

# PLANNING COMMISSION REPORT



Meeting Date: September 21, 2011  
General Plan Element: *Land Use*  
General Plan Goal: *Create a sense of community through land uses*

## ACTION

**Zocallo Residential**  
**6-GP-2011 & 10-ZN-2011**

### Request to consider the following:

1. Recommend that the City Council approve 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 6.43 +/- acre site located at 15440 N. Greenway-Hayden Loop.
2. Find that the Planned Unit Development (PUD) District criteria have been met, and determine that the proposed zoning district map amendment is consistent and conforms with the adopted General Plan, and recommend that the City Council approve the Development Plan and a zoning district map amendment from Highway Commercial District (C-3) zoning to Planned Unit Development (PUD) District zoning, including amended development standards for Average Setback, on a 6.43 +/- acre site located at 15440 N. Greenway-Hayden Loop.

## OWNER

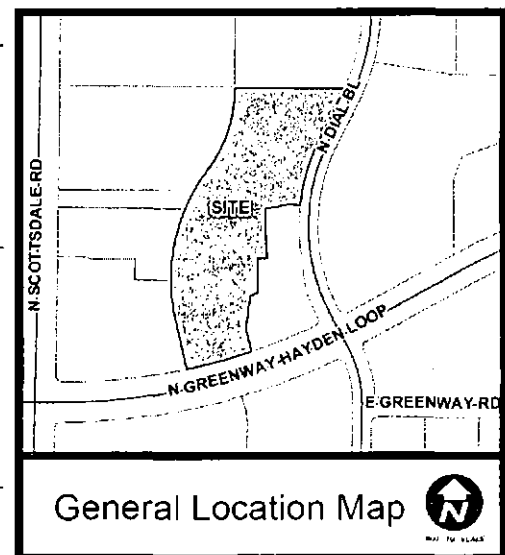
Scottsdale Place, LLC  
602-778-0400

## APPLICANT CONTACT

John Berry  
Berry & Damore, LLC  
480-385-2727

## LOCATION

15440 N. Greenway-Hayden Loop



## **BACKGROUND**

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### **General Plan**

The General Plan Land Use Element designates the property as Mixed Use Neighborhoods, Regional Use Overlay and within the Greater Airpark Character Area. The Mixed Use Neighborhoods category encourages access to multiple modes of transportation, major regional access and services, human scale development, and may be non-residential in nature near the Scottsdale Airport. The Regional Use Overlay category provides flexibility for land uses when it can be demonstrated that new land uses are viable in serving a regional market.

### **Greater Airpark Character Area Plan**

The Greater Airpark Character Area Plan specifies the site as Airpark Mixed Use (AMU), Regional Core Development Type (RC). The AMU category is appropriate for a variety of non-residential uses, including a combination of business, office, employment, retail, institutional and hotel. The RC Development Type is the appropriate location for the greatest development intensity within the Greater Airpark so as to support major regional land uses.

### **Zoning**

The site is zoned Highway Commercial District (C-3). The C-3 zoning district allows for most types of commercial activities and includes the sale of commodities or performance of services for a larger segment of population than the average neighborhood.

### **Other Related Policies, References:**

- 2010 Greater Airpark Character Area Plan
- Scottsdale General Plan 2001, as amended
- 2005 Scottsdale Airport 14 CFR Part 150 Noise Compatibility Study
- 2009 Airpark Economic Analysis and Forecast by Gruen Gruen + Associates
- 2010 City-wide Economic Analysis and Forecast by Applied Economics
- Zoning Ordinance

### **Context**

The subject property is located north of Greenway-Hayden Loop and west of 73<sup>rd</sup> Street/Dial Boulevard, which provides site access. The site consists of a vacant restaurant and bar and vacant office building. It is immediately adjacent to an existing retail center and large office building. In the larger context, the property is located along the Scottsdale Road corridor, just north of Scottsdale Quarter and Kierland Commons mixed-use shopping areas; west of a large employment area, including a large corporate call center; south of commercial developments and an extended-stay hotel; and east of office and commercial developments in the City of Phoenix. Please refer to context graphics attached.

### **Key Items for Consideration**

- Allows for residential on the subject site.
- Proximity of proposed Airpark Mixed Use-Residential designation to Scottsdale Airport and other Airpark Mixed Use-Residential designated properties
- Potential increase of workforce housing in the Airpark

- Implementation of mixed-use land use designation for this area of Airpark

## **APPLICANTS PROPOSAL**

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### **Goal/Purpose of Request**

The applicant's request is 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) and for a zoning district map amendment from Highway Commercial District (C-3) zoning to Planned Unit Development (PUD) District zoning, including amended development standards for Average Setback. The applicant is making these requests to permit the proposed multi-family residential project on the site.

### **Development Information**

- Existing Use: Restaurant and office uses
- Proposed Use: Multi-family residential
- Parcel Size: 5.82 net acres (6.43 gross acres)
- Building Size: 389,195 square feet
- Floor Area Ratio Allowed: 0.8 FAR (for commercial uses)
- Floor Area Ratio Proposed: None
- Building Height Allowed: 48 feet
- Building Height Proposed: Varies – no more than 48 feet plus allowable mechanical equipment screening
- Parking Required: 360 spaces
- Parking Provided: 411 spaces
- Open Space Required: 27,992 square feet / 0.64 acres
- Open Space Provided: 54,734 square feet / 1.26 acres
- Density Allowed: Density determined by Development Plan
- Density Proposed: 37.35 dwelling units per gross acre (240 units)

## **NON-MAJOR GENERAL PLAN AMENDMENT ANALYSIS**

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### **General Plan**

#### Land Use Element

Goals in the General Plan Land Use Element involve providing a variety of land uses that create synergy within mixed-use neighborhoods; maintaining a balance of land uses needed to support the community; and supporting Scottsdale's role as a major regional economic and cultural center. To this end, approaches discuss encouraging land uses that contribute to community character, supporting the jobs/housing balance in mixed-use centers, and promoting development patterns consistent with surrounding uses and character. Also discussed is maintaining a citywide balance of

land uses that support changes in community vision/dynamics over time.

### Economic Vitality Element

The General Plan Economic Vitality Element seeks to sustain the long-term economic well being of the city through redevelopment and revitalization efforts. Approaches include encouraging quality redevelopment in employment areas and supporting the reuse of underutilized or vacant parcels/buildings/shopping centers.

### Character and Design Element

The first goal of the General Plan Character and Design Element stresses the appropriateness of a development proposal based on community goals, surrounding areas character, and the specific context of the surrounding neighborhood. The Character Type for the area surrounding this proposal is Employment Core, recognizing the Airpark area's importance as a significant economic engine for the city.

### Housing Element

Two goals in the General Plan Housing Element involve encouraging housing options that meet socioeconomic needs of people who live and work in Scottsdale and encouraging housing that provides for "live, work, and play" relationships. Approaches include encouraging a variety of housing densities in areas of major employment to offer greater live-work choices, exploring opportunities for new housing to serve the employment base, and working to adjust the housing mix based on changing demographics and economics of the city.

### Growth Areas Element

The Growth Areas Element approaches growth management from a perspective of identifying those areas of the community that are most appropriate for development focus. Having certain "growth areas" allows an increased focus on creating or enhancing transportation systems and infrastructure coordinated with development activity. The Greater Airpark is one of the city's designated Growth Areas. Growth Areas are where future development is focused, and mixed-uses and multi-modal transportation are most appropriate in these areas.

### Community Mobility Element

The General Plan Community Mobility Element includes a goal emphasizing live, work, and play land use relationships to reduce strain on regional and local/neighborhood transportation systems. Approaches include encouraging redevelopment of areas that support a balance of land use relationships and alternative modes of transportation that reduce automobile reliance and encouraging mixed-use developments that incorporate residential, shopping and work environments and place strong emphasis on connectivity.

### **Greater Airpark Character Area Plan**

The proposed Airpark Mixed Use-Residential (AMU-R) designation is appropriate for the greatest variety of land uses in the Greater Airpark Character Area. Uses may include a combination of services, employment, office, institutional, hotel, retail and higher density residential. These areas should be pedestrian-oriented and located outside of the Airport's 55 DNL contour. The Character Area Plan recommends that residential and other sensitive uses should be a lesser component of

development and include sound attenuation measures. Residential uses south of the Central Arizona Project Aqueduct, as is the case with this site, should support business and tourism uses, such as time-shares, multi-family rental units and corporate housing.

The following policies in the Greater Airpark Character Area Plan relate to this proposal:

Land Use Chapter

- Encourage a mix of land uses that promote a sense of community and economic efficiency, such as incorporating residential intended for the area's workforce, where appropriate.
- Encourage the redevelopment of underutilized land to more productive uses.
- Prioritize employment uses over residential uses in the Greater Airpark.
- In accordance with the Airport's Part 150 Noise Compatibility Study, require aviation easements and fair disclosure statement for all new and redevelopment projects in the Greater Airpark.
- Dial Boulevard/73<sup>rd</sup> Street and Greenway-Hayden Loop are designated Signature Corridors, along which revitalization and infill development should be encouraged.

Neighborhoods and Housing Chapter

- Encourage a variety of urban dwelling types and mixed-use development that are compatible with and support the aviation and employment uses of the Greater Airpark.
- 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.
- Encourage residential in AMU-R areas to reduce traffic congestion, improve air quality, and provide workforce housing opportunities where:
  - Dwellings will not be adjacent to industrial uses that could be in conflict with residential uses; and
  - Dwellings will not lie within the 55 DNL contour (or higher).
- Support the integration of workforce housing and a diversity of dwelling types within the Greater Airpark.

During the two-year public outreach process for the Greater Airpark Character Area Plan, the business community in particular expressed support for more residential in the area. Businesses, particularly small to medium-size businesses, cited frustrations with keeping entry to mid-level staff employed because of long and costly commutes their employees have to endure. Many larger companies mentioned that younger professionals, whom they are trying to attract, prefer urban-style living environments close to work.

In the past, the Scottsdale Road corridor in the Airpark area had been the subject of planning discussion of anticipated conversion to commercial uses. Looked at with the surrounding context of land use changes and development in Phoenix, and the probability of a synergetic commercial core being established, staff examined the logical edges to this conversion to avoid erosion into the employment core. The Greater Airpark Character Area Plan established a mixed-use edge at 73<sup>rd</sup> Street/Dial Boulevard. This property, already a commercial use, falls within that "edge" and, thus,

the proposed change is not considered employment core erosion.

### **Scottsdale Airport 14 CFR Part 150 Noise Compatibility Study**

The Airport 14 CFR Part 150 Noise Compatibility Study (hereafter referred to as "Part 150") is a voluntary study last updated in 2005 that includes recommendations for aircraft noise abatement and land use compatibility planning. The Part 150's land use study area consists of 64 square miles around the Scottsdale Airport, bounded by Deer Valley Road to the north, Shea Boulevard to the south, 48<sup>th</sup> Street to the west, and 120<sup>th</sup> Street to the east (Attachment #8).

The Land Use Management Element of the Part 150 Program recommends that land uses within the 2009 55 day-to-night average noise level (DNL) contour (Attachment #9) should be maintained. It also recommends the preservation of current compatible industrial, commercial and open space designations, and discourages rezoning for residential and other noise sensitive land uses, within the 64-square mile study area. The subject property falls outside of the 55 DNL contour, but within the larger study area.

In addition, the Part 150 study recommends a set of project review guidelines to evaluate land use and zoning changes within the study area. The Part 150 includes a recommended influence zone map (Attachment #10) and matrix (Attachment #11) to evaluate a proposed development. The subject property falls within the AC-1 zone, which allows for multi-family and other residential uses, provided a fair disclosure statement and aviation easement is required as a condition of development or building permit approval. City staff currently utilizes the recommended project review guidelines upon processing entitlement cases, such as zoning and Development Review Board projects.

