

# *High Street Residential Scottsdale Road & Gold Dust Avenue*

## *Minor General Plan Amendment & Rezoning Project Narrative*

**2-GP-2022 & 4-ZN-2022**



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## **SITE INFORMATION & PROJECT OVERVIEW**

**Proposed Use:** Residential Mix-Use Development

**Location:**

- 10050 N. Scottsdale Road
- West of southwest corner of Scottsdale Road & Gold Dust Avenue
- APN: 175-56-002H

**Property Size:**

- Total Site Area:
  - 4.64+/- gross acres
  - 4.22+/- net acres

**Current Zoning**

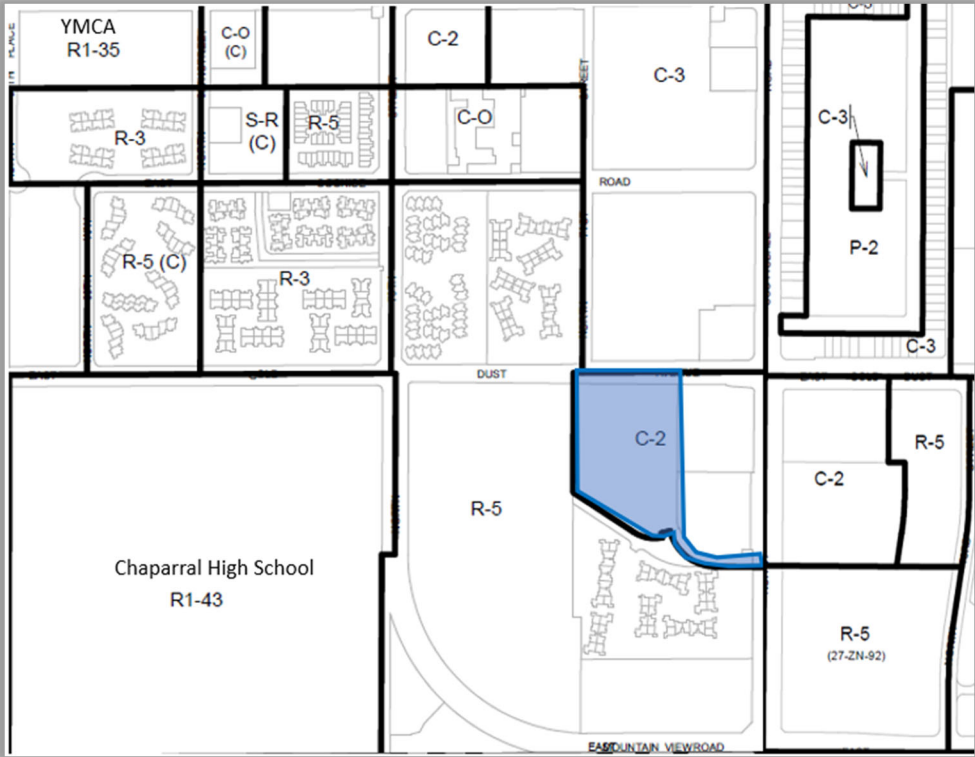
- C-2

**Proposed Zoning**

- PUD



**Current Zoning Map**



**Context Aerial – Existing Site**



**Existing Streetscape – Gold Dust**



**Proposed Streetscape – Gold Dust**



## Proposed Site Plan



### Development Request

The request is for a Minor General Plan Amendment (“GPA”) and rezoning on a 4.64+/- gross acre site located west of the southwest corner of Scottsdale Road and Gold Dust Avenue (the “Property”). The GPA request from Commercial to Mixed-Use Neighborhoods and rezoning request from C-2 to PUD will allow for an integrated mixed-use residential development including live/work units and workforce housing. The development plan includes 254+/- luxury residences and amenities which include, but are not limited to, live/work units, underground parking, landscaped community space, pool/spa area, yoga/fitness space, and indoor/outdoor co-workspace that extends seamlessly with the outdoor community space. The building massing will be stepped from 3 to 4 stories with a maximum height of 48-feet exclusive of mechanical appurtenances.

## **2035 GENERAL PLAN**

*“Our future begins today. Building upon decades of planning and thousands of hours of community involvement, General Plan 2035 guides the physical development of Scottsdale and acts as a blueprint to enhance our community aspirations—Exceptional Experience, Outstanding Livability, Community Prosperity, and Distinctive Character—over the next 20 years.”*

The General Plan is a tool for guiding future development and contains community goals and policies on a variety of components that play a role in creating the community in which we live, work, and enjoy. These goals and policies are broken down into 24 elements. The 2035 General Plan organizes the 24 elements under the following chapters with a series of goals and policies. A summary of the development’s conformance to these goals and policies is provided below.

- 1. Character & Culture**
- 2. Sustainability & Environment**
- 3. Collaboration & Engagement**
- 4. Community Well-Being**
- 5. Connectivity**
- 6. Revitalization**
- 7. Innovation & Prosperity**

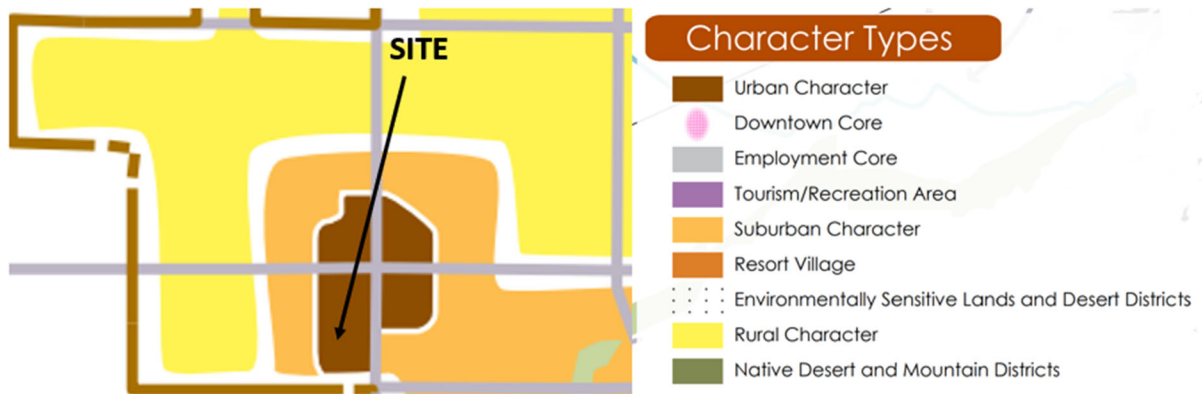
### **❖ CHACTER & CULTURE**

#### **Character Types**

- *Urban Character Types consist of higher-density residential, non-residential, and mixed-use neighborhoods, including apartments, high-density townhouses, business and employment centers, and resorts. Development in Urban Character Types should have pedestrian orientation, shade, activity nodes, and useable open spaces that encourage interaction among people. Building form and heights typically transition to adjacent Rural and Suburban Character Types. Taller buildings may be appropriate in Growth Areas, depending on context (see Growth Areas Element). Examples include Old Town Scottsdale, a mixed-use center of distinct urban districts; mixed-use portions of the Greater Airport, 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.*



## Character Type Map



Source: 2035 General Plan

## Character & Design Element

### CD 1

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

*CD 1.1 New and revitalized development should respond to the regional, citywide, and neighborhood contexts in terms of:*

- *Scottsdale's southwestern, Sonoran Desert characteristics, such as climate, native plants, topography, and history/culture.*
- *Scottsdale as a part of a larger metropolitan area with a unique image, character, and identity within the regional setting.*
- *Relationships and sensitivity to surrounding land forms, land uses, and transportation corridors.*
- *Compatibility with and sensitive integration into established neighborhood character, including historical preservation policies.*
- *Contributions to citywide linkages of open space, Growth Areas, and Activity Areas.*
- *Creation of new or reinvention of the existing character of an area, when necessary.*
- *Physical scale relating to human experience.*
- *Visual impacts on and accessibility to public settings, significant natural features, and neighboring properties.*
- *Impacts on and sensitivity to the natural environment.*
- *Public buildings and facilities that demonstrate the above principles.*

*CD 1.2 Consider the effects of building height, overall development density, and building orientation on adjacent neighborhood character, privacy, and viewsheds*

*CD 1.3 Ensure that all development is a part of and contributes to established Character Types.*

*CD 1.4 Encourage transitions and blending of character between Character Types, including, open space areas, building height, massing, and orientation*

