



Application

Narrative

Cash Transmittal

Development Standards

CORE CENTER

15301 N. Hayden Road



Case 19-ZN-2013#2

AMENDMENT TO APPROVED DEVELOPMENT PLAN

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REQUEST AND PROJECT DESCRIPTION

The proposal is to amend a portion of the previously approved Development Plan for the vacant 6.6-acre property fronting Hayden Road located south of Home Depot and north of Costco. The property along with the CORE (formerly Sunrise) apartments were formerly the commercially zoned site of an automotive dealership which was abandoned for several years. After being abandoned several years, the City Council approved in 2014 a General Plan amendment and rezoning to allow non-commercial redevelopment consisting of the CORE apartments and IMPACT church. The apartments were subsequently built but IMPACT church decided to no longer pursue development of the property for its church facilities. IMPACT church now proposes to re-establish commercial use of its property with a high-end mixed-use development comprising ground level restaurant/retail space and Class “A” office that would complement and be compatible with the well-received CORE apartments.



Conceptual Site Plan

OVERALL PROJECT

The project is composed of two parts. On the north side of the entry drive are two 3-story 45' tall buildings flanking a central outdoor courtyard and incorporates a multi-level parking structure. Restaurants and retail are on the ground floor with offices on the second and third. The property south of the entry drive consists of conjoined 3-story 38' high buildings with surface parking for the first-floor restaurant/retail tenants and underground parking for second and third floor office tenants. Although the proposed project was originally programmed for approximately 288,000 sf, the project has been scaled back to 192,000 sf (70,000 sf restaurant/retail and 122,000 sf office).

BUILDING A/B

The church property is split in half by the existing 2-lane entry drive which will be expanded to a 4-lane boulevard and continue to serve both the project and apartments. The northern portion consists of two 3-story buildings separated by an enhanced central courtyard that will provide an energized gathering space for patrons and apartment.



Conceptual Rendering Looking North at Interior Courtyard

Building A/B has ground floor retail imbedded into an above and below parking garage. This will be the only adjacent building to the apartments and maintains a 40' buffered setback. The design concept for the garage is to mask the garage openings to appear as an office building. The ground floor of building B will be free-standing restaurant intended for evening fine dining (e.g. Steak 44, Oceans Club, Flemings, and Ruth Chris Steak House).

BUILDING C

The building fronts on Hayden Road and consists of restaurant/retail on the first floor with 2-levels of office above. The building faces the interior courtyard and also has expansive views of the McDowell Mountains. The upper floors facing the entry drive are tiered to provide a grand entrance and focal point for the apartments at the terminus of the drive.



BUILDING D/E

The 3-story building is located south of the main drive and mimics the tiering of Building C to create a balanced entry and again open the entrance as wide as possible creating a grand entry into the mixed-use project with the apartments being a focal destination point. The building has retail/restaurant uses on the ground level with 2 floors of office above. Surface parking would serve the retail/restaurant uses and a single-level below grade parking garage is intended for the 2nd and 3rd floor office tenants. The ground floor of building D&E are separated to provide patio dining.

CORE APARTMENTS

From the outset of planning the project, it was essential to incorporate the CORE apartments as a valued and symbiotic component of the project. The apartments would complement the project and establish the apartments as an even better place to live with amenities right outside its doorstep. Incorporated into the plans are direct substantial benefits to the apartments with primary benefits being access-related. First, the project includes a traffic signal at the main entrance and Hayden Road. A major complaint mentioned by apartment residents and YAM development is the delay and safety in trying to make left-turns onto Hayden Road. The same condition applies to traffic exiting 84th Street which is opposite side of Hayden. The TIMA traffic study has established that a traffic

signal is warranted to mitigate existing access issues as well as future demands with the development of the church property. Second, the apartment project also has only ONE access to Hayden Road. The proposed project would provide a second access which will significantly improve accessibility for the apartments. The apartments have a single 5' high monument sign on Hayden Road which is adequate for now but will be inadequate once the church property is developed. A tower sign which is allowed by ordinance would be constructed and provide better identification for the apartments in the long-term.

