

PLANNING COMMISSION REPORT



Meeting Date: September 23, 2020
General Plan Element: *Land Use*
General Plan Goal: *Create a sense of community through land uses*

ACTION

**Southdale
5-ZN-2020**

Request to consider the following:

1. A recommendation to City Council regarding a request by owner for a zoning district map amendment from Highway Commercial (C-3) to Planned Unit Development (PUD) zoning, including a development plan and amended development standards for building setbacks, encroachments into setbacks and private outdoor living space, for a new 4-story mixed-use development, consisting of 267 residential units and 4,400 square feet of commercial floor area, on a +/- 4.7-acre site located at 7000 E. McDowell Road.

Goal/Purpose of Request

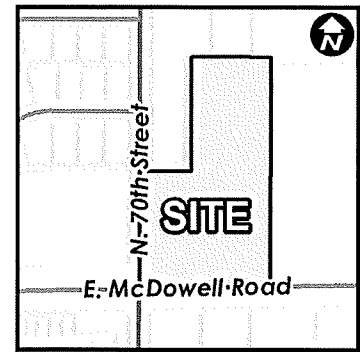
The applicant seeks approval of a rezone to allow for the proposed residential density and building height. The proposal calls for a mixed-use project consisting of multi-family residential and commercial floor area.

Key Items for Consideration

- Significant revitalization of an auto dealership site
- PUD Approval Criteria
- Proposed amended development standards
- Amended development standards bring height and massing closer to multi-family residential to west and community amenity area to the north
- 4,400 square feet of commercial floor area, including neighborhood market
- 4,400 square foot publicly accessible "pocket park"
- Proposed Parking Master Plan utilizes Shared Parking Analysis to park project (overall 4% reduction from standard ordinance requirement)
- Potential for guest parking to encroach into adjacent single-family neighborhood
- Water and sewer Infrastructure to be upgraded as needed by developer

Action Taken _____

- Public comment received
- Creates opportunity for new residents to support area businesses
- Development Review Board heard this case on 9/3/2020 and recommended approval of the Development Plan and amended development standards with a vote of 6-0.



OWNER

Cercidium Holdings LLC
(480) 385-2753

APPLICANT CONTACT

John Berry
Berry Riddell LLC
480-385-2753

LOCATION

7000 E McDowell Rd

BACKGROUND

General Plan

The General Plan Land Use Element designates the property as Mixed-Use Neighborhoods, properties that are typically located in areas with access to multiple modes of transportation and major regional access. These areas support higher density housing combined with complementary office and/or retail. Furthermore, the subject site is located within a General Plan designated Growth Area – specific locations within the community that are most appropriate for development focus, and will best accommodate future growth, new development, and redevelopment.

Character Area Plan

The Subject site is located within the boundary of the Southern Scottsdale Character Area Plan (2010), a policy document that offers guidance regarding future growth and development decisions within all areas of the city south of Indian Bend Road, excluding Old Town. One of the overarching themes of the Plan is to encourage redevelopment and revitalization. The subject site is located within a designated Regional Center – specific locations within the Southern Scottsdale Character Area that the community identified for the most intense levels of reinvestment, revitalization, and infill development. This particular Regional Center, the *SkySong Regional Center*, specifically focuses on reinvestment that includes “higher density vertical mixed-use residential, office, commercial, and retail development”. Furthermore, the Plan encourages redevelopment and revitalization efforts that include a mix of housing (Goal 3, Policies LU 3.1, LU 3.2 and LU 3.6).

Zoning

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

Context

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

Adjacent Uses and Zoning

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

Other Related Policies, References:

- Scottsdale General Plan 2001, as amended
- Southern Scottsdale Character Area Plan (2010)
- Zoning Ordinance

APPLICANT’S PROPOSAL

Development Information

The applicant seeks approval of a rezone to redevelop the subject site. The proposal calls for a mixed-use project consisting of 267 residential units and 4,400 square feet of commercial floor area. The commercial floor area includes 3,300 square feet of office space and an 1,100 square-foot neighborhood market. The floor plan also includes an 1,100 square-foot “community room” that can be used by the public or residents for social gatherings or meetings. With the exception of 7 surface spaces located just east of the main entrance, all resident, guest and commercial parking is proposed to be provided in an above-grade parking structure.

- Existing Use: Place of Worship/Commercial
- Proposed Use: Mixed-Use
- Parcel Size: 4.7 acres (gross), 3.8 acres (net)
- Building Height Allowed: 48 feet + 10 feet for rooftop appurtenances (max 30% of roof area)
- Building Height Proposed: 48 feet + 10 feet for rooftop appurtenances

- Parking Required: 385 spaces (standard ordinance requirement for mixed-use; 372 for residential, 13 for commercial)
372 spaces (based on Parking Master Plan and Shared Parking Analysis; 4% reduction)
- Parking Provided: 392 spaces (372 for residential, 20 for commercial/guest)
- Open Space Required: 20,473 square feet
- Open Space Provided: 36,227 square feet
- Density Allowed: Per Development Plan
- Density Proposed: 56.8 du/ac

IMPACT ANALYSIS

Land Use

The mix of uses proposed for this project is consistent with the goals and policies of the General Plan and the SSCAP, as it provides for alternative housing opportunities along a Regional Corridor, and commercial floor area on the first floor to engage the street frontage. A reasonable ratio of residential to commercial results in a “mixed-use” project, which is consistent with the intent of the PUD zoning district.

PUD Criteria

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

- a. **The proposed development promotes revitalization, the goals, policies and guidelines of the General Plan, area plans and design guidelines.**
 - Both the General Plan and SSCAP encourage redevelopment and revitalization of underutilized parcels, particularly in the southern area of the City. The proposed project will revitalize a site along a Regional Corridor, as designated by the SSCAP, and should help to sustain existing commercial uses around the site. The project responds to specific policies associated with Goal LU 3 of the Land Use, Growth & Activity Areas section of the SSCAP. They are as follows:
 - Policy LU 3.1: *Create and encourage the utilization of flexible land use regulations as incentives for reinvestment and new development.*
 - Policy LU 3.6: *Encourage a diversity of new development, redevelopment and infill projects that incorporate vertical and horizontal mixed-use along Southern Scottsdale Corridors.*
- b. **The proposed development’s uses, densities or development standards would not otherwise be permitted by the property’s existing zoning.**

- The site is currently zoned C-3, which would not allow the proposed development from a development standard perspective. PUD zoning is needed to accommodate the proposed residential density and building height.
- c. **The proposed development will be compatible with adjacent land uses and promotes the stability and integrity of abutting or adjacent residential neighborhoods.**
- The project site abuts a high-density, multi-family community to the west consisting of approximately 23 du/ac with all units in two-story buildings. As previously mentioned, the proposed amended development standards will bring height and massing closer to the adjacent residential community to the north and west; however, this is somewhat mitigated by the existing landscaping along the property line and a 20-foot alley between the project site and the residential community. The proposed residential density (56.8 du/ac) is on the high side compared to other recently approved projects in the area (The McDowell, 29.15 du/ac, Alexan, 34.15 du/ac, Scottsdale Entrada, 27.5 du/ac).
- d. **There are adequate infrastructure and city services to serve the development.**
- Basis of Design Reports for water and wastewater have been reviewed and accepted by the City's Water Resources Division. The developer will upgrade existing infrastructure as needed to accommodate the new residential. Additionally, The City's public safety divisions have reviewed the proposal and find that there is adequate ability to provide emergency services. The nearest fire station is located approximately 3,600 feet east of the site at 1901 N. Miller Road; and the nearest police station is located approximately 1.2 miles southeast of the site at 7601 E. McKellips Road. No impacts to existing service levels are anticipated.
- e. **The proposal meets the following location criteria:**
- i. **The proposed development is not located within any area zoned Environmentally Sensitive Lands Ordinance (ESL), nor within the boundaries of the Downtown Area.**
 - The project site is not located in the ESL area, nor is it within the Downtown boundary.
 - ii. **The proposed development fronts onto a major or minor arterial and/or major collector street as designated in the Transportation Master Plan.**
 - The project site fronts E. McDowell Road, which is designated as a Major Arterial by the Transportation Master Plan.

Amended Development Standards

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

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

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

- The design contained in the DP is compatible with the development in the area that it may directly affect, and the DP provides a benefit to the City and adjacent neighborhoods.**
 - Revitalizes and redevelops a site along a Southern Scottsdale Character Area Plan (SSCAP)-designated Regional Corridor (McDowell Road).
 - Significant pedestrian circulation improvements proposed, including an 8-foot-wide sidewalk along both the Scottsdale Road and 70th Street frontages separated from back of street curb.
 - Proposal includes 4,400 square-foot “pocket park” along the 70th Street frontage that will be publicly accessible.
 - Proposal includes a neighborhood market and publicly accessible community room.
- The DP is environmentally responsive, incorporates green building principles, contributes to the City’s design guidelines and design objectives and any deviations from the design guidelines must be justified by compensating benefits of the DP.**
 - Sensitive Design Principle No. 9 encourages the use of materials with colors and coarse textures reflective of the southwest desert environment. The proposed building design is generally responsive to this directive; however, there is an abundance of bright white on the fin walls and certain portions of the façade that should be replaced with a warmer, less reflective color.
 - Deep recesses in the building design along the both street frontage add visual interest and provide shading for windows and balcony/patio doors to mitigate solar heat gain.
 - Proposal is a mixed-use development with residential over first-floor commercial. (Policy CD 9.1 of the SSCAP)

- Landscaping consists of low water use plantings and species representative of the surrounding desert.
- 3. The DP will not significantly increase solar shading of adjacent land in comparison with a development that could be developed under the existing zoning district.**
- A solar analysis was included as part of the Development Plan. Per that analysis, the adjacent residential units to the west will be in shadow during morning hours in December, with shadowing clearing by noon. During March and September, the adjacent residential will be in shadow during early morning hours only. No significant impacts are indicated during the summer months.
- 4. The DP promotes connectivity between adjacent and abutting parcels and provides open spaces that are visible at the public right-of-way and useful to the development.**
- Proposal includes a 4,400 square foot “pocket park” along the 70th Street frontage that will be available to residents and the general public.
 - Proposal includes secondary sidewalk connections from the project to both adjacent streets, promoting connectivity between parcels. (Policy CD 9.2 of the SSCAP)
 - The proposal includes significant improvements to the frontage open space and landscaping, including an 8-foot-wide sidewalk separated from street curb on both streets that should enhance the pedestrian experience.

Transportation

A Traffic Impact and Mitigation Analysis (TIMA) was provided as part of this application and has been accepted by the Transportation Division. Per the TIMA, the project is anticipated to generate 1,515 daily weekday trips, with 109 trips occurring during peak AM hour, and 130 trips occurring during the peak PM hour. Using a 2022 horizon year with traffic generated by the buildout of the proposed development, all study intersections in the vicinity of the site will operate at a similar level of service with or without the proposed redevelopment. All signalized study intersections have one (1) or more movements operating at level of service E or F during the AM and PM peak hour. The applicant has agreed to modify the existing traffic signal at 70th Street and McDowell Road to provide left-turn arrows to accommodate the anticipated increase in left-turn traffic from McDowell Road.

Transportation staff is concerned about the likely increase in traffic on 70th Street, Palm Lane, and Oak Street as the result of the redevelopment of this site that retains access onto 70th Street. All these streets have existing traffic calming devices that were installed in 2002/2003 in response to resident concerns about speeding and traffic volumes on these neighborhood streets.

Parking

Parking for the project complies with the Zoning Ordinance. The applicant submitted a Parking Master Plan (PMP) to justify a slight reduction (4%). The PMP utilizes the Shared Parking Calculations (SPC) from Table 9.104.A of the Zoning Ordinance to demonstrate that the project will have a surplus of spaces to accommodate both the commercial uses and guest parking. Utilizing the standard parking requirement for Mixed-Use development, the total required parking for this

project would be 385 spaces. The applicant proposes a total of 392 spaces. Utilizing the SPC, the analysis provided indicates the peak parking requirement for this project, taking into consideration hours of operation for the commercial uses, will be 372 spaces, leaving 20 spaces for use by guests of the residential and commercial. With multi-family projects adjacent to existing neighborhoods, off-site parking by tenants and guests is a consideration. Given the distance from the entrance of the apartments to the residential streets, it is less likely to occur with this development. Other multi-family projects in the area have not generated a significant number of complaints from neighbors.

Water/Sewer

Preliminary Basis of Design reports were provided as part of this application and have been accepted by the Water Resources Division. Stipulations for this case require the developer to upgrade water and sewer infrastructure as needed to accommodate project intensity.

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 2001 General Plan (Growth Areas Element Goal 1, bullet 3 and Public Services and Facilities Element Goal 3, bullets 2 and 4) and the 2010 Southern Scottsdale Character Area Plan (Public Services and Facilities Element Policy PSF 3.3) 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, or make a payment in-lieu for future burial of overhead utility lines adjacent to this site is included in this report.

Public Safety

The City's Public Safety Divisions have reviewed the proposal and determined there are adequate facilities to serve the project and no impacts to existing service levels are anticipated.

School District Comments/Review

The Scottsdale Unified School District has reviewed the proposal and has determined that existing facilities are sufficient to serve the proposed residential density.

Open Space

Open Space for the site exceeds that required by the PUD district. The Fire Department has requested a Fire lane around the northern perimeter of the project (see site plan). Because of this, there is little opportunity for meaningful open space to be provided in this area; however, the applicant proposes using "grasscrete" for the Fire Lane to provide some aesthetic value, which allows the area to qualify as open space. Two common elements are proposed for residents that will include trees and seating elements. A significant amenity for the residents and surrounding neighborhood is a proposed "pocket" park along the 70th Street frontage. This area will include plaza space and shade trees that can serve as a gathering area for patrons of the market and community room, or flexible space for dining or small neighborhood events.

Community Involvement

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

Community Impact

- Potential for guest parking to encroach into adjacent single-family neighborhood to the northwest
- Revitalizes an auto dealership site that has been occasionally occupied by other uses in recent years

OTHER BOARDS & COMMISSIONS

Development Review Board

The Development Review Board considered this case on 9/3/2020 and recommended approval with a vote of 7-0. During the hearing, there was discussion related to the proximity of proposed height and massing to the adjacent multi-family residential to the west. While there was some concern expressed about the lack of landscaping along the west property line, in general the Board felt the proposal was contextually appropriate for the area. The Board's recommendation included direction to the applicant to coordinate with staff to provide a vertical trellis, or other enhanced structure to serve as a buffer along the west property line as an alternative to providing a landscape buffer. No changes to the Development Plan were recommended.

STAFF RECOMMENDATION

Recommended Approach:

Staff recommends that the Planning Commission find that the PUD Approval Criteria have been met, and 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 Highway Commercial (C-3) to Planned Unit Development (PUD) zoning, including a development plan and amended development standards, for a new 4-story mixed-use development, consisting of 267 residential units and 4,400 square feet of commercial floor area, on a +/- 4-acre site located at 7000 E. McDowell Road, per the attached stipulations.

RESPONSIBLE DEPARTMENT

Planning and Development Services

Current Planning Services

STAFF CONTACT

Greg Bloemberg

Senior Planner

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E-mail: gbloemberg@ScottsdaleAZ.gov

APPROVED BY



Greg Bloemberg, Report Author

9.15.2020

Date



Tim Curtis, AICP, Current Planning Director

480-312-4210, tcurtis@scottsdaleaz.gov

9/15/2020

Date



Randy Grant, Executive Director

Planning and Development Services

480-312-2664, rgrant@scottsdaleaz.gov

9/15/20

Date

ATTACHMENTS

1. Context Aerial
- 1A. Aerial Close-Up
2. Stipulations
 - Exhibit A to Attachment 2: "Southdale Development Plan"
3. Additional Information
4. General Plan Land Use Map
5. Current Zoning Map
6. Proposed Zoning Map
7. Traffic Impact Summary
8. Parking Summary
9. Citizen Involvement
10. City Notification Map
11. 9/3/2020 Development Review Board Meeting Minutes



Context Aerial

5-ZN-2020



Close-up Aerial

5-ZN-2020

Stipulations for the Zoning Application:
Southdale
Case Number: 5-ZN-2020

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

SITE DESIGN

1. **CONFORMANCE TO DEVELOPMENT PLAN.** Development shall conform with the Development Plan, titled "Southdale Development Plan," which is on file with the City Clerk and made a public record by Resolution No. 11936, and incorporated into these stipulations and ordinance by reference as if fully set forth herein. Any proposed significant change to the Development Plan, as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council. Where there is a conflict between the Development Plan and these stipulations, these stipulations shall prevail.
2. **CONFORMANCE TO AMENDED DEVELOPMENT STANDARDS.** Development shall conform with the amended development standards that are included as part of the Development Plan. Any change to the development standards shall be subject to additional public hearings before the Planning Commission and City Council.
3. **MAXIMUM DWELLING UNITS/DENSITY.** Maximum dwelling units and minimum non-residential floor area shall be as indicated on the Land Use Budget Table below.

Land Use Budget Table						
Multi-family Residential						
Parcel	Gross Acres	Zoning	Proposed DU/AC	Max DU/AC	Proposed # of Units	Max # of Units
129-33-001S	+/- 4 acres	PUD	56.8 du/ac	56.8 du/ac	267	267
Non-Residential Floor Area						
129-33-001S	+/- 4 acres	PUD	4,400 square feet (office/retail)			

Redistribution of dwelling units is subject to the maximum density in the Land Use Budget Table and subject to city staff approval. The property owner's redistribution request shall be submitted with the preliminary plat submittal to the Development Review Board and shall include a revised Master Development Plan and a revised Land Use Budget Table indicating the parcels with the corresponding reductions and increases.

4. **MAXIMUM BUILDING HEIGHT.** No building on the site shall exceed 58 feet in height, inclusive of rooftop appurtenances, measured as provided in the applicable section of the Zoning Ordinance. A maximum of 30% of the roof area shall be allowed to exceed 48 feet in height.
5. **COMMERCIAL FLOOR AREA.** The retail space identified in the development plan shall be maintained as a market or other similar publicly-oriented use.

6. PUBLIC OPEN SPACE. The project shall include a publicly accessible open space area with a minimum area of 4,400 square feet along the N. 70th Street frontage. The open space area shall include trees and seating elements. Maintenance of the public open space shall be the responsibility of the property owner and/or property management company.
7. OVERHEAD UTILITY LINES. The applicant shall coordinate with Salt River Project to bury all existing above ground distribution and project service utility and cable lines within and adjacent to project site. Specifically, a total of four (4) utility poles in the alley along the west property line shall be removed, and any new or relocated utility distribution or project service utility and cable lines along the length of the project site adjacent to the canal bank. Lines to be buried shall be identified on the final civil improvement plans. If the service lines connected to the multi-family buildings to the west cannot be undergrounded, a payment in-lieu shall be paid as an alternative to undergrounding the lines in the alley.
8. MCDOWELL ROAD STREETSCAPE. Landscape and hardscape improvements along the E. McDowell Road frontage shall be consistent with the "Traditional Resort Theme" specified in the McDowell Road Streetscape Design Guidelines.
9. ACCESS RESTRICTIONS. Access to the development project shall conform to the following restrictions:
 - a. There shall be a maximum of two (2) site driveway access locations, one on N. 70th Street and one on E. McDowell Road, as indicated in the Development Plan.
10. 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

11. PUBLIC TRANSIT FACILITY AND ACCESS EASEMENT. Prior to issuance of any permit for the development project (other than demolition), the property owner shall dedicate a Public Transit Facility and Access Easement to the City of Scottsdale to contain any portion of the existing transit facility located east of N. 70th Street on E. McDowell Road that encroaches onto the project site, and provide improvements consistent with the infrastructure requirements below.
12. PUBLIC NON-MOTORIZED ACCESS EASEMENT. Prior to issuance of any permit for the development project (other than demolition), the property owner shall dedicate a continuous Public Non-Motorized Access Easement to the City of Scottsdale to contain the public sidewalk in locations where the sidewalk crosses onto private property of the development project.
13. SIGHT DISTANCE EASEMENT. Prior to issuance of any permit for the development project (other than demolition), the property owner shall dedicate a 25' x 25' Traffic Safety Triangle at the northeast corner of N 70th Street and E McDowell Road along with Driveway Sight Distance easements at the driveways.

INFRASTRUCTURE

14. 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.

15. CIRCULATION IMPROVEMENTS. Prior to issuance of any permit for the development project (other than demolition), the property owner shall submit and obtain approval of construction documents to construct the following improvements:
 - a. N. 70TH STREET.
 1. CL-Type CL-1 or CL-2 driveway per COS Standard Detail 2356.
 2. Minimum eight (8)-foot wide sidewalk detached from street curb.
 - b. E. McDOWELL ROAD.
 1. Type CL-1 or CL-2 driveways per COS Standard Detail 2356.
 2. Minimum eight (8)-foot wide sidewalk detached from street curb
16. TRANSIT FACILITIES. Prior to issuance of any permit for the development project (other than demolition), the property owner shall submit and obtain approval of construction documents to construct transit pad, landscaping, bench and trash can adjacent to McDowell Road. Transit facilities improvements shall be constructed prior to issuance of any Certificate of Occupancy or Certification of Shell Building, whichever is first.
17. TRAFFIC SIGNAL UPGRADES. Prior to issuance of the first Certificate of Occupancy, the property owner shall install traffic signal equipment necessary to provide permitted/protected left-turn phasing at N. 70th Street and E. McDowell Road for eastbound-westbound approaches. Equipment to be installed shall be included as part of the construction documents submittal.
18. WATER AND WASTEWATER IMPROVEMENTS. Prior to issuance of any permit for the development project (other than demolition), the property owner shall submit and obtain approval of construction documents for the following water and wastewater improvements:
 - a. 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.
 - b. Connect new proposed eight (8)-inch water loop to the six (6)-inch main at the northeast corner of the development with an isolation valve.
 - c. All onsite sewer and pool backwash services to be routed to the sewer main running north and parallel to and east of N. 70th Street. (no waste flows to McDowell Rd sewer).
 - d. Offsite construction shall include one (1) new manhole and sewer line segment to be added on Palm Lane approximately 124 feet east of the 71st Street centerline per Option 1 in the accepted preliminary Wastewater Basis of Design Report.
 - e. Pool backwash flows shall be equalized and limited to 50 gpm peak into the 8" public sewer proposed. Use of a cartridge filter is not an acceptable solution to reducing/eliminating backwash flows. Refer to the accepted preliminary Wastewater Basis of Design Report.
19. FIRE HYDRANT. The property owner shall provide fire hydrant(s) and related water infrastructure adjacent to lot, in locations determined by the Fire Department Chief, or designee.

REPORTS AND STUDIES

20. 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 hydrology calculations must be prepared based on the Modified Rational Method (not HEC-1 as presented in the Zoning Case Drainage Report).

21. 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:
 - a. Address all comments on the accepted preliminary Water Basis of Design Report.
 - b. Connect new proposed 8" water loop to 6-inch line at northeast corner with isolation valve.
 - c. Revise domestic water demand values to the gpm values listed in DS&PM Chapter 6.
 - d. Confirm new water meter sizing. If 3" and larger call out on utility plan that a meter vault per COS detail 2345 must be used.
 - e. Main connection on 70th St will require full 8X8 tee.
 - f. Connections to existing ACP mains requires a portion of mainline to be replaced with DIP per DS&PM 6-1.408 and 6-1.413. 2 connections, 70th St and McDowell.
 - g. Address all comments marked up on utility plan.
 - h. The minimum utility easement required for water lines is 14 ft (currently 12ft shown).
22. 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:
 - a. Address all comments on the accepted preliminary Wastewater Basis of Design Report.

Southdale Development Plan

5-ZN-2020

Hawkins Companies – Southdale

7000 E. McDowell Road

Project Narrative

5-ZN-2020



Prepared by:

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Table of Contents:

I. Property Information-----3

II. Project Overview-----3

III. 2001 General Plan-----5

IV. Southern Scottsdale Character Area Plan-----19

V. Scottsdale Sensitive Design Principles-----29

VI. PUD Criteria-----33

VII. Conclusion-----34



I. Property Information

Location: 7000 E. McDowell Road

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

General Plan & Zoning:

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

Surrounding Uses:

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

II. Project Overview

About the Site:

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

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

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

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

Context Aerial

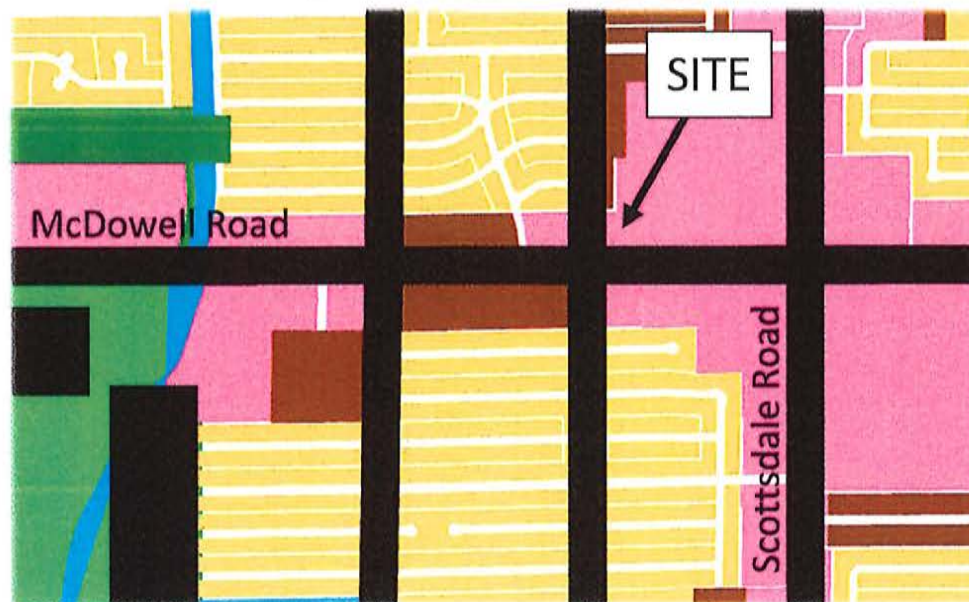


III. 2001 General Plan

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

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

General Plan Land Use Map



The Mixed-Use Neighborhoods land use category:

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

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

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

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

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

Character & Design Goal 1.

