

- 1. Introduction**
- 2. General Plan Conformance**
- 3. Southern Scottsdale Character Area Conformance**
- 4. Conclusion**

1. Introduction

Request & Purpose

This application requests a rezoning from Commercial Office (C-O) to Neighborhood Commercial (C-1) and a concurrent minor General Plan Amendment from *Mixed-Use Neighborhood* to *Commercial*. The purpose of this request is simply to update the zoning designation for this small parcel to be more in line with its corner location and the remainder of the commercial center it functions in unison with. The existing buildings will remain (no redevelopment is planned) however an assortment of site improvements including increased landscaping and pedestrian related improvements will occur.

The request will enable the Property owner to market to more appropriate tenants and desired uses which are already permitted on the remainder of the center, but not afforded to this site because of the antiquated C-O zoning designation. For example, “retail” and “home furnishing shops” are not currently permitted on the Property – but strangely enough, they are permitted just a few feet away in the remainder of the commercial center with which the Property shares access with. This application will correct this anomaly and allow for new investment, improvements and tenant options for the Property.

Location & History

The roughly 1.2-acre property is located at 6500 N. Scottsdale Road, (APN No. 174-57-004B), situated at the northwest corner of Scottsdale Road and Lincoln Drive (the “Property”). In the early 1980’s, this small Property was part of a larger, 8-acre corner that was all zoned C-O. Over time, the zoning was updated on the rest of the corner to allow for new uses and redevelopment. This small corner site however maintained the outdated C-O designation. There are currently two building on site totaling roughly 15,000 square feet. Again, these buildings will remain as they are today, and only minor cosmetic improvements are planned.

Relationship to Surrounding Properties

- **To the North:**
Located directly to the north is the remainder of the commercial center which features restaurants, a hair salon, clothing and other retail and service shops. A shared access drive connects this site to the Property in question. The site is zoned Planned Unit Development (PUD). The PUD allows uses permitted in the PRC zoning district.

- **To the West:**
To the west of the Property is a four (4) story multifamily residential development (The Lincoln) which is also included in the existing PUD for the commercial center to the north.
- **To the East:** Scottsdale Road abuts the east edge of the property. Across Scottsdale Road is the El Dorado Square commercial office complex. Zoning is C-O.
- **To the South:** Lincoln Drive abuts the south edge of the Property. Across Lincoln Drive is the commercial shopping center (Lincoln Plaza) which is zoned C-2.



The Project is Located at the northwest corner of Scottsdale Road and Lincoln Drive adjacent to other commercial uses

2. Conformance to the General Plan

The General Plan designation of the Property will be changed from Mixed-Use Neighborhood to Commercial. Per the 2035 General Plan Amendment Criteria, such a change is considered a Minor amendment.

		CHANGE IN LAND USE CATEGORY						
		To Category:						
From Category:		A	B	C	D	E	F	G
		Natural Open Space	Developed Open Space	Rural Neighborhoods	Suburban Neighborhoods Cultural/Institutional or Public Use	Urban Neighborhoods	Resorts/Tourism	Commercial Employment Mixed-Use Neighborhoods
A	Natural Open Space	-	Major	Major	Major	Major	Major	Major
B	Developed Open Space	Minor	-	Major	Major	Major	Major	Major
C	Rural Neighborhoods	Minor	Major	-	Major	Major	Major	Major
D	Suburban Neighborhoods	Minor	Minor	Minor	Minor	Major	Major	Major
	Cultural/Institutional or Public Use							
E	Urban Neighborhoods	Major	Minor	Major	Minor	-	Minor	Major
F	Resorts/Tourism	Major	Minor	Major	Minor	Major	-	Major
G	Commercial							
	Employment	Major	Major	Major	Major	Minor	Minor	Minor
	Mixed-Use Neighborhoods							

Below are a collection of goals and policies the submitted applications and proposed project are aligned with:

Character & Design (CD) Element

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

CD1.3: Ensure that all development is a part of and contributes to established Character Types.

Response: The Property is located within the “Resort Villages” Character Type, which, along with major resorts, encourages supporting uses such as quality office and specialty retail. Under the current zoning designation, specialty retail could not occur on the Property. This rezoning request will open up the possibility of such uses on site in conformance with this General Plan goal.

