

# Optima McDowell Mountain Village™

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DEVELOPMENT REVIEW BOARD PROJECT NARRATIVE

2/8/23 - Resubmittal v2

18777 N. Scottsdale Road, Scottsdale, AZ 85255 | **50-DR-2022**



Bird's Eye View from West of Site

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View of Bike Plaza and Courtyard

## Purpose of Request

The request is for the Development Review Board (DRB) approval for a new development on the property located at the northeast corner of Scottsdale Road and Mayo Boulevard. This site is identified in the Greater Airpark Character Area Plan as “Regional Core-Greatest Intensity” and as a “growth area” in the City of Scottsdale General Plan 2035. The proposed development, Optima McDowell Mountain Village (OMMV), includes a maximum of 1,330 dwelling units and approximately 36,000 square feet of commercial space on a 21.88 acre gross site area.

To provide some background on the project to date, the design has evolved as a result of 11 design iterations with the Mayor, City Council, the City’s Planning and Building Departments, and neighborhood outreach. The project was approved by the Airport Advisory Commission, the Planning Commission, and the City Council on 11/21/22. Specifically, the development received approval to amend from General Commercial, Planned Community Development (C-4 PCD) to Planned Airpark Core Development, Airpark Mixed-Use-Residential, Planned Community Development, Planned Shared Development (PCP/AMU-R, PCD PSD) zoning including a development Plan with amended development standards (Floor Area Ratio, Building Height, Stepback, and Special Condition - Building Material), for a mixed use development with building height up to 118 feet, including residential and commercial, all on an approximately 21.88 acre gross lot area site located at 18777 N. Scottsdale Road.



## Optima McDowell Mountain Village Overview & Development Summary

Optima McDowell Mountain Village is designed to create an environmentally friendly residential neighborhood that both enhances and blends with the beautiful McDowell Mountains and Sonoran Desert in the burgeoning area of North Scottsdale and the Greater Scottsdale Airpark. Optima plans to provide this outstanding location with a state-of-the-art, all-inclusive, health-based, amenity-rich community designed to also be a destination for Scottsdale residents by including over 75% open space on grade level and 100% underground parking and service functions which enables Optima to provide approximately 12-acres of open space and multi-use path encompassing the development and connecting to the City of Scottsdale Bicycle Master Plan. The open space also includes a putting green, seating and lounge areas as well as 36,000 SF of destination commercial and retail. Optima will provide the City with 2,750 acre-feet of water which will make the development net neutral to the City for water demand for its initial 11+ year period. Optima is committed to working with the City of Scottsdale to provide the largest private residential rainwater harvesting project in the United States. Rainwater will be stored at the parking levels at the southeast corner of the project in a concrete vault which overflows into the stormwater tank that is designed to hold ~ 210,000 gallons of storm water.

With views of the majestic McDowell Mountain range as a background, the location could not be more convenient. Just a five-minute drive to Scottsdale Quarter and future retail and commercial planned directly adjacent to the east, Optima McDowell Mountain Village is designed to provide high-quality housing to this prime location. The Loop 101 Freeway offers rapid access to all of Scottsdale and points beyond. Residents will have the ability to conveniently and efficiently reduce daily commute times and quickly get to Scottsdale's most popular destinations for entertainment, dining, and outdoor activities.

Designed by award winning architects David C. Hovey, FAIA and David Hovey, Jr. AIA, Optima McDowell Mountain Village is comprised of six concrete-framed condominium and apartment buildings with undulating landscaped facades that echo the shapes of the McDowell Mountains and represent the next evolution of Optima architecture and construction. Glass-enclosed 14-foot high ground-floor levels will feel utterly transparent. Every rooftop deck will provide spectacular views of the McDowell Mountains to the east, beautiful sunsets to the west, Pinnacle Peak to the north, and Camelback Mountain to the south. The six buildings – a mix of condominiums and apartments – are to be arrayed around the site's perimeter. Occupying over 75% of the site is an open, central courtyard, a synthetic surface recreation area and the balance of the space landscaped with indigenous plants, shrubs and trees. A 14-foot-wide multi-use bicycle and pedestrian trail encircling the Village will connect to Scottsdale's Bicycle Master Plan. 100% of the parking will lie on two levels beneath the complex.

The kind of sophisticated architectural detail that characterizes Optima's Arizona projects: Optima Biltmore Towers, Optima Camelview Village, Optima Sonoran Village, and Optima Kierland, will be reprised at Optima McDowell Mountain Village. The buildings are sensitively massed at 8 stories and are designed to have complex elevations that create depth, shadow and texture that enlivens

each face of every building and emulates the forms of the McDowell Mountains in the distance. Adding to the dynamic effect will be the outdoor terraces provided for every unit that will be edged with trailing native plants cascading down the building. We have designed the buildings to emulate the colors of the desert with bronze glass, railings, and planters with warm brown and orange tones. Thin floor plates of just 8.5 inches will be regular, modest punctuation marks in the composition. All service areas, e.g. deliveries, recycling, and trash, will be located underground below Optima McDowell Mountain Village.

Each building will contain its own amenities. The rooftop decks will include: 50-meter swimming pools surrounded by chaise lounges, running tracks that will follow the perimeter of the roofs, restrooms, outdoor fireplaces, barbecues, seating areas, perimeter plantings and sheltering arbors covered with vines. The lobby levels will be similarly outfitted. Apart from the spacious lobbies, support facilities like a management office and a business center with conference rooms will be provided at the ground floors. Fitness centers that look out over the courtyard will include basketball courts, strength and aerobic training equipment, a yoga studio, and locker rooms.

Optima was founded in 1978 by David C. Hovey, FAIA with the intention of elevating multifamily housing by vertically integrating development, architecture, construction, sales, marketing, and property management. Optima has developed award winning Arizona projects: Optima Biltmore Towers, Optima Camelview Village, Optima Sonoran Village, and Optima Kierland Center. We believe our proposal for Optima McDowell Mountain Village will enhance Scottsdale and stimulate healthy sustainable growth.



View from West Side of Courtyard Looking East

## High Quality Architecture & Construction

### Award-Winning Architecture

—Designed by David Hovey, FAIA, and David Hovey, Jr., AIA, Optima McDowell Mountain Village is the next evolution of Optima architecture. While each Optima project is designed to be unique, many of the same signature design principles remain consistent across Optima's portfolio: strong geometry, technologically advanced materials and systems, and an integration of nature and its surroundings. Optima McDowell Mountain Village is designed with the inspiration of the beautiful McDowell Mountain range. With the undulation of the façade as well as placement of the landscaped terraces, the buildings are specifically designed to collect the same deep textured shades and shadows that occur on the McDowell Mountains from the deep ridges and undulations of the mountain gradients.

### Advanced Building Materials

- Expressed concrete structures using environmentally friendly concrete.
- Materials are selected based on long term durability, efficiency and low maintenance.
- Buildings feature energy-efficient floor-to-ceiling glass creating a seamless connection between outdoor and in.
- Solar panels.

