

**Application
Narrative
Cash Transmittal
Pre-Application
Pre-App Narrative
Pre-App Cash Transmittal
Development Standards**

Hyatt Place

Development Review Board

Project Narrative

Location:

7330 N. Pima Road



Prepared for:

City of Scottsdale

Prepared by:

John Berry, Esq.
Michele Hammond, Principal Planner
Berry Riddell LLC
6750 E. Camelback, Suite 100
Scottsdale, AZ 85251
480-385-2727

I. Summary of Request

The request is for Development Review Board approval of a new hotel located at 7330 N. Pima Road. The proposal includes demolition of the 15-suite timeshare building and demolition of the existing two-story 34-room Day's Inn to be replaced with a new three story 100 room Hyatt Place Hotel. A Use Permit was approved by City Council in 2008 (Case 16-UP-2007 Cambria Suites) for the hotel remodel which was never completed. The new "L" shaped hotel layout complies with the approved site plan. The proposal includes 100 new guest rooms and on-site amenities.

Understanding the changes in travel accommodation trends and the desires of hotel guests, it's important for hotel owners to remain relevant and responsive to their guests' needs ensuring higher occupancy and strengthening their economic stability over the long term.

Context Aerial



II. Zoning Context

The subject property is zoned Multi-Family Residential, Planned Community District (R-5 PCD). A hotel use is a permitted use in an R-5 District subject to a Conditional Use Permit which was amended July 8, 2008.

Surrounding Zoning



III. Development Review Board Criteria

Sec. 1.904. - Criteria.

A. In considering any application for development, the Development Review Board shall be guided by the following criteria:

- 1. The Board shall examine the design and theme of the application for consistency with the design and character components of the applicable guidelines, development standards, Design Standards and Policies Manual, master plans, character plan and General Plan.*

Response: The proposed new hotel is consistent with the DS&PM and General Plan goals and policies as established in this DRB application and in zoning case 16-UP-2007.

- 2. The architectural character, landscaping and site design of the proposed development shall:*
 - a. Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;*
 - and-*
 - b. Avoid excessive variety and monotonous repetition;*

Response:

• ***Architecture***

The new building design is clean and modern and incorporates natural stone with earth tone colors and textures to tastefully blend in with the local landscape. The exterior facade is articulated to provide visual relief with light and dark sections and horizontal shading over most window openings.

We have positioned the building mass as far away from the residential neighborhood as possible. The multi-story portion is sited along the busy street and will serve as a sound barrier. The open space in between is larger, completely new and enhanced with a variety of terrain and plant material.

• ***Landscape***

The Site Plan worksheet demonstrates an excess of overall open space, providing approximately 45%. The landscape palette consists of low water use trees and shrubs along the street frontage and outward facing buffer areas. The new domestic garden theme includes a variety of desert landscape mixed with some more lush species as accents. Landscape and Open Spaces are provided throughout the property. The landscape setback along Pima Rd, varies from 30-40 feet wide along length of the Eastern property line. The existing mature landscaped area between the back of the sidewalk and the parking lot will be maintained and supplemented with additional Date and Fan Palms, Yuccas, cactus and substantial understory plantings. The gem of the hotel's outdoor living is the pool and terrace area. This complex is equipped with a 23' x 55' large swimming pool, generous sun deck, shade pavilions, covered lounge, outdoor kitchen, fireside gathering, a dramatic fire & water fountain feature, poolside bathrooms with outdoor showers. The pool complex is buffered on the west side by a large 5' tall undulating berm with drifts and clusters of evergreen shrubbery and mid-scale plantings. The Northern pool boundary is enclosed with a 6' screen/wall running parallel to the existing large stand of nine existing trees. Additional foundation and screen planting is proposed between the new pedestrian walkway and the building to the north. The balance of the site landscaping creates an interesting garden experience along the property's path system while providing an attractive base and screening along the east and south elevations of the new hotel. Desert willows and ironwoods provide larger canopies for the parking areas. The retention basins have been planted with a wide variety of shrubs and agaves and transition plants so as to present a seamless domestic landscape theme.

• ***Connectivity***

Primary access to the site will be provided by the existing driveway at N. Pima Road, which connects to the internal driveway of Inner Circle Drive serving the individual lots within the subdivision. The existing hotel development generates daily maximum trips of approximately 1,046. The proposed redevelopment is estimated to generate a maximum of 1,471 daily trips. However, despite the increase in daily trips, the proposed hotel project is not anticipated to generate significant impact on traffic or surrounding roadways. N. Pima Road is an arterial roadway designed to handle the anticipated traffic

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

Response: The building configuration, architectural character, site circulation, pedestrian connectivity, quality and amount of open space, landscaping, and amenities all factor into providing a design that enhances the unique Southwestern character of Scottsdale. The Hyatt Place architecture has keyed off surrounding architectural theming, materials, and details for contextual appropriateness. The proposed development will uphold the Scottsdale Sensitive Design Principles, which are described below, understanding the City's sensitivity to corporate architecture and unsuitable lighting.

