

Meridian Art Lofts
3600 N. Bishop Lane
Project Narrative
17-ZN-2020



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I. PROJECT OVERVIEW

Location: 3600 N. Bishop Lane

Property Size: 21,303 (+/-) s.f. or 0.4891 (+/-) gross acres; 9,683 (+/-) s.f. or 0.2223 (+/-) net acres

Zoning:

- **Current Zoning:** C-3 DO (Highway Commercial Downtown Overlay)
- **Proposed Zoning:** D/DMU-Type 3 PBD DO (Downtown/ Downtown Multiple Use Type 3 Planned Block Development Downtown Overlay)

Context Aerial



Surrounding Uses

- **North:** C-3 DO; Moe Tavassoli Oriental Rugs
- **East:** C-3 DO; Office, SIP Coffee & Beer
- **South:** C-3 DO; ATL Wings, Pizza Hut, Starbucks and Staples
- **West:** D/OC-2 DO; Banner Church
- **Northeast:** D/OC-2 DO; Riva Yares Gallery (currently vacant)

Zoning Request

The Meridian Art Lofts is a rezoning request from C-3 DO to D/DMU-Type 3 PBD DO on an approximately 0.51 +/- gross acre property located at 3600 N. Bishop Lane, (the “Property”). The proposal is to rezone and develop the 0.51+/- acre vacant Property with 16 residential units (a density of 32.6 du/ac) offering a unique lifestyle with large outdoor living spaces and abundant central common space for the residents. The rezoning request is in conformance with the 2035 General Plan land use category of Mixed Use Neighborhoods and the Old Town Scottsdale Character Area Plan designation of Downtown Multiple Use.

M3 Commercial Real Estate currently owns several properties in Downtown Scottsdale and continues to invest in the area. Properties they have owned since 2002 include: 4235 N. Marshall Way; 7050 E Third Avenue; and 4164 N Marshall Way. They have also engaged in adaptive reuse projects, such as 4147 N. Goldwater Boulevard with a \$500,000 reinvestment and the former Bentley Gallery on 4161 N. Marshall Way, in which they received Development Review Board approval in 2019 to develop Eggersmann Studio, resulting in an \$800,000 reinvestment in Old Town Scottsdale. As evidenced, M3 is committed to investing and developing quality projects that contribute to the economic growth and stability of Old Town. They have brought their development expertise to a vacant, underutilized site in the heart of Old Town. The proposed modern, vibrant architecture will bring revitalization to the Arts District while satisfying the need for more housing options in Old Town. The site is ideally located with entertainment, commercial, and employment uses in close proximity that encourages multi-modal transportation and promotes a walkable environment, fostering the live, work, play synergy desired in Old Town.

Cultural Improvements Program

As required by the PBD, contributions to the Cultural Improvements Program include original works of art valued at one (1) percent of the applicable building valuation at the time of permitting. The developer is reviewing a range of public art options that may include onsite public art, public art in the right-of-way adjacent to the project, and/or an in-lieu fee to the Downtown Cultural Trust Fund (DCTF) to be dispersed in accordance with the Zoning Ordinance Sec. 7.1000.

II. 2035 GENERAL PLAN

“Our future begins today. Building upon decades of planning and thousands of hours of community involvement, General Plan 2035 guides the physical development of Scottsdale and acts as a blueprint to enhance our community aspirations—Exceptional Experience, Outstanding Livability, Community Prosperity, and Distinctive Character—over the next 20 years.”

The General Plan is a tool for guiding future development and contains community goals and policies on a variety of components that play a role in creating the community in which we live, work, and enjoy. These goals and policies are broken down into 24 elements. The 2035 General Plan organizes the 24 elements under the following chapters with a series of goals and policies. A summary of the development’s conformance to these goals and policies is provided below.

- 1. Character & Culture**
- 2. Sustainability & Environment**
- 3. Collaboration & Engagement**
- 4. Community Well-Being**
- 5. Connectivity**
- 6. Revitalization**
- 7. Innovation & Prosperity**

❖ CHACTER & CULTURE

Character Types

- *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 useable 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.*

Character & Design Element

CD 1

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

CD 1.1 New and revitalized development should respond to the regional, citywide, and neighborhood contexts in terms of:

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

CD 1.2 Consider the effects of building height, overall development density, and building orientation on adjacent neighborhood character, privacy, and viewsheds

CD 1.3 Ensure that all development is a part of and contributes to established Character Types.

CD 1.4 Encourage transitions and blending of character between Character Types, including, open space areas, building height, massing, and orientation

Response: The requested Downtown Zoning classification encourages urban design and revitalization of mature areas to maintain a walkable downtown and promote a live, work, play philosophy. This proposal is for 16 residential units that utilize a unique layout of indoor/outdoor living space. The building’s contemporary design uses artistic elements to create a visual experience that provides a sense of place within the Arts District and is consistent with the character of Old Town. The Property is currently vacant and surrounded by a variety of galleries, cultural venues, entertainment, residential, employment and service-related business and is within proximity to two of Scottsdale’s largest employers, HonorHealth and the City of Scottsdale government offices. The Property is located approximately 330’ west of Scottsdale Road, a major north-south arterial, with immediate access to public transportation, and is only 2+/- miles west of the Loop 101, both of which provide regional access. The Property is ideally situated for the live, work, play lifestyle desired in a downtown setting and supports the continued revitalization of Old Town.

CD 3

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

CD 3.1 Strengthen Scottsdale’s economic and environmental attributes, distinctive character, and attractiveness through collaborative site planning and design.

CD 3.2 Use existing, and adopt new comprehensive polices, guidelines, and design standards for use in the design and development review process, to ensure public and private development responds to and enhances the diverse character and contexts within our Sonoran Desert community.

Response: In addition to the comments noted above, the proposed site layout, architectural character, and landscaping/hardscape design will respect the unique climate, vegetation, and urban context of Old Town Scottsdale. See the Scottsdale Sensitive Design Principles and Old Town Scottsdale Urban Design & Architectural Guidelines (“OTSUDAG”) sections below for detailed responses regarding each principle.

CD 4

Enhance the design of streets and public spaces to improve Scottsdale’s visual quality, experience, Sonoran Desert context, and social life.

CD 4.1 Promote contextually compatible streetscapes that correspond with the following classifications:

- Urban Streetscapes encourage pedestrian comfort, safety, and accessibility using decorative elements, such as arcade-covered walkways, shade, pedestrian lighting, decorative paving and street crossings, transit shelters, seating, waste receptacles, and landscaping. Urban Streetscapes strive for equality among pedestrians, bicyclists, and automobiles in the design of the public realm.

Response: The proposed development is mindful of the pedestrian experience in Old Town and seeks to enrich it through unique building design, enhanced pedestrian connections and activated street frontages. The proposal employs pedestrian oriented design elements that include, but are not limited to, modified turning radius/larger sidewalk space, canopy covered sidewalks, street-facing windows that create an activated street frontage and architectural elements that produce a visual experience at any vantage point. Additionally, this proposal includes a rest-bit at the corner of Goldwater Boulevard and Bishop Lane to enhance pedestrian comfort. Streetlights will be designed in a manner that is appropriate within the context while providing safety for pedestrians.

CD 5

Promote the value and visual significance landscaping has on the character of the community.

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

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 landscape character will include predominately desert-lush design with a variety of Southwestern plants that will provide year-round color, shade, and texture for the site and demonstrated with the landscape plan. Vegetation will include plants proven to thrive in our desert climate while creating an enhanced pedestrian experience greatly improving the existing condition

of the site and enhancing the streetscape experience. The building canopy projection will provide shade over the streetscape sidewalks. The landscaped central courtyard will result in passive cooling and a reduced heat island effect.

CD 6

Minimize light and noise pollution.

CD 6.1 Support Scottsdale’s dark sky areas and designation as an Outdoor Light Control City by reducing light pollution, glare, and trespass where possible, while still attending to public safety needs.

CD 6.2 Encourage creative, energy-efficient, and high-quality designs for outdoor lighting that reflect the character of the local context.

Response: Lighting will be designed in a manner that is respectful of the surrounding Old Town context while maintaining safety for residents, guests, and visitors. The design will complement the architectural theme of the building while also acting as a tool for safe pedestrian wayfinding at night and to highlight paths leading along street frontages.

Land Use Element

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.

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

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.

LU 2

Sensitively transition and integrate land uses with the surrounding natural and built environments.

LU 2.1 Ensure neighborhood “edges” transition to one another through compatible land uses and development patterns.

Response: The Downtown District - Multiple Use Type 3 category supports a variety of land uses including, but not limited to, hotel, multiple story residential, office, retail, and restaurants consistent with the intensity of uses typically found in Old Town Scottsdale. The rezoning request to PBD will allow for the development of a 4-story residential development that is consistent with the Type 3 category. The proposal seeks to transform an infill site into a unique residential

development containing 16 multi-level units that provide an indoor/outdoor living experience. The proposed development will revitalize an underutilized site and bring additional housing, both of which serve to bolster and sustain the City’s economic base. The development’s proximity to employment, restaurants, and retail fosters a live, work, play lifestyle that reduces travel distances and promotes urban living.

2035 General Plan Land Use Map



LU 3

Maintain a balance of land uses to support a high quality of life.

LU 3.1 Allow for the diversity and innovative development patterns of residential uses and supporting services to provide for the needs of the community.

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.

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.

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

LU 3.5 Engage the community in all land use discussions.

Response: This application seeks to rezone and develop an infill site into a unique and contemporary residential development. Located within the Arts District, the proposed development is surrounded by a variety of uses including, but not limited to, restaurants, galleries, employment centers and retail, that future residents will benefit from. Adding more rooftops within the urban context will help support these uses as well as bring additional sales tax dollars, further bolstering Old Town's economic base. Meridian Art Lofts contributes towards a pedestrian oriented Old Town atmosphere by improving the pedestrian realm with activation of the adjacent street frontages (Goldwater Boulevard and Bishop Lane). Additionally, Indian Bend Wash is located less than one mile to the east of the site and offers recreation opportunities to residents. Old Town is designated as a Growth Area and integrating new residential within close proximity to support services, employment, and multimodal transportation opportunities provides a greater balance of land uses to better serve the changing needs of our community.

LU 4

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

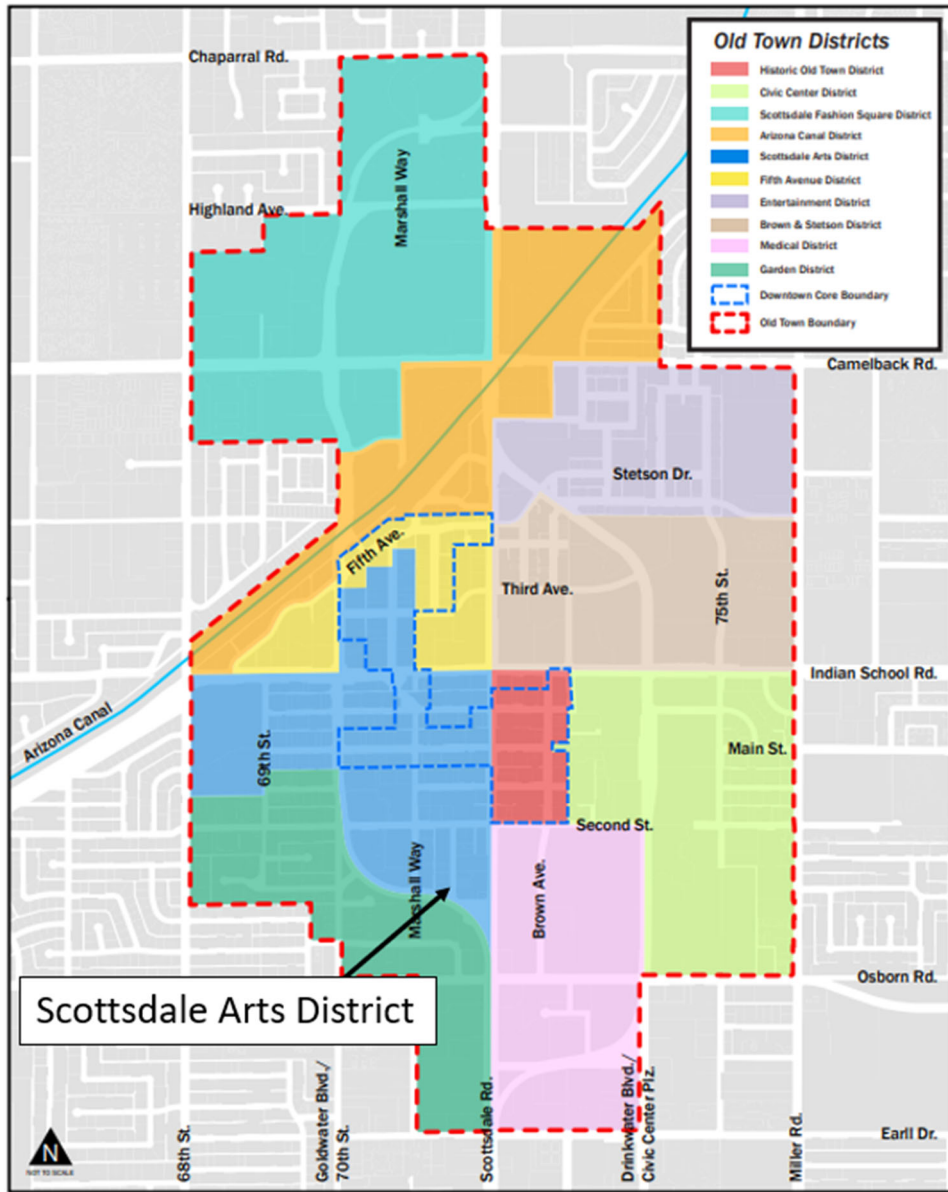
LU 4.1 Integrate land uses and transportation systems to allow for a variety of mobility choices.

