

# *High Street Residential Scottsdale Road & Gold Dust Avenue*

## *Development Review Board Project Narrative*

76-PA-2022



### **Applicant:**

High Street Residential  
Paul Tuchin

### **Development Request**

The application is a request for Development Review Board (“DRB”) approval of a new mixed-use residential community on a 4.64+/- gross acre site located at 10050 N. Scottsdale Road, which is west of the southwest corner of Scottsdale Road and Gold Dust Avenue (the “Property”). The General Plan Amendment and Rezoning cases were approved by City Council on November 21, 2022 for the Property (reference cases: 2-GP-2022 and 4-ZN-2022). The GPA approved a Mixed-Use Neighborhoods land use designation, and the Rezoning approved Planned Unit Development (“PUD”) district to allow for the integrated mixed-use residential development which includes live/work units and workforce housing. The development plan includes 215+/- residences and amenities which include, but are not limited to, live/work units, underground parking, landscaped community space, pool/spa area, yoga/fitness space, and indoor/outdoor co-workspace that extends seamlessly with the outdoor community space. The building massing will be stepped with a maximum height of 39-feet (three-stories) exclusive of mechanical appurtenances.



**CO-WORKING ENTRY AT EAST**



*Context Aerial – Existing Site*



**GOLD DUST AVENUE PEDESTRIAN EXPERIENCE**



*Proposed Site Plan*



### **Development Review Board Criteria**

Sec. 1.904: 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:** The proposal is supportive of the desired values defined in the General Plan, which include goals and policies that benefit the community. As demonstrated in detail with the recently approved zoning case for the Property, the development plan conforms to the 2035 General Plan, Planned Unit Development (“PUD”), and the Scottsdale Sensitive Design Principles.

The Property is surrounded by a variety of retail/support services and multifamily residential. Adjacent to the site along Scottsdale Road is California Pizza Kitchen and CVS Drug Store. To the north is Circle K gas and convenience store, O’Reilly Auto Parts, Ace Hardware, and Total Wine amongst other retailers. Further, on the east side of Scottsdale Road is Life Storage and Hampton Inn. The Mosaic Apartments and Chaparral High School are located to the west of the site and the Verona Condominiums are located to the south. Large employers are located nearby, such as HonorHealth’s Shea Campus (approximately 2.5 miles to the east) and the Scottsdale Airpark (approximately 2 miles to the north). Further, there is a wide range of existing commercial uses in the Scottsdale and Shea vicinity, which currently has approximately 1,800,000+/- s.f. of commercial space of which approximately 155,000 s.f. is vacant, underutilized space.

Key development considerations include, but are not limited to the following:

- Implement architectural character and elements consistent with the surrounding context that respond to the Southwestern climate and focus on sustainability through design, massing, material selection, and landscaping
- Offer new, vibrant housing options to Scottsdale residents
- Revitalize and redevelop an underutilized nearly vacant retail center with synergistic land uses
- Increase open space and improve the pedestrian environment by incorporating underground parking and large community outdoor spaces, thereby reducing the heat island effect
- Enhance pedestrian connectivity through new and/or improved sidewalk connections further promoting walkability
- Provide live/work units and indoor/outdoor co-workspace for residents to embrace modern work lifestyles
- Designate 10% of residences for workforce (below market rate) housing
- Strengthen the economic success of the area through new residential while preserving and bolstering area business

**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:** The development request will allow for the redevelopment of an underutilized site surrounded by a variety of supporting, employment, educational, commercial, and residential land uses that will offer services to the residents and guests. Streetscapes have been improved to encourage pedestrian comfort, safety, and accessibility with the proposal. The sidewalk will be upgraded along Gold Dust Avenue to include a new 10-ft sidewalk in addition to new shade trees. Additionally, one of the existing driveway access points/curb cuts along Gold Dust Avenue will be removed, further improving the pedestrian realm and enhancing safety. Sidewalks around the building will be 6-ft wide, lined with shade trees to provide pedestrian comfort. The proposed landscape palette consists of Palo Verde, Fruitless Olive, and Chinese Elm, as well as other desert varieties, coordinating with the existing surrounding retail and multifamily development. The majority of the frontage along Gold Dust Avenue is treated as a green space with planting areas and pedestrian activation elements including direct live/work unit access. Additionally, to encourage multimodal transportation a bicycle station will be located along Gold Dust for use by residents, adjacent Chaparral students and the greater community. The building massing is designed to respectfully integrate with the surrounding three-story building heights by proposing a stepped design and architectural elements influenced by the existing context.

**b. *Avoid excessive variety and monotonous repetition;***

**Response:** As noted above with the key development considerations, the proposed architectural character, site layout, and landscaping design will respect the unique climate and vegetation of the Southwest. The building will utilize a combination of stone, stucco, and tile elements among other durable natural materials. In addition to the stepped building form, building massing will be mitigated with varied fenestration patterns and a combination of numerous recessed and cantilevered/overhang elements through roof lines and balcony design. The color palette invokes Sonoran Desert inspired earth-tone finishes, and tile and metal railings bring additional visual interest to the design.

