

# PALO ON 75<sup>TH</sup>

3961 N. 75<sup>th</sup> Street, Scottsdale, Arizona 85251

## Application Narrative for Rezoning, Development Review (Major) and Amended Development Standards



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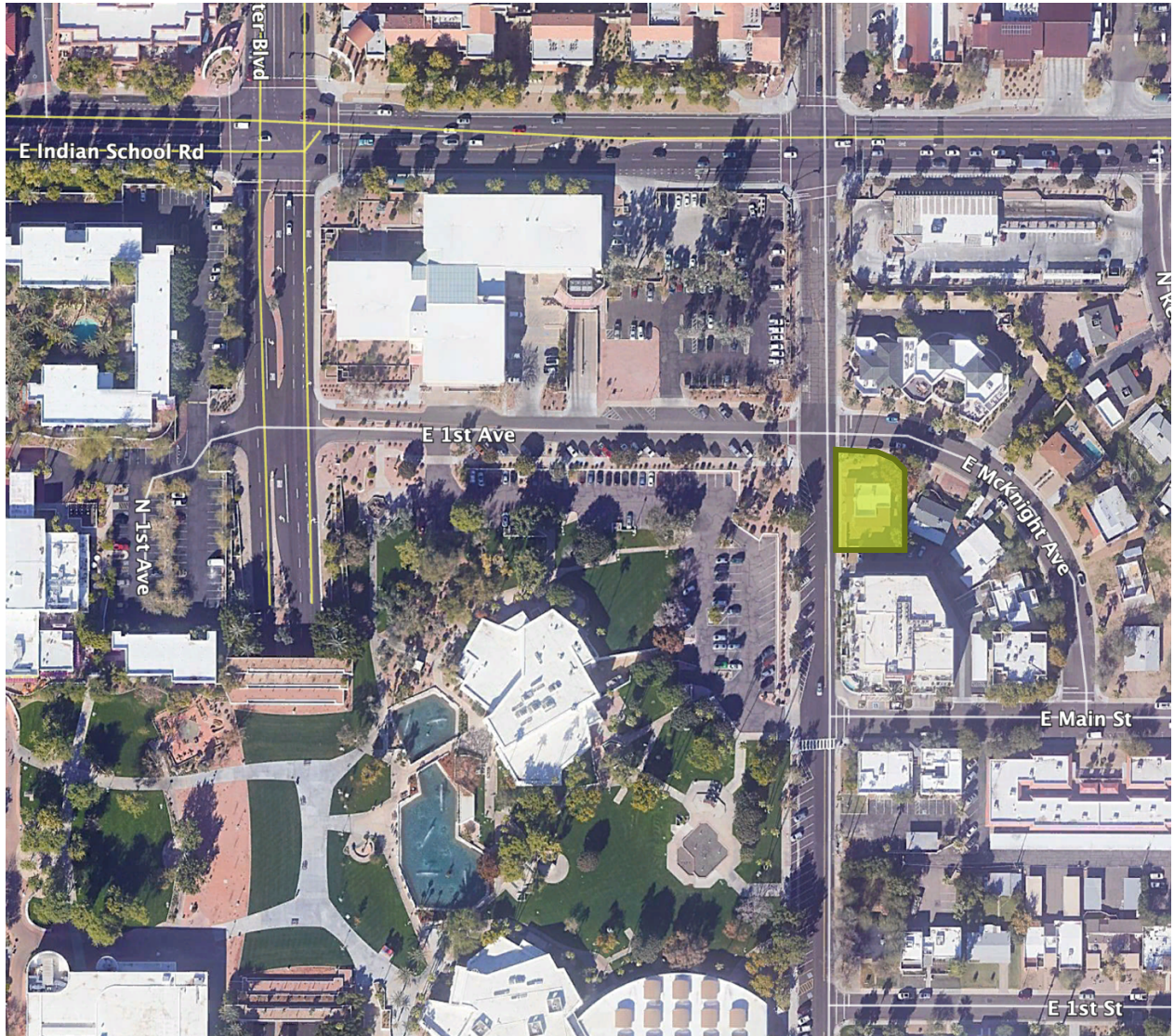
PALO ON 75<sup>TH</sup>

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## PROJECT OVERVIEW

De Miranda Lux is the current owner of the existing outdated commercial building located at 3961 N. 75<sup>th</sup> Street in Old Town Scottsdale. The property is approximately 0.3 acres at the southeast corner of McKnight Avenue and 75<sup>th</sup> Street across from the Scottsdale City Hall as depicted below:

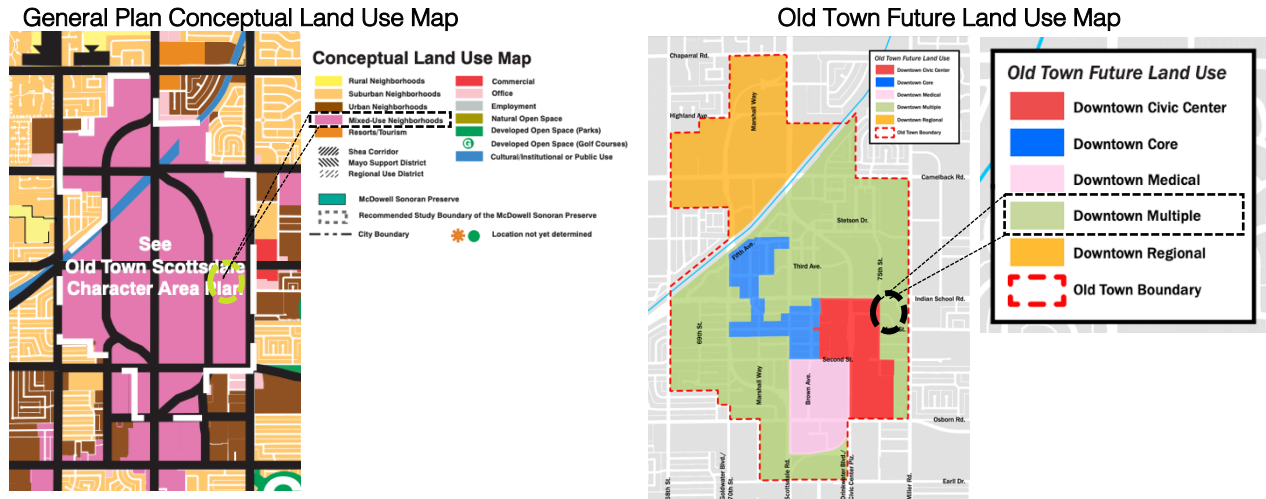


De Miranda Lux is proposing to rezone the property to accommodate a new multi-family development with 5 units – 1 of which is proposed as a dedicated “work/live” unit – that feature individual balconies at each level and a common use rooftop amenity area in a new building called Palo on 75<sup>th</sup> (“Palo”). Palo utilizes high-quality materials and modern design elements that draw inspiration from desert palettes as well as the architectural stylings of Benny Gonzales, who designed the City Hall complex across the street from Palo.

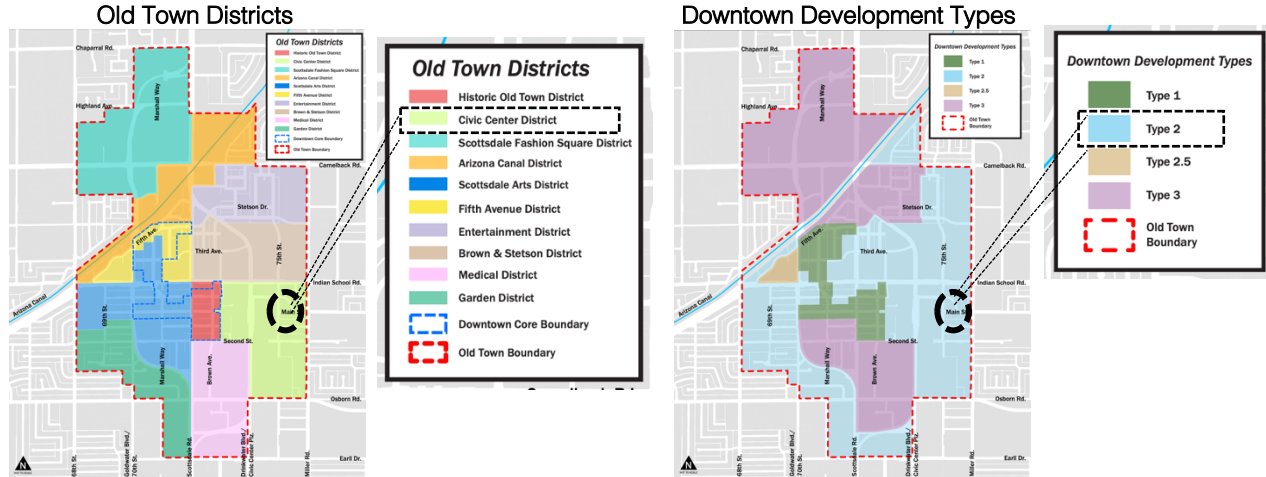
In addition to requesting a rezoning from Service Residential (S-R) with a Downtown Overlay (DO) to Downtown/Downtown Multiple Use Type-2 (D/DMU-2) with a

Downtown Overlay (DO), we are also requesting a Development Review (Major) for the proposed new development as well as Amended Development Standards to accommodate reduced setbacks along the two public street frontages from 20' to 16' to match the neighboring development to the south.

The subject site is located within the Mixed-Use Neighborhoods/Old Town Scottsdale Character Area Plan of the General Plan as shown below:



The subject site is within the Civic Center District of the Old Town Scottsdale Character Area Plan and is designated as a Downtown Development Type 2 as shown below:



Part of our request includes a reduction in the distance between the driveway entrance and gate pursuant to the standard DSPM guidelines. Section 2-1.302 and Figure 2-1.2 note a 20'-0" distance from a gate to the back of sidewalk. Due to the unique constraints faced by this challenging infill site and additional sidewalk dedications required, this creates a hardship and accordingly we propose 20'-5" from the back of curb to the gate.

Palo's addition to the Old Town area is consistent with the Character Area's vision for this area and we have worked diligently to create a development that pays homage to the Old Town Area while incorporating contemporary design elements that reflect the ongoing (re)development of the area.

## **EXECUTIVE SUMMARY**

We have compiled full and detailed responses to the various application materials and relevant City document and those are contained in the text of the relevant sections of this narrative. While we have provided robust responses to Palo's compliance with City goals, objectives and design guidelines, the answers at times seem repetitive due to the nature of the questions, goals or design guidelines noted. As such, this executive summary provides the overview of compliance with each relevant section in general terms for ease of reference.

### **Rezoning**

#### *General Plan and Old Town Character Area Conformance*

- Palo is consistent with the City's planning and design goals for the Old Town Growth Area and encouraging Old Town as a "live, work and play" destination.
  - The subject site is located within an Urban Character Type (Old Town) area and specifically is part of the Civic Center District within a Type 2 Development area.
- The proposed project has a maximum height of 39'-0", far below the 60'-0" maximum height allowed by the requested zoning category and Type 2 Development standards.
- The proposed project features 5 units consisting of 4 two-bedroom units and 1 two-bedroom work/live unit on approximately .3 acres for a density of 16.67 dwelling units per acre. The proposed density is only one-third of the 50 dwelling units per acre permitted by the requested zoning and Type 2 Development Standards and less than is permitted by the existing Downtown Overlay standard of 23 dwelling units per acre.
- The subject site is a small infill parcel located directly across 75<sup>th</sup> Street from City Hall that is oriented with the front facing the Civic Center Mall.
- Palo is a primarily residential project with one work/live unit containing flexible office space at the ground floor to provide diversity of housing options for future tenants and within the surrounding area.
- The surrounding neighborhood is primarily zoned a combination of D/DMU-2 DO (the zoning category Palo is requesting), or its predecessor equivalent D/OR, and S-R DO (the current zoning of Palo). The proposed rezoning is consistent with the area and in compliance with the City's vision for this site.
- Palo is located just steps from the Civic Center Mall and its links to Historic Old Town, promoting the City's "live, work, and play" goals by adding residents in parts of Old Town close to civic, commercial and recreational amenities.
- Palo features an enhanced pedestrian environment along 75<sup>th</sup> Street and bicycle parking to promote non-vehicular traffic, which helps fulfill the City's objectives to for the Civic Center District and Downtown Core.

#### *Satisfies the following General Plan Objectives:*

*Character and Design #1, 2, 4, 5, 6, 8, 9; Economic Vitality #7; Community Involvement# 1, 4, Housing #4; Conservation, Rehabilitation and Redevelopment #2; Neighborhood Preservation and Revitalization #1, 5; Preservation and Environmental Planning #4, 5, 7, 9; Growth Areas #1, 2; Community Mobility #2, 5, 8, 11; Bicycling #2*

Satisfies the following Old Town Character Area Objectives:

*Land Use – Goal LU1 through Policies LU1.1, LU1.3; Goal LU2 through Policies LU2.1, LU2.2, LU2.3; Goal LU3 through Policy LU3.2; Goal LU5 through Policies LU5.1, LU5.2; Goal LU6 through Policies LU6.1, LU6.4*

*Character & Design – Goal CD1 through Policy CD1.1; Goal CD2 through Policy CD2.2; Goal CD3 through Policies CD3.1, CD3.2, CD3.3; Goal CD4 through Policy CD4.1; Goal CD6 through Policies CD6.1, CD6.3, CD6.4, CD6.5; Goal CD7 through Policy CD7.1; Goal CD9 through Policy CD9.2 Goal CD10 through Policy CD10*

*Mobility – Goal M1 through Policy M1.5; Goal M2 through Policies M2.4, M2.5; Goal M4 through Policy M4.5; Goal M7 through Policy M7.1*

*Arts & Culture – Goal AC3 through Policy AC3.7*

*Economic Vitality – Goal EV2 through Policy EV2.8*

## **Development Review**

### *Old Town Scottsdale Urban Design & Architectural Guidelines & Sensitive Design Principles*

- Palo features a modern desert design with a variety of textures and materials consistent with the City's design guidelines.
  - The pedestrian level is grounded with a cool tone integral colored grey masonry in a burnished finish with metal cladding in weathered steel at the elevator shaft and treated wood doors.
  - The upper levels feature stucco in white and grey tones with chartreuse accents at the second-story balconies to separate individual private patio spaces.
- The building is designed with individual private patio space at the second and third stories as well as a communal amenity deck and pool at the rooftop with views over Civic Center Mall and into Historic Old Town.
  - The third story is stepped back from 75<sup>th</sup> Street and features loft-style units.
- Landscaping consists of low-water use and drought-tolerant plants recommended by the Arizona Department of Water Resources for plantings in the Phoenix AMA.
- Palo draws upon inspiration from Benny Gonzales' style at nearby City Hall with white stucco features and tall, vertical recessed windows at the ground floor.
- All parking within the proposed project is covered and access controlled.
  - Ingress is only from McKnight and is one-way with egress into the alley to minimize curb cuts and disruption to the pedestrian environment.
- Part of the redevelopment includes the reconstruction of the current unshaded, narrow attached sidewalk along 75<sup>th</sup> Street to an 8' wide sidewalk.

Satisfies the following Old Town Scottsdale Urban Design & Architectural Guidelines:

*Human Connectivity – Section 1 through Subsections 1.1, 1.2, 1.3, 1.4, 1.5; Section 2 through Subsections 2.1, 2.2; Section 3 through Subsection 3.3; Section 4 through Subsections 4.1, 4.2, 4.6*

*Site & Surrounding Context – Section 5 through Subsections 5.2, 5.3; Section 6 through Subsection 6.1; Section 7 through Subsection 7.1; Section 8 through Subsections 8.1, 8.2*

*Building Design – Section 12 through Subsections 12.1, 12.2; Section 13 through Subsections 13.1, 13.2, 13.4; Section 15 through Subsection 15.5; Section 16 through Subsections 16.1, 16.3, 16.6; Section 17 through Subsections 17.1, 17.3, 17.4; Section 18 through Subsections 18.1, 18.2, 18.4, 18.5, 18.6, 18.7, 18.8, 18.9*

*Civic Center District – Section CC1 through Subsection CC1.4; Section CC2 through Subsection CC2.1, CC2.2, CC2.4*

**Noteworthy Modifications to Previous Submittal**

- Removal of ground floor studio to reduce unit count from 6 to 5
- Setbacks increased to 16' on both street frontages to match adjacent property to the south
- Private patio space added to ground floor
- Amenity area at rooftop moved to the north side per neighbor request
- Parking is provided as required and therefore no parking reduction is applied for bicycle parking
- Entrance to parking is provided from McKnight and not from alley per neighbor request
- Parking area drive aisle increased to 18' as required
- 8' sidewalk along 75<sup>th</sup> Street extended through alley per staff request

## **REZONING NARRATIVE**

The rezoning request from S-R DO to D/DMU-2 DO to accommodate the proposed Palo development is consistent with the City of Scottsdale's various planning documents as detailed below.

