

BISHOP LANE

Scottsdale, Arizona
Project Narrative



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Original Submittal: May 23, 2019
Resubmittal: September 23, 2019

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. The project will also adhere to the International Green Construction Code (IGCC). 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 stepbacks, 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, detached sidewalks along Bishop Lane and 2nd Street are basked in shade by new Desert Museum Palo Verde trees. A creative, integrated hardscape plan with specialty paving, in-ground led lighting, and custom benches create a unique and welcoming environment along the property's public frontages. Deep building overhangs, a water feature, shade 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. Ground floor residential units front the street complete with private patios and semi-private landscaping areas help to blend the private project with the public realm and right-of-way. 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 marked by the building architecture and further delineated with bollards and unique paving patterns to minimize pedestrian-vehicular conflict. Upon completion, Bishop Lane will have an entirely new, neighborhood feel appropriate for the downtown Scottsdale location.

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.

- ***Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.***
- ***Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people's needs.***
- ***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.

- **Response:** The project provides a safe, attractive and context compatible development and is in keeping with the planned character of the area and the recognized Urban Character Type setting. "Eyes on the street", is one of the classic and proven mantras of safe urban design and the project provides just that in the form of roughly 200 residences. This is especially true at the ground-level where units directly front onto the public realm right-of-way. The site is located within an "Urban

Character Type.” These areas 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, detached sidewalks lined with Desert Museum Palo Verde shade trees provide for pedestrian shade and comfort. Additional hardscape and landscape features, including benches, a water feature and intimate gathering areas provide perfect opportunities for pedestrian interaction.

- **Response:** 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.

CD No. 2 - Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community. (The City Charter excludes review of detached single family residential).

- ***Recognize that Scottsdale’s economic and environmental wellbeing depends a great deal upon the distinctive character and natural attractiveness of the community, which are based in part on good site planning and aesthetics in the design and development review process. These characteristics contribute substantially to the community’s potential as a recreational resort area and regional trade center.***
- ***Use the design and development review process to enrich the lives of all Scottsdale residents and visitors by promoting safe, attractive, and context compatible development.***
- ***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.***
- ***Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.***
- **Response:** The project provides distinct architectural design and good site planning, all while staying within the building envelope parameters specified by the City’s zoning ordinance. The public real and streetscape improvements will greatly add to the attractiveness of the area providing a beautified and welcoming environment. The

project utilizes environmentally sensitive design principles appropriate for the Sonoran Desert setting such as the inclusion of large overhangs for increased shade, sunken windows and low water use landscaping. The project will also adhere to the International Green Construction Code (IGCC).

CD No. 4 - Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surrounding area.

- ***Design Old Town/Urban areas to concentrate on those elements that will provide pedestrian comfort, such as arcade-covered walkways, shade, decorative paving, and landscaping, so that a comfortable setting can be created for this use-intensive area.***
- ***Apply streetscape guidelines to all landscaped areas within the public right-of-way. Encourage the use of streetscape guidelines in areas between the right-of-way and building setback lines or perimeter walls.***
- ***Make sure streetlights are consistent with the intensity of adjacent land uses and the image of Scottsdale. In some areas of the city, special streetlight design should be used to enhance the unique character of the streetscape.***
- ***Retain mature trees in public right-of-ways to preserve shade and the character of the street.***
- ***Place streetlights at intervals and locations to enhance safety.***

- **Response:** The project is designed with the pedestrian in mind. The public realm and streetscape areas will be vastly enhanced by a unique, integrated hardscape and landscape plan that is welcoming and inviting to the pedestrian and sets a new standard for future redevelopment in the area. The project adheres to guidelines for landscaping in the public right-of-way. This is most evident in the improvements to the area between the right-of-way and the building setback lines. New detached sidewalks are enveloped in shade from new street trees will run along Bishop Lane and 2nd Street. An integrated seating area along 2nd street provides an intimate, public open space and place of respite. A small water feature marks the primary corner of the project and helps define the entry to the leasing office. Underlying and connecting all of these areas is a strong angular design element incorporated into the hardscape and landscape features, including strip lights flush-mounted in the ground and all wall features. Any existing mature trees in the public right-of-way will be analyzed for reuse and replanting within the project. Any new streetlights constructed with the project will adhere to city design standards and be placed at intervals to enhance safety.

CD No. 5 - Build upon the significant role the arts have played in shaping our community’s

image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.

