

# DEVELOPMENT REVIEW BOARD REPORT



Meeting Date: September 3, 2020  
General Plan Element: *Character and Design*  
General Plan Goal: *Foster quality design that enhances Scottsdale as a unique southwestern desert community.*

## **ACTION**

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### **Southdale 5-ZN-2020**

**Location:** 7000 E. McDowell Road

**Request:** Pursuant to the requirements of the Planned Unit Development (PUD) District, Zoning Ordinance Section 5.5003, the applicant is requesting a review by the Development Review Board with a subsequent recommendation to the Planning Commission and City Council regarding the Development Plan and proposed amended development standards for a proposed zoning district map amendment from Highway Commercial (C-3) to PUD zoning.

## **GOAL/PURPOSE OF REQUEST**

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The applicant is seeking the Development Review Board's input and recommendation to the Planning Commission and City Council regarding the proposed Development Plan and amended development standards. Specifically, the Board shall review Development Plan components related to design compatibility, environmental responsiveness, solar shading, connectivity and open space. Further the Board shall review the proposed amendments to development standards for building stepbacks, encroachments beyond the building envelope and private outdoor living space. The proposal is a mixed-use project consisting of 267 residential units and 4,400 square feet of commercial floor area in a 4-story building on a +/- 4-acre site. The commercial floor area includes 3,300 square feet of office space and an 1,100 square-foot neighborhood market. Also included is an 1,100 square-foot "community room" for use by the public or residents. Apart from 7 surface spaces located just the main entrance, all resident and commercial parking is provided in a centrally-located above-grade parking structure.

### **Key Items for Consideration**

- Conformance to PUD District Approval Criteria
- Proposed amended development standards
- Amended development standards would locate height and massing closer to existing residential to the west
- Proposal includes 4,400 square feet of commercial floor area (office and retail)
- Proposal includes 9,544 square foot publicly accessible "pocket park" off 70<sup>th</sup> Street
- Public comment received

Action Taken \_\_\_\_\_

## BACKGROUND

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### Zoning

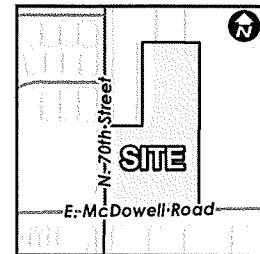
The site was annexed into the City in 1965 (Ord No. 273) and assigned C-3 zoning. There has been no zoning activity on the site since annexation.

### Context

Located at the northeast corner of 70<sup>th</sup> Street and McDowell Road, the site is part of the McDowell Corridor, which has undergone a dramatic transition over the last several years. Once referred to as the “Motor Mile”, this stretch of McDowell (from 64<sup>th</sup> Street to Scottsdale Road) was previously occupied primarily by auto dealers. In recent years, land use has transitioned to more of a mixed-use dynamic, which is consistent with the General Plan for the area. Within close proximity to this site are two-story townhomes and three-story apartments. Additionally, projects are underway that include four-story residential (JLB on McDowell and Papago Plaza); all of which contribute to the contemporary aesthetic that has evolved in the area.

### Adjacent Uses and Zoning

- North: Multi-family Residential, zoned R-5
- South: Travel Accommodations, zoned C-3
- East: Vehicle Sales, zoned C-3
- West: Vehicle Sales, zoned C-3



### Property Owner

Cercidium Holdings, LLC

### Applicant

John Berry, Berry Riddell, LLC  
480-385-2753

### Architect/Designer

Nelson Architects, Inc.

### Engineer

3 Engineering

### Neighborhood Communication

The site is posted with the required signage and written notification was sent to the City's Interested Parties List, as well as property owners within 800 feet of the site. Additionally, the applicant held a virtual Open House on June 3, 2020. The virtual format was utilized in response to COVID guidelines discouraging large gatherings. A video presentation was provided, and viewers were given the opportunity to provide comments via phone or email. According to the applicant's report, there were a total of 93 “views” of the video and one neighbor posted the video link on NextDoor noting his support for the proposal. Follow up comments received by the development team were generally positive. Prior to the Open House, the development team contacted over 280 residents in the area for feedback.

## DEVELOPMENT REVIEW BOARD CRITERIA ANALYSIS

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An application for a PUD district must be accompanied by a Development Plan (DP), which may consist of the following (“if applicable” items are optional, as determined by the Zoning Administrator):

- Development Program – List of uses and associated density, FAR, etc.
- Development Program – proposed development standards (if applicable)
- Site Plan
- Drainage Report – including basis of design

- Transportation Analysis and Comments (if applicable)
- Conceptual Open Space Plan
- Transitions Plan (if applicable)
- Parking Plan
- Conceptual Phasing Plan (if applicable)
- Building Height Plan (if applicable)

All items required for this application have been provided and are included as part of this report.

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

**1. The design contained in the DP is compatible with the development in the area that it may directly affect, and the DP provides a benefit to the City and adjacent neighborhoods.**

- Revitalizes and redevelops a site along a Southern Scottsdale Character Area Plan (SSCAP)-designated Regional Corridor (McDowell Road).
- Proposal includes burial of existing overhead utility lines.
- Significant pedestrian circulation improvements proposed, including an 8-foot-wide sidewalk on Scottsdale Road and 70<sup>th</sup> Street separated from back of street curb.
- Proposal includes 9,544 square-foot “pocket park” along the 70<sup>th</sup> Street frontage that will be publicly accessible.
- Proposal includes a neighborhood market and publicly accessible community room.

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

- Sensitive Design Principle No. 9 encourages the use of materials with colors and coarse textures reflective of the southwest desert environment. The proposed building design is generally responsive to this directive; however, there is an abundance of bright white on the fin walls and certain portions of the façade that should be replaced with a warmer, less reflective color.
- Deep recesses in the building design along the both street frontage add visual interest and provide shading for windows and balcony/patio doors to mitigate solar heat gain.
- Proposal is a mixed-use development with residential over first-floor commercial. (Policy CD 9.1 of the SSCAP)
- Landscaping consists of low water use plantings and species representative of the surrounding desert.

**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.**

- A solar analysis was included as part of the Development Plan. Per that analysis, the adjacent residential units to the west will be in shadow during morning hours in December, with shadowing clearing by noon. During March and September, the

adjacent residential will be in shadow during early morning hours only. No significant impacts are indicated during the summer months.

**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.**

- Proposal includes a 9,544 square foot “pocket park” along the 70<sup>th</sup> Street frontage that will be available to residents and the general public.
- Proposal includes secondary sidewalk connections from the project to both adjacent streets, promoting connectivity between parcels. (Policy CD 9.2 of the SSCAP)
- The proposal includes significant improvements to the frontage open space and landscaping, including an 8-foot-wide sidewalk separated from street curb on both streets that should enhance the pedestrian experience.

**Amended Development Standards**

The Development Review Board shall review any proposed amendments to the development standards included in the DP and provide a recommendation to the Planning Commission and City Council. The applicant is proposing several amendments to the development standards of the PUD zoning district. A detailed description of those amendments can be found in the narrative portion of the Development Plan (Attachment #4). The following is a summary of the proposed amended development standards:

Zoning Ordinance Section	Standard Requirement	Amended Development Standard
5.5005.E. Table A <i>Average setback</i>	Average Setback per Table A	Clarify that Average Setback is a <i>Minimum</i> Average Setback
5.5005.F.2. <i>Building envelope</i>	Development adheres to a stepback of 1:2 starting on the residential zoning district boundary	Allow for exception to standard requirement per the Transition Sections included in the Development Plan
5.5005.G.1.a. <i>Encroachment beyond the building envelope</i>	Allowed encroachments of up to 15 feet for architectural ornaments	Clarify that architectural feature walls are an allowed encroachment
5.5005.I.1. <i>Private outdoor living space</i>	Size equivalent to 5% of the unit floor area, or larger; space must be located adjacent to the unit	Clarify that Juliet-style balconies are permitted to satisfy requirement on the 1 <sup>st</sup> and 2 <sup>nd</sup> floors of the building for no more than 10% of unit count

**Staff Analysis**

The proposal is for a 25-foot setback from the adjacent residential, with no landscape buffer or building stepback. In similar scenarios with other recently approved projects (South Scottsdale Mixed-Use, 14-ZN-2018 and South Scottsdale PUD, 6-ZN-2016) amendments to the stepbacks were also requested. However, in both cases, a landscape buffer and a drive aisle were provided between the height and massing and the adjacent residential. For case 6-ZN-2016, the landscape buffer was 13 feet and the overall building setback from the property line adjacent to the residential was 46 feet. For case 14-ZN-2018, a 15-foot landscape buffer was provided and an overall building setback of 41 feet was provided from the property line adjacent to the residential. There is a 20-foot alley between the project site and the adjacent



residential; however, staff believes some sort of landscape buffer with trees should be provided.

Alternative design solutions may address this concern, including reworking the site plan or providing smaller/fewer units. The proposed residential density (48.8 du/ac) is on the high side compared to other recently approved projects in the area (The McDowell, 29.15 du/ac, Alexan, 34.15 du/ac, Scottsdale Entrada, 27.5 du/ac).

### **Development Information**

• Existing Use:	Vehicle Sales
• Proposed Use:	Mixed-Use
• Parcel Size:	4.7 gross acres (204,732 square feet) 3.8 net acres (165,258 square feet)
• Commercial Floor Area:	1,100 square feet
• Office Floor Area:	3,300 square feet
• Residential Floor Area:	279,740 square feet
• Total Building Area:	285,240 square feet
• Floor Area Ratio Allowed:	0.8 (non-residential)
• Floor Area Ratio Proposed:	0.03
• Building Height Allowed:	48 feet + 10 feet for rooftop appurtenances, 58 feet total
• Building Height Proposed:	48 feet + 10 feet for rooftop appurtenances, 58 feet total
• Parking Required:	372 spaces
• Parking Provided:	392 spaces
• Open Space Required:	20,473 square feet
• Open Space Provided:	36,227 square feet
• Density Allowed:	Per Development Plan
• Density Proposed:	48.8 du/ac

### **STAFF RECOMMENDATION**

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#### **Recommended Approach:**

Staff recommends that the Development Review Board forward a recommendation of approval to the Planning Commission and City Council regarding the proposed Development Plan and amended development standards, with direction on possible design alternatives to create a landscape buffer and building stepback implemented into the Development Plan along the west edge of the project where the drive aisle abuts the property line.

### **RESPONSIBLE DEPARTMENT**

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#### **Planning and Development Services**

Current Planning Services

### **STAFF CONTACT**

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**APPROVED BY**

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8.25.2020  
Date

  
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8.24.2020  
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8/27/2020  
Date

**ATTACHMENTS**

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1. Context Aerial
- 1A. Close-Up Aerial
2. Current Zoning Map
3. Proposed Zoning Map
4. "Southdale" Development Plan





Context Aerial

5-ZN-2020

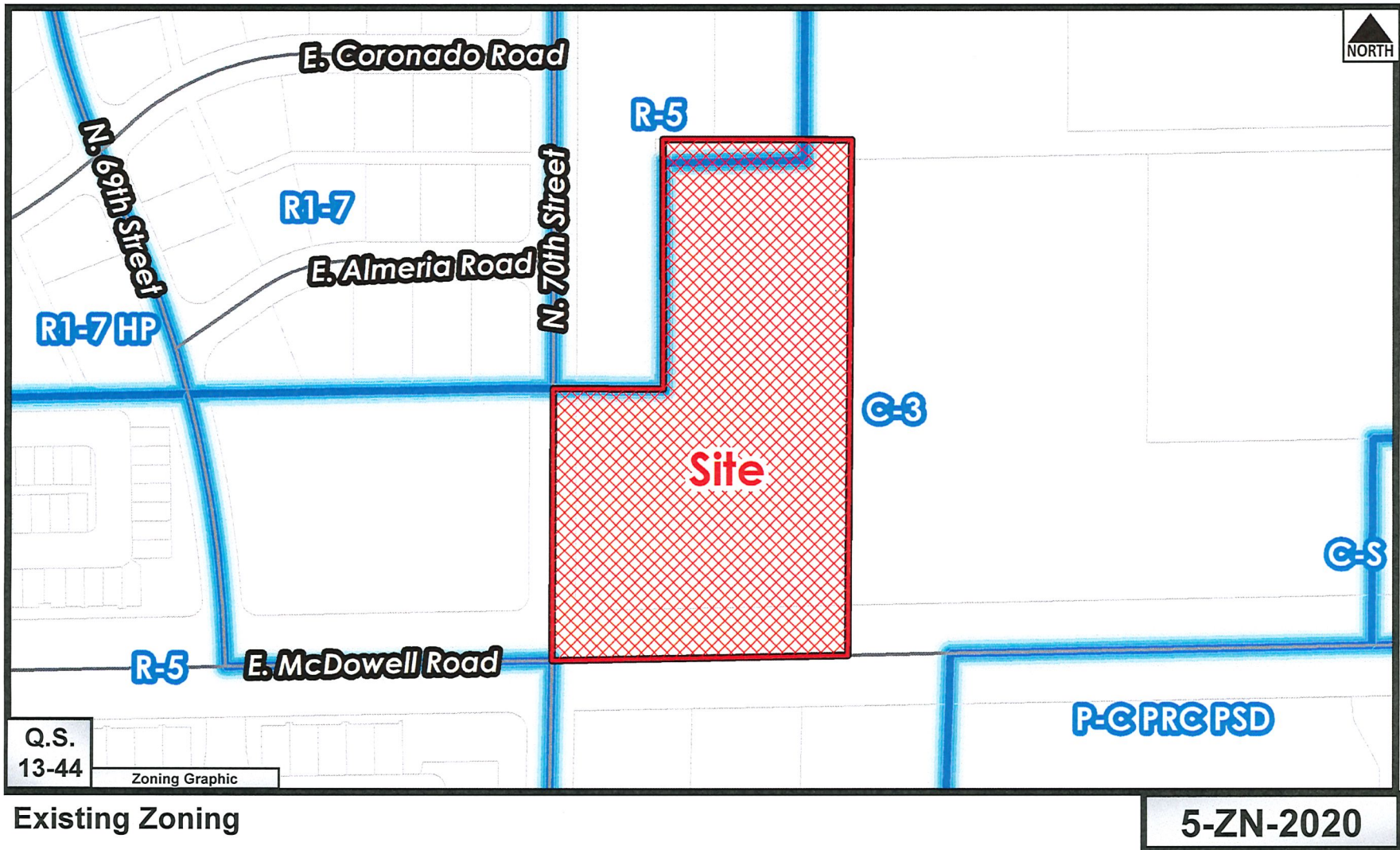


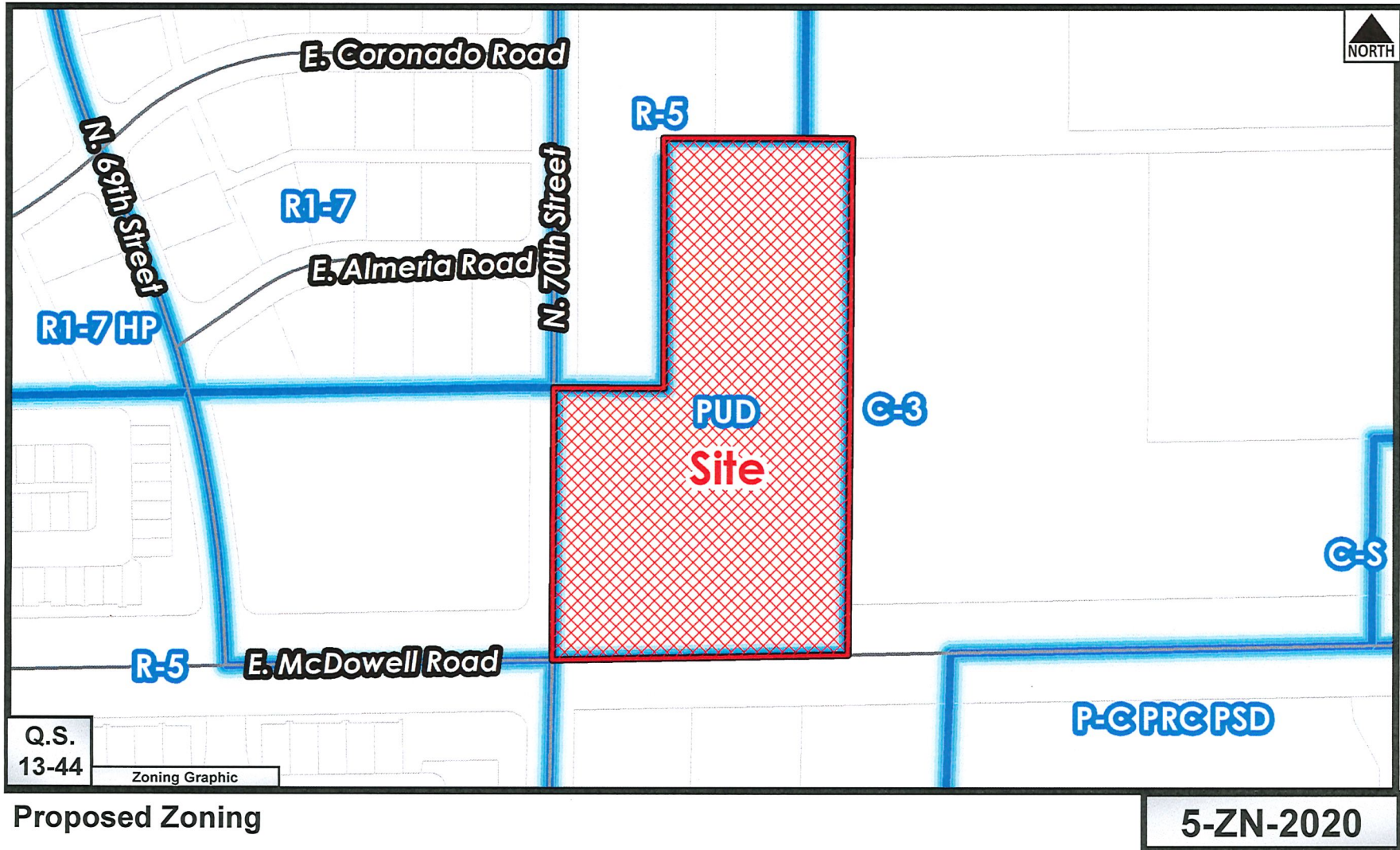


Close-up Aerial

5-ZN-2020







# **Southdale Development Plan**

**5-ZN-2020**



# *Hawkins Companies – Southdale*

**7000 E. McDowell Road**

**Project Narrative**

**5-ZN-2020**



**Prepared by:**

**Berry Riddell, L.L.C.**

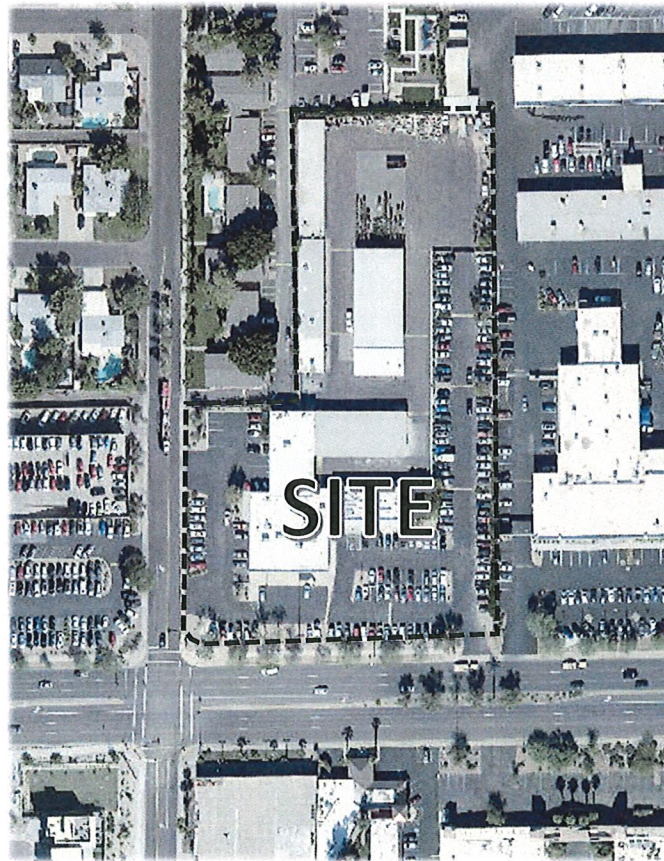
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## **I. Property Information**