Another item of note in the Part 150 study is departure and arrival routes of helicopters near the site. The Federal Aviation Administration (FAA) guides helicopter traffic into and out of the Airpark utilizing departure routes and "checkpoints." The routes were determined based upon airspace safety and noise compatibility. All routes are located over major roadways or compatible land uses and were included in the development of the 2009 noise contours. The closest checkpoint to the site is point JAX, over the CrackerJax property at Scottsdale Road and Paradise Lane. Helicopters are required to remain at or below 500 feet above ground level until crossing point JAX. Attachment #12 shows the Airpark helicopter routes map.

### **2009 Greater Airpark Economic Study by Gruen Gruen + Associates**

In 2008, the City of Scottsdale contracted with Gruen Gruen + Associates to perform an update to their 1999 Economic Study of the Airpark Area. The purpose of the study was to document existing and forecast future Greater Airpark employment and space demand, as well as to provide strategic policy recommendations.

The study estimates that the Greater Airpark area contained 1,270 business establishments (of five or more employees), employing around 42,500 people in 2007. By 2030, the area could comprise over 73,000 jobs. In comparison, northeast Phoenix, the 16,600-acre area immediately west of the Greater Airpark, could reach 93,000 jobs in 2030, and several million square feet of retail space are

planned/entitled in this area. The Gruen economic study projects that retail expenditure potential within a 20-minute drive from the Greater Airpark will increase by \$820 million between 2009 and 2020. That study also forecasts future retail space demand of 120,000 square feet per year.

*“Market demand is not likely to support much more regional-serving retail uses than those already planned and under construction, and it will be challenging for all of the existing properties and planned projects to build-out in the time frames the developers originally anticipated. Accordingly... policy actions should be directed to augmenting the strength and diversity of the mixed-use activity nodes which have already gained entitlement [with higher-density housing and other diverse uses].”*

*“Given the intense competition for office and retail uses that can be expected, along with traffic concerns, encourage relatively high-density housing integrated into mixed-use developments...which will (a) facilitate efficient density patterns, (b) allow the private market to replace obsolete building space, and (c) reduce reliance on the automobile. Higher-density housing will provide comparative advantages to office-using businesses and buttress the viability of retail and service establishments, while reducing traffic congestion.”*

– 2009 Analysis and Forecast of Employment and Building Space Demand and Strategic Policy Recommendations for the Greater Airpark Study Area by Gruen Gruen + Associates, pgs 14 and 15

The full Economic Study text can be found at:

<http://www.scottsdaleaz.gov/Assets/Public+Website/economics/2009+Airpark+Land+Use+Study.pdf>

### **2010 Citywide Development Forecast by Applied Economics**

In 2009, the City of Scottsdale contracted with Applied Economics to perform forecasts for future development for all of Scottsdale. The study examined Scottsdale in three geographic areas—south, central and north Scottsdale. The Greater Airpark falls within the Central Sub-Area, which is bounded by Deer Valley Road, Indian Bend Road, Phoenix/Paradise Valley, and Fountain Hills/Salt River Pima-Maricopa Indian Community.

The Central Sub-Area is projected to absorb 500 acres of urban residential development by 2030, far more than the rest of the city. Non-residential (e.g. office, retail, industrial) land absorption will continue to dominate the Central Sub-Area through 2030, and non-residential land absorption in the Central Sub-Areas will be more than double the rest of the community.

The full Development Forecast text can be found at:

[http://www.scottsdaleaz.gov/Assets/Public+Website/generalplan/Development\\_Forecasts\\_2010.pdf](http://www.scottsdaleaz.gov/Assets/Public+Website/generalplan/Development_Forecasts_2010.pdf)

### **Land Use Impact Model**

Long-Range Planning Services uses a land use impact model to generally assess the impacts of potential changes in land use designations. The application of the model on the subject property as AMU-R indicates that the change in land use classification would result in an increase in resident population of 543 people and an increase of 240 residential units. The model indicates an increase of 103 school-aged students across grades K-12 and an increase of 300 workers. Water usage will

increase by 30.5 million gallons per year more than the existing AMU designation. Traffic, according to the model, could increase by 1,400 vehicle trips per day. Because the existing land use designation allows for a considerable range of use types, the actual increases in measured categories are at best an estimate and should not be considered conclusive.

### **Policy Implications (Non-Major General Plan Amendment)**

The proposed amendment includes several policy implications:

#### Residential in the Airpark

- Residential uses located within the Airpark may be beneficial for the following reasons:
  - Supports the city's largest employment area by providing housing for the Airpark workforce, a top priority for the Airpark business community during Greater Airpark Character Area Planning outreach.
  - Potentially reduces commute times and traffic congestion for Airpark workers.
  - Promotes synergy and vibrancy along the Scottsdale Road Corridor (i.e. Scottsdale Quarter, Kierland Commons, the Promenade, etc).
  - Supports the planned and existing retail base in Scottsdale and northeast Phoenix.
  - Provides new housing options close to employment areas, which may be attractive to prospective companies seeking to relocate; young professionals who would want to live close to work and entertainment; and existing businesses looking to retain employees.
- Residential uses located within the Airpark, and this site in particular, may be an issue for three reasons:
  - The impacts of airport uses with airplane and helicopter flights nearby and potential noise complaints from future residents.
  - Potentially hazardous materials and activities that may occur in an employment/industrial area in relative proximity to residential uses.
  - Potential impacts on helicopter flight patterns into and out of the Airpark for this specific site.

#### Land Use

- Supports a shift from a suburban industrial park setting, to more of an urban, mixed-use environment, a goal of the Character Area Plan.
- Possible compatibility issues of adjacent land uses in the Airpark (e.g. helicopter landing pad to the southeast, helicopter checkpoint/route to the north and east, and employment land uses to the east).
- The change in land use may have some impacts on transportation, such as pedestrians crossing to adjacent properties and traffic flow.
- Reinvestment in underutilized/vacant Airpark properties in the city's largest growth area.

Due to potential impacts to Airport operations and impacts to potential future residents, staff recommends that, if approved, any development that includes a residential component in this area should:

- Mitigate the impacts of helicopter and aircraft noise on the development's tenants utilizing adequate noise attenuation measures in building construction;
- Include an aviation easement as a condition of development; and



- Require noise disclosures and notification of the Airport's proximity.

#### Proposed 2011 General Plan Update

The existing 2001 General Plan is currently in the midst of a state-mandated 10-year update process. If approved by the City Council on October 25, the amendment will be incorporated into the 2011 update document, which will be placed on the ballot in March 2012 (pending City Council adoption).

## **ZONING DISTRICT MAP AMENDMENT IMPACT ANALYSIS**

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### **Land Use**

The proposed zoning district map amendment would introduce multi-family residential into the area. Although the surrounding area is primarily comprised of retail and employment uses, the proposed residential use would allow for implementation of the goals of the Greater Airpark Character Area Plan, which promotes a mixture of land uses in the Airpark area, including residential. In addition, the proposed multi-family land use would be located adjacent to existing retail and employment uses and could encourage more pedestrian circulation in the area and a reduction in overall vehicle trips, while introducing workforce housing near several large employment sites. The applicant has provided several enhancements to the existing pedestrian circulation of the area to encourage an increase in pedestrian circulation of the area.

### **Airport Vicinity**

The site is located approximately 3,600 feet northwest of the runway for the Scottsdale Airport. This location is outside the 55 decibel (dB) noise contour of the airport. Additionally, the site is located within the AC-1 area of the Airport Influence Zones, which allows for residential uses but requires additional steps to be taken by the property owner for disclosure to future tenants. The owner has agreed to these requirements and will also be adding additional sound insulation to the building to further reduce exterior to interior noise travel in the proposed buildings. The project is scheduled to be reviewed by the Airport Advisory Board on October 5, 2011.

### **PUD Findings**

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.
  - **The proposed development promotes the revitalization of the area by redeveloping the existing underutilized site into a use that will help sustain existing uses surrounding the site. In addition, the proposed development promotes the goals, policies and guidelines of the General Plan by expanding the diversity of land uses in the Greater Airpark area, by providing usable open space as part of the development and by providing pedestrian connections to existing developments in the surrounding area.**

- b. The proposed development's uses, densities, or development standards would not otherwise be permitted by the property's existing zoning.
  - **The site is currently zoned Highway Commercial District (C-3). The C-3 district does not permit multi-family residential.**
- c. The proposed development will be compatible with adjacent land uses and promotes the stability and integrity of abutting or adjacent residential neighborhoods.
  - **The site of the proposed project is located within a larger area containing a mixture of uses ranging from retail and office to hotel and other employment uses. The proposed multi-family development will be compatible with those adjacent uses and promotes the stability and integrity of those uses by introducing a residential use to the area that will help sustain existing retail business and employment areas within the vicinity.**
- d. There is adequate infrastructure and city services to serve the development.
  - **City staff has determined that there are adequate infrastructure and city services to serve the development.**
- e. The proposal meets the following location criteria:
  - i. The proposed development is not located within any area zoned Environmentally Sensitive Lands Ordinance (ESL) nor within the boundaries nor within the boundaries of the Downtown Area.
    - **The proposed development is not located within an area zoned ESL or within the boundaries of the Downtown Area.**
  - ii. The proposed development fronts onto a major or minor arterial and/or major collector street as designated in the Transportation Master Plan.
    - **The proposed development fronts onto both a minor arterial street and minor collector street, as defined by the Transportation Master Plan.**

### **Amended Development Standards**

To encourage sensitivity to site conditions and provide flexibility in planning, an application for the PUD district may request to amend development standards of the PUD district, other than maximum building height. The applicant is requesting to utilize this provision for the following development standards:

1. Average Setback – N. Greenway-Hayden Loop. The applicant is requesting an amendment to increase the average setback requirement from 40 feet to 49'-6".
  - The proposed amendment would allow the building fronting N. Greenway-Hayden Loop to be located further back from the planned curb line of the roadway, which would more closely mimic the existing two-story building located east of the site. In addition, the increased setback would allow the building to fit better contextually with existing buildings in the surrounding area. Finally, the increased setback will allow additional landscaping between the proposed building and the road.
2. Average Setback – N. 73<sup>rd</sup> Street. The applicant is requesting an amendment to increase the

average setback requirement from 30 feet to 44 feet.

- Similar to N. Greenway-Hayden Loop, the proposed amendment would allow the building fronting N. 73<sup>rd</sup> Street to be located further back from the planned curb line of the roadway. The increased setback would allow the building to fit better contextually with existing buildings in the surrounding area. In addition, the increased setback will allow additional landscaping between the proposed building and the road.

### **Traffic/Trails**

The Transportation Department has reviewed the proposed development, including revised access points and pedestrian circulation. The applicant has submitted a detailed traffic impact study for the proposed development. The study estimates a total of 1,885 vehicle trips generated by the site under the current conditions. Additionally, the study estimates a total of 1,436 vehicle trips to be generated under the proposed development condition, or an overall reduction of 449 vehicle trips daily. There are currently no trails located adjacent to the proposed development. However, the recent Greater Airpark Character Area Plan indicated N. 73<sup>rd</sup> Street as an enhanced pedestrian thoroughfare. There are existing sidewalks in the area along both N. Greenway-Hayden Loop and N. 73<sup>rd</sup> Street. There are no traffic impacts anticipated as a result of the proposed development.

### **Water/Sewer**

The City's Water Resources Department has reviewed the applications and finds that there are adequate water and wastewater services for the proposed use.

### **Public Safety**

The City's public safety departments have reviewed the applications and find that there is adequate ability to provide fire and police services for the proposed use. No impacts are anticipated as a result of the proposed Non-Major General Plan Amendment and rezoning requests.

### **School District Comments/Review**

The applicant has notified the Scottsdale Unified School District of the proposed requests. The School District has confirmed that there are adequate facilities to accommodate the applicant's proposed use.

### **Open Space**

The proposed development will be providing nearly double the amount of open space required for the project. The applicant has chosen to provide increase building setbacks for the buildings fronting on both N. Greenway-Hayden Loop and N. 73<sup>rd</sup> Street in context with the existing building setbacks of adjacent properties. In addition, the proposed development will be providing private outdoor living space adjoining each unit that meets or exceeds the requirements of the Zoning Ordinance.

