

***Hawkins Companies***  
**114<sup>th</sup> and Shea**  
**GPA & Rezoning - Project Narrative**



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## **I. Property Information**

**Location:** Southwest corner of 114<sup>th</sup> Street and Shea Boulevard (the “Property” or “114<sup>th</sup> & Shea”)

### ***Property Size:***

- 3.53 (+/-) gross acres to be rezoned
- 1.48 (+/-) gross acres of R1-18 PRD to remain; amended development standards proposed for eastern lot
- 5.01 (+/-) gross acres

### ***General Plan & Zoning:***

- **Current General Plan:** Suburban Neighborhoods and Minor Office
- **Proposed General Plan:** Neighborhood Commercial (northern parcel); Suburban Neighborhoods and Minor Office to remain on balance of site
- **Current Zoning:** C-O (Commercial Office) and R1-18 PRD (Single Family Residential/Planned Residential District)
- **Proposed Zoning:** C-1 (Neighborhood Commercial) and S-R (Service Residential)

### ***Surrounding Uses:***

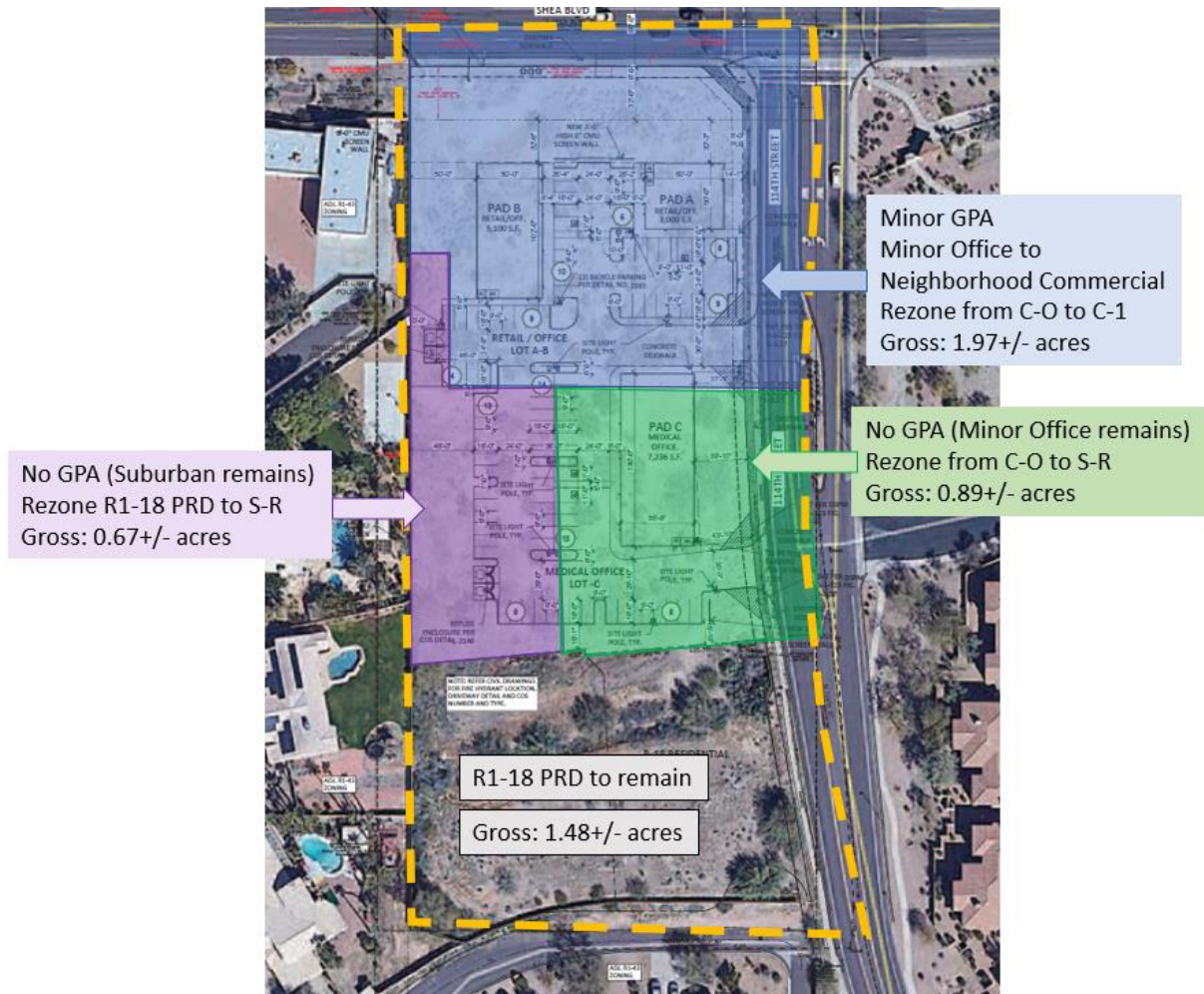
- **North:** R-5; Multi-Family
- **East:** S-R PCD and R-4 PCD; Office and Multi-Family Residential
- **South of Beryl Ave:** R1-43 PRD; Single Family Residential
- **West:** R1-43 PRD; Single Family Residential
- **Northeast:** C-3 PCD (C); Office and Retail

