

# Winfield Hotel & Residences DRB Re-Approval Application

## *Project Narrative*



### **Prepared for:**

4221-Associates AZ LLC (DESCO)

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## I. Property Information

### **Location:**

- 4221 N. Scottsdale Road, northwest corner of Winfield Scott Plaza and 3 d Avenue (the “Property”)

### **Property Size:**

- Total Site Area: 1.196 +/- gross acres (52,122 s.f.)

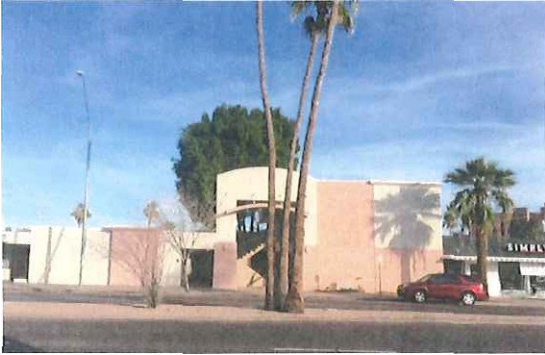
## II. Current Zoning

**Approved 4/10/2018 by City Council: 7-ZN-2017 and 1-II-2017**

- D/DMU-2 PBD DO with IID (Downtown/Downtown Multiple Use Type 2 Planned Block Development Downtown Overlay with Infill Incentive District)
- DRB was previously approved on 12/20/2018



## **Existing Streetscape**



### **III. Project Overview**

The request is for Development Review Board (“DRB”) Re-Approval on a 1.196+/- gross acre (55,224 s.f.) property located at 4221 N. Scottsdale Road (northwest corner of Winfield Scott Plaza and 3rd Avenue) to allow for the development of a new hotel and associated for-sale residential units sharing hotel amenities. The Winfield Hotel & Residences will consist of 230 guest rooms and 24 residential condominium units. The recently approved D/DMU-Type 2 PBD DO zoning is consistent with the vision of the Downtown Plan allowing for the assemblage of multiple parcels (12 in total) for the development of the Winfield Hotel & Residences providing tourist accommodations and residential lifestyle opportunities in the core of the City with a range of nearby employment, entertainment, retail and support services.

## **About the Developer**

Development & Equity Services Corporation (“DESCO”) has been developing unique, community-focused properties since its founding in 1981. DESCO has created over 1000 jobs and has developed over 3 million square feet, including 800+ hotel rooms and 2,500+ housing units in Arizona, Florida, Iowa, Kansas, Missouri, Nebraska, South Dakota and Texas. DESCO is a multi-generation family-owned and operated business.

David Edmund Slattery, Sr. serves as the Chairman, CEO and managing partner of DESCO Arizona, LLC and Affiliates (DESCO). After receiving his Bachelor of Science and Juris Doctor from Creighton University in 1981, the Slattery founded Commercial Federal Capital Corporation (CFCC) a SIPC FINRA registered broker dealer firm and Commercial Federal Realty Corporation (CFRC). CFCC and CFRC were both wholly owned subsidiaries of *Commercial* Corporation; a multi-billion dollar publicly traded regional financial institution which is now owned by Bank of the West. As President of CFCC and CFRC, Mr. Slattery developed and syndicated more than \$100 million worth of real estate, including hospitality, multi-family, and raw land.

In 1989, Mr. Slattery established DESCO and has been developing real estate for his own (and partner/investors’) portfolios since that time. He has led and/or participated in the development of nearly \$500 million of projects across various housing and hospitality projects. Mr. Slattery moved the firm’s headquarters to Arizona in 2010, when it developed, through adaptive reuse, historic renovation, and public-private venturing, a National Award Winning Veteran Housing Campus with Berkshire Hathaway near Downtown Phoenix.

