

MERCADO VILLAGE NON-MAJOR GENERAL PLAN AMENDMENT & REZONE PROJECT NARRATIVE

For property located approximately 1/4 mile south of Shea Boulevard on the east side of 92nd Street

Request

Minor General Plan Amendment to the 2035 General Plan Land Use Element (two (2) acres of Commercial to Mixed-Use)

And

Rezoning from Planned Community District with comparable Commercial Office (PCD C-O) zoning district

To

Planned Community District with comparable Planned Unit Development (PCD PUD) with **NO** amended development standards and an amendment to an existing Development Plan of an existing Planned Community District with comparable Planned Unit Development (PCD PUD) zoning

Case 444-PA-2023

First Submittal: January 17, 2024

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Request

The following is a revised non-major General Plan amendment ("GPA") and rezoning request by Caliber, The Wealth Development Company, a local Scottsdale company ("Owner"), for Maricopa County Assessor's Parcel #'s 217-39-537B, 217-39-536, 217-39-537A, 217-39-537C and 217-36-989B request and seek to create a development plan for an approximate 6.64 gross acre redevelopment. The development plan includes portions of Owner's property with an existing development plan from a 2013 rezoning case (Case 6-ZN-2013). The following outlines the request:

1. Amend the City of Scottsdale General Plan 2035 (non-major) from Commercial to Mixed-use on approximately two (2) gross acres, and
2. Amend the 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 and 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

The request is a comprehensive redevelopment plan of outdated office buildings and utilizing adjacent vacant land to the east. The proposal is to design an appropriate scaled, residential apartment building, with co-working offices and live/work spaces to provide much needed support housing and office space for small businesses, to the Cure Corridor land uses, including the hospital campus and surrounding medical offices and the surrounding commercial and services core. The proposed mixed-use apartment building will not impact any surrounding single family residential neighborhoods and provide the surrounding commercial centers with much needed customers and potential employees.

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 for an overflow parking lot that is in disrepair. The existing office buildings are currently vacant and shuttered. The two-story office building with parking and access underneath has not been in use for approximately ten (10) years. In 2013, the city approved Case 6-ZN-2013 to redevelop that office building and the attached two-story office building (closest to 92nd Street and no parking/access underneath). The approved development plan included re-using the office building with the parking and access underneath, by converting that building to residential units, adding a floor on top of the existing two-stories. Even with the enhanced mixed-use zoning, the PUD's approved development plan was never fully implemented as the office building with parking underneath is an obsolete design and cannot be retrofitted. Cases 3-GP-2021 and 6-ZN-2021 and 6-GP-2022 and 12-ZN-2022 were previous attempts to approve mixed-use proposals for the Property and portions of the adjacent commercial center. This revised proposal removes any property from the adjacent commercial center and lowers the building heights and density.

Surrounding Context

The Property is adjacent to the existing commercial center with Sprout's and Chompies being the major users within the center. Across 92nd Street, is the Honor Health – 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 further to the east.

2035 General Plan

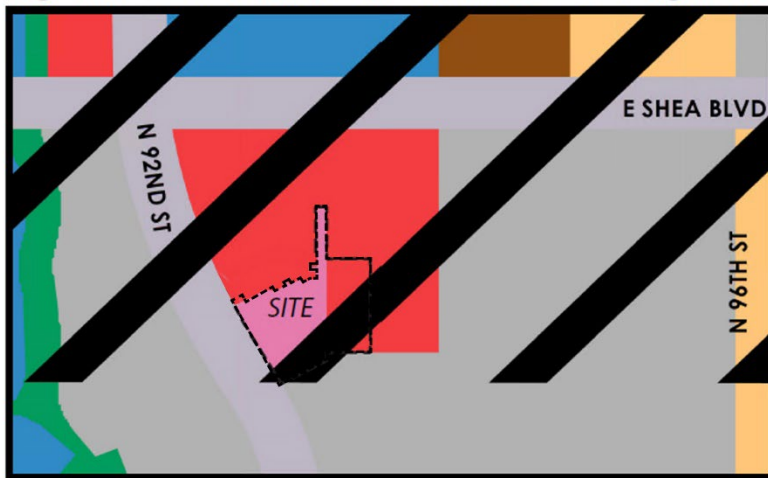
As it relates to the General Plan, **the request is for a minor General Plan amendment to re-designate the Commercial land use on the vacant two (2) acre parcel to Mixed-Use Neighborhoods**. The proposed change will be combined with the existing Mixed-Use designation that encompasses the existing office building parcels along 92nd Street.