- ***Encourage private participation in public art through the donation of artwork to the city and the placement of artwork on private property that can be publicly viewed.***
- ***Celebrate the dominant life style or character of an area of the city by using art.***
- **Response:** The Applicant will participate in the Cultural Improvement Plan as noted in Ordinance Section 6.1309 which requires artwork or in-lieu payments equal to at least 1% of the building valuation for all floor area. (The Total Construction Cost Estimate of the project is currently estimated at \$45M). The Applicant is currently analyzing the potential of original art installations along property frontage or on the building façade. This art may manifest in a stand-alone sculptural element or a wall mounted feature. Should art installations prove to be functionally or otherwise prohibited, an appropriate in-lieu contribution to the Cultural Improvement Program will be made.

CD No. 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.

- ***Require substantial landscaping be provided as part of new development or redevelopment.***
- ***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.***
- ***Discourage plant materials that contribute substantial air-borne pollen.***
- ***Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the “urban heat island” effect.***
- ***Encourage the retention of mature landscape plant materials.***
- **Response:** The project will provide regionally native low water-use plant material to promote water conservation, and to reduce the urban heat island effect. There will be no plants that contribute to substantial air-borne pollen, however the selected plant material will promote better air quality, as the project is adding more plant material than is existing. The landscape design will encourage community, safety, and pedestrian circulation through the use of trees for shade and specific plant material for visual security. Where feasible, mature landscape planting will be retained and/or replanted.

CD No. 7 - Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.

- *Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.*
- *Encourage creative and high quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.*
- *Discourage lighting that reduces the viability of astronomical observation facilities within Arizona.*
- *Allow for lighting systems that support active pedestrian uses and contribute to public safety.*
- **Response:** The project will reinforce the design through the use of exterior light fixtures that complement the design and streetscape. Any lighting used to emphasize the building facades will be concealed lighting designed to minimize glare and visual hot spots. Both exterior and interior building lights will be used along 2nd Street to contribute to the lighting levels along pedestrian areas. The lighting will be shielded where applicable to minimize “light pollution” beyond the property line in response to astronomical observation.

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.*
- **Response:** 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.
- **Response:** 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.***
- **Response:** 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.***
- **Response:** 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 personal 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 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.*
- **Response:** 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 1.4

Protect prominent historic resources and promote innovative new development that respectfully coexists with the character and context of these historic assets.

Response: The area, and specifically Bishop Lane, clearly represent 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 important, character defining elements of a successful downtown – including human scale and pedestrian oriented design on the street level. The building design is characterized by clean lines and select materials and colors - referencing Scottsdale history as an early adopter of contemporary art and design. While harkening back to Scottsdale contemporary design lineage, the building is clearly a new, 21st century building. Providing this clear delineation between past and present enables historic assets to stand out without being diluted by faux historic buildings.

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 project is designed with the pedestrian in mind, maintain the human-scale at the street level and providing a comfortable pedestrian experience. First-floor programming as well as street-fronting units will activate the street frontage on both Bishop and 2nd Street. New hardscape and landscaping, including a detached sidewalk, 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.

Policy CD 3.4

Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

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. A simple water feature is currently envisioned at the hard corner of Bishop Lane and 2nd Street, providing visual and audible interest at what is anticipated to be the highest pedestrian activity area.

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.

Policy CD 4.4

Enhance the downtown pedestrian experience through the provision of pedestrian oriented banners, wayfinding, signage, and other related infrastructure.

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 a new, detached sidewalk with Desert Museum Palo Verde shade trees placed along the street edge to provide shade to the pedestrian areas and street parking spaces. Additional landscaping, inviting hardscape design and building overhangs also provide for pedestrian refuge. 2nd Street even incorporates a shaded bench seating area incorporated into the overall hardscape design to further enhance the pedestrian experience. 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 5:

ESTABLISH AN INVITING AND INTERCONNECTED DOWNTOWN PUBLIC REALM AND OPEN SPACE NETWORK THAT IS USEFUL, SAFE, INTERESTING, WALKABLE, AND COMFORTABLE TO ALL.

Policy CD 5.1

Provide high-quality, multi-functional open space areas within Old Town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.

Policy CD 5.2

Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town.

Policy CD 5.3

Provide a variety of public realm and open space areas that accommodate multiple activities and special events for downtown residents, visitors and workers of all ages.