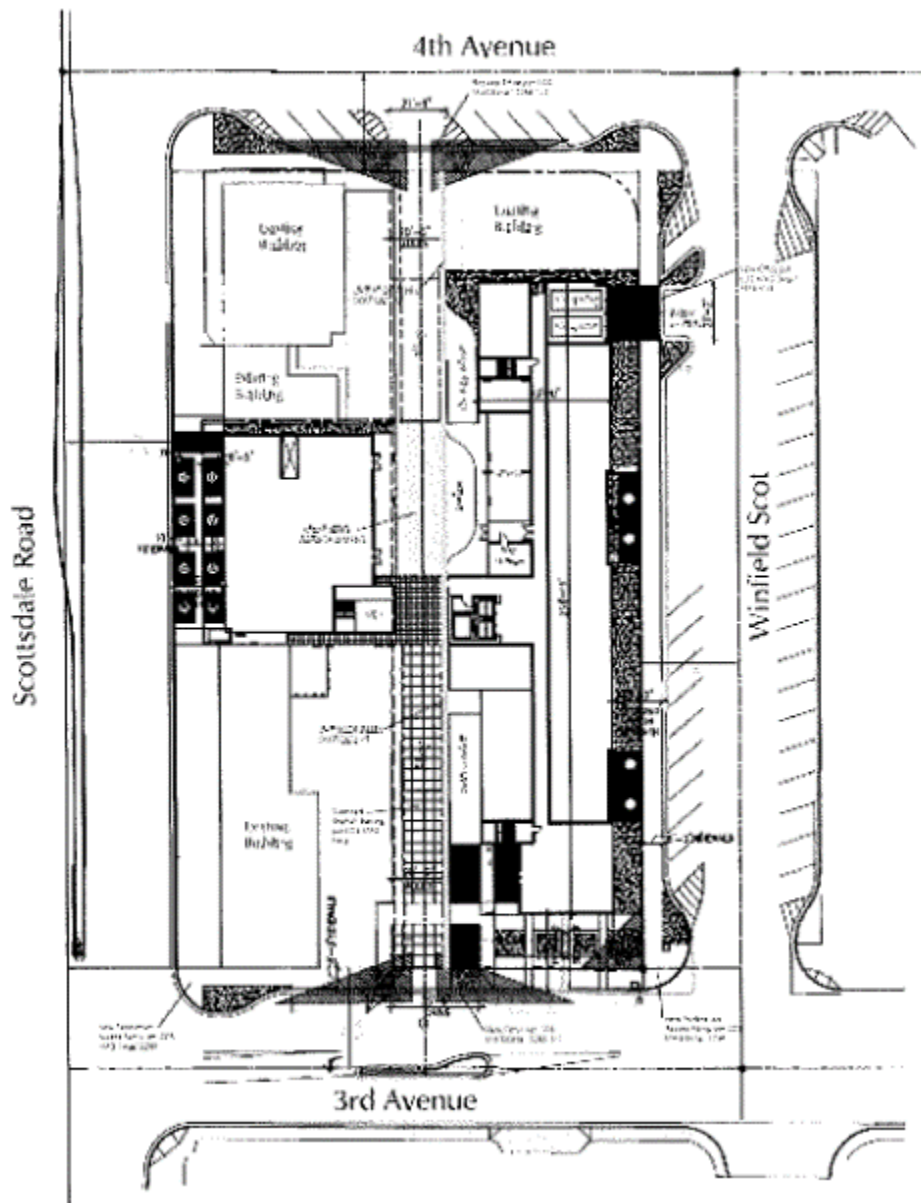
David’s wife Elizabeth “Lisa” Slattery has been a Board Member and an Executive Vice President of DESCO since inception. As an attorney, she has been instrumental in all 39 DESCO projects to date but has had a more active role in projects within the hospitality division. Her efforts aided in the rapid AAA four diamond certification on DESCO’s initial boutique luxury urban-walkable historic infill hotel, The Westin Aquila Hotel -Omaha.