### **Policy Implications (Zoning District Map Amendment)**

The Planned Unit Development (PUD) District is intended as a tool to help implement the City's goals of the General Plan's Mixed-Use Neighborhoods land use designation. The PUD zoning district provides for that purpose by allowing a mix of uses within the same district, usually within one development parcel. However, the intent of the PUD district was also to promote a mix of uses within a broader context of development, including development located on multiple adjacent

parcels. Approval for the proposed zoning district map amendment would allow for the integration of the residential component of the overall mixed-use development for this site and the surrounding area.

### **Community Involvement**

The applicant notified all property owners within 750 feet of the site and held an open house to present the requests on September 1, 2011. A copy of the applicant's Citizen Involvement Report is attached to this report. The city also notified all property owners within 750 feet of the site. City staff has received one e-mail inquiry with general questions regarding the request.

## **OTHER BOARDS & COMMISSIONS**

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### **Development Review Board**

The Development Review Board reviewed the proposed zoning district map amendment case at their September 1, 2011 hearing to make a recommendation to the Planning Commission regarding design compatibility, environmental responsiveness, solar shading, connectivity and open space of the project. The Board voted 5-0 to forward a favorable recommendation of the proposed project to the Planning Commission.

### **Airport Advisory Board**

The Airport Advisory Commission will review the proposal and make recommendation to the City Council at their October 5, 2011 meeting.

## **OPTIONS & STAFF RECOMMENDATION**

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### **Recommended Approach:**

Staff recommends that the Planning Commission:

1. Recommend that the City Council approve 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 6.43 +/- acre site located at 15440 N. Greenway-Hayden Loop.
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## **RESPONSIBLE DEPARTMENTS**

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### **Planning, Neighborhood and Transportation**

Current Planning Services & Long Range Planning Services

**STAFF CONTACTS**

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**APPROVED BY**


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Brad Carr, AICP, Report Author

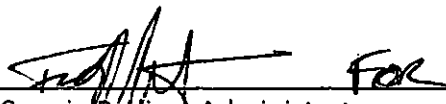
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Date

  
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Tim Curtis, AICP, Current Planning Director  
480-312-4210, tcurtis@scottsdaleaz.gov

9/15/2011  
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Date

  
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Erin Perreault, AICP, Long Range Planning Manager  
480-312-7093, eperreault@scottsdaleaz.gov

09/15/2011  
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Date

  
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Connie Padian, Administrator  
Planning, Neighborhood and Transportation  
480-312-2664, cpadian@scottsdaleaz.gov

9/15/2011  
\_\_\_\_\_  
Date

**ATTACHMENTS**

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1. Stipulations
  - Exhibit A to Attachment #1: Development Plan
  - Exhibit B to Attachment #1: Amended Development Standards
- 1A. Additional Information
2. Applicant's Narrative
3. Context Aerial
- 3A. Aerial Close-Up
4. General Plan Map
5. Greater Airpark Character Area Plan Future Land Use Map (existing)
6. Greater Airpark Character Area Plan Future Land Use Map (proposed)
7. Greater Airpark Character Area Plan Development Types Map
8. Part 150 Study Area Map
9. Part 150 2009 Noise Contours Map
10. Part 150 Airport Influence Zones Map
11. Part 150 Influence Zones Recommended Use Matrix
12. Part 150 Helicopter Arrival/Departure Routes Map
13. Citizen Involvement
14. City Notification Map

**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 and with the city staff date of September 9, 2011 attached as Exhibit A to Attachment #1. 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 B to Attachment #1. 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.



# L.R. Niemiec Architects

The Residences At Zocalo Plaza  
1540 N. Greenway-Hayden Loop  
Scottsdale, AZ 85260



**PROJECT DATA** (THIS PROJECT WILL BE CONSOLIDATED UNDER ONE PERMIT)

PROPERTY ADDRESS: 1540 N. GREENWAY-HAYDEN LOOP  
SUBDIVISION NAME: THE RESIDENCES AT ZOCALO PLAZA  
TOTAL GROSS AREA: 338,000 SQ. FT.

UNIT MIX (TOTAL UNIT COUNT)	UNIT TYPE	UNIT COUNT	TOTAL GROSS SQ. FT.	TOTAL NET SQ. FT.
100	1-BED	100	100,000	75,000
100	2-BED	100	200,000	150,000
100	3-BED	100	300,000	225,000
100	4-BED	100	400,000	300,000
100	5-BED	100	500,000	375,000
100	6-BED	100	600,000	450,000
100	7-BED	100	700,000	525,000
100	8-BED	100	800,000	600,000
100	9-BED	100	900,000	675,000
100	10-BED	100	1,000,000	750,000
100	11-BED	100	1,100,000	825,000
100	12-BED	100	1,200,000	900,000
100	13-BED	100	1,300,000	975,000
100	14-BED	100	1,400,000	1,050,000
100	15-BED	100	1,500,000	1,125,000
100	16-BED	100	1,600,000	1,200,000
100	17-BED	100	1,700,000	1,275,000
100	18-BED	100	1,800,000	1,350,000
100	19-BED	100	1,900,000	1,425,000
100	20-BED	100	2,000,000	1,500,000
100	21-BED	100	2,100,000	1,575,000
100	22-BED	100	2,200,000	1,650,000
100	23-BED	100	2,300,000	1,725,000
100	24-BED	100	2,400,000	1,800,000
100	25-BED	100	2,500,000	1,875,000
100	26-BED	100	2,600,000	1,950,000
100	27-BED	100	2,700,000	2,025,000
100	28-BED	100	2,800,000	2,100,000
100	29-BED	100	2,900,000	2,175,000
100	30-BED	100	3,000,000	2,250,000
100	31-BED	100	3,100,000	2,325,000
100	32-BED	100	3,200,000	2,400,000
100	33-BED	100	3,300,000	2,475,000
100	34-BED	100	3,400,000	2,550,000
100	35-BED	100	3,500,000	2,625,000
100	36-BED	100	3,600,000	2,700,000
100	37-BED	100	3,700,000	2,775,000
100	38-BED	100	3,800,000	2,850,000
100	39-BED	100	3,900,000	2,925,000
100	40-BED	100	4,000,000	3,000,000
100	41-BED	100	4,100,000	3,075,000
100	42-BED	100	4,200,000	3,150,000
100	43-BED	100	4,300,000	3,225,000
100	44-BED	100	4,400,000	3,300,000
100	45-BED	100	4,500,000	3,375,000
100	46-BED	100	4,600,000	3,450,000
100	47-BED	100	4,700,000	3,525,000
100	48-BED	100	4,800,000	3,600,000
100	49-BED	100	4,900,000	3,675,000
100	50-BED	100	5,000,000	3,750,000
100	51-BED	100	5,100,000	3,825,000
100	52-BED	100	5,200,000	3,900,000
100	53-BED	100	5,300,000	3,975,000
100	54-BED	100	5,400,000	4,050,000
100	55-BED	100	5,500,000	4,125,000
100	56-BED	100	5,600,000	4,200,000
100	57-BED	100	5,700,000	4,275,000
100	58-BED	100	5,800,000	4,350,000
100	59-BED	100	5,900,000	4,425,000
100	60-BED	100	6,000,000	4,500,000
100	61-BED	100	6,100,000	4,575,000
100	62-BED	100	6,200,000	4,650,000
100	63-BED	100	6,300,000	4,725,000
100	64-BED	100	6,400,000	4,800,000
100	65-BED	100	6,500,000	4,875,000
100	66-BED	100	6,600,000	4,950,000
100	67-BED	100	6,700,000	5,025,000
100	68-BED	100	6,800,000	5,100,000
100	69-BED	100	6,900,000	5,175,000
100	70-BED	100	7,000,000	5,250,000
100	71-BED	100	7,100,000	5,325,000
100	72-BED	100	7,200,000	5,400,000
100	73-BED	100	7,300,000	5,475,000
100	74-BED	100	7,400,000	5,550,000
100	75-BED	100	7,500,000	5,625,000
100	76-BED	100	7,600,000	5,700,000
100	77-BED	100	7,700,000	5,775,000
100	78-BED	100	7,800,000	5,850,000
100	79-BED	100	7,900,000	5,925,000
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100	81-BED	100	8,100,000	6,075,000
100	82-BED	100	8,200,000	6,150,000
100	83-BED	100	8,300,000	6,225,000
100	84-BED	100	8,400,000	6,300,000
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100	88-BED	100	8,800,000	6,600,000
100	89-BED	100	8,900,000	6,675,000
100	90-BED	100	9,000,000	6,750,000
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100	94-BED	100	9,400,000	7,050,000
100	95-BED	100	9,500,000	7,125,000
100	96-BED	100	9,600,000	7,200,000
100	97-BED	100	9,700,000	7,275,000
100	98-BED	100	9,800,000	7,350,000
100	99-BED	100	9,900,000	7,425,000
100	100-BED	100	10,000,000	7,500,000

CONCRETE AREAS	1,540,000
WOODWORK	1,540,000
MECHANICAL	1,540,000
ELECTRICAL	1,540,000
PLUMBING	1,540,000
PAINTING	1,540,000
LANDSCAPE	1,540,000
AVAILABILITY	1,540,000
CONSTRUCTION	1,540,000
OPERATION	1,540,000
MAINTENANCE	1,540,000
TOTAL	15,400,000

