

# Optima McDowell Mountain Village™

optima®

REZONING APPLICATION SUBMITTAL

04/25/22 - V5



Bird's Eye View from West of Site



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Bird's Eye View from Northwest Corner of Site



## Rezoning Application Overview

Optima's Pre-Application was submitted on March 22nd and a subsequent meeting with the City was held on April 12th to review the proposal and receive initial feedback and comments from the City Staff. Optima has incorporated initial feedback and comments from the Pre-Application meeting into this formal Rezoning Development Application. Once the application and all associated drawings and documents have been reviewed and approved by the City, the required public hearing schedule will be posted on the City's website. We look forward to continuing to engage with the community and this document will continue to be updated throughout the rezoning process.

Please send your comments or questions to [MTessier@scottsdaleaz.gov](mailto:MTessier@scottsdaleaz.gov) and [OptimaMcDowellMountainVillage@optima.inc](mailto:OptimaMcDowellMountainVillage@optima.inc). To be added to our email list for project updates please email [OptimaMcDowellMountainVillage@optima.inc](mailto:OptimaMcDowellMountainVillage@optima.inc). For more about Optima please see page 57 or visit [www.optima.inc](http://www.optima.inc). We are also in the process of setting up a project website and will provide that information once it is available.





# Optima McDowell Mountain Village Overview & Development Plan

## Overview

Optima McDowell Mountain Village is designed to create an environmentally friendly residential neighborhood that both enhances and blends with the beautiful McDowell Mountains and Sonoran Desert in the burgeoning area of North Scottsdale and the Greater Scottsdale Airpark. Optima plans to provide this outstanding location with a state-of-the-art, all-inclusive, health-based, amenity-rich community designed to also be a destination for Scottsdale residents by including 80% open space on grade level and 100% underground parking and service functions which enables Optima to provide an approximately 10-acre public park and bicycle path encompassing the development and connecting to the City of Scottsdale Bicycle Master Plan. The public park also includes a public amphitheater, children’s play areas, calisthenics areas, sculptural fountain, putting green, seating and lounge areas as well as 31,000 SF of destination commercial and retail concepts.

With views of the majestic McDowell Mountain range as a background, the location could not be more convenient. Just a five-minute drive to Scottsdale Quarter and future retail and commercial planned directly adjacent to the east, Optima McDowell Mountain Village is designed to provide high-quality housing to this prime location. The Loop 101 Freeway offers rapid access to all of Scottsdale and points beyond. Residents will have the ability to conveniently and efficiently reduce daily commute times and quickly get to Scottsdale’s most popular destinations for entertainment, dining, and outdoor activities.

Designed by award winning architects David C. Hovey, FAIA and David Hovey, Jr. AIA, Optima McDowell Mountain Village is comprised of six concrete-framed condominium and apartment buildings with stepped and undulating landscaped facades that echo the shapes of the McDowell Mountains and represent the next evolution of Optima architecture and construction. Glass-enclosed 15-foot high ground-floor levels will feel utterly transparent. Every rooftop deck will provide spectacular views of the McDowell Mountains to the east, beautiful sunsets to the west, Pinnacle Peak to the north, and Camelback Mountain to the south. The six buildings – a mix of condominiums and apartments – are to be arrayed around the site’s perimeter. Occupying a full 80 percent of the site is an open, lushly landscaped central courtyard which will include seating areas and fire pits, a large fountain to cool the air, a synthetic surface recreation area and the balance of the space landscaped with indigenous plants, shrubs and trees. Taking a central position will be a sunken amphitheater to serve the Village and the public at large. It could be used for public talks, plays, musical events or other entertainment residents can imagine. A 14-foot-wide bike/ pedestrian trail encircling the Village will connect to Scottsdale’s Bicycle Master Plan. 100% of the parking will lie on two levels beneath the complex.

The kind of sophisticated architectural detail that characterizes Optima’s Arizona projects: Optima Biltmore Towers, Optima Camelview Village, Optima Sonoran Village, and Optima Kierland, will

be reprised at Optima McDowell Mountain Village. The buildings are sensitively massed at 11 stories and are designed to have complex elevations that step in and out creating depth, shadow and texture that enlivens each face of every building and emulates the forms of the McDowell Mountains in the distance. Adding to the dynamic effect will be the outdoor terraces provided for every unit that will be edged with trailing native plants cascading down the building. We have designed the buildings to emulate the colors of the desert with bronze glass, railings, planters and privacy screens made of Cor-ten steel which weathers over time to warm brown and desert tones. Thin floor plates of just 8.5 inches will be regular, modest punctuation marks in the composition. All service areas, e.g. deliveries, recycling, and trash, will be located underground below Optima McDowell Mountain Village.

Each building will contain its own amenities. The rooftop decks will include: 50-meter Olympic-sized swimming pools surrounded by chaise lounges, running tracks that will follow the perimeter of the roofs, locker rooms, outdoor fireplaces, barbecues, seating areas, perimeter plantings and sheltering arbors covered with vines. The lobby levels will be similarly outfitted. Apart from the spacious lobbies, support facilities like a management office and a business center with conference rooms will be provided at the ground floors. Fitness centers that look out over the courtyard will include basketball courts, strength and aerobic training equipment, a yoga studio, and locker rooms.

Optima was founded in 1978 by David C. Hovey, FAIA with the intention of elevating multifamily housing by vertically integrating development, architecture, construction, sales, marketing, and property management. Optima has developed award winning Arizona projects: Optima Biltmore Towers, Optima Camelview Village, Optima Sonoran Village, and Optima Kierland. We believe our proposal for Optima McDowell Mountain Village will enhance Scottsdale and stimulate healthy sustainable growth.



View from Scottsdale Rd.

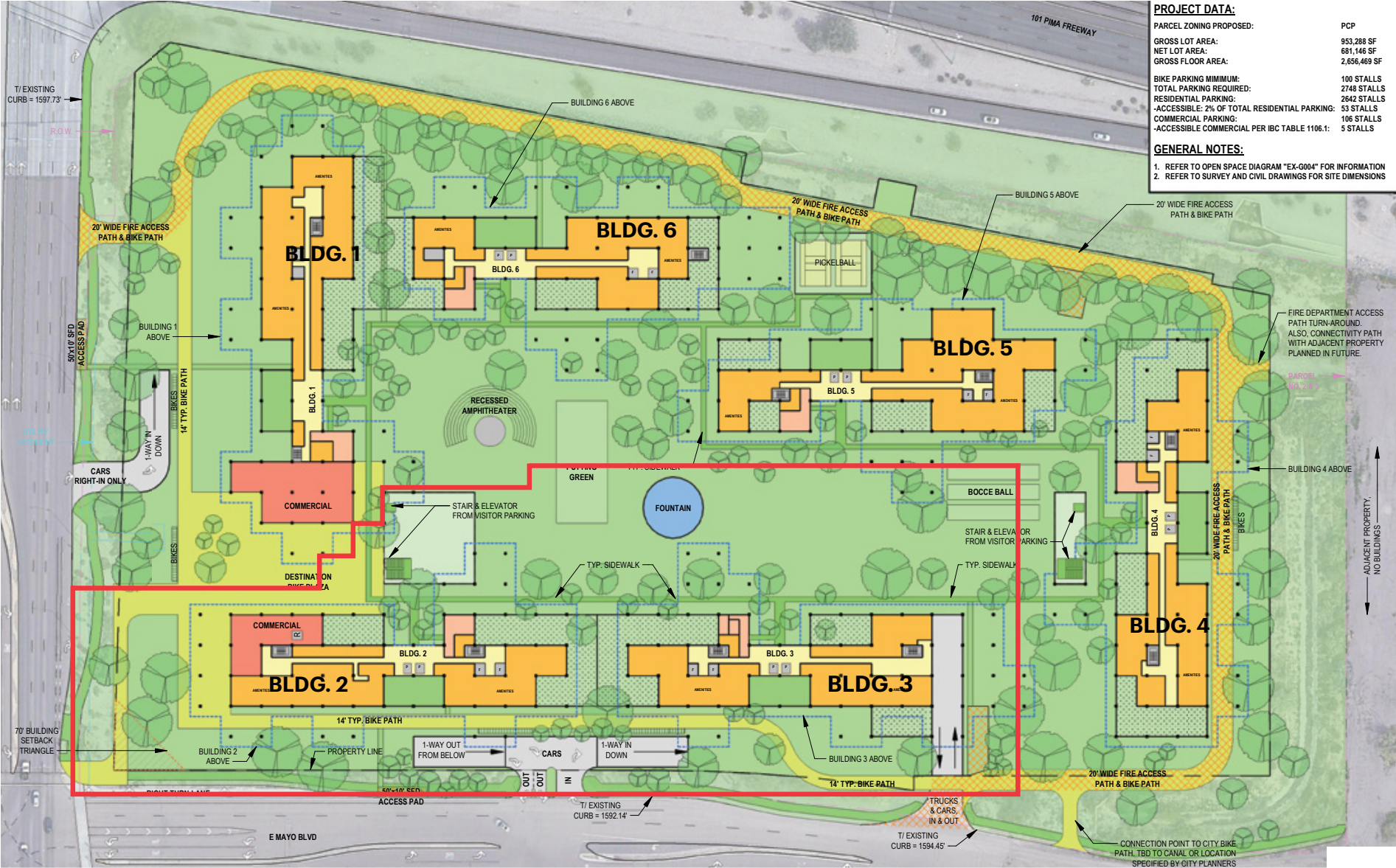


# Optima McDowell Mountain Village Overview & Development Plan

## Development Plan

Optima McDowell Mountain Village is planned as a 6-building development with a mix of condominiums and apartments. The development plan is to build two buildings as part of Phase 1 which would include buildings 2 and 3, one as an apartment and the other as a condominium. We plan to have a mix of apartments and condominiums on the balance of the site with each building and phase being determined by market conditions.

Optima McDowell Mountain Village provides a live, work, play environment that will appeal to a wide range of renters and buyers drawn to the architecture, open space, active lifestyle, health-based amenity rich community and service offerings, as well as its premier Scottsdale location. It is expected that the demographics of Optima McDowell Mountain Village will be similar to Optima Kierland which is located just 2.5 miles to the south and will range in age from 25-75+, have household composition varying from singles to empty nesters to families, and relocate both locally and from across the nation. It is interesting to note that there is a higher % of those in the 60+ age range that are renting at 7140 Optima Kierland (37%) than have purchased condominiums at 7180 Kierland (32%). Optima McDowell Mountain Village will draw the interest of residents interested in simplifying their lives without sacrificing quality. Residents who want to remain in the community without the hassle of home maintenance will be offered our Optimized Service® platform which takes concierge services to the next level, providing conveniences for our residents within the comfort of their homes.





# Project Data

## Site Area

—21.88 acres gross acres of site area

—15.637 acres net site area

## Open Space

—The project is designed to be open to the public. 80% of the net site area constitutes open space

—80% of the Open Space that is provided at grade level is accessible to the public (i.e. 65% of the net site area at grade level is accessible to the public)

—Refer to page 39 for more details on the open space plan

## 100% Underground Parking, Below Grade Loading & Service Area

—100% underground parking enabling 80% open space at grade level

—The project incorporates a two-story underground loading and service area where loading trucks, trash, and recycling can all be managed from within the below grade parking structure

—See page 39 for more details on 100% underground parking, below grade loading & service area

## Building Heights

—107’ to Top of Residential Floor Slab

—118’ to Top of Roof Structural Slab

—119’ to Top of Running Track

—123’ to Top of Roof Amenities Deck

—133’-6” to Top of Amenities Roof Structure / Trellis (<15% of overall roof)

—144'-9" to Top of Elevator Overrun (2% of overall roof)

—See Building Heights section on page 43 for topographical information of comparative grade level and roof heights of nearby properties to the north and northeast of the site as well as an explanation of the different heights of our roof elements. The elevations rise significantly to the north and northeast of this site.

## Density/Unit Mix

—1,500 Residential Units

—69 Units per Acre on this Site

Effective Residential Density of 14 units per acre when combined with the neighboring commercial parcel to the east of this site which is 85.6 gross acres (State Land - Zoned commercial).

Optima McDowell Mountain Village Preliminary Overall Unit Mix			
Unit Type	Unit Count	% Mix	Average SF
Studio	105	7%	675 SF
1 Bedroom	450	30%	850 SF
2 Bedroom	600	40%	1,425 SF
3 Bedroom	345	23%	2,221 SF
1,500		100%	1,390 SF

## FAR

—3.9 FAR

## Commercial Space

—31,000 SF of commercial space

—Optima McDowell Mountain Village is designed to bring high-quality residential housing to the Greater Scottsdale Airpark. We have limited commercial space because this site is located adjacent to 85.6 acres that is State Land zoned and planned for commercial use with no residential.

—Potential Uses

- High-End Restaurant
- Bicycle Shop
- Elementary School
- Café
- Dry cleaners
- Financial Institutions
- Coffee/Juice Bar
- Boutique Spa/Wellness Center
- Office Suites
- Early Childhood & Preschool

When combined with the neighboring commercial parcel to the east of this site which is 85.6 gross acres, there is effectively 80% commercial space use between the two sites.



Project Renderings











































OPTIMA MCDOWELL MOUNTAIN VILLAGE































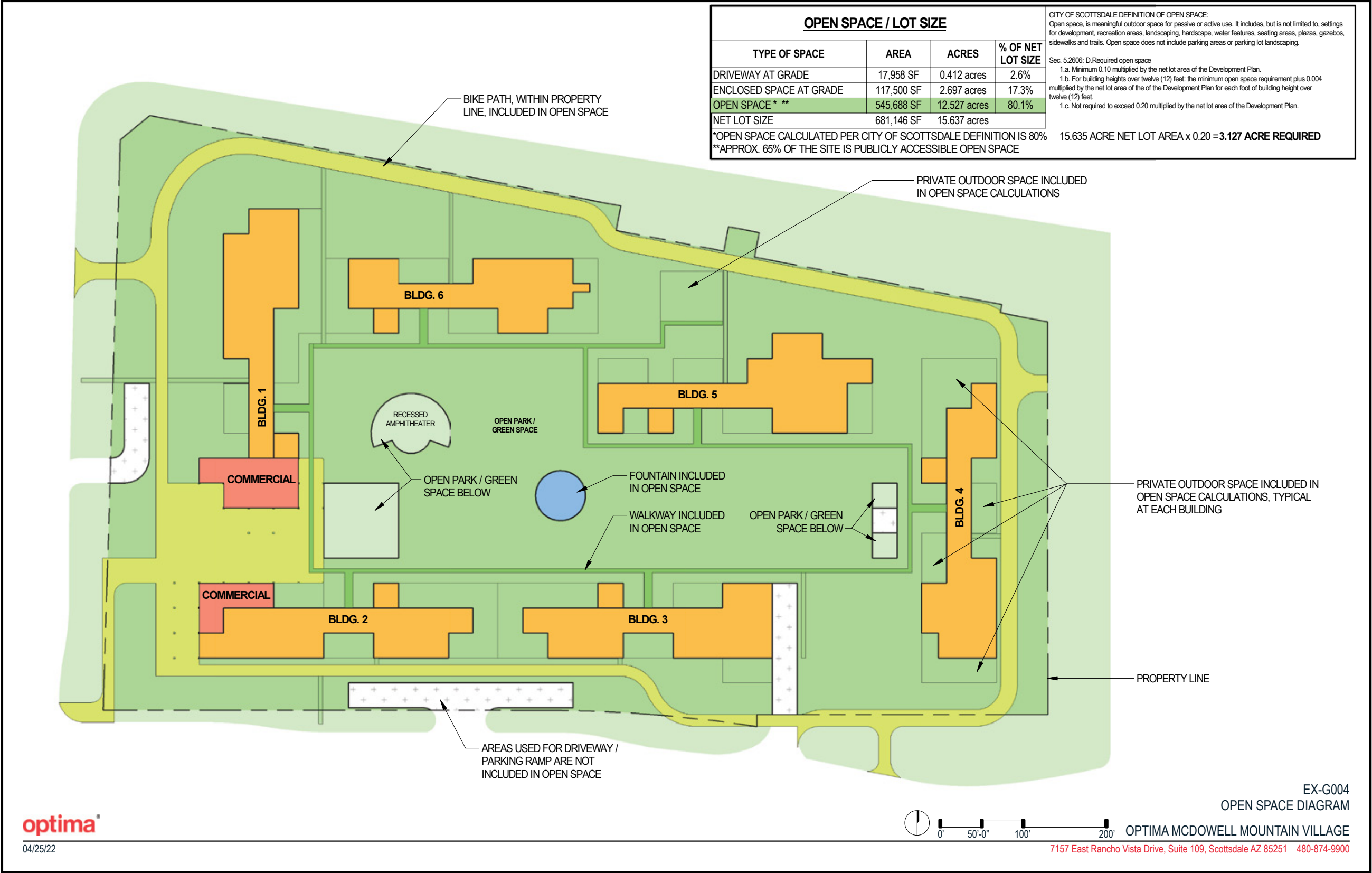








Project Plans





**BUILDING HEIGHT INFORMATION:**

\*ALL HEIGHTS MEASURED FROM LEVEL 1 (PROJECT 0'-0"). PROJECT 0'-0" = 1598'  
(PROJECT 0'-0") IS 2.23' ABOVE "POINT OF REFERENCE ELEVATION"