David Slattery Sr’s son David Edmund Slattery Jr. joined the company in 2004 as a Director, and relocated from New York City to Scottsdale permanently in 2014 to take on a more senior role at the firm. David Jr. currently serves as Managing Director of DESCO and is Sr. Project Manager for upcoming Arizona based developments. He also spearheads DESCO’s entry into sustainable indoor agriculture (aka vertical farming) and is charged with incorporating sustainable technologies into DESCO’s urban developments.

## The Winfield Site

DESCO has been searching for the ideal location for its very specific vision for an urban, walkable, full-service, hotel and residential development to be centrally located in Downtown Scottsdale since 2012-2013. DESCO believes that Winfield will be one of a handful of full service hotels and for-sale residential developments in Scottsdale. There are over 100 restaurants, retail establishments, entertainment opportunities, museums and galleries within a very comfortable walking distance of the Property offering guests and residents a true urban experience with the array of upscale eateries, cultural opportunities, and shopping in Downtown Scottsdale.

## Proposed Site Plan



## **Cultural Improvements Program**

As required by the PBD, contributions to the Cultural Improvements Program include original works of *art* costing a minimum of 1 percent of the applicable building valuation at the time of permitting. The developer has elected to provide this requirement as an in-lieu fee to the Downtown Cultural Trust Fund (DCTF) to be dispersed in accordance with the Zoning Ordinance Sec. 7.1000.



## **Hotel & Condominium Design**

The 9-story mixed-use project consists of 230 guest rooms, 16 residential condominium units, a restaurant, a retail/coffee use, fitness, meeting rooms, onsite parking and onsite amenities. Each hotel room is intended to be both inviting and efficient. Building setback boundaries, stepback plane, and standards set forth in the City's Downtown Zoning Ordinance are being met with some variations approved with the zoning case. Each hotel room consists of a single story (approximately 9' floor to floor heights), garaged parking located beneath the primary building and accessed from 3rd Avenue via a driveway. The 24 condominium units occupy the top two floors of the building (8th and 9th levels). Private balconies are being provided for each living unit allowing residents to further enjoy the outdoor experience and synergy of Downtown. Guests and residents are encouraged to maximize the opportunities afforded to them within the Downtown area. Winfield Hotel and Residences aims to be not only an outstanding community member, but an active participant and contributor to the unique Downtown fabric.

The condominium portion consists of 24 units, on 2-stories over 7 levels of hotel with direct access to the lobby, amenity spaces, garage parking and ground level pedestrian experience. Most of the amenities are predominately concentrated on the first floor connected directly to public access along each street frontage. Queuing space to access the parking garage is located adjacent to existing alley/driveway and will minimize potential traffic congestion.

Elimination of curb cuts on Winfield Scott will allow patrons to walk at ease, not worrying about ground level plane changes and focusing on the streetscape and overall Downtown experience.

- **Entrance off 3rd Avenue:** Pedestrian and main entry will be focused on two separate points. For guests, the primary point of entry is gained through the lobby via customer check-in. For existing guests and residents, the second means of access is provided via secure entry at the porte-cochere located between the hotel and restaurant. Guest, resident, employee and customer parking is provided via 4-stories (or fewer) of sub-level parking accessed directly from 3rd Avenue
- **Material Palette:** Exterior materials of the project respond gracefully to the desert vernacular, representing textures that layer and build upon one another. Multi-colored glazing used for visual movement and representation of the sky and the rich colors afforded in the Valley of the Sun. The mixture of clear and colored glazing helps to contrast the textures, transparent and translucencies of the building. Other materials include stone that brings indigenous materials offering warmth, character and texture. Bold metal picture frame elements help to create diversity, movement and contrast to the building's mass. Light colored stucco finishes adjacent to the stone help to contrast and soften the texture, and add background to the stone and metal. Lastly, the green-tone stucco material offers an earthy contrast to the metal and stone materials. See elevations and perspectives for visual depiction.
- **Outdoor Space:** Balconies are offered at alt levels for guest units, some balconies are abbreviated for contrast and movement to help reduce the mass of the façade. The pedestrian networks surrounding the site are situated and landscaped to encourage connectivity and movement. All exterior paths are enhanced and provide purpose and accent to the building, while offering pedestrians a feeling of refinement.



