

**Marked Agendas  
Approved Minutes  
Approved Reports**

# CITY COUNCIL REPORT



Meeting Date: February 4, 2020  
 General Plan Element: Land Use  
 General Plan Goal: Create a sense of community through land uses.

## ACTION

**STR Ventures McKnight  
26-ZN-2018**

**Request to consider the following:**

Adopt Ordinance No. 4433 approving a Zoning District Map Amendment from Service Residential, Downtown Overlay (S-R DO) to Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO) zoning on a +/-7,539-square foot site located on 7531 E. McKnight Avenue.

**Goal/Purpose of Request**

The applicant's request is to allow for the conversion of the entire existing office/residential building into a single dwelling unit that they can use as a short term rental.

**Key Items for Consideration**

- Conformance with the General Plan and Old Town Plan
- Correspondence in opposition and support
- Planning Commission heard this case on October 16, 2019 and recommended denial with a 4-3 vote.

**OWNER**

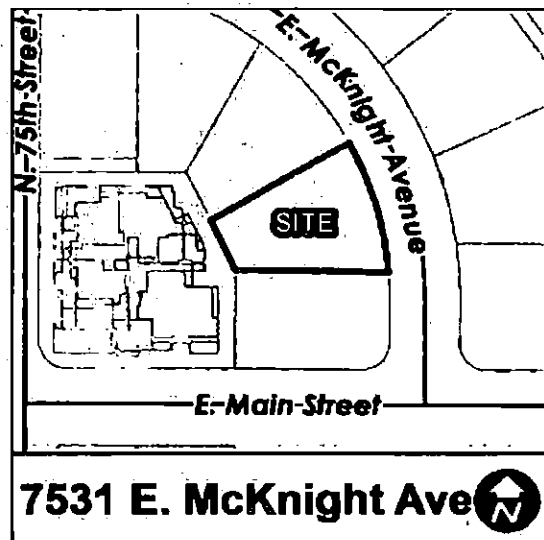
Home Yield  
480-235-6000

**APPLICANT CONTACT**

Court Rich  
Rose Law Group  
480-505-3937

**LOCATION**

7531 E McKnight Ave



## BACKGROUND

### General Plan

The Land Use Element of the General Plan designates the site area as Mixed-Use Neighborhoods (Attachment #4). This category includes higher density residential, office and retail uses. Mixed-Use Neighborhoods are also characterized by being located in areas having multiple modes of transportation available. In addition, the site areas are located in a growth area, as designated by the Growth Areas Element of the General Plan. The purpose of this designation is to approach "...growth management from a perspective of ..." identifying those "...areas of the community that are most appropriate for development focus [that] will best accommodate future growth..." The Growth Areas are intended to encourage development in a mixed-use environment.

### Character Area Plan

The Old Town Future Land Use map of the Old Town Scottsdale Character Area Plan designates the site as Downtown Multiple Use (Attachment #5) within the Civic Center District. This land use is characterized to "Encourage new development, redevelopment and infill that strengthens Old Town Scottsdale's mix of activities..." (LU 2.3) that are mutually supportive land uses.

### Zoning

The site is currently zoned Service Residential, Downtown Overlay (S-R DO). The S-R DO zoning district allows for a dwelling and office, but the Downtown Overlay restricts the amount of area on the first floor that can be used for dwelling units to thirty-five percent (35%) for commercial districts shown on Table 4.100.B. The proposed zoning, Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO), allows a mixture of commercial and residential uses in a mixed-use development form. The Downtown zoning district does not limit the area of first floor dwelling units in this Type-2 area.

### Context

The subject property is located on the east side of East McKnight Avenue, 70 feet north of East Main Street. The site is generally surrounded by office uses and multi-family residential. Please refer to context graphics attached.

### Adjacent Uses and Zoning

- North: Office and dwelling unit, zoned Service-Residential Downtown Overlay (S-R DO)
- South: Mixed use development of office and a dwelling unit, zoned Service-Residential Downtown Overlay (S-R DO)
- East: East McKnight Avenue, and further east is a proposed single dwelling unit to be used for short term rental, zoned Office/Residential Type 1.5 Downtown Overlay (D/OR-1.5 DO)
- West: Mixed use development of multi-family and retail, zoned Downtown Office/Residential Type 2 Downtown Overlay (D/OR-2 DO)

**Other Related Policies, References:**

15-ZN-1965 Zoning map amendment of the property from Single-family Residential (R1-7) to Service Residential (S-R).

72-DR-1979 Development Review approval for the building on the site.

302-SA-2018 Site improvements including a pool in the rear of the property.

**APPLICANTS PROPOSAL**

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**Development Information**

- Existing Use: Mixed Use Office and Dwelling Unit
- Proposed Use: Dwelling Unit
- Parcel Size: 0.17 Acre
- Building Height Allowed: 66 feet inclusive of rooftop appurtenances
- Building Height Proposed: 19 feet existing building
- Parking Required: 2
- Parking Provided: 2
- Density Allowed: 12 dwelling units per acre (2 units, existing zoning)  
50 dwelling units per acre (8 units, proposed zoning)
- Density Proposed: 1 dwelling unit

**IMPACT ANALYSIS**

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**Land Use**

The proposed use for the site area is to maintain the existing building and use the entire building for a single dwelling unit for short term rental. The proposed zoning designation of Downtown / Downtown Multiple Use - Type 2 Downtown Overlay (D/DMU-2 DO) allows the proposed use and is consistent with the General and Old Town Plans. In addition, the proposed development is consistent with the Old Town Plan as it pertains to land uses that activate the Civic Center with both visitors, residents, and workers year-round.

**Transportation**

Vehicular access to the site is provided from the adjacent alley, while pedestrian access to the site will be primarily from East McKnight Avenue. Parking for the proposed site requires two (2) spaces; two (2) space are provided. Transportation Department has reviewed the application and has determined that the proposed plan will not negatively impact the capacity of the affected streets or alley.

**Water/Sewer**

The existing water and sewer systems are sufficient to service the existing building.



**Public Safety**

The Fire Department has reviewed this application and has determined that there is adequate ability to provide fire and emergency services to the development. The nearest fire station is located at 7522 East Indian School Road. The near police station is located at 3700 North 75<sup>th</sup> Street.

**Community Involvement**

Staff and the applicant have mailed notifications to property owners within 750 feet of the site, and the applicant held an open house on October 15, 2018. A copy of the applicant's Citizen Involvement Report is included as Attachment #7. Staff has received several email messages in opposition regarding this application, citing concerns with the change in land use.

**OTHER BOARDS AND COMMISSIONS**

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**Planning Commission:**

Planning Commission heard this case on October 16, 2019 and recommended denial with a 4-3 vote. The Commission discussed the appropriateness of the rezoning of a property into a mixed-use district for the proposed use as a single dwelling unit as it relates to the Old Town Scottsdale Character Area Plan, along with concerns about the operation and management of the dwelling unit as a short term rental.

**Staff's Recommendation to Planning Commission:**

Staff recommended that the Planning Commission find that the proposed zoning district map amendment or zoning text amendment is consistent and conforms with the adopted General Plan, and make a recommendation to City Council for approval of the Zoning District Map Amendment from Service Residential, Downtown Overlay (S-R DO) to Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO), per the attached stipulations.

**RECOMMENDATION**

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**Recommended Approach:**

**Option 1:** Deny Ordinance No. 4433 a Zoning District Map Amendment from Service Residential, Downtown Overlay (S-R DO) to Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO) zoning on a +/-7,539-square foot site located on 7531 E. McKnight Avenue.

**Option 2:** Adopt Ordinance No. 4433 approving a Zoning District Map Amendment from Service Residential, Downtown Overlay (S-R DO) to Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO) zoning on a +/-7,539-square foot site located on 7531 E. McKnight Avenue.

**RESPONSIBLE DEPARTMENT**

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**Planning and Development Services**

Current Planning Services

**STAFF CONTACT**

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**Ben Moriarity**


**Planner**

**480-312-2836**

**E-mail: [bmoriarity@ScottsdaleAZ.gov](mailto:bmoriarity@ScottsdaleAZ.gov)**

**APPROVED BY**

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\_\_\_\_\_  
Ben Moriarity, Report Author

1/14/2020  
\_\_\_\_\_  
Date

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

1/21/2020  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Randy Grant, Director  
Planning and Development Services  
480-312-2664, rgrant@scottsdaleaz.gov

1/21/20  
\_\_\_\_\_  
Date

**ATTACHMENTS**

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1. Context Aerial
- 1A. Aerial Close-Up
2. Ordinance No. 4433
  - Exhibit 1: Stipulations
  - Exhibit A to Exhibit 1: Site Plan
  - Exhibit B to Exhibit 1: Landscape Plan
  - Exhibit 2: Zoning Map
3. Applicant's Narrative
4. General Plan Land Use Map
5. Old Town Future Land Use Map
6. Existing Zoning Map
7. Citizen Involvement
8. Correspondence
9. City Notification Map
10. October 16, 2019 Planning Commission meeting minutes
11. October 16, 2019 Planning Commission public comment





**STR Ventures McKnight**

**26-ZN-2018**





**STR Ventures McKnight**

**26-ZN-2018**



ORDINANCE NO. 4433

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF CHANGING THE ZONING ON THE "DISTRICT MAP" TO ZONING APPROVED IN CASE NO. 26-ZN-2018 FROM SERVICE RESIDENTIAL, DOWNTOWN OVERLAY (S-R DO) TO DOWNTOWN/DOWNTOWN MIXED-USE TYPE 2, DOWNTOWN OVERLAY (D/DMU-2 DO) ZONING ON A +/-7,539-SQUARE FOOT SITE LOCATED ON 7531 E. MCKNIGHT AVENUE.

WHEREAS, the Planning Commission held a hearing on October 16, 2019;

WHEREAS, the City Council held a hearing on February 4, 2020; and

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

WHEREAS, it is now necessary that the comprehensive zoning map of the City of Scottsdale ("District Map") be amended to conform with the decision of the Scottsdale City Council in Case No. 26-ZN-2018.

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

Section 1. That the "District Map" adopted as a part of the Zoning Ordinance of the City of Scottsdale, showing the zoning district boundaries, is amended by rezoning a +/-7,539-square foot site located on 7531 E. McKnight Avenue and marked as "Site" (the Property) on the map attached as Exhibit 2, incorporated herein by reference, from Service Residential, Downtown Overlay (S-R DO) to Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO) zoning.

Section 2. That the above rezoning approval is conditioned upon compliance with all stipulations attached hereto as Exhibit 1 and incorporated herein by reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale this \_\_\_\_ of \_\_\_\_\_, 2020.


ATTEST:

CITY OF SCOTTSDALE, an Arizona  
Municipal Corporation

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

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

APPROVED AS TO FORM:  
OFFICE OF THE CITY ATTORNEY

By:  \_\_\_\_\_  
Sherry R. Scott, City Attorney  
By: Joe Padilla, Deputy City Attorney

**Stipulations for the Zoning Application:**

**STR Ventures McKnight**

**Case Number: 26-ZN-2018**

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

**CHANGES MADE AFTER THE PLANNING COMMISSION MEETING ARE SHOWN IN STRIKE-THRU AND/OR BOLD CAPITAL LETTERS**

**SITE DESIGN**

1. **PROTECTION OF ARCHAEOLOGICAL RESOURCES.** Any development on the property is subject to the requirements of Scottsdale Revised Code, Chapter 46, Article VI, Protection of Archaeological Resources, Section 46-134 - Discoveries of archaeological resources during construction.
2. **CONFORMANCE TO CONCEPTUAL SITE PLAN.** Development shall conform with the conceptual site plan submitted by Rose Law Group and with the city staff date of August 8, 2019, attached as Exhibit A to Exhibit 1. Any proposed significant change to the conceptual site plan, as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council.
3. **OUTDOOR LIGHTING.** The maximum height of any outdoor lighting source, except any light sources for patios and/or balconies, shall be eight (8) feet above the adjacent finished grade.
4. **CONFORMANCE TO LANDSCAPE PLAN. LANDSCAPING IMPROVEMENTS, INCLUDING QUANTITY, SIZE AND LOCATION SHALL BE INSTALLED TO BE CONSISTENT WITH THE PRELIMINARY LANDSCAPE PLAN WITH A CITY STAFF DATE OF OCTOBER 16, 2019, attached as Exhibit B to Exhibit 1.**
5. **DENSITY SHALL BE LIMITED TO ONE DWELLING UNIT PER PARCEL.**
6. **THERE SHALL BE A MAXIMUM HEIGHT RESTRICTION OF 26 FEET.**

**DEDICATIONS**

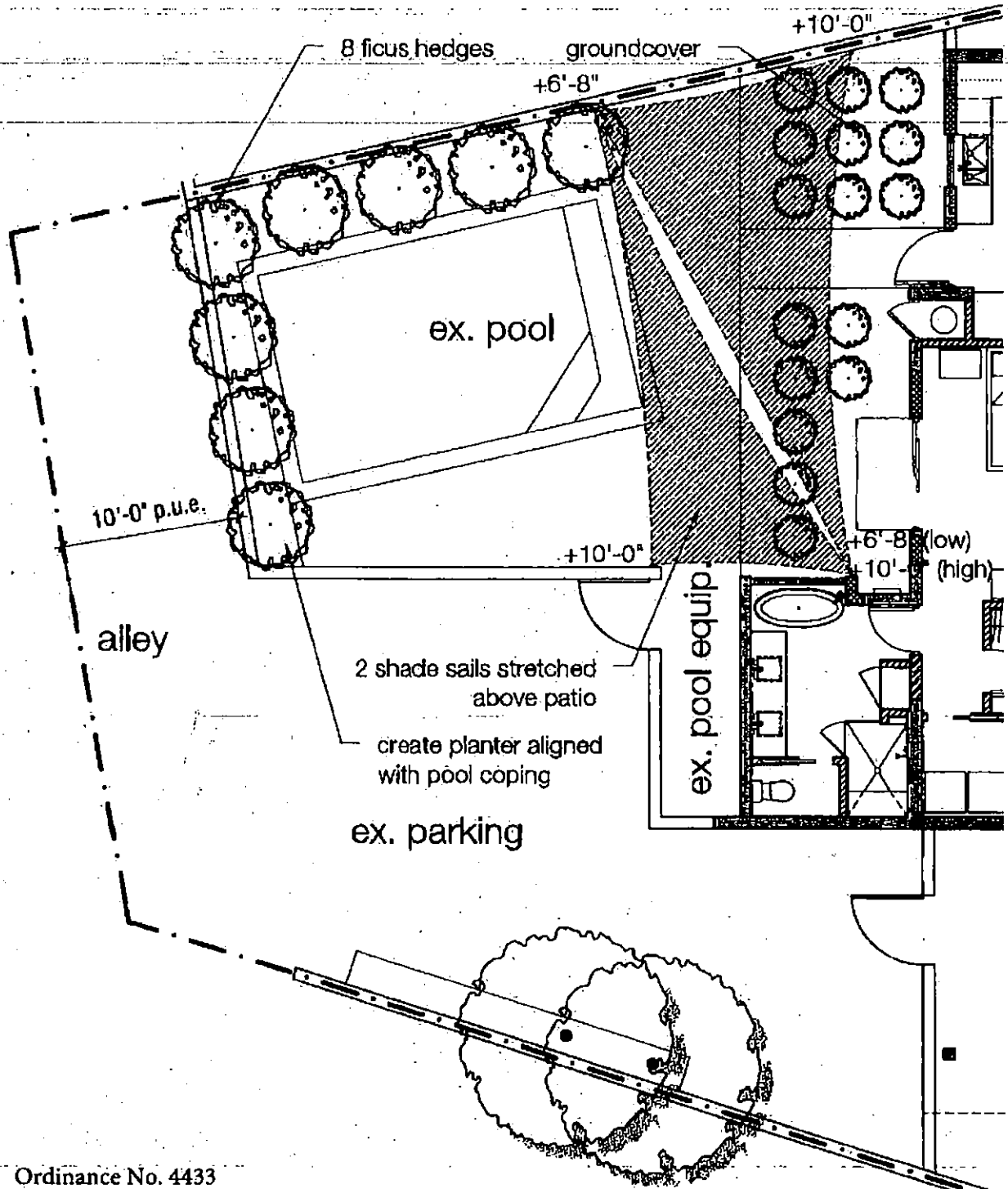
7. **RIGHT-OF-WAY DEDICATIONS.** Prior to any permit issuance for the development project, the owner shall make the following fee simple right-of-way dedications to the City of Scottsdale:
  - a. **ALLEY.** Ten (10) foot dedication, for a total ten-foot-wide half-alley right-of-way width.





proposed site plan

SK-01 rev1



Ordinance No. 4433  
Exhibit B to Exhibit 1  
Page 1 of 1

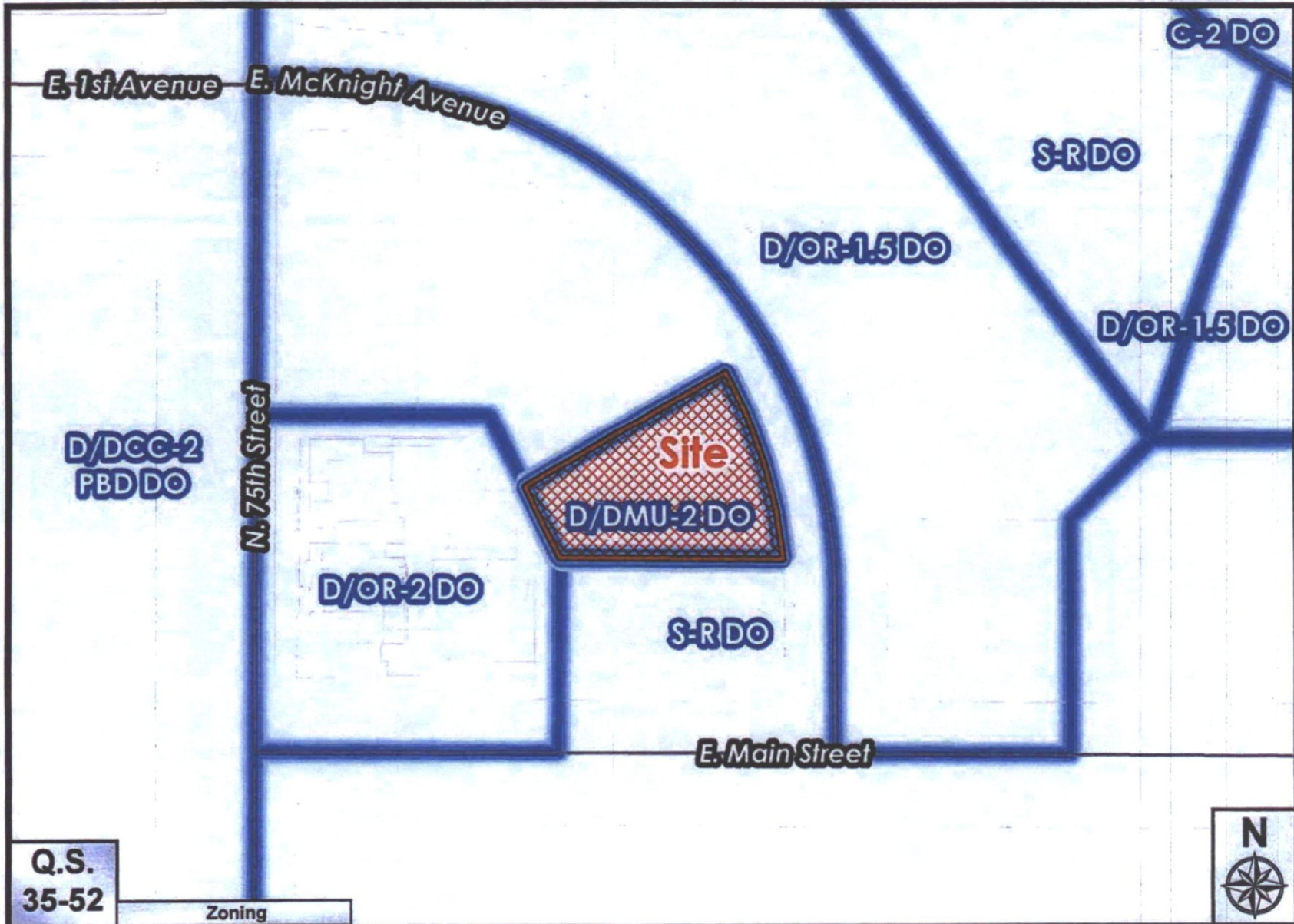
7531 E. Mc Knight Ave.  
Scottsdale, AZ 85251  
October 16, 2019  
Scale: 1/8" = 1'-0"

7340 EAST MAIN STREET #210  
SCOTTSDALE, ARIZONA 85251  
MADEWITHALINE.COM

7531 MCKNIGHT



**ALINE**  
ARCHITECTURE CONCEPTS



**Q.S.  
35-52**

Zoning

**STR Ventures McKnight**

Ordinance No. 4433  
Exhibit 2  
Page 1 of 1

**26-ZN-2018**



# STR Ventures (7531 E. McKnight)

## REZONING APPLICATION NARRATIVE

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### Project Information

Location: 7531 E. McKnight Avenue (APN: 130-25-113)

Property Size: 7,539 sf

### Property Zoning & General Plan Designation

#### Zoning:

- Current Zoning: S-R DO (Service Residential with Downtown Overlay)
- Proposed Zoning: D/MU-2 DO (Downtown Mixed Use)
- No General Plan Amendment Necessary

#### Surrounding Zoning:

- North: S-R
- South: S-R
- East: D/OR-1.5 (proposed travel accommodation – same owner)
- West: D/OR-2 (Main Street Place)

### Project Overview

#### *About the Site*

This application is being submitted on behalf of STR Ventures (the "Owner") to request a zone change from the existing S-R DO district to the D/MU-2 DO district. This rezoning will not change the Owner's use of the property, but will simply remove an unusual restriction currently in place. The current S-R DO zoning in the Downtown Overlay (DO) district requires that any residential use on the ground level be limited to a maximum of 35% of the total ground floor. The Owner wishes to be permitted to utilize the entire ground floor without this unusual 35% restriction and therefore seeks this rezoning. The property is located just east of 75<sup>th</sup> Street and north of Main Street within walking distance of Scottsdale's Downtown Civic Center. Additionally, the project site was most recently operated as a commercial office and the proposed use is compatible with the surrounding mix of residential and office uses.

