

Greenbelt88



Rezoning Narrative

Southwest Corner of Hayden & Osborn Roads - Project No. 15-ZN-2020

February 2019 Submittal = 388 units and no retail

September 2020 Resubmittal = 300 units and 21K sqft of new retail

April 15, 2021 Resubmittal = 288 units and 25K sqft of new retail

July, 2021 Resubmittal = 278 units and 25K sqft of new retail

2022 Revised Submittal = 238 units and 25K sqft of new retail

Ownership Entity:

General Manager

Todd Silver – Todd888@gmail.com / 602.388.8823

Architect:

Nelsen Partners

Jeff Brand

1520 N. Scottsdale Road #300

Scottsdale, AZ 85254

480.949.6800 / jbrand@nelsenpartners.com

Landscape Architect & Land Planning

Greedy Pickett

Jamie van Ravensway

7114 E. Stetson Drive, Suite 205

Scottsdale, AZ 85251

480.609.0009 / jvanravensway@greepickett.com

Civil Engineering

Cypress Civil

Jeff Hunt

4450 North 12th Street, Ste 228

Phoenix, AZ 85014

623.282.2498 / jphunt@cypresscivil.com

Representative

Withey Morris, PLC

Jason Morris / George Pasquel III

2525 E. Arizona Biltmore Circle, Ste A-212

Phoenix, AZ 85016

602.230.0600 / George@witheymorris.com

Traffic Engineer

CivTech

Dawn Cartier

10605 N. Hayden Road, Suite 140

Scottsdale, AZ 85260

480.659.4250 / dcartier@civtech.com

1. Introduction	p 4
2. Development Plan	p 9
3. General Plan Conformance	p15
4. Southern Scottsdale Character Area Conformance	p25
5. Planned Unit Development Conformance	p33
6. Sensitive Design Principles Conformance	p38
7. Conclusion	p43

1. Introduction

Ownership is transforming a 40-year-old outdated shopping plaza that it has owned for the past 18 years into a new and exciting mixed-use, high-quality residential and retail center. The project is opening up great new public areas to the community for enjoyment, working with existing tenants on potential relocation and new opportunities. (NAP, Starbucks, Carl’s Jr and Arizona Federal Credit will remain operational during redevelopment).

Purpose of and Vision for this Request

The purpose of this application is two-fold: (1) to enhance this corner as a commercial retail center and, in doing so, (2) create a vibrant, mixed-use development that embraces the greenbelt and will be an asset to the City and local community for decades to come. Under the current property layout and the dated retail paradigm the property currently serves, the above stated goals are a near impossibility. Quite simply put, the property must update and change, especially in a post-COVID world, or it will languish as an unexceptional center – or worse – it may suffer the same fate seen by numerous retail centers across the nation that struggle with increasing vacancy or simply “go dark” and await an unknown future. Under this proposed mixed-use redevelopment and reinvigoration, the property will again become a community gathering place and point of pride!

Location / Current Use

The property consists of three (3) parcels which encompasses the majority of the existing Commercial center at the southwest corner of Hayden and Osborn Roads. Three pad building



The Project is Located at the Southwest Corner of Hayden & Osborn

located along Hayden Road are under separate ownership and not a part of this application. The subject site is roughly 7 gross acres (Assessor Parcel No. 130-32-001N, 001T and -001Q) located within the larger, roughly 10-acre commercial center . The site has been and is currently developed as a retail commercial center.

History and Current Outlook

In 1974, the Scottsdale City Council approved the Schrader Ranch Planned Community District and set in place the framework for development of roughly 175 acres located west of Hayden Road between Indian School and Thomas Road. The subject Property, located at the southwest corner of Hayden and Osborn Roads, was included in the plan and noted for commercial uses. Throughout the years, the plan was updated and amended, and area was developed with a variety of uses, styles and development intensities.

In the early 1980's, the Property in questions was developed as a commercial center. Over the next 40 years, the center had to adapt to changing markets and shopping patters – first housing tenants like a Lucky's Supermarket and a Walgreens in the big box spaces and more recently, Big 5 Sports and Office Max. As consumer spending habits have continued to evolve (i.e. online shopping) and the retail market matured (local, boutique and experience driven retail) the center has struggled to remain relevant.



Request

No change is requested to the existing General Plan designation or Character Area Plan designation. In fact, the proposal puts forth a project more in line with those existing designations. The application requests to modify the existing zoning from Planned Neighborhood Commercial, Planned Community District (PNC, PCD) to a Planned Unit Development (PUD) designation to allow for the redevelopment of a mixed-use center with 238 residences and roughly 25,000 square feet of new, commercial retail space.



Conceptual Site Plan with a Mixed-Use Redevelopment and Abundance of Open Space and Relationship to the Adjacent Greenbelt and Commercial Uses (278 units and 25,000 sqft Retail)

Relationship to Surrounding Properties

The Property is located in a well-established area and in proximity to a variety of uses.

- **To the North:** Osborn Road abuts the north end of the Property. Across Osborn is a C-1 zoned, convenience store, R1-7 zoned property developed with the Continental Golf Shop and associated maintenance buildings and R-5 zoned property developed with multifamily condominiums constructed in the late 70's.
- **To the East:** The east edge of the commercial center features three (3) "out" parcels not included with this application and developed with commercial / retail uses including a bank and drive thru and walk up fast-food establishments. The remainder of the site fronts onto Hayden Road. Across Hayden Road are C-1 and C-2 zoned properties developed primarily with stand-alone commercial uses including a car wash, an office building and a restaurant.
- **To the South:** To the south of the Property is C-O zoned land developed with a series of 2 and 3-story office buildings. Additional residential and commercial uses occur further south along Hayden Road.
- **To the West:** To the west of the Property is Continental Golf Course, which is part of the iconic Scottsdale greenbelt. West of the greenbelt are dated, multifamily apartments.

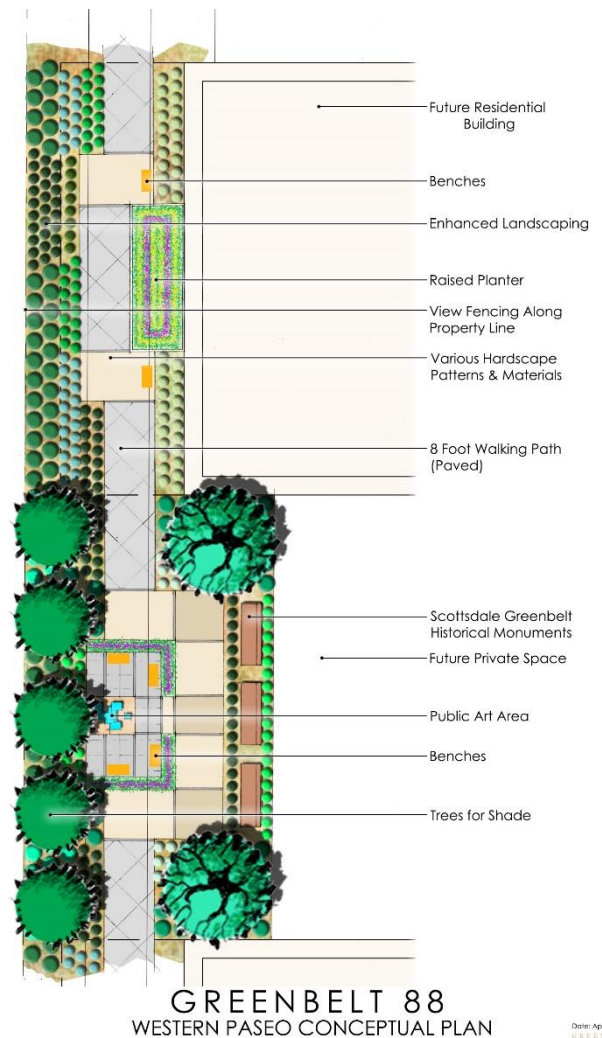
2. Development Plan

The Development Plan calls for a true mixed-use project with 238 residences and roughly 25,000 square feet of ground floor commercial / retail space. The design will place an emphasis on the pedestrian experience and engaging with the greenbelt to the west, as opposed to the current layout which turns its back on this unique, Scottsdale amenity. The site will maintain access points off Hayden and Osborn Roads. The current expanse of asphalt parking will be consolidated into a new, multi-level parking garage. The new garage is integrated into the project and will be fully screened from view, including the east façade which will be screened by three (3) levels of residential units placed upon ground floor retail uses – for a true, vertically mixed-use development. Surface parking will still exist and will be improved with a strategically placed layout and parking throughout the site to help serve some of the retail uses.

