

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

Southwest Corner of Scottsdale Road & Rose Lane

GPA & Rezoning Project Narrative

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



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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.”

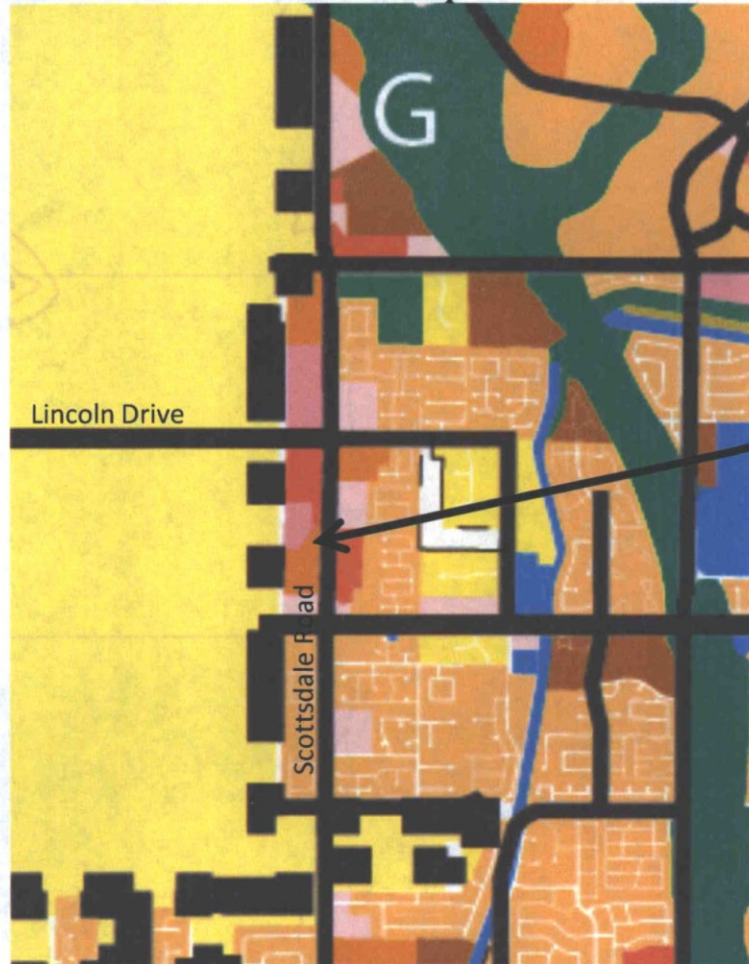
The requested GPA is a non-major GPA based on the criteria set forth in the General Plan (page 20 of the City of Scottsdale General Plan 2001). The “Change in Land Use Category” from Resort/Tourism (Group C) to Neighborhood Commercial (Group D) does not trigger a major GPA. Also, the “Area of Change 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.

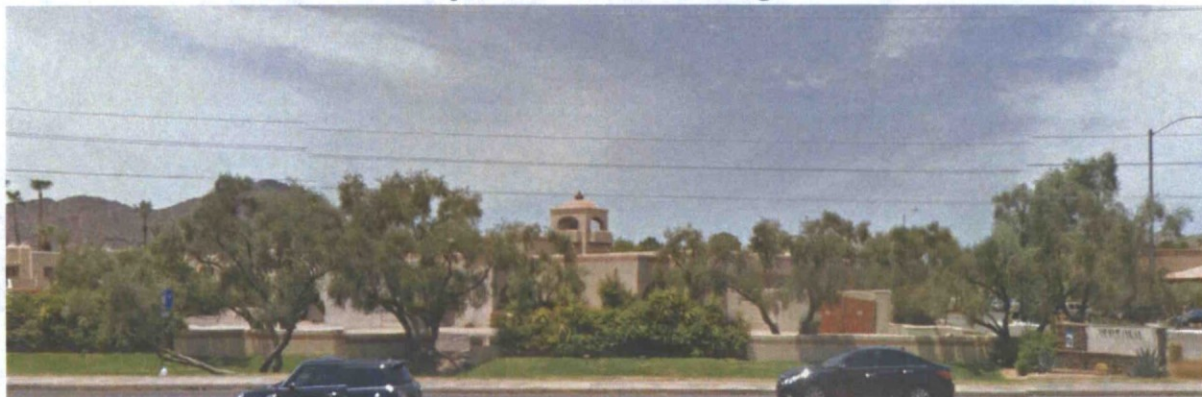
-Relationships to surrounding land forms, land uses, and transportation corridors.

