

CITY COUNCIL REPORT



Meeting Date: December 12, 2018
 General Plan Element: *Land Use*
 General Plan Goal: *Create a sense of community through land uses*

ACTION

Papago Plaza 6-ZN-2018

Request to consider the following:

1. Adopt Ordinance No. 4377 approving a Zoning District Map Amendment from Highway Commercial (C-3) to Planned Community (P-C) District zoning, utilizing the P-C comparable Planned Regional Center (PRC) District, including adopting a development plan and amended PRC development standards on a +/-11-acre site located on the southwest corner of McDowell and Scottsdale Road (APN: 129-12-001Y and 129-12-001K).
2. Adopt Resolution No. 11326 declaring the document titled "Papago Plaza Rezoning and Development Plan" to be a public record.

Goal/Purpose of Request

The applicant seeks approval to rezone the subject site from C-3 to P-C, utilizing the P-C comparable PRC zoning district to regulate development, to allow for redevelopment of the site into a mixed-use project.

Key Items for Consideration

- P-C District Findings
- Compliance with Southern Scottsdale Character Area Plan (SSCAP) Goals and Policies
- Redevelopment and revitalization of an underutilized site within a General Plan designated Growth Area
- Use mix includes pad buildings for destination restaurants and a neighborhood grocer, both identified as needs by the surrounding community
- Significant frontage (approximately 850 feet) along the City's signature corridor (Scottsdale Road)
- Amendments to PRC development standards will bring building height and massing closer to single-family residential west and south of the site
- Increase in allowed residential floor area from 50% of non-residential floor area (base allowance



per PRC district) to 360% of non-residential floor area

- Proposal includes a drive-thru lane in close proximity to the intersection of Scottsdale Road & McDowell Road; minimizes frontage open space adjacent to Scottsdale Road
- Stipulation #4 provides reasonable assurance that the commercial portions of the proposed mixed-use project will development in a timely manner
- Stipulation #17 would require slight modification of the site plan to accommodate relocation of the easternmost driveway on E. McDowell Road
- Project interaction with Scottsdale Road frontage
- Public comment received
- Development Review Board heard case on 11/1/18 and recommended approval of the amended PRC development standards by a vote of 7-0
- Planning Commission heard this case on 11/14/18 and recommended approval with a 5-0 vote

OWNER

Papago Marketplace LLC
480-823-4478

APPLICANT CONTACT

JASON MORRIS
WITHEY MORRIS, PLC
602-230-0600

LOCATION

7115 E McDowell Rd and 1530 N. Scottsdale Road

BACKGROUND

General Plan

The Land Use Element of the General Plan designates the subject site as Mixed-Use Neighborhoods, which includes higher density residential, office and retail uses generally located in areas having access to multiple modes of transportation. 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 site is located within the boundary of the Southern Scottsdale Character Area Plan, a policy document that offers guidance to the community regarding future growth and development

decisions within the area of the City south of Indian Bend Road, excluding downtown. One of the overarching themes of the plan for this area is to encourage redevelopment and revitalization. The subject site is located within what the Plan designates as a Regional Center - specific locations within Southern Scottsdale 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 “dining, employment, business incubation, technology and innovation services, entertainment, higher density vertical mixed-use residential, office, commercial, and retail development”.

Zoning

The site was annexed into the City in 1956 (Ord. #34) and assigned C-3 zoning. Other than adoption of the Los Arcos Redevelopment Area for the McDowell Corridor (now expired), there has been no zoning activity on the site since annexation.

Context

The subject property is located at the southwest corner of N. Scottsdale Road and E. McDowell Road, and is situated in an area with a variety of uses; including single-family residential and mixed-use (Skysong). Please refer to context graphics attached.

Adjacent Uses and Zoning

- North: Vehicle sales (zoned C-3), and bank (zoned C-S)
- South: Single-family residential (zoned R1-7), and restaurant (zoned C-3)
- East: Mixed-Use, zoned P-C
- West: Single-family Residential, zoned R1-7

Other Related Policies, References:

- Scottsdale General Plan 2001, as amended
- Southern Scottsdale Character Area Plan (2010)
- McDowell Road Streetscape Design Guidelines
- Scottsdale Road Streetscape Design Guidelines
- Zoning Ordinance

APPLICANTS PROPOSAL

Development Information

Currently, the subject site is occupied by a commercial center originally constructed in 1960. The center is almost completely vacant and would be demolished to make way for the proposed project; which consists of a potential mix of uses including multi-family residential, travel accommodations, restaurants and a neighborhood grocer. To accommodate the vertical mixed-use and urban character of the project, the applicant has opted to rezone the site from its current zoning of C-3, which is more of a suburban zoning district, to P-C. The P-C zoning district allows applicants to select what is referred to as a “P-C comparable” zoning district to regulate development on the site. In this case, the applicant has selected the PRC district; which is most conducive to the proposed use mix and project intensity. Both the P-C and PRC districts allow applicants to request amendments to

site development standards to encourage creativity of development and to maximize site potential for parcels that are appropriate for horizontal and vertical mixed-use development. The applicant is requesting amendments to the building setback, building stepback, minimum open space and floor area ratio development standards as part of this application.

Site design features a single north/south drive aisle that serves as the focal point for the commercial portion of the project and connects vehicular traffic from the intersection of N. Scottsdale Road and E. Skysong Blvd. to E. McDowell Road. Adjacent to the drive aisle is a linear courtyard that serves as the primary gathering spot for the project and a drop-off for the proposed hotel. Per the applicant's narrative, this drive aisle could potentially be closed off to serve as a special event venue. The majority of vehicular parking for both the commercial component and the residential component is provided in two above-ground garages; though some surface parking is also proposed internal to the residential and along the main drive aisle. The main component of the site plan is the apartment complex, which will have two gated entry points, one off E. McDowell Road and one internal to the site off the main drive aisle at the south end of the complex. In addition to structured parking, the residential component includes 112 surface parking spaces that can be used by guests as well as residents.

- Existing Use: Multi-tenant commercial center
- Proposed Use: Mixed-Use
- Parcel Size: +/- 13.5 acres (gross), +/- 11 acres (net)
- Building Height Allowed: 60 feet (exclusive of rooftop appurtenances), up to 90 feet with PRC bonuses
- Building Height Proposed: 65 feet (inclusive of rooftop appurtenances)
- Parking Required: 399 spaces for the residential, 293 spaces for non-residential, (692 spaces total)
- Parking Provided: 744 spaces
- Open Space Required: 95,859 square feet
- Open Space Provided: 110,262 square feet
- Frontage Open Space Required: 23,964 square feet
- Frontage Open Space Provided: 39,572 square feet
- Floor Area Ratio Allowed: 0.8 (non-residential), residential: 50% of non-density-based uses
- Floor Area Ratio Proposed: 0.25 (non-residential), residential: 360% of non-density-based uses
- Density Allowed: 21 units per acre
- Density Proposed: 20.2 units per acre

IMPACT ANALYSIS

Land Use

The proposed mix of uses responds to a community need in this area by providing an opportunity for destination restaurants and a neighborhood grocer. Additionally, the proposed hotel provides travel accommodations that should also serve a need for the area; particularly in light of the fact that the Skysong project across the street, once built out, will eventually be home to approximately 1.2 million square feet of office uses. The site’s proximity to Papago Park, Phoenix Zoo, and Desert Botanical Garden also strengthen the justification for travel accommodations at this location.

The proposal responds favorably to the SSCAP by reinvesting in an underutilized commercial property and providing a diversity of housing options for southern Scottsdale residents. The site is located within the SSCAP-designated Skysong Regional Center and abuts two Regional Corridors (N. Scottsdale Road and E. McDowell Road). Development within the Skysong Regional Center area should *focus on dining, employment, business incubation, technology and innovation services, entertainment, higher density vertical mixed-use residential, office, commercial and retail development* (Goal LU 5, Policy LU 5.2.2). Additionally, development in this area should *encourage the most intense levels of reinvestment, revitalization and infill development within Regional Centers* (Goal LU 5, Policy LU 5.1).

Amended Development Standards

The P-C District allows applicants to request amendments to the site development standards of the P-C comparable zoning district when it can be demonstrated that the modifications will produce a living environment, landscape quality and lifestyle superior to that produced by the existing standards (Section 5.2102.C of the Zoning Ordinance). The proposed amendments to the P-C comparable PRC development standards are as follows:

Development Standard (Zoning Ordinance section)	PRC Requirement/Allowance	Proposed Amendment
<i>Floor Area Ratio</i> (Section 5.2606.B.2)	Dwelling Units: Maximum: Fifty (50) percent of the gross floor area of the Development Plan’s non-density-based uses	Three hundred sixty (360) percent of the gross floor area of the Development Plan’s non-density-based uses
<i>Required Open Space</i> (Section 5.2606.D.1.d.i)	Frontage Open Space minimum: 0.25 multiplied by the required open space, except as follows:	

	At least thirty (30) square feet per one linear foot of public street frontage	Twenty (20) square feet per one linear foot of public street frontage
<i>Setbacks and stepbacks adjacent to a residential district boundary (Section 5.2606.E.1.a)</i>	Setback minimum: Fifty (50) feet , measured from the residential district boundary Stepback Plane: incline at a ratio of 1:2 beginning thirty-six (36) feet above grade at the minimum setback	Thirty (30) feet, twenty (20) feet for residential uses 2 stories or less For Perimeter Segments 1-3: 1:1 beginning forty-two (42) feet above grade at the minimum setback For Perimeter Segment 4: 1:2 beginning at 42 feet
<i>Stepbacks where not adjacent to a residential district boundary (Section 5.2606.F.1.a)</i>	Front Yard. The stepback at the perimeter of the Development Plan shall incline at a ratio of 1:2 beginning thirty-six (36) feet above the property line Side and Rear Yards. The stepback at the perimeter of the Development Plan shall incline at a ratio of 2:1 beginning at thirty-six (36) feet above the property line	2:1 beginning thirty-six (36) feet above the property line 2:1 beginning forty-four (44) feet above the property line

The proposal to increase the allowable floor for residential from 50% of the non-density-based uses to 360% of the non-density-based uses results in a residential floor area that accounts for approximately 73% of the total floor area for the development; which suggests this amendment may conflict with the intent of the standard, which is to promote a balanced mix of uses. Additionally, the proposal to reduce building setbacks and stepbacks brings height and massing closer to the single-family residential neighborhood to the west and south of the project site.

PCD Findings

Pursuant to Section 5.2104 of the Zoning Ordinance, before approval or modified approval of an application for a proposed P-C District, the Planning Commission and City Council must find:

- A. That the development proposed is in substantial harmony with the General Plan, and can be coordinated with existing and planned development of surrounding areas.**

- The 2001 General Plan (Land Use Element Goal 5; Economic Vitality Element Goal 5; Neighborhoods Element Goal 4; Open Space Element Goal 1; and, Community Mobility Element Goals 10 and 11) and the Southern Scottsdale Character Area Plan (Character & Design Chapter Goals CD 2 and CD 5; Neighborhood Revitalization Goal NR 2; Community Mobility Chapter Policy CM 1.3 and Goal CM 4; Open Space & Recreation Chapter Policy OSR 2.6; and, Preservation & Environmental Planning Chapter Policy PE 1.3) emphasize the pedestrian experience, linkages within and between development sites, and how these connections interact with, and complement, open spaces. Consequently, the applicant proposes to install new 8'-wide sidewalks separated from the roadway along both McDowell and Scottsdale Roads, ensuring enhanced pedestrian comfort and realm. To create a meaningful east/west connection from the Crosscut Canal and residential neighborhoods west of Papago Plaza to the subject site, as well as on to SkySong and the Indian Bend Wash to the east, staff has stipulated that the applicant improve the following adjoining alleyways (Southern Scottsdale Character Area Plan Open Space & Recreation Policy OSR 1.5) for pedestrian and bicycle use – complete with pavement, pedestrian and bike route markings, and shielded, pole-mounted lighting:
 - The north/south alleyway located east of N 71st Street, from E Belleview Street north to the subject site;
 - The east/west alleyway located between E Willetta Street and E Loma Land Drive, from N 70th Street east to the subject site;
 - The east/west alley way located between E Loma Land Drive and E McDowell Road, from N 70th Street east to the subject site; and,
 - All alleyways that bound the subject site.
- The Southern Scottsdale Character Area Plan (Character & Design Chapter Goals CD 1, CD 2, CD 3, and CD 7) encourages redevelopment that is compatible with existing residential neighborhoods, creating landscape buffers, building transitions, and building form that both respects and engages existing development patterns. Although this proposal is for a large redevelopment project that includes building design that breaks up the building massing and bulk and landscape buffering on the eastern-portion of the site, the western portion – that which is immediately adjacent to existing single-family neighborhoods – provides minimal landscape buffering, and includes a large bulk, singular mass multifamily residential building (see Amended Development Standards discussion, below).
- The subject site is within a 2001 General Plan-designated, Growth Area. Both the General Plan (Growth Area Element Goal 1) and the Southern Scottsdale Character Area Plan (Public Services & Facilities policy PSF 3.3) encourage undergrounding powerlines when possible. The applicant's proposal includes the undergrounding of 12kV powerlines along the south and west edges of the property.
- The proposal responds favorably to the SSCAP by reinvesting in an underutilized commercial property and providing a diversity of housing options for southern Scottsdale residents. The

site is located within the SSCAP-designated Skysong Regional Center and abuts two Regional Corridors (N. Scottsdale Road and E. McDowell Road). Development within the Skysong Regional Center area should *focus on dining, employment, business incubation, technology and innovation services, entertainment, higher density vertical mixed-use residential, office, commercial and retail development* (Goal LU 5, Policy LU 5.2.2). Additionally, development in this area should *encourage the most intense levels of reinvestment, revitalization and infill development within Regional Centers* (Goal LU 5, Policy LU 5.1). Once built out, the proposed project will provide restaurants and travel accommodations that will not only serve the community but the adjacent Skysong project to the east.

B. That the streets and thoroughfares proposed are suitable and adequate to serve the proposed uses and the anticipated traffic which will be generated thereby.

- The project site abuts two streets (N. Scottsdale Road and E. McDowell Road) that are designated as Major Arterials; both of which are sufficient to handle anticipated traffic generated by the proposed project. The gated entrances proposed for the residential interrupt the continuity of internal vehicular circulation for the project; however, the north/south drive aisle proposed for the commercial component provides a signalized connection to N. Scottsdale Road at E. Skysong Blvd., as well as an outlet to E. McDowell Road. Ideally, the northernmost driveway entrance out to E. McDowell Road would be shifted to the west to prevent conflicts with the existing deceleration lane. Staff recommends the design for this driveway location be refined and relocated further to the west, consistent with Section 5-3.201 of the Design Standards and Policies Manual (DSPM).

C. The Planning Commission and City Council shall further find that the facts submitted with the application and presented at the hearing establish beyond a reasonable doubt that:

- 1. In the case of proposed residential development, that such development will constitute a residential environment of sustained desirability and stability; that it will be in harmony with the character of the surrounding area; and that the sites proposed for public facilities, such as schools, playgrounds and parks are adequate to serve the anticipated population. The Planning Commission and City Council shall be presented written acknowledgement of this from the appropriate school district, the Scottsdale Parks and Recreation Commission and any other responsible agency.**

- The residential component is proposed to be located within walking distance of the neighborhood grocer and the restaurants, and within a mile of Papago Park and the Cross-Cut Canal multi-use path; providing sustained desirability and stability in harmony with the surrounding area. The Scottsdale Unified School District has been notified of the applicant's request and has provided written confirmation that existing facilities are sufficient to accommodate the potential increase in residents.

- 3. In the case of proposed industrial or research uses, that such development will be appropriate in area, location and overall planning to the purpose intended; and that the design and development standards are such as to create an industrial environment of sustained desirability and stability.**

- No research or industrial uses are proposed as part of this application.
- 3. In the case of proposed commercial, educational, cultural, recreational and other non-residential uses, that such development will be appropriate in area, location and overall planning to the purpose intended; and that such development will be in harmony with the character of the surrounding areas.**
- The use mix along E. McDowell Road from N. 64th Street to N. Miller Road has undergone a significant transition over the years from predominantly auto sales to residential uses. Along this stretch alone, 1,015 new multi-family units have been constructed over the last 6 years (Mark-Taylor: 536 units, Skysong: 325 units and Las Aguas: 154 units). Additionally, K. Hovanian Homes is currently constructing two new subdivisions on the north and south sides of E. McDowell Road that once completed will add 163 attached single-family units. Add to that the 274 multi-family units proposed with this development and the total number of new residential units along this stretch of E. McDowell Road has the potential to be upwards of 1,452 units. This does not include 358 multi-family units proposed as part of a new mixed-use project on the Chapman BMW site (12-ZN-2018) that is currently going through the zoning process. The proposed project will introduce a much-needed commercial component that responds to community needs; including destination restaurants and a neighborhood grocer. Its proximity to the Skysong project, which is similar in intensity but consists mostly of office uses, strengthens the argument that this development will be in harmony with the surrounding area from a commercial use perspective.

Transportation/Trails

A Traffic Impact and Mitigation Analysis (TIMA) was provided by the applicant and has been accepted by the Transportation Division. Per the TIMA, the proposed project is anticipated to generate 5,093 new daily vehicle trip ends, with 242 trip ends occurring during AM peak hours and 340 new daily vehicle trip ends during PM peak hours; which represents an increase in daily trip ends of 1,227. Also per the TIMA, one on-site issue has been identified. The proposed north/south drive aisle adjacent to the commercial buildings indicates a drive aisle width of 21 feet fronting the hotel. This may or may not be appropriate for emergency vehicles; however, an alternative route is provided along the back side of the hotel to accommodate this vehicle type. Furthermore, the easternmost driveway off E. McDowell Road should be relocated further to the west to demonstrate compliance with Section 5-3.201 of the DSPM to create better separation from the intersection of N. Scottsdale Road and E. McDowell Road. No off-site vehicle capacity improvements are needed to accommodate the peak-hour traffic anticipated to be generated by the site. Refer to Attachment #7 for additional staff analysis.

Water/Sewer

Preliminary Basis of Design (BOD) Reports for water and sewer were submitted for review by the City's Water Resources Division. The water BOD has been accepted; however, as of the date of this report, capacity for sewer has not been confirmed and acceptance of the sewer BOD is pending.

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

Scottsdale Unified School District has been notified of the applicant's request and has confirmed there are adequate facilities to accommodate the projected number of residents that may be generated by this request.

Open Space

The applicant has selected the P-C comparable PRC zoning district to dictate development and site design for the proposed project. The PRC district is intended to provide an opportunity for vertical and horizontal mixed-use development with more of an urban setting. The open space for the proposed project is distributed evenly throughout the site, with a linear courtyard proposed along the main internal north/south drive aisle that is intended to provide a focal point for the project and gathering space for pedestrians. The applicant has also identified a stretch of the main drive aisle that can be closed and serve as an extension of the courtyard for special events.

Consistent frontage open space is provided on both street frontages, except near the intersection of N. Scottsdale Road and E. McDowell Road on the N. Scottsdale Road frontage. At this location, the frontage open space narrows considerably to accommodate a proposed drive-thru lane for a future restaurant. If the drive-thru lane remains, staff is recommending that the building square footage be reduced, or the site design at this location altered to shift the drive-thru lane further to the west to strengthen the Scottsdale Road frontage open space and provide additional buffering of the drive-thru lane from pedestrians on N. Scottsdale Road. As an alternative, the drive-thru lane could be eliminated and the building restricted to a sit-down establishment.

Community Involvement

Property owners within 750 feet of the site, as well as those on the Interested Parties List, were notified of the applicant's request in writing by both the applicant and the City, and the site is posted with the required signage. Additionally, the applicant held an Open House on March 12, 2018 at SkySong from 6:00 to 7:00 PM. Per the applicant's Citizen Review Report, approximately 50 people were in attendance; the majority of whom were "incredibly supportive and excited" about the project. An adjacent property owner in the single-family neighborhood to the west of the site expressed concerns about treatment of the alleys and the boundary between the project and the neighborhood; including the potential for car headlights shining into the neighborhood. Concerns were also expressed regarding the location of the residential gate, power outages during construction and the undergrounding of overhead utility lines. The applicant has indicated to staff that they have continued to communicate with concerned residents.

Community Impact

- Sewer infrastructure in N. Scottsdale Road and the adjacent alleyways will likely need to be upsized to accommodate the proposed use mix.

OTHER BOARDS & COMMISSIONS

Development Review Board

The Development Review Board heard this case as a Regular Agenda item and as a Non-Action Item on 11/1/18. The purpose of the Regular Agenda item was for the applicant to request a recommendation to Planning Commission regarding the proposed amendments to the P-C comparable PRC development standards. Topics of discussion included frontage open space adjacent to N. Scottsdale Road and proximity of the proposed parking garage to the adjacent single-family residential. After a presentation from staff and discussion, the Board recommended approval of the proposed amended development standards by a vote of 7-0, with added direction to the applicant to further refine the Development Plan to demonstrate compliance with Goals CD2, CD3, and CD7 of the Southern Scottsdale Character Area Plan; which encourage design sensitivity adjacent to residential, engagement of pedestrians and quality design. There was no public comment.

The purpose of the Non-Action item was to present the design elements of the project to the Board for feedback and comments. After a presentation by the applicant, Board members were given the opportunity to comment and provide recommendations. Several Board members expressed concern about the proposed drive-thru lane at the northeast corner of the project; citing its proximity to an important corner at a prominent intersection. The Board recommended the applicant revisit site design at this corner prior to returning to DRB. Design of the west face of the parking garage was also discussed. The Board recommended the applicant enhance the design to minimize the visual impact of the garage on the adjacent single-family neighborhood. Additionally, the applicant was encouraged to coordinate design of the main pedestrian paseo from N. Scottsdale Road into the project with the courtyard between the hotel and restaurant pads, to provide a more seamless and inviting pedestrian connection from the street. It was also suggested the applicant consider introducing a more creative mix of commercial uses, including uses that encourage visitors to “stay longer”; rather than just eating at one of the restaurants and leaving. Finally, the Board recommended a more robust landscape buffer along the south and west property lines, adjacent to the single-family residential, to strengthen the buffer between the project and the single-family neighborhood; specifically as it relates to the proposed 2-story carriage units.

Planning Commission:

Planning Commission heard this case on 11/14/18 and recommended City Council to approve case 6-ZN-2018, by a vote of 5-0; Motion by Commissioner Serena, per the staff recommended stipulations and an additional stipulation regarding delivery hours, after determining that the PCD and PRC findings have been met and that the proposed Zoning District Map Amendment is consistent and conforms with the adopted General Plan, 2nd by Commissioner Bollinger. Commissioner Kush and Commissioner Young recused themselves.

Speakers spoke in general favor of the proposal; one expressed concerns about buffers, noise, and construction disruption.

The motion carried with a vote of five (5) to zero (0); by Chair Alessio, Commissioner Fakih, Commissioner Smith, Commissioner Serena, and Commissioner Bollinger. Commissioner Kush and Commissioner Young recused themselves.

Staff's Recommendation to Planning Commission:

Staff recommended that the Planning Commission find that the P-C findings have been met, determine that the proposed zoning district map amendment is consistent with and conforms to the adopted General Plan and the Southern Scottsdale Character Area Plan, and make a recommendation to City Council for approval of a zoning district map amendment from Highway Commercial (C-3) to Planned Community (P-C) District zoning, utilizing the P-C comparable Planned Regional Center (PRC) District, and adoption of a Development Plan with amended development standards on a +/- 11-acre site located 7115 E. McDowell Rd and 1530 N. Scottsdale Road, per the attached stipulations.

RECOMMENDATION

Recommended Approach:

1. Adopt Ordinance No. 4377 approving a Zoning District Map Amendment from Highway Commercial (C-3) to Planned Community (P-C) District zoning, utilizing the P-C comparable Planned Regional Center (PRC) District, including adopting a development plan and amended PRC development standards on a +/-11-acre site located on the southwest corner of McDowell and Scottsdale Road (APN: 129-12-001Y, 129-12-001K & 129-12-001L).
2. Adopt Resolution No. 11326 declaring the document titled "Papago Plaza Rezoning and Development Plan" to be a public record.

RESPONSIBLE DEPARTMENT

Planning and Development Services

Current Planning Services

STAFF CONTACTS

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Senior Planner
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APPROVED BY



Greg Bloemberg, Report Author

11-19-18

Date



Tim Curtis, AICP, Current Planning Director
480-312-4210, tcurtis@scottsdaleaz.gov

11/19/2018

Date



Randy Grant, Director
Planning and Development Services
480-312-2664, rgrant@scottsdaleaz.gov

11/27/18

Date

ATTACHMENTS

1. Context Aerial
- 1A. Aerial Close-Up
2. Ordinance No. 4377
Exhibit 1: Stipulations
Exhibit 2: Zoning map
3. Resolution No. 11326
Exhibit A: Papago Plaza Development Plan
4. Additional Information
5. General Plan Land Use Map
6. Current Zoning Map
7. Traffic Impact Summary
8. Citizen Involvement
9. City Notification Map
10. 11/1/18 Development Review Board Minutes
11. 11/14/18 Planning Commission meeting minutes
12. 11/14/18 Planning Commission meeting public comment



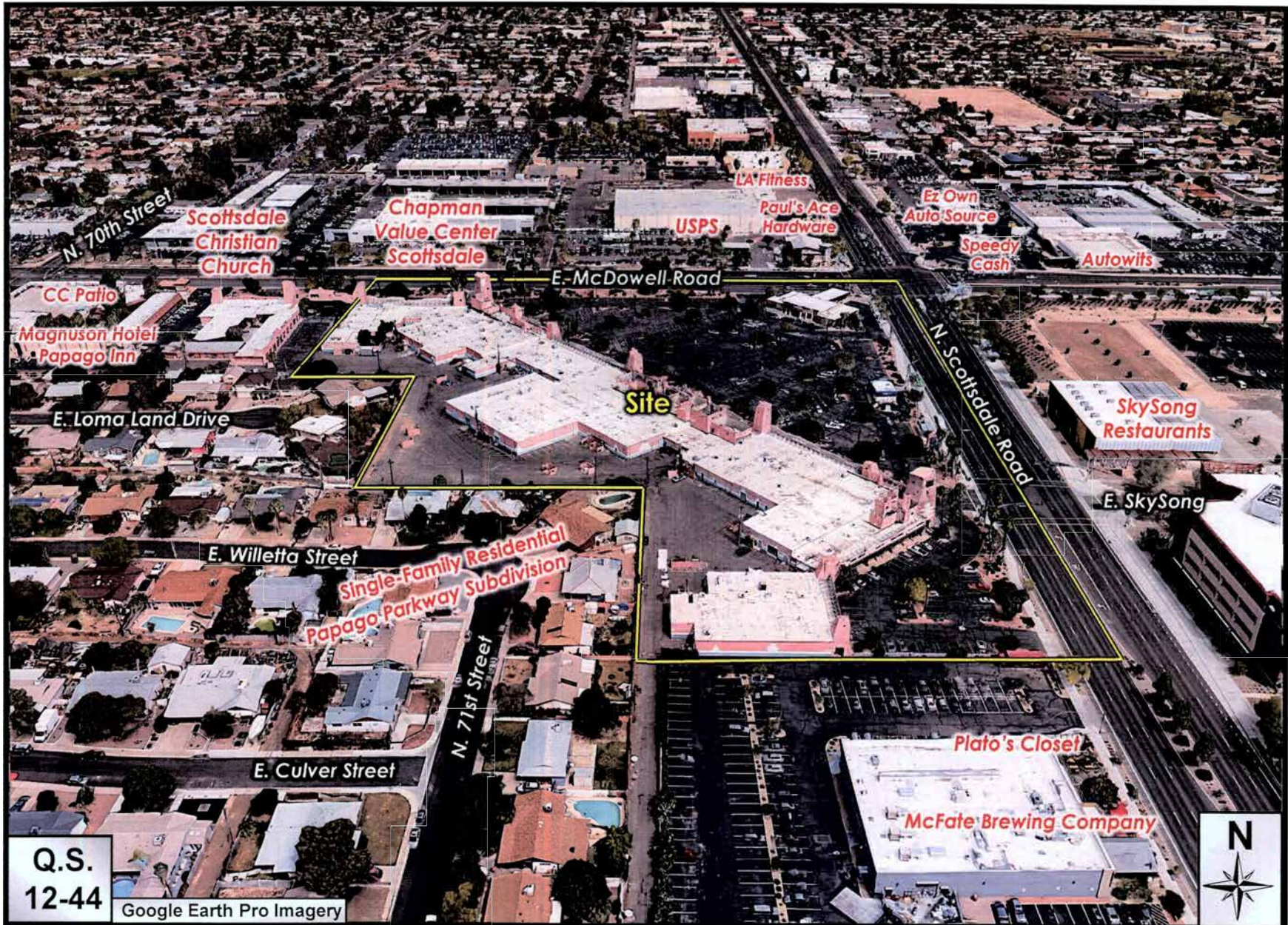
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12-44

Google Earth Pro Imagery



Papago Plaza

6-ZN-2018



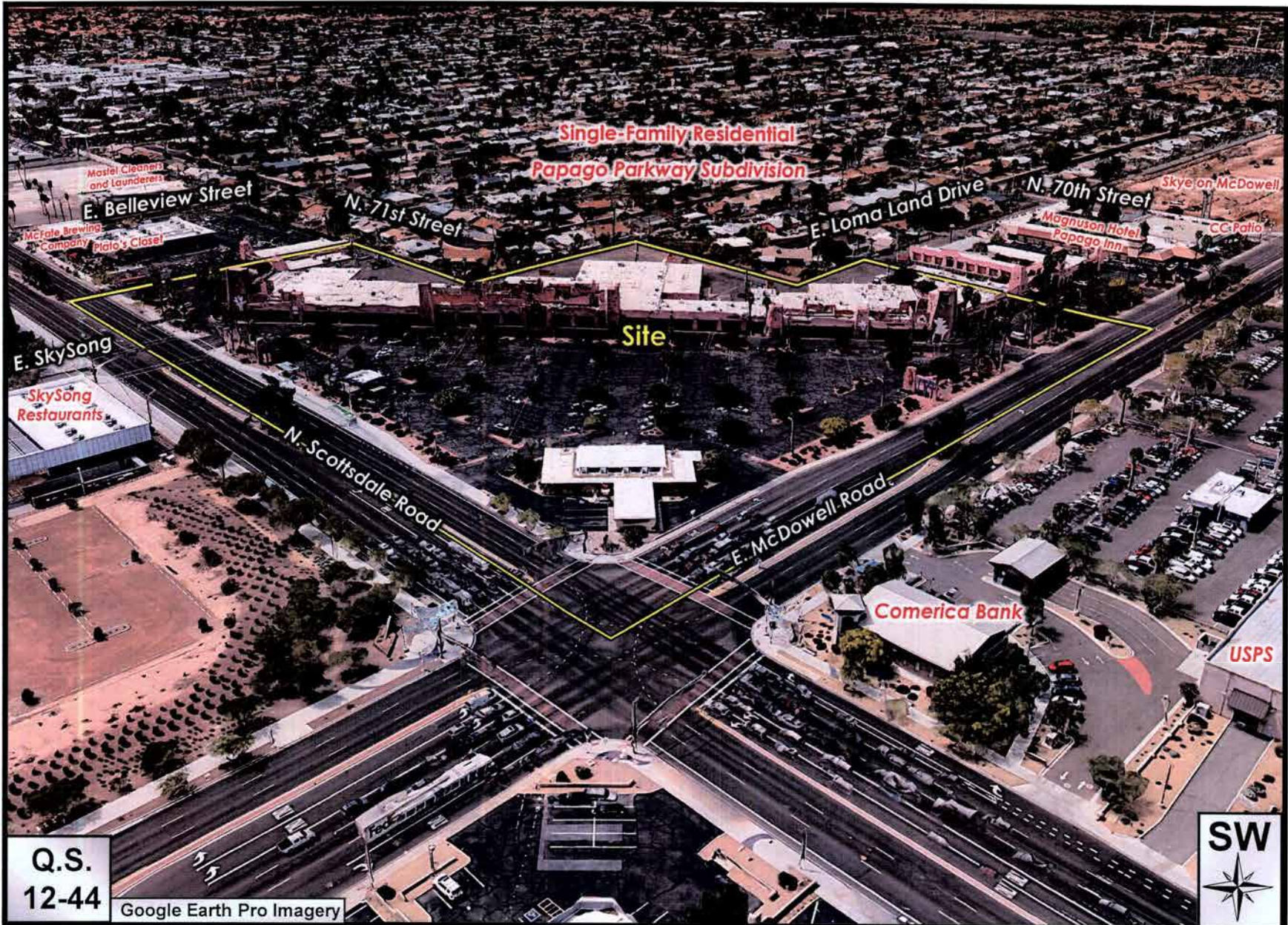
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Google Earth Pro Imagery



Papago Plaza

6-ZN-2018



Papago Plaza

6-ZN-2018

ORDINANCE NO. 4377

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF CHANGING THE ZONING ON THE "DISTRICT MAP" TO ZONING APPROVED IN CASE NO. 6-ZN-2018 FROM HIGHWAY COMMERCIAL (C-3) TO PLANNED COMMUNITY (P-C) DISTRICT ZONING, UTILIZING THE P-C COMPARABLE PLANNED REGIONAL CENTER (PRC) DISTRICT, INCLUDING ADOPTING A DEVELOPMENT PLAN AND AMENDED PRC DEVELOPMENT STANDARDS ON A +/-11-ACRE SITE LOCATED ON THE SOUTHWEST CORNER OF MCDOWELL AND SCOTTSDALE ROAD (APN: 129-12-001Y, 129-12-001K & 129-12-001L).

WHEREAS, the Planning Commission held a hearing on November 14, 2018;

WHEREAS, the City Council held a hearing on December 12th, 2018;

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

WHEREAS, it is now necessary that the comprehensive zoning map of the City of Scottsdale ("District Map") be amended to conform with the decision of the Scottsdale City Council in Case No.6-ZN-2018.

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

Section 1. That the "District Map" adopted as a part of the Zoning Ordinance of the City of Scottsdale, showing the zoning district boundaries, is amended by rezoning a +/- 11 acre property located on the southwest corner of McDowell and Scottsdale Road (APN: 129-12-001Y, 129-12-001K & 129-12-001L) and marked as "Site" (the Property) on the map attached as Exhibit 2, incorporated herein by reference, from Highway Commercial (C-3) to Planned Community (P-C) District zoning, utilizing the P-C comparable Planned Regional Center (PRC) District zoning, and by adopting that certain document entitled "Papago Plaza Development Plan" declared as public record by Resolution 11326 which is incorporated into this ordinance by reference as if fully set forth herein.

Section 2. That the above rezoning approval is conditioned upon compliance with all stipulations attached hereto as Exhibit 1 and incorporated herein by reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale this ___ day of _____, 20__.

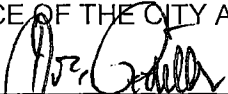
ATTEST:

CITY OF SCOTTSDALE, an Arizona
Municipal Corporation

By: _____
Carolyn Jagger
City Clerk

By: _____
W.J. "Jim" Lane
Mayor

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY

By:  _____
Bruce Washburn, City Attorney
By: Joe Padilla, Deputy City Attorney

ATTACHMENT 2

Stipulations for the Zoning Application:
Papago Plaza
Case Number: 6-ZN-2018

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

Stipulations in bold and strikethrough revised after Planning Commission hearing

Stipulation in ALL CAPS added by the Planning Commission

SITE DESIGN

1. CONFORMANCE TO DEVELOPMENT PLAN. Development shall conform with the Development Plan, entitled "Papago Plaza Development Plan", on file with the City Clerk and made a public record by Resolution No. 11326 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.
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/MAXIMUM ~~DENSITY~~ INTENSITY. Maximum dwelling units and maximum residential density, **as well as commercial floor area and number of hotel rooms**, shall be as indicated on the Land Use Budget Table below. **Minor adjustments up to 10% for commercial floor area and number of hotel rooms may be approved by the Zoning Administrator.**

Land Use Budget Table						
Multi-Family Residential						
Parcel	Gross Acres	Zoning	Proposed DU/AC	Max DU/AC	Proposed # of Units	Max # of Units
129-12-001K 129-12-001Y	+/- 13.5 acres	P-C PRC	20.2 DU's per acre of gross land area	20.2 DU's per acre of gross land area	274 units	274 units
Commercial						
			Proposed Floor Area	Minimum Floor Area		
			46,920 square feet	46,920 square feet		

Travel Accommodations						
			Proposed # of rooms	Maximum Minimum # of rooms		
			116	116		

4. PROJECT TIMING. Prior to issuance of a final Certificate of Occupancy for any residential unit, a **Certificate of Occupancy building permit** shall be issued for each of the four retail/restaurant shell buildings, located on the east side of the north/south drive aisle across from the hotel, and the grocer shell building as indicated on the site plan.
5. DRIVE-THROUGH LANE. With the Development Review Board (DRB) submittal, the applicant shall revise the site plan and circulation plan to relocate the proposed drive-through lane at the northeast corner of the site a minimum of 20 feet from the property line on N. Scottsdale Road.
6. BUILDING HEIGHT. No building on the site, with the exception of the parking garage, shall exceed 65 feet in height (inclusive of rooftop appurtenances), measured as provided in the applicable section of the Zoning Ordinance. The parking garage shall not exceed 42 feet in height, **except for the elevator bulkhead and stair tower, which shall not exceed 56 feet in height per the Development Plan.**
- ~~7. SEWER AND WATER INFRASTRUCTURE. The developer shall be responsible for completing all applicable design and capacity analyses for both on-site and existing off-site sewer and/or water infrastructure, as directed by the Water Resources Division. The developer shall also be responsible for any resultant sewer construction and/or remediation necessary to provide required sewer and/or water capacity, or satisfy other Water Resources Division standards or requirements, in order to service the entirety of the site, including work beyond site frontages. Final master Basis of Design (BOD) reports, inclusive of the entire proposed site and off-site considerations, shall be submitted and accepted by Water Resources prior to submittal of the first DRB application. With any subsequent DRB submittal, the developer shall revise the master BOD(s) as applicable and submit to Water Resources for review and approval prior to DRB approval. Sewer and/or water construction and remediation plans shall be approved prior to issuance of the first building permit for the site, with the exception of site demolition, and shall be a condition of any future final plat approval if applicable.~~
8. OVERHEAD UTILITY LINES. All existing above ground cable and utility lines within and along development boundaries, and any new or relocated utility lines, shall be placed underground. The applicant shall coordinate with adjacent affected property owners as needed.
9. ALLEY IMPROVEMENTS. Concurrent with or prior to the first DRB submittal, the applicant shall submit final design plans and details for improvements to adjacent alleyways, consistent with the conceptual graphic included as part of the Development Plan. Improvements shall include new pavement and pedestrian scale lighting. Alley dedications and improvements **to the alleys adjacent to the site** shall be completed prior to or concurrent with the **final Certificate of Occupancy for the first building on the site.**
10. BUILDING DESIGN. With the DRB submittal for the proposed grocery store, the applicant shall revise the design of the east building face fronting N. Scottsdale Road to integrate visual interest,

- such as varying architectural materials or additional storefront windows to further engage the street frontage, to the satisfaction of Current Planning staff and the DRB.
11. **PARKING GARAGE.** With the DRB submittal for the proposed parking garage, the applicant shall enhance the design of the west elevation, facing the single-family residential neighborhood, **and the east elevation** to minimize the visual impact. Additionally, any trees planted between the garage and the single-family residential shall be mature, as defined in Article III of the Zoning Ordinance.
 12. **PARKING GARAGE LIGHTING.** Any proposed lighting for the garage shall be located and/or screened so that the light sources are not visible from the single-family neighborhood to the south and west. Lighting on the top deck of the garage is prohibited, except for fixtures mounted on the inside of the parapet wall necessary for security purposes.
 13. **LANDSCAPE BUFFER.** With the DRB submittal for the residential component, the site plan and landscape plan shall be revised to show a minimum 20-foot buffer area and/or enhanced landscaping along the south and west property lines where the project boundary abuts single-family residential. Any new trees planted in this area shall be mature, as defined in Article III of the Zoning Ordinance.
 14. **PEDESTRIAN PASEO.** With the DRB submittal, the applicant shall refine the design of the main pedestrian paseo, linking the project to N. Scottsdale Road, to integrate it with the proposed linear courtyard along the main drive aisle to provide a more seamless and inviting connection.
 15. **FUTURE SUBDIVIDING.** Any future parcels created to recognize separate ownership shall “stand alone” with regard to the applicable PRC zoning development standards. Any plat that creates parcels that cannot stand alone, or parcels that rely on other parcels for shared facilities, such as drainage shall require a separate zoning application to add the Planned Shared Development (PSD) Overlay to the entire project site. The PSD application must be approved prior to submittal of any preliminary plat or minor subdivision application. Additionally, prior to issuance of any permit for the development project, the existing sliver parcel (129-12-001X) shall be tied to the project development parcel. Refer to Stipulation #17 for easement requirements.
 16. **DELIVERIES TO GROCERY STORE. THERE SHALL BE NO DELIVERIES TO THE GROCERY STORE BETWEEN THE HOURS OF 10:00 PM AND 6:00 AM.**
 17. **ACCESS RESTRICTIONS.** Access to and from the development project shall conform to the following restrictions and requirements:
 1. **Unless otherwise approved by the Transportation Director,** there shall be a maximum of two site driveway access locations to McDowell Road, with a minimum 330 feet provided between the easternmost driveway and Scottsdale Road (distances are measured from the center of each driveway and street). The western site driveway shall align with the existing median opening. **Any site plan changes necessary to demonstrate compliance with this stipulation shall be processed administratively.**
 2. There shall be a maximum of two site driveway access locations to Scottsdale Road. The existing site driveways shall remain in their current locations to avoid any impacts to the existing on-street transit facility.
 18. **ONSITE CIRCULATION.** Onsite circulation shall conform to the following requirements:

- Provide enhanced pedestrian facilities, to include but not be limited to minimum six-foot wide sidewalks to and from each building within the development project, and from each building within the development project to the street sidewalks.
 - Provide an enhanced crossing at the intersection of the north/south and east/west drive aisle, i.e. raised crosswalk, to connect the parking garage to the restaurant pads. Design shall be subject to review and approval by the Traffic Engineering Division.
 - Provide a minimum of one pedestrian access point, with a minimum six-foot curb break, near the southeast corner of the residential component to provide access from the alley to the residential component.
 - Gated entrances shall provide required queuing distances and turn around areas consist with the submitted site plan dated September 28, 2018.
 - Bicycle parking shall be provided in compliance with the Zoning Ordinance requirement, and shall be located near building entrances.
 - Dedicate Emergency and Services Vehicle Access Easements over all project drive aisles and driveways at time of any land division.
 - Dedicate Cross-Access Easements at all non-gated drive aisles and driveways that cross property lines at time of any land division.
 - There shall be onsite queuing provided for the through, left-turn and right-turn lane approaches to the traffic signal at the intersection of SCOTTSDALE ROAD and SKYSONG BOULEVARD in accordance with city approved Papago Plaza transportation impact mitigation analysis.
19. ONSITE WATER AND SEWER. Onsite water and sewer infrastructure located within project development drive aisles and driveways shall conform to all public water and sewer infrastructure requirements. Twenty (20) foot water and sewer facilities easements shall be dedicated over all project development drive aisles and driveways at time of any project development land division.
20. REFUSE. Refuse shall be provided in conformance with project development Refuse Circulation Plan, sheet A109, by Nelsen Partners dated 10/01/2018.