LU 4.2 Provide opportunities for pedestrian-oriented development, reduced parking demand, and context appropriate mobility choices.

LU 4.3 Locate regional land uses and intensities in Growth and Activity Areas to provide the greatest access to various modes of transportation.

Response: Located within the Scottsdale Arts District, the Meridian Art Lofts is ideally situated for urban living. The proposed residential development is surrounded by a variety of land uses in close proximity including, but not limited to, employment centers, restaurants, retail shops, and entertainment and recreation uses. The range of adjacent land uses and the proposal's pedestrian-oriented design will encourage residents to use alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Additional access is granted by Goldwater Boulevard directly adjacent to the Property to the south, Indian School to the north and Scottsdale Road to the east, all of which are major arterials. Loop 101 lies approximately 2+/- miles east of the Property and provides regional access. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile directly east of the site and the Arizona Canal Trail is located approximately 1 mile to the north.

Old Town Districts Map



Source: Old Town Scottsdale Character Area Plan

LU 5

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

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.

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

Response: Integrating residences into Old Town will provide a wider range of housing choices for the residents of Scottsdale. The location of the Property near employment, restaurants, cultural amenities, and recreation opportunities is ideally situated in Old Town. This synergy of land uses and concentration of residential in a mixed-use setting inherently allows for the conservation of resources, reduced vehicle trips, and improved air quality.

Arts, Culture & Creative Community Element

ACC 1

Continue to support, plan for, and manage Scottsdale’s arts and culture programs and facilities.

ACC 1.1 Develop, implement, and regularly update arts and cultural strategic/master plans.

ACC 1.2 Broadly engage Scottsdale community members in arts and cultural planning.

ACC 1.3 Explore various techniques to expand the space available for arts exhibits, classes, performances, and other cultural activities.

Response: As required by the PBD overlay, contributions to the Cultural Improvements Program include original works of art valued at one (1) percent of the applicable building valuation will be provided. The art requirement will either be provided onsite or paid directly to the City for public art improvements in Old Town.

The Meridian Art Lofts incorporates a unique indoor/outdoor design that was formulated to take advantage of the location in Old Town and the Arts District. The Scottsdale Arts District includes 70+/- galleries featuring the works of 1,000+/- artists along with museums, the Scottsdale Artists’ School and Stagebrush Theatre. The adjacent Museum of the West features a wide range of exhibits including, but not limited to, Hopi pottery, Western paintings, bronze art and historic photographs. SMOCA is located approximately one-half mile to the east and includes a wide range of contemporary painting, drawings, photographs, and installations. Drawing upon this spirit of the area characterized by arts and culture, the project will provide a distinct, creative design that incorporates unique artistic elements unlike anything in the Arts District currently.

❖ SUSTAINABILITY & ENVIRONMENT

Open Space Element

OS 5

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

OS 5.3 Capitalize on opportunities to create new, or connect and expand existing, open spaces in established areas when redevelopment occurs.

OS 5.5 Develop a series of linked public spaces throughout downtown that are connected by pedestrian corridors.

Response: When designing the Meridian Art Lofts, the design team drew inspiration from the spirit of the Arts District. The design celebrates the Arts District through incorporating design elements that include, but are not limited to, natural light, creative landscaping compositions and artistic elements employed throughout the architectural theme. The design is conscious of the pedestrian experience and uses vegetation and unique site design to create a visual and sensory experience for residents and pedestrians greatly improving the open space streetscape.

Environmental Planning Element

EP 2

Demonstrate and expand the city's leadership in environmental stewardship and sustainability.

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

Response: The design focuses on celebrating the natural light, solar shading, and interaction with outdoor spaces through the unique unit design and central courtyard amenity. Meridian Art Lofts will use of local building material wherever possible. Environmental and sustainable building aspects will include, but not be limited to, low VOC finishes and sealants, on-site recycling, energy efficient fixtures and appliances, attention to acoustic quality, and low-water use vegetation.

EP 3

Participate in local and regional efforts to improve air quality.

EP 3.1 Reduce automobile emissions through traffic management; transportation improvements; promotion of a wide variety of mobility options; travel demand reduction strategies; expansion of regional connectivity; and use of electric and alternative fuel vehicles

Response: Meridian Art Lofts will include of bike racks/bike storage for residents. Access to local and regional transit (trolleys and buses) is provided along Goldwater Boulevard and Scottsdale Road. Further, the walkability of the site inherently encourages a variety of mobility options.

EP 5

Encourage environmentally sound green buildings and low-impact site plans that support sustainable desert living.

EP 5.2 Increase the use of green infrastructure, including low-impact development (LID) stormwater management techniques, such as curb openings and permeable pavement.

EP 5.3 Construct durable and sustainable buildings using green building principles.

EP 5.4 Promote passive solar site and building design strategies that recognize and respond to the Sonoran Desert climate.

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

Response: Low-impact development (LID) stormwater management techniques will be implemented. Sustainable building strategies will also be utilized as Meridian Art Lofts is required to comply with IGCC standards in compliance with the Downtown Ordinance. Passive solar and building design elements that create shade and climate relief is a key element of the building design, celebrating outdoor living spaces and the site's Old Town location .

EP 7

Identify and reduce heat islands.

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

EP 7.2 Incorporate development strategies such as shared parking models and the use of “cool materials” (e.g., landscaping, green roofs, reflective pavement, heat reduction asphalt coatings, permeable concrete, and treated dirt areas) to help reduce the heat island effect.

EP 7.3 Develop and support programs, such as a Tree Canopy Plan, that identify and increase vegetation and shading in areas of high pedestrian activity.

EP 7.4 Promote the long-term management and maintenance of urban and open area vegetation and protect and expand the provision of private and public open spaces to reduce the heat island effect.

EP 7.5 Minimize asphalt and promote alternative parking surfaces.

Response: Redevelopment of the site and removal of existing gravel lot contributes to reduction of heat island. Parking will be provided in covered/shaded spaces at the ground level accessed via the alley and Bishop Lane with no new curb cuts proposed along Goldwater Boulevard. Streetscape sidewalks will be shaded with a building canopy extension along both Goldwater and Bishop.

Conservation Element

CONSV 1

Achieve a sustainable balance between the conservation of natural resources and development of the built environment.

CONSV 1.1 Promote local and regional public and private partnerships to reduce natural resource consumption, such as aggressive conservation, reuse, and recycling programs.

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

Response: Low-water use vegetation will promote water conservation and reduction in the heat island effect. Reuse and recycling will be promoted during construction and within the unit design of the residences emphasizing the importance of recycling efforts.

Energy Element

E 2

Reduce per capita energy consumption and promote energy efficiency.

E 2.3 Explore emerging smart energy technologies.

E 2.4 Support development of regional waste-to-energy facilities.

E 2.5 Encourage local industries to adopt energy efficiency measures and renewable energy to minimize the environmental impacts of their operations.

Response: Energy efficient HVAC systems and equipment will be utilized along with energy efficient lighting, fixtures and appliances.

E 3

Promote building and site designs that maximize energy efficiency.

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.

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

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

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

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.

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

Response: Plant material will consist of drought tolerant, low water use species and use of permeable paving to increase percolation will be explored. Local building material and sustainable building techniques will be emphasized. Meridian Art Lofts offers a unique living situation unlike anything currently offered in the Arts District in Old Town. The 16 residential units will have an average size of approximately 900 square feet with approximately 350-400 square feet reserved for outdoor living space. Design focuses on distinctive building character, placemaking, and vegetated/shaded pedestrian respites. Additionally, the Property is ideally located for a live, work, play synergy synonymous with urban living with well-established cultural, entertainment and employment land uses nearby.

❖ **COLLABORATION & ENGAGEMENT**

Community Involvement Element

CI 1

Seek early and ongoing community involvement through broad public input in project and policy-making discussions.

CI 1.1 Maximize opportunities for early notification of proposed projects using a variety of methods.

CI 1.2 Use public involvement plans to identify and engage interested parties and provide opportunities for information exchange.

Response: Public participation and community outreach is an important part of the rezoning process. Technical Solutions began neighborhood outreach early in the process and maintains ongoing dialogue with the community and stakeholders. Feedback from one-on-one meetings, phone calls, and the required open house is shared with City Staff and memorialized in the Public Participation plan submitted with the zoning application.

❖ **COMMUNITY WELL-BEING**

Healthy Community Element

HC 3

Build on Scottsdale's leadership role in wellness and healthful living.

HC 3.1 Provide quality recreation, community events, and neighborhood services that foster physical activity and encourage healthful living.

HC 3.4 Continue to foster and market Scottsdale as a resort, wellness, rejuvenation, and healthcare destination.

Response: The Property is an ideal location with proximity to employment, cultural amenities, retail/support services, recreational opportunities, and multimodal transportation alternatives promoting healthful living and maintaining a Scottsdale lifestyle. Units are designed with abundant private outdoor living space and a central courtyard is provided for residents.

Housing Element

H 1

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

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

H 1.3 Ensure community dialogue during zoning and the development review processes to encourage context-appropriate development designs.

H 1.4 Support the creation of mixed-use projects, primarily in Growth and Activity Areas, to increase housing supply withing walking distance of employment, transportation options, and services.

Response: Providing a variety of housing options that address the needs of multiple demographics contributes to a strong economic base.

Recreation Element

R 2

Provide and enhance recreational opportunities that meet the diverse needs of Scottsdale's citizens and visitors.

R 2.5 Develop and maintain a citywide interconnected network of trails to provide valuable recreation and fitness opportunities for residents and visitors. Where possible, trails should connect to neighborhoods and serve major destinations.

R 2.6 Provide multi-generational recreation programming and facilities, that consider the full spectrum of community and special social or physical needs, interests, and financial resources.

Response: The site benefits from numerous walkable opportunities throughout Old Town and is located within three-quarters of a mile from the Indian Bend Wash recreation open space system directly to the east of the Property.

Safety Element

S 6

Protect the health, safety, and welfare of the public from the impacts of flooding.

S 6.1 Identify drainage system needs, and make improvements where flood control problems exist

Response: A drainage report is provided with the zoning application addressing the public safety and welfare of residents with respect to drainage systems in conformance with City requirements.

❖ CONNECTIVITY

Circulation Element

C 1

Design and improve transportation corridors to safely and efficiently move people and goods.

C 1.1 Support the public transit system to assure adequate and affordable access to and within our community for citizens, employees, visitors, and businesses through the use of future technologies and micro-mobility options.

C 1.2 Coordinate transportation and land use planning to enhance an integrated, sustainable transportation system that promotes livable neighborhoods, economic vitality, safety, efficiency, mode choice, and adequate parking.

C 1.5 Incorporate strategies and technologies that efficiently move people, improve transportation system capacity and enhance mobility choices.

C 1.7 Retrofit aging neighborhood infrastructure and streets and create non-motorized neighborhood connections to enhance livability, safety, accessibility, and comfort.

