

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

Submittal Fee



Fee Amount: \$2,250 + 5,515

Check the box for Fee / Case Type:

<input checked="" type="checkbox"/>	3136	Abandonment
<input type="checkbox"/>	3140	Board of Adjustment Fees
<input type="checkbox"/>	3143	Infill Incentive District
<input type="checkbox"/>	3144	Building ADV Board Com Application
<input type="checkbox"/>	3145	Building ADV Board Res Application
<input type="checkbox"/>	3150	Preliminary Plat / Minor Division Fees
<input type="checkbox"/>	3153	Hardship Exemption or Special Exemption
<input type="checkbox"/>	3165	Development Review Application
<input type="checkbox"/>	3166	Staff Approval (Minor-Case)
<input checked="" type="checkbox"/>	3170	Rezoning Application <u>5515</u>
<input type="checkbox"/>	3173	General Plan Application
<input type="checkbox"/>	3175	Use Permit Application
<input type="checkbox"/>	3229	Staff Approval (Major-Case)
<input type="checkbox"/>	3230	Wash Modification
<input type="checkbox"/>	3231	Minor Amendment
<input type="checkbox"/>	3232	Wireless Communications Facility
<input type="checkbox"/>	3235	Staff Approval (Major-Case) MCD
<input type="checkbox"/>	3236	Staff Approval (Minor-Case) MCD
<input type="checkbox"/>	3239	Time Extension

Applicant Contact Info:

Name: MICHELE HAMMOND
Phone Number: 480-385-2753
Address: 6750 E. CAMELBACK RD. #100

Project Info:

Project Name: WINFIELD HOTEL + RESIDENCES
Pre-App #: 993-PA-2016

Staff Info:

Staff Name: ALEX ACEVEDO
Phone Number: (480) 312-292
Signature:

Planning and Development Services

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 type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input checked="" 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: Winfield Hotel & Residences

Property's Address: 4221 N. Scottsdale Road

Property's Current Zoning District Designation: C-2 DO P-3 DO

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: David Slattery Sr.

Agent/Applicant: John Berry / Michele Hammond

Company: 4221 - Associates AZ LLC

Company: Berry Riddell

Address: 4221 N. Scottsdale Road, Sct, 85251

Address: 6750 E. Camelback, #100 Sct 85251

Phone: 402-578-4101

Fax:

Phone: 480-385-2753

Fax:

E-mail: dave@slatteryco.com

E-mail: mh@berryriddell.com

Designer: Scott Marshall/ Mike Edwards

Engineer: Ali Fakhri

Company: Davis

Company: SEG Sustainable Engineering Group

Address: 74 E. Rio Salado Parkway, #200, Tempe

Address: 8280 E. Gelding Drive, #101, Sct 85260

Phone: 480-638-1177

Fax:

Phone: 480-588-7226

Fax:

E-mail: smarshall@thedavisexperience.com

E-mail: ali@azseg.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.



Enhanced Application Review:

I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology.



Standard Application Review:

I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology.

See letters of authorization
Owner Signature

Michele Hammond
Agent/Applicant Signature

Official Use Only

Submittal Date:

Development Application No.:

Planning and Development Services

7447 East Indian School Road Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Fax: 480-312-7088

City of Scottsdale's Website: www.scottsdaleaz.gov



Request To Submit Concurrent Development Applications

Acknowledgment and Agreement

The City of Scottsdale recognizes that a property owner may desire to submit concurrent development applications for separate purposes where one or more the development applications are reliant upon the approval of another development application. City Staff may agree to process concurrently where one or more the development applications are reliant upon the approval of another development application upon receipt of a complete form signed by the property owner.

Development Application Types		
Please check the appropriate box of the types of applications that you are requesting to submit concurrently		
Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input checked="" type="checkbox"/> Rezoning (ZN)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input checked="" 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"/>

Owner: Dave Slattery Jr.
 Company: 4221 - Associates AZ LLC
 Address: 4221 N. Scottsdale Rd.
 Phone: 402.578.4101 Fax: n/a
 E-mail: dave@slatteryco.com

As the property owner, by providing my signature below, I acknowledge and agree: 1) that the concurrent development applications are processed at the property owner's risk; 2) to hold the City harmless of all cost, expense, claims, or other liability arising in connection with the concurrent development applications; 3) to the City of Scottsdale's Substantive Policy Statement pertaining to Concurrent Applications that states that a concurrent development application that is reliant on a decision of separate development application and is submitted at the risk of the property owner, is not considered to be subject to the provisions and timeframes of the Regulatory Bill of Rights (A.R.S. §9-831 - 9-840); and 4) that upon completion of the City review(s) of the development applications, the development application(s) may not be approved.

Property owner (Print Name): 4221-Associates AZ LLC, by David E Slattery Jr. Title: Manager

Signature: _____ Date: 4/26/2017

Official Use Only: Submittal Date: _____

Request: Approved or Denied

Staff Name (Print): _____

Staff Signature: _____ Date: _____

Winfield Hotel & Residences

Air Rights & Subterranean Rights

Associated Cases: 3-AB-2017 7-ZN-2017 1-II-2017

Project Narrative

Prepared for:

SHP LLC / 4221-Associates AZ LLC

Prepared by:

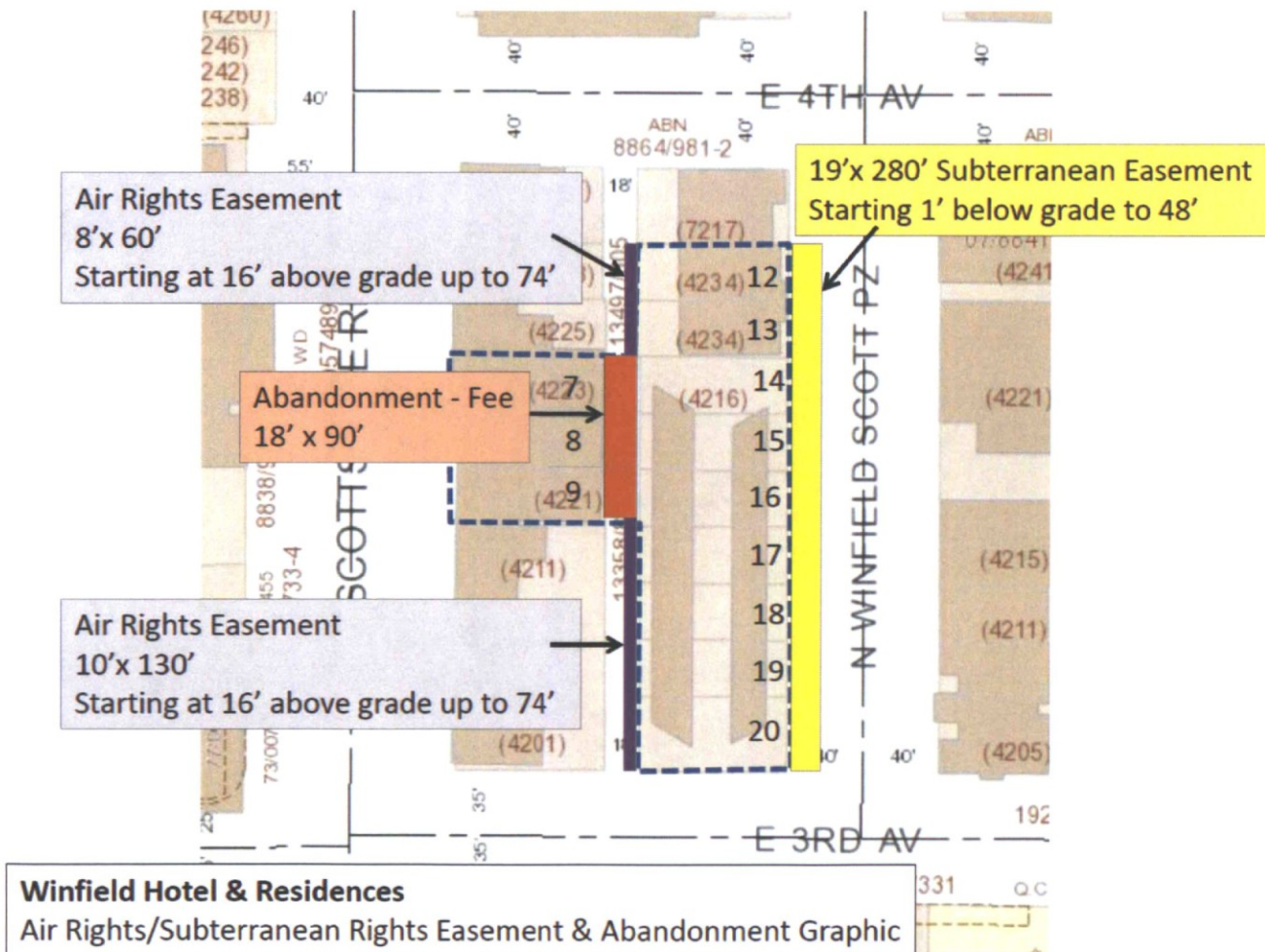
Berry Riddell, LLC
6750 East Camelback Road, Suite 100
Scottsdale, Arizona 85251
480-385-2727

3-AB-2017
10/06/17

I. Request

Accompanying the rezoning, infill incentive and abandonment request for the Winfield Hotel & Residences, the application includes a request for air rights and subterranean rights for the proposed development for above grade building encroachment in the alley and below grade garage encroachment in Winfield Scott. Legal descriptions are provided with the application but can general be described as follows:

- Alley Air Rights: 8' x 60' (abutting lots 12 & 13) and 10' x 130' (abutting lots 17-20)
- Winfield Scott Subterranean Rights: 19' x 280' abutting lots 12-20



Utility companies have been contacted regarding the proposed request (APS, SRP, Century Link, COS, Cox, SW Gas). Correspondence is included with the application documents.

