

Bella Alba

Development Review Narrative
1000 N Scottsdale Road, Scottsdale
Case No. 929-PA-2017



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1. Introduction

Background & Recent Approvals

The Property, located at the northwest corner of Scottsdale Road and Continental, was previously zoned Highway Commercial (C-3) and historically housed automotive dealerships and associated uses. With the relocation of most dealerships, including this site, to freeway adjacent locations, the site became desolate and was appropriately positioned for a redevelopment opportunity with a less intense use given the surrounding character. The Scottsdale City Council recognized this, and on December 7, 2020, unanimously approved a rezoning (Case 14-ZN-2018) for a Planned Unit Development (PUD) with Amended Development Standards to allow for a new, mixed-use project consisting of 281 residential units and roughly 10,000 square feet of commercial space.

Purpose and Request

This application requests the required Development Review (DR) approvals to make this exciting project a reality. The project represents an important redevelopment at the south edge of Scottsdale that will bring new residences and commercial space to the area in an effort to strengthen the areas employment and economic base. The project will also serve as an inspiration for further redevelopment along this transitional area of Scottsdale Road.

Location/Current Use

The property consists of roughly 210,000 square feet (4.4-acres) located at 1000 North Scottsdale Road, (APN No. 129-13-002L), situated along the west side of Scottsdale Road, north of Continental Drive near the City of Scottsdale's southern edge. South of Continental Drive is the City of Tempe.

Relationship to Surrounding Properties

Most of the buildings and uses surrounding the location were developed years ago and have seen minimal or minor alterations.

- **To the North:** Located directly to the north is a large, unoccupied lot with General Commercial (C-4) zoning. This is a very intense zoning designation and the site was formerly an auto dealership.
- **To the East:** Scottsdale Road abuts the east edge of the property. Across Scottsdale Road is an assortment of small, free-standing commercial buildings under Highway Commercial (C-3) zoning. Uses include is a massage parlor, an auto dealership, an auto repair facility and a check cashing establishment.

- **To the South:** Continental Drive abuts the south edge of the Property. Across Continental Road is the City of Tempe and commercial uses including a convenience store and gas stations, a laundry mat and an auto dealership.
- **To the West:** To the west of the site is Multifamily (R-5) zoning and a two-story multifamily residential development. This existing development drive aisle and parking (including covered parking spaces) abut the Property's west edge.



The Project is Located on the Site of a Former Automotive Dealership and Along a Commercial Corridor

2. Development Plan

Located in the southern portion of the Scottsdale Road corridor, *Bella Alba* proposes a Class A, multifamily community consisting of a distinctive 4-story building with roughly 281 residential units and roughly 10,000 square feet of commercial space. The building's interface to the south and the east directly engages the pedestrian experience at the street level. The west edge of the property, which abuts the parking lot and drive aisle of an existing apartment community, was long the location of back-of-house uses for an automotive dealership, including parking, drive aisles, refuse, auto washing stations and other such uses. This new development replaces those less-desirable uses with a simple drive aisle which provides access to the community's interior parking garage. To the north are more commercial zoned properties. However, this project places a new, large landscaped open space at the northwest corner of the site and a new pedestrian pathway connection from the existing alley to Scottsdale Road.

Imbued aesthetically with a warm contemporary feel, the use of a white and light tan color palette, metal railings, canopy projections, light multi-colored brick and white stacked stone add visual interest both up close and from a distance. All of these elements will tie together with the architectural imagery to provide a strong identity for a site situated along one of Scottsdale's most significant thoroughfares. Varied roof lines with metal canopy projections and stucco clad cornices create a dynamic appearance from near and far. Different types of living space openings create variation on the elevations, with covered balcony projections and metal railings. The brick and stacked stone supplement the architectural character and provide material texture to multiple building stories.

The clubhouse / leasing center is located at the southwest corner of the site and creates a dramatic sense of arrival to the project and will be the central hub of activity for the community's residents. Contained within will be the leasing offices, a conference / business center, gourmet kitchen area, lounge area, cyber-cafe, and a state-of-the-art fitness center. Expansive stretches of glass provide views out to the pool deck and flood these spaces with light. Residents will have numerous activity options to engage in such as cooking demonstrations, multiple flat screen movies / program viewings, recreational-type amenities like pool tables, game areas and interactive video game stations, or they can choose to simply relax within the various lounge areas. Outdoor common amenities are located in two distinctive oversized courtyards areas. The courtyards feature a pool, a heated spa, sunbathing decks and ample covered patio areas to enjoy temperate weather out of the sun. An expansive shaded terrace with built-in barbeques is found within the northern courtyard, offering another amenity zone for residents and their guests. A mail and parcel collection lounge are located midway at the first floor of the building on the west side, along with a dog spa that has direct access to the exterior and the landscaped open space. Catering to alternative modes of transportation, bicycle racks and storage are located on-site and within the first floor of the building.

