



Archaeological Resources

Airport Vicinity Development Checklist

Parking Study

Trip Generation Comparison

Parking Master Plan

# Gentry on the Green DEVELOPMENT PLAN

3-GP-2019 and 11-ZN-2019

August 19, 2019

**ColRich**<sup>TM</sup>  
*Generations of Excellence*





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## PROJECT TEAM

## Gentry on the Green DEVELOPMENT PLAN

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# I. INTRODUCTION

## Gentry on the Green DEVELOPMENT PLAN

- A. The Gentry Concept - Five Key Themes *page 1*
- B. Development Context *page 2*
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# I. Introduction

Imagine the possibilities! Forty acres on the banks of the Indian Bend Wash Greenbelt and only 600 feet from Old Town. A family-owned development company that wants to do something special for Scottsdale: a vibrant new bicycle-centric mixed-use residential neighborhood full of art, more than 30% open space, a public Paseo, Bicycle Pavilion, paths that connect to Greenbelt paths and landscaping in the Wash channel to create a green and usable new open space.

**Gentry on the Green is designed around five key themes:**

## History of the Indian Belt Wash Greenbelt

Gentry on the Green recognizes Billy Gentry as one of the key forces that brought the Indian Bend Wash Greenbelt to reality. She was an effective and enthusiastic leader for bicycling in Scottsdale.



Mayor Bud Timms and City Council Members Herb Drinkwater, Dick Campana, Billie Gentry, Heinz Hink, Paul Messinger and Bill Jenkins. Off for a ride to celebrate Bicycle Week.



Scottsdale's Annual Cycle the Arts

## Promoting bicycling for tourism and as a vital part of an active, healthy community

The heart of the development is a 600-ft-long Paseo leading to a significant new hub for bicycling at the Indian Bend Wash Greenbelt. New paths will connect to existing trails east of the Wash. A Bicycle Pavilion and two major public open spaces - The Grove and The Great Lawn are envisioned as a place where bicyclists can, for example, take a break, get information, purchase snacks, get repairs made, rent bikes and gather before a ride. Tourists coming to Scottsdale for bicycling will have a go-to source of information about routes, attractions and bicycling events. Scottsdale will become even better known as a "Bicycle-Friendly Community"!

## Public art and public spaces

ColRich, the project's owner and developer, has committed to a voluntary contribution of public art, with the intention that it be located on-site. The Paseo will be a sequence of public open spaces filled with artist opportunities of all kinds. There will be a special focus on bicycle-related public art at the Bicycle Pavilion, Great Lawn and The Grove.

## A great place to live

Gentry on the Green will add a vibrant new mixed-use residential neighborhood to the Old Town area. There may be cafes, a bicycle shop, bicycle rentals, a deli or galleries. The development is planned for active living, for all ages and with an appreciation of innovative design tailored to the Scottsdale lifestyle.

## Connecting with Old Town

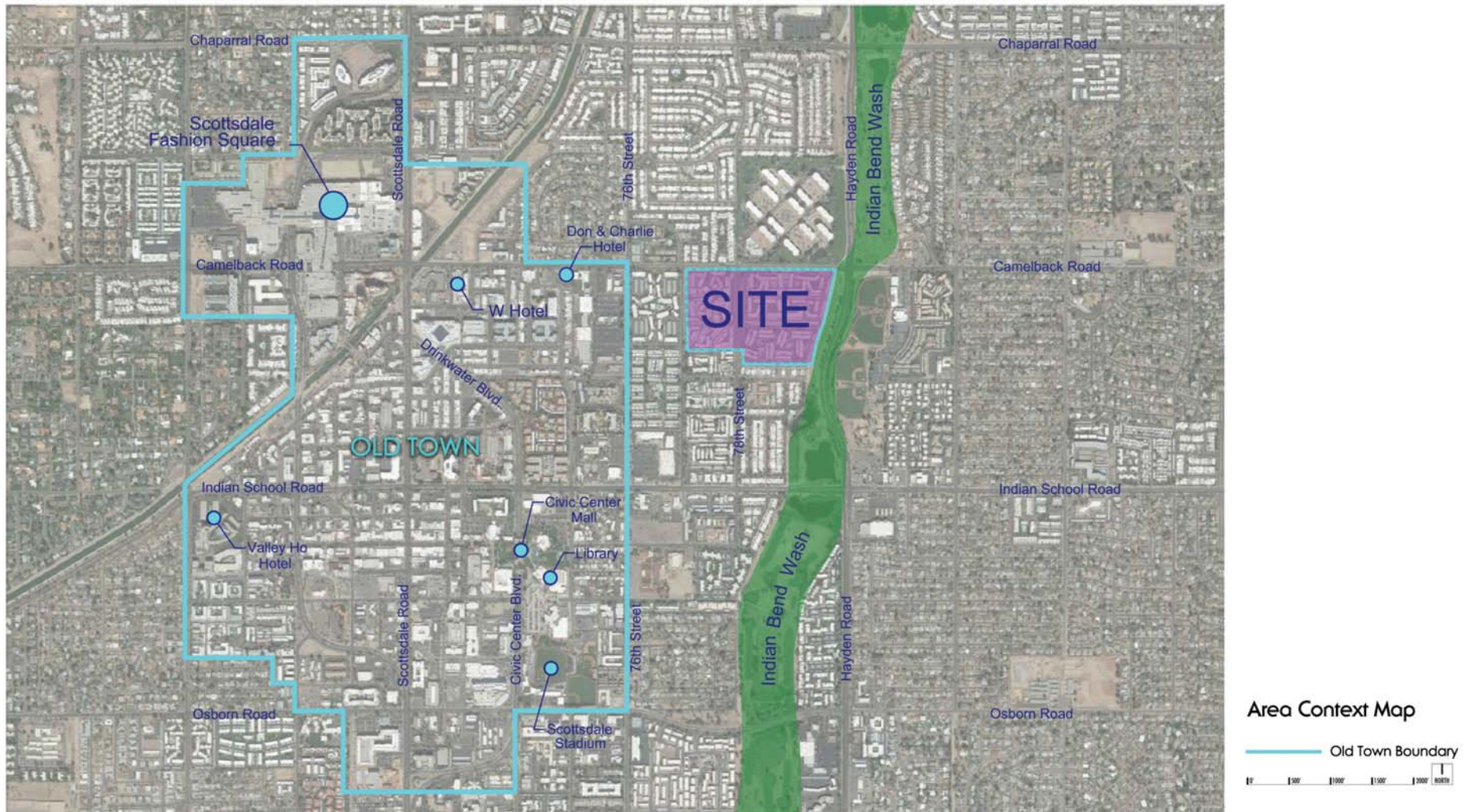
Gentry on the Green will bring the Indian Bend Wash Greenbelt and Old Town closer together. The development will be only 600 feet from the Old Town boundary and is committed to doing its share to strengthening the connection.



## I. Introduction

### DEVELOPMENT CONTEXT

Gentry on the Green is only 600 feet from the Old Town boundary and has direct access to the Indian Bend Wash Greenbelt. It is a short walk or bicycle ride to Old Town's shopping, restaurants, galleries, museums and hotels. It's a place to start, end or take a break on rides along the Greenbelt.





## I. Introduction

### LOCATION MAP

Gentry on the Green will be developed on approximately 40 acres at the southwest corner of Camelback and Hayden Roads, separated from Hayden by the Indian Bend Wash low-flow channel.





## I. Introduction

### Colrich - Family-Owned and Forward-Thinking

*Owners and developers of Gentry on the Green*

In 1977 Richard Gabriel, Barry Galgut and Colin Seid left their home in South Africa in pursuit of the American Dream. Harnessing their success and expertise in the building industry, together they launched their new enterprise in residential and commercial real estate – introducing Southern California homebuyers to ColRich. When Gabriel's sons Graeme and Danny joined ColRich in the early 2000s, ColRich benefitted from another generation of passionate residential developers. ColRich was built on and has remained true to a foundation of integrity, value and service.

Headquartered in San Diego, ColRich is now an industry landmark continually recognized for integrating design and value into creative residential solutions. Our pioneering family-run company has grown to incorporate single-family homes, townhomes and mid-rise condominium construction into our repertoire and has become one of the leading multifamily developers in the western United States.

Importantly, ColRich's commitment to forward-thinking architecture, sustainability, global design elements and attention to detail in product and service results in quality homes that truly appeal to homebuyers and renters. The number of repeat buyers and renters who seek out a ColRich home evidences our unwavering reputation for excellence.





## I. Introduction - The Vision

Gentry on the Green ("Gentry") promises to become Scottsdale's first bicycle-centric mixed-use development. On the banks of the renowned Indian Bend Wash Greenbelt ("Greenbelt"), Gentry is ideally situated to connect bicyclists with Scottsdale's extensive path and trail system and to serve as a hub for all things "bicycle."

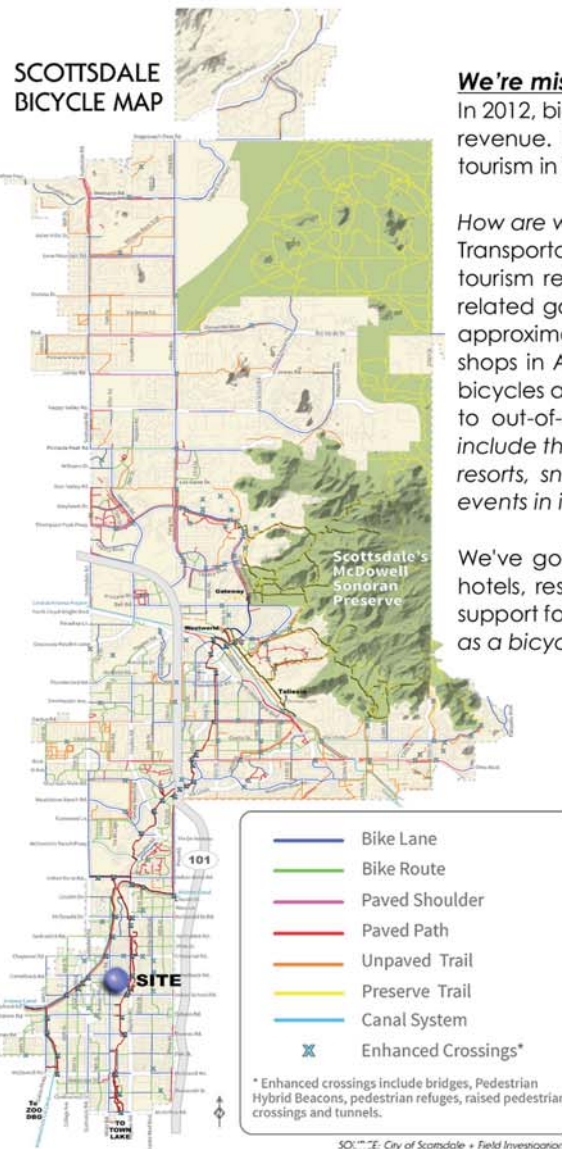
### Scottsdale's Path System

Scottsdale has a long-standing reputation as a good city for bicycling. It started building bicycle paths almost 50 years ago. With the dedication of the Greenbelt in 1985, Scottsdale's path system grew to 11 miles in length along the Greenbelt. With additional paths, bicyclists can now ride to Tempe Town Lake and then all the way north to the McDowell Sonoran Preserve, a distance of more than 20 miles.

### Bicycle Tourism in Scottsdale

People come to Scottsdale from all over the world to enjoy its sunshine, desert environment, culture, resorts, shops and the Greenbelt. In spite of all these assets, bicycle tourism in Scottsdale has not been promoted as it has been in other states and cities throughout the U.S.

We promote hiking in the Preserve and major "signature" events, but not much is said about bicycling.



### We're missing out

In 2012, bicycle tourism in Wisconsin generated \$924 million in revenue. In Oregon, \$400 million was earned from bicycle tourism in 2012.

*How are we doing in Arizona?* A 2013 Arizona Department of Transportation ("ADOT") study, looking only at out-of-state tourism related to bicycle events and sale of bicycles and related goods to these tourists, found that they contributed approximately \$119 million to the state's economy. Bicycle shops in Arizona reported that 25% of total annual sales for bicycles and 35% of bicycle-related goods and services were to out-of-state bicycle tourists. *(Note that ADOT did not include the many people who bicycle as part of their visits to resorts, snowbird activities or for recreation outside formal events in its calculations of economic impact).*

We've got all the right elements in place - great weather, hotels, resorts, desert and mountain scenery and long-time support for bicycling. *We need to promote Scottsdale better as a bicycle tourism destination.*





## I. INTRODUCTION: THE VISION - A Bicycle-Centric Community

### Scottsdale Should be a Magnet for Bicycle Tourists

1. Bicycle tours, bike shares, bicycle club rides, road races, mountain bike races, criteriums and bicycling events take place all over Arizona - Scottsdale should play a much greater role.
2. In Arizona, over 76 road races and 28 mountain bike races take place annually, but fewer than five are in Scottsdale. More than 35 companies offer cycling tours and guide services, many in the Scottsdale area.
3. Most major races are festivals. They include food, music, kids' events, fun rides, demonstrations, shows, vendors, food trucks, exhibits, prize money, sponsorship opportunities and family activities.
4. Many hotels and resorts are located within an easy bicycle ride of the McDowell Sonoran Preserve or the Greenbelt. People who don't come to Scottsdale for a bike race or event can rent a bicycle and go exploring on their own. Once they find out how great a bicycling environment can be found in Scottsdale they will stay longer, spend more and spread the word through social media.
5. Bicycle rentals and bikeshares are available in every part of the city.

### What's Missing?

The Valley bicycle community is spread-out and diffuse - every group does its own thing. There is no primary "hub" where tourists can get information about tours, clubs, routes, bike rentals or meet up with other cyclists to find out what's going on. There is no go-to place for Scottsdale cyclists to rendezvous, socialize and catch up on bicycle news and events.





## I. INTRODUCTION: THE VISION - A Bicycle-Centric Community

### **GENTRY ON THE GREEN THE VALLEY-WIDE HUB FOR BICYCLING**

At its east end, where Gentry meets the Greenbelt, a multi-purpose Bicycle Pavilion will be built, flanked by two large bicycle-oriented open spaces, The Grove and The Great Lawn.

These three spaces work together to create a major Bicycle Hub for Scottsdale, the Valley and tourism.

**The Bicycle Pavilion** is envisioned as a place where bicyclists can meet to enjoy amenities and services that support their bicycling adventures. It is planned as a shady open-air pavilion with one or more enclosed spaces within it

**The Grove**, on the north side of the Pavilion is planned as a shady bosque of trees, with bicycle parking and a "biergarten" style place for relaxing, sitting, eating and socializing.

**The Great Lawn**, on the south side of the Pavilion, will be the perfect place for picnicking, kite-flying, outdoor exercise, festivals, art installations, games and much more. As part of Gentry on the Green's development, the adjoining Indian Bend Wash low-flow channel will be landscaped. The Great Lawn will blend seamlessly into the channel.





## I. INTRODUCTION: THE VISION - A Bicycle-Centric Community

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### **The Hub can create an important new bicycling destination for tourists and Scottsdale residents.**

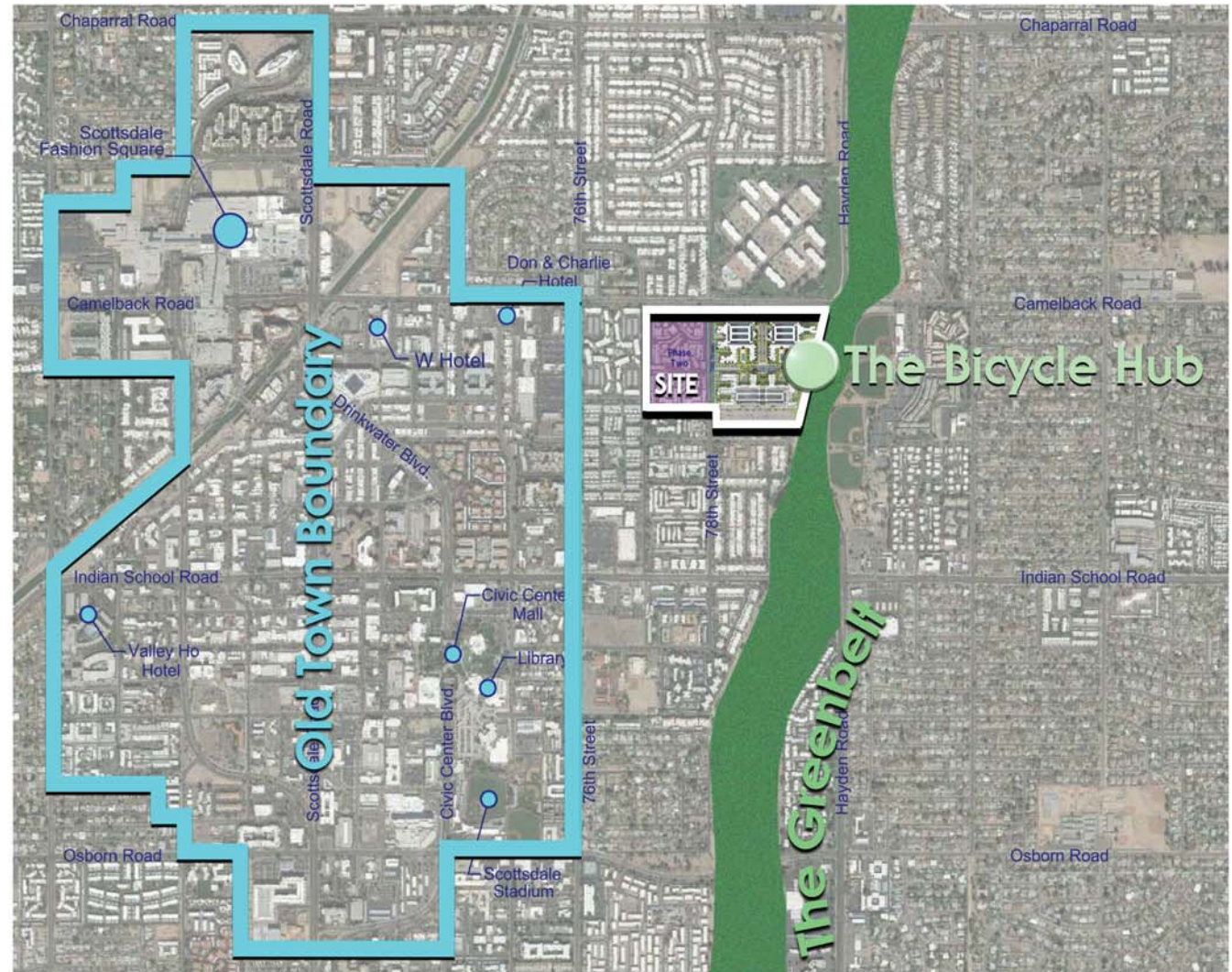
Here are some of the ideas being discussed for the Hub.

1. A place created in partnership with Experience Scottsdale to welcome tourists and be a source of information about the area's dining, hotels, shopping, galleries, events and attractions
2. A place to enjoy facilities and services geared toward bicyclists
  - a. A place to stop for coffee along the path, to take a break, rest and regroup
  - b. Restrooms
  - c. Basic bicycle repairs and equipment sales
  - d. Bicycle rentals
3. A place to socialize, exercise and hang out with fellow bicyclists
  - a. Outdoor spin cycling
  - b. Stationary bike races
  - c. Bicycle happy hours (partnering with local wineries and breweries)
  - d. Featured destinations - ride of the month
  - e. Tour de France/Olympics gatherings to watch bicycle racing (outdoors, big screen)
  - f. Decorate your bike contests
  - g. Picnicking, lounging about, games on the lawn, enjoying child and adult play areas
4. A place to learn and be inspired
  - a. Basic bike maintenance classes
  - b. Enjoy exhibits and displays
  - c. History of Indian Bend Wash Greenbelt
  - d. Cool/customized bikes
  - e. Historic bicycles
  - f. Crazy bike bells exhibit
  - g. Helmets through the years
  - h. Spandex and bicycle attire
  - i. Bike racing equipment - historic bicycles, time trial bikes, road racing, mountain bike racing, BMX - there are many cool bicycles to display and admire
5. Bicycle art exhibits and information about Scottsdale art destinations
6. A major stop, gathering place and information center for bicycle tours, races and festivals.
  - a. A place to sign up for tours and races
  - b. A place to get information about bicycle clubs, race groups, tour options, events and bicycle shops.
  - c. A venue for bicycle festivals and events
  - d. A place to buy race/tour swag and equipment
  - e. A starting point for races and race stages
  - f. A place to meet a tour guide or group of friends before a ride
  - g. A place to get information about bicycling routes and interesting places along them
  - h. A place to find out about tourist attractions in the Scottsdale area and good ways to get to them by bicycle

## I. INTRODUCTION: THE VISION - A Bicycle-Centric Community

### Bringing an Indian Bend Wash Connection Closer to Old Town

Gentry on the Green is less than 600 feet from Old Town and will create new and meaningful bicycle and pedestrian connections to the Greenbelt via 'The Paseo'. A path will connect Gentry to Greenbelt paths on the east side of the now-barren Indian Bend Wash low-flow channel. If allowed, the Greenbelt channel will be improved as part of this project, so it can be enjoyed by residents, visitors and even motorists as they travel on Hayden Road.





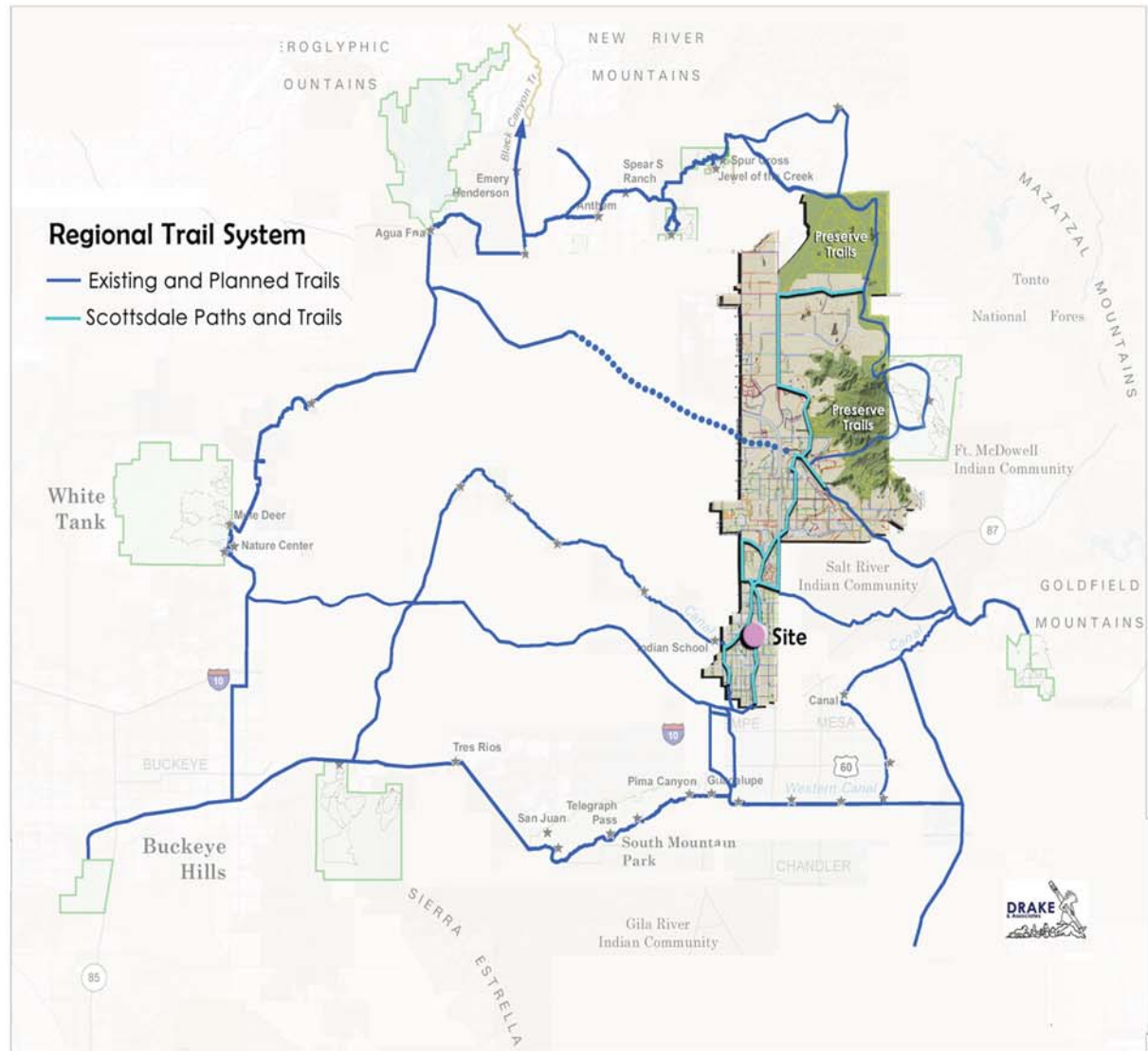
## I. INTRODUCTION: THE VISION - A Bicycle-Centric Community

### **Thinking Big - Thinking Beyond Our Boundaries**

From Gentry's Bicycle Hub, tourists can explore the McDowells, visit Taliesin and take in a Spring Training game. If they want to ride farther afield, they can connect from the Hub and Scottsdale's trails to the Maricopa Trail, canal trails and other regional trails to get to Lake Pleasant, the White Tank Mountains, into the Bradshaws to visit ghost towns and Crown King and beyond. Scottsdale is the perfect base camp for adventuresome bicycle tourists.

### **Bicycle touring is a healthy, environmentally responsible "Scottsdale" way to travel.**

It appeals to the type of visitors we want to attract. Research conducted by the Arizona Department of Transportation shows that, compared to typical tourists coming to Arizona, bicycle tourists are more educated, have higher incomes and spend more time and money in one place. They tend to patronize local businesses and make greater contributions to the economy. Gentry's bike-centric focus can give Scottsdale the boost it needs to make bicycle tourism soar in Scottsdale.



# II. MAJOR GENERAL PLAN AMENDMENT REQUEST

## III. REZONING REQUEST

### Gentry on the Green DEVELOPMENT PLAN

#### II. MAJOR GENERAL PLAN AMENDMENT REQUEST

##### A. Changes Requested

*page 11*

1. Change in Land Use Category
2. Area of Change Criteria
3. Character Area Criteria
4. Water/Wastewater Criteria

#### III. REZONING REQUEST

##### A. PUD Criteria

*page 13*

##### B. Amended Development Standards

*page 14*





## II. Major General Plan Amendment Request

The proposed application includes a request for a Major General Plan Amendment ("MGPA") from Urban Neighborhoods to Mixed-Use Neighborhoods. This request qualifies as a MGPA based on the Change in Land Use Category depicted below and modification from "Group C" to "Group E".

### A. Requested Amendments

#### I. Change in Land Use Category

A change in the land use category on the land use plan that changes the land use character from one type of another as delineated in the following table:

#### 2a. Area of Change Criteria

A change in the land use designation that includes the following gross acreages:

- Planning Zones A, B 10 acres
- Planning Zones C1, C2, D and E 15 acres

The 41.5+/- gross acre Property is located within Planning Zone A and is greater than 10 acres, which also triggers a MGPA.

#### 2b. Acreage Criteria Overriding Incentives

Certain exceptions to criteria contained in 2a are considered to be in the interest of the general public and in keeping with the mission and values of the community.

No special exceptions apply in this circumstance.

	To:	Group A	Group B	Group C	Group D	Group E
From:	Land Use Plan Category					
Group A	Rural Neighborhoods Natural Open Space		Yes	Yes	Yes	Yes
Group B	Suburban Neighborhoods Developed Open Space Cultural/ Institutional or Public Use			Yes	Yes	Yes
Group C	Urban Neighborhoods	Yes				Yes
	Resorts/Tourism					
Group D	Neighborhood Commercial Minor Office Minor Employment	Yes	Yes			Yes
Group E	Commercial Office Employment Mixed Use Regional Use Overlay	Yes	Yes			

## II. Major General Plan Amendment Request

### 3. Character Area Criteria

Character areas have been added to the City's planning process in order to recognize and maintain the unique physical, visual and functional conditions that occur in distinct areas across the community. This criterion is intended to ensure compliance with certain standards and guidelines contained in approved character area plans. The Property is located in the Southern Scottsdale Character Area Plan ("SSCAP"), and the General Plan states: "If a proposal to change the land use category has not been clearly demonstrated by the applicant to comply with the guidelines and standards embodied within an approved character area plan it will be considered a major amendment."

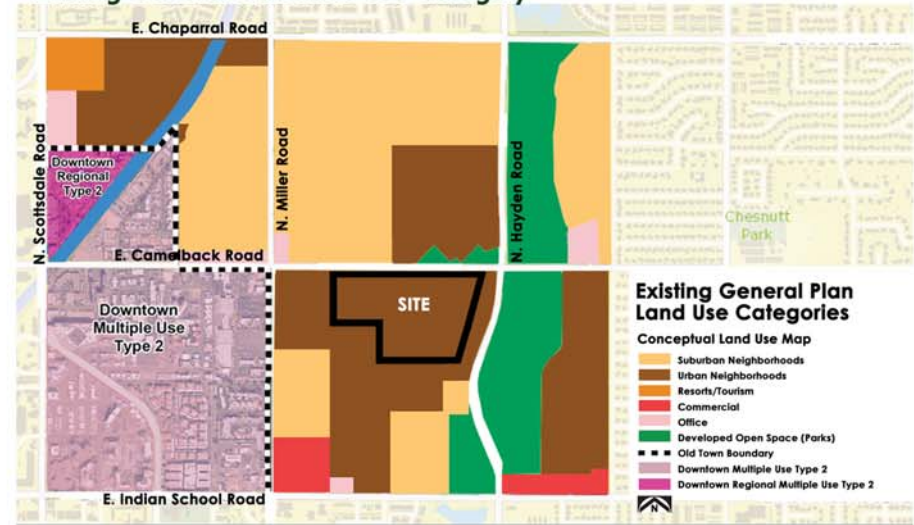
The request for Mixed-Use Neighborhood upholds the goals and policies set forth in the SSCAP as demonstrated in SSCAP section below. Therefore, the Character Area Criteria does not trigger a MGPA.

### 4. Water/Wastewater Infrastructure Criteria

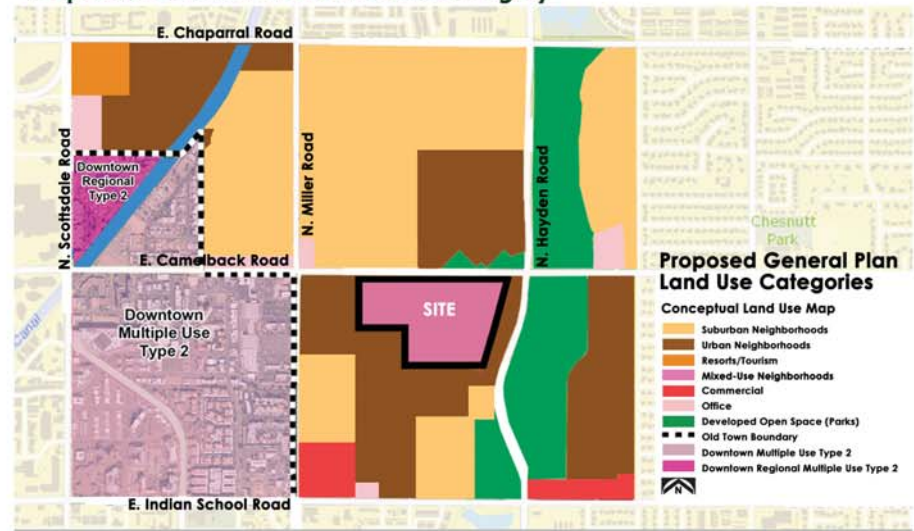
The General Plan states: "If a proposal to change the planned land use category results in the premature increase of the size of master planned water transmission or sewer collection facility it will qualify as a major amendment."

The request does not trigger a premature increase in the size of master planned water lines or sewer facilities.

#### Existing General Plan Land Use Category



#### Proposed General Plan Land Use Category





### III. Rezoning Request

The application includes a request to rezone the 41.5+/- gross acre Property from Multiple-family Residential ("R-5") to PUD-PSD Planned Unit Development with Planned Shared District overlay ("PSD"). The proposed mixed-use development features residential units, retail, recreational space with Phase 1 and potential for office, retail, hotel, residential health care and additional residential units with Phase 2, replacing 958 existing residential units.

#### 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 Southern Scottsdale Character Area Plan sections below, 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 mixed-use residential development, density and property development standards proposed with the application align best with the proposed PUD zoning district. The range of proposed land uses would not be permitted with the existing R-5 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 with no proposed development standards to the PUD district other than maximum property size. The architectural character of the proposed community is contextually appropriate while integrating new vibrant building and site design to the area.





### III. Rezoning Request

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- 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 Camelback Road, a minor arterial.

#### 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: There are four (4) amended development standards proposed with this application with respect to property size and setbacks.

The first request is a modification to increase the maximum PUD property size from 25 acres to 42 acres (site area is 41.5 gross acres but the development standard was rounded to the nearest whole number) to accommodate both phases of the proposed development plan in one application.

Second, the building setback along Camelback has been revised to accommodate the City requested deceleration lane and bus bay: 34 feet required, 30 feet proposed.

Third, the building setback along 78th Street has been revised to accommodate new angled parking spaces, which provides over 60 additional public parking spaces: 25 feet required, 10 feet proposed.

Fourth, the "average" setback language has been modified to state "minimum average" setback as it is difficult to achieve an exact average setback dimension and in most cases the development exceeds the required average.

#### Sec. 5.5005. - Development standards

##### A. PUD development area

##### 1. Gross acreage

- a. The minimum gross site area of any PUD development shall be one-half (0.5) acre and the maximum gross site area shall be fifteen (15) acres, except as specified in Section 5.5005.A.1.b.
- b. When the PUD is the most appropriate district to achieve mixed-use development, the City Council may authorize a PUD development in a site area greater than fifteen (15) gross acres up to ~~a maximum of twenty-five (25)~~ **FORTY-TWO (42)** gross acres.



### III. Rezoning Request

#### Amended Development Standards

#### E. Building setbacks

1. Minimum setback. Buildings adjacent to public and private streets shall be setback from the back of the planned curb line, including the planned curb line for bus bays and turn lanes, in accordance with Section 5.5005.E. Table A. The planned curb line, including the planned location for bus bays and turn lanes, shall be as described in the Transportation Master Plan and the Design Standards & Policies Manual.

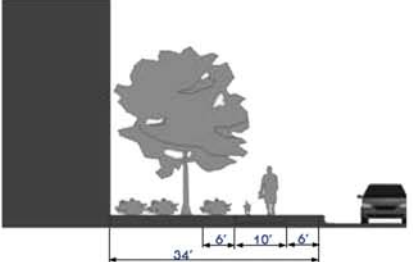
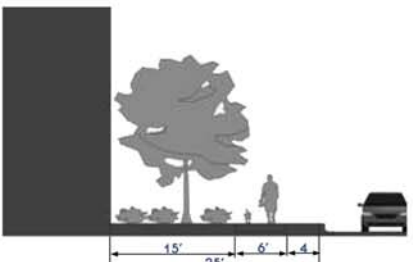
TABLE A			
BUILDING SETBACK FROM BACK OF THE PLANNED CURB ALONG STREETS			
Street Classification Type and Use	Minimum Setback	MINIMUM AVERAGE Setback	Setback Diagram - This Illustrates Setbacks, Excluding Average Setback. Dimensions are for Illustrative Purposes.
Major and Minor Collector, Local Streets, and Unclassified Streets (Including Private Streets but Excluding Alleys) - Residential on First Floor Adjacent to the Street	<b>34 feet</b>  <b>EXCEPTION: 30 FEET ON CAMELBACK ROAD ADJACENT TO DECELERATION LANE AND BUS BAY.</b>	<b>40 feet</b>	

TABLE A			
BUILDING SETBACK FROM BACK OF THE PLANNED CURB ALONG STREETS			
Street Classification Type and Use	Minimum Setback	MINIMUM AVERAGE Setback	Setback Diagram - This Illustrates Setbacks, Excluding Average Setback. Dimensions are for Illustrative Purposes.
Major and Minor Collector, Local Streets, and Unclassified Streets (Including Private Streets but Excluding Alleys) - Residential on First Floor Adjacent to the Street	<b>25 feet</b>  <b>EXCEPTION 10 FEET ON 78<sup>TH</sup> STREET</b>	<b>30 feet</b>	

# IV. CITY PLANS & POLICIES

## Gentry on the Green DEVELOPMENT PLAN

- A. 2001 Scottsdale General Plan *p. 16*
- B. Scottsdale Sensitive Design Guidelines *p. 34*
- C. Southern Scottsdale Character Area Plan *p. 37*





## IV. City Plans and Policies

### A. 2001 General Plan Goals & Policies

The proposed mixed-use development is consistent with the City of Scottsdale's (the "City's") General Plan land use designation of "Mixed-Use Neighborhoods."

#### 1. The Mixed-Use Neighborhoods land use category

*Mixed-use Neighborhoods:* Mixed-use neighborhoods are located in areas with strong access to multiple modes of transportation and major regional access and services, and have a focus on human scale development. These areas could accommodate higher density housing combined with complementary office or retail uses or mixed-use structures with residential above commercial or office. The Downtown area, some of the DC Ranch development, areas in the Pima Freeway corridor north of the Airpark, the Los Arcos area, and McCormick Ranch Center area are most suitable for mixed-use neighborhoods.

#### 2. General Plan Goals and Approaches

The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide a framework for proposed development and the built environment. The CityShape 2020 planning process recommended a three-level approach to planning including: Level 1 - Citywide Planning (the General Plan), Level 2 - Character Planning (Southern Scottsdale Character Area Plan, "SSCAP") and Level 3 - Neighborhood Planning (there is no neighborhood plan for this area of the City).

#### 3. The Six Guiding Principles

The CityShape 2020 effort also established the "Six Guiding Principles." 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:

- Value Scottsdale's Unique Lifestyle & Character
- Support Economic Vitality
- Enhance Neighborhoods
- Preserve Meaningful Open Space
- Seek Sustainability
- Advance Transportation.

- a. **Value Scottsdale's Unique Lifestyle & Character:** Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors. The preservation of this unique lifestyle and character will be achieved through a respect for our natural and man-made environment, while providing for the needs of our citizens.

Gentry on the Green will celebrate the Scottsdale lifestyle by creating an extension of the Indian Bend Wash Greenbelt neighborhood recreational facility for the enjoyment of residents and tourists. The proposed development provides a range of amenities, featuring a public open space, The Paseo, that opens to the Indian Bend Wash Greenbelt and connects to an array of retail and service-related uses along the ground level.

- b. **Support Economic Vitality:** Scottsdale is committed to the goal of supporting its existing economic 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 strengthens our ability to meet this goal.

Bicycle tourism plays an important role in the Gentry on the Green concept. Scottsdale attracts visitors from all over the world, but - despite its beauty, resorts, trail and path systems, bicycle races and events - it is not known as a bicycle tourist destination. ColRich can help change that by building a bicycle-centric community will become a new bicycling hub where Gentry meets the Greenbelt. Bicycle tourists stay longer at their destinations, shop local, love resorts and spend more money than typical tourists. The economic impact of bicycle tourism can be an important factor in Scottsdale's economic vitality.

The proposed mixed-use development will enhance the area's economic, aesthetic, and environmental qualities, while emphasizing the distinctive character and natural attractiveness of the community. This redevelopment will, in turn, incentivize further improvements to the area, enhancing the experience of residents and visitors.

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Gentry on the Green will enhance the Scottsdale citizen experience and promote a live, work, play philosophy through the redevelopment of an aging property, creation of The Paseo, a new community open space amenity (an extension of the Indian Bend Wash Greenbelt), and the integration of mixed-uses while also connecting residents and patrons to surrounding recreation, retail, restaurants, and services.

- d. **Advance Transportation:** The transportation system must be the backbone of Scottsdale, supporting its economy and serving and influencing its land use patterns in a positive way.

The site adjoins Camelback Road and Hayden Road and is within 1.5 miles of the Loop 101 freeway. The integration of mixed-use development near the employment-centric Old Town area supports the City's desire to reduce residents' reliance on their vehicles. Gentry on the Green residents will be able to walk and bike to work, retail establishments, entertainment and services benefitting from direct adjacency to the Indian Bend Wash Greenbelt and the established shared-use path network that runs throughout Scottsdale. A new path connection through Indian Bend Wash will be established, an important step towards linking the Greenbelt path network and Old Town. Additionally, the non-residential uses, The Paseo, Bicycle Pavilion, and community amenities on the ground level cater to the growing number of residents seeking to live in communities that provide a diverse, interactive lifestyle that is less dependent on vehicles.

The six Guiding Principles are further explained through the Elements of the General Plan.

#### 4. General Plan Elements: Character and Design

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

##### **Bullet 1:**

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

- *Scottsdale as a southwestern desert community.*
- *Scottsdale as a part of a larger metropolitan area with a unique reputation, image, character and identity within a regional setting.*
- *Relationship to surrounding land forms, land uses and transportation corridors.*
- *Contributions to citywide linkages of open space and activity zones.*
- *Consistently high community quality expectations.*
- *Visual and accessibility connections and separations.*

##### **Bullet 2:**

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

##### **Bullet 3:**

*Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people's needs.*



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#### **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 type is 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.