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

Bullet 1.

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

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

Bullet 2.

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

Bullet 4.

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

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

Character & Design Goal 2

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

Bullet 2.

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

Bullet 3

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

Bullet 5.

Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.

Bullet 6.

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

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

Character & Design Goal 4

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

Bullet 7.

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

Bullet 8.

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

Bullet 14.

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

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

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

Character & Design Goal 6.

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

Bullet 1.

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

Bullet 2.

Maintain the landscaping materials and pattern within a character area.

Bullet 3.

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

Bullet 5.

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

Bullet 6.

Encourage the retention of mature landscape plant materials.

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

Land Use Goal 3.

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

Bullet 2.

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

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

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

Land Use Goal 4.

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

Bullet 1.

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

Bullet 2.

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

Bullet 3.

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

Bullet 4.

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

Bullet 5.

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

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

Land Use Goal 5.

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

Bullet 1.

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

Bullet 3.

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

Bullet 6.

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

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

Land Use Goal 7.

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

Bullet 5.

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

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

Land Use Goal 9.

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

Bullet 1.

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

Bullet 2.

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

Bullet 3.

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

Bullet 4.

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

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

Economic Vitality Goal 7.

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

Bullet 1.

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

Bullet 3.

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

Bullet 6.

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

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

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

Open Space Goal 1.

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

Bullet 9.

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

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

Housing Goal 2.

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

Bullet 1.

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

Bullet 5.

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

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

Housing Goal 4.

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

Bullet 1.

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

Bullet 8.

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

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

Neighborhoods Preservation and Revitalization Goal 5.

Build a strong community through neighborhood interaction.

Bullet 1.

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

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

URBO Market Concept Image



Growth Area Goal 1.

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

Bullet 3.

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

Bullet 5.

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

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

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

Growth Area Goal 2.

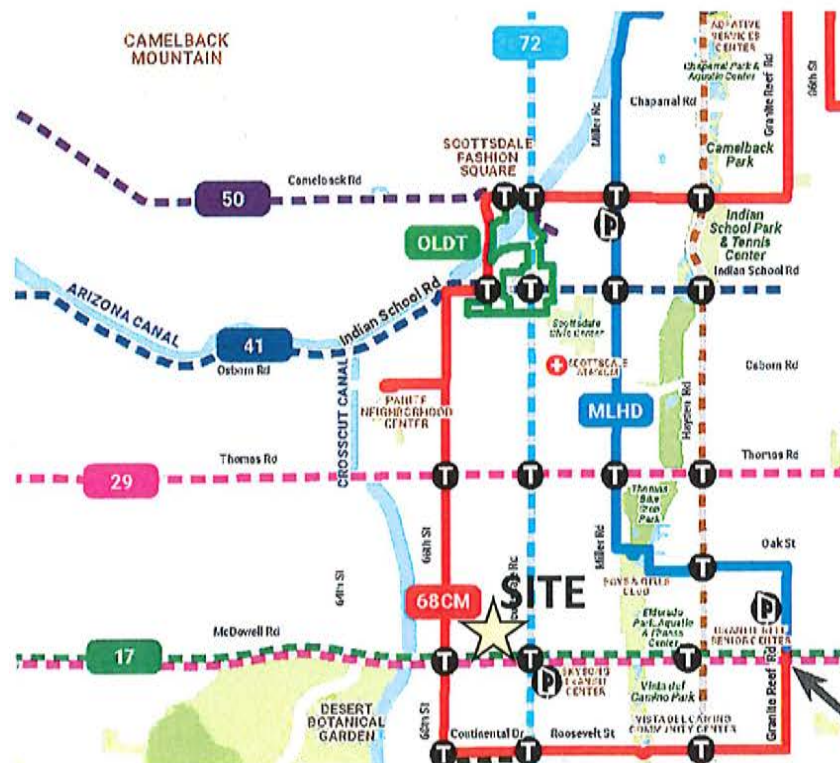
Make automobile, transit and other multimodal circulation more efficient.

Bullet 1.

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

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

Transit Map



Growth Area Goal 3.

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

Bullet 2.

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

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

Energy Goal 3.

Promote building and site designs that maximize energy efficiency.

Bullet 2.

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

Bullet 3.

Promote solar energy opportunities in building and site design.

Bullet 6.

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

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

Community Mobility Goal 5.

Relieve traffic congestion.

Bullet 3.

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

Community Mobility Goal 8.

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

Bullet 2.

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

Bullet 3.

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

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

Community Mobility Goal 9.

Protect neighborhoods from negative impacts of regional citywide networks.

Bullet 8.

Provide open space and buffering in design to protect neighborhoods.

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

IV. Southern Scottsdale Character Area Plan

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

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

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

Goal LU 1

Promote residential reinvestment and revitalization through regulatory flexibility.

• *Policy LU 1.1*

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

• *Policy LU 1.2*

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

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

Goal LU 5

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

- **Policy LU 5.1**

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

- **Policy LU 5.2.2**

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

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

Goal LU 9

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

- **Policy LU 9.1**

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

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

Goal CD 1

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

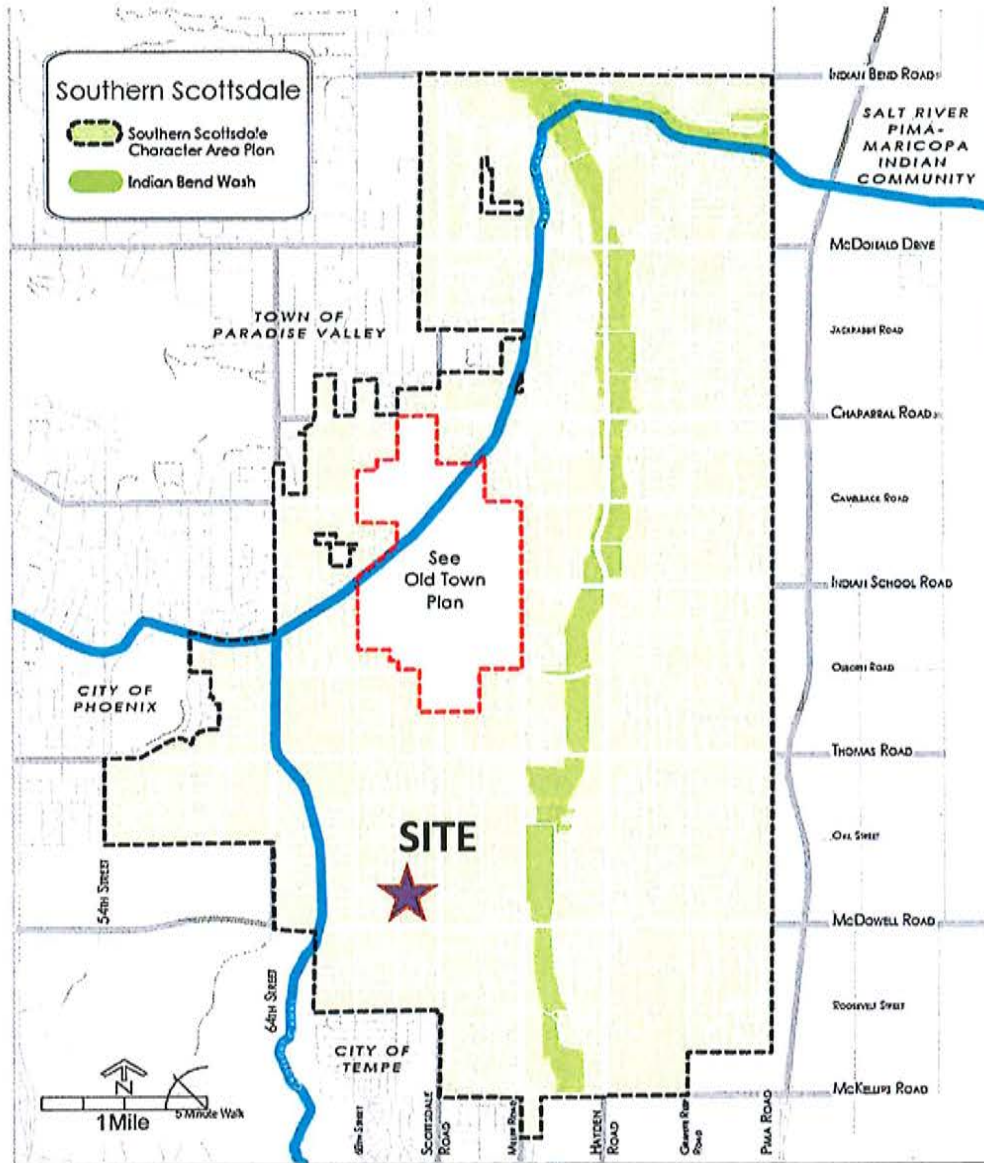
- **Policy CD 1.1**

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

• **Policy CD 1.2**

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

Southern Scottsdale Character Area Plan Boundary



Source: Southern Scottsdale Character Area Plan

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

Goal CD 2

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

- **Policy CD 2.1**

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

- **Policy CD 2.2**

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

- **Policy CD 2.3**

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

- **Policy CD 2.4**

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

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

Goal CD 3

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

- **Policy CD 3.3**

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

- **Policy CD 3.4**

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

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

Goal CD 5

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

- **Policy CD 5.4**

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

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

Goal CD 6

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

- **Policy CD 6.2**

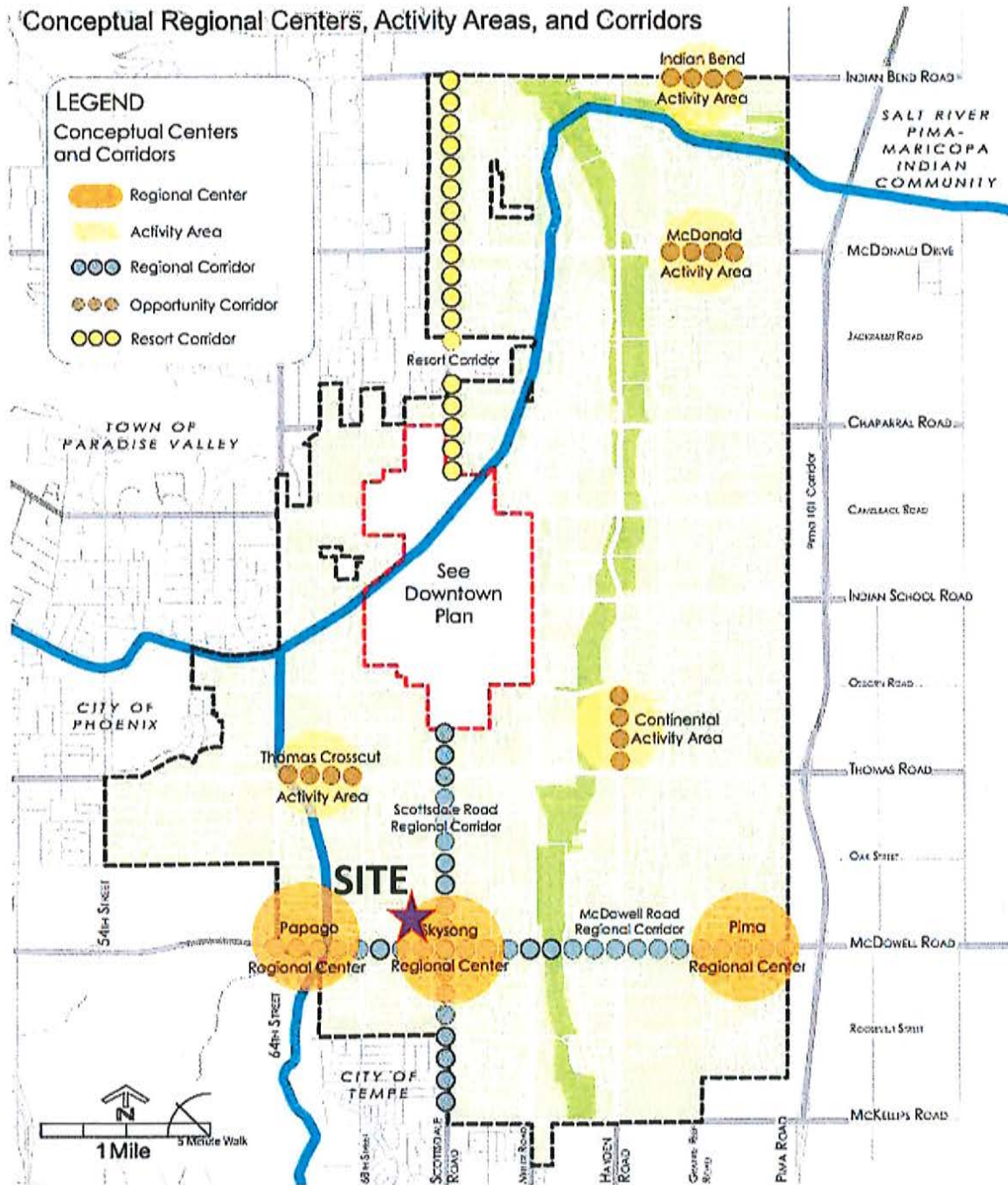
Encourage building design, orientation, and layout that reduce energy consumption.

- **Policy CD 6.4**

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

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

Conceptual Regional Centers, Activity Areas and Corridors Map



Source: Southern Scottsdale Character Area Plan

Goal CD 7

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

• **Policy CD 7.1**

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

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

Goal CD 9

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

• **Policy CD 9.1**

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

• **Policy CD 9.2**

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

• **Policy CD 9.3**

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

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

Goal EV 1

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

• Policy EV 1.1

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

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

Goal EV 2

Enhance economic vitality and activity in Southern Scottsdale.

• Policy EV 2.1

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

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

Goal EV 5

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

• Policy EV 5.3

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

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

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

Goal NR 3

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

• **Policy NR 3.3**

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

• **Policy NR 3.4**

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

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

Goal H2

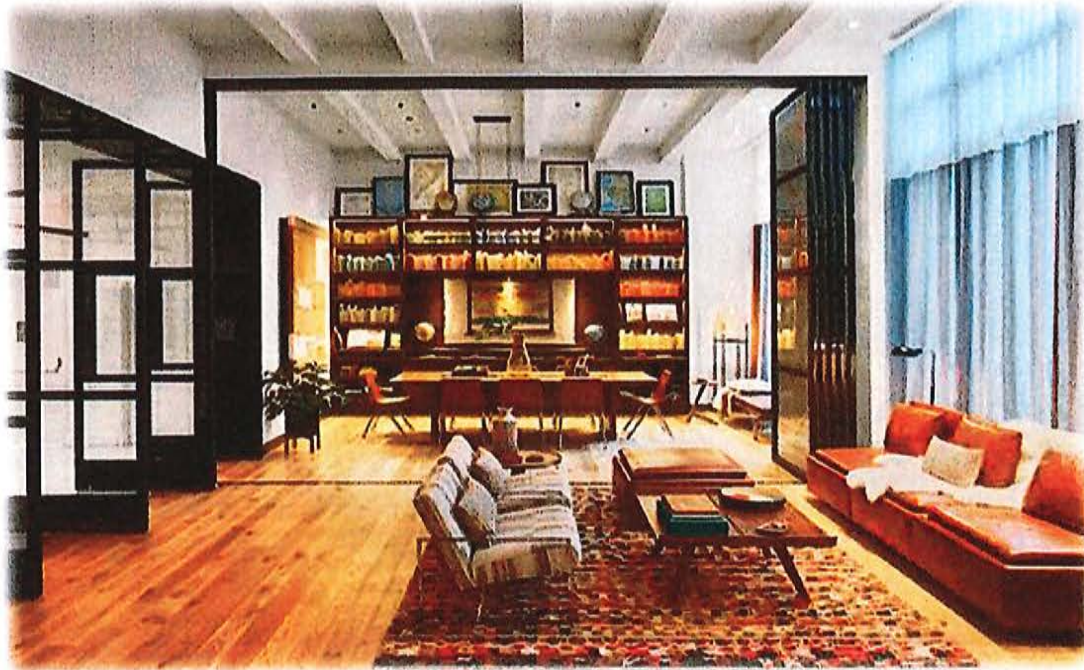
Embrace a wide range of housing options.

• **Policy H 2.4**

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

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

Community Room Concept Image



Goal CM 2

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

• Policy CM 2.4

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

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

Goal CM 4

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

- **Policy CM 4.1**

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

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

Goal OSR2

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

- **Policy OSR 2.2**

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

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

V. Scottsdale Sensitive Design Principles

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

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

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

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

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

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

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

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

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

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

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

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

Response: The proposed redevelopment will include desert appropriate landscaping (as well as integration of native plants). Additional landscaping will contribute to the urban habitat for wildlife and improved air quality. Also, desert appropriate plants will be able to withstand the

variations of the local climate and as they mature they will become self-sustaining relative to water demand.

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

Response: Pedestrian circulation along the streetscape is an important feature of this development, as numerous retail, residential, employment, cultural, and entertainment uses are within walking distances from this site.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

VI. PUD Criteria

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

A. PUD Zoning District approval criteria.

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

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

Response: As demonstrated in the General Plan and Southern Scottsdale Character Area sections above, the proposed development promotes revitalization and upholds the goals and policies set forth in these documents.

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

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

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

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

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

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

e. *The proposal meets the following criteria:*

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

Response: Not applicable.

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

Response: The site fronts onto McDowell Road, a major arterial.

B. Amended development standards.

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

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

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

VII. Conclusion

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

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

Legislative Draft

Planned Unit Development (PUD). Amended Development Standards

Sec. 5.5005. - Development standards.

A. *PUD development area.*

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

B. *Density and intensity.*

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

C. *Allowable building height.*

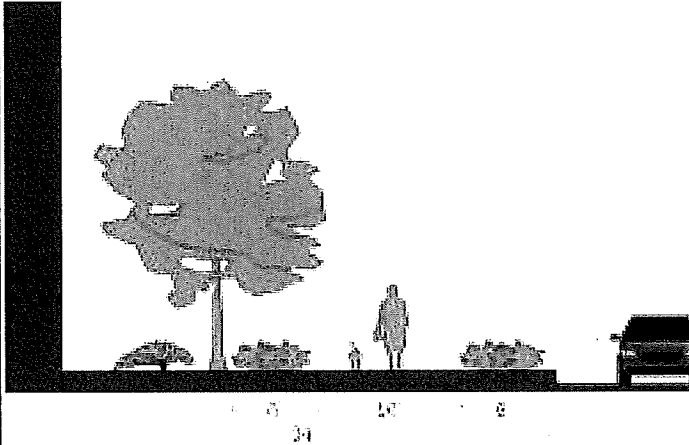
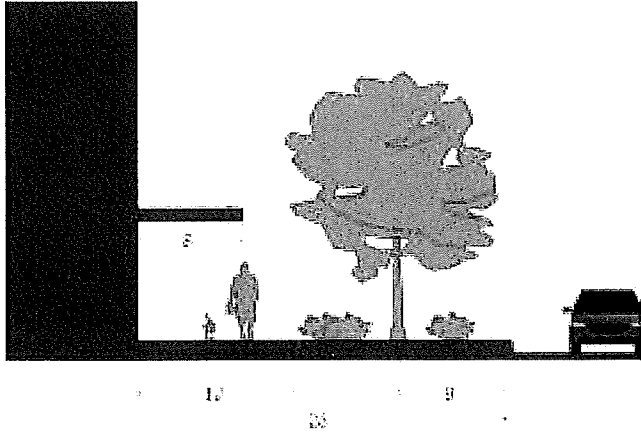
1. *Building height:*
 - a. Shall be a maximum of forty-eight (48) feet, except as otherwise provided in Section 5.5005.D. and 5.5005.F.

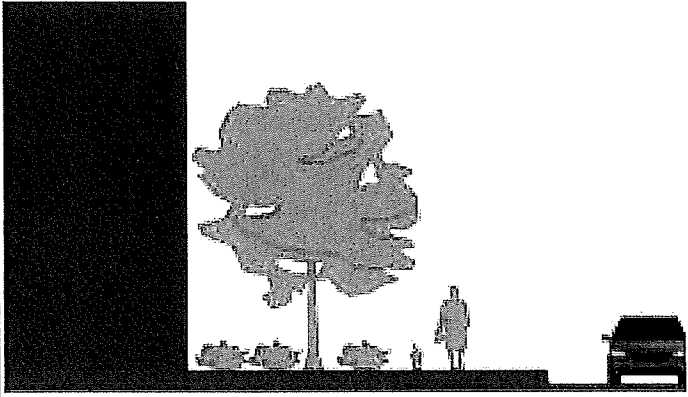
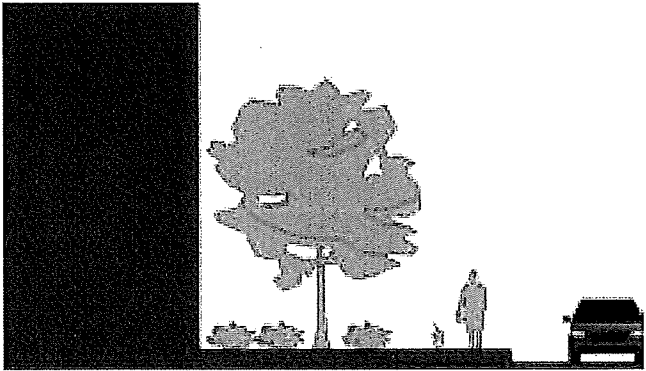
D. *Exception to building height.*

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

E. *Building setbacks.*

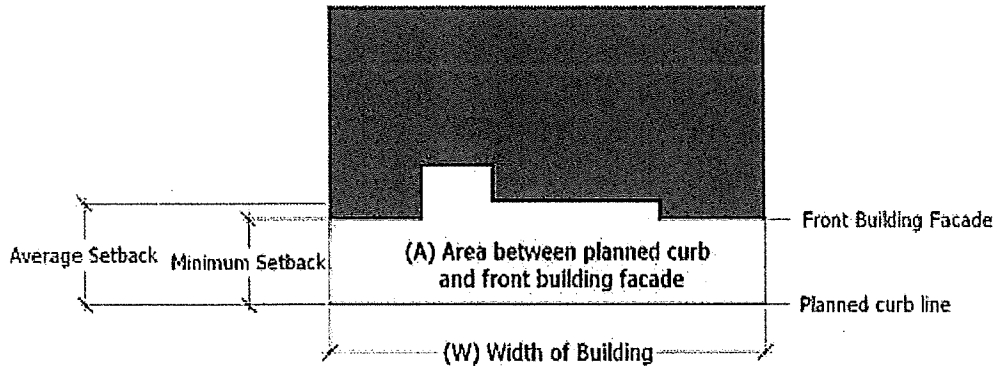
1. *Minimum setback.* Buildings adjacent to public and private streets shall be setback from the back of the planned curb line, including the planned curb line for bus bays and turn lanes, in accordance with Section 5.5005.E. Table A. The planned curb line, including the planned location for bus bays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

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

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

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

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



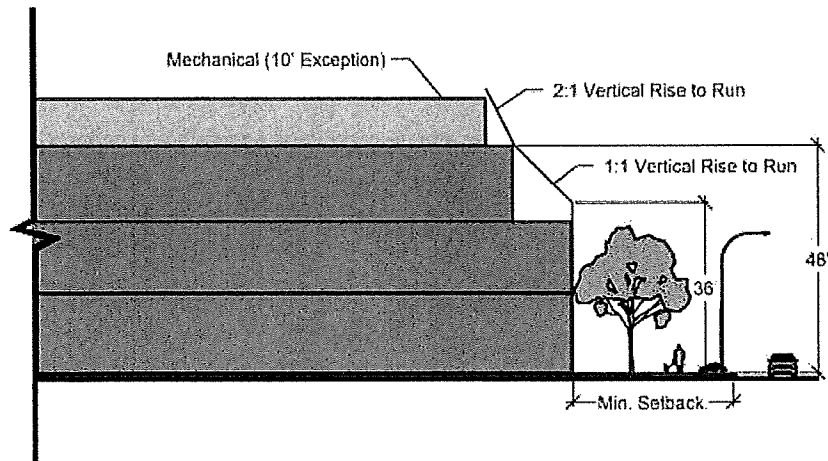
$$\frac{(A) \text{ Area}}{(W)} = \text{Average Setback (According to Table A)}$$