### ***General Plan Conformance***

As noted above, the proposed Palo project is located within the Mixed-Use Neighborhoods/Old Town Character Area of the General Plan 2001 and has a future land use of Downtown Multiple within the Civic Center District Type 2 Development. Palo is designed as a residential-focused development – which is permitted in the Downtown Multiple Use zoning category – with a dedicated work/live unit including flexible space at the ground floor intended to serve as office or small-scale retail or commercial use space. Additionally, Palo furthers the goals and approaches of the General Plan as detailed below.

### **Character and Design**

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

- Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location (Urban Character Type – Old Town Scottsdale)  
Urban Character Types contain higher-density residential, non-residential, and mixed-use neighborhoods. The districts include apartments, high-density townhouses, commercial and employment centers, and resorts. Urban districts should have a pedestrian orientation with shade, activity nodes and small intimate developed open spaces that encourage interaction among people.

*Palo is a proposed small scale multi-family residential building that is designed with one dedicated work/live unit. The proposed density is 16.67 dwelling units per acre consisting of 5 units on approximately .3 acres. The work/live unit features a dedicated commercial use parking space during business hours.*

*Particular emphasis is placed on the pedestrian experience of Palo including a covered walkway created by the projection of the second-story balconies over the sidewalk. To further provide pedestrian comfort, we are reconstructing the sidewalk to provide an 8' wide sidewalk along 75<sup>th</sup> Street.*

2. Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert city.
  - Promote, develop and adopt comprehensive policies and guidelines for use in the design and development review process, which establish principles and standards for public and private development and recognize the diverse scope of development projects in the community.

*The subject site is located within the Old Town Scottsdale Character Area and is subject to the Old Town Scottsdale Urban Design & Architectural Guidelines. Our architectural team thoughtfully incorporated many elements from the Old Town guiding design document which are discussed in greater detail in the “Development Review Narrative” section beginning on page 40 of this project narrative.*

4. Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surrounding area.
  - Design **Old Town/Urban** areas to concentrate on those elements that will provide pedestrian comfort, such as arcade-covered walkways, shade, decorative paving, and landscaping, so that a comfortable setting can be created for this use-intensive area.

*As discussed above, Palo is proposing an enhanced pedestrian experience along 75<sup>th</sup> Street directly across the street from the City Hall that includes a newly constructed 8’ wide sidewalk for public use separated from the private ground floor patio space for future residents. Palo is also providing an enhanced sidewalk along McKnight, which will be increased to 6’ for the length of the project.*

6. Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.
  - Discourage plant materials that contribute substantial air-borne pollen.

*The landscape palette proposed for Palo includes lady slipper, red yucca and gold lantana, all recommended desert plantings by the Arizona Department of Water Resources for the Phoenix AMA.*

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

*The landscape palette chosen consists only of low water use, drought tolerant plantings.*

## Land Use

3. Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.
  - Guide growth to locations contiguous to existing development to provide city services in a cost effective and efficient manner.

*Palo is proposed north of Main Street Place development – a taller, more intense development – and south of an office building with a short-term rental property on the second story. Directly to the west is the Civic Center Mall with direct access to Historic Old Town’s various shopping, restaurant, and entertainment amenities.*

*Palo is a small-scale, five unit multi-family development with one dedicated work/live unit consisting of two stories plus a stepped back rooftop loft area with access to a shared amenity deck for residents. The maximum height is proposed as 36'-0" to the top of the roof and 39'-0" to the top of the parapet.*

*The proposed development is designed within the guidelines for Type 2 projects in the Downtown zoning category and is 14'-0" shorter than the building directly to the south.*

*This area of Scottsdale is specifically targeted as a Growth Area where new development is intended and Palo is designed within the density and height guidelines set forth in the Old Town Scottsdale Character Area Plan. The surrounding neighborhood is zoned a combination of S-R DO and D/DMU or D/OR (the predecessor zoning category to D/DMU), and the proposed development is consistent with the uses of the surrounding neighborhood and area.*

4. 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.

*Palo will transform a current single-tenant office in an outdated building into a high-quality multi-family residential development with one work/live unit and the remaining four units featuring flexible ground floor space designed to encourage active use. The proposed development is located directly across 75<sup>th</sup> Street from the Civic Center Mall, and we have designed Palo to face this area with the goal of encouraging resident interaction with this important public amenity space.*

*Additionally, Palo is located with direct and easy access to Historic Old Town's various amenities. We have provided bicycle parking spaces as well as upgraded sidewalks to encourage multi-modal transportation – with emphasis on the bicyclist and pedestrian environment – to those amenities. The proximity of additional residents to the wide variety of shops, restaurants, fitness studios and other uses will provide opportunities for new clientele to support those businesses.*

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

*Palo is designed as primarily a residential building but with flexible use space available on the ground floor for all units and one designated work/live unit with a reserved parking space during business hours (9:00 a.m. to 5:00 p.m.). Given the evolving flexibility of working from home for many industries that have previously been limited to in-office workspaces, Palo has created the option for residents to utilize ground floor space for non-residential purposes.*

*Additionally, given the site's proximity to the many amenities of Old Town, there may be low intensity commercial uses appropriate for ground floor uses such as aesthetician services, design professional space, art studio and gallery or display space.*

*We envision the flexible ground floor space as a blank canvas for residents who seek to live, work and play, and it is designed to accommodate a wide variety of uses. This allows the project to be adaptable to ever-changing needs of residents.*

5. 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.

*The location of the subject site – within comfortable walking and bicycling distance to a significant number of civic, commercial and recreational opportunities – provides ample opportunities for residents to utilize alternative modes of transportation that do not involve automobile trips.*

*Palo is also located within walking and bicycling distance to the Scottsdale Trolley stops at Indian School and Miller Road with connections throughout Scottsdale and the Valley through connections with other Valley Metro transportation options.*

- Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.

*As discussed above, the proximity of Palo lends itself to easy and convenient pedestrian and bicycle access to Old Town's nearby amenities. To help promote residents' ability to take advantage of Palo's proximity to bicycle networks, Palo is providing bicycle parking spaces.*

- Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips (pedestrian and cycling and transit) where environmentally and physically feasible.

*Palo is designed with one dedicated work/live unit and with the other four residential units featuring flexible space at the ground floor to promote this City goal of encouraging live, work and play uses conveniently located to reduce automobile trips. To ensure that work/live unit may function properly as a commercial use, one dedicated vehicular parking space is proposed to be on-site.*

*Palo emphasizes the pedestrian experience by providing enhanced and widened sidewalks along both 75<sup>th</sup> Street and McKnight Avenue. Convenient access to Old Town via the Civic Center Mall is located directly across of 75<sup>th</sup> Street from the project.*

- Encourage that land uses with the highest intensity be located in areas conducive to alternative modes of transportation.

*Old Town boasts one of the densest commercial areas in the entire City which lends itself to non-vehicular circulation. Palo is located within walking and bicycling distance to Historic Old Town and its shops, restaurants and other amenities. Although Palo is not a high intensity use, its residential density is consistent with the allowed range for Downtown zoned properties and is more consistent with promoting the use of alternative modes of transportation than the current office.*

6. 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.

*The location of additional residents so close to Old Town's commercial center promotes this goal of encouraging compatible land uses that allow people to live, work, play and shop in the same general area. The Civic Center Mall is mere steps from Palo and provides direct access to nearby commercial amenities in the Historic Old Town district.*

- Concentrate future development in "growth areas" and other centers of activity, thereby discouraging sprawl, conserving energy, and promoting community identity.

*Palo is located within the Old Town Scottsdale Growth Area consistent with this goal.*

- 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.

*We have planned Palo to cater to residents who seek to live within Old Town's vibrant community and interact with it at a micro level. The project itself is oriented towards City Hall and the Civic Center Mall with direct pedestrian and bicycle access to Historic Old Town. With easy access to non-vehicular modes of transportation and the nearby Scottsdale Trolley stop at Indian School and Miller, multi-modal transportation options provide a variety of alternatives that aim to reduce air pollution and vehicle miles traveled.*

- Protect and revitalize established areas/neighborhoods by promoting new development and the adaptive reuse of existing community resources that re-energize an area.

*The area along McKnight Avenue is zoned a combination of S-R DO and D/DMU-2 and contains a handful of residential properties, at least one which is in a significant state of disrepair and appears abandoned. Those portions of the neighborhood which have been redeveloped – the adjacent Main Street Place mixed-use condominium project and the*

*McKnight Office building – have positively contributed to the appearance of the neighborhood.*

*Palo has been thoughtfully designed to transform the current outdated and underutilized office building into a unique development that pays homage to the design features of nearby City Hall while incorporating a modern desert aesthetic.*

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

- Promote public land uses, such as parks, schools and other civic uses that act as the nucleus of neighborhoods and promote community interaction.

*Palo is located with direct pedestrian and bicycle access to the Civic Center Mall, which features the Scottsdale Center for the Performing Arts, Civic Center Library, and other cultural amenities. Locating additional residents with easy access to these public amenities helps promote their increased use and fosters a greater sense of community through increased interaction.*

- Promote development patterns and standards that are consistent with the surrounding uses and reinforce an area's character.

*The design of the proposed project, including its standards with respect to height and setbacks, draws from the surrounding uses. The proposed height is between the standards for the properties directly to the south (4+ stories) and north (2 stories).*

*The surrounding area contains a mix of homes and offices with some modern architectural features while others feature flagstone with bright color accents and primarily beige color. Palo's color palette draws from some of the more neutral, modern color palettes with various shades of grey while featuring light grey masonry at the ground floor, copper-toned metal cladding accents, treated wood doors and accents underneath the second-floor balconies with painted white around the frame to accentuate the pop-out and match the City Hall building across the street. Brightly colored partition walls at the second floor between private balconies are painted in a chartreuse emblematic of the yellow flowers of a Palo Verde tree. Where practical, the project places tall vertical windows as an homage to Benny Gonzales's modern design at the Civic Center Mall.*

*We have drawn upon the surrounding area architecture types, which vary greatly in materials, style, and color, and have produced a design that complements the area while providing its own unique identity.*

9. 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.

*Palo proposes a residential density of approximately 16.67 dwelling units per acre within the Downtown Overlay area and below the 50 dwelling unit per acre maximum permitted in the requested D/DMU-2 zoning district. Directly adjacent to Palo is Main Street Place, a mixed-use multi-family development with 12 residential units and ground floor retail with a density of 22.22 dwelling units per acre.*

*Some of the surrounding area is zoned S-R and contains single-family residential houses, short-term rental properties, a smaller scale mixed-use multi-family development, and office buildings. The variety of uses within the neighborhood lends itself to a true mixed-use area and the site is located directly adjacent from civic and commercial uses along the Civic Center Mall.*

- 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).

*The proposed Palo project will add residents to this key Old Town location while providing one dedicated work/live unit and flexible space at the ground floor of the remaining four residential units. Additionally, its proximity to the Civic Center Mall and Historic Old Town provides convenient access for residents to support the nearby civic and commercial offerings.*

- Encourage redevelopment that invigorates an area while also respecting the character of adjacent neighborhoods.

*Palo will transform an outdated and underutilized single tenant office building in a single-family residential-style building into a vibrant, modern multi-family residential building with one work/live unit. The primarily residential nature of the building is consistent with the neighborhood, and the design, height and density are compatible with the surrounding area.*

- 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.

*Palo is located on a challenging infill site on an irregularly-shaped lot but we have worked diligently to design a project that includes an appropriate density and height to be compatible with the surrounding area while providing a pedestrian-oriented experience for residents to encourage use of the adjacent Civic Center Mall and alternative modes of transportation to nearby commercial amenities in Historic Old Town. In addition to providing a pedestrian- and bicycle-friendly development for its own residents, Palo will also enhance the pedestrian experience for passersby through the widening of the sidewalks along 75<sup>th</sup> Street and McKnight Avenue.*

## Economic Vitality

7. Sustain the long-term economic well being of the city and its citizens through redevelopment and revitalization efforts.
  - Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy.

*The proposed Palo project is a redevelopment of an outdated single-story building in a key Old Town neighborhood that is undergoing a revitalization into a high end mixed-use, multi-family residential area. Palo will be another positive addition to the redevelopment of this area that will not only provide value to the neighborhood but also provide additional residents close to nearby civic and commercial amenities.*

## Community Involvement

1. Seek early and ongoing involvement in project/policy-making discussions.
  - Maximize opportunities for early notification of proposed projects, or projects/issues under consideration using signs, information display boards, web site postings, written correspondence, and other methods, as they become available.

*We have already begun our early outreach to the surrounding neighborhood. On May 17, 2021, the site was posted with the Early Notice of Project Under Construction sign. Also on May 17, 2021, public notices were sent to all neighbors within the required radius as well as individuals on the City's interested parties list. A neighborhood open house meeting was conducted virtually on May 27, 2021, and two members of the public attended. Three additional individuals have reached out separately to inquire about the project. We continue to have ongoing conversations with these individuals.*

*Additionally, a member of the HOA board at Main Street Place reached out and requested an additional meeting be conducted to address the project with interested residents. We conducted an additional meeting on August 26, 2021, with those residents to discuss the proposal and obtain feedback. A detailed update including how we addressed the feedback is outlined in the updated Citizen Review Report.*

- Ensure project developer/owner is able to demonstrate citizen involvement and how comments were incorporated into proposal/issue recommendations.

*We have kept staff informed of our contacts with interested individuals and will be prepared to discuss how feedback from citizen involvement has been incorporated – where possible or reasonable – into the proposed development.*

*An update to the Citizen Review Report is included with this resubmittal detailing the feedback that has been received and how we have incorporated it into the updated design.*

4. Accept and respond to new ways of communicating and new technologies.
  - Use technologies like teleconferencing and broadcasting of meetings to allow greater participation at locations throughout the community.

*Our neighborhood meeting open house was held virtually through GoToMeeting with options to attend both telephonically and electronically with full access to a presentation of the preliminary plans. We have conducted numerous neighborhood meetings during the COVID-19 pandemic and it has been our experience that virtual meetings are more convenient for interested parties to attend than in-person meetings and foster greater participation.*

*We additionally conducted a follow-up meeting with residents of the adjacent Main Street Place development, many of whom were out-of-state during the summer months. Accordingly, that meeting was conducted virtually as well to facilitate attendance.*

## Housing

4. Encourage housing development that provides for “live, work, and play” relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.
  - Consider a variety of strategies to increase housing intensity and diversity in appropriate locations, such as around commercial areas, near transit centers or major employment.

*Old Town is a hub for commercial, civic and employment opportunities within the City, and Palo is conveniently located in close proximity to Historic Old Town and directly adjacent to the Civic Center Mall. By locating residents in a building with increased density to the current use in this location with convenient multi-modal access for pedestrians, bicyclists and trolley riders, Palo encourages the City’s goal of providing “live, work, and play” relationships that reduce traffic congestion and encourage additional patronage of Old Town amenities.*

- Explore opportunities for new or redeveloped housing to serve the employment base.

*Palo is a new multi-family residential development that will replace an existing single-tenant office building, providing new living opportunities for residents interested in being close to all of the amenities Old Town offers. Additionally, one unit is dedicated work/live and the remaining four residential units provide flexible space at the ground floor intended to serve as a home office to provide an option for the emerging prevalence of work-from-home and modified telecommute schedules as a result of the COVID-19 pandemic on traditional workplaces.*

**Conservation, Rehabilitation and Redevelopment**

- 2. Sustain the long-term economic well-being through redevelopment, rehabilitation, and conservation.
  - Encourage reinvestment that positively impacts the visual impressions and experiences of residents, businesses, and visitors.