Policy CD 5.4

Promote the Civic Center, Arizona Canal, Scottsdale Stadium, and Museum of the West areas as primary downtown public open spaces for community residents and visitors. These primary public spaces should be actively programmed with a variety of social, cultural, artistic, entertainment and sports activities, and special events.

Policy CD 5.5

Improve, expand, or create new public realm and open space areas that can be enhanced by art and interactive opportunities, such as pocket art parks and temporary art trails.

Response: The improvements planned with this project help fill a current void in downtown connectivity, including a vital route between Scottsdale Road and the existing and proposed improvements to the West (including Museum of the West). The detached sidewalks, shade trees, intriguing hardscape design and intimate pedestrian gathering areas create a comfortable and interesting open space network. While the project is too small to provide a large, public gather area, the project does provide the much needed series of smaller, intimate spaces for the public to enjoy, be they residents or casual passersby.

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 6.2

Connect downtown street spaces with other pedestrian spaces and linkages.

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 6.5

Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or common open spaces.

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. New shade trees placed between the sidewalk and the street curb create a consistent rhythm along the project's public frontage, as does the consistent landscape palette. 2nd Street improvements help create a comfortable, connected pedestrian link from Scottsdale Road to amenities further west (including the Museum of the West), and vice versa. 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 8:

INTEGRALLY DESIGN LIGHTING INTO THE BUILT ENVIRONMENT.

Policy CD 8.1

Achieve a balance between ambient light levels and designated lighting needs to ensure safe lighting levels while reducing light pollution and glare.

Policy CD 8.2

Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular safety in public and private spaces.

Policy CD 8.3

Use lighting to provide a safe and inviting nighttime environment for residents, businesses, visitors, and nighttime special events and activities.

Response: The project will reinforce the design through the use of exterior light fixtures that complement the design and streetscape. Any lighting used to emphasize the building facades will be concealed lighting designed to minimize glare and visual hot spots. Both exterior and interior building lights will be used along 2nd Street to contribute to safe and inviting lighting levels along pedestrian areas.

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.

Policy CD 9.4

Integrate art into downtown urban design and architecture.

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. The unique hardscape design with inlaid ground and wall lighting and various concrete textures integrates artistic elements into the overall urban design. The project is also participating in the Cultural Improvement Plan which provides artwork and/or in lieu payments for artwork, further introducing art into downtown.

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 10.4

Promote the use of energy efficient systems, construction methods, and renewable energy sources in downtown development. Encourage strategies that provide multiple benefits, such as solar parking canopies.

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.

Policy CD 10.9

Encourage downtown recycling and other waste reduction and diversion programs in civic spaces, at special events, and in commercial and multifamily residential developments.

Response: The project will be constructed in accordance with the 2015 International Green Construction Code (with Scottsdale adopted amendments). The project is designed for the existing context and client. Large overhangs provide shade. High-efficiency windows and high-efficiency air conditioning systems are used. The developer only uses Energy Star (or equivalent) appliances in furnishing the units. 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.

GOAL CD 11:

INFRASTRUCTURE DESIGN SHOULD POSITIVELY CONTRIBUTE TO OLD TOWN IDENTITY.

Policy CD 11.1

Design infrastructure improvements to unify the overall identity of Old Town, while still contributing to the specific district identity in which they are located.

Policy CD 11.2

Develop infrastructure improvements that positively impact the aesthetic and mobility aspects of the pedestrian environment.

Policy CD 11.3

Underground overhead utilities, when physically and economically feasible, to reduce the negative visual impacts in the downtown.

Response: The infrastructure improvements that accompany this project will have a

significant positive impact on the aesthetics and pedestrian mobility of the area. New, detached sidewalks and landscaping will have the biggest impact. Overhead utility lines are also being buried. Some less visible, but equally important infrastructure improvements will also be occurring, including contributing to improved sewer line capacity of the existing Osborn Road sewer line.