An internal parking garage is centrally located for residents and visitor and hidden from view from the project's exterior. The garage provides the majority of the projects 463 spaces, with a yield of roughly 1.65 stalls per residential unit. Additional, short-term use spaces are situated at the internal drive adjacent to the clubhouse for convenience to prospective residents.

Much thought and care has gone into the site design and architecture to present residents and visitors with a rich and visually fulfilling impression at *Bella Alba*. The landscape theme for plant materials are selected from a palette that embellishes a contemporary type of environment for the project. The trees will be a mix of evergreen and deciduous, native and non-native species. Evergreens are provided to create a sense of place, while deciduous trees will create a variety in color and texture as the seasons change. The open spaces will accommodate pedestrian amenities such as benches, shade trees, aesthetic paving treatments to encourage pedestrian use and connectivity to various facilities on the site. Cabanas will act as outdoor rooms and complement the community's architecture and will be places for socializing, relaxing and contemplation. Further, the proposed landscape design is comprised of low water use flowering trees, shrubs and groundcover. The landscape will be watered through an automated drip irrigation system, to ensure maximum water conservation.

Property management will implement a valet trash program, providing front door pick-up for resident convenience. Solid waste will be collected by the valet and disposed of at the trash compactor located at the first floor on the west side of the building. This trash collection point will be discretely hidden from view, while also providing an easy pick-up location for solid waste services.



3. Conformance to the General Plan

Designated as a Mixed-Use Neighborhood and Growth Area (the “McDowell Road / Scottsdale Road Growth Area”) on the 2035 General Plan, this mixed-use project is a perfect fit for the General Plan’s Goals and Approaches. Below are a collection of some of those goals and policies with which the project aligns.

Character & Design (CD) Element

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

- *New and revitalized development should respond to regional, citywide, and neighborhood contexts in terms of:*
 - *Scottsdale’s southwestern, Sonoran Desert characteristics, such as climate, native plants, topography, and history/culture.*
 - *Scottsdale as a part of a larger metropolitan area with a unique image, character, and identity within the regional setting.*
 - *Relationships and sensitivity to surrounding land forms, land uses, and transportation corridors.*
 - *Compatibility with and sensitive integration into established neighborhood character, including historical preservation policies.*
 - *Contributions to citywide linkages of open space, Growth Areas, and Activity Areas.*
 - *Creation of new or reinvention of the existing character of an area, when necessary.*
 - *Physical scale relating to human experience.*
 - *Visual impacts on and accessibility to public settings, significant natural features, and neighboring properties.*
 - *Impacts on and sensitivity to the natural environment.*
 - *Public buildings and facilities that demonstrate the above principles...*

Response: *Bella Alba* proposes materials, colors, textures and detailing indicative of Scottsdale and include a wide range of elements reflecting the vibrancy and character of this Sonoran Desert location while maintaining a neutral tone palette with appropriate accents. Combined with the use of stepped back massing and shade projections, this project is intended to be a high-quality, context appropriate contribution to the neighborhood and the Scottsdale Road streetscape. The project provides a buffer from the intensity of Scottsdale road to the existing, 2-story multi-family development to the west and the single-family homes to the northwest. The street front is to be enhanced with connecting sidewalks and hardscape features, increasing pedestrian connectivity across and through the project. This

project also provides a commercial use at the first floor along nearly the entire southern street frontage and a large portion of the western street frontage. The northern courtyard of the project provides a window into the community, creating visual interest for those on-foot and in cars along Scottsdale Road. The project integrates various appropriately scaled design elements. This is apparent at the pedestrian scale with the first-floor covered entries with unique built-in vertical light fixtures, access gates, differentiated building materials, and planters with building integrated bases. This is also evident from a more distant scale with the appealing, dynamic roofline and color / material changes. Most notably, this latter sense of physical scale is accomplished with the memorable tower element at the street corner.



Variety of Materials, Colors, Textures and Façade Articulation on Typical Elevation

The project is appropriately scaled and designed for the surrounding character of the area. The 4-story project is pushed towards Scottsdale Road and provides appropriate buffer and transition to the existing, multi-family community to the west, which is already 2-stories tall. The placement of the drive aisle along the west edge of the property also ensures adequate building to building spacing between the projects and will not negatively impacted the existing community. The closest single-family residential is to the northwest and separated by an alleyway. Nonetheless, the project provides a large, landscaped open space at the northwest corner of the site and steps the building back from this location. Limiting the

mounted height of the building's lighting and foot candle measurements at the property line are also intended to greatly lower the visual impact of these residential uses.

