

# Magnolia on Osborn

7018 E. Osborn Road

## Rezoning Project Narrative

18-ZN-2022



### **PREPARED FOR**

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## **TABLE OF CONTENTS**

	Page
<b>Development Team</b>	3
<b>Site Information</b>	4
<b>Project Overview</b>	8
<b>2035 General Plan</b>	9
<b>Old Town Scottsdale Character Area Plan</b>	36
<b>Old Town Scottsdale – Urban Design &amp; Architectural Guidelines (UDAG)</b>	53
<b>Scottsdale Sensitive Design Principles</b>	64

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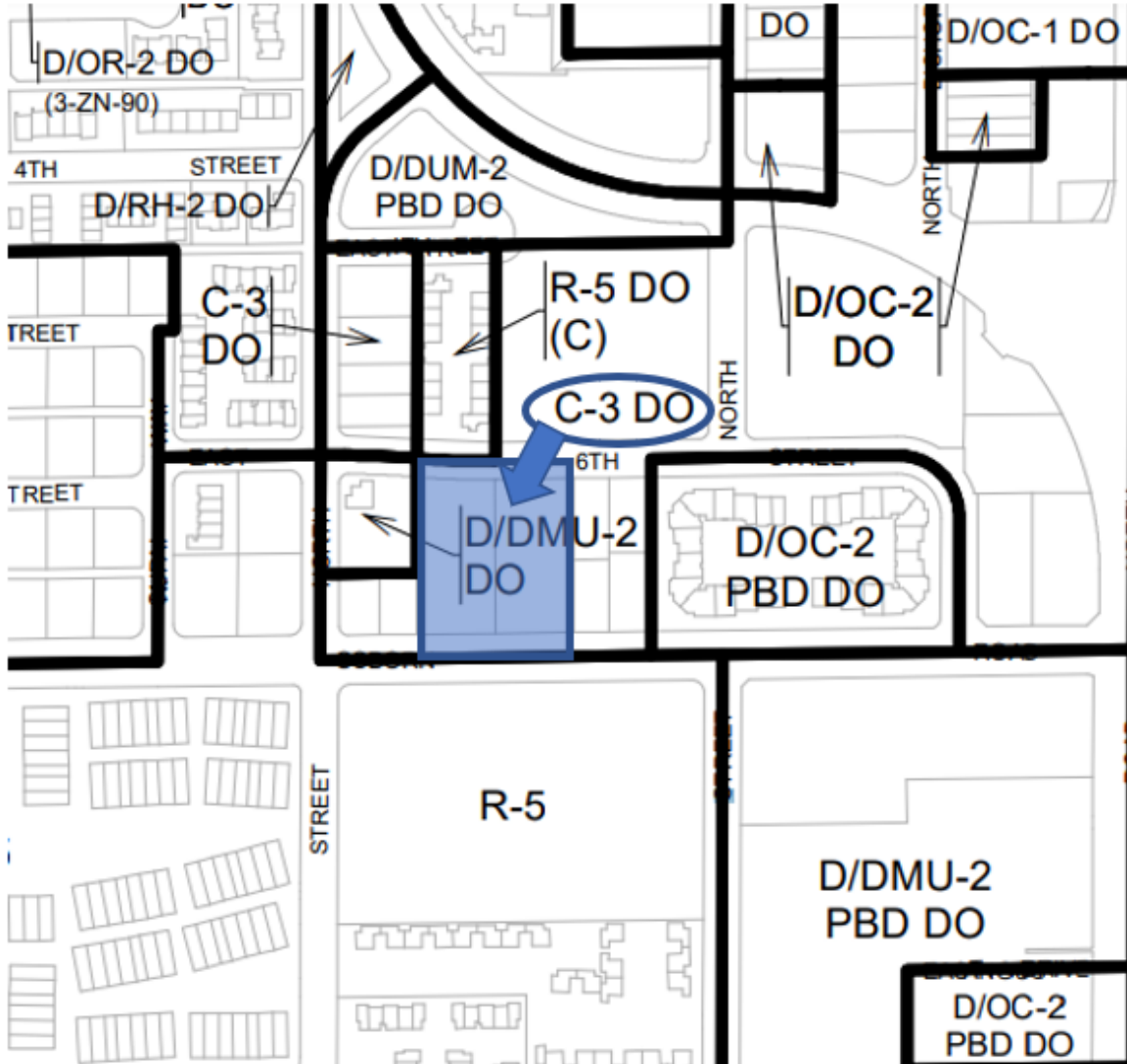
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**SITE INFORMATION**

**Current Zoning Map**



Context Aerial – Existing Site



**Existing Streetscape – Osborn Road**



**Proposed Streetscape – Osborn Road**



Old Town Development Types



Source: Old Town Scottsdale Character Area Plan

## **PROJECT OVERVIEW**

### **Development Request**

The application is for rezoning of a 1.85+/- gross acre site located at 7018 E. Osborn Road (the “Property”) within the Old Town Scottsdale Character Area Plan for a new mixed use residential building. The request is for rezoning from Highway Commercial, Downtown Overlay (C-3 DO) to Downtown/Downtown Multiple Use Type 2, Downtown Overlay (D/DMU-Type 2DO). The proposal includes 92+/- units and 5,800 s.f. of non-residential space on the ground level. Other amenities include, but are not limited to, structured/underground parking, improved pedestrian streetscape, fitness center, clubroom, pool area, and sustainable building elements. The building massing will be maximum of 4 stories with a maximum height of 59-feet (including mechanical appurtenances).

Area context includes 70<sup>th</sup> Street Lofts residential to the west, First Baptist Church to the south, Ten Wine Lofts residential to the east. The nearby Olive Garden was recently approved for a new residential health care facility at the southwest corner of Scottsdale Road and Osborn Road. The 45-acre HonorHealth Osborn medical campus is located directly across Scottsdale Road approximately 1000-ft east of the Property. The City’s Civic Center complex (offices, library, and museum) is located approximately one-half mile to the northeast, The Waterfront and Scottsdale Fashion Square mall are located approximately one mile to the north and the Indian Bend Wash greenbelt is located less than one mile to the east. The synergy of uses between the proposed residential and surrounding commercial and employment land uses will bolster the economic vitality promoting the live, work, play philosophy. The request complies with the Old Town Scottsdale Character Area Plan (“OTSCAP”) and 2035 General Plan as outlined below.

The Property is located within the southern edge of Old Town near a range supporting land uses, The proposed residential mixed-use building will provide additional housing options in Old Town complemented by nearby employment, medical, cultural venues, recreation, retail, and support services.

## **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 urbandistricts; 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 D/DMU district allows for higher intensities in a mixed-use setting to encourage a synergistic lifestyle and appropriate balance of land uses with an enhanced pedestrian environment. The proposal for approximately 92+/- residences on approximately 1.85+/- gross acres. The base Downtown Ordinance requirements are being met with respect to height, GFAR, and density and no amended development standards are being requested for setbacks and stepbacks with this proposal.

The Property is currently occupied by a surface parking lot (west parcel) and commercial building with truck storage (east parcel) along 6<sup>th</sup> Street. The site is surrounded by a variety of employment, medical, retail/ support services, and residential and is approximately 1000-ft west of the 45-acre HonorHealth Osborn medical campus at the northeast corner of Scottsdale Road and Osborn Road. Beyond the immediately adjacent context, the Property is located within close range of numerous cultural venues, entertainment, and service-related business. The key development consideration and design themes are summarized below and will be reiterated throughout the goals and policies discussion.

Key development considerations include, but are not limited to, implementing architectural elements found throughout Old Town, responding to the Sonoran Desert environment through design, massing, material selection and landscaping, offering additional housing options in the heart of Old Town strengthening its mixed-use synergy and economic success, and focusing on pedestrian connectivity further promoting walkability.

*Conceptual Design – 6<sup>th</sup> Street View*



**CD 2**

*Develop, maintain, and refine Character Areas and Character Area Plans to foster quality development and consistent character and context within various areas of the community.*

*CD 2.1 Set priorities for the creation and updating of Character Area Plans.*

*CD 2.2 Character Area Plans should address “edges,” places where two Character Areas meet or places where Scottsdale’s boundaries abut other governmental jurisdictions, to ensure compatible transitions of character and connections.*

*CD 2.3 Ensure the involvement and participation of Character Area residents, businesses and property owners in planning and implementation.*

**Response:** The proposed development complies with the Old Town Scottsdale Character Area Plan by bringing redevelopment that is contextually appropriate and implements pedestrian synergist land uses along Osborn Road just west of Scottsdale Road. Further discussion regarding the character area plan conformance is provided in the Old Town Scottsdale Character Area Plan (“OTSCAP”) section below.

