

MERCADO COURTYARDS

MINOR GENERAL PLAN AMENDMENT & REZONE PROJECT NARRATIVE



Case 231-PA-2021 #2

First Submittal: August 30, 2022

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Introduction

Caliber Development has taken over the project previously known as “Ironwood 92” and assembled a new team of land professionals to respond to crucial input and feedback received from elected officials and the Scottsdale community.

This application introduces “**Mercado Courtyards**” which is a mixed-use project that will revitalize an old office complex (that has sat vacant harboring transients and breeding criminal behavior) by redeveloping the site with a new residential community that will complement the adjoining retail shops and surrounding area. The approval of Mercado Courtyards will 1) clean up an underutilized commercial property that has been overrun with transients; 2) revitalize the struggling retail/commercial uses to the immediate north by adding residents within walking proximity; 3) decrease the impact of traffic on the area by 82 percent from the currently approved use and most importantly 4) provide a necessary work force, housing choice close to the “Cure Corridor” (Honor Health Hospital – Shea Campus) for “essential” workers including nurses, medical staff, firefighters, police, teachers, etc.

This project proudly boasts to be one of the lowest density multi-family projects that the city has ever processed with 273 units and an overall total density of 32 dwelling units per acre (historically, city has approved much higher density). Mercado Courtyards provides 3 times the city required open space with a community input inspired redesign with the vast majority of the project being just 3 stories. For the 38 units that are 4 stories, the building is setback nearly 400ft from 92nd Street and redesigned with significant stepbacks. The closest residential units to 92nd Street will be 2 stories then 3 and finally 38 units on the 4th floor thoughtfully positioned in the rear of the site and furthest from the street. The residential and commercial components will share an “integrated design” which will include similar colors, materials and roofing. Further, Caliber has engaged a Frank Lloyd Wright protege to help inspire a unique building design to reflect a “Wrightian” character to fit the historic features of the area. The revised design will also include accessible courtyard features, artwork, enhanced landscape with decorative walls, and an on-site FLW educational center. The overall product

will be a thoughtful addition and an appropriately sized use to this important area of the city.

Our team understands that there has been recent public outcry regarding the number of apartment projects currently being approved and developed in the city of Scottsdale. However, this 65,000 sq ft office building has sat vacant for 12 years, has been severely vandalized and is functionally obsolete needing creative redevelopment. The proposed apartment complex is the right use in the right location as it will provide a much-needed housing choice in the “medical core” of the city. Future residents are within walking distance to both employment opportunities at Honor Health Shea Hospital, surrounding medical offices, and/or adjoining and nearby shopping centers. This site is also within walking distance to the city’s Greenbelt trail system which is a true amenity to any residential project. Again, Mercado Courtyards is the right use in the right location and it is the appropriate size – only 273 units.

REQUEST

Caliber Development is happy to submit this Rezoning and Minor General Plan amendment application (the “Applicant”). Caliber is a local and extremely reputable developer with their Headquarters in Scottsdale, who is currently building great projects within the City of Scottsdale.

As mentioned, Caliber Development has recently taken over this site and is excited to present a thoughtfully redesigned project for city and community consideration.

This request proposes the following:

1. Minor amendment to the City of Scottsdale General Plan 2035 on approximately 4 acres from Commercial to Mixed-use;
2. Amend the existing Development Plan from 6-ZN-2013 for the parcels zoned PCD with comparable PUD zoning for a modification of the site plan, increased density from the original PUD approval but **NO** amendments to the PUD development standards;

3. Rezone Maricopa County Assessor parcel #217-36-989B from PCD with comparable Commercial Office zoning to PCD with comparable PUD zoning;
4. Rezone a small portion of Maricopa County Assessor's office parcel #217-36-960L which is a part of the Mercado del Ranch shopping center from PCD with comparable C-3 zoning to PCD with comparable PUD zoning and the approval of a new overall Development Plan.

Mercado Courtyards proposes to replace the outdated and dormant office buildings on the site with a vibrant new multi-family component that will work with the adjacent shopping plaza to revitalize this property and breathe new life back into this vital medical core of the city.

The proposal is to design an appropriate scaled, residential apartment community and provide much-needed support housing to the essential workers with close proximity to the medical core which includes the hospital campus and surrounding medical offices, commercial and retail uses.

SITE LOCATION

The subject property (the "site") is located on the east side of 92nd Street just south of Shea Boulevard and identified by Maricopa County Assessor's Office as Parcel #'s 217-39-536, 217-39-537A, 217-39-537B, 217-39-537C and 217-36-989B. In addition, Shea & 92nd OPCO, LLC ("Shea 92 OPCO") is the owner of the Mercado del Rancho commercial shopping center immediately north of the subject property plans to include a small portion of Maricopa County Assessor's Parcel #217-36-960L with the minor General Plan amendment ("GPA") and rezone request in order to create an overall redevelopment plan for approximately 8.52 total gross acres. The proposed redevelopment includes a portion of property with an existing Development Plan from a 2013 rezoning case (Case 6-ZN-2013).

MERCADO COURTYARDS Maricopa County Parcel Map



BACKGROUND/HISTORY

The properties in question have sorted histories. The vacant parcel to the east has never been developed or been a part of any development plan other than providing an overflow parking lot that is in disrepair. The existing office buildings in the center of the proposal have not performed or leased at exceptional levels since **2010**. The two-story office building with the parking and access underneath has not been occupied for **12** years.

In 2013, the City approved Case 6-ZN-2013 to redevelop the site. The approved development plan included re-using the office building with the parking and access underneath and converting that building to residential units and adding a floor on top of the existing two-stories. The medical office building closest to 92nd Street would have remained as an office building providing the required mixed-use of the PUD zoning district. Even with the enhanced mixed-use zoning, the PUD's approved development plan was never fully implemented as the office building with the parking underneath is an obsolete design and quite difficult to retrofit; thus, the property sat dormant.

The south end of the commercial center are smaller tenant spaces with an extremely high rate of turnover. By including the south building into this new application, the south end of the center can be enhanced and potentially re-oriented to the proposed residential complex to create real synergy within the overall project.

SURROUNDING USES

The Property is adjacent to the south of Mercado del Rancho shopping center anchored by Sprout's and Chompies. Across 92nd Street, is the Honor Health Scottsdale Shea Campus with the approximately 90-foot hospital building, two, three and four-story medical office buildings and large parking structures. To the south are one- and two-story medical office buildings. To the east is the vacant commercial office zoned property and other vacant property. The CVS Caremark office campus is also located further to the east.

PARKING

According to the city of Scottsdale's parking calculations, Mercado Courtyards will require a total of 529 parking spaces to accommodate the new residential and retail uses on this site. The proposed plan provides 544 spaces which exceeds the city's requirements by 15 spaces. Parking will be a combination of shared surface spaces along with a parking garage that will be wrapped by the new residential building. The parking garage will be completely screened from street views.

TRAFFIC

This application includes an extensive Traffic Impact Analysis prepared by Summit Land Management ("Summit") who has decades of intimate experience with traffic in the city of Scottsdale and specifically, this immediate area of the city. Summit analyzed 5 intersections in the vicinity along with the potential traffic generation from the existing use as a medical office complex and the proposed Mercado Courtyard. ***The proposed Mercado Courtyards will generate 6,183 fewer daily trips (82% less) than the existing medical use allowed on site today.*** It is recommended that a traffic signal at the intersection of 92nd and Cochise would improve the operation of both directions of Cochise without diminishing the operation of 92nd Street. Furthermore, a new signal will allow future residents of Mercado Courtyards who work at Honor Health or other medical buildings to walk across 92nd Street at a signal protected intersection.

This new signal will also connect future residents to the city's highly regarded Greenbelt trail system and the best part is that it will be fully funded 100% by the Applicant.

