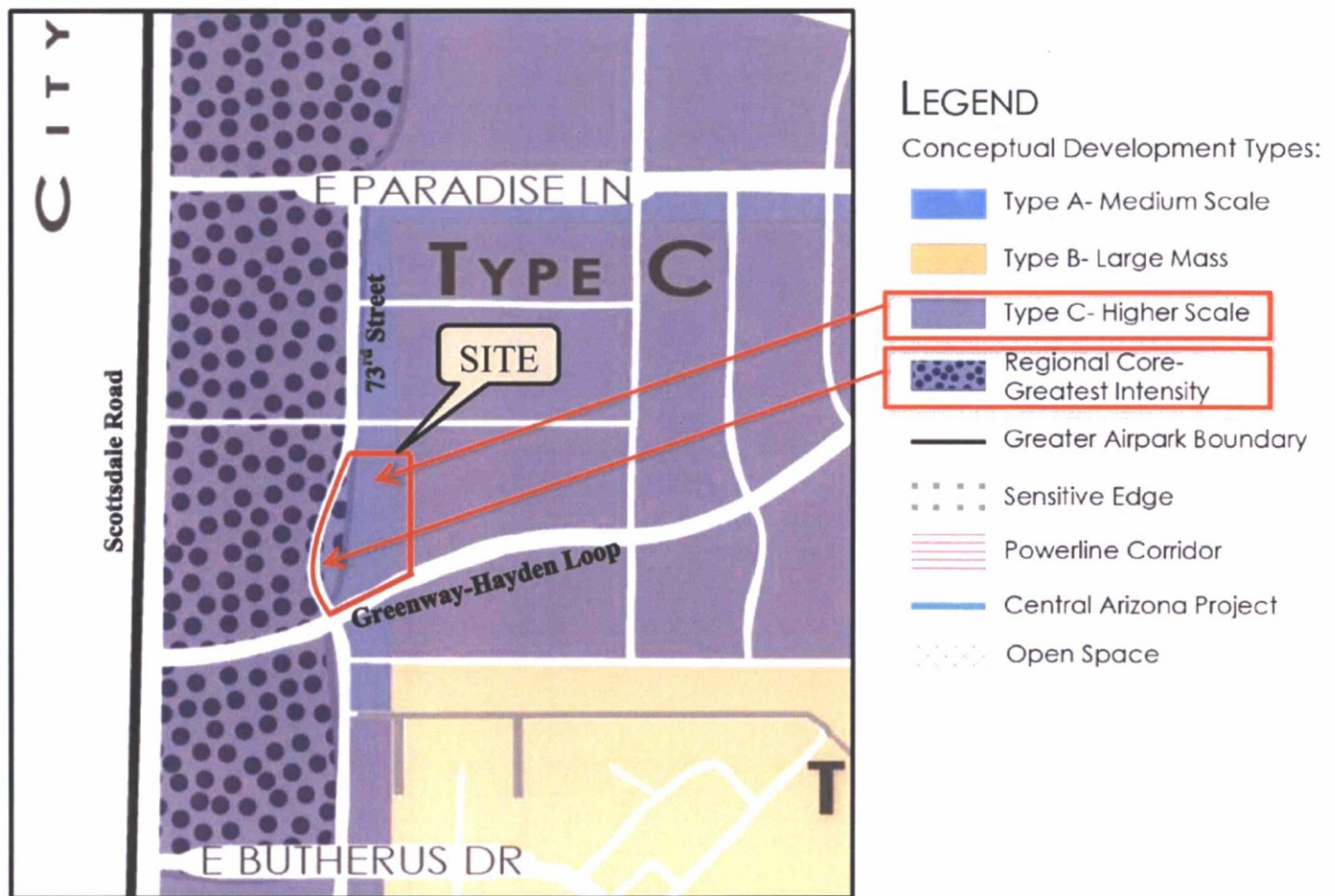
Airpark Mixed Use Residential areas are appropriate for the greatest variety of Residential (AMU-R) land uses in the Greater Airpark. Appropriate uses may include a combination of personal and business services, employment, office, institutional, cultural amenities, retail, hotel, and higher density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