II. Consideration for Easements

The City initiated the appraisal process and provided a draft appraisal report to the developer on April 18th. Subsequently, the development team hired a separate appraiser and submitted the 2nd appraisal to the City in June. Discussions regarding the variation on appraisal amounts is still under negotiation with City Staff. Once a value is determined, it will be memorialized in the narrative and the developer will provide compensation to the City of Scottsdale for the air rights and subterranean rights through monetary compensation and/or special improvements that offset the agreed upon value (to be identified in the Development Agreement).



Winfield Hotel & Residences

Rezoning Application

7-ZN-2017 & 1-II-2017

Project Narrative



Prepared for:

4221-Associates AZ LLC (DESCO)

Prepared by:

**Berry Riddell, LLC
John V. Berry, Esq.
Michele Hammond, Principal
Planner**

**6750 E. Camelback Road, Suite 100
Scottsdale, AZ 85251
480-385-2727**

**Davis
Scott Marshall, Architect
Mike Edwards, Architect
74 E. Rio Salado Pkwy., Suite
200
Tempe, AZ 85281
480-638-1177**

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I. Property Information

Location:

- 4221 N. Scottsdale Road, northwest corner of Winfield Scott Plaza and 3rd Avenue (the "Property")

Property Size:

- Total Site Area: 1.27 +/- gross acres (55,224 s.f.)
0.71 +/- net acres (31,057 s.f.)

II. Current/Proposed Zoning

Current

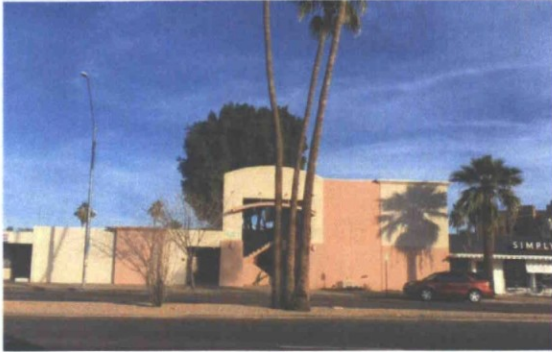
- C-2 DO (Central Business District with Downtown Overlay) and P-3 DO (Parking District with Downtown Overlay)

Proposed

- D/DMU-2 PBD DO with IID (Downtown/Downtown Multiple Use Type 2 Planned Block Development Downtown Overlay with Infill Incentive District)



Existing Streetscape



III. Project Overview

The request is for rezoning and site plan approval on a 1.27+/- gross acre (55,224 s.f.) property located at 4221 N. Scottsdale Road (northwest corner of Winfield Scott Plaza and 3rd Avenue) to allow for the development of a new hotel and associated for-sale residential units sharing hotel amenities. The Winfield Hotel & Residences will consist of approximately 244+/- guest rooms and 26+/- residential units. Rezoning to D/DMU-Type 2 PBD DO with an Infill Incentive District ("IID") consistent with the vision of the Downtown Plan will allow for the assemblage of multiple parcels (12 in total) for the development of the Winfield Hotel & Residences providing tourist accommodations and residential lifestyle opportunities in the core of the City with a range of nearby employment, entertainment, retail and support services.

The rezoning request to D/DMU- Type 2 PBD DO with IID includes a request to increase building height from 66'-90' (an increase of 24 feet) and an increase in gross floor area ratio, as defined in the Downtown Ordinance, ("GFAR") from 1.4 to 2.35. Bonus calculations to achieve additional height and GFAR are provided below. The proposed density of 20.4 du/ac (26 units / 1.27 gross acres) falls well below the maximum density of 50 du/ac per the Downtown Ordinance. The IID is required for the building height

increase from 78' (maximum in PBD) to 90'. The IID is also being utilized to modify Sec. 9.104. F.1. of the Zoning Ordinance to allow for a parking master plan on a site that is less than 2 acres. Under this application, the minimum lot size for a parking master plan is 1.27 gross acres/ 0.71 net acres.

About the Developer

Development & Equity Services Corporation ("DESCO") has been developing unique, community-focused properties since its founding in 1981. DESCO has created over 1000 jobs and has developed over 3 million square feet, including 800+ hotel rooms and 2,500+ housing units in Arizona, Florida, Iowa, Kansas, Missouri, Nebraska, South Dakota and Texas. DESCO is a multi-generation family-owned and operated business.

David Edmund Slattery, Sr. serves as the Chairman, CEO and managing partner of DESCO Arizona, LLC and Affiliates (DESCO). After receiving his Bachelor of Science and Juris Doctor from Creighton University in 1981, Mr. Slattery founded Commercial Federal Capital Corporation (CFCC) a SIPC FINRA registered broker dealer firm and Commercial Federal Realty Corporation (CFRC). CFCC and CFRC were both wholly owned subsidiaries of Commercial Corporation; a multi-billion dollar publicly traded regional financial institution which is now owned by Bank of the West. As President of CFCC and CFRC, Mr. Slattery developed and syndicated more than \$100 million worth of real estate, including hospitality, multi-family, and raw land.

In 1989, Mr. Slattery established DESCO and has been developing real estate for his own (and partner/investors') portfolios since that time. He has led and/or participated in the development of nearly \$500 million of projects across various housing and hospitality projects. Mr. Slattery moved the firm's headquarters to Arizona in 2010, when it developed, through adaptive reuse, historic renovation, and public-private venturing, a National Award Winning Veteran Housing Campus with Berkshire Hathaway near Downtown Phoenix.

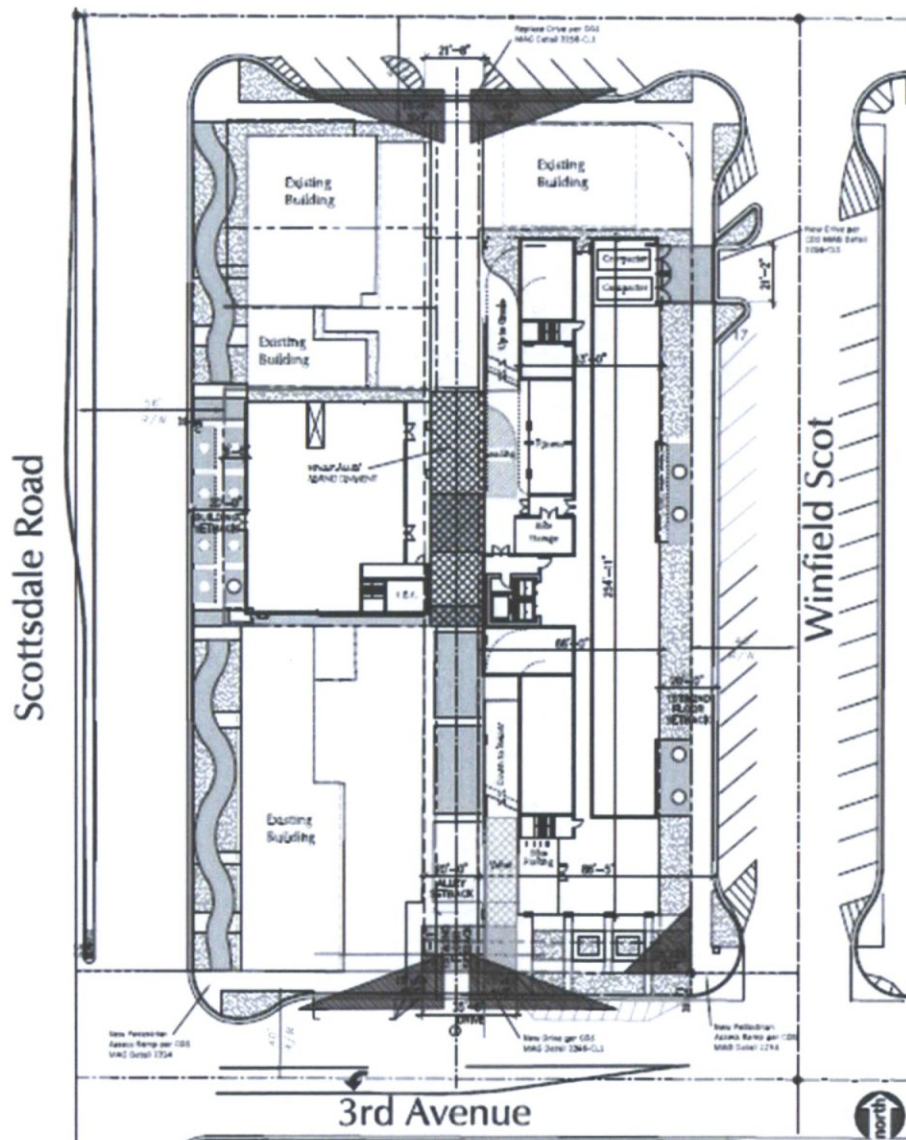
David's wife Elizabeth "Lisa" Slattery has been a Board Member and an Executive Vice President of DESCO since inception. As an attorney, she has been instrumental in all 39 DESCO projects to date, but has had a more active role in projects within the hospitality division. Her efforts aided in the rapid AAA four diamond certification on DESCO's initial boutique luxury urban-walkable historic infill hotel, The Westin Aquila Hotel -Omaha.

David Sr.'s son David Edmund Slattery Jr. joined the company in 2004 as a Director, and relocated from New York City to Scottsdale permanently in 2014 to take on a more senior role at the firm. David Jr. currently serves as Managing Director of DESCO and is Sr. Project Manager for upcoming Arizona based developments. He also spearheads DESCO's entry into sustainable indoor agriculture (aka vertical farming) and is charged with incorporating sustainable technologies into DESCO's urban developments.

The Winfield Site

DESCO has been searching for the ideal location for its very specific vision for an urban, walkable, full-service, hotel and residential development to be centrally located in Downtown Scottsdale since 2012-2013. DESCO believes that Winfield will be one of a handful of full service hotels and for-sale residential developments in Scottsdale. There are over 100 restaurants, retail establishments, entertainment opportunities, museums and galleries within a very comfortable walking distance of the Property offering guests and residents a true urban experience with the array of upscale eateries, cultural opportunities, and shopping in Downtown Scottsdale.