*The current building at the subject site is an outdated office and features a visually unappealing aesthetic, particularly when considered in relationship to the surrounding neighborhood as demonstrated in the image below:*

**Current Building**



*The proposed Palo development will be an architectural upgrade to the existing building and will feature modern desert architecture with high quality materials that will improve the visual experience of people in the surrounding area.*

**Neighborhood Preservation and Revitalization**

- 1. Preserve and enhance the character, identity, and quality of Scottsdale’s diverse neighborhoods.
  - Support innovative, well-designed building construction and rehabilitation to enhance neighborhood character and identity.

*Palo has been thoughtfully designed by local architecture firm Tomecak Design to incorporate visually interesting solar relief while utilizing a diverse but compatible material palette. Materials were chosen both to be complementary to the surrounding area – using metal cladding similar to the mixed-use building directly to the north, flat stucco walls in neutral tones similar to the building directly to the south, light grey brick base similar to the building directly to the east, and white accents and tall vertical windows similar to the City Hall building directly to the west. The design ties together these various architectural styles and compositions into one cohesive building that is distinct in its appearance while maintaining consistency with the surrounding area.*

5. Build a strong community through neighborhood interaction.

- Encourage physical and social links between non-residential and residential land uses.

*The subject site is uniquely located directly adjacent from the Civic Center Mall, which provides access to Historic Old Town's commercial area. Palo is providing an enhanced pedestrian experience to encourage a physical link between the multi-family residential development and adjacent mixed-use projects. Adding additional residents to this key part of Old Town with convenient access to the Civic Center Mall can further promote the social link between non-residential land uses directly to the west of Palo with the residential uses at Palo and within the surrounding neighborhood.*

### **Preservation and Environmental Planning**

4. Reduce energy consumption and promote energy conservation.

- Increase the use of natural and man-made shading for parking lots, streets, and pedestrian areas.

*Part of the proposed project includes replacing the existing sidewalk along 75<sup>th</sup> Street with a widened 8' sidewalk and widening the sidewalk along McKnight Avenue to 6'.*

- Use landscaping and stabilizing paving materials other than black asphalt to reduce the "heat island" effect and reduce need for cooling fuel use.

*Palo is designed to minimize the heat island effect and does not provide for the use of asphalt. Instead of exposed asphalt, the drive aisle is constructed of concrete and most is contained under the provided access controlled parking area.*

5. Conserve water and encourage the reuse of wastewater.

- Encourage landscape improvements, which limit the amount of turf area (to "people places") and make optimal use of indigenous desert plants.

*Palo does not utilize any turf areas given the large turf area provided directly adjacent at the Civic Center Mall but does provide for landscape improvements including lady slipper, red yucca and gold lantana. All plantings are low water and recommended by Arizona Department of Water Resources plantings for the Phoenix Active Management Area.*

7. Promote local and regional efforts to improve air quality.

- Use land use strategies, like creating "live, work, play" relationships or mixed-use structures to reduce air quality impact.

*As discussed above, Palo is proposed as a primarily residential project with two dedicated work/live units. The site's proximity to the Civic Center Mall and Historic Old Town place it within convenient walking and bicycling distance from many commercial and civic opportunities for options to "play" within close proximity to where residents of Palo will live and possibly work.*

- Expand opportunities for citizens to live in close proximity to work.

*Palo is located within Old Town in close proximity to many employment opportunities in the area. Furthermore, in an effort to accommodate the changing workplace requirements that allow more flexibility in telecommuting, Palo is designed with one dedicated work/live unit and provides flexible space at the ground floor of the residential units to provide residents the opportunity to comfortably work from home.*

9. Protect and conserve native plants as a significant natural and visual resource

- Encourage landscape improvements that limit the amount of turf area and make optimal use of indigenous desert plants.

*As noted above, Palo does not propose the use of turf in its effort to provide a low water use landscape palette. All plantings proposed are either indigenous desert plants or encouraged for desert areas due to their water efficient and drought-tolerant nature.*

## Growth Areas

1. Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

- Promote the coordination of infrastructure development and upgrade with opportunities for infill development and development activity where it will encourage a mix of uses and support pedestrian and transit activity.

*Palo's improvements include upgrading the sidewalks adjacent to the site. Those upgrades include a new 8' wide sidewalk along 75<sup>th</sup> Street and a 6' sidewalk along McKnight Avenue. This upgrade will promote continuity between the project to the south and will provide for additional pedestrian comfort in this important Old Town location to encourage non-vehicular traffic to the adjacent Civic Center Mall and Historic Old Town amenities.*

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

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

*Palo is designed with its frontage along 75<sup>th</sup> Street facing the Civic Center Mall and bounded on two sides by sidewalks. The current sidewalks are uncovered and narrower than the City's preferred 8' sidewalks in the Downtown area, and Palo is proposing to upgrade the sidewalk along 75<sup>th</sup>*

*Street to promote the pedestrian environment. The sidewalk along McKnight will be upgraded to provide 6' as requested by staff.*

*The site itself is located within walking and bicycling distance to Historic Old Town, the Civic Center Mall, and trolley stops along Miller Road. Palo is also located within walking distance to Valley Metro bus stops along Indian School Road (Route 41).*

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

*Palo is a small infill development with convenient access to a number of alternative modes of transportation encouraged and contemplated by the City's long range planning for Old Town. Placing additional residents near amenities that can be reached by walking, bicycling and mass transit options helps alleviate traffic and promote sustainable city-building by reducing reliance on vehicles.*

### **Community Mobility**

2. 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.

*Palo is designed to make the most of its convenient location not only by encouraging its residents to utilize non-vehicular modes of transportation to nearby amenities (at Civic Center Mall and Historic Old Town) but also by providing work/live opportunities through the ground floor design. By designating one unit as work/live and providing flexible space at the ground level for the residential units, Palo provides the possibility for more active uses along 75<sup>th</sup> Street without placing retail in a location that could compete with nearby businesses and strain the parking needs in the area.*

- Foster ways of reducing trips, such as telecommuting. Telecommuting centers should be located for convenient access from residential areas.

*Providing the ability for residents to telecommute is a key design feature in the floor plans for Palo as detailed in the enclosed architectural set. Palo provides one dedicated work/live unit and includes ground floor space within the other four units that is designed to function as office space for use by residents. Ensuring that residents have an appealing and dedicated workspace is one way that Palo aims to promote telecommuting and work-from-home occupations with the goal of reducing unnecessary vehicular trips in the area.*

7. Relieve traffic congestion.

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

*As noted above and throughout this narrative, Palo is designed to encourage and provide for alternative modes of transportation that reduce dependence on vehicles. The current use at the site is an office building where workers generally travel in single-occupancy vehicles and we understand the majority of the workers travel from outside of the area to commute to the office. By transforming this site into a residential-focused development with one dedicated work/live unit, Palo helps further the City's live, work, and play goals by placing residents near the Civic Center Mall's public uses as well as Historic Old Town's entertainment, retail, restaurant and other commercial uses.*

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

- Emphasize the relationship and balance of land uses within general areas of the city to determine if an appropriate mixture exists that will reduce the demand on regional and local systems.

*The subject site is located within a neighborhood that is zoned a mix of Downtown Multiple Use and Service Residential, both within the Downtown Overlay district. Palo is requesting to rezone from S-R to D/DMU-2 consistent with several other properties in the neighborhood and consistent with the projected zoning and use set forth in the Old Town Scottsdale Character Area Plan, which is discussed in greater detail in the following section.*

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

*The subject site is within a small neighborhood that contains a combination of office, mixed-use, and residential properties. Directly west of the site is the Civic Center Mall, which offers easy access to Historic Old Town. Palo aims to further the City's live, work, and play goals by contributing additional residents to the existing employment and commercial amenities located within walking and bicycling distance to the development.*

*Live, work, and play only functions well when enough residents are located within close proximity to "work" and "play" opportunities, and Palo's convenient location will contribute by redeveloping an aging office building into a high-quality project combining work/live and residential units with ample opportunities for alternative modes of transportation.*

11. Provide opportunities for building “community” through neighborhood mobility.

- Provide non-motorized modes of transportation as an alternative to the automobile and develop opportunities to foster a sense of community by linking civic spaces.

*One of the City’s most important – if not the most important – civic complex is located directly to the west of the proposed development. Civic Center Mall, with City Hall, the Civic Center Library, Scottsdale Center for the Performing Arts, outdoor amphitheatre, park and public art, offers a variety of concentrated public amenities just steps from the front doors of Palo’s future residents. We are excited that the City’s plans to reinvest in this area are moving forward and share in the vision for the future of this area as a vibrant and active part of the Old Town experience.*

*Palo promotes access by its future residents and passersby to Civic Center Mall through the addition of an 8’ sidewalk along 75<sup>th</sup> Street as well as providing bicycle racks to encourage residents to utilize alternative and non-vehicular modes of transportation to visit the nearby amenities.*

- Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

*As noted above, Palo aims to make the most of its key location in the Old Town area by providing strong links for residents to the nearby civic and commercial amenities through an enhanced pedestrian experience. Removing the narrow attached and unshaded sidewalk and replacing it with an 8’ sidewalk will greatly enhance the pedestrian experience along 75<sup>th</sup> Street.*

## **Bicycling**

2. Provide convenient and comfortable bicycle facilities to encourage bicycling.

- Promote a variety of accessible bicycle facilities, including, bicycle parking, bicycle lockers, and shower facilities into the transit system throughout the community.

*Palo is proposing 8 unsecured bicycle parking spaces to promote bicycle use in the area.*

## **Old Town Scottsdale Character Area Plan Conformance**

### **Land Use**

Goal LU1: Maintain Old Town Scottsdale as the commercial, cultural, civic, and symbolic center of the community.

- Policy LU1.1: As a General Plan designated Mixed-Use Neighborhood, Old Town Scottsdale should offer access to multiple modes of transportation and major regional destinations, accommodate higher density housing combined

with complementary office and retail uses, in vertical mixed-use structures, with a focus on pedestrian-scale architectural design at the ground level.

*The proposed Palo development offers convenient access to pedestrian amenities, bicycle opportunities, as well as Valley Metro bus routes and the local trolley circulator to encourage alternative modes of transportation throughout Old Town as well as the greater region.*

*Palo is proposed with a density of 16.67 dwelling units per acre consisting of 5 units on an approximately 1/3 acre site. This proposal is similar to the Main Street Place development directly south of the site, whose density is approximately 22.2 dwelling units per acre with 12 dwelling units on approximately .5 acres.*

*One of the units at Palo is designated as a work/live unit with proposed dedicated parking on-site during business hours. The remaining four residential units feature flexible space at the ground floor that is intended to serve as a home office space for residents. Palo faces 75<sup>th</sup> Avenue and the adjacent Civic Center Mall and features private ground floor patio space separated with low decorate walls along the public sidewalk to emphasize the pedestrian-oriented nature of the development.*

*Particular attention to the pedestrian environment is addressed through the placement of brick material at the base and breaking up of the vertical design through material and color changes. The pedestrian level features landscaping at various depths and large windows to break up the massing of the façade at the ground level.*

- Policy LU 1.3: Maintain Old Town as a year-round, seven days a week, 18-hour Mixed-Use Neighborhood that supports the needs of Scottsdale’s residents, businesses and visitors.

*The current use of the subject site is an outdated office building that functions generally (at least pre-COVID) during regular office hours Monday through Friday. While the office use may contribute to some local businesses during office hours, it does not contribute to the operation of Old Town as an 18-hour Mixed-Use Neighborhood.*

*Palo, on the other hand, locates residents within close proximity to Historic Old Town and the many amenities offered in the area. As a result, Palo residents will contribute to the goal of a year-round, seven days a week, 18-hour mixed-use neighborhood by locating people who live in Old Town close to uses ranging from coffee shops to night clubs to art galleries.*

Goal LU2: Encourage the development of Old Town as a collection of mixed land uses and districts.

- Policy LU2.1: Encourage new development, redevelopment and infill projects to enhance the Downtown Core as a specialty retail and regional tourist destination...New Development and redevelopment within the Multiple Use Type 2, Type 2.5, and Type 3 areas adjacent to the Downtown Core should transition in scale, height, and intensity from the higher scale (Type 2, Type 2.5, and Type

3) Multiple Use Development to that of the lower scale (Type 1) development in the Downtown Core.

*Palo is a small-scale infill project within the Type 2 Development category of the Downtown Multiple Use areas shown in the exhibits on Page 2 of this narrative. Although the D/DMU zoning category permits up to 50 dwelling units per acre and heights of 66 feet, Palo is only proposing 16.67 dwelling units per acre and a maximum height of 39 feet. While the subject site is not directly adjacent to the Downtown Core, it is within walking distance to that area and is directly adjacent to the Civic Center District. Accordingly, Palo has been designed as a buffer to the Downtown Core in its size, scale and intensity.*

- Policy LU2.2: Maintain, enhance, and expand the development of the Downtown Civic Center with land uses consisting of Old Town's primary public open space, along with cultural, sports and municipal activities, such as the Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art, Scottsdale Stadium, City Hall, Civic Center Library, and the Public Safety and Courts complex. New development and/or redevelopment of properties within this area should activate, support, and increase the civic, cultural, sports and open space amenities. New development and redevelopment within the Multiple Use areas adjacent to the Downtown Civic Center should incorporate vertically mixed land uses that activate the Civic Center with both visitors, residents and workers year-round. Such development should provide visual and physical access to the Downtown Civic Center.

*The proposed development is located in the Multiple Use area directly adjacent to the Civic Center District. As such, Palo is designed to activate the Civic Center Mall across of 75<sup>th</sup> Street from the project by orienting the building frontage towards the Civic Center Mall. At the ground level, long vertical windows pay homage to the Benny Gonzales style architecture prevalent at City Hall. At the second story, private shaded balconies face out over the Civic Center Mall. At the roof top, loft-style units are stepped back from the street and provide views of the Civic Center Mall and Historic Old Town. Each loft area has additional private patio space and a common use pool and amenity deck are located outside of the private patio space, providing residents with views of the adjacent Civic Center space at every level.*

*Palo is designed with one work/live unit and ground floor flexible space within the remaining residential units and is intended to serve as office space for future residents. The ground floor is accessible to residents, visitors and passersby from the enhanced 8' sidewalk along 75<sup>th</sup> Street that will be added as part of the proposed development. Private ground floor space is provided to separate the private from the public realm. This enhanced pedestrian access will promote comfortable, direct pathways across 75<sup>th</sup> Street to the Civic Center District to the west.*

- Policy LU2.3: Encourage new development, redevelopment and infill that strengthens Old Town Scottsdale's mix of activities through the development of mutually supportive land uses within Downtown Multiple Use areas. The majority of the properties within the Old Town Plan boundary are Downtown Multiple Use.

*As contemplated by the Scottsdale General Plan and Old Town Scottsdale Character Area Plan, we are requesting to rezone the subject site from S-R DO*

*to D/DMU-2 DO. The rezoning to Downtown Multiple Use is consistent with the long-range planning goals for this area. Locating a primarily residential use within close proximity to the various civic and commercial options provides support for those existing amenities and businesses.*

Goal LU3: Continue the use of development types to guide the physical and build form of Old Town Scottsdale.

- Policy LU3.2: Support higher scale Type 2 development in the majority of the Multiple Use areas surrounding the Downtown Core.

*Palo is within the Type 2 development area and is proposing standards within those allowable including density and height consistent with the plan for growth in this area.*

Goal LU5: Promote diversity in Old Town housing options.

- Policy LU5.1: Develop a variety of housing types such as apartments, condominiums, lofts townhomes, patio homes, and live/work units.

*The proposed Palo development is primarily residential in nature but features one dedicated work/live unit with a reserved on-site parking space during business hours. Additionally, we provide flexible space within the ground floor area of the other four residential units intended to be office space for residents. Providing flexible space allows residents to use it as they see fit, a particularly important design feature given the evolving office environment.*

- Policy LU5.2: Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well a small infill projects with a limited number of units.

