

3202 N Scottsdale Road

Rezoning Application Narrative

Case #: 488-PA-2021

1st Submittal



Prepared for:



DESERT TROON COMPANIES

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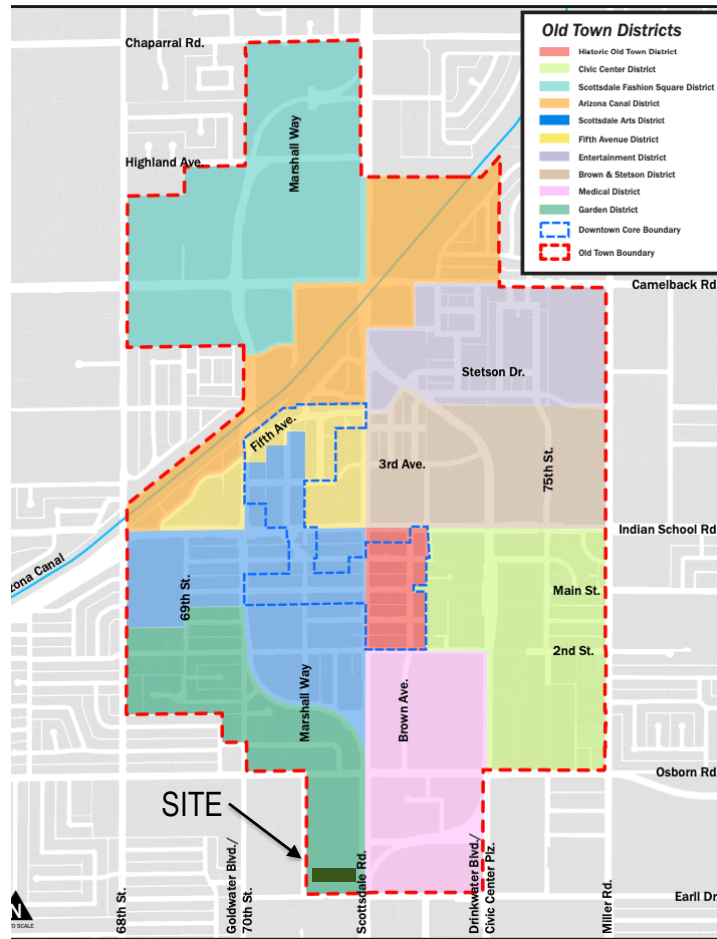


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OVERVIEW

3202 Scottsdale will be 150-unit multi-family residential community focused on providing reasonable housing choices for the local workforce. The site is within the Old Town Scottsdale Character Area and is well designed to complement the urban character of Old Town Scottsdale. The following narrative provides a detailed description and analysis of how this proposed development meets the directives of the 2035 Scottsdale General Plan, the Old Town Scottsdale Character Area Plan and the Scottsdale Sensitive Design Principles.



Old Town Districts-City of Scottsdale

PROJECT LOCATION

3202 Scottsdale is located in the Garden District of the Old Town Scottsdale Downtown overlay area at the northwest corner of Scottsdale Road and Earll Drive. The address of the subject parcel is 3202 N Scottsdale Road. The site encompasses approximately 2.4 acres and is zone C-3 commercial.



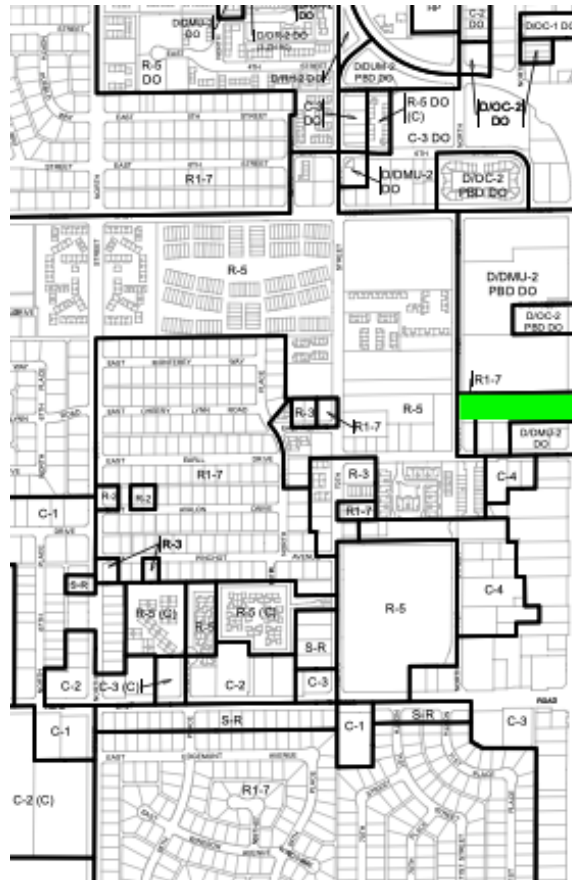
Context Aerial



Site Aerial

Surrounding Adjacent Uses

To the north is the existing multi-family project known as the Carter (D/DMU-2, DO), to the south is a vacant commercial development which was rezoned in 2016 to Downtown, Downtown Multiple Use-Type 2 Downtown Overlay (D/DMU-2, DO) through case number 16-ZN-2016, to the west is an R-5 multi-family residential community and to the east across Scottsdale Road is C-3 commercial.



City of Scottsdale Zoning Map

SITE CONDITIONS

The site is currently operating as a short-term rental RV Park known as the Scottsdale Trailer Corral.