We have worked closely with staff on a resolution to this unusual residential ground floor restriction. The surrounding area is a combination of S-R and D/OR-2 zoning districts. The D/OR-2 zoning district has recently been replaced by the D/MU-2

district (Downtown/Mixed Use) which permits use as a travel accommodation without the unusual 35% ground floor restriction. Rezoning this property from the S-R district to D/MU-2 district is preferred in this particular area as it allows for a greater variety of uses to activate Scottsdale's walkable Downtown area. For the purposes of this rezoning application, the Property Owner intends to use the entire property as a vacation rental home. To be clear, the current zoning permits the use of this property as a vacation rental home, however this zoning change merely eliminates the unusual 35% ground floor restriction in the current zoning.

#### *About the Property*

As mentioned, this property will be utilized as a vacation rental for one family at a time. The property can already be used as a vacation rental, this change merely removes the unusual ground floor restriction. The location is ideal for the proposed use as it is within walking distance to the heart of the City. Located next to Civic Center Mall and near Scottsdale Stadium this vacation rental home will offer logistical convenience to visitors from all over the country while providing visitors/guests with the comforts of a home versus a cramped hotel room.

#### *About the Owner/Operator*

The property owner, STR Ventures, LLC (STR), is also the operator of the proposed short term rental home. STR provides premium vacation rentals for every occasion whether traveling for business or pleasure and even offers corporate housing with full feature accommodations and world class concierge service. They have been operating in Arizona since 2005 via various operating companies and investment partnerships including Vineyard Services, LLC, Home Yield, LLC, and Colony American Homes, LLC which is a large national property manager. They have an impeccable reputation which speaks volumes to their commitment to not only their guests but to their communities. They pride themselves on being good neighbors and each property is equipped with the most state of the art "Smart Sound" technology. Smart Sound alerts the Management staff when the volume either inside or outside the property exceeds normal decibels. The visitor or guest is delivered a "warning" via email or text. If the volume continues to exceed ample levels, the guest/visitor will be fined. This Smart Sound technology has proven extremely effective in keeping noise at an ambient level. We also have camera in the front and rear of our homes. Additionally, we have security patrols which drive around to our properties to manage any issues when our normal 12 person local staff needs additional assistance.

Unlike individually owned vacation rentals or homeowners that rent out their primary homes only on occasion, STR professionally manages all their properties. Professionally managed rental properties avoid many of the problems associated with the homeowner or one-off rental owner since those owners do not typically

have the technology or staff to insure their properties are well managed and policed.

### **Compliance with Downtown and Old Town Character Area Plan**

This rezoning request fully complies with the Downtown and Old Town Character Area Plan as it brings visitors/guests to the heart of Scottsdale and activates the area with pedestrians/patrons.

The Downtown Overlay (DO) designation was adopted to promote the goals and policies of the Downtown area and provide increased intensities to revitalize Downtown area properties. This area was once, many years ago, a residential neighborhood; however, throughout the years, it has been transforming from residential to office type uses. The DO encourages urban designs and stimulates sustainable live/work lifestyles within a vital urban environment. The proposed use will most definitely activate this area with tourists and out of town guests interested in exploring all of the wonderful arts, museums, restaurants and retail establishments within the city's core.

### Old Town Character Area Plan GOAL LU 2

Encourage the development of Old Town as a collection of mixed land uses and districts.

*Policy LU 2.3 – Encourage new development, redevelopment and infill projects that strengthens Old Town Scottsdale's mix of activities through the development of mutually supportive land uses with Downtown Multiple Uses areas.*

The Property Owner is investing substantial sums to fix up the property and improve the aesthetic of this property in such a key location. The proposed use will bring tourists/guests within walking distance to the elaborate mix of retail, entertainment, cultural, theatrical and sports establishments in the Downtown area.

### Old Town Character Area Plan GOAL CD 1

Strengthen and enhance the Old Town District Character with contextually compatible development

*Policy CD1.5 – Maintain the pedestrian oriented small town character and human scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at street level in all downtown districts.*

As mentioned, the purpose of the proposed use is to bring visitors/guests to the Downtown area for extended periods of time and activate this

dilapidated area just east of Civic Center Mall. Visitors will be in walking distance to a plethora of entertainment and eatery options.

Old Town Character Area Plan GOAL M 2

Create complete, comfortable, and attractive pedestrian circulation systems

*Policy M 2.2 – Encourage pedestrian oriented design that includes pedestrian comfort amenities such as trees, shade, seating, shelter, wayfinding, lighting, to encourage strolling, lingering and promenading especially in areas where there is high concentration of pedestrian activity.*

This property has been recently improved and has a very clean urban look to it. All of the landscaping currently planted and planned will be inviting and welcoming in order for visitors to feel comfortable outdoors no matter what time of year. Again, the property is within walking distance to Civic Center Mall which will promote visitors to embark on morning and evening strolls to the many fine dining opportunities in the immediate area.

Old Town Character Area Plan GOAL EV 1

Support Old Town's Prominent Economic Role as a Hub for Arts, Culture, Retailing, Dining, Entertainment, Tourism, Events, And Employment

*Policy EV 1.2 – Promote downtown as an environment attractive to both leisure visitors and skilled workforce.*

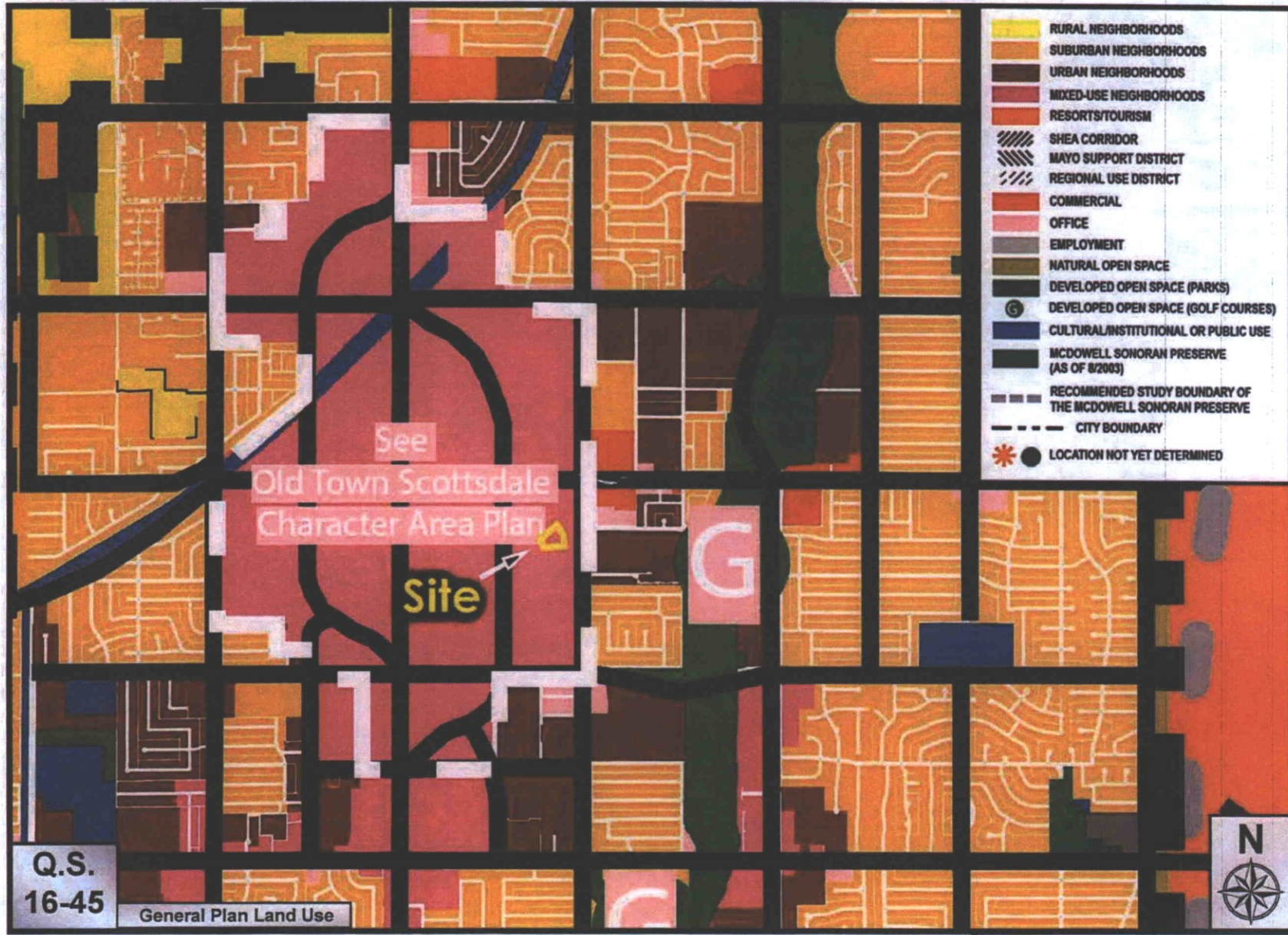
*Policy EV 1.3 – Attract tourism-supporting land uses, activities and special events to reinforce Old Town as a robust tourism destination.*

The proposed use definitely supports the tourism goals outlined in the Character Area Plan as it is intended to be used for travel accommodations bringing out of state visitors, in state guests and professionals into the Downtown area.

**Conclusion**

The requested rezoning and intended use of the property supports the City of Scottsdale's desire to create a vital, viable and desirable residential setting situated near entertainment, shopping, employment and healthcare. Additionally, this request will provide tourists and visitors alike the opportunity to vacation (or "staycation") in the heart of Scottsdale within walking distance to great restaurants, art galleries, old west museums, parks and much more while enjoying the comforts of a home rather than a hotel room.

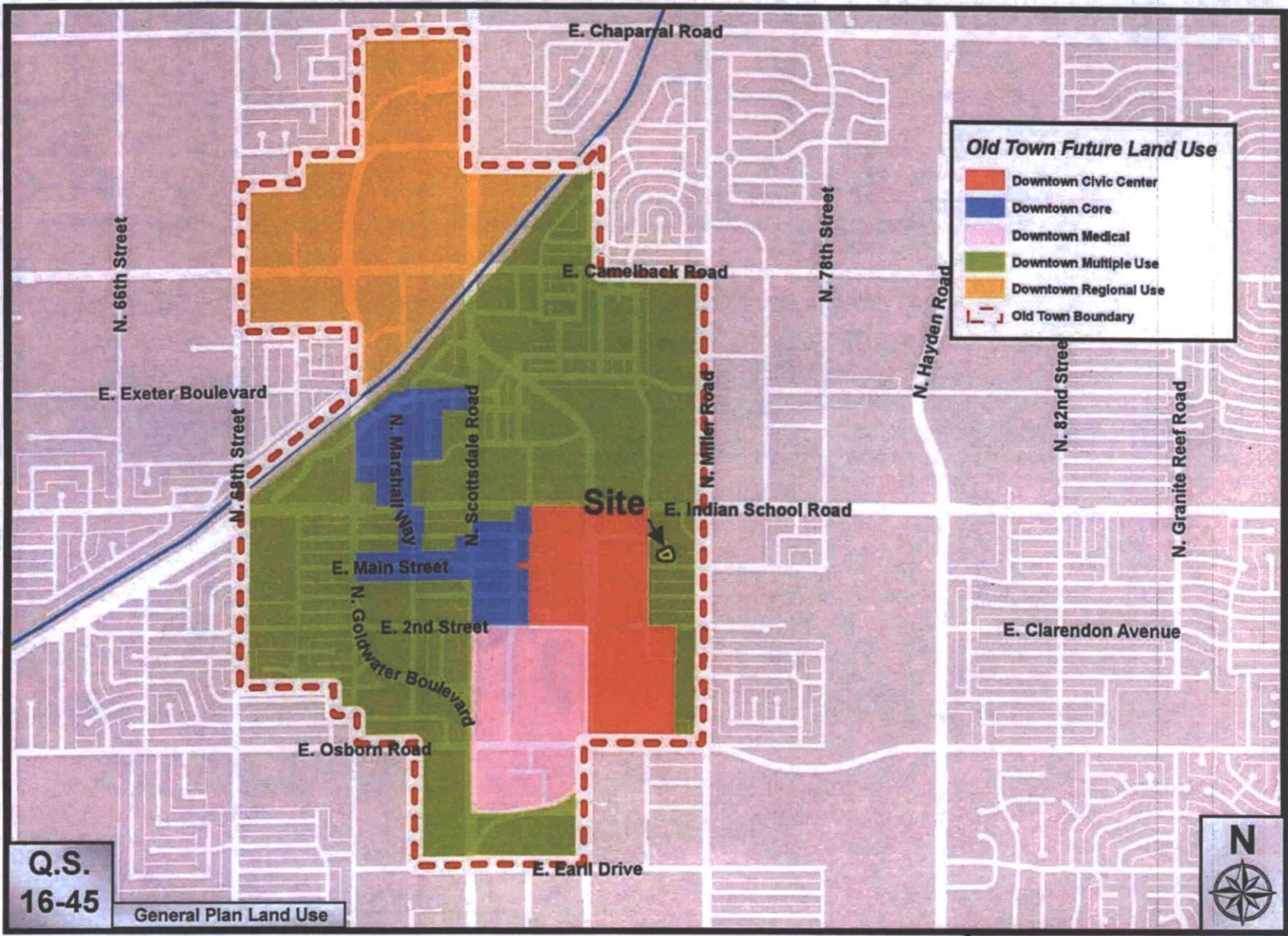




STR Ventures McKnight

26-ZN-2018





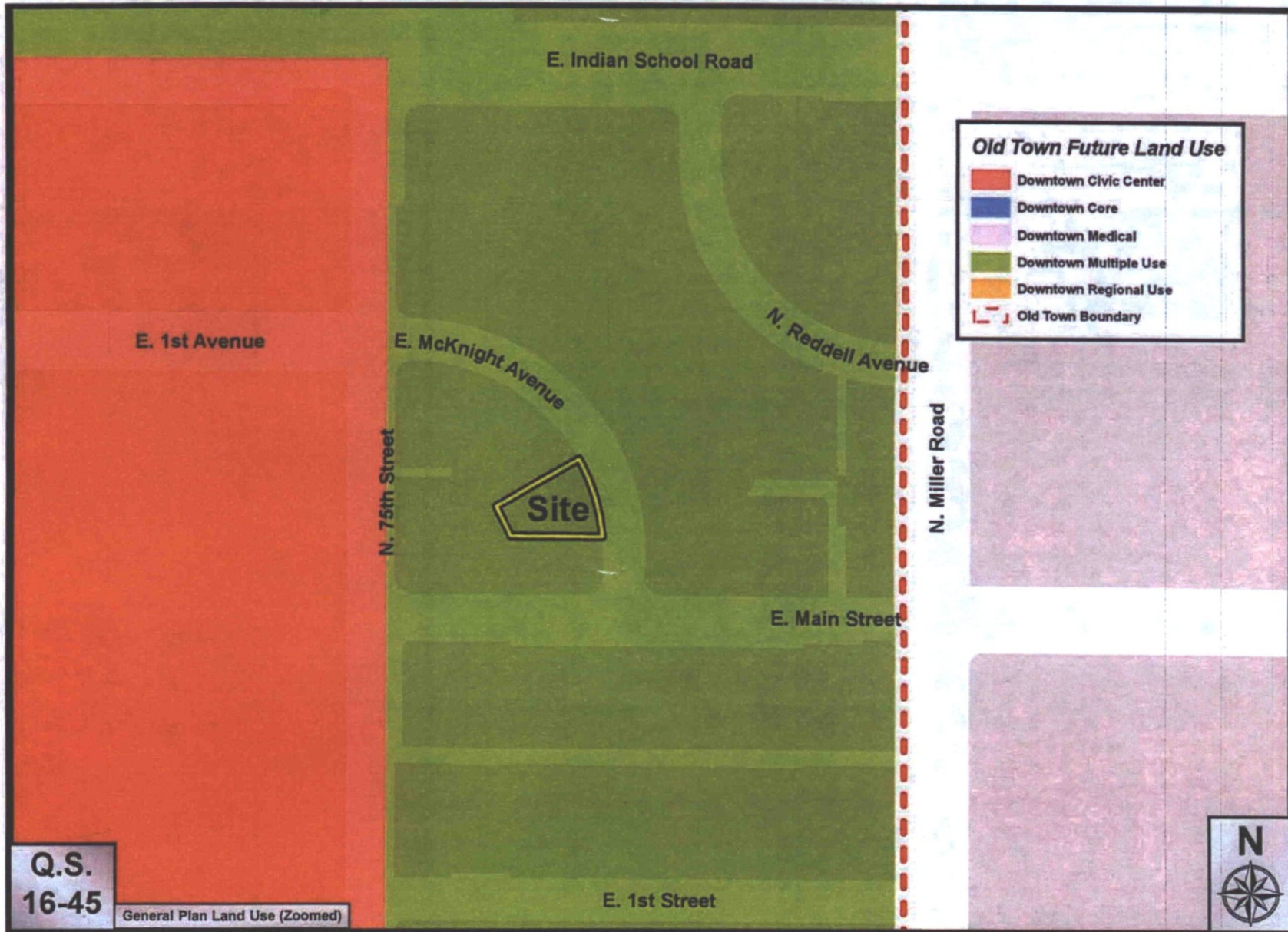
Q.S.  
16-45

General Plan Land Use

STR Ventures McKnight

26-ZN-2018





**Q.S.  
16-45**

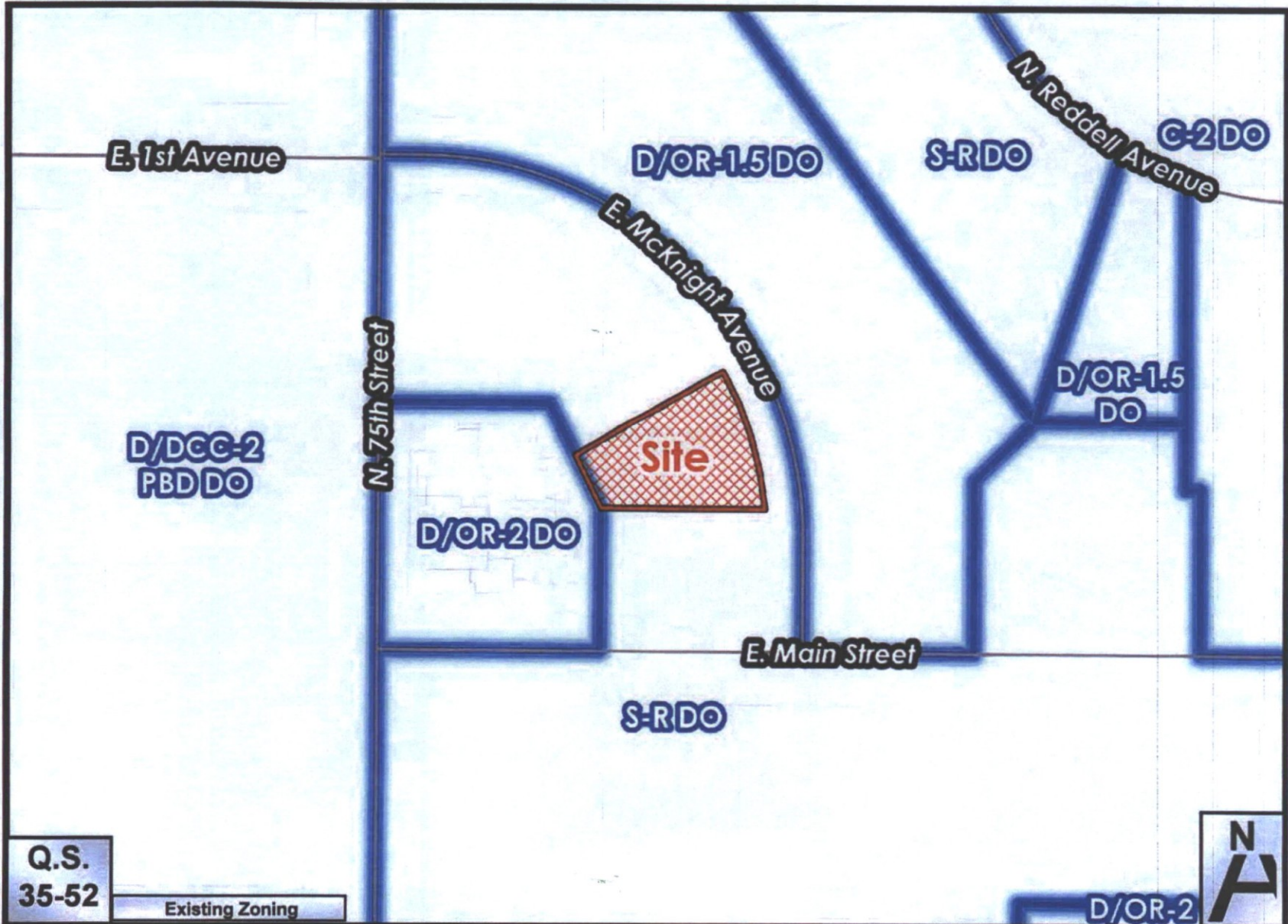
General Plan Land Use (Zoomed)



**STR Ventures McKnight**

**26-ZN-2018**





Q.S.  
35-52  
Existing Zoning

D/OR-2  
N  
A

STR Ventures McKnight

26-ZN-2018

# **Citizen Participation Plan**

**Rezoning Application  
(case# 667-PA-2018)**

Submitted on behalf of:

**STR Ventures, LLC**  
7531 E. McKnight Blvd.

**December 20, 2018**

**26-ZN-2018**  
**12/21/18**

**ATTACHMENT 7**



**Project Proposal**

The following documents the Public Participation Plan on behalf of STR Ventures, LLC and their request for a Zoning Map Amendment for the property located at 7531 E. McKnight Blvd. (Case # 667-PA-2018). This request will eliminate the 35% maximum limitation of residential uses on the ground level of this building which is currently zoned S-R DO (Downtown Overlay). The owner intends to utilize the home for travel accommodations which is currently allowed under the existing zoning; however, the Downtown Overlay restricts the ground floor usage for S-R properties. The proposed zoning district is D/MU-2 which is compatible with the adjacent properties.

**Notification Area Map**

Attached is a map of the 750-foot area within which all property owners were notified of the request to amend the zoning district.

**Contacted Parties**

A complete list of the property owners and other interested parties contacted through the outreach efforts was provided by the Applicant's representative and the City of Scottsdale respectively and is attached.

**Contact Dates and Methods**

Notification was made by First Class U.S. Mail in a letter postmarked October 15, 2018. The letter contained all of the required and pertinent information regarding the request to amend the zoning on this property as required by the City's Zoning Ordinance (copy attached).

**Site Posting**

The site was properly posted with the details of the request, information about the Open House and will be updated with information about future public hearing dates. An Affidavit of Posting is being submitted as evidence that the signs were installed on the property as required.