UTILITIES AND SERVICES

The proposed site has been serviced by local utility companies for many years and Caliber will be improving those service connections in order to continue to serve the redevelopment of the site.

Water supply is an extremely important topic within the city of Scottsdale and the community is concerned with the impacts associated with new development projects throughout the city. Local and reputable engineering firm, SEG, has prepared a comprehensive water analysis specific to the impacts of the Mercado Courtyards redevelopment project. The analysis shows that the water demand for Mercado Courtyards project is a minimal increase from what exists on the property today with the office use. In fact, the analysis concludes, "Sufficient city water capacity is available in the proposed water system layout to support domestic and fire service to the project." (See page 4 of the attached Preliminary Water Report).

COMMUNITY OUTREACH

Caliber's new team held an in-person open house meeting on August 25nd at a St. Patrick's Church near the project. The site was posted with details of this meeting and 320 Notification letters were mailed to property owners and stakeholders alike. Please see attached Citizen Outreach Report included with this application for a summary of that meeting and issues discussed.

MINOR AMENDMENT TO THE CITY'S 2035 GENERAL PLAN

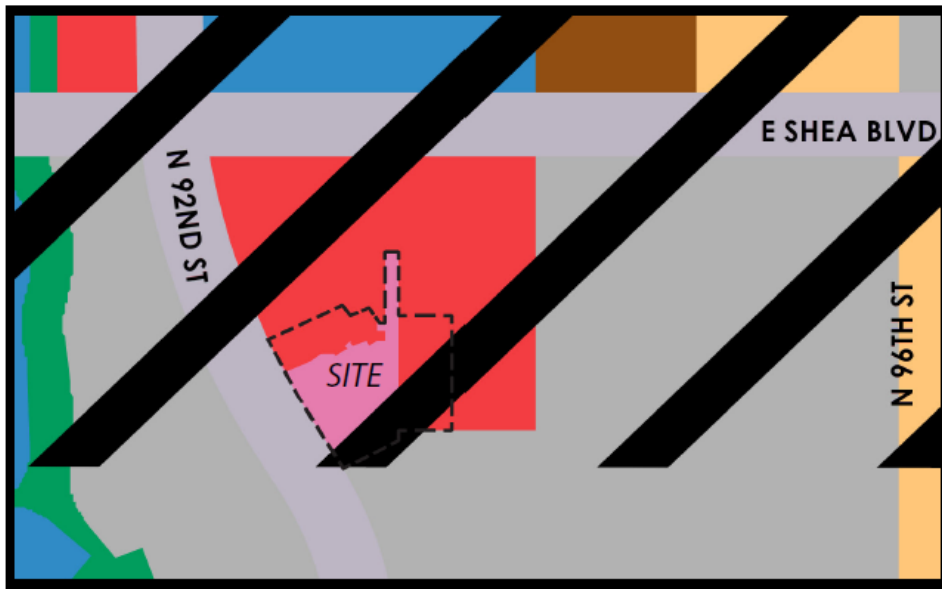
As it relates to the General Plan, ***this request is for a minor General Plan amendment to re-designate the Commercial land use on the vacant two (2) acre parcel to Mixed-Use Neighborhoods and re-designate the south end of Mercado del Rancho from a Commercial land use designation to the Mixed-Use Neighborhoods designation totaling approximately four (4) gross acres.*** The proposed change will be combined with the existing Mixed-Use designation that encompasses the existing office building parcels to complete the 8.5 acre Mixed Use site.

The requested minor amendment to the General Plan is based on the criteria established in the 2035 General Plan, which are:

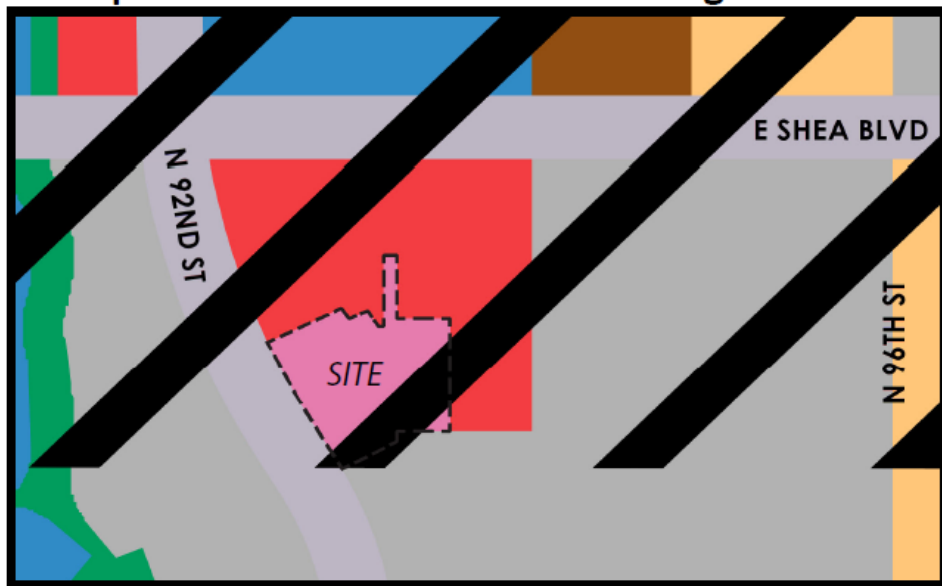
- 1) Minor Amendment to Land Use Category.

2035 General Plan Land Use Map

Existing Land Use: Commercial & Mixed-Use Neighborhoods



Proposed Land Use: Mixed-Use Neighborhoods



Response: The Property is currently designated as a mixture of Commercial and Mixed-Use Neighborhood land use designations, with the Shea Corridor Overlay. This request will simply replace the portions of Commercial with Mixed-Use Neighborhoods so that the entire property is designated as Mixed-Use Neighborhoods. This request is considered a minor amendment to the General Plan.

- 2) Area of Change Criteria. The Property falls within Planning Area B, which requires a major General Plan amendment on changes greater than fifteen (15) acres.

Response: The land use designation change to the Property is less than fifteen (15) acres; thus, no major amendment is required.

- 3) Character Area Criteria: The Property is located within the Shea Area Plan. The Shea Area Plan was adopted by the City in June of 1993 and contains policies and guidelines for development/redevelopment along the Shea Boulevard corridor from Hayden Road on the west and the City's eastern boundary with Fountain Hills on the east.

Response: See below for detailed analysis of the proposal's consistency with the Shea Area Plan.

- 4) Water/Wastewater Infrastructure Criteria: If a proposal to change the planned land use category results in the premature increase in the size of a master planned water transmission or sewer collection facility, it will qualify as a major amendment.

Response: Based on the water and wastewater studies provided with the application, the proposed redevelopment of the site will not impact the existing infrastructure systems. Based on the proposed change in land use, the developer will take on all infrastructure costs that may occur if deemed necessary through basis of design reporting.

- 5) Change to the Amendment Criteria and/or Land Use Category Definitions Criteria A modification to the General Plan Amendment Criteria Section of the General Plan Land Use Element (pages 56-59) and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions (pages 52-55).

Response: No changes are proposed to the Amendment Criteria and/or Land Use Category Definitions Criteria A modification to the General Plan Amendment

Criteria Section of the General Plan Land Use Element (pages 56-59) and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions (pages 52-55).

- 6) Growth Area Criteria. A change in General Plan Land Use Category accompanied by a new or expanded Growth Area.

Response: Most of the Property is within an Activity Area within the Growth Areas Element of the General Plan. There is change to the Growth Area criteria with this request.

- 7) General Plan Land Use Overlay Criteria. The modification or expansion of an existing General Plan Land Use Overlay Category (specifically regarding the Regional Use Overlay, Shea Corridor Overlay, and Mayo Support District Overlay) or the creation of a new General Plan Land Use Overlay Category.

