

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

La Via

THE VILLAGE FOR INNOVATION AND ART

DEVELOPMENT PLAN



swa

20-ZN-2017
10/17/2017

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THE VILLAGE FOR INNOVATION AND ART

La Via Development Plan

swa

the 1990s, the number of people with a diagnosis of schizophrenia has increased in the United Kingdom (Meltzer 1998).

There is a growing awareness of the need to improve the lives of people with mental health problems. The United Kingdom has a number of national strategies for mental health care (Department of Health 1999, 2000, 2002). The Department of Health (2002) has set out a vision of a new mental health system, which will be based on the following principles: (1) a focus on the needs of the individual; (2) a focus on the prevention of mental health problems; (3) a focus on the recovery of people with mental health problems; (4) a focus on the involvement of people with mental health problems in decisions about their care; (5) a focus on the involvement of the community in the care of people with mental health problems; (6) a focus on the involvement of the voluntary sector in the care of people with mental health problems; (7) a focus on the involvement of the private sector in the care of people with mental health problems; (8) a focus on the involvement of the public sector in the care of people with mental health problems.

The Department of Health (2002) has also set out a number of key objectives for the new mental health system. These include: (1) to improve the lives of people with mental health problems; (2) to reduce the number of people with mental health problems who are admitted to hospital; (3) to improve the quality of care for people with mental health problems; (4) to improve the access to mental health services; (5) to improve the involvement of people with mental health problems in decisions about their care; (6) to improve the involvement of the community in the care of people with mental health problems; (7) to improve the involvement of the voluntary sector in the care of people with mental health problems; (8) to improve the involvement of the private sector in the care of people with mental health problems.

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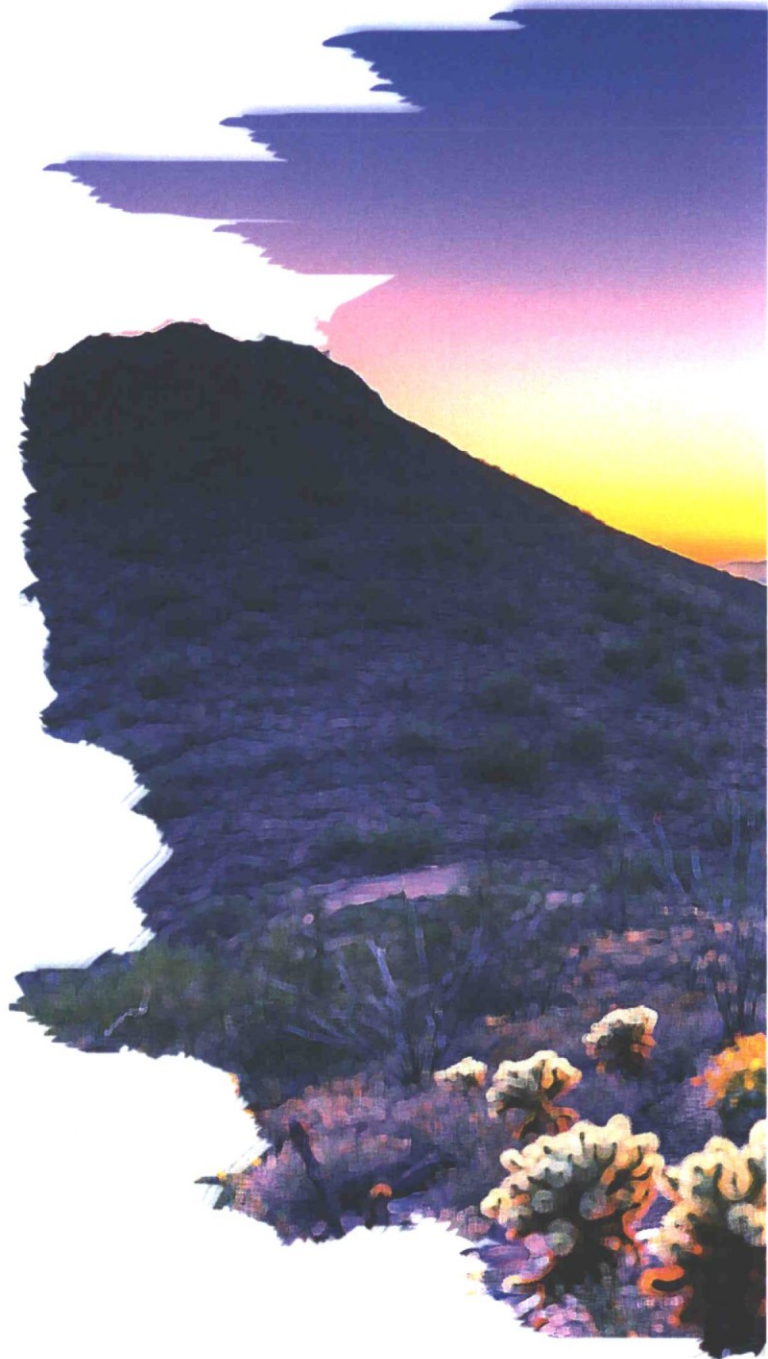
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01-A

Introduction

Scottsdale is known as the Desert Jewel, and for some it is where the Old West meets the New West. Scottsdale has planned for a world-class, state-of-the-art live, work, play development that will attract and retain high paying jobs, high income residents, and a unique environment that will attract Scottsdale residents and tourists.

La Via is such a project, and establishes a new paradigm of place making.





Introduction/The JDM Team



THE VISION

Embracing Scottsdale's legacy of a connected community with a forward looking business environment and vibrant arts culture, The Village for Innovation and Art (La Via) seeks to synthesize these elements and create a truly unique icon for a truly unique city.

La Via will tie these elements together through a carefully crafted pedestrian realm. La Via will create the synergies for innovation and vibrancy to enhance Scottsdale's position as an economic, employment and residential powerhouse for years to come.

DEVELOPMENT EXPERIENCE

JDM's development experience dates to 1968 with David Eaton's Eaton International Corporation, which spearheaded the development of large residential communities, business and office parks. One notable premier project was the acquisition and development of the 26,000 acre Pagosa Springs community in Colorado. Eaton combined efforts

with Jerry Colangelo and Mel Shultz to form JDM Partners in 1983.

Since its inception, JDM has developed numerous industry leading properties including Phoenix Suns' home, Talking Stick Resort Arena, the Arizona Diamondback's Chase Field and the 5,000 seat state-of-the-art Comerica Theatre. Additionally, JDM designed, entitled, completed infrastructure development and marketed a 3 million sq. ft. mixed-use development, known as Cotton Center in Phoenix, Arizona, home to numerous elite companies. JDM's experience crosses state borders and genres, but its commitment to quality development is always paramount.

A COMMITMENT TO QUALITY

JDM's vision and purpose statement reads, "We believe that real estate development begins with quality of life, not with roads and utilities. Our purpose is to create residential and business communities with sustainable quality and value that enhance the quality of life with an integration

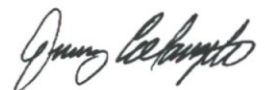
“ WE BELIEVE THAT REAL ESTATE DEVELOPMENT
BEGINS WITH QUALITY OF LIFE, NOT WITH ROADS
AND UTILITIES. OUR PURPOSE IS TO CREATE
RESIDENTIAL AND BUSINESS COMMUNITIES WITH
SUSTAINABLE QUALITY AND VALUE THAT ENHANCE
THE QUALITY OF LIFE WITH AN INTEGRATION OF
‘LIVE, WORK, PLAY. ’ ”

of ‘Live, Work, Play.’” It is with this core belief that for over sixty years, JDM has owned, developed and managed top-caliber properties, primarily in the Southwest.

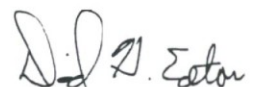
With a portfolio ranging from master-planned communities and sports arenas to business parks and hotels, JDM’s commitment to quality remains consistent. In 2009, JDM purchased the Wigwam Resort, and after extensive renovations has earned its rank as a Four Diamond Resort and is found on many internationally recognized “Top Resort” lists. Currently, JDM owns and manages over \$1.2 billion in office, commercial and resort real estate including 22 Class-A commercial office and industrial buildings in 16 states totaling over six million square feet.

These properties are just a few that exemplify JDM’s commitment to quality development. Combined with an experienced team, diverse portfolio and the relationships built with partners and business colleagues, JDM is positioned to continue to create successful, quality projects.

In the case of La Via, this is a momentous occasion where people with a proud legacy of transforming Arizona have come together to create something lasting and special for Scottsdale.



Jerry Colangelo



David Eaton



Mel Shultz

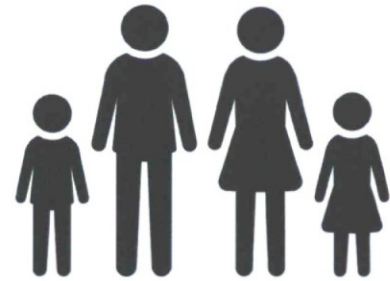
Principals
of JDM Partners, LLC

10

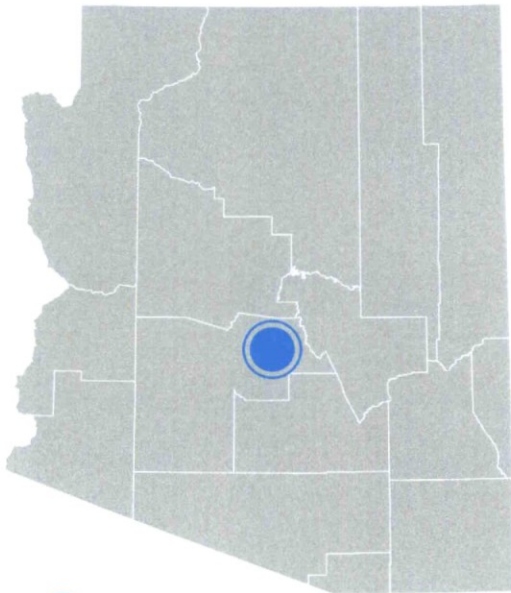
Scottsdale's Legacy

Economic and Employment Leader

The Scottsdale Airpark is the second largest business district in the state.



- >> **STATUS:** An economic leader in the state of Arizona.
- >> **CHALLENGE:** Attract and retain high paying jobs in rapidly growing industries.
- >> **FUTURE:** Develop the projects that can attract and retain the right businesses and talent to Scottsdale.



CITY OF SCOTTSDALE

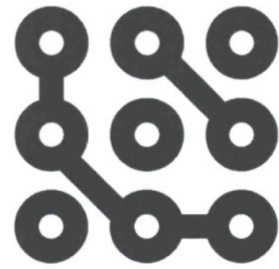
THE CITY OF SCOTTSDALE
OFFERS AN ENTREPRENEURIAL
ENVIRONMENT, HIGH PAYING
JOBS, AFFORDABLE HOUSING
AND TRENDY NEIGHBORHOODS,
MAKING IT A MECCA FOR THE
21ST CENTURY.

#1

BEST PLACE FOR JOBS

According to WalletHub, the sense of community, increase in the number of jobs, type of jobs and affordability make Scottsdale the top destination for jobs in the nation.

The exceptional quality of life and relative affordability give Scottsdale an edge in attracting and retaining individuals and families as they grow, mature and evolve into the next generation.



615

AIRCRAFT OPERATIONS PER DAY AT SCOTTSDALE AIRPORT

With over 450,000 passenger boardings served in the last year, the Scottsdale Airport is one of the busiest single-runway facilities in the nation.

It's renowned efficiency and popularity with the jet-set class makes travel to Scottsdale easy and friendly. There are a plethora of shopping and leisure options near the airport.

New, high end employment will be attracted to La Via by the convenient access to Scottsdale Airport.

80%

GROWTH IN THE TECH SECTOR SINCE 2000

Scottsdale is becoming known as an emerging center for technology development and is increasingly becoming the location of choice for New York, Silicon Valley and San Francisco companies looking for national expansion.

Scottsdale's environment combines successful entrepreneurs, a highly talented workforce and a burgeoning high-tech industry cluster. Despite being the sixth largest city in Arizona, Scottsdale ranks second in the state for the amount of venture capital its companies are able to attract.

According to Forbes, the Phoenix-Mesa-Scottsdale area is the "City Winning the Battle for Information Jobs."

12

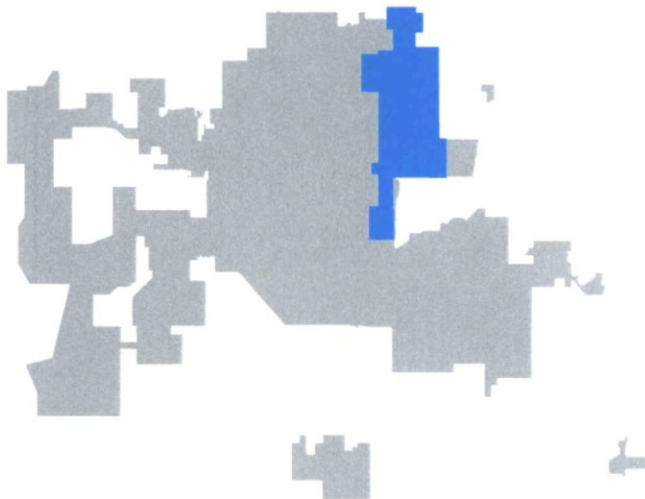
Scottsdale's Legacy

Arts and Leisure Destination

Scottsdale has over 70 resorts/hotels, boasting over 15,000 rooms and creating \$3.1 billion in economic activity.



- >> **STATUS:** Prominent tourist destination.
- >> **CHALLENGE:** Bolster offering and grow to international acclaim.
- >> **FUTURE:** Create the iconic places and experiences that define a world class city.



CITY OF SCOTTSDALE

THE CITY OF SCOTTSDALE'S WARM CLIMATE, ARTS CULTURE, AND LEISURE AND RECREATION OPPORTUNITIES MAKES IT A TOURISM AND EMPLOYMENT HOTSPOT THAT GARNERS NATIONAL AND INTERNATIONAL ATTENTION.

85°

AVERAGE MAXIMUM TEMPERATURE

Scottsdale's warm climate, constant sunshine and lack of rain make it a popular destination for living and visiting. It's mild winter days and brisk nights are hallmarks of its winter bring thousands of tourists from the Midwest, northeast and Canada who escape their cold climates.

However it also has hot summer days. Having over 7 months with highs above 85 degrees, a pedestrian experience requires careful design consideration to ensure comfort.



39%

CITY'S WORKFORCE EMPLOYED BY TOURISM

Offering some of the state's top dining, shopping and nightlife, Scottsdale is a premier tourism destination. The variety of activities ranging from architecture tours, to spas, hiking and even Spring Training baseball appeals to a wide spectrum of people and keeps the tourism industry vibrant.

The city has the highest number of destination spas per capita of any city in America. In addition, it's has the fourth most Five Diamond hotels per AAA.

75

PROFESSIONAL ART GALLERIES AND STUDIOS

Scottsdale is an important tourism destination and its art and cultural heritage is a major draw. From Native American arts and crafts to cutting edge contemporary works, Scottsdale has it all! Galleries are concentrated in the Downtown Arts District but can also be found throughout the city. You can be tempted by authentic Native American masterpieces, local art, work by Arizona artists, by internationally recognized artists, photography, sculpture - something for every taste and pocketbook. There's art from Cowboy to Conceptual.

Scottsdale also celebrates the arts through museums and festivals. The Scottsdale Museum of Contemporary Art (SMOCA), Scottsdale's Museum of the West: Western Spirit and the Scottsdale Center for the Performing Arts are lively destinations year-round. The Scottsdale Arts Festival, Fine Arts Expo, Canal Convergence, Downtown ArtWalk, Celebration of Fine Art, ArtFest and others become signature winter-season events. Art is an integral part of Scottsdale's heritage and culture.

Regional Context

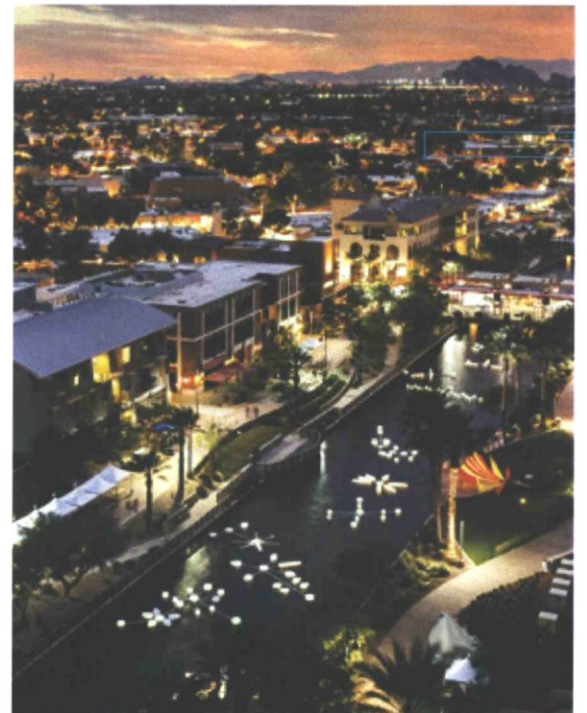


-  Site
-  Surrounding Downtown
-  Route to Site
-  City Boundary
-  Greater Airpark Area

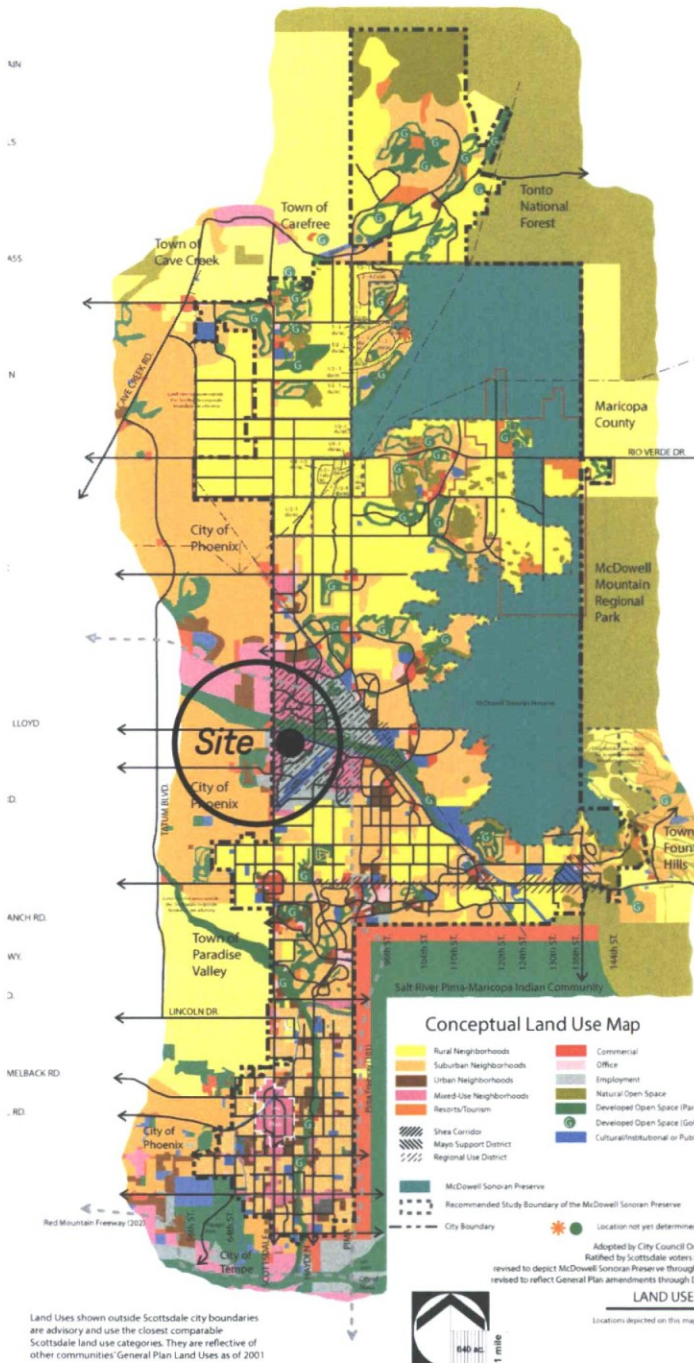
REGIONAL CONTEXT

La Via is located within the Greater Airpark Area and is on the boundary of the City of Scottsdale and the City of Phoenix. It takes about half an hour by automobile to reach La Via from Downtown Phoenix, Phoenix International Airport and from Downtown Scottsdale.

Downtown Scottsdale & Canal



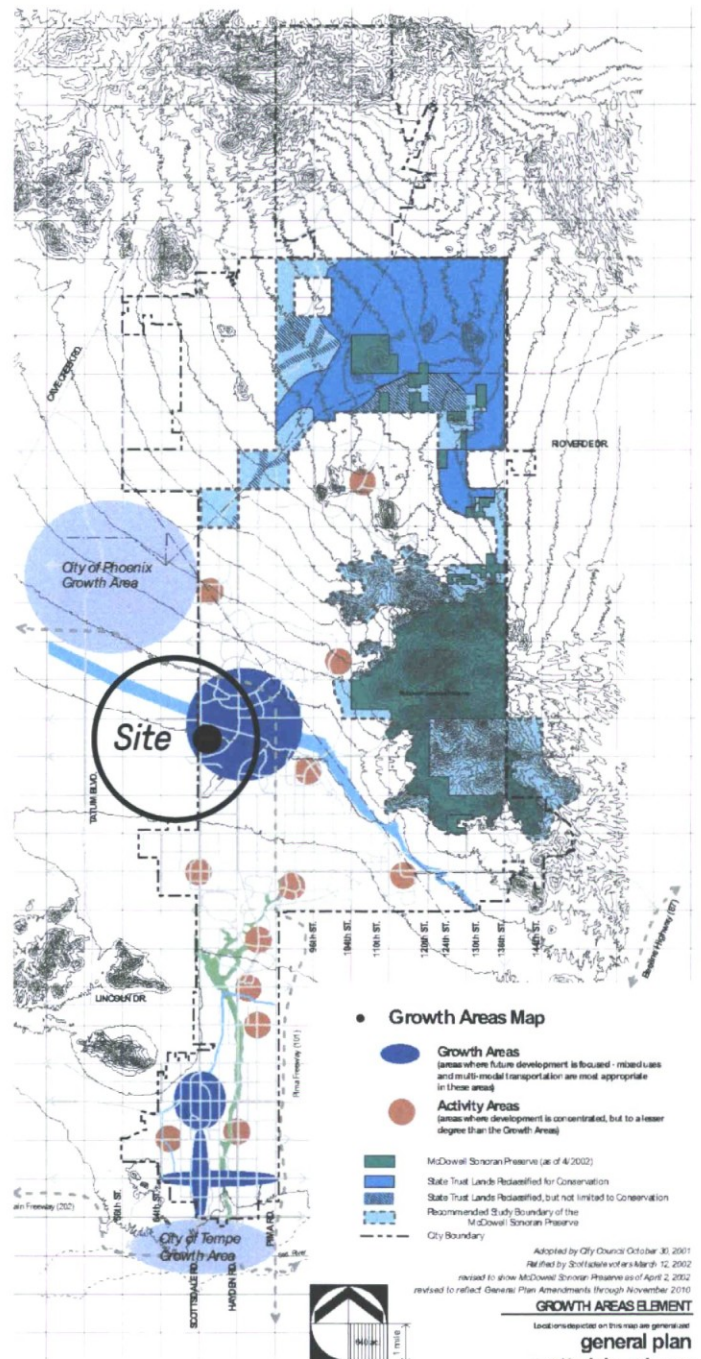
City of Scottsdale Context



CITY OF SCOTTSDALE CONTEXT

The proposed project is located within a designated "Growth Area" of Scottsdale which are areas where future development is focused and mixed use and multi-modal transportation are most appropriate.

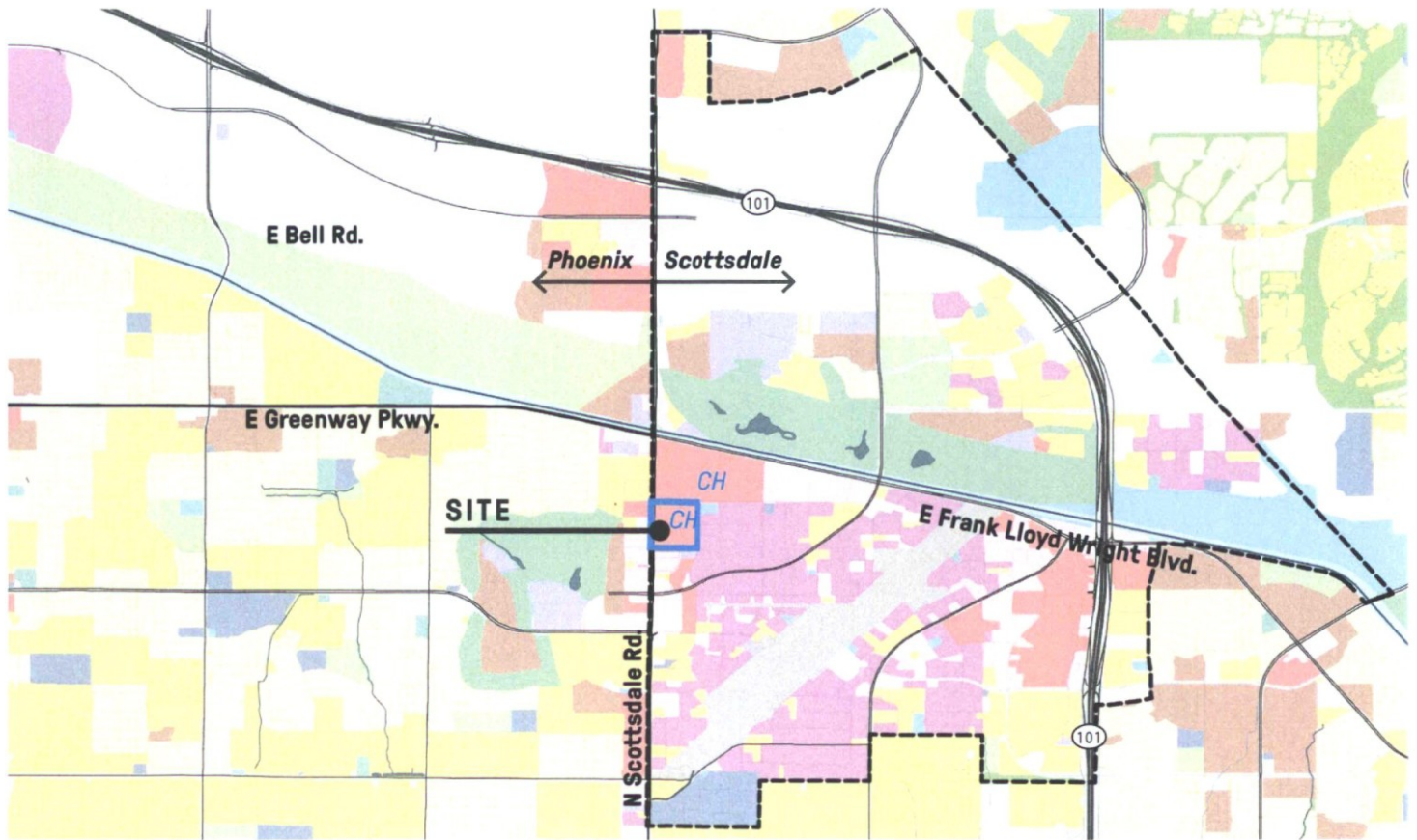
In addition, in its location in North Scottsdale, it is primarily surrounded by mixed use, employment or cultural/institutional or public based land-uses in



the City of Scottsdale's Conceptual Land Use Plan.

Accordingly, this means the site is ideally suited for a future development in a mixed use capacity with an emphasis on employment and cultural/ institutional or public based components.

Land Use



Single Family Low Density

Single Family Med. Density

Single Family High Density

Multi Family

Commercial Low

Commercial High

Industrial

Office

Tourist Accommodation

Educational

Religious/Institutional

Medical/Nursing Home

Public/Special Event

Airport

Active Open Space

Golf Course

Passive Open Space

Water

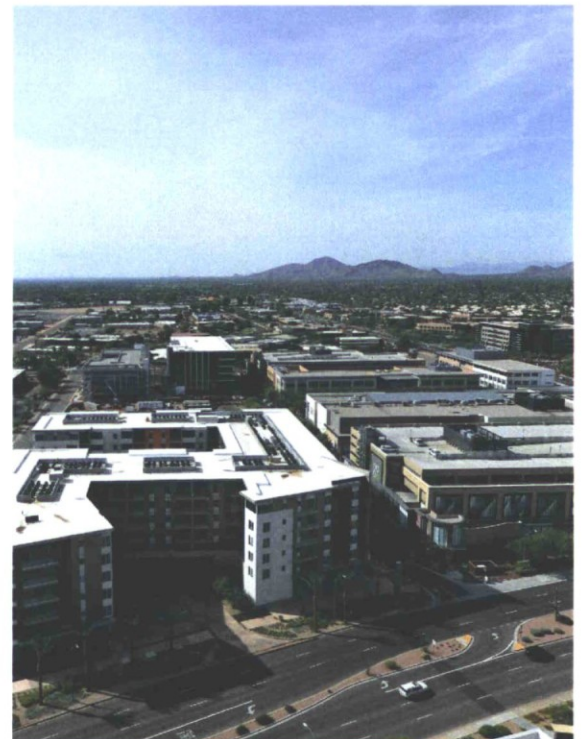
Undeveloped

LAND USE

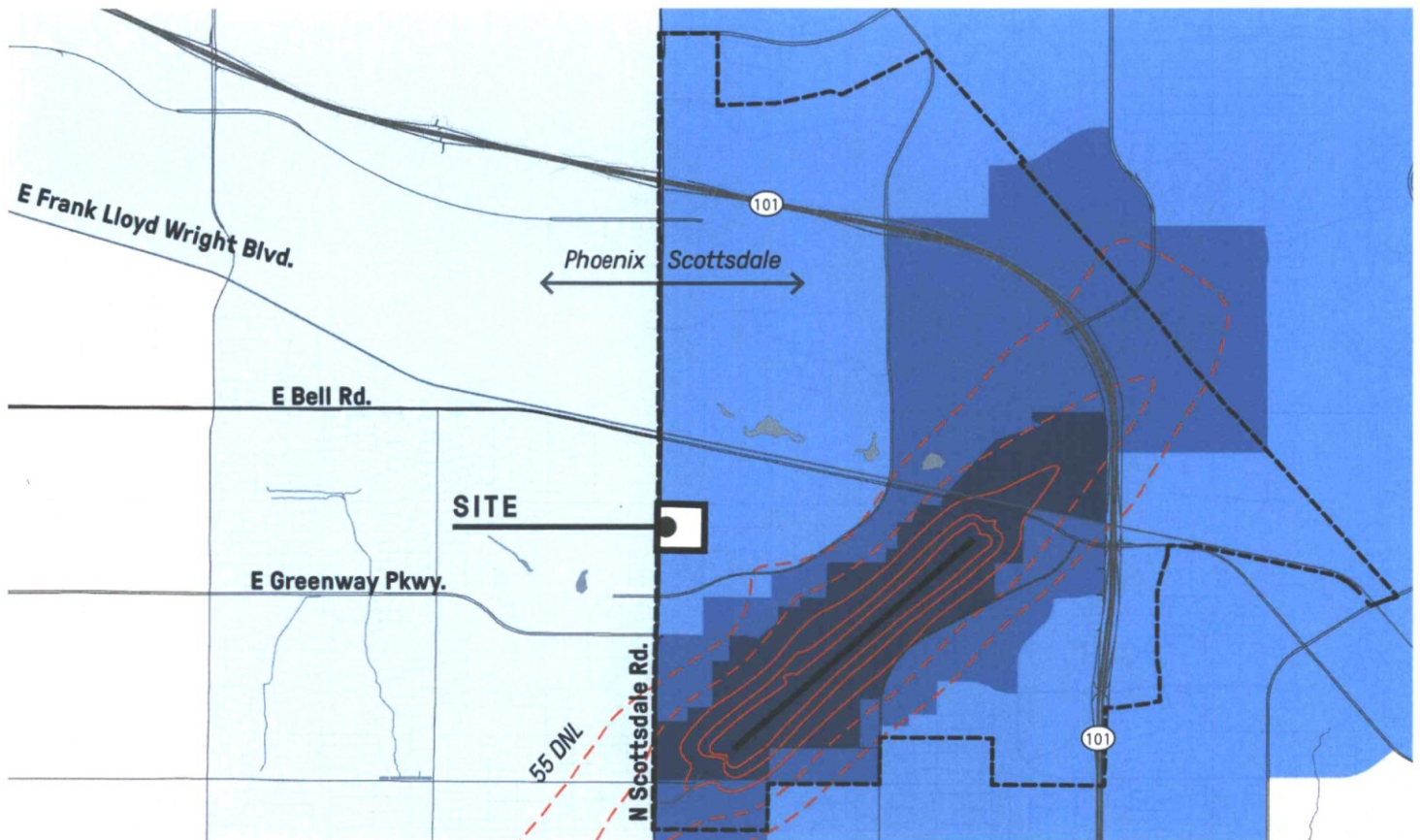
The site is currently zoned as Airpark Mixed-Use – Residential (AMU-R) within the Greater Airpark Character Area Plan. This designation provides for the greatest variety of land uses, including commercial, employment, institutional, cultural, hotel, and higher density residential that supports aviation, business and tourism industries, such as timeshares, corporate housing, and multi-family rental units.

La Via is located within the Regional Core Development Type, which is appropriate for the greatest development intensity in the Greater Airpark for major regional land uses.

.....
The mixed use development of Scottsdale Quarter
.....



Airport Influence



AC-P

AC-1

AC-2

AC-3

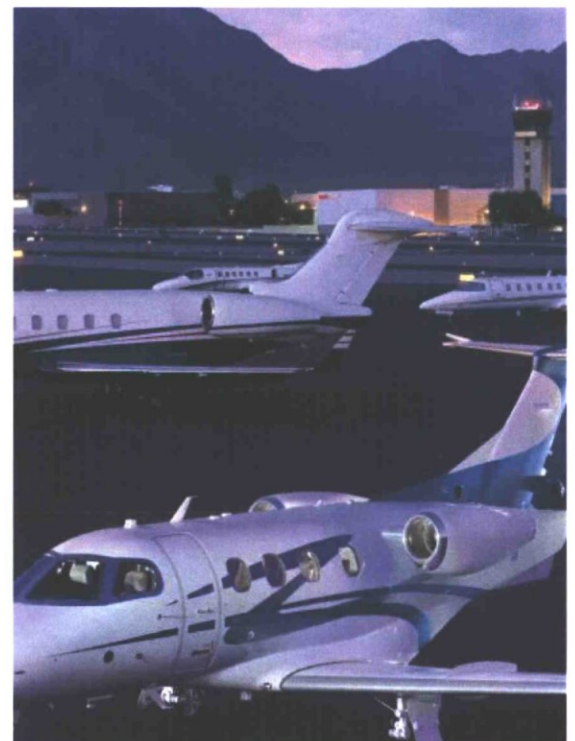
2009 Noise Exposure
Contour -Significant Effect

2009 Noise Exposure
Contour -Marginal Effect

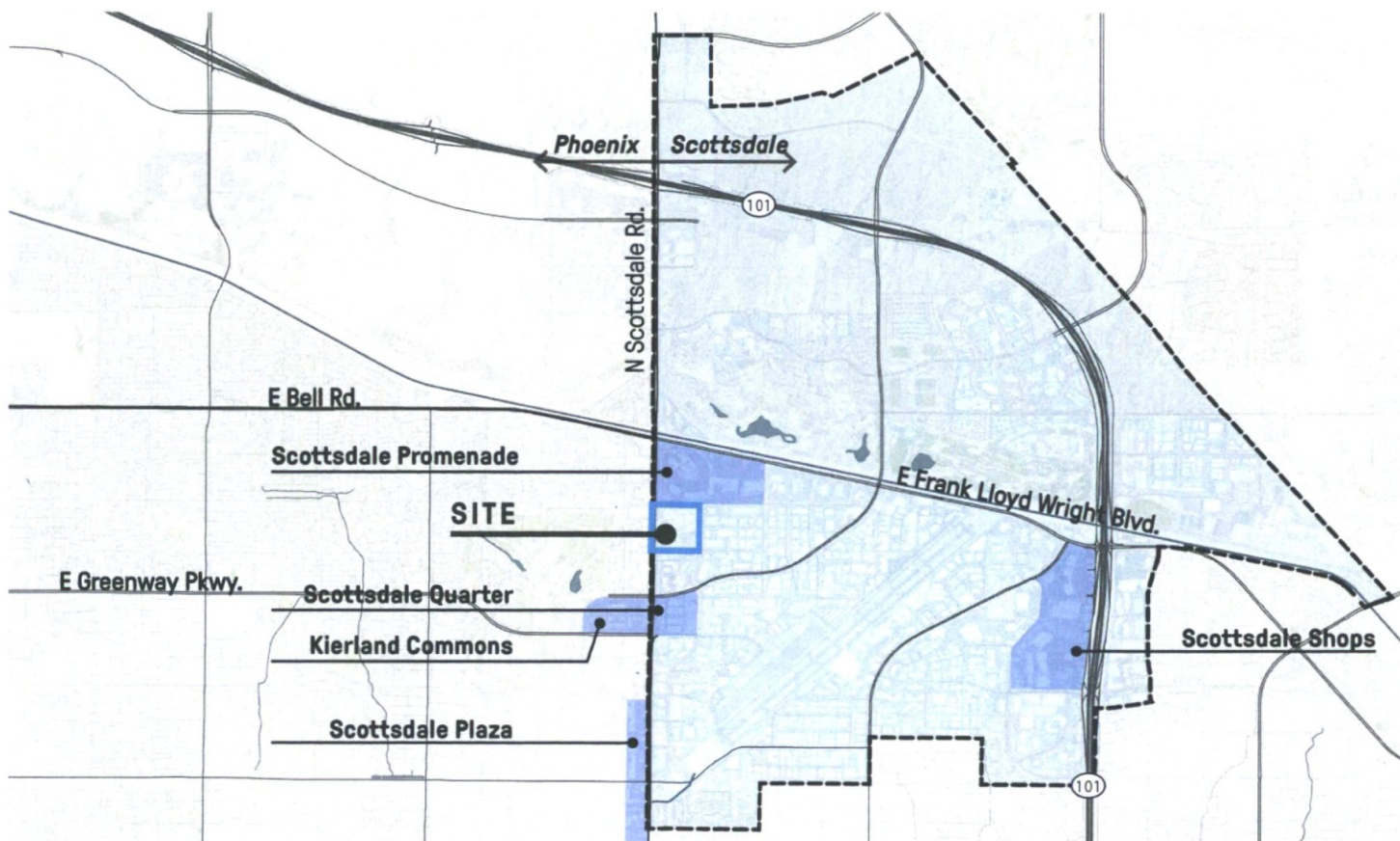
AIRPORT INFLUENCE

The site is currently located in the AC-1 Airport Compatibility District. Under this designation, Dwelling Units, Manufactured Homes, Schools, Place of Worship, and Cultural, Civic, & Social Organizations, and Travel Accommodations are permitted.

Corporate Jets at Scottsdale Airport



Nearby Retail Developments



- Mixed Use/Retail Projects
- Greater Airpark Area
- City Boundary
- Greater Airpark Area

NEARBY RETAIL

North Scottsdale is well known for its shopping experiences. While having traditional big box and strip mall developments, the city also has innovative and upscale developments that feature a rich mix of shopping, dining and entertainment.

The success of Kierland Commons (Phoenix) and Scottsdale Quarter are testaments to the viability of highly crafted outdoor lifestyle centers in Scottsdale.

As a result, there exists an opportunity to develop a unique shopping experience to complement, but not compete with, the current retail environment.

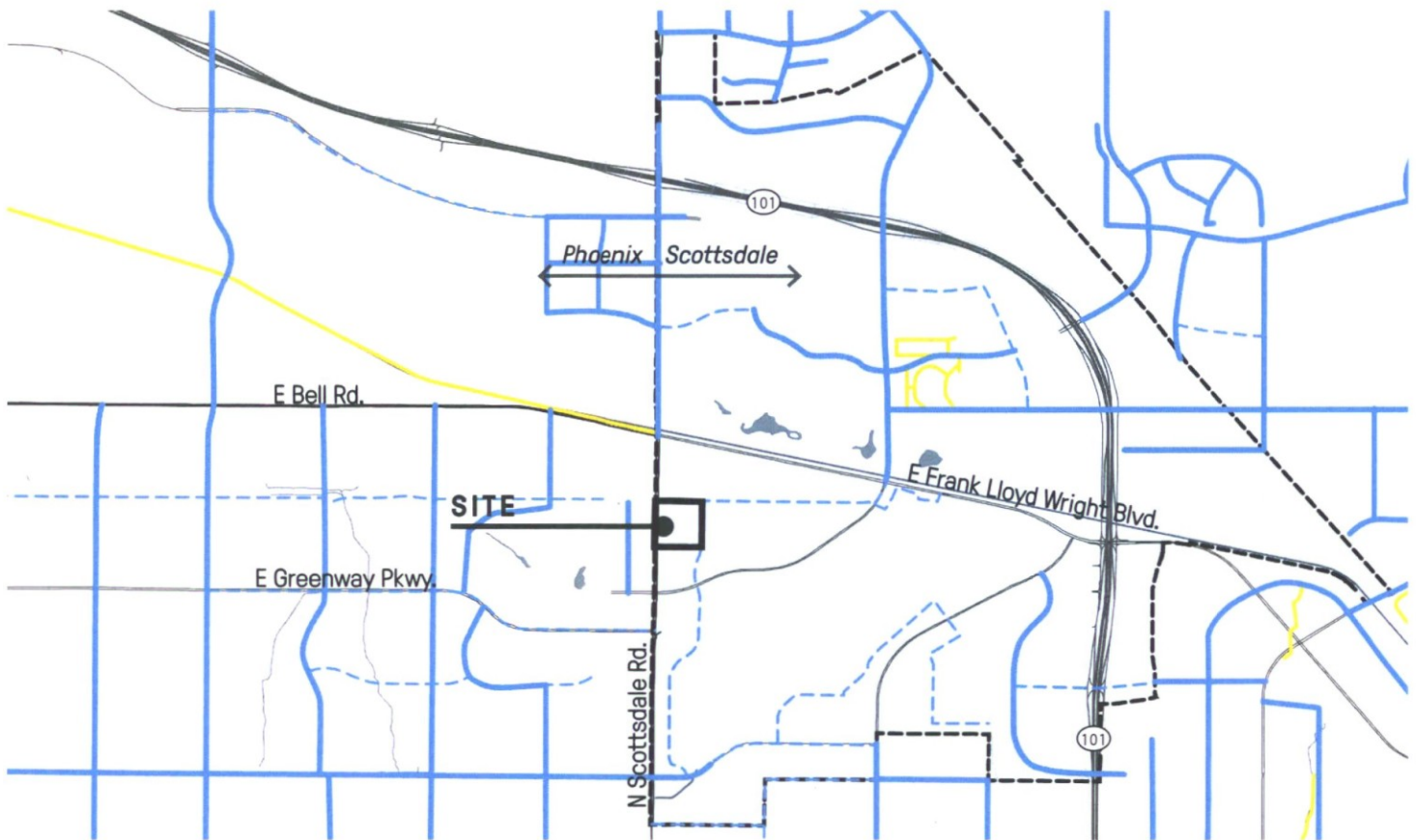
Kierland Commons



Scottsdale Quarter



Pedestrian & Bicycle Corridors



- Bicycle Lane
- - Bicycle Route
- Trail
- - City Boundary
- Greater Airpark Area

BICYCLE NETWORK

With Bicycle Routes on the North (Paradise Ln.), East (N. Scottsdale Rd.) and West (N. Dial Blvd.) sides of La Via and an infrastructure of bicycle lanes in the vicinity, the site is well positioned to be utilized by bicyclists.

In addition, the GRID Bike Share program has been readily adopted in Phoenix, Mesa, Tempe. With over 11,000 registered users and a 30% increase in ridership in 2016, Phoenix announced in Spring 2017 that it will increase its current number of stations by over 40%. With the rapid expansion of Bike Share programs in Valley Cities, it seems inevitable that Scottsdale will eventually adopt a similar program or join the GRID network.