➤ **Massing:** The 3-story portion of the development along Scottsdale Road helps to create a progressive transition from public to private. Additionally, this transition naturalizes the massing to fit within the context of redevelopment as prescribed in the Downtown Plan. Further, the tiered architecture along 3'd Avenue contributes to the building massing similarly. To resolve the dichotomy along Winfield Scott, the massing elements are segregated into strategized components that undulate and articulate the facade helping to relate the human-scale through relative portions. The building utilizes three strategies:

1. **Ground-level:** Ground floor articulated with massing, texture, relief and layering of elements. Glazing becomes a layer of transparency, as does the adjacent landscaping. The mixture of forms, materials and scaled textures help to address Scottsdale's requirement for variation of expression on the street.
2. **Elevated Mass:** Building levels 1-2 create the "foundation." The physical shapes, materials and theme are simple yet effective in helping to draw the eye to key elements. Moving up the building the massing changes, the shapes become much more pronounced and defined, helping to diverge the massing of floors 3 — 7. These masses play on shape, light, color, scalable texture, variation and rhythm of the building's 4-sided architecture.

3. Architecture: In addition to manipulation of massing, the overall architectural scheme is relatively contemporary and befitting the local architecture. The human-centric function of the building, access and theme all focus on the appropriateness of the building within the existing Downtown setting. The color palette is neutral with accent color for visual relief. The materials are consistent with those used throughout the Scottsdale area and are placed strategically to represent the significance and quality of the building materials.

**Four-Sided Architecture:** Each side of the project is unified and expressive towards the overall theme while still providing a dynamic four-side architectural experience. Each façade provides balance and movement, helping to accentuate appearance and offering Downtown a vibrant, visually interesting building character.

South:

- The primary mass of the building is located away from Scottsdale Road and is situated adjacent to Winfield Scott
- Sunlight will be an active component penetrating deep within the units and changing through the day and season
- At the ground floor, the entire zone between curb, setback distance, and private urban-rooms at each unit is designed as a unified expression layering landscape, hardscape and screening material
- The main building lobby is located on the south end of the first floor, adjacent to 3<sup>rd</sup> Avenue. The lobby is a 2-story space intended to create entry and presence
- Additional amenities accessed from the north edge include bike storage
- The massing along the southern edge from level 1-3-steps back significantly towards the north

North:

- Massing along the northern edge from level 3-7 offers movement, texture, interest and relief
- The plant palette will consist of low-water use native species. Planting and landscape on this amenity floor becomes an important component of the northern facade. This landscape extends vertically in planters on the floors above. This landscape helps shade the building and creates a visual amenity for all adjacent properties

West.

- The west steps back at levels 1-3, 4-7 and 8-9 from Scottsdale Road
- The pool is currently located on the 3'd floor rooftop
- Large transparent and translucent openings at the restaurant located at ground level with clerestory for second level sunlight accents
- Use of materials and shapes that feel indigenous to the region
- Mixing landscaping and tree placement and type, to create diversity along Scottsdale Road along with unity and a more pedestrian-friendly pathway.
- Utilities, trash, recycle, parking entrance, onsite parking, ingress/egress, and valet are all contained within or under the proposed facility, with unidirectional ingress furnished from 3rd Avenue and egress directed to 4th Avenue.

East:

- The east edge of the building is a mixture of strategies employed along the west and south.
- This façade offers a mixture of shapes, colors and textures intended to help create visual movement and fenestrations along Winfield Scott
- We are removing one existing drive along Winfield Scott
- We are enhancing the Winfield Scott frontage and will be improving pedestrian pathways along with on-street parking.