*Palo is a small-scale infill project consisting of only 5 two-bedroom units, 1 of which is a work/live units. The proposed development is an example of a small infill project with a limited number of units in an appropriate area of other lower intensity uses.*

Goal LU6: Encourage a mix of land uses to support a walkable and sustainable Downtown.

- Policy LU6.1: Encourage development to provide a mix of uses and active street frontages, particularly in the Downtown Core, along Scottsdale Road, adjacent to primary open space areas and within the more active Old Town districts. For development in peripheral areas such as the Garden District, the Scottsdale Arts District and portion of the Fifth Avenue District west of Goldwater Boulevard, and the Civic Center and Brown and Stetson Districts east of 75<sup>th</sup> Street that may not be able to support a mix of uses with active frontages, encourage features that create visual interest at the pedestrian level.

*The subject site is located on the east side of 75<sup>th</sup> Street within the Multiple Use District and directly adjacent to Civic Center Mall. It is important to note this policy within the Old Town Character Area Plan as providing some leniency to the ground floor uses permitted to activate areas within the Multiple Use District. Palo is sensitive to not provide unusable retail space or create parking*

hardships by placing commercial uses in an area that is not well-trafficked for such businesses. Adding to this challenge is the very narrow and relatively small size of the parcel that makes circulation and parking difficult to accommodate.

In order to address the practical challenges of the site while still providing active ground floor uses, Palo features one work/live unit and provides ground floor flexible space within the remaining four residential units that is intended to be utilized for home office space. To create a sense of openness, tall vertical windows are featured along the façade at 75<sup>th</sup> Street to create more active space that does not feel closed off at the pedestrian level, and direct access to units is provided from 75<sup>th</sup> Street.

- Policy LU6.4: Support interconnected, pedestrian oriented Old Town districts that are comprised of a balanced mix of activities and land uses within optimal walking distance (approximately one-quarter mile).

*Palo is located mere steps from the Civic Center Mall, opening up access to all of the public amenities in the area as well as connecting the Civic Center to Historic Old Town's commercial offerings. As a pedestrian-oriented development, Palo locates residents within walking and bicycling distance to a mix of nearby activities from civic to retail to restaurant. Scottsdale's goal of having Old Town function as a "live, work, and play" area requires an emphasis on the "live" component. Work and play are well-established in Old Town, but additional residents are needed to provide year-round support for businesses in this area that is so heavily impacted by seasonal tourism. Palo is an example of taking a small infill site that is currently functioning as a limited office use and transforming it into a residential development within a growing, mixed-use Old Town neighborhood.*

## **Character & Design**

Goal CD1: Strengthen and enhance Old Town district character with contextually compatible development.

- Policy CD1.1: Incorporate the distinctive qualities and character of the surrounding, and/or evolving district context into building and site design.

*The neighborhood surrounding the proposed Palo development contains a mix of architectural styles, features and colors. While the neighborhood itself does not have a particularly strong sense of character, the Civic Center Mall across the street does and Palo has drawn inspiration from that design while incorporating materials that are present throughout Old Town.*

*Palo has drawn inspiration from Benny Gonzales' design at City Hall to provide tall, vertical windows at the ground floor. The goal is not to copy this style but rather incorporate it into Palo in a unique and distinct manner that is more of an homage than a replica of the design style. Palo also incorporates a flat white stucco similar to City Hall but is used sparingly as an accent due to the Light Reflectance Value of the proposed paint and the City's general discouraged use of high LRV materials.*

*Like some of the buildings used as design examples in the Old Town Scottsdale Urban Design & Architectural Guidelines, Palo utilizes brick material in its*

*natural state to ground the lower level and place heavier materials at the base of the project. The upper levels are shades of grey stucco in neutral tones to reflect the modern design of the building and some of the adjacent developments.*

*Palo also features notable colorful accents in the walls between private balconies at the second level in a chartreuse similar to the yellow flowers of a Palo Verde tree. These accents are similar to the yellow accents utilized at the adjacent Main Street Place development.*

Goal CD2: Development should sensitively transition in scale, height, and intensity at the Old Town boundary between different development types.

- Policy CD2.2: Sensitive transition buffers between Downtown Development Types should be implemented through architectural design that steps down larger building mass and height, to lower scale development.

*Palo is located in the Multiple Use District and directly across from the Civic Center District. Accordingly, it is designed at a lower intensity than the maximum allowed and at a lower height and density than the adjacent Main Street Place development.*

*The proposed development is three stories with 39 feet in height, which is an entire level and 14 feet shorter than the 53-foot-tall Main Street Place building next door to Palo. Palo only contains 5 units for a total proposed density of 16.67 dwelling units per acre, less than the 50 dwelling units per acre that would be permitted under the D/DMU-2 DO zoning category.*

*Because Palo has been thoughtfully designed to be compatible with the surrounding area, it acts as a transition to the adjacent Civic Center District in an appropriate scale.*

Goal CD3: Old Town development should respect and respond to the unique climate and context of the southwestern Sonoran Desert.

- Policy CD3.1: Promote downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.

*Palo is designed in a modern desert aesthetic that incorporates materials like brick, wood and metal cladding in a natural state while softening up the design with neutral-toned stucco in shades of grey with accent colors of white and chartreuse to break up the color palette. The chartreuse accent color was specifically chosen to be reminiscent of the color of blooming Palo Verde trees and natural wood doors and accents underneath shade structures are of a color scheme consistent with the dark bark of a mesquite tree. Because the climate of the Sonoran Desert is marked by hot summers, shade is provided at every level of the project.*

- Policy CD3.2: Enhance outdoor pedestrian comfort through the creation of microclimates that incorporate a variety of shade, trees, and other drought tolerant landscape features to create passively cooler temperatures.

*Palo is designed to minimize the urban heat island effect and maximize resident and pedestrian comfort through the use of architecturally-integrated shade. At the ground floor, shade is provided by an overhang over the private patio area created by the second story balcony space. At the second level, a shade structure pops out over the private balcony areas to create visual interest in the design of the building while providing a functional benefit to residents. At the roof top level, private patios are shaded by an overhang.*

- Policy CD3.3: Pursue building and development strategies that reduce the heat island effect within downtown.

*In an effort to reduce the impact of the heat island effect, all of the parking at Palo is located within an access controlled and covered area and drive aisles are constructed of concrete instead of asphalt.*

Goal CD4: Create a dynamic and connected walkable downtown through urban and architectural design.

- Policy CD4.1: Encourage urban and architectural design that is human scale and provides pedestrian comfort.

*Palo is designed to provide an appropriate scale for the neighborhood and presents the materials in a manner that creates a human scale while providing pedestrian comfort. By placing the heaviest material (brick) at the ground level, the upper levels do not create an overwhelming sense of height. Open balcony space at the second level and a stepped back rooftop further soften the building's mass.*

*Pedestrian comfort is provided through a new 8' sidewalk width along 75<sup>th</sup> Street.*

Goal CD6: Create safe, comfortable, and interesting street spaces.

- Policy CD6.1: Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.

*The proposed project features setbacks along the alley that match the adjacent Main Street Place development. The setback along 75<sup>th</sup> Street is 16' to match the Main Street Place development directly south. Both Palo and Main Street Place have a strong presence on 75<sup>th</sup> Street facing the adjacent Civic Center Mall and focus the façade west facing Historic Old Town.*

- Policy CD6.3: Streetscapes should provide continuity for the pedestrian across different developments along the same street. This continuity can be established through the provision of consistent landscape improvements, street tree themes, shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.

*Although the property to the north of the subject site does not feature a detached or covered sidewalk along 75<sup>th</sup> Street, Main Street Place to the south does and Palo feature 8' sidewalks.*

- Policy CD6.4: Use development standards, related exceptions, and urban design guidelines regarding building location and setback to enhance the context, rhythm, and features of streetspaces.

*Palo is proposed to meet most of the design standards set forth in the Zoning Ordinance; however, we are requesting relief from the setback standards along 75<sup>th</sup> Street and McKnight Avenue to be similar with the Main Street Place project directly to the south. The subject site is a challenging infill site due to its rounded street frontage at the intersection of 75<sup>th</sup> Street & McKnight Avenue as well as its narrow lot size. Accommodating the setbacks, drive aisle and parking space widths leaves less than 30' of buildable width on the interior of the site.*

*Granting the request for amended development standards, which begin on page 30 of this narrative, allows for this infill site to be reimaged as a high-quality urban development with active ground floor uses along 75<sup>th</sup> Street across from Civic Center Mall, contained parking that helps minimize the urban heat island effect, and widened sidewalks to enhance the pedestrian experience.*

*Additionally, our requests for amended development standards are in line with the previously approved Main Street Place reductions, which have provided for a high-end, successful mixed-use development.*

- Policy CD6.5: Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or common open spaces.

*Part of Palo's plans for redevelopment include construction of an 8' wide sidewalk that will link with the sidewalk at Main Street Place directly to the south. Both of these properties have direct access across 75<sup>th</sup> Street to Civic Center Mall and Historic Old Town's variety of amenities.*

Goal CD7: Incorporate a regional landscape palette that complements the urban and pedestrian character of Old Town.

- Policy CD 7.1: Old Town open space and landscape elements should project a desert oasis character, providing an abundance of shade, color, varied textures and forms.

*The proposed landscape palette includes only desert-friendly plantings including lady slipper, a primarily green succulent plant with distinctive orange and yellow flowers that resemble a high-heeled shoe; red yucca, which are a grey-green bush-like yucca with tall flower shoots in reddish/pink hues; and gold lantana, a perennial flower that will provide colorful groundcover.*

Goal CD9: Implement high quality urban and architectural design in Old Town.

- Policy CD9.2: Incorporate the *Scottsdale Sensitive Design Principles* and the *Old Town Urban Design and Architectural Guidelines* in all development.

*Palo is designed with both the Scottsdale Sensitive Design Principles and the Old Town Urban Design & Architectural Guidelines in mind. Each of these design documents are addressed in greater detail below beginning on page 40.*

Goal CD10: Incorporate sustainable building practices in Old Town development.

- Policy CD10.3: Encourage green building and biophilic design strategies such as building orientation, passive solar and cooling techniques, natural daylighting, and the integration of regional plant materials as part of downtown development.

*The proposed building is designed to capture small amounts of east-facing light with select windows on the rear façade while limiting direct exposure to controlled points to limit solar gain. The western façade provides views of the Civic Center Mall and Historic Old Town with large windows, and to minimize the impact of afternoon sun each level of the building is designed with deep overhangs that provide ample shade.*

## **Mobility**

Goal M1: Develop complete streets through public and private infrastructure investments and improvements.

- Policy M1.5: Encourage use of mobility options downtown, such as: transit, biking, walking, mobility share, transportation carts, pedicabs and horse-drawn carriages, particularly during special events.

*Palo is a pedestrian-oriented development that aims to encourage its residents to take advantage of the vast multi-modal options for Old Town circulation. Palo seeks to promote these alternative modes of transportation through the inclusion of bicycle parking spaces and reconstruction of the sidewalk along 75<sup>th</sup> Street to be widened to 8' and 6' along McKnight Avenue. Because the site is located in such close proximity to many activities and special events in Old Town, we hope Palo residents find ample opportunities to take advantage of the variety of non-vehicular or shared transportation options available in this area.*

Goal M2: Create complete, comfortable, and attractive pedestrian circulation systems.

- Policy M2.4: Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between downtown districts.

*Palo's proposed reconfiguration of the existing pedestrian environment on 75<sup>th</sup> Street will provide a link to the enhanced sidewalk that exists at the adjacent Main Street Place property to create a cohesive and comfortable pedestrian link to the Civic Center Mall and Historic Old Town directly west of the subject site.*

- Policy M2.5: Provide enhanced pedestrian access and connections between adjacent developments.

*As described above, Palo is proposing to rebuild the sidewalk along 75<sup>th</sup> Street to 8' wide and along McKnight Avenue to 6' wide. This will provide an enhanced connection to the adjacent properties and developments.*

Goal M4: Maintain a convenient and adequate parking supply Old Town.

- Policy M4.5: Seek opportunities to provide shaded parking through the provision of landscaping, shade structures, tree and solar canopies.

*Palo is proposing exclusively covered parking that will be gated and secured to provide only shaded parking for residents and visitors to the work/live unit during business hours.*

Goal M7: Provide bicycle infrastructure and facilities to encourage increased downtown resident, employee and visitor bicycling.

- Policy M7.1: Incorporate accessible bicycle infrastructure and facilities into public and private development.

*The proposed development includes 8 unsecured bicycle parking spaces at the perimeter of the site to encourage bicycle use.*

## **Arts & Culture**

Goal AC3: Promote and support initiatives that foster Old Town as an interactive arts district.

- Policy AC3.7: Support work/live development in the downtown that is flexible enough to accommodate the needs of creative professionals.

*Palo is designed with one dedicated work/live unit. Given the site's proximity to the Scottsdale Center for Performing Arts and numerous galleries in Old Town, creative professionals could easily utilize the ground floor space at Palo for their unique needs.*

## **Economic Vitality**

Goal EV2: Promote private investment in, and attract new development to, Old Town.

- Policy EV2.8: Recognize that talent is a critical component of business location decisions, and enhance Old Town's quality of life amenities and housing choices, to appeal to a skilled workforce.

*When considering how to design the ground floor space at Palo, the team considered the impact of the COVID-19 pandemic on traditional workplaces and decided to include flexible space to appeal to individuals who may likely have partial office schedules. The future of the workforce for many industries is likely to include some flexible working days, and Palo is designed to provide designated space at the ground floor to appeal to future residents who need to incorporate office space into their homes.*

**AMENDED DEVELOPMENT STANDARDS JUSTIFICATION**

To accommodate the proposed Palo development, we are requesting to modify the Development Standards to account for reduced setbacks along public streets from 20' to 16'. Our requested reductions are shown below in **BOLD CAPS** for additions and ~~strikethrough~~ for removals.

Sec. 5.3000. – Downtown (D)

Sec. 5.3006. – Property development standards.

*A. Prior Development Types.*

1. Properties zoned Type 1.5 before December 31, 2012. Changes to properties zoned Type 1.5 after December 31, 2012 shall comply with the regulations of the Type 2 development type.
2. Properties zoned Downtown Medical - Type 2 and Downtown Regional Use - Type 2 before May 22, 2018. Changes to properties zoned Downtown Medical - Type 2 and Downtown Regional Use - Type 2 after May 22, 2018 shall comply with the regulations of the Type 3 development type.

*B. Density, Gross Floor Area Ratio (GFAR), and Building Height Maximum.*

1. Density and GFAR maximum are shown in Table 5.3006.B.
2. The building height maximum is shown in Table 5.3006.B., except as provided in Subsection 5.3006.B.3.
3. The additional height regulations of Article VII. shall not apply.

Table 5.3006.B. Density, Gross Floor Area Ratio (GFAR), and Building Height Maximums				
Development Type	Building Height Maximum <sup>(1)</sup>	GFAR Maximum without Bonus(es)	GFAR Maximum with Bonus(es) <sup>(2)</sup>	Density Maximum (per acre of gross lot area)
Type 1 within Historic Old Town District	40 feet	1.3	2.0	50 dwelling units
Type 1 outside of the Historic Old Town District	48 feet	1.3	2.0	50 dwelling units
Type 2 and Type 2.5	66 feet	1.3	2.0	50 dwelling units
Type 3	84 feet	1.3	2.0	50 dwelling units
Notes:				
1. Inclusive of all roof top appurtenances.				
2. See Table 5.3008.B.				

*C. Setbacks from public streets, except alleys.*

1. The minimum setback from public streets (except alleys) is shown in Table 5.3006.C. The setback is measured from the back of curb.

Table 5.3006.C. Minimum Setback for Buildings Adjacent to Public Streets, except alleys	
Street	Minimum Building Setback
North Drinkwater Boulevard and North Goldwater Boulevard	30 feet
East Indian School Road	30 feet
East Camelback Road	40 feet
North Scottsdale Road in Type 3 Area	40 feet
North Scottsdale Road in Type 1, Type 2 or Type 2.5 Areas	20 feet
All other public streets and public street segments in the Type 1 Area	14 feet
All other public streets and public street segments in the Type 2 or Type 2.5 Areas	<del>20</del> 16 feet
Note: See the Downtown Plan Urban Design & Architectural Guidelines for locations of the public streets and setbacks above.	