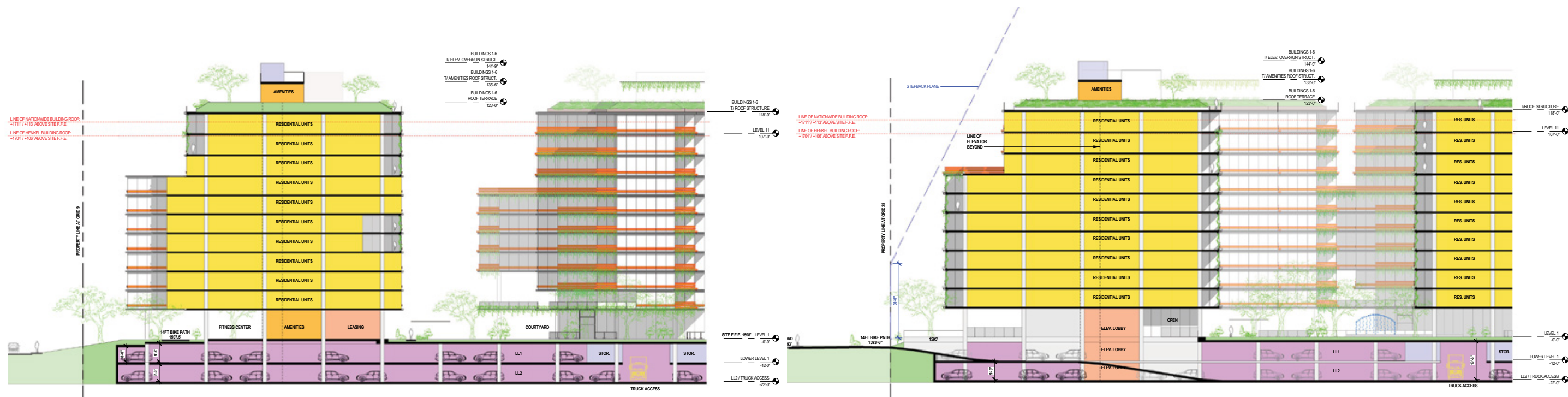
- BUILDINGS 1-6 (11 STORIES WITH AMENITY ROOF DECK)
  - 107'-0" TO TOP OF RESIDENTIAL FLOOR SLAB
  - 118'-0" TO TOP OF ROOF STRUCTURAL SLAB
  - 119'-0" TO TOP OF RUNNING TRACK
  - 123'-0" TO TOP OF ROOF AMENITIES DECK
  - 133'-6" TO TOP OF AMENITIES ROOF STRUCT. / TRELLIS
    - (<15% OF OVERALL ROOF)
  - 144'-9" TO TOP OF ELEVATOR OVERRUN STRUCT.
    - (<2% OF OVERALL ROOF)

**POINT OF REFERENCE ELEVATION CALCULATION:**

- T/ EXISTING CURB AT NORTHERN POINT OF N. SCOTTSDALE RD = 1597.73'
- T/ EXISTING CURB AT MAYO CAR ACCESS = 1592.14'
- T/ EXISTING CURB AT EAST SIDE OF E. MAYO BLVD = 1594.45'
  - AVG CURB ELEVATION = 1594.77'
  - (AVG CURB ELEVATION) 1594.77' + 12" = 1595.77'
- POINT OF REFERENCE ELEVATION = 1595.77'

**CITY OF SCOTTSDALE DEFINITION OF BUILDING HEIGHT:**

Building height, is the vertical distance measured from a point of reference elevation established 12 inches above the average elevation at the top of the curb of the street or streets adjacent to the property, or to the top of the crown of the roadway or roadways, if there is no curb, to the highest point of the coping of a flat roof, or to the highest point of a mansard roof or to the highest gable of a pitch or hip roof. In cases where drainage considerations supersede this Zoning Ordinance, the point of reference elevation would be subject to the approval of the Floodplain Administrator.



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EX-A412  
CONCEPTUAL SITE CROSS SECTIONS

OPTIMA MCDOWELL MOUNTAIN VILLAGE

7157 East Rancho Vista Drive, Suite 109, Scottsdale AZ 85251 480-874-9900



<b>PROJECT DATA:</b>	
PARCEL ZONING PROPOSED:	PCP
GROSS LOT AREA:	953,288 SF
NET LOT AREA:	681,146 SF
GROSS FLOOR AREA:	2,656,469 SF
BIKE PARKING MINIMUM:	100 STALLS
TOTAL PARKING REQUIRED:	2748 STALLS
RESIDENTIAL PARKING:	2642 STALLS
-ACCESSIBLE: 2% OF TOTAL RESIDENTIAL PARKING:	53 STALLS
COMMERCIAL PARKING:	106 STALLS
-ACCESSIBLE COMMERCIAL PER IBC TABLE 1106.1:	5 STALLS
<b>GENERAL NOTES:</b>	
1. REFER TO OPEN SPACE DIAGRAM "EX-G004" FOR INFORMATION	
2. REFER TO SURVEY AND CIVIL DRAWINGS FOR SITE DIMENSIONS	



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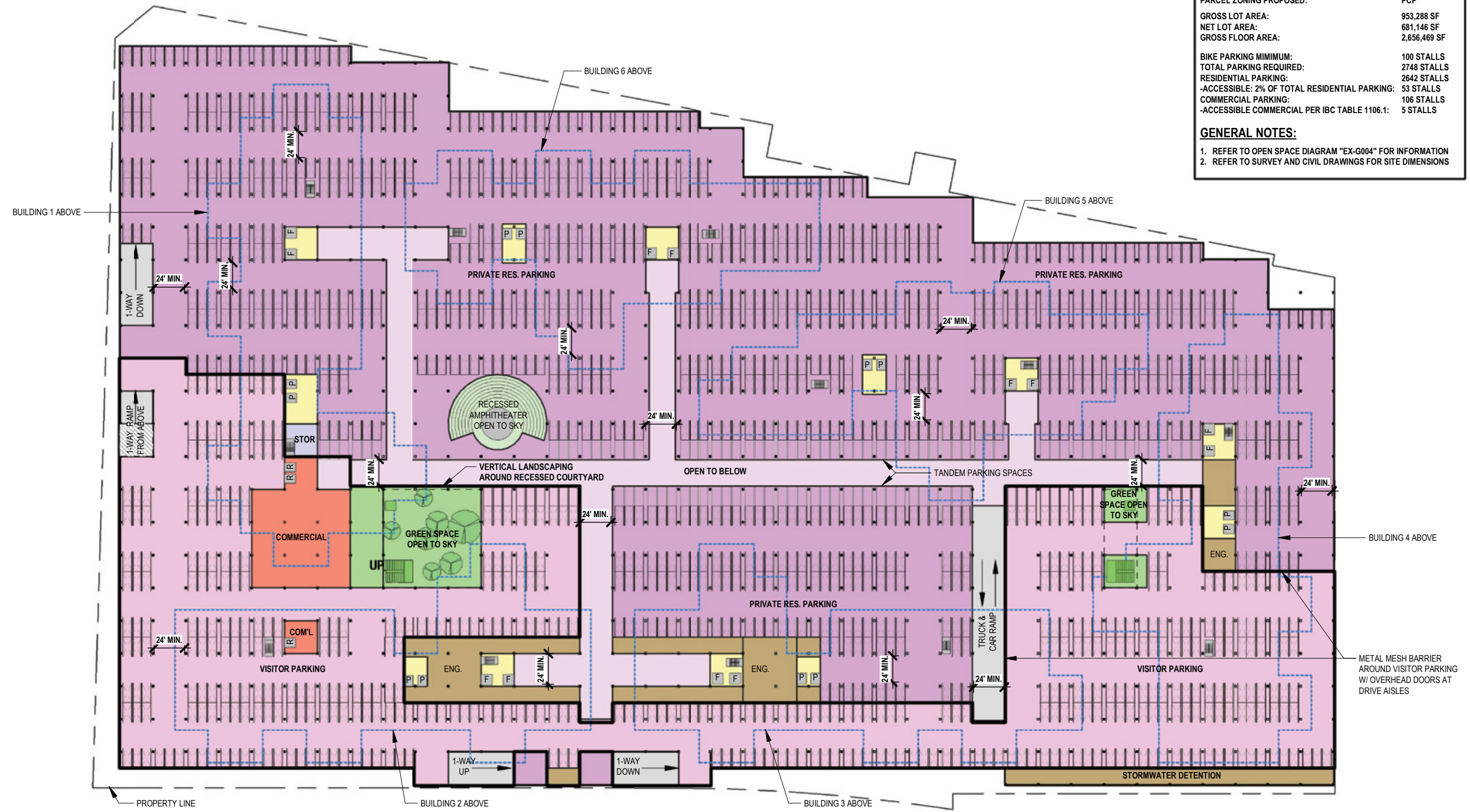
04/25/22



EX-A200  
SITE PLAN - LOWER LEVEL 2  
OPTIMA MCDOWELL MOUNTAIN VILLAGE

7157 East Rancho Vista Drive, Suite 109, Scottsdale AZ 85251 480-874-9900





PROJECT DATA:	
PARCEL ZONING PROPOSED:	PCP
GROSS LOT AREA:	953,288 SF
NET LOT AREA:	681,146 SF
GROSS FLOOR AREA:	2,656,469 SF
BIKE PARKING MINIMUM:	100 STALLS
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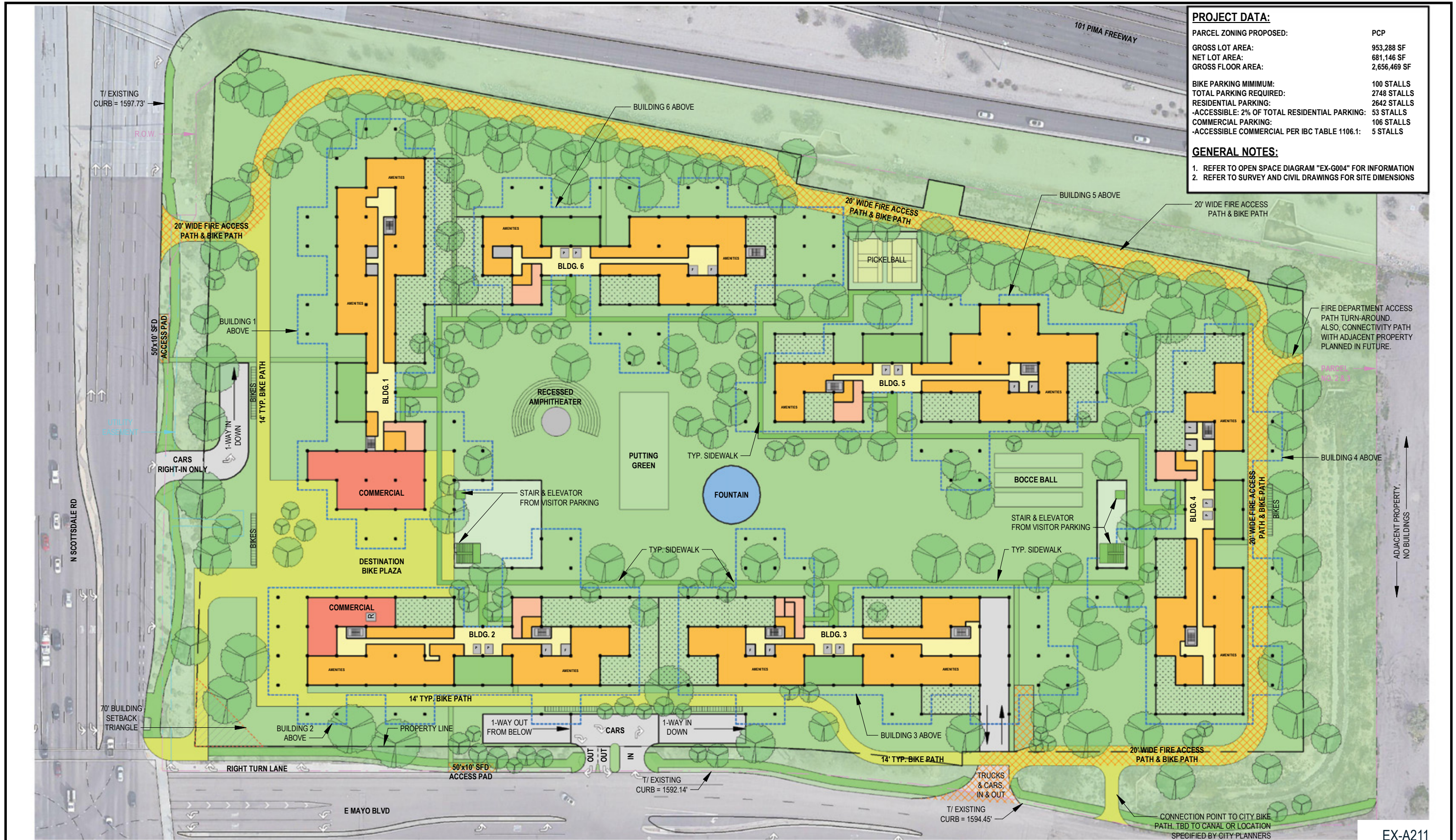


EX-A201  
SITE PLAN - LOWER LEVEL 1

OPTIMA MCDOWELL MOUNTAIN VILLAGE

7157 East Rancho Vista Drive, Suite 109, Scottsdale AZ 85251 480-874-9900





PROJECT DATA:	
PARCEL ZONING PROPOSED:	PCP
GROSS LOT AREA:	953,288 SF
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GENERAL NOTES:	
1. REFER TO OPEN SPACE DIAGRAM "EX-G004" FOR INFORMATION	
2. REFER TO SURVEY AND CIVIL DRAWINGS FOR SITE DIMENSIONS	

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EX-A211  
SITE PLAN - GROUND FLOOR

OPTIMA MCDOWELL MOUNTAIN VILLAGE

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0' 45' 90' 180'

EX-A212  
SITE PLAN - SECOND FLOOR

OPTIMA MCDOWELL MOUNTAIN VILLAGE

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EX-A215  
SITE PLAN - TYPICAL RESIDENTIAL FLOOR

OPTIMA MCDOWELL MOUNTAIN VILLAGE

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0' 45' 90' 180'

EX-A221  
SITE PLAN - TYPICAL RESIDENTIAL PENTHOUSE

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EX-A222  
SITE PLAN - ROOF LEVEL

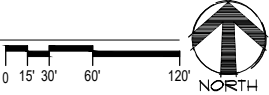
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OVERALL GROUND LEVEL PLANTING PLAN  
SCALE: 1"=60'-0"



GROUND LEVEL  
PLANT PALETTE

SYMBOL	BOTANICAL NAME	COMMON NAME
TREES		
	ACACIA SALICINA	WILLOW ACACIA
	CAESALPINIA CAGALACO 'SMOOTHIE'	CASCALOTE 'SMOOTHIE'
	CHAMAEROPS HUMILIS	MEDITERRANEAN FAN PALM
	EUCALYPTUS SPP. (PAPUANA & MICROTHECA)	COOLIBAH & GHOST GUM
	OLNEYA TESOTA	IRONWOOD
	PARKINSONIA MICROPHYLLUM	FOOTHILL PALO VERDE
	PROSOPIS HYBRID	'RIO SALADO' MESQUITE (V&P NURSERY)
	QUERCUS VIRGINIANA	SOUTHERN LIVE OAK
ACCENTS/CACTI		
	AGAVE DESMETTIANA	DWARF AGAVE
	AGAVE PARRYI	PARRY'S AGAVE
	ASCLEPIAS MICRODASY'S	DESERT MILKWEED
	BOUGAINVILLEA SPP. 'ALEXANDRA'	'ALEXANDRA' BOUGAINVILLEA
	CARNEGIA GIGANTEA	SAGUARO
	DASYLIRION WHEELERI	DESERT SPOON
	ECHINOCACTUS GRUSONII	GOLDEN BARREL CACTUS
	FOUQUIERIA SPLENDENS	OCOTILLO
	FEROCACTUS CYLINDRACEUS	COMPASS BARREL
	HESPERALOE 'PERPA'	BRAKELIGHTS RED YUCCA
	TECOMA 'SPARKY'	'SPARKY' TECOMA
	TECOMA STANS	YELLOW BELLS
	YUCCA RUPICOLA	TWIST LEAF YUCCA
VINES		
	BIGNONIA 'TANGERINE BEAUTY'	'TANGERINE BEAUTY' VINE
	BOUGAINVILLEA SPP. 'LA JOLLA'	'LA JOLLA' BOUGAINVILLEA
	FICUS PUMILA	CREeping FIG VINE
	TECOMA STANS	ORANGE JUBILEE
SHRUBS		
	AMBROSIA DELTOIDEA	BURSAGE
	CALLIANDRA CALIFORNICA 'SANTITA'	PROSTRATE RED FAIRY DUSTER
	DODONAEA VISCOsa	HOPSEED BUSH
	ENCELIA FARINOSA	BRITTLEBUSH
	EREMOPHILA SPP.	HYBRID EMU BUSH
	JUSTICIA CALIFORNICA	CHUPAROSA
	JUSTICIA SPICIGERA	MEXICAN HONEYSUCKLE
	LARREA TRIDENTATA	CREOSOTE BUSH
	LEUCOPHYLLUM FRUTESCENS 'GREEN CLOUD'	TEXAS SAGE 'GREEN CLOUD'
	PLUMBAGO AURICULATA	CAPE PLUMBAGO
	ROSMARINUS 'HUNTINGTON CARPET'	'HUNTINGTON CARPET' ROSEMARY
	RUELLIA PENINSULARIS	BAJA RUELLIA
	SIMMONDSIA CHINENSIS	JOJOBA
	VIGIERA DELTOIDEA	GOLDENEYE
GROUND COVERS		
	CONVOLVULUS CNEORUM	BUSH MORNING GLORY
	LANTANA CAMARA	RED LANTANA
	LANTANA MONTEVIDENSIS	YELLOW TRAILING LANTANA
	MYOPORUM PROSTRATUM	MYOPORUM
	RUELLIA 'KATIE'	'KATIE' RUELLIA
	WEDELIA TRILOBATA	YELLOW DOTS
MISCELLANEOUS		
	1/2" SCREENED 'MAHOGANY BROWN' DECOMPOSED GRANITE	
	1/4" MINUS 'MAHOGANY BROWN' DECOMPOSED GRANITE	
	SYNTHETIC TURF- MANUFACTURER AND COLOR AS SELECTED	
	SURFACE SELECT GRANITE BOULDERS	
DENOTES PLANTS ON SEGMENT 5 SCOTTSDALE ROAD PLANT LIST		



Collaborative V  
Design Studio Inc.  
7116 East 1st Ave.,  
Suite 103  
Scottsdale, Arizona  
85251  
office: 480-347-0590  
fax: 480-656-6012



Overall Ground Floor Planting Plan

Conceptual Landscape Plan

Optima McDowell Mountain Village

SEC Scottsdale Rd and 101 Freeway, Scottsdale, Arizona

DESIGNED BY: AH

DRAWN BY: AH

CHECKED BY: AH

DATE: 04.08.22

REVISION:

OPTIMA

L1.0

1 of 3



**Project Public Benefits**

# Overview of Project Public Benefits

Optima McDowell Mountain Village will deliver a variety of public benefits to the City of Scottsdale and those who live and work in and around the Scottsdale Airpark. Some of the most impactful benefits are noted below.

