

RESOLUTION NO. 8835

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING AN AMENDMENT TO THE GENERAL PLAN FOR THE CITY OF SCOTTSDALE, FOR A NON-MAJOR GENERAL PLAN AMENDMENT TO THE GREATER AIRPARK CHARACTER AREA PLAN FUTURE LAND USE MAP FROM AIRPARK MIXED USE (AMU) TO AIRPARK MIXED USE-RESIDENTIAL (AMU-R) ON A 6.42 +/- ACRE SITE LOCATED AT 15440 N. GREENWAY-HAYDEN LOOP, NEAR THE NORTHWEST CORNER OF N. GREENWAY-HAYDEN LOOP AND N. 73<sup>RD</sup> STREET.

WHEREAS, the City Council, through its members and staff, has solicited and encouraged public participation in the development of the General Plan amendment, consulted and advised with public officials and agencies as required by Arizona Revised Statutes Section 9-461.06, transmitted and submitted a review copy of the general plan amendment proposal to each agency required by ARS Section 9-461.06 and all persons or entities who made a written request to receive a review copy of the proposal, and considered comments concerning the proposed amendment and alternatives; and

WHEREAS, the Planning Commission held a hearing on September 21, 2011 concerning the General Plan Amendment; and

WHEREAS, the Airport Advisory Commission held a hearing on October 5, 2011 concerning the General Plan Amendment; and

WHEREAS, the City Council, held a public hearing on October 18, 2011, and has incorporated, whenever possible, the concerns expressed by all interested persons.

NOW, THEREFORE, LET IT BE RESOLVED, by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That the City Council hereby amends the Greater Airpark Character Area Plan Future Land Use Map and Land Use designation for the property located at 15440 N. Greenway-Hayden Loop, which is depicted on Exhibit 1, from its current Future Land Use Designation of Airpark Mixed Use (AMU) to its new Future Land Use Designation of Airpark Mixed Use-Residential (AMU-R).

Section 2. That the above amendment is described in Case No. 6-GP-2011 and on Exhibit 1, attached hereto and incorporated by this reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this 18<sup>th</sup> day of October, 2011.


ATTEST:

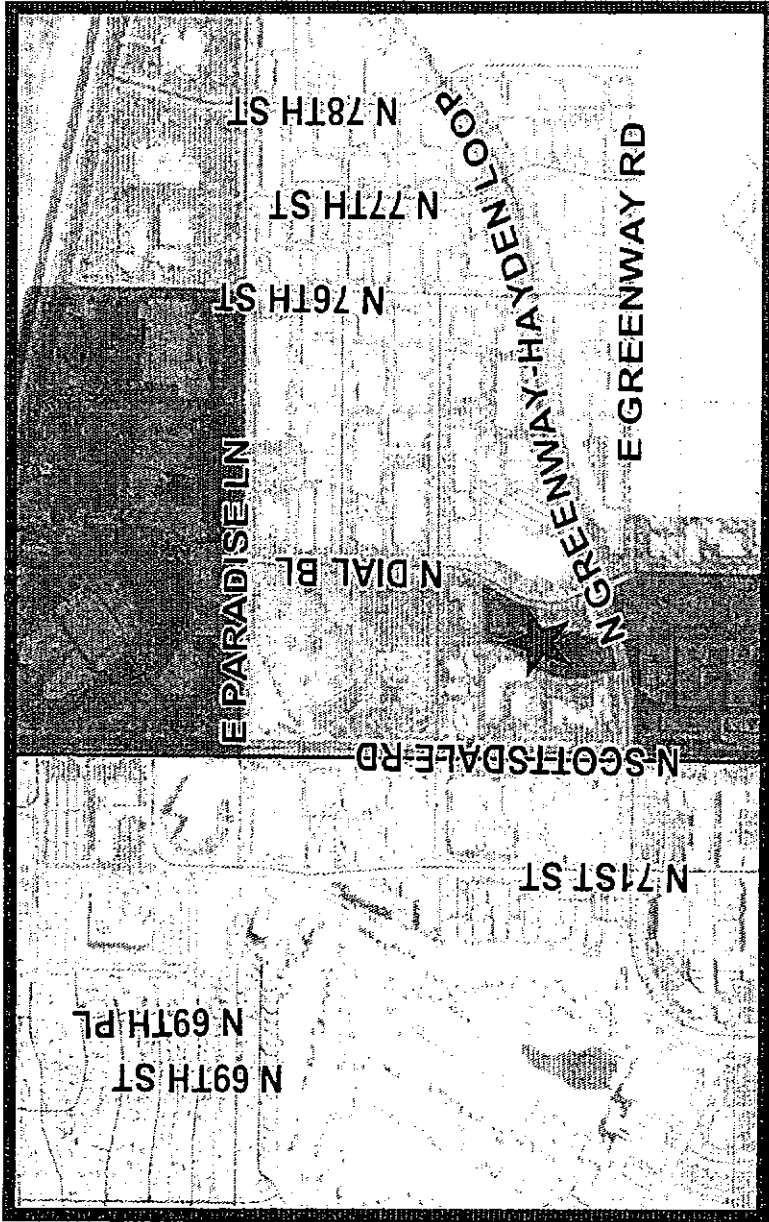
CITY OF SCOTTSDALE, an Arizona  
municipal corporation

By: \_\_\_\_\_  
Carolyn Jagger  
City Clerk

By: \_\_\_\_\_  
W.J. "Jim" Lane  
Mayor

APPROVED AS TO FORM:  
OFFICE OF THE CITY ATTORNEY

By:  \_\_\_\_\_  
Bruce Washburn, City Attorney  
By: Sherry R. Scott, Deputy City Attorney




**6-GP-2011**


Exhibit 1


Resolution No. 8835


**Legend**


 Greater Airpark Study Boundary


**Future Land Uses:**


 Airpark Mixed-Use Residential [AMU-R]


 Airpark Mixed-Use [AMU]

 Regional Tourism [RT]

 Employment [EMP]

 Aviation [AV]

 Open Space [O-S]

 Aviation/Airpark Mixed-Use [AV/AMU]

ORDINANCE NO. 3974

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF CHANGING THE ZONING ON THE "DISTRICT MAP" TO ZONING APPROVED IN CASE NO. 10-ZN-2011 FROM HIGHWAY COMMERCIAL DISTRICT (C-3) ZONING TO PLANNED UNIT DEVELOPMENT (PUD) DISTRICT ZONING INCLUDING APPROVAL OF A DEVELOPMENT PLAN AND AMENDED DEVELOPMENT STANDARDS FOR AVERAGE SETBACK, ON A 6.42 +/- ACRE SITE LOCATED AT 15440 N. GREENWAY-HAYDEN LOOP.

WHEREAS, the Development Review Board made a recommendation to the Planning Commission and Planning Commission held a public hearing on September 21, 2011 and made the required recommendations; and

WHEREAS, the City Council held a public hearing on October 18, 2011; and

WHEREAS, the City Council finds that the proposed development is in substantial harmony with the General Plan of the City of Scottsdale and will be coordinated with existing and planned development; and

WHEREAS, it is now necessary that the comprehensive zoning map of the City of Scottsdale ("District Map") be amended to conform with the decision of the Scottsdale City Council in Case No. 10-ZN-2011.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Scottsdale, as follows:

Section 1. The Planning Commission has made findings in conformance with the requirements of the PUD district and the Council also finds:

- A) The proposed development promotes revitalization, the goals, policies, and guidelines of the General Plan, area plans, and design guidelines;
- B) The proposed development's uses, densities, or development standards would not otherwise be permitted by the property's existing zoning;
- C) The proposed development will be compatible with adjacent land uses and promotes the stability and integrity of abutting or adjacent residential neighborhoods;
- D) There is adequate infrastructure and city services to serve the development;
- E) The proposal meets the following location criteria:
  - 1. The proposed development is not located within any area zoned Environmentally Sensitive Lands Ordinance (ESL) nor within the boundaries of the Downtown Area.

2. The proposed development fronts onto a major or minor arterial and/or major collector street as designated in the Transportation Master Plan.

Section 2. That the "District Map" adopted as a part of the Zoning Ordinance of the City of Scottsdale, showing the zoning district boundaries, is amended on a 6.42 +/- acre parcel located at 15440 N. Greenway-Hayden Loop, near the northwest corner of N. Greenway-Hayden Loop and N. 73rd Street, marked as "Site" (the Property) on the map attached as Exhibit 2, to rezone from Highway Commercial District (C-3) zoning to Planned Unit Development (PUD) District zoning, including approval of a Development Plan and amended development standards for Average Setback upon a finding that the amended development standards achieve the purpose of the PUD better than the existing standards and by incorporating that certain document entitled "Zocallo Residential Development Plan Including Amended Development Standards," declared a public record by Resolution No. 8850, into this ordinance by reference as if fully set forth herein.

Section 3. That the above approval is conditioned upon compliance with all stipulations attached hereto as Exhibit 1 and incorporated herein by reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale this 18<sup>th</sup> day of October, 2011.


ATTEST:

CITY OF SCOTTSDALE, an Arizona  
Municipal Corporation

By: \_\_\_\_\_  
Carolyn Jagger  
City Clerk

By: \_\_\_\_\_  
W.J. "Jim" Lane  
Mayor

APPROVED AS TO FORM:  
OFFICE OF THE CITY ATTORNEY

By:  \_\_\_\_\_  
Bruce Washburn, City Attorney  
By: Sherry R Scott, Deputy City Attorney

## Stipulations for the Zoning Application:

### Zocallo Residential

Case Number: 10-ZN-2011

These stipulations are in order to protect the public health, safety, welfare, and the City of Scottsdale.

#### SITE DESIGN

1. **CONFORMANCE TO DEVELOPMENT PLAN.** Development shall conform with the Development Plan submitted by L.R. Niemiec Architects, Inc with the city staff date of September 9, 2011, on file with the City Clerk of the City of Scottsdale and made a public record entitled "Zocallo Residential Development Plan Including Amended Development Standards" by Resolution No. 8850, which are attached to, and incorporated into, these stipulations by this reference. Any proposed significant change to the Development Plan as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council.
2. **MAXIMUM DENSITY.** Maximum density shall be as indicated on the Land Use Budget Table below.

Parcels	Gross Acres	Zoning	Maximum DU/Acre
215-44-071, 215-44-067	6.42	Planned Unit Development (PUD)	42 DU/Gross Acre

3. **CONFORMANCE TO AMENDED DEVELOPMENT STANDARDS.** Development shall conform with the Amended Development Standards with the city staff date of September 9, 2011, attached as Exhibit I to Resolution No. 8850. Any change to the development standards shall be subject to additional public hearings before the Planning Commission and City Council.

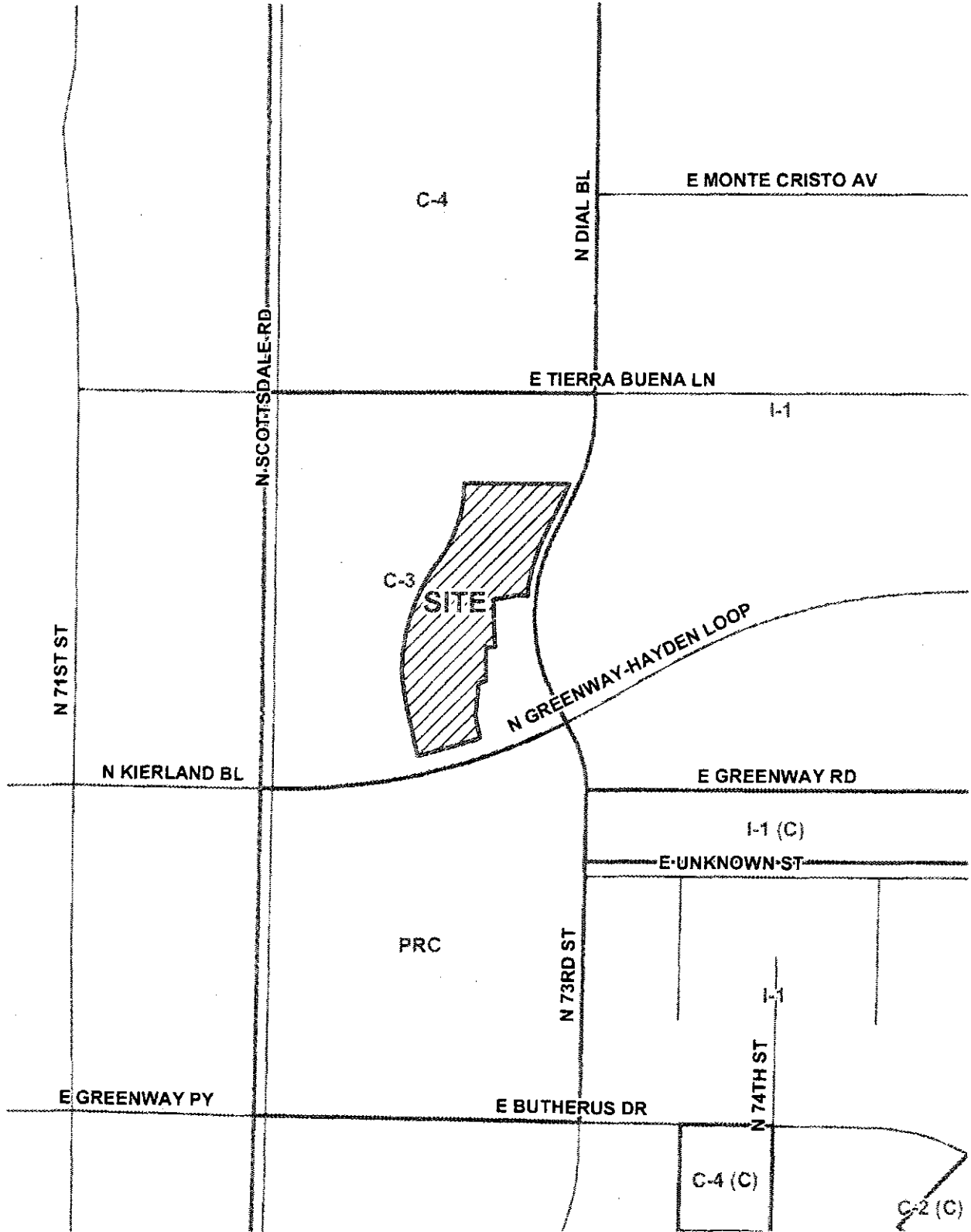
#### AIRPORT

4. **FAA DETERMINATION.** With the Development Review Board Application, the owner shall submit a copy of the FAA Determination letter on the FAA FORM 7460-1 for any proposed structures and/or appurtenances that penetrate the 100:1 slope. The elevation of the highest point of those structures, including the appurtenances, must be detailed in the FAA form 7460-1 submittal.
5. **AIRCRAFT NOISE AND OVERFLIGHT DISCLOSURE.** Prior to any building permit issuance for the site, the owner shall provide noise disclosure notice to occupants, potential homeowners, employees and/or students in a form acceptable to the Scottsdale Aviation Director.
6. **AVIGATION EASEMENT.** With the Development Review Board submittal, the owner shall provide a signed and completed Avigation Easement in a form acceptable to the City for recording.

7. **SOUND ATTENUATION MEASURES.** With the final plans submittal, the owner shall provide sound attenuation measures in compliance with the Building Code. Sound attenuation measures must reduce exterior to interior noise levels by at least 25 decibels (dB).

#### **INFRASTRUCTURE AND DEDICATIONS**

8. **CIRCULATION IMPROVEMENTS.** Before any certificate of occupancy is issued for the site, the owner shall provide the following improvements in conformance with the Design Standards and Policies Manual and all other applicable city codes and policies.
  - a. **NEW DRIVEWAY ALONG N. 73<sup>RD</sup> STREET.** The owner/developer shall install a new driveway in accordance with City of Scottsdale Type CL-1 standard, or as otherwise approved by City Transportation and Engineering staff.
  - b. **REMOVAL OF DRIVEWAYS ALONG N. 73<sup>RD</sup> STREET.** Upon removal of any existing driveways along N. 73<sup>rd</sup> Street, the owner/developer shall replace the driveway with new curb, gutter, and sidewalk to match existing.
  - c. **REMOVAL OF DRIVEWAYS ALONG INTERNAL CIRCULATION DRIVE.** Upon removal of any existing driveways along the internal circulation drive, the owner/developer shall replace the driveways with new curb, gutter, and sidewalk to match existing.
  - d. **GREENWAY-HAYDEN LOOP LANDSCAPE.** At time of the Development Review Board application, the owner/developer shall submit plans for landscape enhancements within the existing Greenway-Hayden Loop median that includes, but is not limited to, ground cover and low shrubs and other forms of pedestrian barriers.
9. **ACCESS RESTRICTIONS.** Access to the site shall conform to the following restrictions:
  - a. There shall be no direct access from the site to N. Greenway-Hayden Loop, except as provided by the existing internal circulation drive.
10. **DRAINAGE REPORT.** With the Development Review Board application the owner/developer shall submit a revised Conceptual Drainage Report and Plan, which is subject to City review and subsequent acceptance. The Conceptual Drainage Report and Plan shall be in conformance with the Scottsdale Revised Code and the Design Standards and Policies Manual – Chapter 4.



# 10-ZN-2011

Exhibit 2  
Ordinance No. 3974





RESOLUTION NO. 8850

A RESOLUTION OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, DECLARING AS A PUBLIC RECORD THAT CERTAIN DOCUMENT FILED WITH THE CITY CLERK OF THE CITY OF SCOTTSDALE AND ENTITLED "ZOCALLO RESIDENTIAL DEVELOPMENT PLAN INCLUDING AMENDED DEVELOPMENT STANDARDS."

WHEREAS, State Law permits cities to declare documents a public record for the purpose of incorporation into city ordinances; and

WHEREAS, the City of Scottsdale wishes to incorporate by reference amendments to the Zoning Ordinance, Ordinance No. 455, by first declaring said amendments to be a public record.

NOW, THEREFORE BE IT RESOLVED, by the Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That certain document entitled "Zocallo Residential Development Plan Including Amended Development Standards," attached as Exhibit 1, three copies of which are on file in the office of the City Clerk, is hereby declared to be a public record. Said copies are ordered to remain on file with the City Clerk for public use and inspection.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this \_\_\_\_ day of October, 2011.

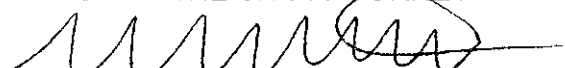
ATTEST:

CITY OF SCOTTSDALE, an  
Arizona municipal corporation

By: \_\_\_\_\_  
Carolyn Jagger, City Clerk

By: \_\_\_\_\_  
W. J. "Jim" Lane, Mayor

APPROVED AS TO FORM:  
OFFICE OF THE CITY ATTORNEY

  
Bruce Washburn, City Attorney  
By: Sherry R Scott, Deputy City Attorney

ZOCALLO RESIDENTIAL DEVELOPMENT PLAN  
INCLUDING AMENDED DEVELOPMENT  
STANDARDS

## Table of Contents

Exhibit A to Exhibit 1	Project Narrative/Character Statements
Exhibit B to Exhibit 1	Site Plan
Exhibit C to Exhibit 1	Site Plan Worksheet/Open Space Plan
Exhibit D to Exhibit 1	Architectural Concepts and Design Standards
Exhibit E to Exhibit 1	Basis of Design Reports
Exhibit F to Exhibit 1	Preliminary Landscape Plan
Exhibit G to Exhibit 1	Pedestrian Circulation Plan
Exhibit H to Exhibit 1	Preliminary Basement Parking Plan
Exhibit I to Exhibit 1	Amended Development Standards

# Project Narrative/Development Plan

## Minor General Plan Amendment

### Rezoning

for

## The Residences at Zocallo Plaza

Location: East of the Northeast Corner of Scottsdale Road & North Greenway-Hayden Loop

Request for a Minor General Plan Amendment  
from Airpark Mixed Use (AMU) to Airpark Mixed Use Residential (AMU R)

Rezoning from Highway Commercial (C-3) to Planned Unit Development (PUD))

Prepared for:

Scottsdale Place, L.L.C. (site owner)

Prepared by:

Berry & Damore, LLC

John V. Berry, Esq.

Michele Hammond, Principal Planner

6750 E. Camelback Road, Suite 100  
Scottsdale, AZ 85251

Date: August 14, 2011

## **I. Purpose of Request**

This request is for a Minor General Plan Amendment ("GPA") from Airpark Mixed Use (AMU) to Airpark Mixed Use – Residential (AMU-R) and a rezoning from Highway Commercial (C-3) to Planned Unit Development (PUD) on a 6.42+/- gross acre site located east of the northeast corner of Scottsdale Road and Greenway-Hayden Loop (the "Property"); commonly referred to as Lots 2A and 3 of Zocallo Plaza ("Zocallo"). Within the PUD district, the applicant intends to create a unique luxury multi-family community of approximately 240+/- residential units, which will serve as the residential land use component of the larger (20+/- acre) Zocallo mixed-use master plan. Zocallo currently includes a range of uses consisting of retail, office, restaurants, and hotel. The proposed residential development enhances the mixed-use character of Zocallo consistent with the development patterns in the area.

The surrounding development, including the existing Zocallo Plaza mixed-use development, the adjacent Scottsdale Quarter and Kierland developments, and the nearby Airpark employment core provide regional appeal for future residents. This application is driven by the site's surrounding land uses and a very strong market demand for multi-family residential in this area, housing trends show a fundamental shift away from homeownership due to the housing crisis and an increasing demand for residential rental options. The current generation of young professionals fear job loss and foreclosure and are thereby attracted to luxury rental communities. Additionally, the fluctuation in home values and tightening of available credit has created an upward trend in the rental market,

## **II. Existing Improvements/History**

The Property is part of the 20-acre +/- Zocallo master plan, a mixed-use commercial site zoned C-3, which is bordered by Scottsdale Road on the west, Greenway-Hayden Loop on the south, 73<sup>rd</sup> Street on the east, and Tierra Buena Lane on the north. Zocallo is governed by CC&R's and has its own internal Design Review Committee. Zocallo has a common perimeter wall design, landscape palette and comprehensive sign package, all approved by the City of Scottsdale.

The 6.42+/- acre redevelopment parcel under this application is currently occupied by the former 19,000 s.f. Barcelona Restaurant/Nightclub and a 2-story, 26,000 s.f. office building on the north end of the Barcelona parking lot (the "Office Building"). The 2-story office/retail building (Barcelona Business Center or "BBC") at the northwest corner of Greenway-Hayden Loop and 73<sup>rd</sup> Street, which is adjacent to the subject Property, is under separate ownership and will remain in place.

This site was formerly ground leased by Danny's Family Companies or affiliates thereof ("DFC"), all of which entered bankruptcy in March 2010 and remain in bankruptcy. The former Barcelona Restaurant closed in June 2009 and remains vacant.

The ground leases have been terminated, resulting in Scottsdale Place, L.L.C. being the owner of fee simple title to the subject properties.

### *Surrounding Uses:*

- **North:** Immediately north is a 110-room, 3-story Extended Stay America Hotel zoned C-3. Directly north of the hotel is the 25-acre +1- "CrackerJax" amusement park zoned CA.
- **East:** 120,000 s.f. +/- I.C.E. building (formerly Dial Corp. Headquarters) zoned I-1.
- **South:** 26-acre +/- Scottsdale Quarter mixed-use development zoned PRC.
- **West:** Zocallo Shops (26,000sf), Fidelity Financial Services (freestanding building of 8,500 s.f.), Zocallo Furniture Plaza (51,000 s.f.), all zoned C-3, and all in Scottsdale. Immediately across Scottsdale Road to the west are major retail and furniture establishments (City of Phoenix), including the former Robb & Stucky store zoned C-2 PCD.
- **Southwest:** Kierland Commons – a major Phoenix based mixed-use development zoned C-2 PCD.

### **III. Greater Airpark Character Area Plan / General Plan**

The Greater Airpark Character Area Plan ("GACAP") was adopted in October 2010 by Scottsdale's City Council. The purpose of the GACAP is to establish "the vision for the Greater Scottsdale Airpark and provide the basis for Greater Airpark decision-making over a twenty-year timeframe." To achieve this, the City established a series of goals and polices to provide a framework for future development. The GACAP is divided into eight chapters each with its own focus and vision: Land Use, Neighborhood & Housing, Aviation, Community Mobility, Economic Vitality, Environmental Planning, Character & Design, and Public Service & Facilities. The following paragraphs ("responses") will highlight how this application meets the goals and policies of the GACAP.

The request for a Minor GPA on the subject Property from AMU to AMU-R will allow for residential land use in an area that is already designated for mixed-use (business, office, employment, retail, instructional and hotel uses). The addition of residential is consistent with the land use patterns already approved immediately south of the site at Scottsdale Quarter, as well as the substantial attached housing product in Kierland. The Property is located within the Scottsdale Road "shopping/housing" corridor on the Greater Airpark Transit Connections map (see page 10 of the Project Narrative) and is adjacent to major transportation corridors. Additionally, the Property is located well outside the 55 DNL line, which is appropriate for residential land uses. In fact, the proposed residential units under this application are further from the airport runway than the approved residential units for Scottsdale Quarter. The construction of the proposed residential units will feature appropriate noise attenuation through the use of upgraded building materials and insulation.

GACAP Definition (emphasis added):

*Airpark Mixed Use Residential areas are appropriate for the greatest variety of personal and business services, employment, office and institutional, cultural amenities, retail, hotel, and higher density residential. Developments in the AMU-R areas should be pedestrian-oriented have access to multiple modes of transportation and should be located outside of the Airport's 55 DNL contour. Residential and other sensitive uses should be a lesser component of development and include adequate sound attenuation. Design of residential uses in the areas south of the Central Arizona Project Aqueduct should support businesses and tourism uses, such as time-shares, multi family rental units and corporate housing.*

The Conceptual Development Type Map designates the Property as "Type C Regional Core" which is defined in the (}ACAP as follows (emphasis added):

*Type C development represents medium to higher scale development which supports pedestrian activity in the Greater Airpark. Type C is encouraged in areas with access to multiple modes of transportation, served by regional transportation networks (i.e. freeways or transit corridors), and where the scale will complement the area's character. Type C development is appropriate in areas next to both Types C1 and B development. Type C is not recommended immediately adjacent to the Scottsdale Airport.*

*The Regional Core designation denotes areas appropriate for the greatest development intensity in the Greater Airpark to support major regional land uses. Regional Core is only appropriate in Type C areas that are or will be served by high-capacity transit or a freeway. Regional Core areas should not be located adjacent to single-family residential areas or within Type A or B development areas.*

### Land Use

*Policy LU 7.1 Maintain and expand the diversity of land uses in the Greater Airpark*

**Response:** The proposal for multi-family on 6.42+/- acres of the overall 20+/- acre Zocallo Plaza provides the missing residential component for this existing mixed-use development in a prime location of Scottsdale. Characteristics of successful mixed-use developments include a range of land uses and promote the "live, work, play" philosophy. The proposed development accomplishes a range of goals including revitalizing an underutilized property (the vacant former Barcelona building and soon to be vacant Office Building), integrating high quality, vibrant architecture and site planning to the area, and creating pedestrian synergy that will complement the existing Zocallo, Scottsdale Quarter and Kierland developments.