Response: This request does not modify or expand any of the overlay districts above.

- 8) Exceptions to the General Plan Amendment Criteria Certain exceptions to the General Plan Amendment Criteria are considered in the best interest of the general public and in keeping with the vision, values, and goals of the community. The following exceptions to the General Plan Amendment Criteria will apply:

Response: The request does not impact any of the above criteria.

CHARACTER AND DESIGN ELEMENT

Mercado Courtyards complies with the existing Character Type assigned to this property by the city. The site is designated as an “Urban Character” Type within the Character and Design Element of the recently approved 2035 General Plan. Character Types describe the general pattern, form, and intensity of development. Character Types are distinct from zoning districts and land use categories. The Zoning Ordinance will govern specific development standards, such as building height, by zoning district. Per State Statute, Scottsdale must designate and maintain a broad variety of land uses and include density standards pertaining to land use categories that have such. Please reference the Land Use Element for that information.

- Urban Character Types consist of **higher-density residential**, non-residential, and **mixed-use neighborhoods, including apartments**, high-density townhouses,

business and employment centers, and resorts. Development in Urban Character Types should have pedestrian orientation, shade, activity nodes, and useable open spaces that encourage interaction among people. Building form and heights typically transition to adjacent Rural and Suburban Character Types. **Taller buildings may be appropriate in Growth Areas**, depending on context (see Growth Areas Element). Examples include Old Town Scottsdale, a mixed-use center of distinct urban districts; mixed-use portions of the Greater Airpark, particularly along Scottsdale Road; areas within the Scottsdale Road and Shea Boulevard Couplet; **and the Honor Health hospital/medical campus near Shea Boulevard and 90th Street.**

Response: All of the above criteria within the Urban Character Type are being met with this proposal. This project meets the previous Character Plan from the 2001 General Plan and continues to meet the goals of this Character and Design element.

The following are the applicable goals and approaches from the Character and Design Element of the City's General Plan.

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

Response: The proposal is an appropriate land use for this mixed-use core area lacking nearby residential density to take advantage of the employment, retail, restaurant, and service uses, including the nearby city Greenbelt trail system. The request will include activating the south end of the adjacent commercial center, remove an antiquated office use and develop vacant land in this mixed-use core. Furthermore, the Property falls within the jurisdiction of the McCormick Ranch Property Owners Association ("MRPOA"). The previous proposal along with this proposal went through a rigorous review process with the MRPOA Architectural Design Committee ("MRPOA ARC"). The MRPOA ARC approved the associated land divisions and land use proposal in November 2021. In April 2022, the MRPOA ARC approved the density, design and other site plan components that are proposed within this request. Their approval demonstrates the request is appropriate in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

Goals and Approaches 2. Develop, maintain, and refine Character Areas and Character Area Plans to foster quality development and consistent character and context within various areas of the community.

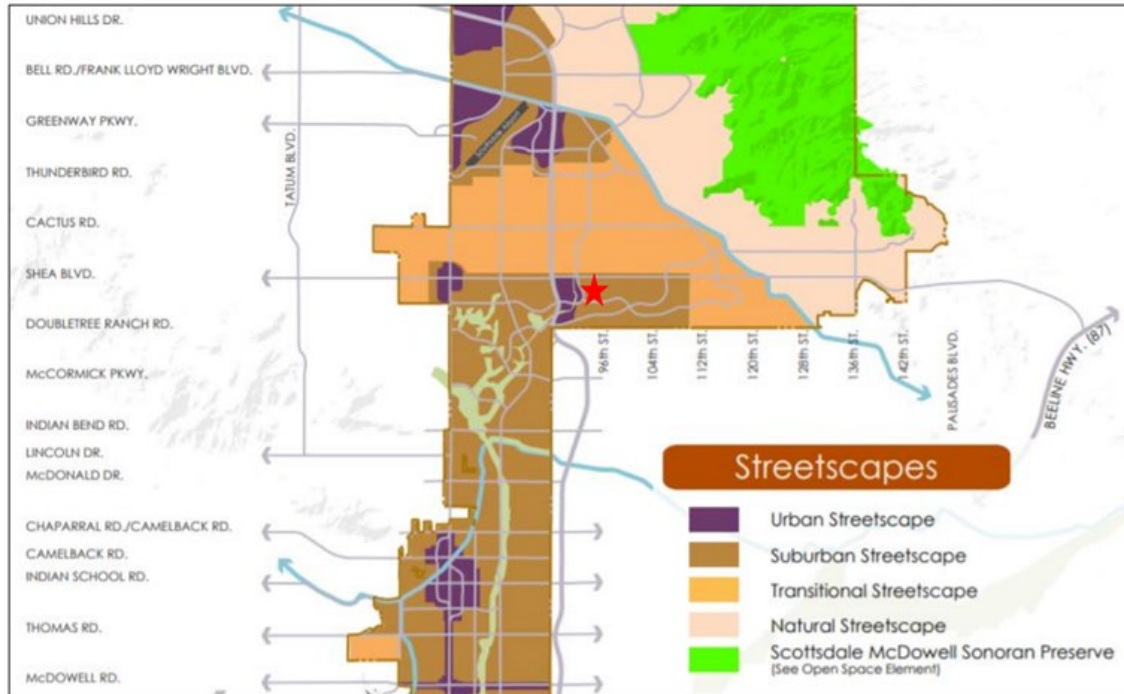
Response: This area of the city is a highly developed area which has been nicknamed “Cure Corridor” just east of Scottsdale’s only freeway corridor and along the Shea Boulevard corridor. The proposal is placed within an already intense and active area. The inclusion of a residential project will compliment and support the existing nearby commercial and retail uses.

Goals and Approaches 4. Enhance the design of streets and public spaces to improve Scottsdale’s visual quality, experience, Sonoran Desert context, and social life.

Policy CD 4.1 Promote contextually compatible streetscapes that correspond with the following classifications:

- Urban Streetscapes encourage pedestrian comfort, safety, and accessibility using decorative elements, such as arcade-covered walkways, shade, pedestrian lighting, decorative paving and street crossings, transit shelters, seating, waste receptacles, and landscaping. Urban Streetscapes strive for equality among pedestrians, bicyclists, and automobiles in the design of the public realm.
- Suburban Streetscapes strive to achieve compatibility and safety between automobile traffic, neighborhood amenities (schools and parks), pedestrians, bicyclists, and recreational activities through the use of landscape areas, consideration of sidewalk alignment, and incorporation of a broad tree canopy.

Streetscapes Map



Response: The site is located within a Suburban Streetscape and across the street from an Urban Streetscape on the General Plan's Streetscapes Map (see above). Our development plan meets the Suburban Streetscape with open courtyards, tree lined sidewalks, stepbacks on the building and the creation of a pedestrian sidewalk system and traffic signal fully funded by the Applicant to achieve safety for walkers, bikers, and vehicles. The 92nd Street frontage is minimal as the project will develop deep into the Property off the narrow roadway frontage. The applicant has retained a world-renowned Frank Lloyd Wright team who will propose a streetscape and building character and design that will fit into the context of the area.

LAND USE ELEMENT

This application also complies with the City's Land Use goals as outlined below:

Goal LU 1 - Enhance Scottsdale's economic viability by encouraging land uses that reinforce the city's reputation as the premier international tourist destination in the Southwest and sustain the city's role as a regional cultural center and economic hub. Land uses should be compatible with Scottsdale's character and physical appearance.