### Undulating Facade

—Designed to have complex, undulating elevations that create depth, shadow and texture to enliven each face of every building.

### Over 75% Open Space

- 55% of the open space at grade level is open to the OMMV community and public.
- 20% of the open space at grade level is private for the residents of each building.

### 100% Underground Parking and Below Grade Loading & Service Area

—100% underground parking and loading allows for expansive areas of open space at grade level which is landscaped to mitigate the heat island effect.

### Signature Vertical Landscaping System

- Optima's signature vertical, architectural landscaping system provides both sun protection and privacy to residential units. The innovative vertical planting system with self-containing irrigation and drainage enables a palette of vibrantly colored plants at the edge of each floor to grow both up and over the edge of the building.
- The signature vertical landscaping provides a haven for urban wildlife, promotes evaporative cooling, re-oxygenates the air, reduces dust and smog levels, reduces ambient noise, detains storm water, and thermally insulates and shields residents from the desert sun, all of which contribute to a sustainable urban environment.

### Rooftop Open Space and Running Track

—Each building features a 1/4 mile rooftop running track following the perimeter of the roofs, as well as approximately 1 acre of open space on each building's roof.

### Amenity-Rich Buildings

- Each building will be furnished with its own amenities. On the rooftop decks these features include 50-meter heated swimming pools and spas surrounded by chaise lounges, outdoor fireplaces, barbecues, bars, perimeter plantings and sheltering arbors covered with vines.
- Each building will have its own residents' club at grade level featuring:
  - Fitness center with cardio and strength equipment, free weights, and outdoor fitness area*
  - Steam room, sauna, hydrotherapy, spa, cold plunge, and massage room*
  - Fully-equipped business center, conference room, and huddle rooms*
  - Completely outfitted sports area with basketball and pickleball*
  - Game room with table tennis, billiards, television, golf simulator, and theater*
  - Indoor-outdoor party room with chef's kitchen*
  - Pet Park and pet spa*

### Private Terraces

—Terraces provided for every unit are edged with trailing native plants cascading down the building. We have designed the buildings to emulate the colors of the desert with bronze glass, railings, and planters in warm brown and orange tones.



# How the Project Aligns with the Greater Airpark Character Area Plan

## How Optima McDowell Mountain Village delivers the values and fulfills the goals and policies of the Greater Airpark Character Area Plan

—Optima McDowell Mountain Village embodies many of the values for development within the Scottsdale Airpark set forth in the Area Plan. These include:

—The positive image and unique cachet of the Greater Scottsdale Airpark

**Response:** This will be enhanced through Optima’s award-winning and market leading design.

—Accessibility and efficient circulation supportive of a mixed-use, regional employment center

**Response:** This will be accomplished through proximity to the Loop 101 Freeway and existing bus routes, as well as the connectivity created by the Village’s shared bicycle and pedestrian path system.

—Quality architecture and design reflective of a diverse, creative, innovative environment, and design excellence.

**Response:** Optima was awarded the 2021 Firm of the Year award by the Chicago chapter of the AIA.

—Stewardship and enhancement of adjacent residential neighborhoods.

—The Sonoran Desert climate, meaningful open spaces, and unique setting of the Greater Scottsdale Airpark.

**Response:** Optima McDowell Mountain Village’s design respects and responds to the Sonoran Desert climate and delivers open spaces to enhance the broader community.

—A sense of community and overall sustainability

**Response:** Optima McDowell Mountain Village will foster a sense of community for its residents and the public through its meaningful and functional open space, expansive and interconnected shared bicycle and pedestrian paths, as well as provide a development anchored in sustainability in its design, construction, and operation.

## Airpark Mixed Use -Residential (AMU-R)

—Airpark Mixed Use-Residential areas are appropriate for the greatest variety of land uses in the Greater Airpark. Appropriate uses may include a combination of personal and business services, employment, office, institutional, cultural amenities, retail, hotel, and higher density residential. Development in AMU-R areas should be pedestrian oriented, have access to multiple modes of transportation, and should be located outside of the airport’s 55 DNL contour. Residential and other sensitive uses should be a lesser component of development and include adequate sound attenuation. Design of residential uses in the area south of the Central Arizona Project Aqueduct should support businesses and tourism uses, such as time-shares, multi-family rental units, and corporate housing.

**Response:** Optima McDowell Mountain Village will promote and invite access to those walking, cycling, or taking public transit with its internal path system and its interconnection with the City’s existing and planned bicycle path and trail system. The site is currently being served by two existing bus routes and will further reinforce access to the bus system with the construction of a new bus stop on Scottsdale Road. Optima McDowell Mountain Village supports and encourages pedestrians and cyclists through its use of underground parking and extensive public open space and internal walkway and trail system at grade level. The development is located outside of the airport’s 55 DNL contour and will include adequate sound attenuation. The development includes a variety of land uses including higher density residential, commercial, retail and public recreation.

## Goals and Policies

—Below is a list of some of the specific goals and policies that are achieved by Optima McDowell Mountain Village.

—**GOAL LU 1** Maintain and expand the Greater Airpark’s role as a national and international economic destination through appropriate land uses, development, and revitalization.

**Response:** Optima McDowell Mountain Village complements the current commercial development as well as the planned commercial development of the adjacent 85.6 acres to the east.

Policy LU 1.1 Maintain and expand the diversity of land uses in the Greater Airpark.

Policy LU 1.2 Support a mix of uses within the Greater Airpark that promote a sense of community and economic efficiency, such as clustering similar/supportive uses and incorporating residential intended for the area’s workforce, where appropriate.

*Airpark Mixed Use- Airpark Mixed Use-Residential areas are appropriate for the greatest variety of Residential (AMU-R) land uses in the Greater Airpark. Appropriate uses may include a combination of personal and business services, employment, office, institutional, cultural amenities, retail, hotel, and higher density residential. Developments in AMU-R areas should be pedestrian-oriented, have access to multiple modes of transportation, and should be located outside of the Airport’s 55 DNL contour.*

**Response:** Optima McDowell Mountain Village will expand the quality housing inventory for the Airpark and surrounding areas to meet the needs of a growing population and burgeoning commercial development. Located within the AMU-R zone, Optima McDowell Mountain Village fulfills the intent of creating higher density residential at this site.

—**GOAL LU 4** Utilize development types to guide the physical and built form of the Greater Airpark (See Development Types Map, page 17).

Policy LU 4.3 Encourage higher-scale Type C development in areas with access to major transportation corridors and where lower-scale residential areas will be buffered from higher-scale development.

Policy LU 4.5 Greater visual variety and architectural interest should be considered in the design of the Greater Airpark’s tallest buildings (Regional Core), particularly at the pedestrian level.

**Response:** The design of Optima McDowell Mountain Village with its height and density is intended to meet the desired use of the site that is designated for Type C development within the Regional Core-Greatest Intensity area. The design of Optima McDowell Mountain Village creates distinctive visual variety and architectural interest, particularly at the pedestrian level. Each building is designed to have complex elevations that create depth, shadow and texture to enliven each face of every building. Adding to the dynamic effect will be the outdoor terraces provided for every unit that will be edged with trailing native plants cascading down the building. We have designed the buildings to emulate the colors of the desert with bronze glass, and railings and planters, with warm brown and orange tones. There is no lower-scale residential development in the area immediately surrounding the site.