Proposed Site Plan



Cultural Improvements Program

As required by the PBD, contributions to the Cultural Improvements Program include original works of art costing a minimum of 1 percent of the applicable building valuation at the time of permitting. The developer may also elect to provide a portion or all of this requirement as an in-lieu fee to the Downtown Cultural Trust Fund (DCTF) to be dispersed in accordance with the Zoning Ordinance Sec. 7.1000. As is required by the Zoning Ordinance, the developer will determine prior to Development Review Board (DRB) approval which alternative they will utilize. Notably, the hotel will have a historical tie to Winfield Scott the founder of Scottsdale. This could potentially be tied to the public art component.

Bonus Provisions/Special Improvement Calculations

Bonus Height

- Increase in building height from 66' to 90' for hotel = 24'.

Formula

$24 F_{BH} = [T_{CE} / (1.035)^{(CY - 2013)}] \times 0.0001$ which equals: \$275,405.52 for a base year of 2017

Bonus GFAR

- Gross site area = 1.27 acres or 55,224 s.f.
- Base GFAR per PBD= 1.4 or 77,314 s.f.
- Total non-residential building area proposed = 2.35 GFAR or 129,873 s.f.
- Proposed increase in GFAR from 1.4 to 2.35= increase of 0.95
- Underground parking bonus = 0.4 or 22,090 s.f.
- Remaining bonus = 30,469 s.f.

Formula

$30,469 SQ_{BA} = [T_{CE} / (1.035)^{(CY - 2013)}] \times 0.1$ which equals: \$349,638.78 for a base year of 2017

CY = Current Year

F_{BH} = Feet of bonus height

SQ_{BA} = Square feet of gross floor area bonus

T_{CE} = Total Construction Cost Estimate

Total: \$625,045

Allocation of special improvements will be designated in Scottsdale Road streetscape improvements and detailed in the total construction cost estimate provided with the application. A development agreement detailing these special improvements will be provided prior to public hearings. The Scottsdale Road streetscape improvements are

proposed to include new curb and gutter, new hardscape/sidewalks, mature street trees and landscaping, seating, updated ADA/pedestrian access, and street/bollard lighting. The current scope of work includes the east side of Scottsdale Road from 3rd Avenue to 4th Avenue as well as improvements along both 3rd and 4th. The scope will also include median improvements.

IV. Infill Incentive District Goals & Objectives

Goal 1: Encourage infill development of vacant parcels, and the revitalization and/ or redevelopment of existing buildings in Downtown Scottsdale.

Objective 1.1: *The provisions of the Downtown Infill Incentive District for a development shall implement the goals, approaches, and policies of the General Plan and Downtown Plan related to infill development of vacant parcels, and the revitalization and/or redevelopment of existing buildings and underutilized properties.*

Response: The Property is ideally situated for redevelopment and provides a perfect opportunity for revitalization and reinvestment in Downtown Scottsdale with a functionally obsolete office building and underutilized parcels with surface parking. The goals, approaches, and policies of the General Plan and Downtown Plan are outlined below in Sections V. and VI.

Goal 2: Development shall be composed of complementary and supportive design relationships with the urban neighborhood in which the development is located, with an adjacent neighborhood outside of the Downtown boundary, and consistent with the Downtown Plan.

Objective 2.1: *Any new development that is within the Type 1 area, as designated by the Downtown Plan, shall promote a compact urban form and encourage sensitive/compatible infill development and redevelopment.*

Objective 2.2: *Any new development, infill development and redevelopment, that is within Type 2 area, shall incorporate contextually appropriate transitions to the established development that is the Type I area.*

Objective 2.3: *Any new development, infill development and redevelopment that is adjacent to the Downtown boundary shall incorporate contextually appropriate transitions to the established development outside of the Downtown boundary.*

Response: The building character and site layout has been designed in a manner that is compatible the surrounding context including strong pedestrian connections and

ground level improvements. The Property is located in the Type 2 area, with no adjacency to Type 1. The Property is not located adjacent to the Downtown boundary.

Goal 3: Development shall be in compliance with the Downtown Plan Urban Design & Architectural Guidelines, and the Scottsdale Sensitive Design Principles.

Objective 3.1: Any new Development in Old Town, Main Street, Fifth Avenue, and Marshall Way-Craftsman Court areas of Downtown shall strictly conform to the character of the area, and the Downtown Plan Urban Design & Architectural Guidelines for Special Districts.

Response: The development is in compliance with both the Downtown Plan Urban Design & Architectural Guidelines and the Scottsdale Sensitive Design Principles. Refer to Sections VIII. and IX. below. The Property is not located in a special district area.

V. 2001 General Plan

The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide a framework for proposed development and the built environment.

General Plan - Six Guiding Principles:

Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Value Scottsdale's Unique Lifestyle & Character (Character & Design, Land Use)
2. Support Economic Vitality
3. Enhance Neighborhoods (Housing, Neighborhoods)
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation (Mobility)

These six Guiding Principles are further explained below through the different Elements of the General Plan.

2001 General Plan Goals & Policies

➤ **Character & Design**

Goal 1: Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

-Bullet 1: Respond to regional and citywide contexts with new and revitalized development in terms of: Scottsdale as a southwestern desert community; Relationships to surrounding land forms, land uses and transportation corridors; Consistently high community quality expectations; Physical scale relating to the human perception at different points of experience; Visual impacts upon public settings and neighboring properties.

-Bullet 2: Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.

-Bullet 3: Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people's needs.

-Bullet 4: Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together.

The **Downtown** is a highly functional mixed-use center, containing areas of different densities and the architectural styles that emphasize regional and specialty retail, office, residential and hotel uses.

Response: The requested Downtown Zoning classification allows for higher intensities in a mixed-use setting to encourage an urban lifestyle and appropriate balance of land uses with a rich pedestrian environment. This proposal is for approximately 244 guest rooms and approximately 26 dwelling units on 1.27 acres and will utilize the Downtown Ordinance's bonus provisions for an increase in GFAR and building height to allow for a four-diamond level tourist accommodation in the heart of Downtown. The Property currently includes several older, functionally obsolete commercial office buildings and a surface parking lot along Winfield Scott Plaza. The 4221 building was the home of the Scottsdale Association of Realtors office for decades. Their office has since moved to Perimeter Center along the Loop 101. The building has been vacant for almost 5 years. The site is surrounded by a variety of retail, entertainment, residential, employment and

service related business and is within proximity to two of Scottsdale's largest employers, HonorHealth and the City of Scottsdale. Additionally, this property is located on Scottsdale Road, a major north-south arterial, with immediate access to public transportation, north of Indian School Road, and is only 2+/- miles away from the Loop 101, all of which provide regional access. This site is ideally situated in a Downtown setting that offers all the ingredients for a successful urban hotel and residential development in a mixed-use setting.

Design details provided below:

- The development collectively incorporates 12 lots into a single building including hotel, residential condominiums, and supporting hotel/residential services and amenities.
- Arrangement of building, site configuration, and ingress and egress to and from the site are designed to encourage public interaction. Large tree-lined walkways provide ample shaded pedestrian friendly access to complement the Downtown experience. Entries into the restaurant, supporting commercial, hotel and residential components are all situated as to allow convenient access to the adjacent Downtown activities.
- Building massing is expressed through strong rectilinear undulations to create relief, depth and shade. These features also help to reduce the overall scale of the building and provide visual interest. Overhangs serve as balcony spaces extending the interior life of the units outside towards the sidewalks, which in turn offer visual as well as audible connection to the street. Rather than use solid continuous walls, the colors and visual fenestrations help to express and create visual movement, character and enhancement to help define space and shapes. The visual fenestrations help extend building activities towards the exterior, engaging the local vitality. Each balcony exhibits transparent glazing, which not only animates the façade, but helps to soften the elevation.
- For the hotel units, there will be a continuity in theme, offering the customer a spacious interior. The interior hotel access is afforded through corridors provided with natural lighting, two dedicated access elevators, one service elevator and three separate stairwells. The amenity spaces help to enhance the public's experience.
- The residential condominium units located on the top two floors (levels 8 and 9) offer living spaces designed to be "today's" habitat rather than pretentiously over-sized under-utilized living spaces. Each suite has an extending balcony space to help encourage outdoor use. The use of shade and shadow through the virtue of the building's façade, will help to provide natural screening maximizing indirect lighting as it penetrates the building. This benefit is shared with adjacent properties through the reduction of direct glare and reflection.
- Responsible landscaping and materials will enhance the pedestrian experience and soften the surfaces by incorporating natural shading elements. These elements help to delineate user-friendly pathways providing a unique blend of texture and filtered light to soften the outdoor space.

- The urban setting unites stylish site furnishings, identifiable hardscape patterns and unique elements that will enhance the pedestrian realm and blend into the context of the site.
- The landscape character will incorporate trees and shrubs that will flourish in their unique urban environment while complementing the architecture and responding to specific microclimatic conditions.
- The landscape language will include vegetative patterns linking the streets, architecture and rooftop settings with identifiable layers, masses and accents while providing privacy and transparency for the residents.
- Parking is provided via a sub-level structure and primarily accessed through valet with all ingress-egress contained within the property boundaries.
- The restaurant, situated along Scottsdale Road, allows for direct and convenient public and guest/tenant access. The clear glazing enhances the public experience and interaction through translucency. The two-story space is arranged to enhance an open feeling.
- All onsite utilities, trash, recycle and delivery services are contained within the site and are not dependent on right-of-way parking for service. This helps to minimize the public's interaction with those services which helps to enhance the urban experience.

Goal 2: Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

-Bullet 5: Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.

-Bullet 6: Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.

Response: As noted above under CD Goal 1, the proposed site layout, architectural character and landscaping design respects the unique climate, vegetation and Scottsdale's Downtown urban context. See Scottsdale Sensitive Design Principles VII. below for detailed responses regarding each principle.

Goal 4: Encourage "streetscapes" for major roadways that promote the City's visual quality and character, and blend into the character of the surrounding area.

