9400 East Shea Boulevard

Non-Major General Plan Amendment
&
Planned Unit Development
Project Narrative/Development Plan

9375 East Shea Boulevard

Cases: XXXX-XXXX
1st Submittal: October 15, 2019
Project Narrative/Development Plan

Non-Major General Plan Amendment &
Rezoning for
9400 East Shea Boulevard

Case #'s: XXXX & XXXX

Location: 9375 East Shea Boulevard

Request for a Non-Major General Plan Amendment from a land use designation of Office to Mixed-Use Neighborhoods.

- and -

A Zoning District Map Amendment from C-3 PCD / C-O PCD (Planned Community District – McCormick Ranch) to PUD PCD (Planned Community District – McCormick Ranch) on a ± 13 gross acre site to allow for a mixed-use development to include new residential (apartments) combined with the existing retail/office center.
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I. **Purpose of Request:**

This request is for a Non-Major General Plan Amendment (GPA) from Office to Mixed-Use Neighborhoods and a rezoning from C-3 PCD / C-O PCD (Planned Community District – McCormick Ranch) to PUD PCD (Planned Community District – McCormick Ranch) on a ± 13 gross acre site to allow for a mixed-use development to include new residential (apartments) combined with the existing retail/office center. The applicant and future owner of the vacant property (i.e., Kaplan Development Group) intends to add a luxury residential multi-family community of approximately 331 units to add vibrancy and a boost to the existing office/retail center. The property is located at 9375 East Shea Boulevard (the “Site”). (See below *Aerial & Exhibit*).

**AERIAL**

II. **Kaplan Development Group**

Kaplan Development Group (“Kaplan”) was formed in 1978 and is based out of Houston, Texas. Kaplan is the diversified operator, owner, and developer of high quality multi-family properties in major metropolitan areas across the United States. Kaplan is active in emerging high growth submarkets, redeveloping existing multi-family housing, and repurposing commercial developments into residential communities, and holds 38 years of successful management experience in the dynamic and evolving multi-family industry. Kaplan would be honored to bring their experience and success to this location in Scottsdale.
III. **9400 East Shea Boulevard (The Proposal)**

The 9400 East Shea Boulevard residential community will provide an exciting mix to this existing office/retail project featuring upscale residences that will blend and transition with the retail/commercial businesses in the area as well as being strategically located with employment entities within the McCormick Ranch Center with the hospital and ancillary medical uses. The proposed development would further many of the goals set forth in the Scottsdale General Plan as well as the Shea Area Plan by adding a needed population base and market needed in the area to support the existing retail and employment opportunities in the area as well as to deal with a difficult infill property. The result will be a walkable community based on live, work, and play principles.

The Site is a located in the McCormick Ranch Center, which is considered the core of this planned community and where the highest intensity of uses was to be developed. (See below Map)

**McCORMICK RANCH CENTER**

The McCormick Ranch Center has seen a lot of offices, medical uses/offices, and retail uses develop in the area. This Site is a remnant parcel that is “tucked” away and difficult to develop into something other than residential due to its lack of street visibility and oversaturation of office/retail uses. However, high density apartments added to this existing office/retail center will help enhance/support the desirability of this center as well as the surrounding context. The retail/commercial (i.e. non-residential) and residential mix proposed will provide an ideal fit for this location and beyond.

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The McCormick Ranch Center creates a unique opportunity to blend interrelated land uses and promote the live, work, and play concept. Additionally, the nearby retail and surrounding employment core (i.e., hospital, CVS Health/Caremark, etc.) provides regional appeal for future residents of 9400 East Shea Boulevard. The ease of accessibility via the freeway and Shea Boulevard as well as its proximity to businesses, shopping, recreation, and trail system makes this development a compliment to its surroundings.

a) Existing Conditions & Context

The Site constitutes +13 gross acres and is bordered by Shea Boulevard on the north. Existing offices (C-O) border the Site to the east and south. The west side is bordered by existing commercial businesses (C-3) and a recently completed PUD adaptive reuse of an existing office building.

