



Application

Narrative

Cash Transmittal

Development Standards

Development Application



Development Application Type:		
Please check the appropriate box of the Type(s) of Application(s) you are requesting		
Zoning	Development Review	Land Divisions
<input checked="" type="checkbox"/> Rezoning (ZN)	<input type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Subdivision (PP)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Subdivision (Minor) (MD)
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Wash Modification (WM)	<input type="checkbox"/> Land Assemblage
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Historic Property (HP)	Other
<input type="checkbox"/> Development Agreement (DA)	Wireless Communication Facilities	<input type="checkbox"/> Annexation/De-annexation (AN)
Exceptions to the Zoning Ordinance	<input type="checkbox"/> Small Wireless Facilities (SW)	<input checked="" type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Minor Amendment (MN)	<input type="checkbox"/> Type 2 WCF DR Review Minor (SA)	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Hardship Exemption (HE)	Signs	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance/Accommodation/Appeal (BA)	<input type="checkbox"/> Master Sign Program (MS)	Other Application Type Not Listed
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Community Sign District (MS)	<input type="checkbox"/> Other: _____

Project Name: Luna on Oak
 Property's Address: 6210 E. Oak Street
 Property's Current Zoning District Designation: S.R. to R.3

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

Owner: <u>Bhavi Shah</u>	Agent/Applicant: <u>John Barry / Michele Hammond</u>
Company: <u>Vitalant / Blood Systems</u>	Company: <u>Berry Riddell</u>
Address: <u>6210 E. Oak St</u>	Address: <u>6750 E. Camelback #100, Sct</u>
Phone: <u>480-675-5653</u> Fax: _____	Phone: <u>480-385-2753</u> Fax: _____
E-mail: <u>bshah@vitalant.org</u>	E-mail: <u>jbarry@berryriddell.com mhammond@berryriddell.com</u>
Designer: <u>Alex Stedman</u>	Engineer: <u>Matt Mancini</u>
Company: <u>Rvi Planning + Landscape</u>	Company: <u>3-Engineering</u>
Address: <u>120 S. Ash Ave #201 Tempe</u>	Address: <u>6370 E. Thomas #200 Scottsdale</u>
Phone: <u>480-586-2350</u> Fax: _____	Phone: <u>602-730-6847</u> Fax: _____
E-mail: <u>astedman@rviplanning.com</u>	E-mail: <u>matt@3engineering.com</u>

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

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

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

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

See letter of authorization. Michele Hammond
 Owner Signature Agent/Applicant Signature

Official Use Only Submittal Date: Development Application No.:

Planning and Development Services

7447 East Indian School Road Suite 105, Scottsdale, Arizona 85251 • www.ScottsdaleAZ.gov

Development Application

Page 1 of 3

Revision Date: 5/10/2018

3-GP-2020
4/30/2020



Request for Site Visits and/or Inspections

Development Application (Case Submittals)

This request concerns all property identified in the development application.

Pre-application No: 41 - PA - 2020

Project Name: Luna (aka 64th & Oak)

Project Address: 6210 - 6220 E. Oak Street, Scottsdale, AZ 85257

STATEMENT OF AUTHORITY:

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

STATEMENT OF REQUEST FOR SITE VISITS AND/OR INSPECTIONS

1. I hereby request that the City of Scottsdale's staff conduct site visits and/or inspections of the property identified in the development application in order to efficiently process the application.
2. I understand that even though I have requested the City of Scottsdale's staff conduct site visits and/or inspections, city staff may determine that a site visit and/or an inspection is not necessary, and may opt not to perform the site visit and/or an inspection.

Property owner/Property owners agent: _____

Vitalant (f/k/a Blood Systems, Inc.) By: Bhavi A. Shah, Executive Vice President, General Counsel, Chief Legal Officer & Assistant Secretary

Print Name

Signature

City Use Only:

Submittal Date: _____ Case number: _____

Planning, Neighborhood & Transportation Division

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

Rev. 9/2012

3-GP-2020

4/30/2020



Request To Submit Concurrent Development Applications

Acknowledgment and Agreement

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

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

Owner: Vitalant (f/k/a Blood Systems, Inc.)

Company: _____

Address: 6210 East Oak Street, Scottsdale, AZ 85257

Phone: 480-675-5653

Fax: _____

E-mail: bshah@vitalant.org

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

Property owner (Print Name): Vitalant (f/k/a Blood Systems, Inc.) By: Bhavi A. Shah Title: Executive Vice President, General Counsel, Chief Legal Officer & Assistant Secretary

Signature

Date: February 27, 2020

Official Use Only:

Submittal Date: _____

Request: ☐ Approved or ☐ Denied

Staff Name (Print): _____

Staff Signature: _____

Date: _____

Planning, Neighborhood & Transportation Division

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

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

Page 1 of 1

Revision Date: 01/25/2013

3-GP-2020
4/30/2020

AFFIDAVIT OF AUTHORITY TO ACT FOR PROPERTY OWNER

1. This affidavit concerns the following parcel of land:
 - a. Street Address: 6220 East Oak Street, Scottsdale, Arizona
 - b. County Tax Assessor's Parcel Number See attached Exhibit A
 - c. General Location West of 64th Street & Oak Street
 - d. Parcel Size: 436,010 square feet
 - e. Legal Description: See attached Exhibit B
(If the land is a platted lot, then write the lot number, subdivision, name, and the plat's recording number and date. Otherwise, write "see attached legal description" and attach a legal description.)
2. I am the owner of the land or I am the duly and lawfully appointed agent of the owner of the land and have authority from the owner to sign this affidavit on the owner's behalf. If the land has more than one owner, then I am the agent for all of the owners, and the word "owner" in this affidavit refers to all of them.
3. I have authority from the owner to act for the owner before the City of Scottsdale with regard to any and all reviews, zoning map amendments, general plan amendments, development variances, abandonments, plats, lot splits, lot ties, use permits, building permits and other land use regulatory or related matters of every description involving the land, or involving adjacent or nearby lands in which the owner has (or may acquire) an interest and all applications, dedications, payments, assurances, decisions, agreements, legal documents, commitments, waivers and other matters relating to any of them.
4. The City of Scottsdale is authorized to rely on my authority as described in this affidavit until three work days after the day the owner delivers to the general manager of the Scottsdale Planning and Development Services Department a written statement revoking my authority.
5. I will immediately deliver to the general manager of the City of Scottsdale Planning and Development Services Department written notice of any change in the ownership of the land or in my authority to act for the owner.
6. If more than one person signs this affidavit, each of them, acting alone, shall have the authority described in this affidavit, and each of them warrant to the City of Scottsdale the authority of the others.
7. Under penalty of perjury, I warrant and represent to the City of Scottsdale that this affidavit is true and complete. I understand that any error or incomplete information in this affidavit or any applications may invalidate approvals or other actions taken by the City of Scottsdale, may otherwise delay or prevent development of the land and may expose me or the owner to other liability. I understand that people who have not signed this form may be prohibited from speaking for the owner at public meetings or in other city processes.


Name (printed)
See attached signature page

Date _____, 20____
 _____, 20____
 _____, 20____
 _____, 20____

Signature _____

[SIGNATURE PAGE TO AFFIDAVIT OF AUTHORITY]

VITALANT,
an Arizona non-profit corporation

By: 

Name: Bhavi A. Shah

Its: Executive Vice President, General Counsel
Chief Legal Officer and Assistant Secretary

APPEALS OF DEDICATIONS, EXACTIONS, OR ZONING REGULATIONS

POLICY OF THE CITY OF SCOTTSDALE ON APPEALS OF DEDICATIONS, EXACTIONS, OR ZONING REGULATIONS

RIGHTS OF PROPERTY OWNER

In addition to other rights granted to you by the U.S. and Arizona Constitution, federal and state law and city ordinances or regulations, you are hereby notified of your right to appeal the following City actions relating to your property:

- 1) Any dedication or exaction which is required of you by an administrative agency or official of the city as a condition of granting approval of your request to use, improve or develop your real property. This appeal right does not apply to a dedication or exaction required as part of a city legislative act (for example a zoning ordinance) where an administrative agency or official has no discretion to determine the dedication or exaction.
- 2) The adoption or amendment of a zoning regulation that creates a taking of property in violation of Arizona and federal court decisions.