Scottsdale Road Street View



71st Street View



East Entrance (Scottsdale Road)



West side (71st Street)



North Property Line

REQUEST

The subject request is for the redevelopment of an existing RV park (Scottsdale Trailer Corral) located just north of the northwest corner of Scottsdale Road and Earll Drive. This new project would consist of approximately 150 residential units on a 2.42-acre parcel. This request is for a zoning district map amendment from Highway Commercial Downtown Overlay (C-3 DO) to Downtown/Downtown Multiple Use Type-2, Planned Block Development Downtown Overlay (D/DMU-2, PBD DO). This request includes proposed amended development standards for the building step-back plane on the north side and an increase in base density from 50 DU/AC to 62 DU/AC.



East (Scottsdale Road) Elevation

Proposed North Side Step Back Amendment

ARCHITECTURE

The architectural design and character for the 3202 Scottsdale development is intended to be in keeping with that which exists within this area of Scottsdale Road in the downtown. Clean design elements and detailing along with logical and appropriate use of exterior materials, all within a contemporary aesthetic is what the development's design will strive for. Building massing has been stepped back from the Scottsdale Road and 71st Street frontages to help reduce its visual impact. The use of large balconies and architectural solar shading elements further help breakdown the building's apparent massing.

Sustainability design elements will be incorporated into the development thru the city's 'Green Building Program' where appropriate. Rainwater harvesting techniques will be implemented where appropriate and feasible. Building fenestrations will be protected from solar impact by design elements incorporated into the building architecture. Parking for the development will be within an attached below and above grade parking structure. This will minimize the visual impact of the parking and significantly reduce the heat-island effect of typical asphalt parking areas.



Perspective Elevation

PLANNED BLOCK DEVELOPMENT (PBD)

Sec. 6.1301. Purpose. *The purpose of the PBD Overlay District is to allow for development flexibility in the Downtown Area to assist the City in achieving the Downtown Plan, developing more Downtown Area public amenities, and adding land uses that would further promote the Downtown Area as a twenty-four (24) hour community.*

In keeping with the PBD purpose and requirements, a Development Plan has been established to specify parameters for site planning, architecture, and landscaping. The intent of the Development Plan is to define an established style, character, and design quality for the site, while maintaining opportunities for specific needs and a creative identity through future approvals by the Development Review Board (DRB). The Development Plan is intended to invoke a sense of quality and character to ensure compatible development with Scottsdale's Old Town urban character. As part of the Development Plan, the applicant has created a thoughtful set of Property Development Standards consistent with the Downtown Ordinance. The subject parcel is an infill site and is constrained by its narrow geometry. Despite these unique site constraints, the proposed project will comply with a majority of the property development standards of the D/DMU-Type 2 zoning district except for requests for additional density from 50 DU/AC to 62 DU/AC; an increase of 29 units (121 units to 150 units) and a minor adjustment to the step back plane on the north side of the building adjacent to the existing multi-family building (The Carter).

Summary of Proposed Property Development Standards

Site Area: 2.42 gross acres
2.11 net acres

Base Building Height: 66 feet (no amendment)

Base Maximum Density: 50 DU/AC

Proposed Maximum Density 62 DU/AC

Building Setbacks:
Scottsdale Road - 26 feet
71st Street - 23 feet
North - 15 feet
South - 21 feet

Building Step Backs Northside only per the following diagram-



East (Scottsdale Road) Elevation

Sec. 6.1304. PBD Overlay District criteria.

A. Before the first Planning Commission hearing on a PBD Overlay District application, the Development Review Board shall make a recommendation to the Planning Commission regarding the Development Plan based on the following criteria.

1. Criteria for a PBD Overlay District application in a Type 1 Area:

Not Applicable.

2. Criteria for a PBD Overlay District application in a Type 2 or Type 2.5 Area:

a. Development Plan shall reflect the goals and policies of the Character & Design Chapter of the Downtown Plan; and

Refer to the Character & Design section in the Old Town Scottsdale Character Area Plan analysis presented later in this narrative.

b. The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines.

Refer to the Character & Design section in the Old Town Scottsdale Character Area Plan analysis presented later in this narrative.

c. The building form shall reflect the planned character of development within which the development will be located.

The architectural character proposed for 3202 Scottsdale will be compatible with the existing architecture in the surrounding area. Setbacks and building height are not being amended from that which is allowed by the Downtown Ordinance. Requested amendments are limited to maximum allowable density (50 DU/AC to 62 DU/AC) and the building step back plane on the north side of the building adjacent to The Carter. 3202 Scottsdale is located on the southern edge of Old Town in close proximity to the 45-acre HonorHealth Osborn medical campus and will provide workforce housing opportunities for the established and future land uses and development types in the area. The proposed development will redevelop an existing blighted and under-utilized RV park.

d. The Development Plan shall incorporate standards for development within three hundred fifty (350) feet of the Downtown Boundary that address appropriate transitions in building heights between the proposed development and the zoning districts abutting or adjacent to the development.

The proposed project is an infill parcel with similar land use and zoning existing on adjacent properties. This allows for a continuity of massing and stepped architecture that is compatible and transitions well with the adjacent properties – specifically the multi-family residential adjacent to the north and south of this site.

e. The Development Plan shall incorporate standards for development within one hundred (100) feet of a Type 1 Area, shall address appropriate transitions in building heights, building massing, and landscape materials between the proposed development and the Type 1 Area.

Not applicable.

f. The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms and architectural features that address human scale and pedestrian orientation; and

The Scottsdale Road frontage will provide 4,000+/- square feet of commercial space on the ground level and quality landscape design to enhance the pedestrian experience. Architecturally, the building will invoke a modern design providing a variety of layered building elements rather than a single, large unarticulated mass.

g. The pedestrian circulation shall be accessible and easy to navigate and incorporate open space and pedestrian linkages to the public pedestrian circulation network.

In conformance with the Old Town Scottsdale Character Area Plan, the existing pedestrian linkages will be maintained and enhanced with the proposed development. Existing sidewalks along Scottsdale Road and 71st Street will be tree shaded.

