

BISHOP LANE

Scottsdale, Arizona
Project Narrative - May 21, 2019



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1. Introduction

The Context

Bishop Lane is an often-overlooked street in the heart of downtown Scottsdale. It is surrounded by three of Scottsdale’s more glamorous thoroughfares – Scottsdale Road, Marshall Way and Goldwater Boulevard. While these three roads tend to be more associated with activity, shopping, arts, culture and pedestrian activity, Bishop Lane is bit more anonymous and, over the years, the street has been treated as such. Surface parking lots dominate the majority of street frontage along Bishop, along with a vacant lot and several underutilized and/or empty buildings. Pedestrians are typically scarce and little activity occurs past 6pm. But, even in this context, the foundation for a great urban, neighborhood street exists. The block features two amazing galleries – the Larsen Gallery and the Riva Yares Gallery – along with the American Legion Post 44. These three entities, combined with other artistic, cultural and entertainment amenities found in the surrounding area, set the stage for *Bishop Lane*, a distinct, infill residential project designed to foster connectivity and community at this urban location.



The Project

Bishop Lane is specifically designed to fit this urban site and context. Just under 200, high-end residences will be constructed in a distinguished, desert-appropriate, contemporary building that adheres to the principles of good urban design and to the City’s documented standards and vision for this area. No amendments or variances to the General Plan designation or the Character Area

Plan designations are requested with this application. Additionally, the building is designed to fully adhere to the building form development standards and guidelines set forth in the City of Scottsdale Zoning Ordinance – something unique and challenging for an infill development. These standards include, but are not limited to, the required building setbacks, landscape setbacks, building setbacks, building articulation, building materials and climatic response. The project also exceeds the parking requirements of the Scottsdale City Ordinance.

The Street Level

As with all good urban design, the *Bishop Lane* experience begins at the pedestrian level. Great care has been taken to create the most inviting and comfortable pedestrian experience for residents, visitors and passersby alike. New, elevated planter boxes featuring Desert Museum Palo Verde trees create shade and scale to the block. Building overhands and additional trees, shrubs and accent planting continue the oasis feel. The corner of 2nd Street and Bishop Lane houses the more active aspects of the project including the clubhouse, leasing office, community kitchen and fitness amenities. Bishop Lane will have an entirely new, neighborhood feel as ground floor residential units front the street complete with private patios and semi-private landscaping areas that help to blur the project edge. A single drive aisle brings residents and visitors into a covered port-a-cochere like drop off area contained within the building. This drive aisle is clearly delineated with bollards and different paving patters to minimize pedestrian-vehicular conflict.

The Location

The specific site is located at the southwest corner of 2nd Street and Bishop Lane in downtown Scottsdale, Assessor Parcel Numbers 130-13-025A, -027, -028, -029, and -030A (the “Property”). The roughly 1.5-acre Property currently houses a vacant building on the north, an office building used for storing party bikes on the south, and a surface parking lot in the middle. An alley runs along the west edge of the site, followed by a variety of uses abutting Marshall Way including residential, a boutique inn and restaurant, a church and commercial uses. Bishop Lane runs along the east edge of the site.

The Request

This application requests a rezoning from Highway Commercial, Downtown Overlay (C-3, DO) to Downtown/Downtown Mixed-Use Type 3, Planned Block Development, Downtown Overlay (D/DMU-3, PBD, DO). A Development Review (DR) application will also be requested. No change is being requested to the General Plan designation (Mixed-use Neighborhood) or to the Character Area Plan designation (Downtown Mixed-Use Type 3).

2. General Plan Conformance

The General Plan Conceptual Land Use Map designates the Property as Mixed-Use Neighborhood and as being within the Old Town Character Area Plan. Mixed-Use Neighborhoods are located in areas with strong access to multiple modes of transportation and major regional access and services and provide an opportunity for a mix of uses. The Old Town Plan provides more detailed direction for the development of the Property and is discussed further in Section 3 below; however, the General Plan does present several appropriate Goals and Approaches for the Property.

General Plan Character & Design (CD) Element

CD No. 1 - Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

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

Urban Character Types contain higher-density residential, nonresidential, and mixed-use neighborhoods. The districts include 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:

Old Town Scottsdale is a highly functional mixed-use center, containing areas of different densities and architectural styles that emphasize regional and specialty retail, office and residential/hotel uses.