The Site contains existing office/retail center, some covered and uncovered parking spaces, and a large vacant parcel. The streets, sidewalks, and utilities surrounding the Site have all previously been built, as such this addition of apartments can be “plugged in” to this location with minimal disturbances to the area.

b) Site Plan

The design for this Site, specifically the apartments, provides open space, pedestrian passageways, and rest area inviting for activity and interaction with shaded areas, enhanced paving, a variety of meandering pathways, and landscaping. The addition of apartments to this Site will add to and activate the existing restaurants, retail establishments on-site. In addition, the proposed apartments will provide:

- Parking in excess of parking code (632 spaces – code requires 480 spaces).
- UBER & LYFT Pickup & Drop off area.
- Penthouse units with rooftop deck (spiral staircase).
- Professional indoor sports simulator.
- 11’ ceiling in select ground floor units.
- Valet trash service (trash picked up daily at front door of unit).
- Teaching Kitchen with regular classes provided by management.
- Bike repair room located in garage.
- Pet Spa.
- Gaming Lounge (billiards, pool, shuffleboard).
- Oversize two story clubhouse.
- Resort pool with beach entry.
- Coffee bar.
- Free daily breakfast in clubhouse.
- Onsite laundry & dry-cleaning service.
- Gourmet teaching kitchen in clubhouse.
- Equinox style fitness center.
- Outdoor phone & laptop charging stations.
- Valet trash pick-up.
- Concierge service.
A main vehicular access drive bisects the Site and allows for two (2) vehicular entry connections located on Shea Boulevard and access to 92nd Street. The secondary fire lane along the perimeter of the apartments will be gated and serve dual purposes (i.e. building setback, walking area, and fire safety access). The apartment provides for two (2) main outdoor activity areas provide for both active and passive recreation, relaxation, and an abundance of open space for the future residents. The main building structures are navigated through a series of pedestrian passages that lead throughout the Site and ultimately to the outer pedestrian sidewalk network and the surrounding area. (See Site Plan Exhibit)

c) Retail/Commercial (Non-Residential) Component

The retail/commercial (i.e. non-residential) component of this mixed-use development is the existing office/retail center (i.e. non-residential) is more than adequate to support the residents and will help support them as well. The existing development and the proposed new apartments will blend seamlessly as one project when completed. The paved main access driveway and the location of the apartments provides for a nice overall design. In addition, there is more than enough retail/commercial uses in this area and the increase in residential density is important towards balancing and supporting these uses as well as live, work, and play lifestyle concept.

d) Building Architecture

The building architecture features varied massing, varying roof parapets, architectural features, stoops, materials and façade detailing found in many contemporary luxury multi-family developments found in Scottsdale and the Southwest region. The building massing includes a series of towers and recessed facades and patios. The massing and detailing emphasize the promotion of pedestrian activity via lighting, trees, and shade structures such as: awnings and roof overhangs. The color scheme is a blend of shades of brown, white, and tan with some complementary accent colors found within the Sonoran Desert color palette and consistent and appropriate with the surrounding building context. (See Architectural Plan Set Exhibit)

Maximum building height is 48’ with all rooftop mechanical equipment and screening, stairwell bulkheads, as well as rooftop deck enclosure walls and fall protection railing that exceed that building height, limited to under 30% total of the roof area for each building. (See Building Cross Sections Exhibit)

e) Landscape Theme

The project’s landscape theme will reduce overall water intake include by utilizing native trees, shrubs, accent plants, groundcover, and minimal turf. Site has sidewalks lined with trees and shrubs providing a pleasant/cool environment to walk. The open space areas will also contain a variety of native shrubs and landscaping providing for a friendly, enjoyable, useable, and shaded environment for residents to traverse and use the property. As such, the plan includes a total of two (2) internal courtyards which all feature a variety of landscaping and amenities such as a swimming pool, fountains, fire pit, putting green, televisions, barbeques, and shaded seating and
dining areas which are all connected by a system of winding walkways. (See Landscape Plan Set Exhibit)

IV. The Development Plan (DP)

Pursuant to the City’s Zoning Ordinance for PUD rezoning requests the following four (4) items to be addressed within the required Development Plan (“DP”). They are:

1. The design contained in the DP is compatible with development in the area.

The Site sits in a dense “core” area planned for such intensities and mix of uses. The proposal is for a planned, medium density, mixed-use apartment project added to an appropriate/sustainable level of supporting retail/commercial (non-residential) situated in this “core” area. The ability to provide residential units creating and fostering the live, work, and play concept will further promote and enhance the activity in this area and create a more synergetic “core” area.

The proposed project is compatible with and contributes to its surrounding uses, which has evolved towards a more active, dynamic, and vibrant area. The proposed development by Kaplan, as part of this “core” area, and together with the existing users (i.e., hospital, retail, office, trails, etc.) creates the desired effect envisioned for this area by attracting new development into the McCormick Ranch Center. In addition, the residential units will connect nicely with the Site amenities and users as well as beyond without the use of cars. By downplaying the internalized/structured parking, creating ease access on foot, and increasing the critical mass of people in the area helps to support the businesses in the area on a daily/nightly basis. The proposed apartment development by Kaplan is responding to the demand for housing to support the surrounding retail/commercial/employment uses. The proposed development plan of approximately 331 units is reasonable and provides a density option that can easily be supported with the existing infrastructure (e.g., water, sewer, streets, etc.) as well as uses in the area. With that being said, the 9400 East Shea Boulevard apartments complies in overall height, setbacks, high quality architecture, and pedestrian/vehicular connectivity to seamlessly blend within the area, but it is also a unique residential development option internalized (i.e., seclude) for those looking for a different living experience.