The requested GPA is a non-major amendment based on the criteria established in the 2035 General Plan, which are:

- 1) Change in Land Use Category.

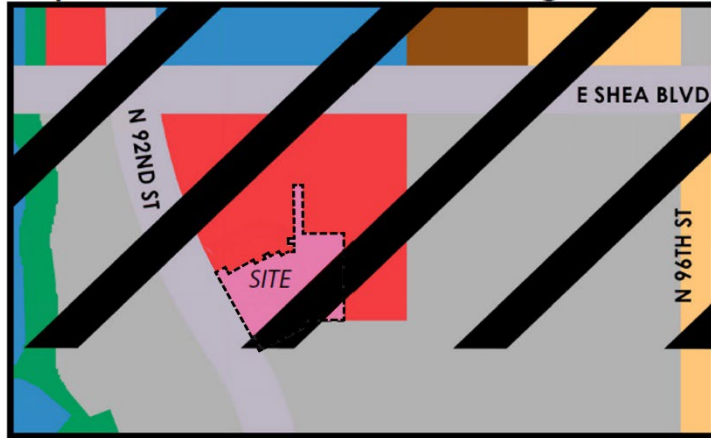
2035 General Plan Land Use Map

Existing Land Use: Commercial & Mixed-Use Neighborhoods



Response: The Property is currently designated as a mixture of Mixed-Use Neighborhoods and Commercial land use designations, with the Shea Corridor Overlay. The change from Commercial to Mixed-Use Neighborhoods falls within the Group G of the land use matrix within the City's General Plan. Since both land uses are within the same group, a major General Plan amendment is not warranted.

Proposed Land Use: Mixed-Use Neighborhoods



- 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.

- 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 no 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:

- An area designated by the Circle Land Use Category on the General Plan Future Land Use Map is determined to already be planned for the land use categories within the Circle Designation, per cases 4-GP-2002 (State Land) and 54-ZN-1989 et al. (DC Ranch), and will be processed as a minor amendment.

- Regional uses [see Regional Use Overlay Category description] within the Regional Use Overlay area on the General Plan Future Land Use Map are determined as already planned land uses for that area and will be processed as a minor amendment.

- Proposed land use changes within the Shea Corridor Overlay and/or Mayo Support District Overlay areas that fully meet the goals, policies, and guidelines of the East Shea Area Plan/Shea Area Plan (1987/1993) will be processed as minor amendments.

- If a project applicant wishes to appeal the determination of a major General Plan amendment, the City Manager, or designee, will evaluate the appeal and make a final major amendment process determination.

- The following are exceptions to Criteria #2 - Area of Change - only:

- A change greater than ten (10) gross acres from one General Plan Residential Land Use Category to another General Plan Residential Land Use Category of lesser density will be processed as a minor amendment.

- A change greater than ten (10) gross acres in General Plan Land Use Category to Cultural/Institutional or Public Use with a municipal or non-profit cultural facility that is not adjacent to a Rural or Suburban Neighborhoods General Plan Land Use Category, and it does not share direct access to any street having single-family residential driveway access within one-half (1/2) mile of the proposal will be processed as a minor amendment.

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

Character and Design Element

The Property is designated as an Urban Character Type within the Character and Design Element of the 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 the proposal. This proposal met the previous character plan from the 2001 General Plan and continue to meet the goals of the character and design element based on our revised proposal.