As a result, La Via should have bicycle friendly infrastructure in place (bicycle lanes, bicycle racks and a land bank for a future bicycle share location) to be able to meet future trends.

Rapid expansion of Bike Sharing in Valley Cities



360° Photographic Survey



View looking north



Viewing looking south

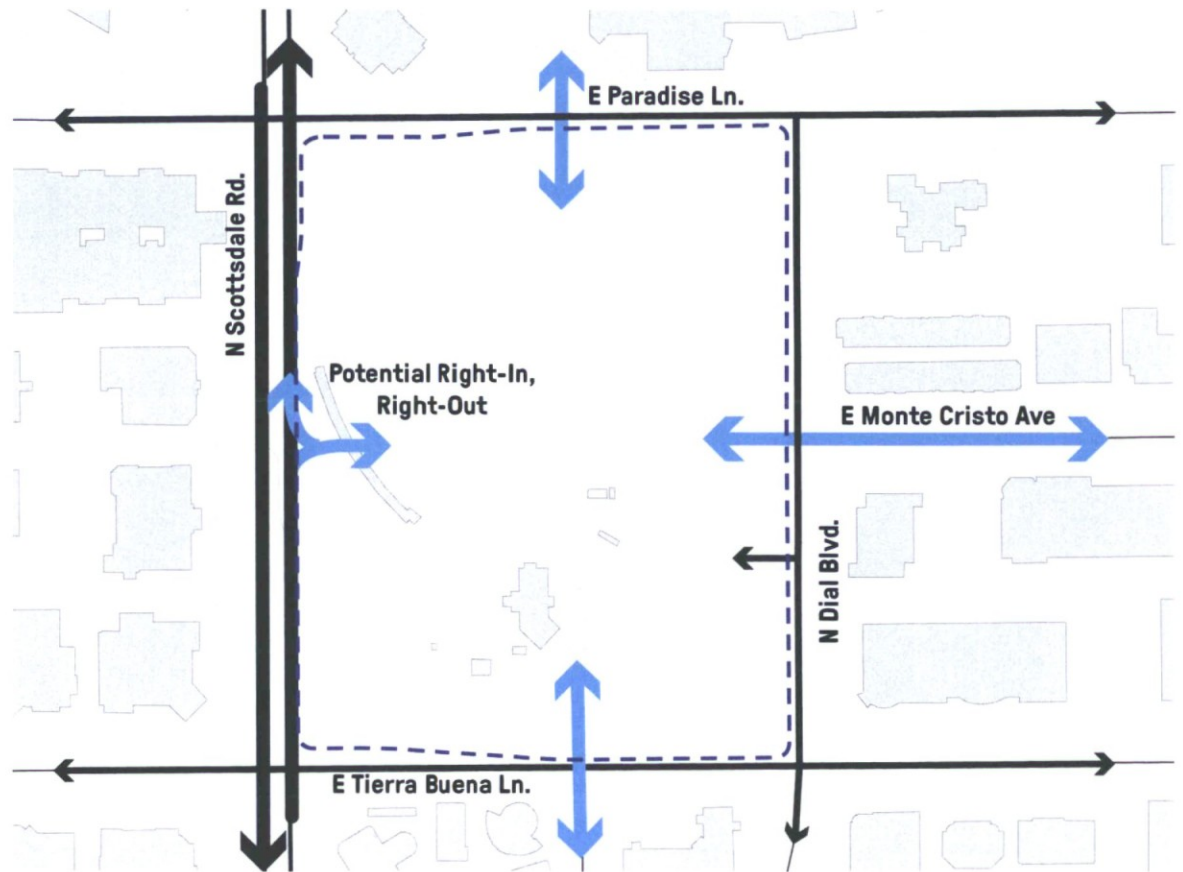


View looking east



View looking west

Access & Connectivity



ACCESS & CONNECTIVITY

The site is primarily bounded by 2-lane collectors with center turn lanes. On the west side of the site is N Scottsdale Rd., a 6-lane arterial with a center median that is a major thoroughfare for Scottsdale

and Phoenix.

There is the potential for increased site access at existing intersections on the streets that bound the site.

E PARADISE LN.

2-lane Collector with center turn lane



N SCOTTSDALE RD.

6-lane Arterial with median



E TIERRA BUENA LN.

2-lane Collector with center turn lane



N DIAL BLVD.

2-lane Collector with center turn lane



Views & Visibility

VIEWS & VISIBILITY

The site enjoys excellent views to the North and East of the McDowell Mountains. There are also quality views from upper floors to the South and West of Squaw Peak, Camelback Mountain, and Kierland Golf Course across N Scottsdale Rd.

There are also important views into the site from the intersections on N Scottsdale Rd.

With a prime location on Scottsdale Road, the project has a high level of visibility and special attention is required along Scottsdale Road.

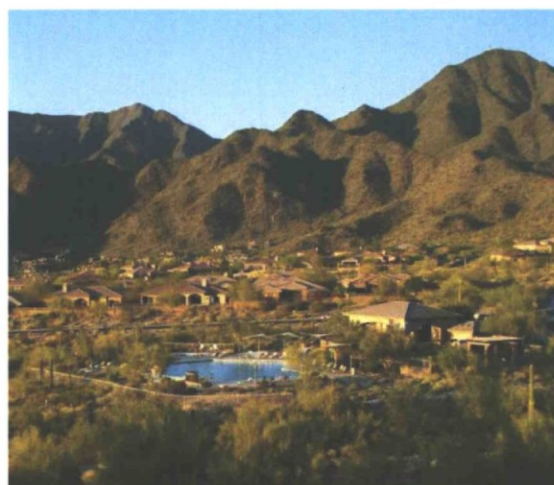
View of the Kierland Golf Course at the Westin hotel



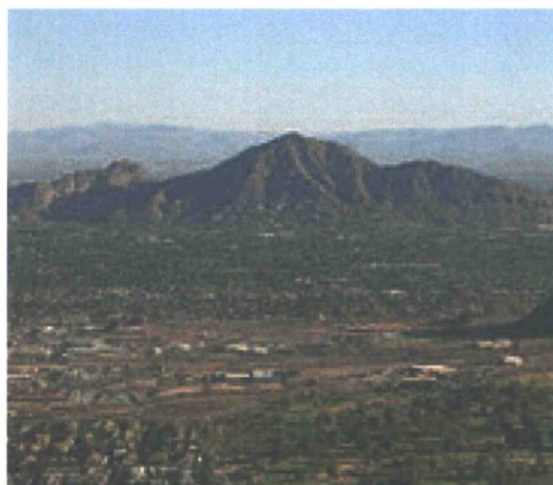
View of the McDowell Mountains



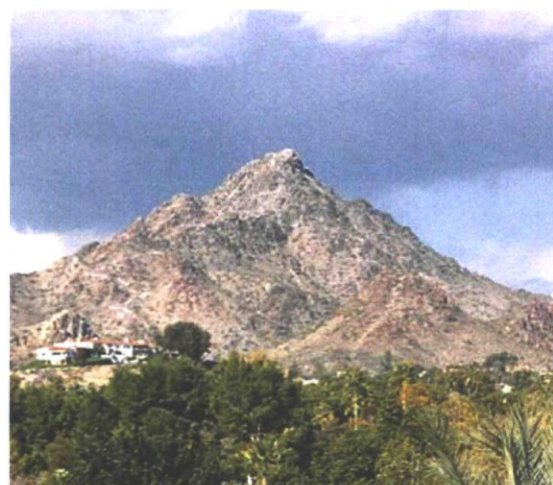
View of the McDowell Mountains



View of the Cambelback Mountains



View of the Squaw Peak



24 Public Transit & Bike Connectivity



- Metro Bus Route
- Bus Stop
- Bike Route

PUBLIC TRANSIT

The only existing public transit serving the site is the 72 line of the Valley Metro that connects to Downtown Scottsdale, Tempe and Chandler. It has a bus stop directly on the site. Proper consideration should be given to the connectivity, safety and

comfort for pedestrians that utilize the public transit network.

In addition, bike routes run along the north and east sides of the site. Any bike routes that are placed on site should connect to and enhance the existing adjacent routes.

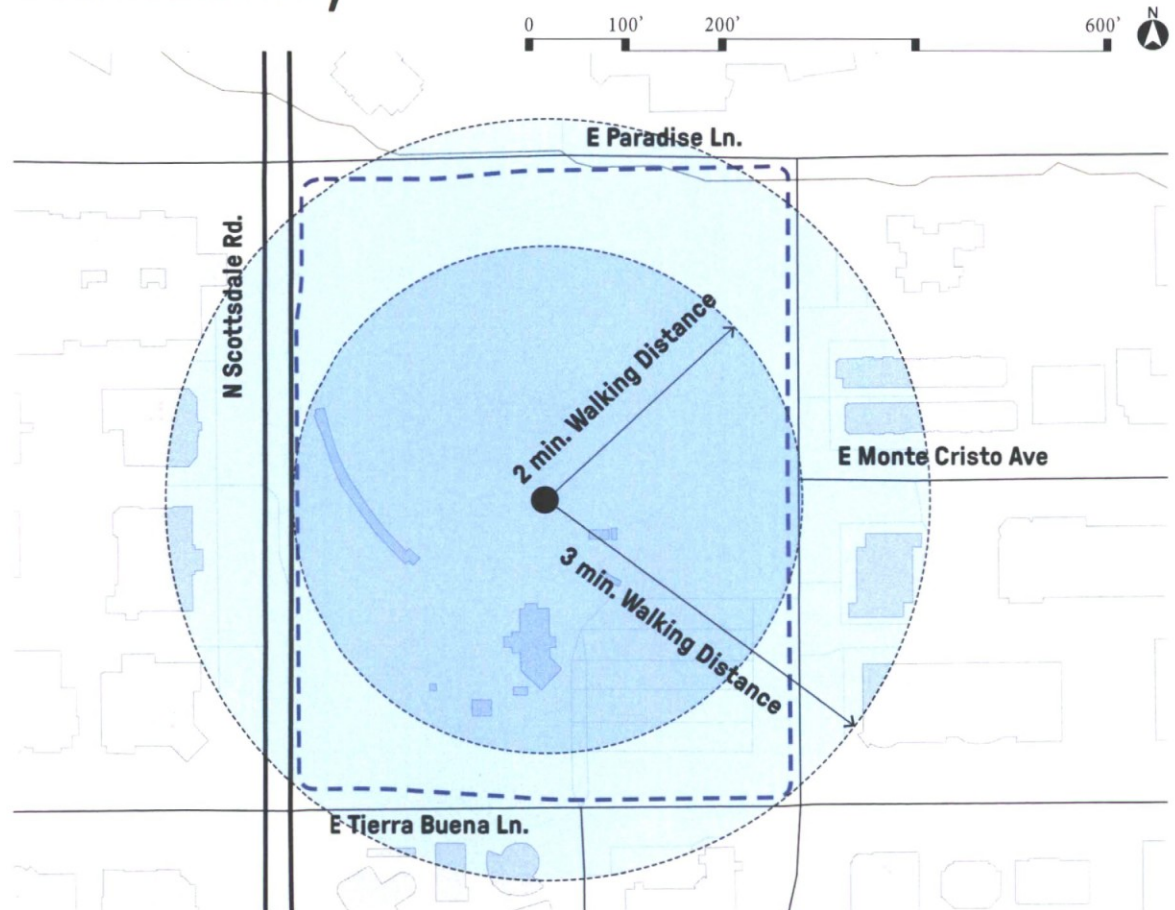
Typical Valley Metro Bus



Existing Bus Stop located on Site



Walkability



100%

OF LA VIA IS ACCESSIBLE WITHIN A 5
MINUTE WALK.

WALKABILITY

Due to the site's size, it has excellent walkability with most of the site being within a 3 minute (1/4 - mile) walk.

This scale allows for a highly integrated pedestrian experience. The success of nearby Kierland Commons and Scottsdale Quarter show that pedestrian oriented outdoor walking environments are popular despite periodic high temperatures.

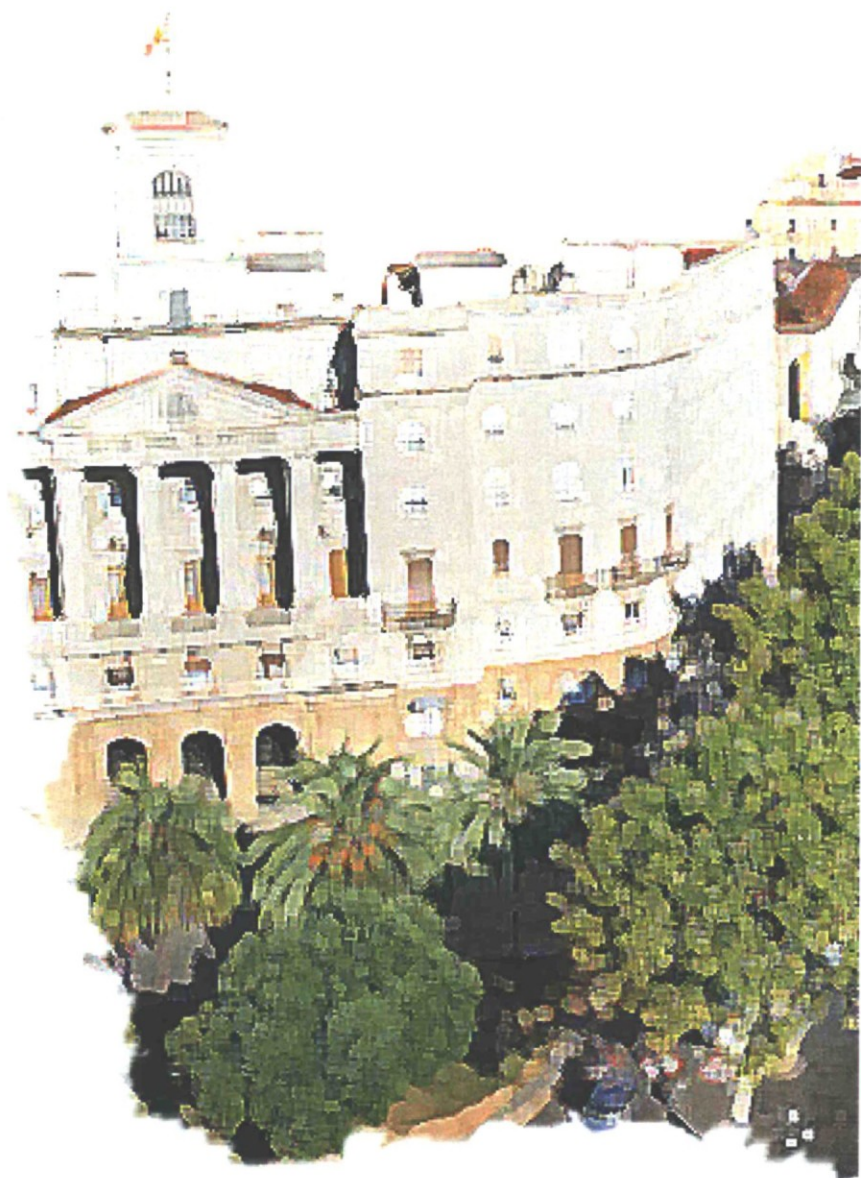
People Walking in Nearby Kierland Commons



01-B

Paradigms of Space

A brief analysis of timeless spaces and iconic places. The European spaces and places highlighted in the following page are not representative of architectural vernacular or materials, but only classic examples of how massing, space and pedestrian scale can create environments that attract activity and people.







*Plaza Reial
- Barcelona, Spain*

PURPOSE OF BENCHMARK STUDIES

Iconic places have quantitative and qualitative aspects. The popular and enduring plazas and streets that have created vibrant and memorable experiences are well known. Their emphasis is on the pedestrian experience and flexibility to meet the community's needs. Being hundreds of years old and specific to a culture and context, it doesn't make sense to directly recreate every detail in Scottsdale and La Via will not have old world architecture. But by studying the dimensional aspects of the space, the building facades, the program, vegetation and flexibility we can better understand the mechanics of the place and adapt the formula to our site.

LESSONS LEARNED

Firstly, there is typically a sense of enclosure in these spaces and the building facades have specific dimensional relationships that frame the open space yet provide for flexibility. The adjacent buildings are typically 4-6 stories, mixed use and have varied facades with a vibrant ground floor.

Shade is essential for comfort in these studies as it is in Scottsdale as well. Through the use of overhangs, awnings, umbrellas, trees and building orientation, shade is pervasive. Vegetation is mostly simplified to trees which are designed for shade and paving is predominant. Shrubs are often in pots or in hedge rows and are near the base of the buildings where people congregate.

The most popular use of the open space is for dining, and tables and chairs are arrayed from the edge of the facades into the plaza. When the large open spaces of the plaza are not used for festivals and gatherings they are filled with people experiencing the simple pleasure of sitting and people watching. The spatial flexibility allows for the a wide variety of small and large uses, whether it be for arts, entertainment or dining. This makes the plazas indispensable for the community and is a lifestyle choice.

The streets are narrow and intimate, cars move at a slow and cautious pace and pedestrians frequently move in and out of small sidewalks. There is a healthy blending of pedestrian and car realms.

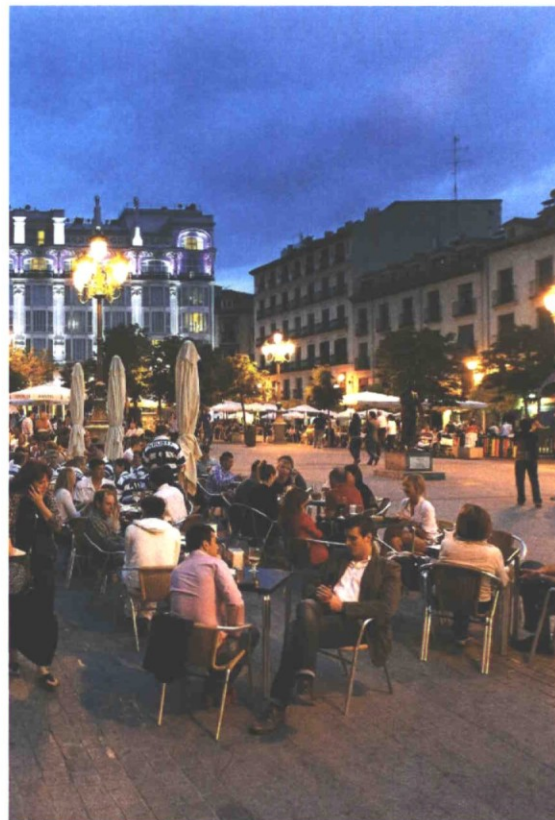
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Timeless Plazas

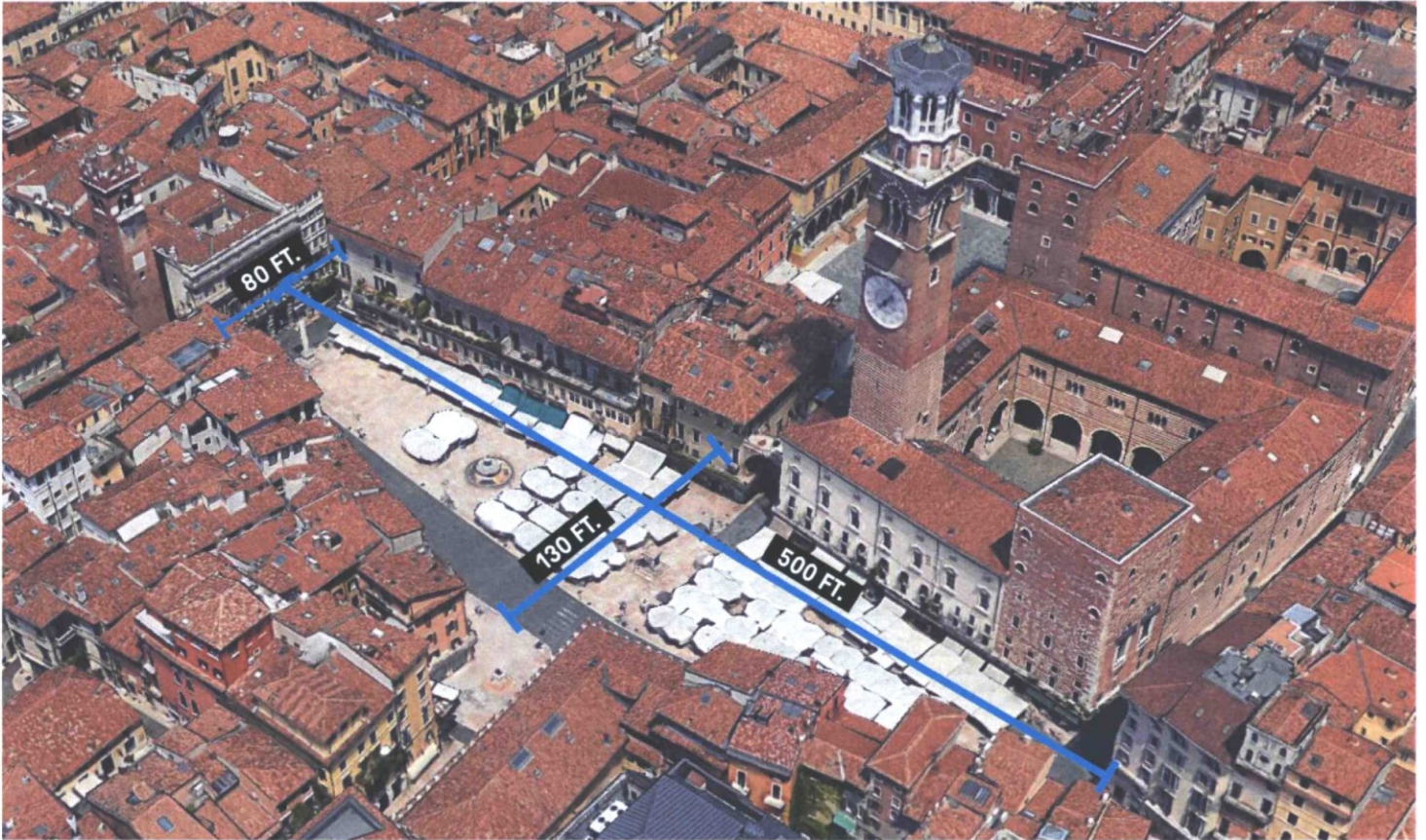


*Plaza Santa Ana
– Madrid, Spain*

Functioning as the heart of Madrid, Plaza Santa Ana's success is due to its flexibility in program, dining, recreation opportunities and ambiance derived from its enclosure by beautiful medium scale buildings, loose assortment of trees and ambient lighting.



Timeless Plazas



Piazza Delle Erbe
– Verona, Italy

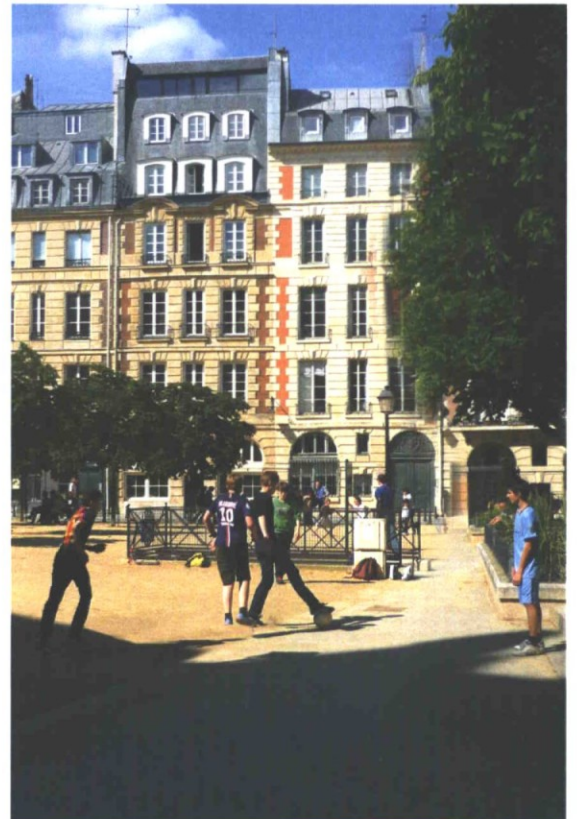
The dining capital of Verona, the Piazza Delle Erbe is long linear plaza located in the heart of Verona. Wrapped by cafes and restaurants, they utilize the vibrant plaza for seating creating a festival like atmosphere. To provide shade in the hot Italian climate, the plaza is blanketed in densely packed large umbrellas.





*Place Dauphin
– Paris, France*

Located in the middle of Paris on the Ile de la Cite, Place Dauphin is a serene public square for locals. It's calming sense of enclosure comes from buildings and from the street through bollards and steps. The trees populate the space and eventually will grow into a dense shade providing canopy.



Timeless Plazas



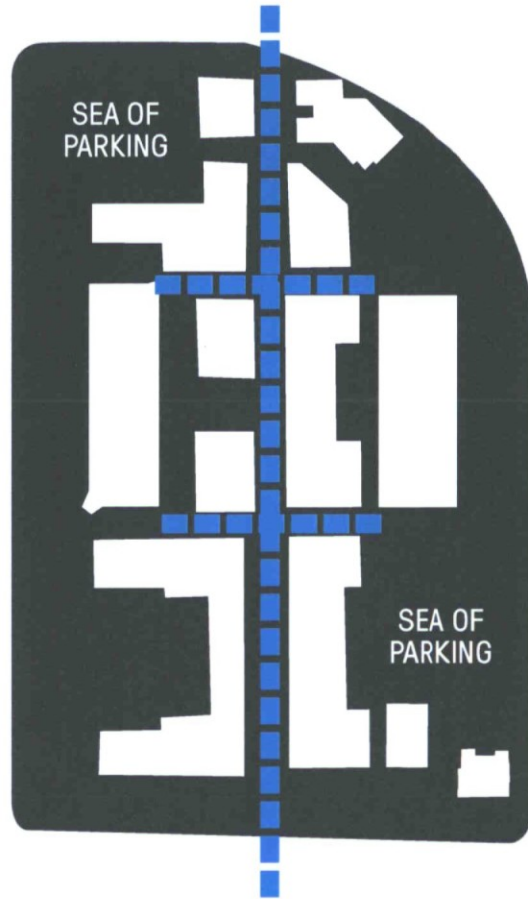
*Plaza Reial
– Barcelona, Spain*

As the most quintessential space in Barcelona, Plaza Reial is successful because of its ambiance derived from an enclosure by medium scale buildings, aggregation of people, loose assortment of palms and comfortable shade found under its porticos and umbrellas.





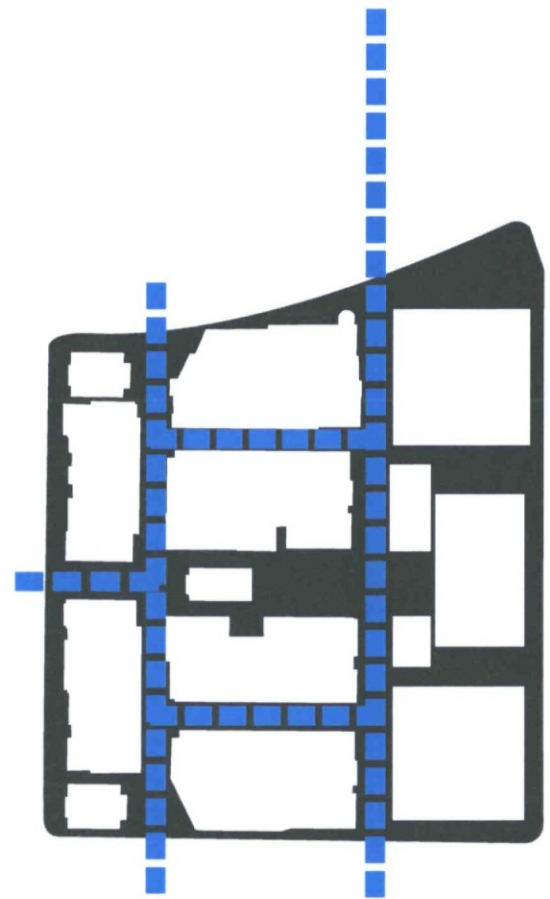
The Existing Paradigm of Iconic Space



KIERLAND COMMONS

Kierland Commons is a traditional “main street” lifestyle center. The historic main streets that ran through the small towns of America were the social, cultural and commercial hubs that bound communities together. Geared towards an upscale experience with high investments in the public realm, the development was innovative when it was first built in 2000 and it continues to be a highly popular place.

However, the experience for the pedestrian is simple and predictable and the site is structured a single path by surrounded by parking.



SCOTTSDALE QUARTER

Scottsdale Quarter is mixed used development organized on a traditional urban grid. Designed as an urban experience, the pedestrian focus encompasses the entire site and the architecture, landscape and urban design are all highly crafted. This structure makes the development highly adaptive and popular with users.

However, the conventional grid network has a highly regular set of paths and spaces that make the site a singular experience.

While successful, and with a central courtyard that is popular, it lacks a variety of iconic spaces that create more memorable experiences.

*Figure Ground
diagram of nearby Retail
Developments*

The New Paradigm of Iconic Space



*Figure Ground
diagram of proposed
La Via Development*

LA VIA: VILLAGE FOR INNOVATION & ART

La Via is not designed to compete with Kierland Commons or Scottsdale Quarter; it is simply an evolution of a classic and timeless form adapted to Scottsdale and to today. La Via is an iconic urban expression composed of classic forms with new elements. The forms create the emblematic spaces and memorable journeys that captivate and celebrate the pedestrian experience. The degree of exploration and the vast differences in both small and large spaces create the rich urbanism that will attract the finest in employers, tourists and residents.

The narrow and winding pedestrian ways create intimate and quiet spaces that bind people to a neighborhood. This compression heightens the sensation of excitement tied to the large open plaza that is brimming with dining, shopping and events.

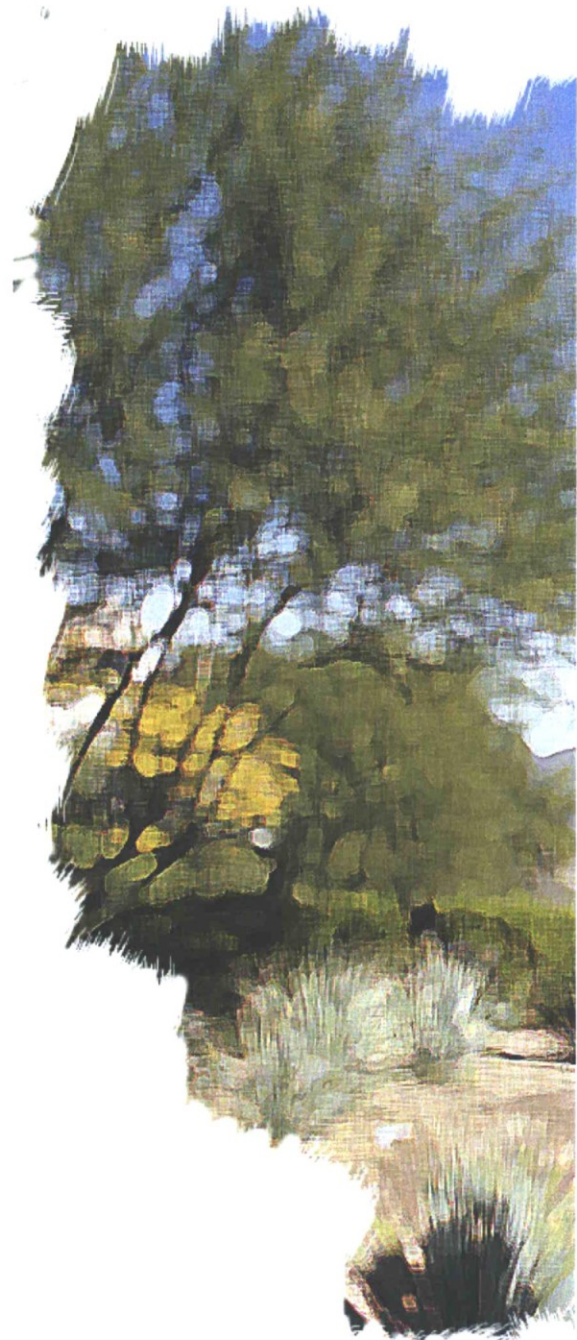
Each difference in space, both small and large, is exploited to create a hundred different moments and the pedestrian experience is captivating and memorable. The result is a truly new paradigm in

iconic space, rooted in the timeless spaces of Europe which is not only unique to Scottsdale but the entire United States.

02

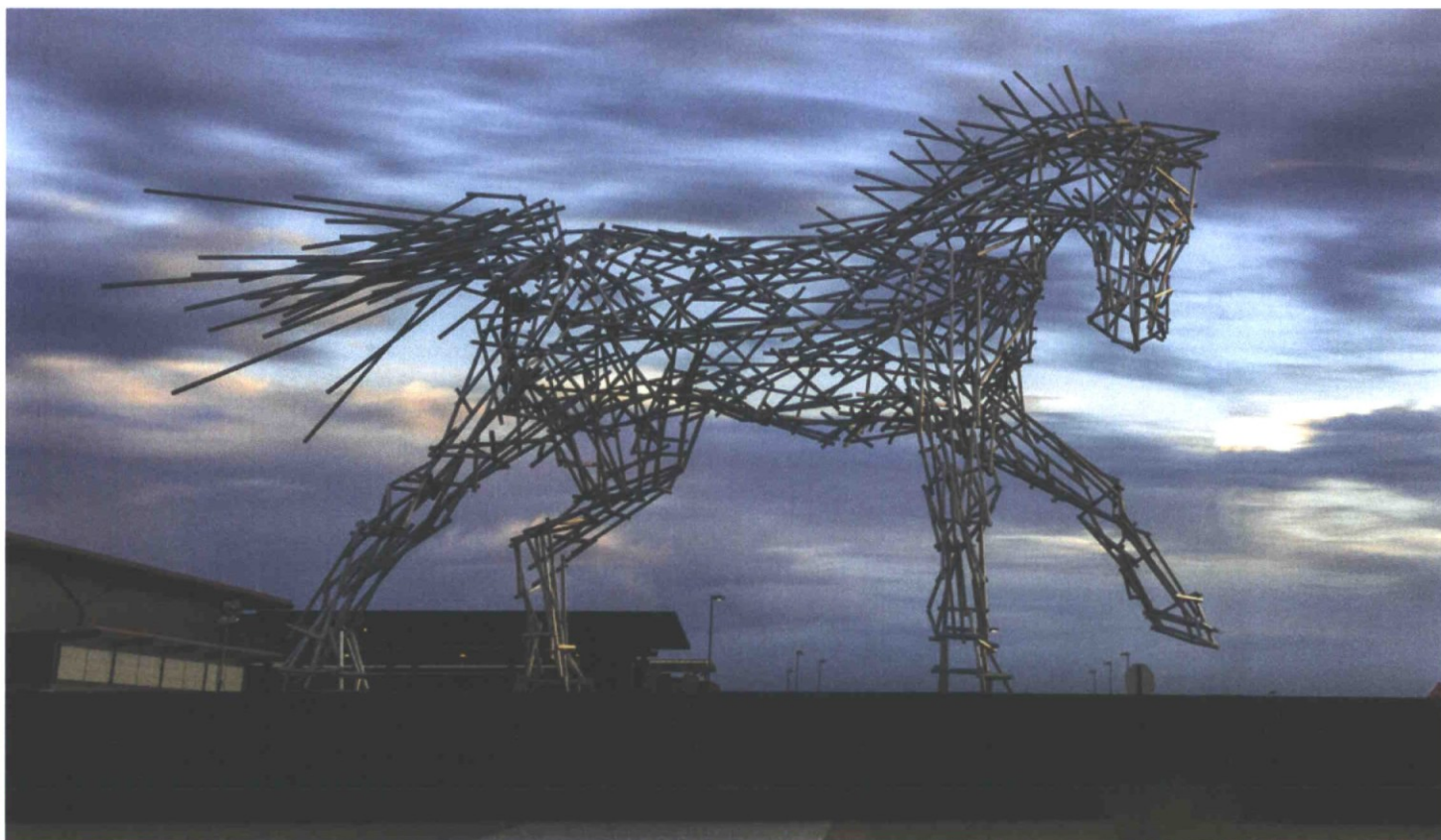
Design Goals

La Via implements, as embodied in the City's General Plan, Greater Airpark Character Plan and its goals and policies, the development goals of the City of Scottsdale.





Scottsdale General Plan Goals



"Impulsion"
by Jeff Zischke
Westworld

GENERAL PLAN - SIX GUIDING PRINCIPLES

The General Plan sets forth a collection of goals and approaches intended to integrate the six Guiding Principles into the planning process and provide as a framework for proposed development and the built environment. The six Guiding Principles are:

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, Housing, Neighborhoods, Growth Areas, and Community Mobility.

CHARACTER & DESIGN

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

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

- Scottsdale as a part of a large metropolitan area with a unique reputation, image, character and identity within its regional setting.
- Relationship to surrounding land forms, land uses and transportation corridors.
- Consistently high community quality expectations.
- Physical scale relating to the human perception at different points of visual experience.
- Visual and accessibility connections and separations.

Response: Scottsdale Road is designated as a Visually Important Road and the Property is located in an Employment Core per the Character Type Map in the General Plan. The General Plan states that “Employment Cores are primarily employment centers for the city. These cores support a wide range of activities and regional and community level employment uses.” The Scottsdale Airpark and development along Scottsdale Road has evolved over the last 20 years with the approval of the GACAP in 2010 and the development and redevelopment of numerous projects in the Airpark. As discussed below in the Economic Vitality section, mixed-use development along with the proposed additional residential and hotel units will help bolster the existing commercial and employment land uses in the area. The Employment Core supports a “wide range” of uses to strengthen the changing needs and demands of the Airpark area. La Via will be a walk-friendly community with architecture and massing that caters to the pedestrian providing visual interest and a series of shaded corridors. Special attention will be given to the central plaza space (the “heart”) and placemaking through the implementation of landscaping, shading, public art, seating and gathering spaces.

Bullet 2: Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.

Bullet 4: Ensure that all development is part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial and recreational uses.

Response: La Via is located within the Greater Airpark Character Area and a detailed response is provided in the GACAP section below regarding the appropriateness of the proposed mixed-use development given the surrounding Airpark context with both employment and regional land uses.

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

Bullet 2: Recognize that Scottsdale’s economic and environmental well-being depends a great deal upon the distinctive character and natural attrac-

tiveness of the community, which are based in part on good site planning and aesthetics in the design and development review process. These characteristics contribute substantially to the community’s potential as a recreational resort area and regional trade center.

Bullet 6: Promote 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 Property will add to and support the local and regional economic base generating additional revenue for the City. The Property is surrounded by a variety of retail, employment and service related business in the Scottsdale Airpark. Inspired by the timeless plaza spaces of Barcelona, Madrid, Paris and Verona the design character of La Via provides an organic village layout vs. a traditional rectilinear design typically found in suburban locations throughout Scottsdale and the Southwest. This unique, organic design creates engaging outdoor spaces and pedestrian pathways in and around the buildings. La Via is an iconic urban expression composed of classic forms with new elements providing a memorable experience for its patrons, visitors, employees and residents. Although specific building architecture is not being proposed with the zoning application, the Scottsdale Sensitive Design Principles will be upheld and reinforced through building design, landscaping and placemaking. Detailed design guidelines are provided with the La Via development plan.

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 1: Create specific design guidelines for highly visible major city streets.

Bullet 7: Apply streetscape guidelines to all landscaped areas within the public right-of-way. Encourage the use of streetscape guidelines in areas between the right-of-way and building setback lines or perimeter walls.

Response: As noted above the Property is located on Scottsdale Road, which is a Visually Important Road per the Character Type Map. The streetscape design for La Via is a balance of functional requirements (such as building placement, access and

visibility) and the character of the edge condition with respect to landscaping, wall placement, lighting and hardscape design. The landscape design will conform to the Scottsdale Road Streetscape Guidelines utilizing a plant palette that recognizes the importance of a shaded pedestrian experience and interplay with the busy traffic along Scottsdale Road acknowledging the speed at which it will be experienced by vehicles.

Goal 5: Build upon the significant role the arts have played in shaping our community's image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.

Bullet 3: Use art as a catalyst to foster civic pride and identity in both public and private improvements.

Bullet 8: Introduce and integrate public art at various scales into the built environment (for example: art as monumental urban expressions or pedestrian level art details.

Response: The project name, La Via, stands for the Village of Innovation and Art. The “village” concept translates to building character and layout, the plaza core and pedestrian realm. The “innovation” component relates to high-income employment, research, collaboration, economic growth and sustainability of the Airpark as the second largest business district in the state. The “art” component is an integrative layer of urban planning and community building that stimulates local economies and leads to increased innovation, cultural diversity and pedestrian synergy. The use of art will be weaved throughout La Via through visual and interactive elements that engage and provide a sense of community.

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

Bullet 1: Require substantial landscaping be provided as part of new development or redevelopment.

Bullet 2: Maintain the landscaping materials and pattern within a character area.

Bullet 3: Encourage the use of landscaping to reduce the effects of heat and glare on buildings and pedestrian areas as well as contribute toward better air quality.

Bullet 4: Discourage plant materials that contribute substantial air-borne pollen.

Bullet 5: Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the “urban heat island” effect.

Response: With over 32% open space, landscaping is an important component of La Via’s urban synergy and highly integrated pedestrian experience. Additionally, given the desert climate and warmer temperatures of Scottsdale, shading and refuge are significant considerations for the plant selection, tree placement and hardscape design. Mature landscaping will be integrated throughout La Via as well as along the perimeter streetscape to reduce the urban heat island effect. Plant selection will also draw from the surrounding desert themes discouraging plant materials that produce substantial air-borne pollen.

Goal 7: Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.

Bullet 3: Encourage creative and high-quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.

Bullet 5: Allow for lighting systems that support active pedestrian use and contribute to public safety.

Response: Outdoor lighting will be designed in a manner that provides appropriate wayfinding for pedestrians and cars while respecting the City’s dark-sky policies. Lighting, through human-scaled fixtures with an emphasis on design and function, will be used primarily for nighttime visibility and security taking into account the safe movement of pedestrians.

LAND USE

Goal 1: Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

Bullet 1: Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base.

Bullet 2: Encourage land uses that preserve a high quality of life and define Scottsdale's sense of place within a region.

Response: Scottsdale is known for its luxury and resort lifestyle and a wide range of housing options for its residents, while providing a successful employment hub in the Scottsdale Airpark. The proposed mix of uses will combine office/employment, residential, hotel and ground level commercial retail and services, anchored and linked through a pedestrian spine connecting to the variety of land uses while creating a series of interactive public spaces. This type of mixed-use development, with mutually supportive businesses and land uses, will further strengthen Scottsdale's high-quality lifestyle and the economic base of the GACAP.

Goal 2: Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.

Bullet 2: Support the location of regional land uses, such as major employment centers along regional mobility networks.

Response: La Via is located on Scottsdale Road, a major north-south transportation corridor and is located approximately 2 miles west and 2 miles south of the Loop 101, all of which provide regional access to La Via. The City of Phoenix is located immediately to the west of Scottsdale Road. La Via will build upon the major employment designation of the Scottsdale Airpark with the potential development of approximately 600,000 to 1,000,000 s.f. (31 - 52%) of office space attracting major employers to the area.

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

Bullet 4: Locate employment uses where impacts on residential neighborhoods are limited and access is available at citywide and regional levels.