**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 policies, 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:** As noted above with the key development considerations, the proposed architectural character, site layout, and landscaping design will respect the unique climate, vegetation, and Scottsdale’s Old Town urban context. The building will utilize a combination of stone, brick, and stucco, among other durable natural materials. In addition to the stepped building form, building massing will be mitigated with varied fenestration patterns and a combination of numerous recessed and cantilevered elements through the window and balcony design. The color palette invokes a Sonoran Desert inspired range of earth-tone finishes integrated with lighter tones to add visual interest.

See the Scottsdale Sensitive Design Principles and Old Town Scottsdale Urban Design & Architectural Guidelines (“OTSUDAG”) sections below for detailed responses regarding each principle.

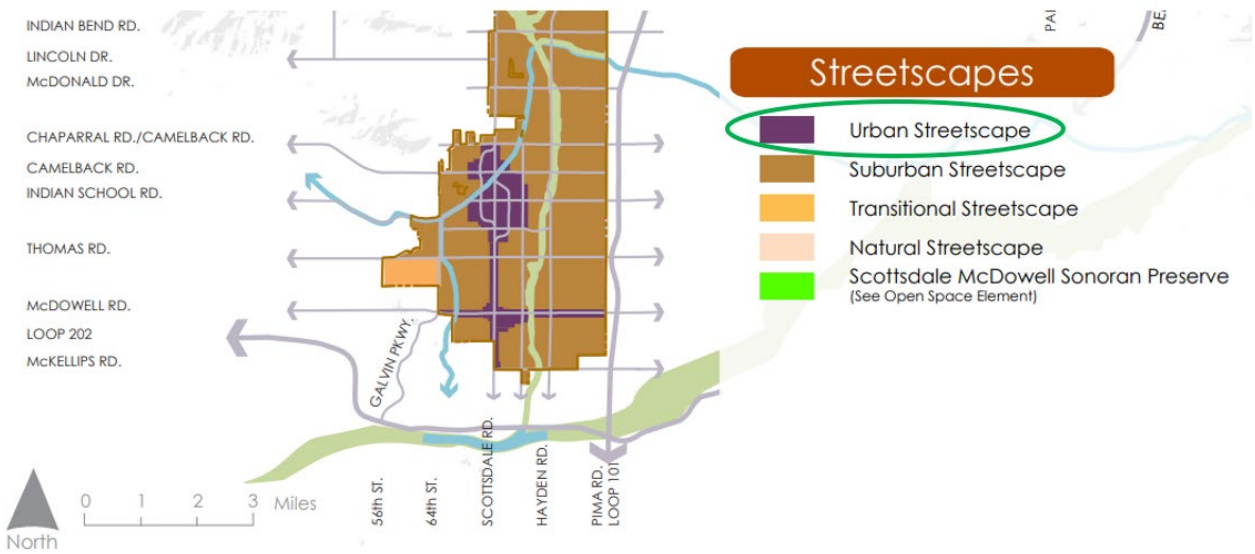
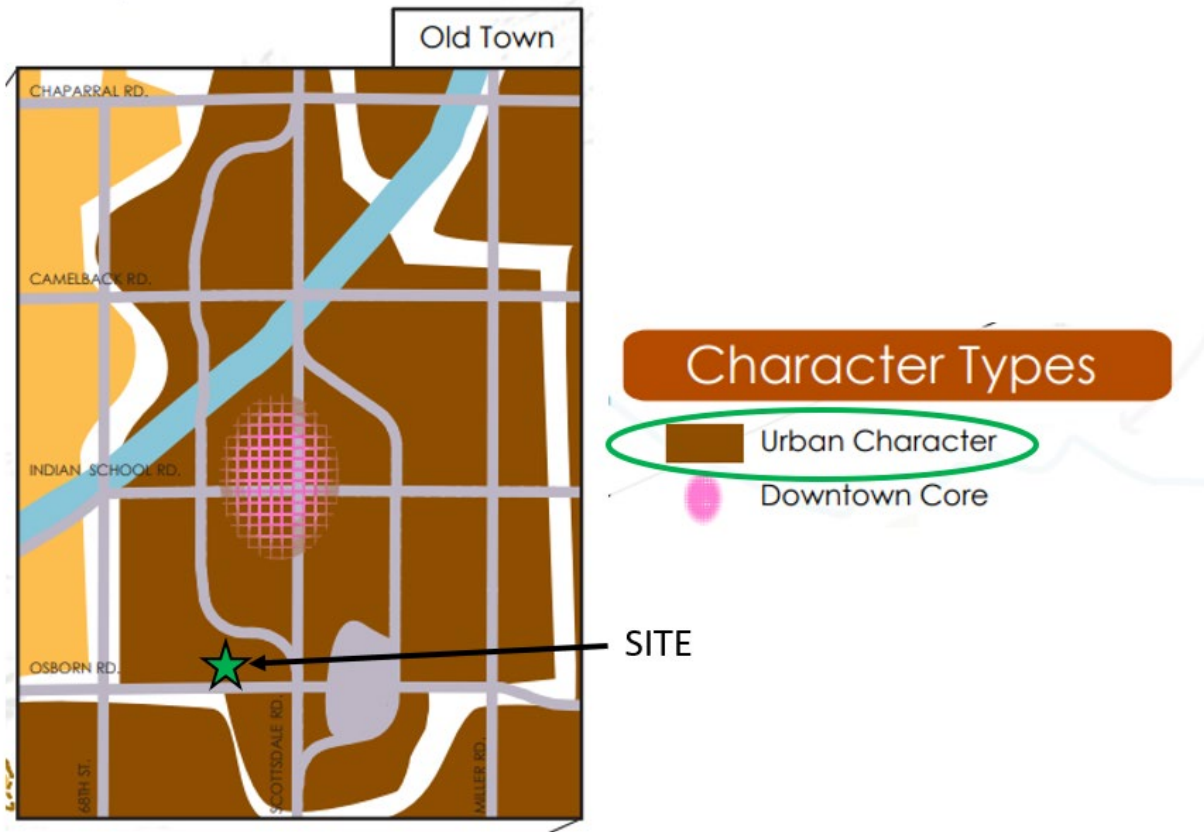
#### **CD 4**

***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.*

**2035 General Plan – Character & Design Element (Page 40 & 42)**



**Response:** Streetscapes (north and south) have been improved to encourage pedestrian comfort, safety, and accessibility with the proposal. Sidewalks have been updated with a detached 8-ft wide sidewalk along both Osborn Road with cantilevered shade canopy, and a 6-ft wide sidewalk along 6<sup>th</sup> Street. The entire frontage is treated as a green space with planting areas including 48-inch box trees and pedestrian activation elements including accent paving, seating, and shade.

### **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 a predominately desert-lush design with a variety of Southwestern plants that will provide year-round color, shade, and texture for the site as demonstrated with the landscape plan. Vegetation will include plants proven to thrive in our desert climate, appropriate for Old Town, while creating a shaded vegetative pedestrian experience greatly improving the existing condition of the site. Plant selection and thoughtful planting design will allow the development to use water efficiently throughout the site. The Osborn Road and 6<sup>th</sup> Street streetscape experience will incorporate landscaping allowing pedestrians and residents to enjoy and benefit from landscaped open spaces, resulting 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 and visitors. Lighting designs will be commensurate with the quality architectural style proposed for the development, low-level with no glare or excessive intrusion for adjacent properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along street frontages in keeping with the Old Town setting.

**CD 7**

***Honor Scottsdale’s western and equestrian lifestyle.***

*CD 7.3 Celebrate the preservation of western and southwestern art, character, museum works, and architecture, both citywide and within Historic Old Town.*

*CD 7.4 Protect the heritage and Western character of the original Historic Old Town District through both the Character Area Plan and Urban Design and Architectural Guidelines.*

**Response:** Honoring Western character, the proposed architecture takes cues from the historic Old Town context and surrounding building character through the building design, color selection, materials, and massing. See further details in the OTSCAP and OTSUDAG sections below.