**Location:** 7000 E. McDowell Road

**Property Size:** 4.7 (+/-) gross acres and 3.8 (+/-) net acres

### ***General Plan & Zoning:***

- **Current General Plan:** Mixed-Use Neighborhoods
- **Proposed General Plan:** Mixed-Use Neighborhoods
- **Current Zoning:** C-3 (Highway Commercial)
- **Proposed Zoning:** PUD (Planned Unit Development)

### ***Surrounding Uses:***

- **North:** R-5; Dwell Apartments
- **East:** C-3; Chapman Collision Scottsdale
- **South:** C-3; CC Patio Furniture, Papago Inn and Heavenly Massage
- **West:** C-3; Mark Mazda Scottsdale
- **Northwest:** R1-7; Single-Family Residential
- **Southeast:** P-C PRC PSD; Alliance Papago Plaza (Case 6-ZN-2018 approved by City Council 12/12/2018)

## **II. Project Overview**

### ***About the Site:***

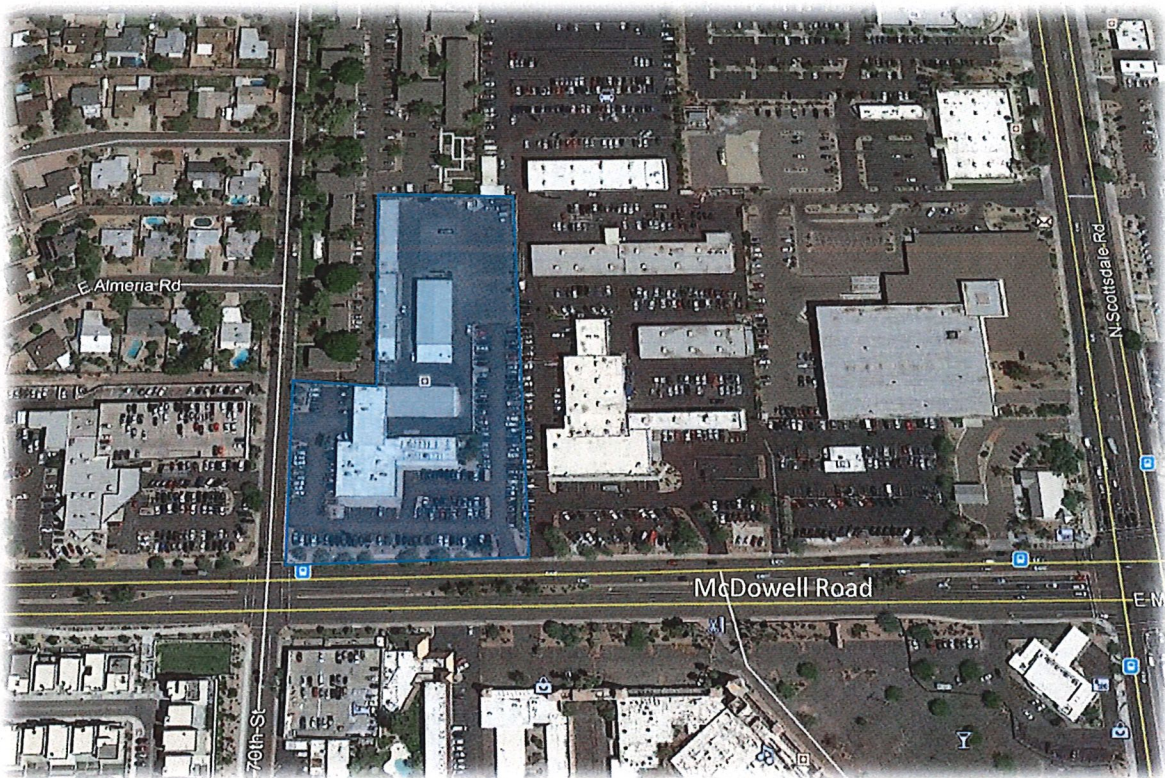
Southdale is a rezoning request from C-3 to PUD on an approximately 4.7+/- gross acre property located at 7000 E. McDowell Road, (the “Property”). The community will include approximately 267 residential units with a neighborhood urban market/café (“URBO market”), corporate office space for Hawkins Companies – the developer of Southdale, a publicly accessible community room, and a public plaza along 70<sup>th</sup> Street.

The Property is currently occupied by Scottsdale Christian Church and Berghoff Design Group (landscaping company) including offices and truck storage with approximately 150 trucks/trailers and employees parked on site. The proposal is to downzone from commercial and redevelop the 4.7+/- acre Property with approximately 267 residential units (a density of 56.8 du/ac) and integrate office space and community amenities that will bring additional revitalization to the McDowell Road Corridor. The PUD request is in conformance with the current General Plan land use category of Mixed-Use Neighborhoods.

Hawkins Companies is a national real estate development company with experience in 27 states including Arizona. They have used their award-winning expertise to create a mixed-use design that is both sensitive to its location along the McDowell Road Corridor as well as the surrounding area. Although the Property does not directly border any single-family neighborhoods,

it provides an appropriate buffer from McDowell Road, a 6-lane major arterial, to the R-5 to the north and R1-7 to the northwest. The site is proximate to Tempe, Phoenix and Old Town Scottsdale. The development also satisfies the growing need for residential in a location that Scottsdale has deemed a focal point for revitalization. The site plan fulfills the goals of the Southern Scottsdale Character Area Plan (“SSCAP”), and more specifically, the goals identified by the McDowell Corridor Task Force, established in 2009. The development enhances the McDowell Road street frontage with a vibrant mid-century inspired design that incorporates compatible landscaping and sustainable building elements.

### Context Aerial



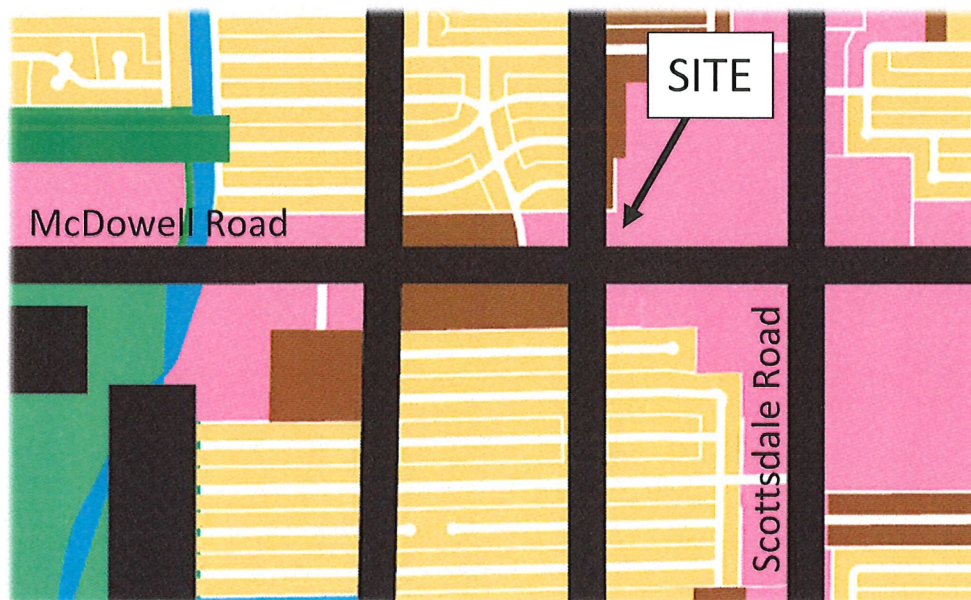


### **III. 2001 General Plan**

The General Plan encompasses a set of goals, approaches and tools that guide development and pave the future of the City. The City encounters numerous challenges on a day-to-day basis which require thoughtful decision-making that considers long-term implications. By outlining long-term goals, the General Plan gives the ability to respond to shifts in market trends while remaining mindful of these goals. As the world faces the challenges of the COVID-19 pandemic and begins to understand the possible long-term implications, it is critical that the economic stability of Scottsdale is prioritized. Focusing on quality development and revitalization of maturing areas in the City can promote economic vitality, and the Project achieves both.

The request is in conformance with the current Mixed-Use Neighborhoods land use designation identified in the General Plan as depicted below.

**General Plan Land Use Map**



The Mixed-Use Neighborhoods land use category:

***Mixed-use Neighborhoods:*** *Mixed-use neighborhoods are located in areas with strong access to multiple modes of transportation and major regional access and services, and have a focus on human scale development. These areas could accommodate higher density housing combined with complementary office or retail uses or mixed-use structures with residential above commercial or office. The Downtown area, some of the DC Ranch development, areas in the Pima Freeway corridor north of the Airpark, the Los Arcos areas, and McCormick Ranch Center area are most suitable for mixed-use neighborhoods.*

Incorporated in the General Plan is CityShape 2020, which identifies “Six Guiding Principles” that articulate how the appropriateness of a land use change to the General Plan is to be qualified. The

Six Guiding Principles are as follows: *Value Scottsdale's Unique Lifestyle & Character, Support Economic Vitality, Enhance Neighborhoods, Preserve Meaningful Open Space, Seek Sustainability, Advance Transportation.*

1. *Value Scottsdale's Unique Lifestyle & Character* – The Project contributes to the goal of revitalizing the McDowell Road Corridor, a maturing area in Southern Scottsdale. By meeting the demand for more housing options with a quality site design, the Project reinforces the unique character of the area while maintaining the lifestyle Scottsdale is renowned for.
2. *Support Economic Vitality* – Fostering economic growth is key to maintaining the economic vitality of a community. The McDowell Road Corridor is a mature part of Southern Scottsdale and introducing development that revitalizes the area is essential in maintaining a high quality of life and promoting economic growth that contributes to the vitality of Scottsdale as a whole.
3. *Enhance Neighborhoods* – The site plan incorporates tasteful design elements including mid-century modern inspired architecture, enhanced pedestrian connectivity, an URBO market and community-accessible amenities, such as a public plaza and community room, that enriches the neighborhood and promotes community unity.
4. *Preserve Meaningful Open Space* – The streetscape design themes are sensitive to the need for meaningful open space and incorporate such elements as pedestrian connectivity, community-accessible common areas, and edge treatments.
5. *Seek Sustainability* – Sustainability is addressed through the incorporation of elements that include, but are not limited to, native desert landscaping, green building techniques and smart home packages.
6. *Advance Transportation* – The site location provides an array of various multimodal transit opportunities. Bicycling, walking and mass transit are all viable options. Given that the site is in proximity to the McDowell Road/Scottsdale Road intersection, approximately 2.5 miles west of the Loop 101, and approximately 2.0 miles north of the Loop 202, the site has vehicular and mass transit regional access.

The Six Guiding Principles are further broken down into specific goals and policies within the various elements of the General Plan. Below is a discussion of the General Plan goals and policies that are applicable to Southdale.

***Character & Design Goal 1.***

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

***Bullet 1.***

*Respond to regional and citywide contexts with new and revitalized development in terms of:*

- *Scottsdale as a southwestern desert community.*
- *Scottsdale as a part of a larger metropolitan area with a unique reputation, image, character and identity within a regional setting.*
- *Relationship to surrounding landforms, land uses and transportation corridors.*
- *Contributions to citywide linkages of open space and activity zones.*
- *Consistently high community quality expectations.*
- *Visual and accessibility connections and separations.*

**Bullet 2.**

*Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.*

**Bullet 4.**

*Ensure that all development is part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial, and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together.*

**Response:** Southdale is a mixed-use residential community that promotes the ongoing revitalization of the McDowell Road Corridor. McDowell Road is designated as an Employment Core Urban Character Type in the 2001 General Plan. According to the General Plan, Employment Cores are primarily centers for the City that support a wide range of activities and regional and community level employment uses. With the approval of the Southern Scottsdale Character Area Plan in 2010, the McDowell Road Corridor has evolved and seen a transition in land uses from auto-focused to mixed-use developments. Notable developments that have contributed to this transition in uses include SkySong, Las Aguas, Aire and Skye, and new developments are underway with Scottsdale Entrada, The McDowell and Alliance Papago. These mixed-use developments are altering the framework of the McDowell Road Corridor, transforming bleak spaces and vacant car dealerships into additional rooftops that help bolster the existing commercial and employment uses while attracting new retail to the area. Southdale is compatible with this emerging character. Further, being located in an Employment Core that supports a “wide range” of uses will strengthen and support the changing needs and demands of the McDowell Road Corridor.

***Character & Design Goal 2***

*Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.*

**Bullet 2.**

*Recognize that Scottsdale’s economic and environmental well-being depends a great deal upon the distinctive character and natural attractiveness of the community, which are based in part on good site planning and aesthetics in the design and development review process. These characteristics contribute substantially to the community’s potential as a recreational resort area and regional trade center.*

**Bullet 3**

*Use the design and development review process to enrich the lives of all Scottsdale residents and visitors by promoting safe, attractive, and context compatible development.*

**Bullet 5.**

*Promote development that respects and enhances 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.*

**Bullet 6.**

*Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.*

**Response:** Maintaining Scottsdale's economic and environmental well-being is even more important now that the world is facing a pandemic. The economic impacts of COVID-19 are already being felt, and it is difficult to understand the ripple effects that it will have. Continuing to produce the quality development that has always attracted people to Scottsdale is critical. The development will comply with the Scottsdale Sensitive Design Principles including, but not limited to, desert sensitive elements such as outdoor living spaces and amenities, pedestrian connectivity, integration of low water use landscaping and shade trees, and contextually compatible design. See Section V below regarding the Scottsdale Sensitive Design Principles.

**Character & Design Goal 4**

*Encourage "streetscapes" for major roadways that promote the city's visual quality and character, and blend into the character of the surrounding area.*

**Bullet 7.**

*Apply streetscape guidelines to all landscaped areas within the public right-of-way. Encourage the use of streetscape guidelines in areas between the right-of-way and building setback lines or perimeter walls.*

**Bullet 8.**

*Designate specific design standards to be implemented on select streets where a special theme is desired.*

**Bullet 14.**

*Make sure streetlights are consistent with the intensity of adjacent land uses and the image of Scottsdale. In some areas of the city, special streetlight design should be used to enhance the unique character of the streetscape.*

**Response:** The streetscape design goal for Southdale has been to balance the functional requirements such as wayfinding/signage, privacy, security and noise attenuation with the aesthetics of the development through the application and selection of landscaping, wall design, lighting and hardscape design. The landscape and lighting design will conform to the McDowell

Road Streetscape Design Guidelines utilizing the specified plant palette recognizing the significance of a shaded pedestrian experience within the urban context.

***Character & Design Goal 6.***

*Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.*

***Bullet 1.***

*Require substantial landscaping be provided as part of new development or redevelopment.*

***Bullet 2.***

*Maintain the landscaping materials and pattern within a character area.*

***Bullet 3.***

*Encourage the use of landscaping to reduce the effects of heat and glare on buildings and pedestrian areas as well as contribute toward better air quality.*

***Bullet 5.***

*Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the “urban heat island” effect.*

***Bullet 6.***

*Encourage the retention of mature landscape plant materials.*

**Response:** Mature landscaping will be incorporated throughout the development which will enhance the streetscape along McDowell Road and 70<sup>th</sup> Street and provide a meaningful and shaded environment for pedestrians. The amount of mature landscaping planned with the redevelopment of the site to mixed-use residential will substantially increase the amount of vegetation and open space (10% required and 33% provided; a 230% increase from required) on this Property, as compared to the hard surfaces of the existing church and landscape business with virtually no quality open space, thereby, greatly reducing the heat island effect.

***Land Use Goal 3.***

*Encourage the transition of land uses from more intense regional and citywide activity areas withing local neighborhoods.*

***Bullet 2.***

*Encourage the location of more intense mixed-use centers and regional employment cores along regional networks while incorporating appropriate transitions to adjoining land uses.*

**Response:** With approval of the SSCAP, McDowell Road has evolved and seen a transition in land uses from auto-focused to mixed-use developments. These new mixed-use developments are altering the framework of the McDowell Road Corridor, transforming underutilized properties and



vacant car dealerships into additional rooftops that help bolster the existing commercial and employment uses while attracting new retail to the area. Further, being within the McDowell Road Regional Corridor, the mixed-use proposal and density strengthen and support the changing needs and demands of the area and provide appropriate transitions to the surrounding multifamily and commercial development, further transitioning to single-family northwest of the site.

***Land Use Goal 4.***

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

***Bullet 1.***

*Allow for diversity of residential uses and supporting services that provide for the needs of the community.*

***Bullet 2.***

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

***Bullet 3.***

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

***Bullet 4.***

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

***Bullet 5.***

*Maintain a citywide balance of land uses that support change in community vision/dynamics (established by future community visioning processes) over time.*

**Response:** The proposed mixed-use residential community attracts new residents that will bring increased retail and restaurant demand to Southern Scottsdale. The residential community is consistent with the type of development envisioned in the SSCAP by providing a mix of housing types along the McDowell Road Corridor integrated with existing and future freestanding commercial uses and mixed-use development. McDowell Road has a wide range of uses including office, dealerships, retail, restaurants, service related and recreational uses (ie: Papago Park and Indian Bend Wash). Integrating residential along this corridor stimulates the economic base in this area. Further, the developer seeks to relocate their regional headquarters to this location, provide a community room, URBO Market and public plaza offering amenities to the broader neighborhood. The community room and public plaza have an estimated value of \$743,000.