APPEAL PROCEDURE

The appeal must be in writing and specify the City action appealed and the date final action was taken, and it must be filed with or mailed to the hearing officer designated by the city within 30 days after the final action is taken. Address the appeal as follows:

Hearing Officer, C/O City Clerk
3939 Drinkwater Blvd.
Scottsdale, AZ 85251

- ❖ No fee will be charged for filing
- ❖ The City Attorney's Office will review the appeal for compliance with the above requirements, and will notify you if your appeal does not comply.
- ❖ Eligible appeals will be forwarded to the hearing officer, and a hearing will be scheduled within 30 days of receipt by the hearing officer of your request. Ten days notice will be given to you of the date, time and place of the hearing unless you indicate that less notice is acceptable to you.
- ❖ The city will submit a takings impact report to the hearing officer.
- ❖ In an appeal from a dedication or exaction, the City will bear the burden of proving that the dedication or exaction to be imposed on your property bears an essential nexus between the requirement and a legitimate governmental interest and that the proposed dedication or exaction is roughly proportional to the impact of the use, improvement or development you proposed.
- ❖ In an appeal from the adoption or amendment of a zoning regulation, the City will bear the burden of proving that any dedication or exaction requirement in the zoning regulation is roughly proportional to the impact of the proposed use, improvement, or development, and that the zoning regulation does not create a taking of property in violation of Arizona and federal court cases.
- ❖ The hearing officer must render his decision within five working days after the appeal is heard.
- ❖ The hearing officer can modify or delete a dedication or exaction or, in the case of an appeal from a zoning regulation, transmit a recommendation to the City Council.
- ❖ If you are dissatisfied with the decision of the hearing officer, you may file a complaint for a trial de novo with the Superior Court within 30 days of the hearing officer's decision.

If you have questions about this appeal process, you may contact:

City Attorney's Office
3939 Drinkwater Blvd.
Scottsdale, AZ 85251
(480) 312-2405

Please be aware that City staff cannot give you legal advice. You may wish, but are not required, to hire an attorney to represent you in an appeal.

**Owner Certification
Acknowledging Receipt
Of
Notice Of Right To Appeal
Exactions And Dedications**

I hereby certify that I am the owner of property located at:

64th and Oak Street

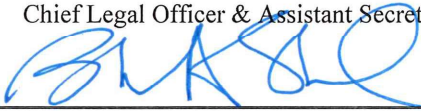
(address where development approval, building permits, or city required improvements and dedications are being required)

and hereby certify that I have received a notice that explains my right to appeal all exactions and/or dedications required by the City of Scottsdale as part of my property development on the parcel listed in the above address.

Vitalant (f/k/a Blood Systems, Inc.)

By: Bhavi A. Shah, Executive Vice President, General Counsel

Chief Legal Officer & Assistant Secretary



February 27, 2020

Signature of Property Owner

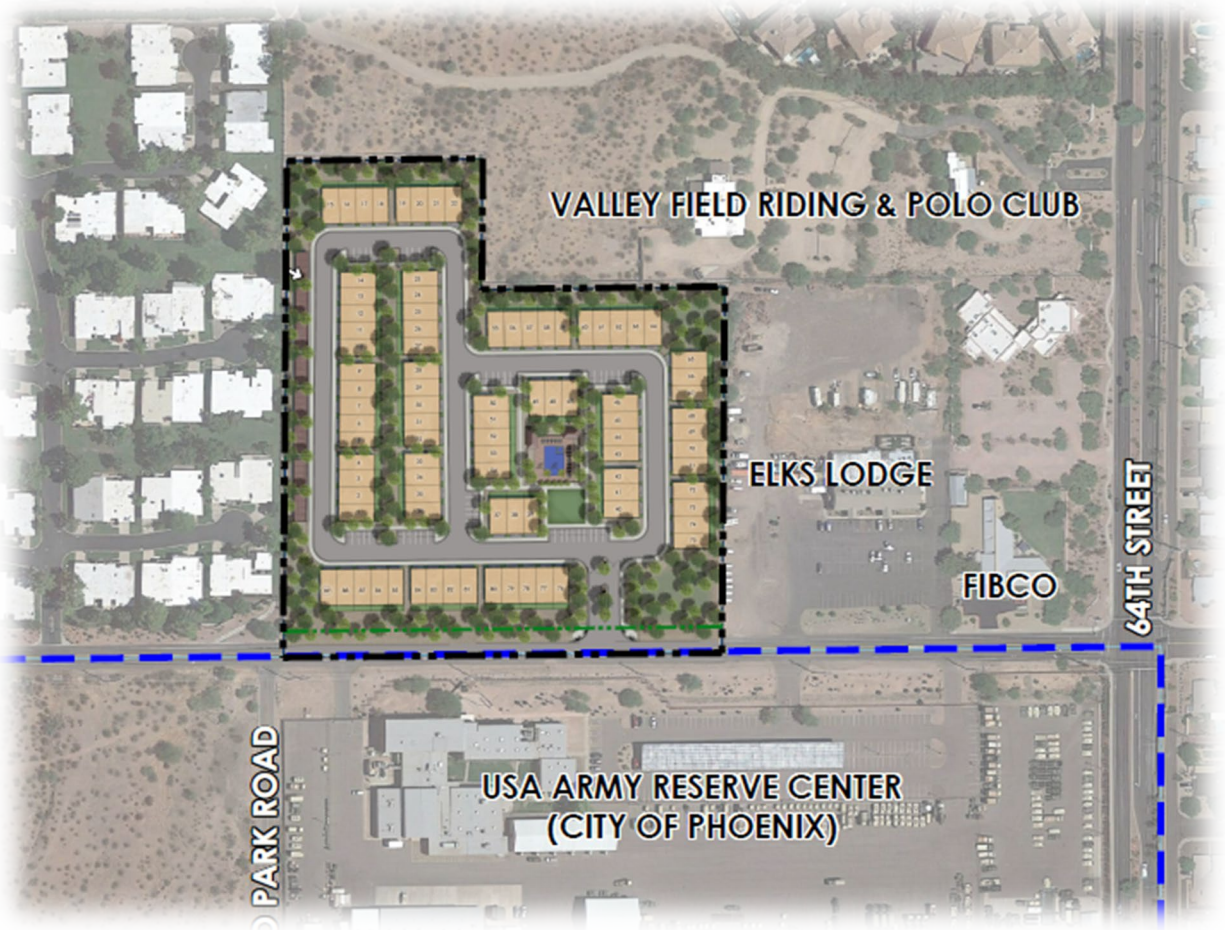
Date

Luna on Oak

6210 E. Oak Street

Project Narrative

41-PA-2020



Prepared for:
K. Hovnanian Homes

Prepared by:
Berry Riddell, L.L.C.