**Summary of Property Development Standards**

Site Area:	0.712 Acres Net (31,069 sf) 1.196 Acres Gross (52,122 sf)
Building Height:	90'-0" includes mechanical
Building Area:	154,619 sf (excluding garage); 129,873 s.f. for non-residential
GFAR:	2.49
Hotel Rooms:	230 Rooms
Condominium Units:	24 Units (8 <sup>th</sup> & 9 <sup>th</sup> floors)
Parking Required/ Provided:	254 spaces (see Parking Master Plan re: 20% reduction for hotel)
Bicycle Parking Provided:	25 spaces required
Building Setbacks:	Scottsdale Road: 20'-0" min. Winfield Scott: 20'-0" min. 3 <sup>rd</sup> Avenue: 20'-0" min. Existing Alley: 0' Alley Width: 20'-0"

#### **IV. DRB Criteria**

In considering any application for development, the Development Review Board shall be guided by the following criteria:

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

**Response:** Winfield Hotel & Residences will comply with the applicable guidelines, development standards, Design Standards & Policies Manual, Downtown Plan and General Plan. While the zoning narrative submitted/approved under separate application speaks in more detail to the broader context of the General Plan and Downtown Plan, below is a summary of how this proposal complies.

The proposal is consistent with the General Plan Land Use Map designation, which identifies the Property as Mixed Use Neighborhoods, and the Downtown Plan as Multiple Use-Type 2 subdistrict. The proposal is supportive of the desired values defined in the General Plan, which include those goals for a community that *"facilitates human connection by anticipating and locating facilities that enable hu/can communication and interaction "*and *"Creates, revitalizes, and preserves neighborhoods that have long-term viability, unique attributes and character, livability, connectivity to other neighborhoods in the community, and that fit together to form an exceptional citywide quality of life.*

The Property currently includes several older, functionally obsolete commercial office buildings and a surface parking lot along Winfield Scott Plaza. The 4221 building was the home of the Scottsdale Association of Realtors office for decades. Their office has since moved to Perimeter Center along Loop 101. The building has been vacant for over 10 years. The site is surrounded by a variety of retail, entertainment, residential, employment and service related business and is within proximity to two of Scottsdale's largest employers, HonorHealth and the City of Scottsdale. Additionally, this property is located on Scottsdale Road, a major north-south arterial, with immediate access to public transportation, north of Indian School Road, and is only 2+/- miles away from the Loop 101, all of which provide regional access. This site is ideally situated in a Downtown setting that offers all the ingredients for a successful urban hotel and residential development in a mixed-use setting.

The Downtown District (Multiple Use Type 2 category) supports a variety of land uses including, but not limited to, hotel, multiple story residential, office, *retail* shops, and restaurants consistent with the intensity of uses which are typically found in Downtown Scottsdale. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures and grows. Integrating additional tourist accommodations and housing options in Downtown is essential for the continuing economic growth and sustainability of Scottsdale as a whole. This project exemplifies this revitalization component by assembling a collection of older, functionally

obsolete, commercial office properties and creating a vibrant mixed use development with nearby access to supporting services and major transportation corridors. Thus, increasing the quality of life for the residents of Scottsdale and stimulating more tourism dollars and rooftops for area businesses.

**2. The architectural character landscaping and site design of the proposed development shall:**

- a. Promote a desirable relationship of structures to one another to open spaces and topography' both on the site and in the surrounding neighborhood;**
- b. Avoid excessive variety and monotonous repetition;**