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

- Strengthen Scottsdale's economic and environmental attributes, distinctive character, and attractiveness through collaborative site planning and design.

Response: The project provides a distinct and attractive design. The building has been thoughtfully laid out to protect from and maximize the aspects of Arizona's unique climate. Two, naturally shaded courtyards are provided for resident use. These courtyards have the majority of the amenity spaces, located within the building to enhance natural shading and cooling during the hottest part of the day where much of the glazing occurs. The South facing elevation has additional shading at windows with window awnings. All windows and doors are either recessed or have a projection above for a minimum of 50% for windows and 30% for doors, or more in locations where additional shading is appropriate.

Land Use Element

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

- Allow for the diversity and innovative development patterns of residential uses and supporting services to provide for the needs of the community.
- Integrate housing, employment, and supporting infrastructure, primarily in mixed-use neighborhoods and Growth and Activity Areas, to support a jobs/ housing balance.
- Provide an interconnected, accessible open space system, which includes pedestrian and equestrian links, recreation areas, canals, and drainage ways.

Response: The Property is within a recognized Growth Area and, as such, helps to integrate housing and supportive services on a micro-scale within the project and on a larger macro-scale within the larger surrounding area. This project will be designed to offer more variety of options for those that look to live, work and/or play in the community. The development is within walking/biking distance of nearby commercial centers and recreation areas, thereby creating the opportunity for a more community-centered and urban lifestyle. The project adds diversity by being a mixed-use development and providing a new housing option. The immediate area to the north, south and east is mostly commercial development, with multifamily and single-family uses to the west. This project will fill a void that currently exists at the southern edge of Scottsdale for newer, multi-family housing at a reasonable price, filling a niche between Tempe and the Camelback/Downtown Scottsdale area. The project also helps improve pedestrian interconnectivity through the improvements along the

perimeter of the site, but also by incorporating an east-west pedestrian path along the north edge of the project for use by the adjacent neighborhood to connect to Scottsdale Road.

LU4: Develop context appropriate land use patterns that support a variety of compatible mobility choices and services.

- Integrate land uses and transportation systems to allow for a variety of mobility choices.
- Provide opportunities for pedestrian-oriented development, reduced parking demand, and context appropriate mobility choices.
- Locate regional land uses and intensities in Growth and Activity Areas to provide the greatest access to various modes of transportation.

Response: The project is an appropriate intensity for the area and within walking distance – or an easy bike ride – to numerous commercial centers and recreation areas. The project provides a live, work play balance at the micro scale (on-site within the development) and the macro scale (a living option located in close proximity to employment and recreation activities). The area is also serviced by mass transit from City buses and located along a recognized Regional Corridor.

LU5: Promote land use patterns that conserve resources, including land, clean air, water and energy.

- Encourage a variety of compatible mixed-use land uses within or next to Growth and Activity Areas, along major streets, and within particular Character Areas to reduce automobile use and improve air quality.
- Concentrate greater development intensities in Growth and Activity Areas, thereby reducing development pressures in low-density areas and conserving energy.

Response: As mentioned above, the project is located within a General Plan recognized “Growth Area.” The mixed-use project on an infill site represents the antithesis of sprawl. The project is within walking distance – or an easy bike ride – to numerous commercial centers and recreation areas. The area is also serviced by mass transit from City buses. The proposed project will help revitalize an area that contains many empty lots and dated buildings. The new development will be designed to offer more affordable options for those that look to live, work, play and shop in the community. In addition, bringing new residents into an older area of Scottsdale will help re-energize a currently underutilized area, potentially spurring additional investment and redevelopment.

Economic Vitality Element

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

- Identify and promote opportunities for infill development and ensure that infill development projects sensitively integrate into the environmental and neighborhood setting.

Response: The Property represents a prime infill opportunity on a clearly underutilized site. The project will contribute to Scottsdale's economic health and prosperity not only from the one time redevelopment benefits, but also from the long-term effect of people living and spending money in Scottsdale.

Housing Element

HE1: Support diverse, safe, resource-efficient, and high-quality housing options.

- Maintain Scottsdale's quality-driven development review standards for new development.
- Promote complementary physical design, building structure, landscaping, and lot layout relationships between existing and new construction.
- Ensure community dialogue during zoning and the development review processes to encourage context-appropriate development designs.
- Support the creation of mixed-use projects, primarily in Growth and Activity Areas, to increase housing supply within walking distance of employment, transportation options, and services.
- Encourage a variety of housing densities in context-appropriate locations throughout Scottsdale to accommodate projected population growth.
- Encourage developments to incorporate the highest possible cost- and quality effective level of amenities, sustainable design, durability, and architectural quality.