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

F. Building envelope.

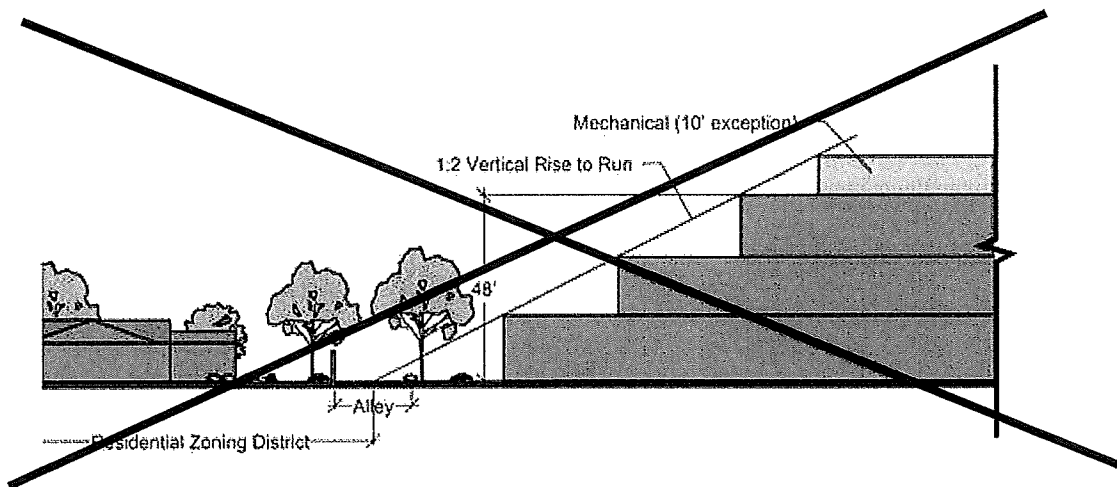
1. Starting at a point thirty-six (36) feet above the minimum building setback line, the building envelope inclined stepback plane shall slope upwards at 1:1 (ratio of the vertical rise to the horizontal run) to a point measured forty-eight (48) feet above the minimum building setback line. Thereafter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

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



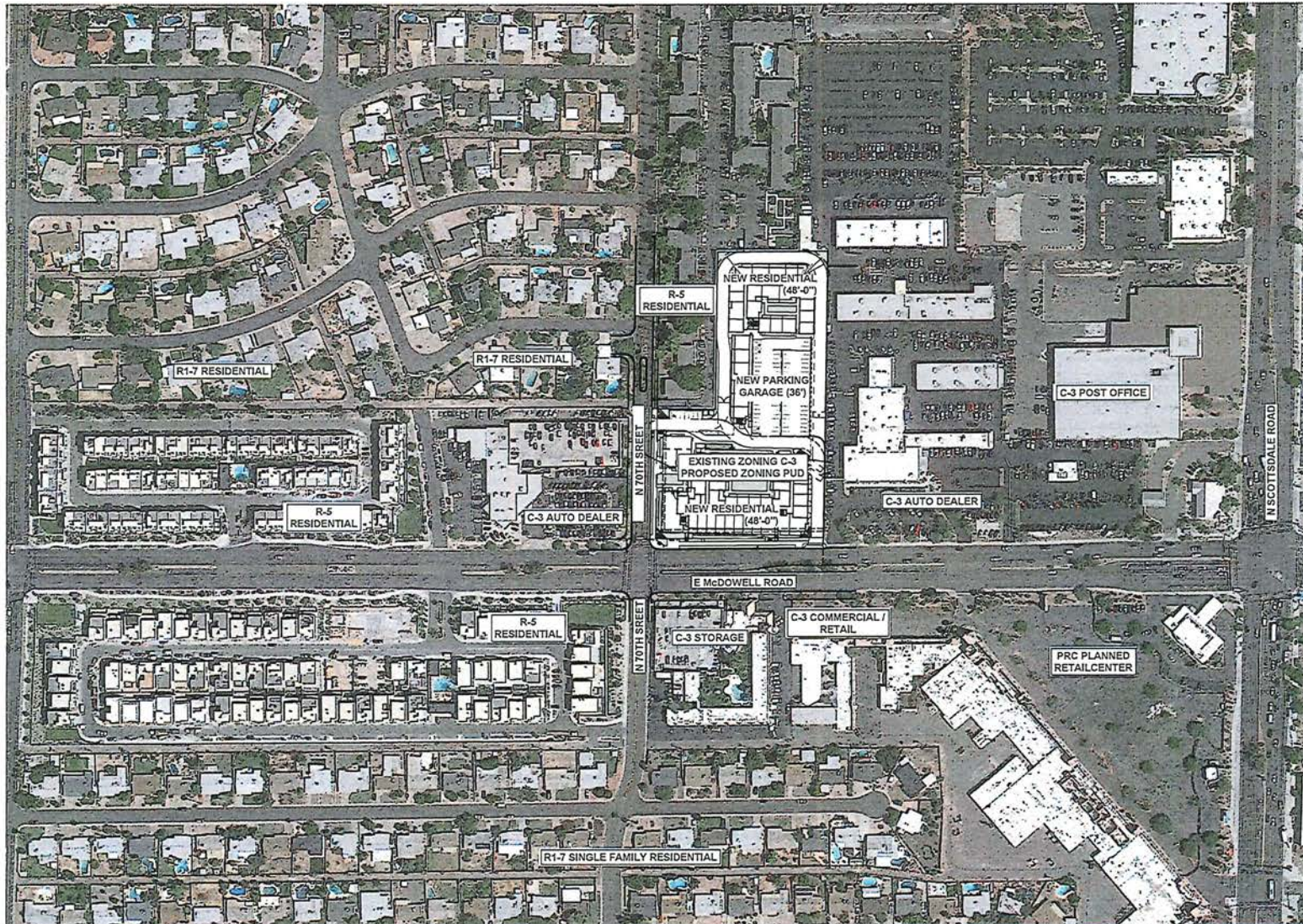
BUILDING ENVELOPE DIAGRAM - THIS DIAGRAM ILLUSTRATES SECTION 5.5005.F.2.

SEE TRANSITION SECTIONS INCLUDED WITH DEVELOPMENT PLAN



3. PUD Developments adjacent to a residential zoning district, where the properties are separated by a major and/or minor arterial street as classified by the Transportation Master Plan and the Design Standards & Policies Manual, shall comply with Section 5.5005.F.1.
- G. *Encroachment beyond the building envelope.*
1. A maximum encroachment of fifteen (15) feet may be allowed for:
 - a. Architectural ornaments and similar features, and
 - b. Trellis, canopies, balconies, patios and partial or full patio enclosures, covered walks, **ARCHITECTURAL FEATURE WALLS**, and screen walls.
 2. Any encroachment into the right-of-way, roadway easement, or right-of-way easement requires a city issued encroachment permit and/or agreement.
 3. The requirements of article vii. General provisions shall not apply to Section 5.5005.G.
- H. *Setback abutting a residential zoning district.*
1. A setback of twenty (20) feet shall be provided along the property line abutting a residential zoning district(s). The setback area shall be landscaped and may include space reserved for services such as refuse, recycling, utility boxes, and amenities such as playground equipment, picnic tables, and screen walls.
- I. *Required open space.* Open space is only required for developments that include residential uses.
1. Private outdoor living space.
 - a. Minimum: 0.05 multiplied by the gross floor area of the dwelling unit.
 - b. The private outdoor living space shall be located beside the dwelling unit which it serves and shall be for the exclusive use of the unit occupant(s), but is not part of the unit's gross floor area, **EXCEPT AS PROVIDED IN 5.5005 I. c. BELOW.**
 - c. **JULIET-STYLE BALCONIES FROM WHICH INTERIOR SPACES OPEN TO THE OUTDOORS SHALL BE PERMITTED ON THE FIRST AND SECOND LEVELS OF THE DEVELOPMENT PLAN TO ACCOMMODATE FOR EMERGENCY VEHICLE CLEARANCE AROUND THE PERIMETER OF THE SITE; NOT TO EXCEED TEN (10) PERCENT OF THE TOTAL UNIT COUNT.**
 2. Common open space.
 - a. Minimum: 0.10 multiplied by the total gross site area of the development.
 - b. Common open space is not required if the overall density of the development is less than five (5) dwelling units per acre.
- J. *Landscape improvements.* The provisions of Article X. Landscaping requirements shall apply.

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



01

CONTEXT AERIAL

SCALE: 1"=100'

0 50 100 200

REF:

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

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A101
CONTEXT AERIAL

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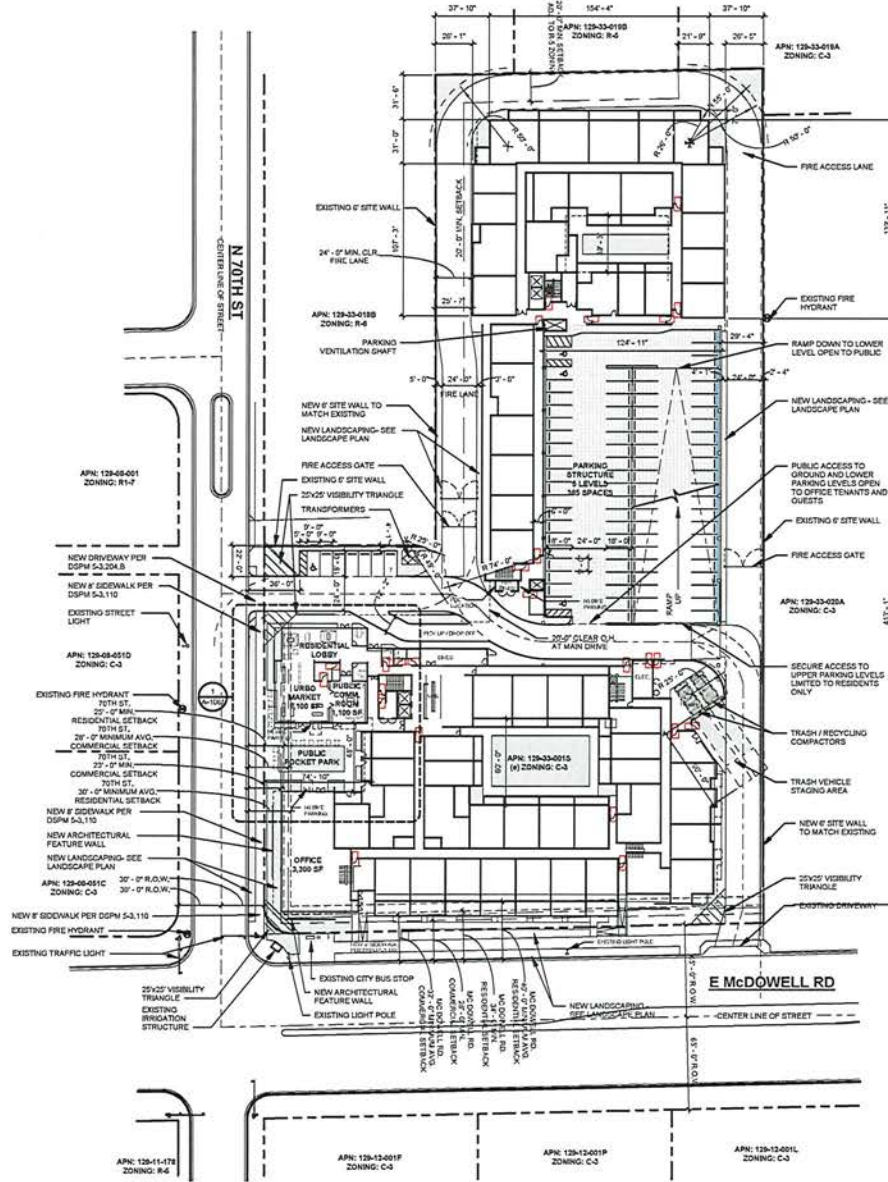
5-24-2020
07/1/20

1 SITE PLAN SCALE: 1" = 40'-0"

PLAN NORTH

REF: 17-A-102

0 20' 40' 60'



PROJECT INFORMATION

CURRENT ZONING:	C-3
PROPOSED ZONING:	PUD
GROSS SITE AREA:	4.7 ACRES (204,732 SF)
NET LOT AREA:	3.8 ACRES (165,528 SF)
ALLOWABLE GFA:	0.9
PROPOSED GFA:	0.57
ALLOWABLE BUILDING HEIGHT:	48' + 10' MECHANICAL @ 20%
PROPOSED HEIGHT:	48' + 10' MECHANICAL @ 20%
ALLOWABLE DENSITY:	PER DEV. PLAN
PROPOSED DENSITY:	56.8 DU/AC
REQUIRED OPEN SPACE:	26,473 SF (0.10 X GSA)
PROVIDED OPEN SPACE:	41,963 SF (0.20 X GSA)
MINIMUM SETBACKS:	
REAR SETBACK:	25' MIN. / 32' MIN. AVG.
PROVIDED REAR SETBACK:	25' MIN. / 32' MIN. AVG.
LEFT SETBACK:	25' MIN. / 32' MIN. AVG.
PROVIDED LEFT SETBACK:	25' MIN. / 32' MIN. AVG.
RIGHT SETBACK:	25' MIN. / 32' MIN. AVG.
PROVIDED RIGHT SETBACK:	25' MIN. / 32' MIN. AVG.
NON-STREET FRONTAGE SETBACKS:	
ADJUTING RESIDENTIAL:	25' MIN.
PROPOSED:	25' MIN.
PROPOSED UNITS:	287

GROSS AREA TABULATIONS

COMMERCIAL OFFICE	3,300 SF
MARKET	1,100 SF
COMMUNITY ROOM	1,100 SF
RESIDENTIAL	238,748 SF
TOTAL GSA	244,248 SF

PARKING TABULATIONS (Table 1103.4)

MULTIFAMILY: 287 UNITS	
1.5 EFFICIENCY (2 DU @ 1.25)	65.0 SPACES
1.3 ONE-BEDROOM (144 DU @ 1.3)	191.1 SPACES
1.7 TWO-BEDROOM (88 DU @ 1.7)	114.6 SPACES
TOTAL REQUIRED	370.7 SPACES

NON-RESIDENTIAL	
1,000 GSF OFFICE (3,300 GSF)	11 SPACES

TOTAL REQUIRED	372 SPACES
PROVIDED	393 SPACES

LEVEL 04	28	GARAGE
LEVEL 03	89	GARAGE
LEVEL 02	78	GARAGE
LEVEL 01	82	GARAGE
LEVEL 00	17	SURFACE
LEVEL B1	17	GARAGE
TOTAL 391		

TOTAL PARKING PROVIDED	393 SPACES
ACCESSIBLE PARKING REQUIRED (4%)	16 SPACES
ACCESSIBLE PARKING PROVIDED	17 SPACES
REQUIRED BICYCLE PARKING (1/10 CARS)	40 SPACES
PROVIDED BICYCLE PARKING	41 SPACES

VICINITY MAP



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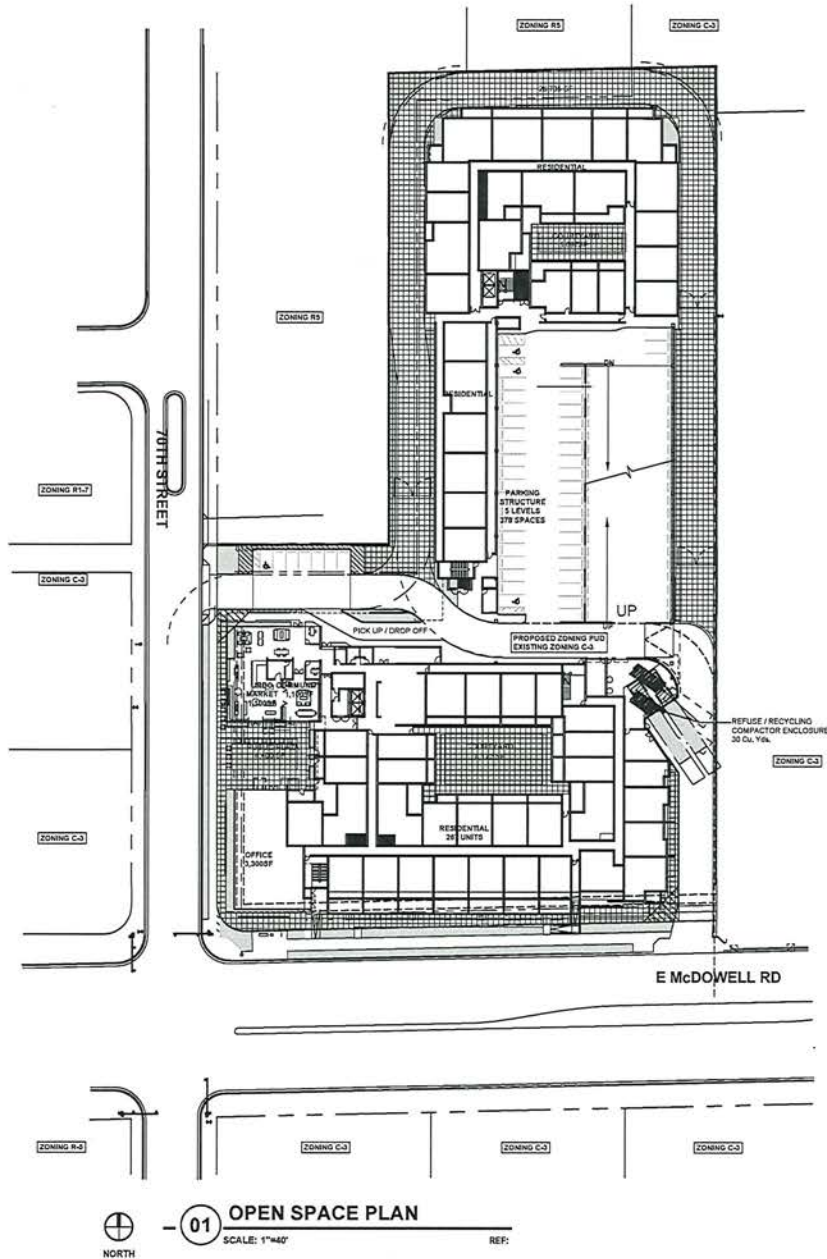
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A-102
SITE PLAN

GROSS SITE AREA =
204,732

LEGEND	
	OPEN SPACE = 41,963 SF
	PARKING LOT LANDSCAPING = 613 SF
	PARKING LOT AREA = 2,863 SF



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

OPEN SPACE CALCULATIONS

REQUIRED OPEN SPACE:
MAXIMUM BUILDING HEIGHT = 48'-0" + 10' MECH @ 30%
PER ZONING 1.5005.12 + MAX REQ = GROSS LOT x 0.1
MAX REQUIRED = 204,732 x 0.1 = 20,473.2 S.F.
OPEN SPACE PROVIDED: 41,963 S.F.
(NOT INCLUDING PARKING LOT LANDSCAPING)
20,473.2 REQUIRED < 41,963 PROVIDED

PARKING LOT LANDSCAPING REQUIRED
PARKING LOT AREA x 10%
2,863 x 0.10 = 429.45 S.F.
PARKING LOT LANDSCAPING PROVIDED = 613 S.F.
429.45 REQUIRED < 613 PROVIDED

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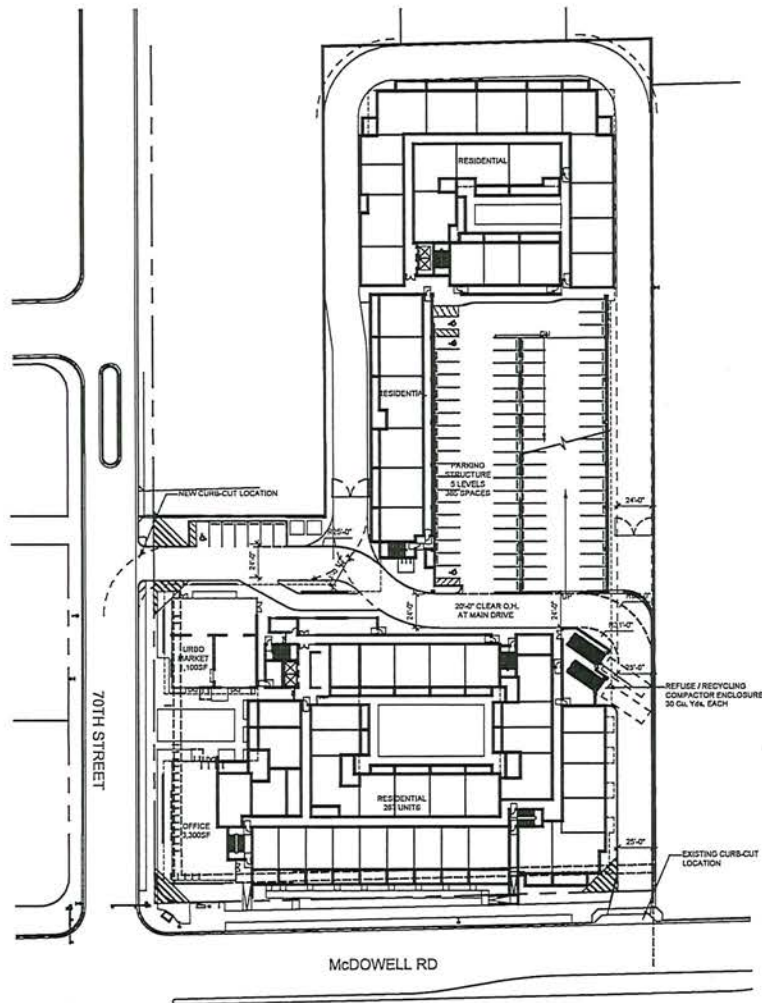
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A103
OPEN SPACE PLAN



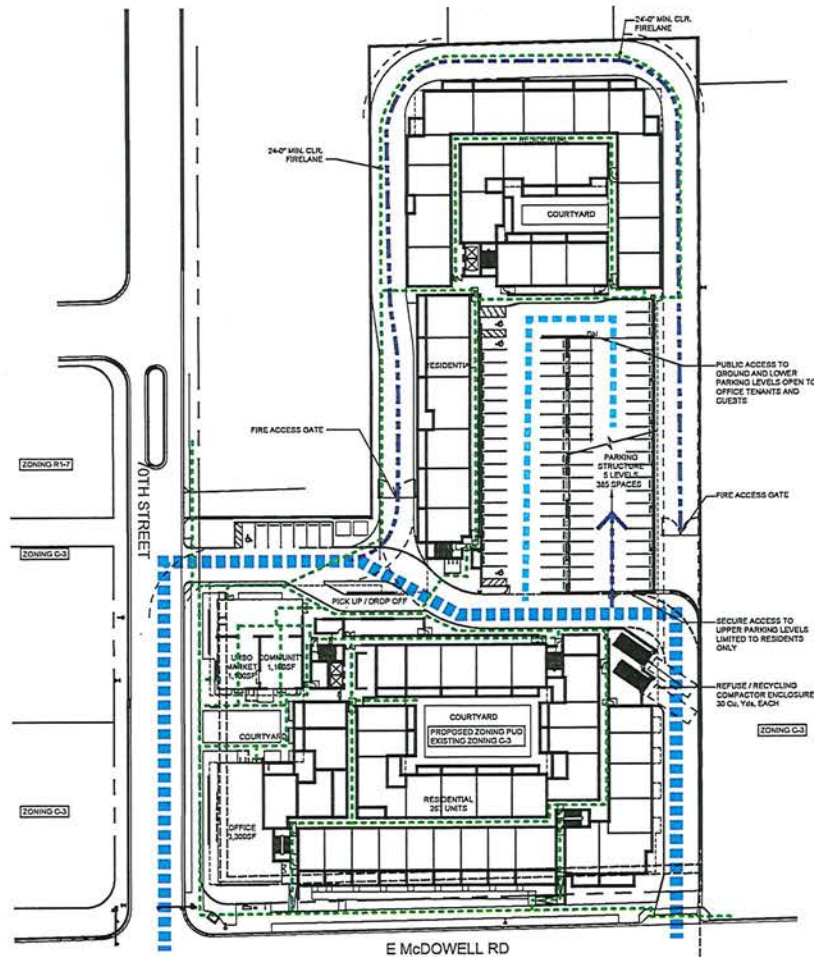
02 REFUSE CIRCULATION PLAN
SCALE: 1"=40'

NOTE

PER SECTION 3-4.04 B DPM:

■ MIXED-USE WITH RECYCLING:
1 ENCLOSURES FOR 1ST 15,000 SF NONRESIDENTIAL USE & 1ST 15 UNITS
3 ENCLOSURES FOR EACH 30 UNITS THEREAFTER
NONRESIDENTIAL USE & 400 SF = 30 UNITS = 3/4 ENCLOSURES PROVIDED
10 ENCLOSURES PROVIDED

