

NO DOCUMENTS IN THIS CATEGORY

Application

Narrative

Cash Transmittals

Pre-Application

Pre_App Narrative

Pre-App Cash Transmittal

Development Standards

Wood Partners – 90th Street & San Victor

Project Narrative

- ❖ *Non-major General Plan Amendment & Rezoning*
- ❖ *146-PA-2018*



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I. Project Overview & Context

The proposed application is a request for a non-major General Plan Amendment (“GPA”) from Office to Mixed Use Neighborhoods and an amendment to the McCormick Ranch Planned Community District (“PCD”) to rezone an approximate 3.16+/- acre infill site from Commercial Office, Planned Community District (“C-O PCD”) to Planned Unit Development, Planned Community District (“PUD PCD”) located at the northeast corner of 90th Street and San Victor Drive (the “Property”), for the development of a mixed-use multifamily residential community. The Property is currently occupied by a partially vacated office building.



The proposed residential community will consist of 179+/- units with building heights stepping up from 3, 4 and 5 stories. Located along the Camelback Walk, this community will benefit from direct access to the existing greenbelt and pathway system. Additionally, the development will provide housing options for nearby HonorHealth, PSC/CVS Caremark and numerous medical offices within the “Cure Corridor.”

The Cure Corridor is the presence of medical-related and bioscience business focused in a T-shaped geographic area that runs along Scottsdale Road from the Airpark to Thomas Road and along Shea Boulevard from Scottsdale Road to the Mayo facility at 136th Street.

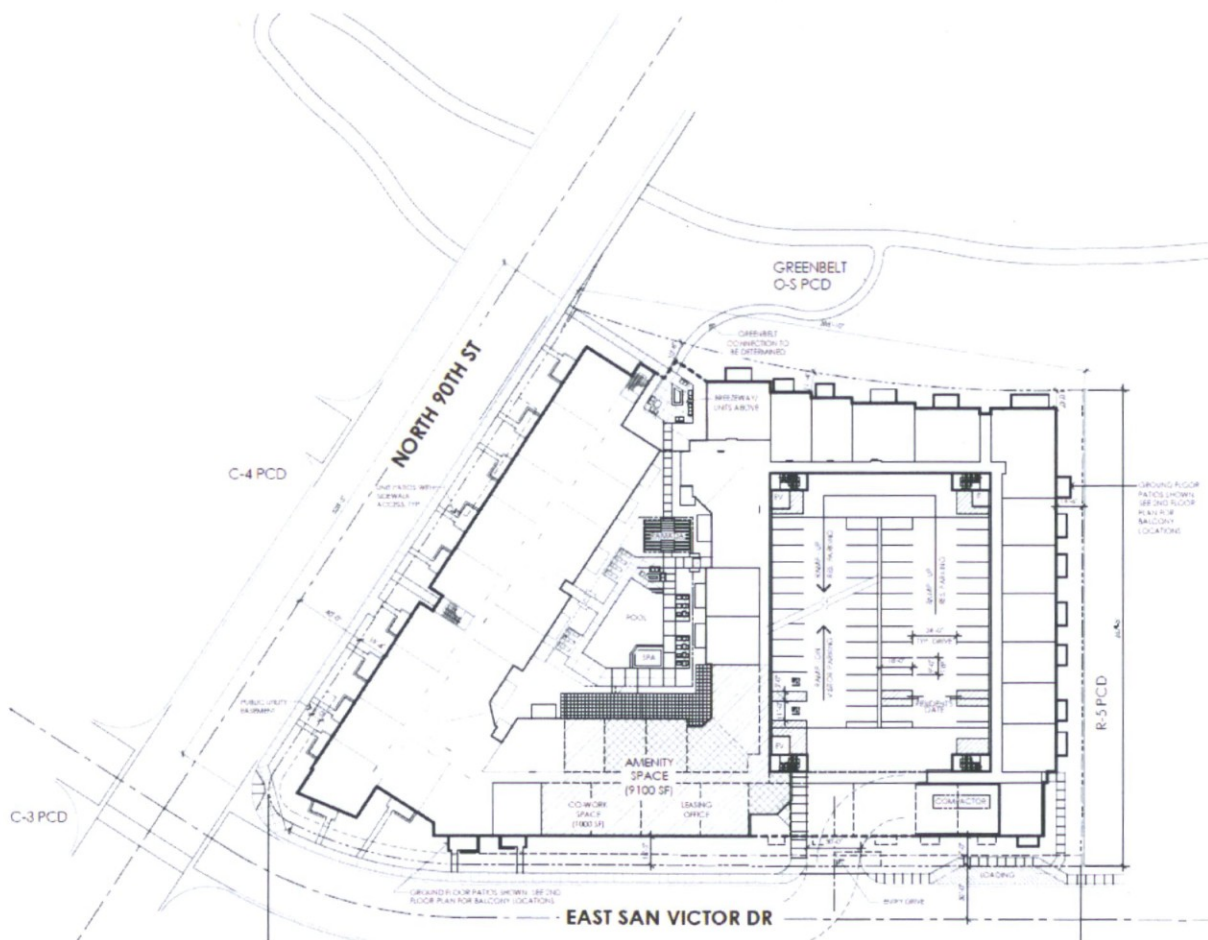
The Property was zoned C-O PCD with the approval of the development plan for McCormick Ranch PCD (40-Z-79) on July 17, 1979. The infrastructure stipulations were satisfied as the early phases of McCormick Ranch were developed, including rights-of-way, street improvements, and water and sewer infrastructure.

The Property is surrounded by retail, service, office and residential uses. Immediately north of the Property is the Camelback Walk open space amenity with office uses further to the north and northwest. To the west is a service/retail center including Leslie’s Pool Supplies, Midas, Autohaus, Valero Gas Station and Firestone. Further to the southeast is Wendy’s, Fry’s Grocery Store & Gas and a variety of retail uses. South of the Property is Ajo Al’s Mexican Restaurant and the 91 San Victor residential condominiums. To the east the Tuscany at McCormick Ranch retirement community. The intersection of the 101 Freeway and 90th Street is approximately 1/2 mile to the south.



The proposed residential development will include 179+/- units with 1-, 2-, and 3-bedrooms ranging in size from approximately 690 s.f. to 1,705 s.f. The development will also include a 9,100 s.f. amenity space, which consists of 1,000 s.f. of flex office/co-work space and community amenities such as, but not limited to, a cyber-café, yoga studio, resident lounge/club room, bike shop/storage, and demonstration kitchen to be utilized by the residents. A centralized parking structure wrapped with units will be provided to accommodate parking for residents and guests but will be obscured from street view. Other recreational amenities include a pool, spa, courtyard areas, shaded streetscape sidewalks, and direct access to the Camelback Walk path.

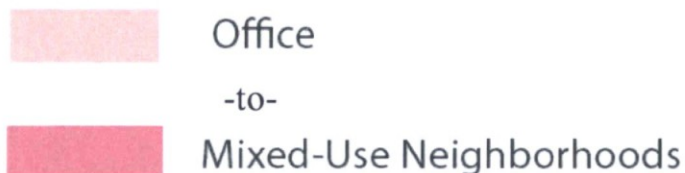
Conceptual Site Plan



II. City of Scottsdale General Plan 2001

The proposed development requires a non-major amendment to the General Plan Land Use Map designation from Office to Mixed-Use Neighborhoods to accommodate the request for PUD PCD zoning. The proposal is supportive of the desired values defined in the General Plan, which include those goals for the Character Area, Land Use, and Community Mobility.

General Plan Land Use Map



The request from Office to Mixed Use Neighborhoods is a non-major GPA per the land use matrix in the General Plan. Additionally, the Property size of 3.16+/- gross acres does not trigger the 15-gross acre or greater threshold for a Major GPA. The proposed Mixed-Use Neighborhoods designation will bring synergy to an area that has a significant concentration of retail, service and office uses.

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

Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Value Scottsdale's Unique Lifestyle & Character (Character & Design, Land Use)
2. Support Economic Vitality
3. Enhance Neighborhoods (Housing, Neighborhoods)
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation (Mobility)

These six Guiding Principles are further explained below through the different Elements of the General Plan.

2001 General Plan Goals & Policies

❖ Character & Design:

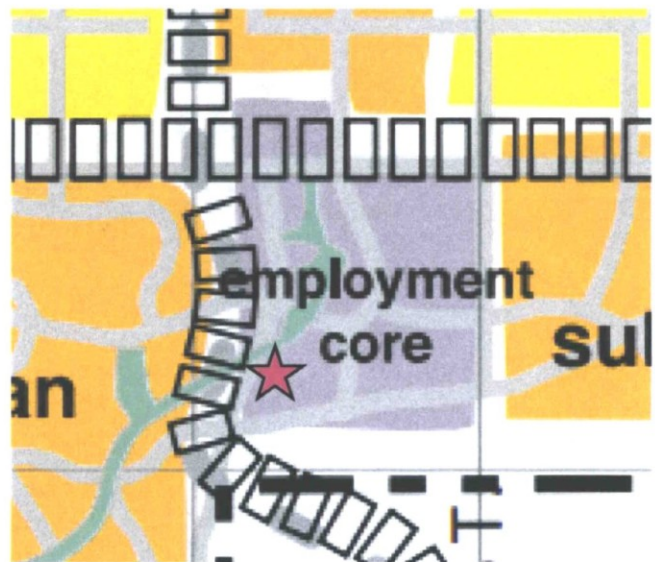
Goal 1: Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

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

-Bullet 4: Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together. The following general character types are found in our community:

Urban Character Types contain higher density residential, non-residential, and mixed-use neighborhoods. The district includes apartments, high-density townhouses, commercial and employment centers and resorts. Urban districts should have a pedestrian orientation with shade, activity nodes and small intimate developed open spaces that encourage interaction among people. Some examples of Urban Districts include:

Employment Cores (a subdistrict of the Urban Character Type) are primary employment centers for the City. These cores support a wide range of activities and regional and community level employment uses.



Response: The Urban Character Type recognizes the need for a wide variety of high intensity uses in the same location area to support each other and create a true urban feel. The Property is a vacant infill site located in the middle of an area designated as an Employment Core with easy access to the 101 Freeway. Being surrounded with multiple retail and large office uses, a mixed-use residential community would be very compatible and provide additional housing in an area where it is much needed. The proposed development would allow employees to live close to their jobs and walk or bike to work.

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

- Bullet 5: Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.*
- Bullet 6: Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.*

Response: The proposed site layout, architectural character and landscaping design respects the unique climate, and vegetation of Scottsdale. See Scottsdale Sensitive Design Principles below (Section IV) for detailed responses regarding each principle.

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

- Bullet 1: Require substantial landscaping be provided as part of new development or redevelopment.*
- 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: The lush desert landscape character of the Property includes a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy plants known to thrive in the intense heat and sun of the desert climate. Plant selection and placement will allow for the ability to use water efficiently throughout the site. The proposed planting design limits lush and dense planting patterns to areas with the most human interaction such as entries, amenity areas and pedestrian areas.

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

- Bullet 2: Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.*

- 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 uses and contribute to public safety.*

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents. Lighting designs will be commensurate with the quality architectural style proposed for the Property; low-level with no glare and intrusion on neighboring properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading to parking areas.

❖ **Land Use:**

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 diversity of residential uses and supporting services that provide for the needs of the community.*
- Bullet 4: Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.*

Response: Developing the Property as a mixed-use residential community will directly support the wide variety of major employment and service related uses in the immediate area. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional housing options in this area is essential for the continuing economic growth and sustainability of the city as a whole. This project exemplifies this revitalization component by taking an underutilized, nearly vacant office development and developing the Property into a thriving residential community in an area of town that is eager for new multifamily housing options to serve the vast employment base within the Cure Corridor.

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

- Bullet 1: Integrate the pattern of land use and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.*
- Bullet 2: Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mix-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 and cycling and transit) where environmentally and physically feasible.*

Response: The integration of multifamily residential within this employment centric area supports the City’s desire to reduce resident’s reliance on their automobiles. Residents of the proposed multifamily development will be able to walk to work and retail establishments and services, nearly eliminating the need for daily vehicle usage. Additionally, the proposal includes an integrated co-work office space and community amenities on the ground level for its residents. The site also benefits from direct adjacency to the Camelback Walk, which provides connectivity to a 25-mile long open space/path network that runs through the City.

From a mass transit mobility standpoint, there are three major Valley Metro bus routes that run in the area. Route 514 is an Express/RAPID bus that runs primarily during morning and afternoon rush hour and extends from downtown Phoenix to downtown Fountain Hills. Route 81 runs north and south from the intersection of Hayden Road and Raintree Drive to the Loop 101 and 202 interchanges. Route 80 runs east and west from the intersection of 59th Avenue and Northern to Shea Boulevard and 136th Street. Considering the connections that can be made from these bus routes, there is convenient access to all parts of the valley from the Property via mass transit.



❖ **Economic Vitality:**

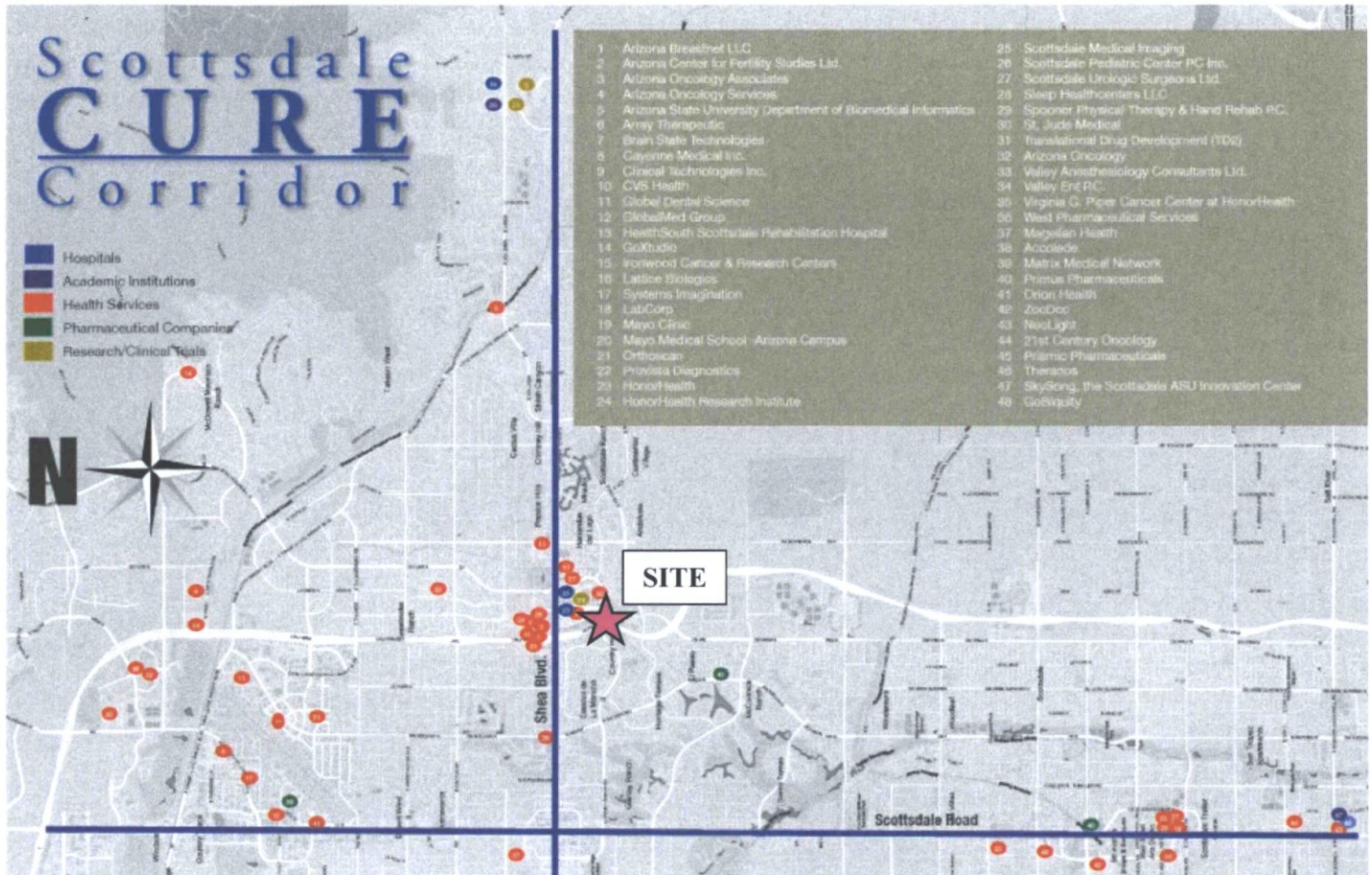
Goal 7: Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

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

-Bullet 6: Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy.

Response: The redevelopment of this underutilized and partially vacant site will contribute towards the economic stability of Scottsdale by providing housing options in the heart of an area with an abundance of established employment and retail uses, which will better balance the land use mix in this area. Below is a list of planning, employment and growth facts for the area:

- 10,000 medical related jobs within walking distance of the site
- HonorHealth has 6,700 employees
- CVS/Caremark has 1,000 employees
- 70,000 jobs in Scottsdale Airpark area
- April 2018 Scottsdale: 3.2% unemployment rate
- 14% of Scottsdale's workforce is employed in healthcare and social assistance positions
- 13% of Metro Phoenix biosciences employment is in Scottsdale with more than 27,000 jobs in this sector alone
- Metro Phoenix (including Scottsdale) is #1 in wage growth from July 2016 to July 2017
- Money Magazine July 2017: Phoenix (including Scottsdale) is #3 on list of 20 hottest cities for tech jobs
- Phoenix listed as #2 moving destination in 2017
- No multifamily has been constructed in last 20 years within 4 miles of site
- Property has a "walk-score" of 64
- Nearby developments under construction/planned in the Salt River Indian Community: Great Wolf Lodge (Pima & south of Via de Ventura), The Block at Pima Center (101 & Via De Ventura) includes a 22-acre mixed-use development including retail, office and hotel, Sierra Bloom Wellness Campus (101 & 90th Street) includes 43 acres of senior living, medical office, behavior health and hotel.



Source: City of Scottsdale

❖ **Housing:**

Goal 2: *Seek a variety of housing options that blend with the character of the surrounding community.*

- Bullet 1:** *Maintain Scottsdale’s quality-driven development review standards for new housing development*
- Bullet 2:** *Encourage physical design, building structure, and lot layout relationships between existing and new construction to help the new developments complement the surrounding neighborhood.*
- Bullet 5:** *Encourage the creation of mixed-use projects as a means to increase housing supply while promoting diversity and neighborhood vitality.*

Response: The proposed mixed-use project in the heart of Scottsdale’s Cure Corridor provides housing options in an area that is lacking new multifamily housing opportunities given the desirable location, multimodal connectivity and growing medical and bioscience related fields. The location of the Property not only provides an opportunity for housing in the Cure Corridor, but also connectivity to the surrounding retail, restaurants, library, park and office uses that will enhance the overall sustainability of the area. The development promotes an integrated modern appeal contributing towards the live, work, play philosophy and promoting neighborhood diversity and vitality.

Goal 3: *Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.*

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

Response: The PUD and PCD zoning districts promote flexibility in development standards, which on smaller infill sites, such as this one, allow for redevelopment and creative design offering housing options to support the nearby employment core. The proposed development plan includes amendments to the property development standards with respect to building height, setbacks and stepbacks. See Section V. below.

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-use 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 and major employers.

-Bullet 7: Explore opportunities for new or redeveloped housing to serve the employment base.

Response: As discussed previously, the area surrounding the Property has a high intensity of employment and retail uses. Adding multifamily housing in this location will provide more diverse living opportunities at various price points for the vast employment base, which includes nearby HonorHealth, PSC/CVS Caremark and numerous medical offices within the Cure Corridor. Additionally, the Property is approximately one-half mile from the 90th Street and 101 Freeway interchange, which provides regional access, and the Property has immediate access to three bus routes.

❖ ***Neighborhoods:***

Goal 4: *Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.*

-Bullet 3: Guide revitalization, redevelopment, and infill (new development in established areas) development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods.

Response: The proposed mixed-use residential development on this infill site complements the surrounding land use context. The substantial number of employers in the area also drives the demand for housing diversity. Notably, there are limited new multifamily housing options for

Scottsdale residents as there has been no multifamily development constructed in the last 20 years within 4 miles of the site.

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

- Bullet 1: Encourage new development efforts toward existing developed areas in Scottsdale.*
- Bullet 2: Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.*

Response: The proposed multifamily community will provide new development on an underutilized office building site in an area surrounded by established open space, retail/service and office uses. The infill development will utilize existing infrastructure systems (roads, utilities, etc.). This application is driven by the site's surrounding mix of land uses and a strong market demand for residential housing options sought after by workers in the area.

❖ ***Open Space and Recreation:***

Goal 1: Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

- Bullet 9: Promote creative residential and commercial development techniques consistent with the Character Plan for an area, to further preserve meaningful and accessible open space.*
- Bullet 11: Preserve and integrate visual and functional connections between major city open spaces into the design of development projects.*



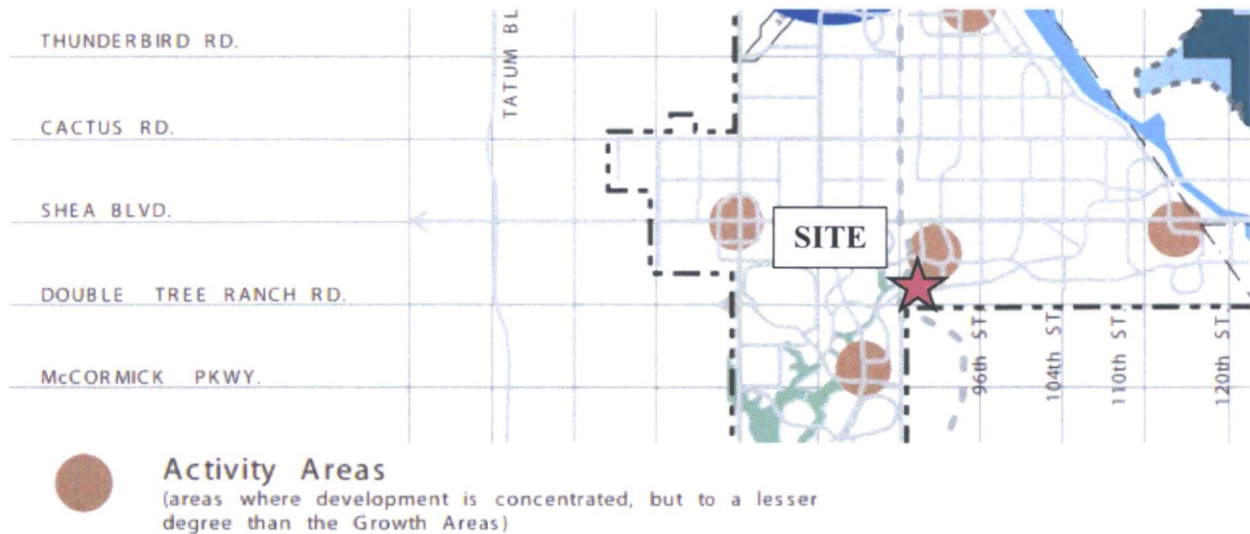
Response: The Property is ideally situated with direct access to the Camelback Walk, an existing urban open space amenity, which provides connectivity to a 25-mile long pathway network (Indian Bend Wash) spanning from Tempe to Westworld. The path system hits numerous amenities along the way include Mountain View Park, Mustang Library and a variety of retail and restaurant establishments. The path system also offers connectivity to abundant office developments in the area promoting the live, play, work philosophy. The integration of a residential community in place of office in this location will provide synergy along the path system offering multiple recreational opportunities for its residents.

❖ **Growth Areas:**

The site is located on the edge of the HonorHealth Activity Area identified above on the City’s Growth Areas Map (see below). Activity Areas have a concentration of development promoting a range of mixed land uses.

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 3: *Promote the coordination of infrastructure development and upgrade with opportunities for infill development and development activity where it will encourage a mix of uses and support pedestrian and transit activity.*



Response: The proposed development will tie into existing infrastructure systems. Water and sewer basis of design reports are being submitted and reviewed with the zoning application. The existing transportation network will more than adequately serve the proposed use as there will be a reduction in trips from the existing office development. Integrating mixed-use residential in the heart of the McCormick Ranch PCD will help sustain the balance of land uses and continue to serve a growing and diverse community.

Goal 2: Make automobile transit and other multimodal circulation more efficient.

-Bullet 1: Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.

Response: As previously noted, the Property is adjacent to three major bus routes that provide direct access to many parts of the east valley. Additionally, the interchange for the Loop 101 Freeway and 90th Street is one-half mile south of the Property. The Loop 101 connects with many other major freeways in the valley which further extends regional access. Shea Boulevard is also located approximately three-quarters of a mile to the north. The site is extremely desirable for multifamily development due to the surrounding services, retail and restaurants within walking distance of the site and most notably its direct adjacency to the Camelback Walk, which runs along the north side of the Property. The site plan has been designed to take advantage of this adjacency with direct path connections and a breezeway that runs through the building at ground level connecting the community's central open space amenity with the greenbelt. Specific location for path connection to Camelback Walk to be determined with City Staff.

❖ **Community Mobility:**

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

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

Response: As mentioned above, the Property is one-half mile north of the Loop 101 and 90th Street interchange and three-quarters of a mile south of Shea Boulevard, both of which provide regional access. The proposed development accomplishes a range of goals including the integration of high quality, vibrant architecture and innovative site planning and provides housing in the employment core, frequently referred to as the Cure Corridor, thereby reducing trip generation during peak hours. The nearby bus stops will provide direct access to the local and regional transportation systems.

III. Shea Area Plan Overview

The Property is located within the Shea Area Plan (the “Area Plan”) which was adopted in 1993, and further superseded by the General Plan 2001 Land Use Map. As a result of a recommendation from the Shea Area Plan, Shea Boulevard Streetscape Guidelines were approved in 1994. The Area Plan applies to an area generally bounded by Thunderbird on the north, Hayden on the west, the Doubletree Ranch Road alignment on the south, and the City’s eastern boundary. The Area Plan contains policies and guidelines that set a minimum threshold for a project to be considered by the City.