The Greenbelt Paseo (Open Space)

One of the highlights of our plan and a gesture of the redevelopment design is the placement of a large pedestrian paseo along the full west and south property lines. **Under the current plan submitted, approximately 30,000 square feet of open space is required. The project will be providing over 2.5 x the requirement with nearly 82,000 square feet of open space!!!** The Paseo, located on private property, will give the public the chance to walk alongside the greenbelt and travel from Hayden Road to Osborn Road in a much safer and enjoyable environment than the street adjacent sidewalks. The Paseo will be lushly landscaped, include various surface paving materials, benches, artwork and/or other monuments and reflection areas.

The Paseo is also designed to specifically attach to the pedestrian / bike path and improvements planned along Osborn Road. Additionally, a large open space plaza is placed at the northwest corner of the site flanked by new retail / restaurant



spaces. The area is envisioned as a gathering place for patrons, passerby's and the neighborhood as a whole to relax, interact with others in a comfortable environment and enjoy the spectacular views.



Open Space Plaza Area Connecting to Paseo Along Greenbelt

First and foremost, the Paseo serves as a transition from the public open space and golf course in the Indian Bend wash, to the residential and retail development of the site. The idea is to visually blur the line between the two open space areas to create one large, oasis-like open space. As such, a solid wall is not provided along this property line. Instead, landscape planting and a view fence are provided along this transition area while still maintaining the visual connection between the two areas. Because of the grade change and layout of the golf course, a direct pedestrian connection from the golf course to the project is not provided. However, the opportunity exists, should the City decide to alter the golf course to allow a path in the future.

Within this open space area, an inviting, 8-foot-wide sidewalk will be provided along the entire length of the Paseo, connecting to the open space plaza to the north, and the sidewalk connecting to Hayden Road along the south property line. These connections provide easy pedestrian access into the Property while also providing an alternative pedestrian route for those not wishing to

walk along the busy roads or traverse through the retail and parking aspect of the development. This sidewalk connection is open to the public and will allow people to experience the beauty of greenbelt.

Character and Context

The architectural character of this project, on both a basis of building design and site design, truly reflects its very specific location in south Scottsdale and adjacent to the greenbelt, one of the most heavily trafficked amenity areas in the valley.

This complex will not be a gated community. Rather, it will be fully open, free flowing and provide for great pedestrian connectivity. The layout of the plan reacts to the City and community desire to occupy and circulate along the western edge of the site, adjacent to the greenbelt and clear vistas of skyline sunsets and the south face of Camelback Mountain. A public open space at the northwest corner of the site accompanies private open spaces along the entire western edge of the site. The building layout is oriented to provide vistas to both public and private patrons. The layout also provides visual connections of the private open spaces to the public walkway and to the greenbelt. This organization of open spaces and pedestrian corridors ensures a highly desirable residential destination along with what will certainly be highly successful retail and restaurant destinations.



Conceptual Site Plan Featuring a Publicly Accessible Western Edge for Views Towards the Greenbelt and Camelback Mountain

In an effort to ensure success of all uses, retail and restaurant functions are located to allow visibility to both the Osborn and Hayden corridors. Residential uses stack on top of the commercial uses to provide a true vertical mixed-use building. This vertical mix of uses was a noted preference from early community input and feedback from the City to create a superior design. The primary orientation of residential units opens up to the west edge to take advantage of the view corridors on the site.

Scale and Proportion of Development

The development site is an existing commercial project on a PNC zoned parcel. The current allowable commercial height is 3 stories, 36 feet plus an additional 18 feet permitted for mechanical screening, for a total height of 54 feet. The majority of the new building is at 3 stories with a small portion of the building at 4 stories and a height of no more than 45 feet plus an allowance of 10 feet for mechanical screening over no more than 30% of the roof. No edges of the site abut a residentially zoned property. Even on edges that front onto public ways, the main mass of the building is set back over 200' with parking and lush landscaping as a foreground. On the Hayden Road frontage, a one-story building reaches out to Hayden to also act as a transition with a lower mass. On Osborn Road, a carport structure placed behind the sidewalk and landscaping mimics the primary building architecture while screening surface parking. Given the size of the site, its length along the greenbelt and its lack of exposure to single family neighborhoods, we feel like the proposed height is appropriate for the development site.

Massing

The massing strategy for this development further enhances its approach to scale. The main layout of the building with east-west oriented “fingers” that reach out from the central mass to the greenbelt functions to both break up the long edge of the site and to allow maximum exposure of units to the stunning vistas from the site. The upper floors facing the greenbelt are also setback to minimize the appearance of mass and create architectural interest. On the main mass of the building facing Hayden Road, the vertical mixture of uses that includes ground level retail helps to articulate a building base in both form and function. In these areas of commercial use, two or three levels of residential stack on top to provide a visually engaging façade with textural variety. Horizontal floor lines are expressed on the residential to serve a dual purpose of reducing apparent mass and providing shade for glazed openings. These horizontal planes also help to delineate a top level to the building. It should further be noted, the overall massing and

floor area has been greatly reduced from the strictly residential proposals previously submitted to the City.

Design of Pedestrian Frontages

The heart of this project is providing a true destination for the neighboring community. Therefore, creating a successful commercial environment and vibrant public gathering spaces relies heavily on addressing pedestrian frontages. Small scale shops and residential amenity spaces populate a large portion of the ground level frontage facing public streets. Storefronts and entrances will provide visual engagement and encourage accessible pedestrian movement and connectivity. These frontages will be addressed from an environmental side with shaded walkways. Lighting, landscape, building surface, scale, texture, hardscape and signage are all addressed to unique and local neighborhood thoroughfares and gathering spaces.

Climatic Response

Based on the climatic location, passive solar exposure mitigation strategies have been implemented into the building design and site plan layout. The floor plans reduce the amount of western façade exposure by creating legs of the building in an east-west orientation so that much of the facades are exposed to north and south solar angles. North and south angles are much easier to mitigate direct solar gain and also help to shade outdoor courtyards. Building design also addressed sustainable practices through balcony and roof overhangs. Also, the removal of large expanses of asphalt parking and service lots that will be replaced with pedestrian walkways also helps to reduce the urban heat island effect.

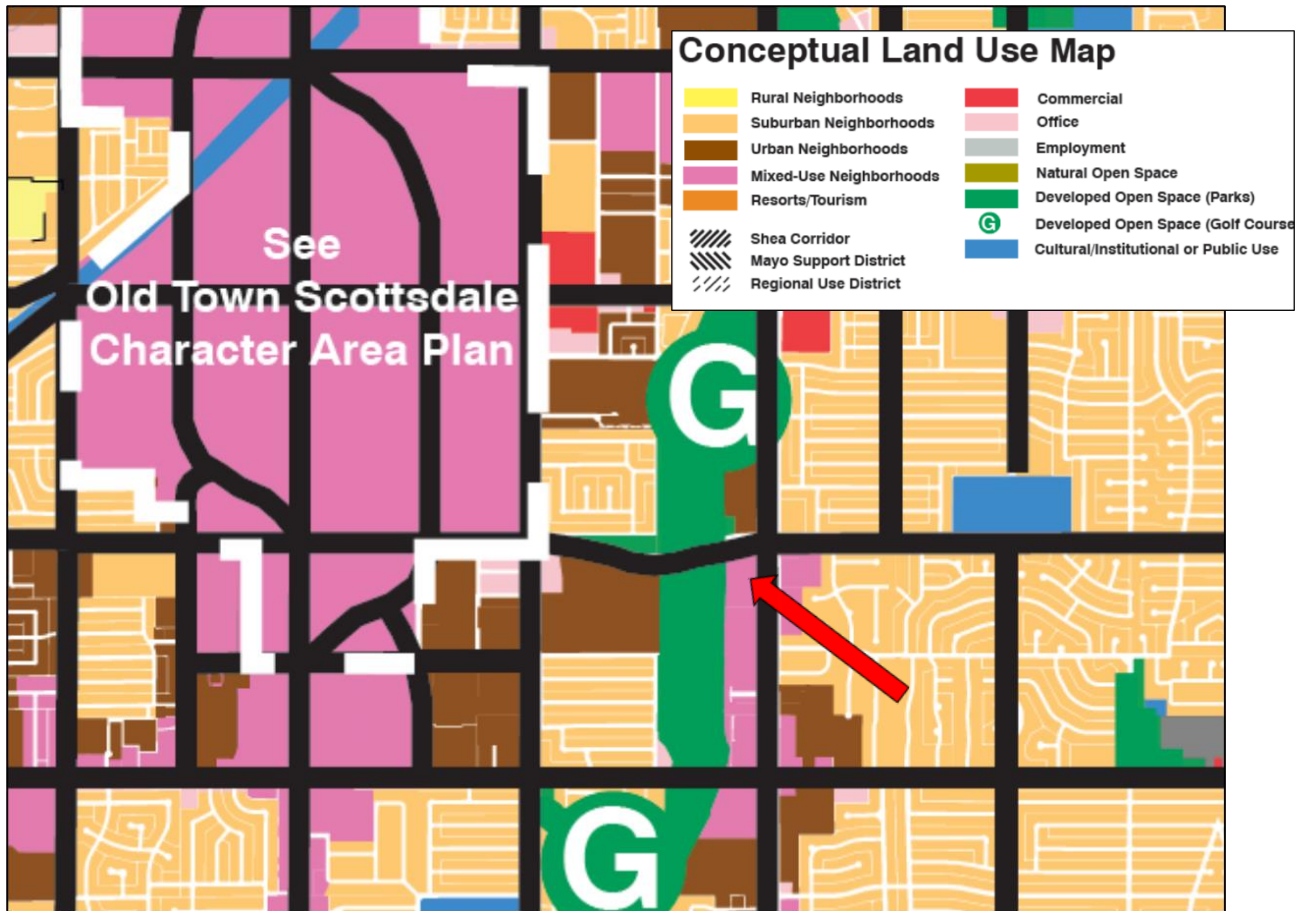
Architectural Details, Materials and Colors