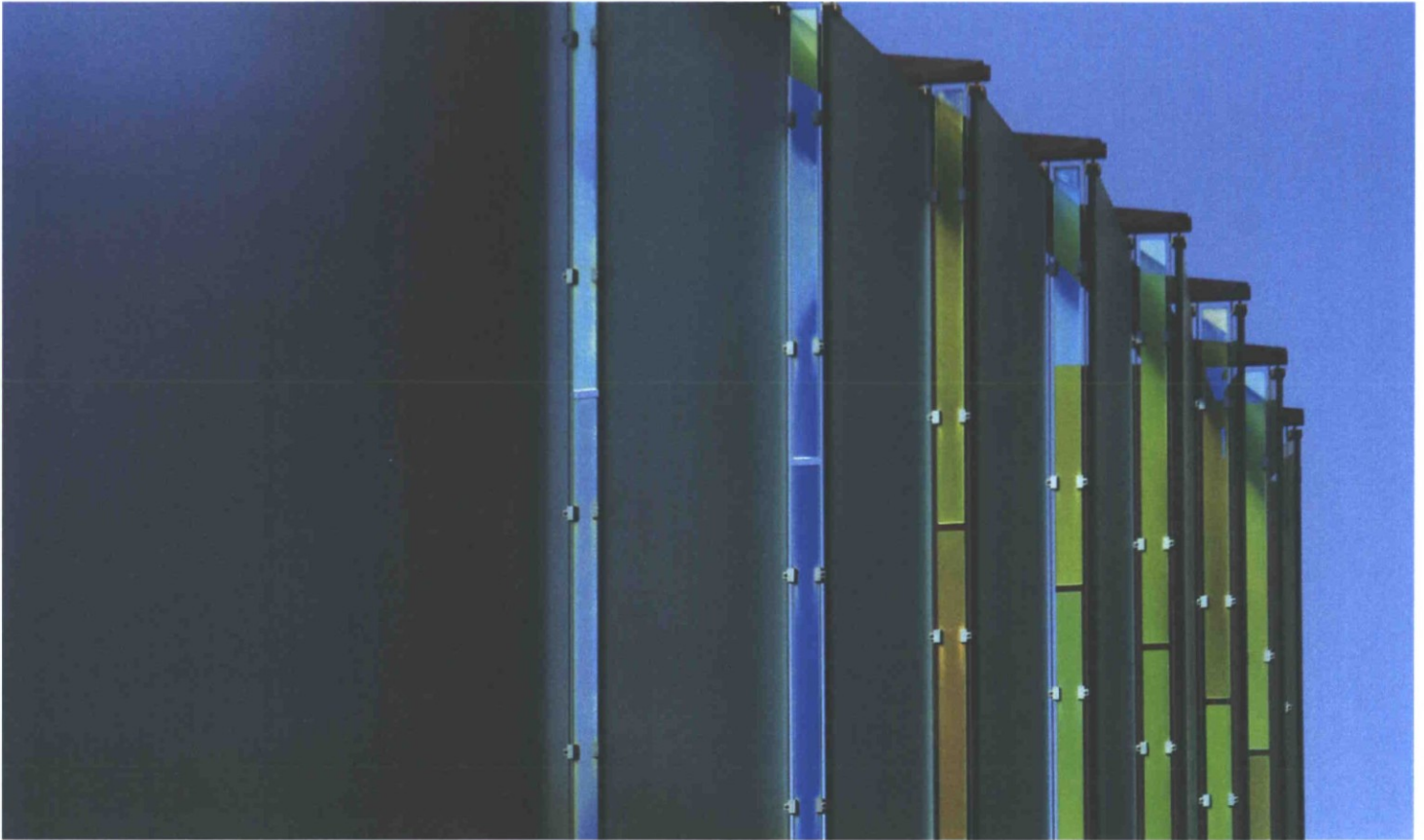
Bullet 5: Guide growth to locations contiguous to existing development to provide city services in a cost effective and efficient manner.

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

Response: Per the 2001 General plan, the Property is located in the Commercial land uses designation (more specifically the GACAP designates the property as AMU-R which is discussed in the GACAP section).

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.

:: Continued on next page ::



SMOCA
"Scrim Wall"
by James Carpenter
Design Associates

La Via's proposed mixed-use concept provides an ideal collection of land uses with respect to surrounding context including, but not limited to The Promenade to the north, numerous commercial retail and office buildings on the south, east and west, and Scottsdale Quarter and Kierland, both of which have a residential component. The PCP district allows for a mix of land uses with a distinct set of development standards that regulate setbacks and setbacks from the perimeter of La Via creating stepped-building massing as you move towards the center of La Via. These district regulations inherently create sensitive edge condition and given the surrounding employment/commercial context the proposed development provides a seamless and appropriate transition to the existing development.

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

Bullet 1: Allow for a diversity of residential uses and supporting services that provide for the needs of

the community.

Bullet 3: Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.

Response: La Via will bring new residents, employees, patrons and visitors to the heart of the Airpark further bolstering the second largest employment district in the state. The integration of diverse housing options, large employers, business start-ups and leisure opportunities in this key location will continue to strengthen the work, live, play urban dynamic that Scottsdale encourages through the General Plan and the GACAP.

Goal 5: Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

Bullet 2: Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.

Bullet 3: Provide a balance of live, work, and play

land uses and development intensities that enable convenient non-automotive trips (pedestrian, cycling and transit) where environmentally and physically feasible.

Bullet 4: Support the physical integration of residential uses with retail uses to provide opportunities for pedestrian oriented development.

Bullet 8: Encourage that land uses with the highest intensity be located in areas conducive to alternative modes of transportation.

Response: The Property is located on Scottsdale Road and is approximately 2 miles west and 2 miles south of the Loop 101, all of which provide regional access. The proposed mixed-use concept will lend itself to alternative modes of transportation, such as by foot and bicycle. La Via places an emphasis on walkability internal to the project and will exploit the established connectivity throughout this entire Airpark area, which provides numerous links to nearby commercial centers and support services.

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

Bullet 3: Promote development patterns and standards that are consistent with the surrounding uses and reinforce an area's character.

Response: The mixed-use character of La Via reinforces the range of land uses found in the Scottsdale Airpark. The proposed physical development pattern for La Via is compatible and consistent with the established development patterns in the area with respect to scale, height, massing, and building character. The surrounding context of building heights range from 30-120': Scottsdale Quarter at 90', One Scottsdale at 90', Kierland Commons (Plaza Lofts) at 120' and Optima Kierland at 120'. The proposed maximum building height of 134' feet is limited to 20% of the development plan area and the greater building heights proposed with this application will strengthen the employment core by attracting class A office development to this premier Scottsdale Airpark location. Additionally, the scale, massing and stepbacks of the proposed structures are respectful of the edge condition placing the highest buildings towards the center of La Via.

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

Bullet 1: Incorporate a diverse range of residential and non-residential uses and densities within mixed-use neighborhoods.

Bullet 2: Promote residential uses that support the scale and function of retail, commercial and employment uses within these neighborhoods, including the use of mixed-use structures (retail or office on lower levels and residential uses on upper levels).

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

Bullet 4: Encourage compact mixed-use, pedestrian oriented development patterns, at urban densities, that limit the demand for parking and unnecessary automobile trips, and support alternative modes of mobility.

Response: There is currently a great variety of business types in the area and although main pedestrian connections exist along the street edge, the integration of pedestrian oriented development inspired by Scottsdale Quarter and Kierland will continue to transform the Airpark in response to the changing lifestyles of our community. The proposal for a work, live, play mixed-use development on the 28+/- acre site will maintain the employment/office core land use while bringing a unique residential, retail and hotel component to this premier Airpark location which will create the synergy that is strongly encouraged in the General Plan and GACAP. The GACAP highlights repeatedly that characteristics of successful mixed-use developments include a range of land uses promoting the highly desired work, live, play philosophy. The proposed development accomplishes a range of goals including the integration of high quality, vibrant architecture and innovative site planning, creating pedestrian presence with ground level commercial uses, and providing an employment/living mixed-use concept that reduces trip generation during peak hours.

ECONOMIC VITALITY

Goal 2: Encourage and maintain a high level of diverse, quality retail and entertainment activity in Scottsdale that supports the needs of Scottsdale's residents and visitors.

Bullet 4: Advocate the development of additional retail opportunities, especially those that capture the unique flavor of Scottsdale and complement the quality, and resort and desert character of the community.

Response: Scottsdale Quarter, Kierland Commons and the Scottsdale Promenade developments already provide a diverse source of retail and entertainment along with integrated residential and office. Inspired by the success of these developments while also searching to create a new paradigm of iconic space, La Via focuses on a unique urban experience through organic site planning vs. the traditional suburban commercial center design. The building layout creates numerous passages for the pedestrians to move about leading to an activated plaza core lined with ground level retail and restaurants for employees, residents, and visitors to enjoy and experience the lifestyle Scottsdale is known for.

Goal 4: Foster new and existing economic activities and employment opportunities that are compatible with Scottsdale's lifestyle.

Bullet 1: Strive to grow and expand the economic base on pace and in harmony with the population and supporting built and natural environment.

Bullet 2: Support businesses in adapting to the constantly changing market as a result of new technologies and support those companies that are integral to the new economy."

Bullet 4: Strongly pursue economic opportunities that enhance the quality of life of the community as well as have a positive economic impact. This would include those businesses that provide medical, educational, cultural or recreational amenities for the community.

Response: Scottsdale features a multi-generational population with retirees, families, boomers and millennials seeking a vibrant and exciting lifestyle. The proposed development plans to bring reinvestment and revitalization to this well-located but

under-utilized site. The proposal will continue to reenergize the Scottsdale Airpark strengthening its position as the second largest employment district in the state. New jobs and rooftops will also bolster nearby retail and commercial businesses further sustaining the economic longevity of the Airpark area.

Additionally, the City has developed a mission to create a "Cure Corridor" running east-west along Shea Boulevard, anchored by HonorHealth, and north-south along Scottsdale Road extending from the Scottsdale Airpark to SkySong. With approximately 14% (and growing) of Scottsdale's workforce being employed in healthcare related fields, Scottsdale is home to an array of business assets in the bio-life sciences sector from education and research to clinical trials and patient care delivery. The City's Cure Corridor boundary includes the Scottsdale Airpark and this request to create a mixed-use environment will be a natural fit for future Cure Corridor users within close proximity to HonorHealth and Mayo Clinic.

Goal 5: Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods.

Bullet 4: Focus major employment uses in targeted areas (i.e. Scottsdale Airpark and Downtown).

Response: A major focus of La Via is employment with approximately 600,000 to 1,000,000 s.f. (31 - 52%) of the site planned for office development. The request for [PCP-AMU-R PSD] zoning to allow for a work, live, play development nestled in an established commercial/employment area that is already occupied by a range of land uses. La Via plays off this philosophy by providing a true "village" character that allows for the collaboration of a mixed-use lifestyle. The foundation of employment and office uses will be an important driver for the success of the retail, residential and hotel uses on site.

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

Bullet 1: Encourage quality redevelopment in employment areas to provide new jobs, new retail, and new entertainment opportunities in the Scottsdale market.

Response: The revitalization of the CrackerJax site, an aging recreational facility in a prime Airpark location, will bring long-term economic stabil-

ity through the mixed-use development of office, residential, retail and hotel land uses. Per the General Plan, La Via is located in the designated Employment Core which promotes diversity, growth and flexibility for future development to sustain Scottsdale's quality of life and economic prosperity.

HOUSING

Goal 4: Encourage housing development that provides for "live, work, and play" relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.

Bullet 1: Encourage a variety of housing densities throughout Scottsdale, with mixed-uses in areas of major employment and transit hubs, to offer greater live-work choices to a broader economic range of households.

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

Response: The proposed development implements the City's desire to create a work, live, play relationship by increasing economic value and a sense of place for the Airpark area. La Via consists of high quality, vibrant architecture, innovative site planning, pedestrian synergy anchored by ground level commercial uses, and an employment based mixed-use paradigm that reduces vehicle trip generation and integrates well within the established employment context. The Property is located on Scottsdale Road and two miles west and 2 miles south of the Loop 101, all of which provide regional access. The strategy of increasing housing intensity and product types within a major employment core and building upon the thriving collection of employment and retail options in the Airpark fulfills the housing goals identified in the General Plan.

NEIGHBORHOODS

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

Bullet 4: Provide, maintain and support the legal tools that allow redevelopment to occur in the community.

Response: Scottsdale, which is known as a progressive, market responsive community has an opportunity to offer a cutting edge mixed-use development in the heart of the Scottsdale Airpark to enhance Scottsdale's economic edge in the marketplace. This development is being achieved by utilizing the newly revamped PCP district, which was approved by City Council on December 9, 2013. The PCP allows for the flexibility in development standards (height and floor area ratio) and encourages mixed-use developments. This ordinance was specifically designed to implement the GACAP and mixed-use developments like La Via. La Via will be the largest PCP development to date. The requested PCP zoning allows flexibility with the ability to achieve bonuses for additional height and floor area through special improvements.

The range of land uses proposed pursuant to this application complements the existing mixed-use character of the Scottsdale Airpark. The Airpark as a whole creates a unique opportunity to foster interrelated land uses and promote the work, live, play concept, which is memorialized numerous times in the GACAP.

GROWTH AREAS

Goal 1: Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

Bullet 5: Create techniques that allow for mixed-use activity within designated growth areas.

Response: La Via is located in the Scottsdale Airpark, a designated growth area. "The Growth Area Element of the General Plan approaches growth management from a perspective of identifying those areas of the community that are most appropriate for development focus...In the 'growth areas' the city can concentrate on improvements that will support planned concentrations of a variety of uses (mixed uses), such as residential, office, commercial, tourism and industrial uses." The Airpark context provides regional appeal for additional employment, hotel, retail and residential development. This application is driven by La Via's surrounding land uses and a strong market demand for the mixed-use lifestyle found in so many major cities throughout the U.S. Business and housing trends indicate a fundamental shift in certain locations away from traditional suburban office and single-family



*Group of Bicyclists
- Scottsdale, AZ*

residential development as a result of the growing technology and bio-life science industries and the desire for a mixed-use experience.

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 Property is located on Scottsdale Road, a Visually Important arterial road which provides regional access. The Loop 101 which is located approximately 2 miles to the east and 2 miles to the north also provides regional access. The streetscape design for La Via is a balance of functional requirements (such as building placement, access, visibility and traffic) and the character of the edge condition with respect to landscaping, wall placement, lighting and hardscape design. The

landscape design will conform to the appropriate Scottsdale Road Streetscape Guidelines utilizing a plant palette that recognizes the importance of a shaded pedestrian experience and interplay with the traffic along Scottsdale Road.

Goal 2: Protect the physical integrity of regional networks to help reduce the number, length, and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

Bullet 1: Improve air quality, by encouraging live, work, and play relationships in land use decisions that reduce the distance and frequency of automobile generated trips.

Bullet 5: Encourage alternative fuel vehicles and examine future alternatives for mobility options that will help air quality and the environment.

Goal 3: Promote regional diversity and connectivity of mobility choices.

Bullet 2: Connect and support a diversity of mobility choices to and within areas that contain the greatest intensity of development.

Bullet 4: Integrate regional employment centers into a regional multimodal system (ie: streets, trails, bikeways, paths and transit).

Response: Creating and fostering a mix of land uses will inherently lend itself to utilizing alternative modes of transportation, such as by foot and bicycle thereby reducing traffic congestion and improving air quality. La Via will be placing an emphasis on walkability to celebrate the pedestrian experience and activate of the ground level plane. The organic site design, variety of land uses, unique architecture and storefronts, integration of public art and rich desert landscaping will all contribute to an enlivened pedestrian experience. The character of these details is provided in the design guidelines included in the development plan. La Via's network of pedestrian-ways will connect in numerous locations to the adjacent City sidewalk system for access to nearby development including, but not limited to, the Scottsdale Promenade to the north and Zocalo and Scottsdale Quarter to the south.

Vehicle parking will be provided in both underground and above grade parking structures. The above grade parking is primarily designated on the edges of La Via, allowing ease of access and parking, while primarily preserving the inner function of the site for pedestrian flow. Vehicular flow will be allowed through La Via, but the parking locations and village character will encourage patrons to park and experience La Via on foot. Additionally, ample areas will be reserved for Uber and Lyft stations as well as other forms of transit. A complete transportation study is provided with the application that provides more detail on trip generation and traffic flow ensuring that the transportation network will continue to function at acceptable levels.

Goal 5: Relieve traffic congestion.

Bullet 3: Emphasize work, live, and play relationships in land use decisions that will reduce the distance and frequency of automotive trips and support alternative modes, such as pedestrian paths, equestrian trails, cyclist routes, transit, telecommuting and technology for move people and information.

Response: As mentioned above, the Property is located on Scottsdale Road and two miles west and 2 miles to the south of the Loop 101, all of which provides regional access. The La Via mixed-use concept will lend itself to create alternative modes of transportation, such as by foot and bicycle. The work, live, play interchange of land uses situated in a premier Airpark location increases the efficient movement of people by locating them close to employment, residential and retail services, thereby minimizing vehicular trips on the regional transportation network.

GREATER AIRPARK CHARACTER PLAN



Scottsdale Airport
- Scottsdale, AZ

The Greater Airpark Character Area Plan ("GACAP") was adopted in October 2010 by the City Council. The purpose of the GACAP is to establish "the vision for the Greater Scottsdale Airpark and provide the basis for Greater Airpark decision-making over a twenty-year time frame." To achieve this, the City established a series of goals and policies to provide a framework for future development. The GACAP is divided into eight chapters each with its own focus and vision: Land Use, Neighborhood & Housing, Aviation, Community Mobility, Economic Vitality, Environmental Planning, Character & Design, and Public Service & Facilities. The following paragraphs ("responses") will highlight how this application meets the goals and policies of the GACAP. This rezoning request from C-4 to PCP- AMU-R PSD on the 28+/- acre Property conforms to the GACAP designation of AMU-R, which was approved by the City Council in October 2011 but did not include a companion zoning case at the time.

GACAP Definition (emphasis added):

Airpark Mixed Use Residential areas are appropriate for the greatest variety of personal and business

services, employment, office and institutional, cultural amenities, retail, hotel, and **higher density residential**. Developments in the AMU-R areas should be **pedestrian-oriented** have **access to multiple modes of transportation** and should be **located outside of the Airport's 55 DNL contour**. Residential and other sensitive uses should be a lesser component of development and include adequate sound attenuation. Design of residential uses in the areas south of the Central Arizona Project Aqueduct should support businesses and tourism uses, such as time-shares, **multi family rental units** and corporate housing [emphasis added].

The GACAP Conceptual Development Type Map designates the Property as "Type C – Higher Scale" with a Regional Core designation, which is defined as follows (emphasis added):

Type C development represents **medium to higher scale development** which supports **pedestrian activity** in the Greater Airpark. Type C is encouraged in areas with access to multiple modes of transportation, **served by regional transportation networks** (i.e. freeways or transit corridors), and where the

scale will complement the area's character. Type C development is appropriate in areas next to both Types C1 and B development. Type C is not recommended immediately adjacent to the Scottsdale Airport.

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

LAND USE

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

Response: La Via embodies the characteristics of successful mixed-use developments by including a range of land uses that promotes the work, live, play philosophy. The proposed development accomplishes a range of goals including revitalizing a well-located but under-utilized property, integrating high quality, vibrant architecture and unique site planning to the area, and creating pedestrian synergy that will complement the surrounding context.

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

Response: Integrating La Via's proposed mix of land uses will provide jobs and housing opportunities for the residents of Scottsdale in a designated employment and service core reducing distances between housing, workplaces, and retail businesses. While providing physically and functionally integrated land uses within La Via, the location of the Property also provides connectivity to the retail and restaurants established in nearby developments that will enhance their sustainability. La Via will promote an integrated, sustainable character for the area contributing towards the work, live, play goals encouraged in the GACAP.

Policy 1.4: Encourage the redevelopment of under-utilized land to more productive uses.

Response: This well-located redevelopment parcel currently contains the CrackerJax amusement park with a large portion of the site utilized for an open driving range. The site received GPA approval from City Council for the AMU-R land use category in 2011 with anticipation of a zoning case to follow once a more detailed development plan was established. The redevelopment proposed pursuant to this application provides revitalization and more productive and supportive economic uses for this core area of the Scottsdale Airpark which will contribute to its long-term stability.

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

Response: La Via will create a sustainable, walk-friendly environment that takes advantage of the employment and retail base that surrounds the Property. La Via will utilize 134' in building height (inclusive of mechanical) allowed by the PCP ordinance and encouraged in the Regional Core – areas of greatest intensity. Inspired by the timeless plaza spaces of European cities, the design character of La Via provides an organic village layout vs. a traditional rectilinear design typically found in suburban locations throughout Scottsdale and the Southwest. This unique, organic design creates engaging outdoor spaces and pedestrian pathways in and around buildings with a specific focus on human-scale and placemaking at the ground level. La Via is an iconic urban expression composed of classic forms weaved with new elements providing a memorable experience for its patrons, visitors, employees and residents.

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

Response: Expanding upon the statements above, the unique design demonstrates a rich character and inspires architectural variety between the various building functions. The buildings will be designed in a manner that provides a hierarchy of masses and sensitivity to the pedestrian and ground level experience. Architecture and building detailing will include context appropriate designs and indigenous materials to uphold the unique character and context of the Sonoran Desert and to

blend with the surrounding context of the Scottsdale Airpark. A detailed set of design guidelines regarding building architecture are included with the La Via development plan.

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

Response: The PCP ordinance allows for a method to implement the GACAP with a wider range of uses, greater height, greater square footage and suitable mixed-use development standards as compared to the existing C-4 zoning. The PCP zoning will allow the applicant to create a unique, mixed-use community for the residents of Scottsdale and will not only meet, but exceed, the goals and policies of the GACAP.

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

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

Response: Signature Corridors are designated on the Greater Airpark Future Land Use Plan and include adjacent Scottsdale Road, Paradise Lane and Dial Boulevard/73rd Street. While the current CrackerJax use is closed off from the surrounding street edge with limited access, La Via's mixed-use character will further broaden the current range of land uses in the area and create a community that interacts with the Signature Corridors in numerous locations strengthening the interconnected network established along these roadways.

Policy 8.1: Recognize and promote the value of usable open space as part of the community's quality of life.

Response: This project promotes the value of usable open space on several levels. La Via will place emphasis on the pedestrian and create a walkable community with connectivity to the established Airpark uses. Additionally, the La Via will provide over 32% of the site as meaningful, usable open space including pedestrian paseos, a large plaza space in the heart of the project, intimate gathering spaces, and perimeter landscape buffers creat-

ing view corridors and a visual, usable oasis for patrons, residents and visitors as well as providing an attractive setting for the buildings and fostering public interaction

NEIGHBORHOOD & HOUSING

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

Response: A wide range of support services and retail including the potential for a grocer will be provided with La Via. La Via is a natural fit and complements the fabric of existing land uses in the Airpark.

Policy 2.2: Encourage a variety of urban dwelling types and mixed-use development in areas designated Airpark Mixed Use-Residential in the Greater Airpark Character Area Future Land Use Plan that are compatible with and support the aviation and employment uses of the Greater Airpark.

Response: The proposed development is particularly adept at satisfying this policy. The Airpark creates a unique opportunity to support a range of land uses that interrelate and balance the work, live, play concept. The integration of office, retail, hotel and residential land uses on this site does not detract from the overall employment core character of the Airpark. Rather, it provides a land use balance creating a strong sustainable employment and service node essential to the continued success of the Airpark.

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

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

Response: La Via provides design elements that cater to the pedestrian and provide an urban character through building design, pedestrian connectivity, landscaping, open spaces, hardscape, lighting, and signage. The central plaza will include a range of outdoor amenities such as multiple seating

areas, raised planters, seat walls and public art to create an outdoor living space for people to gather and relax. There are also several smaller courtyards providing more intimate gathering opportunities. The residential and hotel components will also have their own open space amenities including pools, shade cabanas, patio furniture and landscaping to create a resort-like feel for those uses.

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

Response: As previously discussed, the proposed mix of uses will support the work, live, play philosophy mentioned throughout the GACAP. Specific measures will be taken to create buildings that are sensitive to nearby Airport operations with respect to noise attenuation and building design. An aviation easement will be provided per City's requirements.

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

- *Dwellings will not be adjacent to industrial uses that could be in conflict with residential uses;*
- *Dwellings will not lie within the 55 day-night average noise level (DNL) or higher areas established by the FAA; and*
- *Multi-modal transportation options will be incorporated into residential design.*

Response: La Via is situated on a well-located but under-utilized parcel surrounded by thriving retail and office/employment land uses, which makes it ideal for redevelopment. The Property is located in the AC-1 Airport Compatibility District and the proposed dwelling units will be located well outside the 55 DNL line (see the Scottsdale Airport Noise Contours Map below), but will be designed with upgraded building materials and insulation to provide appropriate sound attenuation. Multi-modal transportation options will be available to patrons, workers and residents including, but not limited to walking, bicycling, driving and public transit. Scottsdale Road, Paradise Lane, and Dial Boulevard/73rd Street are designated as a Pedestrian/Bicycle Cor-

ridor in the GACAP, which provides a framework for the walkable environment desired for La Via.

SCOTTSDALE AIRPORT NOISE CONTOURS (2009)

Noise contours surrounding the Scottsdale Airport denote day-to-night (DNL) average noise levels. Noise sensitive uses are not encouraged in 55 DNL and higher areas. These contours are often updated to reflect new noise levels as a result of new aircraft technologies.

COMMUNITY MOBILITY

Policy 1.1: Enhance Greater Airpark connections to local and regional public transportation systems.

Response: The GACAP states "successful employment centers are those where land uses are conveniently connected to each other, easily accessed by major thoroughfares, and above all, focus on providing a high-quality, convenient transit system." The Property is located on Scottsdale Road and is approximately 2 miles to the west and 2 miles to the south of the Loop 101, all of which provide regional vehicular access. Existing Valley Metro bus routes include Route 72, which runs along Scottsdale Road from Chandler to North Scottsdale. Route 72 connects with Route 170 which runs along Bell Road/Frank Lloyd Wright to the north and Route 154 which runs along Greenway/Butherus to the south. The existing transit stop along the Scottsdale Road frontage will be improved with the redevelopment of the site providing a direct connection into La Via. Creating and fostering a mix of land uses will inherently influence people to utilize alternative modes of transportation, such as transit, walking and bicycling, thereby reducing traffic congestion and improving air quality.

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

Response: Scottsdale Road, Paradise Lane and Dial Boulevard/73rd Street are all Airpark Signature Corridors adjacent to the Property and are also designated as a Pedestrian/Bicycle Corridors. Additionally, Greenway-Hayden Loop (to the south) and Frank Lloyd Wright (to the north) are designated as Signature Corridors and Pedestrian/Bicycle Corridors. The existing street system provides a frame-

work for pedestrian and bicycle connections in the immediate area. La Via will create a sustainable, walk-friendly environment for its users with functional, internal pedestrian connections between site amenities and buildings providing a seamless connection to adjoining land uses. Bike storage will be provided on site in numerous locations.

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

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

Response: La Via's plan has been designed in a manner that pays particular attention to the pedestrian and bicyclist along the perimeter of the site. The mixed-use nature of proposed development promotes vehicular trip reduction and a sustainable, walkable community. Additional residential and employment land uses integrated in this Airpark location increases the efficient movement of people by locating them close to existing employment and retail services, thereby minimizing vehicular trips on the regional transportation network. The Greater Airpark Transit Connections Map (see below) designates this Property as a "Major Shopping" area and an "Activity Center" with adjacent transit corridor classifications (Scottsdale Road and Paradise Lane).

GREATER AIRPARK TRANSIT CONNECTIONS

ECONOMIC VITALITY

Policy 1.1: Develop and implement long-term economic development strategies that maintain and enhance city revenue streams in order to balance the area's revenue generation with the cost of services and ensure financial stability now in the future.

Policy 1.2: Promote Scottsdale's exceptional quality of life as a key factor for business attraction, retention and expansion.

Policy 1.4: Retain and expand established Greater Airpark businesses.

Response: Scottsdale Quarter, Kierland Commons and the Scottsdale Promenade developments already provide a diverse source of successful retail and entertainment along with integrated residential and office. Inspired by the success of these developments while also searching to create a new paradigm of iconic space, La Via focuses on a unique urban experience through organic site planning vs. the traditional suburban commercial center design. The building layout creates numerous passageways for pedestrians to move about leading to an activated plaza space in the core lined with ground level retail and restaurants for employees, residents, and visitors to enjoy and experience the lifestyle Scottsdale is well-known for.

Scottsdale features a multi-generational population with retirees, families, boomers and millennials seeking a vibrant and exciting lifestyle. The proposed development plans to bring reinvestment and revitalization to this well-located but under-utilized site. The proposal will continue to reenergize the Scottsdale Airpark strengthening its position as the second largest employment district in the state. New jobs and rooftops will also bolster nearby retail and commercial businesses further sustaining the economic longevity of the Airpark area.

A major focus of the La Via mixed-use development is employment with approximately 600,000 to 1,000,000 s.f. (31 - 52%) of the site planned for office development. The request for PCP-AMU-R PSD zoning to allow for a work, live, play development nestled in an established commercial/employment area that is already occupied by a range of land uses (ie: office, employment, medical, retail, residential, recreation and education). The foundation of employment and office uses within La Via will be a driver for the success of the retail, residential and hotel uses on site.

Additionally, the City has developed a mission to create a "Cure Corridor" running east-west along Shea Boulevard, anchored by HonorHealth, and north-south along Scottsdale Road extending from the Scottsdale Airpark to SkySong. With approximately 14% (and growing) of Scottsdale's workforce being employed in healthcare related fields, Scottsdale is home to an array of business assets in the bio-life sciences sector from education and research to clinical trials and patient care delivery. The City's Cure Corridor boundary includes the Scottsdale Airpark and this request to create



*McDowell Sonoran
Preserve
- Scottsdale, AZ*

a mixed-use environment will be a natural fit for future Cure Corridor users within close proximity to HonorHealth and Mayo Clinic.

ENVIRONMENTAL PLANNING

Policy 1.3: Promote landscape design and irrigation methods that contribute to water and energy conservation.

Response: The landscaping for the proposed development will be in accordance with the existing City approved landscape palette found in nearby developments including the Scottsdale Road Streetscape Guidelines. Low water-use indigenous plants and trees will be used throughout La Via. Turf areas will be limited to interior areas for active and passive recreation. Trees and landscaping will be used to provide shade for the pedestrian, thereby minimizing the heat-island effect and reducing overall energy consumption for cooling. Low-voltage landscape lighting will be used throughout La Via as an efficient way to light the pathways, common open space and landscape areas while still conforming the City's the dark-sky ordinance.

Policy 4.2: Encourage all developments to respect and respond to the Sonoran Desert climate.

Response: Special attention has been given to La Via's planning and building aesthetic under this development proposal to uphold the distinctive character of Scottsdale and the Airpark area. The design envisioned for the Property will respect and enhance the unique climate and vegetation of the Sonoran Desert to help sustain our community and quality of life. The applicant's approach to the overall design is focused on providing harmony and compatibility with the framework of the GACAP.

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

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

Response: To further elaborate on the statements above, La Via has been designed in a manner to

respond to the Sonoran Desert climate and buildings will embody the use of solar shading, recessed windows, articulation, material selection, textures, paint colors, hierarchy of scale and massing in balance with the surrounding community. The development proposal promotes a rich desert landscape palette in a contemporary theme that celebrates the unique character and quality of the Sonoran Desert while providing an attractive setting for the buildings.

CHARACTER & DESIGN

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

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

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

- Mixed-use work, live, play philosophy enhanced with proposed combination of uses (office, residential, hotel and retail)
- Primary focus on pedestrian linkages both internal to La Via and along the perimeter to celebrate a walkable urban vibe.
- Compatibility with surrounding Airpark context in terms of land use and building type

- Building design will focus on Sonoran Desert climate through the use of solar shading, recessed windows, articulation, material selection, textures, paint colors, scale and massing

- Maximize open space with over 32% of La Via designed as open space to create a rich pedestrian environment and encourage public use

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

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

Policy 2.1: Establish a unified streetscape for identified Signature Corridors with unique imagery for each corridor.

Policy 2.1.4 - Scottsdale Road Signature Corridor

The Scottsdale Road Signature Corridor, from the southern Greater Airpark boundary to Frank Lloyd Wright Boulevard, includes the Scottsdale Road Streetscape Design Guidelines with promote integration of Frank Lloyd Wright design philosophy, as well as the area's tradition of aviation. Streetscape design should be more formal in character and respond the architecture, business and design influences of adjacent uses. Gateways in this area should include interpretative elements that discuss Frank Lloyd Wright and/or the Airport. The area should have a more commercial feel and active street life.

Policy 2.1.7 - 73rd Street Signature Corridor (aka Dial Boulevard):

The 73rd Signature Corridor is a major pedestrian corridor in the Greater Airpark. Design elements along this street should include aviation themes and human-scale building orientation. Shade is an important element and may be incorporated thought the built environment, as well as natural shading. Hardscape elements could include bollards, foot lighting, and sophisticated fencing that

secure taxi lanes from pedestrian activity. Low-lying vegetation, such as vines and shrubs, are important landscape features that should soften the continuous building mass characteristics of the land uses on the east side of the corridor.

Response: The proposed development will highlight the Signature Corridors and provide design elements that cater to the pedestrian and provide an urban character through the use of building design, signage, connectivity, landscaping (Scottsdale Road Streetscape Design Guidelines), open spaces, hardscape and lighting. The goal is to place iconic architecture along Scottsdale Road creating a landmark and sense of arrival. The residential portion of the development is located on the eastern end of the site adjacent to Dial Boulevard/73rd Street. The intent is for the buildings to engage the street through human-scale architecture, landscape and hardscape as this connection point provides access to the north (Scottsdale Promenade) and south (Zocalo and Scottsdale Quarter).

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

Response: The streetscape along Scottsdale Road, Paradise Lane and Dial Boulevard/73rd Street is well established in the area and La Via's streetscape design will match the established landscape theme along these frontages. Other elements such as decorative paving for sidewalks and pedestrian crossings will be integrated into the project hardscape to draw people in and create seamless transitions from the perimeter to the interior of the site. All hardscape elements including paving, site furnishings and public art will draw inspiration from the character currently established in the Airpark while showcasing the new paradigm village concept unique to La Via. The design for La Via will reinforce the strong commitment to link the proposed development with the surrounding commercial and office developments.

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

Response: The design encourages residents to walk, bike and utilize transit opportunities. Vehicle parking will be provided in both underground and above grade parking structures. The above grade parking is primarily designated on the edges of La Via allowing ease of access and parking, while primarily preserving the inner function of the site for pedestrian flow. Vehicular flow will be allowed through the La Via, but the parking locations and village character will encourage patrons to park and experience La Via on foot. Additionally, ample areas will be reserved for Uber and Lyft stations as well as other forms of transit.

PLANNED AIRPARK CORE DEVELOPMENT OVERVIEW

This application includes a range of exhibits including the site plan, design guidelines, massing exhibits, renderings, solar shade studies, pedestrian/vehicular circulation plan, landscape plan, and civil engineering information which demonstrate the character and high-level of design proposed for this site.

Sec. 5.4001 PCP Purpose -

The purpose of the PCP district is to promote, encourage, and accommodate innovatively designed and master-planned mixed-use developments within the GACAP. The PCP district should:

A. Accommodate mixed-use commerce and employment centers.

B. Provide a dynamic complement to the employment cores with support retail, service, tourism, cultural, and residential uses.

Response: The proposed PCP zoning allows for the integration of several land uses and innovative design on this 28+/- acre Property in a premier Scottsdale Airpark location. The proposed development accomplishes a range of goals including the revitalization of a well-located but under-utilized property, integrating high quality, vibrant architecture and iconic site planning to the area, and creating pedestrian synergy that will complement the existing Scottsdale Airpark developments.

C. Promote efficient and safe traffic circulation system through the inclusion of a mix of comple-



mentary uses and provisions for multiple modes of travel.

Response: The mixed-use nature of La Via promotes vehicular trip reduction and a sustainable, walkable community. The residential land use integrated in this Airpark location increases the efficient movement of people by locating them close to employment and retail services, thereby minimizing vehicular trips on the regional transportation network.

D. Promote architectural excellence and creative design through development standards that create high quality character for structures, site plans, and streetscapes.

E. Promote adjacent neighborhoods through strict development standards while encouraging innovative site planning and environmental sensitivity throughout the PCP district.

Response: Redevelopment of this Property will add to and support the local and regional economic base generating additional revenue for the City. The

Property is surrounded by a variety of retail, employment and service related business in the Scottsdale Airpark. Inspired by the timeless plaza spaces of Barcelona, Madrid, Paris and Verona the design character of La Via provides an organic village layout vs. a traditional rectilinear design typically found in suburban locations throughout Scottsdale and the Southwest. This unique, organic design creates engaging outdoor spaces and pedestrian pathways in and around the buildings. La Via is an iconic urban expression composed of classic forms with new elements providing a memorable experience for its patrons, visitors, employees and residents. Although specific architecture is not being proposed with the zoning application, Scottsdale's high-quality lifestyle will be upheld and reinforced through building design, landscaping and placemaking. Detailed design guidelines are provided with the La Via development plan.

F. Provide an open space framework of enhanced streetscapes, functional pedestrian spaces, enhanced view corridors and other public environmental amenities.

Response: This project promotes the value of usable open space on several levels. La Via will emphasize on the pedestrian and create a walkable community with connectivity to established Airpark uses. Additionally, La Via will provide over 32% of the site as meaningful, usable open space including pedestrian paseos, a large, centrally-located plaza space, smaller intimate gathering spaces, and perimeter landscape buffers creating view corridors and a visual, usable oasis for patrons, residents and visitors as well as providing an attractive setting for the buildings and fostering public interaction. La Via enjoys excellent views to the north and east of the McDowell Mountains which will be celebrated with site and building design.

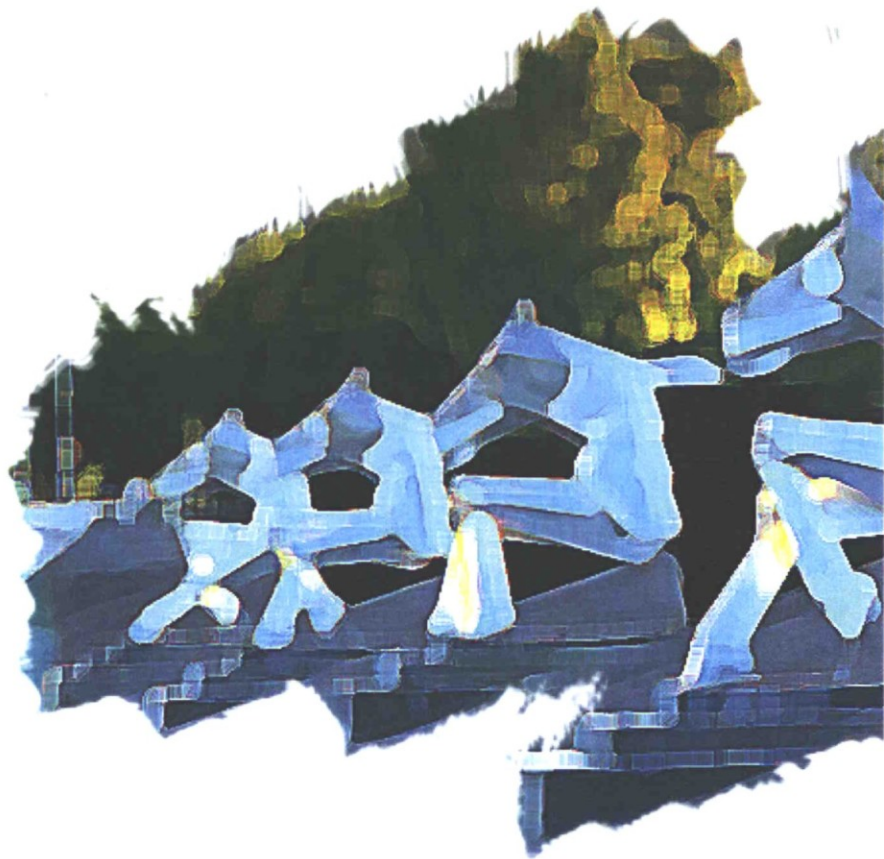
G. Promote environmental stewardship and sustainability through the application of recognized and established environmentally responsible building techniques and desert appropriate design approaches.

Response: La Via will promote an integrated, sustainable character for the area by creating a mixed-use synergy that celebrates walkability and reduced vehicle trip generation. Sustainable building practices and desert appropriate design approaches will also be encouraged through building architecture, landscape and hardscape as identified in the detailed design guidelines provide with the development plan.

03

The Vision

La Via is defined by the concepts of Village, Innovation and Art. Their synthesis creates the impetus for the creation of a new paradigm in mixed use development that is uniquely Scottsdale.





The Vision



*A Street Passageway
- Verona, Italy*

AN ICONIC URBAN
EXPRESSION COMPOSED OF
CLASSIC FORMS WITH NEW
ELEMENTS. LA VIA CREATES
THE EMBLEMATIC SPACES
AND MEMORABLE JOURNEYS
THAT CAPTIVATE THE
PEDESTRIAN EXPERIENCE.
THE DEGREE OF EXPLORATION
AND THE VAST DIFFERENCES
IN SPACES CREATE THE
RICH URBANISM THAT WILL
ATTRACT EMPLOYERS,
RESIDENTS & TOURISTS.

La Via (la vi-ə)

NOUN.

A. STREET, PATH

B. BY WAY OF

THE VISION

Embracing Scottsdale's legacy of a connected community, forward looking business environment with a vibrant arts culture, La Via seeks to synthesize these elements and create a truly unique icon for the city.

Pathways & Art are the Framework



PURPOSE OF REQUEST

This request is for rezoning from General Commercial (C-4) to Planned Airpark Core Development –Airpark Mixed Use – Residential with a Planned Shared Development overlay (PCP- AMU-R PSD) on 28+/- gross acre site located at 16001 N. Scottsdale Road (the “Property”) to allow for the development of La Via the Village for Innovation and Art, a unique mixed-use development concept.

A General Plan Amendment (“GPA”) application was approved by City Council in October 2011 for the subject 28+/- acres amending the Greater Airpark Character Area Plan (“GACAP”) from Airpark Mixed Use (“AMU”) to Airpark Mixed Use-Residential (“AMU-R”). The 2011 application did not include a companion rezoning case.

**EXISTING IMPROVEMENTS/
HISTORY/CONTEXT**

The Property constitutes 28+/- gross acres and is currently occupied by the CrackerJax amusement park which was rezoned from I-1 to C-4 with a use permit for the amusement park in 1992 (cases 40-ZN-1992 and 24-UP-1992) with approximately two-thirds of the Property being utilized as a driving range, the remaining portion includes miniature golf, go-carts, bumper boats, batting cages and an indoor arcade.

The subject site is located on the east side of Scottsdale Road, a major north-south arterial,

Public Space is the Anchor



between Paradise Lane and Tierra Buena Lane. Dial Boulevard borders the property on the east. The surrounding context includes The Scottsdale Promenade commercial development including both retail and office to the north (PRC), Jacksons Carwash and Extended Stay America to the south (C-3), the Arizona Motor Vehicle Division and a range of industrial/commercial office buildings to east (I-1), and west of Scottsdale Road are a variety of commercial office buildings (City of Phoenix, PCD).



*Piazza Bra
- Verona, Italy*

LA VIA WILL BE A DISTINCTIVE
AND VIBRANT COMMUNITY
ORGANIZED UPON HIGH
QUALITY OPEN SPACE AND A
LIVE, WORK, PLAY BALANCE.

CREATING A DYNAMIC COMMUNITY

Composed of sculptural buildings, magnificent plazas and network of serene pedestrian paths; the place feels special. The rich mixture of uses derived from its distinctive live, work, and play environment superbly fulfill's people's lifestyles. The cutting-edge workplaces, intimate residences, diverse dining and shopping options and entertainment and cultural experiences will create a unique and highly sought after place.

Shared experiences are created by how space is structured and through public programming

09

ACRES OF OPEN SPACE
TO BE CREATED ON SITE

Organized around public pedestrian paths, a large plaza and numerous smaller plazas, La Via encourages human interaction on an individual and group scale.

Moreover, the flexible open spaces allow for a wide variety of programming. The variety of events: art walks, farmer's markets, movie nights, outdoor performances, bring people together and enhance people's sense of pride in being part of such a dynamic and distinguished community.

Farmer's market held in the Central Plaza



Unique shopping and dining experiences.



Central Plaza hosts both large and small community events



Pedestrian/bike only paths knit the community



Development blends public/private realms



Water features are community gathering points.





