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Planning Commission Hearing: 11/08/2017

City Council Hearing: 12/05/2017

Case History: 1118-PA-2015

**22-ZN-2016**

**Rose Lane Commercial Parcel**



# PLANNING COMMISSION REPORT



Meeting Date: November 8, 2017  
General Plan Element: *Land Use*  
General Plan Goal: *Create a sense of community through land uses*

## ACTION

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### **Rose Lane Commercial Parcel 9-GP-2016 and 22-ZN-2016**

#### **Request to consider the following:**

1. A recommendation to City Council regarding a request by owner for a non-major amendment to change the City of Scottsdale General Plan land use designation from Resort/Tourism to Neighborhood Commercial for a +/- 2.6-acre site located at 6160 N. Scottsdale Road, and
2. A recommendation to City Council regarding a request by owner for a zoning district map amendment from Resort/Townhouse Residential (R-4R) zoning to Neighborhood Commercial (C-1) zoning on a +/- 2.6-acre site located at 6160 N. Scottsdale Road

#### **Goal/Purpose of Request**

The applicant seeks approval to change the zoning on the subject site from R-4R to C-1 to increase the marketability of the parcel, and allow for future restaurant or retail uses.

#### **Key Items for Consideration**

- General Plan amendment request for the development of two restaurant pads designed at a residential scale (building layout and configuration subject to change)
- First request for a Neighborhood Commercial land use designation (Group D) since the adoption of the 2001 General Plan; but not the first request for a Group D land use category
- Site previously served as entrance point and lobby for the Cottonwoods Resort to the west (in Paradise Valley)
- Existing infrastructure sufficient to accommodate general commercial uses, including restaurants
- Public comment received by staff (refer to Attachment #15)

## OWNER

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PV Hotel Venture SPE LLC  
619-709-4461

## APPLICANT CONTACT

John Berry  
Berry Riddell, LLC  
480-385-2727

## LOCATION

6160 N Scottsdale Rd

## BACKGROUND



### General Plan

The City of Scottsdale General Plan 2001 Land Use Element designates the property as Resorts/Tourism – areas of the city designed for hotels and a variety of resorts. They can be freestanding or part of a resort community or master-planned development. Resort locations capitalize on good transportation, the physical amenities of the area, and recreational or shopping opportunities. These areas often include ancillary retail as well as cultural and recreational uses.

The subject site has served as the main entrance point for the Cottonwoods Resort in Paradise Valley since 1985; and is designated Resort/Tourism primarily because the parcel was (and still is) physically integrated with the resort site by way of a long narrow strip of land within the E. Rose Lane Access Easement. Prior to its demolition, the building on the site housed the main lobby, conference space, and a small restaurant – all tied to the existing resort. The resort has since been renovated and all resort operations are now located onsite in Paradise Valley.

### Southern Scottsdale Character Area Plan (SSCAP)

The General Plan establishes Character Area Planning as a means to ensure quality of development and consistency of character within the context of community-wide goals. The subject site is located within the Southern Scottsdale Character Area Plan, a policy document that offers guidance to the community regarding future growth and development decisions within this area of the City.

### Zoning

The site was annexed into the City in 1961 with Country residential zoning; and was subsequently rezoned to R-4R in 1972.

### Context

The subject property is located on the west side of N. Scottsdale Road, approximately halfway between E. Lincoln Drive and E. McDonald Drive, and is surrounded by a variety of uses. An existing building on the site was recently demolished to make way for future development associated with this request. Please refer to context graphics attached.

### Adjacent Uses and Zoning

- North: Restaurants, zoned Central Business District (C-2)
- South: Multi-Family Residential, zoned R-4R



- East: Mixed-Use Commercial, zoned C-2(C)
- West: Multi-Family Residential, zoned Planned Urban Development (PUD)

**Other Related Policies, References:**

- City of Scottsdale General Plan 2001, as amended
- 2010 Southern Scottsdale Character Area Plan
- 2013 Citywide Land Use Assumptions Report
- Case History – Requests for Group D on the General Plan Change in Land Use Category table:
  - 5 withdrawn (2-GP-2001, 6-GP-2001, 2-GP-2004, 5-GP-2004, 11-GP-2005), 4 approved (5-GP-2001, 7-GP-2002, and 4-GP-2007, 5-GP-2007), 1 denied (6-GP-2006)
- Zoning Ordinance
- 36-ZN-1964: Approval of rezoned from County residential zoning to R-4R

**APPLICANTS PROPOSAL**

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**Development Information**

The applicant seeks approval to rezone the site to Neighborhood Commercial (C-1) so the site can accommodate more general commercial uses; such as restaurants and retail. Since the market will dictate interest in the site, the site plan will only be stipulated to specific improvements; such as sidewalks, parking and circulation. Building configuration and location within the existing building pad are at the discretion of the property owner; and slight variation to the open space and landscaping is also anticipated when the project returns for Development Review Board approval. As previously mentioned, the site is no longer needed for resort operations as all resort-related activities are now located within the Town of Paradise Valley. Any future use that occupies this site may or may not be associated with the resort.

- Existing Use: Vacant
- Proposed Use: General Commercial (potential restaurant)
- Buildings/Description: Option 1: one main building, Options 2 & 3: two pad buildings
- Parcel Size: +/- 1.6 acres
- Building Height Allowed: 36 feet (excluding rooftop appurtenances)
- Building Height Proposed: 32 feet (excluding rooftop appurtenances)
- Parking Required: 67 spaces (for restaurant use)
- Parking Provided: 67 spaces
- Open Space Required: 10,909 square feet
- Open Space Provided: 22,359 square feet
- Frontage Open Space  
Required: 5,454 square feet
- Frontage Open Space  
Provided: 9,303 square feet



- Floor Area Ratio Allowed: 0.8 (55,934 square feet)
- Floor Area Ratio Proposed: 0.11 (7,000 square feet)

## **NON-MAJOR GENERAL PLAN AMENDMENT IMPACT ANALYSIS**

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### **Non-Major Amendment Request**

The applicant's request is recognized as a non-major General Plan amendment based upon criteria outlined in the City of Scottsdale General Plan 2001. Criteria #1 outlines that a change from the Resorts/Tourism Land Use designation (Group C) to the Neighborhood Commercial Land Use designation (Group D) does not constitute a Major General Plan Amendment. The applicant's request meets the definition of Neighborhood Commercial.

*The General Plan Land Use Element describes the Neighborhood Commercial land use designation as areas of neighborhood retail that should be located at frequent intervals in relationship to the density of nearby residential areas to reduce travel time and distance. The size and scale of neighborhood commercial centers should be compatible with surrounding residential uses and care must be taken to avoid undesirable impacts on surrounding areas. Neighborhood commercial uses are best located on collector or arterial streets.*

The applicant proposes to implement the Land Use Category of Neighborhood Commercial by rezoning to the Neighborhood Commercial zoning district (C-1) and developing two restaurant pads designed at a residential scale to be compatible with the surrounding residential uses (Alamos Condominiums and Enclave at the Borgata). Furthermore, the subject site is located on an arterial street (Scottsdale Road).

This request constitutes the first by an applicant to change an existing land use designation to Neighborhood Commercial (Group D on the General Plan Change in Land Use Category table) since the City of Scottsdale General Plan 2001 was ratified in March of 2002. However, since the plan's ratification, 10 requests for the Minor Office land use designation have been processed (5 withdrawn, 4 approved, and 1 denied) – a land use designation that is within the same Land Use Category Group as Neighborhood Commercial, Group D. Consequently, a request to change an existing land use designation to one found within Group D on the Change in Land Use Category table is not a precedent-setting occurrence.

### **Policy Implications**

One of the Six Guiding Principles, established through the CityShape 2020 and incorporated into the City of Scottsdale General Plan 2001, is "Support Economic Vitality". This guiding principle acknowledges Scottsdale's commitment to the economic and fiscal health of the city through directed public policy as a means to build upon Scottsdale's economic strengths. Furthermore, the subject site is located within the Southern Scottsdale Character Area Plan (SSCAP) boundary, a plan that was adopted in October 2010. One of the overarching themes of the plan for this area is to encourage redevelopment and revitalization.

Accordingly, both the General Plan (Land Use Element Goals 3, 7, and Goal 9, Bullet 3; Neighborhoods Element Goals 4 and 5; and, Economic Vitality Element Goal 7) and SSCAP (Land Use Chapter Goal LU 3; Character & Design Chapter Goals CD 1 and CD 7; Economic Vitality Chapter Goal



EV 1) support redevelopment proposals that promote sensitive, context-appropriate integration and transition of design and development within established areas of the community.

Historically, the subject site was composed of a restaurant, conference space, and lobby to the Cottonwoods Resort – all services which have since been relocated within the Town of Paradise Valley (Andaz Scottsdale Resort & Spa). The applicant's intent is to develop two new restaurant pads utilizing the C-1 zoning district as a means to implement the non-major General Plan request. Consequently, the request is in keeping with the historical use and intensity of the subject site, and will integrate contextually with both established and new adjoining residential uses (Alamos Condominiums and Enclave at the Borgata). Furthermore, the applicant states that a combination of Scottsdale Road Streetscape Design Guidelines and the salvaging of existing, mature olive trees will further promote sensitive integration with the context area.

### **2013 Citywide Land Use Assumptions Report**

In 2013, the City of Scottsdale completed, and City Council adopted, a Land Use Assumptions Report that illustrates "projections of changes in land uses, densities, intensities and population over a period of at least ten years and pursuant to the General Plan of the municipality". The study examined Scottsdale in three general geographic areas—south, central and north. The South Sub-Area includes all lands within the boundaries of the City of Scottsdale south of Indian Bend Road.

According to the study, the South Sub-Area is projected to absorb approximately 39 acres of retail land area by 2030. Since the adoption of the LUA in December 2013, more properties in the South Sub-Area have shifted away from retail-type land uses than those that have been entitled. Consequently, the proposed change in General Plan land use category to Neighborhood Commercial is in keeping with the projected increase of this development-type anticipated in this area of the community.

The full Development Forecast text can be found at:

<http://www.scottsdaleaz.gov/Assets/ScottsdaleAZ/Water/Rates+and+Fees/LUAR2013.pdf>

### **Land Use Impact Model**

In May 2016, Long Range Planning Services contracted with Applied Economics to produce a land use impact model to estimate the socioeconomic, development, and fiscal impacts associated with a change from one General Plan land use designation to another over a 20-year time period (in this instance, 2017-2036). From a fiscal standpoint, the model assesses both revenues generated from development (initial construction expenditures, yearly sales tax generation, etc.) as well as City expenditures (public safety, infrastructure maintenance, etc.), as a means to estimate how much value a project adds (or does not add) over time – or Net Present Value (NPV).

The model provided a general assessment of the subject site comparing the existing "Resorts/Tourism" 20-year outlook with the proposed "Neighborhood Commercial" 20-year outlook in the South Sub-Area of the City. The model shows a positive NPV of \$1.3 million for the proposed "Neighborhood Commercial" over 20 years, whereas the existing "Resorts/Tourism" shows a positive NPV of \$735 thousand over the same time period. As noted above, the subject site previously included the restaurant, conference center, and lobby to the Cottonwoods Resort – which has since relocated within the Town of Paradise Valley. The applicant's proposal allows the



site to continue with the use that was most prevalent and utilized on the subject site.

The full results of the Land Use Impact Model assessment are located in the case file.

## **ZONING DISTRICT MAP AMENDMENT IMPACT ANALYSIS**

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### **Land Use**

Until recently, the subject site has served as the main entrance point for the Cottonwoods Resort in Paradise Valley since 1985; housing support services related to resort operations. Within the last 2 years, the resort has undergone a significant renovation. Part of that renovation included relocating the support services from the subject site to the main resort site; rendering the existing site obsolete with regard to resort operations. The existing building was recently demolished, with the goal of marketing the site to prospective buyers for commercial use. Any future use on the site could still be supportive of the resort; however, the possibility exists that a destination restaurant or retail use unrelated to the resort could occupy the site if this rezoning is approved.

N. Scottsdale Road is designated as a “Resort Corridor” in the SSCAP. On the surface, this request would appear to conflict with that vision as the objective is to remove the site from the Resort/Tourism land use designation; however, Goal LU 4, Policy LU 4.1 of the SSCAP is to “promote reinvestment and revitalization along the Resort Corridor to sustain a mix of uses that complement the area’s tourism and hospitality industries”. The addition of destination restaurants or retail/personal services at this location could be an amenity to not only the community but the surrounding travel accommodations in the area.

### **Traffic**

A Trip Generation and Mitigation Analysis (TIMA) was submitted as part of this application and has been accepted by the City’s Transportation Division. Per the TIMA, trip generation for the previous resort-related operations was approximately 720 trips per day, with 6 trips occurring during AM peak hour traffic and 60 trips occurring during PM peak hour traffic. The proposed development plan is anticipated to generate approximately 1,144 trips per day, with 104 trips occurring during AM peak hour traffic and 100 trips occurring during PM peak hour traffic. This represents a trip increase of approximately 62%.

To accommodate the increased traffic volume, the TIMA recommends two alternatives for the intersection of N. Scottsdale Road and E. Rose Lane. The first alternative recommends an eastbound left-turn lane, eastbound through lane and eastbound right-turn lane. The 2<sup>nd</sup> alternative recommends an eastbound left-turn lane and a shared through/right turn lane. No significant change in intersection level-of-service is anticipated with the addition of the proposed site traffic.

### **Water/Sewer**

A preliminary Basis of Design for sewer service has been reviewed and accepted by the Water Resources Division. The site is served by a private water company. As such, a letter of acknowledgement and concurrence for the proposed development will be required as part of any future Development Review Board application.



### **Public Safety**

The City's public safety divisions have reviewed the proposal and find that there is adequate ability to provide emergency services. The nearest fire station is located at 7339 E. McDonald Drive, approximately 1,300 feet from the subject site, and the nearest police station is located at 3737 N. 75th Street, approximately 2.4 miles from the subject site. No impacts to existing service levels are anticipated.

### **Open Space**

Open space for the site is highlighted by a large strip of landscaping, approximately 45 feet in width (measured from back of street curb to property line) that will be maintained as part of this project. Additional areas of open space and plaza space, along with potential patio areas, are proposed; with design subject to whichever site alternative is ultimately developed. Under all alternatives the site will meet the open space and frontage open space requirements of the C-1 zoning district.

### **Community Involvement**

Persons on the City's Interested Parties list for zoning cases, as well as property owners within 750 feet of the site have been notified by mail of the applicant's request. Additionally, the applicant held an Open House on June 16, 2016 at the Hyatt Regency Scottsdale Resort at 7500 E. Doubletree Ranch Road. There were two attendees and concerns raised included building height, parking and traffic volumes.

The case was dormant for several months after the initial Open House. As such, the applicant team conducted another round of supplementary community outreach; specifically with the HOA for the Los Alamos community to the south of the site, and answered questions regarding building height, parking and timing of the process. The HOA for Los Alamos is aware that the project is now moving forward.

## **STAFF RECOMMENDATION**

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### **Recommended Approach:**

1. Staff recommends that the Planning Commission recommend City Council approve a non-major amendment to change the City of Scottsdale General Plan land use designation from Resort/Tourism to Neighborhood Commercial for a +/- 2.6-acre site located at 6160 N. Scottsdale Road, and
2. Staff recommends that the Planning Commission find that the proposed zoning district map amendment is consistent with and conforms to the adopted General Plan, and make a recommendation to City Council for approval of a zoning district map amendment from Resort/Townhouse Residential (R-4R) to Neighborhood Commercial (C-1) zoning on a +/- 2.6-acre site located at 6160 N. Scottsdale Road.

## **RESPONSIBLE DEPARTMENT**

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### **Planning and Development Services**

Current Planning Services

Long-Range Planning

## **STAFF CONTACT**

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**APPROVED BY**


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\_\_\_\_\_  
Greg Bloemberg, Report Co-Author

10-11-17  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Taylor Reynolds, Report Co-Author

11-2-2017  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Erin Perreault, AICP, Long-Range Planning Manager

11/02/17  
\_\_\_\_\_  
Date

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

11.3.2017  
\_\_\_\_\_  
Date

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

11/03/17  
\_\_\_\_\_  
Date

## ATTACHMENTS

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1. Context Aerial
- 1A. Aerial Close-Up
2. Stipulations
  - Exhibit A to Attachment 2: Site Plan
3. Additional Information
4. Applicant's Narrative
5. Current General Plan Land Use Map
6. Proposed General Plan Land Use Map
7. Current Zoning Map
8. Proposed Zoning Map
9. Context Aerial w/ Site Plan
10. Optional Site Plans (for reference only)
11. Landscape Plan
12. Open Space Plan
13. Conceptual Building Elevations (two-building option)
14. Traffic Impact Summary
15. Citizen Involvement
16. City Notification Map





Q.S.  
21-44

Google Earth Pro Imagery



Rose Lane Commercial Parcel

22-ZN-2016





Rose Lane Commercial Parcel

22-ZN-2016



**Stipulations for the Zoning Application:  
Rose Lane Commercial Parcel  
Case Number: 9-GP-2016 and 22-ZN-2016**

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

**SITE DESIGN**

1. CONFORMANCE TO CONCEPTUAL SITE PLANS. Development shall be in general conformance with the conceptual site plan provided by PHX Architecture, dated 8/24/17, with regard to site improvements such as sidewalks, parking and circulation, and attached as Exhibit A to Attachment 2. Any proposed significant change to the conceptual site plan, as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council.

**DEDICATIONS**

1. RIGHT-OF-WAY DEDICATIONS. Prior to any permit issuance for the development project, the owner shall make the following fee simple right-of-way dedications to the City of Scottsdale:
  - a. NORTH SCOTTSDALE ROAD AT ROSE LANE. Dedicate a 25-foot by 25-foot safety triangle. The existing freestanding sign located in the City's right of way shall be removed or relocated out of the required safety triangle.
2. PUBLIC NON-MOTORIZED ACCESS EASEMENT. Prior to issuance of any permit for the development project, the owner shall dedicate to the City a continuous Public Non-Motorized Access Easement to the City of Scottsdale to contain the public sidewalk in locations where the sidewalk crosses on to the lot.
3. PUBLIC MOTORIZED ACCESS EASEMENT. Prior to issuance of any permit for the development project, the owner shall dedicate to the City a continuous Public Motorized Access Easement over East Rose Lane to the City of Scottsdale to contain the streets.

**INFRASTRUCTURE**

4. CONSTRUCTION COMPLETED. Prior to issuance of any Certificate of Occupancy or Certification of Shell Building, whichever is first, for the development project, the owner shall complete all the infrastructure and improvements required by the Scottsdale Revised Code and these stipulations.
5. STANDARDS OF IMPROVEMENTS. All improvements (curb, gutter, sidewalk, curb ramps, driveways, pavement, concrete, water, wastewater, etc.) shall be constructed in accordance with the applicable City of Scottsdale Supplements to the Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction, Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction, the Design Standards and Policies Manual (DSPM), and all other applicable city codes and policies.
6. CIRCULATION IMPROVEMENTS. Prior to any permit issuance for the development project, the owner shall submit and obtain approval of construction documents to construct the following improvements:



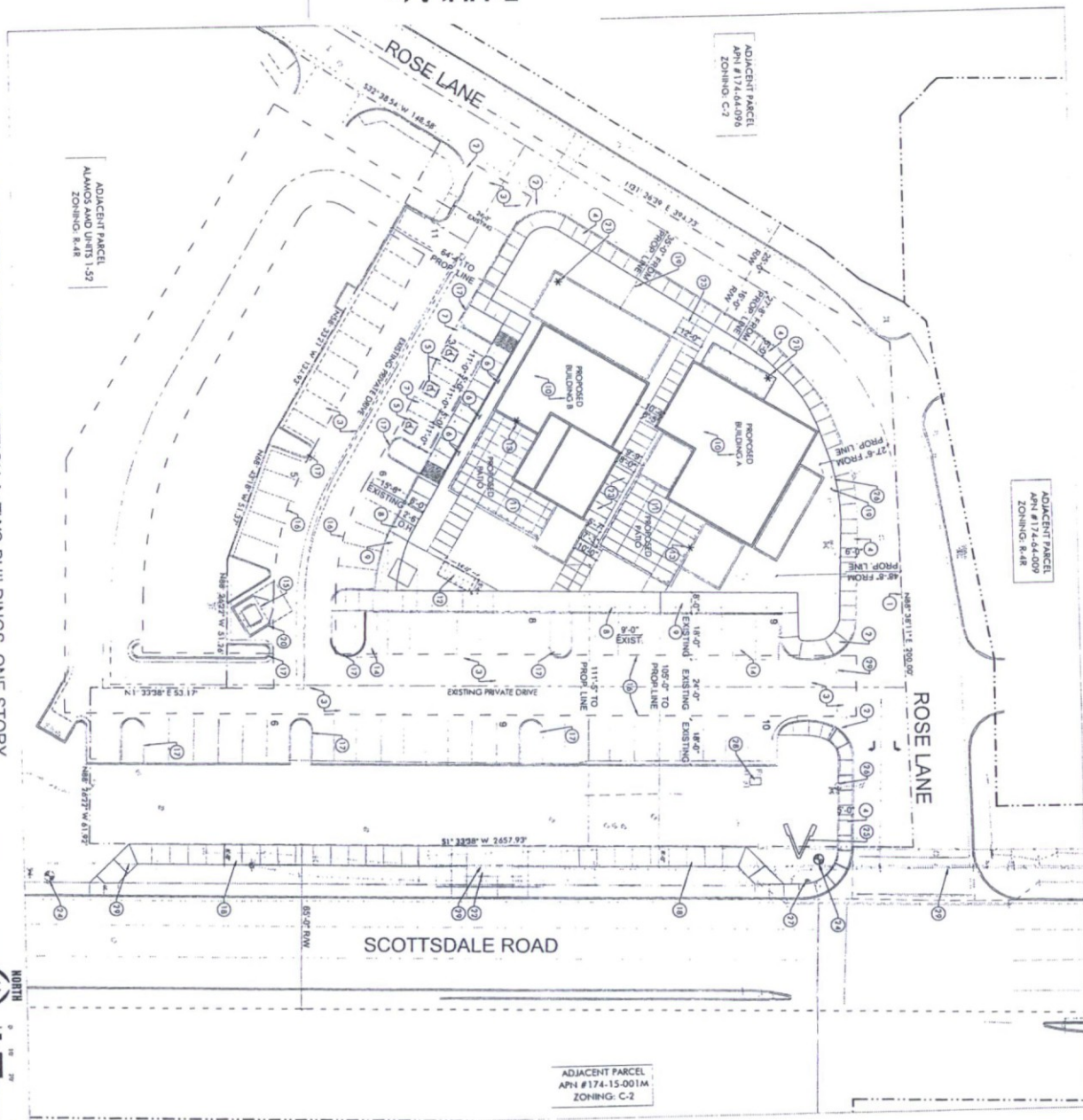
- a. NORTH SCOTTSDALE ROAD. (Engineering)
  1. Construct along North Scottsdale Road frontage eight (8)-foot wide sidewalk improvements in accordance with the Major Arterial - Suburban Street as specified in the DSPM.
  2. Remove and replace the ramp at Rose Lane a new ADA compliant ramp.
  3. Bus Shelter per COS Streetscape Design Guidelines.
- b. EAST ROSE LANE. (Engineering)
  4. Construct six (6)-foot wide sidewalk improvements in accordance with the Local Collector, suburban street Classification as specified in the DSPM.
  5. Mill and overlay the half street pavement of East Rose Lane along property frontage.
  6. Restripe the eastbound and westbound Rose Lane approaches to Scottsdale Road to provide a separate thru/left turn lane and right-turn lane. The leg lengths shall be determined by the road width available and the lane widths on the west leg should be revised to be 18' thru/right, 12' left turn, 17' inbound to align better with the east leg.
7. TRANSIT FACILITIES. Prior to any permit issuance for the development project, the owner shall submit and obtain approval of construction documents to construct bus pad and shelter, landscaping, bench and trash can adjacent to North Scottsdale Road as shown on the Conceptual Site Plan submitted for 22-ZN-2016 dated 08/24/2017. Transit facilities improvements shall be constructed prior to the issuance of any Certificate of Occupancy or Certification of Shell Building, whichever is first.
8. WATER AND WASTEWATER IMPROVEMENTS. The owner shall provide all water and wastewater infrastructure improvements, including any new service lines, connection, fire-hydrants, and man-holes, necessary to serve the development.
9. FIRE HYDRANT. The owner shall provide fire hydrant(s) and related water infrastructure adjacent to lot, in the locations determined by the Fire Department Chief, or designee.

#### **REPORTS AND STUDIES**

10. DRAINAGE REPORT. With the Development Review Board submittal, the owner shall submit a final drainage report in accordance with the Design Standards and Policies Manual for the development project.
11. BASIS OF DESIGN REPORT (WATER). With the Development Review Board submittal, the owner shall submit a Final Basis of Design Report for Water for the development project in accordance with the Design Standards and Policies Manual. In the basis of design report, the owner shall address:
  - a. Letter of acknowledgement and concurrence is required from the private water company.
12. BASIS OF DESIGN REPORT (WASTEWATER). With the Development Review Board submittal, the owner shall submit a Final Basis of Design Report for Wastewater for the development project in accordance with the Design Standards and Policies Manual. In the basis of design report, the owner shall address:
  - a. Comments to be addressed in the preliminary design report.



1 CONCEPTUAL SITE PLAN - OPTION A: TWO BUILDINGS, ONE STORY



GENERAL NOTES

1. ALL ROOFTOP MECHANICAL EQUIPMENT SHALL BE FULLY SCREENED, REFER TO C-1, REZONE WOULD ALLOW POTENTIAL DEVELOPMENT OF THE PARCEL, PLANS SHOW TWO CONCEPTUAL BUILDINGS ON THE SITE, EACH WITH AN ADJACENT WITH A 1,000 S.F. ATTACHED PATIO.
2. ALL SIGNAGE UNDER SEPARATE SUBMITTAL.

KEY NOTES

1. PROPERTY LINE
2. THICK LINE
3. EXISTING 24'-0" WIDE DRIVE ASLE AND PARKING AREAS TO REMAIN AND BE RESURFACED AND RESTORED PER SITE PLAN
4. EXISTING 5'-0" WIDE CONCRETE SIDEWALK TO REMAIN
5. NEW ACCESSIBLE PARKING SIGNAGE TO COMPLY WITH CITY OF SCOTTSDALE STANDARDS
6. NEW 5'-0" WIDE STEREO ACCESSIBLE ASLE
7. DASHED LINE OF PARKING SPACE
8. OVERLAP
9. NEW 5'-0" WIDE CONCRETE SIDEWALK, REFER LANDSCAPE PLANS
10. PROPOSED BUILDING FOOTPRINT WITH CONCRETE FINISH PER LANDSCAPE PLANS
11. DASHED AREA OF PROPOSED BUILDING FOOTPRINT WITH CONCRETE FINISH PER LANDSCAPE PLANS
12. PARKING LOT WITH SCOTTSDALE ZONING CODE, SECTION 9.106, C, BICYCLE PARKING TO COMPLY WITH MAG STANDARD DETAIL #7785
13. PROPOSED BUILDING ENTRY
14. RECONSTRUCT EXISTING LANDSCAPE TO ADD ADDITIONAL PARKING SPACES
15. NEW SCREENED REFUSE CONTAINER AND GREASE CONTAINMENT AREA TO COMPLY WITH CITY OF SCOTTSDALE STANDARDS
16. EXISTING EXHAUST PRIVATE P.U. & D.E. EXHAUST ACCESS, REF. C-1, A, B & D.E.
17. NEW LANDSCAPE PARKING ISLAND LOCATION, REFER LANDSCAPE LOCATIONS TO COMPLY WITH SCOTTSDALE ZONING CODE, SECTION 9.103, H, 2
18. NEW 8'-0" WIDE CONCRETE SIDEWALK ALONG SCOTTSDALE ROAD PER CIVIL AND LANDSCAPE PLANS
19. PROPOSED POC LOCATIONS LOCATED WITHIN 4'-0" - 8'-0" OF THE PUBLIC SIDEWALK TO COMPLY WITH SCOTTSDALE ZONING CODE, SECTION 9.103, I, CHAPTER 9
20. SECTIONED 6'-0" TALL SCREEN WALLS WITH STUCCO FINISH TO MATCH PROPOSED BUILDING COLORS, AMOUNT REFUSE AND GREASE CONTAINMENT
21. PROPOSED AREA OF THE REAR ROOM
22. NEW TRASHES AT BUS STOP, SHELTER TO COMPLY WITH CITY OF SCOTTSDALE STREETSCAPE DETAIL #7264
23. NEW CONCRETE SIDEWALK CONNECTION TO PUBLIC WAY, REFER TO LANDSCAPE PLANS
24. EXISTING FIRE HYDRANT LOCATION
25. EXISTING MONUMENT SIGN TO REMAIN
26. EXISTING STREET LIGHT LOCATION
27. EXISTING TRAFFIC LIGHT LOCATION
28. EXISTING ELEC. UTILITY BOX
29. EXISTING OVERHEAD ELECTRICAL LINES

PROJECT DATA

PROJECT DESCRIPTION, REZONING OF A PARCEL ALONG SCOTTSDALE ROAD FROM 84' TO 111' (REZONE WOULD ALLOW POTENTIAL DEVELOPMENT OF THE PARCEL, PLANS SHOW TWO CONCEPTUAL BUILDINGS ON THE SITE, EACH WITH AN ADJACENT WITH A 1,000 S.F. ATTACHED PATIO).

ADDRESS: 6160 NORTH SCOTTSDALE ROAD

SCOTTSDALE, ARIZONA 85253

A.P.N. 174-65-0120

LOT SIZE: 69,979 SF (1.6053 ACRES)

LOT CORNER: (84' R) RECORCT

PROPOSED ZONING: (C-1) REZONE

NEIGHBORHOOD COMMERCIAL

SETBACKS:

SIDE AND REAR YARDS:

25'-0" SETBACK FROM MULTIFAMILY

50'-0" SETBACK FROM SINGLE (SEC. 5.1304)

(SCOTTSDALE ZONING CODE, SEC. 5.1304)

BUILDING HEIGHT:

26'-0" (MAX. ALLOWABLE ZONING CODE

26'-0" (PROPOSED BUILDING HEIGHT)

PROPOSED BUILDING AREA:

BUILDING A: 2,000 S.F. PATIO

BUILDING B: 3,660 S.F.

1,000 S.F. PATIO

7,200 S.F. TOTAL AREA

2,000 S.F. COVERED PATIO

FLOOR AREA RATIO:

69,979 SF / 9,200 SF = 0.7518 F.A.R.

MAX. ALLOWABLE = 0.80 PER ZONING SEC. 5.1404

PARKING CALCULATIONS:

1 SPACE PER 750 S.F.

1 SPACE PER 1,000 S.F. OUTDOOR PATIO AREA

SCOTTSDALE ZONING CODE, TABLE 9.103, A

G. FLOOR AREA = 7,200 SF / 175 = 60.83

OUTDOOR PATIO = 2,000 / 350 = 5.71

TOTAL PARKING REQUIRED = 67 SPACES

TOTAL PARKING PROVIDED = 67 SPACES

ACCESSIBLE PARKING REQUIRED:

67 SPACES X .04 = 3 ACCESSIBLE SPACES

3 ACCESSIBLE PARKING SPACES PROVIDED

BICYCLE PARKING:

PRIORITY REQUIRED: 67 PARKING SPACES

REQUIRED ONE (1) MINIMUM BICYCLE SPACES

7 BICYCLE PARKING SPACES PROVIDED

SCOTTSDALE ZONING CODE, SEC. 9.100, C

REQUIRED OPEN SPACE:

OPEN SPACE REQUIRED = 10,000 S.F.

69,979 S.F. X 0.10 = 6,997.9 S.F.

(SCOTTSDALE ZONING CODE, SEC. 5.1304

C-1B)

FOR BUILDINGS OVER 12'

NET LOT AREA FOR EACH FOOT ABOVE 12

FEET IN THIS CASE 20 IS 14' ABOVE THE 12'

MARK)

69,979 X (1.10) + (1004) (69,979) (4) = 10,908.9 S.F.

OPEN SPACE REQUIRED = 10,000 S.F.

(SCOTTSDALE ZONING CODE, SEC. 5.1304

C-1B)

REFER OPEN SPACE PLAN SHEET A101 FOR

OPEN SPACE (ROAD AND ADDITIONAL

INFORMATION)



1399 N. AUSTIN AVE. SUITE C-100 SCOTTSDALE, AZ 85261

T: 480.283.2888

F: 480.283.2888

PHXARCHITECT.COM

Parcel 174-65-012G  
6160 N. Scottsdale Road  
Scottsdale, AZ 85253



Scottsdale, AZ 85253

Expires: March 31, 2025

DATE: AUG 15, 2017

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**Additional Information for:**  
**Rose Lane Commercial Parcel**  
**Case: 9-GP-2016 and 22-ZN-2016**

**PLANNING/DEVELOPMENT**

1. **DEVELOPMENT CONTINGENCIES** Each element of this zoning case—including density/intensity, lot/unit placement, access and other development contingencies—may be changed as more information becomes available to address public health, safety and welfare issues related to drainage, open space, infrastructure and other requirements.
2. **DEVELOPMENT REVIEW BOARD.** The City Council directs the Development Review Board's attention to:
  - a. Pedestrian circulation,
  - b. landscape improvements along the Scottsdale Road frontage,
  - c. wall design,
  - d. the type, height, design, and intensity of proposed lighting on the site, to ensure that it is compatible with the adjacent use, and
  - e. improvement plans for common open space, common buildings and/or walls, and amenities such as ramadas, landscape buffers on public and/or private property (back-of-curb to right-of-way or access easement line included)
3. **RESPONSIBILITY FOR CONSTRUCTION OF INFRASTRUCTURE.** The developer shall be responsible for all improvements associated with the development or phase of the development and/or required for access or service to the development or phase of the development. Improvements shall include, but not be limited to washes, storm drains, drainage structures, water systems, sanitary sewer systems, curbs and gutters, paving, sidewalks, streetlights, street signs, and landscaping. The granting of zoning/use permit does not and shall not commit the city to provide any of these improvements.
4. **EASEMENTS CONVEYED BY SEPARATE INSTRUMENT.** Prior to issuance of any building permit for the development project, each easement conveyed to the city separate from a final plat shall be conveyed by an instrument or map of dedication subject to city staff approval, and accompanied by a title policy in favor of the City, in conformance with the Design Standards and Policies Manual.
5. **FEES.** The construction of water and sewer facilities necessary to serve the site shall not be in-lieu of those fees that are applicable at the time building permits are granted. Fees shall include, but not be limited to the water development fee, water resources development fee, water recharge fee, sewer development fee or development tax, water replenishment district charge, pump tax, or any other water, sewer, or effluent fee.



# Southwest Corner of Scottsdale Road & Rose Lane

GPA & Rezoning Project Narrative

Case No: 9-~~GP~~-2016 & 22-ZN-2016



**Prepared for:**

**PV Hotel Venture**  
Gary Stougaard

**Prepared by:**

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## **I. Request**

The request is for a non-major General Plan Amendment (“GPA”) from the Resort/Tourism land use category to the Neighborhood Commercial land use category and a rezoning from R-4R (Resort/Townhouse Residential) to C-1 (Neighborhood Commercial) on a 2.6 +/- gross acre site located at the southwest corner of Scottsdale Road and Rose Lane / 6160 N. Scottsdale Road (the “Property”); previously referred to as the Cottonwoods Resort conference center. Within the C-1 district, the applicant intends to create a restaurant site independent of the Cottonwoods Resort which is located to the west in Paradise Valley.

## **II. Existing Improvements/History:**

The subject Property is surrounded by a range of zoning districts/uses including: The Enclave at Borgata residential development (PUD) to the northwest which is currently under construction, Blanco and Paul Martin’s (C-2) restaurants to the north, Lincoln Village commercial retail center (C-2) to the north, Alamos Condominiums (R-4R) to the south, the Cottonwoods Resort (SUP-R Paradise Valley) to the west, the Kerr Cultural Center to the southwest, and the Scottsdale Forum office building (C-2) and Hilton Village retail center (C-2/C-0) to the east of Scottsdale Road. The Property is walking distance to an established commercial/resort core including residential development, a grocery store, multiple services, and hotels/resorts, and as such, the site plan has been designed with an emphasis on pedestrian connectivity. The current site is vacant and the previous conference building has been demolished.

## **III. Project Overview**

The proposal is to redevelop the 2.6+/- gross acre site to allow for new restaurant pads including outdoor patios and surface parking. The site is ideal for Neighborhood Commercial development due to its close proximity to the range of residential, retail, resort and office uses in the immediate vicinity. The proposal to redevelop this Property from an underutilized conference center to a Neighborhood Commercial use will bring additional restaurant options for the residents, resort patrons and office employees further bolstering the economic success of surrounding Scottsdale businesses. Additionally, the integration of Neighborhood Commercial in this location will not only strengthen the nearby existing land uses, but will uphold the City’s goals and policies set forth in the General Plan and Southern Scottsdale Character Area Plan (SSCAP) as outlined in Section IV and V below.

### **About the Design:**

The proposed potential development for the site shows two conceptual restaurant buildings, each approximately 3,650 s.f in size and each with a 1,000 s.f. patio. The proposed site plan design leaves the existing driveways and onsite surface parking in place limiting the disturbance to the existing building area. The site design allows for safe pedestrian



circulation around the restaurants with a pedestrian path connecting the public sidewalk to the center of the site between the restaurant spaces. The application also includes two alternative site plans with Option B showing a single, one-story building and Option C showing a single, two-story building (maximum 36' per the C-1 maximum building height limitation). These alternative options will give the developer flexibility with the final site plan design depending on the end user's needs. The final site layout will be subject to Development Review Board approval.

The proposed architecture of the restaurant buildings takes a contemporary approach applying a palette of natural building materials including concrete, brick and stone veneer with accents of metal. The colors selected complement the desert environment and will comply with City of Scottsdale design standards. The concepts include a shaded patio space attached to each restaurant for casual dining located on the east side of the buildings to provide shade from the afternoon sun. Landscape design will complement the buildings with low water use, native plants that will highlight the pedestrian pathways and patio areas. Building and site lighting will be designed to comply with City of Scottsdale design standards and will match the style of the overall building design.

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

The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide as a framework for proposed development and the built environment. These goals and approaches are, however, not intended to be static or inflexible and the General Plan clearly recognizes this by stating: "The General Plan is designed to be a broad, flexible document that changes as the community needs, conditions and direction change." (*emphasis added*). It is with this inherent flexibility in mind that the proposed non-major GPA not only meets but exceeds the goals and approaches established by the City in the General Plan.

##### **General Plan - Six Guiding Principles:**

This request is for a non-major General Plan Amendment to the land use category and map contained in the Land Use Element of the General Plan. Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

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

The General Plan further breaks down these Guiding Principles into 12 Elements including numerous goals and policies, which are discussed in more detail below (specifically



Character & Design, Land Use, Economic Vitality, Neighborhoods and Community Mobility).

The General Plan states that “neighborhood retail should be located at frequent intervals in relationship to density of nearby residential areas to reduce travel times and distance. The size and scale of Neighborhood Commercial centers should be compatible with surrounding residential uses and care must be taken to avoid undesirable impacts on surrounding areas. Neighborhood Commercial uses are best located on collector or arterial streets.”