**Response:** The request for PUD zoning for mixed-use residential development encourages a synergistic lifestyle and appropriate balance of land uses with an enhanced pedestrian environment. The proposal for 254+/- residences on the Property promotes revitalization of nearly vacant commercial center (that will be vacant by summer 2022) within the Urban Character Type. As noted above Urban Character Type areas “*consist of higher-density residential, non-residential, and mixed-use neighborhoods, including apartments, high-density townhouses, business and employment centers, and resorts. Development in Urban Character Types should have pedestrian orientation, shade, activity nodes, and useable open spaces that encourage interaction among people.*”

The Property is surrounded by a variety of retail/support services and multifamily residential. Adjacent to the site along Scottsdale Road is California Pizza Kitchen and CVS Drug Store. To the north is Circle K gas and convenience store, O’Reilly Auto Parts, Ace Hardware, and Total Wine amongst other retailers. Further, on the east side of Scottsdale Road is Life Storage and Hampton Inn. The Mosaic Apartments and Chaparral High School are located to the west of the site and the Verona Condominiums are located to the south. Large employers are located nearby, such as HonorHealth’s Shea Campus (approximately 2.5 miles to the east) and the Scottsdale Airpark (approximately 2 miles to the north). Further, there is a wide range of existing commercial uses in the Scottsdale and Shea vicinity, which currently has approximately 1,800,000+/- s.f. of commercial space of which approximately 155,000 s.f. is vacant, underutilized space.

The key development consideration and design themes are summarized below and will be reaffirmed throughout the goals and policies discussion.

Key development considerations include, but are not limited to the following:

- Implement architectural character and elements consistent with the surrounding context that respond to the Southwestern climate and focus on sustainability through design, massing, material selection, and landscaping
- Offer new, vibrant housing options to Scottsdale residents
- Revitalize and redevelop an underutilized nearly vacant retail center with synergistic land uses
- Increase open space and improve the pedestrian environment by incorporating underground parking and large community outdoor spaces, thereby reducing the heat island effect
- Enhance pedestrian connectivity through new and/or improved sidewalk connections further promoting walkability
- Provide live/work units and indoor/outdoor co-workspace for residents to embrace modern work lifestyles
- Designate 10% of residences for workforce (below market rate) housing
- Strengthen the economic success of the area through new residential while preserving and bolstering area business

Outdoor Co-workspace



### **CD 3**

***Foster quality design that enhances Scottsdale as a unique southwestern desert and tourism community through development review processes.***

*CD 3.1 Strengthen Scottsdale’s economic and environmental attributes, distinctive character, and attractiveness through collaborative site planning and design.*

*CD 3.2 Use existing, and adopt new comprehensive polices, guidelines, and design standards for use in the design and development review process, to ensure public and private development responds to and enhances the diverse character and contexts within our Sonoran Desert community.*

**Response:** As noted above with the key development considerations, the proposed architectural character, site layout, and landscaping design will respect the unique climate and vegetation of the Southwest. The building will utilize a combination of stone, stucco, metal, and tile elements among other durable natural materials. In addition to the stepped building form, building massing will be mitigated with varied fenestration patterns and a combination of numerous recessed and cantilevered/overhang elements through roof lines and balcony design. The color palette invokes Sonoran Desert inspired earth-tone finishes, and tile and metal accents bring additional visual interest to the design.

### **CD 4**

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

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

- *Urban Streetscapes encourage pedestrian comfort, safety, and accessibility using decorative elements, such as arcade-covered walkways, shade, pedestrian lighting, decorative paving and street crossings, transit shelters, seating, waste receptacles, and landscaping. Urban Streetscapes strive for equality among pedestrians, bicyclists, and automobiles in the design of the public realm.*

**Response:** Streetscapes have been improved to encourage pedestrian comfort, safety, and accessibility with the proposal. The sidewalk will be upgraded along Gold Dust Avenue to include a new 10-ft sidewalk in addition to new shade trees. Additionally, one of the existing driveway access points/curb cuts along Gold Dust Avenue will be removed further improving the pedestrian realm and enhancing safety. Sidewalks around the building will be 6-ft wide, lined with shade trees to provide pedestrian comfort. The proposed landscape palette consists of Palo Verde, Fruitless Olive, and Chinese Elm, as well as other desert varieties, coordinating with the existing surrounding retail and multifamily development. The entire frontage along Gold Dust Avenue is treated as a green space with planting areas and pedestrian activation elements including direct live/work unit access. Additionally, to encourage multimodal transportation a bicycle station will be located along Gold Dust for use by residents, adjacent Chaparral students and the greater community.

## **CD 5**

***Promote the value and visual significance landscaping has on the character of the community.***

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

*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.*

**Response:** The landscape character will include predominately desert-lush design with a variety of Southwestern plants that will provide year-round color, shade, and texture for the Property and demonstrated with the landscape plan. Vegetation will include plants proven to thrive in our desert climate while creating a shaded vegetative pedestrian experience greatly improving the existing condition of the site and vastly increasing the amount of open space as compared to the existing commercial center which consist of predominately hard surfaces: building and asphalt surface parking. Thoughtful planting design will allow the development to use water efficiently throughout the site. Landscaping will allow residents and pedestrians to enjoy and benefit from shaded open spaces, resulting in passive cooling and a reduced heat island effect.

## **CD 6**

***Minimize light and noise pollution.***

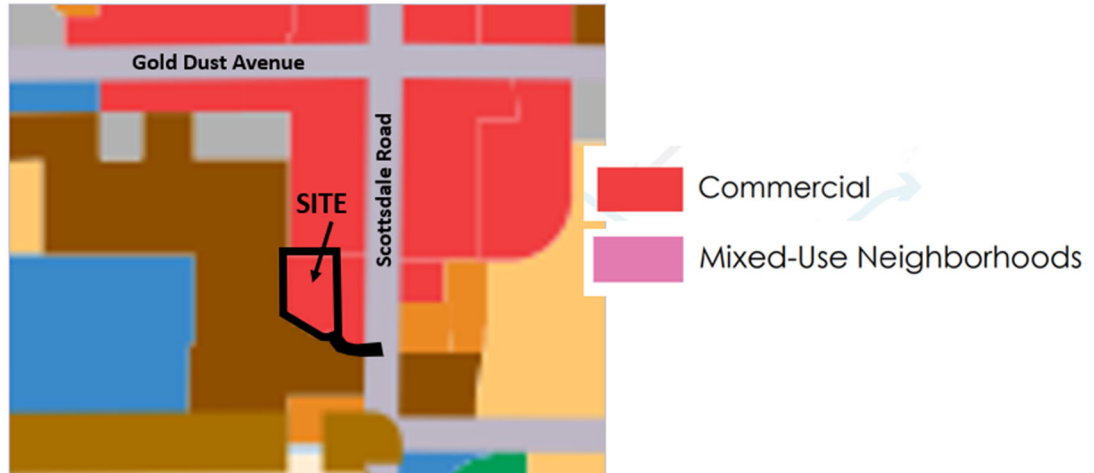
*CD 6.1 Support Scottsdale's dark sky areas and designation as an Outdoor Light Control City by reducing light pollution, glare, and trespass where possible, while still attending to public safety needs.*

*CD 6.2 Encourage creative, energy-efficient, and high-quality designs for outdoor lighting that reflect the character of the local context.*

**Response:** Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for residents and visitors. Lighting designs will be commensurate with the quality architectural style proposed for the development, low-level with no glare or excessive intrusion for adjacent properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along the street frontage.

## Land Use Element

### 2035 Conceptual Land Use Map



Source: 2035 General Plan

**Minor General Plan Amendment:** The proposed request from the Commercial land use designation to the Mixed-Use Neighborhoods land use designation qualifies as a Minor General Plan Amendment based on the following criteria.

- 1) **Change in General Plan Land Use Criteria:** The Land Use matrix shown on page 56 of the 2035 General Plan identifies the Commercial designation as “Category G” and Mixed-Use Neighborhoods as “Category G”. Change land use designations within the same category constitute a Minor GPA.
- 2) **Area Change Criteria:** The Property is located within the portion of the City designated as “Area A” and is under the 10-acre threshold at 4.64+/- gross acres. Therefore, the request is a Minor GPA.
- 3) **Character Area Criteria:** The site is not part of a designated Character Area Plan.
- 4) **Water/Sewer:** The proposed change in land use designation does not result in premature increase in the size of master planned water transmission or sewer collection facilities.
- 5) **Change to the Amendment Criteria and/or Land Use Category Definitions Criteria:** There is no change proposed to the amendment criteria or land use category definitions with the proposed request.
- 6) **Growth Area Criteria:** There is no request to introduce a new or expanded Growth Area with the proposed request.

