

Aria at Silverstone

Preliminary Plat – Project Narrative

1st Submittal: July 26, 2024

2nd Submittal: October 23rd, 2024

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The Request

This application requests Development Review Board approval of a Preliminary Plat for Parcel D of Silverstone at Pinnacle Peak. The proposed preliminary plat seeks to subdivide the property into a 100-unit for-sale residential townhome community on approximately 16.3-gross acres.

In association with a proposal for subdivision of the property, this narrative shall address elements of the approved Master Environmental Design Concept Plan (MEDCP) that was approved with the original zoning (case# 15-ZN-2005) and provides development character guidance for the overall Silverstone community. Although many of the MEDCP elements will be discussed in this narrative, the application does not seek approval for the residential architecture and instead seeks to focus on the preliminary plat and landscape design. Residential design character and elevations will be provided under separate application.

Introduction

K. Hovnanian Homes proposes a 100-unit for-sale residential townhome community to be located on Parcel D of the Silverstone at Pinnacle Peak Planned Community. The property is approximately 16.3-gross acres and is undergoing a rezoning effort per case #15-ZN-2005#4 to rezone the property from C-O PCD to R-5 PCD. The property was originally rezoned per zoning case #15-ZN-2005 and is subject to the amended development standards contained therein for R-5 uses. The applicant has reviewed these materials to ensure conformance with the approved zoning.

Development Review Board Criteria

Sec. 1.904.A: In considering any application for development, the DRB 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: Aria at Silverstone is consistent with the desired values defined in the General Plan and Design Standards & Policies Manual, which include goals and policies that benefit the community consistent with the approved Silverstone at Pinnacle Peak Planned Community District (PCD) and MEDCP.

The site is located on the northwest corner of Scottsdale Road and Williams Drive. The Silverstone property was historically used for the Rawhide western theme park and has subsequently evolved into a master planned community that includes a public library, extensive open space, residential, senior living and retail uses. The site is bounded along its western edge by Scottsdale Road, which is the dividing line between the City of Scottsdale and City of Phoenix. This area in the city of Phoenix is currently vacant but is planned for future commercial development. To the north of the site is the San Portales apartment complex, and to the east is Vi at Silverstone, a luxury senior living development. South of the site across Williams Drive is a series of commercial parcels including an animal hospital, auto repair shop, USPS, and personal storage facility.

The City of Scottsdale General Plan designates the property as a mixed-use neighborhood. The mixed-use designation encompasses the overall Silverstone at Pinnacle Peak PCD and envisions a combination of commercial, public and residential uses. The subject property is consistent with the residential use type and will encourage non-vehicular connections to the other use types planned or existing within the community. The proposed development plan also responds to the guiding principles of adding to the variety of housing options and providing connectivity to the surrounding community and to various uses.

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

a. Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;

Response: Aria at Silverstone will be compatible with the surrounding built environment including the higher density San Portales Apartments and Vi at Silverstone senior living community directly adjacent to the site. As the last remaining vacant parcel within Silverstone at Pinnacle Peak, the development of Parcel D will complete the robust pedestrian circulation system encompassing the entire project. Building articulation will provide variation and movement along the public street frontages with several pedestrian connection points to the perimeter sidewalk network. Buildings include three, four, and five-unit clusters with open space between and pedestrian access throughout. Additionally, each residence will have a private outdoor living space on the ground level, and two of the four unit-types will have a roof deck.

b. Avoid excessive variety and monotonous repetition;

Response: The proposed architectural character, site layout, landscaping buffers and scenic corridor will promote important elements of North Scottsdale's unique Sonoran Desert character and the Silverstone at Pinnacle Peak PCD context. A high-quality palette of exterior materials will consist of stucco, decorative stone masonry, and metal detailing. Recessed windows will provide daylighting and provide natural ventilation in the cooler months. Building massing will be mitigated with strong articulation in the front elevations and staggered rear yard depths, and numerous recessed elements that provide for shade and architectural interest. The Modern Mediterranean color palette is complimentary to the existing residential development within Silverstone and brings visual interest to the design.