PCP BONUS FLOOR AREA INCENTIVE

The 2014 Sunrise/Impact Church rezoning anticipated the development of apartments and a church. As part of the development approval, IMPACT church was allocated 69,500 sf of floor area while the apartments were allocated 330,804 sf respectively for a total 0.8 FAR. The PCP zoning district allows thru its bonus program a Floor Area Ratio (FAR) Bonus above 0.8 FAR to a maximum of 2.0 which would technically allow 572,300 sf of building area on the church property. As the church use is no longer viable nor desired, its allocation of 69,500 sf is insufficient to develop a commercially viable project of any significance.

The zoning ordinance provisions for bonus floor area are calculated below:

TOTAL NET LOT AREA:	488,302 sf
TOTAL FLOOR AREA ALLOWED w/Bonus:	976,204 sf (2.0 FAR)
TOTAL FLOOR AREA APPROVED:	400,304 sf (0.82 FAR)
FLOOR AREA INCREASE:	123,135 sf
TOTAL FLOOR AREA PROPOSED:	523,439 sf (1.1 FAR)
BONUS FLOOR AREA CONTRIBUTION:	\$1,502,247.00
123,135 sf x \$12.20/sf for permit year 2020	

By restoring commercial use of the church property, the project will provide 192,635 sf of restaurant/retail/office consisting of 123,135 sf bonused floor area in exchange for a contribution of approximately \$1.5 million to be paid at the time of issuance of building permits projected in 2020. As the project is in its earliest stage, allocation of those funds for the Cultural Improvements Program, the Greater Airpark Cultural Trust Fund, offsite improvements and/or a combination thereof will be determined in consultation with staff as the project proceeds.

CONCLUSION

The direct substantial financial benefit to the City can't be overstated as churches pay no property, sales, or rental taxes. Conversely this mixed-use project will provide substantial income to the City on an ongoing basis. The proposed mixed-use project supports the goals and policies of the General Plan/Airpark Area Character Plan and is a prime example and impetus for further quality redevelopment.

2001 General Plan - Six Guiding Principles

Enhance Neighborhoods

Scottsdale's residential and commercial neighborhoods are a major defining element of this community. The quality of our experience as a Scottsdale citizen is expressed first and foremost in the individual neighborhoods where we live, work, and play. Scottsdale is committed to maintaining and enhancing our existing and future neighborhoods. Development, revitalization, and redevelopment decisions, including zoning and infrastructure planning, must meet the needs of our neighborhoods in the context of broader community goals.

Strategies:

- Integrate public safety into the design of neighborhoods and their community facilities and amenities
- Address neighborhood edges, especially adjacent to major streets and areas of commercial development
- Encourage the blending of new and existing neighborhoods
- Identify mature neighborhoods that may benefit from revitalization and / or redevelopment and pursue reinvestment through public projects, private and individual initiatives, and other incentives

***Response:** The project brings redevelopment to a vacant dirt lot within the Airpark that provides a mix-use of on-site commercial and residential activities. As such there are no off-site residential "neighborhoods" that are affected by the proposed development.*

Support Economic Vitality

The strength of Scottsdale's economy has enabled the city to provide a high level of service to its residents at a relatively low cost through tourism and sales tax subsidies. In order to maintain its economic advantage, it is important to foster a balanced economic development program. We are committed to the goal of supporting our existing strengths by targeting new opportunities which can diversify our economic base; providing for the fiscal health of the city; and forming partnerships with the community which strengthen our ability to meet this goal.

Strategies:

- Encourage opportunities for existing businesses to grow and prosper
- Target new economic activities and job opportunities that are compatible with Scottsdale's lifestyle, such as medical and research; especially those that are non-polluting and use advanced technologies that support telecommuting and alternative transportation modes
- Ensure that there are adequate opportunities for future commercial and business

- activities throughout the community
- Encourage a variety of housing types and densities in new development if they foster neighborhood identity

***Response:** The project replaces a previously planned church site which otherwise would provide no significant economic, employment or lifestyle. On the contrary the proposed development complements and embraces the existing apartments which are part of the planned development of the overall property. There are also employment and office opportunities for apartment residents within the general Airpark area to live close to their jobs.*

Value Scottsdale's Unique Lifestyle & Character

Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors. Scottsdale's lifestyle and character embrace the beauty of our natural features including the desert, mountains, and washes; and our contributions to the physical environment such as quality residential development, distinctive commercial and employment centers, and pleasing public amenities. Ensuring a variety of living, working, and leisure opportunities is fundamental to our community. The preservation of this unique lifestyle and character will be achieved through respect for our natural and man-made environment, while providing for the needs of our citizens.