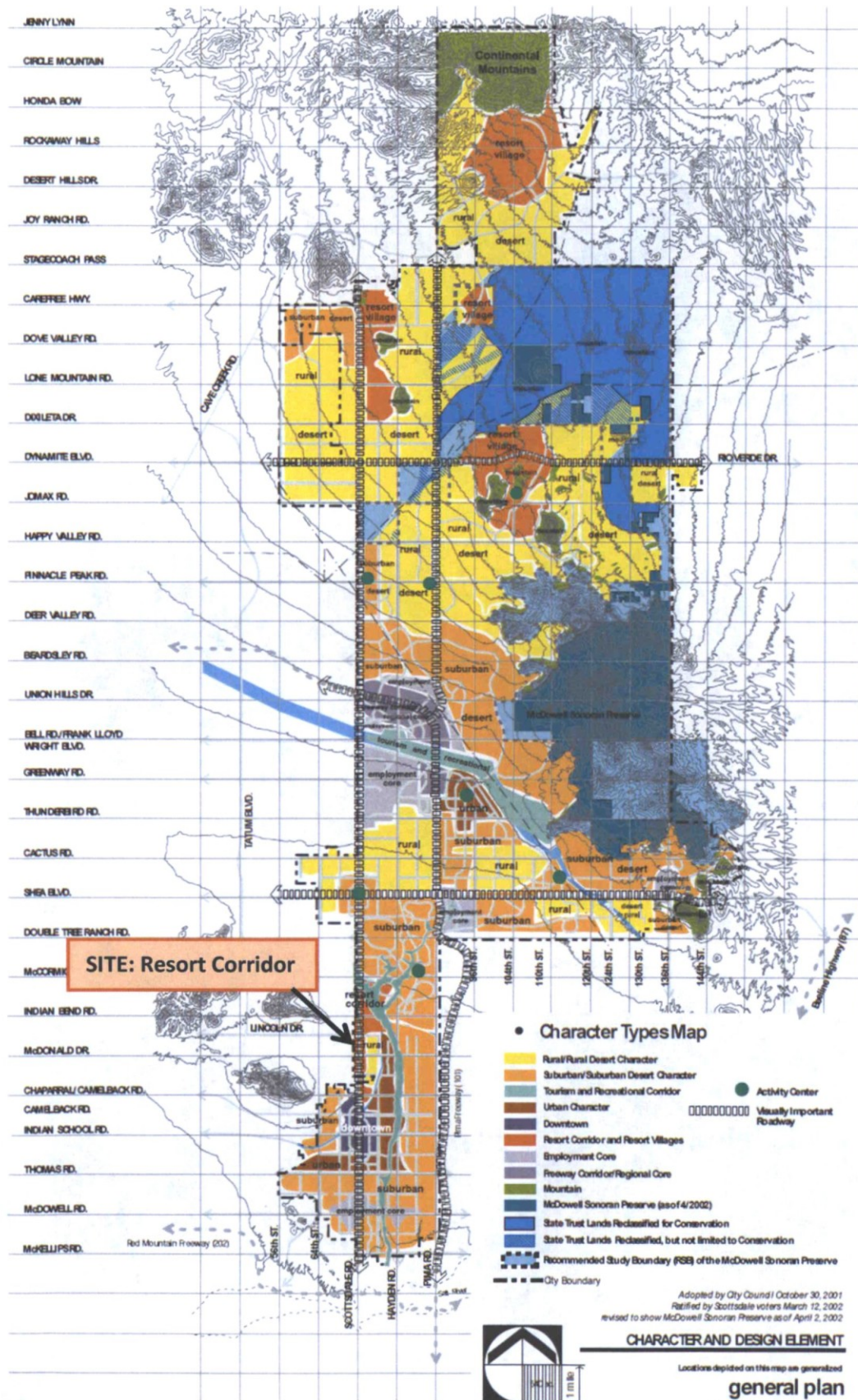
-Contributions to city wide linkages of open space and activity zones.