*Policy LU 1.2 Support a mix of land uses within the Greater Airpark that promote a sense of community and economic efficiency, such as clustering similar/supportive uses and incorporating residential intended for the area's workforce, where appropriate.*

**Response:** The Airpark is predominately an employment core area. The proposed multi-family land use will provide a residential rental opportunity for the residents of Scottsdale in an employment and service core area of the City. The location of the Property not only provides an opportunity for housing in the employment core, but also connectivity to the retail and restaurants established in the nearby developments which will enhance their sustainability. The proposed multi-family will promote an integrated, sustainable character for the area with a very strong live, work, play component.

*Policy LU 1.4 Encourage the redevelopment of underutilized land to more productive uses.*

**Response:** The redevelopment parcel currently contains the former Barcelona Restaurant and a 26,000 s.f. 2-story Office Building on the north end of the redevelopment parcel. This site was formerly ground leased by DFC, however, the ground leases have been terminated due to bankruptcy. Therefore, the redevelopment proposed under this application provides revitalization and more productive uses for this core area of Scottsdale.

*Policy LU 4.5 Greater visual variety and architectural interest should be considered in the design of the Greater Airpark's tallest buildings (Regional Core), particularly at the pedestrian level.*

**Response:** The applicant intends to utilize the 48' of height allowed by the PUD ordinance to create a luxury 4-story residential rental community with contemporary elevations complementary to the character of the adjacent Scottsdale Quarter and other surrounding properties. The design reflects four separate, interior corridor, wood frame buildings (with four separate 'podium style' concrete parking structures directly under the footprint of each building). This creates much more openness and interest than a one or two building design, and results in approximately 50% of the parking being underground.

The overall concept is to immediately construct a luxury, multi-family residential development within close proximity (walking distance) to abundant retail and office services. The project will create a sustainable, walk-friendly environment that takes advantage of the huge employment and retail base which surrounds the Property. As the site is buffered from Scottsdale Road by the existing Zocallo frontage parcels, it is a natural fit to redevelop the Property with multi-family residential.

*Policy LU 4.7 Encourage greater visual variety between employment/commercial land uses and residential neighborhoods, and avoid continuous buildings shapes and mass adjacent to residential neighborhoods.*



**Response:** Expanding upon the statements above, the unique design incorporates one level "podium parking" (partially recessed) under the residential buildings. The street side of buildings will feature entry stairways (stoops) allowing walk-up access to most first floor units. This element screens parts of the parking structure, adds a "brownstone" feel to the structures, and enhances the walkability of the overall design concept. The balance of openings to the parking structures will be covered by "green screen" (vertical cables for security purposes covered with appropriate landscape material). Special attention has been given to the character of the building architecture through a variety of massing, texture and materials complementary to the surrounding context (Zocallo, and Scottsdale Quarter).

*Policy LU 5.1 Update and provide greater flexibility in development regulations to achieve the goals of the Greater Airpark Character Area Plan and encourage revitalization in the area*

**Response:** As mentioned above, the proposal to utilize the PUD ordinance is desired because it allows for greater height and flexibility in development standards than the existing C-3 zoning. The PUD zoning will allow the applicant to create a unique, luxury residential community for the residents of Scottsdale and will not only meet but exceed the goals and policies of the GACAP.

*Policy LU 7.2 Promote a greater mix of uses along identified Signature Corridors, which complement and are compatible with each respective land use designation.*

**Response:** Signature Corridors are designated on the Greater Airpark Future Land Use Plan and include Greenway-Hayden Loop and 73<sup>rd</sup> Street, with Scottsdale Road only one block to the west. Integrating multi-family land use in this location broadens the current uses in the area to include the missing residential component.

*Policy LU 7.3 Encourage and incentivize revitalization along Signature Corridors, particularly south of the Central Arizona Project Aqueduct.*

**Response:** The redevelopment of the 6.42+1- acre site under this application will provide revitalization along two Signature Corridors, Greenway-Hayden Loop and 73<sup>rd</sup> Street, both of which are located south of the CAP.

*Policy LU 8.1 Recognize and promote the value of usable open space as part of the community's quality of life.*

**Response:** This project promotes the value of usable open space on several levels. The proposed residential community will place emphasis on the pedestrian and create a walkable community and connectivity to the surrounding land uses. Additionally, the project boasts 39.5% on-site open space which includes a pool, BBQ areas, bike racks, perimeter landscape buffers, and meaningful pockets of internal open space to create a visual oasis for the residents and an attractive setting for the buildings.

## Neighborhood & Housing

*Policy NH 2.1 Encourage developments, in Airpark Mixed Use Future Land Use Areas (AMU and AMU-R), to provide support services for current and future Greater Airpark residents, such as local markets, drugstores, and other essential services.*

**Response:** A wide range of support services can be found nearby in the surrounding commercial developments. The residential component proposed under this application is a natural fit and complements the fabric of existing land uses found within the Zocallo Plaza master plan.

*Policy NH 2.2 Encourage a variety of urban dwelling types and mixed-use development in areas designated Airpark Mixed Use-Residential in the Greater Airpark Character Area Future Land Use Plan that are compatible with and support the aviation and employment uses of the Greater Airpark.*

**Response:** The proposed development is particularly adept at satisfying this policy. The Airpark creates a unique opportunity to support a range of land uses that interrelate and balance the live, work, play concept. The integration of the multi-family residential land use on this site does not take away from the overall employment core character of the Airpark. Rather, it provides a much needed land use balance to create a strong sustainable employment and service node essential to the continued success of the Airpark.

*Policy NH 3.1 Encourage thoughtful and creative residential development that enhances, supports, and is sensitive to Airport operations and the Greater Airpark's identity as an employment center.*

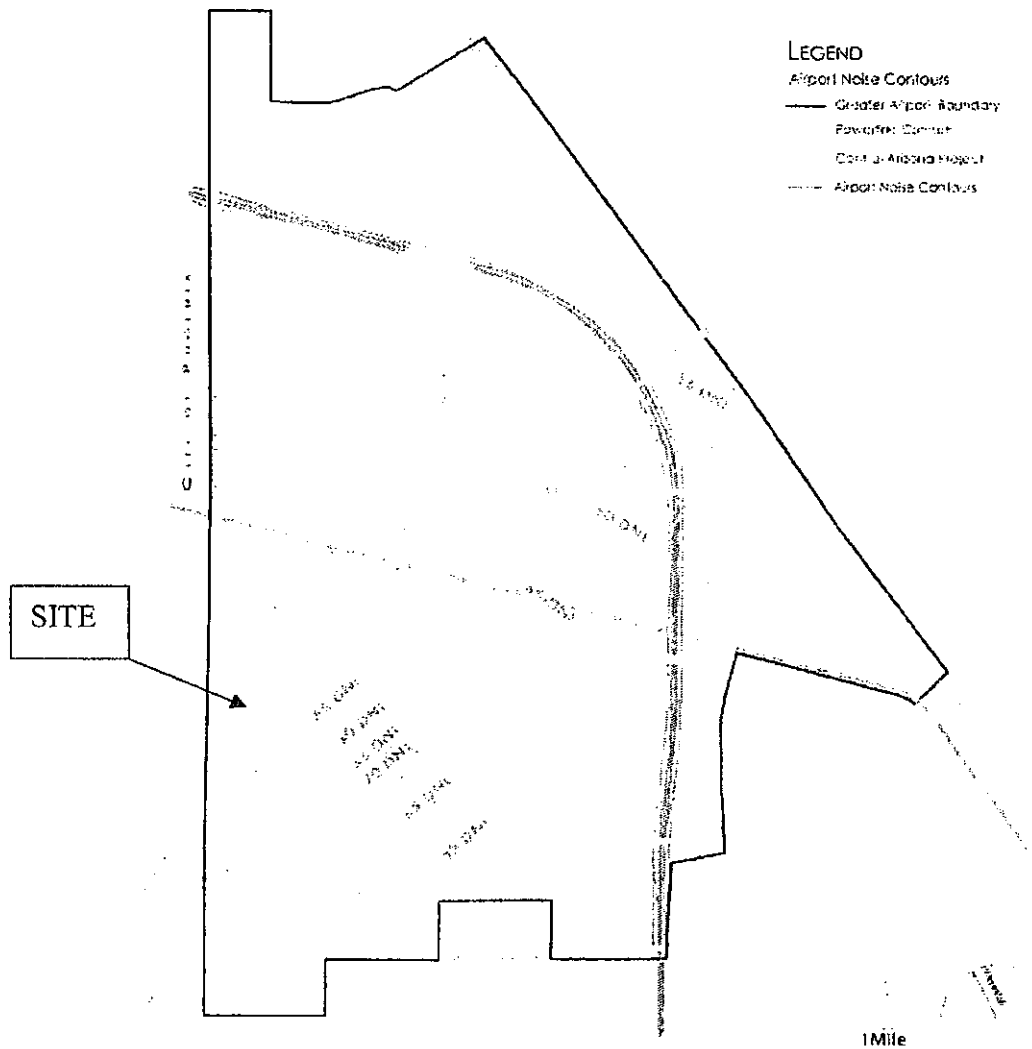
**Response:** As previously discussed, the proposed multi-family land use will support the live, work, play demographic mentioned throughout the GACAP. Special measures will be taken to create buildings that are sensitive and compatible to the nearby Airport operations.

### *Policy NH 3.2*

*Incorporate residential into Airpark Mixed Use-Residential Future Land Use Areas to reduce traffic congestion, improve air quality; and provide opportunities for workforce housing where:*

- *Dwellings will not be adjacent to industrial uses that could be in conflict with residential uses;*
- *Dwellings will not lie within the 55 day-night average noise level (DNL) or higher areas established by the FAA; and*
- *Multi-modal transportation options will be incorporated into residential design.*

**Response:** The proposed multi-family community will be located on an underutilized, transition parcel (between retail to the west and south and office/employment land uses to the east) ideal for residential development. The proposed dwelling units will be located well outside the 55 DNL line (see the Scottsdale Airport Noise Contours Map below) and designed with upgraded building materials and insulation to provide appropriate sound attenuation. Multi-modal transportation options will be available to the residents including, but not limited to walking, bicycling, driving and public transit.



Noise contours surrounding the Scottsdale Airport denote day-to-night (DNL) average noise levels. Noise sensitive uses are not encouraged in 55 DNL and higher areas. These contours are often updated to reflect new noise levels as a result of new aircraft technologies.

## Community Mobility

*Policy CM 4.2 Improve pedestrian and bicycle connections from adjacent neighborhoods to Greater Airpark destinations.*

**Response:** The Signature Corridors adjacent to the Property include Greenway-Hayden Loop and 73<sup>rd</sup> Street. Also, Scottsdale Road is located west of the Zocallo retail. All of these streets provide a framework for pedestrian and bicycle connections in the immediate area. Additionally, the development will create a sustainable, walk-friendly environment for its residents with functional, internal pedestrian connections between all four multifamily buildings, site amenities and other land adjoining land uses.

*Policy CM 6.5 Design corridors that accommodate and attract pedestrians and bicyclists, particularly in Airpark Mixed Use Future Land Use Areas and along Signature Corridors.*

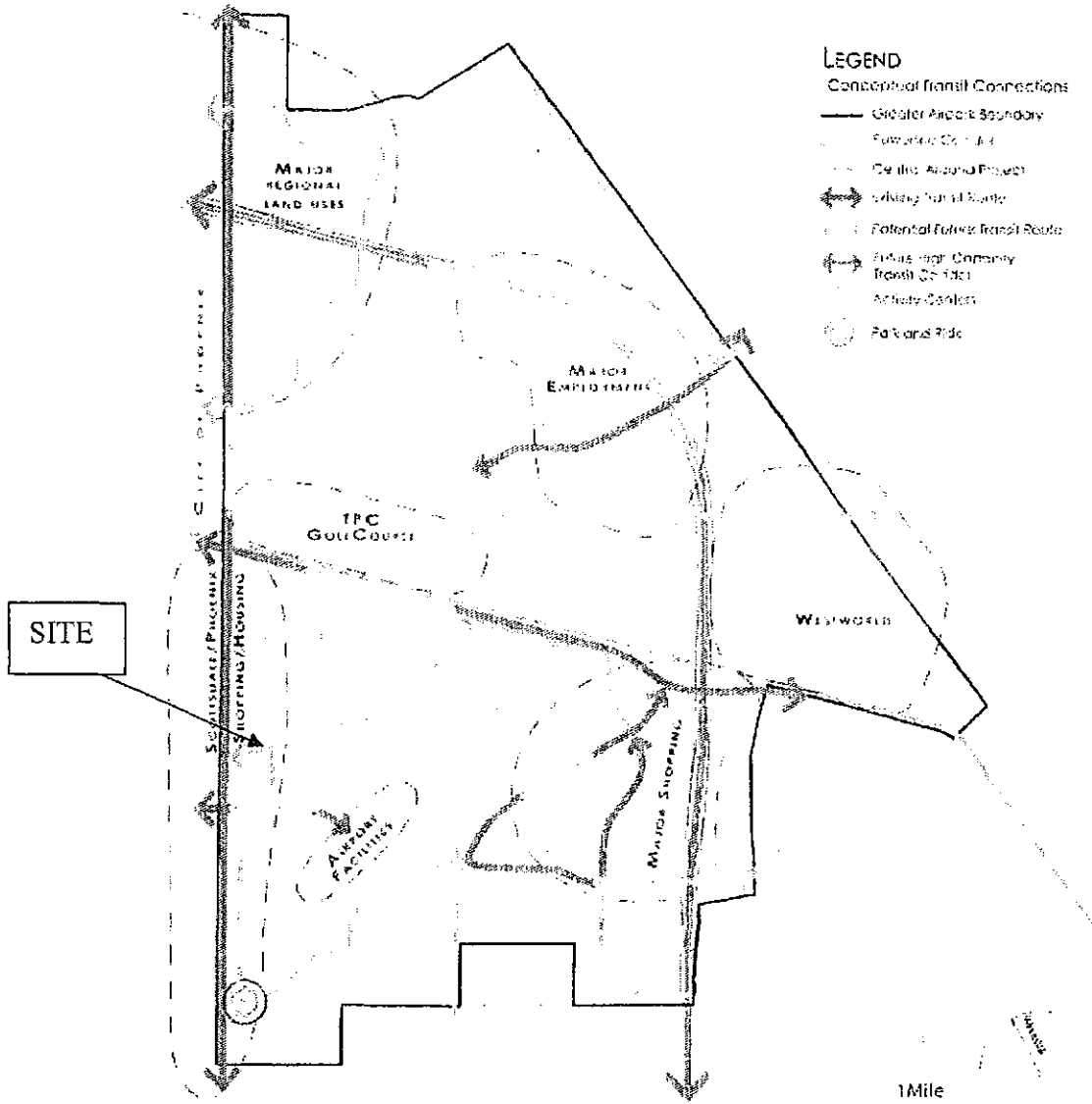
**Response:** The site plan has been designed in a manner that pays particular attention to the pedestrian and bicyclist along the perimeter of the site. The mixed-use nature of Zocallo promotes vehicular trip reduction and a sustainable, walkable community. The physical integration of retail and residential promotes pedestrian mobility. Residential land use integrated in this Airpark location increases the efficient movement of people by locating them close to employment and retail services, thereby minimizing vehicular trips on the regional transportation network. The Greater Airpark Transit Connections Map (see below) designates this Property as "shopping/housing" along the Scottsdale Road Signature Corridor with adjacent transit corridor classifications.

The website [www.walkscore.com](http://www.walkscore.com) ranks properties throughout the United States with a "walk score" which is a number between 0 and 100 that measures the walkability of any given address based on the availability of nearby, walkable services and amenities. The subject Property ranks 71 out of 100, which is deemed "very walkable." According to the website, only 20% of Scottsdale residents have a higher walk score. The Property is highly suitable for the pedestrian oriented residential community proposed in this application.

*Policy CM 7.2 Promote more sustainable modes of passenger transportation, such as alternative fuel vehicles, walking, biking, and/or other future technologies.*

**Response:** See CM 6.5.

Greater Airpark Transit Connections  
 GACAP Page 34



**Economic Vitality**

*Policy EV 1.1 Develop and implement long-term economic development strategies that maintain and enhance city revenue streams in order to balance the area's revenue generation with the cost of services and ensure financial stability now in the future.*

**Response:** The proposed multi-family land use achieves this policy on several levels. The construction of new multi-family on an underutilized, vacated property will generate significant building permit fees and revenue for the City of Scottsdale. Secondly, the integration of 240 +/- residential units in the Scottsdale Airpark area will increase retail sales and sales tax revenue for the City. Lastly, the proposed residential community will provide on-site jobs for management and maintenance. Jobs will be brought to a site with vacated buildings.

In a time of economic hardship, the integration of new residential units will enhance the City's revenue streams and bring financial benefits to Scottsdale businesses that are struggling to keep their doors open. Residents require services, goods, food, and entertainment and draw from local businesses and resources. By creating a walkable residential community that already has plentiful retail and service opportunities nearby, a land use balance will be created which will strengthen the City's long-term economic stability.

*Policy EV 2.5 Aggressively market the Greater Scottsdale Airpark as an ideal destination to live, work and play.*

**Response:** The residential component proposed under this application complements the existing mixed-use character of the 20+/- acre Zocallo master plan as well as surrounding uses. The Airpark as a whole creates a unique opportunity to foster interrelated land uses and promote the live, work, play concept. Additionally, surrounding retail development and the nearby employment core provide regional appeal for future residents. This application is driven by the site's surrounding land uses and a very strong market demand for multi-family residential in this area. Housing trends indicate a fundamental shift away from homeownership due to the housing crisis, increased unemployment, fluctuation in home values, and hard-to-come by credit.

### Environmental Planning

*Policy EP 1.3 Promote landscape design and irrigation methods that contribute to water and energy conservation.*

**Response:** The landscaping for the proposed development will be in accordance with the existing city approved landscape palette on-site (Zocallo Plaza) and with the surrounding developments including Scottsdale Quarter. Low water-use indigenous plants and trees will be used throughout the project. Turf areas will be limited to interior areas for active and passive recreation. Trees and landscaping will be used to provide shade within the parking lot and for the buildings, thereby reducing the heat-island and reducing overall energy consumption for cooling. Low voltage landscape lighting will be used throughout the site as an efficient way to light the pathways and landscape areas while still meeting the dark-sky ordinance.

*Policy EP 4.2 Encourage all developments to respect and respond to the Sonoran Desert climate.*

**Response:** Special attention has been given to the site planning and building aesthetic under this development proposal to uphold the distinctive character of Scottsdale and the Airpark area. The design envisioned for the Property will respect and enhance the unique climate and vegetation of the Sonoran Desert to help sustain our community and quality of life. The applicant's approach to the overall design is focused on providing harmony and compatibility with the visions and framework of the Airpark area.

*Policy EP 4.8 Building design should respect and enhance the Sonoran Desert context of the Greater Airpark using building orientation, landscape buffers, colors, textures, material and lighting.*

**Response:** To further elaborate on the statements above, the buildings have been designed in a manner to respond to the Sonoran Desert climate through the use of solar shading, landscaping, recessed windows, articulation, material selection, textures, paint colors, scale and massing in balance with the surrounding community. The development proposal promotes a rich desert landscape palette in a contemporary theme that celebrates the unique character and quality of the Sonoran Desert while providing an attractive resort-like setting for the buildings.

*Policy EP 5.4 Encourage landscape improvements that limit the amount of turf area and make optimal use of indigenous adapted desert plants.*

**Response:** See response immediately above.

### Character & Design

*Policy CD 1.1 Promote innovative, high quality design using specific design criteria associated with each Future Land Use Area in the Greater Airpark:*

#### *Airpark Mixed Use Future Land Use Areas (AMU & AMU-R)*

*The character of these areas is pedestrian-oriented, urban, and human-scale and features a variety of open spaces, gathering areas, and multi-modal transportation options. Multi-modal transportation should include bicycle and transit access connected to a pedestrian network to encourage social contact and interaction among the community. Design elements should be oriented toward people, such as the provision of shelter and shade for the pedestrian, active land uses at the ground floor/ street level, and a variety of building forms and facade articulation to visually shorten long distances. A variety of textures and natural materials is encouraged to provide visual interest and richness, particularly at the pedestrian level. Design of this Future Land Use Area should be based on a small city block layout with mid-block connections to promote greater walkability. The public realm may be activated through building and site design, orientation toward*

*the street, high-activity uses on the street level, and the integration of public art.*

**Response:** The proposed development achieves this policy in the following ways:

- Mixed-use live, work, play philosophy enhanced with proposed multi-family
- Building design includes recessed podium parking for approximately half of the required parking spaces and numerous at-grade carports
- Walk-up access to most first floor units enhances walkability of development
- Special attention given to pedestrian linkages both internal to the site and along the perimeter emphasizes connectivity
- Compatibility with surrounding context
- Site and building design focuses on Sonoran Desert climate through the use of solar shading, recessed windows, articulation, material selection, textures, paint colors, scale and massing
- Open space maximized; development provides 39.5% open space

*Policy CD 1.2 Lighting should be designed to minimize glare, conserve energy, and accent the respective Future Land Use Area character.*

**Response:** The on-site lighting will be designed in a manner to minimize glare and conserve energy while respecting and remaining consistent with the surrounding land uses. Lighting from the podium parking garages will be screened by stoops and by "green screen" as noted above. One of the lighting goals will be to provide appropriate low-level pedestrian scale lighting (bollard and foot lighting) for pedestrians walking at night to and from the community. The lighting will be integrated with the abundant desert landscaping proposed with this development.

*Policy CD 2.1 Establish a unified streetscape for identified Signature Corridors with unique imagery for each corridor.*

#### ***Policy CD 2.1.3 Greenway-Hayden Signature Corridor***

*The Greenway-Hayden Signature Corridor should serve as the "Main Street" of the Greater Airpark, north of the runway, and should reference multi-modal connections from other cities to major area destinations, such as the Tournament Players Club Golf Course and Scottsdale Sports Complex. The public realm should animate the street during all seasons. Design elements could include large window displays, banners, integrated signage, passive cooling elements, covered patios, shade, public art, bicycle pedestrian connections, and gathering areas.*



**Response:** The proposed development will highlight Greenway-Hayden Loop as a Signature Corridor and provide design elements that cater to the pedestrian through the use of building character, signage, connectivity, landscaping, hardscape and lighting.

***Policy CD 2.1.7 73rd Signature Corridor***

*The 73rd Signature Corridor is a major pedestrian corridor in the Greater Airpark. Design elements along this street should include aviation themes and human-scale building orientation. Shade is an important element and may be incorporated through the built environment, as well as natural shading. Hardscape elements could include bollards, foot lighting, and sophisticated fencing that secure taxi lanes from pedestrian activity. Low-lying vegetation, such as vines and shrubs, are important landscape features that should soften the continuous building mass characteristics of land uses on the east side of the corridor.*

**Response:** The proposed development will emphasize 73<sup>rd</sup> Street as a Signature Corridor and provide design elements that cater to the pedestrian through the use of building character, signage, connectivity, landscaping, hardscape and lighting.

***Policy CD 2.2 Signature Corridor streetscapes should provide continuity among adjacent uses through a comprehensive landscape design, including decorative paving, street furniture, public art, and integrated infrastructure improvements.***

**Response:** The streetscape along Greenway-Hayden Loop is well established and any new streetscape design will match the established landscape theme along this frontage. This area will also receive significant pedestrian links not currently in place, as reflected on the submitted site plan. Other elements such as decorative paving for sidewalks and pedestrian crossings will be integrated into the project hardscape. All hardscape elements including paving, site furnishings and public art will match the character currently established in the area. The design for the project will reinforce the strong commitment to link the proposed development with the surrounding commercial developments.

***Policy CD 2.3 In designated Signature Corridors, encourage pedestrian- and transit-oriented development, with parking and automobile access in the rear of the development, and short access paths to transit.***

**Response:** The parking for the proposed residential community is provided internally at the podium level (recessed level) below each building as well in surface parking lots integrated throughout the development. The focus of the site and building design is on the pedestrian, and therefore, the location of the buildings and pedestrian connectivity takes precedence. Consistent with PUD requirements, there is no parking between the surrounding streets and driveway and the buildings themselves. The design encourages residents to walk, bike and utilize transit opportunities.

#### IV. Planned Unit Development (PUD) Ordinance

*The purpose of the Planned Unit Development district is to promote the goals of the General Plan, area plans, and design guidelines in areas of the City that are designated by the General Plan for a combination of land uses in a mixed-use development pattern of the either horizontal or vertical design...*

*...Commercial, employment, hospitality, multi family, residential, and townhouse residential uses are encouraged to be provided with intensities and densities that promote a mix of day and nighttime activities.*

The 6.42+/- acre Property is part of the larger 20+/- acre Zocallo Plaza master plan, which is a mixed-use development that includes a range of commercial and service retail uses. The integration of a luxury residential community on the subject site completes the mixed-use sustainable character of Zocallo and complements the existing urban fabric of the surrounding area.

This application includes a range of exhibits including the site plan, podium parking plan, elevations, landscape plan, and civil engineering information which demonstrate the character and high-level of design proposed for this site. The buildings have been designed in a manner that provides a hierarchy of masses and sensitivity to the pedestrian. Appropriate architectural detailing and materials (including stucco, manufactured stone veneer, metal louvers and guard rails) have been carefully selected to uphold the unique character and context of the Sonoran Desert.

The development encourages alternative modes of transportation by focusing on a pedestrian network that encourages interaction with the surrounding context. The development gives special consideration to the pedestrian by creating inviting access connections through landscape and hardscape design within Zocallo Plaza and to adjacent developments such as Kierland and Scottsdale Quarter.

#### PUD Criteria

Section 5.5003 of the Zoning Ordinance states that the development proposals shall comply with the following criteria:

- A. *PUD Zoning District Approval Criteria,*
  - 1. *As part of the approval or modified approval of an application for a PUD district, the Planning Commission shall recommend and the City Council shall find that the following criteria have been met:*
    - A. *The proposed development promotes revitalization, the goals, policies and guidelines of the General Plan, Area Plans and Design Guidelines.*

**Response:** The proposed development accomplishes a range of goals including the revitalization of an underutilized property (with vacant office and restaurant buildings), integrating high quality, vibrant architecture and site planning to the area, and creating pedestrian synergy that will complement the existing Zocallo and Scottsdale Quarter and developments. The proposed development meets the goals and policies of the General Plan and GACAP as outlined in Section III of this project narrative.