# How the Project Aligns with the Greater Airpark Character Area Plan

## Goals and Policies (continued)

—**GOAL LU 5** Encourage Greater Airpark development flexibility.

Policy LU 5.2 Greater Airpark public amenities and benefits should be provided by the private sector when development bonuses, such as increased floor area, greater intensity, greater height, development standard flexibility, and/ or street abandonment are considered. Potential public amenities and benefits may include, but are not limited to:

- New/expanded usable open space areas;*
- Linkages to planned or existing trails and/or paths;*
- Transit and/or other mobility enhancements, including bicycle and pedestrian amenities;*
- Green building standards, such as LEED certification;*
- Gateway and/or landmark intersection enhancements;*
- Net-zero/significant energy efficiency and/ or on-site alternative energy generation for multiple properties; and/or*
- Area stormwater infrastructure.*

**Response: Optima McDowell Mountain Village will deliver extensive public amenities and benefits to the City of Scottsdale.**

—**GOAL LU 7** Develop an interconnected network of Signature Corridors (See Land Use Plan Map, page 11) to support the Greater Airpark as a place for meeting, creating, shopping, learning, as well as working.

Policy LU 7.2 Promote a greater mix of uses along identified Signature Corridors, which complement and are compatible with each respective land use designation.

**Response: Optima McDowell Mountain Village will be located along the Signature Corridor of Scottsdale Road. Its distinctive residential use will complement and be compatible with the existing and planned commercial uses in the area, including the 85.6-acre site adjacent to the site on the east that recently was sold by the State and is planned for commercial use.**

—**GOAL LU 8** Create an interconnected network of meaningful open spaces within the Greater Airpark.

Policy LU 8.1 Recognize and promote the value of usable open space as part of the community's quality of life.

Policy LU 8.2 Sustain and enhance meaningful open space corridors within the Greater Airpark.

Policy LU 8.3 Promote public/private partnerships in the design of development plans that provide functional urban open spaces, such as plazas and pocket parks, within and between projects.

Policy LU 8.4 Provide parks and open spaces that provide functional relief to workers, residents, and visitors that are easily accessible, and serve as focal points in the Greater Airpark community.

Policy LU 8.5 Link the Greater Airpark to existing and planned citywide and regional open spaces, trails, and path systems.

**Response: Optima McDowell Mountain Village will provide over 75% open space at grade level that will be connected to the Scottsdale Bicycle Master Plan by a 14'-wide multi-use bicycle and pedestrian trail around the perimeter of the development.**

—**GOAL NH 2** Create complete neighborhoods within the Greater Airpark, through the development of urban dwelling types and mixed-use developments, while being respectful of the Greater Airpark as an aviation-based employment center.

Policy NH 2.3 Incorporate gathering spaces and recreational opportunities into the design of mixed-use development to support a high quality of life for Greater Airpark residents.

Policy NH 2.4 Promote opportunities for parks, open space, and trail connections within new mixed-use development and as a part of the redevelopment of existing property.

**Response: Optima McDowell Mountain Village provides over 75% open space at grade level in a manner that is both inviting and functional for the public that also integrates into the Scottsdale Bicycle Master Plan by a 14'-wide multi-use bicycle and pedestrian trail around the perimeter of the development.**

—**GOAL NH 3** Encourage residential development that supports the local and regional employment-based land uses in the Greater Airpark.

Policy NH 3.1 Encourage thoughtful and creative residential development that enhances, supports, and is sensitive to Airport operations and the Greater Airpark's identity as an employment center.

Policy NH 3.2 Incorporate residential into Airpark Mixed Use Residential Future Land Use Areas to reduce traffic congestion, improve air quality, and provide opportunities for workforce housing where:

—*Multi-modal transportation options will be incorporated into residential design.*

Policy NH 3.3.2 Develop a variety of urban dwelling types, including condominiums, apartments, townhomes, lofts, time-shares, patio homes, and work-live and/or live-work units.

**Response: Optima McDowell Mountain Village is intended to provide a mix of both rental apartments and for sale condominiums in an area designated for high density residential development.**

# How the Project Aligns with the Greater Airpark Character Area Plan

## Goals and Policies (continued)

—**GOAL CM 5** Maintain and enhance use of the Greater Airpark trail and path system.

Policy CM 5.2 Connect existing and future trails and paths to city-wide and regional systems.

**Response:** Optima McDowell Mountain Village will provide approximately 3,150 linear feet of 14'-wide multi-use bicycle and pedestrian trails around its perimeter on both the site and adjacent City land.

This path system would connect to the City's existing and planned path and trail systems.

—**GOAL CM 6** Enhance pedestrian and bicyclist access and activity for Greater Airpark residents, visitors, and employees.

Policy CM 6.2 Support an attractive, safe, and engaging pedestrian and bicyclist environment for all users.

Policy CM 6.5 Design corridors that accommodate and attract pedestrians and bicyclists, particularly in Airpark Mixed Use Future Land Use Areas and along Signature Corridors.

Policy CM 6.6 Design safe, comfortable, and aesthetically-pleasing Greater Airpark pedestrian and bicyclist facilities through the incorporation of universally accessible designs, coordinated street lighting, visually-interesting landscape treatments, shading, bicycle lanes, and public art integrated into facility design.

Policy CM 6.7 Enhance connections across or around barriers, such as the Central Arizona Project Aqueduct, Loop 101 Freeway, and Scottsdale Airport.

**Response:** Optima McDowell Mountain Village provides over 75% open space at grade level in a manner that is both inviting and functional that also integrates into the Scottsdale Bicycle Master Plan by a 14'-wide multi-use bicycle and pedestrian trail around the perimeter of the development.

—**GOAL CM 7** Promote sustainable transportation options that meet the needs of the current and future Greater Airpark community.

Policy CM 7.1 Incorporate site design features that promote more access to those walking, cycling, or taking public transit, such as ground-floor retail and parking located in the rear of buildings, particularly along Signature Corridors and within Airpark Mixed Use Future Land Use Areas.

Policy CM 7.3 Incorporate environmentally sensitive materials and technologies in transportation projects, infrastructure improvements, and facilities, including the use of solar technology and recycled materials.

**Response:** Optima McDowell Mountain Village is designed to promote access to those walking, cycling, or taking public transit with its path system and its interconnection with the City's existing and planned trail system. The site is currently being served by two existing bus routes. Optima McDowell Mountain Village is more accessible to pedestrians and cyclists through its use of underground parking and limited vehicular access points. Environmentally sensitive materials and technologies are to be used in the construction and operation of Optima McDowell Mountain Village.

—**GOAL EP 1** Reduce energy consumption through environmentally sensitive land use practices and design policies.

Policy EP 1.1 Promote green building alternatives that support sustainable, energy-efficient development.