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



01 PEDESTRIAN AND VEHICULAR CIRCULATION PLAN
SCALE: 1"=40'

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

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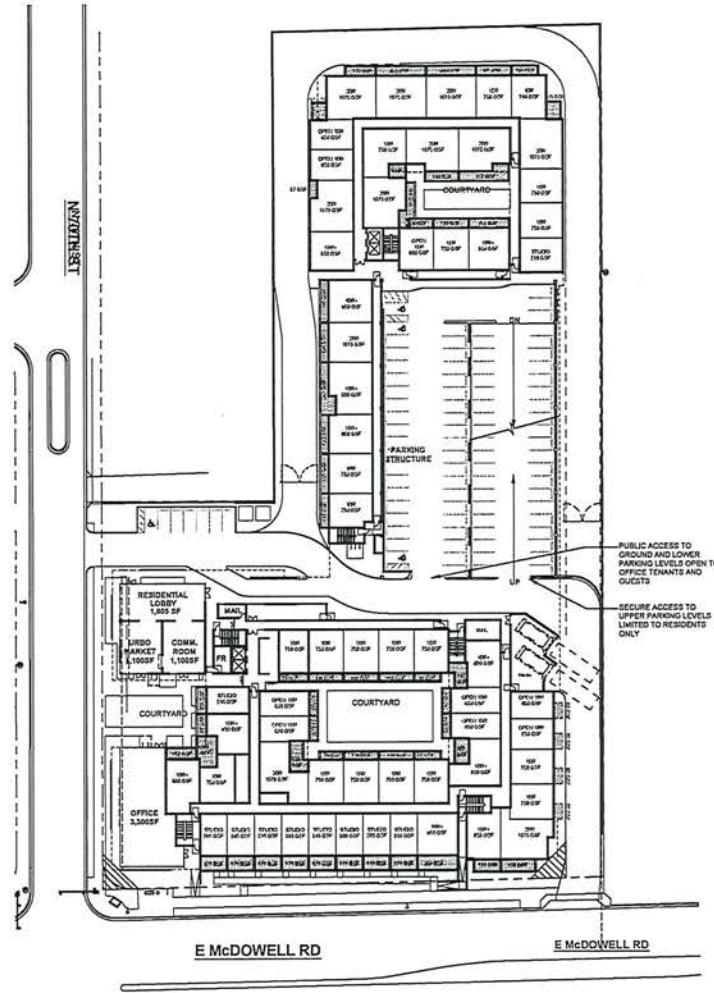
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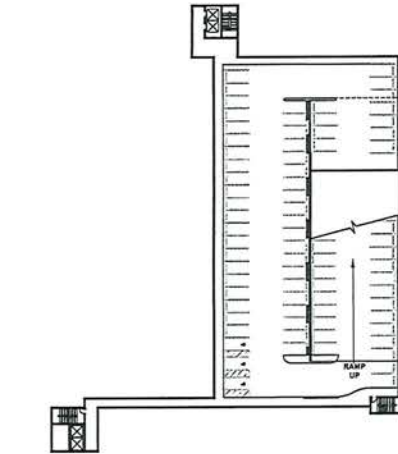
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SCOTTSDALE, AZ 85257



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



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



01 GARAGE LEVEL B1
SCALE: 1"=40'
REF:

LEGEND	
	PRIVATE OPEN SPACE = 30,808 SF

PRIVATE OUTDOOR LIVING SPACE CALCULATIONS
REQUIRED PRIVATE OUTDOOR LIVING SPACE:
PER ZONING 5.000.1.1 = MIN REQ. = GROSS UNIT AREA x 0.05
OVERALL MIN REQUIRED = 220,835 S.F. = 11,041.75 S.F.
LEVEL 01: 16,475 S.F. x .05 = 2,431.25 S.F. REQ. PROVIDED = 8,374 S.F.
2,431.25 REQUIRED < 8,374 PROVIDED
LEVEL 02: 157,770 S.F. x .05 = 2,388.5 S.F. REQ. PROVIDED = 7,301 S.F.
2,388.5 REQUIRED < 7,301 PROVIDED
LEVEL 03: 159,370 S.F. x .05 = 2,365.5 S.F. REQ. PROVIDED = 8,638 S.F.
2,365.5 REQUIRED < 8,638 PROVIDED
LEVEL 04: 152,770 S.F. x .05 = 2,365.5 S.F. REQ. PROVIDED = 8,494 S.F.
2,365.5 REQUIRED < 8,494 PROVIDED
11,041.75 REQUIRED < 30,808 PROVIDED

UNIT COUNT			
TOTAL UNITS: 267			
UNIT TYPE	TOTAL	MIX %	UNIT CSF
STUDIO	13	5%	885 CSF
1BR	39	15%	855 CSF
2BR	106	40%	1755 CSF
3BR	44	16%	850 CSF
CON	65	24%	1035 CSF
UNIT TOTAL	267	100%	328,035 CSF

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A109a
PVT OPEN SPACE PLANS



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



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

LEGEND	
	PRIVATE OPEN SPACE = 30,808 SF

PRIVATE OUTDOOR LIVING SPACE CALCULATIONS

REQUIRED PRIVATE OUTDOOR LIVING SPACE:
PER ZONING 5.000.1.1 + MIN REQ. + GROSS UNIT AREA x 0.05
OVERALL MIN REQUIRED = 220,835 S.F. = 11,646,175 S.F.

LEVEL 01: 164,425 SF x .05 = 8,221.25 SF REQ. PROVIDED = 6,374 SF
2,421.25 REQUIRED < 6,374 PROVIDED

LEVEL 02: 157,770 SF x .05 = 7,888.5 SF REQ. PROVIDED = 7,301 SF
2,488.5 REQUIRED < 7,301 PROVIDED

LEVEL 03: 159,370 SF x .05 = 7,968.5 SF REQ. PROVIDED = 8,028 SF
2,444.4 REQUIRED < 8,028 PROVIDED

LEVEL 04: 150,370 SF x .05 = 7,518.5 SF REQ. PROVIDED = 8,454 SF
2,753.5 REQUIRED < 8,454 PROVIDED

11,646.175 REQUIRED < 26,808 PROVIDED

UNIT COUNT			
TOTAL UNITS: 287			
UNIT TYPE	TOTAL	MIX %	UNIT CBF
STUDIO	13	4%	360 GSF
1BR	29	10%	450 GSF
2BR	106	37%	715 GSF
3BR	44	15%	850 GSF
4BR	85	29%	1370 GSF
UNIT TOTAL	287	100%	220,835 GSF

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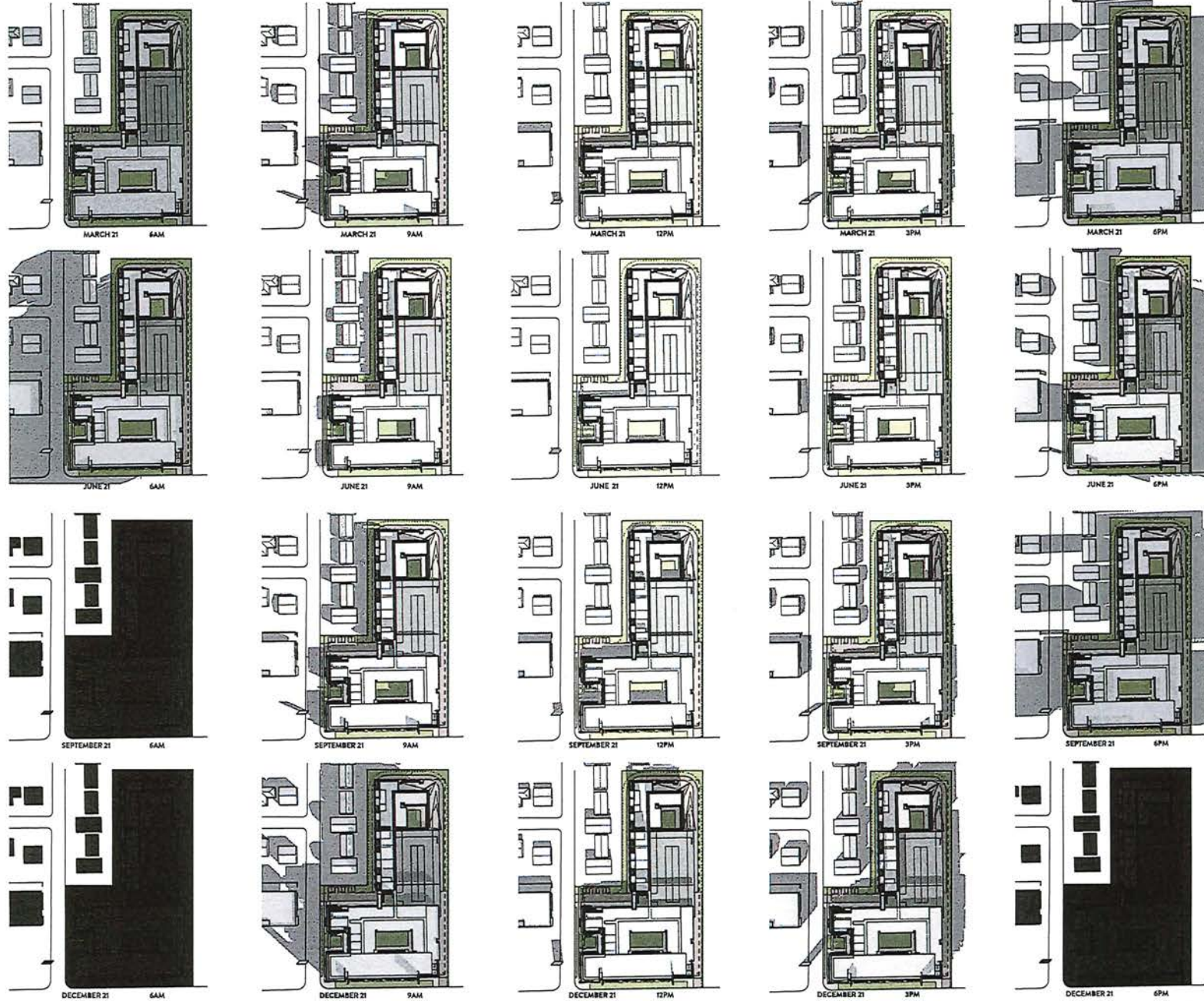
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A109b
PVT OPEN SPACE PLANS



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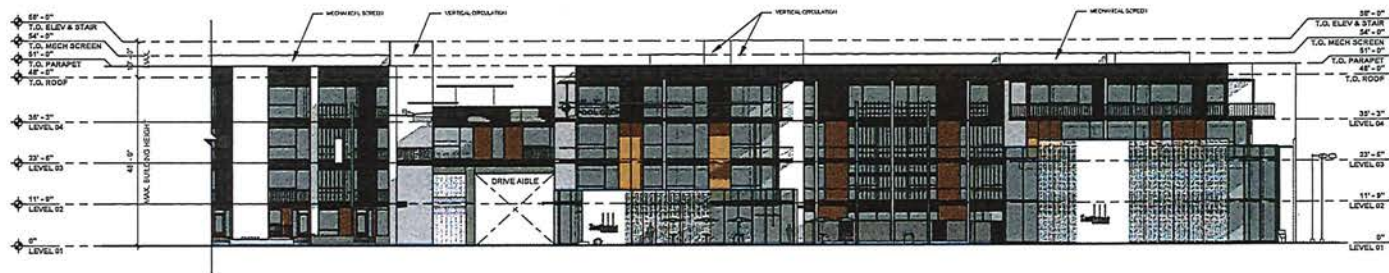
A110
SOLAR ANALYSIS



03 SOUTH ELEVATION - McDOWELL RD.

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

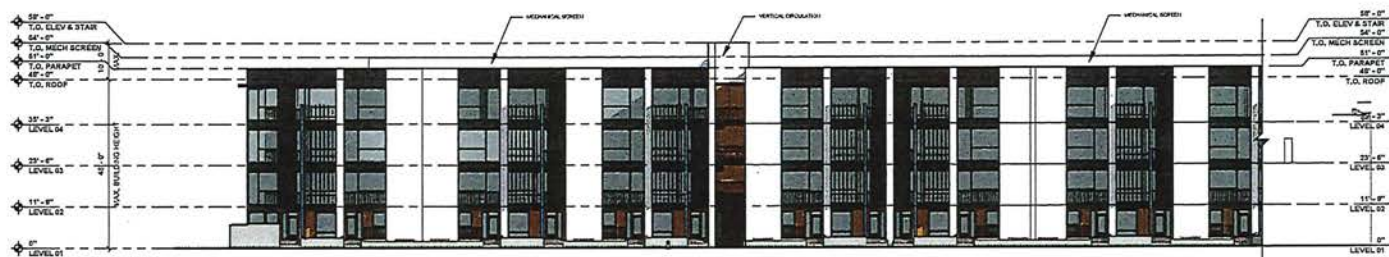
REF: 027
A-105a



02 WEST ELEVATION - 70th ST. (SOUTH PORTION)

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

REF: 027
A-105a



01 WEST ELEVATION - 70th ST. (NORTH PORTION)

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

REF: 017
A-105a

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ZONING #

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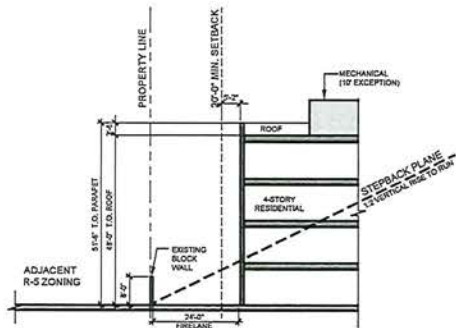
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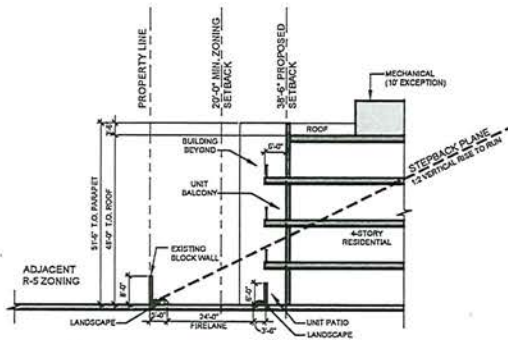
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A-106a
ELEVATIONS

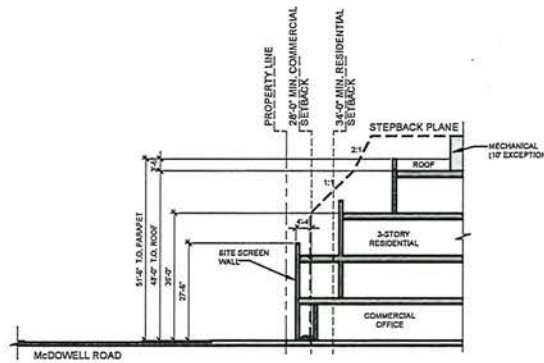
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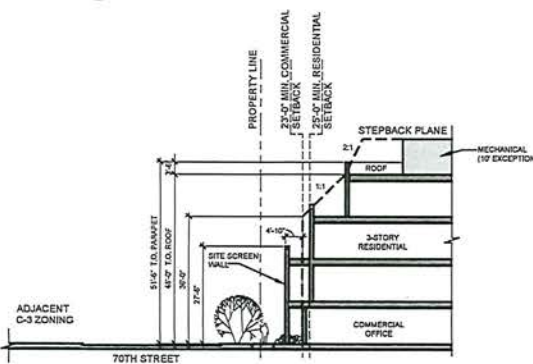
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REF:



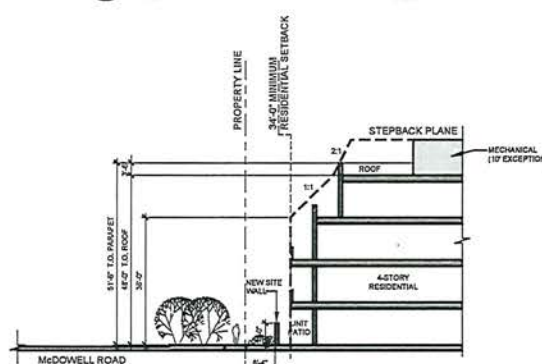
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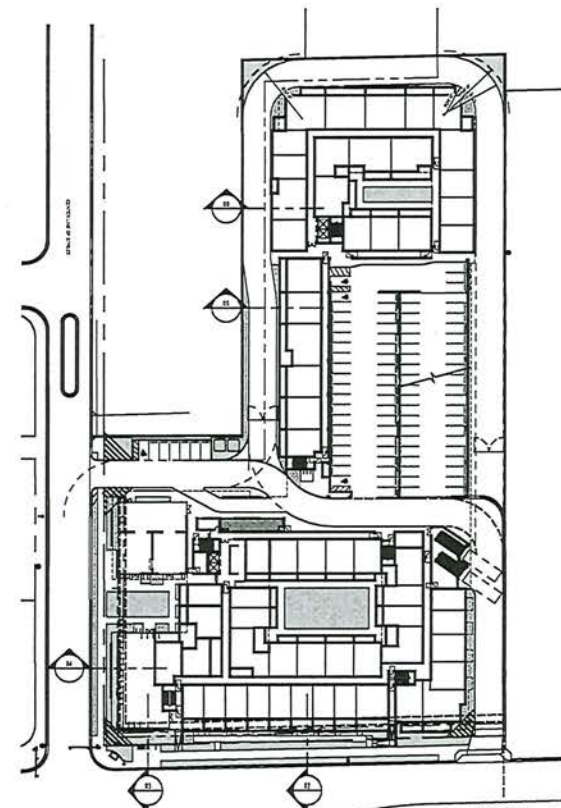
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SCALE: 1/16"=1'-0"
REF:



04 TRANSITIONS SECTION
SCALE: 1/16"=1'-0"
REF:



02 TRANSITIONS SECTION
SCALE: 1/16"=1'-0"
REF:



01 TRANSITIONS SITE PLAN
SCALE: 1"=60'
REF:

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A104
TRANSITIONS PLAN



01 VIEW FROM 70th & McDOWELL

SCALE: NTS

REP: 01 / A-111a

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A-111a
PERSPECTIVES

S-224-2020
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A-111b
PERSPECTIVES



01 VIEW FROM McDOWELL
SCALE: NTS REP: 011
A-111b



01 VIEW FROM 70th ST.
SCALE: 3" = 1'-0"
RDP: 01 / A-111c

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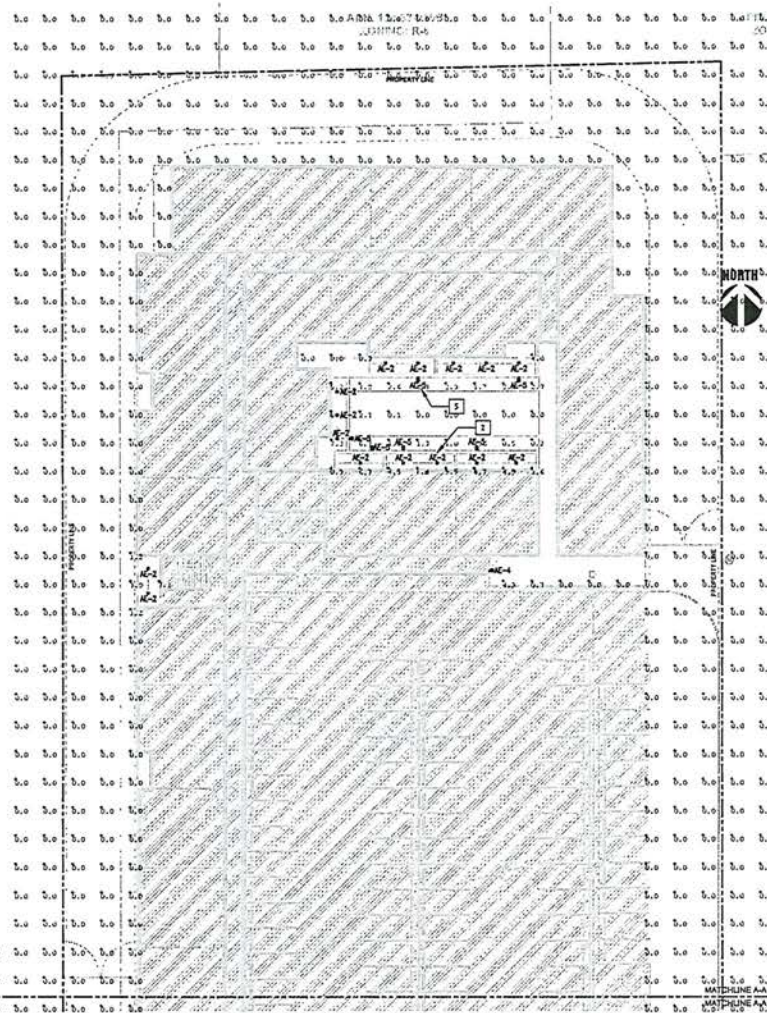
A-111c
PERSPECTIVES

[illegible]

LT-0B

N 70TH ST

APN: 155-5-0125
SCOTTSDALE, AZ



PHOTOMETRIC PLAN - SITE - NORTH

SCALE: 1" = 20'

PHOTOMETRIC NOTES:

A. THE LISTING SET IS PREPARED FOR READING SUMMITAL. IT COMPLES THE CITY OF SCOTTSDALE POLICY FOR EXTERIOR AND SITE LIGHTING.

B.

PHOTOMETRIC LUMINAIRE SCHEDULE:

QTY	SYMBOL	LABEL	ARRANGEMENT	TOTAL LUMENS	LF	DESCRIPTION	WATTS	LAMPS	CUT-OFF CLASS
4	■	A-1	SINGLE	1,083	0.9	BOLLARD	14.1	1	FULL CUTOFF
56	●	A-2	SINGLE	954	0.9	CEILING SURFACE MOUNTED DOWNLIGHT	10	1	FULL CUTOFF
NA		A-3							
11	⊙	A-4	SINGLE	1,708	0.9	WALL SCONCE	14.9	1	FULL CUTOFF
31	⊙	A-5	SINGLE	362	0.9	WALL SCONCE	4.2	1	FULL CUTOFF
12	●	A-6	SINGLE	800	0.9	IN-GROUND LUMINAIRE	10.5	1	NO UNDER OVERHANG

PHOTOMETRIC STATISTIC SUMMARY NOTES:

LABEL	CALC TYPE	UNIT	AVG	MAX	MIN	AVENUE	MAXIMUM
CALCPTS-SITE (HORIZONTAL PLAN AT 0')	ILLUMINANCE	FC	0.84	9.8	0	NA	NA
CALCPTS-SITE (VERTICAL PLAN AT 0')	ILLUMINANCE	FC	0	0	0	NA	NA

**NELSEN
PARTNERS**
ARCHITECTS & PLANNERS

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Suite 300
Scottsdale, Arizona 85254
t 480.949.6800
nelsonpartners.com

PRELIMINARY
NOT FOR
CONSTRUCTION
OR
RECORDING



SOUTHDALE
7000 E. McDOWELL ROAD
SCOTTSDALE, AZ 85257



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

OWNER
Hawkins Companies
Commercial Developers
4700 S. McClintock Dr.
Ste 160
Tempe, AZ 85282

ARCHITECT
Nelsen Partners
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Suite 300
Scottsdale, AZ 85254
480.949.6800
Attn: Jeff Brand

Date
April 13, 2020

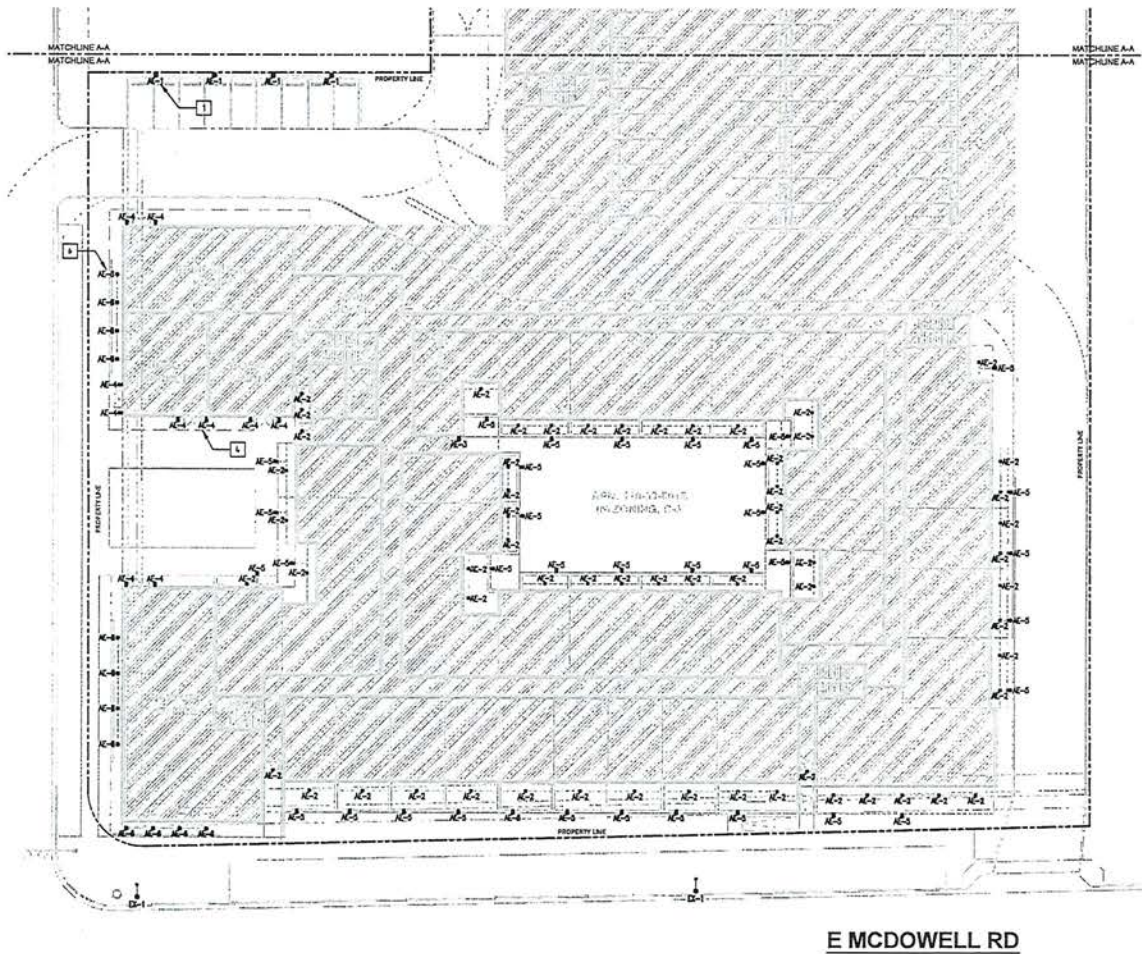
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Project No.
319084

