

FENDI

PRIVATE RESIDENCES

THE PALMERAIE
Scottsdale

Palmeraie Phase 2 (Fendi) – Development Review Board Narrative

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1. INTRODUCTION

REQUEST

The purpose of this application is to obtain Development Review Board (DRB) approval for the design of the *Fendi Residences*, a new, high-end, branded residential project with ground floor commercial uses located on roughly 2.5-acres within the larger, *Palmeraie* project. The *Palmeraie* is a high-end, open-air destination shopping center designed in conjunction with the adjacent Ritz Carlton Paradise Valley. The Ritz Carlton and *Palmeraie* projects combined represent one of the largest, privately funded development projects in Arizona. The overall masterplan includes destination retail, dining, office, hotel and residential uses designed around lush outdoor spaces and pedestrian connections traversing over the roughly 100-acre, cross-jurisdictional development. 20-acres of the overall development are located within Scottsdale city limits. The entire 20-acres is zoned Planned Regional Center (PRC) with a Planned Shared Development (PSD) overlay. The proposed use and associated development standards for the *Fendi Residences* are permitted by right.

BACKGROUND

Five Star Development is the owner and developer of the *Palmeraie* as well as the adjacent Ritz Carlton Paradise Valley which is currently under construction. On March 21st, 2017, the Scottsdale City Council unanimously approved a Rezoning and Development Plan on the 20-acre Scottsdale Property per Case #7-ZN-2016. This application was amended and re-approved in 2020, per Case 7-ZN-2016#2, specifically to allow for the *Fendi Residences* project. A separate DR application is currently being processed on the southern half of the *Palmeraie* (Phase I). The *Fendi Residences* project is also referred to as Phase 2. Additional DR applications are anticipated in the future for the remainder of the project (Phase 3).

2. DEVELOPMENT PLAN

PROJECT LAYOUT

The *Fendi Residences* are positioned at the culmination of the major, north-south pedestrian promenade that runs through the heart of the *Palmeraie* project. As such, the “front door” of the project is designed as a gathering place for residents and visitors alike. The building is deeply recessed at this area, forming the U-shaped design of the building and creating a perfect courtyard for relaxing or gathering. The courtyard is designed with elevated hardscape, landscaping, seating areas, a water feature and outdoor dining associated with the ground floor commercial space.

The project features roughly 30,000 square feet of ground floor commercial space with five (5) levels or residential units and associated amenities above. The residences are larger, luxury units, with only fifty-six (56) total residences planned. Two (2) levels of below grade parking serve the building, providing 155 parking spaces. Some street level parking spaces are also provided along with two (2) drop off / pick up areas. Access to the resident parking garage is located on the east side of the site, away from the major pedestrian areas. Drop off / pick up areas are located at the north and south sides of the building. Loading and services are located on the west side of the property and recessed into the building.

OVERALL ARCHITECTURAL CONCEPT

The *Fendi Residences* are designed to be in harmony among all the buildings on site. Although each building is unique, the architectural language and materials make a collection of buildings and spaces that transition seamlessly from one to another. The landscape is desert lush. A unique approach to spaces that feature the richness of the Sonoran desert, creating more intimate environments for the mixed-use.

The *Fendi Residences* skin and overall form create a dynamic architecture. As the pedestrian moves around the building, the fins and the slab create variable perspectives that give the building movement and an ever-changing yet harmonic nature to the architecture. The landscaped courtyard creates a unique environment for the retail and the building, creating rooms within rooms throughout the landscape, delivering intimate space.

The *Fendi Residences* feature deep balconies that will mitigate solar gain allowing for the views to be captured from the residences. The fins density varies accordingly to the building orientation to create more shading on the south and west sides of the building. In addition, the ground floor is recessed, creating shade for pedestrians and retail patrons.

MECHANICAL AND UTILITY EQUIPMENT

Mechanical equipment and appurtenances located on the roof of the building and are fully screened and integrated into the building design by use of parapets and screening. The mechanical screen features a perforated metal screen with a Fendi-branded pattern. This pattern is part of the roof language rendering this a unique element for the project. The screen follows the geometry of the building blending in with the shapes of the slab, making the screen part of the architectural language.