The apartments will be built in one (1) phase. The anticipated timing of construction is expected to begin in the 1st Quarter of 2022. Once the apartments are completed with the existing on-site retail/office users ensures that the intent of the PUD, General Plan, and Area Plan will be met and provide a substantial public benefit along with implementing the components of a lively mixed-use area within an identifiable/unique node of the McCormick Ranch Center.

There are two (2) total usable open space areas integrated into the DP that continue the theme of the surrounding area, which include the main swimming pool. The swimming pool is the largest open space area being approximately and the smallest internal usable open space for passive/active amenities. Finally, the entire Site is connected by winding walkways which link up to public sidewalks, bike paths/trails, and ultimately to the surrounding area.

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The DP is environmentally responsive, incorporates green building principles, contributes to the city's design guidelines and design objectives, and that any deviations from the design guidelines must be justified by compensating benefits of the DP.

The proposed development is environmentally responsive and also provides exceptional public benefits in many ways by including an enhanced common open space, public/private pedestrian areas/connections as well as amenities (e.g., trails, restaurants, shopping, etc.) encouraged in the Scottsdale Design Guidelines. It should be noted that the development will exceed the required 10% open space. Again, these open space areas provide areas of contemplation, recreation (passive/active), cooling, and visual interest both on-site and off-site. The landscape palette is in keeping with a Sonoran Desert theme and water conservation measures by strategically locating low water use trees, shrubs, groundcovers, etc. to create a lush appearance that cools the environment both internally and externally. Turf is strategically located on-site within a few of the areas designated for internal/activities in order to optimize comfort and use. Finally, the entire Site is interconnected by walkways which link up to public sidewalks and bike/trail paths encouraging multimodal options.

The architectural character is a contemporary design which will utilize the most current building materials to provide for an energy efficient development. The building masses are broken by using “bump outs” and other architectural relief/projections to create a less imposing building structure and more human scale. In addition, curve of the north façade of the building creates opportunities for enhanced pedestrian areas and landscaping to emphasize the front entrance and most visible portion of the building. The architectural elevations are broken up vertically by varying the roof lines, alternating between flat parapets and flat roof overhangs, awnings, etc. These architectural treatments help vary the roof lines vertically. Within the flat parapet areas of the building the walls of the building stepback horizontally creating wide recessed areas that provide space for awnings, patios, and visual massing reliefs. This horizontal relief occurs approximately every 100 lineal feet with massing changes, the curve of the building, covered main entrance area, and the natural curvature of the main street (i.e., driveway). The proposed design provides a strong base with a material change from stucco, stone, glass, steel awnings, and pedestrian access points located in strategic locations to “ground” the design. The midsection and top utilized the same materials with the top units accentuated by patio areas as well as bulkhead areas protruding towards the top of the buildings to provide access to the roof decks for those units along with alternating flat parapets and roof overhangs. The overarching intent is to create a compatible development design for the area while also being a unique, high quality, and visually appealing for one to want to live and play while being near work, shopping, restaurants, recreation, etc. thus reducing traffic and pollution while also maintaining long term economic success.

The DP will not significantly increase solar shading of adjacent land in comparison with a development that could be developed under the existing zoning district.
Comparable heights, uses and generous setbacks created by the abutting streets and internal circular access drive aisle do not significantly increase solar shading of adjacent land in comparison with a development that could be developed under the existing C-O or C-3 zoning districts. Moreover, the C-O or C-3 zoning district allows up to 48’ (not inclusive of roof apparatus) in building height, which will be comparable to the proposed development.

(4) The DP promotes connectivity between adjacent and abutting parcels, and provides open spaces that are visible at the public right-of-way and useful to the development.

The proposed development provides for usable and common open space, with shaded seating and landscaping features that exemplify the promotion of connectivity between on-site and abutting properties. The enhanced/existing open space street frontage landscaping along Shea Boulevard of the Site creates an inviting/enhanced enjoyable streetscape for all modes of transportation. Furthermore, with the addition of individual unit roof decks will help enhance visibility and activity within this internal area of the Site providing greater security for the area. Finally, these open space areas and enhanced connections provide areas of contemplation, recreation (passive/active), cooling, visual interest and connections to the surrounding area. (See the Landscape Plan Set Exhibit)

The landscape palette is in keeping with a Sonoran Desert theme with strategically locating trees, shrubs, groundcovers, etc. to create a lush appearance that cools the environment both internally and externally. The entire Site is connected by internal walkways which link up to public sidewalks and bike/trail paths encouraging multimodal options. Vehicular access is centrally located to provide ease of access to Shea Boulevard and 92nd Street and to circulate around the new apartment building for resident access as well as fire access.

