

Gentry on the Green

Development Review Board

Project Narrative

33-DR-2021



SITE INFORMATION & REQUEST

Location:

- Southwest corner of Hayden and Camelback Roads (the “Property”)

Property Size:

- Total Site Area: 16.20+/- gross acres of a larger 41.5+/- gross acres site

Approved Zoning: 3-GP-2019 and 11-ZN-2019

- PUD PSD (Planned Unit Development, Planned Shared District) approved by City Council on December 3, 2019



Request:

The request is for Development Review Board (“DRB”) approval for Phase 1 of Gentry on the Green (“Gentry”) as depicted above, which includes Phase 1a and 1b along with the Paseo public open space design. The request also seeks DRB approval of the conceptual public art locations as shown on the Cultural Improvement Program Plan.

Phase 1a consists of 262 residential units with 5,700 s.f. of commercial/retail space. Phase 1b consists of 320 residential units with 1,600 s.f. of commercial/retail space. Both phases will be heavily amenitized with fitness facilities, numerous outdoor courtyard areas, view decks, and a

public Paseo open space along the two phases' southern edge. The Paseo will have many opportunities for active and passive use, all within a lushly landscaped environment. The Paseo also acts as a link to the Indian Bend Wash system along the eastern border of the property. The architectural character of the two buildings is what is termed "Modern Farmhouse", which features stylized traditional forms and clean minimalistic detailing. The exterior building materials used are of high quality and timelessness, consisting of architectural metal paneling, wood planking (synthetic), stained brick, and concrete veneer.



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 and policies that benefit the community. As demonstrated in detail with the approved zoning case for Gentry, the development plan conforms to the General Plan, PUD Criteria, and the Scottsdale Sensitive Design Principles.

- 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: Gentry is located withing the “Urban Character Type” which recognizes the need for a wide variety of higher intensity uses in the same area to support each other and create a livable urban character. The Property is close to nearby retail, service, entertainment, and hospitality uses and has direct adjacency to the largest active open space corridor in the City, the Indian Bend Wash Greenbelt. Gentry will not only provide much needed residential to serve the housing needs of the area, but, through its mixed-use nature it will provide a range of community amenities for neighborhood residents, citizens, and visitors that are currently lacking. The proposed development will also allow employees to live closer to their jobs and to walk or bike to Old Town and other South Scottsdale destinations, while beautifying the area and stimulating reinvestment. Additional roof tops will also help bolster the existing commercial and employment uses in the nearby area.

b. *Avoid excessive variety and monotonous repetition;*

Response: Gentry’s materials, massing, and architecture take queues from the surrounding vernacular as well as newer buildings in Old Town. The exterior building materials used are of high quality and timelessness, consisting of architectural metal paneling, wood planking (synthetic), stained brick, and concrete veneer. These materials and colors were carefully selected to provide a long-lasting quality that endure the Sonoran Desert climate.

The selected materials are translated into built form and layered to provide a hierarchy within each structure creating architectural design variation. Vertical and horizontal linear elements also bring visual interest creating relief, depth, and shade, which dramatically reduces the overall scale and mass of the buildings. Recessed windows and balconies along with overhangs will provide solar relief to the glazing and shaded outdoor spaces. Each façade provides balance and movement, helping to accentuate appearance and offering a vibrant and interesting architectural character.

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 Principles section below.

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: The site adjoins Camelback Road and Hayden Road and is within 1.5 miles of the Loop 101 freeway. The integration of mixed-use development near the employment-centric Old Town area supports the City's desire to reduce residents' reliance on their vehicles. Gentry residents will be able to walk and bike to work, retail establishments, entertainment and services benefiting from direct adjacency to the Indian Bend Wash Greenbelt and the established bicycle path network that runs throughout Scottsdale. Additionally, the non-residential uses, The Paseo, Bicycle Pavilion, and community amenities on the ground level cater to the growing number of residents seeking to live in communities that provide a diverse, interactive lifestyle that is less dependent on vehicles. Parking will be provided completely on-site in structured parking as well as some surface parking spaces.