## **II. Project Overview**

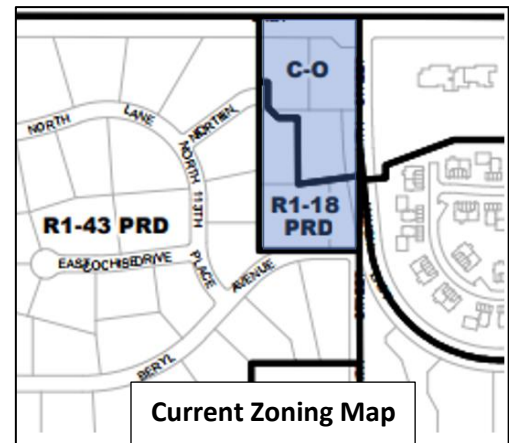
### ***Request:***

- Non-major GPA from Minor Office to Neighborhood Commercial on the northern approximately 1.97+/- gross acres
- Rezoning 3.53 +/- gross acres as described below:
  - Rezoning from C-O to C-1 on the northern approximately 1.97+/- gross acres
  - Rezoning from R1-18 PRD to S-R on the western approximately 0.67+/- gross acres (General Plan designation will remain Suburban Neighborhoods).
  - Rezoning from C-O to S-R on the eastern approximately 0.89+/- gross acres (General Plan designation will remain Minor Office).
- The balance of the vacant property (approximately 1.48 +/- gross acres) will remain R1-18 PRD. Amended development standards are proposed for the eastern lot (Lot 2) due to the large cul-de-sac right-of-way dedication requirements.