3. DRB APPROVAL CRITERIA

In consideration of any application for development, the Development Review Board shall be guided by the below stated criteria of the Scottsdale Zoning ordinance Section 1.904:

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:

- As outlined in this document, *Fendi Residential*, in combination with the full *Palmeraie* mixed-use development is consistent with the approved PRC development standards and meets or exceeds the goals, policies, and guidelines of numerous City documents including the General Plan, Southern Scottsdale Character Area Plan, and the PRC ordinance.

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;**
- c. Recognize the unique climate and other environmental factors of this region to respond to the Sonoran Desert environment, as specified in the Sensitive Design principles;**
- d. Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District; and**
- e. Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback or architectural details**

RESPONSE:

- The Fendi Residences are designed to be in harmony among all the buildings on site. Although each building is unique, the architectural language and materials make a collection of buildings and spaces that transition seamlessly from one to another. The landscape is desert lush. A unique approach to spaces that feature the richness of the Sonoran desert, creating more intimate environments for the mixed-use.
- The Fendi Residences' skin and overall form create a dynamic architecture. As the pedestrian moves around the building, the fins and the slab create variable perspectives that give the building movement and an ever-changing yet harmonic nature to the architecture. The landscaped courtyard creates a unique environment

- for the retail and the building, creating rooms within rooms throughout the landscape, delivering intimate space.
- The Fendi residences feature deep balconies that will mitigate solar gain allowing for the views to be captured from the residences. The fins density varies accordingly to the building orientation to create more shading on the south and west sides of the building. In addition, the ground floor is recessed, creating shade for pedestrians and retail patrons.
 - The project is not located within a recognized ESL district.
 - The project provides appropriate building height, massing, and transitions from the perimeter of the site. This project is centered within the overall development, pushed back from both the Scottsdale and Indian Bend street frontages. The project far exceeds the required setbacks and stepbacks standards required to achieve the bonus height granted with the zoning case approvals. The building is setback over 200ft from Scottsdale Road and even further from Indian Bend

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:

- Vehicular and pedestrian circulation has been designed to promote safety and convenience. Sidewalks are provided to separate pedestrians from vehicles with landscape buffers. Crossings are clearly marked. A large, elevated speed table is provided at the south side of the property to further identify and delineate this as a pedestrian area.
- Parking is provided in a below grade garage to further minimize pedestrian / vehicular conflict points. The garage access is provided on the east side of the building, away from the more pedestrian focused area on the south side of the building. The garage is accessed through a single curb cut. Similarly, access to the loading and refuse is provided on the west side of the building. This area is recessed into the building, away from pedestrians. While it blends in with the building from a materials standpoint, it is also its shape clearly indicates traffic ingress and egress to pedestrians. This promotes a safe environment for pedestrian awareness and the users of the back-of-house area.

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

RESPONSE:

- Mechanical equipment and appurtenances located on the roof of the building and are fully screened and integrated into the building design by use of parapets and screening. The mechanical screen features a perforated metal screen with a Fendi-branded pattern. This pattern is part of the roof language rendering this a unique

element for the project. The screen follows the geometry of the building blending in with the shapes of the slab, making the screen part of the architectural language.

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

- a. Demonstrate conformance with the Downtown Plan Urban Design & Architectural Guidelines;**
- b. Incorporate urban and architectural design that address human scale and incorporate pedestrian-oriented environment at the street level;**
- c. Reflect contemporary and historic interpretations of Sonoran Desert architectural traditions, by subdividing the overall massing into smaller elements, expressing small scale details, and recessing fenestrations;**
- d. Reflect the design features and materials of the urban neighborhoods in which the development is located; and**
- e. Incorporate enhanced design and aesthetics of building mass, height, materials, and intensity with transitions between adjacent/abutting Type 1 and Type 2 Areas, and adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.**

RESPONSE:

- The project is not located within the Downtown Area.