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:*

- a. *Accessibility to the public;*
- b. *Location near pedestrian circulation routes consistent with existing or future development or natural features;*
- c. *Location near the primary pedestrian or vehicular entrance of a development;*
- d. *Location in conformance with the Design Standards and Policies Manual for locations affecting existing utilities, public utility easements, and vehicular sight distance requirements; and*
- e. *Location in conformance to standards for public safety.*

Response: As demonstrated with the zoning entitlements, public art improvements are envisioned to activate and energize the pedestrian experience throughout the site in conformance with the criteria above. A conceptual Cultural Improvement Program Plan is provided with the DRB submittal. An initial meeting with Scottsdale Public Arts was held in August 2021 and a preview with the Board took place on October 13, 2021.

As required by the approved zoning case for Gentry, original works of art shall be installed and maintained in accordance with the Scottsdale Cultural Improvement Program costing a minimum of one dollar per square foot of building area (excluding garages).

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

PUD Criteria

Section 5.5003 of the Zoning Ordinance sets forth the criteria that must be satisfied when considering an application for a PUD District:

A. PUD Zoning District approval criteria.

1. As part of the approval or modified approval of an application for a PUD District, the Planning Commission shall recommend, and the City Council shall find that the following criteria have been met:

a. The proposed development promotes revitalization, the goals, policies, and guidelines of the General Plan, area plans, and design guidelines.

Response: As demonstrated in the General Plan and Southern Scottsdale Character Area Plan discussion found in the approved zoning case (11-ZN-2019), the proposed development promotes revitalization and upholds the goals and policies set forth in these documents.

b. The proposed development's uses, densities, or development standards would not otherwise be permitted by the property's existing zoning.

Response: The mixed-use residential development, approved density, and specific property development standards aligned best with the PUD zoning district vs. the previous R-5 zoning district.

c. The proposed development will be compatible with adjacent land uses and promotes the stability and integrity of abutting or adjacent residential neighborhoods.

Response: As an infill development, the proposed design is respectful of the existing edge conditions in terms of setbacks, building placement, building height transitioning, human-scale and landscaping buffers. The architectural character of the proposed community is contextually appropriate while integrating new vibrant building and site design to the area.

d. There is adequate infrastructure and city services to serve the development.

Response: Water and sewer reports are included with the application and demonstrate that there is adequate infrastructure and city services to serve the development.

e. The proposal meets the following criteria:

- i. *The proposed development is not located within any area zoned Environmentally Sensitive Lands Ordinance (ESL) nor within the boundaries of the Downtown Area.*

Response: Property is not located in ESL or Downtown.

- ii. *The proposed development fronts onto a major or minor arterial and/or major collector street as designated in the Transportation Master Plan.*

Response: The site fronts onto Camelback Road, a minor arterial.

B. Amended development standards.

1. *To encourage sensitivity to site conditions and provide flexibility in planning, development standards outlined in Section 5.5005., excluding C. Allowable building height and D. Exception to building height, may be amended upon recommendation by the Planning Commission and a finding by the City Council that the amended development standards achieve the purposes of the planned unit development district better than the existing standards.*

Response: There were (4) amended development standards approved with the zoning entitlements related to minimum property size and setbacks. Summarized as follows:

The first request was a modification to increase the maximum PUD property size from 25 acres to 42 acres (site area is 41.5 gross acres but the development standard was rounded to the nearest whole number) to accommodate both phases of the proposed development plan in one application.

Second, the building setback along Camelback was revised to accommodate the City requested deceleration lane and bus bay: 34 feet required, 30 feet proposed.

Third, the building setback along 78th Street was revised to accommodate new angled parking spaces, which provides over 60 additional public parking spaces: 25 feet required, 10 feet proposed.

Fourth, the “average” setback language was modified to state “minimum average” setback as it is difficult to achieve an exact average setback dimension and in most cases the development exceeds the required average.

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 contemporary, context appropriate building character and massing fits well with the surrounding development including both the established residential and nearby non-residential architectural styles. The proposed development will utilize a variety of Sonoran Desert inspired textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating outdoor living spaces for each unit, recreational amenities, and gathering places for its residents. The Paseo offers a large public open space with a variety of amenities including, but not limited to, bicycle and pedestrian connectivity to the Indian Bend Wash Greenbelt, outdoor seating, central water feature, and Bicycle Pavilion destination.

