

Winery Suites of Scottsdale

a mixed use multiple dwelling development
6951 / 6961 1st Street Scottsdale, Arizona



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Introduction

Overview:

Winery Suites of Scottsdale, a current partner within the Downtown Scottsdale business community is set to expand their operations at their existing property located at the SWC of 1st Street and Goldwater Boulevard. Fassco Investments is pleased to present a new mixed use multiple dwelling development consisting of 31 one-bedroom units with flexible leasing terms. The proposed project is approximately 51,884 sf and 4-stories in height. As part of this development plan Fassco is requesting a zoning change for the property from the current C-2/DO, D/OR-2/DO to DMU/Type 2 zoning designation. The overall height of the proposed project is approximately 48'- 0", below the Downtown zoning allowed maximum building height. The project uses consist of a Winery Market at street level with dwelling units at the street level and levels 2, 3, and 4. The fourth level will house a pool and amenity area which will serve the residents of the building. Twenty five of the projects 31 required parking spaces will be housed in a below grade parking garage with the remaining 6 required spaces located along the alley discretely screened from the public realm.

Location:

The project is located on the Southwest corner of 1st Street and Goldwater Boulevard at 6951 / 6961 East 1st Street Scottsdale. The adjacent properties to the West and Southeast are zoned D/OR-2, DO (Downtown Office Residential). A portion of the adjacent neighboring property to the Southwest is zoned R-5/DO (Multiple Family Residential). Across 1st Street to the North is Cornish Pasty, a successful restaurant and current neighbor. The Assessor's Parcel Numbers of the existing lots comprising the property are 130-11-024 and 130-11-023. The existing two lots will be legally assembled into one contiguous lot during the City's development review and approval of our project.

Relationship to Surrounding Properties:

The property's current address is 6951 / 6961 East 1st Street Scottsdale, Arizona 85251 located at the hard corner of 1st Street and Goldwater.



To the North: Located to the North, across 1st Street, is Cornish Pasty Restaurant.

To the West: Directly to the West is an existing two-story office building.

To the South: Directly South, across the alley is 'Psychic of Scottsdale' (commercial use operating within a residence) and a single family residence zoned R-5/DO Multiple Family Residential.

To the East: Immediately to the East is Goldwater Boulevard with Stagebrush Theatre located inboard from the East boundary of Goldwater.

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Development Plan

Project Layout:

The project houses 31 dwelling units ranging from 712 to 992 square feet. All 31 units will be one-bedroom units containing a sleeping and living area, dining nook and kitchen. Parking for the dwelling units located on floors 2, 3 and 4 will be located underground with surface parking available for the Street Level dwelling units.



As seen in the rendering above, the project fronts two public streets (1st Street and Goldwater Boulevard) creating a strong pedestrian connection and scale to the surrounding streetscape. The incorporation of five (5) street level dwelling units with generously sized patios with street

access / entries provides a 'brownstone-residential' urban response with a thoughtful transitioned connection between the dwelling unit and the public realm.

Connection to Existing Urban Fabric:

The new Winery Suites development will take the success of the existing property and business model and build upon its strong connection to the public streets and neighborhood. The project will serve as a catalyst to link future segments of redevelopment and streetscape improvements along 1st and Goldwater creating a more mature urban experience. The perimeter of our site incorporates outdoor living spaces (patios), and a dedicated landscaped pedestrian zone parallel with the each street frontage.

Architectural Character and Materials:

The proposed development conforms to the downtown district provisions as it relates to the facade plane alignments and building massing. The building design addresses the street setback expressing the urban edge to its maximum potential while still providing significant recesses and undulation across the base, body and parapet. Several building materials have been incorporated and layered across the façade length to create visual interest and variety.

Consistent with the Scottsdale Downtown Plan, Urban Design & Architectural Guidelines, the project utilizes a controlled soft, earth tone color palette which is contextual to its neighbors along 1st Street. The majority of building's mass is composed of soft neutral stucco colors ranging from soft off white at the hard corner progressing to deeper tones as it recedes from the intersection. This transition across the length of each façade breaks the massing down even further meeting the earth tone stucco color of our neighboring property to the West. In addition to the use of stucco, the project utilizes and locates higher end materials such as simulated stone and a wood detailed trellis at the street entry, tower element and hard corner. Essentially

placing the material upgrades at prime locations where both the public and the patrons of Winery Suites can appreciate them equally. The color palette is consistent with the other buildings in the area including our neighbor directly west and the darker grey earth tones of Cornish Pasty restaurant to the North. A bit more remote yet in our vicinity, the muted stucco colors of the Stagebrush Theatre are reflected on our palette. The building materials are consistent with those that are predominate in the area, including stucco, stone masonry, modest glazed window openings and steel / wood detailing.