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, pedestrian connectivity to retail, restaurants, and service uses, including the nearby City path and trail system. The request will remove an antiquated office use and develop vacant land in this mixed-use core

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 just east of the City's only freeway corridor and along the Shea Boulevard corridor. The proposal is placed within an

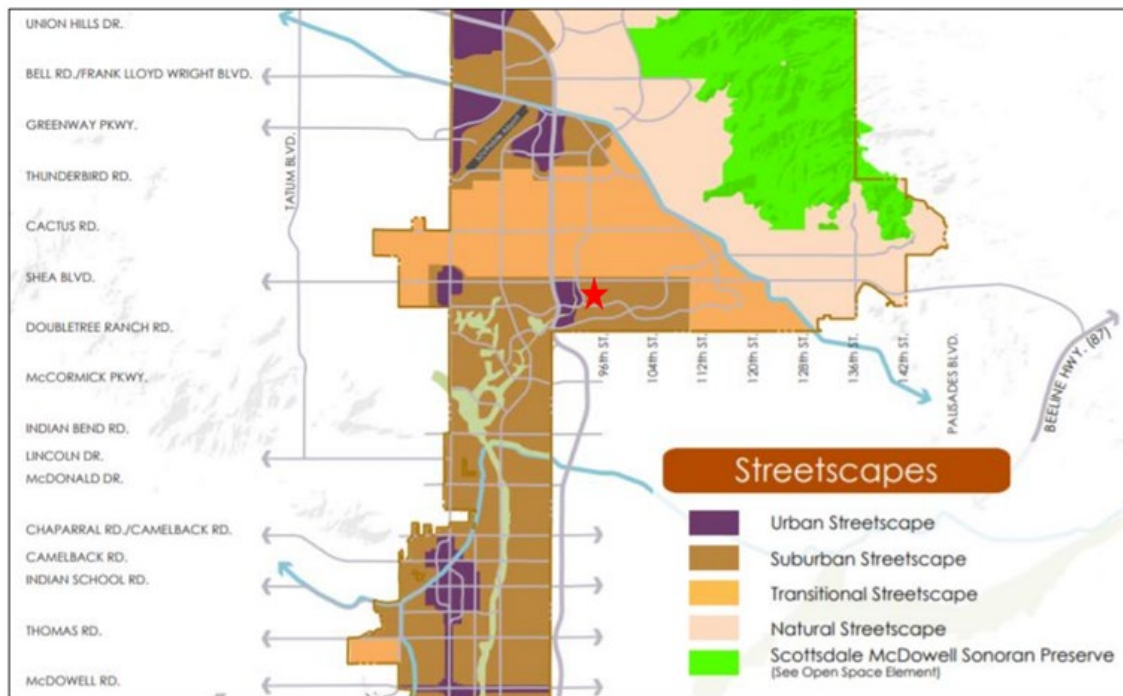
already intense and active area. The inclusion of a dense residential project will compliment and support this important health care corridor of the city.

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, setbacks on the building and the creation of a pedestrian sidewalk system and traffic signal 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 renowned local architect who will propose a streetscape and building character and design that will fit into the context of the area.

Land Use Element – Goals and Approaches

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.

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

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 and more affordable housing option with amenities, places a housing option directly adjacent to two (2) of Scottsdale's major employers (who previously supported the project). 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 co-work office space and live/work options strengthens and enhances Scottsdale's character and physical appearance.

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.

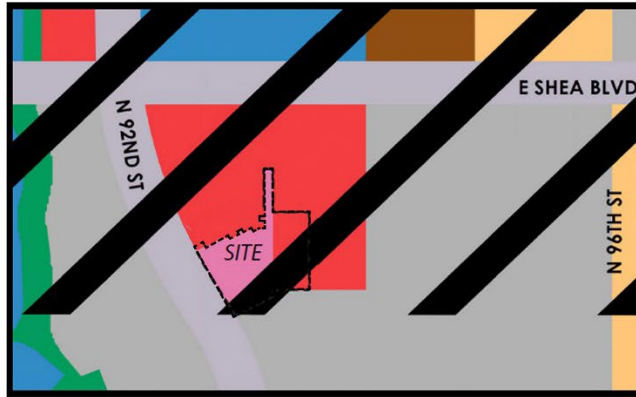
Response: The Proposal meets goal 3.1 by providing a diversity and innovative development pattern of residential uses and supporting services to provide for the needs of the community. The adjacent properties to this proposal demonstrates a partnership between land uses that will support each other. Future residents mean future customers and future employees. All these dynamics working together in providing residential living alternatives to the 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. Finally, with regards to LU 3.5, we held an open house prior to submittal. We intend to engage the public and stakeholders throughout this process.