**Response:** The Urban Character Type recognizes the need for a wide variety of higher intensity uses in the same area to support each other and create a livable urban character. The Property is close to nearby retail, service, entertainment and hospitality uses and has direct adjacency to the largest active open space corridor in the City, the Indian Bend Wash Greenbelt. The proposed development will not only provide much needed residential to serve the housing needs of the area, but, through its mixed-use nature (retail, hotel, office, residential health care and recreational uses) it will provide a range of community amenities for neighborhood residents, citizens, and visitors that are currently lacking. The proposed development will also allow employees to live closer to their jobs and to walk or bike to Old Town and other South Scottsdale destinations, while beautifying the area and stimulating reinvestment (Phase 1 alone is estimated to be over \$200 million). As discussed below in the Economic Vitality section, additional roof tops will also help bolster the existing commercial and employment uses in the nearby area.

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

**Bullet 2:** Recognize that Scottsdale's economic and environmental wellbeing depends a great deal upon the distinctive character and natural attractiveness of the community, which are based in part on good site planning and aesthetics in the design and development review process. These characteristics contribute substantially to the community's potential as a recreational resort area and regional trade center.

**Bullet 3:** Use the design and development review process to enrich the lives of all Scottsdale residents and visitors by promoting safe, attractive, and context compatible development.

**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 Property is situated along Camelback Road with two- and three-story structures dating back to the 1970s, totaling 958 existing residential units. The proposed mixed-use development will enhance the area's economic, aesthetic, and environmental qualities, while emphasizing the distinctive character and natural attractiveness of the community. This redevelopment will, in turn, incentivize further improvements to the area, enhancing the experience of residents and visitors. The proposed development, including its site layout, architectural character, and landscaping design, is a context compatible development that respects the unique climate and vegetation of Scottsdale. See discussion of the Scottsdale Sensitive Design Principles that follows for detailed responses regarding each principle.

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#### The Five Year Strategic Plan for Scottsdale - Tourism & Hospitality January, 2013

Excerpt regarding the Indian Bend Wash Greenbelt

".....Several such floods in a relatively short time made it clear that something had to be done, and the US Army Corps of Engineers was brought in to plan for flood control. Their solution was a canal, lined with concrete, trapezoidal in shape, 140 feet across at the top and 14 feet across at the bottom and 25 feet deep, able to handle the water from a 70 year flood. Think of the often dry, concrete-lined Los Angeles river bed. It was, at the time, a standard engineering solution. But the people of Scottsdale were not having it. They rejected a bond issue to pay the City's share of the cost and started a process of looking for alternatives. The result was one of the most imaginative and ecologically sensible engineering projects in the world: Indian Bend Wash. Dams collect the water from the mountain runoff and channel it through an area of greenspace: parks, small lakes, golf courses, and other beautiful recreational spaces. The soil comes to accept the water, which actually charges an aquifer. Buildings and structures in the Wash are designed to withstand flooding and be easily put back into service. Surfaces are designed to be hosed clean, and the fences around the tennis court float tethered in the flood water and return to position as the water recedes with little damage. There are 300 acres of well-used parks within walking distance of 80% of Scottsdale residents, and the other 900 or so acres are also available for public use and are well-used. Even the private golf courses are open to the public by agreement with the City."

#### Goal 4.

**Encourage "streetscapes" for major roadways that promote the city's visual quality and character, and blend into the character of the surroundings.**

**Bullet 3:** Achieve compatibility between pedestrian and transportation routes in the Suburban areas of the city. Use trees that are native and/or desert adapted and achieve a dense, broad canopy is encouraged for the main theme of this streetscape type. Separation of pedestrians from traffic flow can be realized through the use of landscape areas and consideration of sidewalk alignment.

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

**Bullet 8:** Designate specific design standards to be implemented on selected streets where a special theme is desired.

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

**Bullet 13:** Use markers and entry features at key entrances to Scottsdale so that residents and visitors have a sense of arrival into the city.

**Bullet 14:** Make sure streetlights are consistent with the intensity of adjacent land uses and the image of Scottsdale. In some areas of the city, special streetlight design should be used to enhance the unique character of the streetscape.

**Bullet 15:** Place streetlights at intervals and locations to enhance safety.



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**Response:** The streetscape design goal for Gentry on the Green is to balance the functional requirements (such as wayfinding/signage, privacy, security and noise attenuation) with the aesthetics of the development through the application and selection of landscaping, wall design, outdoor furniture, lighting and hardscape design. The landscape and lighting design will conform to the City's requirements for Camelback Road implementing an appropriate plant palette recognizing the significance of a shaded pedestrian experience within the urban context. Viable mature trees will be retained and integrated with the new development to preserve the character of the streetscape and provided a shaded pedestrian experience. Native and desert adapted trees will also be utilized to enhance the pedestrian realm, providing a shade canopy, and establishing a streetscape theme in conformance with the established context and City's landscape requirements. Along Camelback Road, Desert Museum Palo Verde trees will provide a separation of the pedestrians from the roadway. With the addition of a dense under canopy planting of shrubs, groundcovers and accents, the frontage will be designed as a lush shaded parkway complementary to the surrounding communities.

#### Existing Streetscape

The proposed site plan and streetscape design is a significant improvement over the current streetscape condition, which has a 5-foot sidewalk placed immediately back of curb on both Camelback and 78th with virtually no shade trees for pedestrians. Seventy-eighth Street will also receive significant upgrades with the addition of on-street angled parking and landscape islands to soften the central north-south spine.



*Existing streetscapes along Camelback Road and 78th St, showing narrow sidewalks, as well as barriers and parking that effectively reduce usable sidewalk width.*



#### Proposed Streetscape

Along Camelback Road, the landscaped edge, back of curb, averages 40 feet (minimum 34 feet) per the PUD requirements for residential uses on the ground floor.

Along 78th Street, the landscape edge, back of curb, averages 30 feet (minimum setback of 25 feet) for residential uses on the ground floor, again in keeping with the PUD requirements. Non-residential uses along 78th will also meet the standards with an average of 28 feet (minimum setback of 23 feet).

Graphics have been provided showing this area and the enhanced pedestrian environment with canopy trees providing a new 8' detached sidewalk along both Camelback Road and 78th Street.

Collectively, the proposed design will provide shade on over 50% of the sidewalks throughout the development. Both streets will be upgraded with context appropriate streetlights.



Collectively, the proposed design will provide shade over 50% of the sidewalks. (see page 66, M. Shaded Walkways exhibit). Both streets will be upgraded with context appropriate streetlights.



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

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

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

**Bullet 11:** Encourage private participation in public art through the donation of artwork to the city and placement of artwork on private property that can be publicly viewed.

**Bullet 12:** Celebrate the dominant lifestyle or character of an area of the city by using art.

**Response:** The developer is proposing to contribute/provide \$1 per square foot of gross building square footage, excluding parking structures, to public art even though not a requirement of the requested PUD PSD rezoning. The Paseo will activate the ground level by creating an open space corridor with a range of activities including, but not limited to, the Bicycle Pavilion, outdoor seating spaces, shaded grove, event lawn, splash pad and public art to be enjoyed by residents and tourists. A Cultural Amenities Plan is provided with the Development Plan outlining the design plan and principles for Gentry's public art (see Section VI. F, G and H).

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

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

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

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

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

**Response:** The proposed development will feature a "lush" desert landscape character that includes a variety of plants and provides 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. In the aggregate, the landscape design will provide shade, mitigate the effects of heat and glare, minimize airborne pollutants, and significantly improve the aesthetics of the Property. The required amount of open space is 10% in the PUD district and the new mixed-use community is proposing approximately 30% in open space (approximately 7.4 +/- acres) a significant increase over the required 10%.

The project will be designed within the Suburban Streetscape Type to support the surrounding character. The project recognizes the existing mature surrounding landscape and will reinforce the existing character. This will be accomplished with the use of significant landscape driven design concepts supported by mature landscape material, textures and colors to support the buildings and botanical plantings that create interest and focal points. The following elements will be incorporated into the design of the project:

- Shaded walkways
- Low water-use plant material from the ADWR, Phoenix Active Management Area, will be used within the project
- Landscape plan will use the Greater Phoenix Metro Green Infrastructure Handbook as a guide
- Rainwater harvesting techniques
- Permeable paving



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**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 4:** Discourage lighting that reduces the viability of astronomical observation facilities in Arizona.

**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 residents and upholding the viability of astronomical observation facilities in Arizona. Lighting designs will be commensurate with the quality of architectural style proposed for the Property and will be low-level with no glare or intrusion onto neighboring properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding and security at night as well as highlight paths leading to parking areas. Lighting will also be designed to be energy efficient, thereby further minimizing the environmental impact of the proposed development.

### 5. General Plan Elements: 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 the region.

**Bullet 4:** Promote land uses that accommodate destination resorts along with the recreation, retail, residential, and cultural uses that support tourism activity and sustain a resort-like lifestyle.

**Response:** Phase 1 of the proposed development will require a capital investment of approximately 370 million dollars. This investment will improve the character of the surrounding area and stimulate further investment. It will generate a significant increase in tax revenues and cause an economic multiplier effect in the local economy. Additionally, it will provide housing and land use synergies that will allow more residents to live closer to work, restaurants, entertainment and other local services. The proposed development will be amenity rich, featuring a public open space, The Paseo, that opens to the Indian Bend Wash Greenbelt and connects to an array of retail and service-related land uses along the ground level. The Paseo is approximately 100 feet wide by 700 feet long and will also provide connectivity from the Indian Bend Wash Greenbelt to Old Town that is fully accessible to the public. The Paseo will support bicycle connectivity, tourism, local businesses, and enhance the quality of life for residents and neighbors alike.

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

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

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

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



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**Response:** The proposed PUD development is appropriate given the surrounding zoning context and provides an appropriate land use transition from Camelback Road (a 4-lane minor arterial) to the surrounding R-5 and R-4 existing residential development to the north, south and west as well as the O-S zoned Indian Bend Wash Greenbelt recreational amenity to the east.

The proposed architecture and building placement is respectful of the existing context in terms of character, height, massing and setback and is substantially lower in height as compared to the seven-story Scottsdale Shadows development to the north. Established mobility networks are provided adjacent to the site along Camelback Road and Hayden Road (200 feet east of the site). Loop 101 access is located approximately 1.5 miles from the site via Chaparral Road and Indian School Road.

**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 2:** Ensure the highest level of services and public amenities are provided to the citizens of Scottsdale at the lowest costs in terms of property taxes and travel distances.

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

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

**Bullet 5:** Maintain a citywide balance of land uses that support changes in community vision/dynamic over time.

**Response:** Within close proximity to the Property are several major employers, including HonorHealth, City of Scottsdale and ASU/SkySong along with a multitude of technology companies located in Old Town. Developing the Property as a mixed-use multigenerational residential community will directly support these large employers and the many existing retail 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. The request for Mixed-Use Neighborhoods land use category and integration of additional housing options and supporting non-residential land uses in this area is essential for the continuing economic growth and sustainability of the City as a whole while fostering a citywide balance of land uses that adapts to the community's needs over time. This project exemplifies "revitalization" by celebrating the Indian Bend Wash Greenbelt through the redevelopment of an older multifamily development that currently turns its back on this recreational amenity, and create a new mixed-use development with vibrant modern architecture that will provide a gathering point for cyclists and pedestrians and ground level synergy through the integration of a "live, play, work" land use mix.

**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.

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



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**Bullet 5:** *Ensure Scottsdale's transportation choices respond to the land use patterns and local neighborhood lifestyles.*

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

**Response:** The integration of mixed-use development near the employment-centric Old Town area supports the City's desire to reduce residents' reliance on their automobiles. Gentry on the Green residents will be able to walk and bike to work, retail establishments, entertainment and services benefitting from direct adjacency to the Indian Bend Wash Greenbelt and the established bicycle path network that runs through Scottsdale from Tempe Town Lake to the McDowell Sonoran Preserve extending approximately 20+/- miles. Additionally, the non-residential uses, The Paseo, Bicycle Pavilion, and community amenities on the ground level further this objective as a growing number of residents are seeking to live in communities that provide a diverse, interactive lifestyle vs. basic living with minimal supporting amenities and virtually no social opportunity.

The site adjoins Camelback Road, is located 200 feet west of Hayden Road, and is within 1.5 miles of the Loop 101 freeway, all of which provide regional access. In addition to the bicycle focus, the project will be designed in a way that thoughtfully integrates newer forms of transportation, such as rideshare applications, and will provide designated areas for Uber and Lyft pickups and drop-offs, which will greatly enhance residents' ability to travel quickly and conveniently, without relying on their own vehicles. The development will also provide car charging stations for residents, employees and visitors.

From a mass transit mobility standpoint, Valley Metro bus route 81 runs along Hayden Road from Chandler Boulevard to Shea Boulevard with a bus stop located in close proximity to the site on at the northeast corner of Hayden and Camelback (northbound) and approximately 200 feet south of the southwest corner of Hayden and Camelback (southbound). Scottsdale Trolley (route 68CM) provides service in the area with north-south access on Miller Road extending from the McDowell Road to Mountain View Road and east-west access through Old Town and South Scottsdale, traversing Camelback Road (with stops adjacent to the Property) to Scottsdale Community College.

**Goal 7:** *Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting and the neighborhood itself.*

**Bullet 1:** *Protect sensitive natural features from incompatible development and maintain the integrity of natural systems.*

**Bullet 2:** *Incorporate appropriate land use transitions to help integrate into surrounding neighborhoods.*

**Bullet 5:** *Incorporate open space, mobility, and drainage networks while protecting the area's character and natural systems.*

**Response:** The Property is ideally situated to both contribute and benefit from the existing open space, drainage, and mobility network established adjacent to the site; the Indian Bend Wash Greenbelt and existing transportation network. The Property is also located within close proximity to Old Town and redevelopment of the site will allow for greatly improved connectivity and appropriate land use and building mass transitioning from the adjacent major arterials (Hayden and Camelback) and the seven-story Scottsdale Shadows community to the surrounding two- and three-story R-5 and R-4 multifamily uses. The proposed massing for Gentry includes a majority of two- and three-story building elements along the Camelback Road and 78<sup>th</sup> Street frontages.

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

**Bullet 1.** *Promote public land uses such as parks, schools, and other civic uses that act as the nucleus of neighborhoods and promote community interaction.*

**Bullet 2.** *Develop and reinforce links (i.e., trails, paths, open space, transit, and streets) within and between residential, retail, employment, recreational, and other public land uses.*

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



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**Response:** Revitalization of the Property aligns with City goals of creating a live, work, play environment, promoting bicycle tourism and re-energizing the development pattern for approximately 1000 feet of frontage along the Indian Bend Wash Greenbelt. The proposed Mixed-Use Neighborhoods General Plan land use designation promotes the City's desire for revitalization and redevelopment of underutilized, aging properties in Southern Scottsdale. As noted in the General Plan, Mixed-Use Neighborhoods shall be located in "areas with strong access to multiple modes of transportation and major regional access and services and have a focus on human scale development. These areas could accommodate higher density housing combined with complementary office or retail uses or mixed-use structures with residential above commercial or office." Gentry on the Green meets all key ingredients identified in the Mixed-Use land use designation. Further, the proposed development is consistent and compatible with the surrounding context, multifamily residential, commercial, employment and recreational land uses.

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

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

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

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

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

**Response:** The proposed mixed-use development includes a range of land uses including approximately 20,000 s.f. of non-residential space within the ground level of Phase 1. Phase 2 is planned for a combination of residential, office,

retail, hotel, and/or residential health care. Because the development of Phase 2 is estimated for 10-15 years out, it is difficult to predict the exact mix of land uses with this initial planning stage but Phase 2 will likely offer a mixed-use character centered around an extension of The Paseo, an open space amenity. The amount of ground level non-residential space in combination with the The Paseo, Bicycle Pavilion and direct "stoop" type access of the residential units will cater to pedestrians, activate the ground level and provide a high level of interaction between residents, patrons, and bicyclists. The site's adjacency to the Indian Bend Wash Greenbelt and proximity to Old Town affords a unique ability to introduce a synergistic mixed-use development with an emphasis on alternative modes of transportation mobility.

#### 6. General Plan Elements: Economic Vitality

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

**Bullet 4:** Preserve Scottsdale's natural, social, and cultural environment to enhance the Scottsdale tourism experience.

**Response:** Gentry on the Green focuses on bicycle tourism and pedestrian connectivity to further enhance the Scottsdale tourism experience will offering a new mix of land uses on an aging property. Located adjacent to the Indian Bend Wash Greenbelt and with close proximity to Old Town, the site functions as a link between the two destinations. Connecting the recreational aspect of the Greenbelt with the social and cultural destination of Old Town strengthens Scottsdale's position as a tourism destination.

**Goal 3: Encourage and support a diversity of businesses that contribute to Scottsdale's sales and property tax base so that needed infrastructure, physical amenities, services, and the expansion of such services are provided.**

**Bullet 1:** Nurture and support established businesses as well as new businesses.

**Bullet 2:** Ensure adequate opportunities for future and expanded commercial and business activity throughout the community.



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**Bullet 3:** *Diversify Scottsdale's business and retail community so it includes a variety of business types as well as a variety of business scales and sizes.*

**Bullet 4:** *Promote Scottsdale as a diverse shopping and entertainment destination.*

**Bullet 5:** *Develop existing and attract new high value/low impact businesses.*

**Response:** As previously mentioned, Phase 1 of the proposed project will involve a capital injection of approximately 375 million dollars further stimulating economic revitalization in Southern Scottsdale. The construction of the project will boost the City's revenues through permitting and development fees. When complete, each unit will generate significant sales tax. However, most importantly, the increased roof tops will bring an influx of new consumers who will frequent local restaurants and businesses, thereby supporting them economically. Another core component of Gentry on the Green is bicycle tourism and a heightened focus on connectivity to the Indian Bend Wash Greenbelt with addition of above 35% open space (approximately 14+/- acres of the overall site) a 270% increase over the required 10%. The Paseo will provide a central east-west connection through the site linking the Indian Bend Wash Greenbelt to Old Town and any part of Scottsdale accessible by bicycle. New businesses such as, but not limited to, the Bicycle Pavilion, a coffee shop, a wine bar, and retail, will continue to diversify and strengthen the Southern Scottsdale appeal. The programming of the Bicycle Pavilion is still being refined but will likely include an Experience Scottsdale satellite location, concessions, bathrooms, and bike shop. This will contribute not only to the economic strength of the area, but to the quality of the experience for those who live, work, visit and play in the community.

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

**Bullet 5:** *Ensure neighborhoods are adequately protected from major commercial development through design sensitivity, buffering and traffic management, etc.*

**Bullet 6:** *Promote pedestrian/bicycle improvements and provide options for alternative modes of transportation to access commercial, retail and entertainment centers.*

**Response:** With residential units placed along the perimeter of the buildings, the non-residential uses are integrated along The Paseo to allow for sensitive design and transitioning to the surrounding residential land uses and thus drawing the commercial and retail activity to the central spine of the development. The Paseo offers a large public open space with a variety of amenities including, but not limited to, bicycle and pedestrian connectivity to the Indian Bend Wash Greenbelt, outdoor seating, a splash pad and Bicycle Pavilion destination. Gentry's bicycle-centric focus provides alternative modes of transportation to access the mix of uses and further connect to Old Town.

**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 4:** *Support and encourage appropriate public and private redevelopment and revitalization efforts in the community.*

**Bullet 5:** *Improve and enhance the links between the physical and social relationship between non-residential land uses and the surrounding residential neighborhoods.*

**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 older multifamily site will contribute to the economic stability of Scottsdale by providing additional housing options in an area that has an abundance of established employment and retail uses. As an area begins to successfully redevelop, it typically invites further investment and redevelopment, which will generate additional community benefits. The non-residential uses and significant open space amenities will allow residents, patrons and tourists to enjoy and benefit from the development and foster social relationships with their neighbors.

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excerpts from the

#### The Five Year Strategic Plan for Scottsdale - Tourism & Hospitality

January 2013

"It (Scottsdale) has become one of the most desirable cities for the next generation high tech, green and creative industry workers with a variety of officing options, affordable downtown housing (Scottsdale style), public transportation and well used bike paths. And the next generation of entrepreneurs have discovered it. As these enterprises progress, the city's wealthy population moves to develop more venture funding and other means of helping the new Scottsdale businesses grow."

"These next gen pacesetters love the outdoor experiences, cafe culture, bike rentals and bike paths, public transportation, the small city feel in a major urban area."

"In Scottsdale, the leisure demand has grown. A major area of growth has been through the adoption of a position as "Arizona Central," the place you want to go as part of your touring vacation of the Southwest. While the offerings for touring products are part of the draw, the development of local products and experiences are growing..."

"The most interesting part of the transportation program is the leveraging of the city's extensive trail system into downtown."

"There are also strategies to strengthen access and use of the quite extensive trail system, beginning downtown, as a signature for Scottsdale."

"It is also a place to experience first-hand one of the most bio-diverse ecosystems in the world, the Sonoran Desert, and to understand how responsible stewards care for this unique piece of the world. Indian Bend Wash is the essential "origin story" for Scottsdale's environmental focus and everyone visiting or living in Scottsdale hears the story and many experience the place."

"In keeping with the process of building on character of place, the city has made the extensive trail system a centerpiece of downtown. Bikes for rent and bike parking make it possible to use bikes for transportation. Bike self-guided tours to public art, bike to hike opportunities with groups, and other experiences are framed. The reputation of Scottsdale as an environmentally sensitive place is "fueled" by the presence of bikes in downtown Scottsdale. Combined with its growing environmental accomplishments and its live/work city core, Scottsdale is on the top of all the media lists for livable places."

"Indian Bend Wash goes well beyond being a preservation of the existing landscape. It is regenerative, creating health and biodiversity where there was a dead zone, a dry gulch."

#### **Transportation Strategy 2A:**

Trail connections, mapping, interpretation are in place as are specialized facilities for bikes and horses.

#### **Transportation Strategy 2B:**

Bike rentals and racks are in place and growing as a means of transportation for visitors and locals.

#### **Love of Place Strategy 2F:**

Immediately make the Indian Bend Wash story the "origin story" of the "Scottsdale approach" and extensive biking as its newest addition.



## IV. City Plans and Policies

### A. 2001 General Plan Goals & Policies

#### 7. General Plan Elements: 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 community provides additional housing options in an area that will benefit from new housing opportunities, given the desirable location, multimodal connectivity and significant nearby employment base. Gentry on the Green will connect residents and patrons to surrounding recreation, retail, restaurants, services, as well as on-site non-residential supporting land uses. In doing so, it will enhance the overall sustainability and diverse land use character of the area. The development promotes an integrated neighborhood with connective open space contributing towards the City's live, work, play philosophy and promoting neighborhood diversity and vitality on a prime redevelopment site in Southern Scottsdale.

**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 integration of additional multifamily dwelling and potential future residential health care living opportunities will provide increased housing options for people who live and work in Scottsdale within close proximity to the Old Town employment core. The residential units will offer a wide range of

selection in terms of amenities, size and price providing various housing options to accommodate the income levels and socioeconomic needs of the community.

**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 4:** Support the creation and implementation of policies that encourage employers to assist in meeting employee housing needs.

**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 older housing stock, employment and retail uses. Adding new housing in this location will provide more diverse residential opportunities at various price points for the large nearby employment base, which includes HonorHealth, the City of Scottsdale and ASU/SkySong, among others. The proposed development will further expand and upgrade the housing options in Southern Scottsdale. Additionally, the Property is located on Camelback Road (a minor arterial), is within 200 feet of Hayden Road (a major arterial) and is located within 1.5 miles of the Loop 101, all of which provide regional transportation access. Valley Metro bus access is available near the site with bus stops located just north and south of the Camelback/Hayden intersection and Scottsdale Trolley service along Camelback, directly adjacent to the Property.

## IV. City Plans and Policies

### A. 2001 General Plan Goals & Policies

#### 8. General Plan Elements: Neighborhoods

**Goal 1: Enhance and protect diverse neighborhoods so they are safe and well maintained.**

**Bullet 2:** Provide neighborhood recreation facilities and parks.

**Bullet 3:** Provide a range of housing opportunities. .

**Response:** Redevelopment of this property offer a range of dwelling unit types and sizes with modern amenities in a mixed-use setting. Gentry on the Green will have direct access to the existing Indian Bend Wash Greenbelt which offers 20+/- miles of recreational paths. The development will provide a vast amount of open space (above 35%) seamlessly connecting to the Indian Bend Wash and providing an extension of this neighborhood recreational facility for the enjoyment of residents, patrons and tourists.

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

**Bullet 1:** Use revitalization and redevelopment tools to help maintain the community's mature neighborhoods, thus sustaining Scottsdale's quality of life and the aesthetics of its built environment. Residential and commercial deterioration in mature neighborhoods reflects negatively on the community as a whole.

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

**Response:** The MGPA from Urban Neighborhoods to Mixed-Use Neighborhood along with a rezoning from R-5 to PUD PSD will allow for this unique mix of uses, which is more in line with the proposed range of land uses and more suitable for redevelopment adjacent to the large public open space amenity. When the Indian Bend Wash Greenbelt was first conceived in the 1970s, the City was

able to create large connective open space areas by allowing for higher-density development along both sides of the open space corridor. This also allowed more people to live near and access the recreational opportunities offered by the Indian Bend Wash Greenbelt. The PUD district (which was not available until 2009) will allow for redevelopment that offers a range of land uses integrated in one development with a central focus on open space connectivity and bicycle tourism while providing multigenerational residential living opportunities.

**Goal 3: Sustain the long-term economic well-being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts.**

**Bullet 1:** Support and encourage appropriate public and private economic reinvestment in mature, physically and economically declining areas.

**Bullet 2:** Use redevelopment and revitalization techniques to positively impact the visual and aesthetic impressions that tourists, citizens, and the businesses have of the overall city. Citizens, visitors and the businesses evaluate the quality of their Scottsdale experience through visual impressions of the community's built environment. Consequently, revitalization of mature and declining areas in Scottsdale will help to improve the overall impression of our city and encourage economic investment in our community.

**Bullet 5:** Establish appropriate incentives for the development of aesthetically pleasing, infill housing that serves a variety of income levels.

**Response:** As summarized in the Character and Design and Economic Vitality sections above, the financial investment required to redevelop the Property will provide economic support for a mature neighborhood. The proposed development will be thoughtfully designed and strives to enhance the aesthetic experience of residents and neighbors.



## IV. City Plans and Policies

### A. 2001 General Plan Goals & Policies

**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.

**Bullet 7:** Create, preserve and enhance pedestrian, vehicular, and alternative transportation mode connections and links between the neighborhoods and other neighborhood-supporting land uses throughout the community.

**Bullet 8:** Improve and maintain the current landscape, sign, and design standards throughout the community.

**Response:** Gentry on the Green has been designed in a manner that provides a hierarchy of masses and sensitivity to the existing built environment, as well as appropriate scale and connectivity for the pedestrian. The proposed request for PUD PSD zoning, consistent with the proposed Mixed-Use Neighborhoods General Plan classification, creates a logical land use in the greater context adjacent to the Indian Bend Wash Greenbelt near the intersection of Camelback Road and Hayden Road. The development plan provides The Paseo, a central public open space amenity, and fingers of open space that undulate around the building form providing movement and visual interest creating larger gathering spaces as well as smaller more intimate respites.

The Paseo amenity space that unifies, organizes and celebrates the site will activate the ground level by creating an open space corridor with a range of activities including, but not limited to, the Bicycle Pavilion, outdoor seating spaces, shaded grove, event lawn, splash pad and public art. The developer is proposing to contribute/provide \$1 per square foot of gross building square footage, excluding parking structures, for public art even though not required with the requested PUD PSD rezoning. It is the developer's intent for the public art contribution to be installed/constructed on the Gentry project site. Surface parking will be accessed via Camelback and 78th Street to allow patrons easy access to the supporting retail and restaurants. However, the connectivity for bicycle and pedestrians will still be the primary focus of the central core, again with the goal of providing a seamless link extending from the Indian Bend Wash Greenbelt to Old Town.

The overall massing of the proposed mixed-use development is designed in response to the proximity of Scottsdale Shadows (a seven-story residential complex), Camelback Road, the Indian Bend Wash Greenbelt and the surrounding multifamily neighborhood. The development plan focuses on the public pedestrian environment while still understanding and accommodating the need for vehicular access. Vehicular access is centered on both the Camelback Road and 78th Street frontage to create a formal sense of arrival to the site. Building forms flank the entries in a symmetrical fashion but varying architectural details and landscaping provide a unique experience at the ground plane creating the interesting streetscape. Buildings along both Camelback Road and 78th Street provide a mix of volumes and stepped massing to enhance the pedestrian environment and unique visual experience along the streetscape. The southern edge of the site will provide over 120 feet of setback with surface parking between the property line and southern building edge. This area will also be buffered with lush landscaping.

**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.

**Bullet 3:** Promote existing developed areas of the community as opportune economic development infill sites.

**Response:** Gentry on the Green will provide new integrated redevelopment, which will benefit the established surrounding context. The development will provide a range of synergistic uses greatly enhancing pedestrian connectivity through the site as compared to the current development, which is car-centric and turns its back on the Indian Bend Wash Greenbelt and streetscape. Gentry on the Green will utilize existing infrastructure systems (roads, utilities, etc.). This application is sensitive to the site's surrounding mix of land uses and a strong market demand for residential housing options sought after by employers and employees in the area. In addition to supporting existing development, it will also serve as a catalyst for new development in the area while supporting and strengthening existing businesses in Southern Scottsdale and Old Town.



## IV. City Plans and Policies

### A. 2001 General Plan Goals & Policies

#### 9. General Plan Elements: 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 space.*

**Bullet 2:** *Provide a variety of opportunities for passive and active outdoor recreational activities such as hiking, horseback riding, mountain biking, rock climbing and wildlife observation.*

**Bullet 4:** *Provide access areas of sufficient size and with adequate facilities for public use and open space system access.*

**Bullet 14:** *Protect the visual quality of open space, unique city characteristics, and community landmarks.*

**Bullet 17:** *Permanently secure an interconnected open space system to maintain visual and functional linkages between major city open spaces. This system should include significant Scottsdale landmarks, major drainage courses, regional linkages and utility corridors.*

**Response:** Although this site is an urban setting and not readily close to the Preserve, which lends itself to certain activities such as hiking and mountain biking, one of the greatest attributes of this site is its direct adjacency to the Indian Bend Wash Greenbelt, which is a significant Scottsdale landmark and major drainage course that provides as a regional linkage system through the City for bicyclists and pedestrians. The innovative site plan weaves above 35% (approximately 14+/- acres) of open space through the site connecting to the Wash further celebrating its significance. Redevelopment of this site creates a significant new community open space and destination for bicyclists where none exists today. The improvements currently proposed for the Indian Bend Wash Greenbelt include the removal of the barrier wall, addition of turf and new path connection.

**Goal 5:** *Improve the quality of life for all Scottsdale residents by ensuring a wide range of recreational facilities and services.*

**Bullet 2:** *Encourage the expanded use of private resources and resources owned or controlled by public entities other than the city, which are suitable for recreational purposes.*

**Bullet 6:** *Pursue unique opportunities to acquire additional land having recreational possibilities at minimum cost.*

**Response:** The Paseo will be open to the public and will provide direct connectivity to the Indian Bend Wash Greenbelt, celebrating and expanding this renowned public amenity, which connects approximately 20+/- miles of recreational paths through Scottsdale and beyond. The publicly accessible open space on-site will be constructed and maintained by the developer but enjoyed by not only residents but the entire Scottsdale community and tourists. The developer will work with both the City and Army Corps of Engineers with the goal of improving the eastern boundary and accessibility of the current edge condition of the Wash. Nearby recreational amenities along the Indian Bend Wash Greenbelt also include the Chaparral Park, Club SAR, the Indian School Park and Tennis Center, and Continental Golf Club.

#### 10. General Plan Elements: Preservation & 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 2:** *Encourage "green building" techniques and alternatives in conjunction with revitalization, neighborhood conservation and redevelopment efforts.*

**Bullet 5:** *Use low impact building materials.*

**Bullet 6:** *Integrate water-harvesting techniques into site planning and design where appropriate.*



## IV. City Plans and Policies

### A. 2001 General Plan Goals & Policies

**Response:** Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized where feasible. The developer intends to incorporate sustainable design elements into the building and site design and plans to develop in accordance with green building standards where feasible. The development plan proposes an array of sustainable strategies to include, but not limited to, solar panels on the parking structures, approximately 90% permeable paving or surfaces within The Paseo, over 50% shade cover on all sidewalks, rainwater harvesting for onsite irrigation, and integration of low-water use plant materials throughout. The developer will work with the City on any future Low Impact Development (LID) and Green Infrastructure (GI) programs where feasible.

#### 11. General Plan Elements: 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.

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

**Response:** The proposed development will tie into existing infrastructure and systems will be upgraded where deemed appropriate. Water and sewer basis-of-design reports are being submitted and reviewed with the zoning application. Existing sewer lines under the Indian Bend Wash will be used to convey the sewer demand for Phase 1. The existing water lines around Phase 1 are also adequate to serve the proposed development. Some relocation may be required once further engineering analysis has been completed. Regarding Phase 2, there will be some level of sewer upgrades needed along Parkway Avenue. Water upgrades or additional looping is anticipated as well. However, since the timing of Phase 2 is anticipated beyond 10 years out, these upgrades will not occur until Phase 2 is developed. Additionally, the water and sewer modeling will be revisited at that time.

The existing transportation network will adequately serve the proposed use and the mix of uses with strong pedestrian and bicycle connections that promote alternative transportation modes. Bus stops are located north and south of the Camelback/Hayden intersection, near the Property and Scottsdale Trolley stops are located on Camelback immediately adjacent to the site. The Property is less than a quarter-mile east of Old Town and close to the existing Old Town employment core, making the site significantly more walkable and bikeable for residents and employees.

**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:** The site is desirable for mixed-use development due to the plethora of surrounding services, retail and restaurants within walking and biking distance of the Property. The primary focus of Gentry on the Green is bicycle tourism and connectivity to the Indian Bend Wash Greenbelt and designing a community around the bicycle and pedestrian with the goal of providing a seamless link extending from the Indian Bend Wash Greenbelt to Old Town.

As previously noted, the Property is located approximately 200 feet from the intersection of Camelback and Hayden. This intersection serves as a hub for public transit, providing Transit access (Valley Metro route 81) along Hayden Road from Chandler Boulevard to Shea Boulevard with a bus stops located in close proximity to the site on at the northeast corner of Hayden and Camelback (northbound) and approximately 200 feet south of the southwest corner of Hayden and Camelback (southbound). Scottsdale Trolley provides service in the area with north-south access on Miller Road extending from the McDowell Road to Mountain View Road and east-west access through Old Town and South Scottsdale, traversing Camelback Road (adjacent to the Property) to Scottsdale Community College. Camelback Road is also striped for bicycle lanes.



## IV. City Plans and Policies

### A. 2001 General Plan Goals & Policies

#### 12. General Plan Elements: Community Mobility

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

**Bullet 3:** *Enhance the natural beauty and unique character of Scottsdale through design and aesthetics of regional corridors.*

**Response:** The Hayden Road frontage and Indian Bend Wash Greenbelt regional corridor will be enhanced with this development. The improvements proposed for the Greenbelt include the removal of the barrier wall, addition of turf and new pathway connection. The existing Aleppo Pine trees along Hayden Road will be preserved, if viable.

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

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

**Bullet 2:** *Design all infrastructure for the movement and parking of vehicles to be sensitively integrated into the natural and/or physical settings.*

**Bullet 9:** *Continue implementation of the regional bicycle system; on a regional basis these are primarily on-street.*

**Response:** The integration of a mixed-use development, such as Gentry on the Green, near the employment-centric Old Town area supports the City's desire to reduce residents' reliance on their automobiles. Gentry on the Green residents will be able to walk and bike to work, retail establishments, entertainment and services benefitting from direct adjacency to the Indian Bend Wash Greenbelt and the established bicycle path network that runs through Scottsdale from Tempe Town Lake to the McDowell Sonoran Preserve extending approximately 20+/- miles in length. Additionally, the non-residential uses, The Paseo, Bicycle Pavilion, and community amenities on the ground level further this objective as

a growing number of residents are seeking to live in communities that provide a diverse, interactive lifestyle vs. basic residential units with minimal supporting amenities and virtually no social opportunities.

The site adjoins Camelback Road, is located 200 feet west of Hayden Road, and is within 1.5 miles of the Loop 101 freeway, all of which provide regional access. In addition to the bicycle focus, the project will be designed in a way that thoughtfully integrates newer forms of transportation, such as rideshare applications, and will provide designated areas for Uber and Lyft pickups and drop-offs, which will greatly enhance residents' ability to travel quickly and conveniently, without relying on their own vehicles.

##### **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 located near the intersection of two arterials and has close proximity to the Loop 101 (1.5 miles away) providing regional access to the site. The proposed development will provide housing in an employment core, thereby reducing trip generation during peak hours. The nearby bus stops and trolley stops will provide direct access to the local and regional transportation systems. The development will feature housing, resident amenities, social gathering spaces, retail and restaurants, and will be within walking distance of an array of existing restaurants, services, and employment opportunities in Old Town. As a result, residents of the proposed development will be able to work, live, and play, all within a few blocks. In addition to enhancing their quality of life, this will also reduce their reliance on vehicle use.



## IV. City Plans and Policies

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**Goal 11:** Provide opportunities for building "community" through neighborhood mobility.

**Bullet 1:** Provide non-motorized modes of transportation as an alternative to the automobile and develop opportunities to foster a sense of community by linking civic spaces.

**Bullet 2:** Encourage the sensitive integration of live, work, and play land uses and their physical links within and between neighborhoods to emphasize sense of place.

**Bullet 9:** Provide a high level of service for pedestrians through facilities that are separated and protected from vehicle travel (e.g. placing landscaping between curbs and sidewalks).

**Bullet 10:** Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

**Response:** The proposed development will be amenity rich, featuring a public open space, The Paseo, that opens to the Indian Bend Wash Greenbelt and connects to an array of retail and service-related land uses along the ground level. The Paseo is approximately 100 feet wide by approximately 700 feet long and will also provide connectivity from the Indian Bend Wash Greenbelt to Old Town that is accessible to the public. The Paseo will create a sense of place and community and will support bicycle connectivity, tourism, local businesses, and enhance the quality of life for residents and neighbors alike. Gentry on the Green proposes a mix of land uses that promote the live, play, work philosophy with an emphasis on the pedestrian and bicyclist, thereby reducing reliance on vehicle travel.

### B. 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 both the established residential and nearby non-residential architectural styles. 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. The Paseo offers a large public open space with a variety of amenities including, but not limited to, bicycle and pedestrian connectivity to the Indian Bend Wash Greenbelt, outdoor seating, a splash pad and Bicycle Pavilion destination.

**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 redevelopment site while still being able to provide abundant common open space with a variety of gathering spaces and amenities. The ground level is designed to promote connectivity to the surrounding restaurants, services, and recreational opportunities as well as direct connectivity to the Indian Bend Wash Greenbelt. The Indian Bend Wash Greenbelt regional open space amenity along the east strongly influenced the site and building design.

## IV. City Plans and Policies

### B. Scottsdale Sensitive Design Principles

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

**Response:** The site is a relatively flat, urban infill/redevelopment parcel. 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 and bicycle circulation on the perimeter and through the site (The Paseo is open to the public) is a central, organizing feature of the proposed mixed-use development, which is within close proximity to abundant retail, restaurant, employment and other service uses in Old Town, with direct adjacency to several major transit opportunities.

#### 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 directly adjacent to a major bus route, a major intersection of two arterials, and a plethora of restaurant, retail, and service locations, many of which will also provide employment opportunities.

Additionally, major employers such as HonorHealth, ASU/SkySong, and the City of Scottsdale are nearby. This will directly support walkability, bikability, and the use of public transit, all of which will foster direct social contact and interaction with the community and its residents. Landscaping will be integrated to shade the newly created pedestrian network, with over 50% shade cover on all sidewalks. Pedestrian and bicycle circulation on the perimeter of the site and through The Paseo provides connectivity from the Indian Bend Wash to Old Town.

#### 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, celebrating the pedestrian realm by providing shade and shelter through building, site and landscape design. A pedestrian/bicycle circulation plan is provided with the application depicting The Paseo open space area, which bisects the site, as well as connectivity to/from/along the site. The site plan design takes advantage of its adjacency to the Indian Bend Wash Greenbelt with direct connections centered around the Bicycle Pavilion providing a linkage to Old Town, which is approximately 600 feet to the west of the Property.

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

**Response:** Building articulation and stepped massing promote a natural hierarchy. Phase 1 of the project will consist of two, three and four-story buildings, in a wrap design that obscures the central parking structures from view and provides direct resident access. The PUD development standards are maintained (no amendments proposed) to allow for appropriate setbacks/stepbacks and provide a meaningful landscape setting for the buildings.