V. Non-Major General Plan Determination

The requested GPA is in conformance with a Non-Major General Plan Amendment, based upon the criteria set forth in the General Plan. A detailed explanation of how this proposal is consistent with the 2001 General Plan and the Greater Airpark Character Area Plan is provided below.

1. Change in Land Use Category

A change in land use category on the land use plan that changes the land use character from one type to another as delineated in the land use category table (page 20 of the General Plan).

Response: The current 2001 General Plan designation is Office and a requested GPA land use change to the Mixed-Use Neighborhoods designation. These land use categories are located within Group E, and therefore do not constitute a Major GPA.
2a. Area of Criteria Change

A change in the land use designation that includes the following gross acreages:
* Planning Zones A1, A2, B: 10 acres or more.
* Planning Zones C1, C2, C3, D, E1, and E3: 15 acres or more.

Response: The designated Planning Zone for the Site is Zone C-1.

This project in keeping with the mission and values of the General Plan and community, and in addition the Site totals approximately 13 gross acres. Thus under the acreage threshold and meeting the Non-Major General Plan Amendment criteria.

The proposed mixed-use project uses and design elements of this project closely align with and reinforce the goals of Scottsdale’s Mission, among them:

- “Promoting the livability of the community and enhancing and protecting neighborhoods and ensuring and sustaining the quality of life for all residents and visitors.”
- “Enhancing and protecting neighborhoods”
- “Ensuring and sustain the quality of life for all residents and visitors.”

This request provides a mix of uses, passive and active open spaces, and public benefits that are desired to enhance, protect, and sustain quality of life for the immediate neighborhood. The development provides many of the elements reflective of the goals and policies of the Scottsdale Design Guidelines, Shea Area Plan, and General Plan that speak to the intent of creating livable communities and a high quality of life desired by citizens.

Furthermore, the General Plan continues within the mission values of the land use element that contribute to Scottsdale’s identity and provide a balance of uses adequate for the live, work, and play theme. This proposal makes meaningful contributions to these land use element values:

- “Land uses should provide for an unsurpassed quality of life for both its citizens and visitors.”
- “Land uses should contribute to the unique identity that is Scottsdale.”
- “Land uses should work in concert with transportation systems in order to promote choice and reduce negative impacts upon the lifestyle of citizens and the quality of the environment.”
- “Land uses should provide opportunities for the design of uses to fit and respect the character, scale and quality of uses that exist in the community.”

The uses and public benefits of this lively development furthers the goals and policies listed above by creating a live, work, and play development that enhances the public realm.
surrounding this area. These elements collectively meet the future intent of the area as identified in the Scottsdale Design Guidelines, Shea Area Plan, and General Plan. Therefore in keeping with the mission values of the General Plan this request will not need rise to the level of a major amendment.

3. Character Area Criteria

Character areas have been added to the city’s planning process in order to recognize and maintain the unique physical, visual and functional conditions that occur in distinct areas across the community. The city recognizes that these form a context that is important to the lifestyle, economic well-being and long term viability of the community. These areas are identified by a number of parameters including but not limited to building scale, open space types and patterns, age of development and topographic setting.

If a proposal to change the land use category has not been clearly demonstrated by the applicant to comply with the guidelines and standards embodied within an approved character area plan it will be considered a major amendment.

Response: Based on the justification and written responses below regarding the Shea Area Plan, the proposed GPA would not constitute a major amendment. This location as indicated in Shea Area Plan is intended to provide a mix of uses located within the shopping and “core” area while protecting and enhancing the “oppeness” desert environment along Shea Boulevard. This indicates the appropriateness of the proposed mixed-use residential development within this existing retail/office enter in this strategic location along with the current housing/development trends that are important to the Shea Area Plan, economic well-being, and long term viability.

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: The proposed change in land use does not result in a premature increase in the water and sewer plan, therefore it will not constitute a major amendment. At this time the development team has no plans to change or upgrade any water or sewer infrastructure.

VI. 2001 General Plan/Shea Area Plan

2001 General Plan

The current 2001 General Plan designation is Office and a requested GPA land use change to Mixed-Use Neighborhoods. (See 2001 General Plan Land Use Existing & Proposed Exhibit)
The General Plan sets forward collective goals and approaches of the community with the intent to integrate Guiding Principles into the planning process and provide as a framework for proposed development and the built environment. The goals are, however, not intended to be stationary or inflexible, which the General Plan clearly recognizes with this statement:

“The General Plan is designed to be a broad, flexible document that changes as the community needs, conditions and direction change.”