The architectural design of the built environment will respond appropriately to its desert location and the historical context of south Scottsdale. Traditional materials, including slump block or brick, and other masonry units will be integrated into a contemporary palette of composite wood, concrete, metal and plaster finishes. This will combine local textures and materials into a more timeless and updated application. Building program and design elements will also respond to the project location. At retail programmatic locations, building façade materials will provide the appropriate change in scale and visual interest along with overhangs and canopies that create shade. On the residential portions, floor and roof overhangs, balcony extensions and other horizontal and vertical design elements will create shade for glazed portions of the façade.

Changing material texture and orientation will provide variety and visual interest to these parts of the facades as well. Facades will focus on creating depth and variety of visual experience. Desert tones will be used in combination with desert flora tones to provide colorful highlights and break up the monotony of neutrals.

3. Conformance to the General Plan

Designated as a Mixed-Use Neighborhood and Activity Area on the 2001 General Plan, this mixed-use project is a perfect fit for the General Plan’s Goals and Approaches. Below are a collection of some of those goals and policies with which the project aligns.



Character & Design (CD) Element

CD1: Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

- 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 large metropolitan area with a unique reputation, image, character and identity within its regional setting.
 - Relationships to surrounding land forms, land uses and transportation corridors.
 - Contributions to city wide linkages of open space and activity zones.

- *Consistently high community quality expectations.*
- *Physical scale relating to the human perception at different points of experience.*
- *Visual impacts (views, lighting, etc.) upon public settings and neighboring properties.*
- *Visual and accessibility connections and separations.*
- *Public buildings and facilities that demonstrate these concepts and “lead” by example.*
- *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.*

Response: This Goal and associated Policies are core to the Development Plan of Greenbelt88. Early feedback has allowed us to redesign our prior submission to create a new and exciting mixed-use, high-quality residential and retail project for the benefit of the community. Without a major shift to the existing tenant paradigm/ layout/market segment, such uses will disappear - either in full, or by majority, leaving the remainder of the site to flounder. The proposed project responds to the surrounding area character and the specific context of the neighborhood. The layout places an emphasis on embracing the adjacent greenbelt (something sorely missing in the currently layout) and provides access to this area for both visitor and residents. The design also uses appropriate scale with lower structures towards Hayden and Osborn and taller structures pushed back towards the center and southwest quadrant of the site – where 3-story office buildings already exist to the south.. The layout also creates a new, comfortable pedestrian connection between Osborn and Hayden with greenbelt views instead of walking adjacent to the highly traveled Hayden or Osborn Roads.

CD2: Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

- 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.
- 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 is designed to create a truly unique and distinctive place – an “only in Scottsdale” type setting where the community can gather or simply walk along the amazing pedestrian paseo with views to the greenbelt - another unique Scottsdale amenity. The project provides quality design that enhances the unique desert community. Shade, grass and water are vital elements of comfortable design in the southwest desert community. This project, through great site planning, places all three elements in view by providing site lines to the adjacent greenbelt and its lush environment. This is in addition to the on-site design which maximizes shade and pedestrian comfort. Almost as important, a vast expanse of surface parking lot will be removed and consolidated into an on-site parking garage, further confirming with Scottsdale’s Sensitive Design Principles.

Land Use Element

LU3: Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

- Encourage the location of more intense mixed-use centers and regional employment cores along regional networks while incorporating appropriate transitions to adjoining land uses.
- Locate employment uses where impacts on residential neighborhoods are limited and access is available at citywide and regional levels.
- Guide growth to locations contiguous to existing development to provide city services in a cost effective and efficient manner.
- Encourage transitions between different land uses and intensities through the use of gradual land use changes, particularly where natural or man-made buffers are not available.

Response: This development is located along Hayden Road, which is a Major Arterial and north-south transportation link. The development has appropriate transitions to adjoining land uses. The greatest height of the project is pushed towards the southwest quadrant of the site, where 3-story office uses already exist to the south and the golf course exists to the west. Even still, a large, pedestrian pathway buffer is provided to these adjacent uses. The remainder of the site is lower-story buildings which transition well with the commercial buildings along Hayden and the eventual single-family neighborhood to the east. Pedestrian connections throughout the site will help to further integrate the site with the adjacent out parcels within the same center as well as the adjacent properties.

LU4: 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.

- Allow for a diversity of residential uses and supporting services that provide for the needs of the community.
- Ensure the highest level of services and public amenities are provided to the citizens of Scottsdale at the lowest costs in terms of property taxes and travel distances.
- Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.
- Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.
- Maintain a citywide balance of land uses that support changes in community vision/dynamics (established by future community visioning processes) over time.

Response: This goal is an important aspect of this project as the proposal provides all 4 items stated in the goal including: (1) Maintaining a balance of land uses includes preserving commercial uses at this corner. If commercial uses are lost at this corner, which is a real possibility without action, the balance of land uses will be affected. (2) A mixture of housing opportunities is provided by the project residential component. (3) Leisure opportunity is provided by the projects new, pedestrian friendly design and emphasis on quality outdoor gathering spaces. (4) The project helps to provide an economic base by reinvestment in the area and increased potential for sales tax collection from a thriving center. The project will help to maintain a healthy balance of land uses by maintaining and promoting retail and commercial uses at this corner while also providing additional living options.

LU5: 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, cycling and transit) where environmentally and physically feasible.
- Encourage that land uses with the highest intensity be located in areas conducive to alternative modes of transportation.

Response: The project provides and encourages a variety of mobility opportunities and allows for fewer and shorter automobile trips. Mixed-use project, by their definition, provide a variety of uses in close proximity for an easy “park once” experience. The on-site retail and restaurant tenants will now have a built-in consumer base that can easily walk to their businesses. The project provides a live, work play balance at the micro scale (on-site within the development) and the macro scale (a living option located in close proximity to

employment and recreation activities). The area is also serviced by mass transit from City buses and located along a recognized Regional Corridor.

LU6: Promote land use patterns that conserve resources such as land, clean air, water and energy, and serve all people within the community.

- Encourage a variety of compatible mixed-use land uses throughout the city in appropriate locations, allowing people to live, work, play and shop in the same general area.
- Concentrate future development in “growth areas” and other centers of activity, thereby discouraging sprawl, conserving energy, and promoting community identity.
- Integrate land use and transportation policies to promote a decrease in vehicle miles traveled to reduce air pollution and resource consumption, increase interaction among citizens and provide a stronger sense of community.
- Protect and revitalize established areas/neighborhoods by promoting new development and the adaptive reuse of existing community resources that re-energize an area.

Response: The project allows people to live, work, play and shop in the same general area – and for some, in the same specific area. The mixed-use project on an infill site represents the antithesis of sprawl. The project is within walking distance – or an easy bike ride – to numerous employment and recreation areas. The area is also serviced by mass transit from City buses. The integrated land use and transportation options will help decrease the need for vehicular trips, while helping increase interaction among citizens. The new development will be designed to offer more housing options for those that look to live, work, play and shop in the community.