Strategies:

- Define a variety of character areas that are compatible with the surrounding natural and man-made area by taking advantage of existing amenities
- Ensure that development or redevelopment reflects the form, scale, materials, design features, and overall ambiance established in a Character Area Plan
- Incorporate public art into emerging and mature areas that express the dominant lifestyle or character of an area, through public and private development and redevelopment opportunities

***Response:** The proposed development is in the Greater Airpark Character Area Plan. The overall project provides a mix of uses that qualify as a place to live, work, and thrive. The project when married to the apartments creates a symbiotic relationship within the Airpark character. Building design, materials and colors will acknowledge existing older developments but provide an updated design theme that will create an aesthetic that will create a baseline for other new mixed-use developments in the area.*

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:

Freeway Corridor/Regional Core (a subdistrict of the Urban Character Type) will be a dense mixed-use employment core that includes a number of region- serving office, retail and hotel uses. This core will include more than a million square feet of regional and community retail centers. Employment along the freeway corridor will be second only to the Downtown District in intensity and positive impact on the City's economic development.

Response: The property is located in an area of the Airpark evolving into higher density, intensity and mixed-use developments. The project provides a strong mix and intensity of use with strong pedestrian orientation on-site with connections to the streetside network.

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, building design aesthetic, open spaces and plantings will respond to the unique desert environment and conform to the further described responses to Scottsdale's Sensitive Design Principles.

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 desert landscape character has already been established with the installation of the streetscape plantings as well as on the apartment property itself. The project will build on that theme but provide a lush atmosphere within the courtyard to provide shade, color, texture and water-efficiency.

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 design has yet to be analyzed but the goal would be to provide lighting in the amount and intensity based upon the needs of various parts of the project. Specific attention will be spent on lighting as it interfaces with the adjoining apartments.

Goal #8:

Land Use:

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

- Bullet #1:** Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base.
- Bullet #2:** Encourage land uses that preserve a high quality of life and define Scottsdale's sense of place within a region.

Response: Redevelopment of this vacant non-revenue producing church property will create significant and ongoing tax revenue to the City without putting a strain on City services. The high quality of life provided by the CORE apartments will be enhanced with the development of this mixed-use project.

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

- Bullet #2:** Encourage the location of more intense mixed-use centers and regional employment cores along regional networks.

Response: The proposed mixed-use project is located within the center of the Airpark commercial core on the Hayden Road arterial with convenient access to the Pima 101 Freeway via Frank Lloyd Wright Boulevard and Raintree Drive.

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.

Response: The adjoining Core apartments provide a residential opportunity not otherwise provided in the east Airpark area.

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 uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.
- Bullet #3:** Provide balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips where environmentally and physically feasible.
- Bullet #4:** Support the physical integration of residential uses with retail uses to provide opportunities for pedestrian oriented development.
- Bullet #8:** Encourage that land uses with the highest intensity be located in areas conducive to alternative modes of transportation.

Response: The project is located on Hayden Road arterial immediately west of the 101 freeway and accessed by both FLWB and Raintree Drive. Hayden Road is served by local and regional bus service and the project being an integrated mix of retail/residential and office uses, the opportunity for pedestrian and non-automotive is enhanced.

Growth Areas:

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

-Bullet #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 property's Airpark location is within the City's Growth Area which has existing water/sewer/power/communication and has capacity to serve the project/future redevelopment and multi-modal transportation.

Preservation and Environmental Planning

Goal #10: Encourage environmentally sound "green building" alternatives that support sustainable desert living.

-Bullet #1: Incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling of buildings.

-Bullet #4: Improve the energy efficiency of the building envelope, equipment, and appliances.

-Bullet #5: Use low impact building materials.