3. Criteria for a PBD Overlay District application in the Type 3 Area:

Not applicable.

B. In addition to the criteria used by the City Council to review a zoning district map amendment application, the Planning Commission shall make a recommendation to the City Council, based on the following applicable criteria:

1. Standard criteria:

a. The proposed development supports the land use elements of the General Plan and the Downtown Plan.

The proposed development plan supports the land use elements of the General Plan and Downtown Plan/Old Town Scottsdale Character Area Plan as discussed throughout this project narrative.

2. Criteria to add land uses to Table 5.3004.D., Land Uses for Each Sub-district of the Downtown District:

a. Each proposed land use helps maintain a balance of land uses in the Downtown Area in accordance with the Downtown Plan.

b. Each proposed land use is compatible with the adjacent development and strengthens the mix of land uses and activities in the Downtown Area.

c. Each proposed land use substantially implements the pedestrian oriented, twenty-four (24) hour downtown community goals of the Downtown Plan.

The applicable use regulations of the Downtown/Planned Block Development district shall apply. No additional changes are requested with this application to the land use table for the Multiple Use sub-district.

3. Criteria to achieve bonus(es):

a. The proposed Development Plan reflects noteworthy investments to provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives, primarily in the immediate vicinity of the neighborhood where the development will be located.

This application includes a request to increase in density from 50 DU/AC to 62 DU/AC (29 additional units). Bonus calculations are provided below.

The following is recap of the key development considerations outlined in this narrative, which provide justifications for the requested bonus density and amended step back.

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

- *Implementing architectural elements found throughout Old Town and responding to the Southwestern climate through design, massing, material selection and landscaping*
- *Offering new workforce housing options in the heart of Old Town with direct access to nearby downtown businesses such as Hotels, Restaurants, Fashion Square, HonorHealth Osborn.*
- *Revitalizing Old Town through the redevelopment of a blighted infill parcel whose existing use is not compatible with the character of Old Town Scottsdale.*
- *Providing ground level activity with 4,000 square feet of commercial space.*
- *Strengthening the economic success of Old Town through new development while supporting area businesses.*
- *Enhancing pedestrian connectivity through sidewalk connections further promoting walkability.*
- *Focus on sustainability through design, material selection, and building methods for the well-being of both residents and the community.*

SEC. 7.1200 SPECIAL IMPROVEMENT CALCULATIONS

CY = 2022

BD = Bonus Density = 29 additional units

Bonus Density Calculation

Base Density = 50 DU/AC

Proposed increase in density from 50 DU/AC (121 DU's) to 62 DU/AC (150 DU's)

= bonus of 29 DU's

Formula (CY – 2013) CC = (BD times 10,000) times [1.035]

$29 \times 10,000 \times [1.035 (2022 - 2013)] = \$394,400$ for 2022

Total: \$394,400

2035 GENERAL PLAN

The General Plan is the primary tool for guiding future of the city. It contains the community's goals and policies on character and design, land use, open space and the natural environment, business and economics, community services, neighborhood vitality, transportation, and growth. It helps to shape the physical form of the city, yet also addresses other aspects, such as human services, education, protection of desert and mountain lands, arts and culture, community health, and the character of neighborhoods. The General Plan is a guide for short- and long-term decision making in order to achieve the community's vision.

In practice, there is often confusion or blurring of the distinction between the role of the General Plan and the role of the Zoning Ordinance. The General Plan is a “high altitude” policy document that guides community growth that is a broad and flexible document which changes as community needs change. The Zoning Ordinance is a legal instrument that defines permitted land uses and associated development standards such as building setbacks and building heights.

The Scottsdale General Plan 2035 contains 24 elements organized under the following chapters:

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

The following analysis identifies how this proposed Mixed-Use project serves to meet these elements.

CHARACTER & CULTURE

Character Types

Character Types describe the general pattern, form, and intensity of development. The subject property falls within the **Urban Character Type**. 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 encourage interaction among people. Building forms and heights are typically taller and located in closer proximity to the streets and one another. Examples include Old Town Scottsdale, Airport area - particularly along Scottsdale Road, the HonorHealth hospital/medical campuses on Shea Boulevard and Osborn.

Character & Design Element

CD 1

DETERMINE THE APPROPRIATENESS OF ALL DEVELOPMENT IN TERMS OF COMMUNITY GOALS, SURROUNDING AREA CHARACTER, AND CONTEXT.

Response:

The site is located within the D/DMU, Type 2 area of the Old Town Character Area. This allows for mid-rise development with higher intensities in a mixed-use setting. The proposal for 150 multi-family residential units will utilize the Downtown Ordinance's bonus provisions for an increase in density from 50 DU per Acre to 62 DU per Acre and an amended step back plane on the north side of the building. However, no increase in building height is being requested. Architectural elements will be compatible with Old Town through design, massing, material selection and landscaping.

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.

Response:

The proposed development complies with the Old Town Scottsdale Character Area Plan by bringing redevelopment that is contextually appropriate.

CD 3

FOSTER QUALITY DESIGN THAT ENHANCES SCOTTSDALE AS A UNIQUE SOUTHWESTERN DESERT AND TOURISM COMMUNITY THROUGH DEVELOPMENT REVIEW PROCESSES.

Response:

As noted above with the key development considerations, the proposed architectural character, and site layout will be compatible with the Old Town urban context. The building architecture will utilize stepped building forms, building massing will be mitigated with a combination of recessed and cantilevered elements.

CD 4

ENHANCE THE DESIGN OF STREETS AND PUBLIC SPACES TO IMPROVE SCOTTSDALE'S VISUAL QUALITY, EXPERIENCE, SONORAN DESERT CONTEXT, AND SOCIAL LIFE.

Response:

The current improvements on the property encroach into the Scottsdale Road right-of-way. The proposed site plan for this project removes this existing encroachment.