Landscape Character and Materials:

Consistent with Scottsdale's Sensitive Design Principles, the plants and trees specified within the Winery Suites landscape plan will highlight the architecture and soften the site walls and vertical planes of the building. The varieties of species within the planting palette were chosen to provide year-round seasonal interest with the majority of species being low water use plants. All plantings within the public right of way are from the Arizona Department of Water Resources' Phoenix Active Management Area plant list. Planting areas within microclimates along the building's northern exposures, covered patios and along dwelling unit divider walls necessitates the use of shade tolerant shrubs, ground covers and vines. Raised planters with automatic irrigation and internal reservoirs are being utilized for most of the above grade plantings within microclimate areas to further the water efficiency of the landscape.

The public hardscape on the project is largely limited to the hard corner of 1st Street and Goldwater which will be utilized as a street scape patio serving the Winery Market at Street Level. This area will have planting containers, seating arrangements and umbrellas for use by both the patrons of Winery Suites and customers of the market. The hardscape within the Street level dwelling unit courtyard patios will be a mix of pavers and synthetic turf providing a 'front yard' residential feel for its residents.

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Conformance to the General Plan

The properties forming Winery Suites are designated as 'Old Town Scottsdale' on the 2001 General Plan and designated as Commercial C-2 and Downtown Overlay. With this inherent zoning in place Winery Suites is solid alignment with the General Plan's Goals and Approach.

The following narratives describe specific goals and policies with which this project reinforces the goals of the General Plan:

Land Use Element:

LU4: Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

- Allow for a diversity of residential uses and supporting services that provide for the needs of the community.
- Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.

Response: This project will provide residents with access to Scottsdale's arts, cultural activity nodes and recreation areas. The one-bedroom unit designs offer an affordable option for those looking to live within or visit the Old Town Scottsdale community. The project is diverse as it's a smaller infill development which takes advantage of an underutilized site expanding on the successful business model already in place at Winery Suites. The one-bedroom dwelling units fill a void that currently exists for smaller, more efficient rentals which, due to their size, offer a competitively priced living option. The Winery Market planned at the Street level will offer

products and services for the building's residents and customers within the surrounding neighborhood providing a pedestrian friendly retail environment to energize the street.

LU5: Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- Integrate the pattern of land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.
- Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.
- Provide a balance of live, work and plan land uses and development intensities that enable convenient non-automotive trips (pedestrian, cycling and transit) where environmentally and physically feasible.
- Encourage land uses with the highest intensity be located in areas conducive to alternative modes of transportation.

Response: This proposed project is an appropriate intensity for the area and within walking distance or bicycle ride to numerous entertainment, employment and civic facilities. The area is also served by mass transit inclusive of City bus routes, the Scottsdale Trolley, pedi-cabs and golf cart taxis which operate throughout the Old Town district.

LU6: Promote land use patterns that conserve resources such as land, clean air, water and energy, and serve all people within the community.

- Encourage a variety of compatible mixed-use land uses throughout the city in appropriate locations, allowing people to live, work, play and shop in the same general area.
- Concentrate future development in “growth areas” and other centers of activity, thereby discouraging sprawl, conserving energy, and promoting community identity.
- Protect and revitalize established areas/neighborhood by promoting new development and the adaptive reuse of existing community resources that re-energize an area.

Response: Winery Suites is within walking distance or a bicycle ride to numerous entertainment, employment and civic facilities. The area is also served by mass transit inclusive of City bus routes, the Scottsdale Trolley, pedi-cabs and golf cart taxis which operate throughout the Old Town district.

The proposed project will further enhance an area that contains several older single family homes located along side denser 2-story and taller commercial developments. Winery Suites will offer an affordable option for those who look to reside, work and enjoy the Old Town urban community. Bringing new inhabitants into an area of Scottsdale that is underutilized will help further energize a transitioning area of Downtown which is on the edge of the current growth pattern along Goldwater. Our project will be an important link from the denser areas of Old Town to the less dense transitional areas along the Southern leg of the Goldwater couplet.

Economic Vitality Element:

EV7: Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

- Encourage and support the renovation and reuse of underutilized or vacant parcels/buildings/shopping centers.
- Enhance the experience for visitors who evaluate the quality of their experience through their visual impression of the community by revitalizing the mature built environment of businesses and neighborhoods.

Response: As noted above, the proposed project will help revitalize an area that contains several empty lots and buildings that have outlived their usefulness. The new development will be designed to offer more affordable options for those who look to live, work or visit the community. The site is highly visible and the new development will continue to enhance the Downtown Scottsdale experience for both residents and visitors.

Housing Element:

HE2: Seek a variety of housing options that blend with the character of the surrounding community.

- Encourage energy efficiency via integration of the city's Green Building and Sustainability programs (or future programs) in new housing designs.

Response: The project will utilize green building strategies such as passive solar design and natural day lighting at the dwelling units. The project will promote the use of energy efficient systems and construction methods.

HE3: Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.