- Bullet 2:** Design Downtown/Urban areas to concentrate on those elements that will provide pedestrian comfort, such as arcade-covered walkways, shade, decorative paving and landscaping, so that a comfortable setting can be created for this use-intensive area.*
- Bullet 10:** Other visually significant roadways include roadways with buffered setbacks and roadways with specific streetscape design themes. Each of these designated roadways have individual design guideline policies.*

Response: Pedestrian circulation along both the perimeter and internal to the Winfield Hotel & Residences is an important feature of this Downtown project, as numerous retail, restaurant, entertainment, and cultural uses are within walking distances from this site. This part of Downtown Scottsdale offers a rich pedestrian focused environment surrounded by a range of activity with Scottsdale Road as the main north-south thoroughfare. The building setback and stepback along Scottsdale Road, in accordance with the Downtown Ordinance, along with the proposed landscape setting provides a comfortable walkable streetscape experience.

Goal 6: Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of a city.

- Bullet 1:** Require substantial landscaping be provided as part of new development or redevelopment.*
- Bullet 2:** Maintain the landscaping materials and pattern within a character area.*
- Bullet 3:** Encourage the use of landscaping to reduce the effects of heat and glare on buildings and pedestrian areas as well as contribute toward better air quality.*
- Bullet 4:** Discourage plant materials that contribute substantial air-borne pollen.*
- Bullet 5:** Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the "urban heat island" effect.*
- Bullet 6:** Encourage the retention of mature landscape plant materials.*

Response: The landscape character of the proposed Winfield Hotel & Residences development will include predominately desert design with a variety of plants that will provide year-round color, shade, and texture for the site. With the DRB submittal, the proposed plant palette will incorporate hardy plants known to thrive in our desert climate while creating a shaded vegetative pedestrian experience at the ground level. Plant selection and intentional planting design will allow the development to use water efficiently throughout the site. The planting design will limit lush and dense planting patterns to areas with the most human interaction such as entries, amenity areas and pedestrian areas.

Goal 7: Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the City.

- Bullet 2:** Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.*
- Bullet 3:** Encourage creative and high quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.*
- Bullet 5:** Allow for lighting systems that support active pedestrian uses and contribute to public safety.*

Response: Lighting will be designed in a manner that is respectful of the surrounding Downtown context while maintaining safety for future residents. Lighting designs will be commensurate with the quality architectural style proposed for the Winfield Hotel & Residences; low-level with no glare and excessive intrusion on neighboring properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along both street frontages in keeping with the urban setting.

➤ **Land Use**

Goal 1: Recognize Scottsdale’s role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

- Bullet 1:** Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base.*
- Bullet 4:** Promote land uses that accommodate destination resorts along with the recreation, retail, residential, and cultural uses that support tourism activity and sustain a resort-like lifestyle.*

Response: The rezoning request is for an assemblage of 12 parcels in Downtown Scottsdale surrounded by a variety of supporting cultural, employment and commercial and residential land uses that will offer services to the guests and residents. Equally, the addition of hotel rooms and residential units will bring additional tax dollars to Downtown further strengthening Scottsdale’s identity as a major hub of tourism and cultural activities.

Goal 4: Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

- Bullet 1:** Allow for diversity of residential uses and supporting services that provide for the needs of the community.*
- Bullet 4:** Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.*

Response: The Downtown District (Multiple Use Type 2 category) supports a variety of land uses including, but not limited to, hotel, multiple story residential, office, retail shops, and restaurants consistent with the intensity of uses which are typically found in Downtown Scottsdale. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures and grows. Integrating additional tourist accommodations and housing options in Downtown is essential for the continuing economic growth and sustainability of Scottsdale as a whole. This project exemplifies this revitalization component by assembling a collection of older, functionally obsolete, commercial office properties and creating a vibrant mixed use development with nearby access to supporting services and major transportation corridors. Thus, increasing the quality of life for the residents of Scottsdale and stimulating more tourism dollars and rooftops for area businesses.

Goal 5: Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- ***Bullet 1:*** *Integrate the pattern of land use and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.*
- ***Bullet 2:*** *Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mix-use centers to reduce reliance on the automobile.*

Response: The Property is situated in the heart of Downtown on Scottsdale Road between Indian School and Drinkwater Boulevard; Scottsdale Road being a major north/south arterial. The site is also approximately 2+/- miles west of the Loop 101, which provides regional access. By creating a comfortable and inviting pedestrian experience along the adjacent streets, this proposed project will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging these alternative means of transportation is inherent to Downtown development as the Property is located near numerous restaurant, retail, and cultural destinations. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile directly east of the site.

The building and site design encourages guests and residents to utilize Downtown for their everyday recreation, dining, social interaction and cultural needs. In addition, guest and residents will be within walking distance of significant destinations such as Scottsdale's Museum of the West, SMOCA, Scottsdale Center for Performing Arts, Scottsdale Stadium, Scottsdale Fashion Square Mall and the Waterfront. Shading of the pedestrian realm along the street frontages will be provided by a variety of desert appropriate trees accented with ground cover consistent with the Downtown Urban Design and Architectural Guidelines.

➤ **Economic Vitality**

Goal 1: Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.

-Bullet 2: Encourage the development and redevelopment of hotels and resorts in the context of the character and quality Scottsdale is known for. This development should recognize the availability of naturally occurring and built attractions, and entertainment activities.

-Bullet 4: Preserve Scottsdale's natural, social, and cultural environments to enhance the Scottsdale tourism experience.

-Bullet 10: Preserve and enhance the tourist's ability to travel easily to different destinations throughout the city. Promote the Transportation Center, trolley system, bike rental, and pedestrian connections, etc.

Response: The City's General Plan states "tourism is an integral part of Scottsdale's identity and it serves as the community's key economic engine, therefore, it is essential to the community to provide and preserve appropriate natural, social, and cultural environments and guest services that maintain and enhance the tourism experience." It goes further to say, "...the preservation and enhancement of Scottsdale's tourism market is unequivocally critical to the continued economic health of the city."

Adding approximately 244+/- luxury hotel rooms to the existing supply in Downtown Scottsdale provides additional accommodations for tourists in the heart of Scottsdale's social, cultural and entertainment district and contributes to the City's economic stability. The site is a natural fit for hotel and residential development in the heart of Downtown directly adjacent to Scottsdale Road.

Goal 7: Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

-Bullet 2: Encourage and support the renovation and reuse of underutilized or vacant parcels/buildings/shopping centers.

-Bullet 6: Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy.

Response: Assemblage and redevelopment of these aging, underutilized properties will contribute towards the economic stability of Scottsdale by providing additional tourist accommodations and housing options in the core of the City near abundant retail, entertainment, support services and large, stable employers. Integrating luxury hotel and residential in Downtown brings physical and economic synergy, that will continue to

enliven and enhance the city center consistent with the goals and policies of the General Plan and Downtown Plan.

➤ **Housing**

Goal 2: *Seek a variety of housing options that blend with the character of the surrounding community.*

- **Bullet 2:** *Encourage physical design, building structure, and lot layout relationships between existing and new construction to help the new developments complement the surrounding neighborhoods.*
- **Bullet 5:** *Encourage the creation of mixed-use projects as a means to increase housing supply while promoting diversity in neighborhood vitality.*

Response: The Downtown area and surrounding neighborhood shares a range of housing price points, sizes, style and amenities. Within one square mile there are existing single family and multifamily developments, both new and old, providing a unique housing mix within Downtown. Numerous residential projects (both condominiums and apartments) have been approved over the last few years in the area including Optima Camel View, Water View, the Waterfront Residences, Safari Drive, Envy Residences, Alta Drinkwater and The Stetson, to name a few, all offering different sizes, amenities and pricing. The pricing for Winfield’s residential component (upper two floors) has not been determined, but the residential component will provide yet another opportunity for living in Downtown Scottsdale further expanding the available housing stock.

Goal 4: *Encourage housing development that provides for "live, work, and play" relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.*

- Bullet 1:** *Encourage a variety of housing densities throughout Scottsdale, with mixed-use in areas of major employment and transit hubs, to offer greater live-work choices to a broader economic range of households.*
- Bullet 6:** *Consider a variety of strategies to increase housing intensity and diversity in appropriate locations, such as around commercial areas, near transit centers and major employers.*

Response: Downtown zoning allows for a range of residential densities in a mixed-use setting to encourage an urban lifestyle and appropriate balance of land uses with pedestrian connectivity. The site currently includes a series of underutilized commercial buildings and a surface parking lot on 12 adjoining parcels. The Property is surrounded by a variety of retail, cultural, entertainment, residential, and service related business in Downtown Scottsdale and is within proximity to major employment opportunities

(HonorHealth and City of Scottsdale to name two). Additionally, the Property is located on a major arterial, Scottsdale Road, with direct access to public transportation. This site is ideally situated in a Downtown setting that offers all the ingredients for quality hotel and residential development.

➤ **Neighborhoods**

Goal 4: Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

-Bullet 7: Create, preserve, and enhance pedestrian, vehicular, and alternative transportation mode connections and links between neighborhoods and other neighborhood-supporting land uses throughout the community.

Response: The proposed luxury hotel and residential development will provide a comfortable and safe streetscape with human-scale, shade and movement through both hardscape and building design. Trees and shrubs will be used to create a comfortable microclimate as well as providing visual relief that will enhance the pedestrian experience along the street edge and encourage the use of sidewalks to get from one destination to another (vs. vehicle) further stimulating the mixed-use character of Downtown.

Goal 5: Promote and encourage context-appropriate new development in established areas of the community.

-Bullet 1: Encourage new development efforts toward existing developed areas in Scottsdale.

-Bullet 2: Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.

Response: The Winfield Hotel and Residences will provide new development on an underutilized assemblage of 12 parcels in Downtown. The proposed infill development will utilize and improve the existing area infrastructure (roads, utilities, etc.). This application makes sense in the context of the site's surrounding mix of land uses and a strong market demand for a variety of tourist accommodations and residential in Downtown which will further bolster existing and future Downtown businesses.