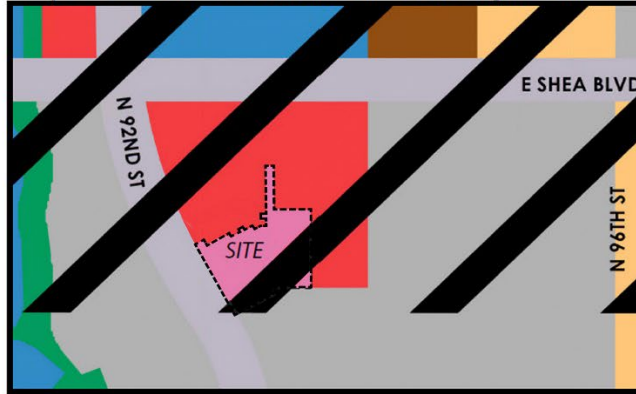
2001 General Plan Land Use Map Comparison

**3-GP-2021 - 92 Ironwood
Existing and Proposed General Plan 2035 Land Uses**

Existing Land Use: Commercial & Mixed-Use Neighborhoods



Proposed Land Use: Mixed-Use Neighborhoods



General Plan 2035 Future Land Use Map Legend

Rural Neighborhoods	Commercial	Regional Use Overlay	Natural Open Space
Suburban Neighborhoods	Employment: Light Industrial/Office	Shea Corridor Overlay	McDowell Sonoran Preserve
Urban Neighborhoods	Employment: Office	Mayo Support District Overlay	
Mixed-Use Neighborhoods	Cultural/Institutional or Public Use	City Boundary Line	
Resorts/Tourism	Developed Open Space		

Request by owner for a minor General Plan amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Commercial to Mixed-Use Neighborhoods on ±3.92 acres of a ±8.52-acre site.

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 main 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 support 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 accessible by numerous points of pedestrian connectivity bridging medium to high density residential to adjacent employment and 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.

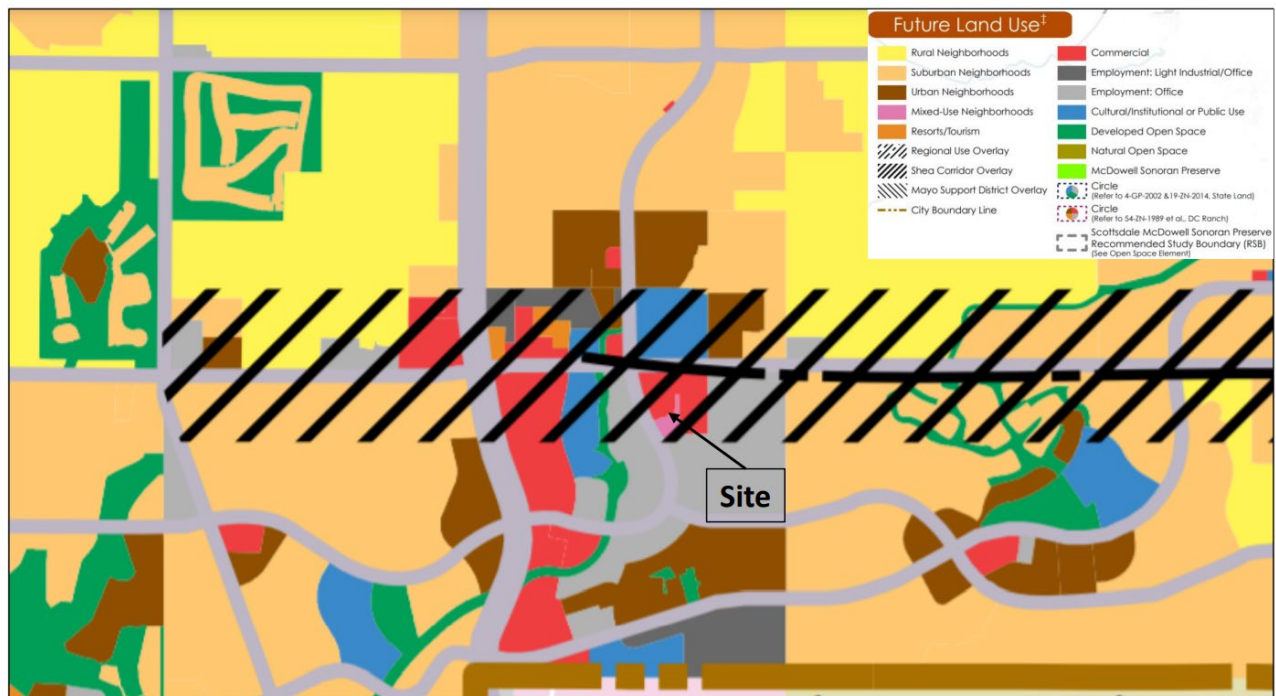
Response: The overall request is to set forth zoning and land use entitlements consistent with the General Plan's Citywide Land Use Policies. The Property is adjacent to an 'Activity' area. The request provides for a high-quality multi-family residential living environment in a highly active mixed-use 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.