***Land Use Goal 5.***

*Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.*

**Bullet 1.**

*Integrate the pattern of land uses and mobility systems in was that allow for shorter and fewer automobile trips and greater choices for mobility.*

**Bullet 3.**

*Provide a balance of live, play, work land uses and development intensities that enable convenient non-automotive trips (pedestrian, cycling, transit) where environmentally and physically feasible.*

**Bullet 6.**

*Provide interconnected open space system that is accessible to the public, including pedestrian and equestrian links, recreation areas, and drainageways.*

**Response:** The site location provides an array of various multimodal transit opportunities with proximity to the Crosscut Canal (west) and Indian Bend Wash (east). Bicycling, walking and mass transit are all viable options. Pedestrian connectivity is provided throughout the development, allowing for easy access to offsite amenities. Southdale is a mixed-use project that encourages a “live, work, play” relationship and promoting density in a mixed-use setting naturally allows for residents to utilized non-automotive options.

**Land Use Goal 7.**

*Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and neighborhood itself.*

**Bullet 5.**

*Incorporate open space, mobility, and drainage networks while protecting the area's character and natural systems.*

**Response:** Landscaping will be incorporated throughout the development which will enhance the streetscape and provide a meaningful and shaded environment for pedestrians. The amount of mature landscaping planned with the redevelopment of the site to mixed-use residential will substantially increase the amount of vegetation and open space (10% required and 33% provided; a 230% increase from required) on this Property including a 4,300 s.f. public plaza area for community benefit.

**Land Use Goal 9.**

*Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.*

**Bullet 1.**

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

**Bullet 2.**

*Promote residential uses that support the scale and function of retail, commercial and employment uses within these neighborhoods, including the use of mixed-use structures (retail or office on lower level and residential uses on upper levels).*

**Bullet 3.**

*Encourage redevelopment that invigorates an area while also respecting the character of adjacent neighborhoods.*

**Bullet 4.**

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

**Response:** The proposed development offers a variety of uses that complements the existing synergy of the mixed-use developments along the McDowell Road Corridor. McDowell Road is a major arterial that can support the level activity that comes with these mixed-use developments. According to the SSCAP, McDowell Road has been identified as a maturing area that requires revitalization to maintain the unique character of the area. The proposed development energizes the area and provides appropriate housing variety that supports the existing retail, commercial and employment uses.

**Economic Vitality Goal 7.**

*Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.*

**Bullet 1.**

*Encourage quality redevelopment in employment areas to provide new jobs, new retail, and new entertainment opportunities in the Scottsdale market.*

**Bullet 3.**

*Enhance the experience for visitors who evaluate the quality of their experience through their visual impressions of the community by revitalizing the mature built environment of businesses and neighborhoods.*

**Bullet 6.**

*Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy.*

**Response:** The proposed mixed-use residential community brings reinvestment and revitalization to the site, which is currently occupied by Scottsdale Christian Church and Berghoff Design Group including offices and truck/trailer storage. Redeveloping this underutilized site will help to energize the McDowell Road Corridor by attracting new residents which will further strengthen the economic core of South Scottsdale. As the City faces an array of uncertainties from the challenges brought on by COVID-19, securing the stability of Scottsdale's economy is critical,

and the integration of additional rooftops along McDowell Road will help to achieve this by bolstering nearby retail and commercial businesses while creating tax revenue for the City.

***Open Space Goal 1.***

*Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.*

***Bullet 9.***

*Promote creative residential and commercial development technique consistent with the Character Plan for an area, to further preserve meaningful and accessible open space.*

**Response:** As noted throughout, open space will be maximized (2.3x the PUD requirement). The proposed public plaza space will energize 70<sup>th</sup> Street and provide a recreational connection and respite for the neighborhood.

***Housing Goal 2.***

*Seek a variety of housing options that blend with the character of the surrounding community.*

***Bullet 1.***

*Maintain Scottsdale's quality-driven development review standards for new housing development.*

***Bullet 5.***

*Encourage the creation of mixed-use projects as a means to increase housing supply while promoting diversity and neighborhood vitality.*

**Response:** The quality of life established through the years in Scottsdale has resulted in a greater cost of living when compared to other cities in the Valley. It's important that the City offers a variety of housing options that appeal to a range of economic incomes while still producing quality developments. The proposed development is compatible with this goal because it incorporates a mix of unit types with estimated rents that are comparable to the average mortgage payments in the surrounding area. Maintaining a similar cost of living allows this mixed-use project to blend in with the surrounding community while meeting the demand for more housing.

***Housing Goal 4.***

*Encourage housing development that provides for "live, work, and play" relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.*

***Bullet 1.***

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

***Bullet 8.***

*Encourage housing linked/connected to the city's mobility system.*

**Response:** Southdale is a mixed-use project that blends both residential, business and commercial uses that encourages a “live, work, play” relationship. Community amenities include an URBO market, public plaza and community room. Additionally, Hawkins Companies is relocating their headquarters from Tempe to Scottsdale as part of this proposed development, and this, along with the community amenities, expands economic opportunities and growth in the area. Deemed an Employment Core and with neighboring Sky Song and Papago Regional Centers, this mixed-use residential project is ideally situated in providing an abundance of live-work choices. Adding residential along McDowell Road provides pedestrian synergy, which is essential to the mixed-use development pattern emerging within this corridor.

***Neighborhoods Preservation and Revitalization Goal 5.***

*Build a strong community through neighborhood interaction.*

***Bullet 1.***

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

**Response:** The proposed development incorporates elements that promote neighborhood interaction such as an URBO market that opens onto a public plaza (4,300 s.f.) and a publicly accessible community room. Additional interaction is promoted through tree shaded pedestrian walkways that allow connection along 70<sup>th</sup> Street to the established neighborhood. Providing these amenities within the development are not only a benefit to future residents, but also to residents living in neighboring communities to the north and northwest.

### URBO Market Concept Image



#### ***Growth Area Goal 1.***

*Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.*

#### ***Bullet 3.***

*Promote the coordination of infrastructure development and upgrade with opportunities for infill development and development activity where it will encourage a mix of uses and support pedestrian and transit activity.*

#### ***Bullet 5.***

*Create techniques that allow for mixed-use activity within designated growth areas.*

**Response:** The site is located within the McDowell Road Corridor which is a designated growth area according to the General Plan. Growth areas are deemed appropriate for development that can sustain future growth, and they typically support mixed uses and multi-modal activity. The proposed development is consistent with this vision for growth areas as it incorporates a variety of land uses while meeting the demand for more housing. The site is ideally situated with access to the Crosscut Canal to the west, Indian Bend Wash to the east and a transit center and Park and Ride to the east. Pedestrian connectivity is provided throughout the development, allowing for



easy access to offsite amenities. Additionally, revitalization of the McDowell Road Corridor has been a long-term goal of the City, and over the last 15 years, McDowell Road has seen a transition from auto-dealer focused to integrating mixed-use developments comprised of both commercial and residential. The proposed mixed-used project incorporates residential, an URBO market, Hawkins Companies regional headquarters and community-accessible amenities that make it a compatible development in this evolving context.

***Growth Area Goal 2.***

*Make automobile, transit and other multimodal circulation more efficient.*

***Bullet 1.***

*Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.*

**Response:** The site location provides an array of multimodal transit opportunities. Bicycling, walking, and mass transit are all viable options given the site's proximity to the Crosscut Canal and Indian Bend Wash. Further, the site's proximity to the McDowell Road/Scottsdale Road intersection and nearby bus stops (including one onsite) allows mass transit regional access to be a viable option for residents. Bus routes include Route 72 along Scottsdale Road and Route 17 along McDowell Road. The Scottsdale Trolley system (68CM) runs along 68<sup>th</sup> Street only two blocks west of the Property. See map below.

**Transit Map**



***Growth Area Goal 3.***

*Conserve significant natural resources and open space areas in the growth areas and coordinate their locations to similar areas outside the growth areas.*

***Bullet 2.***

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

**Response:** Creating additional meaningful open space is important to maintain the unique character and quality of life that Scottsdale is known for, particularly in designated growth and redevelopment areas. The proposed development is sensitive to this and reserves more open space than is required (10% required and 33% provided; a 230% increase from required). The Project includes a public plaza (4,300 s.f.) located outside of an URBO market, a publicly accessible community room that celebrates the history of Motor Mile and pedestrian connectivity to the neighborhood along 70<sup>th</sup> Street that altogether encourages a sense of community by providing an environment that fosters connections. The mature landscaping, shade trees and detached sidewalks of the 70<sup>th</sup> Street pedestrian connection provides a buffer for the neighboring residential communities to the north.

***Energy Goal 3.***

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

***Bullet 2.***

*Encourage the use of landscaping to reduce summer solar heat gain.*

***Bullet 3.***

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

***Bullet 6.***

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

**Response:** Sustainable strategies and green building techniques that minimize environmental impact and reduce energy consumption, will be emphasized. The development will include a high solar reflective roof system, low-E glazing, low VOC adhesion materials and paints, LED lighting/fixtures, low-flow plumbing fixtures and/or high efficiency water systems, building envelopes that meet or exceed energy code, and inset windows and shade balconies for solar heat gain reduction. Additional low impact building materials are being explored and further detail will be provided with the Development Review Board submittal. The mixed-use nature of the proposed development will promote economic vitality and neighborhood diversity by providing new housing options further contributing towards the live-work-play synergy of Southern Scottsdale.



***Community Mobility Goal 5.***

*Relieve traffic congestion.*

***Bullet 3.***

*Emphasize work, live and play relationships in land use decisions that will reduce the distance and frequency of automotive trips and support alternative modes, such as pedestrian paths, equestrian trails, cyclist routes, transit, telecommuting and technology for moving people and information.*

***Community Mobility Goal 8.***

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

***Bullet 2.***

*Encourage the development or redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduce the reliance on the automobile.*

***Bullet 3.***

*Encourage, where appropriate, mixed use developments that physically incorporate residential, shopping and work environments within one areas or project and place strong emphasis on connectivity with non-motorized access (pedestrian oriented development).*

**Response to Goals 5 & 8:** The proposed mixed-use residential community encourages live, work and play relationships that help to alleviate the impact of our automobile-reliant community. The site is located along McDowell Road, an established mixed-use corridor, and is in proximity to the SkySong and Papago Regional Centers. The proposed development provides new housing options for the established workforce in the area which can in turn reduce the length of automotive trips and encourage the use of alternative modes of transportation. For those traveling further distances, future residents have access to the Loop 101 and 202 freeways and transit centers to the east.

***Community Mobility Goal 9.***

*Protect neighborhoods from negative impacts of regional citywide networks.*

***Bullet 8.***

*Provide open space and buffering in design to protect neighborhoods.*

**Response:** The landscape setback along 70<sup>th</sup> Street and McDowell Road coupled with the proposed public plaza space provide mitigation from negative impacts associated with traffic volumes along McDowell Road and provide open space buffering to the adjacent multifamily and nearby single-family homes.

#### **IV. Southern Scottsdale Character Area Plan**

Adopted by the City Council in October 2010, the SSCAP acts as a guide for the future growth and development of Southern Scottsdale. The public outreach process for the SSCAP identified five community priorities:

1. *Develop a strong economic core with community gathering places*
2. *Focus on local mobility and walkability*
3. *Maintain and enhance existing neighborhoods and identity*
4. *Balance growth*
5. *Promote well designed architecture and sustainability*

From the beginning design phase, Southdale mixed-use residential community utilized these five priorities as guiding principles to the overall design and architectural character. Bringing new residential living opportunities with community amenities and commercial spaces to the McDowell Road Corridor will strengthen the economic core of Southern Scottsdale and enhance the existing character of the surrounding neighborhoods. The project incorporates pedestrian connectivity and community amenities to further promote neighborhood unity that overall enhances quality of life. The Southwest contemporary and mid-century inspired architecture is sensitive to the surrounding context while responding to the current market. Landscaping and building materials were determined based on growing demand for sustainability efforts and incorporate green building materials, low-water use plant materials and other sustainable strategies.

##### ***Goal LU 1***

*Promote residential reinvestment and revitalization through regulatory flexibility.*

##### **• *Policy LU 1.1***

*Update land use regulations to allow for the revitalization and/or expansion of residential properties to current market standards.*

##### **• *Policy LU 1.2***

*Encourage new residential development and revitalization that complements the established urban form.*

**Response:** This project proposes to redevelop a site that is currently occupied by Scottsdale Christian Church and Berghoff Design Group. The proposed development will transform the location from a lone building surrounded by asphalt into a vibrant residential community offering a variety of uses that further energizes the area. This meets the SSCAP's goal of revitalizing the McDowell Road Corridor. Additionally, Southern Scottsdale has seen a demand for new residential development, and Southdale achieves this goal while also strengthening the existing investments in the McDowell Road Corridor.

##### ***Goal LU 5***

*Create Regional Centers and activity areas to guide future land use types and intensities throughout Southern Scottsdale*

- **Policy LU 5.1**

*Encourage the most intense levels of reinvestment, revitalization, and infill development within designated Regional Centers. These centers are located within General Plan designated Growth Areas, on Regional Corridor roadways and are considered a valley-wide destination.*

- **Policy LU 5.2.2**

*The Papago Regional Center (located at Galvin Parkway and McDowell Road and adjacent to Papago Park) should focus on dining, employment, business incubation, technology and innovation services, entertainment, higher density vertical mixed-use residential, office, commercial and retail developments.*

**Response:** Redevelopment of this Property with residential, community space, and commercial and office space will support the larger Regional Corridor context, the SkySong Regional Center, as well as the Papago Regional Center. The integration of residential along McDowell Road will provide pedestrian synergy that is essential to a thriving mixed-use development pattern. This proposal is compatible with surrounding land uses that include recreational, residential, service and commercial retail uses.

**Goal LU 9**

*Create new development and connectivity opportunities between Papago Park and Southern Scottsdale.*

- **Policy LU 9.1**

*Support more intense land uses adjacent to Papago Park that are tourism and regional destinations including (but not limited to): mixed-use, hotel, specialty attractions, housing, recreation, retail, and support services.*

**Response:** The proposed mixed-use residential community will benefit from the nearby Crosscut Canal linkage, Papago Park and Indian Bend Wash. With the redevelopment of the site, improvements to pedestrian connectivity will be made along the street frontage with a sidewalk and landscaping improvements consistent with the McDowell Road Streetscape Guidelines. As properties along McDowell Road redevelop, the connectivity opportunities are enhanced strengthening the link between Papago Park, the Indian Bend Wash and Southern Scottsdale. Additionally, integrating residential along this corridor enhances the pedestrian realm as new residents utilize the sidewalks, canal paths, and Papago Park amenities as well as the Desert Botanical Garden and Phoenix Zoo.

**Goal CD 1**

*New and redeveloped residential housing should respect existing neighborhood character and design.*

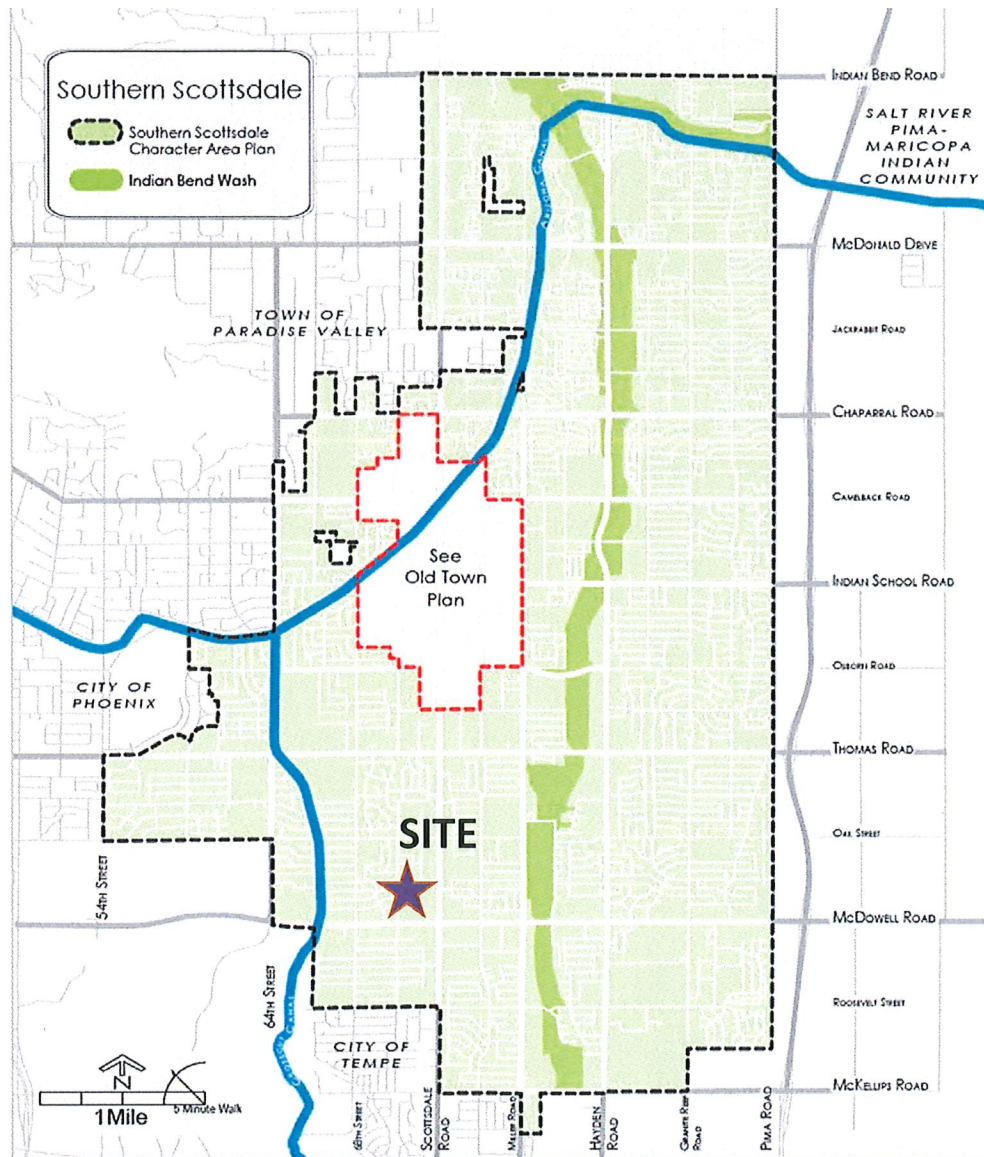
- **Policy CD 1.1**

*New and redeveloped residential development should be compatible in terms of established neighborhood housing proportion, size, mass, and height.*

• **Policy CD 1.2**

*Architectural housing character should not be restricted to, but remain complementary with, existing neighborhood design.*

**Southern Scottsdale Character Area Plan Boundary**



*Source: Southern Scottsdale Character Area Plan*

**Response:** The proposed mixed-use residential housing brings an exciting architectural type to McDowell Road providing a modern Southwestern, mid-century inspired, contemporary aesthetic appealing to the market demographic drawn to this transforming Regional Corridor. The building proportions, size, stepbacks, massing and heights are also compatible within the site's context. Additionally, the site plan incorporates mature landscaping that acts as a further buffer and enhances streetscapes.