- The proposed project is in keeping with the planned character of the area and the recognized Urban Character Type setting. Urban Character Types include higher-density residential and encourage pedestrian orientation, interaction and shade. The project fits this bill with the development of a higher-density residential project that vastly improves the pedestrian realm and shade condition along both street frontages. New, Desert Museum Palo Verde trees in elevated planter boxes provide the basis for pedestrian shade, while building overhangs, new wide sidewalks and additional hardscape and landscape features provide enhanced pedestrian comfort. A miniature courtyard between the elevated planters and the new, grand entrance at the corner of Bishop and 2nd provide perfect opportunities for pedestrian interaction.

- The project also contributes to the planned character of the area by adhering to the recently updated Old Town Character Area Plan designations and standards. Specifically, the Old Town Character Area Plan designates the Property and the surround area as a Type-3 Downtown Development Type. Type 3 is the highest scale and intensity designation and allows building height of 84 feet by right with the opportunity on some properties to achieve 150 feet. The requested project provides just this with a higher-density residential development requesting 87 feet of building height to the top of the parapet.

General Plan Land Use (LU) Element

LU No. 1 - Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

- ***Ensure that neighborhood edges transition to one another by considering appropriate land uses, development patterns, character elements and access to various mobility networks.***
- ***Guide growth to locations contiguous to existing development to provide city services in a cost effective and efficient manner.***
- The project helps maintain the type of neighborhood edge transition envisioned by the General Plan. The Property is centrally located within the Type-3 designation area and provides appropriate height and density for the location. The lower-intensity, Type-2 area is located south and west of Goldwater Boulevard, creating an ideal transition and buffer toward the boundary of the Old Town plan and properties located outside the plan.
- The project represents appropriate infill development where growth is located contiguous to existing development, allowing City services to be provided in a cost-effective and efficient manner. As an infill site with existing roads, utilities and police and fire services, efficiencies abound and new infrastructure requirements are minimal. No natural, pristine desert areas need to be removed for new development. No new roads need to be developed or maintained. The site is already served by existing fire and police stations and departments. The project can tap into existing utilities, and improve those utilities where needed, to the benefit of others.

LU No. 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.

- ***Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.***
- The project provides additional housing opportunities and does so with a different building typology. Many of the multi-family projects nowadays are podium designs with 4-5 stories of wood construction. *Bishop Lane* is designed as a more urban, higher-quality concrete and steel building design. The result is a housing opportunity not often found in Scottsdale.

LU No. 5 - Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- ***Integrate the pattern of land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.***
- ***Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.***
- ***Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips (pedestrian and cycling and transit) where environmentally and physically feasible.***
- This General Plan goal and associated approaches are at the heart of this application. Locating residents in urban areas where resources and amenities are already in place vastly reduces the need for automotive trips and/or automobile ownership at all. The reliance on a person automobile is greatly reduced. This is especially true with the continued growth of ride sharing options and non-automotive transportation options. Additionally, the project provides ample bicycle storage lockers ideally located near by the main lobby, providing convenient bicycle options for residences.

General Plan Growth Area (GA) Element

GA No. 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.

- ***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.***
- The Property is located within a recognized Growth Area and as such, growth and expansion are encouraged. The site represents a prime opportunity for infill development near multimodal transportation options. The project will also be

responsible for upgraded infrastructure, if needed, and will support pedestrian and transit activity with the infusion of new residents and upgraded streetscape design and connectivity.

3. Old Town Character Area Conformance

The Old Town Character Area Plan (previously the “Downtown Character Area”) serves as the comprehensive policy document that guides growth and development decision for Downtown Scottsdale. An update to the plan was approved by City Council in 2018, changing the “Development Type” of the Property from Type-2 to Type-3, the most intense Development Type available in the downtown area. Type 3 developments are designated for greater scale, height, and intensity. The proposal complies with and advances numerous stated goals of the Old Town Plan as outlined below.

➤ **Old Town Land Use (“LU”) Goals**

GOAL LU 1:
MAINTAIN OLD TOWN SCOTTSDALE AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY.

Policy LU 1.3
Maintain Old Town as a year-round, seven days a week, 18-hour Mixed-Use Neighborhood that supports the needs of Scottsdale’s residents, businesses and visitors.