Refer to Scottsdale's Sensitive Design Principles below and responses to a. and b. above.

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

Response: Not applicable.

- e. Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback or architectural details, in the Historic Property Overlay District.***

Response: Not applicable.

- 3. Ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be so designed as to promote safety and convenience.***

Response: The Property is located within close proximity to an array of land uses (office, retail, support services) and the proposed pedestrian connections enhance the environment for the hotel and its guests.

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

Response: Mechanical equipment and appurtenances will be fully screened and integrated within the building design.

- 5. Within the Downtown Area, building and site design shall:***
- a. Demonstrate conformance with the Downtown Plan Urban Design & Architectural Guidelines;***
 - b. Incorporate urban and architectural design that address human scale and incorporate pedestrian-oriented environment at the street level;***

- c. *Reflect contemporary and historic interpretations of Sonoran Desert architectural traditions, by subdividing the overall massing into smaller elements, expressing small scale details, and recessing fenestrations;*
- d. *Reflect the design features and materials of the urban neighborhoods in which the development is located; and*
- e. *Incorporate enhanced design and aesthetics of building mass, height, materials, and intensity with transitions between adjacent/abutting Type 1 and Type 2 Areas, and adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.*

Response: Not applicable.

- 6. *The location of artwork provided in accordance with the Cultural Improvement Program or Public Art Program shall address the following criteria:*
 - a. *Accessibility to the public;*
 - b. *Location near pedestrian circulation routes consistent with existing or future development or natural features;*
 - c. *Location near the primary pedestrian or vehicular entrance of a development;*
 - d. *Location in conformance with the Design Standards and Policies Manual for locations affecting existing utilities, public utility easements, and vehicular sight distance requirements; and*
 - e. *Location in conformance to standards for public safety.*

Response: Not applicable.

B. The property owner shall address all applicable criteria in this section.

IV. Scottsdale's Sensitive Design Principles

The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and remodel of the Property.

- 1. *The design character of any area should be enhanced and strengthened by new development.*

Response: The new Hyatt Place hotel was designed in a manner that is compatible with both the adjacent residential communities established along Pima Road through the architecture, color palette and building materials selected for the site. The landscape design will maintain the existing Pima Road plant palette supplementing with Desert Museum Palo Verde, Date Palm and Texas Mountain Laurel trees. The specified plant palette recognizes the significance of a shaded pedestrian experience within the suburban context. The Property is ideally located for the existing travel accommodation land use and encouraging revitalization will not only help sustain area businesses, it will stimulate further reinvestment and remodeling of other older established properties in the area.

- 2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features.***

Response: Although the setting of this site is suburban in character and does not have natural features such as washes and natural area open space, the recreational amenities for the hotel guests will be increased in size and enhanced with the proposed new Hyatt Place hotel.

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

Response: The Property is a relatively flat suburban site with an existing hotel and the proposed new hotel will increase the amount of landscaping and open space on site. It is the intent of this owner/developer to provide a desert-rich vegetated environment greatly enhancing the central amenity area and streetscape environment for the hotel Property. The owner/developer recognizes the importance of creating a visually pleasing environment, creating gathering spaces, providing shaded walkways and utilizing low-water use desert appropriate plant materials throughout the development emphasizing the “resort” character desired by the Hyatt Place.

- 4. Development should protect the character of the Sonoran Desert by preserving and restoring natural habitats and ecological processes.***

Response: The proposed development will preserve and restore natural habitats and ecological processes through the inclusion of desert appropriate landscaping. Desert landscaping and additional open space (than what currently exists on site) will contribute to the suburban habitat for wildlife and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature they will become self-sustaining relative to water demand.

- 5. The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.***

Response: Pedestrian circulation along both the perimeter and internal to the hotel site is an important part of the proposed new hotel.

- 6. Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.***

Response: To give some background, the site has operated as a hotel for over 20 years and the proposed new hotel demonstrates the owner’s commitment to maintaining travel accommodations along Pima Road and reinforcing the economic tax base of the City.

The Property is ideally located in the Pima Road Corridor and is within close proximity to an array of land uses (residential, retail, restaurants and support services). The pedestrian connections enhance the environment for the existing hotel use, resulting in reduced travel distances, vehicle trips and promote walking and cycling via nearby trails, sidewalks and recreational amenities as well as proximity to the Salt River Fields, Scottsdale Airpark and Downtown Scottsdale.