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

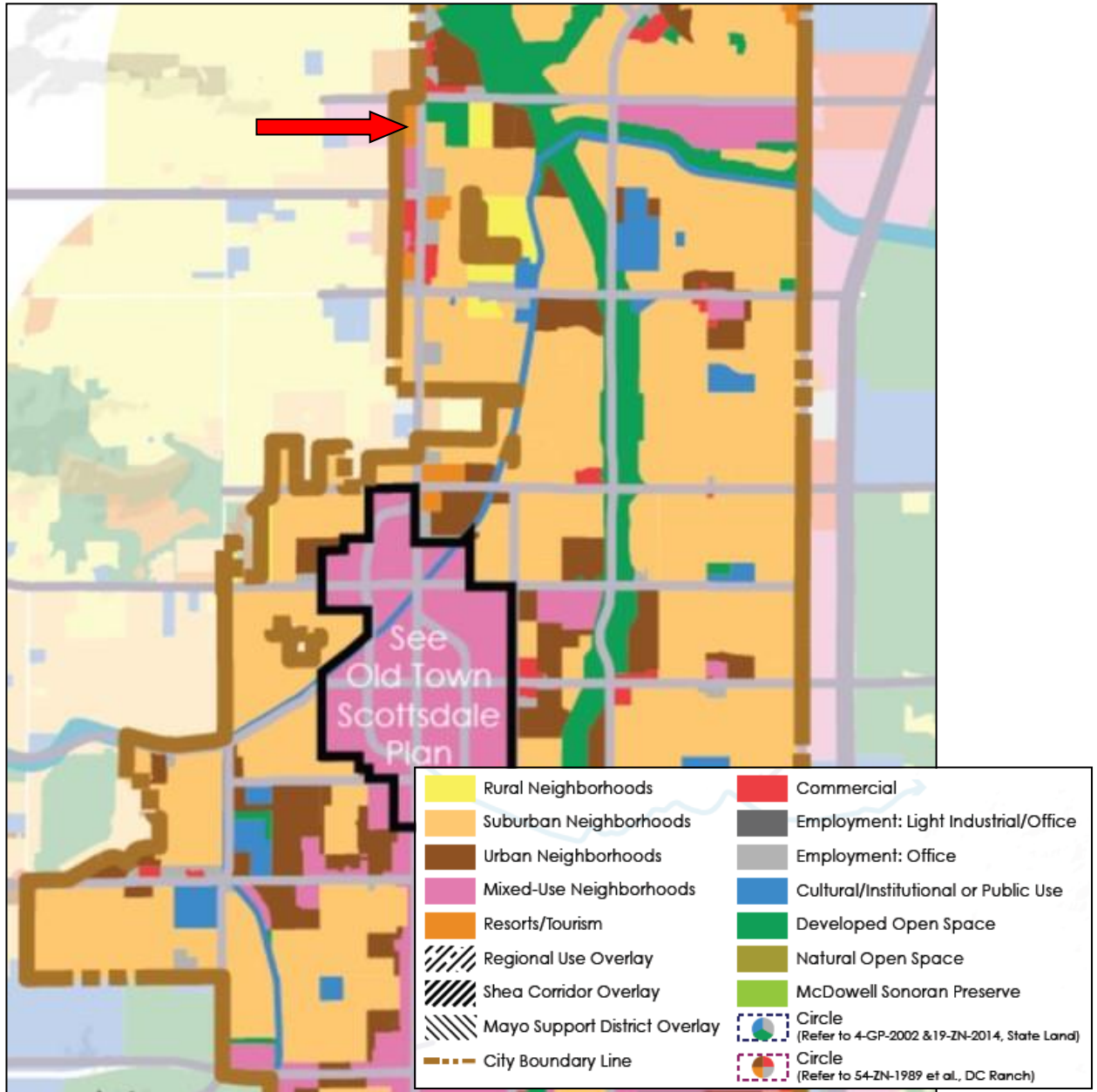
- a. Accessibility to the public;**
- b. Location near pedestrian circulation routes consistent with existing or future development or natural features;**
- c. Location near the primary pedestrian or vehicular entrance of a development;**
- d. Location in conformance with the Design Standards and Policies Manual for location affecting existing utilities, public utility easements, and vehicular sight distance requirements; and**
- e. Location in conformance to standards for public safety.**

RESPONSE:

- Public artwork is not provided nor required. The project will feature distinguishing architectural elements, including water features and unique gathering areas, and potentially private artwork.

4. GENERAL PLAN CONFORMANCE

The General Plan Conceptual Land Use Map designates the Property as *Resort/Tourism*. The project is in conformance with numerous Goals and Approaches found in the General Plan Character & Design Element.



CHARACTER & DESIGN GOALS AND APPROACHES

CD Goal #1 - Determine the appropriateness of all development in terms of community goals, surrounding area character, and context.

