

Hazel & Azure



4605 N. Scottsdale Road
Development Review Board Narrative
On behalf of:



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Suite B100A
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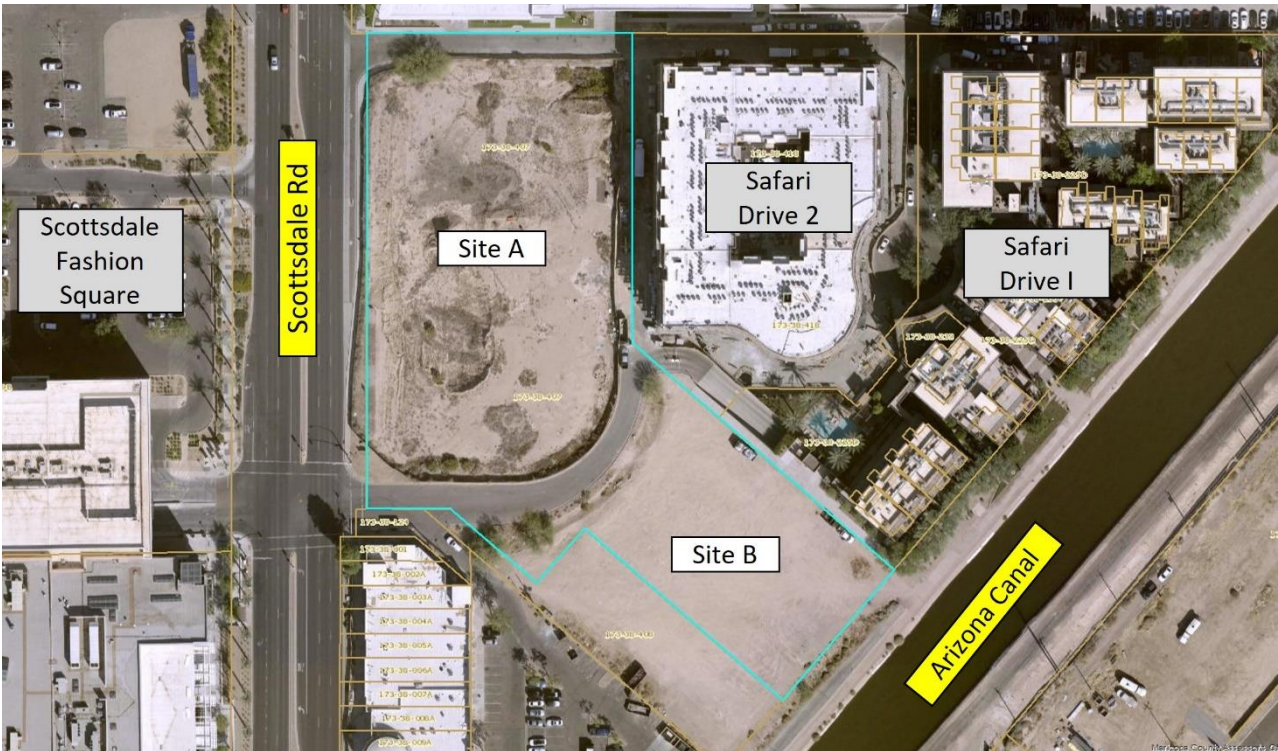


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1. Introduction

Project Overview

ZOM Living is requesting Development Review approval for the development of a new, high-quality, mixed-use project designed to fill a long-vacant site with an exciting and iconic project. The project includes ground floor retail space with new, highly designed residential units above and an abundance of public realm pedestrian improvements and connections. The development occurs across two (2) segments of land (Site A and Site B) separated by an internal circulation road and is designed to create a much-needed connection between two (2) uniquely Scottsdale assets – the Arizona Canal and Scottsdale Road.



Location & Existing Conditions

The site is comprised of roughly 3.74-acres at 4605 North Scottsdale Road, located north of the northeast corner of Scottsdale Road and Camelback Road in the City of Scottsdale, Arizona, Maricopa County Assessor’s parcel No. 173-38-407 (the “Property”). The Property is ideally situated among some of Scottsdale’s best-known attractions and amenities including Scottsdale Fashion Square, the Scottsdale Waterfront, the Arizona Canal, the Entertainment District, Southbridge, the 5th Avenue Shops, etc. However, the Property is currently vacant and unimproved and has been for many years. The Property adds little, if anything, to its dynamic location and to the overall draw and attraction of Downtown Scottsdale. A skinny sidewalk runs along the west edge of the site immediately adjacent to Scottsdale Road, providing little

protection from the near constant traffic. The sidewalk also ends abruptly at both the north and south ends of the Property. Beyond this minimal sidewalk, there are no other sidewalks or pedestrian connections of any sort through the remainder of the site. Although the Property is adjacent to the Arizona Canal, no connection exists from the Property to this amazing Scottsdale amenity.



In short, the existing Property is a vastly underutilized site that is currently a detriment to downtown connectivity. The site also possesses an abundance of potential in a significant area of the City. This development proposal looks to capitalize on this potential by developing a first-class project that establishes connectivity and creates a sense of place at this urban locale.

Approval History

On April 26, 2011, the Scottsdale City Council approved Case 65-ZN-1992#7, a rezoning with Amended Development Standards for a mixed-use, multi-family residential and commercial development on the Property. The Approval included up to 749 residential units and three buildings rising up to roughly 128 feet in height. On February 7, 2012, the City Council confirmed the Development Review Board's recommendation for Development Review approval for the project per Case 62-DR-2011. Subsequently, in 2013, permits were issued for the project and the development approvals were vested. The development however, never progressed and the Property has remained as two (2) glaringly vacant lots near one of the City's most renowned intersections. The Property is zoned Downtown, Regional Commercial Office, Type-2, Planned Block Development, Downtown Overlay (D/RCO-2, PBD, DO) with an Infill Incentive District (IID). Since the approvals, changes to City Ordinance have updated the Regional Commercial Office (RCO) nomenclature to Downtown Regional Use (DRU). Changes to the Old Town Character Area now designate the site as a Type-3 development type.

Development Proposal

As the new owner of the Property, ZOM Living seeks to develop a similar, yet less intense version of the previously approved concept while still providing the associated public benefits and obligations. Like the existing approvals, the development is spread across two (2) development sites: Site A on the western portion of the Property adjacent to Scottsdale Road and Site B, an irregular shaped, smaller area of land on the eastern portion of the Property located adjacent to the Arizona Canal. While the existing entitlements allow for up to 749 total residential units, this scaled-back version provides only 532 units – over 200 less units than permitted. The existing approvals also featured three (3) buildings rising up to roughly 128'-0" in height (133'-4" to appurtenances). The new proposal features much less height with only one building (*Azure*) reaching this height while *Hazel*, located on the larger segment of the Property, is only 83 feet in height (95'-2" to highest appurtenances), *Hazel* also includes greater setbacks along Scottsdale Road than required. Both *Hazel* and *Azure* provide parking in fully concealed and below grade parking garages. Thoughtful urban design attributes have been incorporated to benefit visitors and Scottsdale citizens living in the immediate area and beyond.

Hazel

The Development of *Hazel* will feature ground floor retail space along Scottsdale Road with 362 residential units above. While the previous approval placed two towers at 128 feet on this site, *Hazel* still provides a two-building appearance from Scottsdale Road but tops out at only 83 feet in height (95'-2" to the highest appurtenances). A substantial building setback along Scottsdale Road provides the opportunity for an iconic pedestrian promenade adjacent to this double height, active retail frontage. This "Urban Pedestrian Street" is further detailed in the Public Realm Improvements section below.

The building’s location immediately opposite Scottsdale Fashion Square provides the opportunity for a variety of complimentary ground floor retail space. The double-height façade of the ground floor retail angles back into the site with the recession creating an opportunity for patio dining. The recessed façade also provides a visual connection to the larger of two pedestrian passages which lead to the completely concealed retail parking garage. This larger passageway helps to emphasize the “break” between the two-building configuration design of *Hazel*. A break which is further accentuated by greater contrast in their architectural expression and materials.