April 29, 2020

1

3-GP-2020
4/30/2020

Development Team

Applicant

Berry Riddell, LLC
6750 E Camelback Rd #100
Scottsdale, AZ 85251
Phone: (480) 385-2727
Contact: John V. Berry or Michele Hammond
Email: jb@berryriddell.com
Email: mh@berryriddell.com

Developer

K Hovnanian Homes
20830 N. Tatum Blvd. Suite 250
Phoenix, AZ 85050
Phone: 480-824-4175
Contact: Chuck Chisholm
Email: CChisholm@khov.com

Planner

RVi Planning + Landscape Architecture
120 South Ash Avenue
Tempe, AZ 85281
Phone: 480-994-0994
Contact: Alex Stedman
Email: astedman@rviplanning.com

Engineer

3 Engineering
6370 E. Thomas Rd., Ste. 200
Scottsdale, AZ 85251
Phone: 602-334-4387 x103
Contact: Matthew J. Mancini, P. E.
Email: matt@3engineering.com

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I. Property Information

Location: 6210 E. Oak Street, 600 feet west of the northwest corner of 64th Street & Oak

Property Size: 436,010+/- s.f. or 10+/- gross acres

APNs: 129-24-002D, 129-24-002C, 129-24-003B & 129-24-001E

South Parcel: 8.62+/- acres

- **Current General Plan:** Office
- **Proposed General Plan:** Urban Neighborhoods

North Parcel: 1.38+/- acres

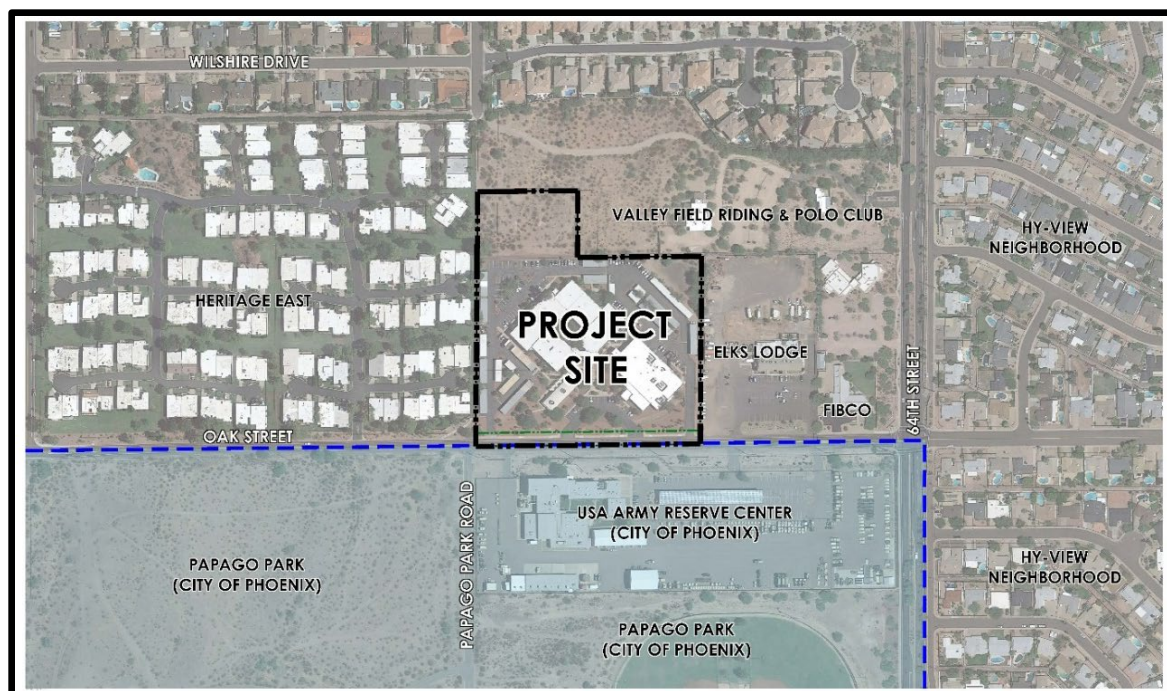
- **Current General Plan to Remain:** Suburban Neighborhoods (1.3+/- acres)

North & South Parcel: 10+/- acres

- **Current Zoning:** S-R (Service Residential)
- **Proposed Zoning:** R-3 (Multifamily Residential)

Surrounding Zoning/Uses:

- **North:** R1-10 and R-5, Valley Field Riding & Polo Club
- **East:** R-5, Elk's Lodge #2148
- **South:** R1-6 (Phoenix), US Army Reserve Center, Papago Park & Sports Fields
- **West:** R-4, Heritage East



Zoning Map

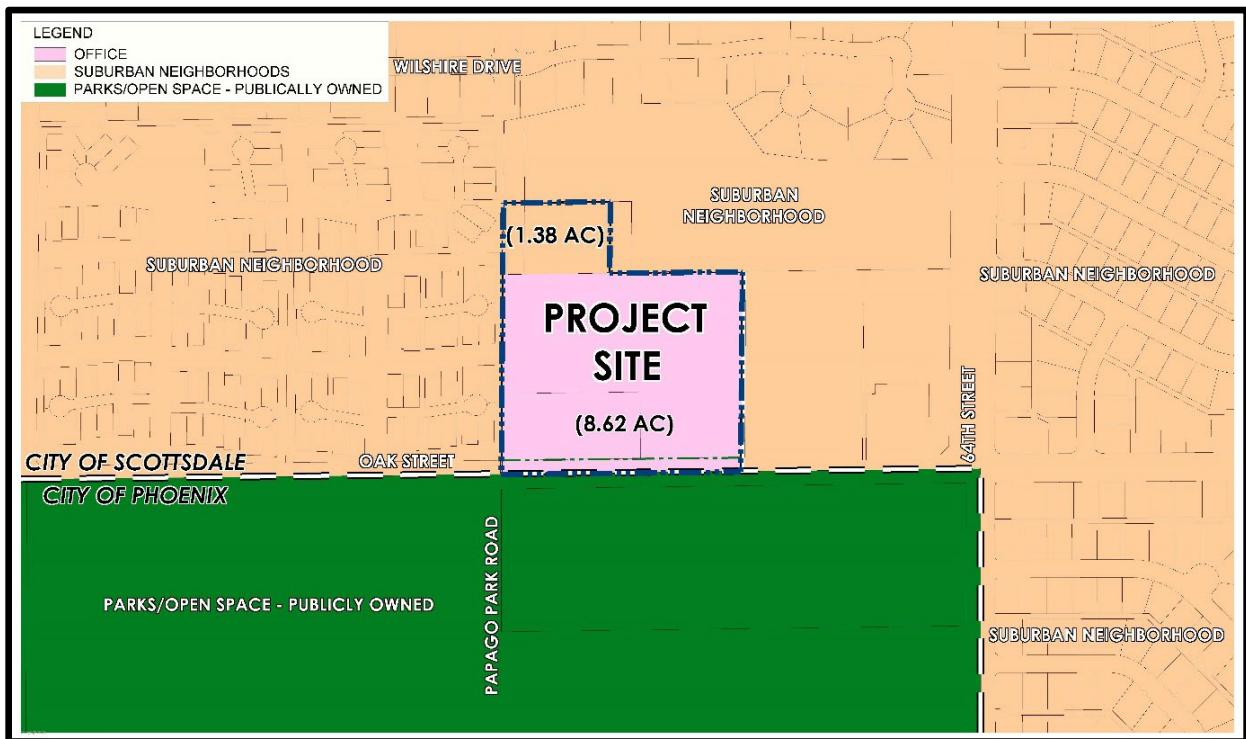


II. Request

The rezoning request seeks to modify the zoning designation from S-R (Service Residential) to R-3 (Medium Density Residential) on an approximately 10+/- gross acre site located west of 64th Street and Oak (6210 E. Oak Street) for a new luxury for-sale residential development in Southern Scottsdale. The request also includes a non-major General Plan Amendment from Office to Urban Neighborhoods on the south parcel (approximately 8.62+/- acres) while the north parcel will remain consistent with the current General Plan land use designation of Suburban Neighborhoods (approximately 1.38+/- acres).

The Property is currently occupied by a Vitalant (Formerly Blood Systems) blood service provider, however, the business plans to vacate the building and relocate their operations to the Salt River Pima Maricopa Indian Community. The proposal is to redevelop the 10+/- acre Property with 89 luxury for-sale residential homes (a density of 8.9 du/ac) bringing additional vitality to the McDowell Corridor Revitalization Area (map below) and Southern Scottsdale fulfilling a demand for additional housing diversity in this area of the City.