- Encourage and establish appropriate incentives for development of aesthetically pleasing housing that will accommodate a variety of income levels and socioeconomic needs.
- Encourage energy efficiency via integration of the city's Green Building and Sustainability programs (or future programs) in new housing design as a contribution to long-term housing affordability and as a benefit to our environment.

Response: This new development will offer a quality affordable housing option for those looking to reside and visit the Old Town Scottsdale community. With the smaller dwelling unit design the product will appeal to a much larger spectrum of potential users. To further facilitate affordability, the project will incorporate the use of energy efficient systems and construction methods wherever feasible.

Neighborhood Element:

NE1: Enhance and protect diverse neighborhoods so they are safe and well-maintained.

- Provide for a range of housing opportunities.

Response: As noted above, the proposed project will assist in revitalizing an area that contains several empty lots and older housing options. The new development is designed to offer affordable options for those looking to reside or visit the Old Town Scottsdale community.

NE3: Sustain the long-term economic well-being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts.

- Support and encourage appropriate public and private economic reinvestment in mature, physically and economically declining areas.
- Maintain and create opportunities for quality housing for all citizens. This is a crucial component of Scottsdale's local economy.
- Encourage Green Building techniques and alternatives that incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling in conjunction with revitalization, neighborhood conservation and redevelopment efforts.

Response: The development of Winery Suites is an improvement on an already successful business in place on the property. Winery Suites is an existing, established neighbor to the surrounding community looking to further develop the property into a high-quality development. The project will utilize green building strategies such as passive solar design and natural day lighting at the dwelling units. The project will promote the use of energy efficient systems and construction methods wherever feasible.

Community Mobility Element:

CM2: Protect the physical integrity of regional networks to help reduce the number, length and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

- Improve air quality by encouraging live, work and play relationships in land use decisions that reduce the distance and frequency of automotive-generated trips.
- Encourage alternative-fuel vehicles and examine alternatives for mobility options that will help air quality and the environment.

Response: This proposed project is located with access to numerous alternative modes of transportation and walking distance to many Downtown Scottsdale amenities, services and employment opportunities, which will minimize additional automotive traffic in the downtown core. The scale and location of the project promotes a pedestrian-oriented lifestyle that is increasingly popular as newer residential options become more varied and available within the Downtown area.

3b.

Conformance to the Downtown Plan

The Downtown Plan “establishes the vision for Downtown Scottsdale” in order to “Maintain Downtown as the commercial, cultural, civic and symbolic center of the community comprised of urban neighborhoods that operate together as a highly-functional mixed-use center”. There are many ways in which the proposed project aligns with that vision.

Following are several goals and policies with which our project aligns with the goals of the Downtown Plan.

Land Use:

Goal LU 1: Maintain Downtown Scottsdale as the commercial, cultural, civic and symbolic center of the community to ensure a vibrant mix mutually-supportive land uses.

- **Policy LU 1.2.** Maintain Downtown as a year-round, 24-hour highly functional mixed-use center, containing areas of different densities, architectural styles and land uses that support the needs of Scottsdale’s residents and visitors.
- **Policy LU 1.3.** Maintain a balance of Downtown land uses that support a high quality of life, diverse mixture of housing and leisure opportunities, and the economic base needed to secure resources that support the community.

Response: This proposed project is located with access to numerous alternative modes of transportation and within walking and bike riding distance to Downtown Scottsdale amenities, services and employment opportunities, helping to minimize automotive traffic downtown. The soft, warm, contemporary design provides an aesthetic appropriate to the area. Through

incorporation of stucco, wood and stone the design successfully bridges the gap between older single family homes and the newer multi-story developments in the vicinity.

The new development will be designed to offer a more affordable option for those who look to live, work and visit the community. Adding additional inhabitants to the Downtown area will increase activity and the strengthen the pedestrian atmosphere of the area, year-round 24/7. The incorporation of new customers within walking distance to local businesses will improve economics for existing downtown restaurants and service industries.

Goal LU 2: Promote the development of Downtown as a collection of mixed-use urban neighborhoods.

- **Policy LU 2.1.** As a general Plan designated Mixed-Use neighborhood, Downtown Scottsdale should offer efficiencies of strong access to multiple modes of transportation and major regional access and services, focus on human-scale development, accommodate higher density housing combined with complimentary office or retail uses, and accommodate vertical mixed-use structures.
- **Policy LU 2.2.** Support interconnected pedestrian-oriented urban neighborhoods that are comprised of a balanced mix of activities and land uses within optimal walking distance.
- **Policy LU 2.5.** Encourage new development, redevelopment and infill that strengthen Downtown Scottsdale's mix of uses and activities through the development of mutually-supportive land uses within the Downtown Multiple Use urban neighborhoods. Multiple Use areas include the majority of the properties within the overall Downtown Plan boundary.