Policy EP 1.3 Promote landscape design and irrigation methods that contribute to water and energy conservation.

Policy EP 1.4 Promote solar and alternative energy development standards in building and site design.

Policy EP 1.7 Encourage design concepts that maximize building efficiency, such as building orientation, air circulation, and shading.

Policy EP 1.9 Integrate into building design the practice of passive solar elements and the use of renewable energy generation systems, such as solar panels and private residential rainwater harvesting storage tanks.

**Response:** Optima McDowell Mountain Village will deliver the next evolution of Optima's commitment to sustainability.

—**GOAL EP 3** Reduce the Urban Heat Island effect in the Greater Airpark

Policy EP 3.2 Increase the use of effective natural and man-made shading for parking lots, streets, and pedestrian areas.

Policy EP 3.3 Incorporate opportunities for "cool" technologies that will help reduce heat island effects, such as alternative pavement material, high solar reflectance building surface treatments, passive cooling elements, open spaces, and "green" roofs.

Policy EP 3.4 Increase tree planting as a ground-level ozone reduction measure.

**Response:** The use of 100% underground parking topped with over 75% landscaped open space will reduce the urban heat island effect in the Airpark and native landscaping at grade coupled with Optima's vertical landscaping system will provide further cooling as well as provide for ozone reduction.

# How the Project Aligns with the Greater Airpark Character Area Plan

## Goals and Policies (continued)

—**GOAL EP 4** Foster a sustainable balance between environmental stewardship and the development and redevelopment of the Greater Airpark.

Policy EP 4.2 Encourage all developments to respect and respond to the Sonoran Desert climate.

Policy EP 4.6 Reduce existing and seek to limit future impervious surfaces in development, such as asphalt and concrete, in order to reduce the heat island effect and stormwater runoff.

Policy EP 4.7 Encourage the efficient use of natural and man-made resources in building and site design.

Policy EP 4.8 Building design should respect and enhance the Sonoran Desert context of the Greater Airpark using building orientation, landscape buffers, colors, textures, materials, and lighting.

**Response: Outdoor terraces are provided for every unit that will be edged with trailing native plants cascading down the building. Optima McDowell Mountain Village is designed to emulate the colors of the desert with bronze glass, and railings and planters with warm brown and orange tones.**

—**GOAL EP 5** Improve water conservation efforts and encourage the reuse of graywater.

Policy EP 5.3 Promote private residential rainwater harvesting techniques in site planning, landscape design, and landscape improvements for all development types.

Policy EP 5.4 Encourage landscape improvements that limit the amount of turf area and make optimal use of indigenous and adapted desert plants.

Policy EP 5.6 Encourage water conservation by using reclaimed and graywater in areas with access to delivery systems.

**Response: Optima McDowell Mountain Village will deliver water conservation through use of indigenous and adapted desert plants in its landscaping and reclamation of rainwater for on-site use.**

—**GOAL EP 6** Effectively manage and protect local and regional stormwater drainage ways.

Policy EP 6.5 Integrate alternative stormwater detention practices, such as private residential rainwater harvesting and water infiltration methods.

**Response: Optima McDowell Mountain Village will manage and protect stormwater drainage by providing for private residential rainwater harvesting for on-site use.**

—**GOAL CD 1** Enhance and strengthen the design character of Greater Airpark Future Land Use Areas. (See Land Use Plan Map, page 11).

*Airpark Mixed Use Future Land Use Areas (AMU & AMU-R) – The character of these areas is pedestrian-oriented, urban, and human-scale and features a variety of open spaces, gathering areas, and multi-modal transportation options. Multi-modal transportation should include bicycle and transit access connected to a pedestrian network to encourage social contact and interaction among the community. Design elements should be oriented toward people, such as the provision of shelter and shade for the pedestrian, active land uses at the ground floor/ street level, and a variety of building forms and facade articulation to visually shorten long distances. A variety of textures and natural materials is encouraged to provide visual interest and richness, particularly at the pedestrian level. Design of this Future Land Use Area should be based on a small city block layout with mid-block connections to promote greater walkability. The public realm may be activated through building and site design, orientation toward the street, high-activity uses on the street level, and the integration of public art.*

Policy CD 2.1.4 Scottsdale Road Signature Corridor

*The Scottsdale Road Signature Corridor, from Frank Lloyd Wright Boulevard to the northern Greater Airpark boundary, is a designated scenic corridor with distinct design guidelines, which reflect the transitional nature from urban to the native desert, while responding to sophisticated urban development and resort characteristics found in adjacent developments.*

**Response: The design of Optima McDowell Mountain Village is intended to encourage social contact and interaction among the community.**



# How the Project Aligns with the City of Scottsdale General Plan 2035

## How Optima McDowell Mountain Village fulfills the values and fulfills the goals and policies of the City of Scottsdale General Plan 2035

—Optima McDowell Mountain Village embodies many of the values for development within the City of Scottsdale set forth in the General Plan. These include:

### Mixed-Use Neighborhoods

—Mixed-Use Neighborhoods focus on human-scale development and are located in areas with strong access to multiple modes of transportation and major regional services. These areas accommodate higher-density housing combined with complementary office or retail uses. Mixed-Use Neighborhoods are most suitable near and within Growth and Activity Areas. Mixed-Use Neighborhoods may be non-residential in the Greater Airpark Character Area. (Cross-reference Greater Airpark Character Plan)

**Response: Optima McDowell Mountain Village is designed to provide high-quality housing at a prime Scottsdale location. At the corner of Scottsdale Road and the Loop 101 Freeway, Optima McDowell Mountain Village offers rapid access to all of Scottsdale points and beyond. Residents will have the ability to conveniently and efficiently reduce daily commute times and quickly get to Scottsdale’s most popular destinations for entertainment, dining, and outdoor activities. The development promotes access to those walking, cycling, or taking public transit with its internal pedestrian and bicycle path system and its interconnection with the City’s existing and planned bicycle path and trail system. The site is currently being served by two existing bus routes and will further reinforce access to the bus system with the construction of a new bus stop on Scottsdale Road. Optima McDowell Mountain Village encourages and supports pedestrians and cyclists through its use of underground parking and extensive public open space and internal walkway and trail system at grade level. The development’s distinctive residential, commercial and retail uses and location along the Signature Corridor of Scottsdale Road will complement and be compatible with the existing and planned commercial uses in the area, including the 85.6-acre site adjacent to the site on the east that recently was sold by the State and is planned for commercial use.**

### Urban Character Types

—Consist of higher-density residential, non-residential, and mixed-use neighborhoods, including apartments, high-density townhouses, business and employment centers, and resorts. Development in Urban Character Types should have pedestrian orientation, shade, activity nodes, and usable open spaces that encourage interaction among people. Building form and heights typically transition to adjacent Rural and Suburban Character Types. Taller buildings may be appropriate in Growth Areas, depending on context (see Growth Areas Element). Examples include Old Town Scottsdale, a mixed-use center of distinct urban districts; mixed-use portions of the Greater Airpark, particularly along Scottsdale Road; areas within the Scottsdale Road and Shea Boulevard Couplet; and the HonorHealth hospital/medical campus near Shea Boulevard and 90th Street.

