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## Southdale

### Application Narrative

April 29, 2021

Southdale is an application for Development Review Board approval on an approximately 4.7+/- gross acre property located at 7000 E. McDowell Road, (the “Property”). The community will include approximately 267 residential units and 392 structured and surface parking stalls, with a neighborhood urban market/café (“URBO Market”), corporate office space for Hawkins Companies – the developer of Southdale, a publicly accessible community room, and a public plaza along 70th Street.

The Property is currently occupied by Scottsdale Christian Church and Berghoff Design Group (landscaping company) including offices and truck storage with approximately 150 trucks/trailers and employees parked on site.

Hawkins Companies is a national real estate development company with experience in 27 states including Arizona. They have used their award-winning expertise to create a mixed-use design that is both sensitive to its location along the McDowell Road Corridor as well as the surrounding area. Although the Property does not directly border any single-family neighborhoods, it provides an appropriate buffer from McDowell Road, a 6-lane major arterial, to the R-5 to the north and R1-7 to the northwest. The site plan fulfills the goals of the Southern Scottsdale Character Area Plan (“SSCAP”), and more specifically, the goals identified by the McDowell Corridor Task Force, established in 2009.

The development enhances both the McDowell Road and 70<sup>th</sup> Street frontages with a vibrant mid-century inspired design that incorporates compatible landscaping and sustainable building elements. Building programming is located to enhance both public frontages with the lobby, receiving area, Hawkins office space and community room facing 70<sup>th</sup> Street, McDowell Road and the public open space. These uses will visually and functionally engage the public frontages. The remainder of residential amenity

spaces are located on the fourth level over the parking garage. This creates a one-of-a-kind poolside experience for residents and visitors.

Building massing is composed to break up the façade and mitigate perceived massing through several strategies. Corner elements that are highlighted with breeze block accent the east and west endcaps of the south façade. Vertical fin walls further break up the south and west façades as well as function as privacy barriers for exterior patios. The top floor units are stepped back on the south and west facades to reduce visual impact of the building. Differing massing strategies are used to create visual interest and generate shadows on the remainder of the west, north and east facades. Design strategies are supported by a mid century inspired material palette highlighted by breeze block, storefront glazing, honed masonry, pre-finished metal and stucco.

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