**2035 Conceptual Land Use Map**



*Source: 2035 General Plan*

## **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:** Integrating new residential communities in Old Town near major employers such as HonorHealth Osborn and the City of Scottsdale and a range of entertainment, cultural 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 for residents. Magnolia on Osborn is an ideal fit given the type of surrounding land uses. The building massing is designed to respectfully integrate with the surrounding building heights including Ten Wine Lofts (60-ft) and The Carter (66-ft). Further, the HonorHealth campus is entitled for building heights up to 150-ft and The Osborn residential healthcare facility was recently approved at the southwest corner of Scottsdale and Osborn Roads for heights up to 74-ft.

### **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:** Magnolia on Osborn contributes towards a pedestrian oriented Old Town atmosphere by improving the pedestrian realm with activation of the adjacent street frontages; both Osborn and 6<sup>th</sup> Street. Improving the pedestrian character of redevelopment sites is a key component to maintaining a thriving Old Town that minimizes focus on the automobile and encourages multimodal transportation. 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 communities within close proximity to employment, support services, cultural amenities and multimodal transportation opportunities provides a greater balance of land uses to better serve the 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:** This Property is located west of the northwest intersection of Scottsdale and Osborn Roads, approximately one-half mile north of Thomas Road and one-half mile south of Indian School Road with easy access to public transportation and is approximately two miles west of the Loop 101, all of which provide regional access. By creating a comfortable and inviting pedestrian experience along the adjacent streets, Magnolia on Osborn will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging these alternative means of transportation is inherent to downtown buildings as the Property is located near numerous employment, restaurants, retail, medical, and cultural destinations.

Given the location, the proposed use encourages residents to utilize Old Town for their everyday dining, social interaction, recreational, and cultural needs. In addition, the site is located within close proximity to significant destinations such the Museum of the West (MOW), Marshall Way and Main Street galleries, Scottsdale Artists School, Scottsdale Museum of Contemporary Art (SMOCA), Scottsdale Center for Performing Arts, Scottsdale Historical Museum, Scottsdale Stadium, Scottsdale Fashion Square Mall and The Waterfront.

## **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 residential mixed use into Old Town will offer more diverse housing options for our residents. The location of the Property is within close proximity to HonorHealth Osborn, medical offices, employment, restaurants, cultural amenities, and recreation opportunities is ideally situated for a residential community. 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.

## **LU 6**

***Attract and retain diverse employment, business, and retail land uses to improve the economic well-being of Scottsdale's residents.***

*LU 6.1 Promote opportunities for the expansion and revitalization of employment and commercial uses within the city.*

*LU 6.2 Support well-planned, clustered employment centers of related or similar uses such as Healthcare and Research and Development land uses.*

*LU 6.3 Encourage commercial land uses of similar scale and character in proximity to or within medium- to high-density residential areas to promote walkable connections.*

**Response:** The rezoning request will allow for the redevelopment of an underutilized site surrounded by a variety of supporting office/commercial and residential land uses that will offer services to the residents, office workers, and visitors of Magnolia on Osborn. Equally, the addition of new residences in this downtown setting will bring additional sales tax dollars and jobs to Old Town further strengthening Scottsdale's economic stability and promoting the confluence of services, cultural amenities and lifestyle qualities Scottsdale is known for.

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

**Response:** The streetscape has been designed to provide a meaningful and inviting public pedestrian connection from along Osborn Road and 6<sup>th</sup> Street. Although open space is not required by ordinance in downtown developments, the development will result in 15,194 s.f. of open space or 24% of the site.

#### OS 6

*Design and manage open spaces to relate to surrounding land uses and character.*

*OS 6.1 Evaluate the design of open spaces with the following primary determinants: aesthetics, neighborhood and service area needs, public safety, visual and functional connectivity, social and economic impacts, maintenance requirements, water consumption, drainage considerations, multi-use, Character Area, desert preservation, and wildlife corridor protection.*

*OS 6.3 Aesthetically and sensitively integrate utilities and other public facilities into open spaces.*

*OS 6.5 Provide ample shade in public open spaces as appropriate for the type of open space.*

**Response:** Magnolia on Osborn will help revitalize and energize the southern edge of Old Town by providing a synergistic land use near the HonorHealth Osborn medical campus and the City Civic Center complex, as well as other supporting land uses, and enhancing pedestrian connectivity in and around the site. The Property is located on the southern edge of Old Town, which makes it ideally situated for redevelopment. The proposed development will provide a new residential community in Old Town complemented by nearby employment, medical services, cultural venues, recreation, retail, and support services.

### Environmental Planning Element

#### EP 1

*Protect and enhance Scottsdale's human and Sonoran Desert habitats.*

*EP 1.3 Require developments to retain and integrate the Sonoran Desert ecosystem.*

*EP 1.4 Preserve local plants, wildlife, and natural resources to maintain the biodiversity and long-term sustainability of the area's ecology.*

**Response:**

- Project plans enhance the existing native landscaping with new native and arid-adapted plant material which contribute to the broader surrounding environmental context.
- A goal of the project is to create a comfortable and walkable experience for users within an urban environment. An enhanced experience is achieved by increasing site shade and providing spaces for respite along a public sidewalk with building shade elements and landscape elements which provide shade.

**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:**

- Use of local building material where feasible.
- Looking at embodied and operational carbon.
- Attention to wellness lifestyle – visual and spatial access to courtyards and shaded pedestrian sidewalks.
- Emphasis on natural lighting.
- Indoor environmental quality and use of low VOC finishes and sealants indoors.
- On site recycling.
- On site vehicle charging; preferred parking for low emission/hybrid vehicles.
- Landscape buffer at both Osborn Road and 6<sup>th</sup> Street.
- Use of balconies and shading devices.
- Comfortable, shaded outdoor areas that encourage use.
- Attention to acoustics for resident well-being.
- Attention to biophilia and connection to nature.

**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:**

- On site vehicle charging; preferred parking for low emission/hybrid vehicles.
- Attention to indoor environmental quality and use of low VOC finishes and sealants indoors.
- Inclusion of bike racks and bike storage to connect urban commuters to transit network.
- Easy access to local and regional mass transit as buses.
- Community bike share program to encourage residents to bike rather than drive to nearby destinations.

## **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:**

- Providing LID items such as curb cuts and permeable paving.
- Permeable paving provided near root zones to promote tree and planting vitality and increased soil percolation.

## **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:**

- Removal of existing large asphalt parking lot contributes to reduction of heat island. All parking to be provided in structured parking garage. All parking spaces are covered and shaded.
- Use of shade network of building components and landscape elements to provide comfortable pedestrian environment.

- Target 75% shade cover at public sidewalks with tree shade.
- Use of permeable paving to increase percolation.
- Use cool paving with Solar Reflectance Index (SRI) value.
- Specification of native plant and accent material with low maintenance requirements.
- Recommendation for maintenance practices which promote more shade coverage at ground plane. Recommendation against shared round shrubs as they provide shade less and are not as visibly appealing.
- Proposed multistory structure that minimizes heat absorbing roof area given the total building area
- Light colored TPO roof to minimize heat gain.

## **EP 8**

### ***Plan, prepare, and adapt for significant climate impacts on city infrastructure and operations.***

*EP 8.1 Develop, adopt, and implement climate action and resiliency strategies that address areas of climate mitigation planning such as emissions, drought, energy, transportation, and extreme heat.*

*EP 8.2 Increase energy efficiency in buildings and vehicle fleets.*

*EP 8.3 Encourage use of clean, renewable energy sources.*

*EP 8.4 Employ green building and green infrastructure best practices.*

*EP 8.5 Establish land use and mobility plans that decrease transportation carbon emissions.*

*EP 8.6 Encourage waste reduction and water conservation.*

### **Response:**

- Specification of native plant material, which is drought tolerant, arid-adapted and extreme-heat tolerant.
- Inclusion of bike racks and bike storage to connect urban commuters to transit network.
- Potential for flooding reduced with green infrastructure / LID practices.
- Use of local building material where feasible.
- Looking at embodied and operational carbon.
- Exterior ceiling fans for air movement and cooling of spaces where appropriate.