Response: The proposal will help further Old Town as a year-round, seven day a week, 18-hour neighborhood. The Property is located near a variety of restaurants, retail, galleries and cultural amenities. Adding a new residential living option to that mix helps to further the desired mixed-use aspect and energy of the neighborhood.

GOAL LU 2:
ENCOURAGE THE DEVELOPMENT OF OLD TOWN AS A COLLECTION OF MIXED LAND USES AND DISTRICTS.

Policy LU 2.3
Encourage new development, redevelopment and infill that strengthens Old Town Scottsdale’s mix of activities through the development of mutually supportive land uses within Downtown Multiple Use areas. The majority of the properties within the Old Town Plan boundary are Downtown Multiple Use.

Response: The project represents an infill opportunity with a mutually supportive land use. As previously noted, the Property is in close proximity to a variety of commercial, retail and cultural amenities. Adding new residences provides a mix of uses, activity and patrons to support these existing uses as well as future uses which will develop as the area continues to grow.

GOAL LU 3:

CONTINUE THE USE OF DEVELOPMENT TYPES TO GUIDE THE PHYSICAL AND BUILT FORM OF OLD TOWN SCOTTSDALE.

Policy LU 3.4

Support the highest scale Type 3 development generally north of the Arizona Canal, south of Main and Second Streets along both the Goldwater and Drinkwater Boulevards' southern curves, and east and west of the intersection of Scottsdale Road and Drinkwater Boulevard.

Response: The proposal is in-line with the designated Type-3 development which encourages higher-scale development at this location and in close proximity to the Goldwater Boulevard southern curve.

GOAL LU 5:

PROMOTE DIVERSITY IN OLD TOWN HOUSING OPTIONS.

Policy LU 5.2

Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.

Policy LU 5.3

Encourage residential development for a variety of income groups.

Response: While smaller than many of the new projects developed in recent years, the project provides numerous units and amenities to fill the need for housing in the Old Town area. The unique design of the project furthers the diversity of Old Town housing options and helps to provide options for higher-income professionals seeking a more urban living experience.

➤ **Old Town Character & Design ("CD") Goals**

GOAL CD 1:

STRENGTHEN AND ENHANCE OLD TOWN DISTRICT CHARACTER WITH CONTEXTUALLY COMPATIBLE DEVELOPMENT.

Policy CD 1.1

Incorporate the distinctive qualities and character of the surrounding, and/or evolving district context into building and site design.

Policy CD 1.2

Encourage public and private development to establish new urban design and architectural character in areas where downtown development patterns are fragmented or are in transition.

Policy CD 1.5

Maintain the pedestrian oriented small-town character and human scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at the street level in all downtown districts.

Response: The area, and specifically Bishop Lane, clearly represents a fragmented and transitioning area. A wide array of architectural styles exists, as evidenced by the Museum of the West, the LoLoma School, Larsen Gallery, the Riva Yares Gallery, the Bespoke Inn and others. Scattered among these are surface parking lots, vacant or underutilized sites and properties that will likely be redeveloped as the area continues to grow. The proposed project represents a new, modern design while still maintaining human scale and pedestrian oriented design on the street level. The design is characterized by clean lines and select materials and colors referencing Scottsdale history as an early adopter of contemporary art and design. First-floor programming as well as street-fronting units will activate the street frontage on both Bishop and 2nd Street. New hardscape and landscaping will also add to the pedestrian comfort and small-town character. The project also incorporates a series of stepbacks as it rises in height to further fit the urban location and surroundings.

GOAL CD 2:

DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE OLD TOWN BOUNDARY AND BETWEEN DIFFERENT DEVELOPMENT TYPES.

Policy CD 2.1

The scale of existing development adjacent to the Old Town boundary should be acknowledged and respected through a sensitive edge transition buffer. This buffer, established on a location specific basis, may include transitional development types, landscape buffers, and/or sensitive architectural design solutions to mitigate the larger building mass and height of downtown development.

Policy CD 2.2

Sensitive transition buffers between Downtown Development Types should be implemented through architectural design that steps down larger building mass and height, to lower scale development.