CD3: Foster quality design that enhances Scottsdale as a unique southwestern desert and tourism community through development review processes

CD3.1: Strengthen Scottsdale’s economic and environmental attributes, distinctive character, and attractiveness through collaborative site planning and design.

Response: The decision to maintain the existing buildings and the proposed site improvements help add to Scottsdale’s distinct character and attractiveness. These buildings are anything but the typical, cookie-cutter commercial buildings seen about town or in other jurisdictions. They are unique in design and provide the perfect transition in intensity and height towards the taller and more intense development to the west and north. The site improvements, including increased landscaping and detaching the sidewalk along Lincoln Drive also add to the attractiveness of the area.

CD4: Enhance the design of streets and public spaces to improve Scottsdale’s visual quality, experience, Sonoran Desert context, and social life.

CD4.2 Blend different streetscape categories where they join to prevent a marked difference between opposing sides of streets.

Response: Although the area is completely within the “Suburban Streetscapes” designation, a variety of streetscape conditions are occurring. As it currently exists, the south side of Lincoln does not provide a detached sidewalk while the north side only provides a detached sidewalk west of this site. The proposal looks to change this by installing a new, detached sidewalk with landscaping to property transition with the sidewalk to the west. Overall, the improvements will enhance Scottsdale’s visual quality and pedestrian experience.

CD5: Promote the value and visual significance landscaping has on the character of the community.

CD5.1 Employ appropriate heat island reduction techniques to reduce the effects of reflective heat and glare on buildings and paved surfaces

Response: The project includes the installation of new, landscape islands within the parking area to help reduce the heat island effect. Substantial landscaping will also be maintained along the property's street frontages and within the courtyard areas.

Land Use (LU) Element

LU1: Enhance Scottsdale's economic viability by encouraging land uses that reinforce the city's reputation as the premier international tourist destination in the Southwest and sustain the city's role as a regional cultural center and economic hub. Land uses should be compatible with Scottsdale's character and physical appearance.

LU1.3: Promote development patterns that integrate with and reinforce the character of an area. The city will continually review development patterns to ensure consistency of development in areas with fragmented or evolving patterns.

Response: The character of the area, and of this intersection in particular have been long established. Reuse of the existing buildings will ensure the visual character remains the same. Enabling C-2 uses, in particular retail uses, would be in keeping with the character of the existing commercial center, which allows such uses already.

LU3: Maintain a balance of land uses to support a high quality of life.

LU3.1: Allow for the diversity and innovative development patterns of residential uses and supporting services to provide for the needs of the community

Response: The request will ensure supporting services are provided for the community by allowing for a wider variety of service-type uses and retail to meet the community needs. As currently zoned, the uses which can be provided for the community are limited.

LU6: Attract and retain diverse employment, business, and retail land uses to improve the economic well-being of Scottsdale residents.

LU6.1: Promote opportunities for the expansion and revitalization of employment and commercial uses within the city.

LU6.3: Encourage commercial land uses of similar scale and character in proximity to or within medium- to high-density residential areas to promote walkable connections

Response: The Property owner has submitted these applications specifically to allow for a broader spectrum of appropriate employment and commercial uses at this site – which is also ideally located adjacent to higher density residential uses.

Environmental Planning (EP) Element

EP4: Expand the circular economy by maximizing resource recovery, reuse and recycling, and promoting use of recycled, recyclable, and renewable materials.

EP4.5: Ensure the recycling and/or reuse of building materials to reduce construction waste.

Response: In sustainability discussions it is often said, “*The most environmentally friendly building is the existing building.*” Reuse of existing buildings, as is proposed with this application, is a much more environmentally conscience approach than constructing anew. The energy and resources required to demolish the existing structures, transport new materials to the site and construct new building(s) would far outpace reuse of the existing buildings.



View from Scottsdale Road Looking West into Site. The Existing Buildings will Remain

Circulation (C) Element

C1: Design and improve transportation corridors to safely and efficiently move people and goods.

C2.1: Reduce conflict points between various modes of travel, for example, where the paths of vehicles and bicycles, pedestrians, or equestrians, cross, diverge, or merge.

Response: An identified, internal pedestrian connection between the subject Property and the parcel to the north has been requested by City Staff and accommodated by the Applicant. In all likelihood, pedestrians today are walking between these properties, but the proposed improvement will make for safer pathway and minimized conflict point.