Existing General Plan Land Use Map



K. Hovnanian has taken special consideration with the site plan layout by providing a single-family lot configuration that is sensitive to the existing residential townhomes to the west. The proposed zoning and density fit well given the surrounding context with the Valley Riding & Polo Club to the north, Elk's Lodge to the east, and U.S. Army Reserve Center to the south. The site location is ideal for residential development with proximity to Old Town Scottsdale, Downtown Phoenix, Sky Harbor International Airport, and Tempe. The proposed residential community will benefit from the nearby Crosscut Canal linkage, nearby Papago Park and proximity to the Phoenix Zoo and Desert Botanical Gardens.

Additionally, the integration of additional for-sale homes with high-income residents within the McDowell Corridor Revitalization Area will strengthen the nearby existing retail and commercial businesses, as well as implement the City's goals and policies set forth in the 2010 adopted Southern Scottsdale Character Area Plan ("SSCAP"). The homes and site layout were designed with attention to buffering the existing residential neighborhood to the west and enhancing the street frontage with a fresh modern/contemporary design and sustainable building methods and materials.

III. 2001 General Plan

The request includes a Minor General Plan Amendment ("GPA") from Office to Urban Neighborhoods on the southern approximately 8.62+/- acre portion of the site to accommodate the R-5 rezoning request and a change from "Group E" to "Group C" per the land use matrix in the 2001 General Plan (pg. 62). Additionally, the land use change is under the 10-acre threshold for Major GPA's. The northern portion of the Property, which is approximately 1.38+/- acres in size will maintain its current Suburban Neighborhoods designation as the density on this portion of the site does not exceed 8 dwelling units/ acre.

Proposed General Plan Amendment



The Urban & Suburban Neighborhoods land use categories:

URBAN NEIGHBORHOODS: *This category includes areas of multifamily dwellings/apartments. Densities in Urban Neighborhoods are usually more than eight dwelling units per acre. These high-density uses are generally located near retail centers, offices, or other compatible non-residential uses. Care must be taken to minimize impacts on other residential areas and to provide adequate circulation to accommodate the traffic volumes. Access to transportation choices (ie: pedestrian, bicycle, transit, etc.) is key consideration for Urban Neighborhoods. Areas containing high-density residential development should have minimal environmental constraints.*

SUBURBAN NEIGHBORHOODS: *This category includes medium to small lot single-family neighborhoods or subdivisions. Densities in Suburban Neighborhoods are usually more than one house per acre, but less than eight houses per acre. This category also includes some townhouses and can also be used for small lot single-family home such as patio homes. It can be incorporated into neighborhoods near the Downtown area and in or adjacent to other non-residential activity centers. These uses may be used as a transition between less intense residential areas and non-residential areas such as offices and retail centers. The terrain should be relatively flat, or gently sloping, to accommodate this density. Preservation of environmental features (particularly in desert settings near the mountains) is a key consideration and in the past has often been accommodated through master-planned communities or clustering.*

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 I – Citywide Planning (the General Plan), Level 2 – Character Planning (Southern Scottsdale Character Area Plan) and Level 3 – Neighborhood Planning (there is no neighborhood plan for this area of the City).

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 as follows: *Value Scottsdale’s Unique Lifestyle & Character, Support Economic Vitality, Enhance Neighborhoods, Preserve Meaningful Open Space, Seek Sustainability, Advance Transportation.*

1. *Value Scottsdale’s Unique Lifestyle & Character-* Redeveloping and revitalizing the site will strengthen the existing character of the surrounding neighborhoods and promote Scottsdale’s unique lifestyle by providing more housing options for the community.
2. *Support Economic Vitality -* Revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating new residential development within the McDowell Corridor Revitalization Area is essential for the continued economic growth and sustainability of the City as a whole.
3. *Enhance Neighborhoods-* Key design elements that were considered with the Luna on Oak development plan include a modern architectural design, pedestrian connectivity and attention to the neighborhood edge conditions, most notably the existing residential to the west.
4. *Preserve Meaningful Open Space-* Meaningful pedestrian connectivity, common areas, and edge treatments will be addressed through streetscape design themes.

5. *Seek Sustainability*- Many of the design features and building practices will address sustainability, including but not limited to building orientation, green building materials and techniques, and native desert landscaping.
6. *Advance Transportation*- Residential developments integrated within an existing mixed-use context naturally lend themselves to alternative modes of transportation such as walking, bicycling, trolley and/or mass transit. The Property is within proximity to Thomas Road, McDowell Road, 64th Street/Galvin Parkway and Scottsdale Road, and is located approximately 3 miles west of the Loop 101, all of which provide vehicular and mass transit regional access.

The Six Guiding Principles are further broken down into specific goals and policies within the various elements of the General Plan. Below is a discussion of the General Plan goals and policies that are applicable to the minor GPA and rezoning request.

➤ **Character & Design Element**

Character & Design Goal 1.

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

Bullet 1.

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

- Scottsdale as a southwestern desert community*
- Relationships to surrounding landforms, land uses and transportation corridors*
- Visual impacts (views, lighting, etc.) upon public settings and neighboring properties*

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.

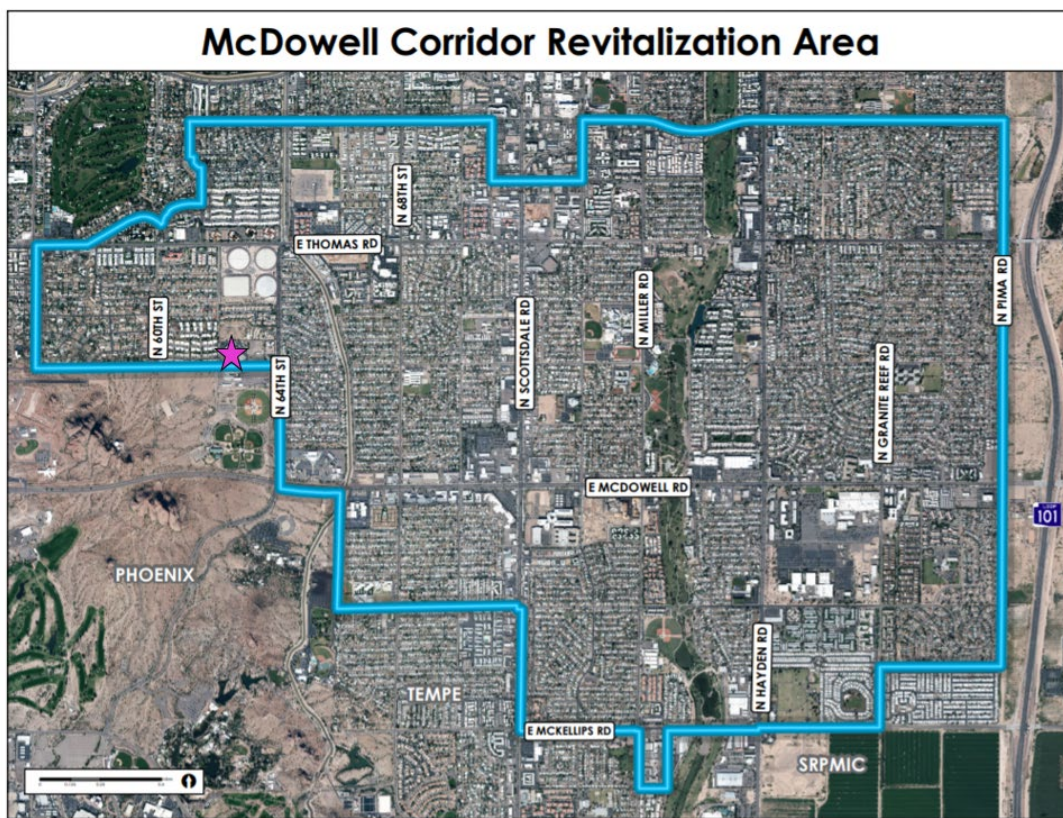
Bullet 4.