LT-1A

5-204-2020
07/1/20



E MCDOWELL RD



LIGHTING PLAN - SITE - SOUTH

SCALE: 1" = 20'

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

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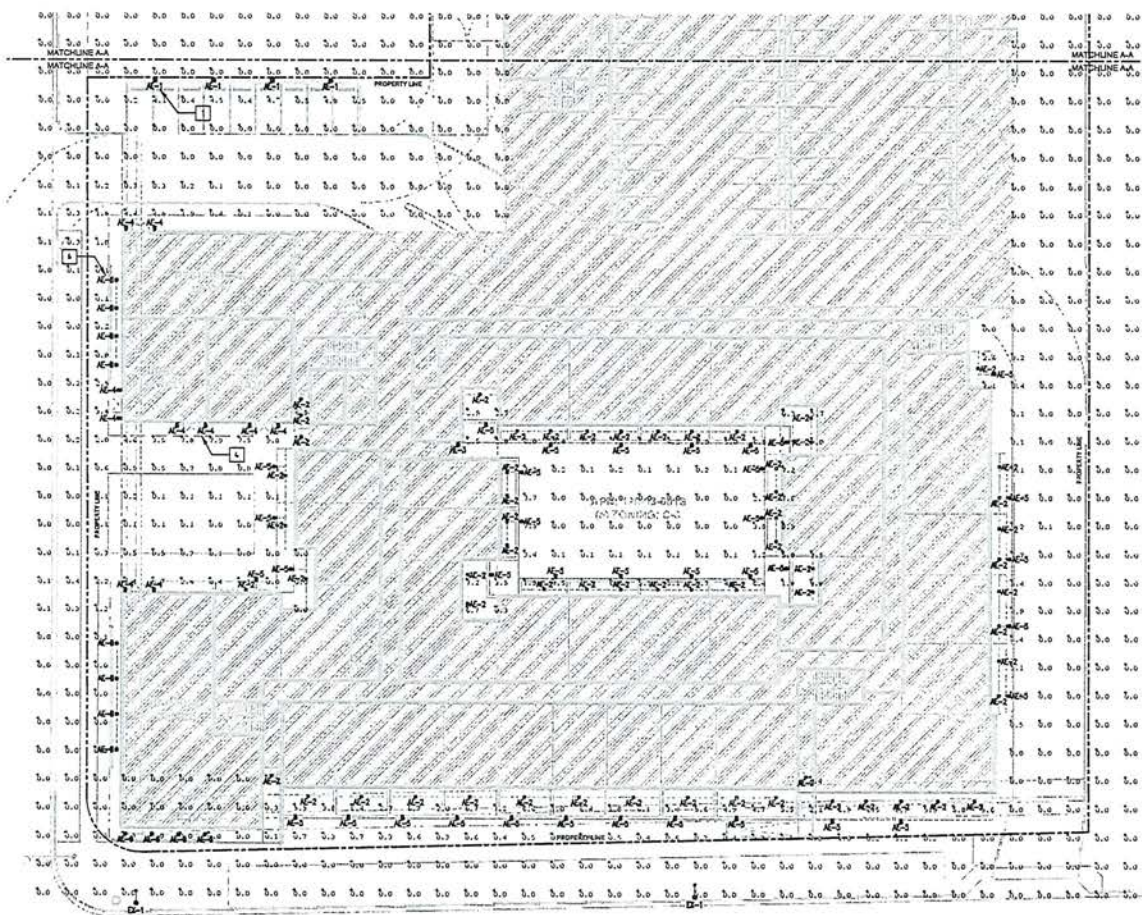
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Project No.
319084

LT-1B

5-24-2020
07/1/20



E MCDOWELL RD



PHOTOMETRIC PLAN - SITE - SOUTH

SCALE: 1" = 20'

NELSEN PARTNERS ARCHITECTS & PLANNERS

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CONSTRUCTION
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RECORDING



SOUTHDALE
7000 E. McDowell Road
SCOTTSDALE, AZ 85257



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

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Hawkins Companies
Commercial Developers
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Project No.
319054

LT-1B

S-29-2020
07/1/20

A-5

LED wall luminaires - directed light

Application:
As an individual luminaire with low mounting heights, it can be used for wall-mounted lighting in areas where low mounting heights and space savings are required. With high mounting heights, it can also be used as a wall luminaire for general lighting in large open areas.

Features:
• Low mounting heights (minimum 1.5m)
• High mounting heights (up to 10m)
• High mounting heights (up to 10m)
• High mounting heights (up to 10m)

Power (W)	100-200W
Mounting height (m)	1.5-10m
Beam angle	15-30°
Color temperature	3000K-6500K
Life span (h)	50,000
Light output (lm)	10,000-20,000
Light output (lm)	10,000-20,000
Light output (lm)	10,000-20,000

LED color temperature:
3000K, 3500K, 4000K, 4500K, 5000K, 5500K, 6000K, 6500K

LED power consumption:
100W, 150W, 200W

LED mounting height:
1.5m, 2m, 3m, 4m, 5m, 6m, 7m, 8m, 9m, 10m

LED beam angle:
15°, 20°, 25°, 30°, 35°, 40°, 45°, 50°, 55°, 60°, 65°, 70°, 75°, 80°, 85°, 90°

LED color temperature:
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3000K, 3500K, 4000K, 4500K, 5000K, 5500K, 6000K, 6500K

A-5

BEGA

Photometric File Name: 22281.1m

TEST: NA
TEST LAB: BEGA
DATE: 06/10/2015
LUMINAIRE: 22 281
LAMP: 4.2W LED

All results in accordance with IESNA LM-79-08

Characteristics

IES Classification

Longitudinal Classification

Luminaire Per Lamp

Total Lamp Lumens

Luminaire Lumens

Mounting Height (m)

Total Luminaire Efficacy

Luminaire Efficacy Rating (LER)

Total Luminaire Width

Mounting Height (m)

Mounting Height (m)

Mounting Height (m)

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A-5

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Photometric File Name: 22281.1m

TEST: NA
TEST LAB: BEGA
DATE: 06/10/2015
LUMINAIRE: 22 281
LAMP: 4.2W LED

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Longitudinal Classification

Luminaire Per Lamp

Total Lamp Lumens

Luminaire Lumens

Mounting Height (m)

Total Luminaire Efficacy

Luminaire Efficacy Rating (LER)

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Lum. Classification System (IES)

IES Zone Lumens W Lumens W Lumens

PL (0-30) 68.0 N.A. 18.2

PL (30-45) 92.0 N.A. 25.4

PL (45-60) 17.0 N.A. 4.9

PL (60-75) 1.0 N.A. 0.3

PL (75-90) 0.0 N.A. 0.0

PL (90-100)

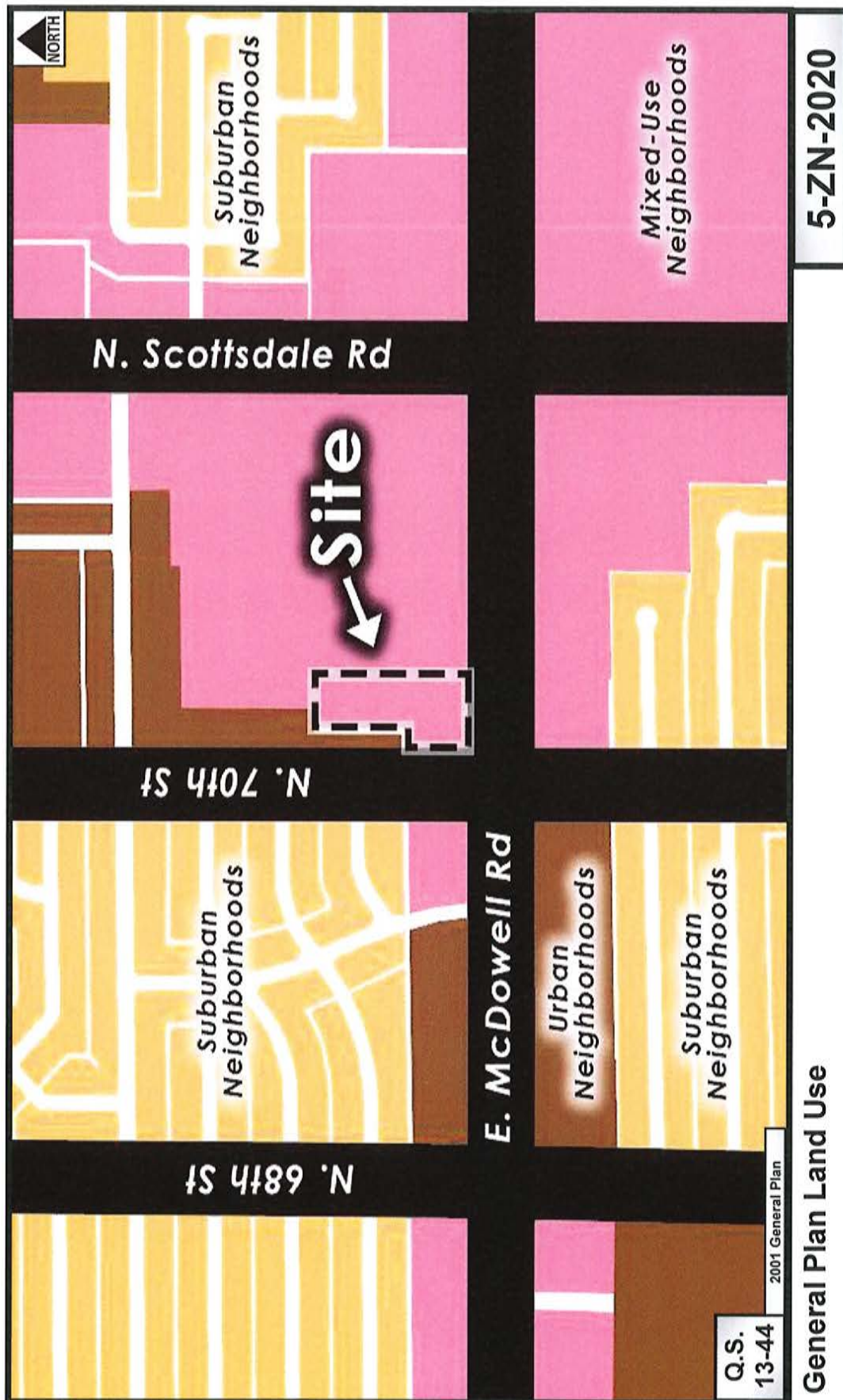
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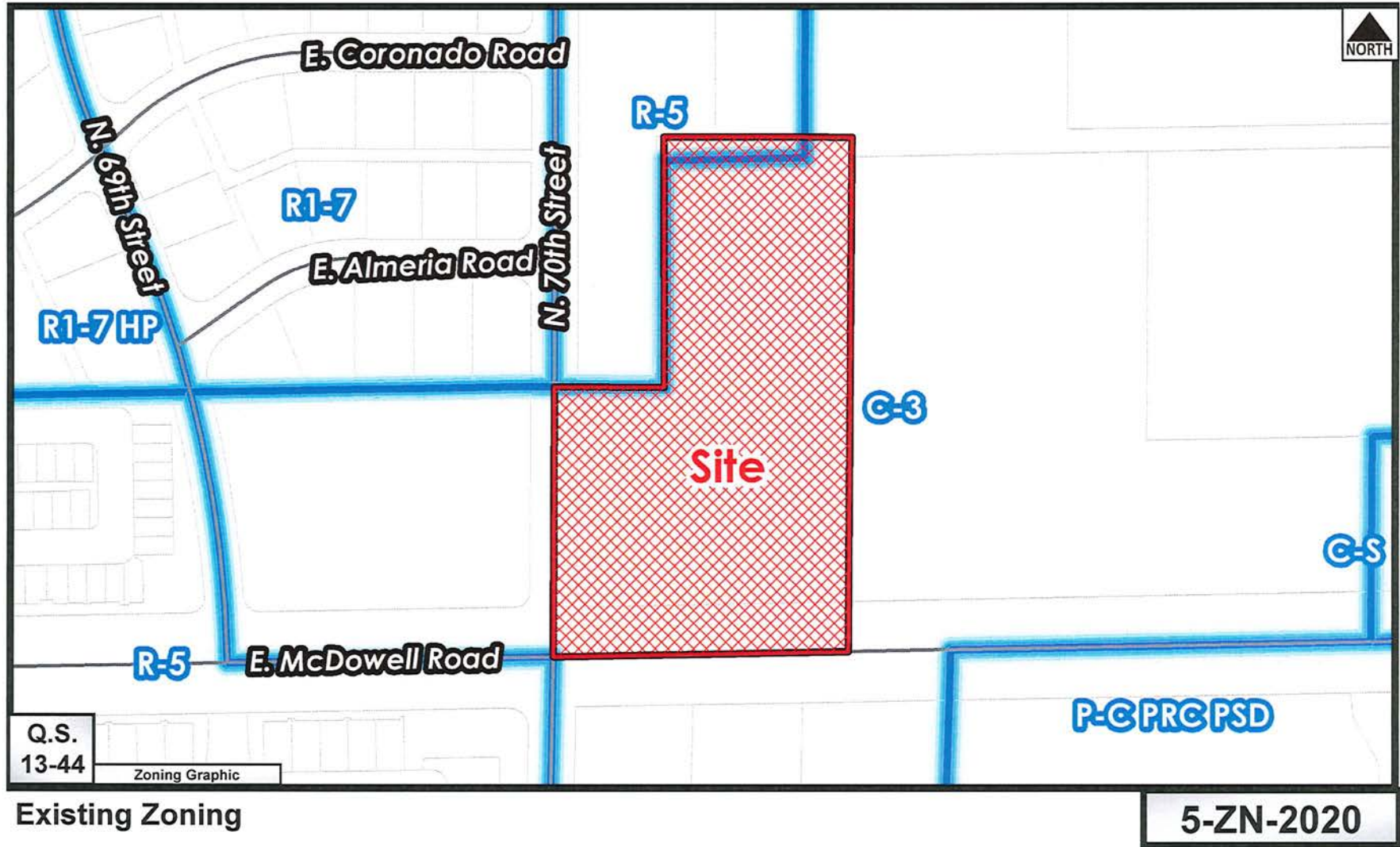
Southdale

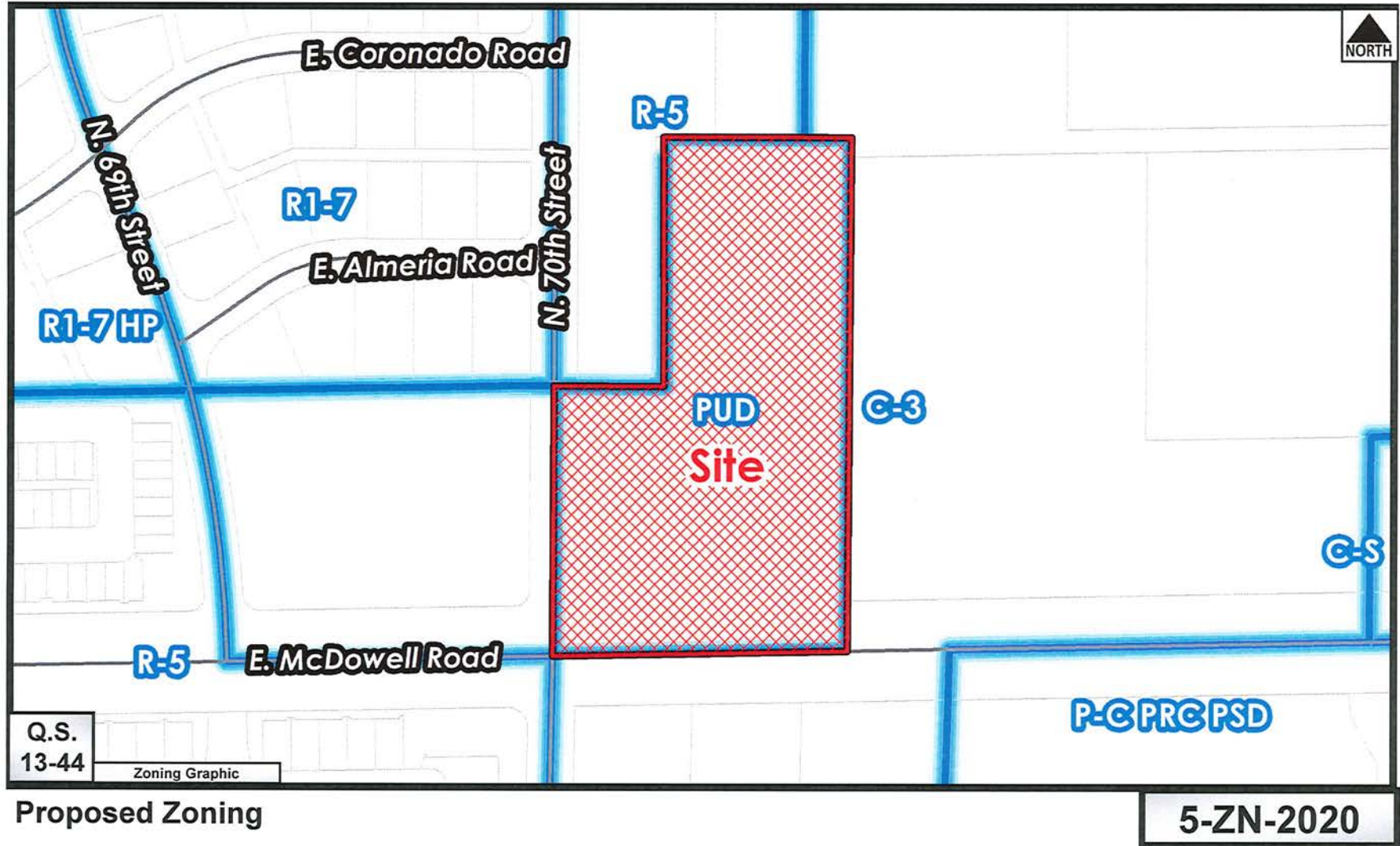
Case: 5-ZN-2020

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. Massing adjacent to multi-family residential to the west,
 - b. design and functionality of the public open space area on N. 70th Street,
 - c. wall design,
 - d. the type, height, design, and intensity of proposed lighting on the site, particularly balcony lighting for upper floor units, to ensure that it is compatible with the adjacent use, and
 - e. 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. **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.
4. **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.
5. **EASEMENTS CONVEYED BY SEPARATE INSTRUMENT.** Prior to issuance of any building permit for the development project, 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.
6. **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.

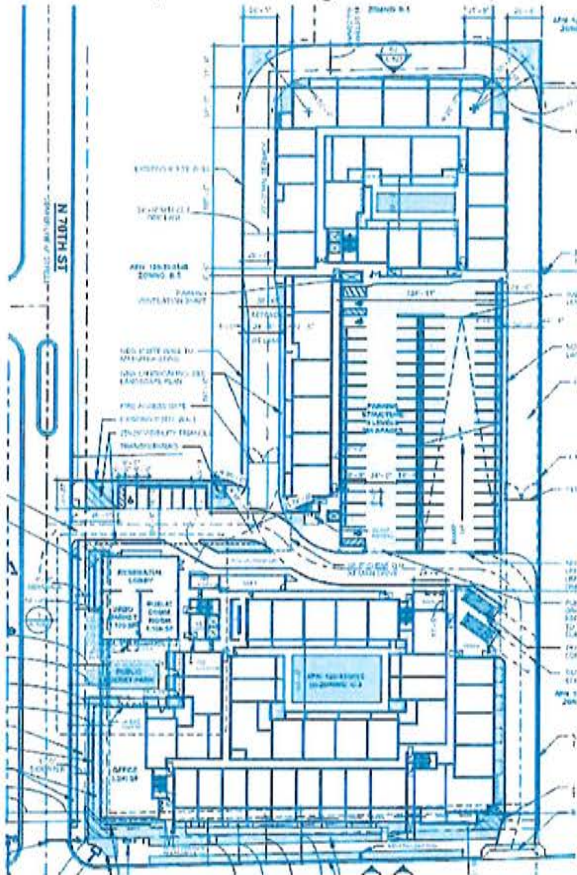






Southdale

Traffic Impact & Mitigation Analysis



Hawkins Companies
4700 S. McClinton Drive
Suite 160
Tempe, AZ 85282

ACCEPTED
CITY OF SCOTTSDALE
TRANSPORTATION DEPARTMENT

DATE: 2020-08-04

REVIEWER: DOUG OSTLER



Jamie Ann K. Blakeman

Prepared by:



Lokahi, LLC
4657 E. Cotton Gin Loop,
Suite 102
Phoenix, AZ 85040

Project Number: 20.5076
June 30, 2020



1. INTRODUCTION AND EXECUTIVE SUMMARY

1.1. PURPOSE OF REPORT AND STUDY OBJECTIVES

Lōkahi, LLC (Lōkahi) was retained by Hawkins Companies to complete a Traffic Impact & Mitigation Analysis for the proposed Southdale development. The development is located on the northeast corner of McDowell Road and 70th Street in Scottsdale, Arizona.

The objective of this Traffic Impact & Mitigation Analysis is to analyze the traffic related impacts of the proposed development to the adjacent roadway network. See [Figure 1](#) for the vicinity map.

1.2. EXECUTIVE SUMMARY

The proposed Southdale development will be located on the northeast corner of McDowell Road and 70th Street, in Scottsdale Arizona.

The proposed development will include the following land uses:

- | | |
|----------------------------|-------------------|
| • Multi-Family Residential | 267 units |
| 52 studio units | |
| 150 one-bedroom units | |
| 65 two-bedroom units | |
| • Office | 3,300 square feet |
| • Retail | 1,100 square feet |

This Traffic Impact and Mitigation Analysis includes:

- Level of service analysis of existing conditions for the weekday AM and PM peak hours
- Trip Generation for the proposed development
- Most recent 3-year collision history
- Level of service analysis for the opening year (2022) weekday AM and PM peak hours
 - 2022 No Build
 - 2022 Build

The following are the five (5) intersections included in this study:

- McDowell Road and 68th Street (1)
- McDowell Road and 70th Street (2)
- McDowell Road and Scottsdale Road (3)
- McDowell Road and Driveway A (4)
- 70th Street and Driveway B (5)





Existing Capacity Analysis

The AM and PM peak hour existing conditions capacity analysis were completed for the five (5) existing study intersection. The results of the capacity analysis reveal the following location with an existing level of service (LOS) E or F:

McDowell Road and 68th Street (1) – Signalized

- EB left AM and PM peak hours operate at LOS F and E, respectively
- WB left AM and PM peak hours operate at LOS F and E, respectively
- NB left AM peak hour operates at LOS F
- SB through PM peak hour operates at LOS E

McDowell Road and 70th Street (2) – Signalized

- NB left PM peak hour operates at LOS E
- SB left AM and PM peak hours operate at LOS E

McDowell Road and Scottsdale Road (3) – Signalized

- Overall intersection PM peak hour operates at LOS E
- EB left AM and PM peak hour operates at LOS F and E, respectively
- EB through PM peak hour operates at LOS E
- WB left AM and PM peak hours operate at LOS E
- WB through AM peak hour operates at LOS E
- WB right PM peak hour operates LOS E
- NB left AM and PM peak hours operate at LOS E
- SB left AM and PM peak hours operate at LOS E and F, respectively

Trip Generation and Trip Distribution

The proposed development is anticipated to generate 1,515 weekday trips, with 109 trips occurring during the AM peak hour and 130 trips occurring during the PM peak hour. All site traffic entering and exiting 70th Street and Driveway B (5) will be encouraged to enter and exit via McDowell Road to the south and will be discouraged from using 70th Street to the north.

Trip Generation Comparison

Prior Development vs. Proposed Development

A comparison between the trips generated by the prior automobile sales and repair shop development and the proposed Southdale development was calculated.

The proposed mixed-use Southdale development will produce **205 (12%) fewer weekday daily trips** will occur, **33 (23%) fewer trips during the AM peak hour**, and **89 (41%) fewer trips during the PM peak hour** than the prior development.



Existing Development vs. Proposed Development

A comparison between the trips generated by the existing development (BDG Maintenance and Scottsdale Christian Church) and the proposed Southdale development was calculated. The peak hour trips generated by the existing development were calculated based upon operations of the existing site.

The proposed mixed-use Southdale development will produce 601 (66%) more weekday daily trips, with **61 (36%) fewer trips during the AM peak hour**, and **40 (24%) fewer trips during the PM peak hour** than the existing development. It should be noted that the peak hour for the existing development occurs between 5:00 am to 6:00 am, and 1:30 pm to 2:30 pm, while the proposed development occurs between 7:00 am to 9:00 am, and 4:00 pm to 6:00 pm.