With this statement in mind, this proposed Non-Major General Plan Amendment not only meets, but exceeds the goals and approaches established in the General Plan. In addition, it is important to understand that the current General Plan is 19 years old and the evolving lifestyles and economic development trends of today must meet the needs of a growing and changing city and area.

**General Plan Elements:**

**Land Use:**

**Goal 3, Bullet Point 2:** Encourage the location of more intense mixed-use centers and regional employment cores along regional networks while incorporating appropriate transitions to adjoining land uses.

**Response:** The location of this mixed-use project is appropriately located with the McCormick Ranch Center. The McCormick Ranch Center is the appropriate location for a Mixed-Use Neighborhoods designation for the proposed intensity of development, which currently provides pedestrian scaled uses and services on-site and the area. In addition, the location will support and enhance both the existing and proposed residential and non-residential uses in this location and transition between the employment users and surrounding retail. This development is replacing a vacant/hidden parcel into a vibrant use that will be a 24-7 days a week use and provide better security for the abutting users in the area too. Moreover, the development of apartments and the sidewalks will create a more walkable and enjoyable environment that helps to complete the overall development.

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

**Response:** This mixed use development proposes appropriately balanced uses that are consistent with the needs and character of the surrounding developments and area uses and encourage a high quality lifestyle with many leisure opportunities and resources that support the surrounding community. The residential and non-residential uses at this location will support the quality of life and lifestyle desired in the area by providing residential units with some additional non-residential uses to help the balance of uses that support the surrounding community.
• Allow for a diversity of residential uses and supporting services that provide for the needs of the community.

Response: This proposed development allows for a unique residential housing opportunity off the main street but helps with supporting services and amenities in the area. The proposed residential and existing non-residential uses at this Site provides for a balance and an appropriate level of unique mixed-use development that complement and complete the surrounding area providing for the needs of community and affords for an exceptional lifestyle.

• Ensure the highest level of services and public amenities are provided to the citizens of Scottsdale at the lowest costs in terms of property taxes and travel distances.

Response: High quality and desirable services and amenities are included within this development. Furthermore, the location of the development and uses within walking distance of this development provide residents and nearby citizens the highest level of services with minimal travel. The residential (i.e., apartments) component is the missing piece to this existing non-residential development and area, so by included the proposed apartments provides a nice balance of uses and amenities that promote a healthy lifestyle by encouraging walking and reduced travel (i.e., auto trips). There is a good balance of non-residential and commercial uses on Site that support the apartment development which will help sustain these uses along with pedestrian connections creating a walkable mixed-use development.

• Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.

Response: This development will support the jobs and housing balance by providing an appropriate residential base to support new and existing employment and services. The designated McCormick Ranch Center is an ideal location for live, work, and play based mixed-use development that activates the surrounding area with pedestrians as well as connections while utilizing existing infrastructure.

• Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.

Response: The proposed apartment development provides a unique residential housing option that is not on a major street but tucked back and more secluded for those looking for such an option. In addition, there are various floor plans (i.e., studio, one, and two bedrooms) including roof top access units. Additionally, the density of 331 units proposed within this development is comparable and falls within the middle of a residential density’s being developed in the area.
- Maintain a citywide balance of land uses that support changes in community vision/dynamics (established by future community visioning processes) over time.

Response: The proposed apartment development provides housing opportunities that support the future of the community and Scottsdale by enhancing the long-term viability of the employment users (i.e., hospital, medical, etc.) in the area as well as to appeal to employers looking to locate/expand while also providing an appropriate and transitional mixed-use development at this location in the McCormick Ranch Center. The apartment development provides a balance of uses to the area with the plethora of non-residential users in the area along with ease of access to major streets and the freeway system.

Goal 7, Bullet Point 5: Incorporate open space, mobility, and drainage networks while protecting the area’s character and natural systems.

Response: Private and public, passive and active forms of open space are found throughout the overall Site (i.e., proposed and existing). It should be noted that the apartment development will exceed the required 10% open space. Again, these new/existing open space areas provide areas of contemplation, recreation (passive/active), cooling, and visual interest both on-site and off-site. Mobility and connections through the site and surrounding area are enhanced with pathways, landscaping, and ground level architectural elements (i.e., canopies, overhangs, etc.). Use of native landscaping along with strategically location open spaces and drainage areas have been incorporated in an environmentally sensitive manner with consideration to the character of this area of Scottsdale.

Goal 8, Bullet Point 2: Develop and reinforce links (i.e. trails, paths, open space, transit, and streets) within and between residential, retail, employment, recreational and other public land uses.