- 7) **General Plan Land Use Overlay Criteria:** There is no request to modify or expand an existing General Plan Land Use Overlay.

**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.***

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

*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.*

**LU 2**

*Sensitively transition and integrate land uses with the surrounding natural and built environments.*

*LU 2.1 Ensure neighborhood “edges” transition to one another through compatible land uses and development patterns.*

**Response:** Integrating a mixed-use residential community into the Scottsdale Road and Shea Boulevard area is consistent with the goals and policies of the 2035 General Plan by offering new housing options for residents and encouraging a mix of synergistic land uses further strengthening the economic viability of this area, which is primarily composed of non-residential uses. This proposal will bring an estimated \$100,000,000 reinvestment to a soon to be vacant infill site. The building massing is designed to respectfully integrate with the surrounding three-story building heights by proposing a stepped design including both three- and four-story elements and architectural design influenced by the existing context.

**LU 3**

***Maintain a balance of land uses to support a high quality of life.***

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

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

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

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

**Response:** The Mixed-Use Neighborhoods General Plan Land Use designation focuses on human-scale development and is generally located in areas with strong access to multimodal transportation and major regional services. Mixed-Use Neighborhoods are most suitable near and within Growth and Activity Areas. This Property is within the Scottsdale Road and Shea Boulevard Activity Area and is compatible with the existing variety of land uses, is located in close proximity to multimodal/regional access and proposes to improve the pedestrian realm and site interaction with the surrounding built environment. To further maintain a citywide balance of land uses, integrating additional housing options in key locations is essential for the continuing economic growth and sustainability of Scottsdale. This proposal will bring an estimated \$100,000,000 reinvestment to a vacant infill site.

#### **LU 4**

***Develop context appropriate land use patterns that support a variety of compatible mobility choices and services.***

*LU 4.1 Integrate land uses and transportation systems to allow for a variety of mobility choices.*

*LU 4.2 Provide opportunities for pedestrian-oriented development, reduced parking demand, and context appropriate mobility choices.*

**Response:** This Property is located south and west of the Scottsdale Road and Shea Boulevard intersection, both major arterials, and approximately 2+/- miles west of the Loop 101, all of which provide regional access and public transit. By creating a comfortable and inviting pedestrian experience along Gold Dust Avenue, and throughout the site, the design will encourage alternative modes of transportation, such as by foot, bicycle, and public transportation reducing reliance on vehicles. Encouraging these alternative means of transportation is fundamental to mixed-use pedestrian environments with the Property being located near numerous restaurants, retail, support services and employment destinations. The proposed building and site design with ground level supporting uses (yoga/fitness space, and indoor/outdoor co-workspace) encourage residents and visitors to utilize the surrounding businesses for their everyday dining and retail needs.

#### **LU 5**

***Promote land use patterns that conserve resources, including land, clean air, water, and energy.***

*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.*

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

**Response:** Integrating mixed-use residential will offer a wider range of housing choices for the residents of Scottsdale. The location of the Property near abundant retail, restaurants, and support services is ideally situated for redevelopment. This synergy of land uses and concentration of



residential in a mixed-use setting inherently allows for the conservation of resources, reduced vehicle trips, and improved air quality.

**LU 6**

***Attract and retain diverse employment, business, and retail land uses to improve the economic well-being of Scottsdale’s residents.***

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

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

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

**Response:** The rezoning request will allow for the redevelopment of a soon to be vacant retail site, surrounded by a variety of supporting commercial and residential land uses that will offer services to the residents and visitors of the development. The Property’s existing strip retail center is setback approximately 400+/- feet west of Scottsdale Road, which makes it less suitable for successful retail yet ideally situated for mixed-use residential. The proposed investment is estimated at \$100,000,000 and the addition of new residences and attainable below market rate offerings will bring additional sales tax dollars to the area, further strengthening Scottsdale’s economic stability and promoting the lifestyle qualities Scottsdale is known for.

❖ **SUSTAINABILITY & ENVIRONMENT**

**Open Space Element**

**OS 5**

***Provide developed open space and outdoor opportunities in Scottsdale neighborhoods, giving priority to areas that are most lacking open space.***

*OS 5.3 Capitalize on opportunities to create new, or connect and expand existing, open spaces in established areas when redevelopment occurs.*

**Response:** The common open space and pedestrian pathways will be improved from the Property’s current condition and designed to provide a meaningful and inviting public pedestrian connection in and around the Property. This is an important design element given the context of Chaparral High School located approximately 700-feet to the west and abundant existing commercial retail businesses located around the site. The required open space percentage with the PUD district is 10% of the site or 20,222+/- s.f., and the builder is proposing 31% or 62,615+/- s.f. (including the existing drainage easement along the west portion of the Property), which equates to 210% over the requirement (see Open Space Plan). Removing the existing drainage easement (16,567+/- s.f.) from the open space calculation results in 46,048 s.f. of

common open space, which equates to 127% over the base PUD requirement. This common open space area offers both passive and active recreational opportunities through pedestrian connections, outdoor amenities, and abundant vegetation.

## **Environmental Planning Element**

### **EP 1**

***Protect and enhance Scottsdale's human and Sonoran Desert habitats.***

*EP 1.3 Require developments to retain and integrate the Sonoran Desert ecosystem.*

*EP 1.4 Preserve local plants, wildlife, and natural resources to maintain the biodiversity and long-term sustainability of the area's ecology.*

### **Response:**

The builder intends to preserve existing native and mature trees as well as provide new native and arid-adapted plant material which contribute to the broader surrounding environmental context. The design focuses on creating a comfortable and walkable experience for users within existing context. This enhanced experience will be achieved by increasing site shade and providing spaces for respite whether along a public sidewalk or within the outdoor community spaces. These elements respect the local natural resources and wildlife while promoting the long-term sustainability of the area's ecology.

### **EP 2**

***Demonstrate and expand the city's leadership in environmental stewardship and sustainability.***

*EP 2.4 Expand Scottsdale's Green Building Program to maintain regional and national leadership in green and low-impact development.*

### **Response:**

The building and site design will focus on the follow key features in response to sustainability:

#### **Overall Design and Methods:**

- This building will exceed required standards and meet all IGCC design standards
- Recycle demolition building material and excess construction waste through the use of local material collection programs such as Stardust.

#### **Energy:**

- Reduce energy consumption with Energy Star Appliances, high efficiency HVAC equipment, LED lighting, Motion & Occupancy Sensors in Common Areas, and smart building technology
- Building envelope will utilize exterior shading, high quality interior roller shades and building articulation to minimize direct solar heat gain.
- Building envelope walls, roofs, and windows will have enhanced insulated to reduce heat gain at the occupied spaces where feasible

- Ultra-high reflective roof coating to reduce the heat island effect, which includes a spray poly-foam (SPF) roof that requires a protective coating (elastomeric) with high reflectivity, thus offering one of highest “cool roof” performances available

Transportation:

- On site electric vehicle charging stations. Preferred parking for low emission/hybrid vehicles.
- Secured indoor bicycle parking and an exterior bicycle station to encourage alternative transportation methods
- Widen sidewalk along Gold Dust and provide lush landscape and shade to encourage pedestrian traffic and enhance safety for students walking to neighborhood schools

Water:

- Low water use fixtures and irrigation system
- Use of permeable paving and limit use of paving to increase ground water percolation
- Design of open space elements will include sustainable, low water use landscape improvements

Urban Heat Island:

- Reduce urban heat island effect by increasing the amount of green open space
- Use of low albedo paving with Solar Reflectance Index value.
- Design of all open space elements will include shade trees, shade elements and minimal hardscape to reduce heat absorption and contribute to carbon reduction

Materials:

- Indoor environmental quality and use of low VOC finishes and sealants indoors.
- Use of local building material wherever possible
- On site recycling and recycling cans placed in every residence
- Operable windows and doors at all units and common spaces to enhance air quality and resident health

Community:

- Attention to wellness factor for residents and the surrounding community – emphasis on the visual and spatial approach and experience.
- Attention to respite and access to outdoor areas for resident well-being. Common as well as resident areas with access to outdoors with three separate courtyards.
- Natural lighting for resident well-being.
- Communal space for coworking and community use through partnership with neighboring high school

**EP 3**

***Participate in local and regional efforts to improve air quality.***

*EP 3.1 Reduce automobile emissions through traffic management; transportation improvements; promotion of a wide variety of mobility options; travel demand reduction strategies; expansion of regional connectivity; and use of electric and alternative fuel vehicles*

**Response:**

In addition to the mixed-use character of the development, well-situated amongst existing retail, restaurants and support services, the design will provide onsite electric vehicle charging and preferred parking for low emission/hybrid vehicles. Bicycle racks, secured bicycle storage as well as a bicycle repair station will be provided for residents and the public. The site is located within close proximity to Valley Metro transit connections via Scottsdale Road and Shea Boulevard. These features along with the live/work focus of the community will contribute to reduce vehicle emissions fewer vehicle trips.