CD 5

PROMOTE THE VALUE AND VISUAL SIGNIFICANCE LANDSCAPING HAS ON THE CHARACTER OF THE COMMUNITY.

Response:

The proposed landscaping character will include a variety of arid environment appropriate plants that will provide year-round color, shade, and texture for the site as is illustrated

CD 6

MINIMIZE LIGHT AND NOISE POLLUTION.

Response:

Lighting will be designed in a manner that is respectful of the surrounding Old Town context while maintaining safety for residents and visitors. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along street frontages in keeping with the Old Town setting.

Land Use Element

LU 3

MAINTAIN A BALANCE OF LAND USES TO SUPPORT A HIGH QUALITY OF LIFE.

Response:

This project will provide a local housing opportunity for the downtown Scottsdale Workforce which include medical, hospitality and service personnel.

Environmental Planning Element

EP 1

PROTECT AND ENHANCE SCOTTSDALE'S HUMAN AND SONORAN DESERT HABITATS.

Response:

The subject property was developed in the late 1950's to early 1960's and has been operating as an RV park. The existing landscape palette primarily consists of mature non-indigenous trees and shrubs. These non-indigenous plants will be replaced with new native and arid-adapted plant material.

EP 3

PARTICIPATE IN LOCAL AND REGIONAL EFFORTS TO IMPROVE AIR QUALITY.

Response:

The project will provide housing opportunities for nearby medical, hospitality and service employment centers thus allowing more commuters to walk and bike to work.

EP 7

IDENTIFY AND REDUCE HEAT ISLANDS.

Response:

Removal of existing asphalt driveways and parking lot contributes to reduction of heat island effects.

Conservation Element

CONSV 4

CONSERVE WATER AND ENCOURAGE THE REUSE OF WASTEWATER.

Response:

Landscape irrigation will be accomplished using a drip system and smart controllers to conserve water use

Energy Element

E2

REDUCE PER CAPITA ENERGY CONSUMPTION AND PROMOTE ENERGY EFFICIENCY.

Response:

The Proposed project will provide energy efficient HVAC systems and equipment

E3

PROMOTE BUILDING AND SITE DESIGNS THAT MAXIMIZE ENERGY EFFICIENCY.

Response:

The project will promote the use of a landscape plant palette which is drought tolerant and arid adapted.

COLLABORATION & ENGAGEMENT

Community Involvement Element

CI 1

SEEK EARLY AND ONGOING COMMUNITY INVOLVEMENT THROUGH BROAD PUBLIC INPUT IN PROJECT AND POLICY-MAKING DISCUSSIONS.

Response:

Public participation and community outreach has been an important part of the rezoning process. Technical Solutions began neighborhood outreach early in the process and maintains ongoing dialogue with the community and stakeholders. Feedback from the open house held on May 19, 2022, is shared with City Staff and memorialized in the Public Participation plan submitted with the zoning application.

COMMUNITY WELL-BEING

Healthy Community Element

HC4

ENSURE SCOTTSDALE IS A WELCOMING CITY THAT IS SUPPORTIVE AND INCLUSIVE OF ALL PEOPLE.

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 workforce living accommodations which will contribute to the long-term economic prosperity of the surrounding area.

Housing Element

H1

SUPPORT DIVERSE, SAFE, RESOURCE-EFFICIENT, AND HIGH-QUALITY HOUSING OPTIONS.

Response:

Old Town Scottsdale and surrounding area have a growing need for workforce housing options. This proposal will meet the growing need for workforce living accommodations which will contribute to the long-term economic prosperity of the surrounding area.

H2

PROVIDE A VARIETY OF HOUSING OPTIONS THAT MEET THE SOCIOECONOMIC NEEDS OF PEOPLE WHO LIVE AND WORK IN SCOTTSDALE.

Response:

Providing a variety of housing options that address the needs of multiple demographics contributes to a strong economic base. Old Town Scottsdale and surrounding area have a growing need for workforce housing options. This proposal will meet the growing need for workforce living accommodations which will contribute to the long-term economic prosperity of the surrounding area. This project will add to the diversification of the local economy thus supporting sustainability in Scottsdale's economic future as the city continues to mature.

Safety Element

S1

WORK TO PREVENT HAZARDS AND REDUCE PHYSICAL RISKS THROUGHOUT SCOTTSDALE.

Response:

The property has been marginally maintained and is blighted. It is currently operating as a short-term stay RV park. Redevelopment will eliminate this situation.

S7

MAINTAIN SCOTTSDALE AS A SAFE COMMUNITY THROUGH CRIME PREVENTION.

Response:

The property is currently in a blighted condition and attracts criminal behavior. This project will eliminate this situation.

CONNECTIVITY

Circulation Element

C1

DESIGN AND IMPROVE TRANSPORTATION CORRIDORS TO SAFELY AND EFFICIENTLY MOVE PEOPLE AND GOODS.

Response:

The Property is located on the west side of Scottsdale Road just north of Earll Drive. There are 2 commercial buildings that encroach into the Scottsdale Road right-of-way. This encroachment was grandfathered as pre-existing conditions when Scottsdale Road was widened in the 1980's. This project will remove these encroachments and correct this situation.

C2

REDUCE THE NUMBER, LENGTH, AND FREQUENCY OF AUTOMOBILE TRIPS TO IMPROVE AIR QUALITY, REDUCE TRAFFIC CONGESTION, AND ENHANCE QUALITY OF LIFE AND THE ENVIRONMENT.

Response:

The Property is well-situated for local workforce housing. As such it would provide people who work in downtown Scottsdale to take advantage of the local Trolley transit system and promote commuting by walking and/or biking.

Bicycling Element

B2

PROVIDE CONVENIENT AND COMFORTABLE BICYCLE FACILITIES TO ENCOURAGE BICYCLING.