➤ **Growth Areas**

Goal 1: Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

***-Bullet 3:** Promote the coordination of infrastructure development and upgrade opportunities for infill development and development activity where it will encourage mixed uses and support pedestrian and transit activity.*

Response: Winfield, as a mixed-use development, provides residential, hotel and restaurant opportunities (with shared amenities and parking facilities) on an infill site contributing towards a pedestrian oriented Downtown with activation of the adjacent street frontages. These types of mixed-use developments are a key component to a thriving Downtown that does not focus on the automobile, but rather encourages multimodal transportation.

Goal 2: Make automobile transit and other multimodal circulation more efficient.

***-Bullet 1:** Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.*

Response: The Property is located on Scottsdale Road, a major north/south arterial, north of Indian School Road, approximately 2+/- miles west of the Loop 101, all of which provide regional access. By creating a comfortable and inviting pedestrian experience along the adjacent streets, this proposed project will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging alternative means of transportation is important as the Property is located near notable cultural and shopping destinations. The site is also within proximity to the HonorHealth Osborn campus (Scottsdale's largest employer) and the City of Scottsdale's civic complex including the Civic Center Library, Center for Performing Arts, SMOCA and City offices. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile directly east of the site.

➤ **Community Mobility**

Goal 8: Emphasize live, work and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.

***-Bullet 2:** Encourage the development of redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduces reliance on the automobile.*

Response: As mentioned above, the Property is located on Scottsdale Road and approximately 2+/- miles west of the Loop 101, which provide regional access. The

proposed development accomplishes a range of goals including the integration of high quality, vibrant architecture and innovative site planning, creating pedestrian presence with ground level activity, and providing housing in the Downtown commercial/employment core thereby reducing trip generation during peak hours. A traffic report is provided with the zoning submittal.

Goal 11: Provide opportunities for building "community" through neighborhood mobility.

-Bullet 10: Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

Response: The sidewalk improvements combined with well-placed shade trees will generate a more comfortable and inviting pedestrian space along the streetscape vs. the existing condition. This will allow ease of pedestrian circulation regardless of solar orientation.

VI. Downtown Plan Overview

The Downtown Multiple Use Type 2 category supports a variety of major employment and service related uses including, but not limited to, hotel, multiple story residential, office, commercial retail, and support services consistent with the intensity of uses which are typically found in Downtown Scottsdale. Additionally, revitalizing and redeveloping older properties is a critical part of the economic vitality of the community as it matures. Thus, the proposed and future redevelopment of the site is essential for the continuing economic growth and sustainability of the City as a whole.

The proposed D/DMU-2 PBD DO zoning district with IID is consistent with the General Plan and Downtown Plan land use designation for the subject Property. The Downtown Plan's goals and policies which relate specifically to the proposed Development Plan for the Property are identified as follows:

➤ **LAND USE**



GOAL LU 1:

MAINTAIN DOWNTOWN SCOTTSDALE AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY TO ENSURE A VIBRANT MIX OF MUTUALLY SUPPORTIVE LAND USES.

Policy LU 1.2.

Maintain Downtown as a year-round, 24-hour highly functional mixed use center, containing areas of different densities, architectural styles and land uses that support the needs of Scottsdale's residents and visitors.

Response: The proposed hotel and residential development will further strengthen Downtown's urban environment and 24-hour mixed-use character by integrating additional guest rooms and residents

into the urban core with well-established commercial, entertainment, cultural and employment land uses. Note CD Goal 1 under the General Plan discussion above (Section IV) regarding the specific design elements that will bring a vibrant, interactive urban development to the Property.

GOAL LU 2:

PROMOTE THE DEVELOPMENT OF DOWNTOWN AS A COLLECTION OF MIXED-USE URBAN NEIGHBORHOODS.

Policy LU 2.1.

As a General Plan designated Mixed-Use Neighborhood, Downtown Scottsdale should offer efficiencies of strong access to multiple modes of transportation and major regional access and services, focus on human scale development, accommodate higher density housing combined with complementary office or retail uses, and accommodate vertical mixed-use structures.

Policy LU 2.2.

Support interconnected, pedestrian oriented urban neighborhoods that are comprised of a balanced mix of activities and land uses within optimal walking distance.

Response: The rezoning request is for an assemblage of 12 parcels in Downtown Scottsdale surrounded by a variety of land uses: See's Candies store, Morning Squeeze and numerous other restaurants adjacent to the site, Marriott Suites hotel, Wells Fargo

and a host of other local small businesses that will offer services to the guests and residents.

D/DMU-2 PBD DO zoning will allow for mixed-use development on the Property by allowing for context appropriate urban development standards vs. what is currently allowed under existing C-2 and P-3 zoning categories. The Property is located along Scottsdale Road, just north of Indian School Road and approximately 2 miles west of the Loop 101, all of which provide regional access. The location of the proposed development will lend itself to various modes of transportation, such as by foot, bicycle and/or trolley as the Property is located near numerous cultural opportunities, art galleries, retail, restaurants and the City of Scottsdale civic complex (offices, library, and museum). Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile from the site.

Policy LU 2.5.

*Encourage new development, redevelopment and infill that strengthens Downtown Scottsdale's mix of uses and activities through the development of mutually supportive land uses within the **Downtown Multiple Use** urban neighborhoods. Multiple Use areas includes majority of properties within the overall Downtown Plan boundary. New development and redevelopment within the Multiple Use areas adjacent to the Arizona Canal should incorporate vertically mixed land uses that activate the Canal with both visitors and residents year-round.*

Response: Redevelopment of this Property will uphold the City's goal of strengthening Downtown's mix of uses and activities. This project will bring approximately 244 hotel rooms and approximately 26 residential condominiums to the heart of Downtown on a site that is within proximity of cultural and entertainment opportunities, a range of restaurants and retail, transportation corridors and major employers.

GOAL LU 4:

ENCOURAGE DOWNTOWN LAND USE DEVELOPMENT FLEXIBILITY.

Policy LU 4.1

Retain, expand, or modify as necessary, flexibility in Downtown zoning, development standards and incentives to achieve the goals of the Downtown Plan.

Policy LU 4.5

To assist the community in achieving the vision of the Downtown Plan, the provision of Downtown public amenities and benefits should be provided when development bonuses such as increased floor area, (ratio of usable building area to parcel size), greater density, greater height, transfer of development rights, and/or street/alley abandonment, are being considered. Potential public amenities and benefits may include, but are not limited to:

- *New or expanded public realm and open space areas;*
- *Pedestrian enhancements and amenities;*
- *Mobility enhancements;*
- *Transit enhancements;*
- *Sensitive edge buffering;*
- *Revitalization of Downtown properties;*
- *Infrastructure improvements;*
- *Additional public parking and shared parking facilities;*
- *Historic preservation; and/or*
- *Work force housing.*

Response: The PBD overlay and IID requested with the Winfield Hotel & Residences zoning application will allow for greater flexibility with the development standards for the Property and an enhanced opportunity to better meet the goals and policies of the City’s Downtown Plan. Redevelopment and revitalization of this narrow and uniquely configured property assemblage to develop hotel, high-end residential and commercial development uses a wide range of amenities including, but not limited to, enhanced landscape and hardscape, integration of pedestrian amenities and connectivity, mobility enhancements, sensitive edge buffering, vibrant architecture, placemaking and underground parking. Due to the site constraints, the applicant is seeking flexibility on height, GFAR, and setback and setbacks in certain locations identified in the PBD Section VI below. Special consideration has been given to the street frontages maintaining context appropriate building massing, pedestrian-scaled architectural elements, landscape shaded walkways, and enhanced hardscape design.

GOAL LU 6:

PROMOTE DIVERSITY IN DOWNTOWN HOUSING OPTIONS.

Policy LU 6.1.

Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes, and live/work units.

Response: The two levels of condominium units (upper two floors) will range from approximately 1,000 s.f. to 2,000 s.f. in size. Each of the condominiums units will have a private outdoor living space/balcony. The guests and residences will benefit from the onsite parking, private pool, fitness center, spa and onsite commercial uses. These 26+/- units will bring a unique and exclusive living experience to Downtown Scottsdale with spectacular views.

GOAL LU 7:

PROMOTE A MIX OF LAND USES THAT PROMOTE A SUSTAINABLE DOWNTOWN.

Policy LU 7.1.

Support Downtown sustainability by encouraging vertical mixed-use development that offers land uses within proximity to one another.

Response: The redevelopment of this site from a collection of aging commercial buildings to a vertical mixed-use development (hotel, residential, commercial) will enrich tourism and housing in an urban setting further contributing toward the synergy of Downtown Scottsdale's built environment.

➤ **CHARACTER & DESIGN**

GOAL CD 1:

THE DESIGN CHARACTER OF ANY AREA SHOULD BE ENHANCED AND STRENGTHENED BY NEW DEVELOPMENT THAT PROMOTES CONTEXTUAL COMPATIBILITY.

Policy CD 1.1

Incorporate, as appropriate; in building and site design the distinctive qualities and character of the surrounding, and/or evolving, context.

Policy CD 1.2

Encourage creative and innovative civic and prominent developments to establish new urban design character and contextual interpretations of the Downtown, for areas where development patterns are fragmented or are in transition.

Policy CD 1.4

Promote Downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.

Policy CD 1.5: *Encourage urban and architectural design that addresses human scale, and provides for pedestrian comfort.*

Policy CD 1.8: *Encourage new development and revitalization that is composed of complementary and/or supportive design relationships with the established urban form, as well as design relationships with the established urban form, as well as design features and materials of the neighborhood within which they are sited.*

Response: Below is a detailed summary of the development which addresses the Character & Design considerations in the Downtown Plan. Also see General Plan Section VI., CD Goal 1 above for more design details regarding the pedestrian realm and human scale elements.



