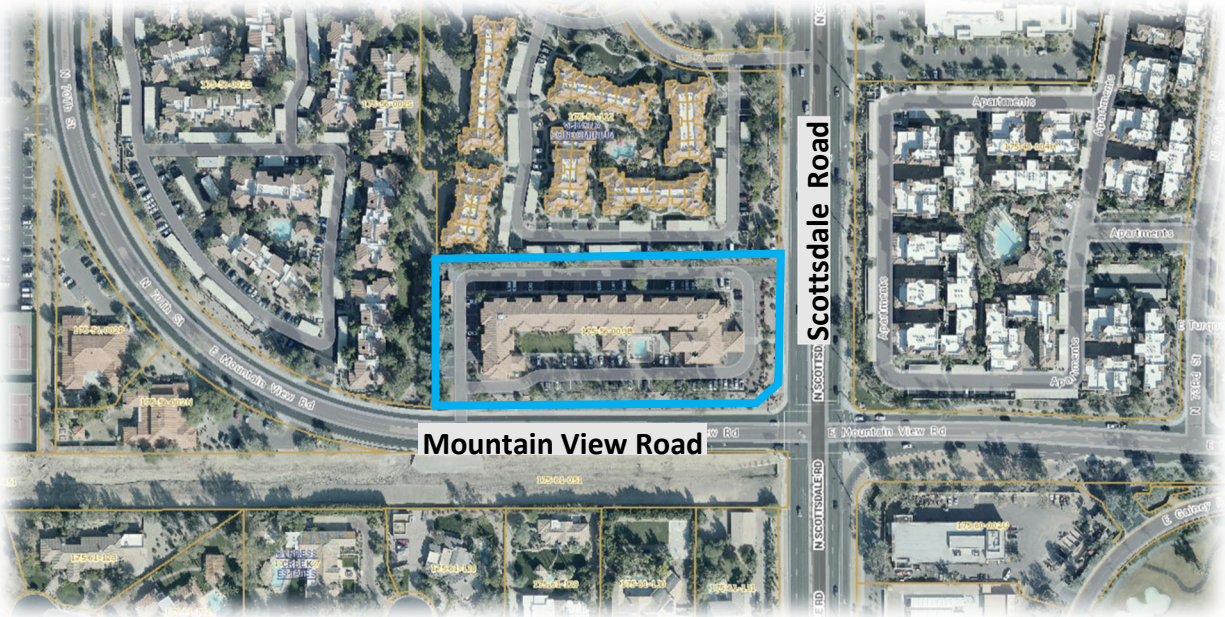


Development Review Board

Project Narrative

Scottsdale & Mountain View

233-PA-2021



Date: April 30, 2021

I. Project Request

The request seeks Development Review Board approval for conversion of an existing 3-story building and associated site and building upgrades from hotel to multifamily for a 4.526-gross acre property located at 9880 N. Scottsdale Road (the “Property”), which is situated at the northwest corner of Scottsdale Road and Mountain View Road. The current R-5 zoning permits the proposed multifamily use by right. The current hotel room count is approximately 114 guest rooms, and the proposed conversion will result in approximately 85 residential dwelling units (ranging from 440 s.f. to 1,340 s.f.) with a density of 19 du/ac (consisting of one, two and three-bedroom units). Parking requirements are exceeded with an allocation of 15 guest parking stalls resulting in a total of 140 parking spaces on site. Open space exceeds the 28% requirement based on the proposed density of 19 du/ac as reflected with the open space exhibit included with this submittal. A new trash compactor is proposed at the northwest corner of the site to serve the residents consistent with city code requirements. Exterior building modifications to the 3-story structure will include private outdoor living spaces for each unit as required the Zoning Ordinance and an exterior refresh including new paint. Common open space and resident amenities (including a pool) are maintained at the center of the site. The 85 units breakdown as follows:

Current Site Photo



II. Development Review Board Criteria

Sec. 1.904: In considering any application for development, the Development Review Board shall be guided by the following criteria:

- 1. The Board shall examine the design and theme of the application for consistency with the design and character components of the applicable guidelines, development standards, Design Standards and Policies Manual, master plans, character plan and General Plan.***

Response: The proposal is supportive of the desired values defined in the General Plan, which include goals for a community that “creates, revitalizes, and preserves neighborhoods that have

long-term viability, unique attributes and character, livability, connectivity to other neighborhoods in the community, and that fit together to form an exceptional citywide quality of life.” The proposed building renovation provides additional housing options for the community, respects the character of the neighborhood, and represents a context appropriate, attractive development. The community vision is supported by this proposal, and the development will promote the achievement of many long-term goals outlined in the City’s General Plan as the proposed development promotes revitalization of older properties and housing sustainability for the community.