2. The adjustment of front yard requirements in Article VII. does not apply.

*D. Setbacks from major intersections.*

1. On each corner of an intersection designated as an Old Town Major Intersection in the Downtown Plan, the property owner shall provide at least 2,500 square feet of open space at grade and up to a height of 30 feet. The open space shall be located within 70 feet of the intersection of the property lines at the corner. Those major intersections include:
  - a. East Camelback Road and North Goldwater Boulevard.
  - b. East Camelback Road and North Scottsdale Road.
  - c. East Indian School Road and North Goldwater Boulevard.
  - d. East Indian School Road and North Drinkwater Boulevard.
  - e. East Second Street and North Goldwater Boulevard.
  - f. East Second Street and North Drinkwater Boulevard.

*E. Setbacks from Single-family Residential districts shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or any Planned Residential Development (PRD) District.*

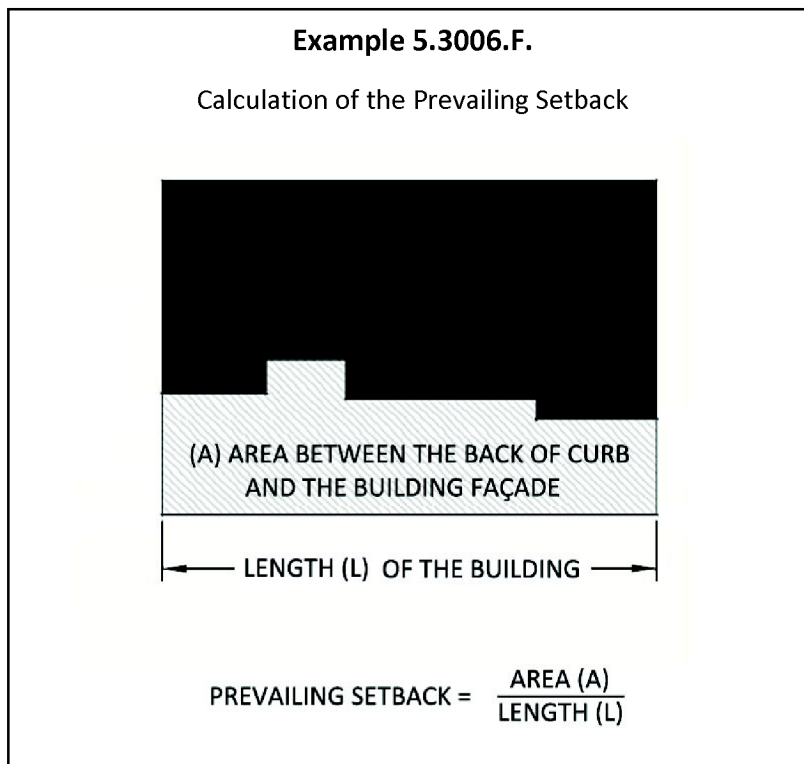
1. The minimum setback is:
  - a. Ten feet from a single-family residential district shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or any Planned Residential Development (PRD) District.
  - b. Ten feet from an alley that abuts a property zoned with a single-family residential district shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or any Planned Residential Development (PRD) District, measured from the center of the alley.
  - c. Exception. The setback from a single-family residential district shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or any Planned Residential Development (PRD) District, shall not apply to properties abutting the Arizona Canal.
2. Walls and fences up to a height of eight (8) feet are allowed on the property line, or within the required setback above, if the wall or fence is at least ten (10) feet from the center of an alley.

F. *Building location.*

1. A building adjacent to a public street (except alleys) shall be located as follows:
  - a. In a Type 1 Area, at least fifty (50) percent of the:
    - i. Length of the building façade shall be located at the minimum setback; and
    - ii. Area of the building façade at grade and up to a height of thirty (30) feet shall be located at the minimum setback.
  - b. In a Type 2 Area, a Type 2.5 Area, or a Type 3 Area, at least twenty-five (25) percent of the:
    - i. Length of the building façade shall be located at the minimum setback;
    - ii. Length of a building façade at grade and up to a height of thirty (30) feet shall be set back at least ten (10) additional feet; and
    - iii. Area of the building façade at grade and up to a height of thirty (30) feet shall be located at the minimum setback.
2. In a Type 2 Area, a Type 2.5 Area, or a Type 3 Area, a building with a building façade length of two hundred (200) feet or more shall be located to achieve a prevailing setback shown in Table 5.3006.F. The building façades on a corner lot are calculated separately, and not added together.

Table 5.3006.F. Prevailing Setbacks for Buildings Adjacent to a Public Street (except alleys)	
Street	Prevailing Setback
North Drinkwater Boulevard and North Goldwater Boulevard	Between 35 and 45 Feet
East Camelback Road	Between 45 and 60 Feet
North Scottsdale Road north of the Arizona Canal	Between 45 and 60 Feet
All other public street and public street segments	Between 25 and 35 Feet

- The prevailing setback is equal to the area between the back of curb and the building façade, divided by the length of the building, as shown in Example 5.3006.F.



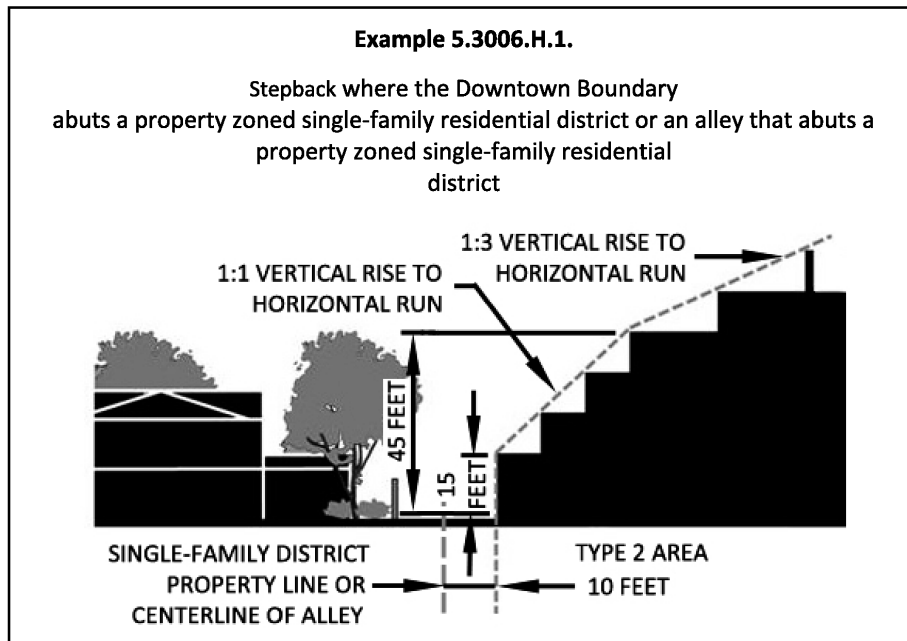
G. *Private outdoor living space.*

- All dwelling units shall include private outdoor living space located beside the dwelling unit.
- Each private outdoor living space shall be at least six (6) feet deep and sixty (60) square feet in area.

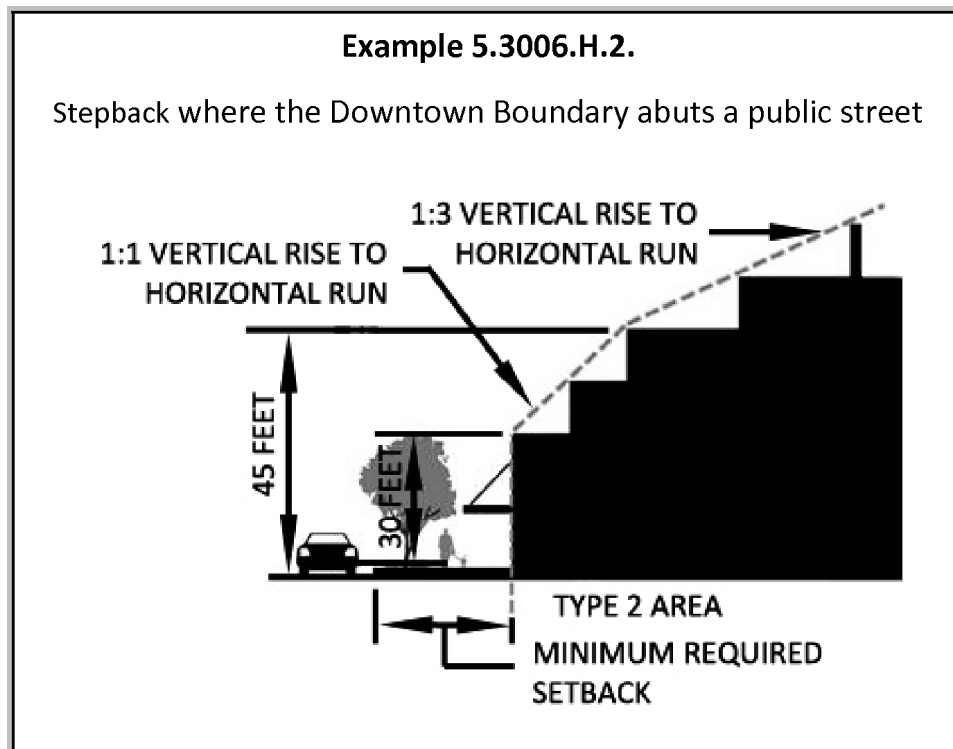
## H. *Stepbacks.*

1. Property in a Type 1 Area: The stepback plane shall incline at a ratio of 1:1 beginning thirty (30) feet:
  - a. Above the minimum setback from the public street (except alleys),
  - b. Above the rear property line, and
  - c. Above the property line abutting an alley.
2. Property in a Type 2 Area, a Type 2.5 Area, or a Type 3 Area adjacent to or abutting a Type 1 Area:
  - a. The stepback plane shall incline at a ratio of 1:1, beginning thirty (30) feet above the minimum setback from the public street (except alleys), where the public street abuts a Type 1 Area.
  - b. The stepback plane shall incline at a ratio of 1:1, beginning thirty (30) feet above a property line that abuts (i) a Type 1 Area, or (ii) an alley that abuts a Type 1 Area.
  - c. The stepback plane shall incline in conformance with the applicable requirements of this section for property lines that do not abut (i) a Type 1 Area, or (ii) an alley that abuts a Type 1 Area.
3. Property in a Type 2 Area or a Type 2.5 Area not described above: The stepback plane shall incline at a ratio of 1:1, beginning thirty (30) feet above (i) the minimum setback from the public street (except alleys), and (ii) all other property lines, to forty-five (45) feet; and beginning at forty-five (45) feet, incline at a ratio of 2:1.
4. Property in a Type 3 Area not described above: The stepback plane shall incline at a ratio of 2:1, beginning forty-five (45) feet above (i) the minimum setback from the public street (except alleys), and (ii) all other property lines.
5. Downtown Boundary—additional requirements for property in a Type 2 Area, a Type 2.5 Area, or a Type 3 Area:
  - a. Where the Downtown Boundary abuts a single-family residential district or an alley that abuts a single-family residential district shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or any Planned Residential Development (PRD) District:
    - i. The setback shall be 10 feet from the single-family residential district shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or any Planned Residential Development (PRD) District, or the centerline of the alley.

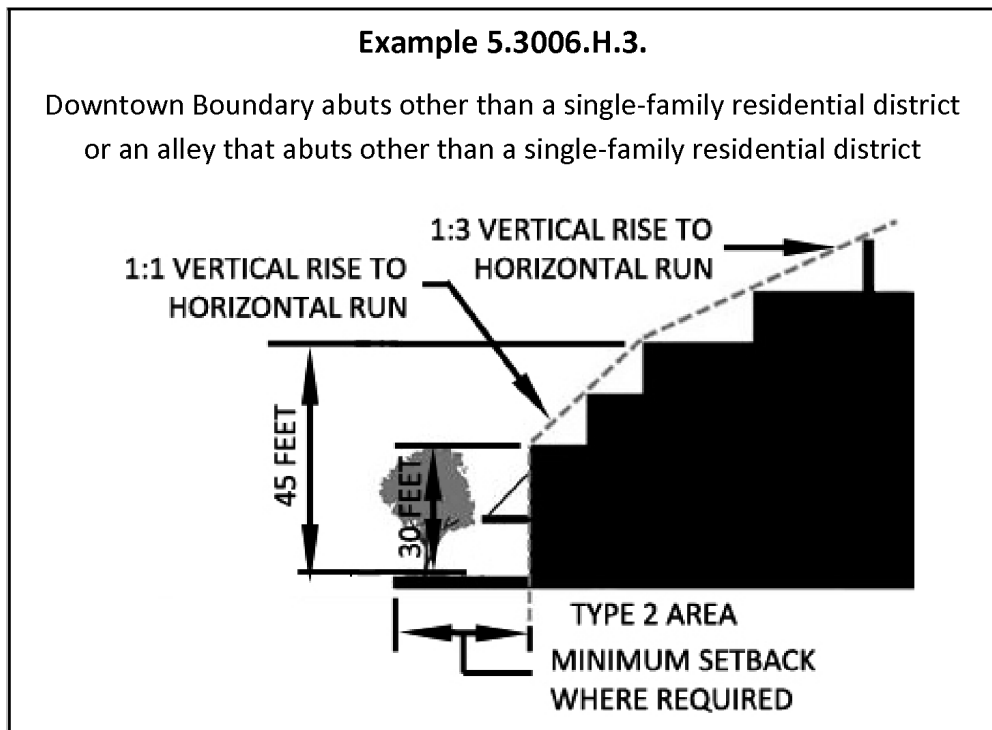
- ii. The stepback plane shall incline at a ratio of 1:1, beginning fifteen (15) feet above the setback line to forty-five (45) feet; and beginning at forty-five (45) feet, incline at a ratio of 1:3.



- b. Where the Downtown Boundary abuts a public street (except alleys), the stepback plane shall incline at a ratio of 1:1, beginning thirty (30) feet above the minimum setback from the public street (except alleys) to forty-five (45) feet; and beginning at forty-five (45) feet, incline at a ratio of 1:3.



- c. Where the Downtown Boundary does not abut a single-family residential district or an alley that abuts a single-family residential district shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or any Planned Residential Development (PRD) District:
  - i. The setback shall be ten (10) feet from the centerline of the alley.
  - ii. The stepback plane shall incline at a ratio of 1:1, beginning thirty (30) feet above the setback line from the alley and thirty (30) feet above all other property lines to forty-five (45) feet; and beginning at forty-five (45) feet, incline at a ratio of 1:3.



- 6. If there is a conflict at the intersection of the stepback planes, the more gradual slope controls.
  - i. *Exceptions to building location, setback, prevailing setback and stepback standards.*
    - 1. As outlined in Subsections 5.3006.I.2 through 5.3006.I.4. below, and except as provided in Subsection 5.3006.I.9. below, certain exceptions to building location, setback and stepback standards are allowed if the Development Review Board finds the exceptions conform to:
      - a. The Downtown Plan and Downtown Plan Urban Design & Architectural Guidelines; and
      - b. The sight distance requirements of the Design Standards and Policy Manual.