## **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:**

- Specification of plant and accent material with low maintenance requirements.
- Use of shade network consisting of built and natural elements.
- Target 75% shade cover at public sidewalks with tree shade. Pedestrian pathways will also be supplemented by building shade elements.
- Use of permeable paving to increase percolation.
- Specification of plant material, which is drought tolerant, arid-adapted and extreme-heat tolerant.
- Potential for flooding reduced with green infrastructure / LID practices.

**CONSV 2**

***Protect and manage Sonoran Desert biodiversity and native ecosystems.***

*CONSV 2.1 Preserve, salvage, and/or restore native plants, wildlife habitat, and natural resources to maintain the biodiversity and long-term sustainability of the area's desert ecology and character.*

*CONSV 2.2 Encourage landscaping that limits the amount of grass and makes optimal use of native desert plants.*

**Response:**

- Project plans to preserve existing native and mature trees as well as provide new native and arid-adapted plant material which contribute to the broader surrounding environmental context.
- Specification of plant and accent material with low maintenance requirements.
- Specification of plant material that is arid-adapted and appropriate for the climate.

**CONSV 4**

***Conserve water and encourage the reuse of wastewater.***

*CONSV 4.7 Support rainwater harvesting and stormwater capture in site planning and building design.*

*CONSV 4.8 Explore new and evolving water conservation and reuse technologies and use them as appropriate.*

**Response:**

- Sloping rainwater to landscape planters.
- Increased site percolation with incorporation of permeable paving.
- Provide curb cuts to provide supplemental irrigation to landscape planters.

- Drip irrigation and smart controller system to conserve water use and manage precipitation on site.

## **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:**

- Provide energy efficient HVAC systems, equipment and appliances.
- Provide interior room light sensors to reduce energy consumption.

### **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:**

- Specification of plant material, which is drought tolerant, arid-adapted and extreme-heat tolerant.
- Use of permeable paving to increase percolation.
- Use of cool paving with Solar Reflectance Index value.
- Use of local building material where feasible.

- Looking at embodied and operational carbon.
- Attention to wellness lifestyle – visual and spatial access to courtyards and shaded pedestrian sidewalks.
- Emphasis on natural lighting.
- Indoor environmental quality and use of low VOC finishes and sealants indoors.
- On site recycling.
- On site vehicle charging; preferred parking for low emission/hybrid vehicles.
- Landscape buffer at major streets.
- Balconies and shading devices provided in envelope. Northeast balconies providing shade to envelope.
- Comfortable outdoor areas that encourage use.
- Minimize or eliminate building envelope exterior cooling and heat infiltration.

## ❖ 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

### Housing Element

#### H 1

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

*H 1.1 Maintain Scottsdale’s quality-driven development review standards for new development.*

*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 within walking distance of employment, transportation, and services.*

*H 1.5 Encourage a variety of housing densities in context-appropriate locations throughout Scottsdale to accommodate projected population growth.*

*H 1.6 Maintain, improve, and create high-quality and safe housing for all citizens.*

*H 1.8 Encourage developments to incorporate the highest possible cost- and quality-effective level of amenities, sustainable design, durability, and architectural quality.*

**Response:** Providing a variety of housing options that address the needs of multiple demographics contributes to a strong economic base. This proposal will meet the growing need for well-located housing and contribute to the long-term economic prosperity of the surrounding area by providing residents to benefit from a mixed-use “live, play, work” environment. Further, the development will help diversify the local economy and support a sustainable economic future as the City continues to evolve.

## **Recreation Element**

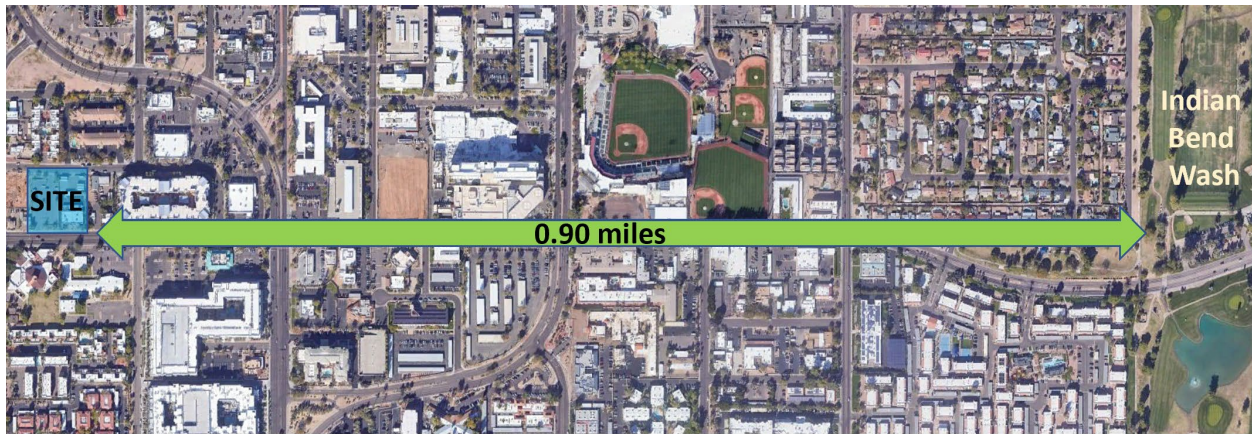
### **R 2**

***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:** Magnolia on Osborn benefits from numerous walkable opportunities throughout Old Town and is located less than 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.*

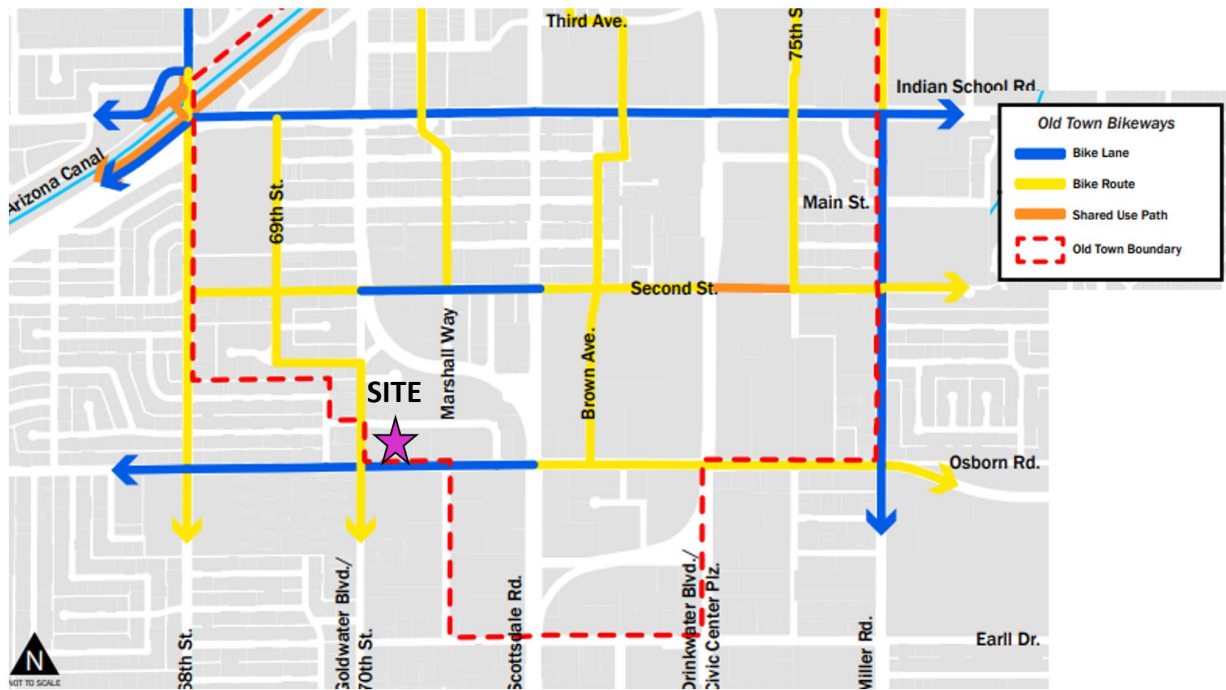
*C 1.2 Coordinate transportation and land use planning to enhance an integrated, sustainable transportation system that promotes livable neighborhoods, economic vitality, safety, efficiency, mode choice, and adequate parking.*

*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:** The Property is located west of the southwest corner of Scottsdale and Osborn Roads, with immediate access to public transportation, and is approximately two miles west of Loop 101, which provides regional access. Existing public transportation options include both trolley and bus service. Valley Metro bus Route 72 runs along Scottsdale Road immediately near the site. Trolley route MLHD runs along Miller Road and provides access from the Granite Reef Senior Center north to Mustang Library. Trolley route CM68 runs along Camelback Road and 68<sup>th</sup> Street through Old Town connecting to the Paiute Neighborhood Center in route to Scottsdale Community College. Valley Metro transit Route 50 runs along Camelback Road and Route 41 runs along Indian School Road providing east-west connections through the Valley. Beyond the immediately adjacent context, the Property is located within close proximity to numerous cultural venues, employment, medical, and service-related business. The Property is well situated to benefit and further enhance Old Town’s walkable environment through streetscape sidewalk connectivity.