*B. The proposed development's uses, densities, or development standards would not otherwise be permitted by the property's existing zoning.*

**Response:** The proposed development would not be permitted under the existing C-3 zoning designation.

*C. The proposed development will be compatible with adjacent land uses and promotes the stability and integrity of abutting or adjacent residential neighborhoods.*

**Response:** The proposed development is compatible with adjacent land uses and maintains the integrity of the Airpark employment core by provide a balance to the variety of land uses found in the area.

*D. That there is adequate infrastructure and City services to serve the development.*

**Response:** There is adequate infrastructure and City services to serve the development.

*E. That the proposal meets the following location criteria:*

*The proposed development is not located within any areas zoned environmentally sensitive lands ordinance (ESL) nor within the boundaries of the Downtown Plan.*

**Response:** The Property is not located within the ESL area or within the boundaries of the Downtown Plan.

*The proposed development fronts onto a major or minor arterial and/or major collector street as designated in the City's transportation master plan.*

**Response:** The proposed development fronts Greenway-Hayden Loop, a minor arterial and 73<sup>rd</sup> Street and minor collector.

V. Conclusion

In summary, the applicant is seeking a Minor GPA and rezoning on a 6.42+/- acre site to create a unique luxury multi-family community with approximately 240+/- residential units. The Property is part of the larger 20+/- acre Zocallo Plaza master plan, which is a mixed-use development in the Airpark Character Area. Integrating a residential land use on this site will complete the mixed-use character of Zocallo Plaza.

Redevelopment of this parcel will revitalize an underutilized property, provide additional housing opportunities for the community and contribute towards the live, work, play land use balance promoted by the GACAP and essential to the success of the Airpark as a true mixed-use employment core.

As housing trends indicate a fundamental shift away from homeownership due to the housing crisis, rise in unemployment, fluctuation in home values, and tightening of available credit, new residential rental opportunities are in high demand. The Property's surrounding retail development and nearby Airpark employment core provide regional appeal for future residents.

## Addendum – Zocallo Refuse Plan

The Residences at Zocallo Plaza feature four stories of residences over a partially subterranean parking level, or concrete “podium” garage level.

The project contains four buildings. Each building has a centrally located trash chute room on each floor, with two chutes that descend to a trash room at the garage level. The chutes align with a PTR Baler and Compactor, model number TP-33SP which compacts trash into a three-yard container, at a ratio of approximately 3:1. A spare three-yard container under each building is provided at the time the full container is to be switched.

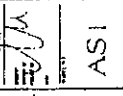
There are two, three-yard containers under each building. The containers have wheels, and are towed by a maintenance vehicle to the screened and gated refuse collection point at the North end of the site, (within a parking area). The refuse collection point enclosure can hold four containers, as it is calculated that four containers, picked up twice per week will serve the project. If demand is greater, pickup may be increased to three times weekly. Maintenance drives the empty containers back under each building after the truck collection has occurred.

The above has been discussed and recommended by: Bill Brandenburger of Allied Waste services (602)237-2078.

# L.R. Niemiec Architects

The Residences At Zocallo Plaza  
15440 N. Greenway-Hayden Loop  
Scottsdale, AZ 85260

Site Plan  
Scale: 1" = 40'-0"



**PROJECT DATA** (THIS AREA MUST NOT BE CONSTRUCTED)

PARCEL SITE: 895' x 150' NET ACRES: 0.11 GROUND ACCESS

DENSITY: 200 UNITS PER ACRE 3.30 DWELLING UNITS PER ACRE

FLOOR	NET	5 GROUND	5 GROUND	5 GROUND	5 GROUND
A1	1,283	1,283	1,283	1,283	1,283
A2	1,283	1,283	1,283	1,283	1,283
A3	1,283	1,283	1,283	1,283	1,283
A4	1,283	1,283	1,283	1,283	1,283
A5	1,283	1,283	1,283	1,283	1,283
A6	1,283	1,283	1,283	1,283	1,283
A7	1,283	1,283	1,283	1,283	1,283
A8	1,283	1,283	1,283	1,283	1,283
A9	1,283	1,283	1,283	1,283	1,283
A10	1,283	1,283	1,283	1,283	1,283
A11	1,283	1,283	1,283	1,283	1,283
A12	1,283	1,283	1,283	1,283	1,283
A13	1,283	1,283	1,283	1,283	1,283
A14	1,283	1,283	1,283	1,283	1,283
A15	1,283	1,283	1,283	1,283	1,283
A16	1,283	1,283	1,283	1,283	1,283
A17	1,283	1,283	1,283	1,283	1,283
A18	1,283	1,283	1,283	1,283	1,283
A19	1,283	1,283	1,283	1,283	1,283
A20	1,283	1,283	1,283	1,283	1,283
A21	1,283	1,283	1,283	1,283	1,283
A22	1,283	1,283	1,283	1,283	1,283
A23	1,283	1,283	1,283	1,283	1,283
A24	1,283	1,283	1,283	1,283	1,283
A25	1,283	1,283	1,283	1,283	1,283
A26	1,283	1,283	1,283	1,283	1,283
A27	1,283	1,283	1,283	1,283	1,283
A28	1,283	1,283	1,283	1,283	1,283
A29	1,283	1,283	1,283	1,283	1,283
A30	1,283	1,283	1,283	1,283	1,283
A31	1,283	1,283	1,283	1,283	1,283
A32	1,283	1,283	1,283	1,283	1,283
A33	1,283	1,283	1,283	1,283	1,283
A34	1,283	1,283	1,283	1,283	1,283
A35	1,283	1,283	1,283	1,283	1,283
A36	1,283	1,283	1,283	1,283	1,283
A37	1,283	1,283	1,283	1,283	1,283
A38	1,283	1,283	1,283	1,283	1,283
A39	1,283	1,283	1,283	1,283	1,283
A40	1,283	1,283	1,283	1,283	1,283
A41	1,283	1,283	1,283	1,283	1,283
A42	1,283	1,283	1,283	1,283	1,283
A43	1,283	1,283	1,283	1,283	1,283
A44	1,283	1,283	1,283	1,283	1,283
A45	1,283	1,283	1,283	1,283	1,283
A46	1,283	1,283	1,283	1,283	1,283
A47	1,283	1,283	1,283	1,283	1,283
A48	1,283	1,283	1,283	1,283	1,283
A49	1,283	1,283	1,283	1,283	1,283
A50	1,283	1,283	1,283	1,283	1,283
A51	1,283	1,283	1,283	1,283	1,283
A52	1,283	1,283	1,283	1,283	1,283
A53	1,283	1,283	1,283	1,283	1,283
A54	1,283	1,283	1,283	1,283	1,283
A55	1,283	1,283	1,283	1,283	1,283
A56	1,283	1,283	1,283	1,283	1,283
A57	1,283	1,283	1,283	1,283	1,283
A58	1,283	1,283	1,283	1,283	1,283
A59	1,283	1,283	1,283	1,283	1,283
A60	1,283	1,283	1,283	1,283	1,283
A61	1,283	1,283	1,283	1,283	1,283
A62	1,283	1,283	1,283	1,283	1,283
A63	1,283	1,283	1,283	1,283	1,283
A64	1,283	1,283	1,283	1,283	1,283
A65	1,283	1,283	1,283	1,283	1,283
A66	1,283	1,283	1,283	1,283	1,283
A67	1,283	1,283	1,283	1,283	1,283
A68	1,283	1,283	1,283	1,283	1,283
A69	1,283	1,283	1,283	1,283	1,283
A70	1,283	1,283	1,283	1,283	1,283
A71	1,283	1,283	1,283	1,283	1,283
A72	1,283	1,283	1,283	1,283	1,283
A73	1,283	1,283	1,283	1,283	1,283
A74	1,283	1,283	1,283	1,283	1,283
A75	1,283	1,283	1,283	1,283	1,283
A76	1,283	1,283	1,283	1,283	1,283
A77	1,283	1,283	1,283	1,283	1,283
A78	1,283	1,283	1,283	1,283	1,283
A79	1,283	1,283	1,283	1,283	1,283
A80	1,283	1,283	1,283	1,283	1,283
A81	1,283	1,283	1,283	1,283	1,283
A82	1,283	1,283	1,283	1,283	1,283
A83	1,283	1,283	1,283	1,283	1,283
A84	1,283	1,283	1,283	1,283	1,283
A85	1,283	1,283	1,283	1,283	1,283
A86	1,283	1,283	1,283	1,283	1,283
A87	1,283	1,283	1,283	1,283	1,283
A88	1,283	1,283	1,283	1,283	1,283
A89	1,283	1,283	1,283	1,283	1,283
A90	1,283	1,283	1,283	1,283	1,283
A91	1,283	1,283	1,283	1,283	1,283
A92	1,283	1,283	1,283	1,283	1,283
A93	1,283	1,283	1,283	1,283	1,283
A94	1,283	1,283	1,283	1,283	1,283
A95	1,283	1,283	1,283	1,283	1,283
A96	1,283	1,283	1,283	1,283	1,283
A97	1,283	1,283	1,283	1,283	1,283
A98	1,283	1,283	1,283	1,283	1,283
A99	1,283	1,283	1,283	1,283	1,283
A100	1,283	1,283	1,283	1,283	1,283

**CONSTRUCTION SCHEDULE**

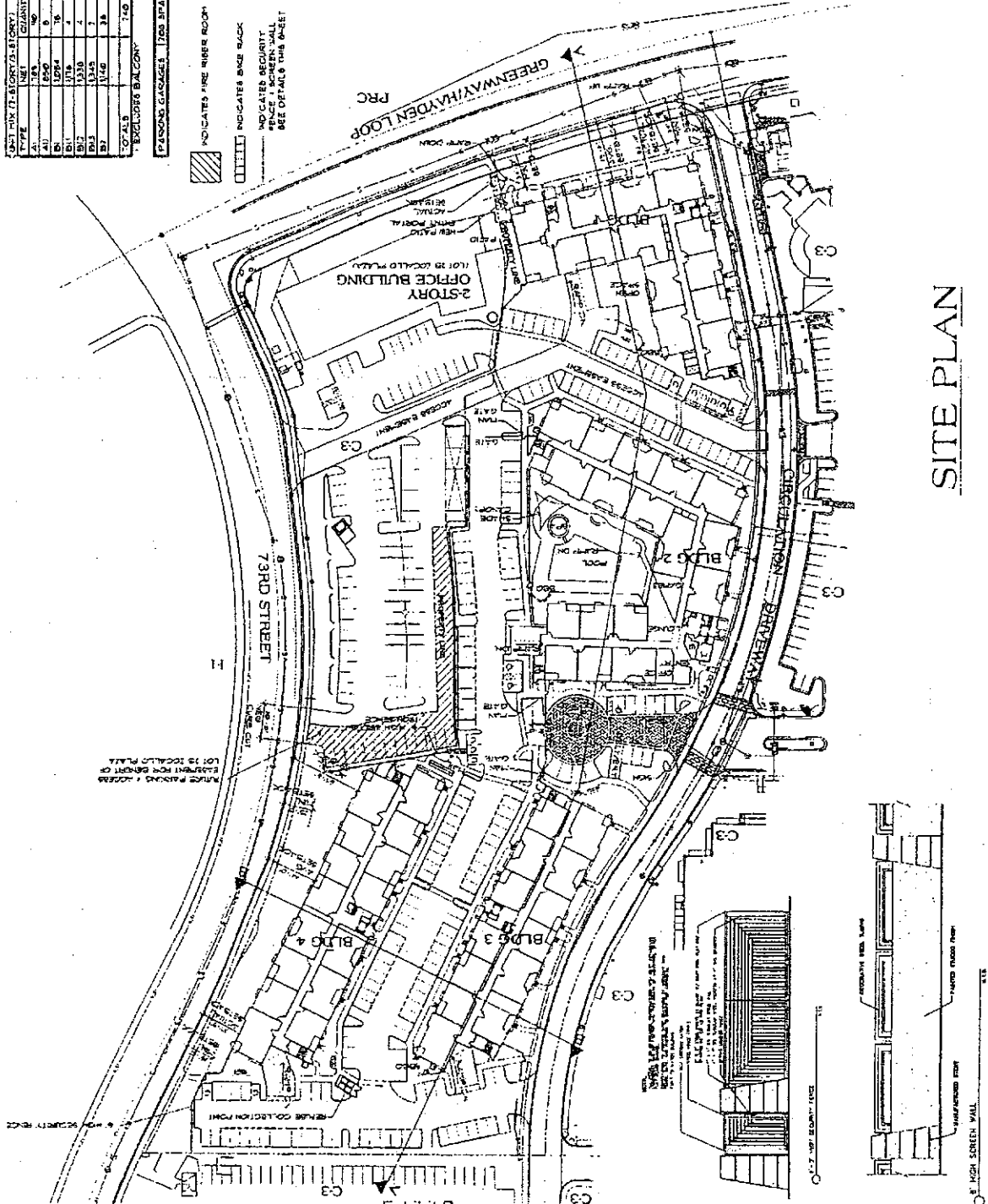
TYPE	QUANTITY	5 GROUND	5 GROUND	5 GROUND	5 GROUND
APARTMENTS	1,283	1,283	1,283	1,283	1,283
GARAGES	1,283	1,283	1,283	1,283	1,283
STORAGE	1,283	1,283	1,283	1,283	1,283
TOTAL	1,283	1,283	1,283	1,283	1,283

**PARKING CALCULATIONS**

TYPE	QUANTITY	5 GROUND	5 GROUND	5 GROUND	5 GROUND
APARTMENTS	1,283	1,283	1,283	1,283	1,283
GARAGES	1,283	1,283	1,283	1,283	1,283
TOTAL	1,283	1,283	1,283	1,283	1,283

**APARTMENTS: 8-7**

TYPE	QUANTITY	5 GROUND	5 GROUND	5 GROUND	5 GROUND
APARTMENTS	1,283	1,283	1,283	1,283	1,283
GARAGES	1,283	1,283	1,283	1,283	1,283
TOTAL	1,283	1,283	1,283	1,283	1,283



## SITE PLAN



Copyright © L.R. Niemiec Architects Inc. 2011. All Rights Reserved.  
 This drawing is the property of L.R. Niemiec Architects, Inc. and is not to be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of L.R. Niemiec Architects, Inc.

The Residences At Zocalo Plaza  
 15440 N. Greenway-Hayden Loop  
 Scottsdale, AZ 85260

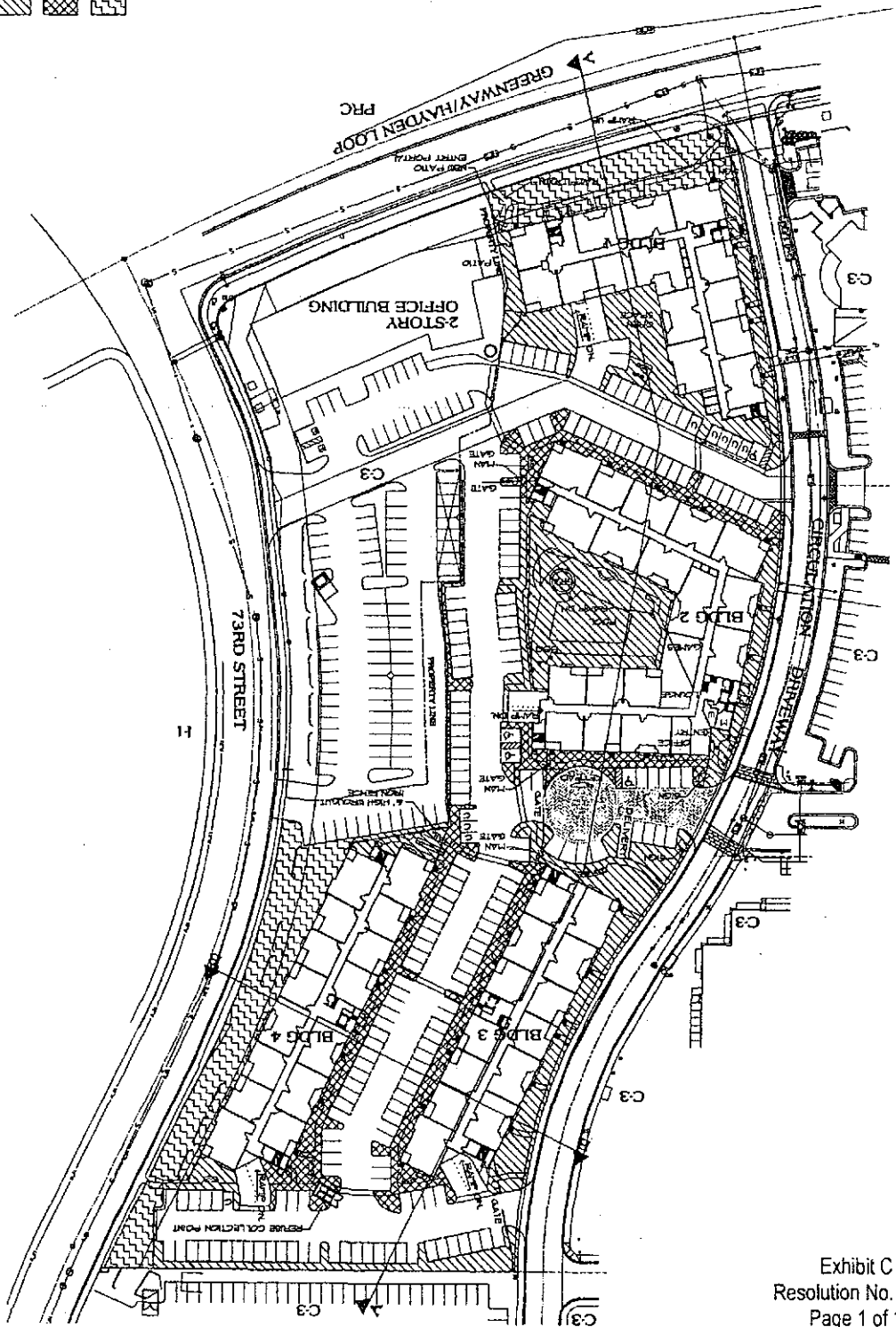
Open Space  
 Scale: 1" = 40'-0"



AS2

OPEN SPACE	370,463 SF
PRIVATE/BALCONY	10,063 SF
STREET FRONTAGE	36,671 SF
CORTEX OPEN SPACE	19,219 SF
PARKING LOT LANDSCAPING	19,219 SF
TOTAL OPEN SPACE	545,635 SF OR 35.5%

- INDICATES CORTEX OPEN SPACE
- INDICATES PARKING LOT LANDSCAPED AREA (5% OF PARKING/PAVED AREA IS REQUIRED TO BE PAVED)
- INDICATES STREET FRONTAGE
- OPEN SPACE



SITE PLAN WORKSHEET/OPEN SPACE PLAN  
 SCALE 1/400'

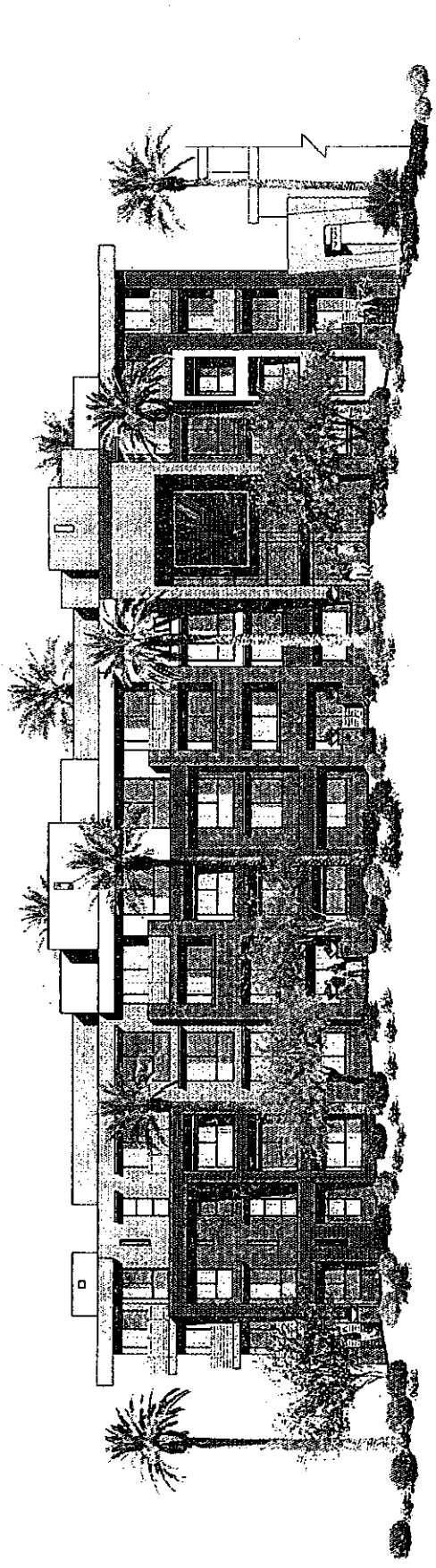


The Architect warrants that the drawings are true and correct as shown, and that they conform to the requirements of the applicable building codes and regulations. The Architect shall be responsible for obtaining all necessary permits and approvals for the project. The Architect shall also be responsible for coordinating with the relevant authorities and agencies. The Architect shall not be responsible for any errors or omissions in the drawings, or for any consequences arising therefrom. The Architect shall not be responsible for any construction or other work not shown on the drawings. The Architect shall not be responsible for any construction or other work not shown on the drawings.

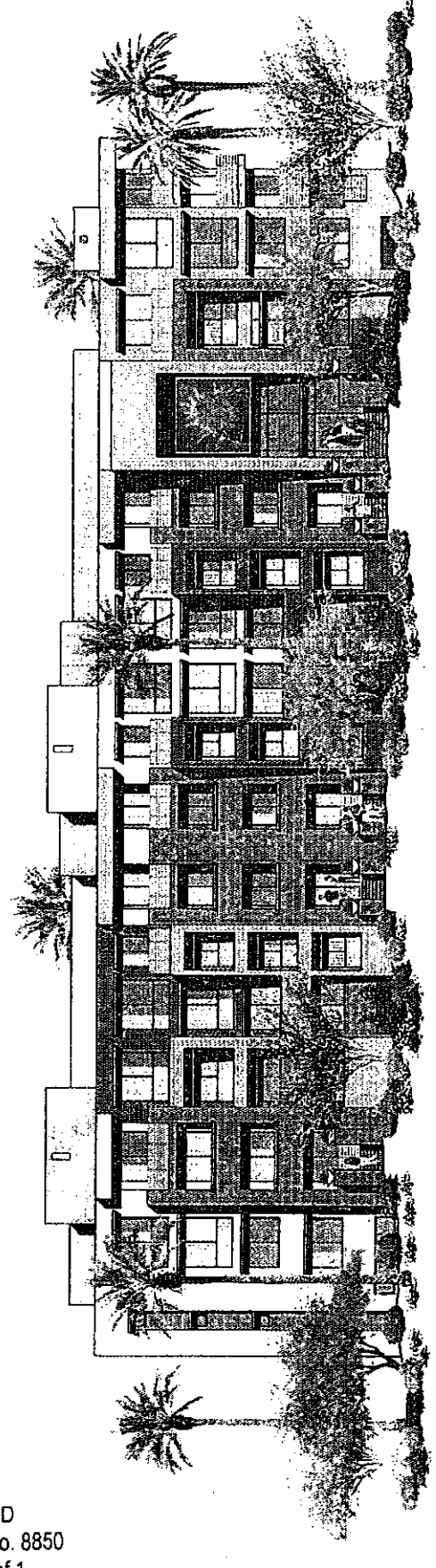
**The Residences At Zocallo Plaza**  
**15440 N. Greenway-Hayden Loop**  
**Scottsdale, AZ, 85260**

**ELEVATIONS**  
 Scale: 1/8" = 1'-0"

A-3



○ BUILDING I SOUTH ELEVATION  
 Scale: 1/8" = 1'-0"



○ BUILDING I WEST ELEVATION  
 Scale: 1/8" = 1'-0"



## Basis of Design Reports

Basis of Design reports for the Zocallo Residential project are on file under plan check #3555-11 and are available within the case file for 10-ZN-2011, on file with Current Planning Services.