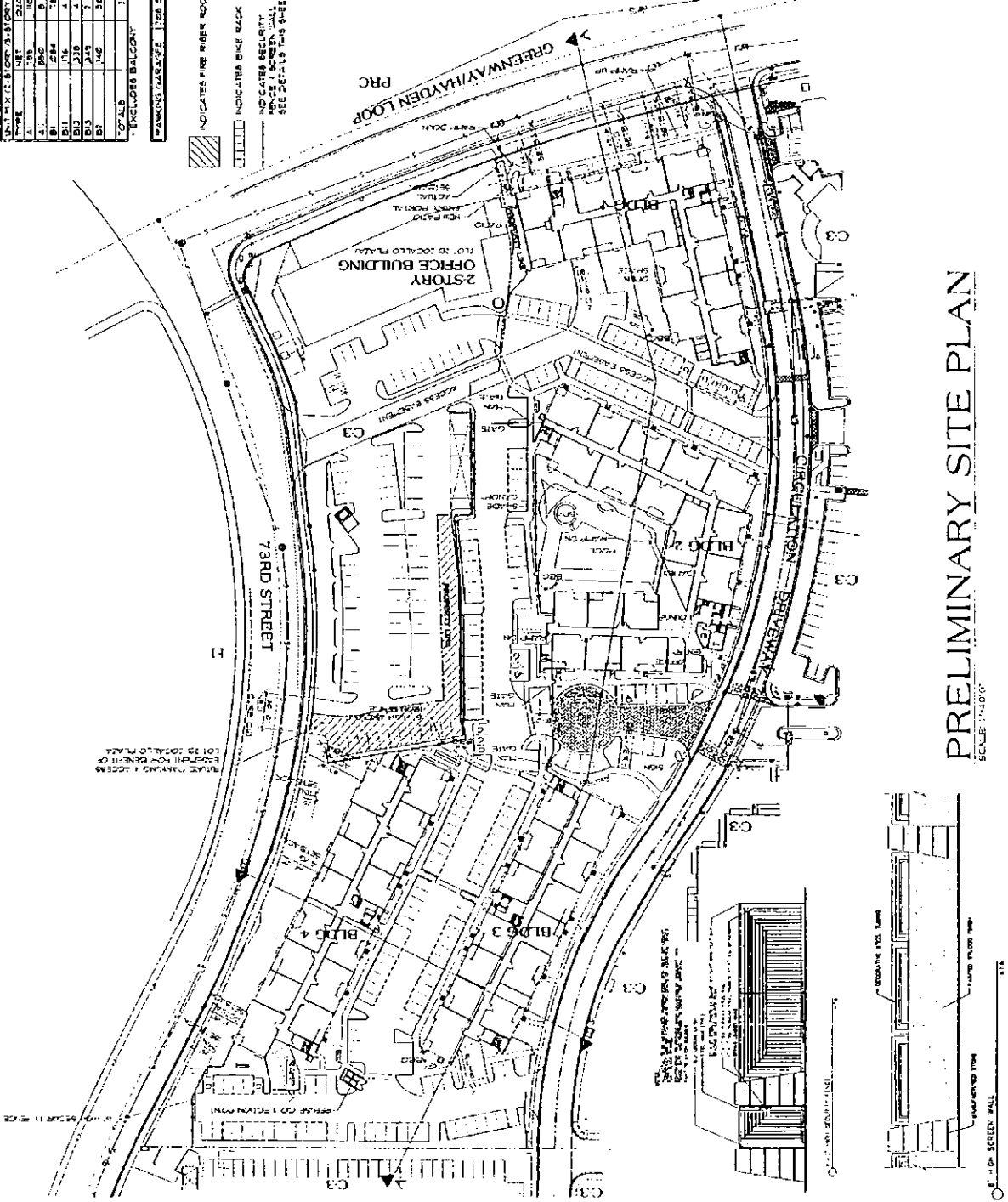


Exhibit A to Attachment #1

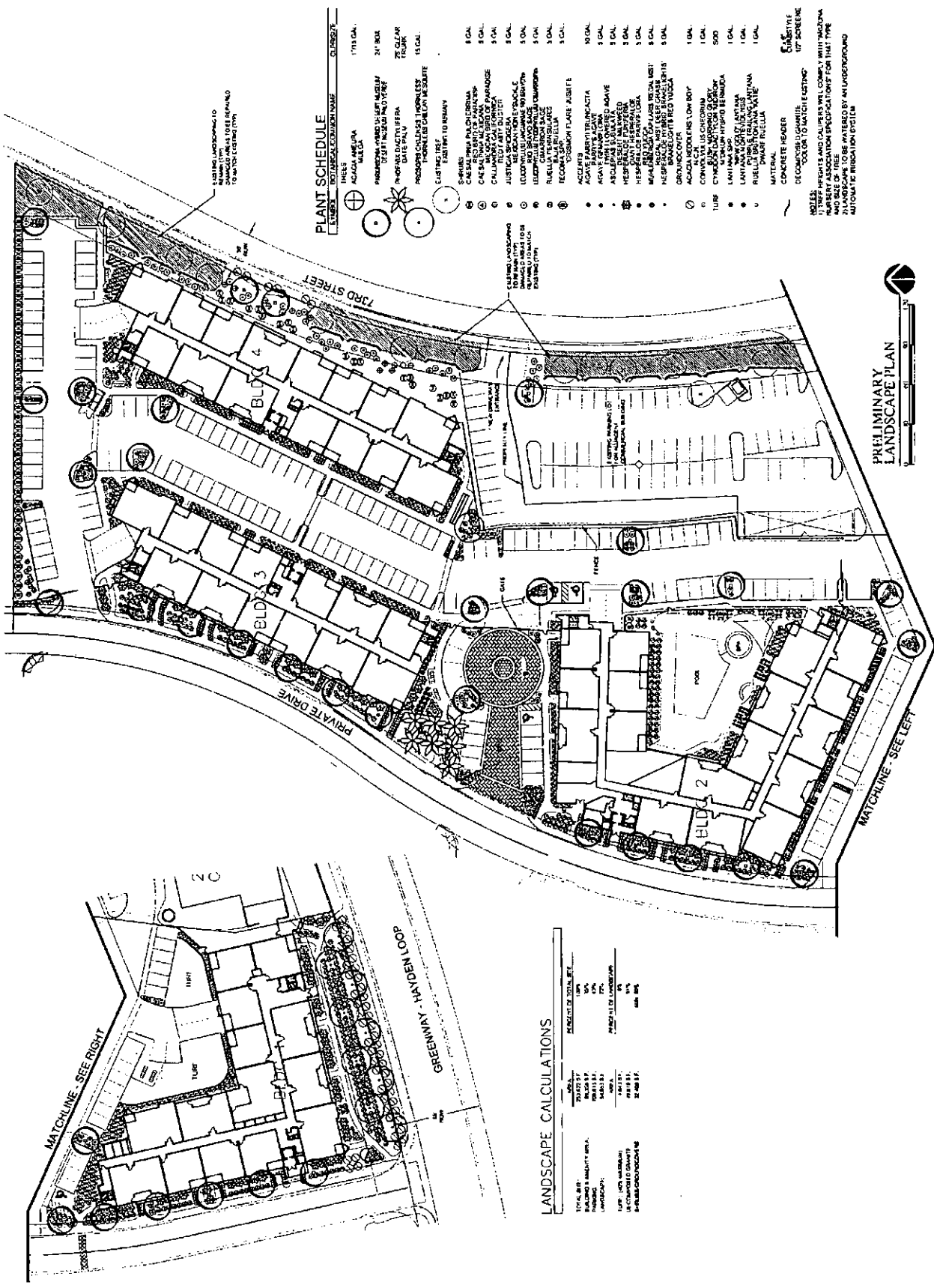


2014 N. 1st Ave.  
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www.gilmoreparsons.com

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



DATE: 08/11/11  
PROJECT: 11111  
SHEET: 1 OF 1  
SCALE: 1/4" = 1'-0"



PLANT SCHEDULE

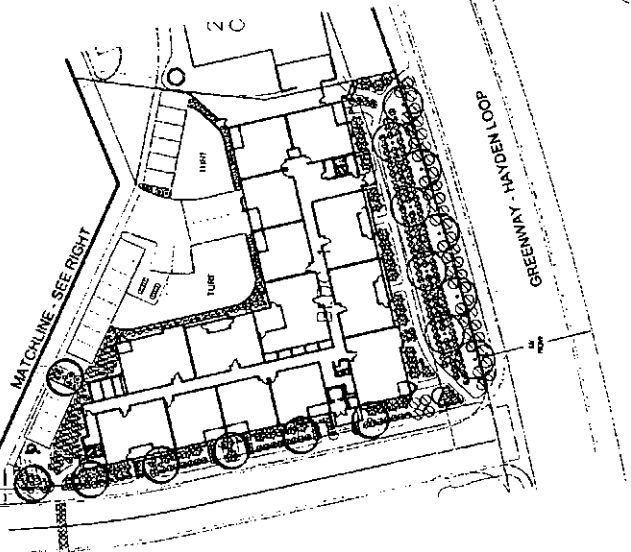
SYMBOL	PLANT SPECIES	QUANTITY
1	1" PALM	1775 GAL.
2	2" PALM	24' BOX
3	3" PALM	75' CLEAR
4	4" PALM	15 GAL.
5	5" PALM	15 GAL.
6	6" PALM	15 GAL.
7	7" PALM	15 GAL.
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99	99" PALM	15 GAL.
100	100" PALM	15 GAL.

NOTES:  
1. ALL PLANTINGS TO BE INSTALLED BY THE CONTRACTOR.  
2. ALL PLANTINGS TO BE INSTALLED BY THE CONTRACTOR.  
3. ALL PLANTINGS TO BE INSTALLED BY THE CONTRACTOR.  
4. ALL PLANTINGS TO BE INSTALLED BY THE CONTRACTOR.  
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8. ALL PLANTINGS TO BE INSTALLED BY THE CONTRACTOR.  
9. ALL PLANTINGS TO BE INSTALLED BY THE CONTRACTOR.  
10. ALL PLANTINGS TO BE INSTALLED BY THE CONTRACTOR.



LANDSCAPE CALCULATIONS

DESCRIPTION	AREA (SQ. FT.)	PERCENT OF TOTAL AREA
TOTAL AREA	200,000	100%
PLANTING AREA	100,000	50%
WALKWAY AREA	50,000	25%
POOL AREA	20,000	10%
DRIVEWAY AREA	10,000	5%
LANDSCAPE TOTAL	180,000	90%



MATCHLINE - SEE RIGHT

MATCHLINE - SEE LEFT



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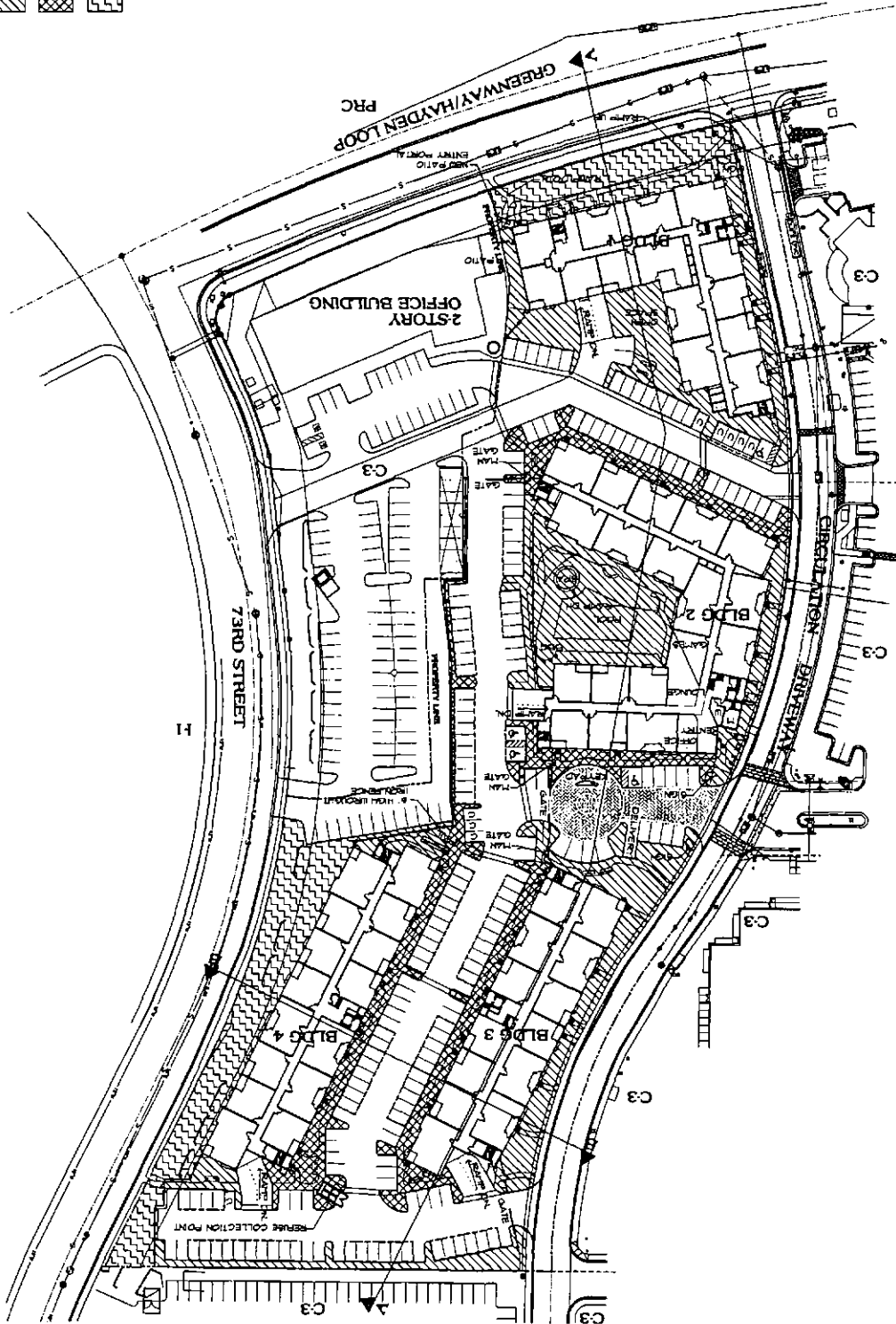
The Residences At Zocallo Plaza  
 15440 N. Greenway-Hayden Loop  
 Scottsdale, AZ 85260