HBO Offices
- Seattle, WA

LA VIA WILL SHOWCASE
MODERN AND IMAGINATIVE
WORKPLACES ATTRACTING
THE BEST TALENT TO
PRODUCE THE INNOVATIONS
OF THE FUTURE.

AN INNOVATION LANDSCAPE

To stimulate innovation, La Via will coordinate physical planning with organizational initiatives, engage a wide range of stakeholders and enable a culture of innovation.

Innovation initiatives are focused on how to increase the rate of discovery, foster interdisciplinary entrepreneurship and address complex challenges through collaboration. To do this requires a vision of inclusiveness across experience and operations thereby linking physical spaces with strategic planning.

700

THOUSAND SQUARE FEET
OF OFFICE PROPOSED FOR LA VIA

ELEMENTS OF INNOVATION

In order for innovation to be an essential part of La Via, a general framework is developed. The framework is based upon on 5 Planning Principles that cover physical infrastructure, incentives & policies and knowledge systems:

1. CONNECTIONS
2. CONVERGENCE
3. ECOSYSTEMS
4. CATALYSTS
5. PROCESS
6. AMENITIES

1) CONNECTIONS

Encouraging the interaction of people, resources and information is achieved through richer adjacencies between different types of workers and residents included through shared paths intended for interaction and high quality informal meeting places. Ideally these informal spaces can be booked through an online app to make it easier for groups to meet. Lastly, series of interactive displays throughout the La Via will help people connect easier and allow for new discoveries.

2) CONVERGENCE

Fostering a culture of collaboration and convergence. Creating a shared innovation center on campus intended for prototyping and creating a bookable shared meeting places.

3) ECOSYSTEM

Cultivating an entrepreneurial ecosystem. Through a vibrant mixed use district in the heart of La Via and a variety of informal meeting spaces, collaboration is encouraged between various industries and their partners. In addition, efforts will be made to partner La Via with SkySong and the Cure Corridor to expand the ecosystem and ensure that Scottsdale is the place that companies want to be for great talent, innovation, entrepreneurship and connections throughout the Valley. Through public showcases of opportunities, services and resources on site, La Via can foster awareness of its entrepreneurial ecosystem.

.....
Innovation Hubs for Informal Collaboration
.....



4) CATALYSTS

Creating experiences that serve as catalysts for creativity. Through supported regular events and pop-ups, people are encouraged to share their work and provide exposure to industry collaborators. In addition, the creative and entrepreneurial successes within La Via will be archived and then showcased to inspire the collective community.

5) PROCESS

Establishing innovation practices and learning at all levels of an organization through encouraging experimentation, design thinking and prototyping. Through space planning for a variety of prototyping spaces, "beta" spaces and flexible studio spaces, there will always be a place that encourages innovation.

6) AMENITIES

Innovation related amenities are geared towards creating flexibility in where people work on site and allowing new lifestyle innovations to be utilized. To allow working location flexibility, there will be public Wi-Fi and phone/laptop charging stations. In addition, to accommodate the increase in Electric Vehicles there will be EV charging stations. To increase mobility, there will be planned rideshare drop off /pick up locations that will also minimize internal traffic and increase pedestrian safety.

.....
Vibrant Mixed-use District to Spur Connections
.....



La VIA: Village Innovation Art



*Ágiteda Art Festival
- Águeda, Portugal*

ART IS INFUSED INTO ALL ASPECTS OF LA VIA, LIVING CREATIVELY DEFINES THE LA VIA LIFESTYLE.

ARCHITECTURE AS ART

Scottsdale is an arts mecca. La Via brings this vibrant arts culture into a new dimension with art becoming a defining characteristic of an entire development and a way of life.

La Via's architecture, public realm's complexity and craftsmanship is a work of art. With a substantial investment in creating unique forms and highly textured facades, the buildings are sculptural and iconic. The open space's custom elements, high quality materials and bold forms celebrate design.

3400

LINEAR FEET OF THE
LA VIA PUBLIC ART TRAIL (APPROXIMATELY)

PERFORMANCE ART

La Via intends on having a community arts space (temporary or permanent) located proudly on Scottsdale Road. Opening itself up on the highly visible street the community theatre provides a performance space that host a variety of performers and bolster the La Via's nightlife and arts reputation.

In addition, the central plaza has the flexibility to take performance art into the public realm and host performances depending on the weather and desired crowd size.

PUBLIC ART

Art is an integral element of the open space. In the pedestrian paseos, it is small and intimate, a metaphoric form of bread crumbs that lead people towards the plaza. In the central plaza and entrance plaza it is large and iconic with smaller art elements arrayed around it. It's varying scales and personalities reflect its context and ambitions. The end result is a dynamic art trail that guides people through La Via and provides an iconic and unique Scottsdale experience.

LOBBY ART

After leaving the art filled public realm, the lobbies of buildings continue to showcase art. Here the

outdoor art transitions to art and welcome patrons into their various homes, offices or hotel.

COMMUNITY ARTISTS

Lastly, La Via intends to have artists within its community engaging residents, employees and tourists in both professional and casual encounters. A possibility would be to for residential buildings to set aside a portion of their project for artists. Here studio spaces would allow for crafting artwork.

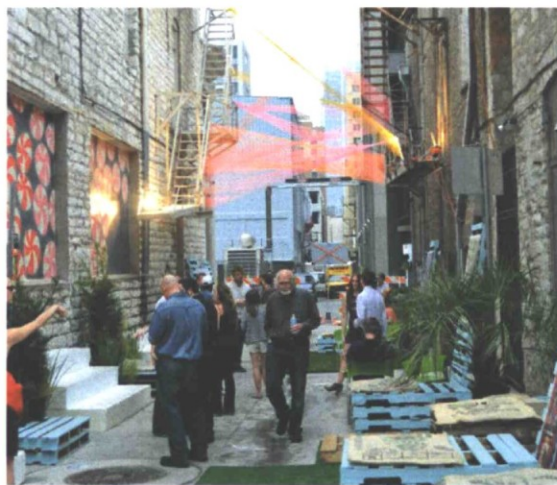
.....
Community Theatre for live performances
.....



.....
Regular Public Art Exhibitions
.....



.....
Pathways are portals for discovery.
.....



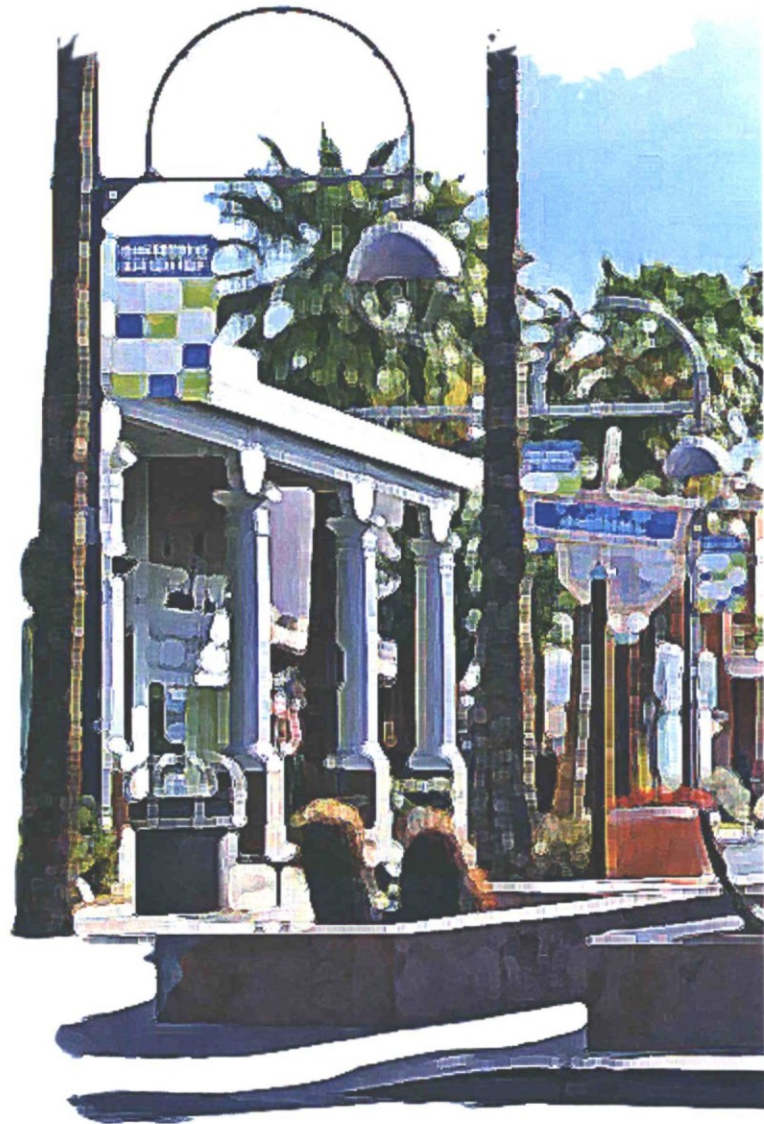
.....
Art is infused into everyday amenities like outdoor furniture
.....



04

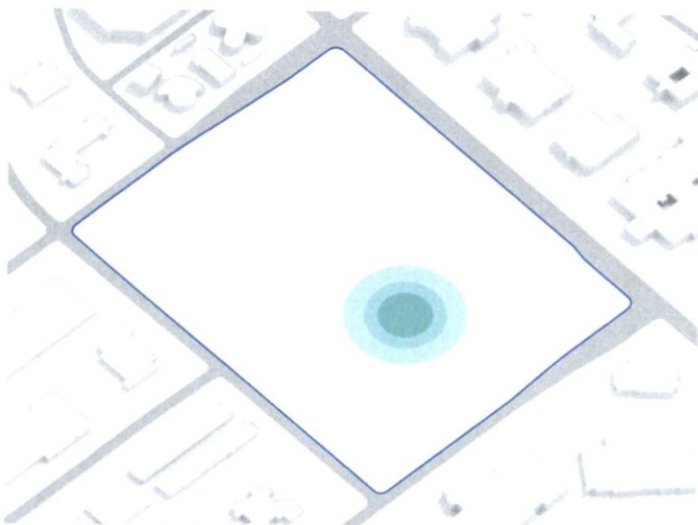
Planning Principles

The guiding principle for the planning of La Via:
The overarching idea of iconic place is made real
through pedestrian oriented design, finely tuned
and focused on arts and culture.

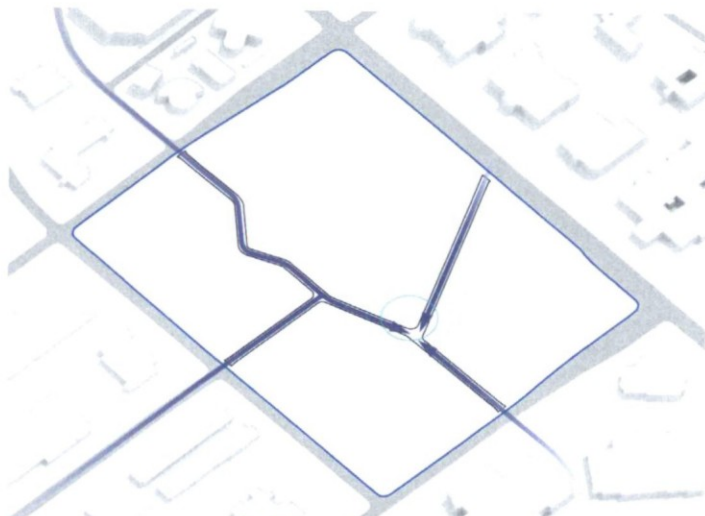




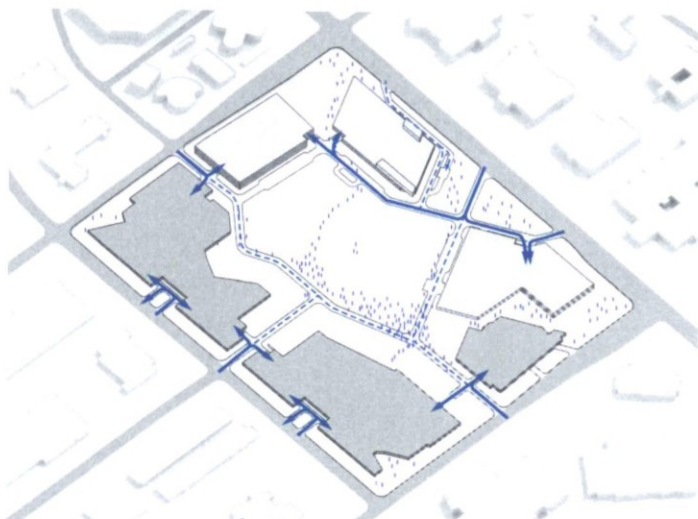
Planning Principles



Place the heart of the project in the core of La Via.



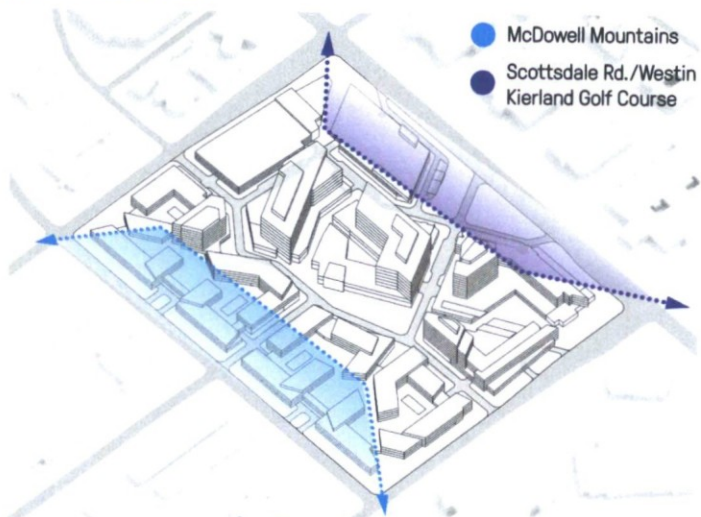
Align streets with existing network and link together at the heart.



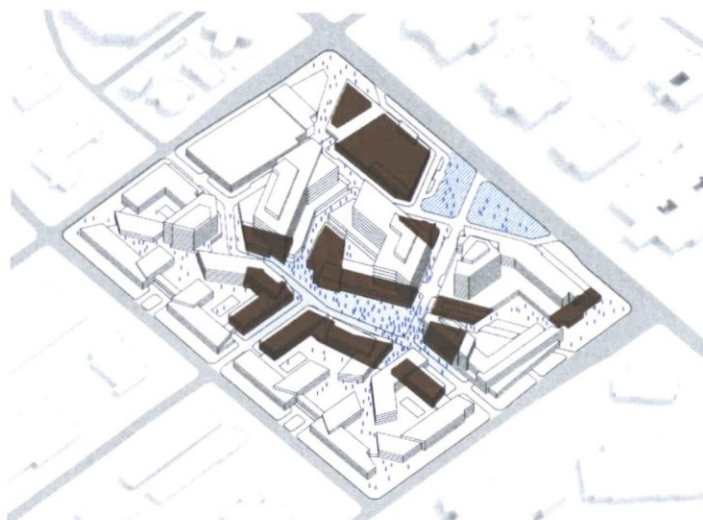
Capture vehicular traffic at major entrances, celebrate the pedestrian realm.



*Place iconic architecture and open space alongside Scottsdale Road.
Have Scottsdale continue to outshine its municipal neighbor to the west.*



Orient development to maximize prominent viewsheds.



Bring shopping, dining, arts and entertainment to the heart.

Maximize pedestrian friendly open space and link network of walking paths.



The new paradigm of development.



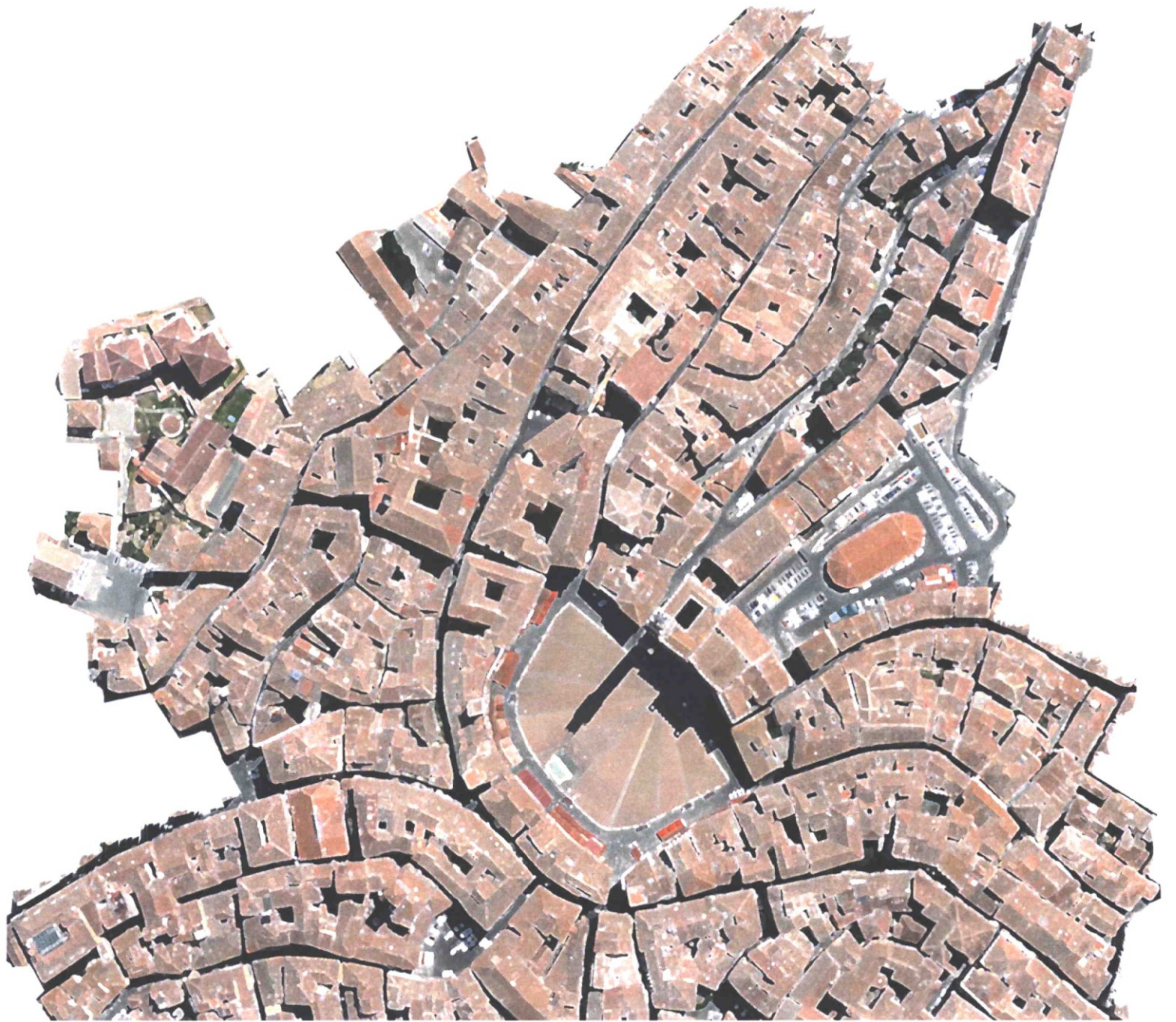
- Office
- Retail/F&B
- Parking Garage
- Open Space
- Hotel
- Multi-Family Residential

05

La Via Master Plan

Documenting bold and innovative approaches to site planning that provide the framework for a vibrant community with innovative businesses and an enriching arts culture.





Context Aerial Plan



Conceptual Illustrative Master Plan

LEGEND:

- ① Sculpture Park
- ② Central Plaza
- ③ Art Walk
- ④ Business Plaza
- ⑤ Performance Space
- ⑥ Office
- ⑦ Business Drop-Off
- ⑧ Hotel/Condo.
- ⑨ Fitness Club/Pool
- ⑩ Condominium
- ⑪ Residential
- ⑫ Grocery/Retail
- ⑬ Underground Parking
- ⑭ Roof Deck
- ⑮ La Via Gardens
- ⑯ Parking Structure



76 Land Use By Building Plan

Land Use By Building Plan:
La Via has a variety of land uses. Scottsdale Rd. has the civic, hospitality and business components while the residential portions are along N. Dial Blvd. Retail is wrapped around the central plaza in the center of La Via and links the various uses together.

LEGEND:

- Office
- Ground-floor Retail
- Ground-floor Parking
- Retail/F&B
- Residential - Condo
- Residential - Rental
- Hotel
- Civic
- Parking
- Podium Parking



LA VIA DEVELOPMENT MIX

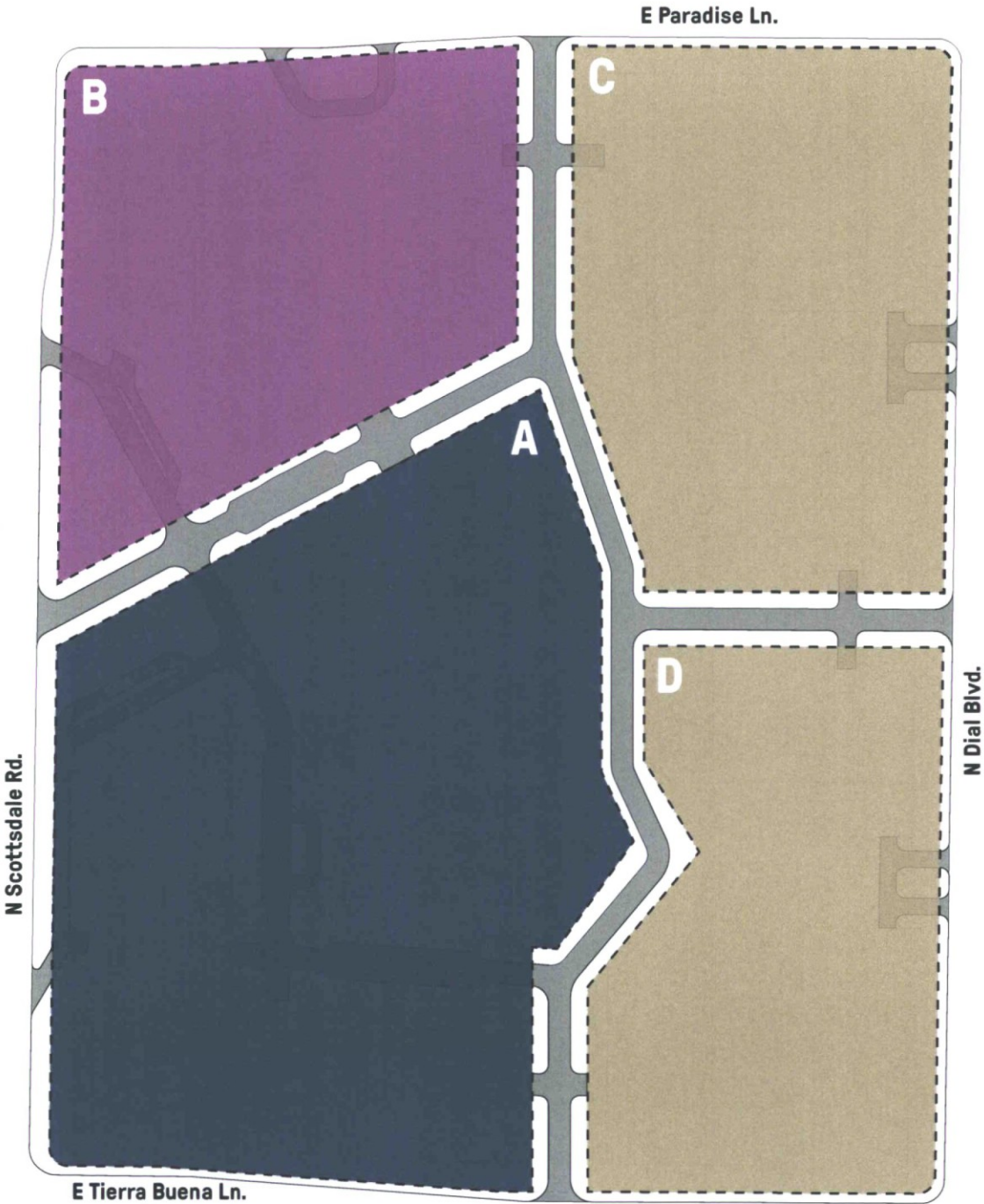
USE	AREA (S.F.)	PARKING REQ.	SPACES
OFFICE	700,000	1/325 S.F.	2,333
RETAIL/RESTAURANTS	60,000	1/250 S.F.	240
GROCERY	40,000	1/300 S.F.	133
RESIDENTIAL	990,000	1.5-2/U	1350
HOTEL (180 ROOMS) + FITNESS	130,000	1 RM*1.25	225
THEATER (200 SEATS)	10,000	1/2.5 SEATS	80
TOTAL	1,930,000		4,361

Parcel/Subdivision Plan

Parcel Map:
La Via is divided into four parcels with the boundaries being located along the primary streets that bisect the site. Each parcel has a primary use with a corresponding mixed use component.

LEGEND:

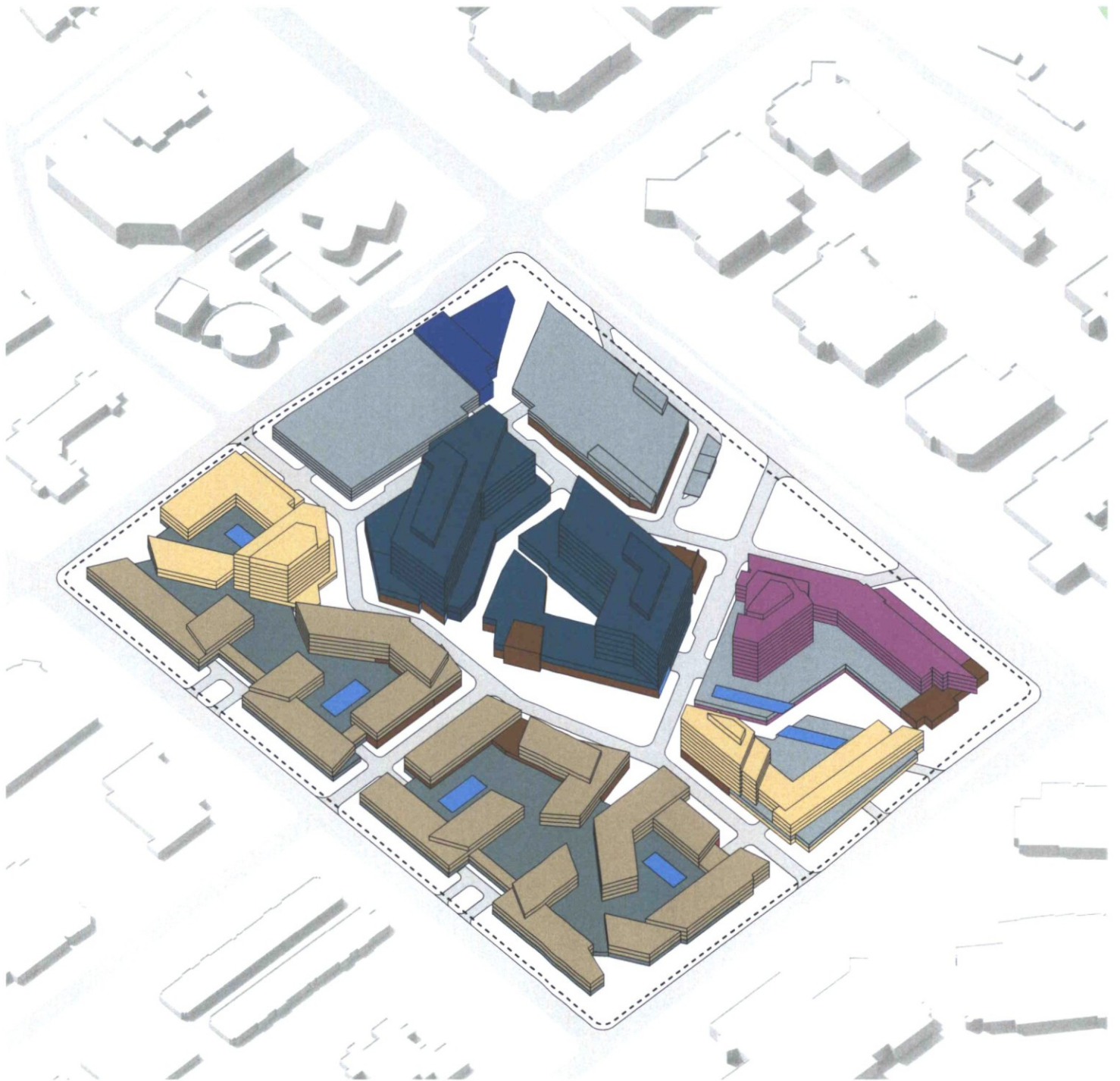
- Office + Mixed Use
- Hotel + Mixed Use
- Residential + Mixed Use



LA VIA PARCEL SUMMARY

PARCEL	SIZE (AC)	USES*
A	8.32	OFFICE, RETAIL, GROCERY, THEATER
B	4.77	HOTEL, RESIDENTIAL CONDO, RETAIL
C	5.39	RESIDENTIAL RENTAL, RETAIL
D	4.69	RESIDENTIAL RENTAL, RESIDENTIAL CONDO, RETAIL
TOTAL	24.78	

Land Use By Building - Axonometric

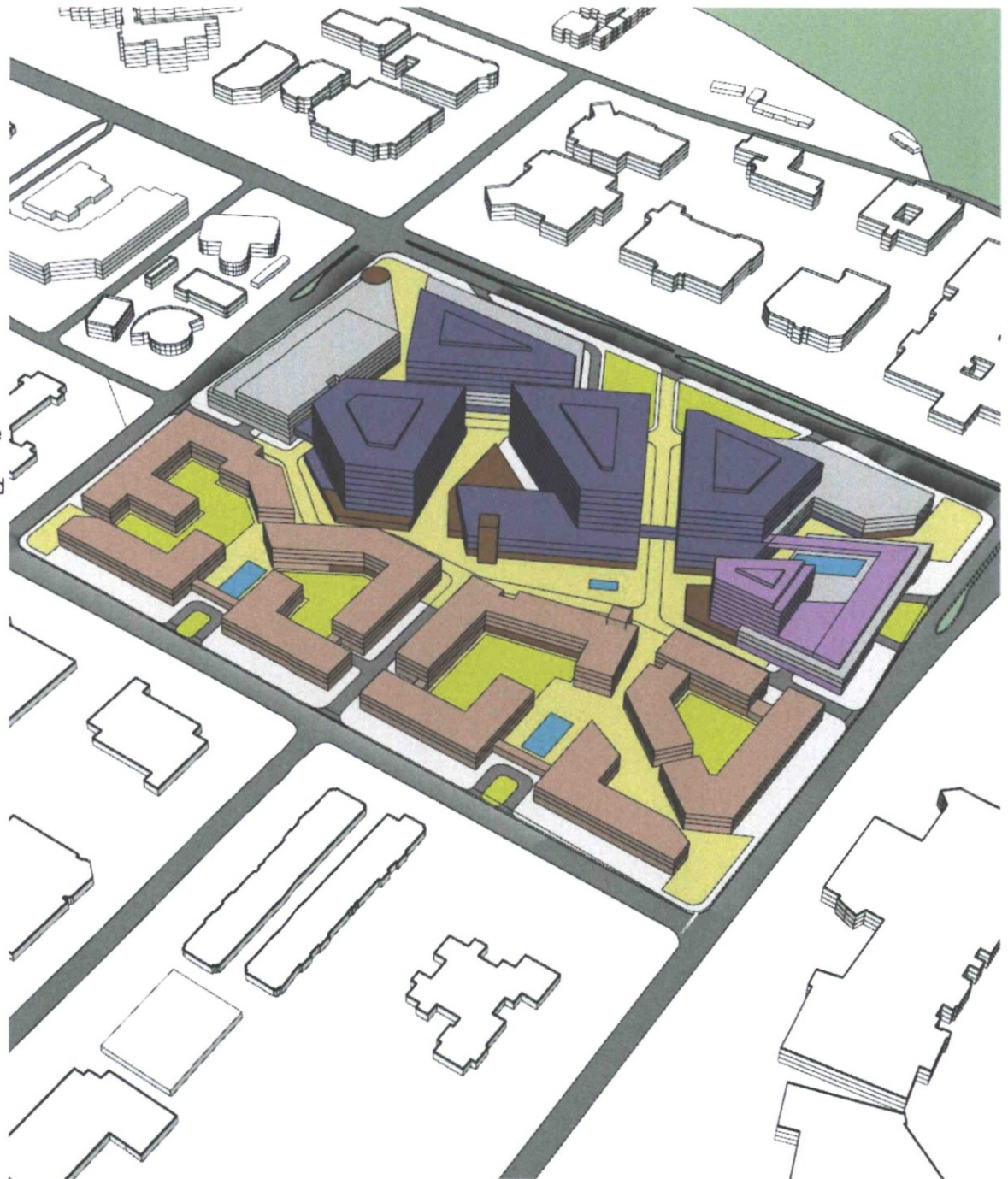


	Office		Parking Garage		Hotel
	Retail/F&B		Podium Parking		Multi-Family Residential

Alternative Masterplan Framework

*Alternative:
Prioritizes a connective
office environment with
fewer residential units
and moves hotel off of
Scottsdale Rd.*

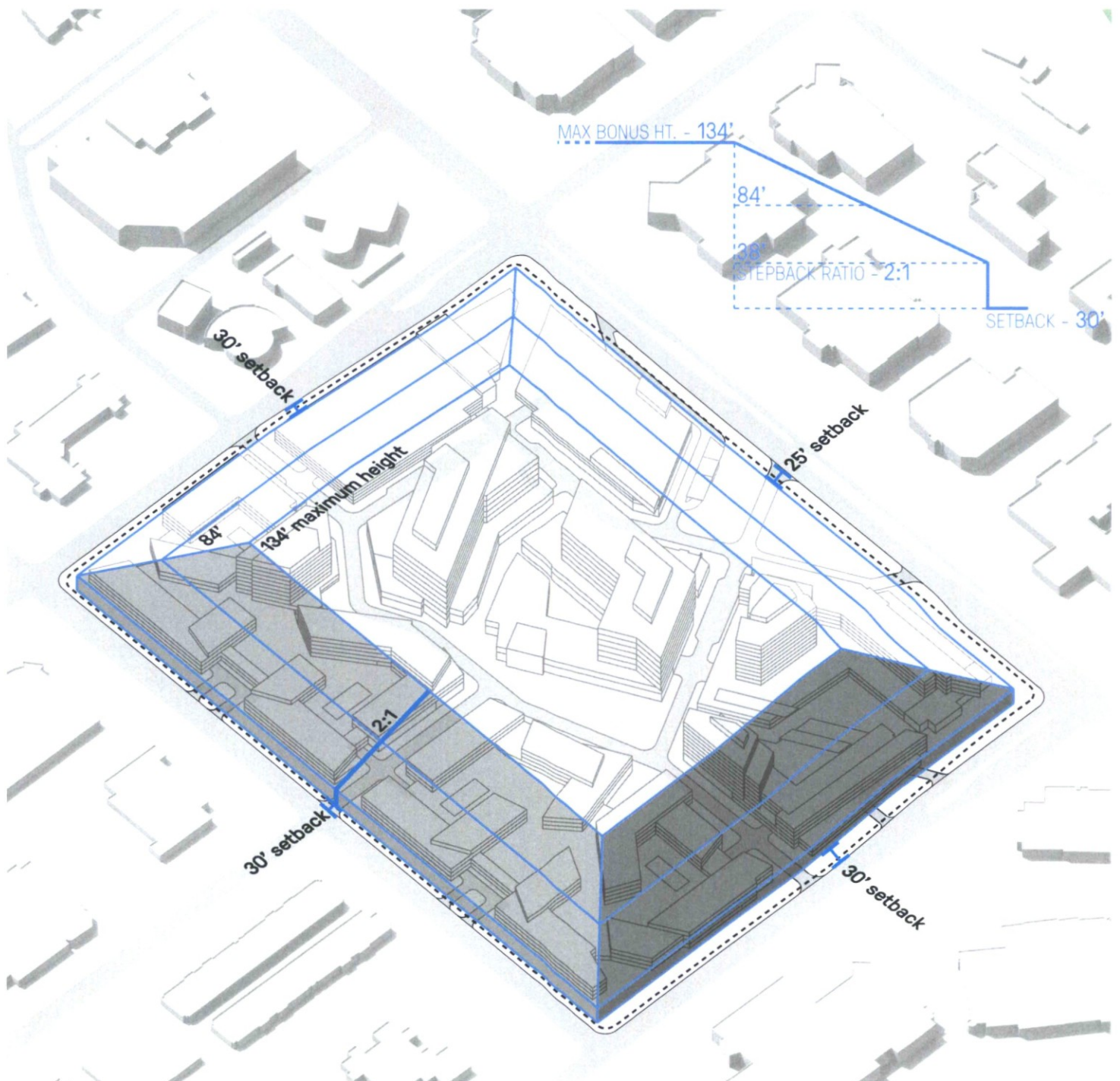
- Office
- Retail/F&B
- Parking Garage
- Park/Courtyard
- Open Space
Corridors
- Hotel
- Multi-Family
Residential



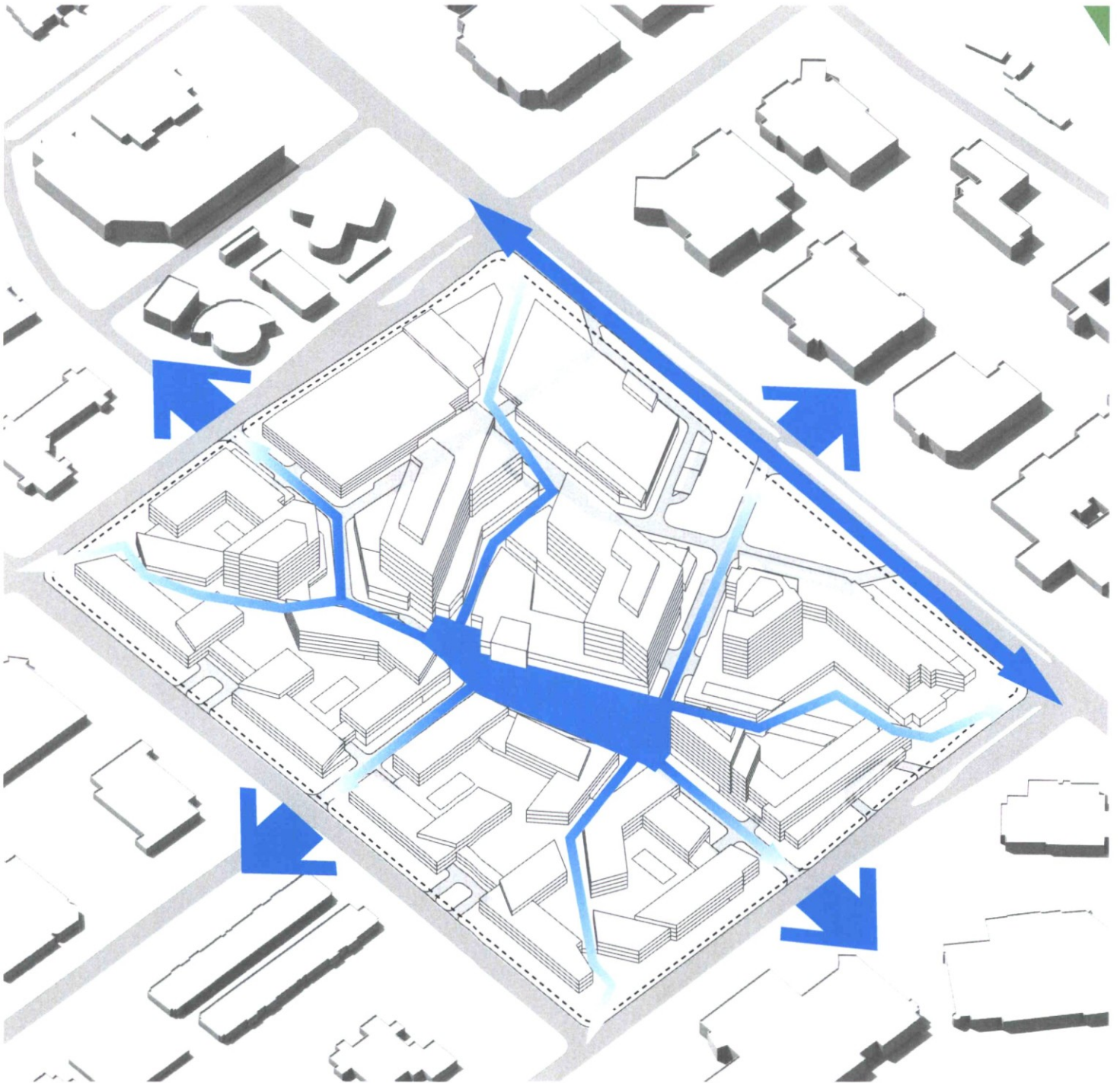
ALTERNATIVE LA VIA DEVELOPMENT MIX

USE	AREA (S.F.)	PARKING REQ.	SPACES
OFFICE	1,140,000	1/325 S.F.	3,538
RETAIL/RESTAURANTS	55,000	1/250 S.F.	220
GROCERY	35,000	1/300 S.F.	140
RESIDENTIAL	600,000	1.5-2/U	1,125
HOTEL (180 ROOMS) + FITNESS	100,000	1 RM*1.25	250
TOTAL	1,930,000		5,273

Required Zoning Setbacks & Stepbacks



Transitions Plan



Transitions Plan:

La Via retains a relationship of architecture and land use to its surrounding urban form. Iconic architecture is placed along Scottsdale Rd, the main arterial adjacent to the site, where existing buildings have begun to establish higher density uses. Proposed parking and condominiums to the south transition into an existing hotel and future residential developments. Proposed low-density residential units to the east transition into a lower density fabric across the road, with views opening up to the McDowell Mountains. Lastly, condominiums and a new hotel with retail spaces compliments the existing commercial and retail spaces directly north of La Via.

82

Parking

Parking:

There are a variety of parking types on site that are primarily located along the perimeter of La Via to capture entering vehicular traffic as quickly and efficiently as possible.