DEDICATIONS

21. RIGHT-OF-WAY DEDICATIONS. Prior to any permit issuance for the development project, the owner shall make the following fee simple right-of-way dedications to the City of Scottsdale:
- a. ALLEY. Twelve (12) foot dedication, for a total Twenty (20) foot wide alley right-of-way width along development project boundary.
 - b. SCOTTSDALE ROAD AND MCDOWELL ROAD INTERSECTION. 25-foot right-of-way radius dedicated at the intersection of Scottsdale Road and McDowell Road.
22. PUBLIC NON-MOTORIZED ACCESS EASEMENT. Prior to issuance of any permit for the development project, the owner shall dedicate to the City a continuous Public Non-Motorized Access Easement to the City of Scottsdale to contain any public street sidewalk in locations where the sidewalk crosses on to the development site.

INFRASTRUCTURE

23. **CONSTRUCTION COMPLETED.** Prior to issuance of any Certificate of Occupancy or Certification of Shell Building, whichever is first, for the development project, the owner shall complete all the infrastructure and improvements required by the Scottsdale Revised Code and these stipulations.
24. **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.
25. **CIRCULATION IMPROVEMENTS.** Prior to any permit issuance for the development project, the owner shall submit and obtain approval of construction documents to construct the following improvements:
 - a. **SCOTTSDALE ROAD/SKYSONG BOULEVARD INTERSECTION**
 1. Construct directional curb ramps at the northwest and southwest corners.
 2. Construct audible and vibrotactile indicators at each corner.
 3. Construct new push buttons at each corner.
 4. Construct new truncated domes at the northeast and southeast corners.
 - b. **SCOTTSDALE ROAD/MCDOWELL ROAD INTERSECTION.**
 1. Construct audible and vibrotactile indicators at each corner.
 2. Relocate pedestrian crossing push button at the southeast corner.
 3. Construct new curb ramps at southwest corner.
 - c. **MCDOWELL ROAD**
 1. Construct eastbound deceleration lanes at each site driveway location.
 2. Construct new eight (8) foot wide sidewalk detached from back of street curb, except where physical constraints prohibit detachment.
 - d. **SCOTTSDALE ROAD**
 1. Construct a southbound deceleration lane at the northern site driveway location.
 2. Eliminate proposed southbound deceleration lane at the southern site driveway at SkySong Boulevard.
 3. Construct new eight (8) foot wide sidewalk detached from back of street curb, except where physical constraints prohibit detachment.
 4. Relocate any disturbed and / or displaced existing streetscape improvements to include but not limited to public art benches and decorated and shaded pedestrian paths.
26. **WATER AND SEWER LINE IMPROVEMENTS.** Prior to issuance of any building permits on the site, other than demolition, civil improvement plans shall be approved, and permits issued for the following infrastructure improvements:
 - a. **WATER**

- i. Upsize existing water line from eight (8) inches to twelve (12) inches along the entirety of this development project's Scottsdale Road frontage commencing at the Scottsdale Road and McDowell Road intersection; approximately nine hundred (900) lineal feet.

b. SEWER

- i. No sewer from this development project may be discharged into the 8" public sewer main in the alley abutting the western and southern edges of this development project.
- ii. Construct public onsite sewer lines consisting of eight (8) inch and twelve (12) sewer mains to service all but four of the retail and or restaurant sites, with discharge connection into the twelve (12) inch public onsite sewer system within Skysong Boulevard only.
- iii. Reconstruct twelve (12) inch public onsite sewer system within Skysong Boulevard to a minimum slope of two tenths (0.20) of a percent prior to this development project's discharge connection into system.

~~25. The developer shall be responsible for completing all applicable design and capacity analyses for both proposed onsite, and existing offsite, sewer and/or water infrastructure as directed by the Water Resources Department, or described in DS&PM Chapters 6 & 7, or as required by code. The developer shall also be responsible for any resultant sewer construction and/or remediation required to provide the required water and/or sewer capacity, or satisfy other Water Resource Department standards or requirements, in order to service the entirety of site including work beyond site frontages. Final master Basis of Design Reports, inclusive of the entire proposed site, and including offsite considerations, shall be submitted and accepted by the Water Resources Department prior to the first Development Review Board application. Any DR case subsequently submitted shall revise the master BOD report(s) as applicable and be approved by the Water Resource Department prior to DR case finalization. Approval of sewer and/or water construction and remediation plans shall to be approved prior to the development's first building permit and shall be a condition of final plat approval should subdivision of the site be requested.~~

27. **POOL BACKWASH.** All pool backwash within this development project shall occur between the hours of midnight and five o'clock in the morning, exclusively.

28. **FIRE HYDRANT.** The owner shall provide fire hydrant(s) and related water infrastructure adjacent to lot, in the locations determined by the Fire Department Chief, or designee.

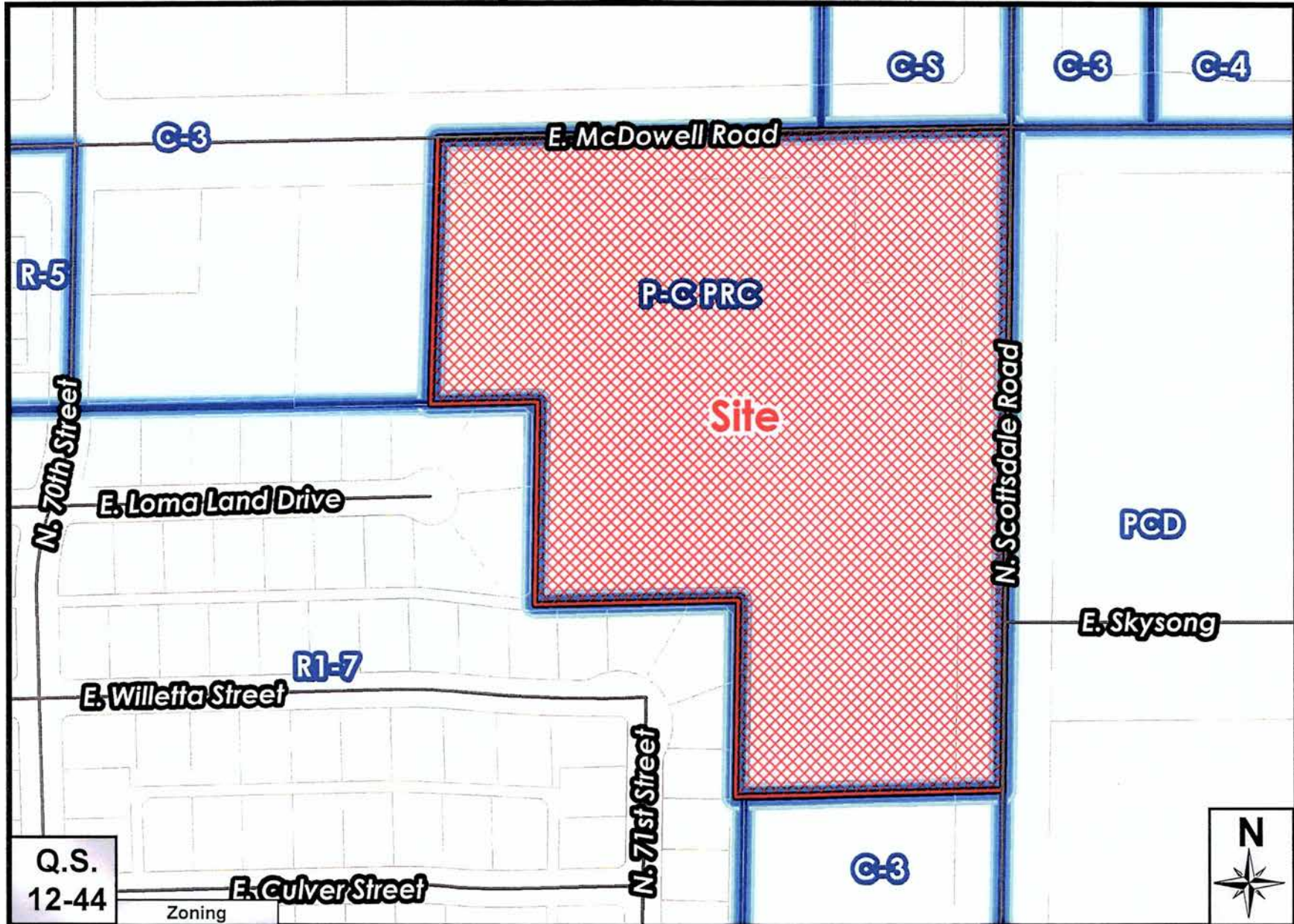
REPORTS AND STUDIES

29. **DRAINAGE REPORT.** With the first Development Review Board submittal, the owner shall submit a Drainage Report with a 75% level of detail, in accordance with the Design Standards and Policies Manual for the development project. In the drainage report, the owner shall address:

- a. The results of the Lower Indian Bend Wash ADMS show off-site flows of around 20 cfs for a 100-year flow, from the south half of McDowell Road west of the project site, entering the site along the northern property line as shown below. The preliminary grading and drainage plan and final drainage report for the DR submittal shall evaluate and provide an analysis of whether these flows enter the site and determine their magnitude if it is determined that the flows do enter the site. The results of the Lower Indian Bend Wash ADMS and topography for the area also show off-site flows affecting the project site from the two parcels located west of the site and

just south of McDowell Road. In general, any off-site flows shall be evaluated and addressed as part of the on-site hydrologic analysis as discussed below.

- b. The preliminary grading and drainage plan shows, and the preliminary drainage report discusses, use of underground stormwater storage systems. These systems shall be designed, operated and maintained in conformance with the City's underground detention policy as contained in Chapter 4 of the Design Standards and Policies Manual (DSPM). The final drainage report for the DR submittal shall include a statement acknowledging the City's policy and stating the proposed system will be designed, maintained, and operated in conformance with the same. Additionally, the report shall address the consequences of system failure as described in the policy.
- c. The final drainage report shall include a detailed analysis of existing and proposed condition C values to illustrate there is no increase in runoff from the development. A weighted C value for the proposed and existing development shall be included in the report and used as the basis for the determination. An exhibit showing the development site based on a current aerial photograph and showing the delineation of the various C value areas shall be included in the report along with a weighted C calculation. A similar exhibit shall be included for the proposed condition. Based on a cursory evaluation of the existing and proposed developments by City staff, additional storage for the proposed development is not anticipated to be required.
- d. The final drainage report for the DR submittal shall include a detailed on-site hydrologic analysis for the existing and proposed conditions. The analysis will need to determine and show the location of existing 2-, 10-, and 100-year outflows from the site as well as the developed condition outflows from the site and illustrate that there are no increases on downstream properties and illustrate impacts or any changes to City stormwater management facilities and streets.
- e. Much of the stormwater storage proposed to be used to meet the first flush requirement is located along E. McDowell Road, at the high end of the site and it is not clear how stormwater flows from the developed portion of the site will be conveyed into these basins to address stormwater quality requirements.
- f. The preliminary grading plan shows the use of dry wells to drain the proposed underground stormwater storage facility and what appears to be surface percolation for the above ground storage facilities. In accordance with the DSPM, the design of these facilities should be revised to drain by gravity outfall unless the costs and/or impacts to public facilities are excessive. The preliminary drainage report for the DR submittal should include a justification for not providing gravity outfall for these facilities for City review. The applicant should evaluate proposed site design and basin locations to provide facilities that may be drained by gravity.



Q.S.
12-44

Zoning

E. Culver Street

Papago Plaza

Ordinance No. 4377
Exhibit 2
Page 1 of 1

6-ZN-2018

RESOLUTION NO. 11326

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, DECLARING AS A PUBLIC RECORD THAT CERTAIN DOCUMENT FILED WITH THE CITY CLERK OF THE CITY OF SCOTTSDALE AND ENTITLED "PAPAGO PLAZA DEVELOPMENT PLAN".

WHEREAS, State Law permits cities to declare documents a public record for the purpose of incorporation into city ordinances; and

WHEREAS, the City of Scottsdale wishes to incorporate by reference amendments to the Zoning Ordinance, Ordinance No. 455, by first declaring said amendments to be a public record.

NOW, THEREFORE BE IT RESOLVED, by the Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That certain document entitled "Papago Plaza Rezoning and Development Plan", attached as Exhibit 'A', a paper and an electronic copy of which are on file in the office of the City Clerk, is hereby declared to be a public record. Said copies are ordered to remain on file with the City Clerk for public use and inspection.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this ____ day of _____, 2018.


ATTEST:

CITY OF SCOTTSDALE, an
Arizona municipal corporation

By: _____
Carolyn Jagger, City Clerk

By: _____
W. J. "Jim" Lane, Mayor

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY



Bruce Washburn, City Attorney
By: Joe Padilla, Deputy City Attorney

PAPAGO PLAZA

Rezoning and Development Plan

PROJECT NARRATIVE

Prepared by:

Withey Morris, PLC

Jason B. Morris

George A. Pasquel III

On behalf of:

Papago Marketplace, LLC

Design Team:

Nelsen Partners

George Melara

Jeff Brand

ORB Architecture

Rick Barber

1st Submittal: April 20, 2018

2nd Submittal: August 16, 2018

3rd Submittal: September 30, 2018

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2. THE DEVELOPMENT PLAN p 4

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5. PLANNED COMMUNITY DISTRICT CONFORMANCE p 23

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1. INTRODUCTION

The junction of Scottsdale Road and McDowell Road is a marquee intersection, not only for southern Scottsdale, but for the City as a whole and for the greater Phoenix metropolitan area. As a gateway from Tempe, Mesa and Phoenix, the area has a storied history complete with rows of shiny new cars from since-vanished dealerships, teen rights-of-passage at the once legendary Los Arcos Mall, and family and friend outings at the numerous eateries and drinking establishments that once lined these important boulevards.

In recent decades, the area struggled to find a new identity and a sustainable commerce and growth strategy. However, recent revitalization and resurgence in the area is well underway and marks another exciting chapter in the story of southern Scottsdale. With SkySong across the street, new employment and retail establishment, and numerous reinvestments occurring throughout the area, the opportunity and the time have come for Papago Plaza to redevelop into a landmark project befitting the history of this renowned and vital intersection.

Location

The subject site is located at 7047 East McDowell Road at the southwest corner of Scottsdale Road and McDowell Road, Assessor's Parcel No. 129-12-001Y and 129-12-001X (the "Property"). The full site encompasses roughly 10.5 acres. The Property is currently vastly underutilized with a sea of asphalt surface parking and a strip of retail totaling 118,071 square feet in 13 separate concrete structures linked together over a distance exceeding in 300 yards. The existing improvements were originally constructed in 1962 and are functionally and economically obsolete. The buildings lack modern fire suppression systems and are generally in need of replacement. The surrounding zoning and uses include:

- North: McDowell Road. (CS and C-3 zoning). Bank and automotive uses.
- East: Scottsdale Road (PCD zoning). SkySong office, retail and residential uses.
- South: (C-3, C-1 and C-4 zoning). Retail, restaurant and a pawn shop.
- West: (C-3 zoning). Retail and hotel uses.

Request

The purpose of this request is to obtain the entitlements necessary to develop the Property with a new, high quality mixed use retail, hotel, and residential development that serves the needs of the community and is befitting this essential intersection.

The Property is currently zoned Highway Commercial (C-3). The Application requests a rezoning to Planned Community (P-C) District with Amended Development Standards. The Property will maintain the current General Plan designation as well as remain within and be consistent with the existing Southern Scottsdale Character Area Plan.

2. THE DEVELOPMENT PLAN

Overall Design approach/character

The Development Plan seeks to maximize the potential of this key, infill site with an iconic, pedestrian friendly, mixed-use project that is economically viable and provides the community with a local destination they can call their own. The proposed uses include residential, retail, a grocer, restaurants and a hotel.

The architectural character of the building will be contemporary in detail and material with the classical composition of base-middle-top. Landscape and hardscape improvements to the property perimeter provide connectivity to the neighboring commercial and residential properties. The main internal boulevard runs parallel to Scottsdale Road, serving as the primary vehicular and pedestrian corridor within the project while also creating a great, public space. This corridor is carefully crafted to allow spacious restaurant patios, shaded pedestrian walkway and opportunities for larger markets or festivals when the boulevard is closed to vehicles. A grove-like arrangement of trees overlays this corridor, creating a lush oasis that, along with the hardscape layout, defines this crucial public space. With the variety of commercial and residential uses, this public space will be activated at all times of the day, maintaining a vibrant and safe atmosphere.

The design strategies, high quality materials and pronounced architectural expression will create an iconic project that enhances South Downtown's economic and cultural presence. The project will also adhere to sustainable building practices, including Scottsdale's Green Building Program requirements.

Retail Component

The retail component of the project is roughly 30,000 sq.ft. and is appropriately placed on the east and south edge of the site to continue the active, walkable streets scene along Scottsdale Road and to play off of the SkySong uses abutting Scottsdale Road. The building layout and design and patio locations along Scottsdale connect directly to Scottsdale Road and draw the public into the project. Generous outdoor patio space is provided to connect the interior spaces with the exterior public realm. The retail is anchored by a 20,000 sq.ft. grocery store at the south end of the property, along Scottsdale Road.

Residential Component

The residential component of the project consists of a four-story building atop one level of covered parking, with convenient open spaces provided on-grade and at the podium level. The property has a mixture of efficient studio style units, up to roomy three-bedroom units, all with access to the highly amenitized property.

The first-floor parking structure is screened from street view by residential functions, support spaces, and leasing office, which are all oriented toward the primary internal boulevard and retail portion of the project. The north face, along McDowell Road houses six ground floor

residential units with individual entrances and patios accessed from the public sidewalk. The residential units are served by raised podium which includes a fitness center, resort style pool, recreational opportunities, shade, outdoor kitchens, and spa there is a mixture of large and intimate courtyards for the immediate use of residents, separated from the nearby busy street.

The south and west boundaries of the residential component are buffered from adjacent neighborhoods by alleyways and landscape setbacks and screening. Additionally, "granny flat" carriage units are provided along these property lines to further buffer and provide transition to the site. Overall, the main building is over 100 feet from the property line.

Hotel Component

A Select-Service Hotel will sit at the center of the development. The hotel will be approximately five-stories and highly designed to complement the character of the full development and surrounding area. Parking is provided at the adjacent above grade parking garage, while the valet, lobby and associated common areas will front onto the project's main north-south corridor, further adding to the vibrancy of this tree-lined, semi-public gathering space.

Parking

Gone is the large "sea of asphalt" parking that blighted the site. Instead, new parking is spread throughout the Property, providing convenience and variety for the user. The majority of parking is screened from public right of way and condensed in tucked away garages. The retail parking garage blends seamlessly into the project with an access point coming from the center of the development. The garage can accommodate over 250 spaces with a ground level, and 3 above grade levels. The garage will be visually screened from public ways by design embellishments and existing and new development. The residential garage is fully wrapped and screened within the development. Resident guest parking is provided on surface spaces within a gated area to ensure the residential and retail parking ratios remain balanced (i.e. retail guests do not park in visitor spaces and vice versa). Granny flats along the perimeter of the residential component also provide additional tucked-away garage parking.

Pedestrian & Public Realm

The entire site is designed with the pedestrian in mind and will be a vast improvement from the current dilapidated condition of the site. The goal is to create an inviting and comfortable pedestrian connection with shade and interest connecting residential to the retail, to the hotel, and to grocer and beyond. New curb and gutters along with new, wide, decorative concrete sidewalks with new ADA ramps will be installed along Scottsdale Road. The southern section of the internal north-south street can easily be converted into a pedestrian-only plaza and gathering area for events and functions. Overall, the improvements will create a comfortable pedestrian connection which the site sorely lacks.

Landscaping / Hardscaping

Landscaping shall be consistent with the City of Scottsdale DS&PM, and Article X *Landscaping Requirements* of the City of Scottsdale Zoning Ordinance. Specifically, the project provides an extension of the McDowell Corridor district with streetscape plantings of large canopied trees

including Palo Verde, Oak and Elm to provide shade for the pedestrian traffic and to effectively ground the architecture. The residential plaza at the McDowell Road entry welcomes the public and serves as a comfortable space for everyday uses, gatherings and special events along with providing main entry to the leasing office and retail district. Date Palms, Mesquite, Ash, and an assortment of accents and seasonal flowering shrubs define the flora of the promenade and combine with colorful planter pots, seating opportunities and integral color concrete to create a dynamic setting. The internal landscape has a strong visual connection to the public realm while offering pedestrian amenities in a more intimate atmosphere. Lush internal plantings that include sub-tropicals such as Aloes, palm varieties, Bougainvillea and grasses lend a feeling of calmness and coolness to the streetscape vibe that provides pedestrians with the perfect “urban oasis”.

The Hotel, Grocery, and Retail/Restaurants will provide a visual significance in strengthening the streetscape pallet along both McDowell and Scottsdale Roads, and enhancing the overall site development. The proposed pallet references both the McDowell Corridor Improvements and the Scottsdale Road Streetscape Design Guidelines for the City of Scottsdale, as well as additional recommended landscape trees, shrubs, and accents to support the overall vision of the site. Taking from recently completed developments along McDowell, as well as Sky Song to the east, the right-of-way landscape pallet will draw from Desert Museums, Ironwoods, Tecomas, Desert Spoon, Red Yucca, New Gold Lantana, Sages, and additional accent and ground cover plantings. A new 8'-0" sidewalk will be offset along both McDowell and Scottsdale Roads, allowing for a strong landscape buffer between the pedestrian for safety and separation from oncoming traffic. Additional right-of-way amenities may include entry feature signage, seating, and an Oasis element at the corner intersection of Scottsdale and McDowell Roads.

With the emphasis of public programming throughout the remainder of the site, the landscape material is appropriate for both private and public settings, creating strong visual connections to the public realm. The proposed pallet will be low water use, low maintenance, support erosion control, and will be strategically designed to define spaces, create barriers, and support circulation and shade as needed. Hybrid mesquites will serve as a standard parking island and drive lane species, and be supported with complementary understory plantings. Hardscape patterns via concrete and pavers will provide wayfinding, highlight nodes and areas for gathering, and provide visual impact throughout the site. Additional site amenities include various courtyards for gathering and seating; waiting areas for the proposed hotel and restaurants; bicycle connections and stations/parking; and an exercise path that meanders throughout the site and connects with the adjacent neighborhood; all of which will be highlighted using both hardscape and landscape materials. The main interior street between the hotel and restaurants will serve as a large “courtyard” amenity that can be sectioned off for special events such as local markets, festivals, and events unique to the area. A secondary drive lane that meanders behind the hotel pad will allow for continued vehicular circulation during these unique opportunities. The “courtyard” will include large Ash trees for shade, outdoor seating, exterior lighting, and unique paver patterns. In between the restaurant/retail pads, small courtyard spaces provide areas for gathering and circulation, and used by the adjacent

restaurants, as well as connecting to the main “courtyard” area. These spaces will be emphasized with Elm trees, water and fire features, and outdoor seating, and support activation along the streetscape. The proposed exterior programs and landscape design will provide various opportunities for gathering, playing, and site exploration, while creating a much-needed neighborhood amenity for locals and visitors to enjoy.

3. GENERAL PLAN CONFORMANCE

The General Plan Conceptual Land Use Map designates the Property as Mixed-Use Neighborhood and as being within the South Scottsdale Character Area Plan. Mixed-Use Neighborhoods are located in areas with strong access to multiple modes of transportation and major regional access and services and provide an opportunity for a mix of uses. The South Scottsdale Character Area Plan provides more detailed direction for the development of the Property and is discussed further in Section 3 below. However, the General Plan does present several appropriate Goals and Approaches for the Property including:

General Plan Goals and Approaches

Character & Design Element No. 1 - DETERMINE THE APPROPRIATENESS OF ALL DEVELOPMENT IN TERMS OF COMMUNITY GOALS, SURROUNDING AREA CHARACTER, AND THE SPECIFIC CONTEXT OF THE SURROUNDING NEIGHBORHOOD.

- ***Respond to regional and citywide contexts with new and revitalized development in terms of:***
 - ✓ ***Scottsdale as a southwestern desert community.***
 - ✓ ***Scottsdale as a part of a large metropolitan area with a unique reputation, image, character and identity within its regional setting.***
 - ✓ ***Relationships to surrounding land forms, land uses and transportation corridors.***
 - ✓ ***Contributions to city wide linkages of open space and activity zones.***
 - ✓ ***Consistently high community quality expectations.***
 - ✓ ***Physical scale relating to the human perception at different points of experience.***
 - ✓ ***Visual impacts (views, lighting, etc.) upon public settings and neighboring properties.***
 - ✓ ***Visual and accessibility connections and separations.***
 - ✓ ***Public buildings and facilities that demonstrate these concepts and “lead” by example.***
- ***Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.***
- ***Ensure that all development is a 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.***
- Nelsen Partners has a long history of designing mixed use projects in the Scottsdale area and other desert southwest areas that respond appropriately to regional climatic and other various design conditions. This project will be no different.

Pedestrian comfort and project character will be addressed at all levels of planning, landscape and building design. Shade and environmental comfort will be the focus of all connectivity corridors planned.

- The project is set up with large planning gestures that respond to the land uses and open space character along both the McDowell Road and Scottsdale Road corridors. The residential uses occupy the portion of the site backing up to residential neighborhoods and creates an open space corridor along McDowell Road. This corridor connects to the new residential projects that have revitalized McDowell Road with high quality, increased density residential projects. This project properly responds to this corridor and continues an increased density residential use connecting the open space to the commercial portion of the project that is oriented on Scottsdale Road. The commercial portion activates the Scottsdale Road corridor by fronting restaurant patios and pedestrian linkages to allow patrons to walk along an internal street or along Scottsdale Road.
- The scale of the project carefully addresses the scale of the pedestrian by focusing energy on the ground level experience. The pedestrian experience is the singular focus on the lasting success of this mixed-use project. This will be articulated by a variety of building heights, shade structures, shade trees, hardscape patterns, tenant and project signage, and community elements such as benches, moveable furniture, etc.
- Visual impacts of the project have been addressed and mitigated by stepping building height away from the single-family residential zoning to the south and west. View corridors along the front and rear of the project will also be properly landscaped to mitigate any building exposure and to provide a pleasant view from all angles of the project. All lighting will be designed within Scottsdale guidelines and mitigate light spill to neighboring properties and into the dark sky.
- The vision is for this project to set the benchmark for proper infill development that responds to its suburban context and its regional location. The mixture of uses fulfills the wants and needs that the surrounding neighbors asked for through a thorough outreach effort. The proper sizing of the commercial portion of the project in balance with a high-quality residential portion ensures vitality and longevity of success for a property that has appeared abandoned and in disrepair for far too long.

Character & Design Element No. 2 - REVIEW THE DESIGN OF ALL DEVELOPMENT PROPOSALS TO FOSTER QUALITY DESIGN THAT ENHANCES SCOTTSDALE AS A UNIQUE SOUTHWESTERN DESERT COMMUNITY. (THE CITY CHARTER EXCLUDES REVIEW OF DETACHED SINGLE FAMILY RESIDENTIAL)

- ***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.***
- ***Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.***
- Based on Nelsen Partners experience with mixed-use developments and making community spaces that respond to the desert environment, the primary key is the provision of shade and respite from the heat. This project responds to this unique setting with an abundance of shade, both structural and vegetative. Vegetation includes large Ash trees in primary courtyard areas, Elm trees in the restaurant patio areas and Mesquite trees in parking areas. Low water use planting is also used throughout and water features in the courtyards will help provide a cooling presence. See landscape plans and Section 2 above regarding landscaping for further details.

Character & Design Element No. 4 - ENCOURAGE “STREETSCAPES” FOR MAJOR ROADWAYS THAT PROMOTE THE CITY’S VISUAL QUALITY AND CHARACTER, AND BLEND INTO THE CHARACTER OF THE SURROUNDING AREA.

- ***Design Downtown/Urban areas to concentrate on those elements that will provide pedestrian comfort, such as arcade-covered walkways, shade, decorative paving, and landscaping, so that a comfortable setting can be created for this use-intensive area.***
- Both the Scottsdale Road and McDowell Road frontages will provide a high-quality visual streetscape experience and enhanced pedestrian comfort appropriate for these major roadways. A new 8’-0” sidewalk will be offset along both McDowell and Scottsdale Roads, allowing for a strong landscape buffer between the street and the pedestrian for safety and comfort. The streetscape will include plantings of large canopied trees including Palo Verde, Oak and Elm to provide shade for the pedestrian and to effectively ground the architecture. Additional right-of-way amenities may include entry feature may include signage, seating, and an Oasis element at the corner intersection of Scottsdale and McDowell.
- The residential plaza at the McDowell Road entry will welcome the public and serves as a comfortable space for everyday uses, gatherings and special events along with providing main entry to the leasing office and retail district. Date Palms, Mesquite, Ash, and an assortment of accents and seasonal flowering shrubs define the flora of the promenade and combine with colorful planter pots, seating opportunities and integral color concrete to create a dynamic setting.

- Along Scottsdale Road, the retail/restaurant building are angled to “open up” to the pedestrian right of way, providing both a visual and physical connection from the public streetscape to the semi-private courtyards.

Character & Design Element No. 5 - BUILD UPON THE SIGNIFICANT ROLE THE ARTS HAVE PLAYED IN SHAPING OUR COMMUNITY'S IMAGE AND LIFESTYLE BY MAXIMIZING THE POTENTIAL OF PUBLIC ART TO ENRICH THE DAILY LIVES OF PEOPLE THAT LIVE IN OR VISIT SCOTTSDALE.

- ***Encourage private participation in public art through the donation of artwork to the city and the placement of artwork on private property that can be publicly viewed.***
- ***Celebrate the dominant life style or character of an area of the city by using art.***
- Public Art is not a requirement with this Zoning Application. However, based on the layout of the development there are several areas appropriate for the display of art, either public or private, as a permanent or temporary installation. Additionally, several locations exist for the introduction of murals to add to the activation of streetscapes. The site is also organized in a way that could allow streets to be closed for local arts and crafts festivals or special events. The applicant will continue to evaluate appropriate means of introducing art to the project.

Character & Design Element No. 6 - RECOGNIZE THE VALUE AND VISUAL SIGNIFICANCE THAT LANDSCAPING HAS UPON THE CHARACTER OF THE COMMUNITY AND MAINTAIN STANDARDS THAT RESULT IN SUBSTANTIAL, MATURE LANDSCAPING THAT REINFORCES THE CHARACTER OF THE CITY.

- ***Require substantial landscaping be provided as part of new development or redevelopment.***
- ***Maintain the landscaping materials and pattern within a character area.***
- ***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.***
- ***Discourage plant materials that contribute substantial air-borne pollen.***
- ***Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the “urban heat island” effect.***
- ***Encourage the retention of mature landscape plant materials.***
- The landscaping plan for the project provides significant and appropriate foliage to greatly enhance the existing condition and greatly improve the overall visual and pedestrian experience at this prime Scottsdale intersection. The pallet pulls from

the vernacular occurring along McDowell Road and at the adjacent SkySong project. See landscape plans and Section 2 above regarding landscaping for further details.

Character & Design Element No. 7 - ENCOURAGE SENSITIVE OUTDOOR LIGHTING THAT REFLECTS THE NEEDS AND CHARACTER OF DIFFERENT PARTS OF THE CITY.

- ***Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.***
 - ***Encourage creative and high-quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.***
 - ***Discourage lighting that reduces the viability of astronomical observation facilities within Arizona.***
 - ***Allow for lighting systems that support active pedestrian uses and contribute to public Safety.***
- Although specific elements of lighting design have not been developed at this stage of the zoning procedure, the development of all site lighting will be sensitive to current energy conservation efforts, dark sky initiatives and the surrounding residential districts, while still providing minimum safety standards for patrons. The project will also provide a visually interesting environment for visitors using the development during night time hours through a variety of lighting solutions. Community spaces and streetscapes will employ lighting as a mechanism for creating a variety of experiences on the property.

Land Use Element No. 1 - RECOGNIZE SCOTTSDALE'S ROLE AS A MAJOR REGIONAL ECONOMIC AND CULTURAL CENTER, FEATURING BUSINESS, TOURISM, AND CULTURAL ACTIVITIES.

- ***Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base.***
- The proposed project will vastly improve the character and strengthen the identity of the area by providing a marquee project befitting of this key intersection. The site and existing development currently contribute little to the character of the area and is obsolete in the retail market. The new project will provide a mix of uses that expand the economic base while serving the needs of locals and visitors alike.

Land Use Element No. 4 - MAINTAIN A BALANCE OF LAND USES THAT SUPPORT A HIGH QUALITY OF LIFE, A DIVERSE MIXTURE OF HOUSING AND LEISURE OPPORTUNITIES AND THE ECONOMIC BASE NEEDED TO SECURE RESOURCES TO SUPPORT THE COMMUNITY.

- ***Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.***
- This General Plan goal is at the heart of this development. The project integrates a variety of uses including housing, a hotel, a grocer, and retail, along with a variety of accompanying employment opportunities. The development will serve the community, while also helping to support the economic base of the community.

Land Use Element No. 5 – DEVELOPMENT LAND USE PATTERNS THAT ARE COMPATIBLE WITH AND SUPPORT A VARIETY OF MOBILITY OPPORTUNITIES / CHOICES AND SERVICE PROVISIONS.

- ***Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips where environmentally and physically feasible.***
- ***Encourage land uses with the highest intensity be located in areas conducive to alternative modes of transportation.***
- The proposed mix of uses consolidated onto one development site creates a prime opportunity for non-automotive trips. On-site residents and hotel visitors will be able to walk to on-site retail and shopping opportunities, while nearby neighborhoods can easily walk, bike ride or use other alternative modes of transportation to access the development. The project is appropriately scaled to take advantage of the numerous alternative modes of transportation available along this corridor.

Land Use Element No. 6 – PROMOTE LAND USE PATTERNS THAT CONSERVE RESOURCES, SUCH AS LAND, CLEAN AIR, WATER, AND ENERGY, AND SERVE ALL PEOPLE, WITHIN THE COMMUNITY.

- ***Encourage a variety of compatible mixed-use land uses throughout the city in appropriate locations allowing people to live, work, play and shop in the same general area.***
- ***Concentrate future development in “growth areas” and other centers of activity, thereby discouraging sprawl, conserving energy, and promoting community identity.***
- Again, the proposed mix of uses perfectly aligns with these goals and policies. The site will contain a variety of uses and is concentrated in an area envisioned for activity and growth and located within the developed part of the city. This uses existing infrastructure and discourages sprawl and wasted resources.

Land Use Element No. 9 – PROVIDE A BROAD VARIETY OF LAND USES THAT CREATE A HIGH LEVEL OF SYNERGY WITHIN MIXED-USE NEIGHBORHOODS.

- **Encourage redevelopment that invigorates an area while also respecting the character of adjacent neighborhoods.**
- **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.**
- The proposed redevelopment of this property will greatly reinvigorate the site while also helping to reinvigorate the greater area. The site is laid out with a pedestrian-oriented focus, enabling convenient walkability to and from the site as well as within the site between uses.

Economic Vitality Element No. 5 – LOCATE AND INTEGRATE NON-RESIDENTIAL DEVELOPMENT TO IMPROVE ACCESS AND VISIBILITY AND TO PROTECT THE INTEGRITY OF NEIGHBORHOODS.

- **Maintain and create distinctive commercial, retail, and entertainment districts that benefit through clustering uses together, such as the Downtown, Old Town and West Main districts, Motor Mile, North Scottsdale Auto Mall.**
- While the area is no longer referred to as the Motor Mile, this goal and policy are still relevant. The redevelopment of this site with a variety of uses that play off of nearby revitalization efforts (Sky Song, new residential projects, new retail, etc.) helps create a cluster of activity to form a distinct area of Scottsdale.

Economic Vitality Element No. 7 – SUSTAIN THE LONG-TERM ECONOMIC WELL-BEING OF THE CITY AND ITS CITIZENS THROUGH REDEVELOPMENT AND REVITALIZATION EFFORTS.

- **Encourage quality redevelopment in employment areas to provide new jobs, new retail, and new entertainment opportunities in the Scottsdale market.**
- **Encourage and support the renovation and reuse of underutilized or vacant parcels/buildings/shopping centers.**
- Again, these goals and policies are at the heart of this project. The long-term economic wellbeing of this area is dependent upon quality reinvestment and a viable mix of uses. The existing center represents a highly underutilized use of the site and in no way meets these goals. The proposed redevelopment will provide new jobs, new retail and entertainment options for residents and visitors alike.

Neighborhood Element No. 5 – PROMOTE AND ENCOURAGE CONTEXT-APPROPRIATE NEW DEVELOPMENT IN ESTABLISHED AREAS OF THE COMMUNITY.

- **Encourage new development efforts toward existing developed areas in Scottsdale.**
 - **Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.**
 - **Promote existing developed areas of the community as opportune economic development infill sites.**
- The subject site and proposed development represent a prime example of appropriate infill development. As an infill site abutting two major arteries, no new roads will need to be constructed. No natural, pristine desert areas need to be removed for new development. The project can tap into existing utilities, and improve those utilities where needed, to the benefit of others. A large asphalt parking lot and obsolete buildings retail building will be replaced with an economically viable and exciting community asset.

Growth Area Element No. 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.

- **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.**
- The subject site is located along two major thoroughfares and perfectly situated to take advantage of multimodal transportation. Perimeter improvements will greatly improve the existing sidewalk and right of way infrastructure. As of the date of this application, the Applicant is planning on undergrounding existing 12kv utility lines along the south and west perimeter of the Property. The project will also upgrade utilities as necessary to support the project.

4. SOUTHERN SCOTTSDALE CHARACTER AREA CONFORMANCE

The Southern Scottsdale Character Area Plan offers guidance regarding the implementation of future growth and development decisions in the southern part of the City stretching from Indian Bend Road south to McKellips Road. The Plan is comprised of 9 chapters listing goals and approaches for achieving the overall stated vision: *“Southern Scottsdale is a diverse, sustainable community built upon vibrant neighborhoods, thriving economic corridors, and innovative businesses.”* As outlined below, the proposed project complies with and advances numerous stated goals of the plan in furtherance of this overall vision.

Southern Scottsdale Character Area Goals and Approaches

Land Use, Growth & Activity No. 3 – PROMOTE REVITALIZATION, REINVESTMENT, AND DEVELOPMENT ALONG SOUTHERN SCOTTSDALE’S CORRIDORS.

