

DEVELOPMENT REVIEW BOARD REPORT



Meeting Date: October 1, 2020
General Plan Element: *Character and Design*
General Plan Goal: *Foster quality design that enhances Scottsdale as a unique southwestern desert community.*

ACTION

Palmeraie Phase II
7-ZN-2016#2

Pursuant to the provisions of Section 5.2608. of the Zoning Ordinance, the property owner is requesting a review and recommendation from the Development Review Board to the Planning Commission regarding the development proposal, including an amendment to the maximum building height to allow up to a maximum of 90 feet of building height for one building at the center of the site and an amendment to the maximum floor area ratio up to a maximum of 1.0, for a mixed-use development on a +/- 20-acre site.

SUMMARY

Staff Recommendation

Forward Recommendation for Approval

Items for Consideration

- Community input received with concerns regarding proposed 90 feet of building height
- Conformance with requirements of Section 5.2608.D. of Zoning Ordinance – staff confirms
- Integration of Sensitive Design Principles and conformance with DRB Criteria – staff confirms
- Compatibility with surrounding developments

BACKGROUND

Location: 6990 N. Scottsdale Road

Zoning: Planned Regional Center (PRC)

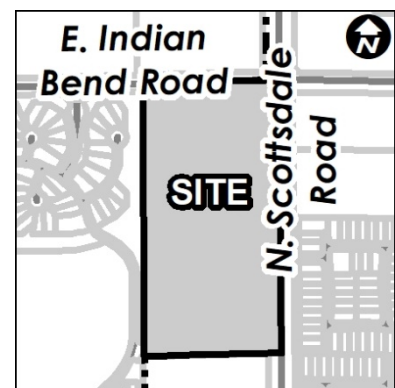
Adjacent Uses

North: Resort, one and two-story buildings constructed in late 1970s

East: City park and single-family attached homes, one and two-story buildings constructed in early 1970s

South: Office use, two-story buildings constructed in mid 1990s

West: Resort and associated single-family residential use, buildings constructed within the last two years



Property Owner

Five Star Development

Applicant

Jason Morris, Withey Morris, PLC
602-230-0600

Architect/Designer

Nelsen Partners, Inc.

Engineer

CVL Consultants, Inc.

DEVELOPMENT PROPOSAL

This proposal is generally consistent with the Zoning Ordinance as well as the Character and Design element of the General Plan, and the Southern Scottsdale Character Area Plan (SSCAP), which designates the site as Resorts/Tourism. The proposal for Phase 2 of the overall site includes requested amendments to the maximum building height for one building at the center of the site from the standard maximum of 60 feet to a maximum of 90 feet, and to increase the maximum floor area ratio (FAR) for the site from the standard 0.8 requirement to a maximum of 1.0. Pursuant to Section 5.2608.D. of the Zoning Ordinance, these proposed amendments are subject to additional requirements, as noted below. The development proposal also includes the application of the Planned Shared Development (PSD) overlay district, which will allow for sharing of development attributes across future property lines within the overall development site.

The Development Plan for Phase 2 proposes four building sites with a mix of uses including retail, office, hotel, restaurant and residential uses. The buildings on the site have a range of building heights from 36 feet to 60 feet and a maximum of 90 feet for the 6-story building (retail & residential) located near the center of the site. Site circulation builds upon the circulation established with Phase 1 located on the southern half of the site with main site access from Scottsdale Road at the southern boundary of Phase 2. Pedestrian circulation is woven throughout the site with sidewalks surrounding each building and pedestrian connections provided to Scottsdale Road and the intersection of Indian Bend Road and Scottsdale Road. The proposed buildings have contemporary design themes with a mix of building materials including concrete, stone, perforated metal, EIFS and steel. Buildings have been designed with a hierarchy of massing to provide visual interest at the pedestrian level as well as from a distance. The project features large open space areas throughout, with a large courtyard provided at the center of the site and an enhanced landscape area located along Indian Bend Road. Landscaping will incorporate the Scottsdale Road Streetscape Design Guidelines for areas along the roadway as well as integrating the landscaping themes established with the Phase 1 portion of the site.

Development Review Board Criteria

Staff confirms that the development proposal generally meets the applicable Development Review Board Criteria. Staff has received community input from residents and other concerned citizens in the area of the development project regarding the proposed amendment to allow a maximum 90-foot building height. The proposed additional height is for one building located near the center of the development project. However, most buildings in the surrounding area have building heights of one to three stories (18 to 36 feet). For a detailed analysis of the Criteria, please see Attachment #4.

Additional Requirements for Amended Development Standards

The applicant is requesting amended development standards as a part of the Development Plan for the project. Pursuant to the requirements of Section 5.2608.D. of the Zoning Ordinance, additional requirements must be met by the Development Plan and additional criteria must be demonstrated to the Development Review Board. Staff confirms that the development proposal meets the applicable requirements and demonstrates the additional criteria. For a detailed analysis of the requirements and criteria, please see Attachment #5.

STAFF RECOMMENDED ACTION

Staff recommends that the Development Review Board recommend approval of the Phase II development proposal, including amended development standards for maximum building height and increased floor area ratio (FAR), finding that the additional requirements and criteria of the PRC zoning district and the Development Review Board Criteria have been met.

RESPONSIBLE DEPARTMENT

Planning and Development Services
Current Planning Services

STAFF CONTACT

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APPROVED BY

Brad Carr, Report Author

9/22/2020

Date



Randy Grant, Executive Director
Planning, Economic Development, and Tourism
Phone: 480-312-2664 Email: rgrant@scottsdaleaz.gov

9/24/20

Date

ATTACHMENTS

1. Context Aerial
2. Close-up Aerial
3. Palmeraie Phase II Development Plan
4. Development Review Board Criteria Analysis
5. PRC Amended Development Standards Requirements Analysis
6. Development Information
7. Zoning Map
8. Community Involvement



Palmeraie Phase II

ATTACHMENT #1

7-ZN-2016#2



Palmeraie Phase II

ATTACHMENT #2

7-ZN-2016#2

PALMERAIE – PHASE II DEVELOPMENT PLAN

THE PALMERAIETM

SCOTTSDALE

Development Plan Amendment and Planned Shared Development Overlay

*6990 North Scottsdale Road
Southwest corner of Scottsdale Road and Indian Bend Road*

1. INTRODUCTION

2. THE DEVELOPMENT PLAN

3. GENERAL PLAN CONFORMANCE

4. SOUTHERN SCOTTSDALE CHARACTER AREA CONFORMANCE

5. PLANNED REGIONAL CENTER CONFORMANCE

6. PLANNED SHARED DEVELOPMENT OVERLAY CONFORMANCE

7. CONCLUSION

1. INTRODUCTION

PROJECT HISTORY

On March 21st, 2017, the City of Scottsdale City Council approved a rezoning and Development Plan on 20-acres (Case No. 7-ZN-2016) to enable the development of the Palmeraie, a luxury, mixed-use development designed to maintain Scottsdale status as a world-class shopping and dining destination while complimenting the adjacent Ritz Carlton Paradise Valley. The project was divided into phases, with the south 11-acres (Phase I) planned for high-end, open air retail and shopping with some office uses. The north 9-acres (Phase II) would respond to market conditions and work in unison with Phase I to include additional retail, office, residential and hospitality uses. Phase I is currently underway. This application will enable Phase II to proceed.

LOCATION / CURRENT USE

The Palmeraie is located at 6990 North Scottsdale Road at the southwest corner of Scottsdale Road and Indian Bend Road, Assessor's Parcel No.174-56-001D and -002A (the "Property"). Totalling roughly 20 acres, the site is currently vacant and unimproved, with Phase I scheduled to begin construction mid-2019. Immediately to the west of the Property is Paradise Valley jurisdiction where the Ritz Carlton Paradise Valley and associated developments are under construction. To the east is Scottsdale Road and the McCormick Stillman Railroad Park. To the North is Indian Bend Road and the Scottsdale Plaza Resort. To the south is a drive aisle (6750) and the Spectrum Office Center.

REQUEST

This application will amend the Development Plan to incorporate the planned Phase II improvements. These improvements are in complete conformance with the existing Planned Regional Center (PRC) zoning district and the Amended Development Standards for Enhanced Design as noted in Sec. 5.2608; this includes the permitted height, density, FAR, open space, setback and stepbacks. A Planned Shared Development Overlay (PSD) will also be processed concurrent with this application to enable the individual lots within the final development to function as one cohesive project. The existing Planned Regional Center (PRC) zoning designation and existing General Plan designation (Resort / Tourism) will not be changed by this application.

2. DEVELOPMENT PLAN

OVERALL CONCEPT

The Palmeraie is envisioned as a luxury, high-end, sustainable development which provides a unique connection between the new Ritz-Carlton resort in Paradise Valley and the City of Scottsdale. The master plan contemplates a holistic view of the property that reinforces the resort retail connection and preserves Scottsdale as the preferred high-end shopping destination in the Southwest. The development serves as a lifestyle destination and provides a high-quality project complete with hospitality, retail, fitness, office, various other commercial spaces and significant open space amenities. The landscape and outdoor spaces are carefully crafted to encourage and enhance the overall pedestrian experience.

PROJECT LAYOUT

Phase II consist of roughly 480,000 sqft of new residential, retail, restaurant, office and hospitality designed to work in unison with Phase I while complementing the distinctive, first-class architectural design. Phase II, like Phase I, conforms to and exceeds all setback requirements along Scottsdale Road, providing a vastly improved pedestrian and visual experience along Scottsdale's preeminent street. Phase II is separated from Phase I by an east-west internal drive aisle, yet the visitor can move seamlessly between the phases as they are connected through visual cues, pedestrian pathways, common landscape palette and hardscape materials. The major feature of Phase I is the centralized, north-south pedestrian plaza. This plaza leads directly into the lush courtyard of one of Phase II's marquee buildings (Building P), a mixed-use residential project with ground level retail / restaurant amenities. Additional north-south connections occur on either side of Building P. A new retail pad (Building T) is provided along Scottsdale Road, continuing the theme established by Phase I. Moving further north, two, new mixed-use buildings (Building S and Building U) will flank a grand courtyard space. Building S is a mixed-use hospitality project with ground level retail / restaurant amenities and Building U will be another office component. The majority of parking, similar to Phase I, is provided below grade.

SUSTAINABLE DESIGN STRATEGIES

The design of The Palmeraie site establishes a comprehensive and site-specific language used as our approach to sustainable development on the site and the diverse social, economic, and environmental issues facing this stunning desert setting. The site plan proposes a series of interconnected, publicly accessible interior streets and independent buildings as a sustainable modern community concept designed to grow and dynamically evolve over time. The Palmeraie was designed to be a dynamic center of activity and create nuanced areas for human interaction and engagement with the public. The vision includes sizing the blocks into a compact, walkable center, created to minimize vehicle use once present on the site.

Design standards within the master plan for the site include development standards for enhanced open space, Best Management Practices used as part of a comprehensive storm water mitigation and storm

water management plan, a sophisticated and comprehensive materials criterion including landscape materials and irrigation criteria, means and methods of construction, potable water savings and use standards, exterior site lighting standards, and energy consumption guidelines.

Substantial ecological buffers around both arterial and secondary access roads were included in the master plan and designed as integrated architectural features. The high-performance envelope design develops a unique facade language and the landscape concept includes a landscaped multi layered privet hedge on the east façade along Scottsdale Road. The bioclimatic forms will help with storm-water filtration, sound attenuation from Scottsdale Road into the site, and will passively cool the large façade by alleviating direct solar gain on the east facades of the buildings on this portion of the site.

The full project is designed around centralized plazas to facilitate passive cooling by promoting cross ventilation and the Venturi effect, as well as providing areas shaded by the buildings themselves. The commercial streets with west and east facades were minimized during the master planning process in order to alleviate direct solar gain and enhance the pedestrian experience.

Design standards for individual buildings include clerestory windows with light shelves, custom sunshades and shade canopies. Each canopy is individually designed by solar orientation for mitigating the effects of direct solar gains. The majority of parking is underground which helps obviate the urban heat island effect and limits the use of asphalt or other low albedo paving material. The project as whole exemplifies passive solar design.

Landscape design was integrated early in the project and includes mature shade trees selected to create lush shaded outdoor spaces. Desert adapted species and water features with recycled reclaimed water cool the central plaza, and shade provides comfort for pedestrians throughout the site.

The project offers public gathering areas, quiet areas of contemplation and active destinations. The proposed improvements, both public and private, leverage nearby tourism development in Paradise Valley and strengthen Scottsdale's reputation as a sustainable destination community connected to surrounding industries and opportunities.

MATERIALS

The Palmeraie material palette consists of warm contemporary materials used in an organic modern design. The project uses large format stone, patterned glass rainscreen façade systems, decorative perforated metal screen systems, GFRC panels, plaster, EIFS on high volumes, synthetic wood soffits, steel trellis canopies and lush landscaped layers of privet walls along Scottsdale Road created as a design feature along the east façade of the project. The project will also include design standards and design guidelines for the wide variety of storefront systems to be designed and installed by tenants.

Consistent with the resort retail concept, the integration of landscape is critical to the success and unique design concept of the Palmeraie. Courtyards and gardens have been added to further integrate the buildings and the landscape. Together, the courtyards and gardens serve as gathering areas and enhance the architectural interest of the project. The roof terraces and gardens are integrated into the

tenant improvement scope and landscape design guidelines for the tenant areas will be part of the Tenant Improvement Design Guidelines.

The required parking for the project will be housed within a two-level below grade parking garage, augmented with a small amount of diagonal surface parking interspersed with trees, flowers, shrubs and other groundcover and landscaping intended to keep the Palmeraie lushly landscaped and shaded for a comfortable pedestrian experience.

PARKING

The Palmeraie conforms to all City of Scottsdale parking requirements. The majority of the parking is provided in two-level, below grade parking structures. Building P has its own underground parking garage that serves the residential component. Building S will provide two-levels of architecturally integrated above ground parking. The site also provides limited angled and parallel surface parking on all internal streets and several drop-off areas to serve the public for an efficient and convenient flow of traffic. Valet will be prominently used.

LANDSCAPING

The streetscape design along Scottsdale Road utilizes existing design guidelines from the city, while incorporating a series of privet hedges, complimented by a lush palette of colorful shrubs and groundcover. Once inside the project, the palms transition into a grove of canopy trees that line both sides of all interior roads. These trees provide shade for pedestrians, as well as separation from the vehicular and pedestrian circulation. A centralized plaza will have formal landscaping lines and provide an enjoyable pedestrian connection to Indian Bend Road and Scottsdale Road.

RETAIL

Phase II of The Palmeraie will have roughly 42,000 sqft of luxury retail space along with roughly 20,000 sqft of food and beverage options. It is anticipated that all buildings within Phase II will have some form of ground level retail and/or restaurant element, creating a truly mixed-use project. The restaurant spaces will be curated to provide a mix of morning, lunch and evening options. The luxury retail will be curated to provide a variety goods and options.

OFFICE

The luxury office component in Phase II is located within Building U at the hard corner of Scottsdale Road and Indian Bend Road. The building is roughly 75,000 sqft in size and consists of roughly 48,000 sqft of high-quality, class-A office space and integratory merged with complimentary retail space.

PUBLIC REALM

The Palmeraie is organized around a main central plaza, focusing on the creation of a pedestrian environment. This plaza provides a pleasant retail experience to visitors and offers open space for the public, retail shops and restaurant patios. The central plaza will be a vibrant space with opportunities for open air events, music and arts festivals. Throughout the commercial streets, several smaller courtyards, gardens and pedestrian spaces will allow for a more intimate experiences, the opportunity for micro-climates and a variety of events.

As part of the overall site public space enhancement and as a key element of the artistic vision for the district, an architectural monument is included in the overall program for the district. The monument is designed and proposed as a signature art piece that serves as a visual and community amenity by defining the internal public open space. The architectural monument adds significantly to the sense of place and contributes to the hierarchy of built form within The Palmeraie by offering a sense of scale. The monument was designed with a relationship to the community's cultural and historical heritage and significantly heightens the experience of Palmeraie for both residents and visitors.

3. GENERAL PLAN CONFORMANCE

The General Plan Conceptual Land Use Map designates the Property as Resort/Tourism as well as being within the Southern Scottsdale Character Area Plan. These designations remain unchanged with this application and the project is in conformance numerous Goals and Approaches found in the General Plan.

CHARACTER & DESIGN GOALS AND APPROACHES

No. 1 - Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

- ***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 large metropolitan area with a unique reputation, image, character, and identity within its regional setting.***
- ***Relationships to surrounding land forms, land uses and transportation corridors.***
- ***Contributions to city wide linkages of open space and activity zones.***
- ***Consistently high community quality expectations.***
- ***Physical scale relating to the human perception at different points of experience.***
- ***Visual impacts (views, lighting, etc.) upon public settings and neighboring properties.***
- ***Visual and accessibility connections and separations.***
- ***Public buildings and facilities that demonstrate these concepts and “lead” by example.***

- In addition to the building articulations, the landscape design of The Palmeraie development is strongly rooted in the concept of ‘oasis’ in the desert southwest. Walls of green are created

through vines, hedged shrubs and pollarded tree canopies, creating a strongly formal yet soft and lush environment that is appropriate for pedestrian comfort in this urbanized area of Scottsdale.

- The Palmeraie will strengthen Scottsdale's relationship with the southwestern desert by encouraging an authentic outdoor experience. The exterior materials have been carefully selected to complement the surrounding landscape. While nearby landforms such as Camelback Mountain, Mummy Mountain and the McDowell Mountains have informed a considerable amount of the overall design, the Palmeraie will function as a component of the larger metropolitan area. These landforms provide stunning views from the property that root the project and its visitors in the southwestern desert. Neighboring communities will benefit from the amenities provided by this development and more distant patrons will find this development as a place of destination and activity.
- Located south of Indian Bend Road and east of Scottsdale Road, the proposed development is easily accessible by car or Valley Metro. Though the site is large, the human experience will be brought to scale through the use of proportionate street sections and a consistent tree canopy. The development will have a visual impact in the immediate area but will be at a similar scale of the neighboring buildings and developments due to the proposed building heights and screening along Scottsdale Road.
- Scottsdale Road is a primary transit route within the community and the adjacent uses (office, dining and hotel) indicate that in the future there may be a high number of pedestrians along the perimeter of the project. The use of 10' and 8' wide pathways provide ample walking widths. The pathway along Scottsdale Road is detached for safety and the pathways are lined with shade trees to provide pedestrian comfort.
- ***Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.***
- The Palmeraie enriches the lives of all Scottsdale citizens by providing proportionate street sections in which the pedestrian walkway is separated from vehicular movement by a consistent attractive tree canopy. This canopy serves as a buffer providing a safe experience to pedestrians. All pedestrian walkways are designed with safety in mind while providing an attractive environment and experience for visitors. Intersections throughout the site provide both a pedestrian path for crossing and lighting.
- Safety – Crime Prevention through Environmental Design (CPTED) guidelines will be utilized in the design of the landscape. Low planting materials and canopy trees pruned to a minimum of 7' clearance adjacent to pathways will provide clear pedestrian visibility
- ***Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people's needs.***

- The Palmeraie responds to existing site conditions which inform views, building massing, scale and the pedestrian experience. Views to the surrounding landforms influenced many design decisions and root The Palmeraie to the surrounding character.
- Pedestrian comfort is central to the design of the landscape within The Palmeraie development. Large canopy shade trees are utilized within the interior streets and along perimeter pathways to provide substantial shade.
- ***Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location.***
- ***The Resort Corridor consists of concentrations of major resort facilities along Scottsdale Road near Downtown. A variety of tourist accommodations, quality office, specialty retail, recreation uses including golf courses and tennis courts, employment, and compatible high amenity residential neighborhoods are all components.***
- The Palmeraie is designed in conformance with the surrounding context and character. Per the General Plan, the site is located within the “Resort Corridor” Urban Character Type. The project will maintain and enhance this character with new, high-quality tourist accommodations including specialty retail and restaurants. Phase II also includes a compatible, high amenity residential component.

No. 2 - Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

- ***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.***
- The Palmeraie material palette consists of warm contemporary materials used in an organic modern design, including traditional materials used at the neighboring Ritz Carlton Resort. The project uses large format stone, patterned glass façade systems, decorative perforated metal screen systems, glass fiber reinforced concrete panels, venetian plaster, EIFS on high volumes only, synthetic wood soffits, steel trellis canopies and lush landscaped layers of privet walls on Scottsdale Road created as a design feature along the east façade of the project, abutting Scottsdale Road. The project will also include design standards and design guidelines for the wide variety of storefront systems to be designed and installed by tenants.
- ***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.***
- The Palmeraie enriches the lives of all Scottsdale citizens by providing proportionate street sections in which the pedestrian walkway is separated from vehicular movement by a consistent attractive tree canopy. This canopy serves as a buffer providing a safe experience to pedestrians.

All pedestrian walkways are designed with safety in mind while providing an attractive environment and experience for visitors. Intersections throughout the site provide both a pedestrian path for crossing and lighting.

- ***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.***
- The Palmeraie will develop a sophisticated and rich landscape consistent with the high-end resort consumer expectations. The Palmeraie takes its name from Scottsdale's sister city Marrakesh, Morocco. The Sonoran Desert landscape defines Scottsdale as a unique desert oasis that few locales can match. The exterior of The Palmeraie draws upon the existing Scottsdale plant palette in order to seamlessly match the existing environment. Whereas the interior of The Palmeraie reinforces the aesthetic using plants which complement the current landscape found throughout the city, while also defining the Palmeraie as a high-end retail destination. This is accomplished through the use of ornate mature shade trees and colorful shrubs and groundcovers throughout the interior of the site, in addition to plants native to Scottsdale.
- Additionally, the planting design within the Scottsdale Road ROW will be in conformance with the 'resort corridor' character area as outlined in the Scottsdale Road Streetscape Design Guidelines, which includes several Sonoran Desert appropriate species.
- ***Promote, evaluate, and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.***
- The Palmeraie follows and will enforce the Scottsdale Sensitive Design Principles. By following these principles, the project will be of high-quality design. These principles include constant consideration of the pedestrian experience, responding to the desert environment, quality lighting, signage and way-finding that brings character to the site and also aides in the pedestrian experience, and responding to existing environmental factors.