Response: Located within the Scottsdale Arts District, the Meridian Art Lofts is ideally situated for urban living. The proposed residential development is surrounded by a variety of land uses in close proximity including, but not limited to, employment centers, restaurants, retail shops, and entertainment and recreation uses. The range of adjacent land uses and the proposal's pedestrian-oriented design will encourage residents to use alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Additional access is granted by Goldwater Boulevard directly adjacent to the Property to the south, Indian School to the north and Scottsdale Road to the east, all of which are major arterials. Loop 101 lies approximately 2+/- miles east of the Property and provides regional access. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile directly east of the site and the Arizona Canal Trail is located approximately 1 mile to the north.

Transit Routes



Source: scottsdaleaz.gov/trolley

C 2

Reduce the number, length, and frequency of automobile trips to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

C 2.1 Encourage a mix of land uses that will reduce the distance and frequency of automobile trips and support mobility choices.

C 2.2 Integrate a variety of mobility choices along local and regional transportation corridors.

C 2.3 Reduce demands on transportation networks by using trip reduction strategies and travel demand management techniques, including technology and applications, telecommuting, alternative work schedules, carpooling, and transit/bicycling incentives in order to provide travelers with effective choices to improve travel reliability.

C 2.4 Work with employers to provide incentives and encouragement for trip reduction strategies.

C 2.5 Promote non-motorized travel for short neighborhood trips.

Response: As mentioned above, the Property is well-situated for regional access while also taking advantage of transit opportunities and promoting walkability. Meridian Art Lofts implements a range of General Plan goals including the integration of new high-quality, vibrant architecture, and context appropriate site planning, creating a pedestrian presence with ground level activity and shade through landscaping. The development also provides new residential options within the Old Town mixed-use context, thereby reducing trip generation. A traffic report is provided with the zoning submittal.

C 3

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

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

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.

C 3.6 Create, preserve, and enhance multimodal connections between residential areas and neighborhood-supporting land uses.

Response: The proposed residential community is integrated in the heart of the Old Town Growth Area near employment, support services, entertainment, and cultural opportunities with multimodal transportation options. The well-located site offers convenient connectivity to residential neighborhoods and recreational opportunities as well.

C 8

Provide a comfortable and accessible transportation system to increase ability to reach goods, services, and activities. Many factors affect accessibility, including mobility (physical movement), the quality and affordability of transportation options, transportation system connectivity, and land use patterns.

C 8.1 Provide pedestrian safety, comfort, and amenities that reflect streetscape design and character of an area.

C 8.2 Consider the needs of all community members and visitors as well as the special needs of children, seniors, and people with impaired mobility in the planning and design of the transportation system.

Response: The streetscape design and ground level activity will allow comfort and ease of walkability for residents, visitors and Old Town patrons. Hardscape, landscape, lighting, and wayfinding will respect the user and provide unified connectivity to the established pedestrian network. Streetscapes have been improved to encourage pedestrian comfort, safety, and accessibility with the proposal by integrating new shade canopies.

Bicycling Element

B 1

Develop continuous, accessible, and interconnected bicycle networks.

B 1.1 Continue to participate in regional bikeway system planning.

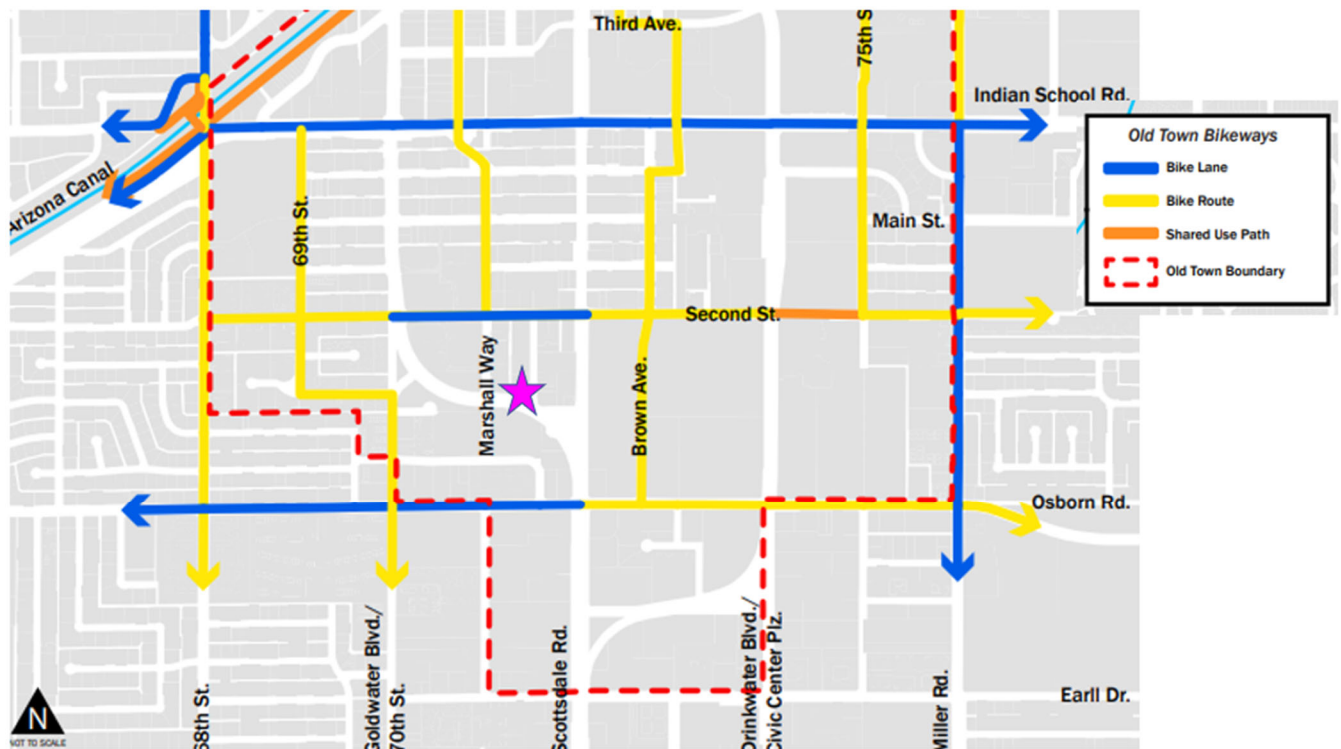
B 1.2 Promote convenient connections between on-street and off-street bicycling networks throughout the city and with neighboring jurisdictions.

B 1.3 Continue to integrate bicycle lanes and buffered bicycle lanes through street restriping and other techniques.

B 1.4 Continue to expand and enhance off-street bicycling networks, and connect them to existing and planned on-street bicycle networks.

Response: The existing bicycle network in Old Town will provide connectivity to a range of land uses and beyond to the Indian Bend Wash and Arizona Canal path system. Bicycle racks will be provided onsite in conformance with City standards.

Bikeways Map



Source: Old Town Scottsdale Character Area Plan

❖ REVITALIZATION

Neighborhood Preservation & Revitalization Element

NPR 1

Preserve and enhance the character, identity, and quality of Scottsdale's diverse neighborhoods.

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

NPR 1.2 New construction and exterior remodels or renovations should sensitively address neighborhood character and transition areas.

Response: Revitalization of the site for 16 new residences brings a wide range of amenities including, but not limited to, ground level activation (vs. the current vacant condition), enhanced landscape and hardscape, shade, improved pedestrian connectivity, sensitive edge buffering, vibrant architecture, public art, placemaking and concealed resident parking. Due to unique site constraints and given its infill nature with two street frontages and an alley, the builder is requesting amended development standards to the setbacks and stepbacks. However, no increase in unit count or height is being requested with this application.

NPR 5

Promote neighborhood interaction to help create and maintain strong communities.

NPR 5.3 Encourage physical and social links between non-residential and residential land uses.

Response: Meridian Art Lofts contributes towards a pedestrian oriented Old Town atmosphere by improving the pedestrian realm. This is achieved with activation of the adjacent street frontages and implementation of a new shade canopy element and vegetative ground cover.

Conservation, Rehabilitation, & Redevelopment Element

CRR 1

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

CRR 1.1 Support redevelopment that is sensitive to the identity and character of Scottsdale's maturing neighborhoods.

CRR 1.2 Continue strategic and proactive intervention efforts for property redevelopment, rehabilitation, and maintenance on properties beginning to show signs of decline, so as to prevent further progression of blight, distress, underutilization, or deterioration.

CRR 1.3 Support the proactive participation of affected residents and business owners during the planning and implementation of redevelopment and neighborhood conservation projects.

CRR 1.5 Protect established areas/neighborhoods by promoting context-appropriate infill development; sensitive neighborhood and property assemblage; and innovative adaptive reuse of existing community resources and historic properties.

CRR 1.6 Upgrade substandard infrastructure during redevelopment and rehabilitation projects.

Response: The revitalization of this Property for a small residential community will bring new vibrant architecture and design to a vacant, underutilized site. The design of this infill development site, which is located in the heart of Old Town, balances this new contemporary design with the surrounding architecture and historic Old Town context through building massing, materials, color and detailing while respecting the Southwestern climate. As demonstrated in the Public Participation plan submitted with the zoning application, neighborhood outreach is ongoing throughout the process to ensure dialogue with the community regarding the request.

CRR 2

Sustain long-term economic well-being through redevelopment, rehabilitation, and conservation.

CRR 2.1 Support and encourage public and private economic reinvestment in declining areas.

CRR 2.2 Encourage reinvestment that positively impacts the visual impressions and experiences of residents, businesses, and visitors.

CRR 2.3 Promote redevelopment and rehabilitation of older commercial areas to maintain Scottsdale's standing as one of the major retail, restaurant, and entertainment destinations within the metropolitan area.

CRR 2.4 Foster redevelopment and rehabilitation of mature employment centers to enhance Scottsdale's commercial property inventory and provide new job opportunities.

CRR 2.5 Encourage healthy, resource- and energy-efficient building materials and methods during conservation, rehabilitation, and redevelopment efforts.

Response: Revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures and grows. Integrating additional housing options in Old Town is essential for the continuing economic growth and sustainability of Scottsdale. The project implements this General Plan goal by integrating new residences in a mixed-use setting with convenient access to employment, shops, galleries, museums, and major transportation corridors.

Growth Areas Element

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.

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.*

GA 1.3 Ensure that such development sensitively responds to neighborhoods, infrastructure, and character within and next to Growth Areas.

GA 1.5 Identify Growth and Activity Area “edges,” and incorporate context-appropriate transitions between these “edges” and adjacent neighborhoods to minimize the impacts of higher-intensity development.

Response: This proposal seeks to develop an infill site into a residential development. The proximity of a variety of land uses will encourage and support transit and pedestrian activity. Activating the Property will help to sustain a thriving Old Town that minimizes focus on the automobile and encourages multimodal transportation. Integrating new residences in Old Town near employment, retail, restaurants and support services brings physical and economic synergy, that will continue to enliven and enhance Old Town consistent with the goals and policies of the General Plan and OTSCAP by offering new housing options. The building massing is designed to respectfully integrate with the surrounding building heights.

GA 2

Improve access to automobile, transit, and other mobility options to, from, and within Growth and Activity Areas.

GA 2.1 Coordinate a balanced multimodal circulation system that can accommodate changing demographics and patterns of development within identified Growth and Activity Areas.

Response: The Property is located on the corner of Bishop Lane and Goldwater approximately 330’ west of Scottsdale Road and 1,800-ft south of Indian School Road, both major arterials, and is approximately 2+/- miles west of the Loop 101, all of which provide regional access. By bringing a new residential option to the Arts District, future residents will feel encouraged to use alternative modes of transportation, such as by foot, bicycle, bus and/or trolley to access adjacent retail shops, restaurants and galleries, such as the Museum of the West, Stagebrush Theatre, and the Scottsdale Artists’ School. The site is also within proximity to the HonorHealth Osborn campus, Scottsdale’s largest employer, and the City’s civic complex including the Civic Center Library, Center for Performing Arts, SMOCA and City offices. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile east of the site and the Arizona Canal Trail is located approximately 1 mile to the north.

GA 5

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

GA 5.1 Support land use compatibility with nearby neighborhoods through context- appropriate development within Growth and Activity Areas.

GA 5.2 Protect key economic and historic assets from incompatible land uses in designated Growth and Activity Areas.

GA 5.3 Support compact development patterns which minimize the need for added public facilities in Growth and Activity Areas.

GA 5.4 Promote new development, revitalization, and redevelopment within Growth and Activity Areas that maintains fiscal sustainability, promotes long-term economic development goals, and enhances quality of life.