**Award-Winning Architecture and Construction**

See page 38 for more detail

**80% Open Space**

See page 39 for more detail

**100% Underground Parking and Below Grade Loading & Service Area**

See page 39 for more detail

**Connectivity to Scottsdale Bicycle Master Plan**

See page 40 for more detail

**Sustainability**

See page 41 for more detail

**Economic impact**

See page 42 for more detail



**View from Courtyard Looking West**



# Award-Winning Architecture & Construction

## Award-Winning Architecture

—Designed by David Hovey, FAIA, and David Hovey, Jr., AIA, Optima McDowell Mountain Village is the next evolution of Optima architecture. While each Optima project is designed to be unique, many of the same signature design principles remain consistent across Optima’s portfolio: strong geometry, technologically advanced materials and systems, and an integration of nature and its surroundings. Optima McDowell Mountain Village is designed with the inspiration of the beautiful McDowell Mountain range. By stepping the exterior of the buildings and high undulation of the façade as well as placement of the landscaped terraces, the buildings are specifically designed to collect the same deep textured shades and shadows that occur on the McDowell Mountains from the from the deep ridges and undulations of the mountain gradients.

## Advanced Building Materials

- Expressed concrete structures using environmentally friendly concrete.
- Materials are selected based on long term durability, efficiency and low maintenance.
- Buildings feature energy-efficient floor-to-ceiling glass creating a seamless connection between outdoor and in.
- Solar panels.
- Architectural shading and screening elements.

## Undulating Facade

—Designed to have complex, undulating elevations that step in and out creating depth, shadow and texture to enliven each face of every building.

## 80% Open Space

- 65% of the open space at grade level is open to the public.
- 15% of the open space at grade level is private for the residents of each building.

## 100% Underground Parking and Below Grade Loading & Service Area

—100% underground parking and loading allows for expansive areas of open space at grade level which is landscaped to mitigate the heat island effect.

## Signature Vertical Landscaping System

- Optima’s signature vertical, architectural landscaping system provides both sun protection and privacy to residential units. The innovative vertical planting system with self-containing irrigation and drainage enables a palette of vibrantly colored plants at the edge of each floor to grow both up and over the edge of the building.
- The signature vertical landscaping provides a haven for urban wildlife, promotes evaporative cooling, re-oxygenates the air, reduces dust and smog levels, reduces ambient noise, detains storm water, and thermally insulates and shields residents from the desert sun, all of which contribute to a sustainable urban environment.

## Rooftop Open Space and Running Track

—Each building features a 1/4 mile rooftop running track following the perimeter of the roofs, as well as approximately 1 acre of open space on each building's roof.

## Amenity-Rich Buildings

- Each building will be furnished with its own amenities. On the rooftop decks these features include 50-meter heated swimming pools and spas surrounded by chaise lounges, locker rooms, outdoor fireplaces, barbecues, bars, perimeter plantings and sheltering arbors covered with vines.
- Each building will have its own residents' club at grade level featuring:
  - Fitness center with cardio and strength equipment, free weights, and outdoor fitness area*
  - Steam room, sauna, hydrotherapy, spa, cold plunge, and massage room*
  - Fully-equipped business center, conference room, and huddle rooms*
  - Completely outfitted sports area with basketball and pickleball*
  - Game room with table tennis, billiards, television, golf simulator, and theater*
  - Indoor-outdoor party room with chef's kitchen*
  - Pet Park and pet spa*

## Private Terraces

—Terraces provided for every unit are edged with trailing native plants cascading down the building. We have designed the buildings to emulate the colors of the desert with bronze glass, railings, planters and privacy screens made of Cor-ten steel which weathers over time to warm brown and orange tones.



View of Building 6 Rooftop Looking Southwest



About Optima McDowell Mountain Village

80% Open Space and 100% Underground Parking, Loading, Trash/Recycling

Open Space

—80% of Optima McDowell Mountain Village (or more than 12.5 acres) of grade level will comprise open space usable by the public or residents of Optima McDowell Mountain Village. 15% of the open space at grade level will be fenced off for private use by the residents and 65% of the open space at grade level will be accessible to the public. The open space will provide a variety of uses for the public that include:

- Public Park – 65% of the site area at grade level
- Pedestrian and bicycle path around the perimeter of the development connecting to City of Scottsdale’s Master Bike Plan
- Public Bike Hub adjacent to the commercial space on grade level
- Public Amphitheater
- Seating areas
- Shaded areas
- Putting green
- Calisthenic Areas
- Bocce courts
- Children’s play areas
- Bicycle repair area

100% Underground Parking, Loading, Trash/Recycling

- Two levels of underground parking will be incorporated to accomplish 100% of parking below grade.
- 100% underground parking and the resulting 80% of open space, mitigates the heat island effect which can reduce the ambient temperature up to 12 degrees compared to surrounding hardscape.
- The project incorporates a two-story underground loading and service area where loading trucks, trash, and recycling can all be managed from within the below grade parking structure.

Optima McDowell Mountain Village Open Space/Site Information				
Type of Space	Public/Private	Area	Acres	% of Net
Driveway at Grade		17,958 SF	0.41 acres	3%
Enclosed Amenities & Commercial		117,958 SF	2.70 acres	17%
Open Space	Private	102,315 SF	2.36 acres	15%
Open Space	Public	443,353 SF	10.21 acres	65%
Open Space	Per COS Definition*	545,688 SF	12.57 acres	80%
Net Lot Size		681,146 SF	15.64 acres	100%

**\*City of Scottsdale definition of open space:** Open space, is meaningful outdoor space for passive or active use. It includes, but is not limited to, settings for development, recreation areas, landscaping, hardscape, water features, seating areas, plazas, gazebos, sidewalks and trails. Open space does not include parking areas or parking lot landscaping.



View from Southeast Corner of Courtyard

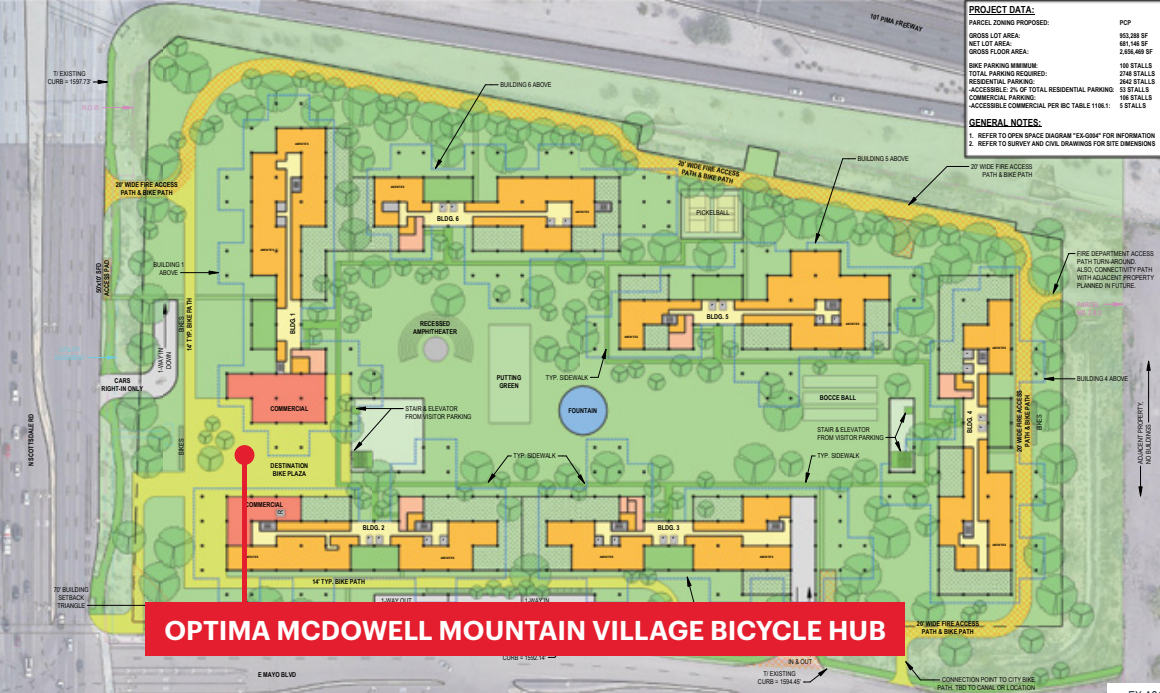


About Optima McDowell Mountain Village

# Connectivity to Scottsdale Bicycle Master Plan

Optima McDowell Mountain Village will provide approximately 3,150 linear feet of 14'-wide bicycle and pedestrian trail around its perimeter. This trail system connects to the City of Scottsdale's Bicycle Master Plan and will provide bicycle access to nearby offices, hospitals, Scottsdale Sports Complex, TPC Scottsdale golf course, the canal, WestWorld, and Westworld Trailhead.

The southwest corner of the site will act as a hub for cyclists and pedestrians and connects to the commercial and retail area as well as the public park.





# Sustainability

Optima McDowell Mountain Village is a 21st century solution to a mixed-use residential development. Optima Sonoran Village was the pilot project for the City of Scottsdale integration for the International Green Construction Code (IGCC). Forward thinking sustainability concepts are considered in all aspects of the development. We are looking forward to collaborating throughout the zoning process with Anthony Floyd and the City of Scottsdale’s Green Building Department to further develop the sustainability of Optima McDowell Mountain Village.

## Sustainable Design Features

### —Open Space

- 100% underground parking
- 80% open space
- 100% grade level landscaping mitigates heat island effect

### —Energy

- Commitment to the current energy code, leCC
- High performance glazing that reduces solar heat gain
- Reduction of Heat Gain through extensive architectural overhangs and shading features including:
  - Perforated sunscreens and louvers*
  - Vertical landscaping*
  - Sunshade elements provided at common areas for comfort*
- Solar panels
- 100% induction cooktops that allows for the utility grid to provide significantly reduced carbon footprint over time
- EV charging infrastructure

### —Water Use

- Typically multifamily and condominium homes use about half as much water as single-family homes
- Amenities like swimming pools and spas are shared among the 250 homes in each building
- Rainwater harvesting for re-use on site
- Water saving plumbing fixtures
- Extensive areas of native landscaping
- Pool heat recovery system
- Architectural synthetic turf system used predominantly for 10 acre public park

### —Mechanical and Electrical Systems

- High performance mechanical systems featuring VRF (Variable Refrigerant Flow) heating/cooling equipment and mechanical heat recovery systems
- High-performance enclosure systems
- Individually controlled HVAC systems for residents
- Energy-efficient lighting fixtures and appliances

### —Sustainable Materials

- Green Concrete
- Recyclable Flooring & Aluminum
- Sustainable wood products
- Cor-ten steel (99% recycled product)

### —Healthy Human Environment for Community

- Community engagement through unique community destination development with expansive areas of open space for all to enjoy and encourage community interaction
- Access to Bicycle Trail
- Access to Public Park system

### —Healthy Human Environment for Residents

- Bicycle racks
- Each residence is designed to take advantage of the outdoors with large terraces and open floor plans that provide interconnected indoor and outdoor space
- Vertical landscaping system provides sun protection and privacy to each unit. This innovative system with self-containing irrigation and drainage enables a palette of vibrantly colored plants to grow up and over the edge of each floor of the building
- Fresh air is directly supplied to each residential unit to assure purity of air

### —Recycling

- Recycling chutes separate from trash chutes

### —Construction Phase

- Waste reduction / diversion / recycling
- Sustainable materials used

### —Additional Sustainability Opportunities Being Explored

- Evaporative cooling / pre-cooling equipment
- Adiabatic cooling in large air-cooled condensers on the makeup air units
- Heat recovery from waste water
- Generating electricity off-site
  - Buying Green Power for non-resident energy use*
  - Options for residents to buy green power credits*
  - Options for residents to offset electrical use through community solar*



# Economic Impact

## Economic Impact

The gross fiscal impacts projected to be delivered to the City of Scottsdale in connection with both the construction of Optima McDowell Mountain Village and its operation are significant. Elliott D. Pollack & Company has prepared a preliminary Economic & Fiscal Impact Report that is still in progress that provides the below estimates:

### Economic Output

\$1.4 to \$1.5 Billion - The Economic Output generated is the total dollar value of the goods and services produced by the project.

### Jobs

2,815 to 3,130 direct, indirect, and induced jobs would be created each year.

—Direct Jobs are actual positions created directly by the project

—Indirect jobs are those created as result of the project

—Induced Jobs are those created by the spending of the residents of the project

11,270 to 12,522 Person Years of Employment – The Person Years of Employment represent the number of hours of full-time work in a one year period.

### Wages

\$696 to \$774 Million - The Total Wages generated by the project.

### Annual Economic Activity

\$114 to \$127 Million - The Annual Economic Activity generated includes the combined direct operations of the community, its commercial component, and resident spending in the local economy. Upon completion of construction, the proposed mixed-use residential community will support a total of 968 to 1,081 direct, indirect, and induced jobs, \$42.1 to \$47.1 Million in wages, and \$114 to \$127 Million in economic activity.

### 10-Year Fiscal Impact

\$41.7 to \$44.2 Million - The 10-year Fiscal Impact on the City of Scottsdale measures estimated revenues to the City from speculative builders’ tax, residential lease tax, resident sales tax, state shared revenues, property tax, and secondary revenues from construction employees. The 10-year impacts for each study represent the construction period plus an additional 9 years of operations phased in to reach stabilization.

### Fiscal Impact on Construction on the City of Scottsdale

\$18.1 to \$20.5 Million - More than 80% of the revenue from the Fiscal Impact of Construction is generated from the speculative builder’s tax levied on construction materials. Secondary revenues are derived from the spending of construction employees, payment of property taxes, and state shared revenues.



View from Southwest Corner of Courtyard



# Building Heights

## Topographical Elevation Information

- The Optima McDowell Mountain Village site is located on the south side of the Loop 101 Freeway.
- At the northwest corner of the site, the highway is approximately 27’ above the grade of the site.
- Significant elevation change begins on the north side of the Loop 101 Freeway, rising significantly to the north and northeast of the site.
- For example, the elevation of the Grayhawk Clubhouse is approximately 187’ higher in elevation.
- The intersection of Pima and Pinnacle Peak Roads is approximately 342’ higher in elevation.
- The proposed roof heights at Optima McDowell Mountain Village are comparable to the roof heights that already exist at the nearby Ilume Innovation Center (formerly the Henkel building) and Nationwide buildings.
- We believe that the proposed height for the buildings at Optima McDowell Mountain Village is appropriate given the comparable roof heights that exist in the area, the topographical elevations, and its location on the south side of the 101 highway.





# Building Heights

## Optima Roof Design

- Optima McDowell Mountain Village rooftops will be the next generation of Optima’s active green roof design.
- The design includes an elevated deck 5’ above roof slab and running track around the perimeter.
- The roof deck includes: pool, spa, BBQ, firepits, steam, sauna, yoga studio, and extensive landscaping.
- Please note that the elevator overrun only accounts for 2% of the overall roof and the enclosed amenity areas and trellis account for less than 15% of the roof.