- ***Encourage a diversity of new development, redevelopment, and infill projects that incorporate vertical and horizontal mixed-use development along Southern Scottsdale Corridors.***
- The Southern Scottsdale Character Area Plan recognizes both Scottsdale Road and McDowell Road as “Regional Corridors” and as such, encourages new development and infill redevelopment along these Corridors, and in particular mixed-use development. The proposed project represents a horizontal mix of uses with a variety of employment, living and entertainment options.

Land Use, Growth & Activity No. 5 – CREATE REGIONAL CENTERS AND ACTIVITY AREAS TO GUIDE FUTURE LAND USE TYPES AND INTENSITIES THROUGHOUT SOUTHERN SCOTTSDALE.

- ***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.***
- ***The SkySong Regional Center (located at the intersection of Scottsdale and McDowell Roads) should focus on dining, employment, business incubation, technology and innovation services, entertainment, higher density vertical mixed-use residential, office, commercial, and retail development.***
- The Property lies within a recognized Regional Center (the SkySong Regional Center). The proposed redevelopment marks a significant reinvestment and revitalization

effort for a more intense use of the Property than currently occurring. Additionally, the proposed project perfectly aligns with the mix of uses noted in the Policy above.

Character & Design No. 1 – NEW AND REDEVELOPED RESIDENTIAL HOUSING SHOULD RESPECT EXISTING NEIGHBORHOOD CHARACTER AND DESIGN.

- ***Policy CD 2.1 - New and redeveloped residential development should be compatible in terms of established neighborhood housing proportion, size, mass, and height.***
- ***Policy CD 2.2 - Architectural housing character should not be restricted to, but remain complementary with, existing neighborhood design.***
- The new residential component of the development will be compatible with the newly constructed housing stock along McDowell Road, while also responding to the more intense location at the center of the Scottsdale and McDowell Road corridor. The relationship to the existing neighborhood will be buffered with stepped buildings, landscape screening, and sizable setbacks.
- Massing strategies for the residential portion of the development responded directly to the existing scale and context of the surrounding housing. To the south, the abuttal to the single family lots warrant smaller scale carriage units and a step back to the multistory portion of the residences. The portion of the residential that abuts McDowell Road stays in character with the density and scale appropriate for a major intersection in South Scottsdale. Building size steps up appropriately as McDowell approaches the Scottsdale intersection. Although building design and architectural character have not been completed, basis of design will be a high-quality aesthetic that respects the existing context, while maintaining a timeless appeal for the project.

Character & Design No. 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 the 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.***

- ***Policy CD 2.5 - Encourage both dedicated and publicly accessible open spaces within private developments to function as extensions of indoor spaces into outdoor areas***

- The focus of this project is to create an engaging and exciting pedestrian destination for the South Scottsdale community. Single story commercial and restaurant buildings have been pushed towards Scottsdale Road and align patios to engage the street frontage. Patios also line the pedestrian corridors leading back to the internal drive of the site. Much of the open space related to the development has been pushed to the perimeter for interaction, visibility, and enjoyment of the corridor streetscape.
- The major internal drive of the site has street parking for the convenience of off-hours users, but the primary parking is in the garage. This enables the commercial site to be much more pedestrian friendly with the absence of large parking fields. Land uses on parcels fronting the main north-south driveway include grocer, hotel, restaurant, retail, bank and residential. This variety creates activity at all times of the day and all days of the week. It creates a pedestrian environment that is both safe and lively, while also ensuring commercial success for tenants.
- The planned development brings an increased number of pedestrians to the immediate corner of Scottsdale and McDowell. The combination of retail, hospitality, and multi-family, provides a 24-hour, sustainable pedestrian environment.
- The building design is sensitive to the evolving context in the area, given the strong character across the street, at SkySong, as well as its dynamic user base.
- The streetscape experience responds to pedestrian comfort and will be landscaped to provide shade and visual stimulation. North-South is connected via an internal passage that extends from McDowell Road to McFate Brewing. East-West is connected via pedestrian/bicycle pathways. Layout and design of the residential component responds to the precedent set on McDowell Road. Design of commercial will be of a character set by McFate Brewing and based on a use of true and natural materials.
- By providing structured parking, the developer is allowing the site to hold a variety of commercial uses. Uses that were expressed by the neighborhood to be needed and important to the community. If surface parking were solely provided, this site could not accommodate a mixed-use development and could not meet the goals outlined in the SSCAP.

Character & Design No. 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 3.1 - Encourage design standards for Corridors, Regional Centers, and Activity Areas that enhance and strengthen new and revitalized development.***

- ***Policy CD 3.2 - Support façade and site improvements to existing development through incentives.***
- ***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.***
- The Architectural character and building design have not be developed at this stage of the zoning process. Development of buildings on Scottsdale Road will meet the character outlined within the General Plan guidelines and be further refined during the Development Review process. Restaurant areas will have patios through which pedestrians engage and link with the Scottsdale Road frontage. Visually interesting pedestrian experience will be created on internal passages through development. See Response regarding Goal 1 and 2 of the Scottsdale General Plan above.

Character & Design No. 4 – SITE AND BUILDING DESIGN OF NEW DEVELOPMENT AND REDEVELOPMENT SHOULD RESPOND TO THE SONORAN DESERT CLIMATE.

- Nelsen Partners has a long history of designing mixed use projects in the Scottsdale area and other desert southwest areas that respond appropriately to regional climatic and other various design conditions. This project will be no different. Pedestrian comfort and project character will be addressed at all levels of planning, landscape and building design. Shade and environmental comfort will be the focus of all connectivity corridors planned.
- The building design is responsive to the Sonoran Desert climate, by creating intimate shaded environments that can be tempered for extended times of use. The parking structures which support this development will provide permanent shade, reducing the heat island effect of the current surface parking lot. The mixed-use environment will allow for a reduction travel, and underutilized parking.
- The various users on site will have a variety of character, materials, and landscape intensity consistent with their uses.
- Also see landscape response to Goals 4 and 6 of the Scottsdale General Plan in Section 3 above.

Character & Design No. 5 – Maintain, protect, and enhance the character, quality, and connectivity of the public realm and open space areas.

- ***Policy CD 5.1 - Maximize the connectivity, character, and functional uses of local parks and school sites to accommodate a wide range of community activities.***
- ***Policy CD 5.2 - Develop design standards and guidelines that direct and shape development adjacent to parks, trails, and open spaces.***

- ***Policy CD 5.3 - Recognize that public realm design guidelines and standards represent an opportunity to provide identity to a community or neighborhood and to convey its design expectations.***
 - ***Policy CD 5.4 - Encourage plant placement that maximizes shade opportunities in pedestrian spaces, parking lots, and streetscape environments.***
 - ***Policy CD 5.5 - Analyze Indian Bend Wash as a single continuing element within Southern Scottsdale and develop specific design guidelines and standards to guide and shape future development within, and adjacent to, this open space amenity.***
 - ***Policy CD 5.6 - Papago Park and Camelback Mountain are significant landforms which redevelopment and new development should consider with regard to building orientation and site layout.***
- As outlined throughout this narrative, this mixed-use development will increase the connectivity of the public realm and connection of open spaces along the McDowell and Scottsdale Road corridor. This is done through thoughtful architecture, strategically placed landscaping, and abundance of shade and pedestrian connections.
 - The project proposes not to simply provide a singular ~4,600 sq.ft. open space, but rather the entire ~15,800 sq.ft. of Scottsdale Road frontage and connectivity along the exterior patios into the core of the development will function as public open area and destination. Landscape and hardscape are both treating this entire zone as a singular open space.
 - Some units in the residential component will provide glimpses of Papago Park and Camelback mountain and the close proximity of these such assets (in particular Papago Park and Indian Bend Wash) will enable the development to serve visitors to these public amenities.

Character & Design No. 6 – Promote, plan, and implement design strategies that are sustainable.

- The multi-use buildings will take advantage of most current sustainable practices maximizing valuable resources and enhancing human enjoyment. Each of the buildings onsite will meet or exceed the Scottsdale Green Building Guidelines.
- By nature, this small mixed-use development will encourage walking, and intermodal transport by its central location and intimate scale.
- By providing structured parking, the developer is allowing the site to hold a variety of commercial uses. Uses that were expressed by the neighborhood to be needed and important to the community. If surface parking were solely provided, this site could not accommodate a mixed-use development and could not meet the goals outlined in the SSCAP.

Character & Design No. 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 new development and redevelopment.

- Multiple faces of this mixed-use development back up to an alley that serves the residential neighborhood to the south and west. Various strategies are used to buffer the neighborhood from the proposed development. Included techniques, are landscape buffering, lower buildings that step up to the new development, increased alley definition to provide separate circulation, access and services.
- The transition from commercial to the existing single-family residential will be minimized and treated with dense landscape that buffers, shields and provides natural visual enhancement that mitigates the volumes of the buildings. Areas of buildings not buffered by landscape will be treated with enhanced articulation.

Character & Design No. 8 – Enhance the design and character of the resort corridor so that it continues to Protect low-scale single-family neighborhoods within southern Scottsdale by utilizing landscape buffers and transitional building forms, shapes and sizes in the design of new development and redevelopment.

- Multiple faces of this mixed-use development back up to an alley that serves the residential neighborhood to the south and west. Various strategies are used to buffer the neighborhood from the proposed development. Included techniques, are landscape buffering, lower buildings that step up to the new development, increased alley definition to provide separate circulation, access and services.

Character & Design No. 9 – Establish design guidelines for Corridors, Regional Centers, and Activity Areas.

- As planned, the mixed-use design includes a variety of commercial and residential uses. The mixture of these uses will reduce vehicle miles traveled and fit nicely into the nearby community.
- Design Guidelines will come from the built project, which is being designed and built in one phase. The design, once approved by the Scottsdale Design Review Board, will establish the direction and guidelines for any future additions or changes to the development.

Character & Design No. 10 – Provide public art to create exciting and attractive public spaces that are used and enjoyed by southern Scottsdale residents, works, and visitors.

- As planned, this is an aesthetically pleasing urban environment, and can serve as a pedestrian friendly, approachable, dynamic hub for the culinary and visual arts.

- Public art is not a requirement of this zoning submittal. However, functional public art that is in character with the local contextual language from the South Scottsdale Character Area Plan, can be incorporated throughout the development.

Public Services & Facilities No. 3 – PLAN AND PROVIDE FOR SOUTHERN SCOTTSDALE’S EXISTING AND FUTURE INFRASTRUCTURE NEEDS.

- ***Policy PSF 3.2 - Promote private/public partnerships for financing and construction of necessary infrastructure.***
- ***Policy PSF 3.3 -Encourage both the private and public sectors to underground existing and new 69kV and lower voltage power lines throughout Southern Scottsdale, where feasible.***
- As of the date of this application, the Applicant is planning on undergrounding existing 12kv utility lines along the south and west perimeter of the Property.

Open Space & Recreation No. 1 – DEVELOP, IMPROVE, MAINTAIN, AND ENHANCE THE QUALITY OF SOUTHERN SCOTTSDALE’S OPEN SPACE ENVIRONMENTS..

- ***Policy OSR 1.5 - Rethink the roles and functions of urban service alleyways as viable paths and open space connectivity opportunities for Southern Scottsdale residents.***
- The project will improve the alleyways adjacent to the project perimeter. Alleyways near the southern part of the project will have open access for pedestrians into the grocer, retail and more public areas of the project, creating easy pedestrian access for the adjacent neighborhood

5. PLANNED COMMUNITY (P-C) DISTRICT CONFORMANCE

The purpose of the Planned Community (P-C) district is to encourage the development of larger properties under a unified Development Plan that maintains and enhances the physical, social and economic values of the area. The district is also ideal for a mix of uses. The proposed project perfectly aligns with these stated goals. As outlined repeatedly in this document, the project provides a mix of uses and will greatly enhance the physical status of the property while also helping to maintain and grow a vital economic base for the area.

All land uses in the P-C district shall conform to the property development standards of a comparable zoning district, unless those standards are otherwise modified by the approved Development Plan. Staff has determined that the Planned Regional Center (PRC) district is the most comparable district. To enable the most appropriate development for this particular site and to produce a living environment, landscape quality and life-style superior to that produced by existing standards, several amended development standards are being requested. Below is a summary of the proposed amendments:

	EXISTING	PROPOSED
1.	Sec. 5.2606.B.2 – Dwelling units. Maximum: Fifty (50) percent of the gross floor area of the Development Plan’s nondensity based land uses.	Maximum: Three Hundred Sixty (360) percent of the gross floor area of the Development Plans’ nondensity based land uses.
2.	Sec. 5.2606.D1.d.i.(1) Frontage open space. At least thirty (30) square feet per one (1) linear foot of public street frontage.	At least twenty (20) square feet per one (1) linear foot of public street frontage.
3.	Sec. 5.2606.E.1.a Setbacks and stepbacks adjacent to a residential district boundary. Minimum Setback = Fifty (50) feet measured from the residential district boundary.	Minimum Setback = Thirty (30) feet, twenty (20) feet for residential uses 2 stories or less, measured from the residential district boundary
4.	Sec. 5.2606.E.1.b Setbacks and stepbacks adjacent to a residential district boundary. Setback plane: incline at a ratio of 1:2 beginning thirty-six (36) feet above grade at the minimum setback.	Setback plane: incline at a ratio of 1:1 beginning forty-two (42) feet above grade at a setback of thirty-six (36) feet from the property line.

5.	<p>Sec. 5.2606.F.a Setbacks where not adjacent to a residential district boundary. Front yard. The stepback at the perimeter of the Development Plan shall incline at a ratio of 1:2 beginning thirty-six (36) feet above the property line.</p>	<p>Front yard. The stepback at the perimeter of the Development Plan shall incline at a ratio of 2:1 beginning thirty-six (36) feet above the property line.</p>
6.	<p>Sec. 5.2606.F.b Setbacks where not adjacent to a residential district boundary. Side and Rear Yard. The stepback at the perimeter of the Development Plan shall incline at a ratio of 2:1 beginning thirty-six (36) feet above the property line.</p>	<p>Side and Rear Yard. The stepback at the perimeter of the Development Plan shall incline at a ratio of 2:1 beginning forty-four (44) feet above the property line.</p>
7.	<p>Sec. 5.2608.D.1.e.i.(1) Setbacks adjacent to a residential district boundary. Minimum: Building height of sixty (60) feet or less is as required in Section 5.2606.E. Building heights greater than sixty (60) feet, the minimum is as follows: 1:1 vertical rise to horizontal run, beginning at the point where the sixty (60) feet of building height can be located.</p>	<p>Minimum: Building height of sixty (60) feet or less is as required in Section 5.2606.E. Building heights greater than sixty (60) feet, the minimum is as follows: 1:1 vertical rise to horizontal run, beginning at the point where the thirty-six (36) feet of building height can be located.</p>

The above listed Amended Development Standards are appropriate for this specific site and help to maximize the positive impact of the project and overall design, specifically:

Justification for No. 1

- The 50 percent ratio identified in the existing standard helps to allow residential to supplement commercial properties. The combined FAR of density and non-density-based uses is permitted to be 1.20 (.80 + .40). This project retains a total FAR under 1.2, however a larger portion of that area is needed for residential. Based on location and current market conditions, the best method for creating long lasting, successful mixed-use projects is to increase the portion of residential permitted on the site. This increased density helps to populate and sustain the commercial uses, which in turn gives the city and community a mixed-use project with greater vitality.

Justification for No. 2

- The property has 1,300 linear feet of street frontage at a corner condition. The current standard for required minimum frontage open space based on public street frontage would concentrate an excessive proportion of open space on the street frontage instead of allotting the correct amount to create a viable and valuable public space for the

community internal to the project. Therefore, we are proposing to allow more open space to buffer the residential and be allocated internal to the project.

Justification for No. 3

- The 50' building setback serves to provide the necessary visual insulation of commercial uses from residential zoned properties. In this case, the setback is being reduced in depth, however the façade of the garage building is being 100% screened in order to retain privacy for the neighboring residential parcels. The typical treatment in this setback zone would be pavement and minimal trees. A greatly enhanced landscape screening program consisting of dense tree planting and mounted plant boxes is being implemented so that a lush, natural edge forms the visual exposure to the neighbors. This effort satisfies the purpose of privacy and reduced visual impact of commercially zoned properties that abut residential properties.

Justification for No. 4

- The prescribed incline stepback plane serves to provide the necessary visual insulation of commercial uses from residential zoned properties. In this case, the setback is being reduced in depth, however the façade of the garage building is being 100% screened in order to retain privacy for the neighboring residential parcels. The typical treatment in this setback zone would be pavement and minimal trees. A greatly enhanced landscape screening program consisting of dense tree planting and mounted plant boxes is being implemented so that a lush, natural edge forms the visual exposure to the neighbors. This effort satisfies the purpose of privacy and reduced visual impact of commercially zoned properties that abut residential properties.

Justification for No. 5

- The amendment to the stepback will move more building mass to the edge of Scottsdale Road and McDowell Road, away from the residential districts that border the rear of the property. This building mass will help create a more dynamic edge for the pedestrian pathways on the public edge. The increased height will also generate more shade on the McDowell Road frontage for pedestrian. Both McDowell and Scottsdale are large public streets that can easily handle the presence of additional building volume at the ROW edge.

Justification for No. 6

- This stepback will only be needed for 60 linear feet of the south edge of the property. The amendment will have little visual impact to the neighboring commercial property and would allow the garage to have better efficiency. It prevents an additional level from being built, which would have greater visual impact.

Justification for No. 7

- The prescribed incline stepback plane serves to provide the necessary visual insulation of commercial uses from residential zoned properties. In this case, the setback is being reduced in depth, however the façade of the garage building is being 100% screened in

order to retain privacy for the neighboring residential parcels. The typical treatment in this setback zone would be pavement and minimal trees. A greatly enhanced landscape screening program consisting of dense tree planting and mounted plant boxes is being implemented so that a lush, natural edge forms the visual exposure to the neighbors. This effort satisfies the purpose of privacy and reduced visual impact of commercially zoned properties that abut residential properties.

Additional Requirements

As noted above, Staff has determined that the Planned Regional Center (PRC) district is the most comparable district for this project. Accordingly, the project adheres to many of the PRC criteria including those outlined in Ordinance Section 5.2608.D and 5.2608.E, specifically:

5.2608.D.1

- ***Vertically integrated mixed-use development.***
 - ***Five (5) percent of the total gross floor area shall be non density-based uses located within the story at grade.***
 - ***Minimum twenty (20) percent of the total gross floor area shall be density-based uses or guest units, or a combination of the two.***
 - ***Additional open space equal to or greater than 0.05 multiplied by the land area where the amended development standards are located on the Development Plan.***
 - ***The additional open space shall be placed in the same location as the amended development standards.***
 - ***Building massing at the perimeter of the Development Plan standards.***
 - ***Underground parking structures are required and shall be integrated into the building as determined by the Development Review Board.***
 - ***Above-ground parking structures may be provided and shall be fully concealed from the public view through integration of the parking structure into the building and the use of architecturally integrated materials as determined by the Development Review Board.***
- The project provides a mix of uses including retail, restaurant, residential and a grocer. More than 5% of the gross floor area is dedicated to non-density-based uses and a minimum of 20% of the total gross floor area is a density-based use. Additional open space is provided within the project and in the location of the requested amended development standards. Except as otherwise noted above in the amended development standard section, the project adheres to the required building massing along the perimeter of the project. Underground parking is provided at the residential component and fully integrated into the building. Above-ground parking is provided as well and will be screened and concealed from public view.

5.2608.D.2

- ***The development shall be in compliance with Scottsdale's Green Building Program requirements.***

- The project will take advantage of the most current sustainable practices maximizing valuable resources and enhancing human enjoyment. Each of the buildings onsite will meet or exceed the Scottsdale Green Building Guidelines.

5.2608.E.1

- ***The location and massing design of the proposed increase in height relate to the context and character of the site and surrounding area and are not intrusive.***
- The project massing and location of greater height is appropriate for the site and not intrusive to the surrounding area. The location of single family homes near the west edge of the Property warrants smaller scale, carriage units along that property line as well as setbacks to the multi-story portion of the residences. These carriage units will be designed with clearstory windows facing the residential lot further enhancing privacy. Landscaping, parking and drive aisles are also strategically positioned along these areas to further setback building and buffer the project. By contrast, the portion of the residential which abuts McDowell Road is more in line with the character and density to be expected along a major intersection in South Scottsdale. As occurs across Scottsdale Road at SkySong, lower height retail/restaurant uses are placed directly along Scottsdale Road while larger buildings are more centrally located within the property.

5.2608.E.2

- ***The development contributes to the future continuity of character area design concepts, corridor design guidelines, and other City design policies***
- As noted repeatedly throughout this document, the project complies with numerous City guidelines and policies including the General Plan, South Scottsdale Character Area Plan and City design guidelines. The site is currently a “sea of asphalt” with aging building and minimal connection to the public right of way. The proposed project changes that and represents a giant leap forward in the continuity of the desired and emerging character of the area.

6. CONCLUSION

In summary, the request marks the perfect opportunity to revitalize a long struggling property on a marquee intersection with an appropriate, landmark, mixed-use project. As demonstrated frequently in this narrative, the proposal conforms to and advances many of the stated goals and policies of the City including the General Plan, the Southern Scottsdale Character Area Plan and the Planned Community district goals. The proposed uses and development is appropriate and will greatly benefit the area and the City as a whole.

Thank you.

**LEGISLATIVE DRAFT OF
PROPOSED AMENDED DEVELOPMENT STANDARDS**

(Changes are **BOLD CAPS** and ~~strike-throughs~~)

Development Plan Development Standards.

Sec. 5.2600. - Planned Regional Center (PRC).

(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14)

Editor's note— Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 1), adopted Jan. 14, 2014, repealed §§ 5.2600—5.2608. Section 2 of said exhibit enacted provisions designated new §§ 5.2600—5.2612. Prior to inclusion of said ordinance, said provisions pertained to similar subject matter. See also the Code Comparative Table.

Sec. 5.2601. - Purpose.

This district is intended to provide for regional shopping, business, and residential uses within a planned center serving a broad region. The Planned Regional Center (PRC) development should be pedestrian oriented with complementary mixed uses that are carefully interrelated by site design.

(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14)

Sec. 5.2602. - Development plan size requirement.

A. Minimum: Twenty-five (25) acres of gross lot area.

(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14)

Sec. 5.2603. - Development Plan at time of rezoning.

A. The zoning district map amendment application shall be accompanied by a Development Plan as provided in Article VII.

(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14; Ord. No. 4164, § 1(Res. No. 9856, § 1, Exh. A, § 35), 8-25-14)

Sec. 5.2604. - Conformance to approved plans.

A PRC District shall be developed in conformance with the approved Development Plan and Development Master Plans as provided in Article VII.

(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14)

Sec. 5.2605. - Use regulations.

A. The uses allowed in the PRC District are shown in Table 5.2605.A. with additional limitations on uses as listed.

B. Drive-through and drive-in services are not permitted in the Downtown Area.

Table 5.2605.A. Use Table

Land Uses	Permitted (P) or Conditional Use (CU)
1. Aquarium, indoor	CU
2. Bar	CU
3. Big box	P (1), CU (1)
4. Carwash	CU
5. Civic and social organization	P (2)
6. Community buildings and recreational facilities not publically owned	CU
7. Courier and messenger	P
8. Cultural institution	P (2)
9. Day care center	P (2)
10. Dwelling	P (2)
11. Educational service, elementary and secondary school	P (2) (3)
12. Educational service other than elementary and secondary school	P
13. Financial institution, including drive-through and drive-in service	P
14. Furniture and home furnishings sales	P

15. Game center	P
16. Gas station	CU
17. Health and fitness studio	P
18. Live entertainment	CU
19. Municipal use	P
20. Multimedia production without communication tower	P
21. Multimedia production with communication tower	CU
22. Office	P
23. Personal care service	P
24. Place of worship	P (2)
25. Planetarium	CU
26. Plant nursery	P
27. Pool hall	P
28. Repair and maintenance	P
29. Residential health care facility	P (2) (4)
30. Restaurant, including drive-through and drive-in	P
31. Retail	P
32. Seasonal art festival	CU
33. Teen dance center	CU
34. Theater	P

35. Travel accommodations	P (2)
36. Vehicle leasing, rental or sales with indoor vehicle display and storage located in an enclosed building	P (5)
37. Vehicle leasing, rental or sales with outdoor vehicle display and storage	CU
38. Vehicle repair	CU
39. Veterinary and pet care service	P (6)
40. Wireless communications facilities; Types 1, 2, and 3	P
41. Wireless communications facilities; Type 4	CU

Use Limitations:

- (1) Big box retail sales are not allowed in the Environmentally Sensitive Lands Overlay District and are subject to a Conditional Use Permit if:
 - a. Primary access is from a local residential street, or
 - b. Residential property is located within one thousand three hundred (1,300) feet of the big box property line, except where the residential property is developed with nonresidential uses or separated from the big box by the Loop 101 Pima Freeway.
- (2) Uses are allowed except in the AC-3 area as described in the City's procedures for development near the Scottsdale Airport and Chapter 5 of the Scottsdale Revised Code, as amended.
- (3) Educational services, elementary and secondary school, are subject to the following standards:
 - a. The facility shall be located not less than five hundred (500) feet from any adult use.
 - b. The net lot area for the facility shall be a minimum of forty-three thousand (43,000) square feet.
 - c. The facility shall not have outdoor speaker systems or bells.
 - d. A maximum of one-third (1/3) of the required parking may be shared parking with other uses located within six hundred (600) feet of the building front entrance.

- e. Outdoor playgrounds and recreation areas shall be:
 - i. Located not less than fifty (50) feet from any residential district shown on Table 4.100.A., or the residential portion of a Planned Community P-C, or any portion of a Planned Residential Development PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A;
 - ii. Located within the rear or side yard; and
 - iii. Enclosed and screened by a six-foot tall wall or fence.
 - f. A drop-off area accommodating a minimum of five (5) vehicles shall be located along a sidewalk or landing area connected to the main entrance to the facility. This area shall not include internal site traffic aisles, parking spaces, or fire lanes.
 - g. Public trails or pedestrian connections shall link to the front door of the main building, subject to Development Review Board approval.
 - h. The circulation plan shall show minimal conflicts among the student drop-off area, any vehicle drop-off area, parking, access driveways, pedestrian and bicycle paths on site.
 - i. Facilities located in the AC-2 area, described in the City's procedures for development near the Scottsdale Airport and Chapter 5 of the Scottsdale Revised Code, as amended, shall be constructed with sound transmission requirements of the International Building Code (IBC).
- (4) Residential health care facilities.
- a. Specialized residential health care facilities.
 - i. The number of beds shall not exceed eighty (80) per acre of gross lot area of the Development Plan.
 - b. Minimal residential health care facilities.
 - i. The number of units shall not exceed forty (40) dwelling units per acre of gross lot area of the Development Plan.
- (5) Vehicle leasing, rental or sales.
- a. Required parking shall not be used for vehicle storage.
- (6) Veterinary and pet care services are permitted if all facilities are within a soundproof building. However, outdoor activities are permitted if:
- a. An employee or pet owner shall accompany an animal at all times when the animal is outside the building.
 - b. The property owner and operator maintain all outdoor areas in a clean and sanitary condition, including immediate and proper disposal of animal waste.
 - c. The outdoor areas are set back at least one hundred (100) feet from any lot line adjacent to a residential district shown on Table 4.100.A., or the residential portion of a Planned Community P-C, or any portion of a Planned Residential Development PRD with an underlying zoning district comparable to the

residential districts shown on Table 4.100.A., measured from the property boundary to the zoning district line all within the City limits.

- d. There is no outdoor kennel boarding.

(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 103), 5-6-14)

Sec. 5.2606. - Property development standards.

The following property development standards shall apply to all land and buildings in the PRC District.

A. *Density.*

- 1. Dwelling units (excluding residential health care facilities). Maximum: Twenty-one (21) units per acre of gross lot area of the Development Plan.

B. *Floor area ratio.*

- 1. Nondensity based land uses. Maximum: 0.80 of the net lot area of the Development Plan.
- 2. Dwelling units. Maximum: ~~Fifty (50)~~ **THREE HUNDRED SIXTY (360)** percent of the gross floor area of the Development Plan's nondensity based land uses.

C. *Building height (excluding rooftop appurtenances).* Maximum: Sixty (60) feet.

D. *Required open space.*

1. Open space.

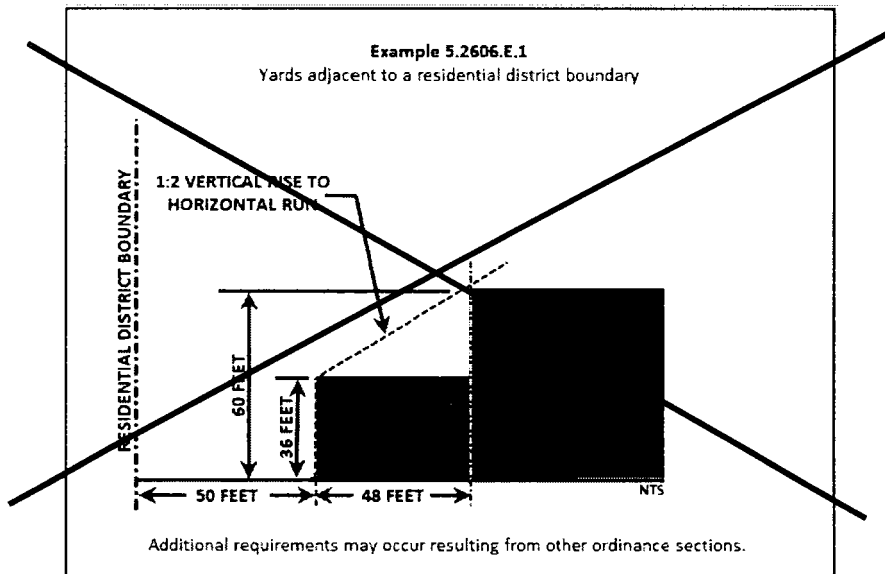
- a. Minimum 0.10 multiplied by the net lot area of the Development Plan.
- b. For building heights over twelve (12) feet: the minimum open space requirement plus 0.004 multiplied by the net lot area of the of the Development Plan for each foot of building height over twelve (12) feet.
- c. Not required to exceed 0.20 multiplied by the net lot area of the Development Plan.
- d. Open space is distributed as follows:
 - i. Frontage open space minimum: 0.25 multiplied by the required open space, except as follows:
 - (1) At least ~~thirty (30)~~ **TWENTY (20)** square feet per one (1) linear foot of public street frontage.
 - (2) Not required to exceed fifty (50) square feet per one (1) linear foot of public street frontage.
 - (3) This does not include the open space in Section 5.2608.C.1.d. required for amended development standards.

2. Courtyard minimum: 0.01 multiplied by the net lot area of the Development Plan.

- a. The courtyard is in addition to open space.

- b. A portion of the planned regional center shall be oriented toward and open onto a courtyard.
 - c. The courtyard shall be enclosed by buildings on at least three (3) sides.
 - d. The Development Review Board may waive the courtyard if the Board finds that a suitable alternative design is presented.
3. Parking areas and parking lot landscaping are not included in the required open space.
 4. NAOS may be included in the required open space.
- E. *Setbacks and stepbacks adjacent to a residential district boundary.*
1. Adjacent to a residential district boundary shown on Table 4.100.A., or the residential portion of a Planned Community P-C, or any portion of a Planned Residential Development PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A.:
 - a. Setback minimum: ~~Fifty (50)~~ **THIRTY (30), TWENTY (20) feet FOR RESIDENTIAL USES 2 STORIES OR LESS**, measured from the residential district boundary.
 - b. Stepback plane **FOR PERIMETER SEGMENT 1, 2 AND 3**: incline at a ratio of ~~1:2~~ **1:1** beginning ~~thirty-six (36)~~ **FORTY-TWO (42)** feet above grade at the minimum setback **OF THIRTY-SIX (36) FEET FROM THE PROPERTY LINE**. See ~~Example 5.2606.E.1~~.

SETBACK PLANE FOR PERIMETER SEGMENT 4: INCLINE AT A RATIO OF 1:2 BEGINNING FORTY-TWO (42) FEET ABOVE GRADE AT A SETBACK OF THIRTY-SIX (36) FEET FROM THE PROPERTY LINE.



F. *Stepbacks where not adjacent to a residential district boundary.*

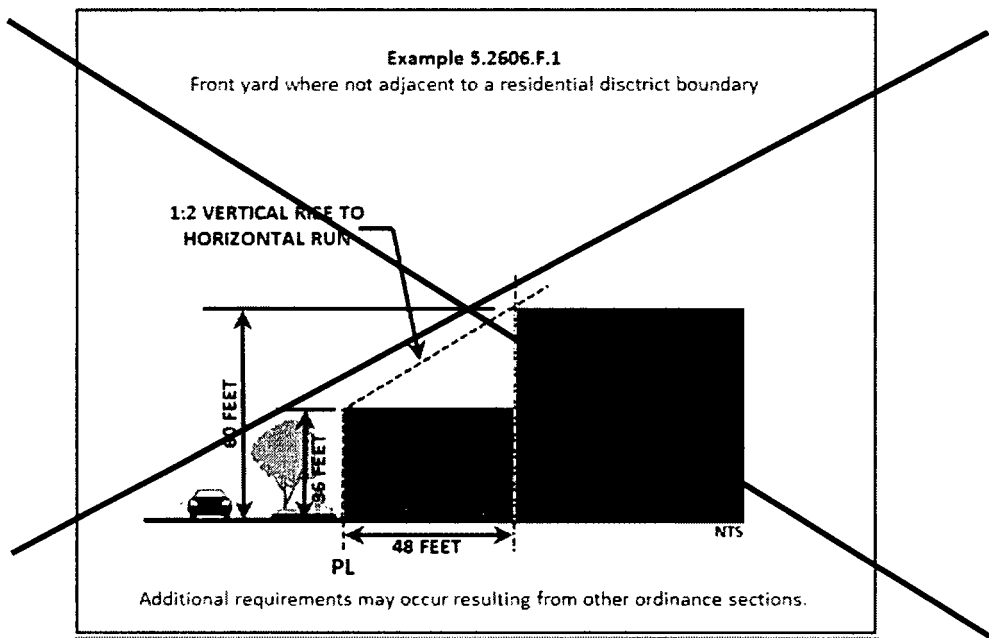
1. Not adjacent to a residential district boundary shown on Table 4.100.A., or the residential portion of a Planned Community P-C, or any portion of a Planned Residential Development PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A.:

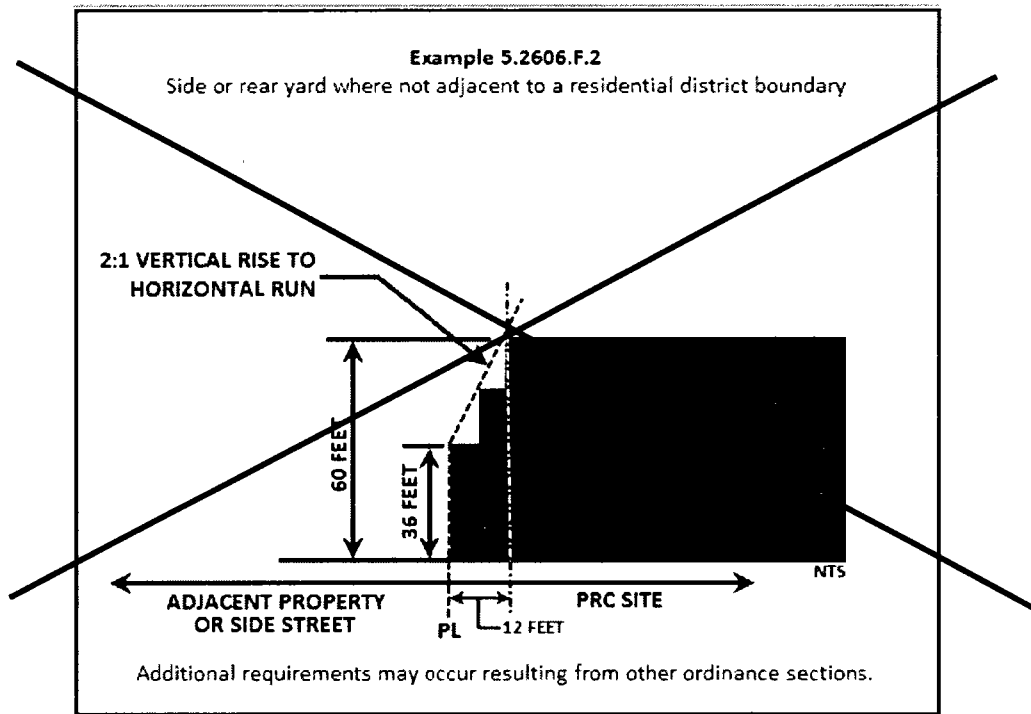
a. *Front yard.*

i. The stepback at the perimeter of the Development Plan shall incline at a ratio of ~~1:2~~ **2:1** beginning thirty-six (36) feet above the property line. See ~~Example 5.2606.F.1.~~

b. *Side and Rear Yards.*

i. The stepback at the perimeter of the Development Plan shall incline at a ratio of 2:1 beginning ~~thirty-six (36)~~ **FORTY-FOUR (44)** feet above the property line. See ~~Example 5.2606.F.2.~~





G. *Screening.*

1. All operations and storage shall be conducted within a completely enclosed building or within an area contained by a wall or fence as determined by Development Review Board approval.

(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14)

Sec. 5.2607. - Freestanding ornamental monument height.

- A. *Purpose.* Building height may be amended to encourage creativity and enhancement of the built environment through the inclusion of a freestanding ornamental monument.
- B. *Maximum height:* subject to City Council approval.
- C. *Additional development standards and requirements.*
 1. The monument shall be accessible by pedestrians.
 2. The monument shall not include signs.
 3. The portion of the monument above sixty (60) feet in building height shall not include habitable space.
 4. The monument shall be integrated with the Development Plan components including but not limited to the Development Program, Conceptual Open Space Plan, Transitions Plan, Parking Plan, and Special Impacts Analysis (Lighting Program, View and Shading Analysis).

D. *Process.*

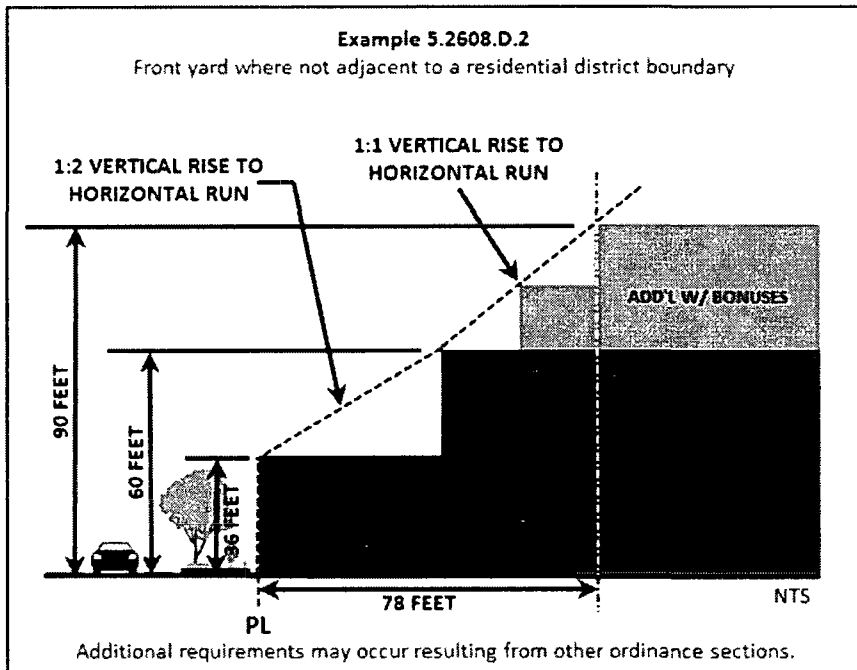
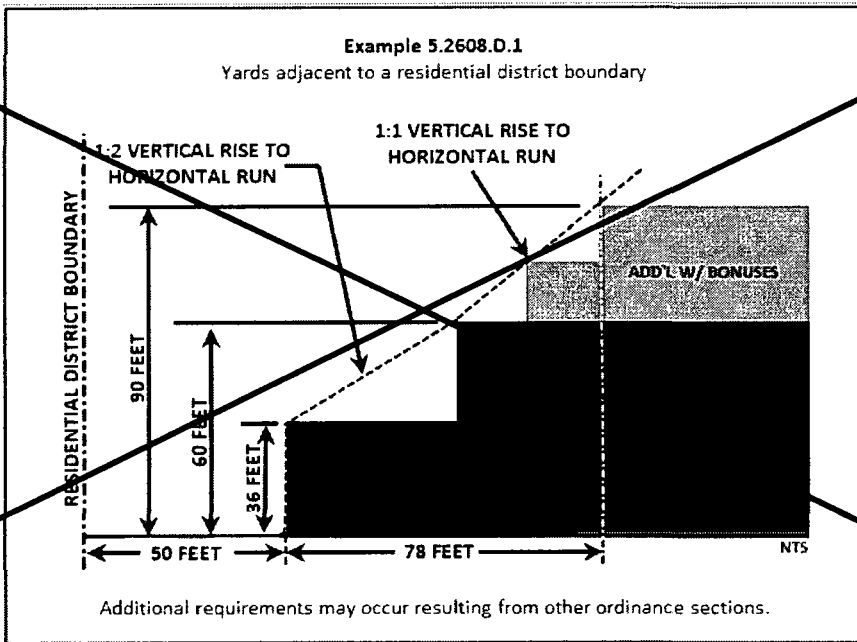
1. Before the first Planning Commission hearing on a freestanding ornamental monument height, the Development Review Board shall make a recommendation to the Planning Commission regarding the proposal based on the following criteria.
 - a. The height and location of the monument shall relate to the context and character of the site and surrounding area and not be intrusive.
 - b. The monument shall respond to Scottsdale's history and location within the Sonoran Desert environment.
 - c. The monument shall be designed as a focal point for the Development Plan project area.
 - d. The monument is a signature piece that serves as a community amenity by contributing to the experience of place, offering a visual amenity, exhibiting relationships to the community's cultural or historical heritage and environmental location, or that adds to the city's quality of life for residents and visitors.
2. The Planning Commission shall consider the Development Review Board recommendation. The City Council shall consider the Development Review Board recommendation and Planning Commission recommendation.