The ground floor of *Hazel* also features vehicular access to the retail parking garage at the southeast corner of the building, away from view from Scottsdale Road. Residents will enter a separate parking garage through an entrance at the north side of the building. Services are provided near the north side of the building. Some unique, ground floor residential units are also provided on the east side of *Hazel*, complete with patio stoops, to help further activate the adjacent public realm and create a neighborhood sense of place.

The second floor of *Hazel* provides residential units and features two (2) resident amenity courtyard decks. The northern courtyard is open towards Scottsdale Road and views to Camelback Mountain. This courtyard features a large outdoor kitchen and a fireplace integrated into a tiered planter wall, along with other amenities expected from today’s Class-A residential projects. The multi-level planter bridges the elevation change to the upper pool terrace creating visual interest and connection. The pool terrace includes a water feature which faces the Urban Pedestrian Street, adding to the organic integration of natural elements in the public realm.

The southern courtyard is more private and concealed within the structure away from public views. This courtyard features a fitness / multipurpose lawn, private outdoor coworking modules, and Roberto Burle Marx inspired cast concrete planters and seatwalls. A large balcony

gathering area is also provided at this level at the southwest corner of the building. The balcony provides overhead shade to pedestrians at the ground level, but also provides a visual and active presence towards Scottsdale Road.

Azure

The *Azure* building on the eastern portion of the Property will serve different residents with larger units and its own unique architectural character, adding variety and visual interest to the overall community. This building, which is rather skinny to match the property configuration, fronts the Arizona Canal and is designed with only 170 units. The building tops out at 128 feet in height (133'-4" to the highest appurtenances) but is designed with a series of lower stepbacks at varying heights which create a collection of exterior terraces. The building is designed at an appropriate urban scale given its location well setback from Scottsdale Road and from the canal itself.

Common area, active aspects of *Azure*, such as the lobby, fitness and lower courtyard are placed on the southwest side of the building. A potential for some small commercial space may also occur here. The fire lane which runs the length of this façade will be constructed using turfblock paving materials so the space can convert for gatherings or other events.



The northeastern part of the building features ground floor units with unique patio stoops for an “eyes on the street” impression and neighborhood feel. Access to the concealed parking garage is provided directly from East Fashion Square Drive on the northwest side of the building. Access to the canal will be via a generous pathway enhanced by attractive landscaping, hardscape, and other details.

When residents reach the upper levels of *Azure*, they will find a pool deck in the middle of hanging gardens draping the building edges. The ample lounge seating is oriented to accentuate views of Camelback Mountain and beyond. The contemporary pool will have an infinity edge and adjacent fire feature providing spaces for warm days and cool nights.

Public Realm Improvements

Perhaps more important than the buildings and uses, the Public Realm Improvements occurring with the Proposal will vastly improve the existing conditions, provide sorely lacking connectivity between sites and uses, and help create the desired walkability and sense of place. These hardscape and landscape improvements are divided into five (5) primary outdoor areas. The Urban Pedestrian Street, the Central Plaza Drive, a Linear Greenway, Sonoran Oasis, and Canal Park. These areas vary in character but all five (5) provide enticing opportunities for the pedestrian to connect with the surrounding environment. They are also further complimented by the outdoor spaces which go vertical within the more private developments, such as the pool amenity decks, courtyards terraces and rooftop aspects of *Hazel* and *Azure*. From west to east, the five (5) areas are as follows:

The Urban Pedestrian Street

Running along the east side of Scottsdale Road, the Urban Pedestrian Street is a circulation segment linking the Development Proposal to the larger Scottsdale community. Design strategies here focus on strengthening the pedestrian connection between the site and surrounding activities such as dining and shopping. By creating attractive tree-lined walkways with cooling bioswales and comfortable seating flanking the sidewalk, the path provides an oasis experience. This area is also separated from Scottsdale Road traffic by a new, 14-foot-wide landscaped area. The date palms lining the walk help anchor and visually guide pedestrians passing through space. During the day, this area provides shade and various outdoor gathering spots that connect to the building. At night, it is a circulation hub leading to high energy clubs and restaurants. The goal is for 18-hour use, supporting both daytime and nighttime activities.

The Central Plaza Drive

The Central Plaza Drive is an outdoor space running between Site A and Site B. The objective of this space is to create a nucleus for the project. Enhanced paving patterns, lush landscape along the borders, a welcoming exterior lobby, and integrated art all contribute to a vibrant “Point A” for the project. It is a place designed to bring people together, whether as a recognizable meeting spot or a destination to linger with friends. A raised speed table on East Fashion Square Drive also further accentuates the priority of the pedestrian within this area.

The Linear Greenway

The Linear Greenway guides people from Scottsdale Road to the Arizona Canal but it is more than a thoroughfare. By using colorful planted borders, leafy trees, and turfblock in the fire lane, an open space is created that can be used for a variety of events, from public gatherings

to becoming an outdoor yoga studio. The beauty of creating an unprogrammed space is that the events can be varied and diverse. With the ever-changing functions and services hosted at the Greenway, a multitude of community members become engaged.

The Sonoran Oasis

Next to the green fire lane, the Sonoran Oasis is a private lounge space designed for gatherings of various sizes. Large canopied trees as well as building elements provide shade to the seating below. Designed to be a comfortable social center, an outdoor kitchen and fireplace provide opportunities for residents to dine together and converse. The lush desert-adapted vegetation adds to the ambiance by making the space feel cool, inviting and welcoming.

The Canal Park

Adjacent to the site, the public Arizona Canal also contributes to outdoor possibilities for the Development Proposal. Although construction of the historic canal was completed in 1885, there are still ample opportunities for today's citizens to interact with the waterway. The planned Canal Park celebrates the beauty of moving water by providing seating, a gathering deck, and views. Shade trees and benches encourages people to spend time next to the canal, watching the flow move quietly by. Added bike parking invites people to cycle to the park and enjoy the site's public amenities. It also reminds residents to take their own bikes out for a spin along the canal bank.

The development recognizes the unique attractive context of Scottsdale and strives to amplify its beauty, resources, and energy by creating synergistic outdoor spaces. The varied outdoor spaces all provide shade, color, texture, and views to encourage pedestrians to connect with their environment. By using a lush desert aesthetic, artistic pavement, intriguing water features, cozy fire features, and enticing amenities, the stage is set for outdoor living at its best.

2. DRB Approval Criteria & Conformance

Zoning Ordinance Section 1.904 provides the following criteria for the evaluation of Development Review application.

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

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

RESPONSE: As is further detailed in this narrative and associated exhibits, the project is consistent with the design and character components of the applicable City guidelines, standards and policies including, but not limited to, the General Plan, Old Town Character Area Plan, Old Town Urban Design & Architectural Guidelines, and the Planned Block Development designation.

2. *The architectural character, landscaping and site design of the proposed development shall:*
 - a. *Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;*
 - b. *Avoid excessive variety and monotonous repetition;*
 - c. *Recognize the unique climatic and other environmental factors of this region to respond to the Sonoran Desert environment, as specified in the Sensitive Design Principles;*
 - d. *Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District; and*
 - e. *Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback or architectural details, in the Historic Property Overlay District.*

RESPONSE: The buildings are designed to anchor themselves to Camelback Mountain on the west and the Arizona Canal to the east. Along Scottsdale Road, façade angles frame direct views from units to Camelback. The north courtyard opens up to Camelback views as well. The rooftop pool terrace on *Azure* is oriented towards this dramatic mountain view, as well as to canal views.

Massing of *Hazel* along Scottsdale Road is varied in scale and character. Retail uses activate Scottsdale Road and maintain its generally commercial image with substantial landscape and hardscape enhancements. The taller, *Azure* building sits behind this structure, shielding its height from Scottsdale Road. Previously approved step-backs along the canal and elsewhere reduce the effect of building scale on adjacent parcels.