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

type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together.

Response: The site is designated as a Suburban Character Type in the 2001 General Plan. The General Plan states that "Suburban Character Types contain medium-density neighborhoods that include a variety of commercial and employment centers and resorts. A wide variety of recreational and leisure opportunities are integrated into the fabric of these districts. Pedestrian and bicycle linkages from neighborhood to neighborhood and from neighborhood to commercial, cultural, educational, and recreational components are vital in weaving these areas into a livable community."

The McDowell Corridor Revitalization Area has evolved over the last 10 years with the approval of the Southern Scottsdale Character Area Plan in 2010 and the development of SkySong as a regional employment innovation center and the corner of Scottsdale and McDowell. Additionally, several of the car dealerships along McDowell Road (0.5 miles to the south) have vacated and been redeveloped along with numerous properties along Thomas Road and Scottsdale Road. As discussed below in the Economic Vitality section, additional roof tops will help bolster the existing commercial and employment uses in Southern Scottsdale. The proposed development will bring a medium density luxury for-sale single family residential community to the neighborhood, providing an appropriate land use pattern that will complement the existing uses and nearby recreational amenities.



Character & Design Goal 2.

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

Bullet 2.

Recognize that Scottsdale's economic and environmental well-being depends a great deal upon the distinctive character and natural attractiveness of the community, which are based in part on good site planning and aesthetics in a design and development review process.

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: Design features of Luna on Oak include a luxury for-sale single family residential community that promotes walkability with easy access to services, restaurants and recreational amenities. The homes will have indoor/outdoor environments for the enjoyment of its residents and lush desert landscaping to provide a pleasant setting for the community and buffering from adjacent developments. Sensitive to the desert climate, the homes will be built with southwestern appropriate materials, feature and treatments utilizing sustainable technologies and building methods. The development will adhere to the Scottsdale Sensitive Design Principles, which are addressed in more detail in the section below.

The conceptual site plan graphically illustrates how the Property is planned to be developed, including roadway access and connectivity, relationships between buildings, parking areas, the general location and size of open spaces and the relationship between the project and adjacent uses. This is a private, gated community that will feature looped

internal private streets, ample resident and guest parking (50+/- spaces) as well as common and private open space.

The Luna on Oak community will feature two-story homes that are unique to this area of Scottsdale. The units are located on individual, platted lots so that residents will own their home and the ground upon which it is built. The units are designed to be spacious and open, two-story homes. Each will have a private two-stall garage. The architecture includes varied rooflines, covered patios and open floor plans. Along the western edge of the community additional single-story parking structures are planned for additional resident parking. In addition, these covered parking structures, along with landscaping, will help provide a visual buffer between the existing townhomes to the west and the proposed Luna on Oak homes. Buildings will be separated from the existing townhomes to the west by approximately 35+/- average feet (from building to building) with areas of larger open space at the northwest and southwest corners

Character & Design 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 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 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.

Response: The streetscape design goal for Luna on Oak is to balance the functional requirements (such as privacy and security) with the aesthetics of the development through the application and selection of landscaping, lighting and hardscape design. Luna on Oak contributes towards the pedestrian oriented atmosphere and streetscape by reestablishing the pedestrian realm on the Property as compared to the current medical office use with the activation of street frontages reducing the number of driveway cuts (from four to one), connecting existing sidewalks, and integrating canopy street trees

offering a comfortable pedestrian environment. Existing east-west connectivity is limited with no immediate sidewalk connections; both Heritage East and the Elk's Lodge do not have sidewalks along Oak Street. However, beyond the site to the east of the Elk's Lodge is the continuation of the sidewalk network and to the southwest the Papago Park trails provide recreational connectivity. Beyond the ground plane, design considerations have been given to the street frontages and edge conditions by maintaining context appropriate building massing (one-story parking structures buffer two-story homes), pedestrian-scaled architectural elements, landscape shaded walkways, and enhanced hardscape design. Streetlights will be designed and sited in a manner that strengthen the quality of the residential community while maintaining safety for pedestrians and dark-sky compatibility with the neighborhood.

Site Plan



Character & Design 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 the city.

Bullet 1.

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

Bullet 2.

Maintain the landscaping materials and pattern within a character area.

Bullet 3.

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

Response: Mature landscaping will be integrated throughout the development with the goal of providing a vegetated buffer to the adjacent residential, and enhancing the streetscape along Oak Street recognizing the adjacent non-residential uses and traffic along Oak Street while still providing a meaningful and shaded environment for pedestrians. The amount of mature landscaping planned with the redevelopment of the site to residential will substantially increase the amount of vegetation and open space (3.4+/- acres provided) on this Property, as compared to the hard surfaces of the existing medical office building with asphalt surface parking and sparse trees, thereby, greatly reducing the heat island effect.

Character & Design 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 within 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 neighborhood context while maintaining safety for residents and guests. Lighting designs will be commensurate with the quality architectural style proposed for Luna on Oak; low-level with no glare or excessive intrusion for adjacent properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths and parking areas.

➤ **Land Use Element**

Land Use Goal 3.

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

Bullet 1.

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

Bullet 6.

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

Response: The proposed land use category of Urban Neighborhoods (southern 8.62+/- acre parcel) and the proposed density of 8.9 du/ac is appropriate given the surrounding context and provides an ideal land use transition from Oak Street and the U.S. Army Reserve Center (south) and Elk's Lodge (east) transitioning to the R-4 Heritage East residential neighborhood to the west. Notably, the current S-R zoning allows for up to 12 du/ac while Luna on Oak density is 8.9 du.ac, a 26% decrease. The rezoning request from S-R to R-5 will allow for a more creative site plan and increased open space. The architecture and building placement are respectful of the existing homes to the west in terms of height, massing and setback. The development plan proposes single-story parking structures along the western boundary. Buildings will be separated from the existing townhomes to the west by approximately 35+/- average feet (from building to building) with areas of larger open space at the northwest and southwest corners

Land Use Goal 4.

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

Bullet 1.

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

Bullet 4.

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

Response: The proposed single family residential community will bring new residents and increased retail and restaurant demand to Southern Scottsdale. The residential community is consistent with the type of development envisioned in the SSCAP by providing a mix of housing types within the McDowell Corridor Revitalization Area integrated within the existing residential, commercial, mixed used and recreational context. The site is also located in proximity of the Old Town employment core as well as the SkySong regional employment innovation center. The proposed for-sale luxury residential in a medium density setting broadens the range of housing options for Scottsdale.

Land Use 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.

Response: The Property is well situated to benefit from a range of mobility opportunities such as walking, bicycling, trolley and/or mass transit. The Property is within close proximity to Thomas Road, McDowell Road, 64th Street/Galvin Parkway and Scottsdale Road, and is located approximately 3 miles west of the Loop 101, all of which provide vehicular and mass transit regional access. The Valley Metro transit system offers a range of mass transit options near the Property including Route 72 along Scottsdale Road, Route 29 along Thomas Road, Route 514 along McDowell Road and Trolley CM68 along 68th Street (from the Granite Reef Senior Center through Old Town connecting to Scottsdale

Community College). These transit routes provide connections to regional metropolitan-wide access.

Oak Street provides a direct connection the Crosscut Canal and pedestrian bridge, which is approximately 0.3 miles east of the site. The Crosscut Canal links north to the Arizona Canal Trail through Old Town and beyond, and south to Pagapo Park, the Phoenix Zoo and the Desert Botanical Garden connecting into Tempe. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1.75 miles directly east of the site.

Land Use Goal 8.

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

Bullet 3.