## Map of GPA & Zoning Request

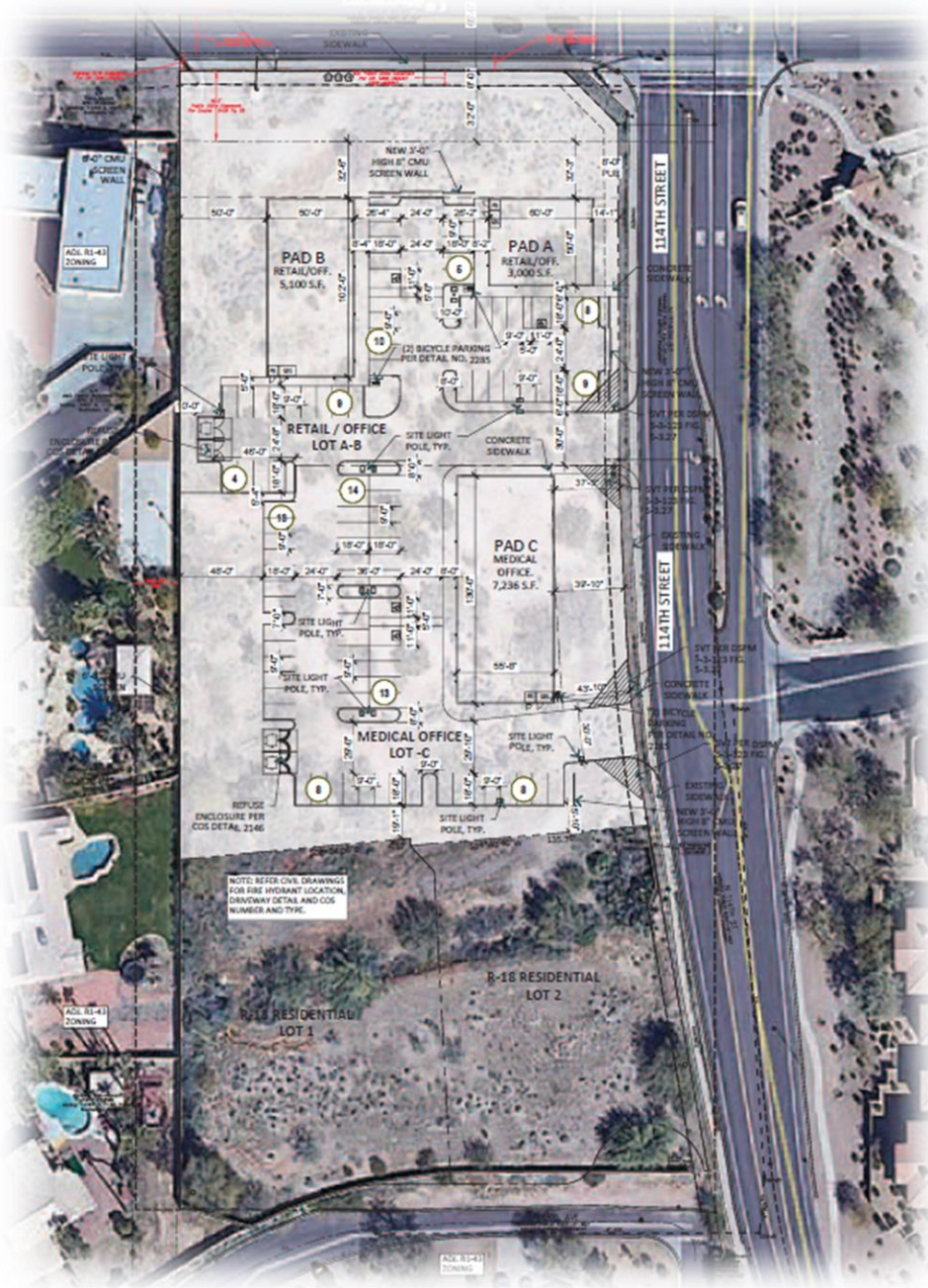


Currently, the vacant land consists of four continuous parcels, which were rezoned to C-O and R1-18 PRD with the approval of cases 5-GP-2007, 14-ZN-2007 and 15-ZN-2007 in March 2008. The Property is currently a vacant, undeveloped site. The proposed non-major GPA and rezone to C-1 will provide retail/office opportunities along Shea Boulevard. The middle parcel rezone to S-R will provide an appropriate buffer from the proposed C-1 along Shea Boulevard to the existing single family homes to the south and west as well as the two future R1-18 PRD homes along the southern portion of the Property. Also, by rezoning from C-O to S-R, the developer can accommodate the neighbor's request to relocate the office/medical building further from the residences and closer to 114<sup>th</sup> Street.





## Proposed Site Plan



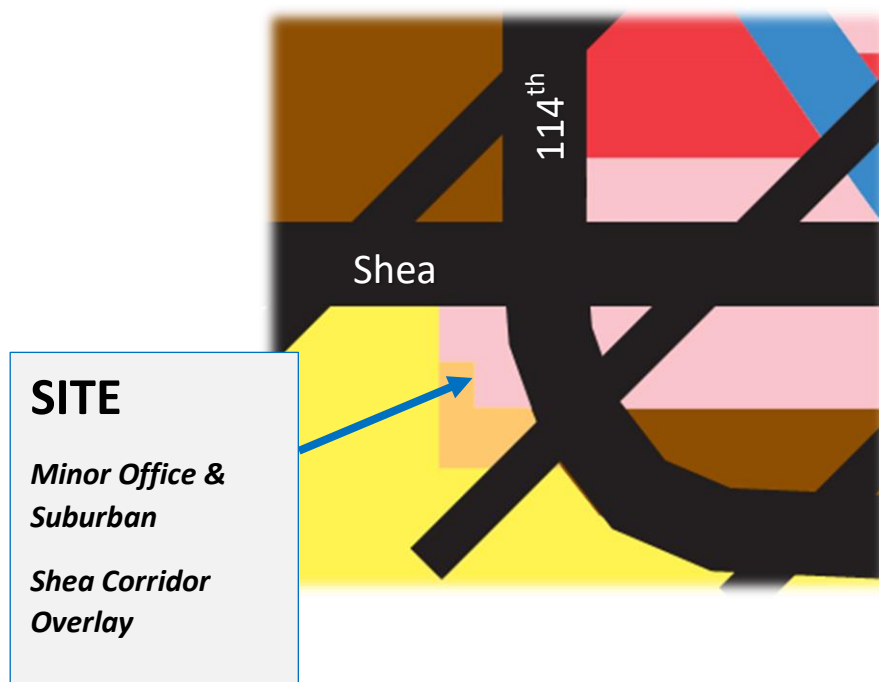
### ***About the Developer:***

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 design that is both sensitive to its location along the Shea Corridor as well as the surrounding area which consists of commercial, office and residential land uses. The northern parcel will be utilized as retail/office (two pad sites), the middle parcel is anticipated for office/medical, and the two southern parcels will remain single family residential (R1-18 PRD). This development provides an appropriate buffer from Shea Boulevard to the R1-43 PRD development to the south and west. The site plan fulfills the goals of the Shea Area Plan as identified in Section IV. below and enhances the Shea Boulevard street frontage with compatible landscaping and low-scale building elements.

### **III. 2001 General Plan**

The General Plan encompasses a set of goals, approaches and tools that guide development and pave the future of the City. The City encounters numerous challenges on a day-to-day basis which require thoughtful decision-making that considers long-term implications. By outlining long-term goals, the General Plan gives the ability to respond to shifts in market trends while remaining mindful of these goals. As the world faces the challenges of the COVID-19 pandemic and begins to understand the possible long-term implications, it is critical that the economic stability of Scottsdale is prioritized. Focusing on quality development within maturing areas in the City promotes economic vitality and enhances the Scottsdale lifestyle.