Response: The goal of the rezoning case and minor amendment to the General Plan is to redevelop property and provide a core of residents that in turn will

support the non-residential activities of this and other Scottsdale areas with future employees, customers, and recreationalists. The proposed project enhances Scottsdale's economic viability by providing for an alternative work force housing option, places a housing option directly adjacent to two (2) of Scottsdale's major employer). Scottsdale will remain a premier international tourist destination in the Southwest and sustain the city's role as a regional cultural center and economic hub, only if the housing supply is adequately addressed. This apartment proposal, within a mixed-use application of commercial and office, strengthens and enhances Scottsdale's character and physical appearance.

Goal LU 3 - Maintain a balance of land uses to support a high quality of life.

Policies

LU 3.1 Allow for the diversity and innovative development patterns of residential uses and supporting services to provide for the needs of the community.

LU 3.2 Integrate housing, employment, and supporting infrastructure, primarily in mixed-use neighborhoods and Growth and Activity Areas, to support a jobs/housing balance.

LU 3.3 Maintain a citywide balance of land uses, and consider modifications to the land use mix to accommodate changes in community vision, demographic needs, and economic sustainability.

LU 3.4 Provide an interconnected, accessible open space system, which includes pedestrian and equestrian links, recreation areas, canals, and drainage ways.

LU 3.5 Engage the community in all land use discussions.

Response: The Proposal meets goal 3.1 by providing a diversity and innovative development pattern of residential uses and supporting services to provide for the needs of the community. The combined ownership and properties involved with this proposal demonstrates a partnership between land uses that will support each other. Future residents translate into future customers, patrons, and future employees. All these dynamics working together in providing residential living alternatives to "essential" employees of the health care campus, surrounding medical office facilities and commercial uses will strengthen the overall jobs/housing balance. As for the other specific LU 3 Goals, the proposal meets these policies through the design of the project.

Goal LU 6 - Attract and retain diverse employment, business, and retail land uses to improve the economic well-being of Scottsdale's residents.

Policies

LU 6.1 Promote opportunities for the expansion and revitalization of employment and commercial uses within the city.

LU 6.2 Support well-planned, clustered employment centers of related or similar uses such as Healthcare and Research and Development land uses.

LU 6.3 Encourage commercial land uses of similar scale and character in proximity to or within medium- to high-density residential areas to promote walkable connections

Response: The primary goal of the proposed redevelopment of the Property is to provide a dense, mixed-use project that supports the adjacent non-residential uses in this evolving activity area. The above citywide policies speak to retaining diverse employment, business, and retail land uses to improve the economic well-being of Scottsdale's residents. Honor Health, CVS Caremark and all of the surrounding retail and commercial uses are very excited about this project. Providing a housing alternative in this area of the Shea Corridor will continue to provide potential employees and customers closer to work and surrounding commercial uses. LU 6.3 states encourage commercial land uses of similar scale and character in proximity to or within medium to high density residential areas to promote walkable connections. This proposal is the epitome of this land use policy. The project proposes a mixture of uses, medium to high density residential adjacent to employment and support commercial uses.

Mixed-Use Land Use Categories:

■ **MIXED-USE NEIGHBORHOODS:** Mixed-Use Neighborhoods focus on human-scale development and are located in areas with strong access to multiple modes of transportation and major regional services. These areas accommodate higher-density housing combined with complementary office or retail uses. Mixed-Use Neighborhoods are most suitable near and within Growth and Activity Areas. Mixed-Use Neighborhoods may be non-residential in the Greater Airpark Character Area.

Response: The overall request is to set forth zoning and land use entitlements consistent with the General Plan's Citywide Land Use Policies. The Property is adjacent to an 'Activity' area. The request provides for a high-quality multi-family residential living environment in a highly active mixed-use area. The surrounding commercial, office and healthcare properties will benefit from the new residents of the project. In turn, the project will provide prospective and existing employees

of the surrounding commercial, office, and healthcare properties a new location to reside and provide for a true live, work and play environment. The proposal balances the land uses in the area and supports the community's vision of residential opportunities for everyone. As mentioned, the recently adopted 2035 General Plan designates this area as Urban Character Type which envisions higher density residential such as apartments. This project fulfills the City's future vision for this area.

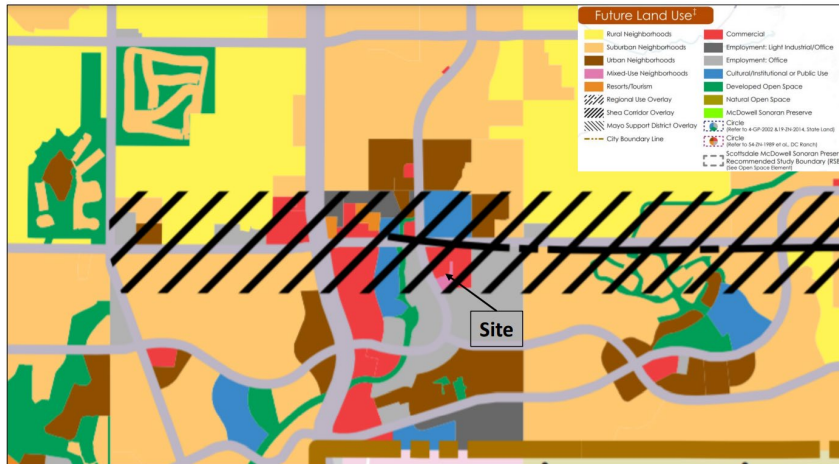
■ **SHEA CORRIDOR OVERLAY:** The Shea Corridor Overlay applies to neighborhoods along Shea Boulevard. Within this area, specific goals, policies, and guidelines are in effect per the East Shea Area Plan/Shea Area Plan (1987/1993).

Policies include:

- Enhance and protect the existing residential areas while allowing flexibility in residential parcels having Shea frontage.
- Allow employers offering uses such as medically related services, corporate headquarters, or hotel accommodations.
- Neighborhood-level retail centers, which provide everyday goods and services, such as groceries, drug stores, and dry cleaning should occur within the neighborhoods, on arterial streets, and outside of the Shea Corridor Overlay so that convenient vehicular and pedestrian access can occur, and local traffic will not need to use Shea Boulevard.

Response: This proposal complies with the city's Shea Corridor Overlay guidelines. The Overlay (see map below) enhances and protects existing residential areas to the east and south while collaborating with a property with Shea frontage to create residential to support the commercial. As to the third bullet point above, the proposal takes traffic off Shea Blvd. by placing residents adjacent and within walking distance to potential employment and support commercial and service uses, while directing traffic to a safe and effective traffic signal with options for vehicular traffic on roads other than Shea Blvd.

Shea Corridor Overlay



The Shea Area Plan contains policies and guidelines that strive to preserve neighborhoods and character in the Shea Boulevard area. The policies and guidelines establish the initial minimum threshold for a project to be considered in the Shea area. Mercado Courtyards complies with the goals in the Shea Area Plan.

SHEA AREA PLAN GOALS

Main Umbrella Goals, Policies and Guidelines

The following Umbrella goals/policies from the Shea Area Plan apply throughout the study area:

- Compatibility of new development to existing development is sought through monitoring building heights, setbacks, building massing, buffering techniques, project walls (6 feet limitation), and neighborhood review of proposed development.

Response: The proposal is across the street from the Honor Health Shea hospital building, above ground parking garages and medical office complexes. The hospital buildings and parking garages are some of the largest and tallest structures in the area. Other surrounding projects include single, two, three and four-story office buildings. The mixture of uses and building designs provides for a unique mix of land uses and building design. The proposed multi-family residential structure within the proposed mixed-use development will not impact any single

family residential uses. The nearest single family residential property is over a quarter of a mile to the east. Caliber has engaged a well-respected local architect to design the new residential structure to address building massing and setbacks while providing for a series of open space breaks in the building for livable and useable courtyards for the residents. Furthermore, FLW Design Team will be enhancing the design with art features and Wright-inspired theming. Although the proposal is for a taller structure than the immediate current structures, the context with the hospital campus and no impacts to established single-family neighborhoods is proposed in fulfillment of the goal. In addition, with community input and the design approval by the MRPOA, the proposed density is one of the lowest multi-family density projects submitted to the City in recent years.