Response: The project is ideally located within the center of a Type-3 Development Type

area, which encourages greater height and density. As such, it is not adjacent to the Old Town boundary. While not built to the maximum 150-foot building height Type-3 permits, the project, at 87 feet, is ideally scaled for the location and context and provides a series of stepbacks as it rises to full height. The appropriate design and scale will become even more evident as additional infill development of similar and greater height occurs as the area continues to grow. Lastly, Type-2 development type is found south and west of Goldwater Boulevard and acts as a transitional buffer to the Old Town boundary.

GOAL CD 3:

OLD TOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.

Policy CD 3.1

Promote downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.

Policy CD 3.2

Enhance outdoor pedestrian comfort through the creation of microclimates that incorporate a variety of shade, trees, and other drought tolerant landscape features to create passively cooler temperatures.

Policy CD 3.3

Pursue building and development strategies that reduce the heat island effect within downtown.

Response: The design is responsive to the unique character and climate of the Sonoran Desert. The Streetscapes adjacent to the project will utilize regionally native, low-water use plant material. The use of Trees, Shrubs, and Accent planting along both street frontages will enhance the pedestrian experience, passively cool the temperature, and aesthetically connect the project to the surrounding community. Glazing is used sparingly on the building façade and most often shaded or sunken to minimize glare and reflection.

GOAL CD 4:

CREATE A DYNAMIC AND CONNECTED WALKABLE DOWNTOWN THROUGH URBAN AND ARCHITECTURAL DESIGN.

Policy CD 4.1

Encourage urban and architectural design that is human scale and provides pedestrian comfort.

Policy CD 4.2

Retain and expand the tradition of covered walkways in Historic Old Town. Encourage the use of covered walkways, cantilevered awnings, and tree canopies in all other districts.

Policy CD 4.3

Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, shade, trees, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.

Response: The site currently provides a mishmash of inconsistent an insufficient shade or pedestrian comfort along both street frontages. The proposal will greatly change this with new Desert Museum Palo Verde shade trees placed in raised planter boxes, additional landscaping, inviting hardscape design and building overhangs for pedestrian refuge. The project fully adheres to the ordinance standards for setback and stepbacks, while the street-facing units along Bishop Lane further add the comfortable, human-scaled pedestrian level. The result is a new, inviting and comfortable urban neighborhood feel to the block.

GOAL CD 6:

CREATE SAFE, COMFORTABLE, AND INTERESTING STREET SPACES.

Policy CD 6.1

Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.

Policy CD 6.3

Streetscapes should provide continuity for the pedestrian across different developments along the same street. This continuity can be established through the provision of consistent landscape improvements, street tree themes, shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.

Policy CD 6.4

Use development standards, related exceptions, and urban design guidelines regarding building location and setback to enhance the context, rhythm, and features of streetspaces.

Policy CD 6.6

Create, or maintain, a defined building location to establish the public realm with a clear visual identity, and activate storefront areas to increase pedestrian comfort.

Response: The property size represents more than half the length of Bishop Lane between 2nd Street and Goldwater Boulevard. As such, the development will create a

unified public realm experience along much of the block while also setting the tone for future improvements and development. The elevated tree boxes with shade trees create a consistent rhythm along the project's public frontage, as does the consistent landscape palette. The project also uses a variety of tools to maximize pedestrian comfort and create an appealing public face including, but not limited to, building location, setbacks, stepbacks landscaping, decorative paving and shade trees.

GOAL CD 7:

INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS THE URBAN AND PEDESTRIAN CHARACTER OF OLD TOWN.

Policy CD 7.1

Old Town open space and landscape elements should project a desert oasis character, providing an abundance of shade, color, varied textures and forms.

Policy CD 7.2

Landscape materials should complement the built environment, land uses, and other downtown activities. Careful selection of downtown plant materials should take into account attributes such as scale, density, placement, arrangement, and maintenance requirements.

Response: The landscape material for Bishop Lane will be regionally native, low water use plant material that will be composed of a mixture of Trees, Shrubs, and Accent plantings. The design of the landscape areas will combine varying textures and coordinated blooming plants. The landscape material will be laid out to compliment the architecture, provide hierarchy to the focal points, such as entrances, and designed to produce and pedestrian scale at the streetscape.

GOAL CD 9:

IMPLEMENT HIGH QUALITY URBAN AND ARCHITECTURAL DESIGN IN OLD TOWN.