Therefore, an additional comparison was completed between the trips generated by the existing development (BDG Maintenance and Scottsdale Christian Church) and the proposed Southdale development was calculated based on the traffic counts that were collected at the existing site driveways

The proposed mixed-use Southdale development will produce 1,235 (441%) more weekday daily trips, with 61 (127%) more trips during the AM peak hour, and 69 (113%) more trips during the PM peak hour than the existing development.

Existing Zoning vs. Proposed Development

Currently, this parcel is zoned for C-3 (Highway Commercial) development with an allowed floor area ratio of 0.8. The build out of a 3,500 square foot fast-food restaurant, paired with a 2,400 square foot coffee shop is a reasonable build out for this site under the existing zoning, due to its convenient location on an urban major arterial. This translates to a floor area ratio of 0.035 which is less than 5% of the allowed.

A comparison between the trips generated with the build out under the existing zoning, assuming a fast-food restaurant and a coffee shop, and the proposed Southdale development was calculated.

The proposed mixed-use Southdale development will produce **2,102 (58%) fewer weekday daily trips**, with **246 (69%) fewer trips during the AM peak hour**, and **88 (40%) fewer trips during the PM peak hour** than the build-out under existing zoning.

Future Conditions - Year 2022

Year 2022 analyses was completed with and without the build out of the proposed development. An annual growth rate of 2.0% was applied to the existing traffic volumes.



A capacity analysis was completed for both the AM and PM peak hours for year 2022, with and without the build out of the proposed development. All movements operate at a LOS D or better or are maintained at the year 2022 no build level of service with the exception of the following:

McDowell Road and Scottsdale Road (3) – Signalized

- NB left AM peak hour operates at LOS E

Recommendations

The recommendations with the build out of the proposed Southdale development include:

McDowell Road and 70th Street (2) – Signalized

Modify signal provide eastbound and westbound permitted plus protected left turn movements

Signal Timing

As with any new development and potential change in traffic patterns, the following is recommended:

- **Monitor and Adjust Signal Timing**
Monitor traffic patterns in the area and if necessary, adjust nearby signal timing



2. PROPOSED DEVELOPMENT

The study area is located in the City of Scottsdale, Arizona, approximately two and one-half miles west of State Route Loop 101 (SR 101L) and 2 miles north of State Route Loop 202 (SR 202L). The proposed site will be located on the northeast corner of McDowell Road and 70th Street.

The proposed development will include the following land uses:

- Multi-Family Residential 267 units
 - 52 studio units
 - 150 one-bedroom units
 - 65 two-bedroom units
- Office 3,300 square feet
- Retail 1,100 square feet

See **Figure 2** and **Appendix A** for the proposed site plan.

There are two (2) access points to the proposed site, one along McDowell Road and one along 70th Street.

McDowell Road Driveway A (4) is located approximately 360 feet east of 70th Street and will allow right in and right out movements only into the site.

70th Street and Driveway B (5) is located approximately 275 feet north of McDowell Road and will allow all movements into and out of the site.

See **Figure 3** for study area.



3. AREA CONDITIONS

The study area is located in the City of Scottsdale, Arizona. **Sections 3.1** and **3.2** provide detailed descriptions of the study roadway segments and intersections.

3.1. STUDY ROADWAY SEGMENTS

McDowell Road runs east-west and in the vicinity of the site provides three (3) through lanes for each direction of travel with a landscaped median. McDowell Road is the southern border of the proposed development. There is a posted speed limit of 40 miles per hour (mph). The City of Scottsdale classifies McDowell Road as an urban major arterial within the study area, according to *The Scottsdale Master Transportation Plan*, dated July 2016. The City of Scottsdale's 2018 *Average Daily Segment Traffic (ADT) Volumes* map reports an ADT of 33,000 vehicles per day along McDowell Road, west of 68th Street.

Scottsdale Road runs north-south, approximately two-tenths (0.2) of a mile east of the proposed site and provides three (3) through lanes and a bike lane in each direction of travel with a landscaped median. There is a posted speed limit of 40 mph. The City of Scottsdale classifies Scottsdale Road as an urban major arterial within the study area, according to *The Scottsdale Master Transportation Plan*, dated July 2016. The City of Scottsdale's 2018 *Average Daily Segment Traffic Volumes* map reports an ADT of 35,600 vehicles per day along Scottsdale Road, north of McDowell Road.

68th Street runs north-south and provides one (1) through lane and a bike lane for each direction of travel with a two-way left-turn lane. 68th Street is located approximately one-fourth (0.25) of mile west of the proposed development. There is a posted speed limit of 35 mph.

70th Street runs north-south and provides one (1) through lane for each direction of travel. 70th Street is the western border of the proposed development. There is a posted speed limit of 25 mph.

3.2. STUDY INTERSECTIONS

McDowell Road and 68th Street (1) currently operates as a signalized intersection. The eastbound approach provides one (1) dedicated left turn lane, three (3) through lanes, and one (1) dedicated right turn lane. The westbound approach provides one (1) dedicated left turn lane, two (2) through lanes, and one (1) shared through-right turn lane. The northbound and southbound approaches provide one (1) dedicated left turn lane, and one (1) through lane, and one (1) dedicated right turn lane that is shared with bicyclists.

McDowell Road and 70th Street (2) currently operates as a signalized intersection. The eastbound and westbound approaches provide one (1) dedicated left turn lane, two (2) through lanes, and one



(1) shared through-right turn lane. The northbound and southbound approaches provide one (1) dedicated left turn lane, and one (1) shared through-right turn lane.

McDowell Road and Scottsdale Road (3) currently operates as a signalized intersection. The eastbound and westbound approaches provide two (2) dedicated left turn lanes, three (3) through lanes, and one (1) dedicated right turn lane. The northbound approach provides two (2) dedicated left turn lanes, two (2) through lanes, and one (1) shared through-right turn lane. The southbound approach provides two (2) dedicated left turn lanes, three (3) through lanes, and one (1) dedicated right turn lane.

McDowell Road and Driveway A (4) currently operates as a two-way stop-controlled intersection with stop control on the northbound and southbound approaches. The eastbound and westbound approaches provide two (2) through lanes and one (1) shared through-right turn lane. The northbound and southbound approach provide one (1) dedicated right turn lane.

70th Street and Driveway B (5) currently operates as a stop-controlled T-intersection with stop control on the westbound approach. The westbound approach provides one (1) shared left-right turn lane. The northbound approach provides one (1) shared through-right turn lane. The southbound approach provides one (1) shared left-through turn lane.

3.3. SURROUNDING AREA LAND USE

Located approximately one-half (0.5) mile west of the proposed development in the Arizona Canal. Car dealerships are currently located directly east and west, and multi-family homes are located to the north. Located immediately south of the proposed development, across McDowell Road, is retail and hotel uses.

3.4. SITE ACCESSIBILITY

Pedestrian Facilities, Bicycle Facilities, and Shared-Use Paths

Located in Scottsdale, there are continuous sidewalks provided along McDowell Road and on the east side of 70th Street. Within the vicinity of the study area, bike lanes are currently provided along Scottsdale Road.

Additionally, the Arizona Canal is located approximately one-half mile to the west and provides approximately 70 miles of shared use paths.

Transit Facilities

Valley Metro Route 514 operates along McDowell Road within the study area. This route connects Fountain Hills to Downtown Phoenix. Additionally, Valley Metro Route 17 operates along McDowell Road, which connects the City of Avondale to the City of Scottsdale. Route 514 and Route 17 both operate Monday through Friday.





Valley Metro Route 68CM operates in the area, running along 68th Street. According to the Valley Metro System Map, there are two (2) stops located near the intersection of McDowell Road and 68th Street (1). This route operates Monday through Friday.

Finally, Valley Metro Route 72 operates along Scottsdale Road within the study area. This route connects the City of Chandler to the northern portion of the City of Scottsdale. According to the Valley Metro System Map, there are two (2) stops located near the intersection of McDowell Road and Scottsdale Road (3). This route operates Monday through Friday.

3.5. COLLISION HISTORY

The most recent three-year collision history, from January 2017 to June 2019, was obtained from the City of Scottsdale. See [Appendix B](#) for collision data. The data included the following intersections and segments:

- McDowell Road and 68th Street (1)
- McDowell Road and 70th Street (2)
- McDowell Road and Scottsdale Road (3)
- 70th Street and Palm Lane

McDowell Road and 68th Street (1)

During the three-year period, there were a total of 20 crashes, of which 3 resulted in a non-incapacitating injuries, 3 possible injuries, and the remaining resulted in unknown or property damage only. There were a total of 8 angle, 5 left turn, 4 rear ends, 1 single vehicle, 1 head on, and 1 sideswipe same direction crash.

McDowell Road and 70th Street (2)

During the three-year period, there were a total of 19 crashes, of which 4 resulted in possible injuries and the remaining resulted in unknown or property damage only. There were a total of 7 angle, 3 left turn, 3 rear end, 3 head on, 2 sideswipe same direction, and 1 single vehicle crash.

McDowell Road and Scottsdale Road (3)

During the three-year period, there were a total of 60 crashes, of which 1 resulted in a fatal injury, 4 incapacitating injuries, 4 non-incapacitating injuries, 5 possible injuries, and the remaining resulted in unknown or property damage only. There were a total of 35 rear ends, 11 angle, 5 sideswipe same direction, 3 single vehicle, 3 left turn, 2 head on, and 1 other crash.

The fatal collision occurred on June 6, 2018, at approximately 2:21 am. A vehicle traveling in the westbound direction struck a pedestrian who was laying down in the roadway at the northeast corner of the intersection, just east of the crosswalk.



70th Street and Palm Lane

During the three-year period, there were a total of two crashes, of which one resulted in an unknown injury and an unknown violation. The second collision resulted in a possible injury, and was caused by a vehicle failing to yield to right of way. There were no collisions reported during the three-year period along the segment of 70th Street between McDowell Road and Palm Lane.

3.6. COLLISION RATES

The City of Scottsdale's 2018 *Traffic Volume and Collision Rate Data* report provides collision rate and traffic volume information on major roadway segments and at major intersections within the City. Segment collisions are collisions that occur on a major street more than 100 feet from the major intersections that define the segment, including at minor intersections within the segment. Intersection collisions are collisions that occur at or within 100 feet of a major intersection.

The collision rates and city-wide rankings for the study roadway segments are shown in [Table 1](#). The collision rates and city-wide rankings for the study intersections are shown in [Table 2](#).

Table 1 – Collision Rates - Study Roadway Segments

Segment	From	To	Collision Rate	Rank
McDowell Road	68th Street	Scottsdale Road	2.48	63
2018 City of Scottsdale Average Segment Collision Rate			1.53	

Table 2 – Collision Rates - Study Intersections

Intersection	Collision Rate	Rank
McDowell Road and Scottsdale Road (3)	1.14	17
McDowell Road and 68th Street (1)	0.65	76
2018 Average Intersection Collision Rate	0.58	



4. EXISTING CONDITIONS

4.1. EXISTING LAND USE

According to the Maricopa County Assessor's website, the proposed development is located on a 3.83-acre parcel zoned for Highway Commercial C-3 land uses. See [Appendix C](#) for detailed parcel information.

4.2. EXISTING TRAFFIC COUNTS

A local data collection firm, Field Data Services of Arizona, Inc., was utilized to collect traffic counts. On Tuesday, August 8, 2019, turning movement counts were obtained from 7:00 to 9:00 am and from 4:00 to 6:00 pm at the following intersections:

- McDowell Road and 68th Street (1)
- McDowell Road and 70th Street (2)
- McDowell Road and Scottsdale Road (3)
- McDowell Road and Driveway A (4)
- 70th Street and Driveway B (5)

Additionally, on Tuesday, August 08, 2019, bi-directional tube counts for 24-hours in 15-minute intervals were collected along the following two (2) roadway segments:

- McDowell Road, east of 70th Street
- 70th Street, north of McDowell Road

The turning movement counts were analyzed for the highest 1-hour within each time period. These are the peak hours that were analyzed throughout this study.

- AM Peak Hour 7:00 am – 8:00 am
- PM Peak Hour 4:30 pm – 5:30 pm

The City of Scottsdale seasonal adjustment factors were used to adjust the traffic counts. The traffic volumes were adjusted based on the month the counts were taken. See [Appendix D](#) for detailed count data. See [Figure 4](#) for the existing adjusted AM and PM peak hour weekday traffic volumes.



4.3. EXISTING CAPACITY ANALYSIS

The existing conditions capacity analysis was completed for the five (5) existing study intersections. The capacity and level of service for the study area intersections were evaluated using the methodology presented in the 6th Edition of the *Highway Capacity Manual*. Traffic analysis software, Synchro Version 10.3, was used to perform the analyses using the existing Peak Hour Factor (PHF) obtained from the traffic counts and the existing signal timing provided by the City of Scottsdale. See [Appendix E](#) for the existing signal timing.

Table 3 is from the 6th Edition of the *Highway Capacity Manual* Exhibit 20-2, which lists the Level of Service (LOS) thresholds for signalized and unsignalized intersections.

Table 3 – Level of Service Criteria

Level of Service (LOS)	Control Delay per Vehicle (s/veh)	
	Signalized Intersection	Unsignalized Intersection
A	≤ 10	0 - 10
B	> 10-20	> 10-15
C	> 20-35	> 15-25
D	> 35-55	> 25-35
E	> 55-80	> 35-50
F	> 80	> 50

The results of the capacity analysis reveal the following locations with an existing level of service (LOS) E or F:

McDowell Road and 68th Street (1) – Signalized

- EB left AM and PM peak hours operate at LOS F and E, respectively
- WB left AM and PM peak hours operate at LOS F and E, respectively
- NB left AM peak hour operates at LOS F
- SB through PM peak hour operates at LOS E

McDowell Road and 70th Street (2) – Signalized

- NB left PM peak hour operates at LOS E
- SB left AM and PM peak hours operate at LOS E



McDowell Road and Scottsdale Road (3) – Signalized

- Overall intersection PM peak hour operates at LOS E
- EB left AM and PM peak hour operates at LOS F and E, respectively
- EB through PM peak hour operates at LOS E
- WB left AM and PM peak hours operate at LOS E
- WB through AM peak hour operates at LOS E
- WB right PM peak hour operates LOS E
- NB left AM and PM peak hours operate at LOS E
- SB left AM and PM peak hours operate at LOS E and F, respectively

The existing AM and PM peak hour level of service and delay for all studied intersections are shown in [Table 4](#).

See [Figure 5](#) for the existing AM and PM peak hour capacity analysis. The detailed capacity analysis sheets can be found in [Appendix F](#).



5. PROJECTED TRAFFIC

5.1. TRIP GENERATION

The trip generation for the proposed development was calculated utilizing the Institute of Transportation Engineers (ITE) publication entitled *Trip Generation, 10th Edition*. The ITE trip generation rates and fitted curve equations are based on studies that measure trip generation characteristics for various types of land uses. The rates are expressed in terms of trips per unit of lane use type. This publication is the standard for the transportation engineering profession.

Prior Development

According to Maricopa County Assessor's website, the 3.83-acre was occupied by the following land uses:

- Service Repair Garage 18,615 square feet
- Car Wash – Drive Thru 1,760 square feet
- Automobile Showroom 11,194 square feet

The trip generation for the prior land uses was calculated utilizing ITE Land Use 841 – Automobile Sales (Used) for the showroom, and Land Use 941 – Quick Lubrication Vehicle Shop for the service repair garage and car wash. Trip generation calculations are shown in **Table 5** below. Detailed trip generation calculations are provided in **Appendix G**.

Table 5 – Trip Generation – Prior Development

Land Use	ITE Code	Qty	Unit	Weekday	AM Peak Hour			PM Peak Hour		
				Total	Total	In	Out	Total	In	Out
Quick Lubrication Vehicle Shop	941	20.4	1000 SF GFA	1,417	118	89	29	177	74	103
Automobile Sales (Used)	841	11.2	1000 SF GFA	303	24	18	6	42	20	22
Total				1,720	142	107	35	219	94	125

Existing Development

Currently, BDG Maintenance, a landscape design and maintenance business with over 300 employees along with Scottsdale Christian Church occupies the parcel.

Information was received from BDG Maintenance regarding their current operations. BDG Maintenance generally operates Monday through Friday with their AM peak hour occurring between 4:30 am to 6:00 am, and the PM peak hour occurring between 1:30 pm to 3:00 pm. BDG Maintenance has a fleet of 85 to 90 work trucks. During the AM peak hour, employees arrive in their personal vehicles and depart with their work vehicles. The reverse traffic pattern occurs during the PM peak hour. The existing weekday trip generation was calculated using this operational information along with the ITE Trip Generation ratio between the general office peak



hour trips and the weekday trips. As a conservative estimate the lower end of the range of work trucks was assumed and is shown in **Table 6**.

Scottsdale Christian Church also occupies this site, it is assumed that there are no trips generated by this use during the peak hour of BDG Maintenance. Information was received that indicated the Church occupies 6,000 square feet of the existing buildings on-site.

Table 6 – Trip Generation – Existing Development (Peak Hour of Landscape Business)

Land Use	ITE Code	Qty	Unit	Weekday Total	AM Peak Hour			PM Peak Hour		
					Total	In	Out	Total	In	Out
Existing Landscape Design and Maintenance Business	-	-	-	872	170	85	85	170	85	85
Church	560	6.0	1000 SF GFA	42	-	-	-	-	-	-
Total				914	170	85	85	170	85	85

Utilizing the traffic counts that were collected at the existing site driveways, the trips generated by the existing development during the typical AM and PM peak hour were determined. Similarly, the existing weekday trip generation was calculated using this operational information along with the ITE Trip Generation ratio between the general office peak hour trips and the weekday trips. See **Table 7**.

Table 7 – Trip Generation – Existing Development (Peak Hour of Adjacent Street)

Land Use	Weekday	AM Peak Hour			PM Peak Hour		
	Total	Total	In	Out	Total	In	Out
Existing Landscape Business and Church	280	48	40	8	61	10	51

Potential Development under Existing Zoning

The existing site is currently zoned for Highway Commercial (C-3) land uses. C-3 zoning is intended to permit most type of commercial activities located along major streets, including shopping and service needs. With a total lot area of 166,835 SF (3.83 acres), and a maximum floor-to-area (FAR) of 0.80, allows for 133,468 SF of developable area. However, as a conservative approach, it was assumed a 3,400 SF fast-food restaurant with a drive-thru and a 2,400 SF coffee shop with drive-thru could be developed on this parcel.

Utilizing ITE Land Use 934 Fast-Food Restaurant with Drive-Thru Window and Land Use 937 Coffee Shop with Drive-Thru Window, the trip generation for the existing land uses was calculated as shown in **Table 8** below. Detailed trip generation calculations are provided in **Appendix G**.



Table 8 - Trip Generation (Existing Zoning)

Land Use	ITE Code	Qty	Unit	Weekday	AM Peak Hour			PM Peak Hour		
				Total	Total	In	Out	Total	In	Out
Fast-Food Restaurant with Drive-Thru Window	934	3.5	1000 SF GFA	1,648	141	72	69	114	59	55
Coffee Shop with Drive-Thru Window	937	2.4	1000 SF GFA	1,969	214	109	105	104	53	51
Total				3,617	355	181	174	218	112	106

Proposed Development

The proposed Southdale development will include the following land uses:

- Multi-Family Residential 267 units
 52 studio units
 150 one-bedroom units
 65 two-bedroom units
- Office 3,300 square feet
- Retail 1,100 square feet

The 1,100 square feet of retail space provided on-site is anticipated to operate as a neighborhood urban marketplace. This market will be open to the general public and is anticipated to serve the on-site residents as well as nearby adjacent neighbors. Due to the character and items provided at this neighborhood urban market, typically most of the patrons walk or bike.

A similar development to this neighborhood urban marketplace is the URBO (urban bodega), located at 601 W. Fillmore Street within the Pure Fillmore multi-family development, in the City of Phoenix, Arizona. This approximate 500 square foot space is open to public and sells everything from ice cream, hummus, and eggs, to toilet paper, dish detergent, and cold medicine. It provides a convenience for residences of the multi-family development and residents within close proximity.

Data was collected for the URBO on a typical weekday. See [Table 9](#) for the weekday, AM peak hour, and PM peak hour trips.

Table 9 – URBO (601 W. Fillmore Street)

Land Use	Qty	Unit	Weekday	AM Peak Hour			PM Peak Hour		
			Total	Total	In	Out	Total	In	Out
URBO (601 W. Fillmore Street)	0.5	1000 SF GFA	14	4	2	2	4	2	2

Southdale is a similar neighborhood urban marketplace (operated by the same owner of the Phoenix location) at 1,100 square feet. To account for the larger proposed space, the URBO trip generation data was grown proportionally based on the size. The proposed retail space is



approximately 2.2 times larger than the URBO. Therefore, a factor of 2.2 was applied. See **Table 10** for the trips generated by the proposed retail space.

Table 10 – Trip Generation – Proposed Retail Space

Land Use	Qty	Unit	Weekday Total	AM Peak Hour			PM Peak Hour		
				Total	In	Out	Total	In	Out
Retail Space	1.1	1000 SF GFA	31	9	5	4	9	5	4

The trip generation for the residential and office components of the proposed development were calculated utilizing ITE Land Use 221 - Multifamily Housing (Mid-Rise) and Land Use 710 – General Office. Trip generation calculations are shown in **Table 11** below. Detailed trip generation calculations are provided in **Appendix G**.

Table 11 – Trip Generation – Proposed Development

Land Use	ITE Code	Qty	Unit	Weekday Total	AM Peak Hour			PM Peak Hour		
					Total	In	Out	Total	In	Out
Multifamily Housing (Mid-Rise)	221	267	Dwelling Units	1,452	96	25	71	117	71	46
General Office Building	710	3.3	1000 SF GFA	32	4	3	1	4	1	3
Retail Space (Table 9)	-	1.1	1000 SF GFA	31	9	5	4	9	5	4
Southdale - Total				1,515	109	33	76	130	77	53

The proposed development is anticipated to generate 1,515 weekday daily trips with 109 and 130 vehicles during the AM and PM peak hours, respectively.



5.2. TRIP GENERATION COMPARISON

Prior Development vs. Proposed Development

A comparison between the trips generated by the prior automobile sales and repair shop development and the proposed Southdale development is shown **Table 12**

Table 12 – Trip Generation Comparison (Prior Development vs. Proposed Development)

Land Use	ITE Code	Qty	Unit	Weekday Total	AM Peak Hour			PM Peak Hour		
					Total	In	Out	Total	In	Out
Multifamily Housing (Mid-Rise)	221	267	Dwelling Units	1,452	96	25	71	117	71	46
General Office Building	710	3.3	1000 SF GFA	32	4	3	1	4	1	3
Retail Space (Table 9)	-	1.1	1000 SF GFA	31	9	5	4	9	5	4
Southdale - Total				1,515	109	33	76	130	77	53
Quick Lubrication Vehicle Shop	941	20.4	1000 SF GFA	1,417	118	89	29	177	74	103
Automobile Sales (Used)	841	11.2	1000 SF GFA	303	24	18	6	42	20	22
Total				1,720	142	107	35	219	94	125
Difference				-205	-33	-74	41	-89	-17	-72
% Difference				-12%	-23%	-69%	117%	-41%	-18%	-58%

Table 12 shows that the proposed mixed-use Southdale development will produce 205 (12%) fewer weekday daily trips, 33 (23%) fewer trips during the AM peak hour, and 89 (41%) fewer trips during the PM peak hour than the prior development.

Existing Development vs. Proposed Development

A comparison between the trips generated by the existing development (BDG Maintenance and Scottsdale Christian Church), during the peak hour of landscape business, and the proposed Southdale development, during AM and PM peak hour of adjacent street, is shown in **Table 13**.



Table 13 – Trip Generation Comparison (Existing vs. Proposed – Varying Peak Times)

Land Use	ITE Code	Qty	Unit	Weekday	AM Peak Hour			PM Peak Hour		
				Total	Total	In	Out	Total	In	Out
Multifamily Housing (Mid-Rise)	221	267	Dwelling Units	1,452	96	25	71	117	71	46
General Office Building	710	3-3	1000 SF GFA	32	4	3	1	4	1	3
Retail Space (Table 9)	-	1.1	1000 SF GFA	31	9	5	4	9	5	4
Southdale - Total				1,515	109	33	76	130	77	53
Existing Landscape Design and Maintenance Business	-	-	-	872	170	85	85	170	85	85
Church	560	6	1000 SF GFA	42	-	-	-	-	-	-
Total				914	170	85	85	170	85	85
Difference				601	-61	-52	-9	-40	-8	-32
% Difference				66%	-36%	-61%	-11%	-24%	-9%	-38%

Table 13 shows that the proposed mixed-use Southdale development will produce 601 (66%) more weekday daily trips, with 61 (36%) fewer trips during the AM peak hour, and 40 (24%) fewer trips during the PM peak hour than the existing development. It should be noted that the peak hour for the existing development occurs between 5:00 am to 6:00 am, and 1:30 pm to 2:30 pm, while the proposed development occurs between 7:00 am to 9:00 am, and 4:00 pm to 6:00 pm.

A comparison between the trips generated by the existing development (BDG Maintenance and Scottsdale Christian Church) and the proposed Southdale development, during AM and PM peak hours of the adjacent street, is shown in **Table 14** below.