View of Building 6 Rooftop Looking East

**BUILDING HEIGHT INFORMATION:**

\*ALL HEIGHTS MEASURED FROM LEVEL 1 (PROJECT 0'-0") . PROJECT 0'-0" = 1598'

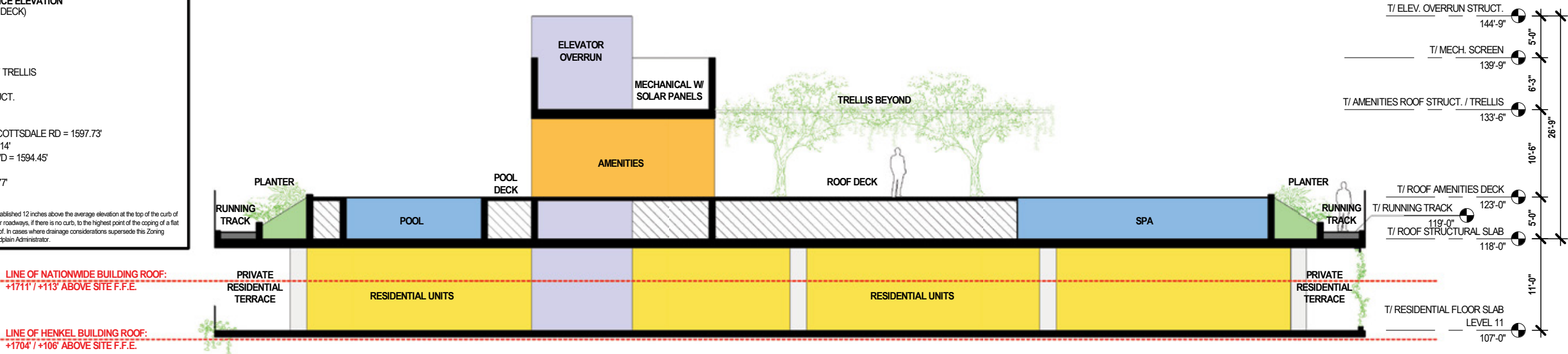
(PROJECT 0'-0") IS 2.23' ABOVE "POINT OF REFERENCE ELEVATION"

- BUILDINGS 1-6 (11 STORIES WITH AMENITY ROOF DECK)
- 107'-0" TO TOP OF RESIDENTIAL FLOOR SLAB
- 118'-0" TO TOP OF ROOF STRUCTURAL SLAB
- 119'-0" TO TOP OF RUNNING TRACK
- 123'-0" TO TOP OF ROOF AMENITIES DECK
- 133'-6" TO TOP OF AMENITIES ROOF STRUCT. / TRELLIS
  - (<15% OF OVERALL ROOF)
- 144'-9" TO TOP OF ELEVATOR OVERRUN STRUCT.
  - (<2% OF OVERALL ROOF)

**POINT OF REFERENCE ELEVATION CALCULATION:**

- T/ EXISTING CURB AT NORTHERN POINT OF N. SCOTTSDALE RD = 1597.73'
- T/ EXISTING CURB AT MAYO CAR ACCESS = 1592.14'
- T/ EXISTING CURB AT EAST SIDE OF E. MAYO BLVD = 1594.45'
- AVG CURB ELEVATION = 1594.77'
- (AVG CURB ELEVATION) 1594.77' + 12" = 1595.77'
- **POINT OF REFERENCE ELEVATION = 1595.77'**

CITY OF SCOTTSDALE DEFINITION OF BUILDING HEIGHT:  
Building height is the vertical distance measured from a point of reference elevation established 12 inches above the average elevation at the top of the curb of the street or streets adjacent to the property, or to the top of the crown of the roadway or roadways, if there is no curb, to the highest point of the coping of a flat roof, or to the highest point of a mansard roof or to the highest gable of a pitch or hip roof. In cases where drainage considerations supersede this Zoning Ordinance, the point of reference elevation would be subject to the approval of the Floodplain Administrator.





## About Optima McDowell Mountain Village

# Site Access, Traffic and Preliminary Civil Information

## Site Access

### —Mayo Blvd (Full Movement)

- There are two proposed entrances into the underground parking garage from Mayo Blvd.
- The west access is the main access into the garage for residents, guests, and commercial and retail space customers and utilizes an existing curb cut that aligns with the full movement access to the car dealership to the south.
- The east access into the underground parking garage is for both passenger and truck access and utilizes an existing curb cut that aligns with the full movement access to 73rd Place.
- The parking garage has been designed so that trucks can access each building underground for trash removal, commercial deliveries, as well as resident move ins and move outs.

### —Scottsdale Road (Right-in Only)

- There is an existing curb cut where we have designed a right in access for resident and guest vehicles only.

## Traffic Report

- CivTech is our traffic consultant for the project and has prepared a **Category 3 Traffic Impact & Mitigation Analysis (TIMA)** which has been submitted as part of our Rezoning Application.

## Preliminary Civil Information

- This site is designated in the AO floodplain zone.
- We have initiated the process to obtain a **Letter of Map Revisions (“LOMR”)** to change the floodplain designation of the site from **Zone AO** to **Zone X**.
- Scottsdale properties directly north of the Loop 101 Freeway recently obtained a LOMR to change their floodplain designation from **Zone AO** to **Zone X**.

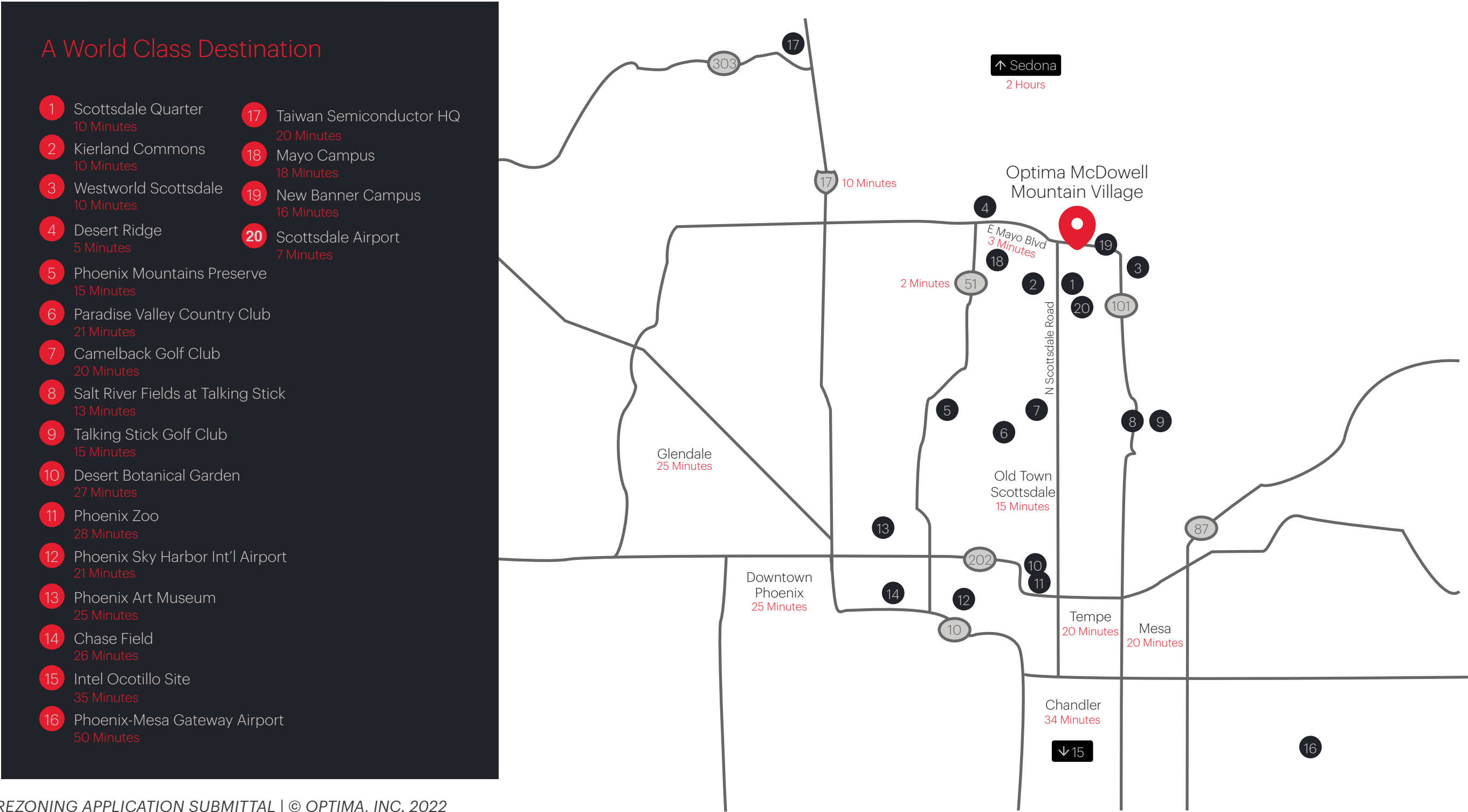


Bird's Eye View from the South of Site



# Location & Proximity to Significant Destinations

Located on the southeast corner of the Scottsdale Road and the Loop 101 Freeway intersection, we view this location as the gateway to Scottsdale. Given the significant population growth (based on a November 2021 article in Orion Investment Real Estate, Arizona is project to add more than 700,000 jobs by 2030) and the current and planned area commercial development coupled with the lack of commensurate growth in housing inventory, this location is ideally suited to address the need for housing. Further, being adjacent to the Loop 101 Freeway will allow residents to efficiently commute to employment, recreation, the airport, and other destinations.





# Methodology to Address the City’s Sensitive Design Principles

—Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale’s Sonoran desert environment, all of which are considered amenities that help sustain our community and its quality of life. The following design principles will help improve and reinforce the quality of design in our community:

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

—Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design. Building design should be sensitive to the evolving context of an area over time.

The design of Optima McDowell Mountain Village creates distinctive visual variety and architectural interest. Each building is designed to have complex elevations that step in and out creating depth, shadow and texture to enliven each face of every building and emulating the forms of the McDowell Mountains in the distance. Adding to the dynamic effect will be the outdoor terraces provided for every unit that will be edged with trailing native plants cascading down the building. We have designed the buildings to emulate the colors of the desert with bronze glass, and railings, planters, and privacy screens made of Cor-ten steel which weathers over time to warm brown and orange tones.

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

- Scenic views of the Sonoran desert and mountains.
- Archaeological and historical resources.

**Optima McDowell Mountain Village is sited with views of the majestic McDowell Mountain range as a background.**

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

- A design should respond to the unique terrain of the site by blending with the natural shape and texture of the land while minimizing disturbances to the natural environment.
- Each building at Optima McDowell Mountain Village is designed to have complex elevations that step in and out creating depth, shadow and texture to enliven each face of every building and emulating the forms of the McDowell Mountains in the distance. The landscaping in the public open space at grade-level as well as in the vertical landscaping will include drought tolerant, native plant types that thrive on the minimal water provided.

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

As more fully set forth in the Sustainability section, Optima’s signature vertical landscaping provides a haven for urban wildlife, promotes evaporative cooling, re-oxygenates the air, reduces dust and smog levels, reduces ambient noise, detains storm water, and thermally insulates and shields residents from the desert sun, all of which contribute to a sustainable urban environment. The landscaping in the vertical landscaping as well as the public open space at grade-level will include drought tolerant, native plant types that thrive on the minimal water provided.

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

—Streetscapes should provide continuity among adjacent uses through use of cohesive landscaping, decorative paving, street furniture, public art and integrated infrastructure elements.

As more fully set forth in the Open Space section, Optima McDowell Mountain Village provide 80% open space at grade level in a manner that is both inviting and functional for the public that also integrates into the Scottsdale Bicycle Master Plan by a 14’-wide bicycle and pedestrian trail around the perimeter of the development. This meaningful and functional open space will foster a sense of community for its residents and the public.

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

Optima McDowell Mountain Village is designed to promote access to those walking, cycling, or taking public transit with its path system and its interconnection with the City’s existing and planned trail system. The site is currently being served by two existing bus routes. Optima McDowell Mountain Village is more accessible to pedestrians and cyclists through its use of underground parking and limited vehicular access points.

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

—Design elements should be included to reflect a human scale, such as the use of shelter and shade for the pedestrian and a variety of building masses.

As more fully set forth in the Open Space section, Optima McDowell Mountain Village is designed with 80% public and functional open space, including a bike hub connected to the onsite commercial space, seating areas, shading elements, calisthenics area, children’s play area and more. The project embodies a site-sensitive vocabulary with lush landscaping that shades public pedestrian courtyards, creating shelter not only as covered space but as a serene sanctuary from the conditions of the southwest desert. In addition, the ground-floor levels of each building are designed with setbacks to create a human scale volume that also provides shade and shelter.

**Buildings should be designed with a logical hierarchy of masses:**

- To control the visual impact of a building's height and size.
- To highlight important building volumes and features, such as the building entry.

Optima McDowell Mountain Village is comprised of six concrete-framed condominium and apartment buildings with stepped and undulating landscaped facades that echo the shapes of the McDowell Mountains and represent the next evolution of Optima architecture and construction. Glass-enclosed 15-foot high ground-floor levels will feel utterly transparent, allowing the public open space to take center stage.



# Methodology to Address the City’s Sensitive Design Principles

**The design of the built environment should respond to the desert environment:**

- Interior spaces should be extended into the outdoors both physically and visually when appropriate.
- Materials with colors and coarse textures associated with this region should be utilized.
- A variety of textures and natural materials should be used to provide visual interest and richness, particularly at the pedestrian level. Materials should be used honestly and reflect their inherent qualities.
- Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.

**As more fully set forth in the Award-Winning Architecture and Construction section, Optima McDowell Mountain Village is the next evolution of Optima architecture. Buildings feature energy-efficient floor-to-ceiling glass and private landscaped terraces creating a seamless connection between outdoor and in. Each residential terrace creates a deep overhang and architectural shading and screening elements on each building’s façade reduce solar heat gain.**

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

- Design strategies and building techniques, which minimize environmental impact, reduce energy consumption, and endure over time, should be utilized.
- As more fully set forth in the Sustainability section, Optima McDowell Mountain Village will deliver the next evolution of Optima’s commitment to sustainability.**

**Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.**

- The character of the area should be emphasized through the careful selection of planting materials in terms of scale, density, and arrangement.
  - The landscaping should compliment the built environment while relating to the various uses.
- The use of 100% underground parking topped with 80% landscaped open space will reduce the urban heat island effect in the Airpark and native landscaping at grade coupled with Optima’s vertical landscaping system will provide further cooling as well as provide for ozone reduction.**

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

- Water, as a landscape element, should be used judiciously.
  - Water features should be placed in locations with high pedestrian activity.
- As more fully set forth in the Sustainability section, Optima McDowell Mountain Village will deliver water conservation though use of indigenous and adapted desert plants in its landscaping and reclamation of rainwater for on-site use.**

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

- A balance should occur between the ambient light levels and designated focal lighting needs.
- Lighting should be designed to minimize glare and invasive overflow, to conserve energy, and to reflect the character of the area.

**Lighting will be carefully studied and designed at Optima McDowell Mountain Village to appropriate levels.**





# How the Project Aligns with the City of Scottsdale General Plan 2035

## How Optima McDowell Mountain Village fulfills the values and fulfills the goals and policies of the City of Scottsdale General Plan 2035

—Optima McDowell Mountain Village embodies many of the values for development within the City of Scottsdale set forth in the General Plan. These include:

### 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 usable 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 HonorHealth hospital/medical campus near Shea Boulevard and 90th Street.

**The height and density of Optima McDowell Mountain Village are consistent with the Growth Areas and meet the needs of the Greater Airpark.**

### Employment Cores

—Primary employment centers for the city. These areas are predominately concentrated in the Greater Airpark Character Area, a mixed-use employment core with primary freeway access, as well as around other major employment campuses, such as the Mayo Clinic and General Dynamics. Employment Cores support a wide range of activities, such as aviation, light-industrial, and regional- and community-level employment uses. These areas consist of multi-functional buildings with an emphasis on technology and corporate character. Taller building heights are found within the core, and low-scale building heights are typically found within the transition areas adjacent to Rural and Suburban Character Types. The Greater Airpark Character Area Plan denotes appropriate locations for height and intensity in the Airpark area. (See also: Growth Areas Element).

**The height of Optima McDowell Mountain Village aligns with the taller building heights denoted in the Greater Airpark Character Area Plan.**

### Goals and Policies

—GOAL CD 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.

**This will be achieved through Optima’s award-winning and market leading design.**

—GOAL CD 5 Promote the value and visual significance landscaping has on the character of the community.

Policy CD 5.1 Employ appropriate heat island reduction techniques to reduce the effects of reflective heat and glare on buildings and paved surfaces.

Policy LU 1.1 Encourage land uses that preserve a high quality of life and further define Scottsdale’s sense of place within the region.

Policy CD 5.2 To the greatest extent possible, replace dead and dying landscaping with drought resistant plants to maintain or improve density pattern, shade, and area character.

**The use of 100% underground parking topped with 80% landscaped open space will reduce the urban heat island effect in the Airpark and native landscaping at grade coupled with Optima’s vertical landscaping system will provide further cooling as well as provide for ozone reduction.**

—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.

Policy LU 1.1 Encourage land uses that preserve a high quality of life and further define Scottsdale’s sense of place within the region.

Policy LU 1.3 Promote development patterns that integrate with and reinforce the character of an area. The city will continually review development patterns to ensure consistency of development in areas with fragmented or evolving patterns.

Policy LU 1.4 Collaborate with adjacent jurisdictions to understand the dynamics of, and coordinate on, emerging and redeveloping areas adjacent to the city boundary.