LEGEND:

- Garage Parking
- Podium Parking
- Underground Parking
- Parking Entrance

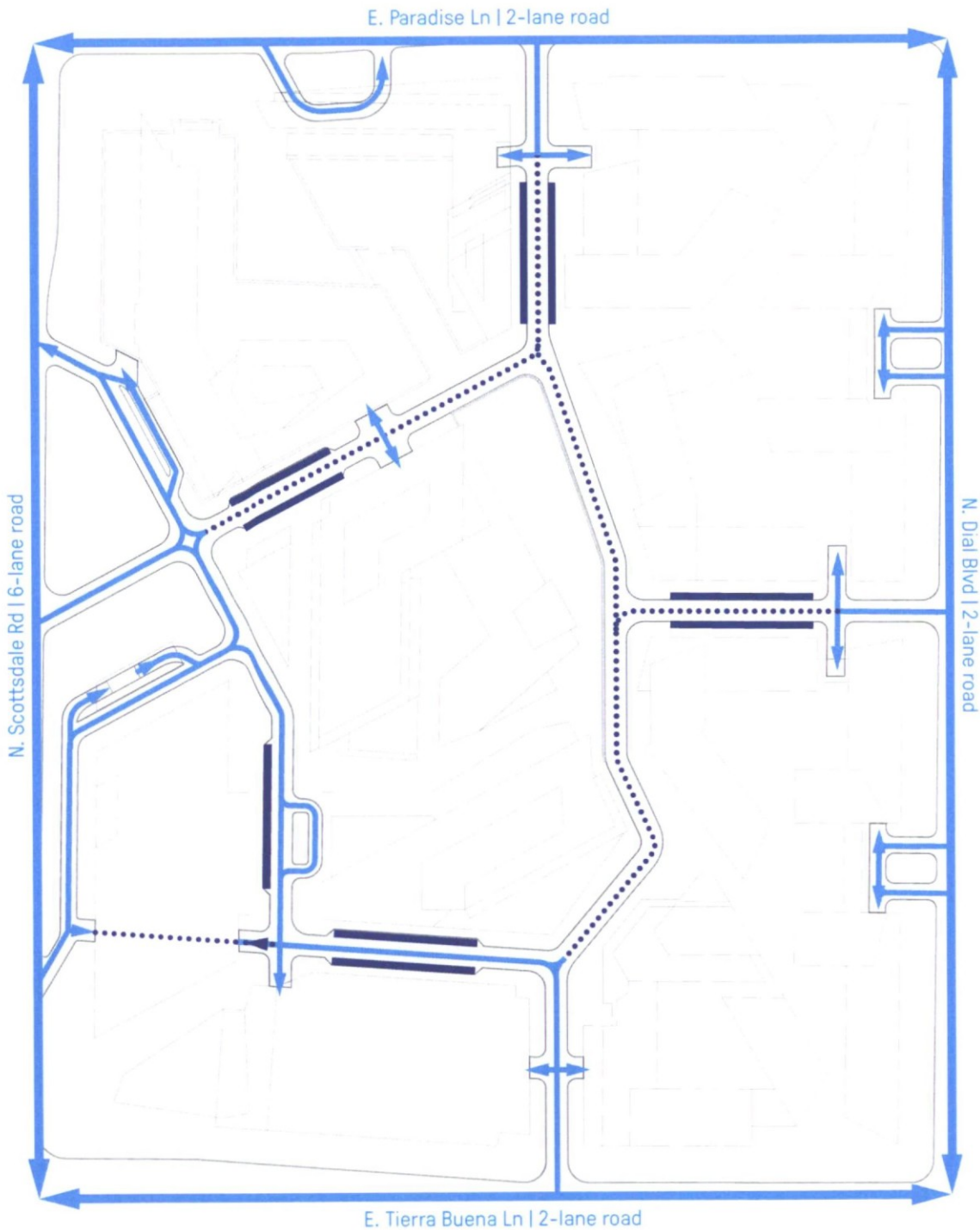


83 Vehicular Circulation

Vehicular Circulation:
Vehicle circulation is intended to provide for safe and efficient access to parking and drop-off areas. The center of La Via is designed to have minimal vehicular traffic in order to celebrate the pedestrian realm.

LEGEND:

- Heavy Traffic Route
- • Light Traffic Route
- ▬ Street Parking



84 Open Space

Open Space:

There is a rich mixture of connected open spaces that respond to context and intended use.

LEGEND:

- Sculpture Park
- Central Plaza
- Art Walk Corridors
- La Via Gardens
- Res. Courtyards/
Roof Decks
- Green Roofs

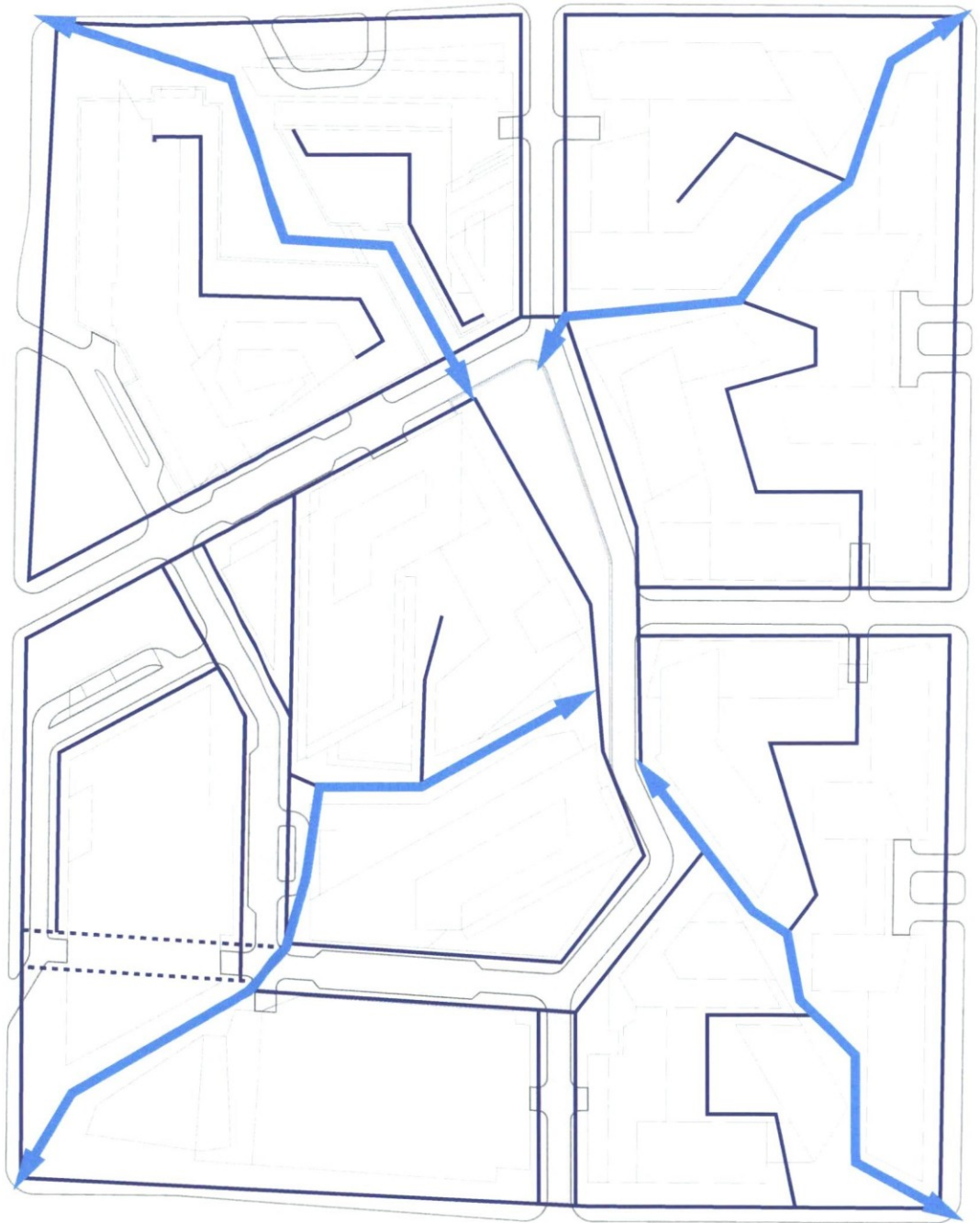


Pedestrian Circulation

Pedestrian Circulation:
The primary pedestrian routes are pedestrian-only paths that begin at the corners of La Via and link in the central plaza. Smaller pedestrian only paths link the various residential courtyards to the network and sidewalks along streets further enhance the network.

LEGEND:

-  Primary Route
-  Secondary Route



Conceptual Landscape Plan

TREE LEGEND:

- ① Arizona Sycamore
- ② Arizona Ash
- ③ Hybrid Mesquite
- ④ Date Palm
- ⑤ Evergreen Elm
- ⑥ Palo Verde "Desert Museum"
- ⑦ Chinese Pistache



Conceptual Planting Palette

TREE PALETTE

Chilopsis linearis - Desert Willow
Cordia boissieri - Texas Olive
Ebenopsis ebano - Texas Ebony
Fraxinus Velutina - Arizona Ash
Olneya tesota - Ironwood
Parkinsonia x 'Desert Museum' - D.M. Palo Verde
Parkinsonia praecox - Palo Brea
Pistacia chinensis - Chinese Pistache
Platanus Wrightii - Arizona Sycamore
Prosopis hybrid 'Phoenix' - Phoenix Mesquite
Quercus virginiana - Southern Live Oak
Sophora secundiflora - Texas Mountain Laurel
Ulmus parvifolia - Evergreen Elm
Ungnadia speciosa - Mexican Buckeye

SHRUB PALETTE

Ambrosia deltoidea - Triangle leaf Bursage
Atriplex canescens - Fourwing Saltbrush
Baccharis hybrid 'Starn' - Starn's Desert Broom
Calliandra eriophylla - Fairy Duster
Dodonaea viscosa - Hopbush
Encelia farinosa - Brittlebrush
Ericameria laricifolia - Turpentine Bush
Eriogonum fasciculatum - Flat-top Buckwheat
Hyptis emoryi - Desert Lavender
Justicia californica - Chuparosa
Leucophyllum laevigatum - Chihuahuan Sage
Lycium fremontii - Fremont Wolfberry
Simmondsia chinensis - Jojoba
Vigueria deltoidea - Goldeneye
Zizyphus obtusifolia - Gray Thorn

CACTUS/SUCCULENT PALETTE

Agave geminiflora - Twin Flower Agave
Agave parryi - Parry's Agave
Carnegela gigantea - Saguaro
Echinocactus grusonii - Golden Barrel
Echinocereus engelmannii - Hedgehog cactus
Dasyliroa wheeleri - Desert Spoon
Ferocactus cylindraceus - Compass Barrel
Lophocereus schottii - Senita
Myrtillocactus geometrizans - Blue Myrtle Cactus
Opuntia acanthocarpa - Buckhorn Cholla
Opuntia basilaris - Beavertail Prickly Pear
Opuntia engelmannii - Engelmann's Prickly Pear
Opuntia ficus-indica - Indian Fig
Pedilanthus macrocarpus - Slipper plant
Stenocereus thurbei - Organpipe Cactus

GRASS PALETTE

Aristida purpurea - Purple Threeawn
Bouteloua curtipendula - Sideoats Grama
Bouteloua dactyloides - Buffalograss
Bouteloua gracilis - Blue Grama Grass
Deschampsia caespitosa - Tufted Hairgrass
Hesperaloe parviflora - Red Yucca
Muhlenbergia capillaris - Pink Muhly Grass
Muhlenbergia lindheimeri - Lindheimer's Muhly
Muhlenbergia rigens - Deer Grass
Nasella tenuissima - Mexican Feathergrass
Stipa tenuissima - Mexican Threadgrass

ANNUAL/PERENNIAL PALETTE

Baileya multiradiata - Desert Marigold
Dyssodia pentachaeta - Golden Dyssodia
Escholzia mexicana - Mexican Gold Poppy
Gaillardia aristata - Gaillardia
Lupinus succulentus - Arroyo Lupine
Melampodium leucanthum - Blackfoot Daisy
Mirabilis multiflora - Desert 4 O'Clock
Penstemon parryi - Parry's Penstemon
Penstemon pseudospectabilis - Desert Penstemon
Phacelia campanularia - Desert Bluebell
Psilostrophe cooperi - Whistler Paperflower
Russelia equisetiformis - Coral Fountain
Salvia columbariae - Desert Chia
Salvia farinacea - Blue Sage
Oenothera stubbei - Saltillo Primrose

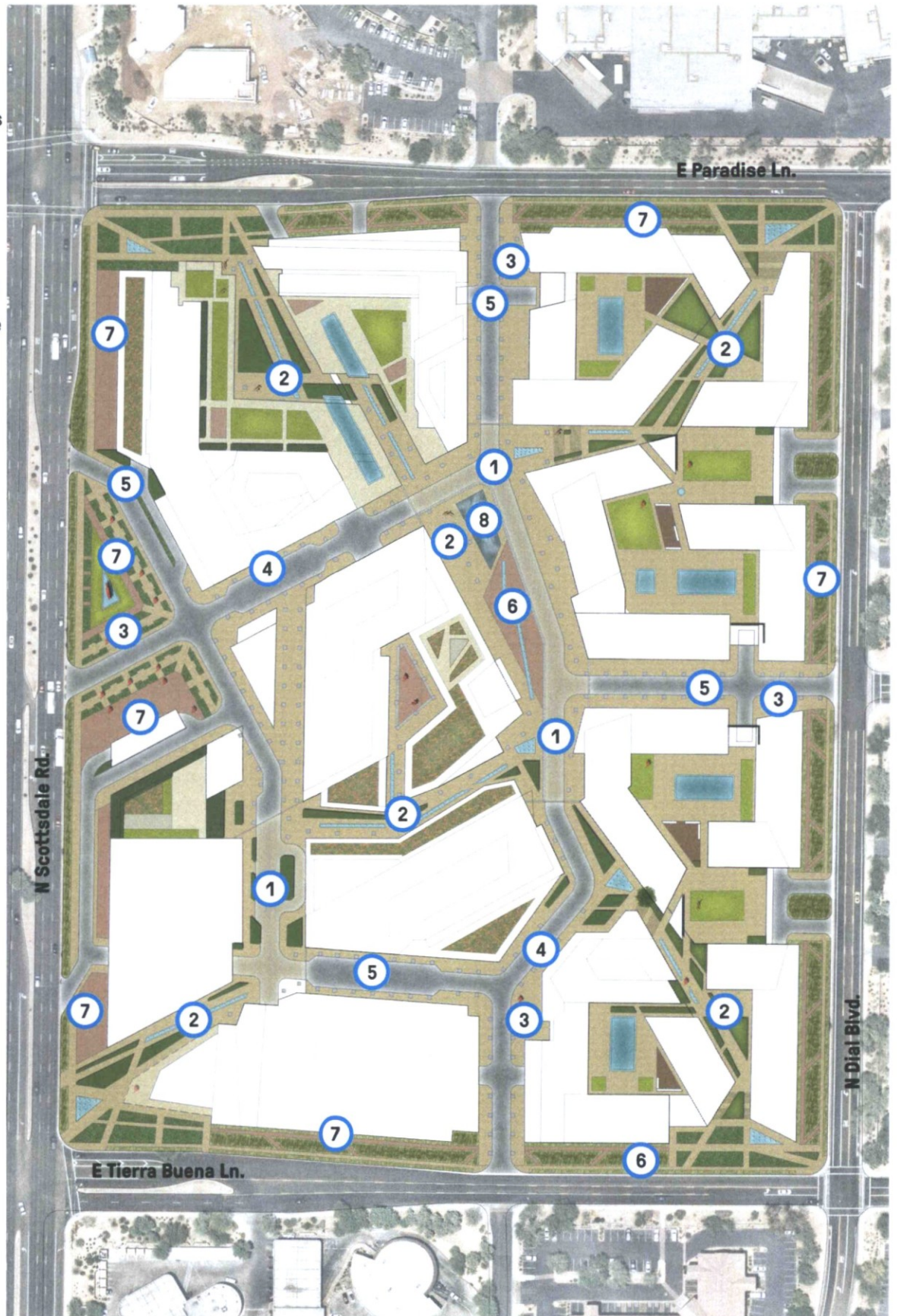
VINE PALETTE

Antigonon leptopus - Queen's Wreath
Bougainvillea spectabilis - Bougainvillea
Cissus trifoliata - Grape Ivy
Hardenbergia violacea - Lilac Vine
Jasminum mesnyi - Primrose Jasmine
Macfadyena unguis-cati - Cat Claw Vine
Mascagnia macroptera - Yellow Orchid Vine
Merremia aurea - Yuca Vine
Passiflora foetida v. longipedunculata - Baja P. Vine
Podranea ricasoliana - Pink Trumpet Vine
Rosa banksiae - Lady Banks' Rose
Solanum jasminoides - Potato Vine
Tecomaria capensis - Cape Honeysuckle

Conceptual Hardscape Plan

LEGEND:

- ① Porphyry Cobble
- ② Concrete Unit Pavers
- ③ Clay Unit Pavers
- ④ C.I.P. Conc. Curb
- ⑤ Asphalt
- ⑥ Naurepave XL Paving
- ⑦ Decomposed Granite
- ⑧ Mesabi Granite Pavers



Conceptual Hardscape Palette

HARDSCAPE PALETTE

A high quality hardscape is an important investment in the public realm. Pedestrian paving will primarily be pavers of enduring quality with warm colors that are inspired by the Sonoran Desert. The use of pavers adds texture and elegance to the pedestrian realm and the warm yet subtly darker shade are perfect for reducing glare.

NaturePave XL is a technologically savvy alternative to D.G. and it will be utilized in the central plaza to prevent the dust/mud/scattered rock that is associated with D.G. To have a reflective water surface that can also withstand the wear and tear associated with treated water, dark Mesabi Granite pavers are utilized.

Concrete Unit Pavers



NaturePave XL Hybrid Polymer Paving



Porphry Cobble Pavers



Clay Unit Pavers



Mesabi Granite Pavers



Conceptual Signage Plan

LEGEND:

- A** Artwalk Kiosk
- B** Building Sign
- P** Parking Sign
- S** Street Sign
- E** Entry Monument
-  Rideshare Signage
-  Visitor Center



Conceptual Signage Palette

SIGNAGE PALETTE

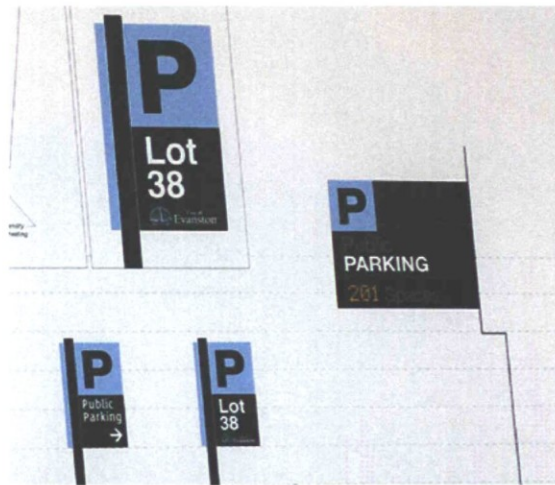
Signage is a critical part of the community's functionality and aesthetics. The primary goal is to create a durable, easily comprehensible and relatable collection of signage elements. This is accomplished through using long-lasting materials, simple color schemes and relying on darker materials with contrasting text or vice versa.

Beyond street signage and building monuments, signage will denote public squares and the art walk through directional kiosks with perforations (keeps element light and friendly) for wayfinding and to create a sense of destination. Building and community signage is modern but playful in text and LED lighting.

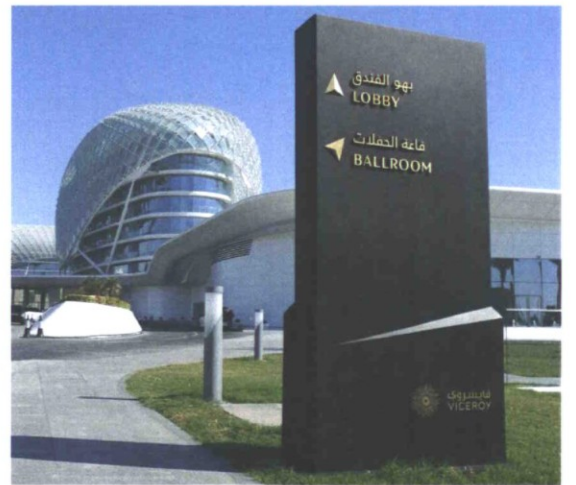
Entry Monument



Parking Signage



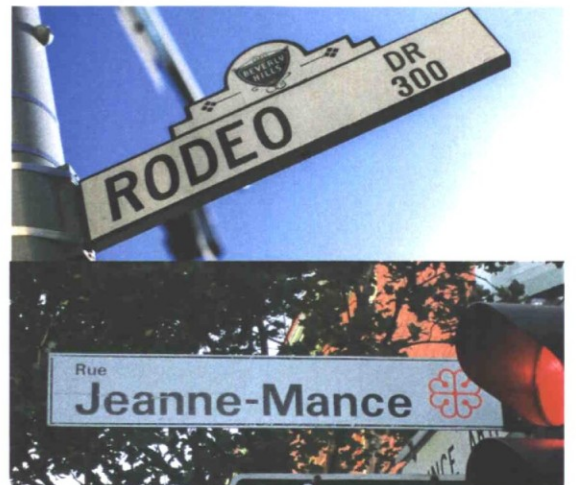
Building Signage



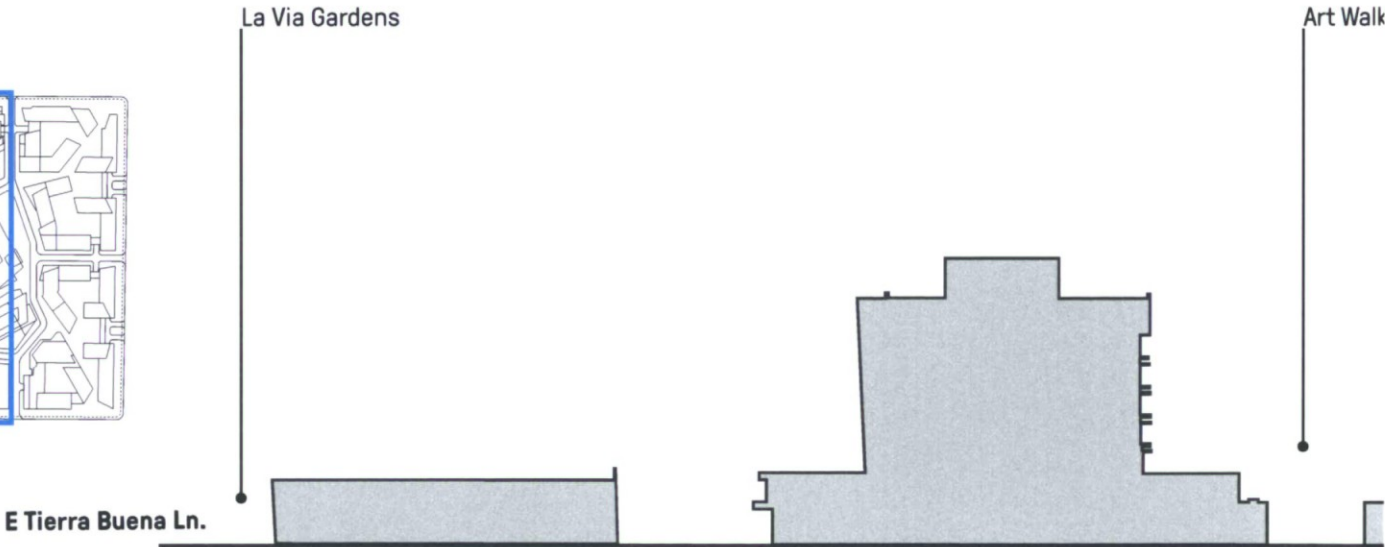
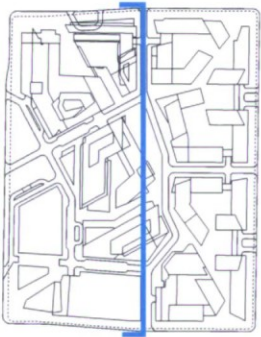
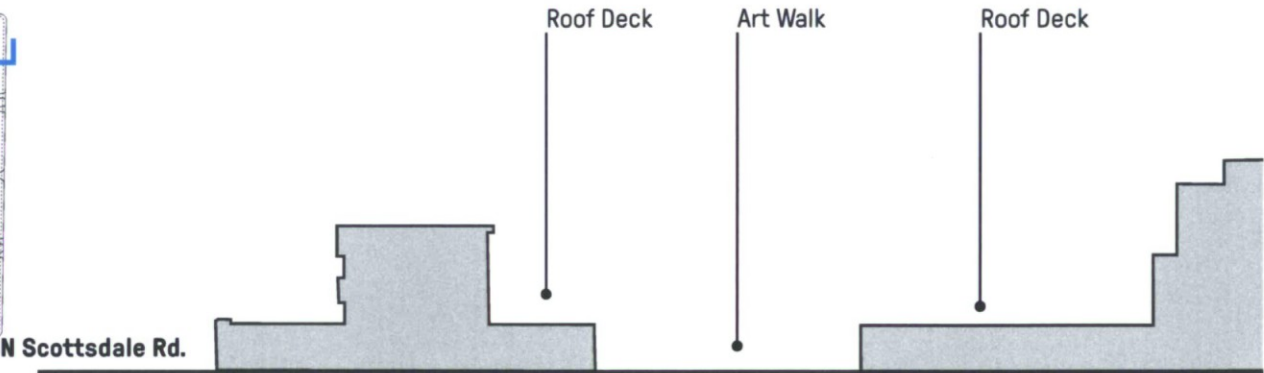
Art Walk Kiosk

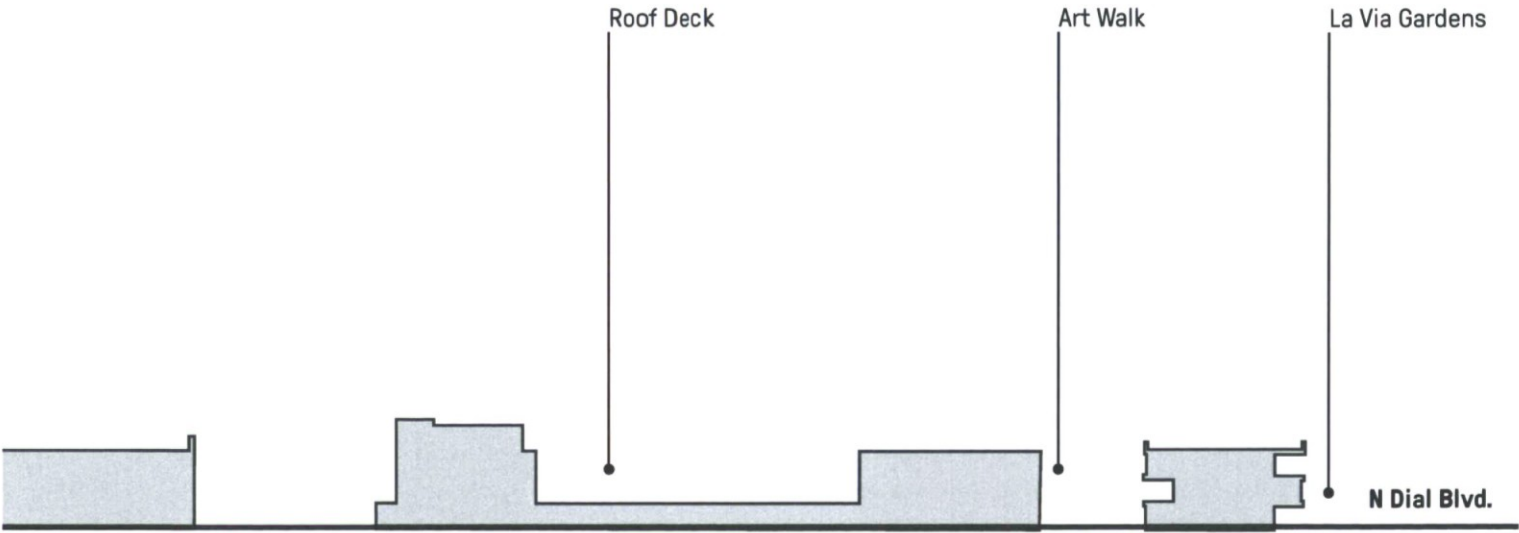
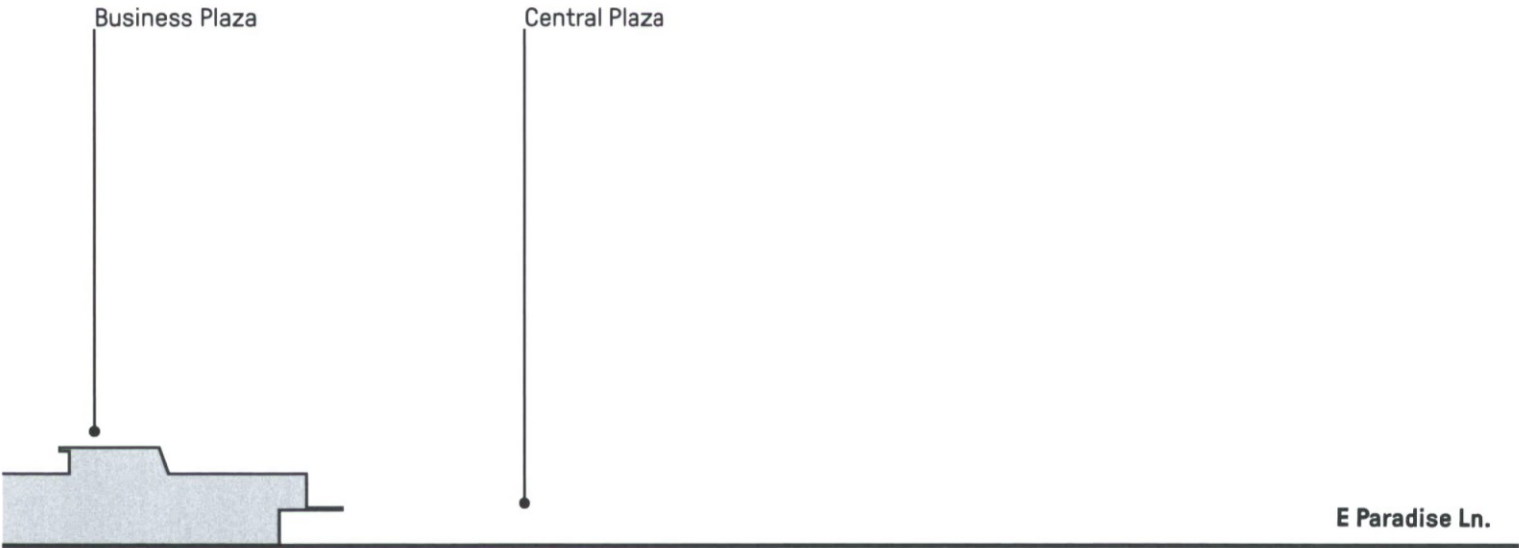
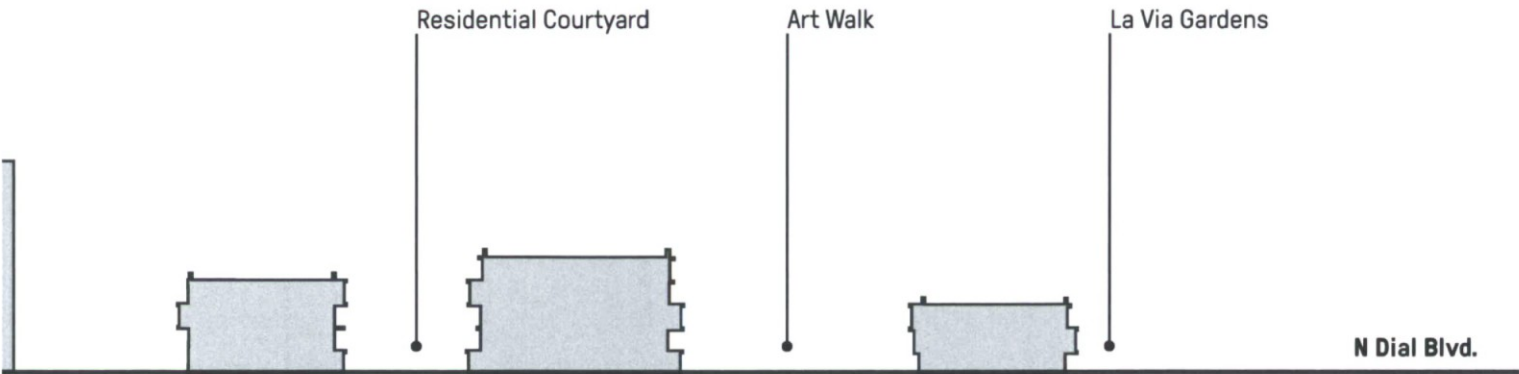


Street Signage



92 Cross Sections

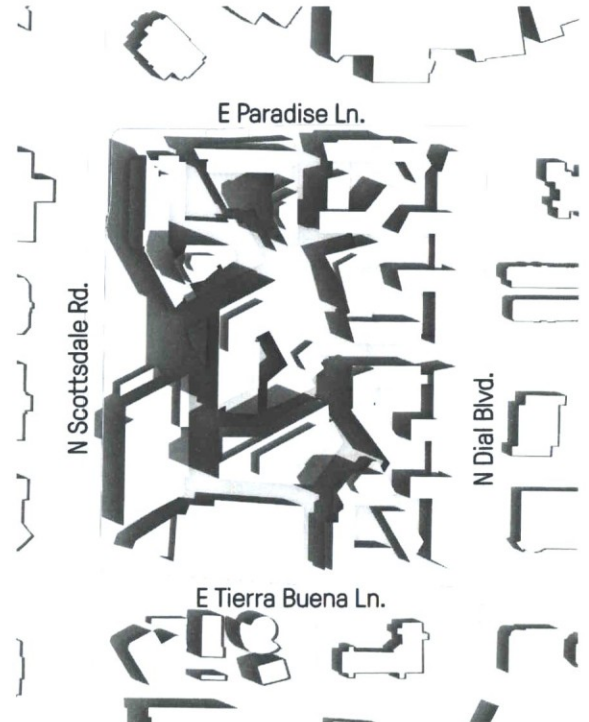
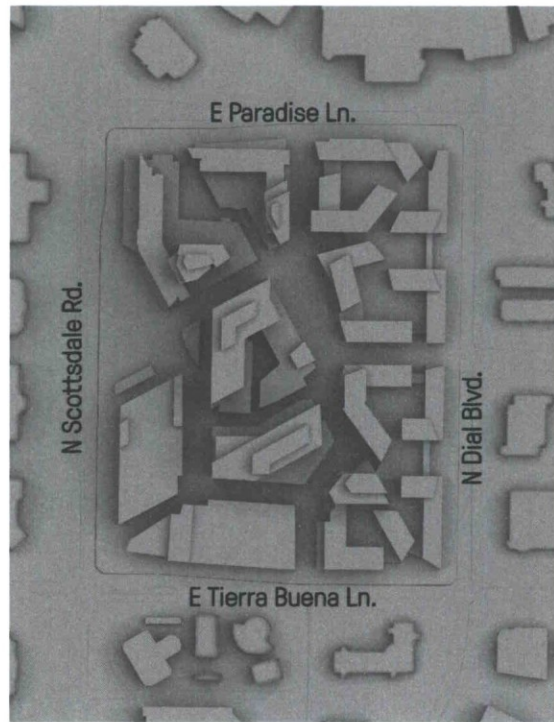




Solar Analysis - Spring

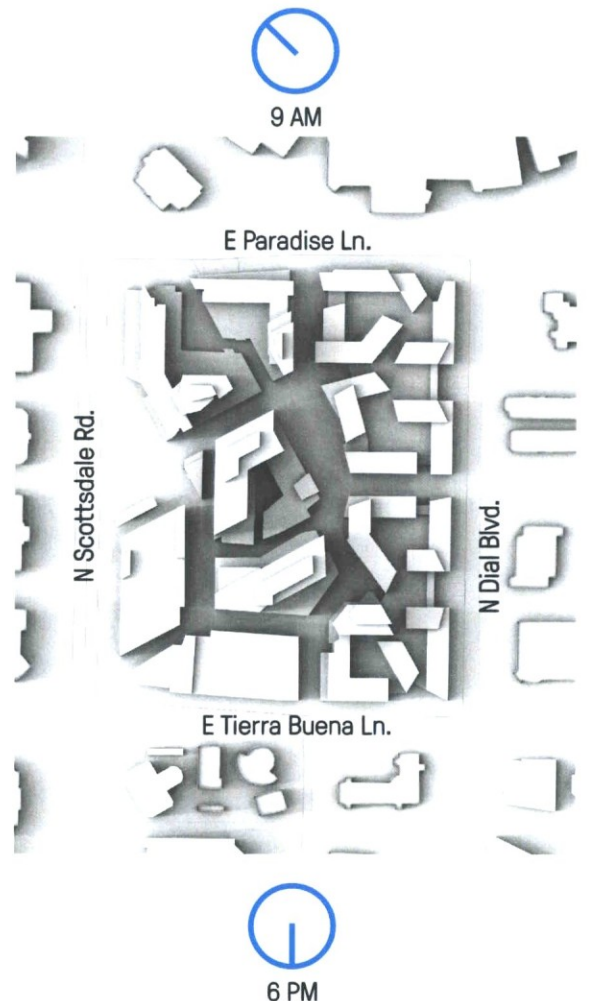
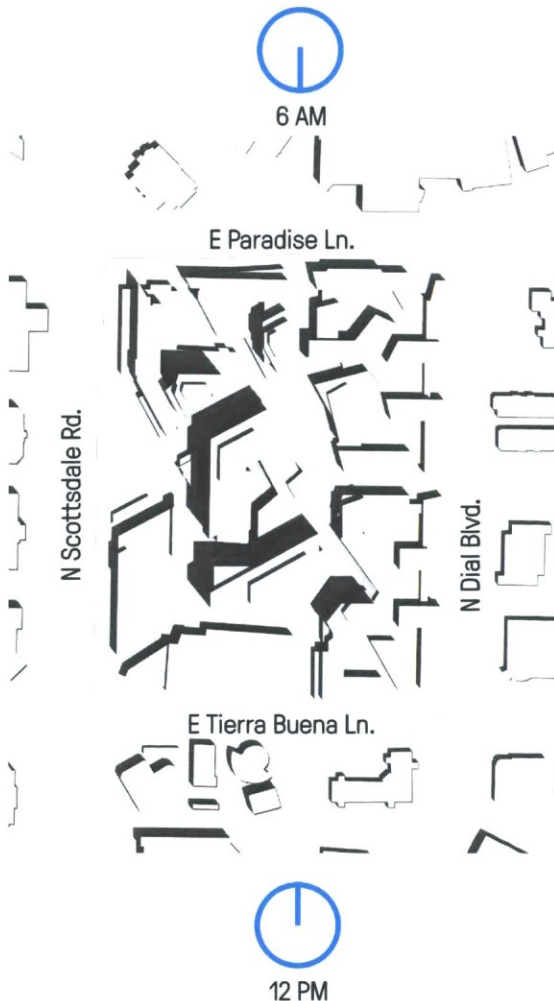
March 21
Solar Analysis

> View A.
6 AM
>> View B.
9 AM



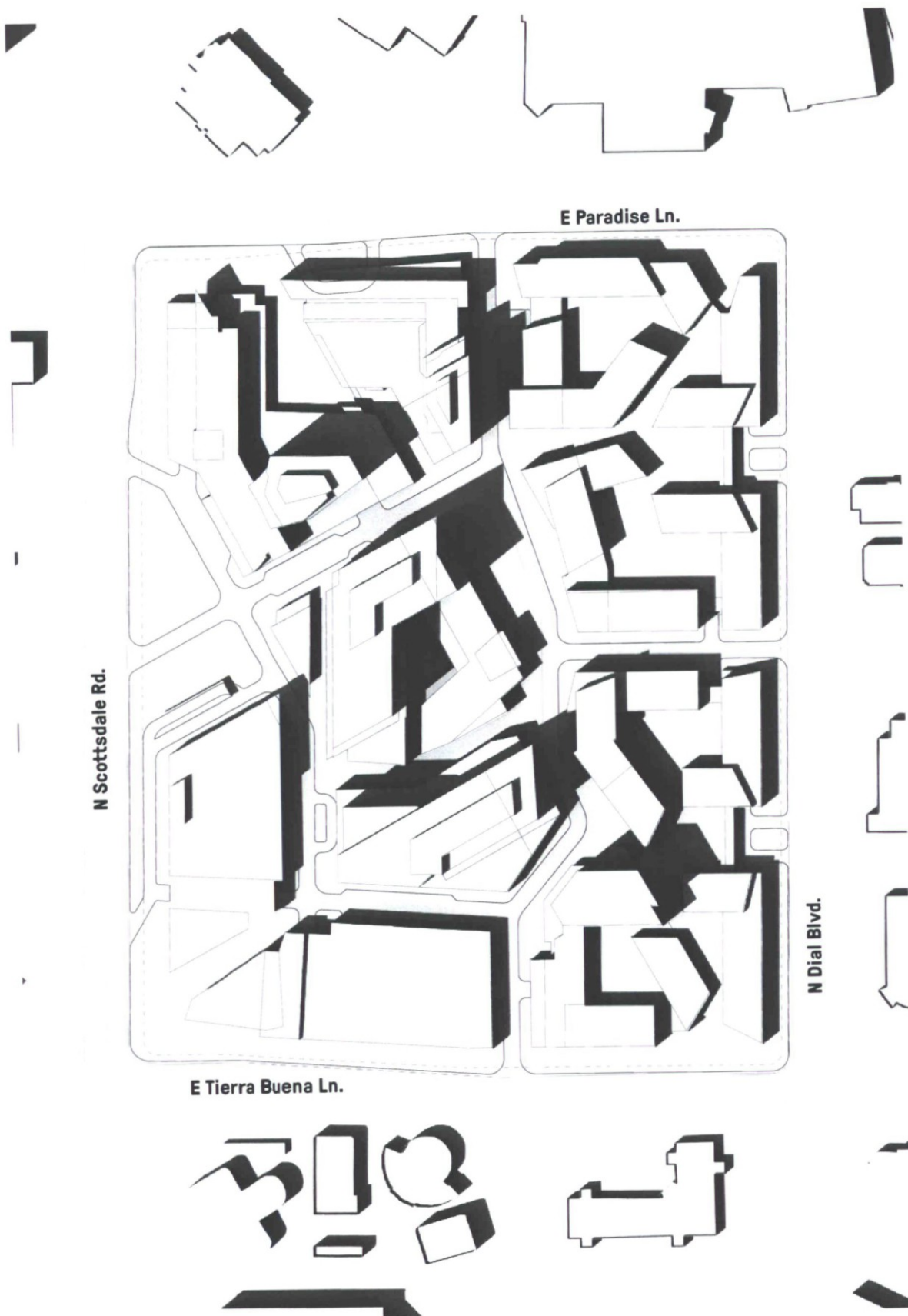
March 21
Solar Analysis

> View C.
12 PM
>> View E.
6 PM



March 21
Solar Analysis

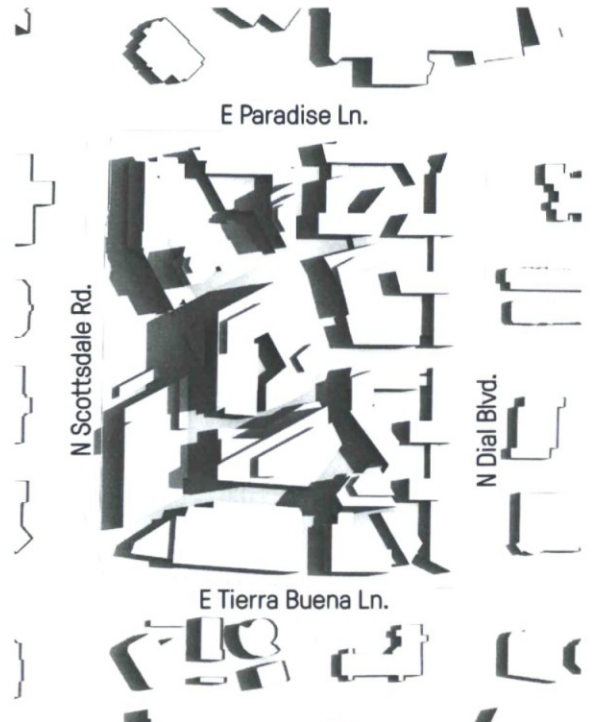
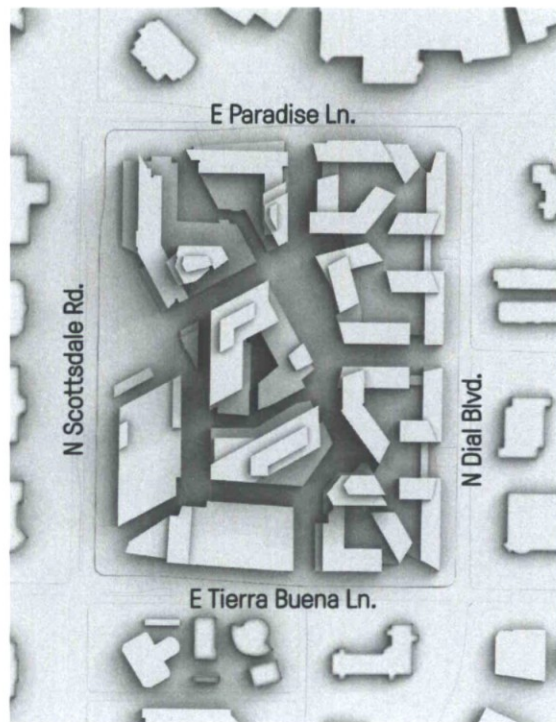
> View D.
3 PM