## IV. City Plans and Policies

### B. Scottsdale Sensitive Design Principles

**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 (pools, courtyards, etc.) for its residents. These private outdoor spaces and resident amenities are visually tied to The Paseo open space corridor, which functions as a versatile public outdoor plaza intermingled with the proposed mix of ground level retail and restaurant uses.

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

**Response:** This mixed-use development focused on bicycle tourism 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 and site design and plans to develop in accordance with green building standards where possible. The development plan proposes an array of sustainable strategies to include, but not limited to, solar panels on the parking structures, approximately 90% permeable paving or surfaces within The Paseo, over 50% shade cover on all sidewalks, (see page 66, *M. Shaded Walkways Exhibit*) rainwater harvesting for onsite irrigation, and integration of low-water use plant materials throughout.

**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 and design guidelines). 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 and wayfinding will be contextually appropriate and processed under a separate approval and permit process.

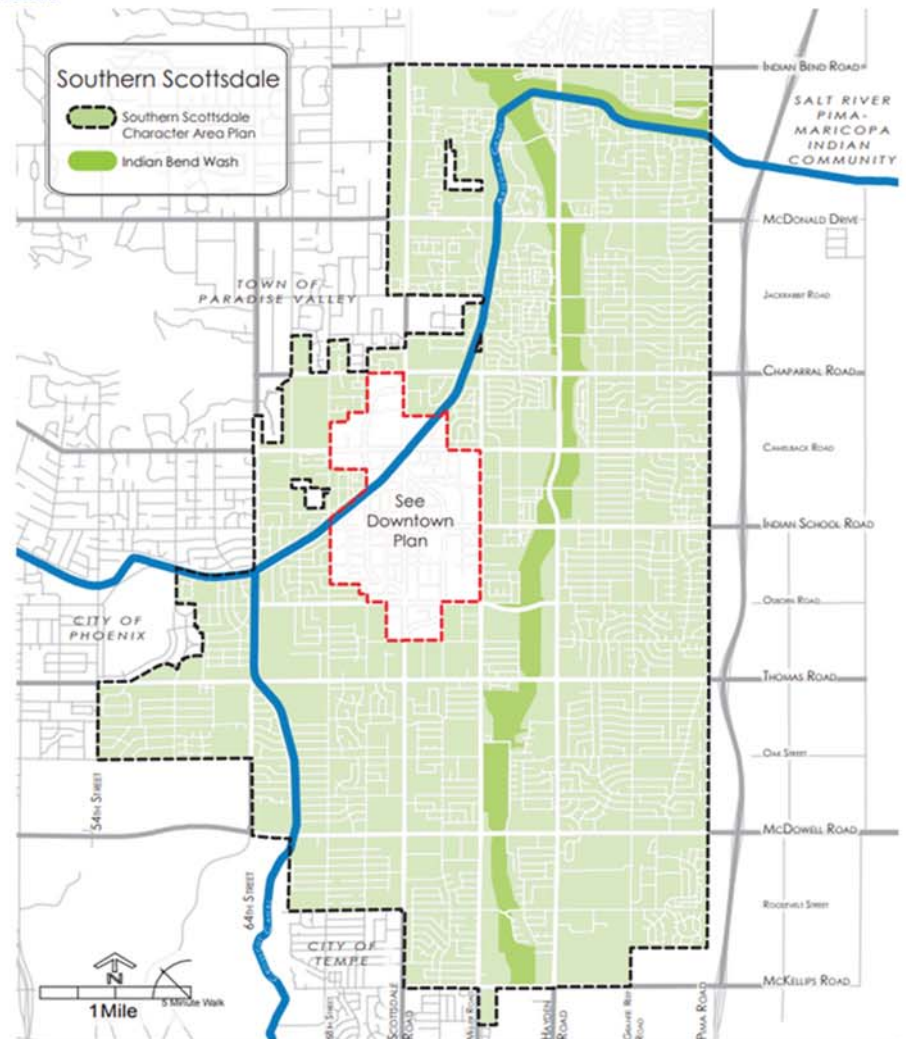
## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

The City Council adopted the SSCAP in October 2010. The public outreach process for the SSCAP identified five community priorities which are listed below:

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

From the early design phase of the development plan, the proposed mixed-use development utilized these five priorities as guiding principles for the overall design and architectural character. The development proposal brings a new mixed-use concept to Scottsdale that focuses on bicycle tourism. New residential living opportunities incorporated with ground level supporting land uses (retail, restaurants, services) centered around The Paseo open space amenity will strengthen the economic core of Southern Scottsdale and enhance the existing character of the surrounding neighborhoods. The project was designed with a focus on cyclability and walkability to promote modern urban design and a lifestyle that celebrates the interactive recreational opportunities inherent to the site.





## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

#### 1. SSCAP Goals and Policies

The following goals and policies identified in the SSCAP apply to the proposed development.

##### LAND USE

###### **Goal LU 1**

**Promote residential reinvestment and revitalization through regulatory flexibility.**

###### **Policy LU 1.1**

*Update land use regulations to allow for the revitalization and/or expansion of residential properties to current market standards.*

###### **Policy LU 1.2**

*Encourage new residential development and revitalization that complements the established urban form.*

**Response:** The proposed development meets these land use goals by revitalizing aging multifamily properties and redeveloping them with a mixed-use concept that will bring a new experience to Scottsdale by emphasizing bicycle tourism and connectivity between the Indian Bend Wash Greenbelt and Old Town. Gentry on the Green will bring additional housing opportunities to Southern Scottsdale near major employers such as Honor Health and the City of Scottsdale. The PUD ordinance is a mixed-use district that allows for the revitalization of older, infill sites appropriate for redevelopment. The PUD heights and setbacks will be respected to complement the established urban form, which includes R-5 and R-4 existing residential development to the north, south and west. The proposed architecture and building placement is respectful of the existing context in terms of character, height, massing and setback and is substantially lower in height as compared to the seven-story Scottsdale Shadows development to the north and provides over 120 feet of setback along the southern property line in Phase 1, adjacent to existing multifamily residential which consists of one and two-story structures.

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

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

###### **Policy LU 3.2**

*Promote a mix of housing located along Corridors as a part of designated Regional Centers and Activity Areas.*

###### **Policy LU 3.5**

*Pursue increased private sector participation in the provision of public amenities along Corridors when development standard flexibility is requested.*

###### **Policy LU 3.6**

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

**Response:** Mixed-use development is an important component of successful smart growth and livable community development. When a wide variety of uses and housing choices are located within close proximity to each other, walking, bicycling and transit become a more practical means of travel and a synergy between land uses naturally occurs. The proposed mixed-use community, which provides vertical and horizontal land use integration, will not only bring reinvestment and redevelopment to the area but will also bring development that more closely aligns the goals and policies of the City by integrating a new land use pattern along Camelback Road and the Indian Bend Wash Greenbelt that focuses on bicycle tourism. The request for PUD zoning includes four (4) amended development standards: maximum property size, setback along 78th Street to accommodate new angled public parking spaces, and setback along Camelback to accommodate the new deceleration lane and bus bay. Additionally, the "average" setback language has been modified to state "minimum average" setback as it is difficult to achieve an exact average setback dimension, and in most cases the proposed development exceeds the required average setback (see PUD criteria Section III). The Indian Bend Wash Greenbelt public amenity will be expanded and celebrated with the development of Gentry on the Green, which includes The Paseo, a central public open space amenity connecting from the Greenbelt to Old Town.

## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

#### **Goal LU 7**

**Provide land use transitions, buffering, and connectivity between Downtown development and Southern Scottsdale's surrounding residential neighborhoods.**

#### **Policy LU 7.1**

*Recognize the benefits of Downtown Scottsdale's commercial and employment generating land uses while protecting Southern Scottsdale's residential neighborhoods from incompatible adjoining land uses.*

#### **Policy LU 7.3**

*Encourage greater connectivity between the Downtown and surrounding Southern Scottsdale neighborhoods by increasing the accessibility and frequency of local and regional multi-modal transportation connections and enhancing pedestrian and bicycling opportunities.*

**Response:** The driving force in creation of Gentry on the Green is bicycle tourism. The proposed development will be amenity rich, featuring a public open space corridor, The Paseo, that opens to the Indian Bend Wash Greenbelt and connects to an array of retail and service-related land uses along the ground level. The Paseo will also provide connectivity from the Indian Bend Wash Greenbelt to Old Town fully accessible to the public. These factors will support bicycle connectivity, tourism, local businesses, and enhance the quality of life for residents and neighbors alike.

The Paseo will activate the ground level by creating an open space corridor with a range of activities including, but not limited to, the Bicycle Pavilion, outdoor seating spaces, shaded grove, event lawn, splash pad and public art (voluntary \$1 per gross square foot of building footage, excluding parking structures). It is the developer's intent for the public art contribution to be installed/constructed on the Gentry project site. Surface parking will be accessed via Camelback and 78th Street to allow patrons easy access to the supporting retail and restaurants onsite. However, the connectivity for bicycle and pedestrians will still be the primary focus of the central core, again with the goal of providing a link extending from the Indian Bend Wash Greenbelt to Old Town further strengthening this established commercial and employment core.

#### **Goal LU 8**

**Support a dynamic range of land uses adjacent to Indian Bend Wash that promote, enhance and engage this primary open space.**

#### **Policy LU 8.1**

*Encourage the revitalization of commercial and office land uses along Indian Bend Wash to promote new recreational, entertainment, and housing options on sites which are immediately adjacent to this primary open space amenity.*

#### **Policy LU 8.2**

*Encourage properties that redevelop adjacent to, or in close proximity of, Indian Bend Wash to incorporate site orientation and access that takes advantage of their location next to this amenity.*

**Response:** Gentry on the Green has direct adjacency to the Indian Bend Wash Greenbelt, as such, residents will be able to walk and bike to work, retail establishments, entertainment and services utilizing the established bicycle path network that runs through Scottsdale, extending approximately 20+/- miles north-south. Additionally, the non-residential uses and community open space amenities (ie: The Paseo) on the ground level further this objective as a growing number of residents are seeking to live in communities that provide a diverse, interactive lifestyle. New businesses such as, but not limited to, the Bicycle Pavilion, a coffee shop, a wine bar, and retail, will continue to diversify and strengthen Southern Scottsdale's appeal and celebrate the Indian Bend Wash Greenbelt recreational amenity.



## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

#### CHARACTER & DESIGN

##### **Goal CD 1**

**New and redeveloped residential housing should respect existing neighborhood character and design.**

##### **Policy CD 1.1**

*New and redeveloped residential development should be compatible in terms of established neighborhood housing proportion, size, mass, and height.*

##### **Policy CD 1.2**

*Architectural housing character should not be restricted to, but remain complementary with, existing neighborhood design.*

**Response:** The proposed mixed-use development brings new vibrant architecture and additional housing options in a mixed-use setting to Southern Scottsdale. The building proportions, massing and heights are also compatible with the adjacent multifamily residential to the north, south and west by providing appropriate building transitions with stepped massing and meaningful setbacks consistent with the PUD development standards (no proposed amendments to the setback and stepback standards).

##### **Goal CD 2**

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

##### **Policy CD 2.1**

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

##### **Policy CD 2.2**

*Support new building design that respects existing area character, while allowing for efficient and coherent use of building sites.*

##### **Policy CD 2.3**

*Within Corridors, Regional Centers, and Activity Areas, locate new development along the street and provide parking immediately behind the building area.*

##### **Policy CD 2.4**

*New development and redevelopment should provide a diversity of design by accommodating a mix of land uses both vertically and horizontally.*

**Response:** The site plan has been designed to provide abundant open space with above 35% open space (approximately 14 +/- acres) a 270% increase over the required 10% distributed throughout the site within The Paseo, perimeter landscape buffers, courtyards and private outdoor spaces. This large amount of open space provides a buffer from adjacent uses and ample outdoor space to create a meaningful pedestrian realm. While the site is not adjacent to a designated "corridor" in the SSCAP, Camelback and Hayden both provide important connections to Old Town and Regional Corridors beyond the Property. The proposed mixed-use development will strengthen the link between the Indian Bend Wash Greenbelt and Old Town and will accomplish a range of goals including the revitalization of an aging property by integrating high quality, vibrant architecture, creating pedestrian synergy and promoting a diverse lifestyle focused around bicycle tourism.

##### **Goal CD 3**

**Promote high quality design for new and revitalized mixed-use, commercial, and residential development along corridors, within regional centers, and activity areas.**

##### **Policy CD 3.3**

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

##### **Policy CD 3.4**

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

**Response:** The nearby Scottsdale Road Regional Corridor and Old Town Character Area, have been transforming with new employment, residential and supporting commercial development over the last decade including a wide range of building styles and massing. The proposed residential buildings are inspired by modern designs that are prevalent throughout Old Town and Southern Scottsdale, which draws connection between old and new architectural types found in the area.

## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

#### **Goal CD 4**

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

#### **Policy CD 4.1**

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

#### **Policy CD 4.2**

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

#### **Policy CD 4.3**

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

**Response:** The architectural design, window placement, building materials and landscaping have been carefully selected to provide desert sensitive design elements responding to climate and solar impacts. Architecture has been designed to activate all sides of the building (see perspectives, elevations & site plan) and will be further refined through the Development Review Board process for each phase. The landscape plant palette is compatible with the existing vegetative patterns along Camelback and 78th and incorporates predominately low-water use plant materials appropriate for this urban desert setting. Collectively, the proposed design will provide shade on over 50% of the sidewalks throughout the development.

#### **Goal CD 5**

*Maintain, protect, and enhance the character, quality, and connectivity of the public realm and open space areas.*

#### **Policy CD 5.1**

*Maximize the connectivity, character, and functional uses of local parks and school sites to accommodate a wide range of community activities.*

#### **Policy CD 5.2**

*Develop design standards and guidelines that direct and shape development adjacent to parks, trails, and open spaces.*

#### **Policy CD 5.4**

*Encourage plant placement that maximizes shade opportunities in pedestrian spaces, parking lots, and streetscape environments.*

#### **Policy CD 5.5**

*Analyze Indian Bend Wash as a single continuing element within Southern Scottsdale and develop specific design guidelines and standards to guide and shape future development within, and adjacent to, this open space amenity.*

#### **Policy CD 5.6**

*Papago Park and Camelback Mountain are significant landforms which redevelopment and new development should consider with regard to building orientation and site layout.*

**Response:** With a primary focus on bicycle tourism and connectivity, the character and quality of linkages through and around Gentry on the Green will be enhanced with the integration of mixed-use development through both land use variety and design element implementation. The proposed building and landscape environment engage the street frontage and Indian Bend Wash Greenbelt significantly more than the current condition celebrating the prominence of this connective public open space corridor that runs through the City providing renowned recreational amenities for the greater community. The proposed Development Plan includes an extensive collection of design guidelines for architecture, open space, landscape, hardscape and cultural amenities that will guide the developer through more detailed design phases. Camelback Mountain will be considered with building and site design.



## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

#### Goal CD 6

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

##### Policy CD 6.1

*Encourage compact development design along Corridors and in Regional Centers and Activity areas to help reduce travel distances, encourage walking and cycling, and stimulate public transit use.*

##### Policy CD 6.2

*Encourage building design, orientation, and layout that reduce energy consumption.*

##### Policy CD 6.3

*Develop adaptable and sustainable building strategies that could accommodate future innovative energy and environmental technologies as they become commercially viable.*

##### Policy CD 6.4

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

**Response:** Although, the Property is not adjacent to a designated "corridor" in the SSCAP, being located along Camelback Road and adjacent to the Indian Bend Wash Greenbelt gives prominence to the site. Additionally, the site is close to an array of land uses (employment, retail, and support services) in Old Town and Southern Scottsdale and well-established pedestrian connections, thus the Property is a highly suitable environment for mixed-use development. The integration of mixed land uses on this 41.5+/- gross acre site will naturally result in reduced travel distances, vehicle trips and promote walking and cycling. The Indian Bend Wash Greenbelt ties to a range of nearby recreational amenities such as, but not limited to, Club SAR fitness center, Chaparral Park, Indian School Park and Tennis Center, and Continental Golf Club. All buildings will include private outdoor living space. The developer will use energy efficient technology by incorporating low-e glass, energy star appliances, sustainable building materials, and low-water use desert landscaping appealing to the expectations of today's consumer while reducing operational impacts on the environment.

#### Goal CD 7

**Protect low-scale single-family neighborhoods within Southern Scottsdale by utilizing landscape buffers and transitional building forms, shapes and sizes in the design of new development and redevelopment.**

##### Policy CD 7.1

*Encourage architectural and design transitions between new development and existing development.*

##### Policy CD 7.2

*Consider form-based development standards as an option within Corridors, Regional Center, and Activity Areas to encourage revitalization of these areas coupled with neighborhood protection.*

##### Policy CD 7.3

*Respect, protect, and enhance established suburban neighborhoods as assets within Southern Scottsdale, while allowing for contemporary solutions to evolving development and market trends.*

**Response:** The proposed zoning and density provides a logical transition from Camelback Road (a 4-lane minor arterial) and Hayden Road (a 6-lane major arterial) to the surrounding multifamily neighborhoods to the north, south and west. The site location is ideal for mixed-use development with close proximity to Old Town, Southern Scottsdale and major employers. The PUD development standards provide for sensitive edge conditions based on the required stepback plane adjacent to existing residential development, which are adhered to with the proposed residential community. As noted above (also reference the Architectural Design Guidelines), the proposed architectural style integrates a contemporary character while respectfully blending with the surrounding context.

## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

#### **Goal CD 9**

**Establish design guidelines for corridors, regional centers, and activity areas.**

##### **Policy CD 9.1**

*Encourage vertical mixed-use design that includes housing placed over lower floors of office and retail uses.*

##### **Policy CD 9.2**

*Support design guidelines that require development to provide connections to, and between, adjoining sites to reduce vehicle miles traveled.*

##### **Policy CD 9.3**

*Continue to utilize the current lighting guidelines to enhance public safety, provide appropriate lighting for development, and supply transitional lighting levels to existing neighborhoods.*

**Response:** Gentry on the Green includes a range of land uses including approximately 20,000 s.f. of non-residential space within the ground level of Phase 1. Phase 2 is planned for a combination of residential, office, retail, hotel, and/or residential health care. Because the development of Phase 2 is estimated to be 10-15 years out, it is difficult to predict the exact mix of land uses with this initial planning stage but it is certain to say that the future use of the Phase 2 parcel will offer a mixed-use character and synergy of land uses centered around an extension of The Paseo. The amount of ground level non-residential space in combination with The Paseo, Bicycle Pavilion and direct "stoop" type access of the residential units will activate the ground level and provide a high level of interaction between residents, patrons, and bicyclists. Integrating a mixed-use development at this key intersection will promote fewer vehicle trips given the collection of commercial and employment uses nearby and strong pedestrian linkages. Appropriate lighting standards will be utilized to blend with the existing residential context while still maintaining a safe pedestrian environment.

#### **Goal CD 10**

**Provide public art to create exciting and attractive public spaces that are used and enjoyed by Southern Scottsdale residents, workers, and visitors.**

##### **Policy CD 10.1**

*Enhance the quality of life of Southern Scottsdale residents by increasing their access to the visual arts and create a more aesthetically pleasing urban environment.*

##### **Policy CD 10.2**

*Support the creation of exciting, appealing, and harmonious public spaces by integrating architecture, design, public art, and planning of infrastructure at the earliest design stage.*

**Response:** The developer is proposing to contribute/provide \$1 per square foot of gross building square footage, excluding parking structures, to public art even though not a requirement of the requested PUD PSD rezoning. It is the developer's intent for the public art contribution to be installed/constructed on the Gentry project site. The Paseo will activate the ground level by creating an open space corridor with a range of activities including, but not limited to, the Bicycle Pavilion, outdoor seating spaces, shaded grove, event lawn, splash pad and public art to be enjoyed by residents and tourists. A Cultural Amenities Plan is provided with the Development Plan outlining the design plan and principles for Gentry's public art (see Section VI. F, G and H).

### **ECONOMIC VITALITY**

#### **Goal EV 1**

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

##### **Policy EV 1.1**

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



## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

**Response:** The proposed development plan brings an approximately 375 million dollar reinvestment and revitalization to an aging multifamily development, re-energizing the land use connection with the Indian Bend Wash Greenbelt and bringing new residential living opportunities and supporting commercial further strengthening the economic core of Southern Scottsdale. The integration of additional rooftops within close proximity to Old Town will bolster nearby retail and commercial businesses promoting the live, work, play philosophy desired by the City.

**Goal EV 2**  
**Enhance economic vitality and activity in Southern Scottsdale.**

**Policy EV 2.1**  
*Encourage new business and real estate development that will expand the community's tax base and support the long-term economic sustainability of Southern Scottsdale.*

**Response:** Gentry on the Green will involve a capital injection of approximately 375 million dollars stimulating economic revitalization in Southern Scottsdale. The construction of the project will boost the City's revenues through permitting and development fees. When complete, each unit will generate significant sales tax. However, most importantly, the increased roof tops will bring an influx of new consumers who will frequent local restaurants and businesses, thereby supporting them economically. Another core component of Gentry on the Green is the bicycle tourism aspect and heightened focus on connectivity to the Indian Bend Wash Greenbelt, a community asset that should be emphasized through thoughtful redevelopment and revitalization of adjacent private land.

**Goal EV 4**  
**Develop new and enhanced existing tourism and visitor experiences in Southern Scottsdale.**

**Policy EV 4.1**  
*Promote and encourage investment in South Scottsdale's existing and future tourism assets.*

**Policy 4.2**

*Encourage the development of specialized tourism branding in Southern Scottsdale for those areas which are currently, or may become, tourist designations.*

**Policy 4.3**

*Support the provision of suitable transportation connections within Southern Scottsdale to and from major tourism destinations.*

**Policy 4.7**

*Promote area tourism by cultivating Southern Scottsdale's relationship to Indian Bend Wash and proximity to Pagago Park's unique tourism destinations that are home to various amenities, activities, and attractions.*

**Response:** The innovative mixed-use development plan and design inspiration for Gentry on the Green is focused primarily on one key element; bicycle tourism. Redevelopment and revitalization of the Property aligns with the City's goals of creating a live, work, play environment while promoting bicycle tourism and reenergizing the development pattern for approximately 1000 feet of frontage along the Indian Bend Wash Greenbelt. The Paseo (central open space amenity, roughly 100 feet by 700 feet) serves as an extension of the Indian Bend Wash Greenbelt into the site, which will be completely accessible to the public. The proposed site design completely shifts the current paradigm by fully engaging the Indian Bend Wash Greenbelt and designing a project with a primary focus on connectivity, open space and recreational lifestyle amenities. This community asset will be celebrated with destination elements such as The Paseo and Bicycle Pavilion as well as supporting commercial land uses (cafe, wine bar, and market, etc.). This destination hub will serve as a catalyst for promoting the Indian Bend Wash Greenbelt to its full potential as it offers over a 20+/- mile long path network linking beyond the boundaries of Scottsdale from Tempe Town Lake to the McDowell Sonoran Preserve. Further, the Property's close proximity to Old Town, which is only approximately 600 feet to the west of the site, provides another key element to the importance of this redevelopment opportunity and tourism potential.

## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

#### NEIGHBORHOOD REVITALIZATION

##### **Goal NR 2**

**Promote multi-modal connections throughout Southern Scottsdale neighborhoods.**

##### **Policy NR 2.1**

*Encourage a variety of transportation solutions that improve connectivity between neighborhood, commercial and recreation areas, and public services.*

##### **Policy NR 2.2**

*Support a pedestrian enhancement plan that examines and offers physical improvements to street conditions to promote pedestrian/bicyclist mobility options that address universal design requirements, encourage resident interaction, promote safe route to school, and enhance neighborhood connectivity.*

**Response:** The site is desirable for mixed-use development due to the multitude of surrounding services, retail and restaurants within walking and biking distance of the Property. The primary focus of Gentry on the Green is bicycle tourism and connectivity to the Indian Bend Wash Greenbelt and designing a community around the bicycle and pedestrian with the goal of providing a seamless link extending from the Indian Bend Wash Greenbelt to Old Town.

As previously noted, the Property is located approximately 200 feet from the intersection of Camelback and Hayden. This intersection serves as a hub for public transit, providing Transit access (Valley Metro route 81) along Hayden Road from Chandler Boulevard to Shea Boulevard with a bus stops located in close proximity to the site on at the northeast corner of Hayden and Camelback (northbound) and approximately 200 feet south of the southwest corner of Hayden and Camelback (southbound). Scottsdale Trolley provides service in the area with north-south access on Miller Road extending from the McDowell Road to Mountain View Road and east-west access through Old Town and South Scottsdale, traversing Camelback Road (adjacent to the Property) to Scottsdale Community College.

##### **Goal NR 3**

**Strengthen neighborhood identity, unity, and health within Southern Scottsdale.**

##### **Policy NR 3.2**

*Encourage neighborhoods to identify and expand upon existing community identities by understanding the distinctive elements that create their special sense of place and character.*

##### **Policy NR 3.3**

*Enhance Southern Scottsdale residents' neighborhood interaction by creating more community gathering places that engage people of all ages and abilities and are safe and accessible by walking, bicycling, auto and/or transit.*

##### **Policy NR 3.4**

*Work with developers to provide community gathering places in private developments that are accessible to the surrounding community and appeal to both residents and visitors.*

**Response:** The bicycle tourism aspect of this development plan will create a unique sense of place and Southern Scottsdale destination that caters to bicyclists and pedestrians. The Paseo and Bicycle Pavilion will create community gathering places allowing new opportunities for people of all ages to engage and enjoy the recreational aspects of the site and interface with the Indian Bend Wash Greenbelt and the existing activities in nearby Old Town.



## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

#### HOUSING

##### **Goal H1**

**Support development of workforce housing throughout Southern Scottsdale.**

##### **Policy H 1.1**

Support higher-density, workforce housing options along major arterials, Opportunity and Regional Corridors, Regional Centers, and Activity Areas in Southern Scottsdale.

##### **Policy H 1.5**

Encourage workforce housing to be included in large redevelopment projects.

**Response:** Adding new housing in this location will provide more diverse residential opportunities at various price points for various income levels to serve the large nearby employment base, which includes HonorHealth, the City of Scottsdale and ASU/SkySong, among others. The proposed development will further expand the housing options in Southern Scottsdale. Additionally, the Property is located on Camelback Road (a minor arterial), is within 200 feet of Hayden Road (a major arterial) and is located within 1.5 miles of the Loop 101, all of which provide regional transportation access.

##### **Goal H2**

**Embrace a wide range of housing options.**

##### **Policy H 2.1**

Promote changes to ordinances, policies, and standards that support a greater mix of housing sizes, styles, types, and range of pricing throughout Southern Scottsdale.

##### **Policy H 2.3**

Provide regulatory, policy and design considerations that focus on accommodating new housing typologies in Southern Scottsdale.

##### **Policy H 2.4**

Increase availability of housing choices that meet the living activity requirements of diverse individuals, families, and for persons with disabilities.

##### **Policy H 2.5**

Facilitate the assembly of larger building sites for significant residential housing projects to act as catalysts for redevelopment.

**Response:** The requested zoning district for this property is PUD PSD (Planned Unit Development, Planned Shared District overlay). The proposed mixed-use development will further expand and upgrade the housing stock in the Southern Scottsdale integrating higher-end, modern mixed-use development on an underutilized residential site acting as a catalyst for further redevelopment in the area and supporting the existing commercial businesses and employment in the Old Town and Southern Scottsdale.

##### **Goal H4**

**Support the option for older Southern Scottsdale residents to remain in their neighborhoods and "age in place."**

##### **Policy H 4.1**

Support older Southern Scottsdale residents' ability to maintain a desirable lifestyle within their existing neighborhoods.

**Response:** Phase 2 of Gentry on the Green includes the opportunity to incorporate senior living in the land use mixed proposed with the development plan. The goal is to create a multi-generational lifestyle opportunity for the residents of Scottsdale with direct access to recreational amenities, multimodal transportation options, and supporting commercial land uses. Additionally, the site is within close proximity to HonorHealth Osborn offering state-of-the art medical care and support. Notably, a new residential health care facility was recently approved for the northeast corner of Camelback and Hayden, which demonstrates this area's desirable location for "age in place" housing options.

## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

#### COMMUNITY MOBILITY

##### **Goal CM1**

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

##### **Policy CM 1.1**

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

##### **Policy CM 1.3**

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

##### **Policy CM 1.7**

*Promote "complete streets" concepts to encourage multimodal opportunities on Southern Scottsdale's arterial streets.*

**Response:** In addition to the bicycle tourism focus and celebration of bicycle and pedestrian connectivity as the primary emphasis of alternative transportation for Gentry on the Green, the project will be designed in a way that thoughtfully integrates newer forms of alternative transportation, such as rideshare applications, and will provide designated areas for Uber and Lyft pickups and drop-offs, which will greatly enhance residents' ability to travel quickly and conveniently, without relying on their own vehicles.

From a more traditional vehicular access standpoint, the site adjoins Camelback Road, is located 200 feet west of Hayden Road, and is within 1.5 miles of the Loop 101 freeway, all of which provide regional access. From a mass transit mobility standpoint, Valley Metro bus route 81 runs along Hayden Road from Chandler Boulevard to Shea Boulevard with a bus stops located in close proximity to the site on at the northeast corner of Hayden and Camelback (northbound) and approximately 200 feet south of the southwest corner of Hayden and Camelback (southbound). Scottsdale Trolley (route 68CM) provides service in the area with north-south access on Miller Road extending from the McDowell Road to Mountain View Road and east-west access through Old Town and South Scottsdale, traversing Camelback Road (with stops adjacent to the

Property) to Scottsdale Community College. The "complete streets" concept will be supported through dedications and improvements designed to accommodate vehicles, bikes and pedestrians along Camelback Road and 78th Street.

##### **Goal CM4**

**Advance the role of pedestrians and bicycle mobility and connectivity within Southern Scottsdale.**

##### **Policy CM 4.1**

*Provide physical improvements for streets and right-of-ways to promote pedestrian and cyclist comfort through Southern Scottsdale.*

##### **Policy CM 4.2**

*Support improvement of transit stops to be more pedestrian friendly with shade, bicycle lock-up facilities, and trash receptacles.*

##### **Policy CM 4.4.**

*Promote greater non-motorized connectivity between transportation systems, residential neighborhoods, Regional Centers, Activity Areas, Corridors, canals, schools, parks, Indian Bend Wash, and Pagago Park*

**Response:** The Property is ideally located for mixed-use development given its proximity to the Indian Bend Wash Greenbelt and numerous recreational amenities within walking and biking distance including, but not limited to, the Indian School Park and Tennis Center, Chaparral Park, Club SAR fitness facility and Continental Golf Club. The site will play a key role in providing the missing link for off-street access between the Indian Bend Wash Greenbelt and Old Town with the creation a central public open space amenity, The Paseo, which runs east-west through the site and designing the development around the importance of fostering strong bicycle and pedestrian relationships with the built environment. The developer will provide physical improvements to the right-of-way and edge condition to accommodate pedestrians and cyclists creating a shaded comfortable environment. Transit stops adjacent to the Property will be improved per City standards to include shade and trash receptacles and may include bicycle lock-up facilities depending on size and location constraints.



## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

#### **Goal CM6**

**Mitigate the impacts of Southern Scottsdale's vehicular traffic on adjacent residential neighborhoods.**

#### **Policy CM 6.2**

*Maintain appropriate traffic flow on major and minor arterials to minimize traffic impacts in residential areas.*

**Response:** The Property is well situated for vehicular access. The Property is located on Camelback Road (a minor arterial), is within 200 feet of Hayden Road (a major arterial) and is located within 1.5 miles of the Loop 101, all of which provide regional transportation access. Valley Metro bus access is available near the site with bus stops located just north and south of the Camelback/Hayden intersection and Scottsdale Trolley service along Camelback, directly adjacent to the Property. Improvements to 78th Street include angled parking spaces, bike lanes and enhanced pedestrian connectivity and shade. Traffic will be encouraged to flow to the surrounding major arterials and away from the residential neighborhoods. A complete Traffic Impact and Mitigation Analysis (TIMA) is provided with the zoning submittal.

### OPEN SPACE & RECREATION

#### **Goal OSR 1**

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

#### **Policy OSR 1.2.**

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

#### **Policy OSR 1.3.**

*Provide regulatory incentives to proposed development in exchange for the creation of new open spaces throughout Southern Scottsdale.*

#### **Policy OSR 1.4.**

*Promote public and private partnerships and intergovernmental agreements to protect, preserve, maintain, enhance and/or expand regional open spaces in and around Southern Scottsdale.*

**Response:** The proposed mixed-use development will advance the site's relationship with the Indian Bend Wash Greenbelt by completely opening the eastern edge condition and creating a seamless connection to this renowned open space corridor and celebrating this important north-south open space linkage. Further, the developer intends to create a large publicly accessible open space amenity on private land that directly engages with the public Greenbelt. This central open space amenity, The Paseo, will expand connectivity and recreational synergy by providing a link between the Indian Bend Wash Greenbelt and Old Town and enhancing the open space environment of Southern Scottsdale.

#### **Goal OSR 3**

**Continue to maintain and enhance the Indian Bend Wash as a primary open space resource that provides for community and regional recreation needs.**

#### **Policy OSR 3.1.**

*Encourage public and private investments to improve, enhance, and upgrade existing open spaces and indoor and outdoor recreational facilities throughout the Indian Bend Wash to continuously offer quality recreational opportunities to the community.*

#### **Policy OSR 3.2**

*Evaluate a change in land use and development orientation on properties adjacent to the Indian Bend Wash to promote interplay of complementary activities such as dining, recreational/rental facilities, and social gather spaces.*

## IV. City Plans and Policies

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

#### **Policy OSR 3.3.**

*Create new and improve existing access between neighborhoods and the Indian Bend Wash.*

**Response:** With a focus on bicycle tourism, Gentry on the Green will create a new open space connection between the Indian Bend Wash Greenbelt and Old Town, improving residential and business access to the established path network for the enjoyment of residents and tourists. The development plan provides The Paseo, a central public open space amenity, and fingers of open space that undulate around the building form providing movement and visual interest creating larger gathering spaces and smaller more intimate respites. The Paseo, a direct extension of the Indian Bend Wash Greenbelt, will activate the ground level by creating an open space corridor with a range of activities including, but not limited to, the Bicycle Pavilion, outdoor seating spaces, shaded grove, event lawn, splash pad and public art. ColRich is making a voluntary contribution of \$1 per gross square foot of building area, excluding parking structures. It is the developer's intent for the public art contribution to be installed/constructed on the Gentry project site.

### PRESERVATION & ENVIRONMENTAL PLANNING

#### **Goal PE 1**

**Promote conservation and sustainability within neighborhoods.**

#### **Policy PE 1.3.**

*Encourage compact development to reduce auto dependency and parking requirements, encourage multi-modal transportation options, provide open space, and facilitate pedestrian mobility.*

**Response:** The site is desirable for mixed-use development due to the multitude of surrounding services, retail and restaurants within walking and biking distance of the Property, which promotes reduced dependency vehicles use. The primary focus of Gentry on the Green is bicycle tourism and connectivity to the Indian Bend Wash Greenbelt and designing a community around the bicycle and pedestrian with the goal of providing a link extending from the Indian Bend Wash Greenbelt to Old Town. The site also benefits from nearby access to Valley Metro bus lines and Scottsdale Trolley stops.

#### **Goal PE 2**

**Mitigate the urban heat island effect.**

#### **Policy PE 2.1**

*Continue to examine new and reinvestment development plans to identify strategic landscape opportunities for passive building cooling and to provide shaded pavement in parking lots and on streets.*

**Response:** This mixed-use development focused on bicycle tourism 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 and site design and plans to develop in accordance with green building standards where possible. The development plan proposes an array of sustainable strategies to include, but not limited to, minimizing surface parking, incorporating solar panels on the parking structures, implementing 90% permeable paving or surfaces within The Paseo, providing over 50% shade cover on all sidewalks, implementing rainwater harvesting for onsite irrigation, and the integration of low-water use plant materials throughout.

#### **Goal PE 3**

**Continue ongoing improvements to water management and quality.**

#### **Policy PE 3.4**

*Manage stormwater effectively throughout Southern Scottsdale by developing more urban oriented and cost-effective retention and mitigation solutions for new and existing development.*

#### **Policy PE 3.6**

*Promote Southern Scottsdale water conservation by planting indigenous and adapted desert plant and tree species to reduce landscape water usage.*

**Response:** The developer intends to implement rain water harvesting for onsite irrigation and will integrate indigenous, low-water use plant species with the redevelopment of the Property.



## IV. City Plans and Policies

---

### C. Southern Scottsdale Character Area Plan (SSCAP) Goals & Policies

**Goal PE 4**  
**Improve air quality.**

**Policy PE 4.1**  
*Offer multi-modal, alternative motorized, and non-motorized transportation choices such as transit, trolleys, and bicycles as a means to reduce air pollution emissions.*

**Response:** The project was designed with a focus on cyclability and walkability to promote modern urban design and a lifestyle that celebrates the interactive recreational opportunities inherent to the site. The focus on multimodal transportation options including walking, bicycling, public transit and rideshare will reduce vehicle-dependency thereby reducing air polluting emissions and improving air quality.

**Goal PE 5**  
**Foster energy efficiency and renewable energy generation throughout Southern Scottsdale.**

**Policy PE 5.4**  
*Encourage onsite building development to include solar and other renewable energy generation capabilities.*

**Response:** All proposed above grade parking structures will be designed with solar collection systems on the top levels to provide renewable energy generation as well as provide shade for parked vehicles and reduces the urban heat island effect.