Response:

The property will provide a bicycle storage facility.

REVITALIZATION

Neighborhood Preservation & Revitalization Element

NPR 1

PRESERVE AND ENHANCE THE CHARACTER, IDENTITY, AND QUALITY OF SCOTTSDALE'S DIVERSE NEIGHBORHOODS.

Response:

Redevelopment and revitalization of the site for a new multi-family residential community brings a wide range of amenities including, but not limited to, ground level commercial space, enhanced landscape and hardscape, shade, improved pedestrian connectivity and vibrant architecture. As a result of the site constraints and given its infill nature, this application includes a request

A minor amendment of the step back plane on the north side of the site adjacent to the existing Carter multi-family community.

NPR 3

PROVIDE FOR THE SAFETY AND SECURITY OF SCOTTSDALE'S NEIGHBORHOODS.

Response:

The property is currently in a blighted condition and attracts criminal behavior. The proposed redevelopment of the site will eliminate this situation and improve the safety and security of the surrounding neighborhoods.

Conservation, Rehabilitation, & Redevelopment Element

CRR 1

SUPPORT HIGH-QUALITY, CONTEXT-APPROPRIATE REDEVELOPMENT, REHABILITATION, AND CONSERVATION TO PROMOTE LONG-TERM NEIGHBORHOOD STABILITY.

Response:

The redevelopment of this property as a mixed-use multi-family residential use will replace the blighted RV trailer park that exists today. The design of this aging infill development site will compliment surrounding architecture through the use of appropriate building massing, materials, color and detailing while respecting the Southwestern climate.

CRR 2

SUSTAIN LONG-TERM ECONOMIC WELL-BEING THROUGH REDEVELOPMENT, REHABILITATION, AND CONSERVATION.

Response:

The revitalizing and redevelopment of blighted properties is critical to the continued economic vitality of the community. Adding additional workforce housing options in Old Town is essential for the continuing economic growth and sustainability of Scottsdale.

Growth Areas Element

GA 5

RECOGNIZE AND BUILD ON THE CHARACTER AND DIVERSITY OF SCOTTSDALE'S VARIOUS GROWTH AND ACTIVITY AREAS.

Response:

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 multi-family residential and existing adjacent commercial and medical uses will bolster the economic vitality of the area by providing housing options for the local workforce. The redevelopment and revitalization of an under-utilized infill site in Old Town is key to promoting land use and economic sustainability.

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.

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.

Response:

Consistent with City requirements, this zoning application includes water and sewer basis of design reports as well as a traffic impact analysis to ensure adequate infrastructure and transportation systems are in place to serve the proposed use.

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.

Response:

Providing a variety of housing options that address the needs of multiple demographics contributes to a strong economic base. Old Town Scottsdale and surrounding area have a growing need for housing options that are available for the employees of the adjacent medical and commercial uses.

OLD TOWN SCOTTSDALE CHARACTER AREA PLAN

The Downtown Multiple Use Type 2 category supports a variety of major employment and service uses including, but not limited to, multiple story residential, office, commercial retail, and support services consistent with the intensity of uses which are typically found in Old Town Scottsdale. Additionally, revitalizing and redeveloping older properties is a critical part of the economic vitality of the community as it matures. Thus, the proposed redevelopment of this site is essential for the continuing economic growth and sustainability of the city as a whole and area small businesses.

The D/DMU-2 PBD DO zoning district is consistent with the General Plan and Old Town Plan land use designation for the Property. The Old Town Plan's goals and policies which relate specifically to the proposed Development Plan for the Property are identified as follows:

LAND USE

GOAL LU 1:

MAINTAIN OLD TOWN SCOTTSDALE AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY.

Response:

The 3202 Scottsdale development (**3202**) will further strengthen Old Town's urban environment and mixed-use character by integrating a multi-family workforce housing option into the downtown core with well-established commercial, medical, cultural, and employment land uses.

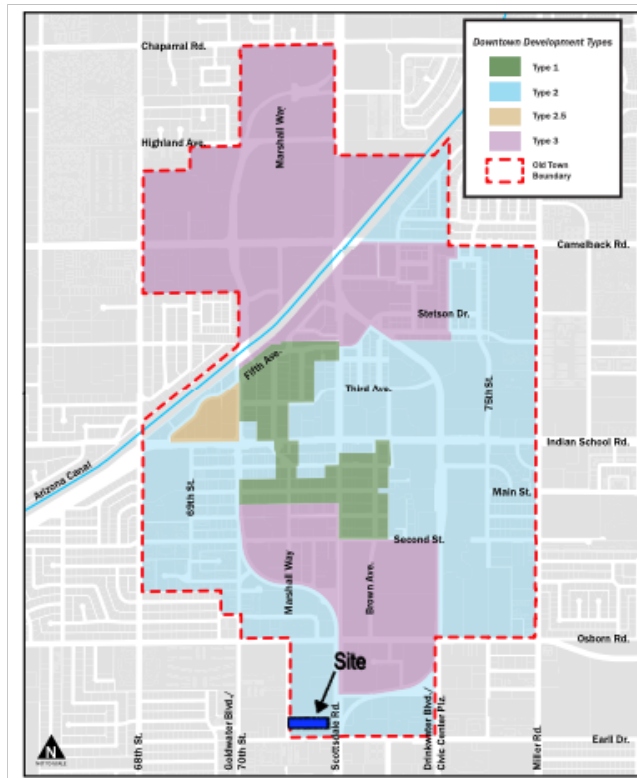
GOAL LU 2:

ENCOURAGE THE DEVELOPMENT OF OLD TOWN AS A COLLECTION OF MIXED LAND USES AND DISTRICTS.