Response: Paths, connections, and open spaces have been carefully connected throughout and surrounding the site to provide for comfortable connections and alternative modes of transportation to surrounding land uses and beyond.

Goal 9: Provide a broad variety of land uses that create synergy within mixed-use neighborhoods.

- Incorporate a diverse range of residential and non-residential uses and densities within mixed-use neighborhoods.

Response: The proposed apartment development adds needed residential to a predominately non-residential area. The apartment development adds a complimentary balance at this tough/hidden location designated by McCormick Ranch Center and Shea Area Plan for mixed-use development.
• Promote residential uses that support the scale and function of retail, commercial and employment uses within these neighborhoods, including the use of mixed-use structures (retail or office on lower level and residential uses on upper levels).

Response: The residential (apartment) mix proposed will be supportive of the existing retail, commercial, and employment uses within these neighborhoods and complete the mixed-use nature of this McCormick Ranch Center and the Shea Area Plan as envisioned.

• Encourage compact mixed-use, pedestrian oriented development patterns, at urban densities, that limit the demand for parking and unnecessary automobile trips, and support alternative modes of mobility.

Response: This Site, with the apartments, will utilize the existing infrastructure already in place and will take advantage of this prime location (albeit hidden from view) for such a mixed-use development because of the surrounding employment, retail, trails, and services. With a nice variety of employment and uses within walking distance, this Site and its future apartment development encourages walkability and alternative modes of transportation which limits automobile trips.

Growth Areas Element

Goal 3, Bullet Point 2: Provide open spaces in designated growth areas that encourage public gathering, enhance aesthetics, preserve viewsheds, and serve as buffers between uses of significantly differing function and intensity.

Response: Open spaces (i.e., existing and proposed) have been strategically laid out within the Site. These areas encourage public gathering and activity. The open space corridor along Shea Boulevard continues to preserve viewsheds that also serve as a buffer from Shea Boulevard and provides for a public benefit for the area. The apartment development strengthens the design and character of the Shea Area Plan and promotes a safe, comfortable, and aesthetically pleasing pedestrian environment and overall mixed-use development.

Housing Element

Goal 3, Bullet Point 1: Encourage and establish appropriate incentives for development of aesthetically pleasing housing that will accommodate a variety of income levels and socioeconomic needs.

Response: The proposed apartment development will be aesthetically pleasing and will allow for another housing opportunity within this immediate area.

Goal 3, Bullet Point 6: Consider incentives that encourage the development of diverse housing types, including smaller, more affordable units.
**Response:** A range of floor plans have been included with the development that provides various levels of living options (i.e. studio, one, and two bedrooms with roof access for some units) as well as amenities (e.g., concierge service).

**Goal 4, Bullet Point 1:** Encourage a variety of housing densities throughout Scottsdale, with mixed-uses in areas of major employment and transit hubs, to offer greater live/work choices to a broader economic range of households.

**Response:** This development provides a different level option in housing density while also providing a mix of uses located one of the city’s premier employment/residential corridor and further enhancing the live/work philosophy.

**Goal 4, Bullet Point 5:** Support the use of future innovations in technology and telecommunications as a way to remain flexible to changing demographics, community profiles and quality of life choices, including opportunities like home based businesses, telecommuting, on-line shopping, etc.

**Response:** The apartment development supports the use of future innovations in technology that provide opportunities for “work from home” based businesses of the present and future while providing for a high quality of life. The development will utilize state of the art Wi-Fi technology and contains on-site amenities and services within the business center that support future technology workers and can help to eliminate automobile use. The on-site business center has a conference center with meeting space and can assist in home business needs such as printing, which will be located within the development.

**Goal 4, Bullet Point 6:** Consider a variety of strategies to increase housing intensity and diversity in appropriate locations, such as around commercial areas, near transit centers or major employment.

**Response:** The proposed apartment development is in a heavily commercial/retail/office area. Moreover, there is bus, trails, and ease of access to the freeway. The apartments will also offer Uber and Lyft pickup & drop off area. Suffice to say, this site is ideal suited for residential apartments at the density proposed.

**Goal 4, Bullet Point 9:** Work to adjust the housing mix based on changing demographics and economics of the city.

**Response:** The changing economics and demographics of the city; particularly evolving towards a live, work, and play philosophy which allows for “work from home” options. The Site is in an ideal location to capitalize on that philosophy.
Community Mobility Element

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

Response: This mixed-use development will contribute to the existing live, work, and play theme seen in adjacent developments in this location. The mixed-use nature and design of the proposal provides for walkability and encourages alternative modes of transportation to reduce automobile trips and ultimately the strain on regional and local/neighborhood systems.

Goal 8, Bullet Point 3: Encourage, where appropriate, mixed use developments that physically incorporate residential, shopping and work environments within one area or project and place strong emphasis on connectivity with non-motorized access (pedestrian oriented development).