**Transit Routes**



Source: [scottsdaleaz.gov/trolley](http://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. Magnolia on Osborn 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 housing 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 building 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 community services 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.*

**Response:** The streetscape design and ground level activity will allow comfort and ease of walkability for residents, guests 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. Sidewalks have been updated with a detached 8-ft wide sidewalk along both Osborn Road with cantilevered shade canopy, and a 6-ft wide sidewalk along 6<sup>th</sup> Street.

## **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 bike lanes along Osborn Road will be maintained, which provide connectivity to the Indian Bend Wash and Arizona Canal path system. Bicycle racks will be provided onsite in conformance with City standards.

## **❖ 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:** Redevelopment and revitalization of the site for a new residential community brings a wide range of amenities including, but not limited to, ground level non-residential space (approximately 5,800 s.f.), enhanced landscape and hardscape, shade, improved pedestrian connectivity, sensitive edge buffering, vibrant architecture, placemaking and underground parking. No amended development standards are being requested for setbacks and stepbacks in

order to maintain sensitive edge conditions and transitions to the adjacent built environment. In the Downtown district, the maximum building height per the Type-2 designation is 66 feet. Magnolia on Osborn is proposing 4-stories and 59-ft in height including mechanical equipment.

The building frontage along Osborn Road features glass storefront windows, 8-ft shaded pedestrian sidewalk and native landscape elements. The shade is provided by a cantilevered awning element that has small strategic openings to provide an interesting play of light and shadow, while still provided a shaded walkway.

### **NPR 5**

***Promote neighborhood interaction to help create and maintain strong communities.***

*NPR 5.1 Preserve existing and create new public gathering spaces within walking distance of residential areas.*

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

**Response:** Magnolia on Osborn contributes towards a pedestrian oriented Old Town atmosphere by improving the pedestrian realm. This is achieved with activation of the adjacent street frontages along both the north and south. Improving the pedestrian character of redevelopment sites is a key component to maintaining a thriving Old Town.

### **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 redevelopment of this Property for a new 92-unit, 4-story residential community will integrate new vibrant architecture and design on an underutilized site removing an asphalt surface parking lot and old office building structure. The design of this infill development site,

which is located in the heart of Old Town, took inspiration from surrounding architecture as well as the 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 continues to grow and thrive. Integrating additional new 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 residential buildings in a mixed-use setting with convenient access to employment, shops, galleries, museums, and major transportation corridors. Magnolia on Osborn will reinvigorate the Property and continue to enhance the Osborn Road streetscape. The proposed redevelopment will stimulate additional taxpayer dollars, provide additional jobs, and encourage more infill development of aging properties. Use of efficient sustainable building materials will be implemented as discussed above under the Environmental Planning Element.

## **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 1.4 Accommodate the highest intensity of development in designated Growth Areas. In some cases, Character Area Plans may be more specific on appropriate locations for higher intensity development within both Growth and Activity 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:** Integrating a new residential community in Old Town near City of Scottsdale/Civic Center and HonorHealth Osborn 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 for our residents. The proposed use is an ideal fit given the range of surrounding land uses. The building massing is designed to respectfully integrate with the surrounding building heights including Ten Wine Lofts (60-ft) and The Carter (66-ft) as well as the recently approved residential healthcare facility, The Osborn (74-ft). Further, the HonorHealth Osborn campus is zoned for building heights up to 150-ft.

Redevelopment and revitalization of the site brings a wide range of amenities including, but not limited to, ground level office/non-residential space, enhanced landscape and hardscape, shade, improved pedestrian connectivity, sensitive edge buffering, vibrant architecture, placemaking and underground parking. No amended development standards are being requested with the proposal and the proposed height is below the Type-2 base height of 72-ft (66-ft + 6ft for mechanical) per the Downtown district.

## **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:** Magnolia on Osborn contributes towards a pedestrian oriented Old Town atmosphere by improving the pedestrian realm with activation of the adjacent street frontages (both Osborn Road and 6<sup>th</sup> Street). Improving the pedestrian character of redevelopment sites is a key component to maintaining a thriving Old Town that minimizes focus on the automobile and encourages multimodal transportation. Additionally, the Indian Bend Wash is located less than one mile to the east of the site and offers recreational opportunities for residents. Old Town is designated as a Growth Area and integrating new housing options within close proximity to employment, support

services, cultural amenities, and multimodal transportation opportunities provides a greater balance of land uses to better serve the community.

### **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 mixed-use community and existing nearby residential, 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 cater to a wide demographic base contributes to the Old Town mixed-use character and strengthens the economic base of the area. Integrating new well-designed residential communities will help diversify the local economy and support a sustainable economic future as the city continues to thrive.

## **OLD TOWN SCOTTSDALE CHARACTER AREA PLAN**

The Downtown Multiple Use Type 2 category supports a variety of major employment and service -uses including, but not limited to, multiple story residential, residential health care facilities, office, tourist accommodations, commercial retail, and support services consistent with the intensity of uses which are typically found in Old Town Scottsdale. Additionally, revitalizing and redeveloping older properties is a critical part of the economic vitality of the community as it grows and thrives. Thus, the proposed redevelopment of the site is essential for the continuing economic growth and sustainability of the City as a whole and area small businesses.

The D/DMU-2 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 Neighborhoods, Old Town Scottsdale should offer access to multiple modes of transportation and major regional designations, 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.*

**Response:** The proposed residential health care facility will further strengthen Old Town’s urban environment and mixed-use character by integrating additional housing options into the downtown core with well-established commercial, medical, cultural, and employment land uses. Please refer to the CD1 under the General Plan discussion above regarding the specific design elements that will bring a vibrant, interactive development to the Property.

#### **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 Downtown Zoning classification allows for higher intensities in a mixed-use setting to encourage a downtown lifestyle and appropriate balance of land uses with an enhanced pedestrian environment. This application will result in the revitalization of an underutilized property. The existing D/DMU-2 DO zoning and proposed revised development plan and modified stipulations will allow for context appropriate property development standards compared to what is currently allowed pursuant to the C-3 zoning designation under which the Property was originally developed.

**GOAL LU 3:**  
***CONTINUE THE USE OF DEVELOPMENT TYPES TO GUIDE THE PHYSICAL AND BUILT FORM OF OLD TOWN SCOTTSDALE.***

***Policy LU 3.2***

*Support the highest scale Type 2 in the majority of the Multiple Use areas surrounding the Downtown Core.*

**Response:** The zoning request will allow for redevelopment and revitalization of the Property, integrating new vibrant housing options while bringing a wide range of amenities including, but not limited to, activity along the streetscape, enhanced landscape and hardscape, shade, improved pedestrian connectivity, sensitive edge buffering, vibrant architecture, placemaking and underground parking. No amended development standards are being requested for height, setbacks and stepbacks to maintain sensitive edge conditions and transitions to the adjacent built environment.

Old Town Future Land Use Map



Source: Old Town Scottsdale Character Area Plan

**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, town homes, 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 site from an underutilized property to a synergistic residential community promotes the OTSCAP goals and policies given the surrounding context and well-established mixed-use setting of Old Town. The proposed residences, with a range of floor plans and sizes, along with resident amenities provide new housing options for the residents of Scottsdale.