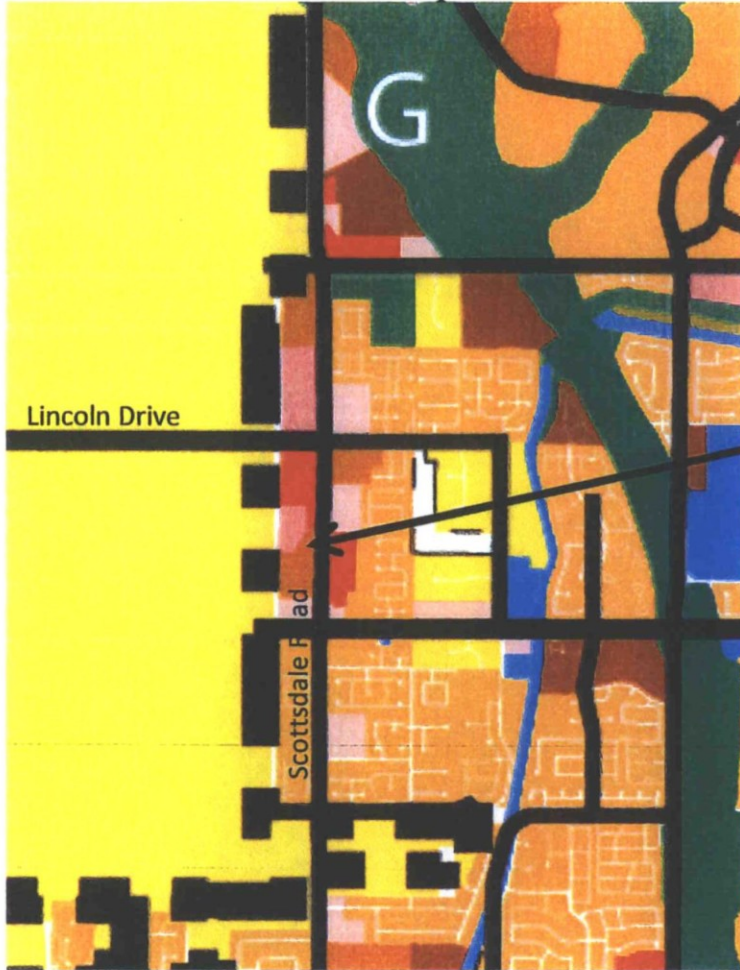
The requested GPA is a non-major GPA based on the criteria set forth in the General Plan (page 20 of the City of Scottsdale General Plan 2001). The “Change in Land Use Category” from Resort/Tourism (Group C) to Neighborhood Commercial (Group D) does not trigger a major GPA. Also, the “Area of Change Criteria” does not trigger a major GPA based on property size of 2.6 +/- gross acres, which does not exceed the 10-acre threshold for Planning Zone A.

2001 Scottsdale General Plan Page 72

**COMMERCIAL:** *These uses provide a variety of goods and services to the people who live in, work in, or visit Scottsdale and have been designated throughout the community at an appropriate scale and location. This category includes areas designated for commercial centers providing goods and services frequently needed by the surrounding residential population, and retail businesses, major single uses, and shopping centers, which serve community and regional needs. This category may also include other uses, like housing and office uses, to attain environmental and mobility goals. Neighborhood retail should be located at frequent intervals in relationship to the density of nearby residential areas to reduce travel time and distance. The size and scale of neighborhood commercial centers should be compatible with surrounding residential uses and care must be taken to avoid undesirable impacts on surrounding areas. Neighborhood commercial uses are best located on collector or arterial streets. Community or regional commercial uses should usually be located on arterial streets for high visibility and traffic volumes. Community and regional commercial uses function best when they are integrated with mixed-use areas {emphasis added}.*

The proposed restaurant use is consistent with the Neighborhood Commercial designation described above by providing a low-scale neighborhood serving land use adjacent to established residential, resort, office and retail uses. Further, this site is located along Scottsdale Road, a major arterial, in between two major intersections (Scottsdale and McDonald to the south and Scottsdale and Lincoln to the north) thus making it an ideal location for Neighborhood Commercial.

### 2001 General Plan Land Use Map



#### **Site**

Current GP Land Use:  
Resort/Tourism

Proposed GP Land Use:  
Neighborhood Commercial

### 2001 General Plan Goals & Policies

- **Character & Design:**

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

**-Bullet 1:** *Respond to the regional and citywide contexts with new and revitalized development in terms of:*

- Scottsdale as a southwestern desert community.*
- Scottsdale as a part of a larger metropolitan area with a unique reputation, image, character and identity within its regional setting.*
- Relationships to surrounding land forms, land uses, and transportation corridors.*
- Contributions to city wide linkages of open space and activity zones.*



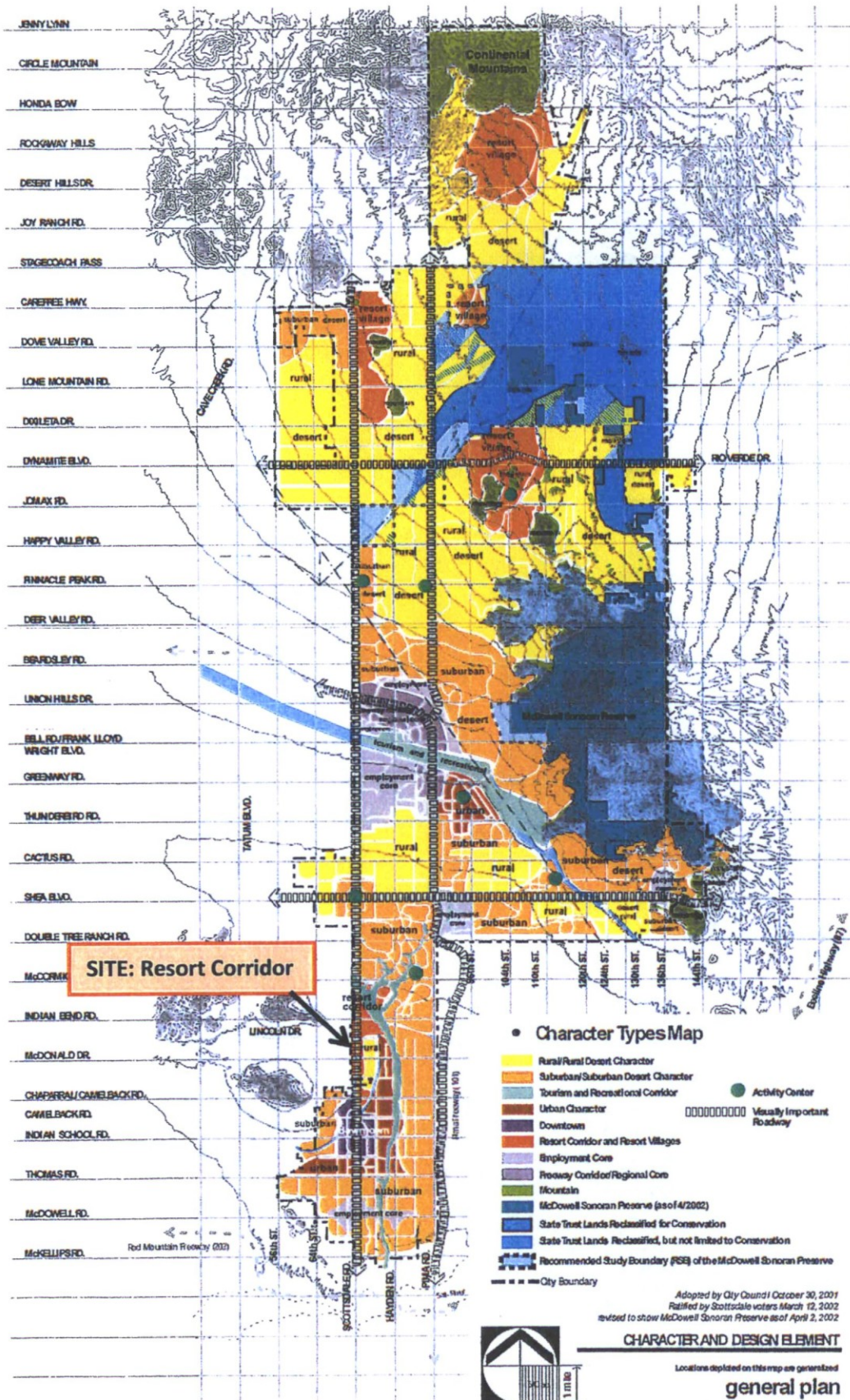
- Consistently high community quality expectations
  - Physical scale relating to the human perception at different points of experience.
  - Visual impacts (views, lighting, etc.) upon public settings and neighboring properties.
  - Visual and accessibility connections and separations.
  - Public buildings and facilities that demonstrate these concepts and “lead” by example.
- Bullet 4: Ensure that all development is part of and contributes to the established or planned character of the area of the proposed location.....The “Resort Corridor” consists of concentrations of major resort facilities along Scottsdale Road near Downtown. A variety of tourist accommodations, quality office, specialty retail, recreation including golf courses and tennis courts, employment and compatible high amenity residential neighborhoods are all components**

**Response:** The character and design of the proposed development celebrates Scottsdale’s Southwestern character and visual impact along Scottsdale Road, a “Visually Important Roadway” within the “Resort Corridor” as noted on the Character Types Map (see below). This site serves as a transitional property located between existing residential development to the south, office and retail to the east, residential and retail to the north and resort the west; all within walking distance to the site. As such, the site plan was designed to create architectural movement along Scottsdale Road (vs. a static linear form) and an enhanced pedestrian experience with connectivity to the adjacent uses. Additionally, the buildings are situated to provide a shaded patio spaces that are respectful of the adjacent residential developments and ample open space to emulate the resort feel and provide a lush desert landscape setting around the buildings. Building architecture is unique with contemporary lines which speak to the character of the area through the use of indigenous materials, earth-tone finish and paint. The previous character of the conference center had a closed-off appearance with no physical connection to Scottsdale Road. The new restaurants will provide interaction with the streetscape through vibrant architecture, refreshed landscaping and connectivity to adjoining uses.

#### ***Previous Cottonwoods Resort Conference Center Building***









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

***-Bullet 1: Continue the development review process. The Development Review Board currently reviews all proposed new and revitalized development, other than single-family residential, in terms of appropriate contextual character, quality of design and site planning.***

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

**Response:** Redevelopment of this site and revitalization of the area in general over the last several years is evidenced through several projects including the remodel the Lincoln Village retail center, remodel of the existing restaurant pads just north of the Property, the new Enclave at Borgata residential development in place of the struggling Borgata retail center, and a complete overhaul of the Cottonwoods Resort property to the west. These projects all demonstrate strong reinvestment in the area.

The proposed restaurant site will incorporate site design, connectivity, landscaping, architecture and building materials that complement the newly developed sites surrounding the Property. The proposed buildings will be subject to Development Review Board review and approval subsequent to City Council approval of the GPA and rezoning. See Section VI below for responses Scottsdale's Sensitive Design Principles.

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

***-Bullet 12: Retain mature trees in public right-of-ways to preserve shade and the character of the street.***

***-and-***

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

***-Bullet 6: Encourage the retention of mature landscape plant materials.***

**Response:** The landscape plan included with this application demonstrates the preservation of approximately a dozen existing olive trees to remain along Scottsdale and Rose. These trees will be supplemented with mature varieties that are consistent with the Scottsdale Road Streetscape Design Guidelines to provide a unified streetscape. The landscape plan provided with this application demonstrates the high-level character and design standards the applicant is proposing with the redevelopment of this site.

- **Land Use:**

***Goal 3: Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.***

***-Bullet 1: Ensure that neighborhood edges transition to one another by considering appropriate land uses, development patterns, character elements and access to various mobility networks.***

***-Bullet 6: Encourage transitions between different land uses and intensities through the use of gradual land use changes, particularly where natural or man-made buffers are not available.***

**Response:** The proposed Neighborhood Commercial land use and C-1 zoning provides for a seamless transition from the greater intensity of Scottsdale Road, a major arterial, to Alamos, The Enclave and the Cottonwoods Resort; quieter uses that surround the Property. From a building massing standpoint, the one or two-story development planned for this Property is appropriate given the overall urban context and large variety of land uses, building character and building heights in the area. The proposed architectural character takes inspiration from the surrounding built environment through the use of similar materials, colors and architectural detailing.

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

***-Bullet 5: Maintain a citywide balance of land uses that support changes in community vision/dynamics (established by future community visioning processes) over time.***

**Response:** The Scottsdale Road Resort Corridor supports a variety of retail and service related uses including, specialty shops and restaurants. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of a maturing community and provides sustainability of the City as a whole. This project exemplifies this goal by turning underutilized and now vacant land into a thriving Neighborhood Commercial use with direct access to Scottsdale Road and an array of nearby support services, residential communities and resorts further enhancing quality of life for the residents and visitors of Scottsdale.



***Goal 8: Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.***

***- Bullet 1: Promote development patterns and standards that are consistent with the surrounding uses and reinforce an area's character.***

***-and-***

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

***-Bullet 3: Encourage redevelopment that invigorates an area while also respecting the character of adjacent neighborhoods.***

**Response:** This redevelopment application contributes to the balance of land uses in the immediate vicinity which include office, retail, restaurants, hotels, residential and cultural/entertainment. From inception, the idea of integrating Neighborhood Commercial (restaurants) along the Scottsdale Road corridor was influenced by the surrounding context, and as such, the design has evolved to blend with surrounding built environment in terms of scale, massing, character and building materials. The goal was to enliven the area with a compatible land use that serves as an additional amenity to the area, encourages walkability and respects the established character along Scottsdale Road.

- ***Economic Vitality:***

***Goal 1: Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.***

***-Bullet 5: Enhance Scottsdale's tourism support services including fine dining, specialty retail and entertainment.***

**Response:** The City's General Plan states "Scottsdale's retail market is an integral part of Scottsdale's unique identity and is one of the major economic drivers in the community." As Scottsdale continues to grow and mature new economic challenges arise, and while Scottsdale has long been approaching build out, the revitalization of established and in some cases underutilized areas is necessary to maintain economic stability and relevance. This site is a natural fit for Neighborhood Commercial with close proximity to a major transportation corridor and myriad compatible land uses including shopping, dining, housing, tourism and employment, all within walking distance of the site.

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

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

**Response:** The redevelopment of this underutilized, vacant land will contribute towards the economic stability of Scottsdale by providing Neighborhood Commercial land uses that support area tourist accommodations, employment and residential development bringing physical and economic synergy to the area, which will invigorate and enhance the Scottsdale Road Resort Corridor.

- ***Neighborhoods:***

**Goal 2:** *Use redevelopment and revitalization efforts to provide for the long term stability of Scottsdale's mature residential and commercial neighborhoods.*

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

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

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

**Response:** The proposed redevelopment will activate an underutilized, vacant parcel in a prime location of Scottsdale near a wide range of established land uses. In an area that has seen a strong level of revitalization (Lincoln Village remodel, Enclave at Borgata and Cottonwoods Resort remodel), this infill development will utilize existing infrastructure systems (roads, utilities, etc.). This request responds to market demand and the site's surrounding context by sensitively balancing the mixed-use setting along Scottsdale Road.

- ***Community Mobility:***

**Goal 1:** *Protect the function and form of regional air and land corridors.*

***-Bullet 2:*** *Maintain Scottsdale's high development standards. The character of regional corridors in Scottsdale should reflect an image that is uniquely Scottsdale through unified streetscapes, street signage, and public art.*

**Response:** The landscape plan included with this application demonstrates the preservation of approximately a dozen existing olive trees to remain along Scottsdale and Rose. These trees will be supplemented with mature varieties that are consistent with the Scottsdale Road Streetscape Design Guidelines to provide a unified streetscape. The landscape plan provided with this application demonstrates the high-level character and design standards the applicant is proposing with the redevelopment of this site.

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



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

**Response:** The existing network of mobility options associated with this Property make it ideal for Neighborhood Commercial redevelopment. Scottsdale Road is a major arterial providing primary north-south connection to through Scottsdale, which has a significant concentration of employment, retail, resort, residential and entertainment land uses. Additionally, Valley Metro Route 72 traverses Scottsdale Road, from Chandler Boulevard to Thompson Peak Parkway. There is an existing bus stop directly adjacent to the Property and on the east side of Scottsdale Road (The Forum), and thus, the existing and proposed sidewalk (new sidewalk will be 8'-0") connections will tie to these bus stops for convenience. Scottsdale Road has a designated bike lane in the right-of-way. The site is also a little over one mile west of Indian Bend Wash, the City's most predominate open space corridor with a network of continuous pedestrian and bicycle pathways. Redevelopment within the Resort Corridor with a range of employment, retail and residential uses and established multi-modal transportation options reduces the number and distance of automobile trips, improves air quality, thereby enhancing the quality of life for surrounding residents.

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

As a result of City Shape 2020, Scottsdale implemented "Character-based General Planning" which includes three distinct levels of planning: 1. City-wide Planning, 2. Character Planning and 3. Neighborhood Planning. Character Plans speak specifically to the goals and policies of an identifiable area of the City. Character Plans ensure that the quality of development and character of the built environment are consistent with the overarching goals of the General Plan while highlighting the goals of distinct areas of town, ie: Airpark, Downtown, Southern Scottsdale.

The City Council adopted the SSCAP in October 2010. The proposed development is not only consistent with the SSCAP but upholds the goals and policies established in this document. The public outreach process for the SSCAP identified five community priorities which are listed below:

1. *Develop a strong economic core with community gathering places*
2. *Focus on local mobility and walkability*
3. *Maintain and enhance existing neighborhoods and identity*
4. *Balance growth*
5. *Promote well designed architecture and sustainability*

From its inception, this proposed project utilized these five priorities as guiding principles to the overall design and architectural character. Bringing new Neighborhood Commercial opportunities to the Southern Scottsdale will strengthen the economic core of the area and enhance the existing character of the surrounding neighborhoods.

The proposed Neighborhood Commercial is a component of the horizontal mixed-use development envisioned in the SSCAP (see graphic below) by providing freestanding commercial uses/restaurants integrated within an existing urban fabric with a range of uses including resort, office, commercial, residential and cultural; all which will benefit and utilize the new restaurants.



*Southern Scottsdale Character Area Plan  
October 26, 2010*

Following are the applicable goals and policies identified in the SSCAP that apply to the proposed development (Land Use, Character & Design, Economic Vitality, Neighborhood, Community Mobility and Open Space & Recreation):

### **LAND USE**

#### ***Goal LU 3***

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

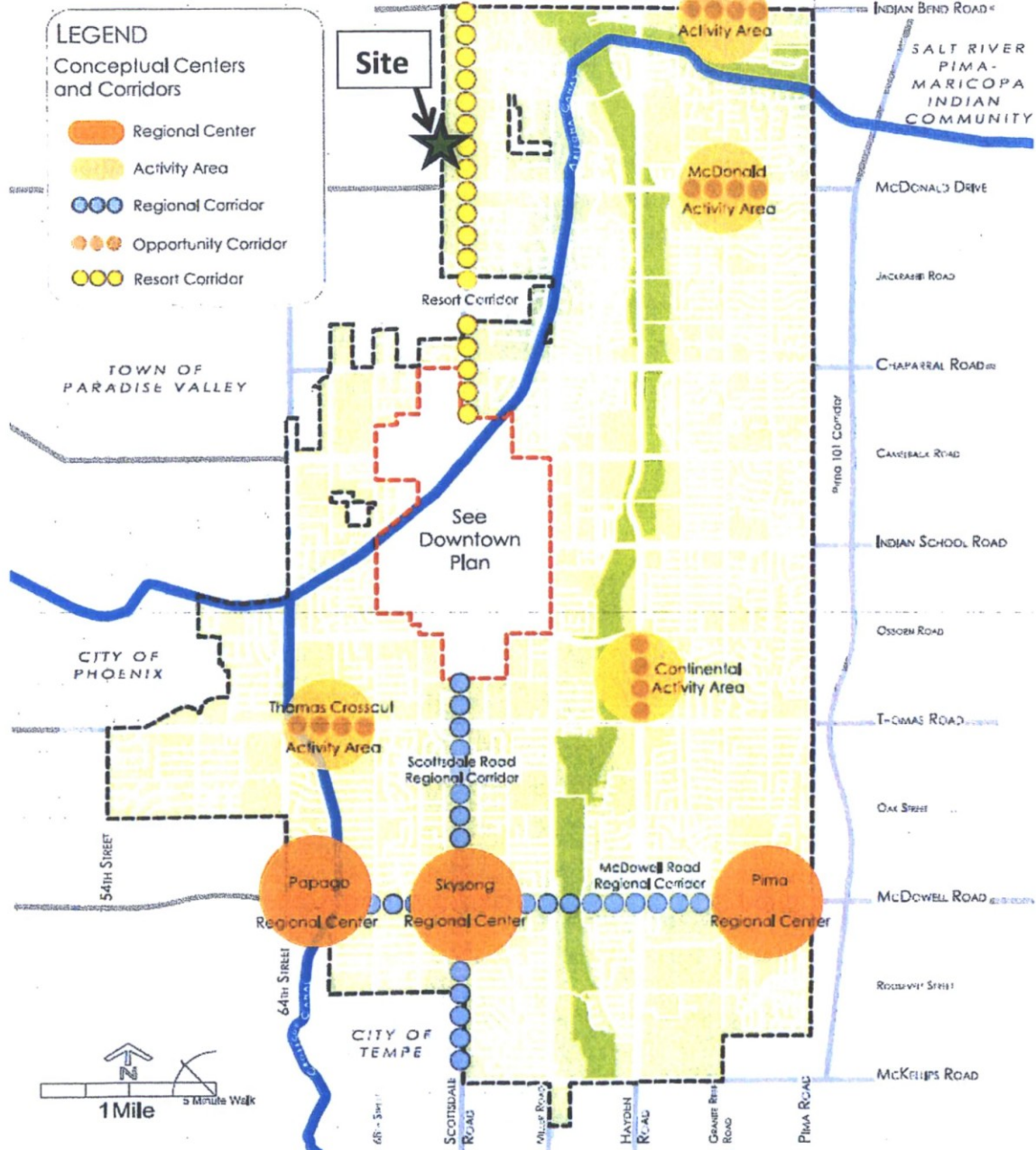
#### **• *Policy LU 3.1***

*Create and encourage the utilization of flexible land use regulations as incentives for reinvestment and new development along Corridors.*

Below is a map from the SSCAP which depicts the regional centers, activity areas and designated corridors. As indicated below, the subject site is located along the Scottsdale Road Resort Corridor.



## Conceptual Regional Centers, Activity Areas, and Corridors



**Response:** The proposed development meets this land use goal by revitalizing an underutilized property and redeveloping the site with a land use that will bring additional Neighborhood Commercial opportunities to the Scottsdale Road Resort Corridor. The requested C-1 zoning provides for low-scale commercial development (proposal is for restaurants) while respecting the built environment along Scottsdale Road and adjacent residential neighborhoods. Integrating Neighborhood Commercial in this location will

strengthen the live, work, play land use concept and bring synergy to the collection of established land uses along the Scottsdale Road corridor.

**Goal LU 2**

*Create a hierarchy of Regional, Opportunity, and Resort Corridors to guide future land use, development and redevelopment throughout Southern Scottsdale.*

• **Policy LU 2.3**

*The Resort Corridor consists of medium to low intensity development and exists along Scottsdale Road between East Highland Drive and Indian Bend Road. This corridor will:*

- Contain a mixture of land use classifications including mixed-use neighborhood; and*
- Support, maintain, enhance and expand hospitality/tourism land uses in Southern Scottsdale.*

**Response:** The subject Property falls within the Scottsdale Road Resort Corridor and is surrounded by a range of uses including The Enclave at Borgata residential development to the northwest (under construction), Blanco and Paul Martin's to the north, the Lincoln Village commercial retail center with Trader Joe's and Walgreens to the north, Alamos Condominiums to the south, the Cottonwoods Resort (under renovation) to the west, Kerr Cultural Center to the southwest, and Scottsdale Forum office building and Hilton Village retail center to the east of Scottsdale Road. The Property is walking distance to an established mixed-use core including a grocery store, multiple restaurants/services, residences and hotels, and as such, the site plan has been designed with an emphasis on pedestrian connectivity enhancing the overall hospitality/tourism land use goal for this area.

**Goal LU 3**

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

• **Policy LU 3.6**

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

**Response:** Rezoning the subject Property to C-1 will not only allow redevelopment of the Property, but will bring development that more closely aligns the goals set forth by the City by integrating new Neighborhood Commercial development along the Scottsdale Road Resort Corridor. The proposed Neighborhood Commercial is a component of the horizontal mixed use development envisioned in the SSCAP by providing freestanding commercial uses/restaurants integrated within an existing urban fabric with a range of uses including resort, office, commercial, residential and cultural; all which will benefit and utilize the new Neighborhood Commercial. Based on this mixed use setting, redevelopment of this site will further provide a walkable environment tying into and celebrating the existing pedestrian network.



**Goal LU 4**

*Preserve, enhance, and expand the resort, hotel, retail, and tourism land uses along the resort corridor in Southern Scottsdale.*

**• Policy LU 4.1**

*Promote reinvestment and revitalization along the Resort Corridor to sustain a mix of land uses that complement the area's tourism and hospitality activities.*

**Response:** As noted under LU 3 above, reinvestment in this vacant underutilized Property will help strengthen the Resort Corridor by enhancing the mix of land uses along Scottsdale Road, all of which synergize and bring economic sustainability to the area. Resort Corridors thrive with a range of supporting commercial uses that diversify the area and provide options for residents and visitors.

**CHARACTER & DESIGN****Goal CD 2**

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

**• Policy CD 2.1**

*Encourage pedestrian-oriented site design for new and revitalized development within Corridors, Regional Centers, and Activity Areas.*

**Response:** The Property is walking distance to an established mixed-use core including a grocery store, multiple restaurants/services, residences and hotels, and as such, the site plan has been designed with an emphasis on pedestrian connectivity tying to the existing pedestrian network. The proposed restaurants, as shown on the site plan, will include large patio spaces (approximately 1,000 s.f. per restaurant) celebrating the indoor/outdoor appeal that is enjoyed in Scottsdale numerous months out of the year; climate and moderate winters being one of the contributing factors for our thriving tourism industry. Providing additional amenities, such as high quality restaurants, will further strengthen Scottsdale Road as a mixed-use corridor.

**Goal CD 3**

*Promote high quality design for new and revitalized mixed-use, commercial and residential development along Corridors, within Regional Centers, and Activity areas.*

**• Policy CD 3.3**

*Encourage new development to demonstrate a relationship with the design characteristics of the surrounding area and, as appropriate, incorporate those qualities into its design.*

- **Policy 3.4**

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

**Response:** This Property serves as a transitional site located between existing residential development to the south, office and retail to the east, residential and retail to the north and resort the west; all within walking distance from the site. As such, the site plan was designed to create architectural movement along Scottsdale Road (vs. a static linear form) and an enhanced pedestrian experience with connectivity to the adjacent uses. Additionally, the buildings are situated to provide a shaded patio spaces that are respectful of the adjacent residential developments and ample open space to emulate the resort feel and provide a lush desert landscape setting around the buildings. Building architecture is unique with contemporary lines which speak to the character of the area through the use of indigenous materials, earth-tone finishes and paint colors.

**Goal CD 4**

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

- **Policy CD 4.1**

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

- **Policy CD 4.2**

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

- **Policy CD 4.3**

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

**Response:** The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating outdoor seating areas for the restaurant patrons. Context appropriate desert plant materials will be utilized with the development of the Property, consistent with the established vegetative pattern along Scottsdale Road. A low-water use plant palette will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

**Goal CD 6**

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

- **Policy CD 6.4**

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



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

**Goal CD 8**

*Enhance the design and character of the Resort Corridor so that it continues to serve as a major hospitality and commercial designation.*

- **Policy CD 8.1**

*Create a pedestrian-friendly environment along the Resort Corridor area through streetscape and adjacent development design.*

- **Policy CD 8.2**

*Promote the Resort Corridor's character as mixed-use and pedestrian friendly, featuring a variety of building types and gathering spaces.*

**Response:** This application includes a range of exhibits (site plan, elevations, landscape plan, and cross-sections) which demonstrate the character and high-level of design proposed for this site. The buildings have been designed in a manner that provides a hierarchy of masses with respect to the surrounding context creating a streetscape that is visually interesting and vibrant. This pedestrian friendly, mixed-use setting is strengthened through this proposal for Neighborhood Commercial within the Resort Corridor by providing low-scale commercial uses nestled in a lush landscape setting with connectivity to the established urban setting.

**ECONOMIC VITALITY**

**Goal EV 1**

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

- **Policy EV 1.1**

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

**Response:** This redevelopment request will result in a \$2.7M investment, replacing an obsolete resort conference property in the heart of Southern Scottsdale with a vibrant Neighborhood Commercial land use and will bring economic benefit to the nearby Scottsdale businesses further bolstering the Resort Corridor.

In 2010, the City of Scottsdale entered into contract with Applied Economics as a consultant to perform a citywide economic study. The City was broken in to three sub-districts (south, central and north) for the purposes of analyzing economic development, land use and fiscal impacts. The study demonstrates the lack of available vacant land in the south sub-district

(area south of Indian Bend Road) and the potential for redevelopment to stabilize the economic future of Scottsdale.

#### ***2010 Applied Economics Study***

*The final market condition factor considered in the analysis was the possibility for redevelopment in the City of Scottsdale. Since the supply of available vacant land is very limited in the south subarea, and is becoming constrained in the central subarea, examining the potential for redevelopment was an important part of preparing development forecasts. Our knowledge of Scottsdale indicates that there are areas in both the south and central subareas that could become targets for redevelopment over the next twenty years.*

#### ***Goal EV 4***

*Develop new and enhance existing tourism and visitor experiences in Southern Scottsdale.*

- ***Policy EV 4.6***

*Maintain and enhance the Scottsdale Road Resort Corridor's success by continuing to attract a variety of high-quality hospitality, restaurant, retail, office, and entertainment venues to the Corridor.*

**Response:** The addition of Neighborhood Commercial with restaurant uses will integrate well with the surrounding mix of land uses established along this Resort Corridor. These commercial uses will continue to attract visitors to the area due to the range offerings, including hotels with conference centers, shopping, restaurants, office/employment, cultural and support services.

### **COMMUNITY MOBILITY**

#### ***Goal CM 1***

*Increase the range of mobility options available to the area residents and businesses.*

- ***Policy CM 1.1***

*Develop an effective range of safe, reliable, and where feasible, less congested mobility systems for Southern Scottsdale.*

- ***Policy CM 1.3***

*Provide continuous pedestrian and bicycle pathway access between Regional Centers and Activity Areas, Corridors, park and open spaces and transit systems.*

**Response:** The existing network of mobility options associated with this Property make it ideal for Neighborhood Commercial redevelopment. Scottsdale Road is a major arterial providing primary north-south connection to through Scottsdale, which has a significant concentration of employment, retail, resort, residential and entertainment land uses. Additionally, Valley Metro Route 72 traverses Scottsdale Road, from Chandler Boulevard to



Thompson Peak Parkway. There is an existing bus stop directly adjacent to the Property and on the east side of Scottsdale Road (The Forum), and thus, the existing and proposed sidewalk connections will tie to these bus stops for convenience. Scottsdale Road has a designated bike lane in the right-of-way. The site is also a little over one mile west of Indian Bend Wash, the City's most predominate open space corridor with a network of continuous pedestrian and bicycle pathways. Redevelopment within the Resort Corridor with a range of employment, retail and residential uses and established multi-modal transportation options reduces the number and distance of automobile trips, improves air quality, thereby enhancing the quality of life for surrounding residents.

The anticipated daily traffic counts for the proposed C-1 development with two restaurants is 1,144 trips as compared to the existing R-4R zoning designation and previous development for the site with a daily trip generation of 720 (see Trip Generation Report).

### **OPEN SPACE & RECREATION**

#### ***Goal OSR 1***

*Develop, improve, maintain and enhance the quality of Southern Scottsdale's open space environments.*

#### **• *Policy ORS 1.2***

*Protect mature vegetation while encouraging indigenous and adaptive plan materials to inhabit open and recreational spaces, streetscapes and private development landscaping throughout Southern Scottsdale.*

**Response:** To maintain Scottsdale's aesthetic values and environmental standards, the perimeter streetscapes and internal landscape improvements will provide continuity through the cohesive use of mature desert landscaping and hardscape design elements for the proposed development. The patios spaces provide a gathering space for patrons and will link directly into pedestrian pathways leading to and from the site.

## **VI. Scottsdale Sensitive Design Principles**

The Character and Design Element of the General Plan states that “Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran desert environment, all of which are considered amenities that help sustain our community and its quality of life.” The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property.

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

**Response:** The proposed architectural character takes inspiration from the surrounding area through the use of similar materials, colors and architectural detailing. The building character and massing is complementary to the surrounding development including the newly remodeled Lincoln Village retail center and restaurant pads to the north, as well as the residential communities (Alamos to the south and the new Enclave project to the northwest). The proposed low-scale Neighborhood Commercial development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating indoor/outdoor restaurant spaces.

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

**Response:** Although the setting of this redevelopment site is urban in character and does not have natural features such as washes and natural area open space, the developer has taken special consideration in maintaining view corridors for the Alamos residents and providing ample open space (20,776 s.f. provided with redevelopment).

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

**Response:** The Property is a redevelopment site. All landscaping will consist of low water use desert appropriate landscaping materials.

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

**Response:** The proposed redevelopment will preserve and restore natural habitats and ecological processes through the inclusion of additional desert appropriate landscaping (and some integration of native plants). The site has 11,578 square feet of required open space, an increase from the existing condition (20,776 s.f. provided with redevelopment). Additional landscaping will contribute to the urban habitat for wildlife and improved air quality. Also,



desert appropriate plants will be able to withstand the variations of the local climate and as they mature they will become self-sustaining relative to water demand. The existing runoff flow patterns coming from the west and through this site toward Scottsdale Road are maintained with the proposed development. The proposed development reduces the runoff generated on-site due to increased green space and onsite retention compared to existing conditions.

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

**Response:** Pedestrian circulation both around and through the site is an important feature of the project, as numerous residential, retail, resort, and office uses are within walking distances from this site. The redevelopment of this site will implement the Scottsdale Road Streetscape Design Guidelines by moving the sidewalk off the curb, providing an 8' wide sidewalk and installing approved street trees.

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

**Response:** The subject Property falls within the Scottsdale Road Resort Corridor and is surrounded by a range of uses including two restaurant pads to the north, the Lincoln Village retail center to the north, Alamos Condominiums to the south, The Enclave residential community to the northwest, the Cottonwoods Resort to the west, and Scottsdale Forum office building and Hilton Village retail center to the east of Scottsdale Road. The Property is walking distance to an established commercial core including a grocery store, support services, residential, office and hotels, and as such, the site plan has been designed with an emphasis on pedestrian connectivity enhancing walkability of the Resort Corridor. The site is also a little over one mile west of Indian Bend Wash, the City's most predominate open space corridor with a network of continuous pedestrian and bicycle pathways. Developing Neighborhood Commercial along the Resort Corridor with a range of employment, retail and resort uses and established multi-modal transportation options reduces the number and distance of automobile trips, improves air quality, thereby enhancing the quality of life for surrounding residents and visitors.

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

**Response:** The proposed development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design. A detailed pedestrian circulation plan is provided with the application showing connectivity from the site to the north, south, east and west and well connections through the site benefiting adjacent property owners and nearby retail/resort patrons.



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

**Response:** The proposed one or two-story restaurant buildings are compatible with surrounding development and are appropriately setback from Scottsdale Road. Building articulation and use of indigenous materials also creates a balance to the Scottsdale Road streetscape.

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

**Response:** The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate.

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

**Response:** Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer will explore sustainable design elements and green building methods where feasible.

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

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

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

**Response:** The proposed development will maintain a low-water use plant palette (see landscape plan). Context appropriate desert plant materials will be utilized with the development of the Property, consistent with the established vegetative pattern along Scottsdale Road.