**Open House:**

The required Open House was hosted by the Applicant at the Civic Center Public Library on Monday, October 15, 2018 from 5:30PM-6:30PM. Attendees were invited to come and learn more about the proposed request.

**Comments and Correspondence Received**

There was only one attendee at the Open House. Louise Lamb from Peaceful Valley Neighborhood Association lives at 4<sup>th</sup> Street and Miller to the southeast of the property. Her only concern was the operation and management of these rental homes. STR Ventures will be the owner and operator of this rental property so they will be the management team.

We received a phone call from Steven Voss who designed, built and lives in Main Street Place. He was unable to attend the open house but would like more information. We are in the process of scheduling a meeting with Mr. Voss and the property owner to discuss in further detail.

Any additional comments and feedback received will be documented and submitted to the City of Scottsdale in an updated Citizen Participation Report prior to the first public hearing.

October 5, 2018

Dear Property Owner, Resident or Neighborhood Association President,

This letter is to inform you that our client, STR Ventures, LLC, will be filing rezoning applications with the City of Scottsdale for properties located near the Downtown Civic Center. The applications will request a change in zoning from Service Residential (S-R) to Downtown Mixed Use (D/MU-2) to allow the properties to be used as travel accommodations (i.e. vacation rental homes). While the properties can be used as vacation rentals under the current zoning, this change removes a restriction that limits the amount of the ground floor that can be utilized.

The following properties are included in this application and will be transformed for the better to provide travel accommodations within walking distance of the heart of Scottsdale's Old Town: 7531 E. McKnight Avenue; 7505 E. Main Street; 7504 E. First Street and 7510 E. First Street.


Please join us for an Open House to further discuss the proposed request.

OPEN HOUSE

Civic Center Library (Gallery Room)  
3839 N Drinkwater Blvd, Scottsdale, AZ 85251  
Monday, October 15, 2018  
5:30PM-6:30PM

If you are unable to attend the Open House, please feel free to contact me directly at 480-505-3938 or [jhall@roselawgroup.com](mailto:jhall@roselawgroup.com) to discuss the applications in more detail. You may also reach Doris McClay in the City of Scottsdale's Planning and Development Services Department at 480-312-4214 or [dmccclay@roselawgroup.com](mailto:dmccclay@roselawgroup.com). Please reference Cases 663-PA-2018 and 667-PA-2018. Thank you for your time.

Sincerely,



Jennifer Hall  
Senior Project Manager

**26-ZN-2018**  
**12/21/18**



# STR VENTURES – TRAVEL ACCOMMODATIONS REZONING REQUEST | Open House Sign-in Sheet

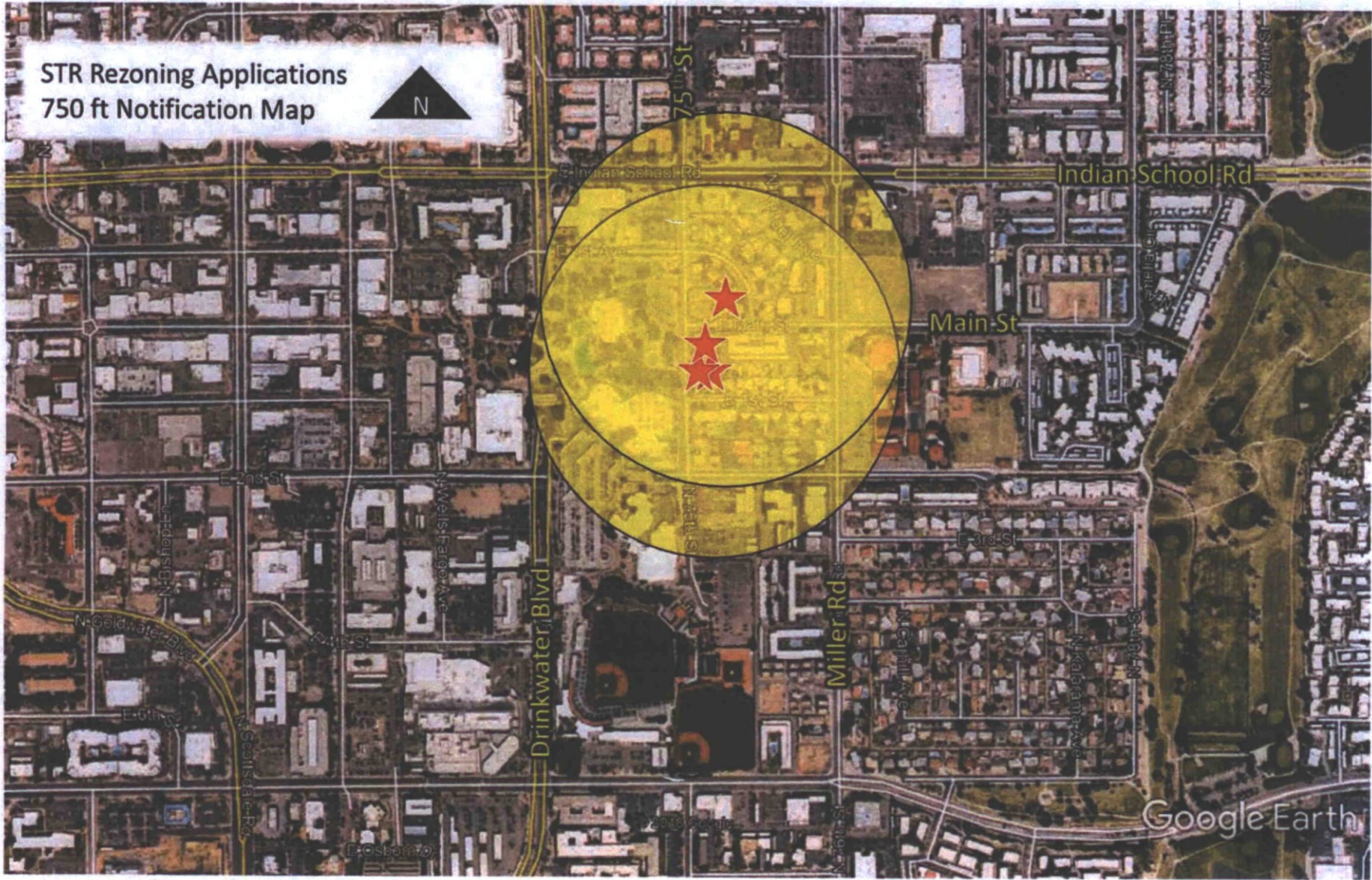
Monday October 15, 2018, 5:30PM

Name	Address	Email/Phone	Resident/Business
Louise Lamb	7608 E 4 <sup>th</sup> St	llambg628@gmail.com	resident

26-ZN-2018  
12/21/18



STR Rezoning Applications  
750 ft Notification Map



**26-ZN-2018**  
**12/21/18**



## Moriarity, Ben

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**From:** Steven Voss <steven@vosdesign.us>  
**Sent:** Monday, September 09, 2019 5:33 PM  
**To:** Moriarity, Ben  
**Cc:** McClay, Doris; Steven Voss  
**Subject:** Re: 7531 E. McKnight (STR Ventures)

**⚠ External Email: Please use caution if opening links or attachments!**

Ben,  
Thank you for taking the time to meet with me!  
As discussed, you asked for a followup email regarding part of our discussion.

I requested consideration that since no changes to the building are proposed, that the stipulations limit the case to the existing building height and existing site plan. You stated that you thought the building is 23 ft tall.

Please send me the stipulations in draft form so that we can discuss in person prior to the hearing in a couple weeks. I would also like to discuss the other points we spoke about on this case in more detail.

I have not heard from Taylor Reynolds or Brad Carr with regards to the ground floor use question.

Thank you!  
Steven

On Mon, Aug 26, 2019 at 2:11 PM Steven Voss <[steven@vosdesign.us](mailto:steven@vosdesign.us)> wrote:

Ben:

I have reviewed the case and have a number of questions about the proposal.  
Please let me know when you are available to meet to discuss.

Thank you!

Steven Voss  
Main Street Place  
602.292.5470

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Steven Voss

**vosdesign**  
120 s. ash avenue  
tempe, arizona 85281

MainStreetPlace.com

**ATTACHMENT 8**

**Castro, Lorraine**

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**From:** Fred Hopkins <hopkinsfred@me.com>  
**Sent:** Wednesday, October 02, 2019 11:20 AM  
**To:** Projectinput  
**Cc:** Corrine BKK Hopkins  
**Subject:** Case Number 26-ZN-2018

⚠ External Email: Please use caution if opening links or attachments!

I reside at 7502 E Main St. I am a full time resident who chose this location in a great part for the quiet environment. This type of short term rental will most likely bring people who do not care about the cleanliness, quietness and long term family residential we now enjoy. There will probably be parking problems and most certainly will significantly increase the police work load. Owners of these kind of properties are never on site and will not be available to ensure their renters do not take care of our neighborhood including the Civic Center Park. There are apartments for rent everywhere. Please reject this request and maintain our oasis in the pristine manner that exists today.  
Thank You

"Stay Safe and Be Cool 😊"

**Moriarity, Ben**

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**From:** Steven Voss <steven@vosdesign.us>  
**Sent:** Thursday, October 03, 2019 2:57 PM  
**To:** Moriarity, Ben  
**Subject:** RE: STR Ventures McKnight 26-ZN-2018

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**⚠ External Email: Please use caution if opening links or attachments**  
RE: STR Ventures McKnight 26-ZN-2018

Ben,

I am submitting this letter of opposition on behalf of the MAIN STREET PLACE HOME OWNERS ASSOCIATION.

We have had numerous issues with loud parties and in appropriate behavior by the tenants of STR Ventures.

The nightly rental parties are a negative impact our our neighborhood and an expansion of this use in inappropriate.

Steven Voss, Dec/Pres.  
Main Street Place HOA

## Moriarity, Ben

---

**From:** Jeffrey Stork <Jeffrey.Stork@forms-surfaces.com>  
**Sent:** Thursday, October 03, 2019 2:42 PM  
**To:** Moriarity, Ben  
**Subject:** Case 26-ZN-2018

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**⚠ External Email: Please use caution if opening links or attachments!**

Dear Mr. Moriarity,

My name is Jeffrey Stork and I live at 7502 E Main Street, Unit 4003. I am writing to you regarding Case 26-ZN-2018. The case requests a zoning amendment that would allow for a substantial building expansion as allowed by the zoning reclassification. I live directly adjacent to the subject property and I strongly object to permitting a zoning change on two grounds. First, the new zoning would allow for a substantially taller building (3 to 4 stories) sandwiched in between 1 and 2 story homes on the same street. A much taller building on a roughly 7,000 sq. ft. lot is not in keeping with the character of our neighborhood. Second, this larger building would be used by the owner, who is an established Airbnb operator, to dramatically increase the density of rental units. Potentially, there could be 10 or more units, all with unsupervised transient renters in the middle a largely residential neighborhood. With the unit that is currently on this property, there have already been issues regarding late night music and drinking that disturb what is otherwise a very quiet area of Scottsdale.

I respectfully urge you to deny this zoning reclassification that would so dramatically change an area that we call home.

Regards,

Jeffrey M. Stork

---  
**Jeffrey Stork**  
President/CEO  
Forms+Surfaces | [www.forms-surfaces.com](http://www.forms-surfaces.com)  
T 805.755.2600 | M 805.689.7100  
[jeffrey.stork@forms-surfaces.com](mailto:jeffrey.stork@forms-surfaces.com)

## **Morarity, Ben**

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**From:** Steven Voss <steven@vosdesign.us>  
**Sent:** Thursday, October 03, 2019 2:37 PM  
**To:** Morarity, Ben  
**Subject:** STR Ventures McKnight 26-ZN-2018

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**⚠ External Email: Please use caution if opening links or attachments!**

Ben,

RE: STR Ventures McKnight 26-ZN-2018

I am submitting this letter of opposition on behalf of 8 units I own at Main Street place. My properties are adjacent to the proposed case.

As you know, I live in one of them, and as we have discussed, the existing AirB&B operations are a disturbance. The nightly rental parties are a negative impact our our neighborhood and my property values.

Please let me know when I can review the entire file for this case. Would Monday Oct. 7 work please?

Thank you,  
Steven Voss

7502 E. Main Street: Units 2002, 2003, 2004, 3003, 3004, 4001, 4002.  
7500 E. Main Street (retail).

Steven Voss

**vosdesign**

120 s. ash avenue  
tempe, arizona 85281

MainStreetPlace.com



## Moriarity, Ben

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**From:** Anthony Haechler <anthonyhaechler@yahoo.com>  
**Sent:** Monday, October 14, 2019 4:50 PM  
**To:** Lane, Jim; City Council  
**Cc:** City Manager Mailbox; Grant, Randy; Moriarity, Ben; McClay, Doris  
**Subject:** STR Rezoning (26-ZN-2018 and 27-ZN-2018)

**⚠ External Email: Please use caution if opening links or attachments!**

RE: STR Rezoning (26-ZN-2018 and 27-ZN-2018)

Dear Mayor Lane and City Councilmembers,

As the property owner of 3961 N. 75<sup>th</sup> Street, Scottsdale, AZ 85251, near the above referenced project sites, I encourage you to vote in support of these rezoning requests. This area is within the Downtown Overlay and, as you are aware, is already zoned for a mix of uses. These properties can already be used for guests to rent, but with this rezoning the neighborhood gets more meaningful say in the use via the zoning case and stipulations. Without the rezoning we get the use but we miss out on public benefits like improved landscaping, undergrounding utilities, and stipulations requiring the use of noise monitoring technology, along with additional positive impacts. Approving these applications will allow for much needed improvement to these properties as well as bring visitors and tourists to the heart of our city which is where we want them. Additionally, the Owner and Operator of these vacation homes has a great reputation for managing their properties as well as their guests. I'm confident that the proposed use will be nothing but a benefit to the surrounding restaurants, museums, and retail boutiques in the Old Town area – all within walking distance from these properties. Please support these applications!

Sincerely,  
Anthony P. Haechler, Owner  
1st & 75<sup>th</sup>, LLC  
7525 E. 6<sup>th</sup> Avenue  
Scottsdale, AZ 85251  
anthonyhaechler@yahoo.com  
(602) 405-7767 cell



## Moriarity, Ben

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**From:** Tom Frenkel <tom@claytoncompanies.com>  
**Sent:** Friday, October 11, 2019 9:20 PM  
**To:** Moriarity, Ben  
**Subject:** 26-ZN-2018 Letter of support

**⚠ External Email: Please use caution if opening links or attachments!**

My name is Tom Frenkel and I own the Clayton Companies located at 7340 E. Main St. in Scottsdale.

I have been a Scottsdale resident for thirty five years and my family run business is actively involved in downtown and South Scottsdale as generational property owners.

My letter is regarding Case # 26-Zn-2018 in the area just South of Indian school and East of 75 St. I currently own many parcels in this area as both a real estate investor and owner of operating businesses in the area. When I originally began investing in this area over 30 years ago it consisted of primarily small business parcels zoned S.R. Many of these parcels had single family homes which were converted to small mom and pop businesses. Some of the homes were torn down and redeveloped as smaller one and two level office buildings. With its proximity to Civic Center park and location right in the heart of Downtown Scottsdale it is a perfect place to work and live.

About fifteen years ago the city put overlay zoning in this area to encourage redevelopment. I was the first in the area to redevelop, taking advantage of this zoning when I developed the Mcknight building on the corner of 2nd St and Mcknight. It consisted of 10,000 sq ft. of office space and two luxury residential lofts. It was the first mixed use building developed under the new city zoning. Since the zoning was approved I have developed and own several similar buildings in this area. In addition, I own and operate The Clayton House an event venue in the area. Last month we received zoning approval for a four level 34 unit luxury apartment building on the corner of 2nd St and 75 St.

The purpose of describing my developments and activity is to impress upon you that I have a vested interest in the area and am one of the most seasoned individuals to evaluate the area and its progression. The city's foresight in allowing height and the ability to develop in this area has been a very positive action. From the largest development, Steve Voss's project, to the various smaller developments the progression and change has been of high quality.

Any time there is change it creates fear and dissent from people who want to keep things the way they are. When we zoned The Clayton House event center I had vocal neighbors come out of the woodwork claiming we would ruin the area with noise, partying and that we would destroy their deserved tranquility. None of their fears were realized and we became an amenity and an asset that is one of the landmarks of the area.

The application in front of you is from a company which has also made a significant investment in the area. He is proposing to make significant improvements in an area where the city was seeking improvements and developments to be made. I am confident that these improvements would be made would be of high quality and add to the area's resurgence. The developments are not high in density and would not hurt our parking supply.

I support this application because it's allowed for in the overlay zoning for the area and I am trusting that the applicant will live up to his responsibility as a neighboring investor. I have known him to be credible and do what he said he would do. As a security in the unlikely event that this is not the case, my hope is that strict enforcement of city noise codes



would solve any problems. The city encouraged mixed use and development in this area and when investors make investments they have a right to develop responsibly within what's allowed.

Tom Frenkel  
Direct 480.941.2260 x102  
Mobile 602.989.7295  
Fax 480.423.0689  
[tom@claytoncompanies.com](mailto:tom@claytoncompanies.com)

Clayton Companies  
7340 E. Main Street #200  
Scottsdale, AZ 85251  
[www.claytoncompanies.com](http://www.claytoncompanies.com)



**From; Mary Ann Schein**

**RE: STR Rezoning (26-ZN-2018 and 27-ZN-2018)**

**Dear Mayor Lane and City Councilmembers,**

**As a property owner near the above referenced project sites, I encourage you to vote in support of these rezoning requests. I am a long time resident and homeowner in Scottsdale, I have both a primary residence and rental income property in Scottsdale, which was my father in law's primary home. I write to encourage you to vote to support these rezoning requests. It will help financially revitalize ageing properties.**

**Thank you for your consideration,**

**Mary Ann Schein**

**7526 E McKnight Ave  
forevertwenty3@gmail.com**



Address: 4021 North 75<sup>th</sup> Street  
Suite 101  
Scottsdale, AZ 85251  
Website [www.micamp.com](http://www.micamp.com)  
Phone: 800.396.0246

TO:

Mayor Jim Lane: [jlane@scottsdaleAZ.gov](mailto:jlane@scottsdaleAZ.gov)  
City Councilmembers: [citycouncil@scottsdaleAZ.gov](mailto:citycouncil@scottsdaleAZ.gov)

CC:

Jim Thompson, City Manager: [CityManager@scottsdaleAZ.gov](mailto:CityManager@scottsdaleAZ.gov)  
Randy Grant, Planning Director: [rgrant@scottsdaleAZ.gov](mailto:rgrant@scottsdaleAZ.gov)  
Ben Moriarity, Planner: [bmoriarity@scottsdaleAZ.gov](mailto:bmoriarity@scottsdaleAZ.gov)  
Doris McClay, Planner: [dmcclay@scottsdaleAZ.gov](mailto:dmcclay@scottsdaleAZ.gov)

RE: Support (26-ZN-2018 and 27-ZN-2018)

Dear Mayor and Council,

As a business owner operating at 4021 North 75<sup>th</sup> street suite 101, Scottsdale AZ, 85251, I would like to express our company's support for the rezoning cases for 7531 E McKnight along with 7505 E Main and 7504/7510 E First Street. This area is located in Downtown Scottsdale and is full of mixed uses: retail, office, commercial, and residential. After reviewing the applications we are excited to see the improvements to be made to the nearby properties that will increase property values for all of us. Please support these cases just as you supported Main Street Place!

Thank you,

A handwritten signature in black ink, appearing to read "MK", is written below the "Thank you," text.

Micah Kinsler  
Micamp Solutions



October 15, 2019

**RE: STR Ventures – Main & 1st 27-ZN-2018/7531 E. McKnight 26-ZN-2018**

**Chairman Alessio and Members of the Scottsdale Planning Commission:**

We live at 7502 E. Main Street, directly across Main Street from a four-lot development being proposed by STR Ventures, LLC for short term rentals in 27-ZA-2018 and adjacent to a single home STR wants to rezone for short term rental use in 26-ZN-2018. We own Main Street Place ("MSP"), a luxury condominium project, and live in the complex. The \$12 million MSP development, with retail on the ground floor, will be completed this year. We oppose these rezoning cases because converting the properties to short term "Airbnb" rental use would be inconsistent with the character of the area and would adversely impact our home and property. Indeed, STR already is renting both properties on a short term basis in violation of Zoning Ordinance. STR has been unable (or unwilling) to stop their renters from loudly partying late into the night and throwing garbage onto our property. STR has given us no reason to believe the situation will change. In fact, it is sure to get worse.

Understanding that many of the noise, behavior and use issues can not be controlled by the City, We have requested that a private agreement be finalized addressing use, noise, insurance, etc. At the time of this document being sent to you, we have not receive a reply.

**Scottsdale's Vision:**

To put this matter in context, it is important to understand the City's vision for this area. The property is zoned Service Residential Downtown (SR-DO). The purpose of SR zoning is primarily for office uses, and secondary residential uses, with "strict" development standards:

This district is transitional, intended *primarily to provide offices* of a residential scale and character, to serve nearby neighborhoods; and secondarily, to offer medium density residential land uses. Strict property development standards lessen the impact of more intense land uses on adjacent single-family residential districts, while encouraging sensitive design.

The Downtown Overlay promotes the Old Town Character Area Plan and "encourages urban design forms to accommodate additional dwelling units in *mixed-use developments and stimulates sustainable live/work lifestyles* within a vital urban environment." Zoning Ordinance § 6.1201. The Old Town Plan also contemplates a mixed-use character for this area, as does the General Plan.

Thus, the present zoning contemplates mixed-use live/work development, which is why residential is limited in the SR-DO zone to 35% floor area. In fact, the City *required* us to provide ground floor retail both on Main Street and 75th Street, along with 8-foot sidewalks.

Even the D-MU-2-DO zoning STR seeks is inherently mixed-use. The Downtown zone is intended to support a high quality urban development pattern to, among other things, "preserve



and protect the character of the diverse collection of vibrant mixed-use pedestrian-oriented districts;" "promote an enhanced, pedestrian-oriented streetscape environment on certain key streets in the Downtown Area;" and "encourage commercial and residential land uses that activate the streetscape." Zoning Ordinance § 5.3001.A.

STR's proposed projects, which convert otherwise mixed-use property into wholly short term rental use (near numerous other short term rental properties STR is either developing or proposing), fails to promote the City's version of this downtown area.

**Zoning Ordinance:**

It also is important to keep in mind that this is a rezoning, which is a highly discretionary legislative act. STR bears the burden of proving that both its requests satisfy the City's Zoning Ordinance, is in harmony with the neighborhood and will not have an adverse impact on surrounding properties. STR has not met, and cannot meet, that burden.