**Goal CD 2**

*The character and design of mixed-use and commercial development should accommodate a variety of land uses, engage pedestrians, and extend indoor spaces to the outside.*

- **Policy CD 2.1**

*Encourage pedestrian-oriented site design for new and revitalized development within Corridors, Regional Centers, and Activity Areas.*

- **Policy CD 2.2**

*Support new building design that respects existing area character, while allowing for efficient and coherent use of building sites.*

- **Policy CD 2.3**

*Within Corridors, Regional Centers, and Activity Areas, locate new development along the street and provide parking immediately behind the building area.*

- **Policy CD 2.4**

*New development and redevelopment should provide a diversity of design by accommodating a mix of land uses both vertically and horizontally.*

**Response:** McDowell Road is designated as a Regional Corridor according to the SSCAP. The site also falls within the SkySong Regional Center with close proximity to the Papago Regional Center. The proposed development will provide a link between these two regional centers, reinforcing their presence in the area. The design of the project sets itself apart by incorporating vertical design elements and providing unique amenities that are available to future residents and to neighboring communities. Parking is provided in a secured parking structure with 20 additional spaces for guests. Pedestrians and residents are engaged through an URBO Market that extends into a public plaza (4,300 s.f.). The development also celebrates the unique identity of Scottsdale by displaying the history of the Motor Mile in a community room, and the project's name of "Southdale" pays homage to Ralph Haver, a local-renowned architect known for mid-century modern designs throughout Southern Scottsdale.

**Goal CD 3**

*Promote high quality design for new and revitalized mixed-use, commercial, and residential development along corridors, within regional centers, and activity areas.*

- **Policy CD 3.3**

*Encourage new development to demonstrate a relationship with the design characteristics of the surrounding areas and, as appropriate, incorporate those qualities into its design.*

- **Policy CD 3.4**

*Building design should be sensitive to the evolving context of an area over time.*

**Response:** McDowell Road has evolved over the last 15 years, seeing a transition from predominately auto-focused uses to mixed-use developments. This emergence of new land uses has brought new energy and revitalization to the McDowell Road Corridor which has been a longstanding goal for the City. The building design is both sensitive and compatible to this evolving context by utilizing modern architectural elements that pays homage to the past while providing a variety of new building elements that look to the future.

**Goal CD 5**

*Maintain, protect, and enhance the character, quality, and connectivity of the public realm and open space areas.*

- **Policy CD 5.4**

*Encourage plant placement that maximizes shade opportunities in pedestrian spaces, parking lots, and streetscape environments.*

**Response:** Redevelopment of this Property will include improvements to pedestrian connectivity along the McDowell Road and 70<sup>th</sup> Street streetscape with sidewalk improvements and landscaping consistent with the McDowell Road Streetscape Guidelines. As properties along McDowell Road redevelop, the connectivity opportunities are enhanced strengthening the link between Papago Park and Southern Scottsdale. Additionally, integrating new residential and commercial along McDowell Road will activate the corridor by increasing pedestrian synergy with new residents who will utilize the sidewalks, canal paths, and nearby Papago Park and Indian Bend Wash amenities.

**Goal CD 6**

*Promote, plan, and implement design strategies that are sustainable.*

- **Policy CD 6.2**

*Encourage building design, orientation, and layout that reduce energy consumption.*

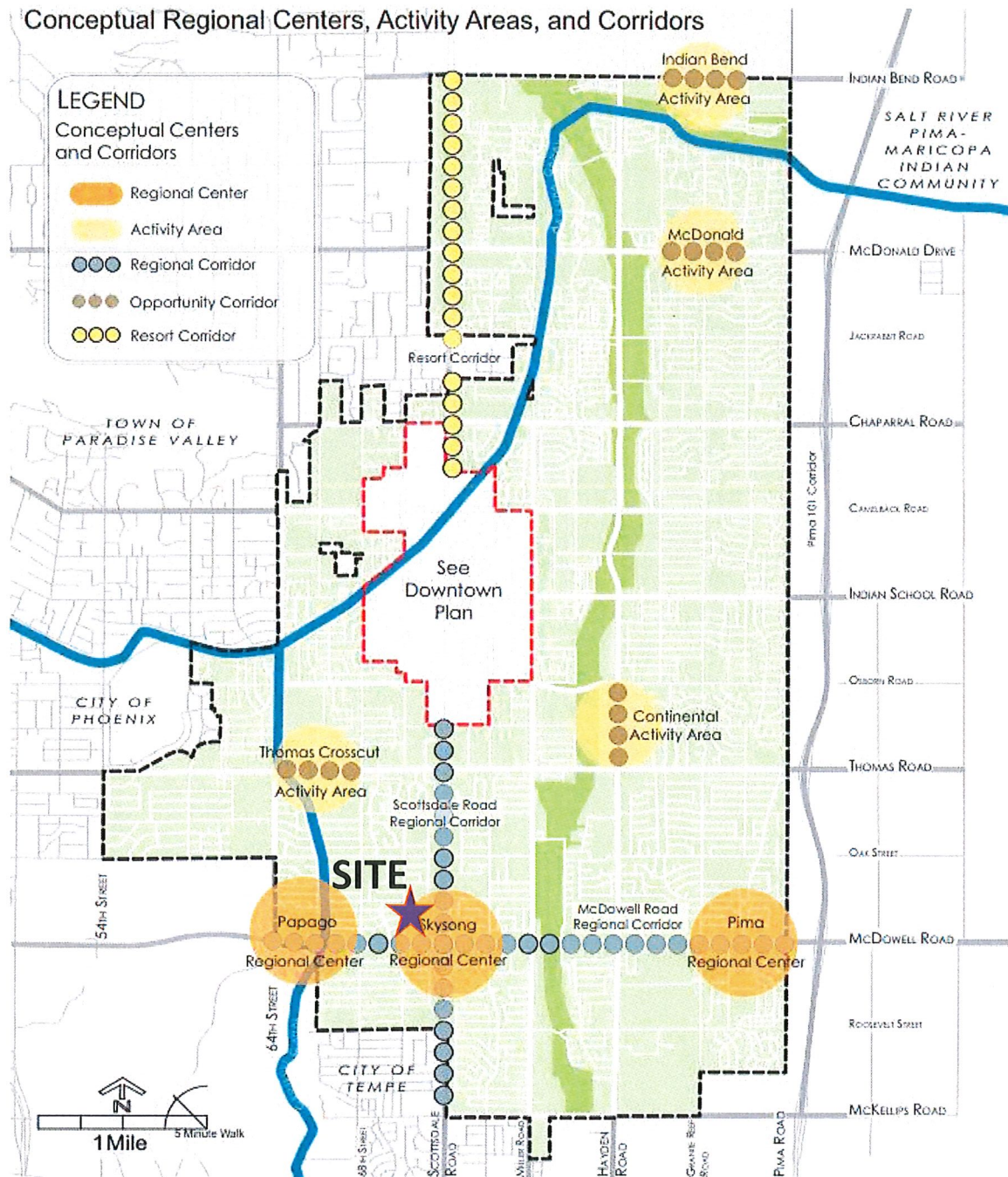
- **Policy CD 6.4**

*Encourage the use of sustainable design principles for remodeling and new development projects to mitigate building construction and operational impacts on the environment.*

**Response:** The proposed development incorporates sustainable strategies and green building techniques that minimize environmental impact and reduce energy consumption. Low impact building materials are being considered and further detail will be provided with the Development Review Board submittal.



## Conceptual Regional Centers, Activity Areas and Corridors Map



*Source: Southern Scottsdale Character Area Plan*

**Goal CD 7**

*Protect low-scale single family neighborhoods within Southern Scottsdale by utilizing landscape buffers and transitional building forms, shapes, and sizes in the design of the new development and redevelopment.*

• **Policy CD 7.1**

*Encourage architectural and design transitions between new development and existing development.*

**Response:** The proposed stepped building massing (up to four stories) is an appropriate building height given the context. To mitigate any concerns regarding visual impact to the adjacent Dwell multifamily property, the design has been modified providing an additional 15 feet of building setback along the 157+/- linear feet of the west facing elevation. This change increases the building setback to 40 feet, provides space for landscape buffering solutions, and allows for a pedestrian walkway along the west property edge. The shift also enhances the quality of the west elevation by incorporating a facade plane change of 15 feet, therefore breaking the massing into two sections. The shift in setback mitigates the visual impact on the adjacent Dwell property providing a better elevation and façade design. From the public right-of-way along 70<sup>th</sup> Street, the building mass is not perceivable based on the current massing and landscaping on the Dwell property.

**Goal CD 9**

*Establish design guidelines for corridors, regional centers, and activity areas.*

• **Policy CD 9.1**

*Encourage vertical mixed-use design that includes housing placed over lower floors of office and retail uses.*

• **Policy CD 9.2**

*Support design guidelines that require development to provide connections to, and between, adjoining sites to reduce vehicle miles traveled.*

• **Policy CD 9.3**

*Continue to utilize the current lighting guidelines to enhance public safety, provide appropriate lighting for development, and supply transitional lighting levels to existing neighborhoods.*

**Response:** The project incorporates vertical mixed-use design that includes residences on upper levels and office headquarters for Hawkins Companies, an URBO Market and community room on lower levels. The amenities that the development proposes are open to the public and residents living in neighboring communities to the northwest have easy access. Pedestrian connections provided throughout the site enhance accessibility to/from the site, discouraging use of the automobile. The proposed project will comply with current lighting guidelines and will be appropriate for the development.



**Goal EV 1**

*Support reinvestment that updates and/or replaces aging commercial properties.*

• **Policy EV 1.1**

*Support Opportunity and Regional Corridors, Regional Centers and Activity Areas for areas of mixed-use and higher-density development as part of an overall economic revitalization strategy.*

**Response:** The proposed mixed-use residential community will replace a site that is currently occupied by Scottsdale Christian Church and Berghoff Design Group with truck/trailer storage. These existing uses are an underutilization of the site in an area where revitalization efforts are a focal point. The project brings an exciting, refreshing site design to a maturing area of the City. The integration of residential along McDowell Road adds additional rooftops that will bolster the economic base and promote long-term economic stability.

**Goal EV 2**

*Enhance economic vitality and activity in Southern Scottsdale.*

• **Policy EV 2.1**

*Encourage new business and real estate development that will expand the community's tax base and support the long-term economic sustainability of Southern Scottsdale.*

**Response:** Hawkins Companies is excited to relocate their current regional headquarters from Tempe to Scottsdale in this new mixed-use development. Further, the residential component of the project attracts new residents, and together, these elements help to expand Scottsdale's tax base that promote long-term economic stability. Economic sustainability is critical given the challenges from COVID-19, which among other problems, has caused disruptions to the City's tax base. Prioritizing and enhancing economic vitality in a maturing area of Southern Scottsdale is crucial in maintaining the area's, and by extension, the City's overall economic health. Preserving economic stability also ensures that Scottsdale's unique character and quality of life is preserved.

**Goal EV 5**

*Encourage a strong economic relationship among opportunity and regional corridors and associated regional centers and activity areas.*

• **Policy EV 5.3**

*Promote the development and location of a range of housing to meet executive and workforce housing needs in the Regional Centers and adjacent mixed-use Regional Corridors to support business cluster and employment development.*

**Response:** Encouraging development is vital in sustaining the economic health of a community. The proposed development promotes economic stability with the addition of rooftops and integration of residential along McDowell Road, a designated mixed-use corridor. The proposed mixed-use residential community is ideally situated to support the housing needs of the workforce in the area. Increasing the availability of housing options in this area not only attracts residents

that supports existing retail and business uses, but it also provides an anchor connecting the neighboring SkySong and Papago Regional Centers.

**Goal NR 3**

*Strengthen neighborhood identity, unity, and health within Southern Scottsdale.*

• **Policy NR 3.3**

*Enhance Southern Scottsdale residents' neighborhood interaction by creating more community gathering places that engage people of all ages and abilities and are safe and accessible by walking, bicycling, auto, and/or transit.*

• **Policy NR 3.4**

*Work with developers to provide community gathering places in private developments that are accessible to the surrounding community and appeal to both residents and visitors.*

**Response:** The proposed development offers a unique set of amenities that are available to both future residents and those living in neighboring communities. The URBO Market extends into a public plaza, and behind that resides a community room celebrating the history of the “Motor Mile.” These amenities promote community gathering that fosters relationships and strengthens neighborhood identity and unity. Drawing upon Southern Scottsdale’s rich history focus on the arts, the proposed development seeks to strengthen these elements that sets the City apart by highlighting the “Motor Mile” in the community room and calling the development “Southdale,” which is the name of renowned architect Ralph Haver’s first residential subdivision.

**Goal H2**

*Embrace a wide range of housing options.*

• **Policy H 2.4**

*Increase availability of housing choices that meet the living activity requirements of diverse individuals, families, and for persons with disabilities.*

**Response:** Scottsdale is known for having a higher cost of living when compared to surrounding communities in the Valley. In the face of economic uncertainty brought on by the challenges of COVID-19, it’s even more critical that a wide range of housing choices are available. The proposed development seeks to address this issue by ensuring that average monthly rents are comparable to average mortgages in the immediate area. Additionally, housing options range from studios, 1-bedroom and 2-bedroom units that appeal to residents with different needs.

### Community Room Concept Image



#### **Goal CM 2**

*Direct mobility policies and investment to support community visions and values.*

#### **• Policy CM 2.4**

*Regional Center, Activity Area, Regional Corridor, Opportunity Corridor, and Resort Corridor roadways that meet the required Transportation Master Plan street character design and daily lane capacity numbers criteria, will be designated as “Urban Character Types.” These areas consist of mixed-use and urban neighborhoods where pedestrian activity is likely to be the highest and alternative modes of transportation more likely.*

**Response:** Deemed an Employment Core and with neighboring Sky Song and Papago Regional Centers, the Southdale mixed-use residential project is ideally situated in providing an abundance of live-work choices. Adding residential along the McDowell Road Regional Corridor provides pedestrian synergy, which is essential to the mixed-use development pattern emerging within this corridor. This type of development allows for ease of access and mobility options

#### **Goal CM 4**

*Advance the role of pedestrian and bicycle mobility and connectivity within Southern Scottsdale.*

- **Policy CM 4.1**

*Provide physical improvements for streets and right-of-ways to promote pedestrian and cyclist comfort throughout Southern Scottsdale.*

**Response:** By providing a variety of land use and housing options in proximity to one another and in proximity to employment land uses (SkySong, City of Scottsdale, HonorHealth), walking, bicycling and transit become a more practical means of travel and a synergy between land uses naturally occurs. Southdale will bring development that more closely aligns the goals and policies of the City by integrating appropriate new development along the McDowell Road Corridor and paying particular attention to pedestrians and bicyclists.

**Goal OSR2**

*Develop and improve open space and park facilities for recreational purposes.*

- **Policy OSR 2.2**

*Develop new recreational facilities, parks, and open spaces to meet future needs of the Southern Scottsdale community.*

**Response:** The proposed public open space plaza along 70<sup>th</sup> Street will serve as a community amenity that provides ideal buffering between new and existing developments.

## **V. 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.

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

**Response:** The Property is surrounded by retail, hotel, car dealerships, multifamily residential, and single-family homes. The area has transformed with recent developments including Skye, Aire, Las Aguas, SkySong and San Travesia, which are all residential communities horizontally integrated with the mix of uses along McDowell Road. Other approvals include The McDowell, Papago Plaza and Scottsdale Entrada all of which are planned mixed-use residential developments along the McDowell Corridor. The Southdale residential community is compatible with and respectful of the R-5 and R1-7 to the north and northwest. The development plan will provide a buffer through both stepped building massing and landscaped setback along 70<sup>th</sup> Street and McDowell Road. Additionally, the ground level uses including an URBO market and community-



accessible amenities, such as a public open space plaza (4,300 s.f.) and community room that will activate the streetscape.

This application includes a range of exhibits including the site plan, elevations, landscape plan, and civil engineering information which demonstrate the character and high-level of design proposed for this site. The mixed-use residential community has been designed in a manner that provides a hierarchy of masses and sensitivity to the surrounding context as well as appropriate scale and connectivity for the pedestrian. The development encourages alternative modes of transportation by focusing on a pedestrian network that encourages interaction with the surrounding context including the nearby Crosscut Canal trail system, Papago Park and Indian Bend Wash.

Southdale celebrates Southern Scottsdale's architectural history. From mid-century examples like surrounding Haver Homes, the Valley Ho Hotel and the previous Valley National Bank (now Chase Bank) on McDowell Road, Scottsdale has a unique tradition in mid-century design. Southdale's architectural design embraces those contextual qualities and incorporates rich design and refined architectural character through a contemporary Southwestern expression.

Further, redevelopment of this Property will include improvements to the pedestrian connectivity along the McDowell Road street frontage including landscaping consistent with the McDowell Road Streetscape Guidelines. 70<sup>th</sup> Street and McDowell will be improved with a widened, detached sidewalk and shade trees integrated with the public plaza. As properties along McDowell Road continue to redevelop, the connectivity opportunities are enhanced strengthening the link between Papago Park, Indian Bend Wash and South Scottsdale. Additionally, integrating residential living options along McDowell Road will activate the corridor by increasing pedestrian synergy with new residents who will utilize the sidewalks, canal paths, and park amenities.

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 mixed-use in character and does not have natural features such as washes and natural area open space, the design team has paid particular attention to enhancing the ground-level pedestrian experience.

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

**Response:** The Property is a McDowell Road redevelopment site. All landscaping will consist of low-water use desert appropriate landscaping materials in conformance with City's guidelines. The current topography of the site is relatively flat and therefore will be maintained.

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 will contribute to the urban habitat for wildlife and improved 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 this development, as numerous retail, residential, employment, cultural, and entertainment uses are within walking distances from this site.

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:** Mixed-use development is an important component of successful smart growth and livable community development. When a wide variety of uses and housing choices are located within close proximity to each other, walking, bicycling and transit become a more practical means of travel and a synergy between land uses naturally occurs. The proposed mixed-use residential community will not only bring reinvestment and redevelopment to the area but will also bring development that more closely aligns the goals and policies of the City by integrating appropriate new development along the McDowell Road Corridor. Mixed use developments inherently reduce the number and distance of automobile trips and improve air quality, thereby enhancing the quality of life for the 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 development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design.

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

**Response:** Variation in massing, proportion, material contrast, and architectural detailing will be provided thereby establishing a natural hierarchy. Southdale also provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate redevelopment and visual fluidity.

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

**Response:** The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwest climate by creating outdoor spaces and amenities.

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

**Response:** Sustainable strategies and green building techniques that minimize environmental impact and reduce energy consumption, will be emphasized. The development will include a high solar reflective roof system, low-E glazing, low VOC adhesion materials and paints, LED lighting/fixtures, low-flow plumbing fixtures and/or high efficiency water systems, building envelopes that meet or exceed energy code, and inset windows and shade balconies for solar heat gain reduction. Additional low impact building materials are being explored and further detail will be provided with the Development Review Board submittal. The mixed-use nature of the proposed development will promote economic vitality and neighborhood diversity by providing new housing options further contributing towards the live-work-play synergy of Southern Scottsdale.