Hotel & Condominium Design

The 9-story mixed-use project consists of approximately 244 guest rooms, approximately 26 condominium units, a restaurant, a retail/coffee use, meeting rooms, onsite parking and onsite amenities. Each hotel room is intended to be both inviting and efficient. Building setback boundaries, stepback plane, and standards set forth in the City's Downtown Zoning Ordinance are being met with some variations requested. Each hotel room consists of a single story (approximately 9' floor to floor heights), garaged parking located beneath the primary building and accessed from 3rd Avenue via a driveway. The 26+/- condominium units occupy the top two floors of the building. Private balconies are being provided for each living unit allowing residents to further enjoy the outdoor experience and synergy of Downtown. Guests and residents are encouraged to maximize the opportunities afforded to them within the Downtown area. Winfield Hotel and Residences aims to be not only an outstanding community member, but an active participant and contributor to the unique Downtown fabric.

The condominium portion is approximately 26 units, on 2-stories over 7 levels of hotel with direct access to the lobby, amenity spaces, garage parking and ground level pedestrian experience. Most of the amenities are predominately concentrated on the first floor connected directly to public access along each street frontage. Queuing space to access the parking garage is located adjacent to existing alley/driveway and will minimize potential traffic congestion.

Elimination of curb cuts on Winfield Scott will allow patrons to walk at ease, not worrying about ground level plane changes and focusing on the streetscape and overall Downtown experience.



- **Entrance off 3rd Avenue:** Pedestrian and main entry will be focused on two separate points. For guests, the primary point of entry is gained through the lobby via customer check-in. For existing guests and residents, the second means of access is provided via secure entry at the porte-cochere located between the hotel and restaurant. Guest, resident, employee and customer parking is provided via 4-stories (or fewer) of sub-level parking accessed directly from 3rd Avenue
- **Material Palette:** Exterior materials of the project respond gracefully to the desert vernacular, representing textures that layer and build upon one another. Multi-colored glazing used for visual movement and representation of the sky and the rich colors afforded in the Valley of the Sun. The mixture of clear and colored glazing helps to contrast the textures, transparent and translucencies of the building. Other materials include stone that brings indigenous materials offering warmth, character and texture. Bold metal picture frame elements help to create diversity, movement and contrast to the building's mass. Light colored stucco finishes adjacent to the stone help to contrast and soften the texture, and add background to the stone and metal. Lastly, the green-tone stucco material offers an earthy contrast to the metal and stone materials. See elevations and perspectives for visual depiction.

- **Outdoor Space:** Balconies are offered at all levels for guest units, some balconies are abbreviated for contrast and movement to help reduce the mass of the façade. The pedestrian networks surrounding the site are situated and landscaped to encourage connectivity and movement. All exterior paths are enhanced and provide purpose and accent to the building, while offering pedestrians a feeling of refinement.
- **Massing:** The 3-story portion of the development along Scottsdale Road helps to create a progressive transition from public to private. Additionally, this transition naturalizes the massing to fit within the context of redevelopment as prescribed in the Downtown Plan. Further, the tiered architecture along 3rd Avenue contributes to the building massing similarly. To resolve the dichotomy along Winfield Scott, the massing elements are segregated into strategized components that undulate and articulate the façade helping to relate the human-scale through relative portions. The building utilizes three strategies:
 1. **Ground-level:** Ground floor articulated with massing, texture, relief and layering of elements. Glazing becomes a layer of transparency, as does the adjacent landscaping. The mixture of forms, materials and scaled textures help to address Scottsdale’s requirement for variation of expression on the street.
 2. **Elevated Mass:** Building levels 1-2 create the “foundation.” The physical shapes, materials and theme are simple yet effective in helping to draw the eye to key elements. Moving up the building the massing changes, the shapes become much more pronounced and defined, helping to diverge the massing of floors 3 – 7. These masses play on shape, light, color, scalable texture, variation and rhythm of the building’s 4-sided architecture.
 3. **Architecture:** In addition to manipulation of massing, the overall architectural scheme is relatively contemporary and befitting the local architecture. The human-centric function of the building, access and theme all focus on the appropriateness of the building within the existing Downtown setting. The color palette is neutral with accent color for visual relief. The materials are consistent with those used throughout the Scottsdale area and are placed strategically to represent the significance and quality of the building materials.
- **Four-Sided Architecture:** Each side of the project is unified and expressive towards the overall theme while still providing a dynamic four-side architectural experience. Each façade provides balance and movement, helping to accentuate appearance and offering Downtown a vibrant, visually interesting building character.

South:

- The primary mass of the building is located away from Scottsdale Road and is situated adjacent to Winfield Scott

- Sunlight will be an active component penetrating deep within the units and changing through the day and season
- At the ground floor, the entire zone between curb, setback distance, and private urban-rooms at each unit is designed as a unified expression layering landscape, hardscape and screening material
- The main building lobby is located on the south end of the first floor, adjacent to 3rd Avenue. The lobby is a 2-story space intended to create entry and presence
- Additional amenities accessed from the north edge include bike storage
- The massing along the southern edge from level 1-3-steps back significantly towards the north

North:

- Massing along the northern edge from level 3-7 offers movement, texture, interest and relief
- The plant palette will consist of low-water use native species. Planting and landscape on this amenity floor becomes an important component of the northern façade. This landscape extends vertically in planters on the floors above. This landscape helps shade the building and creates a visual amenity for all adjacent properties

West:

- The west steps back at levels 1-3, 4-7 and 8-9 from Scottsdale Road
- The pool is currently located on the 3rd floor rooftop
- Large transparent and translucent openings at the restaurant located at ground level with clerestory for second level sunlight accents
- Use of materials and shapes that feel indigenous to the region
- Mixing landscaping and tree placement and type, to create diversity along Scottsdale Road along with unity and a more pedestrian-friendly pathway
- Utilities, trash, recycle, parking entrance, onsite parking, ingress/egress, and valet are all contained within or under the proposed facility, with unidirectional ingress furnished from 3rd Avenue and egress directed to 4th Avenue

East:

- The east edge of the building is a mixture of strategies employed along the west and south
- This façade offers a mixture of shapes, colors and textures intended to help create visual movement and fenestrations along Winfield Scott
- We are removing one existing drive along Winfield Scott
- We are enhancing the Winfield Scott frontage and will be improving pedestrian pathways along with on-street parking

GOAL CD 2:

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

Policy CD 2.1.

The scale of existing development surrounding the Downtown Plan boundary should be acknowledged and respected through a sensitive edge transition buffer, established on a location specific basis that may include transitional development types, landscape buffers, and sensitive architectural design solutions to address building mass and height.

Response: See detailed design summary above under Downtown Plan Goal CD 1 above.

GOAL CD 3:

DOWNTOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.

Policy CD 3.1

Enhance outdoor pedestrian comfort through microclimate design that incorporates a variety of shade conditions, landscape, and features that are drought tolerant, as well as offer attractive spaces, and passively cooler temperatures.

Policy CD 3.2

Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

Response: The landscape character of the proposed development will include a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette, to be submitted with the DRB application, will incorporate hardy plants known to thrive in the heat and sun of the desert climate and substantial street trees with initial construction to create a meaningful pedestrian experience from the start. Plant selection and intentional planting design will allow the development to use water efficiently throughout the site. The planting design will limit lush and dense planting patterns to areas with the most human interaction such as entries and amenity areas.

GOAL CD 4:

STRENGTHEN PEDESTRIAN CHARACTER AND CREATE STRONG PEDESTRIAN LINKAGES.

Policy CD 4.1

Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between, the various Downtown urban neighborhoods.

Policy CD 4.2 *Development should demonstrate consideration for the pedestrian by providing access and connections to adjacent developments.*

Response: Pedestrian circulation along both the perimeter and internal (alleyway/driveway) is an important feature of the Winfield Hotel & Residences, as numerous retail, restaurant, entertainment, and cultural uses are within walking distances from this site. Special consideration is given to the ground level building/pedestrian interface including upgraded hardscape and well-placed lighting to encourage safe walkability and street interaction.

GOAL CD 5

CREATE COHERENT AND CONSISTENT STREET SPACES.

Policy CD 5.1.

Create a unified public realm through the design of Downtown's streets, building setback areas, and building frontages. Setbacks may only be compromised after clear demonstration that other significant public benefits are achieved.

Policy CD 5.2.

Street spaces are components of the overall public realm and should be logically interconnected with other pedestrian spaces.

Policy CD 5.3

Streetscapes should provide continuity among adjacent uses through comprehensive sustainable landscape improvements, shade elements, decorative paving, street furniture, public art, and integrated infrastructure elements.

Response: Sidewalk improvements as well as trees and shrubs, will create shade and a comfortable microclimate for the pedestrian. This will act as a sensory relief from the built environment. These practices will enrich the pedestrian experience on the streets and encourage the use of the sidewalks to get from one destination to the next. The indoor/outdoor transition from the lobby will allow guests and residents to immediately engage the plaza space and sidewalk network in Downtown providing for a true urban tourist and living experience.

GOAL CD 6

INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS DOWNTOWN'S URBAN CHARACTER.

Policy CD 6.1.

Downtown landscape elements should project a desert oasis design character, providing an abundance of shade, color, varied textures and forms.

Policy CD 6.2.

Landscape materials should complement Downtown's built environment, land uses, and activities through the careful selection of plant materials with regards to scale, density, placement, and arrangement.

Response: The proposed plant materials palette complements the evolving character of the urban built environment surrounding the site. Incorporating statement plantings will create more attractive and inviting spaces for pedestrians and will provide an appropriate balance/ transition between the urban hardscape and proposed residential development.

GOAL CD 8

IMPLEMENT HIGH QUALITY DESIGN IN DOWNTOWN ARCHITECTURE.

Policy CD 8.2.

Promote the "Scottsdale Sensitive Design Principles" in the creation of architecture in Downtown.

Policy CD 8.3.

Promote the principles of design in the "Downtown Urban Design and Architectural Guidelines" in all Downtown development.

Policy CD 8.4.