Goal- Enhance and protect existing neighborhoods.

Policy 1: New development should be compatible to existing development through appropriate transitions.

Response: The proposed mixed-use residential development is compatible with the existing surrounding retail and office uses with respect to intensity and land use relationship. The stepped building massing will provide appropriate transitions along the street frontages.

Goal- Encourage site planning which is sensitive to environmental features.

Policy 1: Open space should be provided to link neighborhoods with trails and recreational areas, act as buffers between major streets and adjacent land uses, provide for drainage, and protect significant habitat corridors, and to visually enhance the character of the area.

Policy 2: Encourage the preservation of unique natural features and open spaces.

Response: Due to the fact that this Property is an infill parcel, surrounded by established retail, residential and office uses, there are no known habitat corridors or natural features which will be disturbed by the proposed development. The Property has direct adjacency to the Camelback Walk and the site design takes advantage of this amenity by celebrating view corridors and providing direct linkage to this recreational and open space amenity.

Goal 3- Provide for an efficient road network and promote alternative modes of travel.

Policy 2: The trail system should be maximized as an alternative transportation route.

Response: The Camelback Walk is an important feature of the proposed site design. There is minimal residential development that has direct adjacency to the Walk through this segment of McCormick Ranch. Integrating mixed-use residential in this location will provide walkability for residents further promoting use of the path system and alternative modes of transportation.

Goal- A variety of residential housing choices should be provided.

Intent: Create housing opportunities that will allow residents to live near school and employment areas.

Response: The proposed mixed-use residential development seeks to provide additional housing opportunities in the middle of the employment area, near school and an established mix of office, retail, services and restaurants.

IV. Scottsdale Sensitive Design Principles

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

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

Response: The contemporary, context appropriate building character and massing fits well with the surrounding development including the established retail, residential and office uses. The proposed development will utilize a variety of Sonoran Desert inspired textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating outdoor living spaces for each unit, recreational amenities, and gathering places for its residents.

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

Response: The Property itself does not contain any natural features. Building siting has been designed in a way that makes the most of the small site while still being able to provide amenities, gathering areas, and the required amount of parking. Connectivity to the Camelback Walk is promoted, both visually and physically through view corridors and sidewalks.

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

Response: The site is a relatively flat, urban infill parcel. All landscaping will consist of low-water use desert appropriate landscaping materials. Respecting the Southwest's climate conditions, a variety of native materials and sizes will be integrated to create a layering effect to help mitigate the urban heat island effect.

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

Response: To the extent possible, the development will preserve and restore natural habitats and ecological processes through the inclusion of additional desert appropriate landscaping (as well as integration of native plants). Additional landscaping will contribute to the urban habitat for wildlife and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature they should become self-sustaining relative to water demand.

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

Response: Pedestrian circulation along both the perimeter and through the site is an important design feature of the proposed mixed-use residential development which is within close proximity to abundant retail, restaurant, and office uses with direct adjacency to the Camelback Walk open space amenity.

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

Response: The Property is located within close proximity to three bus routes. From a regional access standpoint, the Loop 101 Freeway and 90th Street interchange is located one-half mile to the south and Shea Boulevard is located approximately three-quarters of a mile to the north. The Camelback Walk provides connectivity to a 25-mile long path network, which can be accessed directly from the Property.

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

Response: The proposed development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design. A detailed pedestrian circulation plan is provided with the application showing connectivity to/from/along the site as well as internal connections. The site plan has been designed to take advantage of this adjacency with direct path connections and a breezeway that runs through the building at ground level connecting the central open space amenity with the greenbelt.

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

Response: Building articulation and stepped massing promote a natural hierarchy. The building consists of 3-, 4- and 5-story elements with the highest elements centered on the site thereby providing an appropriate massing transition from the street. There are other 3-story elements found along the Camelback Walk (adjacent Tuscany senior housing depicted below).



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

Response: The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwest climate by creating abundant outdoor living spaces and amenities for its residents celebrating the direct adjacency to the Camelback Walk.

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

Response: This mixed-use residential development promotes land use sustainability by reducing vehicle trips and fostering pedestrian synergy. Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building design and plans to develop in accordance with green building standards where possible.

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

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

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

Response: The proposed development will maintain a low-water use plant palette (see landscape plan). Context appropriate desert plant materials will be utilized with the development of the Property.

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

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents and in conformance with City standards.

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

Response: Project identification will be contextually appropriate and processed under a separate approval and permit process.

V. Amended Development Standards & PCD Findings

The proposed development will require an amendment to the McCormick Ranch PCD to change the zoning on the Property from C-O PCD to PUD PCD. This amendment will allow for deviations from the development standards for building height, setbacks and step-backs. The requested amended development standards are necessary to develop the underutilized office parcel located in the center of an employment core. The PCD is design and intended to enable and encourage the development of lands (existing and planned land uses) to achieve land development patterns, which will maintain and enhance the physical, social, and economic values in the area. As an infill, mixed-use residential development the proposal will offer an engaging street presence, direct connectivity to Camelback Walk and integrate a highly desired multifamily residential component within the fabric of the McCormick Ranch PCD.

The PCD provides for a combination of land uses including a variety of residential, commercial, industrial, public and semi-public types to be arranged in accordance with modern land planning principles and techniques. Due to site constraints, the proposal for PUD PCD also requires amended development standards which accompany this application. The PCD criteria are discussed below.

Amended Development Standards

The proposed changes for the development standards with this PUD PCD development are identified below. All requested amended development standards are amendable though the PUD district with the exception of building height which is amended through the PCD.

	Base PUD Development Standards	Proposed PUD PCD Development Standards
Density	To be established with the development plan (no cap)	57 du/ac
Building Height	58 feet 48 plus 10 for mechanical not to exceed 30% of the roof area.	66 feet including mechanical
Building Setback – Minor Arterial (measured from back of curb) 90th Street	Minor Arterial with Residential on First Floor: Minimum: 34 feet Average: 40 feet Minor Arterial with Commercial on First Floor: Minimum: 28 feet Average: 32 feet	Minimum: 20 feet Average: 24 feet
Building Setback – Local (measured from back of curb) San Victor	Local with Residential on the First Floor: Minimum: 25 feet Average: 30 feet Local with Commercial on First Floor: 23 feet Average: 28 feet	Minimum: 20 feet Average: 24 feet
Setback Adjacent to Residential District	20 feet	Minimum: 14 feet
Building Stepback Street Frontage	Starting at a point thirty-six (36) feet above the minimum building setback line, the building envelope inclined stepback plane shall slope upwards at 1:1 (ratio of the vertical rise to the horizontal run) to a point measured forty-eight (48) feet above the minimum building setback line. Thereafter the building envelope inclined stepback plane shall slope upwards at 2:1 (ratio of the vertical rise to the horizontal run) on all sides of a property adjacent to public and private streets	No change Note that exceptions include parapet walls.

Stepback adjacent to a Residential District	PUD Developments abutting or adjacent to a residential zoning district shall have a building envelope inclined stepback plane of 1:2 (ratio of the vertical rise to the horizontal run) starting on the residential zoning district boundary	Delete standard.
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The requested Amended Development Standards are necessary to create an energized, vibrant and successful mixed-use residential lifestyle on this small infill parcel. The project utilizes best planning concepts in terms of creating a friendly, pedestrian-scaled streetscape along 90th and San Victor, providing a stepped building form and internalizing the parking structure, incorporating a central common area element with resident amenities, and enlivening the Camelback Walk edge with direct resident access. The integration of new residential units along the Camelback Walk will bring synergy to the area which is predominately lined with office and “back of house” edge conditions along much of the older retail/service related uses. This development will re-engage the Camelback Walk and provide a meaningful open space amenity for residents to enjoy both visually and physically.

The minimal increase of 8 feet in allowable building height from 58 feet (48 feet + 10 feet for mechanical) to 66 feet including mechanical will allow for a transition of building massing from 3, 4 to 5 stories from the street edge with the tallest portion being central to the development. Note, however, that approximately 75% of the proposed building height is below 60 feet. The portions that reach 66 feet include the parking structure and stair towers. As a comparison, the existing C-O zoning designation allows for 48 feet in height excluding mechanical. The C-O building height could reach heights of 60 feet or greater by right without rezoning the Property. Building setbacks from edge of curb are modified to provide the same condition on both street frontages but allow for plenty of space to provide a treelined sidewalk along both 90th and San Victor. The overall open space required is 10% (13,765 s.f.) of the gross site area, however, the proposed development provides over 21% (29,590 s.f.), over double the requirement of common open space excluding patios and balconies (private outdoor living spaces).



PCD Findings

Per Section 5.2104 of the Zoning Ordinance, before approval or modified approval of an application for a proposed P-C District, the Planning Commission and the City Council must find:

- A. That the development proposed is in substantial harmony with the General Plan and can be coordinated with existing and planned development of surrounding areas.***

Response: A request for a non-major GPA has been submitted in conjunction with this rezoning request. Integrating the proposed mixed-use residential development will provide additional housing opportunities for the residents of Scottsdale in an established employment and service core area. The area is lacking new multifamily housing opportunities given the desirable location, multimodal connectivity and growing medical and bioscience related fields. The location of the Property not only provides an opportunity for housing in the Cure Corridor, but also connectivity to the surrounding retail, restaurants, library, park and office uses that will enhance the overall sustainability of the area. The development promotes an integrated, sustainable character for the area contributing towards the live, work, play goals identified in the General Plan.

- B. That the streets and thoroughfares proposed are suitable and adequate to serve the proposed uses and the anticipated traffic which will be generated thereby.***

Response: The street systems in place include adjacent 90th Street (a minor arterial), Shea Boulevard to the north (a major arterial) and Loop 101 Freeway to the south, all of which provide suitable local and regional access to the Property. A TIMA is provided with the application submittal including a specific traffic analysis which reflects a reduction in trip generation from the existing office use.

C. The Planning Commission and City Council shall further find that the facts submitted with the application and presented at the hearing establish beyond reasonable doubt that:

1. In the case of proposed residential development, that such development will constitute a residential environment of sustained desirability and stability; that it will be in harmony with the character of the surrounding area; and that the sites proposed for public facilities, such as schools, playgrounds and parks, are adequate to serve the anticipated population. The Planning Commission and City Council shall be presented written acknowledgment of this from the appropriate school district, the Scottsdale Parks and Recreation Commission and any other responsible agency.

Response: The school district has been notified and the area schools have adequate facilities to serve the additional residents.

2. In the case of proposed industrial or research uses, that such development will be appropriate in area, location and overall planning to the purpose intended; and that the design and development standards are such as to create an industrial environment of sustained desirability and stability.

Response: Not applicable.

3. In the case of proposed commercial, educational, cultural, recreational and other nonresidential uses, that such development will be appropriate in area, location and overall planning to the purpose intended; and that such development will be in harmony with the character of the surrounding areas.

Response: The non-residential land uses proposed with this application include a 9,100 s.f. amenity space, which features a 1,000 s.f. co-work office space provided on the ground level of the development for the use and benefit of the residents. The overall design is intended to function seamlessly together as well as integrate with the surrounding mix of land uses.

VI. PUD Criteria

Section 5.5003 of the Zoning Ordinance sets forth the criteria that must be satisfied when considering an application for a PUD District:

A. PUD Zoning District approval criteria.

1. As part of the approval or modified approval of an application for a PUD District, the Planning Commission shall recommend and the City Council shall find that the following criteria have been met:

a. The proposed development promotes revitalization, the goals, policies, and guidelines of the General Plan, area plans, and design guidelines.

Response: As demonstrated in the General Plan and Shea Area Plan sections above, the proposed development promotes revitalization and upholds the goals and policies set forth in these documents.

b. The proposed development's uses, densities, or development standards would not otherwise be permitted by the property's existing zoning.

Response: The development standards proposed with the application align best with the PUD zoning district.

c. The proposed development will be compatible with adjacent land uses and promotes the stability and integrity of abutting or adjacent residential neighborhoods.

Response: As an infill development, the proposed design is respectful of the existing edge conditions in terms of setbacks, building placement, building height transitioning, human-scale and landscaping buffers. The architectural character of the proposed community is complementary of the surrounding commercial, office and residential context.

d. There is adequate infrastructure and city services to serve the development.

Response: Water and Sewer reports are included with the application and demonstrate that there is adequate infrastructure and city services to serve the development.

e. The proposal meets the following criteria:

i. The proposed development is not located within any area zoned Environmentally Sensitive Lands Ordinance (ESL) nor within the boundaries of the Downtown Area.

Response: Property is not located in ESL or Downtown.

ii. The proposed development fronts onto a major or minor arterial and/or major collector street as designated in the Transportation Master Plan.

Response: The site fronts onto 90th Street, a minor arterial.

B. Amended development standards.

- 1. To encourage sensitivity to site conditions and provide flexibility in planning, development standards outlined in Section 5.5005., excluding C. Allowable building height and D. Exception to building height, may be amended upon recommendation by the Planning Commission and a finding by the City Council that the amended development standards achieve the purposes of the planned unit development district better than the existing standards.*

Response: See justification under Amended Development Standards & PCD Section V. above. Note that the building height amendment is requested through the PCD overlay.

Wood Partners – 90th Street & San Victor

Project Narrative

- ❖ *Non-major General Plan Amendment & Rezoning*
- ❖ *146-PA-2018*



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3-GP-2018
06/07/18

I. Project Overview & Context

The proposed application is a request for a non-major General Plan Amendment (“GPA”) from Office to Mixed Use Neighborhoods and an amendment to the McCormick Ranch Planned Community District (“PCD”) to rezone an approximate 3.16+/- acre infill site from Commercial Office, Planned Community District (“C-O PCD”) to Planned Unit Development, Planned Community District (“PUD PCD”) located at the northeast corner of 90th Street and San Victor Drive (the “Property”), for the development of a mixed-use multifamily residential community. The Property is currently occupied by a partially vacated office building.



The proposed residential community will consist of 179+/- units with building heights stepping up from 3, 4 and 5 stories. Located along the Camelback Walk, this community will benefit from direct access to the existing greenbelt and pathway system. Additionally, the development will provide housing options for nearby HonorHealth, PSC/CVS Caremark and numerous medical offices within the “Cure Corridor.”

The Cure Corridor is the presence of medical-related and bioscience business focused in a T-shaped geographic area that runs along Scottsdale Road from the Airpark to Thomas Road and along Shea Boulevard from Scottsdale Road to the Mayo facility at 136th Street.

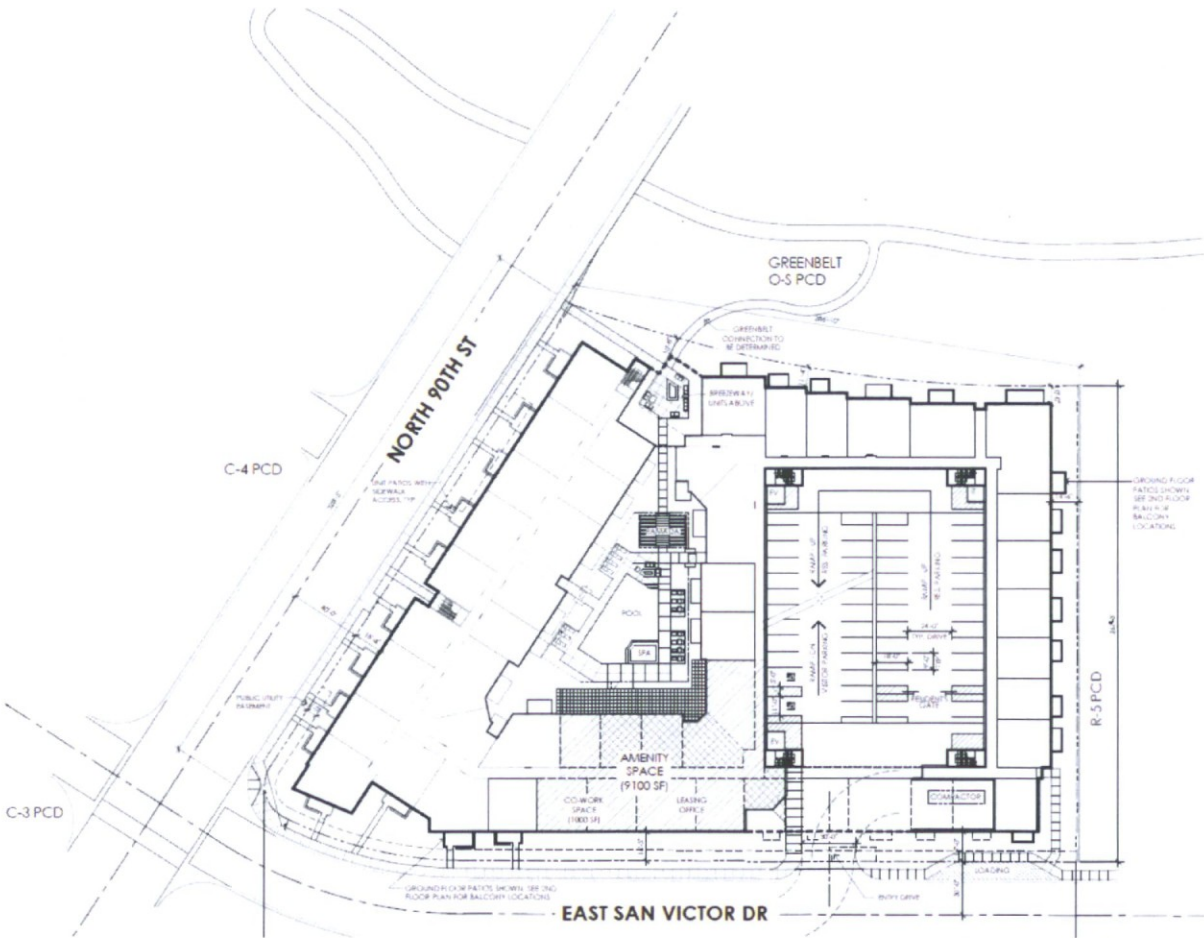
The Property was zoned C-O PCD with the approval of the development plan for McCormick Ranch PCD (40-Z-79) on July 17, 1979. The infrastructure stipulations were satisfied as the early phases of McCormick Ranch were developed, including rights-of-way, street improvements, and water and sewer infrastructure.

The Property is surrounded by retail, service, office and residential uses. Immediately north of the Property is the Camelback Walk open space amenity with office uses further to the north and northwest. To the west is a service/retail center including Leslie’s Pool Supplies, Midas, Autohaus, Valero Gas Station and Firestone. Further to the southeast is Wendy’s, Fry’s Grocery Store & Gas and a variety of retail uses. South of the Property is Ajo Al’s Mexican Restaurant and the 91 San Victor residential condominiums. To the east the Tuscany at McCormick Ranch retirement community. The intersection of the 101 Freeway and 90th Street is approximately 1/2 mile to the south.



The proposed residential development will include 179+/- units with 1-, 2-, and 3-bedrooms ranging in size from approximately 690 s.f. to 1,705 s.f. The development will also include a 9,100 s.f. amenity space, which consists of 1,000 s.f. of flex office/co-work space and community amenities such as, but not limited to, a cyber-café, yoga studio, resident lounge/club room, bike shop/storage, and demonstration kitchen to be utilized by the residents. A centralized parking structure wrapped with units will be provided to accommodate parking for residents and guests but will be obscured from street view. Other recreational amenities include a pool, spa, courtyard areas, shaded streetscape sidewalks, and direct access to the Camelback Walk path.

Conceptual Site Plan





II. City of Scottsdale General Plan 2001

The proposed development requires a non-major amendment to the General Plan Land Use Map designation from Office to Mixed-Use Neighborhoods to accommodate the request for PUD PCD zoning. The proposal is supportive of the desired values defined in the General Plan, which include those goals for the Character Area, Land Use, and Community Mobility.

General Plan Land Use Map



-  Office
- to-
-  Mixed-Use Neighborhoods

The request from Office to Mixed Use Neighborhoods is a non-major GPA per the land use matrix in the General Plan. Additionally, the Property size of 3.16+/- gross acres does not trigger the 15-gross acre or greater threshold for a Major GPA. The proposed Mixed-Use Neighborhoods designation will bring synergy to an area that has a significant concentration of retail, service and office uses.

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

Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Value Scottsdale's Unique Lifestyle & Character (Character & Design, Land Use)
2. Support Economic Vitality
3. Enhance Neighborhoods (Housing, Neighborhoods)
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation (Mobility)

These six Guiding Principles are further explained below through the different Elements of the General Plan.

2001 General Plan Goals & Policies

❖ Character & Design:

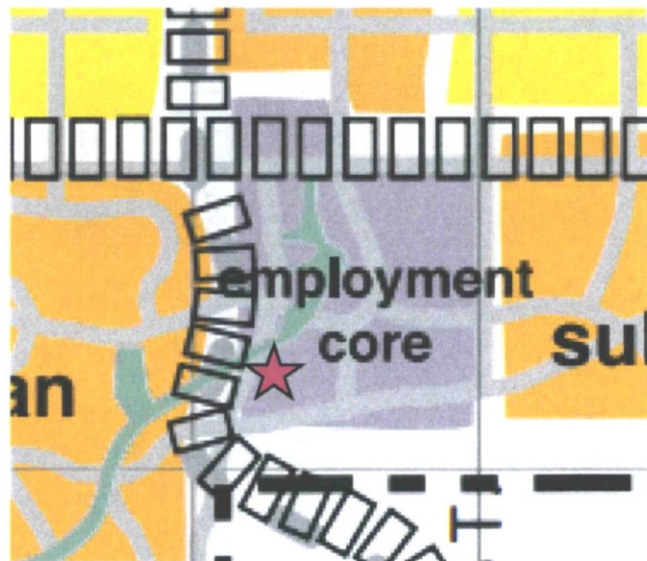
Goal 1: Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

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

-Bullet 4: Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together. The following general character types are found in our community:

Urban Character Types contain higher density residential, non-residential, and mixed-use neighborhoods. The district includes apartments, high-density townhouses, commercial and employment centers and resorts. Urban districts should have a pedestrian orientation with shade, activity nodes and small intimate developed open spaces that encourage interaction among people. Some examples of Urban Districts include:

Employment Cores (a subdistrict of the Urban Character Type) are primary employment centers for the City. These cores support a wide range of activities and regional and community level employment uses.



Response: The Urban Character Type recognizes the need for a wide variety of high intensity uses in the same location area to support each other and create a true urban feel. The Property is a vacant infill site located in the middle of an area designated as an Employment Core with easy access to the 101 Freeway. Being surrounded with multiple retail and large office uses, a mixed-use residential community would be very compatible and provide additional housing in an area where it is much needed. The proposed development would allow employees to live close to their jobs and walk or bike to work.

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

- Bullet 5: Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.*
- Bullet 6: Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.*

Response: The proposed site layout, architectural character and landscaping design respects the unique climate, and vegetation of Scottsdale. See Scottsdale Sensitive Design Principles below (Section IV) for detailed responses regarding each principle.

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

- Bullet 1: Require substantial landscaping be provided as part of new development or redevelopment.*
- 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: The lush desert landscape character of the Property includes a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy plants known to thrive in the intense heat and sun of the desert climate. Plant selection and placement will allow for the ability to use water efficiently throughout the site. The proposed planting design limits lush and dense planting patterns to areas with the most human interaction such as entries, amenity areas and pedestrian areas.

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

- Bullet 2: Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.*

-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 uses and contribute to public safety.

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents. Lighting designs will be commensurate with the quality architectural style proposed for the Property; low-level with no glare and intrusion on neighboring properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading to parking areas.

❖ **Land Use:**

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

-Bullet 4: Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.

Response: Developing the Property as a mixed-use residential community will directly support the wide variety of major employment and service related uses in the immediate area. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional housing options in this area is essential for the continuing economic growth and sustainability of the city as a whole. This project exemplifies this revitalization component by taking an underutilized, nearly vacant office development and developing the Property into a thriving residential community in an area of town that is eager for new multifamily housing options to serve the vast employment base within the Cure Corridor.

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

- Bullet 1: Integrate the pattern of land use and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.

-Bullet 2: Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mix-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 and cycling and transit) where environmentally and physically feasible.

Response: The integration of multifamily residential within this employment centric area supports the City's desire to reduce resident's reliance on their automobiles. Residents of the proposed multifamily development will be able to walk to work and retail establishments and services, nearly eliminating the need for daily vehicle usage. Additionally, the proposal includes an integrated co-work office space and community amenities on the ground level for its residents. The site also benefits from direct adjacency to the Camelback Walk, which provides connectivity to a 25-mile long open space/path network that runs through the City.

From a mass transit mobility standpoint, there are three major Valley Metro bus routes that run in the area. Route 514 is an Express/RAPID bus that runs primarily during morning and afternoon rush hour and extends from downtown Phoenix to downtown Fountain Hills. Route 81 runs north and south from the intersection of Hayden Road and Raintree Drive to the Loop 101 and 202 interchanges. Route 80 runs east and west from the intersection of 59th Avenue and Northern to Shea Boulevard and 136th Street. Considering the connections that can be made from these bus routes, there is convenient access to all parts of the valley from the Property via mass transit.