**Response: The height and density of Optima McDowell Mountain Village are consistent with the Growth Areas and meet the needs of the Greater Airpark.**

### Employment Cores

—Primary employment centers for the city. These areas are predominately concentrated in the Greater Airpark Character Area, a mixed-use employment core with primary freeway access, as well as around other major employment campuses, such as the Mayo Clinic and General Dynamics. Employment Cores support a wide range of activities, such as aviation, light-industrial, and regional- and community-level employment uses. These areas consist of multi-functional buildings with an emphasis on technology and corporate character. Taller building heights are found within the core, and low-scale building heights are typically found within the transition areas adjacent to Rural and Suburban Character Types. The Greater Airpark Character Area Plan denotes appropriate locations for height and intensity in the Airpark area. (See also: Growth Areas Element).

**Response: The height of Optima McDowell Mountain Village aligns with the taller building heights denoted in the Greater Airpark Character Area Plan.**

### Goals and Policies

—**GOAL CD 2** Develop, maintain, and refine Character Areas and Character Area Plans to foster quality development and consistent character and context within various areas of the community.

**Response: This will be achieved through Optima’s award-winning and market leading design.**

—**GOAL CD 5** Promote the value and visual significance landscaping has on the character of the community.

Policy CD 5.1 Employ appropriate heat island reduction techniques to reduce the effects of reflective heat and glare on buildings and paved surfaces.

Policy LU 1.1 Encourage land uses that preserve a high quality of life and further define Scottsdale’s sense of place within the region.

Policy CD 5.2 To the greatest extent possible, replace dead and dying landscaping with drought resistant plants to maintain or improve density pattern, shade, and area character.

**Response: The use of 100% underground parking topped with over 75% landscaped open space will reduce the urban heat island effect in the Airpark and native landscaping at grade coupled with Optima’s vertical landscaping system will provide further cooling as well as provide for ozone reduction.**

—**GOAL LU 1** Enhance Scottsdale’s economic viability by encouraging land uses that reinforce the city’s reputation as the premier international tourist destination in the Southwest and sustain the city’s role as a regional cultural center and economic hub. Land uses should be compatible with Scottsdale’s character and physical appearance.

Policy LU 1.1 Encourage land uses that preserve a high quality of life and further define Scottsdale’s sense of place within the region.

Policy LU 1.3 Promote development patterns that integrate with and reinforce the character of an area. The city will continually review development patterns to ensure consistency of development in areas with fragmented or evolving patterns.

# How the Project Aligns with the City of Scottsdale General Plan 2035

## Goals and Policies (continued)

Policy LU 1.4 Collaborate with adjacent jurisdictions to understand the dynamics of, and coordinate on, emerging and redeveloping areas adjacent to the city boundary.

**Response: Optima McDowell Mountain Village achieves the above goals with its respect of sense of place and high quality design. Optima has consistently achieved high quality projects as recognized when Optima was awarded the 2021 Firm of the Year award by the Chicago chapter of the AIA.**

—**GOAL LU 3** Maintain a balance of land uses to support a high quality of life.

Policy LU 3.2 Integrate housing, employment, and supporting infrastructure, primarily in mixed-use neighborhoods and Growth and Activity Areas, to support a jobs/housing balance.

Policy LU 3.3 Maintain a citywide balance of land uses, and consider modifications to the land use mix to accommodate changes in community vision, demographic needs, and economic sustainability.

Policy LU 3.4 Provide an interconnected, accessible open space system, which includes pedestrian and equestrian links, recreation areas, canals, and drainage ways.

Policy LU 3.5 Engage the community in all land use discussions.

**Response: Optima McDowell Mountain Village will foster a sense of community for its residents and the public through its meaningful and functional open space, expansive and interconnected shared bicycle and pedestrian paths, as well as provide a development anchored in sustainability in its design, construction, and operation.**

—**GOAL LU 5** Promote land use patterns that conserve resources, including land, clean air, water, and energy.

Policy LU 5.1 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.

Policy LU 5.2 Concentrate greater development intensities in Growth and Activity Areas, thereby reducing development pressures in low-density areas and conserving energy.

**Response: Optima McDowell Mountain Village will deliver the next evolution of Optima's commitment to sustainability, including in the areas of water, energy, materials, and systems.**

—**GOAL OS 1** Provide four primary public and private open space types: the Scottsdale McDowell Sonoran Preserve, natural open spaces, developed open spaces, and continuous open spaces.

Policy OS 1.2 Natural Open Space. Provide public and private, natural open spaces to preserve wildlife habitat, views, and sensitive historical/archaeological sites, and, where appropriate, incorporate areas for passive recreation.

Policy OS 1.3 Continuous Open Spaces. Develop a system of continuous open spaces that connect citywide and regionally. Such open spaces include washes (inclusive of Vista Corridors), streetscapes,

wildlife corridors, trails, and canals.

Policy OS 1.4 Developed Open Space. Offer public and private parks and open spaces to accommodate both active and passive recreation.

**Response: Optima McDowell Mountain Village provides over 75% open space at grade level in a manner that is both inviting and functional that also integrates into the Scottsdale Bicycle Master Plan by a 14'-wide multi-use bicycle and pedestrian trail around the perimeter of the development.**

—**GOAL OS 4** Visually and physically connect open spaces to maintain a continuous open space system.

Policy OS 4.1 Develop a public trail and path system that links to other city and regional systems.

**Response: Optima McDowell Mountain Village will provide approximately 3,150 linear feet of 14-wide shared bicycle and pedestrian trails around its perimeter on both the site and adjacent City land. This path system would connect to the City's existing and planned path and trail systems.**

—**GOAL OS 5** Provide developed open space and outdoor opportunities in Scottsdale neighborhoods, giving priority to areas that are most lacking open space.

Policy OS 5.2 Locate publicly accessible and usable open spaces within Growth and Activity Areas and established neighborhoods.

**Response: Optima McDowell Mountain Village provides over 75% open space at grade level.**

—**GOAL OS 8** Acquire new, expand existing, and improve established open spaces for public use.

Policy OS 8.1 Require landowners in the development process to dedicate usable public open space in new development.

Policy OS 8.2 Expand the provision of public open spaces through public/private partnerships.

Policy OS 8.3 Require new development and redevelopment to connect and provide public access to neighboring open spaces, park sites, or planned open spaces.

Policy OS 8.4 Encourage public acquisition of natural or developed open space through direct purchase, purchase of development rights, purchase of open space easements, donations, or other means.

**Response: Optima McDowell Mountain Village's design delivers usable open spaces to enhance the broader community.**

—**GOAL EP 2** Demonstrate and expand the city's leadership in environmental stewardship and sustainability.

Policy EP 2.4 Expand Scottsdale's Green Building Program to maintain regional and national leadership in green and low-impact development.