The Conceptual Development Type Map designates the majority of the property as “Type C-Higher Scale” and a small portion also as “Regional Core” and they are defined in the GACAP as follows (emphasis added):

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

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

DEVELOPMENT TYPES



Airpark Development Types Exhibit

a) Land Use

Policy LU 1.1 *Maintain and expand the diversity of land uses in the Greater Airpark.*

Response: The proposal to add a multifamily land use adds an appropriate residential component in a prime location of the Scottsdale Airpark. Characteristics of successful mixed-use developments include a range of land uses and promote the “live, work, and play” philosophy. The proposed development accomplishes a range of goals including helping partially to enhance the regional core, integrating high quality, vibrant architecture and site planning to the area, and creating pedestrian synergy that will complement the surrounding context.

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

Response: The Airpark is predominately an employment center. Integrating the proposed multifamily land use will provide a residential rental housing opportunity for residents of Scottsdale in an employment and service core area of the City. The location of the property not only provides an opportunity for housing of workers in and adjacent to the employment core, but also residents seeking connectivity to the retail, restaurants, and businesses established in the nearby developments that will enhance their sustainability. The District at the Quarter will promote an integrated mix of uses within the broader area’s existing uses contributing towards the live, work, play goals identified in the GACAP.

Policy LU 1.3 *Promote development intensities supportive of existing and future market needs.*

Response: The proposal promotes development intensities consistent with the present area context and appropriately responds to the needs of future development intensity planning for the Landmark Intersection and the Site is within the Airpark Type C development and Regional Core designations.

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

Response: Kaplan intends to create a unique luxury 4-story residential rental community with Southwestern contemporary elevations complementary to the character of the adjacent Scottsdale Airpark. The site design and architecture will further cater to the pedestrian scale particularly with the incorporation of the ground level commercial component and public pedestrian area of the project.

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

Response: The unique design demonstrates rich character and architectural visual variety that create a distinct and appropriate transition between the proposed development and adjacent employment land uses. The building and site planning design provides pedestrian scale massing along the Signature Corridor and a hierarchy of masses and sensitivity to pedestrian scale.

Goal LU 5 Encourage Greater Airpark development flexibility.

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

Response: The AMU-R designation and PUD zoning district provides the flexibility in development standards to accommodate residential and mixed land uses. This will further promote the type of mixed-use development and character that revitalizes the area and creates synergy that defines land uses, lifestyle and activities, and furthers the economic goals of the Scottsdale Airpark while providing enhancements and amenities for the public benefit.

Policy LU 5.2 *Greater Airpark public amenities and benefits should be provided by the private sector when development bonuses, such as increased floor area, greater intensity, greater height, development standard flexibility, and/or street abandonment are considered. Potential public amenities and benefits may include, but are not limited to:*

- *New/expanded usable open space areas;*
- *Linkages to planned or existing trails and/or paths;*
- *Transit and/or other mobility enhancements, including bicycle and pedestrian amenities;*
- *Workforce housing (where appropriate);*
- *Infrastructure improvements;*
- *Regional tourism facilities or accommodations;*
- *Green building standards, such as LEED certification;*
- *Gateway and/or Landmark Intersection enhancements;*
- *Integrated daycare facilities;*
- *Public/shared/park-and-ride parking facilities;*
- *Net-zero/significant energy efficiency and/or on-site alternative energy generation for multiple properties; and/or*
- *Area stormwater infrastructure.*

Response: This development provides many public benefits most notably providing an enhanced Landmark Intersection for public use that serves as a “gateway” to the Airpark. This enhanced Landmark Intersection space features shade, seating, various meandering pathways, public open space, landscaping, and ground level uses and services which produce a public benefit in the form of placemaking for this intersection and area. In addition, the development provides various passive and active open space areas, and enhanced Signature Corridor streetscapes with various interesting connections through the site and to surrounding areas. This development provides public benefits and amenities that promote walkability and alternative modes of transportation through improved streetscapes, pedestrian scaled services and uses, bicycle parking, and ground level live/work units that help activate the streetscapes and intersection providing visually interesting and comfortable public spaces and an exceptional walkable community.