LU7: Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

- Protect sensitive natural features from incompatible development, and maintain the integrity of natural systems.
Incorporate appropriate land use transitions to help integrate into surrounding neighborhoods.
- Focus intense land uses along major transportation networks (such as the Pima Freeway and major arterial streets) and in urban centers (such as Downtown and the Airpark). Less intense land uses should be located within more environmentally sensitive lands.
- Incorporate open space, mobility, and drainage networks while protecting the area’s character and natural systems.

Response: As would be expected for a property located along a major arterial (Hayden Road), some intensity of use is appropriate. In fact, the historic use of the site as a commercial center with a grocer was undoubtedly a more intense use of the site than the current proposed development. Such big box users are renowned traffic generators. The proposed

development represents and appropriate intensity for this site. The project is also designed to sensitively integrate with the surround setting and neighborhoods – in particular, the treatment of the west property line and homage to the Indian Bend Wash (the greenbelt). Although the greenbelt is not a “natural” feature, the project nonetheless incorporates a large building setback, open space and a series of improvements along this frontage. As previously noted, the project opens up to the existing greenbelt and encourages pedestrian use along this key Scottsdale feature. Additionally, the project locates the greatest height towards the existing taller buildings to the south of the site while maintaining lower height uses towards the periphery of the site along the Hayden and Osborn Road frontages.

LU9: Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.

- Incorporate a diverse range of residential and non-residential uses and densities within mixed-use neighborhoods.
- 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).
- Encourage redevelopment that invigorates an area while also respecting the character of adjacent neighborhoods.
- Encourage compact mixed-use, pedestrian oriented development patterns, at urban densities, that limit the demand for parking and unnecessary automobile trips, and support alternative modes of mobility.

Response: This goal and associated policies are perfectly reflected in the proposed project from both a macro and micro level. The project provides a compact, pedestrian focused, mixed-use development that will reinvigorate this dated retail center. The project adds more diversity of residential option and non-residential uses to the larger neighborhood, while simultaneously providing a mix of uses on the subject site. The project provides a residential component specifically designed to support the scale and function of retail/commercial uses on site – in fact, the residential component it what will enable this site to function as a viable retail center in the future. Since roughly 2018, there has been a decline in “brick and mortar” retail nationwide and at this site, as such uses have struggled to stay relevant. The proposed project “right-sizes” the retail use and will breathe new life into the center. The project also provides the specific type of vertical mixed use (residential above retail) as encourage in bullet point two above.

Economic Vitality Element

EV7: Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

- Encourage quality redevelopment in employment areas to provide new jobs, new retail and new entertainment opportunities in the Scottsdale market.
- Encourage and support the renovation and reuse of underutilized or vacant parcels / buildings / shopping centers.
- Enhance the experience for visitors who evaluate the quality of their experience through their visual impressions of the community by revitalizing the mature built environment of businesses and neighborhoods.
- Support and encourage appropriate public and private redevelopment and revitalization efforts in the community.

Response: The project is perfectly aligned with this Goal and associated Policies. The long-term economic well-being of the center is of paramount concern to the neighborhood and City as a whole. Vacant retail centers have a negative trickle-down effect on surrounding land uses and values. This application represents a significant, private reinvestment in the property, and therefore the neighborhood. The redevelopment will help secure the long-term viability and enjoyment of the site for all, as well as provide new jobs and retail amenities for the neighborhood.

Housing Element

HE2: Seek a variety of housing options that blend with the character of the surrounding community.

- Encourage the creation of mixed-use projects as a means to increase housing supply while promoting diversity and neighborhood vitality.

Response: The project represents a mixed-use development that will blend with the surrounding character and provide a much-needed increase in housing supply. Scottsdale has a strong residential market and the project will provide opportunities for those who wish to relocate to, or remain in the area but perhaps are not ready for a purchase commitment or prefer the lifestyle today's Class-A rental communities provide.

HE3: Seek a variety of housing options that meet the socioeconomic needs of the people who live and work here.

- Consider incentives that encourage the development of diverse housing types, including smaller, more affordable units.

Response: The residential component of the project provides additional housing opportunities in the area which is currently dominated by single family homes, condominiums and older apartment complexes. The planned project will include a variety of unit types including two-bedroom, one-bedroom and studios for smaller, more affordable units.

Neighborhood Element

NE3: Sustain the long-term economic well-being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts.

- Encourage a variety of housing densities throughout Scottsdale, with mixed-uses in areas of major employment and transit hubs, to offer greater live-work choices to a broader economic range of households.
- Support and encourage appropriate public and private economic reinvestment in mature, physically and economically declining areas.
- Maintain and create opportunities for quality housing for all citizens. This is a crucial component of Scottsdale's local economy.
- Encourage "green building" techniques and alternatives that incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling in conjunction with revitalization, neighborhood conservation and redevelopment efforts.

Response: The project will help sustain the long-term well-being of the area by means of a large reinvestment and revitalization of the site. The project also encourages a variety of housing densities in a designated Mixed-use area. The site's location is highly visible, and the new development will assist in the effort to enhance and revitalize the experience for both residents and visitors, turning what was formerly a dated development into a new, high-quality mixed-use development. The project will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques. The project will promote the use of energy efficient systems and construction methods.

NE5: Promote and encourage context-appropriate new development in established areas of the community.

- Encourage new development efforts toward existing developed areas in Scottsdale.
- Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.
- Promote existing developed areas of the community as opportune economic development infill sites.

Response: The project represents an infill redevelopment in an established area. The site is located along Hayden and Osborn Roads on a highly underutilized infill site.

Community Mobility Element

CM1: Protect the function and form of regional air and land corridors.

- Maintain Scottsdale’s high development standards. The character of regional corridors in Scottsdale should reflect an image that is uniquely Scottsdale through unified streetscapes, street signage, and public art.
- Enhance the natural beauty and unique character of Scottsdale through design and aesthetics of regional corridors.
- Develop innovative designs to reduce conflict points between various means of travel/user groups while improving the efficiency of the regional links.

Response: Although the application does not control the full property frontage along Hayden Road or Osborn Road, the property frontages still contribute to the unique character and aesthetic of Scottsdale. The Hayden Road frontage provides a large, landscaped buffer and a detached sidewalk in some areas. New trees will be added to the landscape setback along Hayden. A new, decel lane will be installed along Hayden Road to more easily access the site while reducing potential conflict points. The Osborn Road frontage, adjacent to the applicant property, will be improved with a new widened sidewalk and more inviting entry.

CM2: Protect the physical integrity of regional networks to help reduce the number, length and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

- Improve air quality by encouraging live, work and play relationships in land use decisions that reduce the distance and frequency of automotive-generated trips.

Response: This project provides for a live / work and play relationship with a mixed used development (both vertically and horizontally). This helps reduce auto dependency and shortens vehicular trips. The project will also fit perfectly with the Osborn Road bike lane updates that are currently underway. Additionally, the Applicant will be implementing signal improvements at the intersection of Hayden and Osborn, specifically a left turn signal phase, to help address existing traffic issues at this intersection.

Preservation & Environmental Planning

PE10: Encourage environmentally sound “green building” alternatives that support sustainable desert living.