- New development should not destabilize an existing neighborhood, nor should assemblages of existing neighborhoods be encouraged.

Response: Although this proposal is an assemblage of existing developed and non-developed parcels, the proposal does not assemble property that is a part of an existing neighborhood. The goal states that is desirable to unite undeveloped, individually owned parcels into a common development. The goal of this project is to engage the commercial center to the north with the future residents and further enhancing the commercial centers success. The proposal removes an outdated office use that was already planned as part of the PUD zoning case from 2013. The combination of the existing developed parcels and the vacant eastern parcel will create an ideal infill residential property for the area. Furthermore, the proposed mixed-use project does not impact surrounding single family neighborhood traffic and provides for the potential of many modes of transportation being used with the proposal.

- Environmental protection and site planning that is sensitive to environmental features is encouraged through open space links and preservation, a Scenic Corridor, single story buildings adjacent to the Shea Scenic Corridor, retention of washes in a natural condition, and conformance with the ESLO.

Response: With a majority of the Property being redeveloped, there is minimal environmental impacts from the proposal. The Property is not directly on Shea Boulevard. The proposal seeks to include pedestrian and non-motorized connections to other open space links in the immediate area. The proposed new

zoning category (PCD PUD) will create three-times the open space required by the city.

- Provide an efficient road network and promote alternative modes of travel by building Shea Blvd according to anticipated traffic demands and following the Shea Blvd. Transportation/Access Policy (Arterial/Arterial Median Break Policy); maximizing the trail system by providing safe and convenient access to areas north and south of Shea Blvd

Response: Shea Boulevard is fully developed in this area of the city. The proposal provides for several cross-access points for the commercial center at the direct southeast corner of 92nd Street and Shea Boulevard. Other cross access is being considered so as to ensure minimal impacts to the overall traffic of the Shea Boulevard corridor. Furthermore, this proposal offers rental discount incentives for employees working within one mile of the site to live in Mercado Courtyards; hence, eliminating vehicular trips and allowing those essential workers to walk to work.

2. Mayo Clinic Support District Goals/Policies apply to the area around the Mayo Clinic:
 - Enhance a support services district with uses that include hotels, restaurants, specialty retail, offices, research and development campus, housing, and educational facilities.

Response: Although, not in the Mayo Clinic Support District, the proposal intends to develop a significant amount of non-single family residential units that could potentially provide for nearby residences for Mayo Clinic employees.

3. The Scenic Corridor for Shea Boulevard should be a minimum width of 50' for single family areas, with an average width of 60' and a minimum width of 80' for all other uses, with an average width of 100'.

Response: The adjacent commercial center to this project has a minimum of 100-foot-wide scenic corridor along its Shea Boulevard frontage.

Goal – Provide a variety of residential housing choices.

Intent – Create housing opportunities that will allow residents to live near schools and employment areas.

Policy 1 - Enhance and protect the existing residential areas while allowing flexibility in residential parcels having Shea frontage.

Response: The proposal includes a new multi-family residential development that will enhance, support, and benefit the adjacent and nearby hospital campus, medical office facilities, commercial centers and City library and recreational elements including the north end of the city's greenbelt. The new residential, mixed-use project will not impact established single-family neighborhoods and will provide for an appropriately sized project with no impacts to the Shea Boulevard scenic corridor. The internal nature of the Property, off Shea Boulevard, will create an appropriate amount of density to re-energize and support the mainly commercial mixed-use core at the Loop 101 freeway and Shea Boulevard. The placement of this new type of residential development in this location will add to the variety of housing choices supporting this Shea Area Plan goal.

Goal – Allow for new employment opportunities

Intent - Provide opportunities for destination medical or corporate office, and land uses that would support tourism, corporate business, or medical activity. These uses should demonstrate a compatible fit into the unique environment of the Shea Area.

Response: The placement of this residential community in a central location, within an important medical core, and around corporate and medical office uses will support and provide for future employees as well as patrons of the offices, retail, restaurant, and service uses in the area.

Goal – Provide for a full range of retail services

Intent: Neighborhood retail should be developed in locations currently planned along Via Linda, Frank Lloyd Wright Boulevard, and away from the Shea Corridor. Higher order goods and services should occur in areas planned for this level of retail such as Shea/Pima, as well as other areas outside the Shea Corridor that have been identified by previous planning efforts.

Policy 1 - Neighborhood level retail centers which provide everyday goods and services such as groceries, drug stores, dry cleaning, etc. should occur within the neighborhoods, on arterial streets, and outside of the Shea Corridor so that convenient vehicular and pedestrian access can occur and local traffic will not

need to use Shea Boulevard. The umbrella goals, policies, and guidelines should be followed.

Response: This proposal includes updating the land use designation on a portion of the commercial center at the southeast corner of Shea Boulevard and 92nd Street. The inclusion of the southern portion of the center is to allow that portion of the center to engage with the planning and future residential use to the south. The proposed residents of the project will benefit from the location of the new residential building to the commercial center and all of the retail, restaurant and service uses. This goal is met by providing for a new land use that will increase the success of the adjacent commercial center.

Economic Vitality Element – Goals and Approaches

Goal EV 1 - Foster Scottsdale's resiliency to economic change through support of our core industries (e.g., tourism, healthcare, bio/life sciences, advanced business services), assets, regional competitiveness, and economic diversity.

Response: Honor Health and the CVS/Caremark campus are directly adjacent to the proposed residential project. Providing for housing alternatives for a city that imports approximately 80% of its workforce is a positive step for fostering Scottsdale's resiliency and supporting Scottsdale's core businesses.

Goal EV 4 - Ensure that Scottsdale retains fiscal resources needed to effectively govern, provide services at a level consistent with community expectations, and fulfill the community's vision.

Policies

EV 4.1 Ensure the highest level of services and public amenities are provided at the lowest costs in terms of property taxes and travel distances.

Response: The proposal provides an alternative housing on under-performing property. The proposal provides future residents an opportunity to live near their work, shop, dine and recreate all in this one area of Scottsdale. Providing additional residents to Scottsdale in an area that has no single-family neighborhood impacts meets this economic development policy. In order for Scottsdale to maintain lower taxes and reduce travel distances, adding quality-housing alternatives such as this proposal, ensures existing Scottsdale residents lower property taxes.

EV 4.7 Carefully consider the fiscal implications of land use decisions.

Response: The proposal intends to redevelop an under-utilized office complex adjacent to the commercial shopping center. Both uses share access and parking, but the large office building has been vacant for many years and has led to transient issues including vandalism and theft within the area. The revitalization effort proposed unlocks the future potential for additional employees, shopper, diners, and new residents seeking the services offered in this area and cleans up a blighted property and replaces it with a use that benefits the entire area and surrounding uses. This in turn sustains the economic well-being of this particular area of the city. As stated, the development of a residential project located directly adjacent to an existing commercial shopping center will benefit all of the uses within the center. In turn, the commercial center will be able to provide a high level of diverse quality retail, restaurant and service uses within the center.

There have been numerous articles locally and nationally regarding 'not enough' alternative housing options for today's middle-class. This project checks all of the boxes to support Scottsdale's major employers, strengthen a commercial corner that single family neighborhoods nearby depend on and reduces the 80 +/-% workforce driving into Scottsdale problem.

Housing Element – Goals and Approaches

Goal H 1 - Support diverse, safe, resource-efficient, and high-quality housing options.

Policies

H 1.1 Maintain Scottsdale's quality-driven development review standards for new development.