Therefore, we object to the rezoning request to rezone from SR-DO to D-MU-2-DO for the following reasons:

1. **The Use Of The Property For Short Term Rental Units Would Adversely Impact Our Property.**

The properties are developed with one building (one "unit" according to the applicant) on McKnight adjacent to MSP and four buildings (four "units" according to the applicant) across Main Street from MSP. STR will, and already is, rent the properties on a per-night basis.

We and other residents at MSP have experienced numerous problems with STR's short term rental users. The property on McKnight has been converted (in violation of the Zoning Ordinance) into a short term rental using 100% of the ground floor, with a pool area in the rear of the property that MSP residents can see and hear from our balconies. Occupants of the property have had loud, boisterous parties. They leave garbage in MSP's dumpster and driveway. STR also is remodeling two other homes on McKnight for short term use and owns other properties that it presumably intends to develop as short term rentals. In fact, STR owns ten properties in this small area that it will rent on a short term basis. It also owns the building the City sold and is operating a short term rental there. This application will only aggravate an already unacceptable situation by allowing more and more short term rental units.

The proliferation of short term rentals in Scottsdale has gotten so bad that the City Council recently adopted a noise ordinance specifically for them. Unfortunately, the noise ordinance only tries to address a single symptom of the short term rental boom (and not very effectively at that), and does nothing to protect neighborhoods like this one from more permanent damage like loss of character and community stability.

2. **The Application Is Severely Lacking Even Basic Information.**

Although STR is not proposing any changes to the existing buildings (at least not yet), these are rezoning cases, and STR wants to change from mixed-use with a 35% residential area cap to entirely 100% residential. As a result, the occupancy will change from multi-use



live/work to completely residential for transient and mostly weekend renters, which will be more impactful on surrounding properties.

STR is proposing to change the underlying use, but has not provided anything near a complete development plan, including landscape plans, building elevations and screening proposals that the City requires in any rezoning case.

For example, STR promised to place awnings over the pools and plant extensive landscaping to screen the view and noise from surrounding properties. However, despite repeated requests, STR has not provided any enough details or commitment to any specific plans for the Main Street property. They have only provided a tree plan for a small area of the site.

The only information STR has offered is a description of its supposed "smart" sound technology. However, STR has not provided any studies or documentation that the technology works. More importantly, STR fails to explain what noise standards the technology will apply, how violations will be enforced, what penalties will be for noncompliance, or anything other than "trust us" about the effectiveness of the technology or its implementation. If STR is currently using the technology, it does not work or STR is choosing not to enforce it.

STR's position appears to be that it will offer particulars when building plans are submitted for Development Review after rezoning is approved. However, STR is asking for rezoning now, and the Planning Commission has the broad discretion to recommend against the rezoning request without a complete development plan and specific information about STR's plans for use of the properties.

### 3. The Proposed Zoning Would Ignore The Purpose Of The Applicable Districts.

As discussed above, both the existing zoning and the proposed zoning are intended to promote the Old Town Plan and encourage a mixed-use, live/work environment. These five properties in the two rezoning requests are not the only properties STR owns and plans to use for short term rentals. To the contrary, STR also owns at least ten properties in this immediate area: in addition to the five properties that are the subject of these rezoning requests, STR owns two other properties on McKnight Avenue and three other lots on 1<sup>st</sup> Street to the east of the subject property, and there may be others.

STR is proposing to pepper the neighborhood with short term rentals, which all but negates the City's vision of this area. Rather than mixed use, the area will become full of short term residential rentals. Contrary to STR's representations and staff's suggestions, transient visitors do not encourage a mix of activities, accommodate future growth provide a balance of land uses and diverse mixture of housing. STR's proposals, particularly when coupled with the other properties it owns in this area, will reduce diversity and neighborhood stability. The Planning Commission should not permit such a major deviation from the purpose of the regulations to promote a mixed use live/work environment.



**Summary:**

We believe this request cannot be squared with the City's intent that this area be mixed use live/work, which was cast by the City's planning documents and adopted into ordinances and plans after much thoughtful consideration. We respectfully request that you recommend denial of both of these requests to the City Council.

However, should the Planning Commission choose to approve the rezoning, we respectfully request that you stipulate the project to the existing site plan and existing building height as built per the survey and plans submitted by the applicant. We request that you add the following stipulations governing the five properties that are the subject of the rezoning requests.

**26-ZN-19 McKnight:**

The maximum number of units allowed shall be one (1) unit with office per the submitted Floor Plans by Virtual Space dated 12/21/18. Building height shall remain the same per the existing buildings (1 and 2 story).

A Landscape Plan and screening plan and elevation shall be submitted for Development Review Board approval. The Development Review Board shall pay particular attention to the rear pool area to require landscape and shade sail screening of the outdoor activity area from neighboring properties.

A Landscape Plan and screening plan per the attached Preliminary Landscape Exhibit dated 10/15/19 shall be submitted for City Staff approval. City Staff shall pay particular attention to the rear pool areas to require landscape and shade sail screening of the outdoor activity areas from neighboring properties.

**27-ZN-19 Main Street & 1<sup>st</sup> Street**

The maximum number of units allowed shall be 1 (one) unit per building for a total of four (4) units with office per the submitted Floor Plans by Virtual Space dated 12/28/18. Building height shall remain the same per the existing buildings as follows:

7505 E. Main Street: 1 Story 20ft. Maximum.

7504 E. 1<sup>st</sup> Street: 1 Story 20ft. Maximum

7510 E. 1<sup>st</sup> Street: 1 and 2 Story per existing 26 ft. Maximum per existing configuration.

A Landscape Plan and screening plan per the attached Preliminary Landscape Exhibit dated 10/15/19 shall be submitted for City Staff approval. City Staff shall pay particular attention to the rear pool areas to require landscape and shade sail screening of the outdoor activity areas from neighboring properties.

We are hopeful that the other private agreement requests will be agreed to prior to the City Council as our position on these cases is dependant on same.

Thank you for your consideration!

Steven Voss

Main Street Place

cc:   



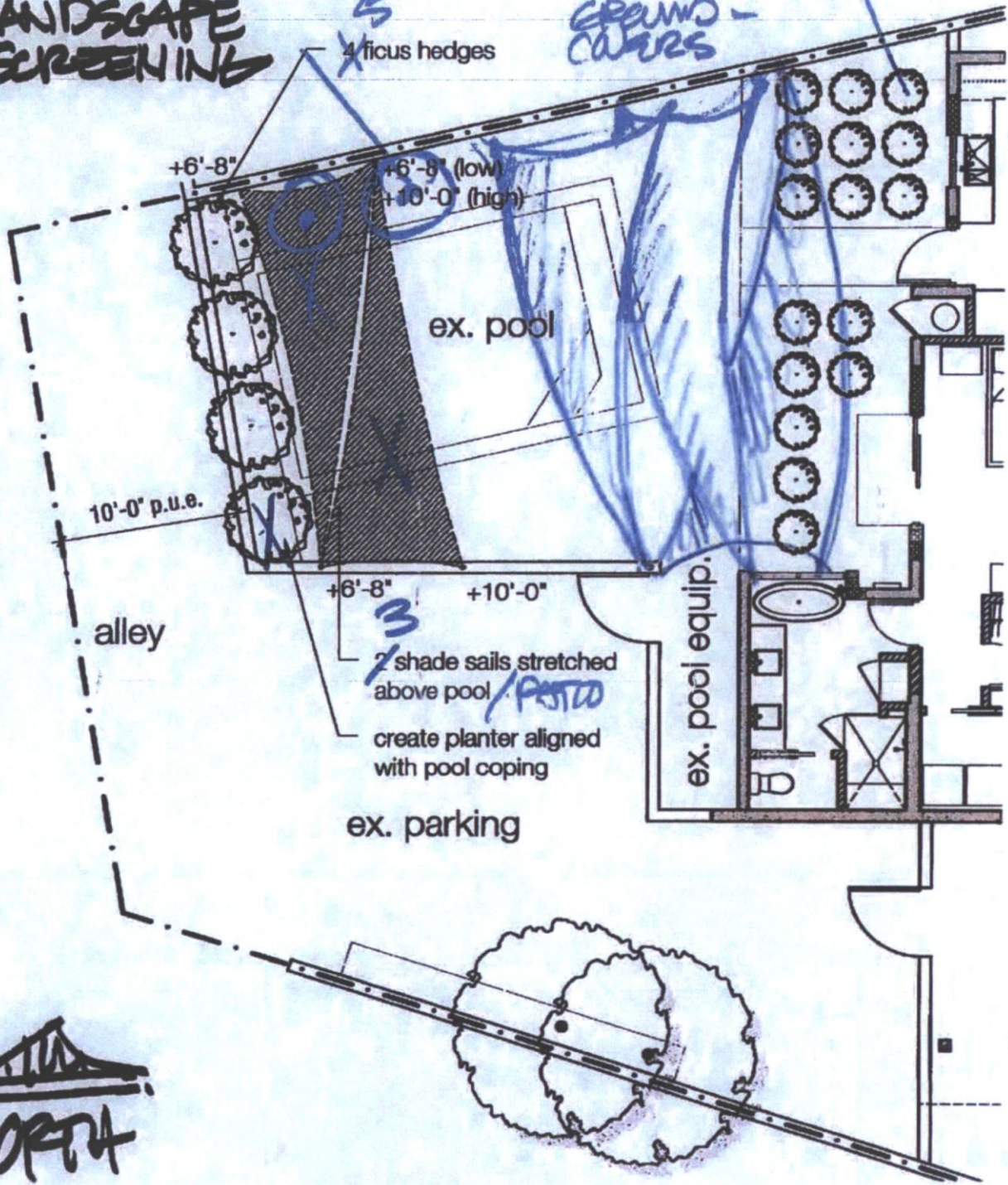
26-ZN-2019

proposed site plan

SK-01

+ LANDSCAPE  
+ SCREENING

21m x 3m /  
GROUND  
COVERS



NORTH

7531 E. Mc Knight Ave.  
Scottsdale, AZ 85251  
October 3, 2019  
Scale: 1/8" = 1'-0"

7340 EAST MAIN STREET #210  
SCOTTSDALE, ARIZONA 85251  
MADEWITHALINE.COM

7531 MCKNIGHT

**ALINE**  
ARCHITECTURE CONCEPTS







## Moriarity, Ben

---

**From:** Susan Wood <samw1222@aol.com>  
**Sent:** Wednesday, October 16, 2019 1:55 PM  
**To:** Moriarity, Ben; steven@vosdesign.us; samw1222@aol.com  
**Subject:** Zoning case 26 ZN 2018

 **External Email: Please use caution if opening links or attachments!**

To : Planning Commission

Ben,  
I own a property at 7521 E. McKnight Ave, Scottsdale, 85251.  
Regarding the zoning case 26 ZN-2018,  
I am concerned about the number of vacation short term rentals on the street. I don't oppose the rezoning, if the stipulation (requested by Mr Voss) is added. So that the height may not be increased, as long as the use of the land is for short term rentals.  
There is not enough parking on the street now, and by adding more stories, to be used as vacation rentals, parking would be a huge problem for my tenants and others on the street.  
Susan Wood  
480-540-4648



December 23, 2019

Re: Zoning cases: 26-ZN-2018  
27-ZN-2018

Dear Council Members,

We own a property in the neighborhood at 7521 E. McKnight Avenue.  
and we support the Zoning change request.

The owners, STR Ventures and Jay McGee, have been great neighbors,  
and they are planning to improve their properties in the neighborhood.  
and will be an advantage to all of us.

Please approve the zoning request for the cases listed above.

Sincerely,  
Susan and Chuck Wood  
9630 E. Yucca St.  
Scottsdale, Az.

January 13, 2020

RE: STR Ventures – McKnight 26-ZN-2018

Mayor Lane and Members of the Scottsdale City Council:

Please accept this letter of support for this case on behalf of Main Street Place, LLC and the Main Street Place Condominium Association and we ask you to approve the Zoning Case.

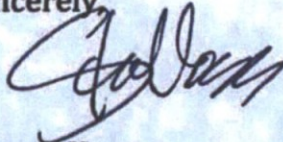
We have come to a separate agreement with the applicant for restrictive covenants that will be recorded against the 4 properties.

They have agreed to the following:

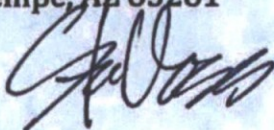
- A. Building Height: 26ft.
- B. Landscape and Sail Screening on the patio.
- C. Building Configuration to stay the same.
- D. Maximum of 1 unit.
- E. Noise Monitoring and Control.
- F. Limiting the number of Renters in the property.
- G. No outdoor activities between 10pm and 6am.
- H. Property Management with 24/7 availability.
- I. Lighting Control.
- J. Liability Insurance to our benefit.

Thank you for your consideration.

Sincerely,



Steven Voss  
Main Street Place LLC  
120 S. Ash Ave.  
Tempe, AZ 85281



Steven Voss  
Main Street Place Condominium Association

CC: Jeff Gross, Berry Riddell.

January 13, 2020

RE: STR Ventures - Main & 1\* 27-ZN-2018

Mayor Lane and Members of the Scottsdale City Council:

Please accept this letter of support for this case on behalf of Main Street Place, LLC and the Main Street Place Condominium Association and we ask you to approve the Zoning Case.

We have come to a separate agreement with the applicant for restrictive covenants that will be recorded against the 4 properties.

They have agreed to the following:

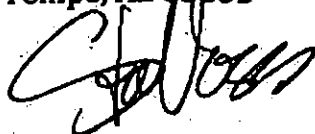
- A. Only non-residential land uses adjacent to Main Street on the ground floor.
- B. Building Height: One Story: 20ft, Two Stories: 26ft.
- C. Landscape and Sall Screening of patios and decks.
- D. Building Configuration to stay the same.
- E. Maximum of 1 unit per building (4 total).
- F. Noise Monitoring and Control.
- G. Limiting the number of Renters in the property.
- H. Outdoor Activities limited to between buildings, not on the street.
- I. No outdoor activities between 10pm and 6am.
- J. Property Management with 24/7 availability.
- K. Lighting Control.
- L. Liability Insurance to our benefit.

Thank you for your consideration.

Sincerely,



Steven Voss  
Main Street Place LLC  
120 S. Ash Ave.  
Tempe, AZ 85281

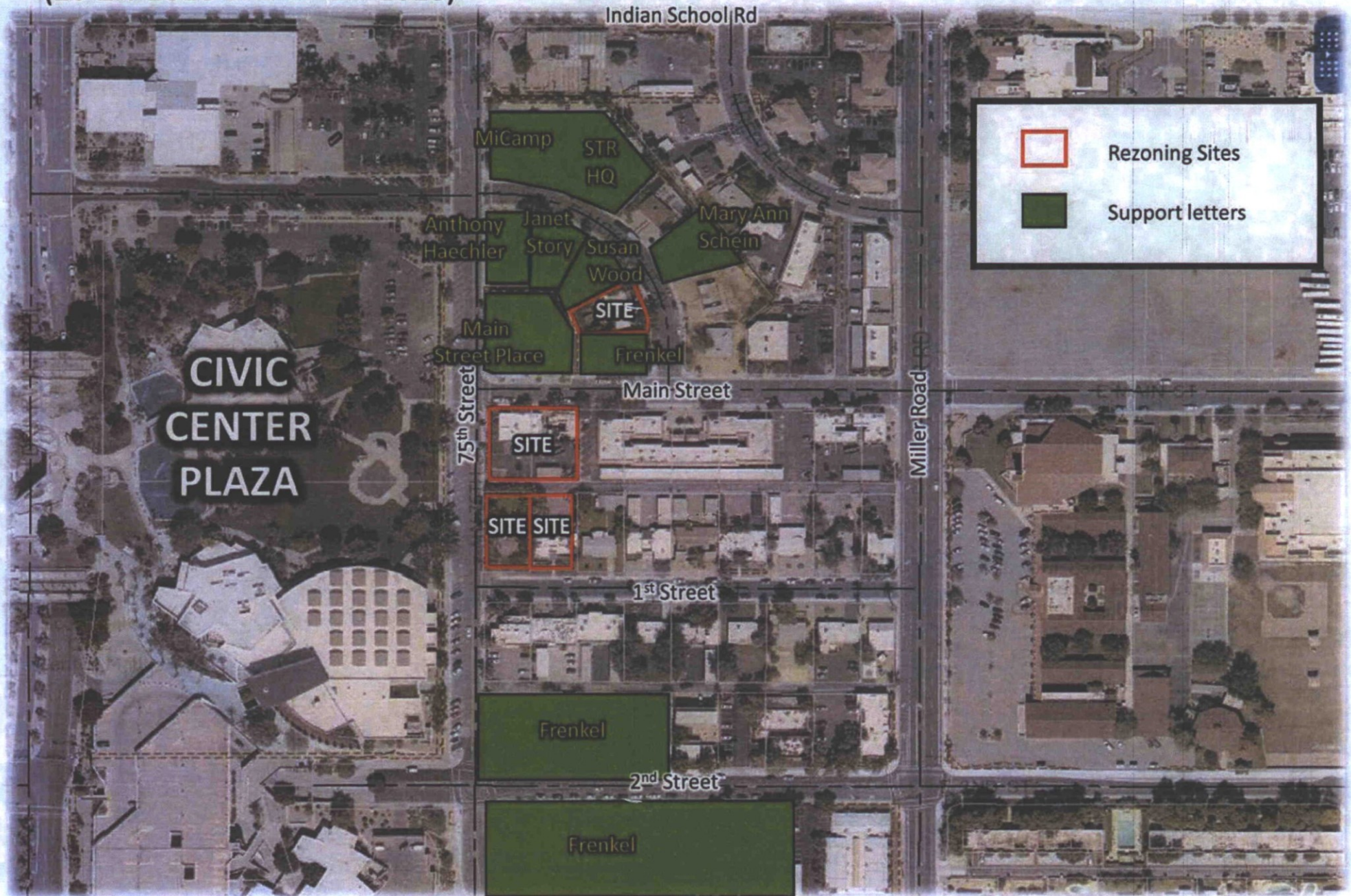




Steven Voss  
Main Street Place Condominium Association

CC: Jeff Gross, Berry Riddell.



STR Ventures – Letters in Support Exhibit  
(26-ZN-2018 and 27-ZN-2018)



	Rezoning Sites
	Support letters

**CIVIC  
CENTER  
PLAZA**

75th Street

Miller Road

Indian School Rd

MiCamp

STR  
HQ

Anthony  
Haechler

Janet  
Story

Susan  
Wood

Mary Ann  
Schein

SITE

Main  
Street Place

Frenkel

Main Street

SITE

SITE SITE

1st Street

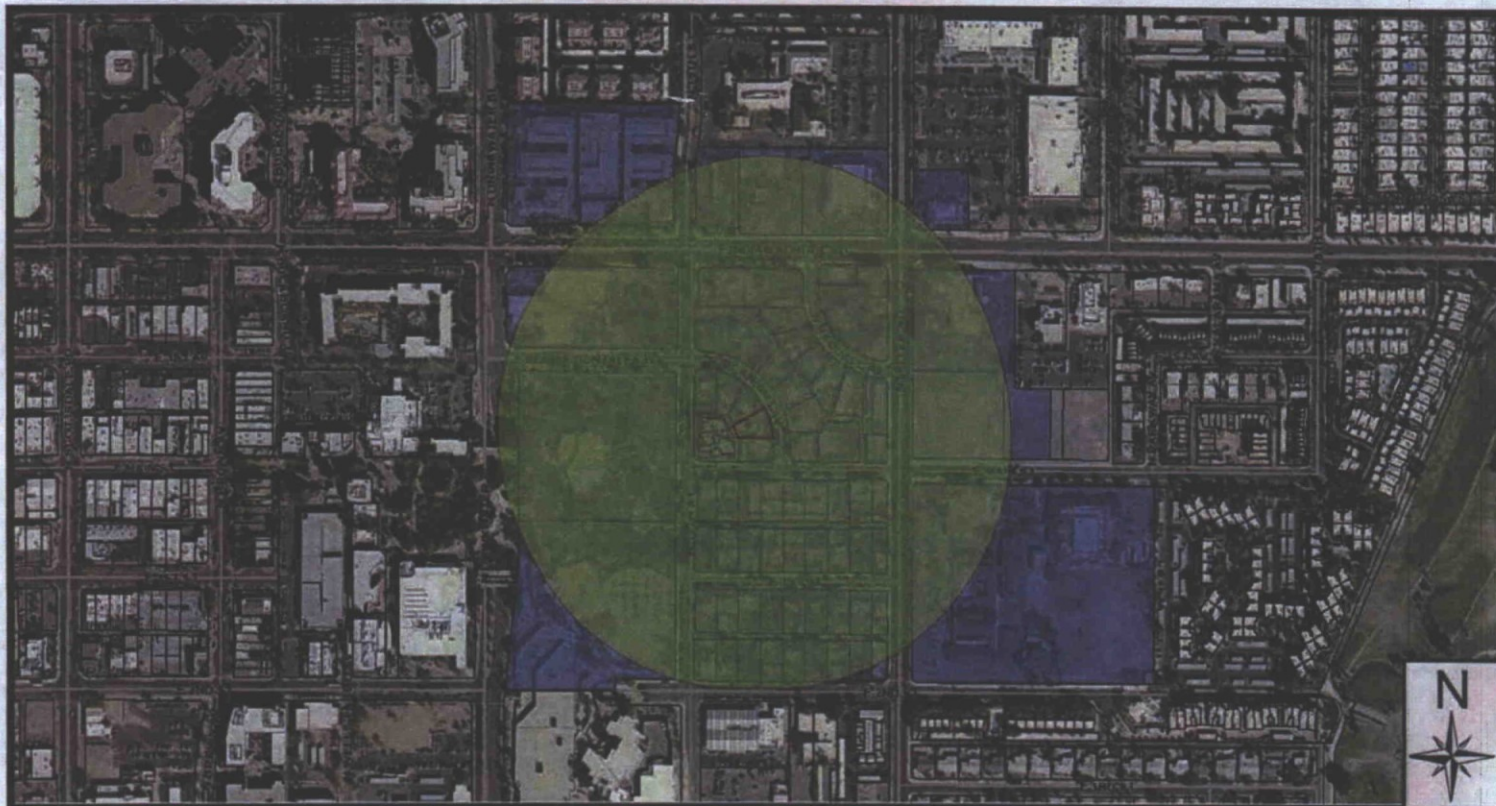
Frenkel

2nd Street

Frenkel



**City Notifications – Mailing List Selection Map**  
**STR Ventures McKnight**



**Additional Notifications:**

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

Pulled Labels  
December 21, 2018

**Map Legend:**



Site Boundary



Properties within 750-feet

Postcards: 119

**26-ZN-2018**





Approved 10/23/2019 (lc)

**SCOTTSDALE PLANNING COMMISSION  
COMMUNITY DESIGN STUDIO  
7506 E. INDIAN SCHOOL ROAD  
SCOTTSDALE, ARIZONA**

**WEDNESDAY, OCTOBER 16, 2019**

**\*SUMMARIZED MEETING MINUTES\***

**PRESENT:** Paul Alessio, Chair  
Prescott Smith, Vice Chair  
Larry S. Kush, Commissioner  
Ali Fakh, Commissioner  
Kevin Bollinger, Commissioner  
Christian Serena, Commissioner: left meeting at 7:50 p.m.  
Renee Higgs, Commissioner

**STAFF:** Tim Curtis  
Margaret Wilson  
Randy Grant  
Bryan Cluff  
Doris McClay  
Erin Perreault  
Taylor Reynolds  
Chris Zimmer  
Alex Acevedo

**CALL TO ORDER**

Chair Alessio called the regular session of the Scottsdale Planning Commission to order at 6:00 p.m.