❖ **Economic Vitality:**

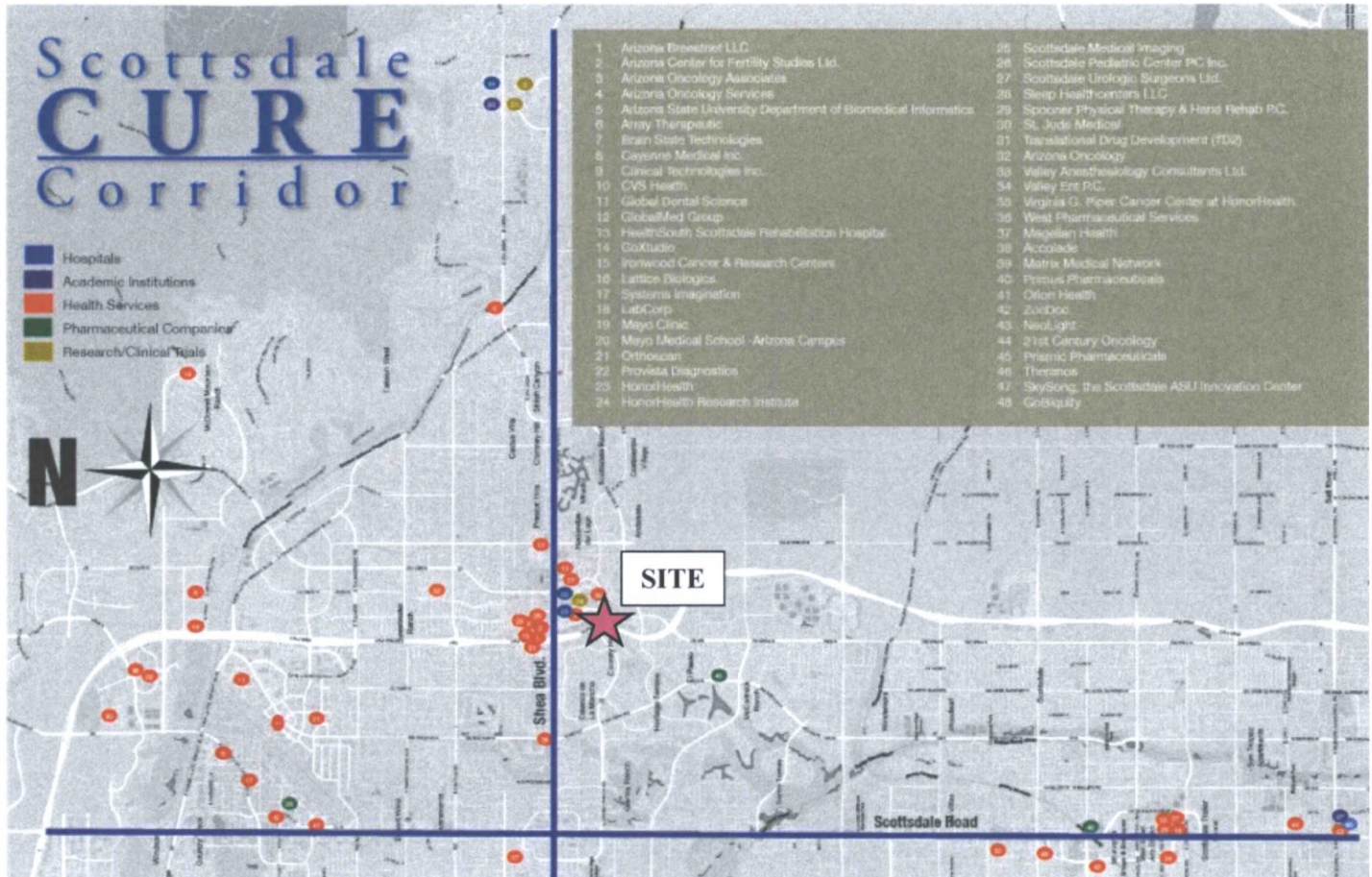
Goal 7: Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

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

-Bullet 6: Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy.

Response: The redevelopment of this underutilized and partially vacant site will contribute towards the economic stability of Scottsdale by providing housing options in the heart of an area with an abundance of established employment and retail uses, which will better balance the land use mix in this area. Below is a list of planning, employment and growth facts for the area:

- 10,000 medical related jobs within walking distance of the site
- HonorHealth has 6,700 employees
- CVS/Caremark has 1,000 employees
- 70,000 jobs in Scottsdale Airpark area
- April 2018 Scottsdale: 3.2% unemployment rate
- 14% of Scottsdale's workforce is employed in healthcare and social assistance positions
- 13% of Metro Phoenix biosciences employment is in Scottsdale with more than 27,000 jobs in this sector alone
- Metro Phoenix (including Scottsdale) is #1 in wage growth from July 2016 to July 2017
- Money Magazine July 2017: Phoenix (including Scottsdale) is #3 on list of 20 hottest cities for tech jobs
- Phoenix listed as #2 moving destination in 2017
- No multifamily has been constructed in last 20 years within 4 miles of site
- Property has a "walk-score" of 64
- Nearby developments under construction/planned in the Salt River Indian Community: Great Wolf Lodge (Pima & south of Via de Ventura), The Block at Pima Center (101 & Via De Ventura) includes a 22-acre mixed-use development including retail, office and hotel, Sierra Bloom Wellness Campus (101 & 90th Street) includes 43 acres of senior living, medical office, behavior health and hotel.



Source: City of Scottsdale

❖ **Housing:**

Goal 2: *Seek a variety of housing options that blend with the character of the surrounding community.*

- Bullet 1:** *Maintain Scottsdale’s quality-driven development review standards for new housing development*
- Bullet 2:** *Encourage physical design, building structure, and lot layout relationships between existing and new construction to help the new developments complement the surrounding neighborhood.*
- Bullet 5:** *Encourage the creation of mixed-use projects as a means to increase housing supply while promoting diversity and neighborhood vitality.*

Response: The proposed mixed-use project in the heart of Scottsdale’s Cure Corridor provides housing options in an area that is lacking new multifamily housing opportunities given the desirable location, multimodal connectivity and growing medical and bioscience related fields. The location of the Property not only provides an opportunity for housing in the Cure Corridor, but also connectivity to the surrounding retail, restaurants, library, park and office uses that will enhance the overall sustainability of the area. The development promotes an integrated modern appeal contributing towards the live, work, play philosophy and promoting neighborhood diversity and vitality.

Goal 3: Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.

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

Response: The PUD and PCD zoning districts promote flexibility in development standards, which on smaller infill sites, such as this one, allow for redevelopment and creative design offering housing options to support the nearby employment core. The proposed development plan includes amendments to the property development standards with respect to building height, setbacks and stepbacks. See Section V. below.

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-use 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 and major employers.

-Bullet 7: Explore opportunities for new or redeveloped housing to serve the employment base.

Response: As discussed previously, the area surrounding the Property has a high intensity of employment and retail uses. Adding multifamily housing in this location will provide more diverse living opportunities at various price points for the vast employment base, which includes nearby HonorHealth, PSC/CVS Caremark and numerous medical offices within the Cure Corridor. Additionally, the Property is approximately one-half mile from the 90th Street and 101 Freeway interchange, which provides regional access, and the Property has immediate access to three bus routes.

❖ **Neighborhoods:**

Goal 4: Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

-Bullet 3: Guide revitalization, redevelopment, and infill (new development in established areas) development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods.

Response: The proposed mixed-use residential development on this infill site complements the surrounding land use context. The substantial number of employers in the area also drives the demand for housing diversity. Notably, there are limited new multifamily housing options for

Scottsdale residents as there has been no multifamily development constructed in the last 20 years within 4 miles of the site.

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

- Bullet 1: Encourage new development efforts toward existing developed areas in Scottsdale.*
- Bullet 2: Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.*

Response: The proposed multifamily community will provide new development on an underutilized office building site in an area surrounded by established open space, retail/service and office uses. The infill development will utilize existing infrastructure systems (roads, utilities, etc.). This application is driven by the site's surrounding mix of land uses and a strong market demand for residential housing options sought after by workers in the area.

❖ *Open Space and Recreation:*

Goal 1: Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

- Bullet 9: Promote creative residential and commercial development techniques consistent with the Character Plan for an area, to further preserve meaningful and accessible open space.*
- Bullet 11: Preserve and integrate visual and functional connections between major city open spaces into the design of development projects.*



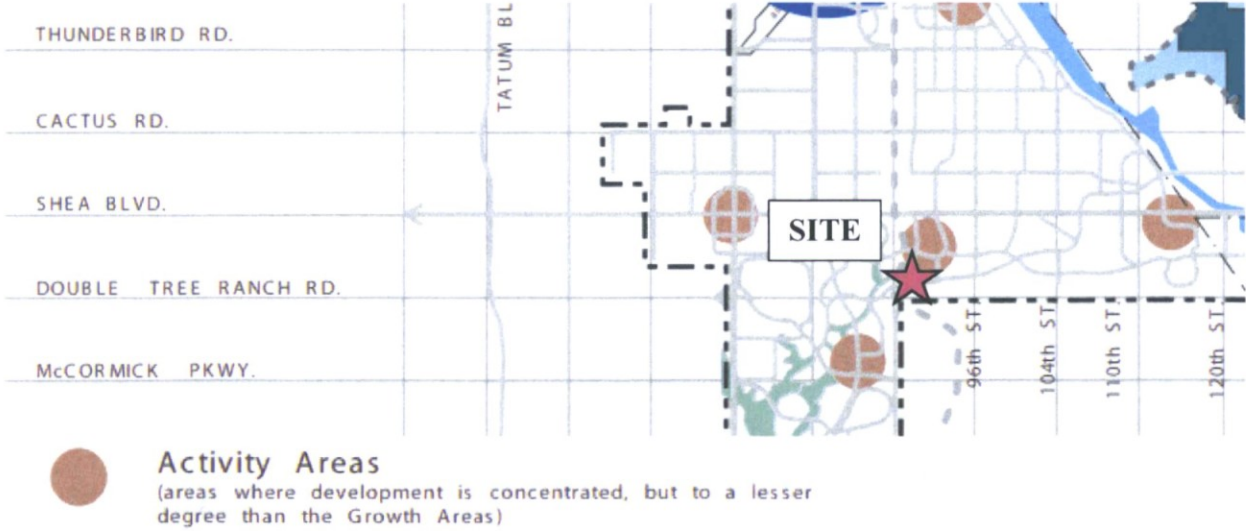
Response: The Property is ideally situated with direct access to the Camelback Walk, an existing urban open space amenity, which provides connectivity to a 25-mile long pathway network (Indian Bend Wash) spanning from Tempe to Westworld. The path system hits numerous amenities along the way include Mountain View Park, Mustang Library and a variety of retail and restaurant establishments. The path system also offers connectivity to abundant office developments in the area promoting the live, play, work philosophy. The integration of a residential community in place of office in this location will provide synergy along the path system offering multiple recreational opportunities for its residents.

❖ **Growth Areas:**

The site is located on the edge of the HonorHealth Activity Area identified above on the City’s Growth Areas Map (see below). Activity Areas have a concentration of development promoting a range of mixed land uses.

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 3: *Promote the coordination of infrastructure development and upgrade with opportunities for infill development and development activity where it will encourage a mix of uses and support pedestrian and transit activity.*



Response: The proposed development will tie into existing infrastructure systems. Water and sewer basis of design reports are being submitted and reviewed with the zoning application. The existing transportation network will more than adequately serve the proposed use as there will be a reduction in trips from the existing office development. Integrating mixed-use residential in the heart of the McCormick Ranch PCD will help sustain the balance of land uses and continue to serve a growing and diverse community.

Goal 2: *Make automobile transit and other multimodal circulation more efficient.*

-Bullet 1: Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.

Response: As previously noted, the Property is adjacent to three major bus routes that provide direct access to many parts of the east valley. Additionally, the interchange for the Loop 101 Freeway and 90th Street is one-half mile south of the Property. The Loop 101 connects with many other major freeways in the valley which further extends regional access. Shea Boulevard is also located approximately three-quarters of a mile to the north. The site is extremely desirable for multifamily development due to the surrounding services, retail and restaurants within walking distance of the site and most notably its direct adjacency to the Camelback Walk, which runs along the north side of the Property. The site plan has been designed to take advantage of this adjacency with direct path connections and a breezeway that runs through the building at ground level connecting the community's central open space amenity with the greenbelt. Specific location for path connection to Camelback Walk to be determined with City Staff.

❖ ***Community Mobility:***

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

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

Response: As mentioned above, the Property is one-half mile north of the Loop 101 and 90th Street interchange and three-quarters of a mile south of Shea Boulevard, both of which provide regional access. The proposed development accomplishes a range of goals including the integration of high quality, vibrant architecture and innovative site planning and provides housing in the employment core, frequently referred to as the Cure Corridor, thereby reducing trip generation during peak hours. The nearby bus stops will provide direct access to the local and regional transportation systems.

III. Shea Area Plan Overview

The Property is located within the Shea Area Plan (the “Area Plan”) which was adopted in 1993, and further superseded by the General Plan 2001 Land Use Map. As a result of a recommendation from the Shea Area Plan, Shea Boulevard Streetscape Guidelines were approved in 1994. The Area Plan applies to an area generally bounded by Thunderbird on the north, Hayden on the west, the Doubletree Ranch Road alignment on the south, and the City’s eastern boundary. The Area Plan contains policies and guidelines that set a minimum threshold for a project to be considered by the City.

Goal- Enhance and protect existing neighborhoods.

Policy 1: New development should be compatible to existing development through appropriate transitions.

Response: The proposed mixed-use residential development is compatible with the existing surrounding retail and office uses with respect to intensity and land use relationship. The stepped building massing will provide appropriate transitions along the street frontages.

Goal- Encourage site planning which is sensitive to environmental features.

Policy 1: Open space should be provided to link neighborhoods with trails and recreational areas, act as buffers between major streets and adjacent land uses, provide for drainage, and protect significant habitat corridors, and to visually enhance the character of the area.

Policy 2: Encourage the preservation of unique natural features and open spaces.

Response: Due to the fact that this Property is an infill parcel, surrounded by established retail, residential and office uses, there are no known habitat corridors or natural features which will be disturbed by the proposed development. The Property has direct adjacency to the Camelback Walk and the site design takes advantage of this amenity by celebrating view corridors and providing direct linkage to this recreational and open space amenity.

Goal 3- Provide for an efficient road network and promote alternative modes of travel.

Policy 2: The trail system should be maximized as an alternative transportation route.

Response: The Camelback Walk is an important feature of the proposed site design. There is minimal residential development that has direct adjacency to the Walk through this segment of McCormick Ranch. Integrating mixed-use residential in this location will provide walkability for residents further promoting use of the path system and alternative modes of transportation.

Goal- A variety of residential housing choices should be provided.

Intent: Create housing opportunities that will allow residents to live near school and employment areas.

Response: The proposed mixed-use residential development seeks to provide additional housing opportunities in the middle of the employment area, near school and an established mix of office, retail, services and restaurants.

IV. Scottsdale Sensitive Design Principles

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

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

Response: The contemporary, context appropriate building character and massing fits well with the surrounding development including the established retail, residential and office uses. The proposed development will utilize a variety of Sonoran Desert inspired textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating outdoor living spaces for each unit, recreational amenities, and gathering places for its residents.

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

Response: The Property itself does not contain any natural features. Building siting has been designed in a way that makes the most of the small site while still being able to provide amenities, gathering areas, and the required amount of parking. Connectivity to the Camelback Walk is promoted, both visually and physically through view corridors and sidewalks.

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

Response: The site is a relatively flat, urban infill parcel. All landscaping will consist of low-water use desert appropriate landscaping materials. Respecting the Southwest's climate conditions, a variety of native materials and sizes will be integrated to create a layering effect to help mitigate the urban heat island effect.

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

Response: To the extent possible, the development will preserve and restore natural habitats and ecological processes through the inclusion of additional desert appropriate landscaping (as well as integration of native plants). Additional landscaping will contribute to the urban habitat for wildlife and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature they should become self-sustaining relative to water demand.

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

Response: Pedestrian circulation along both the perimeter and through the site is an important design feature of the proposed mixed-use residential development which is within close proximity to abundant retail, restaurant, and office uses with direct adjacency to the Camelback Walk open space amenity.

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

Response: The Property is located within close proximity to three bus routes. From a regional access standpoint, the Loop 101 Freeway and 90th Street interchange is located one-half mile to the south and Shea Boulevard is located approximately three-quarters of a mile to the north. The Camelback Walk provides connectivity to a 25-mile long path network, which can be accessed directly from the Property.

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

Response: The proposed development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design. A detailed pedestrian circulation plan is provided with the application showing connectivity to/from/along the site as well as internal connections. The site plan has been designed to take advantage of this adjacency with direct path connections and a breezeway that runs through the building at ground level connecting the central open space amenity with the greenbelt.

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

Response: Building articulation and stepped massing promote a natural hierarchy. The building consists of 3-, 4- and 5-story elements with the highest elements centered on the site thereby providing an appropriate massing transition from the street. There are other 3-story elements found along the Camelback Walk (adjacent Tuscany senior housing depicted below).



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

Response: The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwest climate by creating abundant outdoor living spaces and amenities for its residents celebrating the direct adjacency to the Camelback Walk.

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

Response: This mixed-use residential development promotes land use sustainability by reducing vehicle trips and fostering pedestrian synergy. Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building design and plans to develop in accordance with green building standards where possible.

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

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

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

Response: The proposed development will maintain a low-water use plant palette (see landscape plan). Context appropriate desert plant materials will be utilized with the development of the Property.

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

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents and in conformance with City standards.

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

Response: Project identification will be contextually appropriate and processed under a separate approval and permit process.

V. Amended Development Standards & PCD Findings

The proposed development will require an amendment to the McCormick Ranch PCD to change the zoning on the Property from C-O PCD to PUD PCD. This amendment will allow for deviations from the development standards for building height, setbacks and step-backs. The requested amended development standards are necessary to develop the underutilized office parcel located in the center of an employment core. The PCD is design and intended to enable and encourage the development of lands (existing and planned land uses) to achieve land development patterns, which will maintain and enhance the physical, social, and economic values in the area. As an infill, mixed-use residential development the proposal will offer an engaging street presence, direct connectivity to Camelback Walk and integrate a highly desired multifamily residential component within the fabric of the McCormick Ranch PCD.

The PCD provides for a combination of land uses including a variety of residential, commercial, industrial, public and semi-public types to be arranged in accordance with modern land planning principles and techniques. Due to site constraints, the proposal for PUD PCD also requires amended development standards which accompany this application. The PCD criteria are discussed below.

Amended Development Standards

The proposed changes for the development standards with this PUD PCD development are identified below. All requested amended development standards are amendable though the PUD district with the exception of building height which is amended through the PCD.

	Base PUD Development Standards	Proposed PUD PCD Development Standards
Density	To be established with the development plan (no cap)	57 du/ac
Building Height	58 feet 48 plus 10 for mechanical not to exceed 30% of the roof area.	66 feet including mechanical
Building Setback – Minor Arterial (measured from back of curb) 90th Street	Minor Arterial with Residential on First Floor: Minimum: 34 feet Average: 40 feet Minor Arterial with Commercial on First Floor: Minimum: 28 feet Average: 32 feet	Minimum: 20 feet Average: 24 feet
Building Setback – Local (measured from back of curb) San Victor	Local with Residential on the First Floor: Minimum: 25 feet Average: 30 feet Local with Commercial on First Floor: 23 feet Average: 28 feet	Minimum: 20 feet Average: 24 feet
Setback Adjacent to Residential District	20 feet	Minimum: 14 feet
Building Stepback Street Frontage	Starting at a point thirty-six (36) feet above the minimum building setback line, the building envelope inclined stepback plane shall slope upwards at 1:1 (ratio of the vertical rise to the horizontal run) to a point measured forty-eight (48) feet above the minimum building setback line. Thereafter the building envelope inclined stepback plane shall slope upwards at 2:1 (ratio of the vertical rise to the horizontal run) on all sides of a property adjacent to public and private streets	No change Note that exceptions include parapet walls.

Stepback adjacent to a Residential District	PUD Developments abutting or adjacent to a residential zoning district shall have a building envelope inclined stepback plane of 1:2 (ratio of the vertical rise to the horizontal run) starting on the residential zoning district boundary	Delete standard.
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The requested Amended Development Standards are necessary to create an energized, vibrant and successful mixed-use residential lifestyle on this small infill parcel. The project utilizes best planning concepts in terms of creating a friendly, pedestrian-scaled streetscape along 90th and San Victor, providing a stepped building form and internalizing the parking structure, incorporating a central common area element with resident amenities, and enlivening the Camelback Walk edge with direct resident access. The integration of new residential units along the Camelback Walk will bring synergy to the area which is predominately lined with office and “back of house” edge conditions along much of the older retail/service related uses. This development will re-engage the Camelback Walk and provide a meaningful open space amenity for residents to enjoy both visually and physically.

The minimal increase of 8 feet in allowable building height from 58 feet (48 feet + 10 feet for mechanical) to 66 feet including mechanical will allow for a transition of building massing from 3, 4 to 5 stories from the street edge with the tallest portion being central to the development. Note, however, that approximately 75% of the proposed building height is below 60 feet. The portions that reach 66 feet include the parking structure and stair towers. As a comparison, the existing C-O zoning designation allows for 48 feet in height excluding mechanical. The C-O building height could reach heights of 60 feet or greater by right without rezoning the Property. Building setbacks from edge of curb are modified to provide the same condition on both street frontages but allow for plenty of space to provide a treelined sidewalk along both 90th and San Victor. The overall open space required is 10% (13,765 s.f.) of the gross site area, however, the proposed development provides over 21% (29,590 s.f.), over double the requirement of common open space excluding patios and balconies (private outdoor living spaces).



PCD Findings

Per Section 5.2104 of the Zoning Ordinance, before approval or modified approval of an application for a proposed P-C District, the Planning Commission and the City Council must find:

- A. That the development proposed is in substantial harmony with the General Plan and can be coordinated with existing and planned development of surrounding areas.***

Response: A request for a non-major GPA has been submitted in conjunction with this rezoning request. Integrating the proposed mixed-use residential development will provide additional housing opportunities for the residents of Scottsdale in an established employment and service core area. The area is lacking new multifamily housing opportunities given the desirable location, multimodal connectivity and growing medical and bioscience related fields. The location of the Property not only provides an opportunity for housing in the Cure Corridor, but also connectivity to the surrounding retail, restaurants, library, park and office uses that will enhance the overall sustainability of the area. The development promotes an integrated, sustainable character for the area contributing towards the live, work, play goals identified in the General Plan.

- B. That the streets and thoroughfares proposed are suitable and adequate to serve the proposed uses and the anticipated traffic which will be generated thereby.***

Response: The street systems in place include adjacent 90th Street (a minor arterial), Shea Boulevard to the north (a major arterial) and Loop 101 Freeway to the south, all of which provide suitable local and regional access to the Property. A TIMA is provided with the application submittal including a specific traffic analysis which reflects a reduction in trip generation from the existing office use.

C. The Planning Commission and City Council shall further find that the facts submitted with the application and presented at the hearing establish beyond reasonable doubt that:

1. In the case of proposed residential development, that such development will constitute a residential environment of sustained desirability and stability; that it will be in harmony with the character of the surrounding area; and that the sites proposed for public facilities, such as schools, playgrounds and parks, are adequate to serve the anticipated population. The Planning Commission and City Council shall be presented written acknowledgment of this from the appropriate school district, the Scottsdale Parks and Recreation Commission and any other responsible agency.

Response: The school district has been notified and the area schools have adequate facilities to serve the additional residents.

2. In the case of proposed industrial or research uses, that such development will be appropriate in area, location and overall planning to the purpose intended; and that the design and development standards are such as to create an industrial environment of sustained desirability and stability.

Response: Not applicable.

3. In the case of proposed commercial, educational, cultural, recreational and other nonresidential uses, that such development will be appropriate in area, location and overall planning to the purpose intended; and that such development will be in harmony with the character of the surrounding areas.

Response: The non-residential land uses proposed with this application include a 9,100 s.f. amenity space, which features a 1,000 s.f. co-work office space provided on the ground level of the development for the use and benefit of the residents. The overall design is intended to function seamlessly together as well as integrate with the surrounding mix of land uses.

VI. PUD Criteria

Section 5.5003 of the Zoning Ordinance sets forth the criteria that must be satisfied when considering an application for a PUD District:

A. PUD Zoning District approval criteria.

1. As part of the approval or modified approval of an application for a PUD District, the Planning Commission shall recommend and the City Council shall find that the following criteria have been met:

a. The proposed development promotes revitalization, the goals, policies, and guidelines of the General Plan, area plans, and design guidelines.

Response: As demonstrated in the General Plan and Shea Area Plan sections above, the proposed development promotes revitalization and upholds the goals and policies set forth in these documents.

b. The proposed development's uses, densities, or development standards would not otherwise be permitted by the property's existing zoning.

Response: The development standards proposed with the application align best with the PUD zoning district.

c. The proposed development will be compatible with adjacent land uses and promotes the stability and integrity of abutting or adjacent residential neighborhoods.

Response: As an infill development, the proposed design is respectful of the existing edge conditions in terms of setbacks, building placement, building height transitioning, human-scale and landscaping buffers. The architectural character of the proposed community is complementary of the surrounding commercial, office and residential context.

d. There is adequate infrastructure and city services to serve the development.

Response: Water and Sewer reports are included with the application and demonstrate that there is adequate infrastructure and city services to serve the development.

e. The proposal meets the following criteria:

i. The proposed development is not located within any area zoned Environmentally Sensitive Lands Ordinance (ESL) nor within the boundaries of the Downtown Area.

Response: Property is not located in ESL or Downtown.

ii. The proposed development fronts onto a major or minor arterial and/or major collector street as designated in the Transportation Master Plan.

Response: The site fronts onto 90th Street, a minor arterial.

B. Amended development standards.

- 1. To encourage sensitivity to site conditions and provide flexibility in planning, development standards outlined in Section 5.5005., excluding C. Allowable building height and D. Exception to building height, may be amended upon recommendation by the Planning Commission and a finding by the City Council that the amended development standards achieve the purposes of the planned unit development district better than the existing standards.*

Response: See justification under Amended Development Standards & PCD Section V. above. Note that the building height amendment is requested through the PCD overlay.

Wood Partners – 90th Street & San Victor

Project Narrative

- ❖ *Non-major General Plan Amendment & Rezoning*
- ❖ *146-PA-2018*



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3-GP-2018
06/07/18

I. Project Overview & Context

The proposed application is a request for a non-major General Plan Amendment (“GPA”) from Office to Mixed Use Neighborhoods and an amendment to the McCormick Ranch Planned Community District (“PCD”) to rezone an approximate 3.16+/- acre infill site from Commercial Office, Planned Community District (“C-O PCD”) to Planned Unit Development, Planned Community District (“PUD PCD”) located at the northeast corner of 90th Street and San Victor Drive (the “Property”), for the development of a mixed-use multifamily residential community. The Property is currently occupied by a partially vacated office building.