➤ **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 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

Create an interconnected, walkable downtown (Guideline 1)

The Bishop Lane project enhances the pedestrian experience by acting as an extension of the broader Old Town Scottsdale pedestrian circulation network in the following ways:

- Street level landscape planters along the length of 2nd Street and Bishop Lane contain trees that provide shaded walkways and promoting pedestrian use. The project further incorporates a pedestrian shade structure along Bishop Lane providing a shaded haven for pedestrians to rest. (Guideline 1.2)
- The project incorporates pedestrian friendly amenities including comfortable surfaces, seating, landscaping, and the aforementioned shade. (Guideline 1.4)
- The project utilizes a single main vehicular entry point along Bishop Lanes street frontage. This will minimize pedestrian interruption and pedestrian-vehicular conflicts. (Guideline 1.5)

Enhance the Pedestrian Environment (Guideline 2)

A strong street edge defines and strengthens the pedestrian experience.

- This project locates the majority of the building along a common setback line parallel to the street. At the same time, the pedestrian scale is preserved through the inclusion of residential units with private patios opening directly onto Bishop Lane, providing a more comfortable and relatable pedestrian experience. (Guideline 2.2)
- The project conveys a unified street appearance by providing a unique and consistent striped paving pattern as well as utilizing complementary lighting and landscape plantings. (Guideline 2.4)
- Both Bishop Lane and 2nd Street maintain a linear and rhythmic tree planting at the street edge. (Guideline 2.5)

Open Landscaped Spaces (Guideline 3)

Encourage human interactions.

- A small public plaza/open space is incorporated at the corner of 2nd Street and Bishop Lane that defines the main pedestrian entry to the leasing office for the building. (Guideline 3.1)

Connect open spaces to the surrounding context (Guideline 4)

- The small public plaza (with water feature) is situated at the intersection of 2nd Street and Bishop Lane and is an integral part of the continuous pedestrian walks along both 2nd Street and Bishop Lane. This design element becomes an extension of the Old Town pedestrian network by defining the plaza as a pedestrian focal node, thereby promoting foot traffic to and through the area. (Guideline 4.5)
- Direct access to adjacent open space is provided at all the ground floor dwelling units along Bishop Lane. (Guideline 4.6).

Site & Surrounding Context

Manage access and exposure to sunlight; provide shade (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 5.4)

Design with context-appropriate vegetation (Guideline 6)

- Norris Design will have more to say about the selected vegetation along the pedestrian ways. However, it can be said that the landscape architect has included landscape elements that relate closely with the character of the site's architecture. Paving materials, patterns and planting pallet all coordinate closely with the walks, parking spaces, and building elevations. (Guideline 6.3)

Ensure continuity of site development (Guideline 7)

- The main active uses along the ground level are all oriented toward the streets and pedestrian corridors. The Leasing Office, the Commons area, and the Fitness Center each face directly onto 2nd Street. (Guideline 7.1)

- There is a plan for permanent public art in the streetscape design. Both in a ground level mural and within the paving design of the pedestrian walks. (Guideline 7.4)

Design to be compatible and complementary to existing development (Guideline 8)

- As described above, landscaping and building form play an important role in integrating the building into the built environment. The development is characterized by a clean, modern aesthetic that references Scottsdale's history as an early embracer of contemporary art and design (i.e. the architecture of Hotel Valley Ho). The project demonstrates a compatible and complementary style to similar projects in the area with its Contemporary Urbanism. (Guideline 8.1)

Minimize visual and physical impacts of utility equipment and service areas (Guideline 9)

- All building service areas such as the emergency generator, fire pump, and refuse collection room have been oriented toward the alley and have been screened by walls integral with the buildings design. Garbage collection will occur during designated pick-up appointments along the adjacent alley. (Guidelines 9.1-9.3)
- A rideshare drop-off zone has been incorporated into the interior of the building and therefore screened from general view. The vehicular drive serves not only as entrance to the underground parking garage, but also as a porte-cochere where vehicles can drop off residents and guests and exit directly back onto the street (alley). (Guideline 9.4)

Contribute to the ambiance, character, and safety through architectural and site lighting (Guideline 10)

- The project will reinforce the design through the use of exterior light fixtures that complement the design and streetscape. Any lighting used to emphasize the building facades will be concealed lighting designed to minimize glare and visual hot spots. Both exterior and interior building lights will be used along 2nd Street to contribute to the lighting levels along pedestrian areas. (Guidelines 10.1-10.5)

Utilize signage that supports Old Town character (Guideline 11)

- This project has no retail component. Therefore, no business signage will be utilized. Only project identification signage (and possibly some wayfinding/directional signage) will be applied on this site. That signage will ultimately be located in a manner to ensure visibility and illuminated by an indirect and shielded light source. (Guidelines 11.1 and 11.2)