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

**Response:** Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for patrons and pedestrians.

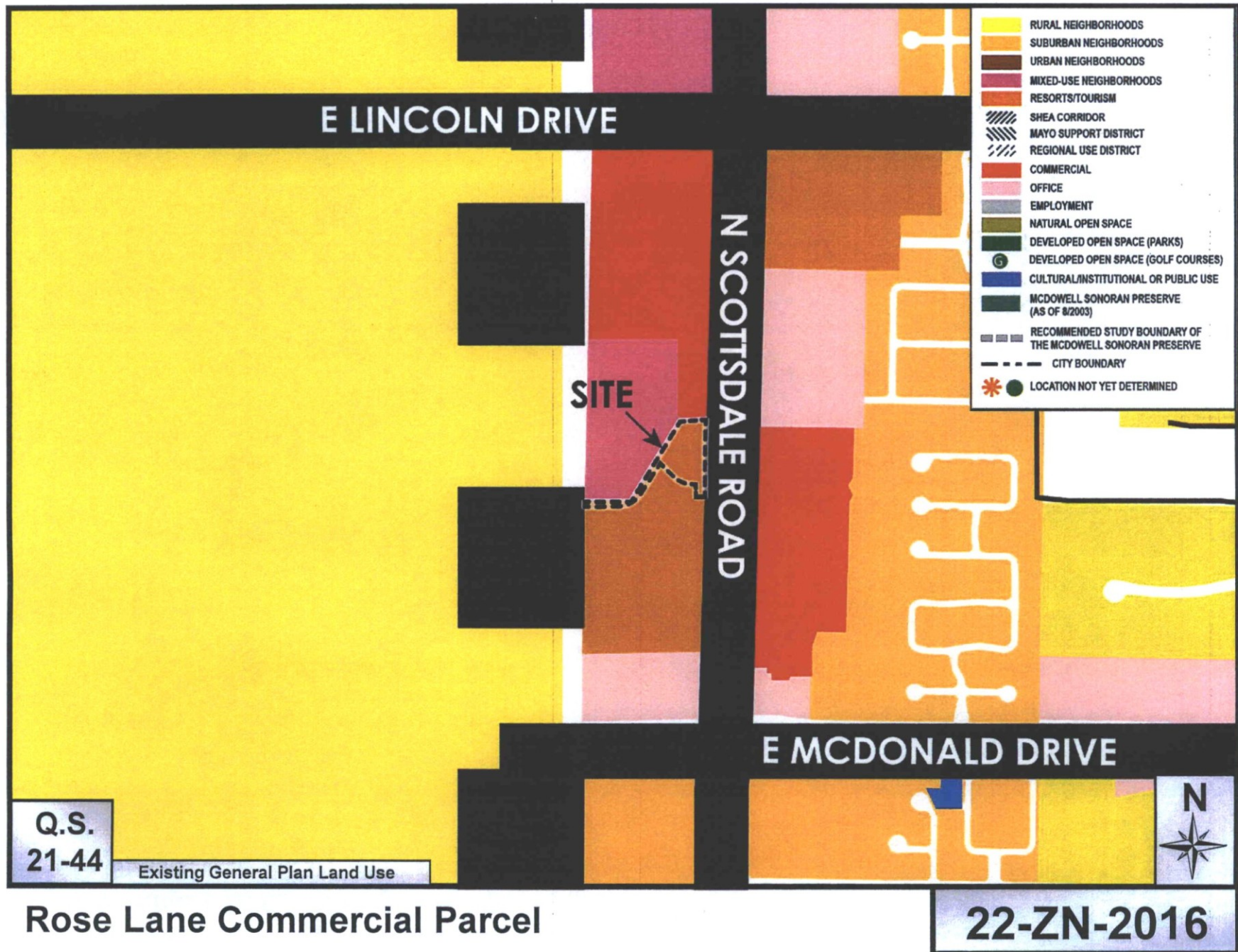
**14. *Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.***

**Response:** Project identification will be low-scale and contextually appropriate.

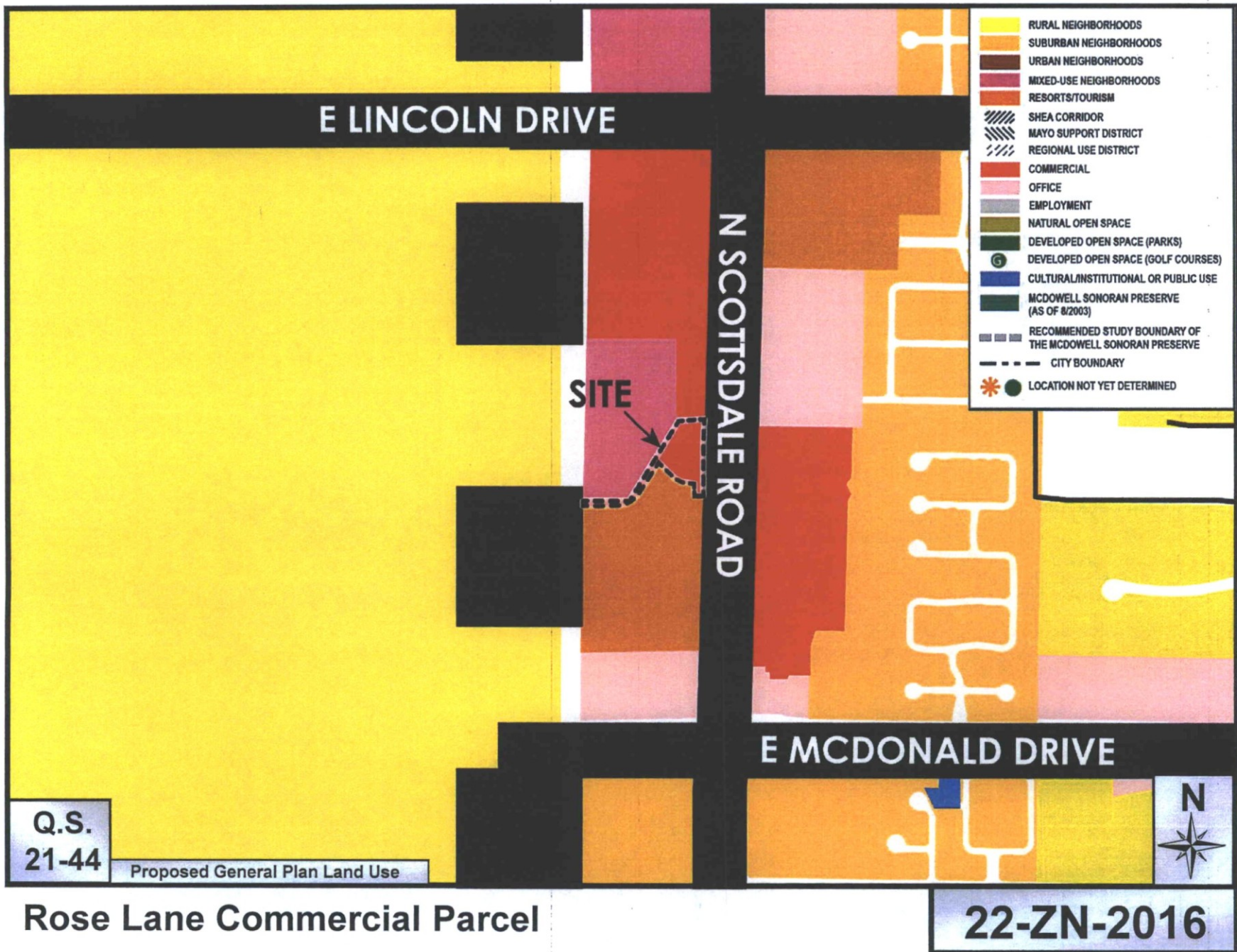


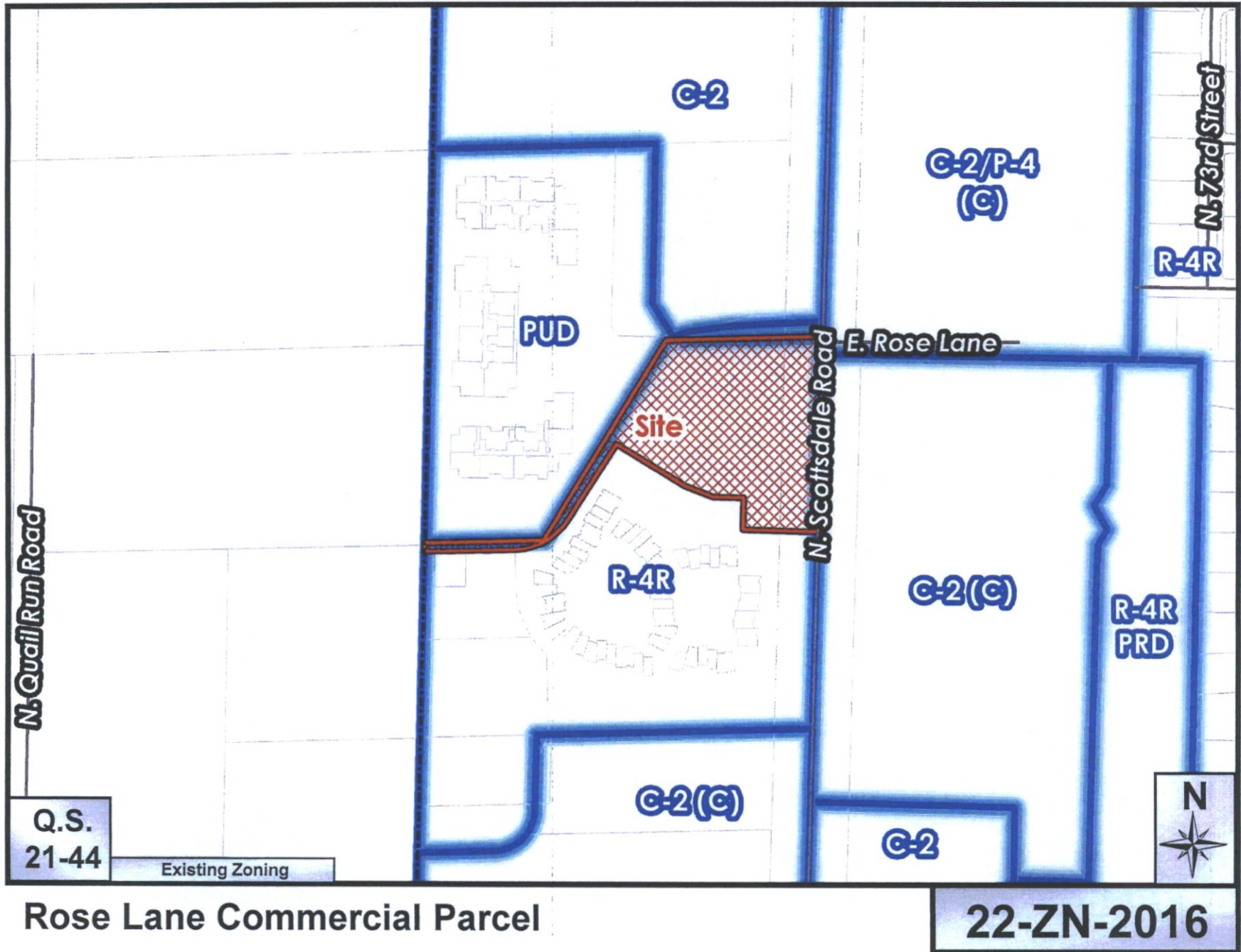
## **VII. Conclusion**

In summary, the applicant is seeking a non-major GPA on a 2.6+/- gross acre site from the Resort/Tourism land use category to the Neighborhood Commercial land use category and a rezoning from R-4R to C-1 to create two new restaurant sites with outdoor patios. The proposal to redevelop this Property from an underutilized conference center to a Neighborhood Commercial use will bring additional restaurant options for nearby residents, resort patrons and office employees further bolstering the economic success of surrounding Scottsdale businesses. Additionally, the integration of Neighborhood Commercial in this location will not only strengthen the nearby existing residential, resort, retail, office and cultural uses, but will uphold the City's goals and policies set forth in the General Plan and SSCAP.

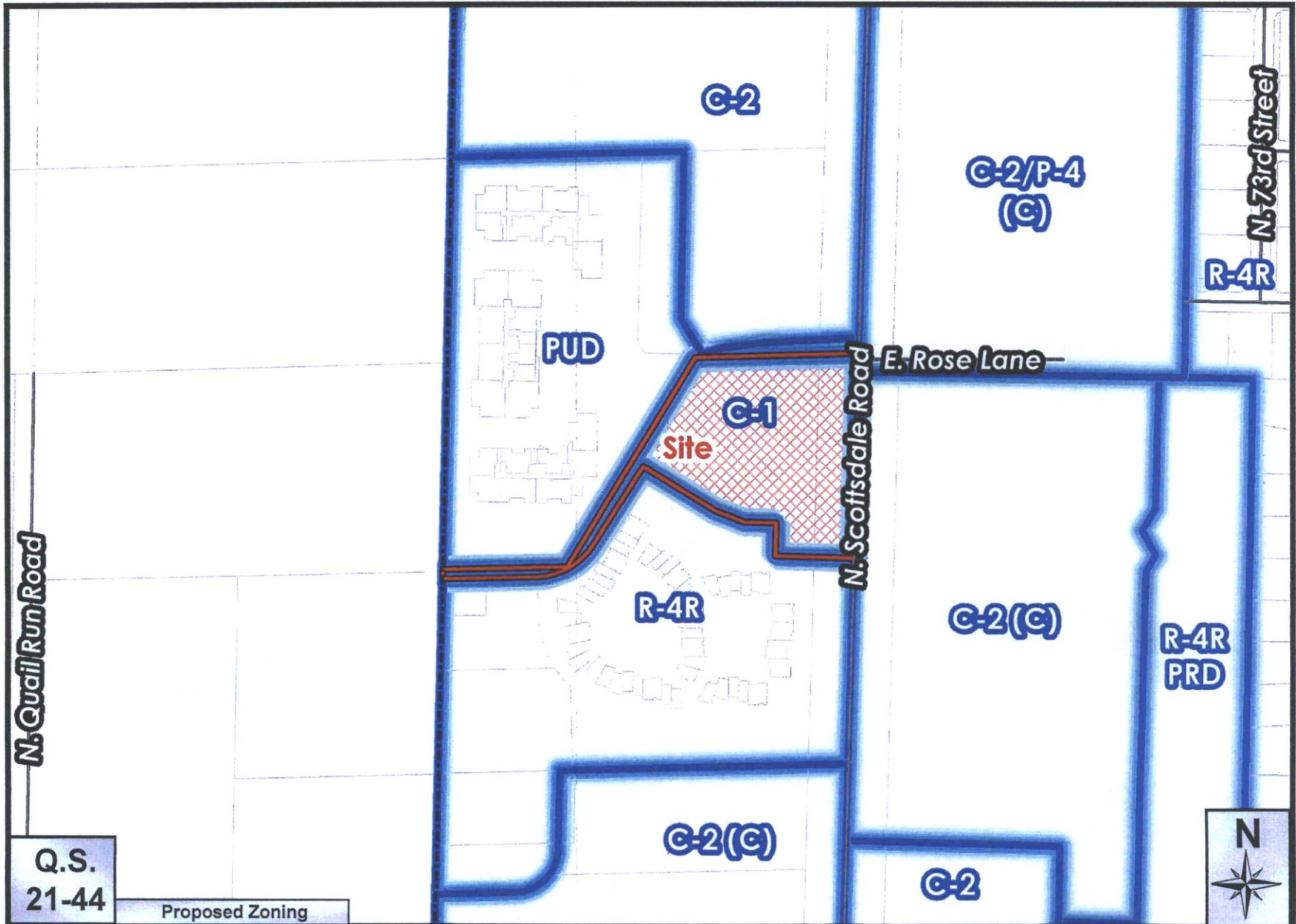












Rose Lane Commercial Parcel

22-ZN-2016





1 SITE CONTEXT AERIAL  
SCALE: N.T.S.



## PROJECT DATA

PROJECT DESCRIPTION: REZONING OF A PARCEL ALONG SCOTTSDALE ROAD FROM R4-R TO C-1. REZONING WOULD ALLOW POTENTIAL DEVELOPMENT OF THE PARCEL, PLANS SHOW TWO CONCEPTUAL BUILDINGS ON THE SITE, EACH 4,000 S.F. RESTAURANT WITH A 1,000 S.F. ATTACHED PATIO.

ADDRESS:  
6160 NORTH SCOTTSDALE ROAD  
SCOTTSDALE, ARIZONA 85253

A.P.N.: 174-65-012G

LOT SIZE:  
69,929 SF (1.6053 ACRES)

CURRENT ZONING: (R4-R) RESORT

PROPOSED ZONING: (C-1)  
NEIGHBORHOOD COMMERCIAL

**PHX**  
ARCHITECTURE  
LIVING + ARCHITECTURE

1590 H. GREENWAY-HAYDEN LOOP  
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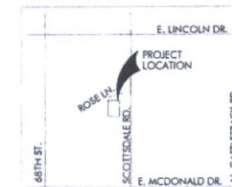
Parcel 174-65-012G  
6160 N. Scottsdale Road  
Scottsdale, AZ 85253



Expires: 06/30/2020

## VICINITY MAP

SCALE: NOT TO SCALE

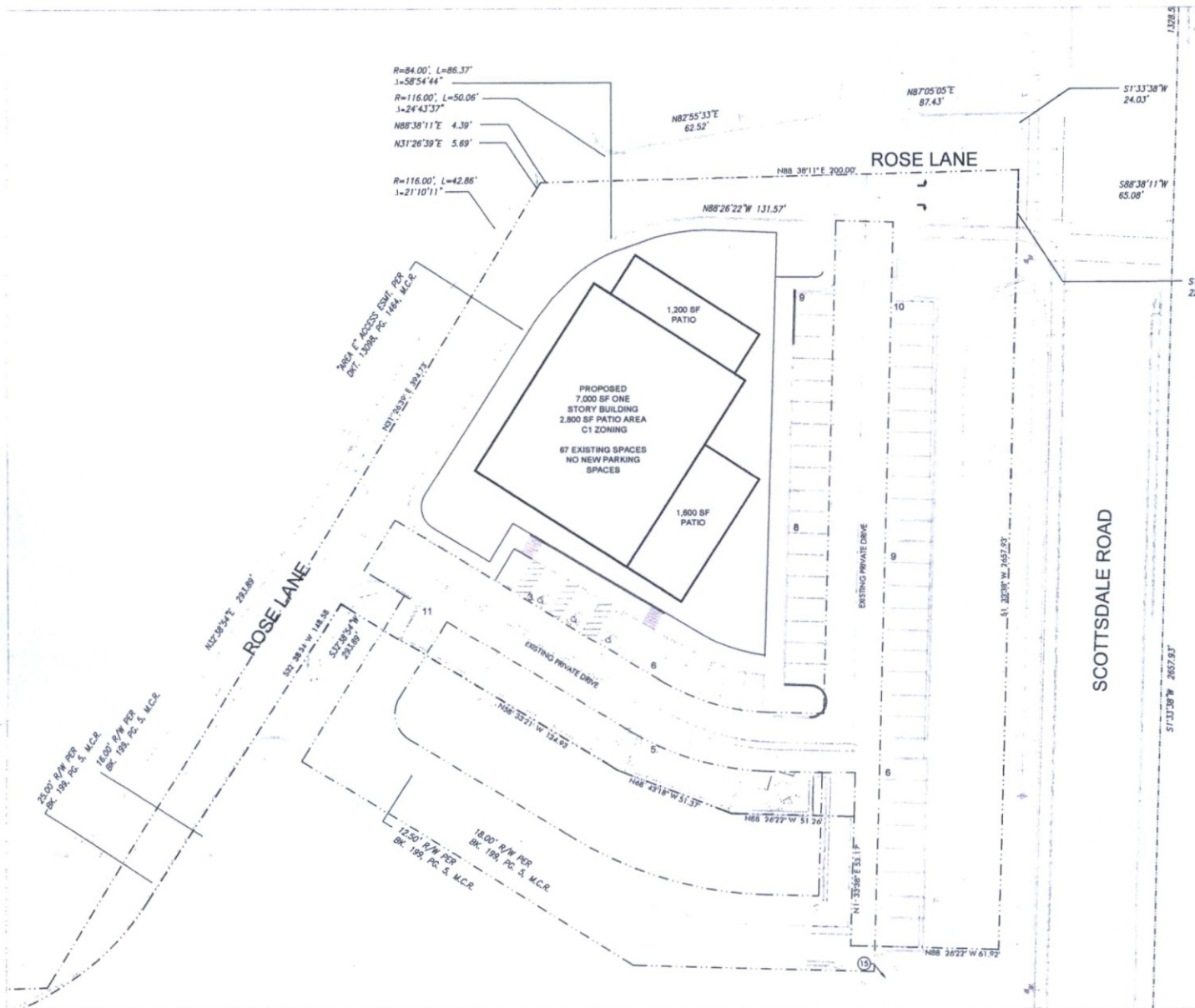


15126  
MAY 12, 2017

CONTENTS  
SITE  
CONTEXT  
N.T.S.

A103





1 CONCEPTUAL SITE PLAN - OPTION B: ONE BUILDING ONE STORY  
SCALE: 1" = 20'-0"



# PROJECT DATA

ADDRESS:  
6160 NORTH SCOTTSDALE ROAD  
SCOTTSDALE, ARIZONA 85253

A.P.N.: 174-65-012G

LOT SIZE:  
69,929 SF (1.6053 ACRES)

CURRENT ZONING: (R4-R) RESORT

PROPOSED ZONING: (C-1)  
NEIGHBORHOOD  
COMMERCIAL

SETBACKS:  
SIDE AND REAR YARDS:  
25'-0" SETBACK FROM MULTIFAMILY  
50'-0" SETBACK FROM SINGLE FAMILY  
(SCOTTSDALE ZONING CODE, SECT. 5.1304)

BUILDING HEIGHT:  
36'-0" (MAX. ALLOWABLE) ZONING CODE  
32'-0" (PROPOSED BUILDING HEIGHT)

PROPOSED BUILDING AREA:  
BUILDING: 7,000 S.F.  
2,800 S.F. PATIO

FLOOR AREA RATIO:  
BUILDING AREA / LOT AREA  
7,000 / 60,429 = 0.1158 F.A.R.  
MAX. ALLOWABLE = 0.80  
(SCOTTSDALE ZONING CODE, SECT. 5.1404)

PARKING CALCULATIONS:  
1 SPACE PER 120 S.F. GROSS FLOOR AREA  
1 SPACE PER 350 S.F. OUTDOOR PATIO AREA  
(SCOTTSDALE ZONING CODE, TABLE 9.103.A)  
GROSS FLOOR AREA = 7,000 SF / 120 = 59  
OUTDOOR PATIO AREA = 2,800 / 350 = 8  
TOTAL PARKING REQUIRED = 67 SPACES

EXIST. PARKING PROVIDED = 67 SPACES (PER  
ALTA)  
NEW PARKING STALLS ADDED = 0 SPACES  
TOTAL PARKING PROVIDED = 67 SPACES

ACCESSIBLE PARKING REQUIRED:  
67 SPACES REQUIRED X .04 = 2.68  
3 ACCESSIBLE SPACES REQUIRED / 3 EXIST

BICYCLE PARKING:  
PROPERTY REQUIRES 67 PARKING SPACES  
THEREFORE 6.7 MINIMUM BICYCLE SPACES REQ.  
(SCOTTSDALE ZONING CODE, SECT. 9.103.C)

OPEN SPACE CALCULATIONS:  
MIN. OPEN SPACE:  
NET LOT AREA X 0.10 = 69,929 SF = 6,992 SF.



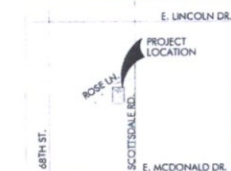
All plans, drawings, specifications, contracts, etc., for this project, shall be subject to the review and approval of the City of Scottsdale, Arizona. The use of this drawing and the construction of the project shall be subject to the review and approval of the City of Scottsdale, Arizona. The use of this drawing and the construction of the project shall be subject to the review and approval of the City of Scottsdale, Arizona.

Parcel 174-65-012G  
6160 N. Scottsdale Road  
Scottsdale, AZ 85253



# VICINITY MAP

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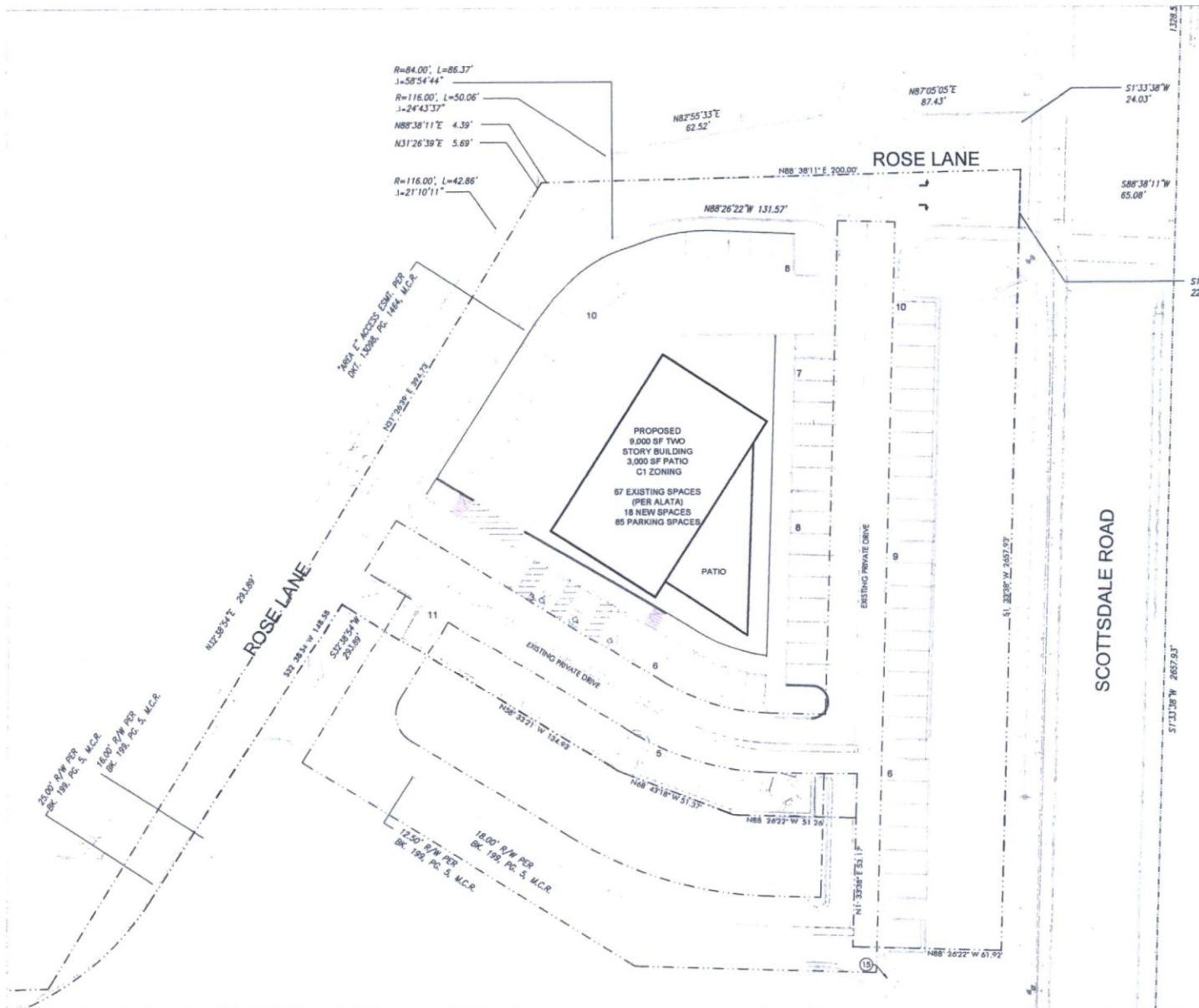


15126  
MAY 12, 2017

CONCEPTUAL  
SITE PLAN

1" = 20'-0"

A101



1 CONCEPTUAL SITE PLAN - OPTION C: ONE BUILDING TWO STORIES  
SCALE: 1" = 20'-0"



# PROJECT DATA

ADDRESS:  
6160 NORTH SCOTTSDALE ROAD  
SCOTTSDALE, ARIZONA 85253

A.P.N.: 174-65-012G

LOT SIZE:  
69,929 SF (1.6053 ACRES)

CURRENT ZONING: (R4-R) RESORT

PROPOSED ZONING: (C-1)  
NEIGHBORHOOD  
COMMERCIAL

SETBACKS:  
SIDE AND REAR YARDS:  
25'-0" SETBACK FROM MULTIFAMILY  
50'-0" SETBACK FROM SINGLE FAMILY  
(SCOTTSDALE ZONING CODE, SECT. 5.1304)

BUILDING HEIGHT:  
36'-0" (MAX. ALLOWABLE) ZONING CODE  
32'-0" (PROPOSED BUILDING HEIGHT)

PROPOSED BUILDING AREA:  
BUILDING: 9,000 S.F.  
3,850 S.F. PATIO

FLOOR AREA RATIO:  
BUILDING AREA / LOT AREA  
12,850 / 60,429 = 0.165 F.A.R.  
MAX. ALLOWABLE = 0.80  
(SCOTTSDALE ZONING CODE, SEC. 5.1404)

PARKING CALCULATIONS:  
1 SPACE PER 120 S.F. GROSS FLOOR AREA  
1 SPACE PER 350 S.F. OUTDOOR PATIO AREA  
(SCOTTSDALE ZONING CODE, TABLE 9.103.A)  
GROSS FLOOR AREA = 9,000 SF / 120 = 75  
OUTDOOR PATIO AREA = 3,500 / 350 = 10  
TOTAL PARKING REQUIRED = 85 SPACES

EXIST. PARKING PROVIDED = 67 SPACES  
(PER ALTA SURVEY)  
NEW PARKING STALLS ADDED = 18 SPACES  
TOTAL PARKING PROVIDED = 85 SPACES

ACCESSIBLE PARKING REQUIRED:  
85 SPACES REQUIRED X .04 = 3.4  
4 ACCESSIBLE SPACES

BICYCLE PARKING:  
PROPERTY REQUIRES 85 PARKING SPACES  
THEREFORE 8.5 MINIMUM BICYCLE SPACES REQ  
9 BICYCLE PARKING SPACES TO BE PROVIDED.  
(SCOTTSDALE ZONING CODE, SECT. 9.103 C)



1590 N. GILBERT AVENUE, SUITE C-100  
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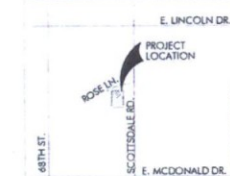
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Parcel 174-65-012G  
6160 N. Scottsdale Road  
Scottsdale, AZ 85253



# VICINITY MAP

SCALE: NOT TO SCALE



15126

MAY 12, 2017

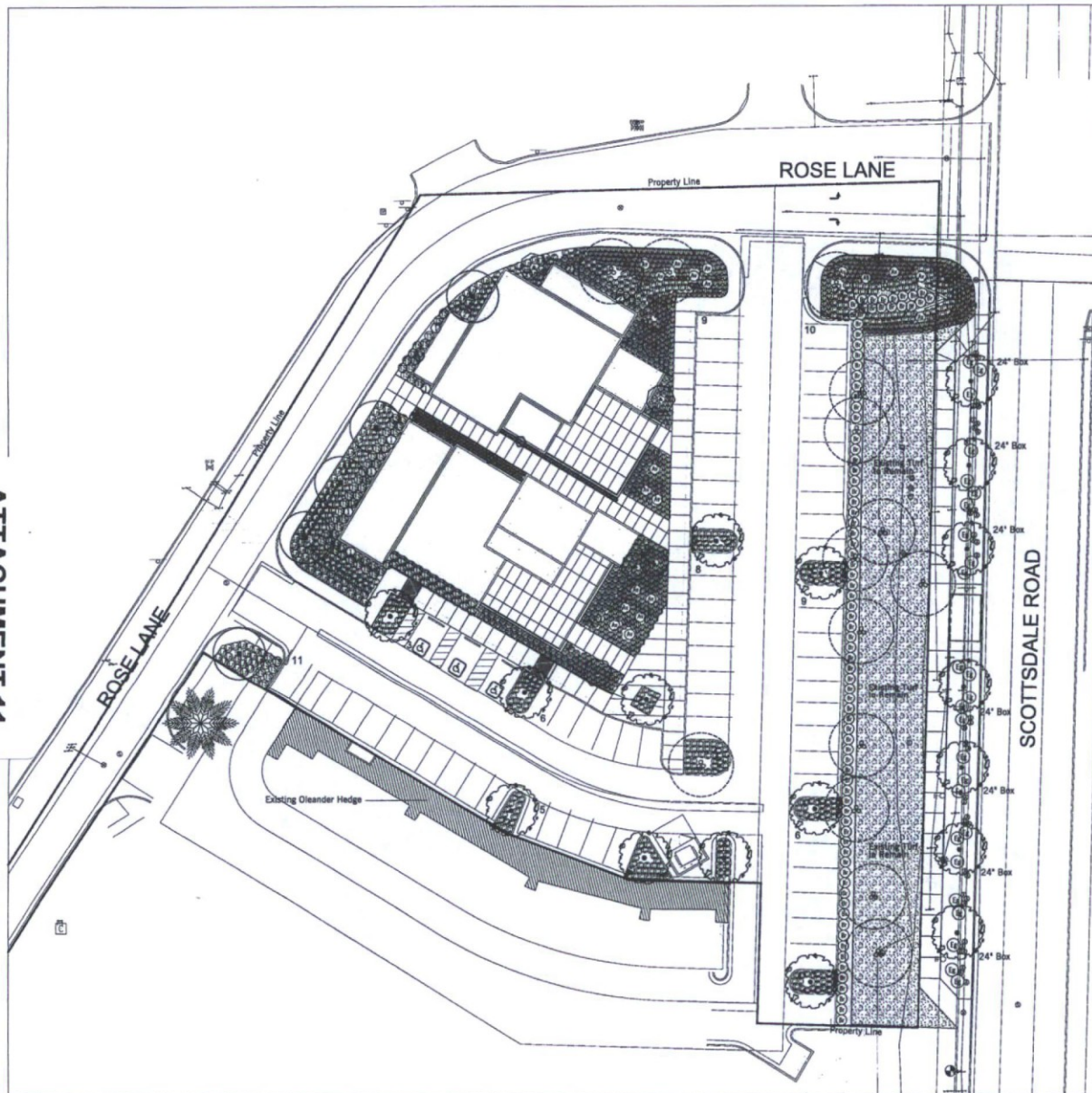
CONCEPTUAL

SITE PLAN

1" = 20'-0"

A101





**1 LANDSCAPE PLAN**  
SCALE: 1" = 20'-0"



## Plant List

### Trees

Symbol	Botanical name	Common Name	Size
	<i>Ulmus parvifolia</i> 'True Green'	Chinese Elm	36" box
	<i>Fouquieria splendens</i>	Ocotillo	24" box
	<i>Olea europaea</i> 'Sloan Hill'	Fruitless Olive	24" box - as noted 48" box
	Existing Olive to Remain		

### Shrubs, Perennials, and Annuals

Symbol	Spacing	Botanical name	Common Name	Size
Av	-	Agave desmettiana ++	Smooth Agave	15 gal
A	24" o.c.	Aloe vera	Medicinal Aloe	1 gal
Br	48" o.c.	Bougainvillea 'Barbara Karst'	Barbara Karst Bougainvillea	5 gal
C	30" o.c.	Callistemon 'Little John'	Dwarf Callistemon	5 gal
Eg	60" o.c.	Eremophila glabra 'Mingenew Gold'	Outback Sunrise Emu	1 gal
LA	36" o.c.	Lantana x 'New Gold'	No Common Name	1 gal
m	30" o.c.	Muhlenbergia rigens	Pink Muhly	1 gal
n	24" o.c.	Nassella tenuissima	Mexican Feather Grass	1 gal
k	18" o.c.	Ruellia brittonia 'Katie'	Dwarf Katie Ruellia	1 gal
TS	48" o.c.	Tecoma stans	Yellow Bells	5 gal

### Vines and Espaliers

Symbol	Botanical name	Common Name	Size
2	<i>Maccladya unguis-cati</i>	Cat's Claw	5 gal Staked
1	<i>Bougainvillea</i> species	No Common Name	5 gal Staked

15990 N. GREENWAY-HAYDEN  
LOOP  
SUITE C-100  
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**burton**  
Landscape Architecture Studio  
307 S Cedros Solana Beach Ca 92075  
858 794 7204 T 858 794 7207 F  
[www.burton-studio.com](http://www.burton-studio.com)

Parcel 174-65-012G  
6160 N. Scottsdale Road  
Scottsdale, AZ 85253



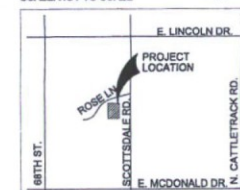
Expires: 30 Sep 17

DRAIN BY:

REVISIONS:

## VICINITY MAP.

SCALE: NOT TO SCALE



PROJECT NO: 15428

DATE: 11-18-2018

May 12, 2017

## CONTENTS:

### Conceptual Landscape Plan

SCALE:

$$1'' = 20'-0''$$

DRAWING NUMBER:

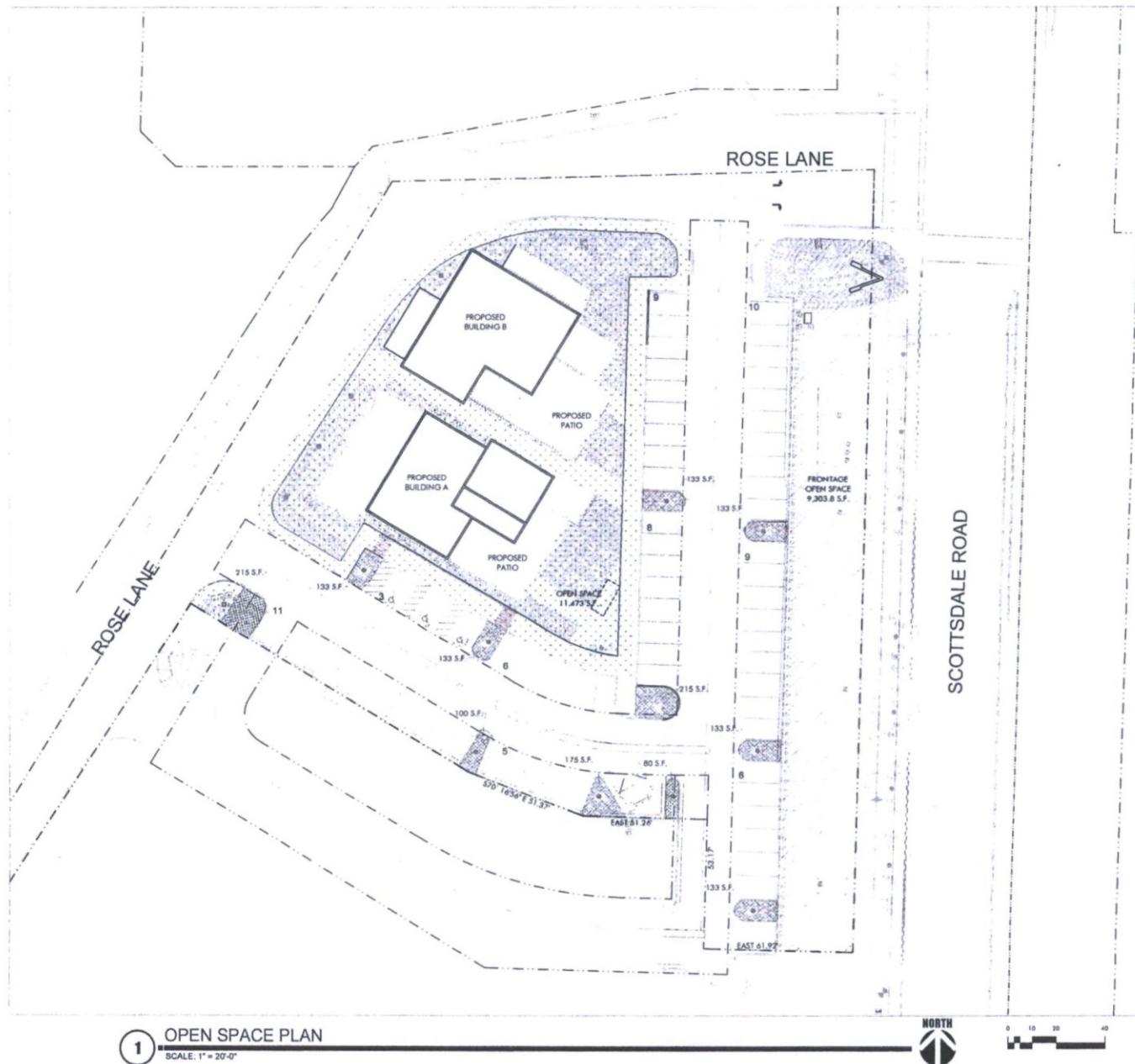
### Isolation

101

1111

LIV

22-ZN-2016  
5/31/2017

**PROJECT DATA**

PROJECT DESCRIPTION: REZONING OF A PARCEL ALONG SCOTTSDALE ROAD FROM R4-R TO C-1. REZONING WOULD ALLOW POTENTIAL DEVELOPMENT OF THE PARCEL, PLANS SHOW TWO CONCEPTUAL BUILDINGS ON THE SITE, EACH 4,000 S.F. RESTAURANT WITH A 1,000 S.F. ATTACHED PATIO.

ADDRESS:  
6160 NORTH SCOTTSDALE ROAD  
SCOTTSDALE, ARIZONA 85253

A.P.N.: 174-65-012G

LOT SIZE:  
69,929 SF (1.6053 ACRES)

CURRENT ZONING: (R4-R) RESORT

PROPOSED ZONING: (C-1)  
NEIGHBORHOOD COMMERCIAL

**OPEN SPACE CALCS.****REQUIRED OPEN SPACE:**

OPEN SPACE CALCULATIONS:

MIN. OPEN SPACE, NET LOT AREA X 0.10  
69,929 SF X 0.10 = 6,992.9 SF  
(SCOTTSDALE ZONING CODE, SEC. 5.1304 C1a)

**FOR BUILDINGS OVER 12':**

MIN. OPEN SPACE REQUIRED = 0.04 X THE  
NET LOT AREA FOR EACH FOOT ABOVE 12 FEET  
(IN THIS CASE 28' 15" ABOVE THE 12' MAIR).  
69,929 X (1.10) + (0.04)(69,929)(14) = 10,908.9 SF  
OPEN SPACE REQUIRED = 10,909 SF  
(SCOTTSDALE ZONING CODE, SEC. 5.1304 C1b)

**FRONTAGE OPEN SPACE MIN.:**

0.50 X TOTAL OPEN SPACE REQUIRED  
0.50 X 10,909 = 5,454.5 SF  
FRONTAGE OPEN SPACE REQD. = 5,456 SF  
FRONTAGE OPEN SPACE PROVIDED = 9,303 SF  
(SCOTTSDALE ZONING CODE, SEC. 5.1304 C2a)

THE REMAINDER OF THE TOTAL OPEN SPACE,  
LESS THE FRONTAGE SHALL BE COMMON OPEN  
SPACE OPEN SPACE MIN.  
OPEN SPACE REQUIRED = 10,909 SF  
COMMON OPEN SPACE PROVIDED = 11,473 SF  
(SCOTTSDALE ZONING CODE, SEC. 5.1304 C2b)

PARKING AREA OPEN SPACE = 1,583  
NOT INCLUDED IN THE REQUIRED OPEN SPACE  
(SCOTTSDALE ZONING CODE, SEC. 5.1304 C3)

TOTAL OPEN SPACE PROVIDED = 22,359 S.F.

**LEGEND:**

FRONTAGE OPEN SPACE  
9,303 S.F.

OPEN SPACE  
11,473 S.F.

PARKING LOT OPEN SPACE  
1,583 S.F.