C2: Reduce the number, length, and frequency of automobile trips to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

C2.1: Encourage a mix of land uses that will reduce the distance and frequency of automobile trips and support mobility choices

Response: This corner is already a quality example of a mix of land uses that reduces distance and frequency of automobile trips. Multifamily residential is combined with commercial and retail uses to allow for non-vehicular trips. The site also functions well in the context of the larger intersection which includes additional mix of uses to meet the needs of residents and workers. This application will only further these successful conditions by maintaining and slightly expanding the potential uses permitted on the Property.

C3: Continue to develop an effective, safe, and connected multimodal transportation system (e.g., streets, trails, bikeways, shared-use paths, transit).

C3.6: Create, preserve, and enhance multimodal connections between residential areas and neighborhood-supporting land uses.

C3.7: Support mobility choices that reflect the character and dominant lifestyle within a neighborhood. For example, in equestrian areas of the community, create links to the citywide and regional trail system.

Response: Several improvements will be made with the approval of this application which enhance pedestrian and other non-automotive mobility options. A new, detached sidewalk will be provided along Lincoln Drive for an enhanced pedestrian experience / connection. A new, internal walkway will be identified and installed connecting the subject Property to the

parcel to the north for pedestrians. New bike parking spaces will be provided on-site to encourage bike transit.

C8: Provide a comfortable and accessible transportation system to increase ability to reach goods, services, and activities. Many factors affect accessibility, including mobility (physical movement), the quality and affordability of transportation options, transportation system connectivity, and land use patterns.

C8.1: Provide pedestrian safety, comfort, and amenities that reflect streetscape design and character of an area.

Response: As discussed throughout this document, the approval of this application will allow for the installation of numerous improvements that will enhance the pedestrian experience and safety; including a detached sidewalk with landscaping, internal pedestrian pathway improvements and connections and new bike racks to encourage alternative modes of transportation.

Revitalization – Conservation, Rehabilitation, & Redevelopment (CRR) Element

CRR2: Sustain long-term economic well-being through redevelopment, rehabilitation, and conservation.

CRR2.1: Support and encourage public and private economic reinvestment in declining areas.

CRR2.3: Promote redevelopment and rehabilitation of older commercial areas to maintain Scottsdale’s standing as one of the major retail, restaurant, and entertainment destinations within the metropolitan area.

Response: While not a declining area, these applications represent a significant private reinvestment and rehabilitation of an aging complex. The buildings were built in the 1980’s. With new potential tenant comes new investment and improvements to the building. The applications will help to ensure long-term economic success for the site while maintaining quality retail and service options.

Economic Vitality (EV) Element

EV3: Sensitively manage land uses to provide and enhance economic development, fiscal health and job growth, while simultaneously protecting the integrity and lifestyle of neighborhoods.