Response: This General Plan goal and associated policies are truly at the heart of this project. The project represents a high-quality, development that provides additional housing options for those who wish to remain or reside in the area. The project is also mixed-use, another state preference for a Growth Area location. The project provides architectural quality and a high level of amenities for residents.

Conservation, Rehabilitation & Redevelopment Element

CRR1: Support high-quality, context-appropriate redevelopment, rehabilitation, and conservation to promote long-term neighborhood stability.

- Support redevelopment that is sensitive to the identity and character of Scottsdale's maturing neighborhoods.
- Continue strategic and proactive intervention efforts for property redevelopment, rehabilitation, and maintenance on properties beginning to show signs of decline, so as to prevent further progression of blight, distress, underutilization, or deterioration.
- Protect established areas/neighborhoods by promoting context-appropriate infill development; sensitive neighborhood and property assemblage; and innovative adaptive reuse of existing community resources and historic properties. existing developed areas of the community as opportune economic development infill sites.

Response: With long-established auto related uses vacating the area, this stretch of Scottsdale Road began to show signs of blight with vacant buildings and less than desirable uses. The project represents a high-quality, infill project that will help re-stabilize the area with more context appropriate uses. In the interim period, the property was showing signs of blight including graffiti, vagrants and other transgressions. The owner received permission from the City to raze the property to help minimize these undesirable elements and also provided site fencing and dust control during for the intervening time while awaiting City approvals of the proposed project. As noted throughout this narrative, the design of the project is sensitive to the existing context and adjacent neighborhoods.

CRR2: Sustain 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.
- Promote the presence and capacity of existing infrastructure, such as telecommunications, as an incentive to encourage more infill development.

Response: By virtue of the Property location at the southern edge of the City and on the namesake thoroughfare, the Property is in many ways a gateway to Scottsdale from the south. The previous use as an auto dealership and subsequent vacancy did little to enhance this first impression for residents and visitors. The new proposal is a marked improvement and highlights Scottsdale's continued ability to reinvest and innovate with an attractive, mixed-use project.

Growth Area Element

GA1: Direct growth in areas of the city that can support a concentration of development density and intensity, as well as a broad mix of uses.

- Ensure that such development sensitively responds to neighborhoods, infrastructure, and character within and next to Growth Areas.
- Identify Growth and Activity Area “edges,” and incorporate context-appropriate transitions between these “edges” and adjacent neighborhoods to minimize the impacts of higher-intensity development.

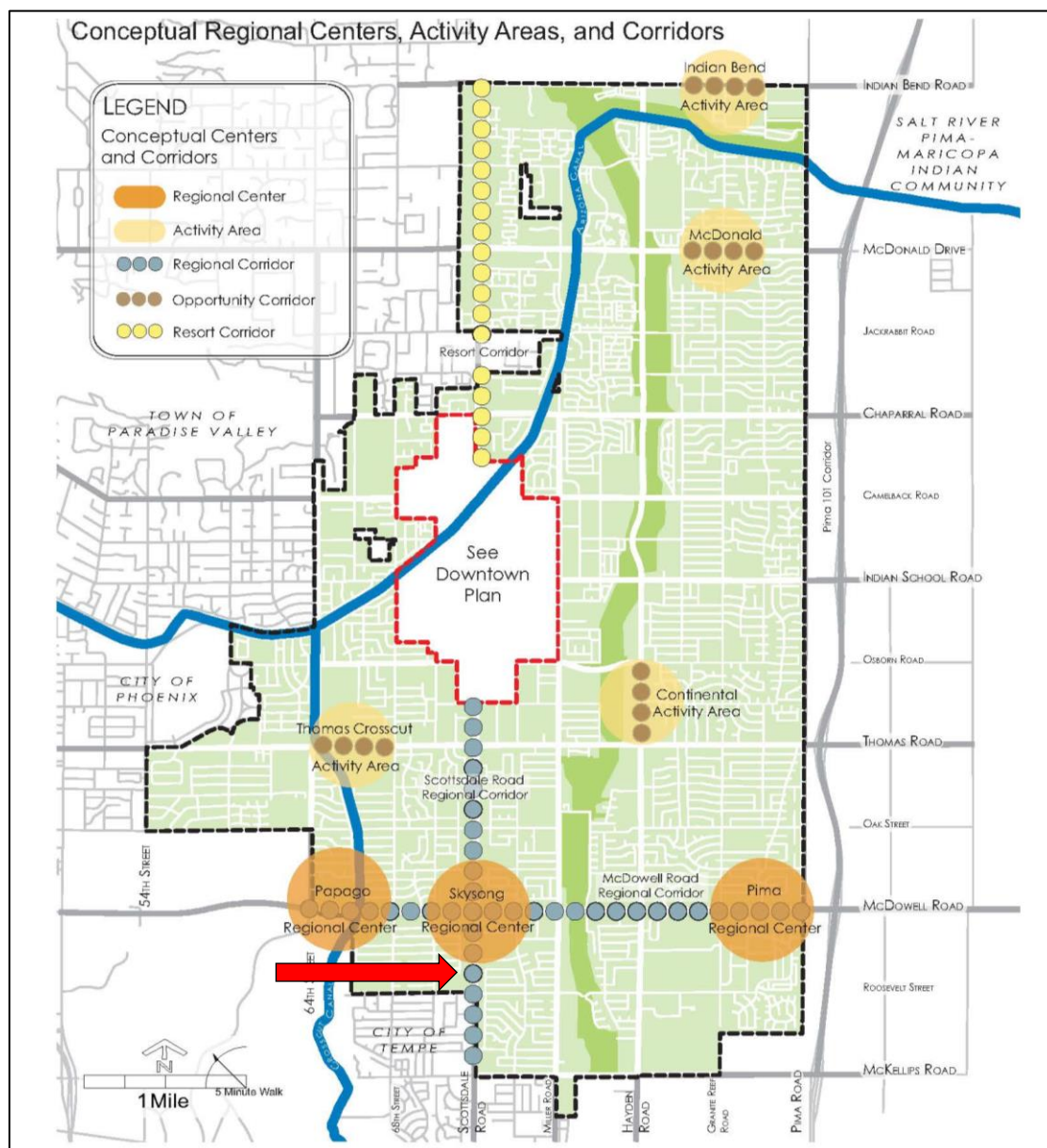
GA5: Recognize and build on the character and diversity of Scottsdale’s various Growth and Activity Areas.