**VICINITY MAP**

SCALE: NOT TO SCALE



PHX ARCHITECTURE  
LIVING + ARCHITECTURE

**Parcel 174-65-012G**  
**6160 N. Scottsdale Road**  
**Scottsdale, AZ 85253**



15126  
MAY 12, 2017

CONTENTS  
**OPEN SPACE  
PLAN**

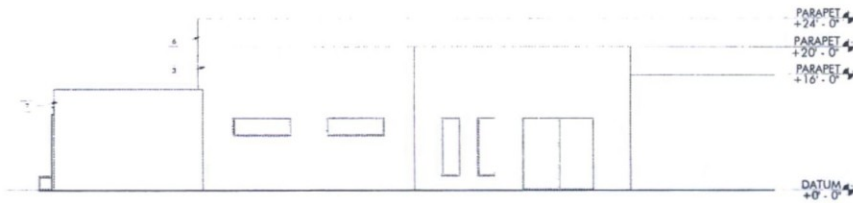
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**A102**

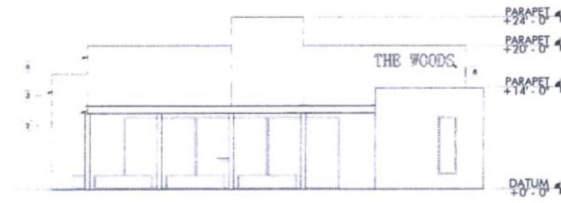
**22-ZN-2016**

**5/31/2017**

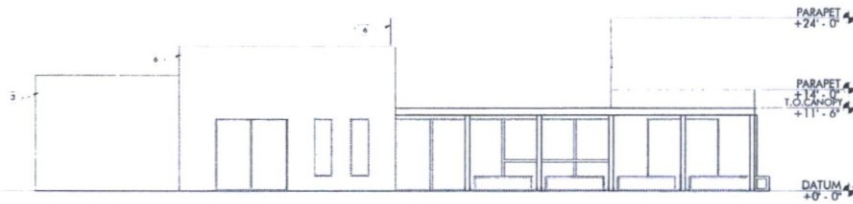




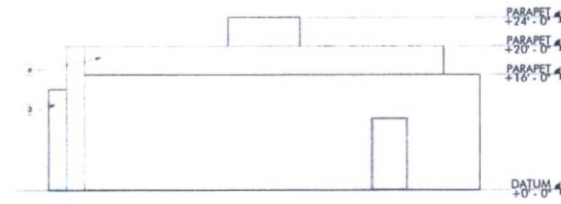
1 CONCEPTUAL NORTH ELEVATION - BUILDING A  
SCALE: 1/8" = 1'-0"



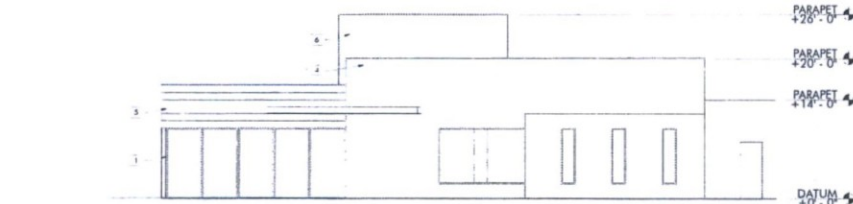
2 CONCEPTUAL EAST ELEVATION - BUILDING A  
SCALE: 1/8" = 1'-0"



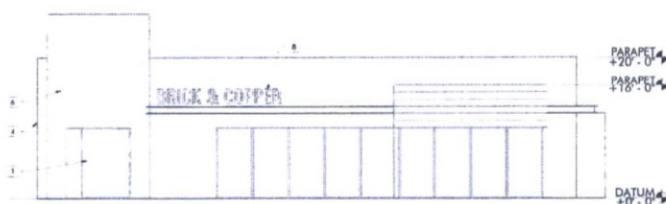
3 CONCEPTUAL SOUTH ELEVATION - BUILDING A  
SCALE: 1/8" = 1'-0"



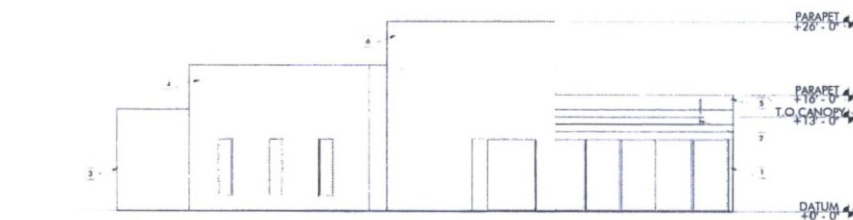
4 CONCEPTUAL WEST ELEVATION - BUILDING A  
SCALE: 1/8" = 1'-0"



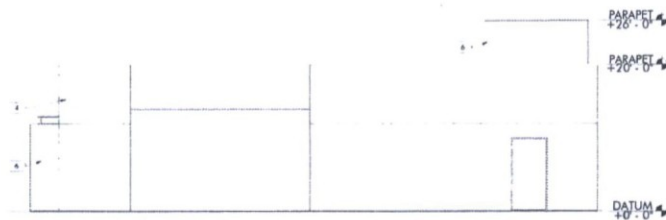
5 CONCEPTUAL NORTH ELEVATION - BUILDING B  
SCALE: 1/8" = 1'-0"



6 CONCEPTUAL EAST ELEVATION - BUILDING B  
SCALE: 1/8" = 1'-0"



7 CONCEPTUAL SOUTH ELEVATION - BUILDING B  
SCALE: 1/8" = 1'-0"



8 CONCEPTUAL WEST ELEVATION - BUILDING B  
SCALE: 1/8" = 1'-0"

KEYNOTES

1. STOREFRONT SYSTEM, COLOR DARK BRONZE
2. STEEL CANOPY COLUMNS AND STRUCTURE
3. SMOOTH STUCCO FINISH
4. BRICK VENEER FINISH
5. CORTEN STEEL CLADDING
6. STONE VENEER FINISH
7. ALUCOBOND METAL PANEL CLADDING
8. SIGNAGE UNDER SEPARATE PERMIT

**PHX**  
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All notes, drawings, specifications, contracts, etc., shall be read in conjunction with the drawings. The architect shall be responsible for the accuracy of the information provided. The architect shall not be responsible for the accuracy of the information provided by others. The architect shall not be responsible for the accuracy of the information provided by others. The architect shall not be responsible for the accuracy of the information provided by others.

Parcel 174-65-012G  
6160 N. Scottsdale Road  
Scottsdale, AZ 85253



Expires Mar. 31, 2020

15128

MAY 12, 2017

CONCEPTS  
CONCEPTUAL  
ELEVATIONS

1/8" = 1'-0"

**A602**



# SWC Scottsdale Road & Rose Lane Scottsdale, Arizona

## Traffic Impact Analysis – FIRST REVISION

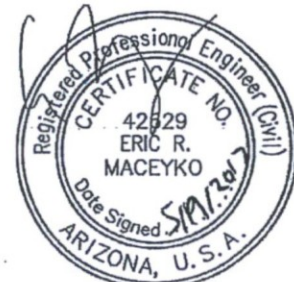
May 2017

Prepared for:  
PV HOTEL VENTURE, SPE LLC

For Submittal to:  
CITY OF SCOTTSDALE

EPS Group Project Number: 16-228

Prepared by: Eric R. Maceyko, P.E., PTOE  
Bryan A. Martin, P.E.



Expires: 6/30/2017

**ACCEPTED**  
CITY OF SCOTTSDALE  
TRANSPORTATION DEPARTMENT

DATE: June 20, 2017

REVIEWER: Alan Ruck



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## ***Executive Summary***

### ***Introduction***

PV Hotel Venture, SPE LLC is proposing a new restaurant development on the southwest corner of Scottsdale Road and Rose Lane in Scottsdale, Arizona. The proposed development encompasses an existing parcel of land on approximately 2.7 acres that previously contained an 8,000 square foot building with 2,000 square feet of patio space. This previous building contained hotel lobby and restaurant uses and was recently demolished.

The existing parcel is being planned for redevelopment to contain either one (1) single-story restaurant pad or two (2) separate two-story restaurant pads, with either option providing a total of 9,000 square feet of indoor building area and 3,000 square feet of outdoor patio area.

### ***Results***

The proposed development is anticipated to generate the following weekday traffic volumes.

Time Period	Day			AM Peak Hour			PM Peak Hour		
	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit	Total
Weekday	572	572	1,144	54	50	104	59	41	100

### ***Recommendations without Proposed Development***

The existing Scottsdale Road / Rose Lane intersection is operating at a level-of-service "B" during both peak hours with some individual movements operating at level-of-service "D" or "E". All instances of level-of-service "D" or "E" occurred on Rose Lane. These levels-of-service are anticipated to continue for ambient 2018 traffic conditions with minor additional delay.

It is also recommended to provide new lane striping on the eastbound Rose Lane approach at its intersection with Scottsdale Road to improve visibility of lane separation.

### ***Recommendations with Proposed Development***

All intersections are anticipated to operate at a level-of-service "B" or better under the 2018 with proposed site traffic conditions. The Scottsdale Road / Rose Lane intersection is anticipated to continue to have some individual movements operating at level-of-service "D" or "E". All instances of level-of-service "D" or "E" occurred on Rose Lane.

It is recommended to implement a revised lane configuration on the eastbound and westbound Rose Lane approaches consisting of separate left-turn and shared through / right-turn lanes.

No significant change in intersection level-of-service is anticipated with the addition of the proposed site traffic.

No additional turn lanes are warranted or recommended.

## ***Introduction***

PV Hotel Venture, SPE LLC is proposing a new restaurant development on the southwest corner of Scottsdale Road and Rose Lane in Scottsdale, Arizona. The proposed development encompasses an existing parcel of land on approximately 2.7 acres that previously contained an 8,000 square foot building with 2,000 square feet of patio space. This previous building contained hotel lobby and restaurant uses and was recently demolished.

The existing parcel is being planned for redevelopment to contain either one (1) single-story restaurant pad or two (2) separate two-story restaurant pads, with either option providing a total of 9,000 square feet of indoor building area and 3,000 square feet of outdoor patio area.

## ***Scope of Study***

There are eight (8) purposes for this analysis:

- ❖ Evaluate existing traffic conditions
- ❖ Estimate future ambient 2018 traffic volumes
- ❖ Evaluate ambient 2018 traffic conditions
- ❖ Estimate new traffic generated by proposed development
- ❖ Assign and distribute new traffic to surrounding street system
- ❖ Determine need for auxiliary lanes at all study intersections
- ❖ Evaluate operation of adjacent streets and intersections with proposed development
- ❖ Determine need for modified traffic control at all study intersections

## ***Proposed Development***

The site is located on the southwest corner of Scottsdale Road and Rose Lane. **Figure 1** provides a vicinity map proximate to the proposed site. **Figure 2** provides an initial site plan for the proposed development representing the two-building option.

The primary road used to access the site is Rose Lane which connects to Scottsdale Road. Rose Lane does not provide through access east or west of Scottsdale Road. Scottsdale Road is the main arterial providing regional access. The existing site has two full access driveways on Rose Lane west of Scottsdale Road, both of which are planned to be utilized by the proposed development. The driveways are labeled as Access A and Access B for the purposes of this analysis.



### Existing Traffic Counts

Approach and departure traffic volumes were collected on Thursday, 28 July 2016 for 24 hours in 15-minute intervals on the following road segments:

- Scottsdale Road, north of Rose Lane
- Scottsdale Road, south Rose Lane
- Rose Lane, east of Scottsdale Road
- Rose Lane, west of Scottsdale Road

Four-hour turning movement traffic counts were also obtained at the Scottsdale Road / Rose Lane intersection on Thursday, 28 July 2016 from 7:00 AM to 9:00 AM, and from 4:00 PM to 6:00 PM. Since July is historically a low traffic volume month, the counts were increased by a monthly adjustment factor. The monthly adjustment factor for July, as provided by the City of Scottsdale, is 1.08. **Figure 4** depicts the adjusted existing weekday traffic volumes. **Figure 5** and **Figure 6** respectively depict the adjusted existing weekday morning and evening peak hour traffic volumes.

The existing traffic volumes are provided in **Appendix A** to this report. Also included in **Appendix A** are tables providing the hourly counts by time of day, and graphs plotting the hourly traffic counts. **Appendix A.1** contains the approach and departure volumes. Also included in this appendix are tables determining the maximum morning and evening hourly volumes and peak hour factors as determined from the approach counts, and graphs plotting the hourly traffic counts. **Appendix A.2** contains the turning movement counts.

Historical traffic data on Scottsdale Road between Lincoln Drive and McDonald Drive is provided by the City of Scottsdale. The volumes were reviewed to determine an appropriate average annual growth rate to obtain predicted 2018 traffic volumes. The City provides historic traffic count data every other year from 1998 to 2014. The current adjusted 2016 traffic volumes collected on Scottsdale Road are also included.

**Table 1** provides the historic traffic volumes by year.

**Table 1: Historic Traffic Volumes Summary**

AVERAGE DAILY TRAFFIC VOLUMES		
YEARS	SCOTTSDALE ROAD	% CHANGE
1998	70,500	-
2000	70,300	0%
2002	50,200	-14%
2004	51,400	1%
2006	47,700	-4%
2008	43,900	-4%
2010	42,400	-2%
2012	43,200	1%
2014	40,700	-3%
2016	43,383	3%
AVERAGE ANNUAL GROWTH		-2%

As can be seen in **Table 1**, growth has been inconsistent with some years reporting increases and other years reporting decreases in traffic volume. Therefore, it was determined that a conservative nominal annual growth rate of 2%, applied linearly to all existing traffic volumes, was appropriate to estimate ambient 2018 traffic volumes. **Figure 7** depicts the ambient 2018 weekday traffic volumes. **Figure 8** and **Figure 9** respectively depict the ambient 2018 weekday morning and evening peak hour traffic volumes.

The existing Cottonwoods Resort, located west of the proposed development with primary access on Rose Lane, is currently undergoing redevelopment. As part of the planning for the redevelopment the *Cottonwoods Resort Traffic and Parking Impact Analysis*, was prepared by Kimley-Horn & Associates in February 2014. Included in this report are the anticipated morning and evening peak hour traffic volumes anticipated with the new development. These traffic volumes were added to the estimated ambient 2018 traffic volumes and are included in **Figure 8** and **Figure 9**. **Appendix B** contains the pertinent excerpts from the previous report.



### Proposed Site – Trip Generation

The estimated trip generation for the proposed development was determined through the procedures and data contained within the Institute of Transportation Engineers (ITE) Trip Generation, 9<sup>th</sup> Edition, published in 2012. This document provides traffic volume data from existing developments throughout North America that can be utilized to estimate vehicle trips that might be generated from proposed developments. The traffic data are provided for 172 different categories. The estimated traffic volume is dependent upon independent variables defined by the characteristics and size of each land use category.

There is considerable data for restaurant developments. The exact nature of the restaurants is currently unknown. Therefore, ITE Land Use Code 931 – Quality Restaurant, and ITE Land Use Code 932 – High Turnover (Sit-Down) Restaurant were utilized for the trip generation analysis. The largest trip generation values from both land use codes were utilized. The independent variable available to predict trips for this land use category is 1,000 Square Feet of Gross Floor Area. It should be noted that ITE specifies that outdoor seating area is not included in the gross floor area for the purposes of calculating trip generation.

The trip generation calculation results for the proposed development are summarized in **Table 3**.

**Table 3: Proposed Development Trip Generation Summary**

Time Period	Day			AM Peak Hour			PM Peak Hour		
	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit	Total
Weekday	572	572	1,144	54	50	104	59	41	100

The same methodology was utilized to determine the estimated trip generation for the previous site. The operation of the previous restaurant use was most similar to the description contained in ITE Land Use Code 931 – Quality Restaurant. Therefore, the data from this land use was utilized for the trip generation analysis. The independent variable available to predict trips for this land use category is 1,000 Square Feet of Gross Floor Area. As previously noted, ITE specifies that outdoor seating area is not included in the gross floor area for the purposes of calculating trip generation.

The trip generation calculation results for the previous development are summarized in **Table 4**.

**Table 4: Previous Development Trip Generation Summary**

Time Period	Day			AM Peak Hour			PM Peak Hour		
	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit	Total
Weekday	360	360	720	3	3	6	40	20	60

**Table 5** summarizes the two (2) trip generation calculations and compares the differences between the trip generation calculations for the previous development and the proposed development. The proposed development is estimated to generate less daily and evening peak hour trips and more morning peak hour trips than the previously approved development.

**Table 5: Trip Generation Comparison Summary**

TIME PERIOD	PREVIOUS	PROPOSED	COMPARISON
WEEKDAY			
Day	720	1,144	424
AM Peak Hour	6	104	98
PM Peak Hour	60	100	40

Appendix E contains the complete trip generation calculations.

### ***Proposed Site – Trip Distribution***

The final determination related to site traffic is the direction the generated traffic utilizes to enter and exit the site. The existing traffic count data and the Maricopa County Association of Governments (MAG) 2020 population estimates were utilized to determine the likely aggregate direction of travel for a radius of 5 miles. **Table 6** provides the anticipated aggregate trip distribution for the proposed development.

**Table 6: Trip Distribution**

DIRECTION OF TRAVEL	% OF TRIPS
Scottsdale Road, North	50%
Scottsdale Road, South	45%
Rose Lane, West	5%

The anticipated site traffic generated by the proposed development was assigned to the adjacent roadway network according to the trip distribution and site layout. **Figure 15** provides the site weekday traffic volumes. **Figure 16** and **Figure 17** respectively provide the site weekday morning and evening peak hour turning movement volumes. **Figure 18** provides the total of the ambient 2018 and proposed site weekday traffic volumes. **Figure 19** and **Figure 20** respectively provide the total of the ambient 2018 and proposed site weekday morning and evening peak hour turning movement volumes.



### **Level-of-Service Analysis with Site**

The level-of-service for the 2018 with site traffic volumes was analyzed for the study intersections and site accesses. Synchro software was utilized to calculate the average delay and level-of-service. All intersections are anticipated to operate at a level-of-service "B" or better under the 2018 with proposed site traffic conditions. The Scottsdale Road / Rose Lane intersection is anticipated to continue to have some individual movements operating at level-of-service "D" or "E". All instances of level-of-service "D" or "E" occurred on Rose Lane.

The average increase in intersection delay with the addition of the proposed site traffic is below:

- Scottsdale Road / Rose Lane
  - Morning Peak Hour: + 0.7 seconds
  - Evening Peak Hour: + 0.6 seconds

No significant change in intersection level-of-service is anticipated with the addition of the proposed site traffic.

Discussions with City staff yielded a request for the inclusion of alternate Rose Lane intersection lane configuration analyses. Two (2) alternate configurations were considered for the eastbound and westbound Rose Lane approaches:

- Alternative 1 – separate left-turn, through, and right-turn lanes
- Alternative 2 – separate left-turn and shared through / right-turn lanes

**Figure 21** and **Figure 22** respectively provide the schematic revised striping layouts with the approximate roadway widths available. Synchro software was also utilized to calculate the average increase in intersection delay with the addition of the proposed site traffic for these two alternative lane configurations. The following results were obtained:

- Scottsdale Road / Rose Lane (Alternative 1)
  - Morning Peak Hour: + 0.5 seconds
  - Evening Peak Hour: + 0.2 seconds
- Scottsdale Road / Rose Lane (Alternative 2)
  - Morning Peak Hour: + 0.8 seconds
  - Evening Peak Hour: + 0.4 seconds

The results of all three analyses yielded only slight differences in intersection level-of-service or average delay. Therefore, it is recommended to implement the Alternative 2 lane configurations as this provides a slightly better overall average delay than the existing configuration, requires only striping modifications, and eliminates the eastbound and westbound through traffic deflection that occurs within the intersection under the existing or Alternative 1 configurations.

The input and output for all three analyses are provided as **Appendix F** to this report. **Figure 23** and **Figure 24** respectively provide the 2018 with site traffic weekday morning and evening peak hour level-of-service for the study intersections utilizing the recommended Alternative 2 lane configurations.

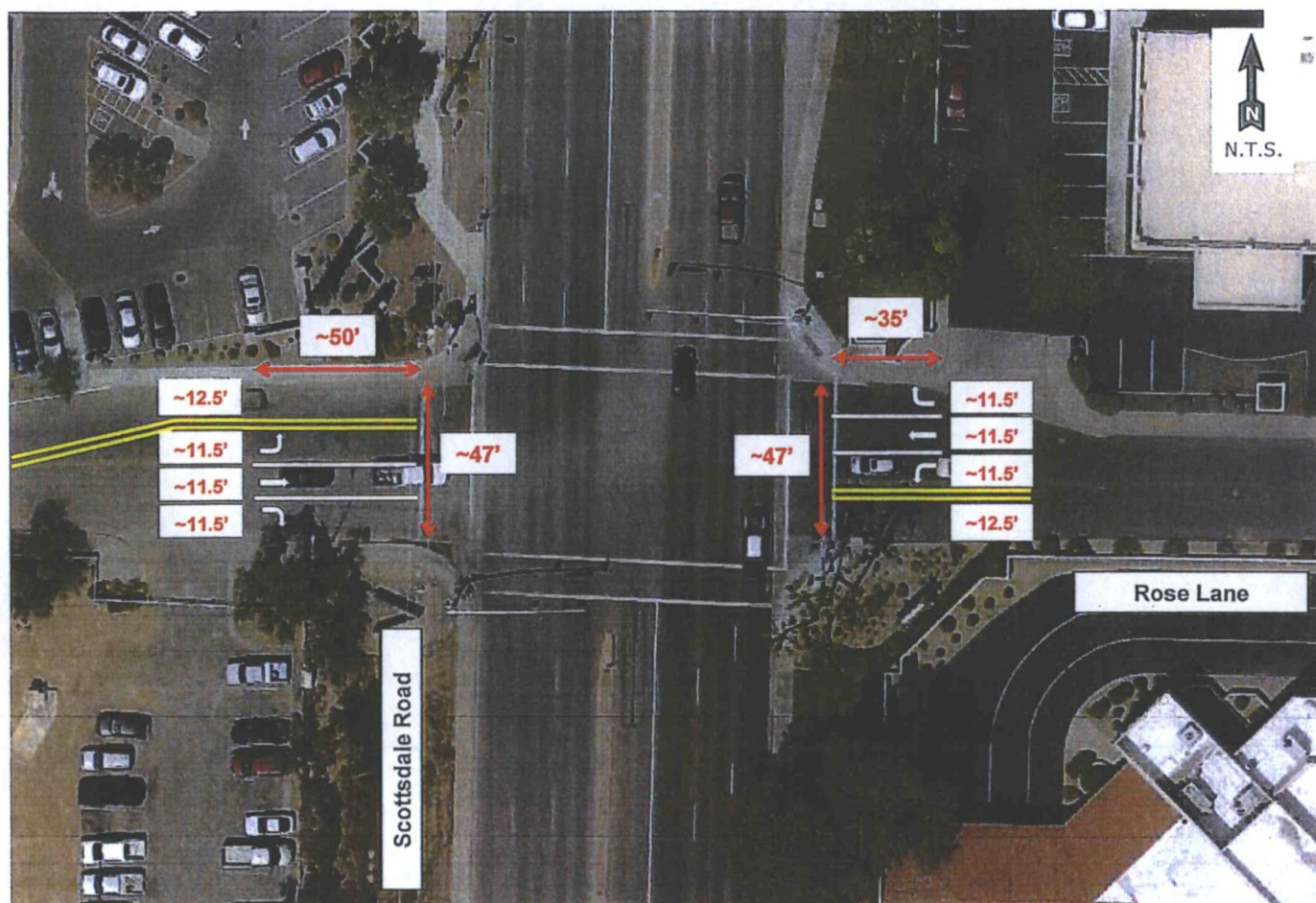


Figure 21: Rose Lane Alternate Lane Configuration – Alternative 1





Figure 22: Rose Lane Alternate Lane Configuration – Alternative 2



### Turn Lane Analysis

The current edition of the *City of Scottsdale Design Standards & Policies Manual* contains criteria regarding the need for deceleration lanes. Per the manual, the following criteria are provided:

"Deceleration lanes are required at all new driveways on major arterials and at new commercial/retail driveways on minor arterials. Deceleration lanes for driveways may also be required on collector streets and for non-commercial/retail driveways on minor arterials. The lane length should be based on the distance needed to allow the vehicle to exit the through lane and slow to a 15 mph travel speed. To determine the need for a deceleration lane on streets classified as a minor arterial or collector, see the following criteria:

- At least 5,000 vehicles per day are expected to use the street;
- The 85<sup>th</sup> percentile traffic speed on the street is at least 35 mph; or 45 mph for a 2 lane (1 lane each direction) roadway;
- At least 30 vehicles will make right turns into the driveway during a 1-hour period."

It was determined that a right-turn deceleration lane is not warranted at any of the site access intersections as neither access meets the above criteria. Additionally, right-turn lanes would have been included at intersections where necessary to provide level-of-service "D" or better. There were no circumstances where this criterion was satisfied.

Synchro also calculates the 95<sup>th</sup> percentile queue lengths. **Table 7** provides the maximum 95<sup>th</sup> percentile queue lengths for left-turn and right-turn lanes for the ambient 2018 and 2018 with proposed site traffic conditions during the weekday peak morning and evening hours.

**Table 7: 95<sup>th</sup> Percentile Queue Length Calculations**

MOVEMENT	EXISTING TURN-LANE STORAGE	AMBIENT 2018		2018 WITH SITE	
		AM PEAK	PM PEAK	AM PEAK	PM PEAK
1 - SCOTTSDALE ROAD and ROSE LANE					
NORTHBOUND					
Northbound Left	165'	6'	16'	12'	24'
SOUTHBOUND					
Southbound Left	170'	15'	62'	18'	63'
EASTBOUND					
Eastbound Right (Left)	50'	0'	0'	(70')	(71')
WESTBOUND					
Westbound Right (Left)	35'	0'	46'	(30')	(100')

The calculated 95<sup>th</sup> percentile queue lengths generally lie within the turn-lane storage length available where turn lanes already exist. Some excessive queuing is anticipated for the eastbound and westbound turn lanes at the Scottsdale Road / Rose Lane intersection during ambient 2018 and 2018 with proposed site traffic conditions. This condition is primarily due to the minimal turn lane storage length provided or available on the Rose Lane approaches. It was observed that the excess queue did not impede overall intersection operation.

It was also noted that the existing eastbound Rose Lane approach at its intersection with Scottsdale Road does currently provide a dedicated through / left-turn lane and dedicated right-turn lane. However, due to the poor condition of the striping this separation may be difficult for drivers to discern and may contribute to instances of excess queuing. It is recommended to refresh the striping to maintain adequate separation of turn movements.



### ***Collision Analysis***

Collision experience from 2013 through 2015 was provided by the City of Scottsdale for the intersection of Scottsdale Road / Rose Lane and for the Scottsdale Road segment immediately north and south of Rose Lane. A copy of the data is provided as **Appendix G**.

At the Scottsdale Road / Rose Lane intersection there were a total of 12 collisions from 2013 to 2015. There were a total of 4 sideswipe (same direction) collisions, 3 rear-end collisions, 3 left-turn collisions, 1 angle collision, and 1 head-on collision. There were no fatal collisions and 1 incapacitating injury collision. All collisions, with one exception, involved vehicles traveling northbound and / or southbound on Scottsdale Road. The one exception involved a vehicle traveling westbound on Rose Lane. The Year 2015 contained the most reported collisions with a total of 6 collisions. There were not a significant number of crashes at this intersection nor was there a discernable pattern in the collision manner or direction of travel.

For the Scottsdale Road segment north and south of Rose Lane there were a total of 9 collisions from 2013 to 2015. There were 7 rear-end collisions, and 2 sideswipe (same direction) collisions. There were no fatal collisions and 2 incapacitating injury collisions, one of which involved alcohol. There were not a significant number of crashes on this road segment nor was there a discernable pattern in the collision manner or direction of travel.

***Recommendations without Proposed Development***

The existing Scottsdale Road / Rose Lane intersection is operating at a level-of-service "B" during both peak hours with some individual movements operating at level-of-service "D" or "E". All instances of level-of-service "D" or "E" occurred on Rose Lane. These levels-of-service are anticipated to continue for ambient 2018 traffic conditions with minor additional delay.

It is also recommended to provide new lane striping on the eastbound Rose Lane approach at its intersection with Scottsdale Road to improve visibility of lane separation.

***Recommendations with Proposed Development***

All intersections are anticipated to operate at a level-of-service "B" or better under the 2018 with proposed site traffic conditions. The Scottsdale Road / Rose Lane intersection is anticipated to continue to have some individual movements operating at level-of-service "D" or "E". All instances of level-of-service "D" or "E" occurred on Rose Lane.

It is recommended to implement a revised lane configuration on the eastbound and westbound Rose Lane approaches consisting of separate left-turn and shared through / right-turn lanes.

No significant change in intersection level-of-service is anticipated with the addition of the proposed site traffic.

No additional turn lanes are warranted or recommended.





## **CITIZEN REVIEW & NEIGHBORHOOD INVOLVEMENT REPORT**

**PV Hotel Venture SPE, LLC**

October 11, 2017

### **Overview**

This Citizen Review Report is being performed in association with a request for a Zoning District Map Amendment to rezone from R4R to C1 an approximately 1.6+/- acre property located at 6160 N. Scottsdale Road. The proposed project would result in new restaurant development on the site.

The entire project team is sensitive to the importance of neighborhood involvement and creating a positive relationship with property owners, residents, business owners, homeowners associations, and other interested parties. Communication with these parties has been ongoing throughout the process by the developer's Project Manager and now with Technical Solutions.

### **Community Involvement**

The outreach team has been communicating with neighboring property owners, HOA's, and community members by telephone and a neighborhood meeting. Members of the outreach team will continue to be available to meet with any neighbors who wish to discuss the project. Additionally, they will be contactable via telephone and/or e-mail to answer any questions relating to the project as the process moves forward.

Surrounding property owners and HOA leadership were noticed via first class mail by the developer's Project Manager regarding the project. This notification contained information about the project as well as information regarding a neighborhood Open House that was held on June 16, 2016 at the Hyatt Regency Scottsdale Resort for those who wished to learn more about the project. The location and time were posted on the Early Notification Sign. (see attached letter and mailing list, photo, and affidavit)

2 interested people attended the Open House in person and several others were present by phone. Attendees had questions regarding building height, parking and traffic. (see attached sign in sheet)

Recently, Technical Solutions, on behalf of the developer, met with the Alamos HOA leadership to clarify questions raised about building height and parking as well as the timetable for next steps in the public process, since many residents of the Alamos Condominiums are only in town during the winter months. The HOA leadership is aware that the application is now moving forward. The Technical Solutions outreach team will continue to be available to respond to any neighbors who have questions or comments.

A vital part of the outreach process is to allow people to express their concerns and understand issues and attempt to address them in a professional and timely matter. Again, the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project.

Attachments:

June 16, 2016 neighborhood notification letter

Neighborhood notification letter mailing list

Posting affidavit and photo

Neighborhood meeting summary prepared by Travis Keele

Neighborhood meeting sign in sheet



PV Hotel Venture SPE, LLC

1501 Morena Blvd.  
San Diego, California 92110

June 1, 2016

Re: 6160 N. Scottsdale Rd. Rezoning (Assessor's Parcel Number 174-65-012G)

Dear Neighbors,

Notice is hereby given that PV Hotel Venture SPE, LLC is requesting the rezoning of the parcel at the above address from its current R4R to C1. This parcel was the lobby and restaurant of what was most recently known as the Cottonwoods Resort. The resort has been going through a major redevelopment since spring of 2015, and plans to reopen as Andaz Scottsdale in September of 2016. As part of the redevelopment, a new lobby and restaurant were built, leaving the above property open for new development. Although it has been a restaurant since 1980 under the R4R zoning, per the City of Scottsdale General Plan, this would have to be rezoned in order to allow for a third party restaurant or business, not associated with the resort, to be allowed to operate here. A public open house will be held to answer any questions or concerns. The details are as follows:

**PUBLIC OPEN HOUSE:**

Scottsdale Road Parcel Public Open House will be held on Thursday June 16, 2016 at 6:00 PM at the Hyatt Regency Scottsdale Resort and Spa at 7500 E. Doubletree Ranch Rd. Scottsdale, AZ 85258 in the Arroyo E Room.

I am the local contact and would be happy to discuss any other project related questions you may have. Please contact me directly at (480) 518-6877 or by email at [Travis.Keele@blackstonerio.com](mailto:Travis.Keele@blackstonerio.com).

Greg Bloemberg with the City of Scottsdale is the Senior Planner for the project. He may be contacted at (480)312-4306 Or, [gbloemberg@scottsdaleaz.gov](mailto:gbloemberg@scottsdaleaz.gov)

Sincerely,

Travis Keele  
Project Manager  
PV Hotel Venture SPE, LLC.

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**Bloemberg, Greg**

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**From:** Travis Keele <Travis.Keele@blackstonerio.com>  
**Sent:** Monday, June 20, 2016 2:28 PM  
**To:** Bloemberg, Greg  
**Subject:** Re: Cottonwoods

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We had our open house last Thursday. It went well. We had 2 citizens show up, but I provided a conference call number to the HOA board of the Alamos Condos next door. Most of them were out of town. We had 5 people that called in. I do have the affidavit of the postings and mailings, they need to be notarized. I will bring those to you when I have them. I will forward in an email the time/date stamped photo of the signed posting.

Travis Keele  
Owner  
Blackstone Rio Group. LLC.  
d: 480.518.6877  
[Travis.keele@blackstonerio.com](mailto:Travis.keele@blackstonerio.com)  
[www.blackstonerio.com](http://www.blackstonerio.com)

Sent from my iPhone

On Jun 20, 2016, at 2:04 PM, Bloemberg, Greg <[Gbloemberg@scottsdaleaz.gov](mailto:Gbloemberg@scottsdaleaz.gov)> wrote:

Hey Travis,

Just curious, did you guys have your open house yet?? If so, how did it go?? Also, I need the Affidavit of Posting for the white Early Notification sign that is required prior to the Open House.

Thanks!!

Greg Bloemberg  
Senior Planner  
Current Planning  
City of Scottsdale  
e-mail: [gbloemberg@scottsdaleaz.gov](mailto:gbloemberg@scottsdaleaz.gov)  
phone: 480-312-4306





# Community Input Certification

CASE NO: \_\_\_\_\_

PROJECT LOCATION: 6160 N. SCOTTSDALE RD.

## COMMUNITY INPUT CERTIFICATION

In the City of Scottsdale it is important that all applicants for rezoning, use permit, and/or variances inform neighboring residents, affected school districts, and other parties that may be impacted by the proposed use, as well as invite their input. The applicant shall submit this completed certification with the application as verification that such contact has been made.

DATE	NAME (Person, Organization, Etc. and Address)	TYPE OF CONTACT		
		Meeting	Phone	Letter
6/16/16	Barbara Randall <sup>6130 N. Scottsdale Rd #114</sup> - Alamos			
6.16.16	Thais Zoe Alamos #51	✓		✓

Signature of owner/applicant \_\_\_\_\_

Date \_\_\_\_\_

### Planning, Neighborhood & Transportation Division

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

## City Notifications – Mailing List Selection Map



### Map Legend:



Site Boundary



Properties within 750-feet

Postcards 117

### Additional Notifications:

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

**Rose Lane Commercial Parcel**

**22-ZN-2016**



# CITY COUNCIL REPORT



Meeting Date: December 5, 2017  
General Plan Element: *Land Use*  
General Plan Goal: *Create a sense of community through land uses*

## **ACTION**

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### **Rose Lane Commercial Parcel 9-GP-2016 and 22-ZN-2016**

#### **Request to consider the following:**

1. Adopt Resolution No. 10966 approving a non-major amendment to change the City of Scottsdale General Plan land use designation from Resort/Tourism to Neighborhood Commercial for a +/- 2.6-acre site located at 6160 N. Scottsdale Road, and
2. Adopt Ordinance No. 4327 approving a zoning district map amendment from Resort/Townhouse Residential (R-4R) zoning to Neighborhood Commercial (C-1) zoning on a +/-2.6-acre site located at 6160 N. Scottsdale Road.

#### **Goal/Purpose of Request**

The applicant seeks approval to change the zoning on the subject site from R-4R to C-1 to increase the marketability of the parcel, and allow for future restaurant or retail uses.

#### **Key Items for Consideration**

- General Plan amendment request for the development of two restaurant pads designed at a residential scale (building layout and configuration subject to change)
- First request for a Neighborhood Commercial land use designation (Group D) since the adoption of the 2001 General Plan; but not the first request for a Group D land use category
- Site previously served as entrance point and lobby for the Cottonwoods Resort to the west (in Paradise Valley)
- Existing infrastructure sufficient to accommodate general commercial uses, including restaurants
- Public comment received by staff (refer to Attachment #16)
- Planning Commission heard this case on November 8<sup>th</sup>, 2017 and recommended approval by a vote of 6-0 vote.

## **OWNER**

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PV Hotel Venture SPE LLC  
619-709-4461

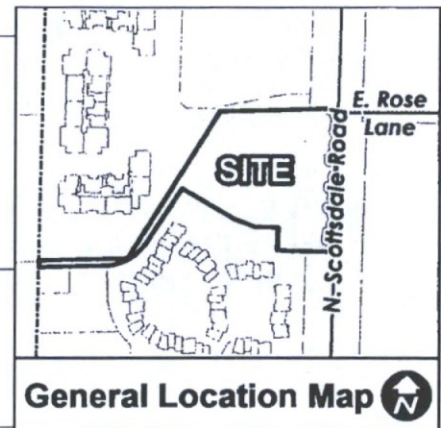
## APPLICANT CONTACT

John Berry  
Berry Riddell, LLC  
480-385-2727

## LOCATION

6160 N Scottsdale Rd

## BACKGROUND



### General Plan

The City of Scottsdale General Plan 2001 Land Use Element designates the property as Resorts/Tourism – areas of the city designed for hotels and a variety of resorts. They can be freestanding or part of a resort community or master-planned development. Resort locations capitalize on good transportation, the physical amenities of the area, and recreational or shopping opportunities. These areas often include ancillary retail as well as cultural and recreational uses.

The subject site has served as the main entrance point for the Cottonwoods Resort in Paradise Valley since 1985; and is designated Resort/Tourism primarily because the parcel was (and still is) physically integrated with the resort site by way of a long narrow strip of land within the E. Rose Lane Access Easement. Prior to its demolition, the building on the site housed the main lobby, conference space, and a small restaurant – all tied to the existing resort. The resort has since been renovated and all resort operations are now located onsite in Paradise Valley.

### Southern Scottsdale Character Area Plan (SSCAP)

The General Plan establishes Character Area Planning as a means to ensure quality of development and consistency of character within the context of community-wide goals. The subject site is located within the Southern Scottsdale Character Area Plan, a policy document that offers guidance to the community regarding future growth and development decisions within this area of the City.

### Zoning

The site was annexed into the City in 1961 with Country residential zoning; and was subsequently rezoned to R-4R in 1972.

### Context

The subject property is located on the west side of N. Scottsdale Road, approximately halfway between E. Lincoln Drive and E. McDonald Drive, and is surrounded by a variety of uses. An existing building on the site was recently demolished to make way for future development associated with this request. Please refer to context graphics attached.

### Adjacent Uses and Zoning

- North: Restaurants, zoned Central Business District (C-2)
- South: Multi-Family Residential, zoned R-4R



- East: Mixed-Use Commercial, zoned C-2(C)
- West: Multi-Family Residential, zoned Planned Urban Development (PUD)

**Other Related Policies, References:**

- City of Scottsdale General Plan 2001, as amended
- 2010 Southern Scottsdale Character Area Plan
- 2013 Citywide Land Use Assumptions Report
- Case History – Requests for Group D on the General Plan Change in Land Use Category table:
  - 5 withdrawn (2-GP-2001, 6-GP-2001, 2-GP-2004, 5-GP-2004, 11-GP-2005), 4 approved (5-GP-2001, 7-GP-2002, and 4-GP-2007, 5-GP-2007), 1 denied (6-GP-2006)
- Zoning Ordinance
- 36-ZN-1964: Approval of rezoned from County residential zoning to R-4R

**APPLICANTS PROPOSAL**

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**Development Information**

The applicant seeks approval to amend the General Plan land use designation from Resort/Tourism to Neighborhood Commercial, and rezone the site from Resort/Townhouse Residential (R-4R) to Neighborhood Commercial (C-1) so the site can accommodate more general commercial uses; such as restaurants and retail. Since the market will dictate interest in the site, the site plan has only been stipulated to specific improvements; such as driveways, sidewalks, parking and circulation. Building configuration and location within the existing building pad are at the discretion of the property owner; and slight variation to the open space and landscaping is also anticipated when the project returns for Development Review Board approval. As previously mentioned, the site is no longer needed for resort operations as all resort-related activities are now located within the Town of Paradise Valley. Any future use that occupies this site may or may not be associated with the resort.