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

AS2

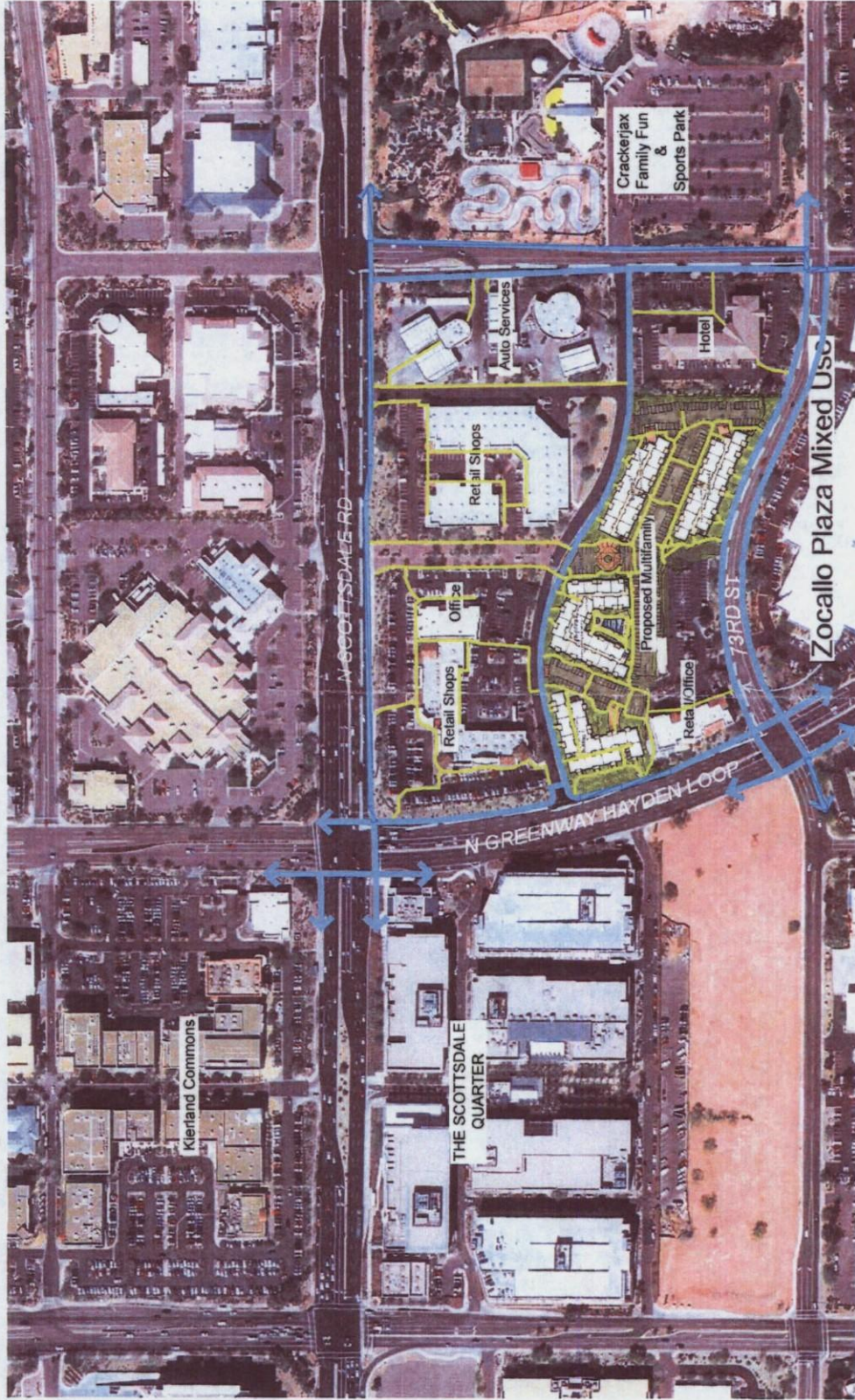
OPEN SPACE	76,462 SF
PRIVATE/PAV. CONT.	16,863 SF
STREET FRONTAGE	3,571 SF
COMMON OPEN SPACE	9,712 SF
PARKING LOT LANDSCAPING	8,712 SF
TOTAL OPEN SPACE	114,920 SF, OR 34.5%

- INDICATES COMMON OPEN SPACE
- INDICATES PARKING LOT LANDSCAPED OR PAVED AREA (IS REQUIRED) 18,863 SF. REQUIRED 18,863 SF. PAVED 18,863 SF. REQUIRED 18,863 SF.
- INDICATES STREET FRONTAGE OPEN SPACE



SITE PLAN WORKSHEET/OPEN SPACE PLAN  
 SCALE: 1"=40'





**THE RESIDENCES AT ZOCALLO PLAZA SCOTTSDALE ARIZONA**



**L.R. Niemiec Architects, Inc.**  
 8585 E. Hanford Drive Suite 115 Scottsdale AZ 85255 (480)998-7578



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

Elevations  
Scale: 1/8" = 1'-0"



A-3

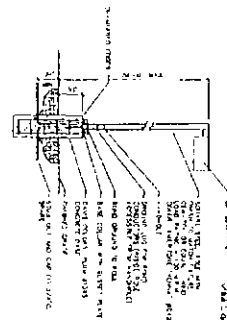


BUILDING 1 SOUTH ELEVATION  
Scale: 1/8" = 1'-0"

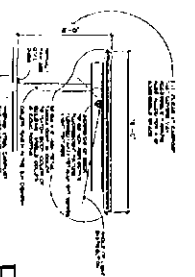


BUILDING 1 WEST ELEVATION  
Scale: 1/8" = 1'-0"

ZOCALLO PLAZA STAIRWELL  
PARKING LOT LIGHT FIXTURE

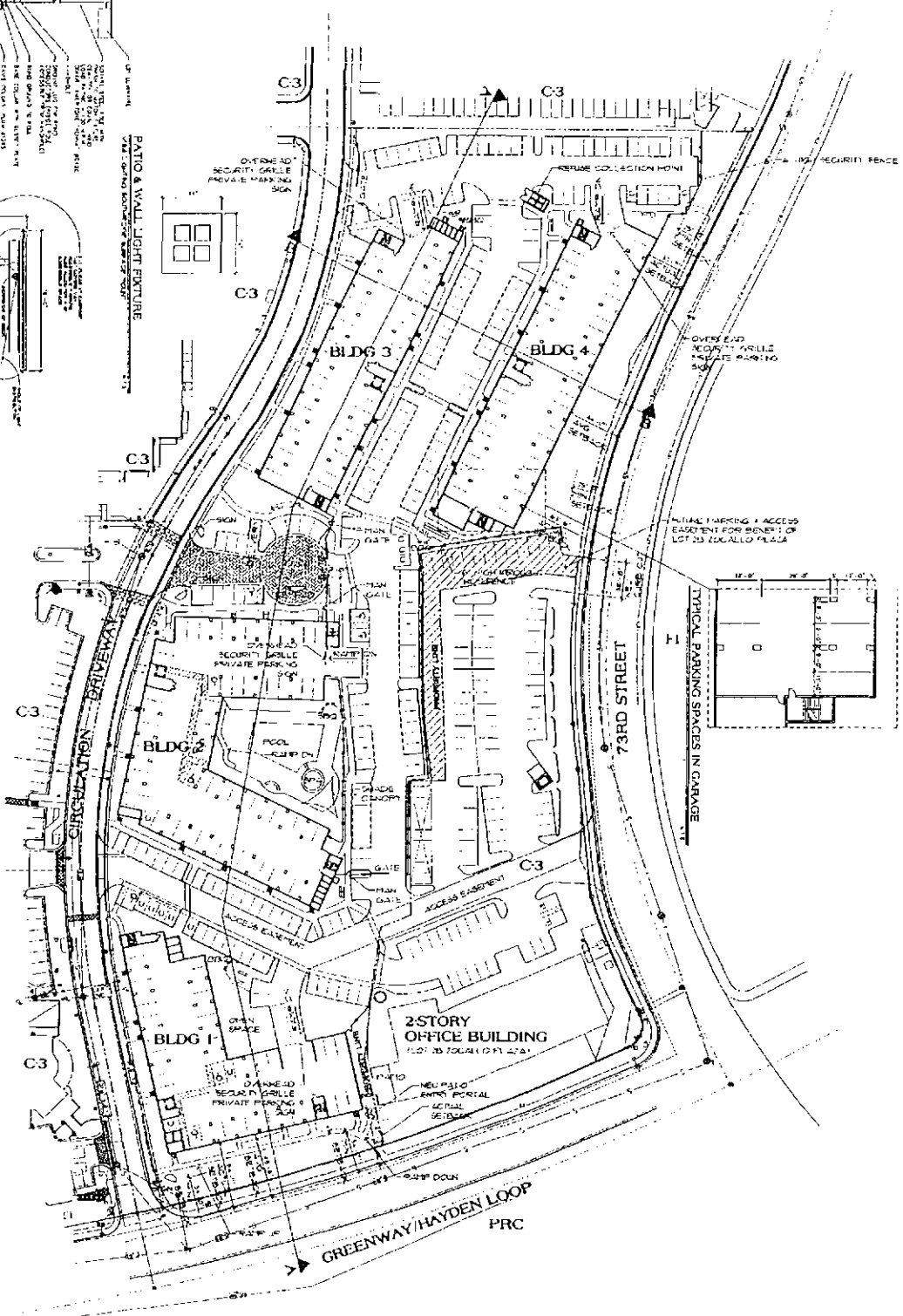


CARPORT LIGHT FIXTURE



PRELIMINARY BASEMENT PARKING PLAN

SCALE: 1/8"=1'-0"



AS 1.1



BSMNT PLAN  
Scale: 1" = 40' 0"

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

Customer: The City of Scottsdale, 15440 N. Greenway/Hayden Loop, Scottsdale, AZ 85260. The City of Scottsdale is the owner of the project. The drawings are prepared for the City of Scottsdale. The drawings are not to be used for any other project without the written permission of the architect. The drawings are not to be used for any other project without the written permission of the architect. The drawings are not to be used for any other project without the written permission of the architect.

L.R. Niemiec Architects

L.R. NIEMIEC ARCHITECTS/PLANNERS, INC. • 4548 EAST HAYDEN LOOP DRIVE, SUITE 156 • SCOTTSDALE, ARIZONA 85255 • (480) 998-1111

10-ZN-2011  
2nd: 9/9/2011

# 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.*

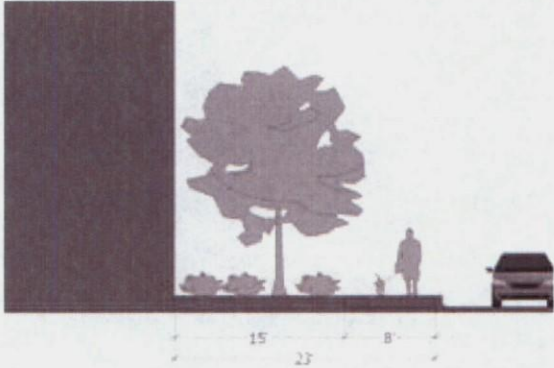
1. Architecturally integrated features, such as roof top mechanical equipment for utility and communication purposes, elevator bulk head, stairwell, screen wall, railing, trellis and patio cover may exceed the building height up to ten (10) feet provided that the area within the said exceptions do not 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.