The west-facing façade along Scottsdale Road seeks to capture the ever-changing light of the sun as it moves towards sunset. It does so via angled panels that catch the light in different ways, causing the façade to change color and appearance over time, much like at Camelback Mountain. Angled fenestration and panels are designed to create a ‘self-shaded building’ effect, and focus direct views from units to Camelback, the Canal, and other desirable points. Virtually every unit will have a balcony to engage with the climate and provide shade to glazing below.

The primary material palette maintains existing themes in Scottsdale through the use of simple, honest materials including exposed concrete, plaster, metal. Glazing will be as clear as possible given energy code requirements, as substantial reflectivity and dark tinting are less desirable for residential uses.

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

RESPONSE: The Pedestrian takes priority within this new development. No parking is visible from outside the buildings. Resident parking is all below-grade. Residential visitor and retail parking is hidden from view on level one. Building access from here is carefully designed to allow direct access to residential leasing and lobby and allow pedestrian access to retail uses along Scottsdale Road as well via a paseo at either end.

Vehicular access to the site occurs at two (2) points along Scottsdale Road: the East Fashion Square Drive intersection of the Coolidge Street intersection. While the Fashion Square Drive entrance is more of a “front door” for retail patrons and visitors to all buildings, the Coolidge Street intersection will likely be the preferred resident access point. Retail garage parking access occurs off Fashion Square Drive while the resident garage entrance is off of Coolidge Street. A turn-around opportunity is also integrated into the landscape design, including ride-share drop-offs at each major building entry. Both Coolidge Street and Fashion Square Drive are designed with an array of pedestrian safety and comfort features including decorate boulders, detached sidewalks and a speed table crossing.

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

RESPONSE: Mechanical equipment, appurtenances, and utilities will be incorporated into the overall design experience and will be appropriately screened and integrated holistically into the project and community.

- 5. Within the Downtown Area, building and site design shall:*

- a. *Demonstrate conformance with the Downtown Plan Urban Design & Architectural Guidelines;*
- b. *Incorporate urban and architectural design that address human scale and incorporate pedestrian-oriented environment at the street level;*
- c. *Reflect contemporary and historic interpretations of Sonoran Desert architectural traditions, by subdividing the overall massing into smaller elements, expressing small scale details, and recessing fenestrations;*
- d. *Reflect the design features and materials of the urban neighborhoods in which the development is located; and*
- e. *Address building mass, height, materials, and intensity transitions between adjacent/abutting Type 1 and Type 2 Areas, and adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.*

RESPONSE: Massing along Scottsdale Road is varied in scale and character, consistent with existing zoning. Retail uses activate Scottsdale Road and maintain its generally commercial image, with substantial landscape and hardscape enhancements. The taller building sits behind this structure, shielding its visible height from Scottsdale Road. Previously approved setbacks along the canal and elsewhere reduce the effect of building scale on adjacent parcels.

Retail frontage along Scottsdale Road is designed for urban and visual variety and interest, moving in-and-out and up-and-down. A portion of the façade is inset, per previously approved zoning. Gaps occur at two pedestrian parking paseos. One part of the retail storefront extends up to engage a residential pool lounge space, adding another scale to highlight this important amenity.

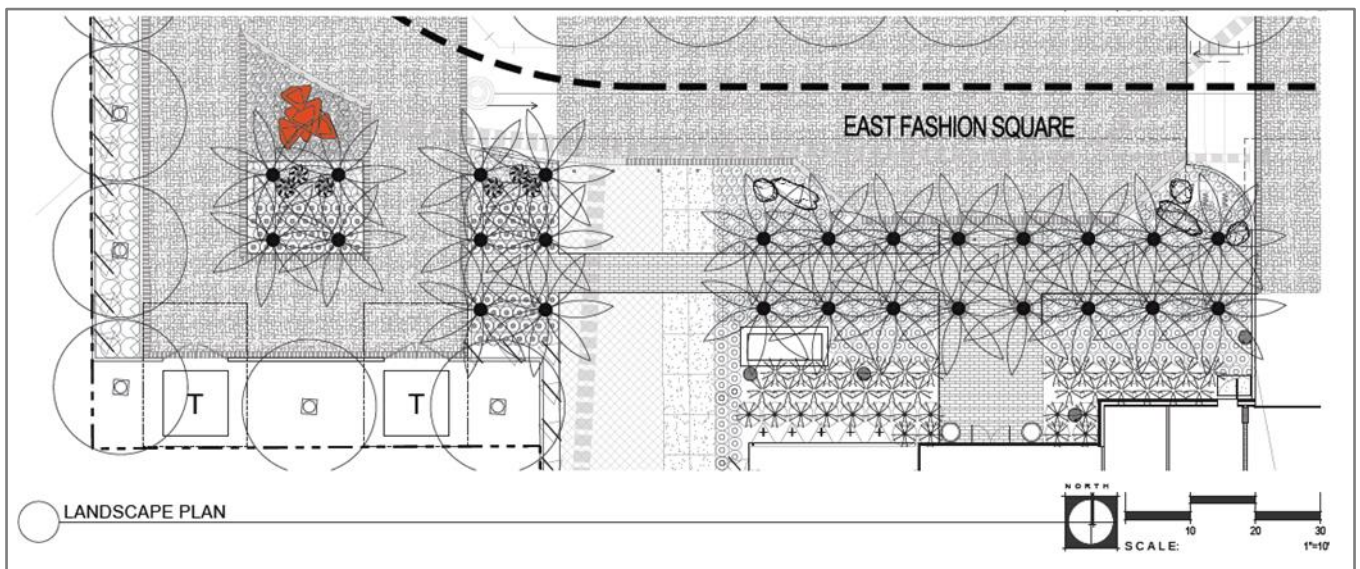
At nearly 20 feet tall, retail storefronts will have a substantial visual presence that provides additional detail and color. North retail frontage will feature natural material and less glazing. To the south retail frontage will have more glazing to highlight tenant offerings. Outdoor dining will be encouraged at any restaurant locations.

The west-facing façade along Scottsdale Road seeks to capture the ever-changing light of the sun as it moves towards sunset. It does so via angled panels that catch the light in different ways, causing the façade to change color and appearance over time, much like at Camelback Mountain. Angled fenestration and opaque panels are designed to create a ‘self-shaded building’ effect, and focus direct views from units to Camelback, the Canal, and other desirable points. Virtually every unit will have a balcony to engage with the climate and provide shade to glazing below.

The primary material palette maintains existing themes in Scottsdale through the use of simple, honest materials including exposed concrete, plaster, metal. Glazing will be as clear as possible given energy code requirements, as substantial reflectivity and dark tinting are less desirable for residential uses.

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

RESPONSE: Preliminary conversations have begun with Scottsdale Public Art to identify an appropriate artist and confirm appropriate location(s) for the implementation of Public Art. The most likely location would be in the public pedestrian paseo that links Scottsdale Road with the Arizona Canal.



The submitted landscape plans shows a potential location without this paseo along East Fashion Square, between the two developments and immediately visible to pedestrians or vehicles entering the site from Scottsdale Road or walking into the site from the Arizona Canal. The location will be highly visible and accessible to the public and will meet all of the DS&PM requirements.

- B. The burden is on the applicant to address all applicable criteria in this section.

RESPONSE: As noted above and throughout this document, the project addresses the criteria for Development Review Board approval.

3. General Plan Conformance

The General Plan Conceptual Land Use Map designates the Property as Mixed-Use Neighborhood and as being within the Old Town Character Area Plan. Mixed-Use Neighborhoods are located in areas with strong access to multiple modes of transportation and major regional access and services and provide an opportunity for a mix of uses. The Old Town Plan provides more detailed direction for the development of the Property and is discussed further in Section 4 below; however, the General Plan does present several appropriate Goals and Approaches for the Property.