No. 4 – Encourage “streetscapes” for major roadways that promote the city's visual quality and character, and blend into the character of the surrounding area.

- ***Achieve compatibility between pedestrians and transportation routes in the Suburban areas of the city. Use of trees that are native and/or desert adapted and achieve a dense, broad, canopy is encouraged for the main theme of this streetscape type. Separation of pedestrians from traffic flow can be realized through the use of landscape areas and consideration of sidewalk alignment.***
- Streetscapes throughout the project encourage a safe and attractive experience for visitors. The internal vehicular routes and pedestrian walkways are separated by a canopy of trees that provide ample shade and a buffer from traffic flow. Sidewalks are designed by varying pavement materials to aide in guiding pedestrians through the site. This includes linking Phase I with Phase II and further linking to the Paradise Valley improvements and the existing pedestrian connections along Scottsdale Road.

- ***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.***
 - The exterior regions of The Palmeraie use the existing City of Scottsdale approved plant palette in order to seamlessly match the existing environment. Streetscape guidelines will apply to all landscaped areas within the public right-of-way.
 - The landscaped areas on the interior of The Palmeraie reinforce the design aesthetic using a plant palette which complements the current landscape found throughout the city, while also defining The Palmeraie as a high-end retail destination. Landscape and Streetscape Guidelines, with a development wide plant palette, are under development, as well as Design Guidelines for the tenants.
 - In addition to the planting within the ROW along Scottsdale Road following the Scottsdale Road Streetscape Design Guidelines, the character of this design will extend to the building facades. Although additional plant material not included in the guidelines will be used within this zone, the plantings will be formal in style. Site walls and structures will utilize stone veneer and high-quality finish materials that match the adjacent buildings, appropriate for this resort corridor.
- ***Retain mature trees in public right-of-ways to preserve shade and the character of the street.***
 - Mature shade trees and colorful shrubs and groundcovers are used throughout the interior of the site in the proposed design. Mature trees in public right-of-ways are used for shade and to enhance the character of the street.
 - Currently, there are no mature canopy trees behind the curb along this section of Scottsdale Road. All trees in this area have been inventoried and evaluated for re-use where appropriate within the development. There are a couple of mature Palo Verde trees, but the majority of the trees have a low canopy, and are thorny, so would not be appropriate for the formalized planting and shade required for this area. It is our opinion, trying to utilize the few existing trees within the frontage would be detrimental to other goals outlined within this narrative, and also not in compliance with the resort character area as outlined in the Scottsdale Road Streetscape Design Guidelines.
- ***Use markers and entry features at key entrances to Scottsdale so that residents and visitors have a sense of arrival into the city.***
 - The Palmeraie will have monument signage at all main vehicular entrances so that residents and visitors have a sense of arrival into the project; Scottsdale Road entrance, Indian Bend Road and Spectrum Drive.

- ***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.***

- Streetlights will be consistent with adjacent land uses and streetlight design shall be carefully considered to enhance the character of the project if necessary.

- ***Place streetlights at intervals and locations to enhance safety.***

- Streetlights are strategically placed by at all internal intersections to enhance safety of both pedestrians and vehicles alike and at external drives streetlights are placed by traffic engineers.

No. 5 – Build upon the significant role the arts have played in shaping our community’s image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.

- ***Encourage private participation in public art through the donation of artwork to the city and the placement of artwork on private property that can be publicly viewed.***

- Public artwork is not provided nor required with this application. Artwork within the common areas may be considered in the future and the project may have a freestanding ornamental monumental or other distinguishable feature. The project will also feature distinguishing and iconic architectural building and elements.

- ***Celebrate the dominant life style or character of an area of the city by using art.***

- Public artwork is not provided. As previously mentioned, the project will feature distinguishing architectural elements such as the iconic freestanding ornamental monument. The project will also incorporate art into the central courtyard areas and will host food and art festivals and events in the central gathering areas.

No. 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.

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

- The proposed landscape design at The Palmeraie features a series of date palms that line the perimeter and entry roads serving as a major focal point, creating a sense of place. The streetscape design along Scottsdale Road utilizes existing design guidelines from the city, while incorporating a series of privet hedges, complimented by a lush palette of colorful shrubs and groundcover. Once inside the project, the palms transition into a grove of canopy trees that line both sides of all interior roads. Mature landscaping will be critical to the success of creating The Palmeraie brand. The central plaza at the core of the project re-introduces palm trees as a design theme and shade trees which are used as a source of shade for the large gathering spaces at the core of the project. The Palmeraie’s landscape design makes a seamless connection between the Ritz-Carlton to The Palmeraie.

- As noted previously, the character of the landscape is intended to create an oasis within the Sonoran Desert, through a relatively high density of formalized plantings and layered massing of green hedges and columnar trees. The goal of the design is to provide a structured and articulated 'green wall' that responds to the architecture, while also softening its massing. While the plantings will be dense in places, the plants will be appropriately spaced to minimize maintenance due to overcrowding and shearing. The plant material within the ROW of Scottsdale Road will be in compliance with the Scottsdale Road Streetscape Design Guidelines and the plantings between the ROW and building facades will blend with this character area through the same formal massing and high-quality site furnishings, while also adding additional plant species.
- ***Maintain the landscaping materials and pattern within a character area.***
 - The proposed landscape at The Palmeraie looks to the surrounding environment of Scottsdale to dictate the character of the plant palette. The large mature palms to be used at the perimeter will match those already used throughout Scottsdale, while also defining The Palmeraie as a future landmark in the Scottsdale landscape.
- ***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.***
 - The dense tree canopy cover reduces the amount of heat and provides ample shade to pedestrians below. The central plaza at the core of the project provides both shade trees and palms for a cooled area for visitors to relax. The central plaza also introduces the cooling effect from water by providing a water scrim and koi pond. The buildings incorporate deep overhangs and canopies that aid in providing shade and reducing glare on the buildings.
 - Lush plantings, appropriate use of turf, and limited bare decomposed granite areas will all add to the evapotranspiration rate within this microclimate, and aid in the reduction of the heat island effect along the perimeter of the project. Additionally, plant massing and green vegetative 'walls' along the building facades will reduce glare and reflected heat.
- ***Discourage plant materials that contribute substantial air-borne pollen.***
 - The Palmeraie landscape palette does not include plant materials that are known to cause significant allergens or create substantial air borne pollen.
- ***Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the "urban heat island" effect.***
 - The landscape design at The Palmeraie features mature shade trees selected to create lush shaded outdoor spaces. Desert adapted species and water features with recycled reclaimed water cool the central plaza, and shade provides comfort for pedestrians throughout the site. The

landscape plant palette promotes water conservation, safe public settings, and erosion protection.

- In addition to the heat reduction qualities of the design, desert adapted and low water use plants that are lush in appearance will be central to the design of the landscape. Water conservation strategies will be utilized within the irrigation design to ensure the water use is seasonally adjusted and responsive to the climate. The grading within the landscape areas will be subtle and soft to reduce focused stormwater flow and prevent erosion.
- The majority of parking will be located in below grade parking garages. Providing the vast majority of parking underground obviates the urban heat island effect and limiting the use of asphalt for surface parking and limiting the use of other low albedo paving materials also keeps the project from contributing to the urban heat island effect. High albedo paving materials and hardscape materials will be specified and used onsite. The use of high albedo materials means more solar energy will be reflected and less heat absorbed, resulting in cooler temperatures on surface materials and less reflected heat into the local area.
- ***Encourage the retention of mature landscape plant materials.***
- Any mature native landscape plant materials found will be recovered and salvaged in accordance with the City of Scottsdale's Native Plant Ordinance, including cacti which are three (3) feet or greater in height and trees which are four (4) inches or greater in caliper and listed in the City's Protected Native Plants list. The landscape palette had been designed to respond to the architectural design as well as the climate. Only plant materials that are appropriate have been selected and specified.

No. 7 - Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.

- ***Establish lighting standards that relate to the ambient lighting designations contained within the 2000 I.E.S. standards revisions.***
- Outdoor lighting standards will be included in the Design Guidelines and will be sensitive to the needs and character of the area around the development. Lighting standards will relate to the ambient lighting designations contained within the 2000 I.E.S. standards revisions.
- ***Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.***
- Lighting is all internal to the project therefore there are no intrusions into neighborhood settings.
- ***Encourage creative and high-quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.***

- The Palmeraie will conform to the City of Scottsdale’s lighting design standards. The lighting will vary and be appropriately used from the Scottsdale Road frontage, to the interior of the project, to the residential interphase along Paradise Valley. The outdoor lighting fixtures are modern in style which compliments the architecture. The buildings are clad in perforated metal screens and glass and backlit to enhance the ambiance of the project. The light will transition from the Ritz-Carlton Resort to The Palmeraie in a consistent and continuous manner.
- ***Discourage lighting that reduces the visibility of astronomical observation facilities within Arizona.***
 - Lighting that reduces the visibility of astronomical observation facilities within Arizona is discouraged.
- ***Allow for lighting systems that support active pedestrian uses and contribute to public safety.***
 - All lighting throughout the project contributes to public safety by strategic placement of streetlights at intersections and bollards along the pedestrian walkways. A well-lit environment is crucial to the Palmeraie experience.

LAND USE GOALS AND APPROACHES

No. 1 - Recognize Scottsdale’s role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

- ***Promote land uses that accommodate destination resorts along with the recreation, retail, residential, and cultural uses that support tourism activity and sustain a resort-like lifestyle.***
 - The project is perfectly aligned with the General Plan Goal and Approach and will help maintain Scottsdale’s role as a major regional economic and cultural center. The Palmeraie will provide world class retail and recreational uses in an open-air, resort-like lifestyle setting. The project will be a destination for locals and tourists alike, whether shopping or simply enjoying the abundance of open space and courtyards. Phase II continues what Phase I began by providing additional retail as well as residential, hotel and class-A office space to further sustain the mix of uses.

No. 2 - Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.

- ***Work with adjacent jurisdictions to understand the dynamics of the emerging and redeveloping areas on the borders of Scottsdale.***
 - The Applicant has worked closely with the adjacent jurisdiction of Paradise Valley and will continue to do so throughout the development process. It is imperative that the Ritz Carlton and The Palmeraie work in unison from a planning perspective to ensure efficiency of development resources and coordinated mobility. One example of this coordinated effort is the two-level underground garage in Phase I that will service The Palmeraie. The garage spans the jurisdictional line between Scottsdale and Paradise Valley to ensure convenient parking options for visitors.

No. 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.

- ***Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.***
- The Palmeraie project, especially Phase II, provides integrated housing, employment and supporting infrastructure in a mixed-use setting. The project furthers the desired diversity of housing and leisure opportunities. The retail / restaurant component provides leisure opportunities while also providing employment opportunities, as does the new, class-A office building. The residential component fills a very high-end segment of the residential market.

No. 5 – Development land use patterns that are compatible with and support a variety of mobility opportunities / choices and service provisions.

- ***Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips where environmentally and physically feasible.***
- The Palmeraie and associated Ritz Carlton developments are in many ways a small town within the City. The vertically and horizontally mixed-use nature of the overall developments and proximity to other uses enables convenient, non-automotive trips. Guests at the hotels will walk to the retail and restaurant uses. Office workers can conveniently walk to lunch or afterwork establishments. The project provides the desired live / work / play land uses.

No. 7 - Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

- ***Focus intense land uses along major transportation networks (such as the Pima Freeway and major arterial streets) and in urban centers (such as Downtown and the Airpark). Less intense land uses should be located within more environmentally sensitive lands.***
- The proposal's land use is ideally situated along a major arterial; Scottsdale Road. The Palmeraie also abuts Indian Bend Road which provides direct access to the Loop 101 Freeway. The location of this use, on a long-unimproved site, along a major arterial is preferred in lieu of pushing this preferred land use to other, less accommodating and more environmentally sensitive areas.

ECONOMIC VITALITY GOALS & APPROACHES

No. 1 - Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.

- ***Enhance Scottsdale's tourism support services including fine dining, specialty retail, and entertainment.***
- ***Preserve and enhance the tourist's ability to travel easily to different destinations throughout the city. Promote the Transportation Center, trolley system, bike rental, and pedestrian connections, etc.***

- The Palmeraie will sustain and strengthen Scottsdale's position as a premier international and national tourism destination. The specialty retail and fine dining, along with the open-air courtyards and semi-public spaces will not only serve as a support service for the nearby resorts but will also become a destination in their own right. The prominent location of The Palmeraie along Scottsdale Road and the new pedestrian linkages it will create to adjacent properties will ensure convenient and easy travel options for tourists. Guests at the Scottsdale Plaza Resort are just a short walk away, as is the McCormick-Stillman Railroad Park to the east.

No. 2 - Encourage and maintain a high level of diverse, quality retail and entertainment activity in Scottsdale that supports the needs of Scottsdale's residents and visitors.

- ***Encourage the location of new, high quality, regionally oriented retail activities in Scottsdale. New retail activity should focus on unique and diverse retail adventures.***
- The Palmeraie will introduce several new, one-of-a-kind and diverse luxury retailers to Scottsdale. These retailers will bring their own unique retail experiences which collectively enhance the overall vision of The Palmeraie as a luxury oasis within the desert. It will be an environment unlike any other in which locals and visitors can embrace new activities within their own community.
- ***Maintain a strong, aggressive position in dealing with bringing new, high quality retail and entertainment experiences to the community.***
- The Palmeraie will offer world class designer boutiques and dining options organized around walkable open-air plazas with lush landscaping, an abundance of shade and key water features. The overall experience will be unique to Scottsdale and the Valley and will support the needs of residents and visitors alike.

No. 3 - Encourage and support a diversity of businesses that contribute to Scottsdale's sales and property tax base so that needed infrastructure, physical amenities, services, and the expansion of such services are provided.

- ***Diversify Scottsdale's business and retail community so it includes a variety of business types as well as a variety of business scales and sizes.***
- ***Promote Scottsdale as a diverse shopping and entertainment destination.***
- The Palmeraie will once again solidify Scottsdale as a premiere shopping and entertainment designation. Phase II will add over 42,000 sqft of new and unique retail along with 20,000 sqft of dining options, both working in conjunction with Phase I retail and dining options. The project will expand Scottsdale's sales tax base to ensure that the City can continue to provide vital services for residents.

COMMUNITY MOBILITY GOALS AND APPROACHES

No. 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.

- ***Enhance 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.***
- ***Encourage, where appropriate, mixed use developments that physically incorporate residential, shopping and work environments within one area or project and place strong emphasis on connectivity with non-motorized access (pedestrian oriented development)***
- The Palmeraie represents a 20-acre mixed-use development that will encourage a “park once” mentality. The project provides retail, dining, office, residential and hotel uses in a compact, walkable environment. The project is a true live/work/play development. The comfortable shaded outdoor plazas, courtyards and pedestrian connections will encourage non-motorized trips both within the site and to nearby and connecting properties.

4. SOUTHERN SCOTTSDALE CHARACTER AREA CONFORMANCE

The project is located at the northwest tip of Southern Scottsdale Character Area Plan, along the Resort Corridor. The Resort Corridor exists along N. Scottsdale Road between E. Highland Drive and E. Indian Bend Road. As per the plan, this corridor contains a mix of land use classifications that support, maintain, enhance and expand hospitality/tourism land uses in Southern Scottsdale. The project is in conformance with numerous provisions of the Character Area plan, including some standards outlined below:

LAND USE, GROWTH & ACTIVITY GOALS AND POLICIES (LU)

LU No. 4 - Preserve, enhance and expand the resort, hotel, retail and tourism land uses along the resort corridor in Southern Scottsdale.

- ***Promote reinvestment and revitalization along the Resort Corridor to sustain a mix of land uses that complement the area’s tourism and hospitality activities.***
- The project is perfectly aligned with this goal and policy. Currently, the vacant Property represents a glaring gap in the Resort Corridor. This project will fill that gap with a high-end retail and tourism-attracting land use that works in conjunction with the existing resort and hotel uses as well as the forthcoming Ritz Carlton. The project will help reinvigorate and enhance this section of the Resort Corridor for years to come.

CHARACTER & DESIGN GOALS AND POLICIES (CD)

CD No. 10 – Provide public art to create exciting and attractive public spaces that are used and enjoyed by Southern Scottsdale residents, workers, and visitors.

- ***Enhance the quality of life of Southern Scottsdale residents by increasing their access to the visual arts and create a more aesthetically-pleasing urban environment.***
- ***Support the creation of exciting, appealing, and harmonious public spaces by integrating architecture, design, public art, and the planning of infrastructure at the earliest design stage.***

- The Palmeraie courtyards and pedestrian gathering areas are designed in such a manner to enable the integration of high-quality architecture, design and artwork. The water features, shade canopies and distinct building designs will create a visually attractive and enjoyable space for residents and visitors to enjoy. The project will also employ an iconic architectural freestanding ornamental monument.

PUBLIC SERVICES & FACILITIES GOALS AND POLICIES (PSF)

PSF No. 3 – Plan and provide for Southern Scottsdale’s existing and future infrastructure needs.

- ***Encourage both the private and public sectors to underground existing and new 69kV and lower voltage power lines throughout Southern Scottsdale, where feasible.***
- At significant expense, the project will look to underground the existing 69kv lines which run along Scottsdale Road. APS is requiring a 30ft utility easement for continued access to these lines. These improvements are a part of Phase I.

5. PLANNED REGIONAL CENTER CONFORMANCE

As noted in Ordinance Section 5.2600, the purpose of the Planned Regional Center District (PRC) is “to provide for regional shopping, business, and residential uses within a planned center serving a broad region.” Additionally, the PRC, “...should be pedestrian oriented with complementary mixed uses that are carefully interrelated by the site design.” The project concept and program are perfectly aligned with this stated purpose. The Palmeraie will provide regional shopping and business opportunities in a highly designed, mixed-use setting. The project layout places an emphasis on pedestrian comfort and orientation.

Additionally, the project is in conformance with all of the applicable development standards of the PRC district, including the Amended Development Standards for Enhanced Design. This includes FAR, density, building height, open space, setbacks and stepbacks.

AMENDED DEVELOPMENT STANDARDS FOR ENHANCED DESIGN

The Palmeraie complies with all requirements stated in Sec. 5.2608 – Amended Development Standards for Enhanced Design. As noted, its purpose is “to encourage sensitivity to site conditions and provide flexibility in planning.” The Amended Development Standards are applied to the Phase II portion of the site. The overall Development Plan has a floor area ratio of 0.98 which conforms to the maximum 1.0 requirement. The Amended Development Standards allow a maximum building height of 90’-0”, including rooftop appurtenances. Building P is the tallest building in Phase II, measuring a building height of 89’-0”, including rooftop appurtenances and centrally located on the site. Due to its centralized location, the building height allowed in the Amended Development Standards is not intrusive to the surrounding area. Phase II is a vertically integrated mixed-use development. Minimum five (5) percent of the total gross floor areas are non-density based uses and minimum twenty (20) percent of density based uses. An additional five (5) percent of open space has been accommodated in the lush courtyard of one of Phase II’s marquee buildings (Building P), which connects to the Phase I centralized, north-

south pedestrian plaza. Phase 2 building massing at the perimeter of the site along Scottsdale Road and Indian Bend Road conforms to all stepback requirements. Building P has an underground parking garage that is integrated into the building. An underground parking garage spans beneath Building S and U while also integrated with the mixed-use buildings above. Building S has two-levels of above grade parking that is screened through the use of architecturally integrated materials so that it is fully concealed from the public view. Phase II will be in compliance with Scottsdale's Green Building Program. As outlined throughout this narrative, The Palmeraie contributes to the future continuity of character area design concepts, corridor design guidelines and all other City design policies.

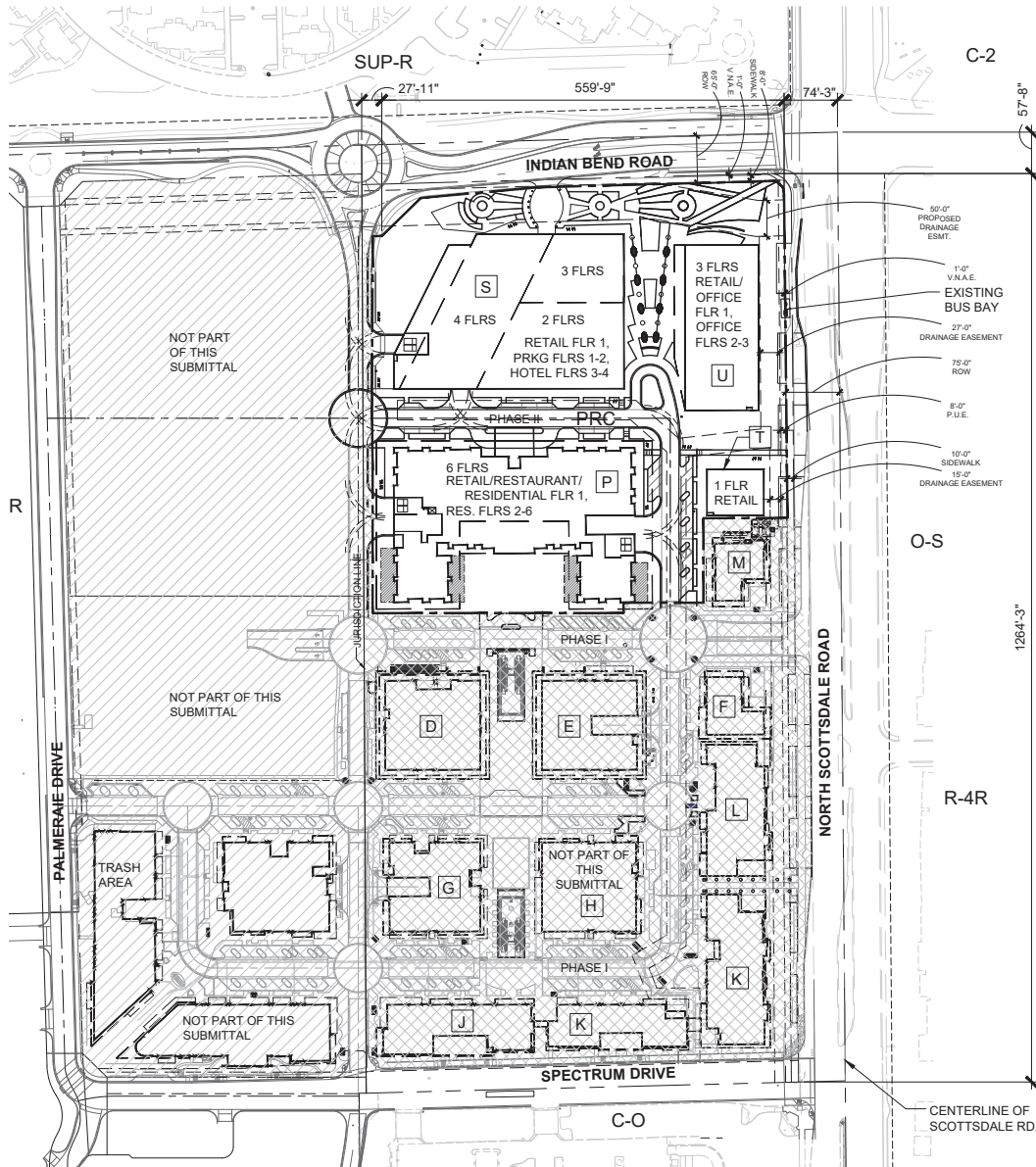
6. PLANNED SHARED DEVELOPMENT OVERLAY CONFORMANCE

The purpose of the PSD District is to provide opportunity for the application of development standards across a full development site, as opposed to applying the standards to each individual lots, tracts or parcels within the overall development. This enables separate lots to function as one cohesive development for a more connected and viable project. The PSD requires a minimum of five (5) acres and may be used in conjunction with all mixed-use and commercial zoning districts. The PSD district is ideal for the proposed project. The mix of uses proposed within the project and the overall site layout can work in unison with other project components for a more viable and experientially enjoyable project.