Goal 6 *Promote the Greater Airpark as a mixed-use economic and aviation-based employment center that is complementary to Downtown Scottsdale, the city’s premier cultural, civic, and residential mixed-use core.*

Response: The mixed-use, non-residential floor area uses, amenities, and residential population base support the economic activity and boost revenue of this major employment center while strengthening the synergy and achieving the future goals of the Scottsdale Airpark. The mixed-use development proposed is ideal for this particular intersection due to the many attributes identified with the GACAP for this intersection (i.e. Landmark Intersection, transit, bike, etc.) of the airpark.

Policy LU 6.4 *Enforce and modify development standards and building codes to enhance compatibility of residential uses with aviation and employment, and buffer existing industrial and aviation uses from new and existing residential development.*

Response: The proposed development buffers primarily lower intensity employment and boutique industrial which includes predominately closed buildings (i.e. Piano Gallery) to the north and east, making the transition of the proposed high density residential apartment development use more easily compatible with the proposed mixed-use project. In addition to design solutions such as building construction, and setbacks, and other measures (see below) are being taken to ensure the compatibility of uses. Examples of Policy LU 6.4 illustrate how the residential use is compatible in the area:

- Sound and attenuation measures will be included in the development.
- A maximum height of 48 feet and 58 feet for rooftop mechanical stairwell and patio enclosure elements, not exceeding 30% of the roof are, is included.
- Notification will be given of proximity to Airport.
- Tenants will be required to sign noise disclosures and avigation easements.

- The proposed development will be in compliance for lighting standards set forth by the Federal Aviation Administration and Scottsdale Design Standards and Policies Manual.

Policy LU 6.5 *In accordance with the Airport's Part 150 Noise Compatibility Study, aviation easements and fair disclosure statements are required for all new and redevelopment projects in the Greater Airpark.*

Response: Aviation easements and fair disclosure statements will be required for new tenants.

Goal 7 *Develop an interconnected network of Signature Corridors to support the Greater Airpark as a place for meeting, creating, shopping, learning, as well as working.*

Response: This development creates and helps interconnect the network of two (2) Signature Corridors which will be enhanced by the mixed-use nature of pedestrian features and ground level uses located at the Landmark Intersection, surrounding spaces, and supporting commercial/retail and employment services.

Policy LU 7.1 *Encourage growth along corridors with the greatest potential for activity, new development, revitalization, tourist attractions, and enhanced multi-modal connections.*

Response: The proposed mixed-use development encourages growth, activity, and revitalization at the intersection of two (2) Signature Corridors along 73rd Street and Greenway-Hayden Loop. This proposal provides a vibrant and active residential community at this integral location within the Airpark, which is positioned within walking distance of shopping and restaurants along Scottsdale Road and within walking proximity of employment land uses further promoting pedestrian oriented activity.

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

Response: Expanding on the statement above, this project will integrate multi-family residential and mixed uses at the intersection of two (2) Signature Corridors, further broadening the mix of uses within the area. Walk up style live/work units are proposed along the Signature Corridor that support the mixed-use component as well as employment for this area.

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

Response: The proposed redevelopment encourages and incentivizes revitalization along both the Signature Corridors of 73rd Street and Greenway-Hayden loop which is located south of the Central Arizona Project Aqueduct.

Policy LU 7.4 *Integrate entertainment, education uses, cultural uses, and tourist attractions along Signature Corridors.*

Response: The redevelopment of the Signature Corridors bordering the site combined with the non-residential floor area uses support pedestrian interest, activity, and connections to the nearby educational, cultural, and tourism based uses of the surrounding area. This project will serve to enhance the proximity of the residential population base that supports the surrounding entertainment, tourism, and education based uses. The enhanced Landmark Intersection and the Greenway-Hayden Loop Signature Corridor provide active ground level uses in the form of a clubhouse, fitness center, live/work units, dog walk/wash area, etc. that encourages community interaction and contemplation.

Goal LU 8 *Create an interconnected network of meaningful open spaces within the Greater Airpark.*

Response: This development as the “gateway” to the Airpark enhances and encourages the pedestrian based activity and connections including utilizing alternative modes of transportation that create a meaningful network of connections to open spaces within the development and surrounding area. The enhanced open space and pedestrian scale and amenities of the Landmark Intersection will serve as an inviting gateway.