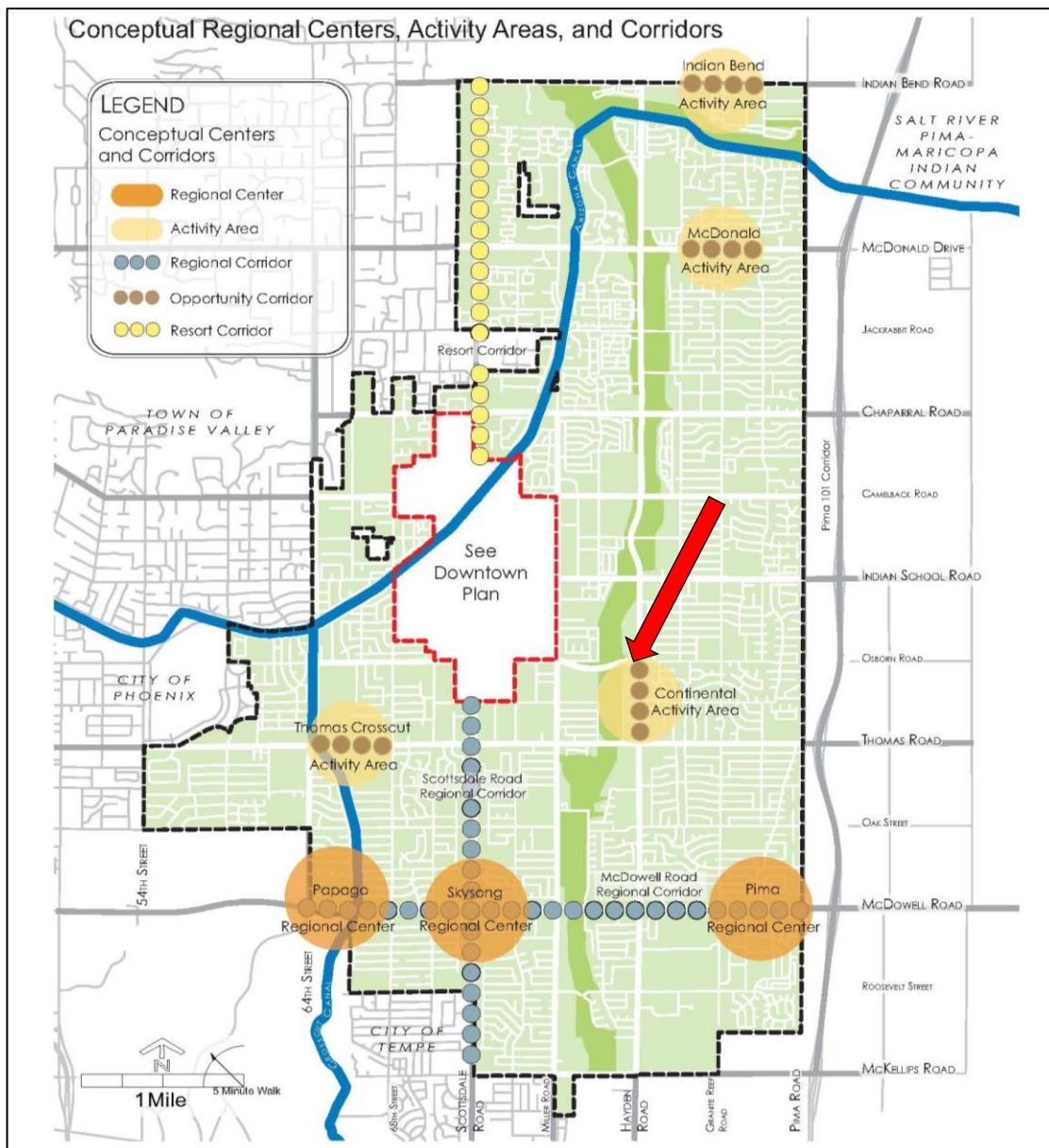
- Incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling of buildings.

- Encourage “green building” techniques and alternatives in conjunction with revitalization, neighborhood conservation and redevelopment efforts.
- Protect and enhance the natural elements of all development sites.
- Improve the energy efficiency of the building envelope, equipment, and appliances.
- Use low impact building materials.
- Integrate water-harvesting techniques into site planning and design where appropriate

Response: The project will utilize green building strategies including building orientation, passive solar design, natural daylighting, and passive cooling techniques. The project will promote the use of energy efficient systems and construction methods.

4. Conformance With Southern Scottsdale Character Area Plan

The Southern Scottsdale Character Plan has a goal *“To maintain the positive attributes of Southern Scottsdale and seize new opportunities for the area,”* and in order to make that happen it recommends *“the public and private sectors should explore innovative development ideas, encourage land use and development flexibility, and provide a coordinated approach to local and regional development and economic revitalization”*. There are many ways in which this proposed mixed-use project aligns with that vision. Below are a cross section of goals and policies with which this project aligns with the goals of the Southern Scottsdale Character Area Plan.



Located within the Southern Scottsdale Character Area Plan along a Regional Corridor

1. Land Use, Growth & Activity Areas

Goal LU 1: Promote residential reinvestment and revitalization through regulatory flexibility.

- **Policy LU 1.2.** Encourage new residential development and revitalization that complements the established urban form.
- **Policy LU 1.3.** Provide flexibility in residential mixed-use development standards to encourage revitalization of properties within higher density areas of Southern Scottsdale.

Response: The project exemplifies new residential, mixed-use development and revitalization. An underutilized and aging site will be transformed into a vibrant development that is full of activity and new residents helping to stimulate the local economy. The proposed PUD standards will aid in creating the density needed to make the project economically feasible and provide the opportunity for the sorely needed mixed-use development in the South Scottsdale area.

Goal LU 2: Create a hierarchy of regional, opportunity, and resort corridors to guide future land use, development and redevelopment throughout Southern Scottsdale.

- **Policy LU 2.2.** Opportunity Corridors consist of moderate intensity development and exist only within General Plan designated Activity Areas. These corridors will contain:
 - A mixture of land use classifications including mixed-use neighborhood;
 - A number of medium to low scale vertical and horizontal mixed-use developments; and
 - Additional residential density to compliment Activity Area land uses.

Response: The Property is located within a designated “Activity Area” and along a designated “Opportunity Corridor.” As such, the project provides the desired mixture of uses and does so in the preferred, mixed-use layout. The project also provides additional density to compliment the activity area.

Goal LU 3: Promote revitalization, reinvestment, and development along Southern Scottsdale’s Corridors.

- **Policy LU 3.1.** Create and encourage the utilization of flexible land use regulations as incentives for reinvestment and new development along Corridors.
- **Policy LU 3.2.** Promote a mix of housing located along Corridors and as part of designated Regional Centers and Activity Areas.
- **Policy LU 3.3.** Encourage the assembly of smaller, fragmented properties to create larger, mixed-use opportunities along Corridors.

- **Policy LU 3.4.** Explore a Planned Unit Development (PUD) District Ordinance amendment to assist in alleviating property parcel size and shallow lot development constraints found along Southern Scottsdale Corridors.
- **Policy LU 3.5.** Pursue increased private sector participation in the provision of public amenities along Corridors when development standard flexibility is requested.
- **Policy LU 3.6.** Encourage a diversity of new development, redevelopment, and infill projects that incorporate vertical and horizontal mixed-use development along Southern Scottsdale Corridors.

Response: Again, the property is located along a recognized Corridor. The project accomplishes several of the above goals including encouraging reinvestment and new development, creating a mix of housing and encouraging the assemblage of two smaller parcels. It also serves as a prime example of an urban infill project that is incorporating both vertical and horizontal mixed-use development in the South Scottsdale Corridor. The development is located just down the block from the thriving, downtown Scottsdale Medical campus and will provide perfect housing options for that growing employment base in addition to the nearby and thriving SkySong Innovation Center. The site is also ideally located with convenient freeway access.

Goal LU 5: Create Regional Centers and Activity Areas to guide future land use types and intensities throughout Southern Scottsdale.

- **Policy LU 5.4.2.** The Continental Activity Area (located between Osborn Drive and Thomas Road on Hayden Road) should include professional and medical offices, service-related uses, commercial, locally owned and/or corporate restaurants, and additional multi-family housing. This Activity Area should encourage development, through site orientation and access, to embrace its unique location fronting along Indian Bend Wash.

Response: The proposed project perfectly encapsulates this goal and policy. The project includes service-related uses, commercial uses and locally owned or corporate restaurants and additionally multifamily housing. Furthermore, the project is completely designed to, as the policy states, “...embrace its unique location fronting along Indian Bend Wash.” The project is designed to fosters views and connections to the adjacent greenbelt and, in some ways, blur the line between the open space of the greenbelt and the open space of the project.

Goal LU 8: SUPPORT A DYNAMIC RANGE OF LAND USES ADJACENT TO INDIAN BEND WASH THAT PROMOTE, ENHANCE AND ENGAGE THIS PRIMARY OPEN SPACE AMENITY.

- **Policy LU 8.1.** Encourage the revitalization of commercial and office land uses along Indian Bend Wash to promote new recreational, entertainment, and housing options on sites which are immediately adjacent to this primary open space amenity.

- **Policy LU 8.2.** Encourage properties that redevelop adjacent to, or in close proximity of, Indian Bend Wash to incorporate site orientation and access that takes advantage of their location next to this amenity.

Response: Once again, the planned project completely encapsulates this Goal and associated Policies. The project provides a range of land uses that promote, enhance and engage with the greenbelt as an open space amenity. The project revitalizes a commercial use adjacent to the wash and is designed purposely to be oriented toward and take advantage of this amenity. The project is designed to fosters views and connections to the adjacent greenbelt and, in some ways, blur the line between the open space of the greenbelt and the open space of the project. Seating options will also be provided along this Paseo area to further encourage engagement with this amenity.