7. CONCLUSION

As outlined in this narrative and as seen in the application exhibits, the proposal meets and exceeds numerous stated goals of the General Plan, the Southern Scottsdale Character Area Plan, the Planned Regional Center ordinance along with the Amended Development Standards for Enhanced Design and the Planned Shared Development Overlay. The project is fully in-line with the previous approvals granted in 2016 and adheres to all applicable development standards of the PRC zoning district. Phase II, like Phase I, will deliver an iconic project that helps maintain Scottsdale's status as a world class shopping, dining and tourist destination, while also providing employment and living opportunities.

Thank you



0 30' 60' 120' NORTH - 01 SITE PLAN - OVERALL SCALE: N.T.S. REF:

PROJECT DATA - PHASE II

Proposed Uses: Residential/Hotel/Retail/Restaurant/Office
Zoning: PRC
Building Height Allowed: 60' 90' (per amended development standards)

Development Plan Gross Lot Area: 20.13 AC / 876,651 SF
Development Plan Net Lot Area: 17.15 AC / 747,054 SF

Floor Area Ratio (Maximum 1.0 per amended development standards)
720,198 GSF / 747,054 NSF = 0.97 FAR

PARKING CALCULATIONS

Residential Required Spaces (1.5 per dwelling unit):
41 DU @ Building P x 1.5 = 62 cars
Residential Provided Spaces:
Basement Level One (B1 @ Building P) 72
Basement Level Two (B2 @ Building P) 69
Total: 141 cars
Hotel Required Spaces (1.25 per guest room):
(Hotel SF = 47,303 GLA)
150 guest rooms @ Building S x 1.25 = 188 cars
Hotel Provided Spaces:
Above Grade Level One (@ Building S) 89
Above Grade Level Two (@ Building S) 101
Total: 190 cars
Mixed-Use Required Spaces (1 per 325 GSF):
Phase II Total Mixed Use, not including hotel = 133,117 SF
"26,390 SF (Building P retail and F&B)
(Parked in the Phase I Garage) 82 cars
"4,375 SF Building P Patio (1/350 excluding first 350 SF)
(Parked in the Phase I Garage) 13 cars
133,177 SF - 26,390 SF = 106,787 SF
Required Total: 424 cars
Mixed-Use Provided Spaces:
Phase II Cars Parked in Phase I Garage 95
Phase II Surface Parking 26
Basement Level One (B1 @ Building S/U) 204
Basement Level Two (B2 @ Building S/U) 122
Total: 447 cars
Provided Phase II Total: 778 cars
Provided Phase I Total: 1,417 cars
Provided Phase I + II Total: 2,195 cars
Required Phase II Total: 62+188+424 = 674 cars
Required Phase IA + IB (used for bicycle parking) 779 cars
Required Phase I Total: 1,090 cars

GROSS PARKING AREAS

Basement Level One (B1 @ Building P) 64,600 SF
Basement Level Two (B2 @ Building P) 64,600 SF
Basement Level One (B1 @ Building S) 99,418 SF
Basement Level Two (B2 @ Building S) 70,400 SF
Above Grade Level One (@ Building S) 45,797 SF
Above Grade Level Two (@ Building S) 45,797 SF
Total Phase II Parking Area: 390,612 SF

ACCESSIBLE PARKING

Required : 4% of provided parking = 794 x .04 = 32
Provided : 32
Van Accessible : 1 per 6 required = 6

BICYCLE PARKING

Required: 1/10 required parking cars, but not to exceed 100
Phase 1 Required 78
Phase 2 Required 68
78+68=146 Total
Phase 1 Provided (100/146 * 78) 54
Phase 2 Provided (100/146 * 68) 46
(1 Bike Loop = 2 Bicycles)

BUILDING AND FENCE HEIGHTS

Max. Building Height Allowed: 90' (including rooftop appurtenances)

Building P 90 FT
Building S 60 FT
Building T 36 FT
Building U 60 FT

* THERE IS NO CONTINUOUS SITE FENCE. SERVICE YARD SCREEN WALLS ARE TO BE TALL ENOUGH TO SCREEN ALL EQUIPMENT WITHIN SERVICE YARDS.

BUILDING AREA TABULATIONS

Use:
Residential 234,061 GLA
Hotel 47,872 GLA
Retail 42,573 GLA
Food & Beverage 19,300 GLA
Office 47,937 GLA

Total : 391,743 GLA

Restaurant Patio 5,425 SF

GROSS SF TABULATIONS

Building P 321,287 GSF
Building S 71,561 GSF
Building T 5,056 GSF
Building U 76,673 GSF

Phase II Total : 474,577 GSF
Phase I Total : 245,621 GSF
Phase I + II Total : 720,198 GSF

NONDENSITY BASED LAND USES

Phase II
Building P 122,941 GSF
Building S 71,561 GSF
Building T 5,056 GSF
Building U 76,673 GSF

Phase II Total : 276,231 GSF
Phase I : +245,621 GSF
Total Nondensity Based Uses 521,852 GSF

50% Maximum Residential NSF 260,926 NSF
Provided Residential NSF 198,346 NSF

Dwelling Units - Maximum Allowed 422 DU
Dwelling Units - Provided (21 DU/AC) 41 DU

OPEN SPACE TABULATIONS

Required Open Space:
Maximum Building Height = 90' Proposed (90' Allowed)
First 12' of Height = 10% x Net Lot Area
= 10 x 315,805 = 31,580.50 SF
Next 78' of Height = 78' x .004 x 315,805 = 98,531.16 SF

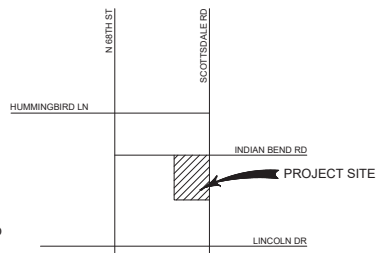
Open Space Required (not including parking lot landscaping):
= 315,508.50 + 98,531.16 = 130,111.66 SF

Open Space Required (does not exceed 20% of Net Lot Area):
= 315,805 x .20 = 63,161 SF

Open Space Required Per Amended Development Standards
= 5% of Net Lot Area + 20% of Net Lot Area
= 15,790.25 SF + 63,161 SF = 78,951 SF

Open Space Provided = 123,603 SF
(Open Space Provided exceeds 20% + 5% of Net Lot Area of Development Plan)

Front Open Space Minimum:
Required Open Space x 25%
130,111.66 SF x .25 = 32,527.91 SF
Front Open Space Provided = 59,315 SF



VICINITY MAP

NORTH

Nelson Partners, Inc.
Austin | Scottsdale
12810 North Scottsdale Road
Suite 1000
Scottsdale, Arizona 85254
P 480.444.0000
www.nelsonpartners.com



THE PALMERAIE
PHASE II ZONING
6890 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

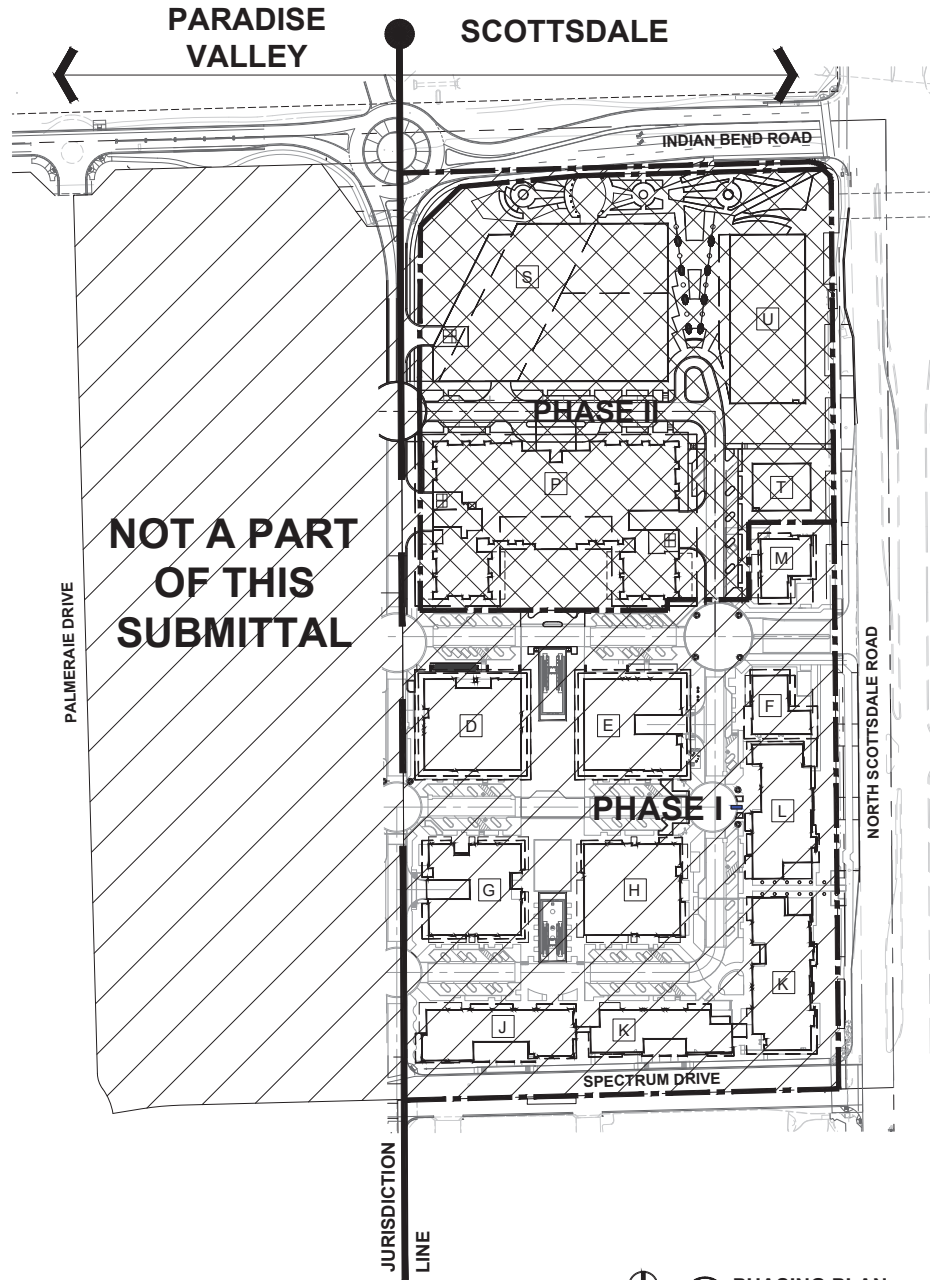
Date
JULY 24, 2020

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Project No.
318178

A110
SITE PLAN - OVERALL



01 PHASING PLAN
SCALE: 1"=80'

**NELSEN
PARTNERS**
ARCHITECTS & PLANNERS

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Scottsdale, Arizona 85254
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THE PALMERAIE
PHASE II ZONING
6990 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

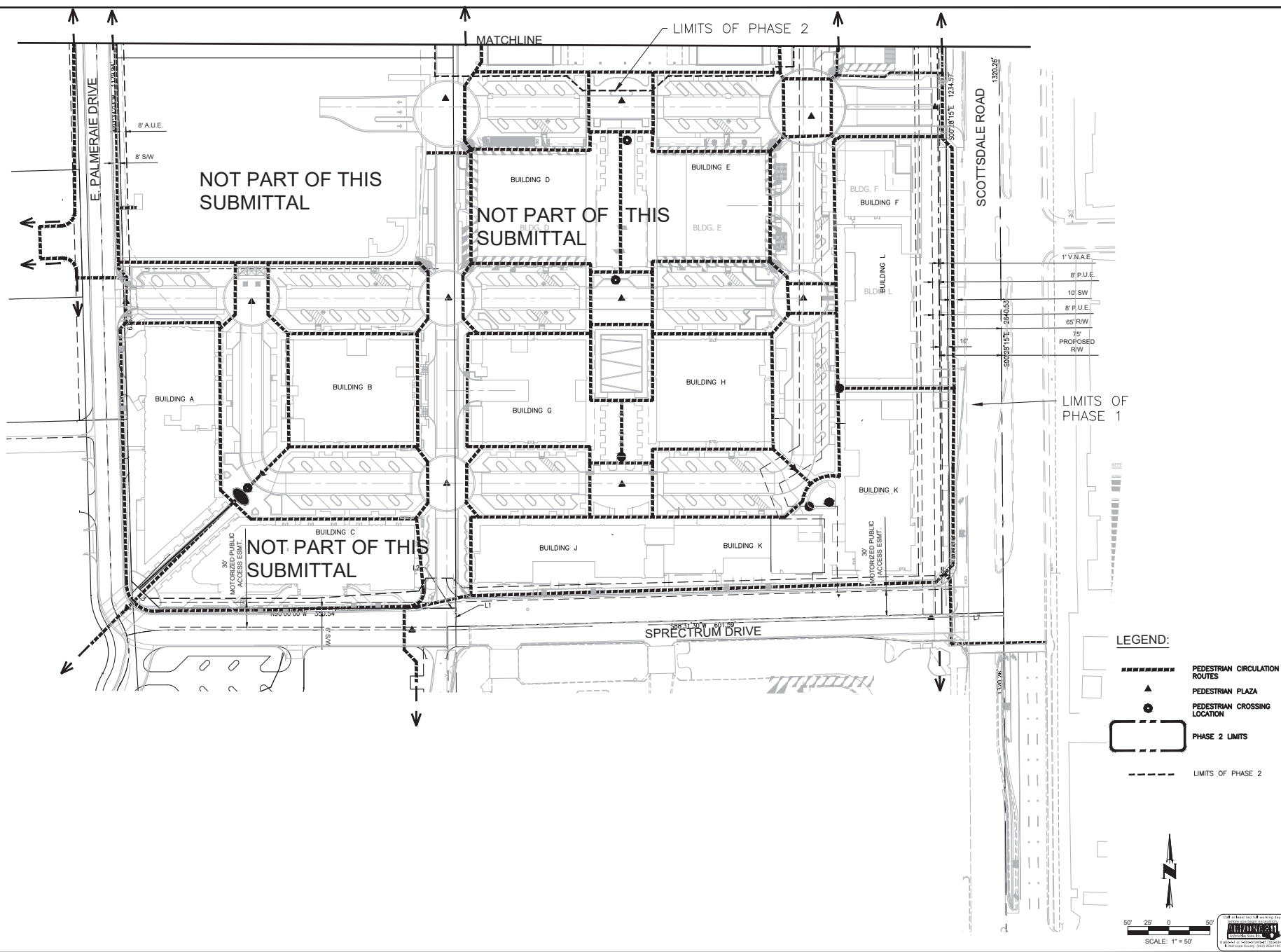
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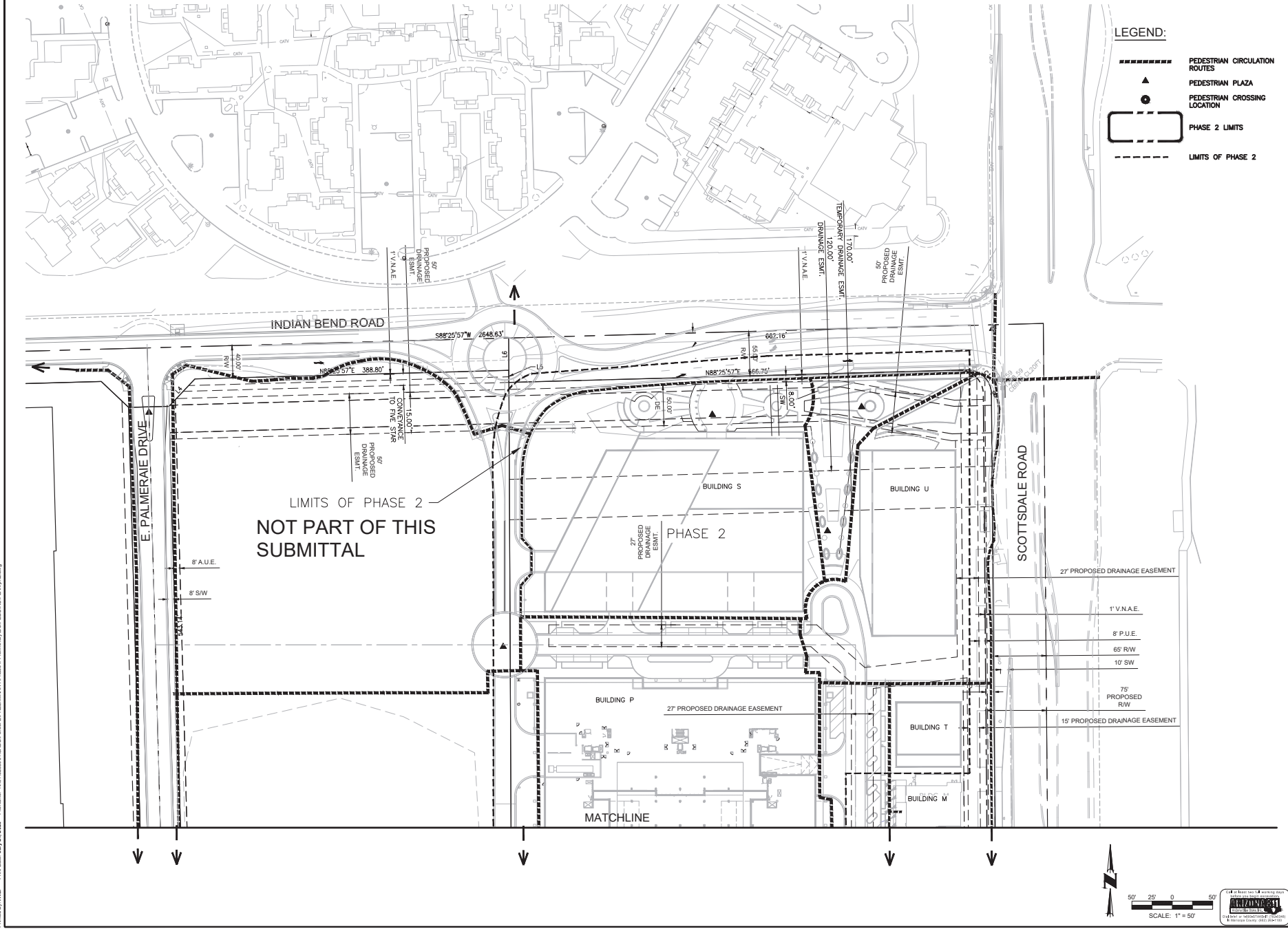
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Project No.
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A102
PHASING PLAN





LEGEND:

- PEDESTRIAN CIRCULATION ROUTES
- PEDESTRIAN PLAZA
- PEDESTRIAN CROSSING LOCATION
- PHASE 2 LIMITS
- LIMITS OF PHASE 2

PEDESTRIAN & VEHICULAR CIRCULATION PLAN NORTH THE PALMERIAE-PHASE 2

Coe & Van Loo Consultants, Inc.