- **Policy LU 2.6.** Maintain, enhance, and expand the development of a Downtown Medical Mixed-Use urban neighborhood that supports the Downtown Medical Campus with its high influx of employees and clients. Components of this neighborhood should include vertical mixed-use development that serves the efficiency needs of the hospital, including research and development, and other medical activities. The incorporation of land uses that support the medical focus of this neighborhood such as housing, hotels, service-oriented businesses, child care, assisted living and long term care facilities are also envisioned. The greatest intensity of Downtown development may be accommodated in this urban neighborhood.

Response: Winery Suites multiple dwelling proposal is located in an area with strong access to multiple modes of transportation and contributes to the desired balanced mix of activities and land uses for the area. The design of the project's streetscape is pedestrian-oriented, including public sidewalks and a supporting landscape palette.

This project is a high-quality infill project, aimed at improving upon the existing use of the property and the overall diversity of uses within the Downtown Multiple Use area. The development will provide a quality, affordable dwellings for those employees who want to live within walking / biking distance of their workplace in Old Town.

Goal LU 3: Continue the use of development types to guide the physical and built form of Downtown Scottsdale.

- **Policy LU 3.2.** Support higher scale Type 2 development in all non-Downtown Core areas of the Downtown.

Response: This project is an appropriate scale development located within the Type 2 Downtown area. By promoting a diverse downtown rental option, this project contributes to the existing fabric of variable lodging types with its loft-style dwelling units. Moreover, as a sustainable infill project, it will create opportunities for a variety of income groups and enhance the successful use which already exists on the site.

Goal LU 6: Promote diversity in Downtown housing options.

- **Policy LU 6.1.** Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes, and live/work units.
- **Policy LU 6.2.** Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.
- **Policy LU 6.3.** Encourage residential development for a variety of income groups.

Response: By promoting a diverse downtown rental option, this project contributes to the development of variable lodging types with its loft-style dwelling units. Moreover, as a sustainable infill project, it will create opportunities for a variety of income groups and enhancing the use which already exists on the site. The addition of a boutique-style multiple dwelling project on a corner lot will provide a developmental link along the Goldwater couplet facilitating future developers to replace vacant, under-utilized buildings with contemporary options for full-time residents and seasonal visitors desiring to experience the culture that downtown Scottsdale has to offer.

Goal LU 7: Support a mix of land uses that promote a sustainable downtown.

- **Policy LU 7.1.** Support Downtown sustainability by encouraging vertical mixed-use development that offers land uses in close proximity to one another.
- **Policy LU 7.2.** Encourage development to make cost effective use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.

Response: By promoting a diverse downtown rental option, this project contributes to the development of variable lodging types with its loft-style dwelling units. Moreover, as a sustainable infill project, it will create opportunities for a variety of income groups and enhancing the use which already exists on the site.

Character & Design:

Goal CD1: The Design Character of any area should be enhanced and strengthened by new development that promotes contextual compatibility.

- **Policy CD 1.1.** Incorporate, as appropriate, in building and site design, the distinctive qualities and character of the surrounding, and/or evolving context.
- **Policy CD 1.2.** Encourage creative and innovative civic and prominent developments to establish new urban design character and contextual interpretations of the Downtown, for areas where development patterns are fragmented or are in transition.
- **Policy CD 1.8.** Encourage new development and revitalization that is composed of complementary and/or supportive design relationships with the established

urban form, as well as design features and materials of the neighborhoods within which they are sited.

Response: The surrounding context is unique in that it's truly a mixed-use neighborhood with a limited commercial and service uses. The residential population is housed in a mix of new housing product and much older single family residential lots. The prevailing trend in Old Town is for the older housing product to be redeveloped and transitioned into denser patterns. This project exemplifies being a good neighbor through enhancing a use (already in place on the property) transforming it into a more vibrant, modern, scale appropriate project.

The Winery Suites development will further enhance a neighborhood fabric that is already experiencing a significant transition to higher densities projects with increased building heights.



Key factors which allow our proposal to integrate with the surrounding context successfully are the focus on pedestrian scale design elements, visual interaction with the street environment and the minimization of street level vehicles and parking. Through the incorporation of an

underground parking structure, the project goes great lengths toward minimizing parking as a design site element, reinforcing the pedestrian-oriented nature of the neighborhood and strengthening the connectivity to the downtown area.

Goal CD3: Downtown development should respect and respond to the unique climate and context of the Southwestern Sonoran Desert.