# V. MASTER PLAN

## Gentry on the Green DEVELOPMENT PLAN

A. Illustrative Master Plan	page 51	P. Parking Plan	page 79
B. Site Plan	page 52	Q. 78th Street Access Diagram	page 80
C. Phasing Plan	page 53	R. Fire Lane Plan	page 81
D. Open Space Plan	page 54	S. Refuse Collection Diagram	page 82
E. Transitions Plan	page 55	T. Landscape Master Plan: Planting	page 83
F. Average Setback Diagram	page 58	U. Landscape Master Plan: Hardscape	page 84
G. Building Height Plan	page 59	V. Landscape Master Plan: Design Concepts	page 85
H. Conceptual Elevations	page 60		
I. Site Sections	page 68		
J. Building Setback Envelopes	page 69		
K. Conceptual Perspectives	page 70		
L. Pedestrian Circulation Plan	page 75		
M. Shaded Walkways	page 76		
N. Bicycle Circulation Plan	page 77		
O. Vehicular Circulation Plan	page 78		





## V. MASTER PLAN

### A. Illustrative Master Plan





## V. MASTER PLAN

### B. Site Plan



#### Phase Two

Site Area: 14.97 gross acres

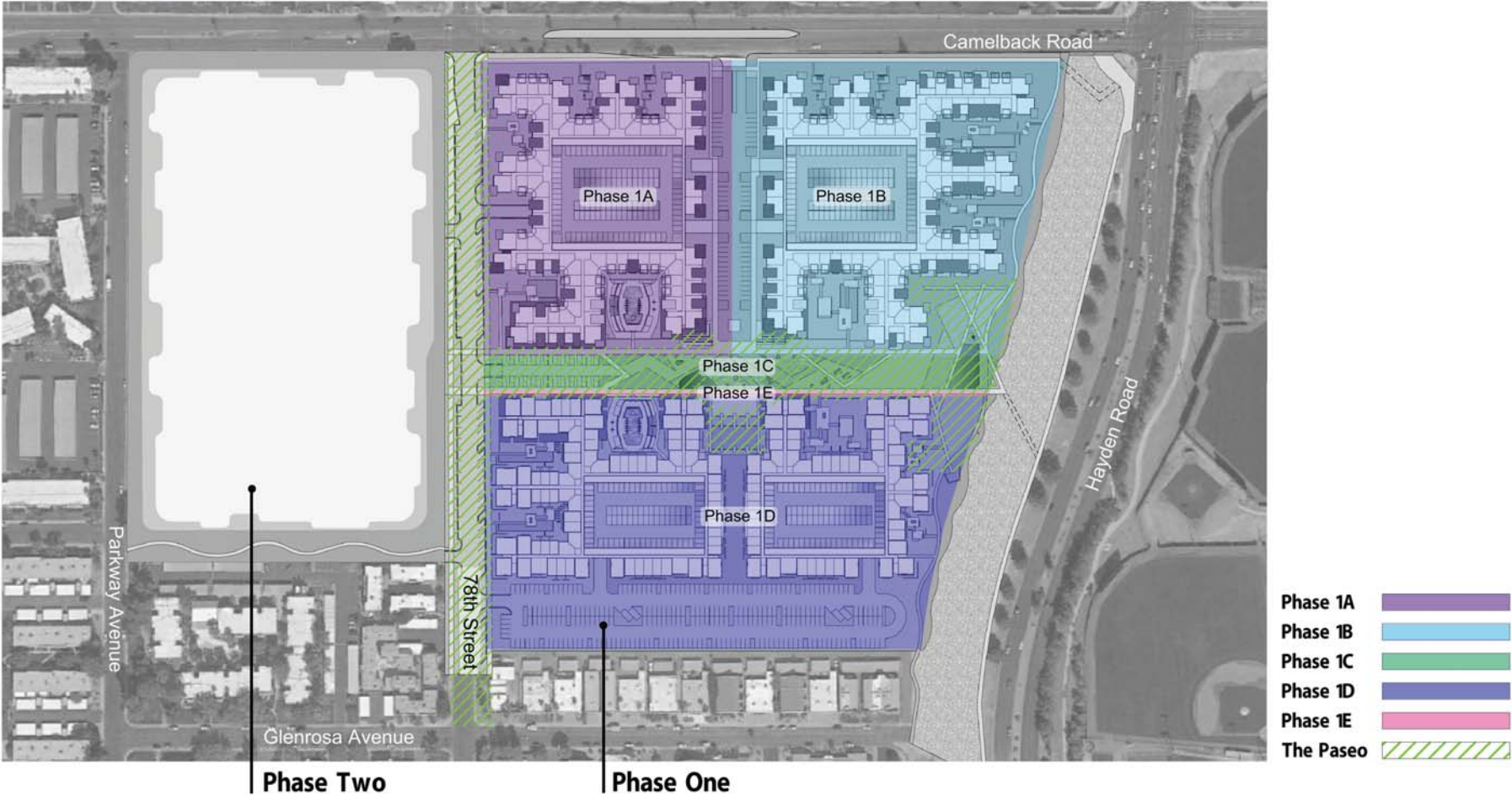
#### Phase One

Site Area: 26.53 gross acres  
 Residential Unit Total: 1,214 units  
 Total Non-Residential Area: 21,000sf  
 Total Retail Area: 20,000sf  
 Total Retail Patio Area: 2,800sf  
 Total Non-Residential / Retail Area: 43,800sf  
 Total Parking Required: 1,950 spaces [per zoning ordinance]  
 Total Parking Provided: 2,431 spaces [includes 78th street parking]

#### Site Plan

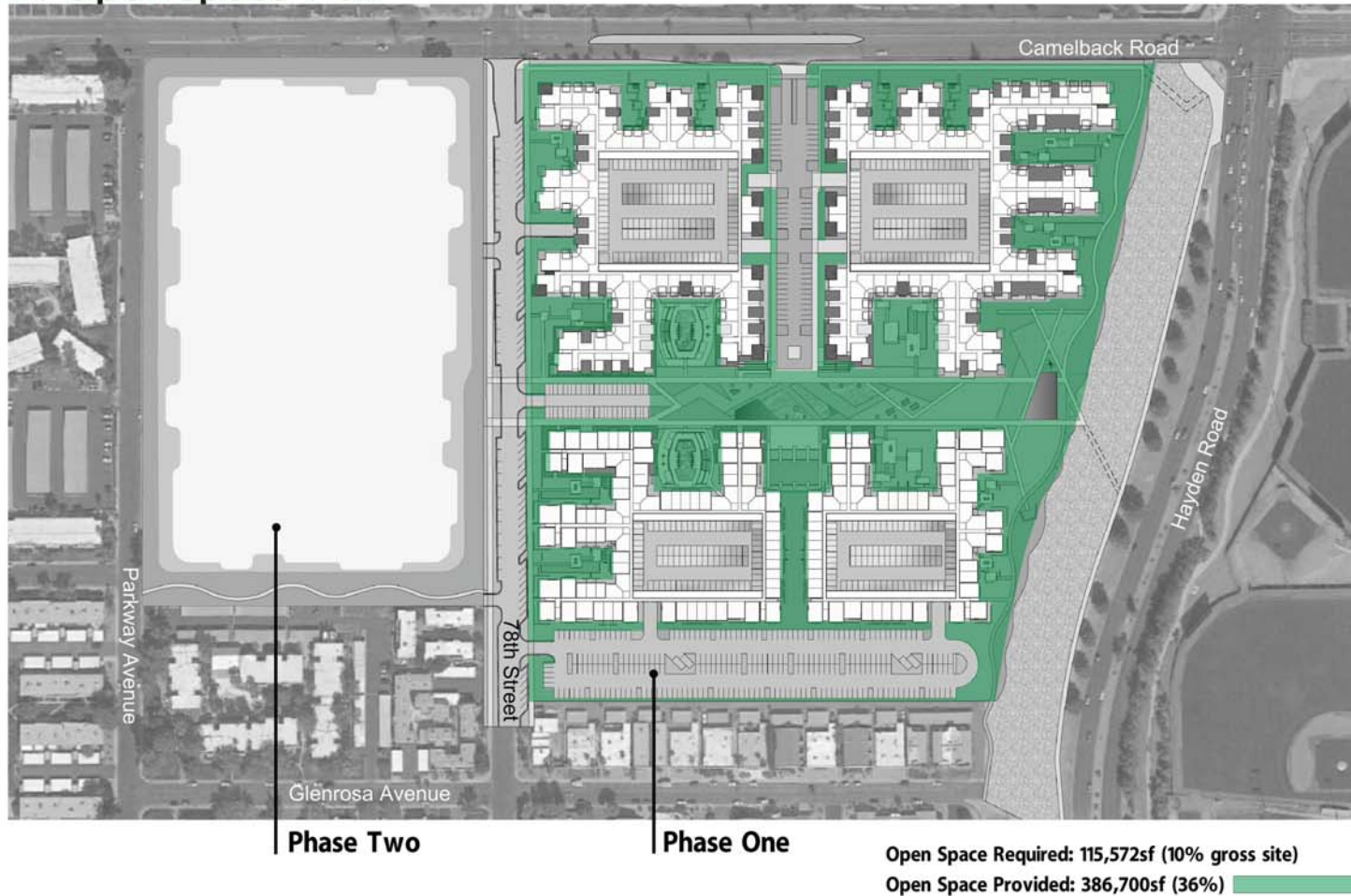


C. Phasing Plan



## V. MASTER PLAN

### D. Open Space Plan



NOTE: Private outdoor living space requirements for individual units will comply with Section 5.5005.1.1. of the Zoning Ordinance.



## V. MASTER PLAN

### E. Transitions Plan - 1



East Existing Site Plan Frontage (36%)



East Proposed Site Plan Frontage (71%)

## V. MASTER PLAN

### E. Transitions Plan - 2



**North Proposed Site Plan Frontage (43%)**



**North Existing Site Plan Frontage (31%)**



## V. MASTER PLAN

### E. Transitions Plan - 3

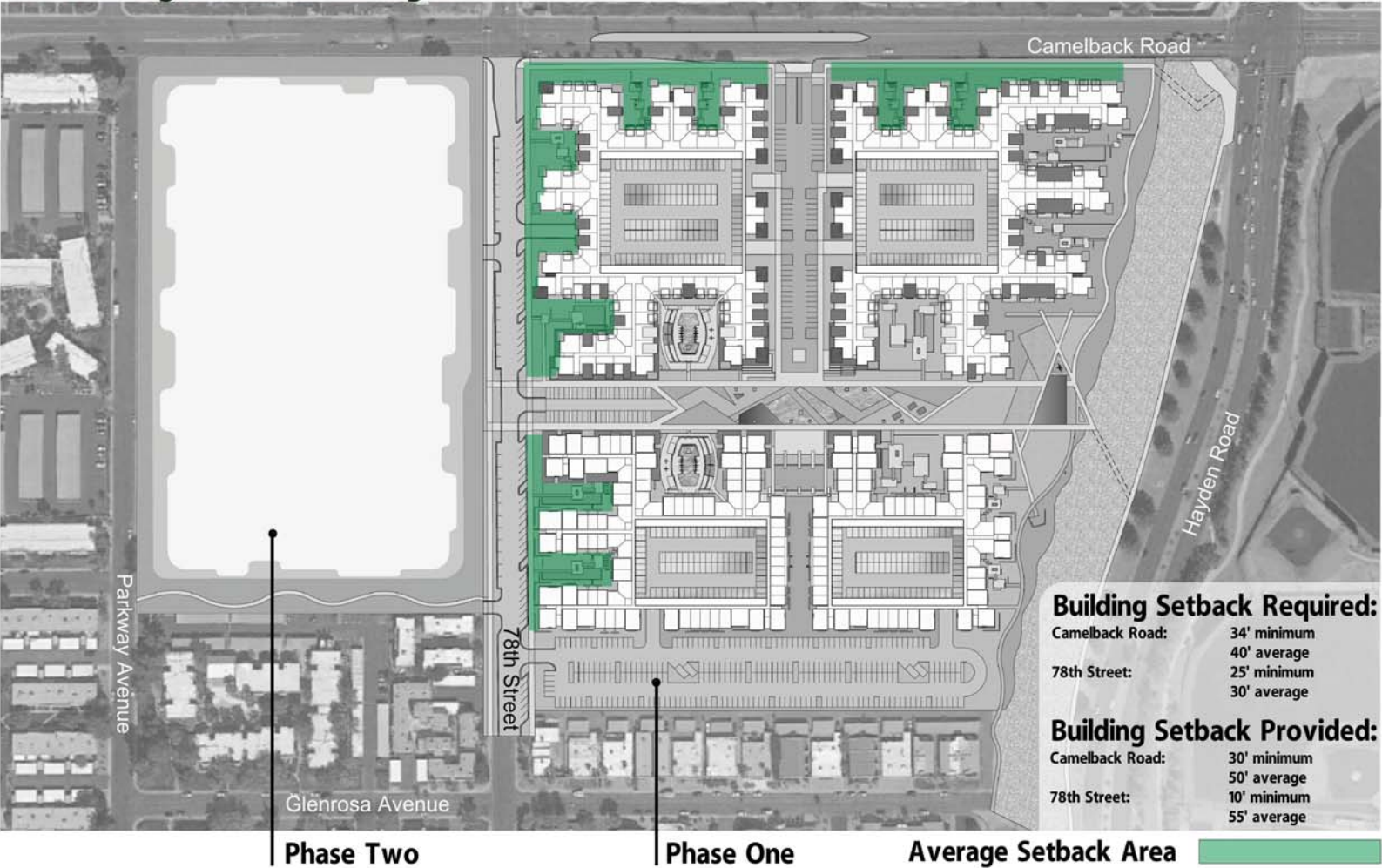


**South Proposed Site Plan Frontage**



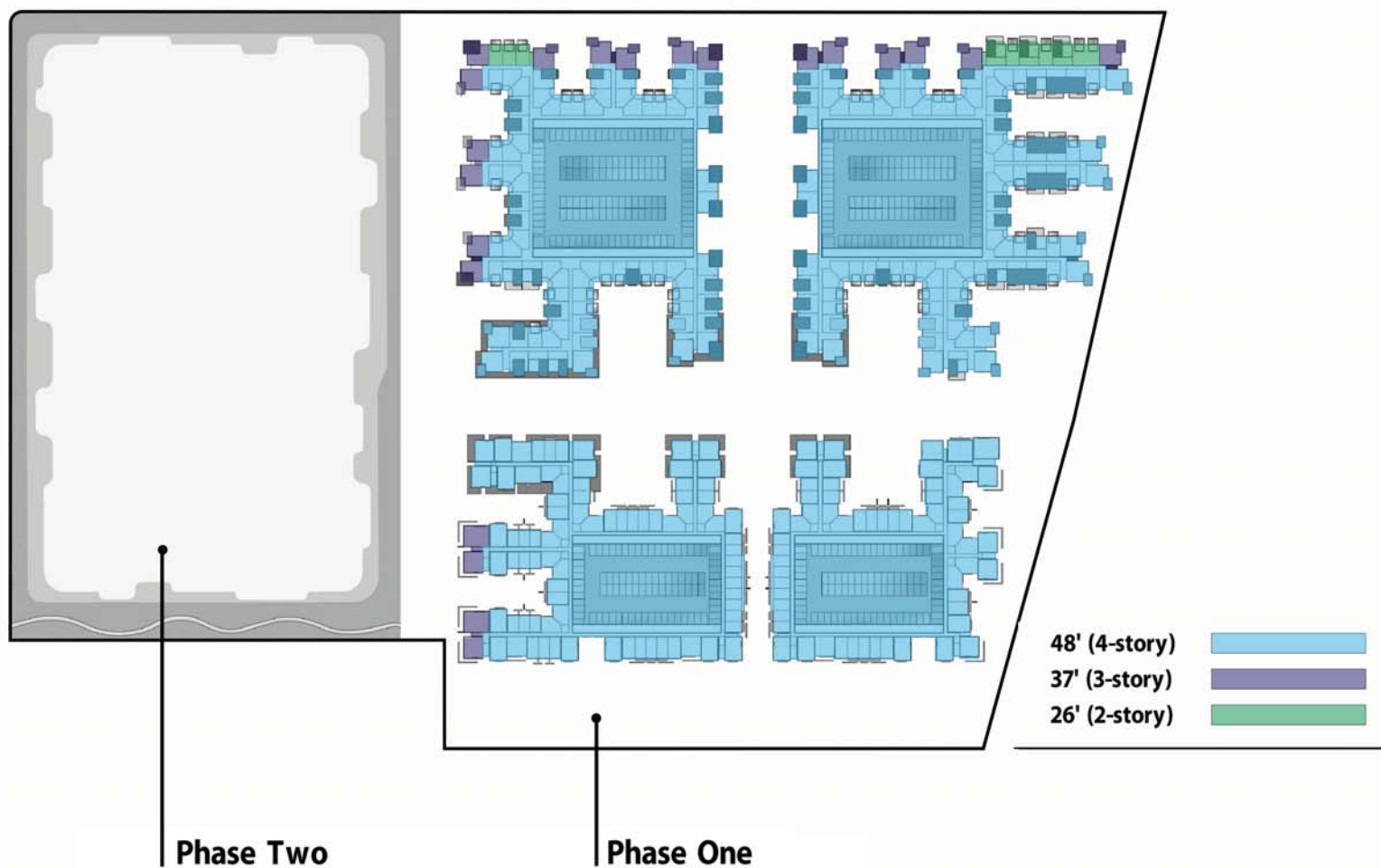
**South Existing Site Plan Frontage**

F. Average Setback Diagram





## G. Building Height Plan



## H. Conceptual Elevations - 1





## H. Conceptual Elevations - 2



## V. MASTER PLAN

### H. Conceptual Elevations - 3





H. Conceptual Elevations - 4



Building B

## V. MASTER PLAN

### H. Conceptual Elevations - 5



**Building C**



## V. MASTER PLAN

### H. Conceptual Elevations - 6



### Building C

## V. MASTER PLAN

### H. Conceptual Elevations - 7



**Building D**



## V. MASTER PLAN

### H. Conceptual Elevations - 8



**Building D**

## V. MASTER PLAN

### I. Site Sections





## J. Building Setback Envelopes



NORTH ELEVATION

**North**



WEST ELEVATION

**West**

## K. Conceptual Perspectives - 1





## K. Conceptual Perspectives - 2





## K. Conceptual Perspectives - 3





## K. Conceptual Perspectives - 4



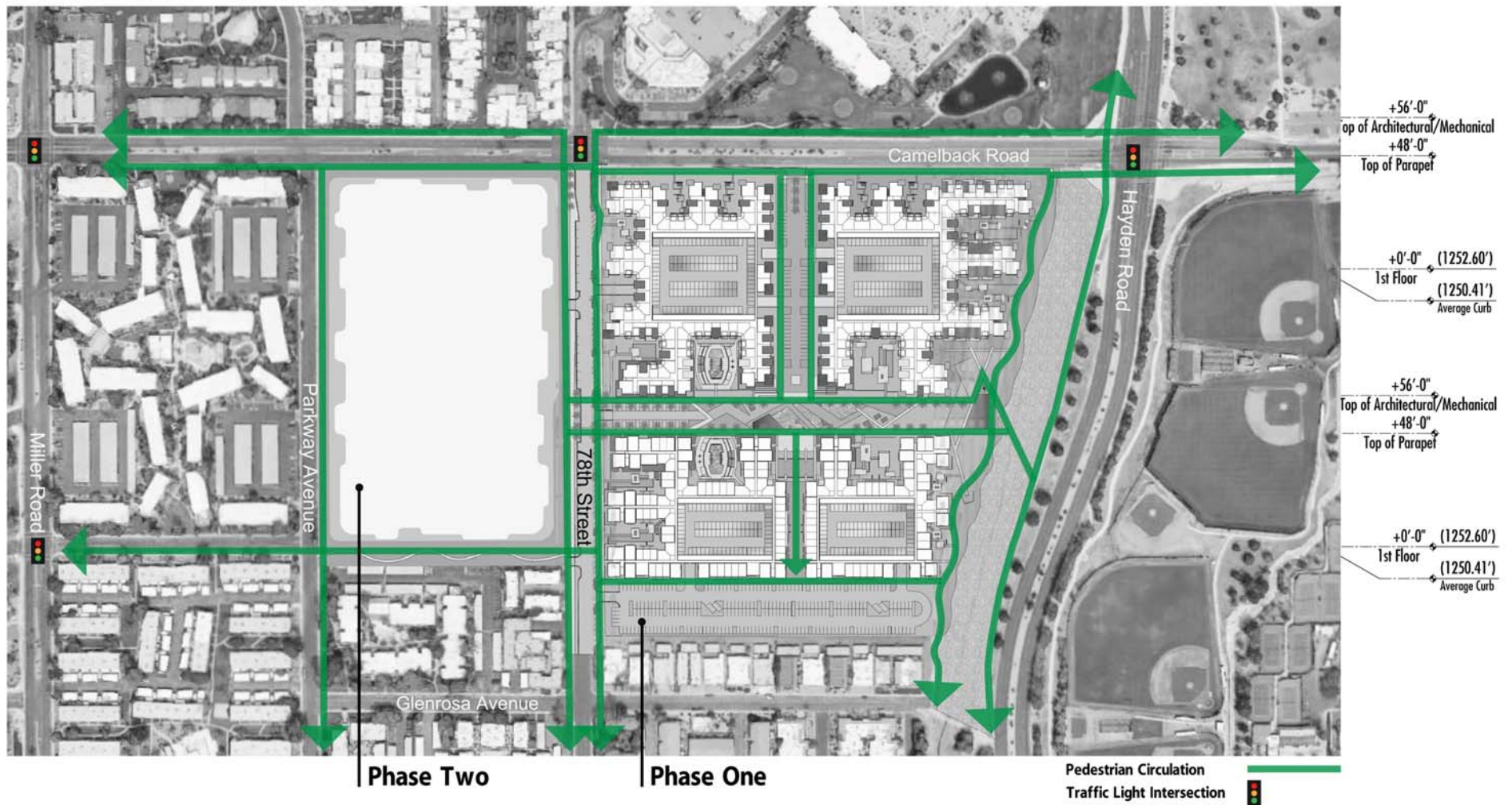
## K. Conceptual Perspectives - 5



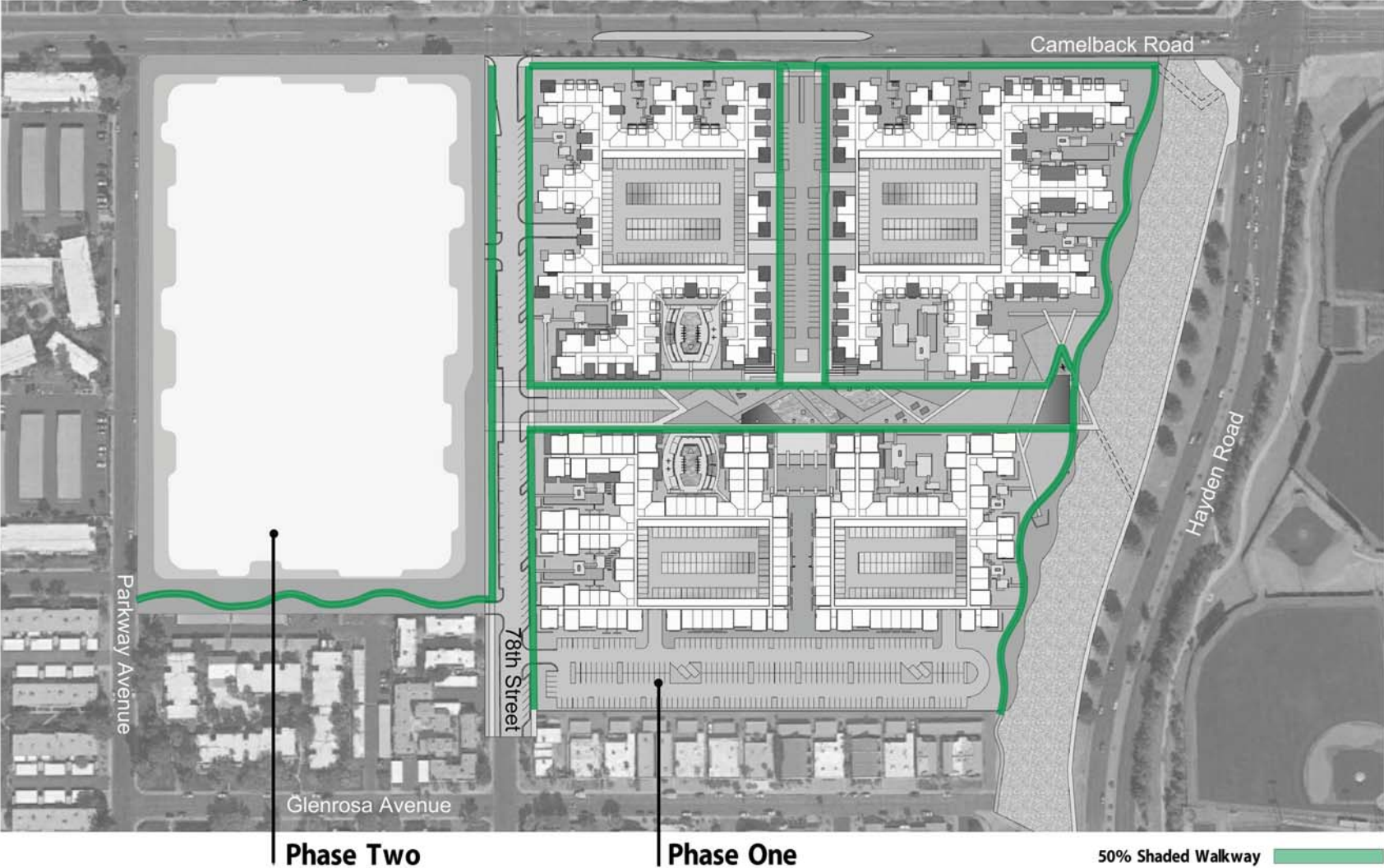


## V. MASTER PLAN

### L. Pedestrian Circulation



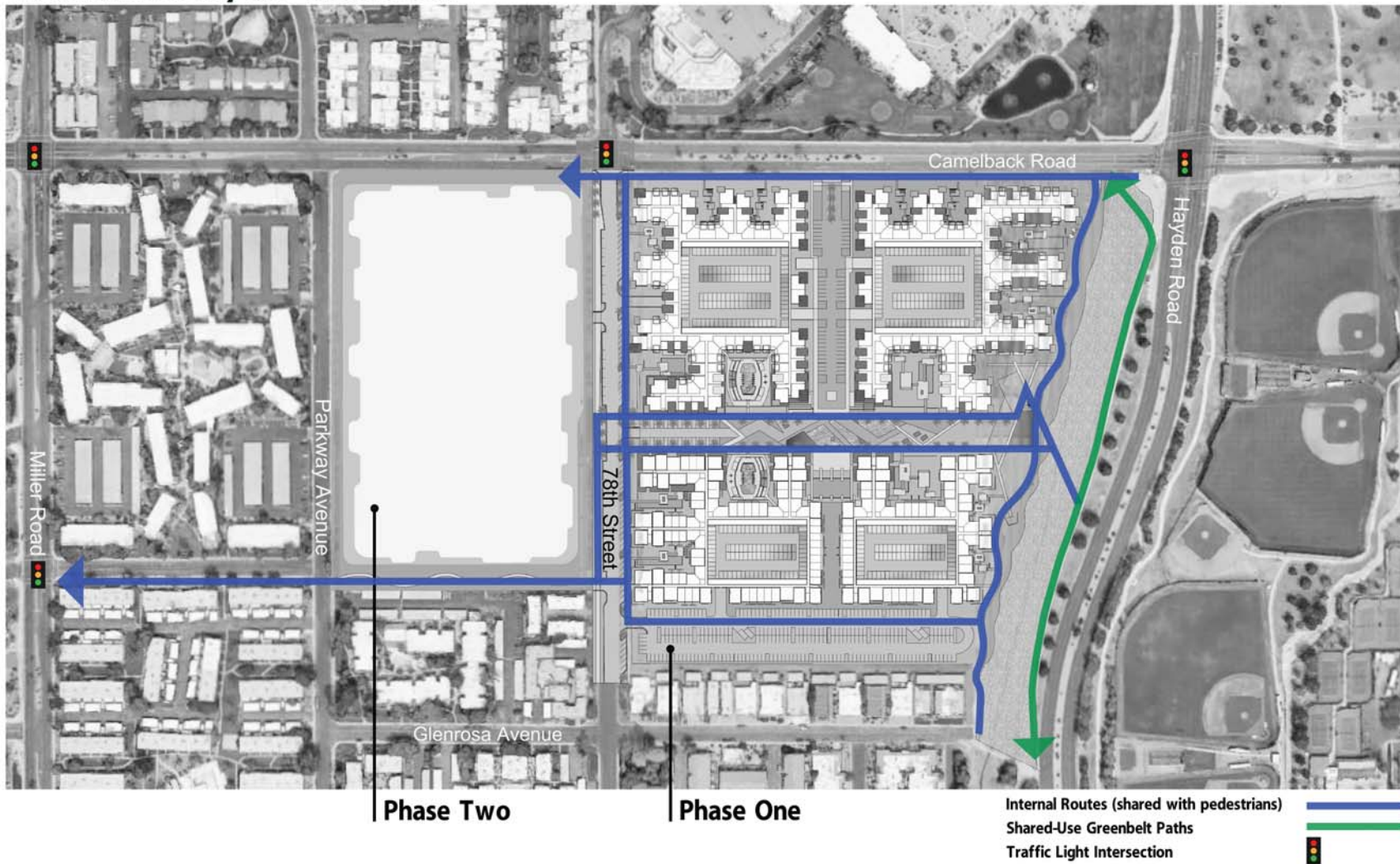
M. Shaded Walkways





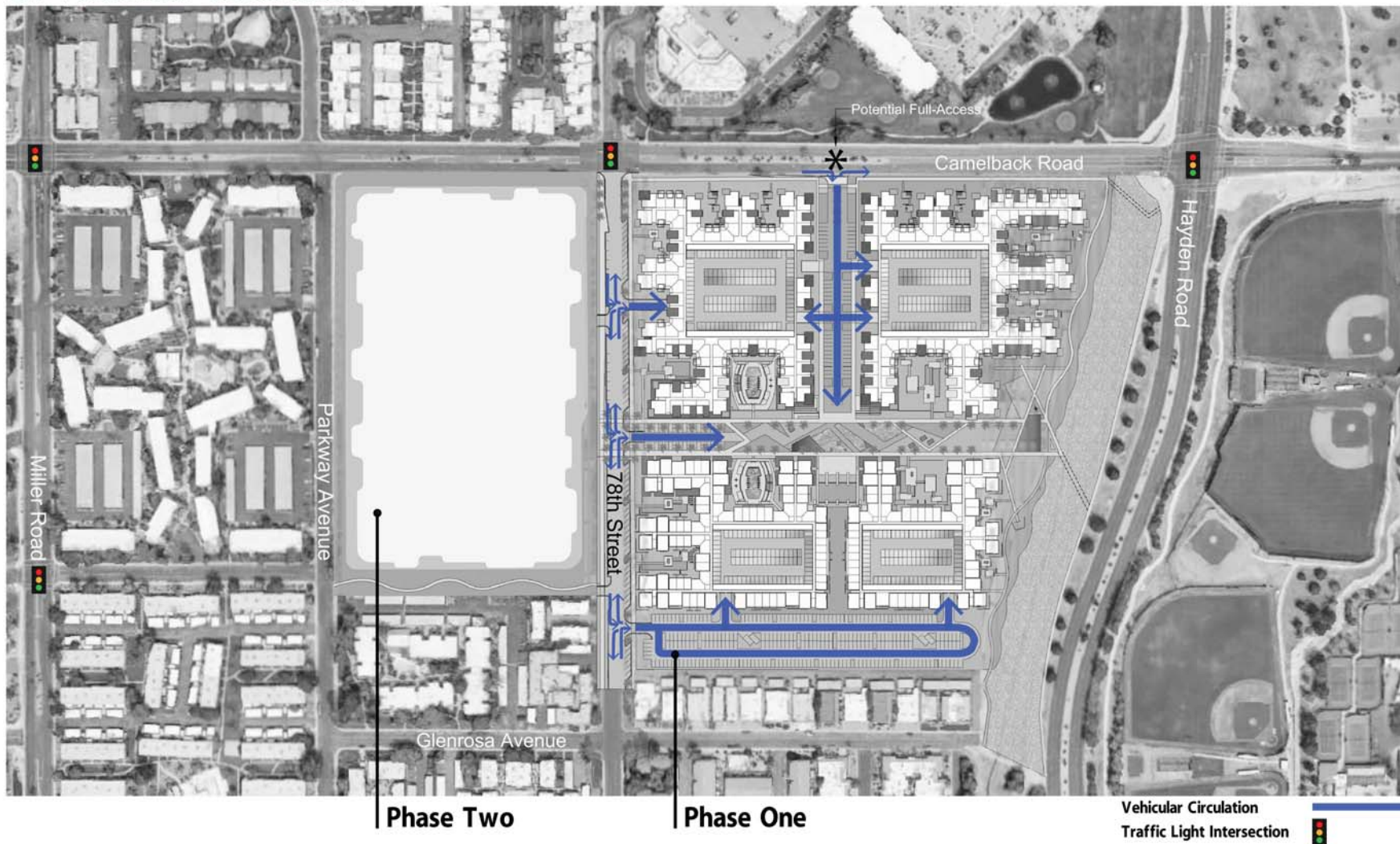
## V. MASTER PLAN

### N. Internal Bicycle Circulation



## V. MASTER PLAN

### O. Vehicular Circulation





## V. MASTER PLAN

### P. Phase One Parking Plan



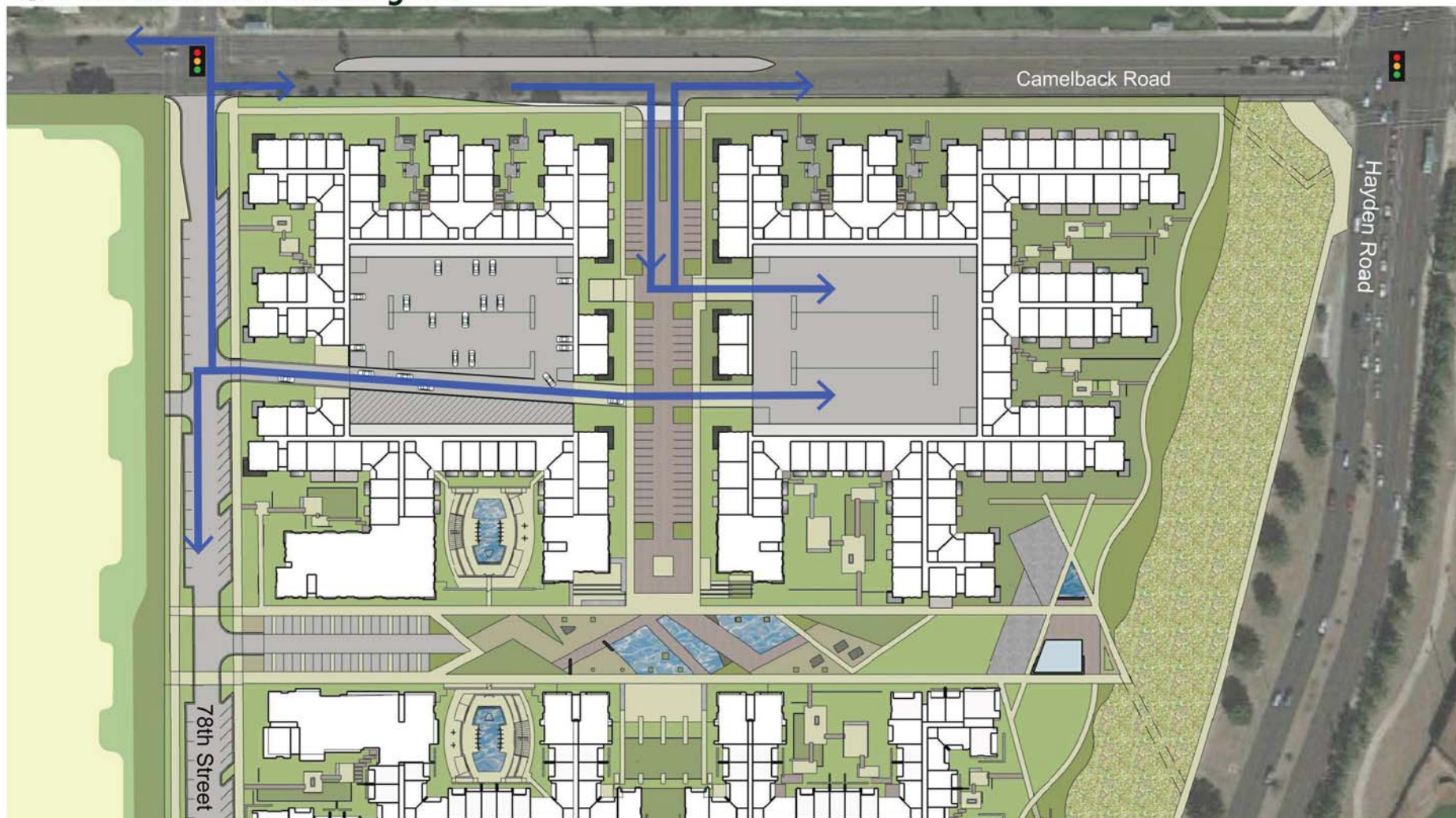
#### Parking Required:

158 Studio x 1.25	198 spaces
370 1-Bedroom x 1.30	481 spaces
564 2-Bedroom x 1.70	959 spaces
122 3-Bedroom x 1.90	232 spaces
20,000sf Retail / 250sf	80 spaces
<b>Total:</b>	<b>1,950 spaces</b>

#### Parking Provided:

Tenant/Guest Parking	2,221 spaces	
Public Parking	134 spaces	
On-Street Parking	76 spaces	
<b>Total:</b>	<b>2,431 spaces</b>	<b>(25% increase)</b>

## Q. 78th Street Access Diagram





V. MASTER PLAN

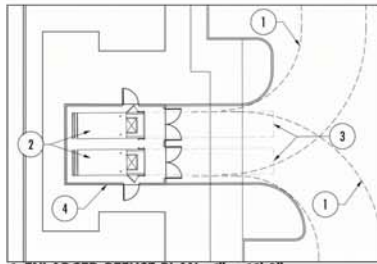
R. Fire Lanes Plan



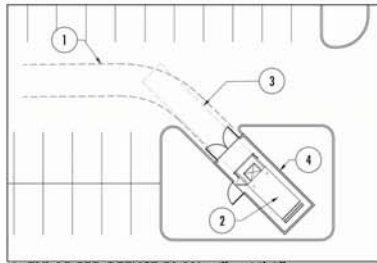
Note: Unobstructed vertical clearance minimum 13'6" for all fire lanes  
Note: Fire lane surface will support 83,000 lbs GVW

## V. MASTER PLAN

### S. Refuse Collection Diagram



1. ENLARGED REFUSE PLAN - 1" = 16'-0"



2. ENLARGED REFUSE PLAN - 1" = 16'-0"

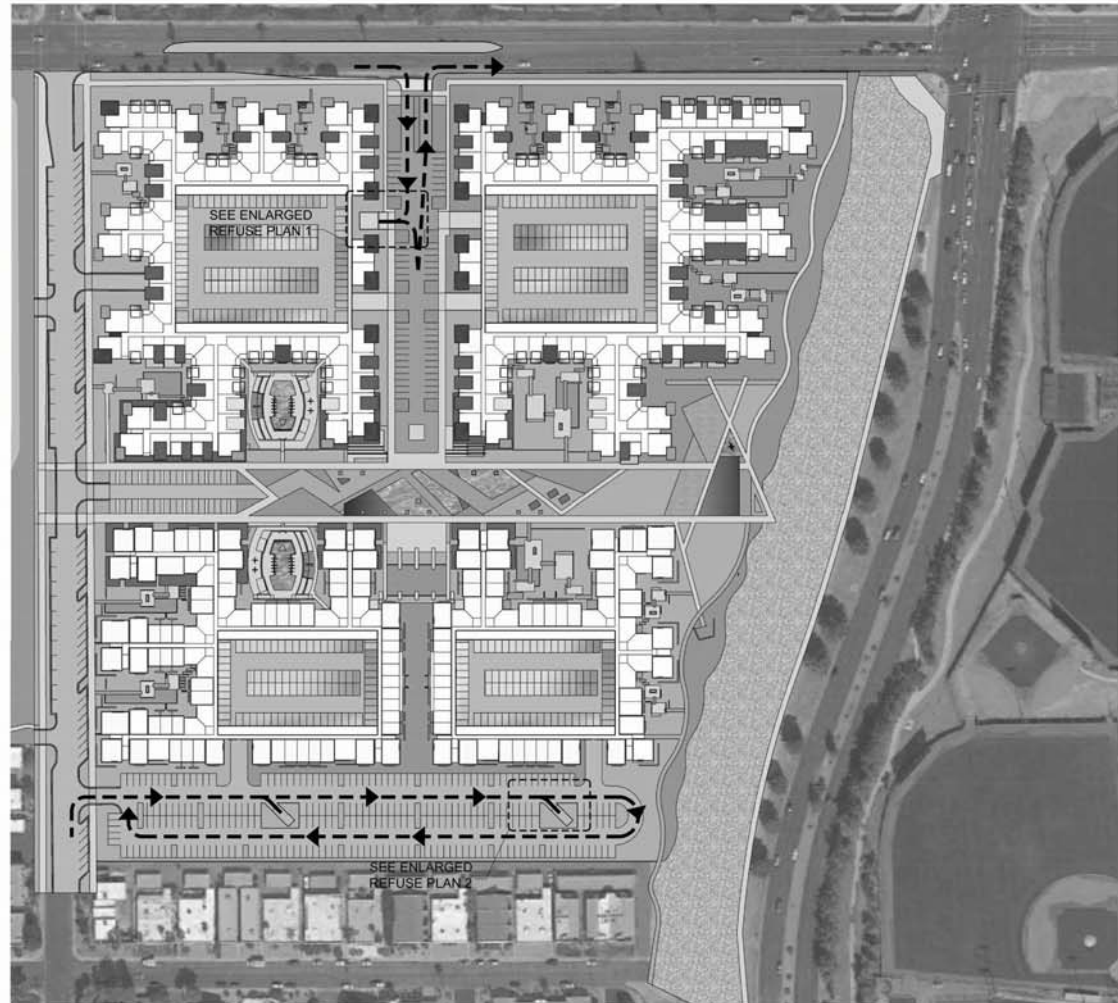
#### Refuse/Recycle Capacity

1,214 Units / 30 Units x 2 Enclosures with Recycling = 81.0 Enclosures  
81.0 Enclosures x 6 yards per enclosure = 486 Yards  
486 yards x 4:1 C.O.S. Compaction Ratio = 121.5 Yards

#### Keynotes

1. 45' TRUCK TURNING RADIUS
2. DUAL REFUSE / RECYCLING COMPACTOR, SIMILAR TO MARATHON RJ-250SC (32YD)
3. 40' REFUSE VEHICLE LENGTH
4. 9'-0" TALL SCREEN WALL

PATH OF TRAVEL - Unobstructed vertical clearance 14' along path of travel and 25' of vertical clearance at concrete approach slab





## V. MASTER PLAN

### T. Landscape Master Plan: Planting



#### Planting Plan

- o All planting should follow a linear and geometric pattern.
- o Layering plants in a formal approach
- o The use of accent plants with a variety of color and texture
- o Canopy trees to emphasis shade over sidewalks and hardscape
- o Unique mix of rock mulch

#### TREE LEGEND

- A ACASIA SMALLII
- B CAESALPINIA CACALACO
- C CHITALPA TASHKENTENSIS
- D OLNEYA TESOTA
- E PARKINSONIA HYBRID
- F PHOENIX DACTYLIFERA
- G PROSOPIS HYBRID
- H SOPHORA SECUNDIFLORA

## V. MASTER PLAN

### U. Landscape Master Plan - Hardscape



#### Hardscape Plan

- o All hardscape should follow a linear and geometric pattern
- o Fire access lane shall be designated through a variety of materials, all within approved City standards
- o Hardscape materials to blend between fire, pedestrian, bicycle and automobile traffic
- o Hardscape may provide an opportunity for artistic impression

#### HARDSCAPE LEGEND

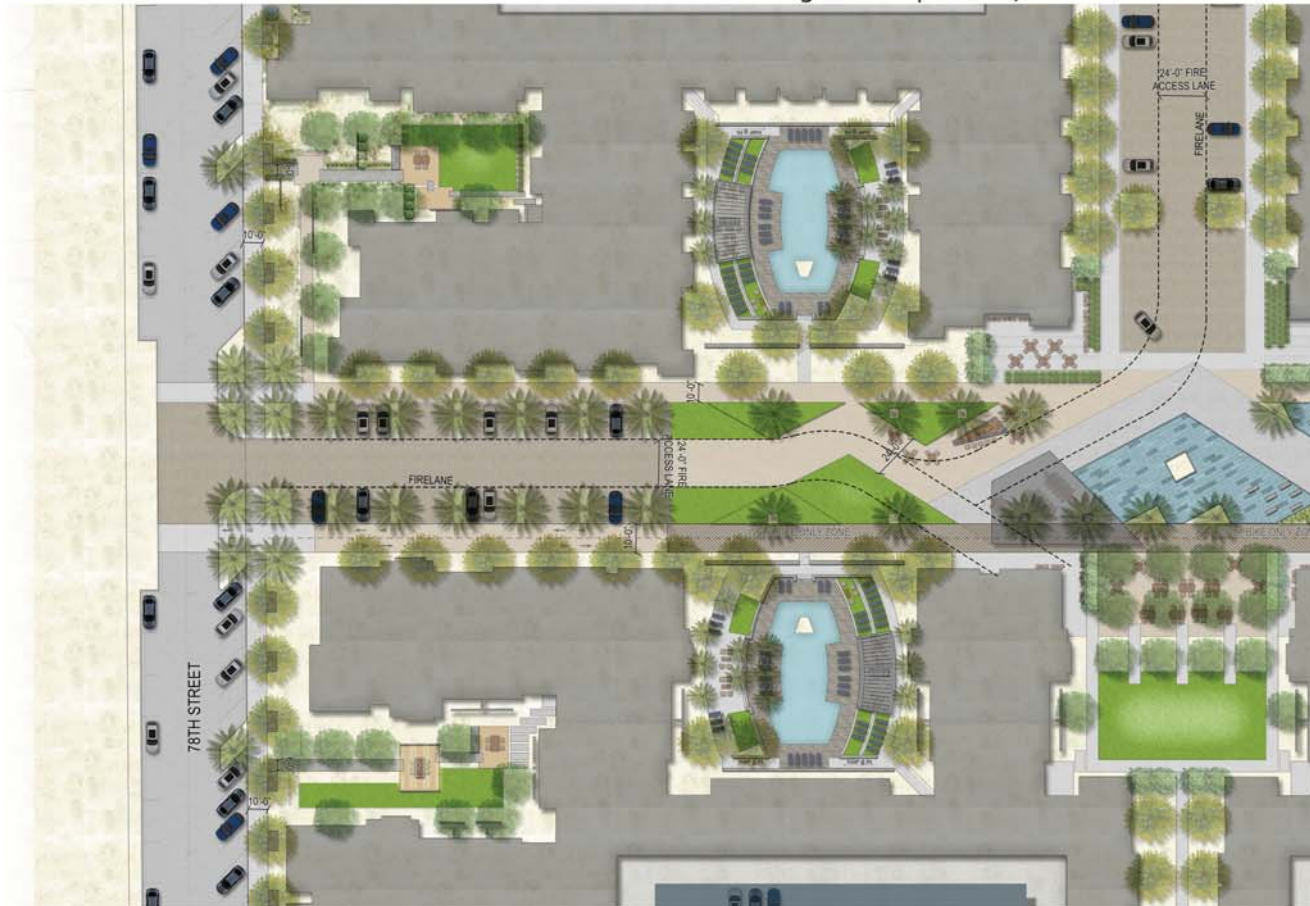
- A** INTEGRAL COLOR CONCRETE
- B** NATURAL PAVE PAVEMENT
- C** PERMEABLE CONCRETE PAVEMENT
- D** PERMEABLE PAVERS
- E** RAISED TURF
- F** STABILIZED DG
- G** TURF PAVE
- H** TURF
- I** PLANTER / TREE GRATE
- J** WALK BIKE ONLY ZONE DESIGNATED BY SIGNAGE
- K** INTEGRAL COLOR CONCRETE CROSSING INDIAN BEND WASH



## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 1

Design Concepts: Entry Plaza and West Walk



The Entry Plaza is designed with permeable pavers and paving that can double as an event space and parking. While minimal vertical curbing is planned as a barrier free design concept, parking is contained by the use of a combination off parking curbs and bollards allowing for free moving pedestrian circulation. As an integrated edge to the entry plaza, the West Walk provides lifestyle components that may include: raised lawns for play and art; a community fire feature for nighttime gathering; and covered shade for dining.

## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 2

#### Design Concepts: The Big Splash



The Big Splash is envisioned to play on the seasonal nature of water in the Sonoran Desert. The interactive water flows from the symbolic rain into a wash and finally into a thin reflective sheet of water for reflectivity and contemplation. The water not only provides an engaging space for active play but for serene, cooling effect for the environment.



## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 3

#### Design Concepts: The Observation Zone



Overlooking the Big Splash and a transitional zone to the adjacent residential that opens onto this space, the Observation Zone provides comfortable seating underneath a tree bosque for activities such as dining, gathering, table games and views of the active water play nearby. People can observe The Big Splash while engaging in more intimate conversations.

## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 4

#### NEW/REVISED EXHIBIT

#### Design Concepts: The Living Room



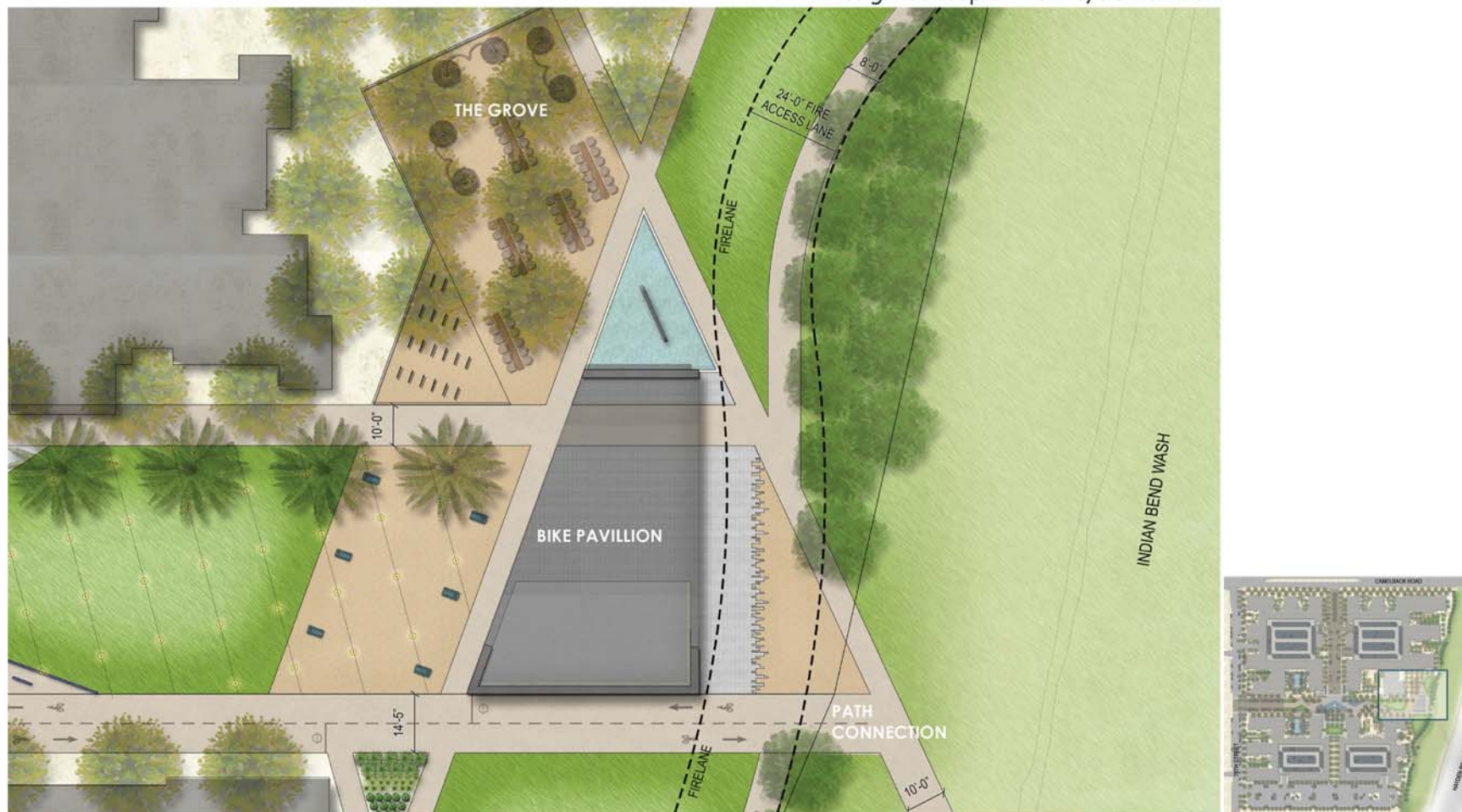
The Living Room is intended to be an extension of the surrounding retail and residences. Comfortable seating areas are distributed in the space in shaded 'conversation pods'. These pods may provide Wifi and power ports to encourage engaging the natural environment with daily activities such as student homework, home office work or general social media streaming.



## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 5

#### Design Concepts: The Bicycle Pavillion

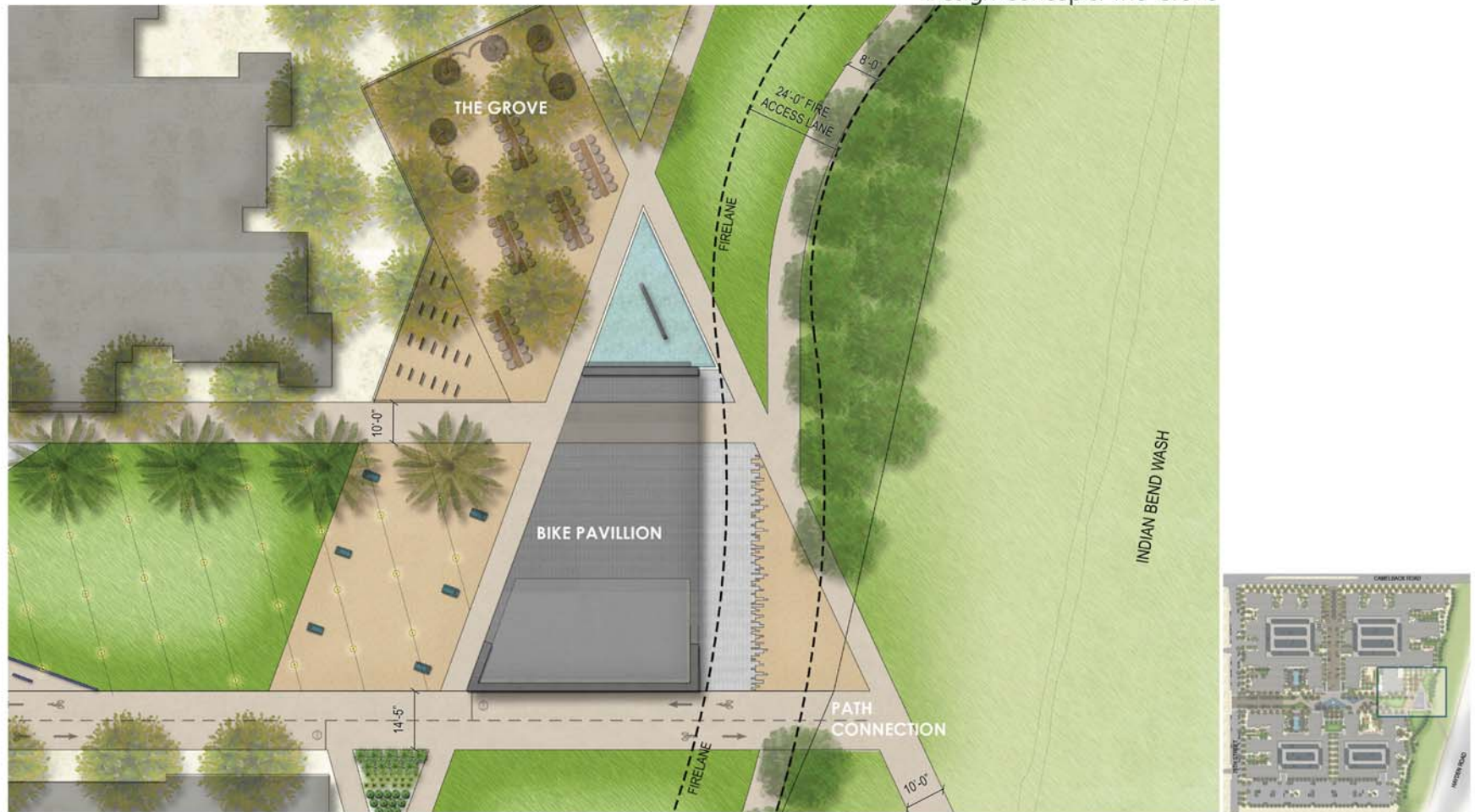


The hub and heart of the outdoor environment is the Bike Pavilion and surrounding supporting spaces.

## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 6

#### Design Concepts: The Grove



The hub and heart of the outdoor environment is the Bike Pavilion and surrounding supporting spaces.



## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 7



Great Lawn provides space for flexible programming including the potential for music or movies in the park, exercise or fitness classes, field play or picnic space.

## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 8

#### Design Concepts: Integration with Indian Bend Wash Greenbelt



Pedestrian and bicycle connection with the Indian Bend Wash Greenbelt is integral to the project and the environmental design concepts.

A trail connection has been made from the Bike Pavilion to the existing trail on the east side of the wash. This should be an at grade crossing, compatible with all drainage constraints and ADA accessible.





## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 9



The residential courtyards are currently the only non-public exterior environments designed within the project. These courtyards consist of residential oriented programming including, but not limited to, pools, spas, fire pits, private decks and seating areas. NOTE: Private outdoor living space requirements for individual units will comply with Section 5.5005.I.1. of the Zoning Ordinance.

## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 10

#### Design Concepts: Streetscapes - 1



The Streetscapes and pedestrian-centric plazas are currently designed to be tree shaded comfortable spaces with permeable paving and textural planting.



## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 11

#### Design Concepts: Streetscapes - 2



Site furnishings, lighting and site elements are intended to be artistic with Gentry on the Green's bike-oriented community in mind.

## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 12

#### Design Concepts: Streetscape Zones





## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 13

#### Design Concepts: Streetscape Sections

SECTION A-A



SECTION B-B



## V. MASTER PLAN

### V. Landscape Master Plan: Design Concepts - 14

#### Design Concepts: Fire Lane Sections

SECTION C-C



SECTION D-D





# VI. DESIGN PRINCIPLES & GUIDELINES

## Gentry on the Green DEVELOPMENT PLAN

A. Principles and Guidelines	page 99
B. Architecture Design Principles	page 100
C. Architecture Design Guidelines	page 101
D. Landscape Architecture Design Principles	page 109
E. Landscape Architecture Design Guidelines	page 110
F. Landscape Plan Plant Matrix	page 121
G. Landscape Plan Plant Palette	page 125
H. Cultural Amenities Design Principles	page 144
I. Cultural Amenities Plan	page 146
J. Cultural Amenities Design Guidelines	page 147





## VI. DESIGN PRINCIPLES AND GUIDELINES

Gentry on the Green will be developed using design principles and guidelines defined in this section of the Development Plan. These principles and guidelines are general in nature. They do not point to specific design solutions, but rather describe character, intent and aspiration. They provide a framework for design.

The design principles and guidelines are focused on assuring that Gentry on the Green will be:

1. A great place to live
2. A mixed-use neighborhood that embodies sustainability as a core value
3. A new hub for bicycle tourism and all things "bicycle"
4. A great new gathering place on the Indian Bend Wash Greenbelt near Old Town
5. An active, welcoming place
6. A place full of art, delight, things to do, things to see
7. A place for all ages

### Design Principles

Design principles address overall "big-picture" objectives to be addressed during development and final design. They show the desired outcomes of design related to architecture, landscape architecture, cultural amenities and other features.

### Design Guidelines

Design guidelines are sets of finer-grained statements that show how the design principles can be put into action to achieve their desired results. They are accompanied by related images that illustrate conceptual design possibilities and ideas.

The following sets of design principles and guidelines are included:

- Architectural Design Guidelines
- Landscape Design Guidelines
- Lighting Guidelines
- Signage Guidelines
- Guidelines for Private Residential Spaces and Common Areas
- Community Features - The Bicycle Pavilion Open Spaces
- Cultural Amenities Guidelines





## VI. Design Principles and Guidelines - ARCHITECTURE

### Architecture Design Principles

- 1. Architecture will express desert-appropriate contemporary design.**  
Scottsdale is a Sonoran Desert city moving thoughtfully towards a new design paradigm in the Old Town area. Situated between Old Town and the Indian Bend Wash Greenbelt, architecture at Gentry on the Green will meld together the contemporary style of nearby new buildings and special demands and design opportunities represented by the desert environment.
- 2. Architectural design and site planning will recognize the importance of human scale in creating a visually interesting, relatable pedestrian environment.**  
Building frontages along Camelback Road, 78th Street and the internal Paseo will include design elements that contribute positively to the pedestrian environment. buildings will be sited and designed to create facades and open spaces with texture, detail and architectural features, especially near ground level, where they can be most enjoyed by pedestrians.
- 3. The buildings will be articulated and sited to reduce apparent mass.**  
Buildings will step back in height in conformance with the PUD development standards. Their appearance as viewed from streets, courtyards, open spaces and the public realm will be carefully evaluated. Building porticos, trellises, roof line variations, colors, changes in building facades and shade elements are among features that create variations in form and shadow patterns to break up apparent building mass.
- 4. Architecture will be created with sustainability in mind.**  
Gentry on the Green, throughout, will be designed to include sustainable design concepts and features. Traditional southwestern architecture has historically provided a "green" response in terms of building design. That tradition will be applied here. Buildings will be designed and sited in consideration of the heat, sun exposure, water scarcity and other factors that both challenge and inspire architectural design.





## VI. Design Principles and Guidelines - ARCHITECTURE

*Architecture Design Principle 1. Architecture will express desert-appropriate contemporary design*

### *Guidelines*

- A. Architecture and site planning will work with Scottsdale's Sensitive Design Guidelines.
- B. Building facades can reflect the Arizona Desert palette.
- C. Use of indigenous materials and colors is encouraged.
- D. Roof lines may be sculptural, varied in height, form and material.
- E. Shade elements will be incorporated into the architecture, such as overhangs and recesses at building entries, awnings, shade trellises and recessed windows.





## VI. Design Principles and Guidelines - ARCHITECTURE

*Architecture Design Principle 1. Architecture will express desert-appropriate contemporary design*

### Guidelines

- F. Buildings may incorporate clean design forms and bold but simple, massing.
- G. A variety of four accent materials and/or colors may be incorporated into building design, distributing the different materials among the building facades. Vibrant color accents may be used to define building character.



- H. Any one building material may be limited to a maximum of 70% of the total area of each building facade, unless dictated by an architectural style that prescribes a particular building material as the dominant feature.





## VI. Design Principles and Guidelines - ARCHITECTURE

**Architecture Design Principle 2. Architectural design and site planning will recognize the importance of human scale in creating a visually interesting, relatable pedestrian environment.**

### Guidelines

1. A minimum of 30% of the net site area will be open space that contributes to a rich pedestrian environment.
2. Architecture will incorporate human-scale details and textural design elements to enhance visual interest for pedestrians.
3. Pedestrian-scaled outdoor "green spaces" will be provided within private residential areas and also as public open space to provide a pleasant experience for people living in and circulating through the property.





## VI. Design Principles and Guidelines - ARCHITECTURE

*Architecture Design Principle 2. Architectural design and site planning will recognize the importance of human scale in creating a visually interesting, relatable pedestrian environment.*

### *Guidelines*

4. Between buildings, architectural forms may be divided into smaller components to provide human-scale areas of open space and circulation.
5. Architectural lighting will be used to provide security, enhance architectural features, assist in way-finding and encourage night-time use of residential common areas and public open space.





## VI. Design Principles and Guidelines - ARCHITECTURE

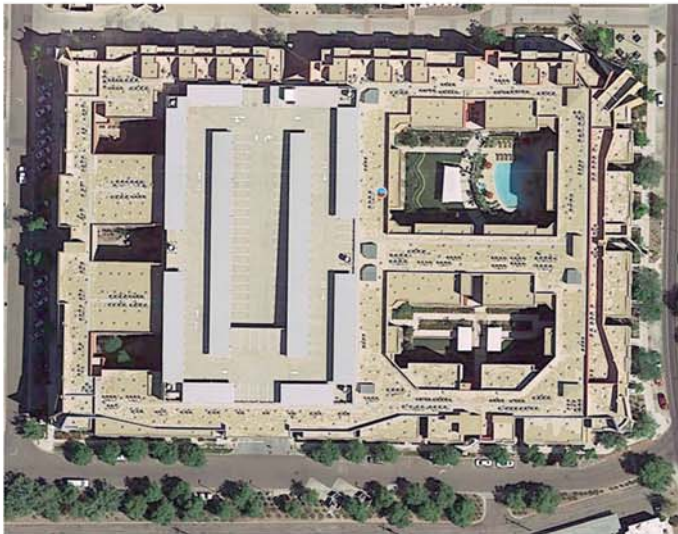
*Architecture Design Principle 3. The buildings will be articulated and sited to reduce apparent mass.*

### Guidelines

1. Buildings will be stepped back in height from all street frontages in conformance with PUD development standards.



2. Parking for residential buildings will primarily be wrapped by residential units, so it is not visible from street frontages or adjoining properties.



3. Window details and patterns will be important in the overall appearance of buildings as viewed from adjacent streets, courtyards and the public realm.





## VI. Design Principles and Guidelines - ARCHITECTURE

*Architecture Design Principle 3. The buildings will be articulated and sited to reduce apparent mass.*

### Guidelines

4. Architectural features may be located every 100'-200' lineal feet along the building facades including, but not limited to, building offsets, columns, balconies, or shading elements. The buildings may be designed to provide vertical and horizontal relief along all facades to conform to this standard.
5. A variety of window shapes and sizes surrounding all sides of the building design should be incorporated.
6. Flat walls should be minimized by incorporating techniques such as, but not limited to, pop-outs or pilasters or recessed features or other vertical relief.





## VI. Design Principles and Guidelines - ARCHITECTURE

*Architecture Design Principle 4. Architecture will be designed for sustainability and the desert environment*

### Guidelines

**1. Provision of shade will be a design focus.**

- a. A minimum of 50% of sidewalks will be shaded by landscaping, trellises and/or building overhangs.
- b. Design elements such as cantilevered balconies may be incorporated into the architecture for passive solar shading.
- c. Overhangs at entries and inset windows shade openings from direct sunlight while still providing abundant and natural interior lighting.
- d. Surface parking areas will include landscaped medians and cut-outs that provide shade.
- e. Building entrances can be shaded by architectural elements, trellis, awnings and/or landscaping.





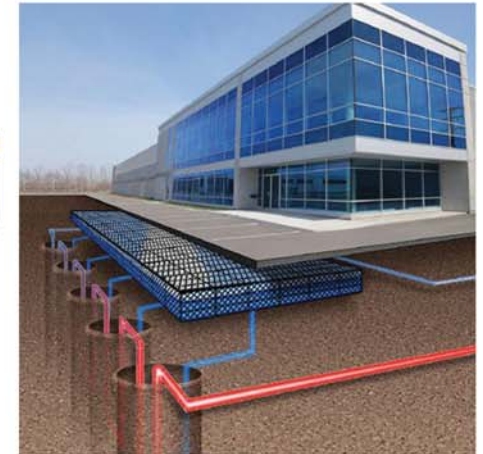
## VI. Design Principles and Guidelines - ARCHITECTURE

Architecture Design Principle 4. **Architecture will be designed for sustainability and the desert environment**

### Guidelines

#### B. Buildings should be designed according to "green" design guidelines where feasible.

1. Application of these standards will be defined in the conceptual phase of design and may include site design elements of open space, stormwater design, heat island effects and water efficiencies.
2. The development may use rainwater harvesting.
3. Solar photo-voltaic panel systems may be used to generate electricity.
4. Exterior building colors and materials can be predominately light in color to reflect solar impact, and be of adequate thickness for good insulation.
5. The glass specified may be dual pane and insulated.
6. Buildings may be oriented to respond to climate and enable passive/active solar strategies and energy efficiency techniques.
7. Where possible, sustainably sourced regional materials and resources will be used.
8. Best practices in construction waste management and recycling can be employed.





## VI. Design Principles and Guidelines - LANDSCAPE ARCHITECTURE

### LANDSCAPE ARCHITECTURE DESIGN PRINCIPLES

Gentry on the Green pays homage to the pioneers of the Indian Bend Wash Greenbelt and its historical bicycling roots. The landscape architecture provides the structure for this tribute. Through the design of bicycle facilities, bike-themed art and an overall bike-integrated project, Gentry on the Green will become the hub of the Scottsdale cycling scene. This exterior environment is crafted to not only integrate bicycles, but the surrounding community by engaging innovation and sustainable practices into interactive spaces that will define a vibrant place for gathering and experiences.

#### **PRINCIPLE 1. Placemaking**

Gentry on the Green will focus on strengthening the connection between people and place. The design of this neighborhood is concentrated upon socialization through the promotion of health, happiness and well-being.

#### **PRINCIPLE 2. Pedestrian Experience**

Comfort and safety are essential elements in the public experience of Gentry on the Green. Ample seating and shade opportunities are provided with clear views throughout the exterior environment, creating a sense of social inclusion into the place.

#### **PRINCIPLE 3. Community Needs**

The exterior environment will have a variety of spaces to meet the neighborhood's diverse needs. Small and large gathering spaces, interactive water-play and intimate gardens will create and reinforce connections between people and place.

#### **PRINCIPLE 4. Art Integration**

Art is integral into the environmental design. Gentry on the Green is a canvas for art that is integrated into the functional programming elements, as well as, stand-alone pieces.

#### **PRINCIPLE 5. Bicycle Integration**

The exterior environment supports this bike-oriented neighborhood. Integrated bike art, pathways and themed facilities create and unprecedented place for cyclists.

#### **PRINCIPLE 6. Regional and Historical Integration**

Through the use of placemaking Gentry on the Green will be integrated into the Indian Bend Wash Greenbelt and contribute to its heritage and design intent.

#### **PRINCIPLE 7. Sustainability**

Gentry on the Green values sustainability in design. Through the use of integrated systems, the project will develop a landscape ecosystem that contributes to the environment. These elements that make up the system include, but are not limited to:

- Water harvesting to incorporate site rainwater runoff
- Shaded walkways and hardscapes
- Permeable paving
- Drought tolerant plant material
- Sensitive product selection and sourcing





## VI. Design Principles and Guidelines - LANDSCAPE ARCHITECTURE

### The West Walk



Seating and paving define space and fire access lane



Site furnishings inspire interaction



Raised lawn becomes focus of space



Moveable and fixed seating allow options for seating in sunlight or shade



Natural paving for water infiltration





## VI. Design Principles and Guidelines - LANDSCAPE ARCHITECTURE

### The West Walk



Fire feature is art inspired



Fire feature as a gathering space



Natural paving for water infiltration



Pathway as a pedestrian seating area



Raised lawn for temporary art displays





## VI. Design Principles and Guidelines - LANDSCAPE ARCHITECTURE

### The Big Splash



Pedestrian interaction with water



Iconic shade structure overlooking



Can be part of plaza when water turned off with engaged pedestrian seating



Thin planes of water



Minimal water depth for safety and conservation





## VI. Design Principles and Guidelines - LANDSCAPE ARCHITECTURE

### The Big Splash



6. Implement texture to water surface for sound



7. Play of reflectivity of water with surrounding structures and landscape



8. Vibrant area for year around activity



9. Landscape engaged with water



10. Artful seating at water's edge





## VI. Design Principles and Guidelines - LANDSCAPE ARCHITECTURE

### The Observation Zone



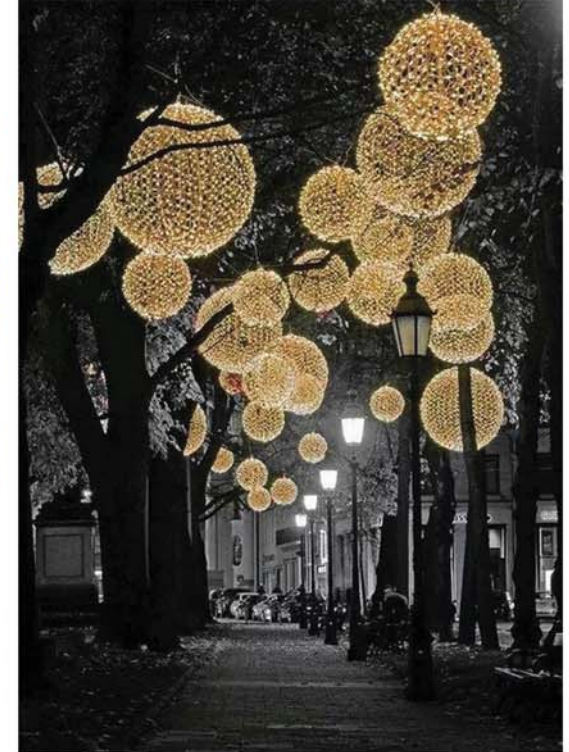
Pedestrian spaces engage with water harvesting techniques



Moveable furniture under tree canopy allows for flexible



Lighting as an artistic expression



Unique lighting to create welcoming ambiance



## VI. Design Principles and Guidelines - LANDSCAPE ARCHITECTURE

### The Living Room



1. Shade structure as artistic expression



2. Moveable furniture for social interaction



3. Outdoor work spaces



4. Variety of paving surfaces defines spaces and allows for natural drainage systems



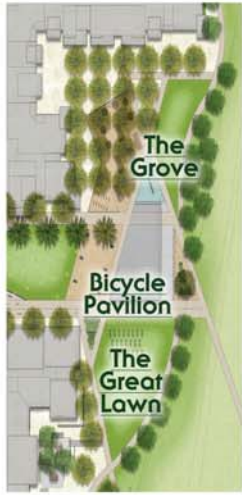
5. Relaxation as an integrated amenity





## VI. Design Principles and Guidelines - LANDSCAPE ARCHITECTURE

### THE BICYCLE HUB



The **Bicycle Hub** includes three major public spaces that focus on bicycling and community.

The **Bicycle Pavilion** provides bicycle-oriented programming and facilities that may include, but are not limited to, restrooms, lockers, repair facilities, spin classes, bicycle rentals, concessions and tourist information. The Bicycle Pavilion will be an indoor/outdoor place for bicycle enthusiasts and the general public that takes advantage of its view and proximity to the Indian Bend Wash Greenbelt.

North of The Pavilion is **The Grove**, a shaded place for relaxing, picnicking and socializing under the trees.

To the south is **The Great Lawn**, an expansive area of turf for play, outdoor exercises, art and bicycle events and more.

1. Biergarten style space in a grove of trees



2. Artful bicycle racks throughout the project



3. Outdoor games in natural paving



4. Bicycle art integrated into space





## VI. Design Principles and Guidelines - LANDSCAPE ARCHITECTURE



### THE BICYCLE HUB

5. Landscape integrated into hardscape design



6. Interactive spaces within the landscape



7. Lighting as a feature to define the space



8. Lawn for exercise classes





## VI. Design Principles and Guidelines - LANDSCAPE ARCHITECTURE



### Residential Courtyards

1. Hardscape and landscape integrate textures and patterns



2. Hardscape and landscape patterns integrate into singular forms and define useable spaces



3. Fire features define pedestrian spaces



4. Mixtures of permeable and non-permeable paving



5. Technology integrated as a design element



6. Swimming pools for visual impact as well as function



7. Swimming pools as an opportunity for art





## VI. Design Principles and Guidelines - LANDSCAPE ARCHITECTURE

### Lighting Guidelines

A variety of lighting solutions can be provided within the project.  
Lighting provides an opportunity for artistic impression

1 Combination of lighting types to create ambiance and accentuate traffic patterns



2. Light as an art opportunity



3. Overhead luminaires for illumination and character

4. Overhead luminaires create an outdoor ceiling



5. Lighting to reflect project character



6. Lanterns in tree groves frame outdoor rooms



7. Landscape and ambient building lighting illuminate pedestrian plazas





## VI. Design Principles and Guidelines - LANDSCAPE ARCHITECTURE

### Signage Guidelines

1. Signage shall be provided throughout the site for directions, information and regulatory purposes. Areas of interest, buildings and historical references may be identified through signage.
2. A uniform signage package may be provided for ease of understanding
3. Signage provides an opportunity for artistic impression

2. Integrating illuminated/projected signage into architecture



3. Signage integrated into amenities



1. Iconic signage represents the project brand



4. Signage designating programmed areas



5. Signage as part of the architecture and landscape



6. Signage as an art opportunity



7. Directional signage represents the project character



## V. MASTER PLAN

### F. Landscape Plan Plant Matrix

PLANT MATRIX- 1					BLOOMING PERIOD												USE		
																	NATIVE DESERT	DESERT ADAPTIVE	ENHANCED DESERT
BOTANICAL NAME	COMMON NAME	WATER USAGE	WILDLIFE ATTRACTANT	BLOOM COLOR	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER			
<b>TREES</b>																			
Acacia smallii	Sweet Acacia	low	bee, habitat	yellow/orange	•	•	•								•	•	•	•	•
Acacia stenophylla	Shoestring Acacia	low	bee, habitat	yellow	•	•	•										•	•	•
Carnegiea gigantea	Saguaro	low	bee, bat, dove	Creamy-white				•	•	•							•	•	•
Caesalpinia species	Caesalpinia	low	habitat	yellow		•	•	•	•			•	•	•	•		•	•	•
Chilopsis linearis	Desert Willow	low	hummingbird, wildlife food, habitat	white to purple				•	•	•							•	•	•
Chilopsis linearis	Desert Willow	low	hummingbird, wildlife food, habitat	white to purple				•	•	•							•	•	•
Chilopsis linearis 'Lucretia Hamilton'	Desert Willow 'Lucretia Hamilton'	low	hummingbird, wildlife food, habitat	burgundy			•	•	•	•	•	•					•	•	•
Chitalpa taskentensis	Pink Dawn	moderate		pink/white				•	•	•							•	•	•
Citrus sp. *	Citrus Tree	high	wildlife food	cream-white			•	•	•			•						•	•
Feijoa sellowiana	Pineapple Guava	high	birds/butterflies	white						•								•	•
Laurus nobilis*	Bay Laurel	moderate		greenish/yellow					•	•								•	•
Lysiloma thornberi	Feather Tree	moderate		cream-white					•	•							•	•	•
Olea europaea 'Swan Hill'	Swan Hill Olive	moderate	habitat	insignificant					•	•								•	•
Parkinsonia floridum	Blue Palo Verde	low	habitat	yellow				•	•	•								•	•
Parkinsonia microphylla	Foothill Palo Verde	low	habitat	pale yellow			•	•	•	•							•	•	•
Parkinsonia x 'Desert Museum'	Desert Museum Palo Verde	low	habitat	yellow			•	•	•	•								•	•
Pistacia lentiscus	Mastic Tree	low		insignificant														•	•
Pithecellobium flexicaule	Texas Ebony	low	butterfly	creamy white/yellow				•	•									•	•
Prosopis SA hybrid 'Thornless'	Thornless Mesquite	low	habitat	cream				•	•									•	•
Prosopis glandulosa 'Glandulosa' Thornless	Texas Honey Mesquite	low	bee, habitat	greenish/yellow				•	•								•	•	•
Quercus buckleyi 'Red Rock'	Red Rock Oak	moderate	wildlife food, habitat	red			•	•	•	•								•	•
Quercus virginiana	Southern Live Oak	low	wildlife food, habitat	insignificant														•	•
Quercus virginiana 'Cathedral'	Cathedral Live Oak	low	wildlife food, habitat	insignificant														•	•
Rhus lancea	African sumac	low	birds/butterflies	insignificant														•	•
Sophora secundiflora	Texas Mountain Laurel	low		purple		•	•											•	•
Ulmus parvifolia*	Lacebark Elm	low	habitat	insignificant														•	•
Vitex agnus-castus	Chaste Tree	low	habitat	purple					•	•								•	•
<b>PALMS</b>																			
Brahea armata	Mexican Blue Palm	moderate		cream			•	•									•	•	•
Chamaerops humilis	Mediterranean Fan Palm	moderate		yellow			•	•	•									•	•
Phoenix dactylifera	Resort Date Palm	moderate		white/yellow		•	•	•										•	•
Washington filifera	California Fan Palm	moderate	yellow bat, birds	white/yellow			•	•			•	•					•	•	•



## V. MASTER PLAN

### F. Landscape Plan Plant Matrix

PLANT MATRIX- 2					BLOOMING PERIOD												USE		
					JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	NATIVE DESERT	DESERT ADAPTIVE	ENHANCED DESERT
<b>SHRUBS</b>																			
Ambrosia deltoidea	Triangleleaf Bursage	low		white															
Anisacanthus quadrifidus-wrightii	Mexican Flame	moderate	hummingbird, butterfly	red, orange															
Anisacanthus thurberi	Desert Honeysuckle	moderate	hummingbird, butterfly	red, orange, yellow															
Asclepias subulata	Desert Milkweed	low	butterfly	white, yellow															
Asparagus densiflorus	Foxtail Fern	low		white															
Buddleia marubifolia	Woolly Butterfly Bush	low	butterfly, bee	orange															
Bulbine frutescens	Bulbine	low	butterfly, bee	orange															
Caesalpinia species	Caesalpinia	moderate	wildlife food	yellow															
Calliandra californica	Baja Red Fairy Duster	low	hummingbird, habitat	red															
Calliandra eriophylla	Fairy Duster	low	hummingbird, habitat	pink															
Cassia artemisioides	Feathery Cassia	low	butterfly	yellow															
Cassia phyllodinea	Silver Leaf Cassia	low	butterfly	yellow															
Chrysactinia mexicana	Damianita	low	wildlife habitat	yellow															
Cordia boissieri	Texas Olive	low	wildlife habitat	white															
Cordia parvifolia	Little Leaf Cordia	low	wildlife habitat	snowy white															
Dalea bicolor	Silver Dalea	moderate	butterfly	red															
Dalea frutescens	Black Dalea	low	butterfly	purple															
Dalea pulchra	Pink Indigo Bush	moderate	butterfly	purple															
Dodonaea viscosa	Purple Hop Bush	low	wildlife habitat	yellow															
Encelia farinosa	Brittlebush	low	bird	yellow															
Eremophila species	Eremophila	low																	
Eremophila glabra sp. caranosa-Winter Blaze	Winter Blaze	moderate	hummingbird	red															
Eremophila hygrophana 'Blue Bells'	Blue Bells	low	wildlife habitat	blue-purple															
Ericameria laricifolia	Turpentine Bush	low	bird	yellow															
Justicia californica	Chuparosa	low	wildlife habitat	red/orange/yellow															
Justicia spicigera	Mexican Honeysuckle	moderate	butterfly, hummingbird	orange															
Lantana camara	Lantana	moderate	butterfly, hummingbird	purple/bright red															
Larrea tridentata	Creosote Bush	low	bee, habitat	yellow															
Leucophyllum candidum 'Thunder Cloud'	Thundercloud Texas Ranger	low	bee, habitat	indigo															
Leucophyllum frutescens 'Compacta'	Compact Texas Ranger	low	bee, habitat	purple															
Leucophyllum frutescens 'Green Cloud'	Green Cloud Texas Ranger	low	bee, habitat	purple															
Leucophyllum laevigatum 'Lynn's Legacy'	Lynn's Legacy Sage	low	bee, habitat	purple, pink															
Leucophyllum langmaniae 'Rio Bravo'	Rio Bravo Sage	low	bee, habitat	purple															
Leucophyllum pruinoseum 'Sierra Bouquet'	Sierra Bouquet Sage	low	bee, habitat	purple															
Myrtus communis	Dwarf Greek Myrtle	moderate	hummingbird, wildlife food	white															
Olea europaea 'Little Ollie'	Dwarf Olive	moderate		insignificant															
Salvia clevelandii	Chaparral Sage	low	hummingbird	blue/purple															
Salvia dorrii	Desert Sage	low	hummingbird	blue/purple															
Salvia greggii	Red Sage	low	hummingbird	red															
Salvia leucantha	Mexican Bush Sage	moderate	hummingbird	purple															
Santolina chamaecyparissus	Gray Lavender Cotton	low		yellow															
Santolina virens	Green Santolina	low	butterfly	yellow															
Simmondsia chinensis	Jojoba	low	wildlife food	cream															
Tagetes lemmonii	Mountain Marigold	moderate	bee, butterfly	yellow															
Tagetes lucida	Mexican Terragon	moderate	bee, butterfly	yellow															
Tecoma stans - Variety	Yellowbells	low	bee, butterfly	yellow/orange/red															
Tecoma capensis	Cape honeysuckle	low		red-orange															
Tecoma x 'Orange Jubilee'	Orange Jubilee	moderate	bird, hummingbird	bright orange															
Tecoma x 'Bells on Fire'	Bells On Fire	moderate	bee, butterfly, bird	red/orange/dark red															
Teucrium fruticans	Bush Germander	moderate	bee	blue															
Viguiera deltoidea	Goldeneye	low		yellow															
Xylosma congestum	Shiny Xylosma	moderate	habitat	off white															
Zauschneria californica	Hummingbird Flower	low	hummingbird	red															