**EP 5**

***Encourage environmentally sound green buildings and low-impact site plans that support sustainable desert living.***

*EP 5.2 Increase the use of green infrastructure, including low-impact development (LID) stormwater management techniques, such as curb openings and permeable pavement.*

*EP 5.3 Construct durable and sustainable buildings using green building principles.*

*EP 5.4 Promote passive solar site and building design strategies that recognize and respond to the Sonoran Desert climate.*

*EP 5.5 Expand Green Building construction standards to include all new and remodeled residential and commercial buildings.*

**Response:**

This proposed building will exceed required sustainability standards and meet all IGCC design standards. The use of green infrastructure, including low-impact development (LID) stormwater management techniques will be emphasized. Building design will utilize passive solar through exterior shading and building articulation to minimize direct solar heat gain.

**EP 7**

***Identify and reduce heat islands.***

*EP 7.1 Identify areas most impacted by the heat island effect, and prioritize mitigation for these areas to reduce heat impacts.*

*EP 7.2 Incorporate development strategies such as shared parking models and the use of “cool materials” (e.g., landscaping, green roofs, reflective pavement, heat reduction asphalt coatings, permeable concrete, and treated dirt areas) to help reduce the heat island effect.*

*EP 7.3 Develop and support programs, such as a Tree Canopy Plan, that identify and increase vegetation and shading in areas of high pedestrian activity.*

*EP 7.4 Promote the long-term management and maintenance of urban and open area vegetation and protect and expand the provision of private and public open spaces to reduce the heat island effect.*

*EP 7.5 Minimize asphalt and promote alternative parking surfaces.*

**Response:**

The removal of the existing asphalt parking and replacing it with underground parking and increased onsite landscaped open space contributes to the reduction of the urban heat island. The implementation of a shaded sidewalk network around and through the community increases the amount vegetation onsite and promotes pedestrian activity, outdoor enjoyment, and walkability. Color and material selection of the building finishes will provide reflectivity and reduced heat gain. The design includes a private outdoor living space for each resident to enjoy.

**EP 8**

***Plan, prepare, and adapt for significant climate impacts on city infrastructure and operations.***

*EP 8.1 Develop, adopt, and implement climate action and resiliency strategies that address areas of climate mitigation planning such as emissions, drought, energy, transportation, and extreme heat.*

*EP 8.2 Increase energy efficiency in buildings and vehicle fleets.*

*EP 8.3 Encourage use of clean, renewable energy sources.*

*EP 8.4 Employ green building and green infrastructure best practices.*

*EP 8.5 Establish land use and mobility plans that decrease transportation carbon emissions.*

*EP 8.6 Encourage waste reduction and water conservation.*

**Response:**

The design includes drought tolerant plant material able to withstand extreme heat conditions promoting water conservation. Although not required by the City, International Green Construction Codes (“IGCC”) and sustainable building methods and techniques will be utilized. Additionally, the use of local building materials and/or repurposed materials will be implemented wherever possible through local material collection programs such as Stardust. The mixed-use nature of the building inherently promotes environmental preservation characteristics by offering work from home units and indoor/outdoor co-workspace for its residents. Redeveloping and revitalizing an infill site surrounded by abundant retail and support services encourages walkability and reduced vehicle trips promoting the live, play, work General Plan objective.

## **Conservation Element**

### **CONSV 1**

***Achieve a sustainable balance between the conservation of natural resources and development of the built environment.***

*CONSV 1.4 Encourage landscape designs that promote water conservation, prevent erosion, reduce the heat island effect, and decrease stormwater runoff.*

*CONSV 1.5 Protect and restore ecosystems that maintain water quality, reduce flooding, and enhance sustainable resource development.*

#### **Response:**

Plant specifications and accent materials will consist of low-maintenance and drought tolerant species. Trees selection and placement will focus on providing shaded sidewalks and outdoor common space. The proposed 37% open space, a significant increase from the existing condition, will promote water conservation, prevent erosion, reduce the heat island effect, and decrease stormwater runoff. These efforts will help protect the ecosystem and reduce flooding

### **CONSV 2**

***Protect and manage Sonoran Desert biodiversity and native ecosystems.***

*CONSV 2.1 Preserve, salvage, and/or restore native plants, wildlife habitat, and natural resources to maintain the biodiversity and long-term sustainability of the area's desert ecology and character.*

*CONSV 2.2 Encourage landscaping that limits the amount of grass and makes optimal use of native desert plants.*

#### **Response:**

The builder intends to preserve existing native and mature trees as well as provide new native and low water use plant material which contribute to the broader surrounding environmental context. Additionally, the existing wash and all its vegetation will be preserved and maintained. The plant selection includes Palo Verde, Fruitless Olive, and Chinese Elm, as well as other desert varieties, which will provide shade and comfort to residents and pedestrians while contributing to the long-term sustainability of the area's Sonoran Desert ecology and character.

### **CONSV 4**

***Conserve water and encourage the reuse of wastewater.***

*CONSV 4.7 Support rainwater harvesting and stormwater capture in site planning and building design.*

*CONSV 4.8 Explore new and evolving water conservation and reuse technologies and use them as appropriate.*

**Response:**

Water conservation will be achieved through drip irrigation and smart controller systems to conserve water use and manage water efficiency onsite. Rainwater harvesting to include capturing rainwater through sloped landscape planters, strategically placed curb cuts to capture run-off, and permeable hardscape are being explored.

**Energy Element**

**E 3**

***Promote building and site designs that maximize energy efficiency.***

*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.*

*E 3.2 Encourage the use of drought tolerant landscaping to reduce summer solar heat gain.*

*E 3.3 Promote solar energy opportunities in building and site design.*

*E 3.4 Incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling of buildings.*

*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.*

*E 3.6 Improve the energy efficiency of the building envelope, heating and cooling systems, lighting, and appliances.*

**Response:**

Building orientation and design allows for abundant shaded outdoor community space/courtyards and natural ventilation for all residential units. Building envelope walls, roofs and windows will include enhanced insulation to reduce heat gain. Drought tolerant landscape will be installed throughout in response to the Southwestern climate while still providing abundant shade and solar relief. Energy efficient building systems, HVAC, interior/exterior lighting, and appliances will be implemented.

**❖ COLLABORATION & ENGAGEMENT**

**Community Involvement Element**

**CI 1**

***Seek early and ongoing community involvement through broad public input in project and policy-making discussions.***

*CI 1.1 Maximize opportunities for early notification of proposed projects using a variety of methods.*

*CI 1.2 Use public involvement plans to identify and engage interested parties and provide opportunities for information exchange.*

**Response:** Public participation and community outreach is a critical part of the rezoning process. Technical Solutions began neighborhood outreach early in the process and maintains on-going dialogue with the community and stakeholders. Feedback from one-on-one meetings, phone calls, and the required open house meeting is shared with City Staff and memorialized in the Public Participation plan submitted with this General Plan Amendment and zoning application.

## ❖ **COMMUNITY WELL-BEING**

### **Healthy Community Element**

#### **HC 3**

***Build on Scottsdale’s leadership role in wellness and healthful living.***

*HC 3.1 Provide quality recreation, community events, and neighborhood services that foster physical activity and encourage healthful living.*

*HC 3.4 Continue to foster and market Scottsdale as a resort, wellness, rejuvenation, and healthcare destination.*

**Response:** The Property offers a healthful lifestyle based on its proximity to retail/support services, state of the art medical care, recreational opportunities, and multimodal transportation alternatives promoting healthful living and maintaining a Scottsdale lifestyle for our residents. Further Chaparral High School is only 700-feet west of the site offering addition residences to those families. The proposed mixed-use community offers amenities such as landscaped outdoor community space, pool/spa area, live/work units, yoga/fitness studio, and co-workspace that extends seamlessly with the outdoor community space. As noted below in the Recreation Element, beyond the immediate area, the Property is only 1.2+/- miles away from a shared public pathway system that offers abundant recreational opportunities.