- Existing Use: Vacant
- Proposed Use: Commercial
- Buildings/Description: Option 1: one main building, Options 2 & 3: two pad buildings
- Parcel Size: +/- 2.6 acres
- Building Height Allowed: 36 feet (excluding rooftop appurtenances)
- Building Height Proposed: 32 feet (excluding rooftop appurtenances)
- Parking Required: 67 spaces (for restaurant use)
- Parking Provided: 67 spaces
- Open Space Required: 10,909 square feet
- Open Space Provided: 22,359 square feet
- Frontage Open Space Required: 5,454 square feet



- Frontage Open Space  
Provided: 9,303 square feet
- Floor Area Ratio Allowed: 0.8 (55,934 square feet)
- Floor Area Ratio Proposed: 0.11 (7,000 square feet)

## NON-MAJOR GENERAL PLAN AMENDMENT IMPACT ANALYSIS

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### Non-Major Amendment Request

The applicant's request is recognized as a non-major General Plan amendment based upon criteria outlined in the City of Scottsdale General Plan 2001. Criteria #1 outlines that a change from the Resorts/Tourism Land Use designation (Group C) to the Neighborhood Commercial Land Use designation (Group D) does not constitute a Major General Plan Amendment. The applicant's request meets the definition of Neighborhood Commercial.

The General Plan Land Use Element describes the Neighborhood Commercial land use designation as areas of *neighborhood retail that should be located at frequent intervals in relationship to the density of nearby residential areas to reduce travel time and distance. The size and scale of neighborhood commercial centers should be compatible with surrounding residential uses and care must be taken to avoid undesirable impacts on surrounding areas. Neighborhood commercial uses are best located on collector or arterial streets.*

The applicant proposes to implement the Land Use Category of Neighborhood Commercial by rezoning to the Neighborhood Commercial zoning district (C-1) and developing two restaurant pads designed at a residential scale to be compatible with the surrounding residential uses (Alamos Condominiums and Enclave at the Borgata). Furthermore, the subject site is located on an arterial street (Scottsdale Road).

This request constitutes the first by an applicant to change an existing land use designation to Neighborhood Commercial (Group D on the General Plan Change in Land Use Category table) since the City of Scottsdale General Plan 2001 was ratified in March of 2002. However, since the plan's ratification, 10 requests for the Minor Office land use designation have been processed (5 withdrawn, 4 approved, and 1 denied) – a land use designation that is within the same Land Use Category Group as Neighborhood Commercial, Group D. Consequently, a request to change an existing land use designation to one found within Group D on the Change in Land Use Category table is not a precedent-setting occurrence.

### Policy Implications

One of the Six Guiding Principles, established through the CityShape 2020 and incorporated into the City of Scottsdale General Plan 2001, is "Support Economic Vitality". This guiding principle acknowledges Scottsdale's commitment to the economic and fiscal health of the city through directed public policy as a means to build upon Scottsdale's economic strengths. Furthermore, the subject site is located within the Southern Scottsdale Character Area Plan (SSCAP) boundary, a plan that was adopted in October 2010. One of the overarching themes of the plan for this area is to encourage redevelopment and revitalization.



Accordingly, both the General Plan (Land Use Element Goals 3, 7, and Goal 9, Bullet 3; Neighborhoods Element Goals 4 and 5; and, Economic Vitality Element Goal 7) and SSCAP (Land Use Chapter Goal LU 3; Character & Design Chapter Goals CD 1 and CD 7; Economic Vitality Chapter Goal EV 1) support redevelopment proposals that promote sensitive, context-appropriate integration and transition of design and development within established areas of the community.

Historically, the subject site was composed of a restaurant, conference space, and lobby to the Cottonwoods Resort – all services which have since been relocated within the Town of Paradise Valley (Andaz Scottsdale Resort & Spa). The applicant's intent is to develop two new restaurant pads utilizing the C-1 zoning district as a means to implement the non-major General Plan request. Consequently, the request is in keeping with the historical use and intensity of the subject site, and will integrate contextually with both established and new adjoining residential uses (Alamos Condominiums and Enclave at the Borgata). Furthermore, the applicant states that a combination of Scottsdale Road Streetscape Design Guidelines and the salvaging of existing, mature olive trees will further promote sensitive integration with the context area.

### **2013 Citywide Land Use Assumptions Report**

In 2013, the City of Scottsdale completed, and City Council adopted, a Land Use Assumptions Report that illustrates "projections of changes in land uses, densities, intensities and population over a period of at least ten years and pursuant to the General Plan of the municipality". The study examined Scottsdale in three general geographic areas—south, central and north. The South Sub-Area includes all lands within the boundaries of the City of Scottsdale south of Indian Bend Road.

According to the study, the South Sub-Area is projected to absorb approximately 39 acres of retail land area by 2030. Since the adoption of the LUA in December 2013, more properties in the South Sub-Area have shifted away from retail-type land uses than those that have been entitled. Consequently, the proposed change in General Plan land use category to Neighborhood Commercial is in keeping with the projected increase of this development-type anticipated in this area of the community.

The full Development Forecast text can be found at:

<http://www.scottsdaleaz.gov/Assets/ScottsdaleAZ/Water/Rates+and+Fees/LUAR2013.pdf>

### **Land Use Impact Model**

In May 2016, Long Range Planning Services contracted with Applied Economics to produce a land use impact model to estimate the socioeconomic, development, and fiscal impacts associated with a change from one General Plan land use designation to another over a 20-year time period (in this instance, 2017-2036). From a fiscal standpoint, the model assesses both revenues generated from development (initial construction expenditures, yearly sales tax generation, etc.) as well as City expenditures (public safety, infrastructure maintenance, etc.), as a means to estimate how much value a project adds (or does not add) over time – or Net Present Value (NPV).

The model provided a general assessment of the subject site comparing the existing "Resorts/Tourism" 20-year outlook with the proposed "Neighborhood Commercial" 20-year outlook in the South Sub-Area of the City. The model shows a positive NPV of \$1.3 million for the proposed "Neighborhood Commercial" over 20 years, whereas the existing "Resorts/Tourism" shows a positive NPV of \$735 thousand over the same time period. As noted above, the subject site



previously included the restaurant, conference center, and lobby to the Cottonwoods Resort – which has since relocated within the Town of Paradise Valley. The applicant’s proposal allows the site to continue with the use that was most prevalent and utilized on the subject site.

The full results of the Land Use Impact Model assessment are located in the case file.

## **ZONING DISTRICT MAP AMENDMENT IMPACT ANALYSIS**

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### **Land Use**

Until recently, the subject site has served as the main entrance point for the Cottonwoods Resort in Paradise Valley since 1985; housing support services related to resort operations. Within the last 2 years, the resort has undergone a significant renovation. Part of that renovation included relocating the support services from the subject site to the main resort site; rendering the existing site obsolete with regard to resort operations. The existing building was recently demolished, with the goal of marketing the site to prospective buyers for commercial use. Any future use on the site could still be supportive of the resort; however, the possibility exists that a destination restaurant or retail use unrelated to the resort could occupy the site if this rezoning is approved.

N. Scottsdale Road is designated as a “Resort Corridor” in the SSCAP. On the surface, this request would appear to conflict with that vision as the objective is to remove the site from the Resort/Tourism land use designation; however, Goal LU 4, Policy LU 4.1 of the SSCAP is to “promote reinvestment and revitalization along the Resort Corridor to sustain a mix of uses that complement the area’s tourism and hospitality industries”. Rezoning for the addition of destination restaurants or retail/personal services at this location could be an amenity to not only the community but the surrounding travel accommodations in the area.

### **Traffic**

A Trip Generation and Mitigation Analysis (TIMA) was submitted as part of this application and has been accepted by the City’s Transportation Division. Per the TIMA, trip generation for the previous resort-related operations was approximately 720 trips per day, with 6 trips occurring during AM peak hour traffic and 60 trips occurring during PM peak hour traffic. The proposed development plan is anticipated to generate approximately 1,144 trips per day, with 104 trips occurring during AM peak hour traffic and 100 trips occurring during PM peak hour traffic. This represents a trip increase of approximately 62%.

To accommodate the increased traffic volume, the TIMA recommends two alternatives for the intersection of N. Scottsdale Road and E. Rose Lane. The first alternative recommends an eastbound left-turn lane, eastbound through lane and eastbound right-turn lane. The 2<sup>nd</sup> alternative recommends an eastbound left-turn lane and a shared through/right turn lane (the 2<sup>nd</sup> alternative has been stipulated). No significant change in intersection level-of-service is anticipated with the addition of the proposed site traffic.

### **Water/Sewer**

A preliminary Basis of Design for sewer service has been reviewed and accepted by the Water Resources Division. The site is served by a private water company. As such, a letter of acknowledgement and concurrence for the proposed development will be required as part of any



future Development Review Board application.

### **Public Safety**

The City's public safety divisions have reviewed the proposal and find that there is adequate ability to provide emergency services. The nearest fire station is located at 7339 E. McDonald Drive, approximately 1,300 feet from the subject site, and the nearest police station is located at 3737 N. 75th Street, approximately 2.4 miles from the subject site. No impacts to existing service levels are anticipated.

### **Open Space**

Open space for the site is highlighted by a large strip of landscaping, approximately 45 feet in width (measured from back of street curb to property line) that will be maintained as part of this project. Additional areas of open space and plaza space, along with potential patio areas, are proposed; with design subject to whichever site alternative is ultimately developed. Under all alternatives the site will meet the open space and frontage open space requirements of the C-1 zoning district.

### **Community Involvement**

Persons on the City's Interested Parties list for zoning cases, as well as property owners within 750 feet of the site have been notified by mail of the applicant's request. Additionally, the applicant held an Open House on June 16, 2016 at the Hyatt Regency Scottsdale Resort at 7500 E. Doubletree Ranch Road. There were two attendees and concerns raised included building height, parking and traffic volumes.

The case was dormant for several months after the initial Open House. As such, the applicant team conducted another round of supplementary community outreach; specifically with the HOA for the Los Alamos community to the south of the site, and answered questions regarding building height, parking and timing of the process. The HOA for Los Alamos is aware that the project is now moving forward.

## **OTHER BOARDS AND COMMISSIONS**

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### **Planning Commission:**

Planning Commission heard this case on November 8<sup>th</sup>, 2017 and recommended approval by a vote of 6-0.

### **Recommended Approach:**

1. Staff recommended that the Planning Commission recommend City Council approve a non-major amendment to change the City of Scottsdale General Plan land use designation from Resort/Tourism to Neighborhood Commercial for a +/- 2.6-acre site located at 6160 N. Scottsdale Road, and
2. Staff recommended that the Planning Commission find that the proposed zoning district map amendment is consistent with and conforms to the adopted General Plan, and make a recommendation to City Council for approval of a zoning district map amendment from Resort/Townhouse Residential (R-4R) to Neighborhood Commercial (C-1) zoning on a +/- 2.6-

acre site located at 6160 N. Scottsdale Road.

## **RECOMMENDATION**

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1. Adopt Resolution No. 10966 approving a non-major amendment to change the City of Scottsdale General Plan land use designation from Resort/Tourism to Neighborhood Commercial for a +/- 2.6-acre site located at 6160 N. Scottsdale Road, and
2. Adopt Ordinance No. 4327 approving a zoning district map amendment from Resort/Townhouse Residential (R-4R) zoning to Neighborhood Commercial (C-1) zoning on a +/-2.6-acre site located at 6160 N. Scottsdale Road.

## **RESPONSIBLE DEPARTMENT**

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### **Planning and Development Services**

Current Planning Services

Long-Range Planning

## **STAFF CONTACT**

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Greg Bloemberg

Senior Planner, Current Planning

480-312-4306

[gbloemberg@ScottsdaleAZ.gov](mailto:gbloemberg@ScottsdaleAZ.gov)

Taylor Reynolds

Senior Planner, Long-Range Planning

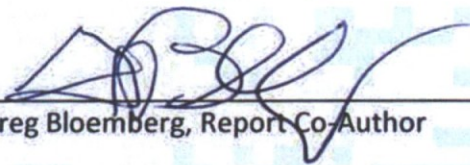
480-312-7924

[treynolds@scottsdaleaz.gov](mailto:treynolds@scottsdaleaz.gov)

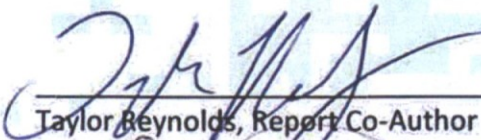


**APPROVED BY**

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\_\_\_\_\_  
Greg Bloemberg, Report Co-Author


11-13-17  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Taylor Reynolds, Report Co-Author

11/13/17  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Erin Perreault, AICP, Long-Range Planning Manager

11/13/2017  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Tim Curtis, AICP, Current Planning Director  
480-312-4210, [tcurtis@scottsdaleaz.gov](mailto:tcurtis@scottsdaleaz.gov)

11/14/2017  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Randy Grant, Director  
Planning and Development Services  
480-312-2664, [rgrant@scottsdaleaz.gov](mailto:rgrant@scottsdaleaz.gov)

11/14/2017  
\_\_\_\_\_  
Date

## ATTACHMENTS

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1. Context Aerial
- 1A. Aerial Close-Up
2. Resolution No. 10966  
Exhibit 1: General Plan Use Map
3. Ordinance No. 4327  
Exhibit 1: Stipulations  
Exhibit A to Exhibit 1: Site Plan  
Exhibit 2: Zoning Map
4. Additional Information
5. Applicant's Narrative
6. Current General Plan Land Use Map
7. Current Zoning Map
8. Context Aerial w/ Site Plan
9. Optional Site Plans (for reference only)
10. Landscape Plan
11. Open Space Plan
12. Conceptual Building Elevations (two-building option)
13. Traffic Impact Summary
14. Citizen Involvement
15. City Notification Map
16. November 8th Planning Commission hearing meeting minutes











RESOLUTION NO. 10966

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING A NON-MAJOR AMENDMENT TO THE CITY OF SCOTTSDALE 2001 GENERAL PLAN CONCEPTUAL LAND USE MAP FROM RESORT/TOURISM TO NEIGHBORHOOD COMMERCIAL ON A +/- 2.6 ACRE SITE LOCATED AT 6160 N. SCOTTSDALE ROAD.

WHEREAS, the City Council, through its members and staff, has solicited and encouraged public participation in the consideration of the non-major General Plan amendment, consulted and advised with public officials and agencies as required by Arizona Revised Statutes Section 9-461.06 and submitted a review copy of the general plan amendment proposal to each agency required by ARS Section 9-461.06 and all persons or entities who made a written request to receive a review copy of the proposal, and considered comments concerning the proposed amendment and alternatives;

WHEREAS, the Planning Commission held a recommendation hearing on November 8, 2017 concerning the General Plan Amendment; and

WHEREAS, the City Council, held a public hearing on December 5, 2017, and has incorporated, whenever possible, the concerns expressed by all interested persons.

NOW, THEREFORE, LET IT BE RESOLVED, by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That the City Council hereby amends the General Plan Conceptual Land Use Map for the City of Scottsdale, for the property located 6160 N. Scottsdale Road for +/- 2.6 acre site from Resort/Tourism to Neighborhood Commercial.

Section 2. That the above amendment is described in Case No. 9-GP-2016 (relating to zoning case 22-ZN-2016), and depicted on Exhibit 1, attached hereto and incorporated by this reference.

Section 3. That copies of this General Plan amendment shall be on file in the Office of the City Clerk, located at 3939 N. Drinkwater Boulevard, Scottsdale, Arizona.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

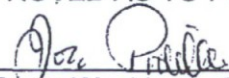
ATTEST:

CITY OF SCOTTSDALE, an Arizona  
municipal corporation

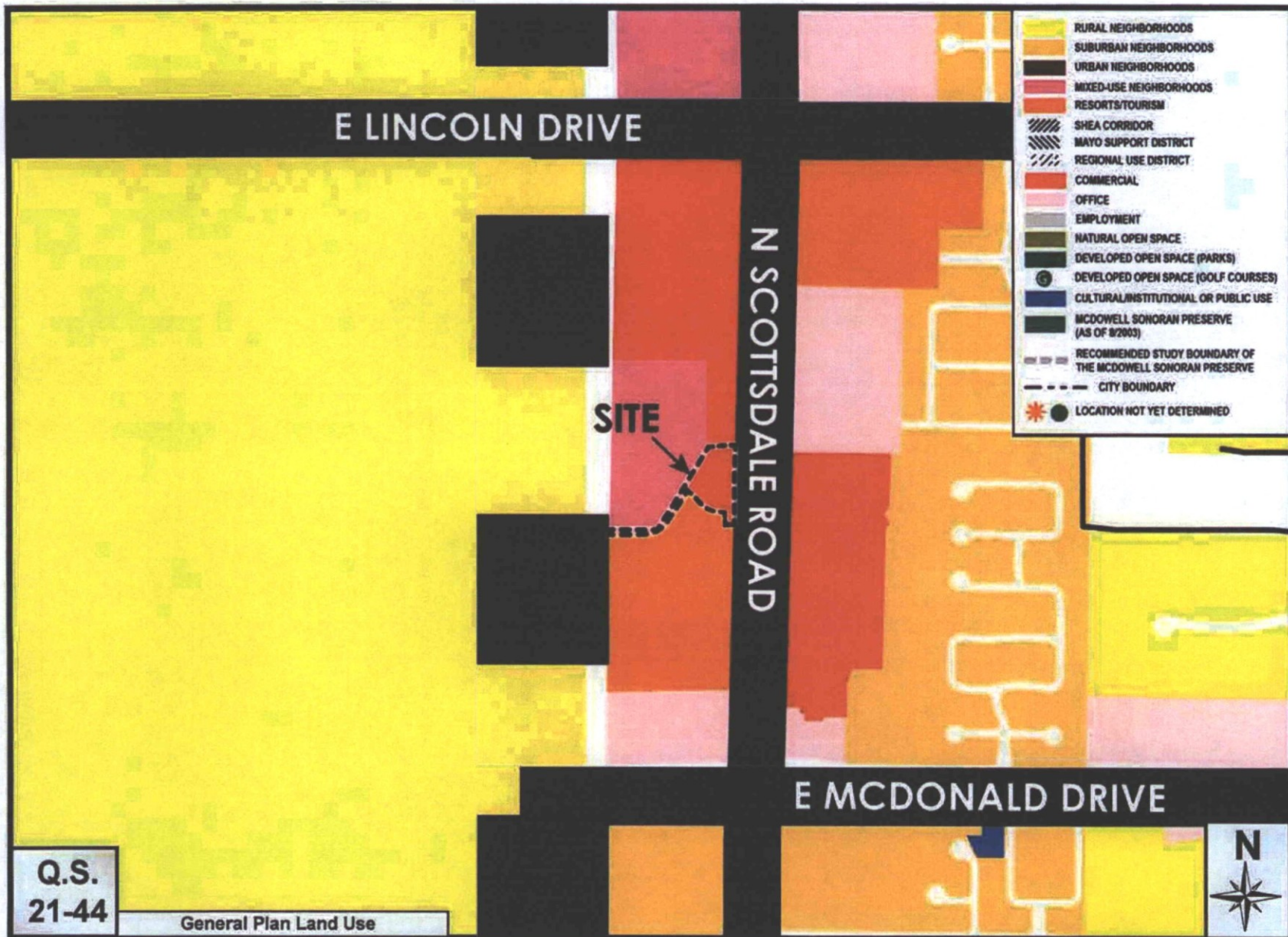
By: \_\_\_\_\_  
Carolyn Jagger  
City Clerk

By: \_\_\_\_\_  
W.J. "Jim" Lane  
Mayor

APPROVED AS TO FORM:

By:  \_\_\_\_\_  
Bruce Washburn, City Attorney  
By: Joe Padilla, Deputy City Attorney





**Rose Lane Commercial Parcel**

Resolution No. 10966  
Exhibit 1  
Page 1 of 1

**9-GP-2016**



ORDINANCE NO. 4327

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF CHANGING THE ZONING ON THE "DISTRICT MAP" TO ZONING APPROVED IN CASE NO. 22-ZN-2016 FROM RESORT/TOWNHOUSE RESIDENTIAL (R4-R) TO NEIGHBORHOOD COMMERCIAL (C-1) ON A +/- 2.6 ACRE SITE LOCATED AT 6160 N. SCOTTSDALE ROAD.

WHEREAS, the Planning Commission held a hearing on November 8, 2017;

WHEREAS, the City Council held a hearing on December 5, 2017;

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

WHEREAS, it is now necessary that the comprehensive zoning map of the City of Scottsdale ("District Map") be amended to conform with the decision of the Scottsdale City Council in Case No. 22-ZN-2016.

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

Section 1. That the "District Map" adopted as a part of the Zoning Ordinance of the City of Scottsdale, showing the zoning district boundaries, is amended by rezoning a +/- 2.6 acre site located at 6160 N. Scottsdale Road and marked as "Site" (the Property) on the map attached as Exhibit 2, incorporated herein by reference, from Resort/Townhouse Residential (R4-R) to Neighborhood Commercial (C-1) zoning

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

PASSED AND ADOPTED by the Council of the City of Scottsdale this \_\_\_\_ of \_\_\_\_, 20\_\_.

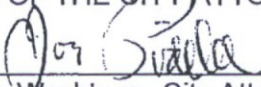
ATTEST:

CITY OF SCOTTSDALE, an Arizona  
Municipal Corporation

By: \_\_\_\_\_  
Carolyn Jagger  
City Clerk

By: \_\_\_\_\_  
W.J. "Jim" Lane  
Mayor

APPROVED AS TO FORM:  
OFFICE OF THE CITY ATTORNEY

By:  \_\_\_\_\_  
Bruce Washburn, City Attorney  
By: Joe Padilla, Deputy City Attorney



Community & Economic Development Division  
Planning and Development Services

7447 East Indian School Road, Suite 105  
Scottsdale, Arizona 85251

**To:** Honorable Mayor and City Council  
**From:** Greg Bloemberg, Senior Planner   
**Date:** November 21, 2017  
**Re:** December 5, 2017 Consent Agenda Item 9 (Rose Lane Commercial Parcel)

Your Honor and City Council,

Staff is providing updated materials that coincide with the changes for the above-mentioned non-major General Plan amendment (9-GP-2016) and associated zoning district map amendment (22-ZN-2016). The updated stipulations reflect changes the applicant requested, and that staff have agreed to. The changes were proposed after the cases had received a recommendation of approval from Planning Commission at the November 8, 2017 Planning Commission hearing.

Attached to this memorandum is a copy of the revised stipulations, as recommended by the applicant and supported by staff.

Attachment #1: Revised case stipulations for cases 9-GP-2016 and 22-ZN-2016



**Stipulations for the Zoning Application:**  
**Rose Lane Commercial Parcel**  
**Case Number: 9-GP-2016 and 22-ZN-2016**

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

**Bold print and strikethrough text reflect changes made after the Planning Commission hearing**

**SITE DESIGN**

1. CONFORMANCE TO CONCEPTUAL SITE PLANS. Development shall be in general conformance with the conceptual site plan provided by PHX Architecture, dated 8/24/17, with regard to site improvements such as **driveway locations**, sidewalks, parking and circulation, and attached as Exhibit A to Exhibit 1. Any proposed significant change to the conceptual site plan, as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council.

**DEDICATIONS**

1. RIGHT-OF-WAY DEDICATIONS. Prior to any permit issuance for the development project, the owner shall make the following fee simple right-of-way dedications to the City of Scottsdale:
  - a. NORTH SCOTTSDALE ROAD AT ROSE LANE. Dedicate a 25-foot by 25-foot safety triangle. ~~The existing freestanding sign located in the City's right of way shall be removed or relocated out of the required safety triangle.~~ Prior to issuance of any permits for this site, the property owner shall submit a signed and notarized Private Improvements in the Right of Way (PIR) Agreement to indemnify the portion of the existing freestanding sign that extends into the City right of way.
2. PUBLIC NON-MOTORIZED ACCESS EASEMENT. Prior to issuance of any permit for the development project, the owner shall dedicate to the City a continuous Public Non-Motorized Access Easement to the City of Scottsdale to contain the public sidewalk in locations where the sidewalk crosses on to the lot.
3. PUBLIC MOTORIZED ACCESS EASEMENT. Prior to issuance of any permit for the development project, the owner shall dedicate to the City a continuous Public Motorized Access Easement over East Rose Lane to the City of Scottsdale to contain the streets.

**INFRASTRUCTURE**

4. CONSTRUCTION COMPLETED. Prior to issuance of any Certificate of Occupancy or Certification of Shell Building, whichever is first, for the development project, the owner shall complete all the infrastructure and improvements required by the Scottsdale Revised Code and these stipulations.
5. STANDARDS OF IMPROVEMENTS. All improvements (curb, gutter, sidewalk, curb ramps, driveways, pavement, concrete, water, wastewater, etc.) shall be constructed in accordance with the applicable



City of Scottsdale Supplements to the Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction, Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction, the Design Standards and Policies Manual (DSPM), and all other applicable city codes and policies.

6. CIRCULATION IMPROVEMENTS. Prior to any permit issuance for the development project, the owner shall submit and obtain approval of construction documents to construct the following improvements:
  - a. NORTH SCOTTSDALE ROAD. (Engineering)
    1. Construct along North Scottsdale Road frontage eight (8)-foot wide sidewalk improvements in accordance with the Major Arterial - Suburban Street as specified in the DSPM.
    2. Remove and replace the ramp at Rose Lane a new ADA compliant ramp.
    3. Bus Shelter per COS Streetscape Design Guidelines.
  - b. EAST ROSE LANE. (Engineering)
    4. Construct six (6)-foot wide sidewalk improvements in accordance with the Local Collector, suburban street Classification as specified in the DSPM.
    5. ~~Mill and overlay the half street pavement of East Rose Lane along property frontage.~~
    6. ~~Restripe the eastbound and westbound Rose Lane approaches to Scottsdale Road to provide a separate thru/left turn lane and right turn lane. The leg lengths shall be determined by the road width available and the lane widths on the west leg should be revised to be 18' thru/right, 12' left turn, 17' inbound to align better with the east leg.~~
7. TRANSIT FACILITIES. Prior to any permit issuance for the development project, the owner shall submit and obtain approval of construction documents to construct bus pad and shelter, landscaping, bench and trash can adjacent to North Scottsdale Road as shown on the Conceptual Site Plan submitted for 22-ZN-2016 dated 08/24/2017. Transit facilities improvements shall be constructed prior to the issuance of any Certificate of Occupancy or Certification of Shell Building, whichever is first.
8. WATER AND WASTEWATER IMPROVEMENTS. The owner shall provide all water and wastewater infrastructure improvements, including any new service lines, connection, fire-hydrants, and man-holes, necessary to serve the development.
9. FIRE HYDRANT. The owner shall provide fire hydrant(s) and related water infrastructure adjacent to lot, in the locations determined by the Fire Department Chief, or designee.

#### **REPORTS AND STUDIES**

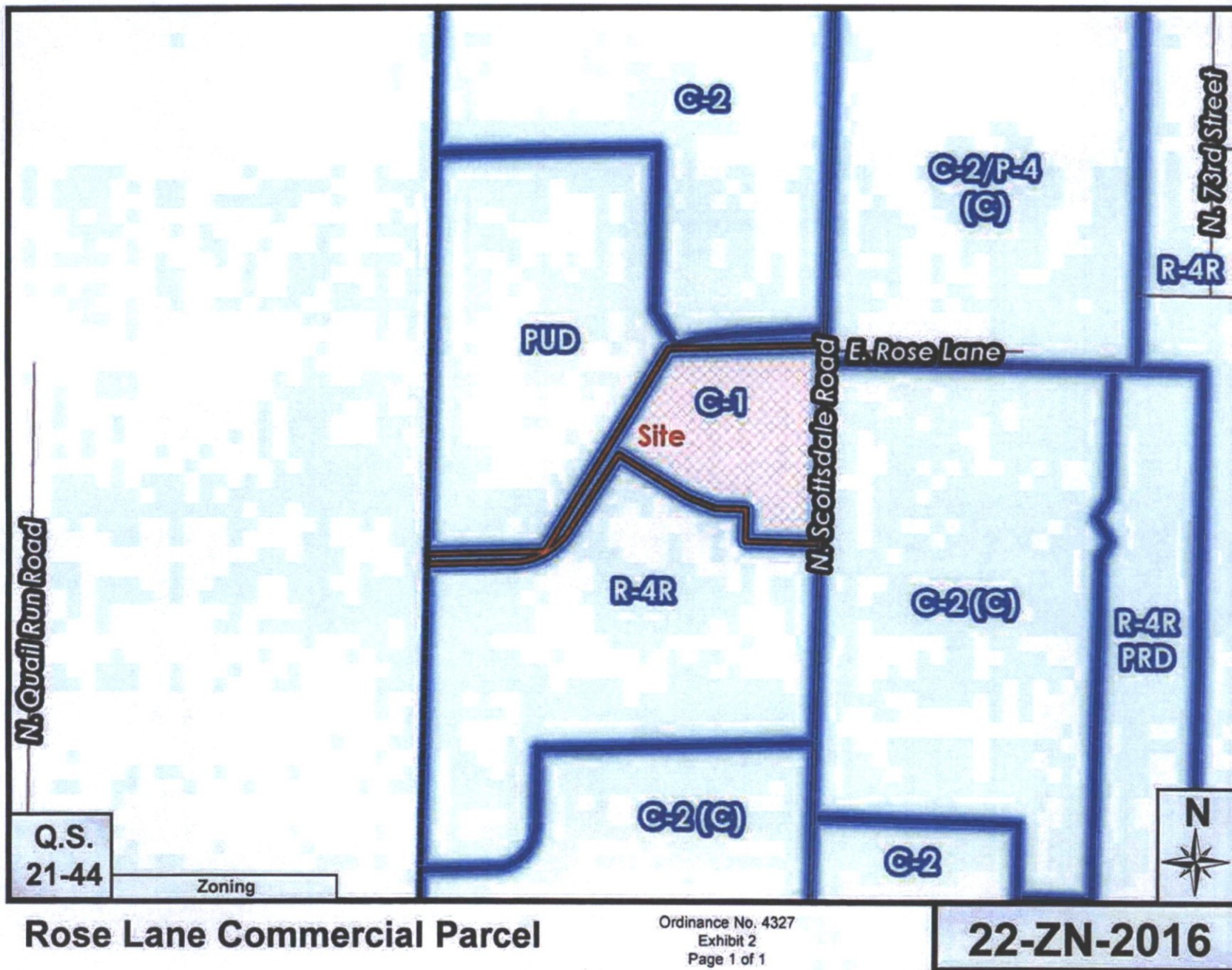
10. DRAINAGE REPORT. With the Development Review Board submittal, the owner shall submit a final drainage report in accordance with the Design Standards and Policies Manual for the development project.
11. BASIS OF DESIGN REPORT (WATER). With the Development Review Board submittal, the owner shall submit a Final Basis of Design Report for Water for the development project in accordance with the Design Standards and Policies Manual. In the basis of design report, the owner shall address:
  - a. Letter of acknowledgement and concurrence is required from the private water company.



12. BASIS OF DESIGN REPORT (WASTEWATER). With the Development Review Board submittal, the owner shall submit a Final Basis of Design Report for Wastewater for the development project in accordance with the Design Standards and Policies Manual. In the basis of design report, the owner shall address:
  - a. Comments to be addressed in the preliminary design report.









**Additional Information for:**  
**Rose Lane Commercial Parcel**  
**Case: 9-GP-2016 and 22-ZN-2016**

**PLANNING/DEVELOPMENT**

1. **DEVELOPMENT CONTINGENCIES** Each element of this zoning case—including density/intensity, lot/unit placement, access and other development contingencies—may be changed as more information becomes available to address public health, safety and welfare issues related to drainage, open space, infrastructure and other requirements.
2. **DEVELOPMENT REVIEW BOARD.** The City Council directs the Development Review Board's attention to:
  - a. Pedestrian circulation,
  - b. landscape improvements along the Scottsdale Road frontage,
  - c. wall design,
  - d. the type, height, design, and intensity of proposed lighting on the site, to ensure that it is compatible with the adjacent use, and
  - e. improvement plans for common open space, common buildings and/or walls, and amenities such as ramadas, landscape buffers on public and/or private property (back-of-curb to right-of-way or access easement line included)
3. **RESPONSIBILITY FOR CONSTRUCTION OF INFRASTRUCTURE.** The developer shall be responsible for all improvements associated with the development or phase of the development and/or required for access or service to the development or phase of the development. Improvements shall include, but not be limited to washes, storm drains, drainage structures, water systems, sanitary sewer systems, curbs and gutters, paving, sidewalks, streetlights, street signs, and landscaping. The granting of zoning/use permit does not and shall not commit the city to provide any of these improvements.
4. **EASEMENTS CONVEYED BY SEPARATE INSTRUMENT.** Prior to issuance of any building permit for the development project, each easement conveyed to the city separate from a final plat shall be conveyed by an instrument or map of dedication subject to city staff approval, and accompanied by a title policy in favor of the City, in conformance with the Design Standards and Policies Manual.
5. **FEES.** The construction of water and sewer facilities necessary to serve the site shall not be in-lieu of those fees that are applicable at the time building permits are granted. Fees shall include, but not be limited to the water development fee, water resources development fee, water recharge fee, sewer development fee or development tax, water replenishment district charge, pump tax, or any other water, sewer, or effluent fee.



# Southwest Corner of Scottsdale Road & Rose Lane

**GPA & Rezoning Project Narrative**

**Case No: 9-~~GP~~-2016 & 22-ZN-2016**



**Prepared for:**

**PV Hotel Venture**  
Gary Stougaard

**Prepared by:**

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

PV Hotel Venture – Project Narrative  
Rev: May 26, 2017

**ATTACHMENT 5**

1

**22-ZN-2016**  
5/31/2017

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## **I. Request**

The request is for a non-major General Plan Amendment (“GPA”) from the Resort/Tourism land use category to the Neighborhood Commercial land use category and a rezoning from R-4R (Resort/Townhouse Residential) to C-1 (Neighborhood Commercial) on a 2.6 +/- gross acre site located at the southwest corner of Scottsdale Road and Rose Lane / 6160 N. Scottsdale Road (the “Property”); previously referred to as the Cottonwoods Resort conference center. Within the C-1 district, the applicant intends to create a restaurant site independent of the Cottonwoods Resort which is located to the west in Paradise Valley.

## **II. Existing Improvements/History:**

The subject Property is surrounded by a range of zoning districts/uses including: The Enclave at Borgata residential development (PUD) to the northwest which is currently under construction, Blanco and Paul Martin’s (C-2) restaurants to the north, Lincoln Village commercial retail center (C-2) to the north, Alamos Condominiums (R-4R) to the south, the Cottonwoods Resort (SUP-R Paradise Valley) to the west, the Kerr Cultural Center to the southwest, and the Scottsdale Forum office building (C-2) and Hilton Village retail center (C-2/C-0) to the east of Scottsdale Road. The Property is walking distance to an established commercial/resort core including residential development, a grocery store, multiple services, and hotels/resorts, and as such, the site plan has been designed with an emphasis on pedestrian connectivity. The current site is vacant and the previous conference building has been demolished.

## **III. Project Overview**

The proposal is to redevelop the 2.6+/- gross acre site to allow for new restaurant pads including outdoor patios and surface parking. The site is ideal for Neighborhood Commercial development due to its close proximity to the range of residential, retail, resort and office uses in the immediate vicinity. The proposal to redevelop this Property from an underutilized conference center to a Neighborhood Commercial use will bring additional restaurant options for the residents, resort patrons and office employees further bolstering the economic success of surrounding Scottsdale businesses. Additionally, the integration of Neighborhood Commercial in this location will not only strengthen the nearby existing land uses, but will uphold the City’s goals and policies set forth in the General Plan and Southern Scottsdale Character Area Plan (SSCAP) as outlined in Section IV and V below.

### **About the Design:**

The proposed potential development for the site shows two conceptual restaurant buildings, each approximately 3,650 s.f in size and each with a 1,000 s.f. patio. The proposed site plan design leaves the existing driveways and onsite surface parking in place limiting the disturbance to the existing building area. The site design allows for safe pedestrian



circulation around the restaurants with a pedestrian path connecting the public sidewalk to the center of the site between the restaurant spaces. The application also includes two alternative site plans with Option B showing a single, one-story building and Option C showing a single, two-story building (maximum 36' per the C-1 maximum building height limitation). These alternative options will give the developer flexibility with the final site plan design depending on the end user's needs. The final site layout will be subject to Development Review Board approval.

The proposed architecture of the restaurant buildings takes a contemporary approach applying a palette of natural building materials including concrete, brick and stone veneer with accents of metal. The colors selected complement the desert environment and will comply with City of Scottsdale design standards. The concepts include a shaded patio space attached to each restaurant for casual dining located on the east side of the buildings to provide shade from the afternoon sun. Landscape design will complement the buildings with low water use, native plants that will highlight the pedestrian pathways and patio areas. Building and site lighting will be designed to comply with City of Scottsdale design standards and will match the style of the overall building design.

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

The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide as a framework for proposed development and the built environment. These goals and approaches are, however, not intended to be static or inflexible and the General Plan clearly recognizes this by stating: "The General Plan is designed to be a broad, flexible document that changes as the community needs, conditions and direction change." (*emphasis added*). It is with this inherent flexibility in mind that the proposed non-major GPA not only meets but exceeds the goals and approaches established by the City in the General Plan.

##### **General Plan - Six Guiding Principles:**

This request is for a non-major General Plan Amendment to the land use category and map contained in the Land Use Element of the General Plan. Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

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

The General Plan further breaks down these Guiding Principles into 12 Elements including numerous goals and policies, which are discussed in more detail below (specifically



Character & Design, Land Use, Economic Vitality, Neighborhoods and Community Mobility).

The General Plan states that “neighborhood retail should be located at frequent intervals in relationship to density of nearby residential areas to reduce travel times and distance. The size and scale of Neighborhood Commercial centers should be compatible with surrounding residential uses and care must be taken to avoid undesirable impacts on surrounding areas. Neighborhood Commercial uses are best located on collector or arterial streets.”

The requested GPA is a non-major GPA based on the criteria set forth in the General Plan (page 20 of the City of Scottsdale General Plan 2001). The “Change in Land Use Category” from Resort/Tourism (Group C) to Neighborhood Commercial (Group D) does not trigger a major GPA. Also, the “Area of Change Criteria” does not trigger a major GPA based on property size of 2.6 +/- gross acres, which does not exceed the 10-acre threshold for Planning Zone A.