## V. MASTER PLAN

### F. Landscape Plan Plant Matrix

PLANT MATRIX- 3					BLOOMING PERIOD												USE		
					JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	NATIVE DESERT	DESERT ADAPTIVE	ENHANCED DESERT
BOTANICAL NAME	COMMON NAME	WATER USAGE	WILDLIFE ATTRACTANT	BLOOM COLOR															
<b>ACCENTS</b>																			
Agave americana 'Marginata'	Century Plant	low		insignificant															
Agave attenuata	Fox Tail Agave	low		insignificant															
Agave 'Blue Flame'	'Blue Flame' Agave	low		insignificant															
Agave 'Blue Glow'	'Blue Glow' Agave	low		insignificant															
Agave bovicornuta	Cow's Horn Agave	low		insignificant															
Agave gemoniflora	Twin Peaks Agave	low		yellow															
Agave ovatifolia	Whale's Tongue Agave	low		insignificant															
Agave parryi-huachuensis	Parry's Agave	low		insignificant															
Agave schidigera 'Durango Delight'	Durango Delight	low		insignificant															
Agave sisalana	Sisal Agave	low		greenish-yellow															
Agave victoria-reginae	Queen Victoria Agave	low		insignificant															
Agave weberi	Weber's Agave	low		insignificant															
Aloe barbadensis	Aloe Vera	low		yellow															
Aloe X 'Blue Elf'	Blue Elf Aloe	low		orange-red															
Aloe nobilis	Gold Tooth Aloe	low		orange-red															
Aloe saponaria	African Aloe	low		yellow/orange/red															
Aloe striata	Coral Aloe	low		coral-orange															
Carnegiea gigantea	Saguaro	low	wildlife	white															
Dasyliro acrotiche	Green Desert Spoon	low	habitat	white															
Dasyliro wheeleri	Desert Spoon	low	habitat	white															
Drosanthemum hispidum	Ice Plant	low		purple															
Echinocactus grusonii	Golden Barrel Cactus	low	wildlife food	insignificant															
Echinocarpus engelmannii	Strawberry Hedgehog	low		pink															
Euphorbia characias	Shrubby Spurge	low	bee	chartreuse															
Euphorbia resinifera	Moroccan Mound	low	bee	chartreuse															
Euphorbia trigona	African Milk Tree	low	bee	chartreuse															
Ferocactus species	Barrel Cactus	low	wildlife food	yellow															
Hesperaloe parvifolia	Red Yucca	low	hummingbird, wildlife food	yellow/red															
Hesperaloe x Pink Parade	Pink Parade	low	hummingbird	pink															
Liriope muscari	Lily Turf	high	bird	purple															
Opuntia species	Prickly Pear	low	wildlife food	yellow/red															
Penstemon palmeri	Scented Light Pink Penstemon	low	hummingbird, bee	white/pink															
Penstemon parryi	Parry's Penstemon	low	hummingbird, bee	pink															
Penstemon pseudospectabilis	Canyon Rose Penstemon	low	hummingbird, bee	pink															
Penstemon strictus	Rocky Mountain Blue Penstemon	low	hummingbird, bee	blue/purple															
Penstemon superbus	Superb Penstemon	low	hummingbird, bee	coral															
Yucca aloifolia	Spanish Bayonet	low	wildlife food, habitat	white															
Yucca pallida	Pale Leaf Yucca	low	butterfly, hummingbird, bee	yellow/white															
Yucca rostrata	Beaked Yucca	low	hummingbird, wildlife habitat	white															
Yucca thompsoniana	Thompson's Yucca	low	wildlife habitat	white															
Zephyranthes sp.	Fairy Lily	moderate	wildlife habitat	white															
<b>GRASSES</b>																			
Bouteloua gracilis 'Blond Ambition'	Blond Ambition	low	wildlife habitat	yellow/green															
Festuca glauca	Blue Fescue	low		yellow/green															
Muhlenbergia capillaris	Regal Mist	low	wildlife habitat	pink/purple															
Nolina microcarpa	Bear Grass	low	butterfly, songbird	cream/white															
Ophiopogon japonicus*	Mondo Grass	moderate	butterfly, hummingbird	violet/lavender															
Pennisetum setaceum 'cupreum'	Purple Fountain Grass	low	hummingbird, wildlife food	burgundy															
Phyllostachys aurea	Golden Bamboo	moderate	wildlife food	insignificant															



## V. MASTER PLAN

### F. Landscape Plan Plant Matrix

PLANT MATRIX- 4					JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	NATIVE DESERT	DESERT ADAPTIVE	ENHANCED DESERT
<b>GROUND COVERS</b>																			
Dalea capitata	Sierra Gold Dalea	low	wildlife food	yellow															
Dalea greggii	Prostrate Indigo Bush	low	wildlife food	purple															
Drosanthemum speciosum*	Red iceplant	moderate		hot pink/purple															
Euphorbia antisyphilitica	Candelilla wax	low	insect	white/pink															
Euphorbia rigida	Spurge (Gopher Plant)	low		chartreuse yellow															
Gaura lindheimeri	Gaura	low	butterfly, hummingbird, bee	white/pink															
Gazania rigens	Gazania	low	bee	yellow-gold															
Hymenoxys acaulis	Angelita Daisy	low	butterfly	yellow-gold															
Lantana camara 'Radiation'	Bush Lantana	low	butterfly, hummingbird, bee	orange-red															
Lantana montevidensis	Trailing Lantana	low	butterfly, hummingbird, bee	yellow, white, purple															
Melampodium leucanthum	Blackfoot Daisy	low	wildlife food	red multi color															
Myoporum parvifolium	Prostrate Myoporum	low	wildlife food, bee	white															
Oenothera berlandieri	Mexican Evening Primrose	low	bee, bat, songbird	pink/yellow															
Oenothera hookeri	Hookers Evening Primrose	moderate	butterfly, hummingbird, bee	pink															
Teucrium chamaedrys	Germander	moderate		purple															
Trachelospermum jasminoides*	Star Jasmine	moderate	butterfly, bee	white															
Verbena gooddingii	Gooding Verbena	low	butterfly, bee	lavender															
Verbena peruviana	Peruvian Verbena	low	butterfly, bee	red															
Verbena pulchella	Moss Verbena	low	butterfly, bee	purple/plum/white															
Verbena rigida	Coarse Verbena	low	butterfly, bee	purple															
<b>VINE</b>																			
Antigonon leptopus	Bee Bush	moderate		red															
Bougainvillea sp.	Bougainvillea	moderate		pink/yellow/orange															
Calceum macropterum	Butterfly Vine	low		yellow															
Campsis radicans	Trumpet Creeper Vine	moderate	hummingbird, wildlife food	red															
Cissis trifoliata*	Grape Ivy	moderate	wildlife food	green															
Euonymus fortunei*	Wintercreeper	moderate	wildlife habitat	greenish white															
Geisemium sempervirens*	Carolina Jasmine	moderate	butterfly, hummingbird	yellow															
Hardenbergia violacea*	Lilac Vine	moderate	butterfly, habitat	mauve															
Jasminum polyanthum*	Pink Jasmine	moderate	butterfly	white															
Lonicera japonica*	Hall's Japanese Honeysuckle	moderate	hummingbird, wildlife food	creamy white															
Macfadyena unguis-cati	Cat's Claw	low	hummingbird, bee	bright yellow															
Parthenocissus sp. Hacienda Creeper	Hacienda Creeper	low		insignificant															
Podranea ricasoliana	Pink Trumpet Vine	moderate		pink															
Rosa banksiae	Lady Banksrose	moderate	butterfly, bee	white-creamy yellow															
Trachelospermum jasminoides*	Star Jasmine	moderate	wildlife habitat	white															
Vitis arizonica	Canyon Grape	moderate	wildlife food	white															
*Not within the ADWR Phoenix AMA plant list.																			
<b>PROHIBITED PLANTS</b>																			
(All Chamaecyparis species)	All False Cypress																		
(All Cupressus species)	All Cypress																		
(All Juniperus species)	All Juniper or Cedar																		
(All Pinus species)	All Pines																		
Butia capitata	Pindo Palm																		
Nerium oleander	Oleanders (Dwarf varieties allowed in private rear yards)																		
Olea europaea	Olive Tree (flowering/fruiting varieties)																		
Pennisetum setaceum	Fountain Grass																		
Rhapis excelsa	Lady Palm																		
Rhus lancea	African Sumac																		
Syagrus romanzoffiana	Queen Palm																		
Washingtonia robusta	Mexican Fan Palm																		

## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 1

#### Plant Palette - TREES



*Acacia greggii*  
Catclaw Acacia



*Acacia stenophylla*  
Shoestring Acacia



*Caesipinia cacalaco* 'Smoothie'  
Smoothie Cascalote



*Carnegiea gigantea*  
Saguaro



*Chilopsis linearis*  
Desert Willow



*Chitalpa taskentensis*  
Pink Dawn



*Citrus sp.*  
Citrus Tree



*Feijoa sellowiana*  
Pineapple Guava



*Laurus nobilis*  
Bay Laurel



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 2

#### Plant Palette - TREES



*Lysiloma thornberi*  
Feather Tree



*Olea europaea* 'Swan Hill'  
Swan Hill Olive



*Parkinsonia floridum*  
Blue Palo Verde



*Parkinsonia microphylla*  
Foothill Palo Verde



*Parkinsonia x 'Desert Museum'*  
Desert Museum Palo Verde



*Pistacia lentiscus*  
Mastic Tree



*Pithecellobium flexicaule*  
Texas Ebony



*Prosopis hybrid* 'Thornless'  
Thornless Mesquite



*Prosopis glandulosa* 'Glandulosa'  
Texas Honey Mesquite



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 3



*Quercus buckleyi* 'Red Rock'  
Red Rock Oak



*Rhus lancea*  
African Sumac



*Ulmus parvifolia*  
Lacebark Elm



*Quercus virginiana*  
Southern Live Oak



*Saphora secundiflora*  
Texas Mountain Laurel



*Vitex angust-castus*  
Chaste Tree

### Plant Palette - TREES



*Quercus virginiana* 'Cathedral'  
Cathedral Live Oak



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 4



**Brahea armata**  
Mexican Blue Palm



**Phoenix dactylifera**  
Resort Date Palm



**Chamaerops humilis**  
Mediterranean Fan Palm



**Washington filifera**  
California fan palm

### Plant Palette - PALMS



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 5



**Ambrosia deltoidea**  
Triangleleaf bursage



**Asclepias subulata**  
Desert Milkweed



**Bulbine frutescens**  
Bulbine



**Calliandra eriophylla**  
Fairy Duster



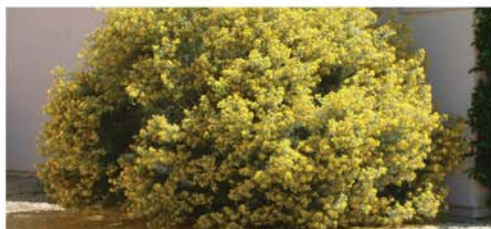
**Anisacanthus quadrifidus-wrightii**  
Mexican Flame



**Asparagus densiflorus**  
Foxtail Fern



**Caesalpinia mexicana**  
Mexican Bird of Paradise



**Cassia artemisoides**  
Feathery Cassia

### Plant Palette - SHRUBS



**Anisacanthus thurberi**  
Desert Honeysuckle



**Buddleia marrubifolia**  
Woolly Butterfly Bush



**Calliandra californica**  
Baja Red Fairy Duster



**Cassia phyllodinea**  
Silver Leaf Cassia



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 6



*Chrysactinia mexicana*  
Damianita



*Dalea bicolor*  
Silver Dalea



*Dodonea viscosa*  
Purple Hop Bush



*Eremophila hygrophana* 'Blue Bells'  
Blue Bells



*Cordia boissieri*  
Texas Olive



*Dalea frutescens*  
Black Dalea



*Encelia farinosa*  
Brittlebush



*Ericameria laricifolia*  
Turpentine Bush

### Plant Palette - SHRUBS



*Cordia parvifolia*  
Little Leaf Cordia



*Dalea pulchra*  
Pink Indigo Bush



*Eremophila glabra* sp. *carnosa* Winter Blaze  
Winter Blaze



*Justicia californica*  
Chuparosa



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 7



*Justicia spicigera*  
Mexican Honeysuckle



*Lantana camara*  
Lantana



*Larrea tridentata*  
Creosote Bush



*Leucophyllum candidum* 'Silver Cloud'  
Silver Cloud Sage



*Leucophyllum candidum* 'Thunder Cloud'  
Thunder Cloud Texas Sage



*Leucophyllum frutescens* 'Compacta'  
Compact Texas Ranger



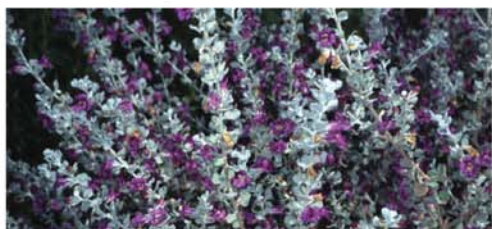
*Leucophyllum frutescens* 'Green Cloud'  
Green Cloud Texas Ranger



*Leucophyllum laevigatum*  
Chihuahuan Sage



*Leucophyllum langmaniae* 'Rio Bravo'  
Rio Bravo Sage



*Leucophyllum pruinoseum* 'Sierra Bouquet'  
Sierra Bouquet Sage



*Myrtus communis*  
Dwarf Greek Myrtle



*Olea europea* 'Little Ollie'  
Dwarf Olive

### Plant Palette - SHRUBS



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 8



**Salvia clevelandii**  
Chaparral Sage



**Salvia leucantha**  
Mexican Bush Sage



**Simmonsia chinensis**  
Jajoba



**Tecoma stans - Variety**  
Yellowbells



**Salvia dorrii**  
Desert Sage



**Santolina chamaecyparissus**  
Gray Lavender Cotton



**Tagetes lemonii**  
Mountain marigold



**Tecoma capensis**  
Cape Honeysuckle

### Plant Palette - SHRUBS



**Salvia greggii**  
Red Sage



**Santolina virens**  
Green Santolina



**Tagetes lucida**  
Mexican Tarragon



**Tecoma x 'Orange Jubilee'**  
Orange Jubilee



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 9



**Tecoma x 'Bells on Fire'**  
Bells on Fire



**Viguiera deltoidea**  
Silver Cloud Sage



**Zauschneria californica**  
Hummingbird Flower

### Plant Palette - SHRUBS



**Teucrium fruticans**  
Bush Germander



**Xylosma congestum**  
Shiny Xylosma



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 10



**Agave americana 'Marginata'**  
Century Plant



**Agave 'Blue Glow'**  
'Blue Glow' Agave



**Agave ovatifolia**  
Whale's Tongue Agave



**Agave sisalana**  
Sisal Agave



**Agave attenuata**  
Fox Tail Agave



**Agave borvicornuta**  
Cow's Horn Agave



**Agave parryi-huachucensis**  
Parry's Agave



**Agave victoria-reginae**  
Queen Victoria Agave

### Plant Palette - AGAVES



**Agave 'Blue Flame'**  
'Blue Flame' Agave



**Agave geminiflora**  
Twin Peaks Agave



**Agave schidigera 'Durango Delight'**  
Durango's Delight



**Agave weberi**  
Weber's Agave



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 11



**Aloe barbadensis**  
Aloe Vera



**Aloe striata**  
Coral Aloe



**Dasylirion wheeleri**  
Desert Spoon



**Echinocarpus engelmannii**  
Strawberry Hedgehog



**Aloe nobilis**  
Gold Tooth Aloe



**Aloe X 'Blue Elf'**  
Blue Elf Aloe



**Drosanthemum hispidum**  
Ice Plant



**Euphorbia characalis**  
Shrubby Spurge

### Plant Palette - ACCENTS



**Aloe saponaria**  
African Aloe



**Dasylirion acrotriche**  
Green Desert Spoon



**Echinocactus grusonii**  
Golden Barrel Cactus



**Euphorbia resinifera**  
Moroccan Mound



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 12



**Euphorbia trigona**  
African Milk Tree



**Hesperaloe parviflora**  
Red Yucca



**Opuntia species**  
Prickly Pear



**Penstemon pseudospectabilis**  
Canyon Rose Penstemon



**Ferocactus acanthodes**  
Barrel Cactus



**Hesperaloe x 'Pink Parade'**  
Pink Parade



**Penstemon palmeri**  
Scented Light Pink Penstemon



**Penstemon strictus**  
Rocky Mountain Blue Penstemon

### Plant Palette - ACCENTS



**Agave 'Blue Flame'**  
'Blue Flame' Agave



**Liriope muscari\***  
Lily Turf



**Penstemon parryi**  
Parry's Penstemon



**Penstemon superbus**  
Superb Penstemon



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 13



**Yucca aloifolia**  
Spanish Bayonet



**Yucca thompsoniana**  
Thompson's Yucca

### Plant Palette - ACCENTS



**Yucca pallida**  
Pale Leaf Yucca



**Zephranthes sp.**  
Fairy Lily



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 14



*Bouteloua gracilis* 'Blond Ambition'  
Blond Ambition



*Nolina microcarpa*  
Bear Grass



*Phyllostachys aurea*  
Golden Bamboo



*Festuca glauca*  
Blue Fescue



*Ophiopogon japonicus*\*  
Mondo Grass

### Plant Palette - GRASSES



*Muhlenbergia capillaris*  
Regal Mist



*Pennisetum setaceum* 'cupreum'  
Purple Fountain Grass



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 15



**Dalea capitata**  
Sierra Gold Dalea



**Euphorbia antisiphilitica**  
Candelilla Wax



**Gazania rigens**  
Gazania



**Lantana montevidensis**  
Trailing Lantana



**Dalea greggii**  
Prostrate Indigo Bush



**Euphorbia rigida**  
Gopher Plant



**Hymenoxys acaulis**  
Angelita Daisy



**Melampodium leucanthum**  
Blackfoot Daisy

### Plant Palette - GROUNDCOVERS



**Drosanthemum speciosum\***  
Red Iceplant



**Guara lindheimeri**  
Guara



**Lantana canara 'Radiation'**  
Bush Lantana



**Myoporum parvifolium**  
Prostrate myoporum



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 16



**Oenothera berlandieri**  
Hookers Evening Primrose



**Trachelospermum jasminoides\***  
Star Jasmine



**Verbena pulchella**  
Moss Verbena



**Oenothera hookeri**  
Hookers Evening Primrose



**Verbena goodingii**  
Gooding Verbena



**Verbena rigida**  
Coarse Verbena

### Plant Palette - GROUNDCOVERS



**Teucrium chamaedrys**  
Germander



**Verbena peruviana**  
Peruvian Verbena



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 17



*Antigonon leptopus*  
Bee Bush



*Campsis radicans*  
Trumpet Creeper Vine



*Gelsemium sempervirens\**  
Carolina Jasmine



*Lonicera japonica\**  
Hall's Japanese Honeysuckle



*Bougainvillea sp.*  
Bougainvillea



*Cissus trifoliata\**  
Grape Ivy



*Hardenbergia violacea\**  
Lilac Vine



*Macfadyena unguis-cati*  
Cat's Claw

### Plant Palette - VINES



*Calleaum macropterum*  
Yellow Butterfly Vine



*Euonymus fortunei\**  
Wintercreeper



*Jasminum polyanthum\**  
Pink Jasmine



*Parthenocissus sp.* Hacienda Creeper  
Hacienda Creeper



## V. MASTER PLAN

### G. Landscape Plan Plant Palette - 18



**Podranea ricasoliana**  
Pink Trumpet Vine



**Trachelospermum jasminoides\***  
Star Jasmine

### Plant Palette - VINES



**Rosa banksiae**  
Lady Bankrose



**Vitis arizonica**  
Canyon Grape



## VI. Design Principles and Guidelines - CULTURAL AMENITIES

### CULTURAL AMENITIES PLAN PRINCIPLES

5. Include artworks that invite interaction with people, that respond to sounds, touch, light, movement and manipulation in ways that engage and delight. People are attracted to art that lets them take control of it...or at least manipulate it to get a tangible response. They spend time playing with the art. They return time and time again. Each experience can be different. At Gentry on the Green, art can be more than an inert statue plopped in a plaza. Art can be kinetic and respond to the people around it.
6. Use art to create shade, portals, and a sense of arrival. Upon entering The Paseo or approaching The Bicycle Pavilion, art can let people know that Gentry on the Green is a special place. Entry monuments, portals, gateways and overhead shade structures signal transition into a memorable and welcoming space.
7. Provide both active art-infused areas and art in quiet places out of the main flow of pedestrian and bicycle traffic. Sometimes, people like to be in the middle of the action and Gentry on the Green will provide plenty of opportunities for active socializing and play. Other times, they like to be on the sidelines, in a quieter space where they can people-watch, have a conversation, read or do some work. Both are important. Each evokes a different approach to public art.
8. Provide flexibility in design of public open spaces near The Bicycle Pavilion to accommodate art festivals and large-scale temporary installations. Part of the fun of Canal Convergence is its transitory character. Come see it before it's gone. Large open spaces along the Greenbelt will offer the opportunity for hosting temporary art installations, events and festivals to enhance the art scene and tourism.

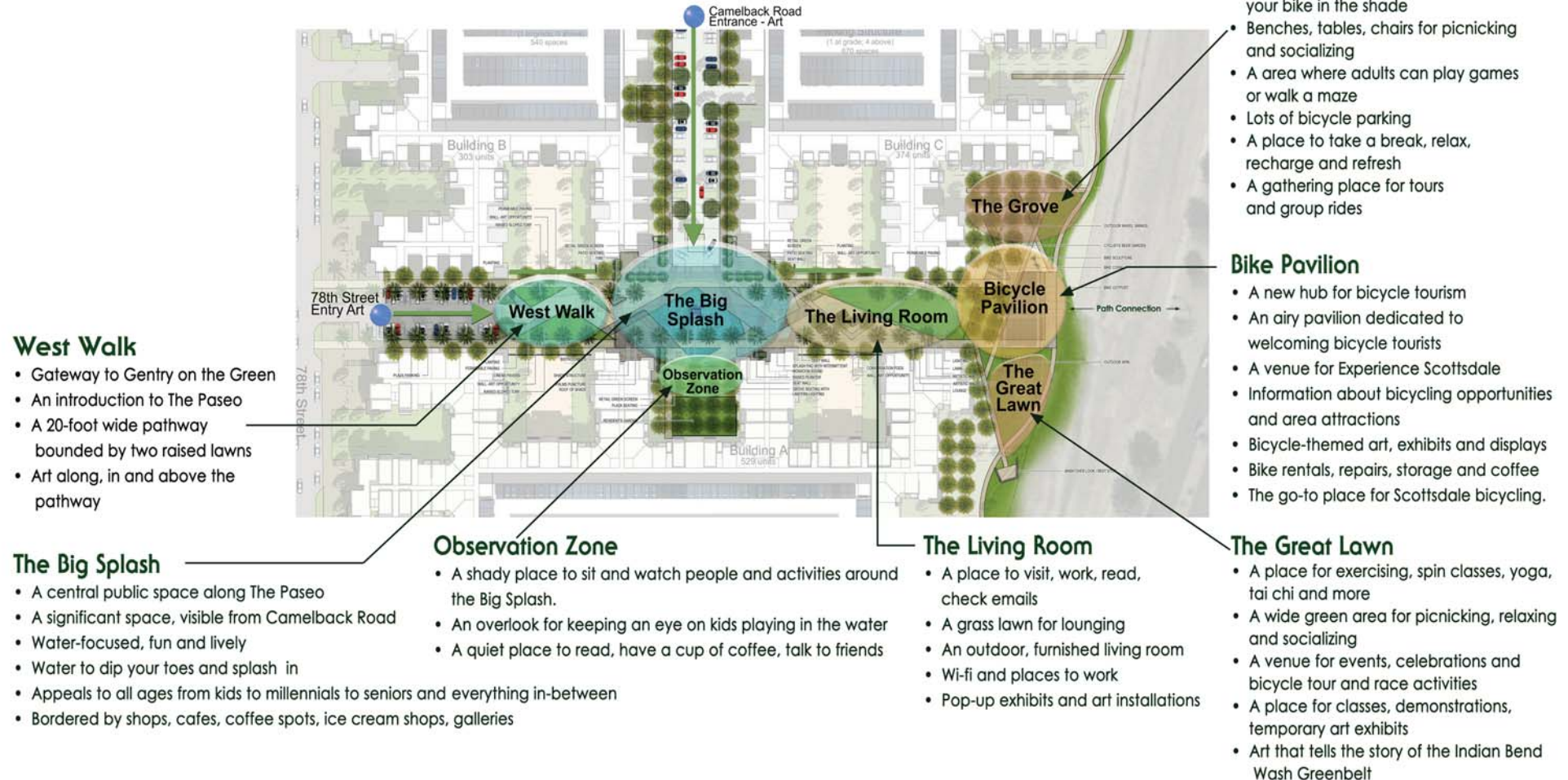




## VI. Design Principles and Guidelines - CULTURAL AMENITIES

### Cultural Amenities Plan

Art + Bicycling combine to create a lively place for tourists and residents to meet at the new central hub for bicycling in Scottsdale. ArtCycle creates, at last, a strong connection between Downtown Scottsdale and the Indian Bend Wash Greenbelt.





## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE WEST WALK

The West Walk will introduce people to The Paseo. It will be a transition zone between 78th Street and the Gentry on the Green. Bordered by two raised lawns and screen-walls, the West Walk will include a wide path leading toward the Greenbelt. Primarily a walk-through experience, there will also be ample opportunity for seating, meeting, play and picnicking on the lawns.

#### West Walk Design Guidelines

##### The Paseo Entrance

1. Entry monuments at 78th Street can be works of art that help create a sense of arrival.
2. Explore use of art to create a welcoming transition between parking areas and The Paseo in the form of overhead canopies and shade structures.
3. Consider kinetic and/or interactive artworks at the entrance that engage people from the very start of their Gentry on the Green experience.



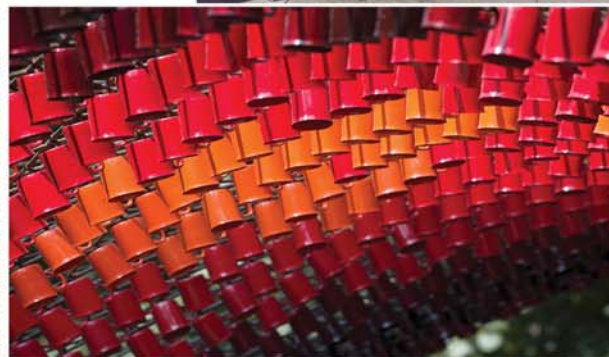
Acoustic chairs  
at Phoenix  
College

#### Functional Elements as Art

1. Encourage people to enrich their art experience along the West Walk by resting on artist-designed benches and using other artworks that replace typical street furnishings.



The Thermo Bench reacts to body heat and changes colors when someone sits on or touches it.



Portal of Awareness Michel Rojkind and Gerardo Salinas Mexico City. The portal is made of coffee cups





## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE WEST WALK West Walk Design Guidelines

#### Along the Walk

1. Consider artworks that are kinetic, that respond as people walk by.



*Our starry night, James Yamada, New York. The gateway illuminates in response to each person who passes through it, individually, day and night.*



3. Consider art in the lawn areas to draw people off the path.

2. Locate art along the West Walk to define the main pathway.



*Chicago - Gallery in a Park, Jun Kaneko, temporary installation*



*PRISMATICA Giant interactive prisms rotate and glow.*





## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE WEST WALK West Walk Design Guidelines

#### Along the Walk

4. Create a unique night-time experience along the Walk through artworks that use light in creative ways.

"Frozen Trees" is a temporary installation for lighting in D. Pedro IV Square in Lisbon, Portugal. It builds an illuminated, frozen and fractal landscape that affects and alters the path of passers-by as thirty cylinders – structured, self-sufficient streetlights – are placed throughout the square.



5. Consider screen-walls on the outer edges of the West Walk as canvases for art that help define the walkway space.





## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE BIG SPLASH

The Big Splash will be exactly that - an active, lively place in the heart of The Paseo that combines art and water. It's meant for all ages - places for kids to play with water, places for adults to dip their toes. It will be bordered by some shops and cafes, with ample opportunity for people-watching. Water features can be destinations in and of themselves. The opportunity to interact with water in many different ways has been the highlight of water art around the world. Let's bring that opportunity to Scottsdale!

Art in the Big Splash can be an important attraction for tourists and residents alike. It can play a role in educating people about sustainability and the need for water conservation in the desert. The Big Splash can be an example of achieving maximum conservation benefits while giving people the splash, sense of coolness and access to water that they enjoy.

#### The Big Splash Design Guidelines

Art in the Big Splash can be an important attraction for tourists and residents alike. The guidelines address five areas of possible focus for art.

#### Splash Central

1. Consider formation of an artist/landscape architect team for design of the Splash Central.
2. Locate art so it attracts attention, is highly visible.
3. Provide lighting that enhances night-time art appeal while being compatible with adjoining residential uses.
4. Situate water art so people can either observe it in dry comfort or directly engage with it.



Gallivan Square Peter Walker Fountain, Portland, Oregon



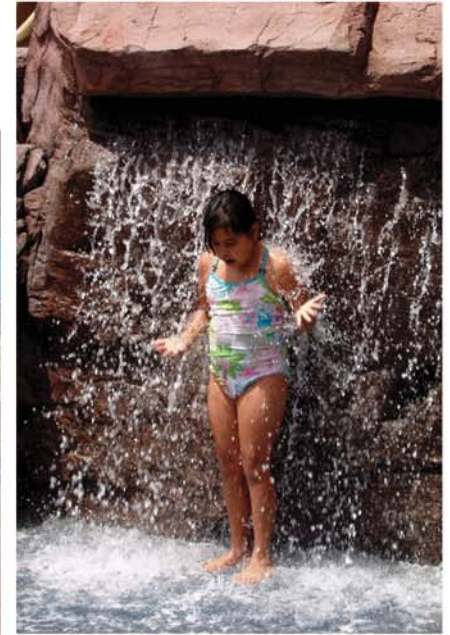
## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE BIG SPLASH The Big Splash Design Guidelines

#### Play with the Water

1. Create water-based art that, in effect, is a splash pad for all - that appeals to children, adults, seniors, tourists, residents of Gentry on the Green and the public.
2. Use water in a way that invites people to get their feet wet - to play in it, or to sit, dangling their feet in the water.
3. Consider water art that is sculptural and active - that sprays, dances and splashes.
4. Develop a Big Splash water feature that provides a pleasing sound and sense of coolness.
5. Explore the possibilities of interactive water art, art that changes in response to people's touch, motions or directions - art that moves, makes sounds and music or can appear and disappear or flutter about in whimsical ways.





## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE BIG SPLASH The Big Splash Design Guidelines

#### Water in the Desert

1. Create artworks that achieve maximum splash, sound and light while using water conservation strategies.
2. Consider artworks that incorporate desert images, colors, textures, plant materials and other desert features.
3. Incorporate educational elements into the artwork, as feasible, to convey messages about water conservation and sustainability.

#### Staying Dry

1. Create a water art environment where getting wet is optional - where people can walk past without being sprayed or sit nearby in dry comfort.

#### Keeping Things Safe

1. Make sure that children can play safely in the water art by offering very shallow depths in play areas, elements that spurt up and then disappear or similar features.



**Reaching for the Stars, Kugel Fountain, Florida**  
Celestial globe, weighing nine tons, being spun by a child



**Hydraulophone - SplashTones, Ontario Canada**

This public sculpture is also a musical instrument played by direct physical contact with water. Members of the public interact with the work by blocking water jets to force water through various sound-producing mechanisms inside the sculpture





## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE OBSERVATION ZONE

The Observation Zone will be on the edge of the Big Splash, a place for sitting and watching, keeping an eye on kids playing in the water, reading or having lunch and a conversation. It includes tables and chairs, lighting and shade.

#### The Observation Zone Design Guidelines

Art in the Observation Zone can help create an inviting and enjoyable environment. The guidelines address five areas of possible focus for art.

#### Shade Structure

1. Art may be used to create a shade structure that provides sun protection and helps define the Observation Zone space.
2. Explore artworks that cast patterns and/or integrate trees as part of the art.

#### Lighting

1. Consider the possibility of lighting as art to help create an inviting night-time space.





## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE OBSERVATION ZONE

#### The Observation Zone Design Guidelines

##### Artist-Designed Functional Elements

1. Explore possibilities for unique art benches, movable tables and chairs that allow people to sit alone or in groups, and give them the flexibility to create their own place.



##### Art in the Trees

1. Consider art within, underneath, suspended from or projected on trees in the Observation Zone.



##### Art in the Pavement

1. Explore the ways art can be incorporated into the pavement.
2. Select art that relates to people who sit and spend time in the space and appreciate more detailed artworks that tell a story.



Agave, Pam Penik, Austin



Everyday Poems for City Sidewalk, Marcus Young, St Paul, MN



Jim Bachor's pothole mosaic, Chicago, IL



## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE LIVING ROOM

The Living Room will be a place between the Big Splash and bicycle-centric open spaces on Indian Bend Wash. It will be a place to socialize, work, read, do homework, play games, check emails and hang out. It will have a grass lawn for lounging and a "living room" area with furnishings such as sofas, tables, chairs and desks.

### The Living Room Design Guidelines

Art in the Living Room can help create a comfy environment out of the main flow of activity. The guidelines address four areas of possible focus for art.

### Noise-Masking Water Feature

1. Consider a water feature in the Living Room area that incorporates art and can provide pleasing "white noise" to mute the sound of near-by activities.

### Living Room Furniture

1. Consider involving artists in design of a suite of living room furniture where people can lounge about, talk, work and spend some time.



Paley Park , New York City



The Outdoor Living Room at SkySong, Scottsdale, AZ



## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE LIVING ROOM

#### Lighting

1. Explore the possibilities for Living Room lighting as art that adds to its character and is useful for work, studying, reading and similar tasks.



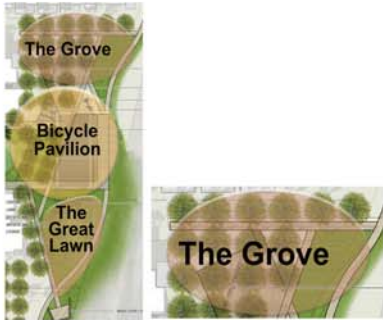
#### Art Installations

1. Look at options for pop-up art installations and/or permanent artworks in the lawn area.
2. Create a sense of entry into the Bicycle Pavilion and Plaza area from the Living Room through artworks that incorporate bicycle themes.





## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE GROVE

The Grove will be a shady bosque of trees next to the Bicycle Pavilion. It will be a place to park a bike in the shade and go exploring along The Paseo and The Bicycle Pavilion. It will be a place to meet up at the start (or end) of a ride or gather before a ride or tour. It will be an ideal place to take a break during a ride for rest and a beverage. There will be tables, chairs and benches, bike parking, a lawn adjoining the Greenbelt and a play place for adults as well as for kids,

### The Grove Design Guidelines

Art in The Grove can invite people to refresh, recharge and have some fun. The guidelines address five areas of possible focus for art.

#### Bicycle Parking

1. Consider public art bicycle racks or bicycle storage facilities that are shaded and located for easy access by bicycle.



### Art In or Among the Trees

1. Consider artwork in the bosque that might hang from, wrap around, be projected onto, span or illuminate the trees to create a festive and distinctive environment.





## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE GROVE The Grove Design Guidelines



#### Artist-Designed Functional Elements

1. Explore possibilities for movable art benches, tables and chairs.
2. Consider artworks that replace typical street furnishings such as water fountains and trash receptacles.



#### Art on the Lawn

1. Consider installation of a highly visible work of art, perhaps linked to other art elements at the Bicycle Pavilion and The Lawn. The intention is to create awareness of The Bicycle Pavilion open spaces from Hayden Road.
2. Explore use of the lawn for temporary exhibits and events.



#### The Adult Playground

1. Give adults the opportunity to express their inner child on artworks designed for active play.





## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE BICYCLE PAVILION

The Bicycle Pavilion will form a new hub for bicycle tourism in Scottsdale. The airy Bicycle Pavilion will be dedicated to welcoming and informing bicycle tourists and introducing them to bicycling opportunities in Scottsdale. It can be an outpost for Experience Scottsdale and the place for local bicyclists to meet up and possibly have places to rent bikes, grab a refreshment, get bike repairs done and sign up for tours and events.

### The Bicycle Pavilion Design Guidelines

Art in the Bicycle Pavilion Plaza can express Scottsdale's leadership role in the arts and in building a great place for bicycling. The guidelines address five areas of possible focus for art.

#### The Bicycle Pavilion

1. Consider including an artist as part of the design team for The Pavilion.
2. Explore possibilities for large-scale, interactive artwork within The Pavilion.

#### Art Exhibits and Displays

1. Provide space for temporary exhibits and displays that focus on bicycling, the Greenbelt, Scottsdale history and other themes.
2. Consider kinetic and interactive art installations related to bicycling.



The rope climbing net is suspended like a colorful spider's web in the Hakone Pavilion.



The Cyclo-Knitter. Pedal a bicycle to knit your own scarf in five minutes!



Watertank Way, Melbourne



Cattle Drive, Scottsdale Rd. and Indian School Rd.





## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE BICYCLE PAVILION The Bicycle Pavilion Design Guidelines

#### Permanent Art

1. Consider installation of a highly visible work of art, perhaps linked to other art elements at The Grove and The Great Lawn.
2. Draw attention to The Pavilion and Paseo through artwork that uses light, movement, scale, color or other means to



The Comedy Carpet - Gordon Young and Andy Altman, Blackpool, England. Built to last 100 years, the 2,200 m<sup>2</sup>, the design is comprised of over 160,000 separate letters, cut out of granite and embedded in concrete. It celebrates the catch-phrases and unique British humour of comedians. *Possibility:* Bicycle stories, poems, image, history.



Bicycle Wheel Dandelion,  
by Valerie Heck



*Possibility:* photo tiles or mural of vintage bicycle photos or Indian Bend Wash creators, similar to "Windows to the Past, Gateway to the Future" Tucson, Arizona Stephen Farley (<http://www.Tilography.com>)



Infinity Cycle, White Rock, BC,  
by Hooman Mehdizadehjafari

#### Bicycle-Themed Functional Art

1. Consider use of bicycle-themed functional art elements such as benches, water fountains, kiosks, shop fronts and lighting.

#### Bicycle Parking

1. Consider artist involvement in design of bicycle racks or other bicycle parking areas.



## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE GREAT LAWN

The Great Lawn will be a place for exercising, picnicking, enjoying the winter sun and socializing. It can be a venue for events, bicycle tour and race activities, art installations, movies, exercise classes and field games. It will be an open, flexible public space on the banks of the Greenbelt.

#### The Great Lawn Design Guidelines

Art at The Great Lawn can be an attraction for tourists, residents and bicyclists. The guidelines describe five areas of possible focus for art.

#### Temporary Art Exhibits

1. Develop a schedule of temporary art exhibits and installations on The Great Lawn, possibly in cooperation with other Scottsdale cultural venues such as SMOCA, Museum of the West and Scottsdale Artists School.

#### Story-Telling Art

1. Consider using art as a medium for telling the story of bicycling in Scottsdale and creation of the Indian Bend Wash Greenbelt through such means as photo tiles, pavement insets, a history trail or a series of related permanent artworks.

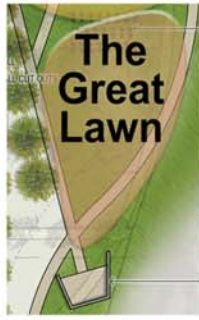


Chalk Art





## VI. Design Principles and Guidelines - CULTURAL AMENITIES



### THE GREAT LAWN The Great Lawn Design Guidelines



#### Art and Exercise Classes, Demonstrations

1. Take advantage of The Great Lawn to offer art classes, artist demonstrations, bicycle art workshops, bicycle spin classes, yoga and similar activities.

#### Permanent Art

1. Consider installation of a highly visible, signature work of art, perhaps linked to other art elements at The Grove and The Bicycle Pavilion.
2. Draw attention to The Pavilion area through artwork that uses light, movement, scale, color or other means to increase visibility.



#### A Sculptural Overlook for Indian Bend Wash Greenbelt

1. Consider artist involvement in design of the Greenbelt Overlook at the south end of the Great Lawn and in design of related exhibits and displays.





# VII. CONCLUSION

Gentry on the Green  
**DEVELOPMENT PLAN**





## VII. CONCLUSION

### Gentry on the Green is all about Community.

Gentry on the Green will create a distinctive new Old Town area community of residents who can enjoy the remarkable public spaces and amenities at their Gentry home. Location! Location! Gentry is just a short stroll or bicycle ride from all of Old Town's museums, galleries, grocery stores, restaurants, shops, offices, the main library and more and more.