Solar Analysis - Summer

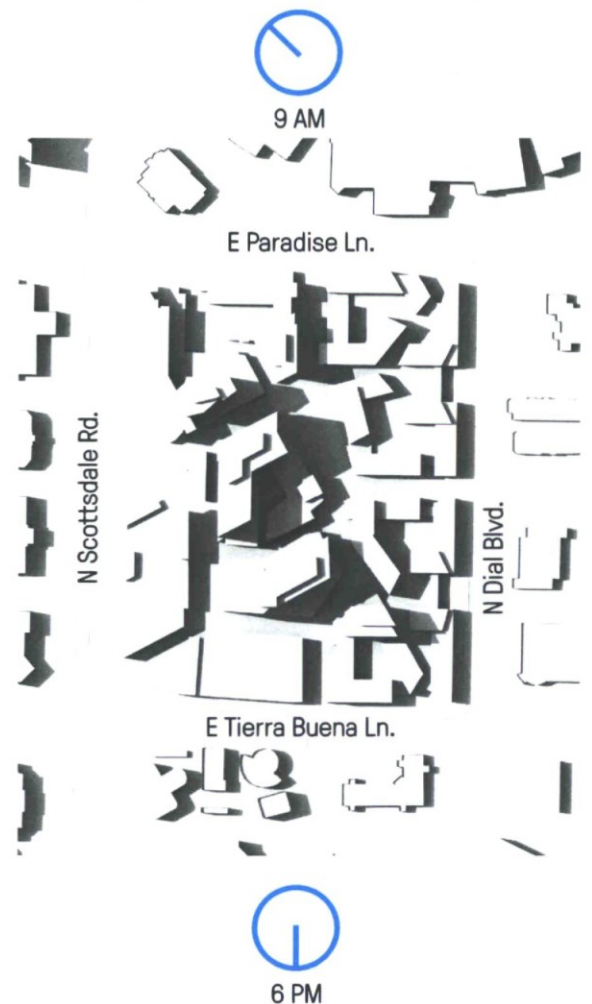
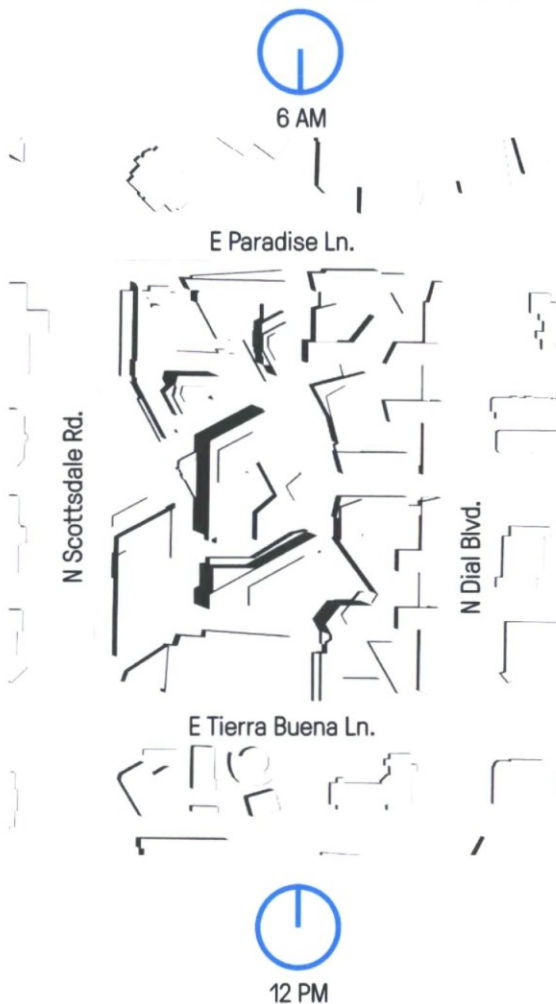
June 21
Solar Analysis

> View A.
6 AM
>> View B.
9 AM



June 21
Solar Analysis

> View C.
12 PM
>> View E.
6 PM



June 21
Solar Analysis

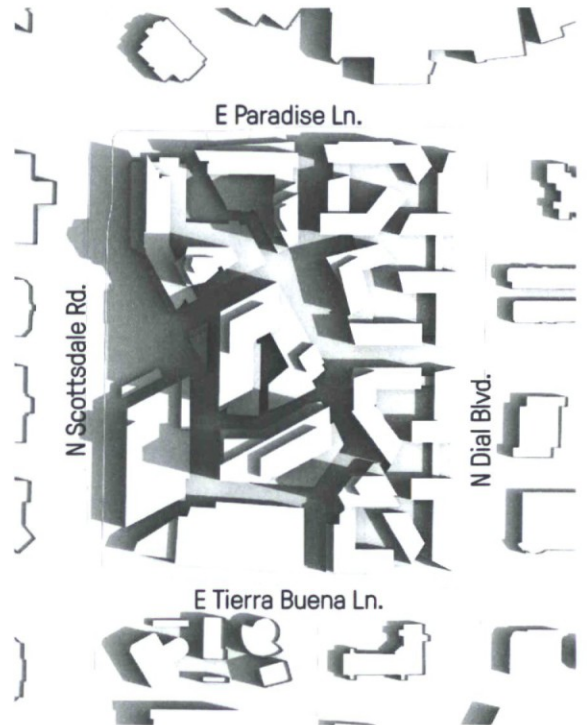
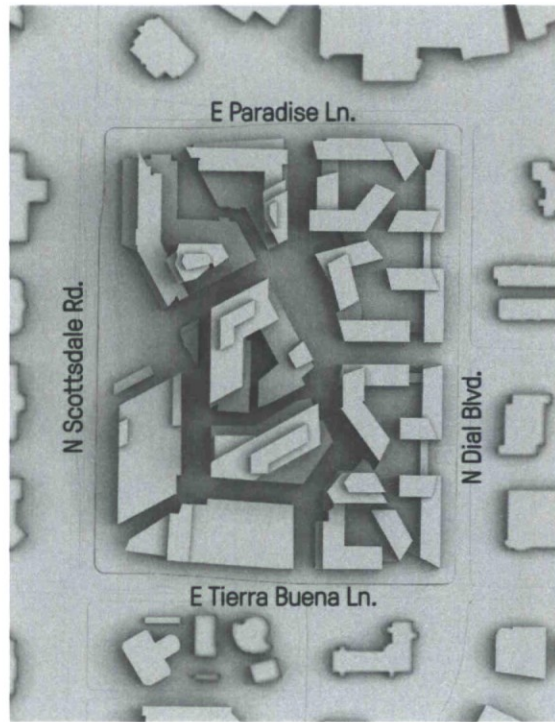
> View D.
3 PM



Solar Analysis - Fall

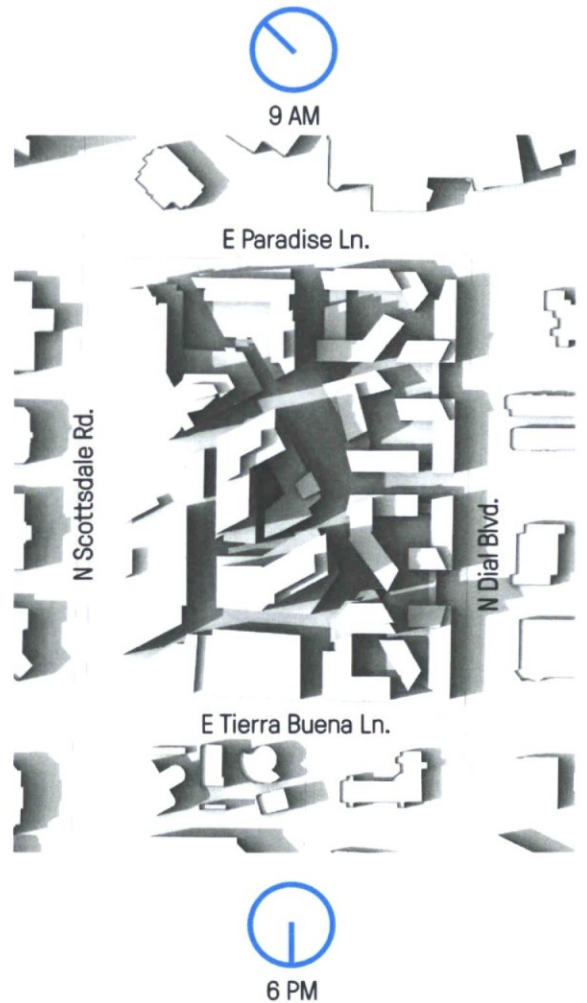
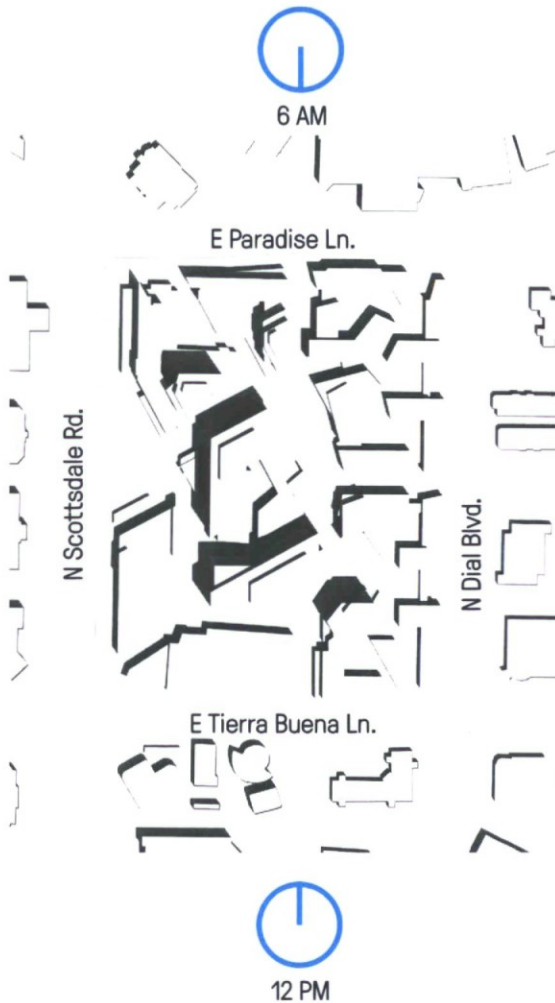
September 21
Solar Analysis

> View A.
6 AM
>> View B.
9 AM



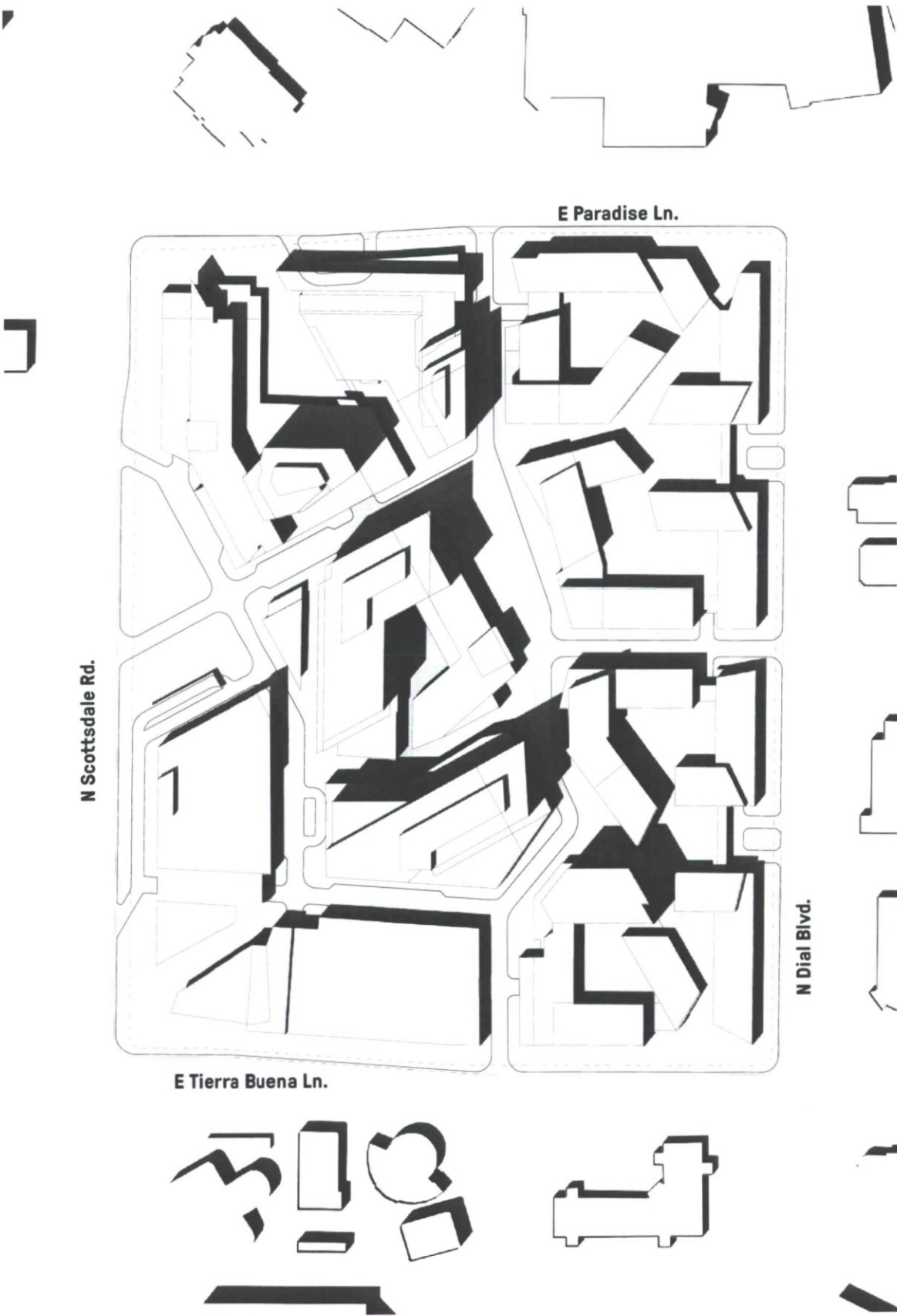
September 21
Solar Analysis

> View C.
12 PM
>> View E.
6 PM



September 21
Solar Analysis

> View D.
3 PM



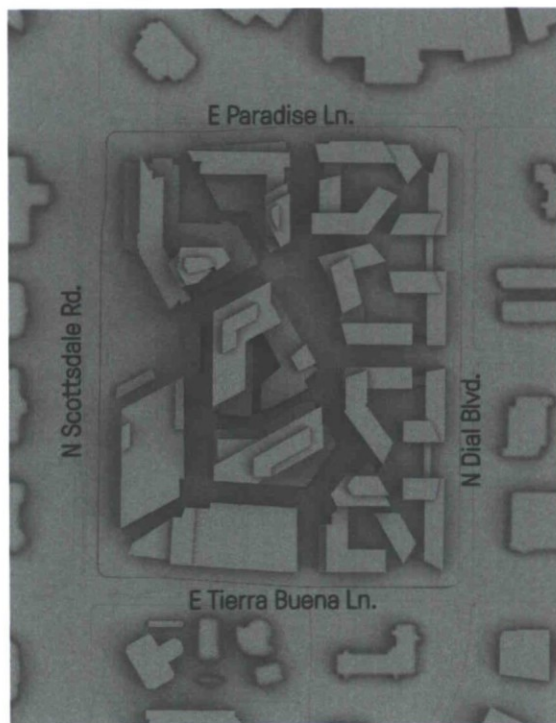
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Solar Analysis - Winter

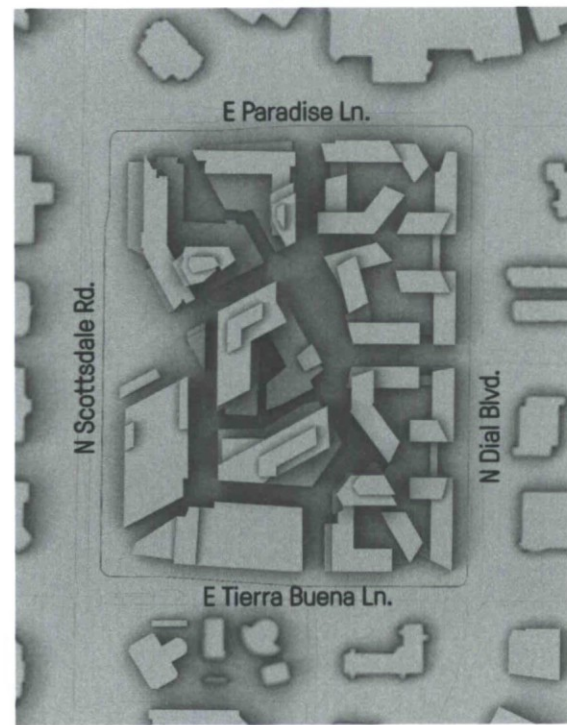
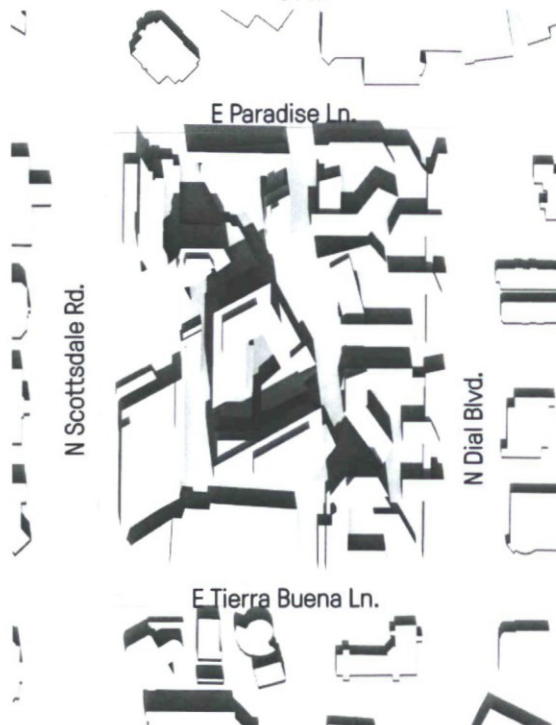
December 21
Solar Analysis

> View A.
6 AM
>> View B.
9 AM



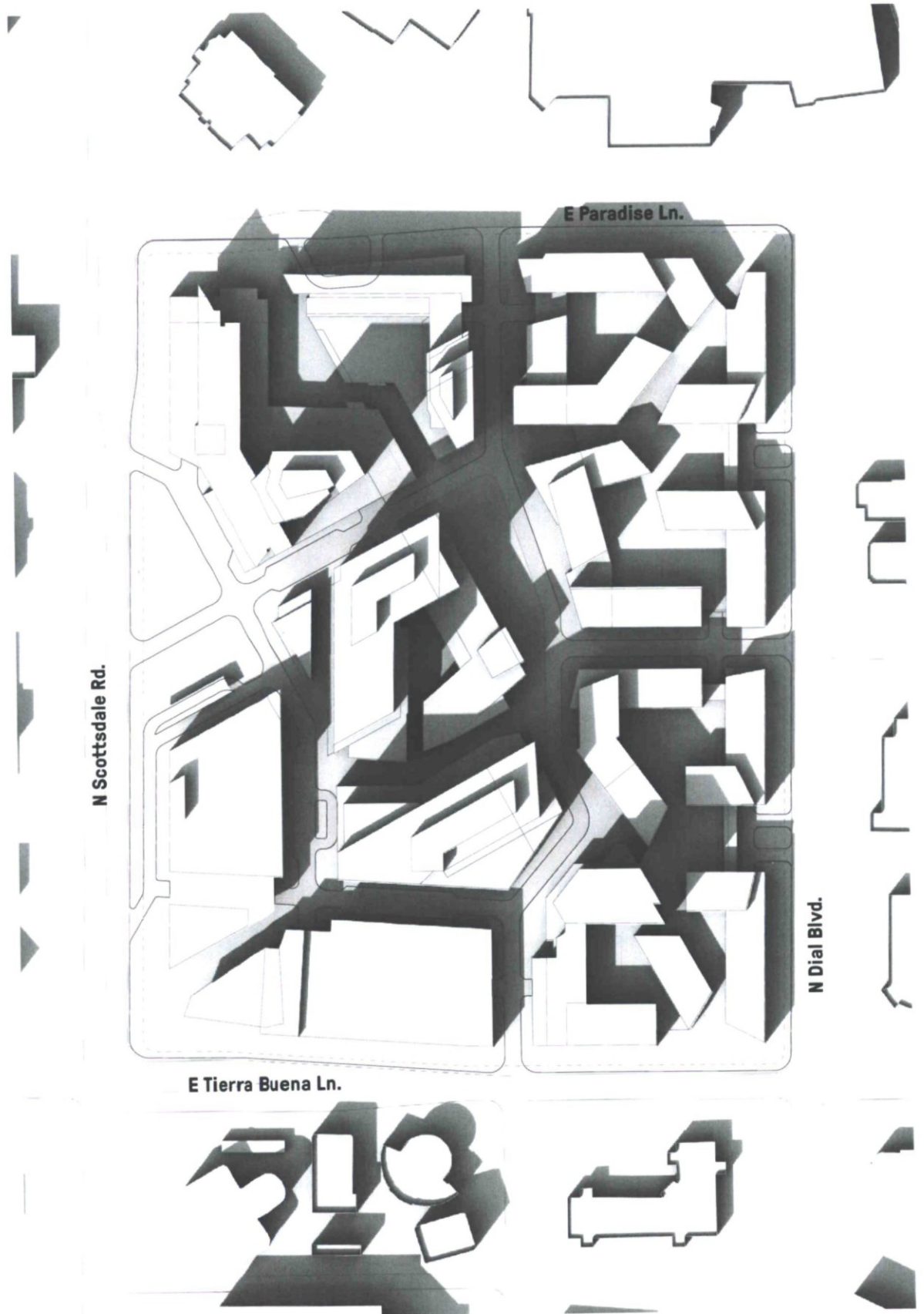
December 21
Solar Analysis

> View C.
12 PM
>> View E.
6 PM



December 21
Solar Analysis

> View D.
3 PM



06

Design Guidelines

A review of the defining urban design, architectural and landscape elements for La Via that will create the high quality spaces that enrich people's lives and uplift their spirits.





Scottsdale's Sensitive Design



Sonoran Desert
- Arizona

“DEVELOPMENT SHOULD RESPECT & ENHANCE THE UNIQUE CLIMATE, TOPOGRAPHY, VEGETATION AND HISTORICAL CONTEXT OF SCOTTSDALE, ALL OF WHICH ARE CONSIDERED AMENITIES THAT HELP SUSTAIN OUR COMMUNITY AND ITS QUALITY OF LIFE. THE FOLLOWING DESIGN PRINCIPLES HELP IMPROVE AND REINFORCE THE QUALITY OF DESIGN IN OUR COMMUNITY.”

SCOTTSDALE SENSITIVE DESIGN PRINCIPLES

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

- Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design.
- Building design should be sensitive to the evolving context of an area over time.

Response: The property is located in the Greater Airpark's Regional Core Development Area which has the greatest variety of land uses at the greatest intensity of development. La Via will enhance the character of Scottsdale Rd. through sculptural architecture, art and attractive open space. The different land uses on site will have architecture that share certain elements to create a cohesive identity.

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

- Scenic views of the Sonoran desert and mountains
- Archaeological and historical resources

Response: The development will have a strong emphasis on maximizing views of the McDowell Mountains for La Via's residents and visitors.

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

- A design should respond to the unique terrain of the site by blending with the natural shape and texture of the land while minimizing disturbances to the natural environment.

Response: La Via will respect existing topography with the exception of the golf-barrier berm which will be removed in order to enhance site connectivity.

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

Response: Native plants will be the primary type of vegetation on site thus enhancing ecological processes and providing for native fauna.

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

- Streetscapes should provide continuity among adjacent uses through use of cohesive landscaping, decorative paving, street furniture, public art and integrated infrastructure elements.

Response: La Via's public realm is the defining characteristic of the space and the highly crafted pedestrian routes on site are meant to be popular and iconic.

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: Bus access is currently along Scottsdale Rd. that will have a pedestrian connection to the larger pedestrian network. Bike routes will run through La Via and connect to the bike routes that run along the western and northern edge of the site.

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

- Design elements should be included to reflect a human scale, such as the use of shelter and shade for the pedestrian and a variety of building masses.

Response: The public realm is intended to be comfortable and well connected. Through the use of landscape and shading elements, heat and sun elements will be mitigated. Each corner of La Via will have access to high quality pedestrian-only corridors that connect in the central plaza of the site.

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

- To control the visual impact of a building's height and size
- To highlight important building volumes and features, such as the building entry.

Response: Buildings masses are organized in a logical order to provide an iconic view from Scottsdale Rd. and to maximize views of the McDowell Mountains for La Via's residents and visitors. Building entrances are highlighted with architectural features.

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

- Interior spaces should be extended into the outdoors both physically and visually when appropriate.
- Materials with colors and coarse textures associated with this region should be utilized.
- A variety of textures and natural materials should be used to provide visual interest and richness, particularly at the pedestrian level.



Summerlin
- Las Vegas, NV

- Materials should be used honestly and reflect their inherent qualities
- Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.

Response: La Via will appropriately respond to the desert environment with visually impactful buildings that functionally meld indoor/outdoor spaces and are constructed with locally-inspired materials, colors and textures. Features will include attached shade structures, deep roof overhangs and recessed windows to mitigate the harshness of the heat and sun.

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

- Design strategies and building techniques, which minimize environmental impact, reduce energy consumption, and endure over time, should be utilized.

Response: Design strategies are intended to create a vibrant and popular pedestrian realm that will improve people's health through improved fitness and social engagement. Buildings will utilize passive cooling techniques and innovative materials intended to minimize energy use for cooling..

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

- The character of the area should be emphasized through the careful selection of planting materials in terms of scale, density, and arrangement.
- The landscaping should compliment the built environment while relating to the various uses.

Response: The landscape will feature a variety of mature regionally indigenous landscape materials. The planting materials will create a regional statement and compliment the built environment in order to create an iconic identity.



Summerlin
- Las Vegas, NV

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

- Water, as a landscape element, should be used judiciously.
- Water features should be placed in locations with high pedestrian activity.

Response: Native Vegetation and desert adapted landscaping will be the predominant vegetation on site. Water features will be carefully utilized to enhance prominent pedestrian corridors and plaza spaces.

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

- A balance should occur between the ambient light levels and designated focal lighting needs. Lighting should be designed to minimize glare and invasive overflow, to conserve energy, and to reflect the character of the area.

Response: Lighting will be integrated into La Via's design for comfort, safety and character.

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

- Signage should be designed to be complementary to the architecture, landscaping and design theme for La Via, with due consideration for visibility and legibility.

Response: Signage elements will complement the public realm. Their will be special emphasis on ensuring the pedestrian realm has adequate signage to guide users due to the complex and intricate pathway network.

Architectural Guidelines



*Marine Gateway
- Vancouver, CAN*

LA VIA'S ARCHITECTURE WILL BE ATTUNED TO THE UNIQUE CLIMATE AND CONTEXT OF SCOTTSDALE. IT IS FOCUSED ON A HIGH QUALITY LIFESTYLE THAT IS BASED ON HEALTH, COMMUNITY AND SUSTAINABILITY.

INTRODUCTION

The architectural principles of La Via seek to make the project contextual to the climate and culture of Scottsdale while establishing a high quality public realm and environmental sustainability. Through form and massing, in addition to climate responsive architecture, La Via seeks a sustainable and iconic development on Scottsdale's namesake road.

ARCHITECTURE PRINCIPLES

1. Iconic Scottsdale Rd.

La Via will have a strong and iconic presence on Scottsdale Rd. Building form and massing will be organized to create a sculptural-like development as seen from the road.

2. Maximize Views

Views of La Via's open space and especially views beyond the site: McDowell Mountains, Saddleback Mountains, are maximized through building height, siting and orientation.

3. Climate Appropriate

La Via will respond to the desert climate in form, massing and texture to maximize the comfort of indoor and outdoor spaces and engage in sustainable practices. Buildings are massed to shade one another and individual building facades will respond to solar orientation through screening and window location. The use of shade structures,



*The Boardwalk
- Irvine, CA*

deep roof overhangs and recessed windows are incorporated into the building designs.

techniques that create an enduring development that minimizes energy consumption and environmental impacts.

4. Pedestrian Experience

The pedestrian experience is enhanced through building massing that creates shaded, connected and interesting corridors. Podium levels are human scaled and help define the corridors. The podiums create visual compression through the corridors and visual expansion in the plazas for a heightened and exciting pedestrian experience.

5. Regional Statement

The architecture will create an identifiable regional statement through materials and desert-inspired colors and textures where applicable. It will respond to the Sonoran desert environment and enhance the character and brand of the City of Scottsdale.

6. Sustainability

La Via will support healthy living and sustainability by utilizing design strategies and building

Architectural Character



*Office Complex,
La Via Massing Model*



OFFICE & COMMERCIAL

The office and commercial buildings on La Via are placed in the middle of the site to create a strong presence on Scottsdale Rd. and to maximize views of the McDowell Mountains by placing them behind the residential buildings on site located to the west.

Their massing is flexible to meet the demands of a functional floor plate and to properly frame the public realm. The podium levels are shaped to create the pedestrian passageways that link La Via. The office floors that sit above the podium are functionally designed and oriented to maximize views. In the inefficiencies of the different floor plates, amenity rich roof decks are created.

.....
The facades reflects the surroundings.
.....



.....
Curtain walls artfully integrate into building facades.
.....



.....
The play of form and lighting create dynamic views.
.....



.....
Parking garages are seamless with the architecture.
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.....
Courtyards provide a unique office experience.
.....



.....
Terracing creates roof decks and maximizes viewsheds.
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Architectural Character



*Condominium Complex,
La Via Massing Model*



RESIDENTIAL CONDOMINIUM

Residential condominiums prominently anchor the northern and southern corners of La Via. The north condo is integrated with the hotel and a premier fitness club to share amenities.

The roof and amenity decks will offer impressive views of Scottsdale, the McDowell Mountains beyond, and La Via's open space network. The condominium facing Scottsdale Rd. will be visually iconic and complement the signature office towers.

Composition of base, body and top for buildings.



Ground/podium floors provide intimate gathering spaces.



Balconies provide shade and outdoor use.



Use of color to define building character.



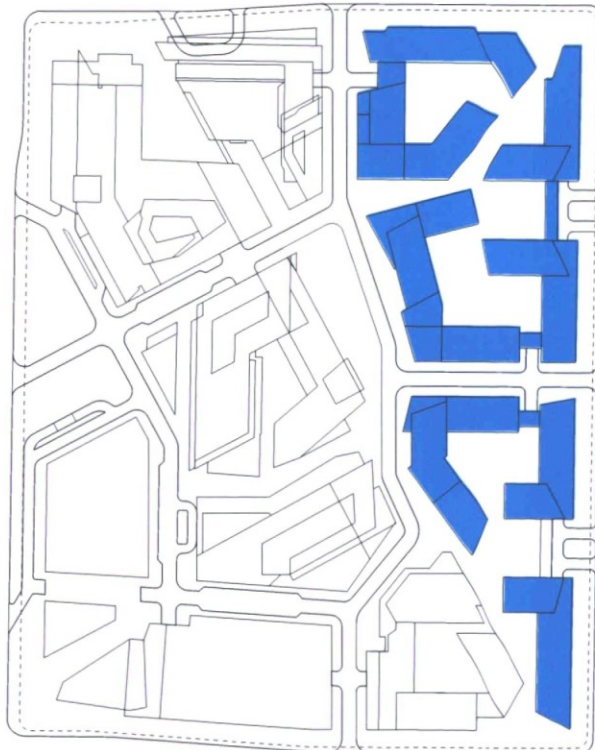
Mixed use residential with retail and commercial uses.



Architectural Character



*Residential Buildings,
La Via Massing Model*



MULTI-FAMILY RESIDENTIAL

The residential parcels are located on the less public and more quiet western portion of La Via. This siting also has the benefit of providing access directly from North Dial Blvd.

The buildings are massed to create amenity rich, private courtyards for residents. These courtyards are shaded by the buildings and have direct connectivity.

For contextual optimization, the building faces that look out over the central plaza differ from those building faces that look out towards the McDowell Mountains. Building masses are limited to 3-4 stories to create a pedestrian scale to the neighborhood.

.....
Creative and artistic facade treatments.
.....



.....
Use of vine trellises along facades and podium level.
.....



.....
Textured facades with warm stone materials. Screens provide shade and preserve views.
.....



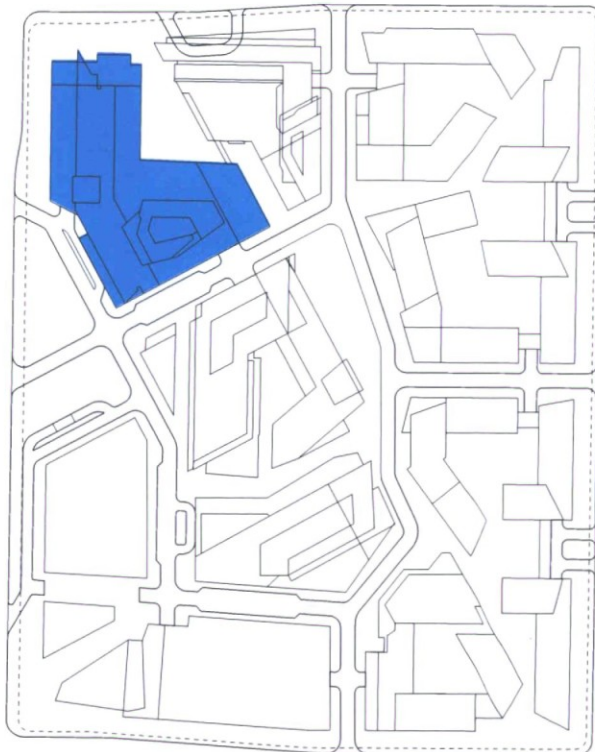
.....
Building masses create playful spaces in the terraces and courtyards.
.....



Architectural Character



*Hotel,
La Via Massing Model*



LUXURY HOTEL & FITNESS CENTER

.....

The hotel & fitness center is situated with a presence on Scottsdale Rd. The adjacent sculpture park complements the building's entrance and provides a scenic view for the hotel. The prominent amenity deck features a fitness center that may be up to 30,000 sq. feet in total.

.....

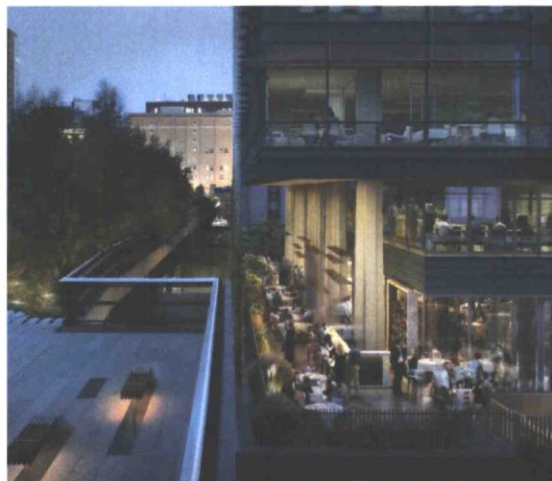
.....
Windows are climatically sensitive and softer materials like stone and wood are wood.
.....



.....
Transperant lobby is visible from Scottsdale Rd.
.....



.....
Terraces are shaded by architecture elements.
.....



.....
Building form is varied and pedestrian scaled.
.....



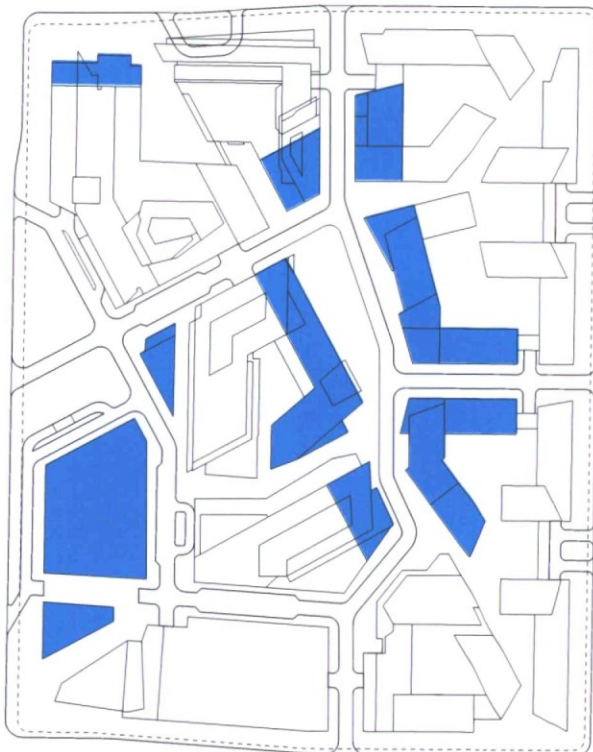
.....
Terraces have dining and lounge elements.
.....



Architectural Character



*Central Plaza,
La Via Massing Model*



RETAIL & MARKET

.....

The retail portion of La Via is intended to complement and not compete with Scottsdale Quarter or Kierland Commons. It is not based upon selling traditional merchandise (Apple, Zara, etc.) but instead focuses on restaurants, fine dining and original art which will strongly support tourism.

High end restaurants will gravitate towards the base of the hotel and office buildings while more intimate coffee houses, bakeries and possibly laundry services will gravitate towards the base of the residential buildings.

In addition, there is a larger market that supports the entire community and especially the newer residential developments to the south of La Via. The market is easily accessed and visible due to its location on Scottsdale Rd.

.....

Series of outdoor rooms in plaza areas.



Facades showcase a vibrant retail environment.



Architecture blends indoor and outdoor spaces.



Bright, airy and eclectic food halls.



Architectural Character



*Theatre/Civic Space,
La Via Massing Model*



THEATRE/CIVIC USE

The community theatre/civic use building is an iconic and dynamic symbol that represents the art and culture of Scottsdale. As the first building of La Via you see travelling north on Scottsdale Rd., its presence proudly represents the art component of the project.

Placed on the corner of La Via and bordered by a pedestrian corridor, the building is highly connected to rest the of the project and the neighborhood's pedestrian network.

The building can also include a coffee house, museum or visitor's center, as desired, in order to fully meet the needs of its patrons.

Horizontal and vertical elements for layered texture.



Interior lighting creates lantern like volumes.



Transition between simple and intricate architectural elements.



Facade can respond to natural elements like wind.



Use of dynamic facades.



Landscape Architectural Guidelines



*Scottsdale Quarter
- Scottsdale, Arizona*

THE LANDSCAPE OF LA VIA FUNCTIONS AS THE FRAMEWORK OF THE SITE WITH ICONIC PUBLIC SPACES SERVING AS ANCHORS. A HIGH QUALITY PUBLIC REALM IS CRITICAL TO LA VIA'S IDENTITY AND SUCCESS.

INTRODUCTION

The overarching goals of the landscape architecture is to provide the structure for La Via to realize the ambitions of it's name: The Village for Innovation and Art. Crafting a pedestrian experience unlike any other in Scottsdale is critical to creating the engaging community, business innovation and vibrant arts destination that will define La Via.

LANDSCAPE ARCHITECTURE PRINCIPLES

1. Flexibility to Meet the Community's Needs

The landscape design will have a variety of spaces with the necessary flexibility to meet La Via's diverse needs. The result will be to bolster community engagement and instill a connection between people and place.

2. Pedestrian Connectivity

Enhance pedestrian connectivity into and throughout La Via. There will be a network of pedestrian-only corridors that begin at the four corners of La Via and link together in the Central Plaza of the project. The paths connect the business, residential, retail, civic and hotel portions of the site and form the framework of La Via.

4. Comfortable and Safe Pedestrian Experience

Provide a safe and enjoyable pedestrian experience to encourage pedestrian circulation. Safety is provided through pedestrian only routes and



*Las Ramblas
- Barcelona, Spain*

detached sidewalks in addition to structuring development to ensure there are adequate “eyes on the street” and avoiding spaces that are not regularly trafficked or visible to the public.

Efforts will be made to ensure dense shade along pedestrian corridors utilizing both trees and shade structures. There will be ample public seating elements for resting and relaxing in addition to a variety of art elements and retail along the paths to create pedestrian interest.

5. Regional Statement

The landscape will create an identifiable regional statement through materials, desert-inspired colors and a primarily regional plant palette. It will respond to the Sonoran desert environment and enhance the character and brand of the City of Scottsdale.

6. Sustainability

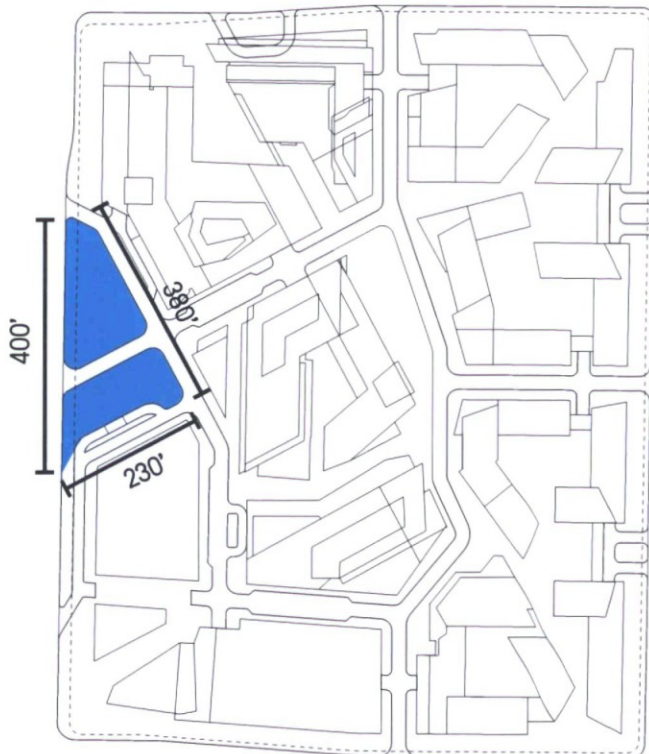
La Via will enhance the values for livability and sustainability by having planting schemes that

support water conservation and provide passive cooling.

7. Integration of Art into the Open Space

Art will be an integral part of the landscape experience. Large sculptures will be visible in the large open spaces of La Via, namely the Central plazas and Sculpture Park along Scottsdale Rd. In addition, smaller art pieces will be placed along the various pedestrian paths of the project thus stitching the open space together and providing the iconography of La Via.

Landscape Character



SCULPTURE PARK

The Sculpture Park is the portion of La Via that runs along Scottsdale Rd. It acts as the face of La Via and its sculptural architecture, mesquite bosques and bold art pieces define La Via's identity. The bosques not only provide culturally significant identity, and visual prominence but also frame individual art pieces and provide shady pedestrian respites.

The large sculptural water feature in the park will have artistic merit and encourage public interaction with the water. The park will be a beacon for Scottsdale's proud Sonoran heritage & arts culture.

As a scale comparison, Scottsdale City Hall's Park measures 880' x 320' and the Sculpture Park would be roughly 1/3 of it's size.

.....
The mesquite bosque provides ample shade underneath.
.....



.....
Sculptures can serve dual function as water features.
.....