■ **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 falls within the Shea Corridor 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.

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 hospital building, 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 surrounding single family residential uses. The nearest single-family residential property is approximately 1,800 feet to the east. The Applicant/Owner has hired a renowned 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. Although the proposal is for a larger 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, 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 provide connectivity to 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 previously 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 developed, 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 over two-times the open space required.

- 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. A traffic signal is also being proposed, which leads to safer southbound movements away from Shea Blvd.

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 mixed-use 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 green belt. The new residential, mixed-use project will not impact established single-family neighborhoods and will provide for an appropriate density 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 support the successful mainly non-residential 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 number of residential housing units in a central location around corporate and medical office uses will support and provide for future employees and users 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: 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, while also providing live/work and co-working office spaces. Mention walkability and maybe reduction of automobile dependence given proximity to essential services

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 option 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 center. Both projects share access and parking, but the large office building has been vacant for many years. The revitalization effort proposed unlocks the potential for additional employees, shopper, diners, and new residents seeking the services offered in this area. This in turn sustains the economic well-being of this particular area of the city. As stated, the development of a dense 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' affordable and alterative housing options for today's middle-class. Other than Nimbyism, 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 to work problem. Without this proposal,

Scottsdale will continue to struggle on housing diversity, providing employers with employees that live near their workplaces and provide undue hardship on commercial uses that desire mixed-use for their fiscal well-being.

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 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 placed and will be designed so as to blend with the character of the surrounding community. Not providing for apartments in this context appropriate location will ensure none of these goals and associated policies of this important section of the General Plan are met. Conversely, this proposal hits each and every one of this particular goal and policies within the Housing Element. The density is context appropriate and supports two (2) of Scottsdale's major employers and surrounding 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 of affordable 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, and affordable housing.

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 and work in an approximately 30-square mile area that has not seen multi-family development in the past 15 years. The proposal meets this goal and its associated policies, and the City should be open to all of the benefits versus the perceived negatives.

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 development. By removing outdated, now vacant office buildings, the proposal does not impact any surrounding buildings with the provision for taller buildings. The end result will create a thriving mixed-use core adjacent to commercial, office and hospital campus uses. This is a long-term mixed-use neighborhood stability project and classic redevelopment that benefits all of Scottsdale.

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

Response: This site is an unused, obsolete office concept and a vacant parcel with poor visibility to 92nd street. The redevelopment of the site, the assemblage of parcels and the close proximity of the commercial center property sustains the long-term economic well-being of the entire mixed-use area. The proposal will strengthen the current commercial uses that are used by single family and nearby multi-family uses. Not providing residents/customers adjacent to employers and commercial businesses does not sustain long-term economic well-being for the 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. The City's water studies indicate that this area of the City 'Central Scottsdale' is primarily 90-100% developed. Although the Property and some surrounding properties are proposing redevelopment, the City's water studies have figured into their water needs modeling anticipated growth in this area. The City analysis during the previous 2021 rezoning case at 300+ apartment units did not demonstrate any impacts to the City's water system in the area.

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: The strong support from two (2) of Scottsdale's iconic employers, Honor Health and CVS/Caremark, as well as the local adjacent and nearby commercial uses, 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. There have also been many presentations and documented studies on the need for affordable and alternative housing 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 locate a significant residential project directly adjacent to other major non-residential 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 the new residents to work where they reside, 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 green belt path and trail system will reduce the frequency of automobile trips and provide for a healthier way of getting around the area.