The proposed residential community will consist of 179+/- units with building heights stepping up from 3, 4 and 5 stories. Located along the Camelback Walk, this community will benefit from direct access to the existing greenbelt and pathway system. Additionally, the development will provide housing options for nearby HonorHealth, PSC/CVS Caremark and numerous medical offices within the “Cure Corridor.”

The Cure Corridor is the presence of medical-related and bioscience business focused in a T-shaped geographic area that runs along Scottsdale Road from the Airpark to Thomas Road and along Shea Boulevard from Scottsdale Road to the Mayo facility at 136th Street.

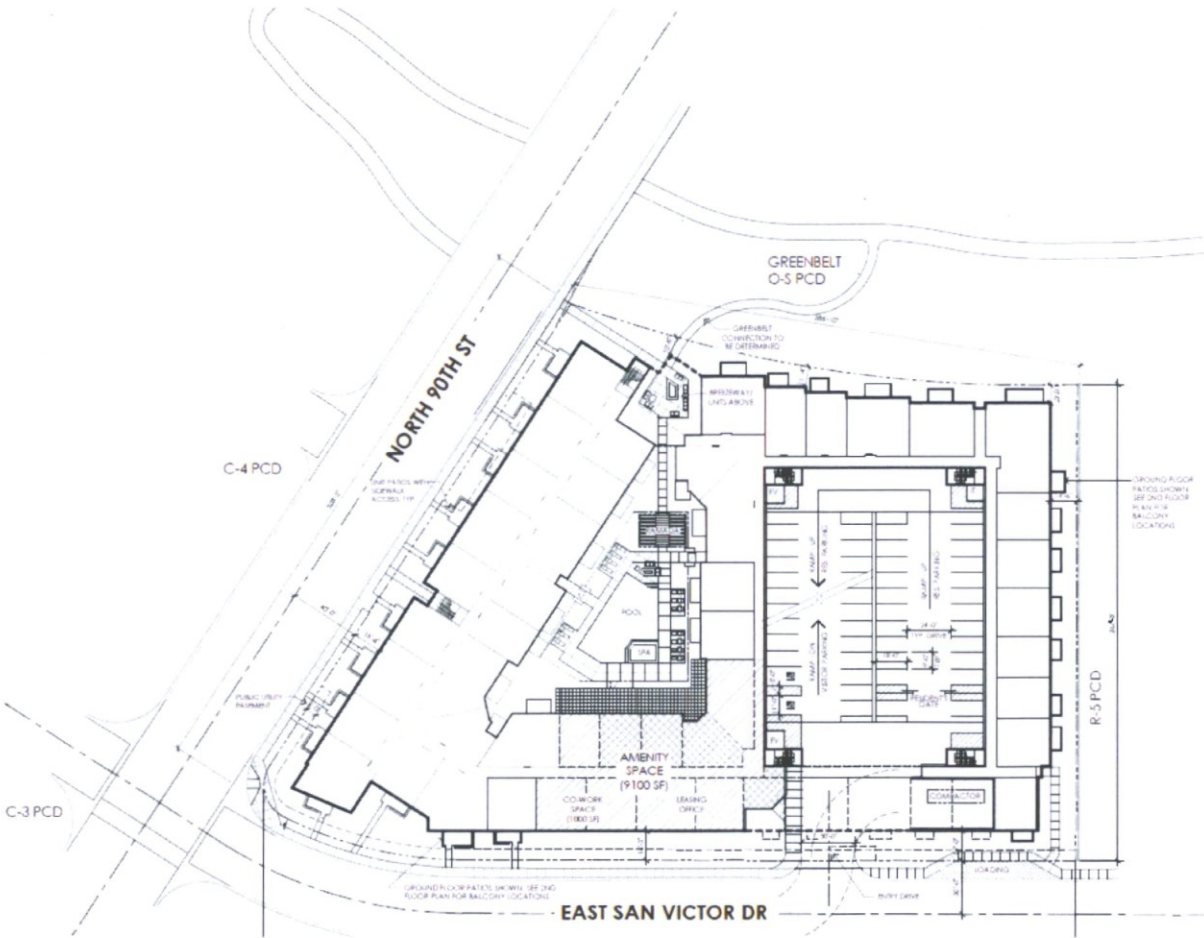
The Property was zoned C-O PCD with the approval of the development plan for McCormick Ranch PCD (40-Z-79) on July 17, 1979. The infrastructure stipulations were satisfied as the early phases of McCormick Ranch were developed, including rights-of-way, street improvements, and water and sewer infrastructure.

The Property is surrounded by retail, service, office and residential uses. Immediately north of the Property is the Camelback Walk open space amenity with office uses further to the north and northwest. To the west is a service/retail center including Leslie’s Pool Supplies, Midas, Autohaus, Valero Gas Station and Firestone. Further to the southeast is Wendy’s, Fry’s Grocery Store & Gas and a variety of retail uses. South of the Property is Ajo Al’s Mexican Restaurant and the 91 San Victor residential condominiums. To the east the Tuscany at McCormick Ranch retirement community. The intersection of the 101 Freeway and 90th Street is approximately 1/2 mile to the south.



The proposed residential development will include 179+/- units with 1-, 2-, and 3-bedrooms ranging in size from approximately 690 s.f. to 1,705 s.f. The development will also include a 9,100 s.f. amenity space, which consists of 1,000 s.f. of flex office/co-work space and community amenities such as, but not limited to, a cyber-café, yoga studio, resident lounge/club room, bike shop/storage, and demonstration kitchen to be utilized by the residents. A centralized parking structure wrapped with units will be provided to accommodate parking for residents and guests but will be obscured from street view. Other recreational amenities include a pool, spa, courtyard areas, shaded streetscape sidewalks, and direct access to the Camelback Walk path.

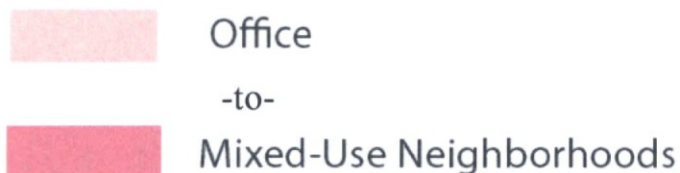
Conceptual Site Plan



II. City of Scottsdale General Plan 2001

The proposed development requires a non-major amendment to the General Plan Land Use Map designation from Office to Mixed-Use Neighborhoods to accommodate the request for PUD PCD zoning. The proposal is supportive of the desired values defined in the General Plan, which include those goals for the Character Area, Land Use, and Community Mobility.

General Plan Land Use Map



The request from Office to Mixed Use Neighborhoods is a non-major GPA per the land use matrix in the General Plan. Additionally, the Property size of 3.16+/- gross acres does not trigger the 15-gross acre or greater threshold for a Major GPA. The proposed Mixed-Use Neighborhoods designation will bring synergy to an area that has a significant concentration of retail, service and office uses.

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

Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Value Scottsdale's Unique Lifestyle & Character (Character & Design, Land Use)
2. Support Economic Vitality
3. Enhance Neighborhoods (Housing, Neighborhoods)
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation (Mobility)

These six Guiding Principles are further explained below through the different Elements of the General Plan.

2001 General Plan Goals & Policies

❖ Character & Design:

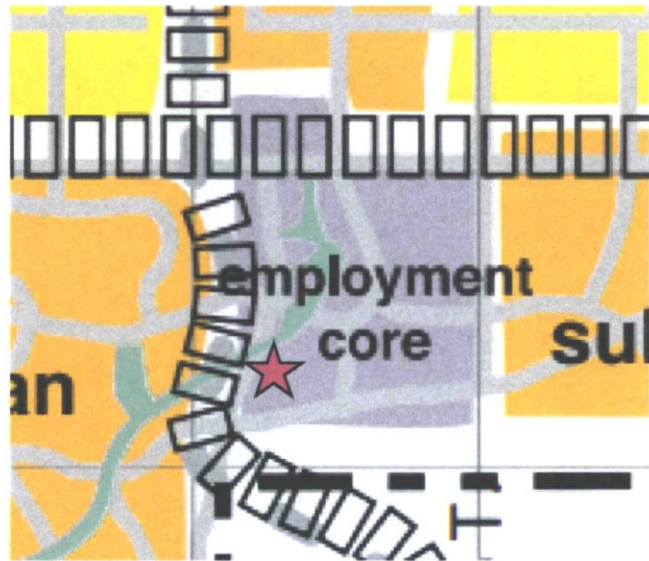
Goal 1: Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

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

-Bullet 4: Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together. The following general character types are found in our community:

Urban Character Types contain higher density residential, non-residential, and mixed-use neighborhoods. The district includes apartments, high-density townhouses, commercial and employment centers and resorts. Urban districts should have a pedestrian orientation with shade, activity nodes and small intimate developed open spaces that encourage interaction among people. Some examples of Urban Districts include:

Employment Cores (a subdistrict of the Urban Character Type) are primary employment centers for the City. These cores support a wide range of activities and regional and community level employment uses.



Response: The Urban Character Type recognizes the need for a wide variety of high intensity uses in the same location area to support each other and create a true urban feel. The Property is a vacant infill site located in the middle of an area designated as an Employment Core with easy access to the 101 Freeway. Being surrounded with multiple retail and large office uses, a mixed-use residential community would be very compatible and provide additional housing in an area where it is much needed. The proposed development would allow employees to live close to their jobs and walk or bike to work.

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

- Bullet 5: Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.*
- Bullet 6: Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.*

Response: The proposed site layout, architectural character and landscaping design respects the unique climate, and vegetation of Scottsdale. See Scottsdale Sensitive Design Principles below (Section IV) for detailed responses regarding each principle.

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

- Bullet 1: Require substantial landscaping be provided as part of new development or redevelopment.*
- 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: The lush desert landscape character of the Property includes a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy plants known to thrive in the intense heat and sun of the desert climate. Plant selection and placement will allow for the ability to use water efficiently throughout the site. The proposed planting design limits lush and dense planting patterns to areas with the most human interaction such as entries, amenity areas and pedestrian areas.

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

- Bullet 2: Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.*

- 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 uses and contribute to public safety.*

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents. Lighting designs will be commensurate with the quality architectural style proposed for the Property; low-level with no glare and intrusion on neighboring properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading to parking areas.

❖ **Land Use:**

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 diversity of residential uses and supporting services that provide for the needs of the community.*
- Bullet 4: Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.*

Response: Developing the Property as a mixed-use residential community will directly support the wide variety of major employment and service related uses in the immediate area. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional housing options in this area is essential for the continuing economic growth and sustainability of the city as a whole. This project exemplifies this revitalization component by taking an underutilized, nearly vacant office development and developing the Property into a thriving residential community in an area of town that is eager for new multifamily housing options to serve the vast employment base within the Cure Corridor.

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

- Bullet 1: Integrate the pattern of land use and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.*
- Bullet 2: Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mix-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 and cycling and transit) where environmentally and physically feasible.*

Response: The integration of multifamily residential within this employment centric area supports the City’s desire to reduce resident’s reliance on their automobiles. Residents of the proposed multifamily development will be able to walk to work and retail establishments and services, nearly eliminating the need for daily vehicle usage. Additionally, the proposal includes an integrated co-work office space and community amenities on the ground level for its residents. The site also benefits from direct adjacency to the Camelback Walk, which provides connectivity to a 25-mile long open space/path network that runs through the City.

From a mass transit mobility standpoint, there are three major Valley Metro bus routes that run in the area. Route 514 is an Express/RAPID bus that runs primarily during morning and afternoon rush hour and extends from downtown Phoenix to downtown Fountain Hills. Route 81 runs north and south from the intersection of Hayden Road and Raintree Drive to the Loop 101 and 202 interchanges. Route 80 runs east and west from the intersection of 59th Avenue and Northern to Shea Boulevard and 136th Street. Considering the connections that can be made from these bus routes, there is convenient access to all parts of the valley from the Property via mass transit.



❖ *Economic Vitality:*

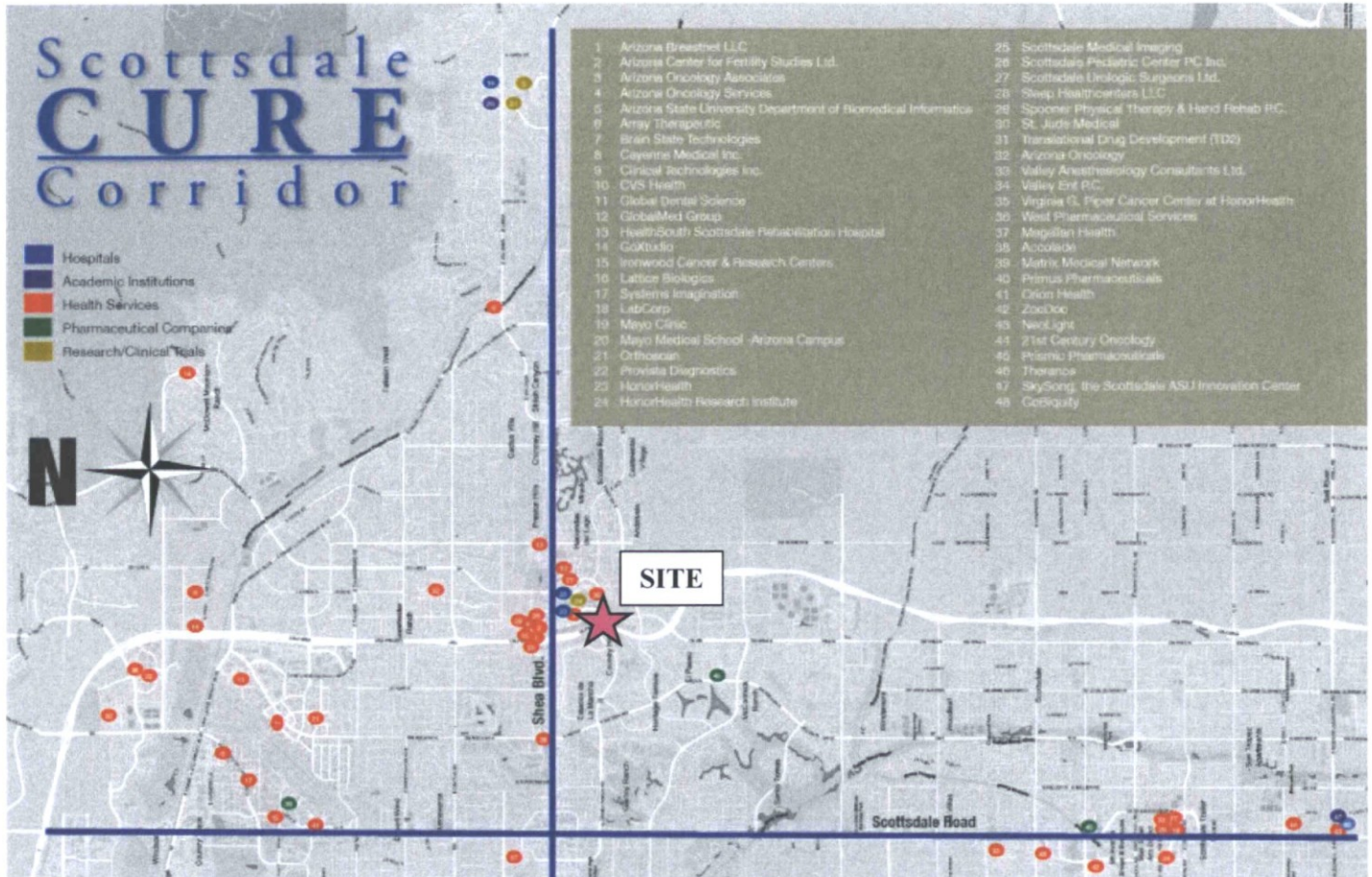
Goal 7: *Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.*

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

***-Bullet 6:* Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy.**

Response: The redevelopment of this underutilized and partially vacant site will contribute towards the economic stability of Scottsdale by providing housing options in the heart of an area with an abundance of established employment and retail uses, which will better balance the land use mix in this area. Below is a list of planning, employment and growth facts for the area:

- 10,000 medical related jobs within walking distance of the site
- HonorHealth has 6,700 employees
- CVS/Caremark has 1,000 employees
- 70,000 jobs in Scottsdale Airpark area
- April 2018 Scottsdale: 3.2% unemployment rate
- 14% of Scottsdale's workforce is employed in healthcare and social assistance positions
- 13% of Metro Phoenix biosciences employment is in Scottsdale with more than 27,000 jobs in this sector alone
- Metro Phoenix (including Scottsdale) is #1 in wage growth from July 2016 to July 2017
- Money Magazine July 2017: Phoenix (including Scottsdale) is #3 on list of 20 hottest cities for tech jobs
- Phoenix listed as #2 moving destination in 2017
- No multifamily has been constructed in last 20 years within 4 miles of site
- Property has a "walk-score" of 64
- Nearby developments under construction/planned in the Salt River Indian Community: Great Wolf Lodge (Pima & south of Via de Ventura), The Block at Pima Center (101 & Via De Ventura) includes a 22-acre mixed-use development including retail, office and hotel, Sierra Bloom Wellness Campus (101 & 90th Street) includes 43 acres of senior living, medical office, behavior health and hotel.



Source: City of Scottsdale

❖ **Housing:**

Goal 2: *Seek a variety of housing options that blend with the character of the surrounding community.*

- Bullet 1:** *Maintain Scottsdale’s quality-driven development review standards for new housing development*
- Bullet 2:** *Encourage physical design, building structure, and lot layout relationships between existing and new construction to help the new developments complement the surrounding neighborhood.*
- Bullet 5:** *Encourage the creation of mixed-use projects as a means to increase housing supply while promoting diversity and neighborhood vitality.*

Response: The proposed mixed-use project in the heart of Scottsdale’s Cure Corridor provides housing options in an area that is lacking new multifamily housing opportunities given the desirable location, multimodal connectivity and growing medical and bioscience related fields. The location of the Property not only provides an opportunity for housing in the Cure Corridor, but also connectivity to the surrounding retail, restaurants, library, park and office uses that will enhance the overall sustainability of the area. The development promotes an integrated modern appeal contributing towards the live, work, play philosophy and promoting neighborhood diversity and vitality.

Goal 3: *Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.*

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

Response: The PUD and PCD zoning districts promote flexibility in development standards, which on smaller infill sites, such as this one, allow for redevelopment and creative design offering housing options to support the nearby employment core. The proposed development plan includes amendments to the property development standards with respect to building height, setbacks and stepbacks. See Section V. below.

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-use 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 and major employers.

-Bullet 7: Explore opportunities for new or redeveloped housing to serve the employment base.

Response: As discussed previously, the area surrounding the Property has a high intensity of employment and retail uses. Adding multifamily housing in this location will provide more diverse living opportunities at various price points for the vast employment base, which includes nearby HonorHealth, PSC/CVS Caremark and numerous medical offices within the Cure Corridor. Additionally, the Property is approximately one-half mile from the 90th Street and 101 Freeway interchange, which provides regional access, and the Property has immediate access to three bus routes.

❖ ***Neighborhoods:***

Goal 4: *Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.*

-Bullet 3: Guide revitalization, redevelopment, and infill (new development in established areas) development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods.

Response: The proposed mixed-use residential development on this infill site complements the surrounding land use context. The substantial number of employers in the area also drives the demand for housing diversity. Notably, there are limited new multifamily housing options for

Scottsdale residents as there has been no multifamily development constructed in the last 20 years within 4 miles of the site.

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

- Bullet 1: Encourage new development efforts toward existing developed areas in Scottsdale.*
- Bullet 2: Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.*

Response: The proposed multifamily community will provide new development on an underutilized office building site in an area surrounded by established open space, retail/service and office uses. The infill development will utilize existing infrastructure systems (roads, utilities, etc.). This application is driven by the site's surrounding mix of land uses and a strong market demand for residential housing options sought after by workers in the area.

❖ Open Space and Recreation:

Goal 1: Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

- Bullet 9: Promote creative residential and commercial development techniques consistent with the Character Plan for an area, to further preserve meaningful and accessible open space.*
- Bullet 11: Preserve and integrate visual and functional connections between major city open spaces into the design of development projects.*



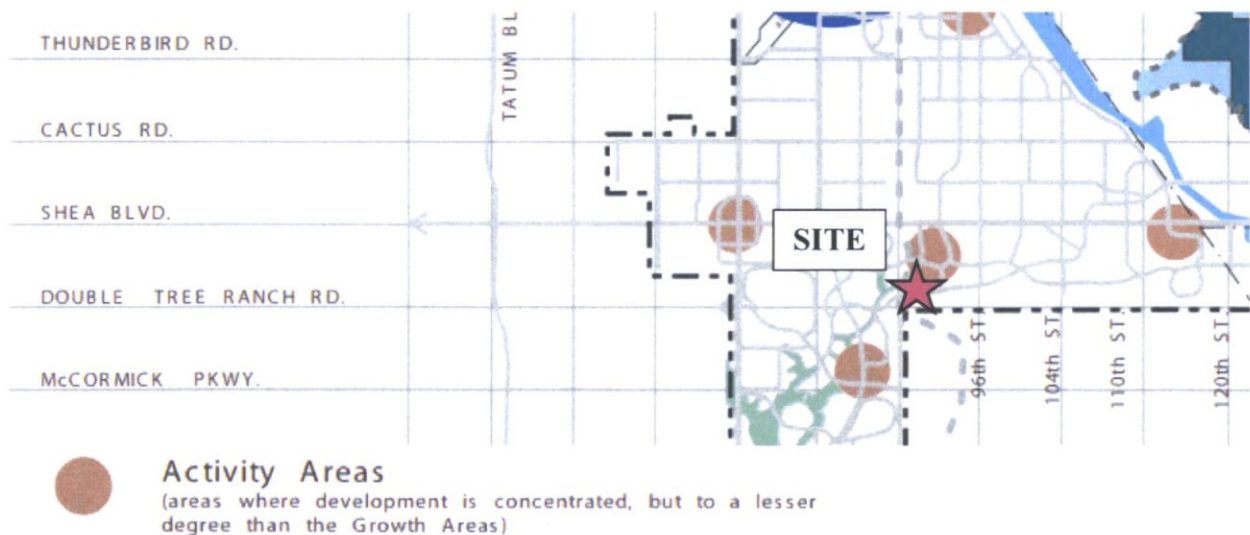
Response: The Property is ideally situated with direct access to the Camelback Walk, an existing urban open space amenity, which provides connectivity to a 25-mile long pathway network (Indian Bend Wash) spanning from Tempe to Westworld. The path system hits numerous amenities along the way include Mountain View Park, Mustang Library and a variety of retail and restaurant establishments. The path system also offers connectivity to abundant office developments in the area promoting the live, play, work philosophy. The integration of a residential community in place of office in this location will provide synergy along the path system offering multiple recreational opportunities for its residents.

❖ **Growth Areas:**

The site is located on the edge of the HonorHealth Activity Area identified above on the City’s Growth Areas Map (see below). Activity Areas have a concentration of development promoting a range of mixed land uses.

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 3: *Promote the coordination of infrastructure development and upgrade with opportunities for infill development and development activity where it will encourage a mix of uses and support pedestrian and transit activity.*



Response: The proposed development will tie into existing infrastructure systems. Water and sewer basis of design reports are being submitted and reviewed with the zoning application. The existing transportation network will more than adequately serve the proposed use as there will be a reduction in trips from the existing office development. Integrating mixed-use residential in the heart of the McCormick Ranch PCD will help sustain the balance of land uses and continue to serve a growing and diverse community.

Goal 2: Make automobile transit and other multimodal circulation more efficient.

-Bullet 1: Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.

Response: As previously noted, the Property is adjacent to three major bus routes that provide direct access to many parts of the east valley. Additionally, the interchange for the Loop 101 Freeway and 90th Street is one-half mile south of the Property. The Loop 101 connects with many other major freeways in the valley which further extends regional access. Shea Boulevard is also located approximately three-quarters of a mile to the north. The site is extremely desirable for multifamily development due to the surrounding services, retail and restaurants within walking distance of the site and most notably its direct adjacency to the Camelback Walk, which runs along the north side of the Property. The site plan has been designed to take advantage of this adjacency with direct path connections and a breezeway that runs through the building at ground level connecting the community's central open space amenity with the greenbelt. Specific location for path connection to Camelback Walk to be determined with City Staff.

❖ **Community Mobility:**

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

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

Response: As mentioned above, the Property is one-half mile north of the Loop 101 and 90th Street interchange and three-quarters of a mile south of Shea Boulevard, both of which provide regional access. The proposed development accomplishes a range of goals including the integration of high quality, vibrant architecture and innovative site planning and provides housing in the employment core, frequently referred to as the Cure Corridor, thereby reducing trip generation during peak hours. The nearby bus stops will provide direct access to the local and regional transportation systems.

III. Shea Area Plan Overview

The Property is located within the Shea Area Plan (the “Area Plan”) which was adopted in 1993, and further superseded by the General Plan 2001 Land Use Map. As a result of a recommendation from the Shea Area Plan, Shea Boulevard Streetscape Guidelines were approved in 1994. The Area Plan applies to an area generally bounded by Thunderbird on the north, Hayden on the west, the Doubletree Ranch Road alignment on the south, and the City’s eastern boundary. The Area Plan contains policies and guidelines that set a minimum threshold for a project to be considered by the City.

Goal- Enhance and protect existing neighborhoods.

Policy 1: New development should be compatible to existing development through appropriate transitions.

Response: The proposed mixed-use residential development is compatible with the existing surrounding retail and office uses with respect to intensity and land use relationship. The stepped building massing will provide appropriate transitions along the street frontages.

Goal- Encourage site planning which is sensitive to environmental features.

Policy 1: Open space should be provided to link neighborhoods with trails and recreational areas, act as buffers between major streets and adjacent land uses, provide for drainage, and protect significant habitat corridors, and to visually enhance the character of the area.

Policy 2: Encourage the preservation of unique natural features and open spaces.