**ROLL CALL**

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

**MINUTES REVIEW AND APPROVAL**

1. Approval of the September 25, 2019 Regular Meeting Minutes including Study Session.

**Commissioner Kush moved to approve the September 25, 2019 Regular Meeting Minutes, including Study Session, seconded by Commissioner Higgs.**

**The motion carried unanimously with a vote of seven (7) to zero (0); by Chair Alessio, Vice Chair Smith, Commissioner Kush, Commissioner Fakh, Commissioner Serena, Commissioner Bollinger and Commissioner Higgs.**

\* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on ScottsdaleA  
Commission"

**ATTACHMENT 10**



## **CONTINUANCE AGENDA**

2. 19-ZN-2013#2 (Core Center)

**The applicant is requesting to continue this case to the October 23<sup>rd</sup>, 2019 meeting**

Request by owner for a zoning district map amendment to amend the approved Development Plan for the site, including approval of Bonus Development Standards for floor area ratio (FAR) in exchange for Special Public Improvements, for a +/- 7.58-acre site with Planned Airpark Core Development - Airpark Mixed Use (PCP-AMU) zoning located at 15301 N. Hayden Road. Staff contact person is Brad Carr, AICP, 480-312-7713. Applicant contact person is Michael Leary, (480) 991-1111.

**Commissioner Kush move to continue case 19-ZN-2013#2 to the October 23, 2019 meeting, seconded by Vice Chair Smith.**

**The motion carried unanimously with a vote of seven (7) to zero (0); by Chair Alessio, Vice Chair Smith, Commissioner Kush, Commissioner Fakh, Commissioner Serena, Commissioner Bollinger and Commissioner Higgs.**

## **CONSENT AGENDA**

3. 7-AB-2012#4 (Cochise Manor GLO Abandonment)

Request by owner for re-approval of abandonment of 33 feet of Government Land Office (GLO) easement along the west, east and south property lines of a +/- 4.3-acre parcel with Single-family Residential, Environmentally Sensitive Lands (R1-43 ESL) zoning, located at 10425, 10473, 10521 & 10569 N. 131st Street. Staff contact person is Brad Carr, AICP, 480-312-7713. Applicant contact person is Jeff Wimmer, 480-588-7226.

**Move to make a recommendation to City Council for approval case 7-AB-2012#4, by a vote of 7-0; Motion by Commissioner Kush, per the staff recommended stipulations, based upon the finding that the Conditional Use Permit criteria have been met, seconded by Commissioner Bollinger with Commissioner Fakh recusing himself.**

**The motion carried unanimously with a vote of six (6) to zero (0); by Chair Alessio, Vice Chair Smith, Commissioner Kush, Commissioner Serena, Commissioner Bollinger and Commissioner Higgs, with Commissioner Fakh recusing.**

\* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on ScottsdaleAZ.gov, search "Planning Commission"



## REGULAR AGENDA

4. 26-ZN-2018 (STR Ventures McKnight)

Request by owner for approval of a Zoning District Map Amendment from Service Residential, Downtown Overlay (S-R DO) to Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO) zoning on a +/-7,539-square foot site located on 7531 E. McKnight Avenue. Staff contact person is Ben Moriarity, 480-312-2836. Applicant contact person is Court Rich, 480-505-3937.

**Move to make a recommendation to City Council for denial of case 26-ZN-2018 by a vote of 4-3; Motion by Commissioner Kush, 2nd by Commissioner Bollinger with Chair Alessio and dissenting.**

**The motion carried to with a vote of four (4) to three (3); by Commissioner Serena, Commissioner Bollinger and Commissioner Higgs. With Chair Alessio, Vice Chair Smith and Commissioner Fakih dissenting.**

Speaker Cards: Tom Frankel, Gary Jeppesen, Steven Voss.

Written Comment Cards: Jeffrey Stork

5. 27-ZN-2018 (STR Ventures, Main & 1st)

Request by owner for approval of a Zoning District Map Amendment from Service Residential Downtown Overlay (S-R DO) to Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO) zoning on a +/-34,555 square foot site located at 7505 E. Main St., 7504 and 7510 E. 1st Street. Staff contact person is Doris McClay, 480-312-4214. Applicant contact person is Court Rich, (480) 505-3937.

**Move to Continue Case 27-ZN-2018 to the November 13th meeting by a vote of 5-2; Motion by Vice Chair Smith, 2nd by Commissioner Serena, With Commissioner Kush and Commissioner Bollinger dissenting.**

**The motion carried with a vote of five (5) to two (2); by Chair Alessio, Vice Chair Smith, Commissioner Fakih, Commissioner Serena, Commissioner Bollinger and Commissioner Higgs, Commissioner Kush recused himself.**

Speaker Cards: Gary Jeppesen, Steven Voss.

Written Comment Cards: Jeffrey Stork

\* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on ScottsdaleAZ.gov, search "Planning Commission"



6. 5-GP-2019 (Non-Major Amendment to Scottsdale General Plan 2001)  
Request for a non-major amendment to the City of Scottsdale General Plan 2001 to add state statute required content including, but not limited to, a Conservation, Rehabilitation and Redevelopment Element, a Neighborhood Preservation and Revitalization Element, an Energy Element, a Bicycling Element, and, updated demographics, mapping and graphics content, for continued compliance with Arizona Revised Statutes. Staff contact person is Erin Perreault, 480-312-7093.

**Move to make a recommendation to City Council for approval of case 5-GP-2019 by a vote of 6-0; Motion by Commissioner Kush, 2<sup>nd</sup> by Commissioner Higgs.**

**The motion carried unanimously with a vote of six (6) to zero (0); by Chair Alessio, Vice Chair Smith, Commissioner Kush, Commissioner Fakh, Commissioner Bollinger, and Commissioner Higgs.**

**Commissioner Serena left the meeting at 7:50 p.m.**

#### **ADJOURNMENT**

With no further business to discuss, the regular session of the Planning Commission adjourned at 7:56 p.m.

\* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on [ScottsdaleAZ.gov](http://ScottsdaleAZ.gov), search "Planning Commission"





# WRITTEN COMMENTS

REGULAR HEARING

4

This card is used to submit written comments to the Board or Commission. Written comment cards may be submitted to the Staff at any time. Cards submitted after public testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

NAME (print) JEFFREY STORK MEETING DATE 10/16/2019

NAME OF GROUP/ORGANIZATION (if applicable) \_\_\_\_\_

ADDRESS 7502 E. MAIN ST, SCOTTSDALE, AZ ZIP 85251

HOME PHONE 805.689.7100 WORK PHONE 805.689.7100

E-MAIL ADDRESS(optional) JMS909@GMAIL.COM

AGENDA ITEM # 26-2N-2018  SUPPORT  OPPOSE

COMMENTS (additional space is provided on the back) \_\_\_\_\_

I STRONGLY OPPOSE THIS ZONING AMENDMENT THAT WOULD POTENTIALLY ALLOW HIGHER DENSITY TRANSIENT RESIDENTS. THIS IS NOT IN KEEPING WITH THE CHARACTER OF OUR NEIGHBORHOOD.

This card constitutes a public record under Arizona law.



# REQUEST TO SPEAK

4

Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.

Public testimony is limited to three (3) minutes per speaker.

Additional time **MAY** be granted to speakers representing two or more persons.

Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Steen Voss MEETING DATE 10/16/19

NAME OF GROUP/ORGANIZATION (if applicable) MAIN STREET PLACE

ADDRESS 7502 E. MAIN ST. ZIP 85251

HOME PHONE 602-292-5470 WORK PHONE \_\_\_\_\_

E-MAIL ADDRESS (optional) \_\_\_\_\_

I WISH TO SPEAK ON AGENDA ITEM # 4  I WISH TO DONATE MY TIME TO \_\_\_\_\_

I WISH TO SPEAK DURING "PUBLIC COMMENT" CONCERNING \_\_\_\_\_

*\*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.*

This card constitutes a public record under Arizona law.



# REQUEST TO SPEAK

4

Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.

Public testimony is limited to three (3) minutes per speaker.

Additional time **MAY** be granted to speakers representing two or more persons.

Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Gary Jeppesen MEETING DATE 10-16-2019

NAME OF GROUP/ORGANIZATION (if applicable) \_\_\_\_\_

ADDRESS 4111 N. Drinkwater C108 ZIP 85251

HOME PHONE 563-255-4683 WORK PHONE \_\_\_\_\_

E-MAIL ADDRESS (optional) \_\_\_\_\_

I WISH TO SPEAK ON AGENDA ITEM # 4  I WISH TO DONATE MY TIME TO \_\_\_\_\_

I WISH TO SPEAK DURING "PUBLIC COMMENT" CONCERNING \_\_\_\_\_

*\*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.*

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# REQUEST TO SPEAK

4

Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.  
Public testimony is limited to three (3) minutes per speaker.  
Additional time **MAY** be granted to speakers representing two or more persons.  
Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) TON FRANKEL MEETING DATE 10/16/19