Policy CD 9.2

Incorporate the Scottsdale Sensitive Design Principles and the Old Town Urban Design and Architectural Guidelines in all development.

Policy CD 9.3

Achieve high quality urban and architectural design through the development review process.

Response: Bishop Lane will advance the Scottsdale Sensitive Design Principles and promote the Old Town Urban Design and Architectural Guidelines as described in the following sections. The development is characterized by a clean, modern aesthetic, referencing Scottsdale’s history as an early adopter of contemporary art and design. Materials and colors have been carefully selected to reinforce a sense of quality and sophistication appropriate to the Arts District and greater Old Town Scottsdale.

GOAL CD 10:

INCORPORATE SUSTAINABLE BUILDING PRACTICES IN OLD TOWN DEVELOPMENT.

Policy CD 10.2

Incorporate sustainable planning, design and building techniques into downtown development and use durable indigenous materials that will endure over time, to minimize environmental and maintenance impacts.

Policy CD 10.3

Encourage green building and biophilic design strategies such as building orientation, passive solar and cooling techniques, natural daylighting, and the integration of regional plant materials as part of downtown development.

Policy CD 10.6

Use existing urban resources, such as infrastructure systems, underutilized sites, buildings, and transportation networks to minimize the use of new resources.

Policy CD 10.7

Promote methods of water conservation, such as stormwater capture, rainwater harvesting, water reuse and passive landscape irrigation.

Response: By utilizing regionally native low-water-use plant material, Bishop Lane will be designed with a low-flow drip irrigation system. The distribution of irrigation will be calculated to provide the specific amount of water needs for each plant. The landscape areas will be designed to allow rainwater to crossflow for passive rainwater harvesting.

➤ **Old Town Mobility (“M”) Goals**

GOAL M 2:

CREATE COMPLETE, COMFORTABLE AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.

Policy M 2.2

Encourage pedestrian oriented design that includes pedestrian comfort amenities such as trees, shade, seating, shelter, wayfinding and lighting, to encourage strolling, lingering,

and promenading, especially in areas where there is a high concentration of pedestrian activity.

Policy M 2.4

Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between downtown districts.

Response: The design of the streetscape adjacent to the Bishop Lane development will encourage pedestrian circulation. The sidewalks will be larger than typical at 8 feet wide. Trees will be located at an average of 35 feet on center (excluding drives and entrances) providing a shaded environment, and pedestrian scale at the sidewalk. The landscape area along the both streets will be over a parking garage below and will be raised to allow for adequate soil depth for the landscape material. Pedestrian lighting and benches will be designed into the planter walls to create an inviting presence. The design, along with decorative paving and artistic elements, will create an environment that will tie the property to the surrounding community.

GOAL M 5:

ENCOURAGE TRANSIT THAT PROVIDES LOCAL AND REGIONAL CONNECTIONS TO, FROM AND WITHIN OLD TOWN SCOTTSDALE.

Policy M 5.2

Locate higher density development near major transit routes and venues to facilitate increased use of downtown transit.

Response: The project perfectly represents a higher-density project located near major transit routes that will facilitate increased use of downtown transit. Although the project provides enough parking spaces to meet and exceed the City parking ordinance, the site is near numerous transit options and will no-doubt increase transit use.

GOAL M 7:

PROVIDE BICYCLE INFRASTRUCTURE AND FACILITIES TO ENCOURAGE INCREASED DOWNTOWN RESIDENT, EMPLOYEE AND VISITOR BICYCLING.

Policy M 7.1

Incorporate accessible bicycle infrastructure and facilities into public and private development.

Policy M 7.4

Promote bike use in downtown to serve the leisure pursuits of the visitor, and the “last

mile” needs of resident and employee commuters, through new bicycle technologies.

Response: The Bishop Lane project incorporates bicycle lockers and storage as a key amenity that emphasizes convenience through its location adjacent the main lobby, and promotes a broader message of healthy living and neighborhood connectivity through cycling.

- **Old Town Economic Vitality (“EV”) Goals**

GOAL EV 2:

PROMOTE PRIVATE INVESTMENT IN, AND ATTRACT NEW DEVELOPMENT TO, OLD TOWN.

Policy EV 2.1

Encourage investment in residential and commercial development that ensures Old Town’s economic competitiveness regionally and nationally.