**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 of the Property. The desert character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement (see landscape plans).

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

**Response:** The proposed development will maintain a low-water use plant palette (see landscape plan and renderings). Context appropriate desert plant materials will be utilized with the development of the Property, consistent with the established vegetative pattern found along McDowell Road.

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

**Response:** Lighting is designed in a manner that is respectful of the surrounding context while maintaining safety for residents and visitors.

**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.

## **VI. 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 and Southern Scottsdale Character Area sections 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 community is complementary of the surrounding residential and commercial 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.

*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 fronts onto McDowell 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 stepback plane is being adhered to on all street frontages. PUD developments abutting or adjacent to a residential zoning district shall have a building envelope inclined stepback plane of 1:2 (ratio of vertical rise to the horizontal run) starting on the residential zoning district boundary **EXCEPT AS SHOWN WITH THE TRANSITION SECTIONS INCLUDED WITH THE DEVELOPMENT PLAN, except AND** as specified in Section 5.5005.F.3.
- **Encroachment beyond the building envelope:** Maximum encroachment of 15 feet to include **ARCHITECTURAL FEATURE WALLS**.
- **Private Outdoor Living Space:** Exceptions to the private outdoor living spaces shall be permitted as follows:  
**JULIET-STYLE BALCONIES FROM WHICH INTERIOR SPACES OPEN TO THE OUTDOORS SHALL BE PERMITTED ON THE FIRST AND SECOND LEVELS OF THE DEVELOPMENT PLAN TO ACCOMMODATE FOR EMERGENCY VEHICLE CLEARANCE AROUND THE PERIMETER OF THE SITE; NOT TO EXCEED 10 PERCENT OF THE TOTAL UNIT COUNT.**

## **VII. Conclusion**

The applicant is seeking rezoning approval on a 4.7+/- gross acre site to create a mixed-use residential community with approximately 267 units, office/commercial spaces and public amenities along McDowell Road. Redevelopment of this parcel will revitalize an underutilized site along McDowell Road and will provide additional housing opportunities for the Southern Scottsdale community. It will contribute to the live, work, play land use balance promoted by the General Plan and SSCAP. The site is an ideal location for residents to live close to Downtown Scottsdale, Downtown Phoenix, Sky Harbor Airport and Tempe and enjoy the nearby amenities of the adjacent Crosscut Canal trail system, Papago Park, Desert Botanical Garden, Phoenix Zoo, and Indian Bend Wash.

As the City confronts new challenges brought on by the COVID-19 pandemic, it has become more apparent that prioritizing economic vitality is crucial in securing economic stability and regaining economic prosperity. Incorporating new residential units, office/commercial spaces, and public amenities is essential to the success of Southern Scottsdale and the McDowell Road Regional Corridor, and the City's overall economic health.

Legislative Draft

Planned Unit Development (PUD). Amended Development Standards

---

Sec. 5.5005. - Development standards.

A. *PUD development area.*

1. Gross acreage.
  - a. The minimum gross site area of any PUD development shall be one-half (0.5) acre and the maximum gross site area shall be fifteen (15) acres, except as specified in Section 5.5005.A.1.b.
  - b. When the PUD is the most appropriate district to achieve mixed-use development, the City Council may authorize a PUD development in a site area greater than fifteen (15) gross acres up to a maximum of twenty-five (25) gross acres.

B. *Density and intensity.*

1. The overall density of residential uses shall be established by the approved DP.
2. The overall intensity of commercial uses shall not exceed 0.8 floor area ratio, except as provided in Section 5.5005.B.3.
3. The City Council may approve intensity of commercial uses greater than 0.8 floor area ratio subject to any of the following criteria:
  - a. The proposed DP provides improved dedicated public open space.
  - b. The proposed DP provides a public parking facility(ies).
  - c. The proposed DP provides shared parking as established in Article IX parking and loading requirements.

C. *Allowable building height.*

1. *Building height:*
  - a. Shall be a maximum of forty-eight (48) feet, except as otherwise provided in Section 5.5005.D. and 5.5005.F.

D. *Exception to building height.*


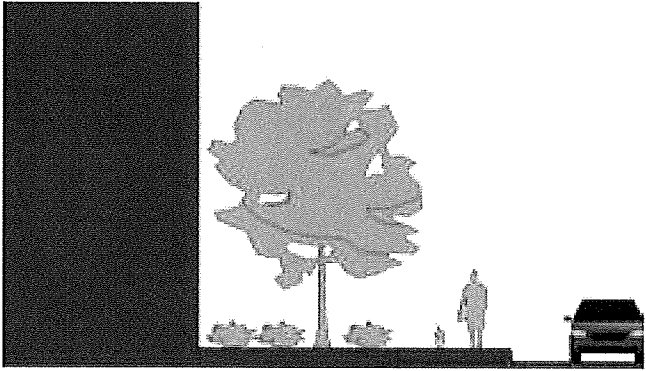
1. Architecturally integrated features, such as roof top mechanical equipment for utility and communication purposes, elevator bulk head, stairwell, screen wall, railing, trellis and patio cover may exceed the building height up to ten (10) feet provided that the area within the said exceptions do not exceed a total of thirty (30) percent of a building's roof area. However, the City Council may approve either greater mechanical height or building roof area coverage where the DP and supporting materials demonstrate the allowable exception cannot reasonably be achieved.
2. Architecturally integrated, active solar systems may exceed thirty (30) percent of a building's roof area subject to development review board approval.
3. Roof top garden structures may exceed the building height up to five (5) feet.

E. *Building setbacks.*

1. *Minimum setback.* Buildings adjacent to public and private streets shall be setback from the back of the planned curb line, including the planned curb line for bus bays and turn lanes, in accordance with Section 5.5005.E. Table A. The planned curb line, including the planned location for bus bays and turn lanes, shall be as described in the Transportation Master Plan and the Design Standards & Policies Manual.

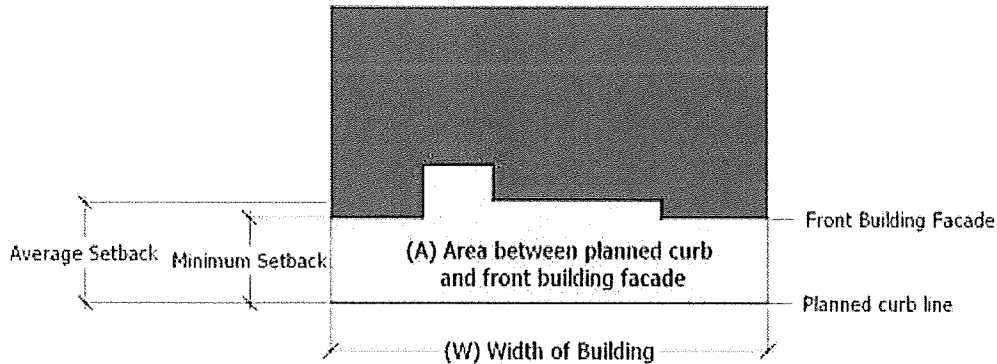
TABLE A			
BUILDING SETBACK FROM BACK OF THE PLANNED CURB ALONG STREETS			
Street Classification Type and Use	Minimum Setback	MINIMUM Average Setback	Setback Diagram - This Illustrates Setbacks, Excluding Average Setback. Dimensions are for Illustrative Purposes.
Major and Minor Arterial - Residential on First Floor Adjacent to the Street	34 feet	40 feet	
Major and Minor Arterial - Retail and Commercial on First Floor Adjacent to the Street	28 feet	32 feet	



Major and Minor Collector, Local Streets, and Unclassified Streets (Including Private Streets but Excluding Alleys) - Residential on First Floor Adjacent to the Street	25 feet	30 feet	
Major and Minor Collector, Local Streets, and Unclassified Streets (Including Private Streets but Excluding Alleys) - Retail and Commercial on First Floor Adjacent to the Street	23 feet	28 feet	

2. *Average setback.* The front building façade shall be placed to achieve an average setback as specified in Table A. The average setback shall be equal to the land area located between the planned curb line and the front building façade divided by the width of the front building façade.

**AVERAGE SETBACK DIAGRAM - THIS DIAGRAM ILLUSTRATES SECTION 5.5005.E.2.**



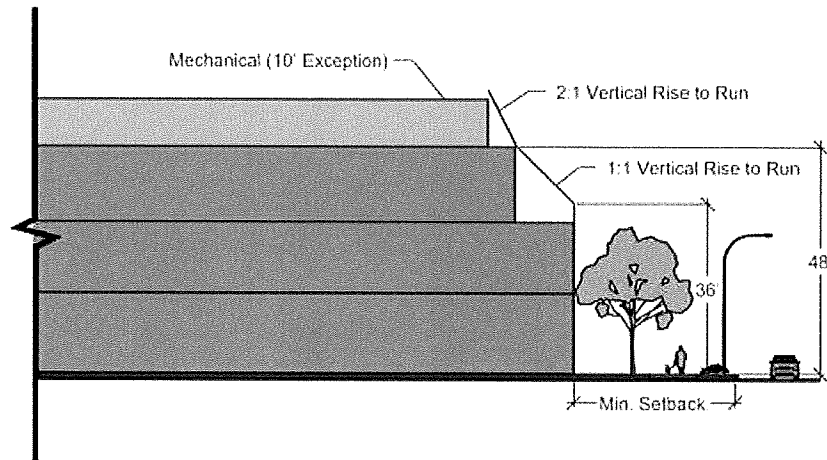
$$\frac{(A) \text{ Area}}{(W)} = \text{Average Setback (According to Table A)}$$

3. *Designated scenic corridor or buffered setback.* Where a designated scenic corridor or a buffered setback is existing or planned the setback shall be the required width of the designated scenic corridor or buffered setback. The Planned Unit Development (PUD) District average setback shall not apply.

**F. Building envelope.**

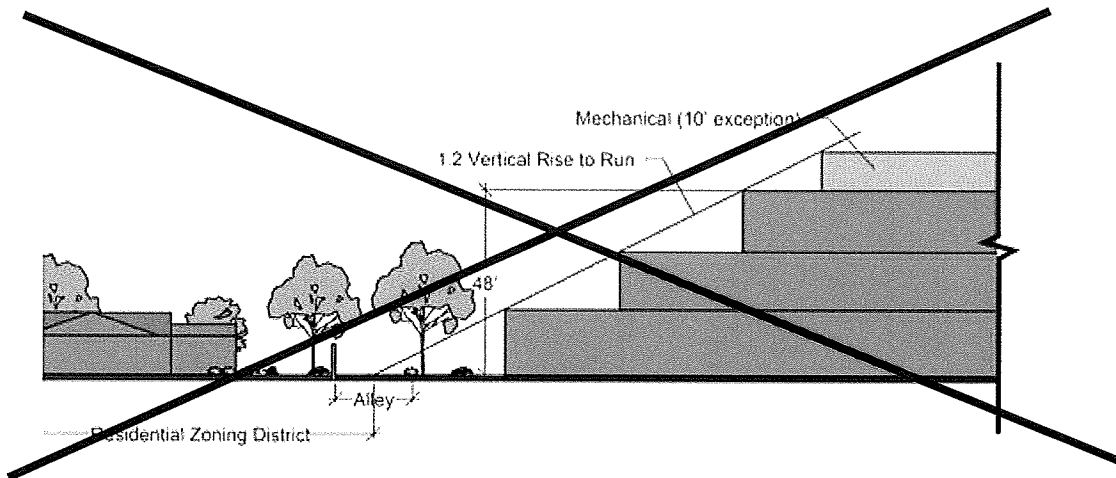
1. Starting at a point thirty-six (36) feet above the minimum building setback line, the building envelope inclined stepback plane shall slope upwards at 1:1 (ratio of the vertical rise to the horizontal run) to a point measured forty-eight (48) feet above the minimum building setback line. Thereafter the building envelope inclined stepback plane shall slope upwards at 2:1 (ratio of the vertical rise to the horizontal run) on all sides of a property adjacent to public and private streets.
2. PUD Developments abutting or adjacent to a residential zoning district shall have a building envelope inclined stepback plane of 1:2 (ratio of the vertical rise to the horizontal run) starting on the residential zoning district boundary, **EXCEPT AS SHOWN WITH THE TRANSITION SECTIONS INCLUDED WITH THE DEVELOPMENT PLAN**, ~~except~~ AND as specified Section 5.5005.F.3.

**BUILDING ENVELOPE DIAGRAM - THIS DIAGRAM ILLUSTRATES SECTION 5.5005.F.1.**



**BUILDING ENVELOPE DIAGRAM - THIS DIAGRAM ILLUSTRATES SECTION 5.5005.F.2.**

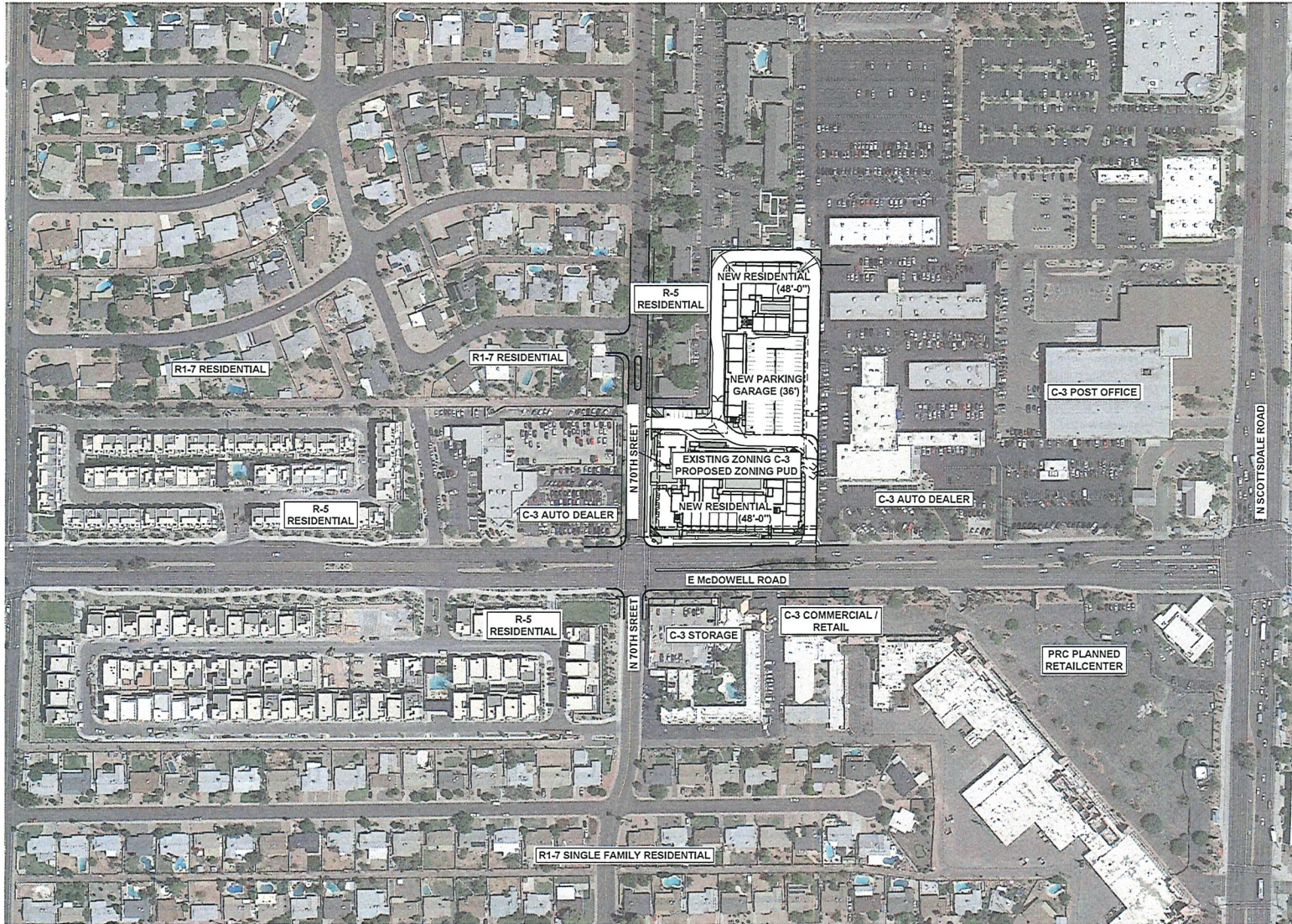
**SEE TRANSITION SECTIONS INCLUDED WITH DEVELOPMENT PLAN**



3. PUD Developments adjacent to a residential zoning district, where the properties are separated by a major and/or minor arterial street as classified by the Transportation Master Plan and the Design Standards & Policies Manual, shall comply with Section 5.5005.F.1.
- G. *Encroachment beyond the building envelope.*
1. A maximum encroachment of fifteen (15) feet may be allowed for:
    - a. Architectural ornaments and similar features, and
    - b. Trellis, canopies, balconies, patios and partial or full patio enclosures, covered walks, **ARCHITECTURAL FEATURE WALLS**, and screen walls.
  2. Any encroachment into the right-of-way, roadway easement, or right-of-way easement requires a city issued encroachment permit and/or agreement.
  3. The requirements of article vii. General provisions shall not apply to Section 5.5005.G.
- H. *Setback abutting a residential zoning district.*
1. 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, and screen walls.
- I. *Required open space.* Open space is only required for developments that include residential uses.
1. Private outdoor living space.
    - a. Minimum: 0.05 multiplied by the gross floor area of the dwelling unit.
    - b. The private outdoor living space shall be located beside the dwelling unit which it serves and shall be for the exclusive use of the unit occupant(s), but is not part of the unit's gross floor area, **EXCEPT AS PROVIDED IN 5.5005 I. c. BELOW.**
    - c. **JULIET-STYLE BALCONIES FROM WHICH INTERIOR SPACES OPEN TO THE OUTDOORS SHALL BE PERMITTED ON THE FIRST AND SECOND LEVELS OF THE DEVELOPMENT PLAN TO ACCOMMODATE FOR EMERGENCY VEHICLE CLEARANCE AROUND THE PERIMETER OF THE SITE; NOT TO EXCEED TEN (10) PERCENT OF THE TOTAL UNIT COUNT.**
  2. Common open space.
    - a. Minimum: 0.10 multiplied by the total gross site area of the development.
    - b. Common open space is not required if the overall density of the development is less than five (5) dwelling units per acre.
- J. *Landscape improvements.* The provisions of Article X. Landscaping requirements shall apply.