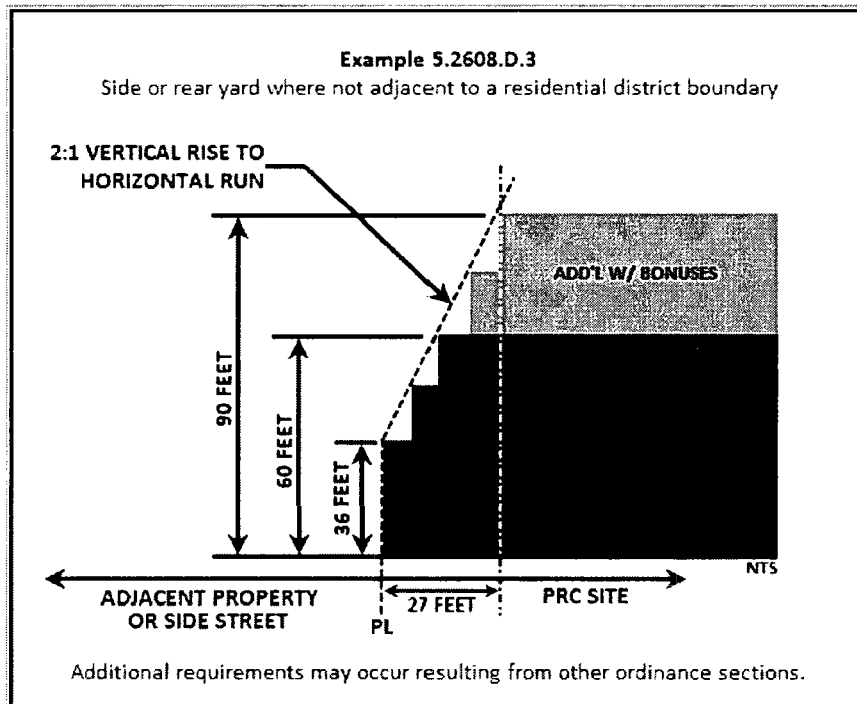
(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14)

Sec. 5.2608. - Amended development standards for enhanced design - floor area ratio and building height.

- A. *Purpose.* The floor area ratio and building height development standards may be amended to encourage sensitivity to site conditions and provide flexibility in planning.
- B. *Applicability.* The Development Plan shall show the specific locations of the amended development standards.
- C. *Maximum amended development standards.*
 1. *Floor area ratio.*
 - a. Maximum: 1.0 of the net lot area of all lots within the Development Plan boundary.
 - b. A floor area ratio greater than 1.0 may be located on the portion of the Development Plan where the amended floor area ratio is located. However, the overall Development Plan shall not exceed a floor area ratio of 1.0.
 2. *Building height (including rooftop appurtenances).* Maximum: Ninety (90) feet.
- D. *Additional requirements.*
 1. The following requirements are applicable to the amended development standards where shown on the Development Plan:
 - a. Vertically integrated mixed-use development is required.
 - b. Non-density based use distribution: five percent of the total gross floor area shall be non-density based uses located within the story at grade.

- c. Density based uses or guest unit distribution. Minimum: Twenty (20) percent of the total gross floor area shall be density based uses or guest units, or a combination of the two.
- d. Open space.
 - i. Additional: Equal to or greater than 0.05 multiplied by the land area where the amended development standards are located on the Development Plan.
 - ii. Placement: The additional open space shall be placed in the same location as the amended development standards.
- e. Building massing at the perimeter of the Development Plan.
 - i. Stepbacks adjacent to a residential district boundary.
 - (1) Portions of buildings that are adjacent to a residential district boundary shown on Table 4.100.A., or the residential portion of a Planned Community P-C, or any portion of a Planned Residential Development PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A. Minimum: Building height of sixty (60) feet or less is as required in Section 5.2606.E. Building heights greater than sixty (60) feet, the minimum is as follows: 1:1 vertical rise to horizontal run, beginning at the point where the sixty (60) feet of building height can be located. See Example 5.2608.D.1.
 - ii. Stepbacks where not adjacent to a residential district boundary.
 - (1) Front yard. Minimum: Building height of sixty (60) feet or less is as required in Section 5.2606.F.1.a. Building heights greater than sixty (60) feet, the minimum is as follows: 1:1 vertical rise to horizontal run, beginning at the point where the sixty (60) feet of building height can be located. See Example 5.2608.D.2.
 - (2) Side and rear yards. Minimum: Building height of sixty (60) feet or less is as required in Section 5.2606.F.1.b. Building heights greater than sixty (60) feet, the minimum is as follows: 2:1 vertical rise to horizontal run, beginning at the point where the sixty (60) feet of building height can be located. See Example 5.2608.D.3.





- iii. Building facade length. Maximum: Two hundred (200) feet without an offset or recess in the building wall plane.
 - iv. Building facade offset or recess. Minimum: Twenty (20) feet in depth projecting away from the street for a minimum distance equivalent to twenty (20) percent of the building width, and angled between ninety (90) degrees and forty-five (45) degrees to the building wall plane.
- f. Parking.
- i. Underground parking structures are required and shall be integrated into the building as determined by the Development Review Board.
 - ii. Above-ground parking structures may be provided and shall be fully concealed from the public view through integration of the parking structure into the building and the use of architecturally integrated materials as determined by the Development Review Board.
2. Scottsdale's Green Building Program. The development shall be in compliance with Scottsdale's Green Building Program requirements.
- E. *Process.*
- 1. Before the first Planning Commission hearing, the Development Review Board shall make a recommendation to the Planning Commission regarding the proposal based on the following criteria.
 - a. The location and massing design of the proposed increase in height relate to the context and character of the site and surrounding area and are not intrusive.

- b. The development contributes to the future continuity of character area design concepts, corridor design guidelines, and other City design policies.
2. The Planning Commission shall consider the Development Review Board recommendation. The City Council shall consider the Development Review Board recommendation and Planning Commission recommendation.

(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 104), 5-6-14)

Sec. 5.2609. - General provisions.

Unless otherwise provided, the provisions of Article VII shall apply.

(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14)

Sec. 5.2610. - Signs.

The provisions of Article VIII shall apply except a master sign program shall be submitted with the development review application.

(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14)

Sec. 5.2611. - Off-street parking.

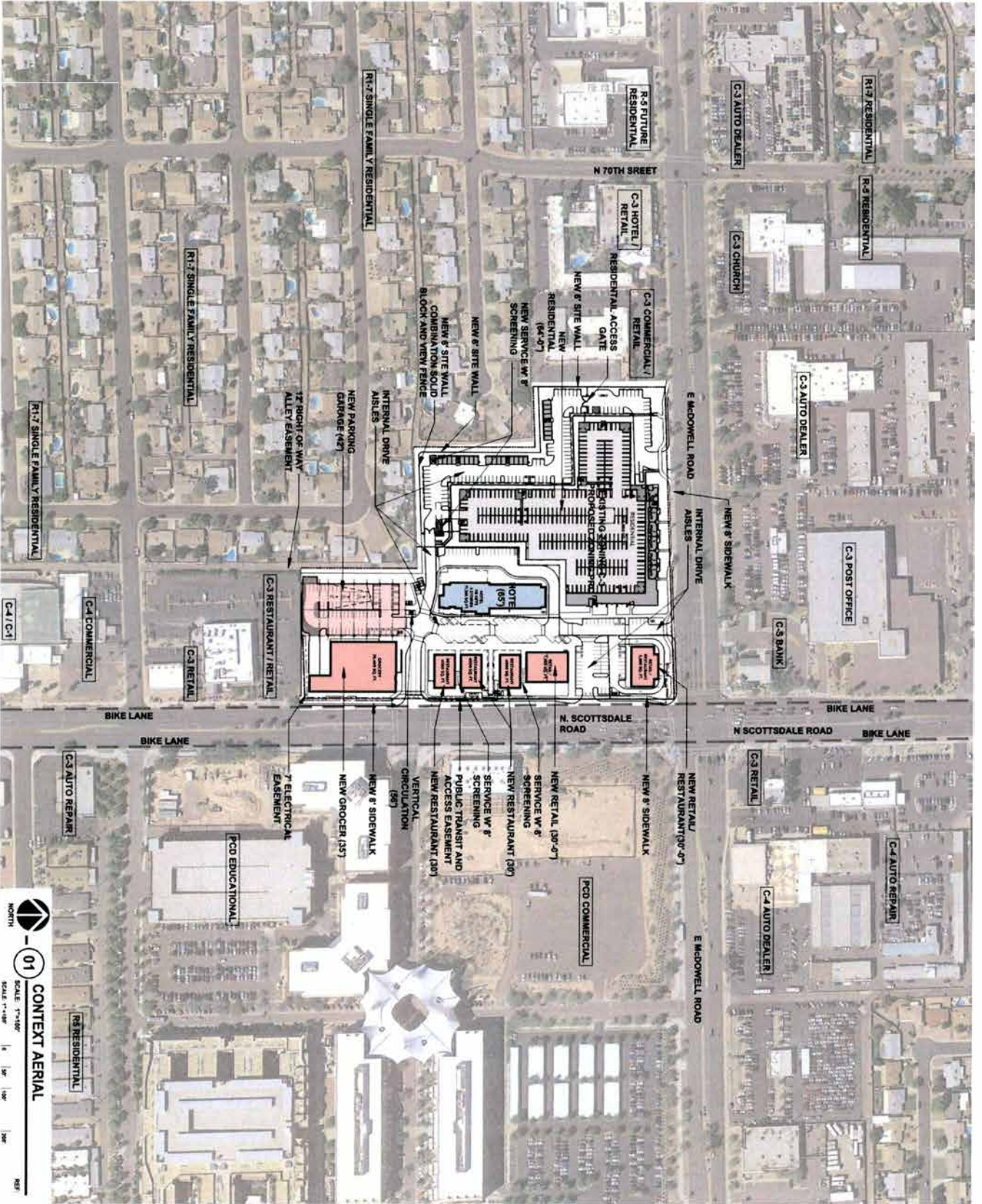
The provisions of Article IX shall apply.

(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14)

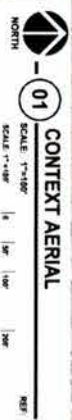
Sec. 5.2612. - Landscaping.

Unless otherwise provided, the provisions of Article X shall apply.

(Ord. No. 4124, § 1(Res. No. 9599, Exh. A, § 2), 1-14-14)



485-PA-14 | 6-ZN-2018



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 www.nelsen.com

Date: 26 FEBRUARY 2018
 Project No: 317743
 A101
 CONTEXT AERIAL

**SCOTTSDALE RD
AND McDOWELL REZONING**
7047 E McDowell Rd
SCOTTSDALE, AZ 85257

Date:
28 SEPTEMBER 2018

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Project No:
317143

A102
SITE PLAN

CURRENT / PROPOSED ZONING

CURRENT ZONING: C-3
PROPOSED ZONING: PR-C

SITE AREA TABULATIONS

GROSS LOT AREA: 387,023 SF (13.49 ACRES)
NET LOT AREA: 479,296 SF (11.02 ACRES)

AREA AND HEIGHT RESTRICTIONS

MAXIMUM ALLOWED F.A.R. FOR NON-DENSITY BASED USE: 0.80
PROPOSED F.A.R. (DB): 118,185 / 479,296 = 0.25
DWELLING UNITS MAX: 283 (21 UNITS / ACRE GROSS LOT AREA)
DWELLING UNITS PROVIDED: 274
MAXIMUM ALLOWED BUILDING HEIGHT: 80' with bonus
PROPOSED BUILDING HEIGHT: 65' MAX.

GROSS FLOOR AREAS:

RETAIL: 21,840 SF
RESTAURANT: 25,080 SF
HOTEL SF (118 KEYS): 71,265 SF
TOTAL GROSS SF NOT INCLUDING RESIDENTIAL: 118,185 SF
RESIDENTIAL GROSS SF: 424,770 SF
TOTAL GROSS SF: 575,046 SF

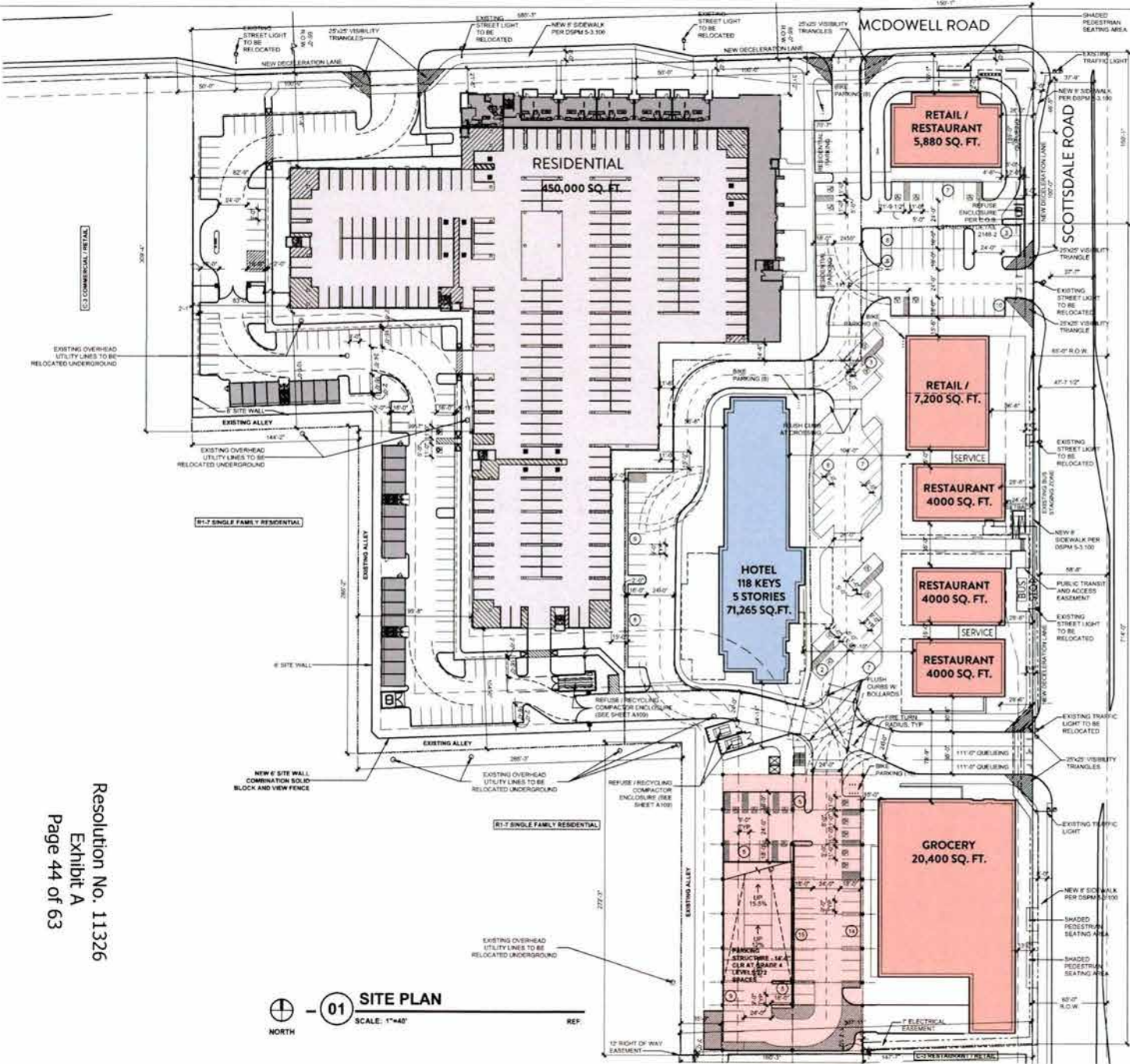
COMMERCIAL PARKING TABULATIONS (Table 9.103.A)

1/325 GSP (EXCEPT HOTEL) (48,920/325): 145 SPACES
1.25X HOTEL (118 x 1.25): 148 SPACES
TOTAL REQUIRED: 293 SPACES
SURFACE PARKING PROVIDED: 80 SPACES
STRUCTURED PARKING PROVIDED: 274 SPACES
TOTAL PARKING PROVIDED: 354 SPACES
ACCESSIBLE PARKING REQUIRED (4%): 15 SPACES
ACCESSIBLE SPACES PROVIDED: 22 SPACES
REQUIRED BICYCLE PARKING (10%): 37 SPACES
PROVIDED BICYCLE PARKING: 42 SPACES

RESIDENTIAL PARKING TABULATIONS (Table 9.103.A)

UNIT TYPE AND COUNT: 38 STUDIOS (1.25 EA), 126 1 BRDM (1.30 EA), 106 2 BRDM (1.70 EA), 4 3 BRDM (1.90 EA)
PARKING REQUIRED: 47.50 SPACES, 163.80 SPACES, 180.20 SPACES, 7.60 SPACES
TOTAL PARKING REQUIRED: 399 SPACES
TOTAL UNITS: 274 (PROVIDED / UNIT COUNT = 1.42)
PARKING PROVIDED: SURFACE PARKING (112), PUBLIC TRANSIT AND ACCESS EQUIPMENT (254), STRUCTURED PARKING (254), GARAGE (CARBORN HOUSE) (24), TOTAL PROVIDED: 590
REQUIRED ACCESSIBLE PARKING (4%): 16 SPACES
PROVIDED ACCESSIBLE PARKING: 16 SPACES
REQUIRED BICYCLE PARKING: 40
PROVIDED BICYCLE PARKING: 40

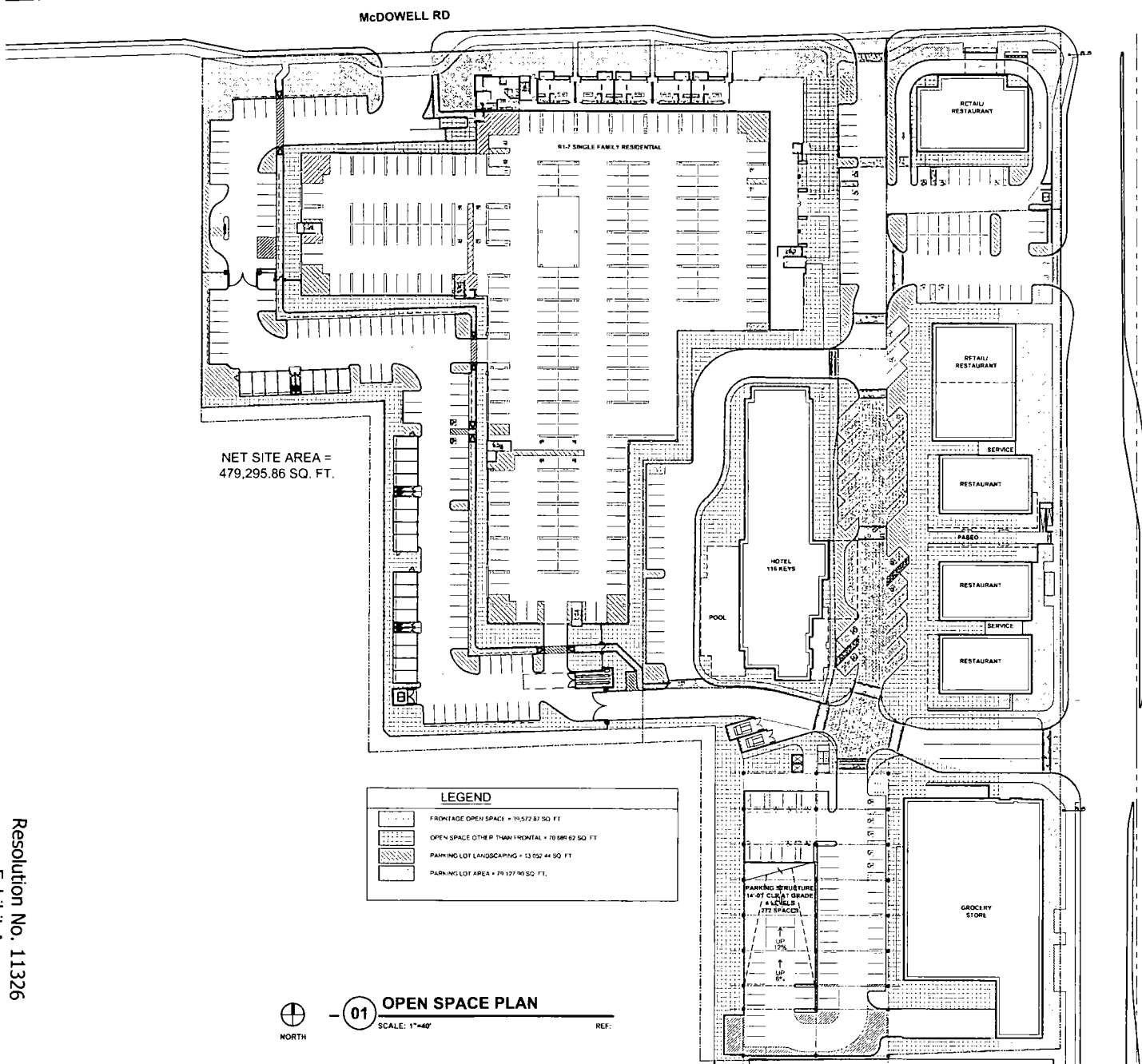
VICINITY MAP



01 SITE PLAN
SCALE: 1"=40'
NORTH REF.

Resolution No. 11326
Exhibit A
Page 44 of 63

485-PA-14 | 6-ZN-2018



NET SITE AREA =
479,295.86 SQ. FT.

LEGEND

[Pattern]	FRONTAGE OPEN SPACE = 39,572.87 SQ. FT.
[Pattern]	OPEN SPACE OTHER THAN FRONTAGE = 70,691.62 SQ. FT.
[Pattern]	PARKING LOT LANDSCAPING = 13,052.44 SQ. FT.
[Pattern]	PARKING LOT AREA = 79,127.90 SQ. FT.

01 OPEN SPACE PLAN
SCALE: 1"=40' REF.

PROJECT DATA CURRENT ZONING: C-3
PROJECT PROPOSED ZONING: PCD
NET LOT AREA: 479,295.86 S.F.

OPEN SPACE CALCULATIONS

REQUIRED OPEN SPACE:
MAXIMUM BUILDING HEIGHT: 65'0"
PER ZONING 2,000 D.F.C. = MAX. REQ. = NET LOT x 0.7
MAX. REQUIRED = 479,295.86 x 0.7 = 335,007.10 S.F.

FIRST 12' = 10% = NET LOT AREA: 47,929.58 S.F.
NEXT 53' = 53 x 0.284 = 149,295.86 = 101,510.72 S.F.

OPEN SPACE REQUIRED (NOT INCLUDING PARKING LOT LANDSCAPING)
47,929.58 + 101,510.72 = 149,440.30 S.F.
MAX. REQUIRED = 99,859.17 S.F.

OPEN SPACE PROVIDED:
39,572.87 + 70,691.62 = 110,264.49 S.F.
99,859.17 REQUIRED = 110,264.49 PROVIDED

FRONTAGE OPEN SPACE REQUIRED:
935 x 479,295.86 = 23,964.79 S.F.

FRONTAGE OPEN SPACE PROVIDED:
39,572.87 S.F.
23,964.79 REQUIRED = 39,572.87 PROVIDED

PARKING LOT LANDSCAPING REQUIRED
PARKING LOT AREA x 15%
79,127.90 x 0.15 = 11,869.19 S.F.

PARKING LOT LANDSCAPING PROVIDED = 13,052.44 S.F.
11,869.19 REQUIRED = 13,052.44 PROVIDED

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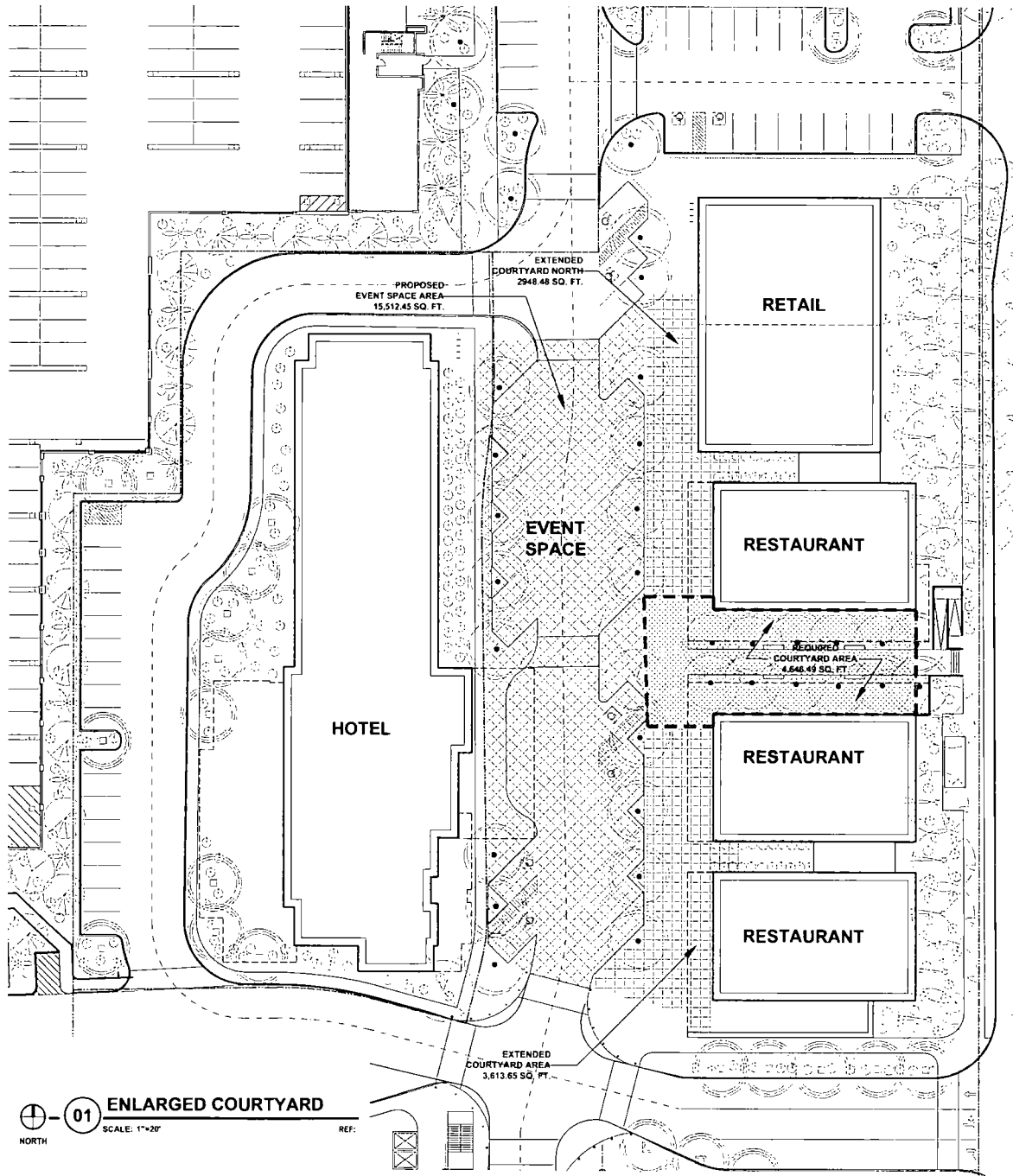
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Project No.
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A103A
OPEN SPACE PLAN



NET LOT AREA: 456,779.28 S.F.

COURTYARD CALCULATIONS

REQUIRED COURTYARD SPACE:
 01 X NET LOT AREA
 01 X 456 779.28 S.F. = 4,567.78 S.F.

COURTYARD SPACE PROVIDED
 4,446.49 S.F.

4,567.78 REQUIRED = 4,567.78 PROVIDED

ADDITIONAL EXTENDED COURTYARD
 2,948.48 S.F. + 3,813.85 S.F. = 6,762.33 S.F.

EVENT SPACE
 15,512.43 S.F.

POTENTIAL COURTYARD SPACE PROVIDED
 4,446.49 + 6,762.33 + 15,512.43 = 26,721.25 S.F.

LEGEND	
[Pattern: Dotted]	PROVIDED COURTYARD = 4,446.49 SQ. FT. MIN. REQUIRED COURTYARD PER SECTION 5.A.6.0.3 OF THE ZONING ORDINANCE = 4,567.79 SQ. FT.
[Pattern: Cross-hatched]	EXTENDED COURTYARD AREA - 3,813.85 SQ. FT.
[Pattern: Stippled]	COURTYARD / EVENT SPACE - 15,512.43 SQ. FT.

01 ENLARGED COURTYARD
 SCALE: 1"=20'
 NORTH REF:

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485-PA-14 | 6-ZN-2018

Date:
 29 SEP 2018 10:51 AM

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A103B
 ENLARGED COURTYARD

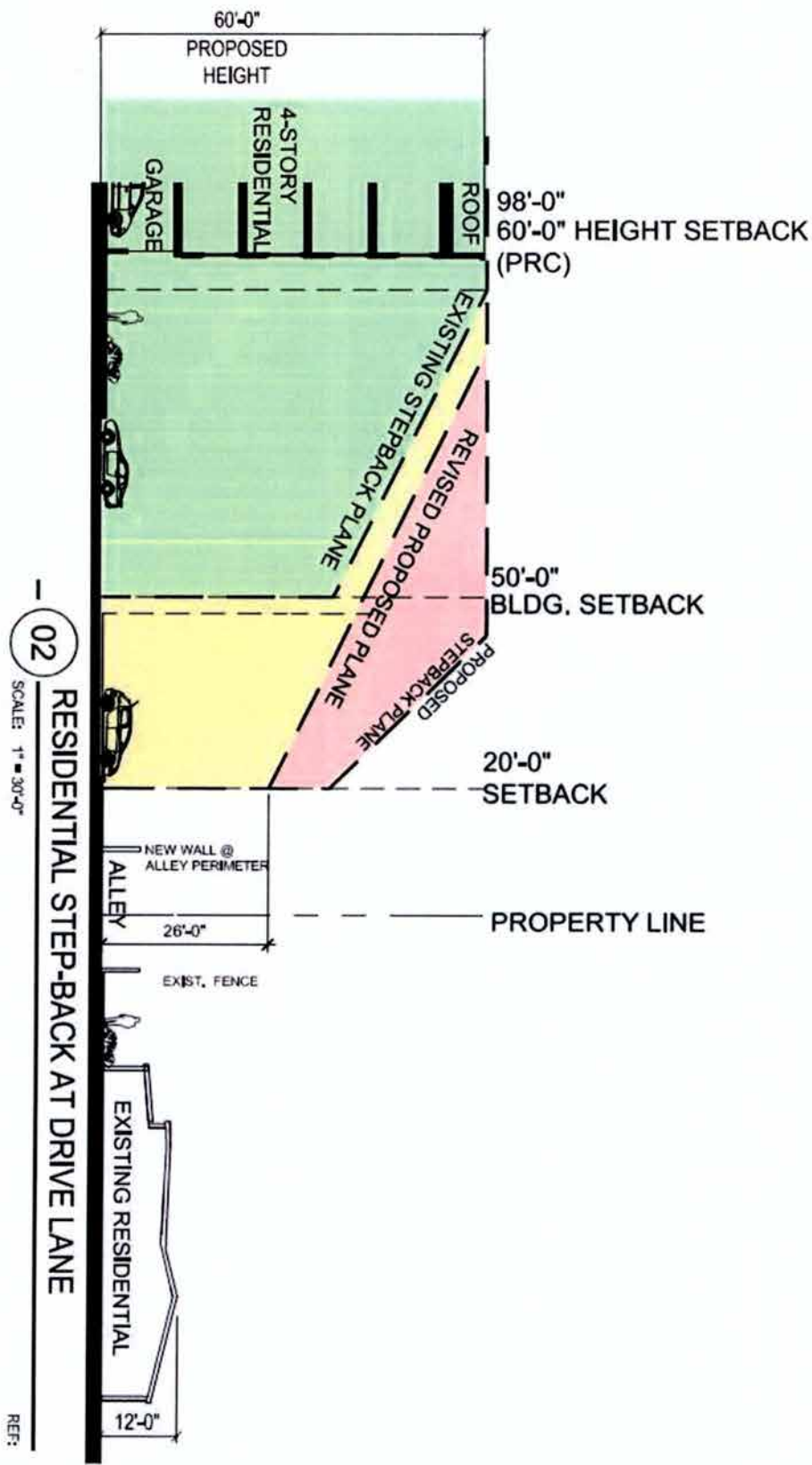
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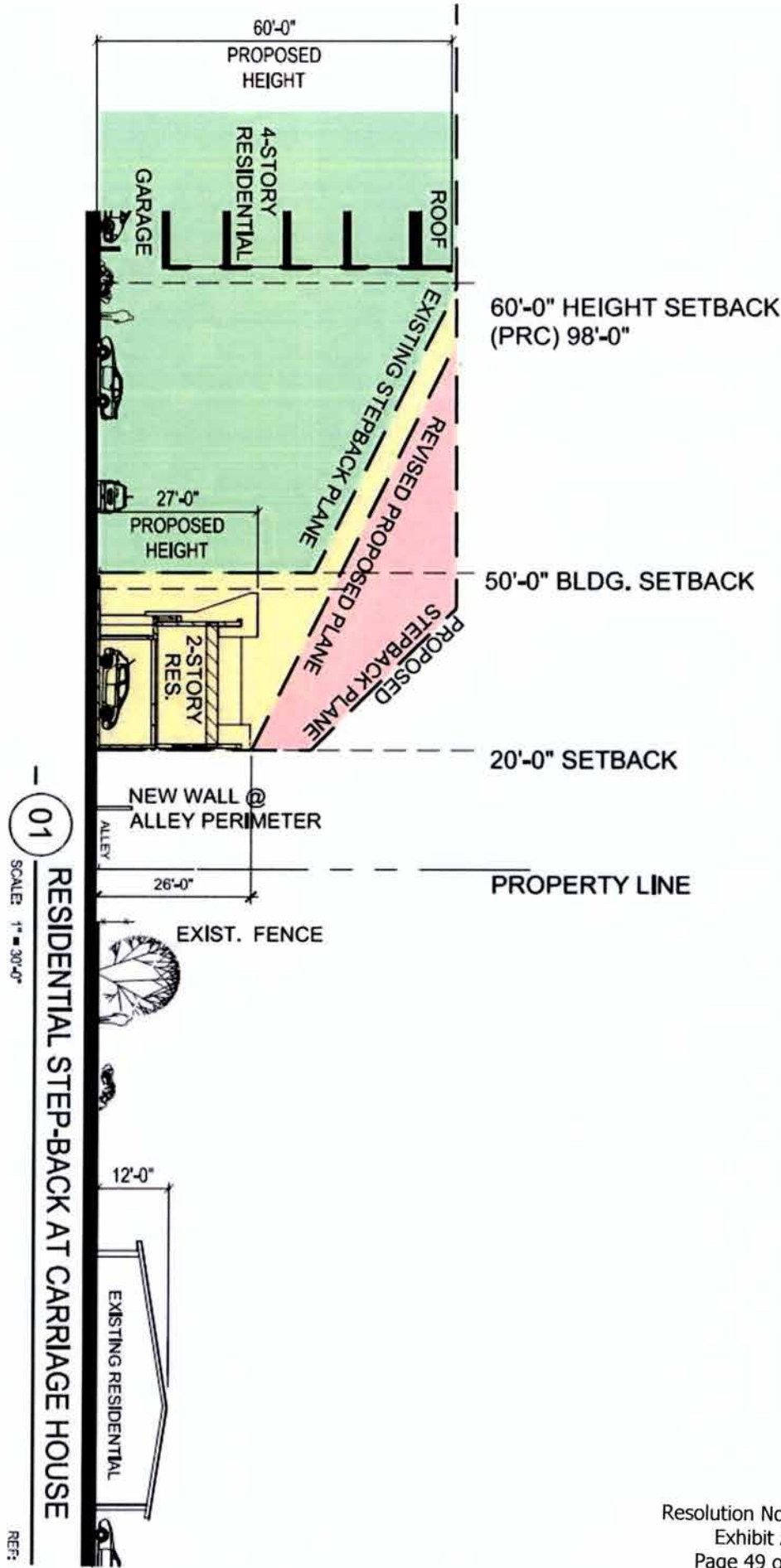


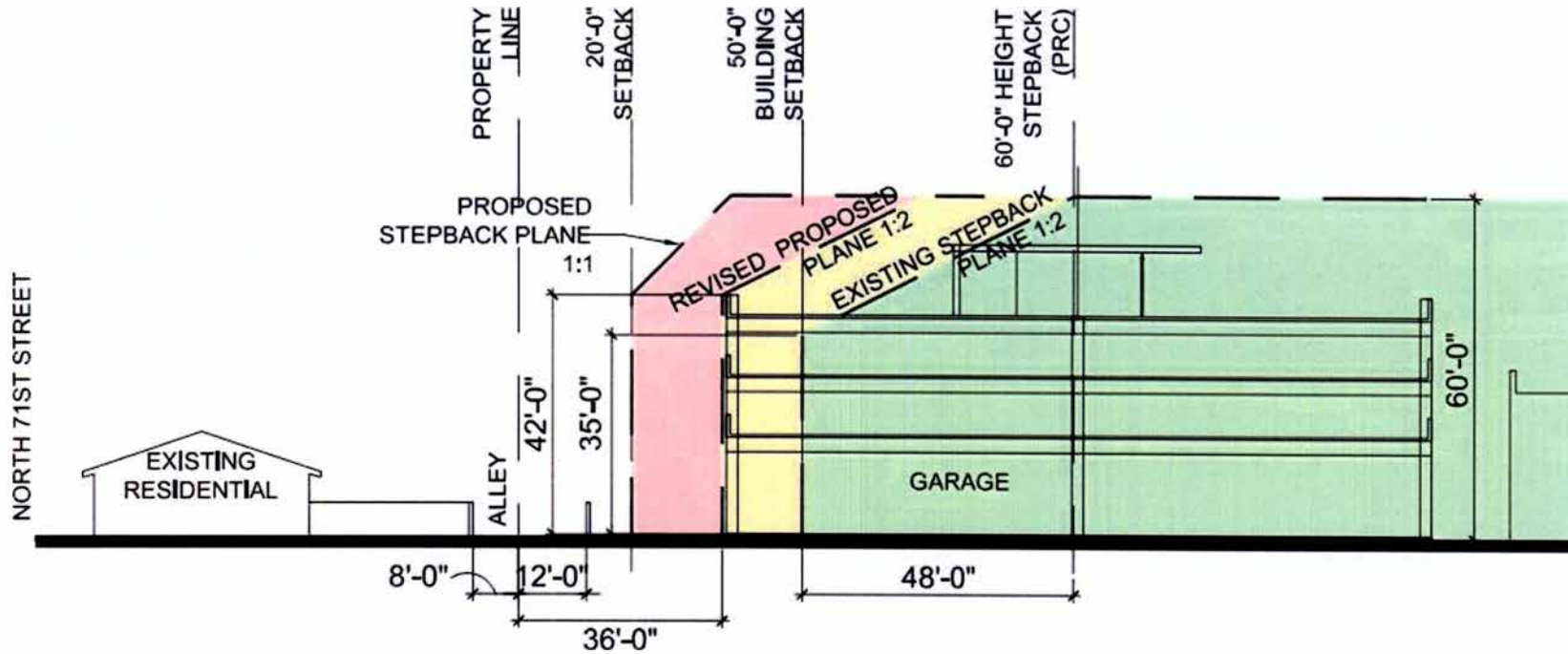
Resolution No. 11326
 Exhibit A
 Page 47 of 63

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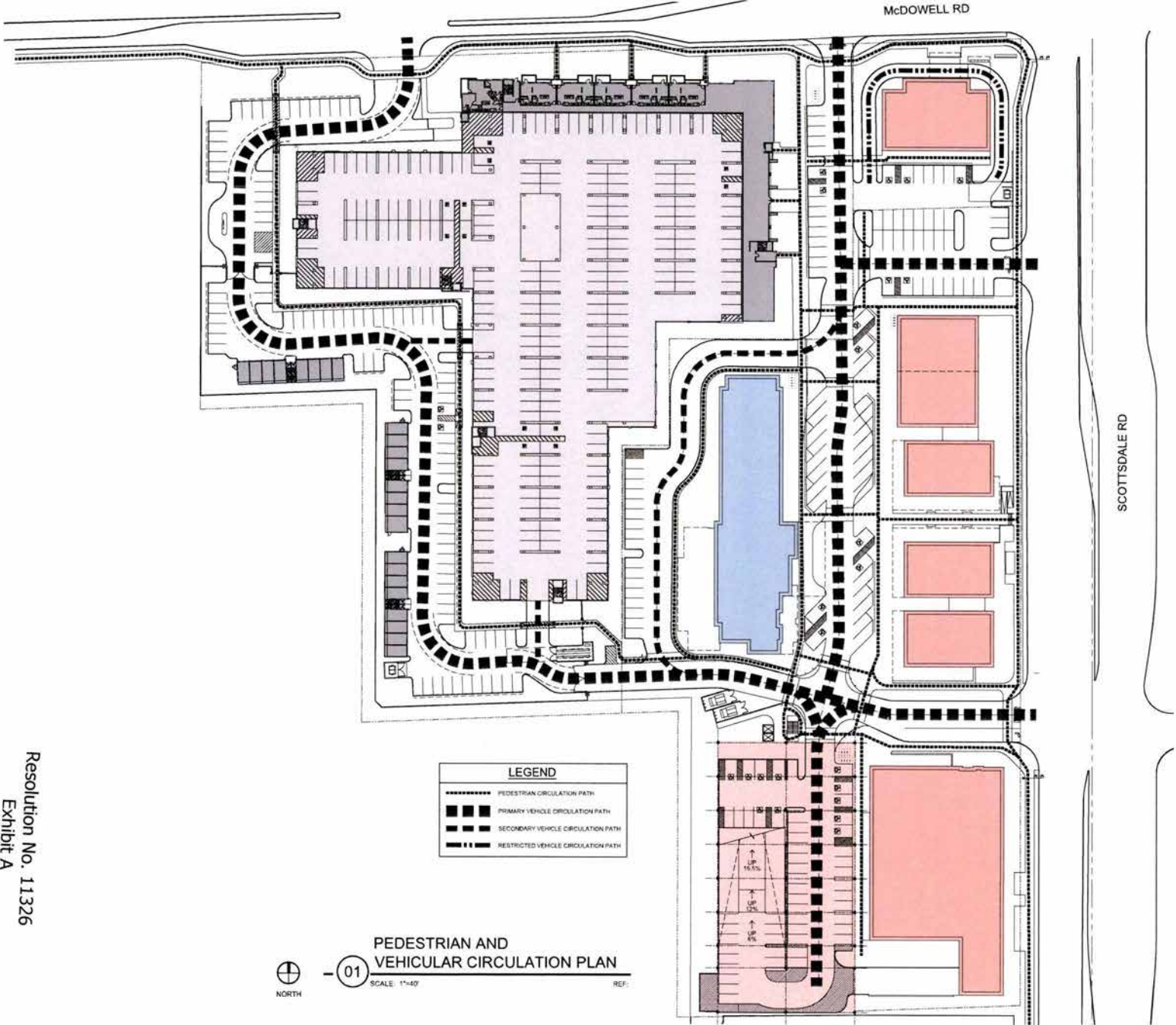








SEGMENT 4 SETBACK AND STEPBACK



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

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

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485-PA-14 | 6-ZN-2018

Date:
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Drawings and other technical documents have been prepared and approved in accordance with the applicable rules and regulations of the Arizona State Board of Architectural Examiners and the Board of Architects.