Response: This Site provides an appropriate mixed-use development with the various commercial/retail/office users in the area. Furthermore, by adding the apartments, the development is designed with the intent to reduce automobile trips and encourage pedestrian oriented development by including ground level uses, live/work units, and services and enhancing the streetscapes to become walkable, comfortable, and aesthetically pleasing.

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

• Encourage the sensitive integration of live, work and play land uses and their physical links within and between neighborhoods to emphasize sense of place.

• Provide a high level of service for pedestrians through facilities that are separated and protected from vehicle travel (e.g., placing landscaping between curbs and sidewalks).

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

Response: The design for this mixed-use development provides the opportunity to build community through neighborhood mobility by placing the pedestrian first via enhanced pathways on-site and beyond which will encourage activity and friendly neighborhood interaction. Design consideration includes shade, lighting, seating, bicycle parking, and safe pathways that foster a strong sense of community.
General Plan – Six Guiding Principles:

The following request is for a non-major GPA to the land use category and map contained in the Land Use Element of the City of Scottsdale 2001 General Plan. Six guiding principles indicate the appropriateness of a land use change to the General Plan. These six Guiding Principles are:

1. Value Scottsdale’s Unique Lifestyle & Character.
2. Support Economic Vitality.
3. Enhance Neighborhoods.
4. Preserve meaningful Open Space.
5. Seek Sustainability.
6. Advance Transportation.

Responses:

1. Value Scottsdale’s Unique Lifestyle & Character:

   **Response:** Scottsdale is world renowned for a tourism and resort lifestyle. The live, work, and play theme extends the concept of the unique Scottsdale lifestyle by offering an opportunity to utilize the surrounding amenities, services, entertainment, recreation, relaxation, business, and travel within walking distance to a place of residence. With the proximity to the TPC Golf Course, Scottsdale Airpark, and WestWorld among many other businesses this proposed development offers a modern, active, and exciting lifestyle rooted in a location that provides access to some of the best amenities the Scottsdale lifestyle has to offer. From professionals to families, this location provides the location, lifestyle, and services that appeal to everyone.

2. Support Economic Vitality:

   **Response:** This proposed apartment development will generate sales tax revenue from new tenants, property taxes, and indirect revenues spent within the area at nearby businesses, which generates a substantial new economic benefit to the city. The current office zoning on-site would not generate as great of economic benefit as a new community of residents who will generally spend a good portion of their income within the immediate area and Scottsdale as a whole. Moreover, increased residents within an area provides for greater opportunities for new employers to locate or expand due to the close proximity to housing, retail, recreation, etc.

3. Enhance Neighborhoods:

   **Response:** The proposed project will best utilize the Site, which is in the back of an existing development and hidden. This project will enhance pedestrian activity and connectivity of various areas, as well as bring to the area an active residential community and support services. The economic spin-off related to the new community provides revenue to
surrounding property owners’ businesses through shopping, dining, and nearby recreation/entertainment opportunities.

4. Preserve Meaningful Open Space:

**Response:** This project provides and has already areas for public rest, interaction, and connections. In addition, two (2) internal interconnected courtyards within the proposed apartment development the larger Site has the scenic corridor and open areas for people to gather. In addition, the Site will have beautiful natural landscaping that enhances the open space and showcases the beauty of the surrounding lush Sonoran Desert landscape palette.

5. Seek Sustainability:

**Response:** Many features of the proposed apartment development will indicate the commitment to sustainability. The density and design of this more urban multi-family development will use less land area and encourages a more mobile lifestyle other than via an automobile (e.g. walking, biking, and transit). Other design considerations include native landscaping which will reduce water use.

6. Advance Transportation:

**Response:** A mix of uses and nearby services encourages alternative modes of transportation through walking and bicycling. Furthermore, the apartment development Uber and Lyft pickup & drop off area emphasizing the lack thereof of needing a car while providing pedestrian amenities such as shade, seating, and bicycle/scooter parking.

Shea Area Plan

The Shea Area Plan was adopted in June 1993 by Scottsdale’s City Council. The following are the goals, intent, and policies from the Shea Area Plan (emphasis added) that support our proposal.

**GOAL – ENHANCE AND PROTECT EXISTING NEIGHBORHOODS**

**INTENT:** New development should blend into the existing land use patterns without creating negative off-site impacts.

**POLICY 1 -** New development should be compatible to existing development through appropriate transitions.
GUIDELINES:

The **following techniques are suggested to encourage compatibility with adjoining land uses:**

... 

1) **Building heights at the edges of the parcel should reflect those already established by the existing neighborhood.**

... 