Character and Design (CD) Element

CD1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

- *Respond to regional and citywide contexts with new and revitalized development in terms of: Scottsdale as a southwestern desert community; Scottsdale as a part of a large metropolitan area with a unique reputation, image, character and identity within its regional setting; Relationships to surrounding land forms, land uses and transportation corridors; Contributions to city wide linkages of open space and activity zones; Consistently high community quality expectations; Physical scale relating to the human perception at different points of experience; Visual impacts (views, lighting, etc.) upon public settings and neighboring properties; Visual and accessibility connections and separations; and Public buildings and facilities that demonstrate these concepts and “lead” by example..*
- *Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.*
- *Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people’s needs.*
- *Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial and recreational uses. The overall type of character that these uses are is a part of the pattern and intensity on how these uses integrate together. The property is located within an Urban Character Type and the Old Town Scottsdale Character Area:*
 - **Urban Character Types** *contain higher-density residential, nonresidential, and mixed-use neighborhoods. The districts include apartments, high-density townhouses, commercial and employment centers, and resorts. Urban districts should have a*

pedestrian orientation with shade, activity nodes and small intimate developed open spaces that encourage interaction among people. Some examples of Urban Districts include:

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

RESPONSE: The context in which the Property is located is the heart and soul of downtown Scottsdale, near the “Main & Main” intersection of Scottsdale and Camelback Roads and immediately across the street from the renowned Scottsdale Fashion Square shopping complex. The Property is also caddy-corner from the Scottsdale Waterfront which features two (2) of the tallest residential buildings in the City. Additionally, the Property is adjacent to the Arizona Canal which is utilized year-round for various events including the ever-popular Canal Convergence. It is safe to say this area is a regional draw, and more appropriately, a national and international draw.

The proposal is completely in line with established character of the area and the *Urban Character Type* designation which promotes “*higher-density residential, nonresidential, and mixed-use neighborhoods... including apartments.... Urban districts should have a pedestrian orientation with shade, activity nodes and small intimate developed open spaces that encourage interaction among people.*” The project provides higher density residential development in a mixed-use layout while also vastly improving the pedestrian experience with shaded connections and spaces which encourage public interactions.

CD2. Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

- *Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale’s Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.*
- *Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.*

RESPONSE: The hardscape, landscape and buildings are designed with the unique Sonoran Desert environment in mind. Large overhangs are provided to shade pedestrian connections. This is especially true along the Scottsdale Road frontage where the ground level retail areas recede into the site providing a large pedestrian promenade. While a double row of Date Palms anchor the north and south ends of this retail frontage, shade trees are provided in between as well as a 14’-0” wide landscape buffer. At the southwest corner of this frontage, the Hazel building provides a giant overhang for pedestrian gathering or respite while awaiting the crosswalk towards Scottsdale Fashion Square. This combination of natural and man-made

shade continues around both buildings and connects to the Arizona Canal. The buildings themselves also utilize Sensitive Design Principles included deep sunken balconies and patio spaces.

CD4. Encourage “streetscapes” for major roadways that promote the City’s visual quality and character, and blend into the character of the surrounding area.

- *Design Old Town / Urban areas to concentrate on those elements that will provide pedestrian comfort, such as arcade-covered walkways, shade, decorative paving and landscaping, so that a comfortable setting can be created for this use-intensive area.*

RESPONSE: Designing a high-quality streetscape, both along Scottsdale Road and along the internal East Fashion Square Drive, is of paramount importance to this development. As seen in the provided Architectural and Landscaping exhibits, a considerable amount of effort is made to create a comfortable and inviting public realm. Sidewalks are detached, a variety of decorative paving is utilized, shade provision are abundant, and a variety of color and texture are provided along with framed views to encourage gathering and interactions as well as pedestrian connections. As noted above, the Scottsdale Road streetscape will be vastly improved with double rows of date palms, shade trees, lush landscaping and a detached pedestrian paseo separated from Scottsdale Road by nearly 14’-0” of landscaping. While East Fashion Square Drive provides for vehicle circulation, the street is first and foremost about the pedestrian. Decorative boulders are placed in key locations and a raised “speed table” is used to accentuate the pedestrian priority and increase pedestrian comfort.

CD6. Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of a city.

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

RESPONSE: As highlighted in the Public Realm Improvements of Section 1 of this narrative, the project places a high emphasis on the importance of landscaping and hardscape improvements.

The majority of planting for the project is either native or adapted to the Sonoran Desert climate. A diverse group of low-water use trees, shrubs, groundcover, and accents make up the species list for the site. The layout of the landscaping also ensures exceptional shade provision and porous surfaces to minimize the heat island effect. This includes Oak trees lining Scottsdale Road to creating cooler temperatures on the west side of the project. Additionally, bioretention swales will be used along Scottsdale Road will reduce temperatures by capturing water and replacing heat-retaining hard materials such as concrete and asphalt with green materials.

Land Use (LU) Element

LU1. *Recognize Scottsdale’s role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.*

- *Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base.*
- *Encourage land uses that preserve a high quality of life and define Scottsdale’s sense of place within the region.*

RESPONSE: A sustained and viable economic base requires live, work and play environments that activate the economy throughout the day and throughout the year. The site today provides none of this. A resident population is a key factor in maintaining that desired economic prowess of downtown and for creating a sense of place. The project provides residents, retail / commercial uses and employment options. A long-vacant parcel will finally contribute towards the economic stability and sense of place for downtown Scottsdale.

LU5. *Develop land use patterns that are compatible with and support a variety of mobility opportunities / choices and service provisions.*

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

RESPONSE: The project perfectly aligns with this General Plan goal. By developing an infill site with a higher-density, mixed-use development and providing comfortable and convenience public realm connections, vehicular trips are less likely and, perhaps more importantly, less convenient. Residents of Hazel and Azure are highly unlikely to drive to the myriad of amenities downtown has to offer (Fashion Square, restaurants, Museums,

canal events, etc.). Additionally, public bike racks will be located in convenient locations throughout the development while the residential developments will feature secured bike areas for residents. The canal, and the improvements provided with this development, also presents an important opportunity to capitalize on a multi-modal recreational trail.

Economic Vitality (EV) Element

EV7. Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

- *Encourage and support the renovation and reuse of underutilized or vacant parcels, buildings, & shopping centers.*
- *Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy.*

RESPONSE: The project perfectly aligns with this General Plan goal. A long-vacant, infill parcel will be developed with a mix of uses that will help sustain the long-term economic well-being of the City. New, high-quality housing options will be provided and the residents that live here will add vitality and economic buying power to the City with the most likely emphasis occurring for downtown businesses. The retail component of the project will also add to the City's tax and employment base.

Housing (H) Element

H4. Encourage housing development that provides for “live, work, and play” relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.

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

RESPONSE: The mixed-use nature of the development and the urban infill location directly provide for the “live, work, and play” relationship this General Plan goal promotes. Not only will this relationship occur on a micro-scale within the development site, but it will also occur on a macro-scale within downtown as a whole, as the site is surrounded by a variety of retail, cultural, entertainment and service-related business and is within close proximity to major employment opportunities.

4. Old Town Character Area Conformance

The Old Town Character Area Plan (previously the “Downtown Character Area”) serves as the comprehensive policy document that guides growth and development decision for Downtown Scottsdale. An update to the plan was approved by City Council in 2018, changing the “Development Type” of the Property from Type-2 to Type-3, the most intense Development Type available in the downtown area. Type 3 developments are designated for greater scale, height, and intensity. Additionally, the Old Town Character Area Future Land Use map designates the Property as *Downtown Regional* and as being within the *Arizona Canal District*. The proposal complies with and advances numerous stated goals and policies of the Old Town Plan as outlined below.

Old Town Land Use (“LU”) Goals

LU 1 MAINTAIN OLD TOWN SCOTTSDALE AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY.

- **Policy LU 1.1**

As a General Plan designated Mixed-Use Neighborhood, Old Town Scottsdale should offer access to multiple modes of transportation and major regional destinations, accommodate higher density housing combined with complementary office and retail uses, in vertical mixed-use structures, with a focus on pedestrian-scale architectural design at the ground level.

- **Policy LU 1.2**

As a General Plan-designated Growth Area, Old Town should accommodate future growth, new development, and redevelopment, with increased focus on enhanced transportation and infrastructure coordination.