Response: Due to the fact that this Property is an infill parcel, surrounded by established retail, residential and office uses, there are no known habitat corridors or natural features which will be disturbed by the proposed development. The Property has direct adjacency to the Camelback Walk and the site design takes advantage of this amenity by celebrating view corridors and providing direct linkage to this recreational and open space amenity.

Goal 3- Provide for an efficient road network and promote alternative modes of travel.

Policy 2: The trail system should be maximized as an alternative transportation route.

Response: The Camelback Walk is an important feature of the proposed site design. There is minimal residential development that has direct adjacency to the Walk through this segment of McCormick Ranch. Integrating mixed-use residential in this location will provide walkability for residents further promoting use of the path system and alternative modes of transportation.

Goal- A variety of residential housing choices should be provided.

Intent: Create housing opportunities that will allow residents to live near school and employment areas.

Response: The proposed mixed-use residential development seeks to provide additional housing opportunities in the middle of the employment area, near school and an established mix of office, retail, services and restaurants.

IV. Scottsdale Sensitive Design Principles

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

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

Response: The contemporary, context appropriate building character and massing fits well with the surrounding development including the established retail, residential and office uses. The proposed development will utilize a variety of Sonoran Desert inspired textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating outdoor living spaces for each unit, recreational amenities, and gathering places for its residents.

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

Response: The Property itself does not contain any natural features. Building siting has been designed in a way that makes the most of the small site while still being able to provide amenities, gathering areas, and the required amount of parking. Connectivity to the Camelback Walk is promoted, both visually and physically through view corridors and sidewalks.

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

Response: The site is a relatively flat, urban infill parcel. All landscaping will consist of low-water use desert appropriate landscaping materials. Respecting the Southwest's climate conditions, a variety of native materials and sizes will be integrated to create a layering effect to help mitigate the urban heat island effect.

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

Response: To the extent possible, the development will preserve and restore natural habitats and ecological processes through the inclusion of additional desert appropriate landscaping (as well as integration of native plants). Additional landscaping will contribute to the urban habitat for wildlife and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature they should become self-sustaining relative to water demand.

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

Response: Pedestrian circulation along both the perimeter and through the site is an important design feature of the proposed mixed-use residential development which is within close proximity to abundant retail, restaurant, and office uses with direct adjacency to the Camelback Walk open space amenity.

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

Response: The Property is located within close proximity to three bus routes. From a regional access standpoint, the Loop 101 Freeway and 90th Street interchange is located one-half mile to the south and Shea Boulevard is located approximately three-quarters of a mile to the north. The Camelback Walk provides connectivity to a 25-mile long path network, which can be accessed directly from the Property.

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

Response: The proposed development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design. A detailed pedestrian circulation plan is provided with the application showing connectivity to/from/along the site as well as internal connections. The site plan has been designed to take advantage of this adjacency with direct path connections and a breezeway that runs through the building at ground level connecting the central open space amenity with the greenbelt.

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

Response: Building articulation and stepped massing promote a natural hierarchy. The building consists of 3-, 4- and 5-story elements with the highest elements centered on the site thereby providing an appropriate massing transition from the street. There are other 3-story elements found along the Camelback Walk (adjacent Tuscany senior housing depicted below).



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

Response: The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwest climate by creating abundant outdoor living spaces and amenities for its residents celebrating the direct adjacency to the Camelback Walk.

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

Response: This mixed-use residential development promotes land use sustainability by reducing vehicle trips and fostering pedestrian synergy. Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building design and plans to develop in accordance with green building standards where possible.

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

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

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

Response: The proposed development will maintain a low-water use plant palette (see landscape plan). Context appropriate desert plant materials will be utilized with the development of the Property.

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

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents and in conformance with City standards.

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

Response: Project identification will be contextually appropriate and processed under a separate approval and permit process.

V. Amended Development Standards & PCD Findings

The proposed development will require an amendment to the McCormick Ranch PCD to change the zoning on the Property from C-O PCD to PUD PCD. This amendment will allow for deviations from the development standards for building height, setbacks and step-backs. The requested amended development standards are necessary to develop the underutilized office parcel located in the center of an employment core. The PCD is design and intended to enable and encourage the development of lands (existing and planned land uses) to achieve land development patterns, which will maintain and enhance the physical, social, and economic values in the area. As an infill, mixed-use residential development the proposal will offer an engaging street presence, direct connectivity to Camelback Walk and integrate a highly desired multifamily residential component within the fabric of the McCormick Ranch PCD.

The PCD provides for a combination of land uses including a variety of residential, commercial, industrial, public and semi-public types to be arranged in accordance with modern land planning principles and techniques. Due to site constraints, the proposal for PUD PCD also requires amended development standards which accompany this application. The PCD criteria are discussed below.

Amended Development Standards

The proposed changes for the development standards with this PUD PCD development are identified below. All requested amended development standards are amendable though the PUD district with the exception of building height which is amended through the PCD.

	Base PUD Development Standards	Proposed PUD PCD Development Standards
Density	To be established with the development plan (no cap)	57 du/ac
Building Height	58 feet 48 plus 10 for mechanical not to exceed 30% of the roof area.	66 feet including mechanical
Building Setback – Minor Arterial (measured from back of curb) 90th Street	Minor Arterial with Residential on First Floor: Minimum: 34 feet Average: 40 feet Minor Arterial with Commercial on First Floor: Minimum: 28 feet Average: 32 feet	Minimum: 20 feet Average: 24 feet
Building Setback – Local (measured from back of curb) San Victor	Local with Residential on the First Floor: Minimum: 25 feet Average: 30 feet Local with Commercial on First Floor: 23 feet Average: 28 feet	Minimum: 20 feet Average: 24 feet
Setback Adjacent to Residential District	20 feet	Minimum: 14 feet
Building Stepback Street Frontage	Starting at a point thirty-six (36) feet above the minimum building setback line, the building envelope inclined stepback plane shall slope upwards at 1:1 (ratio of the vertical rise to the horizontal run) to a point measured forty-eight (48) feet above the minimum building setback line. Thereafter the building envelope inclined stepback plane shall slope upwards at 2:1 (ratio of the vertical rise to the horizontal run) on all sides of a property adjacent to public and private streets	No change Note that exceptions include parapet walls.

Stepback adjacent to a Residential District	PUD Developments abutting or adjacent to a residential zoning district shall have a building envelope inclined stepback plane of 1:2 (ratio of the vertical rise to the horizontal run) starting on the residential zoning district boundary	Delete standard.
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The requested Amended Development Standards are necessary to create an energized, vibrant and successful mixed-use residential lifestyle on this small infill parcel. The project utilizes best planning concepts in terms of creating a friendly, pedestrian-scaled streetscape along 90th and San Victor, providing a stepped building form and internalizing the parking structure, incorporating a central common area element with resident amenities, and enlivening the Camelback Walk edge with direct resident access. The integration of new residential units along the Camelback Walk will bring synergy to the area which is predominately lined with office and “back of house” edge conditions along much of the older retail/service related uses. This development will re-engage the Camelback Walk and provide a meaningful open space amenity for residents to enjoy both visually and physically.

The minimal increase of 8 feet in allowable building height from 58 feet (48 feet + 10 feet for mechanical) to 66 feet including mechanical will allow for a transition of building massing from 3, 4 to 5 stories from the street edge with the tallest portion being central to the development. Note, however, that approximately 75% of the proposed building height is below 60 feet. The portions that reach 66 feet include the parking structure and stair towers. As a comparison, the existing C-O zoning designation allows for 48 feet in height excluding mechanical. The C-O building height could reach heights of 60 feet or greater by right without rezoning the Property. Building setbacks from edge of curb are modified to provide the same condition on both street frontages but allow for plenty of space to provide a treelined sidewalk along both 90th and San Victor. The overall open space required is 10% (13,765 s.f.) of the gross site area, however, the proposed development provides over 21% (29,590 s.f.), over double the requirement of common open space excluding patios and balconies (private outdoor living spaces).



PCD Findings

Per Section 5.2104 of the Zoning Ordinance, before approval or modified approval of an application for a proposed P-C District, the Planning Commission and the City Council must find:

- A. That the development proposed is in substantial harmony with the General Plan and can be coordinated with existing and planned development of surrounding areas.***

Response: A request for a non-major GPA has been submitted in conjunction with this rezoning request. Integrating the proposed mixed-use residential development will provide additional housing opportunities for the residents of Scottsdale in an established employment and service core area. The area is lacking new multifamily housing opportunities given the desirable location, multimodal connectivity and growing medical and bioscience related fields. The location of the Property not only provides an opportunity for housing in the Cure Corridor, but also connectivity to the surrounding retail, restaurants, library, park and office uses that will enhance the overall sustainability of the area. The development promotes an integrated, sustainable character for the area contributing towards the live, work, play goals identified in the General Plan.

- B. That the streets and thoroughfares proposed are suitable and adequate to serve the proposed uses and the anticipated traffic which will be generated thereby.***

Response: The street systems in place include adjacent 90th Street (a minor arterial), Shea Boulevard to the north (a major arterial) and Loop 101 Freeway to the south, all of which provide suitable local and regional access to the Property. A TIMA is provided with the application submittal including a specific traffic analysis which reflects a reduction in trip generation from the existing office use.

C. The Planning Commission and City Council shall further find that the facts submitted with the application and presented at the hearing establish beyond reasonable doubt that:

1. In the case of proposed residential development, that such development will constitute a residential environment of sustained desirability and stability; that it will be in harmony with the character of the surrounding area; and that the sites proposed for public facilities, such as schools, playgrounds and parks, are adequate to serve the anticipated population. The Planning Commission and City Council shall be presented written acknowledgment of this from the appropriate school district, the Scottsdale Parks and Recreation Commission and any other responsible agency.

Response: The school district has been notified and the area schools have adequate facilities to serve the additional residents.

2. In the case of proposed industrial or research uses, that such development will be appropriate in area, location and overall planning to the purpose intended; and that the design and development standards are such as to create an industrial environment of sustained desirability and stability.

Response: Not applicable.

3. In the case of proposed commercial, educational, cultural, recreational and other nonresidential uses, that such development will be appropriate in area, location and overall planning to the purpose intended; and that such development will be in harmony with the character of the surrounding areas.

Response: The non-residential land uses proposed with this application include a 9,100 s.f. amenity space, which features a 1,000 s.f. co-work office space provided on the ground level of the development for the use and benefit of the residents. The overall design is intended to function seamlessly together as well as integrate with the surrounding mix of land uses.

VI. PUD Criteria

Section 5.5003 of the Zoning Ordinance sets forth the criteria that must be satisfied when considering an application for a PUD District:

A. PUD Zoning District approval criteria.

1. As part of the approval or modified approval of an application for a PUD District, the Planning Commission shall recommend and the City Council shall find that the following criteria have been met:

a. The proposed development promotes revitalization, the goals, policies, and guidelines of the General Plan, area plans, and design guidelines.

Response: As demonstrated in the General Plan and Shea Area Plan sections above, the proposed development promotes revitalization and upholds the goals and policies set forth in these documents.

b. The proposed development's uses, densities, or development standards would not otherwise be permitted by the property's existing zoning.

Response: The development standards proposed with the application align best with the PUD zoning district.

c. The proposed development will be compatible with adjacent land uses and promotes the stability and integrity of abutting or adjacent residential neighborhoods.

Response: As an infill development, the proposed design is respectful of the existing edge conditions in terms of setbacks, building placement, building height transitioning, human-scale and landscaping buffers. The architectural character of the proposed community is complementary of the surrounding commercial, office and residential context.

d. There is adequate infrastructure and city services to serve the development.

Response: Water and Sewer reports are included with the application and demonstrate that there is adequate infrastructure and city services to serve the development.

e. The proposal meets the following criteria:

i. The proposed development is not located within any area zoned Environmentally Sensitive Lands Ordinance (ESL) nor within the boundaries of the Downtown Area.

Response: Property is not located in ESL or Downtown.

ii. The proposed development fronts onto a major or minor arterial and/or major collector street as designated in the Transportation Master Plan.

Response: The site fronts onto 90th Street, a minor arterial.

B. Amended development standards.

- 1. To encourage sensitivity to site conditions and provide flexibility in planning, development standards outlined in Section 5.5005., excluding C. Allowable building height and D. Exception to building height, may be amended upon recommendation by the Planning Commission and a finding by the City Council that the amended development standards achieve the purposes of the planned unit development district better than the existing standards.*

Response: See justification under Amended Development Standards & PCD Section V. above. Note that the building height amendment is requested through the PCD overlay.

Wood Partners – 90th Street & San Victor

Project Narrative

- ❖ *Non-major General Plan Amendment & Rezoning*
- ❖ *146-PA-2018*



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3-GP-2018
06/07/18

I. Project Overview & Context

The proposed application is a request for a non-major General Plan Amendment (“GPA”) from Office to Mixed Use Neighborhoods and an amendment to the McCormick Ranch Planned Community District (“PCD”) to rezone an approximate 3.16+/- acre infill site from Commercial Office, Planned Community District (“C-O PCD”) to Planned Unit Development, Planned Community District (“PUD PCD”) located at the northeast corner of 90th Street and San Victor Drive (the “Property”), for the development of a mixed-use multifamily residential community. The Property is currently occupied by a partially vacated office building.



The proposed residential community will consist of 179+/- units with building heights stepping up from 3, 4 and 5 stories. Located along the Camelback Walk, this community will benefit from direct access to the existing greenbelt and pathway system. Additionally, the development will provide housing options for nearby HonorHealth, PSC/CVS Caremark and numerous medical offices within the “Cure Corridor.”

The Cure Corridor is the presence of medical-related and bioscience business focused in a T-shaped geographic area that runs along Scottsdale Road from the Airpark to Thomas Road and along Shea Boulevard from Scottsdale Road to the Mayo facility at 136th Street.

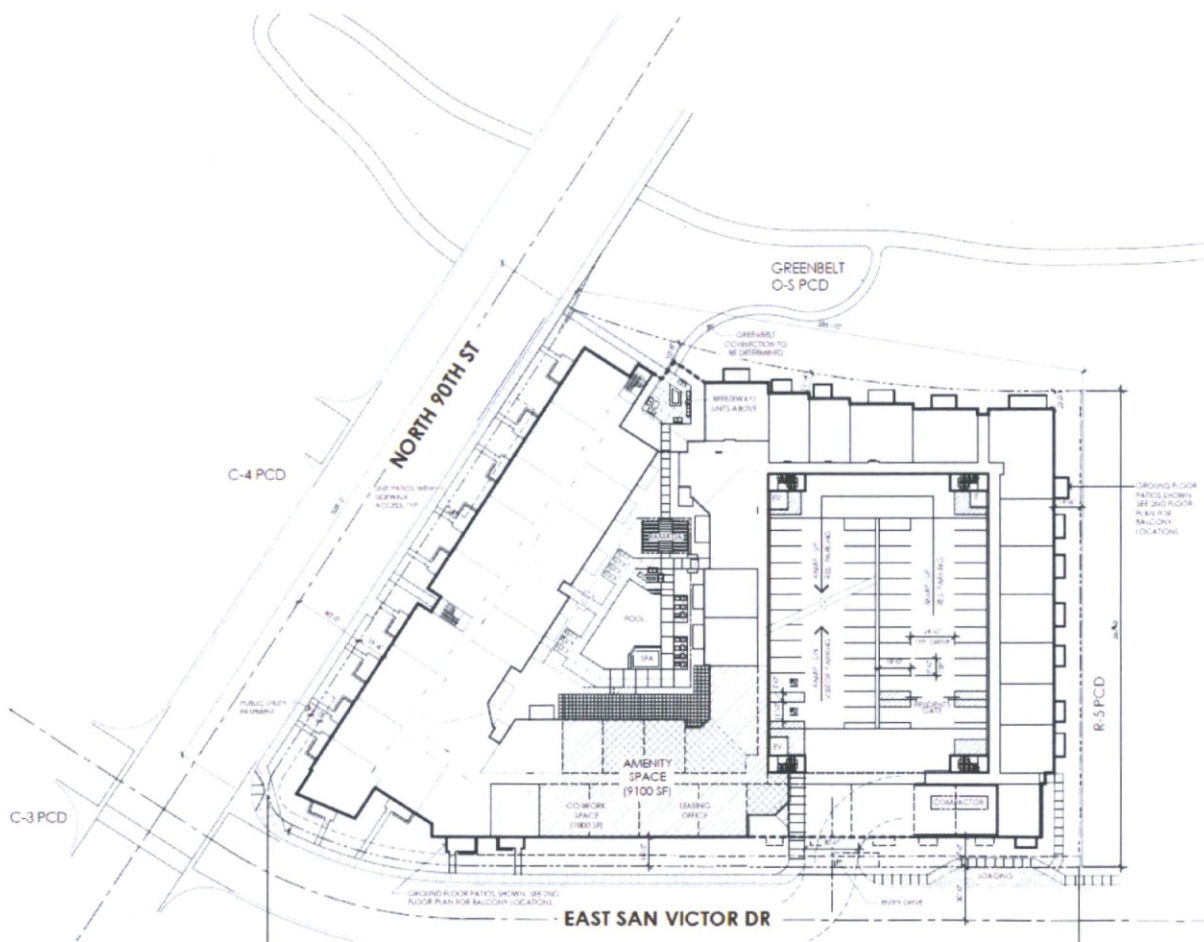
The Property was zoned C-O PCD with the approval of the development plan for McCormick Ranch PCD (40-Z-79) on July 17, 1979. The infrastructure stipulations were satisfied as the early phases of McCormick Ranch were developed, including rights-of-way, street improvements, and water and sewer infrastructure.

The Property is surrounded by retail, service, office and residential uses. Immediately north of the Property is the Camelback Walk open space amenity with office uses further to the north and northwest. To the west is a service/retail center including Leslie’s Pool Supplies, Midas, Autohaus, Valero Gas Station and Firestone. Further to the southeast is Wendy’s, Fry’s Grocery Store & Gas and a variety of retail uses. South of the Property is Ajo Al’s Mexican Restaurant and the 91 San Victor residential condominiums. To the east the Tuscany at McCormick Ranch retirement community. The intersection of the 101 Freeway and 90th Street is approximately 1/2 mile to the south.



The proposed residential development will include 179+/- units with 1-, 2-, and 3-bedrooms ranging in size from approximately 690 s.f. to 1,705 s.f. The development will also include a 9,100 s.f. amenity space, which consists of 1,000 s.f. of flex office/co-work space and community amenities such as, but not limited to, a cyber-café, yoga studio, resident lounge/club room, bike shop/storage, and demonstration kitchen to be utilized by the residents. A centralized parking structure wrapped with units will be provided to accommodate parking for residents and guests but will be obscured from street view. Other recreational amenities include a pool, spa, courtyard areas, shaded streetscape sidewalks, and direct access to the Camelback Walk path.

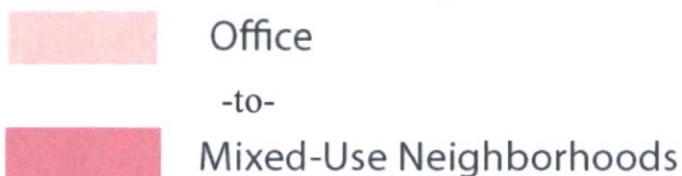
Conceptual Site Plan



II. City of Scottsdale General Plan 2001

The proposed development requires a non-major amendment to the General Plan Land Use Map designation from Office to Mixed-Use Neighborhoods to accommodate the request for PUD PCD zoning. The proposal is supportive of the desired values defined in the General Plan, which include those goals for the Character Area, Land Use, and Community Mobility.

General Plan Land Use Map



The request from Office to Mixed Use Neighborhoods is a non-major GPA per the land use matrix in the General Plan. Additionally, the Property size of 3.16+/- gross acres does not trigger the 15-gross acre or greater threshold for a Major GPA. The proposed Mixed-Use Neighborhoods designation will bring synergy to an area that has a significant concentration of retail, service and office uses.

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

Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Value Scottsdale's Unique Lifestyle & Character (Character & Design, Land Use)
2. Support Economic Vitality
3. Enhance Neighborhoods (Housing, Neighborhoods)
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation (Mobility)

These six Guiding Principles are further explained below through the different Elements of the General Plan.

2001 General Plan Goals & Policies

❖ *Character & Design:*

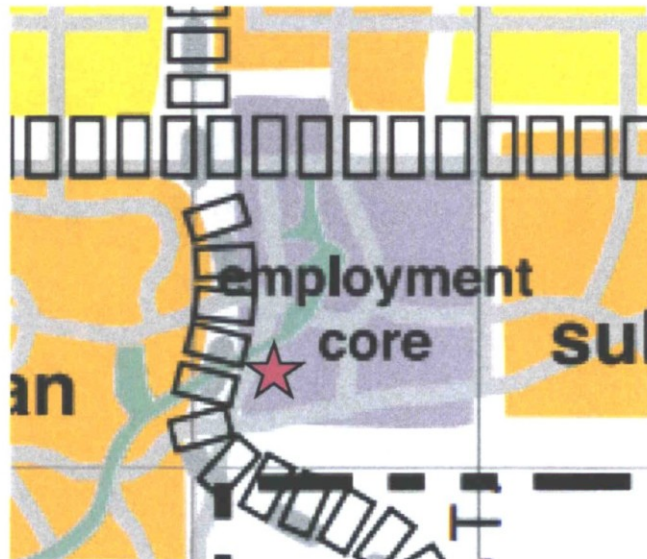
Goal 1: Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

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

-Bullet 4: Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together. The following general character types are found in our community:

Urban Character Types contain higher density residential, non-residential, and mixed-use neighborhoods. The district includes apartments, high-density townhouses, commercial and employment centers and resorts. Urban districts should have a pedestrian orientation with shade, activity nodes and small intimate developed open spaces that encourage interaction among people. Some examples of Urban Districts include:

Employment Cores (a subdistrict of the Urban Character Type) are primary employment centers for the City. These cores support a wide range of activities and regional and community level employment uses.



Response: The Urban Character Type recognizes the need for a wide variety of high intensity uses in the same location area to support each other and create a true urban feel. The Property is a vacant infill site located in the middle of an area designated as an Employment Core with easy access to the 101 Freeway. Being surrounded with multiple retail and large office uses, a mixed-use residential community would be very compatible and provide additional housing in an area where it is much needed. The proposed development would allow employees to live close to their jobs and walk or bike to work.

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

- Bullet 5: Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.*
- Bullet 6: Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.*

Response: The proposed site layout, architectural character and landscaping design respects the unique climate, and vegetation of Scottsdale. See Scottsdale Sensitive Design Principles below (Section IV) for detailed responses regarding each principle.

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

- Bullet 1: Require substantial landscaping be provided as part of new development or redevelopment.*
- 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: The lush desert landscape character of the Property includes a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy plants known to thrive in the intense heat and sun of the desert climate. Plant selection and placement will allow for the ability to use water efficiently throughout the site. The proposed planting design limits lush and dense planting patterns to areas with the most human interaction such as entries, amenity areas and pedestrian areas.

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

- Bullet 2: Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.*

-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 uses and contribute to public safety.

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents. Lighting designs will be commensurate with the quality architectural style proposed for the Property; low-level with no glare and intrusion on neighboring properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading to parking areas.

❖ **Land Use:**

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

-Bullet 4: Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.

Response: Developing the Property as a mixed-use residential community will directly support the wide variety of major employment and service related uses in the immediate area. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional housing options in this area is essential for the continuing economic growth and sustainability of the city as a whole. This project exemplifies this revitalization component by taking an underutilized, nearly vacant office development and developing the Property into a thriving residential community in an area of town that is eager for new multifamily housing options to serve the vast employment base within the Cure Corridor.

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

- Bullet 1: Integrate the pattern of land use and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.

-Bullet 2: Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mix-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 and cycling and transit) where environmentally and physically feasible.

Response: The integration of multifamily residential within this employment centric area supports the City’s desire to reduce resident’s reliance on their automobiles. Residents of the proposed multifamily development will be able to walk to work and retail establishments and services, nearly eliminating the need for daily vehicle usage. Additionally, the proposal includes an integrated co-work office space and community amenities on the ground level for its residents. The site also benefits from direct adjacency to the Camelback Walk, which provides connectivity to a 25-mile long open space/path network that runs through the City.

From a mass transit mobility standpoint, there are three major Valley Metro bus routes that run in the area. Route 514 is an Express/RAPID bus that runs primarily during morning and afternoon rush hour and extends from downtown Phoenix to downtown Fountain Hills. Route 81 runs north and south from the intersection of Hayden Road and Raintree Drive to the Loop 101 and 202 interchanges. Route 80 runs east and west from the intersection of 59th Avenue and Northern to Shea Boulevard and 136th Street. Considering the connections that can be made from these bus routes, there is convenient access to all parts of the valley from the Property via mass transit.