Policy LU 8.3 *Promote public/private partnerships in the design of development plans that provide functional urban open spaces, such as plazas and pocket parks, within and between projects.*

Response: A large number of functional open spaces, amenities, and open space has been included in this high quality design and development, most notably, the enhanced Landmark Intersection with public open space and pedestrian elements that will engage the public.

b) Neighborhood & Housing

Goal NH 2 *Create complete neighborhoods within the Greater Airpark, through the development of urban dwelling types and mixed- use developments, while being respectful of the Greater Airpark as an aviation-based employment center.*

Response: This project offers various dwelling types not found in surrounding housing options and in a location ideal for a mixed use development. This mixed use project creates and compliments the surrounding developments to create a complete neighborhood and respect and compliment the employment area of the Airpark to the east. This project furthers the intent of a mixed-use development in this location while providing for neighborhood commercial/ retail services and live/work units complimentary to the Airpark and the LIV development across 73rd Street.

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

Response: The subject Site is located within an Airpark Mixed Use Future Land Use Area and as proposed would provide a mixed-use development featuring a variety of commercial and non-residential uses and floor area such as: retail/commercial clubhouse component with restaurant, office, and fitness center along with seven (7) live/work units.

Policy NH 2.3 *Incorporate gathering spaces and recreational opportunities into the design of mixed-use development to support a high quality of life for Greater Airpark residents.*

Policy NH 2.4 *Promote opportunities for parks, open space, and trail connections within new mixed-use development and as a part of the redevelopment of existing property.*

Response: This centrally located project with its enhanced pedestrian corner has the ability to draw visitors from across the Valley. Living in this area has the unique benefits of those who fly regularly from Scottsdale Airport, attend events at nearby Westworld, or hike the McDowell Mountains and nearby trails. The development provides a mix of uses and design elements that cater to the pedestrian and providing urban character and gathering spaces through the use of building design, connectivity, landscaping, open spaces, hardscape and lighting. The proposed site plan calls for an enhanced public pedestrian area and amenities, a total of five (5) courtyards, a clubhouse, and private areas providing high quality and active and passive open space and recreation for residents and the public to connect and converse on a daily basis. The development also provides a network of sidewalks that tie to outer perimeter sidewalks and into the greater pedestrian network. The walkable nature of this development along with the public Landmark Intersection and Signature Corridors provide connectivity and economic vitality that supports the continued growth within the area and the future connections.

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

Response: As previously discussed, the proposed uses will support the work, live, play philosophy emphasized throughout the GACAP. Special measures will be taken to create buildings that are sensitive and compatible to the nearby Airport operations.

Policy NH 3.2 *Incorporate residential into Airpark Mixed Use- Residential Future Land Use Areas to reduce traffic congestion, improve air quality, and provide opportunities for workforce housing where:*

- *Dwellings units will not be directly adjacent to industrial uses that could be in conflict with residential uses;*

- *Dwellings will not lie within the 55 day-night average noise level (DNL) or higher areas established by the FAA; and*
- *Multi-modal transportation options will be incorporated into residential design.*

Response: The proposed mixed-use multi-family community will add residential to an area ideally suited for residential development. The proposed dwelling units have a buffer from existing industrial uses, by way of an internal roadway, setbacks, and landscaping. Residences will be well aware of Airpark and employment uses within the surrounding area. The proposed dwelling units are also located well outside the 55 DNL line and appropriate sound attenuation, building materials, and insulation will be utilized. Multi-modal transportation options will be available to residents including, but not limited to walking, bicycling, driving and public transit.

- **Policy NH 3.3** *Support the integration of workforce housing and a diversity of dwelling types within the Greater Airpark.*
- **Policy NH 3.3.1** *Encourage residential development for a variety of income groups, in appropriate Greater Airpark locations, and in surrounding areas.*
- **Policy NH 3.3.2** *Develop a variety of urban dwelling types, including condominiums, apartments, townhomes, lofts, time-shares, patio homes, and work-live and/or live/work units.*
- **Policy NH 3.3.3** *Encourage live/work units in Airpark Mixed Use-Residential and Regional Tourism Future Land Use Areas in the Greater Airpark.*

Response: The proposed development will provide a unique retail/commercial and residential mixed-use experience for the business owners of Scottsdale. As noted above and throughout the GACAP, the work/live concept is promoted and supported in AMU-R areas. The proposed GPA will create a development that facilitates an important transition of uses and provides opportunity for live/work units.

c) Community Mobility

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

Response: The Signature Corridors adjacent to the property include 73rd Street and Greenway-Hayden Loop. These streets provide a framework for pedestrian and bicycle connections within the immediate area. Furthermore, the development plan will create a walk-friendly environment for its residents with internal pedestrian connections between multi-family buildings, on site amenities, and adjoining land uses.