CD 1.1 Respond to regional and citywide contexts with new and revitalized development in terms of:

- *Scottsdale's southwestern, Sonoran Desert characteristics, such as climate, native plants, topography, and history/culture.*
- *Scottsdale as a part of a large metropolitan area with a unique image, character, and identity within its regional setting.*
- *Relationships and sensitivity to surrounding landforms, land uses and transportation corridors.*
- *Compatibility with and sensitive integration into established neighborhood character, including historical preservation policies.*
- *Contributions to city wide 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 the 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.*

RESPONSE:

- The project response to its regional and citywide context with a high-quality development responsive to the desert environment, surrounding land uses and long-term vision and goals for the area. The project extenuates Scottsdale's unique image and status as a world class living, shopping, dining and tourist destination. The project will be the first, ground-up Fendi residential project in the United States, providing a new level of luxury options for Scottsdale residents. The project, as a component of the larger *Palmeriaie* and Ritz Carlton Paradise Valley, is highly compatible and sensitive to surrounding conditions and context. The height of the building is over two hundred (200) feet away from adjacent streets and even further to the closest single-family home. The project enhances and is a part of a vast connection of open space connections traversing through the larger master plan and connecting to adjacent properties.

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

RESPONSE:

- Much consideration has been taken in perfecting the layout of the *Palmeraie* project and especially the location and design of the *Fendi Residences*. As the only project in the development currently planned for ninety feet in height, the building was specifically located within the center of the master plan, well over two hundred (200) feet from the adjacent streets and even further from any adjacent neighborhoods. As previously noted, the existing zoning permits this building height only if strict setback, stepback, and open space conditions are met – all of which are far exceeded by the project.

CD Goal #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.

RESPONSE:

- The Property represents a prime infill opportunity on a clearly underutilized site that currently provide little economic or other benefits to the City. As proposed, the development will contribute immensely to Scottsdale’s economic health and prosperity not only from the one-time redevelopment fees and taxes, but also from the long-term and continuous economic benefits of the buildings retail aspects and the resident’s spending power. Beyond the economics, the project also maintains and elevates Scottsdale status for world class architecture and living opportunities by providing the first-of-its-kind, ground-up Fendi residential project in the United States.

CD Goal #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:

RESPONSE:

- The General Plan classifies the project location as a “Suburban Streetscape” area. The project conforms to the policies of this classification with the provision enhanced pedestrian comfort and safety. This includes detached sidewalks, decorative paving for street crossing (including an elevated speed table), seating

options and upgraded landscaping. The pedestrian and bicyclist are given the priority in the design of the project, with the majority of parking provided in a below ground garage.

CD Goal #5 - Promote the value and visual significance landscaping has on the character of the community.