OLD TOWN GROWTH AREA is the commercial, cultural, civic, and symbolic center of the community. Old Town includes a collection of interconnected, mixed-use districts. While one of the city's local and regional draws for shopping, dining, and entertainment, Scottsdale's Old Town is a prime tourist destination. The Old Town Growth Area, through the Old Town Scottsdale Character Area Plan, denotes locations for some of the greatest development intensity within the community. Building heights generally range between two and six stories, depending on location and district context, and may exceed six stories in certain areas identified in the Old Town Scottsdale Character Area Plan. At the center of the Old Town Growth Area is the Downtown Core. The Downtown Core, as identified, described, and defined by specific boundary in the Old Town Scottsdale Character Area Plan, is pedestrian-oriented, and includes downtown's historic legacy and heritage, specialty retail, art galleries, restaurants, public art, and the highest concentration of individually designated historic buildings found in the city. In contrast to the majority of the area, the Downtown Core is comprised of the lowest intensity of development in all of Old Town. The small-lot development pattern, active ground level land uses, and pedestrian focus of the Downtown Core are some of the primary elements that give Old Town its most identifiable character.

Response: The proposed development is contextually appropriate with respect to land use and physical improvements including massing, architecture, materials, landscape, hardscape, and lighting. The synergy of uses between the proposed residential community and existing adjacent commercial retail, medical, and employment uses will bolster the economic vitality of the area. Redeveloping and revitalizing an underutilized infill site in the heart of Old Town is key to promoting land use and economic sustainability; allowing reinvestment to strengthen the long-term success of Scottsdale.

Cost of Development Element

COD 1

As permitted by State Law, require development to pay its fair share of the cost of public service needs it generates.

COD 1.6 Continue to use water, water resources, and sewer development fees to ensure that new growth pays for itself without adversely impacting existing customers.

Response: The development will comply with all City requirement with respect to water and sewer development fees to ensure that development pays for growth.

COD 2

Promote development timing guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.

COD 2.2 Ensure proposed development commits to construction of primary water, wastewater, and circulation systems, as necessary, before approval.

Response: Consistent with City requirements, the builder has submitted water and sewer basis of design reports, as well as a traffic report, with the zoning application to ensure adequate infrastructure and transportation systems are in place to serve the proposed use.

❖ INNOVATION & PROSPERITY

Economic Vitality Element

EV 1

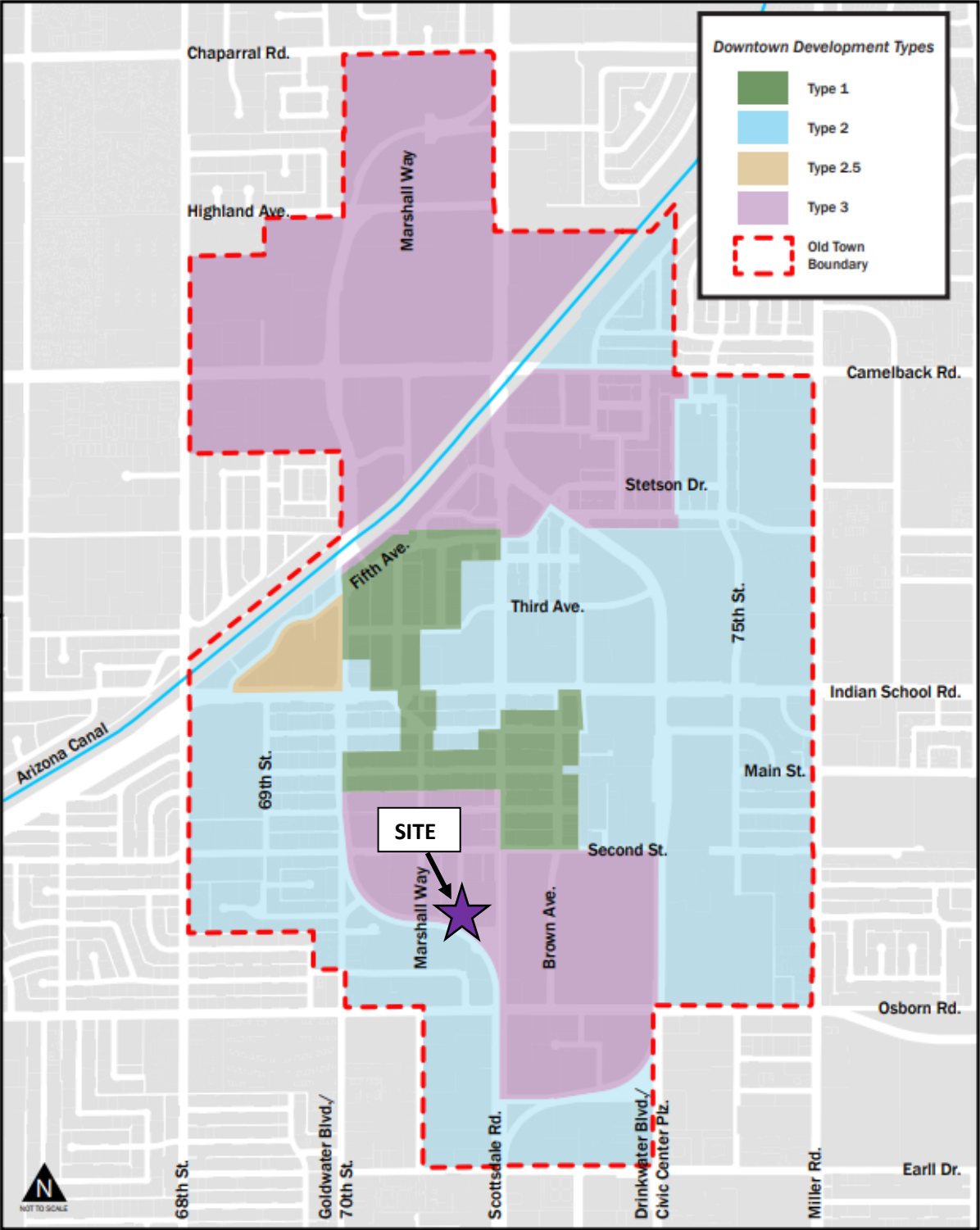
Foster Scottsdale’s resiliency to economic change through support of our core industries (e.g., tourism, healthcare, bio/life sciences, advanced business services), assets, regional competitiveness, and economic diversity.

EV 1.2 Support retention and expansion of established businesses and provide resources for businesses to adapt to changing market conditions.

EV 1.3 Diversify Scottsdale’s businesses, focusing on industries that add value to the existing economic environment.

Response: Providing a variety of housing options that address the needs of multiple demographics contributes to a strong economic base. Old Town Scottsdale and surrounding area have a growing demand for housing options in well located areas. This proposal will contribute to the long-term economic prosperity of the surrounding area by providing residents the opportunity enjoy what Old Town has to offer promoting the live, play, work lifestyle. Further, the development will help diversify the local economy and support a sustainable economic future as the City continues to grow and change.

Downtown Development Types



Source: Old Town Scottsdale Character Area Plan

III. OLD TOWN SCOTTSDALE CHARACTER AREA PLAN

Adopted by the City Council in 1984 and updated in 2009 and later in 2018, the OTSCAP acts as a guide for the future growth and development of Scottsdale's downtown area. The Downtown Multiple Use Type 3 category supports a variety of major employment and service related uses including, but not limited to, hotel, multiple story residential, office, commercial retail, and support services consistent with the intensity of uses which are typically found in Old Town Scottsdale. Revitalizing and redeveloping mature areas are a critical part of the economic vitality of the community as it matures. Thus, the proposed development of the site is essential for the continuing economic growth and sustainability of the City as a whole.

The proposed D/DMU-3 PBD DO zoning district is consistent with the General Plan and Old Town Plan land use designation for the Property. The Old Town Plan's goals and policies which relate specifically to the proposed Development Plan for the Property are identified as follows:

LAND USE

Goal LU 1

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

Policy LU 1.1

As a General Plan designated Mixed-Use Neighborhood, Old Town Scottsdale should offer access to multiple modes of transportation and major regional destinations, accommodate higher density housing combined with complementary office and retail uses, in vertical mixed-use structures, with a focus on pedestrian-scale architectural design at the ground level.

Policy LU 1.2

As a General Plan-designated Growth Area, Old Town should accommodate future growth, new development, and redevelopment, with increased focus on enhanced transportation and infrastructure coordination.

Policy LU 1.3

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

Response: The Meridian Art Lofts offers an exciting and unique living situation unlike anything currently offered in the Arts District in Old Town. The 16 residential units will have an average size of approximately 900 square feet with approximately 350-400 square feet reserved for outdoor living space. The 0.51+/- acre site is currently vacant, and this proposal utilizes a unique building configuration that maximizes the space despite the constraints created by the size. Additionally, the Property is ideally located for a live, work, play synergy synonymous with urban living with well-established cultural, entertainment and employment land uses nearby.

Goal LU 2

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

Policy LU 2.3

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

Response: The proposal seeks to develop a vacant parcel into a unique residential development that encourages an urban lifestyle. The rezoning request will allow for the revitalization of a vacant parcel that will be supported by established retail, commercial and employment uses. D/DMU-3 PBD DO zoning will allow for context appropriate Downtown development standards compared to what is currently allowed under existing zoning designation for the Property.

Goal LU 3

Continue the use of development types to guide the physical and built form of Old Town Scottsdale.

Policy LU 3.4

Support the highest scale Type 3 development generally north of the Arizona Canal, south of Main and Second Streets along both the Goldwater and Drinkwater Boulevard's southern curves, and east and west of the intersection of Scottsdale Road and Drinkwater Boulevard.

Response: The PBD overlay requested with the Meridian Art Lofts zoning application will allow for greater flexibility with the development standards for the Property. Development of the infill site into a unique residential community creates a wide range of amenities including, but not limited to, enhanced landscape and hardscape, improved pedestrian connectivity, sensitive edge buffering and vibrant architecture. Due to the site constraints (size and unique configuration), the applicant is seeking the PBD overlay to allow for flexibility.

Goal LU 5

Promote diversity in Old Town housing options.

Policy LU 5.1

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

Policy LU 5.2

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.

Response: The redevelopment of this small, infill site into a 16- unit residential development promotes the live, work, play lifestyle that contributes to the synergy of Old Town Scottsdale. The proposal meets the demand for a variety of housing types by offering a unique layout that incorporates multilevel residential units with indoor and outdoor living space.

Goal LU 6

Encourage a mix of land uses to support a walkable and sustainable downtown.

Policy LU 6.1

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

Policy LU 6.2

Support downtown sustainability by encouraging vertical mixed-use development with and uses near one another.

Policy LU 6.3

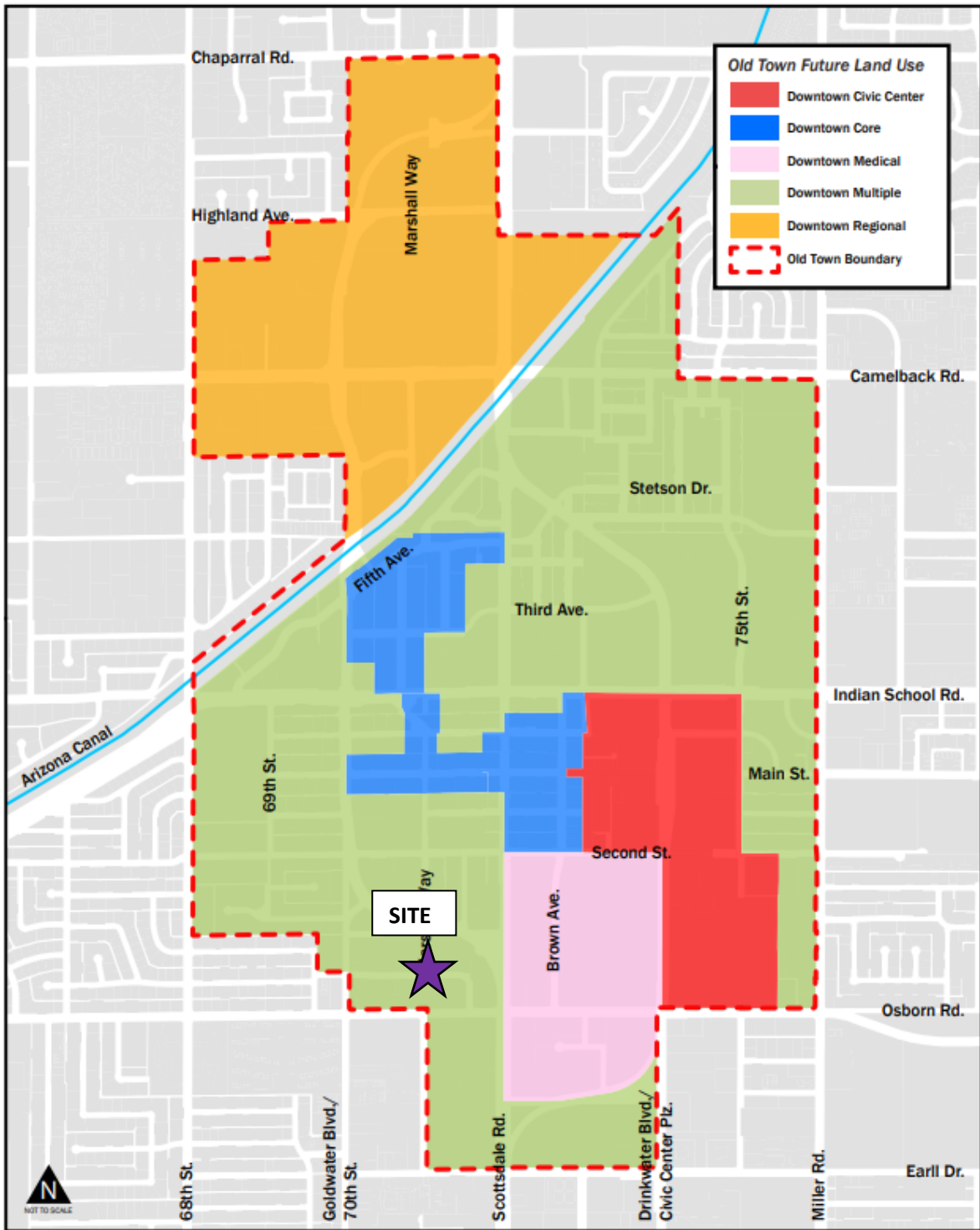
Encourage development to make use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.