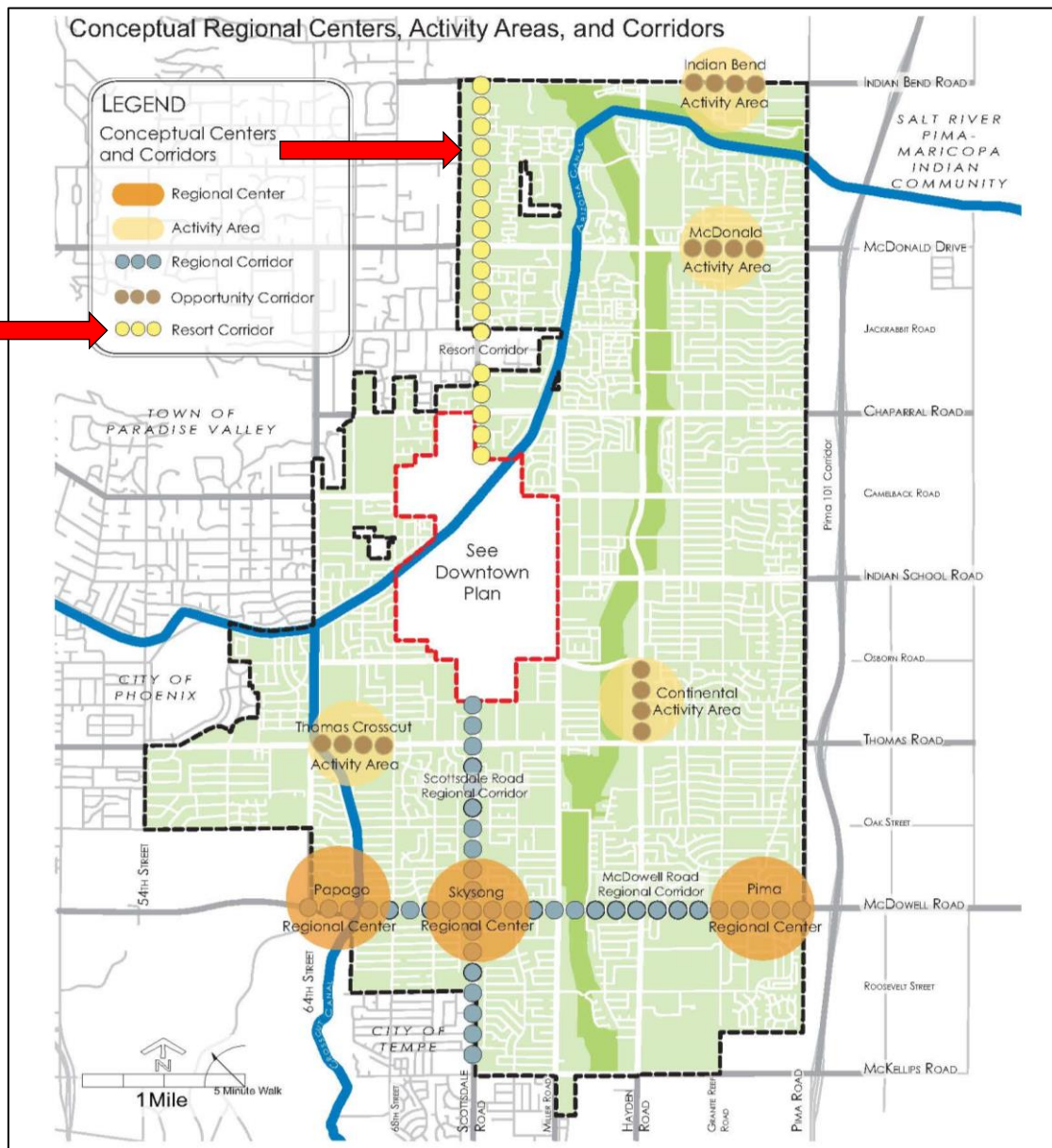
EV3.2: Maintain and create distinctive business, shopping, and cultural/entertainment clusters.

EV3.3: Maintain and develop neighborhood-scale shopping areas near residential concentrations.

Response: The subject site, in conjunction with the existing retail/commercial center to the north, provides a unique and distinctive business and shopping opportunity for residents and workers in the area. This experience will only be enhanced with the approval of these applications. The combined retail/commercial center is also in close proximity to residential concentrations and will help maintain quality services for area residents.

3. Conformance With Southern Scottsdale Character Area Plan

The Property is located within the Southern Scottsdale Character Area Plan and specifically along the “Resort Corridor” of Scottsdale Road. The Southern Scottsdale Character Area 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 the submitted applications align with this vision. Below is a sampling of some of the goals and policies from the Southern Scottsdale Character Area Plan:



Located within the Southern Scottsdale Character Area Plan along the Resort Corridor

Land Use, Growth & Activity Areas

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 2.3. The Resort Corridor consists of medium to low intensity development and exists along Scottsdale Road between East Highland Drive and Indian Bend Road. This corridor will:

- **Contain a mixture of land use classifications including mixed-use neighborhood; and**
- **Support, maintain, enhance, and expand hospitality/tourism land uses in Southern Scottsdale.**

Response: Located along the designated Resort Corridor, the project helps maintain the desired mixture of land uses and helps support the hospitality / tourism land uses by providing proximate retail and services uses for those assets.

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 3.3. Encourage the assembly of smaller, fragmented properties to create larger, mixed-use opportunities along Corridors.

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: The project entails private reinvestment along the Resort Corridor. While not fully assembled under one ownership, the larger corner at this intersection does function as one cohesive mixed-use development with a variety of uses and some shared access and mutual benefits of proximity.

Goal LU 4: Preserve, enhance, and expand the Resort, Hotel, Retail, and Tourism land uses along the Resort Corridor in Southern Scottsdale.

Policy LU 4.1: Promote reinvestment and revitalization along the Resort Corridor to sustain a mix of land uses that complement the area's tourism and hospitality activities.