- 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

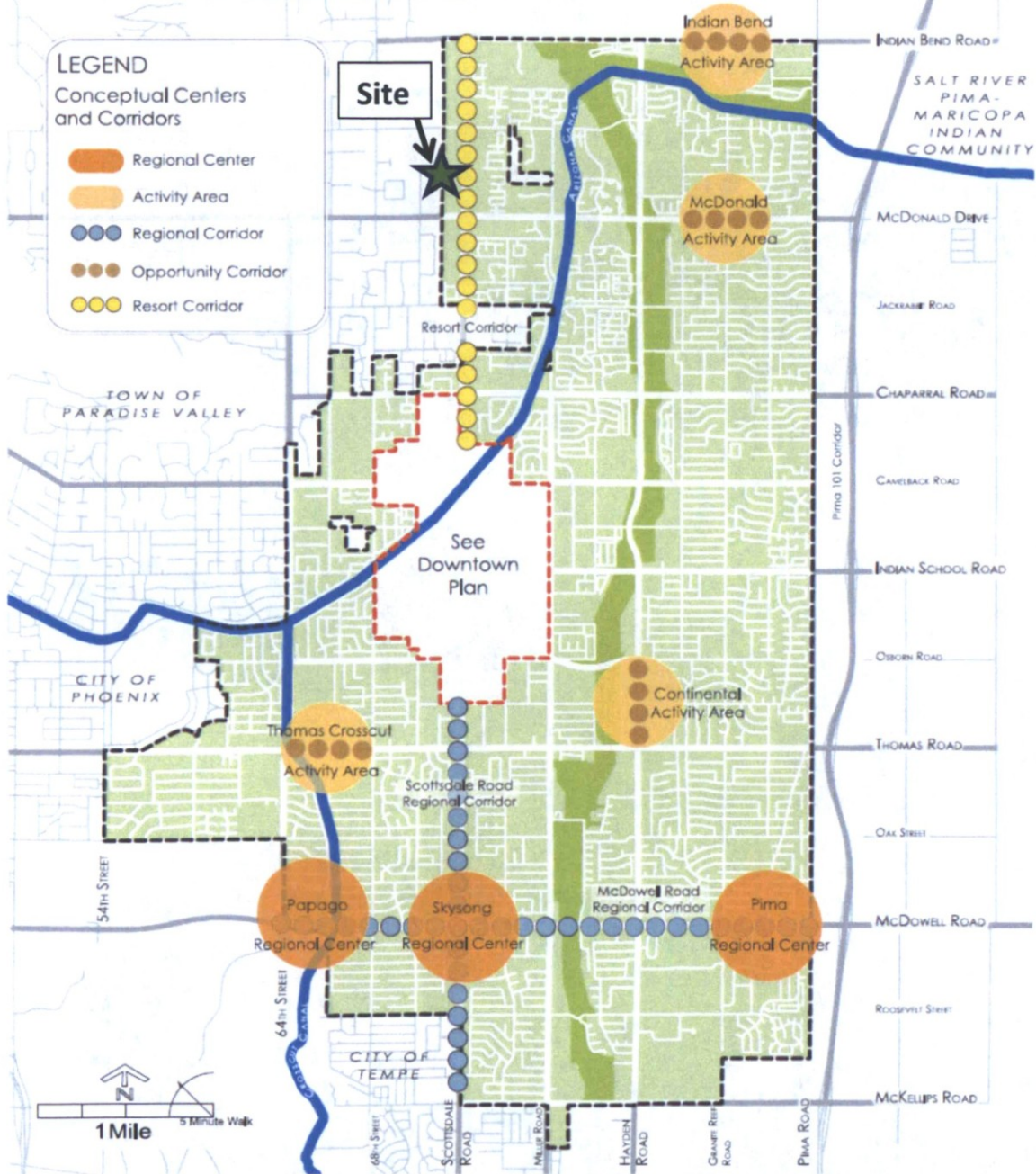
Promote revitalization, reinvestment and development along Southern Scottsdale's Corridors.

