

# *Greystar Active Independent Living*

## **90<sup>th</sup> Street & Raintree Drive**

### **Project Narrative**



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## **I. Property Information**

**Location:** 90<sup>th</sup> Street, north of Raintree Drive

**Property Size:** 5.0 (+/-) gross acres; 4.66 (+/-) net acres

## **II. Property General Plan/ Zoning:**

- **Current General Plan:** Airpark Mixed Use (“AMU”) – no change proposed
- **Current Zoning:** R1-35 (Single-family Residential)
- **Proposed Zoning:** C-O (Commercial Office)

Note: Case 7-AB-2020 - GLOPE Abandonment case filed under separate application by iStar (owner)

### ***Surrounding Uses:***

- **North:** I-1; Vanguard and Alliance Defending Freedom
- **East:** R1-7; Single-family Residential
- **South:** C-2 and I-1; Dew Wealth Management, Loanpal and Wood Trust Bank
- **West:** I-1; Self-storage facility



### **III. Project Overview**

This request seeks to rezone a vacant infill parcel of approximately 5.0+/- gross acre (4.66+/- net acre) located at 90<sup>th</sup> Street, just north of Raintree Drive and east of the Loop 101 freeway (the “Property”) from R1-35 to C-O. The proposal seeks to develop the Property into a luxury brand, minimum residential healthcare facility. The development will include 155 residential healthcare units with 3- and 4-story elements at a maximum height of 48 feet excluding mechanical appurtenances. The architecture will draw upon the Spanish Mission style, which will complement the surrounding built environment.

The Property was annexed by the City of Scottsdale in 1963 through Ordinance No. 168. Since then, land surrounding this vacant infill Property has developed with a synergistic land use pattern. The diverse mix of established land uses surrounding the Property will be complementary to the proposed senior living community. To the north and south of the site are office complexes, to the east is single-family residential, and to the west of the site is a planned self-storage facility. West of the self-storage facility is the Loop 101 freeway, and further west is a variety of commercial retail. This proposal is sensitive to the context and incorporates design elements that will create appropriate transitions between adjacent uses. The mixed-use character and proximity to both the Loop 101 freeway and Raintree Drive establish an ideal context for active adults to “age in place.” Notably, this vacant underutilized infill site is situated on the eastern edge of the Greater Airpark Character Area Plan (“GACAP”) and provides as a transition between the freeway and established single family to the east. The APS 69kv transmission lines will remain in place along the southern boundary.

Founded in 1993, Greystar Development has become a global leader in housing known for innovative, quality design that responds to the contexts and needs of the communities in which their projects are located. Greystar Development is excited to present their newest development proposal in Scottsdale: Greystar Active Independent Living.

#### **90<sup>th</sup> Street Perspective**



***Proposed Conceptual Site Plan***



#### **IV. 2001 General Plan**

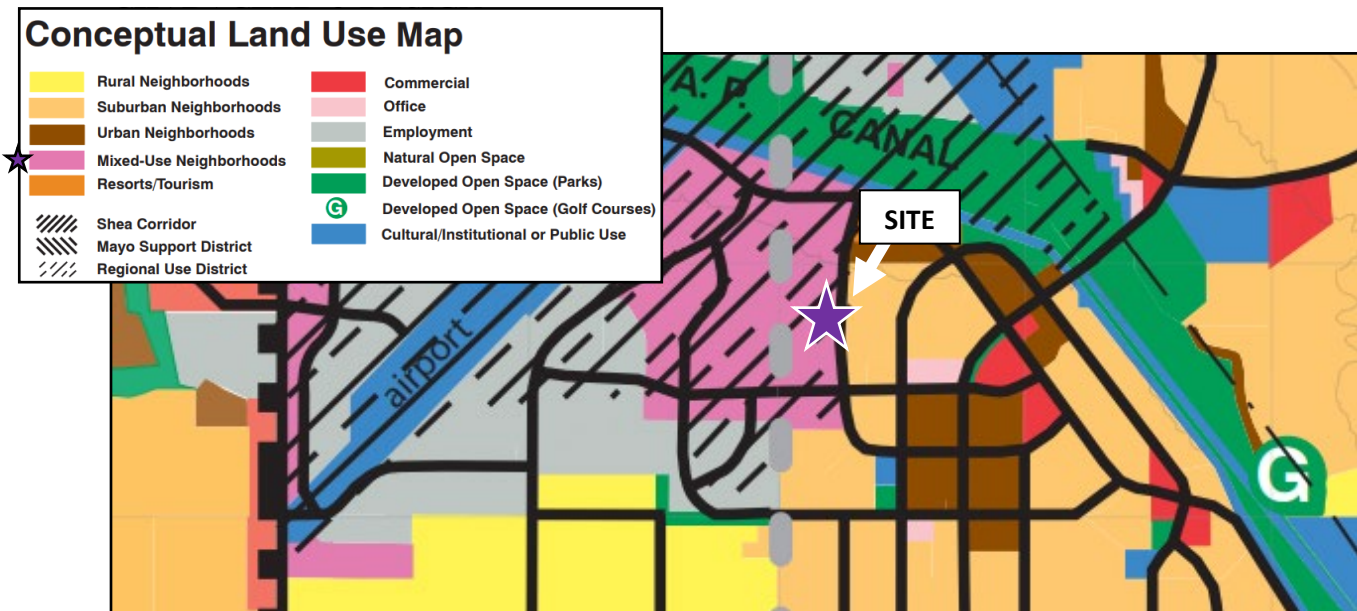
The General Plan encompasses a set of goals, approaches and tools that guide development and pave the future of the City. The City encounters numerous challenges on a day-to-day basis which require thoughtful decision-making that considers long-term implications. The Six Guiding Principles of the General Plan are further used when considering future developments:

*General Plan - Six Guiding Principles:*

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

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 Greystar Active Independent Living. The Property is currently designated as Mixed-Use Neighborhoods, and no change in the General Plan is proposed with this request.

#### **2001 General Plan Land Use Map**



## 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.
- Consistently high community quality expectations.
- Physical scale relating to the human perception at different points of experience.
- Visual impacts (views, lighting, etc.) upon public settings and neighboring properties.
- 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.