NAME OF GROUP/ORGANIZATION (if applicable) \_\_\_\_\_

ADDRESS 7340 E. MAIN ST. #200 ZIP 85251

HOME PHONE 602-989-7295 WORK PHONE \_\_\_\_\_

E-MAIL ADDRESS (optional) \_\_\_\_\_

I WISH TO SPEAK ON AGENDA ITEM # 4+5 316  I WISH TO DONATE MY TIME TO \_\_\_\_\_

I WISH TO SPEAK DURING "PUBLIC COMMENT"\* CONCERNING \_\_\_\_\_

\*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

**This card constitutes a public record under Arizona law.**

Item 14

# **STR Ventures McKnight**

**26-ZN-2018**

**City Council**

**February 4, 2020**

**Coordinator: Ben Moriarity**





**Context Aerial**

E. 2nd St

**26-ZN-2018**





**Detail Aerial**

**26-ZN-2018**

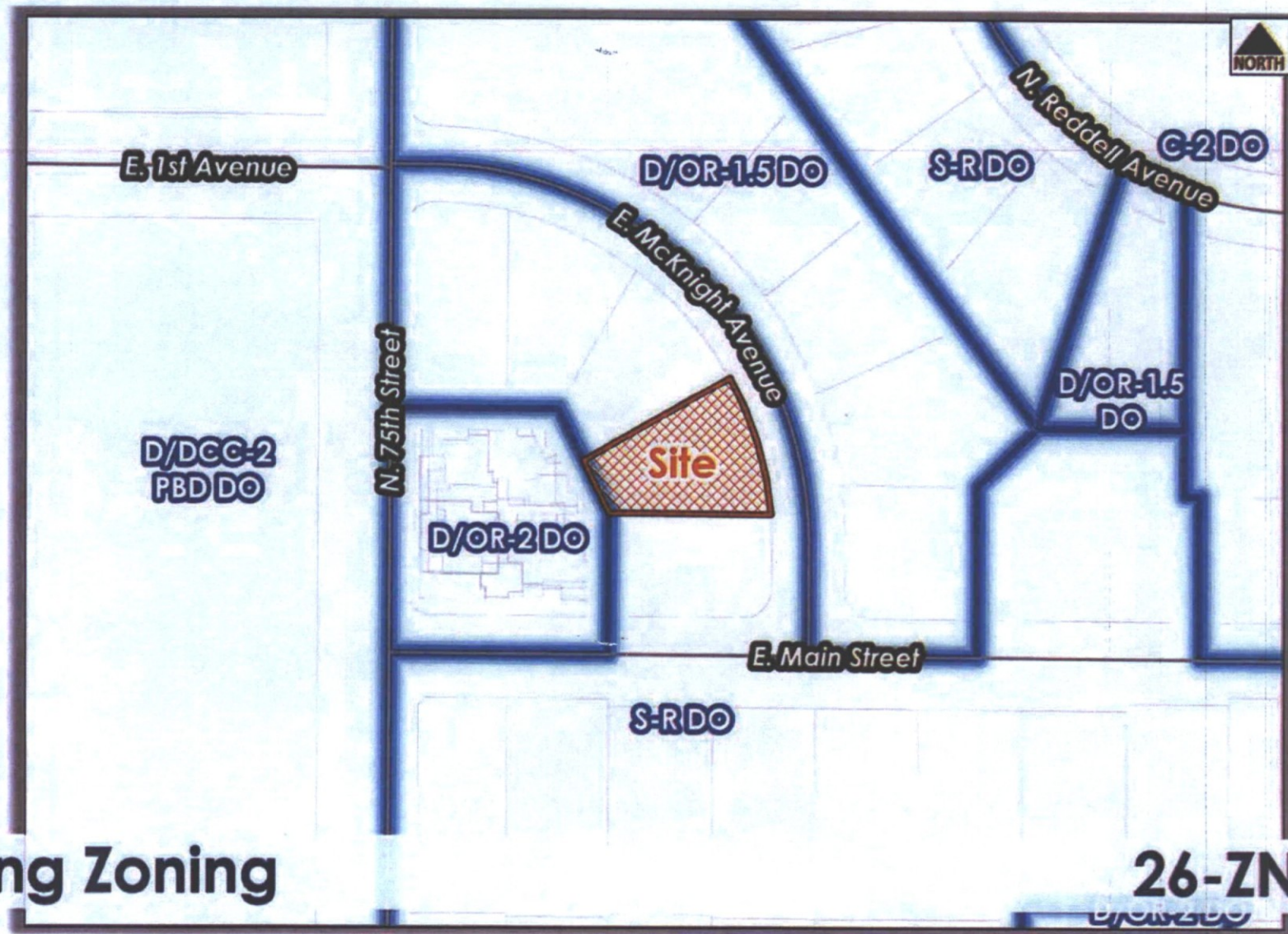




**Existing Zoning**

**26-ZN-2018**

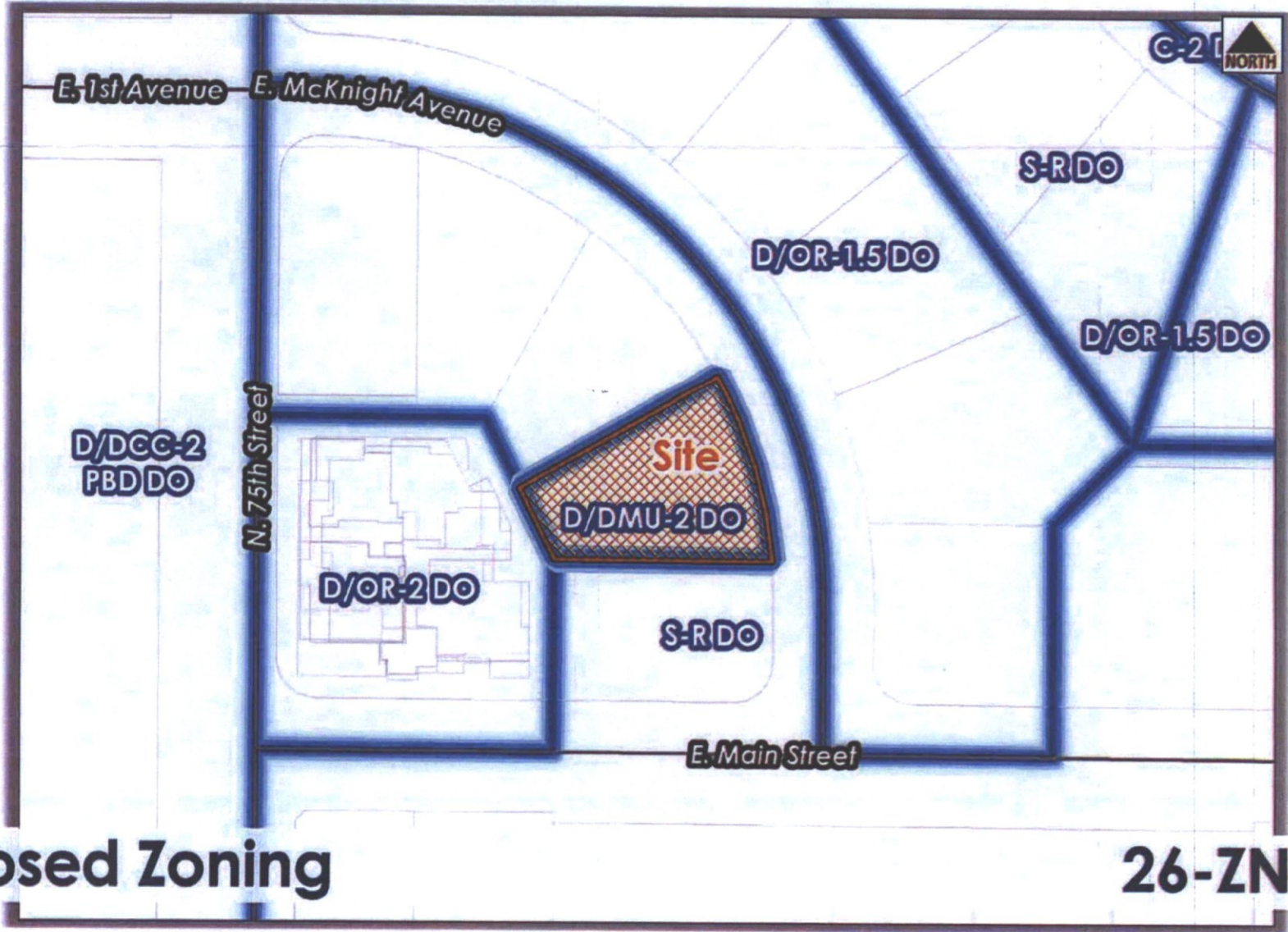




Existing Zoning

26-ZN-2018

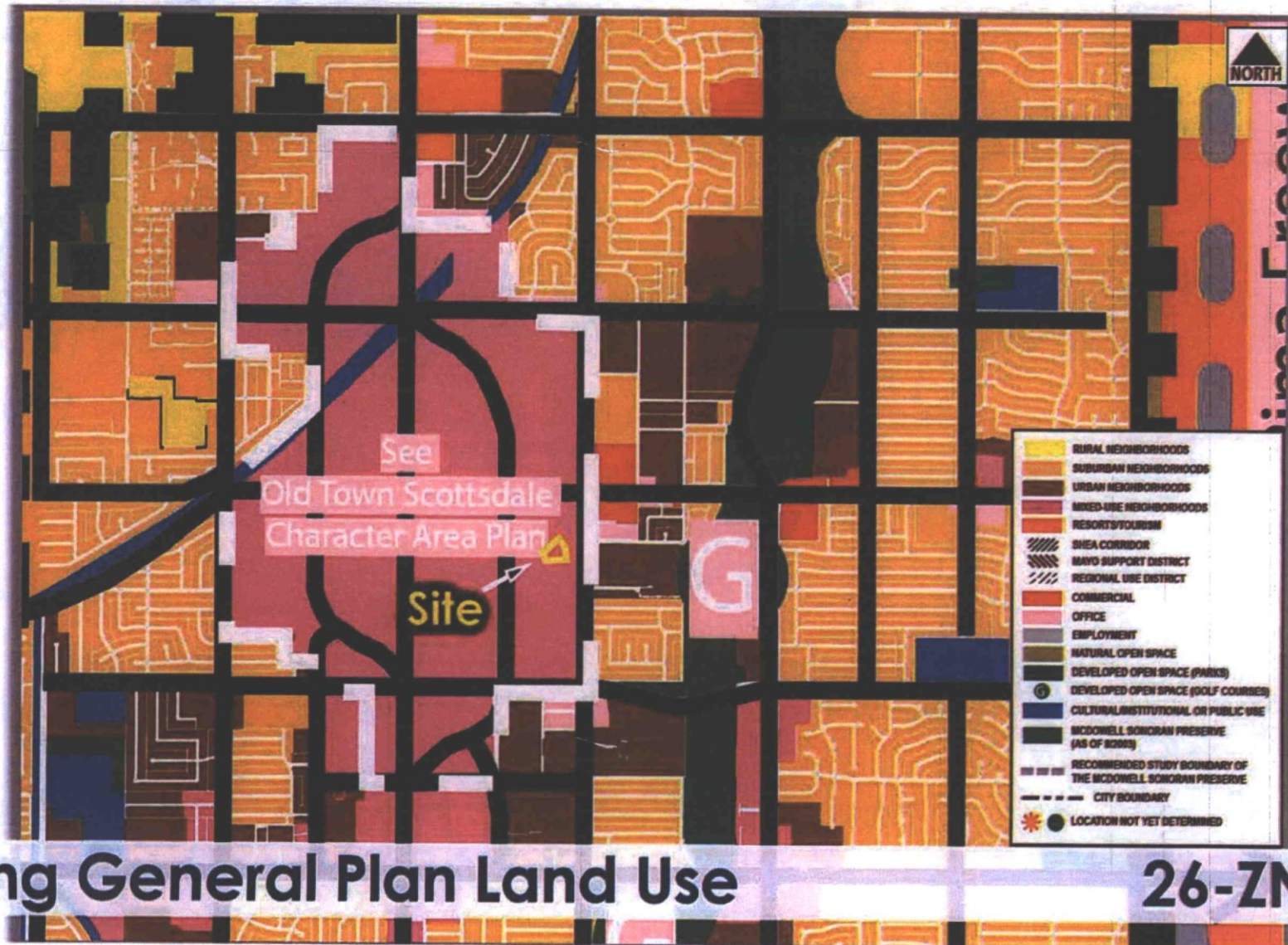




**Proposed Zoning**

**26-ZN-2018**

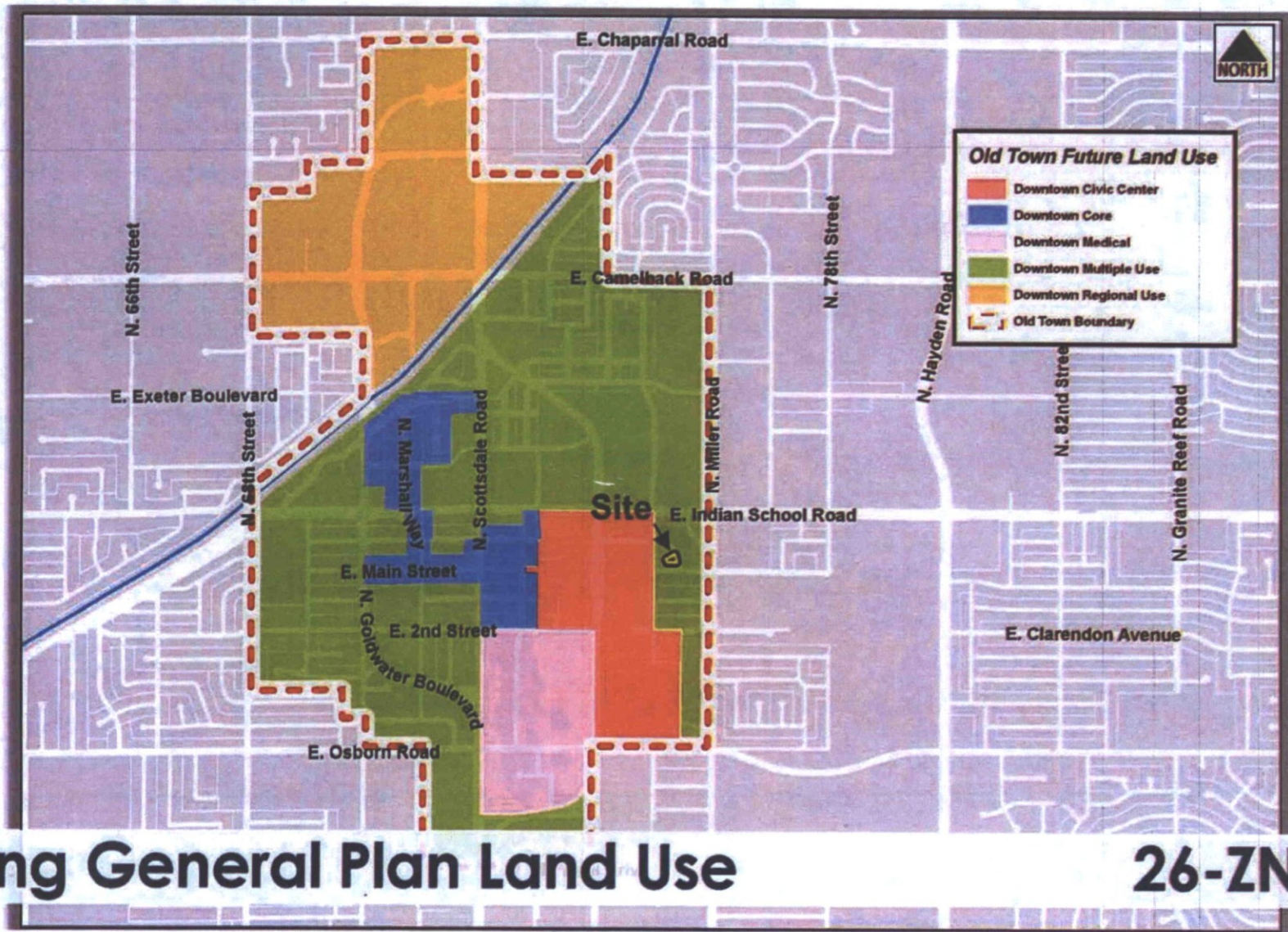




Existing General Plan Land Use

26-ZN-2018

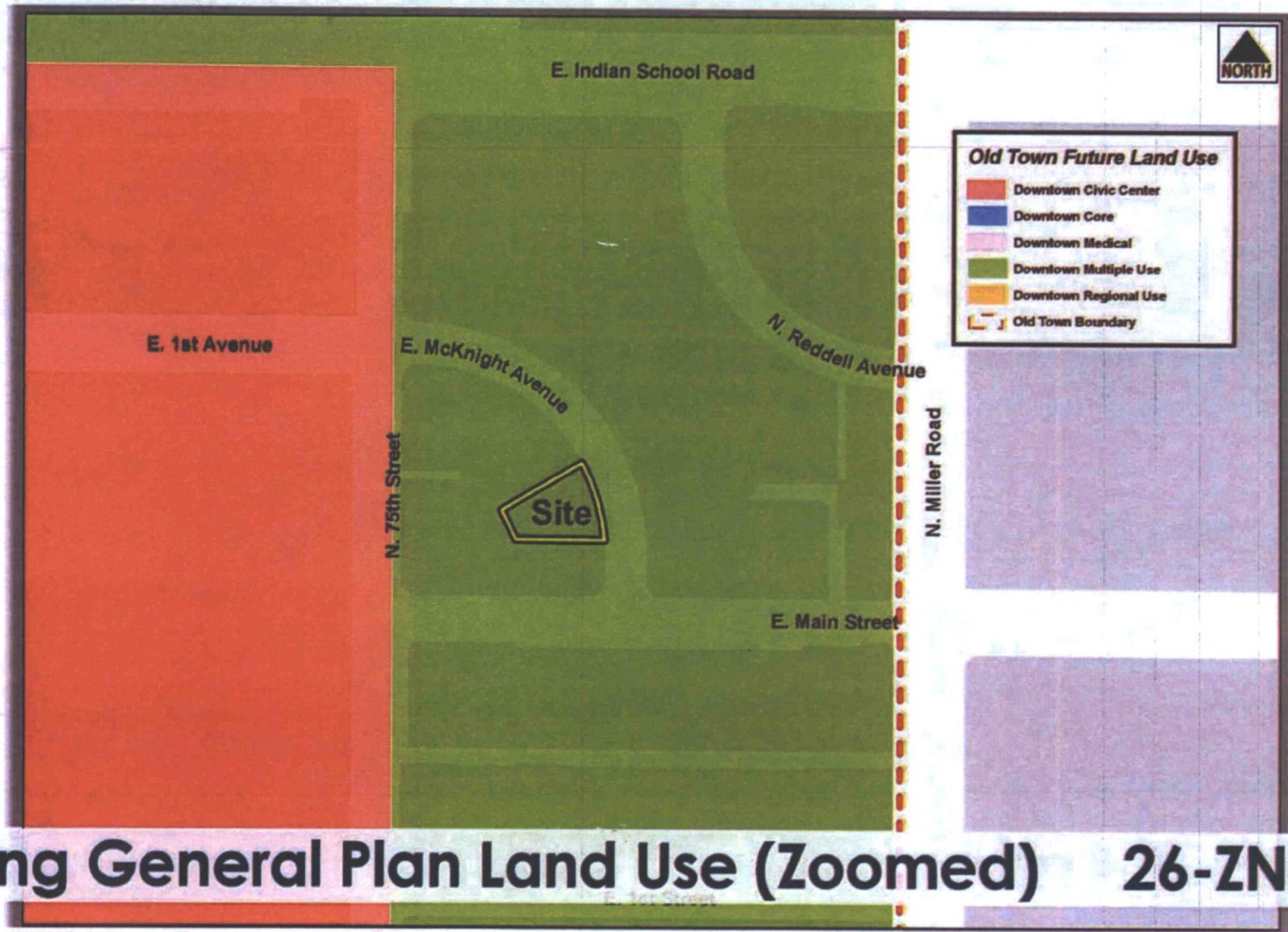




**Existing General Plan Land Use**

**26-ZN-2018**





**Existing General Plan Land Use (Zoomed) 26-ZN-2018**



## **Applicant's Request**

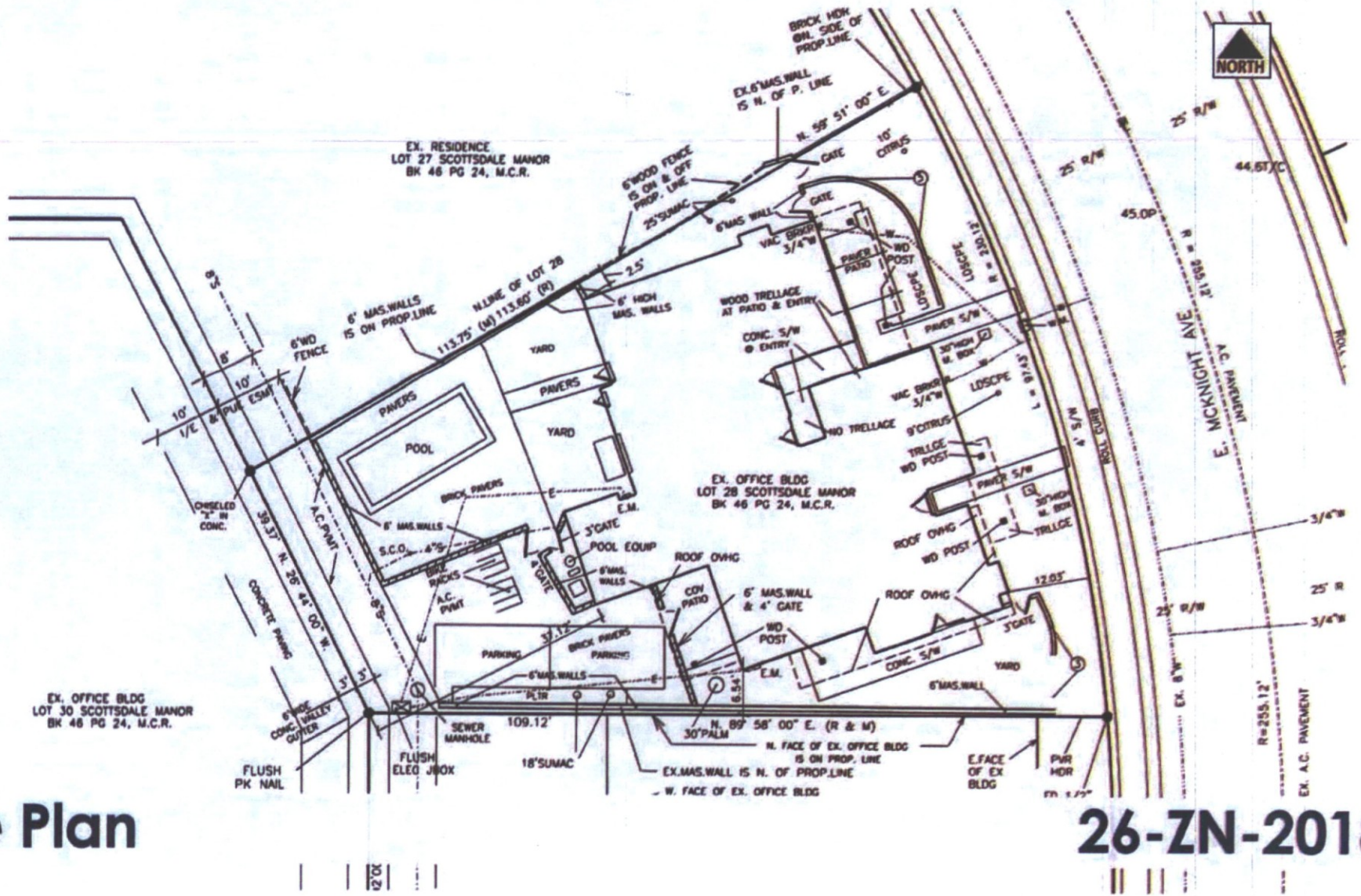
- Adopt Ordinance No. 4433 approving a Zoning Map Amendment from Service-Residential, Downtown Overlay (S-R DO) zoning to Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO) zoning on a +/-7,539-square foot site located on 7531 E. McKnight Avenue.

## **Zoning Ordinance Section 6.1205.D.2**

- Maximum first floor area for dwelling units.
  - Type 2 Area with any commercial district zoning shown on Table 4.100.B. Maximum 35% of the first floor area.



# Site Plan

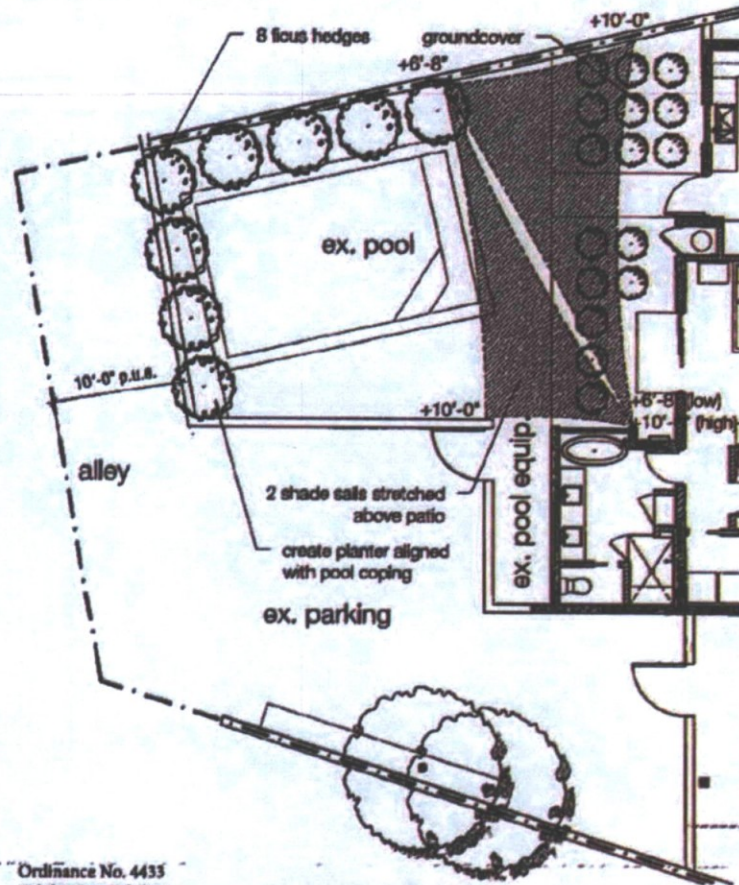


## 26-ZN-2018



proposed site plan

SK-01 rev1



Ordinance No. 4433  
Exhibit B to Exhibit 1  
Page 1 of 1

7531 E. Mc Knight Ave.  
Scottsdale, AZ 85251

7540 EAST MAIN STREET #210

Proposed Landscape Improvements

26-ZN-2018

7531 MCKNIGHT

ALINE  
ARCHITECTURE CONCEPTS



## **History of the Property**

- 1965 Zoning Map Amendment from R1-7 to S-R (15-ZN-1965)
- 1979 Redeveloped creating two office suites and one dwelling unit (72-DR-1979)
- 2003 Downtown Overlay applied (5-ZN-2003)

## **Planning Commission**

- Heard this case on October 16, 2019 and recommended denial with a 4-3 vote.
  - The Commission discussed the appropriateness of the rezoning of a property into a mixed-use district for the proposed use as a single dwelling unit as it relates to the Old Town Scottsdale Character Area Plan,
  - Along with concerns about the operation and management of the dwelling unit as a short term rental.



# **STR Ventures McKnight**

**26-ZN-2018**

**City Council  
February 4, 2020**

**Coordinator: Ben Moriarity**

# PLANNING COMMISSION REPORT



Meeting Date: October 16, 2019  
General Plan Element: *Land Use*  
General Plan Goal: *Create a sense of community through land uses*

## ACTION

**STR Ventures McKnight  
26-ZN-2018**

### Request to consider the following:

1. A recommendation to City Council regarding a request by owner for approval of a Zoning District Map Amendment from Service Residential, Downtown Overlay (S-R DO) to Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO) zoning on a +/- 7,539-square foot site located on 7531 E. McKnight Avenue.

### Goal/Purpose of Request

The applicant's request is to allow for the conversion of the entire existing office/residential building into a single dwelling unit that they can use as a short term rental.

### Key Items for Consideration

- Conformance with the General Plan and Old Town Plan
- Comments in opposition

### OWNER

Home Yield  
480-235-6000

### APPLICANT CONTACT

Court Rich  
Rose Law Group  
480-505-3937

### LOCATION

7531 E McKnight Av





## BACKGROUND

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### General Plan

The Land Use Element of the General Plan designates the site area as Mixed-Use Neighborhoods (Attachment #4). This category includes higher density residential, office and retail uses. Mixed-Use Neighborhoods are also characterized by being located in areas having multiple modes of transportation available. In addition, the site areas are located in a growth area, as designated by the Growth Areas Element of the General Plan. The purpose of this designation is to approach "...growth management from a perspective of ..." identifying those "...areas of the community that are most appropriate for development focus [that] will best accommodate future growth...." The Growth Areas are intended to encourage development in a mixed-use environment.

### Character Area Plan

The Old Town Future Land Use map of the Old Town Scottsdale Character Area Plan designates the site as Downtown Multiple Use (Attachment #5) within the Civic Center District. This land use is characterized to "Encourage new development, redevelopment and infill that strengthens Old Town Scottsdale's mix of activities..." (LU 2.3) that are mutually supportive land uses.

### Zoning

The site is currently zoned Service Residential, Downtown Overlay (S-R DO). The S-R DO zoning district allows for a dwelling and office, but the Downtown Overlay restricts the amount of area on the first floor that can be used for dwelling units to thirty-five percent (35%) for commercial districts shown on Table 4.100.B. The proposed zoning, Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO), allows a mixture of commercial and residential uses in a mixed-use development form. The Downtown zoning district does not limit the area of first floor dwelling units in this Type-2 area.

### Context

The subject property is located on the east side of East McKnight Avenue, 70 feet north of East Main Street. The site is generally surrounded by office uses and multi-family residential. Please refer to context graphics attached.

### Adjacent Uses and Zoning

- North: Office and dwelling unit, zoned Service-Residential Downtown Overlay (S-R DO)
- South: Mixed use development of office and a dwelling unit, zoned Service-Residential Downtown Overlay (S-R DO)
- East: East McKnight Avenue, and further east is a proposed single dwelling unit to be used for short term rental, zoned Office/Residential Type 1.5 Downtown Overlay (D/OR-1.5 DO)
- West: Mixed use development of multi-family and retail, zoned Downtown Office/Residential Type 2 Downtown Overlay (D/OR-2 DO)

**Other Related Policies, References:**

15-ZN-1965 Zoning map amendment of the property from Single-family Residential (R1-7) to Service Residential (S-R).

72-DR-1979 Development Review approval for the building on the site.

302-SA-2018 Site improvements including a pool in the rear of the property.

**APPLICANTS PROPOSAL**

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**Development Information**

- Existing Use: Mixed Use: Office and Dwelling Unit
- Proposed Use: Dwelling Unit
- Parcel Size: 0.17 Acre
- Building Height Allowed: 66 feet inclusive of rooftop appurtenances
- Building Height Proposed: 19 feet existing building
- Parking Required: 2
- Parking Provided: 2
- Density Allowed: 12 dwelling units per acre (2 units, existing zoning)  
50 dwelling units per acre (8 units, proposed zoning)
- Density Proposed: 1 dwelling unit

**IMPACT ANALYSIS**

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**Land Use**

The proposed use for the site area is to maintain the existing building and use the entire building for a single dwelling unit for short term rental. The proposed zoning designation of Downtown / Downtown Multiple Use – Type 2 Downtown Overlay (D/DMU-2 DO) allows the proposed use and is consistent with the General and Old Town Plans. In addition, the proposed development is consistent with the Old Town Plan as it pertains to land uses that activate the Civic Center with both visitors, residents, and workers year-round.

**Transportation**

Vehicular access to the site is provided from the adjacent alley, while pedestrian access to the site will be primarily from East McKnight Avenue. Parking for the proposed site requires two (2) spaces, two (2) space are provided. Transportation Department has reviewed the application and has determined that the proposed plan will not negatively impact the capacity of the affected streets or alley.

**Water/Sewer**

The existing water and sewer systems are sufficient to service the existing building.



**Public Safety**

The Fire Department has reviewed this application and has determined that there is adequate ability to provide fire and emergency services to the development. The nearest fire station is located at 7522 East Indian School Road. The near police station is located at 3700 North 75<sup>th</sup> Street.

**Community Involvement**

Staff and the applicant have mailed notifications to property owners within 750 feet of the site, and the applicant held an open house on October 15, 2018. A copy of the applicant's Citizen Involvement Report is included as Attachment #7. Staff has received several email messages in opposition regarding this application, citing concerns with the change in land use.

**STAFF RECOMMENDATION**

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**Recommended Approach:**

Staff recommends that the Planning Commission find that the proposed zoning district map amendment or zoning text amendment is consistent and conforms with the adopted General Plan, and make a recommendation to City Council for approval of the Zoning District Map Amendment from Service Residential, Downtown Overlay (S-R DO) to Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO), per the attached stipulations.

**RESPONSIBLE DEPARTMENT**

---

**Planning and Development Services**

Current Planning Services

**STAFF CONTACT**

---

Ben Moriarity  
Planner  
480-312-2836  
E-mail: [bmoriarity@ScottsdaleAZ.gov](mailto:bmoriarity@ScottsdaleAZ.gov)

**APPROVED BY**

---



Ben Moriarity, Report Author

10/4/19

Date



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

10/4/2019

Date



Randy Grant, Director  
Planning and Development Services  
480-312-2664, rgrant@scottsdaleaz.gov

10/4/19

Date

**ATTACHMENTS**

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1. Context Aerial
- 1A. Aerial Close-Up
2. Stipulations  
Exhibit A to Attachment 2: Site Plan
3. Applicant's Narrative
4. General Plan Land Use Map
5. Old Town Future Land Use Map
6. Zoning Map
7. Citizen Involvement
8. Correspondence
9. City Notification Map





STR Ventures McKnight

26-ZN-2018





Q.S.  
35-52

Google Earth Pro Imagery



STR Ventures McKnight

26-ZN-2018



**Stipulations for the Zoning Application:**

**STR Ventures McKnight**

**Case Number: 26-ZN-2018**

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

**SITE DESIGN**

1. PROTECTION OF ARCHAEOLOGICAL RESOURCES. Any development on the property is subject to the requirements of Scottsdale Revised Code, Chapter 46, Article VI, Protection of Archaeological Resources, Section 46-134 - Discoveries of archaeological resources during construction.
2. CONFORMANCE TO CONCEPTUAL SITE PLAN. Development shall conform with the conceptual site plan submitted by Rose Law Group and with the city staff date of August 8, 2019, attached as Exhibit A to Attachment 2. Any proposed significant change to the conceptual site plan, as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council.
3. OUTDOOR LIGHTING. The maximum height of any outdoor lighting source, except any light sources for patios and/or balconies, shall be eight (8) feet above the adjacent finished grade.