Response: Consistent with the quality nature of the project, the design of the development will be consistent with "green building" techniques with the goal of obtaining LEED certification. The project development will have the goal of sustainability within the desert environment at the core of its design focus.

Community Mobility:

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

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

Response: *The provision of residential, retail and offices uses within one project should provide the opportunity for reduced traffic on the regional network and lessen the impact on air quality or quality of life.*

Goal #5: Relieve traffic congestion.

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

Response: *The provision of residential, retail and office uses within one project should provide the opportunity for reduced traffic on the regional network and lessen the impact on air quality or quality of life.*

Greater Airpark Character Area Plan

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

Airpark Mixed Use areas are appropriate for the greatest variety of personal and business services, employment, office and institutional, cultural amenities, retail, hotel, and similar commercial uses.

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

Airport.

Land Use

Goal LU #1

Maintain and expand the Greater Airpark's role as a national and international economic destination through appropriate land uses, development, and revitalization.

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

Response: The proposal for a mixed-use development on the overall 12+/- acre combines an existing multi-family development with a commercial mixed-use project.

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

Response: The proposed mixed-use project combines residential with retail, office and restaurant.

Policy LU #1.4 Encourage the redevelopment of underutilized land to more productive uses.

Response: The project proposes to replace a vacant church site.

Policy LU #1.6 Encourage the assemblage of small, inefficient parcels and the replacement of obsolete structures in the Greater Airpark utilizing strategies including, but not limited to, development flexibility and expedited processing of proposals.

Response: The PCP district with its bonus provisions has provided flexibility in development standards for mixed-use developments.

Goal LU #4

Utilize development types to guide the physical and built form of the Greater Airpark.

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

Response: The property is within the Regional Core and under the PCP ordinance buildings could go as high as 114' on this parcel utilizing the height bonus provisions. The project is being limited to three stories and considerably lower than the adjoining apartments. Nonetheless the design of the project will bring the same level of quality that has been seen with the development on the west side of the Airpark along Scottsdale Road.

Goal LU #5

Encourage Greater Airpark development flexibility.

Policy LU #5.2 Greater Airpark public amenities and benefits should be provided by the private sector when development bonuses, such as increased floor area, greater intensity, greater height, development standard flexibility, and/or street abandonment are considered. Potential public amenities and benefits may include, but are not limited to, new/expanded open space areas, transit and/or other mobility enhancements, including bicycle and pedestrian amenities, and workforce housing.

Response: As the project is utilizing the PCP bonus provisions, a contribution in excess of \$1,50,000.00 will be allocated towards a Cultural Improvement Plan, the Greater Airpark Cultural Trust Fund, off-site public improvements or a combination thereof.

Goal LU #7

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

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

Response: Hayden Road is a Signature Corridors designated on the Greater Airpark Future Land Use Plan and the development of a mix-use commercial center with the adjoining apartment development conforms with the stated goal.

Goal LU #8

Create an interconnected network of meaningful open spaces within the Greater Airpark.

Policy LU #8.1 Recognize and promote the value of usable open

space as part of the community's quality of life.

Policy LU #8.2 Sustain and enhance meaningful open space corridors with the Greater Airpark.

***Response:** The project site is sandwiched between Costco to the south and the Home Depot center to the north. The streetscape along Hayden Road has been planted with the development of the apartment and provides a continuity of open space along Hayden Road. Within the project the central courtyard provides a highly valued people gathering space that is missing in most commercial centers.*

Neighborhood/Housing

Goal NH #2

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

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

Response: The adjoining apartments are part of the proposed mixed-use commercial center.

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

Response: An interior courtyard is proposed as a gathering place for employees, patrons and residents.

Goal NH #3

Encourage residential development that supports the local and regional employment- based land uses in the Greater Airpark.

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

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

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

Response: The adjoining apartments are located outside of the 55 DNL and within AMU-R per the City Council's 2014 General Plan Amendment and rezoning approval.

Community Mobility

Goal CM #6

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

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

Response: As part of the development of the Core apartments, the Hayden Road streetscape was developed with an 8' wide sidewalk separated from the back of curb to create a more friendly pedestrian environment.