7. ***Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.***

Response: The proposed new hotel will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscaping. Connectivity will be provided via sidewalk connections along Pima Road as well as internal to the hotel property. To the extent possible, shade trees will be provided along these connection points.

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

Response: The existing hotel use is located near a wide range of land uses including residential (multifamily and single family), office, golf/recreation, spring training baseball fields, commercial retail, and support services. The building heights will adhere to the building height limitations stipulated in the approved Use Permit case. The height and massing will increase to 3-stories in some areas but not exceed the allowed 36 feet (maximum height allowed in the R-5 district). In terms of context, the proposed hotel remodel is respectful of the existing one and two story residential communities that surround the site.

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

Response: The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and recessed windows, and celebrate the climate by creating abundant outdoor living spaces and common amenities for its guests.

10. ***Developments should strive to incorporate sustainable and healthy building practices and products.***

Response: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized to the extent feasible.

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

Response: Context appropriate native plant materials will be utilized with the revitalization of the Property. The desert character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement. Also, refer to 3. and 4. above.

- 12. *Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.***

Response: The proposed development will maintain a low-water use plant palette consistent with City standards.

- 13. *The extent and quality of lighting should be integrally designed as part of the built environment.***

Response: Lighting is designed in a manner that is respectful of the surrounding context while maintaining safety for hotel guests.

- 14. *Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.***

Response: Project identification will be low-scale and contextually appropriate.



110692

110692
1 01013986
5/9/2017 PLN-1STOP
KPETERS HP600G2020
5/9/2017 1:22 PM
\$1,515.00

Received From :

Zenith Asset Company, LLC
1855 OLYMPIC BLVD STE 300
WALNUT CREEK, CA 94596
925-933-4000

Bill To :

Reference # 175-PA-2017
Address INNER CIRCLE DR/N PIMA RD ()
Subdivision
Marketing Name
MCR
APN
Owner Information
ZMC Hall Equities Group
ZMC Hall Equities Group
Walnut Creek , CA 94596
(925) 933-4000

Issued Date 5/9/2017
Paid Date 5/9/2017
Payment Type CHECK
Cost Center
Jurisdiction
Water Zone
Water Type
Sewer Type
Meter Size
QS

Lot Number
Metes/Bounds No
Gross Lot Area 0
NAOS Lot Area 0
Net Lot Area 0
Number of Units 1
Density

Code	Description	Additional	Qty	Amount	Account Number
3165	DEVELOP REVIEW APPLICATION	HYATT PLACE	1	\$1,515.00	100-21300-44221

City of Scottsdale
7447 E. Indian School Rd.
Scottsdale, AZ 85251
(480) 312-2500
One Stop Shop

Date: 5/9/2017 Cashier: KPETERS
Office: PLN-1STOP Mach ID: HP600G20200
Tran #: 1 Batch #: 60341
Receipt: 01013986 Date: 5/9/2017 1:22 PM
110692
3165 DEVELOP REVIEW APP \$1,515.00

TENDERED AMOUNTS:

Check Tendered: \$1,515.00
Chk #: 50230 zenith asset company - ca
Transaction Total: \$1,515.00

Thank you for your payment.
Have a nice day!

SIGNED BY MICHELE HAMMOND ON 5/9/2017

Total Amount

\$1,515.00

(When a credit card is used as payment I agree to pay the above total amount according to the Card Issuer Agreement.)

3" and larger water meter fees are based on cost recovery. The city will contact the owner of the construction



Request for Site Visits and/or Inspections Development Application (Case Submittals)

This request concerns all property identified in the development application.

Pre-application No: 175 - PA - 2017

Project Name: Hyatt Place

Project Address: 7330 N. Pima Rd.

STATEMENT OF AUTHORITY:

1. I am the owner of the property, or I am the duly and lawfully appointed agent of the property and have the authority from the owner to sign this request on the owner's behalf. If the land has more than one owner, then I am the agent for all owners, and the word "owner" refer to them all.
2. I have the authority from the owner to act for the owner before the City of Scottsdale regarding any and all development application regulatory or related matter of every description involving all property identified in the development application.

STATEMENT OF REQUEST FOR SITE VISITS AND/OR INSPECTIONS

1. I hereby request that the City of Scottsdale's staff conduct site visits and/or inspections of the property identified in the development application in order to efficiently process the application.
2. I understand that even though I have requested the City of Scottsdale's staff conduct site visits and/or inspections, city staff may determine that a site visit and/or an inspection is not necessary, and may opt not to perform the site visit and/or an inspection.