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A105
 PEDESTRIAN AND VEHICULAR CIRCULATION



02 SCOTTSDALE ROAD STREETScape (EAST) ELEVATION
SCALE: N.T.S. REF



01 WEST ELEVATION
SCALE: N.T.S. REF

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A106A
ELEVATIONS
COLOR



02 SOUTH ELEVATION
SCALE: N.T.S. REF.



01 McDOWELL ROAD STREETSCAPE (NORTH) ELEVATION
SCALE: N.T.S. REF.

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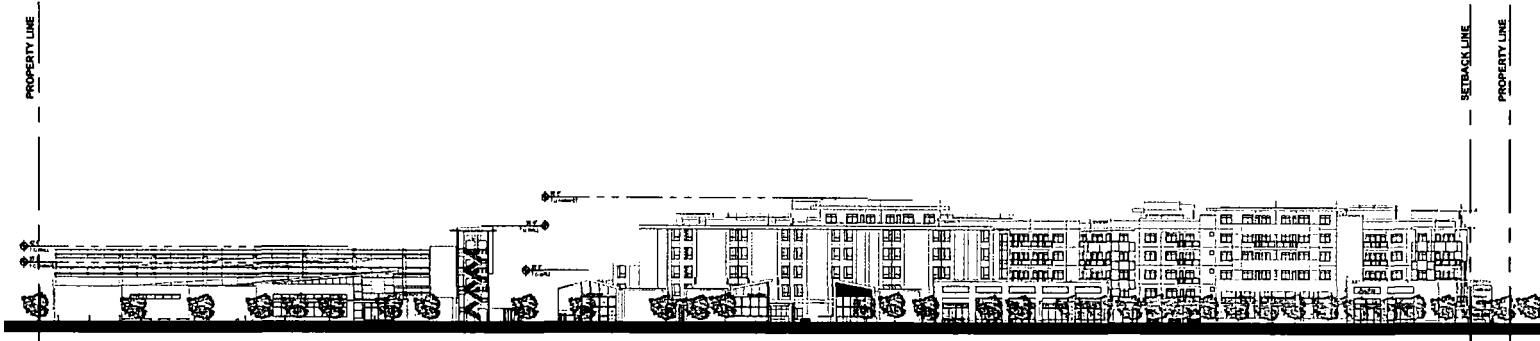
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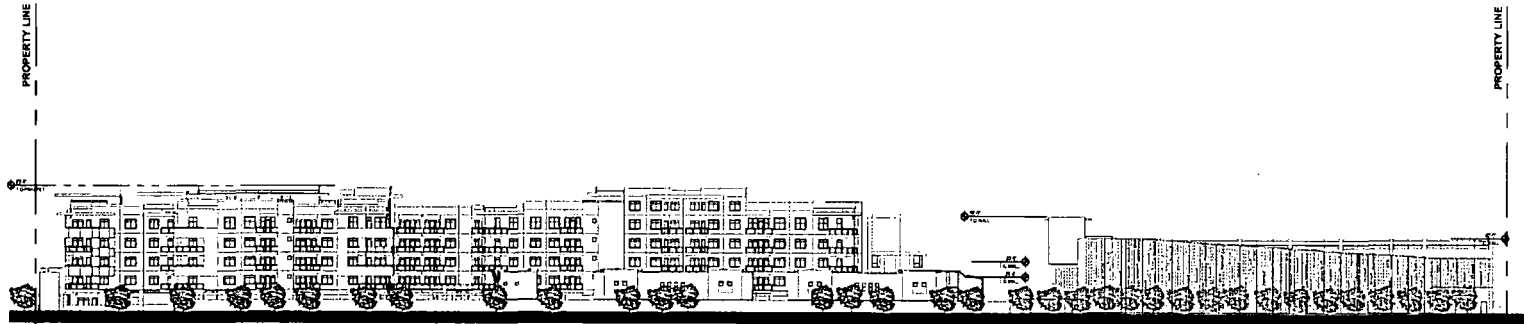
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A106B
ELEVATIONS
COLOR



02 SCOTTSDALE ROAD STREETScape (EAST) ELEVATION
SCALE: N.T.S. REF:



01 WEST ELEVATION
SCALE: N.T.S. REF:

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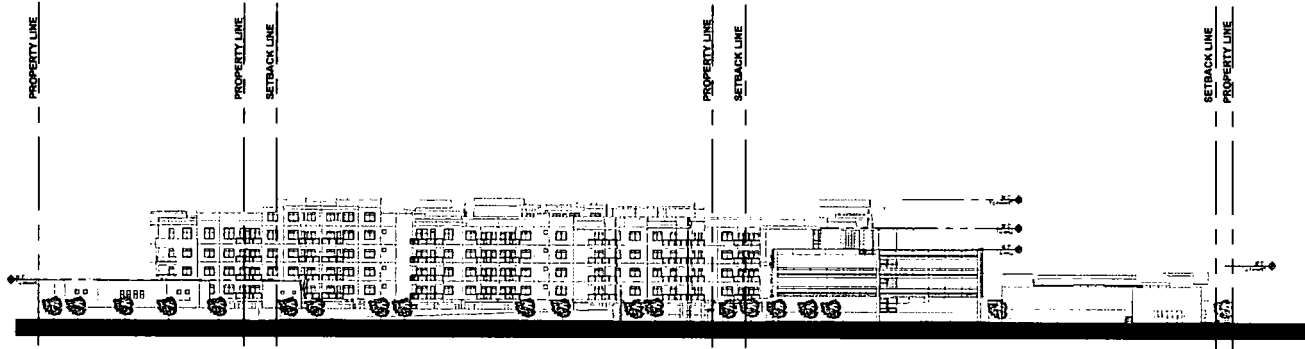
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A106C
ELEVATIONS
BLACK/WHITE



02 SOUTH ELEVATION
SCALE: N.T.S. REF:



01 McDOWELL ROAD STREETSCAPE (NORTH) ELEVATION
SCALE: N.T.S. REF:

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A106D
ELEVATIONS
BLACK/WHITE



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01 PERSPECTIVE FROM NORTHEAST
 SCALE: N.T.S. REF

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A107A
 PERSPECTIVES

485-PA-14 | 6-ZN-2018



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 Exhibit A
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01 PERSPECTIVE FROM SOUTHEAST
 SCALE: N.T.S. REF.

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A107B
 PERSPECTIVES



02 PERSPECTIVE FROM NORTHWEST
 SCALE: N.T.S. REF



01 PERSPECTIVE FROM SOUTHWEST
 SCALE: N.T.S. REF

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A107C
 PERSPECTIVES



04 PERSPECTIVE OF GROCERY AND GARAGE ENTRIES
SCALE: N.T.S. REF:



02 AERIAL VIEW OF RESTAURANTS
SCALE: N.T.S. REF:



03 PERSPECTIVE OF SCOTTSDALE AND SKYSONG
SCALE: N.T.S. REF:



01 PERSPECTIVE FROM SCOTTSDALE
SCALE: N.T.S. REF:

Resolution No. 11326
Exhibit A
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04 PERSPECTIVE OF PASEO FROM HOTEL
SCALE: N.T.S.

REF



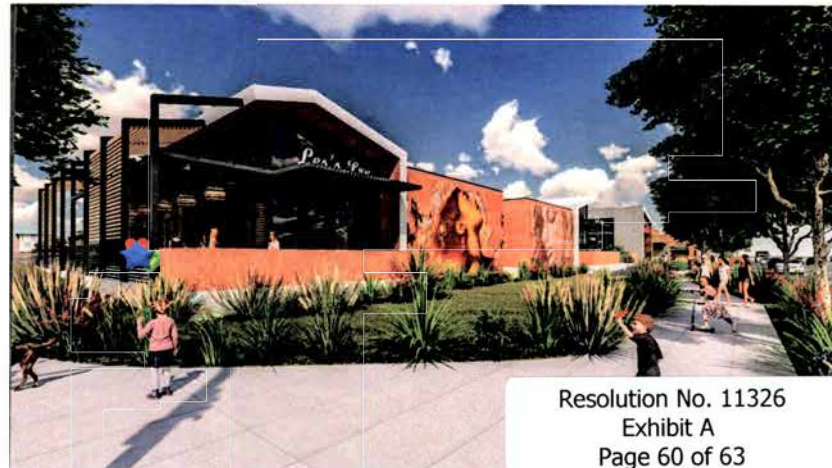
02 PERSPECTIVE OF PASEO FROM SCOTTSDALE ROAD
SCALE: N.T.S.

REF



03 PERSPECTIVE OF RESTRAUNTS - LOOKING NORTH
SCALE: N.T.S.

REF



01 PERSPECTIVE OF RESTRAUNTS ALONG SCOTTSDALE ROAD
SCALE: N.T.S.

REF



06 SCOTTSDALE AND SKYSONG - GARAGE ENTRY
SCALE: N.T.S. REF.



05 EVENT SPACE - LOOKING NORTH
SCALE: N.T.S. REF.



04 PEDESTRIAN VIEW AT RESIDENTIAL
SCALE: N.T.S. REF.



03 PEDESTRIAN VIEW AT RESIDENTIAL ENTRY
SCALE: N.T.S. REF.



02 EVENT SPACE - LOOKING SOUTH
SCALE: N.T.S. REF.



01 PEDESTRIAN VIEW LOOKING SOUTH
SCALE: N.T.S. REF.

Resolution No. 11326
Exhibit A
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Resolution No. 11326
 Exhibit A
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A107G
 PERSPECTIVES

01 STREETVIEW - SCOTTSDALE AND McDOWELL "OASIS"

SCALE: N.T.S.

REF

PAPAGO PLAZA

Rezoning and Development Plan

PROJECT NARRATIVE

Prepared by:

Withey Morris, PLC

Jason B. Morris

George A. Pasquel III

On behalf of:

Papago Marketplace, LLC

Design Team:

Nelsen Partners

George Melara

Jeff Brand

ORB Architecture

Rick Barber

1st Submittal: April 20, 2018

2nd Submittal: August 16, 2018

3rd Submittal: September 30, 2018

Additional Information for:

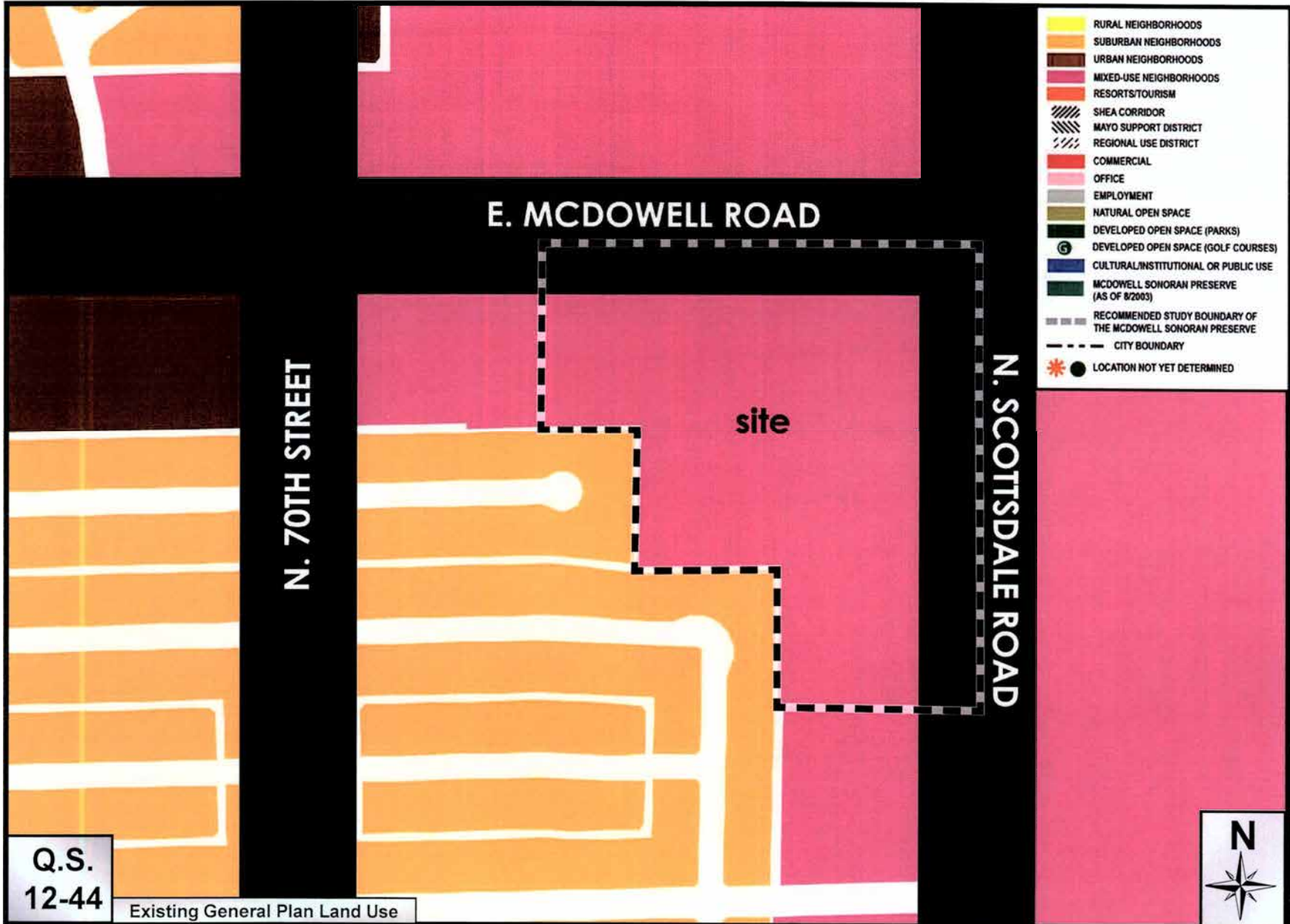
Papago Plaza

Case: 6-ZN-2018

PLANNING/DEVELOPMENT

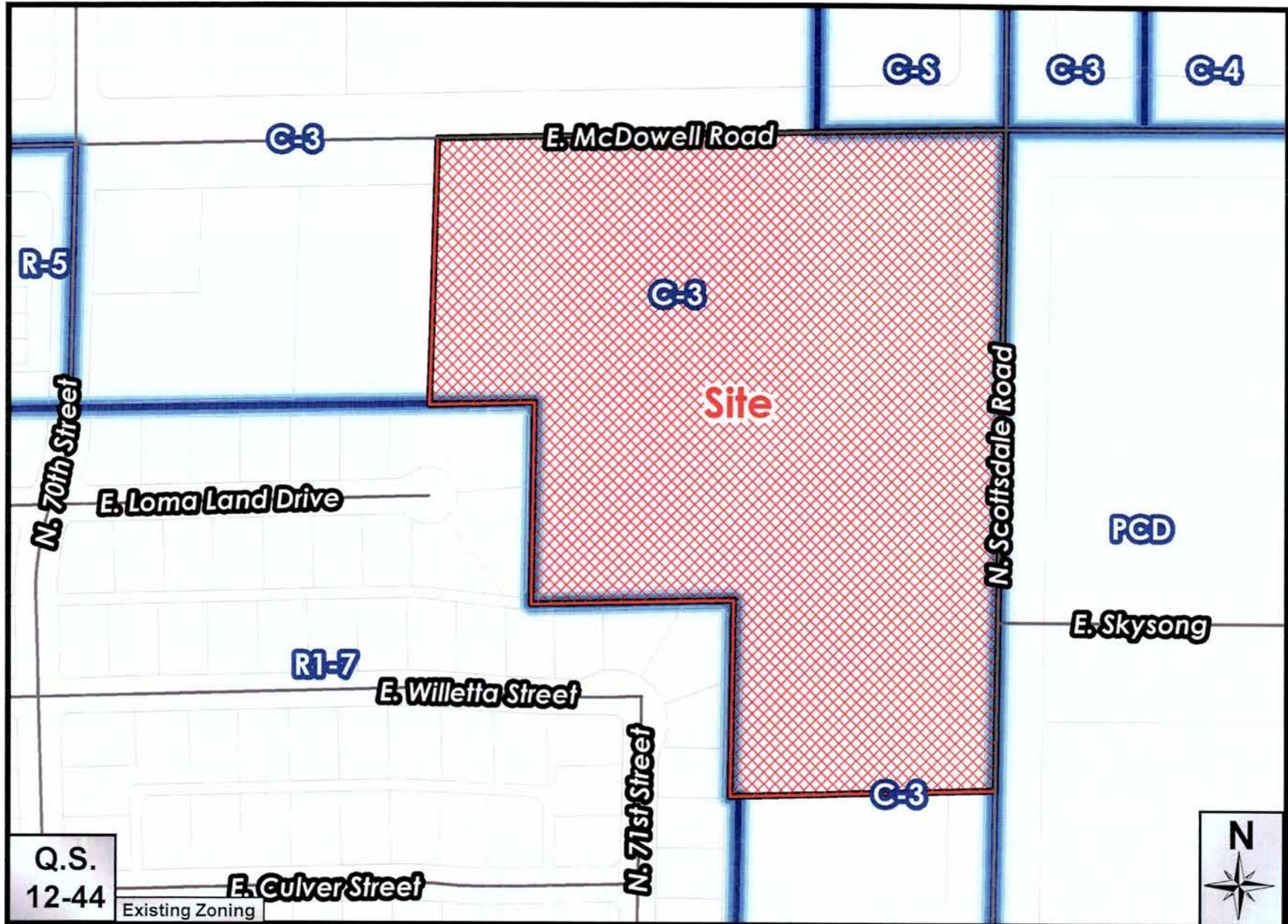
1. **DEVELOPMENT CONTINGENCIES** Each element of this zoning case—including density/intensity, lot/unit placement, access and other development contingencies—may be changed as more information becomes available to address public health, safety and welfare issues related to drainage, open space, infrastructure and other requirements.
2. **DEVELOPMENT REVIEW BOARD.** The City Council directs the Development Review Board's attention to:
 - a. Transition of building height and massing adjacent to single-family residential, including buffering and landscape improvements
 - b. vehicular and pedestrian circulation,
 - c. design, location and functionality of proposed drive-through at the northeast corner of the project
 - d. design and functionality of proposed courtyard and other pedestrian plaza spaces, including pedestrian paseo proposed to link project to Scottsdale Road
 - e. Scottsdale Road and McDowell Road streetscape design,
 - f. the type, height, design, and intensity of proposed lighting on the site, to ensure that it is compatible with the adjacent single-family residential,
 - g. design of perimeter walls and fences, and
 - h. 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. **OUTDOOR LIGHTING.** The maximum height of any outdoor lighting source, except any light sources for patios and/or balconies, shall be 20 feet above the adjacent finished grade. Light sources that are utilized to illuminate patios and/or balconies above 20 feet in height shall be subject approval by the Development Review Board. Any pole-mounted light source proposed along the south and west property lines adjacent to the single-family residential neighborhood shall be equipped with house-side shields to prevent light trespass.

5. 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.
6. 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.
7. 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.



Papago Plaza

6-ZN-2018



Q.S.
12-44

Existing Zoning

E. Culver Street

Papago Plaza

6-ZN-2018

TRAFFIC IMPACT ANALYSIS SUMMARY
Papago Marketplace
Scottsdale Road & McDowell Road
6-ZN-2018
October 2018

Summary Prepared by Emily Appleton and Billy Grgantov, COS Traffic Engineering
Traffic Impact Study Prepared by Jamie Blakeman, J2 Engineering and Environmental Design

Existing Conditions:

Site Location –SWC of Scottsdale Road and McDowell Road.

Existing Development – The existing site is currently occupied by Papago Plaza, an 118,082 square foot shopping center and a standalone bank with C-3 (Highway Commercial) zoning.

Street Classifications –

- Scottsdale Road is classified as a Major Arterial Roadway.
- McDowell Road is classified as a Major Arterial Roadway.

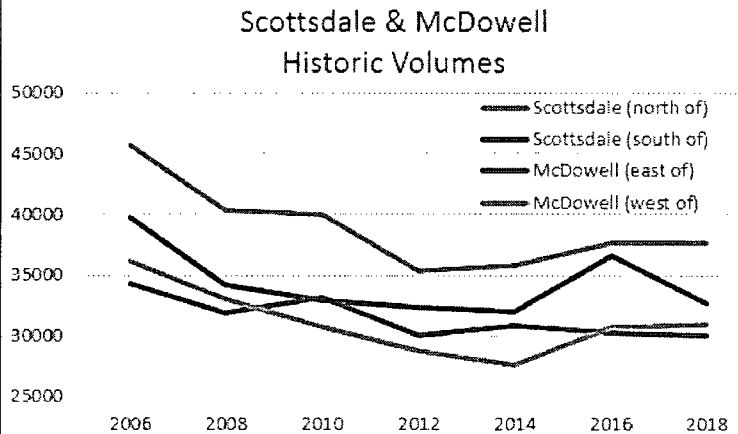
Existing Street Conditions –

- **Scottsdale Road & McDowell Road** is signalized with protected left turn phases. There are dual left turn lanes at all approaches and three through lanes plus a right turn deceleration lane at the eastbound, westbound and southbound approaches. The northbound approach has two through lanes and one through-right lane in addition to the dual left turn lanes.
- **Scottsdale Road & SkySong Boulevard** is signalized with protected/permissive northbound and southbound left turns. The northbound approach has 1 left turn lane, 3 through lanes and 1 right turn lane. The southbound approach has 1 left turn lane, 2 through lanes and 1 through-right lane. The westbound approach is approximately 30-ft wide and is not channelized, appearing to accommodate a single left-through-right lane. The eastbound approach is also a single left-through-right lane.
- **Scottsdale Road & Enterprise Drive/Belleview Street** is two way stop controlled at the east and west approaches. The westbound approach has a right turn lane and a through-left lane. The eastbound approach is unchannelized but has enough space for at least two exiting lanes and one entering lane. The northbound and southbound approaches both have one left-turn lane, two through lanes and one through-right lane.
- **McDowell Road & 70th Street** is signalized, operating with two phases. Both the northbound and southbound approaches have a dedicated left turn lane and a through-right lane. The eastbound and westbound approaches both have one left-turn lane, two through lanes and one through-right lane.

Existing and Historical Volumes –

- Existing traffic volumes in the general study area exceed 30,000 vehicles per day on both McDowell and Scottsdale Roads.

Year	Scottsdale (north of) McDowell	Scottsdale (south of) McDowell	McDowell (east of) Scottsdale	McDowell (west of) Scottsdale
2006	45,600	39,800	34,300	36,200
2008	40,300	34,200	31,900	33,100
2010	40,000	33,000	33,200	30,800
2012	35,400	32,400	30,100	28,800
2014	35,800	32,000	30,900	27,700
2016	37,700	36,600	30,300	30,800
2018	37,730	32,750	30,100	31,050



Existing Speed Limits –

- Scottsdale Road: 40 mph.
- McDowell Road: 40 mph.

Collision Information –

- 89 collisions occurred in the immediate study area from the years 2014-2016; this represents an average of 30 collisions per year. None of the collisions involved an incapacitating injury or fatality.
- 1 crash occurred near the Scottsdale/SkySong intersection, 6 occurred near the McDowell Road median break for the subject site (Site Driveway 1), and one occurred west of Site Driveway 1. The remaining 81 crashes occurred within the Scottsdale Road and McDowell Road intersection influence area.

Proposed Development:

Description – The existing shopping center will be rebuilt as mixed-use residential and commercial development, to include a 274-unit multi-family residential development, 7 commercial buildings including a hotel (118 rooms), a grocery store (21,840 SF), 4 restaurants totaling 17,880 SF of building area and a retail store (7,000 SF).

A parking structure is proposed behind the grocery store and will provide most of the parking for the commercial area, supplementing the angled parking spaces located on the internal drive aisles near the store fronts. The residential area is gated, preventing commercial traffic from traveling through the residential (west) portion of the site. The parking garage will not provide cross-access to the property to the south but could accommodate a future connection.

The proposed development has a projected opening year of 2020 and is anticipated to be developed in a continuous manner as a single phase.

Site Access –

Residential access will be gated, eliminating commercial traffic from traveling through the residential area and is proposed via two locations:

- **Driveway 1 (D-1)**, the far west full access driveway on McDowell Road at the existing median break location
- **Scottsdale & SkySong signalized intersection**, providing full access and requiring travel through the commercial portion of the site.

Commercial access will be provided by two right-in/right-out driveways and one full access signalized driveway as follows:

- o **Driveway 2 (D-2)**, right-in/right-out on eastbound McDowell Road located approximately 150 feet west of Scottsdale Road
- o **Driveway 3 (D-3)**, right-in/right-out on southbound Scottsdale Road located approximately 150 feet south of McDowell Road
- o **Scottsdale & SkySong signalized intersection**, providing full movement access.

There is no site access proposed via 70th Street or via Belleview Street.

Estimated Trip Generation – A comparison of the existing Papago Plaza and the proposed development is shown below.

NEW TRIP GENERATION COMPARISON – (Existing vs. Proposed):

Land Use	ITE Code	Qty	Unit	Weekday Total	AM Peak Hour			PM Peak Hour		
					In	Out	Total	In	Out	Total
Shopping Center	820	118.082	1000 SF GLA	3,477	66	40	106	181	205	386
Bank	912	6.51	1000 SF GLA	389	24	16	40	40	40	80
Total EXISTING Use				3,866	90	56	146	221	245	466
Restaurant	932	13.880	1000 SF GFA	910	61	49	110	60	37	97
Restaurant	931	4.000	1000 SF GFA	194	1	1	2	15	8	23
Retail	850	21.840	1000 SF GFA	1,427	40	27	67	73	70	143
Retail	814	7.200	1000 SF GFA	283	10	8	18	19	17	36
Hotel	310	118	Room	745	27	18	45	26	25	51
Residential	220	274	Dwelling Units	1,534	23	77	100	66	38	104
Total PROPOSED Use				5,093	162	180	342	202	138	340
DIFFERENCE (Proposed minus Existing)				+1,227	+72	+124	+196	-19	-107	-126

Traffic Analysis:

Intersection Level of Service – Using a 2020 opening year and 2025 horizon year, “With” and “Without” project scenarios, and assuming a 1.5 % annual increase in traffic, all study intersections operate a level of service C or better OR are maintained at the no build level of service, except as discussed, below.

2020 With Project Conditions compared to Without Project –

- **Scottsdale & McDowell:** LOS remains the same for all movements, except westbound left goes from LOS C to LOS D in the AM peak hour. With a 120-second peak hour cycle length and protected only left turn phasing, longer delays are expected, however the 95th percentile queue length at each location is contained within the available left-turn storage area.
- **Scottsdale & SkySong:** Overall intersection performance is LOS A with all movements operating at LOS C or better during peak hours except the eastbound left/through, which goes from LOS D to LOS E in both the AM and PM peak hours. The eastbound approach maximum available queue length is sufficient to contain the 95th percentile queue (5 vehicles).
- **McDowell & 70th Street:** No significant operational changes result due to the added site traffic.
- At the **unsignalized driveways**, all but one movement operates at LOS C or better. The northbound left-turn movement exiting from the residential driveway onto McDowell Road (D-1) is anticipated to operate at LOS E with a very low v/c ratio (<0.20) and less than 50 feet of queue (95th percentile).
- **Scottsdale & Belleview/Enterprise** (non-signalized): The added 78 AM and 80 PM peak hour vehicles on Scottsdale Road from the site increase the side street delays (LOS F both with and without project for EB/WB left through movements). However, other lower-delay travel path options to Scottsdale Road exist for these side-street motorists. The analysis likely overestimates the predicted delay because the Synchro model did not include the signalized intersection to the south, which will increase the number and size of available gaps for side street movements.

2025 With Project Conditions compared to Without Project -

- **Scottsdale & McDowell:** LOS remains the same for all movements, except westbound left goes from LOS C to LOS D and northbound left goes from LOS E to LOS F, both in the AM peak hour. The 95th percentile queue length is contained within the available left-turn storage areas. The AM peak hour condition could be mitigated with signal timing adjustments (report recommends moving 1 second from southbound through to northbound left) which would cause northbound left turns to operate at LOS E and keep the southbound through movement at LOS C.
- **Scottsdale & SkySong:** Overall intersection performance is LOS A, however, the eastbound left/through lane goes from LOS D to LOS E in the AM and PM peak hours and the westbound left/through/right goes from LOS C to LOS D in the PM peak hour. The eastbound approach maximum available queue length is sufficient to contain the 95th percentile queue (5 vehicles).
- **McDowell & 70th Street:** The northbound through/right movement goes from LOS D to LOS E in the PM peak (increased delay is 2.5 sec/veh) and the southbound through/right movement goes from LOS C to LOS D in the AM peak (increased delay is 3.6 sec/veh). This could be mitigated with signal timing changes by increasing the side street phase,

however, that would reduce the time available to the McDowell Road phase and eliminate the ability to operate the intersection at half-cycle.

- At the **unsignalized driveways**, all but one movement operates at LOS C or better. The northbound left-turn movement exiting from the residential driveway onto McDowell Road (D-1) has a very low v/c ratio (<0.20) with estimated demand of 10 vehicles and is anticipated to operation at LOS F in the PM peak hour. If the delays become excessive, drivers are expected to use the SkySong intersection to exit the development.
- **Scottsdale & Belleview/Enterprise** (non-signalized): The peak hour trips on Scottsdale Road from the site increase the side street delays (LOS F both with and without project for EB/WB left through movements). However, other lower-delay travel path options to Scottsdale Road exist for these side-street motorists. The analysis likely overestimates the predicted delay because the Synchro model did not include the signalized intersection to the south, which will increase the number and size of available gaps for side street movements.

Observations:

Traffic Engineering staff observed traffic on the streets near the site during peak traffic periods. The existing transit center and bus pullout on the west side of Scottsdale Road south of McDowell Road is well used and operating satisfactorily. The addition of a southbound right turn deceleration lane along Scottsdale Road at the signalized access point across from SkySong is not recommended as it would conflict with the bus pullout lane and impede efficient transit operations.

Additional Information/Recommendations:

- Signal timing adjustments may be required at the Scottsdale/McDowell intersection to better accommodate left-turn movements in the 2025 horizon year.
- Alternative routes are available to site and non-site related motorists if left-turn delays become repetitive and problematic at the far west driveway at the median break onto McDowell (Site Driveway D1) and at the Scottsdale & Belleview/Enterprise intersection.

Summary:

The proposed Papago Marketplace is estimated to generate a total of 5,093 new daily vehicle trip ends, 342 AM peak hour trip ends and 340 PM peak hour trip ends. This is more daily and AM peak hour trips but fewer PM peak hour trips when compared to the existing use.

Comments/Concerns:

The proposed location of Driveway 2 (D-2) on McDowell Road with right-in, right-out access to the commercial portion of the site is very close to the intersection with Scottsdale Road and situated within the right-turn deceleration lane. This is of concern as exiting vehicles wishing to travel north on Scottsdale Road from eastbound McDowell Road will need to move across four lanes to enter the eastbound left turn lane on McDowell Road. The proposed location does not provide enough length for vehicles to make the necessary lane changes to get to the eastbound left turn lane from the driveway.

The site layout with the multi-family development occupying the entire western portion of the site eliminates the existing cross access through the site that allows vehicles to use the existing traffic signals on Scottsdale Road and McDowell Road. This limits access for the commercial portion of

the site to two restricted access driveways and the traffic signal on Scottsdale Road. Drivers heading north and west from the site other than from the parking garage will have to follow circuitous routes.

Citizen Review Report
Papago Plaza
7047 E. McDowell Road – SWC of Scottsdale & McDowell Roads

Pre-Application No. 485-PA-14

Per the City of Scottsdale Citizen Review Checklist (attached at **TAB A**), please find enclosed and below information regarding an overview of outreach to date.

Notification letters were mailed on March 2, 2018 to property owners within 750 ft of the property and registered Home Owners Associations and the Interested Parties List (as provided by the City). The letter provided information regarding the request, details for an upcoming Neighborhood Open House meeting, and provided contact information for both the Applicant and the City. See notification letter, mailing list, and notification area map attached at **TAB B**.

A "Project Under Consideration" sign was posted on site on March 2, 2018 detailing the application request, providing information on the upcoming Neighborhood Open House meeting, and providing contact information for both the Applicant and the City. See affidavit of sign posting attached at **TAB C**.

A Neighborhood Open House meeting was held on Monday, March 12, 2018 at Synergy II at SkySong at 1365 N. Scottsdale Road (immediately across the street from the property in question). Multiple presentation boards depicting the project were on display. Members of the design team and the Owner's representative were on hand to answer any questions. A sign in sheet was provided along with contact information for the Applicant. See Neighborhood Open House sign in sheet and sample of images displayed at meeting attached at **TAB D**.

Nearly 50 members of the public attended the meeting, the overwhelming majority of which were incredibly supportive and excited about the project. Questions revolved around basic project curiosity (scope, schedule, next steps, type of tenants, status of existing tenants, etc). An adjacent property owner had concerns about treatment of the alley and boundary between the project and the residential neighborhood including the potential for car lights shining into property, the location of the residential gate, power outages during construction, the undergrounding of utility lines and other such concerns. The required Community Input Certification is provided at **TAB E**. Our office will keep the City of Scottsdale informed of any pertinent follow up inquiries that may occur.

Thank you



March 2, 2018

Re: Property at the Southwest Corner of Scottsdale and McDowell Road

Dear Property Owner or Interested Citizen:

Our office represents Papago Marketplace, LLC with regard to the roughly 10-acre site located at the southwest corner of Scottsdale and McDowell Roads, commonly referred to as Papago Plaza. The purpose of this letter is to introduce ourselves and to let you know we have recently filed a preliminary application (485-PA-14) with the City of Scottsdale to rezone the Property from Highway Commercial (C-3) to Planned Community (P-C) district. The intent of this application is to initiate the redevelopment of the site for a mix of new retail and restaurant uses, a hotel, multifamily residential, and a boutique grocer.

We are very excited to be working on this project. As you probably know, the Property has functioned as a retail center for years with a variety of shops, bars and clubs which unfortunately changed frequently. The site consists of a strip of in-line retail suites pushed towards the back of the site and a large "sea of asphalt" surface parking lot outfront. See attached aerial map. The layout and buildings are dated and the center is long overdue for redevelopment to survive in today's modern retail market.

Attached is a preliminary site plan. The envisioned project seeks to once again make this site an asset and point of pride for the community and surrounding businesses. New buildings will be pushed close to the street frontage to better improve the pedestrian experience along Scottsdale and McDowell Roads. The sea of parking will be removed and redistributed throughout the site with the majority of the multifamily parking wrapped within the building or located below carriage units. The boutique grocer is positioned along Scottsdale Road for convenient access. Overall the project looks to build upon the exiting reinvestments occurring along the McDowell and Scottsdale Road corridor.

In order to discuss this application and any questions you may have, we have scheduled an open house on Monday, March 12, 2018 from 6:00-7:00pm, at Synergy II at Skysong, 1365 N. Scottsdale Road, Building 4. Feel free to stop by any time between 6:00 and 7:00 pm. If this date and time are not convenient, we would be happy to speak with you individually. Please contact me at 602.230.0600 or George@WitheyMorris.com. You can also reach the City's Project Coordinator, Greg Bloemberg at 480.312.4306 or at GBLO@Scottsdaleaz.gov. In the future, you should be receiving notification postcards from the City regarding the case and its scheduled public hearings. Information can also be found on the City's website at: <http://www.scottsdaleaz.gov/planning-development/projects-in-process>.

Thank you for your courtesy and consideration.

Sincerely,
Withey Morris P.L.C.