- **Policy CD 3.1.** Enhance outdoor pedestrian comfort through microclimatic design that incorporates a variety of shade conditions, landscape and features that are drought tolerant, as well as offer attractive spaces, and passively cooler temperatures.
- **Policy CD 3.2.** Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

Response: The siting and orientation of the project has been designed with the pedestrian and occupants in mind, to create fully landscaped microclimates within the urban environment surrounding our project. This micro climate will serve to promote an overall sense of comfort and shade mitigating harsh temperatures we experience during the summer months. The majority of the building's exposure, where windows and patios are placed, face North and East. This orientation will allow the occupants to optimize their views and receive daylighting for each individual unit without the full use of interior shading mechanisms. The design of the building itself, through the use of cantilevered patios decks and floors, provides additional shade to the street level. The surface parking, located at the street level off the alley, is fully shaded by the floor structure above and away from the pedestrian experience. New trees in raised planter boxes at street level, spaced appropriately along 1st and Goldwater, will also provide filtered shade and softness to the mass of the building.

Goal CD6: Incorporate a regional landscape palette that complements Downtown's urban character.

- **Policy CD 6.1.** Downtown landscape elements should project a desert oasis design character, providing an abundance of shade, color, varied textures and forms.
- **Policy CD 6.2.** Landscape materials should complement Downtown's built environment, land uses, and activities through the careful selection of plan materials with regard to scale, density, placement, and arrangement.

Response: The goal of the landscape design is to provide a design to complement the building architecture, provide curb appeal and provide year-round seasonal interest for the residents as well as passersby. This will be accomplished with a densely designed planting plan that offers various layers of plantings to include low water use ground covers, shrubs, accent plants, and street trees, along with vines and seasonal annual flowers. These plantings will be installed within raised fabricated planters, site pottery and at-grade planting areas creating dimension and multiple layers of plantings throughout the site. Trees at street level are located to provide shade and to complement the building facade. Vines will be trained on the walls between patios to bring greenery to each unit and to soften the multi-story building at every level. Site pottery will be affixed to the street level low walls and planted with seasonal flowers twice yearly to give street views and resident patio views. Upper deck plantings are mindful of the views to Camelback Mountain. Plants overall, will be selected and designed with bloom season in mind, so that the property always has something beautiful happening in the landscaping.

Goal CD7: The extent and quality of lighting should be integrally designed as a part of the built environment.

- **Policy CD 7.1.** Achieve a balance between ambient light levels and designated lighting needs.
- **Policy CD 7.2.** Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular travel for safety in public/private spaces.

Response: The entire project will utilize LED lighting to minimize the energy consumption of the building and design with green principles in mind. The exterior of the property will have low level landscape lighting that will be designed to enhance the landscape material as well as the architecture without over-illuminating the facade. The landscape lighting and building lighting will be coordinated to ensure that the photometrics for the site include all sources from the project, as well as existing street lighting.

Goal CD8: Implement high-quality design in Downtown architecture.

- **Policy CD 8.1.** Encourage contemporary and historical interpretations of regional Southwestern Sonoran Desert architectural traditions.
- **Policy CD 8.2.** Promote the “Scottsdale Sensitive Design Principles” in the creation of architecture in Downtown.
- **Policy CD 8.3.** Promote the principles of design in the “Downtown Urban Design and Architectural Guidelines” in all Downtown development.

Response: It is the goal of both the design and development team to produce a truly exciting product to complement the ever more diverse and invigorated Downtown area. The distinctiveness of the design focusing on green technology, minimal foot print, lack of visible

surface parking, reduction of urban heat island, deeply shaded private and common areas, etc. all contribute to what we believe will be an innovative instance of the revitalization of an under-utilized site that exemplifies modern urban desert architecture.

The proposed materials and architecture and how they are integrated with their surroundings create a contemporary desert sanctuary with a sensual quality lacking in comparable developments in this market. When completed, this first-rate, sustainable design competitively priced, will hopefully become a model which inspires similar development in the area.

Goal CD9: Development should incorporate sustainable building practices and products.

- **Policy CD 9.1.** Development should strive to incorporate sustainable planning, design strategies, building techniques, and the use of durable indigenous materials, to minimize environmental and maintenance impacts, and endure over time.
- **Policy CD 9.2.** Encourage green building design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plan materials.
- **Policy CD 9.3.** Promote the use of energy efficient systems, construction methods, and alternative energy sources.

Response: Our intention is to prove that sustainable and responsible design can be both aesthetically and financially appealing. The project will institute green building techniques including building orientation, passive solar design, natural day lighting, and passive cooling strategies. The project team will also mandate the use of energy efficient systems, and construction methods.

Economic Vitality:

Goal EV1: *Support Downtown's economic role as a hub for arts, culture, retailing, entertainment, tourism and events.*

- **Policy EV 1.4.** Promote Downtown as a creative environment in which people can live, work, and pursue leisure activities.

Response: The new development will be designed to offer a more affordable option for those who look to live, work and visit the community. Adding additional inhabitants to the Downtown area will increase activity and strengthen the pedestrian atmosphere of the area, year-round 24/7. The incorporation of new customers within walking distance to local businesses will improve economics for existing downtown restaurants and service industries.