**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 Arts District and portions of the Fifth Avenue District west of Goldwater Boulevard, and the Civic Center and Brown and Stetson Districts east of 75<sup>th</sup> 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:** Magnolia on Osborn is located on two underutilized parcels with surface parking and a 40-year (+/-) old office building at the southern end of Old Town, which makes it ideally situated for a new residential community given the mixed-use context. The location of the proposed

building will lend itself to various modes of transportation, such as by foot, bicycle, transit and/or trolley vs. car as the Property is located within close proximity to numerous employment, restaurants, retail, medical, and cultural opportunities. HonorHealth's 45-acre medical campus is located approximately 1000-ft to the east of the site. The City's civic complex (offices, library, and museum) is located approximately one-half mile to the northeast, The Waterfront and Scottsdale Fashion Square mall are located approximately one mile to the north and the Indian Bend Wash greenbelt is located less than one mile to the east. The landscape shaded sidewalks proposed for this building will provide a comfortable means to circulate in and around the site promoting a walkable and sustainable downtown.

## ➤ CHARACTER & 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 surrounding and/or evolving, context into 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 in transition.*

#### ***Policy CD 1.5***

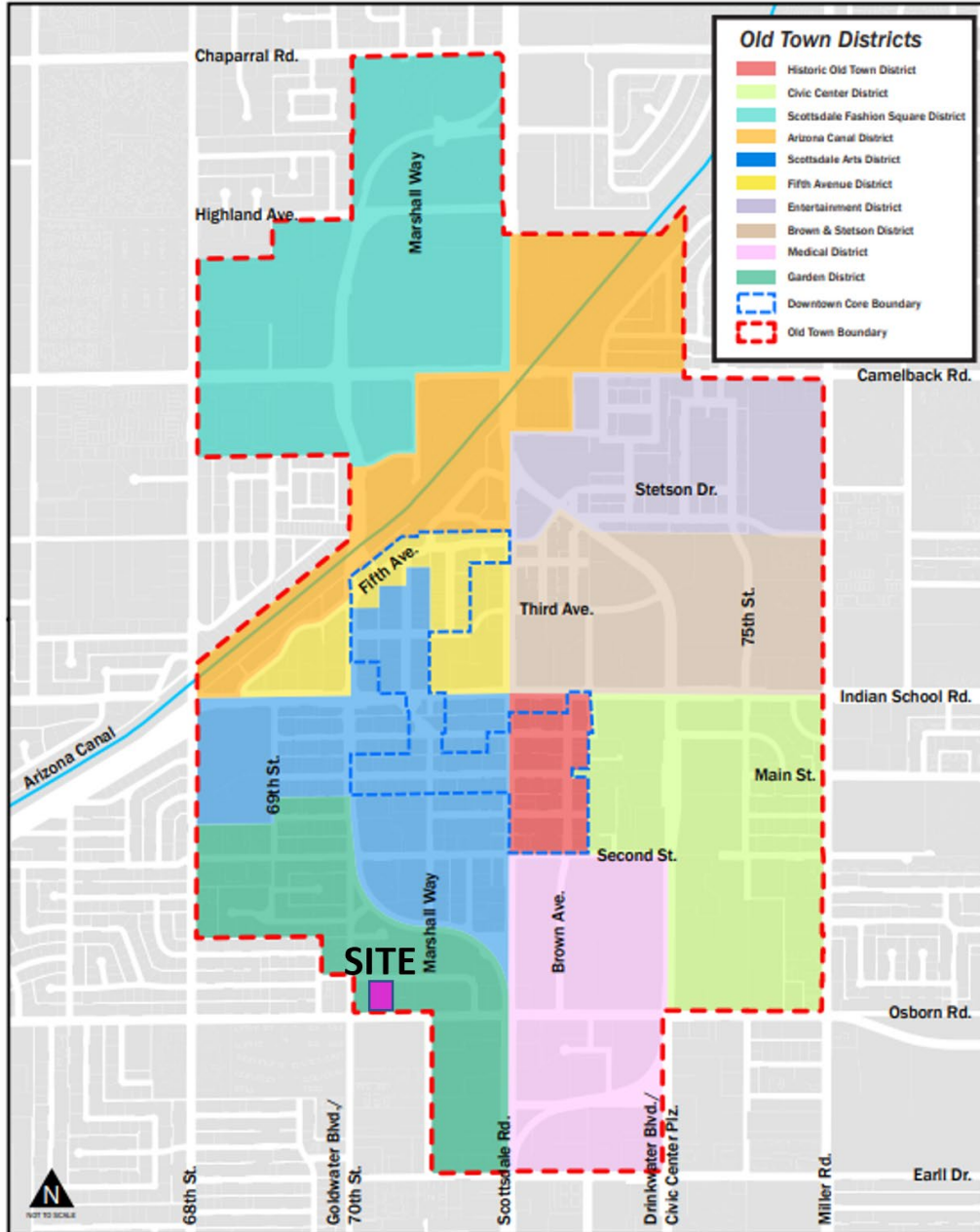
*Maintain pedestrian oriented small-town character and human scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at the street level of all downtown districts.*

**Response:** Magnolia on Osborn being located on the southern edge of Old Town within the Garden District near both the Scottsdale Arts District and Medical District (see Old Town Districts Map below), has a unique opportunity to serve as a connection between a range of established land uses and development types. The streetscape design will embrace the Old Town Scottsdale Urban Design & Architectural Guidelines and provide a welcoming pedestrian environment for Old Town residents and patrons as compared to the more car-centric surface parking that exists today. Redevelopment of which will significantly reduce the urban heat island effect with integration of new open space and vegetation on the Property and the elimination of asphalt parking lot. The proposed development will provide a comfortable and safe streetscape designed with human-scale elements, shade and movement through both hardscape and building forms. Trees and shrubs will be used to create a comfortable microclimate as well as providing visual relief that will enhance the pedestrian experience along the street edge (both Osborn and 6<sup>th</sup>) and encourage the use of sidewalks to get from one destination to another further enhancing the mixed-use character of Old Town and respecting the existing building context.

## Old Town Districts

**Garden District** – This district includes mid-century apartments and condos as well as new multifamily housing. Restaurants and service oriented businesses serve district residents and visitors.

## Old Town Districts Map



*Source: Old Town Scottsdale Character Area Plan*

**GOAL CD 2:**

***DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE OLD TOWN PLAN BOUNDARY AND BETWEEN ADJOINING URBAN NEIGHBORHOODS OF DIFFERING DEVELOPMENT TYPES.***

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

**Response:** See response above under Old Town Plan Goal CD 1. In addition, the building massing is stepped horizontally and vertically to help reduce the overall volume and create numerous transitions and additional architectural interest with no requested amended development standards to setbacks and stepbacks. The building design incorporates layers, textures and variety in materials providing four-sided architectural character that responds to the Sonoran Desert climate while also respecting solar orientation and appearance from adjacent properties. Setbacks and stepbacks will adhere to the required zoning development standards, with no amendments.

**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 conditions, landscape, and features that are drought tolerant, as well as offer attractive spaces, and 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.*

**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 in keeping with the Old Town Scottsdale Urban Design & Architectural Guidelines. The proposed plant palette will incorporate hardy plants known to thrive in the heat and sun of the Sonoran Desert climate. Plant selection and landscape design will allow the development to use water efficiently.

**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:** Pedestrian circulation along the streetscape will be enhanced providing seamless interaction with the existing range of Old Town offerings. The building design focuses on enhancements at the human level along with new landscape and hardscape elements that provides a comfortable, walkable pedestrian realm. Signage will be understated while blending with the architectural character of the building and site design.

Streetscapes have been improved to encourage pedestrian comfort, safety, and accessibility with the proposal with detached, shaded sidewalks. The streetscape frontages are treated as a green space with planting areas and pedestrian activation elements including accent paving, seating, and shade.

**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.*

**Response:** Improving the existing sidewalk connections along Osborn Road and 6<sup>th</sup> Street and integrating shade will create a comfortable microclimate for the pedestrian providing a sensory change from the built environment and greatly improving the existing condition which consist of abundant pavement devoid of shade. These practices will enrich the pedestrian experience and encourage the use of sidewalks to get from one destination to the next.