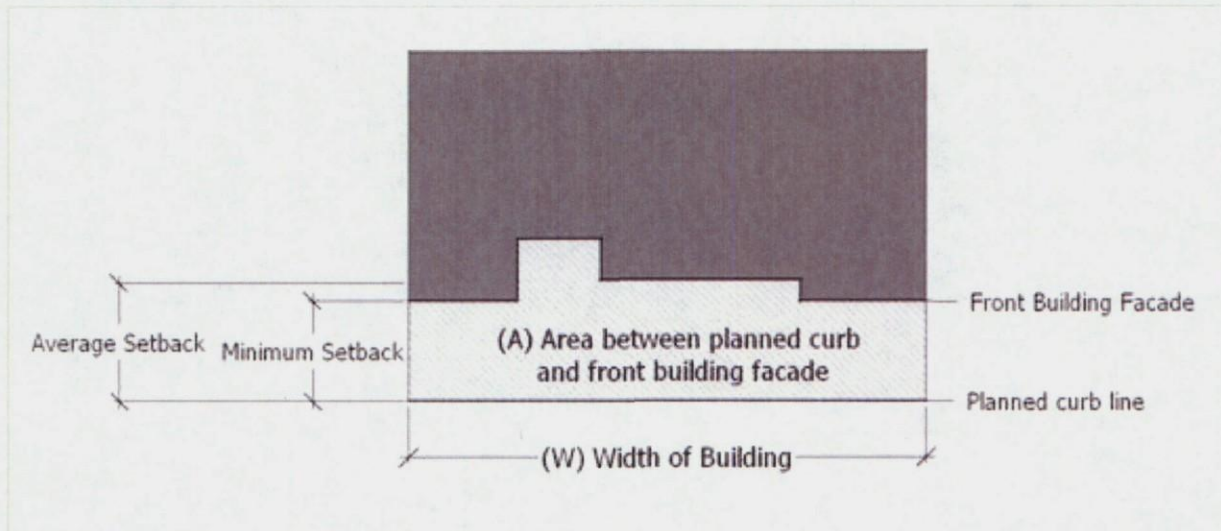
TABLE A			
BUILDING SETBACK FROM BACK OF THE PLANNED CURB ALONG STREETS			
Street Classification Type and Use	Minimum Setback	Average Setback	Setback Diagram – This Illustrates Setbacks, Excluding Average Setback, Dimensions are for Illustrative Purposes.
Major and Minor Arterial – Residential on First 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.**



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

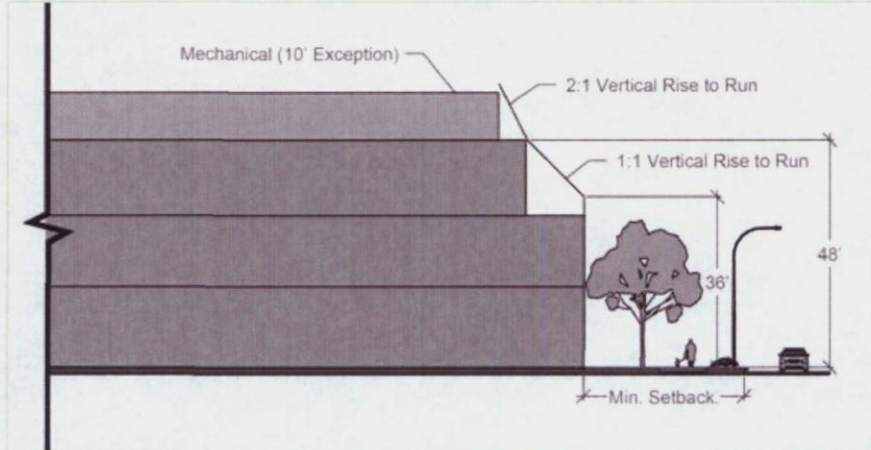
3. *Designated scenic corridor or buffered setback.* Where a designated scenic corridor or a buffered setback is existing or planned the setback shall be the required width of the designated scenic corridor or buffered setback. The Planned Unit Development (PUD) District average setback shall not apply.

**F. Building envelope.**

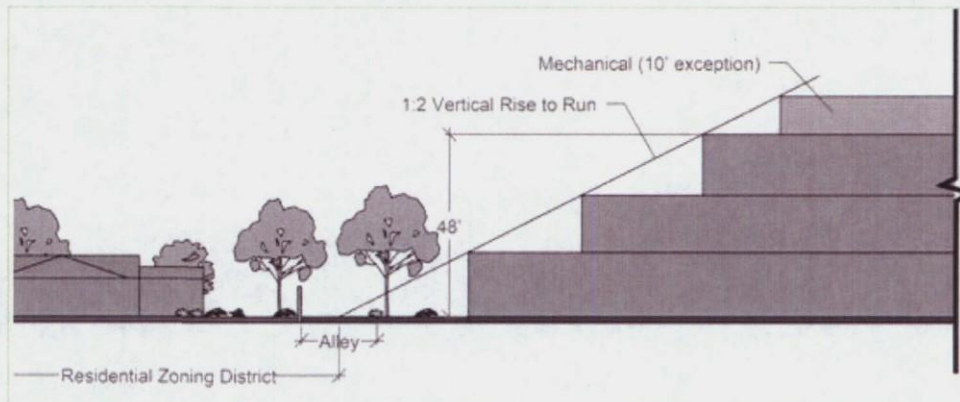
1. Starting at a point thirty-six (36) feet above the minimum building setback line, the building envelope inclined stepback plane shall slope upwards at 1:1 (ratio of the vertical rise to the horizontal run) to a point measured forty-eight (48) feet above the minimum building setback line. Thereafter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

# 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 +/- "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 GACAP 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+/- 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.