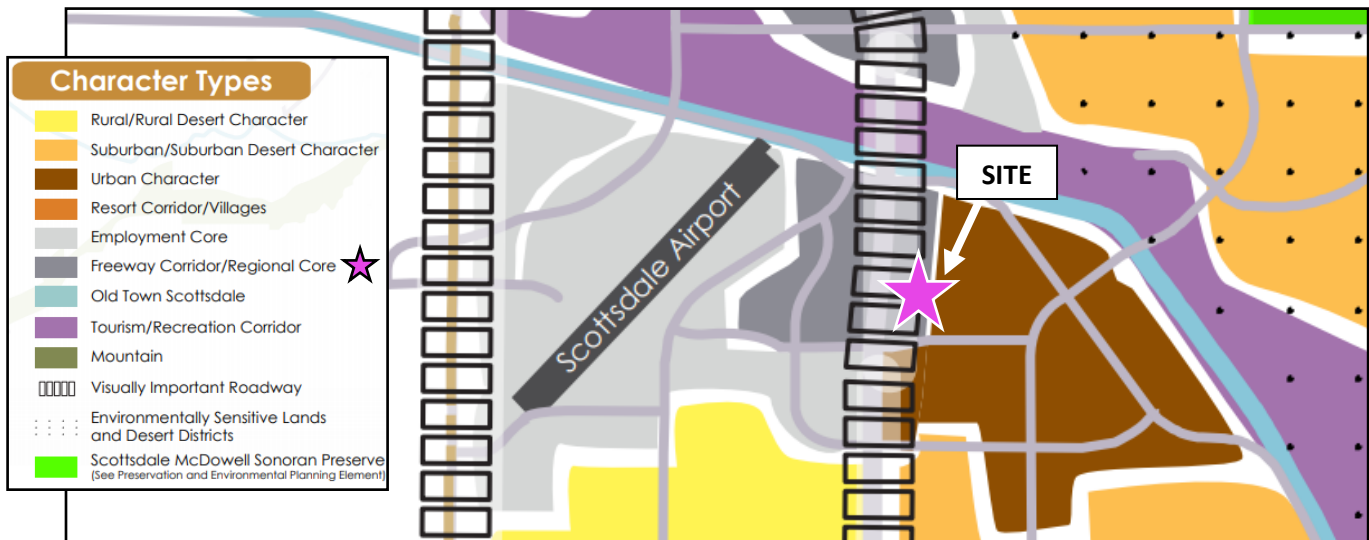
**Bullet 4:** Ensure that all development is part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial, and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

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

**Freeway Corridor/Regional Core** will be a dense mixed-use employment core that includes a number of region-serving offices, retail, and hotel uses. This core will include more than a million square feet of regional and community retail centers. Employment along the freeway corridor will be second only to Old Town Scottsdale in intensity and positive impact on the City's economic development.

**Response:** The Urban Character Type - Freeway Corridor/Regional Core recognizes the need for a variety of housing options that help sustain the fabric of the diverse land uses that make up this character type. The Property is bounded by a storage facility to the west, commercial office to the north and south and residential to the east. Further west are the Loop 101 freeway and commercial retail land uses. The Property is an underutilized vacant infill site in an area designated as Freeway Corridor/Regional Core with easy access to the Loop 101. Given the variety of land uses surrounding the Property and accessibility, the site is an appropriate location for a minimum residential healthcare facility where adults can age in place and benefit from the surrounding range

of established uses. The proposed development will meet the need for independent senior housing while diversifying the housing supply.



## **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 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 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:** Greystar Active Independent Living is a luxury brand, minimum residential healthcare facility. The proposed site layout, architectural character, and landscaping design respects the unique climate, vegetation, and design context of the area. See Scottsdale Sensitive Design Principles (Section VI) for further discussion regarding each principle.

## **Goal 6.**

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

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

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

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

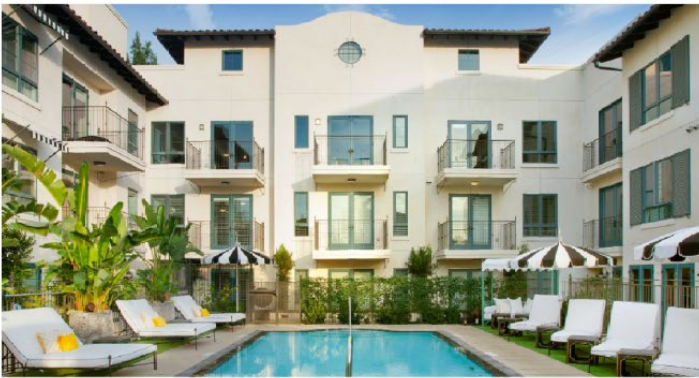
**Bullet 4:** Discourage plant materials that contribute substantial air-borne pollen.

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

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

**Response:** The proposed development incorporates a desert sensitive landscape palette that responds well to the natural desert setting. The proposed plant palette utilizes compatible, hardy plants known to thrive in the heat and sun of the desert climate. Additionally, choosing plants that thrive in a desert climate coupled with thoughtful planting design ensures that water will be used efficiently throughout the site.

### Conceptual Design Imagery



**Goal 7:**

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

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

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

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

**Response:** Lighting will be designed in a manner that is sensitive to the surrounding context and consistent with the Greater Airpark area. Lighting designs will complement the proposed architectural character of the development. The design will also ensure that lighting will provide safe pedestrian wayfinding at night and highlighting paths where appropriate.

**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.

**Response:** Maintaining a strong housing base is critical to the economic vitality of Scottsdale. Development of this underutilized, infill vacant Property will add to and support the local and regional economic base, generating additional revenue for the City. With a need for senior living in our community, this proposal responds to current market trends that will contribute to the economic growth of the community. By introducing a housing option for an underserved demographic, Scottsdale can maintain its population of aging adults who might otherwise seek living arrangements elsewhere. Residents can continue to benefit from the range of retail, recreational and service-related businesses in the Airpark and nearby vicinity. Additionally, the luxury brand of this development will attract and/or retain a higher-income demographic, further bolstering the economic base of Scottsdale.

**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 intensities through the use of gradual land use changes, particularly where natural or man-made buffers are not available.

**Response:** Given the established commercial land uses to the north and south, residential to the east, and Loop 101 to the west, the proposed development provides appropriate land use and massing transitions while respecting the established context. The design orients the 4-story massing on the west portion of the site towards the self-storage facility and the Loop 101. The 3-story element faces east towards 90<sup>th</sup> Street. This proposal is sensitive to the single-family residential neighborhood situated to the east of the Property with building setbacks ranging from 114' to 188' from the east property line. A 50' landscape buffer will be provided along the east, double the 25' standard found in the existing development to the north and south. Additionally, the existing adjacent zoning of I-1 and C-O allows for heights up to 52' and 48' respectively. Notably, the 69kv transmission lines that run along the southern property line will remain in place.