Views From the New Paseo and Plaza Towards the Greenbelt and Camelback Mountain

2. Character and Design

Goal CD 2: The character and design of mixed-use and commercial development should accommodate a variety of land uses, engage pedestrians, and extend indoor spaces to the outside.

- **Policy CD 2.1.** Encourage pedestrian-oriented site design for new and revitalized development within Corridors, Regional Centers, and Activity Areas.

- **Policy CD 2.3.** Within Corridors, Regional Centers, and Activity Areas, locate new development along the street and provide parking immediately behind the building area.
- **Policy CD 2.4.** New development and redevelopment should provide a diversity of design by accommodating a mix of land uses both vertically and horizontally.
- **Policy CD 2.5.** Encourage both dedicated and publicly accessible open spaces within private developments to function as extensions of indoor spaces into outdoor areas.

Response: The propose mixed-use project features pedestrian oriented site design and extends indoor spaces to the outside. A public open space at the northwest corner of the site will feature adjacent restaurant uses with associated patios and the entire western edge of the site features pedestrian oriented open space, visually connected and oriented towards the greenbelt. The project also provides the desired diversity of design by including mixed-use development in both vertical and horizontal layout. Again, previous redevelopment concepts on this site removed all the retail and proposed nearly 390 residential units. This proposal provides a more appropriate mixture with 238 residences and roughly 25,000 square feet of retail space.

Goal CD 5: Maintain, protect and enhance the character, quality and connectivity of the public realm and open space areas.

- **Policy CD 5.4.** Encourage plant placement that maximizes shade opportunities in pedestrian spaces, parking lots, and streetscape environments.

Response: Public realm and open space areas are a major priority for this revitalization. The most visible gesture is the pedestrian paseo along the west edge of the property and the large courtyard gathering area near the northwest corner of the site. The project also enhances the character of existing open space (the greenbelt), by orienting aspects of the project towards this amenity. This is vastly different than the current layout which provide back of house views and operations towards the greenbelt.

Goal CD 6: Promote, plan and implement design strategies that are sustainable.

- **Policy CD 6.1.** Encourage compact development design along Corridors and in Regional Centers and Activity Areas to help reduce travel distances, encourage walking and cycling, and stimulate public transit use.
- **Policy CD 6.2.** Encourage building design, orientation, and layout that reduce energy consumption.
- **Policy CD 6.3.** Develop adaptable and sustainable building design strategies that could accommodate future innovative energy and environmental technologies as they become commercially viable.

- **Policy CD 6.4.** Encourage the use of sustainable design principles for remodeling and new development projects to mitigate building construction and operational impacts on the environment.

Response: The design of the project is compact in nature and creates new housing opportunities that will reduce travel distances and encourage walking, biking and public transit. The entire site is designed and oriented to be as sustainable as possible and create passive shading and cooling opportunities. The removal of large areas of asphalt surface parking in favor of a multi-level garage also helps reduce the heat island effect.

Goal CD 7: Protect low-scale single-family neighborhoods within Southern Scottsdale by utilizing landscape buffers and transitional building forms, shapes, and sizes in the design of new development and redevelopment.

- **Policy CD 7.1.** Encourage architectural and design transitions between new development and existing development.

Response: The vast majority of the site abuts commercial uses or a major roadway. The site layout places the greatest height towards the southwest quadrant of the site where existing 3-story office buildings exist directly south. Placing the residential component near the greenbelt is also in keeping with other residential projects to the north and south which face on to the greenbelt. The remainder of the site is lower in height to transition to lower height uses in the area.

3. Community Mobility

Goal CM6: Mitigate the impacts of Southern Scottsdale's vehicular traffic on adjacent residential neighborhoods.

- **Policy CM 6.2.** Maintain appropriate traffic flow on major and minor arterials to minimize traffic impacts in residential areas.

Response: Existing traffic issues have been brought to the Applicant's attention regarding the intersection of Hayden and Osborn Roads. To help alleviate these issues, the Applicant will be implementing signal improvements, at a significant expense, at the intersection, specifically a left turn signal phase. This improvement will help to address some of the existing traffic issues and will further help with the flow of traffic. The project is also ideally located at an arterial intersection without direct connections to residential neighborhood and therefore does not encourage neighborhood traffic.

4. Open Space & Recreation

Goal OSR 3: Continue to Maintain and Enhance Indian Bend Wash as a Primary Open Space Resource that Provides for Community and Regional Recreation Needs.

- **Policy OSR 3.2.** Evaluate a change in land use and development orientation on properties adjacent to the Indian Bend Wash to promote interplay of complementary activities such as dining, recreational/rental facilities, and social gathering spaces.

Response: The project perfectly aligns with this Goal and Policy. The redevelopment of the site places an emphasis on interaction with the greenbelt, including the provision of gathering spaces and dining options with a visual connection and interaction with the greenbelt. These areas are accessible to the public, creating a neighborhood amenity that currently does not exist. Numerous benches will be placed along the open space corridor for those who wish to sit and enjoy the views to the west.

Goal PE 2: Mitigate the Urban Heat Island Effect.

- **Policy PE 2.1.** Continue to examine new and reinvestment development plans to identify strategic landscape opportunities for passive building cooling and to provide shaded pavement in parking lots and on streets.

Response: The project removes a large expanse of asphalt surface parking and replaces it with a multi-level parking garage, new buildings and landscaping and open space. All factors which can help to mitigate the heat island effect. New landscape plantings throughout the project also help the cooling effect. Trees will be planted in key areas throughout the project and especially along the western boundary to provide shade along the new paseo.

5. Preservation & Environmental Planning

Goal PE 1: Promote conservation and sustainability within neighborhoods.

- **Policy CD 7.1.** Encourage compact development to reduce auto dependency and parking requirements, encourage multi-modal transportation options, provide open space, and facilitate pedestrian mobility.

Response: Designed as a true, mixed-use development, the project provides for a compact mix of uses that encourage the reduction of auto dependency. The project also provides meaningful open space in the form of a new, patio gathering area and a pedestrian pathway along the greenbelt which helps facilitate pedestrian mobility.

Goal PE 2: Mitigate the Urban Heat Island Effect.

- **Policy PE 2.1.** Continue to examine new and reinvestment development plans to identify strategic landscape opportunities for passive building cooling and to provide shaded pavement in parking lots and on streets.

Response: The project removes a large expanse of asphalt surface parking and replaces it with a multi-level parking garage (which is fully screened from view), new buildings and landscaping and open space. All factors which can help to mitigate the heat island effect. Trees will be planted in key areas throughout the project and especially along the western boundary to provide shade along the new Paseo sidewalk. New trees will also be added to the landscape setback along Hayden Road.

5. Planned Unit Development Conformance

The Planned Unit Development (PUD) district promotes a mixed-use development pattern (horizontally or vertically) and recognizes that strict adherence to traditional development standards found in most zoning districts may be an impediment to such a challenging development typography. The project is a true, mixed-use development which perfectly aligns with the goals of the PUD district. The constraints of a standard zoning district would inhibit the quality and feasibility of development. The site is not well-served as a full, large sized commercial center and the introduction of residential density is key to a quality revitalization.

It should be noted, the development fully adheres to the provisions of the PUD ordinance except for setback provisions made near-impossible due to the additional “out parcels” within the larger center. Per PUD Ordinance Section 5.5005.E, an average setback of 32-feet is required where commercial uses occur on the first floor. This would be a requirement along both Hayden and Osborn Road frontages. Given the unique shape of the property under consideration with this application, an average setback of 166-feet is provided along Hayden (with a maximum setback of 210-feet) and an average setback of 185-feet is provided along Osborn Road (with a maximum setback of 235-feet).

Hayden Road

- Average 166'
- Maximum 210'

Osborn Road

- Average 185'
- Maximum 235'

This is the only Amended Development Standards requested or required for this project.

The criteria to establish a Planned Unit Development (PUD) zoning district, as outlined in Section 5.5003.A of the PUD Ordinance has been met as follows:

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

Revitalization is at heart of this application. In fact, the primary request is to rezone the site so the ailing center can be revitalized by a substantial reinvestment by the owner. The center, in order to survive as a commercial center, must be revitalized. As outlined in this narrative in Chapter 3 *Conformance to the General Plan* and Chapter 4 *Conformance to the Southern Scottsdale Character Area Plan*, it directly aligns with the goals, policies and design guidelines as requested.