2. Subject to design approval by the Development Review Board, the following exceptions to building location, setback and stepback standards are allowed:
  - a. A maximum of five (5) feet for cornices, eaves, parapets and fireplaces.
  - b. A maximum of seven (7) feet for canopies and other covers over sidewalks, balconies and terraces.
  - c. Balcony walls and railings with a maximum inside height of forty-five (45) inches.
  - d. Uncovered balconies, uncovered terraces and patios at and below grade.
  - e. Covered sidewalks and uncovered terraces directly above a sidewalk.
3. Subject to design approval by the Development Review Board, in a Type 2 Area, a Type 2.5 Area, or a Type 3 Area, a maximum fifteen (15) feet exception to stepback and setback standards above the first floor (not specified in 1.2. above), is allowed for projections that:
  - a. Are less than fifty (50) percent of the length of the segment of the building façade where the projections occur; and
  - b. Are less than thirty-three (33) percent of the surface area of the segment of the building façade where the projections occur.
4. Subject to design approval by the Development Review Board, an exception to the stepback standard is allowed for stairwells and elevator shafts.
5. The minimum setback from public streets (except alleys) shall be equal to the average prevailing setback of all buildings on the same frontage if forty (40) percent or more of the existing buildings on the frontage are closer to the curb than the requirement of Table 5.3006.C.
6. The prevailing setback of a building with a building façade length of two hundred (200) feet or more shall be between five (5) feet and fifteen (15) feet greater than the average of the prevailing setbacks of all existing buildings on the same frontage, if forty (40) percent or more of the existing buildings on the frontage are nearer the curb than the requirement in Table 5.3006.F.
7. The minimum setback from public street (except alleys) shall be equal to the average prevailing setback of all buildings on the same frontage, but in a Type 2 Area, a Type 2.5 Area, or a Type 3 Area, not less than sixteen (16) feet.
8. The prevailing setback of a building with a building façade length of two hundred (200) feet or more shall be between five (5) feet and fifteen (15) feet greater than the minimum setback.
9. Exceptions to setback or stepback standards are not allowed:

- a. To cross a property line; however, exceptions that encroach into the public street may be allowed, subject to the Scottsdale Revised Code.
  - b. On the side or rear, where the property line abuts a single-family residential district or an alley that abuts a single-family residential district shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or any Planned Residential Development (PRD) District; however, a maximum five (5) feet exception to the stepback standard is allowed for stairwells, and elevator shafts, mechanical equipment and related screening, chimneys, parapets, and ridges of sloped roofs. This requirement does not apply to properties abutting the Arizona Canal.
  - c. To increase the building height maximum.
10. Where the building location requirements in Subsection 5.3006.F.1. above cannot be met due to the location of the street line, the following shall apply:
- a. In a Type 1 Area, at least fifty (50) percent of the:
    - i. Length of the building façade shall be located at the street line; and
    - ii. Area of the building façade at grade and up to a height of thirty (30) feet shall be located at the minimum setback.
  - b. In a Type 2 Area, a Type 2.5 Area, or a Type 3 Area, at least twenty-five (25) percent of the:
    - i. Length of the building façade shall be located at the street line;
    - ii. Length of a building façade at grade and up to a height of thirty (30) feet shall be set back at least ten (10) additional feet; and
    - iii. Area of the building façade at grade and up to a height of thirty (30) feet shall be located at the minimum setback.

J. *Shaded sidewalks.*

- 1. The property owner shall provide shaded sidewalks that conform to the Downtown Plan Urban Design & Architectural Guidelines, subject to Development Review Board approval.

K. *Signs.*

- 1. The provisions of Article VIII. shall apply.

L. *Off-street parking.*

- 1. The provisions of Article IX. shall apply, except as provided below.
- 2. Vehicle parking is prohibited in the required setback specified in Table 5.3006.C.

3. The underground portion of a parking structure may be built to the property line.
4. A development with dwelling units that is required to provide:
  - a. Fifty (50) to two hundred (200) parking spaces for the dwelling units, shall provide at least ninety (90) percent of those parking spaces in a parking structure, podium parking, or tuck-under parking.
  - b. Two hundred one (201) or more parking spaces for the dwelling units, shall provide at least ninety (90) percent of those parking spaces in a parking structure, excluding podium parking and tuck-under parking.
5. The Development Review Board may approve an above-ground parking structure, podium parking and tuck-under parking adjacent to a public street if it finds that such parking conforms to the Downtown Plan and Downtown Plan Urban Design & Architectural Guidelines.

M. *Landscaping.*

1. The provisions of Article X. shall apply.

## **DEVELOPMENT REVIEW NARRATIVE**

In addition to the request for rezoning, to accommodate the proposed Palo development requires Development Review (Major). Palo has been thoughtfully designed with direction from the City's applicable design guidelines. The narrative below addresses the various documents and details Palo's conformance with the enumerated guidelines.

### ***Old Town Scottsdale Urban Design & Architectural Guidelines***

#### **Human Connectivity**

1. Create an interconnected, walkable downtown.

1.1. Provide circulation connections to, from, and within a site to support pedestrian activity and other mobility options, and enhance interconnectivity within Old Town.

*Palo is proposing to encourage non-vehicular connectivity between the site and the surrounding area through enhancement of the pedestrian experience along 75<sup>th</sup> Street, which has direct access to the Civic Center Mall, as well as the inclusion of bicycle parking.*

1.2. Expand the pedestrian network throughout Old Town by incorporating pedestrian links to neighboring developments through the use of covered or shaded walkways, passageways, courtyards, and plazas.

*As discussed above, Palo is proposing as part of its redevelopment of the site to remove the existing sidewalk, which is narrower than the City's preferred sidewalk standard in the Downtown area. The new pedestrian walkway that will be constructed with the Palo development meets the design guidelines for Old Town including the addition of an 8' sidewalk along 75<sup>th</sup> Street.*

1.3. Maintain the Old Town pedestrian grid pattern found within the context of each Old Town district.

*The proposed development maintains the existing pedestrian areas along 75<sup>th</sup> Street and McKnight Avenue while improving the pedestrian experience along 75<sup>th</sup> Street to complete the City's vision for enhanced sidewalks as detailed above.*

1.4. Design street-spaces that support the pedestrian. Incorporate pedestrian amenities such as safe, comfortable surfaces, lighting, shade, landscape and hardscape, crosswalk refuge areas, and curb and sidewalk extensions into Old Town design.

*Palo is proposing to improve the pedestrian environment as part of its development of the site. The frontage along 75<sup>th</sup> Street will become the main entrance to the site with an inviting and active appearance as compared with the current configuration. Additionally, a widened sidewalk will be constructed adjacent to the street with private patio spaces separating the public and private realms.*

- 1.5. Coordinate the design of pedestrian, auto, parking and service areas to minimize pedestrian interruption and pedestrian-vehicular conflicts.

*We have designed the site to provide only a singular vehicular ingress off of McKnight. That drive is designed to be one-way and egress is into the adjacent alley. This allows for an uninterrupted pedestrian experience along 75<sup>th</sup> Street except for at the existing alley access point in an effort to minimize pedestrian-vehicular conflicts.*

2. Maintain a consistent street edge and continuity of street-spaces.

- 2.1. Align new buildings with existing buildings, and minimize the space between buildings to define a continuous building-street edge.

*The proposed project is requesting reduced setbacks to be consistent with the Main Street Place development directly to the south. Palo is proposed to be built as close as possible to the property line adjacent to the alley separating the two projects.*

- 2.2. Locate the majority of building frontage to a common setback line and parallel to the street. Variations to the building setback that support the pedestrian experience may be considered.

*While the current building is oriented without a defined frontage, Palo is proposing an active and clearly defined frontage along 75<sup>th</sup> Street facing City Hall and the Civic Center Mall. The setback for the existing building is approximately 10' from the back of the curb, which is attached to a narrow sidewalk and separated from the building with a strip of landscaped area that appears now to mostly feature decomposed granite. We are requesting a reduction to the required setbacks along 75<sup>th</sup> Street and McKnight Avenue to allow for a project with a stronger pedestrian-oriented design that matches the 16' setbacks of the Main Street Place development directly to the south of the subject site.*

*By reducing the setbacks at the subject site to be consistent with Main Street Place, Palo is able to provide an enhanced pedestrian experience with an 8' sidewalk along 75<sup>th</sup> Street.*

*Our requested reduction furthers this goal in the guidelines and is consistent with the encouraged design featured in Figure 2 below, which depicts desired streetscape designs for adjacent developments.*

**Figure 2 - Building Setback Zone - Encouraged & Discouraged**

(Refer to Supplemental Graphics 1 through 6 of the Appendix & Section 5.3006 of the Scottsdale Zoning Ordinance)

The pedestrian environment is supported by internal connections, links between sites, and route choices. Building location establishes a consistent setback pattern from the street and helps define the street-space.

**ENCOURAGED - Practices that Support the Pedestrian Environment & Street-space Continuity**



3. Incorporate open landscaped spaces in Old Town to encourage human interaction.

3.3. Design private development to complement and reinforce the design of adjacent public spaces.

*Palo's location is one of its most appealing features due to its proximity directly across 75<sup>th</sup> Street from the Civic Center Mall and a short walk through that*

*public space to Historic Old Town. Accordingly, the building is designed to face the adjacent Civic Center Mall and provides views at every level for every unit of this important public space.*

*We have also drawn inspiration from the design aesthetic at City Hall with architect Benny Gonzales' signature appearance by incorporating smooth white stucco as an accent feature at the second story balconies and featuring tall, vertical and recessed windows at the ground floor similar to the style at City Hall.*

#### 4. Connecting Old Town open spaces to the surrounding context.

##### 4.1. Visually and physically connect open spaces to other spaces such as walkways, gathering and activity areas and adjacent development sites.

*Palo aims to achieve both design objectives of visually and physically connecting the development to adjacent open spaces – specifically, the Civic Center Mall. The project is oriented to face the Civic Center Mall and each unit has its main entrance off of 75<sup>th</sup> Street with the interior space focused on the view of the Civic Center Mall to the west.*

*Additionally, the enhanced pedestrian area along 75<sup>th</sup> Street will provide better physical connection to the Civic Center Mall across 75<sup>th</sup> Street from the proposed development and will add connection to the Main Street Place development to the south via its enhanced pedestrian area. Palo is also providing an enhanced 6' sidewalk along McKnight venue to complete the upgraded pedestrian realm along both street frontages of the site.*

##### 4.2. Understand the relationship between open spaces and adjacent buildings. Connect public open space with adjacent private space, such as ground floor uses. Design adjacent buildings as the “walls” that frame open spaces, where covered walkways, vertical plant materials, or other design treatments define this vertical edge.

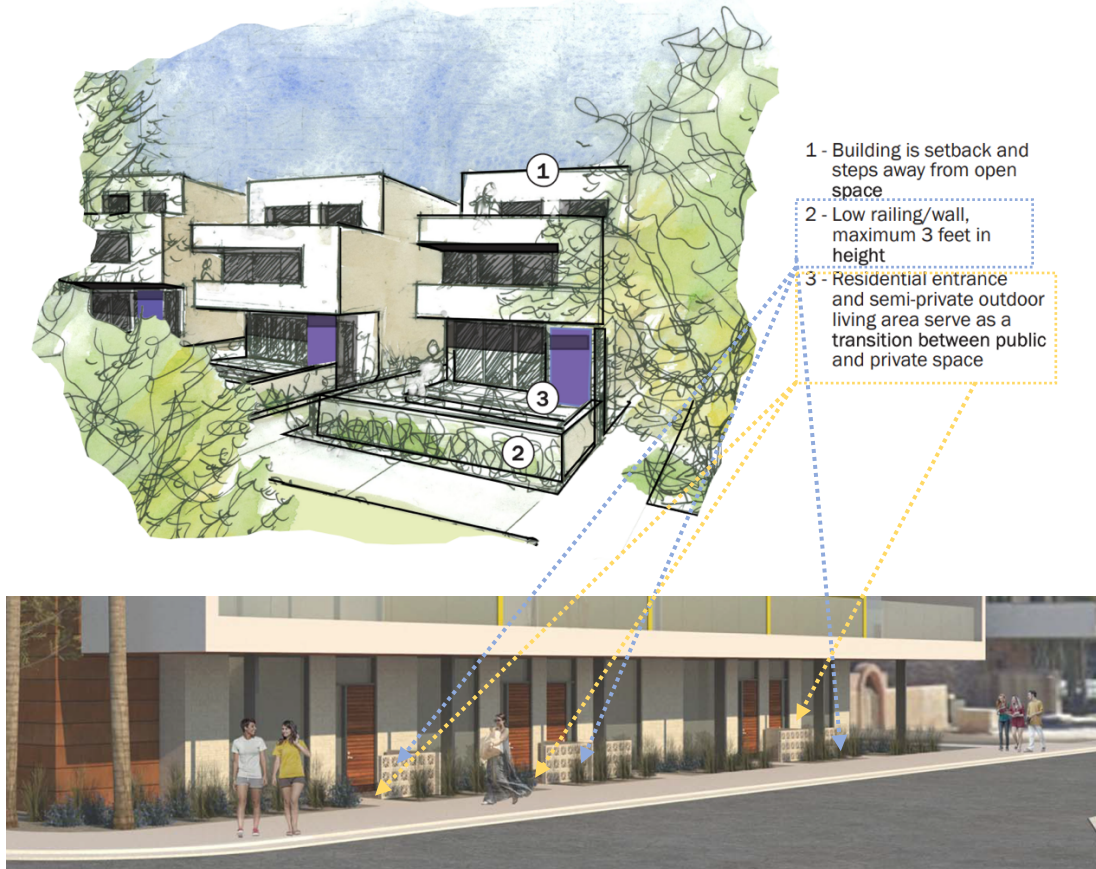
*Palo provides work/live and flexible space at the ground floor that is oriented towards the Civic Center Mall directly across 75<sup>th</sup> Street from the proposed project. The ground floor of the building frames the pedestrian pathway along 75<sup>th</sup> Street that runs parallel to the unit entrances and adjacent private patios and the balconies at the upper level provide a shaded canopy over the ground floor private patios to create a framed vertical edge.*

*Palo's ground floor experience has been redesigned with this latest submittal to provide a clear separation between the public and private realm through the use of low walls as detailed in Figure 7 below:*

**Figure 7 - Residential - Separation of Private & Public Space**

(Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

Residences may provide physical separation between private outdoor space and public open space with low railing/walls (maximum 3 feet in height) and/or raised planters if designed to maintain a sense of openness.



4.6. When residential units occupy the ground floor, direct access to adjacent open space is encouraged.

*Direct access to the adjacent open space at the Civic Center Mall is provided through the pedestrian pathway along 75<sup>th</sup> Street and the intersection of McKnight Avenue.*

**Site & Surrounding Context**

5. Manage access and exposure to sunlight; provide shade.

5.2. Manage the seasonal solar exposure of site features through building orientation, vegetation and architectural design.

*Because the site is rectangular in nature and oriented with the longest property lines on the east and west sides of the property, the building has been carefully designed to provide relief from solar exposure. On the east side which will receive early morning sun, the building does not offer any solar protection but the windows are limited in size and number so as to allow manageable sunlight into those areas. On the west side of the building which*

*will receive the most sun in the afternoon, deep recessed patios are located on the second floor providing space from large windows. At the third floor, patio space shaded with a rooftop overhang provides additional solar relief through the architectural design.*

- 5.3. Provide shade along pathways, in public and private outdoor spaces and as part of building design.

*Palo provides covered ground level private walkways and patios sidewalks that are shaded by a building canopy created at the second floor balconies.*

6. Design with context-appropriate vegetation.

- 6.1. Emphasize a variety of drought tolerant, and Sonoran Desert plants that provide water conservation, shade, seasonal color, and a variety of textures and forms.

*The landscape palette consists entirely of drought tolerant plantings recommended by the Arizona Department of Water Resources for the Phoenix AMA including lady slipper, red yucca and gold lantana.*

7. Ensure continuity of site development.

- 7.1. Orient buildings and active uses toward streets, pedestrian corridors and other public areas.

*As noted above, Palo is oriented with its frontage and pedestrian access located along 75<sup>th</sup> Street facing the adjacent Civic Center Mall. The proposed building accomplishes continuity of site development through various encouraged strategies depicted in Figure 11 that include providing parking access off of alleys and keeping parking away from public streets.*

8. Design new development to be compatible and complementary to existing development.

- 8.1. Design buildings to reflect and enhance the existing character of an area. Establish new urban design and architectural character where downtown development patterns are fragmented or evolving.