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

Response: Revitalization of Southern Scottsdale has been a long-standing City goal, inspiring numerous community meetings and charrettes, the formation of the McDowell Corridor Task Force in early 2009, and later the adoption of the SSCAP in 2010. The SSCAP established a set of goals and policies for Southern Scottsdale and highlighting McDowell Corridor Revitalization Area as an important redevelopment opportunity. Luna on Oak will expand and upgrade the housing options for this area and create the “live, work, play” environment the City desires. Luna on Oak will be a luxury for-sale, single family development and will add to the housing options in Southern Scottsdale by integrating high-end, medium density (8.9 du/ac) residential development compatible with the neighborhood. The Property is within close proximity to a number of employers including, but not limited to, SkySong, General Dynamics, City of Scottsdale, Honor Health and Arizona State University.

➤ **Economic Vitality Element**

Economic Vitality Goal 7.

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

Bullet 4.

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

Bullet 6.

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

Response: The proposed development plan brings reinvestment and revitalization to a soon to be vacated medical office building. The proposal will reenergize the area and bring new single family residential living opportunities, further strengthening the range of housing options in Southern Scottsdale. The integration of additional rooftops will bolster nearby retail and commercial businesses many of which are within walking/bicycling distance from the site. Nearby Old Town offers abundant cultural amenities, support services, restaurants, and large, stable employers.

➤ **Housing Element**

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 new developments complement the surrounding neighborhoods.

Bullet 3.

Encourage energy efficiency via integration of the city's Green Buildings and Sustainability programs (or future programs) in new housing design.

Response: Luna on Oak's design features and building practices will address sustainability, including but not limited to building orientation and green building materials and techniques. K. Hovnanian uses energy efficient technology in their homes 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 impacts on the environment. The proposed luxury for-sale single family residential community promotes walkability with easy access to services, restaurants and recreational amenities. The homes will have indoor/outdoor environments for the enjoyment of its residents and lush desert landscaping to provide a pleasant setting for the community and buffering from adjacent developments. Sensitive to the desert climate, the homes will be built with southwestern appropriate materials, feature and treatments utilizing sustainable technologies and building methods.

Housing Goal 4.

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

Bullet 1.

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

Bullet 7.

Explore opportunities for new or redeveloped housing to serve the employment base.

Bullet 8.

Encourage housing linked/connected to the city's mobility systems.

Bullet 9.

Work to adjust the housing mix based on changing demographics and economics of the city.

Response: The mix of housing within the McDowell Corridor Revitalization Area has evolved over the last five years including many new housing options through both rental and for-sale communities. These developments include, but are not limited to, Diamante, Aire, Skye, Las Aguas, SkySong and San Travesia with a range of densities, along with newly approved projects slated for construction in 2020 including Alexan Scottsdale, The McDowell, Papago Plaza and Scottsdale Entrada. The development of Luna on Oak as a luxury for-sale, attached single-family development with a density of 8.9 du/ac will further expand and upgrade the housing options in Southern Scottsdale integrating modern residential development with context compatible building massing and architectural character. This well-located site is within proximity to numerous employers, recreation and mobility options offering residents of varying ages a "live, play, work" lifestyle.

➤ **Neighborhoods Element**

Neighborhoods Goal 4.

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

Bullet 3.

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

Bullet 7.

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

Response: The Property is surrounded by a variety of land uses including the Valley Riding & Polo Club to the north, Elk's Lodge to the east, and U.S. Army Reserve Center to the south. Luna on Oak's site location is ideal for residential development given its proximity to Old Town Scottsdale, Downtown Phoenix, and Tempe. The proposed single family residential community will benefit from the nearby Crosscut Canal linkage (0.3 miles to the east), nearby Papago Park and proximity to the Phoenix Zoo and Desert Botanical Gardens.

The proposed request for Urban Neighborhood and R-5 zoning creates a logical land use fit in the greater context. The development plan provides a buffer through landscaping and building setback along the western edge of the site. Redevelopment of this Property will include improvements to the pedestrian connectivity along the Oak Street frontage with sidewalk connectivity, shade, and landscaping consistent with the City's requirements. As properties in Southern Scottsdale redevelop, the connectivity opportunities are enhanced further strengthening the linkages between recreational amenities such as Papago Park to the mixed-use core of Old Town. Additionally, integrating residential within the McDowell Corridor Revitalization Area will activate the area by increasing pedestrian synergy with new residents who will utilize the sidewalks, canal paths, and nearby Papago Park amenities.

➤ **Growth Area Element**

Growth Area Goal 1.

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

Bullet 3.

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

Response: Integrating residential development within the range of land uses in Southern Scottsdale will promote both land use synergy and pedestrian/transit activity as residents utilize the physical connections, as well as, the existing transit opportunities near the site. The proximity of employment, retail, entertainment and service-related land uses throughout Southern Scottsdale make this infill site prime for redevelopment and highly suitable for residential development, providing housing opportunities within proximity to an existing mix of uses.

Growth Area Goal 3.

Conserve significant natural resources and open space areas in the growth areas and coordinate their locations to similar areas outside of the growth areas.

Bullet 1.

Achieve meaningful open space as an integral part of activity cores and conserve significant natural resources and open space areas within growth areas.

Response: Mature landscaping will be integrated throughout the development with the goal of providing a vegetated buffer to the adjacent residential community to the west and enhancing the streetscape along Oak Street acknowledging vehicular traffic while still providing a meaningful and shaded environment for pedestrians. The amount of mature landscaping planned with the redevelopment of the site to residential will vastly increase the amount of vegetation and meaningful open space (3.4+/- acres provided) on this Property, as compared to the existing medical office building and large asphalt surface parking lot. Additionally, the design proposed for the street frontage with 4-sided modern architecture, street-lined tree canopies, and sidewalk connectivity (removing 3 existing driveways) integrated with the open space areas along street all help to achieve “meaningful open space” sought for this Growth Area.

➤ **Community Mobility Element**

Community Mobility Goal 5.

Relieve Traffic Congestion.

Bullet 3.

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

Community Mobility Goal 8.

Emphasize live, work, 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 and redevelopment of areas that support a balance of live, work, play land use relationships and alternative modes of transportation that reduce the reliance on the automobile.

Response to both Goal 5 & 8: The Property is located approximately 600-feet west of 64th Street and has direct access via Oak Street. This gated entry will be the singular access point for the development and has been designed in conformance with section 5-3 of the City of Scottsdale Design Standards & Policy Manual (DSPM). Oak Street has

been designed to conform to the City of Scottsdale's Minor Collector – Suburban Character cross section and will meet all roadway design requirements including a possible dedicated left turn lane.

Luna on Oak's interior streets will be in conformance with the requirements of section 5-3.20 Local Residential – Suburban Character of the DSPM. Internal streets will include 28-feet of pavement located within a 46-foot wide private street tract with 6-foot attached sidewalks provided on both sides of the street. The sidewalk network branches throughout the development and connects to exterior pathways near the south end of the project to create safe pedestrian routes to a variety of locations.

Redevelopment of this Property will include improvements to the pedestrian connectivity along the street frontage and new landscaping in conformance with the City's guidelines. As properties within the McDowell Corridor Revitalization Area redevelop, the connectivity opportunities are enhanced strengthening the link between Papago Park, Southern Scottsdale and Old Town. Additionally, integrating new residential in this neighborhood will activate the corridor by increasing pedestrian synergy with new residents who will utilize the sidewalks, canal paths, and Papago Park amenities. Of the four existing driveway entrances along Oak Street, three will be eliminated and replaced with landscaping, sidewalk, curb, and gutter to match the proposed improvements. The site will have only one curb cut for the new residential community greatly improving the pedestrian experience along the streetscape.

The Property is located within proximity to an array of land uses (office, retail, support services) and the proposed pedestrian connections enhance the environment for residential development. The integration of new for-sale single family residential development in this neighborhood will naturally result in reduced travel distances, vehicle trips and promote walking and cycling via nearby trails, sidewalks and recreational amenities such as the canal path system, Papago Park and Indian Bend Wash. This type of redevelopment reflects how the "live, work, play" philosophy develops through a variety of retail services supported by the integration of more rooftops and additional community investment.