H 1.2 Promote complementary physical design, building structure, landscaping, and lot layout relationships between existing and new construction.

H 1.3 Ensure community dialogue during zoning and the development review processes to encourage context-appropriate development designs.

H 1.4 Support the creation of mixed-use projects, primarily in Growth and Activity Areas, to increase housing supply within walking distance of employment, transportation options, and services.

H 1.5 Encourage a variety of housing densities in context-appropriate locations

throughout Scottsdale to accommodate projected population growth.

H 1.6 Maintain, improve, and create high-quality and safe housing for all citizens.

Response: The proposal redevelops an under-performing property and provides a new, market ready residential development to this area. This core area has not seen an update to the housing options as mainly older single and multi-family residential projects have existed in this area. The new housing option is appropriately sized and appropriately placed within a key area of the city. Mercado Courtyards will be designed to blend with the character of the surrounding community. This proposal hits each and every one of this particular goal and policies within the Housing Element. The density is context appropriate and highly desired by two (2) of Scottsdale's major employers and many surrounding support businesses.

Goal H2 - Provide a variety of housing options that meet the socioeconomic needs of people who live and work in Scottsdale.

Policies

H 2.1 Establish incentives for the development of high-quality, durable, and resource efficient housing that accommodates workforce and low-income levels.

H 2.2 Support programs aimed at increasing homeownership among entry-level and moderate-income households.

H 2.3 Reduce government financial and regulatory constraints, and whenever possible, offer expeditious processing of development proposals and building permits to enhance housing affordability.

H 2.4 Encourage the development and preservation work force housing types, including smaller units and older housing stock.

H 2.5 Leverage State and Federal funding opportunities to create and preserve high quality, safe, energy-efficient housing options.

H 2.6 Support partnerships and initiatives whereby builders and/or major employers help provide housing options for employees.

H 2.7 Encourage the development of workforce housing with the new development and/or expansion of hotels, resorts, and other generators of service-level employment.

H 2.8 ‡ Support adjustments to the housing mix based on demographic needs and economic changes within the city.

Response: The proposal seeks to develop a housing option for this area of the city that is not currently offered. Many multi-family residential projects are beginning to develop in the city to support the needs of all residents and the workforce. This proposal appropriately places such a housing development where residents can live, work, and play. Furthermore, the proposal seeks to provide work force housing component not seen with any multi-family residential submittals to the city. The proposal seeks to solidify in a development agreement the following rental incentives:

The Applicant is drafting a deed restriction that will be recorded on the property that offers employees working within (1) mile of the Property to support the Cure Corridor, major employers, including Honor Health and CVS Health healthcare employees, and surrounding local businesses alike the following housing benefits:

1. A 90-day “head start” for employees working within (1) mile of the Property at the commencement of leasing for the Project over standard renters.
2. One (1) month free rent (approximately a 10% discount) each year.
3. The free rent discount will apply upon proof of employment from any individual working for any company within one (1) mile of the project or anyone who is currently living within one (1) mile of the Project.
4. The free rent discount will also be offered to City police officers, fire fighters and Scottsdale Unified School District (“SUSD”) teachers and employees (the above one (1) mile radius requirement will not be applicable for City police, fire and SUSD personnel).
5. Waiver of all application fees.
6. Cap on rental renewal increases of 5% per year.
7. **No cap on the number of employees (or units) who can use this discount program.**
8. This discount program will run for a minimum of ten (10) years with the option of renewal by the Multi-family management team.

Conservation, Rehabilitation and Redevelopment Element – Goals and Approaches

Goal CRR 1 - Support high-quality, context-appropriate redevelopment, rehabilitation, and conservation to promote long-term neighborhood stability.

Response: The proposal seeks to develop a high-quality, context appropriate residential project on under-utilized property within the Cure Corridor. By removing outdated and long vacant office buildings, the proposal will not negatively impact any of the surrounding uses. The end result will create a thriving mixed-use component adjacent to the existing commercial, office and hospital campus uses. This is a long-term mixed-use neighborhood stability project and classic redevelopment that is justified by the city's future vision in the recently adopted General Plan 2035 and benefits all of Scottsdale.

Goal CRR 2 - Sustain long-term economic well-being through redevelopment, rehabilitation, and conservation.

Response: This site is an unused, outdated office concept and a vacant parcel that has been prone to crime from recent transient activity. The redevelopment of the site, the assemblage of parcels and the cooperation with the commercial center property owner sustains the long-term economic well-being of the entire mixed-use area. Bringing residences to this medical core will revitalize the surrounding uses by providing a constant base of potential employees and patrons within close walking proximity; thus, creating long-term economic well-being for the surrounding area.

Growth Areas – Goals and Approaches

GA 1.2 Designate Activity Areas in locations:

- Where development is concentrated, but to a lesser degree than Growth Areas, and context based;
- With infrastructure capacity to accommodate moderate levels of activity and a mix of uses; and
- Where infrastructure upgrade/extension will be cost-effective.

GA 1.3 Ensure that such development sensitively responds to neighborhoods, infrastructure, and character within and next to Growth Areas.

GA 1.4 Accommodate the highest intensity of development in designated Growth Areas.

In some cases, Character Area Plans may be more specific on appropriate locations for higher intensity development within both Growth and Activity Areas.

Response: The Property's location is adjacent to and therefore a part of a Growth Area 'Activity Center.' Providing a land use that supports the Activity Center fulfills this goal. There is existing infrastructure to serve the Property, there is a variety of multi-modal transportation options for the proposed residents of this project and

the area will be able to sustain the continued growth of this mixed-use project. The proposed higher density meets the GA 1.3 and 1.4 policies by placing development that doesn't have to sensitively respond to a neighborhood but will fit in nicely within this mixed-use core. Most importantly, the proposal is within an area with existing water and sewer capacity and will not negatively impact the city's infrastructure. In fact, the comprehensive water analysis prepared specifically for Mercado Courtyards concluded that the city has sufficient water supply to continue to service this property.

Goal GA 5 - Recognize and build on the character and diversity of Scottsdale's various Growth and Activity Areas.

Policies

GA 5.1 Support land use compatibility with nearby neighborhoods through context appropriate development within Growth and Activity Areas.

GA 5.2 Protect key economic and historic assets from incompatible land uses in designated Growth and Activity Areas.

GA 5.3 Support compact development patterns which minimize the need for added public facilities in Growth and Activity Areas.

GA 5.4 Promote new development, revitalization, and redevelopment within Growth and Activity Areas that maintains fiscal sustainability, promotes long-term economic development goals, and enhances quality of life.

Response: We have written support from Honor Health and other nearby commercial uses. This application allows this goal and its associated policies to be fully met. To ignore this support and the appropriateness of the placement of apartments in this area is to ignore the City's newly adopted General Plan goals and policies. It is also a decision to ignore the many presentations and documented studies on the need for work force housing alternatives in Scottsdale.

Connectivity Element – Goals and Approaches

Goal C 2 - Reduce the number, length, and frequency of automobile trips to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

Policies

C 2.1 Encourage a mix of land uses that will reduce the distance and frequency of automobile trips and support mobility choices.

C 2.2 Integrate a variety of mobility choices along local and regional transportation corridors.

C 2.3 Reduce demands on transportation networks by using trip reduction strategies and travel demand management techniques, including technology and applications, telecommuting, alternative work schedules, carpooling, and transit/bicycling incentives in order to provide travelers with effective choices to improve travel reliability.

C 2.4 Work with employers to provide incentives and encouragement for trip reduction strategies.

C 2.5 Promote non-motorized travel for short neighborhood trips.