**Optima McDowell Mountain Village achieves the above goals with its respect of sense of place and high quality design. Optima has consistently achieved high quality projects as recognized when Optima was awarded the 2021 Firm of the Year award by the Chicago chapter of the AIA.**

—GOAL LU 3 Maintain a balance of land uses to support a high quality of life.

Policy 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.

Policy 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.

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

Policy LU 3.5 Engage the community in all land use discussions.

**Optima McDowell Mountain Village will foster a sense of community for its residents and the public through its meaningful and functional open space, expansive and interconnected shared bicycle and pedestrian paths, as well as provide a development anchored in sustainability in its design, construction, and operation.**

—GOAL LU 5 Promote land use patterns that conserve resources, including land, clean air, water, and energy.

Policy LU 5.1 Encourage a variety of compatible mixed-use land uses within or next to Growth and Activity Areas, along major streets, and within particular Character Areas to reduce automobile use and improve air quality.

Policy LU 5.2 Concentrate greater development intensities in Growth and Activity Areas, thereby reducing development pressures in low-density areas and conserving energy.

**As more fully set forth in the Sustainability section, Optima McDowell Mountain Village will deliver the next evolution of Optima’s commitment to sustainability, including in the areas of water, energy, materials, and systems.**



# How the Project Aligns with the City of Scottsdale General Plan 2035

- GOAL OS 1** Provide four primary public and private open space types: the Scottsdale McDowell Sonoran Preserve, natural open spaces, developed open spaces, and continuous open spaces.
- Policy OS 1.2 Natural Open Space. Provide public and private, natural open spaces to preserve wildlife habitat, views, and sensitive historical/archaeological sites, and, where appropriate, incorporate areas for passive recreation.
- Policy OS 1.3 Continuous Open Spaces. Develop a system of continuous open spaces that connect citywide and regionally. Such open spaces include washes (inclusive of Vista Corridors), streetscapes, wildlife corridors, trails, and canals.
- Policy OS 1.4 Developed Open Space. Offer public and private parks and open spaces to accommodate both active and passive recreation.
- As more fully set forth in the Open Space section, Optima McDowell Mountain Village provide 80% open space at grade level in a manner that is both inviting and functional for the public that also integrates into the Scottsdale Bicycle Master Plan by a 14'-wide bicycle and pedestrian trail around the perimeter of the development.**
- GOAL OS 4** Visually and physically connect open spaces to maintain a continuous open space system.
- Policy OS 4.1 Develop a public trail and path system that links to other city and regional systems.
- As more fully set forth in the Connectivity section, Optima McDowell Mountain Village will provide approximately 3,150 linear feet of 14-wide shared bicycle and pedestrian trails around its perimeter on both the site and adjacent City land. This path system would connect to the City’s existing and planned path and trail systems.**
- GOAL OS 5** Provide developed open space and outdoor opportunities in Scottsdale neighborhoods, giving priority to areas that are most lacking open space.
- Policy OS 5.2 Locate publicly accessible and usable open spaces within Growth and Activity Areas and established neighborhoods.
- As more fully set forth in the Open Space section, Optima McDowell Mountain Village provide 80% open space at grade level.**
- GOAL OS 8** Acquire new, expand existing, and improve established open spaces for public use.
- Policy OS 8.1 Require landowners in the development process to dedicate usable public open space in new development.
- Policy OS 8.2 Expand the provision of public open spaces through public/private partnerships.
- Policy OS 8.3 Require new development and redevelopment to connect and provide public access to neighboring open spaces, park sites, or planned open spaces.
- Policy OS 8.4 Encourage public acquisition of natural or developed open space through direct purchase, purchase of development rights, purchase of open space easements, donations, or other means.
- Optima McDowell Mountain Village’s design delivers usable, public open spaces to enhance the broader community.**

- GOAL EP 2** Demonstrate and expand the city’s leadership in environmental stewardship and sustainability.
- Policy EP 2.4 Expand Scottsdale’s Green Building Program to maintain regional and national leadership in green and low-impact development.
- As more fully set forth in the Sustainability section, Optima McDowell Mountain Village will be built with a commitment to the leCC, and in collaboration with the City of Scottsdale’s Green Building Department to further develop the sustainability of the project.**
- GOAL EP 4** Expand the circular economy by maximizing resource recovery, reuse and recycling, and promoting use of recycled, recyclable, and renewable materials.
- Policy EP 4.12 Promote commercial and multi-family recycling and green waste diversion.
- As more fully set forth in the Sustainability section, Optima McDowell Mountain Village will be built using several sustainable materials including green concrete, recyclable flooring & aluminum, sustainable wood products, and Cor-ten steel which is a 99% recycled product.**
- GOAL EP 5** Encourage environmentally sound green buildings and low-impact site plans that support sustainable desert living.
- Policy EP 5.5 Expand Green Building construction standards to include all new and remodeled residential and commercial buildings.
- As more fully set forth in the Sustainability section, Optima McDowell Mountain Village will deliver the next evolution of Optima’s commitment to sustainability, including in the areas of water, energy, materials, and systems.**
- GOAL EP 7** Identify and reduce heat islands.
- Policy EP 7.1 Identify areas most impacted by the heat island effect, and prioritize mitigation for these areas to reduce heat impacts.
- Policy EP 7.2 Incorporate development strategies such as shared parking models and the use of “cool materials”.
- Policy EP 7.5 Minimize asphalt and promote alternative parking surfaces.
- The use of 100% underground parking topped with 80% landscaped open space will reduce the urban heat island effect in the Airpark and native landscaping at grade coupled with Optima’s vertical landscaping system will provide further cooling as well as provide for ozone reduction.**
- GOAL CONSV 1** Achieve a sustainable balance between the conservation of natural resources and development of the built environment.
- Policy CONSV 1.4 Encourage landscape designs that promote water conservation, prevent erosion, reduce the heat island effect, and decrease stormwater runoff.
- As more fully set forth in the Sustainability section, Optima McDowell Mountain Village has been designed with a focus on water conservation including rainwater harvesting for re-use onsite, extensive areas of native landscaping, and the use or architectural synthetic turf system for the 10-acre park.**



# How the Project Aligns with the City of Scottsdale General Plan 2035

- GOAL E 1** Work toward becoming a net-zero energy community that balances energy efficiency with renewable energy generation.
- Policy E 1.1 Encourage and provide incentives for efficient use of energy, including the use of solar energy.
- As more fully set forth in the Sustainability section, Optima McDowell Mountain Village has been designed with a commitment to the leCC and includes solar panels on the roof decks of all buildings.**
- GOAL E 3** Promote building and site designs that maximize energy efficiency.
- Policy E 3.1 Encourage the use of natural properties and sustainable building systems (e.g., sun, shade, thick walls, insulation) to reduce the demand for and use of mechanical cooling and heating systems.
- Policy E 3.2 Encourage the use of drought tolerant landscaping to reduce summer solar heat gain.
- Policy E 3.3 Promote solar energy opportunities in building and site design.
- Policy E 3.4 Incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling of buildings.
- Policy E 3.5 Orient buildings and lots in ways that minimize summer solar heat gain, maximize roof solar access and natural ventilation, and limit roof solar access obstructions of neighboring structures.
- Policy E 3.6 Improve the energy efficiency of the building envelope, heating and cooling systems, lighting, and appliances.
- As more fully set forth in the Sustainability section, the design of Optima McDowell Mountain Village focuses on energy efficiency in several ways including high performance glazing that reduces solar heat gain, reduction of heat gain through architectural shading features and overhangs, solar panels, 100% induction cooktops, and EV charging infrastructure.**
- GOAL H 1** Support diverse, safe, resource-efficient, and high-quality housing options.
- Policy H 1.1 Maintain Scottsdale’s quality-driven development review standards for new development.
- Policy H 1.2 Promote complementary physical design, building structure, landscaping, and lot layout relationships between existing and new construction.
- Policy H 1.5 Encourage a variety of housing densities in context-appropriate locations throughout Scottsdale to accommodate projected population growth.
- Policy H 1.8 Encourage developments to incorporate the highest possible cost- and quality-effective level of amenities, sustainable design, durability, and architectural quality.
- Optima McDowell Mountain Village will expand the quality housing inventory for the Greater Airpark and surrounding areas to meet the needs of a growing population and burgeoning commercial development. Located within the AMU-R zone, Optima McDowell Mountain Village fulfills the intent of creating higher density residential at this site.**

- GOAL C 3** Continue to develop an effective, safe, and connected multimodal transportation system (e.g., streets, trails, bikeways, shared-use paths, transit).
- Policy C 3.2 Create a diversity of mobility choices in Growth and Activity Areas, which have the greatest intensity of development.
- Policy C 3.5 Increase accessibility to transit options through non-motorized and other transit connections, such as, neighborhood circulators; on-demand transportation network companies; improved/enhanced sidewalks, multimodal paths, bicycle lanes; and non-motorized options for the final mile to reach public transit services.
- As more fully set forth in the Open Space section, Optima McDowell Mountain Village provide 80% open space at grade level in a manner that is both inviting and functional for the public that also integrates into the Scottsdale Bicycle Master Plan by a 14'-wide bicycle and pedestrian trail around the perimeter of the development.**
- GOAL B 1** Develop continuous, accessible, and interconnected bicycle networks.
- Policy B 1.5 Maintain and enhance Scottsdale’s designation in the Bicycle Friendly Community award program.
- As more fully set forth in the Open Space section, Optima McDowell Mountain Village will provide 80% open space at grade level that will be connected to the Scottsdale Bicycle Master Plan by a 14'-wide bicycle and pedestrian trail around the perimeter of the development.**
- GOAL B 2** Provide convenient and comfortable bicycle facilities to encourage bicycling.
- Policy B 2.1 Integrate wayfinding systems into shared-use path and trail systems to ease navigation, provide signal detection, and increase bicyclist comfort.
- Policy B 2.2 Promote a variety of accessible bicycle facilities, such as bicycle parking and lockers into the transit system throughout the community.
- Policy B 2.3 Embrace new bicycle facility technologies that will enhance bicycle use in the community.
- As more fully set forth in the Open Space section, not only will Optima McDowell Mountain Village provide 80% open space at grade level that will be connected to the Scottsdale Bicycle Master Plan by a 14'-wide bicycle and pedestrian trail around the perimeter of the development, but will also include a public bike hub adjacent to the commercial space on grade level, as well as a bike repair area.**
- GOAL NPR 1** Preserve and enhance the character, identity, and quality of Scottsdale’s diverse neighborhoods.
- Policy NPR 1.1 Support innovative, well-designed, sustainable building construction and rehabilitation to enhance neighborhood character and identity.
- The design of Optima McDowell Mountain Village creates distinctive visual variety and architectural interest, particularly at the pedestrian level. Each building is designed to have complex elevations that step in and out creating depth, shadow and texture to enliven each face of every building. Adding to the dynamic effect will be the outdoor terraces provided for every unit that will be edged with trailing native plants cascading down the building. We have designed the buildings to emulate the colors of the desert with bronze glass, and railings, planters, and privacy screens made of Cor-ten steel which weathers over time to warm brown and orange tones. There is no lower-scale residential development in the area immediately surrounding the site.**



# How the Project Aligns with the City of Scottsdale General Plan 2035

## Goals and Policies (continued)

—**GOAL GA 1** Direct growth in areas of the city that can support a concentration of development density and intensity, as well as a broad mix of uses.

Policy GA 1.1 Designate Growth Areas in locations:

- With infrastructure capacity to accommodate higher levels of activity and a mix of uses
- Where infrastructure upgrade/extension will be most cost-effective
- With multimodal transportation access
- Needing focused reinvestment
- Where regional attractions exist or are planned; and/or
- That will reduce development pressures in lower-intensity areas of the city.

Policy 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.

**The design of Optima McDowell Mountain Village with its height and density is intended to meet the desired use of the site that is designated for Type C development within the Regional Core-Greatest Intensity area.**

—**GOAL GA 3** Conserve and incorporate significant natural, open space, historic, and cultural resources in Growth and Activity Areas.

Policy GA 3.1 Provide usable public open space as an integral part of Growth and Activity Areas to encourage public gathering, enhance aesthetics, preserve viewsheds, and serve as buffers between differing land uses and intensities

Policy GA 3.2 Identify and strengthen open space connections within and outside of Growth and Activity Areas.

**Optima McDowell Mountain Village will foster a sense of community for its residents and the public through its meaningful and functional open space, expansive and interconnected shared bicycle and pedestrian paths, as well as provide a development anchored in sustainability in its design, construction, and operation.**

## Scottsdale's Growth Areas

—Because of its geographic size, Scottsdale has identified several Growth Areas. Each Growth Area has distinct characteristics based on the role it plays within the surrounding community and its context within the region. Scottsdale's Growth Areas are:

### GREATER AIRPARK GROWTH AREA

One of the largest employment centers in the State of Arizona. It is headquarters for a multitude of national and regional corporations; center for a variety of smaller and locally-owned businesses; contains the largest employment and industrial-zoned area within Scottsdale; and is home to the Scottsdale Airport. The Greater Airpark Growth Area is also the location of some of the largest, signature special events in the city, such as the Waste Management Phoenix Open golf event, the Barrett-Jackson Collector Car Auction, and the Scottsdale Arabian Horse Show. This Growth Area will be similar in intensity to the Old Town Scottsdale Growth Area. Building heights generally range between three and six stories and may exceed six stories in certain areas identified in the Greater Airpark Character Area Plan. Appropriate locations for higher density/intensity development, and other considerations, are specified in the Greater Airpark Character Area Plan.





# How the Project Aligns with the Greater Airpark Area Plan

## How Optima McDowell Mountain Village delivers the values and fulfills the goals and policies of the Greater Airpark Character Area Plan

—**Optima McDowell Mountain Village embodies many of the values for development within the Scottsdale Airpark set forth in the Area Plan. These include:**

- The positive image and unique cachet of the Greater Scottsdale Airpark  
**This will be enhanced through Optima’s award-winning and market leading design.**
- Accessibility and efficient circulation supportive of a mixed-use, regional employment center  
**This will be accomplished through proximity to the Loop 101 Freeway and existing bus routes, as well as the connectivity created by the Village’s shared bicycle and pedestrian path system.**
- Quality architecture and design reflective of a diverse, creative, innovative environment, and design excellence.  
**Optima was awarded the 2021 Firm of the Year award by the Chicago chapter of the AIA.**
- Stewardship and enhancement of adjacent residential neighborhoods.
- The Sonoran Desert climate, meaningful open spaces, and unique setting of the Greater Scottsdale Airpark.  
**Optima McDowell Mountain Village's design respects and responds to the Sonoran Desert climate and delivers open spaces to enhance the broader community.**
- A sense of community and overall sustainability  
**Optima McDowell Mountain Village will foster a sense of community for its residents and the public through its meaningful and functional open space, expansive and interconnected shared bicycle and pedestrian paths, as well as provide a development anchored in sustainability in its design, construction, and operation.**

## Goals and Policies

- Below is a list of some of the specific goals and policies that are achieved by Optima McDowell Mountain Village.
- GOAL LU 1** Maintain and expand the Greater Airpark’s role as a national and international economic destination through appropriate land uses, development, and revitalization.  
**Optima McDowell Mountain Village complements the current commercial development as well as the planned commercial development of the adjacent 85.6 acres to the east.**

Policy LU 1.1 Maintain and expand the diversity of land uses in the Greater Airpark.

Policy LU 1.2 Support a mix of uses within the Greater Airpark that promote a sense of community and economic efficiency, such as clustering similar/supportive uses and incorporating residential intended for the area’s workforce, where appropriate.

*Airpark Mixed Use- Airpark Mixed Use-Residential areas are appropriate for the greatest variety of Residential (AMU-R) land uses in the Greater Airpark. Appropriate uses may include a combination of personal and business services, employment, office, institutional, cultural amenities, retail, hotel, and higher density residential. Developments in AMU-R areas should be pedestrian-oriented, have access to multiple modes of transportation, and should be located outside of the Airport’s 55 DNL contour.*

**Optima McDowell Mountain Village will expand the quality housing inventory for the Airpark and surrounding areas to meet the needs of a growing population and burgeoning commercial development. Located within the AMU-R zone, Optima McDowell Mountain Village fulfills the intent of creating higher density residential at this site.**

- GOAL LU 4** Utilize development types to guide the physical and built form of the Greater Airpark (See Development Types Map, page 17).

Policy LU 4.3 Encourage higher-scale Type C development in areas with access to major transportation corridors and where lower-scale residential areas will be buffered from higher-scale development.

Policy LU 4.5 Greater visual variety and architectural interest should be considered in the design of the Greater Airpark’s tallest buildings (Regional Core), particularly at the pedestrian level.

**The design of Optima McDowell Mountain Village with its height and density is intended to meet the desired use of the site that is designated for Type C development within the Regional Core-Greatest Intensity area. The design of Optima McDowell Mountain Village creates distinctive visual variety and architectural interest, particularly at the pedestrian level. Each building is designed to have complex elevations that step in and out creating depth, shadow and texture to enliven each face of every building. Adding to the dynamic effect will be the outdoor terraces provided for every unit that will be edged with trailing native plants cascading down the building. We have designed the buildings to emulate the colors of the desert with bronze glass, and railings, planters, and privacy screens made of Cor-ten steel which weathers over time to warm brown and orange tones. There is no lower-scale residential development in the area immediately surrounding the site.**



# How the Project Aligns with the Greater Airpark Area Plan

## Goals and Policies (continued)

—**GOAL LU 5** Encourage Greater Airpark development flexibility.