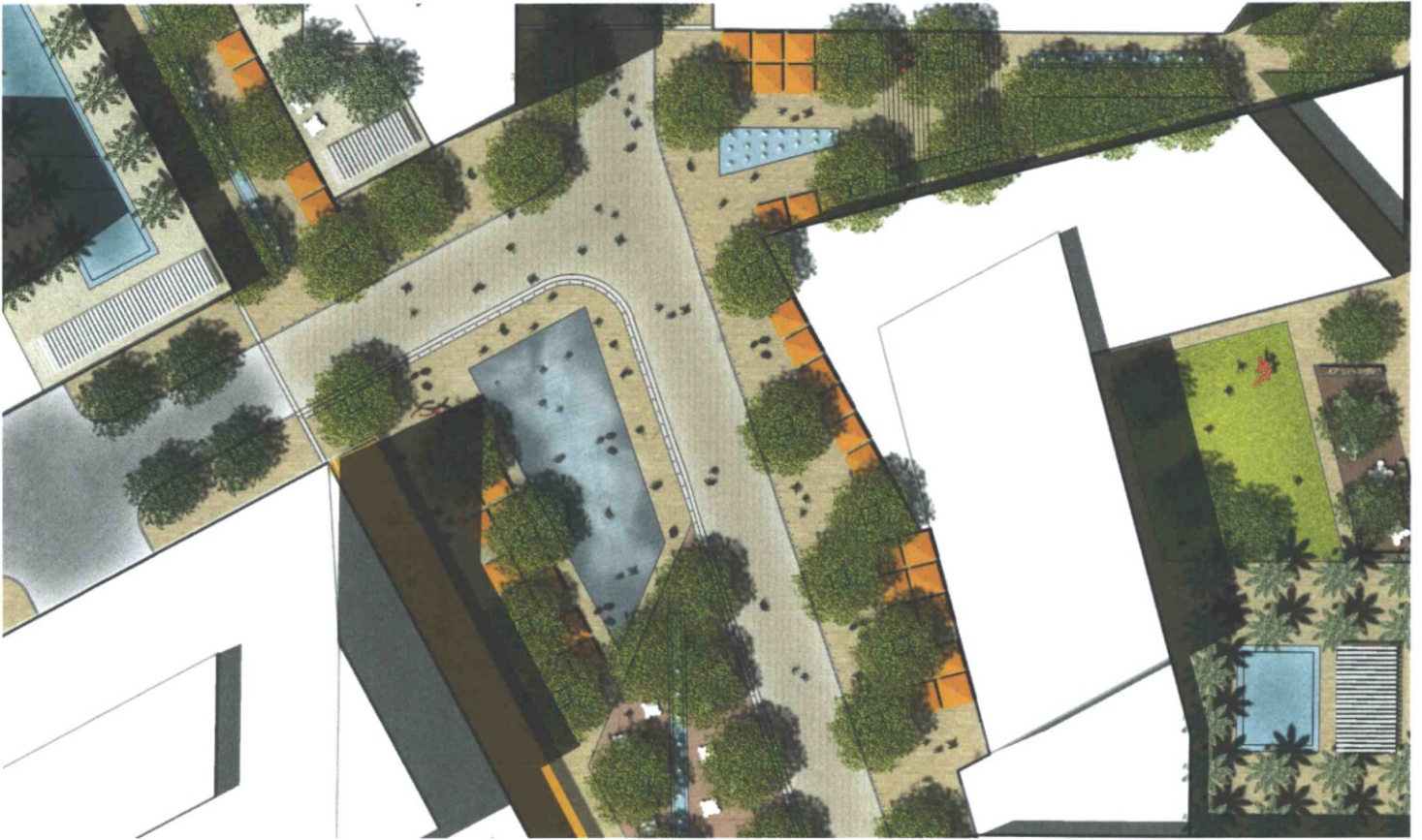
.....
Smaller art pieces are placed throughout the plaza.
.....



.....
The mesquite bosque creates an iconic entry plaza.
.....



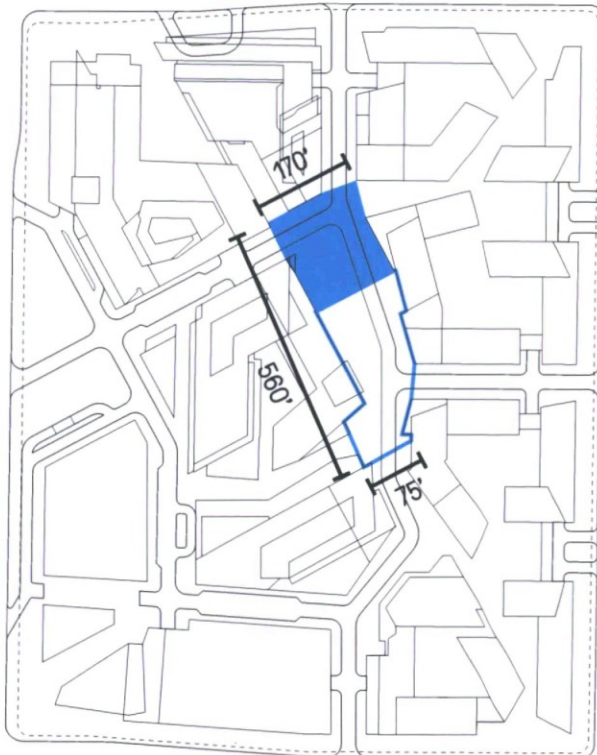
Landscape Character



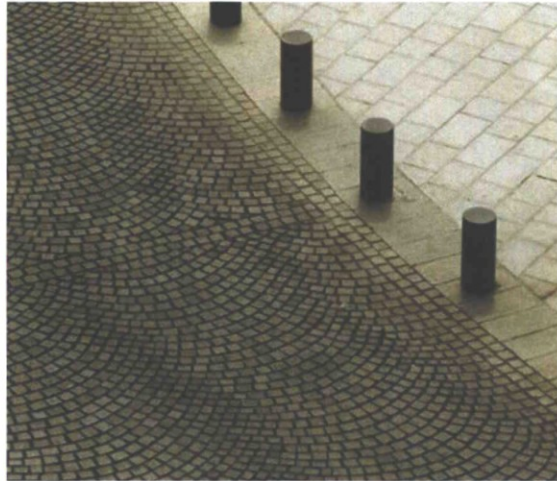
CENTRAL PLAZA (NORTH)

The central plaza is the heart of La Via. The north section is organized for flexibility. It is composed primarily of paving integrated with sub-grade lighting. On top of the paving is a thin reflective film of water that has misting jets that create a cooling fog. However, the water can be drained and it can host a myriad of events in its place.

The edges of the plaza are utilized as restaurant seating and are densely filled with large umbrellas and tables with chairs. To encourage pedestrian movement across the plaza, bollards are utilized to separate cars and pedestrians. Auto access is limited.



High quality paving materials with subtle variations.



A flexible space can be used as a seasonal ice rink.



Restaurants utilize umbrellas to shade patrons.



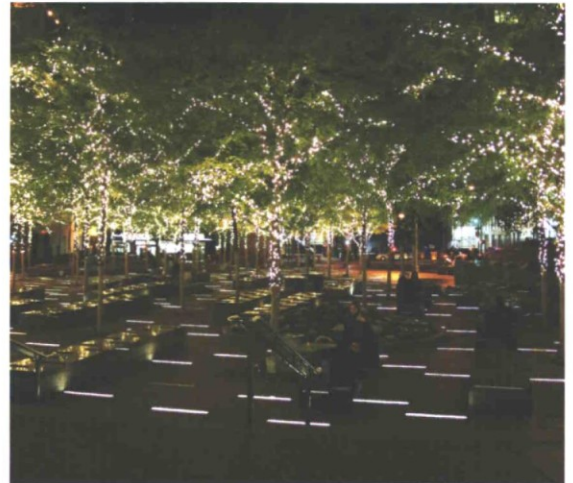
Water feature can become immersive art element.



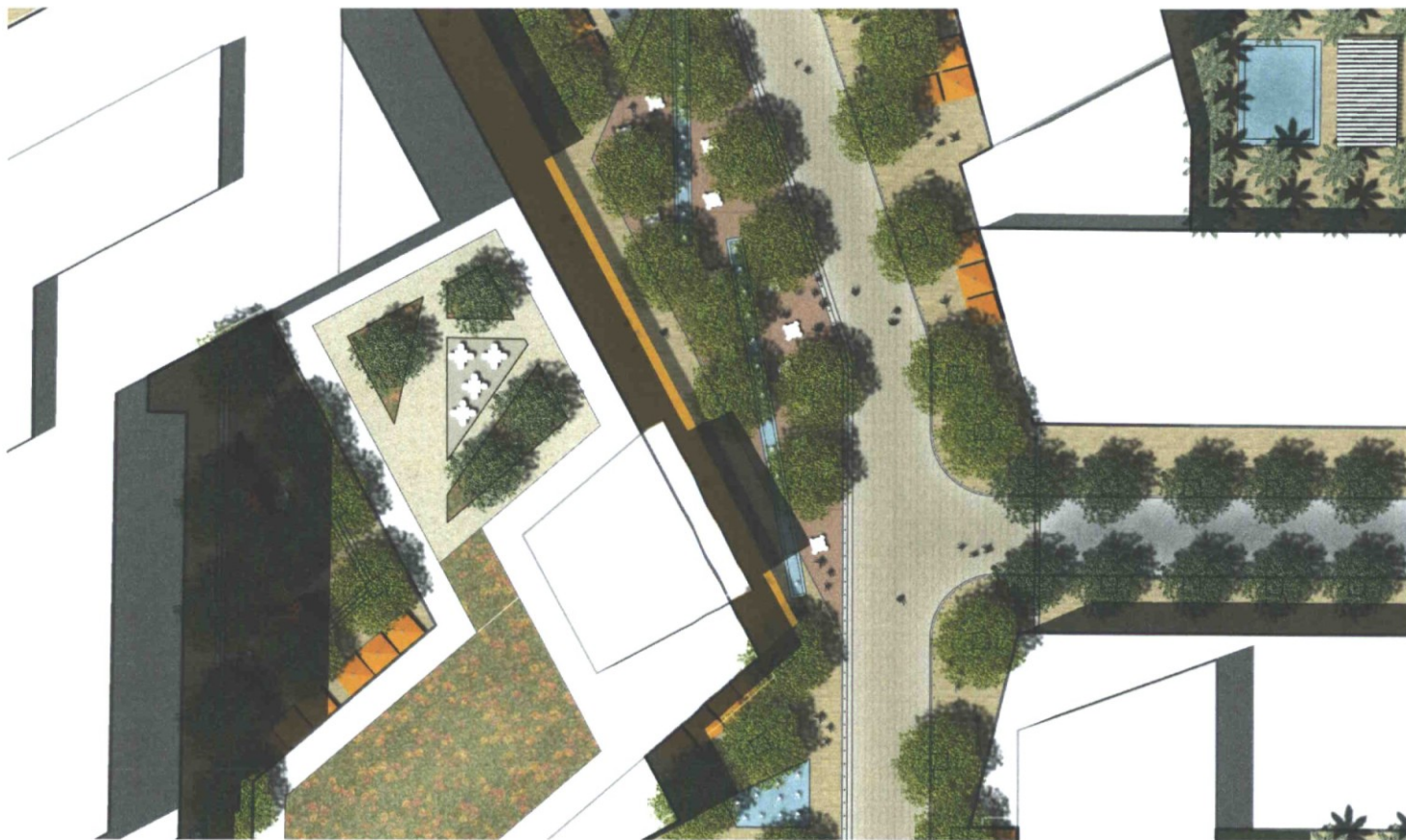
A flexible space can be used for movie screenings.



Lighting is artfully integrated with paving.



Landscape Character

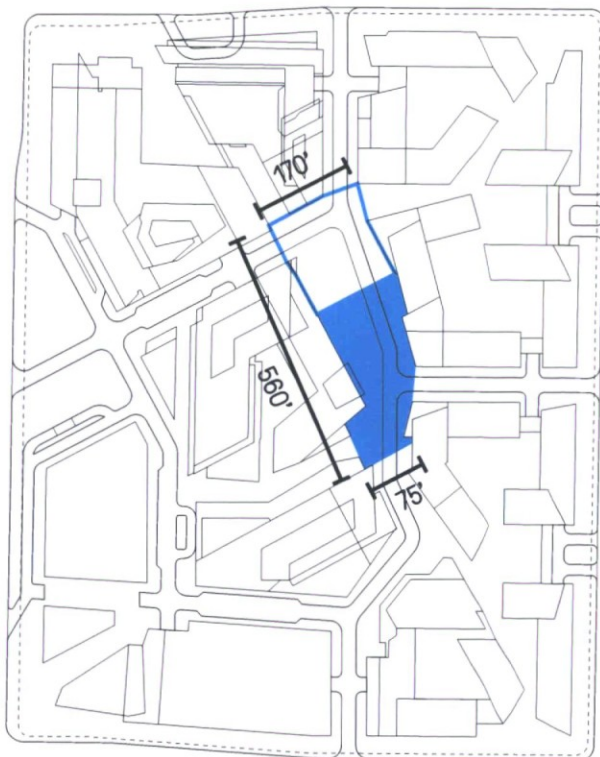


CENTRAL PLAZA (SOUTH)

The southern part of the plaza is less flexible and is focused on creating serene spaces for small groups and individuals through dense shade, small water filled runnels and flexible seating.

Paving transitions to a crushed stone aggregate surface in the south plaza. Native Arizona Sycamores and Arizona Ashes provide essential shade and are pierced by a series of water filled runnels that draw inspiration from historic and current canal systems in the Valley.

Tables and chairs with umbrellas are arrayed against the building facades for restaurants and a loose assortment of tables and chairs are scattered underneath the tree canopies.



Water runnels provide soothing sounds & coolness.



Runnels are inspired by historic and current canals.



Trees provide a dense canopy of shade. Flexible seating allows for different group sizes.



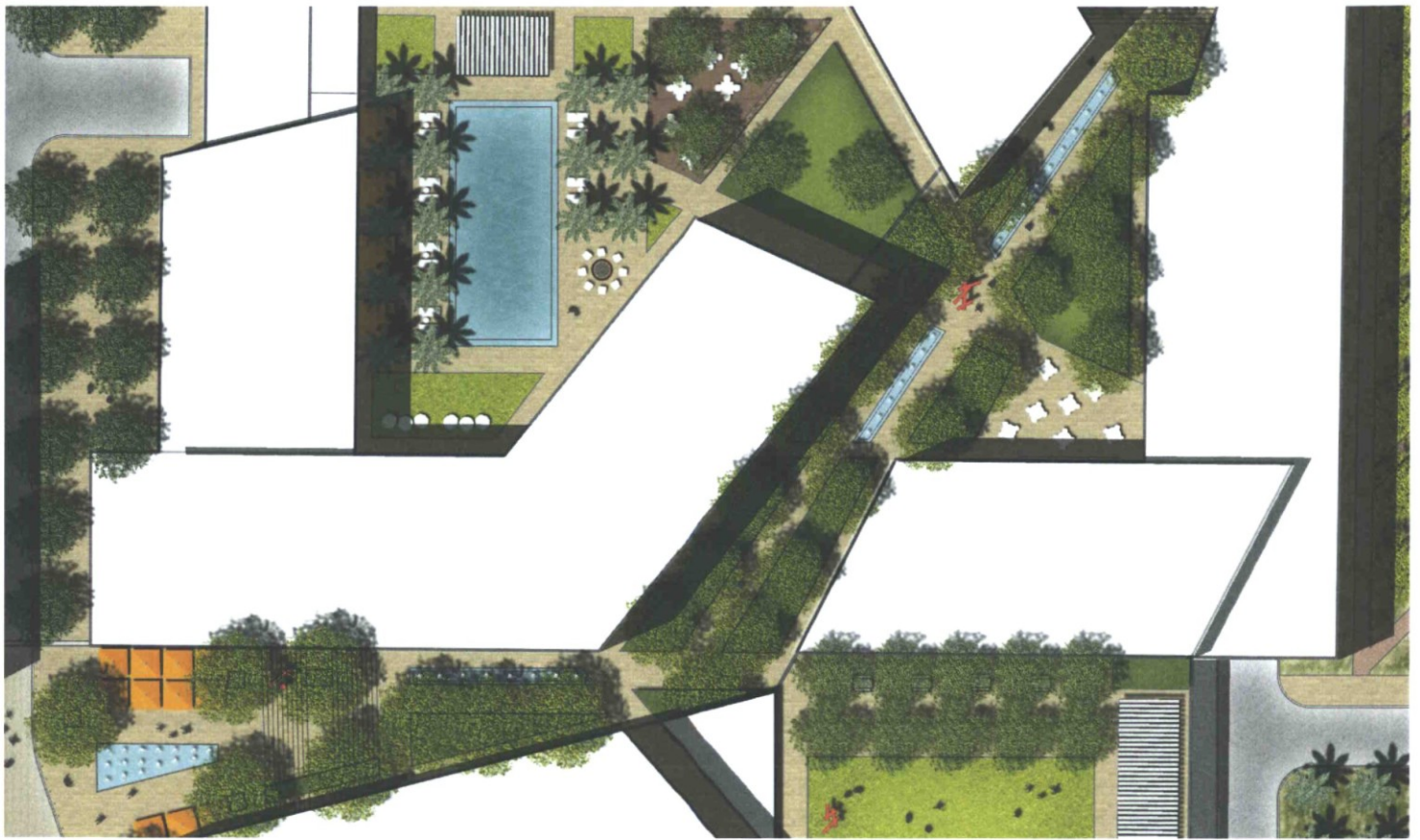
Buildings are lined with tables and chairs.



Paving transitions from stone to NaturePave XL.



Landscape Character



COMMERCIAL/RETAIL

RESIDENTIAL

ART WALK (PEDESTRIAN CORRIDORS)



The art walk is a network of pedestrian-oriented paths that begin at the four corners of La Via and link at the central plaza. The art walk is the primary means of pedestrian connectivity from outside La Via into the site and from one part of the site to the other.

The artwork respects the nearby building context. In the commercial/retail corridors, the art work is dynamic and attracts crowds. However in the residential portions of La Via, it is passive and thoughtful.

Shared paving patterns, vines along facades and tree species that form a dense canopy create a seamlessly comfortable and clear path for pedestrians.

Signage is simple and placed throughout the art walk to inform residents and visitors about the amenity.

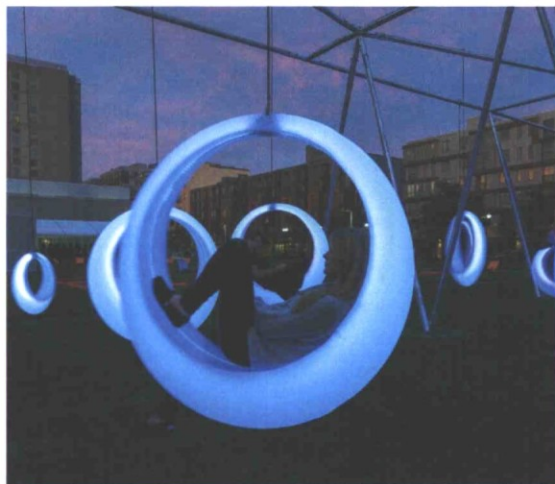
Paving is inspired by the warm tones of the desert.



Light elements are simple and art infused.



Dynamic seating with integrated art and lighting.



Walls feature small water features.



The art walk is lined with large planted pots.



A dense canopy of umbrellas shade pedestrians.

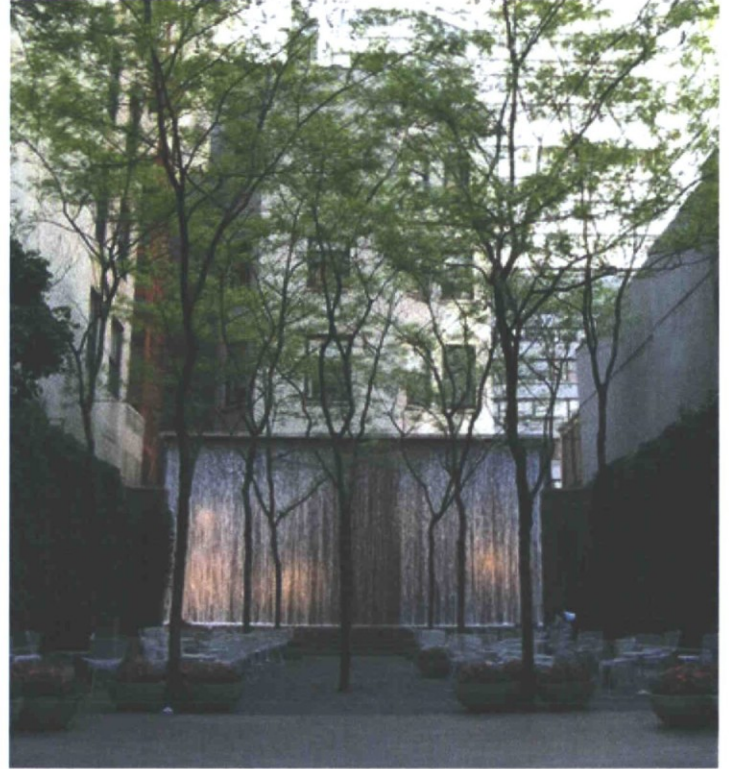


Art Walk Imagery

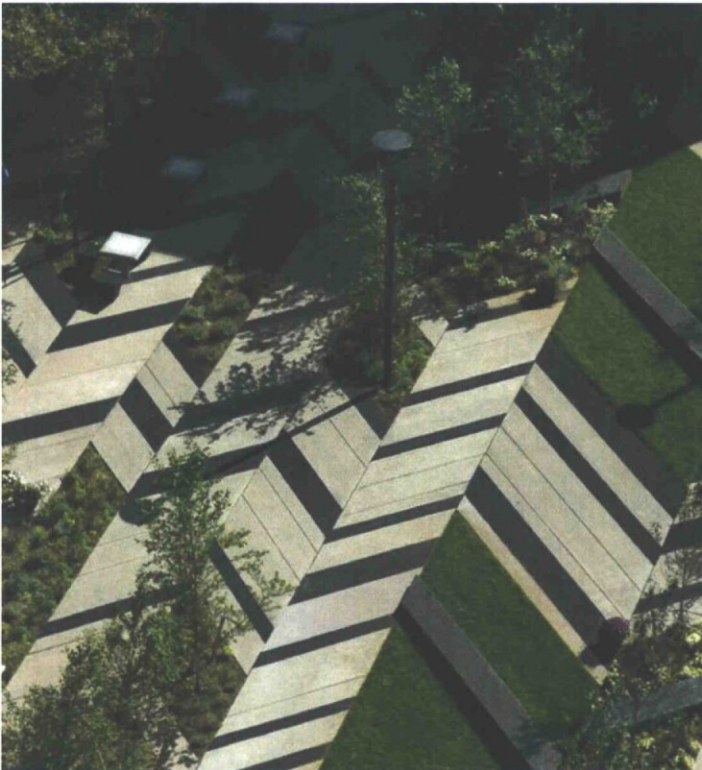
Walls and windows feature a series of hanging baskets.



A water wall provides the focus for a gathering space.



Paving provides texture and directionality on the ground plane.



Seating can be integrated into raised planting areas.



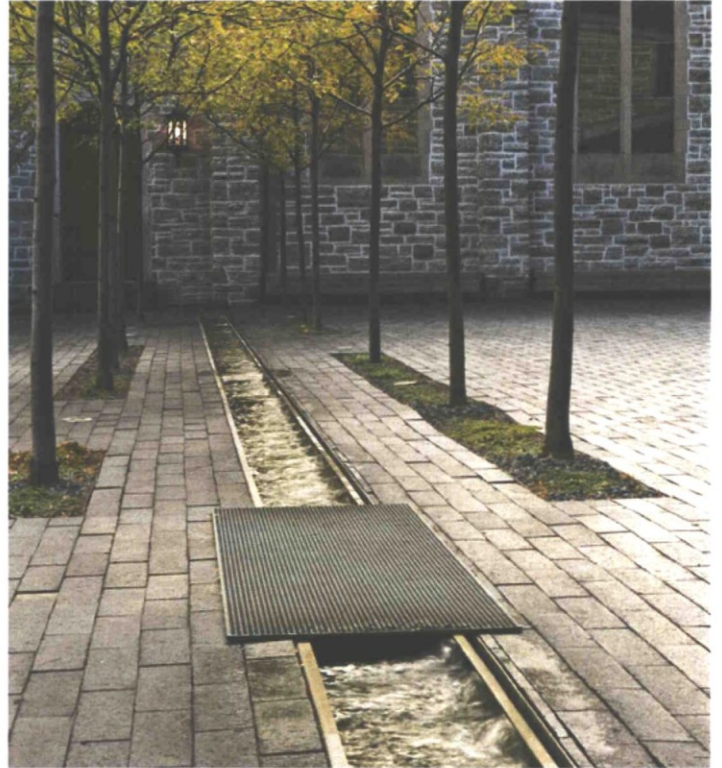
.....
A tall canopy creates a sense of enclosure throughout the space.
.....



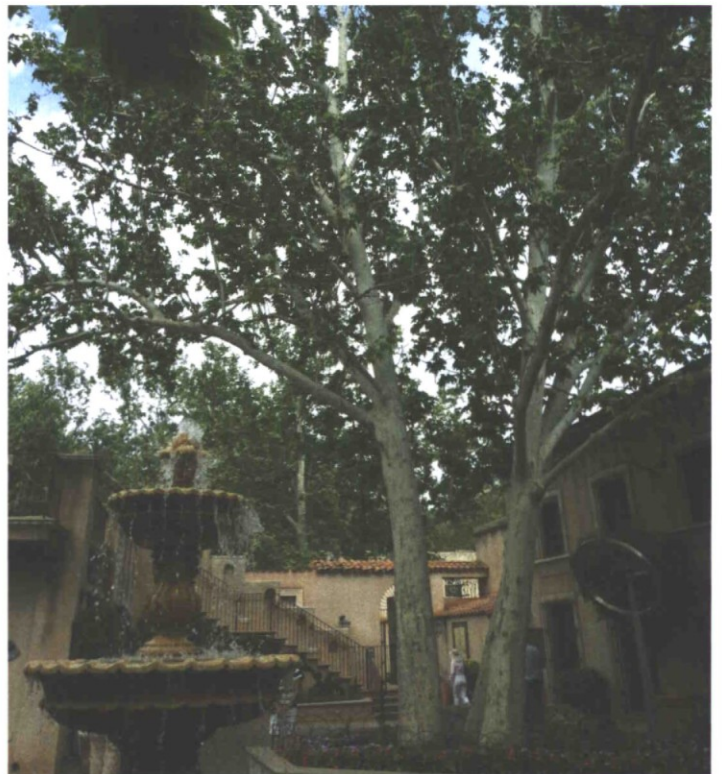
.....
Sculptural lights activate the public realm at night.
.....



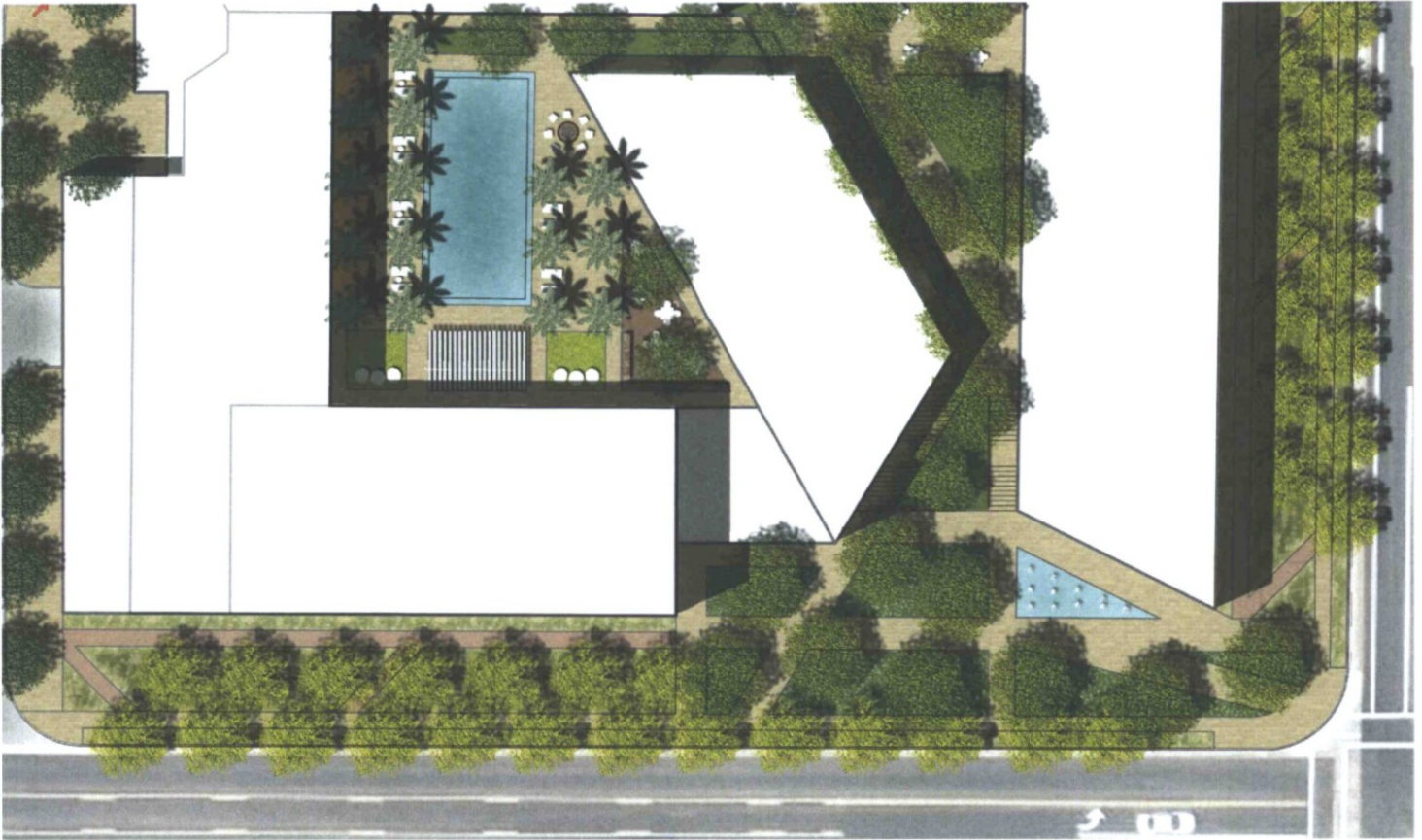
.....
Water runnels inspired by local and historic irrigation canals.
.....



.....
Arizona Sycamores provides ample shade with a tall, upright form.
.....



Landscape Character

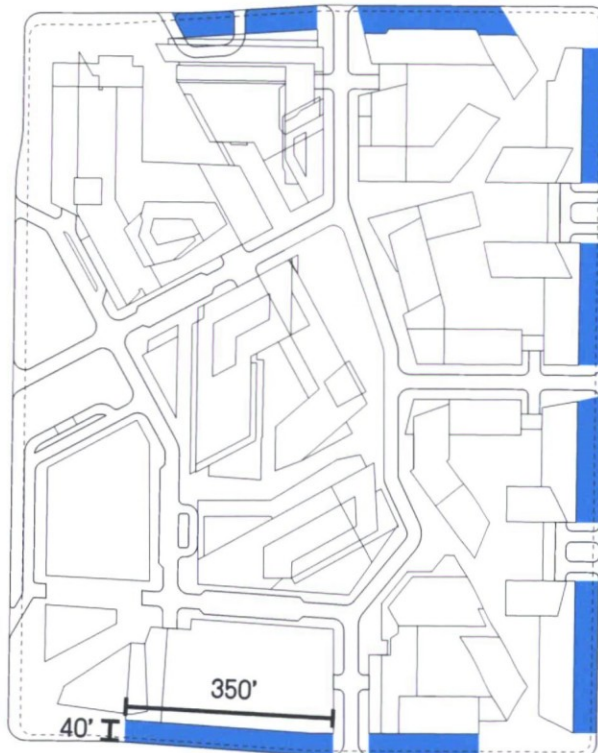


LA VIA GARDENS

The La Via Gardens are composed of the 25'-35' setback space that rings the development. Its primary function is to collect water and serve as a water detention for La Via. The addition of a network of crushed stone paths that frame the detention areas create a series of parterres.

The parterres are composed of native vegetation with rows of Palo Verde "Desert Museum" providing shade and visual effects.

As La Via's north, west and south edge condition, the Gardens showcase Sonoran plants, sustainable practices and elegant design.



.....
A series of parterres with mostly native vegetation provide stormwater retention.
.....



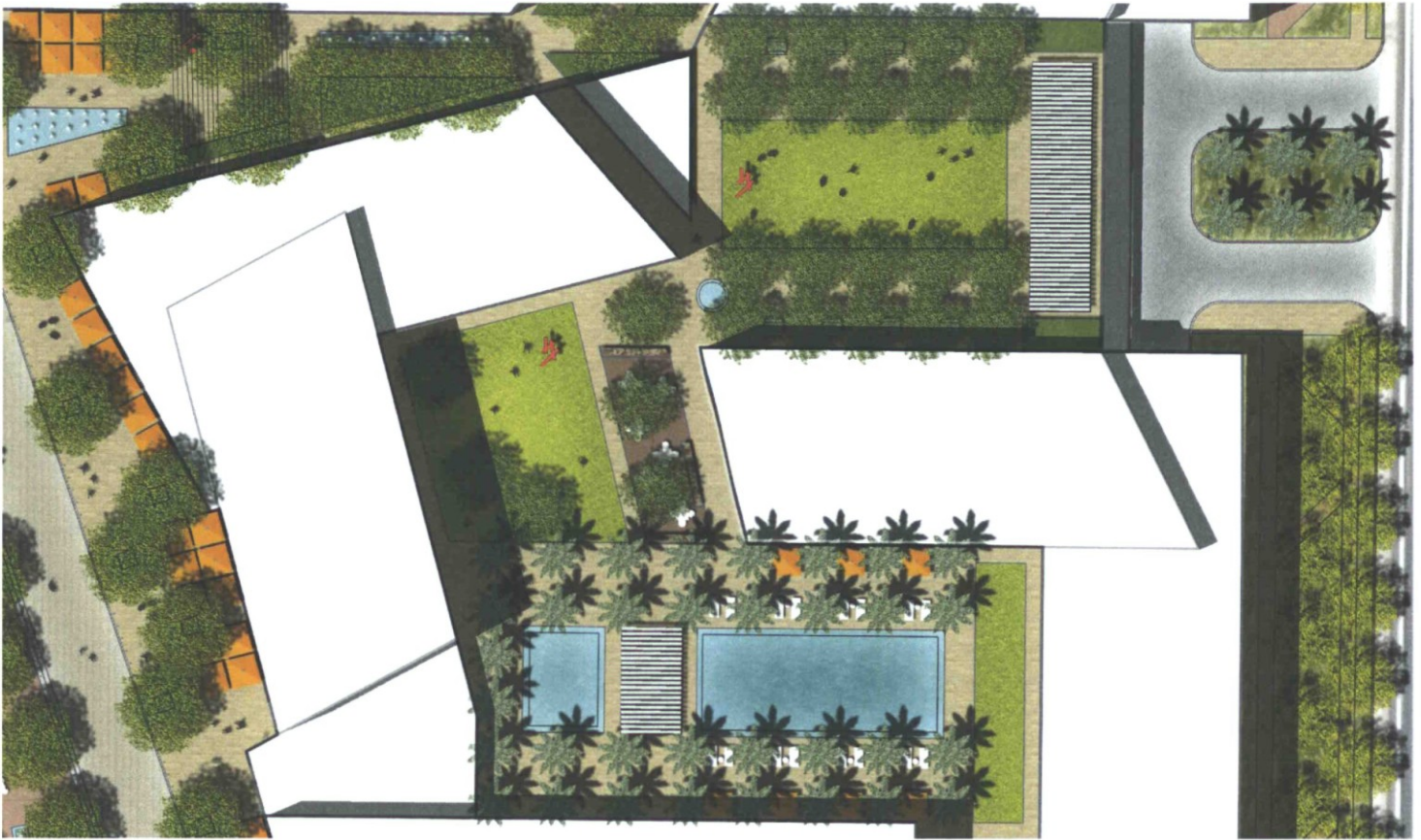
.....
Paths are shaded to ensure pedestrian comfort.
.....



.....
Paths are primarily crushed stone aggregate with Palo Verde "Desert Museum" to provide site identity..
.....



Landscape Character



RESIDENTIAL COURTYARDS

Residential buildings are organized to create internal courtyards. These courtyards are solely intended to be used by the building's residents and their guests. Resident clubhouses will be placed either within the courtyard or adjoining it to capitalize upon their adjacencies. High-end amenities may include but are not limited to pools, spas, cabanas, water features, outdoor kitchens, dining terraces, lounge seating, strolling gardens, play lawns and children's play areas.

Courtyards have open air access to the public corridors and plazas that extend beyond the building and they are meant to complement the open space program creating a variety of niches that the public realm does not provide.



.....
Courtyards utilize green wall technology.
.....



.....
Courtyards contain dining amenities.
.....



.....
Palms flank the pools to provide shade/structure.
.....



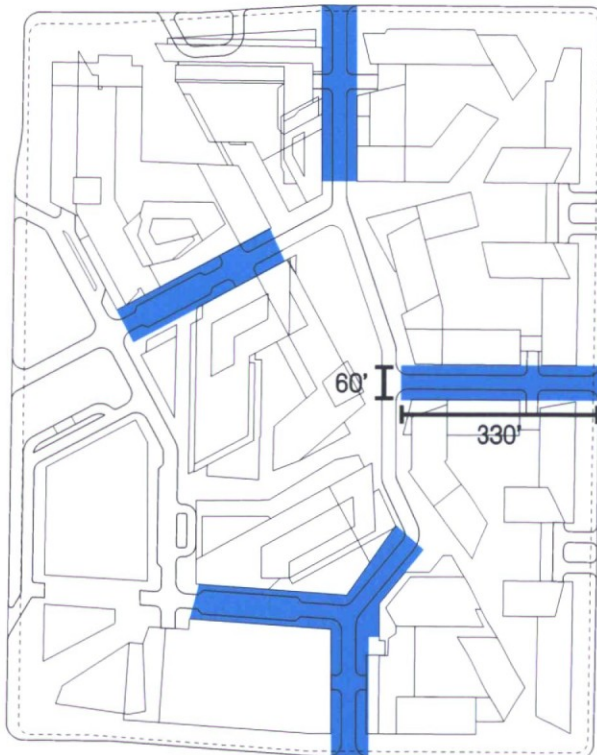
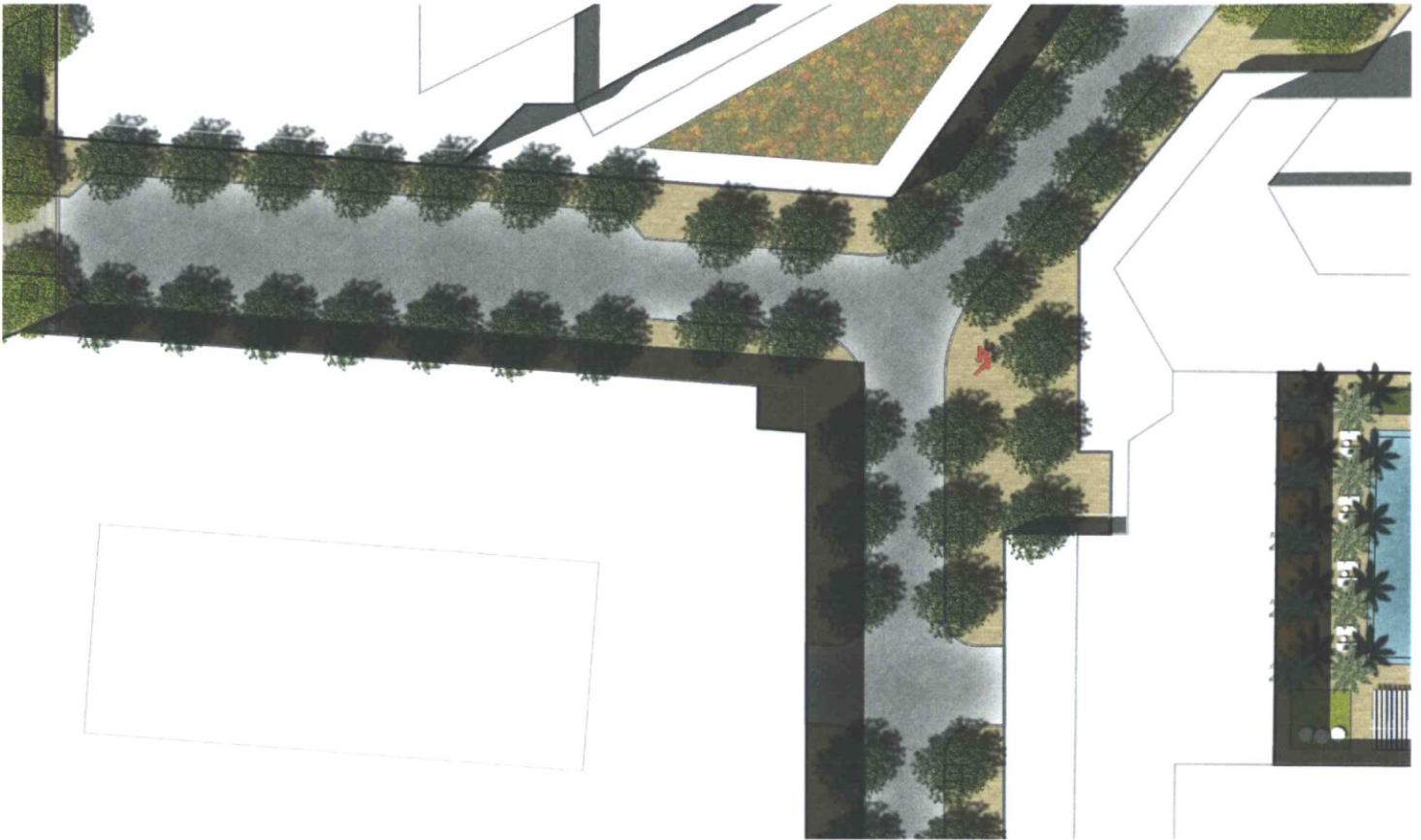
.....
Pools feature large modern umbrellas & lounge chairs.
.....



.....
Courtyards are the social hub for residents.
.....



Landscape Character



STREETSCAPES

Streets are pedestrian-centric corridors that are intimate and feel crafted. Through building shading and street trees, shade is prevalent for pedestrian comfort. High quality materials utilized for the sidewalk paving, curbs and tree plantings ensure longevity and increase the value of the pedestrian experience.

Walls may have vines and vine trellises to create a green aesthetic and reduce the reflected heat from building facades.

Lighting and furniture elements are modern and artistic, their attractive appearance merits their highly visible placement and subsequent iconography.

Intimate shaded residential streets.



Trees utilize cobble to increase walkable space.



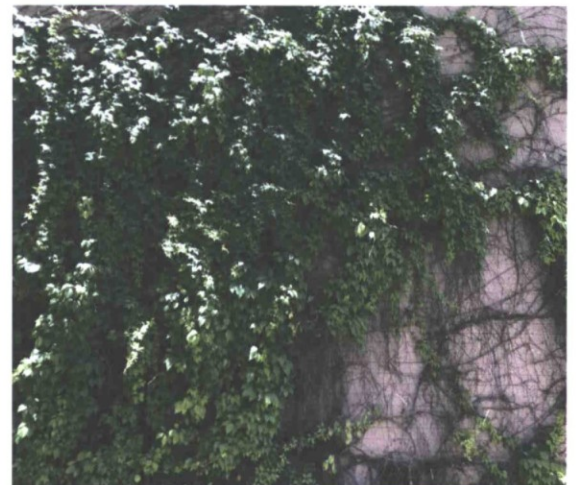
Sidewalks are crafted in brick and stone elements.



Light fixtures are modern and art inspired.



Building facades may have vines.



Landscape Character



ROOF DECKS/GREEN ROOFS

Roof space is a valuable commodity that can provide ecological, economic and social benefits. The hotel component will feature rooftop amenities that integrate with their internal fitness room and clubhouse. These roof deck amenities may include but are not limited to a pool, spa, dining terrace and lounges.

Roof decks that are highly visible but minimally used may utilize green roofs featuring desert vegetation to provide visual intrigue, cooling benefits and habitat.



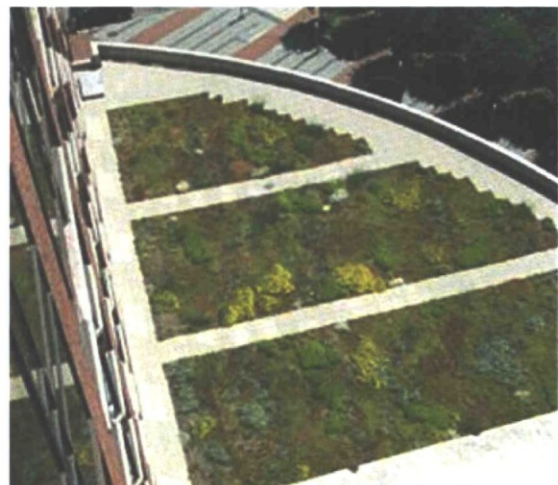
.....
Rooftops provide shade through trees/canopies.
.....