Response:

Implementing the purpose of the PBD overlay, the zoning request will allow for redevelopment and revitalization of the Property, integrating desirable workforce housing options. Due to site constraints and given its infill nature, the proposed request includes an amendment to the density from 50 DU/AC to 62 DU/AC and a minor modification to the step back plane on the north side of the building. No amendment is being requested to the building height.

Old Town Future Land Use Map



Source: Old Town Scottsdale Character Area Plan

GOAL LU 5:

PROMOTE DIVERSITY IN OLD TOWN HOUSING OPTIONS.

Response:

The redevelopment of this site from a blighted and under-utilized property to a multi-family residential community promotes the OTSCAP goals and policies given the surrounding context and well-established mixed-use setting of Old Town. The proposed multi-family residences will provide new housing options for the local workforce serving downtown businesses.

GOAL LU 6:

ENCOURAGE A MIX OF LAND USES TO SUPPORT A WALKABLE AND SUSTAINABLE DOWNTOWN.

Response:

3202 is located on a blighted and under-utilized parcel which is currently operating as an RV park with 2 aging commercial buildings that encroach into the Scottsdale Road right-of-way at the southern end of Old Town. Nearby is the 45-acre HonorHealth Osborn medical campus, which makes it ideally situated for multi-family workforce residential housing. The location of this site will lend itself to several modes of commuting and transportation such as pedestrian, bicycle, transit and city trolley since it is located in close proximity to numerous medical, restaurants, retail, employment, and cultural opportunities.

CHARACTER & DESIGN

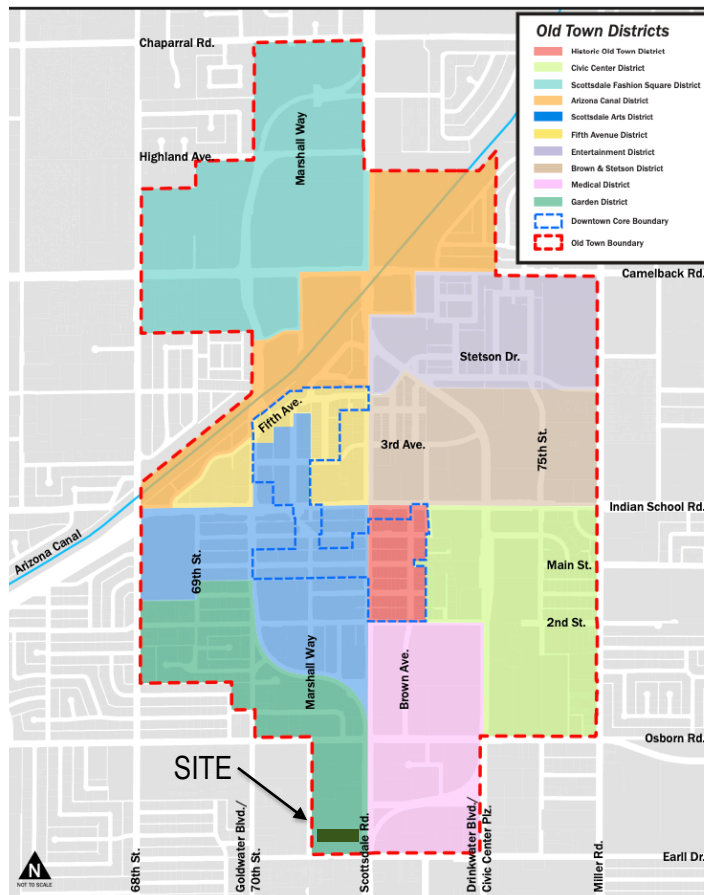
GOAL CD 1:

STRENGTHEN AND ENHANCE OLD TOWN DISTRICT CHARACTER WITH CONTEXTUALLY COMPATIBLE DEVELOPMENT.

Response:

3202 is located on the southern edge of Old Town within the Garden District and directly adjacent to the Medical District (see Old Town Districts Map below). As such it has a unique opportunity to serve as a convenient location for multi-family housing for the HonorHealth medical campus employees. As a blighted property, the redevelopment of the site will provide a greatly improved streetscape design that will embrace the Old Town Scottsdale Urban Design & Architectural Guidelines.

Old Town Districts Map



Source: Old Town Scottsdale Character Area Plan

GOAL CD 2:

DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE OLD TOWN PLAN BOUNDARY AND BETWEEN ADJOINING URBAN NEIGHBORHOODS OF DIFFERING DEVELOPMENT TYPES.

Response:

See our response above under Goal CD 1. The building massing has been stepped back from the Scottsdale Road and 71st Street frontages to help reduce its visual impact. The use of large balconies and architectural solar shading elements further help breakdown the building's apparent massing.

GOAL CD 6

CREATE SAFE, COMFORTABLE, AND INTERESTING STREET SPACES.

Response:

The streetscape will provide continuity and connectivity from, to and around the building. The design of open space elements will include sustainable, low water use landscape improvements, shade trees, shade elements, hardscape, outdoor furniture and seating spaces. The primary focus of the site design is walkability and contextually appropriate building placement that caters to the pedestrian and celebrates all that Old Town has to offer. The site is located less than one mile from the Indian Bend Wash greenbelt system.

GOAL CD 7

INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS THE URBAN AND PEDESTRIAN CHARACTER OF OLD TOWN.

Response:

The landscape palette will complement the existing urban context by integrating desert-lush vegetation that provides an abundance of shade, color, texture and form while providing a setting for the proposed building.

GOAL CD 8

INTEGRALLY DESIGN LIGHTING INTO THE BUILT ENVIRONMENT

Response:

Energy efficient lighting will be utilized to provide appropriate levels for wayfinding and building accent while respecting the existing Old Town environment and Scottsdale's lighting standards and lighting levels.

GOAL CD 9

IMPLEMENT HIGH QUALITY URBAN AND ARCHITECTURAL DESIGN IN OLD TOWN.