- **Policy LU 1.2**

Maintain Old Town as a year-round, seven days a week, 18-hour Mixed-Use Neighborhood that supports the needs of Scottsdale’s residents, businesses and visitors.

RESPONSE: The project perfectly aligns with these Old Town Land Use Policies. Policy 1.1 notes the need to accommodate higher density housing with complimentary office or retail and, more specifically, the preference for those uses to be provided in “vertical mixed-use structures.” The project provides exactly this with higher density residential units above commercial / retail space. In all, the project provides over 530 residential units and nearly 15,000 sqft of ground level commercial / retail space. The project will also help contribute to the desired “year-round, seven days a week,” mixed-use neighborhood by providing the residents which help create that activity and support the businesses.

LU 2 ENCOURAGE THE DEVELOPMENT OF OLD TOWN AS A COLLECTION OF MIXED LAND USES AND DISTRICTS.

▪ **Policy LU 2.5**

Maintain, enhance, and expand the development of a Downtown Regional area with primary land uses consisting of regional/community serving commercial uses, as well as larger scale housing and office developments. Located north of the Arizona Canal and centered around major regional retail, Scottsdale Fashion Square, this area will strengthen Old Town Scottsdale as a regional and community destination. The greatest intensity of Old Town development may be accommodated in Downtown Regional Type 3.

New development, redevelopment and infill within the Downtown Regional Type 3 area adjacent to the Arizona Canal, should incorporate vertically mixed land uses that activate the canal with residents, visitors and workers year-round, and include open space areas for leisure activities and special events.

RESPONSE: Again, the project perfectly aligns with this stated Land Use policy. The Property has a Regional Use designation, is adjacent to the Arizona Canal, and, as specifically requested by this policy, provides vertically-mixed land uses that will activate the Canal with visitor and residents year-round.

LU 3 CONTINUE THE USE OF DEVELOPMENT TYPES TO GUIDE THE PHYSICAL AND BUILT FORM OF OLD TOWN SCOTTSDALE.

▪ **Policy LU 3.4**

Support the highest scale Type 3 development generally north of the Arizona Canal, south of Main and Second Streets along both the Goldwater and Drinkwater Boulevards' southern curves, and east and west of the intersection of Scottsdale Road and Drinkwater Boulevard.

RESPONSE: Although the proposal represents a less-intense development than permitted under existing entitlements, the project is nonetheless a higher scale development and, per this Goal and Policy, is appropriately located north of the Arizona Canal.

LU 5 PROMOTE DIVERSITY IN OLD TOWN HOUSING OPTIONS.

▪ **Policy LU 5.1**

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

▪ **Policy LU 5.2**

Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.

▪ **Policy LU 5.3**

Encourage residential development for a variety of income groups.

RESPONSE: The project helps to achieve the desired mix of housing options and types by providing over 530 new residential units in two (2) distinct market segments – Hazel providing smaller units and Azure providing larger, more upper-end luxury units. As Policy 5.2 points out, there is a need for housing development of a larger scale with numerous units and amenities. The project provides numerous on-site amenities while also making a series of improvements for more public amenities such as the canal banks and comfortable pedestrian connections through the site.

LU 6 ENCOURAGE A MIX OF LAND USES TO SUPPORT A WALKABLE AND SUSTAINABLE DOWNTOWN.

▪ **Policy LU 6.2**

Support downtown sustainability by encouraging vertical mixed-use development with land uses near one another.

▪ **Policy LU 6.3**

Encourage development to make use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.

▪ **Policy LU 6.4**

Support interconnected, pedestrian oriented Old Town districts that are comprised of a balanced mix of activities and land uses within optimal walking distance (approximately one-quarter mile).

RESPONSE: The project epitomizes the sustainability benefits of appropriate, urban infill projects. Again, the project is vertically integrated as preferred in Policy 6.2. The density and infill location also ensures the most efficient use of resources as discussed in Policy 6.3. A vastly under-utilized site will be efficiently redeveloped to make use of existing investments in urban resources. No new roads, utility lines or other services need to be constructed just to get to the site. Any upgrades required to the infrastructure will be provided at the Development cost with the additional capacity benefiting other downtown properties. The project will also provide a vast improvement to the pedestrian connectivity within the Old Town districts. This includes major improvements along Scottsdale Road as well as shaded and comfortable pathways through the Property connecting Scottsdale Road to the Arizona Canal.

Old Town Character & Design (“CD”) Goals

CD 3 OLD TOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT

- **Policy CD 3.1**
Promote downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.
- **Policy CD 3.2**
Enhance outdoor pedestrian comfort through the creation of microclimates that incorporate a variety of shade, trees, and other drought tolerant landscape features to create passively cooler.
- **Policy CD 3.3**
Pursue building and development strategies that reduce the heat island effect within downtown.

RESPONSE: The project is designed with an acute awareness of the Sonoran Desert locale. Natural shade and man-made shade are both being utilized in the project. From a building perspective, large overhangs and sunken balconies are provided to maximize passive shading strategies. Surface paving and the resultant heat island effect are also greatly minimized with a variety of porous surface materials and all parking provided in below grade and concealed parking structures.

From a landscaping perspective, an appropriate palette of desert-adapted and water efficient plant material are proposed as well as high-efficiency drip systems to maintain the plantings. Contributing to the cooler microclimate, the bioretention swales along Scottsdale Road will reduce temperatures by capturing water and replacing heat-retaining hard materials such as concrete and asphalt with green materials. Multiple shade trees are being used throughout the project to ensure a comfortable pedestrian experience. Oak trees line Scottsdale Road creating cooler temperatures on the west side of the project. Shoppers will be shielded from the late afternoon sun by the line of mostly evergreen trees. On the east side of the project, the grove of Oaks provides protection from glaring morning wake up calls. Palo Verdes and Date Palms cover the south side of the project provide filtered shade as pedestrians walk from amenity to amenity. Mesquite and Palo Verdes mingle together in the gathering areas near the Canal.

CD 4 CREATE A DYNAMIC AND CONNECTED WALKABLE DOWNTOWN THROUGH URBAN AND ARCHITECTURAL DESIGN.

- **Policy CD 4.1**
Encourage urban and architectural design that is human scale and provides pedestrian comfort.

- **Policy CD 4.2**

Retain and expand the tradition of covered walkways in Historic Old Town. Encourage the use of covered walkways, cantilevered awnings, and tree canopies in all other districts.

- **Policy CD 4.3**

Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, shade, trees, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.

RESPONSE: Design which fosters and encourages walkability is a major component of this project. As seen on the Landscape plans, much effort has been placed on the Scottsdale Road pedestrian experience with wide, highly landscaped and shaded sidewalks detached from the flurry of vehicles on Scottsdale Road. This shaded and comfortable pedestrian theme is continued throughout the project, including the connections to and from the Arizona Canal. Sidewalks are separated from streets by a landscape buffer and cantilevered awning and shade tree canopies are provided at key locations - as noted in Policy 4.2. Landscape buffers, including decorative boulders and speed tables are also provided.

CD 5 ESTABLISH AN INVITING AND INTERCONNECTED DOWNTOWN PUBLIC REALM AND OPEN SPACE NETWORK THAT IS USEFUL, SAFE, INTERESTING, WALKABLE, AND COMFORTABLE TO ALL.

- **Policy CD 5.1**

Provide high-quality, multi-functional open space areas within Old Town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.

- **Policy CD 5.2**

Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town.

RESPONSE: The project helps to create an inviting and interconnected downtown by providing useful and comfortable pedestrian connections both within the site and, perhaps more importantly, through the site. The biggest gesture being the multiple pedestrian connection between Scottsdale Road and the Arizona Canal. Improvements to the Arizona Canal banks are also proposed. A series of more intimate gathering spaces are also provided within the site including open space areas which could feature public art components.

CD 7 INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS THE URBAN AND PEDESTRIAN CHARACTER OF OLD TOWN.

- **Policy CD 7.1**

Provide Old Town open space and landscape elements should project a desert oasis character, providing an abundance of shade, color, varied textures, and forms.