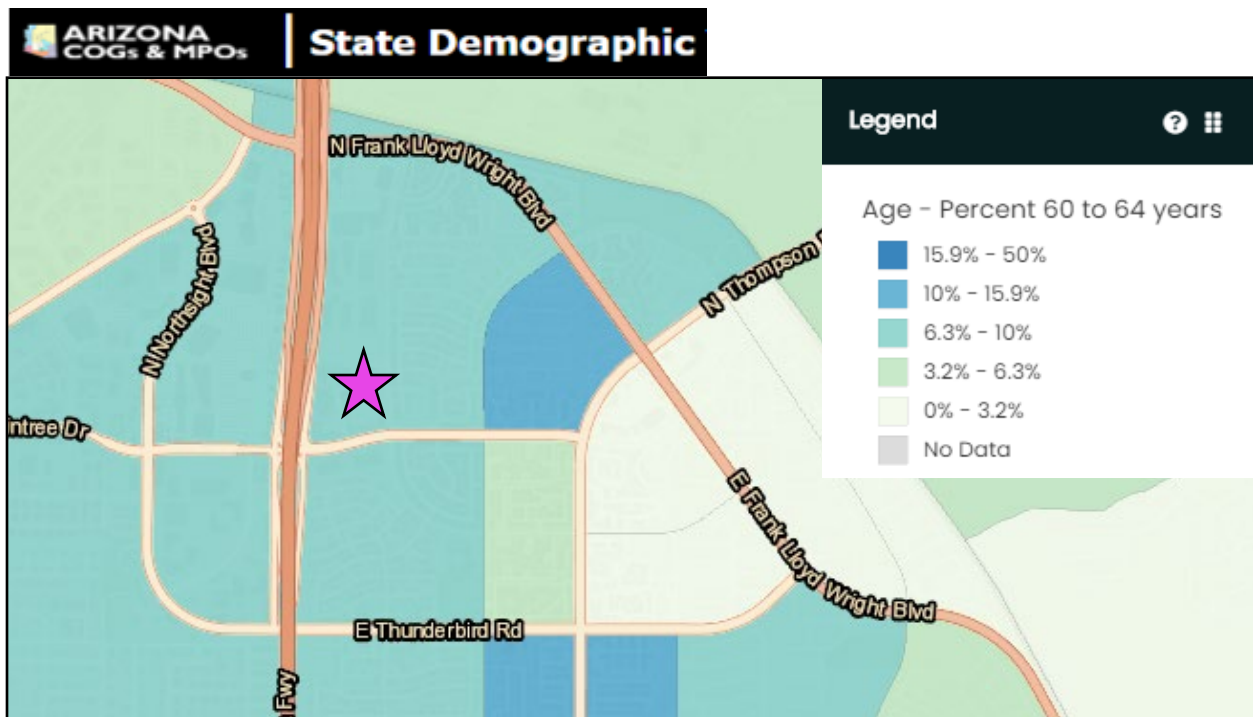
**Goal 4**

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

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

**Bullet 5:** Maintain a citywide balance of land uses that support changes in community vision/dynamics (established by future community visioning processes) over time.

**Response:** Developing long-vacant properties is critical in maintaining the economic vitality of the community as it matures. This proposal achieves this goal while also integrating additional housing options for an underserved population. The Airpark currently has few independent senior living options. Depicted in the graphic below, the area surrounding the Property contains, in some areas, up to 50% of residents between the ages of 60 and 64 years old. As the Scottsdale’s population continues to age, there will be a growing need for alternative residential options for our residents. Given the demographics and land uses surrounding the Property, the site is ideally situated for adults to age in place. Nearby McDowell Mountain Ranch Park & Aquatic Center, Arabian Library, Westworld, and the McDowell Sonoran Preserve provide adults the opportunity to maintain a vibrant and active lifestyle while living in a minimum residential healthcare facility that is suited for their range of needs. The established residential neighborhoods to the east of the Property also foster the opportunity for families to live closely, enhancing a sense of community and comfort for seniors.



**Goal 5**

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

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

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

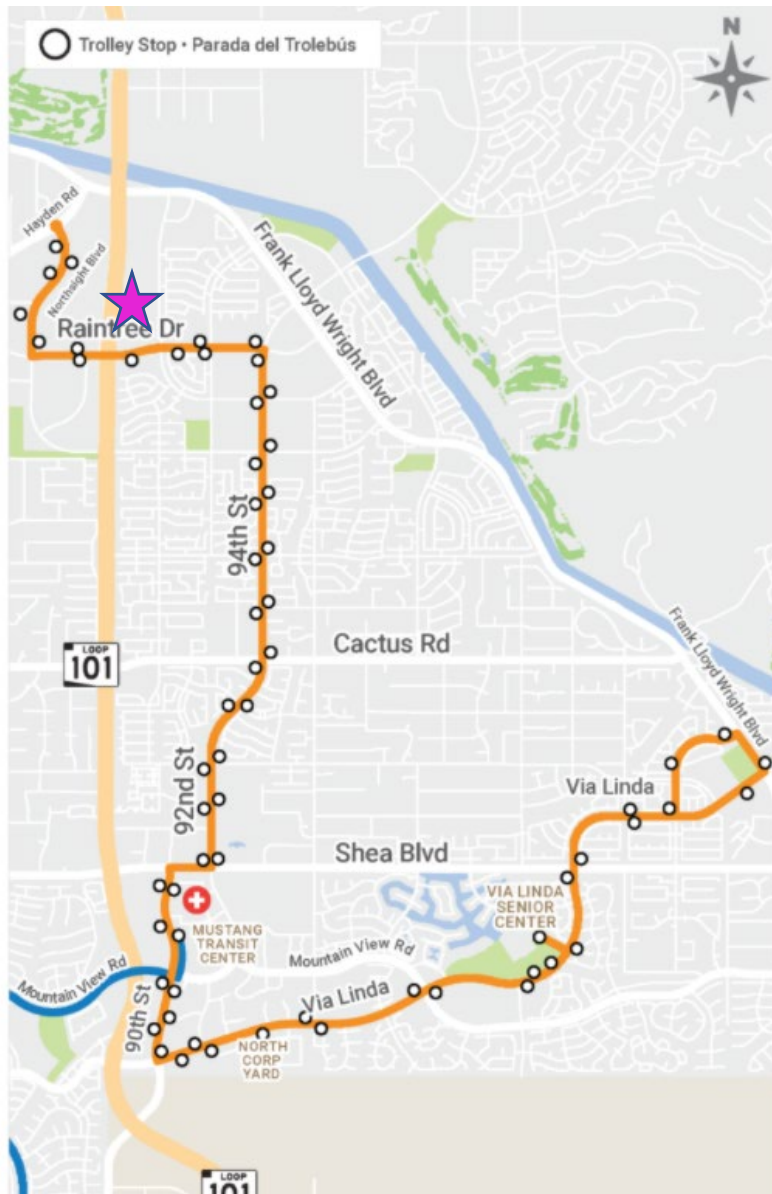
***Bullet 3:** Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips (pedestrian, cycling, transit) where environmentally and physically feasible.*