Response:

The architectural design and character for the **3202** development will keep with that which exists within this area of Scottsdale Road in the downtown. The building and site design will promote the Scottsdale Sensitive Design Principles and embrace the Old Town Scottsdale Urban Design & Architectural Guidelines as outlined in the sections below.

GOAL CD 10

INCORPORATE SUSTAINABLE BUILDING PRACTICES IN OLD TOWN DEVELOPMENT.

Response:

Sustainability design elements will be incorporated into the development thru the city's 'Green Building Program' where appropriate. Rainwater harvesting techniques will be implemented where appropriate and feasible. Building fenestrations will be protected from solar impact by design elements incorporated into the building architecture. Parking for the development will be within an attached parking structure. This will minimize the visual impact of the parking and significantly reduce the heat-island effect of typical asphalt parking areas.

GOAL CD 11

INFRASTRUCTURE DESIGN SHOULD POSITIVELY CONTRIBUTE TO OLD TOWN IDENTITY.

Response:

Infrastructure improvements will improve the current condition and pedestrian experience in the area. Visual impacts of required above ground mechanical will be minimized by screening from view through the use of decorative walls and/or landscaping buffers or other appropriate screening methods.

ECONOMIC VITALITY

GOAL EV 1

SUPPORT OLD TOWN'S PROMINENT ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, DINING, ENTERTAINMENT, TOURISM, EVENTS, AND EMPLOYMENT.

Response:

The D/DMU-Type 2 subdistrict supports a variety of land uses including, but not limited to, multiple story residential, office, hotel, retail shops, and restaurants. Additionally, revitalizing, and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional multi-family residential housing options in Old Town is essential for the continuing economic growth and sustainability of Scottsdale. The **3202** development will provide housing for people who work in and around Old Town Scottsdale.

GOAL EV 2

PROMOTE PRIVATE INVESTMENT IN, AND ATTRACT NEW DEVELOPMENT TO, OLD TOWN.

Response:

The 3202 Scottsdale development will bring approximately 150 new multi-family residential units to Old Town. The PBD overlay requested with this zoning application will allow for reinvestment in Old Town that will provide additional stimulus to the economic tax base as well as expanded housing opportunities.

SCOTTSDALE SENSITIVE DESIGN PRINCIPLES

Scottsdale's design principles are enforced so new development reflects and enhances the unique climate, topography, vegetation, and historical elements of the area and the overall city. These elements are considered amenities that uphold the quality of design and sustain the Scottsdale community.

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

The architectural design and character for the 3202 Scottsdale development is intended to be in keeping with that which exists within this area of Scottsdale Road in the downtown. Clean design elements and detailing along with logical and appropriate use of exterior materials, all within a contemporary aesthetic is what the development's design will strive for. Building massing has been stepped back from the Scottsdale Road and 71st Street frontages to help reduce its visual impact. The use of large balconies and architectural solar shading elements further help breakdown the building's apparent massing.

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

The setting of 3202 Scottsdale is urban in character and does not have natural features such as washes and natural area open space.

3) 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.

This Property is an Old Town redevelopment site located on a relatively flat blighted RV Park on a parcel of land that is predominately asphalt.

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

The proposed redevelopment will include desert appropriate landscaping. Additional landscaping and increased open space areas will contribute to the Old Town habitat and improved air quality.

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.

Pedestrian circulation along the streetscape is an important feature of this Old Town project, as numerous medical, retail, residential, recreational, and cultural uses are within walking distance.

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.

3202 Scottsdale is well situated for multi-family development because it is located within walking distance to a range of supporting land uses including state of art medical care at HonorHealth and supporting medical offices throughout Old Town and Southern Scottsdale. Developing residential in Old Town with established transportation options (trolley/bus, 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.

The proposed building will incorporate design elements that provide shade and shelter through building form, site, and landscape design.

8) Buildings should be designed with logical hierarchy of masses.

The building will consist of clean design elements and detailing along with logical and appropriate use of exterior materials, all within a contemporary aesthetic is what the development's design will strive for. Building massing has been stepped back from the Scottsdale Road and 71st Street frontages to help reduce its visual impact. The use of large balconies and architectural solar shading elements further help breakdown the building's apparent massing.

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

The proposed building will utilize a variety of textures and building finishes that are compatible with the Desert Environment. It will incorporate architectural elements that provide solar relief and deep overhangs.

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

Sustainability design elements will be incorporated into the development thru the city's 'Green Building Program' where appropriate. Rainwater harvesting techniques will be implemented where appropriate and feasible. Building fenestrations will be protected from solar impact by design elements incorporated into the building architecture. Parking for the development will be within an attached below and above grade parking

structure. This will minimize the visual impact of the parking and significantly reduce the heat-island effect of typical asphalt parking areas.

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

Landscaping shall utilize context appropriate arid-region plant materials. 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.

The landscape palette will include low-water use plant materials. Rainwater harvesting techniques will be implemented where appropriate and feasible.

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

Lighting will be designed in a manner that is sensitive to the surrounding areas while still maintaining a safe environment for wayfinding. Natural light will be encouraged within the project.