Table 14 – Trip Generation Comparison (Existing vs. Proposed – Adjacent Street Peak Hour)

Land Use	ITE Code	Qty	Unit	Weekday	AM Peak Hour			PM Peak Hour		
				Total	Total	In	Out	Total	In	Out
Multifamily Housing (Mid-Rise)	221	267	Dwelling Units	1452	96	25	71	117	71	46
General Office Building	710	3-3	1000 SF GFA	32	4	3	1	4	1	3
Retail Space (Table 9)	-	1.1	1000 SF GFA	31	9	5	4	9	5	4
Southdale - Total				1,515	109	33	76	130	77	53
Existing Landscape Business and Church	-	-	-	280	48	40	8	61	10	51
Total				280	48	40	8	61	10	51
Difference				1,235	61	-7	68	69	67	2
% Difference				441%	127%	-18%	850%	113%	670%	4%

Table 14 shows that the proposed mixed-use Southdale development will produce 1,235 (441%) more weekday daily trips, with 61 (127%) more trips during the AM peak hour, and 69 (113%) more trips during the PM peak hour than the existing development.



Existing Zoning vs. Proposed Development

Currently, this parcel is zoned for C-3 (Highway Commercial) development with an allowed floor area ratio of 0.8. This zoning permits most types of commercial activities including shopping and restaurant service needs.

The build out of a fast-food restaurant, paired with a coffee shop is a reasonable build out for this site under the existing zoning, due to its convenient location on an urban major arterial. A 3,500 square foot fast-food restaurant along with a 2,400 square foot coffee shop are considered to be within industry average ranges for sizes for these types of establishment. Combined this represents a floor area ratio of 0.035 which is less than 5% of the allowed maximum of 0.8.

A comparison between the trips generated with the build out under the existing zoning, assuming a fast-food restaurant and a coffee shop, and the proposed Southdale development is shown in **Table 15**.

Table 15 - Trip Generation Comparison (Existing Zoning vs Proposed Development)

Land Use	ITE Code	Qty	Unit	Weekday	AM Peak Hour			PM Peak Hour		
				Total	Total	In	Out	Total	In	Out
Multifamily Housing (Mid-Rise)	221	267	Dwelling Units	1,452	96	25	71	117	71	46
General Office Building	710	3.3	1000 SF GFA	32	4	3	1	4	1	3
Retail Space (Table 9)	-	1.1	1000 SF GFA	31	9	5	4	9	5	4
Southdale - Total				1,515	109	33	76	130	77	53
Fast-Food Restaurant with Drive-Thru Window	934	3.5	1000 SF GFA	1,648	141	72	69	114	59	55
Coffee Shop with Drive-Thru Window	937	2.4	1000 SF GFA	1,969	214	109	105	104	53	51
Total				3,617	355	181	174	218	112	106
Difference				-2,102	-246	-148	-98	-88	-35	-53
% Difference				-58%	-69%	-82%	-56%	-40%	-31%	-50%

Table 15 shows that the proposed mixed-use Southdale development will produce 2,102 (58%) fewer weekday daily trips, with 246 (69%) fewer trips during the AM peak hour, and 88 (40%) fewer trips during the PM peak hour than the build-out under existing zoning.

5.3. TRIP DISTRIBUTION AND ASSIGNMENT

The trip distribution procedure determines the general pattern of travel for vehicles entering and leaving the proposed development. The trip distribution for the proposed Southdale development is based on the distribution of the existing traffic. This project is being developed in a primarily developed area, so it can be assumed that the existing trip distribution will remain. The trip distribution is shown in **Figure 6**.



The trip assignment was generally based on proximity of the driveways, permitted turn movements, as well as ease and probability of use. All site traffic entering and exiting at the 70th Street and Driveway B (5) will be encouraged to enter and exit via McDowell Road to the south and will be discouraged from using 70th Street to the north. The site generated traffic volumes are shown in [Figure 7](#).



6. FUTURE CONDITIONS (YEAR 2022)

The proposed Southdale development is anticipated to be constructed and ready to open in the year 2022. This section analyzes the effects the proposed development will have on the surrounding roadway network during the opening year of 2022.

6.1. YEAR 2022 BACKGROUND TRAFFIC VOLUMES

According to the 2019 Maricopa Associations of Governments (MAG) socioeconomic projections within the proposed study area, it is estimated that in the year 2030 the population will be approximately 79,910. MAG estimates that the 2018 population of the surrounding area to be 68,987. This results in an approximate annual growth rate of 1.23%.

As a conservative approach, a 2.0% annual growth rate was utilized. See [Appendix H](#) for the MAG socioeconomic projections. See [Figure 8](#) for the year 2022 background traffic volumes.

6.2. YEAR 2022 BUILD TRAFFIC VOLUMES

When the site traffic ([Figure 7](#)) is added to the year 2022 background traffic ([Figure 8](#)), the result is the 2022 build traffic volumes. This represents the traffic volumes with the build out of the proposed development. The year 2022 build traffic volumes are shown in [Figure 9](#).

The trips generated by the existing site were removed from the existing site driveways for the year 2022 build traffic volumes. This includes the intersections of McDowell Road and Driveway A (4) and 70th Street and Driveway B (5).

6.3. YEAR 2022 NO BUILD CAPACITY ANALYSIS

The capacity and level of service for the study area intersection were evaluated for the 2022 no build traffic volumes. A PHF of 0.92 was used.

The results of the year 2022 no build capacity analyses reveal that all study area intersections operate with movements of a LOS D or better, with the exception of the following:

McDowell Road and 68th Street (1) – Signalized

- EB left AM and PM peak hours operate at LOS E
- WB left AM and PM peak hours operate at LOS E

McDowell Road and 70th Street (2) – Signalized

- SB left AM and PM peak hours operate at LOS E



McDowell Road and Scottsdale Road (3) – Signalized

- Overall intersection PM peak hour operates at LOS E
- EB left AM and PM peak hours operates at LOS E
- EB through PM peak hour operates at LOS E
- WB left AM and PM peak hours operate at LOS E
- WB right PM peak hour operates LOS E
- NB left AM peak hour operates at LOS E
- SB left AM and PM peak hours operate at LOS E and F, respectively

The year 2022 AM and PM peak hour level of service and delay for all studied intersections are shown in [Table 16](#). The detailed capacity analysis sheets can be found in [Appendix I](#).

6.4. YEAR 2022 BUILD IMPROVEMENTS

At the request of the City of Scottsdale, eastbound/westbound left turns at the intersection of McDowell Road and 70th Street (2) were analyzed as permitted plus protected movements.

6.5. YEAR 2022 BUILD CAPACITY ANALYSIS

The capacity and level of service for the study area intersections were evaluated for the year 2022 build traffic volumes. A PHF of 0.92 was used.

The results of the year 2022 capacity analyses reveal that all study area intersections operate with movements at a LOS D or better, or is maintained at the year 2022 no build LOS with the exception of the following:

McDowell Road and Scottsdale Road (3) – Signalized

- NB left AM peak hour operates at LOS E

The need for a westbound right turn deceleration lane at the intersection of McDowell Road and 70th Street (2) was analyzed as part of the year 2022 build analysis. [Figure 9](#) shows that 28 and 62 westbound right turns occur during the AM and PM hours, respectively. According to the 2018 *City of Scottsdale Design Standards and Policies Manual*, a right turn deceleration lane is required along all major arterials. However, the right turn movement operates at a LOS A during both the AM and PM peak hours, therefore the installation of a right turn deceleration lane is not necessary.

The year 2022 AM and PM peak hour level of service and delay for all studied intersections are shown in [Table 16](#).

See [Figure 10](#) year 2022 AM and PM peak hour capacity analysis. The detailed capacity analysis sheets can be found in [Appendix J](#).



7. RECOMMENDATIONS & CONCLUSIONS

The proposed Southdale development will be located on the northeast corner of McDowell Road and 70th Street, in Scottsdale Arizona.

The proposed development will include the following land uses:

- Multi-Family Residential 267 units
 52 studio units
 150 one-bedroom units
 65 two-bedroom units
- Office 3,300 square feet
- Retail 1,100 square feet

The existing conditions, along with year 2022 (opening year) analyses with and without the build out of the proposed development was completed for the five (5) study intersections.

Existing Capacity Analysis

The AM and PM peak hour existing conditions capacity analysis were completed for the five (5) existing study intersection. The results of the capacity analysis reveal the following location with an existing level of service (LOS) E or F:

McDowell Road and 68th Street (1) – Signalized

- EB left AM and PM peak hours operate at LOS F and E, respectively
- WB left AM and PM peak hours operate at LOS F and E, respectively
- NB left AM peak hour operates at LOS F
- SB through PM peak hour operates at LOS E

McDowell Road and 70th Street (2) – Signalized

- NB left PM peak hour operates at LOS E
- SB left AM and PM peak hours operate at LOS E

McDowell Road and Scottsdale Road (3) – Signalized

- Overall intersection PM peak hour operates at LOS E
- EB left AM and PM peak hour operates at LOS F and E, respectively
- EB through PM peak hour operates at LOS E
- WB left AM and PM peak hours operate at LOS E
- WB through AM peak hour operates at LOS E
- WB right PM peak hour operates LOS E
- NB left AM and PM peak hours operate at LOS E
- SB left AM and PM peak hours operate at LOS E and F, respectively



Trip Generation and Trip Distribution

The proposed development is anticipated to generate 1,515 weekday trips, with 109 trips occurring during the AM peak hour and 130 trips occurring during the PM peak hour. All site traffic entering and exiting 70th Street and Driveway B (5) will be encouraged to enter and exit via McDowell Road to the south and will be discouraged from using 70th Street to the north.

Trip Generation Comparison

Prior Development vs. Proposed Development

A comparison between the trips generated by the prior automobile sales and repair shop development and the proposed Southdale development was calculated.

The proposed mixed-use Southdale development will produce **205 (12%) fewer weekday daily trips** will occur, **33 (23%) fewer trips during the AM peak hour**, and **89 (41%) fewer trips during the PM peak hour** than the prior development.

Existing Development vs. Proposed Development

A comparison between the trips generated by the existing development (BDG Maintenance and Scottsdale Christian Church) and the proposed Southdale development was calculated. The peak hour trips generated by the existing development were calculated based upon operations of the existing site.

The proposed mixed-use Southdale development will produce 601 (66%) more weekday daily trips, with **61 (36%) fewer trips during the AM peak hour**, and **40 (24%) fewer trips during the PM peak hour** than the existing development. It should be noted that the peak hour for the existing development occurs between 5:00 am to 6:00 am, and 1:30 pm to 2:30 pm, while the proposed development occurs between 7:00 am to 9:00 am, and 4:00 pm to 6:00 pm.

Therefore, an additional comparison was completed between the trips generated by the existing development (BDG Maintenance and Scottsdale Christian Church) and the proposed Southdale development was calculated based on the traffic counts that were collected at the existing site driveways

The proposed mixed-use Southdale development will produce 1,235 (441%) more weekday daily trips, with 61 (127%) more trips during the AM peak hour, and 69 (113%) more trips during the PM peak hour than the existing development.

Existing Zoning vs. Proposed Development

Currently, this parcel is zoned for C-3 (Highway Commercial) development with an allowed floor area ratio of 0.8. The build out of a 3,500 square foot fast-food restaurant, paired with a 2,400 square foot coffee shop is a reasonable build out for this site under the existing zoning, due to its



convenient location on an urban major arterial. This translates to a floor area ratio of 0.035 which is less than 5% of the allowed.

A comparison between the trips generated with the build out under the existing zoning, assuming a fast-food restaurant and a coffee shop, and the proposed Southdale development was calculated.

The proposed mixed-use Southdale development will produce **2,102 (58%) fewer weekday daily trips, with 246 (69%) fewer trips during the AM peak hour, and 88 (40%) fewer trips during the PM peak hour** than the build-out under existing zoning.

Future Conditions - Year 2022

Year 2022 analyses was completed with and without the build out of the proposed development. An annual growth rate of 2.0% was applied to the existing traffic volumes.

A capacity analysis was completed for both the AM and PM peak hours for year 2022, with and without the build out of the proposed development. All movements operate at a LOS D or better or are maintained at the year 2022 no build level of service with the exception of the following:

McDowell Road and Scottsdale Road (3) – Signalized

- NB left AM peak hour operates at LOS E

Recommendations

The recommendations with the build out of the proposed Southdale development include:

McDowell Road and 70th Street (2) – Signalized

Modify signal to provide eastbound and westbound permitted plus protected left turn movements

Signal Timing

As with any new development and potential change in traffic patterns, the following is recommended:

- **Monitor and Adjust Signal Timing**
Monitor traffic patterns in the area and if necessary, adjust nearby signal timing



1. Executive Summary

Lōkahi, LLC (Lōkahi) was retained by Hawkins Companies to complete a Parking Master Plan for the proposed Southdale mixed-use development. The development is located at on the northeast corner of McDowell Road and 70th Street in Scottsdale, Arizona.

The proposed development will include the following land uses:

- Multi-Family Residential 267 units
 - 52 studio units
 - 150 one-bedroom units
 - 65 two-bedroom units
- Office 3,300 square feet
- Retail 1,100 square feet

The objective of this Parking Master Plan is to establish that the **392 total parking stalls provided on site, will provide sufficient parking** for the proposed Southdale mixed-use development.

City of Scottsdale Required Parking

Using the *City of Scottsdale Code of Ordinance's* shared parking requirements, a maximum parking demand of 372 parking spaces are required. Therefore, with 392 parking stalls provided, this represents a surplus of 20 (5.4%) parking stalls for the proposed development. This peak parking demand occurs on weekdays between midnight and 7:00 am.

During the daytime hours, from 7:00 am to 6:00 pm on weekdays, there is a **surplus of 173 parking stalls**. While weekday evenings from 6:00 pm to midnight when residents may anticipate guests and visitors, there is a **surplus of 71 parking stalls**. Additionally, on weekends between the hours of 7:00 am and midnight there are a minimum **surplus of 109 parking stalls** available for guests and visitors, while also providing with a **surplus of 21 parking stalls** between the hours of midnight and 7:00 am.

ITE Parking Generation

The weekday and Saturday parking demand was also calculated for the proposed development using the *Institute of Transportation Engineers (ITE)* publication *Parking Generation*, 5th Edition. The weekday and weekend parking calculations result in a parking **surplus of 31 (8.6%) and 61 (18.4%)** parking stalls for the proposed development.

ULI Shared Parking

Utilizing the *Urban Land Institute (ULI)* publication titled *Shared Parking*, 3rd Edition, the weekday and weekend parking demand was calculated for the proposed Southdale development. The





weekday and weekend parking calculations result in a parking **surplus of 59 (17.7%) and 55 (16.3%)** parking stalls for the proposed development.

Additional Parking Occupancy Data Collection

Parking occupancy data was collected near and surrounding Broadstone Waterfront on Thursday, April 2, 2020 and Saturday, April 4, 2020 from midnight to 6:00 am every 30 minutes. With an occupancy of 95.4%, and under COVID-19 “stay at home” orders it is logical to assume the majority to all vehicles of Broadstone Waterfront residents would be parked. There was no overflow residential parking observed at the Nordstrom parking garage or along Marshall Way. Therefore, the 1.02 parking stalls per bedroom provided sufficient parking for all residential parking. Applying this parking ratio to the proposed Southdale development, which assumes all parking stalls in the Broadstone Waterfront garage was occupied, and combining this with the City of Scottsdale’s parking requirements for the other proposed land uses on-site, results in a total of 353 parking stalls, resulting in a parking **surplus of 39 (11.0%)** parking stalls.

Similarly, parking occupancy data was collected Dwell Apartment Homes, a multi-family residential development immediately north and west of the proposed development. Parking occupancy data was collected on Wednesday, March 4th and Saturday, March 7th, 2020, from midnight to 6:00 am every 30 minutes. The maximum observed parking demand ratio occurred at Dwell Apartment Homes, which resulted in a parking demand of 0.75 parking stalls per bedroom. Applying this maximum observed parking demand ratio to the proposed Southdale Development combined with the City of Scottsdale’s parking requirements for the other proposed land uses on-site, results in 264 parking stalls. This represents a parking **surplus of 128 (48.5%)** parking stalls for the proposed development.

Parking Trends – In the News

There is a great deal of information in various publications regarding parking needs of mixed-use multi-family developments. The overriding theme is that there are ongoing changes in land use and transportation that are driving down the demand for parking.

According to “People Over Parking” published by the American Planning Association (October 2018), “tinkering with minimum parking requirements is not new...what’s different now is an evolving understanding that urban lifestyles are changing, traditional parking ratios are outdated, and too much supply can be as harmful as too little.” Two groups, TransForm and Center for Neighborhood Technology, conducted surveys during the middle of the night at apartments on the West Coast and Chicago and found that consistently “one-quarter to one-third of spaces sat empty.”

Additionally, the growing popularity of rideshare services such as Uber and Lyft, and bikeshare services, all contribute to reducing the reliance on personal vehicles, and thereby reducing parking demand.





Parking Summary

	Reference Table	Parking Stalls	Surplus
City of Scottsdale Code			
Shared Parking Requirements	2	372	20
ITE Parking Generation			
Weekday	4	361	31
Saturday	5	331	61
ULI Shared Parking			
Weekday	6	333	59
Weekend	7	337	55
Additional Parking Occupancy Data Collection			
Applying Broadstone Waterfront Parking Demand Ratio	9	353	39
Applying Dwell Apartment Homes Parking Demand Ratio	12	264	128

In conclusion, the request to provide 392 parking stalls for the proposed Southdale mixed-use development meets the requirements of the City of Scottsdale's Shared Parking Requirements, and results in a surplus of parking based the ITE Parking Generation, the ULI Shared Parking, and based on parking demand rates observed at local multi-family residential developments.

Therefore, based upon the detailed analysis in this Parking Master Plan, the 392 proposed parking stalls is anticipated to meet and exceed the parking demand for the Southdale development.



2. Introduction

Lōkahi, LLC (Lōkahi) was retained by Hawkins Companies to complete a Parking Master Plan for the proposed Southdale mixed-use development. The development is located at on the northeast corner of McDowell Road and 70th Street in Scottsdale, Arizona.

The proposed development will include the following land uses:

- Multi-Family Residential 267 units
 - 52 studio units
 - 150 one-bedroom units
 - 65 two-bedroom units
- Office 3,300 square feet
- Retail 1,100 square feet

Scope of Study

The objective of this Parking Master Plan is to establish that the 392 on-site parking stalls will provide sufficient parking for the proposed multi-family development.

This Parking Master Plan calculates the number of parking spaces required for the proposed development based on the City of Scottsdale Code, the ITE Parking Generation, and the ULI Shared Parking. Additionally, parking occupancy data collected near Broadstone Waterfront is analyzed, and a discussion regarding recent parking trends and findings is provided.

Surrounding Area

The study area is located in the City of Scottsdale, Arizona. The proposed development is bordered by McDowell Road to the south, 70th Street to the west, multi-family residential to the north, and an automotive sales dealership to the east. See [Figure 1](#) for a vicinity map.



3. Proposed Development

The study area is located in the City of Scottsdale, Arizona, approximately two and one-half miles west of State Route Loop 101 (SR 101L) and 2 miles north of State Route Loop 202 (SR 202L). The proposed site will be located on the northeast corner of McDowell Road and 70th Street.

The proposed development will include the following land uses:

- Multi-Family Residential 267 units
 - 52 studio units
 - 150 one-bedroom units
 - 65 two-bedroom units
- Office 3,300 square feet
- Retail 1,100 square feet

See **Figure 2** and **Appendix A** for the proposed site plan.

Proposed Parking

The proposed Southdale development will provide a total of 392 parking stalls. The 392 total parking stalls will be provided via a mixture of garage and surface stalls.



4. City of Scottsdale Required Parking

The proposed Southdale mixed-use development will include the following land uses:

- Multi-Family Residential 267 units
 - 52 studio units
 - 150 one-bedroom units
 - 65 two-bedroom units
- Office 3,300 square feet
- Retail 1,100 square feet

Shared Parking Requirements

Table 9.103.A entitled *Schedule of Parking Requirements* within the City of Scottsdale Code of Ordinances provides the general parking requirements. The following categories and vehicle parking ratio minimums are relevant to the proposed Southdale development:

Mixed-Use Developments

- Dwellings, Multiple-Family
 - Efficiency 1.25 per dwelling unit
 - 1-Bedroom 1.30 per dwelling unit
 - 2-Bedroom 1.70 per dwelling unit
- Nonresidential area 1 per 325 sf of gross floor area (GFA)

Applying these rates to the proposed Southdale development results in the following parking requirement, see [Table 1](#).

Table 1 – City of Scottsdale Parking Requirement

Use	Rate	Quantity	Units	Parking Stalls
Dwellings, Multiple-Family	1.25 Per each Efficiency Unit	52	Dwelling Units	65
	1.3 Per each 1 Bedroom	150	Dwelling Units	195
	1.7 Per each 2 Bedroom	65	Dwelling Units	111
Non-Residential Area	1 Per 325 SF GFA	4,400	Square Feet	14
Total				385

Table 9.104.A entitled *Schedule of Shared Parking Calculations* within the City of Scottsdale Code of Ordinances provides shared use parking requirements for seven land use categories based upon a time of day. Residential, retail, and office land uses are among these categories. See [Table 2](#) for the



parking percentages for the three land uses broken down by weekday and weekend and hours of the day.

Table 2 – Scottsdale Shared Parking Percentages

General Land Use Classification	Weekday			Weekend		
	12 am - 7 am	7 am - 6 pm	6 pm - 12 am	12 am - 7 am	7 am - 6 pm	6 pm - 12 am
Residential	100%	55%	85%	100%	65%	75%
Retail	0%	100%	80%	0%	100%	60%
Office and industrial	5%	100%	5%	0%	60%	10%

Applying the percentages, shown in **Table 2** to the parking requirements shown in **Table 1** results in the shared parking requirement, shown in **Table 3** below:

Table 3 – Scottsdale Shared Parking Calculations

General Land Use Classification	Weekday			Weekend		
	12 am - 7 am	7 am - 6 pm	6 pm to 12 am	12 am - 7 am	7 am - 6 pm	6 pm to 12 am
Residential	371	205	316	371	242	279
Residential Total	371	205	316	371	242	279
Retail	0	4	4	0	4	3
Office	1	10	1	0	6	1
Amenities Total	1	14	5	0	10	4
Total	372	219	321	371	252	283
Difference From Provided	20	173	71	21	140	109
% Difference	5.4%	79.0%	22.1%	5.7%	55.6%	38.5%

Based on the City of Scottsdale Zoning Ordinance's Shared Parking Calculations, the 392 parking stalls provided, represents a surplus of 20 (5.4%) parking stalls for the proposed development.

Conclusion:

Using the City of Scottsdale Code of Ordinance's shared parking requirements, a maximum parking demand of 372 parking spaces are required. Therefore, the proposed Southdale development meets and exceeds the City of Scottsdale shared parking requirements.

The peak parking demand occurs on weekdays between midnight and 7:00 am. During the daytime hours, from 7:00 am to 6:00 pm on weekdays, there is a **surplus of 173 parking stalls**. While weekday evenings from 6:00 pm to midnight when residents may anticipate guests and visitors, there is a **surplus of 71 parking stalls**. Additionally, on weekends between the hours of 7:00 am and



midnight there are a minimum **surplus of 109 parking stalls** available for guests and visitors, while also providing with a **surplus of 21 parking stalls** between the hours of midnight and 7:00 am.



CITIZEN REVIEW & NEIGHBORHOOD INVOLVEMENT REPORT

Southdale

June 12, 2020

Overview

This Citizen Review Report is being performed in association with a request for a Zoning District Map Amendment from C-3 to PUD on an approximately 4.7+/- acre site located at 7000 E. McDowell Road. The proposed project would result in a new residential community, neighborhood urban market/café, and the corporate office space for the developer (Hawkins Companies). This proposal is in conformance with the City's General Plan land use designation of Mixed-Use Neighborhoods. This Citizen Review Report will be updated throughout the process.

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

Community Involvement

The outreach team has been communicating with neighboring property owners, HOA's, and community members by telephone, one-on-one meetings, and door-to-door outreach since January 2020. Prior to the COVID-19 outbreak, the outreach team visited **over 280 residential neighbors** to get their feedback on the project. A majority of this feedback was favorable to this proposal.

Surrounding property owners, HOAs and other interested parties were noticed via first class mail regarding the project and provided information on a Virtual Open House that was held on Wednesday, June 3, 2020. The distribution of this notification **EXCEEDED** the City's 750' radius mailing requirements as specified in the Citizen Review Checklist. An online video presentation of the project was provided as well as an opportunity

for neighbors to provide comments/questions by phone or by email to the development team. The website and its accessibility date/time were posted on the Early Notification Sign on the property and the video presentation was available for longer than the advertised time. There were 93 views of the video and one neighbor posted the video link on NextDoor noting his support of the proposal. Follow up comments received by the development team were positive about the project.

The development team will continue to be accessible by phone and email subsequent to the Virtual 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 matter. Again, the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project.

Attachments:

Draft Notification Letter
Notification Letter
Notification List



CITIZEN REVIEW & NEIGHBORHOOD INVOLVEMENT REPORT

Southdale
April 9, 2020

Overview

This Citizen Review Report is being performed in association with a request for a Zoning District Map Amendment from C-3 to PUD on an approximately 4.7+/- acre site located at 7000 E. McDowell Road. The proposed project would result in a new residential community, neighborhood urban market/café, and the corporate office space for the developer (Hawkins Companies). This proposal is in conformance with the City's General Plan land use designation of Mixed-Use Neighborhoods. This Citizen Review Report will be updated throughout the process.