4) **Buffering techniques such as landscaping, open space, parks, and trails should be used whenever possible.**

POLICY 2 - Parcels should develop without encouraging neighborhood assemblages. **It is desirable to unite undeveloped, individually owned parcels into a common development.**

GOAL – ENCOURAGE SITE PLANNING WHICH IS SENSITIVE TO ENVIRONMENTAL FEATURES

**INTENT:** Existing city policies provided for strong environmental protection and should be followed and actively enforced.

POLICY 1 - **Open space should be provided to link neighborhoods with trails and recreational areas, act as buffers between major streets and adjacent land uses,** provide for drainage, and protect significant habitat corridors, and to visually enhance the character of the area.

GOAL – PROVIDE FOR AN EFFICIENT ROAD NETWORK AND PROMOTE ALTERNATIVE MODES OF TRAVEL

**INTENT:** **Shea Boulevard should be built according to anticipated traffic demands. Limit site access, median breaks, and traffic signal locations** in accordance with the Shea Boulevard Transportation/Access Policy to be approved within six months of the Shea Area Plan.

POLICY 2 - **The trail system should be maximized as an alternative transportation route.**
GOAL – A VARIETY OF RESIDENTIAL HOUSING CHOICES SHOULD BE PROVIDED

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.

GUIDELINES:
...
5) For **parcels at the intersection of Shea and an arterial or greater street, consider multi-family residential projects on any developable corner of the intersection.**

Response: By adding the proposed compatible apartment development to this existing office/retail center will enforce, adhere to, and provide a more sustainable environment envisioned by the Shea Area Plan. Moreover, by providing the pedestrian connectivity points on-site and beyond (i.e., to the trail system, employment, retail, etc.) will be less impactful to the environment, which is also envisioned by the Shea Area Plan.

VII. PUD Criteria

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

A. **PUD Zoning District Approval Criteria**,

1. **As part of the approval or modified approval of an application for a PUD district, the Planning Commission shall recommend and the City Council shall find that the following criteria have been met:**

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

Response: The proposed addition of the apartment development to this Site accomplishes a range of goals including the public benefit of developing and using this hidden vacant lot into use. In addition, the high quality, vibrant architectural and site planning design as well as creating pedestrian synergy will complement the surrounding area. The proposed development meets and furthers the goals and policies of the General Plan and Shea Area Plan as discussed in this narrative. For example, the development of a mix of uses; specifically, residential (apartments) and providing pedestrian connections/pathways thus encouraging less dependency on the auto for the Site and the “core” area (i.e., McCormick Ranch Center).
B. The proposed development’s uses, densities, or development standards would not otherwise be permitted by the property’s existing zoning.

Response: The proposed apartment development would not be permitted under the existing C-O zoning designation on the vacant property.

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 proposed apartment development is compatible with adjacent land uses, heights, and maintains the integrity of the Shear Area Plan and McCormick Ranch Center’s “core” area by providing a balance between residential and employment/retail type uses. Current multi-family residential projects in the area are compatible and similar character, but this location is hidden from view and a difficult property to develop into something other than residential units.

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

Response: There are adequate infrastructure and City services to serve the development.

E. That the proposal meets the following location criteria:

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 Site is not located within the ESL area or 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: The Site fronts Shea Boulevard, a major arterial street as well as has access to 92nd Street a minor collector.

VIII. Conclusion

In summary, the applicant is seeking a Non-Major General Plan Amendment and rezoning on an approximately 13+/- gross acre site located at 9375 East Shea Boulevard to create and add a unique luxury multi-family residential development to an existing retail/office center in order to create a mixed-use development with approximately 331 residential units. These residential units will enhance upon the work, live, and play environment encouraged by the McCormick Ranch.
Center “core” area, the Shea Area Plan, and General Plan as well as the trend in development patterns (i.e., areas more urban and with amenities) currently occurring in Scottsdale and beyond.

Workers, millennials, and professionals alike desire a work/live lifestyle option that is different than a traditional workplace and household environment. One that affords them a flexible schedule to work and play and thus creating a more active (24-hour) environment of live, work, and play. As such; a development that promotes a mix of land uses, walkability/bike riding, reduced auto trip generation, environmental responsibility, amenities, and professional synergy/contact are important and revered by society today.

The proposed mix of uses envisioned on this 13+/- gross acre site will not only enhance the local area, but Scottsdale in general by providing a unique living experience not available in many areas or cities. As stated, the 13+/- gross acre site is surrounded by a variety of employment, recreation, entertainment, office, and service-related business and as such is perfect for this unique mixed-use concept.

This is a unique and exciting mixed-use project that will not only be a success but will exemplify the vision that the city of Scottsdale, the employers, and the residents had hoped, and hope, to achieve in the area.