- Support land use compatibility with nearby neighborhoods through context appropriate development within Growth and Activity Areas.
- Support compact development patterns which minimize the need for added public facilities in Growth and Activity Areas.
- Promote new development, revitalization, and redevelopment within Growth and Activity Areas that maintains fiscal sustainability, promotes long-term economic development goals, and enhances quality of life

Response: The Property is located within the designated McDowell Road / Scottsdale Road Growth Area and is in line with the policies thereof. The development layout is sensitive to the existing neighborhood, but providing large building setbacks to the west and north. The project also represents a redevelopment that will help to grow and maintain the fiscal sustainability of the area and the City as a whole.

4. Conformance With Southern Scottsdale Character Area Plan

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



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

1. Land Use, Growth & Activity Areas

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

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

Response: The project exemplifies new residential development and revitalization by taking an underutilized vacant property and turning it into a vibrant new development that is full of activity and new residents helping to stimulate the local economy. The proposed PUD standards will aid in creating the higher density needed to make the project economically feasible and provide the opportunity for the sorely needed mixed-use development in the South Scottsdale area.

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

- **Policy LU 2.1.** Regional Corridors consist of higher intensity development and exist only within the General Plan designated Growth Areas. These corridors will:
 - Connect Regional Centers;
 - Be bordered exclusively by a mixed-use neighborhood land use designation;
 - Contain vertical and horizontal mixed-use development; and
 - Support greater residential density to complement Regional Center land uses.

Response: Located within a designated “Growth Area,” this project is a key starting point to revitalizing South Scottsdale. The site is currently one of the larger vacant parcels along Scottsdale Road and this development will have a large positive impact on the surrounding environment.

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

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

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

Response: The project accomplishes several of these goals including encouraging reinvestment and new development, creating a mix of housing and encouraging the assemblage of two smaller parcels. It also serves as a prime example of an urban infill project that is incorporating both vertical and horizontal mixed-use development in the South Scottsdale Corridor.

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

- **Policy LU 5.2.1.** The Papago Regional Center (located at Galvin Parkway and McDowell Road and adjacent to Papago Park) should focus on cultural, recreational, hotel, residential, and entertainment land uses.
- **Policy LU 5.2.2.** The SkySong Regional Center (located at the intersection of Scottsdale and McDowell Roads) should focus on dining, employment, business incubation, technology and innovation services, entertainment, higher density vertical mixed-use residential, office, commercial, and retail development.

Response: Located near both Papago and SkySong Regional Centers, this proposed development will focus on residential, employment, higher-density vertical mixed-use residential, commercial, retail and entertainment land uses as per the goals and policies for the area.

Goal LU 6: Maintain the Los Arcos Redevelopment Area designation along Scottsdale and McDowell Roads as a revitalization and reinvestment tool.