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

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

**Response:** The proposal is compatible with the Mixed-Use Neighborhoods/Regional Use District overlay designation (2001 General Plan). The proposed development will diversify Scottsdale's housing supply and maintain its population of aging adults who want to continue living an active, vibrant life that the area provides. The Property benefits from a range of multimodal transportation options including pedestrian, vehicular, and public transit/trolley, and is adjacent to the Raintree/Loop 101 interchange. The Scottsdale Trolley Mustang Route offers service from 90<sup>th</sup> & Raintree to Mustang Library and the Via Linda Senior Center (see map below). The variety of land uses surrounding the Property provides a synergistic land use pattern that also ensures fewer automobile trips. Only an estimated 80% of future residents will own vehicles, and the amenities and programming provided offer ample opportunity for entertainment and social interaction within the development that will decrease vehicle trips. Such amenities include but are not limited to, wellness concierge and wellness suite of uses (Ageility and bWell – see page 18), a community dining area, heated pool and dog park, and programs include art classes, cooking classes and book clubs, among others. Future residents will benefit from a complimentary luxury van/shuttle service provided by the development for transportation to off-site activities and a customized program with Lyft, increasing mobility options. Within the proposed residential healthcare community, mobility choices are provided through an internal courtyard and walking paths to be enjoyed by residents and visitors.

**Scottsdale Trolley – Mustang Route**



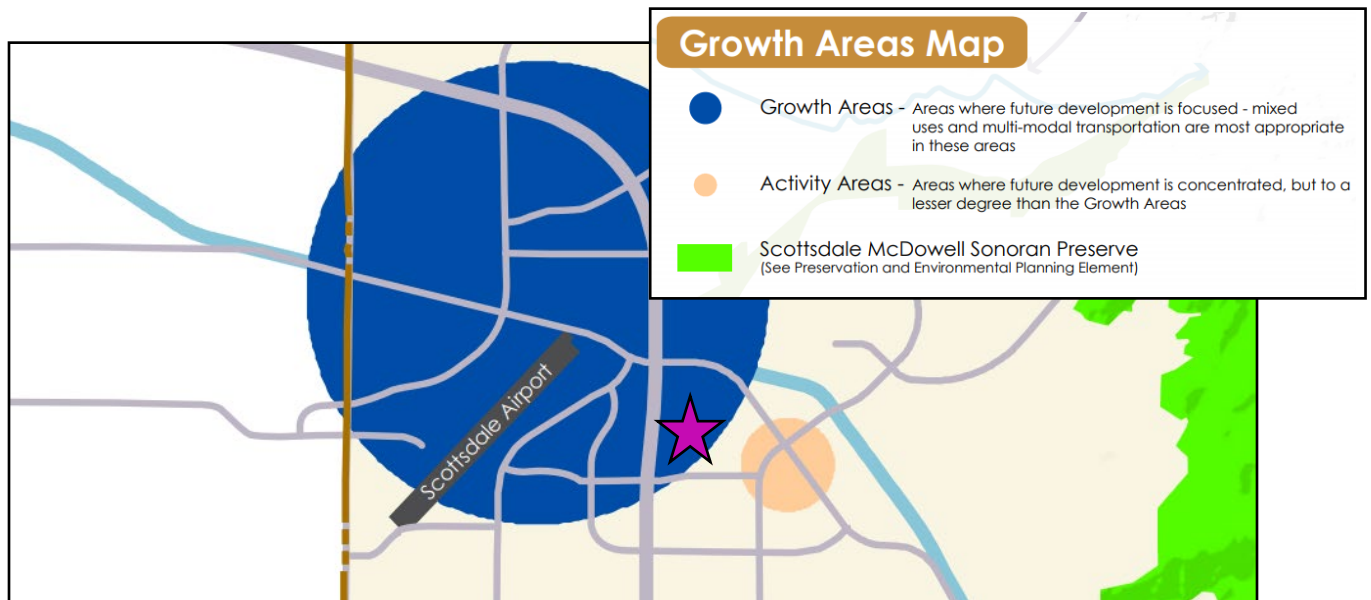
**Goal 6**

***Promote land use patterns that conserve resources, such as land, clean air, water, and energy, and serve all people, within the community.***

***Bullet 5:*** Concentrate future development in “growth areas” and other centers of activity, thereby discouraging sprawl, conserving energy, and promoting community identity.

***Bullet 6:*** Integrate land use and transportation policies to promote a decrease in vehicle miles traveled to reduce air pollution and resource consumption, increase interaction among citizens and provide a stronger sense of community.

**Response:** As shown in the graphic below, the Property is located within a designated Growth Area with close proximity to an Activity Area. This, coupled with an increasing demand for senior living, make the Property an ideal location for this use. The mix of land use patterns that exist within the Greater Airpark area make it an attractive area to live, and providing senior housing for the aging population will encourage residents to remain in an area where they have established lifestyles.



### **Goal 8**

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

***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.***

**Response:** The site provides 30% open space (excluding parking lot landscaping) with over 61,000 s.f. (1.4 acres of 4.66-acre site) of open space on site for the enjoyment of the residents. Additionally, the Property is in the vicinity of Horizon Park (1.2 miles) and McDowell Mountain Ranch Park & Aquatic Center (1.7 miles) including Arabian Library. Utilization of existing sidewalks and bike lanes/paths connect residents to multiple opportunities for recreation, fitness, and alternative modes of transportation. Although the development provides ample wellness, fitness and recreation options onsite, the nearby recreational opportunities will encourage the sense of community for residents through its connection to the greater neighborhood.

## ECONOMIC VITALITY

### Goal 4

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

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

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

**Response:** A key component in securing economic stability is a strong housing base that meets the needs of all residents. The positive economic impact of the proposal is further enhanced through the creation of jobs. Revitalizing and redeveloping properties is a critical part of the economic vitality of a maturing community and provides sustainability of the City as a whole. This project exemplifies this goal by turning an underutilized, vacant infill parcel into a thriving use with direct access to an array of nearby support services and residential communities further enhancing quality of life for the residents and visitors of Scottsdale. Quality of life is improved by economic security, as well as the option for residents to age in place, rather than relocate to a senior living community outside of Scottsdale.