**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;***

**Response:** Please see the Scottsdale Sensitive Design Principles section below.

**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.

**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:** This Property is located south and west of the Scottsdale Road and Shea Boulevard intersection, both major arterials, and approximately 2+/- miles west of the Loop 101, all of which provide regional access and public transit. By creating a comfortable and inviting pedestrian experience along Gold Dust Avenue, and throughout the site, the design will encourage alternative modes of transportation, such as by foot, bicycle, and public transportation reducing reliance on vehicles. Encouraging these alternative means of transportation is fundamental to mixed-use pedestrian environments with the Property being located near numerous restaurants, retail, support services and employment destinations. The proposed building and site design with ground level supporting uses (yoga/fitness space, and indoor/outdoor co-workspace) encourage residents and visitors to utilize the surrounding businesses for their everyday dining and retail needs.

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

**Response:** Mechanical equipment, appurtenances and utilities, and their screening methods will be integrated into the site and building design.

**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. *Incorporate enhanced design and aesthetics of building mass, height, materials, and intensity with transitions between adjacent/abutting Type 1 and Type 2 Areas, and adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.***

**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:***

- 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.*

**Response:** Not applicable

**B. The property owner shall address all applicable criteria in this section.**



**GOLD DUST AVENUE FRONTAGE WITH TREE CANOPY**



## **PUD Criteria**

Section 5.5003 of the City's Zoning Code sets forth the criteria that must be satisfied when considering an application for a PUD District:

### ***A. PUD Zoning District approval criteria.***

*1. As part of the approval or modified approval of an application for a PUD District, the Planning Commission shall recommend, and the City Council shall find that the following criteria have been met:*

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

**Response:** As demonstrated with the approved General Plan Amendment and Rezoning case, 2-GP-2022 and 4-ZN-2022, the proposed development promotes revitalization and upholds the goals and policies set forth in these documents.

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

**Response:** The development standards proposed with the application align best with the PUD zoning district.

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

**Response:** As an infill redevelopment project, the proposed design is respectful of the existing edge conditions in terms of setbacks, building placement, building height transitioning, human-scale and landscaping buffers. The architectural character of the proposed residential community is complementary of the surrounding commercial and residential context.

Integrating a mixed-use residential community into the Scottsdale Road and Shea Boulevard area is consistent with the goals and policies of the 2035 General Plan by offering new housing options for residents and encouraging a mix of synergistic land uses further strengthening the economic viability of this area, which is primarily composed of non-residential uses. This proposal will bring an estimated \$100,000,000 reinvestment to a soon to be vacant infill site. The building massing is designed to respectfully integrate with the surrounding three-story building heights by proposing a stepped design with architectural elements influenced by the existing context.

*d. There is adequate infrastructure and city services to serve the development.*

**Response:** Water and Sewer reports are included with the application and demonstrate that there is adequate infrastructure and city services to serve the development.

The Property is well-situated for regional access while also taking advantage of transit opportunities and promoting walkability. The design implements a range of General Plan goals

and policies including context appropriate site planning, creating a pedestrian presence with ground level activity and shaded micro-environment through landscaping. The proposed land use also provides residential housing options within a mixed-use context, thereby reducing trip generation. The mixed-use proposal results in fewer vehicle trips than the current retail center (if it could be leased) as demonstrated in the traffic report provided with the zoning submittal.

*e. The proposal meets the following criteria:*

*i. The proposed development is not located within any area zoned Environmentally Sensitive Lands Ordinance (ESL) nor within the boundaries of the Downtown Area.*

**Response:** Not applicable.

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

**Response:** The site has frontage on Scottsdale Road, a major arterial.

*B. Amended development standards.*

*1. To encourage sensitivity to site conditions and provide flexibility in planning, development standards outlined in Section 5.5005., excluding C. Allowable building height and D. Exception to building height, may be amended upon recommendation by the Planning Commission and a finding by the City Council that the amended development standards achieve the purposes of the planned unit development district better than the existing standards.*

**Response:** Amended development standards (case 4-ZN-2022) approved for the Property include:

- **Building Height:** Shall be a maximum **THIRTY-NINE (39)** feet, except as otherwise provided in Section 5.5005.D. and 5.5005.F.
- **Average Setback:** Addition of the word “**MINIMUM**” with respect to the average setback requirement to clarify that average setbacks can be greater than the minimum as dictated by the development plan.
- **Stepbacks:** The stepback plane is being adhered to on the street frontages. PUD Developments abutting or adjacent to a residential zoning district shall have a building envelope inclined stepback plane of 1:2 (ratio of the vertical rise to the horizontal run) starting **THIRTY (30) FEET ABOVE THE RESIDENTIAL ZONING DISTRICT BOUNDARY FOR THREE (3) STORY BUILDING ELEMENTS**, except as specified Section 5.5005.F.3.
- **Patio/Balcony Locations:** A setback of twenty (20) feet shall be provided along the property line abutting a residential zoning district(s). The setback area shall be

landscaped and may include space reserved for services such as refuse, recycling, utility boxes, and amenities such as playground equipment, picnic tables, **PATIOS/BALCONIES**, and screen walls.