#### **Existing General Plan Land Use Map**



Incorporated in the General Plan is CityShape 2020, which identifies “Six Guiding Principles” that articulate how the appropriateness of a land use change to the General Plan is to be qualified. The Six Guiding Principles are as follows: *Value Scottsdale’s Unique Lifestyle & Character*, *Support Economic Vitality*, *Enhance Neighborhoods*, *Preserve Meaningful Open Space*, *Seek Sustainability*, *Advance Transportation*.

1. *Value Scottsdale’s Unique Lifestyle & Character* – The project contributes to the goal of enhancing the Shea Boulevard Corridor. By meeting the demand for more office and retail options with a quality site design elements, the project reinforces the unique character of the area while maintaining the lifestyle Scottsdale is renowned for.
2. *Support Economic Vitality* – Fostering economic growth is key to maintaining the economic vitality of a community. The Shea Boulevard Corridor is a mature part of Scottsdale and bringing development that strengthens the area is essential in maintaining a high quality of life and promoting economic growth that contributes to the vitality of Scottsdale as a whole.
3. *Enhance Neighborhoods* – The site plan incorporates tasteful design elements including lush desert landscaping, enhanced pedestrian connectivity and small-scale retail and office opportunities. Additionally, employment opportunities via the proposed retail and office buildings promote local job growth near where residents live.
4. *Preserve Meaningful Open Space* – The streetscape design themes are sensitive to the City’s desire for meaningful open space and incorporate such elements as pedestrian connectivity and shaded edge treatments.
5. *Seek Sustainability* – Sustainability is addressed through the incorporation of elements that include, but are not limited to, native desert landscaping, sustainable building techniques, and abundant open space including dedication of a Scenic Corridor along Shea Boulevard
6. *Advance Transportation* – The site location provides an array of various multimodal transit opportunities. Bicycling, walking and mass transit are all viable options. Given that the site is approximately 3.2 miles east of the Loop 101, the site has ample vehicular and mass transit regional access.

The Six Guiding Principles are further broken down into specific goals and policies within the various elements of the General Plan. Below is a discussion of the General Plan goals and policies that are applicable to this development.

***Character & Design Goal 1. (Page 43)***

*Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.*

**Bullet 1.**

*Respond to regional and citywide contexts with new and revitalized development in terms of:*

- *Scottsdale as a southwestern desert community.*
- *Scottsdale as a part of a larger metropolitan area with a unique reputation, image, character and identity within a regional setting.*
- *Relationship to surrounding land forms, land uses and transportation corridors.*
- *Consistently high community quality expectations.*
- *Visual and accessibility connections and separations.*

**Bullet 2.**

*Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.*

**Bullet 3.**

*Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area.*

**Bullet 4.**

*Ensure that all development is 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.*

**Response:** 114<sup>th</sup> and Shea is a small-scale retail and office development (with two remaining R1-18 PRD residential lots along the south) that promotes the established character of the Shea Boulevard corridor. The proposal consists of Pad A at approximately 3,000+/- s.f., Pad B at approximately 5,100+/- s.f., and Pad C at approximately 7,300+/- s.f. with evenly distributed surface parking and designated sidewalks for connectivity between buildings and the street frontages. Shea Boulevard has a wide variety of established residential, office, and retail options. The retail/office buildings along Shea Boulevard will be compatible with the other retail/office uses in the area. The collection of single-story buildings will serve as buffer between the major arterial traffic and more intense retail/office along Shea to the single-family homes to the south and west. This development will also utilize native landscaping and residential-scale architecture compatible with the surrounding developments. Further, the request for Neighborhood Commercial in place of the existing Minor Office land use designation will allow for more service/retail uses. The proposed development is intended to include a Verizon Wireless retail store, which will support the local residential and business communities.

**Character & Design Goal 2 (Page 47).**

*Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.*



**Bullet 2.**

*Recognize that Scottsdale's economic and environmental well-being 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.*

**Bullet 3**

*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.*

**Bullet 5.**

*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.*

**Bullet 6.**

*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:** Maintaining Scottsdale's economic and environmental well-being is even more important now that the world is facing a pandemic. The economic impacts of COVID-19 are already being felt, and it's difficult to understand the ripple effects that it will have. Continuing to produce the quality development that has always attracted people to Scottsdale is critical. The proposed development will create additional jobs and tax revenue. The development will comply with the Scottsdale Sensitive Design Principles including, but not limited to, desert sensitive elements such as pedestrian connectivity and integration of low water use landscaping and shade trees, and contextually compatible design. See Section V. below regarding the Scottsdale Sensitive Design Principles.