Lastly, as identified in the traffic study included with this application, the proposed residential development will reduce the daily weekday trips from 1,324 to 484; a reduction of 840 daily trips or 64%.

IV. Southern Scottsdale Character Area Plan ("SSCAP")

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 its inception, the proposed Luna on Oak residential community utilized these five priorities as guiding principles to the overall design and architectural character. Bringing new for-sale single family residential living opportunities to the McDowell Corridor Revitalization Area 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 walkability and also promotes a modern, contemporary architecture sensitive to the surrounding context while responding to the current home buying market. The applicant seeks to build a sustainable, desert sensitive project by incorporating environmentally responsive building technologies, recessed windows and low water use plant materials. The existing sidewalk along Oak Street will be improved in locations where driveway cuts are being removed. New landscaping will be provided along the sidewalk to enhance the pedestrian experience and provide a shaded tree canopy.

Below are the land use goals and policies identified in the SSCAP that 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.

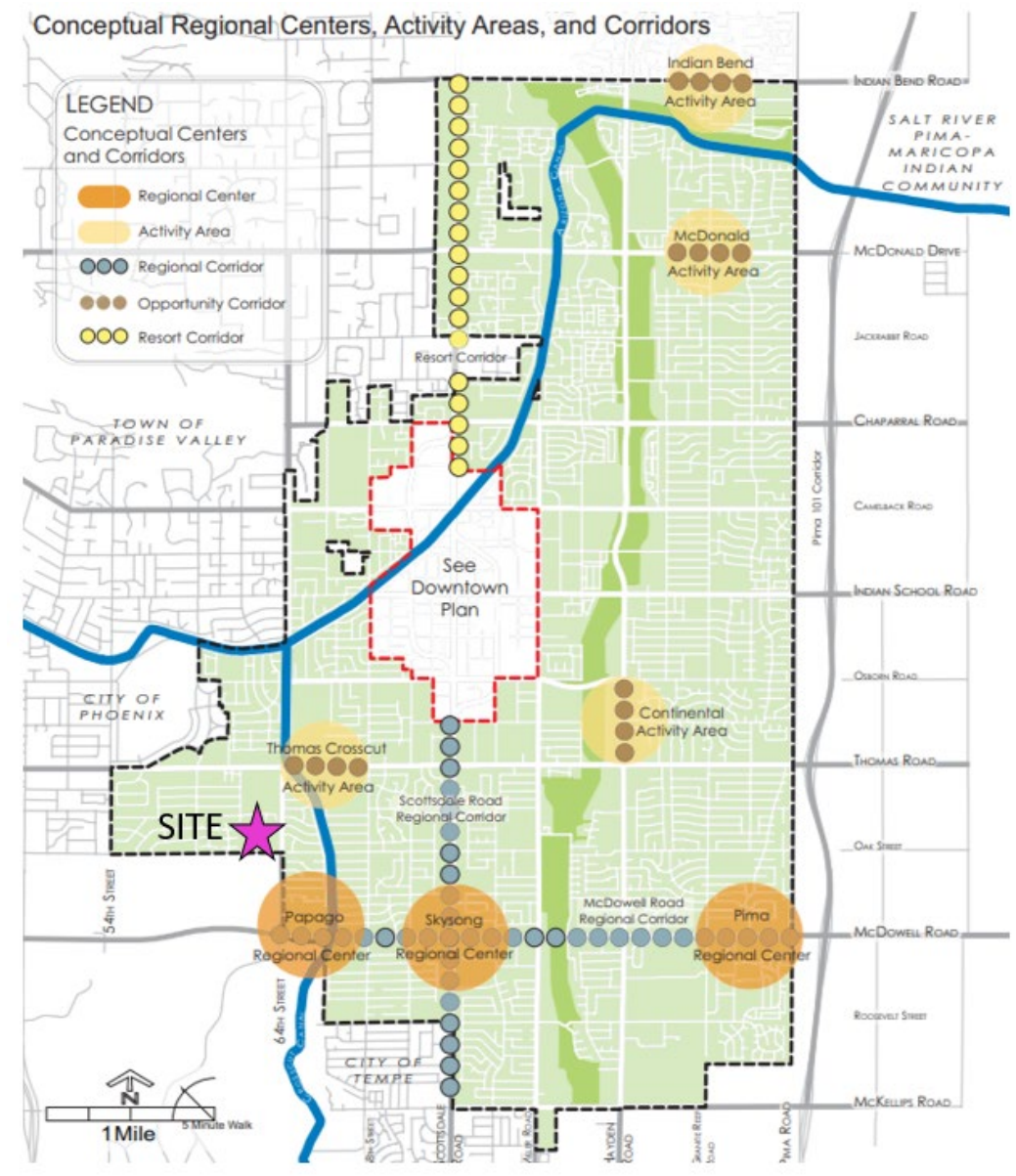
• *Policy LU 1.2*

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

Response: Luna on Oak meets these land use goals by revitalizing and redeveloping an older medical office building with a new residential land use that will bring additional housing opportunities to the Southern Scottsdale. The site plan has been designed in a sensitive manner by providing appropriate buffering to the existing residential to the west.

Integrating single family residential will strengthen the “live, work, play” land use philosophy within the SSCAP.

The site location is ideal for residential development with proximity to Old Town, Downtown Phoenix, Sky Harbor Airport, and Tempe. Luna on Oak will benefit from the nearby canal linkages, Papago Park and proximity to the Phoenix Zoo and the Desert Botanical Garden. Additionally, the integration of additional residential units near commercial and employment land uses, will strengthen the existing area retail businesses, provide housing options, as well as implement the City’s goals and policies.



Goal LU 5

Create Regional Centers and activity areas to guide future land use types and intensities throughout Southern Scottsdale.

• Policy LU 5.1

Encourage the most intense levels of reinvestment, revitalization, and infill development within designated Regional Centers. These centers are located within General Plan designated Growth Areas, on Regional Corridor roadways and are considered a valley-wide destination.

Response: Although the Property is not located directly along a Regional Corridor or within an Activity Area, the site falls between the Papago Regional Center (McDowell and 64th) and the Thomas Crosscut Activity Area (Thomas and 64th). Also, McDowell Road, which is designated as a Regional Corridor, is located approximately 0.5 miles south of the Property. The proposed single family residential development will strengthen the link between these regional/activity nodes and corridors and will accomplish a range of goals including the revitalization of an underutilized property (soon to be vacant medical building) by integrating high quality, vibrant architecture and creating pedestrian synergy that will tie into the nearby canal trail system to the east and Papago Park to the south. Given the surrounding context, the proposed density of 8.9 du/ac is appropriate and will provide a logical transition from the more intense land uses to the south and east transitioning to the existing residential to the west.

Goal LU 9

Create new development and connectivity opportunities between Papago Park and Southern Scottsdale.

• Policy LU 9.3

Promote pedestrian and bicycle connectivity between Southern Scottsdale and Papago Park.

Response: The Luna on Oak for-sale single family residential community will benefit from the nearby Crosscut Canal linkage and Papago Park. The density of 8.9 du/ac is appropriate given the surrounding context and provides an ideal land use transition from Oak Street, the Elk's Lodge and U.S. Army Reserve Center to the R-4 homes to the west. With the redevelopment of the site, improvements to the pedestrian connectivity will be made along the street frontage with sidewalk enhancements and landscaping consistent with the City's guidelines. As properties within the McDowell Corridor Revitalization Area redevelop, the connectivity opportunities are enhanced strengthening the link between Papago Park and Southern Scottsdale. Additionally, integrating residential along this corridor enhances the pedestrian realm as new residents utilize the sidewalks, canal paths, and Papago Park amenities.

❖ **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 residential housing brings an exciting new architectural type to the area providing a modern, contemporary aesthetic appealing to a segment of the market demographic drawn to Southern Scottsdale. The extensive landscaping, two-story building proportions, size, and massing are compatible with the adjacent homes to the west. Additionally, the site plan has been designed to provide buffer (average of 35+/- feet building to building) and mature landscaping along the western edge.