**Response: Optima McDowell Mountain Village will be built with a commitment to the IECC, and in collaboration with the City of Scottsdale's Green Building Department to further develop the sustainability of the project.**

# How the Project Aligns with the City of Scottsdale General Plan 2035

## Goals and Policies (continued)

—**GOAL EP 4** Expand the circular economy by maximizing resource recovery, reuse and recycling, and promoting use of recycled, recyclable, and renewable materials.

Policy EP 4.12 Promote commercial and multi-family recycling and green waste diversion.

**Response: Optima McDowell Mountain Village will be built using several sustainable materials including green concrete, recyclable flooring & aluminum, sustainable wood products, and steel with a high recycled material content.**

—**GOAL EP 5** Encourage environmentally sound green buildings and low-impact site plans that support sustainable desert living.

Policy EP 5.5 Expand Green Building construction standards to include all new and remodeled residential and commercial buildings.

**Response: Optima McDowell Mountain Village will deliver the next evolution of Optima’s commitment to sustainability, including in the areas of water, energy, materials, and systems.**

—**GOAL EP 7** Identify and reduce heat islands.

Policy EP 7.1 Identify areas most impacted by the heat island effect, and prioritize mitigation for these areas to reduce heat impacts.

Policy EP 7.2 Incorporate development strategies such as shared parking models and the use of “cool materials”.

Policy EP 7.5 Minimize asphalt and promote alternative parking surfaces.

**Response: The use of 100% underground parking topped with over 75% landscaped open space will reduce the urban heat island effect in the Airpark and native landscaping at grade coupled with Optima’s vertical landscaping system will provide further cooling as well as provide for ozone reduction.**

—**GOAL CONSV 1** Achieve a sustainable balance between the conservation of natural resources and development of the built environment.

Policy CONSV 1.4 Encourage landscape designs that promote water conservation, prevent erosion, reduce the heat island effect, and decrease stormwater runoff.

**Response: Optima McDowell Mountain Village has been designed with a focus on water conservation including private residential rainwater harvesting for re-use onsite, extensive areas of native landscaping, and the use of architectural synthetic turf system for the large open space courtyard.**

—**GOAL E 1** Work toward becoming a net-zero energy community that balances energy efficiency with renewable energy generation.

Policy E 1.1 Encourage and provide incentives for efficient use of energy, including the use of solar energy.

**Response: Optima McDowell Mountain Village has been designed with a commitment to the IECC and includes solar panels on the roof decks of all buildings.**

—**GOAL E 3** Promote building and site designs that maximize energy efficiency.

Policy E 3.1 Encourage the use of natural properties and sustainable building systems (e.g., sun, shade, thick walls, insulation) to reduce the demand for and use of mechanical cooling and heating systems.

Policy E 3.2 Encourage the use of drought tolerant landscaping to reduce summer solar heat gain.

Policy E 3.3 Promote solar energy opportunities in building and site design.

Policy E 3.4 Incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling of buildings.

Policy E 3.5 Orient buildings and lots in ways that minimize summer solar heat gain, maximize roof solar access and natural ventilation, and limit roof solar access obstructions of neighboring structures.

Policy E 3.6 Improve the energy efficiency of the building envelope, heating and cooling systems, lighting, and appliances.

**Response: The design of Optima McDowell Mountain Village focuses on energy efficiency in several ways including high performance glazing that reduces solar heat gain, reduction of heat gain through architectural shading features and overhangs, solar panels, 100% induction cooktops, and EV charging infrastructure.**

—**GOAL H 1** Support diverse, safe, resource-efficient, and high-quality housing options.

Policy H 1.1 Maintain Scottsdale’s quality-driven development review standards for new development.

Policy H 1.2 Promote complementary physical design, building structure, landscaping, and lot layout relationships between existing and new construction.

Policy H 1.5 Encourage a variety of housing densities in context-appropriate locations throughout Scottsdale to accommodate projected population growth.

Policy H 1.8 Encourage developments to incorporate the highest possible cost- and quality-effective level of amenities, sustainable design, durability, and architectural quality.

**Response: Optima McDowell Mountain Village will expand the quality housing inventory for the Greater Airpark and surrounding areas to meet the needs of a growing population and burgeoning commercial development. Located within the AMU-R zone, Optima McDowell Mountain Village fulfills the intent of creating higher density residential at this site.**

—**GOAL C 3** Continue to develop an effective, safe, and connected multimodal transportation system (e.g., streets, trails, bikeways, shared-use paths, transit).

Policy C 3.2 Create a diversity of mobility choices in Growth and Activity Areas, which have the greatest intensity of development.

# How the Project Aligns with the City of Scottsdale General Plan 2035

## Goals and Policies (continued)

Policy C 3.5 Increase accessibility to transit options through non-motorized and other transit connections, such as, neighborhood circulators; on-demand transportation network companies; improved/enhanced sidewalks, multimodal paths, bicycle lanes; and non-motorized options for the final mile to reach public transit services.

**Response: Optima McDowell Mountain Village provides over 75% open space at grade level in a manner that is both inviting and functional that also integrates into the Scottsdale Bicycle Master Plan by a 14'-wide multi-use bicycle and pedestrian trail around the perimeter of the development.**

—**GOAL B 1** Develop continuous, accessible, and interconnected bicycle networks.

Policy B 1.5 Maintain and enhance Scottsdale's designation in the Bicycle Friendly Community award program.

**Response: Optima McDowell Mountain Village will provide over 75% open space at grade level that will be connected to the Scottsdale Bicycle Master Plan by a 14'-wide multi-use bicycle and pedestrian trail around the perimeter of the development.**

—**GOAL B 2** Provide convenient and comfortable bicycle facilities to encourage bicycling.

Policy B 2.1 Integrate wayfinding systems into shared-use path and trail systems to ease navigation, provide signal detection, and increase bicyclist comfort.

Policy B 2.2 Promote a variety of accessible bicycle facilities, such as bicycle parking and lockers into the transit system throughout the community.

Policy B 2.3 Embrace new bicycle facility technologies that will enhance bicycle use in the community.

**Response: Not only will Optima McDowell Mountain Village provide over 75% open space at grade level that will be connected to the Scottsdale Bicycle Master Plan by a 14'-wide multi-use bicycle and pedestrian trail around the perimeter of the development, but will also include a public bike hub adjacent to the commercial space on grade level, as well as a bike repair area.**

—**GOAL NPR 1** Preserve and enhance the character, identity, and quality of Scottsdale's diverse neighborhoods.

Policy NPR 1.1 Support innovative, well-designed, sustainable building construction and rehabilitation to enhance neighborhood character and identity.

**Response: The design of Optima McDowell Mountain Village creates distinctive visual variety and architectural interest, particularly at the pedestrian level. Each building is designed to have complex elevations that create depth, shadow and texture to enliven each face of every building. Adding to the dynamic effect will be the outdoor terraces provided for every unit that will be edged with trailing native plants cascading down the building. We have designed the buildings to emulate the colors of the desert with bronze glass, and railings and planters with warm brown and orange tones. There is no lower-scale residential development in the area immediately surrounding the site.**

—**GOAL GA 1** 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.