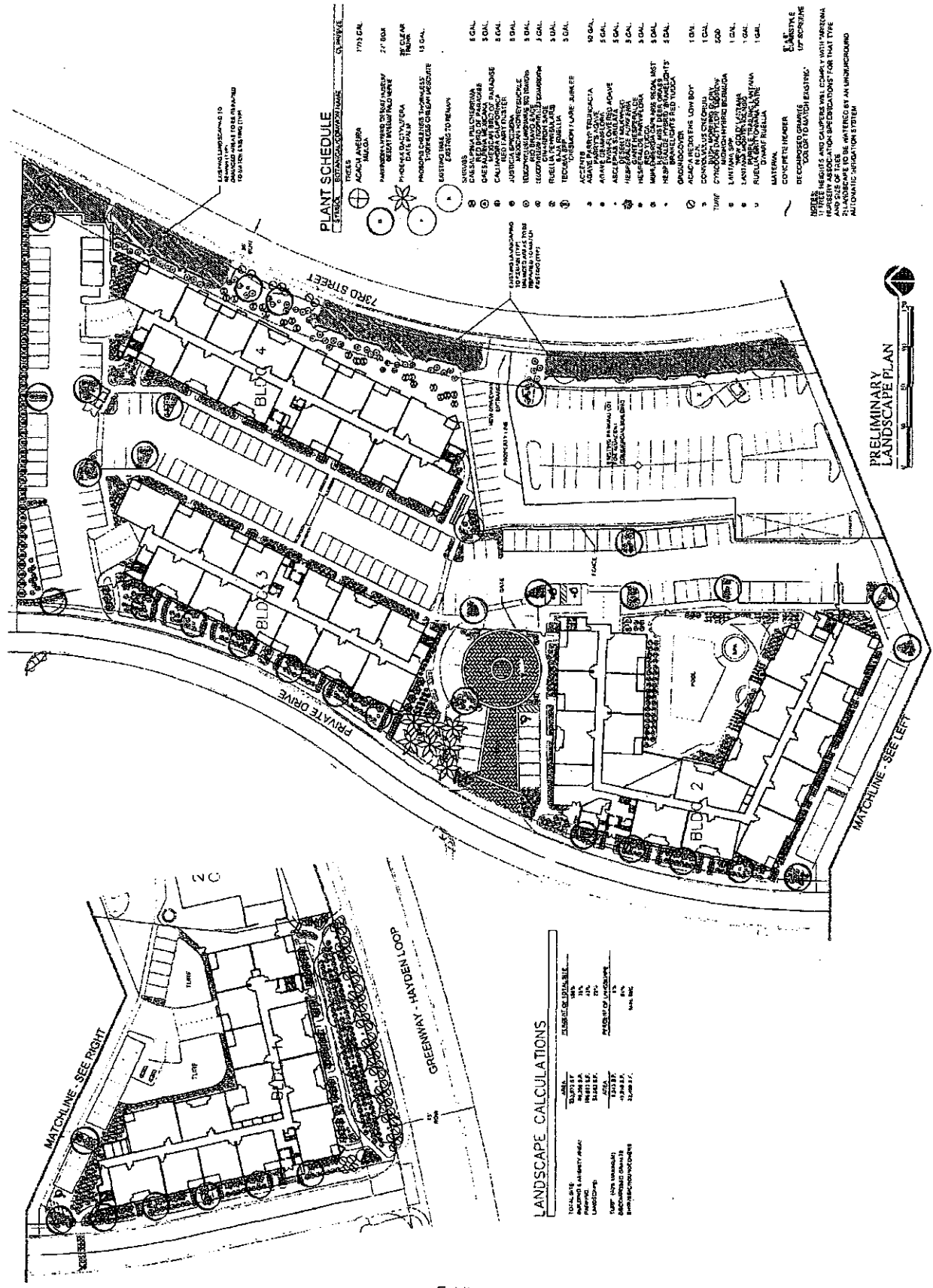
DATE: 10/15/10  
PROJECT: THE RESIDENCES AT ZOCALLO PLAZA  
DRAWN BY: [Name]  
CHECKED BY: [Name]  
APPROVED BY: [Name]

THE RESIDENCES AT ZOCALLO PLAZA  
SCOTTDALE, AZ 85261  
PREPARED FOR: L.R. NIEMIEC ARCHITECTS

DATE: 10/15/10  
DRAWN BY: [Name]  
CHECKED BY: [Name]  
APPROVED BY: [Name]



L.J.I.  
Landscape Architecture



PLANT SCHEDULE

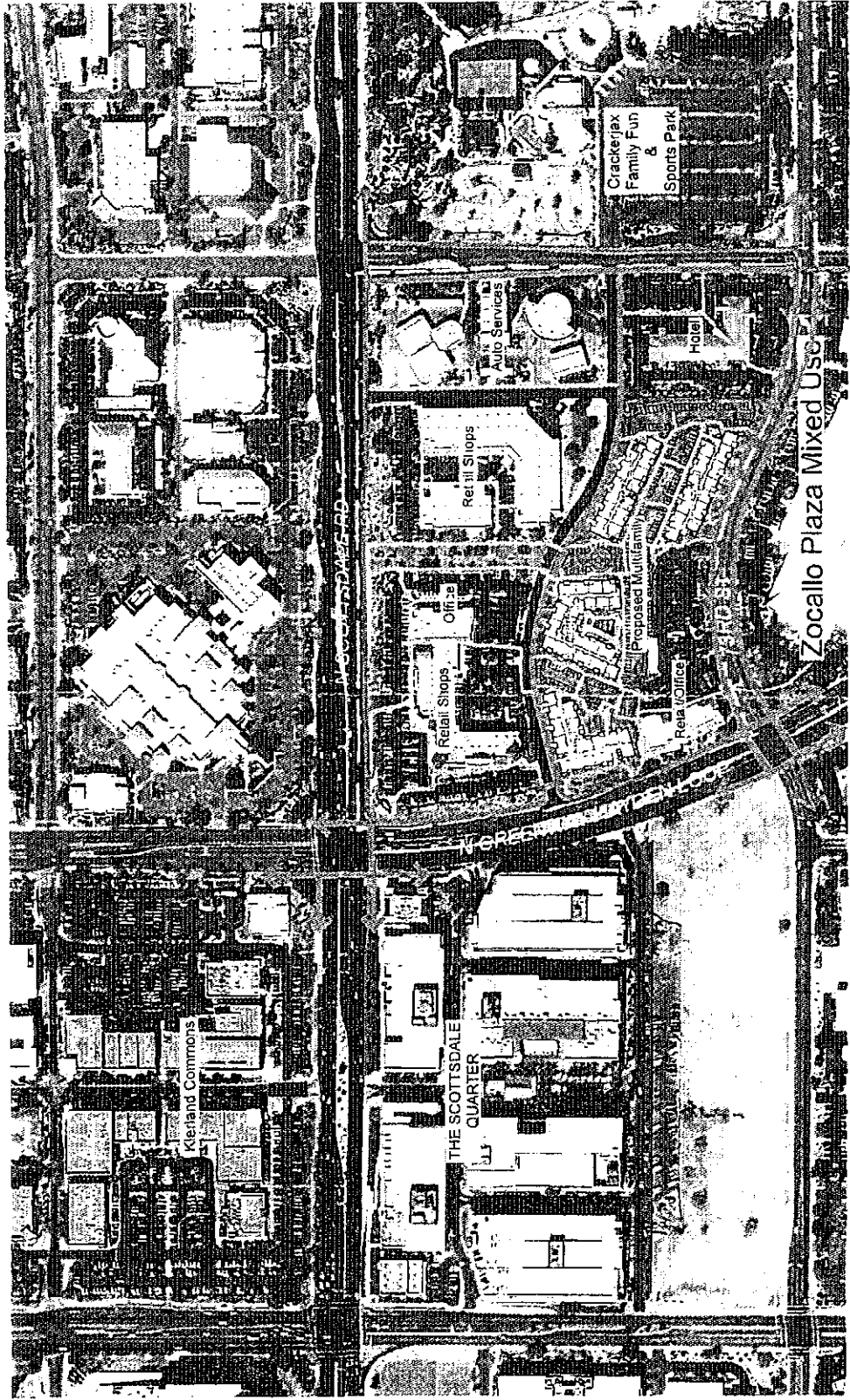
- 1. ACACIA ANHEIRA 1775 GAL
- 2. PAMMOTHY WINDMILL PALM 27 BOX
- 3. GREAT NECK PALM 15 GAL
- 4. PACHIRA AQUATICA 15 GAL
- 5. PROPAGANDA CACTUS 15 GAL
- 6. EXISTING INLET
- 7. EXISTING INLET
- 8. SURVEY
- 9. DUNE PALM
- 10. GREAT NECK PALM
- 11. CAULIPLANT
- 12. JUSTICIA SPECIOSA
- 13. TROPICAN LILY
- 14. TROPICAN LILY
- 15. RUBIA SP. (MILKWEED)
- 16. TROPICAN LILY
- 17. TROPICAN LILY
- 18. TROPICAN LILY
- 19. TROPICAN LILY
- 20. TROPICAN LILY
- 21. TROPICAN LILY
- 22. TROPICAN LILY
- 23. TROPICAN LILY
- 24. TROPICAN LILY
- 25. TROPICAN LILY
- 26. TROPICAN LILY
- 27. TROPICAN LILY
- 28. TROPICAN LILY
- 29. TROPICAN LILY
- 30. TROPICAN LILY
- 31. TROPICAN LILY
- 32. TROPICAN LILY
- 33. TROPICAN LILY
- 34. TROPICAN LILY
- 35. TROPICAN LILY
- 36. TROPICAN LILY
- 37. TROPICAN LILY
- 38. TROPICAN LILY
- 39. TROPICAN LILY
- 40. TROPICAN LILY
- 41. TROPICAN LILY
- 42. TROPICAN LILY
- 43. TROPICAN LILY
- 44. TROPICAN LILY
- 45. TROPICAN LILY
- 46. TROPICAN LILY
- 47. TROPICAN LILY
- 48. TROPICAN LILY
- 49. TROPICAN LILY
- 50. TROPICAN LILY
- 51. TROPICAN LILY
- 52. TROPICAN LILY
- 53. TROPICAN LILY
- 54. TROPICAN LILY
- 55. TROPICAN LILY
- 56. TROPICAN LILY
- 57. TROPICAN LILY
- 58. TROPICAN LILY
- 59. TROPICAN LILY
- 60. TROPICAN LILY
- 61. TROPICAN LILY
- 62. TROPICAN LILY
- 63. TROPICAN LILY
- 64. TROPICAN LILY
- 65. TROPICAN LILY
- 66. TROPICAN LILY
- 67. TROPICAN LILY
- 68. TROPICAN LILY
- 69. TROPICAN LILY
- 70. TROPICAN LILY
- 71. TROPICAN LILY
- 72. TROPICAN LILY
- 73. TROPICAN LILY
- 74. TROPICAN LILY
- 75. TROPICAN LILY
- 76. TROPICAN LILY
- 77. TROPICAN LILY
- 78. TROPICAN LILY
- 79. TROPICAN LILY
- 80. TROPICAN LILY
- 81. TROPICAN LILY
- 82. TROPICAN LILY
- 83. TROPICAN LILY
- 84. TROPICAN LILY
- 85. TROPICAN LILY
- 86. TROPICAN LILY
- 87. TROPICAN LILY
- 88. TROPICAN LILY
- 89. TROPICAN LILY
- 90. TROPICAN LILY
- 91. TROPICAN LILY
- 92. TROPICAN LILY
- 93. TROPICAN LILY
- 94. TROPICAN LILY
- 95. TROPICAN LILY
- 96. TROPICAN LILY
- 97. TROPICAN LILY
- 98. TROPICAN LILY
- 99. TROPICAN LILY
- 100. TROPICAN LILY

NOTES:  
1. TREE HEIGHTS AND CALIPERS WILL COMPLY WITH ARIZONA LANDSCAPE CODE REQUIREMENTS FOR TREE HEIGHTS AND CALIPERS.  
2. LANDSCAPE TO BE WATERED BY AN UNDERGROUND AUTOMATIC IRRIGATION SYSTEM.

PRELIMINARY LANDSCAPE PLAN

LANDSCAPE CALCULATIONS

AREA	CLASSIFICATION	AREA (SQ FT)	PLANTING RATE (PLANTS/SQ FT)	TOTAL PLANTS
BLDG 2	Residential	10,000	0.01	100
BLDG 3	Residential	10,000	0.01	100
BLDG 4	Residential	10,000	0.01	100
PRIVATE DRIVE	Driveway	5,000	0.02	100
73RD STREET	Street	5,000	0.02	100
HANBENWAY	Street	5,000	0.02	100
POOL LOOP	Pool Area	5,000	0.02	100
TOTAL		50,000		500



PEDESTRIAN CIRCULATION PLAN

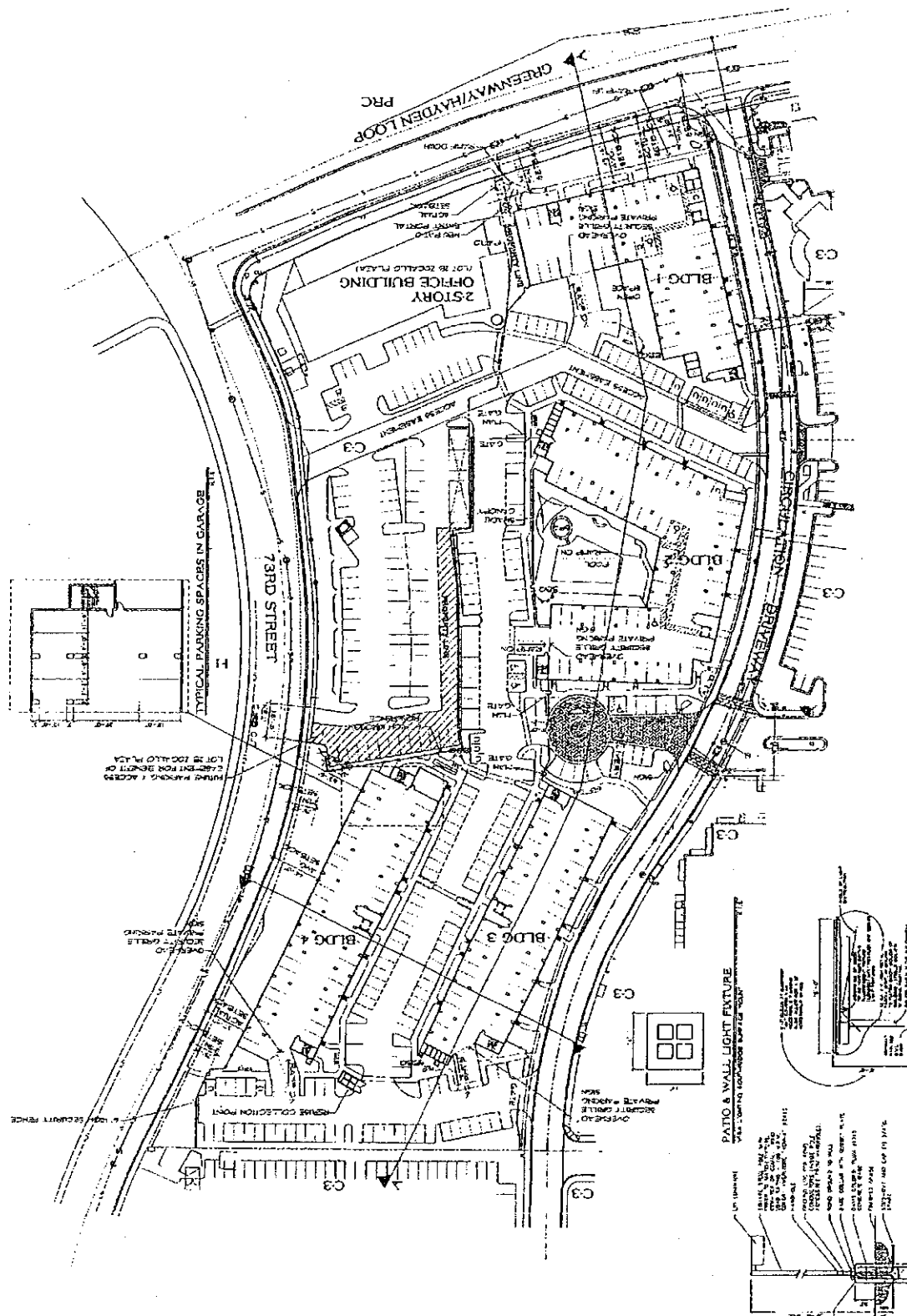
THE RESIDENCES AT ZOCALLO PLAZA SCOTTSDALE ARIZONA

L.R. Niemiec Architects, Inc.

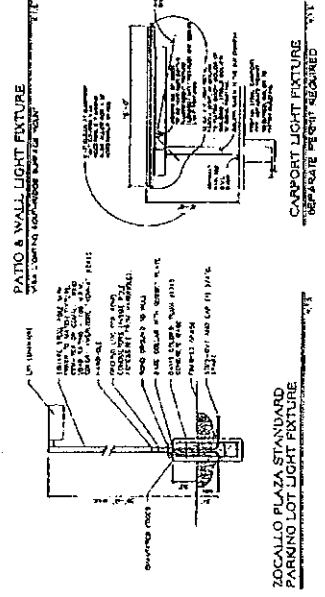
6585 F. Hubbard Drive, Suite 115 Scottsdale, AZ 85255 (480)992-7570

**BSMNT PLAN**  
The Residences At Zocallo Plaza  
15440 N Greenway Hayden Loop  
Scottsdale, AZ 85260

Scale: 1" = 40'  
AS 1.1



**PRELIMINARY BASEMENT PARKING PLAN**  
SCALE: 1" = 40'



# Zocallo Residential

10-ZN-2011

## Amended Development Standards

### ARTICLE V. DISTRICT REGULATIONS

1. Subsection E. of Section 5.5005. [Development standards.] is amended as follows:

#### **Sec. 5.5005. Development standards.**

##### A. *PUD development area.*

###### 1. Gross acreage.

- a. The minimum gross site area of any PUD development shall be one-half (0.5) acre and the maximum gross site area shall be fifteen (15) acres, except as specified in Section 5.5005.A.1.b.
- b. When the PUD is the most appropriate district to achieve mixed-use development, the City Council may authorize a PUD development in a site area greater than fifteen (15) gross acres up to a maximum of twenty-five (25) gross acres.

##### B. *Density and intensity.*

1. The overall density of residential uses shall be established by the approved DP.
2. The overall intensity of commercial uses shall not exceed 0.8 floor area ratio, except as provided in Section 5.5005.B.3.
3. The City Council may approve intensity of commercial uses greater than 0.8 floor area ratio subject to any of the following criteria:
  - a. The proposed DP provides improved dedicated public open space.
  - b. The proposed DP provides a public parking facility(ies).
  - c. The proposed DP provides shared parking as established in Article IX parking and loading requirements.

##### C. *Allowable building height.*

###### 1. *Building height:*

- a. Shall be a maximum of forty-eight (48) feet, except as otherwise provided in Section 5.5005.D. and 5.5005.F.

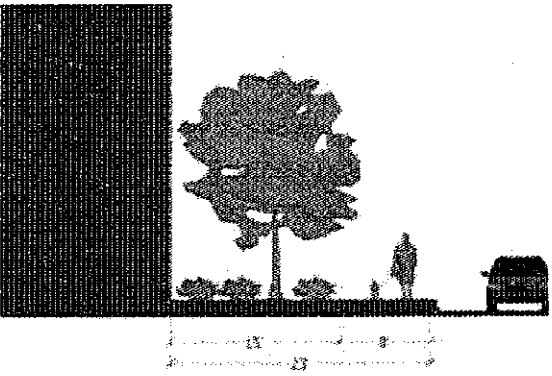
##### D. *Exception to building height.*

1. Architecturally integrated features, such as roof top mechanical equipment for utility and communication purposes, elevator bulk head, stairwell, screen wall, railing, trellis and patio cover may exceed the building height up to ten (10) feet provided that the area within the said exceptions do not exceed a total of thirty (30) percent of a building's roof area. However, the City Council may approve either greater mechanical height or building roof area coverage where the DP and supporting materials demonstrate the allowable exception cannot reasonably be achieved.
2. Architecturally integrated, active solar systems may exceed thirty (30) percent of a buildings' roof area subject to Development Review Board approval.
3. Roof top garden structures may exceed the building height up to five (5) feet.

E. *Building setbacks.*

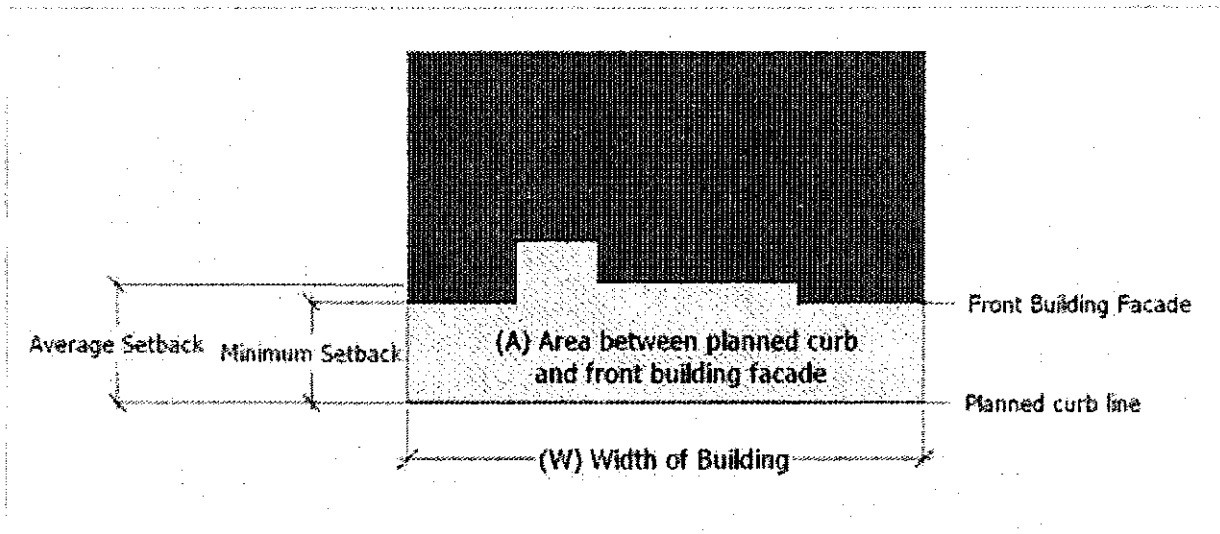
1. *Minimum setback.* Buildings adjacent to public and private streets shall be setback from the back of the planned curb line, including the planned curb line for bus bays and turn lanes, in accordance with Section 5.5005.E. Table A. The planned curb line, including the planned location for bus bays and turn lanes, shall be as described in the Transportation Master Plan and the Design Standards & Policies Manual.

TABLE A			
BUILDING SETBACK FROM BACK OF THE PLANNED CURB ALONG STREETS			
Street Classification Type and Use	Minimum Setback	Average Setback	Setback Diagram – This Illustrates Setbacks, Excluding Average Setback, Dimensions are for Illustrative Purposes.
Major and Minor Arterial – Residential on First Floor Adjacent to the Street	34 feet	40 49-6" feet	
Major and Minor Arterial – Retail and Commercial on First Floor Adjacent to the Street	28 feet	32 feet	
Major and Minor Collector, Local Streets, and Unclassified Streets (Including Private Streets but Excluding Alleys) – Residential on First Floor Adjacent to the Street	25 feet	30 44 feet	

Major and Minor Collector, Local Streets, and Unclassified Streets (Including Private Streets but Excluding Alleys) – Retail and Commercial on First Floor Adjacent to the Street	23 feet	28 feet	
---	---------	---------	--

2. *Average setback.* The front building façade shall be placed to achieve an average setback as specified in Table A. The average setback shall be equal to the land area located between the planned curb line and the front building façade divided by the width of the front building façade.

**AVERAGE SETBACK DIAGRAM – THIS DIAGRAM ILLUSTRATES SECTION 5.5005.E.2.**



$$\frac{(A) \text{ Area}}{(W)} = \text{Average Setback} \text{ (According to Table A)}$$

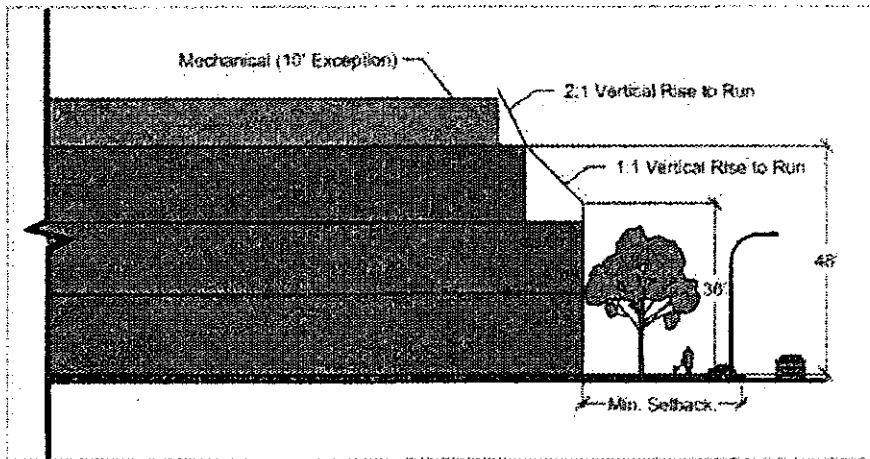
3. *Designated scenic corridor or buffered setback.* Where a designated scenic corridor or a buffered setback is existing or planned the setback shall be the required width of the designated scenic corridor or buffered setback. The Planned Unit Development (PUD) District average setback shall not apply.

**F. Building envelope.**

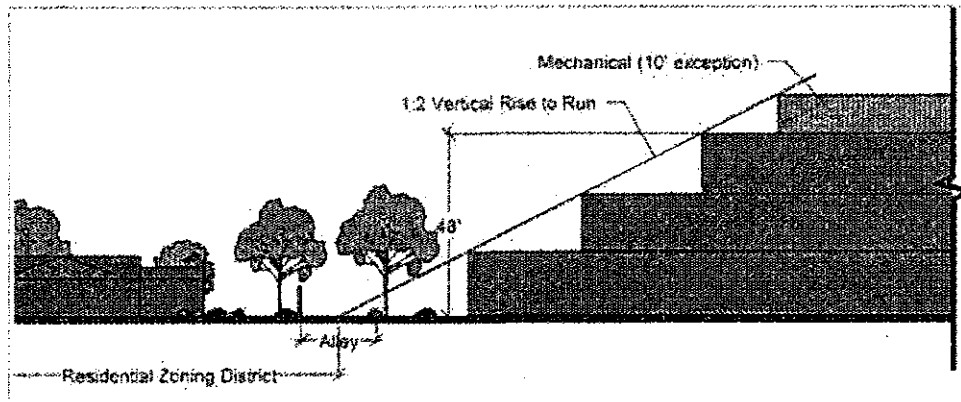
1. Starting at a point thirty-six (36) feet above the minimum building setback line, the building envelope inclined stepback plane shall slope upwards at 1:1 (ratio of the vertical rise to the horizontal run) to a point measured forty-eight (48) feet above the minimum building setback line. Thereafter the building envelope inclined stepback plane shall slope upwards at 2:1 (ratio of the vertical rise to the horizontal run) on all sides of a property adjacent to public and private streets.

2. PUD Developments abutting or adjacent to a residential zoning district shall have a building envelope inclined stepback plane of 1:2 (ratio of the vertical rise to the horizontal run) starting on the residential zoning district boundary, except as specified Section 5.5005.F.3.

**BUILDING ENVELOPE DIAGRAM – THIS DIAGRAM ILLUSTRATES SECTION 5.5005.F.1.**



**BUILDING ENVELOPE DIAGRAM – THIS DIAGRAM ILLUSTRATES SECTION 5.5005.F.2.**



3. PUD Developments adjacent to a residential zoning district, where the properties are separated by a major and/or minor arterial street as classified by the Transportation Master Plan and the Design Standards & Policies Manual, shall comply with Section 5.5005.F.1.

**G. Encroachment beyond the building envelope.**

1. A maximum encroachment of fifteen (15) feet may be allowed for:
  - a. Architectural ornaments and similar features, and
  - b. Trellis, canopies, balconies, patios and partial or full patio enclosures, covered walks, and screen walls.
2. Any encroachment into the right-of-way, roadway easement, or right-of-way easement requires a city issued encroachment permit and/or agreement.
3. The requirements of Article VII. General Provisions shall not apply to Section 5.5005.G.



H. *Setback abutting a residential zoning district.*

1. A setback of twenty (20) feet shall be provided along the property line abutting a residential zoning district(s). the setback area shall be landscaped and may include space reserved for services such as refuse, recycling, utility boxes, and amenities such as playground equipment, picnic tables, and screen walls.

I. *Residential open space.*

1. A private outdoor living space shall be provided adjoining each dwelling unit equal to a minimum of five (5) percent of the gross floor area of the dwelling unit.
2. A minimum of ten (10) percent of the total gross site area of the development shall be set aside as common open space for recreation uses, or other common landscaped and open space areas, unless the overall residential density of the development is less than five (5) dwelling units per acre.