**DEDICATIONS**

4. RIGHT-OF-WAY DEDICATIONS. Prior to any permit issuance for the development project, the owner shall make the following fee simple right-of-way dedications to the City of Scottsdale:
  - a. ALLEY. Ten (10) foot dedication, for a total ten-foot-wide half-alley right-of-way width.

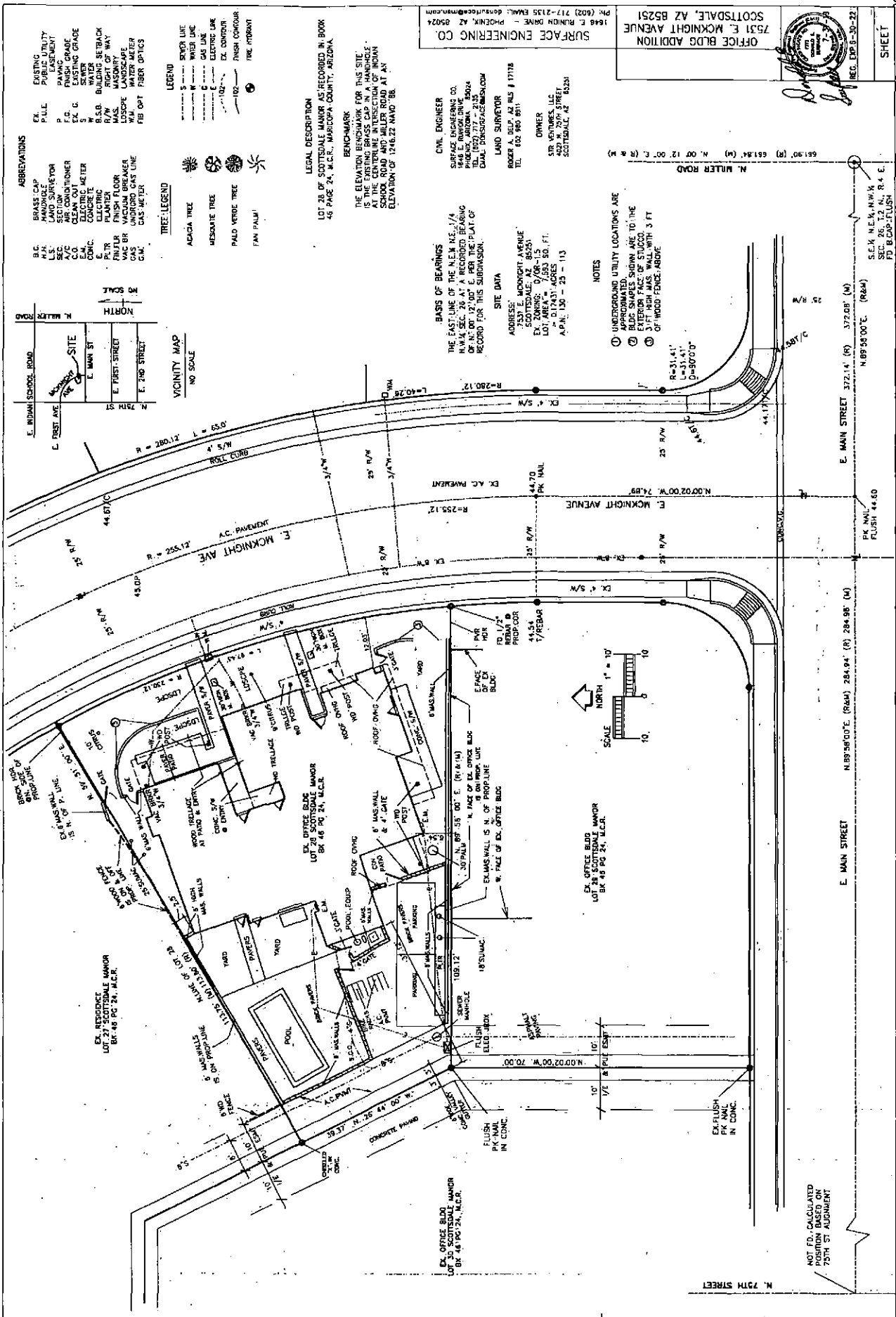


Exhibit A to  
Attachment 2

NOT F.D. CALCULATED  
POSITION BASED ON  
75TH ST ALIGNMENT



# STR Ventures (7531 E. McKnight)

## REZONING APPLICATION NARRATIVE

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### Project Information

Location: 7531 E. McKnight Avenue (APN: 130-25-113)

Property Size: 7,539 sf

### Property Zoning & General Plan Designation

#### Zoning:

- Current Zoning: S-R DO (Service Residential with Downtown Overlay)
- Proposed Zoning: D/MU-2 DO (Downtown Mixed Use)
- No General Plan Amendment Necessary

#### Surrounding Zoning:

- North: S-R
- South: S-R
- East: D/OR-1.5 (proposed travel accommodation – same owner)
- West: D/OR-2 (Main Street Place)

### Project Overview

#### *About the Site*

This application is being submitted on behalf of STR Ventures (the "Owner") to request a zone change from the existing S-R DO district to the D/MU-2 DO district. This rezoning will not change the Owner's use of the property, but will simply remove an unusual restriction currently in place. The current S-R DO zoning in the Downtown Overlay (DO) district requires that any residential use on the ground level be limited to a maximum of 35% of the total ground floor. The Owner wishes to be permitted to utilize the entire ground floor without this unusual 35% restriction and therefore seeks this rezoning. The property is located just east of 75<sup>th</sup> Street and north of Main Street within walking distance of Scottsdale's Downtown Civic Center. Additionally, the project site was most recently operated as a commercial office and the proposed use is compatible with the surrounding mix of residential and office uses.

We have worked closely with staff on a resolution to this unusual residential ground floor restriction. The surrounding area is a combination of S-R and D/OR-2 zoning districts. The D/OR-2 zoning district has recently been replaced by the D/MU-2

district (Downtown/Mixed Use) which permits use as a travel accommodation without the unusual 35% ground floor restriction. Rezoning this property from the S-R district to D/MU-2 district is preferred in this particular area as it allows for a greater variety of uses to activate Scottsdale's walkable Downtown area. For the purposes of this rezoning application, the Property Owner intends to use the entire property as a vacation rental home. To be clear, the current zoning permits the use of this property as a vacation rental home, however this zoning change merely eliminates the unusual 35% ground floor restriction in the current zoning.

#### *About the Property*

As mentioned, this property will be utilized as a vacation rental for one family at a time. The property can already be used as a vacation rental, this change merely removes the unusual ground floor restriction. The location is ideal for the proposed use as it is within walking distance to the heart of the City. Located next to Civic Center Mall and near Scottsdale Stadium this vacation rental home will offer logistical convenience to visitors from all over the country while providing visitors/guests with the comforts of a home versus a cramped hotel room.

#### *About the Owner/Operator*

The property owner, STR Ventures, LLC (STR), is also the operator of the proposed short term rental home. STR provides premium vacation rentals for every occasion whether traveling for business or pleasure and even offers corporate housing with full feature accommodations and world class concierge service. They have been operating in Arizona since 2005 via various operating companies and investment partnerships including Vineyard Services, LLC, Home Yield, LLC, and Colony American Homes, LLC which is a large national property manager. They have an impeccable reputation which speaks volumes to their commitment to not only their guests but to their communities. They pride themselves on being good neighbors and each property is equipped with the most state of the art "Smart Sound" technology. Smart Sound alerts the Management staff when the volume either inside or outside the property exceeds normal decibels. The visitor or guest is delivered a "warning" via email or text. If the volume continues to exceed ample levels, the guest/visitor will be fined. This Smart Sound technology has proven extremely effective in keeping noise at an ambient level. We also have camera in the front and rear of our homes. Additionally, we have security patrols which drive around to our properties to manage any issues when our normal 12 person local staff needs additional assistance.

Unlike individually owned vacation rentals or homeowners that rent out their primary homes only on occasion, STR professionally manages all their properties. Professionally managed rental properties avoid many of the problems associated with the homeowner or one-off rental owner since those owners do not typically



have the technology or staff to insure their properties are well managed and policed.

### **Compliance with Downtown and Old Town Character Area Plan**

This rezoning request fully complies with the Downtown and Old Town Character Area Plan as it brings visitors/guests to the heart of Scottsdale and activates the area with pedestrians/patrons.

The Downtown Overlay (DO) designation was adopted to promote the goals and policies of the Downtown area and provide increased intensities to revitalize Downtown area properties. This area was once, many years ago, a residential neighborhood; however, throughout the years, it has been transforming from residential to office type uses. The DO encourages urban designs and stimulates sustainable live/work lifestyles within a vital urban environment. The proposed use will most definitely activate this area with tourists and out of town guests interested in exploring all of the wonderful arts, museums, restaurants and retail establishments within the city's core.

### Old Town Character Area Plan GOAL LU 2

Encourage the development of Old Town as a collection of mixed land uses and districts.

*Policy LU 2.3 – Encourage new development, redevelopment and infill projects that strengthens Old Town Scottsdale's mix of activities through the development of mutually supportive land uses with Downtown Multiple Uses areas.*

The Property Owner is investing substantial sums to fix up the property and improve the aesthetic of this property in such a key location. The proposed use will bring tourists/guests within walking distance to the elaborate mix of retail, entertainment, cultural, theatrical and sports establishments in the Downtown area.

### Old Town Character Area Plan GOAL CD 1

Strengthen and enhance the Old Town District Character with contextually compatible development

*Policy CD1.5 – Maintain the pedestrian oriented small town character and human scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at street level in all downtown districts.*

As mentioned, the purpose of the proposed use is to bring visitors/guests to the Downtown area for extended periods of time and activate this

dilapidated area just east of Civic Center Mall. Visitors will be in walking distance to a plethora of entertainment and eatery options.

Old Town Character Area Plan GOAL M 2

Create complete, comfortable, and attractive pedestrian circulation systems

*Policy M 2.2 – Encourage pedestrian oriented design that includes pedestrian comfort amenities such as trees, shade, seating, shelter, wayfinding, lighting, to encourage strolling, lingering and promenading especially in areas where there is high concentration of pedestrian activity.*

This property has been recently improved and has a very clean urban look to it. All of the landscaping currently planted and planned will be inviting and welcoming in order for visitors to feel comfortable outdoors no matter what time of year. Again, the property is within walking distance to Civic Center Mall which will promote visitors to embark on morning and evening strolls to the many fine dining opportunities in the immediate area.

Old Town Character Area Plan GOAL EV 1

Support Old Town's Prominent Economic Role as a Hub for Arts, Culture, Retailing, Dining, Entertainment, Tourism, Events, And Employment

*Policy EV 1.2 – Promote downtown as an environment attractive to both leisure visitors and skilled workforce.*

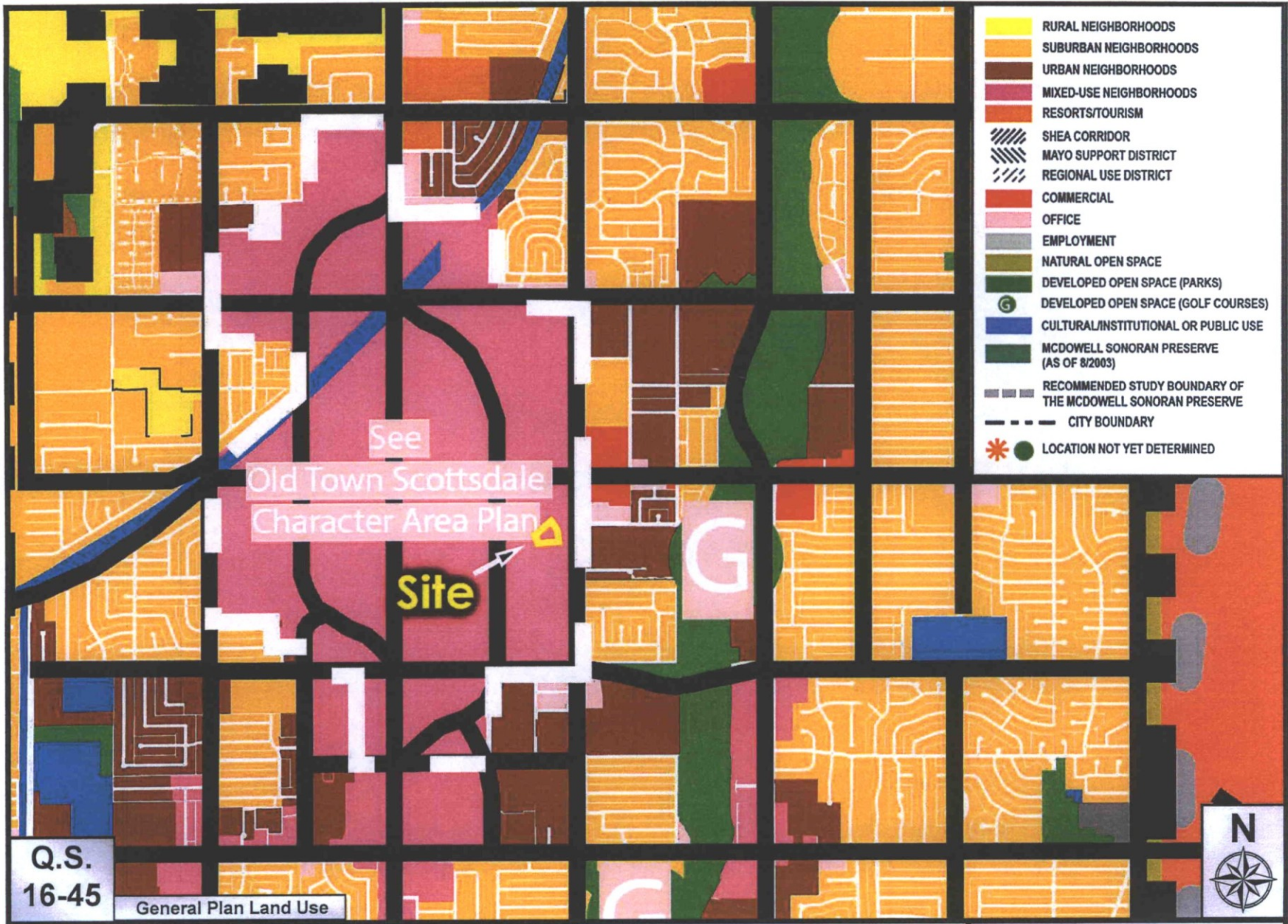
*Policy EV 1.3 – Attract tourism-supporting land uses, activities and special events to reinforce Old Town as a robust tourism destination.*

The proposed use definitely supports the tourism goals outlined in the Character Area Plan as it is intended to be used for travel accommodations bringing out of state visitors, in state guests and professionals into the Downtown area.

**Conclusion**

The requested rezoning and intended use of the property supports the City of Scottsdale's desire to create a vital, viable and desirable residential setting situated near entertainment, shopping, employment and healthcare. Additionally, this request will provide tourists and visitors alike the opportunity to vacation (or "staycation") in the heart of Scottsdale within walking distance to great restaurants, art galleries, old west museums, parks and much more while enjoying the comforts of a home rather than a hotel room.