Goal CM 6 Enhance pedestrian and bicyclist access and activity for Greater Airpark residents, visitors, and employees.

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

Policy CM 6.6 *Design safe, comfortable, and aesthetically-pleasing Greater Airpark pedestrian and bicyclist facilities through the incorporation of universally accessible designs, coordinated street lighting, visually-interesting landscape treatments, shading, bicycle lanes, and public art integrated into facility design.*

Goal CM 7 *Promote sustainable transportation options that meet the needs of the current and future Greater Airpark community.*

Goal CM 7.1 *Incorporate site design features that promote more access to those walking, cycling, or taking public transit, such as ground-floor retail and parking located in the rear of buildings, particularly along Signature Corridors and within Airpark Mixed Use Future Land Use Areas.*

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

Response: The Greater Airpark designates this property as "Shopping/Housing" along a future transit connection route, two (2) Signature Corridors, and a Landmark Intersection. In response to these designations, the site plan has been designed in a manner that pays particular attention to pedestrians and bicyclists along the perimeter of the Site, by providing safe and aesthetically pleasing streetscapes while utilizing existing bike lanes.

The mixed use nature of the District at the Quarter promotes pedestrian mobility and activity with ground floor retail/commercial, active non-residential floor area uses, enhanced streetscapes with pedestrian amenities, shade and landscaping, and a distinctive public gathering space at the intersection of the two (2) Signature Corridors to form a Landmark Intersection. These elements together complete an enhanced streetscape that is pleasing, interesting, safe, and comfortable while providing for pedestrian access that easily transitions into the surrounding area.

Integration of housing within the greater area and a mixed use development at this Airpark location increases the efficiency of movement by people by locating them close to employment and retail services and minimizing vehicular trips creating a sustainable walkable community. The design and location of this development promotes walkability and alternative modes of transportation including biking infrastructure and easy access to nearby transit. Furthermore, parking is located towards the back and internal to the development, in order to activate the streets with pedestrian amenities, public space, and ground floor mixed-uses.

Response: The landscaping for the proposed development will be in accordance with the city approved landscape palette and blends with surrounding developments in a cohesive and coherent manner. With a judicious/strategic use of water as a design element, there has been an intentional preference to surround the project with native plants that show off the natural Sonoran beauty. The project will proudly showcase the combination of natural shapes, textures, and materials from this region and incorporate shade structures.

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

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

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

f) Character & Design

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

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

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

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

- Mixed-use live, work, play philosophy enhanced with proposed combination of uses.
- Building design includes context appropriate massing, architecture and materials including pedestrian scale design at floor level.
- Special attention given to pedestrian linkages both internal to the Site and along the perimeter to emphasize connectivity.
- Compatibility with surrounding context.
- Site and building design focused on Sonoran Desert climate through the use of shading, recessed windows, articulation, material selection, textures, paint colors, scale and massing.
- Open space maximized; development provides abundant open space with approximately 10.3% (excluding street frontage area or parking lot landscaping) useable open space (i.e. 10% required) with approximately 20% (including all open space, street frontage, and parking landscape areas). This also includes dog walk/wash area too.

In summation, there will be many gathering areas where people can come together in an environmentally friendly passive and/or active setting.

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

Response: The on-site lighting will be designed in a manner to minimize glare and conserve energy while respecting and remaining consistent with the surrounding land uses. One of the lighting goals will be to provide appropriate low-level/decorative pedestrian scale lighting (bollard and foot lighting) for pedestrians walking at night. The lighting will be integrated with the abundant desert landscaping proposed with this development.