With regards to traffic, an 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. 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. 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: 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 underutilized parcel (APN 217-36-989B), thereby creating a comprehensive set of land uses, densities and development standards not afforded in the two (2) 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.

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.

- 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 zoning allows for amended development standards. THIS REQUEST DOES NOT SEEK ANY AMENDED DEVELOPMENT STANDARDS. The intent is to meet the required building height allowances 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 stepbacks and no amended height standards, the project has no impacts to any pedestrian, vehicular or single-family residential views. In addition, the density has been reduced to 255 residential units from previous proposals.

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.

The goal of utilizing the PUD zoning is 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 allows the proposal to truly

integrate into the surrounding mixture of uses. The proposal will allow 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.

Site Plan

The proposal is for a primarily three (3) story residential building with a rooftop pool and fitness center. The current request reduces the number of apartment units from previous proposals to 255 units, which in turn reduces the density to 38.40 dwelling units to the gross 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 new traffic signal 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 access the hospital campus and the City's green belt 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 from the mix of uses onto 92nd Street and not Shea Blvd.

The proposed residential component of the mixed-use site plan is a three-story multi-family residential structure wrapping a main parking structure. Access to the parking structure is off the main access 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 allow residents on all floors views into small courtyards, thereby enhancing the living experience. A large courtyard is also placed along the narrowest portion of the proposed building to provide internal open space for the units along 92nd Street.

The provision of the large open spaces on the project will allow for future resident social and passive recreation areas onsite. The pool and other amenities will be placed on the central portion of the roof of the parking structure and not be viewable from the public right-of-way. The projects distance to single-family neighborhoods will ensure these amenity areas have no impacts to those neighborhoods.

Economic Impact

By providing a significant residential density into the commercial, office and hospital core area, there is strong potential for future growth of those industries. The future residents will be able to walk and bike to shop and dine at the adjacent and nearby medical and 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. 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 affordable 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 new traffic signal 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 access the hospital campus and the City's green belt path and trail system and is supported by Honor Health Shea Campus.

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 traffic and finalizes the traffic challenges to 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. direct access. The attached traffic analysis demonstrates that the roadways not named Shea Blvd. are significantly under capacity in the area. The 255 residential units do 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 signal 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

We have submitted a comprehensive citizen participation plan as part of this submittal. We met with stakeholders throughout 2023 to assess and understand building type, design,

density, access and other considerations. We held an open house on January 8, 2024 at Caliber corporate offices to discuss our new request. This open house is required prior to submitting a complete application per the City's development submittal process.