### Goal 7

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

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

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

**Response:** As previously discussed, there is a greater need for senior living options as Scottsdale's population continues to mature. As the aging population in our community moves into advanced stages of life, the need for senior living options increases. Greystar Development is proposing a luxury brand senior living facility with high quality design that will attract a higher income demographic. The design will maintain a residential scale that respects and is compatible with the surrounding developments while high-end finishes and the integration of amenities, common dining, and wellness services (Ageility and bWell – see page 18) will help maintain quality of life for residents. Developing the underutilized, infill vacant Property into a luxury minimum residential healthcare facility will introduce a superior senior living option that is needed in the area while also diversifying the local economy.

## COMMUNITY INVOLVEMENT

### Goal 1

*Seek early and ongoing involvement in project/policy-making discussions.*

*Bullet 1: Maximize opportunities for early notification of proposed projects, or projects/issues under consideration using signs, information display boards, web site posting, written correspondence, and other methods as they become available.*

*Bullet 4: Ensure project developer/owner is able to demonstrate citizen involvement and how comments were incorporated into proposal/issue recommendations.*

**Response:** Technical Solutions conducted outreach through both door-to-door and by sending a notification letter to property owners within 850 feet of the Property (750 feet required). A virtual open house was held on October 6<sup>th</sup> to allow for community interaction and input. Prior to the virtual open house, the outreach team visited over 350 residential neighbors to obtain their feedback, the majority of which was favorable. Inquiries were focused on traffic and construction timing. See Community Outreach Report.

## HOUSING

### Goal 2

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

*Bullet 2: Encourage physical design, building structure, and lot layout relationships between existing and new construction to help the new developments complement the surrounding neighborhoods.*

**Response:** The General Plan at page 97 provides, “Scottsdale values ‘life cycle’ housing opportunities for people to be able to live in Scottsdale throughout their lives.” As Scottsdale’s population continues to mature, the demand for senior housing will grow. The proposed development achieves a range of goals including the integration of high quality, vibrant architecture that draws upon the Spanish Mission style and is complementary to the greater Sonoran Desert context as well as providing needed housing for a growing demographic. The introduction of housing will be complementary to the variety of land uses surrounding the Property, creating a balance of land uses ensuring a quality lifestyle.

Minimal residential health care by definition “may include independent living units with such services as central dining, transportation and limited medical assistance.” As reflected with the floor plan, in addition to the community dining areas (both indoor and outdoor), the facility offers a focus on wellness and resident care by offering wellness concierge and a wellness suite with rehabilitation services, physical therapy, telemedicine, massage, occupational and speech therapy. Transportation services will also be offered to the residents and specified in the Mobility section below.

Greystar Active Independent Living intends to implement Ageility and bWell programs at its facility.

**Ageility** is a senior focused outpatient therapy solution that delivers clinical service while maintaining a hospitality approach. Ageility, a pioneer in the industry, has developed a successful business model that recognizes and responds to the needs of the senior demographic.

[www.ageilityphysicaltherapy.com](http://www.ageilityphysicaltherapy.com)

**bWell** is an all-inclusive, senior community wellness model that provides a full scope of products and services to enhance the lives of actively aging residents. Working with actively-aging populations requires particular skills and knowledge of how fitness and mobility change over time, safety parameters, and equipment options that are the best fit for 55+ participants.

[www.bwellaging.com](http://www.bwellaging.com)

#### **Goal 6**

***Encourage the increased availability and integration of a variety of housing that supports flexibility, mobility, independent living, and services for all age groups and those with special needs.***

***Bullet 1:*** Encourage the development of a full range of senior housing while also finding ways to incorporate adjacent service facilities, where appropriate.

***Bullet 5:*** Integrate elderly and assisted-care facilities into neighborhoods and create connections between residential developments to promote opportunities for inter-generational connections and continuum of care for the elderly.

**Response:** The Property is an ideal location for an independent senior living facility. The Airpark currently has few senior housing options, and if it is to sustain its aging demographic, it needs to broaden its range of housing types. This proposal accomplishes this goal and gives the area's aging demographic the opportunity to age in place. The range of amenities and variety of surrounding land uses will provide future residents with flexibility, mobility and the opportunity for independent living. The single-family residential neighborhood that buffers the Property to the east will create opportunities for families to connect as well as drive market need over time as the population ages. Additionally, Greystar Development has a relationship with Belmont Village Senior Living located approximately 1.7 miles away and can assist in transitioning residents who need a higher level of care. Belmont Village is the only senior living option in the area currently, and their independent living is currently at maximum capacity.

## COMMUNITY MOBILITY

### Goal 5

**Relieve traffic congestion.**

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

### 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 3:** Encourage, where appropriate, mixed use developments that physically incorporate residential, shopping and work environments within one area or project and place strong emphasis on connectivity with non-motorized access (pedestrian oriented development).*

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

**Response to 5 & 8:** Mobility is achieved through pedestrian circulation that is provided within the development as well as the integration of alternative modes of transportation. Given that only an estimated 80% of residents will own vehicles, it was important to the design team to incorporate accessible transportation options for future residents in the proposal. A luxury van/shuttle service will be provided to residents for transportation to offsite activities while a customized Lyft program will assist with other transportation needs. This proposal includes a resident Lifestyle Coordinator that will facilitate on-site and off-site events, which will reduce vehicle trips by concentrating social events at designated times. Additionally, the Property is serviced by a variety of land uses in close proximity that will reduce the distance residents will need to travel for their needs.

## **V. Greater Airpark Character Area Plan**

The Greater Airpark Character Area Plan (“GACAP”) was adopted in October 2010 by City Council. The purpose of the GACAP is to establish “the vision for the Greater Scottsdale Airpark and provide the basis for Greater Airpark decision-making over the next twenty-year timeframe.” To achieve this, the City established a series of goals and policies to provide a framework for future development: Land Use, Neighborhood & Housing, Aviation, Community Mobility, Economic Vitality, Environmental Planning, Character & Design, and Public Service & Facilities.