*The neighborhood surrounding the subject site is an excellent example of fragmented development patterns in an evolving area, and Palo has been designed to draw upon the various styles while providing its own unique identity to drive modern redevelopment in the area.*

*Adjacent to the proposed Palo development are buildings that range from office to mixed-use to residential. Due to the variety of time periods in which the buildings were constructed, the architectural styles and construction materials reflect a wide range. Some buildings are block construction and feature cool grey tones while others are tall, flat stucco in a beige palette, others are Spanish style with red tile roofs while another adjacent building features a partially metal roof. Perhaps most notably, across the street is the City Hall building featuring architect Benny Gonzales's signature style with flat white modern buildings featuring tall deeply recessed windows.*

*Palo draws inspiration from the surrounding area by incorporating elements of each style. Like the building directly to the east, Palo features grey brick at the ground floor to match the grey block fencing. Like the Main Street Place project directly to the south, Palo features flat stucco walls at the upper levels in cool, neutral tones. Like City Hall across 75<sup>th</sup> Street, Palo features tall, vertical recessed windows at the ground floor and white stucco accents. Each of these features has been thoughtfully incorporated into a modern design style with wood and metal accents to enhance the natural aesthetic of the building while providing pops of color at the second level through chartreuse separating walls at the balconies to emulate the yellow blossoms of a Palo Verde tree.*

- 8.2. Create a balance between new design elements and existing architectural features and materials.

*Although Palo features a modern design aesthetic, the materials were chosen to blend with the existing architectural features in the surrounding area. For example, the metal roof at the mixed-use office building directly to the north is incorporated by the utilization of metal cladding at Palo. Grey brick at the ground floor is similar to the grey block fence at the property directly to the east. Stucco exteriors are featured predominantly in the surround area, and Palo utilizes stucco at the upper levels consistent with the materials in adjacent developments.*

*Palo also incorporates unique materials like wooden doors and accents underneath balcony overhangs and glass balcony railings in a more contemporary style. The proposed design elements blend existing architectural features with new concepts to produce a development with its own identity while still remaining compatible with the surrounding area.*

## **Building Design**

12. Design buildings to complement the existing development context.

- 12.1. Provide compatible transition in building scale, height, and mass.

*The proposed building height is 39 feet, which is approximately 14 feet shorter than the adjacent Main Street Place development and slightly taller than several of the nearby two-story buildings. The scale of the building is similar to recent redevelopment in the area and is within the allowable height as a Type 2 Development.*

- 12.2. Although new buildings may be different sizes, design the first few stories to visually relate to adjacent buildings and the surrounding context, by integrating architectural elements and design details of similar scale and proportion.

*Palo is proposed as a three-story building, and while its size is comparable to the surrounding area, we have designed the building to relate to the neighborhood by choosing materials that provide an appropriate scale and proportion. These include a combination of brick and stucco, which are the predominantly occurring materials in the surrounding area.*

13. Reduce apparent building size and mass.

- 13.1. Reducing apparent size and mass of buildings through architectural design that subdivides the building into horizontal components consisting of a base, middle, and top is preferred.

*As encouraged by the guidelines, the heaviest material – brick – is located at the ground floor and the upper two stories feature varying shades of stucco. Additionally, the roof area features stepped back loft-style units to break up the building mass of the third floor.*

- 13.2. Incorporate setbacks and stepbacks into building design to reduce their visual impact.

*As noted above, the building features a stepped back rooftop area to reduce its visual impact from the street level.*

- 13.4. Avoid long or continuous blank wall planes and monotonous wall treatments. Incorporate projections recesses, or other architectural variation into wall places to provide strong shadows and visual interest and help the eye divide the building into smaller parts.

*Palo breaks up the building facades a number of ways that vary at each side of the project.*

*At the front (west) side of the building, the ground floor features grey brick broken up by tall vertical windows and wood material doors at the flexible ground floor space. A shaded sidewalk runs along the building frontage, covered by the balcony pop-out above. The balcony design is framed in white stucco with chartreuse-colored walls separating each private balcony and wood material underneath the roof that is visible from the street level. The rooftop third floor is stepped back from the street and second story to feature a rooftop pool and amenity area as well as loft-style living space and additional private patio space.*

*At the rear (east) side of the building, the ground floor features the open, secured covered parking area. The remaining façade at the rear is stepped back from the covered parking at the second and third levels and broken up with windows and scoring in the stucco to provide relief in the façade.*

*At the south side of the building along the alley, the ground floor brick transitions to white stucco pop-outs at the second level with balconies and a stepped back roof area with a small area of metal cladding at the upper level framing a south-facing window.*

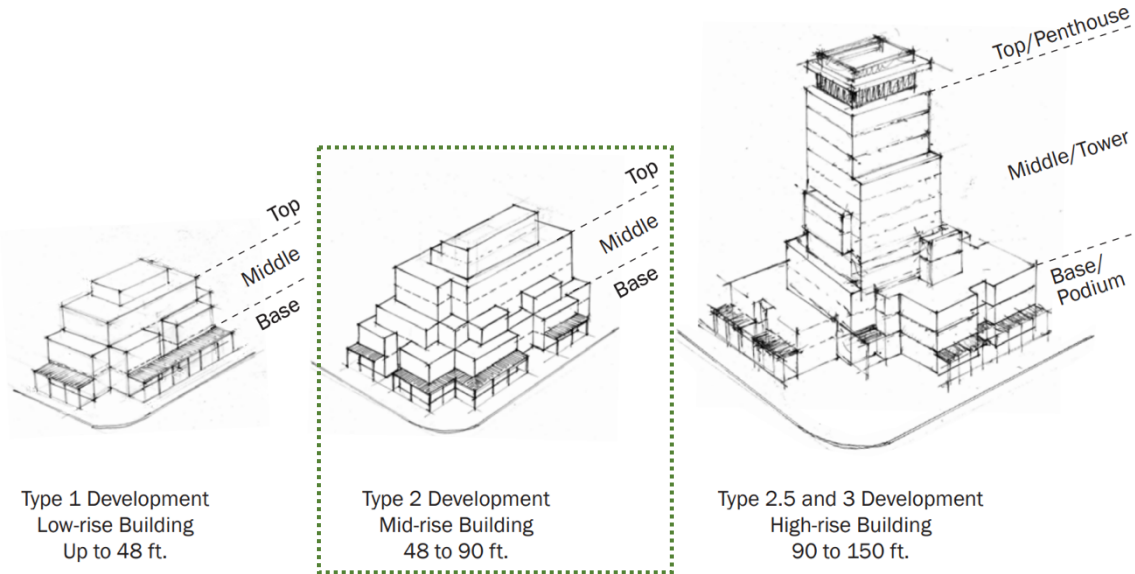
*At the north side of the building along McKnight Avenue, the ground floor is broken up with recessed windows and a metal-clad elevator area that runs up to the third-floor rooftop area. Windows at the second level are recessed to provide solar relief.*

*The overall building is designed consistent with the guidelines set forth in Figure 14 depicted below.*

**Figure 14 - Old Town Development Types, Building Design**

(Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

Methods to visually reduce building size and mass include, but are not limited to, setbacks, stepbacks, architectural features, and horizontal subdivision.



15. Design parking facilities that fit within the surrounding context.

15.5. Locate at-grade, and above-grade parking facilities at the rear or interior portions of a site to minimize their visual impacts. When possible, provide vehicular access to these facilities from alleys, side streets, or private drives.

*Palo provides secured covered parking at the rear of the property where it is not visible from the street frontage at 75<sup>th</sup> Street. Additionally, the ingress to the parking area is located on McKnight Avenue on the north side of the*

*project to eliminate the need for curb cuts along 75<sup>th</sup> Street to provide for parking access.*

16. Design building facades and architectural features to fit within the surrounding context.

16.1. Design similar floor-to-floor building heights to define the visual continuity of an area.

*Each of the three levels of the building are designed to be 12'-0" tall with an additional 3'-0" at the roof level to the top of the parapet.*

16.3. Repeat architectural elements such as covered walkways recessed bases or similar roof forms to link existing and new development.

*Palo features an 8' sidewalk along 75<sup>th</sup> Street that will be similar to the Main Street Place project directly to the south. Like the project next door, Palo is proposing a canopy projection from the second floor balcony areas.*

16.6. Utilize variety in building design that integrates surface detail, articulated architectural features, and other elements that enrich character, visual interest, shadow, contrast, and color.

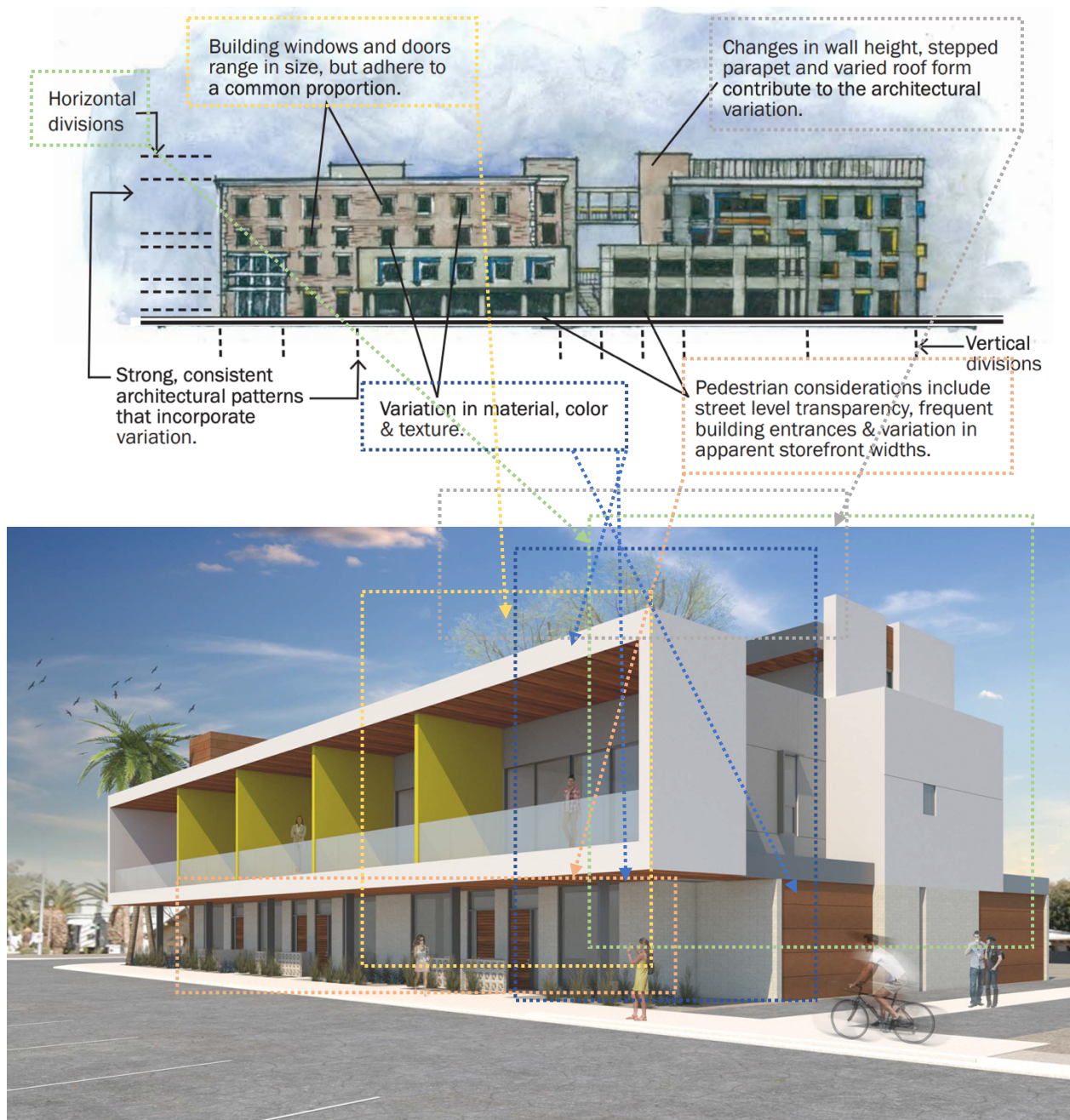
*Palo offers a variety of compatible yet contrasting materials and colors that provide a unique yet cohesive architectural character. The building features a grey brick at the ground level in a natural color and texture consistent with the design guidelines with stucco in shades of grey with white accents located at the upper levels. Wood material is utilized at the ground floor with tall doors for public entrance to the flexible space within each unit and carried to the upper levels as an accent on the underside of balcony overhangs. Metal cladding is utilized at the elevator shaft and in other areas in small portions to provide yet another natural material to break up the stucco façade and provide bronze tones to contrast the cool grey tones that are predominantly featured. Pop-outs and deeply recessed windows provide shadows and visual interest at each level through the use of the physical building in addition to the articulation provided by the variety of materials and colors. Chartreuse accent walls at the second floor separate the private balconies and provide the singular use of bright colors in a nod to the signature yellow blossoms of the Palo Verde tree.*

*The proposed architectural features are consistent with the guidelines for establishing appropriate building proportions depicted in Figure 22 below.*

**Figure 22 - Building Proportions**

**ENCOURAGED - Varied Building Proportions**

More complex patterns of solid and void, compatible colors and textures, and recessed and projecting building articulation all contribute to the architectural variation.



The covered walkway noted throughout this narrative is consistent with the guidelines set forth and encouraged within the City's various planning and design documents. Specifically, the covered sidewalk is consistent with the City's preferred aesthetic for covered walkways depicted in Figure 23 below.

**Figure 23 - Covered Walkways**

Covered walkways are an important part of Scottsdale's architectural heritage, providing an aesthetic identity to Old Town. Covered walkways provide pedestrian shade and shelter from the elements; shade to building walls, windows and other openings; and they strengthen the architectural aesthetics of a building by visually anchoring it to the ground plane.

**Preferred in Downtown Core, Encouraged in all other Old Town Areas.**

Traditional covered walkways are the most common and preferred in Downtown Core.



17. Design buildings that are inviting.

17.1. Activate the ground floor of buildings to provide interest and a safer pedestrian environment.

*Palo is planned with ground floor active uses in the form of one work/live unit as well as residential flexible space intended to serve as home office space in the other four units. Natural surveillance is promoted by the addition of residents to the subject site and provides a more interactive use with the surrounding area than the existing office space. Additionally, the reconstruction of the existing pedestrian environment with a widened 8' sidewalk will enhance the pedestrian experience.*

17.3. Orient the main entrance of a building toward the street.

*Palo is oriented with its frontage along 75<sup>th</sup> Street and facing towards the adjacent Civic Center Mall.*

17.4. Provide frequent building entrances to minimize blank walls and other dead spaces. For Type 2, 2.5 and 3 Developments, incorporate at least one (1) entrance for every thirty to fifty (30-50) feet of building frontage, but not to exceed 100 feet.

*Palo is designed with frequent building openings at each façade. At 75<sup>th</sup> Street, entrances to individual units' flexible space are located no more than 20 feet apart. At the sides, a vehicular entrance and exit is located approximately 28 feet into the property line. The rear façade is a secured parking area, and internal to the parking area are individual private unit entrances located generally at 20-foot intervals.*

18. Use context-appropriate materials, colors and textures in Old Town development.

18.1. Use materials with colors and coarse textures that are associated with the desert southwest.

*Palo utilizes grey masonry at the ground floor, metal cladding and treated wood material to provide texture and natural color to the building design. The metal cladding is a weathered corten steel, a natural metal appearance that draws on Arizona's rich history for metal ore mining. Wood, although not a material people unfamiliar with Arizona may associate with the desert southwest, is apparent in many varieties. The darker tones proposed for Palo match darker wood tones found in mesquite and ironwood. The appearance and texture of the ground floor masonry is a grey in a burnished "bone" color emblematic of the sandy tones of the Sonoran Desert.*

18.2. Use materials that complement the existing area in texture, finish, scale, color, and other design aspects.

*The color and material palette at Palo, as detailed above in various sections, are designed to complement those in the surrounding area. Metal clad accents are consistent with the use of metal at the property directly to the north, while grey masonry was chosen to be similar to the property directly to the east's site wall. Stucco is utilized at the upper levels consistent with the Main Street Place development directly to the south.*

18.4. Reflective materials that create glare and facades that are more than 80% glass are discouraged.

*Palo does not propose any façade with 80% or more glass, and glass is only utilized for windows and at balconies for railings. The metal cladding is in a natural weathered finish that will not provide reflection or glare.*

18.5. Emphasize muted desert colors (Main Color) having a value of less than seven (7) and a chroma between three (3) and fourteen (14), as indicated in the Munsell Book of Color. The Light Reflectance Value is to be 70% or less. Intense, saturated colors are only encouraged as accents.