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

ATTACHMENT #3

**Zocallo Residential**

G.I.S. ORTHOPHOTO 2010

**Q.S.  
35-45**



**Q.S.  
35-45**

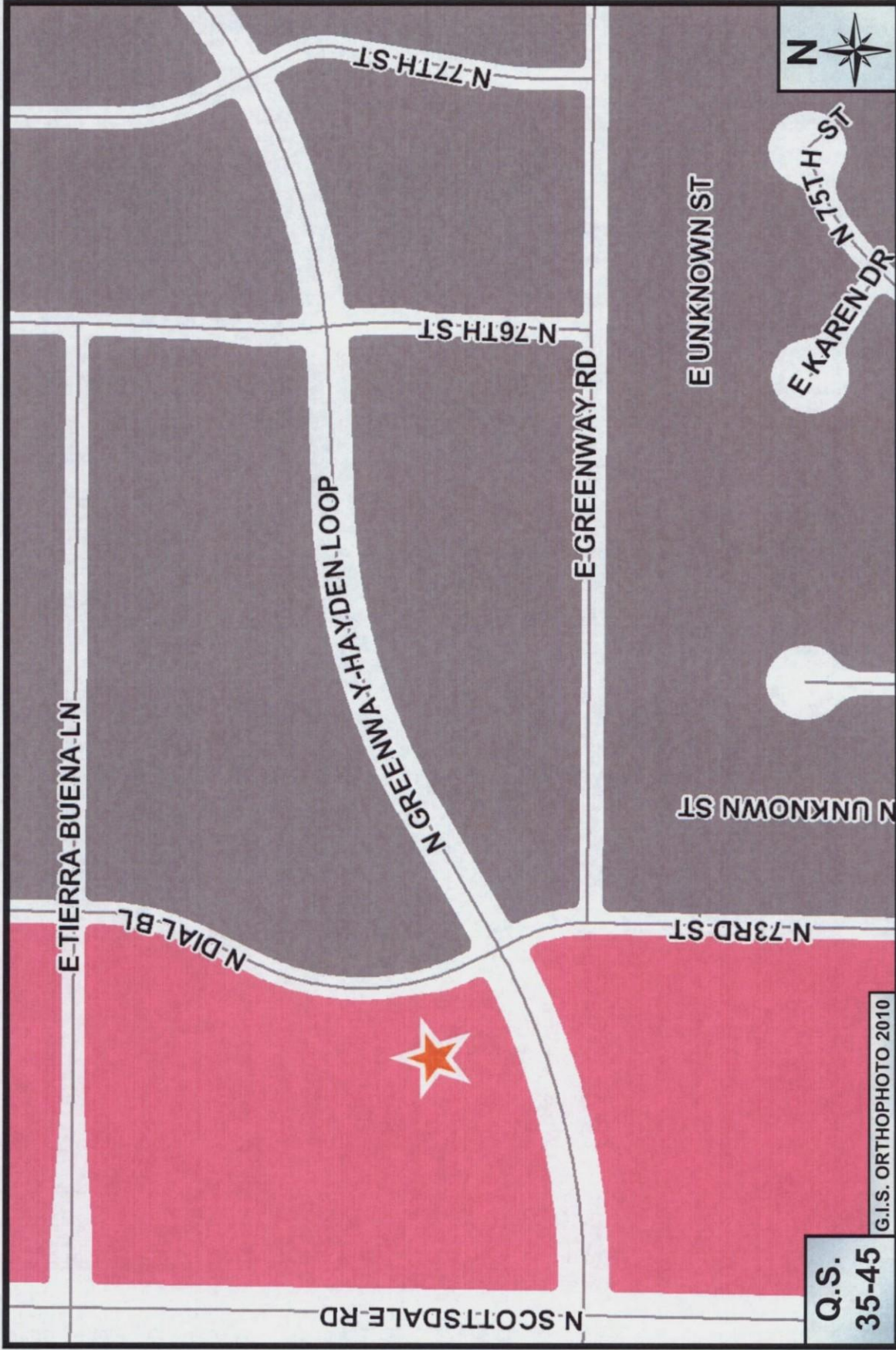
G.I.S. ORTHOPHOTO 2010

# Zocallo Residential

## 6-GP-2011 / 10-ZN-2011

ATTACHMENT #3A





**Q.S.**  
**35-45**

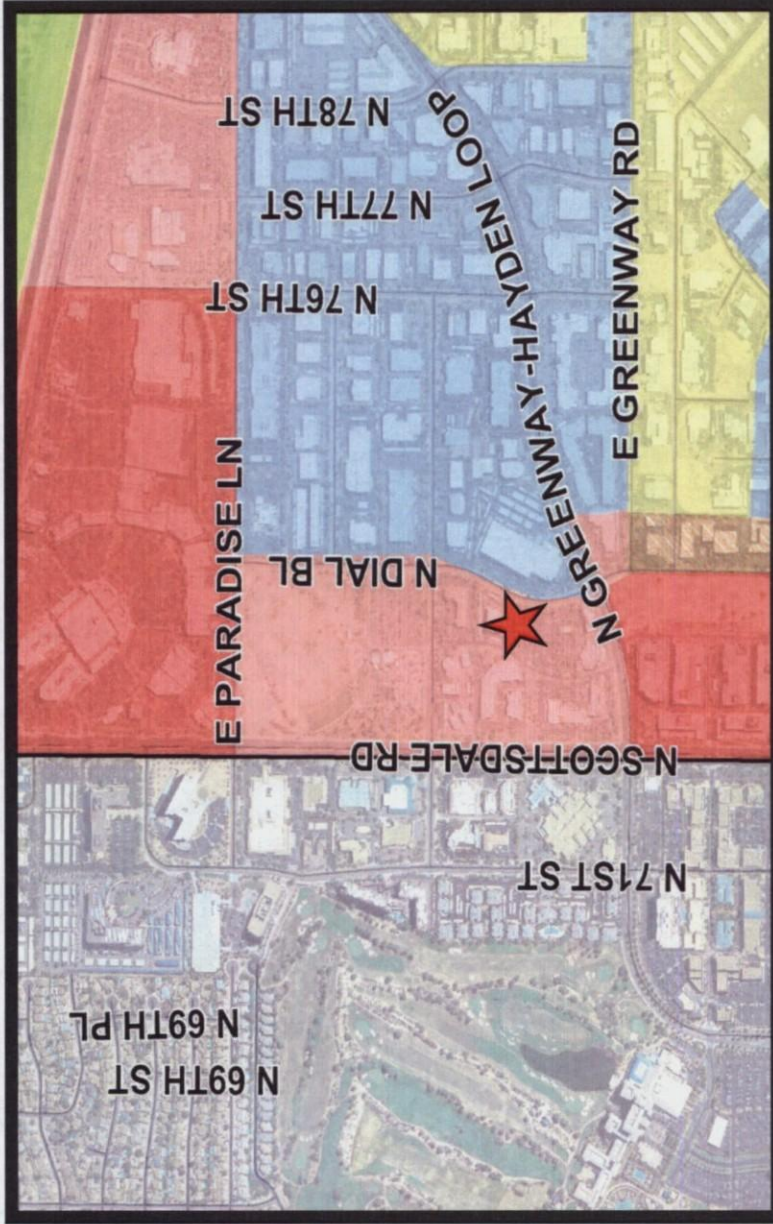
G.I.S. ORTHOPHOTO 2010

# Zocallo Residential

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

ATTACHMENT #4

# Greater Airpark Character Area Plan - existing



**Legend**

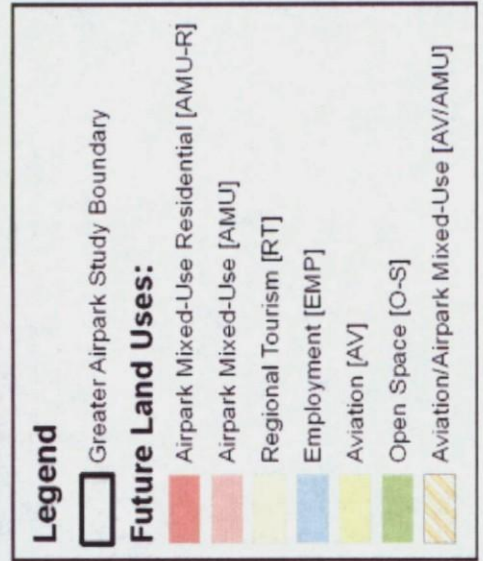
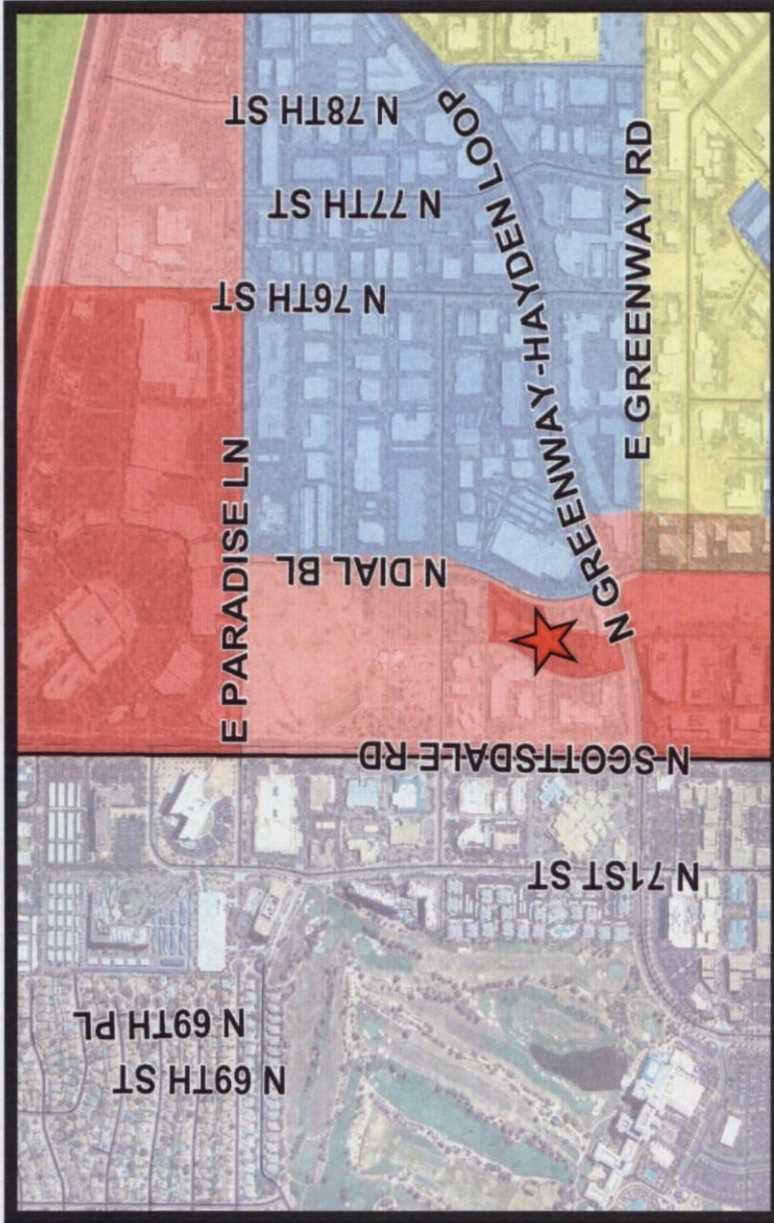
- Greater Airpark Study Boundary

**Future Land Uses:**

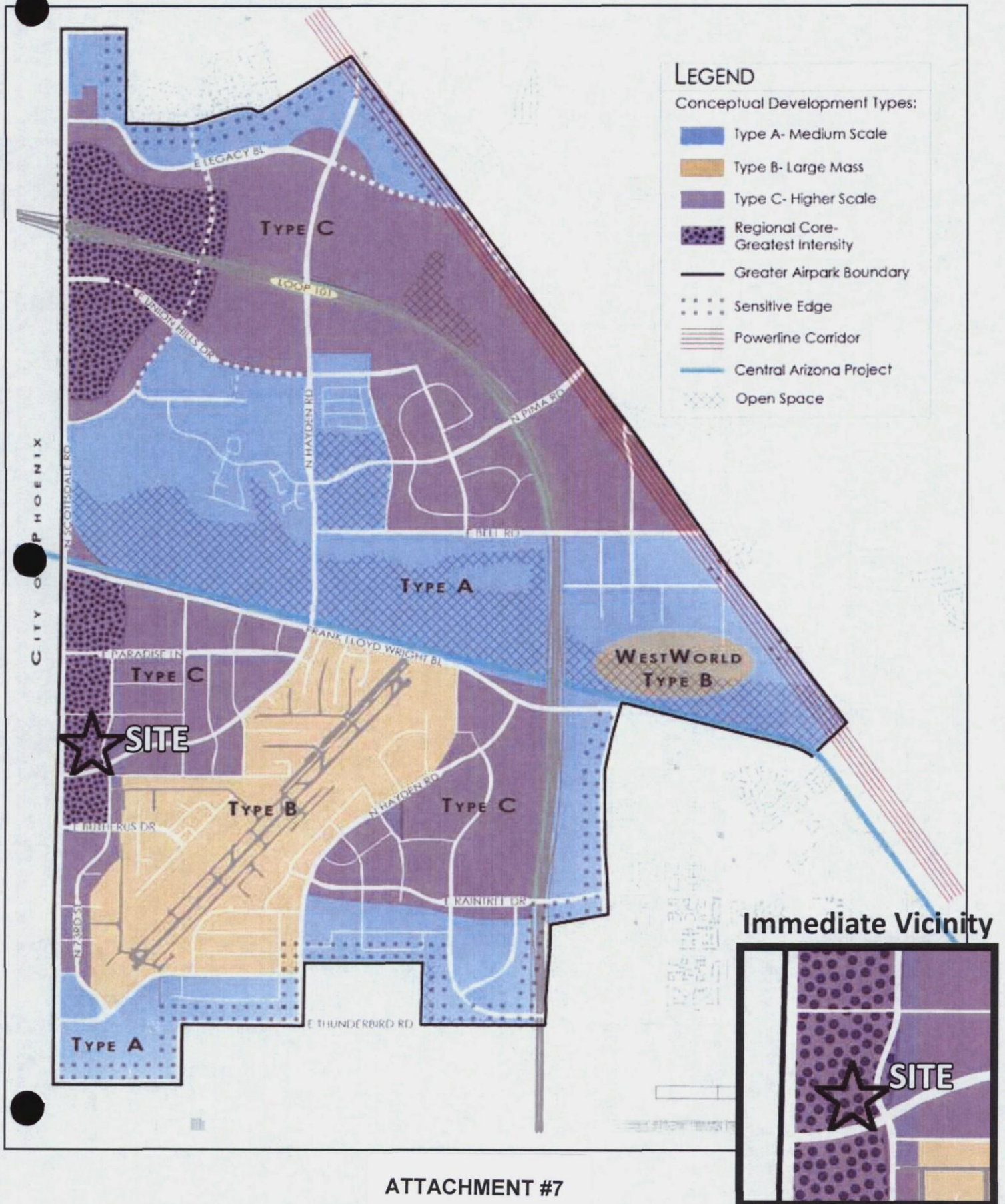
- Airpark Mixed-Use Residential [AMU-R]
- Airpark Mixed-Use [AMU]
- Regional Tourism [RT]
- Employment [EMP]
- Aviation [AV]
- Open Space [O-S]
- Aviation/Airpark Mixed-Use [AV/AMU]