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

Project signage will be contextually appropriate and processed through separate submittals for approval and permitting

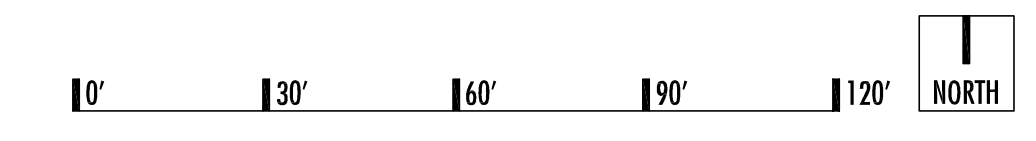


Project Data

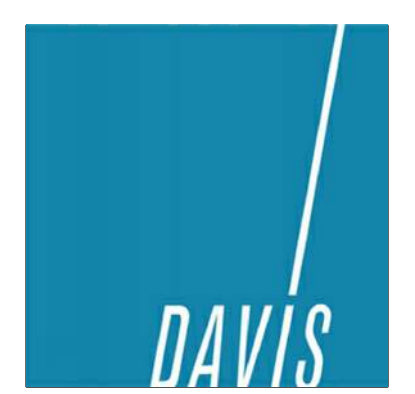
Site Area:	2.11 acres net (91,855 sf) 2.42 acres gross (105,370 sf)
Residential Area:	166,000sf gross (132,600sf leasable)
Total Units:	150 units
Density:	61.98 / acre gross
Flex Office Area:	4,000sf
Parking Required:	267 spaces (1br: 1.5; 2br: 2.0; 1/6 guest; 1/300sf flex office)
Parking Provided:	267 spaces

Site Plan

3202 SCOTTSDALE- Scottsdale, Arizona



21137- 3-28-22



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North Elevation

71'-0" T.O. Mech Screen
 65'-0" T.O. Parapet
 63'-0" T.O. Roof

0'-0" Fin. Floor



East (Scottsdale Road) Elevation

71'-0" T.O. Mech Screen
 65'-0" T.O. Parapet
 63'-0" T.O. Roof

21'-0" T.O. Lower Roof

0'-0" Fin. Floor



West (71st Street) Elevation

71'-0" T.O. Mech Screen
 65'-0" T.O. Parapet
 63'-0" T.O. Roof

21'-0" T.O. Amenity Deck

0'-0" Fin. Floor



South Elevation

71'-0" T.O. Mech Screen
 65'-0" T.O. Parapet
 63'-0" T.O. Roof

21'-0" T.O. Lower Roof

0'-0" Fin. Floor

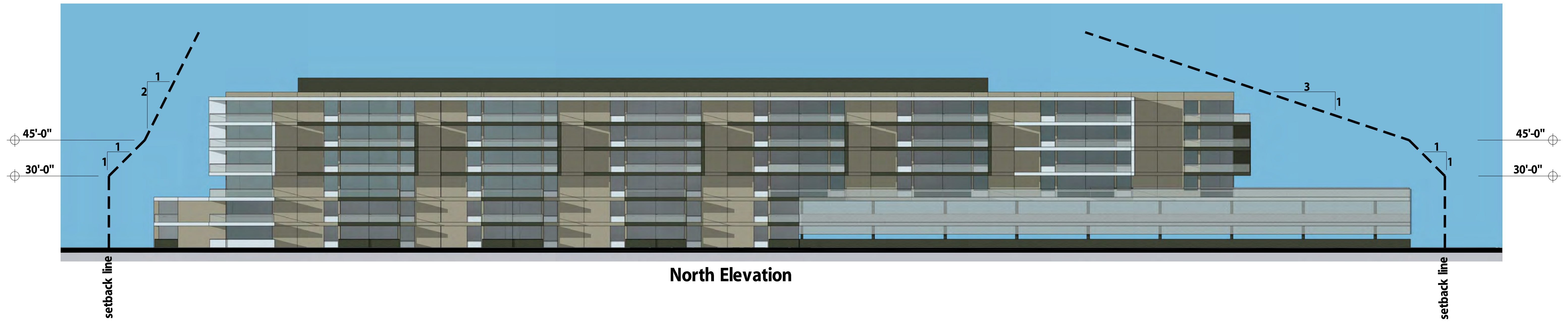
3202 SCOTTSDALE- Scottsdale, Arizona

Building Elevations

0' 20' 40' 60' 80'

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North Elevation



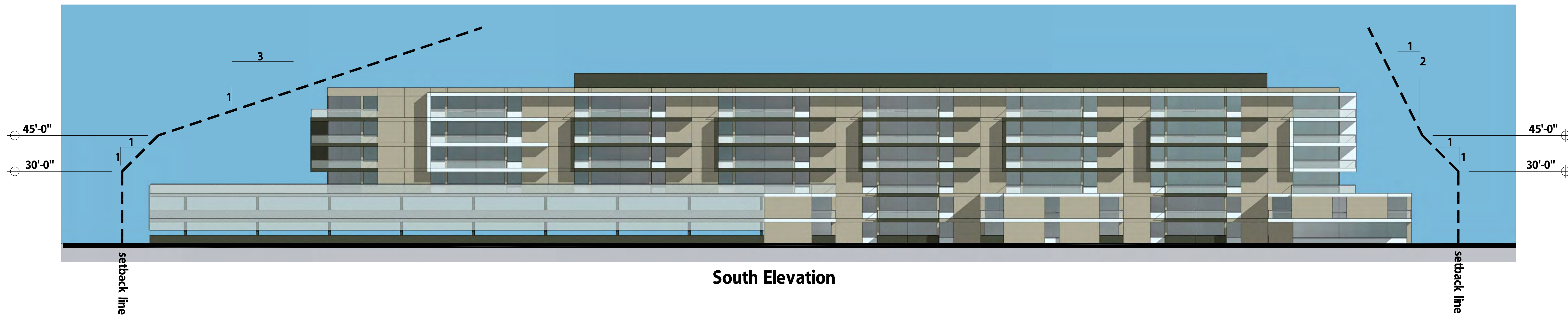
Encroachment Area on North Side of Building



East (Scottsdale Road) Elevation

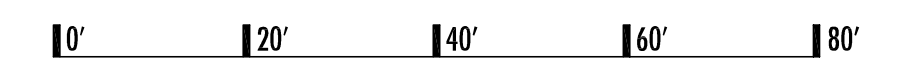


West (71st Street) Elevation



South Elevation

Building Elevation Worksheet / Stepback Exhibit



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3202 SCOTTSDALE- Scottsdale, Arizona