(Ord. No. 3854, § 3, 6-9-09; Ord. No. 3920, § 1(Exh. §§ 50, 51), 11-9-10; Ord. No. 4005, § 1(Res. No. 8947, Exh. A, § 159), 4-3-12; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 123), 5-6-14)





# 01 CONTEXT AERIAL

SCALE: 1"=100'  
SCALE: 1"=100'

0 50' 100' 200'

REF:

PRE-APP # 225-PA-2020 ZONING # DRB #

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Date  
JUNE 26, 2020

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Project No.  
319084




**A101**  
CONTEXT AERIAL

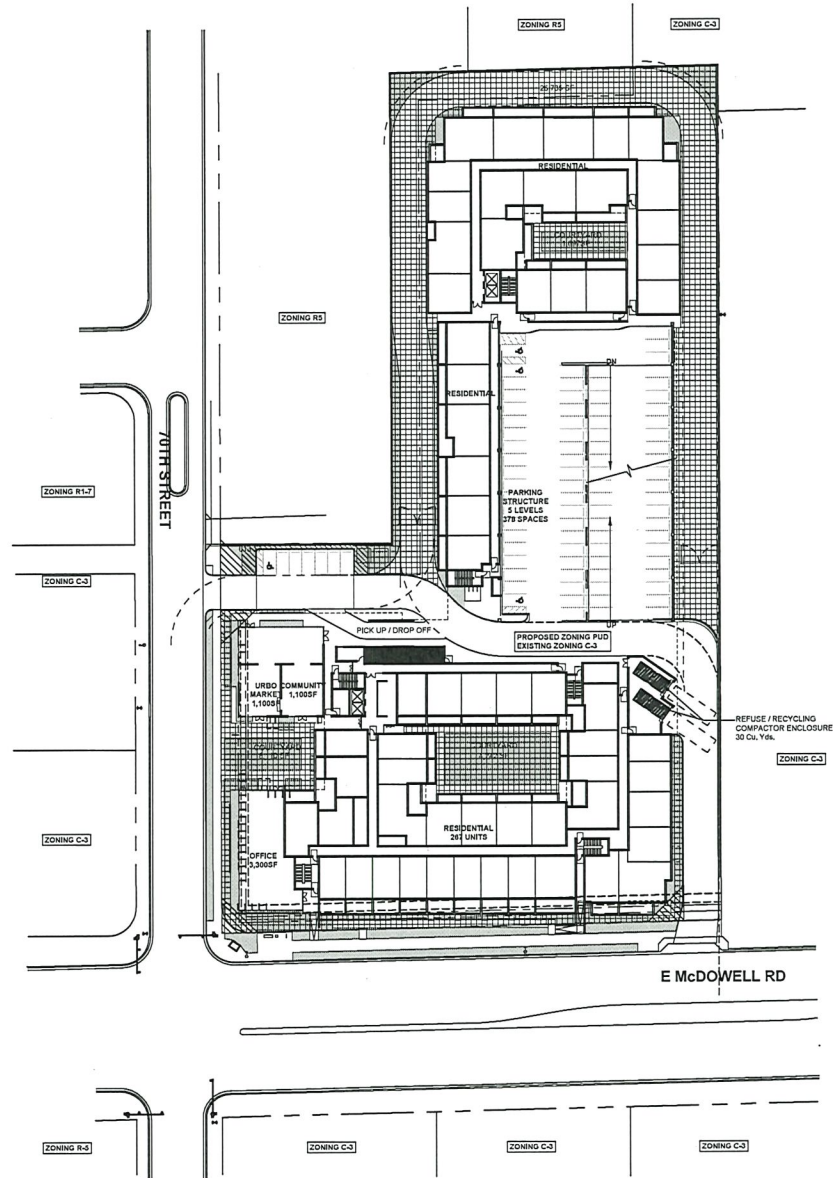
S-2N-2020  
07/1/20





GROSS SITE AREA =  
204,732

LEGEND	
	OPEN SPACE = 34,845 SF
	PARKING LOT LANDSCAPING = 613 SF
	PARKING LOT AREA = 2,863 SF



01 OPEN SPACE PLAN

SCALE: 1"=40'

REF:

PROJECT DATA CURRENT ZONING: C-3  
PROJECT PROPOSED ZONING: PUD  
GROSS LOT AREA: 204,732 S.F.

**OPEN SPACE CALCULATIONS**  
REQUIRED OPEN SPACE:  
MAXIMUM BUILDING HEIGHT = 48'0" = 10' MECH @ 30%  
PER ZONING 5,500S.L2 = MAX REQ = GROSS LOT X 0.1  
MAX REQUIRED = 204,732 X .01 = 20,473.2 S.F.  
  
OPEN SPACE PROVIDED: 34,845 S.F.  
(NOT INCLUDING PARKING LOT LANDSCAPING)  
20,473.2 REQUIRED < 34,845 PROVIDED  
  
PARKING LOT LANDSCAPING REQUIRED  
PARKING LOT AREA = 15%  
2,863 X 0.15 = 429.45 S.F.  
PARKING LOT LANDSCAPING PROVIDED = 613 S.F.  
429.45 REQUIRED < 613 PROVIDED

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Date  
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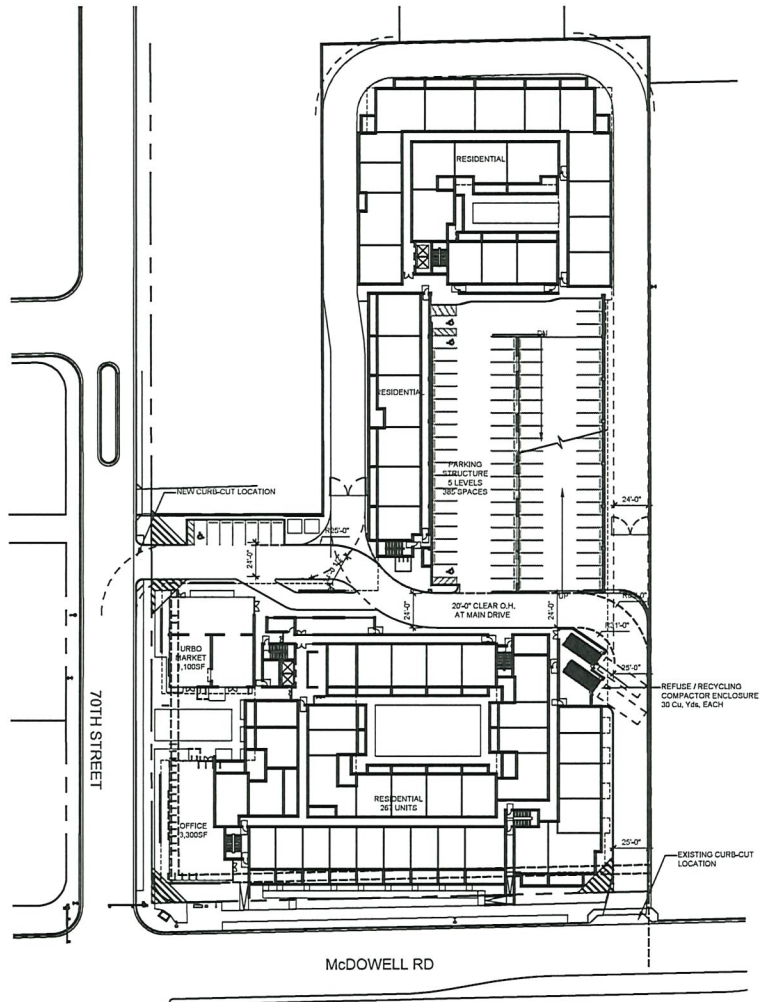
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**A103**  
OPEN SPACE PLAN

S-2N-2020  
07/1/20



## REFUSE CIRCULATION PLAN

SCALE: 1"=40'

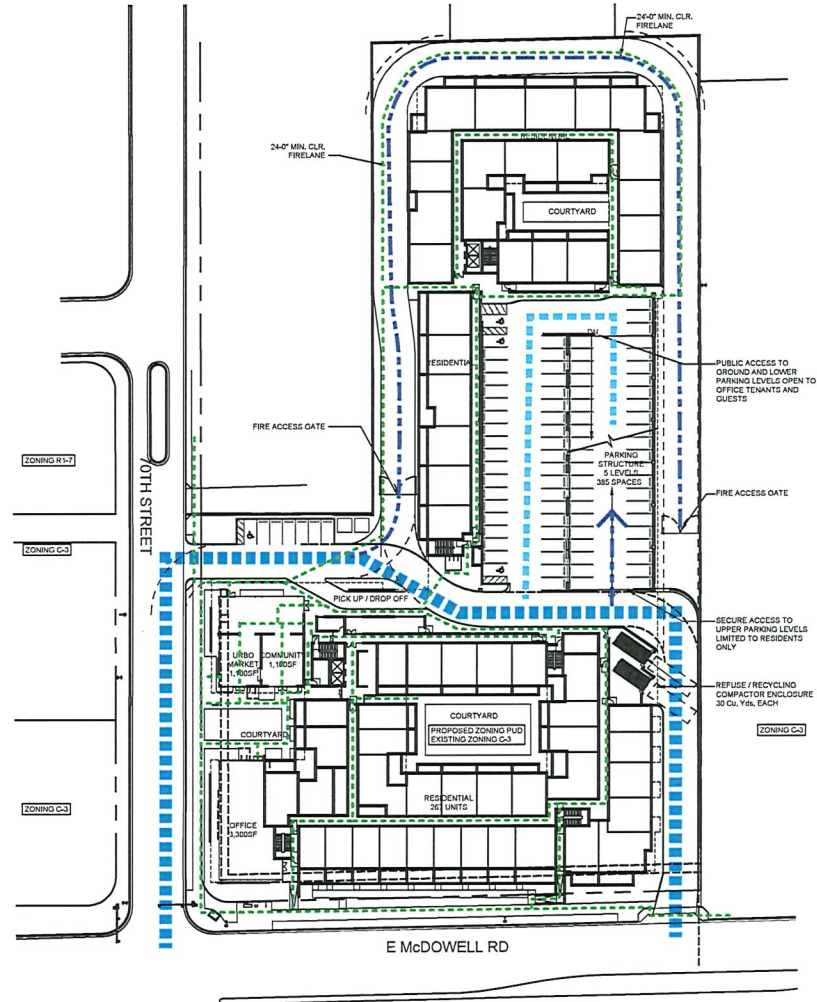
REF:

**NOTE**

PER SECTION 2-1.004 B DSPM:

11 MIXED-USE WITH RECYCLING:  
 1 ENCLOSURES FOR 1ST 15,000 SF NON-RESIDENTIAL USE & 1ST 15 UNITS  
 2 ENCLOSURES FOR EACH 30 UNITS THEREAFTER  
 NON-RESIDENTIAL USE 4,400 SF + 267 UNITS = 9.4 ENCLOSURES REQUIRED  
 10 ENCLOSURES PROVIDED


10 REFUSE CONTAINERS @ 4 CU.YDS EACH = 40 CU.YDS TOTAL  
40 / 4 = 10 CU.YDS COMPACTOR EQUIVALENT  
30 CU. YARD COMPACTORS PROVIDED

PEDESTRIAN AND  
VEHICULAR CIRCULATION PLAN

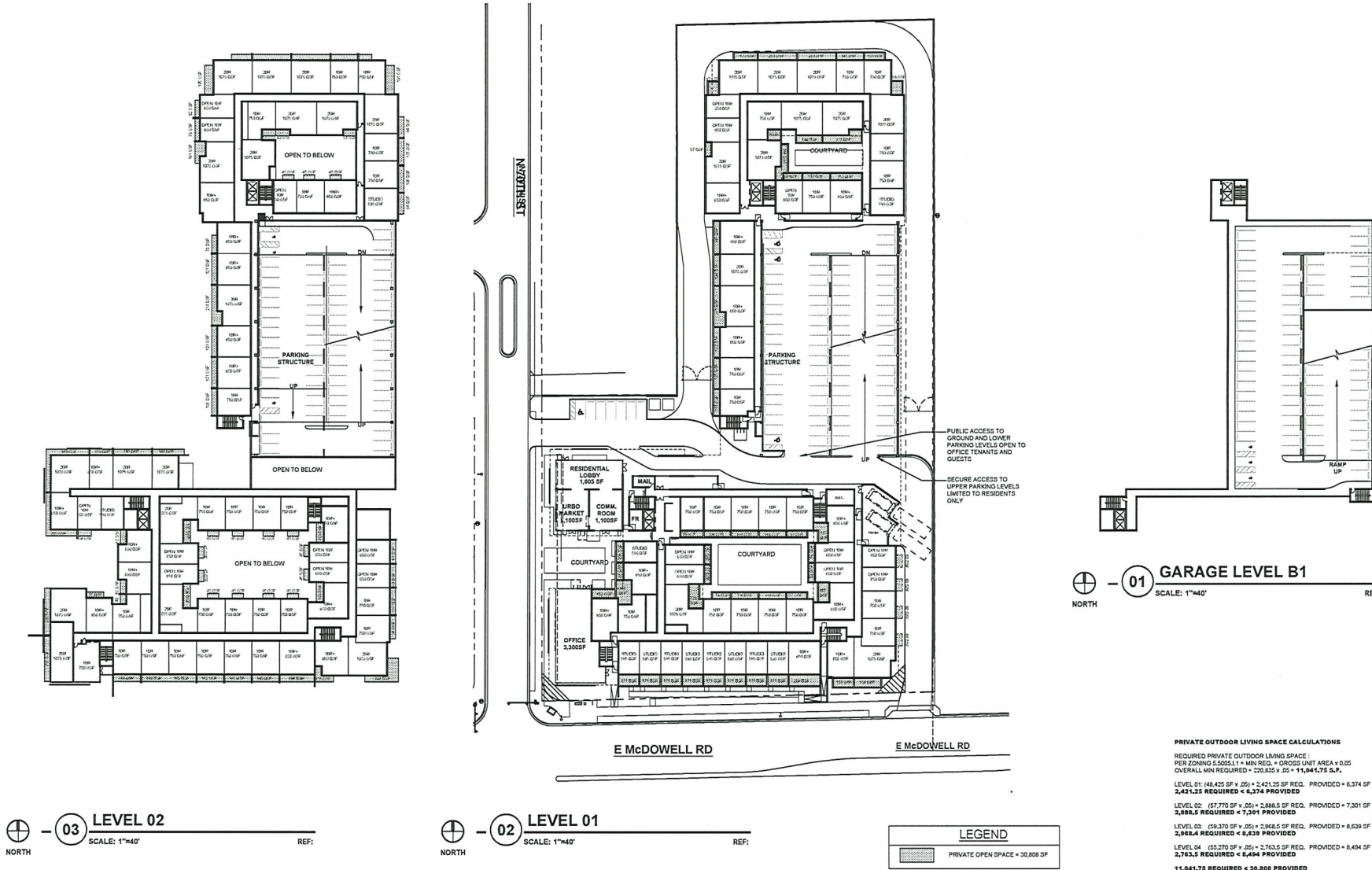
SCALE: 1"=40'

## REF

### LEGEND

	PEDESTRIAN CIRCULATION PATH
	PRIMARY VEHICLE CIRCULATION PATH
	SECONDARY VEHICLE CIRCULATION PATH
	RESTRICTED VEHICLE CIRCULATION PATH





**PRIVATE OUTDOOR LIVING SPACE CALCULATIONS**

REQUIRED PRIVATE OUTDOOR LIVING SPACE:  
PER ZONING 5.5005.11 + MIN REQ. = GROSS UNIT AREA x 0.05  
OVERALL MIN REQUIRED = 220,835 x .05 = **11,041.75 S.F.**

LEVEL 01: (40,425 SF x .05) = 2,021.25 SF REQ. PROVIDED = 6,374 SF  
**2,452.75 REQUIRED < 6,374 PROVIDED**

LEVEL 02: (57,770 SF x .05) = 2,888.5 SF REQ. PROVIDED = 7,301 SF  
**2,888.5 REQUIRED < 7,301 PROVIDED**

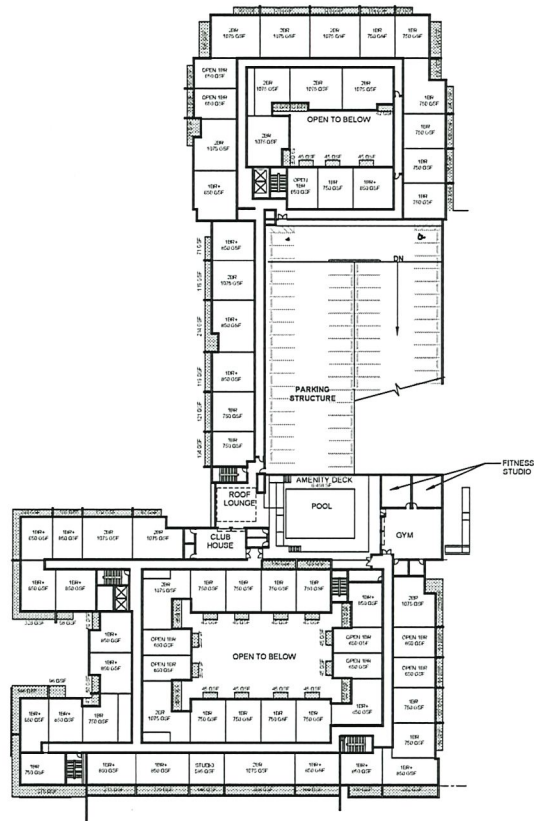
LEVEL 03: (59,370 SF x .05) = 2,968.5 SF REQ. PROVIDED = 8,639 SF  
**2,968.4 REQUIRED < 8,639 PROVIDED**

LEVEL 04: (55,270 SF x .05) = 2,763.5 SF REQ. PROVIDED = 8,494 SF  
**2,763.5 REQUIRED < 8,494 PROVIDED**

**11,041.75 REQUIRED < 30,808 PROVIDED**

UNIT COUNT			
TOTAL UNITS: 267			
UNIT TYPE	TOTAL	MIN %	UNIT GSF
STUDIO	13	5%	295 GSF
OTBR	39	15%	650 GSF
TBR	108	40%	750 GSF
TBR+	144	55%	825 GSF
CBR	65	24%	1075 GSF
UNIT TOTAL	267	100%	220,835 GSF





02 LEVEL 04  
SCALE: 1"=40'  
REF:



01 LEVEL 03  
SCALE: 1"=40'  
REF:

LEGEND	
	PRIVATE OPEN SPACE = 30,808 SF

**PRIVATE OUTDOOR LIVING SPACE CALCULATIONS**

REQUIRED PRIVATE OUTDOOR LIVING SPACE:  
PER ZONING 5.5025.L1 + MIN REQ. = GROSS UNIT AREA x 0.05  
OVERALL MIN REQUIRED = 220,835 x .05 = 11,041.75 S.F.