- **Policy CD 7.2**

Landscape materials should complement the built environment, land uses, and other downtown activities. Careful selection of downtown plant materials should take into account attributes such as scale, density, placement, arrangement, and maintenance requirements.

RESPONSE: The landscape palette for the project is mindfully chosen to compliment the urban character while reflecting the regional context and creating a desert oasis impression. Many native species will be re-introduced back into the area. Native Acacias, Palo Verdes, Mesquites, and Cascalotes are all part of the planting palette. In addition, larger box sizes will be utilized to give these trees a head start.

CD 9 IMPLEMENT HIGH QUALITY URBAN AND ARCHITECTURAL DESIGN IN OLD TOWN.

- **Policy CD 9.2**

Incorporate the Scottsdale Sensitive Design Principles and the Old Town Urban Design and Architectural Guidelines in all development.

- **Policy CD 9.4**

Integrate art into downtown urban design and architecture.

RESPONSE: The development represents a case study in high quality urban and architectural design. As noted in Section 5 below, the project fully adheres to the Old Town Urban Design & Architectural Guidelines. The project incorporates “base-middle-top” design strategies. The west-facing façade along Scottsdale Road seeks to capture the ever-changing light of the sun as it moves towards sunset. It does so with the incorporation of angled panels that catch the light in different ways, causing the façade to change color and appearance over time, much like at Camelback Mountain. Angled fenestration and panels are designed to create a ‘self-shaded building’ effect, and focus direct views from units to Camelback Mountain, the Arizona Canal, and other desirable points. The primary material palette maintains existing themes in Scottsdale through the use of simple, honest materials including exposed concrete, plaster, and metal.

CD 10 INCORPORATE SUSTAINABLE BUILDING PRACTICES IN OLD TOWN DEVELOPMENT.

- **Policy CD 10.2**

Incorporate sustainable planning, design and building techniques into downtown development and use durable indigenous materials that will endure over time, to minimize environmental and maintenance impacts.

- **Policy CD 10.3**

Encourage green building and biophilic design strategies such as building orientation, passive solar and cooling techniques, natural daylighting, and the integration of regional plant materials as part of downtown development.

- **Policy CD 10.6**
Use existing urban resources, such as infrastructure systems, underutilized sites, buildings, and transportation networks to minimize the use of new resources.
- **Policy CD 10.7**
Promote methods of water conservation, such as stormwater capture, rainwater harvesting, water reuse and passive landscape irrigation.

RESPONSE: The project incorporates numerous sustainable building practices. Angled fenestration and panels are designed to create a ‘self-shaded building’ effect. Virtually every unit will have a balcony to engage with the climate and provide shade to glazing below. Large overhangs are incorporated into the building’s lower levels as well and landscaping is designed to create large shading canopies – both proven cooling techniques. Bioretention swales along Scottsdale Road will reduce temperatures by capturing water and replacing heat-retaining hard materials such as concrete and asphalt with green materials. As previously noted in this document, by virtue of the location, the project is a case study in the sustainable benefits of appropriate urban infill on an underutilized size which minimizes the need for new transportation networks or infrastructure.

Old Town Mobility (“M”) Goals

M2 CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.

- **Policy M 2.1**
Design the public realm to include wide sidewalks that accommodate meeting and passing other pedestrians, queuing, pedestrian waiting areas, street furniture, pocket parks, patio areas and other desired levels of activity.
- **Policy M 2.2**
Encourage pedestrian oriented design that includes pedestrian comfort amenities such as trees, shade, seating, shelter, wayfinding, and lighting, to encourage strolling, lingering, and promenading, especially in areas where there is a high concentration of pedestrian activity.
- **Policy M 2.4**
Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between downtown districts.
- **Policy M 2.5**
Provide enhanced pedestrian access and connections between adjacent developments.

RESPONSE: The pedestrian focused public realm is of paramount importance to the project. As seen in exhibits, the Scottsdale Road streetscape is completely redesigned with the pedestrian in mind. The ground floor of the building is setback greater than required by code

and a new, pedestrian paseo is provided which is heavily landscaped and detached from Scottsdale Road by a roughly 14'-0" wide landscape buffer. Outdoor patios are also envisioned for the retail uses at the ground floor to further activate the area. A large building overhang is provided at the southwest corner of Building A to provide further gathering or waiting areas for those seeking to use the nearby crosswalk. Convenient and comfortable pedestrian connections are also provided throughout the site, with the biggest gesture being the multiple connection between Scottsdale Road and the Arizona Canal. Improvements to the Arizona Canal banks are also proposed. A series of more intimate gathering spaces are also provided within the site including open space areas which could feature public art components.

M4 MAINTAIN A CONVENIENT AND ADEQUATE PARKING SUPPLY OLD TOWN.

- **Policy M 4.1**
Develop a “park once environment” downtown, where users can access multiple destinations without the need to move their private vehicle.
- **Policy M 4.5**
Seek opportunities to provide shaded parking through the provision of landscaping, shade structures, tree, and solar canopies.

RESPONSE: The vast majority of parking for the project is provided in two (2) below grade and completely concealed parking garages – thus completely shaded. The mixed-use nature of the project and the urban infill location encourage a “park once environment.”

Economic Vitality (“EV”) Goals

EV2 PROMOTE PRIVATE INVESTMENT IN, AND ATTRACT NEW DEVELOPMENT TO, OLD TOWN.

- **Policy EV 2.1**
Encourage investment in residential and commercial development that ensures Old Town’s economic competitiveness regionally and nationally.
- **Policy EV 2.2**
Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.

RESPONSE: The project represents a significant private investment in downtown Scottsdale and does so in a mixed-use residential and commercial project that will help to ensure and promote a mix of daytime / nighttime activity year-round.

5. Old Town Urban Design & Architectural Guideline Conformance

HUMAN CONNECTIVITY

Enhance the Pedestrian Environment

1. *Create an interconnected, walkable downtown. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance, the DSPM, & the Americans with Disabilities Act). Development should enhance the interconnectivity of Old Town.*

RESPONSE: This community is being designed to be consistent with all applicable zoning, ordinance, and codes for the site. The location is very well-suited for higher-density residential and retail uses, conveniently located within walking distance to shopping, entertainment, employment, and leisure opportunities. This project seeks to provide an amazing pedestrian connecting the retail at Scottsdale Fashion Square with the walking and biking path along the canal through the project site.

2. *Maintain a consistent street edge and continuity of street-spaces. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance). A strong street edge defines and strengthens the pedestrian experience in an urban area.*

RESPONSE: Massing along Scottsdale Road is varied in scale and character, consistent with existing zoning. Retail uses activate Scottsdale Road and maintain its generally commercial image, with substantial landscape and hardscape enhancements. The taller building sits behind this structure, shielding its visible height from Scottsdale Road. Previously approved stepbacks along the canal and elsewhere reduce the effect of building scale on adjacent parcels.

3. *Incorporate open landscaped spaces in Old Town to encourage human interaction.*

RESPONSE: Site plan emphasizes the pedestrian and indoor/outdoor experience, through the inclusion of generous pedestrian zones along the Scottsdale Road frontage, as well direct connection through the property to the Arizona Canal. In addition, the project takes full advantage of its adjacency to the Arizona Canal frontage by including a public park/open space between the residences and the canal, which allows for shaded seating and small gatherings.

4. *Connect Old Town open spaces to the surrounding context.*

RESPONSE: Project pedestrian circulation plan connects directly into the regional trail

system located along the Arizona Canal. This system allows direct pedestrian access to adjacent developments, Old Town open spaces and proposed canal bridge (by others), linking site to Scottsdale Entertainment District to the south.

SITE & SURROUNDING CONTEXT

Integration Into the Natural Environment

- 5. Manage access and exposure to sunlight; provide shade. Outdoor spaces need a balance of sun and shade, depending on location, the season, and time of day. To create livable and inviting interior and exterior spaces, provide for shade particularly during the summer and allow access to sunlight in the winter.*

RESPONSE: The west-facing façade along Scottsdale Road seeks to capture the ever-changing light of the sun as it moves towards sunset. It does so via angled panels that catch the light in different ways, causing the façade to change color and appearance over time, much like at Camelback Mountain. Angled fenestration and panels are designed to create a ‘self-shaded building’ effect, and focus direct views from units to Camelback, the Canal, and other desirable points. Virtually every unit will have a balcony shade glazing below and to engage with the climate.