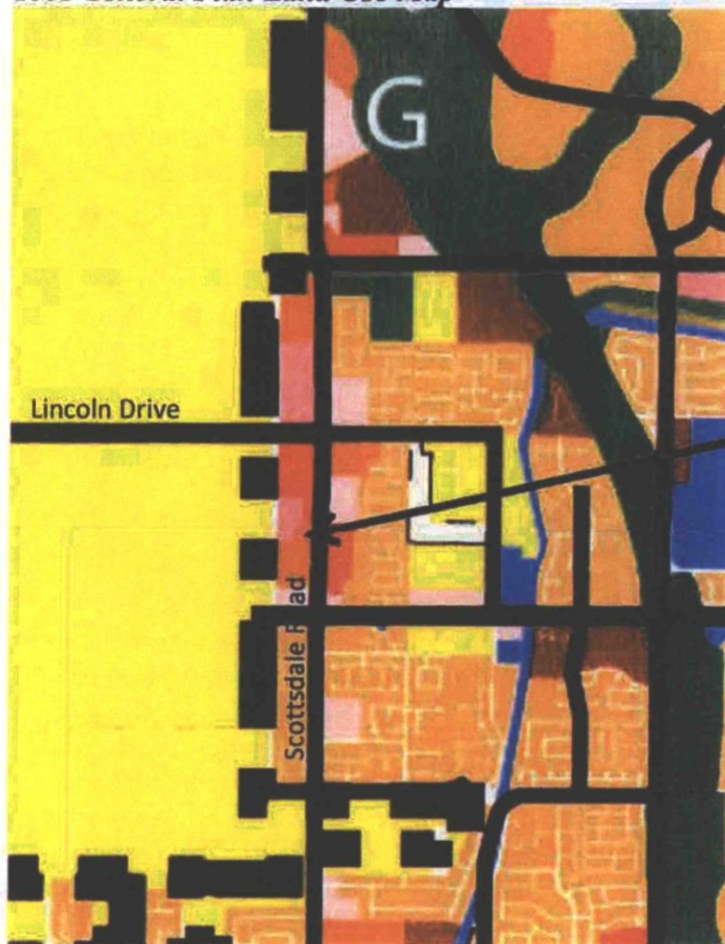
2001 Scottsdale General Plan Page 72

**COMMERCIAL:** *These uses provide a variety of goods and services to the people who live in, work in, or visit Scottsdale and have been designated throughout the community at an appropriate scale and location. This category includes areas designated for commercial centers providing goods and services frequently needed by the surrounding residential population, and retail businesses, major single uses, and shopping centers, which serve community and regional needs. This category may also include other uses, like housing and office uses, to attain environmental and mobility goals. Neighborhood retail should be located at frequent intervals in relationship to the density of nearby residential areas to reduce travel time and distance. The size and scale of neighborhood commercial centers should be compatible with surrounding residential uses and care must be taken to avoid undesirable impacts on surrounding areas. Neighborhood commercial uses are best located on collector or arterial streets. Community or regional commercial uses should usually be located on arterial streets for high visibility and traffic volumes. Community and regional commercial uses function best when they are integrated with mixed-use areas {emphasis added}.*

The proposed restaurant use is consistent with the Neighborhood Commercial designation described above by providing a low-scale neighborhood serving land use adjacent to established residential, resort, office and retail uses. Further, this site is located along Scottsdale Road, a major arterial, in between two major intersections (Scottsdale and McDonald to the south and Scottsdale and Lincoln to the north) thus making it an ideal location for Neighborhood Commercial.



### 2001 General Plan Land Use Map



#### **Site**

Current GP Land Use:  
Resort/Tourism

Proposed GP Land Use:  
Neighborhood Commercial

### 2001 General Plan Goals & Policies

- **Character & Design:**

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

**-Bullet 1:** *Respond to the regional and citywide contexts with new and revitalized development in terms of:*

- Scottsdale as a southwestern desert community.*

- Scottsdale as a part of a larger metropolitan area with a unique reputation, image, character and identity within its regional setting.*

- Relationships to surrounding land forms, land uses, and transportation corridors.*

- Contributions to city wide linkages of open space and activity zones.*



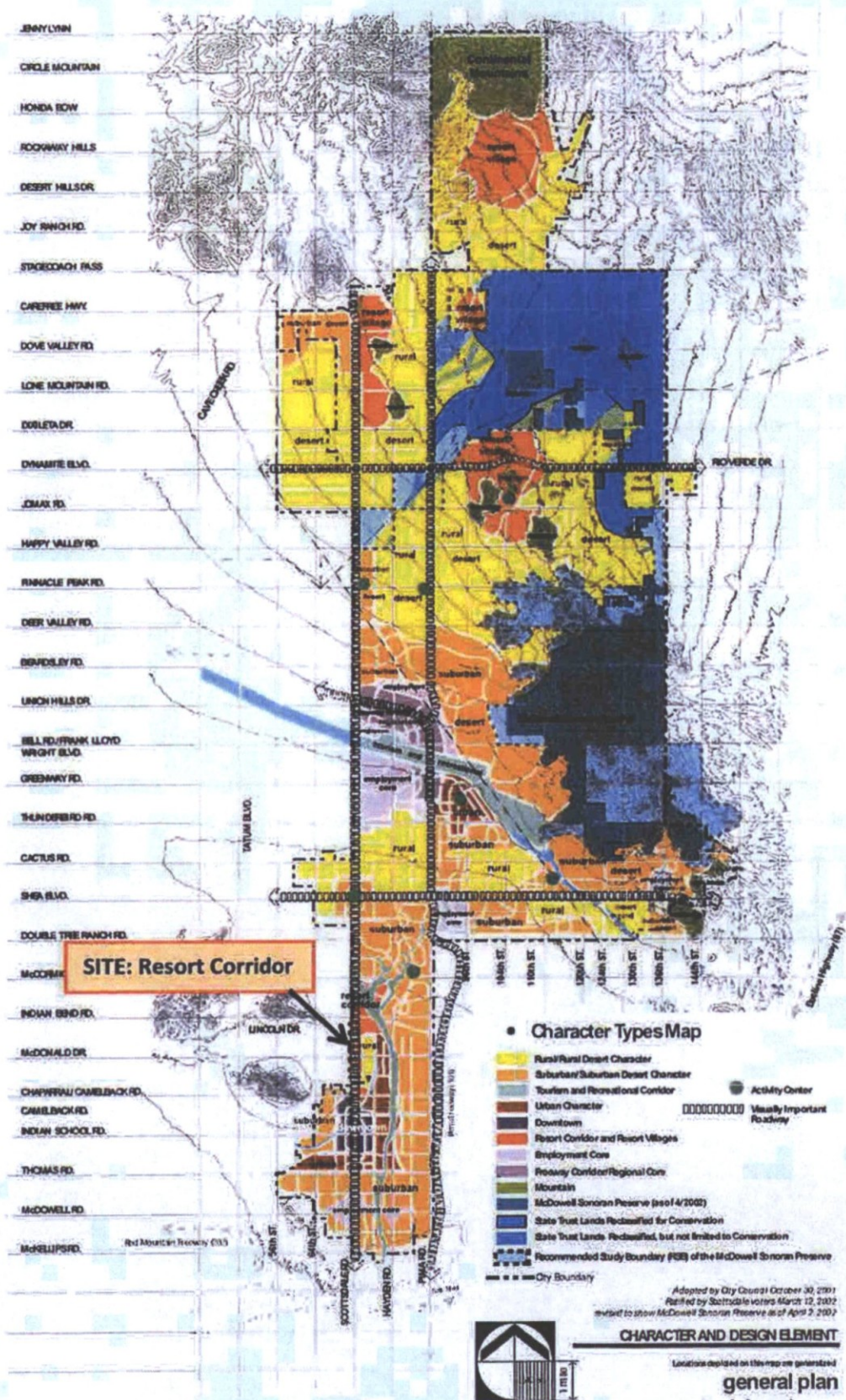
- Consistently high community quality expectations*
- Physical scale relating to the human perception at different points of experience.*
- Visual impacts (views, lighting, etc.) upon public settings and neighboring properties.*
- Visual and accessibility connections and separations.*
- Public buildings and facilities that demonstrate these concepts and “lead” by example.*
- Bullet 4: Ensure that all development is part of and contributes to the established or planned character of the area of the proposed location.....The “Resort Corridor” consists of concentrations of major resort facilities along Scottsdale Road near Downtown. A variety of tourist accommodations, quality office, specialty retail, recreation including golf courses and tennis courts, employment and compatible high amenity residential neighborhoods are all components**

**Response:** The character and design of the proposed development celebrates Scottsdale’s Southwestern character and visual impact along Scottsdale Road, a “Visually Important Roadway” within the “Resort Corridor” as noted on the Character Types Map (see below). This site serves as a transitional property located between existing residential development to the south, office and retail to the east, residential and retail to the north and resort the west; all within walking distance to the site. As such, the site plan was designed to create architectural movement along Scottsdale Road (vs. a static linear form) and an enhanced pedestrian experience with connectivity to the adjacent uses. Additionally, the buildings are situated to provide a shaded patio spaces that are respectful of the adjacent residential developments and ample open space to emulate the resort feel and provide a lush desert landscape setting around the buildings. Building architecture is unique with contemporary lines which speak to the character of the area through the use of indigenous materials, earth-tone finish and paint. The previous character of the conference center had a closed-off appearance with no physical connection to Scottsdale Road. The new restaurants will provide interaction with the streetscape through vibrant architecture, refreshed landscaping and connectivity to adjoining uses.

***Previous Cottonwoods Resort Conference Center Building***









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

- Bullet 1: Continue the development review process. The Development Review Board currently reviews all proposed new and revitalized development, other than single-family residential, in terms of appropriate contextual character, quality of design and site planning.*
- Bullet 6: Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.*

**Response:** Redevelopment of this site and revitalization of the area in general over the last several years is evidenced through several projects including the remodel the Lincoln Village retail center, remodel of the existing restaurant pads just north of the Property, the new Enclave at Borgata residential development in place of the struggling Borgata retail center, and a complete overhaul of the Cottonwoods Resort property to the west. These projects all demonstrate strong reinvestment in the area.

The proposed restaurant site will incorporate site design, connectivity, landscaping, architecture and building materials that complement the newly developed sites surrounding the Property. The proposed buildings will be subject to Development Review Board review and approval subsequent to City Council approval of the GPA and rezoning. See Section VI below for responses Scottsdale's Sensitive Design Principles.

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

- Bullet 12: Retain mature trees in public right-of-ways to preserve shade and the character of the street.*

*-and-*

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

- Bullet 6: Encourage the retention of mature landscape plant materials.*

**Response:** The landscape plan included with this application demonstrates the preservation of approximately a dozen existing olive trees to remain along Scottsdale and Rose. These trees will be supplemented with mature varieties that are consistent with the Scottsdale Road Streetscape Design Guidelines to provide a unified streetscape. The landscape plan provided with this application demonstrates the high-level character and design standards the applicant is proposing with the redevelopment of this site.

- **Land Use:**

***Goal 3: Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.***

***-Bullet 1: Ensure that neighborhood edges transition to one another by considering appropriate land uses, development patterns, character elements and access to various mobility networks.***

***-Bullet 6: Encourage transitions between different land uses and intensities through the use of gradual land use changes, particularly where natural or man-made buffers are not available.***

**Response:** The proposed Neighborhood Commercial land use and C-1 zoning provides for a seamless transition from the greater intensity of Scottsdale Road, a major arterial, to Alamos, The Enclave and the Cottonwoods Resort; quieter uses that surround the Property. From a building massing standpoint, the one or two-story development planned for this Property is appropriate given the overall urban context and large variety of land uses, building character and building heights in the area. The proposed architectural character takes inspiration from the surrounding built environment through the use of similar materials, colors and architectural detailing.

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

***-Bullet 5: Maintain a citywide balance of land uses that support changes in community vision/dynamics (established by future community visioning processes) over time.***

**Response:** The Scottsdale Road Resort Corridor supports a variety of retail and service related uses including, specialty shops and restaurants. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of a maturing community and provides sustainability of the City as a whole. This project exemplifies this goal by turning underutilized and now vacant land into a thriving Neighborhood Commercial use with direct access to Scottsdale Road and an array of nearby support services, residential communities and resorts further enhancing quality of life for the residents and visitors of Scottsdale.



**Goal 8:** *Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.*

***- Bullet 1: Promote development patterns and standards that are consistent with the surrounding uses and reinforce an area's character.***

***-and-***

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

***-Bullet 3: Encourage redevelopment that invigorates an area while also respecting the character of adjacent neighborhoods.***

**Response:** This redevelopment application contributes to the balance of land uses in the immediate vicinity which include office, retail, restaurants, hotels, residential and cultural/entertainment. From inception, the idea of integrating Neighborhood Commercial (restaurants) along the Scottsdale Road corridor was influenced by the surrounding context, and as such, the design has evolved to blend with surrounding built environment in terms of scale, massing, character and building materials. The goal was to enliven the area with a compatible land use that serves as an additional amenity to the area, encourages walkability and respects the established character along Scottsdale Road.

- ***Economic Vitality:***

**Goal 1:** *Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.*

***-Bullet 5: Enhance Scottsdale's tourism support services including fine dining, specialty retail and entertainment.***

**Response:** The City's General Plan states "Scottsdale's retail market is an integral part of Scottsdale's unique identity and is one of the major economic drivers in the community." As Scottsdale continues to grow and mature new economic challenges arise, and while Scottsdale has long been approaching build out, the revitalization of established and in some cases underutilized areas is necessary to maintain economic stability and relevance. This site is a natural fit for Neighborhood Commercial with close proximity to a major transportation corridor and myriad compatible land uses including shopping, dining, housing, tourism and employment, all within walking distance of the site.

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

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

**Response:** The redevelopment of this underutilized, vacant land will contribute towards the economic stability of Scottsdale by providing Neighborhood Commercial land uses that support area tourist accommodations, employment and residential development bringing physical and economic synergy to the area, which will invigorate and enhance the Scottsdale Road Resort Corridor.

- ***Neighborhoods:***

***Goal 2: Use redevelopment and revitalization efforts to provide for the long term stability of Scottsdale's mature residential and commercial neighborhoods.***

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

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

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

**Response:** The proposed redevelopment will activate an underutilized, vacant parcel in a prime location of Scottsdale near a wide range of established land uses. In an area that has seen a strong level of revitalization (Lincoln Village remodel, Enclave at Borgata and Cottonwoods Resort remodel), this infill development will utilize existing infrastructure systems (roads, utilities, etc.). This request responds to market demand and the site's surrounding context by sensitively balancing the mixed-use setting along Scottsdale Road.

- ***Community Mobility:***

***Goal 1: Protect the function and form of regional air and land corridors.***

***-Bullet 2: Maintain Scottsdale's high development standards. The character of regional corridors in Scottsdale should reflect an image that is uniquely Scottsdale through unified streetscapes, street signage, and public art.***

**Response:** The landscape plan included with this application demonstrates the preservation of approximately a dozen existing olive trees to remain along Scottsdale and Rose. These trees will be supplemented with mature varieties that are consistent with the Scottsdale Road Streetscape Design Guidelines to provide a unified streetscape. The landscape plan provided with this application demonstrates the high-level character and design standards the applicant is proposing with the redevelopment of this site.

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



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

**Response:** The existing network of mobility options associated with this Property make it ideal for Neighborhood Commercial redevelopment. Scottsdale Road is a major arterial providing primary north-south connection to through Scottsdale, which has a significant concentration of employment, retail, resort, residential and entertainment land uses. Additionally, Valley Metro Route 72 traverses Scottsdale Road, from Chandler Boulevard to Thompson Peak Parkway. There is an existing bus stop directly adjacent to the Property and on the east side of Scottsdale Road (The Forum), and thus, the existing and proposed sidewalk (new sidewalk will be 8'-0") connections will tie to these bus stops for convenience. Scottsdale Road has a designated bike lane in the right-of-way. The site is also a little over one mile west of Indian Bend Wash, the City's most predominate open space corridor with a network of continuous pedestrian and bicycle pathways. Redevelopment within the Resort Corridor with a range of employment, retail and residential uses and established multi-modal transportation options reduces the number and distance of automobile trips, improves air quality, thereby enhancing the quality of life for surrounding residents.

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

As a result of City Shape 2020, Scottsdale implemented "Character-based General Planning" which includes three distinct levels of planning: 1. City-wide Planning, 2. Character Planning and 3. Neighborhood Planning. Character Plans speak specifically to the goals and policies of an identifiable area of the City. Character Plans ensure that the quality of development and character of the built environment are consistent with the overarching goals of the General Plan while highlighting the goals of distinct areas of town, ie: Airport, Downtown, Southern Scottsdale.

The City Council adopted the SSCAP in October 2010. The proposed development is not only consistent with the SSCAP but upholds the goals and policies established in this document. The public outreach process for the SSCAP identified five community priorities which are listed below:

1. *Develop a strong economic core with community gathering places*
2. *Focus on local mobility and walkability*
3. *Maintain and enhance existing neighborhoods and identity*
4. *Balance growth*
5. *Promote well designed architecture and sustainability*

From its inception, this proposed project utilized these five priorities as guiding principles to the overall design and architectural character. Bringing new Neighborhood Commercial opportunities to the Southern Scottsdale will strengthen the economic core of the area and enhance the existing character of the surrounding neighborhoods.



The proposed Neighborhood Commercial is a component of the horizontal mixed-use development envisioned in the SSCAP (see graphic below) by providing freestanding commercial uses/restaurants integrated within an existing urban fabric with a range of uses including resort, office, commercial, residential and cultural; all which will benefit and utilize the new restaurants.



*Southern Scottsdale Character Area Plan  
October 26, 2010*

Following are the applicable goals and policies identified in the SSCAP that apply to the proposed development (Land Use, Character & Design, Economic Vitality, Neighborhood, Community Mobility and Open Space & Recreation):

### **LAND USE**

#### ***Goal LU 3***

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

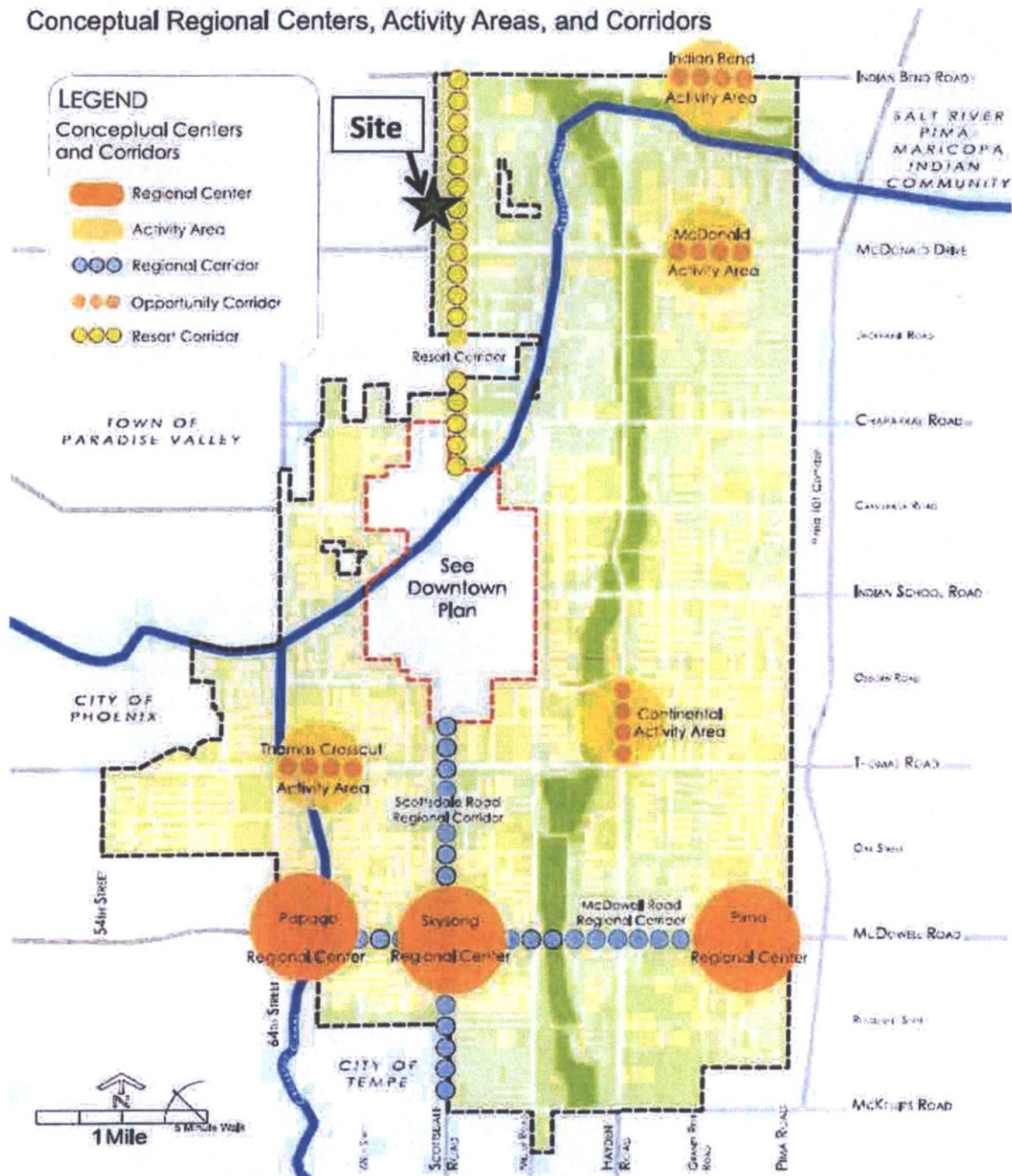
#### **• Policy LU 3.1**

*Create and encourage the utilization of flexible land use regulations as incentives for reinvestment and new development along Corridors.*

Below is a map from the SSCAP which depicts the regional centers, activity areas and designated corridors. As indicated below, the subject site is located along the Scottsdale Road Resort Corridor.



## Conceptual Regional Centers, Activity Areas, and Corridors



**Response:** The proposed development meets this land use goal by revitalizing an underutilized property and redeveloping the site with a land use that will bring additional Neighborhood Commercial opportunities to the Scottsdale Road Resort Corridor. The requested C-1 zoning provides for low-scale commercial development (proposal is for restaurants) while respecting the built environment along Scottsdale Road and adjacent residential neighborhoods. Integrating Neighborhood Commercial in this location will

strengthen the live, work, play land use concept and bring synergy to the collection of established land uses along the Scottsdale Road corridor.

***Goal LU 2***

*Create a hierarchy of Regional, Opportunity, and Resort Corridors to guide future land use, development and redevelopment throughout Southern Scottsdale.*

**• *Policy LU 2.3***

*The Resort Corridor consists of medium to low intensity development and exists along Scottsdale Road between East Highland Drive and Indian Bend Road. This corridor will:*

- Contain a mixture of land use classifications including mixed-use neighborhood; and*
- Support, maintain, enhance and expand hospitality/tourism land uses in Southern Scottsdale.*

**Response:** The subject Property falls within the Scottsdale Road Resort Corridor and is surrounded by a range of uses including The Enclave at Borgata residential development to the northwest (under construction), Blanco and Paul Martin's to the north, the Lincoln Village commercial retail center with Trader Joe's and Walgreens to the north, Alamos Condominiums to the south, the Cottonwoods Resort (under renovation) to the west, Kerr Cultural Center to the southwest, and Scottsdale Forum office building and Hilton Village retail center to the east of Scottsdale Road. The Property is walking distance to an established mixed-use core including a grocery store, multiple restaurants/services, residences and hotels, and as such, the site plan has been designed with an emphasis on pedestrian connectivity enhancing the overall hospitality/tourism land use goal for this area.

***Goal LU 3***

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

**• *Policy LU 3.6***

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

**Response:** Rezoning the subject Property to C-1 will not only allow redevelopment of the Property, but will bring development that more closely aligns the goals set forth by the City by integrating new Neighborhood Commercial development along the Scottsdale Road Resort Corridor. The proposed Neighborhood Commercial is a component of the horizontal mixed use development envisioned in the SSCAP by providing freestanding commercial uses/restaurants integrated within an existing urban fabric with a range of uses including resort, office, commercial, residential and cultural; all which will benefit and utilize the new Neighborhood Commercial. Based on this mixed use setting, redevelopment of this site will further provide a walkable environment tying into and celebrating the existing pedestrian network.



**Goal LU 4**

*Preserve, enhance, and expand the resort, hotel, retail, and tourism land uses along the resort corridor in Southern Scottsdale.*

**• Policy LU 4.1**

*Promote reinvestment and revitalization along the Resort Corridor to sustain a mix of land uses that complement the area's tourism and hospitality activities.*

**Response:** As noted under LU 3 above, reinvestment in this vacant underutilized Property will help strengthen the Resort Corridor by enhancing the mix of land uses along Scottsdale Road, all of which synergize and bring economic sustainability to the area. Resort Corridors thrive with a range of supporting commercial uses that diversify the area and provide options for residents and visitors.

**CHARACTER & DESIGN****Goal CD 2**

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

**• Policy CD 2.1**

*Encourage pedestrian-oriented site design for new and revitalized development within Corridors, Regional Centers, and Activity Areas.*

**Response:** The Property is walking distance to an established mixed-use core including a grocery store, multiple restaurants/services, residences and hotels, and as such, the site plan has been designed with an emphasis on pedestrian connectivity tying to the existing pedestrian network. The proposed restaurants, as shown on the site plan, will include large patio spaces (approximately 1,000 s.f. per restaurant) celebrating the indoor/outdoor appeal that is enjoyed in Scottsdale numerous months out of the year; climate and moderate winters being one of the contributing factors for our thriving tourism industry. Providing additional amenities, such as high quality restaurants, will further strengthen Scottsdale Road as a mixed-use corridor.

**Goal CD 3**

*Promote high quality design for new and revitalized mixed-use, commercial and residential development along Corridors, within Regional Centers, and Activity areas.*

**• Policy CD 3.3**

*Encourage new development to demonstrate a relationship with the design characteristics of the surrounding area and, as appropriate, incorporate those qualities into its design.*

- **Policy 3.4**

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

**Response:** This Property serves as a transitional site located between existing residential development to the south, office and retail to the east, residential and retail to the north and resort the west; all within walking distance from the site. As such, the site plan was designed to create architectural movement along Scottsdale Road (vs. a static linear form) and an enhanced pedestrian experience with connectivity to the adjacent uses. Additionally, the buildings are situated to provide a shaded patio spaces that are respectful of the adjacent residential developments and ample open space to emulate the resort feel and provide a lush desert landscape setting around the buildings. Building architecture is unique with contemporary lines which speak to the character of the area through the use of indigenous materials, earth-tone finishes and paint colors.

**Goal CD 4**

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

- **Policy CD 4.1**

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

- **Policy CD 4.2**

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

- **Policy CD 4.3**

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

**Response:** The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating outdoor seating areas for the restaurant patrons. Context appropriate desert plant materials will be utilized with the development of the Property, consistent with the established vegetative pattern along Scottsdale Road. A low-water use plant palette will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

**Goal CD 6**

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

- **Policy CD 6.4**

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



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

**Goal CD 8**

*Enhance the design and character of the Resort Corridor so that it continues to serve as a major hospitality and commercial designation.*

- **Policy CD 8.1**

*Create a pedestrian-friendly environment along the Resort Corridor area through streetscape and adjacent development design.*

- **Policy CD 8.2**

*Promote the Resort Corridor's character as mixed-use and pedestrian friendly, featuring a variety of building types and gathering spaces.*

**Response:** This application includes a range of exhibits (site plan, elevations, landscape plan, and cross-sections) which demonstrate the character and high-level of design proposed for this site. The buildings have been designed in a manner that provides a hierarchy of masses with respect to the surrounding context creating a streetscape that is visually interesting and vibrant. This pedestrian friendly, mixed-use setting is strengthened through this proposal for Neighborhood Commercial within the Resort Corridor by providing low-scale commercial uses nestled in a lush landscape setting with connectivity to the established urban setting.

**ECONOMIC VITALITY**

**Goal EV 1**

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

- **Policy EV 1.1**

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

**Response:** This redevelopment request will result in a \$2.7M investment, replacing an obsolete resort conference property in the heart of Southern Scottsdale with a vibrant Neighborhood Commercial land use and will bring economic benefit to the nearby Scottsdale businesses further bolstering the Resort Corridor.

In 2010, the City of Scottsdale entered into contract with Applied Economics as a consultant to perform a citywide economic study. The City was broken in to three sub-districts (south, central and north) for the purposes of analyzing economic development, land use and fiscal impacts. The study demonstrates the lack of available vacant land in the south sub-district

(area south of Indian Bend Road) and the potential for redevelopment to stabilize the economic future of Scottsdale.

#### ***2010 Applied Economics Study***

*The final market condition factor considered in the analysis was the possibility for redevelopment in the City of Scottsdale. Since the supply of available vacant land is very limited in the south subarea, and is becoming constrained in the central subarea, examining the potential for redevelopment was an important part of preparing development forecasts. Our knowledge of Scottsdale indicates that there are areas in both the south and central subareas that could become targets for redevelopment over the next twenty years.*

#### ***Goal EV 4***

*Develop new and enhance existing tourism and visitor experiences in Southern Scottsdale.*

- ***Policy EV 4.6***

*Maintain and enhance the Scottsdale Road Resort Corridor's success by continuing to attract a variety of high-quality hospitality, restaurant, retail, office, and entertainment venues to the Corridor.*

**Response:** The addition of Neighborhood Commercial with restaurant uses will integrate well with the surrounding mix of land uses established along this Resort Corridor. These commercial uses will continue to attract visitors to the area due to the range offerings, including hotels with conference centers, shopping, restaurants, office/employment, cultural and support services.

### **COMMUNITY MOBILITY**

#### ***Goal CM 1***

*Increase the range of mobility options available to the area residents and businesses.*

- ***Policy CM 1.1***

*Develop an effective range of safe, reliable, and where feasible, less congested mobility systems for Southern Scottsdale.*

- ***Policy CM 1.3***

*Provide continuous pedestrian and bicycle pathway access between Regional Centers and Activity Areas, Corridors, park and open spaces and transit systems.*

**Response:** The existing network of mobility options associated with this Property make it ideal for Neighborhood Commercial redevelopment. Scottsdale Road is a major arterial providing primary north-south connection to through Scottsdale, which has a significant concentration of employment, retail, resort, residential and entertainment land uses. Additionally, Valley Metro Route 72 traverses Scottsdale Road, from Chandler Boulevard to



Thompson Peak Parkway. There is an existing bus stop directly adjacent to the Property and on the east side of Scottsdale Road (The Forum), and thus, the existing and proposed sidewalk connections will tie to these bus stops for convenience. Scottsdale Road has a designated bike lane in the right-of-way. The site is also a little over one mile west of Indian Bend Wash, the City's most predominate open space corridor with a network of continuous pedestrian and bicycle pathways. Redevelopment within the Resort Corridor with a range of employment, retail and residential uses and established multi-modal transportation options reduces the number and distance of automobile trips, improves air quality, thereby enhancing the quality of life for surrounding residents.

The anticipated daily traffic counts for the proposed C-1 development with two restaurants is 1,144 trips as compared to the existing R-4R zoning designation and previous development for the site with a daily trip generation of 720 (see Trip Generation Report).

### **OPEN SPACE & RECREATION**

#### ***Goal OSR 1***

*Develop, improve, maintain and enhance the quality of Southern Scottsdale's open space environments.*

- ***Policy ORS 1.2***

*Protect mature vegetation while encouraging indigenous and adaptive plan materials to inhabit open and recreational spaces, streetscapes and private development landscaping throughout Southern Scottsdale.*

**Response:** To maintain Scottsdale's aesthetic values and environmental standards, the perimeter streetscapes and internal landscape improvements will provide continuity through the cohesive use of mature desert landscaping and hardscape design elements for the proposed development. The patio spaces provide a gathering space for patrons and will link directly into pedestrian pathways leading to and from the site.

## **VI. Scottsdale Sensitive Design Principles**

The Character and Design Element of the General Plan states that “Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran desert environment, all of which are considered amenities that help sustain our community and its quality of life.” The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property.

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

**Response:** The proposed architectural character takes inspiration from the surrounding area through the use of similar materials, colors and architectural detailing. The building character and massing is complementary to the surrounding development including the newly remodeled Lincoln Village retail center and restaurant pads to the north, as well as the residential communities (Alamos to the south and the new Enclave project to the northwest). The proposed low-scale Neighborhood Commercial development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating indoor/outdoor restaurant spaces.

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

**Response:** Although the setting of this redevelopment site is urban in character and does not have natural features such as washes and natural area open space, the developer has taken special consideration in maintaining view corridors for the Alamos residents and providing ample open space (20,776 s.f. provided with redevelopment).

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

**Response:** The Property is a redevelopment site. All landscaping will consist of low water use desert appropriate landscaping materials.

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

**Response:** The proposed redevelopment will preserve and restore natural habitats and ecological processes through the inclusion of additional desert appropriate landscaping (and some integration of native plants). The site has 11,578 square feet of required open space, an increase from the existing condition (20,776 s.f. provided with redevelopment). Additional landscaping will contribute to the urban habitat for wildlife and improved air quality. Also,



desert appropriate plants will be able to withstand the variations of the local climate and as they mature they will become self-sustaining relative to water demand. The existing runoff flow patterns coming from the west and through this site toward Scottsdale Road are maintained with the proposed development. The proposed development reduces the runoff generated on-site due to increased green space and onsite retention compared to existing conditions.

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

**Response:** Pedestrian circulation both around and through the site is an important feature of the project, as numerous residential, retail, resort, and office uses are within walking distances from this site. The redevelopment of this site will implement the Scottsdale Road Streetscape Design Guidelines by moving the sidewalk off the curb, providing an 8' wide sidewalk and installing approved street trees.

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

**Response:** The subject Property falls within the Scottsdale Road Resort Corridor and is surrounded by a range of uses including two restaurant pads to the north, the Lincoln Village retail center to the north, Alamos Condominiums to the south, The Enclave residential community to the northwest, the Cottonwoods Resort to the west, and Scottsdale Forum office building and Hilton Village retail center to the east of Scottsdale Road. The Property is walking distance to an established commercial core including a grocery store, support services, residential, office and hotels, and as such, the site plan has been designed with an emphasis on pedestrian connectivity enhancing walkability of the Resort Corridor. The site is also a little over one mile west of Indian Bend Wash, the City's most predominate open space corridor with a network of continuous pedestrian and bicycle pathways. Developing Neighborhood Commercial along the Resort Corridor with a range of employment, retail and resort uses and established multi-modal transportation options reduces the number and distance of automobile trips, improves air quality, thereby enhancing the quality of life for surrounding residents and visitors.

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

**Response:** The proposed development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design. A detailed pedestrian circulation plan is provided with the application showing connectivity from the site to the north, south, east and west and well connections through the site benefiting adjacent property owners and nearby retail/resort patrons.



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

**Response:** The proposed one or two-story restaurant buildings are compatible with surrounding development and are appropriately setback from Scottsdale Road. Building articulation and use of indigenous materials also creates a balance to the Scottsdale Road streetscape.

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

**Response:** The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate.

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

**Response:** Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer will explore sustainable design elements and green building methods where feasible.

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

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

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

**Response:** The proposed development will maintain a low-water use plant palette (see landscape plan). Context appropriate desert plant materials will be utilized with the development of the Property, consistent with the established vegetative pattern along Scottsdale Road.

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

**Response:** Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for patrons and pedestrians.

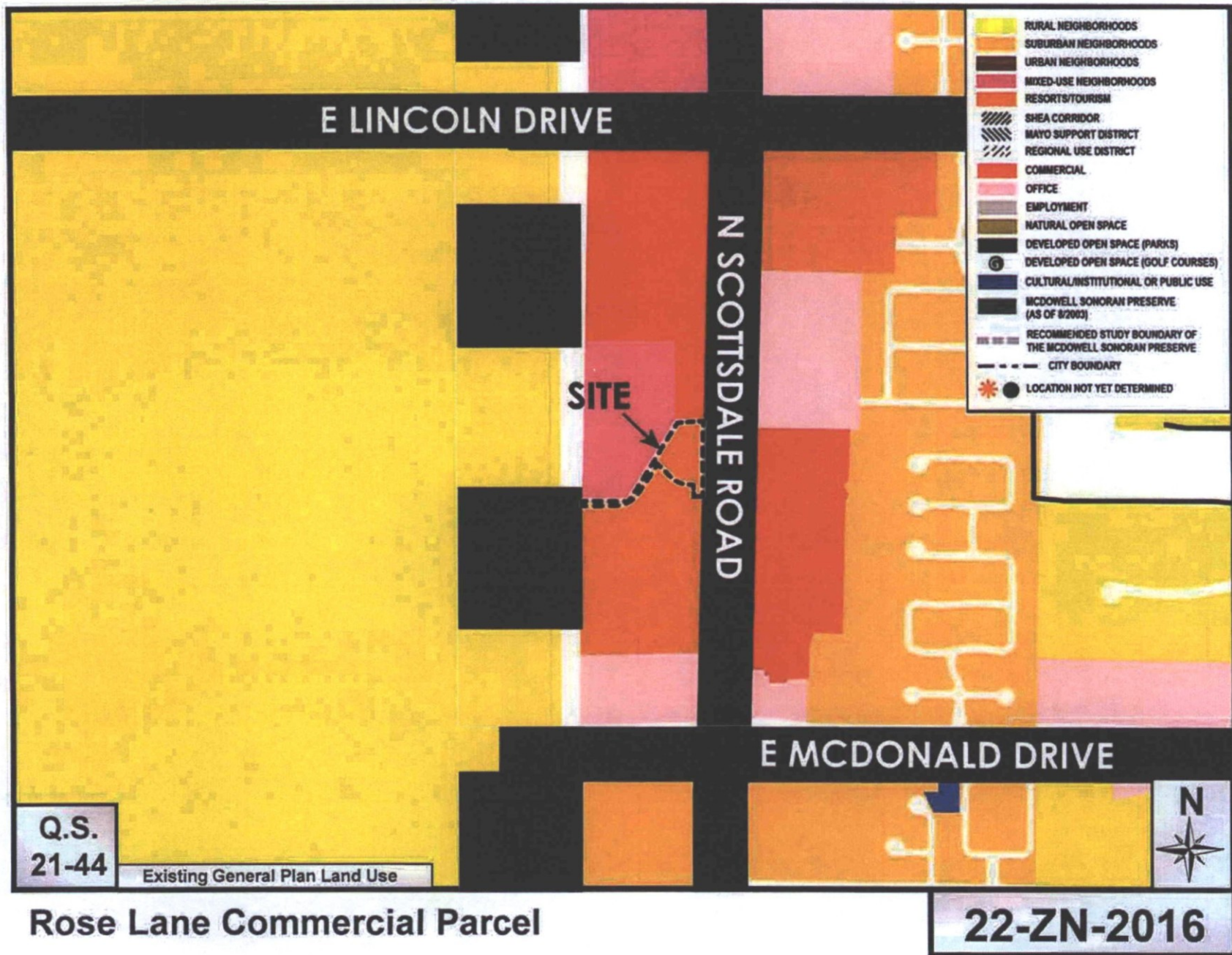
**14. *Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.***

**Response:** Project identification will be low-scale and contextually appropriate.

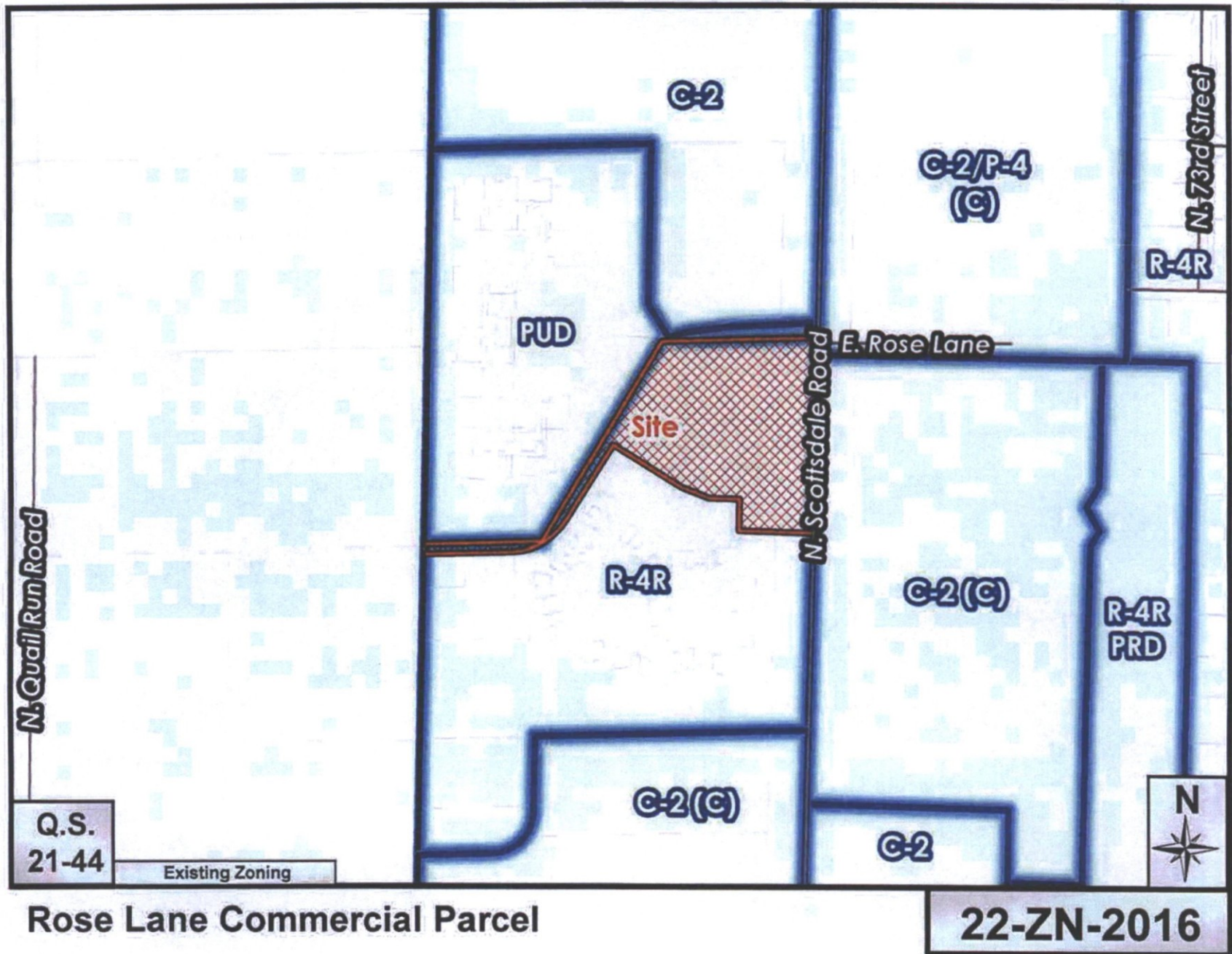


## **VII. Conclusion**

In summary, the applicant is seeking a non-major GPA on a 2.6+/- gross acre site from the Resort/Tourism land use category to the Neighborhood Commercial land use category and a rezoning from R-4R to C-1 to create two new restaurant sites with outdoor patios. The proposal to redevelop this Property from an underutilized conference center to a Neighborhood Commercial use will bring additional restaurant options for nearby residents, resort patrons and office employees further bolstering the economic success of surrounding Scottsdale businesses. Additionally, the integration of Neighborhood Commercial in this location will not only strengthen the nearby existing residential, resort, retail, office and cultural uses, but will uphold the City's goals and policies set forth in the General Plan and SSCAP.