❖ **Economic Vitality:**

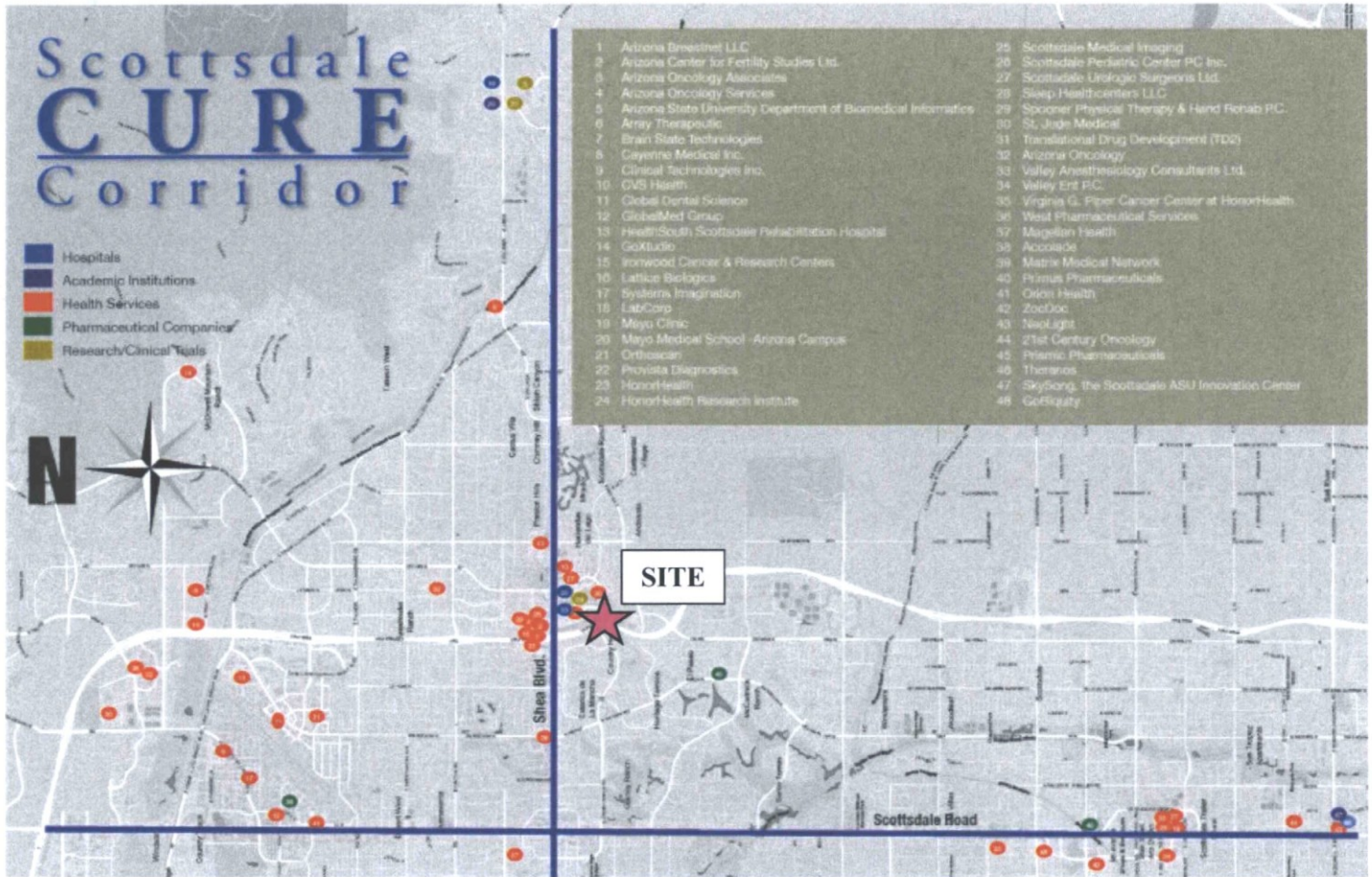
Goal 7: Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

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

-Bullet 6: Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy.

Response: The redevelopment of this underutilized and partially vacant site will contribute towards the economic stability of Scottsdale by providing housing options in the heart of an area with an abundance of established employment and retail uses, which will better balance the land use mix in this area. Below is a list of planning, employment and growth facts for the area:

- 10,000 medical related jobs within walking distance of the site
- HonorHealth has 6,700 employees
- CVS/Caremark has 1,000 employees
- 70,000 jobs in Scottsdale Airpark area
- April 2018 Scottsdale: 3.2% unemployment rate
- 14% of Scottsdale's workforce is employed in healthcare and social assistance positions
- 13% of Metro Phoenix biosciences employment is in Scottsdale with more than 27,000 jobs in this sector alone
- Metro Phoenix (including Scottsdale) is #1 in wage growth from July 2016 to July 2017
- Money Magazine July 2017: Phoenix (including Scottsdale) is #3 on list of 20 hottest cities for tech jobs
- Phoenix listed as #2 moving destination in 2017
- No multifamily has been constructed in last 20 years within 4 miles of site
- Property has a "walk-score" of 64
- Nearby developments under construction/planned in the Salt River Indian Community: Great Wolf Lodge (Pima & south of Via de Ventura), The Block at Pima Center (101 & Via De Ventura) includes a 22-acre mixed-use development including retail, office and hotel, Sierra Bloom Wellness Campus (101 & 90th Street) includes 43 acres of senior living, medical office, behavior health and hotel.



Source: City of Scottsdale

❖ **Housing:**

Goal 2: *Seek a variety of housing options that blend with the character of the surrounding community.*

- Bullet 1:** *Maintain Scottsdale’s quality-driven development review standards for new housing development*
- Bullet 2:** *Encourage physical design, building structure, and lot layout relationships between existing and new construction to help the new developments complement the surrounding neighborhood.*
- Bullet 5:** *Encourage the creation of mixed-use projects as a means to increase housing supply while promoting diversity and neighborhood vitality.*

Response: The proposed mixed-use project in the heart of Scottsdale’s Cure Corridor provides housing options in an area that is lacking new multifamily housing opportunities given the desirable location, multimodal connectivity and growing medical and bioscience related fields. The location of the Property not only provides an opportunity for housing in the Cure Corridor, but also connectivity to the surrounding retail, restaurants, library, park and office uses that will enhance the overall sustainability of the area. The development promotes an integrated modern appeal contributing towards the live, work, play philosophy and promoting neighborhood diversity and vitality.

Goal 3: Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.

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

Response: The PUD and PCD zoning districts promote flexibility in development standards, which on smaller infill sites, such as this one, allow for redevelopment and creative design offering housing options to support the nearby employment core. The proposed development plan includes amendments to the property development standards with respect to building height, setbacks and stepbacks. See Section V. below.

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-use 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 and major employers.

-Bullet 7: Explore opportunities for new or redeveloped housing to serve the employment base.

Response: As discussed previously, the area surrounding the Property has a high intensity of employment and retail uses. Adding multifamily housing in this location will provide more diverse living opportunities at various price points for the vast employment base, which includes nearby HonorHealth, PSC/CVS Caremark and numerous medical offices within the Cure Corridor. Additionally, the Property is approximately one-half mile from the 90th Street and 101 Freeway interchange, which provides regional access, and the Property has immediate access to three bus routes.

❖ ***Neighborhoods:***

Goal 4: Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

-Bullet 3: Guide revitalization, redevelopment, and infill (new development in established areas) development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods.

Response: The proposed mixed-use residential development on this infill site complements the surrounding land use context. The substantial number of employers in the area also drives the demand for housing diversity. Notably, there are limited new multifamily housing options for

Scottsdale residents as there has been no multifamily development constructed in the last 20 years within 4 miles of the site.

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

- Bullet 1: Encourage new development efforts toward existing developed areas in Scottsdale.*
- Bullet 2: Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.*

Response: The proposed multifamily community will provide new development on an underutilized office building site in an area surrounded by established open space, retail/service and office uses. The infill development will utilize existing infrastructure systems (roads, utilities, etc.). This application is driven by the site's surrounding mix of land uses and a strong market demand for residential housing options sought after by workers in the area.

❖ ***Open Space and Recreation:***

Goal 1: Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

- Bullet 9: Promote creative residential and commercial development techniques consistent with the Character Plan for an area, to further preserve meaningful and accessible open space.*
- Bullet 11: Preserve and integrate visual and functional connections between major city open spaces into the design of development projects.*



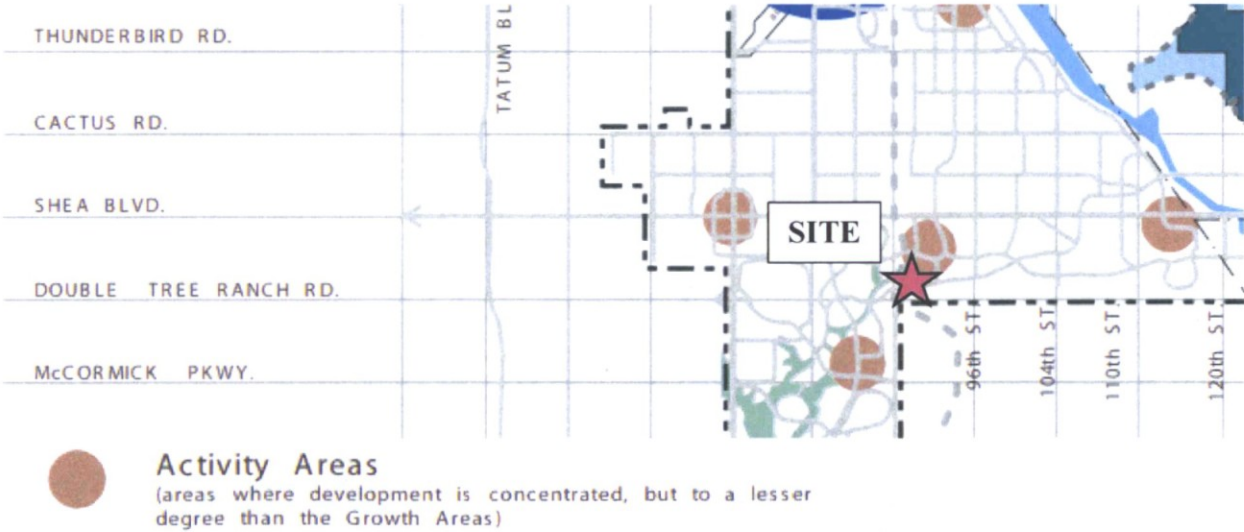
Response: The Property is ideally situated with direct access to the Camelback Walk, an existing urban open space amenity, which provides connectivity to a 25-mile long pathway network (Indian Bend Wash) spanning from Tempe to Westworld. The path system hits numerous amenities along the way include Mountain View Park, Mustang Library and a variety of retail and restaurant establishments. The path system also offers connectivity to abundant office developments in the area promoting the live, play, work philosophy. The integration of a residential community in place of office in this location will provide synergy along the path system offering multiple recreational opportunities for its residents.

❖ **Growth Areas:**

The site is located on the edge of the HonorHealth Activity Area identified above on the City’s Growth Areas Map (see below). Activity Areas have a concentration of development promoting a range of mixed land uses.

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 3: *Promote the coordination of infrastructure development and upgrade with opportunities for infill development and development activity where it will encourage a mix of uses and support pedestrian and transit activity.*



Response: The proposed development will tie into existing infrastructure systems. Water and sewer basis of design reports are being submitted and reviewed with the zoning application. The existing transportation network will more than adequately serve the proposed use as there will be a reduction in trips from the existing office development. Integrating mixed-use residential in the heart of the McCormick Ranch PCD will help sustain the balance of land uses and continue to serve a growing and diverse community.

Goal 2: Make automobile transit and other multimodal circulation more efficient.

-Bullet 1: Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.

Response: As previously noted, the Property is adjacent to three major bus routes that provide direct access to many parts of the east valley. Additionally, the interchange for the Loop 101 Freeway and 90th Street is one-half mile south of the Property. The Loop 101 connects with many other major freeways in the valley which further extends regional access. Shea Boulevard is also located approximately three-quarters of a mile to the north. The site is extremely desirable for multifamily development due to the surrounding services, retail and restaurants within walking distance of the site and most notably its direct adjacency to the Camelback Walk, which runs along the north side of the Property. The site plan has been designed to take advantage of this adjacency with direct path connections and a breezeway that runs through the building at ground level connecting the community's central open space amenity with the greenbelt. Specific location for path connection to Camelback Walk to be determined with City Staff.

❖ **Community Mobility:**

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

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

Response: As mentioned above, the Property is one-half mile north of the Loop 101 and 90th Street interchange and three-quarters of a mile south of Shea Boulevard, both of which provide regional access. The proposed development accomplishes a range of goals including the integration of high quality, vibrant architecture and innovative site planning and provides housing in the employment core, frequently referred to as the Cure Corridor, thereby reducing trip generation during peak hours. The nearby bus stops will provide direct access to the local and regional transportation systems.

III. Shea Area Plan Overview

The Property is located within the Shea Area Plan (the “Area Plan”) which was adopted in 1993, and further superseded by the General Plan 2001 Land Use Map. As a result of a recommendation from the Shea Area Plan, Shea Boulevard Streetscape Guidelines were approved in 1994. The Area Plan applies to an area generally bounded by Thunderbird on the north, Hayden on the west, the Doubletree Ranch Road alignment on the south, and the City’s eastern boundary. The Area Plan contains policies and guidelines that set a minimum threshold for a project to be considered by the City.

Goal- Enhance and protect existing neighborhoods.

Policy 1: New development should be compatible to existing development through appropriate transitions.

Response: The proposed mixed-use residential development is compatible with the existing surrounding retail and office uses with respect to intensity and land use relationship. The stepped building massing will provide appropriate transitions along the street frontages.

Goal- Encourage site planning which is sensitive to environmental features.

Policy 1: Open space should be provided to link neighborhoods with trails and recreational areas, act as buffers between major streets and adjacent land uses, provide for drainage, and protect significant habitat corridors, and to visually enhance the character of the area.

Policy 2: Encourage the preservation of unique natural features and open spaces.

Response: Due to the fact that this Property is an infill parcel, surrounded by established retail, residential and office uses, there are no known habitat corridors or natural features which will be disturbed by the proposed development. The Property has direct adjacency to the Camelback Walk and the site design takes advantage of this amenity by celebrating view corridors and providing direct linkage to this recreational and open space amenity.

Goal 3- Provide for an efficient road network and promote alternative modes of travel.

Policy 2: The trail system should be maximized as an alternative transportation route.

Response: The Camelback Walk is an important feature of the proposed site design. There is minimal residential development that has direct adjacency to the Walk through this segment of McCormick Ranch. Integrating mixed-use residential in this location will provide walkability for residents further promoting use of the path system and alternative modes of transportation.

Goal- A variety of residential housing choices should be provided.

Intent: Create housing opportunities that will allow residents to live near school and employment areas.

Response: The proposed mixed-use residential development seeks to provide additional housing opportunities in the middle of the employment area, near school and an established mix of office, retail, services and restaurants.

IV. Scottsdale Sensitive Design Principles

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

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

Response: The contemporary, context appropriate building character and massing fits well with the surrounding development including the established retail, residential and office uses. The proposed development will utilize a variety of Sonoran Desert inspired textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating outdoor living spaces for each unit, recreational amenities, and gathering places for its residents.

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

Response: The Property itself does not contain any natural features. Building siting has been designed in a way that makes the most of the small site while still being able to provide amenities, gathering areas, and the required amount of parking. Connectivity to the Camelback Walk is promoted, both visually and physically through view corridors and sidewalks.

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

Response: The site is a relatively flat, urban infill parcel. All landscaping will consist of low-water use desert appropriate landscaping materials. Respecting the Southwest's climate conditions, a variety of native materials and sizes will be integrated to create a layering effect to help mitigate the urban heat island effect.

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

Response: To the extent possible, the development will preserve and restore natural habitats and ecological processes through the inclusion of additional desert appropriate landscaping (as well as integration of native plants). Additional landscaping will contribute to the urban habitat for wildlife and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature they should become self-sustaining relative to water demand.

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

Response: Pedestrian circulation along both the perimeter and through the site is an important design feature of the proposed mixed-use residential development which is within close proximity to abundant retail, restaurant, and office uses with direct adjacency to the Camelback Walk open space amenity.

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

Response: The Property is located within close proximity to three bus routes. From a regional access standpoint, the Loop 101 Freeway and 90th Street interchange is located one-half mile to the south and Shea Boulevard is located approximately three-quarters of a mile to the north. The Camelback Walk provides connectivity to a 25-mile long path network, which can be accessed directly from the Property.

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

Response: The proposed development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design. A detailed pedestrian circulation plan is provided with the application showing connectivity to/from/along the site as well as internal connections. The site plan has been designed to take advantage of this adjacency with direct path connections and a breezeway that runs through the building at ground level connecting the central open space amenity with the greenbelt.

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

Response: Building articulation and stepped massing promote a natural hierarchy. The building consists of 3-, 4- and 5-story elements with the highest elements centered on the site thereby providing an appropriate massing transition from the street. There are other 3-story elements found along the Camelback Walk (adjacent Tuscan senior housing depicted below).



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

Response: The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwest climate by creating abundant outdoor living spaces and amenities for its residents celebrating the direct adjacency to the Camelback Walk.

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

Response: This mixed-use residential development promotes land use sustainability by reducing vehicle trips and fostering pedestrian synergy. Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building design and plans to develop in accordance with green building standards where possible.

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

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

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

Response: The proposed development will maintain a low-water use plant palette (see landscape plan). Context appropriate desert plant materials will be utilized with the development of the Property.

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

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents and in conformance with City standards.

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

Response: Project identification will be contextually appropriate and processed under a separate approval and permit process.

V. Amended Development Standards & PCD Findings

The proposed development will require an amendment to the McCormick Ranch PCD to change the zoning on the Property from C-O PCD to PUD PCD. This amendment will allow for deviations from the development standards for building height, setbacks and step-backs. The requested amended development standards are necessary to develop the underutilized office parcel located in the center of an employment core. The PCD is design and intended to enable and encourage the development of lands (existing and planned land uses) to achieve land development patterns, which will maintain and enhance the physical, social, and economic values in the area. As an infill, mixed-use residential development the proposal will offer an engaging street presence, direct connectivity to Camelback Walk and integrate a highly desired multifamily residential component within the fabric of the McCormick Ranch PCD.

The PCD provides for a combination of land uses including a variety of residential, commercial, industrial, public and semi-public types to be arranged in accordance with modern land planning principles and techniques. Due to site constraints, the proposal for PUD PCD also requires amended development standards which accompany this application. The PCD criteria are discussed below.

Amended Development Standards

The proposed changes for the development standards with this PUD PCD development are identified below. All requested amended development standards are amendable though the PUD district with the exception of building height which is amended through the PCD.

	Base PUD Development Standards	Proposed PUD PCD Development Standards
Density	To be established with the development plan (no cap)	57 du/ac
Building Height	58 feet 48 plus 10 for mechanical not to exceed 30% of the roof area.	66 feet including mechanical
Building Setback – Minor Arterial (measured from back of curb) 90th Street	Minor Arterial with Residential on First Floor: Minimum: 34 feet Average: 40 feet Minor Arterial with Commercial on First Floor: Minimum: 28 feet Average: 32 feet	Minimum: 20 feet Average: 24 feet
Building Setback – Local (measured from back of curb) San Victor	Local with Residential on the First Floor: Minimum: 25 feet Average: 30 feet Local with Commercial on First Floor: 23 feet Average: 28 feet	Minimum: 20 feet Average: 24 feet
Setback Adjacent to Residential District	20 feet	Minimum: 14 feet
Building Stepback Street Frontage	Starting at a point thirty-six (36) feet above the minimum building setback line, the building envelope inclined stepback plane shall slope upwards at 1:1 (ratio of the vertical rise to the horizontal run) to a point measured forty-eight (48) feet above the minimum building setback line. Thereafter the building envelope inclined stepback plane shall slope upwards at 2:1 (ratio of the vertical rise to the horizontal run) on all sides of a property adjacent to public and private streets	No change Note that exceptions include parapet walls.

Stepback adjacent to a Residential District	PUD Developments abutting or adjacent to a residential zoning district shall have a building envelope inclined stepback plane of 1:2 (ratio of the vertical rise to the horizontal run) starting on the residential zoning district boundary	Delete standard.
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The requested Amended Development Standards are necessary to create an energized, vibrant and successful mixed-use residential lifestyle on this small infill parcel. The project utilizes best planning concepts in terms of creating a friendly, pedestrian-scaled streetscape along 90th and San Victor, providing a stepped building form and internalizing the parking structure, incorporating a central common area element with resident amenities, and enlivening the Camelback Walk edge with direct resident access. The integration of new residential units along the Camelback Walk will bring synergy to the area which is predominately lined with office and “back of house” edge conditions along much of the older retail/service related uses. This development will re-engage the Camelback Walk and provide a meaningful open space amenity for residents to enjoy both visually and physically.

The minimal increase of 8 feet in allowable building height from 58 feet (48 feet + 10 feet for mechanical) to 66 feet including mechanical will allow for a transition of building massing from 3, 4 to 5 stories from the street edge with the tallest portion being central to the development. Note, however, that approximately 75% of the proposed building height is below 60 feet. The portions that reach 66 feet include the parking structure and stair towers. As a comparison, the existing C-O zoning designation allows for 48 feet in height excluding mechanical. The C-O building height could reach heights of 60 feet or greater by right without rezoning the Property. Building setbacks from edge of curb are modified to provide the same condition on both street frontages but allow for plenty of space to provide a treelined sidewalk along both 90th and San Victor. The overall open space required is 10% (13,765 s.f.) of the gross site area, however, the proposed development provides over 21% (29,590 s.f.), over double the requirement of common open space excluding patios and balconies (private outdoor living spaces).



PCD Findings

Per Section 5.2104 of the Zoning Ordinance, before approval or modified approval of an application for a proposed P-C District, the Planning Commission and the City Council must find:

- A. That the development proposed is in substantial harmony with the General Plan and can be coordinated with existing and planned development of surrounding areas.***

Response: A request for a non-major GPA has been submitted in conjunction with this rezoning request. Integrating the proposed mixed-use residential development will provide additional housing opportunities for the residents of Scottsdale in an established employment and service core area. The area is lacking new multifamily housing opportunities given the desirable location, multimodal connectivity and growing medical and bioscience related fields. The location of the Property not only provides an opportunity for housing in the Cure Corridor, but also connectivity to the surrounding retail, restaurants, library, park and office uses that will enhance the overall sustainability of the area. The development promotes an integrated, sustainable character for the area contributing towards the live, work, play goals identified in the General Plan.

- B. That the streets and thoroughfares proposed are suitable and adequate to serve the proposed uses and the anticipated traffic which will be generated thereby.***

Response: The street systems in place include adjacent 90th Street (a minor arterial), Shea Boulevard to the north (a major arterial) and Loop 101 Freeway to the south, all of which provide suitable local and regional access to the Property. A TIMA is provided with the application submittal including a specific traffic analysis which reflects a reduction in trip generation from the existing office use.

C. The Planning Commission and City Council shall further find that the facts submitted with the application and presented at the hearing establish beyond reasonable doubt that:

1. In the case of proposed residential development, that such development will constitute a residential environment of sustained desirability and stability; that it will be in harmony with the character of the surrounding area; and that the sites proposed for public facilities, such as schools, playgrounds and parks, are adequate to serve the anticipated population. The Planning Commission and City Council shall be presented written acknowledgment of this from the appropriate school district, the Scottsdale Parks and Recreation Commission and any other responsible agency.

Response: The school district has been notified and the area schools have adequate facilities to serve the additional residents.

2. In the case of proposed industrial or research uses, that such development will be appropriate in area, location and overall planning to the purpose intended; and that the design and development standards are such as to create an industrial environment of sustained desirability and stability.

Response: Not applicable.

3. In the case of proposed commercial, educational, cultural, recreational and other nonresidential uses, that such development will be appropriate in area, location and overall planning to the purpose intended; and that such development will be in harmony with the character of the surrounding areas.

Response: The non-residential land uses proposed with this application include a 9,100 s.f. amenity space, which features a 1,000 s.f. co-work office space provided on the ground level of the development for the use and benefit of the residents. The overall design is intended to function seamlessly together as well as integrate with the surrounding mix of land uses.

VI. PUD Criteria

Section 5.5003 of the Zoning Ordinance sets forth the criteria that must be satisfied when considering an application for a PUD District:

A. PUD Zoning District approval criteria.

1. As part of the approval or modified approval of an application for a PUD District, the Planning Commission shall recommend and the City Council shall find that the following criteria have been met:

a. The proposed development promotes revitalization, the goals, policies, and guidelines of the General Plan, area plans, and design guidelines.

Response: As demonstrated in the General Plan and Shea Area Plan sections above, the proposed development promotes revitalization and upholds the goals and policies set forth in these documents.

b. The proposed development's uses, densities, or development standards would not otherwise be permitted by the property's existing zoning.

Response: The development standards proposed with the application align best with the PUD zoning district.

c. The proposed development will be compatible with adjacent land uses and promotes the stability and integrity of abutting or adjacent residential neighborhoods.

Response: As an infill development, the proposed design is respectful of the existing edge conditions in terms of setbacks, building placement, building height transitioning, human-scale and landscaping buffers. The architectural character of the proposed community is complementary of the surrounding commercial, office and residential context.

d. There is adequate infrastructure and city services to serve the development.

Response: Water and Sewer reports are included with the application and demonstrate that there is adequate infrastructure and city services to serve the development.

e. The proposal meets the following criteria:

i. The proposed development is not located within any area zoned Environmentally Sensitive Lands Ordinance (ESL) nor within the boundaries of the Downtown Area.

Response: Property is not located in ESL or Downtown.

ii. The proposed development fronts onto a major or minor arterial and/or major collector street as designated in the Transportation Master Plan.

Response: The site fronts onto 90th Street, a minor arterial.

B. Amended development standards.

- 1. To encourage sensitivity to site conditions and provide flexibility in planning, development standards outlined in Section 5.5005., excluding C. Allowable building height and D. Exception to building height, may be amended upon recommendation by the Planning Commission and a finding by the City Council that the amended development standards achieve the purposes of the planned unit development district better than the existing standards.*

Response: See justification under Amended Development Standards & PCD Section V. above. Note that the building height amendment is requested through the PCD overlay.



Planning and Development Services Division

7447 East Indian School Road
Scottsdale, Arizona 85251

Date: 6/7/18
Contact Name: Michele Hammond
Firm Name: Berry Riddell
Address: 6750 E. Camelback Rd. Ste. 100
City, State, Zip: Scottsdale AZ 85251

RE: Application Accepted for Review.

146 - PA - 2018 ~~ADD~~

Dear Michele Hammond :

It has been determined that your Development Application for 90th & San Victor has been accepted for review.

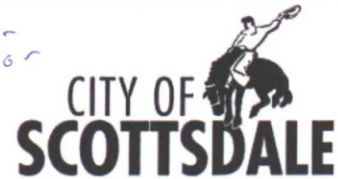
Upon completion of the Staff's review of the application material, I will inform you in writing or electronically either: 1) the steps necessary to submit additional information or corrections; 2) the date that your Development Application will be scheduled for a public hearing or, 3) City Staff will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

Sincerely,

Name: Jeff Barnes
Title: Sr. Planner
Phone Number: (480) 312 - 2376
Email Address: jbarnes @ScottsdaleAZ.gov

General Plan Amendment Development Application Checklist

Non-Major



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:

- 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; and
- the city's design guidelines.