LEVEL 01 (48,425 SF x .05) = 2,421.25 SF REQ. PROVIDED = 6,374 SF  
2,421.25 REQUIRED < 6,374 PROVIDED

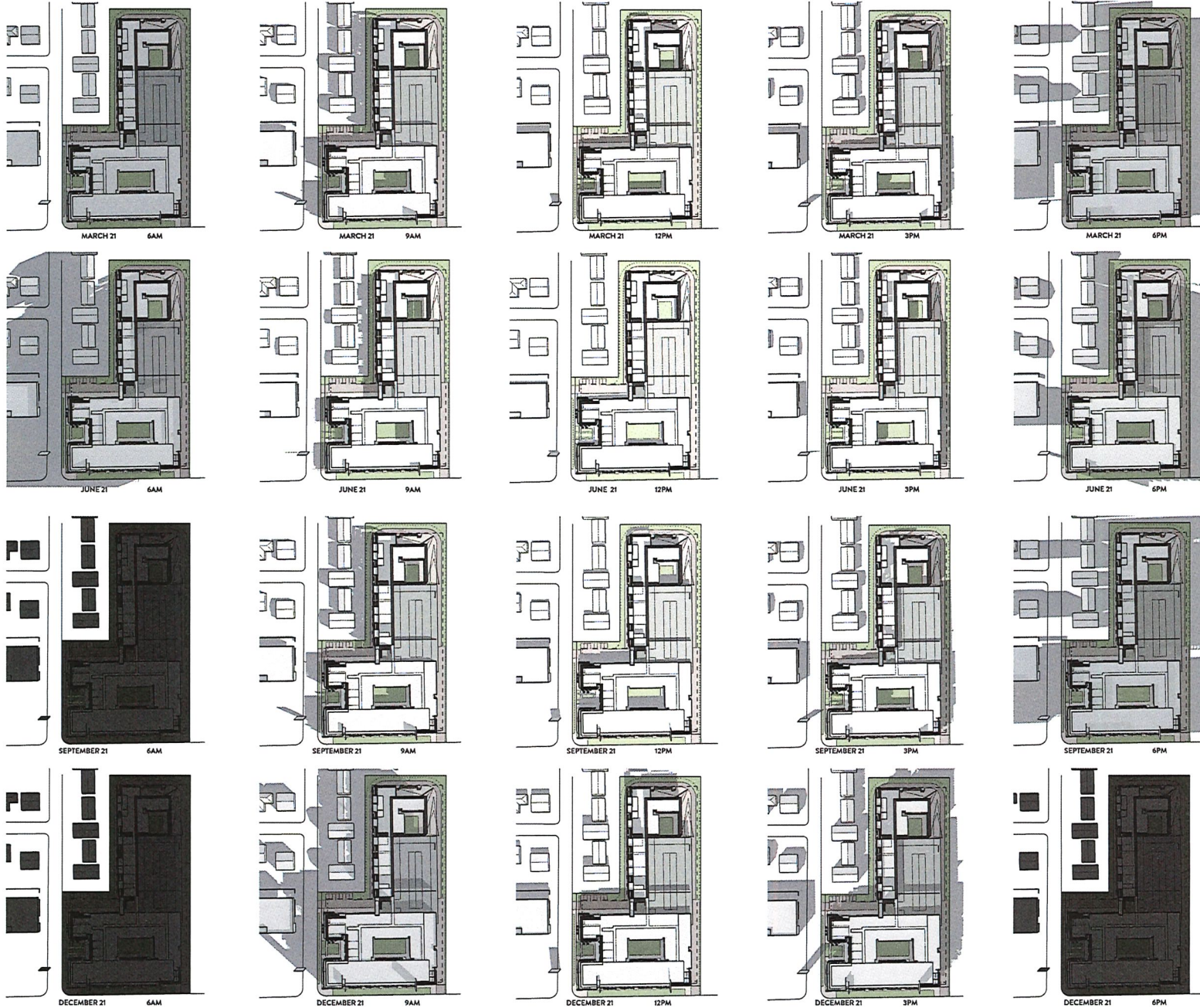
LEVEL 02 (57,770 SF x .05) = 2,888.5 SF REQ. PROVIDED = 7,301 SF  
2,888.5 REQUIRED < 7,301 PROVIDED

LEVEL 03 (59,370 SF x .05) = 2,968.5 SF REQ. PROVIDED = 8,639 SF  
2,968.5 REQUIRED < 8,639 PROVIDED

LEVEL 04 (55,270 SF x .05) = 2,763.5 SF REQ. PROVIDED = 8,454 SF  
2,763.5 REQUIRED < 8,454 PROVIDED

11,041.75 REQUIRED < 30,808 PROVIDED

UNIT COUNT			
TOTAL UNITS: 267			
UNIT TYPE	TOTAL	MIX %	UNIT GSF
STUDIO	13	5%	595 GSF
1BR	29	11%	650 GSF
2BR	106	40%	750 GSF
3BR	144	54%	850 GSF
4BR	35	13%	1075 GSF
UNIT TOTAL	267	100%	220,835 GSF



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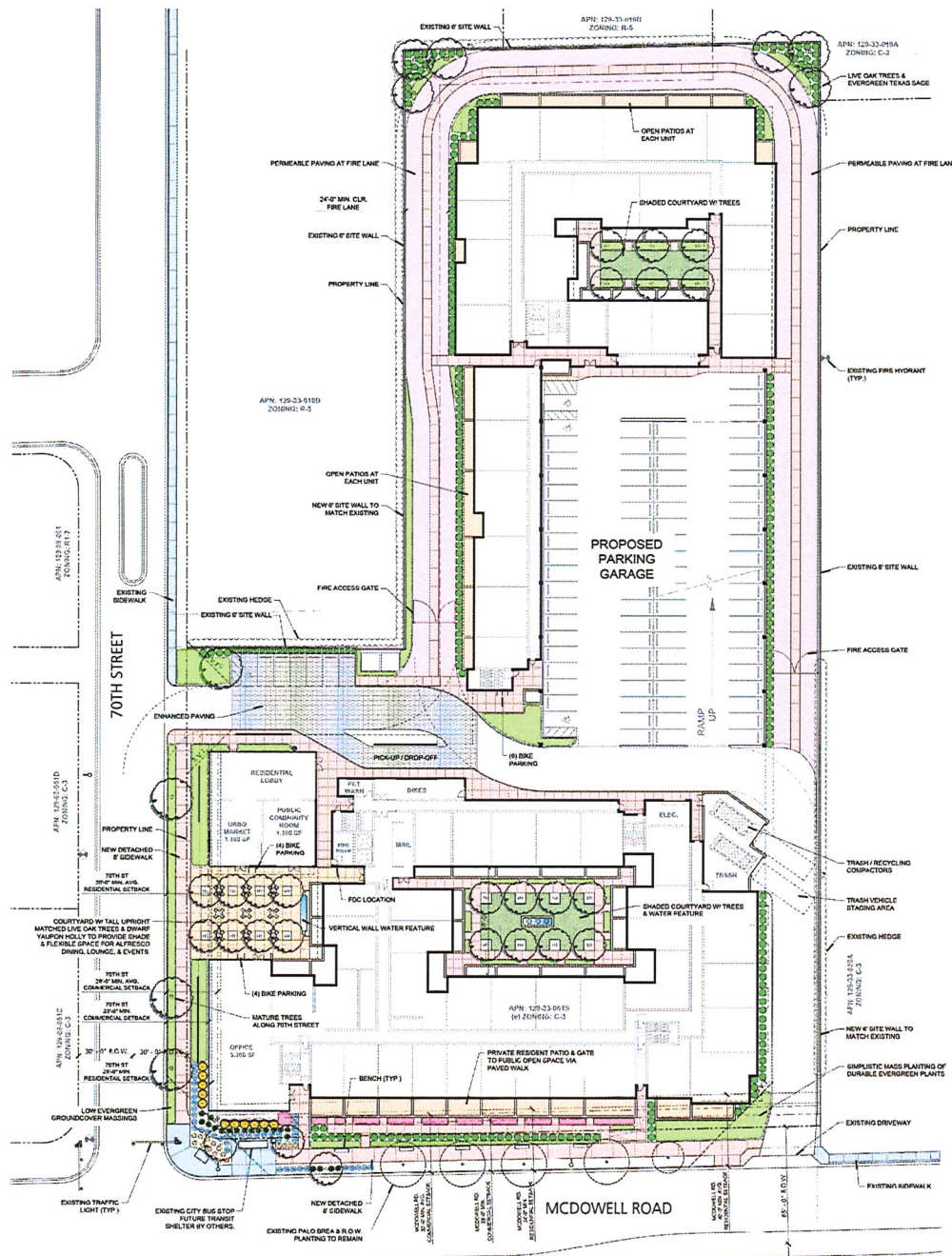
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**A110**  
SOLAR ANALYSIS





### PLANT LEGEND

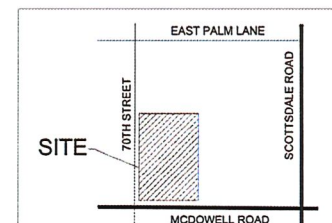
SYM.	COMMON NAME BOTANICAL NAME	SIZE	QTY.	REMARKS	STREETSCAPE	PARKING	PRIVATE ZONE
<b>TREES</b>							
○	EXISTING TREE	-	-	-	X	-	-
○	FRUITLESS OLIVE <i>Olea europaea</i> 'Swan Hill'	3" CALIPER	-	TALL, UPRIGHT, VASE SHAPE NO MULTI TRUNK	X	-	X
○	HERITAGE LIVE OAK <i>Quercus virginiana</i> 'Heritage'	2 1/2" CALIPER	-	TALL, UPRIGHT, MATCHED	X	-	X
<b>ACCENTS</b>							
●	DESERT SPOON <i>Daylinton wheeleri</i>	5 GAL	-	-	X	-	X
<b>SHRUBS</b>							
●	DURABLE EVERGREEN SHRUB <i>Citrus aurantium</i>	5 GAL	-	-	-	X	X
●	SOUR ORANGE <i>Citrus aurantium</i>	5 GAL	-	-	-	X	X
●	RIO BRAVO SAGE <i>Leucophyllum langmaniae</i> 'Rio Bravo'	5 GAL	-	-	-	X	X
●	LOW EVERGREEN GROUND COVER MASSINGS	5 GAL	-	-	X	X	X
●	BLONDE AMBITION GRASS <i>Bouteloua gracilis</i> 'Blonde Ambition'	5 GAL	-	-	X	X	X
●	DWARF YALPOM HOLLY <i>Ilex vomitoria</i> 'Nana'	5 GAL	-	-	X	X	X
●	DWARF OLLIE <i>Olea europaea</i> 'Mortola'	5 GAL	-	-	X	X	X
●	FLOWERING VINE OR ENHANCED PLANTING	5 GAL	-	-	X	-	X
●	UPRIGHT ROSEMARY <i>Rosmarinus officinalis</i> 'Pyramidalis'	5 GAL	-	-	X	-	-
●	JUBILEE ORANGE BELLS <i>Tecoma stans</i> 'Jubilee'	5 GAL	-	-	X	-	-
<b>GROUND COVER</b>							
●	TRAILING WHITE LANTANA <i>Lantana montevidensis</i> 'White'	1 GAL	-	-	X	-	-

### HARDSCAPE LEGEND

[Pattern]	EXISTING SIDEWALK TO REMAIN
[Pattern]	NEW CONCRETE SIDEWALK PER COS MAG DETAIL
[Pattern]	ENHANCED PAVING AT DROP-OFF
[Pattern]	ENHANCED COURTYARD PAVING
[Pattern]	PERMEABLE PAVING FIRE LANE
[Pattern]	LAWN

### GENERAL NOTES

- AREA WITHIN VISIBILITY TRIANGLE ARE TO BE CLEAR OF LANDSCAPE, SIGNS, OR OTHER VISIBILITY OBSTRUCTIONS WITH A HEIGHT GREATER THAN 2'. TREES WITHIN TRIANGLE SHALL HAVE A CANOPY THAT STARTS AT 7' IN HEIGHT UPON INSTALLATION. ALL HEIGHTS ARE MEASURED FROM THE NEAREST STREET ELEVATION.
- NO EXTERIOR LANDSCAPE LIGHTING LOCATED ON DRAWINGS. ALL EXTERIOR LIGHTING BY ARCHITECT.
- REFER TO CIVIL ENGINEER FOR ALL GRADING, DRAINAGE, SETBACKS, EASEMENTS AND P.U.E. LOCATIONS.
- NO NATIVE PLANTS ON SITE.
- NO ANNUALS.
- ALL LANDSCAPE SHALL BE IRRIGATED BY AN AUTOMATIC UNDERGROUND IRRIGATION SYSTEM.
- NO EXISTING VEGETATION TO BE SALVAGED ON SITE.
- ALL LANDSCAPE AREAS SHALL RECEIVE 2" DEEP, 1/2" MINUS MADISON GOLD DECOMPOSED GRANITE.
- ALL PLANT MATERIAL UTILIZED FOR SCREENING OF PARKING, REFUSE, SERVICE AND UTILITY AREAS SHALL HAVE A MINIMUM FIVE-GALLON CONTAINER SIZE AND SHALL BE INSTALLED IN A PATTERN WITH SPACING THAT WILL PROVIDE A CONTINUOUS SCREEN UPON MATURE SIZE OF THE PLANT MATERIAL.
- ALL SHRUBS UTILIZED ON SITE SHALL HAVE A MINIMUM FIVE-GALLON CONTAINER SIZE.
- ALL GROUNDCOVERS UTILIZED ON SITE SHALL HAVE A MINIMUM ONE-GALLON CONTAINER SIZE.
- LANDSCAPE AREAS SHALL BE DESIGNED AND MAINTAINED IN ACCORDANCE WITH THE APPROVED LANDSCAPE PLAN AND THE HEIGHT, LOCATION, AND SIGHT VISIBILITY REQUIREMENTS AS SET FORTH IN DESIGN STANDARDS & POLICIES MANUAL.



SCALE 1" = 30'

0' 30' 60' 90'

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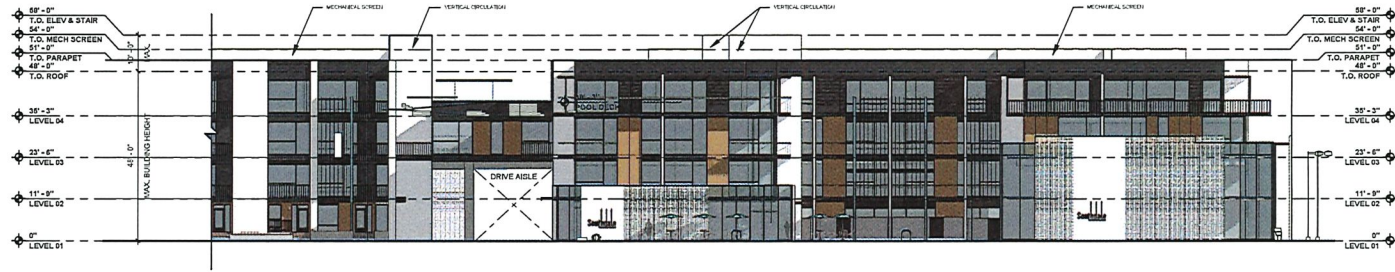
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PP.1  
PLANTING PLAN





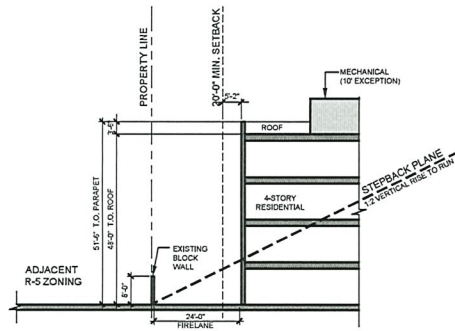
**03 SOUTH ELEVATION - McDOWELL RD.**  
SCALE: 1/16" = 1'-0"  
REF: 03 / A-105b



**02 WEST ELEVATION - 70th ST. (SOUTH PORTION)**  
SCALE: 1/16" = 1'-0"  
REF: 02 / A-105a



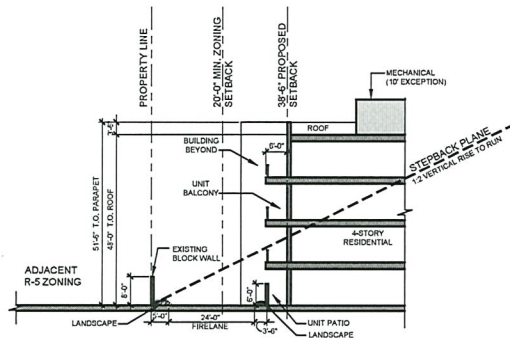
**01 WEST ELEVATION - 70th ST. (NORTH PORTION)**  
SCALE: 1/16" = 1'-0"  
REF: 01 / A-105a



06 TRANSITIONS SECTION

SCALE: 1/16"=1'-0"

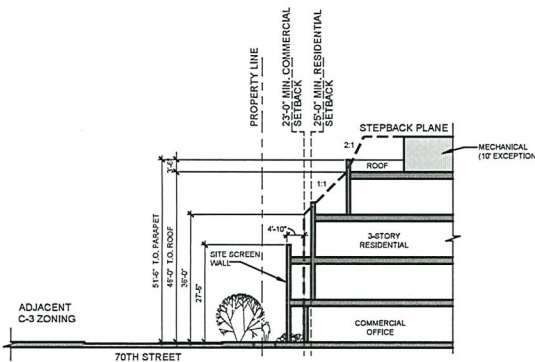
REF:



05 TRANSITIONS SECTION

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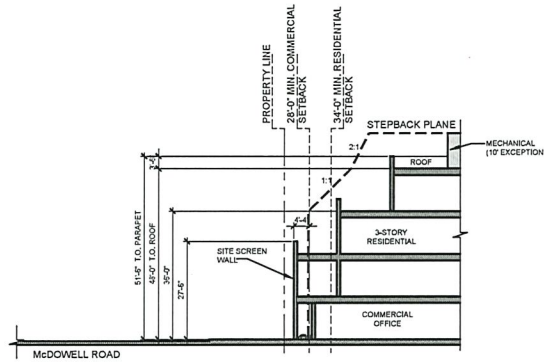
REF:



04 TRANSITIONS SECTION

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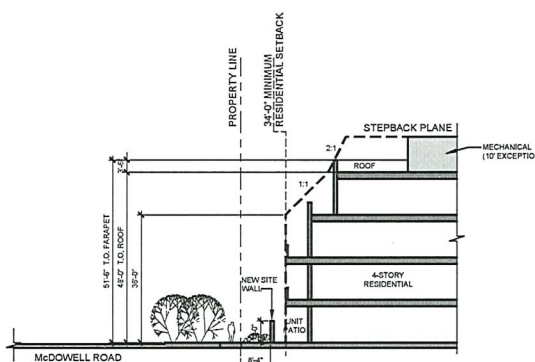
REF:



03 TRANSITIONS SECTION

SCALE: 1/16"=1'-0"

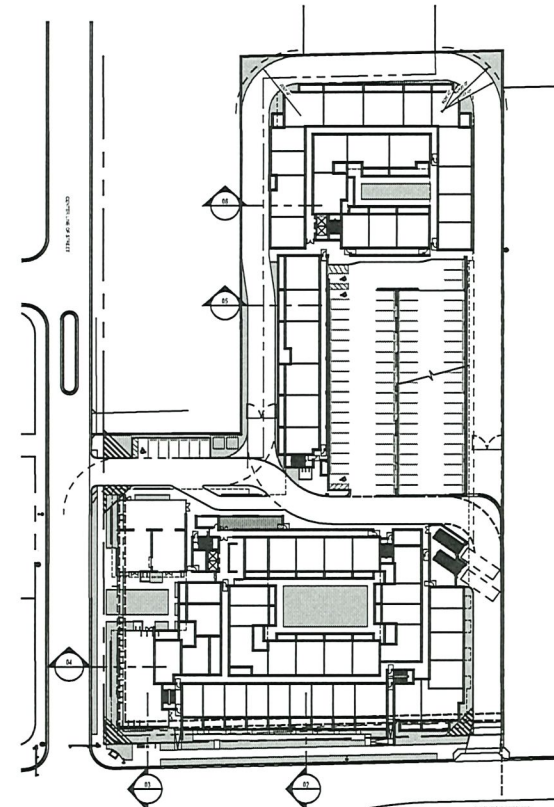
REF:



02 TRANSITIONS SECTION

SCALE: 1/16"=1'-0"

REF:



01 TRANSITIONS SITE PLAN

SCALE: 1"=50'

REF:

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A104  
TRANSITIONS PLAN

5-24-2020  
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01 VIEW FROM 70th & McDOWELL

SCALE: NTS

REF: 017  
A-111a

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**A-111a**  
PERSPECTIVES

5-21-2020  
07/1/20





01 VIEW FROM McDOWELL

SCALE: NTS

REF: 51 /  
A-111b

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A-111b  
PERSPECTIVES

5-214-2020  
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01

VIEW FROM 70th ST.