**Character & Design Goal 6. (Page 51)**

*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.*

**Bullet 1.**

*Require substantial landscaping be provided as part of new development or redevelopment.*

**Bullet 2.**

*Maintain the landscaping materials and pattern within a character area.*

**Bullet 3.**

*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.*

**Bullet 5.**

*Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the “urban heat island” effect.*

**Bullet 6.**

*Encourage the retention of mature landscape plant materials.*

**Response:** Desert appropriate landscaping will be incorporated throughout the development, which will both enhance the streetscape along Shea Boulevard and 114<sup>th</sup> Street and provide a meaningful environment for pedestrians and retail/office users. Currently, the site is vacant, undeveloped land. The amount of open space planned with the development is approximately 27,000+/- s.f. (both C-1 and S-R parcels) and approximately 42,000+/- s.f. of open space is being provided; a 55% increase from required on this Property. Additionally, the a 70-ft. wide Scenic Corridor will be dedicated along Shea Boulevard.

**Land Use Goal 4. (Page 67)**

*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.*

**Bullet 1.** *Allow for a diversity of residential uses and supporting services that provide for the needs of the community.*

**Bullet 3.**

*Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.*

**Response:** The proposed development includes retail, office/medical, and residential development (two R1-18 PRD lots remain along the south). The mixed-use development approach to this site will provide new employment and service opportunities bringing convenience to the surrounding neighbors. Integrating retail and employment along the Shea Boulevard corridor further stimulates the economic base in this area.

**Land Use Goal 5. (Page 67)**

*Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.*

**Bullet 1.**

*Integrate the pattern of land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.*

**Bullet 4.**

*Support the physical integration of residential uses with retail uses to provide opportunities for pedestrian oriented development.*

**Response:** The proposed development offers a variety of mobility options. There are ample pedestrian sidewalks offering connectivity. Directly across 114<sup>th</sup> Street to the east is an existing bus stop (route #514). The retail/office uses are sensitively designed in terms of scale and architecture compatibility. Also, the new retail/office uses offer residents proximity to benefit from nearby services.

**Land Use Goal 8. (Page 69)**

*Encourage land uses that create a sense of community amount those who work, live, and play within local neighborhoods.*

**Bullet 2.**

*Develop and reinforce links (ie trails, paths, open space, transit, and streets) within and between residential employment, recreational, and other public land uses.*

**Response:** This development will have approximately 42,000+/- s.f. of open space and will have both internal and street adjacent sidewalks. A 70-ft. wide Scenic Corridor will be dedicated along Shea Boulevard (including a public trail and multi-use path).

**Land Use Goal 9 (Page 69).**

*Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.*

**Bullet 2.**

*Promote residential uses that support the scale and function of retail, commercial and employment uses within these neighborhoods, including the use of mixed-use structures (retail or office on lower level and residential uses on upper levels).*

**Response:** The proposed development offers a variety of uses that complements the existing synergy of the developments along the Shea corridor. Shea Boulevard is a major arterial that supports higher vehicular activity and thus low-scale retail and office is a logical fit. Note that the site is currently approved for C-O office development and the approved site plan included a bank and office building. The 114<sup>th</sup> & Shea development energizes the area and provides appropriate retail and employment uses.

**Economic Vitality Goal 3. (Page 83)**

*Encourage and support a diversity of businesses that contribute to Scottsdale's sales and property tax base so that needed infrastructure, physical amenities, services and the expansion of such services are provided.*

**Bullet 1.**

*Nurture and support established businesses as well as new businesses*

**Bullet 3.**

*Diversity Scottsdale's business and retail community so it includes a variety of business types as well as a variety of business scales and sizes.*

**Bullet 5.**

*Develop existing and attract new high value/low impact businesses.*

**Response:** With the current economic climate, the attraction of new business to increase the tax base will be crucial. Shea Boulevard is an established street system with adequate infrastructure for the development. The traffic study included with this application demonstrates that these businesses will not have an adverse traffic impact. In fact, the proposed collection of uses will result in a weekday daily trip reduction from 585 (approved zoning) to 496; a 15% reduction. This development offers an increased tax base with minimal impact on the existing infrastructure and traffic patterns while serving the area residents.

**Economic Vitality Goal 4. (Page 84)**

*Foster new and existing economic activities and employment opportunities that are compatible with Scottsdale's lifestyle.*

**Bullet 2.**

*Support new business in adapting to the constantly changing market as a result of new technologies and support those companies that are integral to the "new economy."*

**Bullet 4.**

*Strongly pursue economic opportunities that enhance the quality of life of the community as well as have a positive economic impact. This would include business that provide medical, educational, cultural or recreational amenities for the community.*

**Bullet 5.**

*Focus on opportunities that are non-polluting and that support telecommuting and alternative transportation modes. Recruit companies at the forefront of economic and technological change.*

**Response:** The request for Neighborhood Commercial in place of the existing Minor Office land use designation will allow for more service/retail uses. The proposed development is intended to include a Verizon Wireless retail store, which will support the local residential and business communities. With the recent pandemic, telecommuting has skyrocketed, and telecommunication services are on the forefront of technology thus making this location desirable for a retail store. While a tenant for the medical/office building has not yet been identified, the developer is actively marketing to the medical community given the site's close proximity to the HonorHealth Shea Campus. The services provided with this development will benefit the Scottsdale community and contribute towards the tax base.