The apartment homes will be designed for sustainability and the desert environment. Residents can walk right out their doors into The Paseo and take full advantage of the beautiful open spaces, art and, of course, the Bicycle Pavilion. They can connect to the whole Indian Bend Wash Greenbelt path system and ride all day if they want. What a great place to live!

Gentry on the Green has been designed with another community in mind, too. Tourists come to Scottsdale from all over the world, and many want to go bicycling while they're here enjoying our splendid scenery. Some may be in with a group of friends or family stopping off as part of a long-distance tour. Others may come to town for the Cactus Cup or any other bicycling rides, races and events held in the Valley. Others may be staying at one of our hotels or resorts and just want to go exploring by bicycle. Gentry on the Green's Bicycle Pavilion, with The Grove and The Great Lawn will be the place to go for information, bike rentals and bicycling activities. Bicycle tourism is on the rise and Gentry can help Scottsdale cater to this type of visitor.

Gentry on the Green will offer things to please the whole Scottsdale community. A new connection to the Indian Bend Wash Greenbelt, a place to take an outdoor spin class or picnic with the family. There will be art and displays and stories to tell about the history of The Greenbelt and Scottsdale's creative spirit and vision. Places where kids can run in the grass and maybe fly a kite. Public access to Gentry's Paseo, Bicycle Pavilion, The Grove, The Great Lawn, The Big Splash is assured! The community is welcomed.

With approval of the Major General Plan Amendment and Rezoning, Scottsdale has the rare opportunity to break new ground, and step closer to connecting Old Town and The Greenbelt. Working with ColRich, a public-spirited, creative partner we can raise the bar and achieve great things for the entire community.



# Analysis of South Scottsdale Multi-Family Market

Scottsdale, Arizona



May 2019

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## Executive Summary

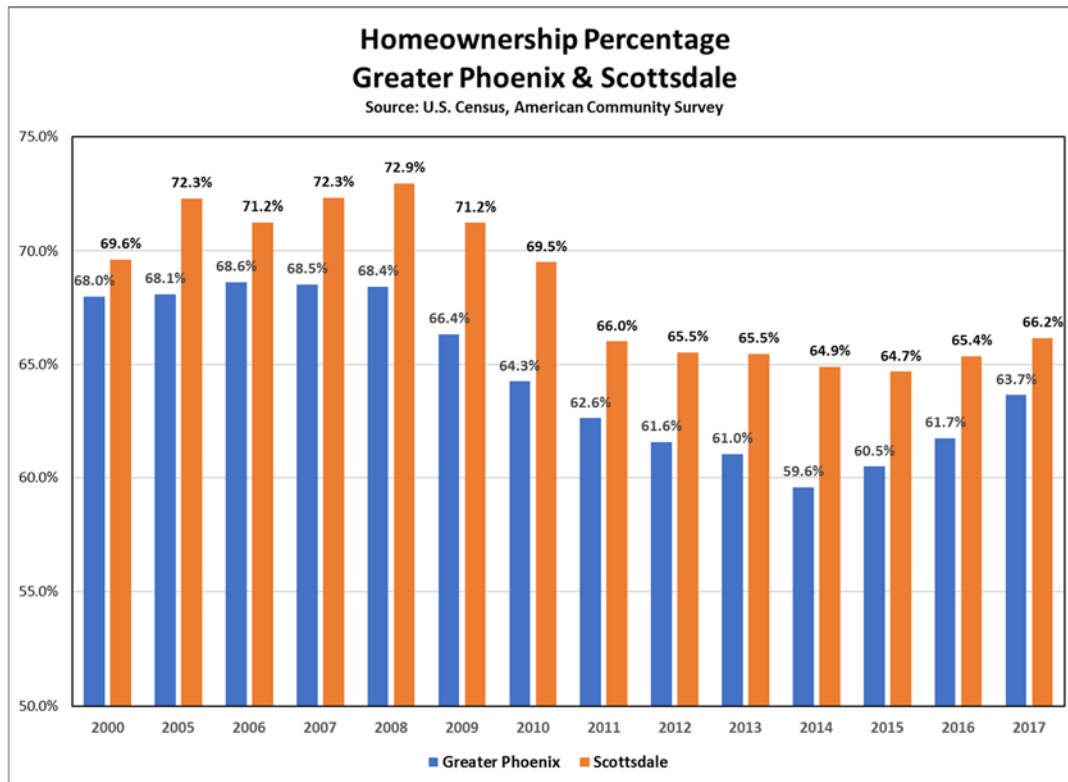
### Purpose of Study

The purpose of this study is to prepare an analysis of the multi-family housing market in South Scottsdale that will focus on the demand for such housing relative to job growth and overall economic development of the community. The market area that is the subject of this study is defined as the Scottsdale city limits from Indian Bend Road south to the Tempe border.

### Multi-Family Market Trends

The Greater Phoenix multi-family market has made a significant recovery since the end of the Great Recession in 2009 and is experiencing historic levels of construction activity. Following the recession, the demand for multi-family communities increased significantly as homeowners were forced from their homes due to foreclosure. Homeownership rates in Greater Phoenix fell to historic lows between 2006 and 2014, declining to 59.6%. While homeownership in Greater Phoenix and the country is improving, it still has not recovered to pre-recession levels.

In comparison, however, Scottsdale's homeownership rate has historically always exceeded the rate for Greater Phoenix. During the housing boom of 2005 to 2007, homeownership in Scottsdale exceeded 70%. After the recession, homeownership declined to 65%, but was significantly above the Greater Phoenix average. The rate in Scottsdale has been increasing since 2015, reaching above 66% in 2017.





Multi-family construction activity in Maricopa County started in earnest in 2014 rising to more than 10,000 newly constructed units in 2017. Vacancy rates are at historic lows across the Valley ranging from 5% to 7% depending on the source. Scottsdale's vacancy rate stands at 5% today, among the lowest in the County.

Employment and population growth forecasted for the Greater Phoenix area will continue to create demand for new multi-family units. Through 2028, the population of Greater Phoenix is expected to increase by more than 80,000 persons per year and a total of more than 872,000 persons according to the University of Arizona. The outlook for job growth in Greater Phoenix is very positive over the next ten years. The University of Arizona forecasts an increase of 517,000 jobs through 2028.

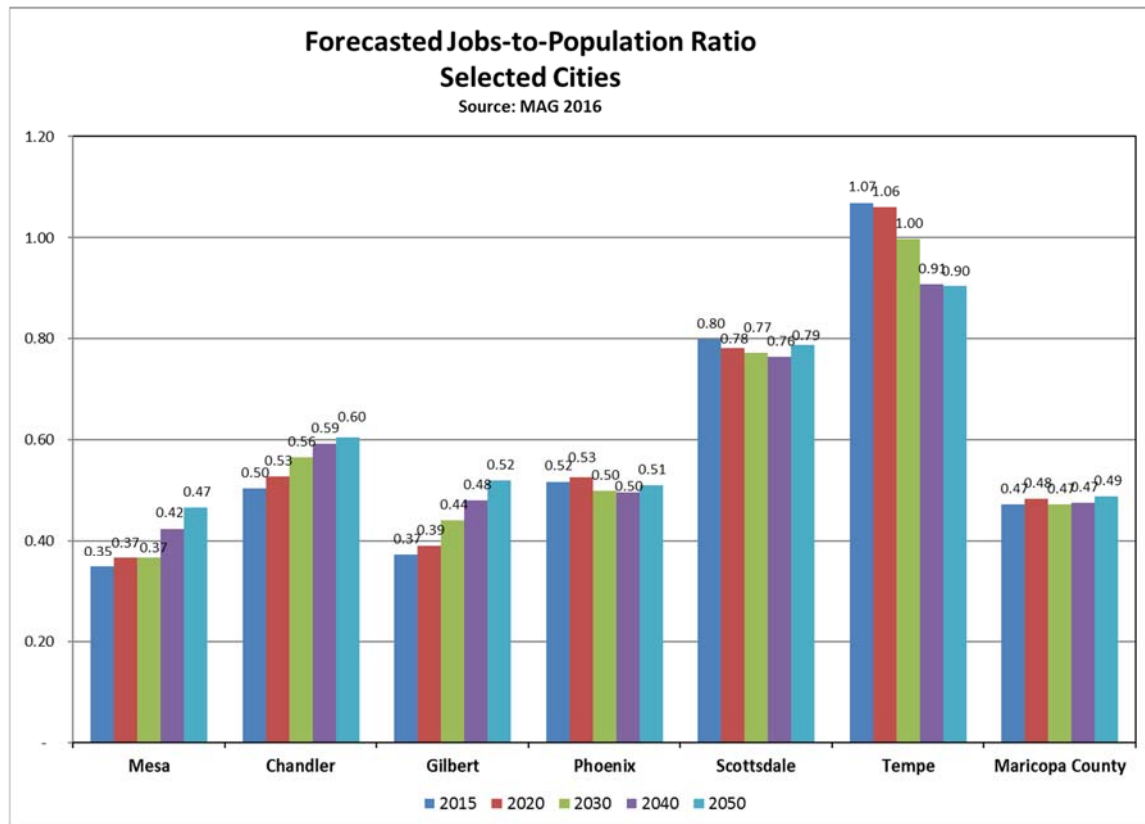
In order to accommodate the influx of new residents to Greater Phoenix, approximately 34,000 housing units will need to be built each year over the next ten years. Of those units, 27% are expected to be multifamily units.

#### **Scottsdale Population and Employment Forecasts**

Scottsdale's population is expected to grow more slowly on a percentage basis over the next 30+ years than Maricopa County. This is partly due to a dwindling land supply as well as the cost of housing which is well above average in Scottsdale. Overall, Scottsdale is expected increase in population by an average of 6,600 persons per year (66,600 persons total) by 2050 from its 2018 population estimate of 245,400. It is also expected to add nearly 61,000 new jobs to its employment base between 2015 and 2050.

An important consideration in analyzing forecasts is the jobs-to-population ratio for a municipality. A jobs-to-population ratio that is higher than the county average indicates that the community is a center of employment. Scottsdale's ratio is much higher than the county, standing at 0.80 in 2015 and expected to be within a range of 0.76 to 0.79 for the future. In comparison to other major cities in the Valley, Scottsdale is among the leaders in job growth and the jobs-to-population ratio.





As an important hub of employment in the Greater Phoenix area, the demand for housing in Scottsdale will continue to grow. Based on the population forecasts from MAG, the demand for housing in Scottsdale will total more than 31,100 units over the next 30+ years. Most of that demand will occur in the next ten years totaling 17,300 units. With a limited land resource, much of the development will likely take place:

- In southern Scottsdale where obsolete properties are being redeveloped and
- Along and near the Loop 101 where mixed-use employment and residential uses are planned.

### Drivers of Multi-Family Demand

There are two significant demand generators of the multi-family market: Baby Boomers and Millennials.

A growing source of demand for multi-family units is the age group over 60 years old which includes most of the Baby Boomers. While this may be surprising given the focus on the Millennial generation, several observers have recognized the trend of an increasing percentage of older Americans who make up the rental market. According to RentCafe.com, the fastest growing segment of the multi-family rental market is persons over the age of 60. Studies show that a portion of the older population is no longer enthusiastic about homeownership and is





starting to downsize and move into rentals. The cost to maintain a home is now being replaced with more lifestyle choices – less monthly cost, lock-and-leave, no maintenance obligations.

This trend is on display in Scottsdale. Scottsdale has historically had a high percentage of 60+ year old renter households - well above the County average. In 2007, 21.8% of all Scottsdale renter households were older than 60 years. In 2017, that number increased to 24.6%. In fact, the number of renter households in Scottsdale over the age of 60 increased by 58% between 2007 and 2017. By comparison, the number of renter households under the age of 34, which traditionally makes up the majority of renters, only grew by 27%.

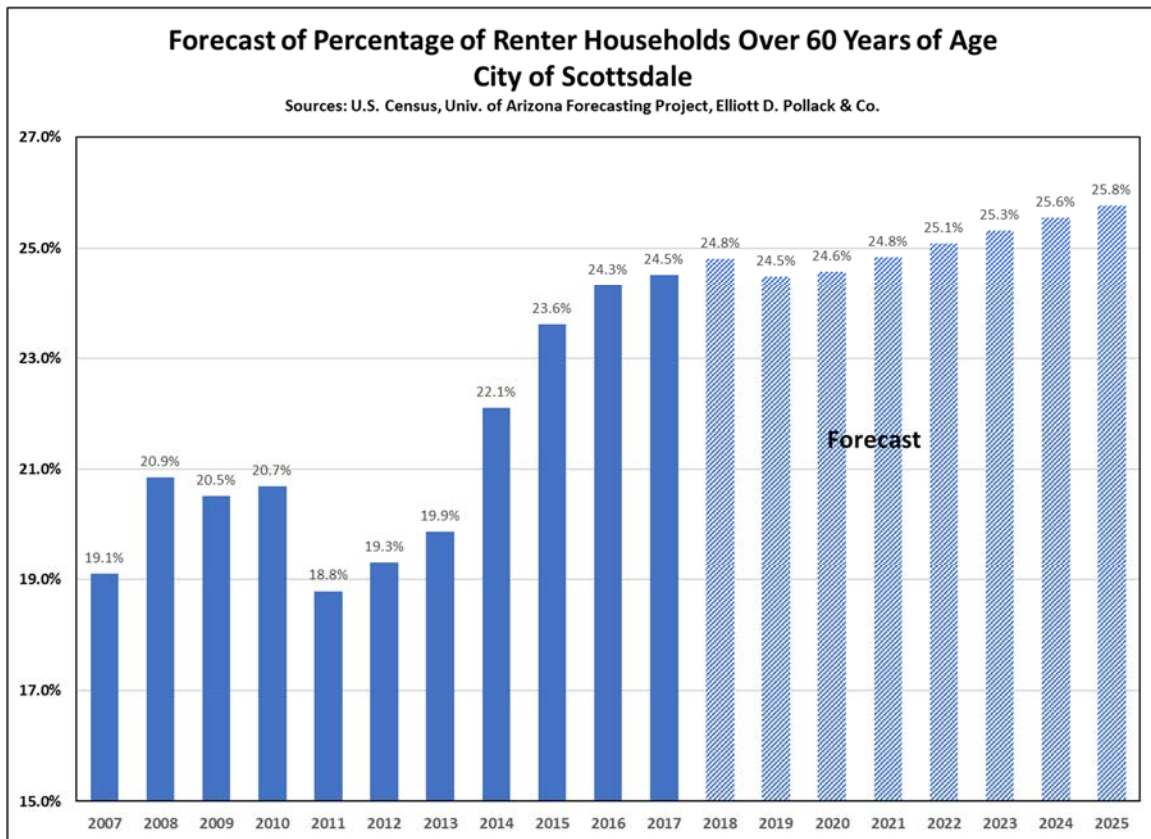
In the case of both Maricopa County and Scottsdale, the percentage of the multi-family market occupied by households under the age of 34 declined dramatically while the 60 plus age group grew rapidly.

Percentage of Total Renters By Age 2007 & 2017				
Maricopa County & Scottsdale				
Age Group	Maricopa County		Scottsdale	
	2007	2017	2007	2017
34 and under	44.3%	35.4%	40.2%	36.3%
35-59	42.1%	46.6%	38.1%	39.1%
60+	13.7%	18.0%	21.8%	24.6%
Total	100.0%	100.0%	100.0%	100.0%
Source: U.S. Census, American Community Survey				

Scottsdale's population with a median age of 46.0 is quite different than its neighbors. For instance, the median age of a Mesa resident is 35.6 while Tempe's median age is 29.9. As a result, the percentage of residents over the age of 60 who are renters in these adjacent cities is much lower. In Mesa, only 16.9% of all renters are over the age of 60; in Tempe an even smaller percentage at 8.5% are over 60. In Scottsdale, 24.6% of all renters are over age 60, 46% higher than in Mesa and 89% higher than in Tempe. The Scottsdale multi-family rental market is expected to continue to be driven by the Baby Boomer generation by virtue of the city's older age cohort.

Baby Boomers are making a lifestyle choice to rent instead of owning a home. Most have the incomes to comfortably own but are now downsizing and choosing to enjoy more flexibility in their lives. This may include traveling abroad more or living in another state for part of the year. The ability to lock-and-leave a unit is a conscious choice for this generation. A forecast through 2025 shows the continued growth in the Baby Boomer rental trend in Scottsdale.





Not surprisingly, the second source of demand for the multi-family market is the Millennial generation of 71.8 million persons which is expected to become the largest generation in 2019 or 2020 surpassing the 73.5 million Baby Boomers. The Millennial generation grew up in one of the worst recessions in U.S. history at a time when they were just entering adulthood. As they graduated from high school and college, many could not find permanent work and wage levels were depressed. In addition, those graduating from college were often burdened with student debt. As a result, the Millennial generation views their jobs and lives in ways much different than other generations. They have delayed marriage and family formations, lived with relatives or roommates, and delayed purchasing a home. The multi-family market has benefited from the choices made by Millennials.

For at least the next decade, the multi-family market will be driven by both Baby Boomers and Millennials. Younger households will continue to seek shelter and life experiences. Older households are expected to continue downsizing as a lifestyle choice, a portion of whom will choose to rent in a multi-family community.

### City of Scottsdale Multi-Family Market

Scottsdale currently has 106 multi-family rental communities with approximately 25,737 units. During the real estate boom, Scottsdale experienced a significant number of condominium conversions. Scottsdale had the second highest number of conversions in the County, exceeded





only by Phoenix. Between 2002 and 2007, the inventory of multi-family communities in Scottsdale declined by 6,400 units, primarily the result of condominium conversions.

Today, Scottsdale has a lower vacancy rate and higher average rents compared to the balance of Maricopa County. The current occupancy rate in Scottsdale stands at 95%, excluding communities in the lease-up stage. The average rent in Scottsdale is 34% higher than the average County-wide rent.

Within the South Scottsdale area are 52 multi-family rental communities with 11,484 units. Much of the development in South Scottsdale occurred in the 1970s and 1980s, then leveled off through the 1990s. Multi-family development in the sub-market started again in 2014 along with construction activity throughout the entire City.

The current pipeline of planned and under construction multi-family communities shows that only one community in the South sub-market will be completed in 2019. Two additional communities are under construction in the North sub-market near the Loop 101. Overall, Scottsdale's share of the County's under-construction projects is 6.3%.

### **Scottsdale Housing Forecast**

While southern Scottsdale has captured a fair share of the county-wide multi-family market since 2010, construction activity has now expanded across the Valley, reducing the number of projects that are planned or under construction in Scottsdale and the Southeast Valley. The multi-family forecast for South Scottsdale is modest; forecasted construction activity is down significantly from the early part of this decade.

### **Summary of South Scottsdale Sub-Market Conditions**

Scottsdale and the Southeast Valley have captured a large share of the multi-family market because of their employment base which includes high tech, aerospace, healthcare, and other high wage occupations. Scottsdale's target industries and top local firms as outlined by the City's Economic Development Department are:

- Advanced Business Services: Vanguard, Nationwide Insurance and APL Logistics
- Bio-Life Sciences: Mayo Clinic, Orion Health, Honor Health
- Hospitality: Troon Golf, Fairmount Scottsdale Princess, Westworld
- Technology: GoDaddy, JDA Software, PayPal, Yelp

The Scottsdale employment base has made the city an attractive destination for residents and visitors alike. A wide mix of housing is an important element of the City's economic development strategy. Between 2019 and 2028, approximately 17,300 housing units will need to be constructed in Scottsdale to provide housing for the forecasted population. A portion of those units will need to be multi-family units to provide housing for well-heeled Baby Boomers. Additionally, the successful younger generation will need transitional housing between starting a career and entering the homeownership market. The South Scottsdale sub-market is attractive



to new startup companies that desire a more urban, walkable environment. Many Baby Boomer and Millennial residents also desire a similar walkable environment that makes South Scottsdale unique from other Valley cities and a destination for tourists.

The current pipeline of multi-family communities in South Scottsdale is modest with only one community to be completed in 2019 and two more in the planning stages. Multi-family development activity in Scottsdale generally is expected to slow as developers seek out other cities for new projects, particularly in the West Valley which has had limited development activity until the last three years.

Overall, the South Scottsdale multi-family market is extremely healthy. Continued development of new units is anticipated to provide for the housing needs of new residents and employees as well as to further promote the desires of well-heeled Baby Boomers and successful Millennials for an urban, walkable lifestyle.





## 1.0 Purpose of Study

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The purpose of this study is to prepare an analysis of the multi-family housing market in South Scottsdale that will focus on the demand for such housing relative to job growth and overall economic development of the community. The market area that is the subject of this study is defined as the Scottsdale city limits from Indian Bend Road south to the Tempe border. The contents of this study include:

- An overview of the Greater Phoenix economy and multi-family market trends.
- A historical analysis of multi-family construction in the market area including rents, and occupancy.
- The capture of metro-wide multi-family construction activity by the market area.
- Analysis of the relationship between job growth and multi-family construction.
- An opinion on the near-term demand for multi-family units in the market area given current demographic considerations, the Millennial population, and other factors that will continue to drive demand.

### 1.1 Limiting Conditions

This study prepared by Elliott D. Pollack & Company is subject to the following considerations and limiting conditions.

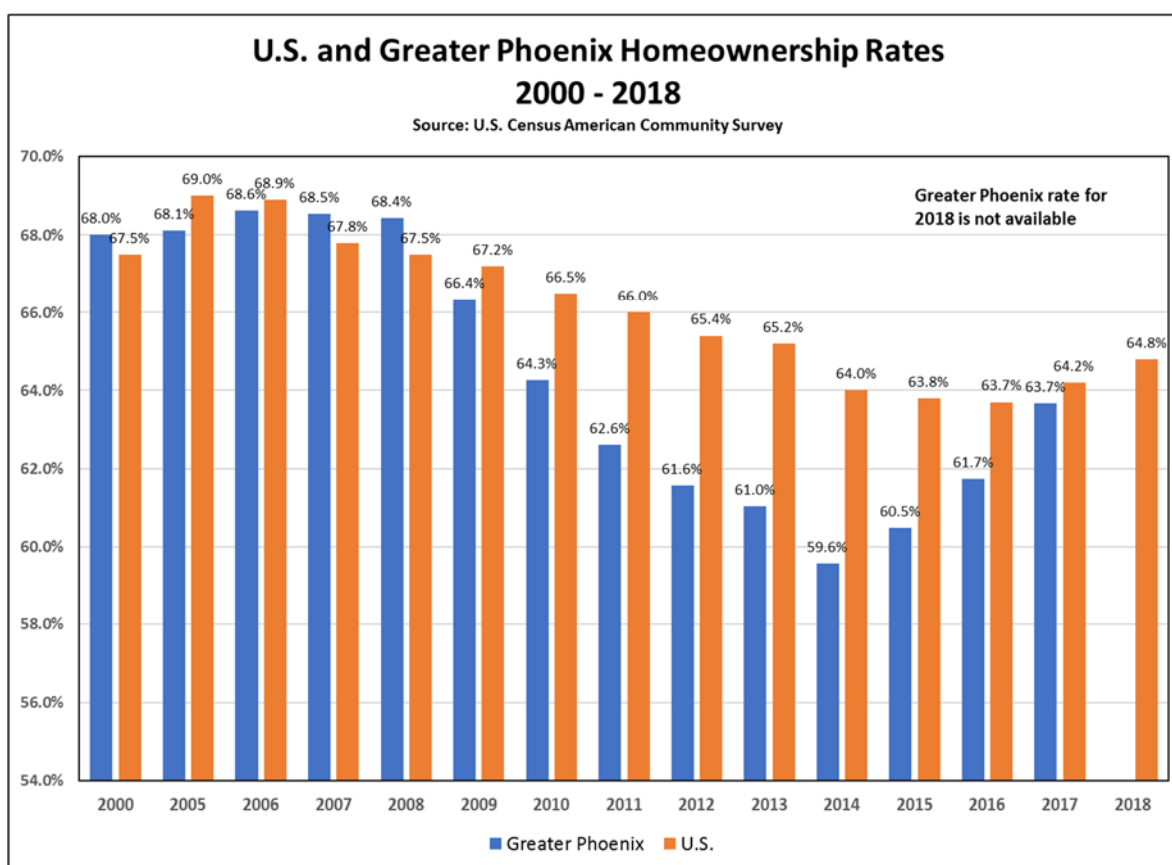
- It is our understanding that this study is for the client's due diligence and other planning purposes.
- The reported recommendation(s) represent the considered judgment of Elliott D. Pollack and Company based on the facts, analyses and methodologies described in the report.
- This study is intended to be read and used as a whole and not in parts.
- Our analysis is based on currently available information and estimates and assumptions about long-term future development trends. Such estimates and assumptions are subject to uncertainty and variation. Accordingly, we do not represent them as results that will be achieved. Some assumptions inevitably will not materialize and unanticipated events and circumstances may occur; therefore, the actual results achieved may vary materially from the forecasted results. The assumptions disclosed in this analysis are those that are believed to be significant to the projections of future results.



## 2.0 Multi-Family Market Trends

### 2.1 Greater Phoenix Multi-Family Market Conditions

The Greater Phoenix multi-family market has made a significant recovery since the end of the Great Recession in 2009. Following the recession, the multi-family market experienced rising vacancies and declining rents. Throughout the county, multi-family vacancies rose sharply in 2008 and 2009 but then started to decline in 2010 and 2011. Much of this decline was due to the bursting of the housing bubble and resulting housing foreclosures which forced many homeowners into the rental market. Homeownership rates in Greater Phoenix fell to historic lows between 2006 and 2014, declining to 59.6%. Comparatively, the homeownership rate for the U.S. only decline approximately five percentage points between 2005 and 2016. While homeownership in Greater Phoenix and the country is improving, it still has not recovered to pre-recession levels.

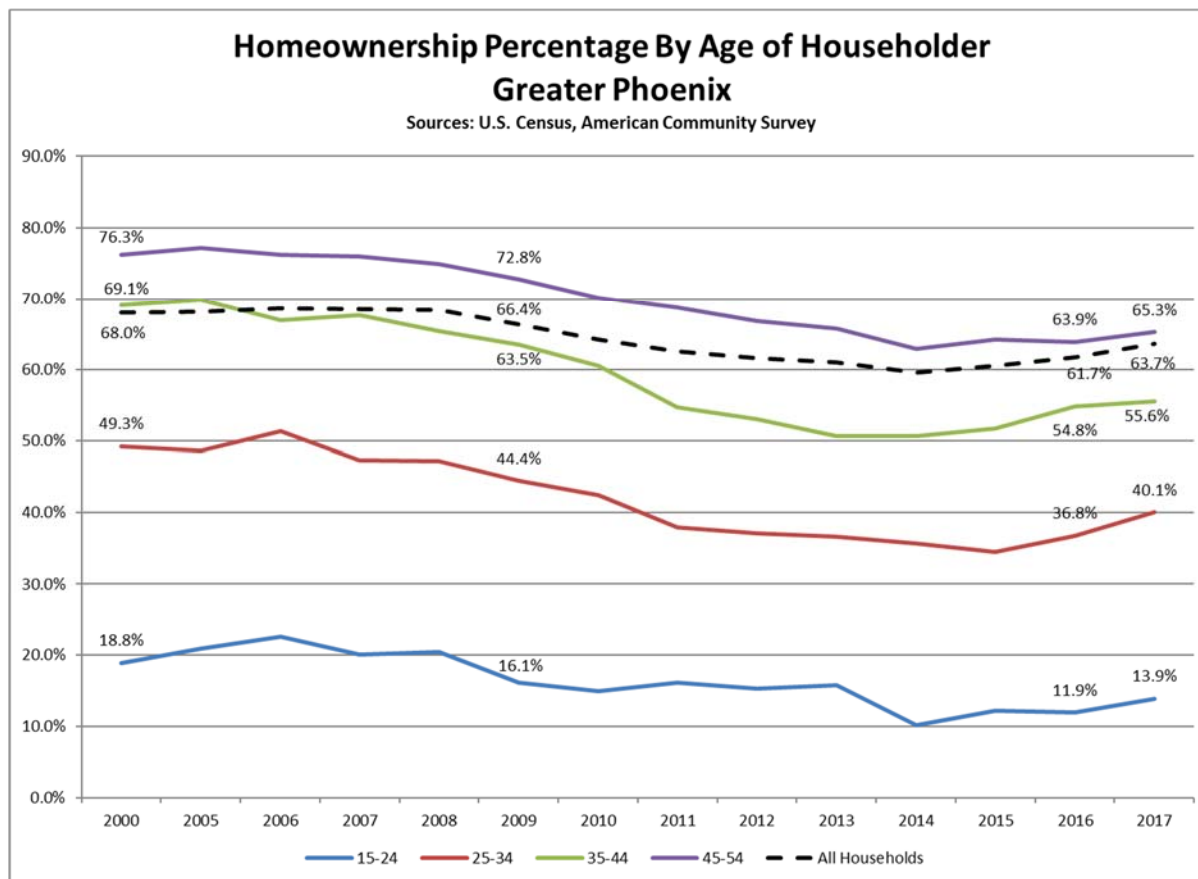


One factor driving the demand for the multi-family market is the Millennial population. Millennials have delayed purchasing homes and forming families as they struggle with student debt and the psychological effects of the Great Recession. The homeownership rate for the 25 to 34-year old age group, which includes most Millennials, declined from near 50% in 2000





(before the housing bubble) to 35% in 2015. The homeownership rate for all age groups is now rising but is still below pre-recession levels. As a result, the construction of multi-family units has increased significantly over the past five years to accommodate this demand for housing.



Rent and vacancy data for Maricopa County was obtained from RealData, a multi-family data vendor that compiles information on all multi-family communities with at least 50 units. According to RealData, as of the end of 2018, there were approximately 304,000 conventional multi-family units in the county in 1,457 communities. Since the end of the recession in 2009, 47,736 units have been built representing an 18.6% increase in the inventory.

Between 2004 and 2006, the inventory of multi-family units in Maricopa County declined by nearly 8,000 units as multi-family communities were converted to condominiums. Even with this reduction in inventory, the vacancy rate for multi-family units increased as renters vacated their units in favor of purchasing single family homes. Many renters also purchased their units during the condo conversion process. In 2008, the inventory of multi-family units began to increase again, consisting of newly-constructed units as well as condo communities that were reverted from ownership back to rentals. Vacancy rates peaked in 2009 at 14.9% as more units were brought to the market during a time of weak absorption. That trend ended in 2010 with reported



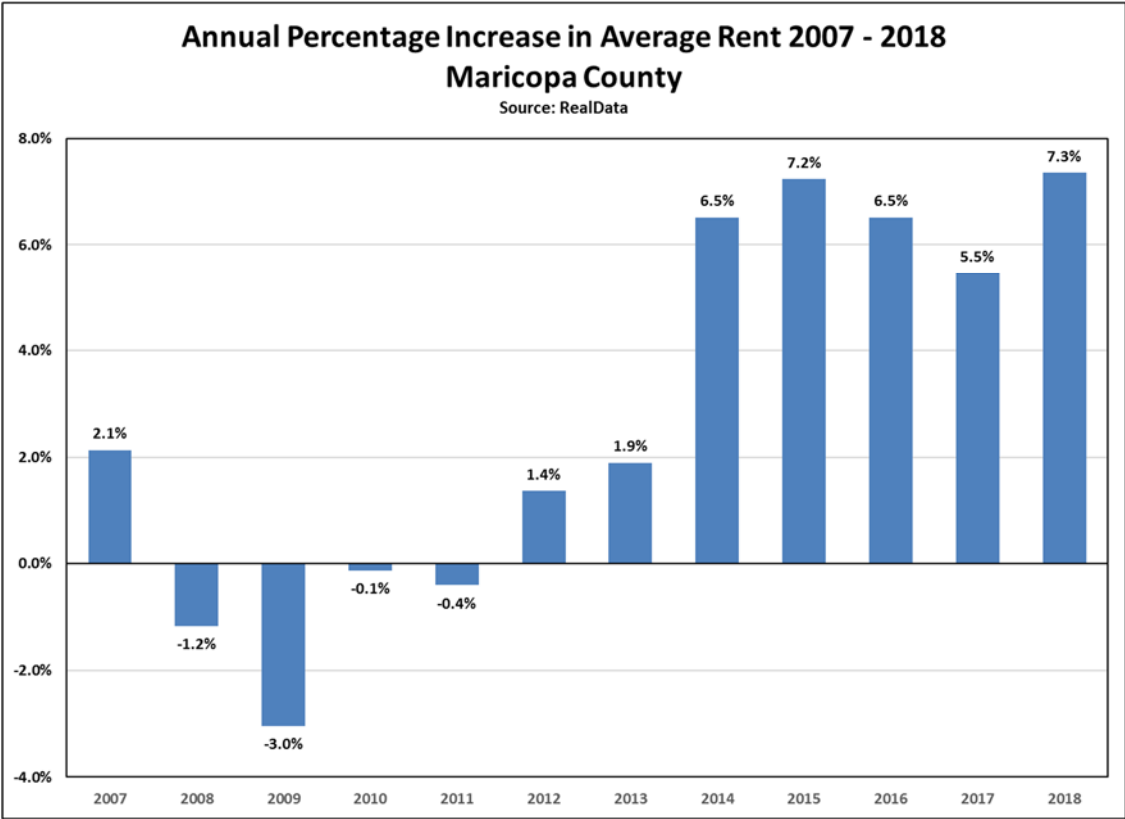
absorption of nearly 11,000 units, lowering the average county vacancy rate to 11.2%. Very weak construction activity followed from 2010 to 2013, but in 2014 the supply of multi-family units began to increase rising to more than 10,000 newly constructed units in 2017.

Maricopa County Multi-Family Trends									
Year	Unit Count			% Vacant*	Rent/Unit		Average SF/Unit	Rent/SF	
	Inventory	Change	% Change		Average	% Change		Average	% Change
2006	237,507			9.1%	\$749		809	\$0.93	
2007	239,304	1,797	0.8%	11.2%	\$765	2.1%	811	\$0.95	2.2%
2008	247,788	8,484	3.5%	14.1%	\$756	-1.2%	815	\$0.94	-1.1%
2009	256,231	8,443	3.4%	14.9%	\$733	-3.0%	817	\$0.90	-4.3%
2010	257,672	1,441	0.6%	11.2%	\$732	-0.1%	819	\$0.90	0.0%
2011	258,896	1,224	0.5%	9.8%	\$729	-0.4%	819	\$0.90	0.0%
2012	260,469	1,573	0.6%	8.8%	\$739	1.4%	821	\$0.91	1.1%
2013	264,299	3,830	1.5%	7.9%	\$753	1.9%	823	\$0.92	1.1%
2014	270,650	6,351	2.4%	7.4%	\$802	6.5%	829	\$0.97	5.4%
2015	277,454	6,804	2.5%	7.1%	\$860	7.2%	831	\$1.04	7.2%
2016	285,472	8,018	2.9%	7.3%	\$916	6.5%	834	\$1.11	6.7%
2017	295,505	10,033	3.5%	7.9%	\$966	5.5%	837	\$1.16	4.5%
2018	303,967	8,462	2.9%	7.3%	\$1,037	7.3%	839	\$1.24	15.9%
<b>2003-2018 Average Annual Growth Rate</b>									
	<b>2.1%</b>				<b>2.7%</b>			<b>2.4%</b>	
<b>2013-2018 Average Annual Growth Rate</b>									
	<b>2.8%</b>				<b>6.6%</b>			<b>6.2%</b>	
*Vacancy Rate as the of the 4th Quarter of Each Year									
Source: RealData									

In Maricopa County, rents have risen by \$385 per month since 2013 or an average of 6.6% each year. The average rent today is slightly more than \$1,000 per month or \$1.24 per square foot of livable area.



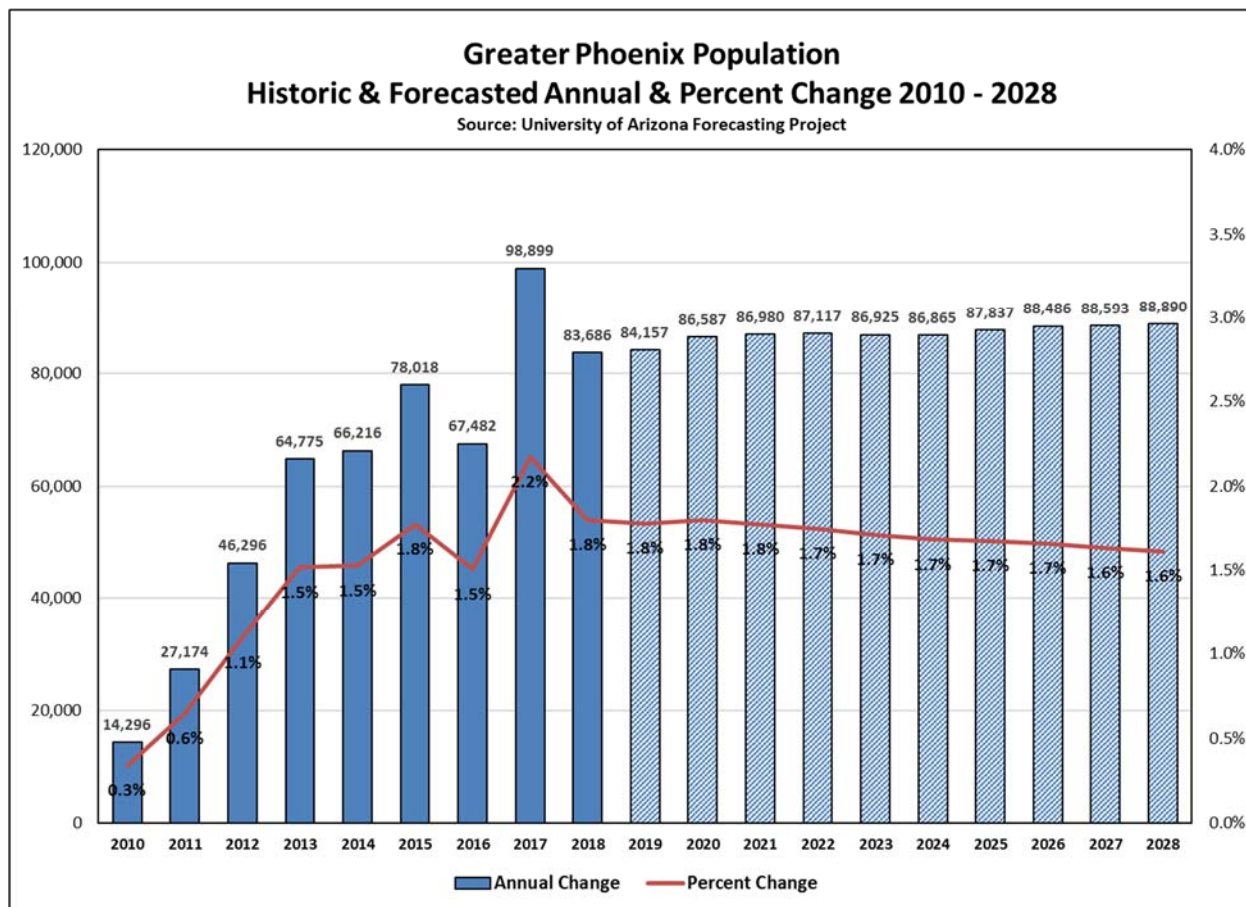




2.2 Greater Phoenix Multi-Family Construction Forecast

Employment and population growth forecasted for the Greater Phoenix area will continue to create demand for new multi-family units. Prior to the recession, Greater Phoenix historically grew at an average rate of 3.5% per year. Since that time, the percentage growth in population has only exceeded 2.0% in one year – 2017. The forecast for population growth is positive but moderate compared with earlier years, expected to average 1.7% over the next ten years. But even this moderate level of growth will still produce a population increase through 2028 of more than 80,000 persons per year and a total of more than 872,000 persons according to the University of Arizona.





While mobility across the U.S. has decreased since the Great Recession, Greater Phoenix has started to attract a significant number of new residents over the last few years. The region is now one of the leaders in population growth in the nation. According to the U.S. Census, in 2017 Greater Phoenix was the fourth fastest growing metro area in terms of absolute population increase with nearly 89,000 new residents (the U.S. Census estimates vary from estimates from the University of Arizona that are cited in the above chart). Because of its overall size at more than 4.7 million persons, Greater Phoenix ranks ninth in percentage growth behind several much smaller metro areas such as Austin and Las Vegas.