J. *Landscape improvements.* The provisions of Article X. Landscaping Requirements shall apply.

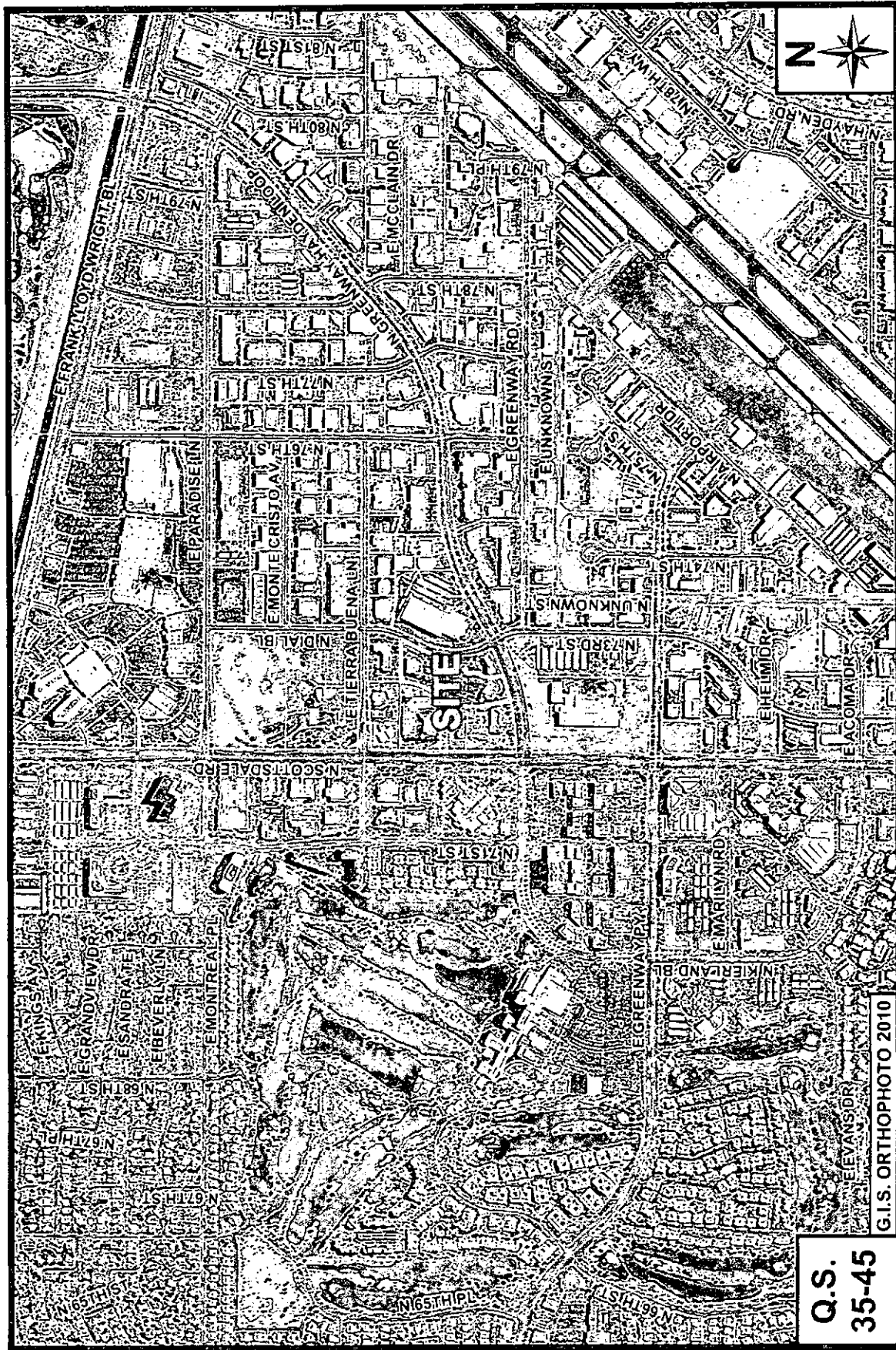
**Additional Information for:**

**Zocallo Residential**

**Case: 10-ZN-2011**

**PLANNING/DEVELOPMENT**

1. **DEVELOPMENT CONTINGENCIES** Each element of this zoning case—including density, unit placement, access and other development contingencies—may be changed as more information becomes available to address public health, safety and welfare issues related to drainage, open space, infrastructure and other requirements.
2. **DEVELOPMENT REVIEW BOARD.** The City Council directs the Development Review Board's attention to:
  - a. wall design,
  - b. the type, height, design, and intensity of proposed lighting on the site, to ensure that it is compatible with the adjacent use,
  - c. improvement plans for common open space, common buildings and/or walls, and amenities such as ramadas, landscape buffers on public and/or private property (back-of-curb to right-of-way or access easement line included),
  - d. major stormwater management systems, and
  - e. signage.
3. **RESPONSIBILITY FOR CONSTRUCTION OF INFRASTRUCTURE.** The owner/developer shall be responsible for all improvements associated with the development or phase of the development and/or required for access or service to the development or phase of the development. Improvements shall include, but not be limited to, washes, storm drains, drainage structures, water systems, sanitary sewer systems, curbs and gutters, paving, sidewalks, streetlights, street signs, and landscaping. The granting of zoning/use permit does not and shall not commit the city to provide any of these improvements.
4. **FEES.** The construction of water and sewer facilities necessary to serve the site shall not be in-lieu of those fees that are applicable at the time building permits are granted. Fees shall include, but not be limited to the water development fee, water resources development fee, water recharge fee, sewer development fee or development tax, water replenishment district charge, pump tax, or any other water, sewer, or effluent fee.
5. **EASEMENTS CONVEYED BY SEPARATE INSTRUMENT.** Before any building permit is issued for the site, each easement conveyed to the city separate from a final plat shall be conveyed by an instrument or map of dedication subject to city staff approval, and accompanied by a title policy in favor of the city, in conformance with the Design Standards and Policies Manual.
6. **CONSTRUCTION COMPLETED.** Before any Certificate of Occupancy is issued for the site, the owner shall complete all the infrastructure and improvements required by the Scottsdale Revised Code and these stipulations, in conformance with the Design Standards and Policies Manual and other applicable standards.



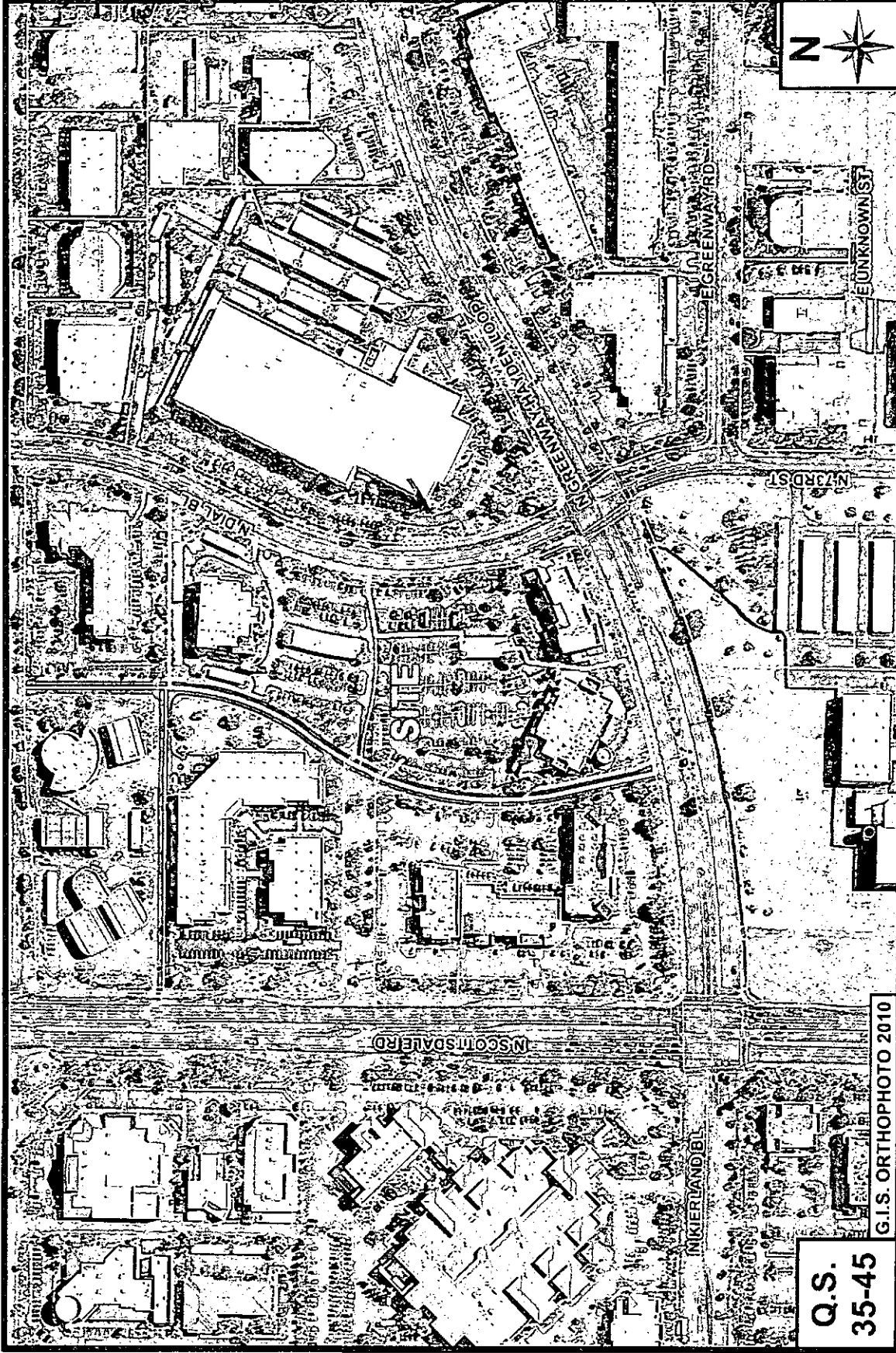
6-GP-2011 / 10-ZN-2011

Zocallo Residential

Q.S.  
35-45

G.I.S. ORTHOPHO 2010

ATTACHMENT #5



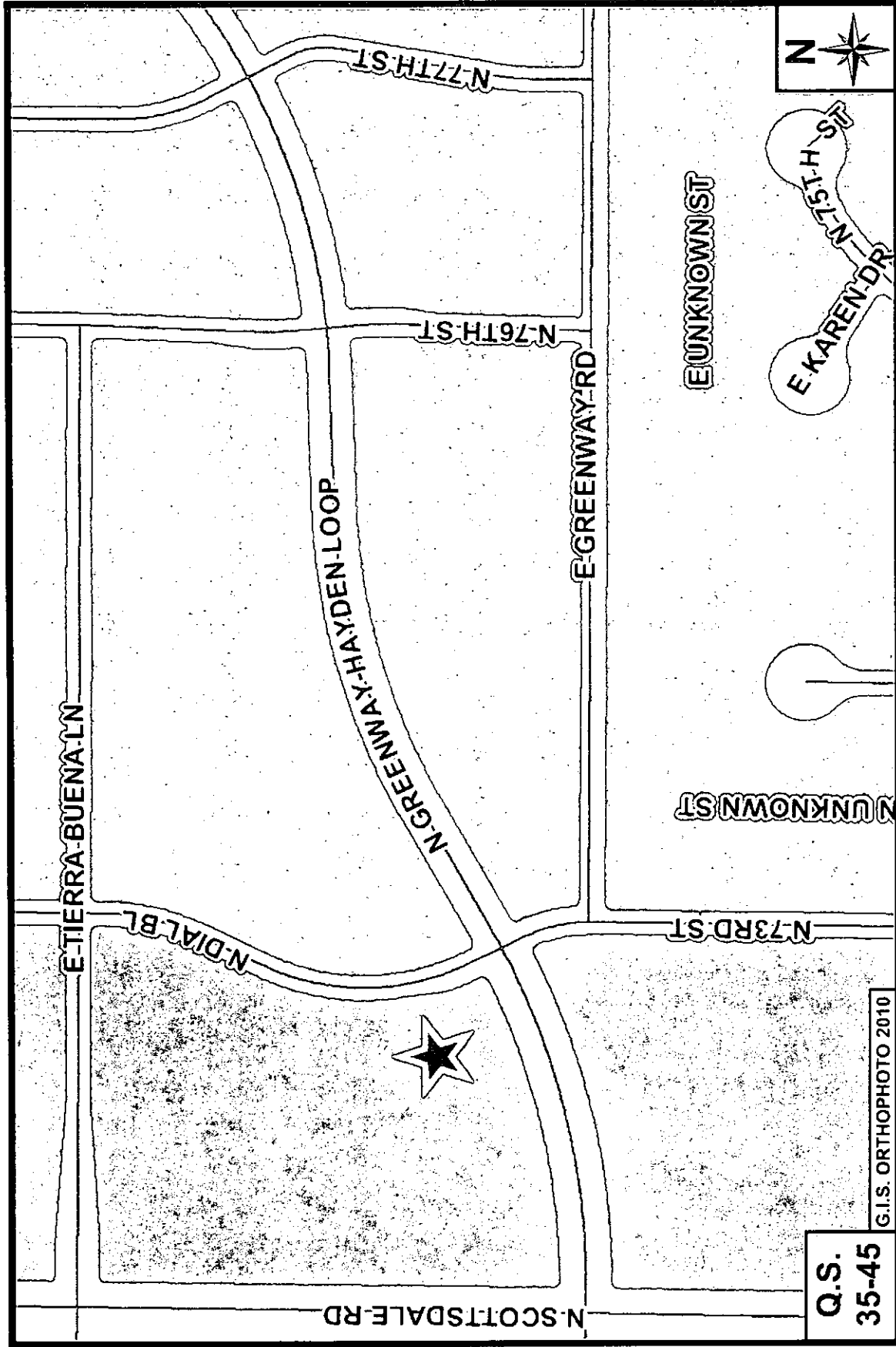
Q.S.  
35-45

G.I.S. ORTHOPHOTO 2010

6-GP-2011 / 10-ZN-2011

Zocallo Residential

ATTACHMENT #5A



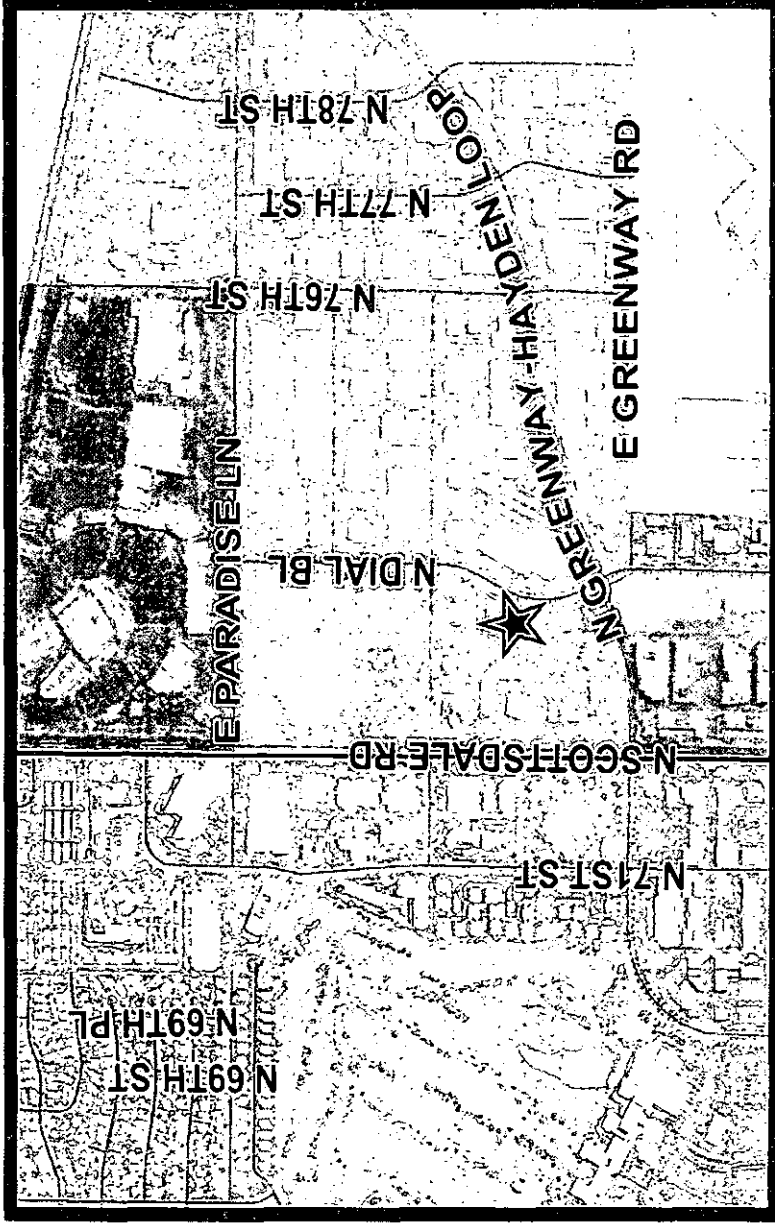
**Q.S.  
35-45**

G.I.S. ORTHOPHOTO 2010

**Zocallo Residential**

**6-GP-2011 / 10-ZN-2011**

# Greater Airpark Character Area Plan - existing



**Legend**

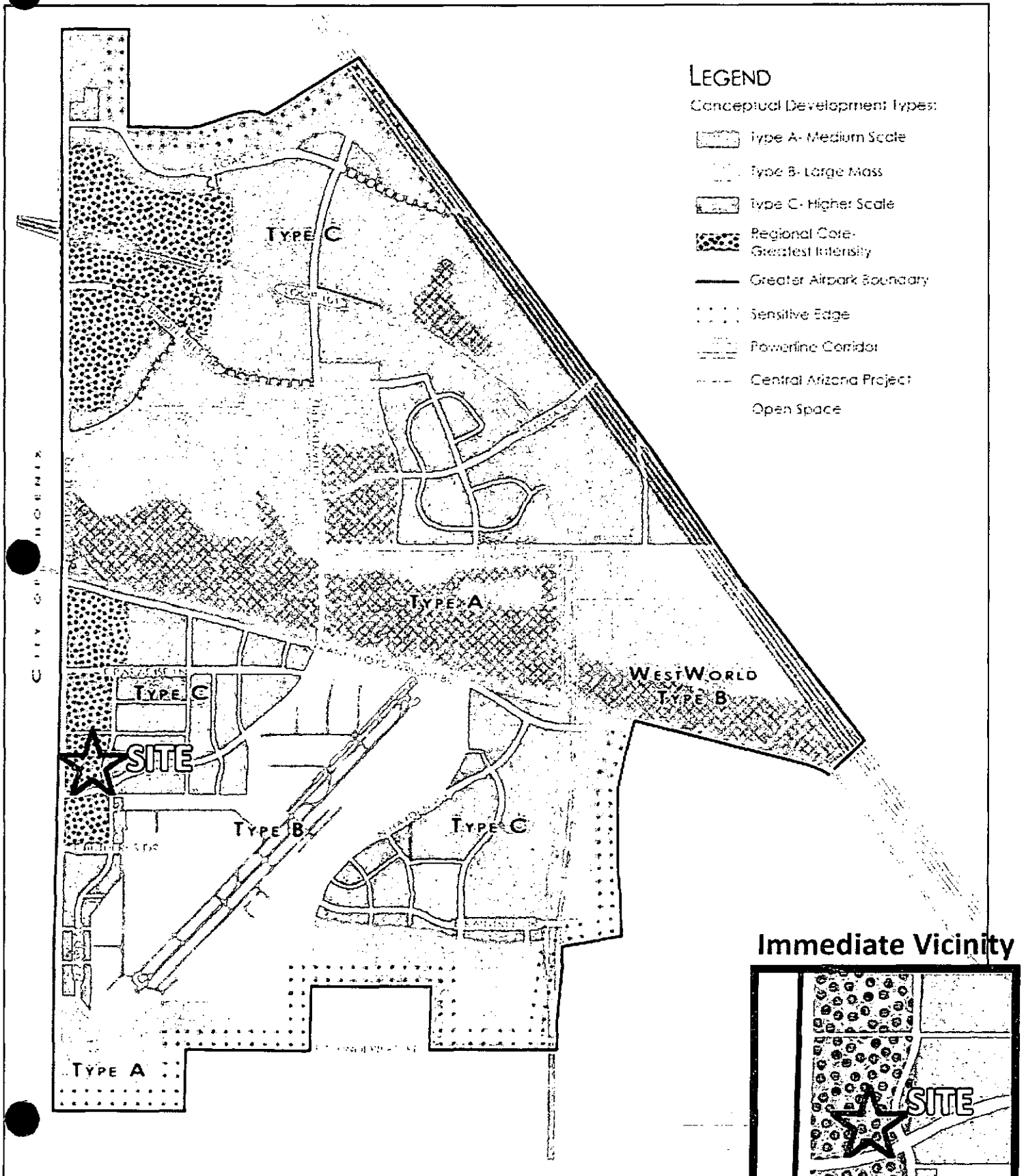
- Greater Airpark Study Boundary
- Future Land Uses:**
  - Airpark Mixed-Use Residential [AMU-R]
  - Airpark Mixed-Use [AMU]
  - Regional Tourism [RT]
  - Employment [EMP]
  - Aviation [AV]
  - Open Space [O-S]
  - Aviation/Airpark Mixed-Use [AV/AMU]



**6-GP-2011**

**ATTACHMENT #7**

# Greater Airpark Character Area Plan Development Types Site In Context



## LEGEND

Conceptual Development Types:

□ Type A- Medium Scale

□ Type B- Large Mass

□ Type C- Higher Scale

■ Regional Core-  
Greatest Intensity

— Greater Airpark Boundary

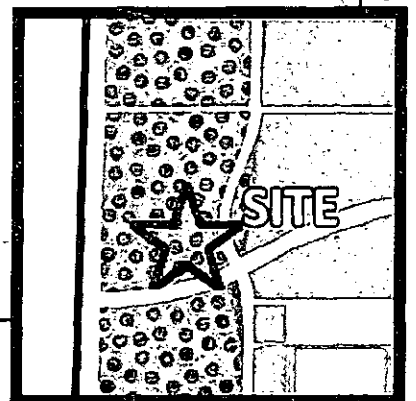
⋯ Sensitive Edge

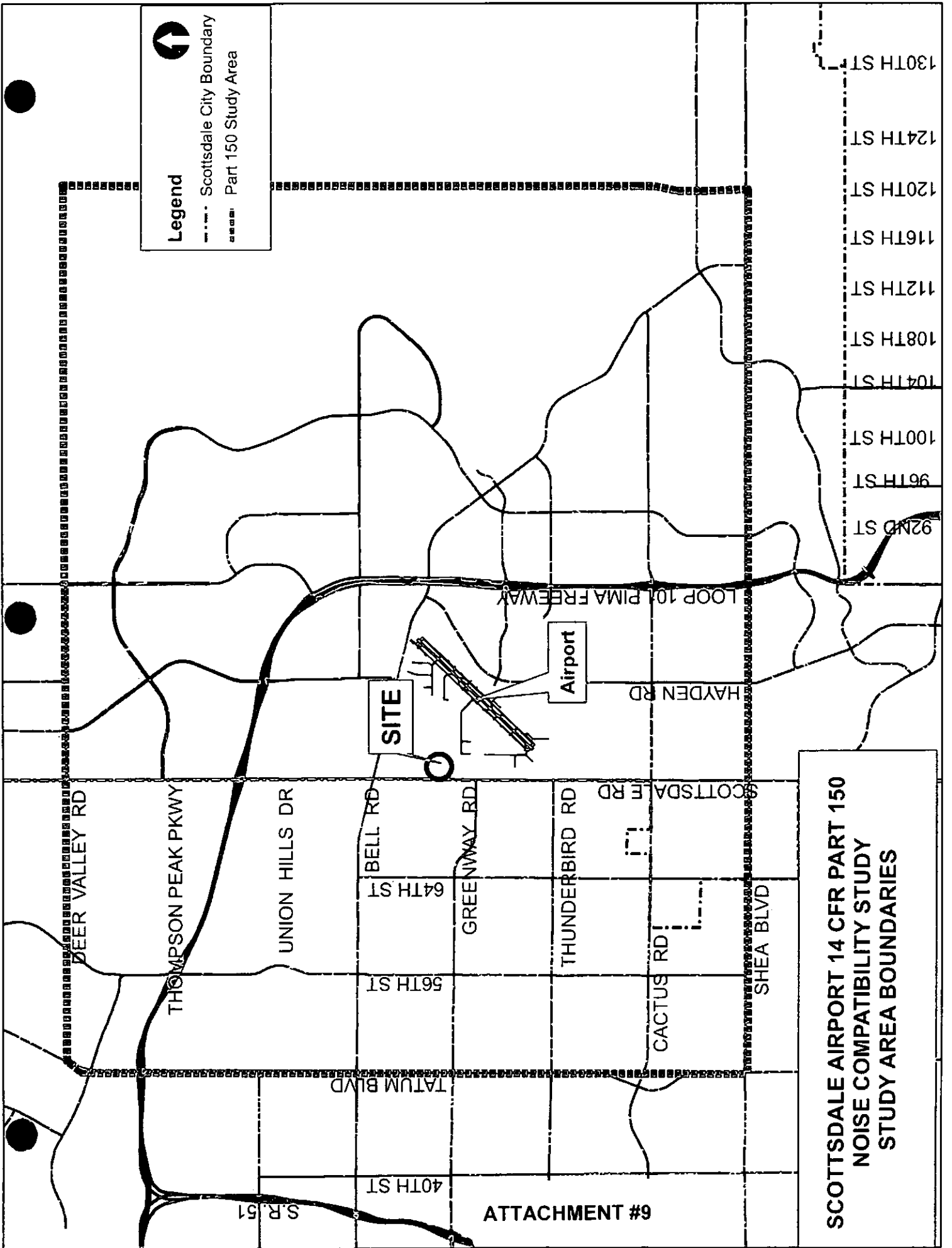
— Powerline Corridor

--- Central Arizona Project

□ Open Space

## Immediate Vicinity





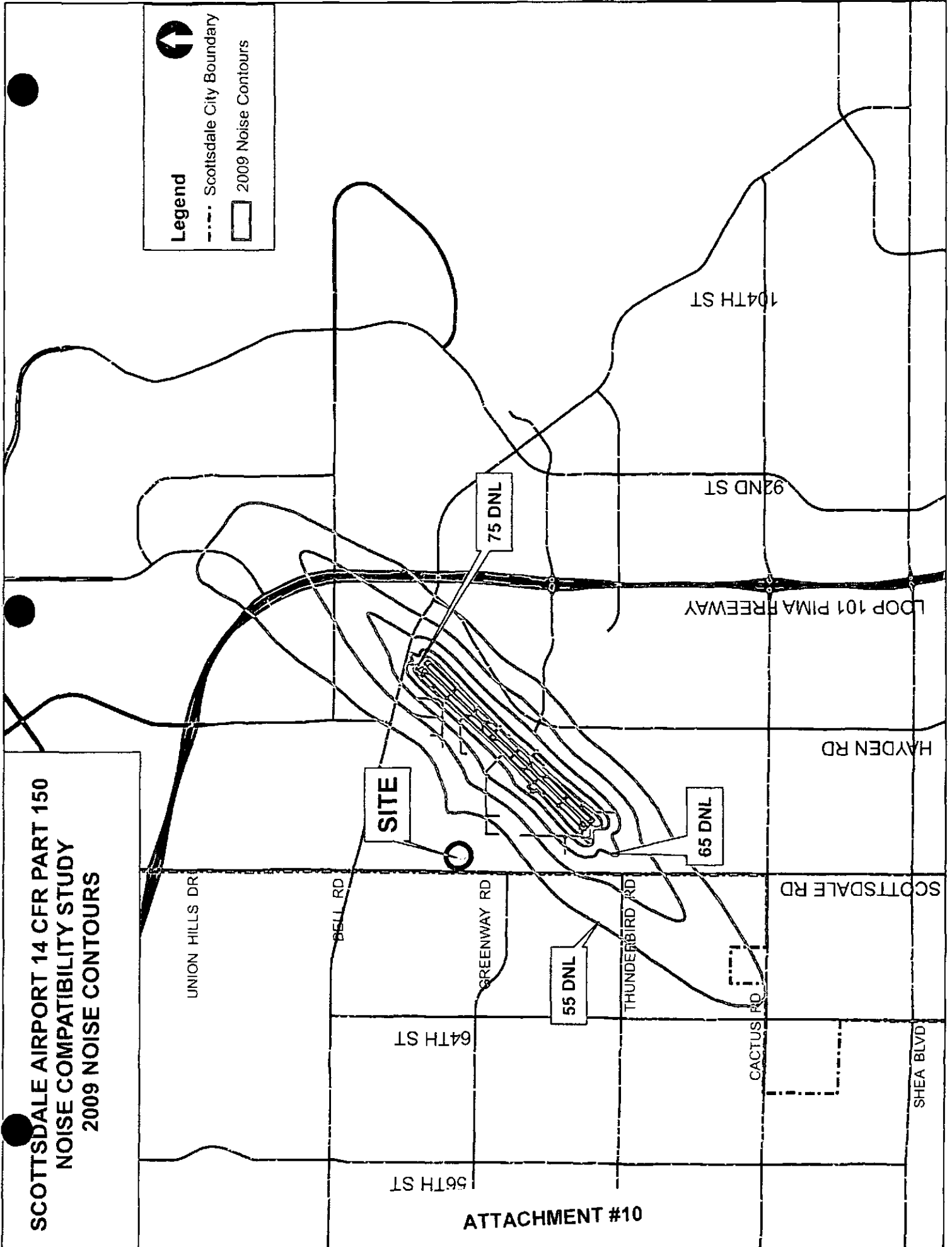
**SCOTTSDALE AIRPORT 14 CFR PART 150  
NOISE COMPATIBILITY STUDY  
STUDY AREA BOUNDARIES**