The proposed residential community meets the demand for a broader range of housing types in this area. Residents will benefit from the wide range of surrounding amenities and Shea Boulevard corridor, which is approximately 0.5 miles to the north.

2. *The architectural character, landscaping and site design of the proposed development shall:*

a. *Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;*

Response: The proposed building conversion is compatible with the existing commercial and residential context. The building architecture will be preserved with the transformation from hotel to residential with minor site enhancements which include:

- On the eastern elevation, remove the porte-cochere roof framing and eastern-most columns; reuse western-most columns for revised entry element
- Introduce fiber cement siding with wood-style planks installed horizontally at new entry feature
- Add patios at ground level with 3’-8” screen walls
- Add steel and wood-framed decks at the second and third levels with railing; 6’-0” privacy screens where patios/decks adjoin; outdoor space for each unit is greater than 5% of the unit size consistent with R-5 requirements
- Façade updates: refresh exterior paint scheme with desert-neutral colors of light to medium beige/tan; new paint scheme compliments existing concrete roof tiles to remain
- Window replaced with sliding patio doors which include white frame to match existing windows

Site design changes include:

- Sidewalk modification at renovated front entry, but accessible connection to sidewalk along Scottsdale Road to be maintained
- Reconfiguration of parking islands and curbs to accommodate 13 additional parking spaces on site

- Replace existing non-conforming trash enclosure with trash compactor and conforming enclosure
- Integrate approximately 15 guest parking spaces available on site (one of those being accessible)
- Landscaping upgrades including new trees, shrubs, and groundcover

Notably, the current design evokes a residential scale and appearance with one, two and three-story massing elements, which creates a welcoming environment for residents and supports consistency in established neighborhood character. The building footprint is setback along both Scottsdale Road and Mountain View Road allowing for a substantial landscape buffer along both street frontages.

b. Avoid excessive variety and monotonous repetition;

Response: The existing building variation in massing, proportion, and architectural detailing establishes a natural hierarchy. Given the established multifamily and commercial land uses along Scottsdale Road the proposed development provides appropriate land use transition while respecting the established context and ensuring a quality lifestyle for the residents of Scottsdale.

c. Recognize the unique climatic and other environmental factors of this region to respond to the Sonoran Desert environment, as specified in the Sensitive Design Principles;

Response: Please see the Scottsdale Sensitive Design Principle Conformance section found in the following section.

d. Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District; and

Response: Not applicable.

e. Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback or architectural details, in the Historic Property Overlay District.

Response: Not applicable

3. Ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be so designed as to promote safety and convenience.

Response: Ingress/egress will be maintained in the existing locations along Scottsdale and Mountain View. The Property benefits from a range of multimodal transportation options including pedestrian, vehicular, and public transit, with its adjacency to the Scottsdale Road. Bus stops are located at the northeast corner (northbound) and southwest corner (southbound) of Scottsdale and Mountain View, which are serviced by Valley Metro Route 72. The variety of land uses surrounding the Property provides a synergistic land use pattern that also ensures fewer automobile trips.

4. *If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.*

Response: Mechanical equipment, appurtenances and utilities, and their screening methods will be integrated into the site and building design.

5. *Within the Downtown Area, building and site design shall...*

Response: Not applicable

6. *The location of artwork provided in accordance with the Cultural Improvement Program or Public Art Program shall address the following criteria...*

Response: Not applicable.

B. *The property owner shall address all applicable criteria in this section.*

Proposed Elevation



III. Scottsdale Sensitive Design Principles

The Character and Design Element of the General Plan states that “Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.” The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property.

1. *The design character of any area should be enhanced and strengthened by new development.*

Response: The Property is surrounded by multifamily residential, single family residential and commercial retail uses to the north. Renovating and revitalizing the Property with a new multifamily residential community will be in harmony with the surrounding uses, enhancing the established neighborhood. The architectural integrity will be maintained, and minor exterior upgrades will be provided as identified with the submittal package.

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

Response: No significant site changes are occurring with this proposal. The existing Property is a developed site and does not include natural features such as washes and natural area open space.

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

Response: No topographic changes are occurring with this proposal. Landscaping consists of low-water use desert appropriate materials in conformance with the City's guidelines.