By


George Pasquel III

Enclosure: Aerial, preliminary site plan

SIGN-IN

PAPAGO PLAZA

SOUTHWEST CORNER OF SCOTTSDALE AND MCDOWELL ROADS

NEIGHBORHOOD OPEN HOUSE MEETING

MARCH 12, 2018 - SYNERGY II AT SKYSONG - 1365 N. SCOTTSDALE, ROAD, BLDG 4 - 6:00 PM

NAME (Please Print)	ADDRESS	PHONE NO.	E-MAIL ADDRESS	Homeowner Assoc Name
1. Sonnie Kirtley	7904 E Chaparral ^{A116-127}	602 717 3886	COGS@ COGSAZ.net	COGS
2. Laraine Rodgers	19700 N 76th St 1193	480 544 8410	Laraine@Scottsdale.com	
3. Jeff Brand	8128 E. MITCHELL DR	480.225.8559		
4. Alex Gibney	7325 E. Portland St	480-241-9280	alexmgibney@yahoo.com	
5. ART BROOKS	7031 E. Loma Land	602 568 8500		
6. Gwen Storts	1302 N 71 st Street	602 999-6374	gwen@gps4biz.com	
7. John MANIGOLD	7049 E MORELAND ST		PedalDude@hotmail.com	
8. Debbie Wallace	2034 N. 78th St.	480 213 5556	agave@cox.net	Ø
9. CHERYL + DAVID ECKHARDT	1909 N. 69th ST		deckward@swlink.net	
10. Juliana Norvell	2537 N. 69th Place	480.628.5854	juliana.norvell@gmail.com	

SIGN-IN

PAPAGO PLAZA

SOUTHWEST CORNER OF SCOTTSDALE AND MCDOWELL ROADS

NEIGHBORHOOD OPEN HOUSE MEETING

MARCH 12, 2018 – SYNERGY II AT SKYSONG – 1365 N. SCOTTSDALE, ROAD, BLDG 4– 6:00 PM

NAME (Please Print)	ADDRESS	PHONE NO.	E-MAIL ADDRESS	Homeowner Assoc Name
11. Carol Papalas	720 N. 82nd St. #E108 Scottsdale 85257	602-790-9154	cpapalas@gmail.com	
12. Morgan Willis	888 N. 4th St.	619-948-5335	mbwillis@asu.edu	
13. Greg & Pamela Stone	7025 E Willetta St.	480-203-9459	pamelabstone@centurylink.net	
14. MAT DALPINI	7824 E OAK 85257	(316) 841-7432	mjdalpinie@gmail.com	
15. KAREN SHAW	5959 N 78th St Scottsdale, AZ 85250	480 518 5750	luvmyyellowlabs@aol.com	
16. Jim Vigil	7449 E Fillmore St SCOTTSDALE AZ 85257	480 217-8808	UllJim19@yahoo.com	
17. Frances Inestroza	4640 E Cotton Gin Loop PHOENIX, AZ 85040	480-388-7085	finestroza@haydonbc.com	
18. Mary Wepprecht	8717 E Sheridan St Scottsdale AZ	602-540-6611	wepprecht@cox.net	
19. Jacque Duhamel	1047 E KARL #100 Scottsdale 85251	480 703 4777	AMERICANSING@gmail.com	

SIGN-IN

PAPAGO PLAZA

SOUTHWEST CORNER OF SCOTTSDALE AND MCDOWELL ROADS

NEIGHBORHOOD OPEN HOUSE MEETING

MARCH 12, 2018 - SYNERGY II AT SKYSONG - 1365 N. SCOTTSDALE, ROAD, BLDG 4 - 6:00 PM

NAME (Please Print)	ADDRESS	PHONE NO.	E-MAIL ADDRESS	Homeowner Assoc Name
LINDSAY 20. MOEVLLENBERNDT	2398 E Camelback Rd Ste 900 Phoenix, AZ	480-291-4961	lmoellen@ cresa.com	—
Steve 21. Johnson	1337 N 71st St Scottsdale AZ 85257	253-414-4988	stevcpj2@ gmail.com	—
Lauren + Paul 22. Trapp	5641 E. Walshe Scottsdale 85257	480 970 1963	us@pauland lauren.us	lauren.us
23. Nathan Davis	525 N. Miller Rd. #161	480 213-8718	nathan.davis.91@gmail.com	
24. JARLEY Tunka	861 E. Mulberry St 85251	623-399-4248	alien55.st@gmail.com	
Dave + Deanna 25. Zelinka	3208 N. 63rd Pl.	480-292-5546	dzelinka@yahoo.com	None
DENISE + FRANK 26. MCKINLEY	8731 E. OAK ST SCOTTSDALE AZ 85257	480-789-3608	DENISE MCKINLEY16 @GMAIL.COM	N/A
27. Eric Gitzlaff	2049 E Loma Land Dr Scottsdale AZ 85257	612-251-7218	ergitzlaff@gmail.com	n/a
28. Steven Steven Sifferman Katie Norris	7501 E McDowell Rd, Apt. 5023 Scottsdale, AZ 85257			N/A

SIGN-IN

PAPAGO PLAZA

SOUTHWEST CORNER OF SCOTTSDALE AND MCDOWELL ROADS

NEIGHBORHOOD OPEN HOUSE MEETING

MARCH 12, 2018 – SYNERGY II AT SKYSONG – 1365 N. SCOTTSDALE, ROAD, BLDG 4– 6:00 PM

NAME (Please Print)	ADDRESS	PHONE NO.	E-MAIL ADDRESS	Homeowner Assoc Name
29. Theresa Beaulieu	7832 E. Hubbell St		t3flow@gmail	
30. Bernice Miller	7836 E Hubbell		millor.bernice @ G mail. Ca	
31. Amalia Zubia	7307 E. Villa way		AmZubia@aol.com	
32. David/Cynthia Haag	7037 E. Moreland St		Cthaag@cox.net	Papago
33. STEVE + LINDA PEASE	7448 E FILLMORE		lindapeace@q.com	
+ Chris V. 34. Karen Davis	6853 E. Edgemont Ave.		KarenDavisAZ @gmail.com	
35. Eric Jacobs	2731 N 66 th Street		jacobs_02@hotmail.com	
36. RAUL ZUBIA	3370 N HAYDEN # 123-739		RAUL.ZUBIA @ YAHOO.COM	
37. Sanny Wasserman	525 N. Miller Rd #110		SWASS57 @COX-Net	Scottsdale CASITAS

SIGN-IN

PAPAGO PLAZA

SOUTHWEST CORNER OF SCOTTSDALE AND MCDOWELL ROADS

NEIGHBORHOOD OPEN HOUSE MEETING

MARCH 12, 2018 – SYNERGY II AT SKYSONG – 1365 N. SCOTTSDALE, ROAD, BLDG 4– 6:00 PM

NAME (Please Print)	ADDRESS	PHONE NO.	E-MAIL ADDRESS	Homeowner Assoc Name
38. Terry Ruth Ann Law	6909 E Almeida Rd		chezarue@gmail.com	—
39. Arwin & Lamie ^{Collinsworth}	1331 N 71st		CADmonkey77@yahoo.com	—
40. Lindsey Jensen	1301 N. Scottsdale Rd ^{#303}		lindseymjensen@gmail.com	—
41. Judy Edmondson	887 N Roosevelt Cr.		jedmondson@cox.net	—
42. Cameron & Heather Rutherford	7337 E. Sheridan St	(760) 473-5374	cameronrutherford@gmail.com	—
43. Reid Yoder	7308 E Diamond St		Reid.yoder@jmi.com	—
44. Suzanne Moore	Scottsdale 85257 5601 E. Lewis Ave	602-689-2792	suemoore2@cox.net	—
45.				
46.				
47.				

Bloemberg, Greg

From: Barb Bussoletti <originalredhead2000@hotmail.com>
Sent: Monday, November 20, 2017 11:33 AM
To: Bloemberg, Greg
Subject: Re: Inquiry regarding Papago Plaza

Good morning Greg,

I do appreciate the reply. This is just the beginning for me; having a true interest and voicing my opinion. I did go to the last city council meeting where I was greeted with mixed feelings. I find that "the people" all have opinions on what should happen but there is only a handful "being the change you want to see."

This whole query began on nextdoor.com so I am praying that more take an "active" interest.

Now bear with me, but I believe there was conversation about getting Planning and Zoning and Economic Development to participate in the January meeting. I do hope this pans out and we can get more of the neighborhood involved.

Again, thank you.

B. Bussoletti

Sent from my iPhone

On Nov 20, 2017, at 11:15 AM, Bloemberg, Greg <GBLO@Scottsdaleaz.gov> wrote:

Good morning, Ms. Bussoletti.

I understand you have some interest in the future of Papago Plaza. I have had some discussions with the current owner and wanted to see if I can shed some light on the matter.

Staff has had several meetings with the current owner, mostly consultation meetings to go over site design. No formal application has been submitted to date for the property. Staff has reviewed some preliminary site designs and I can tell you that the latest iteration includes restaurant pads, as well as a potential space for a neighborhood grocer along the Scottsdale Road frontage. That being said, I want to stress this is all very preliminary and site design, as well as tenancy could change down the road.

In the meantime, if you like I can forward your feedback to the property owner for their consideration. If you have any additional questions or concerns, please do not hesitate to contact me directly.

Regards,

Greg Bloemberg

Senior Planner

Current Planning

City of Scottsdale

e-mail: gbloemberg@scottsdaleaz.gov

phone: 480-512-4506

Bloemberg, Greg

From: Audra Frazier <audrapita@gmail.com>
Sent: Tuesday, November 21, 2017 3:55 PM
To: Bloemberg, Greg
Subject: Re: No more condos please

Thank you for your response! I would love for my email to be forwarded. I have 8month old twins, and we plan to stay in this area, but do not wish to stay if there are going to be so many condos/apt/townhomes being built, obstructing views and leaving less room for fun things to do, eat at, shop, etc.

Audra Frazier
Scottsdale resident

> On Nov 21, 2017, at 3:05 PM, Bloemberg, Greg <GBLO@Scottsdaleaz.gov> wrote:

>

> Ms. Frazier,

>

> I understand you have some interest in the future of Papago Plaza. I have had some discussions with the current owner and wanted to see if I can shed some light on the matter.

> Staff has had several meetings with the current owner, mostly consultation meetings to go over site design. No formal application has been submitted to date for the property. Staff has reviewed some preliminary site designs and I can tell you that the latest iteration includes restaurant pads, as well as a potential space for a neighborhood grocer along the Scottsdale Road frontage. That being said, I want to stress this is all very preliminary and site design, as well as tenancy could change down the road.

>

> In the meantime, if you like I can forward your feedback to the property owner for their consideration. If you have any additional questions or concerns, please do not hesitate to contact me directly.

>

> Regards,

>

> Greg Bloemberg

> Senior Planner

> Current Planning

> City of Scottsdale

> e-mail: gbloemberg@scottsdaleaz.gov

> phone: 480-312-4306

>

>

> -----Original Message-----

> From: Littlefield, Kathy

> Sent: Monday, November 20, 2017 3:05 PM

> To: Audra Frazier

> Cc: Bloemberg, Greg; Grant, Randy; Thompson, Jim

> Subject: RE: No more condos please

>

> Thank you for your email.

>

> I am copying this reply to Mr. Greg Bloemberg, a Senior Planner in our Planning Dept., so he can respond directly to your concern.

>
> Best,
>
> Councilwoman Kathy Littlefield
>
> _____
> From: Audra Frazier [audrapita@gmail.com]
> Sent: Monday, November 20, 2017 1:12 PM
> To: City Council
> Subject: No more condos please
>
> To whom it may concern:
>
> As a resident of Scottsdale 85257... we are requesting NO MORE CONDOS to be built in Papago plaza!
>
> We are in need of some shops/restaurants such as, Trader Joe's, homegoods, or even a Zinburger!
>
> Let's Make South-Scottsdale Great Again 😊
>
> Audra Frazier
> Scottsdale Resident

Bloemberg, Greg

From: Nina Riedy <clubhousenina@gmail.com>
Sent: Wednesday, November 22, 2017 8:37 AM
To: Kuester, Kelli
Cc: City Council; Thompson, Jim; Bloemberg, Greg
Subject: Re: No More Condos. Plans for Papago Plaza?

Thank you for your quick reply!

How does a resident like myself keep "in the know" about any plans that come to fruition for this plot of land? I'd like to provide input as a resident in the neighborhood, as well as many of my neighbors, at any city council meetings where this particular topic is discussed. Everyone I have spoken to is very *against* building more multifamily/condos unless there is promise of more commercial, especially another grocery store (Hopefully a natural grocer or farmer's market like Trader Joe's!) which we are in desperate need of. The Fry's and Albertson's nearby are always overcrowded.

Also--will the Wells Fargo bank and Dutch Bros. be effected by these new site plans? Or are they independent of this and owned by a separate entity?

Best,

On Wed, Nov 22, 2017 at 8:04 AM, Kuester, Kelli <KKuester@scottsdaleaz.gov> wrote:

Dear Ms. Riedy,

Mayor Lane and some members of Council have asked that I thank you for your email. I would like to share the below information with you which is from one of our Senior Planners, Greg Bloemberg, who is familiar with Papago Plaza.

Staff has had several meetings with the current owner, mostly consultation meetings to go over site design. No formal application has been submitted to date for the property. Staff has reviewed some preliminary site designs and I can tell you that the latest iteration includes restaurant pads, as well as a potential space for a neighborhood grocer along the Scottsdale Road frontage. That being said, I want to stress this is all very preliminary and site design, as well as tenancy could change down the road.

In the meantime, if you like I can forward your feedback to the property owner for their consideration. If you have any additional questions or concerns, please do not hesitate to contact me directly.

Regards,

Greg Bloemberg

Senior Planner

Current Planning

City of Scottsdale

e-mail: gbloemberg@scottsdaleaz.gov

phone: [480-312-4506](tel:480-312-4506)

Greg is also copied on this email if you do have any additional questions.

Best,

Kelli Kuester

Management Assistant to the Mayor

[3939 N. Drinkwater Blvd., Scottsdale, AZ 85251](https://www.google.com/maps/place/3939+N+Drinkwater+Blvd,+Scottsdale,+AZ+85251)

kkuester@scottsdaleaz.gov

[\(480\) 312-7977](tel:4803127977)

From: Nina Riedy [<mailto:clubhousenina@gmail.com>]

Sent: Wednesday, November 22, 2017 6:45 AM

To: City Council

Subject: No More Condos. Plans for Papago Plaza?

Hello,

I am a homeowner in South Scottsdale and live at 74th and McDowell.

There is some confusion about what the plans are for Papago Plaza. Can you please tell me if this space is indeed being zoned for condos? Or is the goal to have retail on the bottom with residential on top?

I am very concerned at the prospect to add more Multifamily to the area when we are already so saturated with it. We need another grocery store in the area, and more shopping would be a plus.

Thanks,

Nina Riedy

Executive Director

Communication Clubhouse, Inc.

4958 N. Milwaukee Ave.

Chicago, IL 60630

Phone: 630-915-9193

Fax: 630-495-8200

www.facebook.com/theclubhousetherapycenters

NOTICE: THIS E-MAIL CONTAINS CONFIDENTIAL INFORMATION, SOME OF WHICH MAY BE PROTECTED UNDER FEDERAL PRIVACY LAW (HIPAA). INFORMATION CONTAINED HEREIN IS INTENDED FOR THE EXCLUSIVE USE OF THE IDENTIFIED RECIPIENT. IF YOU HAVE RECEIVED THIS INFORMATION IN ERROR, PLEASE IMMEDIATELY NOTIFY THE SENDER AND ARRANGE TO VERIFY THAT THIS INFORMATION HAS BEEN DESTROYED. NOTICE IS HEREBY GIVEN THAT UNAUTHORIZED DISTRIBUTION, COPYING OR DISCLOSURE OF ANY INFORMATION CONTAINED HEREIN IS PROHIBITED AND MAY BE SUBJECT TO LEGAL SANCTIONS.

Bloemberg, Greg

From: Brandon Miles <brandon.miles82@gmail.com>
Sent: Wednesday, November 22, 2017 3:55 PM
To: Bloemberg, Greg
Subject: Re: Papago Plaza

Mr. Bloemberg,

Thank you for reaching out.

If there isn't any decision made at the moment to put condos/ apartments at Papago Plaza I do feel a sigh of relief. However, I won't feel completely assured until there are direction and action taken for optimizing this land that mind as well be gold.

As far as passing along a message to the property investment group I would ever be so humbled you do that.

I am not speaking of what's best for me or whats in my best interests. I am only interested in optimizing the use of this piece of land, and as it stands and given the current economic conditions of what surrounds this land it would be purely a blunder to just add another condo complex that already would face competition from 4 and counting communities in a square mile. The build it and they will come very much holds true in this instance. You already have a much more densely populated area and wealthier demographic than you did 10 years ago, and this trend will only continue years down the road. Look at the bar/ restaurant McFate. It's no surprise to why McFate's brewery does much better here than it's other North Scottsdale location.

Again, I am not speaking of my wants, but purely out of dollars and cents (or sense, whichever you prefer) and think being redundant to what is being built all around us within a mile or more would not be the best use of this land, and would at the end of the day be doing a disservice to the city as well as the owners of this land.

Greg, I am very interested in following and being apart of this developing story. May you pass along information in where I could sit in a listen to meetings or votings that pertain to this plot of land?

I want to thank you for your time and effort for getting back to me and hope you have a wonderful Thanksgiving.

On Nov 21, 2017, at 3:08 PM, Bloemberg, Greg <GBLO@Scottsdaleaz.gov> wrote:

Mr. Miles,

I understand you have some interest in the future of Papago Plaza. I have had some discussions with the current owner and wanted to see if I can shed some light on the matter.

Staff has had several meetings with the current owner, mostly consultation meetings to go over site design. No formal application has been submitted to date for the property. Staff has reviewed some preliminary site designs and I can tell you that the latest iteration includes restaurant pads, as well as a potential space for a neighborhood grocer along the Scottsdale Road frontage. That being said, I want to stress this is all very preliminary and site design, as well as tenancy could change down the road.

In the meantime, if you like I can forward your feedback to the property owner for their consideration. If you have any additional questions or concerns, please do not hesitate to contact me directly.

Regards,

Greg Bloemberg

Senior Planner

Current Planning

City of Scottsdale

e-mail: gbloemberg@scottsdaleaz.gov

phone: 480-312-4306

Bloemberg, Greg

From: Carol Papalas <cpapalas@gmail.com>
Sent: Sunday, May 06, 2018 1:59 PM
To: Bloemberg, Greg
Subject: Re: Papago Plaza Renovation

Dear Mr. Bloomberg,

I'm glad that the plans haven't been finalized quite yet. I like that the landscaping is xeriscape. That's a plus. I don't much like the boxy architecture. It's just a continuation of SkySong and the new construction on McDowell, some of which is plain ugly. Four stories is also a way to use space efficiently. I understand that. I cannot say that the architecture is ugly. It's simple, a bit minimalist, and with what looks like shade from the overhangs. I don't find it offensive. I just wish that there were some way to retain that stucco, southwest look, just to make it interesting and continue in its original influences. We have so little here that brings in the southwest, except for xeriscape, and that shows our origin as a town that owes its history to Native Americans and early European settlers. Maybe just a retail space devoted to architectural findings in the area, like a small museum Maybe an extension of the Museum of the West. I love that this area has become a science and innovation center, and that ASU has its presence here. Now, how about presence for our history, which is being destroyed and quickly being forgotten?

Carol Papalas

On Fri, May 4, 2018 at 2:26 PM, Bloemberg, Greg <GBLO@scottsdaleaz.gov> wrote:

Ms. Papalas,

Thank you for the comments. This application is primarily a request to change the zoning on the property in anticipation of a future redevelopment. The elevations you're referring to are extremely conceptual and are not by any means the "final product". After the zoning case goes through the process, the developer will have to submit a separate application for design review of the site plan and building elevations; which will be another public hearing process.

Hope this helps. If you still wish to view the submittal materials, click on the link below and enter the case # (6-ZN-2016). Let me know if you have any additional questions.

Regards,

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

Greg Bloemberg

Senior Planner

Current Planning

City of Scottsdale

e-mail: gbloemberg@scottsdaleaz.gov

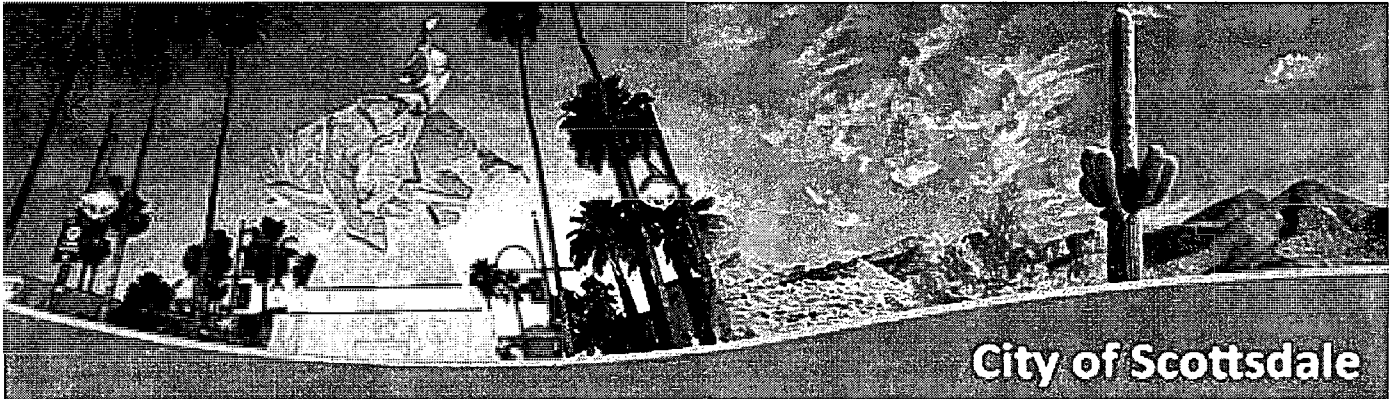
phone: 480-312-4306

From: cpapalas@gmail.com <cpapalas@gmail.com>

Sent: Friday, May 04, 2018 2:01 PM

To: Bloemberg, Greg <GBLO@Scottsdaleaz.gov>

Subject: Papago Plaza Renovation



Although I like that with the renovation more space will be utilized to bring in some interesting business concepts, I'm not sure about the overall design, nor about more apartments on McDowell. I have always admired Papago Plaza's southwest design. It would have been nice if developers could have added more southwest flavor to the area. I would like to see the plans again. Please email them to me. Carol Papalas - sent by Carol Papalas (case# 6-ZN-2018)



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Bloemberg, Greg

From: chezlarue@gmail.com
Sent: Sunday, May 06, 2018 2:00 PM
To: Bloemberg, Greg
Subject: Proposed revitalization of Papago Plaza site



Dear Mr. Bloemberg, It troubles me to hear that a few very active "not in my backyard" activists are trying to sway the City of Scottsdale from redeveloping the Papago Plaza. I want you to know the silent majority of people in our neighborhood welcome revitalization. Tom and I moved into our home on Almeria Road in mid-1981. We went from the new kids on the block to the old couple, but this old couple is in favor of the plan to redevelop Papago Plaza. -- sent by Tom & Ruth Ann La Rue (case# 6-ZN-2018)



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Bloemberg, Greg

From: swass57@cox.et
Sent: Tuesday, May 08, 2018 7:13 AM
To: Bloemberg, Greg
Subject: Papago Plaza



This project will have a positive impact on the neighborhood and entry way to Scottsdale. As a home owner and resident in the area for over 20 years I fully support this project. As a local real estate agent I feel this will only increase homeownership in area and bring along community pride and increased property values for all. -- sent by sandy wasserman (case# 6-ZN-2018)



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Bloemberg, Greg

From: jdawg4422@gmail.com
Sent: Thursday, March 15, 2018 3:46 PM
To: Bloemberg, Greg
Subject: papago plaza



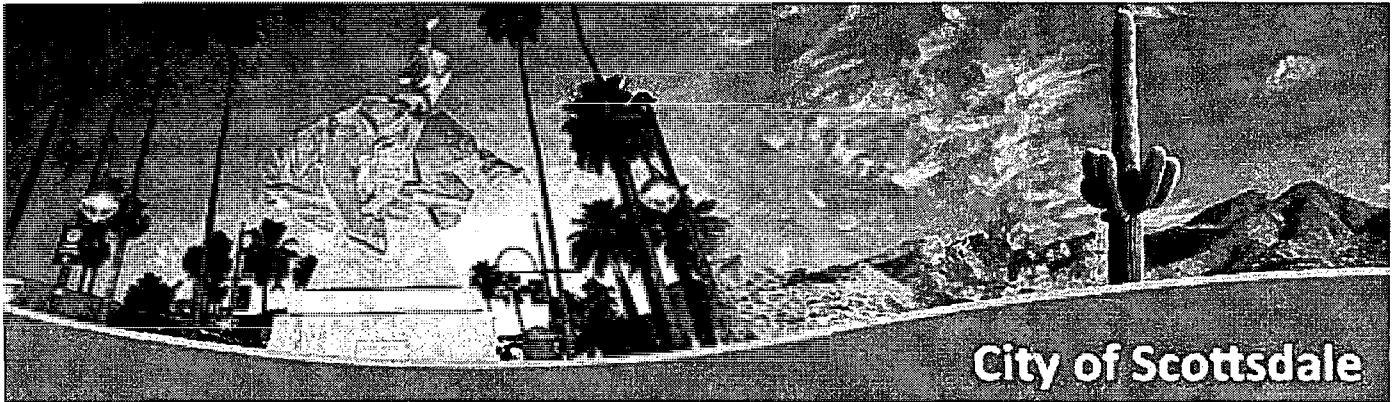
Hi, I am a current resident living in a house that is back to back with papago plaza. They recently had a open house on a proposed layout for the new papago plaza and it was nothing like what was originally planned and no longer adhered to zoning rules. For example they had a 4 story apartment building, a 5 story hotel, and a 3 story parking garage. The parking garage was less than 30 ft from my house! Please call me back at 6025708966. My neighbors and I would like to know our options. -- sent by Jason Rall (case# 524-SA-2006)



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Bloemberg, Greg

From: lindseymjensen@gmail.com
Sent: Tuesday, June 05, 2018 7:54 PM
To: Bloemberg, Greg
Subject: Papago Plaza (6-ZN-2018)

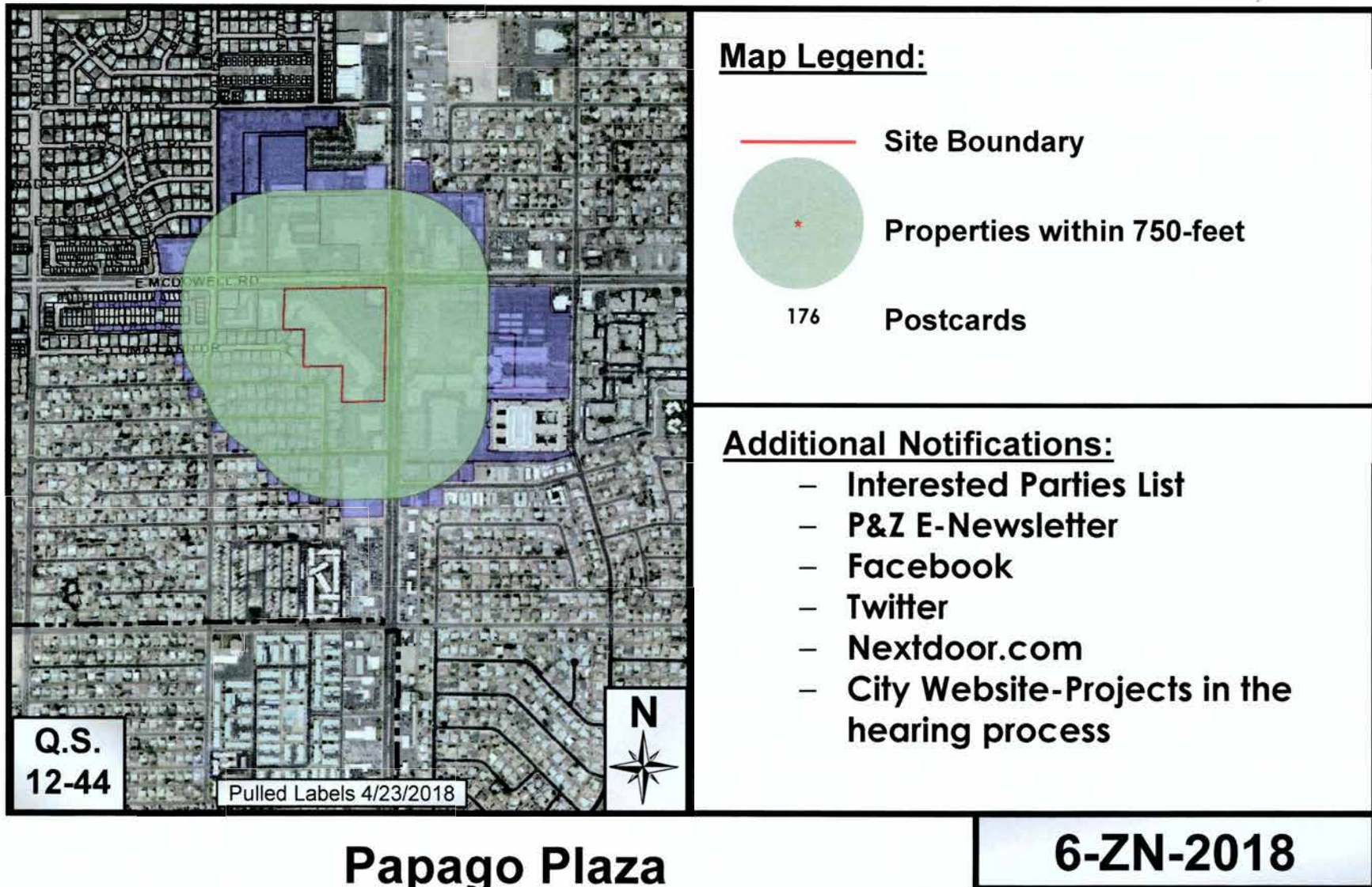


Hi Greg, I want to write in support of the Papago Plaza proposal. I live across the street from the proposed development, and was very excited to see the well thought out plans put forth by the developers. The project is a great use of the space - offering a little bit of everything. I am so excited about the additional restaurant space, the small grocer, and a new apartment complex. I'm looking forward to this project progressing. Thanks, Lindsey Jensen -- sent by Lindsey Jensen (case# 6-ZN-2018)



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City Notifications – Mailing List Selection Map





**SCOTTSDALE DEVELOPMENT REVIEW BOARD
KIVA-CITY HALL
3939 DRINKWATER BOULEVARD
SCOTTSDALE, ARIZONA**

Thursday, November 1, 2018

DRAFT SUMMARIZED MEETING MINUTES

PRESENT:

Kathy Littlefield, Councilwoman/Chair
Joe Young, Vice Chair
Christian Serena, Planning Commissioner
Tammy Caputi, Development Member
Doug Craig, Design Member
Shakir Gushgari, Design Member
William Scarbrough, Development Member

ABSENT:

All Present

STAFF:

Steve Venker
Joe Padilla
Greg Bloemberg
Jesus Murillo
Bryan Cluff
Katie Posler
Steve Perone

* 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

CALL TO ORDER

Councilwoman Littlefield called the meeting of the Scottsdale Development Review Board to order at 1:00 P.M.

ROLL CALL

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

ADMINISTRATIVE REPORT

1. Identify supplemental information, if any, related to November 1, 2018 Development Review Board agenda items, and other correspondence.

MINUTES

2. Approval of the October 18, 2018 Development Review Board Meeting Minutes;

BOARD MEMBER CAPUTI MOVED TO APPROVE THE OCTOBER 18, 2018 DEVELOPMENT REVIEW BOARD MEETING MINUTES SECONDED BY BOARD MEMBER SCARBROUGH. THE MOTION CARRIED UNANIMOUSLY IN FAVOR BY COUNCILWOMAN LITTLEFIELD, COMMISSIONER SERENA, VICE CHAIR YOUNG, BOARD MEMBERS CAPUTI, CRAIG, GUSHGARI, AND SCARBROUGH WITH AN AYE VOTE OF SEVEN (7) TO ZERO (0).

CONSENT AGENDA

3. 51-DR-2017 Sereno Canyon Phase 4-Mountain House Lodge, Villas and Cottages

Request approval of the conceptual site plan for the Phase 4 development of the Sereno Canyon Resort/Spa Community site plan, all on a 129-acre site.

BOARD MEMBER SCARBROUGH MOVED TO APPROVE 51-DR-2017 SECONDED BY VICE CHAIR YOUNG. THE MOTION CARRIED UNANIMOUSLY IN FAVOR BY COUNCILWOMAN LITTLEFIELD, COMMISSIONER SERENA, VICE CHAIR YOUNG, BOARD MEMBERS CAPUTI, CRAIG, GUSHGARI, AND SCARBROUGH WITH AN AYE VOTE OF SEVEN (7) TO ZERO (0).

4. 30-DR-2018 Dutch Bros. Coffee

Request approval of the site plan, landscape plan, and building elevations for a new coffee shop, with 800 square feet of building area, an outdoor dining area, and drive-through service, on a 2-acre site.

BOARD MEMBER SCARBROUGH MOVED TO APPROVE 30-DR-2018 SECONDED BY VICE CHAIR YOUNG. THE MOTION CARRIED UNANIMOUSLY IN FAVOR BY COUNCILWOMAN LITTLEFIELD, COMMISSIONER SERENA, VICE CHAIR YOUNG, BOARD MEMBERS CAPUTI, CRAIG, GUSHGARI, AND SCARBROUGH WITH AN AYE VOTE OF SEVEN (7) TO ZERO (0).

5. 32-DR-2018 Two on 1st Street Terraced House

Request approval of the site plan, landscape plan, and building elevations for a new residential development with two dwelling units in approximately 12,500 square feet of building area, all on a 0.28-acre site.

BOARD MEMBER SCARBROUGH MOVED TO APPROVE 32-DR-2018 SECONDED BY VICE CHAIR YOUNG. THE MOTION CARRIED UNANIMOUSLY IN FAVOR BY COUNCILWOMAN LITTLEFIELD, COMMISSIONER SERENA, VICE CHAIR YOUNG, BOARD MEMBERS CAPUTI, CRAIG, GUSHGARI, AND SCARBROUGH WITH AN AYE VOTE OF SEVEN (7) TO ZERO (0).

REGULAR AGENDA

6. 32-DR-2018 Two on 1st Street Terraced House

Request approval of the site plan, landscape plan, and building elevations for a new residential development with two dwelling units in approximately 12,500 square feet of building area, all on a 0.28-acre site.

BOARD MEMBER SCARBROUGH MOVED TO APPROVE 32-DR-2018 SECONDED BY VICE CHAIR YOUNG. THE MOTION CARRIED UNANIMOUSLY IN FAVOR BY COUNCILWOMAN LITTLEFIELD, COMMISSIONER SERENA, VICE CHAIR YOUNG, BOARD MEMBERS CAPUTI, CRAIG, GUSHGARI, AND SCARBROUGH WITH AN AYE VOTE OF SEVEN (7) TO ZERO (0).

NON-ACTION AGENDA

7. 6-ZN-2018 Papago Plaza

The applicant for the Papago Plaza redevelopment project will provide preliminary concept information and illustrations that are included in the Development Plan for the project. Staff is requesting that the Development Review Board provide comments regarding the preliminary concept information and illustrations in the Papago Plaza Development Plan.

AFTER A PRESENTATION BY THE APPLICANT, THE BOARD PROVIDED COMMENTS REGARDING THE PROJECT.

ADJOURNMENT

With no further business to discuss, the regular session of the Development Review Board adjourned at 2:18 P.M.



**SCOTTSDALE PLANNING COMMISSION
CITY HALL KIVA
3939 N. DRINKWATER BOULEVARD
SCOTTSDALE, AZ 85251**

WEDNESDAY, NOVEMBER 14, 2018

***DRAFT SUMMARIZED MEETING MINUTES ***

PRESENT: Paul Alessio, Chair
Ali Fakh, Vice Chair
Larry S. Kush, Commissioner
Prescott Smith, Commissioner
Kelsey Young, Commissioner
Kevin Bollinger, Commissioner
Christian Serena, Commissioner

STAFF: Tim Curtis
Joe Padilla
Brad Carr
Greg Bloemberg
Jeff Barnes
Bryan Cluff

CALL TO ORDER

Chair Alessio called the regular session of the Scottsdale Planning Commission to order at 5:00 p.m.

ROLL CALL

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

MINUTES REVIEW AND APPROVAL

1. Approval of the October 24, 2018 Regular Meeting Minutes including Study Session.

Commissioner Bollinger moved to approve the October 24, 2018 Regular Meeting Minutes, including Study Session, seconded by Commissioner Young.

The motion carried unanimously with a vote of seven (7) to zero (0); by Chair Alessio, Vice Chair Fakh, Commissioner Kush, Commissioner Serena, Commissioner Young, Commissioner Smith and Commissioner Bollinger.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on Scottsdale [Arizona](#) search "Planning Commission"

EXPEDITED AGENDA

2. 19-ZN-2002#7 (Crossroads East)

Request by owner for a Zoning District Map Amendment to amend the Crossroads East Development Plan's Land Use Budget, approved with case 19-ZN-2002#6, to transfer 10 acres from the Commercial Office (C-O) allotment to the Multi-family Residential (R-5) allotment, with no change in overall residential density, located at the southwest corner of N. Hayden Road and E. Legacy Blvd. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is John Berry, 480-385-2727.

Item No. 2: Recommended City Council approve case 19-ZN-2002#7, by a vote of 7-0; Motion by Commissioner Serena, per the staff recommended stipulations, after determining that the PCD findings have been met and that the proposed Zoning District Map Amendment and Development Plan are consistent and conform with the adopted General Plan, 2nd by Commissioner Smith.

The motion carried unanimously with a vote of seven (7) to zero (0); by Chair Alessio, Vice Chair Fakh, Commissioner Kush, Commissioner Serena, Commissioner Young, Commissioner Smith and Commissioner Bollinger.

3. 5-TA-2018 (Planned Airpark Core Development Text Amendment (Raintree redevelopment))

Request by applicant to amend the City of Scottsdale Zoning Ordinance (Ordinance No. 455) for the purpose of amending Section 5.4000. (Planned Airpark Core Development), of the Zoning Ordinance, to add Internalized Community Storage as an allowed land use in the AMU, EMP, and AV subdistricts. Staff contact person is Brad Carr, AICP, 480-312-7713. Applicant contact person is Kurt Jones, (602) 452-2729.

Item No. 3: Recommended City Council approve case 5-TA-2018, by a vote of 6-0; Motion by Commissioner Serena, after determining that the proposed Text Amendment is consistent and conforms with the adopted General Plan, 2nd by Commissioner Kush. Commissioner Fakh recused himself.

The motion carried with a vote of six (6) to zero (0); by Chair Alessio, Commissioner Kush, Commissioner Smith, Commissioner Serena, Commissioner Young and Commissioner Bollinger. Commissioner Fakh recused himself.

4. 8-UP-2018 (Black Rock Coffee)

Request by owner for a Conditional Use Permit for a new restaurant with drive-through on a +/- .6-acre site with Industrial Park (I-1) zoning located at 8700 E. Thomas Road. Staff contact person is Jeff Barnes, 480-312-2376. Applicant contact person is Martin Flood, 602-999-1942.

Item No. 4: Recommended City Council approve case 8-UP-2018, by a vote of 6-0; Motion by Commissioner Serena, per the staff recommended stipulations, based upon the finding that the Conditional Use Permit criteria have been met, 2nd by Commissioner Kush. Commissioner Fakh recused himself.

The motion carried with a vote of six (6) to zero (0); by Chair Alessio, Commissioner Kush, Commissioner Smith, Commissioner Serena, Commissioner Young and Commissioner Bollinger. Commissioner Fakh recused himself.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on ScottsdaleAZ.gov, search "Planning Commission"

5. 13-AB-2018 (Simoneau Abandonment)

Request by owner to abandon the east eight (8) feet of the west thirty-three (33) feet of General Land Office Patent Easement (GLOPE) along N. 79th Street, the south eight (8) feet of the north thirty-three (33) feet of General Land Office Patent Easement (GLOPE) along E. Pinnacle Vista Drive, and the twenty (20) foot wide right-of-way along the south boundary line of a property, with Single-family Residential District, Environmentally Sensitive Lands, Foothills Overlay (R1-70 ESL FO) zoning located at 27301 N. 79th Street. Staff contact person is Jeff Barnes, 480-312-2376. Applicant contact person is Joel Simoneau, 480-363-6690.

Item No. 5: Recommended City Council approve case 13-AB-2018, by a vote of 7-0; Motion by Commissioner Serena, per the staff recommended stipulations, based upon the finding that the Abandonment is consistent and conforms with the adopted General Plan, 2nd by Commissioner Smith.

The motion carried unanimously with a vote of seven (7) to zero (0); by Chair Alessio, Vice Chair Fakh, Commissioner Kush, Commissioner Serena, Commissioner Young, Commissioner Smith and Commissioner Bollinger.

6. 14-UP-2018 (Wonderspaces)

Request by owner for a Conditional Use Permit for a bar in a gallery space internal to Fashion Square mall in a +/- 15,987-square foot suite with Downtown/Downtown Regional Use - Type 2, Planned Block Development Downtown Overlay (D/DRU-2 PBD DO) zoning located at 7014 E. Camelback Road. Staff contact person is Bryan Cluff, 480-312-2258. Applicant contact person is Andrea Lewkowitz, 602-200-7222.

Item No. 6: Recommended City Council approve case 14-UP-2018, by a vote of 7-0; Motion by Commissioner Serena, per the staff recommended stipulations, based upon the finding that the Conditional Use Permit criteria have been met, 2nd by Commissioner Smith.

The motion carried unanimously with a vote of seven (7) to zero (0); by Chair Alessio, Vice Chair Fakh, Commissioner Kush, Commissioner Serena, Commissioner Young, Commissioner Smith and Commissioner Bollinger.

7. 10-ZN-2018 (Pima & Bronco)

Request by owner for approval of Zoning District Map Amendment from Single-family Residential Environmentally Sensitive Lands (R1-70 ESL) to Single-family Residential Planned Residential Development Environmentally Sensitive Land (R1-43 PRD ESL) zoning and approval of a Development Plan and Amended Development Standards on a +/- 20-acre site, located at the southwest corner of N. Pima Road and E. Bronco Trail. Staff contact person is Jeff Barnes, 480-312-2376. Applicant contact person is Tom Kirk, 480-367-4316.