Goal EV2: *Promote private investment and attract new development to downtown.*

- **Policy EV 2.1.** Encourage new development and reinvestment that maintains Downtown's economic edge in the region.
- **Policy EV 2.2.** Promote a mix of daytime/nighttime activities year-round through new development that includes vertically mixed land uses and a diverse range of housing development.

Response: By promoting diversity in downtown housing options, this project contributes to the development of variable housing types with townhouses. Moreover, as a sustainable infill project, it will create housing for a variety of income groups and makes use of an otherwise under-utilized site.

The new development will be designed to offer a more affordable option for those who look to live, work and visit the community. Adding additional inhabitants to the Downtown area will increase activity and strengthen the pedestrian atmosphere of the area, year-round, day and night, creating a continuity of use which extends beyond normal use cycles.

3c.

Conformance to Downtown Urban Design & Architecture Guidelines

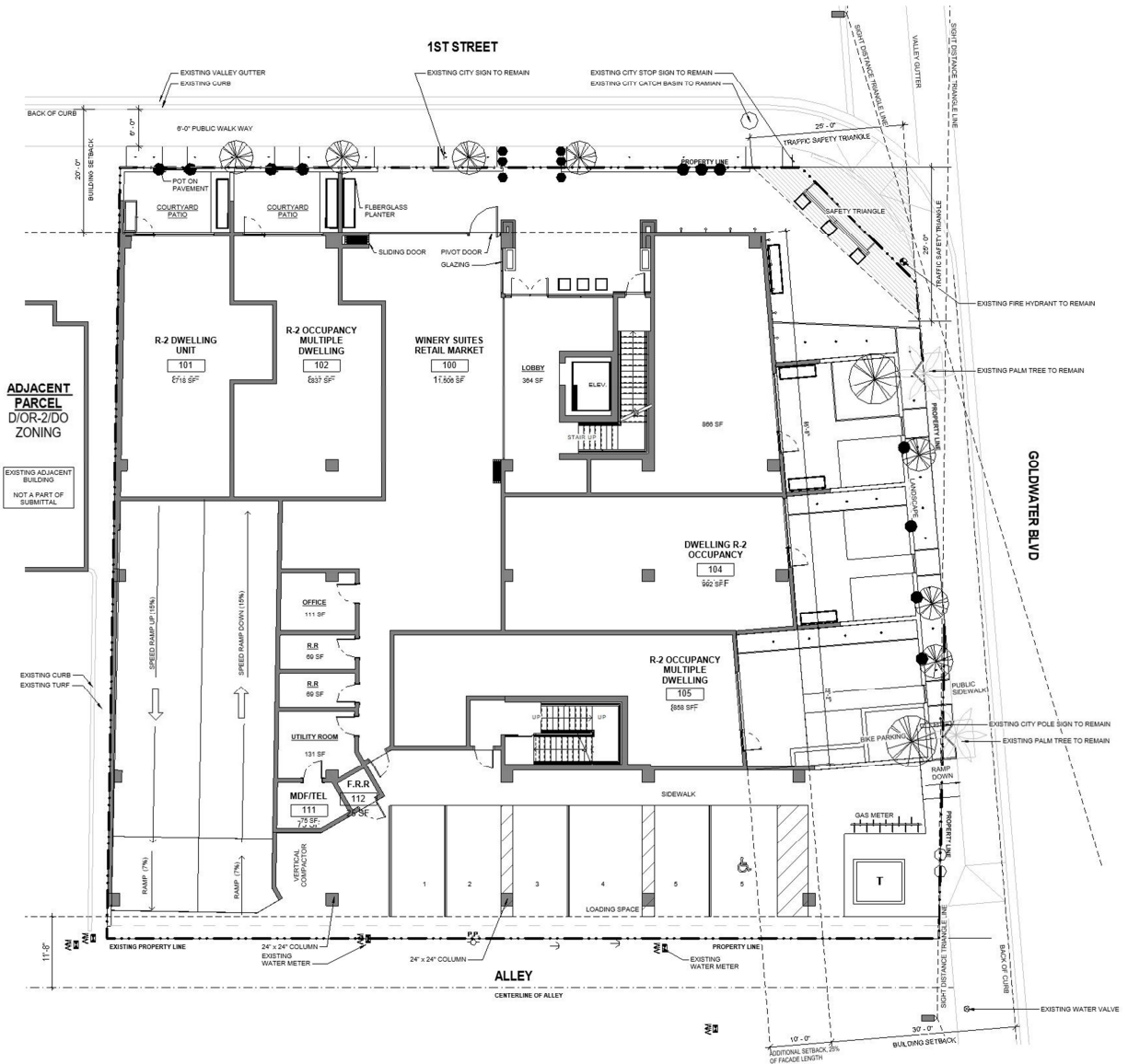
The primary purpose of the Downtown Urban Design & Architecture Guidelines is to guide the overall aesthetic of new projects so that the qualities that presently exist in Downtown Scottsdale are maintained and align with the vision. There are several ways in which this project meets the goals of the above-mentioned guidelines.