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 page 5 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.

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.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	1. General Plan Amendment Application Checklist (this list)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	2. Application Fee \$ <u>1950.00</u> (subject to change every July)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	3. Completed Development Application Form (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.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	4. Letter of Authorization (from property owner(s) if property owner did not sign the application form)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	5. 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 (form provided))

Planning and Development Services

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

General Plan Amendment

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>6. Request for Site Visits and/or Inspections Form (form provided)</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>7. Commitment for Title Insurance – No older than 30 days from the submittal date (requirements form provided)</p> <ul style="list-style-type: none"> • 8-1/2" x 11" – 1 copy • Include complete Schedule A and Schedule B.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>8. Legal Description: (if not provided in Commitment for Title Insurance)</p> <ul style="list-style-type: none"> • 8-1/2" x 11" – 2 copies
<input type="checkbox"/>	<input type="checkbox"/>	<p>9. Request to Submit Concurrent Development Applications (form provided)</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>10. Public Participation (see Attachment A)</p> <ul style="list-style-type: none"> • Provide proof of involvement <u>AT THE BEGINNING</u> of the required six (6) month public input timeframe for major amendments and three (3) months for other amendments. • Record of all <u>dates</u> and <u>types</u> of public notification/involvement – letters, meetings, phone calls, open houses etc.; person/organization(s) contacted; address and telephone information regarding person/organization(s) contacted. Provide minutes of all meetings.
		<p>11. Request for Neighborhood Group Contact information (form provided)</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>12. A completed Neighborhood Involvement packet and Report, describe the key issues with respect to this general plan amendment that have been identified by the surrounding neighborhoods through the public involvement program. What adjustments or refinements have been made to the plan in response to these issues?</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>13. Existing Conditions Photo Exhibit: Printed digital photos on 8-1/2"x11" Paper</p> <ul style="list-style-type: none"> • 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. • 8-1/2" x 11" - 11 copies of the set of prints (Delayed submittal. 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.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>14. Provide a Series of Context Graphics or Tables That Depict the Following Information:</p> <ul style="list-style-type: none"> • Graphic 1: <u>Existing</u> General Plan land use, transportation, character, and open space designations for the subject property and for all surrounding properties • Graphic 2: <u>Proposed</u> General Plan designations for the subject property and all existing General Plan designations that will remain. This graphic should include total gross acreage of the General Plan designation being proposed. • Graphic or Table 3: <u>Existing</u> Character Area Plan elements, if site is located within an approved/adopted Character Area. • Graphic or Table 4: <u>Existing</u> Neighborhood Plan elements, if site is located within an approved/adopted Neighborhood Plan area.

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General Plan Amendment

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>15. Application Narrative <i>4 copies</i></p> <ul style="list-style-type: none"> • 8 ½" x 11" - 17 copies <p>A narrative description, analysis and justification of how the proposed GPA would <u>support</u> or <u>change</u> the approved plans, goals, and/or policies contained in each of the following General Plan Guiding Principles and elements: (follow the online link for descriptions of the Guiding Principles http://www.scottsdaleaz.gov/general-plan/general-plan-2001 and Elements).</p> <ol style="list-style-type: none"> a. Value Scottsdale's Unique Character and Lifestyle: <ol style="list-style-type: none"> i. Character and Lifestyle ii. Land Use b. Support Economic Vitality: <ol style="list-style-type: none"> i. Economic Vitality c. Enhance Neighborhoods: <ol style="list-style-type: none"> i. Community Involvement ii. Housing iii. Neighborhoods d. Open Space: <ol style="list-style-type: none"> i. Open Space and Recreation ii. Preservation and Environmental Planning e. Seek Sustainability: <ol style="list-style-type: none"> i. Cost of Development ii. Growth Areas iii. Public Services and Facilities f. Advance Transportation: <ol style="list-style-type: none"> i. Community Mobility
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>16. In the application narrative, under a separate heading, provide a narrative description, analysis and justification of how the proposed General Plan Amendment would <u>support</u> or <u>change</u> the approved plans, goals, and/or policies contained in the applicable adopted Character Area Plan.</p> <p>The adopted Character Areas are:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cactus Corridor <input type="checkbox"/> Desert Foothills <input type="checkbox"/> Downtown <input type="checkbox"/> Dynamite Foothills <input type="checkbox"/> Greater Airpark <input checked="" type="checkbox"/> Shea Area <input type="checkbox"/> Southern Scottsdale <input type="checkbox"/> _____

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General Plan Amendment

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>17. Provide an Analysis of the Following:</p> <ul style="list-style-type: none"> • A significant consideration of any proposed General Plan Amendment (GPA) is the potential impact that a change in land use and/or development of property will have on dwelling unit, population and/or employment densities; public infrastructure and facilities demand; transportation networks; and the physical environment. The net resulting impacts of a proposed change might be favorable, unfavorable or of no effect, depending on the nature of the change and the size of the physical area that would be the subject of the change. • If this is a General Plan <u>land use</u> amendment the proposed changes include _____ amount of acres/dwelling units/square footage changing from General Plan land use designation(s) _____ to General Plan land use designation(s) _____. • The estimated increase or decrease in population this proposed General Plan amendment will create is _____ (circle one – increase or decrease or no change). • The estimated increase or decrease in elementary, middle and high school age children this proposed General Plan amendment will create is _____ (circle one – increase or decrease or no change). • The estimated impact this proposed General Plan change will have on water use per year will be _____ (circle one – increase or decrease or no change). • The estimated impact this proposed General Plan change will have on wastewater generation per year is _____ (circle one – increase or decrease or no change). • The estimated impact this proposed General Plan change will have on solid waste generation per year is _____/tons (circle one – increase or decrease or no change). • The estimated impact this proposed General Plan change will have on vehicle trips per day is _____ (circle one – increase or decrease or no change). • The estimated number of employees this proposed General Plan change will result in is _____ (circle one – increase or decrease or no change). • The Long Range Planning Unit of Scottsdale’s Planning and Development Services has a Land Use Impact model that enables an analysis and projection of the impacts a change in land use and development would have per the Land Use Element of the city’s General Plan. The only input necessary to run the model is the total gross acreage included in a proposed GPA, by specified land use category. GPA applicants may contact the Long Range Planning Unit at 480-312-7000 to have an in-house Land Use Impact model analysis run for the proposed GPA.
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Staff to provide


<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>18. Proposition 207 wavier or refusal (Delay submittal until after the Planning Commission Hearing) (sample agreement information provided)</p>
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<input type="checkbox"/>	<input type="checkbox"/>	<p>19. Other: _____</p>
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PART II – SUBMITTAL OF THE DEVELOPMENT APPLICATION

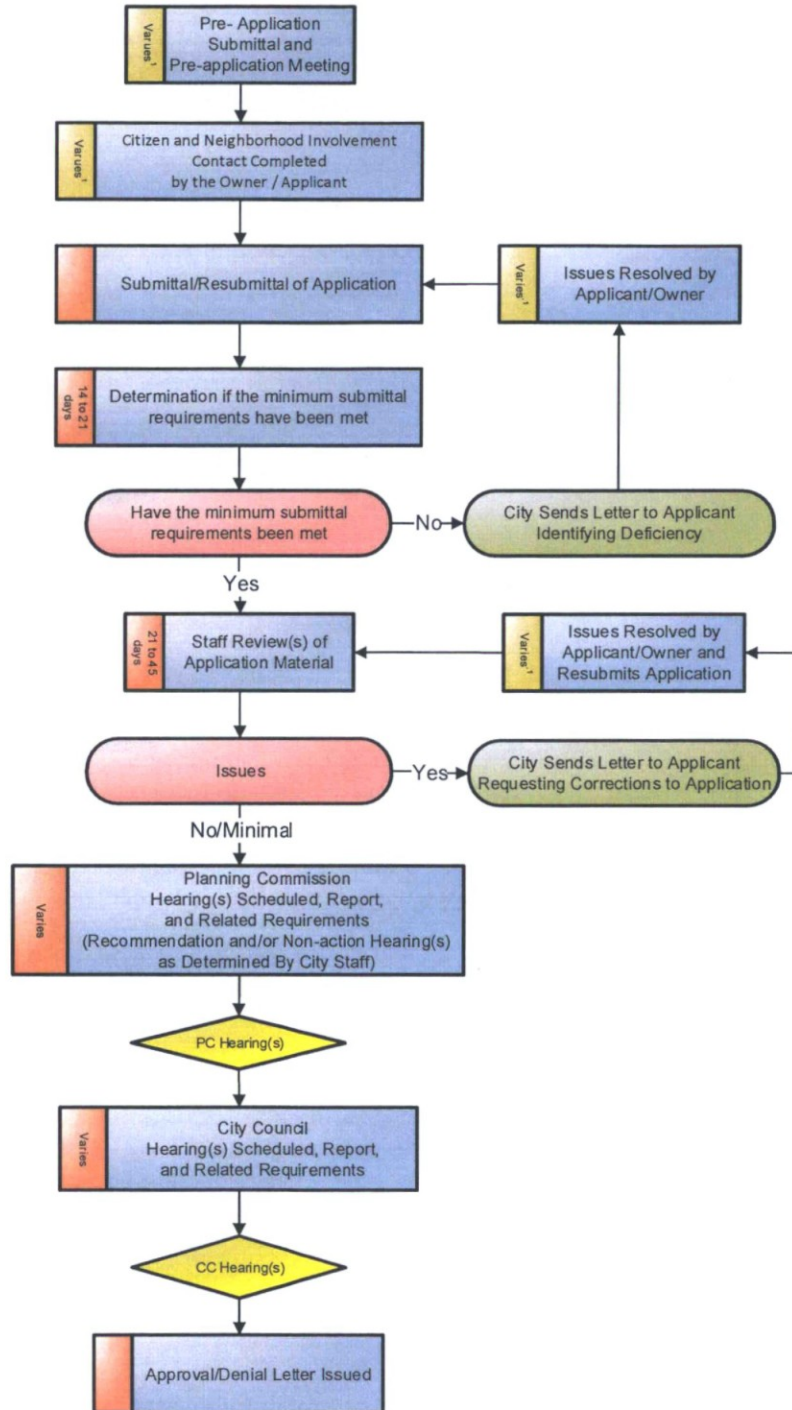
Req'd	Req'd	Description of Documents Required for Complete Application. No application shall be accepted without all items marked below.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	1. An appointment must be scheduled to submit this application. To schedule your submittal meeting please call 480-312-7767. Request a submittal meeting with a Planning Specialist and provide your case pre-app number; <u>146</u> -PA- <u>2018</u> .
<input checked="" type="checkbox"/>	<input type="checkbox"/>	2. Submit all items indicated on this checklist pursuant to the submittal requirements.

General Plan Amendment

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>3. Submit all additional items that are required pursuant to the stipulations of any other Development Application that this application is reliant upon</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>4. Delayed Submittal. Additional copies of all or certain required submittal indicated items above will be required 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.</p>
<input checked="" type="checkbox"/>		<p>5. If you have any question regarding this application checklist, please contact your Project Coordinator.</p> <p>Coordinator Name (print): <u>Jeff Barnes / Adam Yaron</u> Phone Number: <u>480-312-2376</u></p> <p>Coordinator email: <u>jbarnes@scottsdaleaz.gov</u> / <u>ayaron@scottsdaleaz.gov</u> Date: <u>3/15/18</u></p> <p>Coordinator Signature: </p> <p>If the Project Coordinator is no-longer available, please contact the Long Range Planning Manager at the phone number in the footer of this page if you have any question regarding this application checklist.</p> <p>This application needs a: <input checked="" type="checkbox"/> New Project Number, or <input type="checkbox"/> A New Phase to an old Project Number: _____</p> <p>Notice</p> <p>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 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 Service 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.</p> <p>Planning and Development Service Director One Stop Shop Planning and Development Services 7447 E. Indian School Rd, Suite 105 Scottsdale, AZ 85251 Phone: (480) 312-7000</p>

Development Applications Process

Non-Major General Plan Amendment (GP)



Note:
1. Time period determined by owner/applicant.

Planning and Development Services

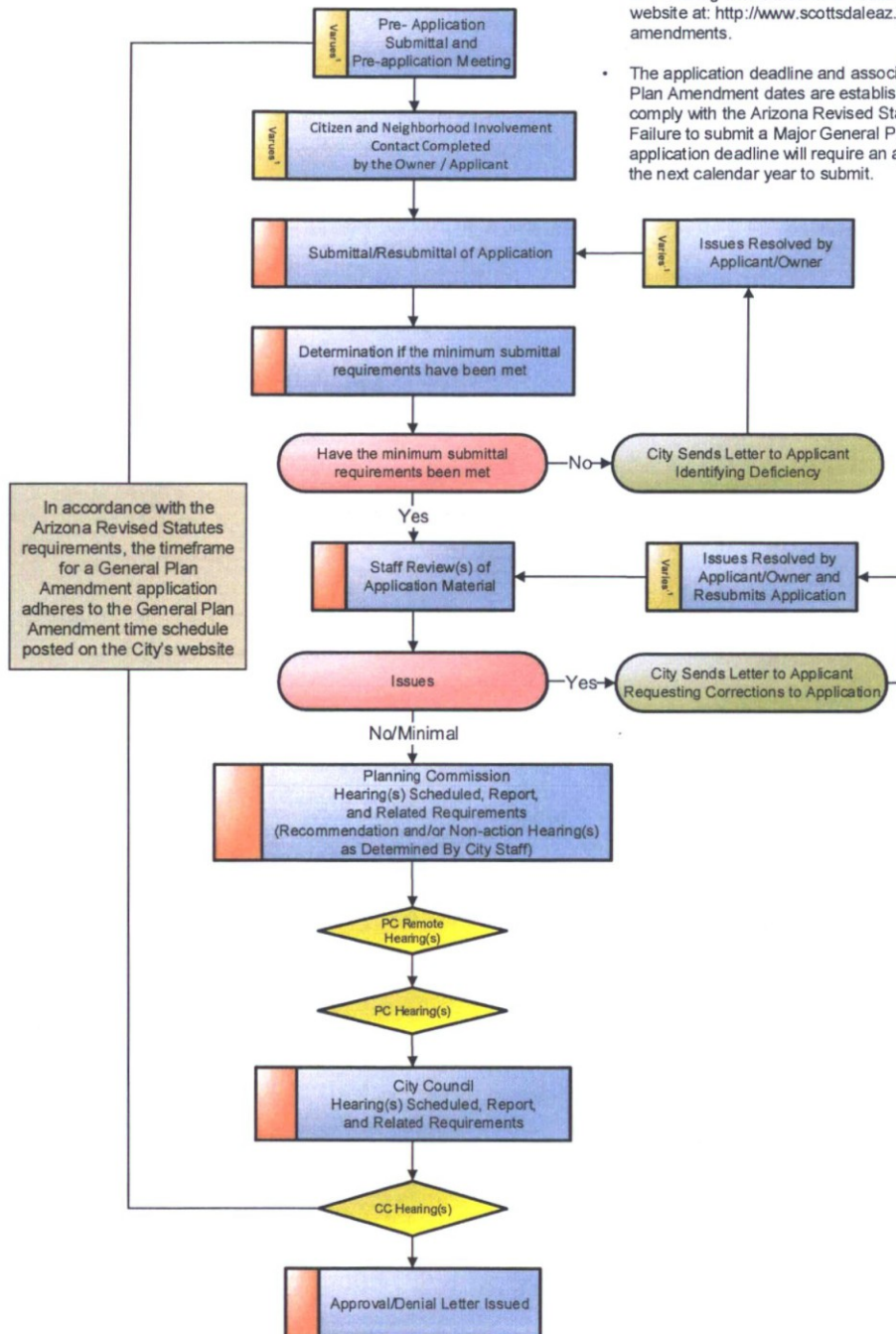
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Development Applications Process

Major General Plan Amendment (GP)



- Pursuant to Arizona Revised Statutes, Major General Plan Amendments must be heard by the City Council the same calendar year that they are submitted. The annual Major General Plan Amendment application submittal, review and hearing time schedule is available on the City's website at: <http://www.scottsdaleaz.gov/general-plan/amendments>.
- The application deadline and associated Major General Plan Amendment dates are established annually to comply with the Arizona Revised Statute requirements. Failure to submit a Major General Plan Amendment by the application deadline will require an application to wait until the next calendar year to submit.



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Public Participation

- Non-major General Plan Amendment (GP)
- Rezoning (ZN)
- Infill Incentive (II)



Public participation ensures early notification and involvement prior to formal application submittal, which is an integral component of Scottsdale's public hearing process.



Step 1: Complete Citizen Review Plan prior to conducting neighborhood outreach

The Plan shall include:

1. Where and when the open house will be held
2. How and when neighbors will be notified
3. School districts shall be notified 30 days prior to filing the formal application when rezoning from a non-residential to a residential district or when greater residential densities are proposed. Refer to the Collaborative City and School Planning packet.

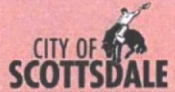
Step 2: Complete Neighborhood Involvement Outreach

Hold a minimum of 1 Open House Meeting prior to formal application submittal.

- Send open house invite via 1st Class Letter to property owners & HOAs within 750' of the property that is the subject of the rezoning or non-major General Plan amendment, to the City's interested parties lists (GP list and standard list), and to the City project coordinator. Invitations need to be sent at least 10 calendar days prior to the open house meeting, and include the following information:
 - Project request and description
 - Pre-application number (xx-PA-xxxx)
 - Project location (street address)
 - Size (e.g. Number of acres of project, square footage of lot)
 - Existing General Plan land use designation graphic for zoning cases
 - Existing and Proposed General Plan land use designations for non-major GP cases
 - Zoning (*for ZN case: existing and proposed graphics*)
 - Applicant and City contact names, phone numbers, and email addresses
 - Scheduled open house(s) - including time, date, and location
 - Any associated active cases
- Post **Project Under Consideration** sign at least 10 calendar days prior to your Open House Meeting (See Project Under Consideration (White Sign) posting requirements)
- E-mail open house information to the Project Coordinator and to: planninginfo@scottsdaleaz.gov
- Provide sign-in sheets and comment sheets at the open house meeting
- Avoid holding the Open House meeting on holidays, weekends, and during working hours
- Maintain contact with neighbors throughout the process and make as many contacts that are warranted to achieve productive neighborhood involvement
- Hold additional open house meetings as necessary to encourage public participation and productive neighborhood involvement

Public Participation

-Non-major General Plan Amendment (GP)
-Rezoning (ZN)
-Infill Incentive (II)



Step 3: Complete and include a Neighborhood Involvement Report/Citizen Review Plan with application submittal
The Report shall include:

- A. Details of the methods used to involve the public including:
 - 1. A map showing the number of and where notified neighbors are located
 - 2. A list of names, phone numbers/addresses of contacted parties (e.g. neighbors/property owners, School District representatives, and HOAs)
 - 3. The dates contacted, how they were contacted, and the number of times contacted
 - 4. Copies of letters or other means used to contact neighbors, school districts, and HOAs; along with copies of all comments, letters, and correspondence received
 - 5. List of dates and locations of all meetings (e.g. open house meetings, meetings with individual/groups of citizens, and HOA meetings)
 - 6. The open house sign-in sheets, a list of all people that participated in the process, and comment sheets, along with a written summary of the meeting
 - 7. The completed affidavit of sign posting with a time/date stamped photo (form provided)
- B. A written summary of the public comments including: project aspects supported of issue or concern and problems expressed by citizens during the process including:
 - 1. The substance of the comments
 - 2. The method by which the applicant has addressed or intends to address the comments identified during the process

Step 4: Post public hearing sign at least 15 calendar days prior to public hearing (see Public Hearing (Red Sign) posting requirements), and submit the completed affidavit of sign posting with a time/date stamped photo

City will conduct additional public notification

- Mailing out postcards to property owners within 750 feet of the property that is the subject of the rezoning or non-major General Plan amendment
- Publishing required legal ad in newspaper
- Posting case information on the City website
- Posting case information on social media
- Sending case information to email subscribers

Related Resources:

- Project Under Consideration Sign Posting Requirements
- Affidavit of Posting
- Public Hearing Sign Posting Requirements
- Collaborative City and School Planning Packet
- Zoning Ordinance Sec. 1.305.C (Citizen Review Process)
- City of Scottsdale General Plan 2001
- Interested Parties List

Public Participation - Major General Plan Amendment (GP)



Public participation ensures early notification and involvement of community members, which is an integral component of Scottsdale's public hearing process.

The application deadline and associated major General Plan amendment dates are established annually to comply with Arizona Revised Statute requirements, and are available on the City's website. Go to www.ScottsdaleAZ.gov and search "General Plan Amendments".

Step 1: Complete Citizen Review Plan

Prepare the Plan prior to conducting neighborhood outreach and include with application submittal

- A. The Plan shall include:
 - 1. Where and when the open house will be held
 - 2. How and when neighbors will be notified
 - 3. School districts shall be notified 30 days prior to filing the formal application when requesting a change from a non-residential to a residential district or when greater residential densities are proposed. Refer to the Collaborative City and School Planning packet.
- B. Update plan, as necessary, to include additional outreach efforts/outcomes

Step 2 / 3: Conduct Neighborhood Involvement Outreach

Hold a minimum of 1 Open House Meeting no later than 30 days after the formal application submittal deadline.

- Send open house invite via 1st Class Letter to property owners & HOAs within 750' of the property that is the subject of the major General Plan amendment, to the City's interested parties lists (GP list and standard list), and to the City project coordinator. Invitations need to be sent at least 10 calendar days prior to the open house meeting, and include the following information:
 - Project request and description
 - Pre-application number (xx-PA-xxxx)
 - Project location (street address)
 - Size (e.g. Number of acres of project, square footage of lot)
 - Existing and Proposed General Plan land use designations
 - Existing and Proposed Zoning
 - Applicant and City contact names, phone numbers, and email addresses
 - Scheduled open house(s) - including time, date, and location
 - Companion Zoning case information
- **Post Project Under Consideration sign** at least 10 calendar days prior to your Open House Meeting (See Project Under Consideration (White Sign) posting requirements)
- E-mail open house information to the Project Coordinators and to: planninginfo@scottsdaleaz.gov
- Provide sign-in and comment sheets at the open house meeting
- Avoid holding the Open House meeting on holidays, weekends, during the months of July and August, and during working hours
- Maintain contact with neighbors throughout the process and make as many contacts that are warranted to achieve productive neighborhood involvement
- Hold additional outreach events, as necessary, to encourage public participation and productive neighborhood involvement

Public Participation

- Major General Plan Amendment (GP)



Complete Neighborhood Involvement Report

Provide the completed Report with application submittal, or within 14 days of submittal deadline. The Report shall include:

- A. Details of the methods used to involve the public including:
 1. A map showing the number of and where notified neighbors are located
 2. A list of names, phone numbers/addresses of contacted parties (e.g. neighbors/property owners, School District representatives, and HOAs)
 3. The dates contacted, how they were contacted, and the number of times contacted
 4. Copies of letters or other means used to contact neighbors, school districts, and HOAs; along with copies of all comments, letters, and correspondence received
 5. List of dates and locations of all meetings (e.g. open house meetings, meetings with individual/groups of citizens, and HOA meetings)
 6. The open house sign-in sheets, a list of all people that participated in the process, and comment sheets, along with a written summary of the meeting
 7. The completed affidavit of sign posting with a time/date stamped photo (form provided)
- B. A written summary of the public comments including: project aspects supported of issue or concern and problems expressed by citizens during the process including:
 1. The substance of the comments
 2. The method by which the applicant has addressed or intends to address the comments identified during the process

Step 3: Update Project Under Consideration Notice and post Public Hearing Notice.

- A. Update Project Under Consideration sign at least 10 calendar days prior to the City-sponsored Open House Meeting (See Project Under Consideration (White Sign) posting requirements).
 - City staff to provide date, time, and location for City-sponsored Open House no later than 30 days after the major General Plan amendment application submittal deadline
- B. Post public hearing sign at least 15 calendar days prior to each required public hearing (see Public Hearing (Red Sign) posting requirements).
 - For major General Plan amendments, required public hearings are established as part of the annual major General Plan amendment timeline and include:
 - Remote Planning Commission Hearing
 - Planning Commission Recommendation Hearing
 - City Council Major General Plan Amendment Adoption Hearing

City will conduct additional public notification:

- Mailing out postcards to property owners within 750 feet of the property
- Publishing required legal ad in newspaper
- Posting case information on the City website
- Sending case information to email subscribers
- Sending 60-day letter to State and local jurisdictions as required by State Statute
- Hosting City-sponsored Open House for all major General Plan amendment cases

Public Participation

- Major General Plan Amendment (GP)



Related Resources:

- [Project Under Consideration Sign Posting Requirements](#)
- [Affidavit of Posting](#)
- [Public Hearing Sign Posting Requirements](#)
- [Collaborative City and School Planning Packet](#)
- [Zoning Ordinance Sec. 1.305.C \(Citizen Review Process\)](#)
- [City of Scottsdale General Plan 2001](#)
- [Arizona Revised Statutes Title 9](#)
- [Interested Parties Lists](#)

General Plan Amendment Development Application Checklist

Non-Major



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:

- 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; and
- the city's design guidelines.

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 page 5 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.