**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 comprehensive sustainable landscape improvements, 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, establish a clear visual identity, and activate storefront areas to increase pedestrian comfort.*

**Response:** See response to CD Goals 4 and 5 above. Streetscapes will provide continuity and connectivity from, to and around the proposed residential community. The design of open space elements will include sustainable, low water use landscape improvements, shade trees, shade

elements, hardscape, seating spaces, and integrated infrastructure. The primary focus of the site design is walkability and contextually appropriate building placement that caters to the pedestrian and celebrates all that Old Town has to offer. The site is located along the southern edge of Old Town less than one mile directly west of the Indian Bend Wash greenbelt, and as such, is uniquely situated to enhance connectivity between these important pedestrian realms.

### **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 plan 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 an abundance of shade, color, texture, and form while providing a setting for the proposed building. Mature desert landscaping and materials will enhance the pedestrian experience and soften the vertical and horizontal surfaces by incorporating natural shading elements. These elements help to delineate walkways providing a unique blend of texture and filtered light to soften the outdoor space. The landscape character will incorporate trees and shrubs that will thrive in their unique urban environment while complementing the architecture and responding to specific microclimatic conditions. The setting unites site furnishings, identifiable hardscape patterns and unique elements that will enliven the pedestrian realm and blend 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.*

##### ***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 and visitors, and to enhance nighttime special events and activities.*

**Response:** Energy efficient lighting will be utilized to provide appropriate levels for wayfinding and building accent while respecting the existing Old Town environment and Scottsdale’s lighting standards and lighting levels. Specific exterior lighting standards are still under consideration.

**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.*

**Response:** The building and site design will promote the Scottsdale Sensitive Design Principles and embrace the Old Town Scottsdale Urban Design & Architectural Guidelines as outlined in the sections below. Complementary massing, textures, colors, and materials will create strong aesthetic connections between existing building environment and newly constructed building while still maintaining a unique and identifiable character.

**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 design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plan materials as part of downtown development.*

***Policy 10.4***

*Promote the use of energy efficient systems, construction methods, and alternative energy sources in downtown development.*

***Policy 10.6***

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

**Response:** Magnolia on Osborn development plan will meet and/or exceed all International Green Construction Codes as required on the project. Providing an infill redevelopment project within a mixed-use setting speaks directly to sustainability while reinvestment bolsters the economic stability of Old Town. The building and site design encourages walkability, using public transportation, and leaving the private vehicle behind. Additional sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be utilized where feasible. Building orientation considerations and passive solar response (deep overhangs, shaded and recessed glazing) have been incorporated with site and building design given the Sonoran Desert climate. Also, see 2035 General Plan Sustainability & Environmental section above.

***Policy 10.8***

*Maintain sustainable solid waste collection, recycling, and disposal delivery systems downtown. Encourage the use of shared waste containers and compactors among similar downtown businesses (e.g. office and retail) 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:** Refuse/ recycling services and loading areas may be screened from public street view as to minimize their impacts. Recycling and waste reduction techniques will be emphasized.

**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 improving the current condition and pedestrian experience in the area. Above ground mechanical will likely be minimized by utilizing ground vaults, where feasible, and/or screened from view through the use of decorative walls and/or landscaping buffers or other appropriate screening methods.

## ➤ MOBILITY

### **GOAL M 1:**

### **DEVELOP COMPLETED 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 1.2***

*Provide pedestrian and bicycle facilities within large projects and development parcels and connect them to adjacent development and the greater downtown circulation system.*

#### ***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, 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, ride share, transportation carts, pedicabs and horse drawn carriages, particularly during special events.*

#### ***Policy M 1.7***

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

#### ***Policy M 1.8***

*Enhance downtown's pedestrian-oriented environment through reduced vehicular lane widths, design speeds, and intersection lengths, as appropriate.*

**Response:** Successful downtown revitalization and redevelopment focuses on a lively pedestrian presence with mixed-use development and quality pedestrian level design and linkages. Streetscape enhancements will be made along both Osborn Road and 6<sup>th</sup> Street consistent with City standards creating a presence that prioritizes the pedestrian. Well-placed shade elements will create a more comfortable and inviting pedestrian space along the streetscape vs. the current more auto-centric site conditions. This will allow easy use of the established circulation system, in and around the site taking advantage of the 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 included pedestrian comfort amenities such as trees, shade from buildings, 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:** Redevelopment of the Property will result in improvements to the pedestrian experience and ground level synergy at the street line creating enhanced connections between the nearby residential neighborhoods/communities and the numerous offerings in Old Town. This will reinforce the interconnected fabric of the entire Old Town area while providing synergy and walkability on a site that currently lacks pedestrian comfort and visual interest.

## **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 downtown 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 located west of the southwest corner of Scottsdale and Osborn Roads, with immediate access to public transportation, and is approximately two miles west of Loop 101, which provides regional access. Existing public transportation options include both trolley and bus service. Valley Metro bus Route 72 runs along Scottsdale Road immediately near the site. Trolley route MLHD runs along Miller Road and provides access from the Granite Reef Senior Center north to Mustang Library. Trolley route CM68 runs along Camelback Road and 68<sup>th</sup> Street through Old Town connecting to the Paiute Neighborhood Center in route to Scottsdale Community College. Valley Metro transit Route 50 runs along Camelback Road and Route 41 runs along Indian School Road providing east-west connections through the Valley. Beyond the immediately adjacent context, the Property is located within close proximity to numerous cultural venues, employment, medical, and service-related business. The Property is well situated to benefit and further enhance Old Town's walkable environment through streetscape sidewalk connectivity.



## **GOAL M 6**

### **DEVELOP A CONTINUOUS, ACCESSIBLE, AND INTERCONNECTED BICYCLE NETWORK.**

#### ***Policy M 6.1***

*Promote convenience connections between the on-street bicycling network and off-street paths and trails.*

***Policy M 6.2***

*Connect the downtown bicycling network to the regional bicycling system via the Arizona Canal, Crosscut Canal, Sun Circle Trail, and Indian Bend Wash multi-use paths.*

***Policy M 6.3***

*Integrate on-street bicycle lanes and bicycle routes throughout downtown.*

**Response:** Magnolia on Osborn will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Bicycle racks will be provided near building entrances and the existing bicycle route along both Osborn Road will be maintained. Encouraging alternative means of transportation is inherent to Old Town development as the Property is located near numerous employment, dining, retail, and cultural destinations. Additionally, the Indian Bend Wash is located less than one mile east of the site and the Paiute Neighborhood Center is located less than one mile west of the site; both recreational/community assets have direct access from Osborn Road.

➤ **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 1.3***

*Attract tourism-supporting land uses, activities and special events to reinforce Old Town as a robust tourism destination.*

***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 businesses that contribute to Old Town’s unique character.*

**Response:** The D/DMU-Type 2 subdistrict supports a variety of land uses including, but not limited to, multiple story residential, office, hotel, residential healthcare, retail shops, and restaurants. Additionally, revitalizing, and redeveloping properties is a critical part of the economic vitality of the community as it grows and thrives. Integrating new residential housing options in Old Town is essential for the continuing economic growth and sustainability of Scottsdale. Further, this community will provide additional dwellings for the residents of Scottsdale near an established employment core/growth area and medical support services. Notably, no amended development standards are being requested with the application and the proposed height of 59-ft is below the 72-ft base permitted in the Downtown district.

**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 2.7***

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

**Response:** Magnolia on Osborn will bring approximately 92+/- new residences to Old Town, along with approximately 5,800+/- square feet of non-residential space. The development plan included with this zoning application will allow for reinvestment in Old Town further stimulating the economic tax base as well as the diversity of land uses and expanded housing opportunities.

# **OLD TOWN SCOTTSDALE – URBAN DESIGN & ARCHITECTURAL GUIDELINES (UDAG) - May 2019**

## ***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:** Magnolia on Osborn redevelopment plan considers the surrounding context and will become an integral component in revitalizing the area. This residential community supports a walkable and sustainable downtown given its established mixed-use setting. This is being accomplished, in part, by reinforcing vital connections for pre-existing pedestrian, vehicular, and existing public transportation networks. Also refer to the pedestrian and vehicle circulation plan submitted with the zoning application.

### ***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:** The proposed development plan proposes to improve the streetscape and strengthen the pedestrian experience through building design, landscape, hardscape, wayfinding, lighting, and connectivity within the existing context north, south, east, and west of the site.