SCALE: 3" = 1'-0"

REF: 01 /  
A-111c

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**A-111c**  
PERSPECTIVES

S-ZN-2020  
07/1/20

[illegible]

5-ZN-2020  
07/1/20



A-1  
Date: \_\_\_\_\_ Customer: \_\_\_\_\_  
Project: \_\_\_\_\_  
Type: \_\_\_\_\_ City: \_\_\_\_\_

A-1  
selux

Inula Bollard LED



Order Code: IRL

Series	Height	Light Engine	CT	Finish	Voltage	Options
IRL	1.5, 2, 2.5, 3, 3.5, 4	20160, 20180, 30, 405, 400	4000K, 5000K, 5700K	Black, White, Silver	120V, 208V, 240V, 277V, 347V, 480V	DM, HILIGHT, REC, PC, EMI, PC

Product Modifications: \_\_\_\_\_

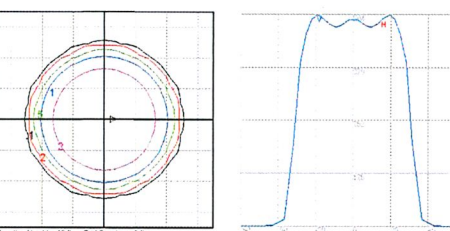
Approve: \_\_\_\_\_ Date: \_\_\_\_\_

A-2  
BEGA

Photometric Filename: 60932.IES  
TEST: BE 60932  
TEST LAB: BEGA  
DATE: 3/20/2017  
LUMINAIRE: 60 302  
LAMP: 10W LED



Characteristics	N.A. (absolute)	Characteristics	N.A. (absolute)
Lumens Per Lamp	504.1	Beam Angle	51° x 6°
Total Lamp Lumens	504	Maximum Candela Angle	< 2° H=7' V
Luminaire Efficiency	90.4	Horizontal Beam Angle (50%)	76.3
Total Luminaire Efficacy (LER)	79	Vertical Beam Angle (50%)	91.2
Total Luminaire Width	12	Horizontal Field Angle (10%)	89.0
Beam Factor	1.00	Vertical Field Angle (10%)	106.7
CIE Type	D65	Lumens Per Lamp	N.A. (absolute)
Spacing Criterion (0-180)	1.48	Total Lamp Lumens	576
Spacing Criterion (0-270)	1.49	Beam Efficiency	N.A.
Spacing Criterion (Diagonal)	1.42	Field Efficiency	N.A.
Beam Luminaire Shape	Circular	Field Efficiency	N.A.
Luminaire Length (0-180)	0.00 x	Field Efficiency	N.A.
Luminaire Width (0-270)	0.00 x (Diameter)	Field Efficiency	N.A.
Luminaire Height	0.00 x	Field Efficiency	N.A.



Mounting Height = 10 ft. Grid Spacing = 5 ft.

A-1  
Inula Bollard LED  
Photometry  
selux



A-4  
LED wall luminaires - symmetrical light distribution  
BEGA

Application: LED wall luminaires with symmetrical light distribution designed for general illumination of corridors, lobbies and reception areas.  
Material: Aluminum housing, polycarbonate lens, stainless steel mounting bracket.  
Finish: Powder coated aluminum housing, clear polycarbonate lens.  
NRTL: Listed to North American Standards, suitable for wet locations.  
Warranty: 5 years.

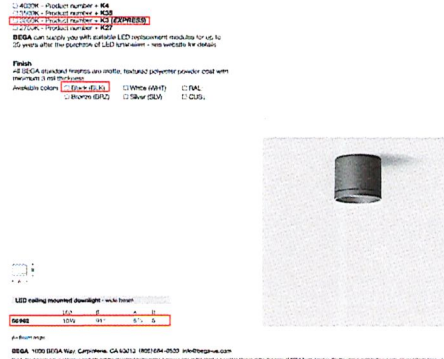
Characteristics	N.A. (absolute)
Lumens Per Lamp	120
Total Lamp Lumens	120
Luminaire Efficiency	90.4
Total Luminaire Efficacy (LER)	79
Total Luminaire Width	12
Beam Factor	1.00
CIE Type	D65
Spacing Criterion (0-180)	1.48
Spacing Criterion (0-270)	1.49
Spacing Criterion (Diagonal)	1.42
Beam Luminaire Shape	Circular
Luminaire Length (0-180)	0.00 x
Luminaire Width (0-270)	0.00 x (Diameter)
Luminaire Height	0.00 x



Mounting Height = 10 ft. Grid Spacing = 5 ft.

A-2  
LED ceiling mounted downlight - wide beam  
BEGA

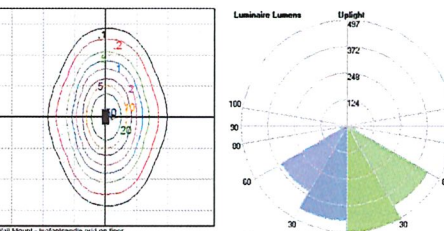
Application: This compact LED ceiling mounted downlight is designed for down lighting areas, corridors, lobbies, and other areas where ambient lighting is required. It is ideal for use in high ceiling areas.  
Material: Aluminum housing, polycarbonate lens, stainless steel mounting bracket.  
Finish: Powder coated aluminum housing, clear polycarbonate lens.  
NRTL: Listed to North American Standards, suitable for wet locations.  
Warranty: 5 years.



A-4  
BEGA

Photometric Filename: 24218.IES  
TEST: BEGA  
TEST LAB: BEGA  
DATE: 9/16/2016  
LUMINAIRE: 24 218  
LAMP: 14-WV LED

Characteristics	N.A. (absolute)
Lumens Per Lamp	120
Total Lamp Lumens	120
Luminaire Efficiency	90.4
Total Luminaire Efficacy (LER)	79
Total Luminaire Width	12
Beam Factor	1.00
CIE Type	D65
Spacing Criterion (0-180)	1.48
Spacing Criterion (0-270)	1.49
Spacing Criterion (Diagonal)	1.42
Beam Luminaire Shape	Circular
Luminaire Length (0-180)	0.00 x
Luminaire Width (0-270)	0.00 x (Diameter)
Luminaire Height	0.00 x



Mounting Height = 10 ft. Grid Spacing = 5 ft.

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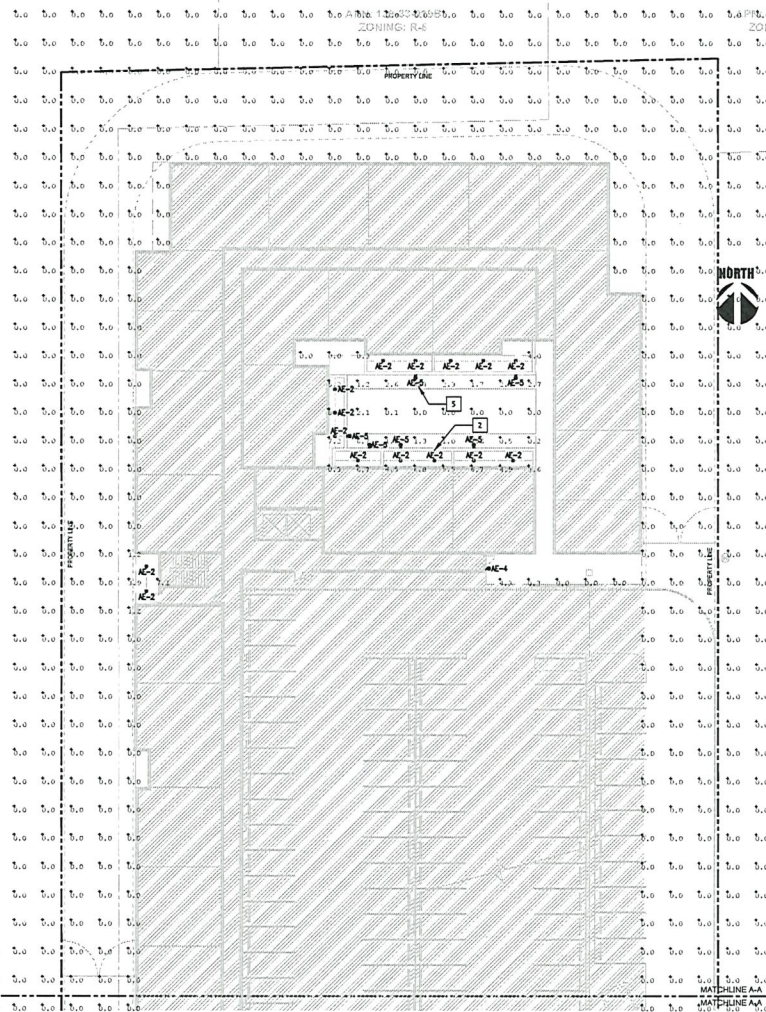
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PRE-APP # 225-PA-2020\_ZONING # DRB #



N 70TH ST

APN: 125-33-0188  
ZONING: R-5



PHOTOMETRIC PLAN - SITE - NORTH

SCALE: 1" = 20'

PHOTOMETRIC NOTES:

- A. THE LIGHTING SET IS PREPARED FOR RECORDING SUBMITTAL. IT COMPLES THE CITY OF SCOTTSDALE POLICY FOR EXTERIOR AND SITE LIGHTING.
- B.

PHOTOMETRIC LUMINAIRE SCHEDULE:

QTY	SYMBOL	LABEL	ARRANGEMENT	TOTAL LUMENS	LLF	DESCRIPTION	WATTS	LAMPS	CUT-OFF-CLASS
4	■	A-1	SINGLE	1,063	0.8	BOLLARD	14.1	1	FULL CUTOFF
58	●	A-2	SINGLE	954	0.9	CEILING SURFACE MOUNTED DOWNLIGHT	10	1	FULL CUTOFF
NA	■	A-3							
11	■	A-4	SINGLE	1,708	0.9	WALL SCONCE	14.0	1	FULL CUTOFF
31	■	A-5	SINGLE	362	0.9	WALL SCONCE	4.2	1	FULL CUTOFF
12	●	A-6	SINGLE	800	0.9	IN-GROUND LUMINAIRE	10.5	1	NO UNDER OVERHANG

PHOTOMETRIC STATISTIC SUMMARY NOTES:

LABEL	CALC TYPE	UNIT	AVG	MAX	MIN	AVEMIN	MAXMIN
DALYTS-SITE (HORIZONTAL PLAN AT 0')	ILLUMINANCE	FC	0.64	9.8	0	NA	NA
DALYTS-SITE (VERTICAL PLAN AT 0')	ILLUMINANCE	FC	0	0	0	NA	NA

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**ALL  
LIGHTING  
DESIGN**

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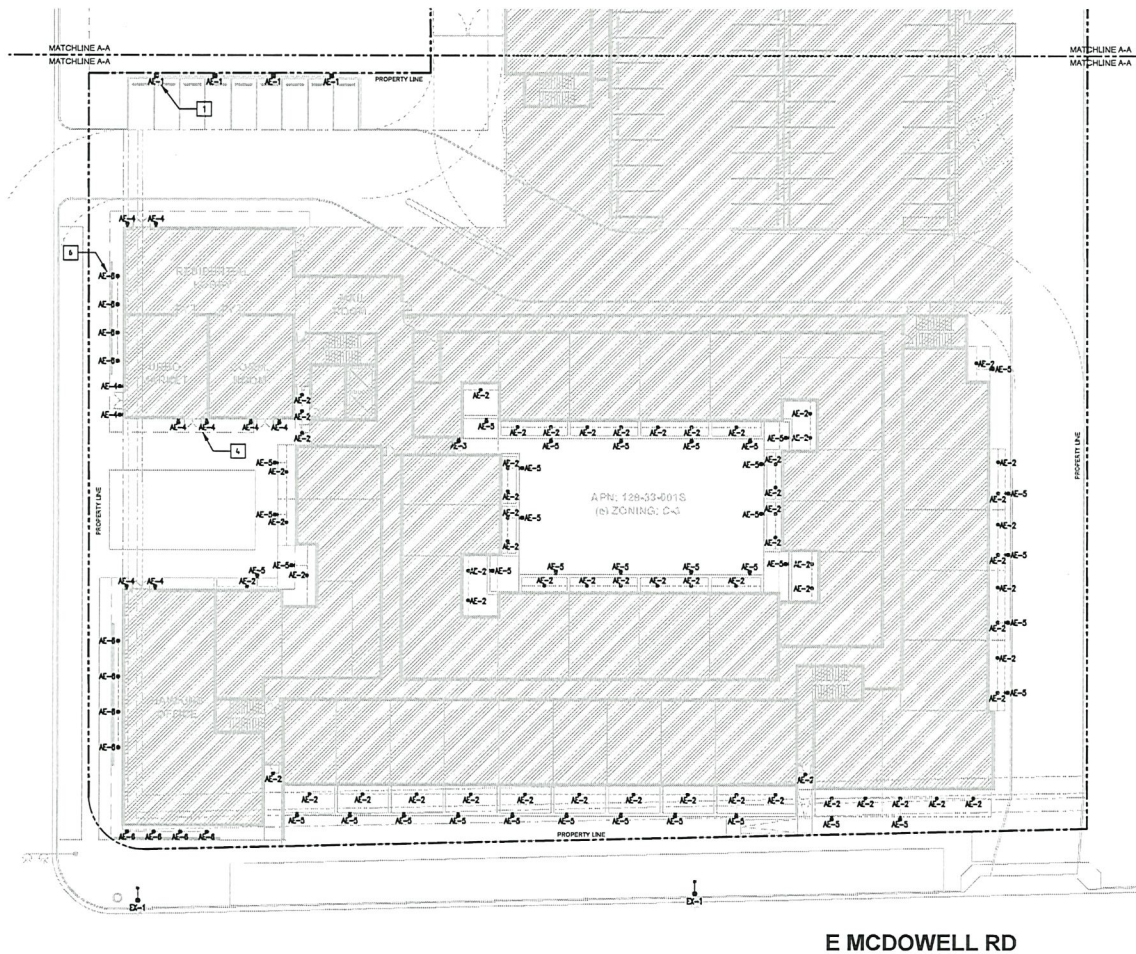
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E MCDOWELL RD



LIGHTING PLAN - SITE - SOUTH

SCALE: 1" = 20'

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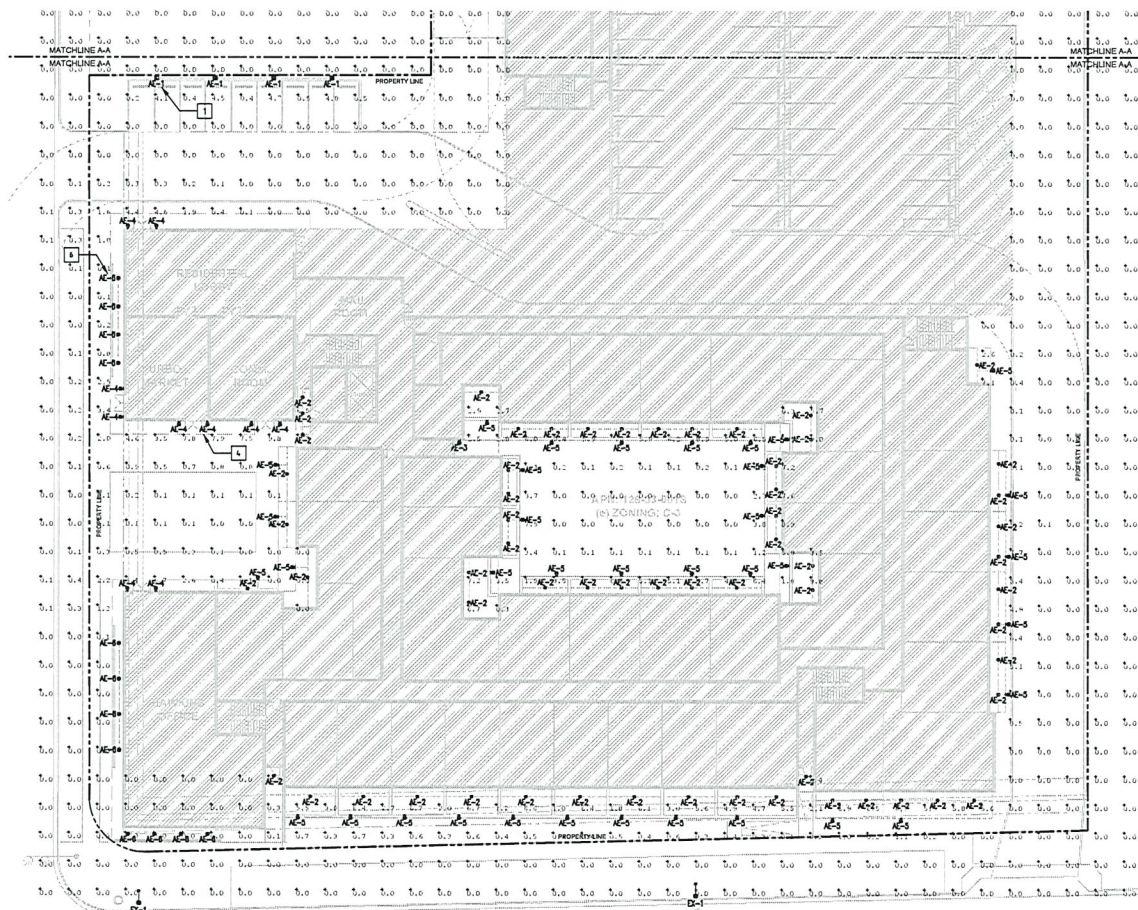
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E MCDOWELL RD



PHOTOMETRIC PLAN - SITE - SOUTH

SCALE: 1" = 20'

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