- **Policy LU 6.1.** Update and implement the Los Arcos Redevelopment Plan recommendations to utilize statutory tools in revitalizing the Corridor areas of Scottsdale and McDowell Roads.

Response: Located within the Los Arcos Redevelopment Area, it is the goal of this project to serve as an example for large scale reinvestment in South Scottsdale to encourage diversity and provide increased opportunities for diverse incomes to enjoy the proximity to all that Scottsdale has to offer.

Goal LU 9: Create new development and connectivity opportunities between Papago Park and Southern Scottsdale.

- **Policy LU 9.1.** Support more intense land uses adjacent to Papago Park that are tourism and regional destinations including (but not limited to): mixed-use, hotel, specialty attractions, and housing, recreation, retail, and support services.

Response: Located directly to the East of Papago Park, this proposed mixed-use development aligns perfectly with Policy LU 9.1.

Goal LU 10: Adapt land use and regulatory policies and standards to achieve the goals of the Southern Scottsdale Community Area Plan.

- **Policy LU 10.2.** Encourage the examination, evaluation and relevancy of existing zoning districts in Southern Scottsdale.

Response: The size of the two parcels will be better utilized with a higher density residential development than the current C-3 designation. It is apparent from the current and past vacancy of the site that a commercial development does not lend itself to this size parcel. It is not large enough for a significant commercial opportunity and it is too large for a smaller commercial development. Through careful examination the design and development team has determined that a mixed-use residential project would be the highest and best use of the property.

2. Character and Design

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

- **Policy CD 2.1.** Encourage pedestrian-oriented site design for new and revitalized development within Corridors, Regional Centers, and Activity Areas.
- **Policy CD 2.3.** Within Corridors, Regional Centers, and Activity Areas, locate new development along the street and provide parking immediately behind the building area.
- **Policy CD 2.4.** New development and redevelopment should provide a diversity of design by accommodating a mix of land uses both vertically and horizontally.
- **Policy CD 2.5.** Encourage both dedicated and publicly accessible open spaces within private developments to function as extensions of indoor spaces into outdoor areas.

Response: The project has pedestrian and bicycle friendly site design and encourages social contact and interaction within the community. Exterior and interior walkways connect these

features, with inviting access for the public to the commercial areas and secured access to the amenity areas for residents. Parking is strategically located in an embedded, hidden from public view parking garage. Diversity of design is accomplished with residential components located above and adjacent to commercial ones. A mix of private spaces is created by balconies, and private first floor patios with gated exterior access which are oriented to create interest, views of the amenity areas, and access to the public areas of the project. The public oriented uses at the first floor are defined by use of storefront windows at the façades that front Scottsdale and Continental Roads, and with covered clearly recognizable access points.

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

- **Policy CD 3.1.** Encourage design standards for Corridors, Regional Centers, and Activity Areas that enhance and strengthen new and revitalized development.
- **Policy CD 3.3.** Encourage new development to demonstrate a relationship with the design characteristics of the surrounding areas and, as appropriate, incorporate those qualities into its design.
- **Policy CD 3.4.** Building design should be sensitive to the evolving context of an area over time.

Response: The existing structure on this site is outdated and unused, and the parking lot is unlit and unkempt. This project promotes revitalization and transformation by creating a design that is consistent with the evolution of high-quality Scottsdale design.

- By following the City's most up-to-date design guidelines, the development will enhance and strengthen the design character of the area, which is currently very eclectic and often non-complimentary to one another.
- The siting and orientation of the buildings recognizes and features established major vistas of the Sonoran Desert and mountains.
- The project has a pedestrian and bicycle friendly site design and encourages social contact and interaction within the community.
- The shaded and landscaped pedestrian access along the street frontage shows consideration for the pedestrian and invites access connections to adjacent developments.
- The design responds to the desert environment, with interior spaces that extend into the outdoors; materials with colors and textures associated with the region; and features such as shade structures, roof overhangs, shade projections and recessed windows.
- The plants and trees in the landscape plan are a mixture of native and non-native plant species and indigenous to the arid region. They have been selected for their low water use and tolerance to drought conditions.

Goal CD 4: Site and building design of new development and redevelopment should respond to the Sonoran Desert Climate.

- **Policy CD 4.1.** Encourage new development to incorporate designs such as shade structures, deep roof overhangs and recessed windows to address passive solar cooling opportunities.
- **Policy CD 4.2.** Encourage the use of a variety of textures and natural building materials to provide architectural visual interest and richness, particularly at the pedestrian level.
- **Policy CD 4.3.** Support landscape design that responds to the desert environment by utilizing indigenous and adapted landscape materials that complement the Southern Scottsdale built environment.