- 6. Manage Design with context-appropriate vegetation. Provide vegetation that will enhance the sense of place and tie the site into the surrounding environment.*

RESPONSE: Proposed plant palette borrows from the existing plant palette along Scottsdale Road, including the use of date palms, medium scale shade canopy trees and xeriscape shrubs and groundcovers. The proposed plant materials will bring appropriate scale to the adjacent buildings, while blending into the character of the Old Town and The Fashion Square neighborhood. All materials will reflect a pedestrian scale and provide seasonal color and shade, while minimizing ongoing maintenance and water consumption.

- 7. Ensure continuity of site development. The site plan, building arrangement, and orientation of uses should coordinate with neighboring properties.*

RESPONSE: The buildings are designed to anchor themselves to Camelback Mountain on the west and the Arizona Canal to the east. Along Scottsdale Road, façade angles frame direct views from units to Camelback. The north courtyard opens up to Camelback views as well. The rooftop pool terrace on level twelve is oriented towards this dramatic mountain view, as well as to canal views.

- 8. Design new development to be compatible and complementary to existing development.*

Development compatibility helps to strengthen the continuity of character throughout Old Town.

RESPONSE: Massing along Scottsdale Road is varied in scale and character, consistent with existing zoning. Retail uses activate Scottsdale Road and maintain its generally commercial image, with substantial landscape and hardscape enhancements. The taller building sits behind this structure, shielding its visible height from Scottsdale Road. Previously approved stepbacks along the canal and elsewhere reduce the effect of building scale on adjacent parcels.

9. *Minimize the visual and physical impacts of utility equipment and building service areas. Old Town supports the function of business, resident, and visitor activities. Site and building design should minimize the visual and physical impacts of building systems, equipment, and service areas.*

RESPONSE: The utility equipment and service areas are being designed to minimize the visual and physical impacts on pedestrian experience both on and off site.

10. *Contribute to the ambiance, character, and safety of Old Town through architectural and site lighting. (Refer to Section 7.600 of the Scottsdale Zoning Ordinance) The design of a nighttime environment that instills feelings of both safety and enjoyment is important to the economic and cultural vitality of Old Town. Lighting is a key factor in creating this urban nightscape.*

RESPONSE: Exterior lighting, both at the pedestrian pathways and the exterior of the buildings, are being designed to provide exemplary pedestrian experiences as well as emphasize the architectural design.

11. *Utilize signage that supports Old Town character and function. (Refer to Article VIII of the Scottsdale Zoning Ordinance) Signage should provide clear, concise, and useful information, without becoming a focal point of the aesthetic environment.*

RESPONSE: It is the intent of this project to incorporate signage for each building that enhances the pedestrian experience as well as reinforces the building design and compliments the community surrounding.

BUILDING DESIGN

Building Mass, Form, & Scale

12. *Design buildings to complement the existing development context. (Refer to Section*

5.3006 of the Scottsdale Zoning Ordinance). New buildings should coordinate building form and height with the surrounding context.

RESPONSE: This project is designed to fit specifically into its unique environment in Scottsdale by its geographic response, urban form, climate response, and materiality.

13. Reduce apparent building size and mass. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance) Reduce the visual mass and height of buildings.

RESPONSE: The eight-story building scale along Scottsdale Road has been significantly reduced from the 11-stories proposed in the previously approved building design. Additionally, taller building sits behind this structure, shielding its visible height from Scottsdale Road. Previously approved step-backs along the canal and at approved locations along Scottsdale Road to reduce the effect of building scale on adjacent parcels and surrounding pedestrian access.

14. Design high-rise buildings to reflect design excellence and fit within the surrounding context. New high-rise buildings should reflect design excellence and innovation, acknowledge their important civic role in defining the image of Old Town Scottsdale, and respond to their impacts upon the urban landscape.

RESPONSE: These buildings have been designed with a hierarchy of masses encouraged in the design standards to incorporate a base, middle and top, with appropriate step-backs at locations, although required by zoning, also provide relief from the pedestrian experience.

15. Design parking facilities that fit within the surrounding context. Parking facilities, as infrastructure assets, support the civic, business, and residential functions within Old Town. The design of these facilities should also contribute to the architectural and urban design of the neighborhood in which they are located.

RESPONSE: No parking is visible from outside the buildings. Resident parking is all below-grade. Residential visitor and Retail parking are hidden from view on level one. Building access from here is carefully designed to allow direct access to Residential leasing and lobby and allow pedestrian access to retail uses along Scottsdale Road as well via a paseo at either end, allowing natural light into the parking at level 1.

16. Design building façades and architectural features to fit with the surrounding context. Consider the prevailing architectural rhythm of the surrounding context. Add variety to the present rhythm in order to maintain or enhance visual interest, yet provide enough visual continuity through the alignment of architectural features to strengthen the design

of the overall area.

RESPONSE: The façades around both buildings seek to provide variety and interest, as well as visual continuity in design. Along Scottsdale Road the very visible façade seeks to capture the ever-changing light of the sun as it moves towards sunset. It does so via angled panels that catch the light in different ways, causing the façade to change color and appearance over time, much like at Camelback Mountain. Angled fenestration and opaque panels are designed to create unique visual interest and provide a ‘self-shaded building’ effect, and focus direct views from units to Camelback, the Canal, and other desirable points. Continuity is enhanced by linear horizontality, along with virtually every unit having a balcony that helps shade glazing below.

17. Design buildings that are inviting. Building design should be to human scale, and add interest to the pedestrian experience.

RESPONSE: Retail frontage along Scottsdale Road is designed for urban and visual variety and interest, moving in-and-out and up-and-down. A portion of the façade is inset, per previously approved zoning. Gaps occur at two pedestrian parking paseos. One part of the retail storefront extends up to engage a residential pool lounge space, adding another scale to highlight this important amenity.

At nearly 20’ tall, retail storefronts will have a substantial visual presence that provides additional detail and color. North retail frontage will feature natural material and less glazing. To the south retail frontage will have more glazing to highlight tenant offerings. Outdoor dining will be encouraged at all restaurant locations.

18. Use context-appropriate materials, colors, and textures in Old Town development. Materials should be of high-quality, durable, easily maintained, and able to withstand the climatic conditions of the desert southwest. Materials should help tie buildings into the composition of the neighborhood. Use of local materials helps to further define sense of place.

RESPONSE: The primary material palette maintains existing themes in Scottsdale through the use of simple, honest materials including exposed concrete, plaster, and metal. Glazing will be as clear as possible given energy code requirements, as substantial reflectivity and dark tinting are less desirable for residential uses.

ARIZONA CANAL DISTRICT

District Identity

AC 1. Promote the character and identity of the Arizona Canal District through open space,

landscape, and urban design. The Arizona Canal District is defined by open space, landscape, and urban design features that provide continuity throughout the district, in particular along the canal corridor.

RESPONSE: The project takes full advantage of its adjacency to the Arizona Canal frontage by including a public park / open space between the residences and the canal, which allows for shaded seating and small gatherings. Project pedestrian circulation plan connects directly into the regional trail system located along the Arizona Canal and extends the existing concrete walkway from the north property line to the Scottsdale Road and Camelback Road intersection. This system allows direct pedestrian access to adjacent developments, Old Town open spaces and proposed canal bridge (by others), linking site to Scottsdale Entertainment District to the south.

The connection with the Arizona Canal provides several opportunities to create special spaces for residents and visitors. The required adjacent fire lane is converted to a multi-purpose event space by using turfblock as the paving material and potentially integrating public art. The flexible open nature of the turfblock creates a space which can be used for a variety of special events.