NO.	REVISION	DATE

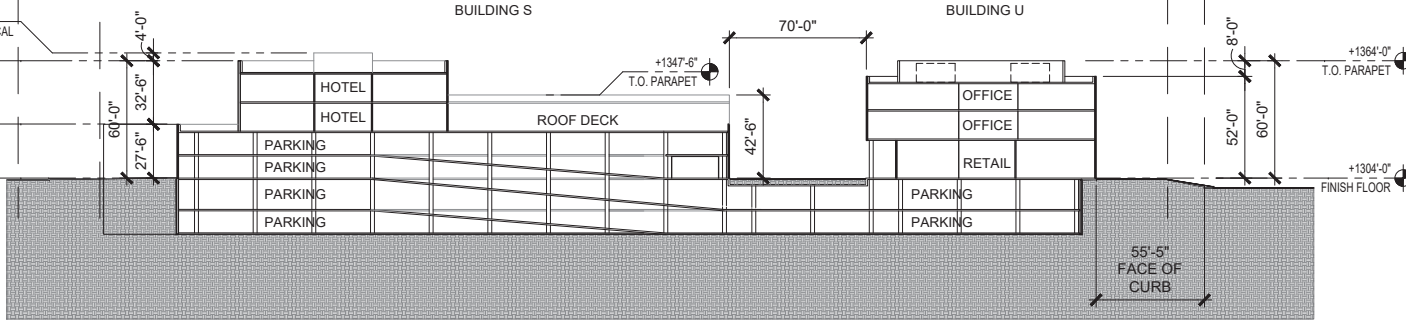
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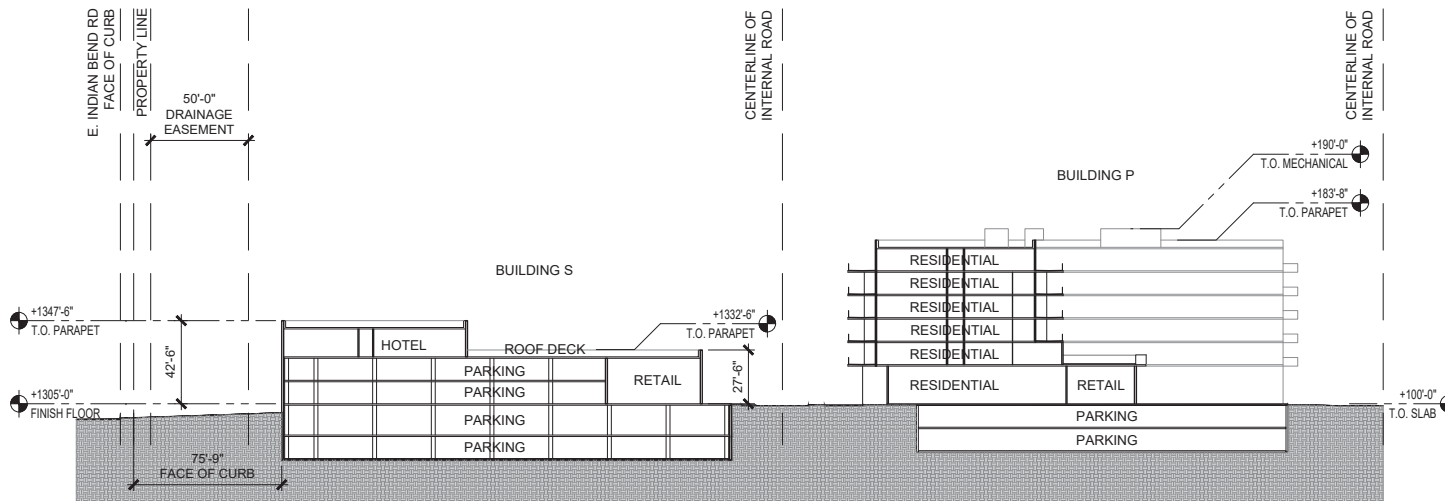
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DWG FILE #



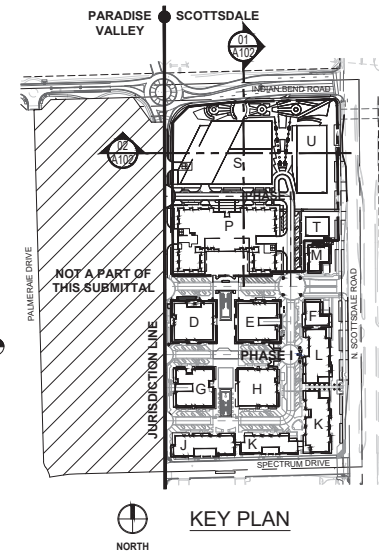
SCOTTSDALE, AZ



02 SITE SECTION - EAST/WEST (LOOKING NORTH)
SCALE: 1"=30' REF:



01 SITE SECTION - NORTH/SOUTH (LOOKING EAST)
SCALE: 1"=30' REF:



Date _____
JULY 24, 2020

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Project No.
318178

A400

SECTIONS

LX.101
1 of 2

PHASE 2 - FENDI OPEN SPACE PLAN CALCULATIONS

PROJECT DATA ZONING: PRC
NET LOT AREA: 133,310 SF
BUILDING HEIGHT: 90' (PER AMENDED DEVELOPMENT STANDARDS)

OPEN SPACE CALCULATIONS:

REQUIRED OPEN SPACE:

MAXIMUM BUILDING HEIGHT = 90' PROPOSED (90' ALLOWED)

FIRST 12' OF HEIGHT = 10% X NET LOT AREA

= .10 X 133,310 = 13,331 SF

NEXT 78' OF HEIGHT = 78' X .004 X 133,310 = 41,593 SF

OPEN SPACE REQUIRED (NOT INCLUDING PARKING LOT LANDSCAPING)

= 41,593 + 13,331 = 54,924 SF

OPEN SPACE REQUIRED (DOES NOT TO EXCEED 20% OF NET LOT AREA)

= 133,310 X .20 = 26,662 SF

OPEN SPACE REQUIRED PER AMENDED DEVELOPMENT STANDARDS

= 5% OF NET LOT AREA + 20% OF NET LOT AREA

= 6,666 SF + 26,662 SF = 33,328 SF

OPEN SPACE PROVIDED = 37,656 SF (OPEN SPACE PROVIDED EXCEEDS 20% + 5%
OF NET LOT AREA OF DEVELOPMENT PLAN)

PARKING LOT LANDSCAPING REQUIRED:

PARKING LOT AREA X 15%

5,600 SF X .15 = 840 SF

PARKING LOT LANDSCAPE PROVIDED = 10,968 SF

NOTE: PARKING LOT LANDSCAPING REQUIREMENTS IN ADDITION TO REQUIRED

OPEN SPACE

COURTYARD MINIMUM:

NET LOT AREA X 1%

98,567 SF X .01 = 985 SF

COURTYARD SPACE PROVIDED = 10,635 SF



DENOTES OPEN SPACE OTHER THAN FRONT OPEN SPACE
26,688 SF (10,635 COURTYARD SPACE + 16,053 OPEN SPACE)



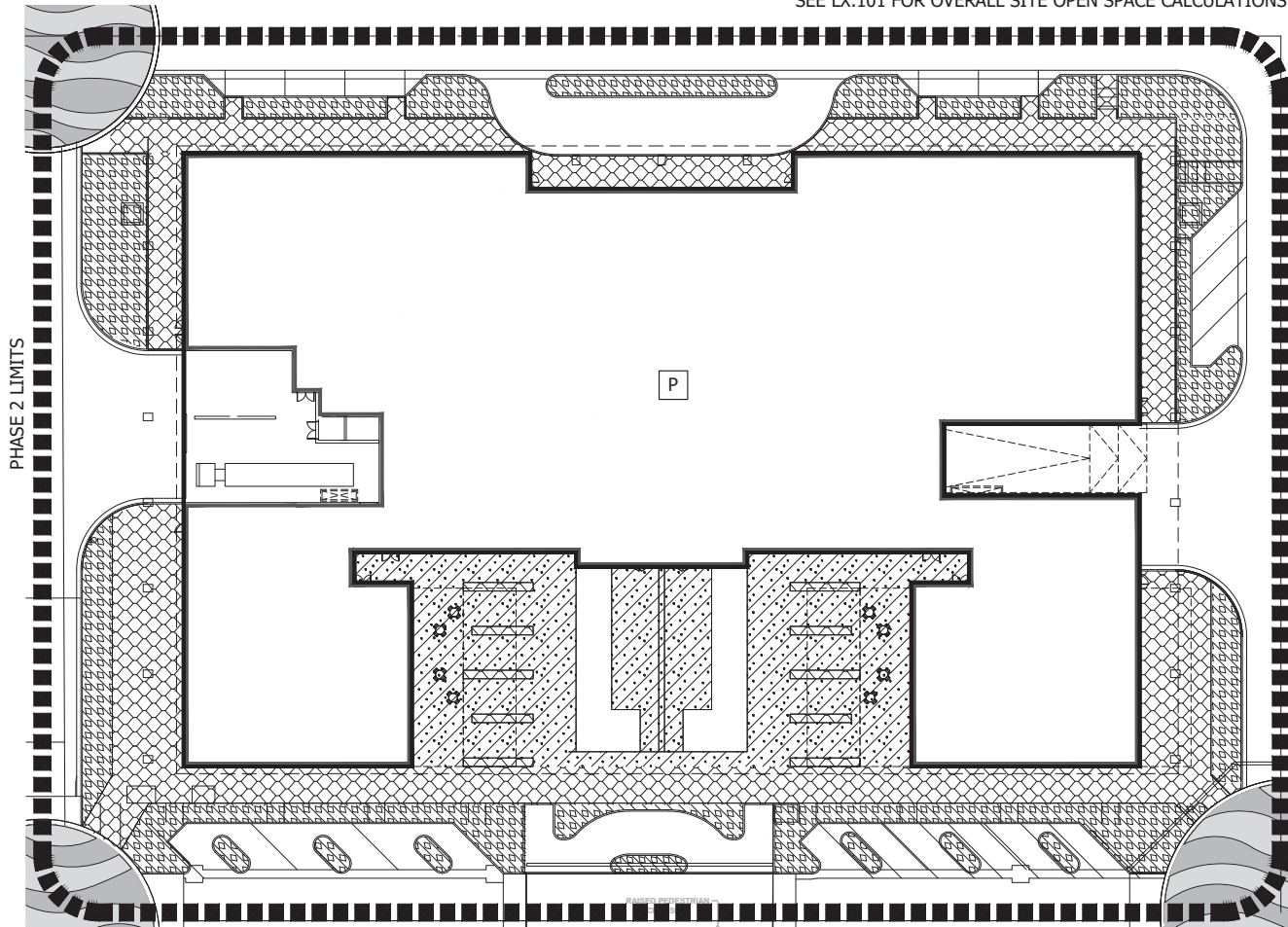
DENOTES PARKING LOT LANDSCAPING
10,968 SF



DENOTES COURTYARD SPACE
10,635 SF

*NOTE: OPEN SPACE CALCULATION INCLUDES ALL WALKWAYS, PATIOS, AND
PEDESTRIAN CORRIDORS

SEE LX.101 FOR OVERALL SITE OPEN SPACE CALCULATIONS



PALMERAIE

6990 N. SCOTTSDALE, RD.
SCOTTSDALE, AZ

OWNER / DEVELOPER

FIVE STAR DEVELOPMENT
RESORT COMMUNITIES, LLC
6720 N. SCOTTSDALE ROAD SUITE
130
SCOTTSDALE, AZ 85253
PHONE: (480) 657-7827
CONTACT: CHRIS KLECKA

LANDSCAPE ARCHITECT

TIM STARKEY
4550 N 12TH STREET
PHOENIX, AZ 85014
PHONE: 602.264.6831
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CELEBRATING 60 YEARS

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Civil Engineering - Water Systems - Wastewater Treatment - Land Planning - Energy - Land Survey - Landscape Architecture - Construction Management

PHASE 2 OPEN SPACE PLAN - FENDI

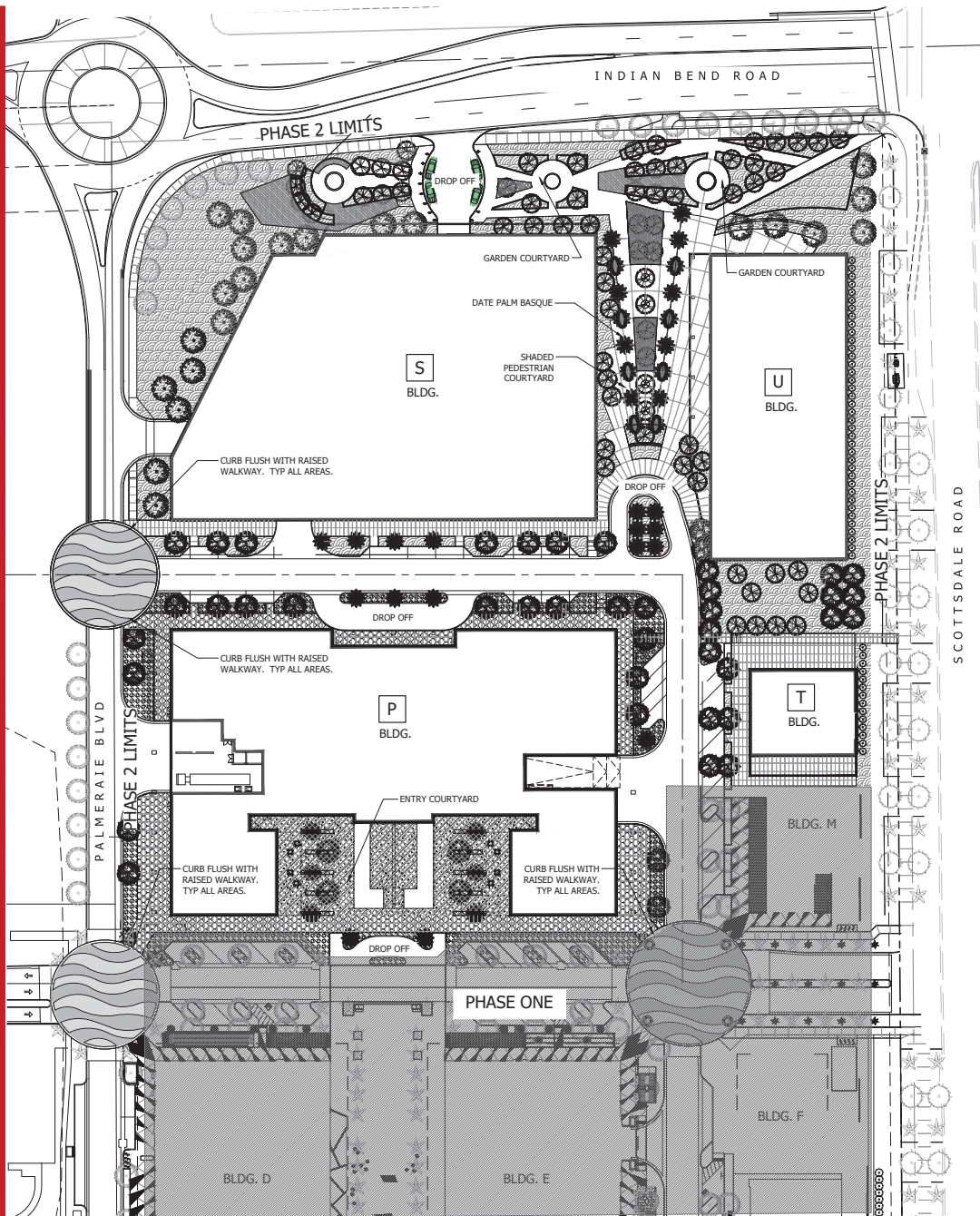


0 20 40 60 feet
SCALE: 1" = 20'

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Palmraie\LANDSCAPE\LX.OPEN SPACE - LANDSCAPE LX.102.dwg



LX.102
2 of 2



CONCEPT PLANT SCHEDULE

	STREET TREES CITRUS X TANGELO / TANGELO PISTACIA CHINENSIS / CHINESE PISTACHE PISTACIA X 'RED PUSH' / PISTACHE QUERCUS VIRGINIANA / SOUTHERN LIVE OAK SCHINUS TEREBINTHIFOLIUS / BRAZILIAN PEPPER ULMUS PARVIFOLIA 'TRUE GREEN' / TRUE GREEN ELM	22
	PALM TREES CHAMEROPS HUMILIS / MEDITERRANEAN FAN PALM CYCAS REVOLUTA / JAPANESE SAGO PALM PHOENIX DACTYLIFERA 'DAGLET NOOR' / DATE PALM WASHINGTONIA FILIBUSTA / HYBRID FAN PALM	41
	ACCENT TREES BAUBINIA MAGNANIMA / CHIOUACHUAN ORCHID TREE CAESALPINIA CACALACO 'SMOOTHIE' TM / CASCALOTE CITRUS X TANGELO / TANGELO CORDIA ROSSII / ANACARDIUM LAGERSTROEMIA X 'NATCHEZ' / WHITE CRAPE MYRTLE MULTI-TRUNK NERIUM OLEANDER 'LITTLE RED' TM / STANDARD LITTLE RED OLEANDER NERIUM OLEANDER 'WHITE' / STANDARD WHITE OLEANDER OLEA EUROPAEA 'WILSONI' / WILSON OLIVE PSTACIA LENTISSUS / HAZEL TREE SOPHORA SECUNDIFLORA / TEXAS MOUNTAIN LAUREL X CHITALPA TASHKENTENSIS / CHITALPA	70
	PALMERIAE TREES CITRUS X TANGELO / TANGELO	47
	GREEN SCREEN BAMBUSIA BONOPSIS / JADE GODDESS BAMBOO BAMBUSIA MULTIPLEX / HEDGE BAMBOO BAMBUSIA MULTIPLEX 'GOLDEN GODDESS' / GOLDEN GODDESS BAMBOO CITRUS X AURANTIUM / SOUR ORANGE FICUS MICROCARPA NITIDA / INDIAN LAUREL COLUMN LIGUSTRUM JAPONICUM / JAPANESE PRIVET	
	GREEN WALL FICUS PURPURA / CREEPING FIG PORTULACARIA NINA / ELEPHANT BUSH TRACHELOSPERMUM JASMINOIDES / STAR JASMINE TRELLIS	
	GROUND COVER CARISSA MACROCARPA 'GREEN CARPET' / GREEN CARPET NATAL PLUM CARISSA MACROCARPA 'TUTTLE' / NATAL PLUM BREMOPHILA GLABRA 'MINGEN GOLD' / EMU BUSH LANTANA CAMARA 'GOLD MOUND' / GOLD MOUND LANTANA LANTANA MONTEVIDENSIS 'PURPLE' / TRAILING LANTANA	
	SHRUB AREA AGAVE DESMETIANA / DWARF CENTURY PLANT AGAVE WEBERI / WEBER'S AGAVE ALOE BARBADENSIS / BARBADOS ALOE ANNUALS VARIES / SEASONAL ASPARAGUS DENSIFLORUS BAMBUSIA BONOPSIS / JADE GODDESS BAMBOO BAMBUSIA MULTIPLEX 'GOLDEN GODDESS' / GOLDEN GODDESS BAMBOO BOUGAINVILLEA X 'BARBARA KARST' / BARBARA KARST BOUGAINVILLEA BOUGAINVILLEA X 'ROSENA' / BOUGAINVILLEA BUXUS X 'GREEN GEN' / GREEN GEN BOXWOOD CALLISTEMON VIVIDUS 'LITTLE JOHN' / DWARF WEEPING BOTTLEBRUSH CARISSA MACROCARPA 'TUTTLE' / NATAL PLUM DASYLIRODION LONGISSIMUM / TOOTHLESS DESERT SPOON EUPHORBIA TRICALLI STICKS ON FIRE / PENCIL TREE HESPERALOE PARVIFLORA 'BRANKEIGHTS' TM / BRANKEIGHTS RED YUCCA HESPERALOE PARVIFLORA 'PINK PARADE' / PINK PARADE YUCCA HESPERALOE PARVIFLORA 'YELLOW' / YELLOW YUCCA HYMENOKYSS ACALUIS / ANGELITA DAISY LEUCOPHYLLUM ZYGOPHYLLUM 'BLUE RANGER' / CIMMERON MUHLENBERGIA CAPILLARIS / PINK MUHLY MUHLENBERGIA LINDEHEIMERI 'REGAL MIST' TM / MUHLY MUHLENBERGIA LINDEHEIMERI / LINDEHEIMER'S MUHLY MUHLENBERGIA LINDEHEIMERI 'AUTUMN GLOW' TM / LINDEHEIMER'S MUHLY MUHLENBERGIA RIGENS / DEER GRASS MYRTUS COMMUNIS 'COMPACTA' / DWARF MYRTLE NERIUM OLEANDER 'PETITE PINK' / OLEANDER NERIUM OLEANDER 'PETITE RED' / PETITE RED OLEANDER OLEA EUROPAEA 'LITTLE OLLIE' TM / LITTLE OLLIE OLIVE PEDALANTHUS MACROCARPUS / SLIPPER PHOTINIA X FRASERI / PHOTINIA ESPALIER PHOTINIA X FRASERI / PHOTINIA ESPALIER PODOCARPUS GRACILIOR 'COLUMN' / COLUMN / FERN PINE PRACANTHIA X 'BRILLIANT' / ESPALIER-PRACANTHIA RHAPHIOLEPS INDICA 'BALLEENA' / BALLEENA INDIAN HAWTHORN RHAPHIOLEPS INDICA 'CLARA' / INDIAN HAWTHORN RHAPHIOLEPS X DELACADORE 'MAJESTIC BEAUTY' TM / MAJESTIC BEAUTY INDIAN HAWTHORN ROSA CHINENSIS / CHINESE ROSE RUELLIA BRITTONIANA / BLUE RUELLIA RUELLIA PERENNIALIS / WILD PETUNIA RUELLIA EQUESTIFORMIS / CORAL FOUNTAIN STRELTIZIA NICOLAI / GIANT BIRD OF PARADISE STRELTIZIA NICOLAI / GIANT BIRD OF PARADISE TECOMA STANS / YELLOW BELLS TECOMA X 'SERRA APRICOT' / SERRA APRICOT YELLOW BELLS TECOMA X 'SOLAR FLARE' / SOLAR FLARE TECOMA TRACHELOSPERMUM JASMINOIDES / STAR JASMINE TRELLIS WEDDIA TRICOLORATA / WEDDIA XYLOPSA CONGESTUM / SHINY XYLOPSA	



PALMERIAE

6990 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

OWNER / DEVELOPER
FIVE STAR DEVELOPMENT
RESORT COMMUNITIES, LLC
6720 N. SCOTTSDALE ROAD SUITE
130
SCOTTSDALE, AZ 85253
PHONE: (480) 657-7827
CONTACT: CHRIS KLECKA