### **LAND USE**

#### **Goal LU 1**

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

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

*Maintain and expand the diversity of land uses in the Greater Airpark.*

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

*Support a mix of uses within the Greater Airpark that promote a sense of community and economic efficiency, such as clustering similar/supportive uses and incorporating residential intended for the areas’s workforce, where appropriate.*

##### ***Policy LU 1.3***

*Promote development intensities supportive of existing and future market needs.*

##### ***Policy LU 1.6***

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

**Response:** The proposal for a minimum residential healthcare facility brings development and land use diversity to an underutilized vacant infill parcel. The area’s housing supply is lacking in options for seniors, with the closest senior living facility, Belmont Village (100<sup>th</sup> Street and Frank Lloyd Wright Blvd) currently at capacity. Providing additional senior housing options will give aging adults residing in the nearby area an opportunity to remain where their lifestyles have been established. Not only will this proposal meet current needs for senior living, it will also fulfill market demand as the area’s population continues to mature. The proposed development accomplishes a variety of additional goals, such as providing an appropriate transitional land use between commercial and residential, integrating high quality, vibrant architecture, and site planning to the area, and promoting economic stability.

**Goal LU 3**

***Sensitively transition land use, scale, and intensity at the Greater Airpark boundary in areas adjacent to lower-scale residential neighborhoods.***

***Policy LU 3.1***

*The scale of existing residential development should be acknowledged and respected through a sensitive edge buffer, which may include transitional development standards, landscape buffers, and sensitive architectural design solutions.*

**Response:** This proposal is sensitive to the single-family residential neighborhood situated to the east of the Property with building setbacks ranging from 114’ to 188’ from the east property line. A 50’ landscape buffer will be provided to the east, double the standard of 25’. Additionally, the design orients the 4-story massing on the west portion of the site towards the self-storage facility and the Loop 101. The 3-story element faces east towards 90<sup>th</sup> Street.

**Goal LU 4**

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

***Policy LU 4.1***

*Encourage medium-scale Type A development in areas appropriate for transitions from Types B and C development to lower-scale areas in and adjacent to the Greater Airpark Character Area.*

***Policy LU 4.4***

*Support transitions in scale between development types.*

***Policy LU 4.6***

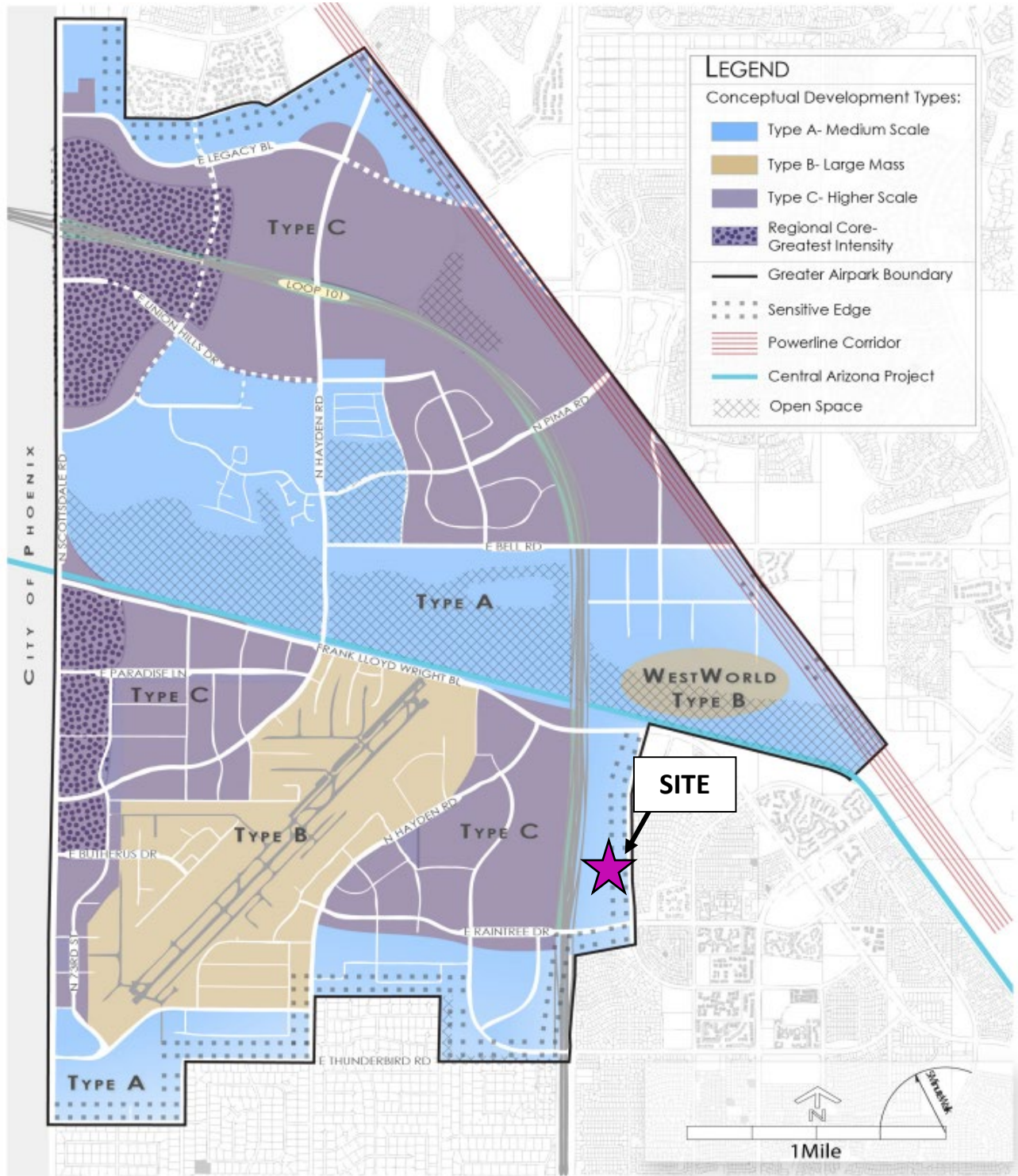
*Transitions between development types should incorporate a blending in context of each development type and integrate the characteristics between them through appropriate site and building design.*

***Policy LU 4.7***

*Encourage greater visual variety between employment/commercial land uses and residential neighborhoods and avoid continuous building shapes and mass adjacent to residential neighborhoods.*

**Response:** As noted above, the building steps from 3-stories to 4-stories with the least impactful building massing located on the eastern portion of the site adjacent to the single family residential. Additionally, the residential architectural character and scale of development is respectful of the “Type A- Medium Scale” development type and surrounding context given the Property’s proximity to the single family and office uses transitioning to Loop 101 to the west.