Goal CM #7

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

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

Response: Charging stations for electric vehicles will be a likely component with the parking structure.

Economic Vitality

Goal EV #1

Sustain the long-term economic prosperity of the Greater Airpark.

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

Response: The mixed-use commercial development unlike a church will generate property, sales and rental taxes on a sustaining basis.

Goal EV #2

Maintain and strengthen established economic engines in the Greater Airpark.

Policy EV #2.5 Aggressively market the Greater Scottsdale Airpark as an ideal destination to live, work and play.

Response: The proposed development will broaden the expectations for future development and investment within the Airpark.

Environmental Planning

Goal EP #1

Reduce energy consumption through environmentally sensitive land use practices and design policies.

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

Response: The landscaping will mimic the low-water consuming planting of the existing apartment development.

Goal EP #3

Reduce the Urban Heat Island effect in the Greater Airpark.

Policy EP #3.2 Increase the use of effective natural and man-made shading for parking lots, streets, and pedestrian areas.

Policy EP #3.4 Increase tree planting as a ground-level ozone reduction measure.

Response: The proposal eliminates the fields of parking previously anticipated with the church use. The majority of parking will be in parking structures which will lessen the solar gain footprint. Approximately 32% of the project will be open space enjoyed by employees, patrons and residents.

Goal EP #4

Foster a sustainable balance between environmental stewardship and the development and redevelopment of the Greater Airpark.

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

Response: The project design is intended to respond to the desert climate by reducing the solar footprint through a variety of strategies including shade, building orientation, landscaping, and building material/colors/textures while following green building best practices.

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

Goal EP #5

Improve water conservation efforts and encourage the reuse of graywater.

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

Response: As part of the LEED program water conservation will be thoroughly reviewed with the intent of reducing water consumption inside and outside of the building. Capture and recycling of graywater will also be examined as part of the conservation effort.

Character & Design

Goal CD #1

Enhance and strengthen the design character of Greater Airpark Future Land Use Areas.

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

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

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

design, orientation toward the street, high-activity uses on the street level, and the integration of public art.

Response: *The proposed mixed-use development coupled with the apartments provides an opportunity for a live/work/thrive which incorporates contextual yet vibrant building design, orientation toward the street and recognition of the unique desert climate.*

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

Response: *As mentioned before the type, lumen and location of lighting will be based upon the various needs throughout the project. Special attention will be given to the lighting design adjoining the apartments.*

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 adjoining Costco and Home Depot center were built in the late 80's and early 90's and now comprise the streetside development from 83rd Way to Northsight Boulevard. The building designs are understandably dated and “tired”. The project will create an oasis in what might called the “vanilla” architecture of the past and set an example for future redevelopment.*

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

Response: *Although here are no major vista corridors or natural features to be considered, the project will have stunning views of the McDowell Mountain from the 2nd and 3rd floor offices that front onto Hayden Road.*

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

Response: There property is basically flat, devoid of landscaping and serves as a temporary retention basin. Landscaping along Hayden Road is not native to the site but has been landscaped with the development of the apartments.

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

Response: There are no natural habitats or ecological processes on the property.

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: The public realm has been enhanced and activated as the project moves the buildings closer to the streetside sidewalks.

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: Mixed-use developments provide dynamic social contact and interaction within the development and other projects off-site..

7. Development should show consideration for the pedestrian by providing landscaping shading elements to provide comfortable walking experiences throughout the project. to adjacent developments.

Response: The project will include design elements providing shade and shelter through building, site and landscape design.

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

Response: The building will utilize a series of setbacks at the entry drive and provide a variety of offsets for the offices above the ground floor restaurant and retail portions.

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 respect the desert climate by

creating excess open spaces.

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

Response: The development will utilize green building techniques and best practices to reduce solar impacts and its carbon footprint.

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

Response: The landscape design will use a mix of mature desert trees to create a more established landscape appearance.

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

Response: Low water-consuming landscaping will be utilized with the goal of allowing a good portion to survive on natural precipitation.

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

Response: As stated before lamps, lumen and location will be dictated by the individual needs throughout the project with special attention given to the interface with the apartments.

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

Response: Just like all other building elements, signage will be architecturally integrated into the design of the overall project.