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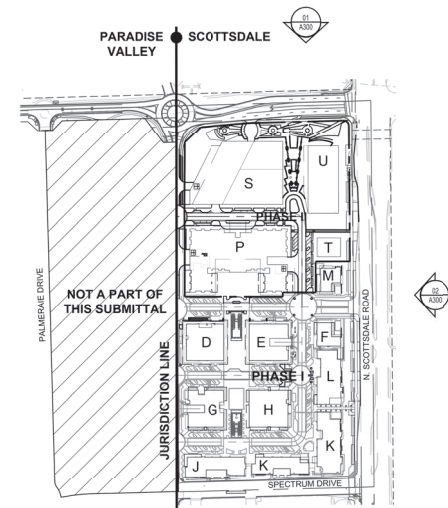
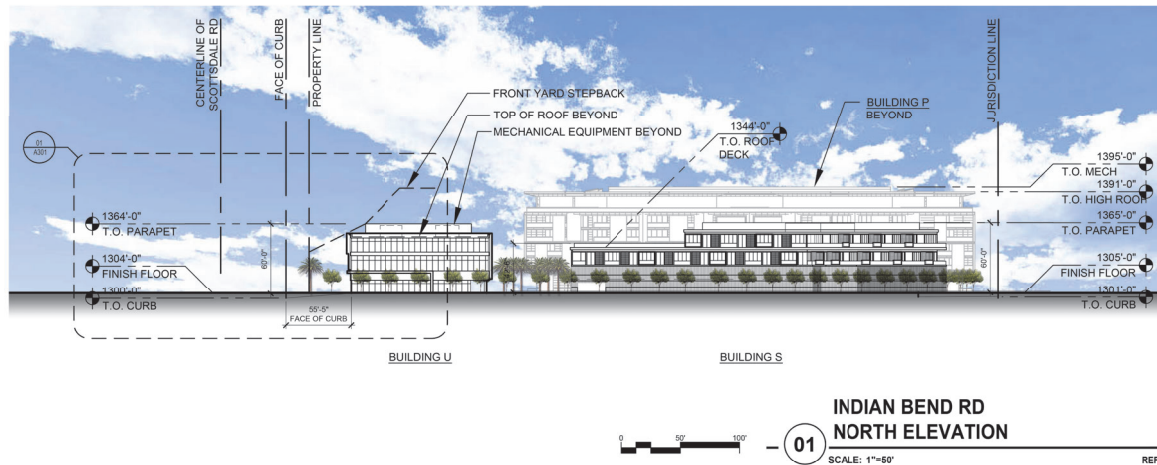
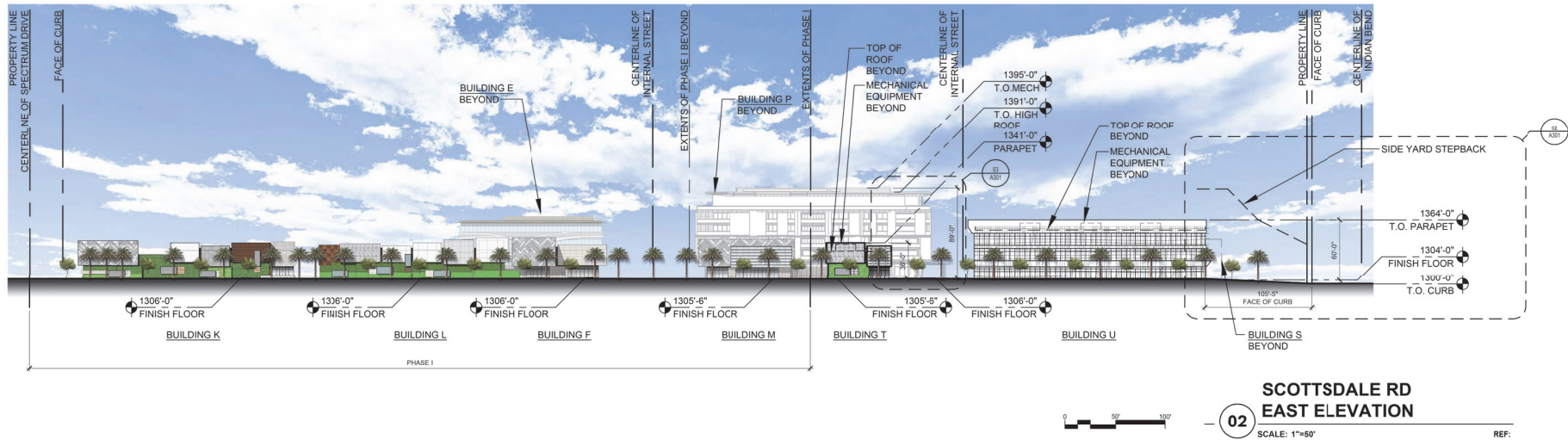
PHASE 2 LANDSCAPE PLAN

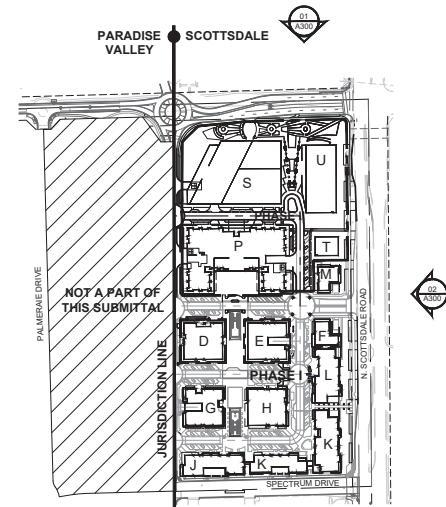
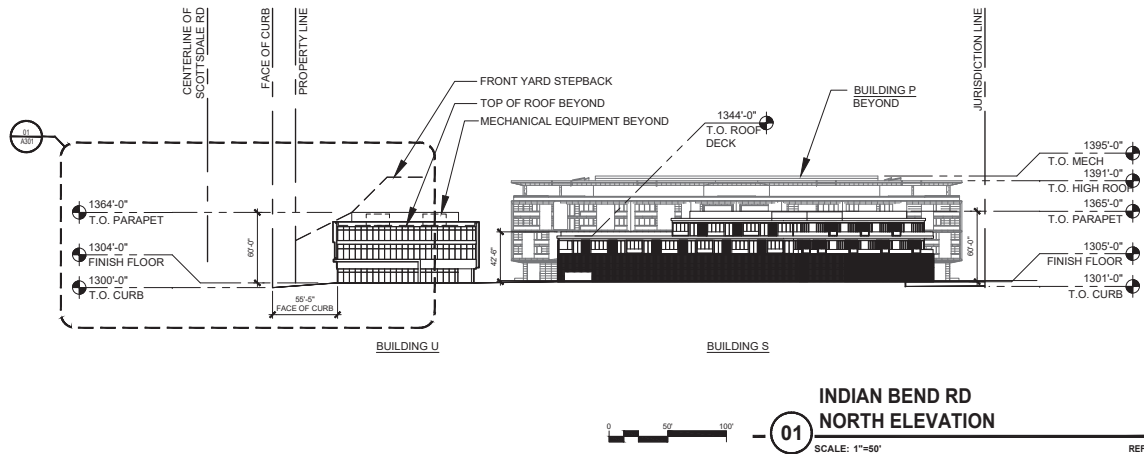
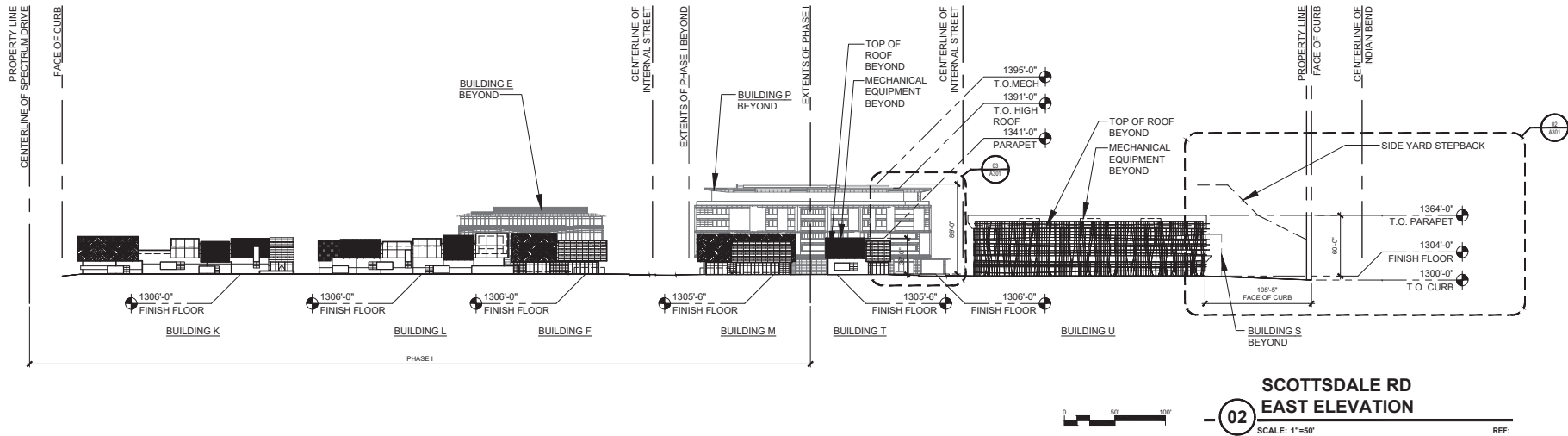


0 40 80 120 feet
SCALE: 1" = 40'



EXHIBIT LS.101
1 of 1





**THE PALMERAIE
PHASE II ZONING**
6990 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

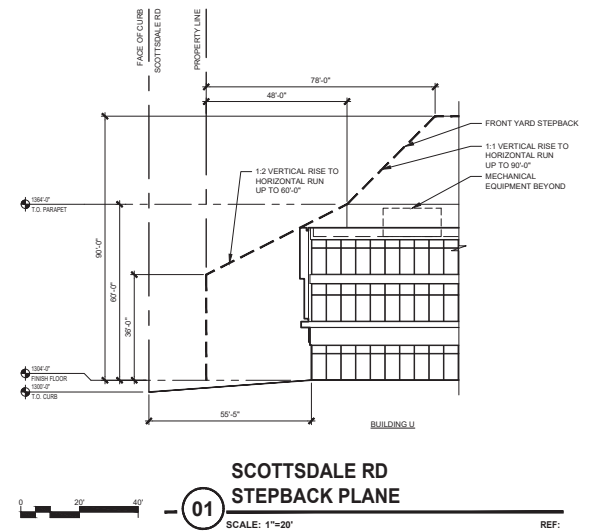
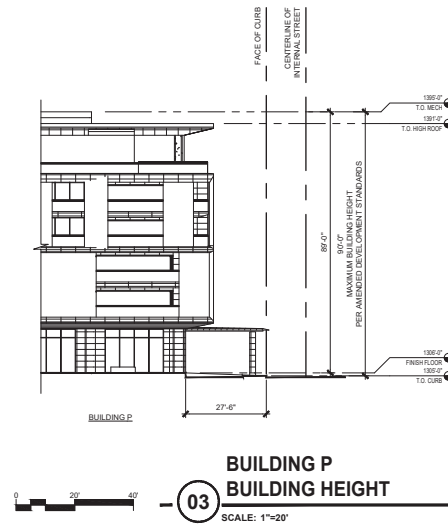
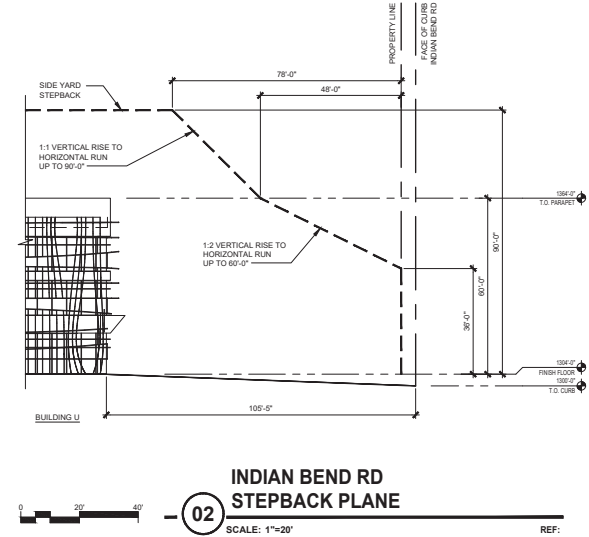
Date
JULY 24, 2020

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Project No.
318178

A301
STEPBACKS





01 VIEW TO THE PALMERAIE FROM NORTHEAST CORNER
SCALE: N.T.S. REF:

**NELSEN
PARTNERS**
ARCHITECTS & PLANNERS

Nelson Partners, Inc.
Austin | Scottsdale
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Suite 400
Scottsdale, Arizona 85254
480-344-0000
www.nelsonpartners.com



THE PALMERAIE
PHASE II ZONING
6990 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

Date
JULY 24, 2020

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A120
PERSPECTIVE



01 VIEW TO THE PALMERAIE FROM SANDS NORTH ENTRY DRIVE
SCALE: N.T.S. REF:

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PHASE II ZONING
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Date
JULY 24, 2020

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A121
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A122
PERSPECTIVE



01 VIEW TO BUILDING P FROM SCOTTSDALE ROAD ENTRY
SCALE: N.T.S. REF:

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Date
JULY 24, 2020

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Project No.
318178

A123
PERSPECTIVE



01 SOUTH ELEVATION VIEW OF BUILDING P
SCALE: N.T.S.

REF:

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Project No.
318178

A124
PERSPECTIVE



01 VIEW OF BUILDING P COURTYARD
SCALE: N.T.S.

REF:

DEVELOPMENT REVIEW BOARD CRITERIA ANALYSIS

Per Section 1.904. of the Zoning Ordinance, in considering any application for development, the Development Review Board shall be guided by the following criteria:

1. The Board shall examine the design and theme of the application for consistency with the design and character components of the applicable guidelines, development standards, Design Standards and Policies Manual, master plans, character plan and General Plan.
 - *The applicant states that the Development Plan incorporates the goals and approaches of the General Plan, Southern Scottsdale Character Area Plan and the applicable design guidelines, including the Scottsdale Road Streetscape Design Guidelines. Please refer to the project narrative for detailed information (Attachment #3).*
 - *Staff finds that the Development Plan is generally consistent with the Zoning Ordinance as well as the Character and Design element of the General Plan, and the Southern Scottsdale Character Area Plan (SSCAP), which designates the site as Resort/Tourism. Additionally, staff has found the Development Plan to be designed in conformance with the Design Standards & Policies Manual.*
2. The architectural character, landscaping and site design of the proposed development shall:
 - a. Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;
 - b. Avoid excessive variety and monotonous repetition;
 - c. Recognize the unique climatic and other environmental factors of this region to respond to the Sonoran Desert environment, as specified in the Sensitive Design Principles;
 - d. Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District; and
 - e. Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback or architectural details, in the Historic Property Overlay District.
 - *The applicant states the Development Plan has been designed to be compatible with the other existing buildings in the area, while incorporating contemporary design themes and sustainable design strategies. Further, the applicant states that buildings on the site have been designed with a variety of heights, massing, and materials to avoid monotonous repetition. Finally, the landscaping has been designed to be compatible with the desert environment while incorporating characteristics of the Resort Corridor by providing a lush, oasis environment at pedestrian locations.*
 - *Staff finds the proposed Development Plan promotes a desirable relationship of structures within the site and to existing structures in the surrounding area. The proposed buildings have a contemporary design style that utilize a variety of massing and materials to avoid monotonous repetition. The buildings feature large overhangs that provide shading to building fenestration that appropriately responds to the unique climate of the Sonoran Desert. The site is not located within the ESL Overlay District nor the Historic Preservation Overlay District.*

3. Ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be designed as to promote safety and convenience.
 - *The applicant states the proposed Development Plan provides a network of pedestrian connections from the buildings on the site to Scottsdale Road, Indian Bend Road and Phase 1 of the development project. Additionally, parking has been provided primarily in underground or above-ground garages and service areas have been located to reduce visibility and allow for convenience servicing of the site.*
 - *Staff finds the ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways have been designed to promote safety and convenience. The Development Plan proposes several connections to adjoining streets and adjacent properties. The onsite driveways provide efficient access throughout the site and deemphasizes vehicular traffic to promote pedestrian traffic by placing most parking in underground or above-ground parking structures with centralized entrances/exits. Service areas have been appropriately located to promote efficient servicing of the site.*
4. If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.
 - *The applicant states the proposed mechanical equipment will be roof mounted and fully screened by parapet walls.*
 - *Staff finds the proposed mechanical equipment will be screened by parapet walls that are integral to the building design.*
5. Within the Downtown Area, building and site design shall:
 - a. Demonstrate conformance with the Downtown Plan Urban Design & Architectural Guidelines;
 - b. Incorporate urban and architectural design that address human scale and incorporate pedestrian-oriented environment at the street level;
 - c. Reflect contemporary and historic interpretations of Sonoran Desert architectural traditions, by subdividing the overall massing into smaller elements, expressing small scale details, and recessing fenestrations;
 - d. Reflect the design features and materials of the urban neighborhoods in which the development is located; and
 - e. Incorporate enhanced design and aesthetics of building mass, height, materials and intensity with transitions between adjacent/abutting Type 1 and Type 2 Areas, and adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.
 - *This criterion is not applicable.*
6. The location of artwork provided in accordance with the Cultural Improvement Program or Public Art Program shall address the following criteria:
 - a. Accessibility to the public;
 - b. Location near pedestrian circulation routes consistent with existing or future development or natural features;
 - c. Location near the primary pedestrian or vehicular entrance of a development;
 - d. Location in conformance with Design Standards and Policies Manual for locations affecting existing utilities, public utility easements, and vehicular sight distance requirements; and
 - e. Location in conformance to standards for public safety.
 - *This criterion is not applicable.*

PRC AMENDED DEVELOPMENT STANDARDS REQUIREMENTS ANALYSIS

Pursuant to Section 5.2608. of the Zoning Ordinance, in considering any application for amended development standards, the Development Plan shall meet following requirements and criteria:

Section 5.2608.D.

1. The following requirements are applicable to the amended development standards shown on the Development Plan:
 - a. Vertically integrated mixed-use development is required.
 - *The Development Plan incorporates vertically integrated mixed-use development within the building requesting additional bonus height, as well as other buildings on the site.*
 - b. Non-density based use distribution: five percent of the total gross floor area shall be non-density based uses located within the story at grade.
 - *Over 58% of the total floor area for the Phase II portion of the Development Plan is non-density based uses. A large portion of that total is located on the ground floor of each building to far exceed the minimum 5% requirement.*
 - c. Density based uses or guest unit distribution. Minimum: Twenty (20) percent of the total gross floor area shall be density based uses or guest units, or a combination of the two.
 - *Nearly 42% of the total floor area for the Phase II portion of the Development Plan is density based uses, far exceeding the minimum requirement.*
 - d. Open space.
 - i. Additional: Equal to or greater than 0.05 multiplied by the land area where the amended development standards are located on the Development Plan.
 - *The Phase II portion of the Development Plan is required a minimum of 63,161 square feet of open space (20% of net lot area). The additional 5% open space requirement brings the minimum open space requirement to 78,951 square feet. The Development Plan proposes a total of 99,883 square feet of open space (excluding courtyard open space).*
 - ii. Placement: The additional open space shall be placed in the same location as the amended development standards.
 - *The open space is located in the same location as the amended development standards.*
 - e. Building massing at the perimeter of the Development Plan.
 - i. Stepbacks adjacent to a residential district boundary.
 - (1) Portions of buildings that are adjacent to a residential district boundary shown on Table 4.100.A., or the residential portion of a Planned Community P-C, or any portion of a Planned Residential Development PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A. Minimum: Building height of sixty (60) feet or less is as required in Section 5.2606.E. Building heights greater than sixty (60) feet, the minimum is as follows: 1:1 vertical rise to horizontal run, beginning at the point where the sixty (60) feet of building height can be located. See Example 5.2608.D.1.
 - *The Development Plan meets the requirements of this section. Refer to the stepback graphics provided in the Development Plan (Attachment #3).*
 - ii. Stepbacks where not adjacent to a residential zoning boundary.

- (1) Front yard. Minimum: Building height of sixty (60) feet or less is as required in Section 5.2606.F.1.a. Building heights greater than sixty (60) feet, the minimum is as follows: 1:1 vertical rise to horizontal run, beginning at the point where the sixty (60) feet of building height can be located. See Example 5.2608.D.2.
- (2) Side and rear yards. Minimum: Building height of sixty (60) feet or less is as required in Section 5.2606.F.1.b. Building heights greater than sixty (60) feet, the minimum is as follows: 2:1 vertical rise to horizontal run, beginning at the point where the sixty (60) feet of building height can be located. See Example 5.2608.D.3.
- *The Development Plan meets the requirements of this section. Refer to the setback graphics provided in the Development Plan (Attachment #3).*
- iii. Building façade length. Maximum: Two hundred (200) feet without an offset or recess in the building wall plane.
- iv. Building façade offset or recess. Minimum: Twenty (20) feet in depth projecting away from the street for a minimum distance equivalent to twenty (20) percent of the building width, and angled between ninety (90) degrees and forty-five (45) degrees to the building wall plane.
- *The buildings on the site feature variation in the wall planes at several intervals, including large setbacks of 20 feet or more on longer wall planes. The Development Plan meets the requirements of this section. Refer to the site plan and building elevations provided in the Development Plan (Attachment #3).*
- f. Parking.
 - i. Underground parking structures are required and shall be integrated into the building as determined by the Development Review Board.
 - ii. Above-ground parking structures may be provided and shall be fully concealed from the public view through integration of the parking structure into the building and the use of architecturally integrated materials as determined by the Development Review Board.
 - *Most of the parking is being provided in a multi-level underground parking structure. Portions of the Development Plan also feature above grade parking structures that have been architecturally integrated into the buildings on the site. Refer to the building elevations, perspectives and site sections provided in the Development Plan (Attachment #3).*
2. Scottsdale's Green Building Program. The development shall be in compliance with Scottsdale's Green Building Program requirements.
 - *The applicant states in the project narrative that all buildings of Phase II of the Development Plan will be compliant with the Scottsdale Green Building Program and has agreed to be stipulated to the requirements of the Program. The Scottsdale Green Building Program requires the integration of the International Green Construction Code (IgCC) to demonstrate compliance with the Program.*

Section 5.2608.E.