## **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:** To enhanced streetscape the following elements have been incorporated with the building and site design: detached sidewalks, cantilevered shade canopy (Osborn), decorative paving, and 48-inch box shade trees. Open space is placed along the perimeter for the enjoyment of residents and Old Town patrons and to provide visual relief from the building. The Property is uniquely positioned in on the southern end of Old Town Scottsdale with walkability to the Indian Bend Wash, the Paiute Neighborhood Center, Civic Center Mall and numerous restaurants, retail, and cultural land uses, which will be enjoyed by the residents.

### **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:** Magnolia on Osborn was designed to maintain and enhance an active street frontage reinforcing the Old Town pedestrian environment and encouraging walkability and social interaction. The context includes employment, restaurants/retail, medical, recreational and cultural opportunities all within walking distance of the Property. As stated previously, pedestrian scale landscape and hardscape elements will contribute towards street level interaction and continuity of the existing context providing connectivity to neighboring properties.

## ***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:** Passive solar concepts are integrated by discouraging direct solar heat gain during the hotter months; and encouraging direct solar during the colder months. Recessed and appropriately shaded windows with canopies and deep overhangs will respect such passive solar approaches. Exterior balconies and terraces provide additional shade, reduce heat reflection and glare to the interior spaces and visually softens the building character.

### ***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 proposed landscape character includes a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy drought-tolerant plants known to thrive in the heat and sun of the Sonoran Desert climate. Plant selection and landscape design will allow the site to use water efficiently.

## ***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.*

**Response:** Project open space is oriented towards the streetscape to provide a buffer between the pedestrian realm and proposed building. Anticipated residential amenities include but are not limited to, structured/underground parking, improved pedestrian streetscape, fitness center, clubroom, pool area, and sustainable building elements. The indoor/outdoor transition from the building will also allow residents, guests, and office patrons to immediately engage with the sidewalk network in Old Town providing for an enhanced pedestrian experience. Further, the ground level will be activated with approximately 5,800+/- s.f. of non-residential space along Osborn Road.

### ***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 proposed building provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages. The building will utilize a combination of natural stone, brick,

and stucco, among other durable natural materials. In addition to the stepped building form, building massing will be mitigated with varied fenestration patterns and a combination of recessed and cantilevered elements. The color palette invokes a Sonoran Desert inspired range of earth-tone and gray finishes with the use of lighter tones as accents bringing additional visual interest to the design.

**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, recycle and delivery services are contained within the site. HVAC will be roof mounted and screened from view. This minimizes the public's interaction with those services which helps to enhance the pedestrian experience. The ground plane has been designed to create a respite for residents and Old Town patrons.

**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 has been designed in a manner that is respectful of the surrounding Old Town context while maintaining safety for residents, guests, and office patrons. Lighting designs are commensurate with the quality architectural style proposed for the residential health care facility, low-level with no glare or excessive intrusion for adjacent properties. Lighting is placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along street frontages in keeping with the setting. If incorporated onsite, artwork will be tastefully lit to enhance the unique features.

**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 permit application and approval process. Signage will be placed to ensure visibility respecting the landscaping and ground level experience while complementing the character of the development plan.

## ***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:** Magnolia on Osborn is located within a Type 2 development area and is adjacent to the Old Town Boundary (Osborn Road) along the southern edge. The Old Town Boundary is required to create a transition through building form and heights as it interfaces with the edge condition beyond downtown. In response to this, no amended standards are being requested which by design creates visual relief and reduce scale along Osborn Road. Additionally, there are recessed balconies that modulate the building form and reduce the scale of the exterior walls.

***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 stepbacks 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 building massing elements provide varied architectural components that modulate and articulate the façade both vertically and horizontally, providing a base, middle and top. The ground floor is articulated with the movement, texture, relief and layering of elements creating depth and shade enhancing the pedestrian experience. These features also help to reduce the overall scale of the building and provide visual interest.

**Figure 16 - Subdivide Long Walls & Horizontal Building Mass**

Subdivide long walls and horizontal building mass by incorporating building breaks, off-sets, recesses, and/or horizontal wall plane projections so that an elongated development pattern is physically and visually segmented.



**Conceptual Building Design**



## **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:** The design elements summarized above will ensure a visual differentiation between the base, middle and top of the building as it steps and tapers to the roofline. This is enhanced with material selections and finishes as well as fenestration and solar shading.

## **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 residential mixed-use community will be provided in parking structure (two levels – one at grade and one below grade) accessed via Osborn Road and 6<sup>th</sup> Street. In addition to the required parking for the residents and office patrons, 15+/- additional parking spaces will be provided onsite for guests/visitors. The required parking for the proposed 5,800+/- s.f. of non-residential space is included in the overall parking requirements with no requested parking reduction for mixed use.

## **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:** Magnolia on Osborn’s materials, massing, and architecture are inspired by the existing Old Town vernacular while also provide a vibrant modern aesthetic. Vertical and horizontal linear elements bring visual interest creating relief, depth, and shade, which reduces the overall scale and mass of the building. Recessed windows and exaggerated overhangs will provide solar relief to the glazing and outdoor spaces. The building facades provide balance and movement, helping to accentuate appearance and offering Old Town a vibrant, visually interesting building character.

### **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 building offers a more transparent interface along Osborn Road and 6<sup>th</sup> Street with ground level access to the office space. The ground level of the proposed development plan is activated with canopy covered sidewalks, increased open space, landscaping, improved hardscape, and low-level lighting for safety. The building frontage along Osborn Road features glass storefront windows, 8-ft shaded pedestrian sidewalk and native landscape elements. The shade is provided by a cantilevered awning element that has small strategic openings to provide an interesting play of light and shadow, while still provided a shaded walkway.

## **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 takes cues from the Old Town context. Vertical and horizontal linear elements also bring visual interest creating relief, depth and shade, that helps to reduce the overall scale and mass of the building.



## **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 vibrant, contemporary building character and stepped heights are complementary to the surrounding development pattern. The proposed building will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar relief, shading and deep overhangs, and celebrate the Sonoran Desert climate by creating outdoor spaces and common amenities for its residents and visitors while also tying to the existing pedestrian network throughout Old Town.

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 this Old Town site is urban in character and does not have natural features such as washes and natural area open space, the development team has taken special consideration in providing appropriate interaction with the streetscape through building design and attention to the ground-level experience including additional open space, shade canopies, and shade trees.

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

**Response:** The Property is an Old Town redevelopment site located on a relatively flat improved parcel of land that is predominately an asphalt parking lot. Landscaping will consist of low-water use desert appropriate landscaping materials in conformance with established guidelines.

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 desert appropriate landscaping (as well as integration of native plants). Additional landscaping and increased open space areas will contribute to the Old Town habitat 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, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.*

**Response:** Pedestrian circulation along the streetscape is an important feature of this Old Town project, as numerous employment, medical, retail, residential, recreational, and cultural uses are within walking distance.

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:** Magnolia on Osborn is well situated for residential mixed-use because it is located within walking distance to a range of supporting land uses including state of art medical care at HonorHealth and the City’s Civic Center complex. The development has been designed with an emphasis on the ground level pedestrian experience enhancing the land use goals for this area. Developing residential in Old Town with established transportation options (trolley/bus, foot, bicycle) reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for the entire 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 building will incorporate design elements that respect human-scale, providing shade and shelter through building form, site, and landscape design.

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

**Response:** Variation in massing (stepped façade), 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. Additionally, no amendments are being request for building height, setbacks, and stepbacks respecting the existing context and gracefully integrating with the built environment.

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

**Response:** The proposed building will utilize a variety of Sonoran Desert inspired textures and building finishes, incorporate architectural elements that provide solar relief and deep overhangs, and celebrate the Southwestern climate by creating outdoor spaces, respites, and shade.

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 specific sustainable elements are being evaluated with the design and development of residential building in accordance with IGCC and may include, but are not limited to, well insulated building envelope, recycled materials, energy efficient windows, energy efficient light fixtures, low use water fixtures, and appliances. See 2035 General Plan Sustainability & Environment section above.

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

**Response:** Context appropriate, mature arid-region plant materials will be utilized with the redevelopment and revitalization of the Property. The desert-lush 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 adapted landscaping and preserving native plants.***

**Response:** The site design will maintain a low-water use plant palette. Context appropriate desert plant materials will be utilized consistent with the established vegetative pattern found throughout Old Town.

- 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 and wayfinding for Old Town 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.

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