Goal CD 2 Create vibrant Signature Corridors in the Greater Airpark to provide a distinct identity and design theme in the area.

Response: The Signature Corridors bordering this site are designed to create a comfortable, safe, and aesthetically pleasing streetscape with passive open spaces along the street frontage and anchored by an enhanced Landmark Intersection pedestrian area with public pedestrian amenities and open space. Various design measures are included such as shade, seating, bicycle parking, landscaping, and ground level live/work units along both Signature Corridors.

Policy CD 2.1.3 *Greenway-Hayden Signature Corridor (emphasis added)*

The Greenway-Hayden Signature Corridor should serve as the "Main Street" of the Greater Airpark, north of the runway, and should reference multi-modal connections

from other cities to major area destinations, such as the Tournament Players Club Golf Course and Scottsdale Sports Complex. The public realm should animate the street during all seasons. Design elements could include large window displays, banners, integrated signage, passive cooling elements, covered patios, shade, public art, bicycle/pedestrian connections, and gathering areas.

Response: The proposed development will highlight Greenway-Hayden Loop as a Signature Corridor and provide design elements that cater to the pedestrian through the use of building character, design, signage, walkway connectivity, landscape separated sidewalks, hardscape and lighting. This corridor connection orients pedestrian towards the Landmark Intersection pedestrian areas and open space as well as the clubhouse and fitness center located at and designed for the ground level containing large glass windows and activity. This corridor streetscape is designed to cater to the pedestrian serving as an inviting connection to the surrounding areas and public spaces and amenities that provide shelter, shade, and a variety of building articulation to visually shorten longer building expanses. Furthermore, the Signature Corridor streetscape will contain walkways and stoop elements for optional ground level live/work units from the sidewalk that further build upon community interaction. (See *Corner Landmark Intersection Enlargement* within the *Landscape Plan Set* as a part of the DR submittal package.)

Policy CD 2.1.7 73rd Signature Corridor (emphasis added)

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

Response: The proposed development will emphasize 73rd Street as a Signature Corridor and provide design elements that are pedestrian oriented through the use of building and pedestrian scaled design, shaded rest areas, signage, landscape separated walkways, live/work stoops, hardscape, and lighting that enhance the streetscape. This Signature Corridor provides a safe, comfortable, and aesthetically pleasing streetscape connection that encourages walking and orients pedestrians towards ground level uses, public spaces, and the nearby surrounding areas. A variety of building articulation visually shortens long building expanses. Additionally, the completion of this development and walkable streetscape will improve and encourage activity and mobility further along this north to south corridor as well as drawing pedestrians in and through the development. The walkways and stoop elements at the street level will reinforce and help to complete the street scene similar to the adjacent LIV development. The completion will promote pedestrian access to shopping, retail, and businesses to the south, and

current and future destinations to the north such as the ultimate redevelopment of the Cracker-Jax site.

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

Response: The Signature Corridors included in this development are designed to create an enhanced streetscape theme featuring passive open spaces, shade, and decorative paving that provide continuity to the adjacent and surrounding uses and create a safe and comfortable experience.

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

Response: This development is designed to create a pedestrian oriented environment at this location of two (2) Signature Corridors featuring streetscapes, automobile parking located internally (i.e. garages), and short and comfortable pathways to nearby transit.

Policy CD 2.4 *Incorporate multi-modal access along Signature Corridors.*

Response: With the addition of enhanced streetscapes and their ultimate connectivity to transit and surrounding area that promote walking, bicycle parking has also been included in the front of the development.

Policy CD 2.5 *Frame designated Landmark Intersections with prominent buildings, community landmarks, high quality architecture, and enhanced streetscape treatments to enhance Greater Airpark identity and assist with wayfinding.*

Response: The Landmark Intersection will be a prominent and memorable location framed by the ground level uses high quality architecture and enhancement of the Landmark Intersection public open space features and amenities that assist in wayfinding/placemaking and contribute to the identity of the immediate intersection and area.