### **Housing Element**

#### **H 1**

***Support diverse, safe, resource-efficient, and high-quality housing options.***

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



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

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

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

*H 1.5 Encourage a variety of housing densities in context-appropriate locations throughout Scottsdale to accommodate projected population growth.*

**Response:** Scottsdale is experiencing an increased demand for housing options. This proposal will meet the growing need housing while also providing workforce housing, further contributing to the long-term economic prosperity of the surrounding area. Further, the development will help diversify the local economy and support a sustainable economic future as the City continues to grow, change, and mature. According to a recent analysis by the City, approximately 72% of City of Scottsdale employees do not live in Scottsdale, while 84% of police and 83% of fire employees do not live in Scottsdale. By providing 10% of the residences for workforce housing, we can begin to address this issue as well.

## **Recreation Element**

### **R 2**

***Provide and enhance recreational opportunities that meet the diverse needs of Scottsdale's citizens and visitors.***

*R 2.5 Develop and maintain a citywide interconnected network of trails to provide valuable recreation and fitness opportunities for residents and visitors. Where possible, trails should connect to neighborhoods and serve major destinations.*

*R 2.6 Provide multi-generational recreation programming and facilities, that consider the full spectrum of community and special social or physical needs, interests, and financial resources.*

**Response:** In addition to immediate walkability to retail, restaurants, Chaparral High School, and support services the Property is located approximately 1.2+/- miles west of a public shared pathway system which links to Camelback Walk (near HonorHealth Shea and Mustang Library) and further south to the Indian Bend Wash, which can be accessed via Gold Dust Avenue. This pathway system also links northward extending to WestWorld. The greenbelt system provides abundant recreational and fitness opportunity for residents connecting them to multiple destinations.

## Gold Dust Avenue Connection to Greenbelt



### Safety Element

#### S 6

*Protect the health, safety, and welfare of the public from the impacts of flooding.*

*S 6.1 Identify drainage system needs, and make improvements where flood control problems exist*

**Response:** A drainage report is provided with the zoning application addressing the public safety and welfare of residents with respect to drainage systems in conformance with City requirements.

### ❖ CONNECTIVITY

#### Circulation Element

#### C 1

*Design and improve transportation corridors to safely and efficiently move people and goods.*

*C 1.1 Support the public transit system to assure adequate and affordable access to and within our community for citizens, employees, visitors, and businesses through the use of future technologies and micro-mobility options.*

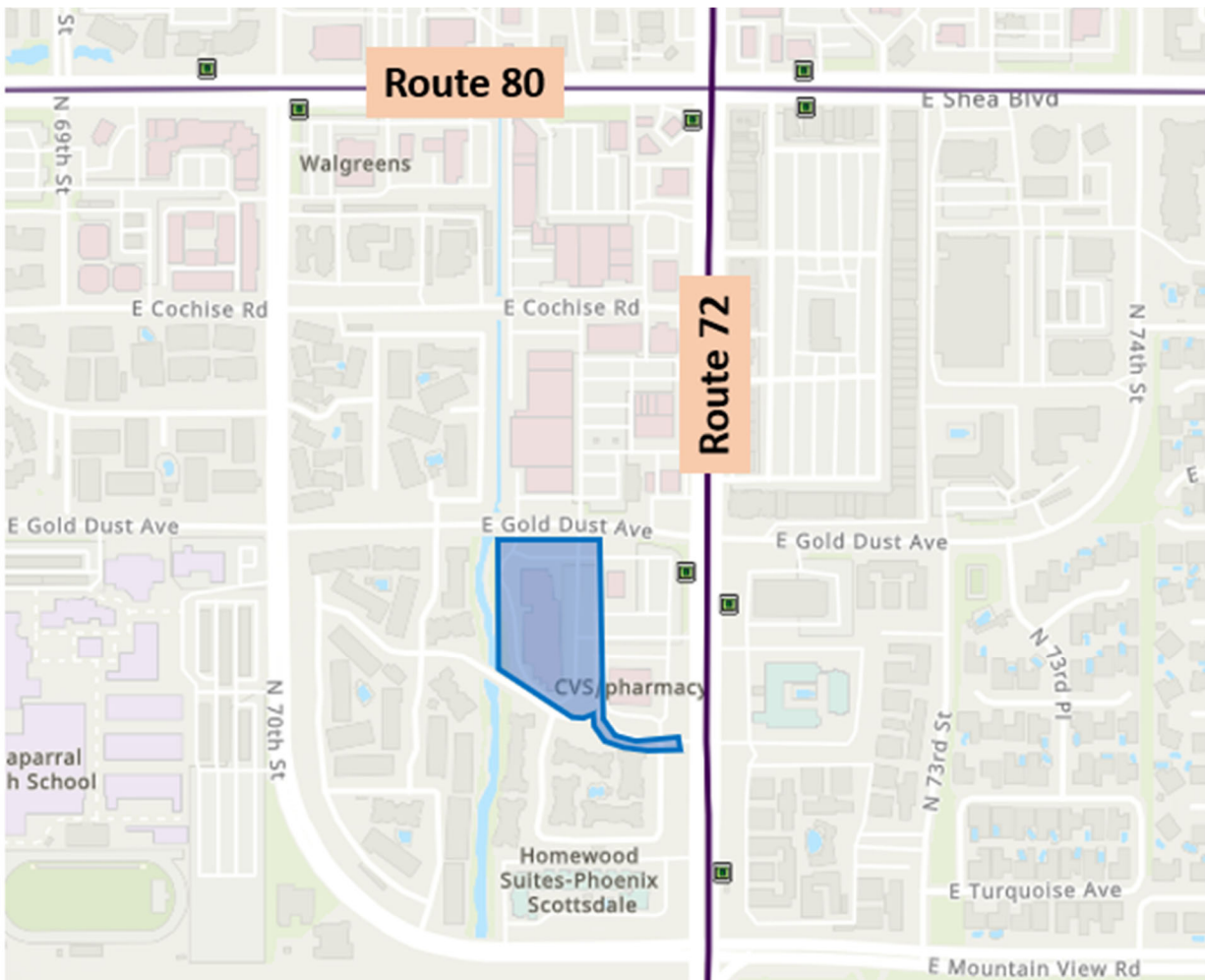
*C 1.2 Coordinate transportation and land use planning to enhance an integrated, sustainable transportation system that promotes livable neighborhoods, economic vitality, safety, efficiency, mode choice, and adequate parking.*

*C 1.5 Incorporate strategies and technologies that efficiently move people, improve transportation system capacity and enhance mobility choices.*

*C 1.7 Retrofit aging neighborhood infrastructure and streets and create non-motorized neighborhood connections to enhance livability, safety, accessibility, and comfort.*

**Response:** The Property is located near the southwest corner of Scottsdale Road and Shea Boulevard, with immediate access to public transportation, and is approximately two miles away from the Loop 101, which provides regional access. Existing public transportation options include bus service along Scottsdale Road and Shea Boulevard. Valley Metro bus Route 72 runs north-south along Scottsdale Road immediately adjacent to the site, providing connections from Grayhawk to Chandler. Valley Metro transit Route 80 runs east-west along Shea Boulevard providing connections from Mustang Library to Glendale. Beyond the immediately adjacent context, the Property is located within close proximity to numerous employment, medical, and service-related business. The Property is well situated to benefit and further enhance a walkable environment through streetscape sidewalk connectivity and the internal pedestrian pathways connecting to area businesses.

**Transit Routes**



Source: [valleymetro.org](http://valleymetro.org)

## C 2

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

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

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

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

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

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

**Response:** As mentioned above, the Property is well-situated for regional access while also taking advantage of transit opportunities and promoting walkability. The design implements a range of General Plan goals and policies including the integration of new high-quality, vibrant architecture, and context appropriate site planning, creating a pedestrian presence with ground level activity and shaded micro-environment through landscaping. The proposed land use also provides residential housing options within a mixed-use context, thereby reducing trip generation. The mixed-use proposal results in fewer vehicle trips than the current retail center (if it could be leased) as demonstrated in the traffic report provided with the zoning submittal.

## C 3

***Continue to develop an effective, safe, and connected multimodal transportation system (e.g., streets, trails, bikeways, shared-use paths, transit).***

*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.*

*C 3.6 Create, preserve, and enhance multimodal connections between residential areas and neighborhood-supporting land uses.*

**Response:** The proposed mixed-use residential community is integrated within an established area of the city near retail/support services and employment with multimodal transportation options. The design includes bicycle racks, secured bicycle storage, and a bicycle repair station for its residents and the public and promotes walkability through the integration of new shaded sidewalks and ground level synergy.