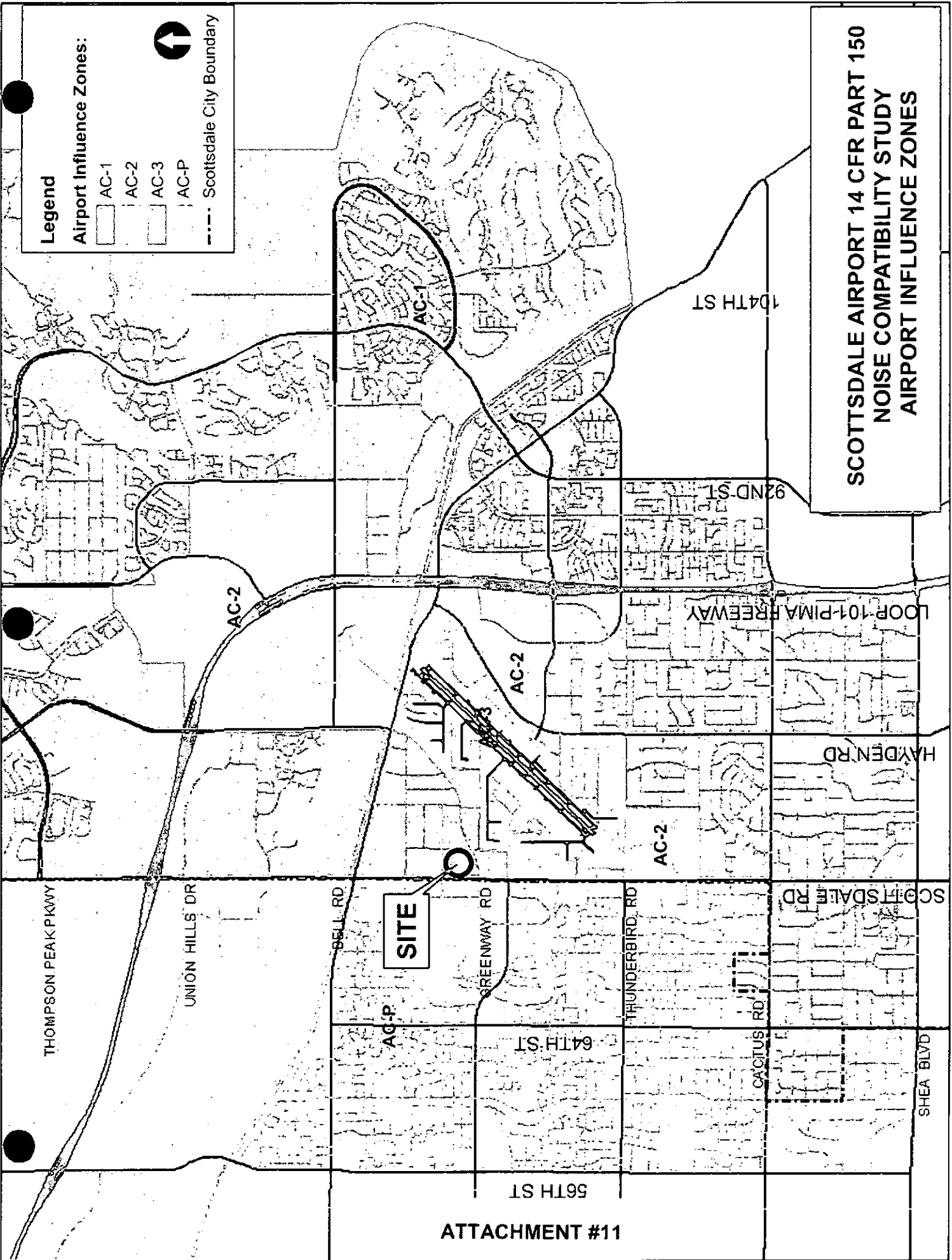


**SCOTTSDALE AIRPORT 14 CFR PART 150  
NOISE COMPATIBILITY STUDY  
2009 NOISE CONTOURS**

**Legend**

- Scottsdale City Boundary
- 2009 Noise Contours





**Legend**

**Airport Influence Zones:**

- AC-1
- AC-2
- AC-3
- AC-P

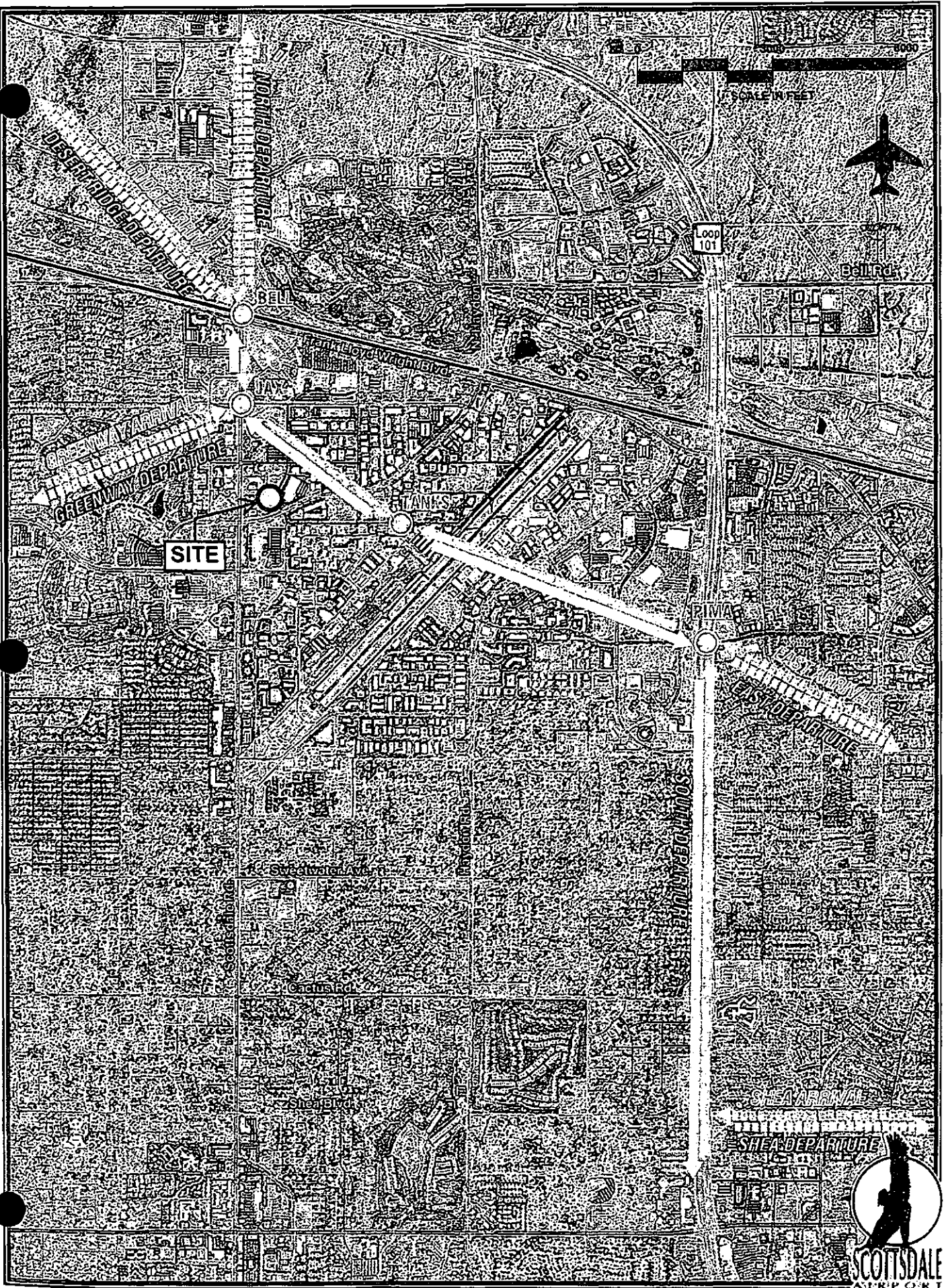


--- Scottsdale City Boundary

**SCOTTSDALE AIRPORT 14 CFR PART 150  
NOISE COMPATIBILITY STUDY  
AIRPORT INFLUENCE ZONES**

**SITE**

Airport Overlay Zone Matrix Scottsdale Airport	Uses Allowed Within Each Zone			
	City of Scottsdale			City of Phoenix
	AC-1	AC-2	AC-3	AC-P
<b>RESIDENTIAL</b>				
Single-family, duplex, multi-family, manufactured housing	Y[1,3]	Y[1,3,4]	N	Y[1]
Recreational vehicle parks	Y[1,3]	Y[1,3]	N	Y[1]
Other residential	Y[1,3]	Y[1,3,4]	N	Y[1]
<b>PUBLIC FACILITIES</b>				
Education facilities	Y[1,3]	Y[1,3,4]	N	Y[1]
Religious facilities, libraries, museums, galleries, clubs and lodges	Y[1,2,3]	Y[1,3,4]	N	Y[1,2]
Outdoor sport events, entertainment and public assembly except amphitheaters	Y[1,2]	Y[1,3]	N	Y[1,2]
Indoor recreation, amusements, athletic clubs, gyms and spectator events	Y[1,2]	Y[1,3]	[1,3]	Y[1,2]
Neighborhood parks	Y[1,2]	Y[1,3]	Y[1,3]	Y[1,2]
Community and regional parks	Y[1,2]	Y[1,3]	Y[1,3]	Y[1,2]
Outdoor recreation: tennis, golf courses, riding trails, etc.	Y[1,2]	Y[1,3]	Y[1,3]	Y[1,2]
Cemeteries	Y[1]	Y[1,3]	Y[1,3]	Y[1]
<b>COMMERCIAL</b>				
Hotels/motels	Y[1,2]	Y[1,2,3,4]	Y[1,2,3,4]	Y[1,2]
Hospitals and other health care services	Y[1,2]	Y[1,2,3,4]	N	Y[1,2]
Services: finance, real estate, insurance, professional and government offices	Y[1,2]	Y[1,2,3]	Y[1,2,3]	Y[1,2]
Retail sales: building materials, farm equipment, automotive, marine, mobile homes, recreational vehicles and accessories	Y[1]	Y[1,3]	Y[1,3]	Y[1]
Restaurants, eating and drinking establishments	Y[1,2]	Y[1,2,3]	Y[1,2,3]	Y[1,2]
Retail sales: general merchandise, food, drugs, apparel, etc.	Y[1]	Y[1,3]	Y[1,3]	Y[1]
Personal services: barber and beauty shops, laundry and dry cleaning, etc.	Y[1]	Y[1,3]	Y[1,3]	Y[1]
Automobile service stations	Y[1,2]	Y[1,2,3]	Y[1,2,3]	Y[1,2]
Repair services	Y[1]	Y[1,3]	Y[1,3]	Y[1]
<b>INDUSTRIAL</b>				
Processing of food, wood and paper products; printing and publishing; warehouses, wholesale and storage activities	Y[1,2]	Y[1,2,3]	Y[1,2,3]	Y[1,2]
Refining, manufacturing and storage of chemicals, petroleum and related products, manufacturing and assembly of electronic components, etc.	Y[1,2]	Y[1,2,3]	Y[1,2,3]	Y[1,2]
Manufacturing of stone, clay, glass, leather, gravel and metal products; construction and salvage yards; natural resource extraction and processing, agricultural, mills and gins	Y[1,2]	Y[1,2,3]	Y[1,2,3]	Y[1,2]
<b>AGRICULTURE</b>				
Animal husbandry, livestock farming, breeding and feeding; plant nurseries (excluding retail sales)	Y[1]	Y[1]	Y[1]	Y[1]
Farming (except livestock)	Y[1]	Y[1,3]	Y[1,3]	Y[1]
<b>MISCELLANEOUS</b>				
Transportation terminals, utility and communication facilities	Y[1]	Y[1,2,3]	Y[1,2,3]	Y[1]
Vehicle parking	Y[1]	Y[1]	Y[1]	Y[1]
Signs	Y[1]	Y[1]	Y[1]	Y[1]
<b>Legend</b>				
Y Approved land use				
N Prohibited land use				
1 Fair disclosure statement required as a condition of development approval or building permit issuance.				
2 Use is permitted as long as it complies with the requirements of the zoning code for height restrictions.				
3 Avigation easement required as a condition of development approval or building permit issuance.				
4 Sound insulation required to reduce interior to exterior noise levels by at least 25dB.				



**CITIZEN REVIEW REPORT**  
**The Residences at Zocallo Plaza**  
**15440 N. Greenway Hayden Loop**  
**401-PA-2011**  
September 2, 2011

**Overview**

This citizen review report is being performed in association with a Minor GPA and Rezoning request for the redevelopment of the Barcelona Restaurant and 2-story office building on the 6.42+/- acre site located east of the northeast corner of Scottsdale Road and Greenway-Hayden Loop. As part of the request, this plan has been drafted and will be ongoing throughout the public process.

The entire project team is sensitive to the importance of neighborhood involvement and creating a relationship with property owners, residents, business owners, neighborhood associations, and other interested parties. Communication with these parties will be ongoing throughout the process. Work on compiling stakeholders and preparing for the neighborhood outreach began prior to the application filing and will continue throughout the process. Communication with impacted and interested parties will take place with verbal, written, electronic, and one-on-one contact.

**Community Involvement/Response**

The Minor GPA and ZN applications were submitted to the City on **August 17<sup>th</sup>**. Surrounding property owners within 750' were notified via first class mail regarding the project on **August 22<sup>nd</sup>**. This notification contained information about the project, contact information to receive additional information, the opportunity to give feedback and information regarding the required neighborhood open house meeting which was held on **September 1<sup>st</sup>** at 15444 N. Greenway-Hayden Loop, 2<sup>nd</sup> Floor (adjacent to project site). A white "Project Under Consideration" sign was also posted on the property shortly after the submittal and included the open house location, date and time.

Only two property owners (husband and wife) attended the open house to inquire about the project. They own Vesta TR located at 15689 N. Dial Blvd (73<sup>rd</sup> Street), immediately east of the Extended Stay America hotel and northeast of the subject site. They were both supportive of the proposed use.

Also, we have included a letter of support from Capital Creek Gold, the adjacent property owner of the building located at 15444 N. Greenway-Hayden Loop.

August 22, 2011

*Re: The Residences at Zocallo Plaza*

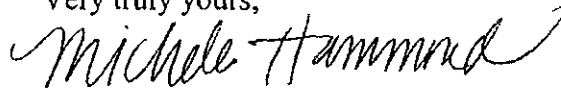
Dear Property Owner(s):

The purpose of this letter is to inform you that we filed an application (401-PA-2011) with the City of Scottsdale on behalf of Scottsdale Place, LLC requesting approval for a minor general plan amendment and rezoning to allow for the redevelopment of the vacant Barcelona Nightclub/Restaurant and Barcelona Offices located on a 6.42+/- acre property at 15440 N. Greenway Hayden Loop and 15509 N. Scottsdale Road. The applicant seeks PUD (Planned Unit Development) zoning to develop a luxury 240+/- unit multi-family residential community on the subject property.

We have included a conceptual site plan and context aerial identifying the location the proposed multi-family development. We are also sending this letter to notify you of a public open house meeting that has been scheduled regarding this project on September 1, 2011 from 4:30-5:30 p.m. to be held at the 15444 N. Greenway-Hayden Loop, 2<sup>nd</sup> Floor (2 blocks east of Scottsdale Road on the north side of Greenway-Hayden Loop, enter the parking lot from 73<sup>rd</sup> Street).

Public hearings before the Planning Commission and City Council are anticipated to be scheduled this fall. The City will mail notifications to all of the property owners within 750 feet of the project site and interested parties when the public hearings are scheduled. In the meantime, please feel free to contact me if you have any questions or concerns at 480-385-2753. You may also contact Brad Carr at 480-312-7713 with the City of Scottsdale Planning Department and reference case number 401-PA-2011.

Very truly yours,



Michele Hammond  
Principal Planner

Enclosures



# Affidavit of Posting

Required: Signed, Notarized originals.  
Recommended: E-mail copy to your project coordinator.

Project Under Consideration Sign (White)       Public Hearing Notice Sign (Red)

Case Number: 401-PA-2-11

Project Name: The Residences at Zocala Plaza

Location: 15440 N. Greenway-Hayden Loop

Site Posting Date: 8-24-11

Applicant Name: John Berry, Berry & Damore

Sign Company Name: Dynamite Signs, Inc.

Phone Number: 480-585-3031

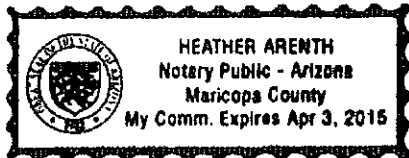
I confirm that the site has been posted as indicated by the Project Manager for the case as listed above.

Pamela Swartz  
Applicant Signature

8-24-11  
Date

Return completed original notarized affidavit AND pictures to the Current Planning Office no later than 14 days after your application submittal.

Acknowledged before me this the 21 day of Aug 2011



Heather Arenth  
Notary Public

My commission expires: APR 3 2015

## City of Scottsdale -- Current Planning Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088



# Early Notification of Project Under Consideration

## Neighborhood Open House Meeting:

Date: September 1, 2011  
Time: 4:30 - 5:30 pm  
Location: 15444 N. Greenway-Hayden Loop,  
2nd Floor

**Site Address: 15440 N. Greenway-Hayden Loop,  
Scottsdale, AZ**

### Project Overview:

- Description of Request: Minor GPA from AMU to AMU-R; Rezoning from C-3 to PUD
- Description of Project and Proposed Use: Multi-family development
- Site Acreage: 6.42 +/- acres
- Site Zoning: C-3

### Applicant Contact:

Berry & Damore, LLC  
John Berry 602-385-2727  
jb@berrydamore.com

### City Contact:

Brad Carr 480-312-7713  
bcarr@scottsdaleaz.gov

Pre-Application #: 401-PA-2011 Available at City of Scottsdale: 480-312-7000

After submittal, project information is available at:

[www.scottsdaleaz.gov/projects/projectsInProcess](http://www.scottsdaleaz.gov/projects/projectsInProcess)

Posting Date: 8/24/11

Penalty for removing or defacing sign prior to date of final hearing:  
Applicant Responsible for Sign Removal



**Capital Creek Gold**  
9375 E. Shea Blvd, Suite 100  
Scottsdale, AZ 85260

September 1, 2011

Attn: Brad Carr  
City of Scottsdale  
Planning Department  
Planning Commission  
Mayor & City Council  
7447 E. Indian School Road, Suite 100  
Scottsdale, AZ 85251

Re: The Residences at Zocallo Plaza/15440 N. Greenway-Hayden Loop &  
15509 N. Scottsdale Road

To Whom It May Concern:

We own the property immediately adjacent to the east of the subject property, which is a two story retail/office building known as 15444 North Greenway-Hayden Loop. As such, our property is part of Zocallo Plaza, as is the subject property (common CC&R's, etc.).

We understand the applicant wishes to construct a luxury multi-family residential community at 48' feet in height on the 6+ acre property. We have met with the applicant several times and reviewed the design material (site plan, parking layouts, elevations, etc.). We are in full support of this proposed rezoning and development per the submitted site plan. It is our opinion that the high-quality development proposed in this application will enhance the area, the value of our property and provide desirable redevelopment on an otherwise underutilized parcel.

Sincerely,

Capital Creek Gold, LLC

By: 

Ronald Finkel

Its: 



PETITION IN SUPPORT FOR THE RESIDENCES AT ZOCALLO PLAZA

To the Mayor, City Council and City Clerk:  
 We, the undersigned, support the proposed Residences at Zocallo Plaza development located east of the northeast corner of Scottsdale Road and North Greenway-Hayden Loop. The proposal is for the development of a unique luxury multi-family rental community on a 6.42+- acre property as part of the overall 20-acre Zocallo Plaza mixed-use master plan. This proposed residential component completes the mixed-use character of Zocallo Plaza consistent with the development patterns in the area. Redevelopment of the parcel will revitalize an underutilized property, provide additional housing opportunities for the community and bring economic benefit to nearby Scottsdale businesses.

signature	printed name	address	date of signing
	James R. Bernard	15885 N Greenway Hayden Loop	9-29-11
	KATRIN KAUT	15885 N Greenway Hayden Loop # 300	9-29-11
	Don Maxwell	15025 N Greenway Hayden Loop # 302	9-29-11
	Dana Hays	15885 N. Greenway Hayden Loop # 300	9-29-11
	TOM LAFATA	15816 N. GHL # 500	9/30/11
	PRANGETA RAO	15816 N. Greenway Hayden Loop # 300	9/30/11
	JUSTYNA BAROSZ	15816 N. Greenway Hayden Loop # 300	9/30/11
	JOHN RAUSCH	" " # 100	9/30/11
	MICHAEL J. SULLIVAN	15905 N. Greenway Hayden Loop # 303	9/30/11
	WALTER J. TURBERIC	15905 N. GREENWAY HAYDEN LOOP # 103	9/30/11
	Angel Escobedo	15905 N Greenway Hayden Loop # 103	9/30/11
	Michael Finsterwald	15905 GREENWAY HAYDEN LOOP # 108	9/30/11
	Judith Dwyer	15953 N. Greenway Hayden Loop # 4	9-30-11
	JEFF GRIESER	7442 E. Butters Dr Smiths 85260	9/30/11
	Alan Fischerberg	7440 E. Kasev #100	9/30/11

PETITION IN SUPPORT FOR THE RESIDENCES AT ZOCALLO PLAZA

To the Mayor, City Council and City Clerk:  
 We, the undersigned, support the proposed Residences at Zocallo Plaza development located east of the northeast corner of Scottsdale Road and North Greenway-Hayden Loop. The proposal is for the development of a unique luxury multi-family rental community on a 6.42+/- acre property as part of the overall 20-acre Zocallo Plaza mixed-use master plan. This proposed residential component completes the mixed-use character of Zocallo Plaza consistent with the development patterns in the area. Redevelopment of the parcel will revitalize an underutilized property, provide additional housing opportunities for the community and bring economic benefit to nearby Scottsdale businesses.

signature	printed name	address	date of signing
	Carrie Atkins	15147 N Scottsdale Rd HI39 Scottsdale AZ 85254	9/28/11
	Nerdal Sevoms	15147 N Scottsdale Rd	9/28/11
	Jordan Simpson	15147 N Scottsdale Rd HI 155	9-28-11
	Julia Cherry	15147 N. Scottsdale Rd. HI-100	9/28/11
	Holly Myers	15147 N Scottsdale Rd HI-100	9/28/11
	Jenny Martin	15147 N Scottsdale Rd HI-170	9-28-11
	Holly Jefferson	15147 N. Scottsdale Rd HI-170	9-28-11
	JASON TAYLOR	15147 N. SCOTTSDALE RD Scottsdale	9/28/11
	Jennifer Gudimov	15147 N. SCOTTSDALE RD Scottsdale	9/28/11
	Gabrielle Kuczek	15147 N Scottsdale Rd HI-100	9/28/11
	Terry Beuerlein	15109 N. Scottsdale Rd	9/28/11
	Salina Miller	15109 N. Scottsdale Rd	
	Heidi Viviano	15444 N. Greenway-Hayden Loop Suite 102 Scottsdale AZ	9/28
	Ashley Dabria	15444 N. Greenway-Hayden Loop Suite 102 Scottsdale	9/28
	LAUREL FRANZ	15444 N. Greenway-Hayden Loop Suite 102, Scottsdale	9/28