Policy LU 6.4

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

Response: The Meridian Art Lofts is located in the Scottsdale Arts District on a vacant parcel south of the Main Street galleries and within proximity to Stagebrush Theatre, the Scottsdale Artists' School, and the MOW. The location of the proposed development will lend itself to various modes of transportation, such as by foot, bicycle and/or trolley vs. car as the Property is located within one-quarter mile of numerous restaurants, cultural, employment and retail opportunities. The City's civic complex (offices, library, and museum) is located approximately one-third mile to the east and The Waterfront and Scottsdale Fashion Square mall are located approximately one-half mile to the north. The proposal employs pedestrian oriented design elements that include, but are not limited to, modified turning radius/larger sidewalk space, shade canopies, street-facing windows that create an activated street frontage and architectural elements that produce a visual experience at any vantage point.

Old Town Future Land Use Map



Source: *Old Town Scottsdale Character Area Plan*

CHARACTER AND DESIGN

Goal CD 1

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

Policy CD 1.1

Incorporate the distinctive qualities and character of the surrounding, and/or evolving district context into the building and site design.

Policy CD 1.2

Encourage public and private development to establish new urban design and architectural character in areas where downtown development patterns are fragmented or are in transition.

Response: The Meridian Art Lofts incorporates unique artistic elements within an urban context that celebrates the spirit of the Arts District yet remains consistent with the overall character of Old Town. The building design offers a unique living situation in which the average size of the residential units are approximately 900 square feet with approximately 350-400 square feet reserved for outdoor living space. This indoor/outdoor living arrangement was designed specifically to take advantage of the location synergistic downtown location. The proposal is also sensitive to pedestrian comfort and incorporates canopy-shaded sidewalks, activated street frontages and a landscaped rest-bit on the corner of Bishop Lane and Goldwater (modified turning radius). The pedestrian experience is further enhanced by interesting visuals that include contemporary architecture and lush landscaping.

Goal CD 2

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

Policy CD 2.1

The scale of existing development adjacent to the Old Town boundary should be acknowledged and respected through a sensitive edge transition buffer. This buffer, established on a location specific basis, may include transitional development types, landscape buffers, and/or sensitive architectural design solutions to mitigate the larger building mass and height of downtown development.

Policy CD 2.2

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

Response: The rezoning request to PBD requests a maximum height of 54' where 90' (84' + 6' mechanical) is allowed based on the Property size. This height is sensitive to the surrounding context and is compatible with the Type 2 developments to the south and Type 1 developments to the north. The building height of the proposed development will act as a transitional buffer between Type 2 developments to the south and taller projects to the north and west of the Property in the Type 3 Development category. For example, the adjacent Museum Square project (Case Number: 13-ZN-2018) has approved building heights of 149', 139', 135', and 75'.

Goal CD 3

Old Town development should respect and respond to the unique climate and context of the Southwestern Sonoran Desert.

Policy CD 3.1

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

Policy CD 3.2

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

Policy CD 3.3

Pursue building and development strategies that reduce the heat island effect within downtown.

Policy CD 3.4

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.

Policy CD 3.5

Encourage the use of renewable energy powered technologies that provide outdoor cooling within downtown.

Response: The landscape character of the proposed development will include a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette will be desert sensitive and water efficient.

Goal CD 4

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

Policy CD 4.1

Encourage urban and architectural design that addresses human scale and provides pedestrian comfort.

Policy CD 4.2

Retain and expand the tradition of covered walkways in Historic Old Town. Encourage the use of covered walkways, cantilevered awnings, and tree canopies in all other districts.

Policy CD 4.3

Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.

Policy CD 4.4

Enhance the downtown pedestrian experience through the provision of pedestrian oriented banner, wayfinding, signage, and other related infrastructure.

Response: Old Town Scottsdale has cultivated the pedestrian experience through an interwoven fabric of connections enhanced by means including, but not limited to, landscaping, activated street frontages and improved walkways. The Meridian Art Lofts seeks to build upon the existing network by improving pedestrian walkways that are enhanced with shade canopies along Goldwater and Bishop, groundcover, and lighting that is context appropriate but also provides wayfinding at night. The proposal also includes a respite at the corner of Bishop Lane and Goldwater Boulevard to enhance pedestrian comfort and reinforce the character of a walkable downtown. The Property is located in a part of Old Town that offers a rich pedestrian focused environment surrounded by a range of activities along Main Street and Scottsdale Road. The proposal seeks to enrich this experience and encourage non-automotive modes of transportation.

Goal CD 5

Establish an inviting and interconnected downtown public realm and open space network that is useful, safe, interesting, and comfortable to all.

Policy CD 5.1

Provided high-quality, multi-functional open space areas within Old Town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.

Policy CD 5.2.

Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town.

Policy CD 5.3

Provide a variety of public realm and open space areas that accommodate multiple activities and special events for downtown residents, visitors and workers of all ages.

Policy CD 5.4

Promote the Civic Center, Arizona Canal, and Museum of the West areas as primary downtown public open spaces for community residents and visitors. These primary public spaces should be actively programmed with a variety of social, cultural, artistic and entertainment activities, and special events.

Policy CD 5.5

Improve, expand, or create new public realm and open space areas that can be enhanced by art and interactive opportunities, such as pocket art parks and temporary art trails.

Response: The proposed development features a desert-lush landscaped central courtyard. The courtyard is activated by hardscape/landscape that promotes a gathering place and inviting environment that fosters interaction in an intimate small-scale setting. Walkways around the Property will be improved, and connectivity will be provided to the newly approved Museum Square project (Case Number: 13-ZN-2018) and beyond connecting to the established Old Town pedestrian network.

Goal CD 6

Create safe, comfortable, and interesting street spaces.

Policy CD 6.1

Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.

Policy CD 6.2

Connect downtown street spaces with other pedestrian spaces and linkages.

Policy CD 6.3

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

Policy CD 6.4

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

Policy CD 6.5

Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or common opens spaces.

Policy CD 6.6

Create, or maintain, a defined building location to establish the public realm with a clear visual identity, and activate storefront areas to increase pedestrian comfort.

Response: Activated street frontages create visual interest that contribute to an enhanced pedestrian experience. Improvements include, but are not limited to, improved pedestrian walkways and landscaping. Building and architectural elements serve to reinforce the character of the Arts District, which also contributes to creating interesting street spaces.

Goal CD 7

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

Policy CD 7.1.

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

Policy CD 7.2

Landscape materials should complement the built environment, land uses, and other downtown activities. Careful selection of downtown plant materials should take into account attributes such as scale, density, placement, arrangement and maintenance requirements.

Response: The landscape palette will complement the existing urban context by integrating desert-lush vegetation that provides shade, color, texture and form while providing a setting for the proposed development. Mature desert landscaping and materials will enhance the pedestrian

experience and soften the vertical and horizontal surfaces by incorporating natural shading elements. The landscape character will incorporate shrubs and hanging vegetation that will flourish in the unique urban environment while complementing the architecture and blending into the context of Old Town.

Goal CD 8

Integrally design lighting into the built environment.

Policy CD 8.1

Achieve a balance between ambient light levels and designated lighting needs to ensure safe lighting levels while reducing light pollution and glare.

Policy CD 8.2

Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular safety in public and private spaces.

Policy CD 8.3

Use lighting to provide a safe and inviting nighttime environment for residents, businesses, visitors, and nighttime special events and activities.

Response: Energy efficient lighting will be balanced to provide appropriate levels for wayfinding and building accent while respecting the existing Old Town environment.

Goal CD 9

Implement high quality urban and architectural design in Old Town.

Policy CD 9.2

Incorporate the Scottsdale Sensitive Design Principles and the Old Town Urban Design and Architectural Guidelines in all development.

Policy CD 9.3

Achieve high quality urban and architectural design through the development review process.

Policy CD 9.4

Integrate art into downtown urban design and architecture.

Response: The Meridian Art Lofts will promote the Scottsdale Sensitive Design Principles and embrace the applicable Old Town Urban Design & Architectural Guidelines as outlined in the sections below. Taking cues from modern architectural design, indigenous building materials and native landscaping materials, the development will provide a pedestrian-oriented urban environment with a modern, contemporary aesthetic. Complementary textures, colors and materials will create strong aesthetic connections between existing and newly constructed developments while still maintaining a unique and identifiable character for the proposed development.

Goal CD 10

Incorporate sustainable building practices in Old Town development.

Policy CD 10.2

Incorporate sustainable planning, design and building techniques into downtown development and use durable indigenous materials that will endure over time, to minimize environmental and maintenance impacts.

Policy CD 10.3

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

Policy 10.4

Promote the use of energy efficient systems, construction methods, and renewable energy sources in downtown development. Encourage strategies that provide multiple benefits, such as solar parking canopies.

Policy 10.6

Use existing urban resources, such as infrastructure systems, underutilized sites, buildings, and transportation networks to minimize the use of new resources.

Policy 10.7

Promote methods of water conservation, such as stormwater capture, rainwater harvesting, water reuse and passive landscaping irrigation.