Response: The proposal seeks to redevelop this dormant property with a significant mixed use residential project directly adjacent to other major commercial uses and near the City's regional transportation network of the Loop 101 freeway and Shea Boulevard. The project's mix-use component will allow for the new residents to walk or bike to surrounding uses, which in turn will reduce traffic congestion and assist in the areas air quality. Providing for housing alternatives near the large hospital campus and all of the surrounding supporting non-residential uses will enhance the quality of life for the new residents and existing users and employees in the area. The Property's location to the City's greenbelt path and trail system will reduce the frequency of automobile trips and provide for a healthier way of getting around the area.

Furthermore, the proposal includes the southern portion of the commercial center. The current two-story office building with parking underneath is connected physically to the southern end of the commercial shopping center building. The removal of the connected office building will allow the large delivery trucks for the commercial shopping center to maneuver south through the proposal out to a full median break on 92nd Street. Currently, this truck movement is limited to a right-in/right-out driveway on the southern end of the site because the outdated/vacant since 2012 office building forces trucks to a driveway that then routes those delivery trucks back to the busy Shea Blvd corridor.

The proposed apartment complex creates less traffic than the existing commercial office use allowed on the property today (over 6,000 less daily trips which is 82% less daily trips). In fact, a single apartment unit creates less traffic than a single family home. The number of trips to and from the apartments are extremely different than a single-family home. The placement of the main entrance approx. a ¼ mile south of Shea Boulevard provides for alternative ways to and from the site with minimal to no impacts on the congested Shea Blvd. Furthermore, there are rental discount incentives being offered for essential employees working within one mile of the site which encourages walking versus driving to work. The placement of an apartment project in this location will adhere to all of this goal and its associated policies.

PUD CRITERIA

Section 5.5003 of the Zoning Ordinance states that the development proposals shall comply with the following criteria:

A. The proposed development promotes revitalization, the goals, policies, and guidelines of the General Plan, Area Plans and Design Guidelines.

Response: As described throughout the General Plan analysis of this narrative, the proposal meets many of the City's goals and approaches outlined in the many elements of the General Plan. The proposal revitalizes a crucial, yet under-utilized property in an intense, mainly non-residential mixed-use core of office, commercial and medical campus.

B. The proposed development's uses, densities, or development standards would not otherwise be permitted by the property's existing zoning.

Response: A majority of the Property is already zoned PUD. The goal of the proposed zoning case is to bring into the fold the vacant office zoned parcel to the east and include a portion of the existing commercial shopping center to the north, thereby creating a comprehensive set of land uses, densities and development standards not afforded in the three (3) separate zoning districts.

C. The proposed development will be compatible with adjacent land uses and promotes the stability and integrity of abutting or adjacent residential neighborhoods.

Response: The existing retail, restaurants, service uses, offices, medical facilities and hospital will all benefit from the introduction of a significant residential development on vacant and under-utilized land in this core area. The proposal will strengthen the stability and integrity of the non-residential uses and will have minimal to no impacts on any single-family residential neighborhoods. This is one of the few cases whereby the PUD proposal does not impact any single-family neighborhoods and is approved by the governing organization of the commercial properties within McCormick Ranch Owner's Association.

D. That there is adequate infrastructure and City services to serve the development.

Response: We have met with the city staff and there is adequate infrastructure to serve the proposed development. In addition, the City staff would like us to provide easements for infrastructure for surrounding properties. Any infrastructure costs will be borne by the developer. Furthermore, since water supplies have moved to the forefront as a highly important issue, this proposal has included a comprehensive water analysis. The water analysis firmly concludes that the City has adequate infrastructure and water supply to support the existing retail and planned residential uses.

i. The proposed development is not located within any areas zoned environmentally sensitive lands ordinance (ESL) nor within the boundaries of the Downtown Plan.

Response: The proposed development is not located within any areas zoned environmentally sensitive lands ordinance (ESL) nor within the boundaries of the Downtown Plan.

ii. The proposed development fronts onto a major or minor arterial and/or major collector street as designated in the City's transportation master plan.

Response: Yes, 92nd Street qualifies as a major collector street.

The PUD option allows flexibility for amended development standards. **HOWEVER, THIS APPLICATION IS NOT REQUESTING ANY AMENDED DEVELOPMENT STANDARDS.** Mercado Courtyards as proposed in this application is not requesting any

amendments to height or setback standards and fully intends to meet the maximum building height allowed within the PUD District. The Property's original PCD zoning district allows for consideration of amending all development standards. As such, since the proposed multi-family residential building has no impacts to any single-family neighborhoods and no requested amended development standards, the proposal fits within the existing major development standards of the existing zoning districts. With the setbacks and no amended height standards, the project has no impacts to any pedestrian, vehicular or single-family residential views. In fact, additional setbacks have been added to this new proposal as a result of discussions with the MRPOA ARC. The first element of the fourth story is now setback approximately 400 feet from 92nd Street. In addition, the total unit count is reduced to 273 units with an overall density of 32 dwelling units per acre which is less dense than other similar multi-family projects recently processed by the city.

REZONING PROPOSAL

The 'Purpose' statement of the City's PUD zoning district states:

The purpose of the planned unit development district is to promote the goals of the general plan, area plans, and design guidelines in areas of the city that are designated by the general plan for a combination of land uses in a mixed-use development pattern of either horizontal or vertical design. This zoning district recognizes that adherence to a traditional pattern of development standards, i.e., height, setback, lot coverage, space, bulk and use specifications contained elsewhere in this code would preclude the application of the more flexible PUD concept. Commercial, employment, hospitality, multi-family residential, and townhouse residential uses are encouraged to be provided with intensities and densities that promote a mix of day and nighttime activities. Developments within this district shall be compatible with development characteristics as expressed in the city's design standards and policies.

Mercado Courtyards is utilizing the PUD zoning option to create a useable zoning district that implements all of the above purpose statement. The central portion of the proposal is already zoned with the PUD zoning district. The combination of the vacant parcel and the southern end of the adjacent commercial parcel allows the proposal to truly integrate into the surrounding mixture of uses. The proposal will allow for a significant residential building to be integrally placed into one of the City's thriving mixed-use core areas. The proposal will create integrated site plans with adjacent properties as to vehicular and pedestrian

access while placing future shoppers, diners, and employees for the hospital campus, surrounding medical office facilities and commercial uses. In addition, the development agreement submitted as part of this request solidifies a much-needed housing component not seen in Scottsdale PUD's. This proposal is to agree, with documentation agreed upon by the Owner and the City, to 'reserve' apartment units for essential employees working within (1) mile of the Property and citywide for firefighters, police officers, teachers and school district employees. The discounts, which amount to a minimum of one-month free rent will be allowed for up to ten (10) years and will have no limit on the number of units that can be used for this incentive.

SITE PLAN

The proposal is for a primarily three (3) story residential building with a fourth story element in the rear approximately 400 feet off the public street frontage (92nd Street). The application requests 273 total units for an overall density of 32 dwelling units to the acre.

The site plan is oriented towards the 92nd Street frontage utilizing the existing two (2) access points from the street. The northern most driveway will be the main access to the project with cross access between the commercial shopping center to the north. This multiple cross access solution will allow for a traffic light to be placed at this main entrance driveway across from one of the hospital campuses main driveways (E. Cochise Dr.). The placement of the Applicant funded traffic signal will allow and frankly encourage future residents of this project safe and efficient pedestrian access across 92nd Street to access the hospital campus as well as the City's greenbelt path and trail system. This will also allow commercial delivery trucks to access a full-access driveway on 92nd Street and a traffic signal that currently does not exist. This will result in safe and efficient commercial and residential movement to and from the mix of uses onto 92nd Street and not on Shea Blvd.