Emphasize thorough design review and management of the built environment to achieve the benefits of high quality design.

Response: The development will promote the Scottsdale Sensitive Design Principles and comply with the applicable Downtown Urban Design & Architectural Guidelines. See Sections VII and VIII below. Taking cues from modern architectural design, indigenous building materials and native landscaping materials the development will provide a pedestrian-oriented urban environment with a modern, contemporary vibe. Complementary textures, colors and plant varieties will create strong aesthetic connections between existing and newly constructed developments while still maintaining a unique and identifiable character.

GOAL CD 9

DEVELOPMENT SHOULD INCORPORATE SUSTAINABLE BUILDING PRACTICES AND PRODUCTS.

Policy CD 9.1.

Development should strive to incorporate sustainable planning, design strategies, building techniques, and the use of durable indigenous materials, to minimize environmental and maintenance impacts, and endure over time.

Policy CD 9.2.

Encourage green building design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plant materials.

Policy CD 9.3.

Promote the use of energy efficient systems, construction methods, and alternative energy sources.

Response: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building and plans to develop in accordance with green building standards where feasible. These elements will be further identified with the Development Review Board application.

➤ **MOBILITY**

GOAL M 1:

DEVELOP COMPLETE STREETS THROUGH PUBLIC AND PRIVATE INFRASTRUCTURE INVESTMENTS AND IMPROVEMENTS.

Policy M 1.7.

Maintain the primary function of Scottsdale Road as Downtown-serving. Scottsdale Road should facilitate circulation and access for all modes of travel, with a special emphasis on meeting pedestrian needs.

Response: Scottsdale Road is a major arterial that runs adjacent to the Property and serves as both a north-south connection through the City as well as a more refined pedestrian corridor in Downtown. Winfield Hotel & Residences will provide a comfortable and safe streetscape along Scottsdale Road (as well as all street frontages) with easy access and visibility for both vehicles and pedestrians and a ground level experience that stimulates pedestrian movement and enriches the pedestrian experience on the street level encouraging the use of the sidewalks to get from one destination to the next and enjoy the evolving mixed-use character of Downtown.

GOAL M 2:

CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.

Policy M 2.1.

Design the public realm to include enhanced requirements for sidewalk space. Provide adequate space for meeting and passing other pedestrians, including queuing space to support desired levels of activity.

Response: The sidewalk improvements combined with well-placed shade trees will create a more comfortable and inviting pedestrian space along the streetscape. This will allow easy use of the adjacent circulation system, in and around the site, regardless of solar orientation. Successful Downtown revitalization and redevelopment focuses on a lively pedestrian presence due to mixed-use development (in this case, hotel, residential and supporting commercial) and quality pedestrian level design and linkages. Direct pedestrian access from the lobby will allow residents to immediately engage the network of Downtown sidewalks. Additionally, by undergrounding the parking with access off the alley/driveway, the site design has removed the pedestrian obstacle of parking lots and curbcuts from the streetscape and reinforced the idea of alternative means of transportation.

➤ **ECONOMIC VITALITY**

GOAL EV 1:

SUPPORT DOWNTOWN'S ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, ENTERTAINMENT, TOURISM, AND EVENTS.

Policy 1.4

Promote Downtown as a creative environment in which people can live, work, and pursue leisure activities.

Policy 1.5

Support and strengthen Downtown as a strong tourism destination through land use, urban design, activities and special events.

Response: The D/DMU-2 sub-district supports a variety of land uses including, but not limited to, multiple story residential, office, hotel, retail shops, and restaurants consistent with the intensity of uses which are typically found in the Downtown Scottsdale. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating tourist accommodations and additional housing options in Downtown is essential for the continuing economic growth and sustainability of Scottsdale as a whole. Additionally, developing this hotel/residential project in such a prime location will increase the employment base and provide jobs near a range of housing options in Downtown and Southern Scottsdale. This project exemplifies this revitalization component by assembling a collection of older, obsolete commercial properties and creating a vibrant mixed use urban development with hotel, residential condominiums, restaurant and supporting amenities with nearby access to

support services and transportation corridors. Thus, reinforcing the City's desire for tourism and housing in Downtown and increasing lifestyle opportunities for the residents of Scottsdale. The growing number of visitors and residents in this area will serve to support existing restaurants, galleries and other retailers in the area.

GOAL EV 2:

PROMOTE PRIVATE INVESTMENT AND ATTRACT NEW DEVELOPMENT TO DOWNTOWN.

Policy EV 2.1

Encourage new development and reinvestment that maintains Downtown's economic edge in the region.

Policy EV 2.2

Promote a mix of daytime/nighttime activities year-round through new development that includes vertically mixed land uses and a diverse range of housing development.

Policy EV 2.3

Encourage private reinvestment through flexible policies, practices and incentives, that work with the private sector to respond to functional and economic changes in Downtown.

Policy EV 2.7

Attract and retain a broad array of economic activities that widen the appeal of Downtown and strengthen the city's tax base.

Response: The PBD overlay and IID requested with this zoning application will allow for reinvestment in the heart of Downtown bringing a mixed-use development with hotel, residential, and commercial uses further stimulating the economic tax base as well as the diversity of land uses and expanded employment opportunities in Downtown. Below is a more detailed description of how the PBD overlay criteria are being met.

VII. PLANNED BLOCK DEVELOPMENT (PBD)

The purpose of the PBD Overlay District is to allow for development flexibility in the Downtown Area to assist the City in achieving the Downtown Plan, developing more Downtown Area public amenities, and adding land uses that would further promote the Downtown Area as a twenty-four (24) hour community.

Response: The PBD overlay designation has been requested as part of this zoning application to allow for greater development flexibility on the site. In keeping with the PBD requirements, a Development Plan has been established to specify parameters for

site planning, architecture, and landscaping. The intent of the Development Plan is to define an established style, character, and design quality for the site, while maintaining opportunities for specific needs and a creative identity through future approvals by the Development Review Board (DRB). The Development Plan is intended to invoke a sense of quality and character to ensure compatible development with Scottsdale's Downtown urban character. As part of the Development Plan, the applicant has created a set of Property Development Standards consistent with the Downtown Ordinance. Amendments of the base standards of the D/DMU-Type 2 zoning district include height, gross floor area ratio (GFAR), and modifications to setbacks and stepbacks. These modifications are necessary for the proposed mixed-use development due to the uniquely shape, narrow site with three street frontages that is also bisected by an alleyway.

Summary of Property Development Standards

Site Area: 0.71 Acres Net (30,703 sf)
1.27 Acres Gross (55,224 sf)
Building Height: 90'-0" includes mechanical
Building Area: 166,800 sf (excluding garage); 129,873 s.f. for non-residential
GFAR: 2.35
Hotel Rooms: 244 Rooms
Condominium Units: 26 Units (8th & 9th Floors)

Parking Provided: 378 spaces

Bicycle Parking Provided: 38 spaces required

Building Setbacks:
Scottsdale Road: 20'-0" min.
Winfield Scott: 20'-0" min.
3rd Avenue: 20'-0" min.
Existing Alley: 0'

Alley Width: 20'-0"

Sec. 6.1304. PBD Overlay District criteria.

A. Before the first Planning Commission hearing on a PBD Overlay District application, the Development Review Board shall make a recommendation to the Planning Commission regarding the Development Plan based on the following criteria.

- 1. Criteria for a PBD Overlay District application in a Type 1 Area:
 - a. The Development Plan shall reflect the goals and policies of the Character & Design chapter of the Downtown Plan; and**

- b. The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines.*

Response: Not applicable.

- 2. *Criteria for a PBD Overlay District application in the Type 2 Area:*
 - a. The Development Plan shall reflect the goals and policies of the Character & Design chapter of the Downtown Plan;*

Response: See Downtown Plan Overview Section V. above.

- b. The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines;*

Response: See Downtown Plan Urban Design & Architectural Guidelines Section VII below.

- c. The building form shall reflect the planned character of development within which the development will be located;*

Response: The proposed development provides continuity between newly proposed and existing architecture in the surrounding area. The Downtown Ordinance setback and stepback standards are adhered to along Scottsdale Road and 3rd Avenue with a few exceptions understanding the importance of massing transition to the overall urban context and streetscape. The amendments to development standards are predominately along Winfield Scott. See Downtown Plan Urban Design & Architectural Guidelines Section VII below for more detail regarding building form.

- d. The Development Plan shall incorporate standards for development within three hundred fifty (350) feet of the Downtown Boundary that address appropriate transitions in building heights between the proposed development and the zoning districts abutting or adjacent to the development;*

Response: Not applicable.

- e. The Development Plan shall incorporate standards for development in the Downtown Regional Use - Type 2 or Downtown Medical - Type 2 Areas, and within one hundred (100) feet of the Downtown Multiple Use - Type 2 or Downtown Civic Center - Type 2 Areas, that address appropriate transitions in building heights between the*

proposed development and the Downtown Multiple Use - Type 2 or Downtown Civic Center - Type 2 Areas;

Response: Not applicable.

f. The Development Plan for development within one hundred (100) feet of a Type 1 Area shall incorporate standards that address appropriate landscape materials and transitions in building heights between the proposed development and the Type 1 Area;

Response: Not applicable.

g. The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms and architectural features that address human scale and pedestrian orientation; and

Response: Active street frontages are provided along Scottsdale Road, 3rd Avenue, and Winfield Scott Plaza with direct lobby access, efficient vehicle movement and valet in the alleyway/driveway, integration of shade trees and human-scale landscaping, quality hardscape design including sidewalks and furniture for pedestrians. Architecturally, the buildings will invoke a modern urban design with elements of human scale providing for a higher quality pedestrian environment created by a variety of small scale building elements rather than a single, large unarticulated mass. Pedestrian connectivity is key to the overall site design, not only providing access to Downtown's amenities for the hotel guests and residents, but also linking into the existing pedestrian network along the perimeter of the site.

h. The pedestrian circulation shall be accessible and easy to navigate, and incorporate open space and pedestrian linkages to the public pedestrian circulation network.