Item No. 7: Recommended City Council approve case 10-ZN-2018, by a vote of 5-0; Motion by Commissioner Young, per the staff recommended stipulations, after determining that the PRD findings have been met and that the proposed Zoning District Map Amendment, Development Plan and the Development Standards are consistent and conform with the adopted General Plan, 2nd by Commissioner Serena. Commissioner Kush and Commissioner Smith recused themselves.

The motion carried with a vote of five (5) to zero (0); by Chair Alessio, Commissioner Fakh, Commissioner Serena, Commissioner Young and Commissioner Bollinger. Commissioner Kush and Commissioner Smith recused themselves.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on ScottsdaleAZ.gov, search "Planning Commission"

REGULAR AGENDA

8. 6-ZN-2018 (Papago Plaza)

Request by owner for approval of a Zoning District Map Amendment from Highway Commercial (C-3) to Planned Community (P-C) District zoning, utilizing the P-C comparable Planned Regional Center (PRC) District, including adopting a development plan and amended PRC development standards on a +/-11-acre site located 7047 and 7115 E. McDowell Rd. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is Jason Morris, 602-230-0600.

Item No. 8: Recommended City Council approve case 6-ZN-2018, by a vote of 5-0; Motion by Commissioner Serena, per the staff recommended stipulations and an additional stipulation, after determining that the PCD and PRC findings have been met and that the proposed Zoning District Map Amendment is consistent and conforms with the adopted General Plan, 2nd by Commissioner Bollinger. Commissioner Kush and Commissioner Young recused themselves.

The motion carried with a vote of five (5) to zero (0); by Chair Alessio, Commissioner Fakh, Commissioner Smith, Commissioner Serena, and Commissioner Bollinger. Commissioner Kush and Commissioner Young recused themselves.

Adjournment - 6:25 p.m.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on ScottsdaleAZ.gov, search "Planning Commission"



WRITTEN COMMENTS

8

This card is used to submit written comments to the Board or Commission.
Written comment cards may be submitted to the Staff at any time. Cards submitted after public testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

NAME (print) JOHN Billingsley MEETING DATE 11/14/18

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 7032 E LOMA LAND DR. ZIP 85257

HOME PHONE 623-764-8261 WORK PHONE _____

E-MAIL ADDRESS (optional) _____

AGENDA ITEM # #8 6-2 N-2018 SUPPORT OPPOSE

COMMENTS (additional space is provided on the back) (Loma Land)
Will the alley for the residents of Loma Land
be compromised during the construction of
Papago Plaza.

This card constitutes a public record under Arizona law.

REQUEST TO SPEAK

8



Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.
Public testimony is limited to three (3) minutes per speaker.
Additional time **MAY** be granted to speakers representing two or more persons.
Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) PATT KILLIAN MEETING DATE 11/14

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 6937 E BENVENUE ST ZIP 85257

HOME PHONE _____ WORK PHONE _____

E-MAIL ADDRESS (optional) _____

I WISH TO SPEAK ON AGENDA ITEM # 62N-2018 I WISH TO DONATE MY TIME TO _____

I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may grant additional time for "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

ATTACHMENT 12

This card constitutes a public record under Arizona law.

REQUEST TO SPEAK

8



Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.
Public testimony is limited to three (3) minutes per speaker.
Additional time **MAY** be granted to speakers representing two or more persons.
Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Arvin Collinwood MEETING DATE 11-14-18

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 1331 N 71st Street ZIP 85257

HOME PHONE _____ WORK PHONE 602-741-4890

E-MAIL ADDRESS (optional) CADmonkey77@yahoo.com

I WISH TO SPEAK ON AGENDA ITEM # 8 I WISH TO DONATE MY TIME TO _____

I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

This card constitutes a public record under Arizona law.

REQUEST TO SPEAK

8



Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.
Public testimony is limited to three (3) minutes per speaker.
Additional time **MAY** be granted to speakers representing two or more persons.
Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Kevin Maxwell MEETING DATE 11-14-18

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 8801 E CAROLLE AVE ZIP 85258

HOME PHONE 480-516-4261 WORK PHONE _____

E-MAIL ADDRESS (optional) _____

I WISH TO SPEAK ON AGENDA ITEM # 8 I WISH TO DONATE MY TIME TO _____

I WISH TO SPEAK DURING "PUBLIC COMMENT" * CONCERNING _____

*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

This card constitutes a public record under Arizona law.

REQUEST TO SPEAK

8



Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.
Public testimony is limited to three (3) minutes per speaker.
Additional time **MAY** be granted to speakers representing two or more persons.
Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Wendy Anderton MEETING DATE 11/14/18

NAME OF GROUP/ORGANIZATION (if applicable) South Scottsdale Alliance

ADDRESS 4400 N Scottsdale Rd Ste 9-143 ZIP 85251

HOME PHONE 602-531-0553 WORK PHONE 480-945-7750

E-MAIL ADDRESS (optional) Wendy@SouthScottsdaleAlliance.com

I WISH TO SPEAK ON AGENDA ITEM # 8 I WISH TO DONATE MY TIME TO _____

I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

This card constitutes a public record under Arizona law.

Item # 8

Castro, Lorraine

From: Castro, Lorraine
Sent: Tuesday, November 13, 2018 3:23 PM
To: Castro, Lorraine
Subject: FW: Case #6-ZN-2018

From: Bradley Adame <badame@asu.edu>
Sent: Tuesday, November 13, 2018 2:50 PM
To: Bloemberg, Greg <GBLO@Scottsdaleaz.gov>; Reynolds, Taylor <TReynolds@scottsdaleaz.gov>
Subject: Case #6-ZN-2018

Hello Mr. Bloemberg and Mr Reynolds - I am writing to provide written support for the proposed construction project to redevelop Papago Plaza. I live in the southernmost part of the Hy-View neighborhood (McDowell and 64th) on 66th street; in its current state, Papago Plaza presents both an eyesore and an opportunity to promote the economic and social development of South Scottsdale and the neighborhoods surrounding the Plaza. I offer my support for key projects, including the expansion of SkySong, a hotel, and, especially, a boutique grocery. Living so close to this area, I anticipate making use of the new center and all of its proposed amenities - whether on my own, or by advising out of town guests to stay close by.

Thank you for considering the project. Please contact me at this email address if you have any questions.

Best,
Bradley

Bradley Adame, Ph.D.
Assistant Professor
Hugh Downs School of Human Communication
Arizona State University
480.727.6563 (o)
badame@asu.edu

Best,
Bradley

Bradley Adame, Ph.D.
Assistant Professor
Hugh Downs School of Human Communication
Arizona State University
480.727.6563 (o)
badame@asu.edu

Item #8

Castro, Lorraine

From: Bloemberg, Greg
Sent: Tuesday, November 13, 2018 5:09 PM
To: Castro, Lorraine
Subject: FW: Case #6-ZN-2018

Lorraine, FYI.

Greg Bloemberg
Senior Planner
Current Planning
City of Scottsdale
e-mail: gbloemberg@scottsdaleaz.gov
phone: 480-312-4306

From: Lindsey Jensen <lindseymjensen@gmail.com>
Sent: Tuesday, November 13, 2018 3:37 PM
To: Reynolds, Taylor <TReynolds@scottsdaleaz.gov>; Bloemberg, Greg <GBLO@Scottsdaleaz.gov>
Subject: Case #6-ZN-2018

Hi,
I am writing in support of the re-zoning proposed in Case #6-ZN-2018. I have seen presentations on what the developer has planned for this area, and as a Scottsdale resident who lives across the street from Papago Plaza, I am very excited for what has been planned.
This plaza is currently outdated and underused - it's an eyesore and offers little to the community in it's current / recent state. I am excited for the proposed restaurant space, apartment space (we need it!), and especially for the boutique grocery store (which all of my neighbors have been wanting for some time).
The proposed plan will bring important business opportunity to the area, allowing for residents to better utilize this community and draw in others.
Please support this case.

Thank you,
Lindsey Jensen

Item # 8

Castro, Lorraine

From: Bloemberg, Greg
Sent: Wednesday, November 14, 2018 2:03 PM
To: Castro, Lorraine
Cc: Curtis, Tim
Subject: FW: Case #6-ZN-2018

Lorraine, FYI.

Greg Bloemberg
Senior Planner
Current Planning
City of Scottsdale
e-mail: gbloemberg@scottsdaleaz.gov
phone: 480-312-4306

From: jiwood2000 <jiwood2000@yahoo.com>
Sent: Wednesday, November 14, 2018 2:02 PM
To: Bloemberg, Greg <GBLO@Scottsdaleaz.gov>; Reynolds, Taylor <TReynolds@scottsdaleaz.gov>
Subject: Case #6-ZN-2018

Hello,
I am a resident of South Scottsdale writing to you today in support of the Papago Plaza redevelopment. The plaza has been run down and vacated in several spots for years now. What once was a thriving plaza has since become a run down eye sore that no longer lives up to its potential. the proposal being made offers the opportunity to revitalize this very valuable piece of land to offer more choices for food, hotel stays, shopping and residential living. Some things to consider in approving this project include: This project revitalizes an underused and outdated key corner on a signature thoroughfare.

▪ This project compliments and supports SkySong and its eventual build out by providing residential, restaurant, and grocery support to those working and living in the area.

▪ The proposed hotel offers vital opportunity for new and updated accommodations in the area, and will additionally support the restaurant and grocery components.

▪ The grocery component is highly desired by the neighborhood, which has identified a boutique style grocer as a key desire for the property.

Please approve the Papago Revitalization Project

Sincerely,

~Jeremy

ITEM # 8

Castro, Lorraine

From: Bloemberg, Greg
Sent: Wednesday, November 14, 2018 2:09 PM
To: Castro, Lorraine
Cc: Curtis, Tim
Subject: FW: Zoning case# 6-ZN-2018

FYI

Greg Bloemberg

Senior Planner

Current Planning

City of Scottsdale

e-mail: gbloemberg@scottsdaleaz.gov

phone: 480-312-4306

From: dw@wettaventures.com <dw@wettaventures.com>
Sent: Wednesday, November 14, 2018 2:07 PM
To: Bloemberg, Greg <GBLO@Scottsdaleaz.gov>
Cc: Reynolds, Taylor <TReynolds@scottsdaleaz.gov>
Subject: Zoning case# 6-ZN-2018

Greg,
Please add me to the list of property owners in the area (Restaurants at SkySong @ 1455 N Scottsdale Rd) that support this rezoning request. It will have a tremendous positive impact to our tenant's business, and get us over the hurdle with lease-up of our last vacancy.
Thank you.

David Wetta
Wetta Ventures, LLC
602.478.3538
dw@wettaventures.com

From: Bloemberg, Greg
Sent: Wednesday, November 14, 2018 2:38 PM
To: Castro, Lorraine
Cc: Curtis, Tim
Subject: FW: Papago Plaza 6-ZN-2018

FYI

Greg Bloemberg

Senior Planner

Current Planning

City of Scottsdale

e-mail: gbloemberg@scottsdaleaz.gov

phone: 480-312-4306

From: Boris Gaedtke <b_gaedtke@hotmail.com>
Sent: Wednesday, November 14, 2018 2:29 PM
To: Bloemberg, Greg <GBLO@Scottsdaleaz.gov>
Subject: Papago Plaza 6-ZN-2018

Dear Mr Bloemberg,

Please forward my comments below to the member of the Planning Commission before tonight's meeting. I would like to speak in person at the Planning Commission meeting tonight, but am unable to attend. Do to time constraints I was unable to study all of the 132 pages of the report in depth, but is short here are the comments I have to offer after studying the proposal for about two hours:

- There is a statement on page 2 of the report that the **Development Review Board** heard the case on 11/1/18 and recommended approval of the amended PRC development standards by a vote of 7-0. This statement is incorrect and misleading. I watched the hearing; the case was heard and commented on but and no vote was taken.
- We don't need any more condos or apartments in south Scottsdale. Proposed are 274 new units plus a 116 room hotel. We don't need any of that. There are several condo / apartment building under construction in close proximity to this project. That's more than enough.
- McDowell Road and Scottsdale Road from 4:00 PM to 6:00 PM weekdays are already totally congested. This is going to get worse when all the condo and apartment buildings in close proximity to this project, which are already approved and under construction, are occupied.
- 65' or 40'+ high multi-story buildings next to existing single family residences are completely unacceptable. These single family residence owners bought their property knowing that there is a shopping center conveniently nearby. With this proposal the backyard privacy and any views are completely gone for properties several hundred feet away, not just the immediately adjacent ones
- The setback and stepback reductions by as much as 60%!!! and increasing the dwelling units allowed from 50% to 360%!!! if the proposed zoning is approved are preposterous demands and a slap in the face to all neighbors in South Scottsdale. They show no regard to the neighbors.
- I don't know about your kids or if you have any, but our kids are in the backyard half dressed or less almost every day. I don't want anyone, especially not strangers staring in my backyard
- We could use a farmers market type grocery store there, i.e. Trader Joe's, Sprouts or perhaps an ALDI would be great

- A few independent restaurants would be welcome, too. The Dutch Brothers shop on the site seems to be doing well. We also liked Papago Brewing when it was still there
- For these two uses, a zoning change is not needed. Simply keep the zoning as it is and revitalize the center.
- This proposal is not serving the community of South Scottsdale. It's sole purpose is for the developer and owner to capitalize. You as the city representatives should ask yourself who you are serving. Your community or the owner's pocket book?

Thank you for taking my comments into consideration!

Boris Gaedtke

South Scottsdale Neighbor

6838 E. Continental Drive

Scottsdale, AZ 85257

Item #8

Castro, Lorraine

From: Bloemberg, Greg
Sent: Wednesday, November 14, 2018 3:10 PM
To: Castro, Lorraine
Cc: Curtis, Tim
Subject: FW: Resident feedback regarding Papago Plaza 6-ZN-2018
Attachments: 11-14-18_Agenda.pdf

Importance: High

FYI

Greg Bloemberg
Senior Planner
 Current Planning
 City of Scottsdale
 e-mail: gbloemberg@scottsdaleaz.gov
 phone: 480-312-4306

From: Paul Merican <paul@mericanappraisals.com>
Sent: Wednesday, November 14, 2018 3:05 PM
To: Bloemberg, Greg <GBLO@Scottsdaleaz.gov>
Cc: Murillo, Jesus <JMurillo@ScottsdaleAz.Gov>; Venker, Steve <JVenker@Scottsdaleaz.gov>
Subject: Resident feedback regarding Papago Plaza 6-ZN-2018
Importance: High

To whom it may concern:

As a local Scottsdale resident for more that fifteen years, I am opposed to the size and density of the Papago Plaza project, with concerns outlined below:

- With the ever-increasing multi-family projects already being constructed in the area, we don't need any more condos, hotels or apartments in south Scottsdale. Proposed are 274 new units plus a 116 room hotel
- McDowell Road and Scottsdale Road are already totally congested. This has overflowed to 68th and 70th streets and is already unsafe for the pedestrians in the area. Having almost been run over several times on 70th street alone, this will only make it more unsafe and congested when all the condo and apartment buildings in close proximity to this project are completed and occupied.
- 65' high multi-story buildings next to existing single family residences are completely unacceptable. These historic, single family residence owners bought their property knowing that there is a shopping center conveniently nearby. With this proposal the backyard privacy and any views are completely gone for properties several hundred feet away, not just the immediately adjacent ones. The existing 3-story projects on McDowell can already be seen from our back yards, which takes away from the historic charm our neighborhood is supposed to represent.

- The setback and stepback reductions by as much as 60%!!! and increasing the dwelling units allowed from 50% to 360%!!! if the proposed zoning is approved are preposterous demands and a slap in the face to all neighbors in South Scottsdale
- We don't need a grocery store we have to park in a parking structure for. A farmers market type grocery store (Trader Joe's, Sprouts or perhaps an ALDI) would be welcomed with appropriate parking.
- These types of projects tend to fill with non-local chain restaurants that don't keep the money local or support our local community. We would like to see local Independent restaurants that support our community.
- For these two uses, a zoning change is not needed. Simply keep the zoning as it is and revitalize the center in a manner that serves the surrounding community.
- This proposal is not serving the community of South Scottsdale. It's sole purpose is for the developer and owner to capitalize, leaving existing residents with more congestion and driving up prices. You as the city representatives should ask yourself who you are serving. Your taxpaying community or the owner's pocket book?

Thank you for taking my comments into consideration!

Charles Paul Merican
South Scottsdale Neighbor
Village Grove 6 Historic District
6809 E Coronado Rd
Scottsdale, AZ 85257

Item #8

Castro, Lorraine

From: Bloemberg, Greg
Sent: Wednesday, November 14, 2018 3:18 PM
To: Castro, Lorraine
Subject: FW: Papago Plaza 6-ZN-2018

Greg Bloemberg

Senior Planner

Current Planning

City of Scottsdale

e-mail: gbloemberg@scottsdaleaz.gov

phone: 480-312-4306

From: Andrea Merican <akmerican@gmail.com>
Sent: Wednesday, November 14, 2018 3:16 PM
To: Bloemberg, Greg <GBLO@Scottsdaleaz.gov>
Cc: Venker, Steve <JVenker@Scottsdaleaz.gov>
Subject: Papago Plaza 6-ZN-2018

Dear Mr Bloemberg,

Please forward my comments below to the member of the Planning Commission before tonight's meeting.

I live in the Historic Village Grove VI which is in walking distance to Papago Plaza. When we first heard about a new project coming in, we were thrilled. As neighbors and members of this wonderful South Scottsdale community, we were hoping for a local grocery store like Sprouts or Trader Joes that we could walk to. We were hoping for local restaurants that would support our local community and that we could walk or ride our bikes to. As a local Scottsdale resident for more that fifteen years, I am very much opposed to the size and density of the Papago Plaza project.

- We don't need any more condos or apartments in south Scottsdale. Proposed are 274 new units plus a 116 room hotel. There are several condo / apartment building under construction in close proximity to this project. These projects are already blocking our backyard views and creating excessive traffic on our local streets.
- McDowell Road and Scottsdale Road from 4:00 PM to 6:00 PM weekdays are already totally congested. This is going to get worse when all the condo and apartment buildings in close proximity to this project, which are already approved and under construction, are occupied. I live 2 houses off of 68th St. When I come home from work at night there is a backed up line of cars so long that I can't even turn onto my own street. If more multi-story housing is added, traffic will continue to worsen.
- 65' or 40'+ high multi-story buildings next to existing single family residences are completely unacceptable. These single family residence owners bought their property knowing that there is a shopping center conveniently nearby. With this proposal the backyard privacy and any views are completely gone for properties several hundred feet away, not just the immediately adjacent ones.
- We live in a Historic neighborhood built in 1958. We are required to adhere to strict historic policies in order to retain the original charm of these neighborhoods. How is another multi-story structure adding any Historic charm or character to our neighborhood? Why do these large projects not have to adhere to a similar set of standards?

- We could use a farmers market type grocery store like Trader Joes or Sprouts which would support the local neighborhood. We would love a few local restaurants as well. For these two uses, a zoning change is not needed. Simply keep the zoning as it is and revitalize the center.
- This proposal is not serving the community of South Scottsdale. It's sole purpose is for the developer and owner to capitalize. You as the city representatives should ask yourself who you are serving. Your community or the owner's pocket book?

Thank you for taking my comments into consideration.

Andrea Merican
South Scottsdale Neighbor
6809 E Coronado Rd
Scottsdale, AZ 85257

ITEM # 8



SOUTH SCOTTSDALE
ALLIANCE

November 14, 2018

Dear City of Scottsdale Planning Commission:

My name is Wendy Anderton, and I am the Project Manager for the South Scottsdale Alliance, a coalition of over 4,000 civic-minded residents and business-people who live in and/or work in the area, and who support economic development in South Scottsdale.

In our survey of over 10,000 individuals dating from 2015 – 2017, we discovered that the South Scottsdale neighbors identified this property as their number one priority for redevelopment, expressing desires for better and more restaurants, a boutique grocery, and architecture that reflects the modern sensibility of the area together with the mid-century touches that make South Scottsdale unique.

Further, on February 29th of this year, the South Scottsdale Alliance hosted an open house where the owners of the Papago Plaza property on Scottsdale Road and McDowell Road met with about 45 members of our coalition over dinner at McFate Brewery (next door to Papago Plaza) to introduce the project to the neighborhood. The participants were overwhelming supportive of the plan, and not a single attendee expressed opposition. As a result of this meeting and dinner, and with follow-up conversations and discussions with our members and followers, the South Scottsdale Alliance Board of Directors voted unanimously to support this project and the plans presented here today.

We therefore wholeheartedly encourage the Planning Commission to follow the staff recommendation to approve this request as presented.

Respectfully,

Wendy D. Anderton
Project Manager

4400 N. Scottsdale Road Suite 9-143, Scottsdale, AZ 85251

www.southscottsdalealliance.com

Bloemberg, Greg

From: Bradley Adame <badame@asu.edu>
Sent: Tuesday, November 13, 2018 2:50 PM
To: Bloemberg, Greg; Reynolds, Taylor
Subject: Case #6-ZN-2018

Hello Mr. Bloemberg and Mr Reynolds - I am writing to provide written support for the proposed construction project to redevelop Papago Plaza. I live in the southernmost part of the Hy-View neighborhood (McDowell and 64th) on 66th street; in its current state, Papago Plaza presents both an eyesore and an opportunity to promote the economic and social development of South Scottsdale and the neighborhoods surrounding the Plaza. I offer my support for key projects, including the expansion of SkySong, a hotel, and, especially, a boutique grocery. Living so close to this area, I anticipate making use of the new center and all of its proposed amenities - whether on my own, or by advising out of town guests to stay close by.

Thank you for considering the project. Please contact me at this email address if you have any questions.

Best,
Bradley

Bradley Adame, Ph.D.
Assistant Professor
Hugh Downs School of Human Communication
Arizona State University
480.727.6563 (o)
badame@asu.edu

Best,
Bradley

Bradley Adame, Ph.D.
Assistant Professor
Hugh Downs School of Human Communication
Arizona State University
480.727.6563 (o)
badame@asu.edu

Bloemberg, Greg

From: Lindsey Jensen <lindseymjensen@gmail.com>
Sent: Tuesday, November 13, 2018 3:37 PM
To: Reynolds, Taylor; Bloemberg, Greg
Subject: Case #6-ZN-2018

Hi,

I am writing in support of the re-zoning proposed in Case #6-ZN-2018. I have seen presentations on what the developer has planned for this area, and as a Scottsdale resident who lives across the street from Papago Plaza, I am very excited for what has been planned.

This plaza is currently outdated and underused - it's an eyesore and offers little to the community in it's current / recent state. I am excited for the proposed restaurant space, apartment space (we need it!), and especially for the boutique grocery store (which all of my neighbors have been wanting for some time).

The proposed plan will bring important business opportunity to the area, allowing for residents to better utilize this community and draw in others.

Please support this case.

Thank you,
Lindsey Jensen

Bloemberg, Greg

From: jiwood2000 <jiwood2000@yahoo.com>
Sent: Wednesday, November 14, 2018 2:02 PM
To: Bloemberg, Greg; Reynolds, Taylor
Subject: Case #6-ZN-2018

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- This project compliments and supports SkySong and its eventual build out by providing residential, restaurant, and grocery support to those working and living in the area.
- The proposed hotel offers vital opportunity for new and updated accommodations in the area, and will additionally support the restaurant and grocery components.
- The grocery component is highly desired by the neighborhood, which has identified a boutique style grocer as a key desire for the property.

Please approve the Papago Revitalization Project

Sincerely,

~Jeremy

Bloemberg, Greg

From: dw@wettaventures.com
Sent: Wednesday, November 14, 2018 2:07 PM
To: Bloemberg, Greg
Cc: Reynolds, Taylor
Subject: Zoning case# 6-ZN-2018

Greg,
Please add me to the list of property owners in the area (Restaurants at SkySong @ 1455 N Scottsdale Rd) that support this rezoning request. It will have a tremendous positive impact to our tenant's business, and get us over the hurdle with lease-up of our last vacancy.
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David Wetta
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602.478.3538
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Bloemberg, Greg

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To: Bloemberg, Greg
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- McDowell Road and Scottsdale Road from 4:00 PM to 6:00 PM weekdays are already totally congested. This is going to get worse when all the condo and apartment buildings in close proximity to this project, which are already approved and under construction, are occupied.
- 65' or 40'+ high multi-story buildings next to existing single family residences are completely unacceptable. These single family residence owners bought their property knowing that there is a shopping center conveniently nearby. With this proposal the backyard privacy and any views are completely gone for properties several hundred feet away, not just the immediately adjacent ones
- The setback and stepback reductions by as much as 60%!!! and increasing the dwelling units allowed from 50% to 360%!!! if the proposed zoning is approved are preposterous demands and a slap in the face to all neighbors in South Scottsdale. They show no regard to the neighbors.
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- This proposal is not serving the community of South Scottsdale. It's sole purpose is for the developer and owner to capitalize. You as the city representatives should ask yourself who you are serving. Your community or the owner's pocket book?

Thank you for taking my comments into consideration!

Boris Gaedtke
South Scottsdale Neighbor
6838 E. Continental Drive
Scottsdale, AZ 85257

Bloemberg, Greg

From: Paul Merican <paul@mericanappraisals.com>
Sent: Wednesday, November 14, 2018 3:05 PM
To: Bloemberg, Greg
Cc: Murillo, Jesus; Venker, Steve
Subject: Resident feedback regarding Papago Plaza 6-ZN-2018
Attachments: 11-14-18_Agenda.pdf

Importance: High

To whom it may concern:

As a local Scottsdale resident for more that fifteen years, I am opposed to the size and density of the Papago Plaza project, with concerns outlined below:

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- 65' high multi-story buildings next to existing single family residences are completely unacceptable. These historic, single family residence owners bought their property knowing that there is a shopping center conveniently nearby. With this proposal the backyard privacy and any views are completely gone for properties several hundred feet away, not just the immediately adjacent ones. The existing 3-story projects on McDowell can already be seen from our back yards, which takes away from the historic charm our neighborhood is supposed to represent.
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Charles Paul Merican
South Scottsdale Neighbor
Village Grove 6 Historic District
6809 E Coronado Rd
Scottsdale, AZ 85257

Bloemberg, Greg

From: Andrea Merican <akmerican@gmail.com>
Sent: Wednesday, November 14, 2018 3:16 PM
To: Bloemberg, Greg
Cc: Venker, Steve
Subject: Papago Plaza 6-ZN-2018

Dear Mr Bloemberg,

Please forward my comments below to the member of the Planning Commission before tonight's meeting.

I live in the Historic Village Grove VI which is in walking distance to Papago Plaza. When we first heard about a new project coming in, we were thrilled. As neighbors and members of this wonderful South Scottsdale community, we were hoping for a local grocery store like Sprouts or Trader Joes that we could walk to. We were hoping for local restaurants that would support our local community and that we could walk or ride our bikes to. As a local Scottsdale resident for more that fifteen years, I am very much opposed to the size and density of the Papago Plaza project.

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- 65' or 40'+ high multi-story buildings next to existing single family residences are completely unacceptable. These single family residence owners bought their property knowing that there is a shopping center conveniently nearby. With this proposal the backyard privacy and any views are completely gone for properties several hundred feet away, not just the immediately adjacent ones.
- We live in a Historic neighborhood built in 1958. We are required to adhere to strict historic policies in order to retain the original charm of these neighborhoods. How is another multi-story structure adding any Historic charm or character to our neighborhood? Why do these large projects not have to adhere to a similar set of standards?
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Thank you for taking my comments into consideration.

Andrea Merican
South Scottsdale Neighbor
6809 E Coronado Rd
Scottsdale, AZ 85257

Bloemberg, Greg

From: Kuester, Kelli
Sent: Monday, November 19, 2018 11:56 AM
To: Barbara Ballering
Cc: City Council; Thompson, Jim; Bloemberg, Greg
Subject: RE: Papago Plaza 6-ZN-2018

Dear Ms. Ballering,

Mayor Lane and the City Councilmembers have asked that I thank you for your email and for sharing your input prior to the December 12th Council meeting on the topic.

Best,

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

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

From: Barbara Ballering <jballering@cox.net>
Sent: Friday, November 16, 2018 9:31 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Papago Plaza 6-ZN-2018

As a 25 year resident of South Scottsdale, I'd like to voice my support for the proposed Papago Plaza redevelopment. I believe it is sorely needed.

Barbara Ballering
2022 N 68th Place
Scottsdale, 85257
barbaraballering@gmail.com

Sent from my iPad

Bloemberg, Greg

From: Kuester, Kelli
Sent: Tuesday, November 20, 2018 10:16 AM
To: Chula Fraijo
Cc: City Council; Thompson, Jim; Bloemberg, Greg
Subject: RE: Papago Plaza

Dear Denise,

Mayor Lane and the City Councilmembers have asked that I thank you for your email and for sharing your input prior to the December 12th Council meeting on the topic.

Best,

Kelli Kuester

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

From: Chula Fraijo <dfoleychula@gmail.com>
Sent: Monday, November 19, 2018 5:30 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Papago Plaza

Council Members:

I want to express my feelings on what is planned for Papago Plaza. I have lived in this area all my life and I just find it frustrating to see all of the high profile and high density building in South Scottsdale. Please vote to remove all the housing proposed for Papago Plaza and turn it into something that is community friendly (grocery, restaurants and retail)

Our traffic problems on McDowell are bad enough now.. There are so many apartments available already. (I realize my opinion as a taxpayer is of little value to you, as I have no big payoffs to offer you politicians unlike the developers who have you in their back pockets).

I have not noticed any upgrades to our infrastructure....main waterlines or street upgrades to maintain the influx of residents you are sending here.

Please do what you can In favor of the residents of South Scottsdale (previously known as Scottsdale) and help our quality of life to improve, not deteriorate.

I would appreciate your feedback on this issue. Thank You.

Sincerely,
Denise O Foley
HyView

Bloemberg, Greg

From: Kuester, Kelli
Sent: Tuesday, November 20, 2018 10:17 AM
To: cgannon5
Cc: City Council; Thompson, Jim; Bloemberg, Greg
Subject: RE: Papago plaza

Good morning,

Mayor Lane and the City Councilmembers have asked that I thank you for your email and for sharing your input prior to the December 12th Council meeting on the topic.

Best,

Kelli Kuester

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

From: cgannon5 <cgannon5@cox.net>
Sent: Monday, November 19, 2018 10:46 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Papago plaza

City Council,

We do not need anymore Residential properties in this area. A Sprouts or Trader Joe's is needed. The traffic is horrific already. Stop all of this greed!

Thank you.

Concerned South Scottsdale resident who use to love my area....now after almost 40 years here I am saddened by what is occurring in this area....

Sent from my T-Mobile 4G LTE Device

Bloemberg, Greg

From: Kuester, Kelli
Sent: Tuesday, November 20, 2018 10:17 AM
To: Martin Joost
Cc: City Council; Thompson, Jim; Bloemberg, Greg
Subject: RE: Papago Plaza - No Condos Please

Dear Mr. Joost,

Mayor Lane and the City Councilmembers have asked that I thank you for your email and for sharing your input prior to the December 12th Council meeting on the topic.

Best,

Kelli Kuester

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

From: Martin Joost <mjoost@asu.edu>
Sent: Tuesday, November 20, 2018 8:51 AM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Papago Plaza - No Condos Please

Hello City Council,

As a long time South Scottsdale resident and a current home owner please do not add more condo's to the area of Mcdowell and Scottsdale Rd. There are already condo's all along Mcdowell on both sides as well as many more in the area.

I thought that we already voted for the development to not be condo's. A grocery store and new restaurants would be much appreciated. If there is anything I can do please let me know.

Thanks,
Martin Joost

Bloemberg, Greg

From: Kuester, Kelli
Sent: Tuesday, November 20, 2018 3:06 PM
To: anthony spaltro
Cc: City Council; Thompson, Jim; Bloemberg, Greg
Subject: RE: Papago Plaza re-development

Dear Mr. Spaltro,

Mayor Lane and the City Councilmembers have asked that I thank you for your email and for sharing your input prior to the December 12th Council meeting on the topic.

Best,

Kelli Kuester

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

From: anthony spaltro <spaltro3@yahoo.com>
Sent: Tuesday, November 20, 2018 2:43 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Papago Plaza re-development

To whom it may concern,

Since I moved to South Scottsdale in 2011, I have patronized various businesses at Papago Plaza, including Dutch Bros and Wells Fargo. The gradual decline of this property is sad but it's good that it will be renovated. Better still because another grocery store will be on the property.

Unfortunately, I have some misgivings about the current project on the table. I am speaking as a resident and a transportation business owner.

We are experiencing an increase in traffic in the Scottsdale Rd/McDowell Rd intersection. As a result, traffic is now utilizing 68th St, 70th St and Miller Rd more frequently. Part of the problem is due to bus traffic. The Trolley, Metro and Orbit buses all operate in this neighborhood. With the exception of Papago Plaza, there are no cut outs for buses.

In addition, both of the condo projects on McDowell west of Scottsdale Rd do not have traffic cut outs even though they have access to the main road.

The residential neighborhoods are filling up with Airbnb and other short term rentals. To think that the condos built or under consideration will be any different, is a fallacy. So we can expect traffic to increase during tourist season to a greater degree.

To add to this traffic, we now have street closures on some weekends to benefit the city of Tempe.

In either case, there should be exit lanes for traffic onto the properties. To ignore this issue at the expense of local residents is foolish and short sighted. The only parties that benefit are developers, and they don't live in South

Scottsdale.

Regards
Anthony Spaltro

Bloemberg, Greg

From: Lasse Norgaard-Larsen <lasse@norgaardlarsen.com>
Sent: Tuesday, November 20, 2018 3:26 PM
To: Bloemberg, Greg
Subject: Papago Plaza - 6-ZN-2018 - Grocery Store

Good day Greg,

I understand you are leading the proposed planning commission for the proposed Papago Plaza re-development. I also left you a brief voicemail.

As a local resident to the area, living about half a mile away, I was excited to hear there would be a new grocery store in the new plaza. However, as I now further read in the planning documents, it sounds like it will be a very small store. We are in an URGENT need of a full-size grocery store in the South Scottsdale/North Tempe area. With all the added residential units, there is an even more dire need of this. Our only current option is the Fry's on McDowell/Hayden - and that one is well above capacity.

Not sure if it is too late to add comments, but I would highly encourage you to require the developer to allocate more space for a grocery store.

Thank you
Lasse Norgaard-Larsen / 602 410 2343

Acevedo, Alex

To: Acevedo, Alex
Subject: FW: Papago Plaza - 6-ZN-2018 - Development concerns

From: Lasse Norgaard-Larsen <lasse@norgaardlarsen.com>
Sent: Wednesday, November 21, 2018 2:20 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Papago Plaza - 6-ZN-2018 - Development concerns

To Scottsdale City Council,

I am writing to you regarding the proposed Papago Plaza re-development.

As a local resident to the area, living about half a mile away, I was VERY excited to hear there would be a new grocery store in the new plaza. However, as I now further read in the planning documents, it sounds like it will be a very small store. We are in an **URGENT** need of a full-size grocery store in the South Scottsdale/North Tempe area. With all the added residential units, there is an even more dire need of this. Our only current option is the Fry's on McDowell/Hayden - and that one is well above capacity.

With all the added residential units in this area we desperately need better infrastructure, and that includes shopping abilities.

Not sure if it is too late to add comments, but I would highly encourage you to require the developer to allocate more space for a grocery store.

I will also encourage the City Council to ensure that approval of further residential units is sustainable, and will not cause a gridlock to appear in the city. I am well aware of the desire for people to move here - we live in a gorgeous state. No one is stopping development within the city - all I am asking is that we do it in a smart and sustainable manner.