**Response:**

- The development collectively incorporates 12 lots into a single building including hotel, residential condominiums, and supporting hotel/residential services and amenities.
- Arrangement of building, site configuration, and ingress and egress to and from the site are designed to encourage public interaction. Large tree-lined walkways provide ample shaded pedestrian friendly access to complement the Downtown experience. Entries into the restaurant, supporting commercial, hotel and residential components are all situated as to allow convenient access to the adjacent Downtown activities.
- Building massing is expressed through strong rectilinear undulations to create relief, depth and shade. These features also help to reduce the overall scale of the building and provide visual interest. Overhangs serve as balcony spaces extending the interior life of the units outside towards the sidewalks, which in turn offer visual as well as audible connection to the street. Rather than use solid continuous walls, the colors and visual fenestrations help to express and create visual movement, character and enhancement to help define space and shapes. The visual fenestrations help extend building activities towards the exterior, engaging the local vitality. Each balcony exhibits transparent glazing, which not only animates the facade, but helps to soften the elevation.
- For the hotel units, there will be a continuity in theme, offering the customer a spacious interior. The interior hotel access is afforded through corridors provided with natural lighting, two dedicated access elevators, one service elevator and three separate stairwells. The amenity spaces help to enhance the public's experience.
- The residential condominium units located on the top two floors (levels 8 and 9) offer living spaces designed to be "today's" habitat rather than pretentiously over-sized under-utilized living spaces. Each suite has an extending balcony space to help encourage outdoor use. The use of shade and shadow through the virtue of the building's facade, will help to provide natural screening maximizing indirect lighting as it penetrates the building. This benefit is shared with adjacent properties through the reduction of direct glare and reflection.
- Responsible landscaping and materials will enhance the pedestrian experience and

soften the surfaces by incorporating natural shading elements. These elements help to delineate user-friendly pathways providing a unique blend of texture and filtered light to soften the outdoor space.

- The urban setting unites stylish site furnishings, identifiable hardscape patterns and unique elements that will enhance the pedestrian realm and blend into the context of the site.
- The landscape character will incorporate trees and shrubs that will flourish in their unique urban environment while complementing the architecture and responding to specific microclimatic conditions.
- The landscape language will include vegetative patterns linking the streets, architecture and rooftop settings with identifiable layers, masses and accents while providing privacy and transparency for the residents.
- Parking is provided via a sub-level structure and primarily accessed through valet with all ingress-egress contained within the property boundaries.
- The restaurant, situated along Scottsdale Road, allows for direct and convenient public and guest/tenant access. The clear glazing enhances the public experience and interaction through translucency. The two-story space is arranged to enhance *an* open feeling.
- All onsite utilities, trash, recycling and delivery services are contained within the site and are not dependent on right-of-way parking for service. This helps to minimize the public's interaction with those services which helps to enhance the urban experience.

***c. Recognize the unique climatic and other environmental factor of this region to respond to the Sonoran Desert environment as specified in the Sensitive Design Principles***

**Response:** Please see the Scottsdale Sensitive Design Principle Conformance section found in the following section.

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

**Response:** Not applicable

***e. Incorporate unique or characteristic architectural features, including building height, size, shape color, texture, setback or architectural details, in the Historic Property Overlay District.***

**Response:** Not applicable

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

**Response:** The sidewalk improvements combined with well-placed shade trees will create a more comfortable and inviting pedestrian space along the streetscape. This

will allow easy use of the adjacent circulation system, in and around the site, regardless of solar orientation. Successful Downtown revitalization and redevelopment focuses on a lively pedestrian presence due to mixed-use development (in this case, hotel, residential and supporting commercial) and quality pedestrian level design and linkages. Direct pedestrian access from the lobby will allow residents to immediately engage the network of Downtown sidewalks. Additionally, by undergrounding the parking with access off the alley/driveway, the site design has removed the pedestrian obstacle of parking lots and curbcuts from the streetscape and reinforced the idea of alternative means of transportation.

## **V. Downtown Plan Urban Design & Architectural Guidelines Conformance**

### **A. Site development**

#### ***A1 — Relationship of New to Existing Development:***

The proposed development provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages. See Site Plan and Site Sections for setback and stepbacks.