Policy EV 2.2

Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.

Response: *Bishop Lane* represents a large, private investment in the Old Town area and the creation of high-quality residential units in a different style not often scene in Scottsdale. To maintain and attract quality employers that keep Old Town economically competitive, a variety of downtown housing options are also needed. More frequently, quality employers and the employees they hire, are looking for downtown living options and the associated urban lifestyle. A competitive Old Town requires quality attractions, employment options and resident living options. The infusion of profession, successful residents into Old Town also has an inherent economic benefit to the area as people tend to spend money in the neighborhood they reside.

4. Old Town Urban Design & Architectural Conformance

Human Connectivity

- ***Enhance the Pedestrian Environment (Guidelines 1 and 2)***
- ***Open Spaces (Guideline 3)***
- The Bishop Lane project enhances the pedestrian experience by acting as an extension of the broader Old Town Scottsdale pedestrian circulation network through the inclusion of residential units with private patios opening directly on to Bishop Lane, and street edge continuity through the building form (Guideline 2.2). Landscape planters along 2nd Street and Bishop Lane contain street trees that provide shade and seating opportunities for pedestrians (Guidelines 1.4 and 2.5). A small public plaza / open space is incorporated at the corner of 2nd Street and Bishop Lane that defines the entry to the leasing office for the building.

Site & Surrounding Context

- ***Integration into the Natural Environment (Guideline 5)***
- A large roof overhang provides shading to the building as a response to the harsh summer sun, and private open space balconies are recessed to provide additional shading to the building facades. Punched openings instead of large expanses of glass help reduce solar heat gain for a large majority of the building envelope. These measures promote integration into the natural environment (Guideline 5.2)
- ***Incorporation Into the Built Environment (Guideline 7)***
- As described above, landscaping and building form play an important role in integrating the building into the built environment (Guideline 7.1).

Building Design

- ***Building Mass, Forma & Scale (Guideline 12 and 13)***
- The design of Bishop Lane is a site-specific response to climate, context and the desert environment in which it is located. It is a modern, forward looking building that reflects a vibrant desert urbanism. The building massing steps back from the lot lines, reducing the apparent mass of the structure and improving its relation to human scale (Guideline 13.2). The resulting terraces subdivide the building mass into three horizontal elements: base, middle and top (Guideline 13.1).

- Superimposed on the building facades are projecting vertical elements, distinguished by an accent color, that break up the building mass, and help avoid long uninterrupted wall planes (Guideline 13.3). Recessed balconies add further visual interest by introducing a variety of light and shadow to the building elevations (Guideline 13.4). Physical and visual access points are provided every 100 – 300 feet in order to further subdivide the building mass (Guideline 13.5).
- ***Parking (Guideline 15)***
- Given the site constraints, on-site parking is provided in a below grade parking structure, effectively removing visible parking from the public realm (Guideline 15.1).
- Building proportions are varied, creating a composition of window elements, balcony railings, recesses and projections reinforced by materials, textures and colors (Figure 22).
- ***Materials (Guideline 18)***
- Materials are high quality, low maintenance and durable (Guideline 18). Colors and textures are muted, with a matte finish (Guideline 18.1). Glass is concentrated at the primary building corner at 2nd Street and Bishop Lane, and the upper level corners. The majority of windows are punched openings that vary between 32% and 50% of the wall area (Guideline 18.4).

5. Planned Block Development Conformance

As noted in Ordinance Section 6.1301, the purpose of the Planned Block Development Overlay District (PBD) is “to allow for development flexibility in the Downtown Area to assist the City in achieving the Downtown Plan... and adding land uses that would further promote the Downtown Area as a twenty-four (24) hour community”. The proposal is aligned with this stated purpose. The project is requesting an increase in the allowable density and, in exchange, the City receives a distinct, high-quality development that helps promote downtown as a 24-hour community. The project adheres to all other development standards found in the City ordinance.

The proposal meets numerous PBD Overlay criteria, including, but not limited to the following:

6.1304.A.1 - Criteria of a PBD Overlay District application in the Type 1 Area:

- Not applicable.

6.1304.A.2 - Criteria of a PBD Overlay District application in the Type 2 Area or Type 2.5 Area:

- Not applicable.