Below is a cross section of the strategies and policies with which this project reinforces the goals of the Downtown Urban Design and Architecture Guidelines:

Site Development:

A2. Active Street Frontages:

- Design active building frontages to create inviting indoor and outdoor spaces visible from the sidewalk and street.



Response: Active building frontage design is provided at both the 1st Street and Goldwater Boulevard streetscapes. This has been achieved through the incorporation of a Winery Market, rental unit courtyard patios and exterior hardscaped seating areas. The connection to the street is further reinforced through the use of the market's full height operable window which will allow both the public and building inhabitants to enter the Winery Market / Building Lobby through a wider than usual opening right off the public sidewalk.

A4. *Parking Facilities:*

- Minimize the visual impact of parking structures and parking lots by locating them at the rear or interior portions of building sites.
- Parking access from alleys and side streets is desired. The number of entrances to parking facilities from other streets, especially major arterials, should be kept to a minimum.

Response: The project's parking is ideally located to minimize visual impact from Goldwater Boulevard and 1st Street. Both the underground parking and surface parking spaces are accessed from the existing alley away from the public / pedestrian realm.

A5. *Building Equipment and Services:*

- Locate service and loading zones to minimize visibility from public streets.
- Mechanical and electrical equipment, solar collectors, satellite dishes and communications equipment should be concealed from view of public streets and neighboring properties.

Response: The building's service entry and loading zone is located at the rear of the property accessed from the existing alley. All HVAC equipment is located at the Roof Level and screened behind a parapet wall, concealed from public view.

A8. *The Continuity of Street Spaces:*

- Buildings should create consistent street setback patterns by locating a maximum amount of their front elevation on the setback line.

- The preferred building-street relationship is to place buildings parallel to the street.

Response: A consistent and architecturally pleasing street setback pattern has been incorporated by maximizing the percentage of the elevation placed at the building setback line. This applies to both 1st Street and Goldwater street frontages. In addition, both building elevations are parallel with the street setbacks creating an urban edge along the project's perimeter.

A9. The Building Setback Zone:

- The building setback zone should be developed as a “patio” landscape designed primarily for pedestrian activity and enjoyment.
- Expanses of lawn should be avoided.

Response: The Goldwater building setback zone has been designed as a series of low walled courtyard patios connecting with the pedestrian activity sidewalk directly parallel with it. The hard corner and 1st street frontage will act as a public table/seating area for both the Winery Market customers and the building's inhabitants. This will be the most active portion of the building setback zone. Expanses of lawn have been avoided at both street frontages.

Building Form:

B1. Reduction of Apparent Size and Bulk:

- Downtown buildings of three or more stories should be designed as carefully-orchestrated compositions of smaller parts. Every building should reduce its

perceived height and bulk by dividing the building mass into smaller-scale components.

- Large or long continuous wall planes should be avoided. As a general principle, building surfaces over two stories high or 50 feet in length should be relieved with a change of wall plane that provides strong shadow and visual interest.



Response: The building design incorporates multiple areas of façade projections and recesses which effectively reduce the mass of the building. There are various changes in wall plane at each level of the building’s composition. In juxtaposition to the horizontal nature of the façade, the levels of the building are visually tied together through the use of rhythmic vertical wall planes which provide visual privacy between the units.

Architectural Character:

C1. Proportion and Scale

- Development proposals should demonstrate evidence they have studied the predominant scale and proportions of buildings in the district and street where they are to be located.

Response: As preferred by the guidelines, the building has been designed with horizontal emphasis to minimize the building's height. Our proposal is contextual with district given that it responds to both its single family residential neighbors and larger, taller developments in the district. Winery Suites aesthetic has a residential character, scale and texture. The residential feel is equally incorporated at the street level while the massing of the upper floors speaks well, contextually, to district neighbors such as Main Street Plaza, Museum of the West, Valley Ho and the recently completed Eldorado on 1st.

C2. Building Materials

- Restraint should be used in the number of different building materials selected. Simplicity of palette is desired.
- Building materials similar to those in predominant use on the street or in the district of the new project are encouraged.
- Wall detailing should recess glass surfaces in shadow as deeply as possible within the limits of the selected construction systems.
- Highly reflective materials that create glare should be avoided.

Response: The building has been designed to minimize the number of exterior materials while providing enough variation in the form of the building to create interest. The predominant

material used across our building facade will be portland cement stucco and EIFS. Stucco can be found as one walks along 1st Street beginning with our neighbor directly to our West. Stucco and EIFS, as materials, can serve residential and larger scale buildings equally well when used and detailed properly. Stucco will be used, for the most part, at the Street Level exterior facade and public realm for its depth, pedestrian level character and durability. The EIFS portions will be used at the exterior walls of the units on levels 2, 3 and the roof. Complementing the stucco and EIFS will be stone veneer, wood detailing, steel railing organic accents and horizontal wood-like stone planking. These accent materials are used sparingly and strategically at the points of the most impact but do not dominate the primary stucco material. The glazed openings on the project have been recessed, typically, as much as possible from the exterior surface of the wall. Giving each unit's window return a minimum of 4" recess at the window jamb and head conditions.