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

Community Involvement

The outreach team has been communicating with neighboring property owners, HOA's, and community members by telephone, one-on-one meetings, and door-to-door outreach since January 2020. Prior to the COVID-19 outbreak, the outreach team visited **over 280 residential neighbors** to get their feedback on the project. A majority of this feedback was favorable to this proposal. Members of the outreach team will continue to be available to meet with any neighbors who wish to discuss the project. Additionally, they will be contactable via telephone and/or e-mail to answer any questions relating to the project.

Surrounding property owners, HOAs and other interested parties will be noticed via first class mail regarding the project. The distribution of this notification will **EXCEED** the City's 750' radius mailing requirements as specified in the Citizen Review Checklist. This notification will contain information about the project, as well as contact information. This contact person will provide, as needed, additional information and the opportunity to give feedback. The notification will also contain information regarding a virtual neighborhood Open House for those who wish to learn more about the project. The virtual open house will be an on line presentation of the project and will provide an opportunity for neighbors to provide comments to the development team and ask questions. The website and its accessibility will be posted on an Early Notification Sign on the property. The development team will continue to be accessible by phone and email subsequent to the virtual Open House to insure 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 matter. Again, the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project.

Attachments:

Draft Notification Letter

Notification List



April 9, 2020

Dear Neighbor:

We are pleased to tell you about an upcoming request (225-PA-2020) by Hawkins Companies to develop a new mixed-use project consisting of approximately 267 multi-family residences, a neighborhood urban market/café, and corporate office space for Hawkins Companies to relocate their offices on the 4.7+/- acre parcel located at the northeast corner of McDowell Road and 70th Street (7000 E. McDowell Road). The request is for a Zoning District Map Amendment to rezone from C-3 (Highway Commercial) to PUD (Planned Unit Development). Currently this site is occupied by Scottsdale Christian Church and Berghoff Design Group's offices and truck storage. This proposal is in conformance with the City of Scottsdale's General Plan land use designation of Mixed-Use Neighborhoods.

Given the COVID-19 outbreak and our desire to keep everyone safe and healthy, we are inviting you to attend a Virtual Open House to discuss this proposal. We will have an online presentation available on April 9, 2020. To access this presentation, please go to www.technical-solutions.com. In addition, a graphic depicting our proposal is included with this mailing.

Once you have had a chance to view the presentation, if you have comments or questions, please feel free to contact the neighborhood outreach team at 602-957-3434 or info@technical-solutions.com and a member of the team will respond to you promptly.

If you are unable to access the virtual open house on line, please contact the neighborhood outreach team at 602-957-3434 or info@technical-solutions.com and we will be happy to provide you information about the proposal. The City of Scottsdale Project Coordinator for the project is Greg Bloemberg, who can be reached at 480-312-4306 or GBloemberg@ScottsdaleAZ.gov.

Thank you.

Sincerely,

Susan Bitter Smith
President



Molly Harding
6816 E. Almeria Road
Scottsdale, AZ
85257

March 7, 2020

Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

I am writing this letter to urge your support for the proposed Southdale project on McDowell Road and 70th Street. I strongly support this exciting project due to its close proximity to Downtown Scottsdale, Downtown Phoenix, Tempe and numerous attractions that will interest future residents. This development will also bring benefits to the existing neighbors with the URBO Market and public pocket park.

Please vote yes for this excellent project.

Sincerely,

D

March 6, 2020

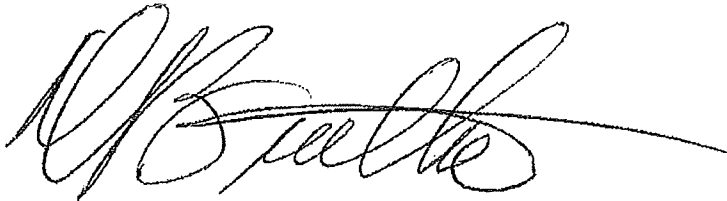
Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

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Please vote yes for this excellent project.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Burnette', with a long horizontal flourish extending to the right.

David Burnette
6917 E. Granada Rd.
Scottsdale, Az

Winnifred L. Hebert

6814 E Lyra Dr
Scottsdale, AZ
85257

March 9, 2020

Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

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Please vote yes for this excellent project.

Sincerely,

Winnifred L. Hebert
6814 E LYRA DR
SCOTTSDALE AZ 85257

Brittney Johnson
7031 E Loma Land Drive
Scottsdale, Arizona 85257

March 12, 2020

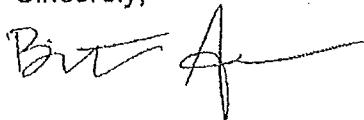
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City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

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Please vote yes for this excellent project.

Sincerely,

A handwritten signature in black ink, appearing to read "Brittney Johnson", with a long horizontal flourish extending to the right.

ALFREDO GARCIA
6820 E. LOMA LAND DRIVE
SCOTTSDALE, AZ 85257

March 7, 2020

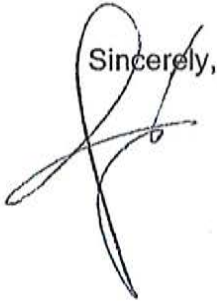
Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

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Please vote yes for this excellent project.

Sincerely,

A handwritten signature in black ink, appearing to be 'A. Garcia', written over the word 'Sincerely,'.

*Todd LeBaron
6906 E. Orion Dr.
Scottsdale, Arizona 85257*

• • • • •

March 6, 2020

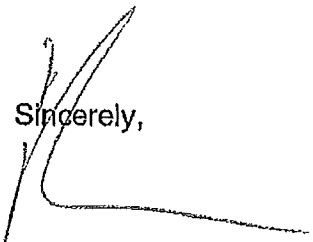
Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

I am writing this letter to urge your support for the proposed Southdale project on McDowell Road and 70th Street. I strongly support this exciting project due to its close proximity to Downtown Scottsdale, Downtown Phoenix, Tempe and numerous attractions that will interest future residents. This development will also bring benefits to the existing neighbors with the URBO Market and public pocket park.

Please vote yes for this excellent project.

Sincerely,



• • • • •

R. Vaughn - 6937 East Coronado - Scottsdale, Arizona - 85257



March 14, 2020

Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

I am writing this letter to urge your support for the proposed Southdale project on McDowell Road and 70th Street. I strongly support this exciting project due to its close proximity to Downtown Scottsdale, Downtown Phoenix, Tempe and numerous attractions that will interest future residents. This development will also bring benefits to the existing neighbors with the URBO Market and public pocket park.

Please vote yes for this excellent project.

Sincerely,

A handwritten signature in black ink, appearing to be 'R. Vaughn'.



WM Gil
6921 E. Coronado
Scottsdale, AZ 85257

March 15, 2020

Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

As a resident of Scottsdale, I feel it is my duty to encourage you to support the proposed Southdale development on 70th Street and McDowell. This project will certainly enhance the area with neighborhood friendly amenities and reduce the impact of the current intense commercial zoning. In addition, the developer has been thoughtful by providing larger setbacks and more open space than required.

Please vote in support of this exciting project. I look forward to seeing this project completed.

Sincerely,



March 15, 2020

Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

I want to express my support for the proposed Southdale project at 70th Street and McDowell Road. This project will bring in new residential units, great new conveniences with the neighborhood market and public park and relocate a business to Scottsdale. I believe this will be a great addition for the community while enhancing the area.

Please vote in favor of this wonderful project.

Sincerely,

A handwritten signature in cursive script that reads "Michaela Riches". The signature is written in dark ink and is positioned below the "Sincerely," text.

Michaela Riches
1708 E. 69th Street
Scottsdale, Arizona

Edgar Mucquiz
6931 E Palm Lane
Scottsdale, Arizona 85257

March 14, 2020

Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

As a resident of Scottsdale, I feel it is my duty to encourage you to support the proposed Southdale development on 70th Street and McDowell. This project will certainly enhance the area with neighborhood friendly amenities and reduce the impact of the current intense commercial zoning. In addition, the developer has been thoughtful by providing larger setbacks and more open space than required.

Please vote in support of this exciting project. I look forward to seeing this project completed.

Sincerely,

Edgar Mucquiz

Mr. Bill Kurasz
1910 N 69th Place
Scottsdale, Arizona

March 14, 2020

Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

I want to express my support for the proposed Southdale project at 70th Street and McDowell Road. This project will bring in new residential units, great new conveniences with the neighborhood market and public park and relocate a business to Scottsdale. I believe this will be a great addition for the community while enhancing the area.

Please vote in favor of this wonderful project.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bill Kurasz", followed by a small flourish or checkmark.



Ross Prejein
6927 E Palm Ln.
Scottsdale, Arizona 85257

March 18, 2020

Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

I am writing this letter to urge your support for the proposed Southdale project on McDowell Road and 70th Street. I strongly support this exciting project due to its close proximity to Downtown Scottsdale, Downtown Phoenix, Tempe and numerous attractions that will interest future residents. This development will also bring benefits to the existing neighbors with the URBO Market and public pocket park.

Please vote yes for this excellent project.

Sincerely,

From the Desk of
ROY O'DONNELL
6940 E Coronado Rd
Scottsdale AZ

March 14, 2020

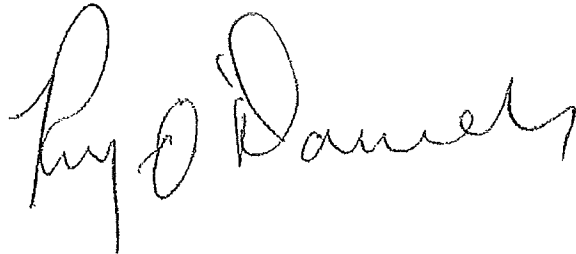
Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

As a resident of Scottsdale, I feel it is my duty to encourage you to support the proposed Southdale development on 70th Street and McDowell. This project will certainly enhance the area with neighborhood friendly amenities and reduce the impact of the current intense commercial zoning. In addition, the developer has been thoughtful by providing larger setbacks and more open space than required.

Please vote in support of this exciting project. I look forward to seeing this project completed.

Sincerely,

A handwritten signature in black ink, reading "Roy O'Donnell". The signature is fluid and cursive, with the first name "Roy" and last name "Donnell" clearly legible. The "O" in "Donnell" is written as a large loop.



Mr. Scott Morrissey
7002 East Willetta Street
Scottsdale, AZ

March 6, 2020

Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

I want to express my support for the proposed Southdale project at 70th Street and McDowell Road. This project will bring in new residential units, great new conveniences with the neighborhood market and public park, and relocate a business to Scottsdale. I believe this will be a great addition for the community while enhancing the area.

Please vote in favor of this wonderful project.

Sincerely,

A handwritten signature in black ink, appearing to be "S.M.", followed by a long horizontal line extending to the right.

*Mr. and Mrs. David & Leslie Canham
1576 N 68th Place
Scottsdale, Arizona
85257*

March 9, 2020

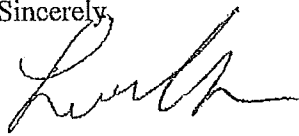
Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

As a resident of Scottsdale, I feel it is my duty to encourage you to support the proposed Southdale development on 70th Street and McDowell. This project will certainly enhance the area with neighborhood friendly amenities and reduce the impact of the current intense commercial zoning. In addition, the developer has been thoughtful by providing larger setbacks and more open space than required.

Please vote in support of this exciting project. I look forward to seeing this project completed.

Sincerely,

A handwritten signature in dark ink, appearing to read "David Canham", written in a cursive style.

Wendy & TJ Jiran
6858 E. Orion Dr.
Scottsdale, AZ 85257

March 6, 2020

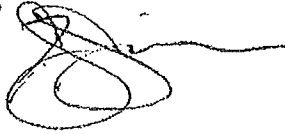
Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

As a resident of Scottsdale, I feel it is my duty to encourage you to support the proposed Southdale development on 70th Street and McDowell. This project will certainly enhance the area with neighborhood friendly amenities and reduce the impact of the current intense commercial zoning. In addition, the developer has been thoughtful by providing larger setbacks and more open space than required.

Please vote in support of this exciting project. I look forward to seeing this project completed.

Sincerely,

A handwritten signature in black ink, consisting of a large, stylized 'W' and 'J' intertwined, followed by a horizontal line extending to the right.



Steve Hoffman
7038 E Willetta
Scottsdale, Arizona

March 12, 2020

Mayor and City Council Members
City of Scottsdale
3939 N Drinkwater
Scottsdale, AZ 85251

Dear Mayor and Council:

As a resident of Scottsdale, I feel it is my duty to encourage you to support the proposed Southdale development on 70th Street and McDowell. This project will certainly enhance the area with neighborhood friendly amenities and reduce the impact of the current intense commercial zoning. In addition, the developer has been thoughtful by providing larger setbacks and more open space than required.

Please vote in support of this exciting project. I look forward to seeing this project completed.

Sincerely,

Bloemberg, Greg

From: Castro, Lorraine
Sent: Thursday, September 10, 2020 8:29 AM
To: Bloemberg, Greg
Subject: FW: Planning Commission Public Comment (response #175)

From: PlanningCommission@ScottsdaleAZ.gov <PlanningCommission@ScottsdaleAZ.gov>
Sent: Thursday, September 10, 2020 8:26 AM
To: Castro, Lorraine <Lcastro@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #175)

Planning Commission Public Comment (response #175)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	https://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	9/10/2020 8:24:55 AM

Survey Response

AGENDA ITEM	
What agenda item are you commenting on?	Southdale
COMMENT	
Comment:	I am encouraged by the development in the area. Please consider adding restaurants to this project. There is currently not enough hip, cool dining spots in the area and it would be great to include in this project.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Kyle Miller

Bloemberg, Greg

From: Curtis, Tim
Sent: Wednesday, September 09, 2020 6:23 PM
To: Bloemberg, Greg
Cc: Castro, Lorraine
Subject: FW: Planning Commission Public Comment (response #174) Southdale

From: PlanningCommission@ScottsdaleAZ.gov <PlanningCommission@ScottsdaleAZ.gov>
Sent: Wednesday, September 09, 2020 6:07 PM
To: Curtis, Tim <tcurtis@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #174)

Planning Commission Public Comment (response #174)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	https://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	9/9/2020 6:06:11 PM

Survey Response

AGENDA ITEM	
What agenda item are you commenting on?	Case Number 5-ZN-2020
COMMENT	
Comment:	Please have the overall project height reduced and increase the amount of commercial space available for this project. Height – this is excessively tall for the surrounding area, at over 60 feet when considering the mechanical on roof. This will block views and further create a "wall of buildings" along this stretch of McDowell Road. Commercial Space - This is essentially four-story apartment complex with a meaningless amount of commercial. With all the other multi-family developments in the immediate area, this

	project continues to saturate with housing but little to no commercial/retail space in the area.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Rich Thompson
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	rich0226@yahoo.com
Phone:	(480) 220-7410
Address:	6818 E Orion Dr, Scottsdale 85257
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

From: [Ahab Salam](#)
To: [Projectinput](#)
Subject: Case Number: 5-ZN-2020 / Case Number: Southdale
Date: Friday, May 01, 2020 10:27:54 AM

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

Hello,

My name is Ahab Salam a South Scottsdale native and I currently live at 6931 E Granada Rd Scottsdale AZ 85257. I received notification of a "New 4-Story 267 Unit Multi-Family Development" Request for zoning amendment. I'm sure you can guess what I am oppose to.... Yes, 4 story apartment building. I would greatly appreciate you reconsidering rezoning the current height restrictions. I can go on and on and rant about how the city does not listen or how working people don't have enough time to voice our opinion but I ask you have consideration and respect.

A 4 story 267 Multi-Family apartment building is not adequate for the neighborhood. I grew up in South Scottsdale and went to Yavapai, Supai and Coronado and if you are from the area we, you would know we had more schools and grocery stores with less people. I understand the theory of high density living but enough is enough. I don't oppose apartments but no way should they be 4 stories. Please keep some integrity in our community and keep the height restriction as is! Also, Let's keep some unification and respect for the neighborhood and it's residents.. Somehow we as residents are not as important as the investors that have time to show up at the City planning Dept and City Council meetings smoothing. Seriously enough is enough.

Thank you for listening and your consideration!



Ahab Salam
ASEA Certified Escrow Officer

This message may contain confidential or proprietary information intended only for the use of the addressee(s) named above or may contain information that is legally privileged. If you are not the intended addressee, or the person responsible for delivering it to the intended addressee, you are hereby notified that reading, disseminating, distributing or copying this message is strictly prohibited. If you have received this message by mistake, please immediately notify us by replying to the message and delete the original message and any copies immediately thereafter.

If you received this email as a commercial message and would like to opt out of future commercial messages, please let us know and we will remove you from our distribution list.

Thank you.~

FAFLD

From: [Adam King](#)
To: [Projectinput](#)
Subject: Project Input 7000 E. McDowell Road - 5-ZN-2020
Date: Monday, May 11, 2020 11:25:54 AM

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

To Whom it May Concern,

Hi, I received the postcard to my house (on Hubbell and 68th street) regarding this project on McDowell road. There has been a lot of development along the McDowell corridor which I believe overall is good. Currently the McDowell corridor has multiple construction projects that are ongoing. I believe it to be foolish to approve yet another multi-family project when there are already three currently under construction. Infrastructure and roadways have not been updated recently and the McDowell and Scottsdale intersection as well as the 68th and McDowell intersections are some of the deadliest and most congested intersections in Scottsdale.

Expansion is good, but there is a plethora of commercial space on Scottsdale road that is usable.

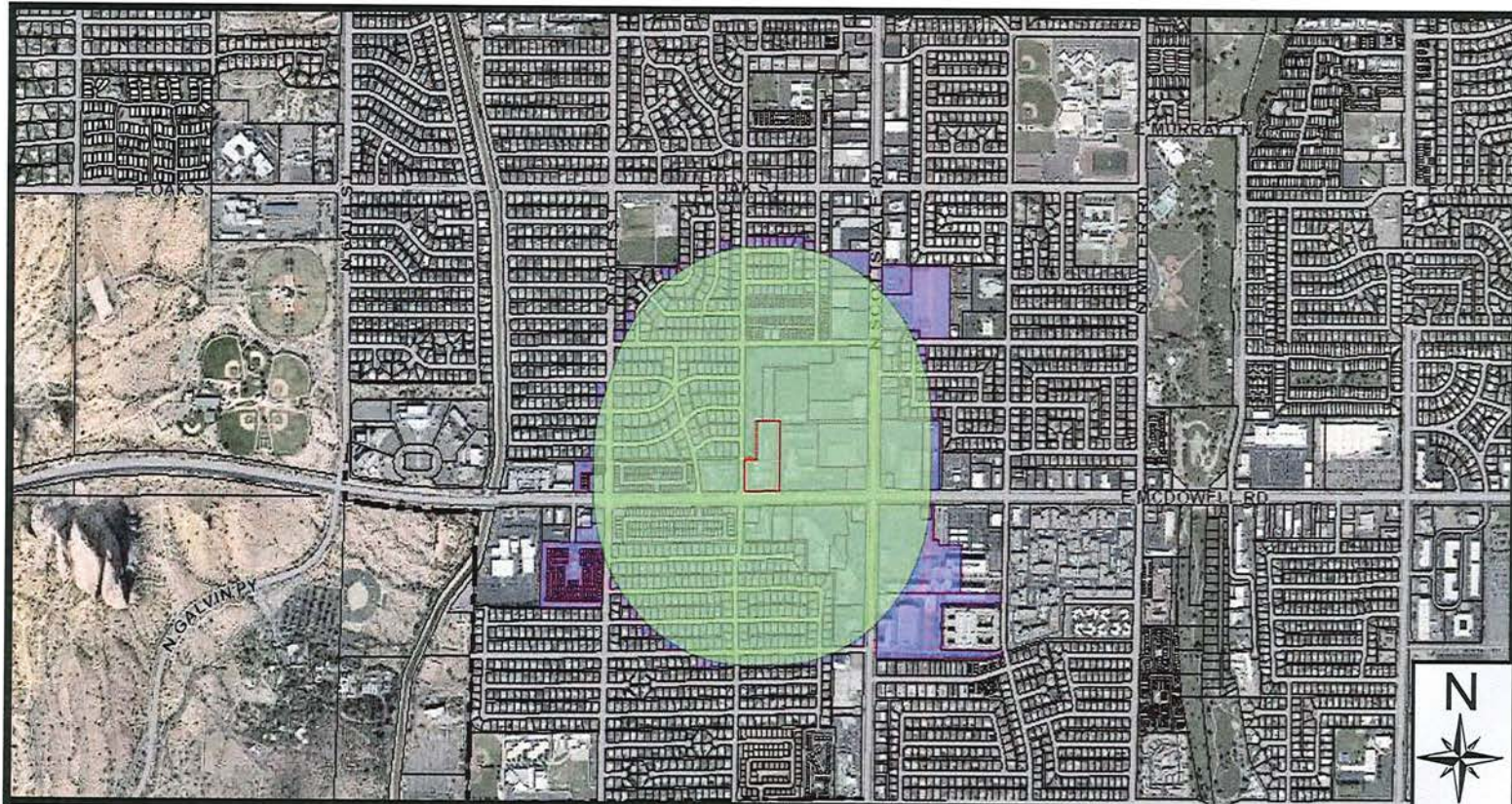
A 4-story structure on a lot as small as this is, when the tallest building in the surrounding area is 3 stories is a travesty as well.

In conclusion I believe that there are too many units that have recently been added along the McDowell corridor that need to be completed before another complex is constructed. The current plan has too many units and the building is too tall.

--

Adam King
Mechanical Design Engineer
(480) 338-4993
aking479@gmail.com

City Notifications – Mailing List Selection Map



Additional Notifications:

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

Pulled Labels
 April 21, 2020

Map Legend:



Site Boundary



Properties within 1,500-feet

Postcards: 709

5-ZN-2020



**SCOTTSDALE DEVELOPMENT REVIEW BOARD
REMOTE ELECTRONIC MEETING
Thursday, September 3, 2020**

DRAFT SUMMARIZED MEETING MINUTES

PRESENT:

Suzanne Klapp, Councilmember
William Scarbrough, Vice Chair
Paul Alessio, Planning Commissioner
Joe Young, Design Member
Shakir Gushgari, Design Member
Doug Craig, Design Member

ABSENT:

Michal Ann Joyner, Development Member

STAFF:

Brad Carr
Joe Padilla
Melissa Berry
Brian Hancock
Greg Bloemberg

CALL TO ORDER

Councilwoman Klapp called the meeting of the Development Review Board to order at 1:00 PM.

ROLL CALL

A formal roll call was conducted confirming members present as stated above.

ADMINISTRATIVE REPORT

1. Identify supplemental information, if any, related to September 3, 2020 Development Review Board agenda items, and other correspondence.

* Note: These are summary action minutes only. A complete copy of the meeting audio/video is available on the Development Review Board website at:
http://scottsdale.granicus.com/ViewPublisher.php?view_id=36

MINUTES

2. Approval of the August 20, 2020 Development Review Board Meeting Minutes.

BOARD MEMBER YOUNG MOVED TO APPROVE THE AUGUST 20, 2020 DEVELOPMENT REVIEW BOARD MEETING MINUTES, 2ND BY BOARD MEMBER GUSHGARI. THE MOTION CARRIED UNANIMOUSLY IN FAVOR BY VICE CHAIR SCARBROUGH, COMMISSIONER ALESSIO, BOARD MEMBERS GUSHGARI, YOUNG, AND CRAIG WITH COUNCILWOMAN KLAPP DECLINING TO VOTE WITH AN AYE VOTE OF FIVE (5) TO ZERO (0).

REGULAR AGENDA

3. [5-ZN-2020 \(Southdale\)](#)

Pursuant to the requirements of the Planned Unit Development (PUD) zoning district, the applicant is requesting a review by the Development Review Board with a subsequent recommendation to the Planning Commission and City Council regarding the Development Plan and proposed amended development standards for a proposed zoning district map amendment from Highway Commercial (C-3) to PUD zoning for a new 4-story mixed-use development, consisting of 267 residential units and 4,400 square feet of commercial floor area, on a +/- 4.7-acre site.

7000 E. McDowell Road

Nelsen Architects, Inc. – Architect/Designer

BOARD MEMBER YOUNG MOVED TO RECOMMEND APPROVAL OF THE DEVELOPMENT PLAN AND PROPOSED AMENDED DEVELOPMENT STANDARDS TO PLANNING COMMISSION AND CITY COUNCIL WITH A STIPULATION THAT THE APPLICANT WORK WITH STAFF TO DEVELOP ALTERNATIVE SCREENING METHODS ON THE WEST PROPERTY LINE WITHOUT MOVING THE PROPOSED BUILDING SETBACK LINE, 2ND BY VICE CHAIR SCARBROUGH. THE MOTION CARRIED UNANIMOUSLY IN FAVOR BY COUNCILWOMAN KLAPP, VICE CHAIR SCARBROUGH, COMMISSIONER ALESSIO, BOARD MEMBERS GUSHGARI, YOUNG, AND CRAIG WITH AN AYE VOTE OF SIX (6) TO ZERO (0).

ADJOURNMENT

With no further business to discuss, the regular meeting of the Development Review Board adjourned at 2:20 PM.