**Housing Goal 4. (Page 99)**

*Encourage housing development that provides for "live, work, and play" relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.*



**Bullet 8.**

*Encourage housing linked/connected to the city's mobility system.*

**Response:** This project includes all of the elements of “live, work, and play” as identified in the General Plan. The proposed retail and office uses will provide employment and services to the surrounding community. The two R1-18 PRD residential lots along the south will remain as previously approved (amended development standards are proposed for the eastern lot). The established mobility framework will provide single car transportation alternatives through walking, bicycling, and public transit options.

**Growth Area Goal 2. (Page 153)**

*Make automobile, transit, and other multimodal circulation more efficient.*

**Bullet 1.**

*Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.*

**Bullet 3.**

*Provide for a rational pattern of land development, coordinated with a multimodal circulation system.*

**Response:** The site is located within the Shea Boulevard corridor. The proposed development is consistent with this vision for growth areas as it incorporates a variety of land uses. Pedestrian connectivity is provided throughout the development, allowing for easy access to offsite amenities. A 70-ft. wide Scenic Corridor will be dedicated along Shea Boulevard including a public trail and multi-use path.

**Community Mobility Goal 5. (Page 177)**

*Relieve traffic congestion.*

**Bullet 3.**

*Emphasize work, live and play relationships in land use decisions that will reduce the distance and frequency of automotive trips and support alternative modes, such as pedestrian paths, equestrian trails, cyclist routes, transit, telecommuting and technology for moving people and information.*

**Community Mobility Goal 8.**

*Emphasize live, work, and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.*

**Bullet 2.**

*Encourage the development or redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduce the reliance on the automobile.*

**Response to Goals 5 & 8:** The proposed development encourages live, work and play relationships that help to alleviate the impact of our automobile-reliant community. The site is located along Shea Boulevard, an established arterial corridor with a range of land uses. The proposed development provides new retail and office options for the established workforce in the area which reduces the length of automotive trips and encourages the use of alternative modes of transportation. For those traveling further distances, future residents have access to the Loop 101 and public transportation. The TIMA demonstrates that there is a 15% reduction in daily trips as compared to the currently approved zoning.

#### **IV. Shea Area Plan**

Adopted by the City Council in June 1993, the Shea Area Plan (“SAP”) acts as a guide for the future growth and development of Shea Boulevard. The SAP identified three umbrella goals, policies and guidelines:

- 1. Enhance and Protect Existing Neighborhoods*
- 2. Encourage Site Planning which is Sensitive to Environmental Features*
- 3. Provide for an Efficient Road Network and Promote Alternative Modes of Travel*

From the beginning design phase, this project utilized these three overarching goals. The project will enhance the existing neighborhoods by developing vacant property. The development has been specifically designed in response to the comments at the neighborhood meeting and ongoing communications with neighboring property owners. The site design is both contextually and environmentally sensitive with the inclusion of native landscaping, abundant open space, dedication of a Scenic Corridor along Shea Boulevard, and the preservation view corridors by maintaining single-story buildings on the Property. Access will be provided via 114<sup>th</sup> Street and no additional access will be added on Shea Boulevard. The development includes new sidewalk connectivity and shade trees to optimize solar relief.

##### ***Umbrella Goal 1***

*Enhance and project existing neighborhoods*

##### **• *Policy 1***

*New development should be compatible to existing development through appropriate transitions.*

##### **• *Guideline 1***

*Building heights at the edges of the parcel should reflect those already established by the existing neighborhood.*

##### **• *Guideline 4***

*Buffering techniques such as landscaping, open space, parks, and trails should be used whenever possible.*

- **Guideline 5**

*Where desired by the adjacent neighborhood, new residences should face other existing homes when a street borders the new developments.*

**Response:** This project proposes to develop a currently vacant site. There will be three zoning designations utilized to provide sufficient transitions between Shea Boulevard and the single family residences to the south and west (noting that the R1-18 PRD lots along the south will be maintained from the previous 2008 zoning approval; however, amended development standards are proposed for the eastern lot). The building heights are in concert with the adjacent residential to the south and west and the commercial structures to the east and northeast. Open space, landscaping, and sidewalks provide meaningful buffers and shade.

**Policy 2**

*Parcels should develop without encouraging neighborhood assemblages. It is desirable to unite undeveloped, individually owned parcels into a common development.*

- **Guideline 2**

*New development which creates a destabilizing effect on a neighborhood should be discouraged. Destabilization is defined by one or more of the following if the development:*

- a. Alters normal flows of traffic near a neighborhood or creates an increase in traffic through a neighborhood.*
- b. Creates pressure for a change in land use nearby if the change is not desired.*
- c. Isolates small clusters of homes or existing neighborhoods*
- d. Does not include transition and buffering near the existing neighborhood.*

**Response:** Development of this property creates certainty and stability for this segment of the Shea Boulevard corridor. The traffic flow is not altered and the proposal results in an overall trip reduction as compared to the 2008 zoning approval. The two new driveways created along 114<sup>th</sup> are design to create ease of traffic flow. The land use changes are supported by the adjacent neighbors and letters of support are provided with this application. Buffering in the form of landscape, opens space, and sidewalks has been provided and the scale and character of the proposed buildings will not only be compatible with the surrounding context, but enhance the current architectural and landscape character of this corridor.