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.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	1. General Plan Amendment Application Checklist (this list)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2. Application Fee \$ <u>1950.00</u> (subject to change every July)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3. Completed Development Application Form (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.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4. Letter of Authorization (from property owner(s) if property owner did not sign the application form)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	5. 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 (form provided))

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General Plan Amendment

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<p>6. Request for Site Visits and/or Inspections Form (form provided)</p>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<p>7. Commitment for Title Insurance – No older than 30 days from the submittal date (requirements form provided)</p> <ul style="list-style-type: none"> • 8-1/2" x 11" – 1 copy • Include complete Schedule A and Schedule B.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<p>8. Legal Description: (if not provided in Commitment for Title Insurance)</p> <ul style="list-style-type: none"> • 8-1/2" x 11" – 2 copies
<input type="checkbox"/>	<input type="checkbox"/>	<p>9. Request to Submit Concurrent Development Applications (form provided)</p>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<p>10. Public Participation (see Attachment A)</p> <ul style="list-style-type: none"> • Provide proof of involvement <u>AT THE BEGINNING</u> of the required six (6) month public input timeframe for major amendments and three (3) months for other amendments. • Record of all <u>dates</u> and <u>types</u> of public notification/involvement – letters, meetings, phone calls, open houses etc.; person/organization(s) contacted; address and telephone information regarding person/organization(s) contacted. Provide minutes of all meetings.
<input type="checkbox"/>	<input type="checkbox"/>	<p>11. Request for Neighborhood Group Contact information (form provided)</p>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<p>12. A completed Neighborhood Involvement packet and Report, describe the key issues with respect to this general plan amendment that have been identified by the surrounding neighborhoods through the public involvement program. What adjustments or refinements have been made to the plan in response to these issues?</p>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<p>13. Existing Conditions Photo Exhibit: Printed digital photos on 8-1/2"x11" Paper</p> <ul style="list-style-type: none"> • 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. • 8-1/2" x 11" - 11 copies of the set of prints (<u>Delayed submittal</u>. 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.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<p>14. Provide a Series of Context Graphics or Tables That Depict the Following Information:</p> <ul style="list-style-type: none"> • Graphic 1: <u>Existing</u> General Plan land use, transportation, character, and open space designations for the subject property and for all surrounding properties • Graphic 2: <u>Proposed</u> General Plan designations for the subject property and all existing General Plan designations that will remain. This graphic should include total gross acreage of the General Plan designation being proposed. • Graphic or Table 3: <u>Existing</u> Character Area Plan elements, if site is located within an approved/adopted Character Area. • Graphic or Table 4: <u>Existing</u> Neighborhood Plan elements, if site is located within an approved/adopted Neighborhood Plan area.

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General Plan Amendment

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> ✓	<p>15. Application Narrative 4 copies</p> <ul style="list-style-type: none"> • 8 ½" x 11" - 17 copies <p>A narrative description, analysis and justification of how the proposed GPA would <u>support</u> or <u>change</u> the approved plans, goals, and/or policies contained in each of the following General Plan Guiding Principles and elements: (follow the online link for descriptions of the Guiding Principles http://www.scottsdaleaz.gov/general-plan/general-plan-2001 and Elements).</p> <ol style="list-style-type: none"> a. Value Scottsdale's Unique Character and Lifestyle: <ol style="list-style-type: none"> i. Character and Lifestyle ii. Land Use b. Support Economic Vitality: <ol style="list-style-type: none"> i. Economic Vitality c. Enhance Neighborhoods: <ol style="list-style-type: none"> i. Community Involvement ii. Housing iii. Neighborhoods d. Open Space: <ol style="list-style-type: none"> i. Open Space and Recreation ii. Preservation and Environmental Planning e. Seek Sustainability: <ol style="list-style-type: none"> i. Cost of Development ii. Growth Areas iii. Public Services and Facilities f. Advance Transportation: <ol style="list-style-type: none"> i. Community Mobility
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> ✓	<p>16. In the application narrative, under a separate heading, provide a narrative description, analysis and justification of how the proposed General Plan Amendment would <u>support</u> or <u>change</u> the approved plans, goals, and/or policies contained in the applicable adopted Character Area Plan.</p> <p>The adopted Character Areas are:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cactus Corridor <input type="checkbox"/> Desert Foothills <input type="checkbox"/> Downtown <input type="checkbox"/> Dynamite Foothills <input type="checkbox"/> Greater Airpark <input checked="" type="checkbox"/> Shea Area <input type="checkbox"/> Southern Scottsdale <input type="checkbox"/> _____

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General Plan Amendment

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>17. Provide an Analysis of the Following:</p> <ul style="list-style-type: none"> • A significant consideration of any proposed General Plan Amendment (GPA) is the potential impact that a change in land use and/or development of property will have on dwelling unit, population and/or employment densities; public infrastructure and facilities demand; transportation networks; and the physical environment. The net resulting impacts of a proposed change might be favorable, unfavorable or of no effect, depending on the nature of the change and the size of the physical area that would be the subject of the change. • If this is a General Plan <u>land use</u> amendment the proposed changes include _____ amount of acres/dwelling units/square footage changing from General Plan land use designation(s) _____ to General Plan land use designation(s) _____. • The estimated increase or decrease in population this proposed General Plan amendment will create is _____ (circle one – increase or decrease or no change). • The estimated increase or decrease in elementary, middle and high school age children this proposed General Plan amendment will create is _____ (circle one – increase or decrease or no change). • The estimated impact this proposed General Plan change will have on water use per year will be _____ (circle one – increase or decrease or no change). • The estimated impact this proposed General Plan change will have on wastewater generation per year is _____ (circle one – increase or decrease or no change). • The estimated impact this proposed General Plan change will have on solid waste generation per year is _____/tons (circle one – increase or decrease or no change). • The estimated impact this proposed General Plan change will have on vehicle trips per day is _____ (circle one – increase or decrease or no change). • The estimated number of employees this proposed General Plan change will result in is _____ (circle one – increase or decrease or no change). • The Long Range Planning Unit of Scottsdale’s Planning and Development Services has a Land Use Impact model that enables an analysis and projection of the impacts a change in land use and development would have per the Land Use Element of the city’s General Plan. The only input necessary to run the model is the total gross acreage included in a proposed GPA, by specified land use category. GPA applicants may contact the Long Range Planning Unit at 480-312-7000 to have an in-house Land Use Impact model analysis run for the proposed GPA.
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Staff to provide


Later

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>18. Proposition 207 wavier or refusal (Delay submittal until after the Planning Commission Hearing) (sample agreement information provided)</p>
<input type="checkbox"/>	<input type="checkbox"/>	<p>19. Other: _____</p>

PART II – SUBMITTAL OF THE DEVELOPMENT APPLICATION

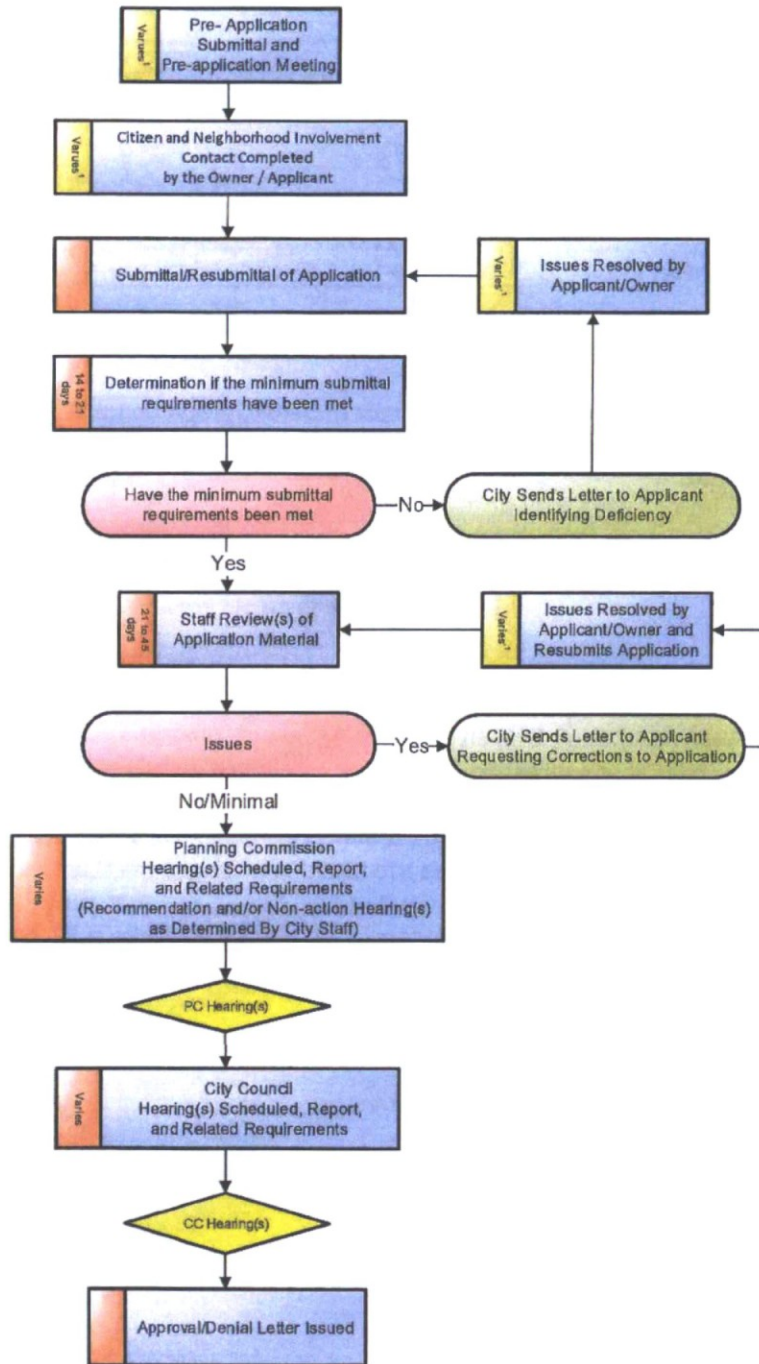
Req'd	Rec'd	Description of Documents Required for Complete Application. No application shall be accepted without all items marked below.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>1. An appointment must be scheduled to submit this application. To schedule your submittal meeting please call 480-312-7767. Request a submittal meeting with a Planning Specialist and provide your case pre-app number; <u>146</u> -PA- <u>2018</u>.</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>2. Submit all items indicated on this checklist pursuant to the submittal requirements.</p>

General Plan Amendment

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>3. Submit all additional items that are required pursuant to the stipulations of any other Development Application that this application is reliant upon</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>4. Delayed Submittal. Additional copies of all or certain required submittal indicated items above will be required 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.</p>
<input checked="" type="checkbox"/>		<p>5. If you have any question regarding this application checklist, please contact your Project Coordinator.</p> <p>Coordinator Name (print): <u>Jell Barnes / Adam Yaron</u> Phone Number: <u>480-312-2376</u></p> <p>Coordinator email: <u>jbarnes @scottsdaleaz.gov</u> / <u>ayaron@scottsdaleaz.gov</u> Date: <u>3/15/18</u></p> <p>Coordinator Signature: </p> <p>If the Project Coordinator is no-longer available, please contact the Long Range Planning Manager at the phone number in the footer of this page if you have any question regarding this application checklist.</p> <p>This application needs a: <input checked="" type="checkbox"/> New Project Number, or <input type="checkbox"/> A New Phase to an old Project Number: _____</p> <p>Notice</p> <p>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 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 Service 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.</p> <p>Planning and Development Service Director One Stop Shop Planning and Development Services 7447 E. Indian School Rd, Suite 105 Scottsdale, AZ 85251 Phone: (480) 312-7000</p>

Development Applications Process

Non-Major General Plan Amendment (GP)

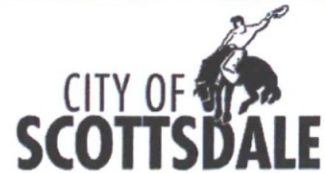


Note:
1. Time period determined by owner/applicant.

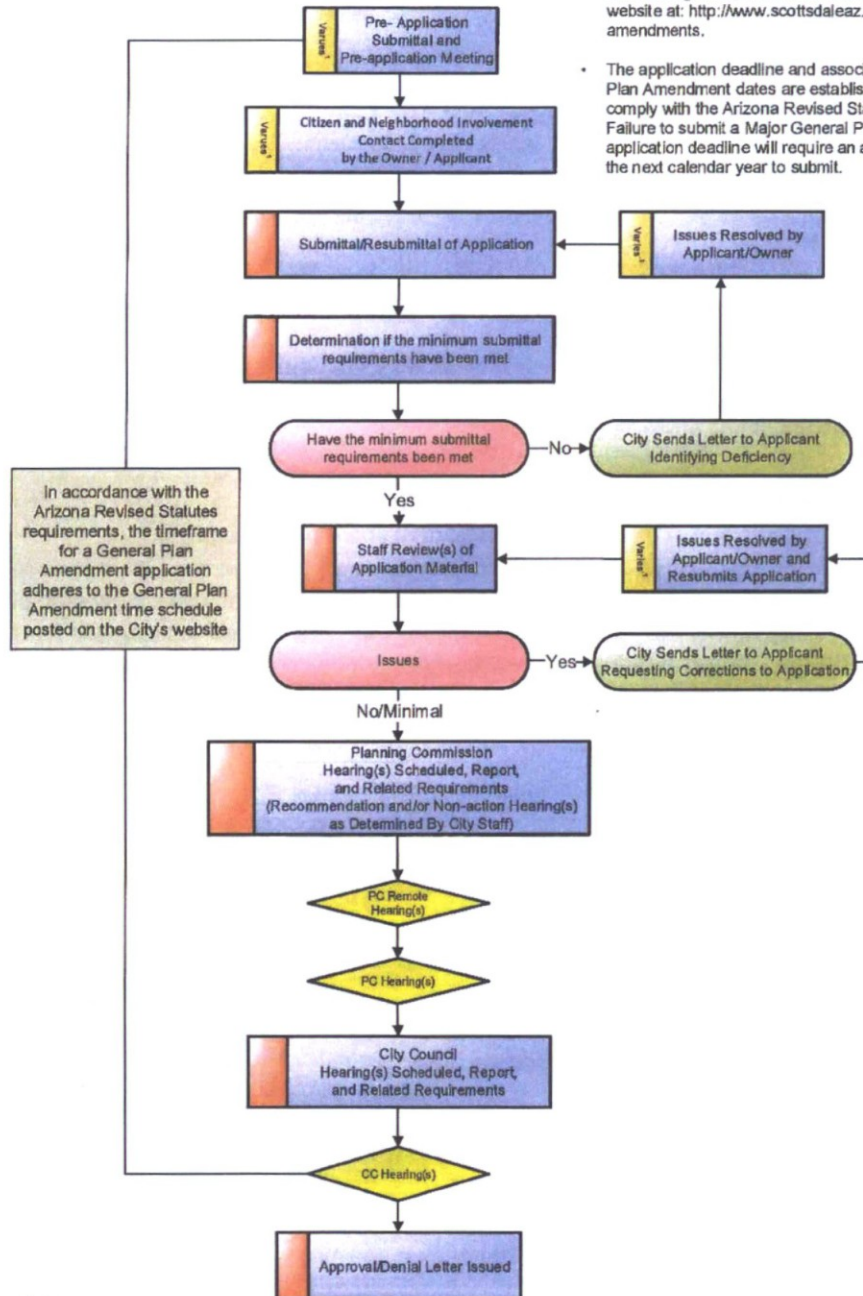
Planning and Development Services

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Development Applications Process Major General Plan Amendment (GP)



- Pursuant to Arizona Revised Statutes, Major General Plan Amendments must be heard by the City Council the same calendar year that they are submitted. The annual Major General Plan Amendment application submittal, review and hearing time schedule is available on the City's website at: <http://www.scottsdaleaz.gov/general-plan/amendments>.
- The application deadline and associated Major General Plan Amendment dates are established annually to comply with the Arizona Revised Statute requirements. Failure to submit a Major General Plan Amendment by the application deadline will require an application to wait until the next calendar year to submit.



Planning and Development Services

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Public Participation

- Non-major General Plan Amendment (GP)
- Rezoning (ZN)
- Infill Incentive (II)



Public participation ensures early notification and involvement prior to formal application submittal, which is an integral component of Scottsdale's public hearing process.



Step 1: Complete Citizen Review Plan prior to conducting neighborhood outreach

The Plan shall include:

1. Where and when the open house will be held
2. How and when neighbors will be notified
3. School districts shall be notified 30 days prior to filing the formal application when rezoning from a non-residential to a residential district or when greater residential densities are proposed. Refer to the Collaborative City and School Planning packet.

Step 2: Complete Neighborhood Involvement Outreach

Hold a minimum of 1 Open House Meeting prior to formal application submittal.

- Send open house invite via 1st Class Letter to property owners & HOAs within 750' of the property that is the subject of the rezoning or non-major General Plan amendment, to the City's interested parties lists (GP list and standard list), and to the City project coordinator. Invitations need to be sent at least 10 calendar days prior to the open house meeting, and include the following information:
 - Project request and description
 - Pre-application number (xx-PA-xxxx)
 - Project location (street address)
 - Size (e.g. Number of acres of project, square footage of lot)
 - Existing General Plan land use designation graphic for zoning cases
 - Existing and Proposed General Plan land use designations for non-major GP cases
 - Zoning (for ZN case: existing and proposed graphics)
 - Applicant and City contact names, phone numbers, and email addresses
 - Scheduled open house(s) - including time, date, and location
 - Any associated active cases
- Post **Project Under Consideration** sign at least 10 calendar days prior to your Open House Meeting (See Project Under Consideration (White Sign) posting requirements)
- E-mail open house information to the Project Coordinator and to: planninginfo@scottsdaleaz.gov
- Provide sign-in sheets and comment sheets at the open house meeting
- Avoid holding the Open House meeting on holidays, weekends, and during working hours
- Maintain contact with neighbors throughout the process and make as many contacts that are warranted to achieve productive neighborhood involvement
- Hold additional open house meetings as necessary to encourage public participation and productive neighborhood involvement

Public Participation

-Non-major General Plan Amendment (GP)
-Rezoning (ZN)
-Infill Incentive (II)



Step 3: Complete and include a Neighborhood Involvement Report/Citizen Review Plan with application submittal
The Report shall include:

- A. Details of the methods used to involve the public including:
1. A map showing the number of and where notified neighbors are located
 2. A list of names, phone numbers/addresses of contacted parties (e.g. neighbors/property owners, School District representatives, and HOAs)
 3. The dates contacted, how they were contacted, and the number of times contacted
 4. Copies of letters or other means used to contact neighbors, school districts, and HOAs; along with copies of all comments, letters, and correspondence received
 5. List of dates and locations of all meetings (e.g. open house meetings, meetings with individual/groups of citizens, and HOA meetings)
 6. The open house sign-in sheets, a list of all people that participated in the process, and comment sheets, along with a written summary of the meeting
 7. The completed affidavit of sign posting with a time/date stamped photo (form provided)
- B. A written summary of the public comments including: project aspects supported of issue or concern and problems expressed by citizens during the process including:
1. The substance of the comments
 2. The method by which the applicant has addressed or intends to address the comments identified during the process

Step 4: Post public hearing sign at least 15 calendar days prior to public hearing (see Public Hearing (Red Sign) posting requirements), and submit the completed affidavit of sign posting with a time/date stamped photo

City will conduct additional public notification

- Mailing out postcards to property owners within 750 feet of the property that is the subject of the rezoning or non-major General Plan amendment
- Publishing required legal ad in newspaper
- Posting case information on the City website
- Posting case information on social media
- Sending case information to email subscribers

Related Resources:

- Project Under Consideration Sign Posting Requirements
- Affidavit of Posting
- Public Hearing Sign Posting Requirements
- Collaborative City and School Planning Packet
- Zoning Ordinance Sec. 1.305.C (Citizen Review Process)
- City of Scottsdale General Plan 2001
- Interested Parties List

Public Participation - Major General Plan Amendment (GP)



Public participation ensures early notification and involvement of community members, which is an integral component of Scottsdale's public hearing process.

The application deadline and associated major General Plan amendment dates are established annually to comply with Arizona Revised Statute requirements, and are available on the City's website. Go to www.ScottsdaleAZ.gov and search "General Plan Amendments".

Step 1: Complete Citizen Review Plan

Prepare the Plan prior to conducting neighborhood outreach and include with application submittal

- A. The Plan shall include:
 - 1. Where and when the open house will be held
 - 2. How and when neighbors will be notified
 - 3. School districts shall be notified 30 days prior to filing the formal application when requesting a change from a non-residential to a residential district or when greater residential densities are proposed. Refer to the Collaborative City and School Planning packet.
- B. Update plan, as necessary, to include additional outreach efforts/outcomes

Step 2 / 3: Conduct Neighborhood Involvement Outreach

Hold a minimum of 1 Open House Meeting no later than 30 days after the formal application submittal deadline.

- Send open house invite via 1st Class Letter to property owners & HOAs within 750' of the property that is the subject of the major General Plan amendment, to the City's interested parties lists (GP list and standard list), and to the City project coordinator. Invitations need to be sent at least 10 calendar days prior to the open house meeting, and include the following information:
 - Project request and description
 - Pre-application number (xx-PA-xxxx)
 - Project location (street address)
 - Size (e.g. Number of acres of project, square footage of lot)
 - Existing and Proposed General Plan land use designations
 - Existing and Proposed Zoning
 - Applicant and City contact names, phone numbers, and email addresses
 - Scheduled open house(s) - including time, date, and location
 - Companion Zoning case information
- **Post Project Under Consideration sign** at least 10 calendar days prior to your Open House Meeting (See Project Under Consideration (White Sign) posting requirements)
- E-mail open house information to the Project Coordinators and to: planninginfo@scottsdaleaz.gov
- Provide sign-in and comment sheets at the open house meeting
- Avoid holding the Open House meeting on holidays, weekends, during the months of July and August, and during working hours
- Maintain contact with neighbors throughout the process and make as many contacts that are warranted to achieve productive neighborhood involvement
- Hold additional outreach events, as necessary, to encourage public participation and productive neighborhood involvement



Public Participation - Major General Plan Amendment (GP)

Complete Neighborhood Involvement Report

Provide the completed Report with application submittal, or within 14 days of submittal deadline. The Report shall include:

- A. Details of the methods used to involve the public including:
 - 1. A map showing the number of and where notified neighbors are located
 - 2. A list of names, phone numbers/addresses of contacted parties (e.g. neighbors/property owners, School District representatives, and HOAs)
 - 3. The dates contacted, how they were contacted, and the number of times contacted
 - 4. Copies of letters or other means used to contact neighbors, school districts, and HOAs; along with copies of all comments, letters, and correspondence received
 - 5. List of dates and locations of all meetings (e.g. open house meetings, meetings with individual/groups of citizens, and HOA meetings)
 - 6. The open house sign-in sheets, a list of all people that participated in the process, and comment sheets, along with a written summary of the meeting
 - 7. The completed affidavit of sign posting with a time/date stamped photo (form provided)
- B. A written summary of the public comments including: project aspects supported of issue or concern and problems expressed by citizens during the process including:
 - 1. The substance of the comments
 - 2. The method by which the applicant has addressed or intends to address the comments identified during the process

Step 3: Update Project Under Consideration Notice and post Public Hearing Notice.

- A. Update Project Under Consideration sign at least 10 calendar days prior to the City-sponsored Open House Meeting (See Project Under Consideration (White Sign) posting requirements).
 - o City staff to provide date, time, and location for City-sponsored Open House no later than 30 days after the major General Plan amendment application submittal deadline
- B. Post public hearing sign at least 15 calendar days prior to each required public hearing (see Public Hearing (Red Sign) posting requirements).
 - o For major General Plan amendments, required public hearings are established as part of the annual major General Plan amendment timeline and include:
 - Remote Planning Commission Hearing
 - Planning Commission Recommendation Hearing
 - City Council Major General Plan Amendment Adoption Hearing

City will conduct additional public notification:

- Mailing out postcards to property owners within 750 feet of the property
- Publishing required legal ad in newspaper
- Posting case information on the City website
- Sending case information to email subscribers
- Sending 60-day letter to State and local jurisdictions as required by State Statute
- Hosting City-sponsored Open House for all major General Plan amendment cases

Public Participation - Major General Plan Amendment (GP)



Related Resources:

- Project Under Consideration Sign Posting Requirements
- Affidavit of Posting
- Public Hearing Sign Posting Requirements
- Collaborative City and School Planning Packet
- Zoning Ordinance Sec. 1.305.C (Citizen Review Process)
- City of Scottsdale General Plan 2001
- Arizona Revised Statutes Title 9
- Interested Parties Lists



Request To Submit Concurrent Development Applications

Acknowledgment and Agreement

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

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

Owner: Bill Robert Contact: Berry Riddell
 Company: San Victor, LLC
 Address: 6750 E. Camelback, Suite 100, Scottsdale, AZ 85251
 Phone: 480-385-2753 Fax: _____
 E-mail: mh@berryriddell.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): Michele Hammond Title: Principal Planner
 * Representative
Michele Hammond Signature Date: 6-6-2018

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

3-GP-2018
06/07/18

Routing Sheet

7-ZN-2018
06/07/18

3-GP-2018
06/07/18

1st Submittal

or

Resubmittal

(←circle one)

(Stip Review Added - Except AB)

Public Hearing Case Type (circle one):

AB AN BA DR **GP** HE HP II IP PE PP TA UP **ZN** Other:

Administrative Case Type (circle one):

HP MD MN MS SA WM Other:

Coordinator: LPB Pre-App #: 146-PA-2018 Date Submitted: 6/7/18

PC/CC Track: 43-18 BOA Track: _____

Admin Staff: _____ Case #: 7-ZN-2018 Comments Due: 7/1/18

DRB Track: _____ Other: _____

3-GP-2018

Review Team:

(For additional documents, please view the case file.)

		Design Review (Steve Venker)	Engineering Group (Eliana Hayes)	Transportation Eng (Phil Kercher)	Transportation Pln (Greg Davies)	Fire Group (Scott Stanek)	Drainage (Richard Anderson)	GIS (Tanya H.)	Airport (Sarah Ferrara)	Maps (Eliana Hayes)	Land Survey (Dwayne Haught)	Archaeological (Steve Venker)	Long Range Pln (Taylor Reynolds)	Water Resources name:	Other:
<input type="checkbox"/> Digital File	Narrative	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> x2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Site Plan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> x2	<input type="checkbox"/>	<input checked="" type="checkbox"/> x2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Alta Survey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Grading & Drainage Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Context Aerial Site Plan Overlay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Phasing Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Site Details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Pedestrian & Circulation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Bike & Trails Path	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Trip gen., Traffic Study, TIMA	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> x2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Water and/or Wastewater BOD's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> x2	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Drainage Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> x2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Geotech Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Archaeological Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Draft Amended Dev Standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Proposed CC&R's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Digital File	Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>