6.1304.A.3 - Criteria of a PBD Overlay District application in the Type 3 Area

a. The Development Plan shall reflect the goals and policies of the Character & Design chapter of the Downtown Plan;

- As noted in Section 3 above, the proposal reflects the goals and policies of the Character & Design chapter of the Old Town Plan - (formerly the “Downtown Plan”).

b. The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines;

- As noted in Section 4 above, the development standards and building form are in conformance with the Old Town Urban Design & Architectural Guidelines - (formerly the “Downtown Urban Design & Architectural Guidelines”).

c. The building form shall reflect the planned character of the development within which the development will be located;

- The character of the area is somewhat fragmented, but the proposed development is fully in-line with the planned character of the area. The site, and surrounding context have been designated as Type-3 development which encourages greater height and density. The building form fully complies with the setback, stepback and other building form requirements of the City Ordinance. The project also provides all parking within an on-site garage that is fully masked within the project.

d. The Development Plan shall incorporate standards for development within 350 feet of the Downtown Boundary that addresses appropriate transitions in heights and building massing between the proposed development and the zoning districts abutting or adjacent to the development;

- The Property is not within 350 feet of the Old Town Boundary – (formerly the Downtown Boundary).

e. The Development Plan for development within one hundred (100) feet of a Type 1 Area, a Type 2 Area and/or Type 2.5 Area shall address appropriate transitions in building heights, building massing, and landscape materials between the proposed development and the Type 1 Area, Type 2 Area and/or Type 2.5 Area;

- The Property is not within 100 feet of the other Development Type Areas.

f. The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms and architectural features that address the human scale and pedestrian orientation;

- The Development Plan includes standards for vastly improving the adjacent public realm and providing architectural design and features that address the human scale and pedestrian orientation. New hardscape and landscaping and the overall building design, including setbacks and stepback provisions, are a marked improvement over the existing conditions and will provide a new, comfortable and inviting pedestrian realm.

g. The pedestrian circulation shall be accessible and easy to navigate, and incorporate open space and pedestrian linkages to the public pedestrian circulation network;

- The new project will provide seamless and comfortable linkages to the existing public circulation network. These improvements will be felt on both Bishop Lane and along 2nd Street.

6.1304.B – Additional Applicable Criteria for a PBD Overlay District

1. The proposed development supports the land use elements of the General Plan and the Downtown Plan.

- As noted in Section 2 and Section 3 above, the proposal supports the land use elements of the General Plan and Old Town Plan (formerly the “Downtown Plan”).

2. Criteria to add land uses for each Sub-district of the Downtown District.

- No new land uses are proposed by the application.

3. The proposed Development Plan reflects noteworthy investments to provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives, primarily in the immediate vicinity of the neighborhood where the development will be located.

- As discussed throughout this document, the proposal will help to achieve numerous states goals and policies of the General Plan and Old Town Character Area Plan. The proposal represents a quality infill project on an underutilized site in an area which calls for additional height and density. Having quality living options in the Old Town area is a noted goal and helps add to the active, community feeling sought for downtown.

6. The Development Plan

Overall Design Concept & Layout

The design of Bishop Lane is a site-specific response to climate, context and the desert environment in which it is located. It is a modern, forward looking building that reflects a vibrant desert urbanism.

The development is characterized by a clean, modern aesthetic, referencing Scottsdale's history as an early adopter of contemporary art and design. Materials and colors have been carefully selected to reinforce a sense of quality and sophistication appropriate to the Arts District and greater Old Town Scottsdale.

The building massing steps back from the lot lines, reducing the apparent mass of the structure and improving its relation to human scale (Guideline 13.2). The resulting terraces subdivide the building mass into three horizontal elements: base, middle and top (Guideline 13.1).

Superimposed on the building facades are projecting vertical elements, distinguished by an accent color, that break up the building mass, and help avoid long uninterrupted wall planes (Guideline 13.3). Recessed balconies add further visual interest by introducing a variety of light and shadow to the building elevations (Guideline 13.4). Physical and visual access points are provided every 100 – 300 feet in order to further subdivide the building mass (Guideline 13.5).

Building proportions are varied, creating a composition of window elements, balcony railings, recesses and projections reinforced by materials, textures and colors (Figure 22).

Materials

Materials are high quality, low maintenance and durable. Colors and textures are muted, with a matte finish (Guideline 18.1). Glass is concentrated at the primary building corner at 2nd Street and Bishop Lane, and the upper level corners. The majority of windows are punched openings that vary between 32% and 50% of the wall area (Guideline 18.4).

The material palette consists of sand finish flat stucco, aluminum storefront and windows, and synthetic wood siding.

Parking

Given the site constraints, on-site parking is provided in a below grade parking structure, effectively removing visible parking from the public realm. All on-site parking is covered, benefiting the residents, their visitors and reducing the Heat Island Effect (Guideline 15.1). The project fully meets the City parking ordinance requirements, providing 250 spaces where only 235 are required.

Public Realm/Streetscape

Each residence at street level along Bishop Lane has a private entry and walled patio (maximum 3' in height). The patio walls distinguish between private and public space and provide human scale at the base of the building (Guideline 2.2).

The Public Realm / Streetscape is enhanced by landscape planters along 2nd Street and Bishop Lane containing street trees that provide shade and seating opportunities for pedestrians. A small public plaza / open space is incorporated at the corner of 2nd Street and Bishop Lane that defines the entry to the leasing office for the building and further engages the Public Realm.

Cultural Improvement Program

The Total Construction Cost Estimate of the project is currently estimated at \$45M. The Applicant will participate in the Cultural Improvement Plan and is currently analyzing the potential of original art installations along property frontage or on the building façade. Should art installations prove to be functionally or otherwise prohibited, an appropriate contribution to the Cultural Improvement Program will be made.

7. Proposed Development Standards

The project is subject to the development standards of the Downtown (D) zoning district, the Downtown Overlay (DO) and the Planned Block Development (PBD) district. It is highly unusual for a development on an urban, infill site, to adhere to all the applicable development standards – thus the Ordinance provides a methodology for amending the standards. In this instance however, the building fully conforms to all standard which help to shape the building physical form and design including, but not limited to, building setbacks, building stepbacks, building height, landscape setbacks, and building articulation. The project also exceeds the parking requirements of the City ordinance and does so by providing the parking within a fully enclosed and internalized parking garage. The only amended standard being sought is permitted density. Standards allow 50 dwelling units per acre and the Development Plan request 130 dwelling units per acre.

The requested density is appropriate and justified at this urban, downtown location. Most residential projects meet density requirements by sprawling out over a large site and maintaining lower-scaled building height. This often represents a suburban development mentality where land is more abundant and construction types may often be cheaper. This property however is an urban, infill site where greater building height (up to 90 feet) and intensity is allowed and encouraged. The smart growth planning principle of “building up, not out” is utilized. Concentrating density in a walkable, downtown location reduces sprawl, is less taxing on resources and helps to conserve natural open space. For this specific project, the increased density is not a detriment to the design, as the project fully adheres to all building form development standards of the Ordinance. Addition density is also needed to help offset the high-quality materials (concrete and steel versus wood framing) utilized to develop the project. Residents that live downtown also spend money downtown – creating an inherent economic benefit for all businesses within and around the downtown area.

The project will also utilize the bonus height provision which enable the building height to increase from 84 feet to 87 feet, an increase of 3 feet above that which is allowed by Code. As with any application utilizing height bonus provisions, the applicant is required to pay for any height above the base height (84 feet), even appurtenances, which ordinarily the City excludes from standard building height measurements. As such, per Ordinance Section 7.1200.D.1., 11 feet of bonus height is required and the corresponding bonus calculation is as follows:

$$CC = [(BH \times 10,000) \times [(1.035)^{(cy-2013)}]]$$
$$CC = \$135,300$$

The project will provide offsetting qualifying improvements and/or direct in lieu payment to the City’s Downtown Special Improvement Trust Fund (DSITG) to satisfy the Contribution Cost.

8. Conclusion

As outlined in this narrative and as seen in the application exhibits, the proposal meets and exceeds numerous stated goals of the General Plan, the Old Town Character Area Plan, the Old Town Design Guidelines and the Planned Block Development Overlay. The project adheres to every building form development standard presented by the Ordinance while also providing a distinct architectural design. The project is appropriate in scale and intensity for the urban downtown location and will help add to the revitalization of this quadrant of downtown.