Policy CD 2.6 *Where Signature Corridors intersect, and particularly at designated Landmark Intersections, incorporate distinct, landmark architecture, which incorporates elements of the intersecting design themes.*

Response: The proposal includes an enhanced and distinctive public pedestrian area at the Landmark Intersection that includes decorative/integral color paving, street furniture, shade, seating, and pedestrian level uses and distinctive architecture incorporating elements of the intersecting design themes within the area. The Landmark Intersection will be a safe, comfortable, and distinctive which will be a memorable and pleasing addition to the area.

V. Development Review Board Criteria

1. *Describe the design and theme of the application for consistency with the design and character components of the applicable guidelines, development standards, Design Standards and Policies Manual, master plans, character plan and General Plan.*

Response: The building architecture features varied massing, varying roof parapets, architectural features, stoops, materials and façade detailing found in many contemporary luxury multi-family developments found in Scottsdale and throughout the Southwest region. The building massing includes a series of towers and recessed facades and patios as well as shade elements such as: metal shade canopy, metal awnings, and 8” deep stucco finish window eyebrows strategically placed throughout. The massing and detailing emphasize the promotion of pedestrian activity, including a walkable street level building design lined with lighting, trees, and shade structures such as: porte-cochere, awnings, and roof overhangs. The color scheme is a blend of shades of brown, off-white, and tan with some complementary accent colors found within the Sonoran Desert color palette and consistent and appropriate with the surrounding building context.

See also Section IV. Long Range Planning (page 8) previously discussed within this DR narrative.

2. *The architectural character, landscaping and site design of the proposed development shall:*
 - a. *Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;*
 - b. *Avoid excessive variety and monotonous repetition;*
 - c. *Recognize the unique climatic and other environmental factors of this region to respond to the Sonoran Desert environment, as specified in the Sensitive Design Principles;*

Responses to a, b, & c:

1. The architecture provides relief and recesses that creates impression of “movement” along the street frontages.
2. Incorporation of ground plain interest/activity for the pedestrian such as: The corner enhancement, clubhouse, fitness center, stoops, walkways, and main/secondary entries along the street frontages as well as outdoor

areas (areas of respite) created due to the curvature/undulation of the street and building too.

3. Pop-outs such as: awnings, balconies, etc. provide visual relief to the building massing.
4. The curvature of the streets forces the buildings back providing more openness along the street frontages.
5. Repeated architectural elements throughout such as: a recessed base, similar roof forms, and awnings provide pedestrian scale to the massing.
6. The building is designed as a composition of smaller parts. The building design reduces its perceived height and bulk by dividing the building mass into smaller-scale components (i.e. base, middle, and top). The proposed design has a strong base with a material changes from stucco, stone, Fry Reglet architectural metal, glass, steel awnings, and stoops as well live/work units fitness center that create bumps out located in strategic locations. The midsection and top provide for similar materials as the base, but provide for massing changes, recesses, balconies, roof deck areas for individual units, and topped with alternating flat parapets and roof overhang areas. The building also differentiates its top story by developing a lighter color scheme and thus provides for a more grounded base.
7. Large or long continuous wall planes are avoided within the proposed design. The architectural elevations are broken up vertically by varying the rooflines by alternating between flat parapets, roof deck areas, and elevated architectural features. This horizontal relief occurs approximately every 100 lineal feet with the bump out of the fitness center, live/work units, porte-cochere, and the natural curvature of the streets.
8. Building surfaces are created with a change of wall planes that provide strong shadow and visual interest; thus, reducing the massing.
9. Recessed balconies create a sense of depth in the building wall, contrasting surfaces exposed to the sun with those in the shadow. The strong, alternating light and dark pattern proposed in the design is a distinctive quality.
10. Projections are used to emphasize important architectural elements as well as shading, such as entrances, bays, stoops, stair towers, roof overhangs, balconies, porte-cochere, and verandas.