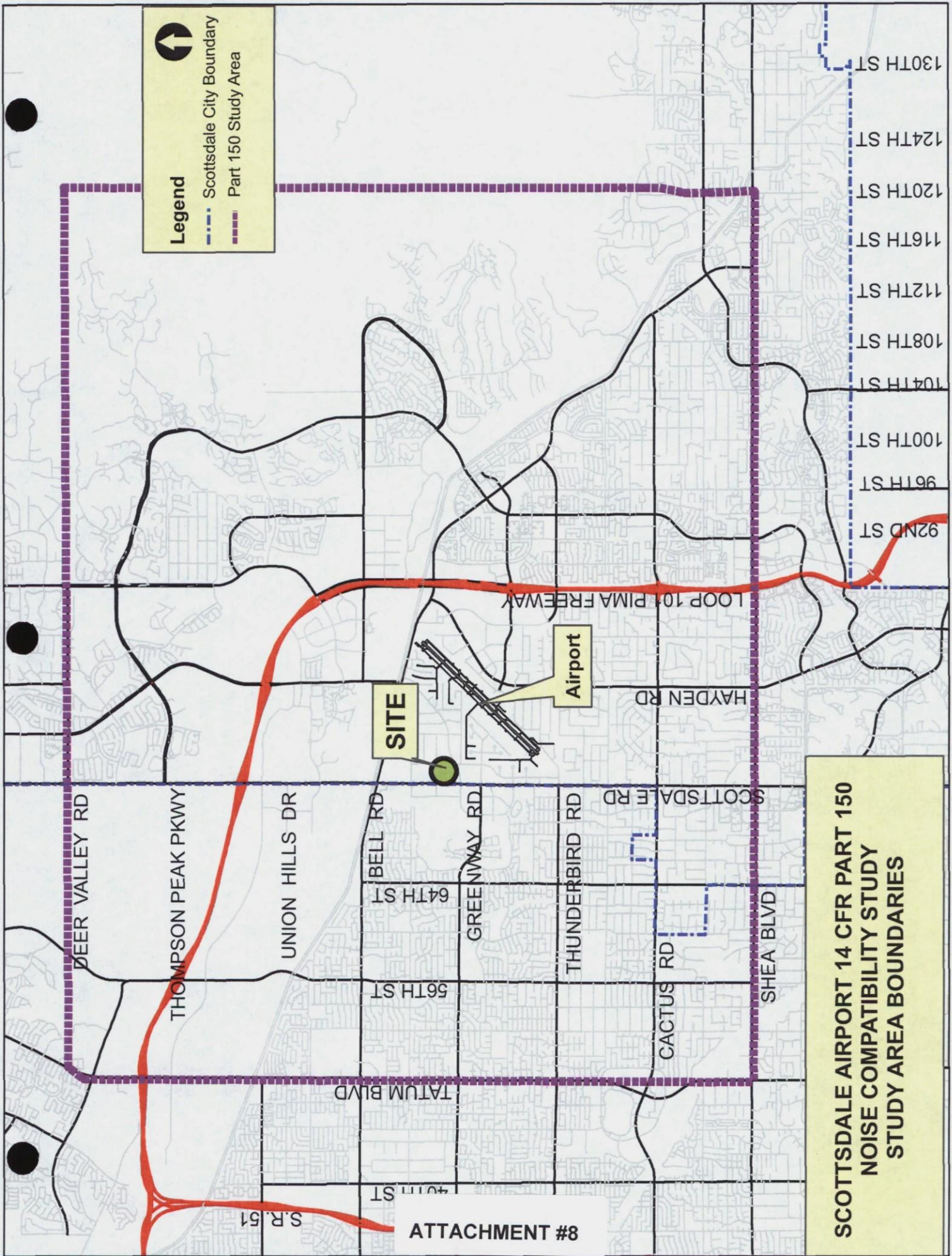


# Greater Airpark Character Area Plan - proposed





# Greater Airpark Character Area Plan Development Types Site In Context





**Legend**

-  Scottsdale City Boundary
-  Part 150 Study Area

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

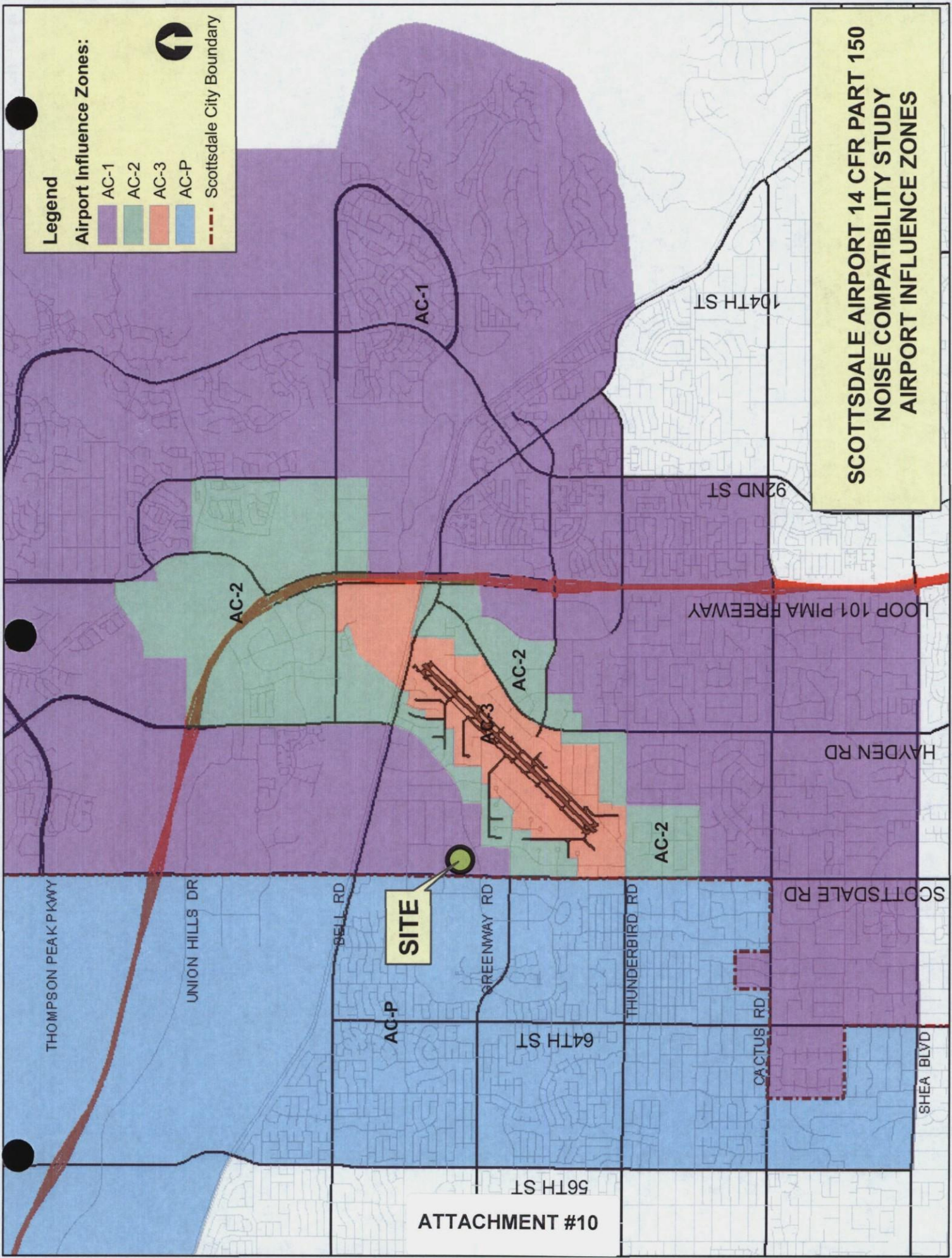
**ATTACHMENT #8**

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

**Legend**

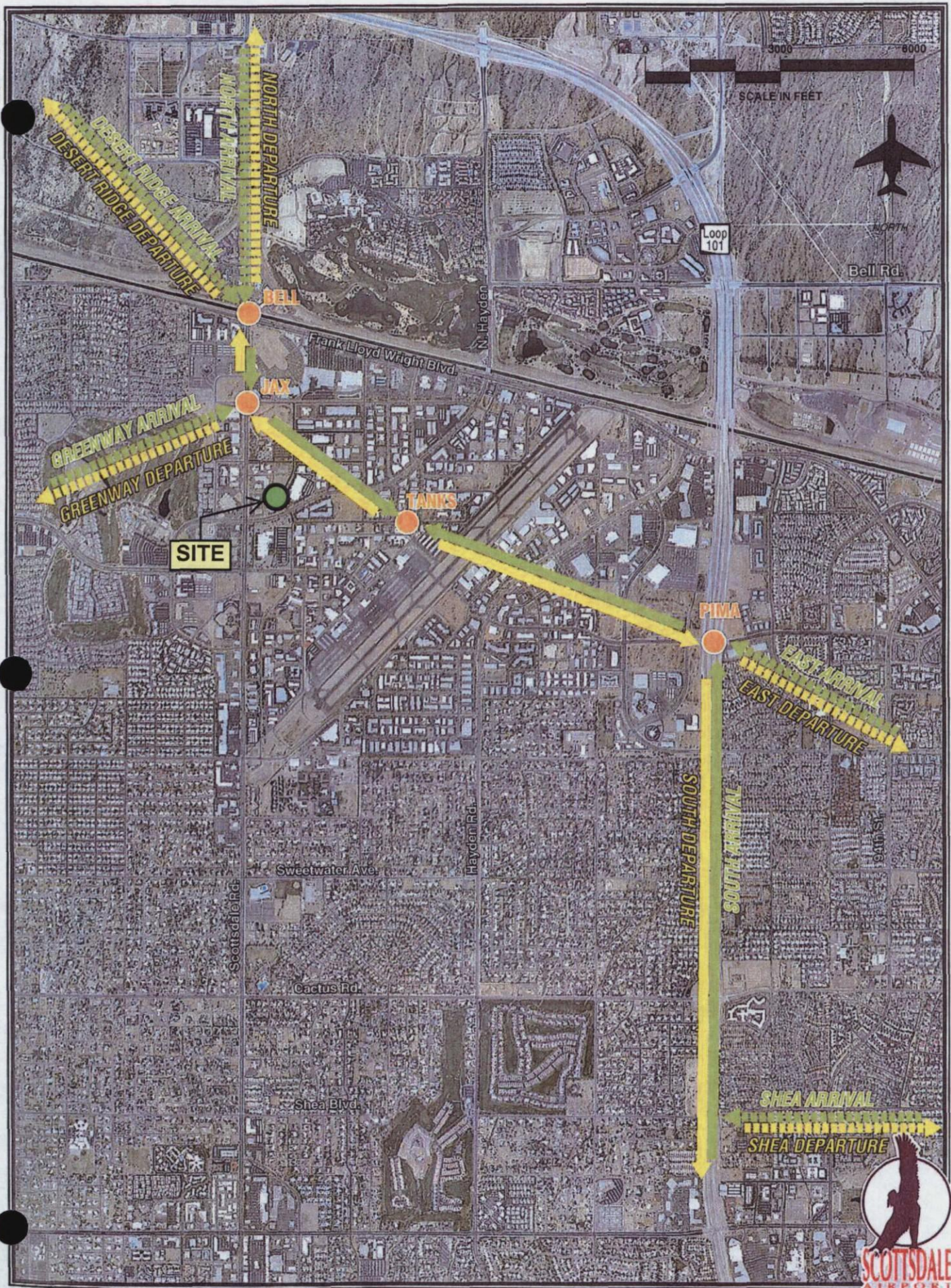
- Scottsdale City Boundary
- 2009 Noise Contours





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**

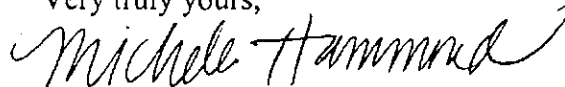
Dear Property Owner(s):

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@berrdamore.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 last 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

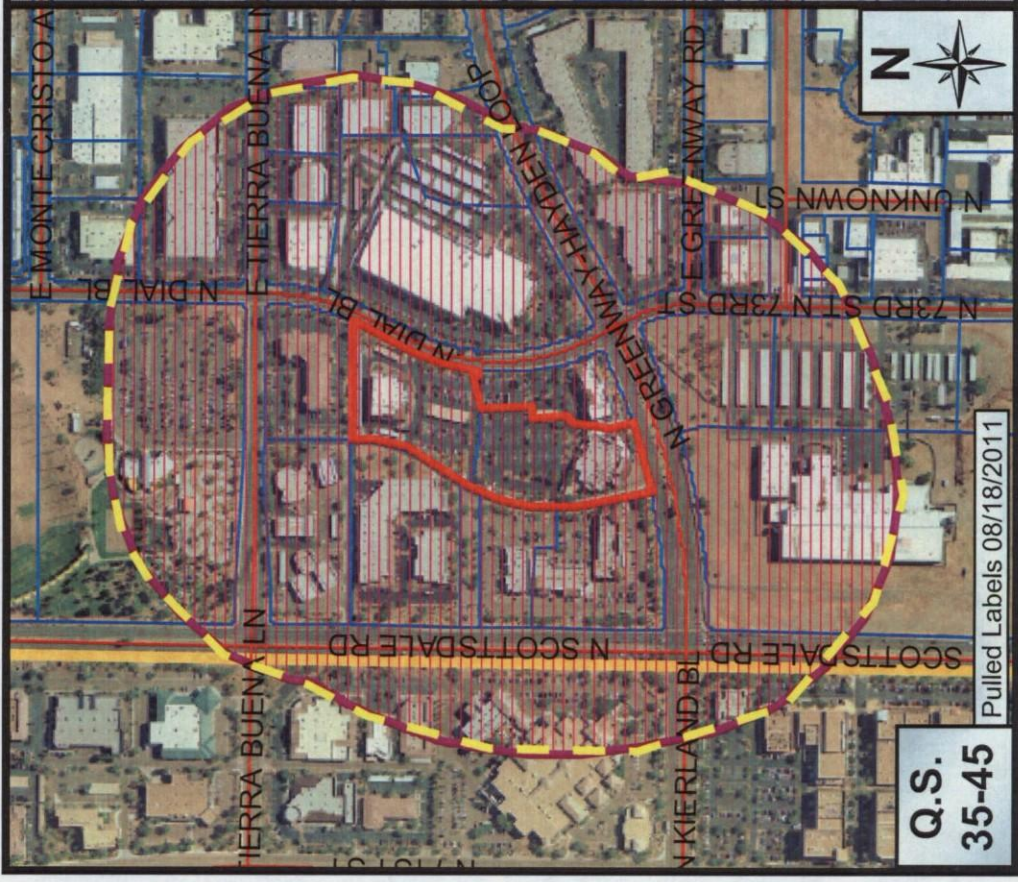
By: 

Ronald Finkel

Its: 



# City Notifications – Mailing List Selection Map



**Map Legend:**



Site Boundary



Properties within 750-foot

**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**