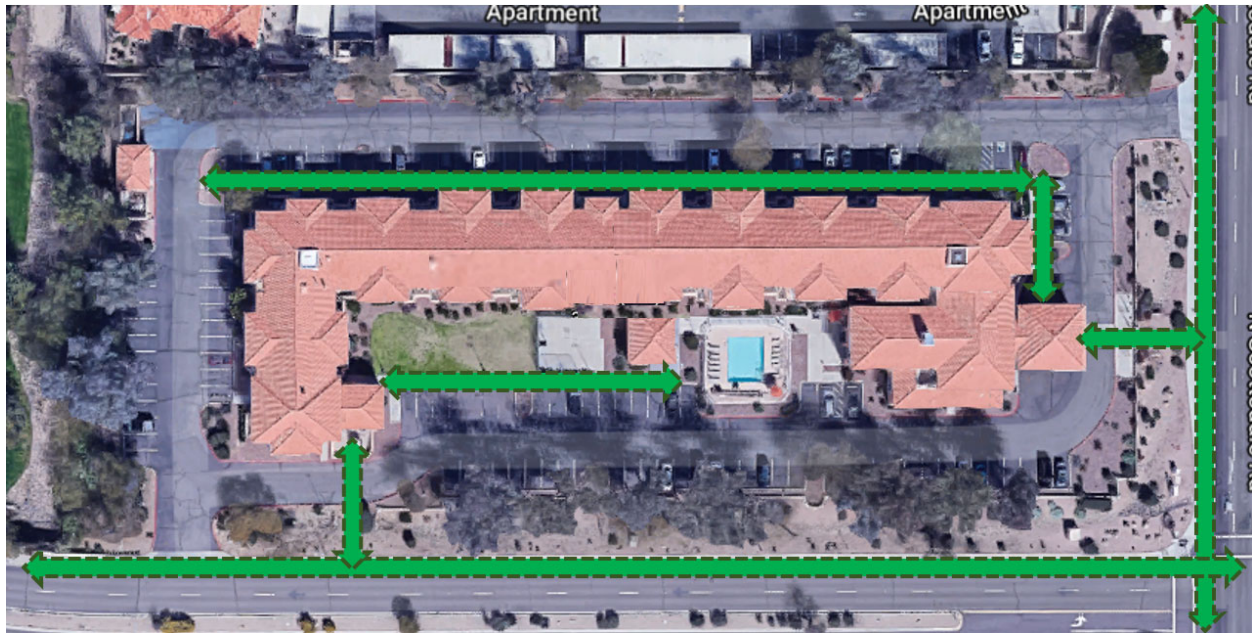
4. *Development should protect the character of the Sonoran Desert by preserving and restoring natural habitats and ecological processes.*

Response: Mature landscaping exists along the perimeter of the Property to act as a buffer and contribute to the urban habitat for wildlife and improved air quality. The landscape palette functions well given the Sonoran Desert climate respecting the City's low-water use requirements for existing and new vegetation.

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

Response: Pedestrian circulation within the community and connectivity along Scottsdale Road and Mountain View Road will be maintained as previously developed with the hotel. A large resident open space amenity is provided in the center of the development offering residents outdoor relaxation and enjoyment. Resident amenities on site will include a gym/fitness room, business center, media room, mail room, resident lounge, resident storage, basketball court, pool, and dog park.

Existing Pedestrian Connectivity



6. *Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.*

Response: The Property benefits from established multimodal transportation and circulation options including pedestrian, vehicular, and public transit, with its adjacency to the Scottsdale Road. Bus stops are located nearby at the intersection of Scottsdale and Mountain View. As noted above, the existing sidewalk network provides strong connectivity and promotes walkability given the surrounding context. Bicycle parking facilities on site will be maintained (east side of the building) along with new bicycle parking facilities at the northwest corner of the building for resident use. Providing alternative transportation methods creates the opportunity for social contact and interaction within the community.

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

Response: The proposed redevelopment incorporates design elements that respect human-scale, providing shade and shelter through building, site and landscape design.

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

Response: Variation in massing, proportion, material contrast and architectural detailing exists with the current building design.

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

Response: The existing building character evokes a Southwestern design-style responding to the desert climate through color, finishes, recessed windows, and overhangs that aesthetically blends well with the established architectural context in the area.

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

Response: Sustainable strategies and techniques that minimize environmental impact and reduce energy consumption will be emphasized. The development will incorporate the following strategies and sustainable products/systems:

- a) Energy efficient HVAC systems
- b) Low-E glazing
- c) Controllability of systems and thermal comfort features
- d) Low VOC paints, carpet, and flooring
- e) High efficiency LED lighting
- f) Water conservation via the use of low-flow lavatory faucets, shower heads, and toilets
- g) Bike parking provided throughout the development to encourage the use of alternative modes of transportation

11. *Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.*

Response: Context appropriate, mature, and arid-region plant materials will be maintained with the enhancement of the Property. New plant materials will also comply including, but not limited to, Chilean Mesquite, Palo Brea, Jojoba, and Desert Spoon to name a few.

12. *Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.*

Response: The proposed redevelopment will maintain the existing low-water use plant palette.

13. *The extent and quality of lighting should be integrally designed as part of the built environment.*

Response: Lighting will be maintained on site in accordance with city code maintaining safety for residents and visitors.

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

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