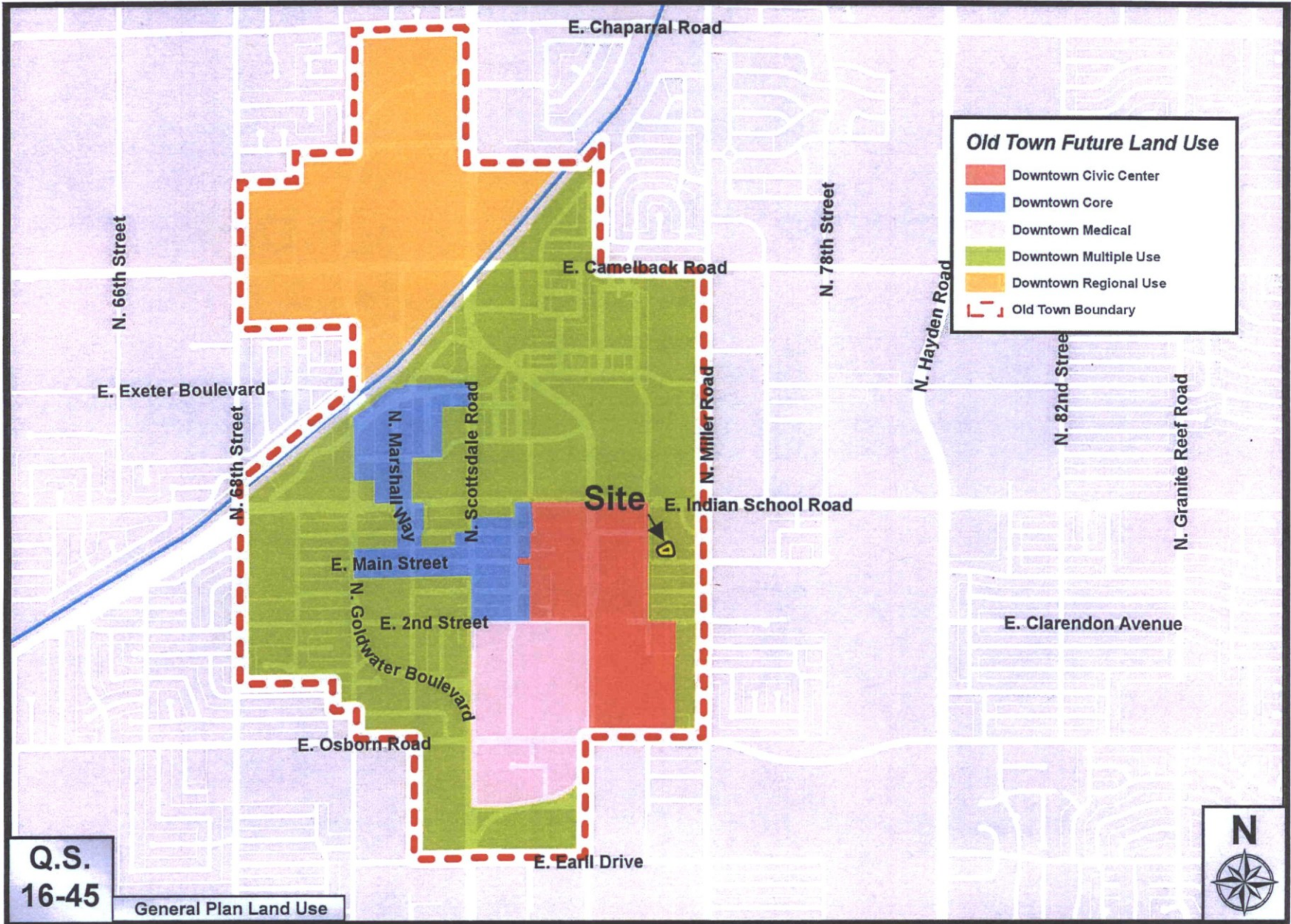
Q.S.  
16-45

General Plan Land Use

STR Ventures McKnight

26-ZN-2018



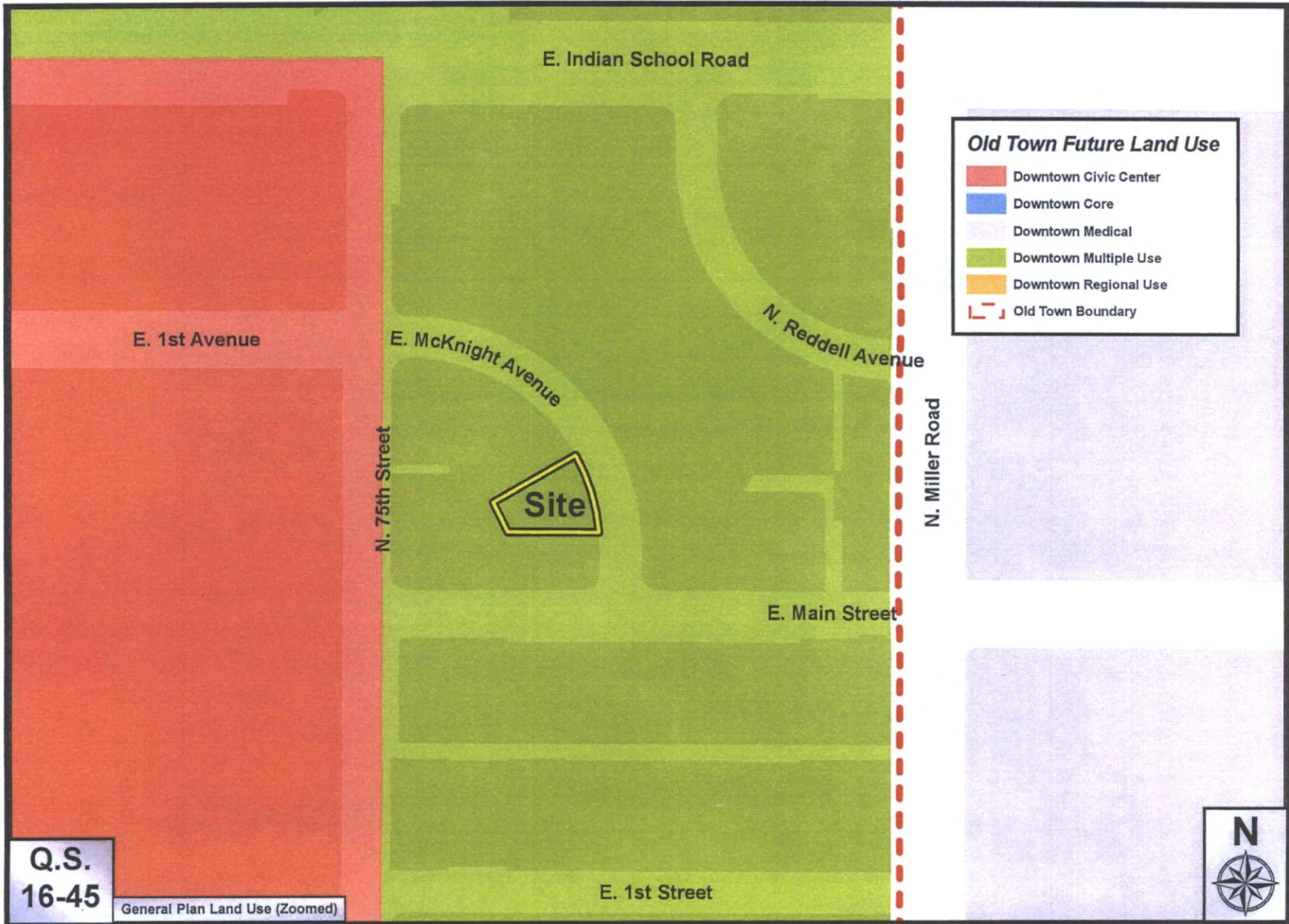


Q.S.  
16-45  
General Plan Land Use

STR Ventures McKnight

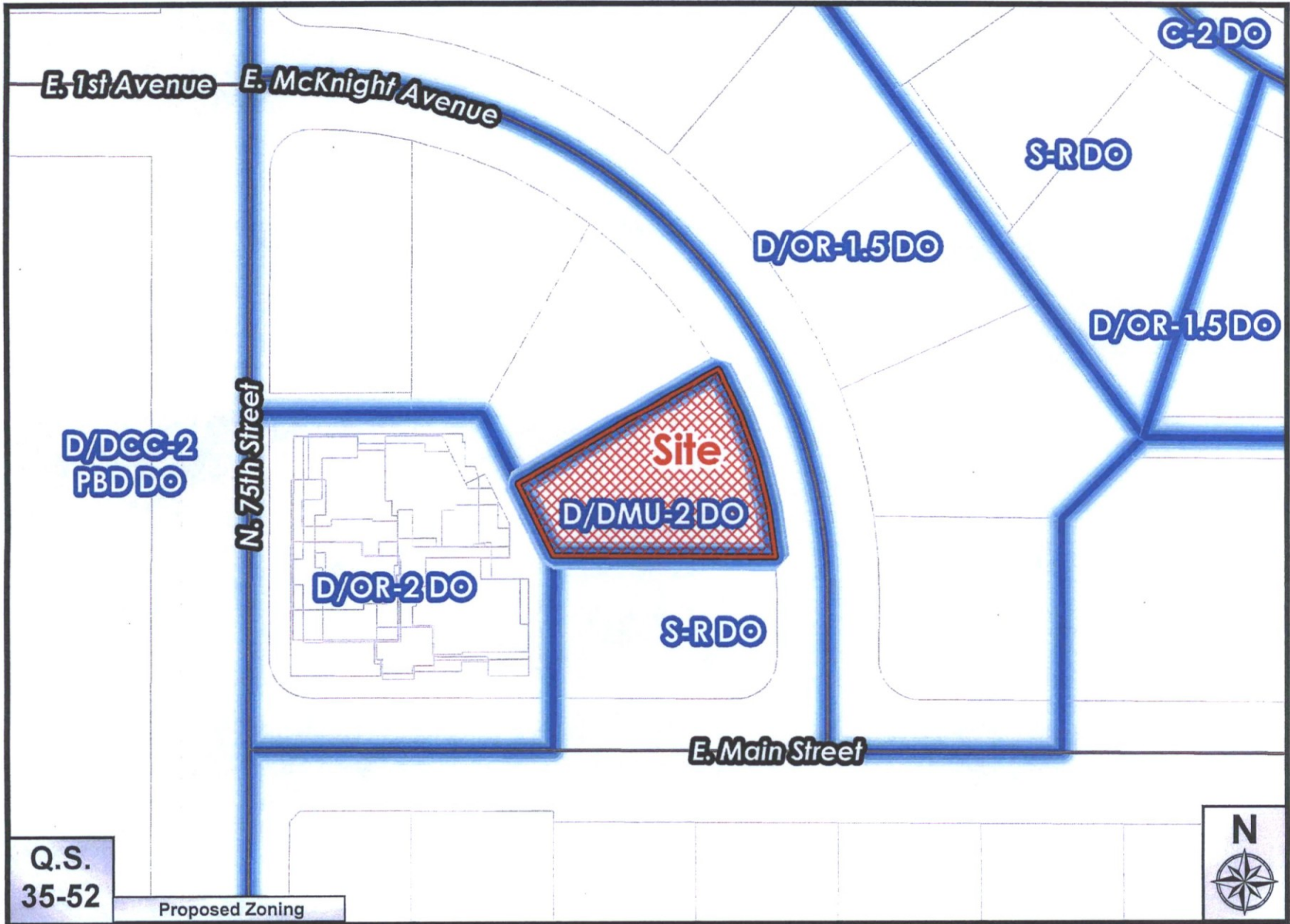
26-ZN-2018





**STR Ventures McKnight**

**26-ZN-2018**



Q.S.  
35-52

Proposed Zoning

STR Ventures McKnight

26-ZN-2018



# **Citizen Participation Plan**

**Rezoning Application  
(case# 667-PA-2018)**

Submitted on behalf of:

**STR Ventures, LLC**  
7531 E. McKnight Blvd.

**December 20, 2018**

**26-ZN-2018  
12/21/18**

**ATTACHMENT 7**

**Project Proposal**

The following documents the Public Participation Plan on behalf of STR Ventures, LLC and their request for a Zoning Map Amendment for the property located at 7531 E. McKnight Blvd. (Case # 667-PA-2018). This request will eliminate the 35% maximum limitation of residential uses on the ground level of this building which is currently zoned S-R DO (Downtown Overlay). The owner intends to utilize the home for travel accommodations which is currently allowed under the existing zoning; however, the Downtown Overlay restricts the ground floor usage for S-R properties. The proposed zoning district is D/MU-2 which is compatible with the adjacent properties.

**Notification Area Map**

Attached is a map of the 750-foot area within which all property owners were notified of the request to amend the zoning district.

**Contacted Parties**

A complete list of the property owners and other interested parties contacted through the outreach efforts was provided by the Applicant's representative and the City of Scottsdale respectively and is attached.

**Contact Dates and Methods**

Notification was made by First Class U.S. Mail in a letter postmarked October 15, 2018. The letter contained all of the required and pertinent information regarding the request to amend the zoning on this property as required by the City's Zoning Ordinance (copy attached).

**Site Posting**

The site was properly posted with the details of the request, information about the Open House and will be updated with information about future public hearing dates. An Affidavit of Posting is being submitted as evidence that the signs were installed on the property as required.

**Open House:**

The required Open House was hosted by the Applicant at the Civic Center Public Library on Monday, October 15, 2018 from 5:30PM-6:30PM. Attendees were invited to come and learn more about the proposed request.

**Comments and Correspondence Received**

There was only one attendee at the Open House. Louise Lamb from Peaceful Valley Neighborhood Association lives at 4<sup>th</sup> Street and Miller to the southeast of the property. Her only concern was the operation and management of these rental homes. STR Ventures will be the owner and operator of this rental property so they will be the management team.

We received a phone call from Steven Voss who designed, built and lives in Main Street Place. He was unable to attend the open house but would like more information. We are in the process of scheduling a meeting with Mr. Voss and the property owner to discuss in further detail.

Any additional comments and feedback received will be documented and submitted to the City of Scottsdale in an updated Citizen Participation Report prior to the first public hearing.



ROSE  
LAW GROUP<sub>pc</sub>  
RICH ■ CARTER

JENNIFER HALL  
7144 E. Stetson Drive, Suite 300  
Scottsdale, Arizona 85251  
Phone 480.505.3938 480.505.3925  
JHall@RoseLawGroup.com  
www.RoseLawGroup.com

October 5, 2018

Dear Property Owner, Resident or Neighborhood Association President,

This letter is to inform you that our client, STR Ventures, LLC, will be filing rezoning applications with the City of Scottsdale for properties located near the Downtown Civic Center. The applications will request a change in zoning from Service Residential (S-R) to Downtown Mixed Use (D/MU-2) to allow the properties to be used as travel accommodations (i.e. vacation rental homes). While the properties can be used as vacation rentals under the current zoning, this change removes a restriction that limits the amount of the ground floor that can be utilized.

The following properties are included in this application and will be transformed for the better to provide travel accommodations within walking distance of the heart of Scottsdale's Old Town: 7531 E. McKnight Avenue; 7505 E. Main Street; 7504 E. First Street and 7510 E. First Street.

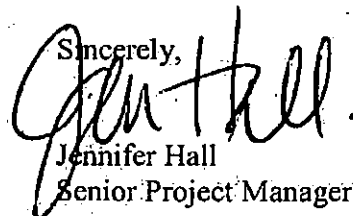
Please join us for an Open House to further discuss the proposed request.

OPEN HOUSE

Civic Center Library (Gallery Room)  
3839 N Drinkwater Blvd, Scottsdale, AZ 85251  
Monday, October 15, 2018  
5:30PM-6:30PM

If you are unable to attend the Open House, please feel free to contact me directly at 480-505-3938 or [jhall@roselawgroup.com](mailto:jhall@roselawgroup.com) to discuss the applications in more detail. You may also reach Doris McClay in the City of Scottsdale's Planning and Development Services Department at 480-312-4214 or [dmcclay@roselawgroup.com](mailto:dmcclay@roselawgroup.com). Please reference Cases 663-PA-2018 and 667-PA-2018. Thank you for your time.

Sincerely,

  
Jennifer Hall  
Senior Project Manager

26-ZN-2018  
12/21/18

# STR VENTURES – TRAVEL ACCOMMODATIONS REZONING REQUEST | Open House Sign-in Sheet

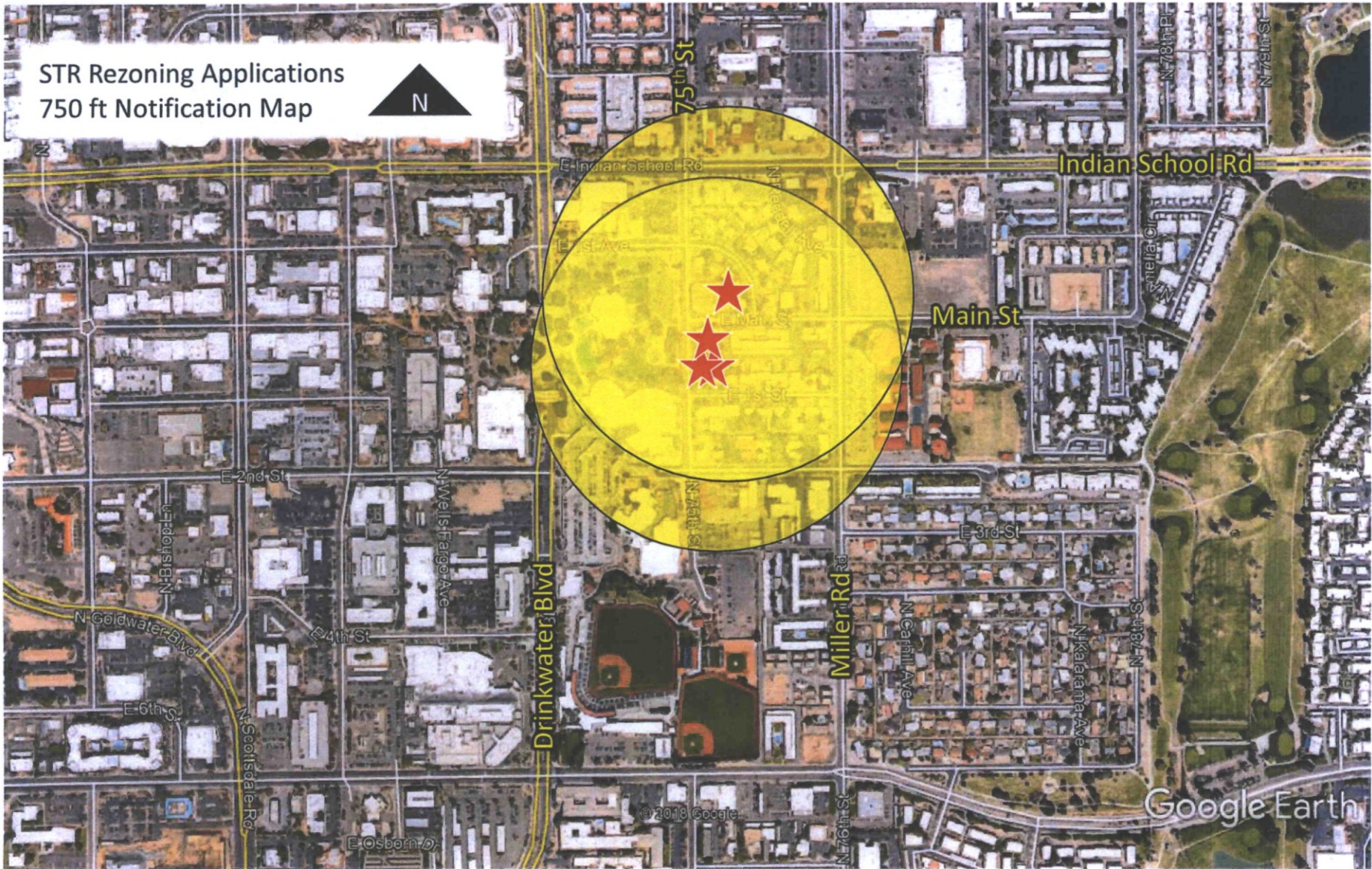
Monday October 15, 2018, 5:30PM

Name	Address	Email/Phone	Resident/Business
Louise Lamb	7608 E 4 <sup>th</sup> St	llambg628@gmail.com	resident

26-ZN-2018  
12/21/18



STR Rezoning Applications  
750 ft Notification Map



26-ZN-2018  
12/21/18



## Moriarity, Ben

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**From:** Steven Voss <steven@vosdesign.us>  
**Sent:** Monday, September 09, 2019 5:33 PM  
**To:** Moriarity, Ben  
**Cc:** McClay, Doris; Steven Voss  
**Subject:** Re: 7531 E. McKnight (STR Ventures)

**⚠ External Email: Please use caution if opening links or attachments!**

Ben,  
Thank you for taking the time to meet with me!  
As discussed, you asked for a followup email regarding part of our discussion.

I requested consideration that since no changes to the building are proposed, that the stipulations limit the case to the existing building height and existing site plan. You stated that you thought the building is 23 ft tall.

Please send me the stipulations in draft form so that we can discuss in person prior to the hearing in a couple weeks. I would also like to discuss the other points we spoke about on this case in more detail.

I have not heard from Taylor Reynolds or Brad Carr with regards to the ground floor use question.

Thank you!  
Steven

On Mon, Aug 26, 2019 at 2:11 PM Steven Voss <[steven@vosdesign.us](mailto:steven@vosdesign.us)> wrote:

Ben:  
I have reviewed the case and have a number of questions about the proposal.  
Please let me know when you are available to meet to discuss.

Thank you!  
Steven Voss  
Main Street Place  
602.292.5470

--

Steven Voss

**vosdesign**  
120 s. ash avenue  
tempe, arizona 85281

MainStreetPlace.com



## Castro, Lorraine

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**From:** Fred Hopkins <hopkinsfred@me.com>  
**Sent:** Wednesday, October 02, 2019 11:20 AM  
**To:** Projectinput  
**Cc:** Corrinne BKK Hopkins  
**Subject:** Case Number 26-ZN-2018

⚠ External Email: Please use caution if opening links or attachments!

I reside at 7502 E Main St. I am a full time resident who chose this location in a great part for the quiet environment. This type of short term rental will most likely bring people who do not care about the cleanliness, quietness and long term family residential we now enjoy. There will probably be parking problems and most certainly will significantly increase the police work load. Owners of these kind of properties are never on site and will not be available to ensure their renters do not take care of our neighborhood including the Civic Center Park. There are apartments for rent everywhere. Please reject this request and maintain our oasis in the pristine manner that exists today.

Thank You

"Stay Safe and Be Cool 😊"

**Moriarity, Ben**

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**From:** Steven Voss <steven@vosdesign.us>  
**Sent:** Thursday, October 03, 2019 2:57 PM  
**To:** Moriarity, Ben  
**Subject:** RE: STR Ventures McKnight 26-ZN-2018

**⚠ External Email: Please use caution if opening links or attachments!**  
RE: STR Ventures McKnight 26-ZN-2018

Ben,

I am submitting this letter of opposition on behalf of the MAIN STREET PLACE HOME OWNERS ASSOCIATION.

We have had numerous issues with loud parties and in appropriate behavior by the tenants of STR Ventures.

The nightly rental parties are a negative impact our our neighborhood and an expansion of this use in inappropriate.

Steven Voss, Dec/Pres.  
Main Street Place HOA



## Moriarity, Ben

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**From:** Jeffrey Stork <Jeffrey.Stork@forms-surfaces.com>  
**Sent:** Thursday, October 03, 2019 2:42 PM  
**To:** Moriarity, Ben  
**Subject:** Case 26-ZN-2018

**⚠ External Email: Please use caution if opening links or attachments!**

Dear Mr. Moriarity,

My name is Jeffrey Stork and I live at 7502 E Main Street, Unit 4003. I am writing to you regarding Case 26-ZN-2018. The case requests a zoning amendment that would allow for a substantial building expansion as allowed by the zoning reclassification. I live directly adjacent to the subject property and I strongly object to permitting a zoning change on two grounds. First, the new zoning would allow for a substantially taller building (3 to 4 stories) sandwiched in between 1 and 2 story homes on the same street. A much taller building on a roughly 7,000 sq. ft. lot is not in keeping with the character of our neighborhood. Second, this larger building would be used by the owner, who is an established Airbnb operator, to dramatically increase the density of rental units. Potentially, there could be 10 or more units, all with unsupervised transient renters in the middle a largely residential neighborhood. With the unit that is currently on this property, there have already been issues regarding late night music and drinking that disturb what is otherwise a very quiet area of Scottsdale.

I respectfully urge you to deny this zoning reclassification that would so dramatically change an area that we call home.

Regards,

Jeffrey M. Stork

---  
**Jeffrey Stork**  
President/CEO  
Forms+Surfaces | [www.forms-surfaces.com](http://www.forms-surfaces.com)  
T 805.755.2600 | M 805.689.7100  
[jeffrey.stork@forms-surfaces.com](mailto:jeffrey.stork@forms-surfaces.com)

## Moriarity, Ben

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**From:** Steven Voss <steven@vosdesign.us>  
**Sent:** Thursday, October 03, 2019 2:37 PM  
**To:** Moriarity, Ben  
**Subject:** STR Ventures McKnight 26-ZN-2018

 **External Email: Please use caution if opening links or attachments!**

Ben,

RE: STR Ventures McKnight 26-ZN-2018

I am submitting this letter of opposition on behalf of 8 units I own at Main Street place. My properties are adjacent to the proposed case.

As you know, I live in one of them, and as we have discussed, the existing AirB&B operations are a disturbance. The nightly rental parties are a negative impact our our neighborhood and my property values.

Please let me know when I can review the entire file for this case. Would Monday Oct. 7 work please?

Thank you,  
Steven Voss  
7502 E. Main Street: Units 2002, 2003, 2004, 3003, 3004, 4001, 4002.  
7500 E. Main Street (retail).

Steven Voss

**vosdesign**

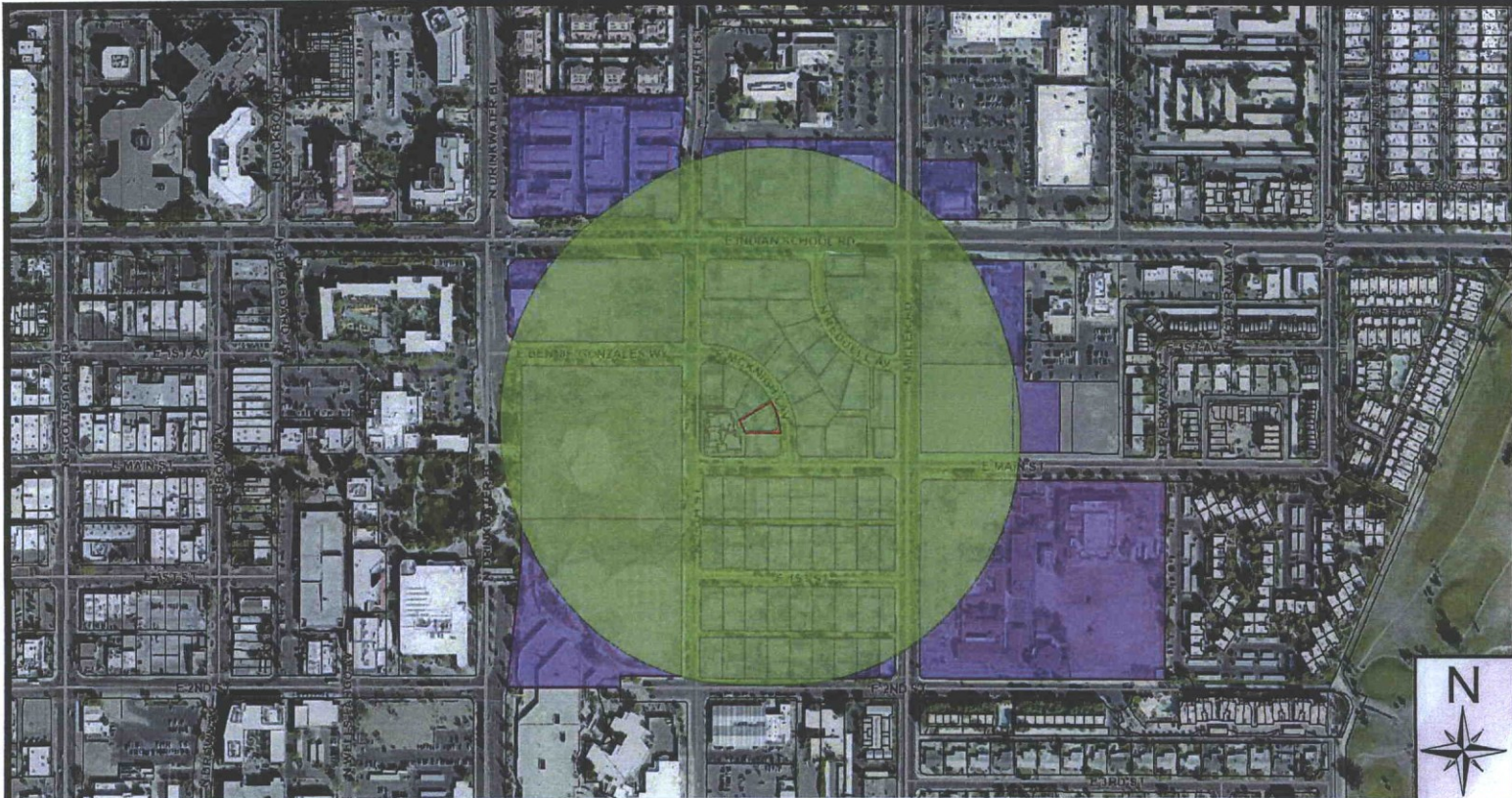
120 s. ash avenue  
tempe, arizona 85281

MainStreetPlace.com



**City Notifications – Mailing List Selection Map**  
**STR Ventures McKnight**

ATTACHMENT 9



**Additional Notifications:**

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

Pulled Labels  
**December 21, 2018**

**Map Legend:**

-  Site Boundary
-  Properties within 750-feet

Postcards: 119

**26-ZN-2018**