**Umbrella Goal 2**

*Encourage Site Planning Which is Sensitive to Environmental Features*

- **Policy 1**

*Open space should be provided to link neighborhoods with trails and recreational areas, act as buffers between major streets and adjacent land uses, provide for drainage, and protect significant habitat corridors, and to visually enhance the character of the area.*

- **Guideline 1:**

*The following dimensions establish a base line for the Shea Scenic Corridor. Actual dimensions should be determined on a case by case basis.*

*b. Minimum width of 80' with an average width of 100'*

- **Guideline 2.**

*Buildings that are adjacent to the Shea Scenic Corridor are encouraged to be single story so that views to the mountains and to the south are preserved.*

**Response:** The proposed development includes single-story buildings adjacent to Shea Boulevard. This will aid in maintaining view corridors and building massing compatibility. Scenic Corridor width of 70-ft. will be maintained (as stipulated in the previous zoning approval), which is appropriate given the context. A public trail and multi-use path will be incorporated within the Scenic Corridor providing additional connectivity.

**Policy 2**

*Encourage the preservation of unique natural features and open spaces.*

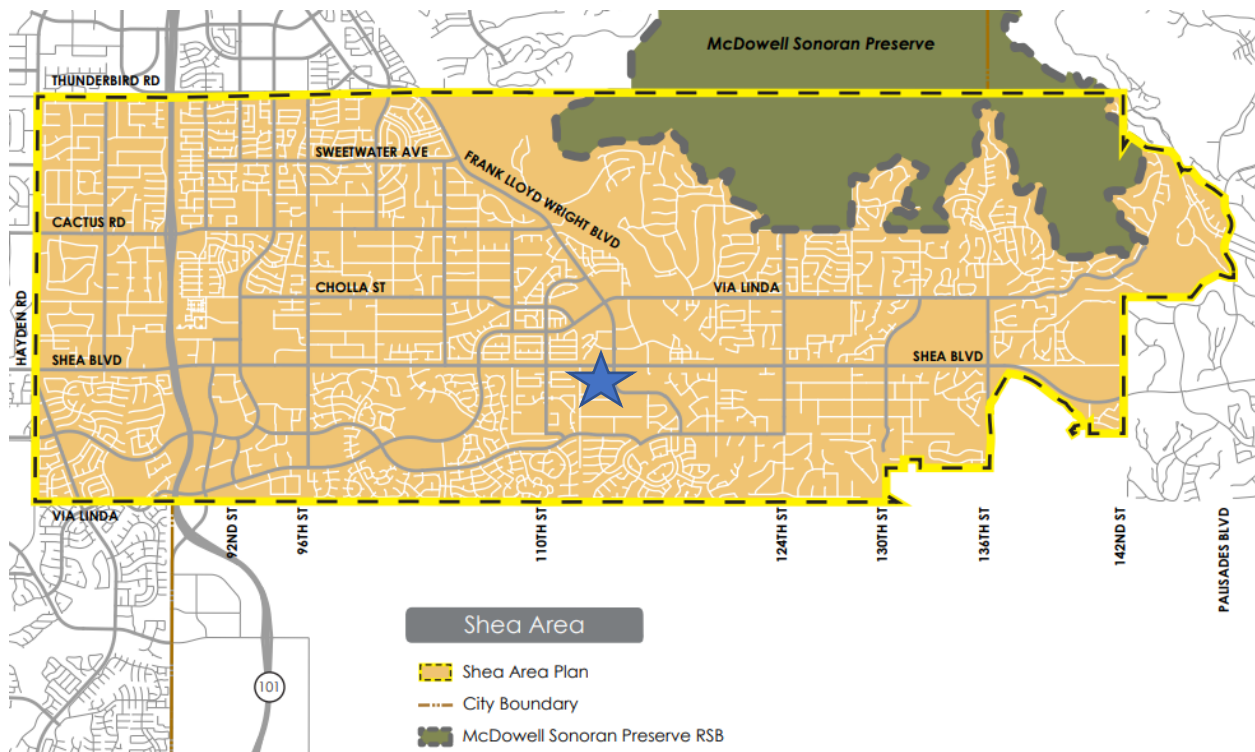
- **Guideline 3**

*Site grading and disturbances will follow all city ordinances and guidelines.*

**Response:** The proposed development is sensitive to all of the requirements of the City of Scottsdale. The grading and site disturbances have been designed to adhere to City guidelines and ordinances.