Policy GA 1.1 Designate Growth Areas in locations:

—With infrastructure capacity to accommodate higher levels of activity and a mix of uses

—Where infrastructure upgrade/extension will be most cost-effective

—With multimodal transportation access

—Needing focused reinvestment

—Where regional attractions exist or are planned; and/or

—That will reduce development pressures in lower-intensity areas of the city.

Policy GA 1.4 Accommodate the highest intensity of development in designated Growth Areas. In some cases, Character Area Plans may be more specific on appropriate locations for higher intensity development within both Growth and Activity Areas.

**Response: The design of Optima McDowell Mountain Village with its height and density is intended to meet the desired use of the site that is designated for Type C development within the Regional Core-Greatest Intensity area.**

—**GOAL GA 3** Conserve and incorporate significant natural, open space, historic, and cultural resources in Growth and Activity Areas.

Policy GA 3.1 Provide usable public open space as an integral part of Growth and Activity Areas to encourage public gathering, enhance aesthetics, preserve viewsheds, and serve as buffers between differing land uses and intensities

Policy GA 3.2 Identify and strengthen open space connections within and outside of Growth and Activity Areas.

**Response: Optima McDowell Mountain Village will foster a sense of community for its residents and the public through its meaningful and functional open space, expansive and interconnected shared bicycle and pedestrian paths, as well as provide a development anchored in sustainability in its design, construction, and operation.**

## SCOTTSDALE'S GROWTH AREAS

—Because of its geographic size, Scottsdale has identified several Growth Areas. Each Growth Area has distinct characteristics based on the role it plays within the surrounding community and its context within the region. Scottsdale's Growth Areas are:

### GREATER AIRPARK GROWTH AREA

One of the largest employment centers in the State of Arizona. It is headquarters for a multitude of national and regional corporations; center for a variety of smaller and locally-owned businesses; contains the largest employment and industrial-zoned area within Scottsdale; and is home to the Scottsdale Airport. The Greater Airpark Growth Area is also the location of some of the largest, signature special events in the city, such as the Waste Management Phoenix Open golf event, the Barrett-Jackson Collector Car Auction, and the Scottsdale Arabian Horse Show. This Growth Area will be similar in intensity to the Old Town Scottsdale Growth Area. Building heights generally range between three and six stories and may exceed six stories in certain areas identified in the Greater Airpark Character Area Plan. Appropriate locations for higher density/intensity development, and other considerations, are specified in the Greater Airpark Character Area Plan.

## DRB Criteria

### In considering any application for development, 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:** OMMV will comply with the applicable guidelines, development standards, Design Standards and Policies Manual, Greater Airpark Character Area Plan, and General Plan.

#### DEVELOPMENT STANDARDS

**Response:** Optima McDowell Mountain Village is compliant with the development standards including the Planned Airpark Core Development (PCP) with bonus provisions with few modifications. The approved modifications include the following:

- Stepback Plane (Sec. 5.4007. E. 2. a.): Vertical to horizontal ratio: 1:1 beginning at 38 feet above setback line at Scottsdale Road property line and the east property line will be maintained. The north property line along the Loop 101 Freeway and the south property line along Mayo Boulevard is to be modified to a vertical to horizontal ratio: 2:1 beginning at 38 feet above the property line.
- Maximum Bonus Development Standards - Floor Area Ratio (Sec. 5.4008. C. 1. a.): Reduced from the maximum of 2.0 to 1.96 for the development.
- Maximum Bonus development Standards (Sec. 5.4008. C. 2. a. iv.): Maximum Building Height inclusive of all rooftop appurtenances, for a development plan area of 16.00 acres or more of gross lot area. The height is reduced from the maximum of 134 feet to 118 feet and further reduced near the south-east corner of the site by the Scottsdale Airport conical surface as defined by the FAA.
- Maximum Bonus development Standards (Sec. 5.4008. C. 2. a. v.): The total floor area(s) of any single floor above building heights greater than a defined height, shall not exceed 20% of the total ground floor building area of the Development Plan. This height is increased from 92 feet to 94 feet.

#### SCOTTSDALE ROAD SCENIC CORRIDOR

**Response:** The development will continue to maintain the established Scottsdale Road Scenic Corridor that has been established for the site. The multi-use path will be adjusted as needed due to the needs for the sidewalk along Scottsdale Road and the connections to the Bike Path that is being created as part of the development.

2. 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;

**Response:** Optima McDowell Mountain Village is comprised of six condominium and apartment buildings with undulating landscaped facades that echo the shapes of the McDowell Mountains and represent the next evolution of Optima architecture and construction. Glass-enclosed, 14-foot high ground-floor levels will feel utterly transparent. Every rooftop deck will provide spectacular views of the McDowell Mountains to the east, beautiful sunsets to the west, Pinnacle Peak to the north, and Camelback Mountain to the south.

The topography of the site is relatively flat, sloping slightly from the south-west at the corner of Scottsdale Road and Mayo Boulevard, up to the north-east corner of the site, with an elevation change of approximately 10 feet. The central portion of the courtyard is approximately located at the mid-height between these two corners. This allows views from the surrounding properties into the courtyard and beyond to the mountains.

The six buildings – a mix of condominiums and apartments – are to be arranged around the site’s perimeter, creating an interior courtyard. Occupying over 75% of the site is an open, central courtyard, a synthetic surface recreation area and the balance of the space landscaped with indigenous plants, shrubs and trees. A 14-foot-wide multi-use bicycle and pedestrian trail encircling the Village will connect to Scottsdale’s Bicycle Master Plan. 100% of the parking will lie on two levels beneath the complex.

- b. Avoid excessive variety and monotonous repetition;

**Response:** The development consists of six above grade buildings, which will be built over three phases. The dynamic, undulating facades of the buildings with the deep terraces create a rich architectural vocabulary of shade and shadows for the development. Each building has a variety of protruding and recessed volumes. The grade level of the buildings are typically set back from the floors above to create relief and provide smaller scale spaces appropriate for pedestrians. The set back also provides shading at common grade level exterior spaces. At the corner of Scottsdale Road and Mayo Boulevard and along the Scottsdale Road, commercial spaces are provided to respond to the needs of the community. The top levels of the buildings have common amenity spaces that are setback from the typical floors which provide additional interest to the buildings.

## DRB Criteria

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;

### Methodology to Address the City's Sensitive Design Principles

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 following design principles will help improve and reinforce the quality of design in our community:

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

—Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design. Building design should be sensitive to the evolving context of an area over time.

**Response:** The design of Optima McDowell Mountain Village creates distinctive visual variety and architectural interest. Each building is designed to have complex elevations that create depth, shadow and texture to enliven each face of every building and emulating the forms of the McDowell Mountains in the distance. Adding to the dynamic effect will be the outdoor terraces provided for every unit that will be edged with trailing native plants cascading down the building. We have designed the buildings to emulate the colors of the desert with bronze glass, and railings and planters with warm brown and orange tones.