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

Response: The Property itself does not contain any natural features. Building siting has been designed in a way that makes the most of the redevelopment site while still being able to provide abundant common open space with a variety of gathering spaces and amenities. The ground level is designed to promote connectivity to the surrounding restaurants, services, and recreational opportunities as well as direct connectivity to the Indian Bend Wash Greenbelt. The Indian Bend Wash Greenbelt regional open space amenity along the east strongly influenced the site and building design.

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

Response: The site is a relatively flat, urban infill/redevelopment parcel. Landscaping will consist of low-water use desert appropriate landscaping materials. Respecting the Southwest's climate conditions, a variety of native materials and sizes will be integrated to create a layering effect to help mitigate the urban heat island effect.

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

Response: To the extent possible, the development will preserve and restore natural habitats and ecological processes through the inclusion of additional desert appropriate landscaping (as well as integration of native plants). Additional landscaping will contribute to the urban habitat for wildlife and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature they will become self-sustaining relative to water demand.

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

Response: Pedestrian and bicycle circulation on the perimeter and through the site (The Paseo is open to the public) is a central, organizing feature of the proposed mixed-use development, which is within close proximity to abundant retail, restaurant, employment and other service uses in Old Town, with direct adjacency to several major transit opportunities.

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 is located directly adjacent to a major bus route, a major intersection of two arterials, and a plethora of restaurant, retail, and service locations, many of which will also provide employment opportunities. Additionally, major employers such as HonorHealth, ASU/SkySong, and the City of Scottsdale are nearby. This will directly support walkability, bikability, and the use of public transit, all of which will foster direct social contact and interaction with the community and its residents. Landscaping will be integrated to shade the newly created pedestrian network, with over 50% shade cover on all sidewalks. Pedestrian and bicycle circulation on the perimeter of the site and through The Paseo provides connectivity from the Indian Bend Wash to Old Town.

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

Response: The proposed development will incorporate design elements that respect human-scale, celebrating the pedestrian realm by providing shade and shelter through building, site and landscape design. A pedestrian/bicycle circulation plan is provided with the application depicting The Paseo open space area, which bisects the site, as well as connectivity to/from/along the site. The site plan design takes advantage of its adjacency to the Indian Bend Wash Greenbelt with direct connections centered around the Bicycle Pavilion providing a linkage to Old Town, which is approximately 600 feet to the west of the Property.

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

Response: Building articulation and stepped massing promote a natural hierarchy. Phase 1 of the project will consist of two, three and four-story buildings, in a wrap design that obscures the central

parking structures from view and provides direct resident access. The PUD development standards are maintained to allow for appropriate setbacks/stepbacks and provide a meaningful landscape setting for the buildings.

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

Response: The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwest climate by creating abundant outdoor living spaces and amenities (pools, courtyards, etc.) for its residents. These private outdoor spaces and resident amenities are visually tied to The Paseo open space corridor, which functions as a versatile public outdoor plaza intermingled with the proposed mix of ground level retail and restaurant uses.

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

Response: This mixed-use development focused on bicycle tourism promotes land use sustainability by reducing vehicle trips and fostering pedestrian synergy. Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized in conformance with the zoning stipulations (#9 and #10). The developer intends to incorporate sustainable design elements into the building and site design and plans to develop in accordance with green building standards where possible. The development plan proposes an array of sustainable strategies to include, but not limited to, solar panels on the parking structures, approximately 90% permeable paving or surfaces within The Paseo, over 50% shade cover on designated sidewalks, rainwater harvesting for a portion of onsite irrigation, and integration of low-water use plant materials throughout.

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 arid-region plant materials will be utilized with the development of the Property. The desert character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

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

Response: The proposed development will maintain a low-water use plant palette (see landscape plan and design guidelines). Context appropriate desert plant materials will be utilized with the development of the Property. Tree varieties include, but are not limited to, Blue Palo Verde, Palo Blanco, Ironwood, and Thornless Mesquite.

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

Response: Lighting has been designed in a manner that is respectful of the surrounding context while maintaining safety for future residents and in conformance with City standards. See lighting plans.

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

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