Policy 10.8

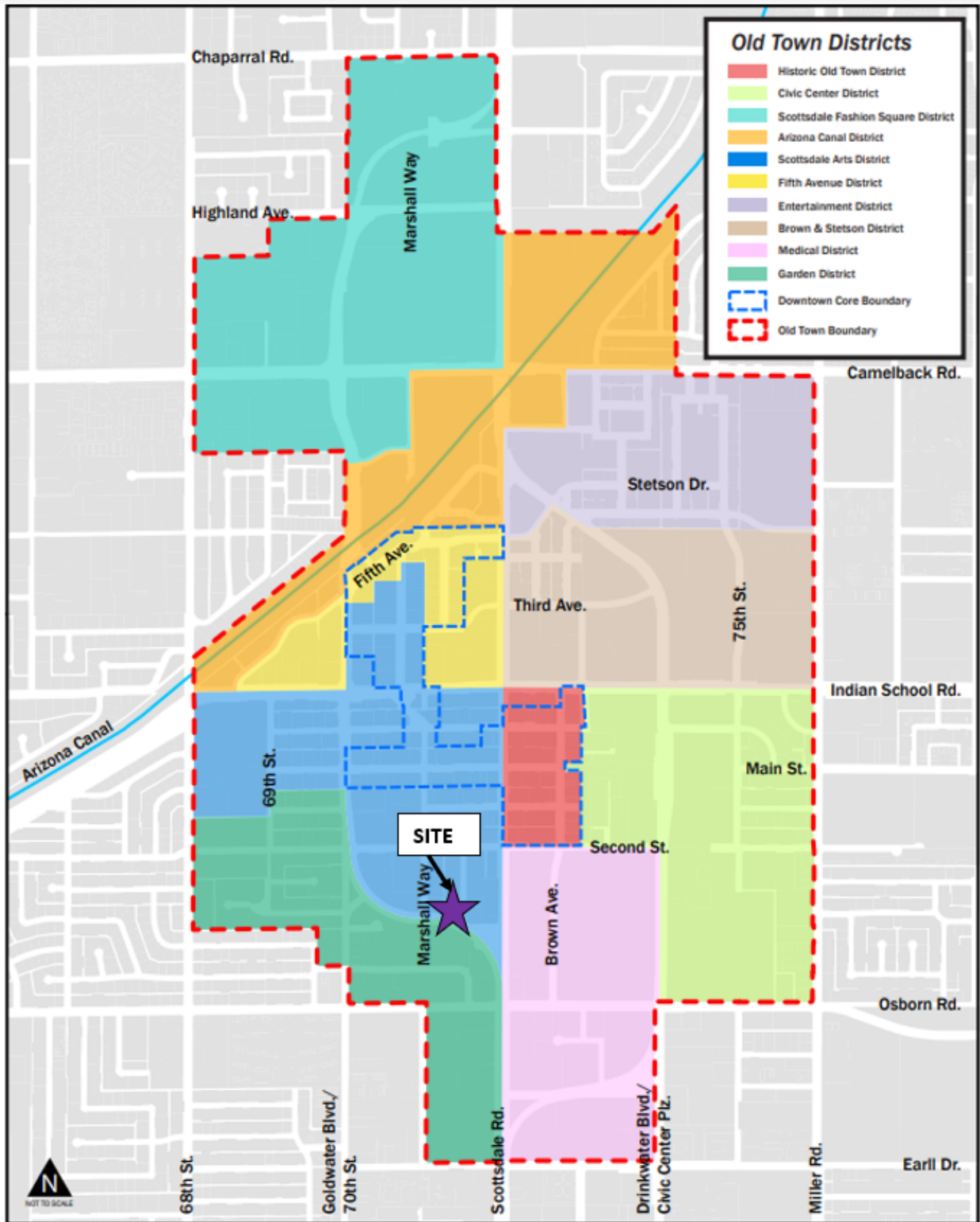
Develop and maintain sustainable solid waste collection, recycling, and disposal delivery systems downtown. Encourage the use of shared waste containers and compactors among businesses to reduce the number of containers in downtown and their negative aesthetic, olfactive and circulation impacts.

Policy 10.9

Encourage downtown recycling and other waste reduction and diversion programs in civic spaces, at special events, and in commercial and multifamily residential developments.

Response: This proposal incorporates sustainable strategies to reduce environmental impact and energy consumption. The layout of the building was designed in a manner that is sensitive to solar gain. During the summer solstice, the screens of the building are designed so that shade is provided to the residential units in the summer months. During the winter solstice, the screens allow sunlight to enter the residential units, thereby providing warmth in the winter months. The building also utilizes windows with high efficiency insulated glazing and low e-coating.

Old Town Districts



Source: Old Town Scottsdale Character Area Plan

Goal CD 11

Infrastructure design should positively contribute to Old Town identity.

Policy CD 11.1

Design infrastructure improvements to unify the overall identity of Old Town, while still contributing to the specific district identity in which they are located.

Policy CD 11.2

Develop infrastructure improvements that positively impact the aesthetics and mobility aspects of the pedestrian environment.

Policy CD 11.3

Underground overhead utilities, when physically and economically feasible, to reduce the negative visual impacts in the downtown.

Policy CD 11.4

Minimized the aesthetic and circulation impacts of power and communication system equipment located in rights-of-way.

Response: Infrastructure improvements will be unified within the Old Town and Scottsdale Arts District context improving the current condition and pedestrian experience in the area. Above ground mechanical will likely be minimized utilizing ground vaults, where feasible, and/or artfully screened from view through the use of decorative walls and/or landscaping buffers or other appropriate screening methods.

MOBILITY

Goal M 1

Develop complete streets through public and private infrastructure investments and improvements.

Policy M 1.1

Maintain a well-connected downtown circulation grid, comprised of complete streets that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. A complete street responds to its community context, and may include sidewalks, bicycle lanes and parking, bus lanes, comfortable and accessible public transit stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, and narrower travel lanes to enhance connectivity for all. A complete street is also consistent with federal laws and guidelines including those pertaining to accessibility.

Policy M 1.3

Provide continuity in downtown wayfinding, through the addition of landmarks, public art, distinct streetscape improvements, maps, directions, symbols, signage and information systems for both pedestrians and motorists.

Policy M 1.4

Accommodate the movement of freight goods and services, truck delivery access and operations, solid waste collection, and emergency response vehicles on private development sites, and out of the public right-of-way, where possible.

Policy M 1.5

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

Policy M 1.6

Revitalize the downtown portion of Scottsdale Road into a paseo/boulevard that facilitates circulation and access for all modes of travel, with a special emphasis on meeting pedestrian needs.

Policy M 1.7

Maintain Goldwater and Drinkwater Boulevards as the primary routes to accommodate pass-through traffic around downtown.

Response: Successful downtown revitalization and redevelopment focuses on a lively pedestrian experience that improves linkages and enhances the entire pedestrian network. The proposed development will improve pedestrian walkways along Goldwater Boulevard and Bishop Lane, which is a necessary improvement for the infill site. In addition to thoughtfully placed shade canopies, sidewalk improvements include a shaded respite on the corner of Bishop Lane and Goldwater. This will contribute to a more comfortable pedestrian experience around the Property that will successively encourage the use of the established circulation system and multi-modal transportation options available in Old Town.

Goal M 2

Create complete, comfortable, and attractive pedestrian circulation systems.

Policy M 2.1

Design the public realm to include wide sidewalks that accommodate meeting and passing other pedestrians, queuing, pedestrian waiting areas, street furniture, pocket parks, patio areas and other desired levels of activity.

Policy M 2.2

Encourage pedestrian oriented design that includes pedestrian comfort amenities such as trees, shade, seating, shelter, wayfinding and lighting, to encourage strolling, lingering, and promenading, especially in areas where there is a high concentration of pedestrian activity.

Policy M 2.3

Manage existing, and design future downtown transportation and related systems, with a focus on pedestrian mobility, accessibility and safety.

Policy M 2.4

Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between downtown districts.

Policy M 2.5

Provide enhanced pedestrian access and connections between adjacent developments.

Response: This proposal includes pedestrian enhancements that will be a vast improvement for the infill site.

Goal M 3

Create a hierarchy of pedestrian spaces within Old Town.

Policy M 3.1

Develop specific downtown connections, nodes and spaces as Pedestrian Places, particularly where there is a high concentration of pedestrian activity, or where a high level of pedestrian activity is desired.

Policy M 3.2

Create a Pedestrian Supportive environment throughout the remainder of downtown.

Policy M 3.3

Roadway corridors with higher traffic volumes and faster speeds, combined with larger land use setbacks, may remain Pedestrian Compatible and should include Pedestrian Supportive crossing treatments.

Policy M 3.4

Eliminate existing, and discourage new, Pedestrian Challenging environments within downtown.

Response: The Scottsdale Arts District enjoys a high level of pedestrian activity. This proposal will enhance the pedestrian experience by developing an infill site into a new residential development that blends interesting architectural elements with unique site design.

Goal M 4

Maintain a convenient and adequate parking supply Old Town.

Policy M 4.1

Develop a “park once” environment downtown, where users can access multiple destinations without the need to move their private vehicle.

Policy M 4.2

Create new or adjust existing parking requirements to ensure continued downtown revitalization and investment, as technologies and private vehicle user preferences evolve.

Policy M 4.3

Maximize the use of the existing parking supply through a comprehensive, multi-tiered parking management program.

Response: The nature of the proposed development and the ground level parking provided contribute to the “park once environment” of Old Town. Located in the Arts District, the Meridian Art Lofts is surrounded by a variety of land uses that altogether create a live, work, play synergy that encourages a “park once environment.”

Goal M 5

Encourage transit that provides local and regional connections to, from and within Old Town Scottsdale.

Policy M 5.1

Enhance Old Town Scottsdale’s local and regional transit availability and accessibility, by emphasizing high frequency and expanded hours of service within the downtown and connections to adjacent areas.

Policy M 5.2

Locate higher density development near major transit routes and venues to facilitate increased use of downtown transit.

Policy M 5.3

Link the Old Town Trolley and other transit to existing and future local and regional transit networks to accommodate the needs of residents, employees and visitors.

Response: The Property is ideally situated to benefit from Old Town and City-wide transit options. The Scottsdale Trolley system (Morning Express, Neighborhood and Downtown trolleys) run adjacent to the Property providing access throughout Old Town and Southern Scottsdale. The existing Valley Metro Bus runs along Scottsdale Road (Route 72) providing access from Chandler/Tempe to North Scottsdale and along Indian School Road (Route 41) providing access from Granite Reef west to Phoenix.

Goal M 8

Promote bicycle education, safety, and enforcements.

Policy M 8.2

Incorporate safety measures at grade separations, street crossings, and intersections to minimize conflicts with vehicles, pedestrians, and other bicyclists.

Response: Safety measures will be factored into the design of street crossing and intersections to protect all modes of transportation whether walking, biking or traveling by car.

ARTS & CULTURE

Goal AC 1

Invest in current and create new opportunities to advance Old Town Scottsdale as an arts and cultural hub with regional, national, and international significance.

Policy AC 1.1

Support a diverse range of arts and culture experiences downtown.

Policy AC 1.2

Revitalize, expand and develop new arts, cultural, and educational facilities that enhance Old Town Scottsdale’s artistic landscape.

Policy AC 1.3

Grow existing and establish new high-quality, signature festivals, events and programming that attract resident and visitor audiences and distinguish Old Town Scottsdale as a premiere arts and culture destination.

Policy AC 1.4

Continue to invest in, improve, celebrate, and promote the Scottsdale Arts District, Scottsdale Civic Center, and the Arizona Canal as prominent downtown arts and culture destinations.

Response: Scottsdale’s identity and brand includes art/culture, recreation, shopping and resorts. The Meridian Art Lofts will build upon the strong art base in Old Town by providing an anchor for the west end of Old Town that includes creative, contemporary architecture and unique building design that will continue to distinguish Old Town Scottsdale as a premiere art and culture destination.

Goal AC 2

Encourage creative place-making in Old Town, where all can participate.

Policy AC 2.1

Encourage investment in public art and cultural destinations that preserve, educate, and celebrate Scottsdale’s diverse history, culture, and people.

Policy AC 2.2

Serve diverse community interests by supporting a variety of monumental art pieces, emerging artists, and temporary event-based programs downtown.

Policy AC 2.3

Utilize public art to strengthen interconnectivity between downtown districts and cultural facilities through way-finding, space activation, temporary art trails, and pocket art park opportunities.

Policy AC 2.4

Facilitate public art integration into Old Town architecture and urban design.

Response: The Meridian Art Lofts seeks to celebrate Scottsdale’s place as a destination for arts and culture. The proposed building design and unique residential enclave foster a community grounded in the creative setting while creating new visual experiences for pedestrians.

Goal AC 3

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

Policy AC 3.1

Animate existing private and public spaces with arts and culture, and create informal, spontaneous exhibition and performance spaces throughout the downtown.

Policy AC 3.2

Connect commercial and private art enterprises with public and non-profit arts and cultural venues in the downtown.

Policy AC 3.3

Encourage the attraction and retention of Scottsdale based non-profit arts and culture organizations in downtown.

Policy AC 3.4

Develop economic, land use, planning, and design strategies to protect and enhance arts, culture, and gallery businesses in downtown.

Policy AC3.5

Encourage continuation and expansion of innovative arts and culture programming that enriches the community.

Policy AC 3.6

Increase and promote community arts partnerships and projects that animate public spaces and provides residents, workers, and tourists with diverse arts experiences.

Policy AC 3.7

Support work/live development in the downtown that is flexible enough to accommodate the needs of creative professionals.

Response: The Meridian Art Lofts incorporates a unique indoor/outdoor design that was formulated to take advantage of the location in Old Town and the Arts District. The Scottsdale Arts District includes 70+/- galleries featuring the works of 1,000+/- artists along with museums, the Scottsdale Artists' School and Stagebrush Theatre. The adjacent Museum of the West features a wide range of exhibits including, but not limited to, Hopi pottery, Western paintings, bronze art and historic photographs. SMOCA is located approximately one-half mile to the east and includes a wide range of contemporary painting, drawings, photographs, and installations. Drawing upon this spirit of the area characterized by arts and culture, the project will provide a distinct, creative design that incorporates unique artistic elements unlike anything in the Arts District currently.