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

The property was zoned to PNC in the 1970's and, although appropriate at the time, modern, mixed-use development require more flexibility. The current PNC zoning severely restricts the potential number of residential units. The insertion of residential density, and the associated purchasing power of that density, is what will drive the successful revitalization of this site. Additionally, by a strict interpretation of the Ordinance, the current zoning only allows 36 feet of building height, however, 18 feet of additional height is permitted for appurtenances, bringing the total closer to 54 feet. By contracts, the requested PUD allows for 48 feet of building height and only 10 feet of appurtenances. So, while the actual height to the passerby is basically the same, the existing zoning development standards would not permit the fourth story which is required for the residential component of this revitalization. In order to comply with many of the land use goals outlined in the Southern Scottsdale Character Area Plan, primarily the provision of flexibility for residential mixed-use development standards to encourage revitalization, the existing zoning district must be changed.

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

The proposed development will be compatible with adjacent land uses, which feature commercial, office, single-family and multifamily apartments and condominium uses. While the property does not directly abut a single-family residential neighborhood, such neighborhoods do exist in the vicinity. The revitalization of the site will definitely help to stabilize the integrity of the neighborhood by providing a significant reinvestment that beautifies the site and provides a community asset.

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

The City will evaluate existing and needed infrastructure and where necessary, the development will provide upgrades to ensure there is adequate capacity to serve the development.

e) The proposal meets the following location criteria:

a. The proposed development is not located within any area zoned Environmentally Sensitive Lands Ordinance (ESL) nor within the boundaries of the downtown Area:

The proposed development is not located within any area zoned ESL or within the boundaries of the downtown area.

b. The proposed development fronts onto a major arterial and/or major collector street as designated in the Transportation Master Plan:

As can be seen on the Recommended Street Functional Classification from the Scottsdale Transportation Master Plan, the proposed development fronts onto Hayden Road and Osborn Road which are designated as a Major Arterial and Major Collector respectively.

Planned Unit Development request must be approved with a Development Plan which must be reviewed by the Development Review Board. The project adheres to, and exceeds the standards for Development Review Board consideration including:

1) The design contained in the DP is compatible with development in the area that it may directly affect and the DP provides a benefit to the city and adjacent neighborhoods.

The design is highly compatible with development in the area. The property is located along a major arterial (Hayden) with a well-established precedent of commercial and multi-family uses. Height in the area is typically pushed back from Hayden Road towards the greenbelt. The project continues this trend by maintaining (and improving) a large, landscaped setback along Hayden Road, followed by lower, single-story commercial buildings. Buildings are also pushed back from the Osborn Road frontage to maintain the current feel of that street. The taller aspects of the project (which only top out at 45 feet) are positioned in the southwest quadrant of the site - far back from Hayden and Osborn Roads and closer to the existing, taller office buildings south of the site. In fact, the tallest buildings of the project are nearly two (2) football fields away from the closest single-family home (on the opposite side of Hayden Road) and will be completely imperceptible.

The Development Plan provides great benefits to the neighborhood and the City as a whole by providing a fully reinvigorated center designed to become a community gathering place for decades to come. These benefits include the provision of nearly double the amount of required open space (30,000 sqft required – 57,000 sqft provided) with the majority of this space dedicated to a new public plaza and Paseo walkway. The community will now be able to enjoy spectacular views of the greenbelt and Camelback Mountain from publicly dedicated space on this private property. Patrons can relax on a restaurant patio or on a Paseo bench while taking in the views and interacting with others.

2) The DP is environmentally responsive, incorporates green building principles, contributes to the city's design guidelines and design objectives, and that any deviations from the design guidelines must be justified by compensating benefits of the DP.

The Development Plan is environmentally responsive. The first, and often most important, component is the redevelopment of an infill-site and doing so in a mixed-use manner. This has a vast impact on minimizing vehicular trips and resources while taking advantage of mass transit options. The redevelopment also removes a swath of asphalt surface parking lot and condenses the spaces into a new parking garage – helping to mitigate the heat island effect. The Development Plan also features a variety of passive and design-based climatic responses including building orientation, and abundance of shade-creating balcony and roof overhangs and landscaping. The project will also utilize energy efficient systems and construction methods.

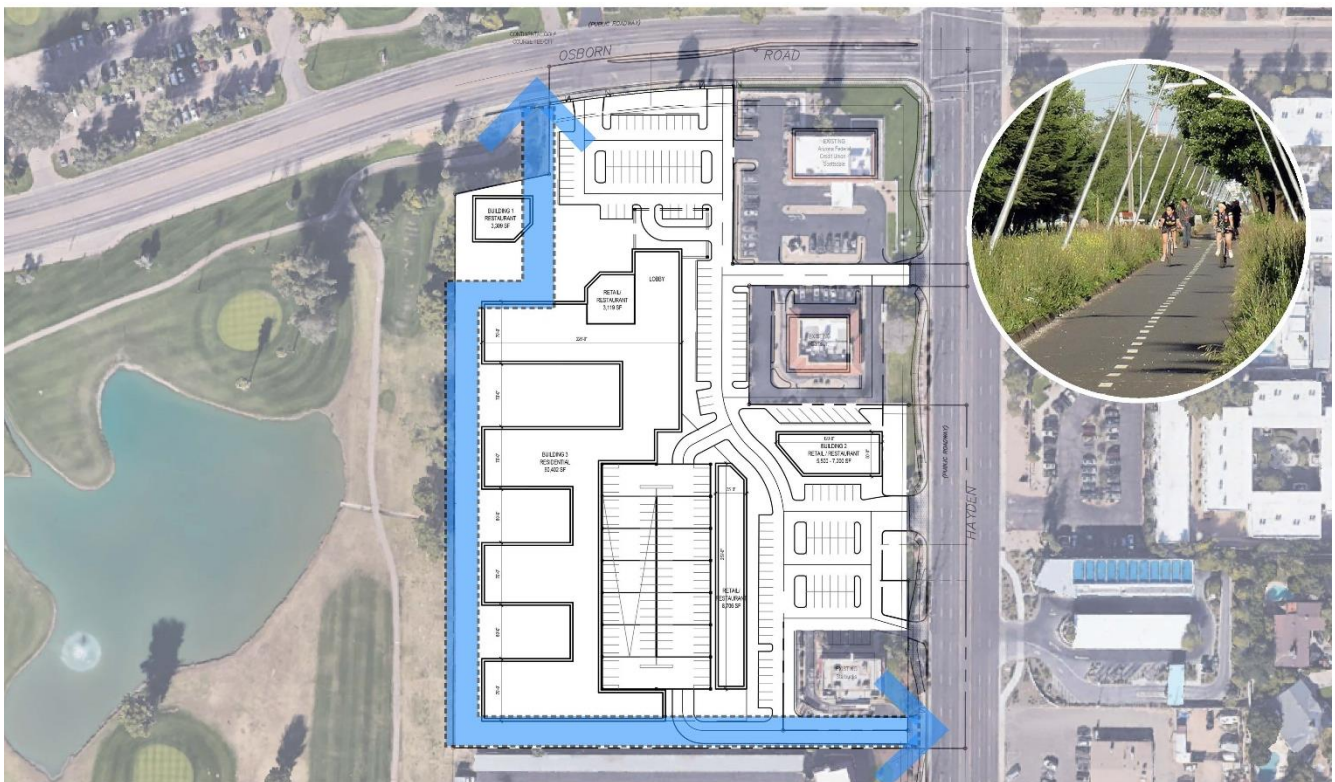
- 3) The DP will not significantly increase solar shading of adjacent land in comparison with a development that could be developed under the existing zoning district.**

No significant solar shading of adjacent land will occur with this Development Plan. Any height within the project is well positioned and far setback from the property perimeter. Purposeful shading will be provided within the project as well as along the west property line to maximize pedestrian comfort along the Greenbelt Paseo.

- 4) The DP promotes connectivity between adjacent and abutting parcels, and provides open spaces that are visible at the public right-of-way and useful to the development.**

This criterion is at the heart of this redevelopment proposal. The project provides nearly double the required amount of open space (30,000 sqft required – 57,000 sqft provided)! This includes a large, open space plaza placed at the northwest corner of the site that is flanked by new retail / restaurant patio space. This plaza, which will be dedicated to public use through an easement or license agreement with the City, is envisioned as a gathering place for patrons, passerby’s and the neighborhood as a whole to relax and interact with others in a comfortable environment while enjoying spectacular views.