• *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.



Development Application

Development Application Type:

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

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

Project Name: SCOTTSDALE ROAD PARCEL

Property's Address: 6160 N. SCOTTSDALE RD. SCOTTSDALE, AZ 85253

Property's Current Zoning District Designation: R4R

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

Owner: PV HOTEL VENTURE, SPE, LLC

Agent/Applicant: TRAVIS KEELE

Company: PV HOTEL VENTURE, SPE, LLC

Company: BLACKSTONERIO GROUP, LLC

Address: 1501 MORENA BLVD. SAN DIEGO

Address: 4058 E. BASELINE STE 101 MESA AZ

Phone: 619-709-4461

Fax:

Phone: 480-512-6877

Fax:

E-mail: GSTOUBAARD@CHELSEAHP.COM

E-mail: TRAVIS.KEELE@BLACKSTONERIO.COM

Designer: PHX ARCHITECTS - RON SKOOG

Engineer: BRENT STEFFENHAGEN

Company: PHX ARCHITECTS

Company: HUBBARD ENGINEERING

Address: 15990 N. GREENWAY HAYDEN STE C-100

Address: 1201 S. ALMA SCHOOL STE 12000, MESA AZ 85210

Phone: 480-477-1111

Fax: 480-388-3858

Phone: 480-398-3833

Fax:

E-mail: RONSK@PHXARCH.COM

E-mail: BSTEFFENHAGEN@HUBBARDENGINEERING.COM

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

- This is not required for the following Development Application types: AN, AB, BA, II, GP, TA, PE and ZN. These applications¹ will be reviewed in a format similar to the Enhanced Application Review methodology.

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

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

Gary A. Stoyard

Owner Signature

Travis Keele

Agent/Applicant Signature

Official Use Only

Submittal Date:

Development Application No.:

Planning, Neighborhood & Transportation

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

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

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22-ZN-2016
8/30/2016



Development Application

Review Methodologies

Review Methodologies

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

1. Enhanced Application Review Methodology

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

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

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

2. Standard Application Review Methodology:

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

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

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

Note:

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

Planning, Neighborhood & Transportation

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

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



Development Application

Arizona Revised Statutes Notice

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

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



City of Scottsdale Cash Transmittal

107685

107685
00929936
8/30/2016 PLN-1STQF
KHANAS HPTC600512
8/30/2016 1:35 PM
\$6,040.00

Received From :

PV HOTEL VENTURES SPE. LLC
2265 S INDIA ST
SAN DIEGO, CA 92101

Bill To :

Reference # 118-PA-2015
Address 2936 N 67TH PL
Subdivision OASIS PLAZA

Marketing Name
MCR 098-39
APN 130-09-042A

Owner Information
RANDHIR SINGH
5552 W PARK VIEW LN
GLENDALE, AZ 85310
623-363-5444

Lot Number 40
County No
Gross Lot Area 0
NAOS Lot Area 0
Net Lot Area
Number of Units 1
Density

Issued Date 8/30/2016
Paid Date 8/30/2016
Payment Type CHECK
Cost Center
Metes/Bounds No
Water Zone
Water Type
Sewer Type
Meter Size
QS 15-43

Code	Description	Additional	Qty	Amount	Account Number
3173	GENERAL PLAN APPLICATION		1	\$3,900.00	100-21300-44221
3170	REZONING APPLICATION		1	\$2,140.00	100-21300-44221

SIGNED BY TRAVIS KEELE ON 8/30/2016

Total Amount

\$6,040.00

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

TO HAVE WATER METER SET - CALL 480-312-5650 AND REFER

22-ZN-2016
8/30/2016

107685