1 SITE CONTEXT AERIAL  
SCALE: N.T.S.



# PROJECT DATA

PROJECT DESCRIPTION: REZONING OF A PARCEL ALONG SCOTTSDALE ROAD FROM R-10 TO C-1. REZONING WOULD ALLOW POTENTIAL DEVELOPMENT OF THE PARCEL PLANS SHOW TWO CONCEPTUAL BUILDINGS ON THE SITE, EACH 20,000 S.F. RESTAURANT WITH A 1,000 S.F. ATTACHED RATIO

ADDRESS:  
1161 NORTH SCOTTSDALE ROAD  
SCOTTSDALE, ARIZONA 85253

APR 11/2017

LOT SIZE:  
59,920 SF (1.363 ACRES)

CURRENT ZONING: R-10 RESIDENT

PROPOSED ZONING: C-1  
NEIGHBORHOOD COMMERCIAL



PHX  
ARCHITECTURE  
1161 NORTH SCOTTSDALE ROAD  
SCOTTSDALE, ARIZONA 85253  
PH: 480.355.1000  
WWW.PHXARCHITECTURE.COM

Parcel 174-65-012G  
6160 N. Scottsdale Road  
Scottsdale, AZ 85253

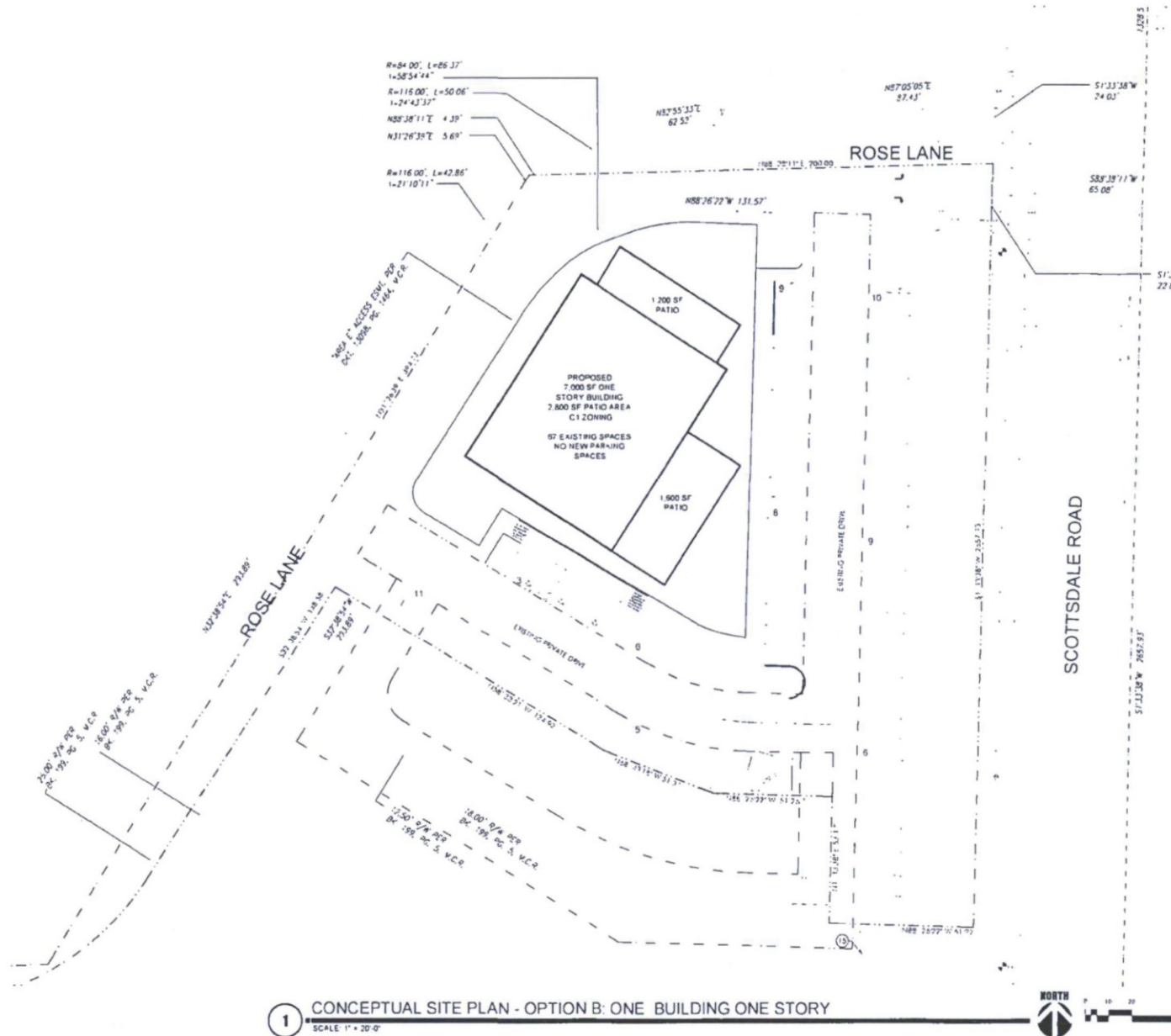


## VICINITY MAP



1:50,000  
MAY 12, 2017  
SITE  
CONTEXT  
N.T.S.  
**A103**





# PROJECT DATA

ADDRESS:  
174-65-012G  
SCOTTSDALE, ARIZONA 85253

LOT SIZE:  
60,429 SF (1.3853 ACRES)

CURRENT ZONING: (R4-R) RESORT

PROPOSED ZONING: (C-1)  
NEIGHBORHOOD COMMERCIAL

SETBACKS:  
SIDE AND REAR YARDS:  
75'-0" SETBACK FROM MULTIFAMILY  
50'-0" SETBACK FROM SINGLE FAMILY  
SCOTTSDALE ZONING CODE, SECT. 5.1.1.1.1.1

BUILDING HEIGHT:  
30'-0" (MAX. ALLOWABLE) ZONING CODE  
32'-0" (PROPOSED BUILDING HEIGHT)

PROPOSED BUILDING AREA:  
BUILDING: 7,000 S.F.  
2,800 S.F. PATIO

FLOOR AREA RATIO:  
BUILDING AREA / LOT AREA  
7,000 / 60,429 = 0.1158 F.A.R.  
MAX. ALLOWABLE = 0.181  
SCOTTSDALE ZONING CODE, SECT. 5.1.1.1.1.1

PARKING CALCULATION:  
1 SPACE PER 1,200 S.F. GROSS FLOOR AREA  
1 SPACE PER 350 S.F. OUTDOOR PATIO AREA  
SCOTTSDALE ZONING CODE, TABLE 9.103 A1  
GROSS FLOOR AREA = 7,000 S.F. / 1,200 = 5.8  
OUTDOOR PATIO AREA = 2,800 / 350 = 8  
TOTAL PARKING REQUIRED = 13.8 SPACES

EXIST. PARKING PROVIDED = 67 SPACES (PER ALTA)  
NEW PARKING STALLS ADDED = 11 SPACES  
TOTAL PARKING PROVIDED = 78 SPACES

ACCESSIBLE PARKING REQUIRED:  
67 SPACES REQUIRED X 0.14 = 9.38  
3 ACCESSIBLE SPACES REQUIRED (3 EXIST)

BICYCLE PARKING:  
PROPERTY REQUIRES 67 PARKING SPACES  
THEREFORE 67 MINIMUM BICYCLE SPACES REQ.  
SCOTTSDALE ZONING CODE, SECT. 9.103 C1

OPEN SPACE CALCULATION:  
NET LOT AREA 60,429 SF = 60,429 SF  
1.0000

## VICINITY MAP

SCALE: NOT TO SCALE



**Parcel 174-65-012G**  
**6160 N. Scottsdale Road**  
**Scottsdale, AZ 85253**



**CONCEPTUAL SITE PLAN**

**A101**

# PROJECT DATA

ADDRESS:  
160 NORTH SCOTTSDALE ROAD  
SCOTTSDALE, ARIZONA 85253

A.P.N.: 174-65-012G

LOT SIZE:  
1.1150 ACRES

CURRENT ZONING: (R-1-P) RESORT

PROPOSED ZONING: (C-1)  
NEIGHBORHOOD  
COMMERCIAL

SETBACKS  
SIDE AND REAR YARDS:  
75'-0" SETBACK FROM MULTIFAMILY  
50'-0" SETBACK FROM SINGLE FAMILY  
(SCOTTSDALE ZONING CODE, SECT. 5.1.10.1)

BUILDING HEIGHT:  
36'-0" (MAX. ALLOWABLE) ZONING CODE  
37'-0" (PROPOSED BUILDING HEIGHT)

PROPOSED BUILDING AREA:  
BUILDING: 9,000 S.F.  
3,851 S.F. PATIO

FLOOR AREA RATIO:  
BUILDING AREA / LOT AREA  
 $12,851 / 11,150 = 1.15$  F.A.R.  
MAX. ALLOWABLE = 0.75  
(SCOTTSDALE ZONING CODE, SECT. 5.1.10.1)

PARKING CALCULATION:  
1 SPACE PER 120 S.F. GROSS FLOOR AREA  
1 SPACE PER 350 S.F. OUTDOOR PATIO AREA  
(SCOTTSDALE ZONING CODE, TABLE 9.10.3.4)  
GROSS FLOOR AREA = 9,000 S.F. / 120 = 75  
OUTDOOR PATIO AREA = 3,851 / 350 = 11  
TOTAL PARKING REQUIRED = 85 SPACES

EXIST. PARKING PROVIDED = 67 SPACES  
(PER ALTA SURVEY)  
NEW PARKING STALLS ADDED = 18 SPACES  
TOTAL PARKING PROVIDED = 85 SPACES

ACCESSIBLE PARKING REQUIRED:  
85 SPACES REQUIRED  $\times .34 = 29$   
4 ACCESSIBLE SPACES

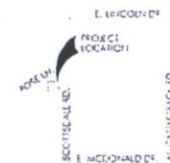
BICYCLE PARKING:  
PROPERTY REQUIRES 15 PARKING SPACES  
THEREFORE 15 AIR RAILWAY BICYCLE SPACES PER  
9 BICYCLE PARKING SPACES TO BE PROVIDED  
(SCOTTSDALE ZONING CODE, SECT. 9.10.3.1)



**Parcel 174-65-012G**  
**6160 N. Scottsdale Road**  
**Scottsdale, AZ 85253**

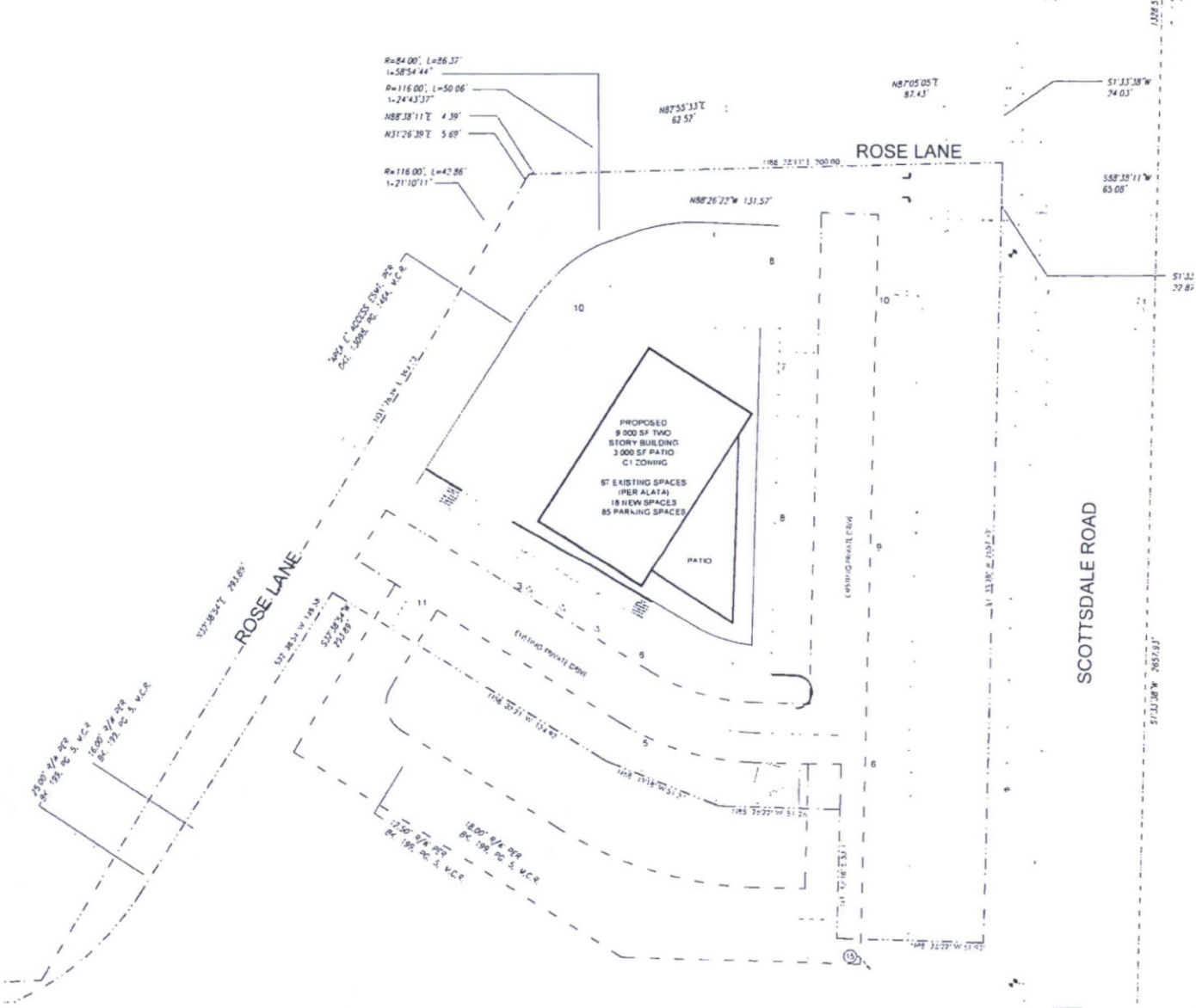


VICINITY MAP  
SCALE: 1/2" = 100'

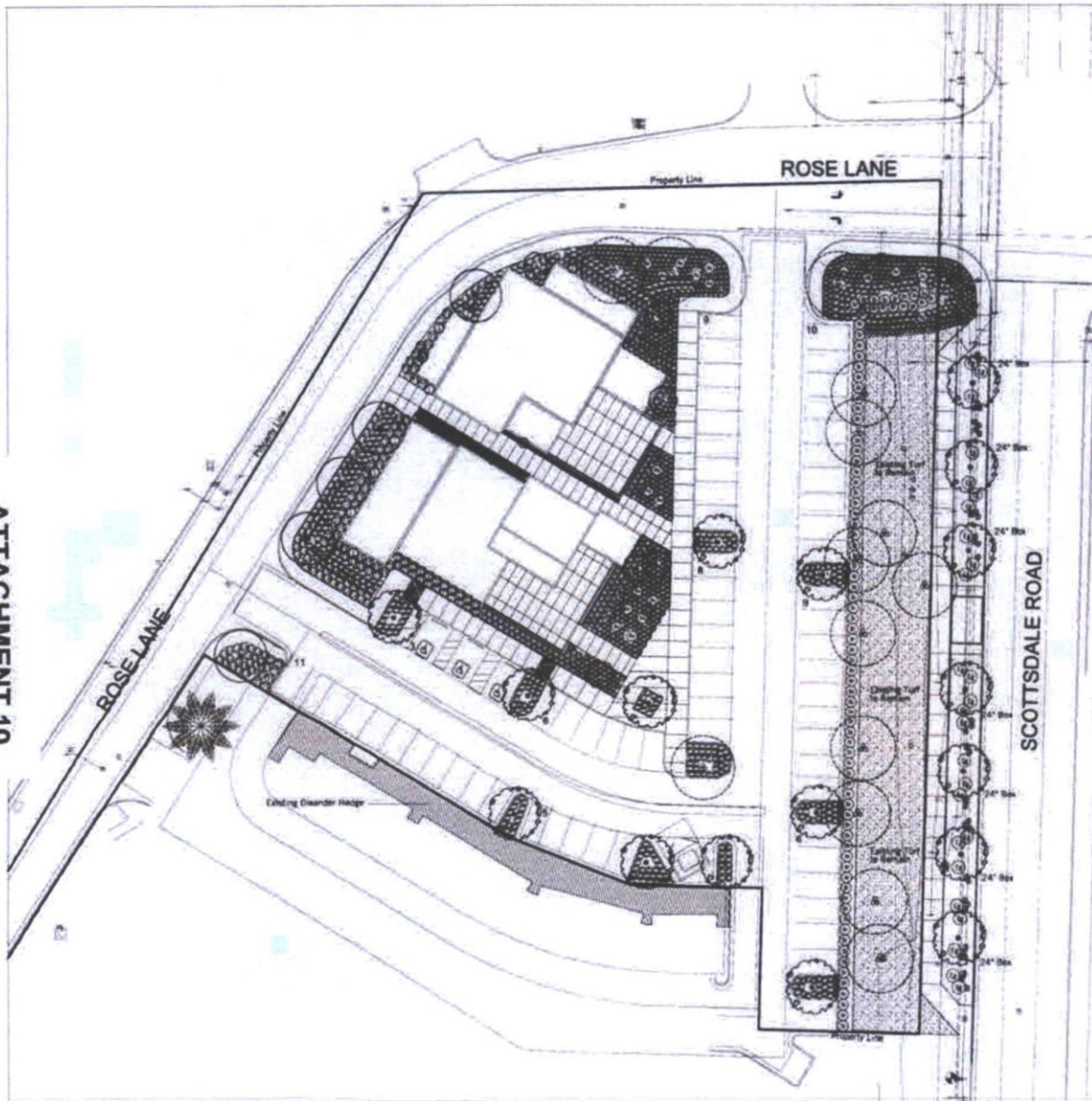


15126  
MAY 12, 2017  
CONCEPTUAL  
SITE PLAN  
1" = 20'-0"  
**A101**

**1** CONCEPTUAL SITE PLAN - OPTION C: ONE BUILDING TWO STORIES  
SCALE: 1" = 20'-0"







1 LANDSCAPE PLAN  
SCALE: 1" = 20'-0"

### Plant List Trees

Symbol	Botanical Name	Common Name	Size
■	<i>Ulmus parvifolia</i> "Ice Green"	Chinese Elm	30" box
●	<i>Ficus religiosa</i>	Occult	24" box
●	<i>Clusia euryptera</i> "Swan Hill"	Feather Tree	24" box - as noted 48" box
●	Existing Olive to Remain		

### Shrubs, Perennials, and Annuals

Symbol	Spacing	Botanical Name	Common Name	Size
Ae	-	<i>Agave deserti</i> var. <i>ae</i>	Smooth Agave	15 gal
A	24" x 24"	<i>Aloe vera</i>	Medicinal Aloe	1 gal
B	48" x 24"	<i>Bougainvillea</i> "Barbara Kart"	Barbara Kart Bougainvillea	5 gal
C	30" x 24"	<i>Calceolaria</i> "Little Jewel"	Dwarf Calceolaria	5 gal
Ea	60" x 24"	<i>Exemplantia glabra</i> "Mingrove Gold"	Outback Sunrise Elm	1 gal
1a	36" x 24"	<i>Lantana</i> "New Gold"	No Common Name	1 gal
H	30" x 24"	<i>Muhlenbergia rigens</i>	Pink Muly	1 gal
+	24" x 24"	<i>Nassella tenuissima</i>	Mexican Feather Grass	1 gal
+	18" x 24"	<i>Ruellia brittonia</i> "Katie"	Dwarf Katie Ruellia	1 gal
15	48" x 24"	<i>Tecoma stans</i>	Yellow Bells	5 gal

### Vines and Espaliers

Symbol	Botanical Name	Common Name	Size
2	<i>Mandevilla unguis cati</i>	Cat's Claw	5 gal Staked
1	<i>Bougainvillea speciosa</i>	No Common Name	5 gal Staked

13900 N. GREENSBERRY HAYDEN  
LOOP  
SUITE C-100  
SCOTTSDALE, AZ 85260  
P 480.471.1111  
F 480.398.1000  
PUNARCH.COM

**burton**  
Landscape Architecture Studio  
2013 Centro Jaime Bausa La Torre  
400 7th Street, Suite 1000  
www.burtonlandscape.com

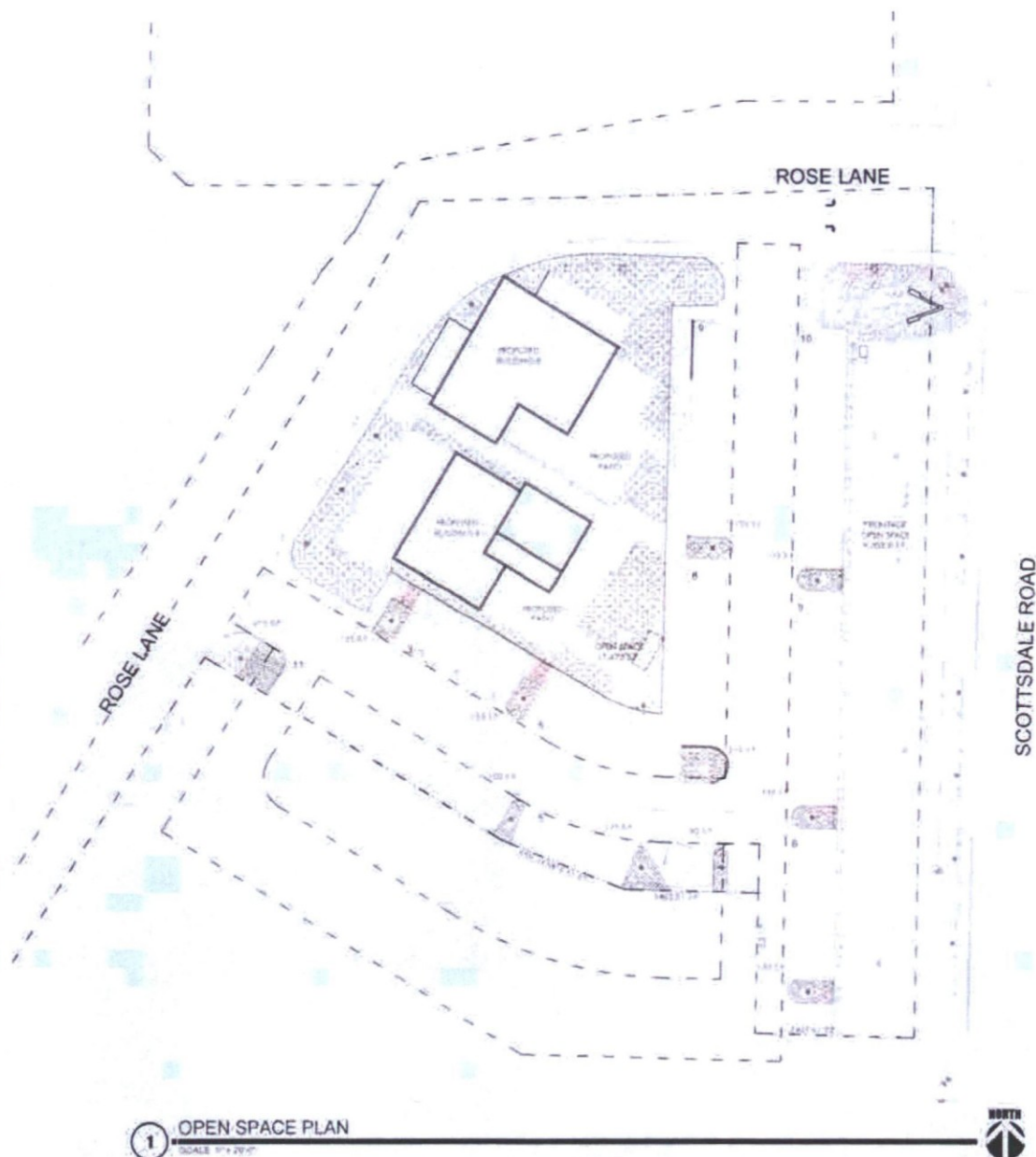
Parcel 174-65-012G  
6160 N. Scottsdale Road  
Scottsdale, AZ 85253



VICINITY MAP  
SCALE: NOT TO SCALE



PROJECT NO. 15128  
DATE May 12, 2017  
CONTRACT  
PROJECT LOCATION  
CONCEPTUAL LANDSCAPE PLAN  
SCALE 1" = 20'-0"  
DRAWING NUMBER  
**L101**

**PROJECT DATA**

PROJECT DESCRIPTION: REZONING OF A PARCEL ALONG SCOTTSDALE ROAD FROM R-10 TO C-1. REZONING WOULD ALLOW POTENTIAL DEVELOPMENT OF THE PARCEL. PLANS SHOW TWO CONCEPTUAL BUILDINGS. (1) THE SITE, EACH 4,000 S.F. RESTAURANT WITH 4,000 S.F. ATTACHED GARAGE.

ADDRESS:  
1140 NORTH SCOTTSDALE ROAD  
SCOTTSDALE, ARIZONA 85251

APR 18, 2016

LOT SIZE:  
10,000 S.F. (0.23 ACRES)

CURRENT ZONING: R-10 RESORT

PROPOSED ZONING: C-1  
NEIGHBORHOOD COMMERCIAL

**OPEN SPACE CALCS.**

REQUIRED OPEN SPACE:  
OPEN SPACE CALCULATIONS:  
MIN. OPEN SPACE: 1 FT. LOT AREA 11,111  
MIN. OPEN SPACE: 11,111 S.F. (0.25 ACRES)  
SCOTTSDALE ZONING CODE: SEC. 5.104 C.1

FOR BUILDINGS OVER 10,000 S.F., MIN. OPEN SPACE REQUIRED: 1.0% OF THE NET LOT AREA FOR EACH FOOT ABOVE 10 FEET. IN THIS CASE, 10,000 S.F. ABOVE THE 10 FEET. MIN. OPEN SPACE REQUIRED: 1.0% OF 10,000 S.F. = 1,000 S.F. (0.023 ACRES)  
SCOTTSDALE ZONING CODE: SEC. 5.104 C.1

FRONTAGE OPEN SPACE: 10,000 S.F. (0.23 ACRES)  
MIN. TOTAL OPEN SPACE REQUIRED: 1,000 S.F. (0.023 ACRES)  
FRONTAGE OPEN SPACE PROVIDED: 10,000 S.F. (0.23 ACRES)  
SCOTTSDALE ZONING CODE: SEC. 5.104 C.1

THE REMAINDER OF THE TOTAL OPEN SPACE, LESS THE FRONTAGE SHALL BE COMMON OPEN SPACE. OPEN SPACE REQUIRED: 1,000 S.F. (0.023 ACRES)  
COMMON OPEN SPACE PROVIDED: 1,000 S.F. (0.023 ACRES)  
SCOTTSDALE ZONING CODE: SEC. 5.104 C.1

PARKING AREA OPEN SPACE: 1,000 S.F. (0.023 ACRES)  
NOT INCLUDED IN THE REQUIRED OPEN SPACE  
SCOTTSDALE ZONING CODE: SEC. 5.104 C.1

TOTAL OPEN SPACE PROVIDED: 11,000 S.F. (0.25 ACRES)

**LEGEND:**

FRONTAGE OPEN SPACE  
10,000 S.F.

OPEN SPACE  
11,000 S.F.

PARKING LOT OPEN SPACE  
1,000 S.F.

**VICINITY MAP**

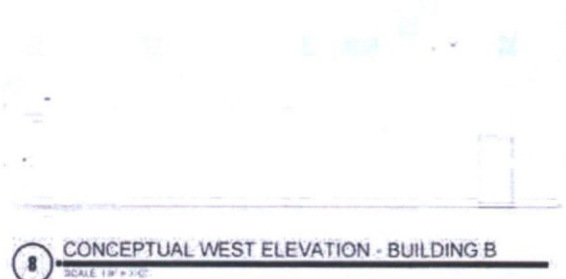
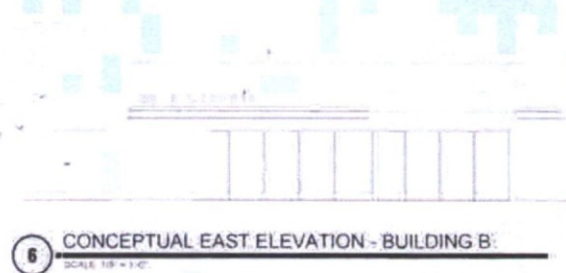
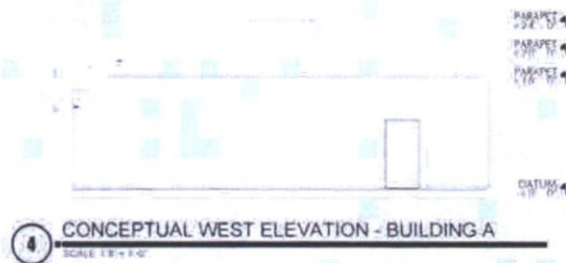
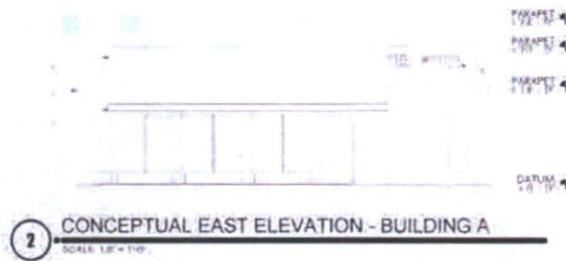
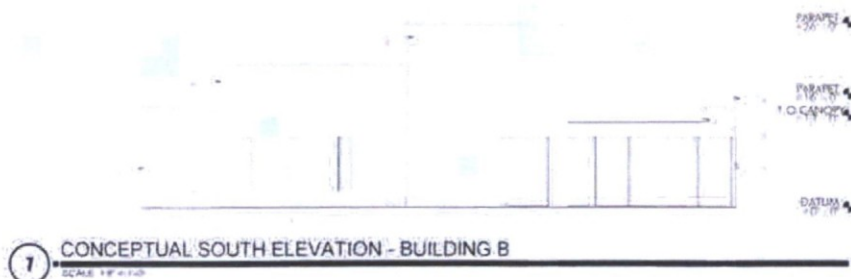
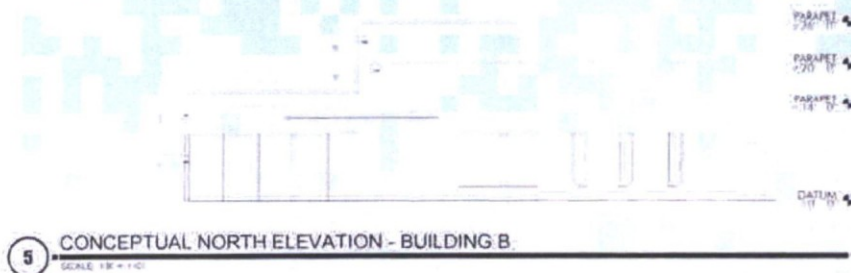
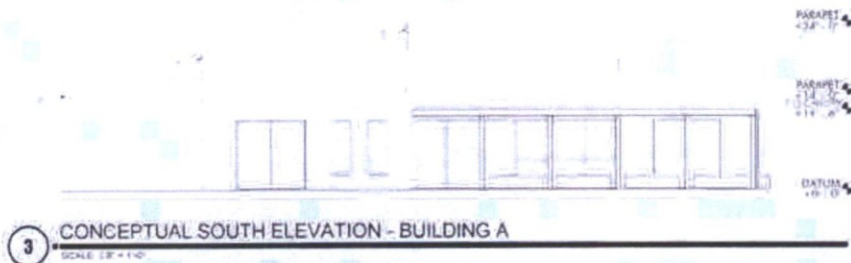
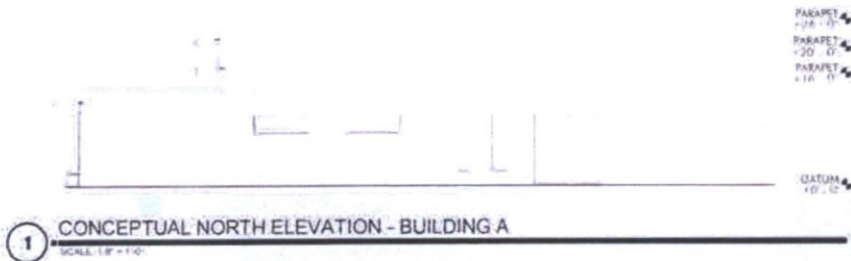
PHX  
ARCHITECTURE  
1140 NORTH SCOTTSDALE ROAD  
SCOTTSDALE, ARIZONA 85251  
TEL: 480.350.1000  
WWW.PHXARCHITECTURE.COM

**Parcel 174-65-012G**  
**6160 N. Scottsdale Road**  
**Scottsdale, AZ 85253**



18/26  
MAY 12, 2016  
**OPEN SPACE PLAN**  
1" = 20'-0"  
**A102**





KEYNOTES

1. STOREFRONT SYSTEM, COLOR BARN
2. BRONZE
3. STEEL CANOPY COLUMNS AND STRUCTURE
4. SMOOTH STUCCO FINISH
5. BRICK VENEER FINISH
6. CORTEX STEEL CLADDING
7. STONE VENEER FINISH
8. ALUMINUM METAL PANEL CLADDING
9. GLASS UNDER SEPARATE PERMIT

**PHX**  
ARCHITECTURE  
A DIVISION OF PHX ARCHITECTURE  
1000 N. 10TH AVENUE, SUITE 200  
PHOENIX, AZ 85004  
TEL: 602.441.1111  
WWW.PHXARCHITECTURE.COM

Parcel 174-65-012G  
6160 N. Scottsdale Road  
Scottsdale, AZ 85253



15/1/18  
MAY 12, 2017  
CONCEPTUAL  
ELEVATIONS  
1/8" = 1'-0"

**A602**

# SWC Scottsdale Road & Rose Lane Scottsdale, Arizona

## Traffic Impact Analysis – FIRST REVISION

May 2017

Prepared for:  
PV HOTEL VENTURE, SPE LLC

For Submittal to:  
CITY OF SCOTTSDALE

EPS Group Project Number: 16-228

Prepared by: Eric R. Maceyko, P.E., PTOE  
Bryan A. Martin, P.E.



Expires: 6/30/2017

**ACCEPTED**  
CITY OF SCOTTSDALE  
TRANSPORTATION DEPARTMENT

DATE: June 20, 2017

REVIEWER: abn Rude



EPS Group, Inc. • 2045-South Vineyard Avenue, Suite 101 • Mesa, AZ 85210  
Tel (480) 503-2250 • Fax (480) 503-2258  
[www.epsgroupinc.com](http://www.epsgroupinc.com)



## **Executive Summary**

### **Introduction**

PV Hotel Venture, SPE LLC is proposing a new restaurant development on the southwest corner of Scottsdale Road and Rose Lane in Scottsdale, Arizona. The proposed development encompasses an existing parcel of land on approximately 2.7 acres that previously contained an 8,000 square foot building with 2,000 square feet of patio space. This previous building contained hotel lobby and restaurant uses and was recently demolished.

The existing parcel is being planned for redevelopment to contain either one (1) single-story restaurant pad or two (2) separate two-story restaurant pads, with either option providing a total of 9,000 square feet of indoor building area and 3,000 square feet of outdoor patio area.

### **Results**

The proposed development is anticipated to generate the following weekday traffic volumes.

Time Period	Day			AM Peak Hour			PM Peak Hour		
	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit	Total
Weekday	572	572	1,144	54	50	104	59	41	100

### **Recommendations without Proposed Development**

The existing Scottsdale Road / Rose Lane intersection is operating at a level-of-service "B" during both peak hours with some individual movements operating at level-of-service "D" or "E". All instances of level-of-service "D" or "E" occurred on Rose Lane. These levels-of-service are anticipated to continue for ambient 2018 traffic conditions with minor additional delay.

It is also recommended to provide new lane striping on the eastbound Rose Lane approach at its intersection with Scottsdale Road to improve visibility of lane separation.

### **Recommendations with Proposed Development**

All intersections are anticipated to operate at a level-of-service "B" or better under the 2018 with proposed site traffic conditions. The Scottsdale Road / Rose Lane intersection is anticipated to continue to have some individual movements operating at level-of-service "D" or "E". All instances of level-of-service "D" or "E" occurred on Rose Lane.

It is recommended to implement a revised lane configuration on the eastbound and westbound Rose Lane approaches consisting of separate left-turn and shared through / right-turn lanes.

No significant change in intersection level-of-service is anticipated with the addition of the proposed site traffic.

No additional turn lanes are warranted or recommended.

## ***Introduction***

PV Hotel Venture, SPE LLC is proposing a new restaurant development on the southwest corner of Scottsdale Road and Rose Lane in Scottsdale, Arizona. The proposed development encompasses an existing parcel of land on approximately 2.7 acres that previously contained an 8,000 square foot building with 2,000 square feet of patio space. This previous building contained hotel lobby and restaurant uses and was recently demolished.