## **C 8**

***Provide a comfortable and accessible transportation system to increase ability to reach goods, services, and activities. Many factors affect accessibility, including mobility (physical movement), the quality and affordability of transportation options, transportation system connectivity, and land use patterns.***

*C 8.1 Provide pedestrian safety, comfort, and amenities that reflect streetscape design and character of an area.*

**Response:** The streetscape design and ground level activity will enhance comfort and ease of walkability for residents and visitors. Hardscape, landscape, lighting, and wayfinding will respect the user and provide unified connectivity to the established pedestrian network in and around the Property. Streetscapes have been improved to encourage pedestrian comfort, safety, and accessibility with the proposal. The sidewalk along Gold Dust Avenue has been updated to a width of 10-ft with new shade streets. Internal sidewalks will be 6-ft wide. With respect to the Scottsdale Road Streetscape Design Guidelines, the Property is located within Scottsdale Road-Segment 4, although with limited frontage on Scottsdale Road, the development has taken the preferred plant list into consideration with the proposed assortment of trees and shrubs.

## **Bicycling Element**

### **B 1**

***Develop continuous, accessible, and interconnected bicycle networks.***

*B 1.1 Continue to participate in regional bikeway system planning.*

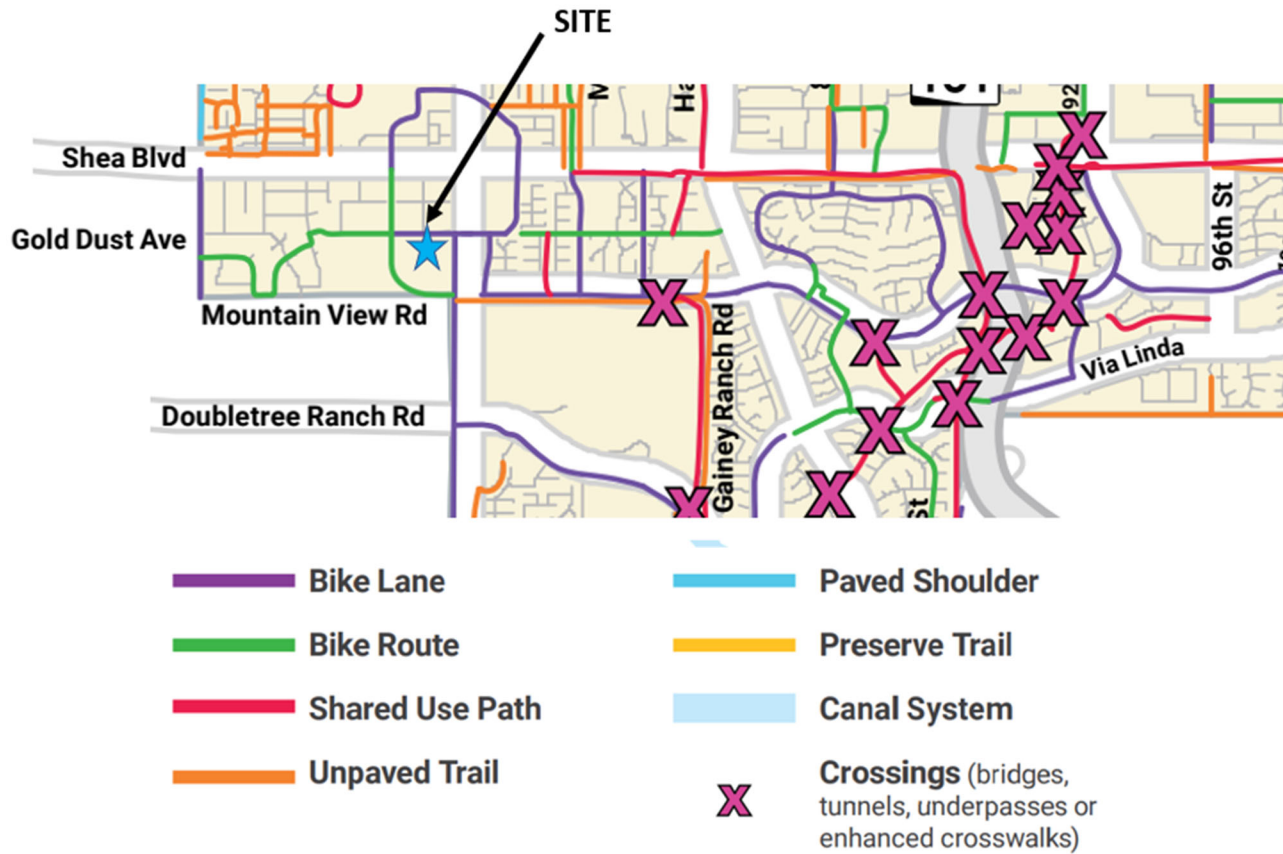
*B 1.2 Promote convenient connections between on-street and off-street bicycling networks throughout the city and with neighboring jurisdictions.*

*B 1.3 Continue to integrate bicycle lanes and buffered bicycle lanes through street restriping and other techniques.*

*B 1.4 Continue to expand and enhance off-street bicycling networks, and connect them to existing and planned on-street bicycle networks.*

**Response:** The existing bike lanes along Gold Dust Avenue will be maintained, which provide connectivity to the to a greater open space recreation element within the Camelback Walk and Indian Bend Wash areas which are accessible via Gold Dust Avenue approximately 1.2+/- miles east of the Property. Bicycle racks and bicycle storage will be provided onsite in conformance with City standards. Additionally, a bicycle station will be provided onsite for the residents and the public offering bicycle repair and maintenance.

*Bicycle & Trails Map*



Source: [scottsdaleaz.gov/transportation/paths-trails](http://scottsdaleaz.gov/transportation/paths-trails)

❖ **REVITALIZATION**

**Neighborhood Preservation & Revitalization Element**

**NPR 1**

*Preserve and enhance the character, identity, and quality of Scottsdale’s diverse neighborhoods.*

*NPR 1.1 Support innovative, well-designed, sustainable building construction and rehabilitation to enhance neighborhood character and identity.*

*NPR 1.2 New construction and exterior remodels or renovations should sensitively address neighborhood character and transition areas.*

**Response:** Redevelopment and revitalization of the site for a new mixed-use residential community brings a wide range of amenities including, but not limited to, ground level non-residential uses (yoga/fitness, live/work and indoor/outdoor co-workspace), enhanced landscape and hardscape, shade, improved pedestrian connectivity, sensitive edge buffering, vibrant architecture, placemaking and underground parking. Due to unique site constraints, and given its infill nature of the site, the builder is requesting amended development standards as outlined under the PUD section below. However, the requested amendments to stepback plane strives to maintain sensitive edge conditions and transitions to the adjacent built environment including existing two and three-story multifamily buildings.

**NPR 5**

***Promote neighborhood interaction to help create and maintain strong communities.***

*NPR 5.1 Preserve existing and create new public gathering spaces within walking distance of residential areas.*

*NPR 5.3 Encourage physical and social links between non-residential and residential land uses.*

**Response:** The proposed mixed-use residential development contributes towards a pedestrian oriented atmosphere by improving the pedestrian realm with activation of the adjacent street frontage through widened sidewalks, increased open space, new shade trees, and direct live/work unit access along Gold Dust Avenue. Improving the pedestrian character and safety of redevelopment sites is a key component to maintaining a thriving mixed-use community that minimizes focus on the automobile and encourages multimodal transportation. The Property is within close proximity to retail/support services and provides a greater balance of land uses to better serve the changing needs of Scottsdale.

**Conservation, Rehabilitation, & Redevelopment Element**

**CRR 1**

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

*CRR 1.1 Support redevelopment that is sensitive to the identity and character of Scottsdale's maturing neighborhoods.*

*CRR 1.2 Continue strategic and proactive intervention efforts for property redevelopment, rehabilitation, and maintenance on properties beginning to show signs of decline, so as to prevent further progression of blight, distress, underutilization, or deterioration.*

*CRR 1.3 Support the proactive participation of affected residents and business owners during the planning and implementation of redevelopment and neighborhood conservation projects.*

*CRR 1.5 Protect established areas/neighborhoods by promoting context-appropriate infill development; sensitive neighborhood and property assemblage; and innovative adaptive reuse of existing community resources and historic properties.*

*CRR 1.6 Upgrade substandard infrastructure during redevelopment and rehabilitation projects.*

**Response:** The redevelopment of this Property with a mixed-use residential community will bring new vibrant architecture and site design to an aging and vacating suburban-style strip retail site with asphalt surface parking that was developed under the exiting C-2 zoning. Infrastructure and pedestrian connectivity will be improved. The design of this infill site took inspiration from surrounding architectural character through building massing, materials, color and detailing while respecting the Southwestern climate. As demonstrated in the Public Participation plan submitted with the zoning application, neighborhood outreach is ongoing throughout the process to ensure dialogue with the community and surrounding property owners regarding the request.