#### ***A2 - Active Street Frontages***

Active street frontages are created through ground level plaza space, new sidewalks and shade trees for the pedestrians and shading elements on the building. In addition to landscaping, a series of vertical and horizontal building elements will not only provide solar relief to the windows and doors but will provide contemporary styling and a vibrant urban character.

#### ***A4 — Parking Facilities***

The development is served by an underground parking structure that is not visible from the street with valet services via the alley/driveway. Parking for hotel guests and residents will be provided in the underground parking structure with secured access to their guest rooms/units via elevator and stairwell. The parking structure entrance is accessed by 3<sup>rd</sup> Avenue via the alley/driveway and the exit is located along Winfield Scott Plaza eliminating a curb cut along 3<sup>rd</sup> Avenue. Queuing space in the alley/driveway will also alleviate the potential for traffic congestion. The streamlined approach to vehicular movement will allow patrons to walk at ease, not worrying about ground level plane changes or interaction with vehicles and focusing on the streetscape experience.

#### ***A5 — Building Equipment & Services***

All services and loading areas will be obscured from public street view. Mechanical and electrical equipment and appurtenances will be concealed from public view and neighboring properties.

## ***A8 — The Continuity of street Spaces***

*-and-*

## ***A9 — The Building Setback Zone***

The development has been designed to maintain and enhance an active street frontage reinforcing the Downtown pedestrian environment. This mixed-use context includes restaurants, services, retail, galleries, a hotel, cultural opportunities and employment all within walking distance to the Property. In addition to architectural elements, pedestrian scale landscape and hardscape elements will contribute towards the street level interaction and continuity of the existing urban context.

## ***A10 — The Linkage of Neighboring Developments***

Pedestrian circulation is an important feature of this Downtown hotel and residential development, as numerous retail, restaurant, entertainment, employment and cultural uses are within walking distances from this site. As mentioned above, the development plan encourages walkability and social interaction in this Downtown core area. Additionally, quality hardscape surfaces and tree canopies will be provided along the street edge protecting the pedestrian realm and providing connectivity to neighboring properties.

## **B. Building Form**

### ***B1- Reduction of Apparent Size and Bulk***

The 3-story portion of the development along Scottsdale Road, helps to create a progressive transition from public to private. Additionally, this transition naturalizes the massing to fit within the context of the redevelopment notion as prescribed in the Downtown Plan. Further the tiered architecture along 3<sup>rd</sup> Avenue contributes to the building massing similarly. Along Winfield Scott, the massing elements are segregated into strategized components that undulate and articulate the facade, helping to relate the human-scale through relative portions.

The ground floor is articulated with massing, texture, relief and layering of elements. Glazing becomes a layer of transparency, as does the adjacent landscaping. The mixture of forms, materials and scaled textures help to address Scottsdale's requirement for variation of expression on the street.

Building levels 1-2 create the foundation. The physical shapes, materials and theme are simple yet effective in helping to draw the eye to key elements. By moving up the building the massing changes, and the shapes become much more pronounced and defined, helping to define the massing of floors 3 — 7. These masses play on shape, light, color, scalable texture, variation, and rhythm of the building's 4-sided architecture.

In addition to manipulation of massing, the overall architectural scheme is relatively contemporary and befitting the local architecture. The human-centric function of the building, access and theme all focus on the appropriateness of the building as it fits within the Downtown setting. The color palette is neutral with accent color for visual relief. The materials are consistent with those used throughout the Scottsdale area and are placed strategically to represent the significance of the building materials.

## **B2 — Covered Walkways**

The development will provide shaded environments for the pedestrian through building form and the placement of trees and building form.

## **C. Architectural Character**

### **C1 - Proportion and Scale**

The building design provides variation, movement, various textures and hierarchy of massing to create visual interest and varied proportions. See BI above for more detail.