Building Design

Design building to complement the existing development context (Guideline 12)

- This project is a new use and building type for this vicinity. There are no similar adjacent buildings to reference for an established building scale and massing context. However, the buildings base (first floor) has been designed to relate to the pedestrian scale and proportions of the adjacent properties. (Guideline 12.2)

Reduce the apparent building size and mass (Guideline 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. This massing subdivision is further enhanced by the change in building materials. The bottom three floors contain a significant amount of stone/masonry material (Guideline 13.1).
- Superimposed on the building facades are projecting vertical elements, distinguished by an accent color. These vertical elements affectively break up the building mass and help avoid long uninterrupted wall planes (Guideline 13.3).
- Varying 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. The Bishop Lane elevation is segmented by the main corner pedestrian entry at 2nd Street; the articulated vehicular entrance; and an enhanced pedestrian entry near the southern end of the building. (Guideline 13.5).

High Rise Building Design (Guideline 14)

- This project more closely resembles the Type 2 Development Mid-rise Building (48-90-foot height) than the Type 3 Development High-rise Building (90-150-foot height). Therefore, this guideline section (14) is not applicable to our project.

Design parking facilities to fit surrounding context (Guideline 15)

- Given this project's site constraints, the on-site parking is provided in a below grade

parking structure, effectively removing visible parking from the public realm. (Guideline 15.1)

- There are a combined twenty on-street parking spaces along 2nd Street and Bishop Lane that are designated for public use. This parking is angled and presents its narrowest dimension to the street edge. (Guideline 15.6)

Building facades and architectural features fit with surrounding context (Guideline 16)

- The project integrates a variety of surface details that create visual interest through color and shadow. Building proportions are varied yet ordered, creating a composition of window elements, balcony railings, recesses and projections enhanced by different yet compatible materials, textures and colors (Guideline 16.6- as encouraged in Figure 22).

Design Buildings that are inviting (Guideline 17)

- The building's street level is activated with ground level dwelling units, integrated landscaped patios, and pedestrian walks as well as visual ties to the club room and fitness center. (Guideline 17.1)
- The project has a clearly defined public entrance at the northeast corner of the property. This entrance leads to the leasing office and is based on a pedestrian scale. This entrance faces both streets. (Guideline 17.2 and 17.3)
- There are frequent entrances and window walls along the length of 2nd street and Bishop Lane. These openings include a southern pedestrian lobby/entrance, the private patio doors of ground floor units, the vehicular access drive and the main leasing lobby. Combined, these focal points minimize blank walls and dead spaces while simultaneously creating an inviting building "base". (Guideline 17.4)

Context-appropriate materials, colors, and textures (Guideline 18)

- Materials are high quality, low maintenance and durable. They include sand finish flat stucco, aluminum storefront, glass, naturally colored stone, synthetic wood siding and decorative metal railings.(Guideline 18)
- Colors and textures are muted, with a matte finish. (Guideline 18.1)
- Glazing 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 building utilizes the concept of ordered material weight with the heaviest materials (stone) at the base of the building and lighter materials (stucco and synthetic woods) toward the top of the project. (Guideline 18.9)

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 setback 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. Standard Criteria

a. 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. Criteria to achieve bonus(es):

a. 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 that will vastly improve pedestrian comfort and connections within this urban neighborhood. Having quality living options in the Old Town area is also a noted goal the project advances and helps add to the active, community feeling sought for downtown.
- The Downtown Plan calls for additional height and density at this location. In achieving this height and density, and in accordance with the Zoning Ordinance, the project provides direct monetary payments to be utilized for improvements in the immediate neighborhood, specifically in the downtown area. These payments equate to roughly \$135,000 for bonus height and roughly \$1,500,000 for bonus density. (See Section 7. Proposed Development Standards for more information on contribution calculations).

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. Most importantly, the project engages the public at the pedestrian level, creating a welcoming, comfortable and distinct public realm for all to enjoy.

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).

Public Realm/Streetscape

Improvements to the public realm and streetscape, both along the subject property and beyond, are truly at the heart of this proposal. Along with improvements to the properties adjacent public realm the applicant is proposing to use the buy up provisions for project height and density to further improve additional right of way in the area. In particular, conversations have focused on improving 2nd Street from Marshall Way to Scottsdale Road.