Response: The design responds to the desert environment, with interior spaces that extend into the outdoors; materials with colors and textures associated with the region; and features such as shade structures, roof overhangs, shade projections and recessed windows. The intent is to create a mass that defines the street, while still providing recess, repetition and interest. A variety of colors and textures will be used to create visual interest and variety. The plants and trees in the landscape plan are indigenous to the arid region and have been selected for their low water use and tolerance to drought conditions.

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

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

Response: A vast improvement to the public realm will occur with this project. Previously, the site placed parking and for-sale vehicles along the adjacent rights-of-way – a sure impediment to an enjoyable pedestrian experience. By pushing the buildings towards the public realm, providing interesting architecture and blending the public/private open space area between the building and the street, the pedestrian experience is substantially improved. Additionally, a new pedestrian pathway is provided along the north edge of the site connecting the existing alley and residential neighborhood to Scottsdale Road.

Shade trees are provided along the street frontage as well as within the courtyard area. This is especially visible at the northern courtyard which connects directly to the Scottsdale Road public right-of-way. Parking is within a garage and therefore already shaded.

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

- **Policy CD 6.1.** Encourage compact development design along Corridors and in Regional Centers and Activity Areas to help reduce travel distances, encourage walking and cycling, and stimulate public transit use.

- **Policy CD 6.2.** Encourage building design, orientation, and layout that reduce energy consumption.
- **Policy CD 6.3.** Develop adaptable and sustainable building design strategies that could accommodate future innovative energy and environmental technologies as they become commercially viable.
- **Policy CD 6.4.** Encourage the use of sustainable design principles for remodeling and new development projects to mitigate building construction and operational impacts on the environment.

Response: The design of the project is very compact in nature and creates new housing opportunities that will reduce travel distances, encourage walking, biking and stimulate public transit by providing residents the option to live closer to where they work. The entire site is designed and oriented to be as sustainable as possible and create passive shading and cooling opportunities. The compactness of the project's footprint also lends itself to lower energy consumption, when compared by suburban garden apartment communities.

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

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

Response: The vast majority of the site abuts commercial uses, major roadways or the parking and drive aisle of a multifamily project. A very small segment at the northwest corner of the property is adjacent to a single-family home, and even this area is separated by an alleyway, an on-site landscaped area and the loop road that encircles the development. A stepback is also introduced with the building massing at this corner. All new onsite structures are separated from adjacent uses by the onsite circulation drive.

3. Public Services and Facilities

Goal PSF 3: Plan and provide for southern Scottsdale's existing and future infrastructure needs.

- **Policy CD 2.1.** Encourage both the private and public sectors to underground existing and new 69kV and lower voltage power lines throughout Southern Scottsdale, where feasible.

Response: The project will look to underground existing utility lines that may serve the site. This appears to occur near the northwest corner of the site.

5. Development Review Board Criteria

Per Ordinance Section 1.904, in consideration of a application, the Development Review Board shall be guided by the following criteria:

1. ***The Board shall examine the design and theme of the application for consistency with the design and character components of the applicable guidelines, development standards, Design Standards and Policies Manual, master plans, character plan and General Plan.***

Response: The project adheres to the established Character Area Plan and General Plan designations as outlined above. The project also adheres to the applicable guidelines and design standards.

2. ***The Board The architectural character, landscaping and site design of the proposed development shall:***
 - a. ***Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;***
 - b. ***Avoid excessive variety and monotonous repetition;***
 - c. ***Recognize the unique climatic and other environmental factors of this region to respond to the Sonoran Desert environment, as specified in the Sensitive Design Principles;***
 - d. ***Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District; and***
 - e. ***Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback or architectural details, in the Historic Property Overlay District.***

Response: The project provides a desirable relationship between structure and open space and the surrounding neighborhood. As previously noted, the buildings are pushed away from the neighborhood and towards the Scottsdale Road and Continental frontage. Two, large open space areas are provided within the building layout along with open space along the street frontage. The design avoids monotonous repetition and provides variety at both wall surfaces and along the roof line. The project is not within the ESL overlay or in a historic overlay.

3. ***Ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be so designed as to promote safety and convenience.***

Response: The project reduces curb cuts along Scottsdale Road down to one (1) and relocates the curb cut along Continental to a safer distance away from the intersection. All told, the project vastly improves pedestrian safety while still maintaining adequate vehicular circulation.

- 4. If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.***

Response: Mechanical equipment and appurtenances are screened and / or integral to the building design. See Elevations.