The linear greenway leading to the canal also has multiple possibilities. By providing a combination of planting and special paving, weekend markets, holiday events, and group fitness are all events that could be scheduled within the park-like lane. In addition, the linear greenway creates access to and from the canal paths.

The portion of the development that faces the Arizona Canal is designed to provide a cohesive transition between the adjacent Safari Lofts canal frontage. Palo Verde groves provide shade to the benches and general pedestrian circulation through this space. These also help further enhance the existing canal frontages and provide a continuation of plant materials along the canal frontage. Furthermore, bike racks placed near the canal encourages users to engage with the waterway by riding their bikes along the canal banks. The bike racks also provide parking to those visitors cycling to the site to enjoy the multiple amenities.

Building Design

AC 2. Promote the Activate the Arizona Canal District and corridor through building and site design. Recognize the importance of the canal corridor through building architecture and orientation, site, and landscape design.

RESPONSE: The taller building incorporated step-backs, balcony recesses, and horizontal slab extensions to provide spectacular view to the canal, both on the canal side as well as the adjacent sides perpendicular to the canal.

AC 3. Reduce the impacts of noise at the source, in spaces where sound travels, and at locations with noise-sensitive land uses. (Refer to Chapter 19, Article II of the Scottsdale Revised Code). The Arizona Canal District regularly hosts large special events along the canal corridor. As a noise generator, it is paramount that development projects adjacent to the canal design accordingly to ensure noise compatibility.

RESPONSE: An acoustical consultant is a team member for this project and understands the above concerns about noise generated by events on the canal frontage. Sound attenuation and reduction principles are being incorporated into the envelope and fenestration design to mitigate impacts on residents within the building adjacent to the canal.

Public Art

AC 4. Strengthen the Arizona Canal District identity through integrated public art.

RESPONSE: The Owner is currently working directly with Scottsdale Public Arts Council to review and coordinate the proposed Public Art installations, in fulfillment of the zoning requirements. See plan exhibits for proposed locations. Proposed location is directly adjacent to the Arizona Canal Pathway connection and will serve to help link the Arizona Canal Open Space system to the pedestrian paseo that serves as the primary pedestrian connection through the property. This location will highly visible and accessible to the public and will meet all DS&PM requirements.

6. Scottsdale Sensitive Design Principles Conformance

The Character and Design Element of the General Plan states that *“Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.”* The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property.

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

RESPONSE:

The project will greatly enhance the design character of the area. The property is currently vacant and a bit of an eyesore on the area. Upon completion, the development will instantly be a significant and impactful addition to visual quality and character of architecture along the Fashion Square stretch of Scottsdale Road. The simple, considerate design incorporating surrounding appeal, while still being sensitive to the pedestrian experience along Scottsdale Road and through the site to the Arizona Canal pathway, make this a perfect addition to the community.

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

RESPONSE:

The urban location does not have protected natural features or established vistas.

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

RESPONSE:

As an undeveloped, urban location, the current topography of the property is relatively flat with minimal landscaping. The proposed landscape borrows from the existing plant palette along Scottsdale Road, including the use of date palms, medium scale shade canopy trees and xeriscape shrubs and groundcovers. The proposed plant materials will bring appropriate scale to the adjacent buildings, while blending into the character of the Downtown and The Fashion Square neighborhood. All materials will reflect a pedestrian scale and provide seasonal color and shade, while minimizing ongoing maintenance and water consumption.

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

RESPONSE:

As an undeveloped, urban location, no natural habitats exist to preserve or restore.

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

RESPONSE: The proposed streetscapes, pedestrian paseos and Arizona Canal frontages are all designed to enhance to character and quality of this important location within Downtown Scottsdale. The use of hardscape pavers, bioswale planters, outdoor seating opportunities shade and integrated lighting will all contribute to creating a comfortable pedestrian scale environment throughout the public realm.

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

RESPONSE:

The project encourages alternative modes of transportation by several means. At the most basic level, but perhaps most impactful, the mixed-use nature of the project and the choice to redevelop an infill site, reduces reliance on vehicular travel. Furthermore, the project provides bike racks and internal bike storage for residents.

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

RESPONSE: Shade in Scottsdale is one of the most important elements in a landscape design. With the sun shining approximately 330 days a year, natural and man-made shade has been incorporated throughout the project to provide a comfortable experience for residents and visitors.

Starting with Scottsdale Road, groves of Date Palms anchor both ends of the retail frontage while shade trees located in between, provide a welcoming, sun-dappled environment. A 14'-0" wide landscape buffer contributes to the positive pedestrian experience by adding color, interest, and a cooling effect to those walking next to it. The landscape buffer is functional as well as it provides an extra layer of safety between the pedestrian and the traveling cars along Scottsdale Road. This urban pedestrian zone provides an enjoyable walkway to nearby Scottsdale Fashion Square.

On the opposite end of the spectrum, a concrete trail is proposed along the Arizona Canal to provide a quieter, tucked-away connection from the project to the intersection of Scottsdale and Camelback Roads. Added shade trees and concrete seat walls where the waterway and site meet will provide comfortable places of refuge for the public and serve as a connector to other portions of the development.

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

RESPONSE: These buildings have been designed with a hierarchy of masses encouraged in the design standards to incorporate a base, middle and top, with appropriate step-backs at locations, although required by zoning, also provide relief from the pedestrian experience.

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

RESPONSE: The buildings are designed to anchor themselves to Camelback Mountain on the west and the Arizona Canal to the east. Along Scottsdale Road, façade angles frame direct views from units to Camelback. The north courtyard opens up to Camelback views as well. The rooftop pool terrace on level twelve is oriented towards this dramatic mountain view, as well as to canal views.

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

RESPONSE: This project will incorporate sustainable and healthy building practices in many ways, from efficiency-driven design strategies and landscaping to healthy-minded indoor quality attributes such as air quality and quality daylight views. An extremely walkable experience for the residents of this community will be enjoyed from the on-site retail to the pedestrian path to the canal to the surrounding amenity provided by the Fashion Square community.

11. *Landscape design should respond to the desert environment by utilizing a variety of mature landscaping and preserving native plants.*

RESPONSE: While the site has no existing native plants (urban redevelopment site), the proposed landscape plan utilizes a palette of mature and desert appropriate trees and shrub materials to create a comfortable and pedestrian oriented environment for both the residents and the public.

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

RESPONSE: The proposed landscape utilizes an appropriate palette of desert adapted and water efficient plant materials. There are no existing native materials on this urban redevelopment site. To support water conservation efforts, the majority of planting being used on the project is either native or adapted to the Sonoran Desert climate. A diverse group of low-water use trees, shrubs, groundcover, and accents make up the species list for the site.

In addition, highly efficient drip irrigation is being used to supplement water needs to the newly planted material. And bioretention swales are being incorporated along the Scottsdale Rd pedestrian frontage. These swales capture rain during storm events allowing the water to sink into the landscape. Not only does this technique lower irrigation use, but it also takes pressure off the existing City stormwater management system.

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

RESPONSE: Exterior lighting, both at the pedestrian pathways and the exterior of the buildings, are being designed to provide exemplary pedestrian experiences as well as emphasize the architectural design. Landscape and site lighting is integrated into the design through the use of specific low voltage LED accent lighting and pedestrian scale fixtures to provide minimum safety photometrics aesthetic highlights.

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

RESPONSE: It is the intent of this project to incorporate signage for each building that enhances the pedestrian experience as well as reinforces the building design and compliments the community surrounding.

7. Conclusion

As outlined in this narrative and as seen in the application exhibits, the proposal meets and exceeds numerous stated goals of the General Plan, the Old Town Character Area Plan, the Old Town Urban Design & Architectural Guideline (OTUDAG), and the Scottsdale Sensitive Design Principles. The Project also directly responds to the Development Review criteria noted in Ordinance Section 1.904.

The Development Proposal seeks to invigorate a vastly underutilized site that is currently a detriment to downtown connectivity with a new, highly designed, mixed-use project with an abundance of public realm and pedestrian improvements and connections. The Proposal also represents a less intense development than that which is currently permitted under the existing entitlements.

Thank you!