Fastest Growing Metro Areas 2017 By Numeric Growth			Fastest Growing Metro Areas 2017 By Percentage Growth		
Rank	Metro Area	Net Change 2016-2017	Rank	Metro Area	% Change 2016-2017
1	Dallas-Fort Worth	146,238	1	Austin	2.68%
2	Houston	94,417	2	Raleigh	2.31%
3	Atlanta	89,013	3	Orlando	2.30%
4	Phoenix	88,772	4	Las Vegas	2.20%
5	Washington D.C.	65,908	5	Dallas-Fort Worth	2.02%
6	Seattle	64,386	6	Charlotte	2.01%
7	Riverside-San Bernardino	57,017	7	San Antonio	1.97%
8	Orlando	56,498	8	Jacksonville	1.93%
9	Austin	55,269	9	Phoenix	1.91%
10	Tampa-St. Petersburg	54,874	10	Nashville	1.83%
Source: U.S. Census			Source: U.S. Census		

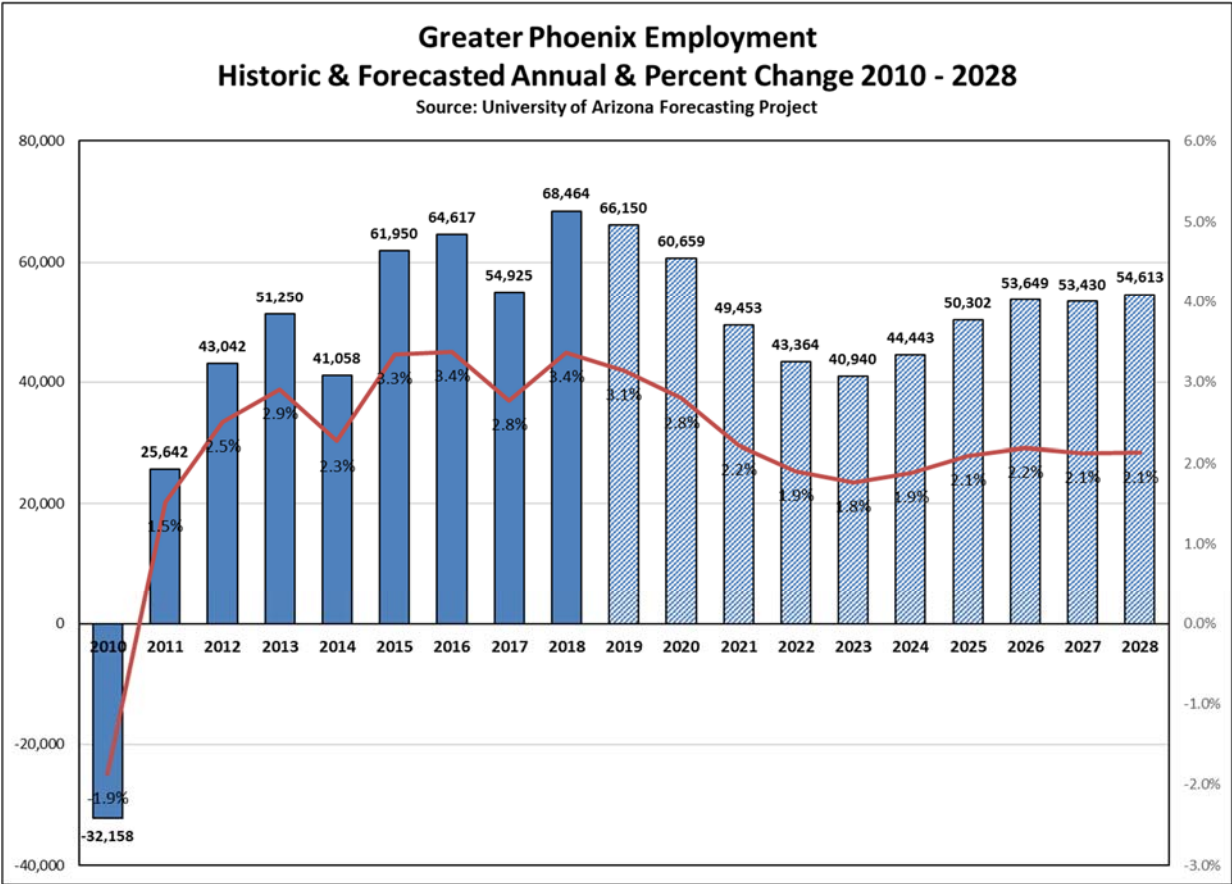
Greater Phoenix is also a top 10 metro area in employment growth. In 2018, 68,100 jobs were created, second only to the Dallas-Fort Worth area. On a percentage basis, Greater Phoenix ended with a job increase of 3.34% for the year.

Fastest Growing Employment Centers 2018 By Numeric Growth			Fastest Growing Employment Centers 2018 By Percentage Growth		
Rank	Metro Area	Net Change 2017-2018	Rank	Metro Area	% Change 2017-2018
1	Dallas-Fort Worth	86,800	1	Orlando	3.58%
2	Phoenix	68,100	2	Riverside-San Bernardino	3.39%
3	Houston	64,900	3	Phoenix	3.34%
4	Atlanta	58,400	4	Austin	3.32%
5	San Francisco-Oakland	55,000	5	Nashville	3.07%
6	Miami-Fort Lauderdale	49,900	6	Las Vegas	2.99%
7	Riverside-San Bernardino	49,300	7	Denver	2.47%
8	Seattle	48,700	8	Seattle	2.44%
9	Orlando	44,800	9	Dallas	2.41%
10	Chicago	44,800	10	Charlotte	2.41%
Source: U.S. BLS			Source: U.S. BLS		

Greater Phoenix has fully recovered from the Great Recession. After losing 239,800 jobs in the recession, it has regained another 443,500 jobs (185% of jobs lost) since the bottom of the job market in September 2010. The outlook for job growth in Greater Phoenix is very positive over the next ten years. The University of Arizona forecasts an increase of 517,000 jobs through 2028. The forecast does suggest a slowdown in job growth by 2021, perhaps in response to a recession



that is expected to be modest. It is notable that since 2009, 87% of all job growth in the State has occurred in Greater Phoenix.

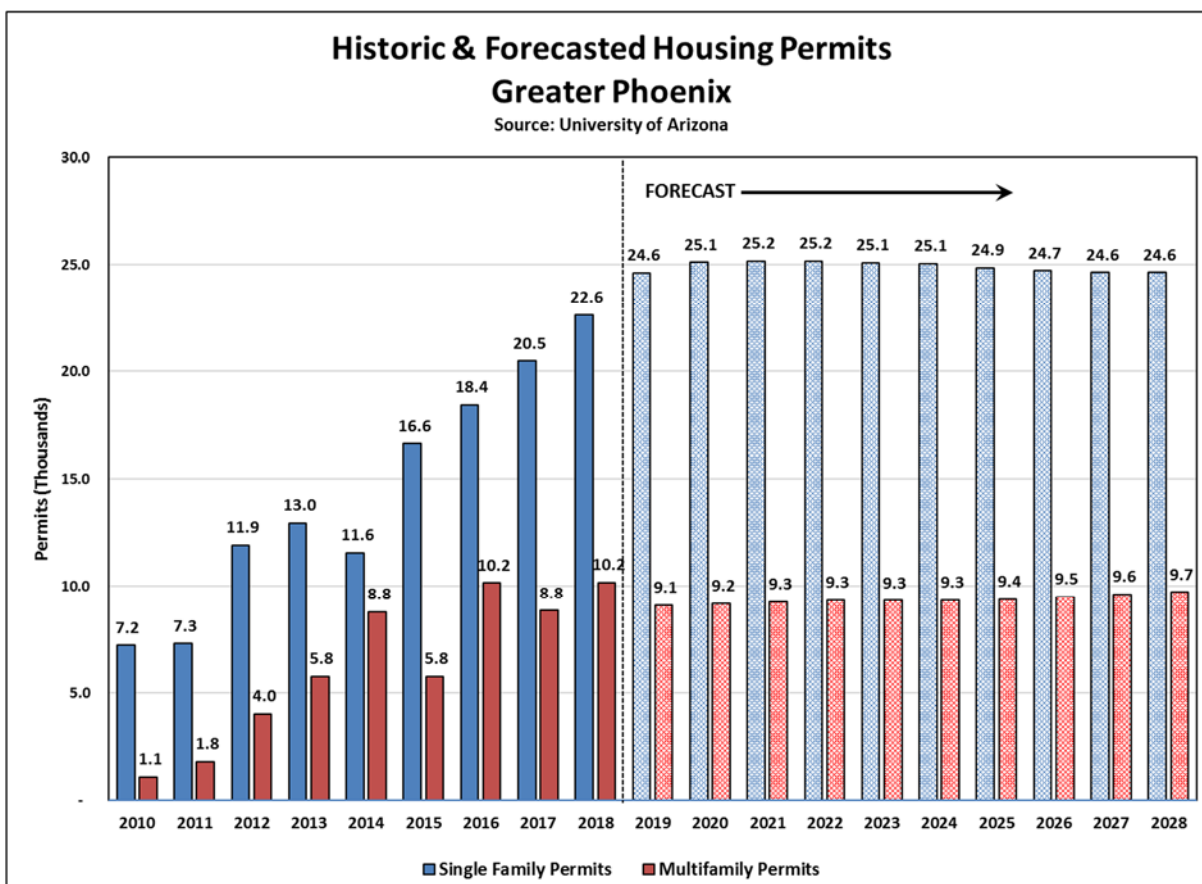


Overall, the Greater Phoenix and Arizona economies are booming. Median household incomes in Arizona rose 4.8% in 2017, double the national rate, to a high of \$61,125. The state is ranked third nationally for GDP growth; Forbes magazine ranks Arizona in the top five for growth prospects.

In order to accommodate the influx of new residents to Greater Phoenix, approximately 34,000 housing units will need to be built each year over the next ten years. Of those units, 27% are expected to be multifamily units.







## 2.3 Drivers of Multi-Family Development

There are two significant demand generators of the multi-family market: Baby Boomers and Millennials. Each will be described in this section.

### **Baby Boomers**

A growing source of demand for multi-family units is the age group over 60 years old which includes most Baby Boomers. While this may be surprising given the focus on the Millennial generation, several observers have recognized the trend of an increasing percentage of older Americans who make up the rental market. According to RentCafe.com, the fastest growing segment of the multi-family rental market is persons over the age of 60. Studies show that a portion of the older population is no longer enthusiastic about homeownership and is starting to downsize and move into rentals. The cost to maintain a home is now being replaced with more lifestyle choices – less monthly cost, lock-and-leave, no maintenance obligations.

This trend is on display in Scottsdale. The percentage of renter households over the age of 60 in the County has increased from 13.7% in 2007 to 18.0% in 2017. Scottsdale has historically had a higher percentage of 60+ year old renter households - well above the County average. In 2007, 21.8% of all Scottsdale renter households were older than 60 years. In 2017, that percentage



increased to 24.6%. In fact, the number of renter households in Scottsdale over the age of 60 increased by 58% between 2007 and 2017. By comparison, the number of renter households under the age of 34, which traditionally makes up the majority of renters, only grew by 27%.

In the case of both Maricopa County and Scottsdale, the percentage of the multi-family market occupied by households under the age of 34 declined dramatically while the 60 plus age group grew rapidly.

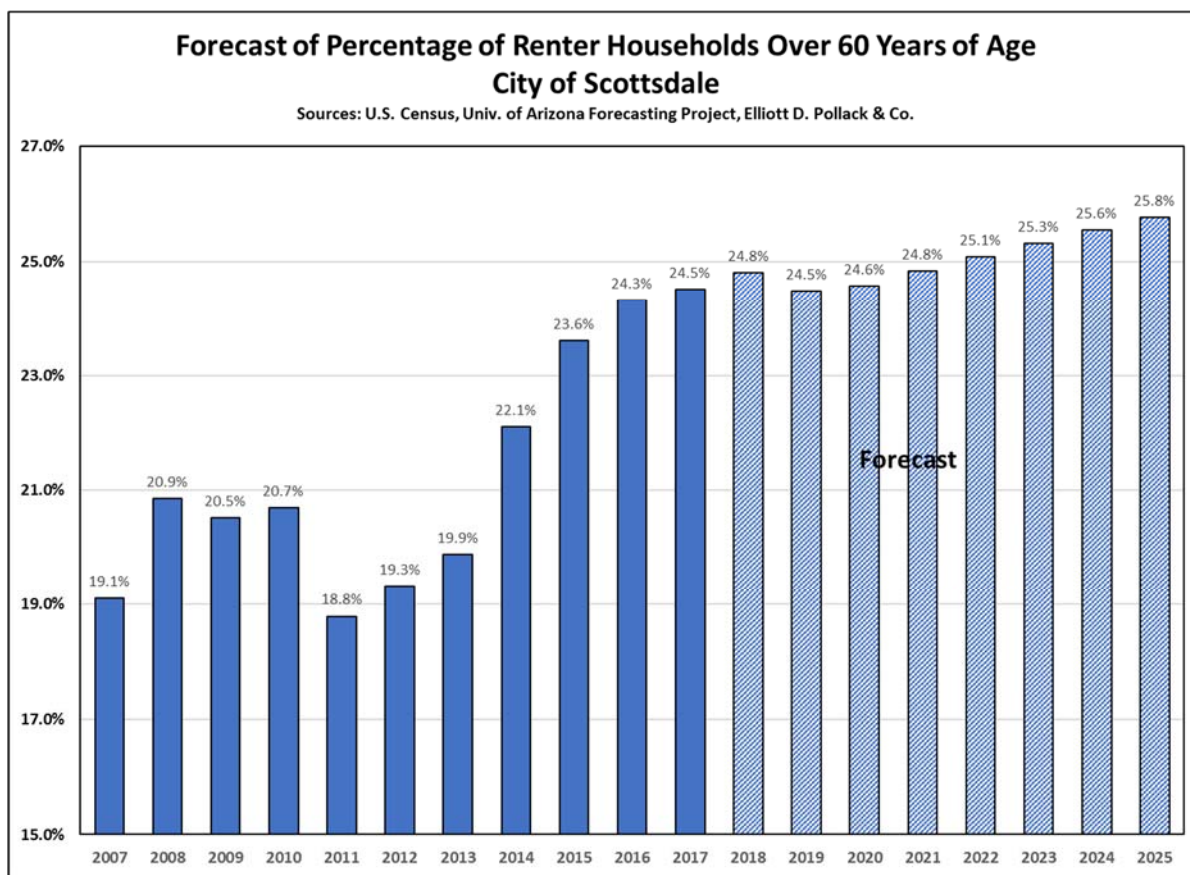
Percentage of Total Renters By Age 2007 & 2017				
Maricopa County & Scottsdale				
Age Group	Maricopa County		Scottsdale	
	2007	2017	2007	2017
34 and under	44.3%	35.4%	40.2%	36.3%
35-59	42.1%	46.6%	38.1%	39.1%
60+	13.7%	18.0%	21.8%	24.6%
Total	100.0%	100.0%	100.0%	100.0%
Source: U.S. Census, American Community Survey				

Scottsdale's population with a median age of 46.0 is quite different than its neighbors. For instance, the median age of a Mesa resident is 35.6 while Tempe's median age is 29.9. As a result, the percentage of residents over the age of 60 who are renters in these adjacent cities is much lower. In Mesa, only 16.9% of all renters are over the age of 60; in Tempe an even smaller percentage at 8.5% are over 60. In Scottsdale, 24.6% of all renters are over age 60, 46% higher than in Mesa and 89% higher than in Tempe. The Scottsdale multi-family rental market is expected to continue to be driven by the Baby Boomer generation by virtue of the city's older age cohort.

Baby Boomers are making a lifestyle choice to rent instead of owning a home. Most have the incomes to comfortably own but are now downsizing and choosing to enjoy more flexibility in their lives. This may include traveling abroad more or living in another state for part of the year. The ability to lock and leave a unit is a conscious choice for this generation. A forecast through 2025 shows the continued growth in the Baby Boomer rental trend.







### **Millennials**

Not surprisingly, the Millennial population has been one of the major drivers of the multi-family market since the Greater Recession. The definition of a Millennial varies from source to source. The narrowest definition is persons born between 1981 and 1996 which places their ages between 23 and 38 years old in 2019.

According to the U.S. Census Bureau data from 2017, the Millennial generation of 71.8 million persons is expected to surpass the 73.5 million Baby Boomers (ages 53 to 73 today) in 2019 or 2020 as the largest generation. The Millennial generation will continue to grow in the future due to the influx of young immigrants. Boomers, on the other hand, are reaching retirement age and their numbers are shrinking as the number of deaths among them exceeds the number of older immigrants arriving in the country. The Millennial population is expected to grow to 81 million persons by 2036 before leveling off.

The Millennial generation grew up one of the worst recessions in U.S. history at a time when they were just entering adulthood. As they graduated from high school and college, many could not find permanent work and wage levels were depressed. In addition, those graduating from college were often burdened with student debt. As a result, the Millennial generation views their jobs and lives in ways much different than other generations. They have delayed marriage and family



formations, lived with relatives or roommates, and delayed purchasing a home. The multi-family rental market has benefited from the choices made by Millennials.

<b>Baby Boomers Versus Millennials</b>		
<b>Ages 25 - 34</b>		
	<b>Baby Boomer In 1980</b>	<b>Millennials in 2015</b>
Married	68%	40%
Separated/Divorced	12%	7%
Never Married	20%	53%
Live in Independent Households	84%	59%
Lived with Parents/Grandparents	9%	22%
Home Ownership	60%	43%
Source: Bowling Green State University; 1980 Decennial Census; 2015 American Community Survey		

Some of the findings of various studies of the Millennial psyche are:

- Job flexibility – buying a home locks one into not changing jobs or relocating.
- Millennials are more frugal than other generations and want to get a good deal. The newest and the best is not always the favored purchase.
- They will live with parents to save money.
- They have a desire to own a home but worry about buying one that is overpriced. A recession is still a lingering worry and the potential impact on housing values.
- They would rather spend money on “experiences” rather than housing.
- Affordability and having a suitable down payment are holding some back from buying.

There are many reasons for the decline in homeownership among Millennials, much of which has been divulged in the media. Student debt, tight credit, high down payment requirements, lack of income, and a general distrust in the housing market are all cited as reasons for Millennials not purchasing homes.

In a number of surveys, nearly all Millennials indicate they want to own a home. However, the actual purchase of a home is expected in the future, with a majority saying it will be more than five years away. Once again, the impact of the Great Recession and housing bust is echoed in the survey findings. The delay in home buying is a function of:

- Completing education
- Achieving a steady income
- Increasing confidence in future home price growth
- An improving job market and economic outlook.

A recent Bankrate survey also illustrates some of the various life milestones that have been postponed due to individual financial situations, including the purchase of a home which is highest among those aged 18-29.





<b>Milestones Postponed By Age Group</b>			
<b>Milestone</b>	<b>18-29</b>	<b>30-49</b>	<b>50-64</b>
Buying a House	30%	27%	16%
Saving for Retirement	18%	21%	24%
Buying a Car	29%	24%	12%
Getting Married	19%	11%	7%
Having Children	14%	12%	9%
Not Delaying Anything	44%	47%	67%
Source: Bankrate Money Pulse Survey			

Consistent with other surveys, the National Association of Realtors reports that student loans and other debts such as credit cards and car loans are causing a delay in saving for a down payment on a home. This is especially true for the Millennial generation. Credit availability and lending standards have also contributed to the declines in homeownership. There was a severe decline in available mortgage credit following the housing crash that has been slow to recover.

<b>Expenses that Delayed Saving for a Down Payment Or Home Purchase By Age</b>				
<b>Expense</b>	<b>All Buyers</b>	<b>36 &amp; Younger</b>	<b>37 - 51</b>	<b>52-61</b>
Student Loans	49%	55%	29%	9%
Credit Card Debt	40%	31%	41%	29%
Car Loan	34%	32%	21%	14%
Child Care Expenses	18%	12%	15%	1%
Health Care Costs	14%	9%	10%	13%
Other	15%	18%	26%	52%
Median Years Delayed	3	3	4	3
Source: National Association of Realtors 2017				

Overall, due to the size of the Millennial population that is still aging into the multi-family rental market, fundamentals appear strong for continued multi-family project development for the next decade.

For the near term, the next five to ten years, the multi-family market will be driven by both the under 34 age group and the over 60 age group. Younger households will continue to seek shelter and life experiences. They will likely choose their place of living depending on their income. Older households are expected to continue downsizing as a lifestyle choice, a portion of whom will decide to rent in a multi-family community.



### 3.0 Scottsdale Population and Employment Forecasts

The official population estimate from the Arizona Office of Economic Opportunity (OEO) for Scottsdale is 245,417 persons as of July 2018. Forecasts of population and employment growth for Scottsdale were prepared in 2016 by the Maricopa Association of Governments and are the latest available estimates of population and employment.

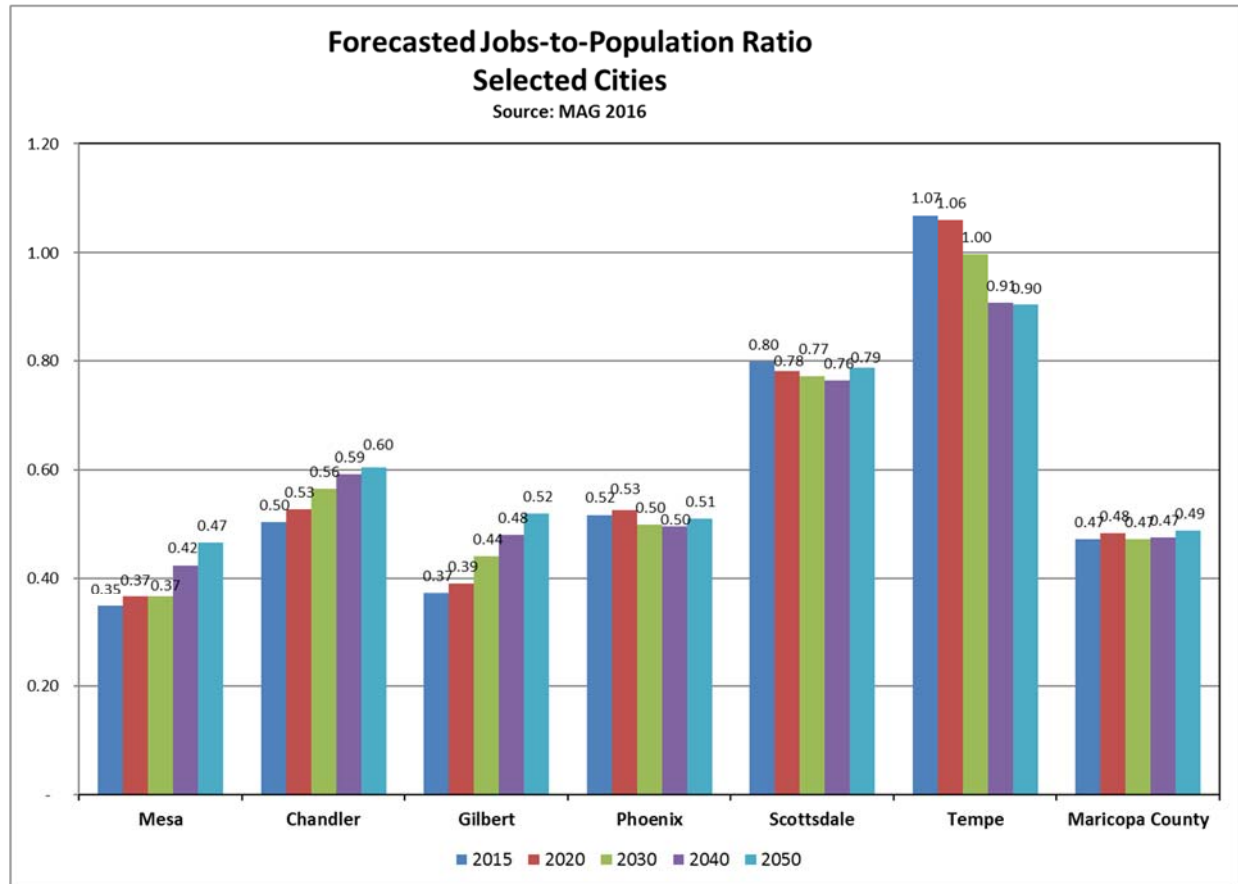
Scottsdale's population is expected to grow more slowly on a percentage basis over the next 30+ years than Maricopa County. This is partly due to a dwindling land supply as well as the cost of housing which is well above average in Scottsdale. Overall, Scottsdale is expected increase in population by an average 6,600 persons per year by 2050 (66,600 persons total) from its 2018 population estimate. It is also expected to add nearly 61,000 new jobs to its employment base between 2015 and 2050. This equates to a capture rate by Scottsdale of 3.1% of County's forecasted population and 4.5% of the County's future jobs. By comparison, Maricopa County is expected in grow by 2.6 million persons and 1.3 million jobs by 2050.

Population & Employment Forecasts City of Scottsdale & Maricopa County						
	2015	2020	2030	2040	2050	Change
<b>Scottsdale</b>						
Population	231,253	255,008	290,848	308,654	312,025	80,772
Average Annual Growth Rate		2.0%	1.3%	0.6%	0.1%	
Jobs	184,528	198,967	224,032	235,387	245,481	60,953
Average Annual Growth Rate		1.5%	1.2%	0.5%	0.4%	
Jobs/Population Ratio	0.80	0.78	0.77	0.76	0.79	
<b>Maricopa County</b>						
Population	4,076,438	4,480,900	5,280,060	6,030,950	6,698,377	2,621,939
Average Annual Growth Rate		1.9%	1.7%	1.3%	1.1%	
Jobs	1,923,012	2,165,177	2,492,545	2,863,967	3,267,055	1,344,043
Average Annual Growth Rate		2.4%	1.4%	1.4%	1.3%	
Jobs/Population Ratio	0.47	0.48	0.47	0.47	0.49	
Source: MAG 2016						

An important consideration in analyzing forecasts is the jobs-to-population ratio for a municipality. A jobs-to-population ratio that is higher than the county average indicates that the community is a center of employment. Scottsdale's ratio is much higher than the county, standing at 0.80 in 2015 and expected to be within a range of 0.76 to 0.79 for the future. In comparison to other major cities in the Valley, Scottsdale is among the leaders in job growth and the jobs-to-population ratio.







As a result of its employment base, Scottsdale experiences an influx of workers each day commuting to the city. Employee commuting data prepared by the U.S. Census suggests that Scottsdale attracts workers from across the metro area. More than a third of Scottsdale workers commute from Phoenix with the remainder spread across the East and West Valleys.



Scottsdale Worker Commuting Patterns		
Community	Workers	% of Total
Persons working & living in Scottsdale	31,231	16.9%
Where persons live who work in Scottsdale		
Phoenix	65,708	35.6%
Mesa	15,520	8.4%
Chandler	7,957	4.3%
Tempe	7,560	4.1%
Gilbert	7,117	3.9%
Glendale	5,528	3.0%
Peoria	4,602	2.5%
Surprise	2,786	1.5%
All Other Locations	36,520	19.8%
<b>Total</b>	<b>184,528</b>	<b>100.0%</b>
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics		

The following table outlines the strengths of the Scottsdale job market compared to Maricopa County averages. Highlighted are the employment clusters that make Scottsdale stand out from other communities. Overall, Scottsdale's strengths are in Business Services, Consumer Services, Finance, Insurance & Real Estate, Health Care, Hospitality, and Media. Most of these clusters generate above average wages.

Employment Cluster Summary				
Cluster	Scottsdale		Maricopa County	
	Employees	% of Total	Employees	% of Total
Business Services	26,420	17.2%	193,820	12.0%
Construction	9,290	6.0%	118,500	7.3%
Consumer Goods Manufacturing	1,760	1.1%	22,260	1.4%
Consumer Services	17,410	11.3%	175,960	10.9%
Education	5,470	3.6%	121,760	7.5%
Finance, Insurance & Real Estate	20,810	13.5%	159,920	9.9%
Government, Social & Advocacy Services	6,040	3.9%	132,640	8.2%
Health Care	20,130	13.1%	173,320	10.7%
High Tech Manufacturing & Development	6,960	4.5%	73,060	4.5%
Hospitality, Tourism & Recreation	11,530	7.5%	63,670	3.9%
Media, Publishing & Entertainment	1,630	1.1%	12,800	0.8%
Metal Inputs & Transportation-Related Manufacturing	630	0.4%	20,980	1.3%
Non-Metallic Manufacturing	1,260	0.8%	19,350	1.2%
Resource Dependent Activities	720	0.5%	17,580	1.1%
Retail	16,510	10.7%	189,200	11.7%
Telecommunications	1,430	0.9%	19,030	1.2%
Transportation & Distribution	5,630	3.7%	105,670	6.5%
<b>Totals</b>	<b>153,630</b>	<b>100.0%</b>	<b>1,619,520</b>	<b>100.0%</b>
Source: MAG				





A listing of the major private employers in Scottsdale illustrate the industry clusters of health care services, business services, and finance, insurance and real estate services.

Major Private Employers City of Scottsdale		
Business	Employees	Industry Cluster
HonorHealth	6,223	Health Care
Vanguard	3,365	Finance, Insurance, & Real Estate (FIRE)
CVS Health	2,978	Business Svcs
General Dynamics C4 Systems Inc	2,403	Business Svcs
Mayo Clinic	2,011	Health Care
Nationwide Insurance	1,240	Finance, Insurance, & Real Estate (FIRE)
Yelp	1,200	Business Svcs
Hartford Fire Insurance Company	800	Finance, Insurance, & Real Estate (FIRE)
The Fairmont Scottsdale Princess	700	Hospitality, Tourism, & Recreation
Discount Tire Co Inc	560	Retail
Taser International Inc	510	Consumer Goods Manufacturing
Sources: City of Scottsdale, MAG		

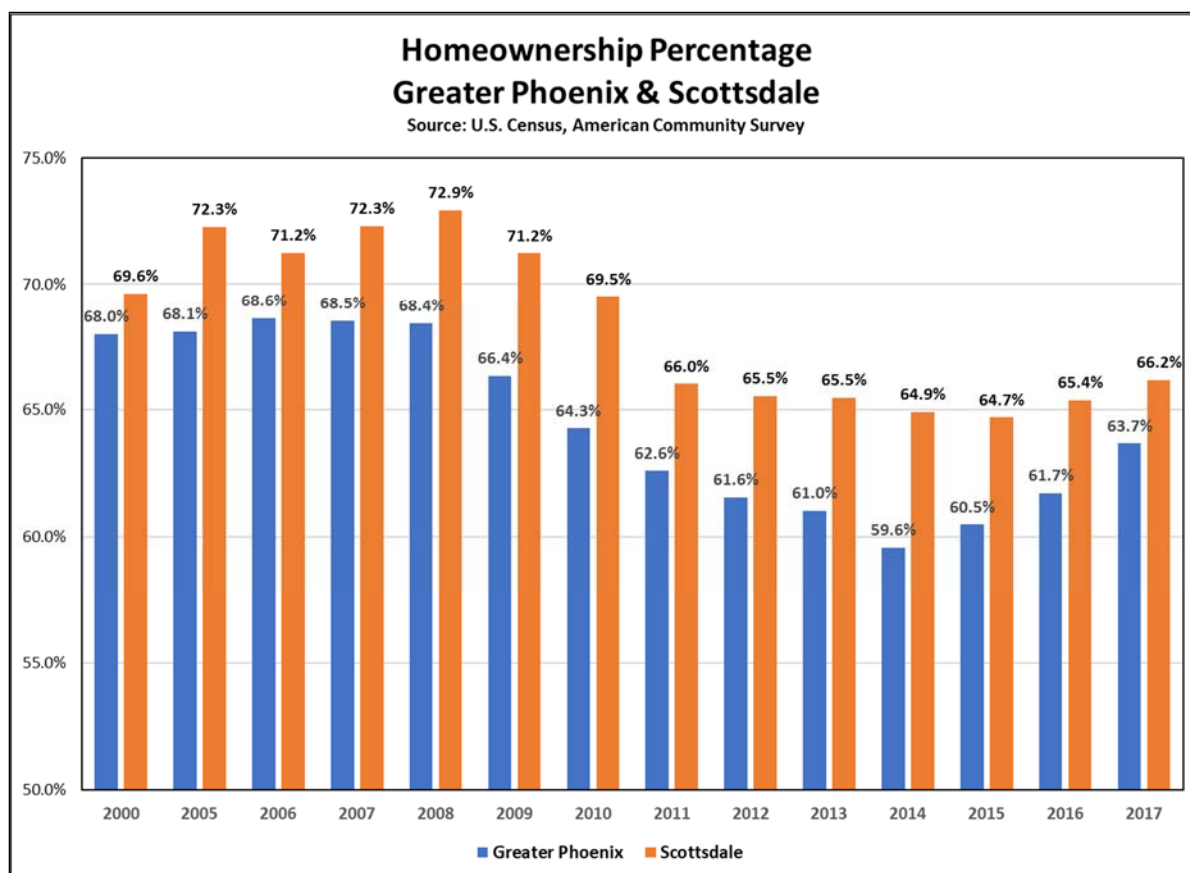
In summary, as an important hub of employment in the Greater Phoenix area, the demand for housing will continue to grow in Scottsdale. Based on the population forecasts from MAG, the demand for housing in Scottsdale will total more than 31,100 units over the next 30+ years. Most of that demand will occur in the next decade totaling 16,300 units. With a limited land resource, much of the development will likely take place:

- In southern Scottsdale where obsolete properties are being redeveloped and
- Along and near the Loop 101 where mixed-use employment and residential uses are planned.



## 4.0 Scottsdale Multi-family Market

Scottsdale's homeownership rate has historically always exceeded the rate for Greater Phoenix. During the housing boom of 2005 to 2007, homeownership in Scottsdale exceeded 70%. After the recession, homeownership declined to 65%, but was significantly above the Greater Phoenix average. The rate in Scottsdale has been increasing since 2015, reaching above 66% in 2017. Data for 2018 is not available from the U.S. Census.



Scottsdale currently has 106 multi-family communities with approximately 25,737 units. During the real estate boom, Scottsdale experienced a significant number of condominium conversions. Scottsdale had the second highest number of conversions in the county, exceeded only by Phoenix. Between 2002 and 2007, the inventory of multi-family communities in Scottsdale declined by 6,400 units, primarily the result of condominium conversions. When the housing boom ended, some communities did revert to rentals, either in whole or in part, due to the decline in demand.

In comparison to the typical Maricopa County multi-family community, Scottsdale enjoys a lower vacancy rate and higher average rents. The current vacancy rate in Scottsdale stands at 5.0%,





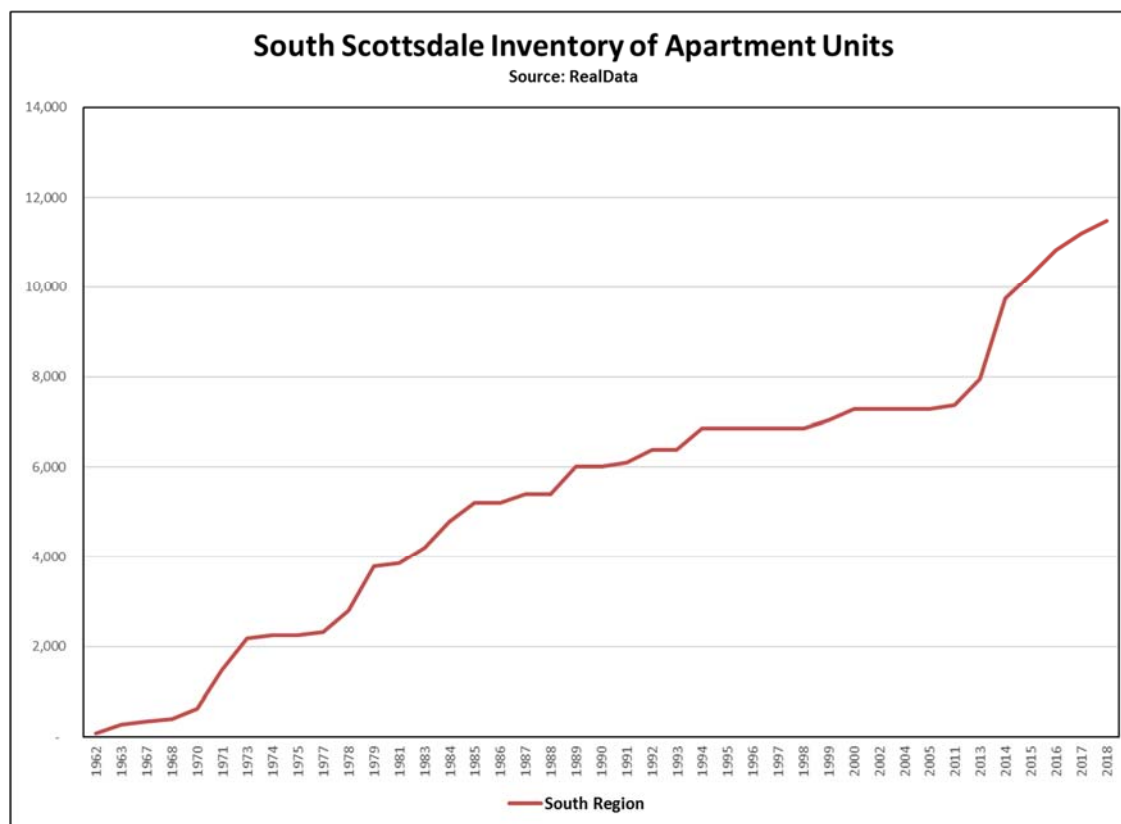
excluding communities that are in the lease-up stage. The average rent in Scottsdale is 34% higher than the average county rent.

<b>Scottsdale &amp; Maricopa County Apartment Markets</b> <b>4th Quarter 2018</b>					
	Units	Rent	Unit SF	Rent/SF	Vacancy Rate
<b>Scottsdale</b>					
Total Inventory	25,737	\$1,395	940	\$1.49	8.0%
Stablized Inventory	24,049	\$1,355	939	\$1.45	5.0%
<b>Maricopa County</b>	303,967	\$1,037	839	\$1.24	7.3%
Source: RealData					

#### 4.1 South Scottsdale Sub-Market

The South Scottsdale multi-family sub-market is generally defined as south of Indian Bend Road. Within the South Scottsdale area are 52 multi-family communities with 11,484 units. The following chart plots the increase in the multi-family unit count from the 1960s to 2018. Much of the development in South Scottsdale occurred in the 1970s and 1980s, then leveled off through the 1990s. Multi-family development in the sub-market started again in 2014 along with construction activity throughout the entire City.





The current pipeline of planned and under construction multi-family communities shows that only one community in the South sub-market will be completed in 2019. Two additional communities are under construction in the North sub-market near the Loop 101. Overall, Scottsdale's share of the county's under-construction projects is 6.3%.

The pipeline for planned multi-family communities in Scottsdale is also modest, representing only 8.3% of the county's planned 17,607 units. Two of the communities are in the North sub-market and two in the South, both on McDowell Road. The timing of development of these planned projects is not known at this time.

## 4.2 Scottsdale Housing Forecast

Scottsdale is forecasted to grow from a population of 245,400 persons in 2018 to 282,700 persons by 2028 or an increase of 37,300. This growth will require the addition of 17,300 new housing units between 2019 and 2028. Based on this historical homebuilding activity and the dwindling available land supply in the City, the multi-family market will likely continue to account for a portion of all units built in the future. The South Scottsdale sub-market will continue to capture its share of the City's future multi-family construction activity. To be sure, this is not an unusual phenomenon in the growth of a community. Most mature cities in the Valley are experiencing a similar mix of housing construction as available residential land becomes scarce.





While southern Scottsdale has captured a fair share of the county-wide multi-family market since 2010, construction activity has now expanded across the Valley, reducing the number of projects that are planned or under construction in Scottsdale and the Southeast Valley. The multi-family forecast for South Scottsdale is modest; forecasted construction activity is down significantly from the early part of this decade.

#### **4.3 Summary of South Scottsdale Sub-Market Conditions**

Scottsdale has one of the strongest multi-family markets in Maricopa County. Historically, the vacancy rate in Scottsdale has averaged two to three percentage points lower than the county vacancy rate and the average rent in Scottsdale is typically 25% higher than the average county rent. Today the difference in rents is 34%.

Scottsdale and the Southeast Valley have captured a large share of the multi-family market because of their employment base which includes high tech, aerospace, healthcare, and other high wage occupations. Scottsdale's target industries and top local firms as outlined by the City's Economic Development Department are:

- Advanced Business Services: Vanguard, Nationwide Insurance and APL Logistics
- Bio-Life Sciences: Mayo Clinic, Orion Health, Honor Health
- Hospitality: Troon Golf, Fairmount Scottsdale Princess, Westworld
- Technology: GoDaddy, JDA Software, PayPal, Yelp

The Scottsdale employment base has made the city an attractive destination for residents and visitors alike. A wide mix of housing is an important element of the City's economic development strategy. Between 2019 and 2028, approximately 17,300 housing units will need to be constructed in Scottsdale to provide housing for the forecasted population. A portion of those units will need to be multi-family units to provide housing for well-heeled Baby Boomers. Additionally, the successful younger generation will need transitional housing between starting a career and entering the homeownership market. The South Scottsdale sub-market is attractive to new startup companies that desire an urban, walkable environment. Many Baby Boomer and Millennial residents also desire a similar walkable environment that makes South Scottsdale unique from other Valley cities and a destination for tourists.

The current pipeline of multi-family communities in South Scottsdale is modest with only one community to be completed in 2019 and two more in the planning stages. The timing of those planned projects is unknown. Multi-family development activity in Scottsdale generally is expected to slow as developers seek out other locations for new projects, particularly in the West Valley which has had limited development activity until the last three years.

Overall, the South Scottsdale multi-family market is extremely healthy. Continued development of new units is anticipated to provide for the housing needs of new residents and employees as



well as to further promote the desires of well-heeled Baby Boomers and successful Millennials for an urban, walkable lifestyle.