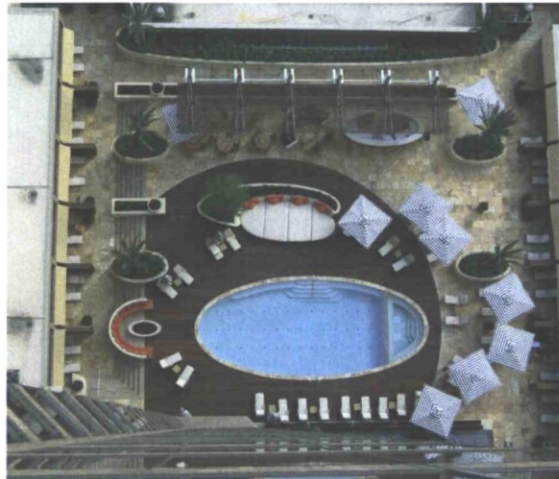
.....
Roof decks offer a variety of intimate spaces.
.....



.....
Place green roofs/roof decks where roofs are visible.
.....



.....
Hotel roof decks feature high end amenities.
.....



.....
Rooftop furniture is modern and in light colors.
.....



.....
Green roofs are composed of desert vegetation.
.....





*Ágitaqveda Art Festival
- Águeda, Portugal*

LA VIA IS A UNIQUE OPPORTUNITY TO CREATE SCOTTSDALE'S NEXT ICONIC SPACE.

THE VISION

Embracing Scottsdale's legacy of a connected community, innovative business environment and vibrant arts culture, La Via seeks to synthesize these elements and create a truly unique icon for the city.

Scottsdale has planned for, and is ready for, a world-class, state-of-the-art live, work, play development that combines elements that will attract and retain the highest paying jobs, residents to fulfill those jobs and support local business, and an engagement level that will attract the community and tourists. La Via is such a project, and it will establish a new paradigm of place making.

REQUEST SUMMARY

This request is for rezoning from General Commercial (C-4) to Planned Airpark Core Development – Airpark Mixed Use – Residential with a Planned Shared Development overlay (PCP- AMU-R PSD) on 28+/- gross acre site located at 16001 N. Scottsdale Road (the "Property") to allow for the development of La Via the Village for Innovation and Art, a unique mixed-use development concept.

A General Plan Amendment ("GPA") application for was approved by City Council in October 2011 for the subject 28+/- acres amending the Greater Airpark Character Area Plan ("GACAP") from Airpark Mixed Use ("AMU") to Airpark Mixed Use-Residential ("AMU-R"). The 2011 application did not include a companion rezoning case.

PROJECT BENEFITS

- Project will become the new paradigm in placemaking by adapting the lessons of classic spaces to modern sensibilities and functionality.
- Opportunity to create something entirely unique.
- Major new tourism component, providing increased visibility, economic benefits and tax revenues for the city and its residents.
- Create an influx of high paying jobs in vibrant sectors of the economy thus bolstering employment.
- Provide a integrated Live, Work, and Play development for a high quality of life.
- Enhance and celebrate Scottsdale's Art Culture through the addition of artful architecture, a new community theatre and an impressive collection of public art pieces linked together by an art walk trail.

Vibrant Live, Work and Play Community



Influx of High Paying Jobs & Tax Revenues



Premier Tourist Destination



Enhance & Celebrate Scottsdale's Art Culture



A1

Central Plaza Perspective





A2

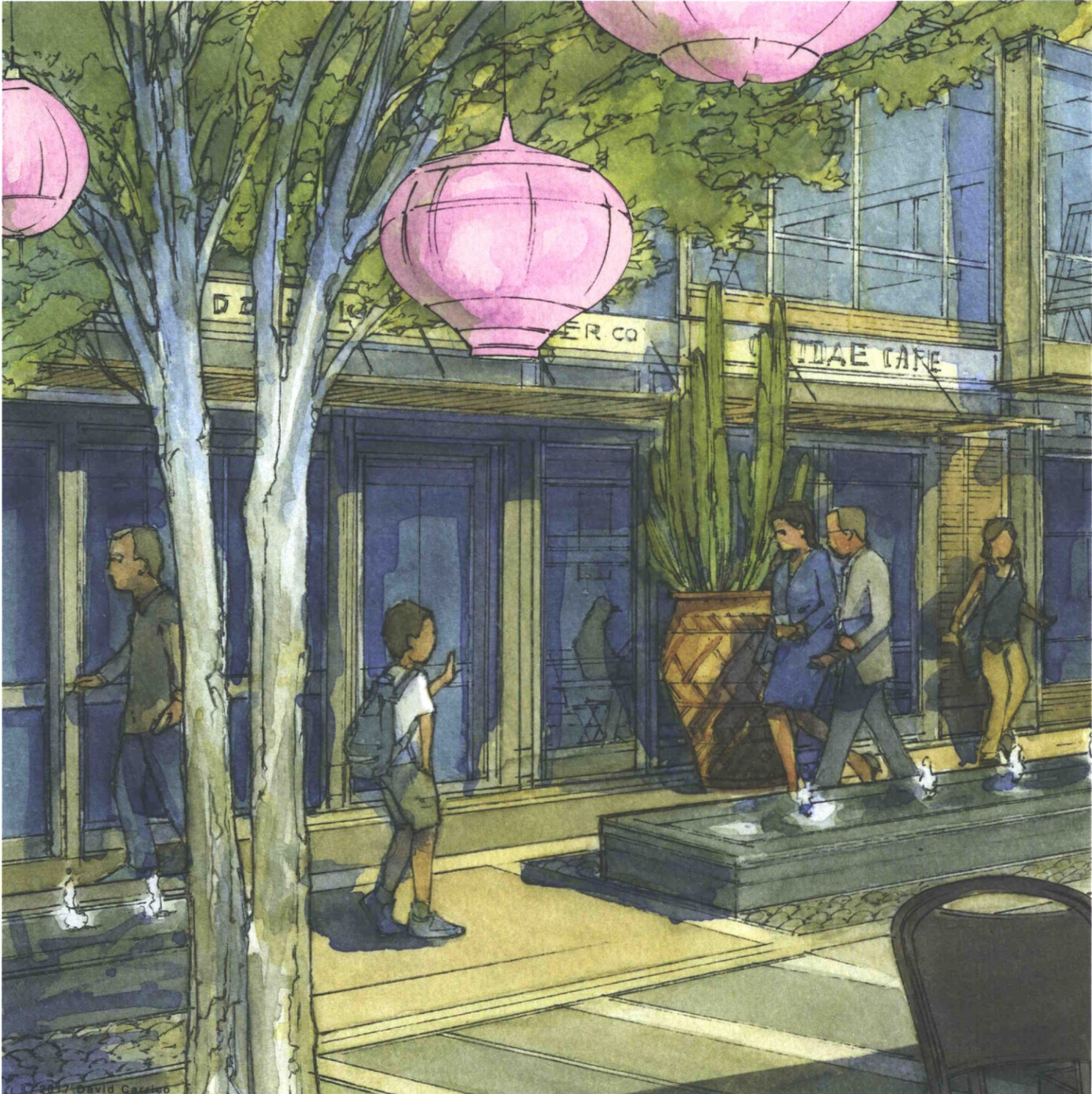
Central Plaza Perspective

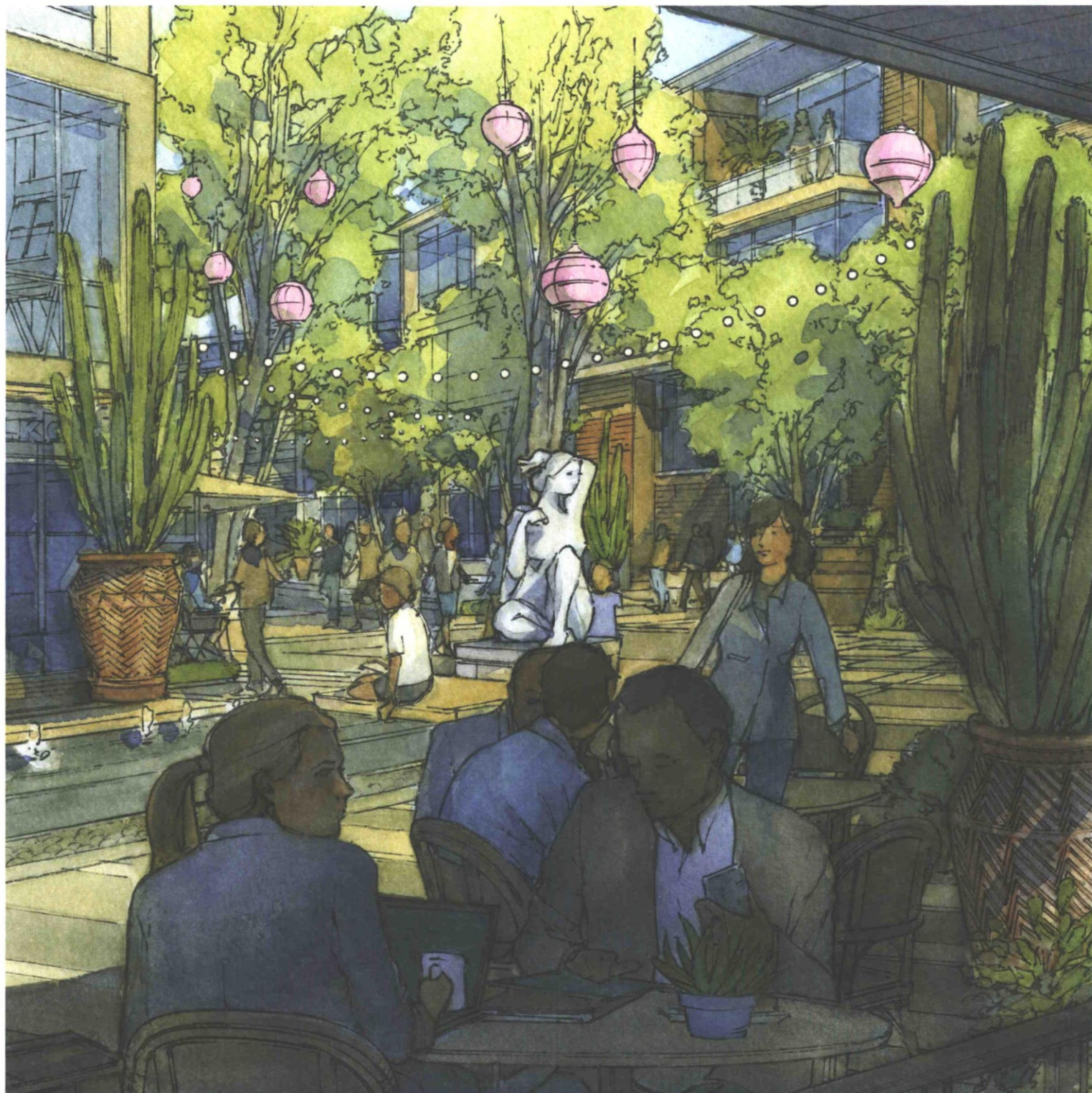




A3

Art Walk Perspective





La Via

10-6-2017

Bonus Provisions/Special Improvement Calculations

Bonus Height

- Increase in building height from 84' to 134' for hotel = 50'.

Formula

$50 F_{BH} = [T_{CE} / (1.035)^{(CY - 2013)}] \times 0.0001$ which equals: \$593,844 for 2018

Bonus FAR 0.8 to 1.6

- Gross site area = 27.7 acres or 1,206,250 s.f.
- Base FAR per PCP = 0.8 or 965,000 s.f.
- Total FAR proposed = 1,930,000 s.f.
- Proposed increase in FAR from 0.8 to 1.6 = increase of 0.8

Formula

$965,000 SQ_{BA} = [T_{CE} / (1.035)^{(CY - 2013)}] \times 0.1$ which equals: \$11,461,173 for 2018

CY = Current Year

F_{BH} = Feet of bonus height

SQ_{BA} = Square feet of gross floor area bonus

T_{CE} = Total Construction Cost Estimate

Total: \$12,055,017

Allocation of special improvements will comply with the current PCP Ordinance or as it may be amended. A development agreement detailing the allocation of the special improvement bonus funds will be drafted prior to the City Council hearing. City Staff is currently processing a text amendment to Sec. 5.4000 of the Zoning Ordinance. The applicant will, in conjunction with City Staff and the Ordinance provisions in effect at the time of the City Council vote, determine how such funds shall be allocated.

Development Application



Development Application Type:

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

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

Project Name: La Via

Property's Address: 16001 N. Scottsdale Road

Property's Current Zoning District Designation: C-4

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: Judd R. Herberger	Agent/Applicant: John Berry / Michele Hammond
Company: HGJ Investments / G & J Properties	Company: Berry Riddell LLC
Address: 10881 N. Scottsdale Rd, #200, Sct, 85254	Address: 6750 E. Camelback Rd, #100, Sct, 85251
Phone: 480-345-2681 Fax:	Phone: 480-385-2753 Fax:
E-mail: mike@herbergeraz.com	E-mail: mh@berryriddell.com
Designer: Dhaval Barbhaya	Engineer: Ali Fakh
Company: SWA Group	Company: SEG Sustainability Engineering Group
Address: 570 Glenneyre St, Laguna Beach, CA 92651	Address: 8280 E. Gelding Dr, #101, Sct, 85260
Phone: 949-607-0172 Fax:	Phone: 480-588-7226 Fax:
E-mail: dbarbhaya@swagroup.com	E-mail: ali@azseg.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.

[Signature]
Owner Signature

[Signature]
Agent/Applicant Signature

Official Use Only

Submittal Date:

Development Application No.:

Planning and Development Services

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

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 and Development Services

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



City of Scottsdale Cash Transmittal

112682

112682
1 01074111
10/17/2017 PLN-1STOP
KWHEELER HP600G2020
10/17/2017 10:34 AM
\$7,475.00

Received From :

JDM REF Properties, LLC
PO BOX 10129
PHOENIX, AZ 85064

Bill To :

Berry Riddell
6750 E. Camelback Road Suite 1
Scottsdale, AZ 85251
(602) 463-4081

Reference #	473-pa-2017	Issued Date	10/17/2017
Address	16001 N SCOTTSDALE RD	Paid Date	10/17/2017
Subdivision	SCOTTSDALE RESEARCH PARK DEDICATION	Payment Type	CHECK
Marketing Name		Cost Center	
MCR	259-38	Jurisdiction	SCOTTSDALE
APN	215-44-002D	Water Zone	
Owner Information		Water Type	
G & J Properties LP and HGJ Investments		Sewer Type	
10881 N. Scottsdale Road #200		Meter Size	
Scottsdale, AZ 85254			
(000) 000-0000			

Code	Description	Additional	Qty	Amount	Account Number
3170	REZONING APPLICATION		1	\$7,475.00	100-21300-44221

SIGNED BY MICHELLE HAMMOND ON 10/17/2017

Total Amount

\$7,475.00

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

3" and larger water meter fees are based on cost recovery. The city will contact the owner of the construction permit if additional funds are due. Payment will be due within 30 days notification.

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

20-ZN-2017
10/17/2017



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

This request concerns all property identified in the development application.

Pre-application No: 473 - PA - 2017

Project Name: La Via (Cracker Jax Site)

Project Address: 16001 N. Scottsdale Road

STATEMENT OF AUTHORITY:

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

STATEMENT OF REQUEST FOR SITE VISITS AND/OR INSPECTIONS

1. I hereby request that the City of Scottsdale's staff conduct site visits and/or inspections of the property identified in the development application in order to efficiently process the application.
2. I understand that even though I have requested the City of Scottsdale's staff conduct site visits and/or inspections, city staff may determine that a site visit and/or an inspection is not necessary, and may opt not to perform the site visit and/or an inspection.
3. All site visits require 48 hours notice to Claudio Iannitelli at 602-952-0415 or 602-725-8900.

Property owner/Property owners agent: Judd R. Herberger

Print Name

Signature

City Use Only:

Submittal Date: _____ Case number: _____

Planning, Neighborhood & Transportation Division

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

20-ZN-2017
10/17/2017



Request To Submit Concurrent Development Applications

Acknowledgment and Agreement

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

Development Application Types		
Please check the appropriate box of the types of applications that you are requesting to submit concurrently		
Zoning	Development Review	Signs
☒ Text Amendment (TA)	☒ Development Review (Major) (DR)	☐ Master Sign Program (MS)
☒ Rezoning (ZN)	☐ Development Review (Minor) (SA)	☐ Community Sign District (MS)
☐ In-fill Incentive (II)	☐ Wash Modification (WM)	Other
☐ Conditional Use Permit (UP)	☐ Historic Property (HP)	☐ Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance	Land Divisions (PP)	☐ General Plan Amendment (GP)
☐ Hardship Exemption (HE)	☐ Subdivisions	☐ In-Lieu Parking (IP)
☐ Special Exception (SX)	☐ Condominium Conversion	☐ Abandonment (AB)
☐ Variance (BA)	☐ Perimeter Exceptions	Other Application Type Not Listed
☐ Minor Amendment (MA)	☐ Plat Correction/Revision	☐

Owner: Judd R. Herberger

Company: G & J Properties Limited Partnership and H.G.J. Investments LLLP

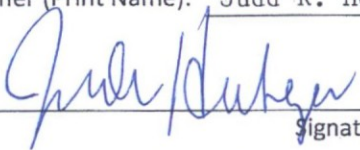
Address: 10881 North Scottsdale Road, Suite 200, Scottsdale, AZ 85254

Phone: 480-945-2681 Fax: 480-947-3919

E-mail: mike@herbergeraz.com

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

Property owner (Print Name): Judd R. Herberger Title: President of Owners' General Partners



Signature

Date: Sept 28 2017

Official Use Only:

Submittal Date: _____

Request: ☐ Approved or ☐ Denied

Staff Name (Print): _____

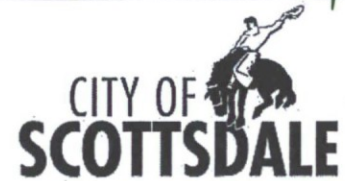
Staff Signature: _____ Date: _____

Planning, Neighborhood & Transportation Division

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

Rezoning Development Application Checklist



Minimal Submittal Requirements:

At your pre-application meeting, your project coordinator will identify which items indicated on this Development Application checklist are required to be submitted. A Development Application that does not include all items indicated on this checklist may be rejected immediately. A Development Application that is received by the City does not constitute that the application meets the minimum submittal requirements to be reviewed.

In addition to the items on this checklist, to avoid delays in the review of your application, all Plans, Graphics, Reports and other additional information that is to be submitted shall be provided in accordance with the:

- requirements specified in the Plan & Report Requirements For Development Applications Checklist;
- Design Standards & Policies Manual;
- requirements of Scottsdale Revised Code (including the Zoning Ordinance); and
- stipulations, include any additional submittal requirements identified in the stipulations, of any Development Application approved prior to the submittal of this application.

If you have any question regarding the information above, or items indicated on this application checklist, please contact your project coordinator. His/her contact information is on the page 11 of this application.

Please be advised that a Development Application received by the City that is inconsistent with information submitted with the corresponding pre-application may be rejected immediately, and may be required to submit a separate: pre-application, a new Development Application, and pay all additional fees.

Prior to application submittal, please research original zoning case history to find the original adopted ordinance(s) and exhibit(s) to confirm the zoning for the property. This will help to define your application accurately. The City's full-service Records Department can assist.

PART I -- GENERAL REQUIREMENTS

Req'd	Rec'd	Description of Documents Required for Complete Application. No application shall be accepted without all items marked below.
☒	☒	1. Rezoning Application Checklist (this list)
☒	☒	2. Zoning Application Fee \$ <u>5,515.00</u> + <u>70/62044 ACRES</u> (subject to change every July)
☒	☒	3. Completed Development Application (form provided) Prior to application submittal, please research original zoning case history to find the original adopted ordinance(s) and exhibit(s) to confirm the zoning for the property. This will help to define your application accurately. The City's full-service Records Department can assist.
☒	☒	4. Request to Submit Concurrent Development Applications (form provided)
☒	☒	5. Letter of Authorization (from property owner(s) if property owner did not sign the application form)

Planning and Development Services

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Rezoning Development Application Checklist

☒	☐	6. Affidavit of Authorization to Act for Property Owner (required if the property owner is a corporation, trust, partnership, etc. and/or the property owner(s) will be represented by an applicant that will act on behalf of the property owner)
☒	☐	7. Appeal of Required Dedications, Exactions, or Zoning Regulations (form provided)
☒	☐	8. Commitment for Title Insurance – No older than 30 days from the submittal date 8-1/2" x 11" – 1 copy - Include complete Schedule A and Schedule B. (requirements form provided)
☒	☐	9. Legal Description: (if not provided in Commitment for Title Insurance) 8-1/2" x 11" – 2 copies
☒	☐	10. Results of ALTA Survey (24" x 36") FOLDED 24" x 36" – 1 copy, folded (The ALTA Survey shall not be more than 30 days old)
☒	☐	11. Request for Site Visits and/or Inspections (form provided)
		12. Addressing Requirements (form provided)
☒	☐	13. Draft Development Agreement 8-1/2" x 11" – 2 copies Must adhere to the Maricopa County Recorder requirements
		14. Proposition 207 wavier or refusal (Delay submittal until after the Planning Commission Hearing) (sample agreement information provided)
☒	☐	15. Citizen Review Checklist: (form provided) - Provide one copy of the Citizen Review Report - If substantial modifications are made to an application, additional notification may be required by the Zoning Administrator, or designee. When required, provide one copy of the Citizen Review Report addendum.
		16. Request for Neighborhood Group/Homeowners Association (form provided)
☒	☐	17. Site Posting Requirements: (form provided (white and red signs) - Affidavit of Posting for Project Under Consideration - Affidavit of Posting for Planning Commission Public Hearing (Delayed submittal). Affidavit must be turned in 20 days prior to Planning Commission hearing. - Affidavit of Posting for City Council Public Hearing (Delayed submittal). Affidavit must be turned in 20 days prior to City Council hearing.
☒	☐	18. School District Notification – (form provided) Required for all applications that include residential uses.
☒	☐	19. Photo Exhibit of Existing Conditions: Printed digital photos on 8-1/2"x11" Paper 8-1/2" x 11" - 1 copy of the set of prints <u>See attached Existing Conditions Photo Exhibit</u> graphic showing required photograph locations and numbers.

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Rezoning Development Application Checklist

☐	☐	20. Archaeological Resources (information sheets provided) ☐ Archaeology Survey and Report - 3 copies ☐ Archaeology 'Records Check' Report Only - 3 copies ☐ Copies of Previous Archeological Research - 1 copy
☒	☒	21. Completed Airport Vicinity Development Checklist – Your property is located within the vicinity of the Scottsdale Municipal Airport (within 20,000 foot radius of the runway; information packet provided) <i>SHORT FORM</i>

PART II -- REQUIRED NARRATIVE, PLANS & RELATED DATA

Req'd	Rec'd	Description of Documents Required for Complete Application. No application shall be accepted without all items marked below.
☒	☒	22. Plan & Report Requirements For Development Applications Checklist (form provided)
☒	☒	23. Development Plan

☒	☒	a. Application Narrative • 8 1/2" x 11" – 4 copies ☒ The application narrative shall specify how the proposal separately addresses each of the following: • goals and policies/approaches of the General Plan • goals and policies of the applicable Character Area Plan • architectural character, including environmental response, design principles, site development character, and landscape character ☒ Please review the applicable zoning district and/or overlay provisions for any findings, justifications, and/or explanations that are required to be met. Each finding, justification, and/or explanation shall be separately identified with a corresponding response in the application narrative. (PRD, PCD, PBD, PUD, etc) ☒ In addition, the following applicable information shall be incorporated into the application narrative: ☐ separate justification(s) for each requested modifications to regulations and standards, ☒ bonus provisions and justifications, ☒ methodology to address the City's Sensitive Design Principles, and applicable design guidelines pertaining to: architectural character, environmental response, site development character, and landscape character, and/or ☐ Historic Property – existing or potential historic property. ○ (Describe how the proposal preserves the historic character or compliance with property's existing Historic Preservation Plan)
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Planning and Development Services

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

Rezoning Development Application Checklist

☐	☐	b. Legislative draft of the proposed development standards, or amended development standards (form provided) 8 1/2" x 11" – 2 copies (Must adhere to the Maricopa County Recorder requirements)
☐	☐	c. Legislative draft of the list of Land Uses, if proposed (PBD, SC) 8 1/2" x 11" – 2 copies (Must adhere to the Maricopa County Recorder requirements)
☒	☐	d. A dimensioned plan indicating the proposed boundaries of the application 11" x 17" – 1 copy (quality suitable for reproduction) 8 1/2" x 11" – 1 copy (quality suitable for reproduction) - Digital - 1 copy (Text and drawing shall be black and white, and in the DWF format)
☒	☐	e. Context Aerial with the proposed site improvements superimposed 24" x 36" – 2 color copies, folded 11" x 17" – 1 color copy 8 1/2" x 11" – 1 color copy (quality suitable for reproduction) Aerial shall not be more than 1 year old and shall include and overlay of the site plan showing lot lines, tracts, easements, street locations/names and surrounding zoning for a radius from the site of: <u> X </u> 750 foot radius from site _____ 1/4 mile radius from site _____ Other: _____
☒	☐	f. Site Plan 24" x 36" – 16 copies, folded 11" x 17" – 1 copy (quality suitable for reproduction) 8 1/2" x 11" – 1 copy (quality suitable for reproduction) - Digital - 1 copy (Text and drawing shall be black and white, and in the DWF format)
☒	☐	g. Subdivision Plan 24" x 36" – 16 copies, folded 11" x 17" – 1 copy, folded (quality suitable for reproduction) 8 1/2" x 11" – 1 copy (quality suitable for reproduction) - Digital - 1 copy (Text and drawing shall be black and white, and in the DWF format)
☒	☐	h. Open Space Plan (Site Plan Worksheet) (example provided) 24" x 36" – 1 copies, folded 11" x 17" – 1 copy, folded (quality suitable for reproduction) 8 1/2" x 11" – 1 copy (quality suitable for reproduction) - Digital - 1 copy (Text and drawing shall be black and white, and in the DWF format)

Planning and Development Services

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Rezoning Development Application Checklist

☒	☐	i. Site Cross Sections 24" x 36" 1 – copy, folded 11" x 17" 1 – copy, folded
☒	☒	j. Natural Area Open Space Plan (ESL Areas) 24" x 36" – 2 copies, folded 11" x 17" – 1 copy (quality suitable for reproduction)
☒	☒	k. Topography and slope analysis plan (ESL Areas) 24" x 36" 1 – copy, folded
☒	☒	l. Phasing Plan 24" x 36" – 1 copies, folded 11" x 17" – 1 copy, folded (quality suitable for reproduction) 8 ½" x 11" – 1 copy (quality suitable for reproduction) - Digital - 1 copy (Text and drawing shall be black and white, and in the DWF format)
☒	☒	m. Landscape Plan - All plans shall be <u>black and white line drawings</u> (a grayscale copy of the color Landscape Plan will not be accept.) 24" x 36" – 2 copies, folded of 11" x 17" – 1 copy, folded (quality suitable for reproduction) 8 ½" x 11" – 1 copy (quality suitable for reproduction) - Digital - 1 copy (Text and drawing shall be black and white, and in the DWF format)
☒	☒	n. Hardscape Plan - All plans shall be <u>black and white line drawings</u> (a grayscale copy of the color Landscape Plan will not be accept.) 24" x 36" – 2 copies, folded of <u>black and white line drawings</u> 11" x 17" – 1 copy
☒	☒	o. Transitions Plan 24" x 36" – 2 copies, folded 11" x 17" – 1 copy (quality suitable for reproduction) 8 ½" x 11" – 1 copy (quality suitable for reproduction) - Digital – 1 copy (Text and drawing shall be black and white, and in the DWF format)
☒	☒	p. Parking Plan 24" x 36" – 1 copy, folded 11" x 17" – 1 copy (quality suitable for reproduction) 8 ½" x 11" – 1 color copy (quality suitable for reproduction) - Digital – 1 copy (Text and drawing shall be black and white, and in the DWF format)

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Rezoning Development Application Checklist

☒	☒	q. Parking Master Plan See the City's <u>Zoning Ordinance, Article IX</u> for specific submittal and content requirements for Parking Master Plan. The report shall be bound (3 ring, GBC or coil wire, no staples) with card stock front and back covers, and must include all required exhibits. 8-1/2" x 11" - 2 copies
☒	☒	r. Pedestrian and Vehicular Circulation Plan 24" x 36" - 1 copy, folded 11" x 17" - 1 copy, folded (quality suitable for reproduction) 8 1/2" x 11" - 1 color copies (quality suitable for reproduction) - Digital - 1 copy (See Digital Submittal Plan Requirements)
☐	☐	s. Elevations <i>SCOTTSDALE ROAD.</i> 24" x 36" - 2 folded black and white line drawing copies (a grayscale copy of the color elevations will not be accepted.) 24" x 36" - 2 color copies, folded 11" x 17" - 1 color copy, folded (quality suitable for reproduction) 11" x 17" - 1 black and white line drawing copy, folded (quality suitable for reproduction) 8 1/2" x 11" - 1 color copy, (quality suitable for reproduction) 8 1/2" x 11" - 1 black and white line drawing copy, folded (quality suitable for reproduction) - Digital - 1 copy (Text and drawing shall be black and white, and in the DWF format)
☒	☒	t. Elevations Worksheet(s) Required for all Development applications to rezone to Planned Unit Development (PUD) and Downtown when elevations are required to be submitted. 24" x 36" - 2 copies, folded - Digital - 1 copy (See Digital Submittal Plan Requirements)
☒	☒	u. Perspectives 11" x 17" - 1 color copy, folded (quality suitable for reproduction) 8 1/2" x 11" - 1 color copy (quality suitable for reproduction)
☒	☒	v. Floor Plans 24" x 36" - 1 copy, folded 11" x 17" - 1 copy, folded (quality suitable for reproduction)
☒	☒	w. Floor Plan Worksheet(s) (Required for restaurants, bars or development containing there-of, and multi-family developments): 24" x 36" - 1 copy, folded 11" x 17" - 1 copy, folded (quality suitable for reproduction) - Digital - 1 copy (Text and drawing shall be black and white, and in the DWF format)
☒	☒	x. Roof Plan Worksheet(s) 24" x 36" - 1 copy, folded

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☒ N/A	☒	y. Electronic Massing Model: 11" x 17" – 1 color copy, folded 8 ½" x 11" – 1 color copy (quality suitable for reproduction) Scaled model indicating building masses on the site plan and the mass of any building within: _____ 750 foot radius from site _____ Other: _____ (The electronic model shall be a computer generated Sketch-up® model or other electronic modeling media acceptable to the Current Planning Services department.)
☒ N/A	☒	z. Solar Analysis The solar analysis shall be completed for twenty first day of March, June, September, and December at 6:00 a.m., 9:00 a.m., 12:00 p.m., 3:00 p.m. and 6:00 p.m. Required for all Development applications to rezone to Planned Unit Development (PUD). 11" x 17" – 1 copy, folded (quality suitable for reproduction)
☒ N/A	☒	aa. Exterior Lighting Site Plan 24" x 36" – 1 copy, folded 11" x 17" – 1 copy, folded (quality suitable for reproduction)
☒ N/A	☒	bb. Manufacturer Cut Sheets of All Proposed Lighting 24" x 36" – 1 copy, folded 11" x 17" – 1 copy, folded (quality suitable for reproduction)
☒ IN narrative	☒	cc. Cultural Improvement Program Plan _____ Conceptual design 11" x 17" – 1 copy, folded (quality suitable for reproduction) 8 ½" x 11" – 1 color copies (quality suitable for reproduction) _____ Narrative explanation of the methodology to comply with the requirement/contribution.
☒	☒	dd. Sensitive Design Concept Plan and Proposed Design Guidelines (Architectural, landscape, hardscape, exterior lighting, community features, common structures, etc.) 11" x 17" – 1 copy, folded (quality suitable for reproduction) 8 ½" x 11" – 1 color copy (quality suitable for reproduction)
☒ N/A	☒	ee. Master Thematic Architectural Character Plan 11" x 17" – 1 copy, folded (quality suitable for reproduction) 8 ½" x 11" – 1 color copy (quality suitable for reproduction)
☒ Narrative	☒	ff. Conceptual Signage Plan 11" x 17" – 1 copy, folded (quality suitable for reproduction) 8 ½" x 11" – 1 color copy (quality suitable for reproduction)

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☒	☐	gg. Other: <u>CONCEPTUAL SIGNAGE PLAN</u>
		☐ 24" x 36" – _____ copy(ies), folded
		☒ 11" x 17" – <u>2</u> copy(ies), folded (quality suitable for reproduction)
		☒ 8 1/2" x 11" – <u>2</u> copy(ies) (quality suitable for reproduction)
		☐ Digital – 1 copy (See Digital Submittal Plan Requirements)

☒	☐	Narrative 24. Development Plan Booklets 11" x 17" – 3 copies (quality suitable for reproduction) 8 1/2" x 11" – 1 copy (quality suitable for reproduction) - Digital – 1 (See Digital Submittal Plan Requirements) 8 1/2" x 11" – 3 copies on archival (acid free) paper: this is a delayed submittal that is to be made after the Planning Commission recommendation. The Development Plan Booklets shall include the following: ☒ Application Narrative ☐ Legislative draft of the proposed development standards, or amended development standards ☐ Legislative draft of the proposed List of Land Uses ☒ A dimensioned plan indicating the proposed boundaries of the application ☒ Context Aerial with the proposed Site Plan superimposed ☒ Site Plan ☒ Subdivision Plan ☒ Open Space Plan ☒ Phasing Plan ☒ Landscape Plan ☒ Hardscape Plan ☒ Transitions Plan ☒ Parking Plan ☒ Pedestrian and Vehicular Circulation Plan ☐ Conceptual Elevations ☐ Conceptual Perspectives ☐ Electronic Massing Model ☐ Solar Analysis ☐ Exterior Lighting Plan ☐ Manufacturer Cut Sheets of All Proposed Lighting ☐ Cultural Amenities Plan ☐ Special Impacts Analysis (Lighting Program, Dust Control, Noise Analysis and Control) ☒ Sensitive Design Concept Plan and Proposed Design Guidelines (architectural, landscape, hardscape, exterior lighting, community features, common structures, etc.) ☐ Master Thematic Architectural Character Plan ☒ Conceptual Signage Plan ☐ Other: _____ Color and black and white line drawings shall be provided in accordance with the individual plan requirements above.
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☒	☒	25. Proposed Public Benefit Narrative, Plan, and Total Construction Cost Estimate for proposed development standard bonus(es) (PBD, Infill Incentive, or PCP rezoning applications that include the use bonus provisions. A professional consultant shall provide the Total Construction Cost Estimate)
☒	☒	26. Drainage Report See the City's <u>Design Standards & Policies Manual</u> for specific submittal and content requirements for drainage report. The report shall be bound (3 ring, GBC or coil wire, no staples) with card stock front and back covers, and must include all required exhibits, full color aerial, topography maps and preliminary grading and drainage plans. Full size plans/maps shall be folded and contained in pockets. 8-1/2" x 11" - 2 copies of the Drainage Report including full size plans/maps in pockets
☐	☐	N/A 27. Master Drainage Plan See the City's <u>Design Standards & Policies Manual</u> for specific submittal and content requirements for Master Drainage Report. The report shall be bound (3 ring, GBC or coil wire, no staples) with card stock front and back covers, and must include all required exhibits, full color aerial, topography maps and preliminary grading and drainage plans. Full size plans/maps shall be folded and contained in pockets. 8-1/2" x 11" - 2 copies of the Drainage Report including full size plans/maps in pockets
☒	☒	28. Preliminary Basis of Design Report for Water and Wastewater See the City's <u>Design Standards & Policies Manual</u> for specific submittal and content requirements for Basis of Design Report for Water. The report shall be bound and must include all required exhibits and plans. 8-1/2" x 11" - 3 copies of the Report including full size plans/maps in pockets
☐	☐	N/A 29. Preliminary Basis of Design Report for Wastewater See the City's <u>Design Standards & Policies Manual</u> for specific submittal and content requirements for Design Report for Wastewater. The report shall be bound and must include all required exhibits and plans. 8-1/2" x 11" - 3 copies of the Report including full size plans/maps in pockets
☐	☐	30. Master Plan for Water Contact the Water Resources Department at 480-312-5685 to discuss offsite and onsite analysis and report content. The report shall be bound and must include all required exhibits and plans. 8-1/2" x 11" - 3 copies of the Report including full size plans/maps in pockets
☒	☐	31. Master Plan and Design Report for Wastewater Contact the Water Resources Department at 480-312-5685 to discuss offsite and onsite analysis and report content. The report shall be bound and must include all required exhibits and plans. 8-1/2" x 11" - 3 copies of the Basis of Design Report for Water including full size plans/maps in pockets

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☒	☐	32. Transportation Impact & Mitigation Analysis (TIMA) Please review the City's Design Standards & Policies Manual and Transportation Impact and Mitigation Analysis Requirements provided with the application material for the specific requirements. The report shall be bound (3 ring, GBC or coil wire, no staples) with card stock front and back covers, and must include all required exhibits, and plans. ☐ Category 1 Study ☐ Category 2 Study ☒ Category 3 Study 8-1/2" x 11" - 3 copies of the Transportation Impact & Mitigation Analysis Water including full size plans/maps in pockets
☐	☐	33. Native Plant Submittal Requirements: (form provided) N/A 24" x 36" 1 – copy, folded. (Aerial with site plan overlay to show spatial relationships of existing protected plants and significant concentrations on vegetation to proposed development) - See Sec. 7.504 of the Zoning Ordinance for specific submittal requirements.
☒	☐	34. Environmental Features Map 24" x 36" – 1 copy, folded 11" x 17" – 1 copy, folded (quality suitable for reproduction)
☐	☐	35. Other:

PART III – SUBMITTAL OF THE DEVELOPMENT APPLICATION

Req'd	Rec'd	Description of Documents Required for Complete Application. No application shall be accepted without all items marked below.
☒	☐	36. An appointment must be scheduled to submit this application. To schedule your submittal meeting please call 480-312-7767. Request a submittal meeting with a Planning Specialist and provide your case pre-app number; <u>473</u> -PA- <u>2017</u>.
☒	☐	37. Submit all items indicated on this checklist pursuant to the Submittal Instructions provided.

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Rezoning Development Application Checklist

☒	☐	38. Submit all additional items that are required pursuant to the stipulations of any other Development Application that this application is reliant upon
☒	☐	39. Delayed Submittal. Additional copies of all or certain required submittal indicated items above will be require at the time your Project Coordinator is preparing the public hearing report(s). Your Project Coordinator will request these items at that time, and they are to be submitted by the date indicated in the request.
☒		40. If you have any question regarding this application checklist, please contact your Project Coordinator. Coordinator Name (print): _____ Coordinator email: _____ Coordinator Signature: _____  Phone Number: 480-312- _____ Date: _____ If the Project Coordinator is no-longer available, please contact the Current Planning Director at the phone number in the footer of this page if you have any question regarding this application checklist. This application needs a: ☒ New Project Number, or ☐ A New Phase to an old Project Number: _____ Required Notice Pursuant to A.R.S. §9-836, an applicant/agent may request a clarification from the City regarding an interpretation or application of a statute, ordinance, code or authorized substantive policy, or policy statement. Requests to clarify an interpretation or application of a statute, ordinance, code, policy statement administered by the Planning and Development Services, including a request for an interpretation of the Zoning Ordinance, shall be submitted in writing to the One Stop Shop to the attention of the Planning and Development Services Director. All such requests must be submitted in accordance with the A.R.S. §9-839 and the City's applicable administrative policies available at the Planning and Development Services' One Stop Shop, or from the city's website: http://www.scottsdaleaz.gov/bldgresources/forms. Planning and Development Services One Stop Shop Planning and Development Services Director 7447 E. Indian School Rd, Suite 105 Scottsdale, AZ 85251 Phone: (480) 312-7000

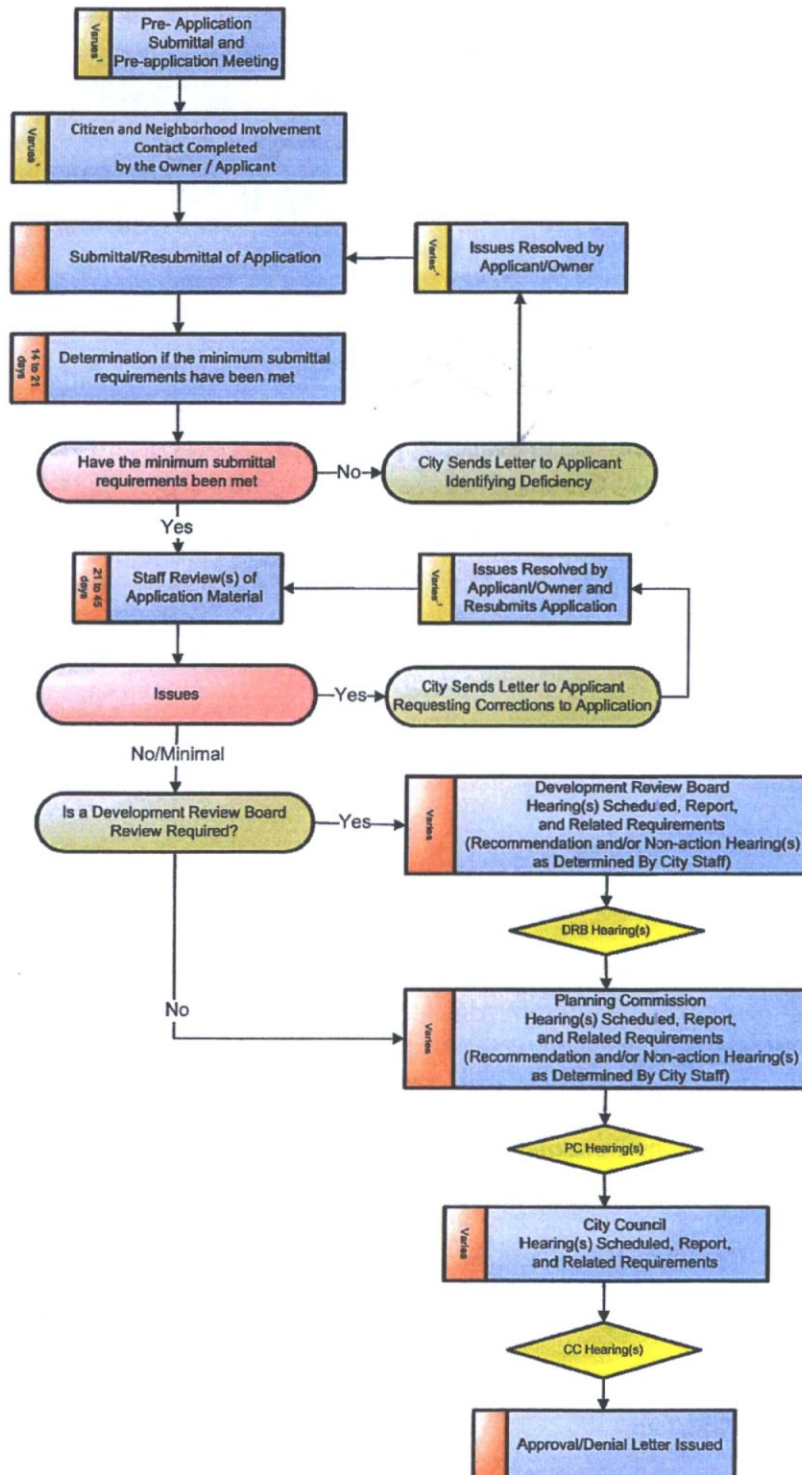
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Development Application Process

Abandonment (AB), Municipal Use Master Site Plan (UP),
Infill Incentive (II) & Zoning District Map Amendment (ZN)



Note:

1. Time period determined by owner/applicant.

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