Response: As noted above, the applications represent a request by the Owner to justify significant reinvest in the Property for the pursuit of new and appropriate uses for the site. The uses will help compliment and support the area’s tourism and hospitality activities.

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 2.3: 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.

Response: The Property is already in conformance with this stated goal and policies and the application will only help to further that conformance. The Property is within a larger, mixed-use center. The exiting buildings which will remain are already positioned towards the street with parking located away from the corner and behind the building.

Goal CD 3: Promote high quality design for new and revitalized mixed-use, commercial and residential development along corridors, within regional centers, and activity areas.

Policy CD 3.2: Support façade and site improvements to existing development through incentives.

Response: The Property owner is looking to reinvest in this property without a request for increased square feet or lot coverage or building height. The approval of this application will result in significant site improvements and right-of-way improvements. The only incentive being requested is a bump up in zoning from C-O to C-1 for a commercial corner site along Scottsdale Road that is clearly appropriate for a C-1 designation.

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 6.4. 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 Property is already in conformance with some of these stated policies and approval of the application will only further align them. The design of this corner is already a compact mix of uses which helps to reduce travel time and encourage non-vehicular methods of travel. As previously noted above, reuse of the existing buildings is far more environmentally responsible than the resources and energy required to demolish and building new buildings on site.

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: These buildings were in place before new, more intense development occurred to both the north and west of the Property. By maintaining the existing two buildings, the full corner will continue to have a quality, visual transition between this site and the remainder of the corner. Maintaining the existing buildings also ensures a low-intensity development for this site that in no way effects single family neighborhoods in the area.

Goal CD 8: Enhance the design and character of the Resort Corridor so that it continues to serve as a major hospitality and commercial designation.

Policy CD 8.2: Promote the Resort Corridor's character as mixed-use and pedestrian friendly, featuring a variety of building types and gathering spaces.

Response: Approval of these applications will allow for the Property to continue to function with the larger corner as a mixed-use center which can serve the greater hospitality uses in the area. The existing buildings on the Property help to provide the desired variety of building types as they differ greatly from the newer residential and commercial uses found immediately west and north of the Property.

Economic Vitality

Goal EV 1: *Support reinvestment that updates and/or replaces aging commercial properties.*

Policy EV 1.4: *Identify, evaluate, and implement economic revitalization and reinvestment tools to address commercial development in Southern Scottsdale.*

Response: The applications represent a significant reinvestment in an existing, aging commercial property. The majority of the reinvestment will be occurring within the building as part of improvements for new tenants. Some additional cosmetic exterior improvements are anticipated as well.

Goal EV 4: *Develop new and enhance existing tourism and visitor experiences in Southern Scottsdale.*

Policy EV 4.6: *Maintain and enhance the Scottsdale Road Resort Corridor's success by continuing to attract a variety of high-quality hospitality, restaurant, retail, office, and entertainment venues to the Corridor.*

Response: The applications will allow the Property owner to market to, and attract a broader range of high-quality retail, restaurant and/or service uses to complement the Resort Corridor.

Community Mobility

Goal CM 4: *Advance the role of pedestrian and bicycle mobility and connectivity within southern Scottsdale.*

Policy CM 4.1: *Provide physical improvements for streets and right-of-ways to promote pedestrian and cyclist comfort throughout Southern Scottsdale.*

Policy CM 4.3: *Encourage an increased emphasis on overall user safety while resolving conflicts between pedestrians, bicycles, and motorized vehicles.*

Response: As discussed several times throughout this document, the approval of this application will allow for the installation of numerous improvements that will enhance the pedestrian and bicyclist experience and safety; including right-of-way improvements (detaching the sidewalk with landscaping along Lincoln Drive), internal pedestrian pathway

improvements and connections and new bike racks to encourage alternative modes of transportation.

4. Conclusion

As demonstrated in the narrative, these applications are in conformance with the City of Scottsdale's General Plan and the Southern Scottsdale Character Area Plan. The requested Rezoning and Minor General Plan Amendment is appropriate for this hard corner location and will bring this Property more in-line with the surrounding context. The application also maintains the existing buildings so there is little uncertainty as to the effects these applications will have on the surrounding context. More importantly, the request will enable the Property owner to market to more appropriate tenants and desired uses which are already permitted within the remainder of the commercial center.

We look forward to further discussing these applications with the City.

Thank you.