Policy LU 5.2 Greater Airpark public amenities and benefits should be provided by the private sector when development bonuses, such as increased floor area, greater intensity, greater height, development standard flexibility, and/ or street abandonment are considered. Potential public amenities and benefits may include, but are not limited to:

- New/expanded usable open space areas;*
- Linkages to planned or existing trails and/or paths;*
- Transit and/or other mobility enhancements, including bicycle and pedestrian amenities;*
- Green building standards, such as LEED certification;*
- Gateway and/or landmark intersection enhancements;*
- Net-zero/significant energy efficiency and/ or on-site alternative energy generation for multiple properties; and/or*
- Area stormwater infrastructure.*

**As more fully set forth in the Overview of Project Public Benefits section, Optima McDowell Mountain Village will deliver extensive public amenities and benefits to the City of Scottsdale.**

—**GOAL LU 7** Develop an interconnected network of Signature Corridors (See Land Use Plan Map, page 11) to support the Greater Airpark as a place for meeting, creating, shopping, learning, as well as working.

Policy LU 7.2 Promote a greater mix of uses along identified Signature Corridors, which complement and are compatible with each respective land use designation.

**Optima McDowell Mountain Village will be located along the Signature Corridor of Scottsdale Road. Its distinctive residential use will complement and be compatible with the existing and planned commercial uses in the area, including the 85.6-acre site adjacent to the site on the east that recently was sold by the State and is planned for commercial use.**

—**GOAL LU 8** Create an interconnected network of meaningful open spaces within the Greater Airpark.

Policy LU 8.1 Recognize and promote the value of usable open space as part of the community’s quality of life.

Policy LU 8.2 Sustain and enhance meaningful open space corridors within the Greater Airpark.

Policy LU 8.3 Promote public/private partnerships in the design of development plans that provide functional urban open spaces, such as plazas and pocket parks, within and between projects.

Policy LU 8.4 Provide parks and open spaces that provide functional relief to workers, residents, and visitors that are easily accessible, and serve as focal points in the Greater Airpark community.

Policy LU 8.5 Link the Greater Airpark to existing and planned citywide and regional open spaces, trails, and path systems.

**As more fully set forth in the Open Space section, Optima McDowell Mountain Village will provide 80% open space at grade level that will be connected to the Scottsdale Bicycle Master Plan by a 14'-wide bicycle and pedestrian trail around the perimeter of the development.**

—**GOAL NH 2** Create complete neighborhoods within the Greater Airpark, through the development of urban dwelling types and mixed-use developments, while being respectful of the Greater Airpark as an aviation-based employment center.

Policy NH 2.3 Incorporate gathering spaces and recreational opportunities into the design of mixed-use development to support a high quality of life for Greater Airpark residents.

Policy NH 2.4 Promote opportunities for parks, open space, and trail connections within new mixed-use development and as a part of the redevelopment of existing property.

**As more fully set forth in the Open Space section, Optima McDowell Mountain Village provide 80% open space at grade level in a manner that is both inviting and functional for the public that also integrates into the Scottsdale Bicycle Master Plan by a 14'-wide bicycle and pedestrian trail around the perimeter of the development.**

—**GOAL NH 3** Encourage residential development that supports the local and regional employment-based land uses in the Greater Airpark.

Policy NH 3.1 Encourage thoughtful and creative residential development that enhances, supports, and is sensitive to Airport operations and the Greater Airpark’s identity as an employment center.

Policy NH 3.2 Incorporate residential into Airpark Mixed Use Residential Future Land Use Areas to reduce traffic congestion, improve air quality, and provide opportunities for workforce housing where:

—*Multi-modal transportation options will be incorporated into residential design.*

Policy NH 3.3.2 Develop a variety of urban dwelling types, including condominiums, apartments, townhomes, lofts, time-shares, patio homes, and work-live and/or live-work units.

**Optima McDowell Mountain Village is intended to provide a mix of both rental apartments and for sale condominiums in an area designated for high density residential development.**



# How the Project Aligns with the Greater Airpark Area Plan

## Goals and Policies (continued)

—**GOAL CM 5** Maintain and enhance use of the Greater Airpark trail and path system.

Policy CM 5.2 Connect existing and future trails and paths to city-wide and regional systems.

**As more fully set forth in the Connectivity section, Optima McDowell Mountain Village will provide approximately 3,150 linear feet of 14'-wide shared bicycle and pedestrian trails around its perimeter on both the site and adjacent City land. This path system would connect to the City’s existing and planned path and trail systems.**

—**GOAL CM 6** Enhance pedestrian and bicyclist access and activity for Greater Airpark residents, visitors, and employees.

Policy CM 6.2 Support an attractive, safe, and engaging pedestrian and bicyclist environment for all users.

Policy CM 6.5 Design corridors that accommodate and attract pedestrians and bicyclists, particularly in Airpark Mixed Use Future Land Use Areas and along Signature Corridors.

Policy CM 6.6 Design safe, comfortable, and aesthetically-pleasing Greater Airpark pedestrian and bicyclist facilities through the incorporation of universally accessible designs, coordinated street lighting, visually-interesting landscape treatments, shading, bicycle lanes, and public art integrated into facility design.

Policy CM 6.7 Enhance connections across or around barriers, such as the Central Arizona Project Aqueduct, Loop 101 Freeway, and Scottsdale Airport.

**As more fully set forth in the Open Space section, Optima McDowell Mountain Village provide 80% open space at grade level in a manner that is both inviting and functional for the public that also integrates into the Scottsdale Bicycle Master Plan by a 14'-wide bicycle and pedestrian trail around the perimeter of the development.**

—**GOAL CM 7** Promote sustainable transportation options that meet the needs of the current and future Greater Airpark community.

Policy CM 7.1 Incorporate site design features that promote more access to those walking, cycling, or taking public transit, such as ground-floor retail and parking located in the rear of buildings, particularly along Signature Corridors and within Airpark Mixed Use Future Land Use Areas.

Policy CM 7.3 Incorporate environmentally sensitive materials and technologies in transportation projects, infrastructure improvements, and facilities, including the use of solar technology and recycled materials.

**Optima McDowell Mountain Village is designed to promote access to those walking, cycling, or taking public transit with its path system and its interconnection with the City’s existing and planned trail system. The site is currently being served by two existing bus routes. Optima McDowell Mountain Village is more accessible to pedestrians and cyclists through its use of underground parking and limited vehicular access points. The Sustainability section more fully describes the environmentally sensitive materials and technologies to be used in the construction and operation of Optima McDowell Mountain Village.**

—**GOAL EP 1** Reduce energy consumption through environmentally sensitive land use practices and design policies.

Policy EP 1.1 Promote green building alternatives that support sustainable, energy-efficient development.

Policy EP 1.3 Promote landscape design and irrigation methods that contribute to water and energy conservation.

Policy EP 1.4 Promote solar and alternative energy development standards in building and site design.

Policy EP 1.7 Encourage design concepts that maximize building efficiency, such as building orientation, air circulation, and shading.

Policy EP 1.9 Integrate into building design the practice of passive solar elements and the use of renewable energy generation systems, such as solar panels and rainwater harvesting storage tanks.

**As more fully set forth in the Sustainability section, Optima McDowell Mountain Village will deliver the next evolution of Optima’s commitment to sustainability.**

—**GOAL EP 3** Reduce the Urban Heat Island effect in the Greater Airpark

Policy EP 3.2 Increase the use of effective natural and man-made shading for parking lots, streets, and pedestrian areas.

Policy EP 3.3 Incorporate opportunities for “cool” technologies that will help reduce heat island effects, such as alternative pavement material, high solar reflectance building surface treatments, passive cooling elements, open spaces, and “green” roofs.

Policy EP 3.4 Increase tree planting as a ground-level ozone reduction measure.

**The use of 100% underground parking topped with 80% landscaped open space will reduce the urban heat island effect in the Airpark and native landscaping at grade coupled with Optima’s vertical landscaping system will provide further cooling as well as provide for ozone reduction.**



# How the Project Aligns with the Greater Airpark Area Plan

## Goals and Policies (continued)

—**GOAL EP 4** Foster a sustainable balance between environmental stewardship and the development and redevelopment of the Greater Airpark.

Policy EP 4.2 Encourage all developments to respect and respond to the Sonoran Desert climate.

Policy EP 4.6 Reduce existing and seek to limit future impervious surfaces in development, such as asphalt and concrete, in order to reduce the heat island effect and stormwater runoff.

Policy EP 4.7 Encourage the efficient use of natural and man-made resources in building and site design.

Policy EP 4.8 Building design should respect and enhance the Sonoran Desert context of the Greater Airpark using building orientation, landscape buffers, colors, textures, materials, and lighting.

**Outdoor terraces are provided for every unit that will be edged with trailing native plants cascading down the building. Optima McDowell Mountain Village is designed to emulate the colors of the desert with bronze glass, and railings, planters, and privacy screens made of Cor-ten steel which weathers over time to warm brown and orange tones.**

—**GOAL EP 5** Improve water conservation efforts and encourage the reuse of graywater.

Policy EP 5.3 Promote rainwater harvesting techniques in site planning, landscape design, and landscape improvements for all development types.

Policy EP 5.4 Encourage landscape improvements that limit the amount of turf area and make optimal use of indigenous and adapted desert plants.

Policy EP 5.6 Encourage water conservation by using reclaimed and graywater in areas with access to delivery systems.

**As more fully set forth in the Sustainability section, Optima McDowell Mountain Village will deliver water conservation through use of indigenous and adapted desert plants in its landscaping and reclamation of rainwater for on-site use.**

—**GOAL EP 6** Effectively manage and protect local and regional stormwater drainage ways.

Policy EP 6.5 Integrate alternative stormwater detention practices, such as rainwater harvesting and water infiltration methods.

**As more fully set forth in the Sustainability section, Optima McDowell Mountain Village will manage and protect stormwater drainage by providing for rainwater harvesting for on-site use.**

—**GOAL CD 1** Enhance and strengthen the design character of Greater Airpark Future Land Use Areas. (See Land Use Plan Map, page 11).

*Airpark Mixed Use Future Land Use Areas (AMU & AMU-R) – The character of these areas is pedestrian-oriented, urban, and human-scale and features a variety of open spaces, gathering areas, and multi-modal transportation options. Multi-modal transportation should include bicycle and transit access connected to a pedestrian network to encourage social contact and interaction among the community. Design elements should be oriented toward people, such as the provision of shelter and shade for the pedestrian, active land uses at the ground floor/ street level, and a variety of building forms and facade articulation to visually shorten long distances. A variety of textures and natural materials is encouraged to provide visual interest and richness, particularly at the pedestrian level. Design of this Future Land Use Area should be based on a small city block layout with mid-block connections to promote greater walkability. The public realm may be activated through building and site design, orientation toward the street, high-activity uses on the street level, and the integration of public art.*

Policy CD 2.1.4 Scottsdale Road Signature Corridor

*The Scottsdale Road Signature Corridor, from Frank Lloyd Wright Boulevard to the northern Greater Airpark boundary, is a designated scenic corridor with distinct design guidelines, which reflect the transitional nature from urban to the native desert, while responding to sophisticated urban development and resort characteristics found in adjacent developments.*

**As more fully set forth throughout this document, the design of Optima McDowell Mountain Village is intended to encourage social contact and interaction among the community.**



View of Bike Path from Northeast



About Optima

# About Optima

Founded in 1978 by David C. Hovey, FAIA, Optima is a family owned, privately-held, design-driven real estate development firm with offices in Scottsdale, Arizona and Chicago, Illinois.

For more than 40 years, Optima has been developing, designing, building and managing striking urban and suburban luxury residential communities. From the beginning, Optima aimed to reinvent housing by integrating the functions involved in new construction within one company. Optima controls and executes every aspect of the process in-house – development, design, construction, sales and management – for a dynamic system that offers greater focus and fluidity.

Optima is committed to delivering extraordinary living through design, innovation, sustainability and management. We believe that exceptional design enhances the human experience.

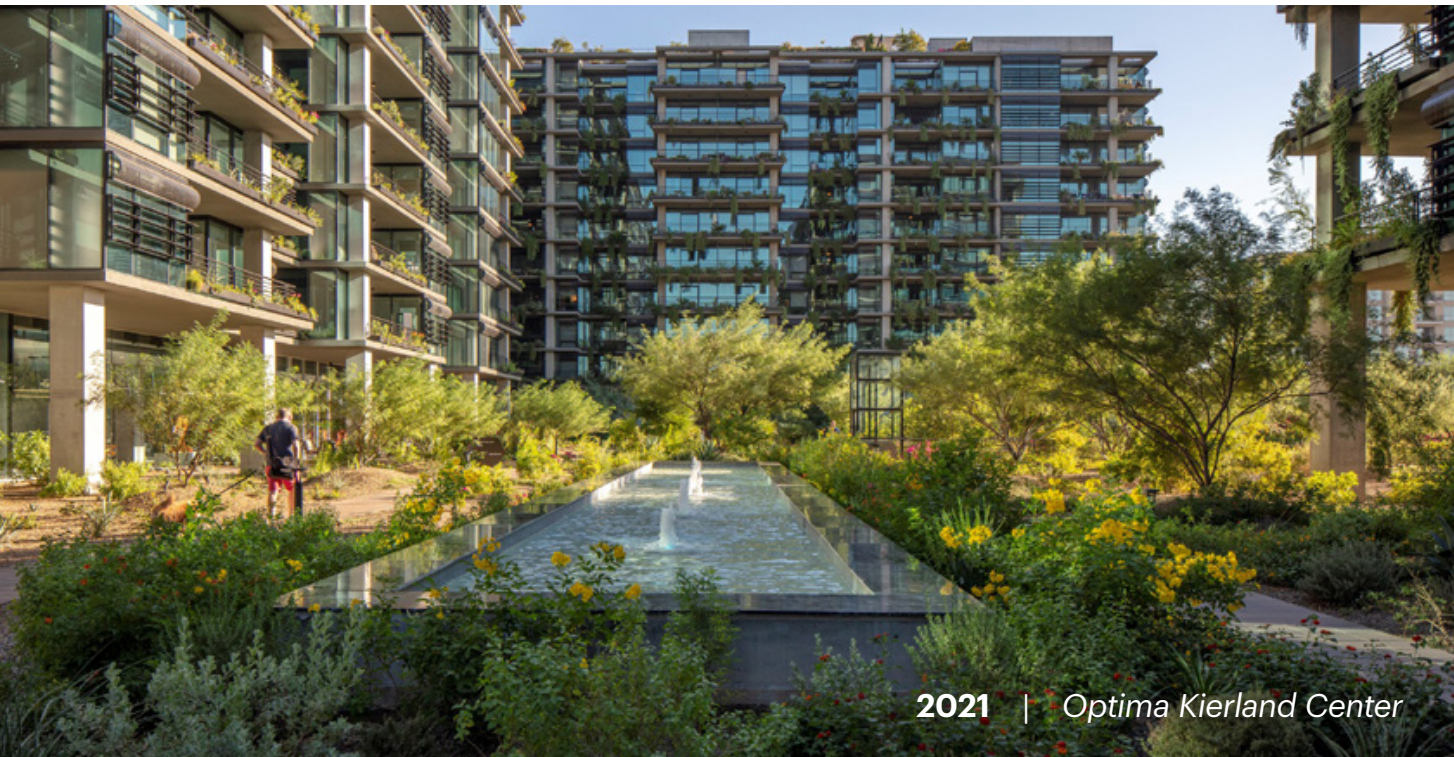
In 2021, Optima was recognized as the Firm of the Year by the American Institute of Architects (AIA) Chicago.



2010 | Optima Camelview Village



2019 | Optima Sonoran Village



2021 | Optima Kierland Center



# Recent AZ Project Awards

## Optima Sonoran Village

- 2021 American Architecture Award
- 2020 Green Good Design Award
- 2020 Outstanding Property Award London
- 2019 AIA Chicago Divine Detail Award
- 2017 International Property Award
- 2016 AIA Chicago Distinguished Building Honor Award

## Optima Camelview Village

- 2012 AIA Housing Award for Architecture
- 2012 International Architecture Award
- 2012 National AIA TAP Award
- 2011 AIA Chicago Interior Architecture Award
- 2011 AIA Chicago Distinguished Building Honor Award
- 2010 AIA Arizona Distinguished Building Honor Award
- 2009 AIA American Architecture Award

## Optima Kierland Center

- 2021 American Architecture Award
- 2021 Green Good Design Award
- 2020 Outstanding Property Award London
- 2018 AZRE Red Award
- 2018 AMA Tribute Award
- 2017 BUILD Architecture Award

# Recent Architecture Awards

## 2021

- AIA Chicago Firm of the Year
- American Architecture Award – Optima Kierland Center
- American Architecture Award – Optima Sonoran Village
- AIA Chicago Distinguished Building Award – AZ Courtyard House
- Green Good Design Award – Optima Kierland Center
- Outstanding Property Award London – Optima Signature
- Architizer A+ Award Finalist - Optima Signature

## 2020

- AIA Chicago Distinguished Building Award – Whale Bay House
- Green Good Design Award – Optima Sonoran Village
- Outstanding Property Award London – Optima Kierland Center
- Outstanding Property Award London – Optima Sonoran Village
- Outstanding Property Award London – Arizona Courtyard House

## 2019

- AIA Chicago Divine Detail Award – Optima Sonoran Village
- American Architecture Award – Whale Bay House
- Architecture MasterPrize – AZ Courtyard House
- Architizer A+ Award Finalist - AZ Courtyard House





# Recent Developments

OPTIMA OLD ORCHARD WOODS

Location: Skokie, IL

Project Type: Condominium

Completed: 2010

Optima Old Orchard Woods offers residents amenities and architecture found only in downtown high rises in the serenity of a suburban setting overlooking the Harms Woods forest preserve and across the street from the Westfield Old Orchard shopping center. The development is composed of three interlocking towers built in separate phases. Residents are located only miles away from the Chicago CBD with immediate access to the Edens Expressway while enjoying private recessed balconies, green rooftop systems, sky gardens, fitness centers, a tennis court, a two story party room, and a two story pool and spa.