1. Before the first Planning Commission hearing, the Development Review Board shall make a recommendation to the Planning Commission regarding the proposal based on the following criteria.
 - a. The location and massing of the proposed increase in height relate to the context and character of the site and surrounding area and are not intrusive.
 - *The applicant states that the proposed increase in height for one building of the Development Plan is not intrusive to the surrounding area due to the central location of the building on the site and other buildings on the site that conceal most of the building from offsite views. The applicant notes that the proposal meets or exceeds all required setbacks and stepback requirements.*
 - *Staff finds that the increased height is generally taller than existing buildings in the surrounding area. To mitigate that additional height, the building has been placed at the center of the site and surrounded by lower-scale buildings that provide a transition in height to the existing buildings surrounding the site. Finally, the massing of the building has been broken up into different sections with varying wall planes, stepbacks and materials utilized to further reduce the apparent size and mass of the building.*
 - b. The development contributes to the future continuity of character area design concepts, corridor design guidelines, and other City design policies.
 - *The applicant states that the Development Plan has been designed to contribute to the future continuity of character area design concepts and other City design policies through vertically integrating uses on the site and providing additional open space throughout the site. Parking has been provided in underground parking garages or in concealed above-grade parking structures in character with City design guidelines.*
 - *Staff finds the Development Plan contributes to the continuity of character and design concepts of the Resort Corridor as outlined in the General Plan and Southern Scottsdale Character Area Plan. Further, the project incorporates elements of the Scottsdale Road Streetscape Design Guidelines along the project's frontage with N. Scottsdale Road. Finally, the Development Plan incorporates the policies of the Sensitive Design Principles, the Commercial Design Guidelines and the Restaurant Design Guidelines in a cohesive proposal that promotes the long-term vitality of the Resort Corridor in Scottsdale.*

DEVELOPMENT INFORMATION

Zoning History

The site was annexed into the City in 1962 by Ord. 121 and zoned to Single-family Residential District (R1-35). In 1976 the site was rezoned from R1-35 to Resort/Townhouse Residential (R-4R). Most-recently in 2017 the site was rezoned to the current Planned Regional Center (PRC) designation for the first phase of the Palmeraie proposal. That approval included a stipulation that the second phase (northern portion) of the site return for additional review and approval through the zoning district map amendment process when more details regarding the site were finalized.

Community Involvement

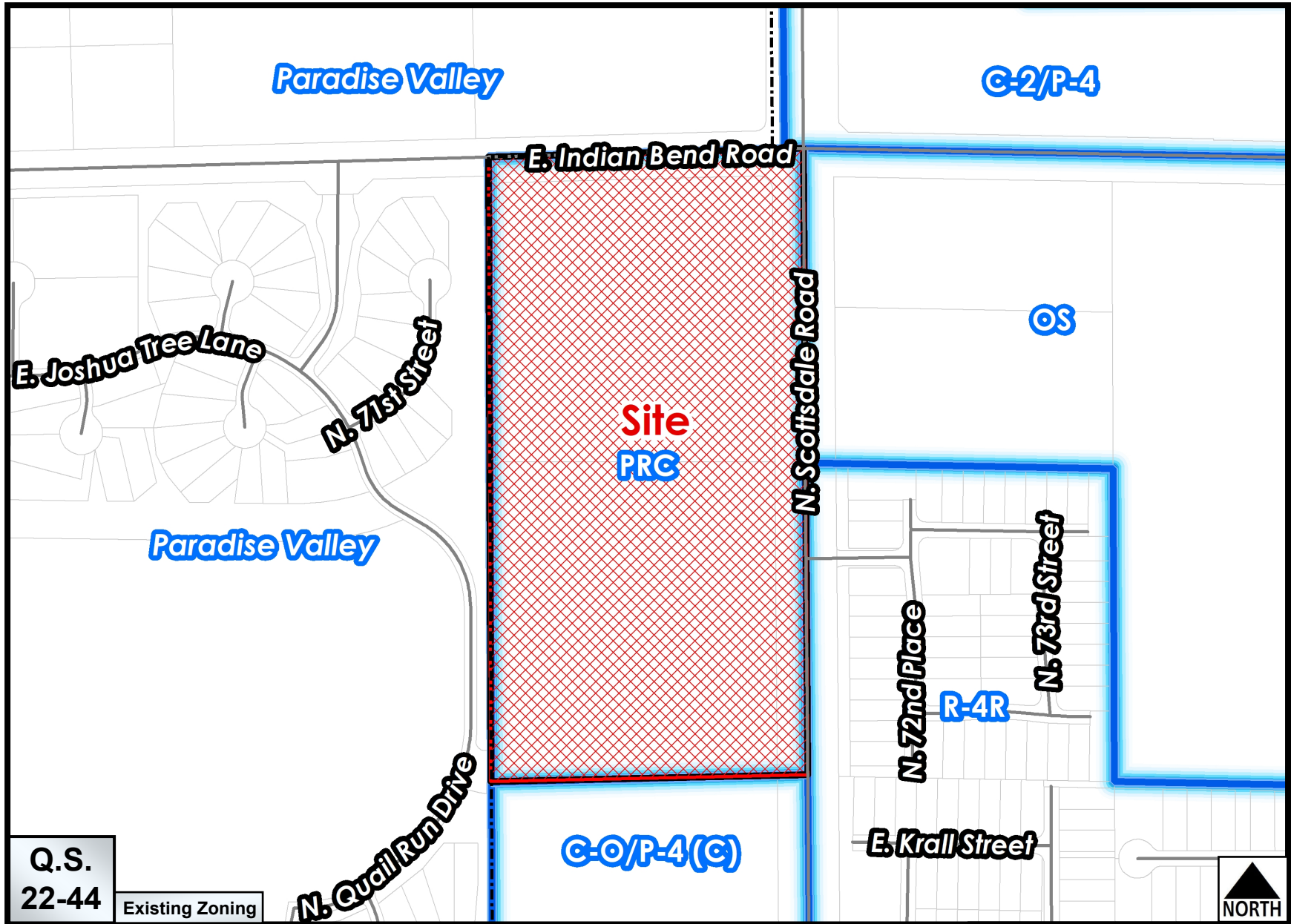
As part of the zoning district map amendment request, the applicant team notified all property owners within 750 feet of the site and held an open house meeting on January 31, 2019 and attended an informational meeting on September 26, 2019 with residents. With the submittal of the application, staff notified all property owners within 750 feet of the site. Staff has received several phone inquiries and a collection of emails in opposition to the proposed increase in building height above the base 60-foot maximum. The applicant also submitted several letters in support of the proposal. A summary of the applicant's outreach efforts as well as copies of community input are attached to this report as Attachment #8.

Context

Located at the southwest corner of the intersection of E. Indian Bend Road and N. Scottsdale Road the surrounding developments are a mix of office, retail, resort, civic and residential uses.

Project Data

- Existing Use: Vacant
- Proposed Use: Mixed Use including retail, office, restaurant, residential
- Property Size: 747,054 square feet / 17.15 acres (net, overall site)
431,249 square feet / 9.9 acres (net, Phase I only)
315,805 square feet / 7.25 acres (net, Phase II only)
- Residential Space: 198,346 square feet (overall site)
- Non-Residential Space: 521,852 square feet (overall site)
- Total Building Area: 720,198 square feet (overall site)
- Floor Area Ratio Allowed: 0.8
- Floor Area Ratio Proposed: 1.0 (achieved through bonus)
- Building Height Allowed: 60 feet (exclusive of rooftop appurtenances)
- Building Height Allowed: 90 feet (inclusive of rooftop appurtenances – with bonus)
- Building Height Proposed: 90 feet (inclusive of rooftop appurtenances)
- Parking Required: 1,764 spaces (overall site)
- Parking Provided: 2,195 spaces (overall site)
- Open Space Required: 165,201 square feet / 3.79 acres (overall site)
- Open Space Required: 78,951 square feet / 1.81 acres (Phase II only)
- Open Space Provided: 99,883 square feet / 2.29 acres (Phase II only)
- Dwelling Units Allowed: 422 units (overall site)
- Dwelling Units Proposed: 41 units (overall site)
- Density Allowed: 21 dwelling units per gross acre
- Density Proposed: 2.04 dwelling units per gross acre (overall site)



Palmeraie Phase II

ATTACHMENT #7

7-ZN-2016#2

CITIZEN REVIEW & NEIGHBORHOOD INVOLVEMENT REPORT

Palmeraie Phase 2

March 30, 2020

Overview

This Citizen Review Report is being performed in association with a request for a Zoning District Map Amendment to approve the proposed Development Plan and Planned Shared Development overlay of a property located at the southwest corner of Scottsdale Road and Indian Bend Road. The proposed project would respond to market conditions and could include retail, office, residential and/or hotel uses. This Citizen Review Report will be updated throughout the process.

The entire project team is sensitive to the importance of neighborhood involvement and creating a positive relationship with property owners, residents, business owners, homeowners associations, and other interested parties. Communication with these parties will be ongoing throughout the process. Work on compiling a list of impacted and interested stakeholders and neighborhood outreach began prior to the application filing and will also continue throughout the process. Communication with impacted and interested parties has taken place with verbal, written, electronic, and door-to-door contact.

Community Involvement

The outreach team has been communicating with neighboring property owners, HOA's, and community members by telephone, one-on-one meetings and door-to-door outreach since early January of 2019. Members of the outreach team have continued to be available to meet with any neighbors who wish to discuss the project. Additionally, they will be contactable via telephone and/or e-mail to answer any questions relating to the project.

Surrounding property owners, HOAs and other interested parties were noticed via first class mail regarding the project. The distribution of this notification met the City's requirements as specified in the Citizen Review Checklist. This notification contained information about the project, as well as contact information. This contact person will continue to provide, as needed, additional information and the opportunity to give feedback. The notification also contained information regarding a neighborhood Open House that was held on January 31, 2019 at the First Christian

ATTACHMENT #8

Church for those who wished to learn more about the project. The location and time were posted on the Early Notification Sign.

12 interested people attended the Open House. Most attendees were generally supportive of the project with questions arising about height, traffic, construction impacts, and effect on property values. These questions were all addressed at the Open House. On September 26, 2019 the Development team attended an informational meeting on the project held by the residents of Sands North in the Sands North Clubhouse. Approximately 20 residents attended and expressed support for the proposal. They were particularly pleased that access to the project would not impact their neighborhood access and that line of site views of the project from their neighborhood would not be impaired. The outreach team will continue to be available to respond to any neighbors who have questions or comments. To date, no additional concerns have been raised by neighbors.

A vital part of the outreach process is to allow people to express their concerns and understand issues and attempt to address them in a professional and timely matter. Again, the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project.

ATTACHMENTS:

Notification Letter
Notification List
Affidavit of Posting
Sign-in sheets
Comment Cards



January 18, 2019

Re: The Palmeraie Phase 2 - Southwest Corner of Scottsdale and Indian Bend Roads

Dear Property Owner or Interested Citizen:

Our office represents Five Star Development with regard to the roughly 20-acre site located at the southwest corner of Scottsdale Road and Indian Bend Road in Scottsdale, Assessor Parcel No. 174-56-001D and 002A, (the "Property") as shown on the attached aerial plan. You may recall receiving previous correspondence from our office or from the City of Scottsdale regarding the development of this site for an exciting, mixed-use project called the Palmeraie. The purpose of this letter is to provide an update on the project and invite you to an upcoming open house meeting.

In 2017, the City Council unanimously approved the Palmeraie's rezoning and Development Plan request. The developed was divided into phases, with the south 11-acres (Phase I) planned for a high-end, open air retail shopping center designed to work in conjunction with the adjacent Ritz Carlton project and associated developments. The north 9-acres (Phase II shown with dotted line on the attached plan), would respond to market conditions and could include additional retail, office, residential and/or boutique hotel use. Phase I is currently in the Development Review process and should begin construction this year. Our office recently filed the required preliminary application (Case No. 7-ZN-2016#2) for Phase II. The property is currently zoned Planned Regional Center (PRC) and has a General Plan designation of Resort / Tourism. The existing General Plan designation and Zoning designation will not be changed with this application.

If you are interested in learning more about the project and recent application, we have scheduled an open house as follows: Thursday, January 31, 2019 from 6:00-7:00pm, at the First Christian Church, 7405 E. McDonald Drive, Scottsdale. Feel free to stop by at any time between 6:00 and 7:00 pm. If this date and time are not convenient, we would be happy to speak with you individually. Please contact me at 602.230.0600 or George@WitheyMorris.com. You can also reach the City's Project Coordinator is Brad Carr at 480.312.7713 or BCarr@ScottsdaleAZ.gov. In the future, you should be receiving notification postcards from the City regarding the case and its schedule for public hearings. Information can also be found on the City's website at: <https://www.scottsdaleaz.gov/planning-development/projects-in-process>

Thank you for your courtesy and consideration.

Sincerely,
Withey Morris P.L.C.

By 
George Pasquel III

Enclosure: Aerial/site plan



Overall Site Plan

PALMERAIE - PHASE II
NEIGHBORHOOD OUTREACH

SCOTTSDALE, AZ | #318778 | NOVEMBER 14, 2018

SCALE: 1" = 100'

1" = 100'

1" = 100'

1" = 100'



**NELSEN
PARTNERS**
ARCHITECTS & PLANNERS

7000 EAST LINCOLN RESORT COMM
PAR B RES ASSOC
8800 N GAINES CENTER DR STE 350
SCOTTSDALE, AZ 85258

AZADEH HAFEZ
9116 N FOOTHILLS MANOR DR
PARADISE VALLEY, AZ 85253

BEAMER RICHARD S/PATRICIA A
4821 LAKE WASHINGTON BLVD S
SEATTLE, WA 98118

BRIAN A WEINBERGER LIVING TRUST
7249 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

BRUNACINI JEANNETTE L TR
1261 BONA TERRA LOOP NW
ALBUQUERQUE, NM 87114

CALAMITO LUCETTE G
6829 N 72ND PL
SCOTTSDALE, AZ 85250

CLAYTON W COADY LIVING TRUST
6940 E INDIAN BEND RD
PARADISE VALLEY, AZ 85253

CUERNAVACA HOMEOWNERS ASSOC
INC
532 E MARYLAND AVE STE F
PHOENIX, AZ 85012

DODDS GIANNA TR
6701 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250

DUNIK BRIAN R/CATHERINE F
6701 N SCOTTSDALE RD LOT 30
SCOTTSDALE, AZ 85250

AF AND JC TRUST
6701 N SCOTTSDALE RD NO 15
SCOTTSDALE, AZ 85250

BAMBOO RANCH LIMITED LLC
6701 N SCOTTSDALE RD UNIT 32
SCOTTSDALE, AZ 85250

BINDI LIVING TRUST
312 ARIAS ST
SAN RAFAEL, CA 94903

BRODKIN TERRY B
7320 E SHOEMAN LN
SCOTTSDALE, AZ 85251

BUTLER BLAKE/ROCITSA
6846 N 72ND PL
SCOTTSDALE, AZ 85250

CASABELLA ASSOCIATION
7255 E HAMPTON AVE STE 101
MESA, AZ 85209

CLS TRUST
PO BOX 45515
PHOENIX, AZ 85064

CYNTHIA E GIBSON TRUST
6835 N 73RD ST
SCOTTSDALE, AZ 85250

DOUGLAS ALAN COLE TRUST
6929 N HAYDEN RD SUITE C4-508
SCOTTSDALE, AZ 85250

ELAINE A ROSENTHAL FAMILY LIVING
TRUST
6839 N 73RD ST
SCOTTSDALE, AZ 85250

ASCHERL GEORGE F JR/GEORGE F III
7238 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

BARKER CURTISS F II/SUSAN C TR
6701 N SCOTTSDALE RD NO 16
SCOTTSDALE, AZ 85250

BISSELL CAROLINE VIRGINIA TR
7231 E CACTUS WREN RD
SCOTTSDALE, AZ 85250

BROWN SHERRIL S
7245 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

CACTUS RUN LLC
5500 S FRANKLIN ST
GREENWOOD VILLAGE, CO 80121

CHRISTINE H SODERQUIST LIVING
TRUST
7302 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

CUCCURULLO REVOCABLE LIVING
TRUST
3219 E CAMELBACK RD SUITE 501
PHOENIX, AZ 85018

DELANA JEAN LEWIS REVOCABLE
TRUST
6701 N SCOTTSDALE RD NO 24
SCOTTSDALE, AZ 85250

DOVE DAVID R TR
6815 N 73RD ST
SCOTTSDALE, AZ 85250

ERIVIN BARBARA C TR
6701 N SCOTTSDALE RD 14
SCOTTSDALE, AZ 85253

FALCONE SONIA M
120 N LASALLE ST
CHICAGO, IL 60602

FIVE STAR RESORT OWNER LLC
6720 N SCOTTSDALE RD SUITE 130
SCOTTSDALE, AZ 85253

GIGLIO GARY/PATRICIA
6701 N SCOTTSDALE ROAD
SCOTTSDALE, AZ 85253

HALL CHARLES W III
7241 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

IBRAHIM WILLIAM/CARIE
6823 N 73RD ST
SCOTTSDALE, AZ 85250

KALISH KRISTA
6701 N SCOTTSDALE RD 35
SCOTTSDALE, AZ 85250

KEILTY THOMAS
6831 N 73RD ST
SCOTTSDALE, AZ 85250

KLING ASHLEY ROSE
7027 N SCOTTSDALE RD UNIT 201
SCOTTSDALE, AZ 85252

KUWAHARA RENEE F
7305 E CACTUS WREN ROAD
SCOTTSDALE, AZ 85250

LITTLE SYLVIA F
PO BOX 1258
FARMINGTON, NM 87499

FAUSTER III FAMILY TRUST
6701 N SCOTTSDALE RD LOT 9
SCOTTSDALE, AZ 85250

FUREY JAMES H/VICKI H
1221 SANTA BARBARA DR
NEWPORT BEACH, CA 92660

GLASER JANET HENRICH
6701 N SCOTTSDALE RD UNIT 26
SCOTTSDALE, AZ 85250

HILL WALTER PAUL & SHIRLEY J
6827 N 73RD ST
SCOTTSDALE, AZ 85253

JJG TRUST
7315 E KRALL ST
SCOTTSDALE, AZ 85250

KAREN MARIE LIERSCH LIVING TRUST
6701 N SCOTTSDALE RD UNIT 11
SCOTTSDALE, AZ 85250

KHAMOOSHI FARZAD
6826 N 72ND PL
SCOTTSDALE, AZ 85250

KOE BETTY
6701 N SCOTTSDALE RD UNIT 29
SCOTTSDALE, AZ 85250

LINCOLN SCOTTSDALE BUILDING LLC
6607 N SCOTTSDALE RD STE H100
SCOTTSDALE, AZ 85250

LORI L TUFT FAMILY REVOCABLE TRUST
6701 N SCOTTSDALE RD UNIT 5
SCOTTSDALE, AZ 85250

FIVE STAR LAND OWNER LLC
6720 N SCOTTSDALE RD STE 130
SCOTTSDALE, AZ 85253

GHANIABADI EFFIE K
6820 N 73RD ST
SCOTTSDALE, AZ 85250

GRUNTLER AUDREY R
8648 CRICKET TREE LN
INDIANAPOLIS, IN 46260

HRA LINCOLN SCOTTSDALE LP
2999 N 44TH ST STE 400
PHOENIX, AZ 85018

JONES FAMILY REVOCABLE TRUST
6701 N SCOTTSDALE RD NO 20
SCOTTSDALE, AZ 85250

KATZ NATALIE/LAWRENCE E TR
6828 N 73RD ST
SCOTTSDALE, AZ 85250

KHAMOOSHIPOUR FARZAD
6830 N 72ND PL
SCOTTSDALE, AZ 85250

KOGI HAUSER TRUST
6701 N SCOTTSDALE RD UNIT 19
SCOTTSDALE, AZ 85250

LITTLE SYLVIA F
P O BOX 1258
FARMINGTON, NM 87499

LYKOURGOS 3 LLC
20731 ST CHARLES ST
SARATOGA, CA 95070

M T OFFICE BUILDINGS LLC
6623 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250