### **C2 — Building Materials**

*-and-*

### **C3 — Architectural Detail**

The proposed materials, colors, textures and detailing are indicative of Downtown Scottsdale and include a wide range of elements reflecting the vibrancy and character of this urban Sonoran Desert location while maintaining a warm earth tone palette with appropriate accents. The overall project massing has been developed to create multiple areas that optimize the buildings opportunities for natural light and ventilation while provide a contemporary architectural style.

## **D. Landscape Character**

### **D1 – Streets**

The street trees proposed will be consistent with the Downtown guidelines providing appropriate spacing, theming and shade for the pedestrians.

### **D3- Plant Selection**

Plant selection will include low-water use, desert appropriate trees with a range of sizes to provide hierarchy in scale, year-round color and a variety of textures.

## **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 and stepped massing is

complementary to the surrounding urban development pattern including several newer projects in the area. The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating outdoor living spaces and common amenities for its guests and residents while also tying to the existing pedestrian network in Downtown.

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

**Response:** Although the setting of this Downtown site is urban in character and does not have natural features such as washes and natural area open space, the developer has taken special consideration in providing interaction with the Scottsdale Road, 3<sup>rd</sup> Avenue and Winfield Scott Plaza streetscape through building design and the ground- level experience.

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

**Response:** The property is a Downtown redevelopment site. All landscaping will consist of low-water use desert appropriate landscaping materials. The current topography of the site is flat and therefore will be maintained.

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

**Response:** The proposed redevelopment will include additional desert appropriate landscaping (as well as integration of native plants). Additional landscaping will contribute to the urban habitat for wildlife and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature they will become self-sustaining relative to water demand.

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

**Response:** Pedestrian circulation along both the perimeter and through the alleyway/driveway is an important feature of this Downtown project, as numerous retail, restaurant, residential, employment, cultural, and entertainment uses are within walking distances from this site.

**6. *Development should integrate after-native modes of transportation, including bicycles and hue access within the pedestrian network that encourage social contact and interaction within the community.***

**Response:** The Property is within walking distance to an established Downtown core

with a range of land uses, and within proximity to major employers, such as HonorHealth and the City of Scottsdale. As such, the Winfield Hotel & Residences has been designed with an emphasis on the ground level pedestrian experience enhancing the land use goals for this area. Developing tourist accommodations and housing in the heart of Downtown with established transportation options (bicycle, bus, trolley) reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for surrounding residents.

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

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

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

**Response:** Variation in massing, proportion, material contrast, and architectural detailing will be provided establishing a natural hierarchy. The proposed development also provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages with setbacks and stepbacks that conform to the Downtown Ordinance and integrate well within the existing urban context.

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

**Response:** The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwest climate by creating outdoor living spaces and amenities for its guests and residents.

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

**Response:** Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building design and plans to develop in accordance with green building standards where feasible. The specific sustainable elements are still being evaluated with the design and development of the Winfield Hotel & Residences, but may include recycled materials, energy efficient windows, energy efficient fixtures and appliances, use of solar and the potential integration of a vertical farm to grow produce for the restaurant.

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

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

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

**Response:** The proposed development will maintain a low-water use plant palette (landscape plan to be provided with DRB submittal identifying specific plant materials). Context appropriate desert plant materials will be utilized with the development of the Property, consistent with the established vegetative pattern found throughout Downtown while also maintain the Scottsdale Road streetscape guidelines.

- 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 future residents and Downtown visitors.

- 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.

## **VII. Conclusion**

Downtown Scottsdale is a community where residents and visitors enjoy a superior urban quality of life. The cultural amenities, shops, restaurants, hotel and range of employment opportunities found within Downtown contribute to Scottsdale's well-earned reputation as a premier destination and place to live, play and work. The assemblage and redevelopment of these 12 parcels will play a meaningful role in the fabric of Scottsdale's Downtown by implementing the goals and policies set forth in both the General Plan and Downtown Plan. The developer is dedicated to reinvesting in Downtown Scottsdale by creating a mixed-use development that will continue to build upon the existing successful urban character in this evolving mixed-use core.