## **CRR 2**

***Sustain long-term economic well-being through redevelopment, rehabilitation, and conservation.***

*CRR 2.1 Support and encourage public and private economic reinvestment in declining areas.*

*CRR 2.2 Encourage reinvestment that positively impacts the visual impressions and experiences of residents, businesses, and visitors.*

*CRR 2.3 Promote redevelopment and rehabilitation of older commercial areas to maintain Scottsdale's standing as one of the major retail, restaurant, and entertainment destinations within the metropolitan area.*

*CRR 2.4 Foster redevelopment and rehabilitation of mature employment centers to enhance Scottsdale's commercial property inventory and provide new job opportunities.*

*CRR 2.5 Encourage healthy, resource- and energy-efficient building materials and methods during conservation, rehabilitation, and redevelopment efforts.*

**Response:** Revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it grows and changes. Integrating new land use options on underutilized and/or vacant sites is essential for the continuing economic growth and sustainability of Scottsdale. This proposal will bring an estimated \$100,000,000 reinvestment to vacant infill site. This proposal implements this General Plan goal by integrating a residential community in a mixed-use setting with convenient access to retail, educational, employment, medical, and major transportation corridors. The proposal will reinvigorate the Property, stimulate additional taxpayer dollars, provide additional jobs, and encourage more infill development of aging vacant properties. Use of efficient sustainable building materials will be implemented as discussed above under the Environmental Planning Element.



## **Growth Areas Element**

### **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.***

*GA 1.5 Identify Growth and Activity Area “edges,” and incorporate context-appropriate transitions between these “edges” and adjacent neighborhoods to minimize the impacts of higher-intensity development.*

**Response:** The Property is located within the Scottsdale Road and Shea Boulevard Activity Area. Integrating new residences, workforce housing, live/work units and supporting amenities such as yoga/fitness and indoor/outdoor co-workspace brings a physical and economic synergy that will continue to enliven and enhance the area consistent with the goals and policies of the General Plan by offering new housing options and unique amenities for its residents. The building is proposing 10% workforce residences to further encourage the live, play, work philosophy promoted by the General Plan. Redevelopment and revitalization of the Property brings a wide range of amenities including, but not limited to, ground level activation, enhanced landscape and hardscape, shade, improved pedestrian connectivity, sensitive edge buffering, vibrant architecture, placemaking and underground parking. According to a recent analysis by the City, approximately 72% of City of Scottsdale employees do not live in Scottsdale, while 84% of police and 83% of fire employees do not live in Scottsdale. By providing 10% of the residences for workforce housing, we can begin to address this issue as well.

### **GA 5**

***Recognize and build on the character and diversity of Scottsdale’s various Growth and Activity Areas.***

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

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

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

**Response:** The Property is located within the Scottsdale Road and Shea Boulevard Activity Area as delineated in the 2035 General Plan. The proposed development is contextually appropriate with respect to land use and physical improvements including massing, architecture, materials, landscape, hardscape, and lighting. The synergy of uses between the proposed mixed-use residential community and existing adjacent commercial retail and employment uses will bolster the economic vitality of the area. Redeveloping and revitalizing underutilized and/or vacant infill sites is key to promoting land use and economic sustainability; allowing reinvestment to strengthen the long-term success of Scottsdale.

## **Cost of Development Element**

### **COD 1**

*As permitted by State Law, require development to pay its fair share of the cost of public service needs it generates.*

*COD 1.6 Continue to use water, water resources, and sewer development fees to ensure that new growth pays for itself without adversely impacting existing customers.*

**Response:** The development will comply with all City requirement with respect to water and sewer development fees to ensure that development pays for growth.

### **COD 2**

*Promote development timing guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.*

*COD 2.2 Ensure proposed development commits to construction of primary water, wastewater, and circulation systems, as necessary, before approval.*

**Response:** Consistent with City requirements, the builder has submitted water and sewer basis of design reports, as well as a traffic report, with the zoning application to ensure adequate infrastructure and transportation systems are in place to serve the proposed use. The proposed land use provides residential housing options within a mixed-use context, thereby reducing trip generation. Also, the mixed-use proposal results in fewer vehicle trips than the current retail center as demonstrated in the traffic report provided with the zoning submittal.

## **❖ INNOVATION & PROSPERITY**

### **Economic Vitality Element**

#### **EV 1**

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

*EV 1.2 Support retention and expansion of established businesses and provide resources for businesses to adapt to changing market conditions.*

*EV 1.3 Diversify Scottsdale's businesses, focusing on industries that add value to the existing economic environment.*

**Response:** Providing a variety of housing options that address the needs of multiple demographics contributes to a strong economic base. This proposal will meet the growing need for housing options and contribute to the long-term economic prosperity of the surrounding area by providing residents the opportunity to live near employment areas such as the Scottsdale/Shea area, Scottsdale Airpark and HonorHealth Shea Medical Campus. Further, the development will

help diversify the local economy and support a sustainable economic future as the City continues to grow, change, and mature.

## **PUD CRITERIA**

Section 5.5003 of the City’s Zoning Code sets forth the criteria that must be satisfied when considering an application for a PUD District:

### ***A. PUD Zoning District approval criteria.***

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

*a. The proposed development promotes revitalization, the goals, policies, and guidelines of the General Plan, area plans, and design guidelines.*

**Response:** As demonstrated in the General Plan section above, the proposed development promotes revitalization and upholds the goals and policies set forth in these documents.

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

**Response:** The development standards proposed with the application align best with the PUD zoning district.

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

**Response:** As an infill redevelopment project, the proposed design is respectful of the existing edge conditions in terms of setbacks, building placement, building height transitioning, human-scale and landscaping buffers. The architectural character of the proposed residential community is complementary of the surrounding commercial and residential context.

Integrating a mixed-use residential community into the Scottsdale Road and Shea Boulevard area is consistent with the goals and policies of the 2035 General Plan by offering new housing options for residents and encouraging a mix of synergistic land uses further strengthening the economic viability of this area, which is primarily composed of non-residential uses. This proposal will bring an estimated \$100,000,000 reinvestment to a soon to be vacant infill site. The building massing is designed to respectfully integrate with the surrounding three-story building heights by proposing a stepped design including both three- and four-story elements and architectural design influenced by the existing context.

*d. There is adequate infrastructure and city services to serve the development.*

**Response:** Water and Sewer reports are included with the application and demonstrate that there is adequate infrastructure and city services to serve the development.

The Property is well-situated for regional access while also taking advantage of transit opportunities and promoting walkability. The design implements a range of General Plan goals and policies including context appropriate site planning, creating a pedestrian presence with ground level activity and shaded micro-environment through landscaping. The proposed land use also provides residential housing options within a mixed-use context, thereby reducing trip generation. The mixed-use proposal results in fewer vehicle trips than the current retail center (if it could be leased) as demonstrated in the traffic report provided with the zoning submittal.

*e. The proposal meets the following criteria:*

*i. The proposed development is not located within any area zoned Environmentally Sensitive Lands Ordinance (ESL) nor within the boundaries of the Downtown Area.*

**Response:** Not applicable.

*ii. The proposed development fronts onto a major or minor arterial and/or major collector street as designated in the Transportation Master Plan.*

**Response:** The site has frontage on Scottsdale Road, a major arterial.

*B. Amended development standards.*

*1. To encourage sensitivity to site conditions and provide flexibility in planning, development standards outlined in Section 5.5005., excluding C. Allowable building height and D. Exception to building height, may be amended upon recommendation by the Planning Commission and a finding by the City Council that the amended development standards achieve the purposes of the planned unit development district better than the existing standards.*

**Response:** With this application, the follow amendments are being requested to the property development standards given the unique configuration of this infill site.

- **Average Setback:** Addition of the word “**MINIMUM**” with respect to the average setback requirement to clarify that average setbacks can be greater than the minimum as dictated by the development plan.
- **Stepbacks:** The setback plane is being adhered to on the street frontages. PUD Developments abutting or adjacent to a residential zoning district shall have a building envelope inclined setback plane of 1:2 (ratio of the vertical rise to the horizontal run) starting **THIRTY (30) FEET ABOVE THE RESIDENTIAL ZONING DISTRICT BOUNDARY FOR THREE (3) STORY BUILDING ELEMENTS AND STARTING THIRTY-FOUR (34) FEET ABOVE** ~~on~~ the residential zoning district boundary **FOR FOUR (4) STORY BUILDING ELEMENTS**, except as specified Section 5.5005.F.3.