- 5. Within the Downtown Area, building and site design shall:***
- a. Demonstrate conformance with the Downtown Plan Urban Design & Architectural Guidelines;**
 - b. Incorporate urban and architectural design that address human scale and incorporate pedestrian-oriented environment at the street level;**
 - c. Reflect contemporary and historic interpretations of Sonoran Desert architectural traditions, by subdividing the overall massing into smaller elements, expressing small scale details, and recessing fenestrations;**
 - d. Reflect the design features and materials of the urban neighborhoods in which the development is located; and**
 - e. Address building mass, height, materials, and intensity transitions between adjacent/abutting Type 1 and Type 2 Areas, and adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.**

Response: The project is not located within the Downtown Area.

- 6. The location of artwork provided in accordance with the Cultural Improvement Program or Public Art Program shall address the following criteria:***
- a. Accessibility to the public;**
 - b. Location near pedestrian circulation routes consistent with existing or future development or natural features;**
 - c. Location near the primary pedestrian or vehicular entrance of a development;**
 - d. Location in conformance with the Design Standards and Policies Manual for locations affecting existing utilities, public utility easements, and vehicular sight distance requirements; and**
 - e. Location in conformance to standards for public safety. Reflect the design**

Response: The Cultural Improvement Program and Public Art Program are not applicable.

5. Scottsdale Sensitive Design Principles Conformance

The Character and Design Element of the General Plan states that *“Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.”* The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property.

1. ***The design character of any area should be enhanced and strengthened by new development.***

Response: The project will greatly enhance the design character of the area. The property is currently a vacant lot and was previously an auto dealership with associated vehicle lots and repair facilities.

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

Response: The urban location does not have protected natural features or established vistas.

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

Response: As an already developed, urban location, the current topography of the property is flat. Minimal landscaping exists and the proposed project landscaping will be a great improvement.

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

Response: As an already developed, urban location, no natural habitats exist to preserve or restore.

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

Response: The project provides vast improvements to the public realm along Scottsdale Road and along Continental Drive. New landscaping, sidewalks and numerous pedestrian connections to and from the public realm convey an inviting and quality project. A new pedestrian connection along the north property line is also proposed to enable adjacent residents a direct connection through the subject site to the pedestrian realm along Scottsdale Road.



Southwest Corner of the Building Entering the Lobby / Leasing Office

6. ***Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.***

Response: The project encourages alternative modes of transportation by several means. At the most basic level, but perhaps most impactful, the mixed-use nature of the project and the choice to redevelop an infill site, reduces reliance on vehicular travel. Furthermore, the project provides bike racks and internal bike storage for residents.

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

Response: As discussed throughout this document, the improvements along the project street-frontages will vastly improve the pedestrian experience. This includes landscaping, hardscape and pedestrian connection, but also the act of placing the building closer to the public realm for a more urban feel. Additionally, the project provides a new pedestrian connection through the property, along the north property line for the adjacent neighborhood.

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

Response: The project is designed with a clear top-middle-bottom hierarchy of masses with varied articulation for additional interest.

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

Response: The project design responds to the desert environment. The entire site is designed and oriented to be as sustainable as possible and create passive shading and cooling opportunities. The compactness of the project's footprint also lends itself to lower energy consumption, when compared by suburban garden apartment communities. The design responds to the desert environment, with interior spaces that extend into the outdoors; materials with colors and textures associated with the region; and features such as shade structures, roof overhangs, shade projections and recessed windows.

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

Response: The developer will be working with the General Contractor for the most efficient sustainable building practices and products including energy efficient systems and construction methodologies. Units will be furnished with Energy Star certified appliances or equivalent.

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

Response: The proposed landscape design is comprised of low water use flowering trees, shrubs and groundcover. These plants and trees are indigenous to the arid region and

have been selected for their low water use and tolerance to drought conditions. The landscape will be watered through an automated drip irrigation system, to ensure maximum water conservation. As a previously developed, automotive site, the property is void of native plants for preserving.

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

Response: The landscape will be watered through an automated drip irrigation system, to ensure maximum water conservation.

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

Response: A defining feature of the project will be its integrated streetscape lighting. These vertical built-in corner light fixtures are located at nearly every commercial use entry stoop along Scottsdale Road and Continental Drive. Along with the brick clad landscape pot pedestals and storefront glass, these features provide a welcoming pedestrian scale to the architecture. Moreover, the repetitious pattern of these vertical lighting strips contributes a memorable signature presence for the community to drivers passing by.

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

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

7. Conclusion

Bella Alba demonstrates how an underutilized site can be developed to benefit the revitalization of a community by providing well-designed, environmentally sensitive mixed-use project. As demonstrated in the narrative and exhibits, the project is in conformance with the City of Scottsdale's General Plan and the Southern Scottsdale Character Area Plan. It is the goal of the entire design and development team to create a product that can serve as an example of how to create contextually appropriate, modern desert architecture on an underutilized site,