ECONOMIC VITALITY

Goal EV 1

Support Old Town's prominent economic role as a hub for arts, culture, retailing, dining, entertainment, tourism, events, and employment.

Policy EV 1.1

Encourage land uses, activities, and special events that support downtown as a primary commercial, cultural and tourism destination, to maintain downtown's economic role in the community.

Policy EV 1.2

Promote downtown as an environment attractive to both leisure visitors and a skilled workforce.

Policy EV 1.4

Proactively address economic and social changes by examining Old Town goals on a regular basis, to ensure responsiveness to shifts in economic, social, environmental, and market conditions.

Policy EV 1.5

Appeal to residents, visitors, and workers by creating and delivering programs and services that support a high quality, year-round, successful mix of retail, dining, entertainment, emerging enterprises, and small business that contribute to Old Town’s unique character.

Response: The Property is currently vacant, which can pose issues for the City in terms of financial loss and safety. Revitalizing underutilized sites is important in sustaining the City’s economic base, and this proposal achieves this goal by turning an infill site into a vibrant, contemporary residential development that will bring additional tax revenue to the City. The proposed development will also create new, activated streetscapes along Goldwater Boulevard and Bishop Lane that currently do not exist, which will improve pedestrian comfort in the area.

Goal EV 2

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

Policy EV 2.1

Encourage investment in residential and commercial development that ensures Old Town’s economic competitiveness regionally and nationally.

Policy EV 2.2

Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.

Policy EV 2.3

Encourage private investment through public-private partnerships, that utilize the shared skills and assets of each sector to deliver downtown development and community amenities.

Policy EV 2.4

Promote the retention of major downtown employers and accommodate their future expansion needs.

Policy EV 2.6

Retain, expand, and support Old Town’s prominent medical campus that serves as both a major employer and community service provider.

Policy EV 2.7

Attract and retain a broad array of economic activities that widen the appeal of Old Town and strengthen the city’s tax base.

Policy EV 2.8

Recognize that talent is a critical component of business location decisions, and enhance Old Town’s quality of life amenities and housing choices, to appeal to a skilled workforce.

Response: Developing an infill site creates an opportunity for economic gain for the City. The proposed development will add additional rooftops to Old Town, which will bring additional sales tax and bolster Scottsdale’s economic base. The proposed residential development will also serve to support nearby employers, which include HonorHealth and City of Scottsdale. Additionally, the proximity of restaurant, retail and galleries secures this location as ideal in promoting a live, work, play synergy that is found throughout Old Town.

Goal EV 3

Embrace and explore innovative solutions to infrastructure and service delivery.

Policy EV 3.1

Adopt a smart cities strategy to pursue new technologies that will better leverage and capitalize on city assets and improve service delivery.

Policy EV 3.2

Pursue approaches to downtown parking, transportation, mobility, and public space limitations through a combination of demonstrated national best practices as well as early adoption of technology.

Response: To provide the best use of space consistent with the trends for transportation options and parking needs ample parking is provided on site. The owner is working to provide additional overflow parking offsite, even though not required.



IV. PLANNED BLOCK DEVELOPMENT (PBD)

Sec. 6.1301. Purpose. The purpose of the PBD Overlay District is to allow for development flexibility in the Downtown Area to assist the City in achieving the Downtown Plan, developing more Downtown Area public amenities, and adding land uses that would further promote the Downtown Area as a twenty-four (24) hour community.

Response: The PBD overlay designation has been requested to allow for greater development flexibility on the site. In keeping with the PBD requirements, a Development Plan has been established to specify parameters for site planning, architecture, and landscaping. The intent of the Development Plan is to define an established style, character, and design quality for the Property, while maintaining specific needs and a creative identity through future approvals by the Development Review Board (DRB). The Development Plan is intended to invoke a sense of quality and character to ensure compatible development with Scottsdale's Old Town urban character.

Summary of Proposed Property Development Standards

Gross Site Area: 21,303 (+/-) s.f. or 0.4891 (+/-) gross acres
Net Site Area: 9,683 (+/-) s.f. or 0.2223 (+/-) net acres
Building Height Allowed: 90' (84' + 6' mechanical)
Building Height Proposed: 54' including mechanical
Maximum GFAR: 1.4
Proposed GFAR: 0.09 (approximately 2,000 s.f.)
Density Allowed: 50 du/ac or 25 units on the 0.49-acre site
Proposed Density: 32.6 du/ac or 16 units on the 0.49-acre site
Parking Provided: 16 parking spaces

*Building Setbacks at ground level:

Required:

Goldwater Boulevard: 30 feet

Bishop Lane: 20 feet

Provided:

Goldwater Boulevard: 14 feet (18 feet average)

Bishop Lane: 14 feet

***Amended Development Standards** for setbacks only due to infill location, size of site, and adjacency to two street frontages. Amendments also include exceptions for the architectural fin walls. The building is lower in height and density than what is permitted by the based Downtown development standards.

Sec. 6.1304. PBD Overlay District criteria.

A. Before the first Planning Commission hearing on a PBD Overlay District application, the Development Review Board shall make a recommendation to the Planning Commission regarding the Development Plan based on the following criteria.

1. Criteria for a PBD Overlay District application in a Type 1 Area:

Response: Not applicable.

2. Criteria for a PBD Overlay District application in a Type 2 or Type 2.5 Area:

Response: Not applicable.

3. Criteria for a PBD Overlay District application in the Type 3 Area:

a. The Development Plan shall reflect the goals and policies of the Character & Design Chapter of the Downtown Plan.

Response: See Old Town Scottsdale Character Area Plan – Character & Design section above for response to the applicable goals and policies.

b. The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines;

Response: See Old Town Scottsdale – Urban Design & Architectural Guidelines section.

b. The building form shall reflect the planned character of development within which the development will be located;

Response: The proposed development is compatible with existing and newly proposed architecture in the surrounding area.

d. The Development Plan shall incorporate standards for development within three hundred fifty (350) feet of the Downtown Boundary that address appropriate transitions in building heights between the proposed development and the zoning districts abutting or adjacent to the development;

Response: Not applicable.

e. The Development Plan shall incorporate standards for development within one hundred (100) feet of a Type 1 Area, Type 2 Area, and/or Type 2.5 area shall address appropriate transitions in building heights, building massing, and landscape materials between the proposed development and the Type 1 Area, Type 2 Area and/or Type 2.5 Area;

Response: The proposed development incorporates architectural and building elements that provide variation to reduce visual impact. Thoughtfully placed screening and hanging vegetation create a vertical hierarchy that begins with a strong base and gets lighter as the eye moves up. These features provide visual interest, which also serves to reduce building impact.

f. The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms and architectural features that address human scale and pedestrian orientation; and

Response: The design of the Meridian Art Lofts is sensitive to the pedestrian environment of Old Town and seeks to maintain this character through activated street frontages that encourage the pedestrian experience.

g. The pedestrian circulation shall be accessible and easy to navigate, and incorporate open space and pedestrian linkages to the public pedestrian circulation network.

Response: In conformance with the Old Town Scottsdale Character Area Plan, the existing network of pedestrian linkages will be enhanced with the proposed development.

B. In addition to the criteria used by the City Council to review a zoning district map amendment application, the Planning Commission shall make a recommendation to the City Council, based on the following applicable criteria:

1. Standard criteria:

a. The proposed development supports the land use elements of the General Plan and the Downtown Plan.

Response: The proposed development plans support the land use elements of the General Plan and Old Town Scottsdale Character Area Plan. See both sections for a discussion on the applicable goals and policies.

2. Criteria to add land uses to Table 5.3004.D., Land Uses for Each Sub-district of the Downtown District:

a. Each proposed land use helps maintain a balance of land uses in the Downtown Area in accordance with the Downtown Plan.

b. Each proposed land use is compatible with the adjacent development, and strengthens the mix of land uses and activities in the Downtown Area.

c. Each proposed land use substantially implements the pedestrian oriented, twenty-four (24) hour downtown community goals of the Downtown Plan.

Response: The applicable use regulations of the Old Town/Planned Block Development district shall apply. No additional changes are requested with this application to the land use table for the Multiple Use sub-district.

3. *Criteria to achieve bonus(es):*

- a. *The proposed Development Plan reflects noteworthy investments to provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives, primarily in the immediate vicinity of the neighborhood where the development will be located.*

Response: Not applicable.



V. OLD TOWN SCOTTSDALE – URBAN DESIGN & ARCHITECTURAL GUIDELINES (UDAG)

ENHANCE THE PEDESTRIAN ENVIRONMENT

1. Create an interconnected, walkable downtown. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance, the DSPM, & the Americans with Disabilities Act)

Development should enhance the interconnectivity of Old Town.

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

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

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

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

Response: Development of this infill site consists of a number of improvements including, but not limited to, enhanced landscape, improved pedestrian environment, shade-canopy over sidewalks, contemporary architecture, and concealed parking, all of which contribute to an interconnected, walkable downtown. A well-landscaped central courtyard element is provided for residents.



2. Maintain a consistent street edge and continuity of street-spaces. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

A strong street edge defines and strengthens the pedestrian experience in an urban space.

- 2.1 Align new buildings with existing buildings, and minimize the space between buildings to define a continuous building-street edge.*
- 2.2 Locate the majority of building frontage to a common setback line and parallel to the street. Variations to the building setback that support the pedestrian experience may be considered.*
- 2.3 Create a defined street-space where building frontages do not exist by incorporating design elements such as site walls, landscaping, overhead trellis, or covered walkway.*
- 2.4 Convey a unified street appearance through the provision of complementary street furniture, paving, lighting, and landscape plantings.*
- 2.5 Locate linear and rhythmic landscape planting at the street edge, and at site features such as intersections, entry drives, sidewalks, and courtyards.*

Response: Street frontages are activated through ground level amenities, new sidewalks and shade canopies for pedestrians. Additionally, vertical building elements that serve to provide solar relief also contribute to an urban character.

OPEN SPACES

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

Public spaces are an extension of the community and provide a place for human interaction. When cities have thriving civic spaces, residents have a strong sense of connection to one another and the community. The design of public and private open spaces should accommodate different levels of human engagement, from short impactful experiences, to longer interactions. Allow for flexibility within these spaces to be able to provide opportunities for special events, activities, and daily interaction.

- 3.1 Provide open space for public and private outdoor activities, special events, and day-to-day activities. Incorporate temporary and permanent infrastructure into open space and streetscape designs to support activities and events year-round.*
- 3.2 Utilize a cohesive palette of design elements such as fixtures, landscape plantings, hardscape, street furniture, and integrated infrastructure to support design continuity in downtown public spaces.*
- 3.3 Design private development to complement and reinforce the design of adjacent public spaces.*
- 3.4 Implement design techniques in and around open space areas to reduce the impacts of noise on sensitive uses.*

Response: The proposal includes a central courtyard that serves as open space to be utilized by future residents. The building layout is designed so that residents have views of the courtyard from within the development. The desert-lush landscaping and enhanced hardscapes not only provide a pleasing visual experience, but it also serves as a backdrop for interaction and engagement among residents that will foster a unified community. The courtyard will conform with the design criteria outlined above.

4. Connect Old Town open spaces to the surrounding context.

Open spaces provide the opportunity for humans to experience the natural environment in an urban, downtown setting. Open space is of vital importance to the desirability of Old Town as a place to visit, work, or live. In addition to being attractive and vibrant places in and of themselves, Old Town open spaces need to be part of a network - or series of networks - that connect neighborhoods within and to Old Town.

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

4.5 Provide open space at intersections for pedestrian mobility and link these open spaces to other public areas.

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

Response: The design of the Meridian Art Lofts is sensitive to the pedestrian environment of Old Town and seeks to maintain this character through activated street frontages that encourage the pedestrian experience.

INTEGRATION INTO THE NATURAL ENVIRONMENT

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

Outdoor spaces need a balance of sun and shade, depending on location, the season, and time of day. To create livable and inviting interior and exterior spaces, provide for shade particularly during the summer and allow access to sunlight in the winter.

5.1 Design for filtered or reflected daylighting of new buildings.

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

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

5.4 Minimize, or shade, materials that absorb and retain heat. Consider utilizing materials that dissipate heat.

Response: Landscaping will include desert appropriate vegetation to create an enhanced experience for pedestrians. The building design and orientation also pays consideration to the summer and winter solstices through building elements that reduce solar gain during the summer

months and maintain solar gain during the winter months. This design, as well as other architectural elements, aim to celebrate the surrounding desert context.