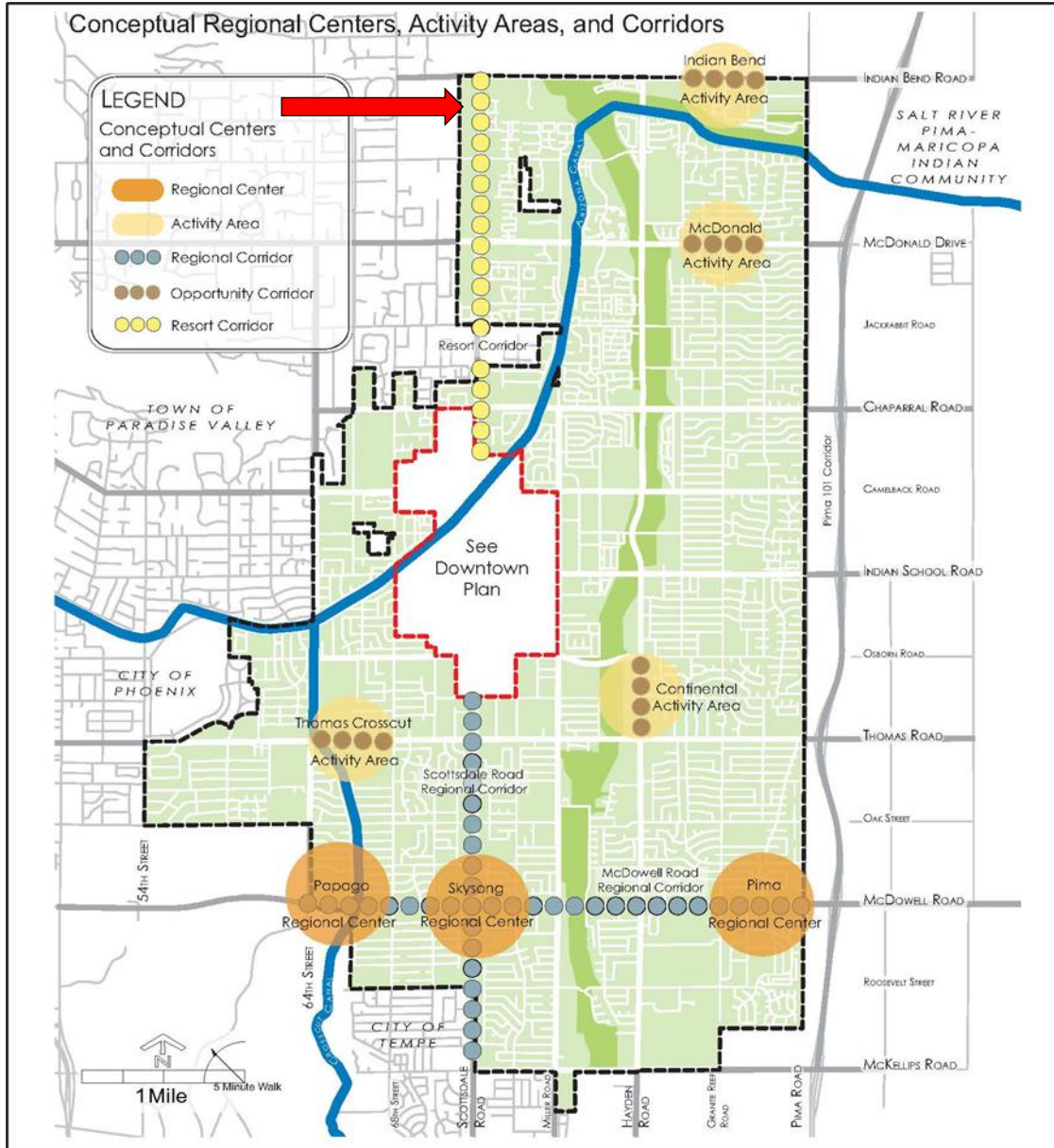
CD 5.1 Employ appropriate heat island reduction techniques to reduce the effects of reflective heat and glare on buildings and paved surfaces.

RESPONSE:

- The integration of landscape is critical to the success and unique design concept of the project. The project is designed with a massive, monumental courtyard that shapes the overall form of the building. Lush landscaping, shade, and a water feature help to create a distinct, desert appropriate character that reduced the heat island effect.

5. SOUTHERN SCOTTSDALE CHARACTER AREA CONFORMANCE

The proposed project site is located within the Southern Scottsdale Character Area Plan along the Resort Corridor. The Resort Corridor generally exists along Scottsdale Road between Highland Drive and Indian Bend Road. As per the plan, this corridor contains a mix of land use classifications that support, maintain, enhance, and expand hospitality/tourism land uses in Southern Scottsdale.



The project design is in conformance with numerous Character and Design policies of the Southern Scottsdale Character Area Plan (SSCAP).

CD Goal 2: The character and design of mixed-use and commercial development should accommodate a variety of land uses, engage pedestrians, and extend indoor spaces to the outside.

Policy CD 2.1. Encourage pedestrian-oriented site design for new and revitalized development within Corridors, Regional Centers, and Activity Areas.

Policy CD 2.2. Support new building design that respects existing area character, while allowing for the efficient and coherent use of building sites.

Policy CD 2.4. New development and redevelopment should provide a diversity of design by accommodating a mix of land uses both vertically and horizontally.

Policy CD 2.5. Encourage both dedicated and publicly accessible open spaces within private developments to function as extensions of indoor spaces into outdoor areas.

RESPONSE:

- The *Palmeraie* project and specifically the *Fendi Residences* component, represent the apex of pedestrian oriented design. The project is organized around centralized pedestrian promenades running north-south and east-west through the site. The central promenades are the heart of the *Palmeraie* project and help to establish a remarkable and comfortable experience for shoppers and visitors. For this project specifically, the north-south promenade culminates in the large, publicly accessible courtyard space on the south end of the Fendi site. Adjacent commercial uses, and the building lobby, spill out into this space, blending the indoor and outdoor. The courtyard features lush landscaping, shade elements, comfortable seating options, a water feature and unique gathering spaces. The project features the desired vertical mix of uses. Parking for the project is located below grade, further emphasizing the hierarchy of the pedestrian, and helping to further allow the efficient use of the building site.