**Shea Area Plan Boundary**





Source: Shea Boulevard Area Plan

### ***Umbrella Goal 3***

*Provide for an Efficient Road Network and Promote Alternative Modes of Travel*

- ***Policy 3***

*Transit service should be expanded within the Shea Corridor, the Adobe Ranch activity center in the vicinity of Frank Lloyd Wright Boulevard and Shea, and near the Mayo Clinic*

- ***Guideline 2***

*Transit improvements including signage, bus pullouts, shelters, and bicycle locking equipment should be provided along all bus routes.*

**Response:** This proposed development is located at the southwest corner of the intersection of Shea Boulevard and 114<sup>th</sup> Street. This proposed development is in the immediate vicinity of an existing bus stop and route #514 (east of site along Shea). There are proposed bicycle racks at the retail/office buildings in accordance with City requirements.

### ***Shea Corridor Goal 2***

*Allow for new employment opportunities.*

- ***Policy 1***

*Allow employers offering uses such as medically related services, or corporate headquarters, or accommodations.*

- **Guideline 1**

*Medical offices and clinics having a regional or national reputation.*

- **Guideline 6**

*Other similar uses which could provide similar advantages to the City*

- **Guideline 8**

*The use should be located at the intersection of Shea Boulevard and a major collector or larger street, on any developable corner of the intersection*

- **Guideline 9**

*The parcel should be a size so that appropriate site buffering can occur.*

- **Guideline 11**

*The overall character of the site should be a campus orientation where buildings are clustered and connected through a strong pedestrian plan.*

- **Guideline 13**

*Where an office adjoins a residential land use, there should be special attention given to protect the existing homes' privacy through A) stepped down building heights b) dense native plant buffers or... c) plan site elements to locate activity away from the residential areas.*

**Response:** The request for Neighborhood Commercial in place of the existing Minor Office land use designation will allow for more service/retail uses, which will support the local residential and business communities. This development includes the integration of retail/office and medical/office buildings. While the specific tenants have not yet been identified (beyond Verizon Wireless), the project has been site planned to attract long-term tenants with ample parking, connectivity, ease of access and abundant open space and landscaping. The site design and building placement has been arranged to pedestrian friendly both internally and along the perimeter of the site. The site utilizes buffers via open space and desert landscaping with the preservation of a Scenic Corridor along Shea Boulevard. The S-R zoning designation on the middle parcel was specially considered to allow for the medical office building to be located as far as possible away from the existing residential homes and buffer from the proposed C-1 district along Shea. The current request was the result of neighborhood meetings and extensive outreach efforts. Letters of support from the three adjacent homes are included with the application.

## **V. 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 retail, office, multifamily residential, and single-family homes. The development plan has been designed to enhance and strengthen the adjacent uses. The retail/office along Shea will be appropriate with the other uses along Shea. The medical/office will provide a buffer between the retail/office and the single family residential to the south and west.

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

**Response:** The proposed buildings will be limited to single story to maintain the established view corridors and respect the existing context.

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

**Response:** The current topography of the site is relatively flat and therefore will be maintained. The site plan has been designed to keep a similar grade. All landscaping materials is in conformance with City’s guidelines.

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

**Response:** The proposed development will include 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 circulation will be maintained and enhanced along the streetscape. New walkways and connectivity will be emphasized between buildings. A 70-ft. wide Scenic Corridor will be dedicated along Shea Boulevard including a public trail multi-use path.

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:** This development is immediately adjacent to a bus stop (southeast corner of 114<sup>th</sup> & Shea). The streetscape includes pedestrian sidewalks shaded with landscaping. The development is also intended to utilize bike racks to encourage non-motorized transportation. By locating this development near other commercial and residential uses, it may inherently reduce the number and distance of automobile trips and improve air quality, thereby enhancing the quality of life for the community. The proposed collection of uses results in a weekday daily trip reduction as compared to the approved zoning for the site decreasing from 585 to 496; a 15% reduction.

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, 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 will be provided thereby establishing a natural hierarchy. This development provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate development and visual fluidity.

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.

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, 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 (see landscape plans).

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). Context appropriate desert plant materials will be utilized with the development of the Property, consistent with the established vegetative pattern found along Shea Boulevard.

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

**Response:** Lighting is designed in a manner that is respectful of the surrounding context while maintaining safety for residents and visitors. See the lighting plan and cut sheet exhibit.



- 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 in conformance with City requirements and processed under a separate approval and permit process.

## **VI. Conclusion**

The applicant is seeking a non-major GPA and rezoning on a 3.53 +/- gross acre site to create a development that includes both retail/office and medical/office uses at the southwest corner of 114<sup>th</sup> Street and Shea Boulevard. Development of this parcel will invigorate a vacant site along the Shea corridor and contribute to the live, work, play land use balance promoted by the General Plan and Shea Area Plan.

As the City confronts new challenges brought on by the COVID-19 pandemic, it has become more apparent that prioritizing economic vitality is crucial in securing economic stability and regaining economic prosperity. Incorporating retail and office spaces is essential to the success of the Shea Boulevard corridor and the City's overall economic health.