**Greater Airpark Development Types**



Source: Greater Airpark Character Area Plan

**Goal LU 5**

***Encourage Greater Airpark development flexibility.***

***Policy 5.2***

*Greater Airpark public amenities and benefits should be provided by the private sector when development bonuses, such as increase floor area, greater intensity, greater height, development stand flexibility and/or street abandonment are considered.*

**Response:** An abandonment application is being processed under a separate application (7-AB-2020) and monetary compensation will be paid to the City for the abandonment of the GLOPE right-of-way.

**NEIGHBORHOODS AND HOUSING**

**Goal NH 2**

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

***Policy NH 2.1***

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

**Response:** The senior population is currently underserved in the Greater Airpark and surrounding area with very few senior living options available in the area. Greystar Active Independent Living will diversify Scottsdale’s housing supply and give area residents an opportunity to age in place by offering residents the ability to live within close vicinity to family, retail, religions, services, and medical. The site is designated as Airpark Mixed Use (“AMU”) on the Greater Airpark Land Use Map and the Property is ideally located for senior living given the wide range of established support services that surround the Property benefiting both residents and visitors, as well as bolstering area business owners.

**COMMUNITY MOBILITY**

**Goal CM 7**

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

***Policy CM 7.2***

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

***Policy CM 7.4***

*Explore and incentivize alternative mobility options, such as car sharing and shuttle buses, to access internal, as well as external, areas where public transit is less frequent and/or inaccessible.*

**Response:** This proposal incorporates a variety of sustainable transportation options that meet the needs of the targeted demographic while also decreasing reliance on the automobile. Senior living inherently requires less parking and generates less traffic with approximately 80% of residents owning vehicles. Additionally, this proposal incorporates a luxury van/shuttle service that will be available to residents for transportation to offsite activities that will reduce vehicle trips made. A customized program with Lyft is also being explored that will assist with on demand resident transportation. With an aging population, it is critical that senior housing options are available so that residents can remain and age in place. This proposal addresses this market demand while also acknowledging the need for more sustainable transportation options that provide flexibility for residents.

## **ECONOMIC VITALITY**

**Goal EV 1**

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

***Policy EV 1.1***

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

**Response:** Providing a variety of housing options that address the needs of multiple demographics contributes to a strong economic base. The Greater Airpark and surrounding area have a growing senior population but housing options for this cohort are currently limited. This proposal will meet the growing need for senior living and contribute to the long-term economic prosperity of the Greater Airpark and the surrounding area by providing residents the opportunity to age in place. Further, the development will help diversify the local economy and support a sustainable economic future as the City continues to grow and mature.

## ENVIRONMENTAL PLANNING

### **Goal EP 3**

***Reduce the Urban Heat Island effect in the Greater Airpark.***

#### ***Policy EP 3.2***

*Increase the use of effective natural and man-made shading for parking lots, streets, and pedestrian areas.*

#### ***Policy EP 3.4***

*Increase tree planting as a ground-level ozone reduction measure.*

**Response:** The landscape plan identifies the proposed plant palette, which includes a range of mature shade trees that further reduce the heat island effect and conform to the City's guidelines.

### **Goal EP 4**

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

#### ***Policy EP 4.2***

*Encourage all developments to respect and respond to the Sonoran Desert climate.*

#### ***Policy EP 4.4***

*Promote efforts to improve air quality, enhance the environment, and protect health and welfare through environmentally transportation practices, such as carpooling, bicycling, and public transit.*

#### ***Policy EP 4.6***

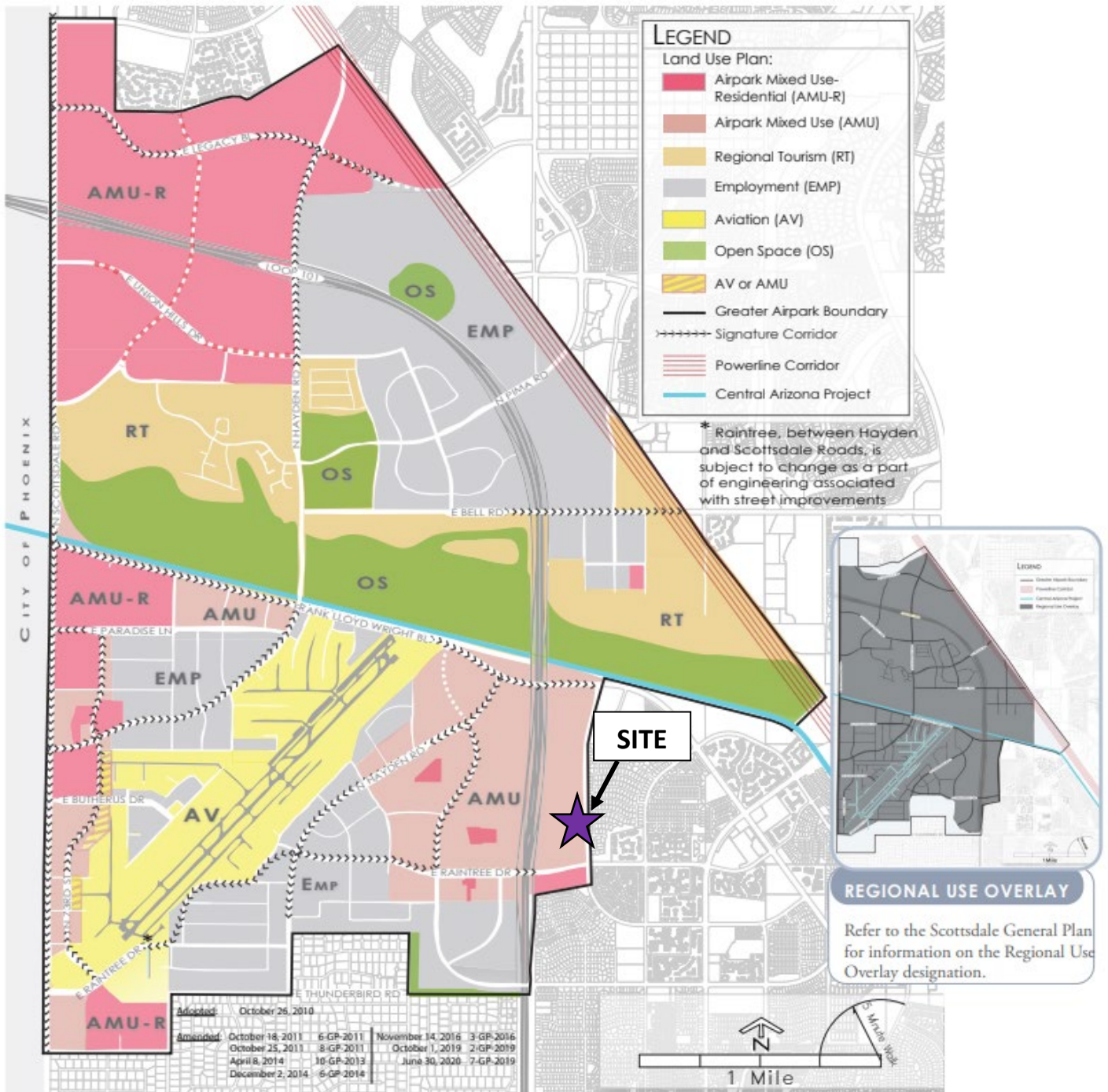
*Reduce existing and seek to limit future impervious surfaces in development, such as asphalt and concrete, in order to reduce the heat island effect and stormwater runoff.*