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 incorporate the vernacular of the Southwest and provide desert sensitive design elements with a variety of materials and textures. Architecture has been designed to activate all sides of the buildings (see elevations & site plan) to create visual interest and activate the streetscape. The landscape plant palette

is consistent with the City's guidelines and incorporates predominately low water use plant materials appropriate for this suburban/urban desert setting.

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 6.4***

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

Response: Being located near McDowell Road (0.5 miles to the south) the Property is within close proximity to an array of land uses (office, retail, support services) and pedestrian connections, the Property is a highly suitable environment for single family residential development. The integration of more residential development in Southern Scottsdale will naturally result in reduced travel distances, vehicle trips and promote walking and cycling via nearby trails, sidewalks and recreational amenities such as the Crosscut Canal and Arizona Canal Trail path system, Papago Park and Indian Bend Wash.

The single-family residential units will include a ground level private garden space with balcony above. The garden patio spaces will serve as an indoor/outdoor space and an extension of the ground level living space.

K. Hovnanian uses energy efficient technology in their homes 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.

❖ **Economic Vitality**

Goal EV 1

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

• ***Policy EV 1.1***

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

Response: The proposed development plan brings reinvestment and revitalization to an aging, office site (soon to be vacated), further reenergizing the area bringing new single family residential living opportunities strengthening the economic core of Southern Scottsdale. The addition of rooftops within the McDowell Corridor Revitalization Area will bolster nearby retail and commercial businesses promoting the “live, work, play” momentum desired by the City and essential to the long-term sustainability of a healthy vibrant city.

Goal EV 5

Encourage a strong economic relationship among opportunity and regional corridors and associated regional centers and activity areas.

• ***Policy EV 5.3***

Promote the development and location of a range of housing to meet executive and workforce housing needs in the Regional Centers and adjacent mixed-use Regional Corridors to support business cluster and employment development.

Response: Per the SSCAP, the Property lies between the Papago Regional Center and the Thomas Crosscut Activity Area within close proximity (0.5 miles) of the McDowell Road Regional Corridor. The proposed single family residential development will strengthen the link between these nodes and will accomplish a range of goals including the revitalization of an underutilized property (soon to be vacated medical office) and providing additional housing options for employees of SkySong, General Dynamics, HonorHealth, and Arizona State University to name a few.

❖ **Housing**

Goal H2

Embrace a wide range of housing options.

• ***Policy H 2.4***

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

Response: The mix of housing within the McDowell Corridor Revitalization Area has evolved over the last five years including many new housing options through both rental and for-sale communities. These developments include, but are not limited to, Diamante, Aire, Skye, Las Aguas, SkySong and San Travesia with a range of densities, along with newly approved projects slated for construction in 2020 including Alexan Scottsdale, The McDowell, Papago Plaza and Scottsdale Entrada. This proposed luxury for-sale, single family development will further expand and upgrade the housing stock in Southern Scottsdale integrating higher-end, modern residential development on a soon to be vacated property with context compatible building massing and architectural character. This well-located site is within close proximity to numerous employers, recreation and mobility options offering residents of varying ages a “live, play, work” lifestyle.

❖ **Community Mobility**

GOAL CM 1

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

- ***Policy CM 1.1***

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

- ***Policy CM 1.2***

Promote both internal and external connectivity between mobility modes to create an integrated transportation system for the benefit of Southern Scottsdale.

Response: The Property is located within close proximity to an array of office, retail and support services and the proposed pedestrian connections enhance the environment for residential development. The integration of new luxury for-sale single family residential development in this neighborhood will naturally result in reduced travel distances, vehicle trips and promote walking and cycling via nearby trails, sidewalks and recreational amenities such as the canal path system, Papago Park and Indian Bend Wash.

As identified in the traffic study included with this application, the proposed residential development will reduce the daily weekday trips from 1,324 to 484; a reduction of 840 daily trips or 64%.

V. Scottsdale's Sensitive Design Principles

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 development plan for this infill Property is designed in a manner that is compatible with both the adjacent residential community and adjacent commercial/non-residential land uses established on the adjacent properties. The architecture, color palette and building materials of the proposed for-sale single family homes will be in harmony with the residential neighborhood to the west and compliant with the SSCAP. The streetscape design for Luna on Oak will balance the functional requirements (such as privacy and security) with the aesthetics of the development through the application and selection of landscaping, lighting and hardscape design. The landscape design will conform to the City's guidelines utilizing a low water use plant palette recognizing the significance of a shaded pedestrian experience within the urban context.

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

Response: Although the setting of this site is suburban/urban in character and does not have natural features such as washes and natural area open space, the developer has taken special consideration in providing meaningful open space and recreational amenities for the residents. Buildings will be separated from the existing townhomes to the west by approximately 35+/- average feet (from building to building) with areas of larger open space at the northwest and southwest corners. The architecture and building placement is respectful of the existing townhomes to the west in terms of height, massing and setback with single-story parking structures along the western boundary buffering the proposed two-story single family homes.

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

Response: The Property is a relatively flat infill site with an existing office building and a large amount of asphalt surface parking that will be demolished with the redevelopment of the site. Mature, low water use landscaping will be integrated throughout the development with the goal of providing a vegetated buffer to the adjacent residential to the west and enhancing the streetscape along Oak providing a meaningful and shaded

environment for pedestrians. The amount of mature landscaping planned with the redevelopment of the site will vastly increase the amount of vegetation and open space (3.4+/- acres provided) on this Property, as compared to the hard surfaces of the existing building and surface parking, thereby, greatly reducing the heat island effect.

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

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

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

Response: Pedestrian circulation along both the perimeter and internal to the community is an important feature of this residential community, as numerous retail, restaurant, and recreational uses are within walking distances from this site (see pedestrian circulation plan). The design of these public spaces will be in the character of surrounding developments and will comply with the SSCAP.

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: Redevelopment of this Property will include improvements to pedestrian connectivity along the Oak Street frontage with sidewalk improvements and landscaping consistent with the City's guidelines. As Southern Scottsdale properties redevelop, the connectivity opportunities are enhanced strengthening the link between Papago Park and Southern Scottsdale. Additionally, integrating residential within the McDowell Corridor Revitalization Area will help activate the Southern Scottsdale by increasing pedestrian synergy with new residents who will utilize the sidewalks, canal paths, and Papago Park amenities.

The Property is located within close proximity to an array of land uses (office, retail, support services) and the proposed pedestrian connections enhance the environment for residential development. The integration of more residential development will naturally result in reduced travel distances, vehicle trips and promote walking and cycling via

nearby trails, sidewalks and recreational amenities such as the canal path system, Papago Park and Indian Bend Wash. Additionally, the site is an ideal location for residents to live close to Old Town, Downtown Phoenix, Sky Harbor Airport and Tempe.

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

Response: The proposed development will incorporate design elements that respect human-scale, providing shade and refuge through building, site and landscaping with the design of the homes. Connectivity will be provided via sidewalk connections along Oak Street well as internal to the community. To the extent feasible, shade trees will be provided along these connection points.

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

Response: Buildings will be separated from the residential property line to the west by 35+/- average feet (from building to building). Luna on Oak's architecture and building placement is respectful of the existing townhomes to the west in terms of height, massing and setback with single-story covered parking structures along the western boundary, which provide a solid visual buffer between the existing townhomes to the west and the proposed single family homes.

- 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 climate by creating abundant outdoor living spaces and common amenities for its residents.

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

Response: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. K. Hovnanian uses energy efficient technology in their homes incorporating low-e glass, energy star appliances, sustainable building materials, and low water use desert landscaping reducing operational impacts on the environment.

- 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 native 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. Also, refer to 3. and 4. above.

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 consistent with the City's guidelines.

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

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

Response: Project identification will be low-scale and contextually appropriate.