The proposed project is compatible with and contributes to its surrounding uses, which has evolved towards a more active, dynamic, and vibrant corner. The proposed development by Kaplan, as part of this Landmark Intersection, and together with the existing mixed-use corners adjacent, creates the desired effect envisioned for this Landmark Intersection and along these two (2) Signature Corridors, which are: transitioning development away from Scottsdale Road, attracting new development into the airpark, connecting pedestrians without

the use of cars, internalizing/structured parking, creating an identity/gateway, and increasing the critical mass of people to support the businesses in the area on a daily/nightly basis. There are two (2) adjacent recent mixed-use developments that help to complete two (2) of the corners of this Landmark Intersection which provide for residential living within a mixed-use environment while being within a different context/lifestyle of living. These developments are concentrated at the corners and help to complete the Landmark Intersection. Crescent Scottsdale Quarter is a 5-story apartment complex over supporting retail uses within the successful Scottsdale Quarter. The other is immediately to the west across 73rd Street called Liv North Scottsdale, which is approximately the same height of 48'. The proposed development by Kaplan and these two (2) other projects are responding to the demand for housing to support the surrounding retail/commercial/employment uses. The proposed development plan of approximately 60.4 du/ac would be of comparable intensity by providing a density option roughly within the middle of Liv North and Crescent (i.e. if we focus only on the ground area devoted to the residential use). With that being said, the District at the Quarter complies in overall height, setbacks, high quality architecture, and pedestrian/vehicular connectivity to seamlessly blend within the area, but also be a unique residential development option.

d. *Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District; and*

Response: The project is not located within Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District.

e. *Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback or architectural details, in the Historic Property Overlay District.*

Response: The project is not located within a Historic Property Overlay District.

3. *Ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be so designed as to promote safety and convenience.*

Response: Pedestrian access is restricted with security gates architectural designed to be inviting, visible, and safe for residences and visitors, which will be located throughout the Site and along the street frontages. Vehicular access is through a main drive aisle to two (2) internal parking garages for each of the two (2) phases. The proposed development is environmentally responsive and provides exceptional public benefits in many ways by including an enhanced common open space plan areas for amenities/activities as well as a public pedestrian area at the Landmark Intersection featuring with shaded seating,

varied pathway connections, landscaping, pedestrian scaled design (i.e. integral color concrete), etc.

There are five (5) total usable open space areas integrated Site, which includes the main swimming pool. The swimming pool is the largest open space area being approximately 12,000 sq. ft. and the smallest internal usable open space being approximately 2,600 sq. ft. It should also be noted that a dog walk/wash areas will be provided abutting Greenway-Hayden Loop of the property (i.e. Phase Two). Finally, the entire Site is connected by winding well-lit walkways which link up to public sidewalks, bike paths, and ultimately to the surrounding area.

4. *If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.*

Response: All mechanical equipment will be roof mounted and hidden from view by screen walls and other architectural features associated with the building. Electrical meters are hidden from public view and integrated into the elevation design. All roof drainage will be directed to pipe inside the walls and not visible from any exterior view.

5. *Within the Downtown Area.*

Response: N/A. The project is not located within the Downtown Area.

6. *The location of artwork provided in accordance with the Cultural Improvement Program or Public Art Program.*

Response: No artwork is being provided on-site at this time.

VI. Conclusion

Based on current development patterns and the market desire/need for more high quality, mid-urban, and diverse housing opportunities within more established areas of the Valley, we believe a superb opportunity exists today to provide this type of use at this location within the City of Scottsdale and the Scottsdale Airpark. The proposed development is ideally positioned to be an attractive, less intense, alternative (but compatible) use without overburdening existing services, facilities, or infrastructure within the city or the Airpark. Thus, the request is for Development Review Board approval on 10.29+/- gross acre and 8.83+/- net acre site located at 15501 North 73rd Street (a.k.a. Dial Boulevard) to create a small mixed-use luxury residential multi-family community of approximately 622 units including ground level live/work units and retail/commercial (i.e. non-residential) components focused along the immediate corner and Greenway-Hayden Loop and 73rd Street is justifiable as outlined within this narrative.

To that end, we envision many positive impacts being generated by this development, such as: the property is surrounded by a variety of employment, recreation, entertainment, office, instructional/education and service related business in the Scottsdale Airpark and there is a strong demand for this type of unique work/live concept. This is a very unique and exciting project that will not only be a success, but will exemplify the vision that the city of Scottsdale hopes to achieve in the area. The ultimate final approval of the proposed District at the Quarter's Development Review Board case will help usher in Kaplan Management Company and their high quality living brand, which will help preserve the quality of life to an ever increasing population base looking for this type of living accommodations and mixed-use/walkable and mid-urban life style within the city of Scottsdale.