PETITION IN SUPPORT FOR THE RESIDENCES AT ZOCALLO PLAZA

To the Mayor, City Council and City Clerk:  
 We, the undersigned, support the proposed Residences at Zocallo Plaza development located east of the northeast corner of Scottsdale Road and North Greenway-Hayden Loop. The proposal is for the development of a unique luxury multi-family rental community on a 6.42 +/- acre property as part of the overall 20-acre Zocallo Plaza mixed-use master plan. This proposed residential component completes the mixed-use character of Zocallo Plaza consistent with the development patterns in the area. Redevelopment of the parcel will revitalize an underutilized property, provide additional housing opportunities for the community and bring economic benefit to nearby Scottsdale businesses.

signature	printed name	address	date of signing
	Terry Fowler	15475 N. Greenway-Hayden Loop #203 Scottsdale AZ 85260	9-28-11
	James Lacey	15475 N. Greenway-Hayden Loop Suite 3 Scottsdale, AZ 85260	9-28-11
	Dennis Hernandez	15475 N. Greenway-Hayden Loop #203 Scottsdale AZ 85260	9-28-11
	Cecilia Severly	15475 N. Greenway-Hayden Loop #B4 Scottsdale AZ 85260	9-29-11
	Isaac Harbeck	15475 N. Greenway-Hayden Loop #B6	9-28-11
	Margarita Dursey	15475 N. Greenway-Hayden Loop	9-28-11
	Stefani Shimek	" " " " " #B-6	9-28-11
	Mike Suman	15475 N. Greenway-Hayden Loop #B9	9-29-11
	Scott Barrett	" " " " " #B-15	9-29-11
	Nick Peter	15475 N. Greenway-Hayden Loop #B-16	9-29-11
	Lynne Deane	15475 N. Greenway-Hayden Loop #B-17	9-29-11
	Michele LaBlade	15551 N. Greenway-Hayden Loop #140	9-29-11
	Kathryn DeLong	15551 N. Greenway-Hayden Loop #145 Scottsdale AZ	9/29/11
	Chantrea Malbale	15550 N. Greenway-Hayden Loop Scottsdale #2	09/29/11
	Robin Rodriguez	15500 N. Greenway-Hayden Loop Scottsdale #2	9-29-11

PETITION IN SUPPORT FOR THE RESIDENCES AT ZOCALLO PLAZA

To the Mayor, City Council and City Clerk: We, the undersigned, support the proposed Residences at Zocallo Plaza development located east of the northeast corner of Scottsdale Road and North Greenway-Hayden Loop. The proposal is for the development of a unique luxury multi-family rental community on a 6.42+- acre property as part of the overall 20-acre Zocallo Plaza mixed-use master plan. This proposed residential component completes the mixed-use character of Zocallo Plaza consistent with the development patterns in the area. Redevelopment of the parcel will revitalize an underutilized property, provide additional housing opportunities for the community and bring economic benefit to nearby Scottsdale businesses.

signature	printed name	address	date of signing
	Greg Palazyan	15505 N. Scottsdale Rd 85254	9/27/11
	Sue Showers	15507 N. Scottsdale Rd. #200 85254	9/27/11
	Evert Wilson	15507 N. Scottsdale Rd # 1201 85254	9/27/11
	Brian Sireinsson	15507 N. Scottsdale, Suite 140, Scottsdale, AZ 85254	9/27/11
	Torren S. Stebens	15507 N. Scottsdale Rd, Suite 140, Scottsdale, AZ 85254	9/27/11
	MIKE RISSMAN	15507 N. Scottsdale Rd #140, AZ 85254	9/27/11
	Lynn Kilem	15507 N. Scottsdale Rd #140, Scottsdale, AZ 85254	9/27/11
	MICHAEL STARK	15507 N. SCOTTSDALE RD #150 SCOTTSDALE AZ 85254	9/27/11
	Sandra Jamodell	<del>15507 N. SCOTTSDALE RD SUITE 100 SCOTTSDALE AZ 85254</del>	9/27/11
	Rachel Jones - Sugar Magnolia	15425 N. Scottsdale Rd Suite 210 Scottsdale AZ	9/27/11
	Linnea Lake	15425 N. Scottsdale Rd. Suite 210 Scottsdale AZ	9/27/11
	Patrick Williams	15301 N. Scottsdale Rd. Scottsdale, AZ 85254	9-27-11
	Michere Flein	15279 N. Scottsdale Rd. Scottsdale, AZ 85254	9-27-11
	Joey Spohnberg	15279 N. Scottsdale Rd. Scottsdale AZ 85254	9/27/11
	Evan Musikantow	15037 N. Scottsdale Rd Scottsdale AZ 85254	9/27/11

PETITION IN SUPPORT FOR THE RESIDENCES AT ZOCALLO PLAZA

To the Mayor, City Council and City Clerk:  
 We, the undersigned, support the proposed Residences at Zocallo Plaza development located east of the northeast corner of Scottsdale Road and North Greenway-Hayden Loop. The proposal is for the development of a unique luxury multi-family rental community on a 6.42+- acre property as part of the overall 20-acre Zocallo Plaza mixed-use master plan. This proposed residential component completes the mixed-use character of Zocallo Plaza consistent with the development patterns in the area. Redevelopment of the parcel will revitalize an underutilized property, provide additional housing opportunities for the community and bring economic benefit to nearby Scottsdale businesses.

signature	printed name	address	date of signing
	Dillie Simond	15174 N. Scottsdale Rd #13	9/28
	RANDAL RAYBORN	15147 N. SCOTTSDALE RD. H-113, SCOTTSDALE, AZ 85254	9/28/11
	Sarah Bair	15147 N. Scottsdale Rd H-113, Scottsdale, AZ 85254	9/28/11
	Derek Ramsey	15147 N. Scottsdale Rd. H-110 Scottsdale, AZ 85254	9/28/11
	Mira Rashan	15147 N. Scottsdale Rd H-108 Scottsdale, AZ 85254	9/28/11
	TRACY WIGNMAN	15147 N. Scottsdale Rd Scottsdale, AZ	9-28-11
	Joana Chelere	15147 N. Scottsdale Rd. Scottsdale AZ	9-28-11
	Anthony Kennell	15147 N. Scottsdale Rd Scottsdale AZ 85254	9/28/11
	ANICA MUREAT	15147 N. Scottsdale Rd Scottsdale 85254	9/28/11
	Anthony Viveros	15191 N. SCOTTSDALE RD Scotts 85254	9/28/11
	Robert Arany	15191 N. Scottsdale Rd Scotts 85254	9/28/11
	Sean Thomson	15191 N. Scottsdale Rd 85254	9/28
	KELSEY BERTO	15191 N. SCOTTSDALE RD	9/28
	Peter Hansen	15257 N. SCOTTSDALE RD SCOTTSDALE, AZ 85254	9/28/11
	Nichla Wignman	15257 N. Scottsdale Road #F150	9/28/11

PETITION IN SUPPORT FOR THE RESIDENCES AT ZOCALLO PLAZA

To the Mayor, City Council and City Clerk:

We, the undersigned, support the proposed Residences at Zocallo Plaza development located east of the northeast corner of Scottsdale Road and North Greenway-Hayden Loop. The proposal is for the development of a unique luxury multi-family rental community on a 6.42+- acre property as part of the overall 20-acre Zocallo Plaza mixed-use master plan. This proposed residential component completes the mixed-use character of Zocallo Plaza consistent with the development patterns in the area. Redevelopment of the parcel will revitalize an underutilized property, provide additional housing opportunities for the community and bring economic benefit to nearby Scottsdale businesses.

signature	printed name	address	date of signing
	Mary Saidi	7440 E Karen Dr. Scottsdale AZ 85260	9-30-11
	Carrie Foster	15210 N. 75th St. Scottsdale	9-30-11
	Tim Fulcy	15230 N. 75th St. Scottsdale	9-30-11
	Cheryl Mischel	" "	9-30-11
	CHRIS COOK	15230 N 75th St SCOTTSDALE AZ 85260	9-30-11
	Kevin Ahern	19475 N. Grayhawk Dr #108 Scottsdale AZ 85255	9-30-11
	Sandy Sawyer	18455 N. Greenway Hayden loop Rd Scottsdale AZ 85260	9-30-11
	LORI Vitah	15455 N. Greenway Hayden loop " " C16	9/30/11
	CARIE Fobler	15455 N Greenway Hayden loop C16	9-30-11
	Joan Greeny	15551 Greenway Hayden loop C-17	9-30-11
	George Brown	15455 N Greenway Hayden C17	9-30-11
	Jayson Bardure	7550 E. Greenway Rd #100	9-30-11
	Shara Schuckman	7550 E Greenway Rd #105	9/30/11
	Christine Young	15083 N 73rd St Ste 100 Scottsdale AZ 85260	9/30/11
	Neal Sarai	7393 E BUTTERS DR #B100 SCOTT AZ 85260	9/30/11





---

**CAMIDOR**  
PROPERTY SERVICES

---

September 21, 2011

Att: Brad Carr  
City of Scottsdale  
Planning Department  
Planning Commission  
Mayor & City Council  
7447 E. Indian School Road, Suite 100  
Scottsdale, AZ 85251

Re: Proposed Apartment Project (The Residences at Zocallo Plaza)  
15440 N. Greenway-Hayden Loop & 15509 N. Scottsdale Road

To Whom It May Concern:

We manage and lease the approximate 120,000 s/f. building complex and related land located on the east side of 73<sup>rd</sup> Street (immediately east of Scottsdale Quarter), 15425, 15475, and 15455 N. Greenway Hayden Loop.

On behalf of our owner, we have met with the applicant for the proposed zoning case which has been filed with the city. We have reviewed the site plan, elevations, etc., which have been submitted to the city which reflects a four building, luxury multi-family residential community at 48' feet in height on the 6+ acre property. Our ownership fully supports this proposed rezoning and development per the submitted plans. It is our opinion that the proposed development will be a most welcome addition to the neighborhood and help revitalize an otherwise unproductive parcel.

Sincerely,  
Scottsdale Commerce Center, LLC

By: Camidor Property Services, Inc.  
Its: Representative

By: 

Terry Biehn

# La Lou salon

Attn: Brad Carr  
City of Scottsdale  
Planning Department  
Planning Commission  
Mayor and City Council  
7447 E. Indian School Road, Suite 100  
Scottsdale, AZ 85251

September 6, 2011

Re: The Residences at Zocallo Plaza/15440 N. Greenway/Hayden Loop & 15509 N. Scottsdale Road

To Whom It May Concern:

The undersigned owns La Lou Salon, located at 15444 N. Greenway/Hayden Loop, Suite 102 (the two story building immediately adjacent to the east of the subject property). Currently, we are the only tenant in that approximate 20,000 sf building.

We understand that the owner of the subject property has applied to the city for zoning to construct a luxury multi-family residential community at 48' feet in height, +/- 240 units, on the 6+ acre former Barcelona property and the parcel north of that property. We have met with the applicant and reviewed the design material. Based on that material, it is our opinion that the proposed development will enhance the area, and the value of our business as long as it does not affect the operation of my business or the zoning of my business. We support the proposed development.

Sincerely,

La Lou Salon, LLC

By: *Lindsay Hill*

Its: *owner*



Attn: Brad Carr  
City of Scottsdale  
Planning Department  
Planning Commission  
Mayor & City Council  
7447 E. Indian School Road, Suite 100  
Scottsdale, AZ 85251

September 14, 2011

Re: Proposed Apartment Project (The Residences at Zocallo Plaza) 15440 N. Greenway-Hayden Loop & 15509 N. Scottsdale Road

To Whom It May Concern:

We own the approximate 120,000 s.f. building and related land located on the east side of 73<sup>rd</sup> Street (across 73<sup>rd</sup> St. from the subject property), in which we operate I.C.E. Enterprises, an approximate 600 person employer (15501 No. 73<sup>rd</sup> St.).

We have met with the applicant for the proposed zoning case which has been filed with the city and reviewed the site plan, elevations, etc., which we understand have been submitted to the city. These materials reflect a four building, luxury multi-family residential community at 48' feet in height on the 6+ acre property. We fully support this proposed rezoning and development per the submitted plans. It is our opinion that the proposed development will be a most welcome addition to the neighborhood and provide numerous ICE personnel with a strong housing choice within walking distance of their work.

Sincerely,

I.C.E. Enterprises

By: 

Its: 

**Capital Creek Gold**  
9375 E. Shea Blvd, Suite 100  
Scottsdale, AZ 85260

September 1, 2011

Attn: Brad Carr  
City of Scottsdale  
Planning Department  
Planning Commission  
Mayor & City Council  
7447 E. Indian School Road, Suite 100  
Scottsdale, AZ 85251

Re: The Residences at Zocallo Plaza/15440 N. Greenway-Hayden Loop &  
15509 N. Scottsdale Road

To Whom It May Concern:

We own the property immediately adjacent to the east of the subject property, which is a two story retail/office building known as 15444 North Greenway-Hayden Loop. As such, our property is part of Zocallo Plaza, as is the subject property (common CC&R's, etc.).

We understand the applicant wishes to construct a luxury multi-family residential community at 48' feet in height on the 6+ acre property. We have met with the applicant several times and reviewed the design material (site plan, parking layouts, elevations, etc.). We are in full support of this proposed rezoning and development per the submitted site plan. It is our opinion that the high-quality development proposed in this application will enhance the area, the value of our property and provide desirable redevelopment on an otherwise underutilized parcel.

Sincerely,

Capital Creek Gold, LLC

By: 

Ronald Finkel

Its: 

**SCOTTSDALE PLACE, LLC**

2198 E. Camelback Rd., #230  
Phoenix, Az., 85016  
602-778-0400

Attn: Brad Carr  
City of Scottsdale  
Planning Department  
Planning Commission  
Mayor & City Council  
7447 E. Indian School Road, Suite 100  
Scottsdale, AZ 85251

September 28, 2011

Re: The Residences at Zocallo Plaza/15440 N. Greenway-Hayden Loop &  
15509 N. Scottsdale Road

To Whom It May Concern:

We own the land that we have ground leased to Danny's Family Carwash for the property known as 15515 N. Scottsdale Rd., which is occupied by Fidelity Financial Services (part of Zocallo Plaza) and which is located immediately west of the subject property.

The subject rezoning application requests approval of PUD zoning versus the existing C-3 zoning to allow for a luxury multi-family residential community at 48' feet in height of 240 +/- units on the 6+ acre property. We are in full support of this proposed rezoning and development. It is our opinion that the proposed development will enhance the area, and re-develop a stagnant property into a positive presence for the Airport area as well as the surrounding uses.

Sincerely,

Scottsdale Place, LLC

By:  \_\_\_\_\_

Its: Managing Member

**SCOTTSDALE PLACE, LLC**

2198 E. Camelback Rd., #230  
Phoenix, Az., 85016  
602-778-0400

Attn: Brad Carr  
City of Scottsdale  
Planning Department  
Planning Commission  
Mayor & City Council  
7447 E. Indian School Road, Suite 100  
Scottsdale, AZ 85251

September 28, 2011

Re: The Residences at Zocallo Plaza/15440 N. Greenway-Hayden Loop &  
15509 N. Scottsdale Road

To Whom It May Concern:

We own the land that we have ground leased to Danny's Family Carwash for the property known as 15545 N. Scottsdale Rd., which is occupied by Fidelity Financial Services (part of Zocallo Plaza) and which is located immediately west of the subject property.

The subject rezoning application requests approval of PUD zoning versus the existing C-3 zoning to allow for a luxury multi-family residential community at 48' feet in height of 240 +/- units on the 6+ acre property. We are in full support of this proposed rezoning and development. It is our opinion that the proposed development will enhance the area, and re-develop a stagnant property into a positive presence for the Airpark area as well as the surrounding uses.

Sincerely,

Scottsdale Place, LLC

By: 

Its: Managing Member

HAMRA  
JEWELERS

Attn: Brad Carr  
City of Scottsdale  
Planning Department  
Planning Commission  
Mayor & City Council  
7447 E. Indian School Road, Suite 100  
Scottsdale, AZ 85251

September 28th, 2011

Re: The Residences at Zocallo Plaza/15440 N. Greenway-Hayden  
Loop & 15509 N. Scottsdale Road

To Whom It May Concern:

We own Hamra Jewelers, 15435 N. Scottsdale Road, and we're a tenant in the Shops at Zocallo, located immediately west of the subject property.

We have communicated with the applicant, and understand it has applied to the city for zoning to allow for a luxury multi-family residential community at 48' feet in height of 240 +/- units on the 6+ acre property. We have reviewed the design material (site plan, parking layouts, elevations, etc.) that have been submitted to the city. We are in full support of this proposed rezoning and development. It is our opinion that the proposed development will enhance the area, and help local retailers such as ourselves.

Sincerely,

Hamra Jewelers

By: JEFF HAMRA  
Jeff Hamra  
Its: CEB



# VERTICAL AVIATION

15035 N. 73rd St.  
Suite B Operations, Suite C Maintenance  
Scottsdale AZ 85260  
p: 480-991-6558 | f: 480-907-2759

Attn: Brad Carr  
City of Scottsdale  
Planning Department  
Planning Commission  
Mayor & City Council  
7447 E. Indian School Road, Suite 100  
Scottsdale, AZ 85251

9-2-2011

Re: The Residences at Zocallo Plaza / 15440 N. Greenway-Hayden Loop &  
15509 N. Scottsdale Road

To Whom It May Concern:

I am property Lessee in the Scottsdale Airpark within close proximity to the above property. We operate and maintain helicopters which include the use and flight of helicopters over the property in the Airpark to our facility. While we have no vested interest in the property, development in the airpark is always a good thing.

As such, I understand the applicant wishes to construct a luxury multi-family residential community at 48' feet in height on the 6.42+/- acre property. I have met with the property owners representative and want to convey to you my support for their proposal **subject to a very clear disclosure that one is renting/buying in the airports only or for the most part 90% downwind flight path and that airport and aircraft/helicopter noise is a fact and factor of living there and by signing for the lease or purchase waive any right to complain about aircraft/helicopter noise.** It is my opinion that the high-quality development proposed in this application will enhance the area and provide desirable redevelopment on an underutilized property in the Scottsdale Airpark.

Sincerely Yours,



John J. Castrogiovanni

President

Vertical Aviation

[www.verticalaviationllc.com](http://www.verticalaviationllc.com)

480.751.8151 cell

**Heidi Viviano**

La Lou

15444 N. Greenway-Hayden Loop #102  
Scottsdale, AZ 85254

---

September 28, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Sincerely,

*Heidi Viviano*

Holly Myers  
Free People  
15147 N. Scottsdale Road #1-160  
Scottsdale, AZ 85254

---

September 29, 2011

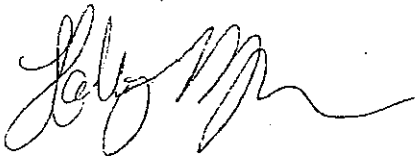
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Sincerely,

A handwritten signature in cursive script, appearing to read "Holly Myers", with a long horizontal flourish extending to the right.

Julia Cherry  
Free People  
15147 N. Scottsdale Road #1-160  
Scottsdale, AZ 85254

---

September 28, 2011

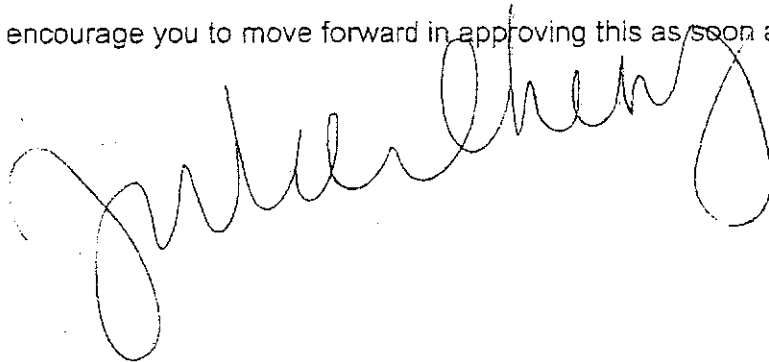
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Sincerely,

A handwritten signature in black ink, appearing to read "Julia Cherry". The signature is fluid and cursive, with a large loop at the end.

Julia Cherry  
Free People  
15147 N. Scottsdale Road #1-160  
Scottsdale, AZ 85254

---

September 28, 2011

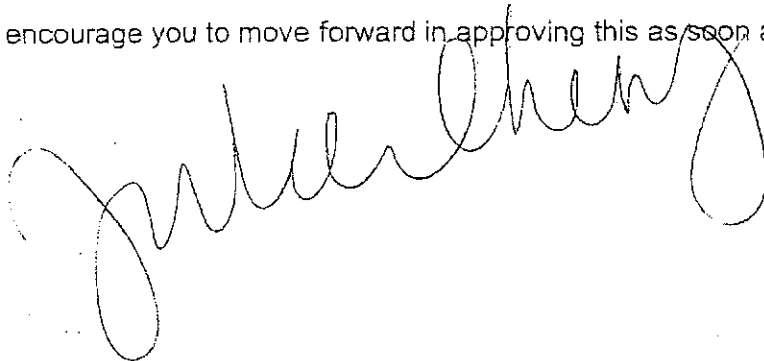
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Sincerely,

A handwritten signature in black ink, appearing to read "Julia Cherry". The signature is written in a cursive style with a large, looping initial "J".

Michelle Naimyar  
Republic of Couture  
15257 N. Scottsdale Road #F-150  
Scottsdale, AZ 85254

---

September 27, 2011

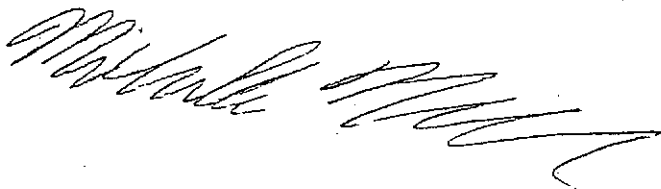
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Sincerely,



**KATE HANSEN**  
**NAMBE**  
**15257 N. SCOTTSDALE ROAD**  
**SCOTTSDALE, AZ 85254**

---

September 30, 2011

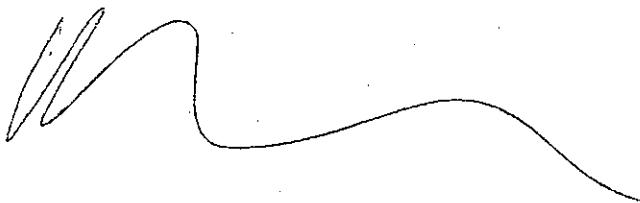
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Respectfully,

A handwritten signature in black ink, appearing to read 'Kate Hansen', written in a cursive style.

Anthony Viverus  
True Food Kitchen  
15191 N. Scottsdale Road #100  
Scottsdale, AZ 85254

---

September 29, 2011

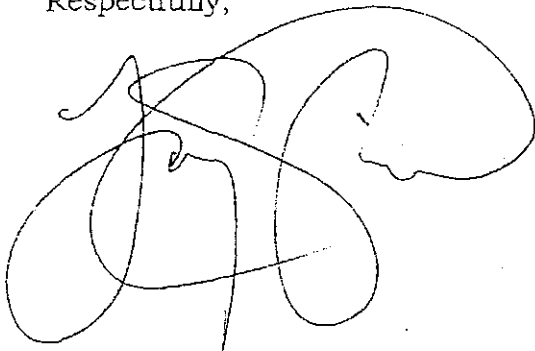
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Respectfully,

A handwritten signature in black ink, appearing to be 'AV', written in a cursive style. The signature is located below the word 'Respectfully,'.



Anila Murati  
Menchie's Frozen Yogurt  
15147 N. Scottsdale Road  
Scottsdale, AZ 85254

---


September 28, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

 ANILA MURATI  
Sincerely,

Ashley Kennell  
Menchie's Frozen Yogurt  
15147 N. Scottsdale Road  
Scottsdale, AZ 85254

---

September 28, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocallo Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,



**Tracy Wigman**  
Diane's Beachwear  
15147 N. Scottsdale Road  
Scottsdale, AZ 85254

---

September 29, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Sincerely,



**Mina Roshan**

Mina's  
15147 N. Scottsdale Road #108  
Scottsdale, AZ 85254

---

September 27, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Sincerely,

Mina Roshan



**Sarah Bain**

Carine W

15147 N. Scottsdale Road #210  
Scottsdale, AZ 85254

---

September 28, 2011

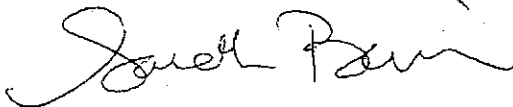
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocallo Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,



Jerry Stoneberg  
Pottery Barn  
15279 N. Scottsdale Road  
Scottsdale, AZ 85254

---

September 29, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Respectfully,

*Jerry Stoneberg*

**Evan Musikantow**

Kitty

15037 N. Scottsdale Road #J-170

Scottsdale, AZ 85254

---

September 28, 2011

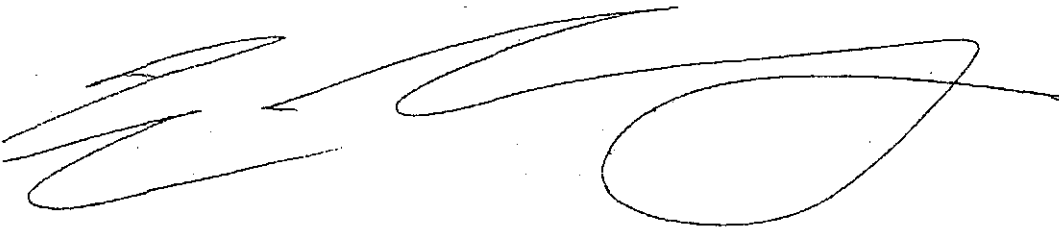
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocallo Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,

A large, stylized handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

**Randal Raymorn**

Carine W

15147 N. Scottsdale Road #210  
Scottsdale, AZ 85254

---

September 27, 2011

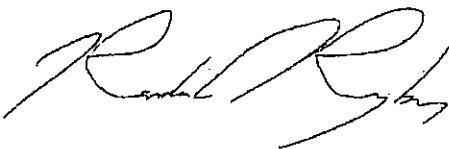
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Sincerely,

A handwritten signature in black ink, appearing to read "Randal Raymorn". The signature is fluid and cursive, with the first name "Randal" and last name "Raymorn" clearly distinguishable.



**Michele Klein**

West Elm

15279 N. Scottsdale Road #124

Scottsdale, AZ 85254

---

September 27, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Sincerely,



Patrick Williams

Brio

15301 N. Scottsdale Road  
Scottsdale, AZ 85254

---

September 29, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Respectfully,



**Rachel Jones**  
Sugar Magnolia  
15425 N. Scottsdale Road #210  
Scottsdale, AZ 85254

---

October 1, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocalla Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.