C3. Color and Texture

- Building colors should emphasize light and muted colors, with light earth tones dominant.
- Color selection should show evidence of coordination with the predominant use of color on the street and district of the new project.

Response: Winery Suites color palette fully supports the muted earth tone goals described within the City design guidelines.

C4. Architectural Detail

- Surface detail, ornament and other elements that enrich architectural character are encouraged.

Response: Material selections such as the laser cut steel railing panels, stone veneer, planking and wood details provide adequate surface ornament described above.

Landscape Character:

D1. Streets

- Plants, street furniture, paving and other landscape elements should be organized along streets to create a unified civic appearance. The materials and layout of these elements should conform to City standards.
- A safe, comfortable pedestrian environment should be created as a result of creative street frontage design. Give primary consideration to provision of ample shade, special paving, and buffer between the street and walking space.

Response: The civic presence along Winery Suites public streets (1st Street and Goldwater) is a thoughtful design using several elements to reinforce the pedestrian experience. Low level steel planter boxes terracing up to stone veneer clad patio walls and planting containers provide a landscape tapestry with architectural depth. The pedestrian sidewalk which follows the street curb provides a safe comfortable design along with its connection with the on property patio seating areas and gathering spaces. One can weave in and out of the public-private realm without feeling any harsh transitions, similar to the existing property as exists today. Winery Suites wants very much to welcome the public into its 'front door' with attractive landscape arrangements, textural walls and pottery arrangements. Paver floor tiles have been specified for the majority of the onsite hardscape areas providing intimate detailing as one enters into our project from the City sidewalk. The paver floor tiles are also located at the dwelling unit patios creating visual consistency.

D2. Site Spaces

- Landscaping for individual sites should provide shade, opportunities to rest, adequate lighting and relief from traffic noise.
- Design for outdoor spaces should address special site conditions such as solar orientation and relationship to the street, neighboring building and neighboring offsite spaces.
- Landscape elements should relate closely to the character, materials and function of site architecture.

Response: The outdoor spaces of Winery Suites have been designed to create an urban pedestrian retreat offering residents and the public relief from the desert environment. The solar orientation of the building is optimum for both shaded patio environments and operable window wall openings which will connect our project to the street. The project's North and East facing facades will provide a comfortable respite from the harsh Arizona sun and heat island effect. Whether it be the dwelling unit patios or the streetscape seating areas we believe pedestrian activity will be the norm at Winery Suites.

D3. Plant Selection

- The plant palette for individual projects should reinforce Downtown's character as an urban oasis by emphasizing plants that provide shade, year round color and a variety of textures and forms.
- The selection and layout of plant materials should optimize each species' growth potential by recognizing its special environmental and maintenance requirements.

- Planting design for use in Downtown projects should respect the need for water conservation.

Response: The goal of the landscape design is to provide a design to complement the building architecture, provide curb appeal and provide year-round seasonal interest for the residents as well as passersby. This will be accomplished with a densely designed planting plan that offers various layers of plantings to include low water use ground covers, shrubs, accent plants, and street trees, along with vines and seasonal annual flowers. These plantings will be installed within raised fabricated planters, site pottery and at-grade planting areas creating dimension and multiple layers of plantings throughout the site. Trees at street level are located to provide shade and to complement the building facade. Vines will be trained on the walls between patios to bring greenery to each unit and to soften the multi-story building at each level. Site pottery will be affixed to the street level low walls and planted with seasonal flowers twice yearly to give street views and resident patio views. Upper deck plantings are mindful of the views to Camelback Mountain. Plants overall, will be selected and designed with bloom season in mind, so that the property always has something beautiful happening in the landscape

Conclusion:

Winery Suites successfully demonstrates how a smaller, under-utilized site can be re-developed to continue serving as an architectural asset to the Old Town community. It's unique that an existing business, in place, can reinvent itself and mature without having to change address. Winery Suites has been a strong neighbor to its surrounding community and through this project will continue to do so for years to come. Our goal with this proposal has consistently been, to improve on while respecting what exists on site currently. It's important that Winery Suites remains a connected residential project. The Market mixed use at our street level will do this, serving as a hub for the multiple residential projects existing and planned along 1st Street. We are a corner property and have responded with a design that holds the urban edge yet opens its interior to the street.

As demonstrated in the narrative, the project is in conformance with the City of Scottsdale's General Plan, the Downtown Plan and the Downtown Urban Design and Architecture Guidelines.