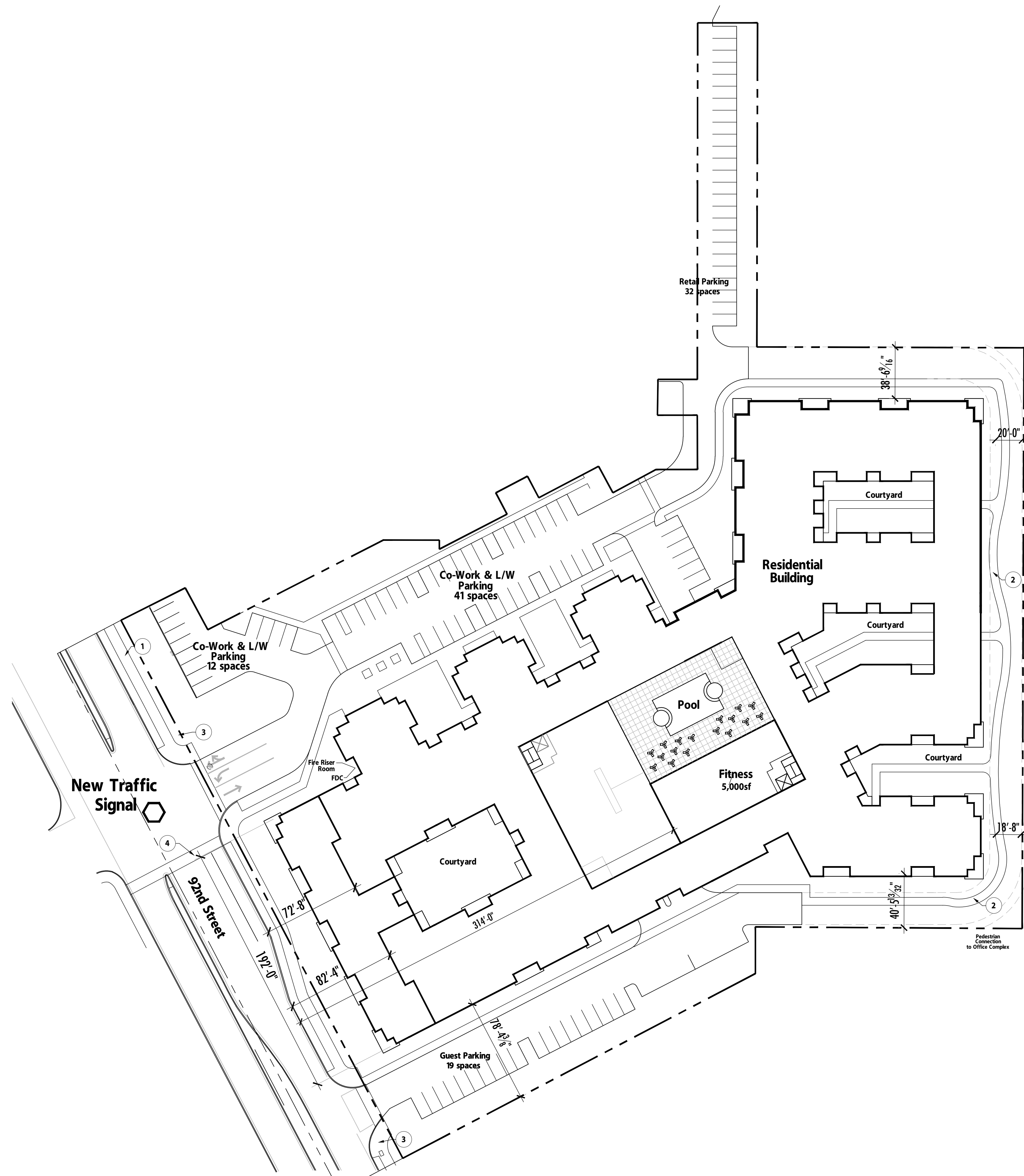
We intend to hold additional open houses as necessary to continue to communicate with residents and stakeholders throughout this entitlement process.

Summary & Conclusion

As discussed throughout this narrative, the proposed mixed-use request will reinvigorate and redevelop an under-utilized office parcel and the vacant parcel to the east. The influx of new residents will provide for new users of the surrounding non-residential uses. The mixed-use proposal creates safe and efficient access between the properties. 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 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 City's green belt path and trail system.

This area of the city is 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 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 creates a series of co-working office space and live-work housing options for potential new residents. As a result, the proposed mixed-use multi-family proposal will enhance the quality of life for the future residents and ensure future success of the adjacent commercial businesses.



Site Plan

Site Area:	6.64 acres gross (289,152sf) 6.08 acres net (264,725sf)
Residential Area:	225,355sf rentable
Building Height:	50'-0" (3 Stories)
Total Units:	255 units (8 L/W; 195 1-bdrm; 52 2-bdrm.) (884sf average)
Density:	38.40 units / gross acre
Co-work Space:	5,000sf
Live Work:	8,142sf
Residential Parking Required:	353 spaces (1.3/1-bdrm; 1.7/2-bdrm.)
Guest Parking Required:	43 spaces (1 space / 6 units)
Co-work Required:	17 spaces (1.0/300sf)
Total Parking Required:	413 spaces
Parking Provided:	350 parking garage spaces 53 surface spaces (Co-work & L/W) 19 surface spaces (Guest) 32 surface spaces (Retail) 454 spaces total

KEYNOTES

1. New 8' Detached Concrete Sidewalk
2. 6' wide Sidewalk Connection
3. Visibility Triangle (30" max. landscape height)
4. New Pedestrian Crosswalk with Traffic Signal



MERCADO VILLAGE- Scottsdale, Arizona

20157- 1-16-24