#### ***Policy EP 4.8***

*Building design should respect and enhance the Sonoran Desert context of the Greater Airpark using building, orientation, landscape buffers, colors, textures, materials, and lighting.*

**Response:** Contemporary Spanish Mission-style architecture will be used to enhance the Sonoran Desert context with stepped building massing as well as building textures, materials, and colors that are respectful of the surrounding context. The proposal has a 100% larger landscape buffer than required (25' required; 50' proposed) along 90<sup>th</sup> Street and incorporates mature landscaping with minimum 3-inch caliper trees throughout the site. The site provides approximately 30% open space or 61,000 s.f. (1.4 acres of the 4.66-acre site) not including parking lot landscaping. Although the senior living use has substantially less traffic compared to office, efforts to reduce environmental impacts of transportation include a luxury van/shuttle service and a customized program with Lyft that will together further reduce vehicle trips and improve air quality.

## Greater Airpark Future Land Use



Source: Greater Airpark Character Area Plan

## CHARACTER AND DESIGN

### Goal CD 1

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

#### **Policy CD 1.1**

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

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

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

**Response:** The site is designated AMU on the Greater Airpark Future Land Use Map and the proposed development achieves the policy outlined above in multiple ways. The building design includes context appropriate massing, architecture, and materials that is sensitive to the local climate. Shaded internal pedestrian linkages are mindful of the ground-level experience with connectivity beyond the site boundary to encourage social interaction among the community.

#### **Policy CD 1.2**

*Lighting should be designed to minimize glare, conserve energy, and accent the respective Future Land Use Character Area.*

#### **Policy CD 1.4**

*Buffer residential neighborhoods from lighting, noise, and activities associated with employment and commercial land uses by utilizing vegetation, walls or screens, and other appropriate technologies in site design.*

**Response:** In developing this proposal, the design team remained mindful to the surrounding context to ensure that the site design is both compatible with and respectful of adjacent land uses. Lighting will be designed in a manner that is appropriate for the context while maintaining safety and wayfinding for residents and visitors. The residential neighborhood east of the Property will be buffered by vegetation that includes mature landscaping and a 50' setback, double the 25' requirement. Additional buffering is achieved through building orientation with generous setbacks ranging from 114' to 188 from the east property line and 4-story elements orient towards the west.

## **VI. 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 Property is surrounded by office, storage, and commercial retail uses to the north, south and west and single-family residential to the east. Developing the Property as a minimal residential healthcare facility will be compatible with the surrounding uses as well as act as a buffer for the residential neighborhood. The design will use Spanish Mission style architecture that will be complementary to the various architectural styles established in the area. The development plan has been designed in a manner that provides appropriate massing given the scale and context of the Greater Airpark setting and proximity to the Loop 101 freeway. This proposal includes more sustainable options for mobility, including alternative modes of transportation that will encourage residents to interact with the surrounding context and adjacent uses.

- 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 does not have natural features such as washes and natural area open space. However, specific design considerations have been made in terms of orientation of buildings in relation to the adjacent land use. A tiered building massing and significant setback along the east provides buffering to the established single-family homes.

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

**Response:** All landscaping will consist of low-water use desert appropriate materials in conformance with the City’s guidelines. The existing topography of the site is relatively flat and will therefore be maintained with development of the site. Plant varieties contemplated for this site include, but are not limited to Sweet Acacia, Palo Verde, Texas Ebony, and Mulga Acacia, which will be refined with the Development Review Board submittal.

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

**Response:** Mature landscaping will be provided along the perimeter of the property to act as a buffer and contribute to the urban habitat for wildlife and improved air quality. The desert appropriate landscape palette will be able to withstand the changes of the local climate and as they continue to 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:** The design team recognizes the importance of the pedestrian experience, and thus, the development plan provides pedestrian circulation within the community and connectivity along the 90<sup>th</sup> Street frontage. A large resident open space amenity is provided in the center of the development offering residents outdoor activities including, but not limited to, swimming, yoga, and social gathering.

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 proposed senior living development introduces a much-needed housing type to the area. The proximity of medical, shopping, golf, hiking and other recreational opportunities will encourage adults to age in place while maintaining an active lifestyle. This proposal recognizes the need for alternative modes of transportation given that only an estimated 80% of residents will own vehicles. A luxury van/shuttle service will be provided to transport residents to offsite activities in addition to a customized Lyft program that will assist with on demand resident transportation. Providing alternative transportation methods not only removes the stress of getting to places for adults, it also creates the opportunity for social contact and interaction within the community.

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

**Response:** The proposed development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design.

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

**Response:** Variation in massing, proportion, material contrast and architectural detailing will be provided, establishing a natural hierarchy. The proposed minimum residential healthcare facility

will also act as a buffer between the residential neighborhood to the east and the Loop 101 freeway, office and commercial uses to the north, south and west, providing contextually appropriate development and visual fluidity between the various uses.

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

**Response:** The proposed development will evoke Spanish Mission style architecture responding to the desert climate through texture and finishes while providing an aesthetic that blends well with the established architectural context in the area.

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

**Response:** Sustainable strategies and green building techniques that minimize environmental impact and reduce energy consumption will be emphasized. Additional low impact building materials are being explored and further detail will be provided with the Development Review Board submittal. This proposal will meet the growing need for senior living while diversifying the housing supply in the Airpark further promoting economic vitality and neighborhood diversity.

**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 and arid-region plant materials will be used with the development and enhancement of the Property. The desert character will be upheld through the carefully considered landscape palette in terms of scale, density and arrangement (see landscape plans).

**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 plans and renderings). As discussed above, context appropriate desert plant materials will be utilized with the development of the Property that will be consistent with the established vegetation found in the Airpark and surrounding area.

**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 sensitive to the surrounding context while maintaining safety for residents and visitors.

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

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