Project Details

- Mix of studio, one-, two- and three-bedroom residences
- 689 total residences
- Average unit size of 1,251 SF
- 1,619,598 total gross SF spread across three, 20-story buildings.
- 10,400 SF of commercial space
- 430-foot sundeck connects the towers and forms a portico into the entry courtyard





# Recent Developments

## OPTIMA CAMELVIEW VILLAGE

Location: Scottsdale, AZ

Project Type: Mixed Use / Multifamily

Completed: 2010

The project is a 701-unit mixed-use condominium development built on a 13-acre site in downtown Scottsdale, Arizona. It consists of eleven interconnected, terraced, bridge-linked buildings built atop a 1,250-car underground garage, the roof of which is a 10-acre community park with meandering pedestrian paths.

Built on a 30 foot by 30 foot structural bay with landscaped terraces cantilevering up to twenty feet, the project creates a rich urban experience as no two buildings are the same.

### Project Details

- Mix of studio, one-, two- and three-bedroom residences
- 701 total residences
- Average unit size of 1,208 SF
- 2,328,548 total gross SF spread across eleven buildings
- 39,000 SF of commercial space including business suites, and office space
- 17 acres of landscaped roof gardens on the 14-acre site
- 11-acre community park with meandering pedestrian paths





# Recent Developments

## OPTIMA CHICAGO CENTER

Location:           Streeterville, IL

Project Type:     Multi-family

Completed:       2013

Located in the heart of Chicago’s Streeterville neighborhood and adjacent to Optima Signature, Optima Chicago Center is a mixed-use residential tower of 42 stories with 325 luxury rental units. The building is a 21st century urban solution to luxurious, high-rise residential design, deriving an impressive elegant quality from its simplicity in contrast to the complex facades surrounding it. It's 15,000 square feet includes street level retail and business suites.

### Project Details

- Mix of studio, one-, two- and three-bedroom rental residences
- 325 total residences
- The plaza created between Optima Chicago Center and Optima Signature, rich in its composition of masses and voids, features lush landscaping in granite planters detailed with integral benches. To add to the dynamic quality of the plaza, an original sculpture was placed, adding visual movement and energy to the space.
- Sky Garden Terrace offers panoramic views of the lake, river and city skyline
- 15,000 SF of commercial space including street-level retail and business suites





# Recent Developments

## OPTIMA SONORAN VILLAGE

Location: Scottsdale, AZ

Project Type: Multi-family

Completed: 2012-2019

Optima Sonoran Village is a mixed-use residential community in downtown Scottsdale, located steps from Scottsdale Fashion Square and Old Town. The project is situated on 10 acres and comprised of 5 buildings with 768 residences, 13,000 square feet of commercial space and 100% underground parking. Utilizing an articulated façade, innovative shading devices, sustainable systems and varied building materials, Optima Sonoran Village provides a dynamic setting in the harsh climate of the Sonoran Desert.

### Project Details

- Mix of studio, one-, two- and three-bedroom rental residences
  - Studios | 136 units
  - 1 Beds | 272 units
  - 2 Beds | 297 units
  - 3 Beds | 63 units
- 768 total residences
- Average unit size of 1,033 SF
- 13,000 SF of commercial space including street-level retail and business suites





# Recent Developments

OPTIMA SIGNATURE

Location:           Streeterville, IL

Project Type:     Multi-family

Completed:       2017

Located just east of the Chicago river in the coveted Streeterville neighborhood of downtown Chicago, adjacent to sister tower Optima Chicago Center, Optima Signature is a 21st century urban solution to multi-family residential design. It rises 57 stories with 490 luxury residential apartments, offering serene views of Lake Michigan to the east and dynamic city views of Chicago in all other directions. Its 60,000 square feet of commercial space include 14,200 square feet of street-level retail.

Project Details

- Mix of studio, one-, two- and three-bedroom rental residences
  - Studios | 108 units
  - 1 Beds | 182 units
  - 2 Beds | 138 units
  - 3 Beds | 62 units
- 490 total residences
- Average unit size of 1,002 SF
- 872,205 total gross square footage
- 1.5 acres of amenity space across four floors in the building
- 60,000 SF of commercial space including street-level retail, business suites, and office space





# Recent Developments

OPTIMA KIERLAND CENTER

Location: Scottsdale, AZ

Project Type: Multi-family & Condominium

Completed: 2017-2023

Known as one of the world’s finest golf destinations, North Scottsdale and the surrounding area boast hundreds of miles of hiking and biking trails as well as numerous parks. Upscale shopping centers, cafés and restaurants offer myriad ways to enjoy a relaxed approach to leisure time. In addition to providing easy access to a full range of activities, Optima Kierland offers its own set of exclusive amenities to enhance personal well-being. Five towers ranging from 10-12 stories, offering both rental and condominium residences are situated on the 12.5 acre site.

Project Details

- Mix of studio, one-, two- and three-bedroom rental and condominium residences, as well as custom combination homes in excess of 5,000 SF
- 954 total residences
- Average rental unit size of 1,177 SF
- Average condominium unit size of 1,334 SF
- Each building contains its own exclusive amenities on the grade level and the rooftop sky deck.





About Optima

Recent Developments

OPTIMA LAKEVIEW

Location: Chicago, IL

Project Type: Multi-family Rental

Completed: Under construction

Located on N. Broadway in the middle of a vibrant community, Optima Lakeview is a seven-story transit-oriented development of 198 apartments with street-level retail in Chicago’s Lakeview neighborhood. Scheduled for completion in 2022, Optima Lakeview will include one-, two- and three-bedroom apartment homes, 14,000 square feet of commercial space and 40,000 square feet of amenity spaces for residents to enjoy. Optima Lakeview will feature an undulating façade with deep recesses, shades, and shadows, and setbacks designed for outdoor terraced landscapes.

Project Details

- Mix of one-, two- and three-bedroom rental residences
  - 1 Beds | 114 units
  - 2 Beds | 51 units
  - 3 Beds | 33 units
- 198 total residences
- Average unit size of 1,048 SF
- 40,000 SF of amenity space across the building
- Rooftop Sky Deck designed for year-round use
- 14,000 SF of commercial space including street-level retail





About Optima

Recent Developments

OPTIMA VERDANA

Location: Wilmette, IL

Project Type: Multi-family Rental

Completed: Delivering in 2023

Located on Central Avenue in the heart of the downtown Wilmette in Chicago's North Shore, Optima Verdana will feature 100-ultra luxury rental residences with over 8,000 SF of street-level retail. The development will feature our signature vertical landscaping system which includes self-containing irrigation and drainage, and will be complemented with hand-selected plants that will stay green year-round – even during the most extreme weather conditions. We are committed to earning Green Globes certification for sustainable construction practices for this project.

Project Details

- Mix of one-, two- and three-bedroom rental residences
  - 1 Beds | 23 units
  - 2 Beds | 46 units
  - 3 Beds | 31 units
- 100 total residences
- Average unit size of 1,506 SF
- 7-story building
- Signature Rooftop Sky Deck
- 8,110 SF of street-level retail space



Optima Verdana



Optima Verdana



About Optima

About the Developer/Architect

David Hovey Sr., FAIA

CEO of Optima, Inc.

Mr. David C. Hovey Sr., FAIA, founded Optima in 1978 with the goal to reinvent multifamily residential housing by optimizing development, design, construction and operations within a single company. In Optima’s more than 40 years, Mr. Hovey Sr. has overseen the construction of approximately 3,500 condos, apartments and townhouses in the metropolitan Chicago area, plus another 2,500 units in Phoenix and Scottsdale, Arizona. He was awarded both his Bachelor of Architecture and Master of Science in Architecture by the Illinois Institute of Technology. Mr. Hovey Sr. returned to the architecture program at IIT as an associate professor, a position he held for more than 35 years.

Hovey Sr. is a Fellow of The American Institute of Architects (FAIA) – the highest membership honor for AIA members. His work has earned numerous awards for excellence in architecture, planning and green design.

David Hovey Jr., AIA

President & COO

Mr. David Hovey Jr. is president and COO of Optima, Inc. and Optima related entities. He oversees all company entities and business units including development, architecture, construction, land acquisition, entitlements, corporate finance, sales and marketing, investor relations, and asset management.

Mr. Hovey Jr.’s architectural work has received national and international awards from National AIA, AIA Chicago, AIA Arizona, The American Architecture Awards, The Architecture MasterPrize, The European Centre for Architecture, and The International Property Awards.

Mr. Hovey Jr. founded Optima DCHGlobal Inc. after patenting a modular prefabricated building system that utilizes a connector plate technology that enables design flexibility in both horizontal and vertical planes, is sustainable up to the net-zero level, multi-generational, and can be built quickly and efficiently in any location, climate, or terrain. The system has been described by AIA jurors as the future of American housing. Optima DCHGlobal Inc. designs and builds modular prefabricated buildings.

Mr. Hovey Jr. received his Master of Architecture degree from the Illinois Institute of Technology and Bachelor of Science in City and Regional Planning from Cornell University. He is a licensed architect in New Zealand, Arizona, and Illinois; and holds an I-G10 manufactured housing license. He is a member of The American Institute of Architects (AIA), ULI, YPO Scottsdale, and Cornell University Sphinx Head Society.

Eileen Sheehan Hovey

CEO of Optima Real Estate Inc. and Optima Realty Inc.

Eileen Sheehan Hovey is chief executive officer (CEO) of Optima Real Estate Inc. and Optima Realty Inc., which are Optima’s brokerage and property management entities. Mrs. Eileen Sheehan Hovey has led all sales, marketing, website and social media efforts since her instrumental role in scouting and acquiring the land for the firm’s first project in 1978.

She is a managing broker in both Illinois and Arizona and oversees Optima’s real estate brokerage business. Mrs. Hovey is responsible for setting the strategic vision for all sales, leasing and marketing of the company’s developments. Since founding the company with her husband, David Hovey Sr., Mrs. Hovey has successfully sold and leased more than 6,000 units spanning over 40 multifamily projects.

Mrs. Hovey holds a Bachelor of Arts degree in history from St. Louis University, and is a member of the National, Illinois, and Arizona Associations of REALTORS. Mrs. Hovey has devoted much of her time to philanthropic organizations. She is on the Founders’ Board for the Ann & Robert H. Lurie Children’s Hospital of Chicago as well as the Founding Board of Erica’s Lighthouse, an organization dedicated to raising awareness and destigmatizing depression.

Tara Hovey

President

Ms. Tara Hovey is president of Optima, Inc. Ms. Hovey is involved in setting and implementing the strategic vision of the company, pre-development planning and deal evaluation as well as the capitalization of the firm and its new developments.

Ms. Hovey has led the capitalization and financing, including construction financing for new developments, recapitalizations and building dispositions. From 2016-2020 Ms. Hovey served as President and COO for the firm, responsible for all company entities and business units including corporate finance, sales and marketing, land acquisition, development, investor relations, asset management and risk management. Prior to that she served as senior vice president for the firm, responsible for all capital markets efforts, corporate finance, development and hiring. Before her time at Optima, she worked in capital markets at Cushman & Wakefield in New York City, where she underwrote debt and equity transactions.

Ms. Hovey earned an MBA from the Wharton School of the University of Pennsylvania and holds a Bachelor of Arts in communications with honors from Boston College. She is a black belt in karate and managing broker in Illinois. Ms. Hovey is a member of YPO Chicago, The Chicago Network, The Chicago Media Project, serves on the Guild Board for the Boys and Girls Clubs of Chicago; and is a Fellow of the Aspen Institute’s Henry Crown Fellowship and a member of the Aspen Global Leadership Network.