MARK AND GLORIA CHANEY JOINT
LIVING TRUST
6701 E SCOTTSDALE RD LOT 38
SCOTTSDALE, AZ 85250

MCMILLEN RONALD J/KERNS REBECCA
J
7316 E KRALL ST
SCOTTSDALE, AZ 85250

MONTOPOLI DUANE C/BARBARA P
108 CAMPION ROAD
NORTH ANDOVER, MA 1845

NARNIA LLC
6621 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250

OMEARA FAMILY TRUST
6701 N SCOTTSDALE RD UNIT 3
SCOTTSDALE, AZ 85250

RANUCCI ROBERT J
6701 N SCOTTSDALE RD 39
SCOTTSDALE, AZ 85250

RIVIERE M ELLIOT/MARGARET W
6701 N SCOTTSDALE ROAD
SCOTTSDALE, AZ 85250

SANDS RESIDENTIAL LLC
8605 SANTA MONICA BLVD SUITE 7838
LOS ANGELES, CA 90069

SCOTTSDALE CITY OF
7447 E INDIAN SCHOOL RD STE 205
SCOTTSDALE, AZ 85251

MANN KENNETH L/JANET H
6822 N 72ND PL
SCOTTSDALE, AZ 85250

MARTIN DANA
7710 E GAINEY RAND RD UNIT 131
SCOTTSDALE, AZ 85258

MELA LLC
11885 N SUNSET VISTA DR
FOUNTAIN HILLS, AZ 85268

MOWRY DEAN/NANCY
6812 N 73RD ST
SCOTTSDALE, AZ 85250

NASHIF DOUGLAS M/DIANA/DOUGLAS
M/DIANE S
6825 NORTH 72ND PLACE
SCOTTSDALE, AZ 85250

PARFET WILLIAM M/GENE V/MARK E
6701 N SCOTTSDALE RD UNIT 41
SCOTTSDALE, AZ 85253

RAUPP-SMITH FAMILY REVOCABLE
TRUST
7251 E CACTUS WREN RD
SCOTTSDALE, AZ 85250

SANDCASTLE ENTERPRISES LLC
61 PRINCEVILLE LN
LAS VEGAS, NV 89113

SAVAGE FAMILY PARTNERSHIP
LTD/SAVAGE JACK W
4037 COTSWOLD CT
DALLAS, TX 75220

SCOTTSDALE PLAZA RESORT LLC
7400 E MCCORMICK PARKWAY STE
B200
SCOTTSDALE, AZ 85258

MARGO S POPOVICH INDIVIDUAL
PROPERTY TRUST
6386 SPRUCE MEADOWS LN
LAND O LAKES, WI 54540

MARTIN DANA
6901 E 1ST ST APT 1007
SCOTTSDALE, AZ 85251

MICHAEL AND KATHLEEN DEGROFF
FAMILY TRUST
6701 N SCOTTSDALE RD LOT 28
SCOTTSDALE, AZ 85250

NARNIA II LLC
6621 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250

NIELSON DONALD L/VINI E TR
7235 E CACTUS WREN RD
SCOTTSDALE, AZ 85250

PRICE SANDRA
7250 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

RFI SCOTTSDALE LLC
5221 N O'CONNOR BLVD STE 600
IRVING, TX 75039

SANDS NORTH TOWNHOUSES
1450 E INDIAN SCHOOL RD STE C
PHOENIX, AZ 85014

SAVAGE FAMILY PARTNERSHIP
LTD/SAVAGE JACK W
4037 COTSWOLD CT
DALLAS, TX 75220

SCOTTSDALE SPECTRUM LLC
6730 N SCOTTSDALE RD
SCOTTSDALE, AZ 85253

SHEA HOMES LTD PARTNERSHIP
8800 N GAINES CENTER DR STE 350
SCOTTSDALE, AZ 85258

SIEVERS AMANDA/LINGER ALEXA
7310 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

SOUTH BOUND INVESTMENTS L L P
953 MOUNT GRADY RD
VERNON, BC V1B4B5

SUNLIGHT PROPERTIES LLC
6319 N MOCKINGBIRD LN
PARADISE VALLEY, AZ 85253

TEHRANI LEILA K
6820 N 73RD ST
SCOTTSDALE, AZ 85250

VERNON RICHARD W TR
6821 N 72ND PL
SCOTTSDALE, AZ 85253

WESTREICH DOROTHY
6701 N SCOTTSDALE RD UNIT 27
SCOTTSDALE, AZ 85250

WILLIAMS JEANNE
6810 N 72ND PL
SCOTTSDALE, AZ 85253

SHELDON HEIDI
6701 N SCOTTSDALE RD UNIT 7
SCOTTSDALE, AZ 85250

SMF REVOCABLE TRUST
6701 N SCOTTSDALE RD NO 40
SCOTTSDALE, AZ 85250

SPRANDO PATRICIA L
7257 SW ETON CT
PORTLAND, OR 97225

TAYLOR CALEB
6802 N 72ND PL
SCOTTSDALE, AZ 85250

THIRD AVENUE INVESTMENTS LLC
51 S MAIN ST
SALT LAKE CITY, UT 84111

WEST ROBIN J
6701 N SCOTTSDALE RD NO 8
SCOTTSDALE, AZ 85250

WHEELER MARGARET J
6811 N 73RD ST
SCOTTSDALE, AZ 85250

WOLFF JUDITH JOY TR
6701 N SCOTTSDALE RD NO 37
SCOTTSDALE, AZ 85250

SHOTEY MARCUS
1006 W ADAMS ST
PHOENIX, AZ 85007

SO MABEL/RONALD
6701 N SCOTTSDALE RD NO 25
SCOTTSDALE, AZ 85250

STAEHLE VIRGINIA C/ATKINS SHARON S
TR
7230 E JOSHUA TREE
SCOTTSDALE, AZ 85250
TAYLOR DONALD/SUSAN
PO BOX 2740
CHELAN, WA 98816

TRAVIATA CONDOMINIUMS
HOMEOWNERS ASSOC
7255 E HAMPTON AVE STE 101
MESA, AZ 85209
WESTBROOK STEPHANIE
6850 N 72ND PL
SCOTTSDALE, AZ 85250

WHITESTONE SEVILLE LLC
2600 S GESSNER RD SUITE 500
HOUSTON, TX 77063

WOZNY ROBERT
51500 STRATTON CT
GRANGER, IN 46530

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Beverly Stamp
Traviata Condos
7027 N Scottsdale Rd Unit 256
Paradise Valley, AZ 85253
Chris Campbell
McCormick Ranch POA
9248 N 94th St
Scottsdale, AZ 85258
Dixon Jordan
Casabella Assn
6334 E Tuckey Wy
Scottsdale, AZ 85250
Ellen Etzel
Traviata Condos
7027 N Scottsdale Rd Unit 117
Paradise Valley, AZ 85253
Janell Kiehl
Traviata Condos
7255 E Hampton Ave Unit 101
Mesa, AZ 85209
Kristy Pennington
Cuernavaca HOA
532 E Maryland Ave Unit F
Phoenix, AZ 85012
Paul Hill
Sands North Townhouses
6827 N 73rd St
Scottsdale, AZ 85250

Étiquettes d'adresse Easy Peel®
Repliez à la hachure afin de révéler le rebord Pop-up

Carol Robertson
Casabella Assn
7358 E McLellan
Scottsdale, AZ 85250
Dave Wood
McCormick Ranch POA
8455 E San Dido
Scottsdale, AZ 85258
Don Nielson
Sands North Townhouses
7235 E Cactus Wren Rd
Scottsdale, AZ 85250
Hank Rybacki
Sands North Townhouses
6818 N 72nd Pl
Scottsdale, AZ 85250
Kathy Knecht
Casabella Assn
10810 N Tatum Blvd Unit 102-135
Phoenix, AZ 85028
Marsha Ford
Casabella Assn
7334 E Krall
Scottsdale, AZ 85250
Richard Vernon
Sands North Townhouses
6821 N 72nd Pl
Scottsdale, AZ 85250

Pat. avery.com/patents

Caroline Bissell
Sands North Townhouses
7231 E Cactus Wren Rd
Scottsdale, AZ 85250
Dean Mowry
Sands North Townhouses
6812 N 73rd St
Scottsdale, AZ 85250
Dottie Stenman
Sands North Townhouses
2135 E University Dr Unit 117
Mesa, AZ 85213
Jaime Uhrich
McCormick Ranch POA
9248 N 94th St
Scottsdale, AZ 85258
Ken Mann
Sands North Townhouses
6822 N 72nd Pl
Scottsdale, AZ 85250
Mel Kuppinger
Cuernavaca HOA
532 E Maryland Ave Unit F
Phoenix, AZ 85012
Skip Feinstein
Cuernavaca HOA
6701 N Scottsdale Rd Unit 40
Scottsdale, AZ 85250

Early Notification of Project Under Consideration

Neighborhood Open House Meeting:

Date: Thursday, January 31, 2019
Time: 6:00 P.M.
Location: First Christian Church
7405 E. McDonald Drive

Site Address: 6990 N. Scottsdale Road Scottsdale AZ
Project Overview:

- Description of Request: Zoning District Map Amendment to the approved Development Plan for Phase II of The Palmeraie project and planned shared development (PSD) overlay
- Description of Project: Mixed-use development with retail, restaurant, residential and office uses
- Site Acreage: 20 gross acres
- Site Zoning: Planned Regional Center (PRC)

Applicant Contact:

George Pasquel III - Withey Morris, PLC
George@WitheyMorris.com
602-230-0600

City Contact:

Brad Carr (480) 312-7713
BCarr@scottsdaleaz.gov

Pre-Application #: 627-PA-2018 Available at City of Scottsdale: 480-312-7000

Project information may be researched at: <https://eservices.scottsdaleaz.gov/bldgresources/Preapp/Search> Posting Date: 1/18/19

*-Penalty for removing or defacing sign prior to date of last hearing -Applicant Responsible for Sign Removal

1/18/19 10:33:19

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George Pasquel III - Withey Morris, PLC
George@WitheyMorris.com
602-230-0600

City Contact:

Brad Carr (480) 312-7713
BCarr@scottsdaleaz.gov

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Project information may be researched at: <https://eservices.scottsdaleaz.gov/bldgresources/Preapp/Search> Posting Date: 1/18/19

*-Penalty for removing or defacing sign prior to date of last hearing -Applicant Responsible for Sign Removal

1/18/19 10:51:19



Affidavit of Posting

Required: Signed, Notarized originals.

Recommended: E-mail copy to your project coordinator.

☒ **Project Under Consideration Sign (White)**

☐ **Public Hearing Notice Sign (Red)**

Case Number: 627-PA-2018

Project Name: _____

Location: 6990 N Scottsdale Rd

Site Posting Date: 1/18/19

Applicant Name: George Pasquel III- Withey Morris, PLC

Sign Company Name: Dynamite Signs

Phone Number: 480-585-3031

I confirm that the site has been posted as indicated by the Project Manager for the case as listed above.

Megan Riggett
Applicant Signature

1/18/19
Date

Return completed original notarized affidavit AND pictures to the Current Planning Office no later than 14 days after your application submittal.

Acknowledged before me this the 18th day of January 2019



Marybeth Conrad
Notary Public

My commission expires: 10-25-20

City of Scottsdale -- Current Planning Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ Phone: 480-312-7000 ♦ Fax: 480-312-7088

Carr, Brad

From: Sandy Olsson <sandy7338@msn.com>
Sent: Monday, October 21, 2019 8:59 AM
To: Carr, Brad
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

⚠ External Email: Please use caution if opening links or attachments!

Thank you soooooo much for your clarification! I got it! Just didn't want to steer any one wrong by misinformation. Again, thanks for your help. 👍

On Oct 21, 2019, at 8:32 AM, Carr, Brad <bcarr@scottsdaleaz.gov> wrote:

Hello Sandy,

The request for the 90-foot building has not been heard or approved by City Council at this point. We are still awaiting the applicant's second submittal of the project. After we receive that, the next step would be a hearing with the Planning Commission, followed by the City Council.

Brad

From: Sandy Olsson <sandy7338@msn.com>
Sent: Friday, October 18, 2019 3:54 PM
To: Carr, Brad <bcarr@scottsdaleaz.gov>
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

Thank you for your call and email. I was driving at that moment and negotiating one of many Scottsdale road repairs and threading traffic cones for a safe drive through the morning maze.

My question is clarification of 90ft building. I see on plat map that building P is designated for 90 ft. The prior allowance was 60 ft. Has the 90ft request been approved already by city council, or is that why there is some future pending vote by council.

That is what I am confused. It 90ft a "done deal."

Thanks for your clarification.

Sandy Olsson

<image001.jpg>

On Oct 18, 2019, at 10:14 AM, Carr, Brad <bcarr@scottsdaleaz.gov> wrote:

Hello Sandy,

I attempted to reach you by phone as well, but rather than leave a voicemail I thought I might just reach out to you by email.

This project is not scheduled for a hearing as of yet. The applicant has not resubmitted there application and staff has not seen any new material regarding this proposal since late April. When (and if) this project is scheduled for a hearing, surrounding property owners within 750 feet of the site will be notified by mail of that hearing date. In addition, the site will be posted with a hearing notice.

Let me know if you have any additional questions I can assist with.

Regards,

Brad Carr, AICP LEED-AP

Principal Planner

City of Scottsdale | Current Planning Services
7447 E. Indian School Rd., Ste 105 | Scottsdale, AZ 85251
480.312.7713 phone | 480.312.7088 fax

From: Sandy Olsson <sandy7338@msn.com>

Sent: Thursday, October 17, 2019 2:10 PM

To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>

Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

So sad ☹ I have not heard back from three phone messages I left last week. Just want to know if there is an upcoming vote on that property or is the 90ft building already in place :-)

On Oct 16, 2019, at 11:46 AM, Acevedo, Alex <AAcevedo@scottsdaleaz.gov> wrote:

Good morning Sandy,

Thank you for your compliments. We really try and provide the best customer service as possible. It sounds that some clarification is desperately needed to understand the petition against the 90 feet. We have reached out to the coordinator Brad Carr who has a better understanding of the project and the stipulations included regarding building height. I will personally reach out to Brad today to have him contact you as soon as possible.

We appreciate your feedback.

Respectfully,

Alex Acevedo

Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542

7447 E Indian School Rd. #105
Scottsdale, AZ 85251

From: Sandy Olsson <sandy7338@msn.com>
Sent: Wednesday, October 16, 2019 11:40 AM
To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

⚠ External Email: Please use caution if opening links or attachments!

Thank you Alex for helping me last week look up the file on Palmeraie which is close to my neighborhood. I am writing a newsletter for my community and I just want to give an accurate head's up on the status of this zoning case.

I spoke to Caroline Bissell , former HOA president of Sands North, who had submitted a petition against the 90 ft building. i got her name from seeing the petition in the file.

I was confused after talking to her because she said the 90 ft building had been approved. She said they wanted a taller building and I did not read anything in file on that.

The status of case is active. Is there a vote pending by the city council on some request by developer?

A clarification of the status of the 90 ft building and any future pending vote would be appreciated.

Thank you, Alex
Sandy Olsson

On Oct 1, 2019, at 1:54 PM, Acevedo, Alex
<AAcevedo@scottsdaleaz.gov> wrote:

Good afternoon Ms. Olsson,

I have added you to our *Interested Parties* mailing list for all public hearing postcards related to 7-ZN-2016#2 (Palmeraie Phase II) as it moves forward in review.

I have also included the link to the Case Info fact sheet that will include some additional information about the case:
<https://eservices.scottsdaleaz.gov/bldgresources/Cases/Details/49649>

Also, I have included the contact information of our Stormwater Engineering Manager for any drainage concerns.

Richard Anderson
480-312-2729
rianderson@scottsdaleaz.gov

Respectfully,

Alex Acevedo
Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

Carr, Brad

From: Sandy Olsson <sandy7338@msn.com>
Sent: Friday, October 18, 2019 3:54 PM
To: Carr, Brad
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

⚠ External Email: Please use caution if opening links or attachments!

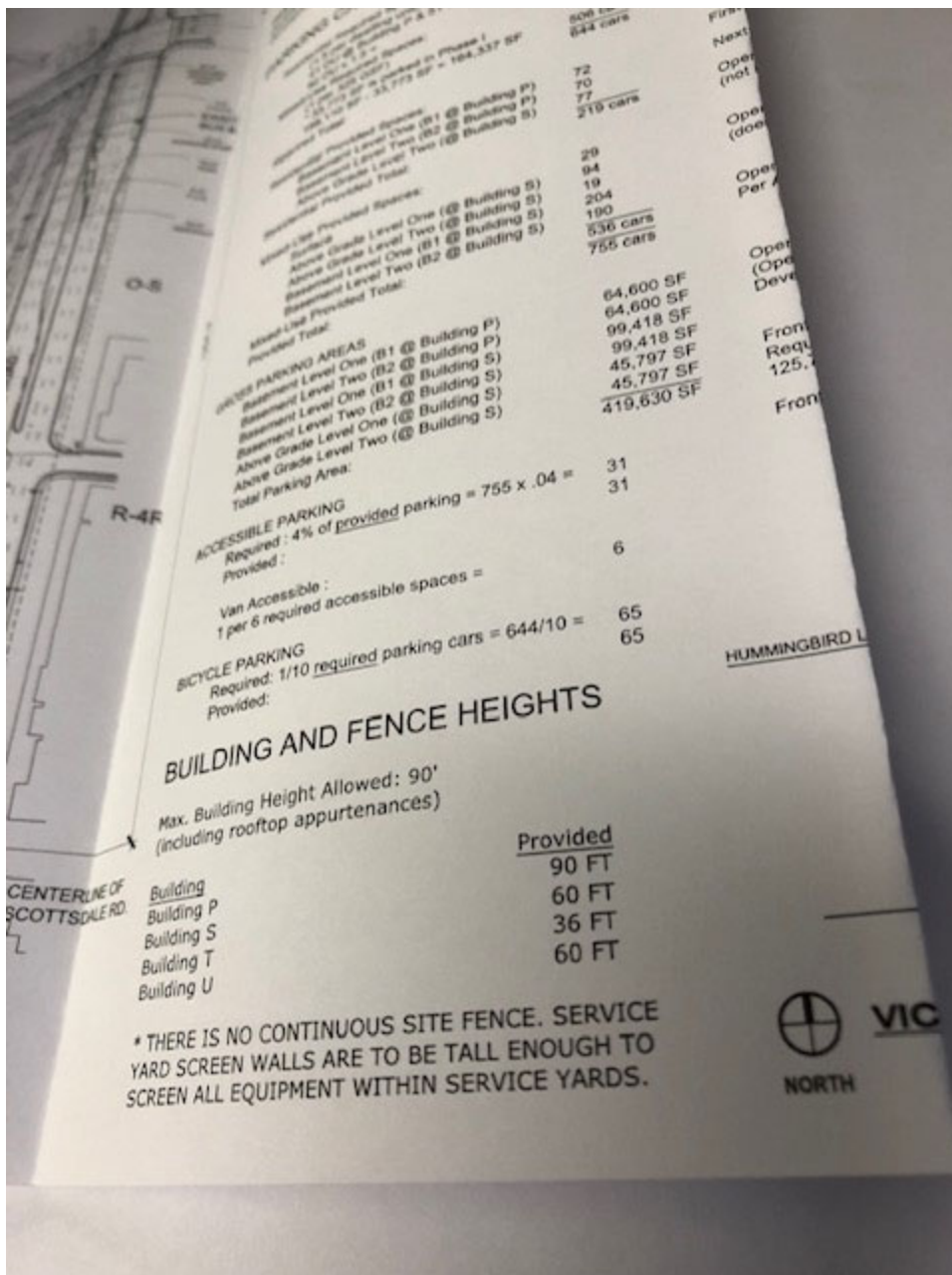
Thank you for your call and email. I was driving at that moment and negotiating one of many Scottsdale road repairs and threading traffic cones for a safe drive through the morning maze.

My question is clarification of 90ft building. I see on plat map that building P is designated for 90 ft. The prior allowance was 60 ft. Has the 90ft request been approved already by city council, or is that why there is some future pending vote by council.

That is what I am confused. It 90ft a “done deal.”

Thanks for your clarification.

Sandy Olsson



On Oct 18, 2019, at 10:14 AM, Carr, Brad <bcarr@scottsdaleaz.gov> wrote:

Hello Sandy,

I attempted to reach you by phone as well, but rather than leave a voicemail I thought I might just reach out to you by email.

This project is not scheduled for a hearing as of yet. The applicant has not resubmitted there application and staff has not seen any new material regarding this proposal since late April. When (and if) this project is scheduled for a hearing, surrounding property owners within 750 feet of the site will be notified by mail of that hearing date. In addition, the site will be posted with a hearing notice.

Let me know if you have any additional questions I can assist with.

Regards,

Brad Carr, AICP LEED-AP

Principal Planner

City of Scottsdale | Current Planning Services

7447 E. Indian School Rd., Ste 105 | Scottsdale, AZ 85251

480.312.7713 phone | 480.312.7088 fax

From: Sandy Olsson <sandy7338@msn.com>

Sent: Thursday, October 17, 2019 2:10 PM

To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>

Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

So sad ☹ I have not heard back from three phone messages I left last week. Just want to know if there is an upcoming vote on that property or is the 90ft building already in place :-{

On Oct 16, 2019, at 11:46 AM, Acevedo, Alex <AAcevedo@scottsdaleaz.gov> wrote:

Good morning Sandy,

Thank you for your compliments. We really try and provide the best customer service as possible. It sounds that some clarification is desperately needed to understand the petition against the 90 feet. We have reached out to the coordinator Brad Carr who has a better understanding of the project and the stipulations included regarding building height. I will personally reach out to Brad today to have him contact you as soon as possible.

We appreciate your feedback.

Respectfully,

Alex Acevedo

Planning Specialist

City of Scottsdale

Planning & Development Services

Phone: 480-312-2542

7447 E Indian School Rd. #105

Scottsdale, AZ 85251

From: Sandy Olsson <sandy7338@msn.com>

Sent: Wednesday, October 16, 2019 11:40 AM

To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>

Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

 **External Email: Please use caution if opening links or attachments!**

Thank you Alex for helping me last week look up the file on Palmeraie which is close to my neighborhood. I am writing a newsletter for my community and I just want to give an accurate head's up on the status of this zoning case.

I spoke to Caroline Bissell , former HOA president of Sands North, who had submitted a petition against the 90 ft building. i got her name from seeing the petition in the file.

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The status of case is active. Is there a vote pending by the city council on some request by developer?

A clarification of the status of the 90 ft building and any future pending vote would be appreciated.

Thank you, Alex
Sandy Olsson

On Oct 1, 2019, at 1:54 PM, Acevedo, Alex <AAcevedo@scottsdaleaz.gov> wrote:

Good afternoon Ms. Olsson,

I have added you to our *Interested Parties* mailing list for all public hearing postcards related to 7-ZN-2016#2 (Palmeraie Phase II) as it moves forward in review.

I have also included the link to the Case Info fact sheet that will include some additional information about the case:

<https://eservices.scottsdaleaz.gov/bldgresources/Cases/Details/49649>

Also, I have included the contact information of our Stormwater Engineering Manager for any drainage concerns.

Richard Anderson
480-312-2729
rianderson@scottsdaleaz.gov

Respectfully,

Alex Acevedo
Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

Carr, Brad

From: Acevedo, Alex
Sent: Thursday, October 17, 2019 4:03 PM
To: Carr, Brad
Subject: FW: 7-ZN-2016#2 (Palmeraie Phase II)

FYI

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Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

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Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

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Richard Anderson
480-312-2729
rianderson@scottsdaleaz.gov

Respectfully,

Alex Acevedo
Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

Carr, Brad

From: Acevedo, Alex
Sent: Wednesday, October 16, 2019 11:46 AM
To: sandy7338@msn.com
Cc: Berry, Melissa; Ruenger, Jeffrey; Carr, Brad
Subject: FW: 7-ZN-2016#2 (Palmeraie Phase II)

Good morning Sandy,

Thank you for your compliments. We really try and provide the best customer service as possible. It sounds that some clarification is desperately needed to understand the petition against the 90 feet. We have reached out to the coordinator Brad Carr who has a better understanding of the project and the stipulations included regarding building height. I will personally reach out to Brad today to have him contact you as soon as possible.

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Respectfully,

Alex Acevedo

Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

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Sent: Wednesday, October 16, 2019 11:40 AM
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480-312-2729
rianderson@scottsdaleaz.gov

Respectfully,

Alex Acevedo

Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

Carr, Brad

From: Kuester, Kelli
Sent: Tuesday, August 27, 2019 8:13 AM
To: Sandy Olsson
Cc: Whitehead, Solange; Carr, Brad
Subject: RE: RE:Ritz Carlton commercial corner at Indian Bend and Scottsdale Rds

Hello Ms. Olsson,

Thank you for your email. Principal Planner Brad Carr, who is copied on this email, can send you web links that has case information regarding this project.

I hope this information is helpful, please let me know if you have any questions.

Kelli Kuester
Management Assistant to the Mayor
3939 N. Drinkwater Blvd., Scottsdale, AZ 85251 kkuester@scottsdaleaz.gov
(480) 312-7977

-----Original Message-----

From: Sandy Olsson <sandy7338@msn.com>
Sent: Monday, August 26, 2019 2:23 PM
To: Kuester, Kelli <KKuester@Scottsdaleaz.gov>
Cc: Whitehead, Solange <SWhitehead@Scottsdaleaz.gov>
Subject: RE:Ritz Carlton commercial corner at Indian Bend and Scottsdale Rds

 External Email: Please use caution if opening links or attachments!

As a nearby neighbor, I am interested in following the Ritz Carlton commercial corner on the south west corner of Indian Bend and Scottsdale Rd.

In all the years of negotiation with the Town of Paradise Valley over the sprawling Ritz Carlton mid century modern project, the town hoped the developer would not go across the town boundary to Scottsdale and ask for a zoning adjustment that might impact their project. That was exactly what the developer did and asked Scottsdale to increase the height of one of the proposed buildings from 60 ft to 90ft with some discussion about a spiral that would reach 150 ft in the air.

This would be the first departure of height allowance in this area. And the possible continuance of these stark urban corridors that are being built up to the sidewalks in Scottsdale with no set backs.

Just north of Indian Bend on the Scottsdale east side are taller buildings set far off the street scape. They do not hem in the streets and line up one after another. I am not against height in the right areas with enough set backs and space around the buildings with adequate parking.

The Marquee might have been a better addition in Papago Plaza with large set backs from the McDowell and Scottsdale Rd intersection. But no, these mammoth projects are jammed in on tight parcels in the center of Old Scottsdale. It is a sad hodge podge of architecture, density and no set backs. It might have been a real stunner some place else.

If possible, I would like to know where i can find the case number of this Ritz Carlton corner and follow the process before the city council.

i am more than an interested citizen of 51 years, but a former member of the Planning Commission. There had been no coverage for years by the Az Republic of zoning cases until the rebirth of The Scottsdale Progress last year. It's a little late to undo some clear missteps in the vision for Scottsdale, but time enough to reverse a poor trend of these urban corridors.

Thank you for any help you can provide to identify this case and follow its progress.

Sincerely,
Sandy Olsson

From: [Patti McCaleb](#)
To: [Development Review Board](#)
Subject: RE: Five Star
Date: Thursday, July 4, 2019 2:26:29 PM

EXTERNAL Email with links or attachments. Please use caution!

Dear Sirs:

We wish to reach out to you as a resident of Paradise Valley and property owner in both PV and Scottsdale, regarding the Five Star/Ritz Carlton proposals of a 150 foot architectural spire and to increase the height on one or more buildings from 60 feet to 90 feet.

We are vehemently opposed to both of these proposals. For over 23 years we have enjoyed our open spaces and view vistas of the McDowell Mountains. With the Ritz Carlton coming on board after all these years, we are going to miss our views from Lincoln Road. Kindly do not let Five Star make the situation worse by putting up buildings that are entirely too tall for the area or by installation of a 150 foot spire. Neither of these proposals were in the initial zoning and building designs given to the TPV and were not brought out during the many meetings between Five Star and the town. To circumvent this by approaching the city of Scottsdale seems to be a rather underhanded and suspect method of doing business with both the TPV and the City of Scottsdale.

Five Star Development has shown itself in the past to approach business dealings in a less than honest or ethical manner and we have unfortunately fallen victim to their approach in the past.

Once the views are eradicated, residents of both cities will never be able to recover them again. Please vote to preserve the very quality that encourage residents and snow birds to enjoy our Sonoran desert.

Thank you.
Patti & David McCaleb

Carr, Brad

From: Acevedo, Alex
Sent: Monday, July 1, 2019 9:39 AM
Cc: Carr, Brad
Subject: FW: Oppose Five Star Application for 90 foot Building(s) and 150 foot spire
Attachments: Pace What you need to know in Paradise Valley -- the good and the bad Paradise Valley Independent.pdf

FYI

From: Julie Pace <Julie@scottsdaledailyphoto.com>
Sent: Friday, June 28, 2019 5:14 AM
To: Development Review Board <DevelopmentReviewBoard@Scottsdaleaz.gov>
Cc: Mayor Jerry Bien-Willner <jbienwillner@paradisevalleyaz.gov>; Jill Keimach <jkeimach@paradisevalleyaz.gov>; Jeremy Knapp <jknapp@paradisevalleyaz.gov>
Subject: Oppose Five Star Application for 90 foot Building(s) and 150 foot spire

⚠ EXTERNAL Email with links or attachments. Please use caution!

Chair Milhaven, Vice-Chair Caputi and Members of the Board,

Thank you in advance for the time and attention you provide in serving as volunteers in Scottsdale. Attached is an article I wrote that was published in the Paradise Valley Independent Newspaper and contains my comments regarding the Five Star project. I submit this article to be part of the record and consideration by Scottsdale Development Review Board members regarding the proposal by Five Star to raise the height from 60 feet to 90 feet on any buildings on the project and proposing any tall architectural spire.

I and many others strongly oppose this request by the developer to increase height, density and intensity on this development site, which is located at Lincoln and Scottsdale road on shared ground including Scottsdale and Paradise Valley.

Paradise Valley residents have been shocked by this proposal by Five Star. I am looking forward to a quality development of the Ritz-Carlton and Palmeraie at this location, but a 90 foot building and 150 foot architectural spire goes way too far. There should be no increase in height allowed and no spire of any kind allowed. 60 feet is tall enough for that location. The developer would not be able to build that tall of a building on the Paradise Valley side.

Think about the potential of what could be at the top of the spire: shining lines, neon lights, "shop here" signs. Palmeraie and the Ritz will shine and be recognized with strategic marketing and elegance, not a flashing tall spire like a Park N Swap.

We appreciate the relationship that Scottsdale and Paradise Valley have enjoyed over the years in planning and joining together on projects that support the quality of life in our adjoining communities. We appreciate Scottsdale recognizing and supporting that Paradise Valley is a low density community with one house per acre, open space, iconic mountains, and strong commitment to quality of life. A 90 foot building and 150 foot architectural spire does not meet those goals in any way and is disruptive to sight lines and adversely impacts both Scottsdale and Paradise Valley residents.

I ask that you reject this application and support quality of life and lower density projects at this location as it is already very, very dense, and there will be traffic congestion issues as the traffic count is expected to go from 13,000 to 21,000 at this location within five years. And, there are concerns about safety and increased policing needs based on the currently proposed density at this site. There is no compelling reason to deviate from Scottsdale guidelines to allow a 90

foot building or 150 foot architectural spire. The Ritz and Palmeraie should be enough of a draw and they should stand alone on high quality and uniqueness at this location that the project does not need verticality to get the attention of consumers and residents of both of our communities.

Thank you for your consideration and understanding that our Paradise Valley residents feel against this proposal of a 90 ft building and 150 ft spire. Please reject it and lets work together in our respective roles to ensure quality of life and sustaining projects in our communities, especially along the PV border where we have worked so hard to ensure open space, mountain views, low density, quality environment for residents and guests of resorts, and maintain a unique community that benefits Scottsdale and helps Scottsdale with sales tax revenue and shoppers since Paradise Valley does not have any commercial businesses and no property tax so residents and visitors shop in Scottsdale. Help us preserve the Paradise in Paradise Valley!

Julie Pace
Paradise Valley Town Council Member
602.322.4046

Carr, Brad

From: Kuester, Kelli
Sent: Thursday, June 20, 2019 11:02 AM
To: Carr, Brad
Subject: FW: Scottsdale & Lincoln

Hi Brad-

Hope all is well!

Any info on this one? I can let him know it was received and will be added to the case file and copy you if you like?

Thanks!
Kelli

From: Paul Dembow <Paul.Dembow@brandesp.com>
Sent: Thursday, June 20, 2019 10:12 AM
To: Lane, Jim <JLane@ScottsdaleAZ.Gov>
Subject: Scottsdale & Lincoln

⚠ EXTERNAL Email with links or attachments. Please use caution!

Dear Jim,

I hope this email finds you well.

Our Council just passed a resolution to work with Scottsdale on the FAA Flight paths (we both have the same goal).

We passed a resolution on the height of the "Palmeraie" development. We are asking you to limit the height of the building to 60 feet. They are asking for 90 feet vs. the 60 feet that is normal. If the 90 feet is approved or the 150 foot tall spire, it will be devastating to our community.

I'm asking for your help on this matter. Please call me if you have any questions. My phone is 480-998-4990.

Regards,
Paul E. Dembow
President
Brand Enhancement, Strategy & Protection, LLC.



<http://www.brandesp.com>

8558 N. Santa Bello
Paradise Valley, AZ 85253-8112
Desk (480) 998-4990
iPhone (480) 650-9940
Paul.Dembow@BrandESP.com

This message and any attachments are solely for the intended recipient and may contain confidential or privileged information. If you are not the intended recipient, any disclosure, copying, use, or distribution of the information included in this message and any attachments is prohibited. If you have received this communication in error, please notify us by reply e-mail and immediately and permanently delete this message and any attachments. Thank you.

Ce courriel et toute piece jointe qu'il contient sont reserves au seul destinataire indique et peuvent renfermer des renseignements confidentiels et privileges. Si vous n'êtes pas le destinataire prevu, toute divulgation, duplication, utilisation ou distribution du courriel ou de toute piece jointe est interdite. Si vous avez recu cette communication par erreur, veuillez nous en aviser par courriel et detruire immediatement le courriel et les pieces jointes.

Merci. *****

Carr, Brad

From: Carr, Brad
Sent: Friday, June 5, 2020 1:57 PM
To: Caroline Bissell
Subject: RE: Update on the Palmeraie project

Hello Caroline,

The proposal has not changed drastically from the 1st submittal to this 2nd submittal. Staff still has several outstanding issues with the proposal, as outlined in the letter I sent you. The proposal has always included a driveway entrance on Scottsdale Road located in-between both traffic signals. That driveway entrance will only have right-turn-in and right-turn-out function, not full access. So, only vehicles travelling southbound on Scottsdale Road will be able to use that entrance.

Brad

From: Caroline Bissell <battybissie@gmail.com>
Sent: Wednesday, June 3, 2020 4:16 PM
To: Carr, Brad <bcarr@scottsdaleaz.gov>
Subject: Re: Update on the Palmeraie project

hi brad,
i am not versed in reading these. could you please list any changes that they have requested? also i was under the impression that there was not to be any entrance off scottsdale rd except into the road at the traffic light south of sands north. has that changed?
thank you
caroline bissell

On Wed, Jun 3, 2020 at 1:48 PM Carr, Brad <bcarr@scottsdaleaz.gov> wrote:

Good Morning Caroline,

City of Scottsdale staff has concluded their second review of the Palmeraie project. That review identified some outstanding issues that still need attention. So, I have sent the applicant team a 2nd Review Comment Letter (attached for your reference) with those items to address. Please feel free to contact me with any questions you may have.

Regards,

Brad Carr, AICP LEED-AP

Planning & Development Area Manager / DRB Liaison

City of Scottsdale | Current Planning Services

7447 E. Indian School Rd., Ste 105 | Scottsdale, AZ 85251

480.312.7713 phone | 480.312.7088 fax

Carr, Brad

From: Caroline Bissell <battybissie@gmail.com>
Sent: Friday, May 3, 2019 11:01 AM
To: Carr, Brad
Subject: petition

good morning brad,

on wed. i left you our sands north original petition against raising the palmerarie phase II building height from 60' to 90'. as you stated you would present it when appropriate. i am leaving for 5 months and unable to present it myself. should i have additional copies made for the rest of the planning committee members.? please advise.

i left a copy for solange whitehead who said she would deliver copies to the other city council members.

what else do i need to do to address this before leaving?.

sincerely,

caroline bissell

602-999-7718 text

sands north

scottsdale

Hi Brad,

5-1-19

Enclosed is the petition regarding prohibiting the building height to be increased from 40' to 90'.

Please present it whenever & wherever would be appropriate.

I am unable to present it in person but counting on you to share it.

Thank you for your help!

Caroline Bissell
7231 E. Cactus Wren Rd
Scottsdale, AZ 85250
602 999 7718

PETITION TO THE SCOTTSDALE PLANNING COMMISSION AND CITY COUNCIL
CASE NAME: PALMERARIE PHASE II CASE # 7-ZN-2016#2.

The undersigned residents of scottsdale call upon our elected representatives to deny the zoning amendment to raise the building height restriction to 90 feet on the 20 acre site located at 6990 n. scottsdale rd.

Printed Name	Signature	Address	Comment	Date
CAROLINE BISSELL	<i>Caroline Bissell</i>	7231 E Cactus Wren Scotts	excessive for area	4/28/19
JEANNE WILLIAMS	<i>Jeanne Williams</i>	6810 N. 72 nd Pl.	Too High	4/28/19
GREGORY B. RAUPP	<i>Gregory B Raupp</i>	7251 E Cactus Wren Rd	60 ft is plenty high already	4/28/19
Richard Beamer	<i>Richard Beamer</i>	7301 E Cactus Wren Rd	60 ft approved - no need to increase	4/28/19
PATRICIA BEAMER	<i>Patricia Beamer</i>	7301 E. Cactus Wren Rd	Height too high	4/28/19
Margaret Wheeler	<i>Margaret Wheeler</i>	6811 N. 73 rd St. Scottsdale		4/28/19
EFFIE GHANABADI	<i>Effie Ghanabadi</i>	6820 N. 73 rd St Scottsdale	extremely high	4/28/19
SHIRLEY HILL	<i>Shirley Hill</i>	6827 N. 73 rd St Scottsdale	too tall	4/28/19
NATALIE KATZ	<i>Natalie Katz</i>	6828 N. 73 rd ST	" " (too tall)	4/28/19
BRIAN LISSON	<i>Brian Liss</i>	6835 N 73 ST	" "	"
Cynthia Gibson	<i>Cynthia Gibson</i>	6835 N 73 rd St	" " " "	4/29/19
CHRISTINE Soderquist	<i>Christine Soderquist</i>	7302 E Joshua Tree Scotts	too much height for area	4/28/19
Virginia C. Strachan	<i>Virginia C Strachan</i>	7230 E. Joshua Tree Lane	Too TALL	4/28/19
Harry M Strachan	<i>Harry M Strachan</i>	7230 E Joshua tree Lane	—	4/28/19
Beth Butler	<i>Beth Butler</i>	6846 N. 72 nd Pl	—	4/28/19

The undersigned residents of Scottsdale call upon our elected representatives to deny the zoning amendment to raise the building height restriction to 90 feet on the 20 acre site located at 6990 N. Scottsdale Rd.

[illegible]

From: cogsaz@gmail.com
To: [Carr, Brad](#)
Subject: Palmeraie Phase II question
Date: Monday, April 15, 2019 4:04:55 PM

[City of Scottsdale](#)



7 ZN 2016 # 2 Question: The applicant's (1) introduction states "no amended development standards" for Phase II. (2) Page 18 states "includes PRC permitted height, density, open space, setbacks and stepbacks" (3) on the Project Date insertion on the site map is shows "90ft with amended development standards". QUESTION: With the PRC is the 90 feet standard without bonus(es) and without amended development standards for this project? QUESTION: Any dates for Planning Comm. and city council? Thxs -- sent by Sonnie Kirtley, COGS chair (case# 7-ZN-2016#2)

[City of Scottsdale](#)



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Richard Beamer

7301 E Cactus Wren Rd. • Scottsdale, AZ 85250

January 11, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in cursive script that reads "Richard Beamer". The signature is written in dark ink and is positioned below the word "Sincerely,".

Don Nielson

7235 E Cactus Wren Road • Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

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Please vote to approve this request.

Sincerely,

A handwritten signature in dark ink, appearing to read "Don Nielson", with a long, sweeping horizontal stroke extending to the right.

Unikki McMillion
8602 N 72nd Place
Scottsdale, AZ 85250

January 9, 2019

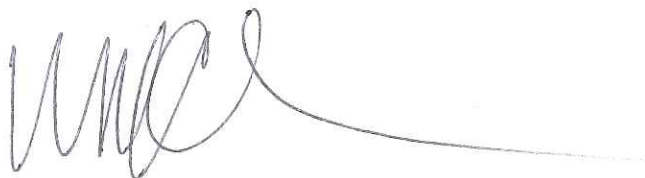
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

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Please vote to approve this request.

Sincerely,

A handwritten signature in dark ink, appearing to be 'Unikki McMillion', followed by a long horizontal line extending to the right.

Diana Nashif

6825 N 72nd Place
Scottsdale, AZ 85250

January 10, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in cursive script that reads "Diana Nashif". The signature is written in dark ink and is positioned below the word "Sincerely,".

Virginia Keilty

6831 N 73rd St

Scottsdale, AZ 85250

January 11, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in cursive script, appearing to read "Virginia Keilty".

Alan Mowry

6812 N 73rd St • Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in dark ink, appearing to read "Alan Mowry", with a long, sweeping horizontal line extending to the right.

Curtis Barker

6701 N Scottsdale Rd #16
Scottsdale, AZ 85250

January 11, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

A handwritten signature in dark ink, appearing to read 'C. Barker', written in a cursive style.

Sincerely,

January 9, 2019

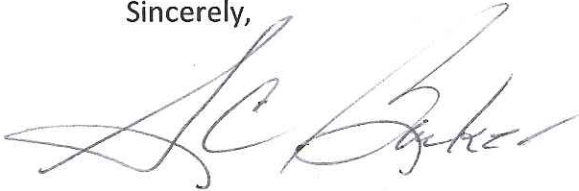
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Susan Barker', written in a cursive style.

Joanne Lewis

6701 N Scottsdale Rd # 21
Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in dark ink, appearing to read "Joanne Lewis", with a large, stylized loop at the beginning and a long, sweeping tail.

Catherine Dunik

6701 N Scottsdale Rd #30. • Scottsdale, AZ 85250

January 11, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

A handwritten signature in cursive script that reads "Catherine Palmeraie". The signature is written in dark ink and is positioned below the word "Sincerely,".

Corynn Shotey

6701 N Scottsdale Rd #34
Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

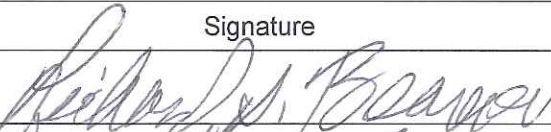
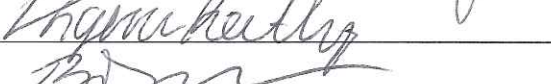
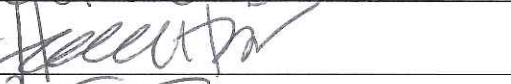
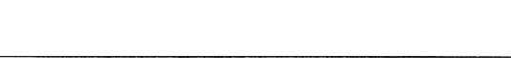
Sincerely,

A handwritten signature in dark ink, appearing to read 'Corynn Shotey', with a long, sweeping horizontal stroke extending to the right.

PETITION IN SUPPORT OF PALMERAIE- PHASE II

To the Mayor, City Council and City Clerk:

We, the undersigned, support the proposed Palmeraie- Phase II project located at Scottsdale Road and Indian Bend Road. This request would result in the final piece of the Palmeraie mixed-use development consisting of luxury residential units, retail space, office space, and restaurant uses. This proposed project is an excellent fit for this location and would be a welcomed addition to the community.

	Signature	Printed Name	Address	Date
1.		Richard Beamer	7301 E Cactus Wren Rd, Scottsdale, AZ	1/9/19
2.		DON NIELSON	7235 E CACTUS WREN RD SCOTTSDALE AZ	8/9/19
3.		UNIKKI McMillian	6802 N 72nd PL Scottsdale AZ	1/9/19
4.		Diana Nashif	6825 N 72nd Pl Scottsdale AZ	8/5/250
5.		VIRGINIA Keilty	6831 N. 73rd St Scottsdale AZ	8/5/250
6.		Ann Mowry	6812 N 73RD ST Scottsdale AZ	8/5/250
7.		Corfiss Barker	6701 N. Scottsdale Rd #16 Scottsdale, AZ	1/10/19
8.		Susan Barker	" " "	1/10/19
9.		Jeanne Lewis	" " " #24 Scottsdale AZ	1/10/19
10.		Catherine Durnik	6701 N. Scottsdale Rd #30 85200	11/10/19.
11.		HEATHER HASEN	6701 N-Scottsdale 32 85250	11/10/19
12.		Coryn Shotey	6701 N. Scottsdale Rd Lot # 34	1/10/19
13.				
14.				
15.				