The existing parcel is being planned for redevelopment to contain either one (1) single-story restaurant pad or two (2) separate two-story restaurant pads, with either option providing a total of 9,000 square feet of indoor building area and 3,000 square feet of outdoor patio area.

## ***Scope of Study***

There are eight (8) purposes for this analysis:

- ❖ Evaluate existing traffic conditions
- ❖ Estimate future ambient 2018 traffic volumes
- ❖ Evaluate ambient 2018 traffic conditions
- ❖ Estimate new traffic generated by proposed development
- ❖ Assign and distribute new traffic to surrounding street system
- ❖ Determine need for auxiliary lanes at all study intersections
- ❖ Evaluate operation of adjacent streets and intersections with proposed development
- ❖ Determine need for modified traffic control at all study intersections

## ***Proposed Development***

The site is located on the southwest corner of Scottsdale Road and Rose Lane. **Figure 1** provides a vicinity map proximate to the proposed site. **Figure 2** provides an initial site plan for the proposed development representing the two-building option.

The primary road used to access the site is Rose Lane which connects to Scottsdale Road. Rose Lane does not provide through access east or west of Scottsdale Road. Scottsdale Road is the main arterial providing regional access. The existing site has two full access driveways on Rose Lane west of Scottsdale Road, both of which are planned to be utilized by the proposed development. The driveways are labeled as Access A and Access B for the purposes of this analysis.



### Existing Traffic Counts

Approach and departure traffic volumes were collected on Thursday, 28 July 2016 for 24 hours in 15-minute intervals on the following road segments:

- Scottsdale Road, north of Rose Lane
- Scottsdale Road, south Rose Lane
- Rose Lane, east of Scottsdale Road
- Rose Lane, west of Scottsdale Road

Four-hour turning movement traffic counts were also obtained at the Scottsdale Road / Rose Lane intersection on Thursday, 28 July 2016 from 7:00 AM to 9:00 AM, and from 4:00 PM to 6:00 PM. Since July is historically a low traffic volume month, the counts were increased by a monthly adjustment factor. The monthly adjustment factor for July, as provided by the City of Scottsdale, is 1.08. **Figure 4** depicts the adjusted existing weekday traffic volumes. **Figure 5** and **Figure 6** respectively depict the adjusted existing weekday morning and evening peak hour traffic volumes.

The existing traffic volumes are provided in **Appendix A** to this report. Also included in **Appendix A** are tables providing the hourly counts by time of day, and graphs plotting the hourly traffic counts. **Appendix A.1** contains the approach and departure volumes. Also included in this appendix are tables determining the maximum morning and evening hourly volumes and peak hour factors as determined from the approach counts, and graphs plotting the hourly traffic counts. **Appendix A.2** contains the turning movement counts.

Historical traffic data on Scottsdale Road between Lincoln Drive and McDonald Drive is provided by the City of Scottsdale. The volumes were reviewed to determine an appropriate average annual growth rate to obtain predicted 2018 traffic volumes. The City provides historic traffic count data every other year from 1998 to 2014. The current adjusted 2016 traffic volumes collected on Scottsdale Road are also included.

**Table 1** provides the historic traffic volumes by year.

**Table 1: Historic Traffic Volumes Summary**

AVERAGE DAILY TRAFFIC VOLUMES		
YEARS	SCOTTSDALE ROAD	% CHANGE
1998	70,500	-
2000	70,300	0%
2002	50,200	-14%
2004	51,400	1%
2006	47,700	-4%
2008	43,900	-4%
2010	42,400	-2%
2012	43,200	1%
2014	40,700	-3%
2016	43,383	3%
AVERAGE ANNUAL GROWTH		-2%

As can be seen in **Table 1**, growth has been inconsistent with some years reporting increases and other years reporting decreases in traffic volume. Therefore, it was determined that a conservative nominal annual growth rate of 2%, applied linearly to all existing traffic volumes, was appropriate to estimate ambient 2018 traffic volumes. **Figure 7** depicts the ambient 2018 weekday traffic volumes. **Figure 8** and **Figure 9** respectively depict the ambient 2018 weekday morning and evening peak hour traffic volumes.

The existing Cottonwoods Resort, located west of the proposed development with primary access on Rose Lane, is currently undergoing redevelopment. As part of the planning for the redevelopment the *Cottonwoods Resort Traffic and Parking Impact Analysis*, was prepared by Kimley-Horn & Associates in February 2014. Included in this report are the anticipated morning and evening peak hour traffic volumes anticipated with the new development. These traffic volumes were added to the estimated ambient 2018 traffic volumes and are included in **Figure 8** and **Figure 9**. **Appendix B** contains the pertinent excerpts from the previous report.



### Proposed Site – Trip Generation

The estimated trip generation for the proposed development was determined through the procedures and data contained within the Institute of Transportation Engineers (ITE) Trip Generation, 9<sup>th</sup> Edition, published in 2012. This document provides traffic volume data from existing developments throughout North America that can be utilized to estimate vehicle trips that might be generated from proposed developments. The traffic data are provided for 172 different categories. The estimated traffic volume is dependent upon independent variables defined by the characteristics and size of each land use category.

There is considerable data for restaurant developments. The exact nature of the restaurants is currently unknown. Therefore, ITE Land Use Code 931 – Quality Restaurant, and ITE Land Use Code 932 – High Turnover (Sit-Down) Restaurant were utilized for the trip generation analysis. The largest trip generation values from both land use codes were utilized. The independent variable available to predict trips for this land use category is 1,000 Square Feet of Gross Floor Area. It should be noted that ITE specifies that outdoor seating area is not included in the gross floor area for the purposes of calculating trip generation.

The trip generation calculation results for the proposed development are summarized in **Table 3**.

**Table 3: Proposed Development Trip Generation Summary**

Time Period	Day			AM Peak Hour			PM Peak Hour		
	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit	Total
Weekday	572	572	1,144	54	50	104	59	41	100

The same methodology was utilized to determine the estimated trip generation for the previous site. The operation of the previous restaurant use was most similar to the description contained in ITE Land Use Code 931 – Quality Restaurant. Therefore, the data from this land use was utilized for the trip generation analysis. The independent variable available to predict trips for this land use category is 1,000 Square Feet of Gross Floor Area. As previously noted, ITE specifies that outdoor seating area is not included in the gross floor area for the purposes of calculating trip generation.

The trip generation calculation results for the previous development are summarized in **Table 4**.

**Table 4: Previous Development Trip Generation Summary**

Time Period	Day			AM Peak Hour			PM Peak Hour		
	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit	Total
Weekday	360	360	720	3	3	6	40	20	60

**Table 5** summarizes the two (2) trip generation calculations and compares the differences between the trip generation calculations for the previous development and the proposed development. The proposed development is estimated to generate less daily and evening peak hour trips and more morning peak hour trips than the previously approved development.

**Table 5: Trip Generation Comparison Summary**

TIME PERIOD	PREVIOUS	PROPOSED	COMPARISON
WEEKDAY			
Day	720	1,144	424
AM Peak Hour	6	104	98
PM Peak Hour	60	100	40

Appendix E contains the complete trip generation calculations.

### ***Proposed Site – Trip Distribution***

The final determination related to site traffic is the direction the generated traffic utilizes to enter and exit the site. The existing traffic count data and the Maricopa County Association of Governments (MAG) 2020 population estimates were utilized to determine the likely aggregate direction of travel for a radius of 5 miles. **Table 6** provides the anticipated aggregate trip distribution for the proposed development.

**Table 6: Trip Distribution**

DIRECTION OF TRAVEL	% OF TRIPS
Scottsdale Road, North	50%
Scottsdale Road, South	45%
Rose Lane, West	5%

The anticipated site traffic generated by the proposed development was assigned to the adjacent roadway network according to the trip distribution and site layout. **Figure 15** provides the site weekday traffic volumes. **Figure 16** and **Figure 17** respectively provide the site weekday morning and evening peak hour turning movement volumes. **Figure 18** provides the total of the ambient 2018 and proposed site weekday traffic volumes. **Figure 19** and **Figure 20** respectively provide the total of the ambient 2018 and proposed site weekday morning and evening peak hour turning movement volumes.



### **Level-of-Service Analysis with Site**

The level-of-service for the 2018 with site traffic volumes was analyzed for the study intersections and site accesses. Synchro software was utilized to calculate the average delay and level-of-service. All intersections are anticipated to operate at a level-of-service "B" or better under the 2018 with proposed site traffic conditions. The Scottsdale Road / Rose Lane intersection is anticipated to continue to have some individual movements operating at level-of-service "D" or "E". All instances of level-of-service "D" or "E" occurred on Rose Lane.

The average increase in intersection delay with the addition of the proposed site traffic is below:

- Scottsdale Road / Rose Lane
  - Morning Peak Hour: + 0.7 seconds
  - Evening Peak Hour: + 0.6 seconds

No significant change in intersection level-of-service is anticipated with the addition of the proposed site traffic.

Discussions with City staff yielded a request for the inclusion of alternate Rose Lane intersection lane configuration analyses. Two (2) alternate configurations were considered for the eastbound and westbound Rose Lane approaches:

- Alternative 1 – separate left-turn, through, and right-turn lanes
- Alternative 2 – separate left-turn and shared through / right-turn lanes

**Figure 21** and **Figure 22** respectively provide the schematic revised striping layouts with the approximate roadway widths available. Synchro software was also utilized to calculate the average increase in intersection delay with the addition of the proposed site traffic for these two alternative lane configurations. The following results were obtained:

- Scottsdale Road / Rose Lane (Alternative 1)
  - Morning Peak Hour: + 0.5 seconds
  - Evening Peak Hour: + 0.2 seconds
- Scottsdale Road / Rose Lane (Alternative 2)
  - Morning Peak Hour: + 0.8 seconds
  - Evening Peak Hour: + 0.4 seconds

The results of all three analyses yielded only slight differences in intersection level-of-service or average delay. Therefore, it is recommended to implement the Alternative 2 lane configurations as this provides a slightly better overall average delay than the existing configuration, requires only striping modifications, and eliminates the eastbound and westbound through traffic deflection that occurs within the intersection under the existing or Alternative 1 configurations.

The input and output for all three analyses are provided as **Appendix F** to this report. **Figure 23** and **Figure 24** respectively provide the 2018 with site traffic weekday morning and evening peak hour level-of-service for the study intersections utilizing the recommended Alternative 2 lane configurations.

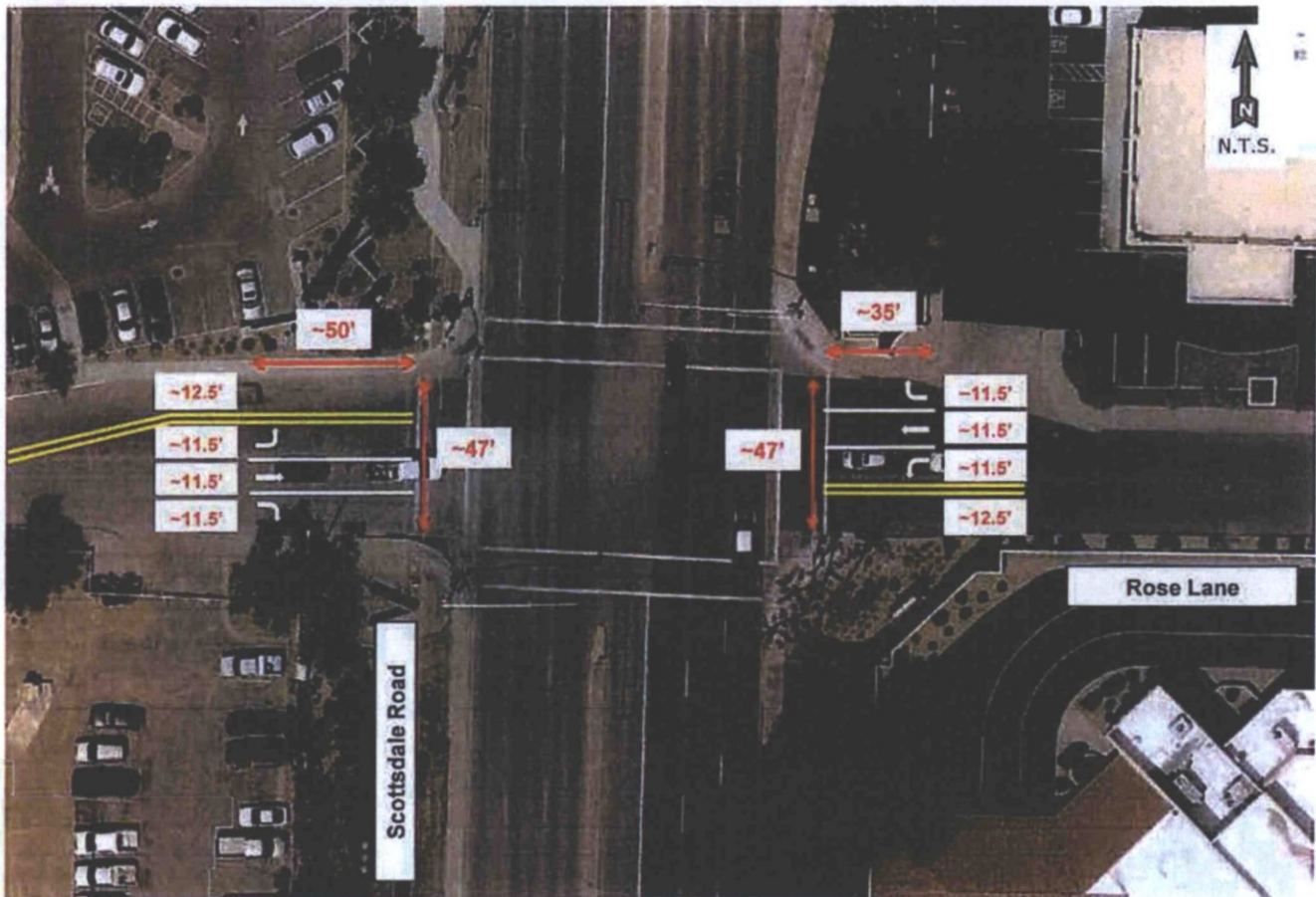


Figure 21: Rose Lane Alternate Lane Configuration – Alternative 1



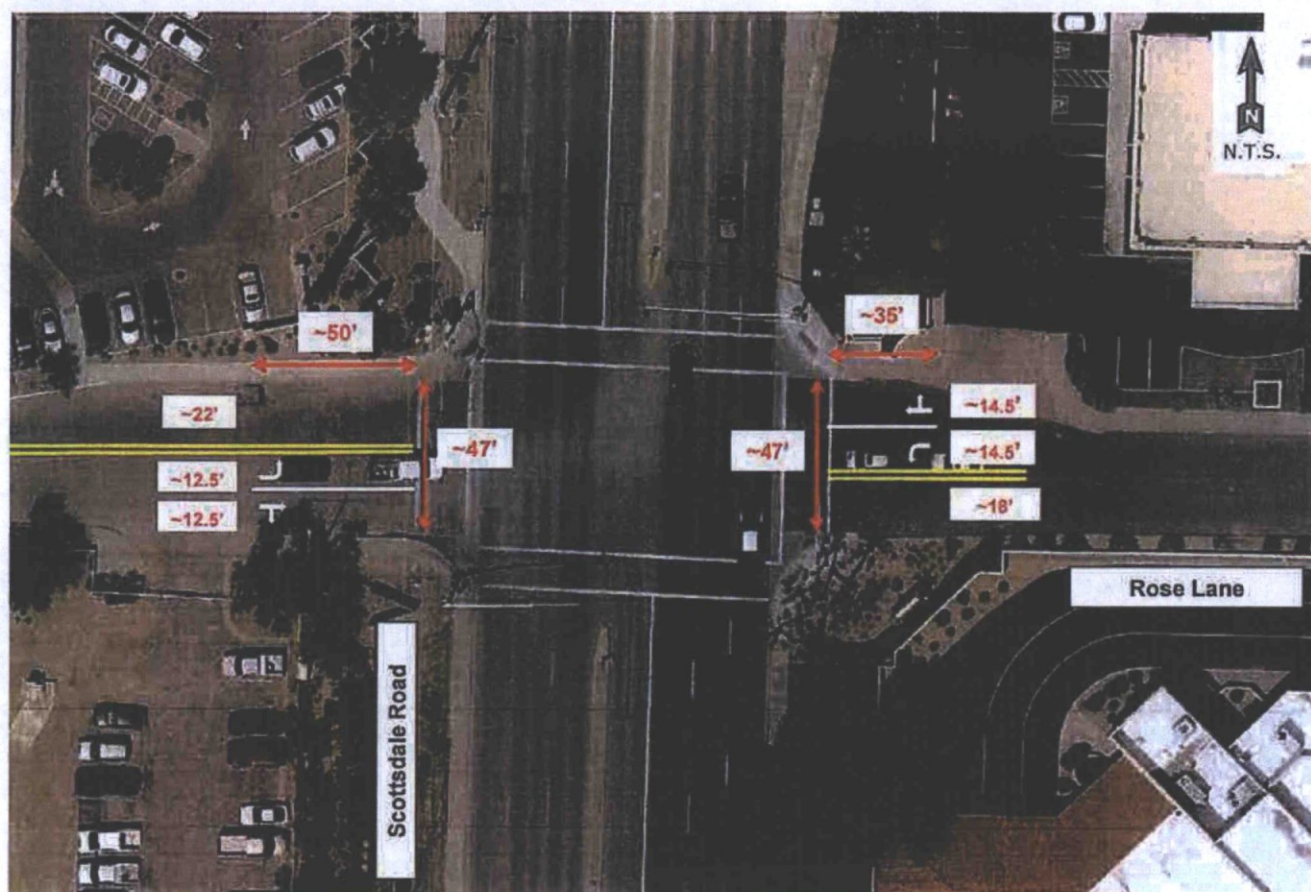


Figure 22: Rose Lane Alternate Lane Configuration – Alternative 2



### Turn Lane Analysis

The current edition of the *City of Scottsdale Design Standards & Policies Manual* contains criteria regarding the need for deceleration lanes. Per the manual, the following criteria are provided:

"Deceleration lanes are required at all new driveways on major arterials and at new commercial/retail driveways on minor arterials. Deceleration lanes for driveways may also be required on collector streets and for non-commercial/retail driveways on minor arterials. The lane length should be based on the distance needed to allow the vehicle to exit the through lane and slow to a 15 mph travel speed. To determine the need for a deceleration lane on streets classified as a minor arterial or collector, see the following criteria:

- At least 5,000 vehicles per day are expected to use the street;
- The 85<sup>th</sup> percentile traffic speed on the street is at least 35 mph; or 45 mph for a 2 lane (1 lane each direction) roadway;
- At least 30 vehicles will make right turns into the driveway during a 1-hour period."

It was determined that a right-turn deceleration lane is not warranted at any of the site access intersections as neither access meets the above criteria. Additionally, right-turn lanes would have been included at intersections where necessary to provide level-of-service "D" or better. There were no circumstances where this criterion was satisfied.

Synchro also calculates the 95<sup>th</sup> percentile queue lengths. **Table 7** provides the maximum 95<sup>th</sup> percentile queue lengths for left-turn and right-turn lanes for the ambient 2018 and 2018 with proposed site traffic conditions during the weekday peak morning and evening hours.

**Table 7: 95<sup>th</sup> Percentile Queue Length Calculations**

MOVEMENT	EXISTING TURN-LANE STORAGE	AMBIENT 2018		2018 WITH SITE	
		AM PEAK	PM PEAK	AM PEAK	PM PEAK
1 - SCOTTSDALE ROAD and ROSE LANE					
NORTHBOUND					
Northbound Left	165'	6'	16'	12'	24'
SOUTHBOUND					
Southbound Left	170'	15'	62'	18'	63'
EASTBOUND					
Eastbound Right (Left)	50'	0'	0'	(70')	(71')
WESTBOUND					
Westbound Right (Left)	35'	0'	46'	(30')	(100')

The calculated 95<sup>th</sup> percentile queue lengths generally lie within the turn-lane storage length available where turn lanes already exist. Some excessive queuing is anticipated for the eastbound and westbound turn lanes at the Scottsdale Road / Rose Lane intersection during ambient 2018 and 2018 with proposed site traffic conditions. This condition is primarily due to the minimal turn lane storage length provided or available on the Rose Lane approaches. It was observed that the excess queue did not impede overall intersection operation.

It was also noted that the existing eastbound Rose Lane approach at its intersection with Scottsdale Road does currently provide a dedicated through / left-turn lane and dedicated right-turn lane. However, due to the poor condition of the striping this separation may be difficult for drivers to discern and may contribute to instances of excess queuing. It is recommended to refresh the striping to maintain adequate separation of turn movements.



### **Collision Analysis**

Collision experience from 2013 through 2015 was provided by the City of Scottsdale for the intersection of Scottsdale Road / Rose Lane and for the Scottsdale Road segment immediately north and south of Rose Lane. A copy of the data is provided as **Appendix G**.

At the Scottsdale Road / Rose Lane intersection there were a total of 12 collisions from 2013 to 2015. There were a total of 4 sideswipe (same direction) collisions, 3 rear-end collisions, 3 left-turn collisions, 1 angle collision, and 1 head-on collision. There were no fatal collisions and 1 incapacitating injury collision. All collisions, with one exception, involved vehicles traveling northbound and / or southbound on Scottsdale Road. The one exception involved a vehicle traveling westbound on Rose Lane. The Year 2015 contained the most reported collisions with a total of 6 collisions. There were not a significant number of crashes at this intersection nor was there a discernable pattern in the collision manner or direction of travel.

For the Scottsdale Road segment north and south of Rose Lane there were a total of 9 collisions from 2013 to 2015. There were 7 rear-end collisions, and 2 sideswipe (same direction) collisions. There were no fatal collisions and 2 incapacitating injury collisions, one of which involved alcohol. There were not a significant number of crashes on this road segment nor was there a discernable pattern in the collision manner or direction of travel.

***Recommendations without Proposed Development***

The existing Scottsdale Road / Rose Lane intersection is operating at a level-of-service "B" during both peak hours with some individual movements operating at level-of-service "D" or "E". All instances of level-of-service "D" or "E" occurred on Rose Lane. These levels-of-service are anticipated to continue for ambient 2018 traffic conditions with minor additional delay.

It is also recommended to provide new lane striping on the eastbound Rose Lane approach at its intersection with Scottsdale Road to improve visibility of lane separation.

***Recommendations with Proposed Development***

All intersections are anticipated to operate at a level-of-service "B" or better under the 2018 with proposed site traffic conditions. The Scottsdale Road / Rose Lane intersection is anticipated to continue to have some individual movements operating at level-of-service "D" or "E". All instances of level-of-service "D" or "E" occurred on Rose Lane.

It is recommended to implement a revised lane configuration on the eastbound and westbound Rose Lane approaches consisting of separate left-turn and shared through / right-turn lanes.

No significant change in intersection level-of-service is anticipated with the addition of the proposed site traffic.

No additional turn lanes are warranted or recommended.





**TECHNICAL SOLUTIONS**

**CITIZEN REVIEW & NEIGHBORHOOD INVOLVEMENT REPORT**  
**PV Hotel Venture SPE, LLC**  
October 11, 2017

**Overview**

This Citizen Review Report is being performed in association with a request for a Zoning District Map Amendment to rezone from R4R to C1 an approximately 1.6+/- acre property located at 6160 N. Scottsdale Road. The proposed project would result in new restaurant development on the site.

The entire project team is sensitive to the importance of neighborhood involvement and creating a positive relationship with property owners, residents, business owners, homeowners associations, and other interested parties. Communication with these parties has been ongoing throughout the process by the developer's Project Manager and now with Technical Solutions.

**Community Involvement**

The outreach team has been communicating with neighboring property owners, HOA's, and community members by telephone and a neighborhood meeting. Members of the outreach team will continue to be available to meet with any neighbors who wish to discuss the project. Additionally, they will be contactable via telephone and/or e-mail to answer any questions relating to the project as the process moves forward.

Surrounding property owners and HOA leadership were noticed via first class mail by the developer's Project Manager regarding the project. This notification contained information about the project as well as information regarding a neighborhood Open House that was held on June 16, 2016 at the Hyatt Regency Scottsdale Resort for those who wished to learn more about the project. The location and time were posted on the Early Notification Sign. (see attached letter and mailing list, photo, and affidavit)

**ATTACHMENT 14**

2 interested people attended the Open House in person and several others were present by phone. Attendees had questions regarding building height, parking and traffic. (see attached sign in sheet)

Recently, Technical Solutions, on behalf of the developer, met with the Alamos HOA leadership to clarify questions raised about building height and parking as well as the timetable for next steps in the public process, since many residents of the Alamos Condominiums are only in town during the winter months. The HOA leadership is aware that the application is now moving forward. The Technical Solutions outreach team will continue to be available to respond to any neighbors who have questions or comments.

A vital part of the outreach process is to allow people to express their concerns and understand issues and attempt to address them in a professional and timely matter. Again, the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project.

**Attachments:**

June 16, 2016 neighborhood notification letter

Neighborhood notification letter mailing list

Posting affidavit and photo

Neighborhood meeting summary prepared by Travis Keele

Neighborhood meeting sign in sheet



PV Hotel Venture SPE, LLC

1501 Morena Blvd.  
San Diego, California 92110

June 1, 2016

Re: 6160 N-Scottsdale Rd.-Rezoning-(Assessor's Parcel Number.174-65-012G)

Dear Neighbors,

Notice is hereby given that PV Hotel Venture SPE, LLC is requesting the rezoning of the parcel at the above address from its current R4R to C1. This parcel was the lobby and restaurant of what was most recently known as the Cottonwoods Resort. The resort has been going through a major redevelopment since spring of 2015, and plans to reopen as Andaz Scottsdale in September of 2016. As part of the redevelopment, a new lobby and restaurant were built, leaving the above property open for new development. Although it has been a restaurant since 1980 under the R4R zoning, per the City of Scottsdale General Plan, this would have to be rezoned in order to allow for a third party restaurant or business, not associated with the resort, to be allowed to operate here. A public open house will be held to answer any questions or concerns. The details are as follows:

**PUBLIC OPEN HOUSE:**

Scottsdale Road Parcel Public Open House will be held on Thursday June 16, 2016 at 6:00 PM at the Hyatt Regency Scottsdale Resort and Spa at 7500 E. Doubletree Ranch Rd. Scottsdale, AZ 85258 in the Arroyo E Room.

I am the local contact and would be happy to discuss any other project related questions you may have. Please contact me directly at (480) 518-6877 or by email at [Travis.Keele@blackstonerio.com](mailto:Travis.Keele@blackstonerio.com).

Greg Bloemberg with the City of Scottsdale is the Senior Planner for the project. He may be contacted at (480)312-4306 Or, [gbloemberg@scottsdaleaz.gov](mailto:gbloemberg@scottsdaleaz.gov)

Sincerely,

Travis Keele  
Project Manager  
PV Hotel Venture SPE, LLC.

---

**Bloemberg, Greg**

---

**From:** Travis Keele <Travis.Keele@blackstonerio.com>  
**Sent:** Monday, June 20, 2016 2:28 PM  
**To:** Bloemberg, Greg  
**Subject:** Re: Cottonwoods

We had our open house last Thursday. It went well. We had 2 citizens show up, but I provided a conference call number to the HOA board of the Alamos Condos next door. Most of them were out of town. We had 5 people that called in. I do have the affidavit of the postings and mailings, they need to be notarized. I will bring those to you when I have them. I will forward in an email the time/date stamped photo of the signed posting.

Travis Keele  
Owner  
Blackstone Rio Group. LLC.  
d: 480.518.6877  
[Travis.keele@blackstonerio.com](mailto:Travis.keele@blackstonerio.com)  
[www.blackstonerio.com](http://www.blackstonerio.com)

Sent from my iPhone

On Jun 20, 2016, at 2:04 PM, Bloemberg, Greg <[Gbloemberg@scottsdaleaz.gov](mailto:Gbloemberg@scottsdaleaz.gov)> wrote:

Hey Travis,

Just curious, did you guys have your open house yet?? If so, how did it go?? Also, I need the Affidavit of Posting for the white Early Notification sign that is required prior to the Open House.

Thanks!!

Greg Bloemberg  
Senior Planner  
Current Planning  
City of Scottsdale  
e-mail: [gbloemberg@scottsdaleaz.gov](mailto:gbloemberg@scottsdaleaz.gov)  
phone: 480-312-4306





## Community Input Certification

CASE NO: \_\_\_\_\_

PROJECT LOCATION: 6160 N. SCOTTSDALE RD.

### COMMUNITY INPUT CERTIFICATION

In the City of Scottsdale it is important that all applicants for rezoning, use permit, and/or variances inform neighboring residents, affected school districts, and other parties that may be impacted by the proposed use, as well as invite their input. The applicant shall submit this completed certification with the application as verification that such contact has been made.

DATE	NAME (Person, Organization, Etc. and Address)	TYPE OF CONTACT		
		Meeting	Phone	Letter
6/16/16	Barbara Randall - Alamos <i>6130 N. Scottsdale Rd #114</i>			
6.16.16	Thais Zae Alamos #51	✓		✓

Signature of owner/applicant \_\_\_\_\_

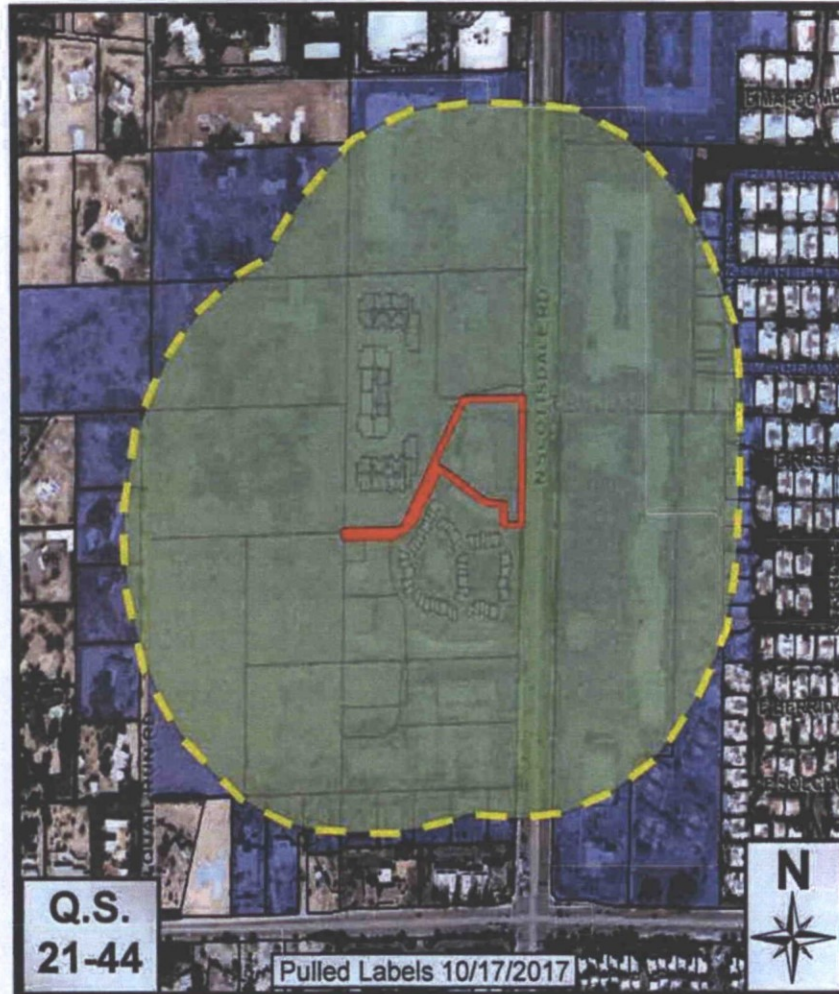
Date \_\_\_\_\_

### Planning, Neighborhood & Transportation Division

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



## City Notifications – Mailing List Selection Map



### Map Legend:



Site Boundary



Properties within 750-feet

Postcards 139

### Additional Notifications:

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

**Rose Lane  
Commercial Parcel**

**9-GP-2016 & 22-ZN-2016**





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

**WEDNESDAY, NOVEMBER 8, 2017**

**\*DRAFT SUMMARIZED MEETING MINUTES \***

**PRESENT:** Paul Alessio, Chair  
Ali Fakh, Vice Chair  
Larry S. Kush, Commissioner  
Prescott Smith, Commissioner  
Kelsey Young, Commissioner  
Kevin Bollinger, Commissioner  
Christian Serena, Commissioner

<b>STAFF:</b>	Tim Curtis	Randy Grant
	Joe Padilla	Erin Perreault
	Brad Carr	Sara Javaronok
	Greg Bloemberg	Taylor Reynolds
	Bryan Cluff	Alex Acevedo
	Jesus Murillo	Lorraine Castro
	Doris McClay	Wayland Barton

**CALL TO ORDER**

Chair Alessio called the regular session of the Scottsdale Planning Commission to order at 5:00 p.m.

**ROLL CALL**

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

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



#### **MINUTES REVIEW AND APPROVAL**

1. Approval of the October 25, 2017 Regular Meeting Minutes including Study Session.

**COMMISSIONER KUSH MOVED TO APPROVE THE OCTOBER 25, 2017 REGULAR MEETING MINUTES, INCLUDING STUDY SESSION, SECONDED BY VICE CHAIR FAKIH, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).**

#### **EXPEDITED AGENDA**

2. 9-GP-2016 (Rose Lane Commercial Parcel)  
Request by owner for a non-major General Plan amendment to the City of Scottsdale General Plan 2001 to change the land use designation from Resort/Tourism to Neighborhood Commercial on a +/- 2.6-acre site located at 6160 N. Scottsdale Road. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is John Berry, 480-385-2727.
3. 22-ZN-2016 (Rose Lane Commercial Parcel)  
Request by owner for a Zoning District Map Amendment from Resort/Townhouse Residential (R4-R) to Neighborhood Commercial (C-1) on a +/- 2.6-acre site located at 6160 N. Scottsdale Rd. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is John Berry, 480-385-2727.

**Item No's 2 & 3: Recommended City Council approve cases 9-GP-2016 & 22-ZN-2016, by a vote of 6-0; Motion by Commissioner Young, per the staff recommended stipulations after determining that the proposed Zoning District Map Amendment is consistent and conforms with the adopted General Plan, 2<sup>ND</sup> by Commissioner Kush, Commissioner Smith recused himself.**

4. 3-TA-2017 (Legal Protest Text Amendment)  
Request by City of Scottsdale to amend the City of Scottsdale Zoning Ordinance (Ordinance No. 455) for the purpose of amending Section 1.102. (Severability), Section 1.706. (Legal protest by property owners), Section 3.100. of Article III (Definitions), Section 4.100. (Division of City into Districts; Enumeration), and Section 4.201. (Rules where uncertainty may arise) to update the legal protest provisions, and other applicable sections of the Zoning Ordinance, consistent with State of Arizona House Bill 2116. Applicant/Staff contact person is Brad Carr, AICP, 480-312-7713.

Request to speak: Vickie Falen

5. 4-AB-2017 (Storyrock Abandonment)  
Request by owner to abandon the eastern 20 feet of the 55-foot N.128th Street right-of-way located north of E. Ranch Gate Road, the eastern 15 feet of the 55-foot N.128th Street right-of-way located approximately 1300 feet south of E. Ranch Gate Road and to abandon public right-of-way within the proposed Storyrock subdivision with Single-Family Residential, Planned Community District, Environmentally Sensitive Lands (R1-43 PCD ESL, R1-35 PCD ESL, R1-70 PCD ESL, and R1-18 PCD ESL) zoning. Staff contact person is Doris McClay, 480-312-4214. Applicant contact person is Keith Nichter, 480-994-0994.

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6. 6-AB-2017 (Gustafson Abandonment)

Request by owner to abandon the portions of a 33-foot of GLO easement, located along the eastern boundary of parcel 216-67-160 (N. 71st Street alignment), with Single-family Residential District, Environmentally Sensitive Lands, Foothills Overlay (R1-70/ESL/FO) zoning, located at 7077 E. Wildcat Drive. Staff contact person is Jesus Murillo, 480-312-7849. Applicant contact person is Josh G. Funkhouser, 440-506-3398.

7. 5-GP-2017 (North 70)

Request by owner for a non-major General Plan amendment to the City of Scottsdale General Plan 2001 to change the land use designation from Urban Neighborhoods to Suburban Neighborhoods on the eastern +/- 5-acres (Parcel #129-12-005A) of a +/- 9.9-acre site located at 7010 E. Continental Drive. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is Keith Nichter, 480-994-0994.

Written Comment Card: Alex Crown

8. 12-ZN-2017 (North 70)

Request by owner for a Zoning District Map Amendment from Manufactured Home (M-H) to Multiple-family Residential (R-5) zoning on a +/- 9.9 acre site located at 7010 E. Continental Drive. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is Keith Nichter, 480-994-0994.

**Item No's. 4, 5, 6, 7 & 8: Recommended City Council approve cases 3-TA-2017, 4-AB-2017, 6-AB-2017, 5-GP-2017 & 12-ZN-2017, by a vote of 7-0; Motion by Commissioner Bollinger, per the staff recommended stipulations, after determining that the proposed Text Amendment, Abandonment, and Zoning Map Amendment are consistent and conform with the adopted General Plan, 2<sup>nd</sup> by Commissioner Serena.**

## REGULAR AGENDA

9. 4-GP-2017 (Bell Group Self Storage)

Request by owner for a major General Plan Amendment to the City of Scottsdale General Plan 2001 to change the land use designation from Rural Neighborhoods to Commercial on +/- 2.8-acres of a +/- 4.6-acre site located at the southeast corner of Shea Blvd and 116th Street. Staff contact person is Sara Javoronok, 480-312-7918. Applicant contact person is Jordan Rose, 480-505-3939.

**Item No 9: Recommended City Council approve case 4-GP-2017 by a vote of 4-3; Motion by Commissioner Kush, 2<sup>nd</sup> by Commissioner Bollinger with Vice Chair Fakhri, Commissioner Smith and Commissioner Young dissenting.**

Written Comment Cards: Patrick Van Den Bossche and Denise Van Den Bossche.

Request to speak Cards: Vickie Falen, Dana Falen, Frank Magarelli, Marlene Magarelli, Malcom Sherman, Richard Frisch, Patty Badenoch, Thomas Krendl, Garry Jestadt, Troy Jarvis, Brent Taylor, Don Edwards, Patrick Van Den Bossche and Quentin Smith.

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10. 9-ZN-2017 (Bell Group Self Storage)

Request by owner for a Zoning District Map Amendment from Service Residential/Planned Community District (S-R/PCD) zoning to Neighborhood Commercial (C-1) zoning on a +/- 4.6-acre site, located at the southeast corner of Shea Blvd. and 116th Street. Staff contact person is Bryan Cluff, 480-312-2258. Applicant contact person is Jordan Rose, 480-505-3939.

**Item No 10: Recommended City Council approve case 9-ZN-2017, by a vote of 4-3; Motion by Commissioner Kush, per the staff recommended stipulations with an 18' max height inclusive of mechanical equipment, and after determining that the proposed Zoning District Map Amendment is consistent and conforms with the adopted General Plan, 2<sup>nd</sup> by Commissioner Bollinger with Vice Chair Fakhri, Commissioner Smith and Commissioner Young dissenting.**

Written Comment Cards: Patrick Van Den Bossche and Denise Van Den Bossche.

Request to speak Cards: Vickie Falen, Dana Falen, Frank Magarelli, Marlene Magarelli, Malcom Sherman, Richard Frisch, Patty Badenoch, Thomas Krendl, Garry Jestadt, Troy Jarvis, Brent Taylor, Don Edwards, Patrick Van Den Bossche and Quentin Smith.

**Adjournment – Motion to adjourn at 6:43 p.m.**

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