6. Design with context-appropriate vegetation.

Provide vegetation that will enhance the sense of place and tie the site into the surrounding environment.

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

6.2 Take into account mature vegetation sizes, characteristics, and maintenance requirements with site layout and design.

6.3 Design landscape elements and palette to relate closely to the character and function of site architecture, and coordinate with neighboring properties and adjacent public areas.

6.4 Utilize vegetation that is multipurpose, such as landscaping that reinforces the character of an area by providing shade, wayfinding, heat island relief, prominent site feature emphasis, and/or screens utility equipment and building service areas that are to be hidden from public view.

6.5 Incorporate low impact development practices into site design.

Response: The landscape palette will be sensitive to the desert context, and landscaping design will ensure efficient water use. Shrubs, ground cover, and hanging vegetation not only celebrate the Southwest but also serve to create a visual experience that reinforces the character within the Arts District.

INCORPORATION INTO THE BUILT ENVIRONMENT

7. Ensure continuity of site development.

The site plan, building arrangement, and orientation of uses should coordinate with neighboring properties.

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

7.2 Incorporate courtyards and other outdoor spaces into site design and link them with outdoor spaces on neighboring sites, and to the street.

7.4 Plan for temporary and permanent public art in site and streetscape design.

Response: With the development of the Meridian Art Lofts, Goldwater Boulevard and Bishop Lane will be improved to enhance the pedestrian experience creating better connections to Main Street and beyond to The Waterfront and Scottsdale Fashion Square mall; reinforcing the overall interconnected fabric of the entire Old Town area.

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

Development compatibility helps to strengthen the continuity of character throughout Old Town.

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

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

8.3 Design new development to be compatible with historic resources.

8.4 Building design that incorporates corporate or user branding is discouraged.

Response: The Meridian Art Lofts will transform this vacant infill site into a unique residential development that offers vibrant, contemporary architecture in an urban setting. At a maximum height of 54', the proposed development will seamlessly blend in with the surrounding environment, including the shops and galleries to the north, and the recently approved Museum Square (Case Number: 13-ZN-2018) development to the east.

9. Minimize the visual and physical impacts of utility equipment and building service areas.

Old Town supports the function of business, resident, and visitor activities. Site and building design should minimize the visual and physical impacts of building systems, equipment, and service areas.

9.1 Locate building service areas so as to minimize visibility from public view, and reduce potential conflicts with on-site circulation.

9.2 Conceal utility equipment, such as mechanical, electrical, solar, and communications equipment, from public view, other on-site users, and neighboring properties.

9.3 Locate utility equipment and building service and delivery areas on the development site - along the alley or within the site's interior.

9.4 Site planning that incorporates rideshare queuing and drop off is encouraged.

9.5 Consider building improvements such as lighting and signage on façades that face onto alleyways.

Response: All utilities, trash, and recycle and delivery services are contained within the site and are accessed inconspicuously. This will minimize the impact of these services so that the pedestrian experience is not interrupted.

10. Contribute to the ambiance, character, and safety of Old Town through architectural and site lighting. (Refer to Section 7.600 of the Scottsdale Zoning Ordinance).

The design of a nighttime environment that instills feelings of both safety and enjoyment is important to the economic and cultural vitality of Old Town. Lighting is a key factor in creating this urban nightscape.

- 10.1 Reinforce architectural design of a building, and the surrounding context, through complementary exterior decorative light fixtures.*
- 10.2 Emphasize architectural features when illuminating building façades via concealed lighting. 10.3 Design lighting systems to minimize glare, excessive brightness, and visual hot spots; and, incorporate transitional light levels between lower and higher illuminance.*
- 10.4 Encourage exterior and interior building lights that illuminate windows and doors and contribute to increasing the light levels in pedestrian areas.*
- 10.5 Provide pedestrian scale lighting to supplement street lighting and combine street and pedestrian lighting on one support pole.*
- 10.6 Provide evenly-distributed lighting beneath covered walkways. Fixtures that produce light at a warm color temperature are preferred (2700- 3000 Kelvin).*
- 10.7 Emphasize artwork in the public realm through complementary exterior lighting. (Note: All artwork displayed in the public realm, whether luminal in nature or otherwise, is subject to review by the Scottsdale Public Art Advisory Board and/or the Development Review Board).*

Response: Lighting will be designed in a manner that is consistent and sensitive within the Old Town context. The design will complement the architectural theme of the building while also acting as a tool for safe pedestrian wayfinding at night and to highlight paths leading along street frontages.

11. Utilize signage that supports Old Town character and function. (Refer to Article VIII of the Scottsdale Zoning Ordinance).

Signage should provide clear, concise, and useful information, without becoming a focal point of the aesthetic environment.

- 11.1 Incorporate signage that complements development design and the surrounding area.*
- 11.2 Coordinate sign locations with building and landscape design to ensure visibility.*
- 11.3 Provide permanent business signage at the primary street frontage. 11.4 Provide shingle signs under covered walkways in the Downtown Core. Locate shingle signs perpendicular to the face of the building, and at a height of no less than seven foot and six inches above the sidewalk. 11.5 Illuminate wall signs with indirect lighting from a shielded light source.*
- 11.6 Illuminated cabinet signs are strongly discouraged in Old Town.*

Response: Project identification will be contextually appropriate and processed under a separate approval and permit process. Signage will be placed to ensure visibility respecting the landscaping and ground level experience.

BUILDING MASS, FORM, & SCALE

12. Design buildings to complement the existing development context. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

New buildings should coordinate building form and height with the surrounding context.

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

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

12.3 Locate more intense building mass, height, and activity of a development away from existing development at the Old Town boundary.

12.4 Utilize building form as the primary method to make compatible transitions between different Development Types, internal to the Old Town boundary. (Refer to Historic Old Town Design District section for specific guidelines relating to transitional design of new development adjacent to this Old Town district)

Response: The proposed development is requesting a maximum height of 54' while the PBD district allows for a height of 90'. This height is compatible with the surrounding context: the recently approved Museum Square project (Case Number: 13-ZN-2018) has heights up to 149'.

13. Reduce apparent building size and mass. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

Reduce the visual mass and height of buildings.

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

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

13.3 Subdivide large building mass through the addition of architectural features and material articulation.

13.4 Avoid long or continuous blank wall planes and monotonous wall treatments.

Incorporate projections, recesses, or other architectural variation into wall planes to provide strong shadows and visual interest and help the eye divide the building into smaller parts.

13.5 Provide physical and visual access points every 100- to 300-feet, subdividing building mass at regular vertical intervals.

Response: The proposed development incorporates architectural and building elements that both provide a clear base, middle and top and reduce visual impact. Thoughtfully placed screening and hanging vegetation create a vertical hierarchy that begins with a strong base and gets lighter as the eye moves up. These features provide visual interest, which also serves to reduce building impact.

HIGH-RISE BUILDING DESIGN

14. Design high-rise buildings to reflect design excellence and fit within the surrounding context.

New high-rise buildings should reflect design excellence and innovation, acknowledge their important civic role in defining the image of Old Town Scottsdale, and respond to their impacts upon the urban landscape.

14.1 Design the base/podium so that it visually supports the middle/tower and top/ penthouse sections. Incorporate heavier, more textured materials, low walls, planters, wainscot, and other base treatments into the base/podium to visually anchor the structure firmly to the ground plane.

Response: At a maximum height of 54', the proposed building is not considered a "high-rise," but the design elements summarized above will ensure there is a stronger base element that gets progressively lighter as the building rises.

PARKING

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

Parking facilities, as infrastructure assets, support the civic, business, and residential functions within Old Town. The design of these facilities should also contribute to the architectural and urban design of the neighborhood in which they are located.

15.1 The preferred location for structured parking is below-grade. Design underground structures to provide natural air and light.

Response: Parking for the residences will be provided in a ground floor parking structure.

ARCHITECTURAL ELEMENTS & DETAIL

16. Design building façades and architectural features to fit with the surrounding context.

Consider the prevailing architectural rhythm of the surrounding context. Add variety to the present rhythm in order to maintain or enhance visual interest, yet provide enough visual continuity through the alignment of architectural features to strengthen the design of the overall area.

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

16.2 Align architectural features such as window bands, cornice lines, belt courses, moldings, and other features, as appropriate.

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

- 16.5 *Outside of the Downtown Core, provide a continuous shaded walkway along pedestrian corridors.*
- 16.6 *Utilize variety in building design that integrates surface detail, articulated architectural features, and other elements that enrich character, visual interest, shadow, contrast, and color.*

Response: Materials, massing and architecture are inspired by Old Town’s urban context, and more specifically, the spirit of the Scottsdale Arts District.

17. Design buildings that are inviting.

- Building design should be to human scale, and add interest to the pedestrian experience.*
- 17.1 *Activate the ground floor of buildings to provide interest and a safer pedestrian environment.*
- 17.2 *Provide a clearly defined public entrance to the building façade that reflects the existing scale of surrounding building entrances.*
- 17.3 *Orient the main entrance of a building toward the street.*
- 17.4 *Provide frequent building entrances to minimize blank walls and other dead spaces. For Type 1 Development, incorporate at least one (1) entrance for every thirty to fifty (30-50) feet of building frontage. For Type 2, 2.5, and 3 Developments, incorporate at least one (1) entrance for every thirty to fifty (30-50) feet of building frontage, but not to exceed 100 feet.*

Response: The ground level of the proposed residential building is activated with multiple access points, shade, seating, landscaping, and lighting.

MATERIALS

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

- Materials should be of high-quality, durable, easily maintained, and able to withstand the climatic conditions of the desert southwest. Materials should help tie buildings into the composition of the neighborhood. Use of local materials helps to further define sense of place.*
- 18.1 *Use materials with colors and coarse textures that are associated with the desert southwest.*
- 18.2 *Use materials that complement the existing area in texture, finish, scale, color, and other design aspects.*
- 18.3 *Use colors and materials that emphasize shadow patterns.*
- 18.4 *Reflective materials that create glare and façades that are more than 80% glass are discouraged.*
- 18.5 *Emphasize muted desert colors (Main Color) having a value of less than seven (7) and a chroma between three (3) and fourteen (14), as indicated in the Munsell Book of Color.*

The Light Reflectance Value is to be 70% or less. Intense, saturated colors are only encouraged as accents.

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

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

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

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

Response: As noted above, the building materials draw upon Old Town’s urban character as well as the spirit of the Arts District. Vertical and horizontal linear elements also bring visual interest creating relief, depth and shade, which helps to reduce the overall scale and mass of the buildings.



VI. 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. In addition to the response below, please refer to Goal CD 1 above for a specific description of the design elements.

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

Response: The contemporary building character will be compatible within the urban context. The proposed development will incorporate architectural elements that utilize natural light, solar shading and unique artistic elements that celebrates its location within the Scottsdale Arts District.

- 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 the Property within Old Town is urban and void of natural features, the proposed development is conscious of Scottsdale's Sonoran Desert environment. The proposal is sensitive to the pedestrian experience along streetscapes and pathways and provides appropriate building design and pedestrian connections.

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

Response: The Property is a vacant parcel in Old Town. All landscaping will include low water use and desert appropriate materials in conformance with established guidelines. The current topography of the site is flat and will thus be maintained.

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

Response: The proposed development will include desert appropriate landscaping.

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

Response: The proposed development is sensitive to the pedestrian experience and seeks to enrich it given the variety of land uses that are in close proximity.

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 Meridian Art Lofts is located within the Scottsdale Arts District and is within walking and trolley distance to a variety of land uses including employment centers, such as Honor Health and City of Scottsdale. Developing a housing option in an active city center encourages a live, work, play philosophy that reduces reliance on the automobile and fosters interaction within the 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 development will enrich the pedestrian experience through shade canopies, landscaping, and hanging vegetation that provides a visual experience and improved walkways.

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

Response: The proposed development includes only one building with a maximum height of 54 feet. The proposal will utilize architecture that will be contextually appropriate and compatible with newly proposed and existing buildings in the surrounding area.

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

Response: The proposed development incorporates landscaping elements that provide solar relief including landscaping and hanging vegetation.

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

Response: Sustainable strategies and building techniques are being considered with this proposed development consistent with the City's requirements.

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

Response: The landscape palette for the proposed development incorporates desert sensitive plants indigenous to this arid region.

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

Response: The proposed development will utilize a landscape palette that is low in water use while remaining consistent within the context of the surrounding 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 for visitors and residents.

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.