The proposed residential component of the mixed-use site plan is a combined three and four-story multi-family residential structure wrapping a main parking garage. Access to the parking structure is off the main driveway on the north side of the building and off the secondary southern driveway from 92nd Street to the south side of the building/structure. The building is designed so as to screen the entirety of the parking structure. The buildings design creates several large courtyards to break up the massing of the building, but also allows residents on all floors views into the courtyards, thereby enhancing the living experience. A large

courtyard is also placed along the narrowest portion of the proposed building to break up the massing along 92nd Street.

Caliber has engaged a Frank Lloyd Wright protégé to collaborate with the architectural design team on the multi-family building. The provision of the large open spaces or courtyards throughout the project will allow for future resident social and passive recreation areas onsite. The pool, gathering spaces, and other amenities will be placed on the central portion of the roof of the parking structure and not be visible from the public right-of-way. The projects distance to single-family neighborhoods will ensure these amenity areas have no impacts to those neighborhoods. The latest design feature in the development plan is the cooperation with the commercial center owner to the north. As part of the development of the residential building, the commercial uses will be redesigned in the same format in materials and color to provide for a coordinated and matching development feel. The overall project, once developed, will create a dynamic synergy between the residential and non-residential uses. The Applicant will also be incorporating a FLW educational center in the project. The proposed site plan design submitted with this application is based on input and feedback received from elected officials, MRPOA ARC, and the surrounding community over the past year.

In addition, the MRPOA ARC approval requires the multi-family and retail portions of the project to be designed in harmony with each other and surrounding commercial parcels, and shall include architectural features of surrounding buildings, i.e., similar paint and/or material colors, roofing material, buildings materials, etc. This non-City process has added an additional layer of scrutiny to ensure the project is context appropriate.

FRANK LLOYD WRIGHT INSPIRATION

As mentioned, Caliber has teamed up with Frank Lloyd Wright protégé, Bing Hu who is one of the most sought after architects both nationally and internationally. Hu studied at Taliesin West and has been honored throughout his career with major international and regional architectural design awards. Bing believes every site is unique and the design should be sensitive to the needs and desires whilst remaining in harmony with its surroundings.

ECONOMIC IMPACT

By redeveloping this distressed property and providing a residential component in this significant commercial, office and hospital core area, there is strong potential for future success and growth of those industries. The future residents will

be able to walk and bike to shop and dine at the adjacent and nearby commercial centers. The future residents will provide for customers to the medical office and other related industries in the area. The future residential building will provide for another residential housing alternative not presently offered in this area for the surrounding businesses and hospital and health care core. The provision of housing alternatives so close to all of these non-residential uses will allow for increased customer traffic and increase the potential for employees to live in close proximity of their workplace. Just as Downtown Scottsdale is thriving with the number of residential projects supporting that area of the city, the same interaction and success will occur by providing a similar mixture of residential and non-residential uses in this area. The blending of uses as proposed serves the City's economic interests in reducing the in-migration of employees from other communities and providing for an alternative housing option in the central portion of the City.

CIRCULATION

As described above, the two (2) driveways on 92nd Street will remain. The proposed site plan is oriented towards the 92nd Street frontage utilizing the existing two (2) access points from the street. The northern most driveway will be the main access to the project with cross access between the commercial shopping center to the north. This multiple cross access design will allow for a traffic light to be placed at this main entrance driveway across from one of the hospital campuses main driveways (E. Cochise Dr.). The placement of the traffic signal will allow for the future residents of this project safe and efficient pedestrian access across 92nd Street to the hospital campus and the City's greenbelt path and trail system. It will also allow hospital workers and others safe access to and from the Mercado del Rancho shopping plaza eliminating vehicular trips during lunch hours and breaks.

The cross access with the commercial center will ensure vehicles will be utilizing cross-access driveways to find the appropriate entrance and exit points to the multiple sites and not create pinch points or non-recommended vehicular movements because of lack of access. This main driveway will also serve as the exit point for most commercial vehicles servicing the rear of the adjacent commercial center at a safe, signalized intersection. The proposed circulation system with the adjacent properties provides for safe and efficient vehicular and pedestrian traffic and resolves existing traffic challenges between these properties.

The creation of this main driveway to the project assists with logical and safe cross-access. This cooperative effort from the major projects in the area will ensure vehicular and pedestrian circulation is master planned so as to benefit circulation for the entire area and limit direct Shea Blvd access. The attached traffic analysis demonstrates that the roadways not named Shea Blvd are significantly under capacity in the area. The proposed 273 residential units will not significantly impact any of the surrounding under capacity roadways while impacting Shea Blvd at a very small percentage. The coordination with the hospital on a traffic light at the main entrance to the proposal allows for the Sprouts shopping center, hospital campus and residential community a safe and efficient signalized intersection for ingress and egress.

NEIGHBORHOOD OUTREACH

The development team is holding an in-person open house meeting with nearby property owners and local stakeholders at St. Patrick's Church on Monday, August 25, 2022 to introduce the new team, answer questions about the proposal and obtain valuable feedback. Our team will continue to be available to the public and open to ongoing discussion and communication throughout the public hearing process.

SUMMARY & CONCLUSION

As discussed throughout this narrative, the proposed mixed-use request will reinvigorate and redevelop an under-utilized office parcel, vacant parcel, and portion of an existing commercial shopping center. The influx of new residents will provide for new users, potential employees and patrons of the surrounding non-residential uses. The mixed-use proposal creates safe and efficient access between the properties. The proposal includes a portion of the commercial center to allow for future re-use and redesign of the southern end of the center to match the new residential building for more synergy. The proposed site plan creates access points in logical locations away from Shea Boulevard and directs traffic to surrounding roadways that are under capacity. The combination of new residential traffic within non-residential traffic will benefit from a signalized intersection at the north site driveway and the hospital campuses E. Cochise Drive intersection at 92nd Street. The influx of new residents will then have a safe pedestrian and bicycle route across 92nd Street to the medical campus and City's greenbelt path and trail system. Consequently, the people who work at the hospital and medical offices will have safe and efficient access to the Mercado del Rancho shopping center eliminating vehicular trips.

This area of the city is the “Cure Corridor” – a growing core area with the large hospital campus, several commercial, retail and restaurant concentrations and large employer/office users. The provision of an additional housing alternative with this proposal will be future users and employees of the above-mentioned non-residential uses. The new residential housing alternative will benefit the major employers in the area including the hospital and related facilities and several commercial offices uses throughout this core area. As with the McDowell Road corridor, Downtown Scottsdale, the Airpark and other core areas of Scottsdale, the provision of quality residential and mixed-use projects creates the ideal land use synergy, lessens traffic congestion, and provides for housing alternatives in an evolving economy. The adding of new residents to an area with significant employment users, service uses, retail uses, and restaurant uses will create an economic benefit to the entire area and lessen the influx of workers from outside the city.

Finally, this proposal offers a unique work force housing option that greatly exceeds recent housing proposals for apartment uses in the City of Scottsdale. This proposal is offers a housing incentives for anyone who can verify they work within a one-mile radius of the project site and for all “essential workers” including medical staff, firefighters, police officers and teachers within the City. This includes school district employees also. With no limit on the number of units that can utilize the discounted rental program, the multi-family proposal is a win-win for future residents that meet the qualifications and surrounding employers have an alternative housing option that is not present in today’s market along the Shea Boulevard corridor. This proposal is the one location that makes the most sense for apartments in an area that has not seen new apartments for decades. The proposal’s height and density, approved by MRPOA ARC, is one of the lowest in overall height and density of any of the recently approved apartment projects in the City of Scottsdale. This is a significant point as it shows Caliber’s willingness to work with all stakeholders and respond to community input by proposing an appropriately sized project.

According to the recently approved 2035 General Plan designation as Urban Character Type which was ratified by Scottsdale voters in November 2021, this is the right use in the right location. Our team respectfully requests approval of this application for the long overdue redevelopment of this under-utilized property.