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

- Scenic views of the Sonoran desert and mountains.
- Archaeological and historical resources.

**Response:** Optima McDowell Mountain Village is sited with views of the majestic McDowell Mountain range as a background.

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

—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.

**Response:** Each building at Optima McDowell Mountain Village is designed to have complex elevations that create depth, shadow and texture to enliven each face of every building and emulating the forms of the McDowell Mountains in the distance. The landscaping in the open space at grade-level as well as in the vertical landscaping will include drought tolerant, native plant types that thrive on the minimal water provided.

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

**Response:** Optima's signature vertical landscaping provides a haven for urban wildlife, promotes evaporative cooling, re-oxygenates the air, reduces dust and smog levels, reduces ambient noise, detains storm water, and thermally insulates and shields residents from the desert sun, all of which contribute to a sustainable urban environment. The landscaping in the vertical landscaping as well as the open space at grade-level will include drought tolerant, native plant types that thrive on the minimal water provided.

#### 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.

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

**Response:** Optima McDowell Mountain Village provide over 75% open space at grade level in a manner that is both inviting and functional that also integrates into the Scottsdale Bicycle Master Plan by a 14'-wide multi-use bicycle and pedestrian trail around the perimeter of the development. This meaningful and functional open space will foster a sense of community for its residents and the public.

#### 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:** Optima McDowell Mountain Village is designed to promote access to those walking, cycling, or taking public transit with its path system and its interconnection with the City's existing and planned trail system. The site is currently being served by two existing bus routes. Optima McDowell Mountain Village is more accessible to pedestrians and cyclists through its use of underground parking and limited vehicular access points.

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

—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.

**Response:** Optima McDowell Mountain Village is designed with over 75% functional open space, including a bike hub connected to the onsite commercial space, seating areas, shading elements, and more. The project embodies a site-sensitive vocabulary with lush landscaping that shades public pedestrian courtyards, creating shelter not only as covered space but as a serene sanctuary from the conditions of the southwest desert. In addition, the ground-floor levels of each building are designed with setbacks to create a human scale volume that also provides shade and shelter.

#### Buildings should be designed with a logical hierarchy of masses:

- To control the visual impact of a building's height and size.
- To highlight important building volumes and features, such as the building entry.

**Response:** Optima McDowell Mountain Village is comprised of six concrete-framed condominium and apartment buildings with undulating landscaped facades that echo the shapes of the McDowell Mountains and represent the next evolution of Optima architecture and construction. 14' high ground-floor levels will feel utterly transparent, allowing the public open space to take center stage.

## DRB Criteria

### Methodology to Address the City's Sensitive Design Principles (continued)

#### 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.
- Materials with colors and coarse textures associated with this region should be utilized.
- 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.
- Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.

**Response: Optima McDowell Mountain Village is the next evolution of Optima architecture. Buildings feature energy-efficient floor-to-ceiling glass and private landscaped terraces creating a seamless connection between outdoor and in. Each residential terrace creates a deep overhang and architectural shading to reduce solar heat gain.**

#### 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.

**Response: Optima McDowell Mountain Village will deliver the next evolution of Optima's commitment to sustainability. For instance, Optima McDowell Mountain Village will have the largest private residential rainwater harvesting system in the United States.**

#### 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.
- The landscaping should compliment the built environment while relating to the various uses.

**Response: The use of 100% underground parking topped with over 75% landscaped open space will reduce the urban heat island effect in the Airpark and native landscaping at grade coupled with Optima's vertical landscaping system will provide further cooling as well as provide for ozone reduction.**

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

**Response: Optima McDowell Mountain Village will deliver water conservation through use of indigenous and adapted desert plants in its landscaping and reclamation of rainwater for on-site use.**

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

**Response: Lighting is carefully designed at Optima McDowell Mountain Village to appropriate levels.**

#### d. Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District; and

**Response: Not Applicable**

#### 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: Not Applicable**



View from Courtyard Looking Northwest

## DRB Criteria

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 development is designed to enhance the human experience to the exterior environment. An integral part of the approach is to separate the interface between the pedestrians and the vehicles. The solution that has been incorporated into the development includes locating all of the vehicular parking, loading, and deliveries to underground parking and service levels. This completely separates the pedestrians from the on-site vehicular circulation to provide a safer and more meaningful experience for the pedestrians. The underground parking has the capacity required for the residents, guests, and commercial space users.

The development will provide a major node on the City's bike path network which will enhance the use of the bike paths by the residents and broader community. The dedicated bike path encircles the entire development and provides access points for future connections to the development to the east.

The main vehicular access points into the development are located on Mayo Boulevard. The existing median along Mayo Boulevard will be adjusted to limit the western access point to development as right-in and right-out only. This is the main access point for the resident guests, commercial users, and for service use. The underground service use has been designed so that trucks can access each building underground for trash removal, commercial deliveries, maintenance vehicles, as well as resident move ins and move outs.

The intersection of Mayo Boulevard and 73rd Place will be converted into a roundabout intersection as requested by the City of Scottsdale's Traffic Department. A traffic circle is being utilized at this location to allow full movement to the east on Mayo, to the west on Mayo, and to the south along 73rd Place. This intersection will be the location of the main vehicular access point for the residents of the development.

There are no vehicular exits from the development onto Scottsdale Road. There is one vehicular entrance only access to the development from Scottsdale Road.

The intersection of Mayo Boulevard and Scottsdale Road will also be improved with a new right turn lane from west bound Mayo Boulevard onto north bound Scottsdale Road.

A bus bay will be added to north bound Scottsdale Road to allow convenient access to mass transportation. Bus Route 72 has one of the highest frequencies and has the highest ridership of all north-south routes in the City Scottsdale. This helps support its use in an area that really has not been transit minded.

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

**Response:** Mechanical and Utility equipment are located at various levels throughout the development, and carefully integrated with the architectural design.

Utility services will not conflict with the street frontage open space, pedestrian amenities, resident amenities, landscape features, or on-site circulation.

### UTILITY SERVICES

—Incoming water, outgoing storm and sewer services are located below grade.

—Incoming gas service

—Electric service wiring will be below grade. The utility transformers will be located at grade, but located outside of the scenic corridor. The transformers will be screened with landscaping.

—Communication services will be located below grade.

### MECHANICAL EQUIPMENT

—Emergency generators will be located below grade with at grade vents, no more than 1 foot above the surrounding grades.

—Garage intake vents will be located at grade, no more than 1 foot above the surrounding grade.

—Miscellaneous grade level equipment will be surrounded by screening matching the character of the surrounding landscape and the development.

—Roof top equipment will be behind screen walls that are an extension of the penthouse structures. Smaller scale screen walls will surround various exhaust fans at the main amenity deck level.

—Miscellaneous roof top exhaust fans will be screened by walls or landscaping consistent with the overall character of the development.

5. Within the Downtown Area, building and site design shall:

**Response: Not Applicable**

6. The location of artwork provided in accordance with the Cultural Improvement Program or Public Art Program shall address the following criteria:

**Response: Not Applicable**



View of Bike Plaza