CD Goal 4: Site and building design of new development and redevelopment should respond to the Sonoran Desert Climate.

- ***Policy CD 4.1.*** Encourage new development to incorporate designs such as shade structures, deep roof overhangs and recessed windows to address passive solar cooling opportunities.
- ***Policy CD 4.2.*** Encourage the use of a variety of textures and natural building materials to provide architectural visual interest and richness, particularly at the pedestrian level.
- ***Policy CD 4.3.*** Support landscape design that responds to the desert environment by utilizing indigenous and adapted landscape materials that complement the Southern Scottsdale built environment.

RESPONSE:

- The project responds to the Sonoran Desert Climate. The design features deep balconies that will mitigate solar gain allowing for the views to be captured from the residences. The fins density varies accordingly to the building orientation to create more shading on the south and west sides of the building. In addition, the ground floor is recessed, creating shade for pedestrians and retail patrons. A water feature is planned for the courtyard space and, when combined with various shade elements, will help to create a more comfortable microclimate in the courtyard space.

CD Goal 8: Enhance the design and character of the Resort Corridor so that it continues to serve as a major hospitality and commercial designation.

- ***Policy CD 8.1.*** Create a pedestrian-friendly environment along the Resort Corridor area through streetscape and adjacent development design.
- ***Policy CD 8.2.*** Promote the Resort Corridor's character as mixed-use and pedestrian friendly, featuring a variety of building types and gathering spaces.
- ***Policy CD 8.3.*** Support the development and implementation of signature architectural, landscaping, and signage guidelines which will promote the Corridor's identity and sense of place.

RESPONSE:

- As noted, above, the property is located along the Resort Corridor. The project completely adheres to the above noted policies including the creation of a pedestrian friendly environment, the development of a mixed-use project with a variety of building types and gathering spaces and the implementation of signature architecture and landscaping. The project not only maintains the Corridor's character and identity but elevates and enhances the status.

CD Goal 9: Establish design guidelines for Corridors, Regional Centers, and Activity Areas.

- ***Policy CD 9.1.*** Encourage vertical mixed-use design that includes housing placed over lower floors of office and retail uses.
- ***Policy CD 9.2.*** Support design guidelines that require development to provide connections to, and between, adjoining sites to reduce vehicle miles traveled.

RESPONSE:

- Again, the property is located along the recognized Resort Corridor. The project is completely in keeping with the above noted policies which encourage connections and vertical mixed-use design along such Corridors. The project provides a vertically

integrated mix of uses with new residences placed over ground floor commercial / retail spaces. The project is also designed as part of a larger, completely connected development across 100+ acres. These comfortable pedestrian connections are not only with the Scottsdale component of the project, but also connect with the adjacent Paradise Valley aspects of the larger development including the Ritz Carlton Paradise Valley.

6. PLANNED REGIONAL CENTER CONFORMANCE

As noted in Ordinance Section 5.2600, the purpose of the Planned Regional Center District (PRC) is *“to provide for regional shopping, business, and residential uses within a planned center serving a broad region.”* Additionally, the PRC, *“...should be pedestrian oriented with complementary mixed uses that are carefully interrelated by the site design.”* The overall *Palmeraie* project and specifically the *Fendi Residences* concept and program are perfectly aligned with this stated purpose. The project will provide regional shopping opportunities in a highly designed, mixed-use setting. The project layout places an emphasis on pedestrian comfort and orientation, as well as connections to other used within the project and adjacent.

Additionally, the project is in conformance with all of the applicable development standards of the PRC district, including the Amended Development Standards for Enhanced Design.

7. CONCLUSION

As outlined in this narrative and as seen in the application exhibits, the *Fendi Residence* proposal meets and exceeds numerous stated goals of the General Plan, the Southern Scottsdale Character Area Plan, and the Planned Regional Center ordinance. The project also adheres to the stated criteria of consideration for the Development Review Board as noted in Zoning ordinance Section 1.904. The project is fully in-line with previously granted approvals and marks the exiting commencement of a long anticipated and sought-after project that will help to maintain and elevate Scottsdale’s status as a world class living, shopping, dining and tourist destination.

Thank you