Sincerely,

**Sandy Samodell**

14535 N. Scottsdale Road #100  
Scottsdale, AZ 85254

---

September 28, 2011

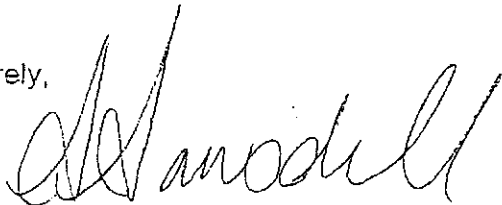
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Sincerely,



**Michael Stang**  
Blackhawk Floors  
15507 N. Scottsdale Road #150  
Scottsdale, AZ 85254

---

September 27, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Stang', with a long horizontal flourish extending to the right.

Brian Sveinsson  
Premier Lighting  
15507 N. Scottsdale Road #140  
Scottsdale, AZ 85254

---

September 30, 2011


Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Respectfully,

Brian Sveinsson  


**Mike Raissen**  
Premier Lighting  
15507 N. Scottsdale Road #140  
Scottsdale, AZ 85254

---

September 27, 2011

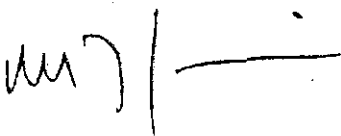
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Sincerely,

A handwritten signature in black ink, appearing to be "Mike Raissen", followed by a horizontal line.

Lynn Kiley  
Premier Lighting  
15507 N. Scottsdale Road #140  
Scottsdale, AZ 85254

---

October 1, 2011

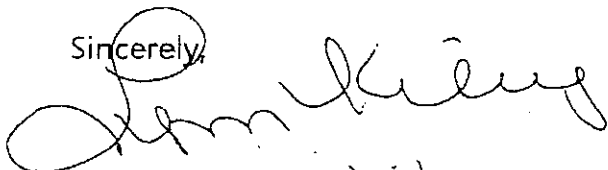
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocallo Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,

  
Lynn Kiley



Torren J. Stantus  
Premier Lighting  
15507 N. Scottsdale Road #140  
Scottsdale, AZ 85254

---

September 30, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Respectfully,

Torren J. Stantus



9/27/11

**Torren J. Stantus**  
Premier Lighting  
15507 N. Scottsdale Road #140  
Scottsdale, AZ 85254

---

September 30, 2011

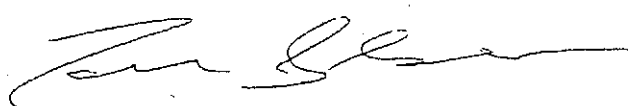
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Respectfully,

Torren J. Stantus  


9/27/11

Sue Showers  
Creative Leather  
15507 N. Scottsdale Road #200  
Scottsdale, AZ 85254

September 28, 2011

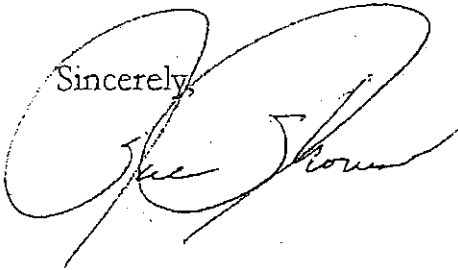
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Sincerely,

A handwritten signature in cursive script, appearing to read "Sue Showers", written in black ink.

Everett Wilson  
Pella Windows and Doors  
15507 N. Scottsdale Road #120  
Scottsdale, AZ 85254

---

September 30, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Respectfully,



**Greg Papzyan**  
Arizona Rug Company  
15505 N. Scottsdale Road #180  
Scottsdale, AZ 85254

September 27, 2011

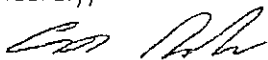
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Sincerely,



**Matthew Lewis**

PrimeBar  
15037 N. Scottsdale Road  
Scottsdale, AZ 85254

September 27, 2011

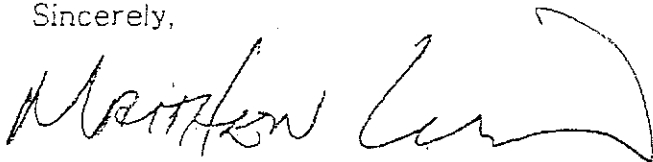
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Sincerely,

A handwritten signature in black ink that reads "Matthew Lewis". The signature is written in a cursive style with a large, sweeping flourish at the end.

**Gerald Small**

Airpark Collision Center  
7333 E. Butherus Drive, C300  
Scottsdale, AZ 85260

September 30, 2011

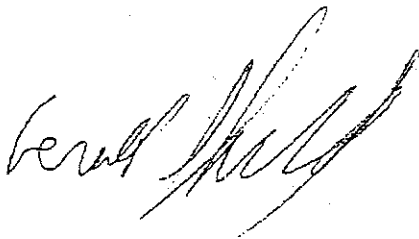
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Respectfully,

A handwritten signature in cursive script, appearing to read "Gerald Small". The signature is written in dark ink and is positioned to the right of the word "Respectfully,".

**Susan Oxford**

Desertmotive

7333 E. Butherus Drive, C-300

Scottsdale, AZ 85260

September 30, 2011

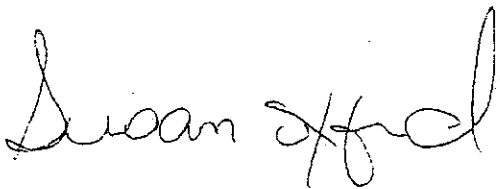
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Respectfully,

A handwritten signature in cursive script that reads "Susan Oxford". The signature is written in dark ink and is positioned below the typed name "Susan Oxford".



**Mike Wallis**

Techt Automotive

7333 E. Butherus Drive, B-200

Scottsdale, AZ 85260

September 30, 2011

Mayor Lane and City Council

City of Scottsdale

3939 N. Drinkwater Blvd

Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Respectfully,

*Mike Wallis*

# Jayson Bendure

Miele Appliances

7550 E. Greenway Road, Ste 100

Scottsdale, AZ 85260

September 29, 2011

Mayor Lane and City Council

City of Scottsdale

3939 N. Drinkwater Blvd

Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocallo Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,



# Robyn Cherry

NanaWall

15455 N. Greenway-Hayden Loop, C-17  
Scottsdale, AZ 85260

September 30, 2011

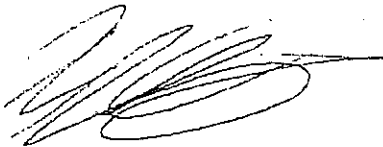
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocallo Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,



**Kevin Ahern**  
Jema Media  
15230 N. 75<sup>th</sup> Street, #2000  
Scottsdale, AZ 85260

September 29, 2011

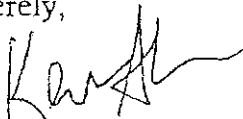
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocallo Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,



**Chris Cole**  
Transportation Cadd Services Inc.  
15230 N. 75<sup>th</sup> Street  
Scottsdale, AZ 85260

September 27, 2011

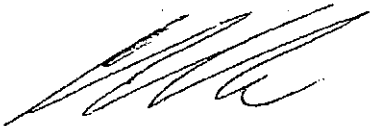
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Sincerely,



**Tim Finley**

Miscel's LLC  
15230 N. 75<sup>th</sup> Street, #1020  
Scottsdale, AZ 85260

September 29, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocallo Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,



**Sherry Miscel**

Miscel's LLC  
15230 N. 75<sup>th</sup> Street, #1020  
Scottsdale, AZ 85260

September 29, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Sincerely,



**Michael Sullivan**

Studio 522 Productions  
15905 N. Greenway-Hayden Loop, Suite 103  
Scottsdale, AZ 85260

September 29, 2011

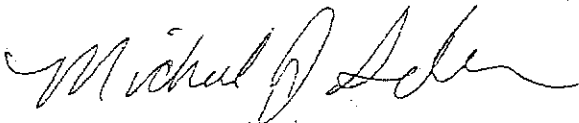
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocalla Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,





**Carrie Fesler**  
Fesler  
15210 N. 75<sup>th</sup> Street  
Scottsdale, AZ 85260

September 29, 2011

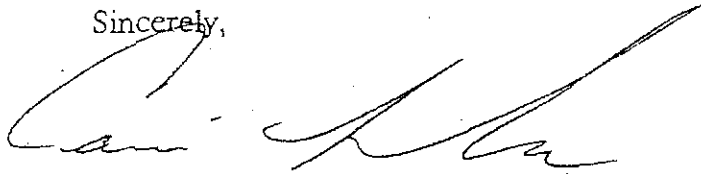
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocallo Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Carrie Fesler", written in a cursive style.

**Jeff Grieser**  
Urschel Manufacturing  
7442 E. Butherus Drive  
Scottsdale, AZ 85260

September 27, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Grieser". The signature is written in a cursive style with a long horizontal flourish at the end.

**Michael Finsterwald**

Array Therapeutic  
15905 N. Greenway-Hayden Loop, Suite 108  
Scottsdale, AZ 85260

September 29, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocallo Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,

*M. Finsterwald*

**Angel Escobedo**

Studio 522 Productions  
15905 N. Greenway-Hayden Loop, Suite 103  
Scottsdale, AZ 85260

September 30, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Respectfully,

*Angel Escobedo*

**Dana Hayes**

Kitchens Southwest  
15685 N. Greenway-Hayden Loop, Suite 300  
Scottsdale, AZ 85260

September 28, 2011


Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocallo Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,

  
Kitchens Southwest

**Robin Rodriguiz**

Thomas Reprographics  
15530 N. Greenway-Hayden Loop, Suite 100C  
Scottsdale, AZ 85260

September 30, 2011

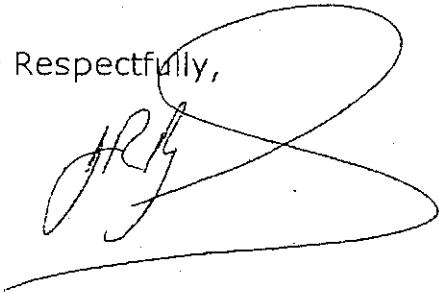
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Respectfully,

A handwritten signature in black ink, appearing to be 'RR', with a large, sweeping flourish underneath.

## Nathalie Chianura

---

Roche Bobois  
15530 N. Greenway-Hayden Loop  
Scottsdale, AZ 85260

September 28, 2011


Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

A residential component to a mixed-use development is beneficial to all parties. That is why I am in support of the proposed Residences at Zocallo Plaza development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units as part of the Zocallo Plaza is a fantastic idea. New customers and additional revenue will really help the surrounding businesses. This project will enhance the cohesiveness of Zocallo and the surrounding community.

I strongly urge you to support this project.

Sincerely,



Roche Bobois

## Nick Peters

---

Peters Media

15475 N. Greenway-Hayden Loop, Ste. B-16  
Scottsdale, AZ 85260

September 29, 2011

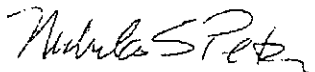
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Respectfully,





## Scott Barrett

---

Barrett Enterprises  
15475 N. Greenway-Hayden Loop, Ste. B-15  
Scottsdale, AZ 85260

September 29, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Sincerely,



## Stefany Shimek

---

Future Digital Imaging  
15475 N. Greenway-Hayden Loop, Ste. B6  
Scottsdale, AZ 85260

September 29, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Respectfully,

*Stefany Shimek*

## Margarita Dunsey

---

Future Digital Imaging  
15475 N. Greenway-Hayden Loop, Ste. B6  
Scottsdale, AZ 85260

September 28, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Sincerely,

*Margarita Dunsey*

## Isaac Harthcock

---

Future Digital Imaging  
15475 N. Greenway-Hayden Loop, Ste. B6  
Scottsdale, AZ 85260

September 28, 2011.

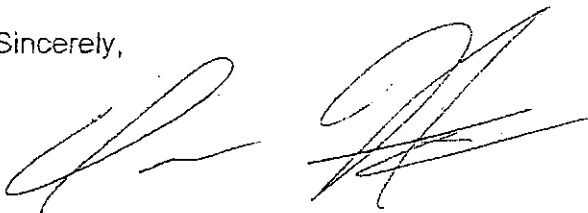
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Sincerely,

A handwritten signature in black ink, appearing to be 'Isaac Harthcock', written in a cursive style.

## Cecilia Beverly

---

Botanical Elegance  
15475 N. Greenway-Hayden Loop  
Scottsdale, AZ 85254

September 30, 2011

Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Respectfully,

*Cecilia Beverly*  
*Botanical Elegance*

Terry Kohler  
Cinemagic  
15475 N. Greenway-Hayden Loop, Suite 3  
Scottsdale, AZ 85254

---

September 28, 2011

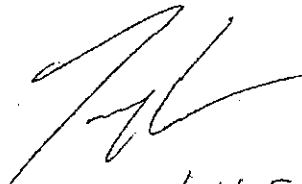
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I strongly urge you to approve the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. The addition of luxury rental units is a logical addition to the mixed-use Zocallo Plaza. This project would be a big boost to the surrounding businesses by bringing additional high-income residents to the area.

I support this project and look forward to its completion.

Sincerely,



TERRY KOHLER  
COO

Cinemagic Home Theater S.

**Laurel Franza**

La Lou

15444 N. Greenway-Hayden Loop #102  
Scottsdale, AZ 85254

---

September 28, 2011

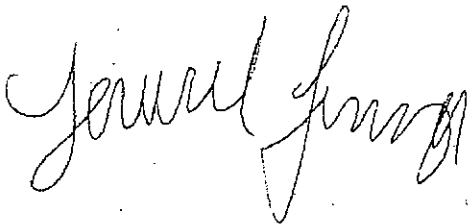
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

I support this project and encourage you to move forward in approving this as soon as possible.

Sincerely,

A handwritten signature in cursive script, appearing to read "Laurel Franza".

**Ashley Dabibi**

La Lou

15444 N. Greenway-Hayden Loop #102  
Scottsdale, AZ 85254

---

September 28, 2011

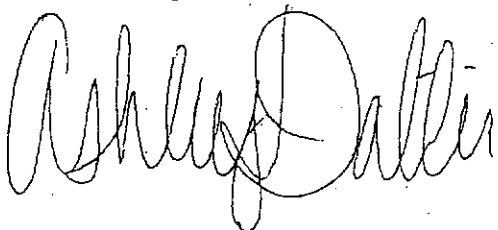
Mayor Lane and City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd  
Scottsdale, AZ 85251

Dear Mayor Lane and City Council,

I am writing in regards to the proposed development on the north side of the Greenway-Hayden Loop and 73<sup>rd</sup> Street, the former Barcelona site and the DFC Offices. Luxury rental properties of this quality would be a definite boost to this area. This is the missing piece that will round out the Zocallo Plaza. The jobs and taxes brought in to Scottsdale with this project is certainly something that we need as a city.

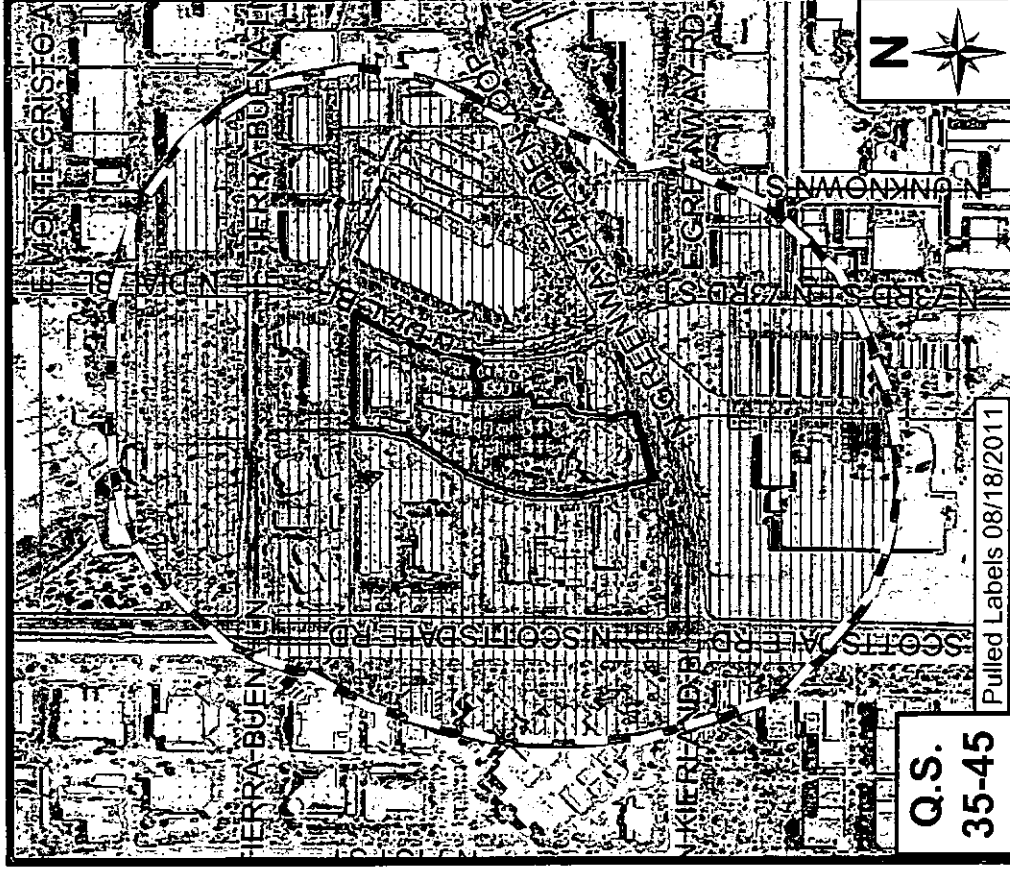
I support this project and encourage you to move forward in approving this as soon as possible.

Sincerely,

A handwritten signature in black ink that reads "Ashley Dabibi". The signature is written in a cursive, flowing style.



# City Notifications – Mailing List Selection Map



## Map Legend:



Site Boundary

Properties within 750-feet

## Additional Notifications:

- Interested Parties List
- Adjacent HOA's
- P&Z E-Newsletter
- Facebook
- Twitter
- City Website-Projects in the hearing process

**Q.S.  
35-45**

Pulled Labels 08/18/2011

# 6-GP-2011 & 10-ZN-2011

## Zocallo Residential

ATTACHMENT #15



**SCOTTSDALE PLANNING COMMISSION  
KIVA-CITY HALL  
3939 DRINKWATER BOULEVARD  
SCOTTSDALE, ARIZONA**

**WEDNESDAY, SEPTEMBER 21, 2011**

**DRAFT SUMMARIZED MEETING MINUTES\***

**PRESENT:** Michael D'Andrea, Chairman  
Ed Grant, Vice-Chair  
Erik Filsinger, Commissioner  
Jay Petkunas, Commissioner (left at 8:22p.m.)  
David Brantner, Commissioner  
Matt Cody, Commissioner  
Michael Edwards, Commissioner

**STAFF:** Tim Curtis  
Joe Padilla  
Brad Carr  
Erin Perreault  
Ross Cromarty  
Brandon Lebovitz

**CALL TO ORDER**

Chair D'Andrea called the regular session of the Scottsdale Planning Commission to order at 5:00 p.m.

**ROLL CALL**

A formal roll call was conducted confirming members present as stated above.

**MINUTES REVIEW AND APPROVAL**

1. September 14, 2011 Regular meeting Minutes including Study Session.

**COMMISSIONER FILSINGER MOVED TO APPROVE THE SEPTEMBER 14, 2011 REGULAR MEETING MINUTES, INCLUDING STUDY SESSION; AND THE AUGUST 14, 2011 REMOTE HEARING MINUTES. SECONDED BY COMMISSIONER BRANTNER, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).**

\* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission website at [www.scottsdaleaz.gov/boards/PC.asp](http://www.scottsdaleaz.gov/boards/PC.asp)

**REGULAR AGENDA**

2. 6-GP-2011 (Zocallo Residential)

Rick Kidder provided comments in support of the proposal.

**VICE-CHAIR GRANT MOVED TO RECOMMEND THAT CITY COUNCIL APPROVE CASE 6-GP-2011, FOR A NON-MAJOR GENERAL PLAN AMENDMENT TO AMEND THE SCOTTSDALE GENERAL PLAN 2001 GREATER AIRPARK CHARACTER AREA PLAN FUTURE LAND USE MAP FROM AIRPARK MIXED USE (AMU) TO AIRPARK MIXED USE RESIDENTIAL (AMU-R) FOR THE SUBJECT PROPERTY. SECONDED BY COMMISSIONER FILSINGER, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).**

3. 10-ZN-2011 (Zocallo Residential)

Rick Kidder provided comments in support of the proposal.

**VICE -CHAIR GRANT MOVED TO RECOMMEND THAT CITY COUNCIL APPROVE CASE 10-ZN-2011, PER THE STAFF RECOMMENDED STIPULATIONS, AFTER FINDING THAT THE PLANNED UNIT DEVELOPMENT CRITERIA HAVE BEEN MET, AND AFTER DETERMINING THAT THE PROPOSED ZONING MAP AMENDMENT IS CONSISTENT AND CONFORMS WITH THE ADOPTED GENERAL PLAN AND THE GREATER AIRPARK CHARACTER AREA PLAN. SECONDED BY COMMISSIONER FILSINGER, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).**

4. 7-GP-2011 (Scottsdale Airpark Community)

**COMMISSIONER FILSINGER MOVED TO RECOMMEND THAT CITY COUNCIL APPROVE CASE 7-GP-2011, FOR A NON-MAJOR GENERAL PLAN AMENDMENT TO AMEND THE SCOTTSDALE GENERAL PLAN 2001 GREATER AIRPARK CHARACTER AREA PLAN FUTURE LAND USE MAP FROM AIRPARK MIXED USE (AMU) TO AIRPARK MIXED USE RESIDENTIAL (AMU-R) FOR THE SUBJECT PROPERTY. SECONDED BY COMMISSIONER PETKUNAS, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).**

5. 8-GP-2011 (Crackerjax)

**COMMISSIONER BRANTNER MOVED TO RECOMMEND THAT CITY COUNCIL APPROVE CASE 7-GP-2011, FOR A NON-MAJOR GENERAL PLAN AMENDMENT TO AMEND THE SCOTTSDALE GENERAL PLAN 2001 GREATER AIRPARK CHARACTER AREA PLAN FUTURE LAND USE MAP FROM AIRPARK MIXED USE (AMU) TO AIRPARK MIXED USE RESIDENTIAL (AMU-R) FOR THE SUBJECT PROPERTY. SECONDED BY COMMISSIONER EDWARDS, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).**

6. 1-GP-2011 (Shea Area General Plan Amendment)

**COMMISSIONER BRANTNER MOVED TO RECOMMEND THAT CITY COUNCIL APPROVE CASE 1-GP-2011, FOR A MAJOR AMENDMENT TO AMEND THE**

**SCOTTSDALE GENERAL PLAN 2001 CONCEPTUAL LAND USE MAP TO CHANGE VARIOUS LAND USE CATEGORIES IN THE SHEA CHARACTER AREA ON 977+/- ACRES AND FOR A NON-MAJOR GENERAL PLAN AMENDMENT TO DESIGNATE TWO NEW GROWTH AREAS SURROUNDING THE INTERSECTIONS OF SHEA BOULEVARD AND SCOTTSDALE ROAD AND SHEA BOULEVARD AND 92<sup>ND</sup> STREET; AND TO INCORPORATE THESE MAJOR AND NON-MAJOR GENERAL PLAN AMENDMENTS INTO THE SCOTTSDALE GENERAL PLAN 2011 (CASE 3-GP-2011). SECONDED BY VICE-CHAIR GRANT, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).**

7. 3-GP-2011 (2011 General Plan Update)

John Rowton, John Griffin, and Scott Anderson provided comments in opposition to the proposal.

Lynda Hilton, Marcia Philp, Arthur Philp, and John Soper provided comments in support of the proposal.

**VICE-CHAIR GRANT MOVED TO RECOMMEND THAT CITY COUNCIL APPROVE CASE 3-GP-2011, FOR A MAJOR GENERAL PLAN AMENDMENT TO ADOPT THE SCOTTSDALE GENERAL PLAN 2011 SO AS TO COMPLY WITH STATE LAW REQUIRING CITIES TO REVISIT AND ADOPT A GENERAL PLAN EVERY TEN (10) YEARS AND SEND THE ADOPTED GENERAL PLAN TO THE VOTERS FOR RATIFICATION; AND TO INCORPORATE THE RECOMMENDED MAJOR AND NON-MAJOR SCOTTSDALE GENERAL PLAN 2001 AMENDMENTS ASSOCIATED WITH CASES 1-GP-2011/SHEA CHARACTER AREA, 6-GP-2011/ZOCALLO RESIDENTIAL, 7-GP-2011/SCOTTSDALE AIRPARK COMMUNITY AND 8-GP-2011/CRACKERJAX INTO THE SCOTTSDALE GENERAL PLAN 2011. SECONDED BY COMMISSIONER FILSINGER, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).**

8. At the request of Chair D'Andrea and Vice-Chair Grant, discussion and possible action on Planning Commission representation at the October 5, 2011 Airport Advisory Commission, and October 18, 2011 and October 25, 2011 City Council hearings, regarding Item Nos. 2-7 above.

**COMMISSIONER CODY MOVED TO APPOINT VICE-CHAIR GRANT AS THE PLANNING COMMISSION REPRESENTATIVE AT THE OCTOBER 5, 2011 AIRPORT ADVISORY COMMISSION MEETING. SECONDED BY COMMISSIONER EDWARDS, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SIX (6) TO ZERO (0).**

**ADJOURNMENT**

With no further business to discuss, the regular session of the Planning Commission adjourned at 6:17 p.m.



**Current Planning Services**

7447 East Indian School Road, Suite 105  
Scottsdale, Arizona 85251

**To:** Honorable Mayor and Members of City Council  
**From:** Brad Carr, AICP, Senior Planner *BC*  
**Through:** Tim Curtis, AICP, Current Planning Director *[Signature]*  
**CC:** Connie Padian, Administrator  
**Date:** October 6, 2011  
**Re:** October 5, 2011 Airport Advisory Commission hearing

Honorable Mayor and Members of City Council,

This memorandum serves to inform you of the results of the October 5, 2011 Airport Advisory Commission hearing regarding three projects scheduled on your October 18<sup>th</sup> Agenda. Those three projects are comprised of five cases, including:

- 6-GP-2011 Zocallo Residential
- 10-ZN-2011 Zocallo Residential
- 7-GP-2011 Scottsdale Airpark Community
- 11-ZN-2011 One Hayden Centre *(Note: This case is not on the 10/18/2011 Agenda)*
- 8-GP-2011 CrackerJax

At the hearing, the Commission heard comments from the applicant in each case and staff regarding the proposals. One person also spoke in opposition of all three projects. Commission members expressed apprehension over each project citing several concerns including possible erosion of aviation uses near the Airpark, proximity of residential uses to the Airport, future noise complaints as a result of the new residential units and helicopter overflight issues.

The Commission voted 4-2 to recommend denial to the City Council of all five cases.