Response: See site plan pedestrian path, which identifies the proposed linkages in conformance with the Downtown Plan. The primary north-south public pedestrian connections will be served by Scottsdale Road. There are also internal connection points for guest and residents connecting with the main public pedestrian system.

B. In addition to the criteria used by the City Council to review a zoning district map amendment application, the Planning Commission shall make a recommendation to the City Council, based on the following applicable criteria:

1. *Standard criteria:*

- a. *The proposed development supports the land use elements of General Plan and the Downtown Plan.*

Response: The proposed development plan supports the land use elements of the General Plan and Downtown Plan. See Sections IV and V. above.

2. *Criteria to add land uses to Table 5.3005.D., Land Uses for Each Sub-district of the Downtown District:*

- a. *Each proposed land use helps maintain a balance of land uses in the Downtown Area in accordance with the Downtown Plan.*
- b. *Each proposed land use is compatible with the adjacent development, and strengthens the mix of land uses and activities in the Downtown Area.*
- c. *Each proposed land use substantially implements the pedestrian oriented, twenty-four (24) hour downtown community goals of the Downtown Plan.*

Response: The applicable use regulations of the Downtown/Planned Block Development district shall apply. No additional changes are requested with this application to the land use table for the Multiple Use sub-district.

3. *Criteria to achieve bonus(es):*

- a. *The proposed Development Plan reflects noteworthy investments to provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives, primarily in the immediate vicinity of the neighborhood where the development will be located.*

Response: The rezoning request to D/DMU- Type 2 PBD DO with IID includes a request to increase building height from 66'-90' (an increase of 24 feet) and an increase in GFAR from 1.4 to 2.35 (the maximum GFAR achievable pursuant to the PBD is 3.0). Bonus calculations provided in Section III. The proposed density of 20.4 du/ac (26 units / 1.27 gross acres) falls well below the maximum density of 50 du/ac in the Downtown Ordinance. The body of this document includes justification for these amendments in accordance with both the 2001 General Plan and Downtown Plan.

VIII. Downtown Plan Urban Design & Architectural Guidelines **Conformance**

A. Site Development

A1 – Relationship of New to Existing Development

The proposed development provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages. See Site Plan and Site Sections for setback and stepbacks.

A2 – Active Street Frontages

Active street frontages are created through ground level plaza space, new sidewalks and shade trees for the pedestrians and shading elements on the building. In addition to landscaping, a series of vertical and horizontal building elements will not only provide solar relief to the windows and doors, but will provide contemporary styling and a vibrant urban character.

A4 – Parking Facilities

The development is served by an underground parking structure that is not visible from the street with valet services via the alley/driveway. Parking for hotel guests and residents will be provided in the underground parking structure with secured access to their guest rooms/units via elevator and stairwell. The parking structure entrance is accessed by 3rd Avenue via the alley/driveway and the exit is located along Winfield Scott Plaza eliminating a curb cut along 3rd Avenue. Queuing space in the alley/driveway will also alleviate the potential for traffic congestion. The streamline approach to vehicular movement will allow patrons to walk at ease, not worrying about ground level plane changes or interaction with vehicles and focusing on the streetscape experience.

A5 – Building Equipment & Services

All services and loading areas will be obscured from public street view. Mechanical and electrical equipment and appurtenances will be concealed from public view and neighboring properties.

A8 – The Continuity of Street Spaces

-and-

A9 – The Building Setback Zone

The development has been designed to maintain and enhance an active street frontage reinforcing the Downtown pedestrian environment. This mixed-use context includes restaurants, services, retail, galleries, a hotel, cultural opportunities and employment all within walking distance to the Property. In addition to architectural elements, pedestrian scale landscape and hardscape elements will contribute towards the street level interaction and continuity of the existing urban context.

A10 – The Linkage of Neighboring Developments

Pedestrian circulation is an important feature of this Downtown hotel and residential development, as numerous retail, restaurant, entertainment, employment and cultural uses are within walking distances from this site. As mentioned above, the development plan encourages walkability and social interaction in this Downtown core area. Additionally, quality hardscape surfaces and tree canopies will be provided along the street edge protecting the pedestrian realm and providing connectivity to neighboring properties.

B. Building Form

B1- Reduction of Apparent Size and Bulk

The 3-story portion of the development along Scottsdale Road, helps to create a progressive transition from public to private. Additionally, this transition naturalizes the massing to fit within the context of the redevelopment notion as prescribed in the Downtown Plan. Further the tiered architecture along 3rd Avenue contributes to the building massing similarly. Along Winfield Scott, the massing elements are segregated into strategized components that undulate and articulate the façade, helping to relate the human-scale through relative portions.

The ground floor is articulated with massing, texture, relief and layering of elements. Glazing becomes a layer of transparency, as does the adjacent landscaping. The mixture of forms, materials and scaled textures help to address Scottsdale's requirement for variation of expression on the street.

Building levels 1-2 create the foundation. The physical shapes, materials and theme are simple yet effective in helping to draw the eye to key elements. By moving up the building the massing changes, and the shapes become much more pronounced and defined, helping to define the massing of floors 3 – 7. These masses play on shape, light, color, scalable texture, variation and rhythm of the building's 4-sided architecture.

In addition to manipulation of massing, the overall architectural scheme is relatively contemporary and befitting the local architecture. The human-centric function of the building, access and theme all focus on the appropriateness of the building as it fits within the Downtown setting. The color palette is neutral with accent color for visual relief. The materials are consistent with those used throughout the Scottsdale area and are placed strategically to represent the significance of the building materials.

B2 – Covered Walkways

The development will provide shaded environments for the pedestrian through building form and the placement of trees and building form.

C. Architectural Character

C1 - Proportion and Scale

The building design provides variation, movement, various textures and hierarchy of massing to create visual interest and varied proportions. See B1 above for more detail.

C2 – Building Materials

-and-

C3 – Architectural Detail

The proposed materials, colors, textures and detailing are indicative of Downtown Scottsdale and include a wide range of elements reflecting the vibrancy and character of this urban Sonoran Desert location while maintaining a warm earth tone palette with appropriate accents. The overall project massing has been developed to create multiple areas that optimize the buildings opportunities for natural light and ventilation while provide a contemporary architectural style.

D. Landscape Character

D1- Streets

The street trees proposed will be consistent with the Downtown guidelines providing appropriate spacing, theming and shade for the pedestrians.

D3- Plant Selection

Plant selection will include low-water use, desert appropriate trees with a range of sizes to provide hierarchy in scale, year-round color and a variety of textures.

IX. Scottsdale Sensitive Design Principles

The Character and Design Element of the General Plan states that “Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale’s Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.” The City has established a set of design principles, known as the Scottsdale’s Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property. In addition to the response below, please refer to Goal CD 1 above for a specific description of the design elements.

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

Response: The contemporary building character and stepped massing is complementary to the surrounding urban development pattern including several newer projects in the area. The proposed development will utilize a variety of desert appropriate

textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating outdoor living spaces and common amenities for its guests and residents while also tying to the existing pedestrian network in Downtown.

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 Downtown site is urban in character and does not have natural features such as washes and natural area open space, the developer has taken special consideration in providing interaction with the Scottsdale Road, 3rd Avenue and Winfield Scott Plaza streetscape through building design and the ground-level experience.

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

Response: The property is a Downtown redevelopment site. All landscaping will consist of low-water use desert appropriate landscaping materials. The current topography of the site is flat and therefore will be maintained.

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

Response: The proposed redevelopment will include additional desert appropriate landscaping (as well as integration of native plants). Additional landscaping will contribute to the urban 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 through the alleyway/driveway is an important feature of this Downtown project, as numerous retail, restaurant, residential, employment, cultural, and entertainment uses are within walking distances from this site.

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: The Property is within walking distance to an established Downtown core with a range of land uses, and within proximity to major employers, such as HonorHealth and the City of Scottsdale. As such, the Winfield Hotel & Residences has been designed with an emphasis on the ground level pedestrian experience enhancing the land use goals for this area. Developing tourist accommodations and housing in the heart of Downtown with established transportation options (bicycle, bus, trolley) reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for surrounding residents.

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 development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design.

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

Response: Variation in massing, proportion, material contrast, and architectural detailing will be provided establishing a natural hierarchy. The proposed development also provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages with setbacks and stepbacks that conform to the Downtown Ordinance and integrate well within the existing urban context.

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 overhangs, and celebrate the Southwest climate by creating outdoor living spaces and amenities for its guests and residents.

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

Response: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building design and

plans to develop in accordance with green building standards where feasible. The specific sustainable elements are still being evaluated with the design and development of the Winfield Hotel & Residences, but may include recycled materials, energy efficient windows, energy efficient fixtures and appliances, use of solar and the potential integration of a vertical farm to grow produce for the restaurant.

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

Response: Context appropriate, mature arid-region plant materials will be utilized with the redevelopment of the Property. The desert character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

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

Response: The proposed development will maintain a low-water use plant palette (landscape plan to be provided with DRB submittal identifying specific plant materials). Context appropriate desert plant materials will be utilized with the development of the Property, consistent with the established vegetative pattern found throughout Downtown while also maintain the Scottsdale Road streetscape guidelines.

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

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents and Downtown visitors.

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

Response: Project identification will be contextually appropriate and processed under a separate approval and permit process.

X. Conclusion

Downtown Scottsdale is a community where residents and visitors enjoy a superior urban quality of life. The cultural amenities, shops, restaurants, hotel and range of employment opportunities found within Downtown contribute to Scottsdale's well-earned reputation as a premier destination and place to live, play and work. The assemblage and redevelopment of these 12 parcels will play a meaningful role in the fabric of Scottsdale's Downtown by implementing the goals and policies set forth in both the General Plan and Downtown Plan. The developer is dedicated to reinvesting in Downtown Scottsdale by creating a mixed-use development that will continue to build upon the existing successful urban character in this evolving mixed-use core.