The enhancements proposed include a unique, integrated hardscape and landscape plan that is welcoming and inviting to the pedestrian and sets a new standard for future redevelopment in the area. New, detached sidewalks are enveloped in shade from new street trees will run along Bishop Lane and 2nd Street. An integrated seating area along 2nd street provides an intimate, public open space and place of respite. A small water feature marks the primary corner of the project and helps define the entry to the leasing office. Underlying and connecting all of these areas is a strong angular design element incorporated into the hardscape and landscape features, including strip lights flush-mounted in the ground and all wall features.

Further enhancing the streetscape experience, each street-level residence along Bishop Lane has a private entry and outdoor patio area which spills directly into the public streetscape realm. The patio walls (maximum 3' in height) help distinguish between private and public space while also providing a human scale at the base of the building (Guideline 2.2). More importantly, the design of these ground level units enables a visual connection between the private and public realm. This layout creates an entirely new, neighborhood feel for the area, where the "eyes on the street" principle contributes to a safe, secure and enjoyable environment.

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.

Cultural Improvement Program

The Applicant will participate in the Cultural Improvement Plan as noted in Ordinance Section 6.1309 which requires artwork or in-lieu payments equal to at least 1% of the building valuation for all floor area. The Total Construction Cost Estimate of the project is currently estimated at \$45M. The Applicant is currently analyzing the potential of original art installations along property frontage or on the building façade. This art may manifest in a stand-alone sculptural element or a wall mounted feature. 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

Full Conformance with 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 applicable development standards prescribed by the zoning ordinance. These standards help to shape the building physical form and design and include, but are not limited to, building setbacks, building stepbacks, 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, internalized and below ground (2 levels) parking garage. The only amended standards being sought are height and density through the provided bonus provisions of the Ordinance.

Bonus Funds for Beautification Improvements

Under the buy up provision for density and height, the development will be contributing to significant streetscape and pedestrian experience upgrades in the area. The goal is to not only improve the frontage of the subject property, but to expand those improvements to a larger area within this neighborhood. To date, discussions have focused on 2nd street improvements between Marshall Way and Scottsdale Road – creating a more comfortable and enticing pedestrian link between the activity on Scottsdale’s namesake road and the existing and planned amenities along Marshall Way.

Per the density provisions of the Ordinance, the project contemplates 130 dwelling units per acre (199 residences), where the base level is 50 dwelling units per acre (77 residences). Per Ordinance Section 7.1200.D.1., the corresponding buy up funds for 122 bonus dwelling units is as follows:

$$CC = [(BD \times 10,000) \times [(1.035)^{(cy-2013)}]]$$
$$CC = \$1,500,600$$

Per the building height provisions of the Ordinance, the project contemplates 87 feet of building height, where the base height is 84 feet. However, applications utilizing bonus height are required to pay for any height above the base height (84 feet), even appurtenances, which would ordinarily be excluded from building height measurements. This creates 11 feet of bonus height, even though the only building component utilizing the full 11 feet are the centralized elevator overruns. The majority of the bonus height is unoccupied, unnoticeable space. Per Ordinance Section 7.1200.D.1., the corresponding buy up funds for eleven (11) feet of bonus height is as follows:

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

Together, the density and height buy up funds noted above will go a long way towards improvements beyond the boundaries of the subject property. The improvements will have a noticeable effect on the public realm while helping to create a more walkable downtown. The project will provide such offsetting qualifying improvements and/or direct in lieu payment to the City's Downtown Special Improvement Trust Fund (DSITG) to satisfy the Contribution Cost noted by the Ordinance.

Density Justifications

Beyond the funds generated for public improvements noted above, 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 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. Density is also justified and required 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.

Building Height Justifications

Beyond the funds generated for public improvements, and for many of the same reasons noted above for density, the requested building height is appropriate and justified at this urban location. As noted throughout this document, the Property is located within a Type-3 Development Type, which enables and anticipates greater height (up to 150 feet for larger parcels). This site is buffered by other Type-3 properties and is not adjacent to Type-1 properties or the Old Town boundary. The bonus building height requested in minimal and primarily allocated to appurtenances which occupy a small portion of the roof (i.e. the centralized elevator overruns). 84 feet with 6 feet for appurtenances is permitted by right. The project request 87 feet with 8 feet of appurtenances. Furthermore, the project is designed to meet the various setback and stepback provisions of the Ordinance, ensuring appropriate design for the context.

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.