- **Patio/Balcony Locations:** A setback of twenty (20) feet shall be provided along the property line abutting a residential zoning district(s). The setback area shall be landscaped and may include space reserved for services such as refuse, recycling, utility boxes, and amenities such as playground equipment, picnic tables, **PATIOS/BALCONIES**, and screen walls.

C. *Development Plan (DP).*

1. *Approval.*

a. Development Review Board considerations.

- i. The Development Review Board shall review the DP elements and make a recommendation to the Planning Commission, based on the following considerations:

- (1) The design contained in the DP is compatible with development in the area that it may directly affect, and the DP provides a benefit to the city and adjacent neighborhoods.
- (2) The DP is environmentally responsive, incorporates green building principles, contributes to the city's design guidelines and design objectives, and that any deviations from the design guidelines must be justified by compensating benefits of the DP.
- (3) The DP will not significantly increase solar shading of adjacent land in comparison with a development that could be developed under the existing zoning district.
- (4) The DP promotes connectivity between adjacent and abutting parcels, and provides open spaces that are visible at the public right-of-way and useful to the development.

**Response:** Integrating a mixed-use residential community into the Scottsdale Road and Shea Boulevard area is consistent with the goals and policies of the 2035 General Plan by offering new housing options for residents and encouraging a mix of synergistic land uses further strengthening the economic viability of this area, which is primarily composed of non-residential uses. This proposal will bring an estimated \$100,000,000 reinvestment to a soon to be vacant infill site. The building massing is designed to respectfully integrate with the surrounding three-story building heights by proposing a stepped design including both three- and four-story elements and architectural design influenced by the existing context. The building character and stepped building mass are complementary to the surrounding development pattern. The proposed building will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar relief, shading and deep overhangs, and celebrate the Sonoran Desert climate by creating outdoor spaces and common amenities for its residents while also tying to the existing pedestrian network along Gold Dust Avenue and Scottsdale Road. Beyond the immediately adjacent context, the Property is located within close proximity to numerous employment, medical, and service-related business. The Property is well situated to benefit and further enhance a walkable environment through streetscape sidewalk connectivity and the internal pedestrian pathways connecting to area businesses.

- b. Upon receiving a recommendation from the Development Review Board, the Planning Commission shall make a recommendation to the City Council for consideration of the DP.

## **SCOTTSDALE SENSITIVE DESIGN PRINCIPLES**

The Character and Design Element of the General Plan states that “Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.” The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property. In addition to the response below, please refer to Goal CD 1 above for a specific description of the design elements.

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

**Response:** The Southwestern contemporary building character and stepped building mass are complementary to the surrounding development pattern. The proposed building will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar relief, shading and deep overhangs, and celebrate the Sonoran Desert climate by creating outdoor spaces and common amenities for its residents while also tying to the existing pedestrian network along Gold Dust Avenue and Scottsdale Road.

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

**Response:** Although the setting of this site is more urban in character and does not have natural features such as natural washes and natural area open space, the development team has taken special consideration in providing appropriate interaction with the streetscape through building design and attention to the ground-level experience including additional open space and shade trees.

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

**Response:** The Property is redevelopment site located on a relatively flat improved parcel of land that is predominately an asphalt parking lot. Landscaping will consist of low-water use desert appropriate landscaping materials in conformance with established guidelines.

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

**Response:** The proposed redevelopment will include desert appropriate landscaping (as well as integration of native plants). Additional landscaping and increased open space areas will contribute to the area's habitat and improve air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature, they will become self-sustaining relative to water demand.

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

**Response:** Pedestrian circulation along the streetscape is an important feature of the design, as numerous retail/support services, educational, residential, employment and recreational uses are within walking distance of the Property.

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

**Response:** The Property is well situated for mixed-use residential because it is located within walking distance to a range of supporting land uses including retail, restaurants, Chaparral High School, and support services. The development has been designed with an emphasis on the ground level pedestrian experience enhancing the land use goals for this area. Developing residential mixed-use with established transportation options (transit, foot, bicycle) reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for the entire community.

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

**Response:** The proposed building will incorporate design elements that respect human-scale, providing shade and shelter through building form, site, and landscape design.

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

**Response:** Variation in massing (stepped façade), proportion, material contrast, and architectural detailing will be provided establishing a natural hierarchy. The proposed development also provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages. Additionally, no amendments are requested for building setbacks and stepbacks along the street edge. The amendments proposed are internal to the site.

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

**Response:** The proposed building will utilize a variety of Sonoran Desert inspired textures and building finishes, incorporate architectural elements that provide solar relief and deep overhangs, and celebrate the Southwestern climate by creating outdoor spaces, respites, and shade.

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

**Response:** Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The specific sustainable elements are being evaluated with the design and development of residential building in accordance with IGCC and will include, but are not limited to, well insulated building envelope, recycled/repurposed materials, energy efficient windows, energy efficient light fixtures, low use water fixtures, and appliances. See 2035 General Plan Sustainability & Environment section above.

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

**Response:** Context appropriate, mature arid-region plant materials will be utilized with the redevelopment and revitalization of the Property. The desert-lush character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

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

**Response:** The site design will maintain a low-water use plant palette. Context appropriate desert plant materials will be utilized consistent with the established vegetative pattern found throughout the area.

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

**Response:** Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety and wayfinding for residents, visitors and passing pedestrians.

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

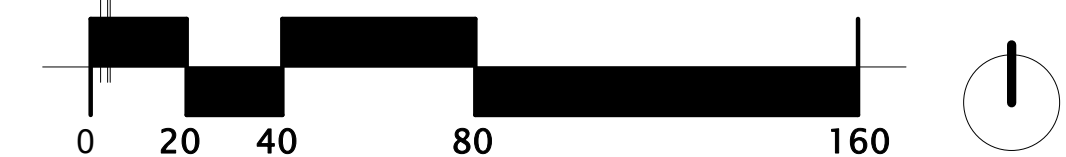
**Response:** Project identification will be contextually appropriate and processed under a separate approval and permit process.





6/22/2022 2:25:52 PM

1 SITE PLAN  
A.f.o 1" = 40'-0"



SITE PLAN

A.f.o

4-ZN-2022  
7/6/2022



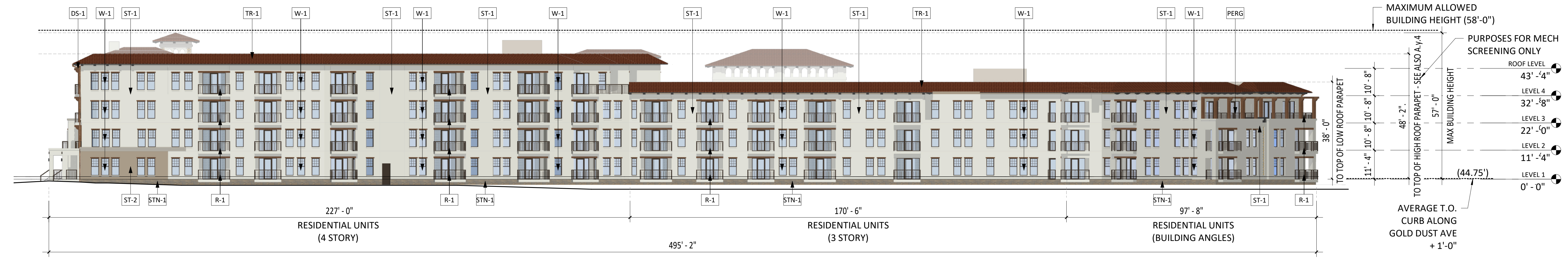
**EAST ELEVATION**  
1" = 20'-0"



**NORTH ELEVATION**  
1" = 20'-0"

**ELEVATION MATERIAL KEY**

|       |                         |
|-------|-------------------------|
| ST-1  | STUCCO - COLOR 'A'      |
| ST-2  | STUCCO - COLOR 'B'      |
| ST-3  | STUCCO - COLOR 'C'      |
| STN-1 | STONE                   |
| TR-1  | TILE ROOFING            |
| R-1   | STEEL RAILING           |
| CT-1  | DECORATIVE TILE         |
| DS-1  | COPPER DOWNSPOUT        |
| W-1   | WINDOW/DOORS            |
| SF-1  | ALUMINUM STOREFRONT     |
| PERG  | PERGOLA SHADING ELEMENT |



**WEST ELEVATION**  
1" = 20'-0"



**SOUTH ELEVATION**  
1" = 20'-0"