*The main paint color for Palo is Dunn Edwards “Play on Gray” (DE 6228), which is described as a “cool neutral” with an LRV of 43 and is rated in the Munsell Book of Color as follows: HUE = 6.41Y VALUE = 7.0 CHROMA = 0.8. White accents are provided in Dunn Edwards “Fossil” (DE 6225), which is described as a “cool neutral” with an LRV of 81 and is rated in the Munsell Book of Color as follows: HUE = 7.52Y VALUE = 9.1 CHROMA = 0.3. The chartreuse accents at the second-floor balcony walls are Dunn Edwards “Chartreuse” (DEA 123), which is described as a “mid-century modern” tone with an LRV of 56 and is rated in the Munsell Book of Color as follows: Munsell: HUE = .05GY VALUE = 7.8 CHROMA = 11.5.*

*While some of the colors chosen are outside of the City’s preferred values, we believe they provide an important relationship to the adjacent buildings and architectural features. The “Fossil” accents, for example, are similar to the white hue of the adjacent City Hall building designed by Benny Gonzales. The chartreuse accent provides a playful pop of color in a common desert accent – yellow blossoms on trees, flowers and other native plants.*

- 18.6. Exterior finish materials such as concrete, brick, and tile to be left in their natural color or colored integrally, as opposed to being painted, stained or coated.

*The masonry at the ground floor will be integrally colored and is proposed as Superlite brand in color “Bone”.*

- 18.7. Natural materials are preferred over simulated materials, particularly at the ground level of buildings where direct contact by pedestrians occur.

*Natural masonry is proposed at the ground level of Palo consistent with this design guideline.*

- 18.8. Changes in paint color, building material and/or texture that occur with a change in horizontal wall plane, or with strongly pronounced scoring, expansion joints, reveals or other similar wall details are encouraged. Abrupt changes in materials are discouraged.

*Palo proposes thoughtful transitions between materials and colors, which occur consistent with changes in horizontal wall planes and within reveals strategically located on the building facades. No abrupt changes in materials are proposed. Rather, materials and colors are utilized to provide aesthetic interest in architectural features, such as the chartreuse color of the balcony separation walls and the weathered steel elevator shaft that rises from the ground floor to the rooftop.*

- 18.9. Vertically-stacked materials ordered by perceived material weight, with the “heaviest” materials at the bottom, and the “lightest” materials towards the top, are encouraged. This ordering method contributes to the appearance of the building being anchored to the ground plane, and upper levels being supported by the building base.

*The “heaviest” material – masonry – is utilized only at the pedestrian level to provide a physical sense of grounding. The “lighter” material – stucco – is*

*utilized at the upper two stories to provide a softer appearance above the pedestrian realm.*

## **Civic Center District**

CC1. Promote the character and identity of the Civic Center District through open space, landscape, and urban design.

CC1.4. Design canopies or shade structures to maintain views and sight lines into the Civic Center primary open space area.

*Palo is designed specifically to highlight its relationship to the adjacent Civic Center Mall, and views to this important open space are preserved at every level. At the ground floor, large windows are located with clear viewsheds of the adjacent City Hall. At the second floor, balcony space is placed facing 75<sup>th</sup> Street with glass railings to avoid any physical intrusion to the views. The rooftop features loft-style space with private balconies and a pool/amenity deck to allow residents a clear view of Civic Center Mall to Historic Old Town.*

CC2. Activate the Civic Center primary open space area through building and site design.

CC2.1. Relate private architectural design for building within and adjacent to the Civic Center primary open space area to design influences indicative of Bennie Gonzales' architectural style.

*Benny Gonzales' architectural style is a unique and defining feature of this area, and Palo is sensitive to finding ways to incorporate a compatible design because it is located directly across the street from City Hall. Palo has paid homage to Benny Gonzales' signature style by including a brighter white color similar to City Hall into the design of the building without providing it as the main tone due to its higher-than-desired LRV per the guidelines. Additionally, the ground floor incorporates tall, vertical windows that are recessed in a nod to the dramatically recessed and tall vertical style of windows at City Hall.*

CC2.2. Incorporate stepbacks, recesses, and projections into the horizontal wall place of buildings adjacent to the Civic Center primary open space area, to open views onto the open space area while creating an enhanced frame and edge.

*Palo incorporates a stepped back rooftop at the third floor with deeply recessed patios at the second floor along 75<sup>th</sup> Street adjacent to the Civic Center Mall. The recessed second floor balcony areas allow for a building canopy projection that shades the pedestrian walkway below. At each level, views of Civic Center Mall are preserved and the focal point of the design.*

CC2.4. When a Type 2 Development adjacent to the Civic Center primary open space area exceeds 30-feet in total height, it is recommended that the building mass step back at a ratio of 1:1, until reaching a building height

of 45-feet. Stepback additional building height above 45 feet at a ratio of 2:1 until the maximum building height is reached.

*Palo's maximum building height is 36'-0" at the top of the roofline and 39'-0" at the top of the parapet. In compliance with this provision, Palo provides a stepped back roofline as the building moves east away from the Civic Center Mall at a ratio exceeding the recommended 1:1.*

### **Sensitive Design Principles**

1. The design character of any area should be enhanced and strengthened by new development.
  - o Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design.

*As discussed in great detail above, the architecture team has worked diligently to develop a design that is distinct in its own right while drawing inspiration from adjacent developments. These vary from the Benny Gonzales' style of architecture featured across 75<sup>th</sup> Street at City Hall to the more modern styles present in the surrounding neighborhood.*

- o Building design should be sensitive to the evolving context of an area over time.

*Palo is designed to be both modern in design while respectful of the existing style of the surrounding area. Its color and material palette as well as architectural stylings are classic enough to fit in with future contemporary designs as the area evolves; however, Palo's style focus is its current relationship with the nearby developments.*

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

- o Scenic views of the Sonoran desert and mountains

*Palo does not provide views of the Sonoran desert or nearby mountains due to its location and the height of nearby buildings.*

- o Archaeological and historical resources

*The subject site is located directly across from City Hall and we consider the building an important historical resource. Accordingly, the building is oriented towards City Hall with views provided at every level for future residents.*

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

- o A design should respond to the unique terrain of the site by blending with the natural shape and texture of the land while minimizing disturbances to the natural environment.

*The proposed development is not located within a particularly sensitive topographical area and does not feature much landscaping. Palo is proposing the addition of low-water use and drought-tolerant plantings at the site.*

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

*The landscape palette chosen for this site – with lady slipper, yucca and lantana – are all recommended by the Arizona Department of Water Resources for appropriate plantings in the Phoenix Active Management Area.*

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.

- o Streetscapes should provide continuity among adjacent uses through use of cohesive landscaping, decorative paving, street furniture, public art and integrated infrastructure elements.

*Palo is proposing to remove the existing sidewalk along 75<sup>th</sup> Street and replace it with an 8' wide sidewalk. The proposed reconfiguration of the pedestrian experience along 75<sup>th</sup> Street is designed to be consistent with the adjacent Main Street Place development, which also provides an 8' sidewalk.*

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.

*Palo desires to encourage its future residents to take advantage of the variety of multi-modal transportation options in the Old Town area. To do so, we are proposing to enhance the pedestrian experience along 75<sup>th</sup> Street, which provides an important link to the adjacent Civic Center Mall and Historic Old Town area, as well as providing bicycle parking spaces.*

*Increased social contact and interaction within the community can be encouraged through use of civic and public open spaces, such as those located directly to the west of the subject site. By providing future residents with convenient access to those spaces, Palo aims to contribute to increased social interaction in the area.*

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

- o Design elements should be included to reflect a human scale, such as the use of shelter and shade for the pedestrian and a variety of building masses.

*Palo is designed on an overall human scale, consisting of a three-story building that is intended to feel more like a two-story building through the incorporation of loft-style space at the third floor that is stepped back from the main façade of the building along 75<sup>th</sup> Street. The heaviest material –*

*masonry – is located at the lower level where pedestrians will travel while recessed balconies and lighter materials are featured more dominantly at the upper levels to provide visual relief.*

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

- To control the visual impact of a building's height and size.

*The building mass is broken up with a variety of architectural elements that range from the physical design of the building to the use of material and color changes. This occurs horizontally through the use of changing construction material (from masonry to stucco) as well as vertically (through the use of color accents at the second story balcony area). The recessed balconies at the second floor provide a gentle step back in the building façade from the ground floor overhang at the pedestrian walkway and the greater step back at the roof level breaks up the impact of the height from 75<sup>th</sup> Street.*

- To highlight important building volumes and features, such as the building entry.

*Entrances to the building are provided frequently at the frontage along 75<sup>th</sup> Street with tall doors in a treated wood material that is designed to break up the heaviness of the masonry at the pedestrian realm.*

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

- Interior spaces should be extended into the outdoors both physically and visually when appropriate.

*Interior spaces are designed to provide maximum interface with the exterior realm for residents. At the ground floor, tall windows are located at the flexible space areas featuring views of adjacent City Hall. Private patio spaces with large windows are located at the second floor and rooftop areas to allow seamless transitions from the interior to the exterior both physically and visually.*

- Materials with colors and coarse textures associated with this region should be utilized.

*As discussed in the sections above, Palo features coarse natural materials like masonry, metal cladding and wood texturing to add depth to the building's façade. The color palette is neutral except for accents in chartreuse at the second-floor balconies in a nod to the yellow blossoms of Palo Verde trees and in the weathered steel metal cladding at the elevator shaft.*

- A variety of textures and natural materials should be used to provide visual interest and richness, particularly at the pedestrian level. Materials should be used honestly and reflect their inherent qualities.

*The pedestrian level features each of the natural, textured materials with the predominantly grey masonry base broken up with accents of treated wood at*

*the entry doors to individual units and the weathered steel metal cladding at the parking entrance and elevator shaft. These materials are utilized in a natural state to provide a true sense of their qualities.*

- Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.

*The orientation of the building highlights the importance for the use of recesses and overhangs for solar control. Accordingly, Palo utilizes deep roof overhangs to shade the ground level and at the second floor to shade the private resident balconies. Recessed patio areas provide shaded comfort for residents and windows are placed to limit sun exposure at the harshest times of day and encourage indirect sunlight.*

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

- Design strategies and building techniques, which minimize environmental impact, reduce energy consumption, and endure over time, should be utilized.

*The site is designed to provide efficient use of resources and reduce energy consumption through the following strategies: no use of asphalt to limit urban heat island effect, all parking is covered and drive aisles are constructed of concrete, the building façade that receives the most intense direct daily sunlight features shaded windows and recessed patio space to limit heat exposure, and incorporates low-water use landscape elements.*

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

- The character of the area should be emphasized through the careful selection of planting materials in terms of scale, density, and arrangement.

*Plantings have been chosen specifically due to their drought-tolerant and desert friendly nature. These include lady slipper, red yucca and gold lantana, which thrive in the Sonoran desert climate.*

- *The landscaping should complement the built environment while relating to the various uses.*

*The landscaping palette chosen for the subject site will complement the built environment by featuring flowering groundcovers whose colors match the chartreuse accent chosen for the second-story balconies. Gold lantana features yellow flowers as it blooms and lady slipper features a flower that mimics an Arizona sunset with shades of red, orange and yellow.*

*The area is generally categorized by the inclusion of desert landscaping, which will be compatible with the palette chosen for Palo.*

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

- Water, as a landscape element, should be used judiciously.

*Palo does not propose to utilize water as a landscape element and rather uses its desert environment as inspiration for a landscape palette that does not require excessive or wasteful water use.*

- Water features should be placed in locations with high pedestrian activity.

*The only water feature present at Palo is the private rooftop pool that is proposed.*

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

- A balance should occur between the ambient light levels and designated focal lighting needs.

*Lighting is utilized at the ground floor to provide a safe pedestrian environment and no bright or distracting lighting is proposed as part of the development.*

- Lighting should be designed to minimize glare and invasive overflow, to conserve energy, and to reflect the character of the area.

*The proposed lighting is consistent with the surrounding area and is proposed as LED to be energy efficient.*

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

- Signage should be designed to be complementary to the architecture, landscaping and design theme for the site, with due consideration for visibility and legibility.

*Signage is not proposed with the Palo development at this time.*

## **INTERNATIONAL GREEN CONSTRUCTION CODE (IgCC) AND ENERGY COMPLIANCE REPORT**

The International Green Construction Code is one of many building codes adopted by the City of Scottsdale. While compliance with building codes is a process more thoroughly analyzed during the construction document phase, addressing the components of the IgCC is required as part of the Palo rezoning and development review submittals. Accordingly, the abbreviated Development Review checklist is detailed below with justifications on Palo's compliance with the principles of the IgCC.

### **1. Heat Island Mitigation**

Not less than 50 percent of site hardscape shall be provided with one or any combination of the following options: 1) hardscape materials with an initial solar reflectance value of not less than 0.30; 2) shading structures; 3) shading by trees; 4) pervious paving, open-grid pavers, and/or open-graded aggregate (stabilized decomposed granite).

*Palo is designed with heat island mitigation in mind and has taken the following steps to mitigate the impacts of the heat island effect:*

- *All parking is covered and located interior to the site.*
- *The access to parking is controlled and covered, and ingress to the parking area is from the existing alley thereby eliminating the need for almost any new exposed paving material for the drive aisle.*

*It is worth noting that Section 408.2.1 of the 2015 IgCC specifically exempts concrete paving without added color or stain from the requirements of the site hardscape material. Portions of the hardscape along McKnight are concrete sidewalks without added color or stain.*

### **2. Energy Compliance Path**

- Prescriptive-based compliance (allowed when total vertical fenestration is < 40%) – Comply with mandatory and prescriptive requirements in the 2015 IgCC.

*We continue to look into compliance mechanisms for this provision of the IgCC, particularly as we progress through the construction document phase of this project.*

### **3. Onsite Renewable Energy System**

- Design for on-site renewable energy system (solar PV or service hot water) that provides not less than 3% of the projected annual energy for building operation including mechanical, service water heating and lighting in accordance with IgCC Section 610.1. Also, see Scottsdale Commercial Solar Design Guidelines regarding solar panel placement.

*We continue to look into compliance mechanisms for this provision of the IgCC, particularly as we progress through the construction document phase of this project.*

### **4. Refuse and Recycling Collection**

- Locate and design for refuse and recycling enclosure in accordance with Design Standards and Policies Manual (DSPM) Section 2-1.309.

*The proposed development includes separate bins for trash and recycling.*

- For multi-family residential, provide not less than two 7-gallon minimum pull-out bins for recycling and trash as part of kitchen base cabinets. Allocate common area locations for collection and storage of materials via trash/recycling chutes, trash/recycling rooms and site refuse/recycling pick-up.

*Both trash and recycling will be located in the same common area of the development along the alley for convenience.*

- Provide built-in or pull-out recycling containers in mailrooms, breakrooms and common kitchen/kitchenette areas. Allocate location(s) for collection, storage and pickup of materials.

*The proposed development does not have common mailrooms, breakrooms or kitchen areas. However, common areas are allocated for collection and pick up of trash and recycling.*

## **GREATER PHOENIX METRO GREEN INFRASTRUCTURE HANDBOOK**

The Greater Phoenix Metro Green Infrastructure Handbook provides guidance for low-impact developments. The Handbook sets forth technical specifications, recommendations and guidelines for addressing stormwater management, and while Palo is in its early stages of technical design, we have incorporated the following applicable items into the proposed development:

### Section 3 – Landscaping Details and Specifications

#### Guidelines:

- The following pages provide planting guidelines for GI projects in the Greater Phoenix Metropolitan area.

From Appendix C  
Arizona Department of Water Resources Phoenix AMA  
Succulents/Accents

*From the ADWR guide for plantings in the Phoenix AMA, we have chosen Hesperaloe and Lady Slipper from the Succulent/Accent list.*

*From the ADWR guide for plantings in the Phoenix AMA, we have chosen Lantana from the Groundcover list.*

#### Section 430 Landscaping and Planting (MAG Uniform Standard Specifications, 2018 Revision to the 2015 Edition)

- 430.4 Decomposed Granite Area

The proposed development utilizes decomposed granite in all planting areas in ½” screened saddleback brown at a depth of 2”.