Miscellaneous Recent Project Photos







2020 | 7140 Optima Kierland



2020 | 7180 Optima Kierland



2020 | 7180 Optima Kierland



2019 | Optima Sonoran Village



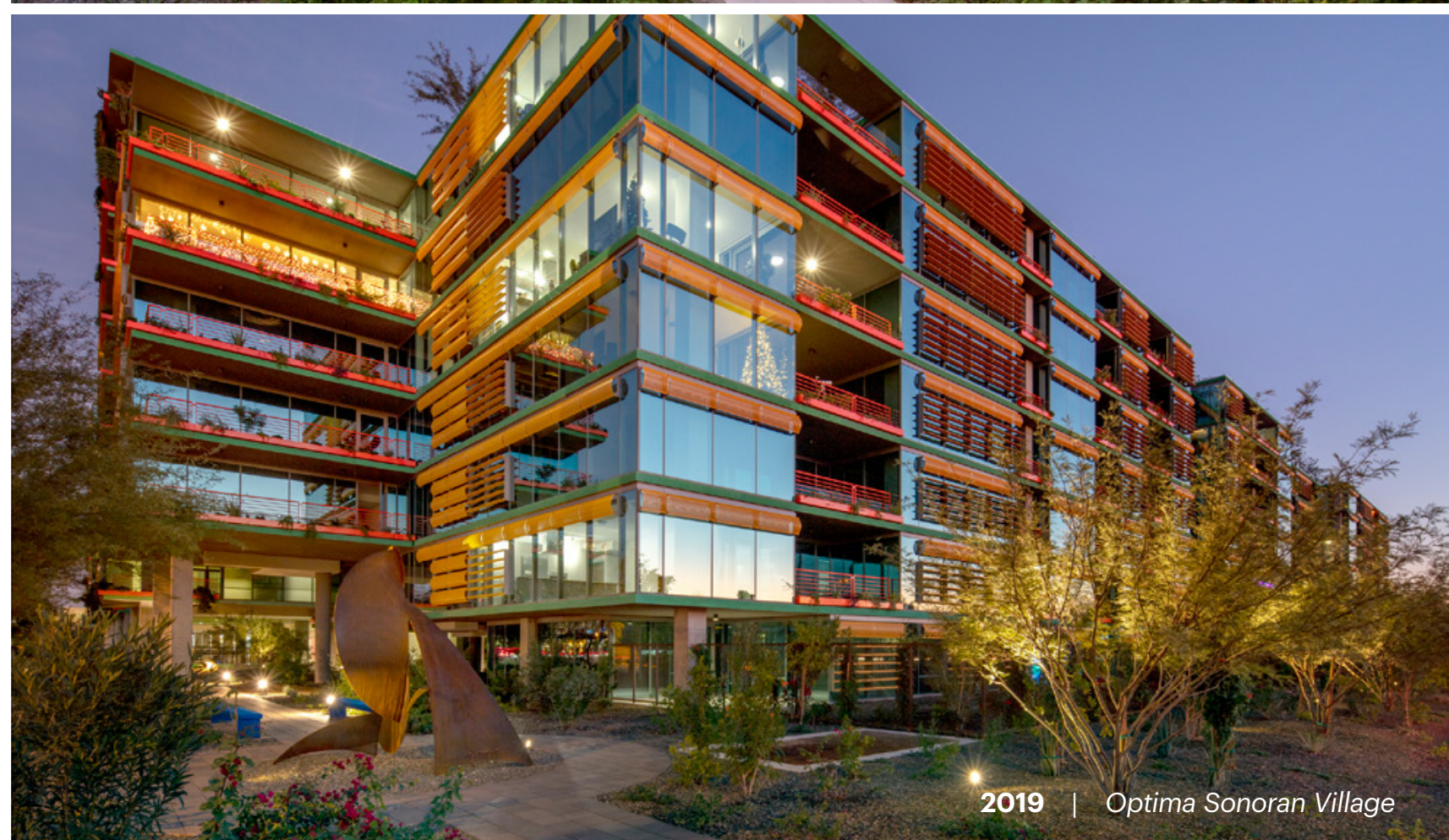


2019 | Optima Sonoran Village

2021 | Optima Kierland Center

2010 | Optima Camelview Village













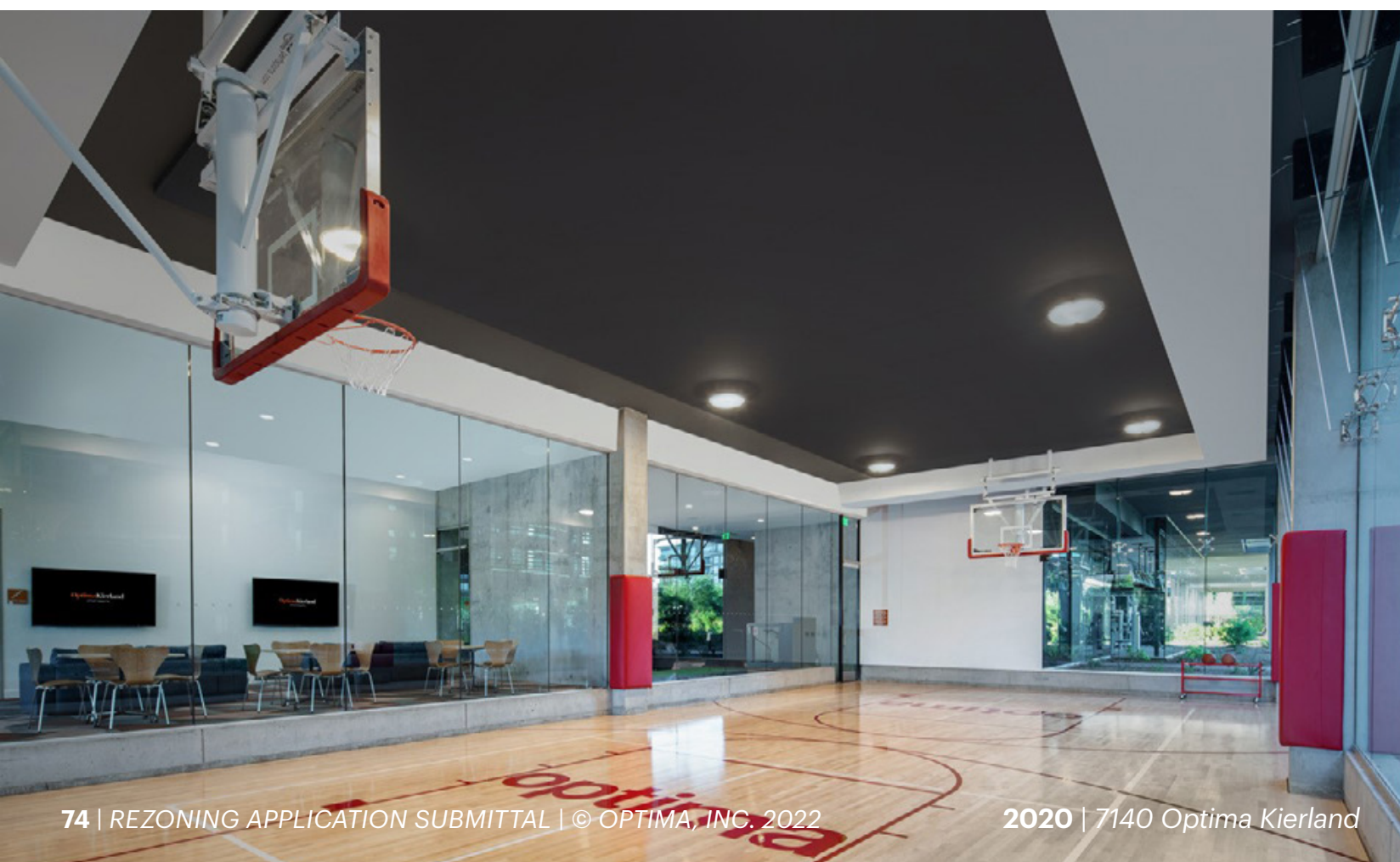




2020 | 7140 Optima Kierland



2020 | 7180 Optima Kierland



2020 | 7140 Optima Kierland





SAUNA



2021 | 7140 Optima Kierland

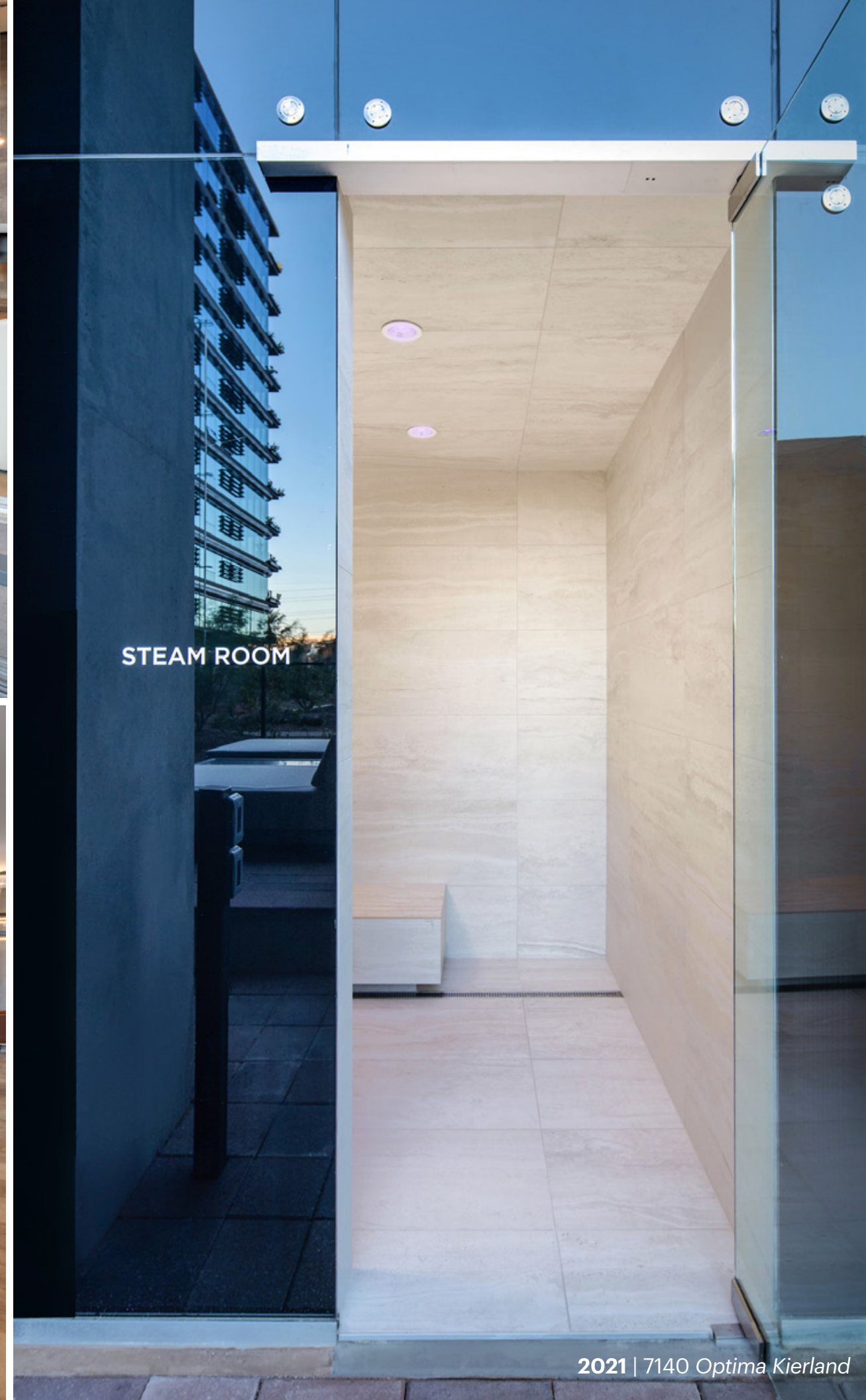


2021 | 7140 Optima Kierland





2021 | 7180 Optima Kierland



STEAM ROOM

2021 | 7140 Optima Kierland



2021 | 7180 Optima Kierland







**BUILDING HEIGHT INFORMATION:**

\*ALL HEIGHTS MEASURED FROM LEVEL 1 (PROJECT 0'-0"). PROJECT 0'-0" = 1598'  
(PROJECT 0'-0") IS 2.23' ABOVE "POINT OF REFERENCE ELEVATION"

- BUILDINGS 1-6 (11 STORIES WITH AMENITY ROOF DECK)
  - 107'-0" TO TOP OF RESIDENTIAL FLOOR SLAB
  - 118'-0" TO TOP OF ROOF STRUCTURAL SLAB
  - 119'-0" TO TOP OF RUNNING TRACK
  - 123'-0" TO TOP OF ROOF AMENITIES DECK
  - 133'-6" TO TOP OF AMENITIES ROOF STRUCT. / TRELLIS
    - (<15% OF OVERALL ROOF)
  - 144'-9" TO TOP OF ELEVATOR OVERRUN STRUCT.
    - (<2% OF OVERALL ROOF)

**POINT OF REFERENCE ELEVATION CALCULATION:**

- T/ EXISTING CURB AT NORTHERN POINT OF N. SCOTTSDALE RD = 1597.73'
- T/ EXISTING CURB AT MAYO CAR ACCESS = 1592.14'
- T/ EXISTING CURB AT EAST SIDE OF E. MAYO BLVD = 1594.45'
  - AVG CURB ELEVATION = 1594.77'
  - (AVG CURB ELEVATION) 1594.77' + 12" = 1595.77'
- **POINT OF REFERENCE ELEVATION = 1595.77'**

CITY OF SCOTTSDALE DEFINITION OF BUILDING HEIGHT:

Building height, is the vertical distance measured from a point of reference elevation established 12 inches above the average elevation at the top of the curb of the street or streets adjacent to the property, or to the top of the crown of the roadway or roadways, if there is no curb, to the highest point of the coping of a flat roof, or to the highest point of a mansard roof or to the highest gable of a pitch or hip roof. In cases where drainage considerations supersede this Zoning Ordinance, the point of reference elevation would be subject to the approval of the Floodplain Administrator.



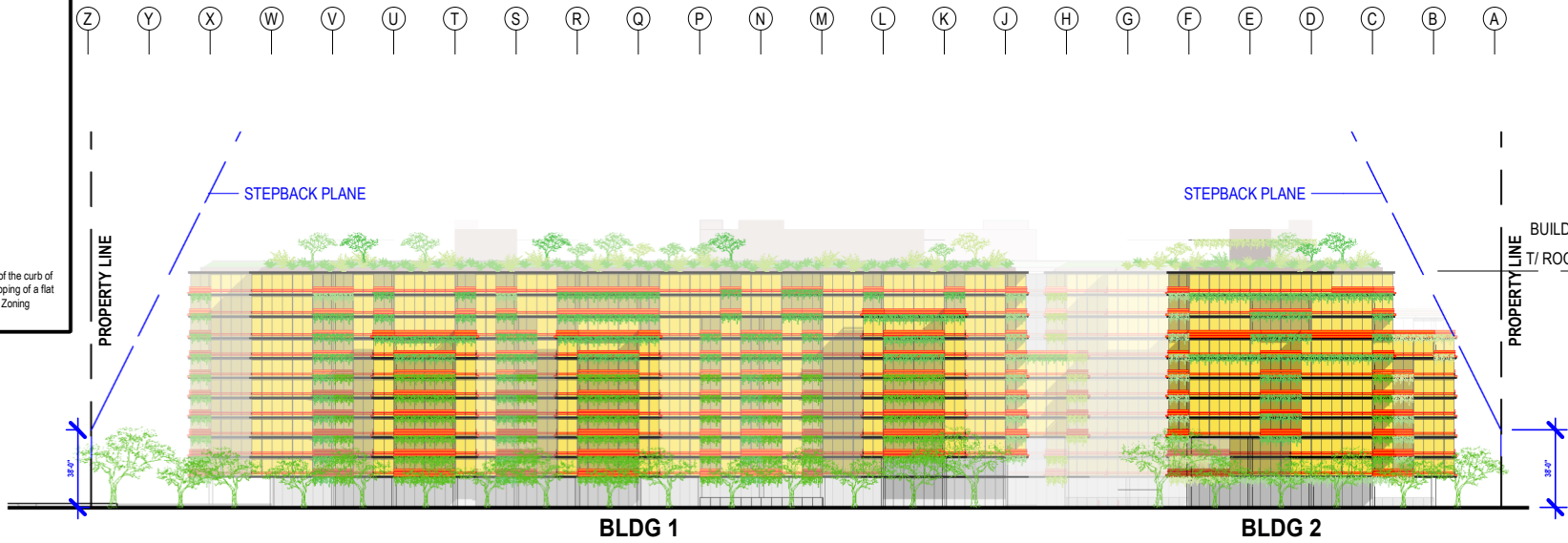
CONCRETE



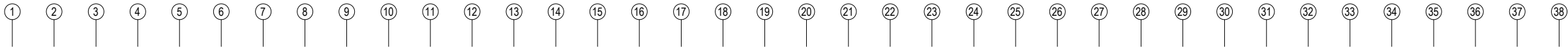
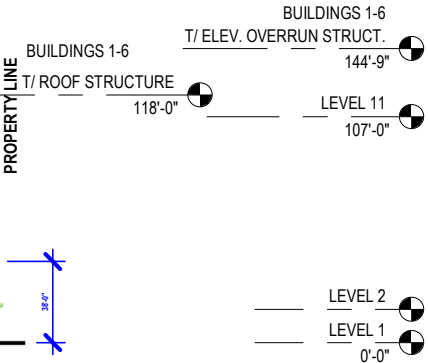
GLASS



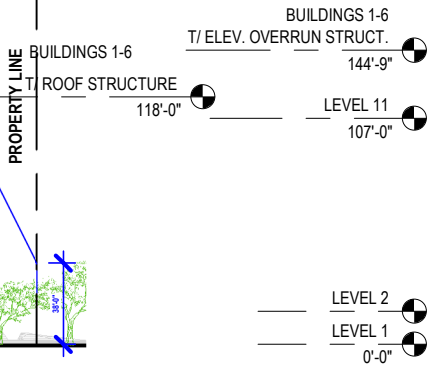
METAL



WEST ELEVATION FROM SCOTTSDALE RD



SOUTH ELEVATION FROM MAYO BLVD





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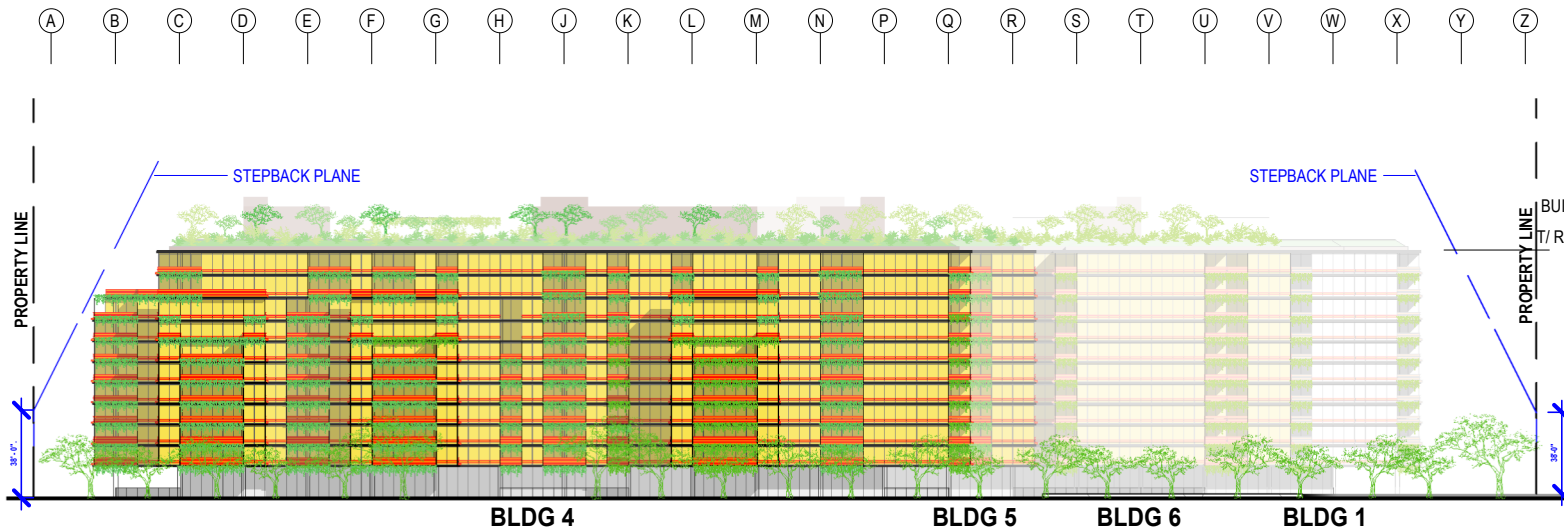
CONCRETE



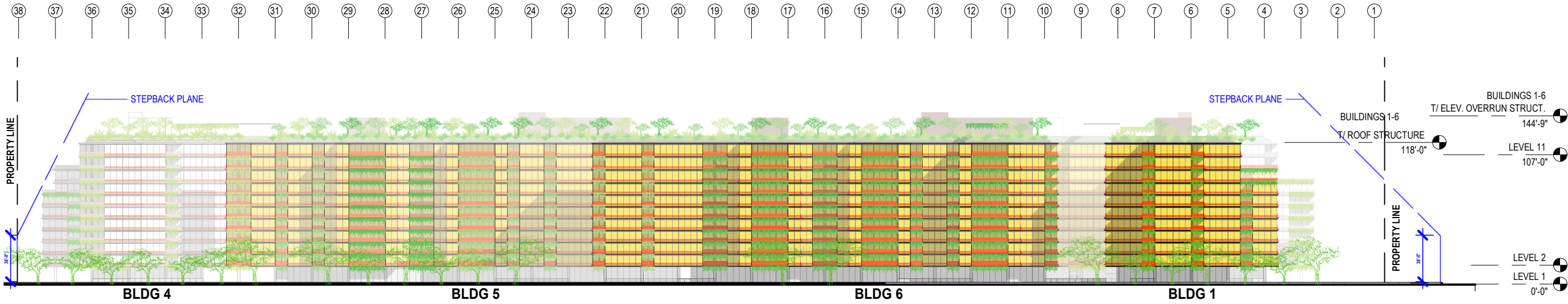
GLASS



METAL



EAST ELEVATION



NORTH ELEVATION FROM ROUTE 101