Property owner/Property owners agent:

Michele Hammond

Print Name

Michele Hammond

Signature

City Use Only:

Submittal Date: _____ Case number: _____

Planning, Neighborhood & Transportation Division

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



Current Planning Services
Long Range Planning Services

NOTICE OF INSPECTION RIGHTS
A.R.S. § 9-833

You have the right to:

- Have the City staff member present a photo ID.
- Have the City staff member state the purpose for the planning inspection and legal authority to conduct it.
- Know the amount of inspection fees if applicable.
- An on-site representative may accompany the City staff member during the inspection except during confidential interviews and may:
 - Receive copies of any documents taken during the inspection.
 - Receive a split of any samples taken during the inspection.
 - Receive copies of any analysis of the samples taken when available.
- Be informed if statements are being recorded.
- Be given notice that any statements may be used in an inspection report.
- Be presented with a copy of your inspection rights.
- Be notified of the due process rights pertaining to an appeal

You are hereby notified and informed of the following:

- The inspection is conducted pursuant to the authority of A.R.S § 9-462.05. and/or Scottsdale Revised Code, Appendix B, Article I. Section 1.203.
- Any statements made by anyone interviewed during this inspection may be included in the inspection report.
- Information on appeal rights related to this inspection is found under Scottsdale Revised Code, Appendix B, Article I. Section 1.801.
- There is no inspection fee associated with this inspection.

I acknowledge I have been informed of my inspection rights. If I decline to sign this form, the inspector(s) may still proceed with the inspection.

If I have any questions, I may contact the City staff member, Bryan Cluff

at the following number 480-312-2258.

Signature: Mark Date: _____

Printed Name: Mark Scheberies

Check box if signature refused

Copy of Bill of Rights left at: 1855 Olympic, Walnut Creek, CA 94596

Development Application



Development Application Type:

Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning		Development Review		Signs	
<input type="checkbox"/>	Text Amendment (TA)	<input checked="" type="checkbox"/>	Development Review (Major) (DR)	<input type="checkbox"/>	Master Sign Program (MS)
<input type="checkbox"/>	Rezoning (ZN)	<input type="checkbox"/>	Development Review (Minor) (SA)	<input type="checkbox"/>	Community Sign District (MS)
<input type="checkbox"/>	In-fill Incentive (II)	<input type="checkbox"/>	Wash Modification (WM)	Other:	
<input type="checkbox"/>	Conditional Use Permit (UP)	<input type="checkbox"/>	Historic Property (HP)	<input type="checkbox"/>	Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance		Land Divisions (PP)		<input type="checkbox"/>	General Plan Amendment (GP)
<input type="checkbox"/>	Hardship Exemption (HE)	<input type="checkbox"/>	Subdivisions	<input type="checkbox"/>	In-Lieu Parking (IP)
<input type="checkbox"/>	Special Exception (SX)	<input type="checkbox"/>	Condominium Conversion	<input type="checkbox"/>	Abandonment (AB)
<input type="checkbox"/>	Variance (BA)	<input type="checkbox"/>	Perimeter Exceptions	Other Application Type Not Listed	
<input type="checkbox"/>	Minor Amendment (MA)	<input type="checkbox"/>	Plat Correction/Revision	<input type="checkbox"/>	

Project Name: Hyatt Place

Property's Address: 7330 N. Pima Road, Scottsdale, Arizona

Property's Current Zoning District Designation:

The property owner shall designate an agent/applicant for the Development Application. This person shall be the owner's contact for the City regarding this Development Application. The agent/applicant shall be responsible for communicating all City information to the owner and the owner application team.

Owner: Mark Scheberies	Agent/Applicant: Michele Hammond
Company: ZAC NC Asset Investors, LLC	Company: Berry Riddell
Address: 1855 Olympic, Walnut Creek, CA 94596	Address: 6750 E. Camelback Road, Phoenix, AZ 85251
Phone: 925-933-4000 Fax: 925-933-4150	Phone: 480-385-2753 Fax: 480-385-2757
E-mail: marks@hallequitiesgroup.com	E-mail: mh@berryriddell.com
Designer: Mark Mayville	Engineer: Jason Burm
Company: Truman Howell Architects	Company: Kimley Horn
Address: 206 Chelsa Road, Monticello, MN 55362	Address: 77400 N. 16th St., Ste 300, Phx, Az 85020
Phone: 763-314-0222 Fax: 713-314-0354	Phone: 602-216-1232 Fax:
E-mail: markm@TH-Arch.com	E-mail: jason.burm@kimley-horn.com

Please indicate in the checkbox below the requested review methodology (please see the descriptions on page 2).

- This is not required for the following Development Application types: AN, AB, BA, II, GP, TA, PE and ZN. These applications¹ will be reviewed in a format similar to the Enhanced Application Review methodology.

<input checked="" type="checkbox"/>	Enhanced Application Review:	I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology.
<input type="checkbox"/>	Standard Application Review:	I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology.

Owner Signature

Agent/Applicant Signature

Official Use Only Submittal Date: Development Application No.: