

PLANNING COMMISSION REPORT



Meeting Date: May 24, 2023
General Plan Element: *Land Use*
General Plan Goal: *Create a sense of community through land uses*

ACTION

1st Street Townhomes 17-ZN-2022

Request to consider the following:

1. A recommendation to City Council regarding a request by owner for a zoning district map amendment from Downtown, Office Commercial, Type 2, Downtown Overlay (D/OC-2 DO) and Downtown, Office Residential, Type 2, Downtown Overlay (D/OR-2 DO) to Downtown, Downtown Multiple Use, Type 2, Downtown Overlay (D/DMU-2 DO) for a new townhome development with 12 units on a +/- 0.53-acre site, located at 7515 and 7521 E. 1st Street.

Goal/Purpose of Request

The applicant seeks approval to redevelop two lots, currently occupied by single-story commercial buildings, into a 12-unit townhome development.

Key Items for Consideration

- Redevelopment and revitalization of infill site in Old Town
- No amended or bonus development standards proposed
- Infrastructure to be upgraded as needed by property owner
- One written public comment received, as of date of this report

OWNER

Scottsdale Holdings LLC
(602) 448-6345

APPLICANT CONTACT

John Berry
Berry Riddell LLC
(480) 385-2753

Action Taken _____

LOCATION

7515 E 1st St



BACKGROUND

General Plan

The Land Use Element of the City of Scottsdale General Plan 2035 designates the property as Mixed-Use Neighborhoods, which are areas of the city that focus on human-scale development and are located in areas with strong access to multiple modes of transportation and major regional services. These areas accommodate higher-density housing combined with complementary office or retail uses. Mixed-Use Neighborhoods are most suitable near and within Growth and Activity Areas. The property is located within a General Plan designated Old Town Growth Area; Growth Areas are specific locations within the community that are most appropriate for development focus, and will best accommodate future growth, new development, revitalization, and redevelopment.

Old Town Scottsdale Character Area Plan (OTSCAP)

The subject property is located within the boundary of the Old Town Scottsdale Character Area Plan (OTSCAP), a policy document that guides growth and development decisions for Scottsdale's Old Town area. This property is designated as Downtown Multiple Use within the Type 2 development area, located within the OTSCAP designated Civic Center District. Multiple Use areas provide a mix of activities through the development of mutually supportive land uses. Type 2 areas support intermediate, higher scale development within Old Town.

Zoning

The subject lots were annexed into the City in 1951 (Ord. No. 1) and assigned S-R zoning. In 1986, 7515 E. 1st Street was rezoned from S-R to D/OC-2 (27-ZN-1986), and in 2006, 7521 E. 1st Street was rezoned to D/OR-2 DO (12-ZN-2006) to allow for a new mixed-use project, which never transpired.

Context

Located on the south side of E. 1st Avenue, midblock between N. 75th Street and N. Miller Road, the site is situated in a mature area of the City primarily occupied by single-family buildings constructed in the 1960s. However, the vicinity has recently experienced more intense development. On the corner of N. 75th Street and E. Main Street is a 4-story mixed use development (7-DR-2015), and to the south is another 4-story mixed-use development (25-DR-2019). Please refer to context graphics attached.

Adjacent Uses and Zoning

- North: Office/residential, zoned S-R DO
- South: Mixed-Use, zoned D/DMU-2 DO
- East: Office, zoned S-R DO
- West: Office, zoned S-R DO

Other Related Policies, References:

- Scottsdale General Plan 2035
- Old Town Scottsdale Character Area Plan
- Zoning Ordinance
- 27-ZN-1986: Approved a rezone from S-R to D/OC-2 (7515 E. 1st Street)
- 12-ZN-2006: Approved a rezone from S-R DO to D/OR-2 DO (7521 E. 1st Street)

APPLICANT’S PROPOSAL

Development Information

The applicant seeks approval to redevelop two lots into a 12-unit townhome community. Eleven of the units will be two-bedroom, the 12th unit will be one-bedroom. All required parking would be provided in private garages attached to each unit. Access to six of the units would be provided off E. 1st Street, the other six units would access off the alley. A central common area is proposed with the units to the north and south of the common area. Several mature trees are proposed along E. 1st Street to provide shading for pedestrians and an aesthetic setting for the building.

- Existing Use: Office (both lots)
- Proposed Use: Multi-family Residential
- Buildings/Description: Two 3-story buildings
- Parcel Size: +/- 0.53 Acre
- Building Height Allowed: 66 feet (inclusive of rooftop appurtenances)
- Building Height Proposed: 46 feet (inclusive of rooftop appurtenances, south building), 42 feet (inclusive of rooftop appurtenances, north building)
- Parking Required: 23 spaces (two spaces per two-bedroom unit, one space for the one-bedroom unit)
- Parking Provided: 23 spaces
- Open Space Required: None
- Open Space Provided: 7,862 square feet
- Density Allowed: 50 du/ac (26 units)
- Density Proposed: 22.6 du/ac (12 units)

IMPACT ANALYSIS

Land Use

The proposed project would redevelop and revitalize a site that is presently underutilized while adding alternative housing options in the Old Town area close to shops, restaurants, and pedestrian amenities to further promote Old Town as a year-round, seven days a week, 18-hour mixed-use neighborhood (Goals LU 1 and LU of the OTSCAP).

Transportation

A Traffic Mitigation & Impact Analysis was submitted as part of this application and has been accepted by the Transportation Division. No specific traffic improvements are needed to serve this project.

Water/Sewer

The applicant provided Basis of Design reports for water and sewer, which have been accepted by the Water Resources Division. The City of Scottsdale is an Arizona Department of Water Resources designated provider with a 100-year Assured Water Supply and will supply water in accordance with City codes, ordinances, and the City's Drought Management Plan. All infrastructure upgrades necessary to serve this project will be completed by the applicant.

Overhead Utility Lines

There are goals and policies that support the burial of existing overhead utility lines; the objective being to provide a public benefit and minimize visual impact. The 2035 General Plan (Public Services and Facilities element, Policy PSF 2.3) and the OTSCAP (Character & Design Chapter, Policy CD 11.3) both recommend and encourage burial of existing overhead utility lines, on-site and within utility easements as part of a redevelopment project. This is also a requirement of the Scottsdale Revised Code (Section 47-80) for utility lines in the right-of-way (including alleys). A stipulation to bury overhead utility lines in the alley adjacent to this site is included in this report.

Public Safety

The nearest fire station is located approximately 1,000 feet north of the project site at 7522 E. Indian School Road, and is served by Police District 1, Beat 6. As with any project that contributes to growth, the fire department and police department continually anticipate and evaluate resource needs for the city's budget process.

Open Space

Though no open space is required for projects within the Old Town boundary, this project includes 7,862 square feet of common area for residents. The common area includes a pool, trees, artificial turf and seating elements.

Housing Cost

Approval of the zoning district map amendment proposed by the applicant enables the construction of more housing. In conjunction with state law, staff has considered the scope of the zoning district map amendment, as well as aspects which would affect the cost of construction. Staff has not identified any factors that would substantially impact the cost to construct housing for sale or rent.

Community Involvement

Property owners within 750 feet of the project site, as well as those on the Interested Parties list, have been notified by staff of the proposal. Additionally, per the applicant's Citizen Review & Neighborhood Involvement Report, an Open House was held on 10/17/2022 at the Civic Center Library from 5:00 PM to 6:00 PM. Two people attended and all inquiries were answered by the development team to the best of their ability.

STAFF RECOMMENDATION

Recommended Approach:

Staff recommends that the Planning Commission determine that the proposed zoning district map amendment is consistent with and conforms to the adopted General Plan, and make a recommendation to City Council for approval of a zoning district map amendment from Downtown, Office Commercial, Type 2, Downtown Overlay (D/OC-2 DO) and Downtown, Office Residential, Type 2, Downtown Overlay (D/OR-2 DO) to Downtown, Downtown Multiple Use, Type 2, Downtown Overlay (D/DMU-2 DO) for a new townhome development with 12 units on a +/- 0.53-acre site, located at 7515 and 7521 E. 1st Street, per the attached stipulations.

RESPONSIBLE DEPARTMENT

Planning and Development Services

Current Planning Services

STAFF CONTACT

Greg Bloemberg
Principal Planner
480-312-4306
E-mail: gbloemberg@ScottsdaleAZ.gov

APPROVED BY



Greg Bloemberg, Report Author

4/27/2023

Date



Tim Curtis, AICP, Current Planning Director
Planning Commission Liaison
Phone: 480-312-4210 Email: tcurtis@scottsdaleaz.gov

5/9/2023

Date



Erin Perreault, AICP, Executive Director
Planning, Economic Development, and Tourism
Phone: 480-312-7093 Email: eperreault@scottsdaleaz.gov

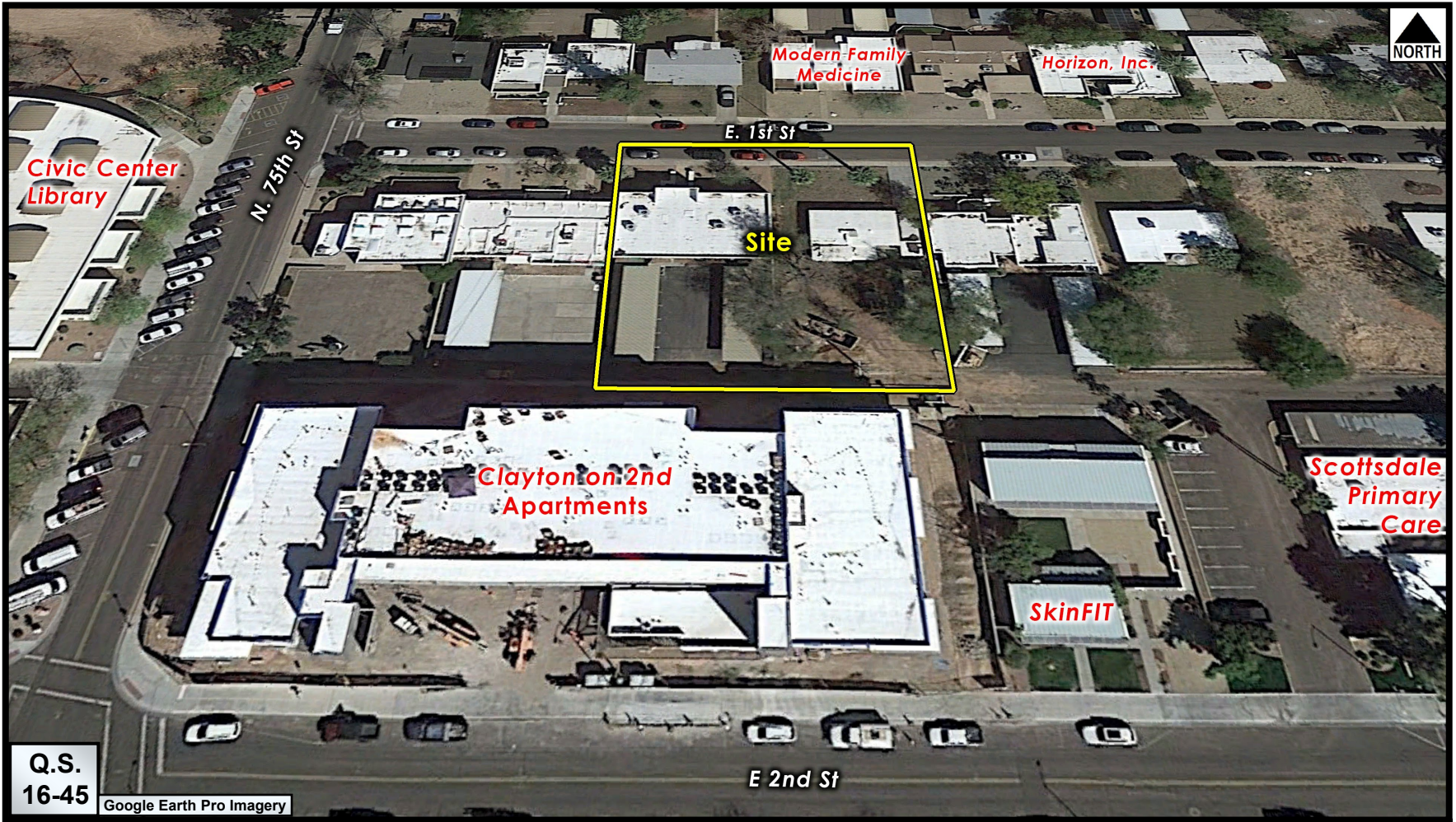
05/12/2023

Date

ATTACHMENTS

1. Context Aerial
- 1A. Aerial Close-Up
2. Ordinance No. 4598
 - Exhibit 1: Zoning Map
 - Exhibit 2: Stipulations
 - Exhibit 3: Site Plan
3. Additional Information
4. Old Town Scottsdale Character Area Plan Future Land Use Map
5. Existing Zoning Map
6. Project Narrative
7. Context Aerial w/ Site Plan
8. Rendered Site Plan
9. Open Space Plan
10. Landscape Plan
11. Construction Mitigation Plan
12. Building Elevations
13. Perspectives
14. Community Involvement
15. Correspondence
16. City Notification Map





Close-up Aerial

ATTACHMENT #1A

17-ZN-2022

ORDINANCE NO. 4598

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF CHANGING THE ZONING ON THE "DISTRICT MAP" TO ZONING APPROVED IN CASE NO. 17-ZN-2022 FROM DOWNTOWN, OFFICE COMMERCIAL, TYPE 2, DOWNTOWN OVERLAY (D/OC-2 DO) AND DOWNTOWN, OFFICE RESIDENTIAL, TYPE 2, DOWNTOWN OVERLAY (D/OR-2 DO) TO DOWNTOWN, DOWNTOWN MULTIPLE USE, TYPE 2, DOWNTOWN OVERLAY (D/DMU-2 DO) ON A +/- 0.53-ACRE SITE, LOCATED AT 7515 AND 7521 E. 1ST STREET.

WHEREAS, the Planning Commission held a hearing on May 24, 2023; and

WHEREAS, the City Council has considered the probable impact of Zoning Ordinance 4598 on the cost to construct housing for sale or rent; and

WHEREAS, the City Council finds that the proposed development is in substantial harmony with the General Plan of the City of Scottsdale and will be coordinated with existing and planned development; and

WHEREAS, it is now necessary that the comprehensive zoning map of the City of Scottsdale ("District Map") be amended to conform with the decision of the Scottsdale City Council in Case No. 17-ZN-2022.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Scottsdale, as follows:

Section 1. That the "District Map" adopted as a part of the Zoning Ordinance of the City of Scottsdale, showing the zoning district boundaries, is amended by rezoning a +/- 0.53-acre site, located at 7515 and 7521 E. 1st Street and marked as "Site" (the Property) on the map attached as **Exhibit 1**, incorporated herein by reference, from Downtown, Office Commercial, Type 2, Downtown Overlay (D/OC-2 DO) and Downtown, Office Residential, Type 2, Downtown Overlay (D/OR-2 DO) to Downtown, Downtown Multiple Use, Type 2, Downtown Overlay (D/DMU-2 DO) zoning.

Section 2. That the above rezoning approval is conditioned upon compliance with all stipulations attached hereto as **Exhibit 2** and incorporated herein by reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this _____ day of _____, 2023.

ATTEST:

CITY OF SCOTTSDALE, an Arizona municipal corporation

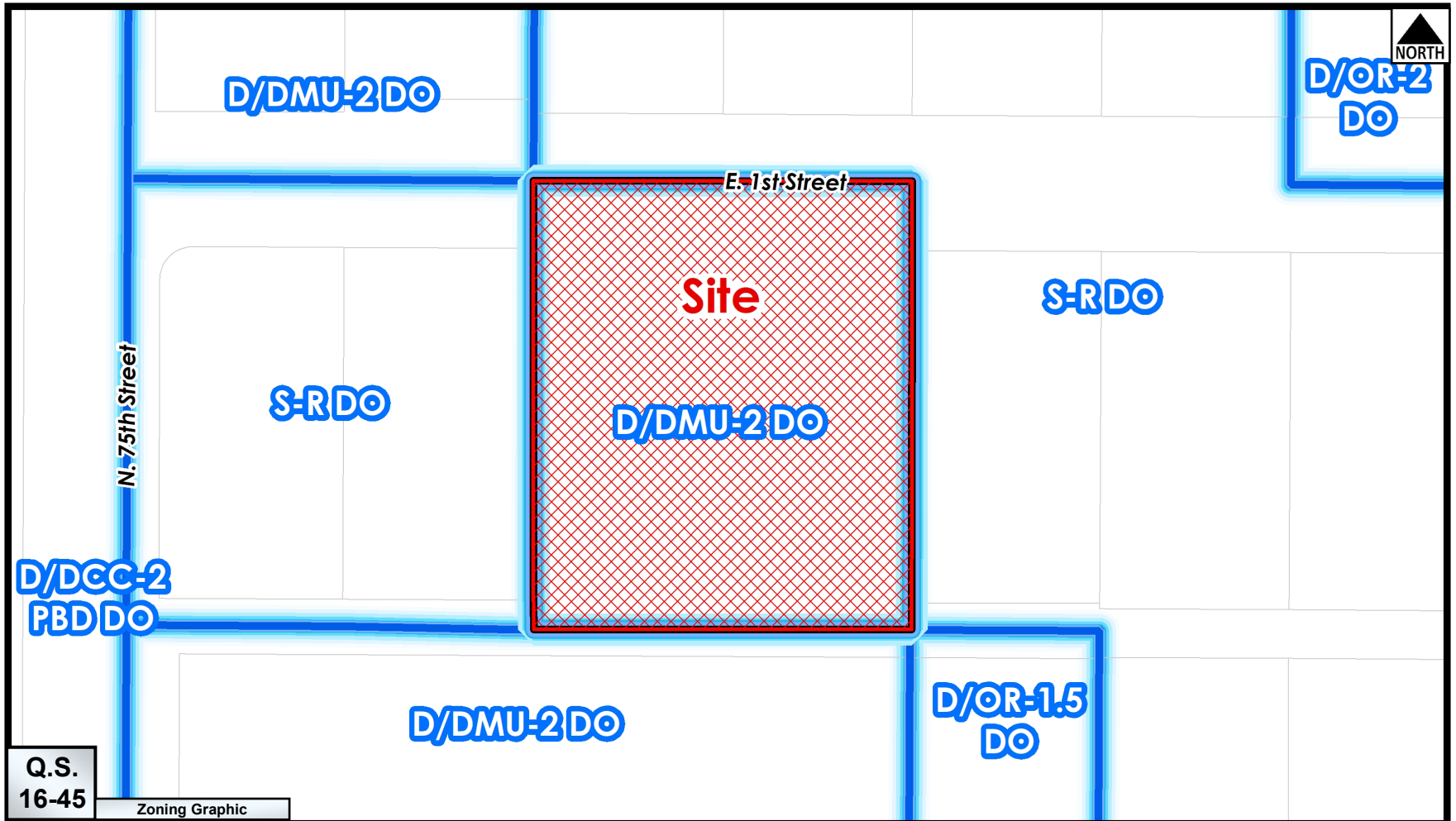
By: _____
Ben Lane
City Clerk

By: _____
David D. Ortega
Mayor

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY

By: _____
Sherry R. Scott, City Attorney
By: Joe Padilla, Deputy City Attorney

DRAFT



Q.S.
16-45

Zoning Graphic

Zoning

Exhibit 1 to Ordinance No. 4598

17-ZN-2022

**Stipulations for the Zoning Application:
1st Street Townhomes
Case Number: 17-ZN-2022**

These stipulations are intended to protect the public health, safety, welfare, and the City of Scottsdale.

SITE DESIGN

1. CONFORMANCE TO CONCEPTUAL SITE PLAN. Development shall conform to the conceptual site plan submitted by Chen + Suchart Studio LLC with the city staff date of 5/2/2023, attached as Exhibit 3 to Attachment 2. Any proposed significant change to the conceptual site plan, as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council.
2. OVERHEAD UTILITY AND COMMUNICATION LINES. Existing overhead utility and communication lines in the alley along the entire property frontage shall be relocated underground. Specifically, the power pole adjacent to 7521 E. 1st Street shall be removed, and the lines between the power pole at the southeast corner of 7533 E. 1st Street and the power pole at the southwest corner of 7509 E. 1st Street (approximately 340 linear feet) shall be placed underground. Any new or relocated utility lines shall also be placed underground.
3. ALLEY LIGHTING. With the Development Review Board submittal, the light fixture presently mounted on the power pole in the alley shall be replaced with wall-mounted sconces (mounted no higher than eight feet above grade) integrated into the building design facing the alley.
4. INTERNATIONAL GREEN CONSTRUCTION CODE (IgCC). Final construction plans shall demonstrate compliance with the IgCC.
5. REFUSE. Prior to issuance of any permit for the development project, the property owner shall submit and obtain approval of construction documents to build a commercial refuse enclosure area as called for on approved site plan, with commercial solid waste servicing of project in perpetuity accordingly.
6. FINAL PLAT. Prior to issuance of any permit for the development project (except demolition), the property owner shall submit and obtain approval of a final plat assembling project parcels into one (1) project parcel.
7. LANDSCAPING. The proposed trees along the E. 1st Street frontage shall be “mature” at the time of planting, as defined in Article III of the Zoning Ordinance.
8. PROTECTION OF ARCHAEOLOGICAL RESOURCES. Any development on the property is subject to the requirements of Scottsdale Revised Code, Chapter 46, Article VI, Protection of Archaeological Resources, Section 46-134 - Discoveries of archaeological resources during construction.

DEDICATIONS

9. RIGHT-OF-WAY DEDICATIONS. Prior to issuance of any permit for the development project (except demolition), the property owner shall make the following fee-simple right-of-way dedications to the City of Scottsdale:

- a. ALLEY. Two (2) foot dedication, for a total ten (10) foot wide half-right-of-way width.
10. PUBLIC NON-MOTORIZED ACCESS EASEMENT. Prior to issuance of any permit for the development project (except demolition), the property owner shall dedicate a continuous Public Non-Motorized Access Easement to the City of Scottsdale over any portion of the street sidewalk that extends beyond the right-of-way onto the project site.

INFRASTRUCTURE

11. CONSTRUCTION COMPLETED. Prior to issuance of any Certificate of Occupancy or Certification of Shell Building, whichever is first, for the development project, the property owner shall complete all the infrastructure and improvements required by the Scottsdale Revised Code and these stipulations.
12. STANDARDS OF IMPROVEMENTS. All improvements (curb, gutter, sidewalk, curb ramps, driveways, pavement, concrete, water, wastewater, etc.) shall be constructed in accordance with the applicable City of Scottsdale Supplements to the Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction, Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction, the Design Standards and Policies Manual (DSPM), and all other applicable city codes and policies.
13. CIRCULATION IMPROVEMENTS. Prior to issuance of any permit for the development project (Except demolition), the property owner shall submit and obtain approval of construction documents to construct the following improvements:
- a. ALLEY
 - i. Full improvements for entire width of alley (after two-foot dedication), with at least two and a half (2.5) inches of asphaltic concrete over 6 inches ABC and City approved corresponding transitions.
 - ii. Garage faces minimum two (2) feet from alley right-of-way.
 - b. E. 1ST STREET
 - i. Street sidewalk and curb to ADA standards along project frontage (no change to width).
 - ii. On-site pedestrian corridor and connection to street sidewalk, no less than five (5) feet in width.
14. WATER AND WASTEWATER IMPROVEMENTS. The property owner shall provide all water and wastewater infrastructure improvements, including any new service lines, connection, fire-hydrants, and manholes, necessary to serve the development.

REPORTS AND STUDIES

15. DRAINAGE REPORT. With the Development Review Board submittal, the property owner shall submit a Drainage report in accordance with the Design Standards and Policies Manual for the development project. The preliminary drainage report reviewed and accepted for the corresponding zoning case #17-ZN-2022, or an updated version to meet the level of details required, is acceptable.
16. BASIS OF DESIGN REPORT (WATER). With the Development Review Board submittal, the property owner shall submit a Final Basis of Design Report for Water for the development project in

accordance with the Design Standards and Policies Manual. In the basis of design report, the property owner shall address the water resources department's preliminary report comments.

17. BASIS OF DESIGN REPORT (WASTEWATER). With the Development Review Board submittal, the property owner shall submit a Final Basis of Design Report for Wastewater for the development project in accordance with the Design Standards and Policies Manual. In the basis of design report, the property owner shall address the water resources department's preliminary report comments.

THESE DRAWINGS ARE NOT TO BE REPRODUCED OR USED FOR ANY OTHER PURPOSES WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECT. THE ARCHITECT'S DESIGN INTENT SHALL NOT BE ALTERED BY THE OWNER OR ANY OTHER PARTY. ANY CHANGES TO THE PROJECT SHALL BE MADE BY THE ARCHITECT OR HIS DESIGNER. ANY CHANGES TO THE PROJECT SHALL BE MADE BY THE ARCHITECT OR HIS DESIGNER. ANY CHANGES TO THE PROJECT SHALL BE MADE BY THE ARCHITECT OR HIS DESIGNER.

CHEN + SUCHART STUDIO
 ARCHITECTS
 130-25-026
 SCOTTSDALE, AZ 85251
 PHONE: 480.332.1704
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 EMAIL: thesuar@chensuchartstudio.com
 WWW: www.chensuchartstudio.com

**PRELIMINARY
 NOT FOR CONSTRUCTION**

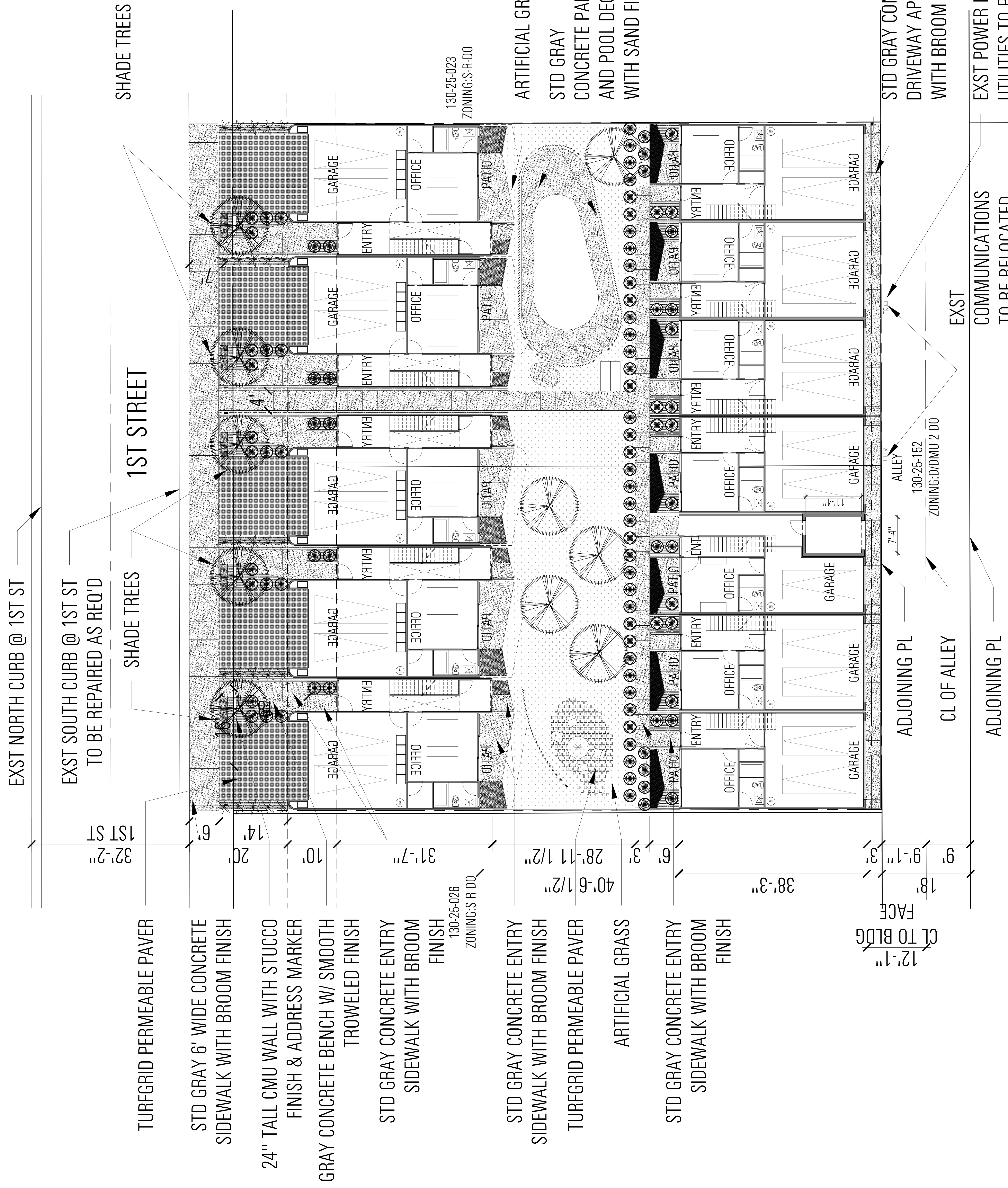
plant legend

- PLANT: PRUSSIAN VIVIPARA - VELVET MESQUITE
 SIZE: 8" BOX
- PLANT: BLUE-GRAPE GRAPES - BLUE GRAMA
 SIZE: 1 GAL/10"
- PLANT: AWOKE DISMOTHYANA - SMOOTH AVAIVE
 SIZE: 5 GALLON
- 3/8" WASHED MARSHON GOLD
- PLANT: LANTANA CAMARA - LANTANA
 PLANT: LANTANA
 SIZE: 5 GALLON

1ST ST TOWNHOMES
 7515 & 7521 east 1st street
 scottsdale, az 85251

CHEN + SUCHART STUDIO
 architect:
 7070 east third avenue
 SCOTTSDALE, ARIZONA 85251
 mobile: 480.332.1704 (tummy)
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 email: thesuar@chensuchartstudio.com
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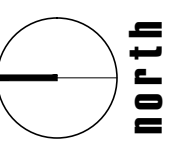
ARTIFICIAL GRASS
 STD GRAY
 CONCRETE PAD
 AND POOL DECK
 WITH SAND FINISH

STD GRAY CONCRETE
 DRIVEWAY APRON
 WITH BROOM FINISH
 EXST POWER POLE
 UTILITIES TO BE
 COMMUNICATIONS
 TO BE RELOCATED

landscape plan - option 1

Exhibit 3 to Ordinance No. 4598

zoning submittal
 14 march 2023



north

Additional Information for:

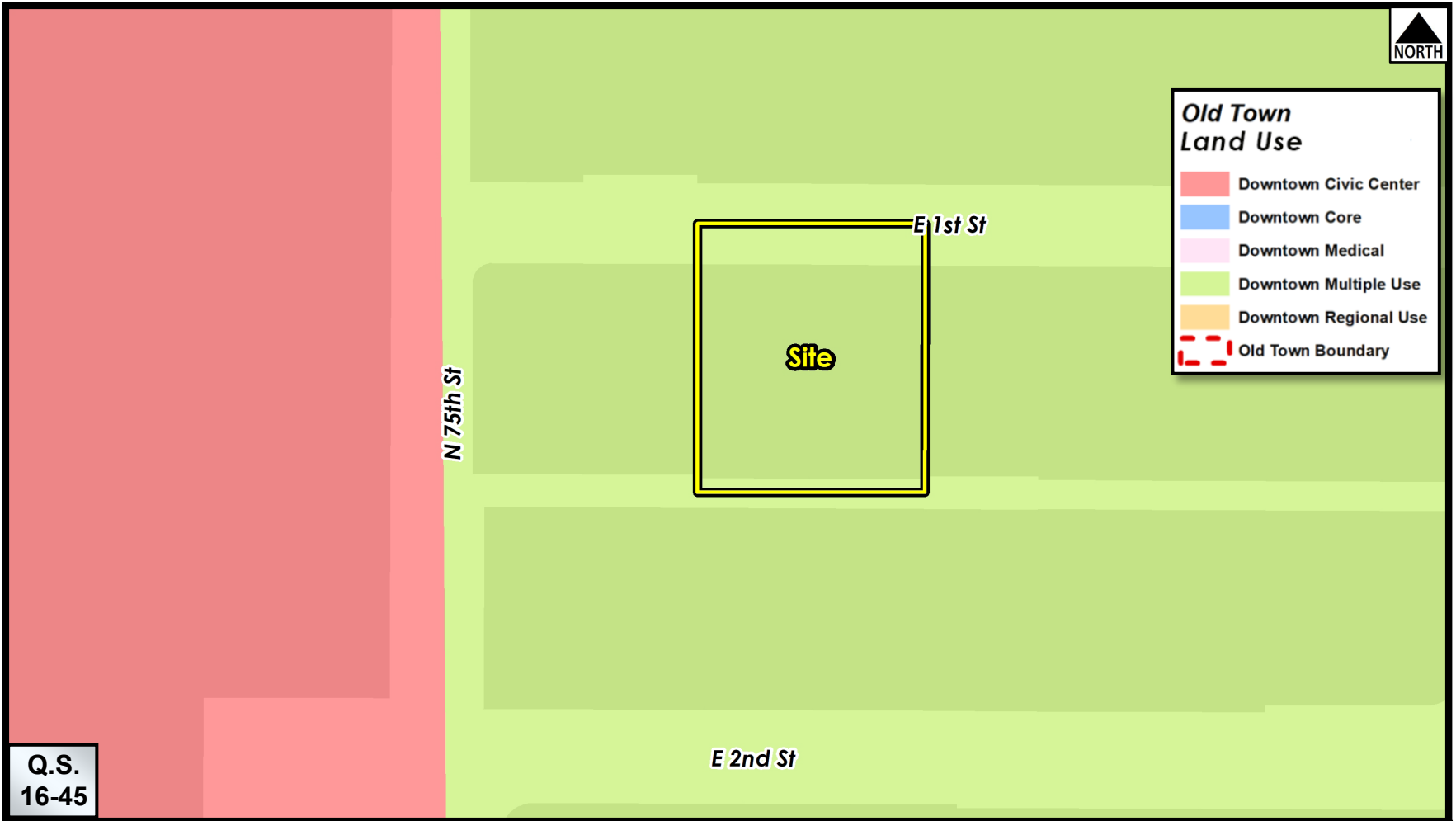
1st Street Townhomes

Case: 17-ZN-2022

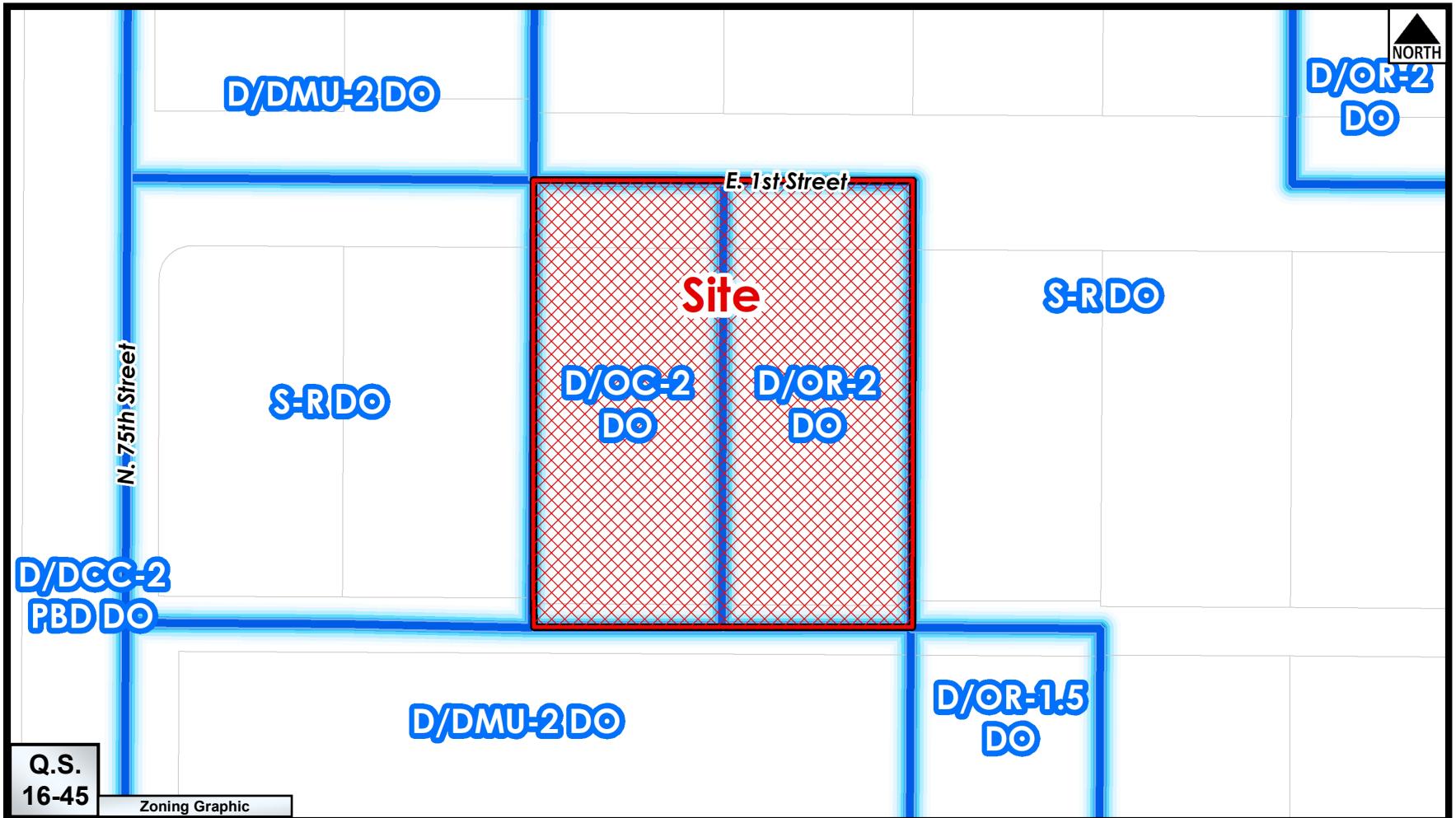
PLANNING/DEVELOPMENT

1. **DEVELOPMENT CONTINGENCIES** Each element of this zoning case—including density/intensity, lot/unit placement, access and other development contingencies—may be changed as more information becomes available to address public health, safety and welfare issues related to drainage, open space, infrastructure and other requirements.
2. **DEVELOPMENT REVIEW BOARD.** The City Council directs the Development Review Board's attention to:
 - a. wall design,
 - b. the type, height, design, and intensity of proposed lighting on the site, to ensure that it is compatible with the adjacent use,
 - c. improvement plans for common open space, common buildings and/or walls, and amenities such as ramadas, landscape buffers on public and/or private property (back-of-curb to right-of-way or access easement line included).
3. **MARSHALLING AND STORAGE YARD.** Any use of City right-of-way, including alleys, for marshalling and/or storage shall require prior approval from the City's Transportation Department and payment of any associated fees.
4. **CONSTRUCTION MANAGEMENT PLAN.** With the Development Review Board application, the property owner shall submit a Construction Management Plan for formal approval.
5. **RESPONSIBILITY FOR CONSTRUCTION OF INFRASTRUCTURE.** The developer shall be responsible for all improvements associated with the development or phase of the development and/or required for access or service to the development or phase of the development. Improvements shall include, but not be limited to washes, storm drains, drainage structures, water systems, sanitary sewer systems, curbs and gutters, paving, sidewalks, streetlights, street signs, and landscaping. The granting of zoning/use permit does not and shall not commit the city to provide any of these improvements.
6. **EASEMENTS DEDICATED BY PLAT.** The owner shall dedicate to the city on the final plat, all easements necessary to serve the site, in conformance with the Scottsdale Revised Code and the Design Standards and Policies Manual.
7. **EASEMENTS CONVEYED BY SEPARATE INSTRUMENT.** Prior to issuance of any building permit for the development project (except demolition), each easement conveyed to the city separate from a final plat shall be conveyed by an instrument or map of dedication subject to city staff approval, and accompanied by a title policy in favor of the City, in conformance with the Design Standards and Policies Manual.
8. **FEES.** The construction of water and sewer facilities necessary to serve the site shall not be in-lieu of those fees that are applicable at the time building permits are granted. Fees shall include, but not

be limited to the water development fee, water resources development fee, water recharge fee, sewer development fee or development tax, water replenishment district charge, pump tax, or any other water, sewer, or effluent fee.



Old Town Land Use Close-Up



Q.S.
16-45

Zoning Graphic

Existing Zoning

ATTACHMENT #5

17-ZN-2022

1st street townhomes

7515 & 7521 E. 1st Street
17-ZN-2022



PREPARED FOR

Scottsdale Holdings, LLC

PREPARED BY

Berry Riddell, LLC

John Berry, Esq.

Michele Hammond, Principal Planner

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PROJECT OVERVIEW

Proposed Use: 12 Residential Townhomes

Location:

- 7515 and 7521 E. 1st Street
- APN: 130-25-024 and 130-25-025

Property Size:

- Total Site Area:
 - 23,157+/- gross square feet or 0.53+/- acres

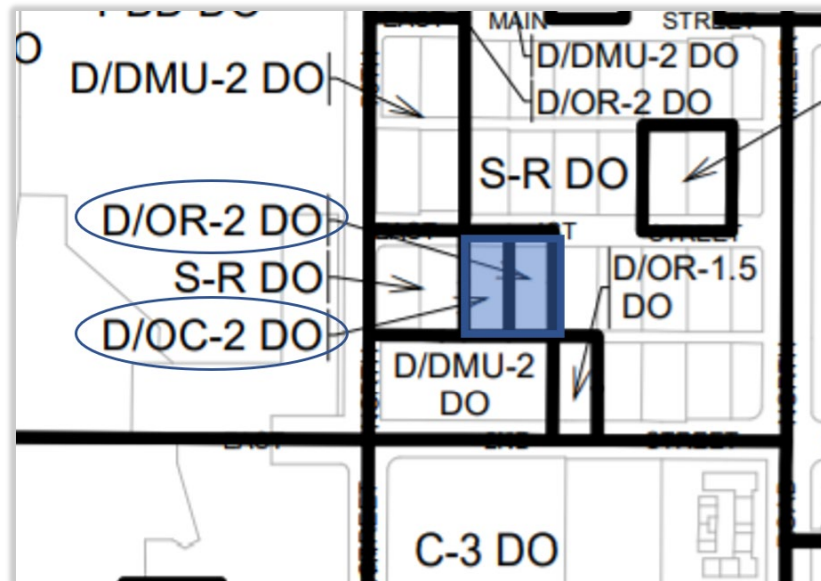
Current Zoning

- D/OC-2 DO and D/OR-2 DO

Proposed Zoning

- D/DMU-Type 2 DO (Downtown/Downtown Multiple Use Type 2, Downtown Overlay)

Current Zoning Map



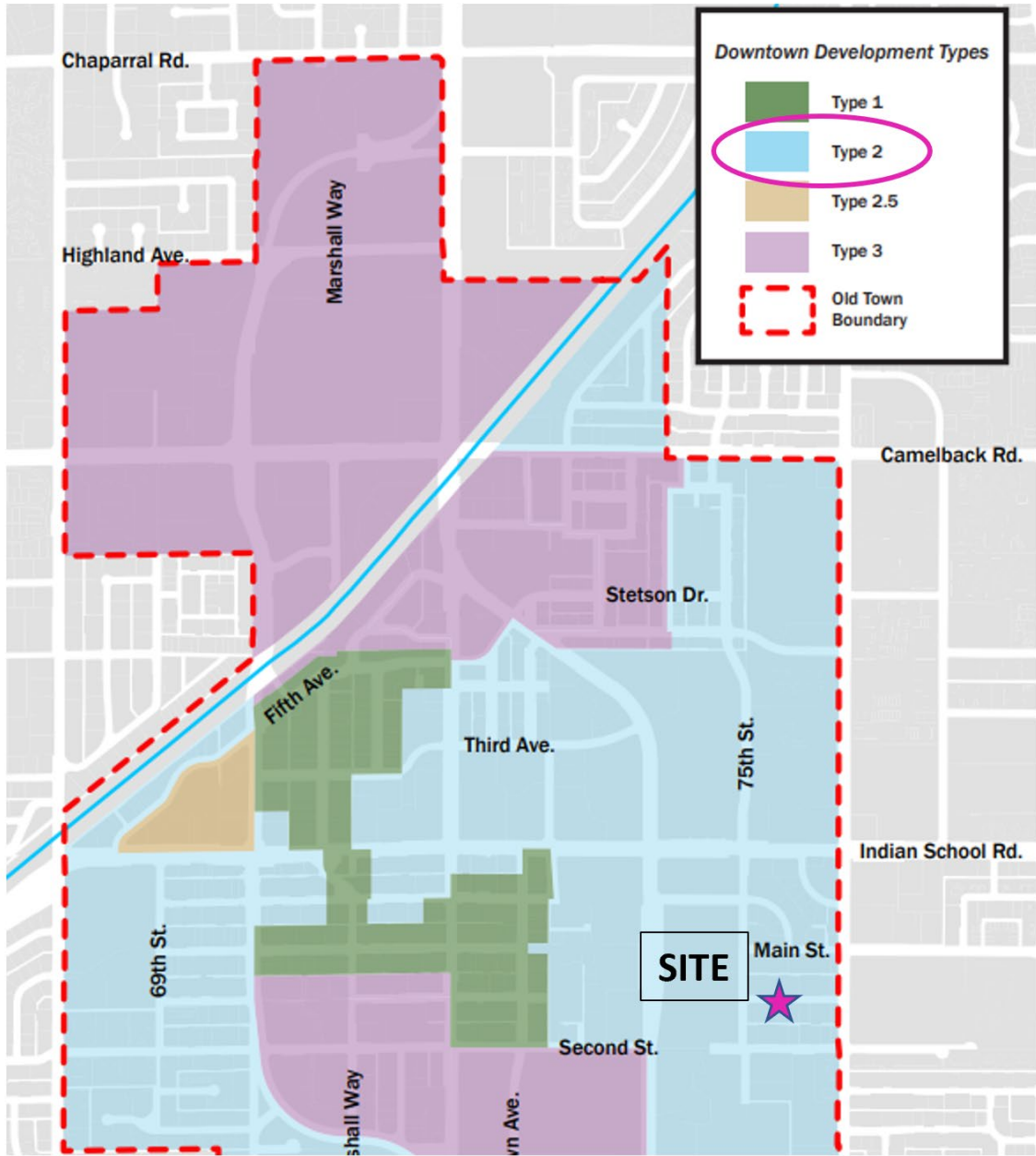
Context Aerial



Proposed Site Plan



Old Town Development Types



Source: Old Town Scottsdale Character Area Plan

Summary of Request & Context

The application is for rezoning of a 23,157+/- s.f. site located at 7515 & 7521 E. 1st Street within the Old Town Scottsdale Character Area Plan for a new townhouse development with 12 residences and a central courtyard amenity. Vehicle and pedestrian access to the units will be provided via 1st Street and the alley. The request is for rezoning from D/OC-2 DO (7515) and D/OR-2 DO (7521) to D/DMU-Type 2 DO.

The 7515 parcel is currently occupied by a single building utilized for office with parking accessed from the alley. The 7521 parcel was utilized as both a single-family home and subsequently an office but now stands vacant. The Property is adjacent to a new residential development to the south and a combination of residential and office land uses along 1st Street. The City’s Civic Center Library, Civic Center Mall, and City Offices (collectively referred to as “Civic Center”) are located approximately 185-ft west of the Property, a one-minute walk. The City is currently undertaking a \$27.3M renovation of Civic Center Mall slated for completion in January 2023. The Civic Center area also includes the Scottsdale Center for Performing Arts and Scottsdale Museum of Contemporary Art (SMOCA) as well as several restaurants with connectivity to Old Town, approximately 0.3 miles to the west. Just beyond Civic Center Library is the 45-acre HonorHealth Osborn Campus (Old Town’s largest employer), located approximately 0.2 miles southwest of the Property. Less than one-half mile to the east, the Indian Bend Wash open space system offers abundant recreational opportunities. The synergy of uses between the proposed residential townhomes and existing Civic Center Mall with proximity to HonorHealth and Old Town offers an ideal context for new residences in a mixed-use setting. The request complies with the Old Town Character Area Plan and 2035 General Plan as outlined below.



2035 GENERAL PLAN

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

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

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

❖ CHACTER & CULTURE

Character Types

- *Urban Character Types consist of higher-density residential, non-residential, and mixed-use neighborhoods, including apartments, high-density townhouses, business and employment centers, and resorts. Development in Urban Character Types should have pedestrian orientation, shade, activity nodes, and useable open spaces that encourage interaction among people. Building form and heights typically transition to adjacent Rural and Suburban Character Types. Taller buildings may be appropriate in Growth Areas, depending on context (see Growth Areas Element). Examples include Old Town Scottsdale, a mixed-use center of distinct urban districts; mixed-use portions of the Greater Airpark, particularly along Scottsdale Road; areas within the Scottsdale Road and Shea Boulevard Couplet; and the HonorHealth hospital/medical campus near Shea Boulevard and 90th Street.*

Character & Design Element

CD 1

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

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

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

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

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

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

Response: The D/DMU district allows for higher intensities in a mixed-use setting to encourage a synergistic lifestyle and appropriate balance of land uses with an enhanced pedestrian environment. The proposal for 12 residential townhomes on a 0.53+/- acre site results in a density of 22.6 du/ac which is well below the 50 du/ac permitted in the Downtown zoning district. The proposed 3-story townhomes at 46-ft (including mechanical) are also well below the permitted 66-ft in the Downtown district. Further, no amended development standards are being requested for setbacks and stepbacks with this proposal. Beyond the immediately adjacent context, the Property is located within close range of numerous cultural venues, medical facilities, employment, and service-related business. The key development consideration and design themes are summarized below and will be reiterated throughout the goals and policies discussion.

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

- Implementing architectural elements found throughout Old Town and responding to the Southwestern climate and Sonoran Desert environment through design, massing, material selection and landscaping
- Revitalizing Old Town through redevelopment and synergistic land uses
- Strengthening the economic success of Old Town through new development while preserving and bolstering area business
- Enhancing pedestrian connectivity through shaded sidewalks promoting walkability
- Focusing on sustainability through design, material selection, and site design

Conceptual Courtyard Design



CD 2

Develop, maintain, and refine Character Areas and Character Area Plans to foster quality development and consistent character and context within various areas of the community.

CD 2.1 Set priorities for the creation and updating of Character Area Plans.

CD 2.2 Character Area Plans should address “edges,” places where two Character Areas meet or places where Scottsdale’s boundaries abut other governmental jurisdictions, to ensure compatible transitions of character and connections.

CD 2.3 Ensure the involvement and participation of Character Area residents, businesses and property owners in planning and implementation.

Response: The proposed townhomes comply with the Old Town Scottsdale Character Area Plan by bringing redevelopment that is contextually appropriate and implements pedestrian synergist

land uses along 1st Street east of Civic Center. Further discussion regarding the character area plan conformance is provided in the Old Town Scottsdale Character Area Plan (“OTSCAP”) section below.

CD 3

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

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

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

Response: As noted above with the key redevelopment considerations, the proposed architectural character, site layout, and landscaping design will respect the unique climate, vegetation, and Scottsdale’s Old Town urban context. The building will utilize a combination of stucco and corrugated steel bringing a desert contemporary aesthetic to the block. See the Scottsdale Sensitive Design Principles and Old Town Scottsdale Urban Design & Architectural Guidelines (“OTSUDAG”) sections below for detailed responses regarding each principle.

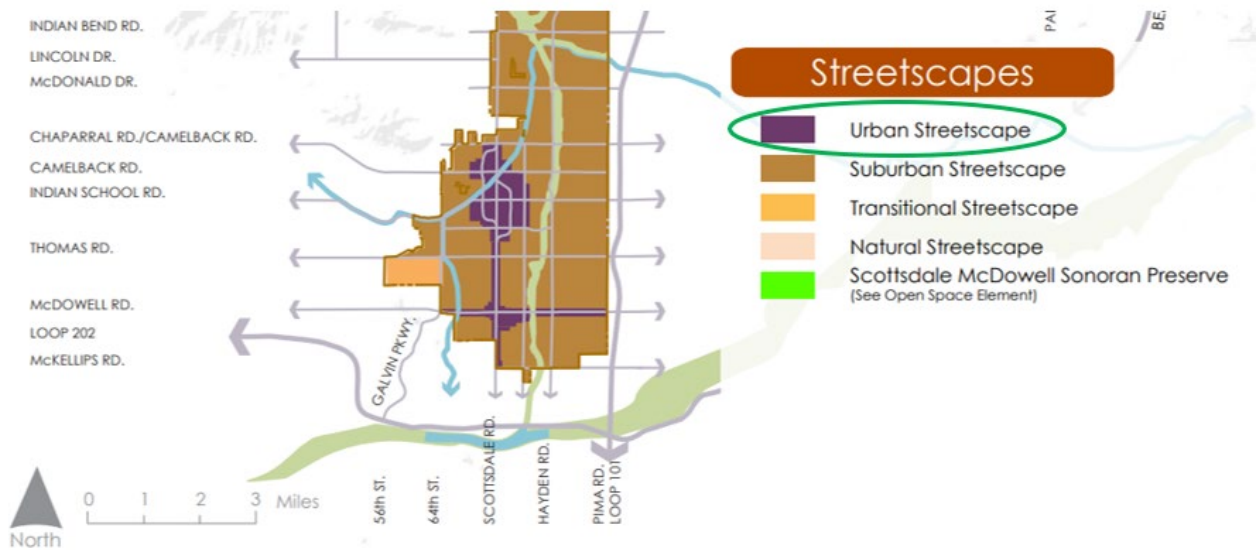
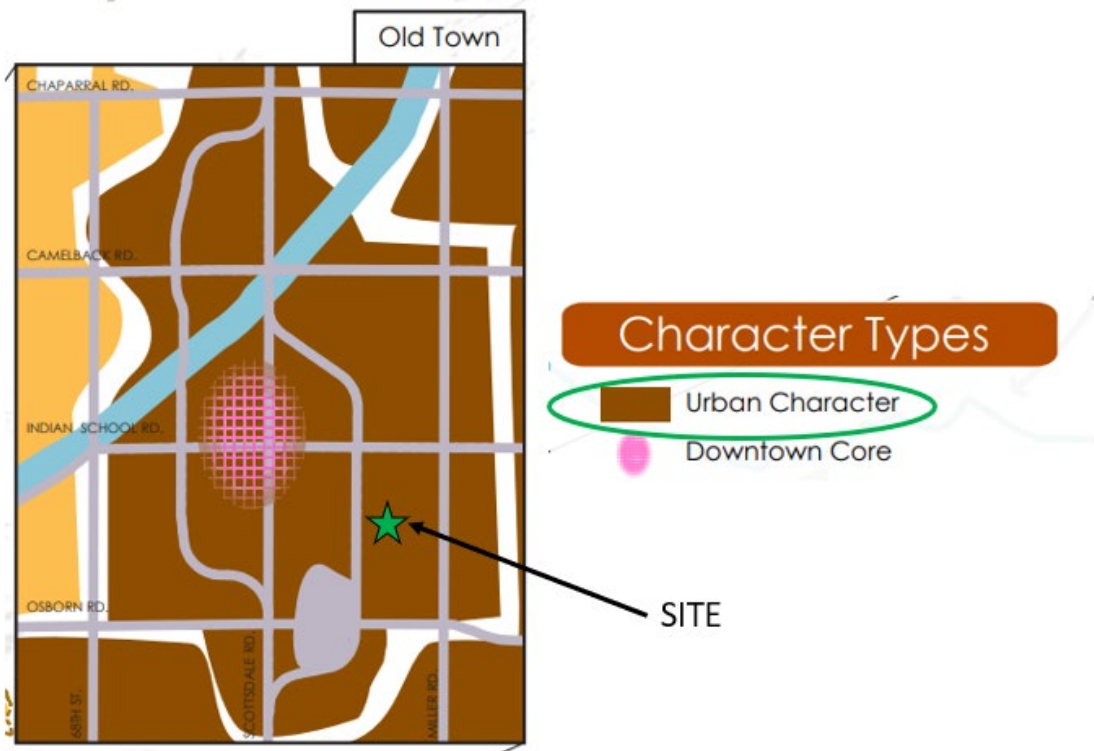
CD 4

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

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

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

2035 General Plan – Character & Design Element (Page 40 & 42)



Response: Streetscapes will be improved to encourage pedestrian comfort, safety, and accessibility with the proposal. A solid canopy structure over the 1st Street sidewalk is incorporated with the design proposal; however, a continuous tree canopy along 1st Street is offered as an alternative design option in place of the solid canopy structure – see perspectives included with application. The tree palette for 1st Street Townhomes will include 48” box trees and ground cover coordinating with existing vegetative pattern in Old Town and in conformance with low water use desert appropriate varieties.

Two Streetscape Options



CD 5

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

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

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

Response: The landscape character will include predominately desert-lush design with a variety of Southwestern plants that will provide year-round color, shade, and texture for the site and demonstrated with the landscape plan. Vegetation will include plants proven to thrive in our desert climate while creating a shaded vegetative pedestrian experience greatly improving the existing condition of the site, which currently lacks meaningful open space and landscaping. Plant selection and thoughtful planting design will allow the development to use water efficiently throughout the site allowing pedestrians and residents to enjoy and benefit from landscaped open spaces, resulting in passive cooling and a reduced heat island effect.

CD 6

Minimize light and noise pollution.

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

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

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



2035 Conceptual Land Use Map



Source: 2035 General Plan

Land Use Element

LU 1

Enhance Scottsdale’s economic viability by encouraging land uses that reinforce the city’s reputation as the premier international tourist destination in the Southwest and sustain the city’s role as a regional cultural center and economic hub. Land uses should be compatible with Scottsdale’s character and physical appearance.

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

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

LU 2

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

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

Response: Integrating 3-story townhomes in Old Town near Civic Center and HonorHealth Osborn brings physical and economic synergy, that will continue to enliven and enhance Old Town consistent with the goals and policies of the General Plan and OTSCAP by offering new housing options for residents. This proposed residential use is an ideal fit given the neighborhood context and surrounding land use mix. The building massing is designed to respectfully integrate with existing development along 1st Street and new building occurring in the nearby vicinity.

LU 3

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

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

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

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

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

LU 3.5 Engage the community in all land use discussions.

Response: 1st Street Townhomes contributes towards the pedestrian oriented Old Town atmosphere with activation of street frontages linking to the range of established uses in the area. As such, specific design considerations have been given to the street frontage maintaining context appropriate building massing, pedestrian-scaled architectural elements/overhangs, shaded walkways, increased open space, and enhanced hardscape design. Lighting will be incorporated in a manner that strengthens the unique design of the project while maintaining safety for pedestrians. Improving the pedestrian character of redevelopment sites is a key component to maintaining a thriving Old Town that minimizes focus on the automobile and encourages multimodal transportation. Additionally, Civic Center Mall is a one-minute walk to the west and Indian Bend Wash is located less than one-half mile to the east, both offering recreational opportunities to residents.

LU 4

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

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

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

LU 4.3 Locate regional land uses and intensities in Growth and Activity Areas to provide the greatest access to various modes of transportation.

Response: This Property is located approximately one-quarter mile north of Osborn Road and one-quarter mile south of Indian School Road with easy access to public transportation and is less than two miles away from the Loop 101, all of which provide regional access. By creating a comfortable and inviting pedestrian experience along the adjacent street, 1st Street Townhomes will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging these alternative means of transportation is inherent to downtown buildings as the Property is located near numerous cultural, medical, employment, and service-related destinations. More specifically from a cultural standpoint, the site is located within close proximity to significant destinations such the SMOCA, Scottsdale Center for the Performing Arts, Scottsdale Stadium, Museum of the West (MOW), Marshall Way and Main Street galleries, and Scottsdale Artists School. All within a short walk from the Property.

LU 5

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

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

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

Response: Integrating new residential housing options into Old Town will provide a wider range of housing choices for the residents of Scottsdale. The location of the Property near Civic Center and HonorHealth Osborn, medical offices, restaurants, cultural amenities, and recreation opportunities is ideally situated for residential. This synergy of land uses and concentration of residential in a mixed-use setting inherently allows for the conservation of resources, reduced vehicle trips, and improved air quality.

LU 6

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

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

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

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

Response: The rezoning request will allow for the redevelopment of two underutilized, aging sites surrounded by a variety of supporting civic, medical, commercial, and residential land uses that will offer services to residents. Equally, the addition of new residences in this downtown setting will bring additional sales tax dollars and jobs to Old Town further strengthening Scottsdale’s economic stability and promoting the lifestyle qualities Scottsdale is known for.

Conceptual Design



❖ **SUSTAINABILITY & ENVIRONMENT**

Open Space Element

OS 5

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

OS 5.2 Locate publicly accessible and useable open spaces within Growth and Activity Areas and established neighborhoods.

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

OS 5.5 Develop a series of linked public spaces throughout downtown that are connected by pedestrian corridors.

Response: The proposal includes approximately 7,800 s.f. of open space (43% of site) as well as private outdoor living spaces (balconies and roof top patios).

OS 6

Design and manage open spaces to relate to surrounding land uses and character.

OS 6.1 Evaluate the design of open spaces with the following primary determinants: aesthetics, neighborhood and service area needs, public safety, visual and functional connectivity, social and economic impacts, maintenance requirements, water consumption, drainage considerations, multi-use, Character Area, desert preservation, and wildlife corridor protection.

Response: The proposal will help revitalize and energize 1st Street with new vibrant architecture, open space and shade. The residences will provide a synergistic land use near Civic Center and HonorHealth Osborn medical campus and enhancing pedestrian connectivity in and around the site.

Environmental Planning Element

EP 1

Protect and enhance Scottsdale’s human and Sonoran Desert habitats.

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

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

Response:

The builder plans to preserve existing native and mature trees (where applicable) as well as provide new native and arid-adapted plant material which contribute to the broader surrounding environmental context. A key goal of the project is to create a comfortable and walkable experience for users within an urban environment given the site’s location in Old Town and proximity to Civic Center and HonorHealth. An enhanced experience is achieved by increasing open space as compared to the existing condition and improving the streetscape.

EP 2

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

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

Response:

- Recycle building materials of existing structure if feasible
- Attention to wellness factor – visual and physical access to courtyards and open space
- Natural lighting to reduce energy consumption and for resident well-being
- Indoor environmental quality and use of low VOC finishes and sealants
- Low-flow energy efficient plumbing fixtures
- Energy efficient appliance and lighting
- Onsite vehicle charging and preferred parking for low emission/hybrid vehicles
- Landscape buffer and shaded sidewalks
- Balconies and shading devices for windows
- Attention to acoustics and sound attenuation for resident well-being

EP 3

Participate in local and regional efforts to improve air quality.

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

Response:

- Onsite vehicle charging
- Indoor environmental quality and use of low VOC finishes and sealants
- Inclusion of bike racks/bike storage within garages
- Access to local and regional mass transit as buses

EP 5

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

EP 5.1 Protect and enhance the natural desert elements of all development sites.

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

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

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

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

Response: *(in addition to those previously mentioned)*

- Providing low impact development items such as curb cuts and permeable paving
- Permeable paving provided near root zones to promote tree and planting vitality and increased soil percolation

EP 7

Identify and reduce heat islands.

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

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

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

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

EP 7.5 Minimize asphalt and promote alternative parking surfaces.

Response:

- Removal of existing asphalt parking lot contributes to reduction of heat island
- Sidewalk shaded with solid shade canopy or street-lined tree canopy
- Use of permeable paving to increase percolation
- Incorporate cool pavement technology
- Specification of plant and accent material with low maintenance, low water use requirements
- Proposed multistory structure that minimizes heat absorbing roof area given the total building area

EP 8

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

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

EP 8.2 Increase energy efficiency in buildings and vehicle fleets.

EP 8.3 Encourage use of clean, renewable energy sources.

EP 8.4 Employ green building and green infrastructure best practices.

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

EP 8.6 Encourage waste reduction and water conservation.

Response:

- International Green Construction Code (IGCC)
- Specification of plant material, which is drought tolerant, arid-adapted and extreme-heat tolerant
- Inclusion of bike racks/bike storage
- Potential for flooding reduced with green infrastructure / low impact development practices

Conservation Element

CONSV 1

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

CONSV 1.1 Promote local and regional public and private partnerships to reduce natural resource consumption, such as aggressive conservation, reuse, and recycling programs.

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

Response:

- Specification of plant and accent material with low maintenance requirements
- Specification of plant material, which is drought tolerant, arid-adapted and extreme-heat tolerant
- Sidewalk shaded with solid shade canopy or street-lined tree canopy
- Use of permeable paving to increase percolation
- Potential for flooding reduced with green infrastructure / low impact development practices

CONSV 2

Protect and manage Sonoran Desert biodiversity and native ecosystems.

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

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

Response:

- Project plans to preserve existing native and mature trees as well as provide new native and arid-adapted plant material which contribute to the broader surrounding environmental context
- Specification of plant and accent material with low maintenance requirements
- No live turf areas proposed for project (artificial grass will be implemented)

CONSV 4

Conserve water and encourage the reuse of wastewater.

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

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

Response:

- Increased site percolation with incorporation of permeable paving for hardscape
- Permeable pavers for hardscape at ground level

- Drip irrigation and smart controller system to conserve water use and manage precipitation onsite
- Specifications include salt-water pool to reduce chemical usage and re-use backwash for hardy desert plants where possible
- Specifications include low flow toilets, faucets, shower heads, and kitchen fixtures
- Specifications include leak sensors
- Capture and reuse condensation from mechanical units

Energy Element

E 2

Reduce per capita energy consumption and promote energy efficiency.

E 2.3 Explore emerging smart energy technologies.

E 2.4 Support development of regional waste-to-energy facilities.

E 2.5 Encourage local industries to adopt energy efficiency measures and renewable energy to minimize the environmental impacts of their operations.

Response:

- Provide energy efficient HVAC systems and equipment
- Solar ready roof structure

E 3

Promote building and site designs that maximize energy efficiency.

E 3.1 Encourage the use of natural properties and sustainable building systems (e.g., sun, shade, thick walls, insulation) to reduce the demand for and use of mechanical cooling and heating systems.

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

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

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

E 3.5 Orient buildings and lots in ways that minimize summer solar heat gain, maximize roof solar access and natural ventilation, and limit roof solar access obstructions of neighboring structures.

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

Response:

- Solar ready roof structure
- Specification of plant material, which is drought tolerant, arid-adapted and extreme-heat tolerant
- Use of permeable paving to increase percolation
- Incorporate cool pavement technology
- Recycle building materials of existing structure if feasible
- Attention to resident wellness factor – visual and physical access to courtyards and open space
- Natural lighting to reduce energy consumption and for resident well-being
- Indoor environmental quality and use of low VOC finishes and sealants
- Onsite recycling
- Onsite vehicle charging and preferred parking for low emission/hybrid vehicles

❖ **COLLABORATION & ENGAGEMENT**

Community Involvement Element

CI 1

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

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

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

Response: Public participation and community outreach is an important part of the rezoning process. Technical Solutions began neighborhood outreach early in the process and maintains ongoing dialogue with the community and stakeholders. Feedback from one-on-one meetings, phone calls, and the required open house is shared with City Staff and memorialized in the Neighborhood Outreach Report submitted with the zoning application.

❖ COMMUNITY WELL-BEING

HC 3

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

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

Response: The Property offers all the key ingredients for a thriving residential community given its ideal location with proximity to civic and cultural amenities as well as proximity to state of the art medical care, retail/support services, recreational opportunities, and multimodal transportation alternatives promoting healthful living and maintaining a Scottsdale lifestyle.

Recreation Element

R 2

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

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

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

Response: The site benefits from several walkable opportunities throughout Old Town and Civic Center Mall and is located within one-half of a mile from the Indian Bend Wash recreation open space system directly to the east of the Property.

Safety Element

S 6

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

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

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

❖ CONNECTIVITY

Circulation Element

C 1

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

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

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

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

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

Response: The Property is located on 1st Street between Indian School Road and Osborn Road, just east of 75th Street and west of Miller Road, with nearby access to public transportation, and is less than two miles away from the Loop 101. Existing public transportation options include both trolley and bus service. Trolley route MLHD runs along Miller Road and provides access from the Granite Reef Senior Center north to Mustang Library. Trolley route CM68 runs along Camelback Road and 68th Street through Old Town connecting to the Paiute Neighborhood Center in route to Scottsdale Community College. Valley Metro transit Route 50 runs along Camelback Road, Route 41 runs along Indian School Road, and Route 72 runs along Scottsdale Road, all providing connections throughout the Valley. Beyond the immediately adjacent context, the Property is located within close proximity to numerous cultural venues, medical, employment, and service-related business. The Property is well situated to benefit and further enhance Old Town's walkable environment through streetscape sidewalk connectivity and vibrant contemporary building design.

Transit Routes



Source: scottsdaleaz.gov/trolley

C 2

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

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

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

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

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

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

Response: As mentioned above, the Property is well-situated for regional access while also taking advantage of transit opportunities and promoting walkability. 1st Street Townhomes implements a range of General Plan goals including the integration of new high-quality, vibrant architecture, and context appropriate site planning, creating a pedestrian presence with ground level activity and

shade through covered walkways and landscaping. The townhomes also provides housing options within the Old Town mixed-use context, thereby reducing trip generation. A traffic report is provided with the zoning submittal.

C 3

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

C 3.2 Create a diversity of mobility choices in Growth and Activity Areas, which have the greatest intensity of development.

C 3.5 Increase accessibility to transit options through non-motorized and other transit connections, such as, neighborhood circulators; on-demand transportation network companies; improved/enhanced sidewalks, multimodal paths, bicycle lanes; and non-motorized options for the final mile to reach public transit services.

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

Response: The proposed residential community is integrated in the heart of the Old Town Growth Area near cultural, civic, and recreational opportunities with multimodal transportation options.

Bicycling Element

B 1

Develop continuous, accessible, and interconnected bicycle networks.

B 1.1 Continue to participate in regional bikeway system planning.

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

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

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

Response: Bicyclists will benefit from connectivity to Civic Center Mall, Indian Bend Wash and the Arizona Canal path system. Bicycle racks will be provided onsite in conformance with City standards.

❖ REVITALIZATION

Neighborhood Preservation & Revitalization Element

NPR 1

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

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

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

Response: Redevelopment and revitalization of the site for new residential townhomes brings a range of amenities including, but not limited to, direct unit access to 1st Street, enhanced streetscape with a new solid shade canopy/tree canopy (two options), improved pedestrian connectivity, open space, landscaping, sensitive edge buffering, and vibrant architecture. Notably, no amended development standards are being requested for height, setbacks or stepbacks to maintain sensitive edge conditions and transitions to the adjacent built environment.

NPR 5

Promote neighborhood interaction to help create and maintain strong communities.

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

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

Response: 1st Street Townhomes contribute towards a pedestrian oriented Old Town atmosphere by improving the pedestrian realm. This is achieved with activation of the 1st Street with direct unit access, solid shade canopy or tree canopy over the sidewalk, and integrating new landscaping. Improving the pedestrian character of redevelopment sites is a key component to maintaining a thriving Old Town.

Conservation, Rehabilitation, & Redevelopment Element

CRR 1

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

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

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

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

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

CRR 1.6 Upgrade substandard infrastructure during redevelopment and rehabilitation projects.

Response: The redevelopment of this Property for residential townhomes will bring new vibrant architecture and design to suburban-style single user parcels. The design of this infill development site took inspiration from surrounding architectural context as well as a contemporary modern aesthetic, which is demonstrated through building massing, materials, color and detailing while respecting the Southwestern climate. As demonstrated in the Public Participation plan submitted with the zoning application, neighborhood outreach is ongoing throughout the process to ensure dialogue with the community regarding the request.

CRR 2

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

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

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

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

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

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

Response: Revitalizing and redeveloping properties is a critical part of the economic vitality of the community. Integrating additional residential options in Old Town is essential for the continuing economic growth and sustainability of Scottsdale. The project implements this General Plan goal by integrating a small residential enclave in a mixed-use setting with convenient access to cultural, civic, medical, shops, galleries, and major transportation corridors. Use of efficient sustainable building materials will be implemented as discussed above under the Environmental Planning Element.

Growth Areas Element

GA 1

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

GA 1.1 Designate Growth Areas in locations:

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

GA 1.3 Ensure that such development sensitively responds to neighborhoods, infrastructure, and character within and next to Growth Areas.

GA 1.4 Accommodate the highest intensity of development in designated Growth Areas. In some cases, Character Area Plans may be more specific on appropriate locations for higher intensity development within both Growth and Activity Areas.

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

Response: Integrating 12 new residences in Old Town within a short walk to Civic Center and HonorHealth Osborn brings physical and economic synergy, which will continue to enliven and enhance Old Town consistent with the goals and policies of the General Plan and OTSCAP by offering new housing options for Scottsdale residents. The proposed townhomes are appropriate given the range of surrounding land uses and scale of existing buildings. The 3-story building massing is designed to respectfully integrate with the surrounding building heights including existing buildings along 1st Street, The Clayton on 2nd (35 residences) and Clayton House to the south, Main Street Place to the north, and Civic Center Library to the west.

Surrounding Context



GA 2

Improve access to automobile, transit, and other mobility options to, from, and within Growth and Activity Areas.

GA 2.1 Coordinate a balanced multimodal circulation system that can accommodate changing demographics and patterns of development within identified Growth and Activity Areas.

Response: 1st Street Townhomes contribute towards a pedestrian oriented Old Town atmosphere by improving the pedestrian realm with activation of 1st Street and the addition of a solid shade structure along the sidewalk frontage (tree canopy along 1st Street is an alternative design option in place of the solid canopy structure – see perspectives). Further the proposal includes a shaded courtyard amenity with small pool for its residents. Improving the pedestrian character of redevelopment sites is a key component to maintaining a thriving Old Town that minimizes focus on the automobile and encourages multimodal transportation. Additionally, the Indian Bend Wash is located less than one-half mile to the east of the site and offers recreational opportunities for residents. Old Town is designated as a Growth Area and integrating new housing within close proximity to cultural amenities, healthcare, support services, and multimodal transportation opportunities provides a greater balance of land uses to better serve the lifestyle of a vibrant community.

GA 5

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

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

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

GA 5.3 Support compact development patterns which minimize the need for added public facilities in Growth and Activity Areas.

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

OLD TOWN GROWTH AREA is the commercial, cultural, civic, and symbolic center of the community. Old Town includes a collection of interconnected, mixed-use districts. While one of the city’s local and regional draws for shopping, dining, and entertainment, Scottsdale’s Old Town is a prime tourist destination. The Old Town Growth Area, through the Old Town Scottsdale Character Area Plan, denotes locations for some of the greatest development intensity within the community. Building heights generally range between two and six stories, depending on location and district context, and may exceed six stories in certain areas identified in the Old Town

Scottsdale Character Area Plan. At the center of the Old Town Growth Area is the Downtown Core. The Downtown Core, as identified, described, and defined by specific boundary in the Old Town Scottsdale Character Area Plan, is pedestrian-oriented, and includes downtown's historic legacy and heritage, specialty retail, art galleries, restaurants, public art, and the highest concentration of individually designated historic buildings found in the city. In contrast to the majority of the area, the Downtown Core is comprised of the lowest intensity of development in all of Old Town. The small-lot development pattern, active ground level land uses, and pedestrian focus of the Downtown Core are some of the primary elements that give Old Town its most identifiable character.

Response: The proposed townhomes are contextually appropriate with respect to land use and physical improvements including massing, architecture, materials, landscape, hardscape, and lighting. The larger massing of each unit is recessed back away from the pedestrian experience. The smaller scaled building volume is adjacent to the pedestrian experience to provide complementary human-scale. The synergy of uses between the proposed residential and nearby civic, cultural, commercial, and medical uses will bolster the economic vitality of the area. Redeveloping and revitalizing underutilized parcels in Old Town is key to promoting land use and economic sustainability; allowing reinvestment to strengthen the long-term success of Scottsdale.

Cost of Development Element

COD 1

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

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

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

COD 2

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

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

Response: Consistent with City requirements, the builder has submitted water and sewer basis of design reports, as well as a traffic report, with the zoning application to ensure adequate infrastructure and transportation systems are in place to serve the proposed use.

❖ INNOVATION & PROSPERITY

Economic Vitality Element

EV 1

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

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

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

Response: Providing a variety of housing options that address the needs of multiple demographics contributes to a strong economic base. Old Town Scottsdale and surrounding area have a growing population because of its diverse amenities and entertainment options. This proposal will meet the growing need for housing further contributing to the long-term economic prosperity of the surrounding area by providing residents the opportunity live in a mixed-use environment. Further, the development will help diversify the local economy and support a sustainable economic future as the City continues to grow, change, and thrive.



OLD TOWN SCOTTSDALE CHARACTER AREA PLAN

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

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

➤ **LAND USE**

GOAL LU 1:

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

Policy LU 1.1

As a General Plan designated Mixed-Use Neighborhoods, Old Town Scottsdale should offer access to multiple modes of transportation and major regional designations, accommodate higher density housing combined with complementary office and retail uses, in vertical mixed-use structures, with a focus on pedestrian-scale architectural design at the ground level.

Policy LU 1.2

As a General Plan designated Growth Area, Old Town should accommodate future growth, new development, and redevelopment, with increased focus on enhanced transportation and infrastructure coordination.

Response: The proposed residential community will further strengthen Old Town’s urban environment and mixed-use character by integrating additional housing options into the downtown core with well-established recreational, cultural, medical, and employment land uses. Please refer to the CD1 under the General Plan discussion above regarding the specific design elements that will bring a vibrant, interactive residential use to the Property.

GOAL LU 2:

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

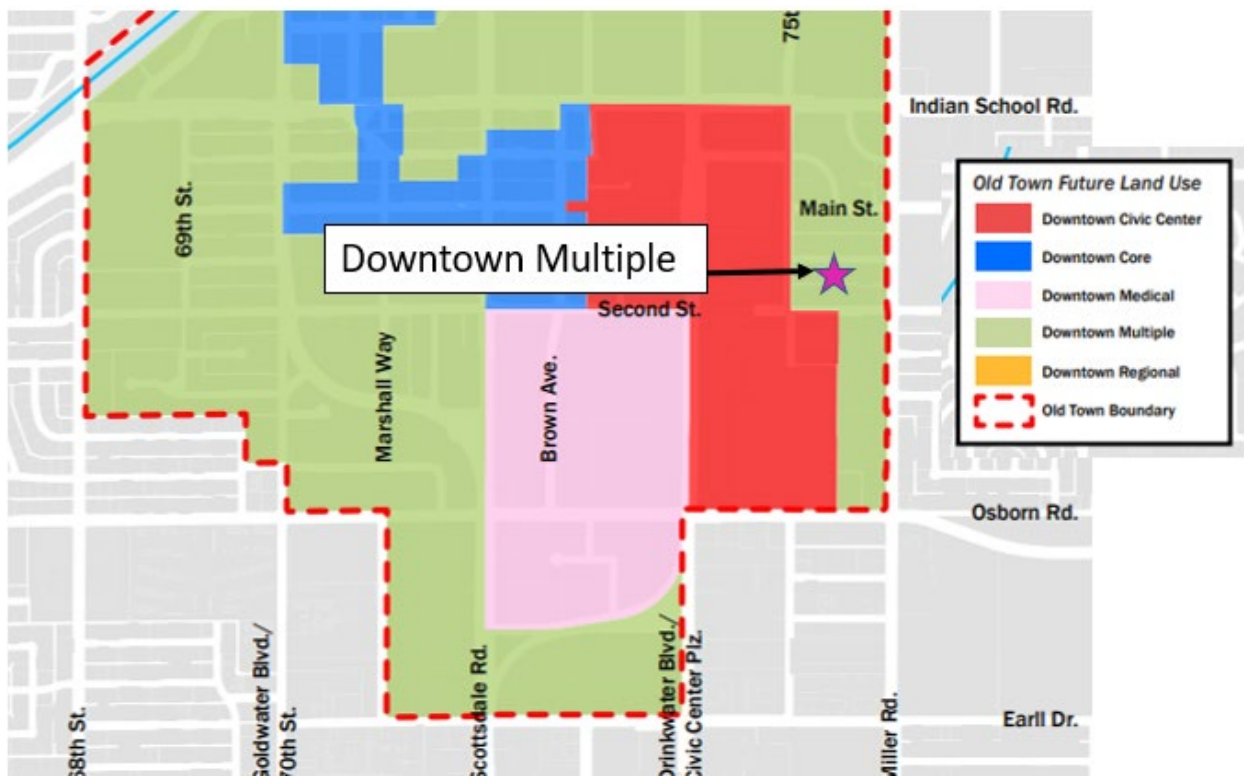
Policy LU 2.3

*Encourage new development, redevelopment and infill that strengthens Old Town Scottsdale’s mix of activities through the development of mutually supportive land uses within **Downtown***

Multiple Use areas. The majority of the properties within the Old Town Plan boundary are Downtown Multiple Use.

Response: The Downtown zoning classification allows for higher intensities in a mixed-use setting to encourage a downtown lifestyle and appropriate balance of land uses with an enhanced pedestrian environment. The rezoning to D/DMU-2 DO zoning and proposed revised development plan will allow for context appropriate redevelopment of the Property with current Downtown development standards. Notably the two parcels currently have Downtown zoning dating back to 1986 (27-ZN-1986 for address 7515 with no specific site plan approval) and 2006 (12-ZN-2006 for address 7521 with approval for 6 dwelling units).

Old Town Future Land Use Map



Source: Old Town Scottsdale Character Area Plan

**GOAL LU 5:
PROMOTE DIVERSITY IN OLD TOWN HOUSING OPTIONS.**

Policy LU 5.1

Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes and live/work units.

Policy LU 5.2

Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.

Response: The redevelopment of this site from an underutilized property to a synergistic residential community promotes the OTSCAP goals and policies given the surrounding context and well-established mixed-use setting of Old Town near Civic Center amenities. The proposed residences, with two different floor plans, along with central open space courtyard provide new housing options for Scottsdale residents.

GOAL LU 6:

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

Policy LU 6.1

Encourage development to provide a mix of uses and active street frontages, particularly in the Downtown Core, along Scottsdale Road, adjacent to primary open space areas and within the more active Old Town districts. For development in peripheral areas such as the Garden District, the Arts District and portions of the Fifth Avenue District west of Goldwater Boulevard, and the Civic Center and Brown and Stetson Districts east of 75th Street that may not be able to support a mixed of uses with active frontages, encourage features that create visual interest at the pedestrian level.

Policy LU 6.2

Support downtown sustainability by encouraging vertical mixed-use development with and uses near one another.

Policy LU 6.3

Encourage development to make use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.

Policy LU 6.4

Support interconnected, pedestrian oriented Old Town districts that are comprised of a balanced mix of activities and land uses within optimal walking distance (approximately one -quarter mile).

Response: The western parcel is currently occupied by a single building utilized for office with parking accessed from the alley and the eastern parcel was utilized as both a single-family home and subsequently an office but now stands vacant. The Property is adjacent to a new residential development to the south and a combination of residential and office land uses along 1st Street. Scottsdale's Civic Center are located approximately 185-ft west of the Property, a one-minute walk. The City is currently undertaking a \$27.3M renovation of Civic Center Mall slated for completion in January 2023. The Civic Center Mall area includes the Scottsdale Center for Performing Arts and Scottsdale SMOCA as well as several restaurants with connectivity to Old Town, approximately 0.3 miles to the west. Just beyond Civic Center Library is the 45-acre

HonorHealth Osborn Campus (Old Town’s largest employer), located approximately 0.2 miles southwest of the Property. The synergy of uses between the proposed residential townhomes and existing Civic Center Mall with proximity to HonorHealth and Old Town will continue to bolster the economic vitality offering an ideal context for new residences in a mixed-use setting.

➤ **CHARACTER & DESIGN**

GOAL CD 1:
STRENGTHEN AND ENHANCE OLD TOWN DISTRICT CHARACTER WITH CONTEXTUALLY COMPATIBLE DEVELOPMENT.

Policy CD 1.1

Incorporate the distinctive qualities and character of surrounding and/or evolving, context into building and site design.

Policy CD 1.2

Encourage public and private development to establish new urban design and architectural character in areas where downtown development patterns are fragmented or in transition.

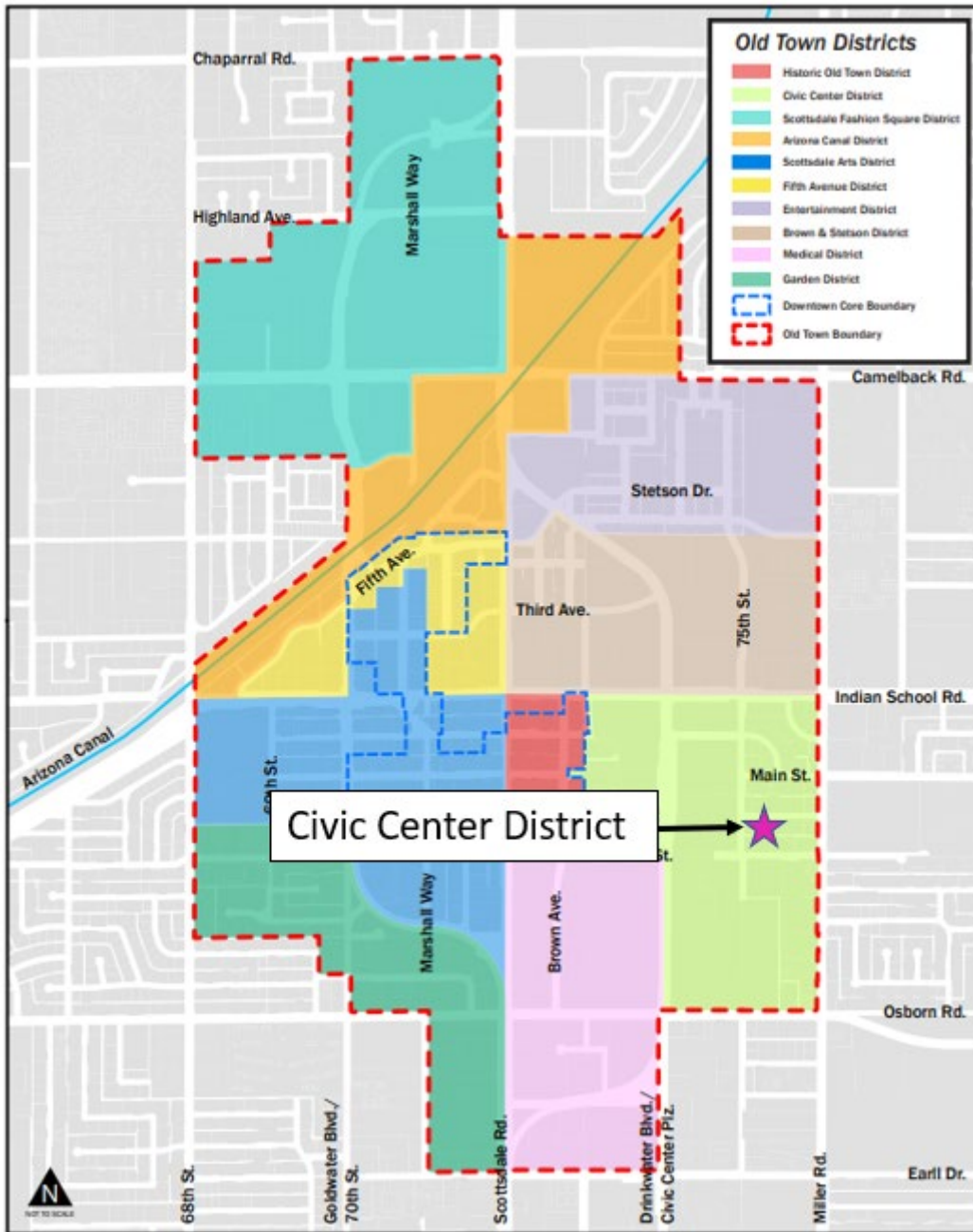
Policy CD 1.5

Maintain pedestrian oriented small-town character and human scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at the street level of all downtown districts.

Response: 1st Street Townhomes is located in the Civic Center District (see Old Town Districts Map below) and has an opportunity to offer residents direct access to a range of land uses and transportation options. The streetscape design will embrace the Old Town Scottsdale Urban Design & Architectural Guidelines and provide a welcoming pedestrian environment for Old Town patrons and nearby residents as compared to the more car-centric design that exists on the two parcels today. Redevelopment of the site will significantly reduce the urban heat island effect with integration of approximately 7,800 s.f. of open space on the Property and the reduction of the existing pavement. The proposed townhomes will provide a comfortable and safe streetscape designed with human-scale elements, shade and movement through both hardscape and building forms. Trees and shrubs along with a shade canopy (two options) will be used to create a comfortable microclimate as well as providing visual relief that will enhance the pedestrian experience along the street edge and encourage the use of sidewalks to get from one destination to another further enhancing the mixed-use character of Old Town and respecting the existing building context.

Old Town Districts

Civic Center District – This area includes lush lawns, public art, large special and sporting events, and many civic buildings, including City Hall, Civic Center Library, Scottsdale Center for the Performing Arts, Scottsdale Stadium, and the Scottsdale Museum of Contemporary Art.



Source: Old Town Scottsdale Character Area Plan

GOAL CD 3:

OLD TOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.

Policy CD 3.1

Promote downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.

Policy CD 3.2

Enhance outdoor pedestrian comfort through the creation of microclimates that incorporate a variety of shade conditions, landscape, and features that are drought tolerant, as well as offer attractive spaces, and passively cooler temperatures.

Policy CD 3.3

Pursue building and development strategies that reduce the heat island effect within downtown.

Policy CD 3.4

Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

Response: The landscape character of the proposed development will include a variety of plants that will provide year-round color, shade, and texture for the site in keeping with the Old Town Scottsdale Urban Design & Architectural Guidelines. The proposed plant palette will incorporate hardy plants known to thrive in the heat and sun of the Sonoran Desert climate. Plant selection and landscape design will allow the development to use water efficiently.

GOAL CD 4:

CREATE A DYNAMIC AND CONNECTED WALKABLE DOWNTOWN THROUGH URBAN AND ARCHITECTURAL DESIGN.

Policy CD 4.1

Encourage urban and architectural design that addresses human scale and provides pedestrian comfort.

Policy CD 4.2

Retain and expand the tradition of covered walkways in Historic Old Town. Encourage the use of covered walkways, cantilevered awnings, and tree canopies in all other districts.

Policy CD 4.3

Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.

Policy CD 4.4

Enhance the downtown pedestrian experience through the provision of pedestrian oriented banner, wayfinding, signage, and other related infrastructure.

Response: Pedestrian circulation along 1st Street will be enhanced providing seamless interaction with the existing range of Old Town offerings. The building design focuses on improvements at the human level along with increased open space, new shade structure, and landscaping that provides a comfortable, walkable pedestrian realm. Lighting and signage will design to enhance the pedestrian experience.

GOAL CD 5

ESTABLISH AN INVITING AND INTERCONNECTED DOWNTOWN PUBLIC REALM AND OPEN SPACE NETWORK THAT IS USEFUL, SAFE, INTERESTING, AND COMFORTABLE TO ALL.

Policy CD 5.1

Provided high-quality, multi-functional open space areas within Old Town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.

Policy CD 5.2.

Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town.

Response: Improving the existing sidewalk connection along 1st Street with a solid shade canopy or street-lined tree canopy (two options) will create a comfortable microclimate for the pedestrian providing a sensory change from the built environment and greatly improving the existing condition which consist of a sidewalk connection devoid of shade. These practices will enrich the pedestrian experience and encourage the use of sidewalks to get from one destination to the next, particularly given the site's close proximity to Civic Center Mall and Old Town.

GOAL CD 6

CREATE SAFE, COMFORTABLE, AND INTERESTING STREET SPACES.

Policy CD 6.1

Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.

Policy CD 6.2

Connect downtown street spaces with other pedestrian spaces and linkages.

Policy CD 6.3

Streetscapes should provide continuity for the pedestrian across different developments along the same street. This continuity can be established through the provision of comprehensive sustainable landscape improvements, shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.

Policy CD 6.4

Use development standards, related exceptions, and urban design guidelines regarding building location and setback to enhance the context, rhythm, and features of street spaces.

Policy CD 6.5

Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or common opens spaces.

Policy CD 6.6

Create, or maintain, a defined building location to establish the public realm, establish a clear visual identity, and activate storefront areas to increase pedestrian comfort.

Response: See response to CD Goals 4 and 5 above. The 1st Street streetscape will provide continuity and connectivity to and from the Property. The design of open space elements will include sustainable, low water use landscape improvements, shade trees, shade elements, hardscape, seating spaces, and integrated infrastructure. The primary focus of the site design is walkability and contextually appropriate building placement that caters to the pedestrian and celebrates all that Old Town has to offer. The site is located steps away from Civic Center Mall and less than one-half mile directly west of the Indian Bend Wash greenbelt, and as such, is uniquely situated to enhance connectivity between these pedestrian realms.

GOAL CD 7

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

Policy CD 7.1.

Old Town open space and landscape elements should project a desert oasis character, providing an abundance of shade, color, varied textures and forms.

Policy CD 7.2

Landscape materials should complement the built environment, land uses, and other downtown activities. Careful selection of downtown plan materials should take into account attributes such as scale, density, placement, arrangement and maintenance requirements.

Response: The landscape palette will complement the existing urban context by integrating desert-lush vegetation that provides an abundance of shade, color, texture, and form while providing a setting for the proposed building. Desert landscaping and materials will enhance the pedestrian experience and soften the vertical and horizontal surfaces by incorporating natural shading elements. These elements help to delineate walkways providing a unique blend of texture and filtered light to soften the outdoor space. The landscape character will incorporate trees and shrubs that will thrive in their unique urban environment while complementing the architecture and responding to specific microclimatic conditions.

GOAL CD 8

INTEGRALLY DESIGN LIGHTING INTO THE BUILT ENVIRONMENT.

Policy CD 8.1

Achieve a balance between ambient light levels and designated lighting needs.

Policy CD 8.2

Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular safety in public and private spaces.

Policy CD 8.3

Use lighting to provide a safe and inviting nighttime environment for residents, businesses and visitors, and to enhance nighttime special events and activities.

Response: Energy efficient lighting will be utilized to provide appropriate levels for wayfinding and building accent while respecting the existing Old Town environment and Scottsdale's lighting standards and lighting levels. Specific exterior lighting standards are still under consideration.

GOAL CD 9

IMPLEMENT HIGH QUALITY URBAN AND ARCHITECTURAL DESIGN IN OLD TOWN.

Policy CD 9.2

Incorporate the Scottsdale Sensitive Design Principles and the Old Town Urban Design and Architectural Guidelines in all development.

Policy CD 9.3

Achieve high quality urban and architectural design through the development review process.

Response: The building and site design will promote the Scottsdale Sensitive Design Principles and embrace the Old Town Scottsdale Urban Design & Architectural Guidelines as outlined in the sections below. Complementary massing, textures, colors, and materials will create strong aesthetic connections between existing building environment and newly constructed buildings while still maintaining a unique contemporary character. The finely textured scale of the material for the lower scaled building volume allows for a tactile palette closer to the pedestrian experience. The corrugated metal will create shadow and with material texture along with light and shadow play. The curved nature of the cladding and the volume itself draws upon the influences of the desert flora. Self-shading Saguaro ribs and curvilinear cactus forms inform how the design of this lower volume softens the pedestrian experience. The townhomes will be subject to a separate Development Review Board process if the zoning is approved.

GOAL CD 10

INCORPORATE SUSTAINABLE BUILDING PRACTICES IN OLD TOWN DEVELOPMENT.

Policy CD 10.2

Incorporate sustainable planning design and building techniques into downtown development and use durable indigenous materials that will endure over time, to minimize environmental and maintenance impacts.

Policy CD 10.3

Encourage green building design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plan materials as part of downtown development.

Policy 10.4

Promote the use of energy efficient systems, construction methods, and alternative energy sources in downtown development.

Policy 10.6

Use existing urban resources, such as infrastructure systems, underutilized sites, buildings, and transportation networks to minimize the use of new resources.

Response: 1st Street Townhomes will meet and/or exceed all International Green Construction Codes. Providing an infill redevelopment project within a mixed-use setting speaks directly to sustainability while reinvestment bolsters the economic stability of Old Town. The building and site design encourages walkability, using public transportation, and leaving the private vehicle behind. Additional sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be utilized where feasible. Building orientation considerations and passive solar response (deep overhangs, shaded and recessed glazing) have been incorporated with site and building design given the Sonoran Desert climate. Also, see 2035 General Plan Sustainability & Environmental section above.

Policy 10.8

Maintain sustainable solid waste collection, recycling, and disposal delivery systems downtown. Encourage the use of shared waste containers and compactors among similar downtown businesses (e.g. office and retail) to reduce the number of containers in downtown, and their negative aesthetic, olfactive and circulation impacts.

Policy 10.9

Encourage downtown recycling and other waste reduction and diversion programs in civic spaces, at special events, and in commercial and multifamily residential developments.

Response: Refuse/ recycling services and loading areas may be screened from public street view as to minimize their impacts. Recycling and waste reduction techniques will be emphasized.

GOAL CD 11

INFRASTRUCTURE DESIGN SHOULD POSITIVELY CONTRIBUTE TO OLD TOWN IDENTITY.

Policy CD 11.1

Design infrastructure improvements to unify the overall identity of Old Town, while still contributing to the specific district identity in which they are located.

Policy CD 11.2

Develop infrastructure improvements that positively impact the aesthetics and mobility aspects of the pedestrian environment.

Policy CD 11.3

Underground overhead utilities when physically and economically feasible to reduce the negative visual impacts in the downtown.

Policy CD 11.4

Minimized the aesthetic and circulation impacts of power and communication system equipment located in rights-of-way.

Response: Infrastructure improvements will be unified improving the current condition and pedestrian experience in the area. Above ground mechanical will likely be minimized by utilizing ground vaults, where feasible, and/or screened from view through the use of decorative walls and/or landscaping buffers or other appropriate screening methods. Overhead utility lines will be placed underground per the City's requirements.

➤ MOBILITY

GOAL M 1:

DEVELOP COMPLETED STREETS THROUGH PUBLIC AND PRIVATE INFRASTRUCTURE INVESTMENTS AND IMPROVEMENTS.

Policy M 1.1

Maintain a well-connected downtown circulation grid comprised of complete streets that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. A complete street responds to its community context and may include sidewalks, bicycle lanes and parking, bus lanes, comfortable and accessible public transit stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, and narrower travel lanes to enhance connectivity for all. A complete street is also consistent with federal laws and guidelines including those pertaining to accessibility.

Policy M 1.2

Provide pedestrian and bicycle facilities within large projects and development parcels and connect them to adjacent development and the greater downtown circulation system.

Policy M 1.3

Provide continuity in downtown wayfinding through the addition of landmarks, public art, distinct streetscape improvements, maps, directions, symbols, signage, and information systems for both pedestrians and motorists.

Policy M 1.4

Accommodate the movement of freight goods and services, truck delivery access and operations, and emergency response vehicles on private development sites, and out of the public right-of-way where possible.

Policy M 1.5

Encourage use of mobility options downtown, such as: transit, biking, walking, ride share, transportation carts, pedicabs and horse drawn carriages, particularly during special events.

Policy M 1.7

Maintain Goldwater Boulevard and Drinkwater Boulevard as the primary routes to accommodate pass-through traffic around downtown.

Policy M 1.8

Enhance downtown's pedestrian-oriented environment through reduced vehicular lane widths, design speeds, and intersection lengths, as appropriate.

Response: Successful downtown revitalization and redevelopment focuses on a dynamic pedestrian presence activated streetscape. A sidewalk solid shade canopy or street-lined tree canopy (two options) along with well-placed landscaping will create a more comfortable and inviting pedestrian space along the streetscape vs. the current more auto-centric site condition. Direct unit access along with improved streetscape character will allow easy use of the established circulation system in and around the site while also taking advantage of the multi-modal transportation options available throughout Old Town.

GOAL M 2:

CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.

Policy M 2.1

Design the public realm to include wide sidewalks that accommodate meeting and passing other pedestrians, queuing, pedestrian waiting areas, street furniture, pocket parks, patio areas and other desired levels of activity.

Policy M 2.2

Encourage pedestrian oriented design that included pedestrian comfort amenities such as trees, shade from buildings, seating, shelter, wayfinding and lighting, to encourage strolling, lingering and promenading, especially in areas where there is a high concentration of pedestrian activity.

Policy M 2.3

Manage existing and design future downtown transportation and related systems with a focus on pedestrian mobility, accessibility, and safety.

Policy M 2.4

Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between downtown districts.

Policy M 2.5

Provide enhanced pedestrian access and connections between adjacent developments.

Response: Redevelopment of the Property will result in improvements to the pedestrian experience, through a new solid shade canopy or tree canopy (two options) and landscaping, and ground level synergy at the street level creating enhanced connections between the nearby residential neighborhoods/communities and the numerous offerings in Old Town. This will reinforce the interconnected fabric of Old Town while providing synergy and walkability on a site that currently lacks pedestrian comfort and visual interest.

GOAL M 5

ENCOURAGE TRANSIT THAT PROVIDES LOCAL AND REGIONAL CONNECTIONS TO, FROM AND WITHIN OLD TOWN SCOTTSDALE.

Policy M 5.1

Enhance Old Town Scottsdale’s local and regional transit availability and accessibility, by emphasizing high frequency and expanded hours of service within the downtown and connections to adjacent areas.

Policy M 5.2

Locate higher density development near major transit routes and venues to facilitate increased use of downtown transit.

Policy M 5.3

Link the downtown Old Town Trolley and other transit to existing and future local and regional transit networks to accommodate the needs of residents, employees and visitors.

Response: The Property is located on 1st Street between Indian School Road and Osborn Road, just east of 75th Street and west of Miller Road, with nearby access to public transportation, and is less than two miles away from the Loop 101. Existing public transportation options include both trolley and bus service. Trolley route MLHD runs along Miller Road and provides access from the Granite Reef Senior Center north to Mustang Library. Trolley route CM68 runs along Camelback Road and 68th Street through Old Town connecting to the Paiute Neighborhood Center in route to Scottsdale Community College. Valley Metro transit Route 50 runs along Camelback Road, Route 41 runs along Indian School Road, and Route 72 runs along Scottsdale Road, all providing connections throughout the Valley. Beyond the immediately adjacent context, the Property is located within close proximity to numerous cultural venues, medical, and service-related business. The Property is well situated to benefit and further enhance Old Town’s walkable environment through streetscape sidewalk connectivity and vibrant contemporary building design.



GOAL M 6
DEVELOP A CONTINUOUS, ACCESSIBLE, AND INTERCONNECTED BICYCLE NETWORK.

Policy M 6.1

Promote convenience connections between the on-street bicycling network and off-street paths and trails.

Policy M 6.2

Connect the downtown bicycling network to the regional bicycling system via the Arizona Canal, Crosscut Canal, Sun Circle Trail, and Indian Bend Wash multi-use paths.

Policy M 6.3

Integrate on-street bicycle lanes and bicycle routes throughout downtown.

Response: 1st Street Townhomes will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Bicycle racks will be provided onsite. Encouraging alternative means of transportation is inherent to Old Town development as the Property is located near numerous civic, cultural, medical, dining, and retail destinations. Additionally, Civic Center Mall is located one-minute to the west and the Indian Bend Wash is located less than one-half mile east of the site; both recreational/community assets.

➤ **ECONOMIC VITALITY**

GOAL EV 1

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

Policy EV 1.1

Encourage land uses, activities, and special events that support downtown as a primary commercial, cultural and tourism destination, to maintain downtown’s economic role in the community.

Policy EV 1.2

Promote downtown as an environment attractive to both leisure visitors and a skilled workforce.

Policy EV 1.3

Attract tourism-supporting land uses, activities and special events to reinforce Old Town as a robust tourism destination.

Policy EV 1.4

Proactively address economic and social changes by examining Old Town goals on a regular basis, to ensure responsiveness to shifts in economic, social, environmental, and market conditions.

Policy EV 1.5

Appeal to residents, visitors, and workers by creating and delivering programs and services that support a high quality, year-round, successful mix of retail, dining, entertainment, emerging enterprises, and small businesses that contribute to Old Town’s unique character.

Response: The D/DMU-Type 2 subdistrict supports a variety of land uses including, but not limited to, multiple story residential, office, hotel, retail shops, and restaurants. Additionally, revitalizing, and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional housing options in Old Town is essential for the continuing economic growth and sustainability of Scottsdale. Further, this residential community will provide additional dwellings options near an established civic core and medical campus.

GOAL EV 2

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

Policy EV 2.1

Encourage investment in residential and commercial development that ensures Old Town’s economic competitiveness regionally and nationally.

Policy EV 2.2

Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.

Policy EV 2.7

Attract and retain a broad array of economic activities that widen the appeal of Old Town and strengthen the city's tax base.

Response: Rezoning the subject Property will bring 12 new townhomes to Old Town and will allow for reinvestment in Old Town further stimulating the economic tax base as well as the diversity of land uses and expanded housing opportunities.

OLD TOWN SCOTTSDALE – URBAN DESIGN & ARCHITECTURAL GUIDELINES (UDAG) - May 2019

ENHANCE THE PEDESTRIAN ENVIRONMENT

1. Create an interconnected, walkable downtown. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance, the DSPM, & the Americans with Disabilities Act)

Development should enhance the interconnectivity of Old Town.

- 1.1 Provide circulation connections to, from, and within a site to support pedestrian activity and other mobility options, and enhance interconnectivity within Old Town.*
- 1.2 Expand the pedestrian network throughout Old Town by incorporating pedestrian links to neighboring developments through the use of covered or shaded walkways, passageways, courtyards, and plazas.*
- 1.4 Design street-spaces that support the pedestrian. Incorporate pedestrian amenities such as safe, comfortable surfaces, seating, lighting, shade, landscape and hardscape, crosswalk refuge areas, and curb and sidewalk extensions into Old Town design.*
- 1.5 Coordinate the design of pedestrian, auto, parking, and service areas to minimize pedestrian interruption and pedestrian-vehicular conflicts.*

Response: 1st Street Townhomes considers the surrounding context and will become an integral component in revitalizing the area. This small residential enclave supports a walkable and sustainable downtown by providing housing in a well-established mixed-use atmosphere. This is being accomplished, in part, by reinforcing and benefiting from vital connections for existing pedestrian and public transportation networks. Also, refer to the pedestrian and vehicle circulation plan submitted with the zoning application.

2. Maintain a consistent street edge and continuity of street-spaces. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

A strong street edge defines and strengthens the pedestrian experience in an urban space.

- 2.1 *Align new buildings with existing buildings and minimize the space between buildings to define a continuous building-street edge.*
- 2.2 *Locate the majority of building frontage to a common setback line and parallel to the street. Variations to the building setback that support the pedestrian experience may be considered.*
- 2.3 *Create a defined street-space where building frontages do not exist by incorporating design elements such as site walls, landscaping, overhead trellis, or covered walkway.*
- 2.4 *Convey a unified street appearance through the provision of complementary street furniture, paving, lighting, and landscape plantings.*
- 2.5 *Locate linear and rhythmic landscape planting at the street edge, and at site features such as intersections, entry drives, sidewalks, and courtyards.*

Response: The development plan proposes to improve the streetscape and strengthen the pedestrian experience through building design, shade canopies, landscape, hardscape, lighting, and connectivity within the existing context. The larger massing of each unit is recessed back away from the pedestrian experience. The smaller scaled building volume is adjacent to the pedestrian experience to provide complementary human-scale.

OPEN SPACES

3. Incorporate open landscaped spaces in Old Town to encourage human interaction.

Public spaces are an extension of the community and provide a place for human interaction. When cities have thriving civic spaces, residents have a strong sense of connection to one another and the community. The design of public and private open spaces should accommodate different levels of human engagement, from short impactful experiences, to longer interactions. Allow for flexibility within these spaces to be able to provide opportunities for special events, activities, and daily interaction.

- 3.1 *Provide open space for public and private outdoor activities, special events, and day-to-day activities. Incorporate temporary and permanent infrastructure into open space and streetscape designs to support activities and events year-round.*
- 3.2 *Utilize a cohesive palette of design elements such as fixtures, landscape plantings, hardscape, street furniture, and integrated infrastructure to support design continuity in downtown public spaces.*
- 3.3 *Design private development to complement and reinforce the design of adjacent public spaces.*
- 3.4 *Implement design techniques in and around open space areas to reduce the impacts of noise on sensitive uses.*

Response: In addition to enhanced streetscape with shaded sidewalks, 1st Street Townhomes will result in a significantly improved landscape setting as compared to the current condition as depicted below. While improving the pedestrian realm, the newly designed streetscape will also and to provide visual relief from the building. The Property is uniquely situated with easy walkability to Civic Center Mall and Indian Bend Wash, along with numerous restaurants, retail, and cultural land uses, which will be enjoyed by the residents.

Current Streetscape



4. Connect Old Town open spaces to the surrounding context.

Open spaces provide the opportunity for humans to experience the natural environment in an urban, downtown setting. Open space is of vital importance to the desirability of Old Town as a place to visit, work, or live. In addition to being attractive and vibrant places in and of themselves, Old Town open spaces need to be part of a network - or series of networks - that connect neighborhoods within and to Old Town.

4.1 Visually and physically connect open spaces to other spaces such as walkways, gathering and activity areas, and adjacent development sites.

4.5 Provide open space at intersections for pedestrian mobility and link these open spaces to other public areas.

4.6 When residential units occupy the ground floor, direct access to adjacent open space is encouraged.

Response: With its covered sidewalk canopy or tree-lined canopy (two options) along 1st Street, the townhomes were designed to maintain and enhance an active street frontage reinforcing the Old Town pedestrian environment and encouraging walkability and social interaction. The context includes civic, cultural, medical, employment, restaurants/retail, and recreational opportunities all within walking distance of the Property. As stated previously, pedestrian scale landscape and building elements will contribute towards street level interaction and continuity of the existing context providing connectivity to neighboring properties.

INTEGRATION INTO THE NATURAL ENVIRONMENT

5. Manage access and exposure to sunlight; provide shade.

Outdoor spaces need a balance of sun and shade, depending on location, the season, and time of day. To create livable and inviting interior and exterior spaces, provide for shade particularly during the summer and allow access to sunlight in the winter.

5.1 Design for filtered or reflected daylighting of new buildings.

- 5.2 *Manage the seasonal solar exposure of site features through building orientation, vegetation, and architectural design.*
- 5.3 *Provide shade along pathways, in public and private outdoor spaces, and as part of building design.*
- 5.4 *Minimize, or shade, materials that absorb and retain heat. Consider utilizing materials that dissipate heat.*

Response: The building orientation, which is predominately north/south will be energy efficient. Passive solar concepts are integrated by discouraging direct solar heat gain during the hotter months; and encouraging direct solar during the colder months. Recessed and appropriately shaded windows with canopies and deep overhangs will respect such passive solar approaches. Exterior balconies and terraces provide additional shade, reduce heat reflection and glare to the interior spaces and visually softens the building character.

6. Design with context-appropriate vegetation.

Provide vegetation that will enhance the sense of place and tie the site into the surrounding environment.

- 6.1 *Emphasize a variety of drought tolerant and Sonoran Desert plants that provide water conservation, shade, seasonal color, and a variety of textures and forms.*
- 6.2 *Take into account mature vegetation sizes, characteristics, and maintenance requirements with site layout and design.*
- 6.3 *Design landscape elements and palette to relate closely to the character and function of site architecture and coordinate with neighboring properties and adjacent public areas.*
- 6.4 *Utilize vegetation that is multipurpose, such as landscaping that reinforces the character of an area by providing shade, wayfinding, heat island relief, prominent site feature emphasis, and/or screens utility equipment and building service areas that are to be hidden from public view.*
- 6.5 *Incorporate low impact development practices into site design.*

Response: The proposed landscape character includes a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy drought-tolerant plants known to thrive in the heat and sun of the Sonoran Desert climate. Plant selection and landscape design will allow the site to use water efficiently.

INCORPORATION INTO THE BUILT ENVIRONMENT

7. Ensure continuity of site development.

The site plan, building arrangement, and orientation of uses should coordinate with neighboring properties.

- 7.1 *Orient buildings and active uses toward streets, pedestrian corridors, and other public areas.*

7.2 Incorporate courtyards and other outdoor spaces into site design and link them with outdoor spaces on neighboring sites, and to the street.

Response: A portion of the open space is oriented towards the streetscape to provide a buffer between the pedestrian realm and proposed residences (20-ft setback). Within the community, the central landscaped courtyard provides shaded private community space and small, shallow pool for the 12 townhomes. Additionally, each unit has its own private outdoor living space and roof top patio connecting directly to their townhome.

8. Design new development to be compatible and complementary to existing development.

Development compatibility helps to strengthen the continuity of character throughout Old Town.

8.1 Design buildings to reflect and enhance the existing character of an area. Establish new urban design and architectural character where downtown development patterns are fragmented or evolving.

8.2 Create a balance between new design elements and existing architectural features and materials.

8.3 Design new development to be compatible with historic resources.

8.4 Building design that incorporates corporate or user branding is discouraged.

Response: The proposed building provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontage. The building will utilize a combination of stucco and corrugated steel. The finely textured scale of the material for the lower scaled building volume allows for a tactile palette closer to the pedestrian experience. The corrugated metal will create shadow and with material texture along with light and shadow play. The curved nature of the cladding and the volume itself draws upon the influences of the desert flora. Self-shading Saguaro ribs and curvilinear cactus forms inform how the design of this lower volume softens the pedestrian experience. In addition to the unique building form, the façade is articulated with varied fenestration patterns and a combination of recessed and cantilevered elements. The building and site design will promote the Scottsdale Sensitive Design Principles and embrace the Old Town Scottsdale Urban Design & Architectural Guidelines as outlined in the sections below.

9. Minimize the visual and physical impacts of utility equipment and building service areas.

Old Town supports the function of business, resident, and visitor activities. Site and building design should minimize the visual and physical impacts of building systems, equipment, and service areas.

9.1 Locate building service areas so as to minimize visibility from public view and reduce potential conflicts with on-site circulation.

9.2 Conceal utility equipment, such as mechanical, electrical, solar, and communications equipment, from public view, other on-site users, and neighboring properties.

- 9.3 Locate utility equipment and building service and delivery areas on the development site - along the alley or within the site's interior.
- 9.4 Site planning that incorporates rideshare queuing and drop off is encouraged.
- 9.5 Consider building improvements such as lighting and signage on façades that face onto alleyways.

Response: All utilities, trash, and recycling are contained within the site. HVAC will be roof mounted and screened from view. This minimizes the public's interaction with those services which helps to enhance the pedestrian experience.

10. Contribute to the ambiance, character, and safety of Old Town through architectural and site lighting. (Refer to Section 7.600 of the Scottsdale Zoning Ordinance).

The design of a nighttime environment that instills feelings of both safety and enjoyment is important to the economic and cultural vitality of Old Town. Lighting is a key factor in creating this urban nightscape.

- 10.1 Reinforce architectural design of a building, and the surrounding context, through complementary exterior decorative light fixtures.
- 10.2 Emphasize architectural features when illuminating building façades via concealed lighting.
- 10.3 Design lighting systems to minimize glare, excessive brightness, and visual hot spots; and, incorporate transitional light levels between lower and higher illuminance.
- 10.4 Encourage exterior and interior building lights that illuminate windows and doors and contribute to increasing the light levels in pedestrian areas.
- 10.5 Provide pedestrian scale lighting to supplement street lighting and combine street and pedestrian lighting on one support pole.
- 10.6 Provide evenly-distributed lighting beneath covered walkways. Fixtures that produce light at a warm color temperature are preferred (2700- 3000 Kelvin).
- 10.7 Emphasize artwork in the public realm through complementary exterior lighting. (Note: All artwork displayed in the public realm, whether luminal in nature or otherwise, is subject to review by the Scottsdale Public Art Advisory Board and/or the Development Review Board).

Response: Lighting has been designed in a manner that is respectful of the surrounding Old Town context while maintaining safety for residents. Lighting designs are commensurate with the quality architectural style proposed for the residential community, low-level with no glare or excessive intrusion for adjacent properties. Lighting is placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight pathways.

11. Utilize signage that supports Old Town character and function. (Refer to Article VIII of the Scottsdale Zoning Ordinance).

Signage should provide clear, concise, and useful information, without becoming a focal point of the aesthetic environment.

- 11.1 Incorporate signage that complements development design and the surrounding area.*
- 11.2 Coordinate sign locations with building and landscape design to ensure visibility.*
- 11.3 Provide permanent business signage at the primary street frontage.*
- 11.4 Provide shingle signs under covered walkways in the Downtown Core. Locate shingle signs perpendicular to the face of the building, and at a height of no less than seven foot and six inches above the sidewalk.*
- 11.5 Illuminate wall signs with indirect lighting from a shielded light source.*
- 11.6 Illuminated cabinet signs are strongly discouraged in Old Town.*

Response: Project identification will be contextually appropriate and processed under a separate permit application and approval process. Signage will be placed to ensure visibility respecting the landscaping and ground level experience while complementing the character of the development plan.

BUILDING MASS, FORM, & SCALE

12. Design buildings to complement the existing development context. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

New buildings should coordinate building form and height with the surrounding context.

- 12.1 Provide compatible transition in building scale, height, and mass.*
- 12.2 Although new buildings may be different sizes, design the first few stories to visually relate to adjacent buildings and the surrounding context, by integrating architectural elements and design details of similar scale and proportion.*
- 12.3 Locate more intense building mass, height, and activity of a development away from existing development at the Old Town boundary.*
- 12.4 Utilize building form as the primary method to make compatible transitions between different Development Types, internal to the Old Town boundary. (Refer to Historic Old Town Design District section for specific guidelines relating to transitional design of new development adjacent to this Old Town district)*

Response: The Property is located within a Type 2 development area sensitively integrates with the 1st Street block through appropriate building form and streetscape design. Notably, the rezoning request is proposing no amendments to the development standards and is well below the permitted height and density allowed per the Downtown district's base requirements. From a design perspective, there are recessed balconies and design elements that modulate the building form and reduce the scale of the exterior walls.

13. Reduce apparent building size and mass. (Refer to Section 5.3006 of the Scottsdale Zoning Ordinance)

Reduce the visual mass and height of buildings.

- 13.1 Reducing apparent size and mass of buildings through architectural design that subdivides the building into horizontal components consisting of a base, middle, and top is preferred.*
- 13.2 Incorporate setbacks and setbacks into building design to reduce their visual impact.*
- 13.3 Subdivide large building mass through the addition of architectural features and material articulation.*
- 13.4 Avoid long or continuous blank wall planes and monotonous wall treatments. Incorporate projections, recesses, or other architectural variation into wall planes to provide strong shadows and visual interest and help the eye divide the building into smaller parts.*
- 13.5 Provide physical and visual access points every 100- to 300-feet, subdividing building mass at regular vertical intervals.*

Response: The proposed building elements provide varied architectural components that modulate and articulate the façade both vertically and horizontally through building form expression and textural features. These elements bring a pedestrian scale to the design and provide visual interest.

Conceptual Design



HIGH-RISE BUILDING DESIGN

14. Design high-rise buildings to reflect design excellence and fit within the surrounding context.

New high-rise buildings should reflect design excellence and innovation, acknowledge their important civic role in defining the image of Old Town Scottsdale, and respond to their impacts upon the urban landscape.

14.1 Design the base/podium so that it visually supports the middle/tower and top/ penthouse sections. Incorporate heavier, more textured materials, low walls, planters, wainscot, and other base treatments into the base/podium to visually anchor the structure firmly to the ground plane.

Response: Not applicable.

PARKING

15. Design parking facilities that fit within the surrounding context.

Parking facilities, as infrastructure assets, support the civic, business, and residential functions within Old Town. The design of these facilities should also contribute to the architectural and urban design of the neighborhood in which they are located.

15.1 The preferred location for structured parking is below-grade. Design underground structures to provide natural air and light.

Response: Each of the 12 townhomes will have two private garage spaces allocated to their unit which are accessed via 1st Street for the northern residences and via the alley for southern residences. An alternative pavement surface (such as permeable drivable pavers) is being proposed to blend the landscape setting with the driveway approach, thus protecting the pedestrian experience along 1st Street.

Concept Imagery for Driveway Surface



ARCHITECTURAL ELEMENTS & DETAIL

16. Design building façades and architectural features to fit with the surrounding context.

Consider the prevailing architectural rhythm of the surrounding context. Add variety to the present rhythm in order to maintain or enhance visual interest, yet provide enough visual continuity through the alignment of architectural features to strengthen the design of the overall area.

16.1 Design similar floor-to-floor building heights to define the visual continuity of an area.

16.2 Align architectural features such as window bands, cornice lines, belt courses, moldings, and other features, as appropriate.

16.3 Repeat architectural elements such as covered walkways, recessed bases or similar roof forms to link existing and new development.

16.5 Outside of the Downtown Core, provide a continuous shaded walkway along pedestrian corridors.

16.6 Utilize variety in building design that integrates surface detail, articulated architectural features, and other elements that enrich character, visual interest, shadow, contrast, and color.

Response: 1st Street Townhomes’ materials, massing, and architecture are inspired by the existing Old Town vernacular while also provide a vibrant modern aesthetic. Vertical and horizontal linear elements bring visual interest creating relief, depth, and shade, which reduces the overall scale and mass of the building. Recessed windows, balcony extensions, and exaggerated overhangs will provide solar relief to the glazing and outdoor spaces. The building facades provide balance and movement, helping to accentuate appearance and offering Old Town a vibrant, visually interesting building character.

17. Design buildings that are inviting.

Building design should be to human scale and add interest to the pedestrian experience.

- 17.1 Activate the ground floor of buildings to provide interest and a safer pedestrian environment.*
- 17.2 Provide a clearly defined public entrance to the building façade that reflects the existing scale of surrounding building entrances.*
- 17.3 Orient the main entrance of a building toward the street.*
- 17.4 Provide frequent building entrances to minimize blank walls and other dead spaces. For Type 1 Development, incorporate at least one (1) entrance for every thirty to fifty (30-50) feet of building frontage. For Type 2, 2.5, and 3 Developments, incorporate at least one (1) entrance for every thirty to fifty (30-50) feet of building frontage, but not to exceed 100 feet.*

Response: The building offers comfortable residential interface along 1st Street with direct unit access onto the street and connectivity from the southern units via the alley, and also through the central pedestrian pathway that bisects the site. The ground level of the proposed development plan is activated with shaded sidewalks, increased open space, new landscaping, improved hardscape, and low-level lighting for safety.

MATERIALS

18. Use context-appropriate materials, colors, and textures in Old Town development.

Materials should be of high-quality, durable, easily maintained, and able to withstand the climatic conditions of the desert southwest. Materials should help tie buildings into the composition of the neighborhood. Use of local materials helps to further define sense of place.

- 18.1 Use materials with colors and coarse textures that are associated with the desert southwest.*
- 18.2 Use materials that complement the existing area in texture, finish, scale, color, and other design aspects.*
- 18.3 Use colors and materials that emphasize shadow patterns.*
- 18.4 Reflective materials that create glare and façades that are more than 80% glass are discouraged.*
- 18.5 Emphasize muted desert colors (Main Color) having a value of less than seven (7) and a chroma between three (3) and fourteen (14), as indicated in the Munsell Book of Color. The Light Reflectance Value is to be 70% or less. Intense, saturated colors are only encouraged as accents.*
- 18.6 Exterior finish materials such as concrete, brick, and tile to be left in their natural color or colored integrally, as opposed to being painted, stained or coated.*
- 18.7 Natural materials are preferred over simulated materials, particularly at the ground level of buildings and other locations where direct contact by pedestrians occur.*
- 18.8 Changes in paint color, building material, and/or texture that occur with a change in horizontal wall plane, or with strongly pronounced scoring, expansion joints, reveals or other similar wall details are encouraged. Abrupt changes in materials, colors, and textures are discouraged.*
- 18.9 Vertically-stacked materials ordered by perceived material weight, with the “heaviest” materials at the bottom, and the “lightest” materials towards the top, are encouraged. This*

ordering method contributes to the appearance of the building being anchored to the ground plane, and upper levels being supported by the building base.

Response: As noted above, the building materials takes cues from the Old Town context. Vertical and horizontal linear elements also bring visual interest creating relief, depth and shade, that helps to reduce the overall scale and mass of the building. See response to #8 above.

Design Inspiration Imagery



SCOTTSDALE SENSITIVE DESIGN PRINCIPLES

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

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

Response: The vibrant, contemporary building character is complementary to the surrounding development pattern. The proposed building will utilize a variety of desert appropriate textures

and building finishes, incorporate architectural elements that provide solar relief, shading and deep overhangs, and celebrate the Sonoran Desert climate by creating outdoor spaces and common amenities for its residents while also tying to the existing pedestrian network throughout Old Town.

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

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

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

Response: The Property is an Old Town redevelopment site located on relatively flat improved parcels of land. Landscaping will consist of low-water use desert appropriate landscaping materials in conformance with established guidelines.

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

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

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

Response: Pedestrian circulation along the streetscape is an important feature of this townhome community, as numerous cultural, civic, medical, retail, residential, and recreational uses are within walking distance of the site.

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

Response: 1st Street Townhomes is well-situated for a small residential community because its within walking distance to a range of supporting land uses including Civic Center, Indian Bend Wash, HonorHealth and numerous cultural amenities including SMOCA and Scottsdale Center for Performing Arts. The

development has been designed with an emphasis on the ground level pedestrian experience enhancing the land use goals for this area. Developing residential in Old Town with established transportation options (trolley/bus, foot, bicycle) reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for the entire community.

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

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

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

Response: Variation in proportion, material contrast, and architectural detailing will be provided establishing a natural hierarchy. The proposed development also provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontage. Additionally, no amendments are request for building height, setbacks, or stepbacks.

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

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

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

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

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

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

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

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

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

Response: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety and wayfinding for Old Town residents.

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

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



1ST ST TOWNHOMES
 7515 & 7521 east 1st street
 scottsdale, az 85251



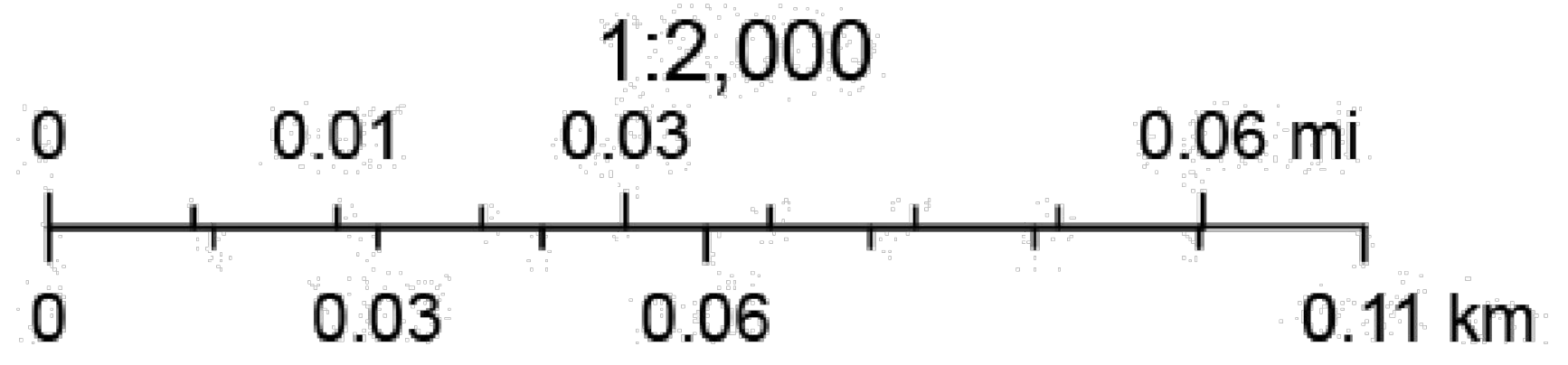
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**PRELIMINARY
 NOT FOR CONSTRUCTION**

November 20, 2022

- Large Washes - 50cfs
- Easement Leaders
- NAOS Leaders
- Zoning
- Parcel Boundary
- Street Centerlines
- Easement
- NAOS
- GLO

ATTACHMENT #7

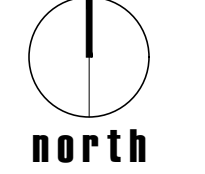


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context aerial

zoning submittal
 11 november 2022



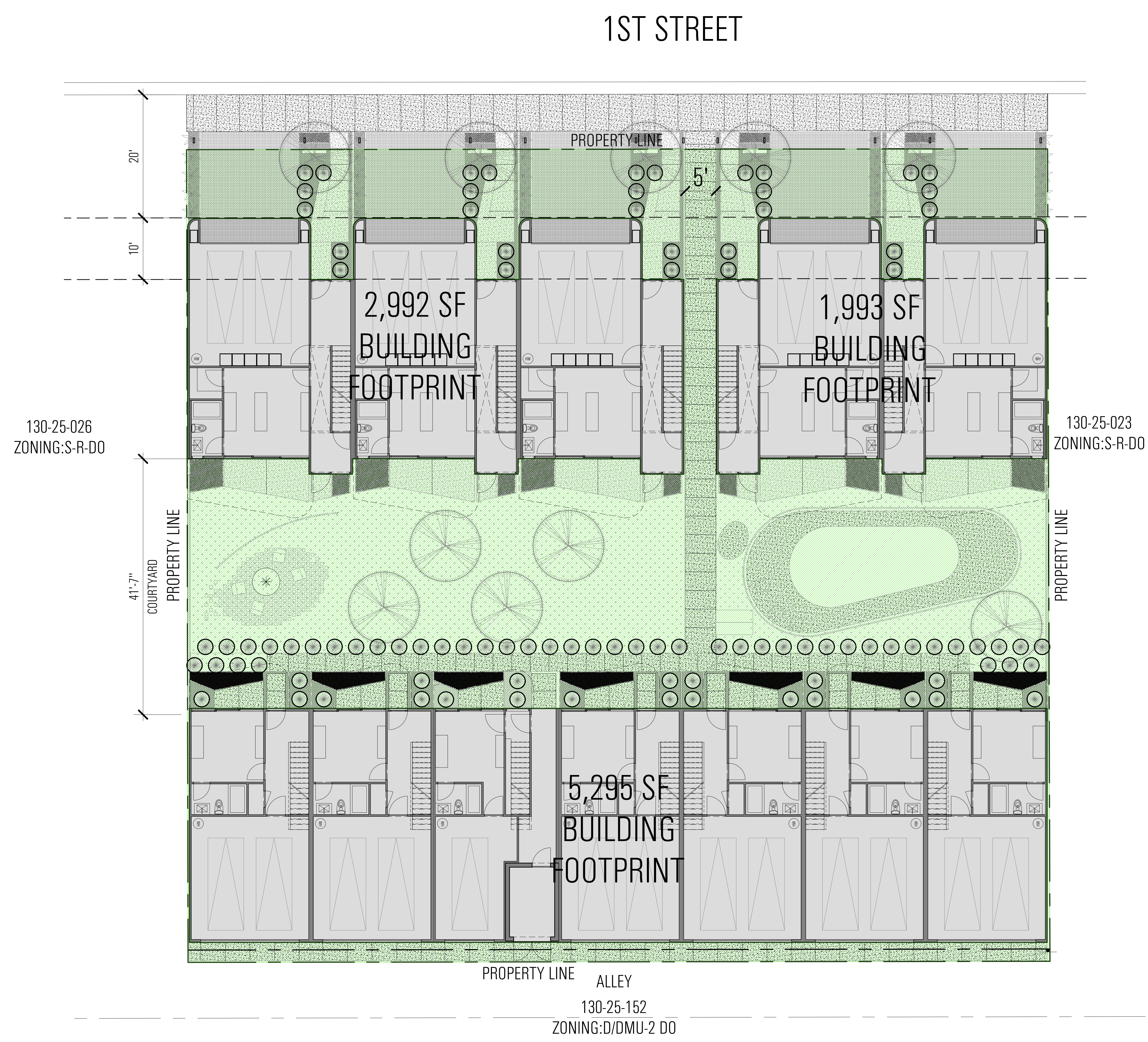


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**PRELIMINARY
NOT FOR CONSTRUCTION**



project data

PROJECT DATA ZONING:

NET LOT AREA: 18,467 SF

BUILDING HEIGHT: 42'-0" (NORTH)
46'-0" (SOUTH)

OPEN SPACE CALCULATIONS:

BUILDING FOOTPRINT: 8,196 SF
OPEN SPACE: 7,862 SF

OPEN SPACE/ NET LOT AREA
= (7,862 SF / 18,467SF) = 43% OPEN SPACE

open space

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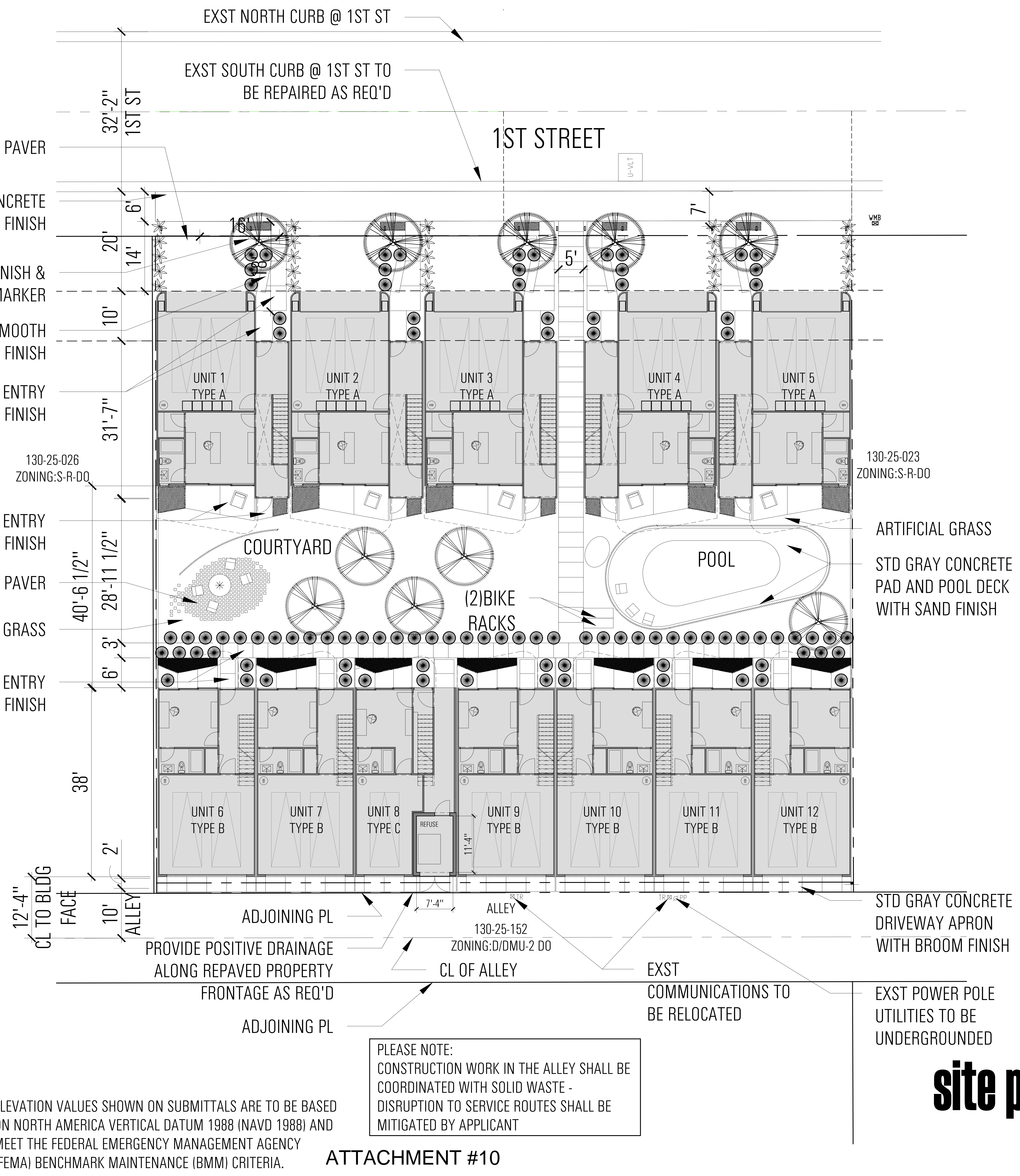
**PRELIMINARY
NOT FOR CONSTRUCTION**

project data

| | EXISTING/ALLOWED | PROPOSED |
|---------------------|--|---|
| GROSS LOT AREA (SF) | 23,157 SF | 23,157 SF |
| NET LOT AREA (SF) | 18,467 SF | 18,467 SF |
| PARCEL ZONING | D/OC-2 DO (7515) D/OR-2 DO (7521) | D/DMU-TYPE 2 DO |
| BUILDING HEIGHT | 66 FEET | 42'-0" (NORTH) 46'-0" (SOUTH) |
| CONSTRUCTION TYPE | | TYPE VB |
| OCCUPANCY TYPE | | R2 |
| DENSITY | (50) DU/ ACRE | 22.6 DU/ACRE (12)DU ON 23,157SF GROSS |
| BUILDING SETBACKS | 20'-0" FRONT YARD 0'-0" SIDE YARDS 0'-0" REAR YARD | 20'-0" + 30'-0" FRONT YARD 0'-0" SIDE YARDS 0'-0" REAR YARD |
| PARKING | 2 PER TWO BEDROOM UNIT 1 PER ONE BEDROOM UNIT | 2 PER TWO BEDROOM UNIT 1 PER ONE BEDROOM UNIT |

ELEVATION VALUES SHOWN ON SUBMITTALS ARE TO BE BASED ON NORTH AMERICA VERTICAL DATUM 1988 (NAVD 1988) AND MEET THE FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA) BENCHMARK MAINTENANCE (BMM) CRITERIA.

ATTACHMENT #10



PLEASE NOTE:
CONSTRUCTION WORK IN THE ALLEY SHALL BE COORDINATED WITH SOLID WASTE - DISRUPTION TO SERVICE ROUTES SHALL BE MITIGATED BY APPLICANT

site plan + data
zoning submittal
14 march 2023
north

Construction Mitigation Plan:

The purpose of this plan as described below in the 2 Phases of Construction for the is to manage the impact of construction on the surrounding businesses/neighborhood for the 1st Street Townhomes located at 7515 & 7521 East 1st Street, referred to as site (below). Please note that all areas, time frames and boundaries are approximate.

Phase One: Units 1-3 and 6-12, and interior courtyard (Duration: 9-11 months):

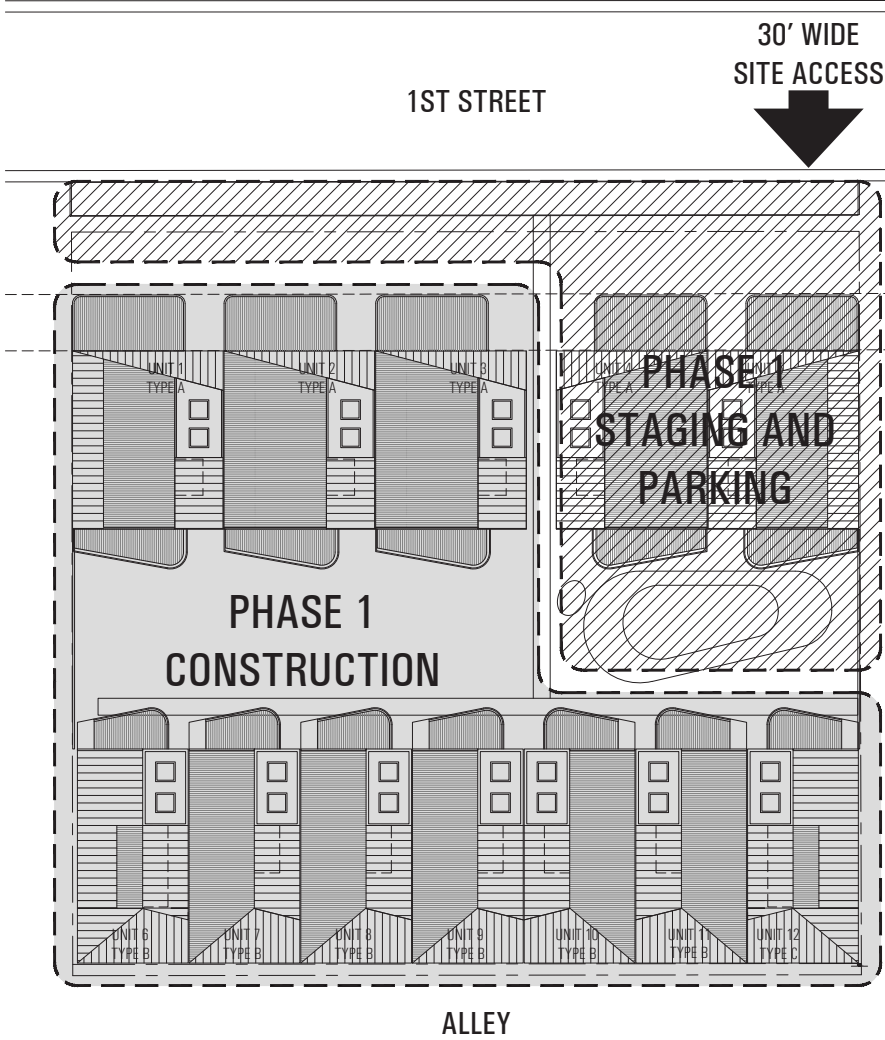
1. The North portion of the site will be used for construction staging and on-site parking.
 - Materials will be delivered to the site from an off-site laydown/marshalling yard for, "just in time" use. No materials will be stored in excess on site.
 - The existing sidewalk will be removed and not be accessible for pedestrians. Traffic barricading will be provided to indicate pedestrian traffic routes and safety.
2. The East part of site shall be used for housing of construction trailer (if required), equipment, & city/construction workers' vehicles.
3. 1st Street and the alley directly south of the property's rights-of-way may be reduced periodically during Phase One.
 - All surrounding on-street parking on First Street shall remain open for use for public and shall not be occupied by construction vehicles or construction materials. A 30' wide zone for site access on the north east portion of the site will remain during the entire duration of the this phase.
 - Trash pickup in the alley will not be affected.

Phase Two: Units 4 and 5, pool area and 1st street-side landscaping (Duration: 9-11 months):

4. The North portion of the site will be used for construction staging and on-site parking.
 - Materials will be delivered to the site from an off-site laydown/marshalling yard for, "just in time" use. No materials will be stored in excess on site.
 - The existing sidewalk will have been removed and not be accessible for pedestrians. Traffic barricading will be provided to indicate pedestrian traffic routes and safety.
5. The East part of site shall be used for housing of construction trailer (if required), equipment, & city/construction workers' vehicles.
6. 1st Street and the alley directly south of the property's rights-of-way may be reduced periodically during Phase One.
 - All surrounding on-street parking on First Street shall remain open for use for public and shall not be occupied by construction vehicles or construction materials. A 30' wide zone for site access on the north east portion of the site will remain during the entire duration of this phase.
 - Trash pickup in the alley will not be affected.

THESE DRAWINGS ARE NOT TO BE REPRODUCED OR USED FOR ANY OTHER CONSTRUCTION EXCEPT FOR THE PROJECT AND SITE SHOWN. ANY OTHER USE OF THESE DRAWINGS SHALL BE AT THE RISK OF THE USER. THE ARCHITECT, THE DESIGN PROFESSIONAL SHALL NOT BE HELD RESPONSIBLE FOR ANY DAMAGE TO PERSONS OR PROPERTY CAUSED BY THE PROJECT THAT WILL OCCUR DURING THE CONSTRUCTION PHASE AND SHALL BE THE SOLE RESPONSIBILITY OF THE CLIENT.

CHEN - SUCHART STUDIO
ARCHITECTS



1ST ST TOWNHOMES
7515 & 7521 east 1st street
scottsdale, az 85251



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mobile: 480.332.1706 (local)
email: thaman@chensuchartstudio.com

**PRELIMINARY
NOT FOR CONSTRUCTION**

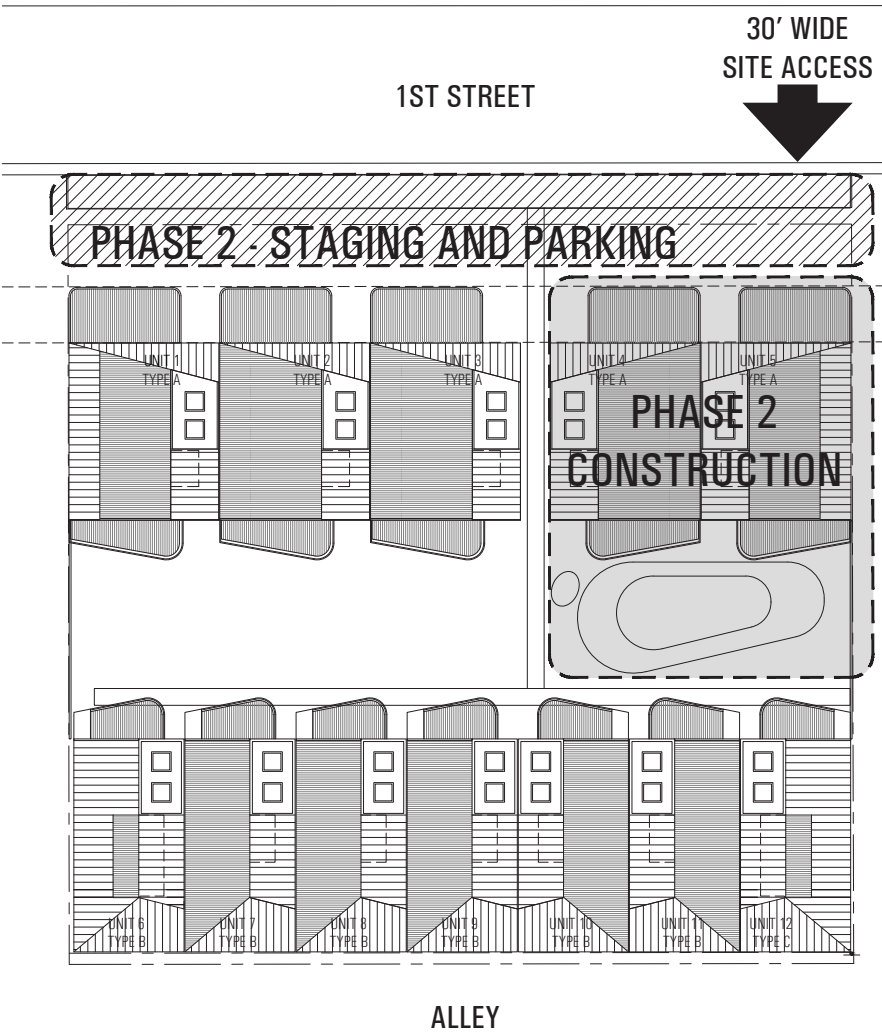
construction mitigation - phase 1

scale: 1/8" = 1'-0"

zoning submittal
14 march 2023



THESE DRAWINGS ARE NOT TO BE REPRODUCED OR USED FOR ANY OTHER CONSTRUCTION PROJECT WITHOUT THE WRITTEN CONSENT OF CHEN-SUCHART STUDIO. ALL RIGHTS ARE RESERVED. CHEN-SUCHART STUDIO SHALL NOT BE LIABLE FOR THE CONSTRUCTION OF ANY OTHER PROJECTS UNLESS SPECIFICALLY ADVISED BY THE ARCHITECT. ANY REVISIONS OWNED TO THE PROJECT SHALL BE ACCORDING TO THE CONSTRUCTION PHASE AND REVIEWED BY THE ARCHITECT. APPROVED BY: CHEN-SUCHART STUDIO



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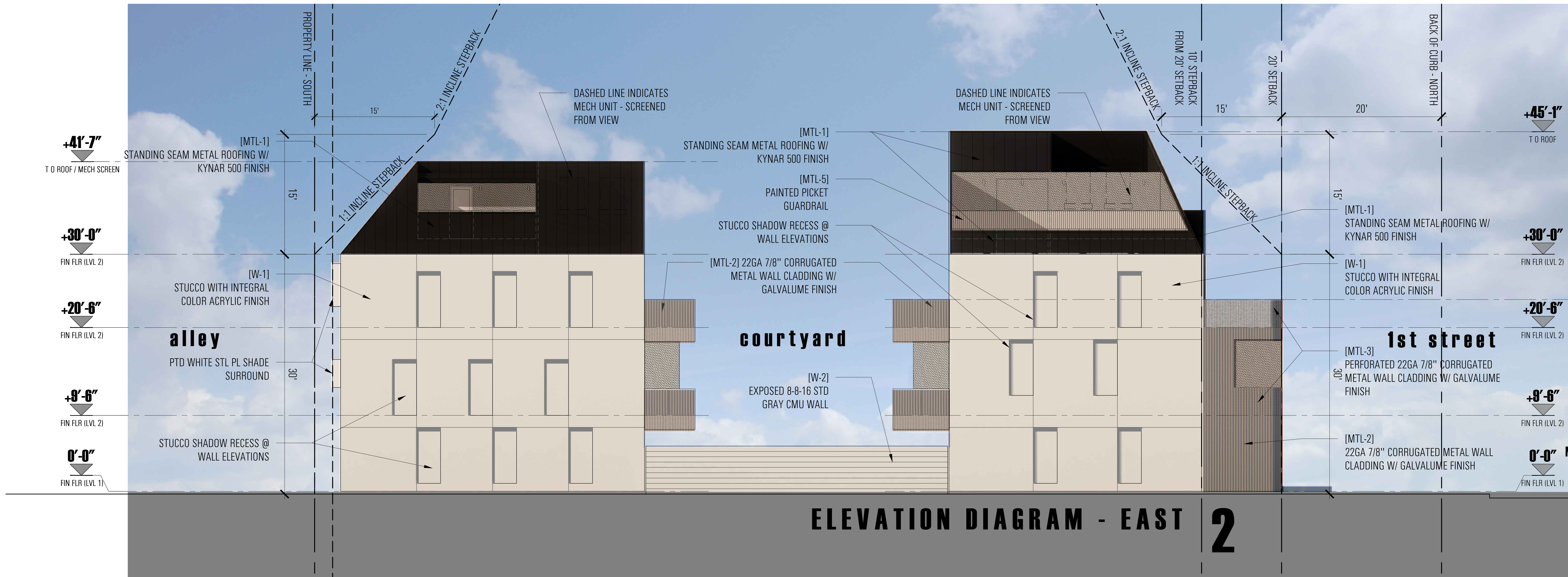
**PRELIMINARY
NOT FOR CONSTRUCTION**

scale: 1/8" = 1'-0"

construction mitigation - phase 2

zoning submittal
14 march 2023

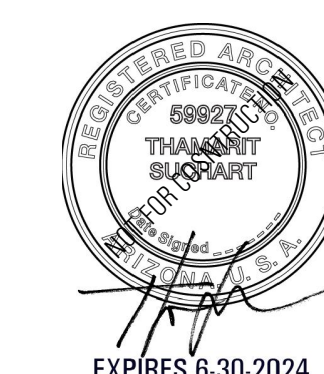




ELEVATION DIAGRAM - EAST 2

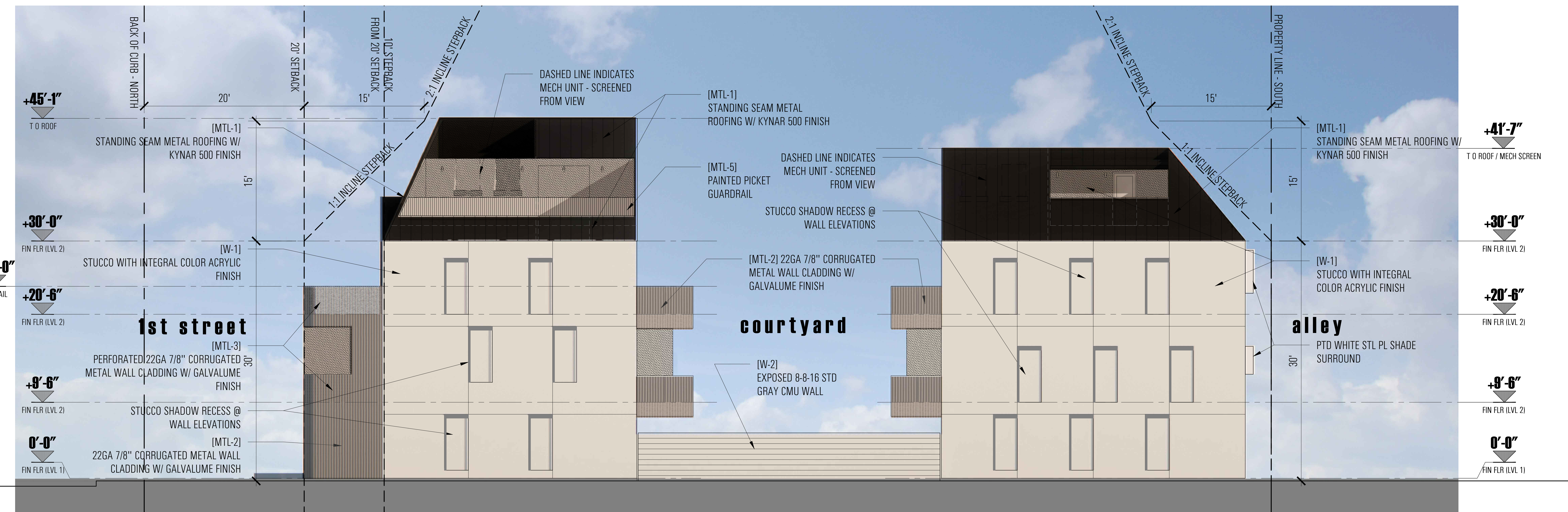
1ST ST TOWNHOMES

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PRELIMINARY NOT FOR CONSTRUCTION



ELEVATION DIAGRAM - WEST 1



ELEVATION DIAGRAM - NORTH 2



ELEVATION DIAGRAM - SOUTH 1

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**PRELIMINARY
 NOT FOR CONSTRUCTION**















THE BUILDINGS THAT DEFINE THE OUTDOOR COURTYARD PROVIDE SHADE FOR THIS GREEN SPACE FOR THE MAJORITY OF THE DAY ALLOWING FOR PROTECTED OUTDOOR ACTIVITY





CITIZEN REVIEW & NEIGHBORHOOD INVOLVEMENT REPORT

1st Street Townhomes

March 2, 2023

Overview

This Citizen Review Report is being performed in association with a request for a Zoning District Map Amendment from D/OC-2 DO and D/OR-2 DO to D/DMU- Type 2 DO on an approximately 23,157+/- square foot site located at 7515 & 7521 E. 1st Street. The proposed project would result in a boutique residential community consisting of 12 townhomes. 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 continue throughout the process. Communication with impacted and interested parties has taken place with verbal, written, and electronic contact.

Community Involvement

The outreach team has been communicating with neighboring property owners, businesses, and community members by telephone and one-on-one meetings since June 2022.

Surrounding property owners, HOAs and other interested parties were noticed via first class mail regarding the project. The distribution of this notification **EXCEEDED** the City's 750' radius mailing requirements as specified in the Citizen Review Checklist. This notification contained information about the project, as well as contact information for the development team. 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 October 17, 2022 for those who wished to learn more about the project. The site and time was posted with the Early Notification Sign prior to the Open House.

ATTACHMENT #14

2 interested people attended the Open House. All of their questions were answered by the development team at the meeting to the best of their ability. The development team will continue to be accessible by phone and email subsequent to the Open House to ensure that surrounding property owners and neighbors have ongoing opportunities to comment and ask questions.

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 manner. 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 Sheet

From: [NoReply](#)
To: [Bloemberg, Greg](#)
Subject: 17-ZN-2022 1ST STREET TOWNHOMES
Date: Saturday, January 14, 2023 2:38:55 AM



This development looks like it is built right out to the property edges with no set back from neighboring properties. I think there needs to be more room between the buildings. I also was unclear about what the proposed public street view was – trees and greenery in between driveways or what appears to be a metal awning? Trees are more inviting. -- sent by Cathy Davis (case# 17-ZN-2022)

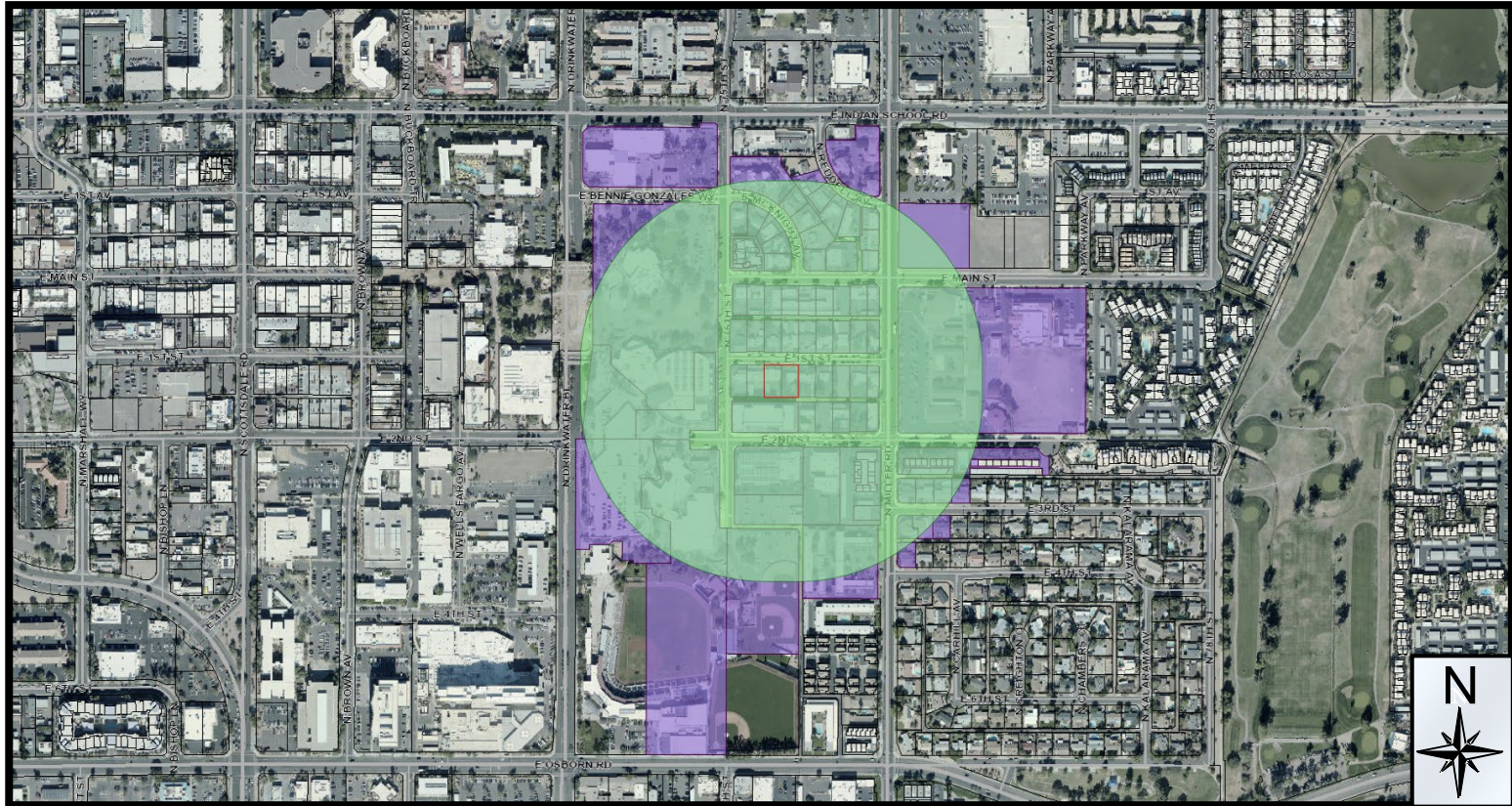
City of Scottsdale



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City Notifications – Mailing List Selection Map

1st Street Townhomes



Additional Notifications:

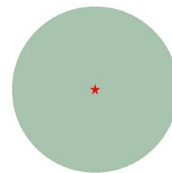
- Interested Parties List
- Adjacent HOA's
- P&Z E-Newsletter
- Facebook
- Nextdoor.com
- City Website-Projects in the hearing process

Pulled Labels
January 12, 2023

Map Legend:



Site Boundary



Properties within 750-foot

Postcards: 145

17-ZN-2022