*C. Development Plan (DP).*

*1. Approval.*

*a. Development Review Board considerations.*

- i. The Development Review Board shall review the DP elements and make a recommendation to the Planning Commission, based on the following considerations:*
  - (1) The design contained in the DP is compatible with development in the area that it may directly affect, and the DP provides a benefit to the city and adjacent neighborhoods.
  - (2) The DP is environmentally responsive, incorporates green building principles, contributes to the city's design guidelines and design objectives, and that any deviations from the design guidelines must be justified by compensating benefits of the DP.
  - (3) The DP will not significantly increase solar shading of adjacent land in comparison with a development that could be developed under the existing zoning district.
  - (4) The DP promotes connectivity between adjacent and abutting parcels, and provides open spaces that are visible at the public right-of-way and useful to the development.

**Response:** Integrating a mixed-use residential community into the Scottsdale Road and Shea Boulevard area is consistent with the goals and policies of the 2035 General Plan by offering new housing options for residents and encouraging a mix of synergistic land uses further strengthening the economic viability of this area, which is primarily composed of non-residential uses. This proposal will bring an estimated \$100,000,000 reinvestment to a soon to be vacant infill site. The building massing is designed to respectfully integrate with the surrounding three-story building heights by proposing a stepped design and architectural elements influenced by the existing context. The building character and stepped building mass are complementary to the surrounding development pattern. The proposed building will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar relief, shading and deep overhangs, and celebrate the Sonoran Desert climate by creating outdoor spaces and common amenities for its residents while also tying to the existing pedestrian network along Gold Dust Avenue and Scottsdale Road. Beyond the immediately adjacent context, the Property is located within close proximity to numerous employment, medical, and service-related business. The Property is well situated to benefit and further enhance a walkable environment through streetscape sidewalk connectivity and the internal pedestrian pathways connecting to area businesses.

- b. Upon receiving a recommendation from the Development Review Board, the Planning Commission shall make a recommendation to the City Council for consideration of the DP.*

**Response:** This occurred as part of the approval process for case 4-ZN-2022.



### **Scottsdale Sensitive Design Principles**

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. Notably, this Property recently received City Council approval for Mixed Use Neighborhoods land use (2-GP-2022) and PUD zoning (4-ZN-2022).

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

**Response:** The Southwestern contemporary building character and stepped building mass are complementary to the surrounding development pattern. The proposed building will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar relief, shading and deep overhangs, and celebrate the Sonoran Desert climate by creating outdoor spaces and common amenities for its residents while also tying to the existing pedestrian network along Gold Dust Avenue and Scottsdale Road.

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

**Response:** Although the setting of this site is more urban in character and does not have natural features such as natural washes and natural area open space, the development team has taken special consideration in providing appropriate interaction with the streetscape through building design and attention to the ground-level experience including additional open space and shade trees.

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

**Response:** The Property is redevelopment site located on a relatively flat improved parcel of land that is predominately an asphalt parking lot. Landscaping will consist of low-water use desert appropriate landscaping materials in conformance with established guidelines.

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

**Response:** The proposed redevelopment will include desert appropriate landscaping (as well as integration of native plants). Additional landscaping and increased open space areas will contribute to the area's habitat and improve air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature, they will become self-sustaining relative to water demand.

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:** Pedestrian circulation along the streetscape is an important feature of the design, as numerous retail/support services, educational, residential, employment and recreational uses are within walking distance of the Property.

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 Property is well situated for mixed-use residential because it is located within walking distance to a range of supporting land uses including retail, restaurants, Chaparral High School, and support services. The development has been designed with an emphasis on the ground level pedestrian experience enhancing the land use goals for this area. Developing mixed-use residential with established transportation options (transit, foot, bicycle) reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for the entire community.

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

**Response:** The proposed building will incorporate design elements that respect human-scale, providing shade and shelter through building form, site, and landscape design.

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

**Response:** Variation in massing (stepped façade), proportion, material contrast, and architectural detailing will be provided establishing a natural hierarchy. The proposed development also provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages. Additionally, no amendments are requested for building setbacks and stepbacks along the street edge. The amendments proposed are internal to the site.

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

**Response:** The proposed building will utilize a variety of Sonoran Desert inspired textures and building finishes, incorporate architectural elements that provide solar relief and deep overhangs, and celebrate the Southwestern climate by creating outdoor spaces, respites, and shade.

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

**Response:** Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The specific sustainable elements are being evaluated with the design and development of residential building in accordance with IGCC and will include, but are not limited to, well insulated building envelope, recycled/repurposed materials, energy efficient windows, energy efficient light fixtures, low use water fixtures, and appliances.

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

**Response:** Context appropriate, mature arid-region plant materials will be utilized with the redevelopment and revitalization of the Property. The desert-lush character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

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

**Response:** The site design will maintain a low-water use plant palette. Context appropriate desert plant materials will be utilized consistent with the established vegetative pattern found throughout the area.

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

**Response:** Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety and wayfinding for residents, visitors and passing pedestrians.

**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.



DOG PARK AREA