The project also promotes connectivity by providing the Greenbelt Paseo, a landscaped and amenitized pathway dedicated for public use along the full western edge of the site.



The New Paseo Will Allow for Pedestrian Connectivity Along the Greenbelt

The Paseo connects to the Osborn Road sidewalk (and new bike path improvements) to the north as well as to Hayden Road to the east – providing a much more enjoyable pedestrian experience than traversing along the car-heavy Hayden Road frontage. A series of pedestrian pathways and connection are also provided within the interior of the site.

6. Scottsdale Sensitive Design Principles Conformance

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 purpose of the planning and building design of this project is to be context appropriate in both ways. The site plan acts to engage the community with greenbelt access and the creation of a new, vibrant public space. The building design is sensitive to the building program and location along the greenbelt by employing a massing strategy that breaks up the building and provides vistas for most units. The materials used will honor the history of the residential built environment and also reflect the natural, lush backdrop of the site and frontage on both Hayden Road and the greenbelt. Mature landscaping exists along the perimeter of the site along Hayden and Osborn and will be maintained and enhanced where appropriate.

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

Response: The urban location and existing commercial development does not have protected natural features or established vistas. The siting and orientation of the new development will generate new vistas that honor the greenbelt, western sunsets and unabated views to Camelback Mountain. These vistas will be available to private residences through open courtyards and to the public via ground level access on the west side of the property. The entire west and south side of the property has been designed to allow public access with greenbelt views and a more comfortable pedestrian pathway than the street-adjacent sidewalks.

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

Response: As an already developed, urban location, the current topography of the property is generally flat and minimal landscaping occurs. The new development will

provide an enhanced public corridor and landscape connection to the greenbelt on the western edge of the property. The development will only serve to reconnect the site to the surrounding context. The project is also sensitive to the existing landscape provided in the adjacent greenbelt and, as such, will be providing complimentary landscaping along this property boundary to help blur the line between properties.

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

Response: As an already developed, urban location, there are currently no natural habitats to preserve or restore. We hope that with the reduction of non-pervious surfaces, along with a greater connection with the existing, larger landscape corridor to the west, will help preserve any beneficial ecological processes and/or habitats.

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: This is a key component of Greenbelt88. This development will drastically enhance the public realm by providing a new, publicly accessible paseo along the greenbelt and new public gathering space that opens up to greenbelt and Camelback Mountain vistas. The project will also build a new mixed-use streetscape lined with viable retail shops and residential amenity spaces and maintaining the lush public street edges in their current state. All new and enhanced public spaces will consider the appropriate scale and number of furnishings and the placement of public art in a variety of forms.

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 project encourages alternative modes of transportation by several means. At the most basic level, but perhaps most impactful, the mixed-use nature of the project and the choice to redevelop an infill site, reduces reliance on vehicular travel. The new commercial uses will have a built-in customer base from the new on-site residents. These residents can easily walk to the services and amenities provided. Furthermore, bike racks will be provided for the commercial uses and the residential component will likely feature internal bike storage for residents. This development will retain all bus service access points and make crucial additional connections by providing access to the greenbelt along the west side of the site as a corridor for bikes and pedestrians to have an alternate way to circulate the site and connect from Osborn to Hayden in lieu of the sidewalk and street

light. The project will be a perfect compliment to the Osborn Road pedestrian and bike lane improvements currently underway.

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

Response: Another key goal and design aspect of the project. All new pedestrian pathways will consider scale and environmental comfort through a combined use of building mounted canopies, building mass shading, and tree canopies. Our intent is to provide pedestrian pathways that are enjoyable to occupy at all seasons of the year. The new paseo along the western and southern property boundaries are a direct consideration for the pedestrian, whether visiting the site, living on site or simply walking through the site.

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

Response: The building layout has been broken up to reduce the apparent mass on the west edge by implementing an east-west orientation and opening private amenity spaces to the west. The mass of the garage is wrapped with a mix of uses including residential and retail. Based on a vertical mix of uses within the buildings, the ground level will be expressed differently on a number of facades. This will assist in breaking up building massing and reducing visual impact. Vehicular and pedestrian entries to the building will also be highlighted through multi-story design elements and material changes to highlight entry points to the project.

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

Response: The design of the built environment will respond appropriately to its climatic location and its historical contextual location within south Scottsdale. Traditional materials including slump block and other masonry units will be integrated into a contemporary palette of composite wood, concrete, metal and plaster finishes. This will combine local textures and materials into a more timeless and updated application. Building program and design elements will also respond to the project location. At retail programmatic locations, building façade material will provide the appropriate change in scale and visual interest along with overhangs and canopies that create shade. On the residential portions, floor and roof overhangs, balcony extensions and other horizontal and vertical design elements will create shade for glazed portions of the façade. Changing material texture and orientation will provide variety and visual interest to these parts of the facades as well.

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

Response: Passive solar exposure mitigation strategies have been implemented into the building design and site plan layout. The floor plans reduce the amount of western façade exposure by creating legs of the building in an east-west orientation so that much of the facades are exposed to north and south solar angles. North and south angles are much easier to mitigate direct solar gain and also help to shade outdoor courtyards. Building design also addressed sustainable practices through balcony and roof overhangs. Also, the removal of large expanses of asphalt parking and service lots that will be replaced with pedestrian walkways also helps to reduce the urban heat island effect.

11. Landscape design should respond to the desert environment by utilizing a variety of mature landscaping and preserving native plants.

Response: The landscape palette will reflect the desert sensitive species that are appropriate and thrive in our local climate. Variety of trees and supplemental plantings will be used to highlight differing zones of the project and define major public spaces and thoroughfares. Landscape materials will primarily consist of trees, shrubs and cacti that are indigenous to the area and that complement the local desert environment. The character of the area has been established through prior development. The landscaping for the planned development will utilize the same overall landscape character as what currently exists. Plantings will also enhance the character of the new development, as well as emphasize the current landscape character. The landscaping will complement the built environment by providing accent color and texture to the planned structures. The landscaping will also provide shade relief and soften hard edges. Mature perimeter landscaping will remain and/or be enhanced including the Hayden Road berms. Trees will be planted in key areas along the western boundary to provide shade along the sidewalk. Colorful shrubs and groundcovers will be planted along the ground plane to help soften and cool the area. Plantings adjacent to the building will be proper in scale and compliment the architectural character of the building. Pockets of turf or artificial turf may be located in key areas to help add green space to the development. Numerous benches will be placed along the open space corridor for those who wish to sit and enjoy the views to the west.

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

Response: Planting species and pavement selection will reflect sensitivity to the desert climate and strategies to reduce usage of water. Water features will be used judiciously

in higher pedestrian activity areas to highlight public gathering areas and enhance a cooling effect for those spaces. Large open bodies of water will not be utilized. Small, human scale water features may be used in limited locations for aesthetic purposes for enhancing public spaces. Water may be used in private spaces for the purposes of recreation (swimming pool) or small fountains for passive recreation and aesthetics. The landscaping will utilize native and drought tolerant plant material and preserve native plants wherever practicable.

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

Response: Lighting fixture selection and illumination levels will be appropriately designed to support the comfort and safety of the development and enhance the pedestrian focal points and gathering spaces. A hierarchy of illumination levels coupled with dramatic lighting techniques will be the tools used to achieve this.

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

Response: Signage will be designed to respond differently and appropriately for each of the mix of uses on the site. For retail, signage will appeal to visibility to parking areas and also legibility and exposure along pedestrian traffic areas. Residential signage will reflect the contemporary design of the building and support entry points of the user experience. Parking garage signage will function to tastefully direct traffic to entry points to support ease of maneuverability of the site.

7. Conclusion

The process to get to the development plan proposed in this application has been a slow and deliberate one undertaken by an Ownership entity of 18 years that truly wants to reinvigorate a struggling center. The process to this point has not been rushed. Rather, it has been a meticulous (and expensive!) process to completely redesign based upon City and community feedback – while still acknowledging the realities of market conditions. The Development Plan presented with this application will breathe new life into an aging center while saving this corner as a commercial, community asset for decades to come. Unlike previous proposals and concepts for this site that were strictly residential, this proposal is a true, mixed-use redevelopment that maintains and improves retail and commercial uses, while adding residences to activate and engage the site. The result is a vastly improved shopping experience and gathering space for the community. As demonstrated in the narrative, the project is in conformance with the City of Scottsdale’s General Plan and the Southern Scottsdale Character Area Plan, as well as numerous other City documents and policies.