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

Response: Building forms within the community have been purposefully designed to mitigate climactic conditions associated with living in the Sonoran Desert. Pedestrian comfort has been addressed through thoughtful and purposeful placement of shade trees and architectural elements that provide refuge from the elements. All edges of the community will include natural planting that will provide aesthetic buffering and opportunities for native species to become established.

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

Response: Prior to its conversion into a premiere mixed-use community, the overall property was subject to a significant amount of disturbance related to the original theme park uses. As a result of the extensive scarring on the property, it was determined that the property was not a suitable candidate for the Environmentally Sensitive Lands (ESL) designation and is therefore not subject to the development regulations typical for this area.

- 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 interior street network conforms to the Local Suburban Residential Street standards and provides improvements within a 46 private street tract. This street section includes 6-foot sidewalks on both sides of the street. There is one primary gated accessway connected to Williams Drive. External to the project 74th Street is consistent with a Local Collector Street section within 50' of right-of-way and includes attached 8' wide sidewalks. Williams Drive is defined as a Major Collector with an existing 50' foot half street dedication and detached 8' sidewalk. Scottsdale Road is defined as a Major Arterial with an existing 75' half street dedication, with a 100' Scenic Corridor Easement.

Along the length of the Scottsdale Road Scenic Corridor, the 8' wide multi-use trail will be extended down to the intersection of Scottsdale Road and Williams Drive. Multiple connection points will connect the internal pedestrian circulation to the existing sidewalks along Williams Drive and 74th Street, as well as a connection in the northwest corner of the site to the M.U.T. extension along Scottsdale Road.

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

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

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

adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.

Response: Not applicable.

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

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

Response: Not applicable.

Open Space

The proposed open space for the community has been segmented into four zones: Scenic Corridor and Buffer Zone, Entry Zone, Amenity Zone, and Community Open Space Zone. Since the community is not located within an ESL area, the Natural Area Open Space (NAOS) standards are not applicable on this property. The total open space requirement for Parcel D of 2.97 acres was identified through the Silverstone at Pinnacle Peak MEDCP. The proposed development exceeds the requirement, providing 4.5-acres of open space.

Scenic Corridor and Buffer Zone: The Scottsdale Road scenic corridor and Williams Drive buffered roadway will be maintained and enhanced with the proposed development plan. Additionally, open space buffers will be provided along 74th Street and the north boundary of the Property. These buffers include sidewalks and trails which provide connectivity for pedestrians and bicyclists and maintain view corridors along the streetscape. The frontage area is also identified within the Silverstone MEDCP as a “Modified Natural” landscape character area which shall consist of a more regional plant palette that includes species that are more colorful and will enhance the aesthetics of the project’s roadway frontages. The species located within these areas are intended to compliment the more natural components of the community.

Entry Zone: The Entry Zone will be comprised of a more “Ornamental Desert” plant palette utilizing colorful desert adapted plant material that can transition between the Scenic Corridor / Buffer Zone to the interior Community Open Space Zones.

Community Open Space Zone: The Community Open Space Zone will be a hybrid between the Scenic Corridor / Buffer Zone and the Entry Zone utilizing drought tolerant material selected from both palettes.

Amenity Zone: The Amenity Zone will be the lushest of all the zones utilizing a blend of tropical and evergreen plant selections to create internal mini oases in conjunction with proposed amenities. While these selections may give the impression of a more water intensive landscape, the plant selections will be drought tolerant and low water use taken from the Arizona Department of Water Resources (ADWR) plant list.

Additionally, each unit has a minimum 442 SF private backyard will be subject to individual tastes and treatments.

Conclusion

K. Hovnanian Homes, an industry leading homebuilder with multiple high-quality projects within Scottsdale, is proposing the development of a for-sale townhome residential community that compliments the land use types and residential densities envisioned for this area. The homes will express elevated design quality through the use of select materials and modern building practices that match the expectations of buyers within the Scottsdale marketplace.

Residences will promote parity with the development character and vision defined by the Silverstone MEDCP document. This document contemplates the principles of community connectivity, relationships and transitions to the natural environment and establishment of architectural themes.

All residences within the project will be for sale and will be placed on individual lots, all within an amenitized community that includes walking paths, private pool area, an abundance of mature native vegetation to be salvaged from the property and access to pedestrian facilities that extend in a well-developed network throughout the Silverstone community.