Thank you

Lasse Norgaard-Larsen / 602 410 2343

Papago Plaza

6-ZN-2018

City Council

12/12/18

Coordinator: Greg Bloemberg

Papago Plaza



Context Aerial

6-ZN-2018

Papago Plaza



Detail Aerial (facing north)

6-ZN-2018

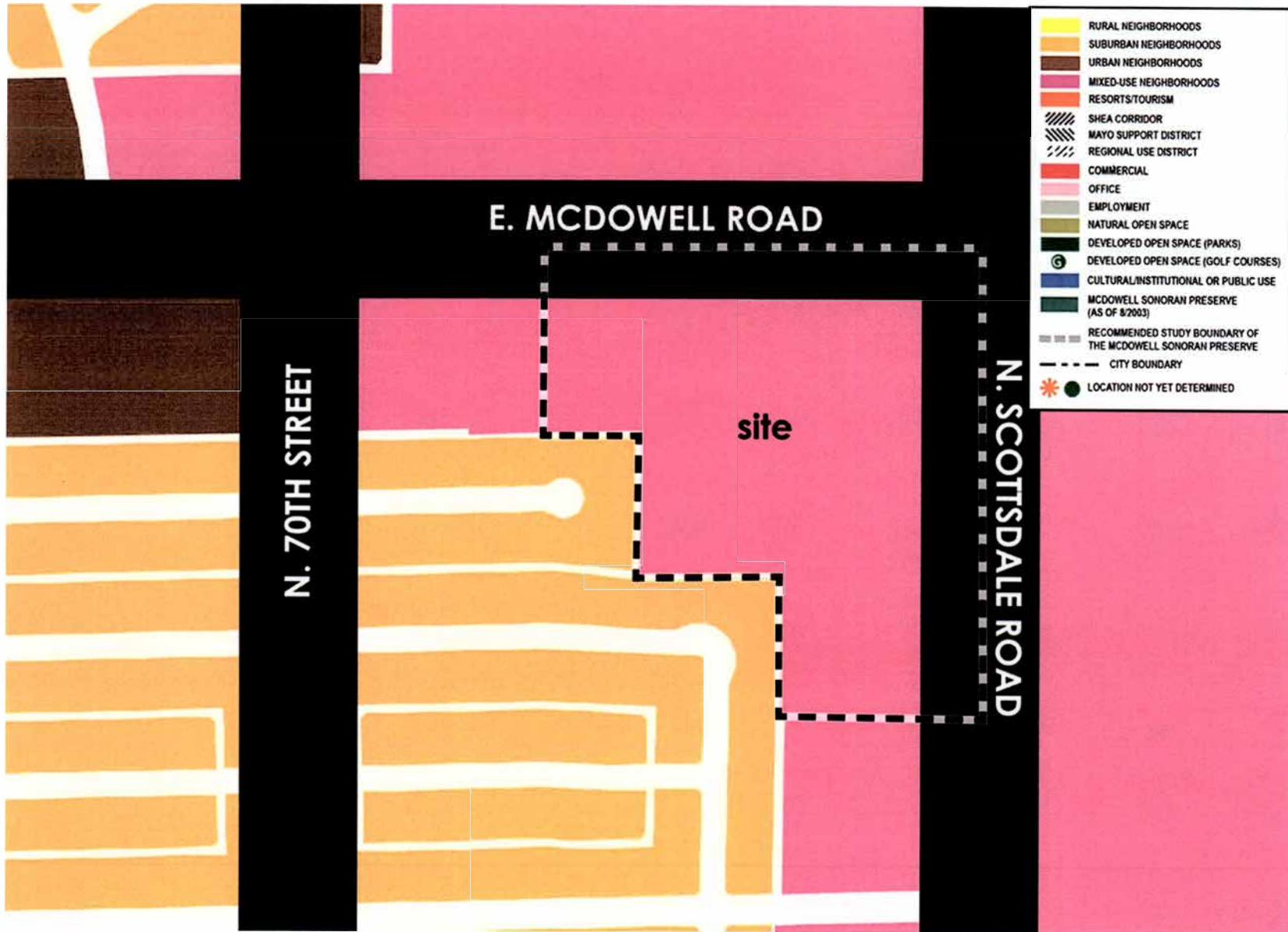
Papago Plaza



Detail Aerial (facing southwest)

6-ZN-2018

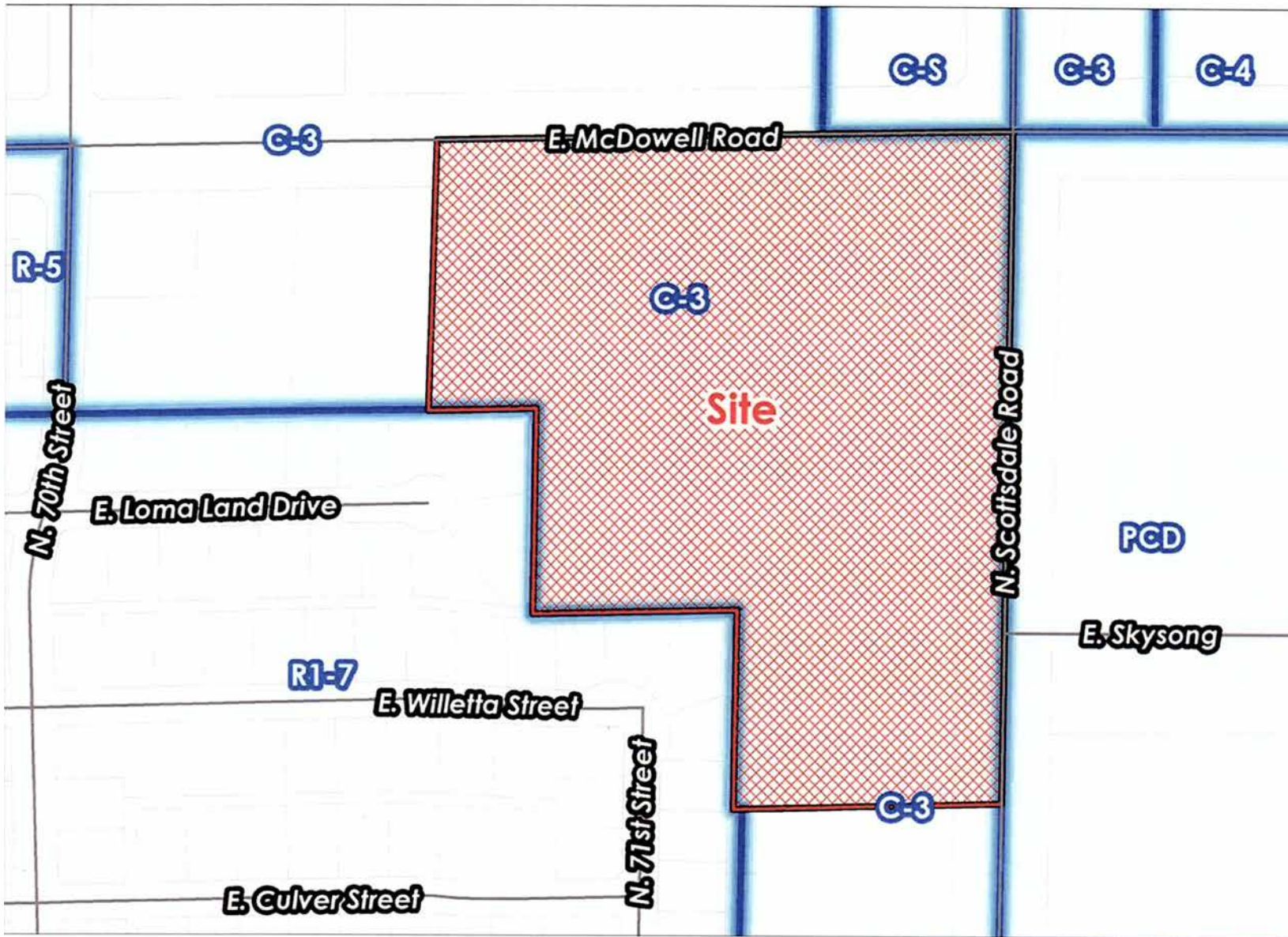
Papago Plaza



General Plan

6-ZN-2018

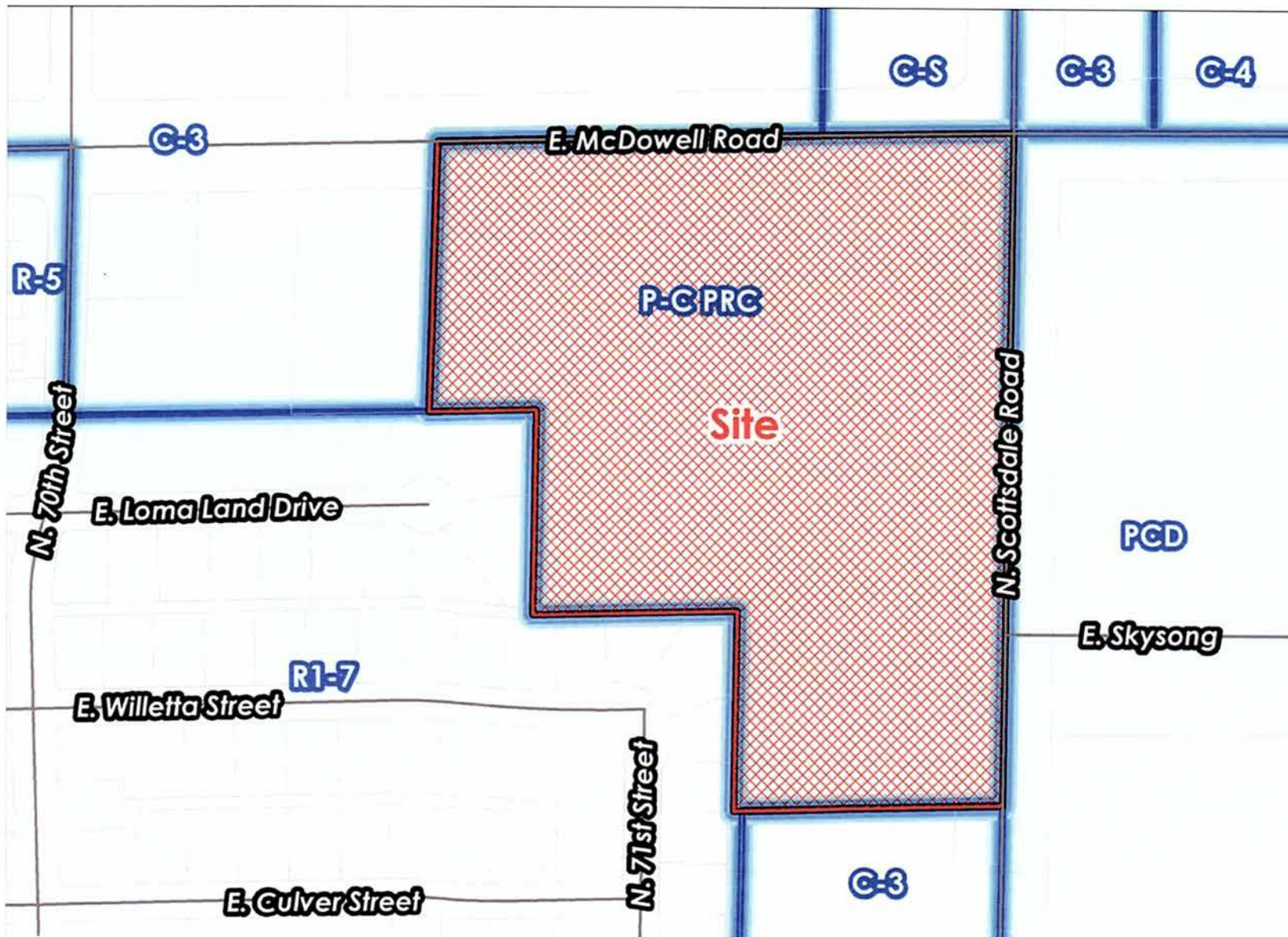
Papago Plaza



Current Zoning

6-ZN-2018

Papago Plaza



Proposed Zoning

6-ZN-2018

Request Summary

- Recommendation from Planning Commission to City Council regarding rezone from C-3 to P-C, with P-C comparable PRC zoning standards
- Mixed-use project consisting of multi-family residential, retail/restaurant pads, neighborhood grocer and hotel
- Prominent Scottsdale Road and McDowell Road frontage (+/- 1,500 linear feet combined)
- Located in a General Plan-designated Growth Area, as well as a SSCAP-designated Regional Center (Skysong)

Amended PRC Development Standards

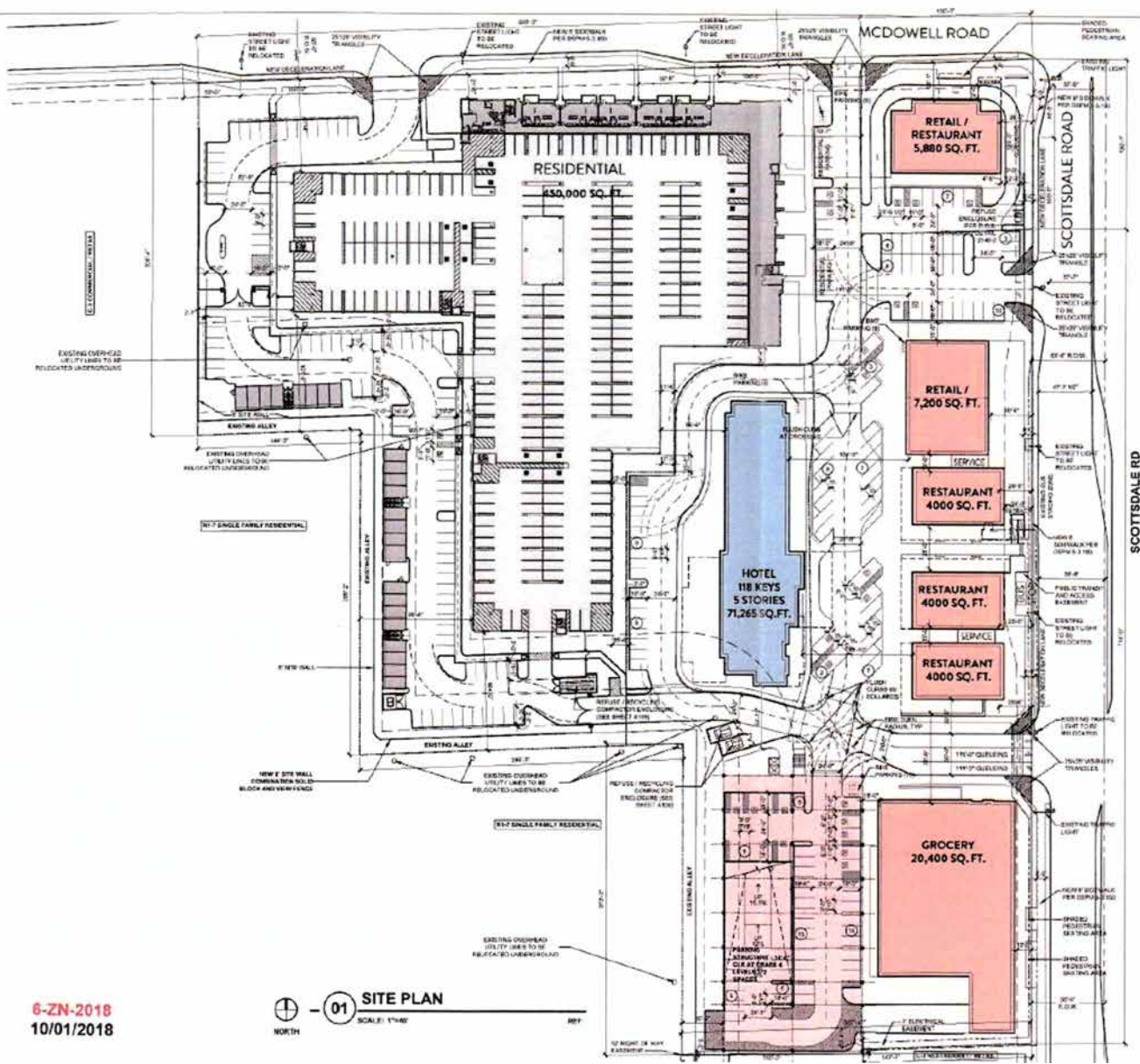
➤ Floor Area Ratio (50% residential to 360% residential)

➤ Frontage Open Space

➤ Setbacks/Stepbacks adjacent to residential zoning (height and massing closer to single-family residential)

➤ Setbacks/Stepbacks not adjacent to residential zoning

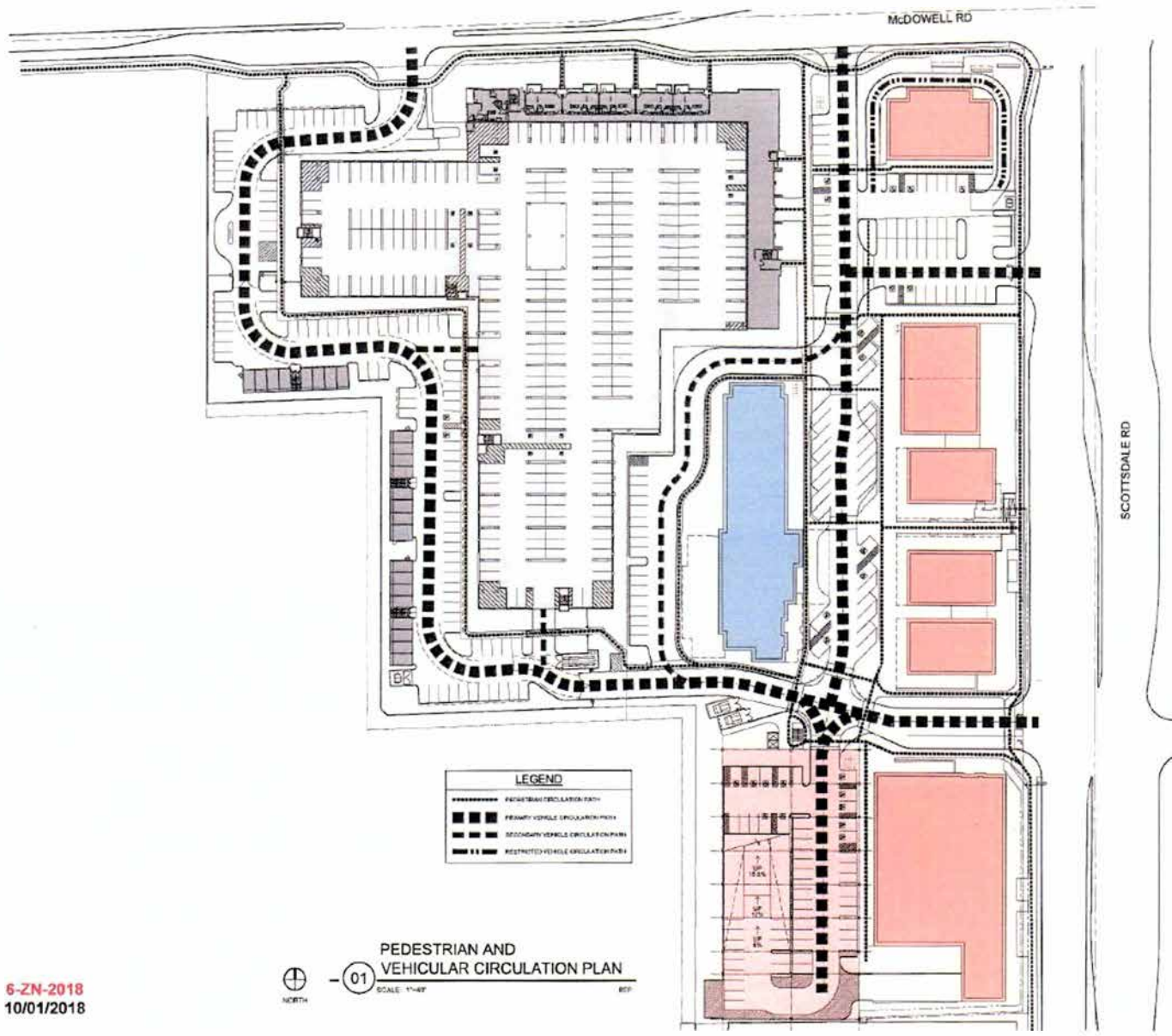
❖ No increase in allowed building height proposed (60 feet exclusive of rooftop appurtenances in PRC)



6-ZN-2018
10/01/2018

01 SITE PLAN
SCALE: 1"=40'

Site Plan



6-ZN-2018
10/01/2018

 NORTH
 - 01 -
 PEDESTRIAN AND VEHICULAR CIRCULATION PLAN
 SCALE: 1"=40'
 80'

Circulation Plan



02 SOUTH ELEVATION

SCALE: N.T.S.

REF.



01 McDOWELL ROAD STREETSCAPE (NORTH) ELEVATION

SCALE: N.T.S.

REF.

Building Elevations



02 SCOTTSDALE ROAD STREETScape (EAST) ELEVATION
SCALE: N.T.S. REF



01 WEST ELEVATION
SCALE: N.T.S. REF

Building Elevations

Heard as Regular Agenda and Non-Action Item at the 11/1/18 DRB hearing.

Regular Agenda:

- DRB recommended approval (7-0) of amended PRC development standards, with additional direction to refine the Development Plan to demonstrate compliance with Goals CD2, CD3, and CD7 of the SSCAP (sensitivity to single-family residential, pedestrian engagement, quality design)

Non-Action: Board provided the following feedback:

- Concern about location of proposed drive-thru lane; proximity to prominent intersection. Recommended applicant revisit design at this corner prior to returning to DRB.

Development Review Board

- Enhance west face of proposed garage to minimize visual impact on single-family neighborhood
- Coordinate design of main pedestrian paseo (from Scottsdale Road) with the courtyard to provide a more seamless and inviting pedestrian connection
- Include a more diverse mix of uses that encourage visitors to “stay longer”, rather than eating at one of the restaurants and leaving
- Provide more “robust” landscape buffer along south and west property lines adjacent to the single-family neighborhood

Development Review Board

Considerations

- Proposed increase in residential floor area from 50% of commercial floor area to 360% of commercial floor area (balance of uses)
- Proposed amendments to setbacks and stepbacks will bring height and massing closer to single-family residential neighborhood to the south and west of the site
- Stipulation #4 seeks to provide reasonable assurance that commercial and residential development will be concurrent

- **Planning Commission heard this case on 11/14/18 and recommended approval w/ a vote of 5-0**
- **Added stipulation restricting hours of delivery to the grocery store**

Planning Commission

Papago Plaza



Detail Aerial (facing north)

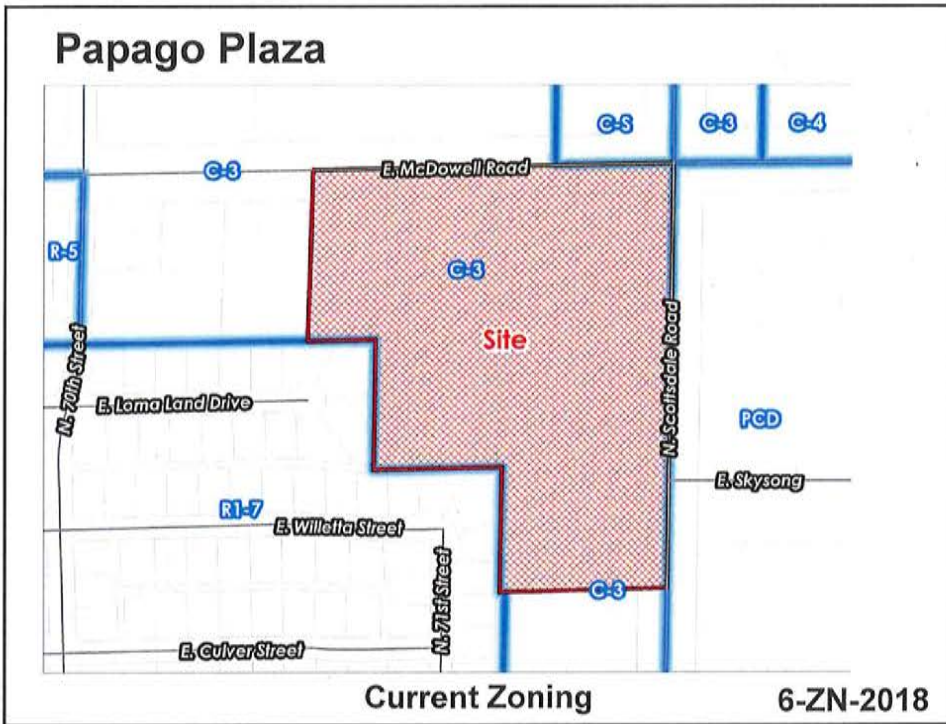
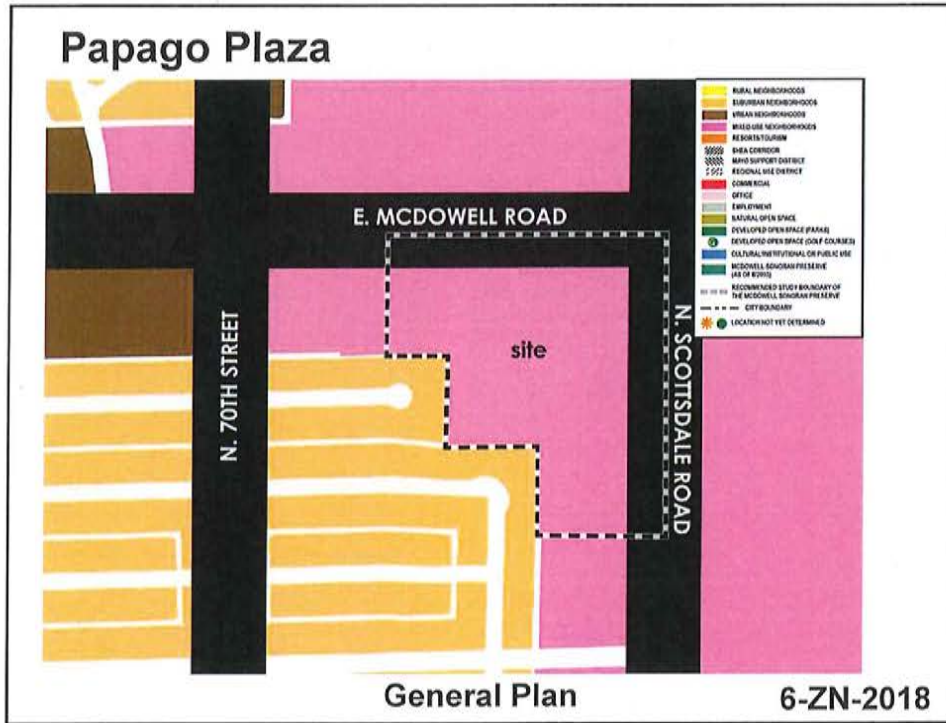
6-ZN-2018

Papago Plaza

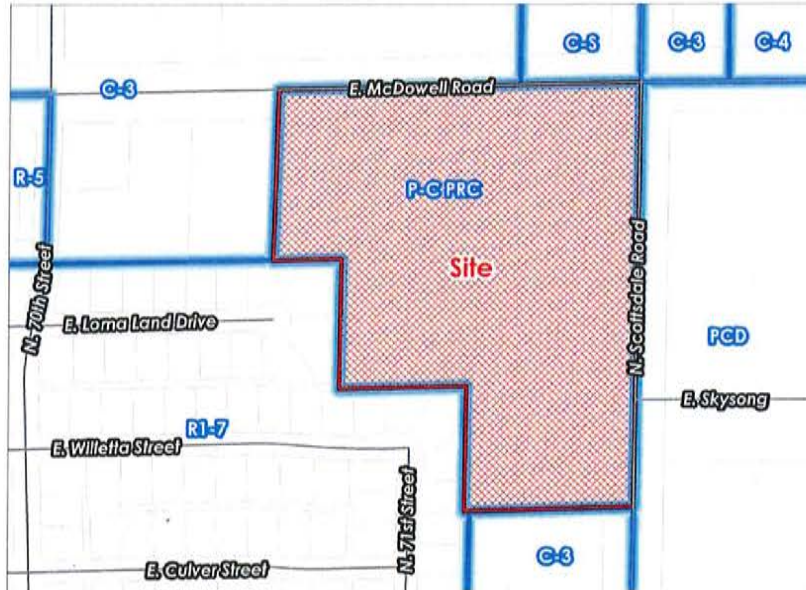


Detail Aerial (facing southwest)

6-ZN-2018



Papago Plaza



Proposed Zoning

6-ZN-2018

Background

- Rezone from C-3 to P-C, with P-C comparable PRC zoning (C-3 does not allow for proposed use mix)
- Proposal includes amendments to PRC development standards
- Mixed-use project consisting of multi-family residential, retail/restaurant pads, neighborhood grocer and hotel
- Prominent Scottsdale Road and McDowell Road frontage (+/- 1,500 linear feet combined)
- Located in a General Plan-designated Growth Area, as well as a SSCAP-designated Regional Center (Skysong)

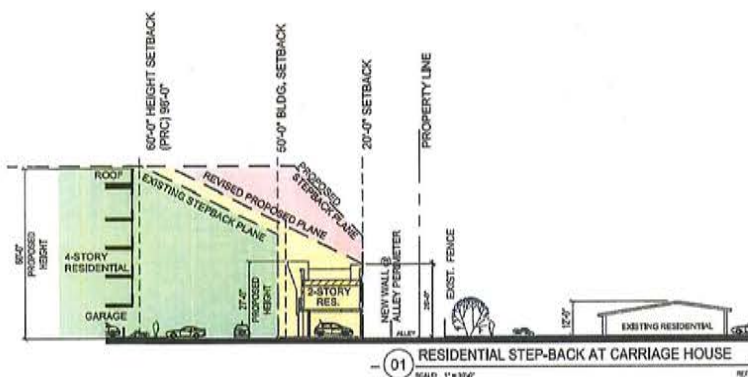
Amended PRC Development Standards

The applicant proposes the following amendments to the PRC development Standards:

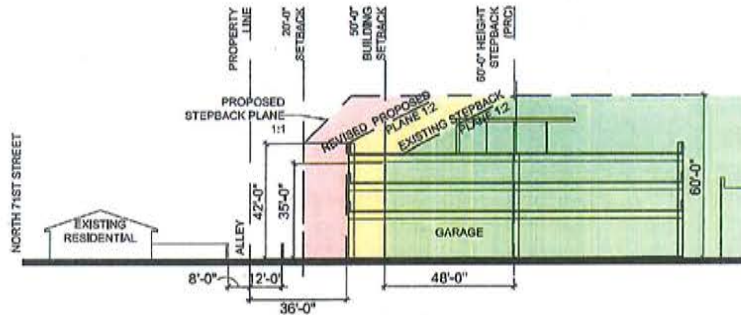
- Increase to allowed floor area for residential:
allowed: 50% of commercial floor area
proposed: 275 % of commercial floor area
Consideration: existing development standard promotes balance of uses

- Reduction in frontage open space:
required: 30 square feet per linear foot of frontage
proposed: 20 square feet per linear foot of frontage
Consideration: Allows for buildings closer to street frontages

- Reduction of setback (building envelope) and setback from property line adjacent to residential zoning:

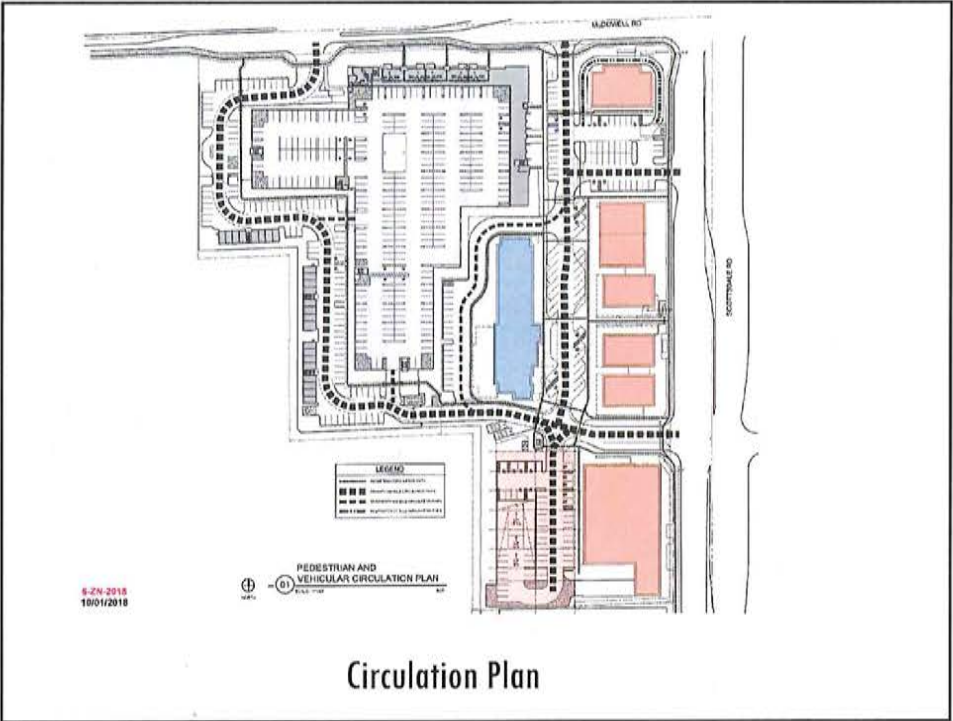
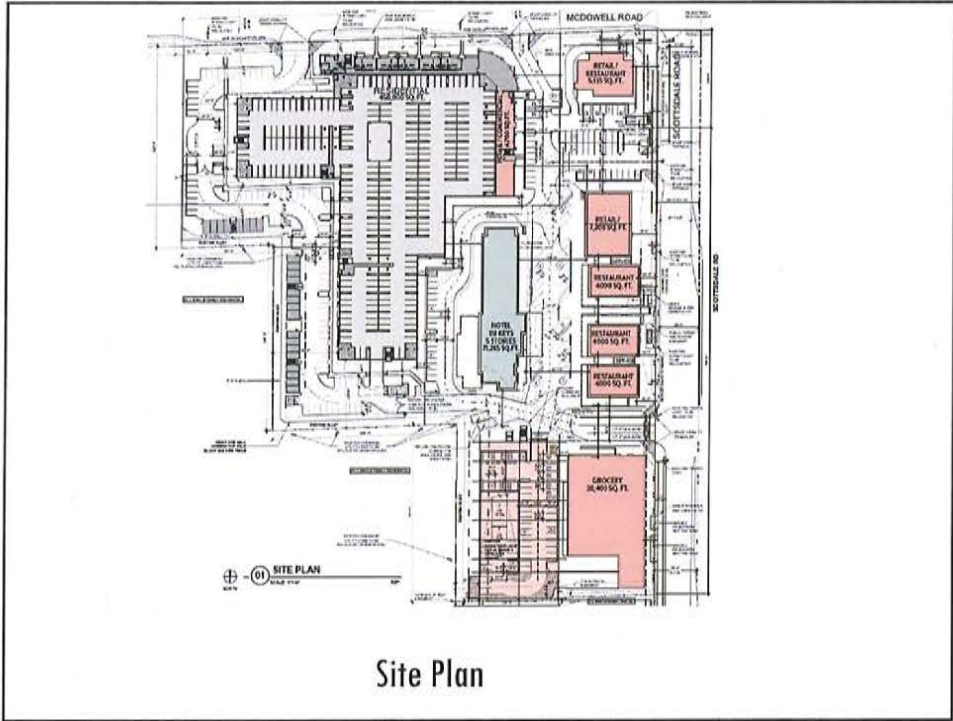


- Reduction of setback (building envelope) and setbacks from property line adjacent to residential zoning:



Consideration: Allows for height and massing closer to single-family residential

- Reduction in setback (building envelope) adjacent to street frontages:
 - required: 1:2 beginning at 36 feet in height
 - proposed: 2:1 beginning at 36 feet in height
- Reduction in setback adjacent to commercial:
 - required: 2:1 beginning at 36 feet in height
 - proposed: 2:1 beginning at 44 feet in height
 - Consideration: Allows for greater massing closer to property lines
- ❖ No increase in allowed building height for PRC district is proposed





02 SCOTTSDALE ROAD STREETScape (EAST) ELEVATION



01 WEST ELEVATION

Building Elevations



02 SOUTH ELEVATION



01 McDOWELL ROAD STREETScape (NORTH) ELEVATION

Building Elevations

Heard as Regular Agenda and Non-Action Item at the 11/1/18 DRB hearing.

Regular Agenda:

- DRB recommended approval (7-0) of amended PRC development standards, with additional direction to refine the Development Plan to demonstrate sensitivity to single-family residential, pedestrian engagement, and quality design

Non-Action: Board provided the following feedback:

- Concern about location of proposed drive-thru lane; proximity to prominent intersection. Recommended applicant revisit design at this corner prior to returning to DRB.

Development Review Board

- Enhance west face of proposed garage to minimize visual impact on single-family neighborhood
- Coordinate design of main pedestrian paseo (from Scottsdale Road) with the courtyard to provide a more seamless and inviting pedestrian connection
- Include a more diverse mix of uses that encourage visitors to “stay longer”
- Provide more “robust” landscape buffer adjacent to the single-family neighborhood

Development Review Board

- Planning Commission heard this case on 11/14/18 and recommended approval w/ a vote of 5-0
- Added stipulation (#16) restricting hours of delivery to the grocery store

Planning Commission

Summary

- Proposed increase in residential floor area from 50% of commercial floor area to 275% of commercial floor area (balance of uses)
- Proposed amendments to setbacks and stepbacks (height and massing closer perimeter property lines)
- Stipulation #4 (Project Timing) seeks to provide reasonable assurance that commercial and residential development will be concurrent
- Proposal responds favorably to the goals and policies of the General Plan and the Southern Scottsdale Character Area Plan

Summary

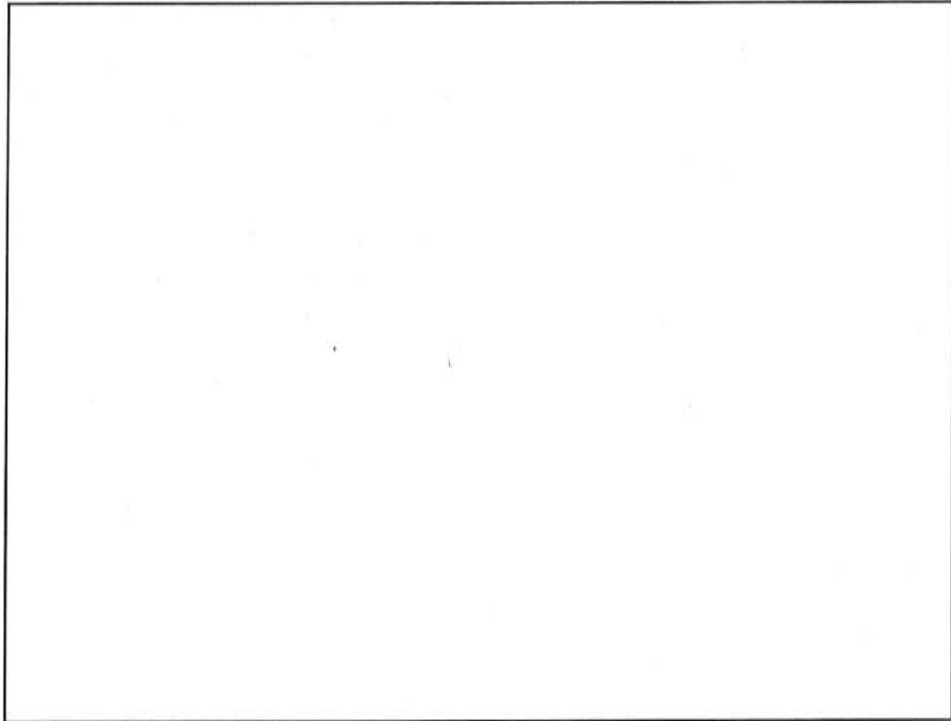
- Responds to community needs by proposing destination restaurants and a neighborhood grocer.
- Redevelopment and reinvestment of an underutilized parcel on the McDowell Corridor



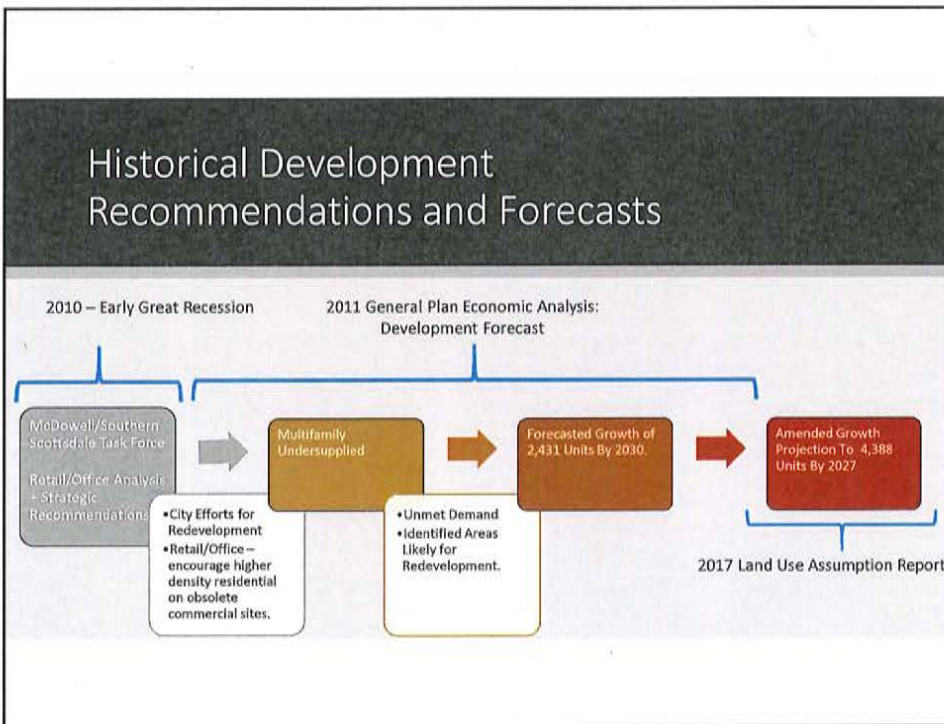
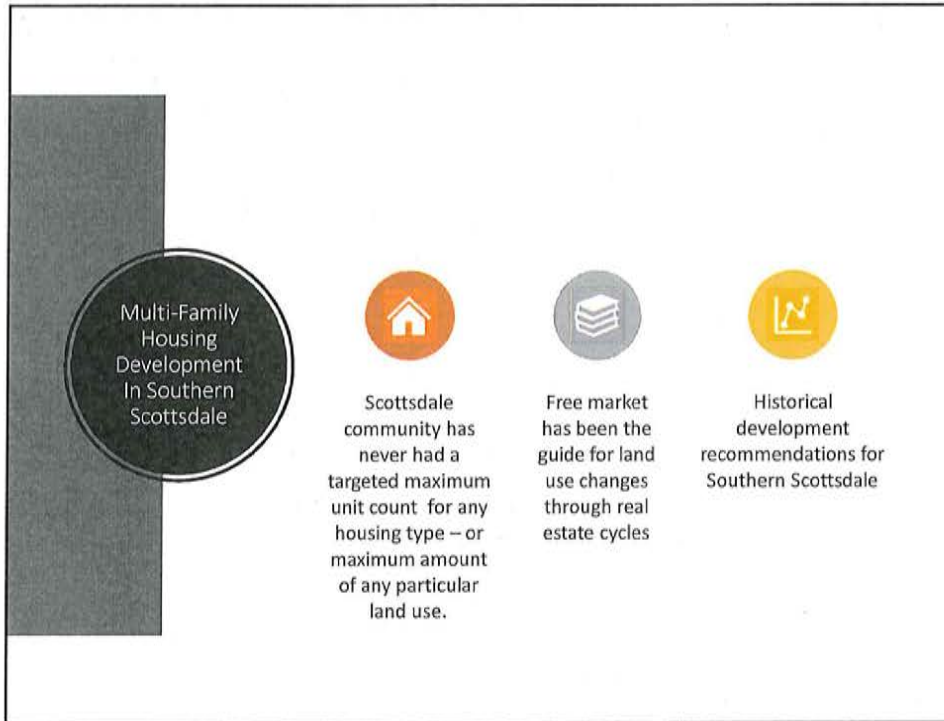
Papago Plaza
6-ZN-2018

City Council
12/12/18

Coordinator: Greg Bloemberg

A graphic titled "Multi-Family Development" featuring three circular icons with house symbols and a central text box. The icons are arranged in a horizontal line, with the middle one being the largest. The text box is positioned below the leftmost icon.

Multi-Family Development
Apartments, Condominiums, Townhomes, Patio Homes



Great Recession Recovery



High Occupancy
Rate = High
Demand



of Units Converted to
Condominiums = Less
Supply



Lifestyle Preferences



Favorable Lending
Environment for Multi-
Family Development

Southern Scottsdale Multi-Family Development Activity (Excluding Downtown)

Since 2003,

1,159 Apartment
Units Have Been
Converted To
Condominiums

1,898 Apartment
Units Have Been
Developed

2,320 Units Are
In The
Development
Pipeline

4,218 Units Built
and in Pipeline

4,388 Units
Projected

Free Market Influences

RENTAL RATES
YEAR-OVER-YEAR CHANGE VERSUS MARKET

\$1,433

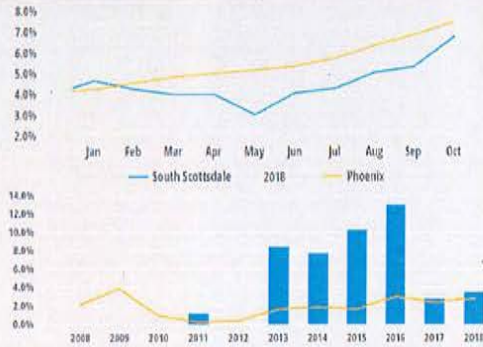
Average Rental Rate

INVENTORY GROWTH
COMPLETIONS AS A % OF PRIOR INVENTORY

94.7%

Occupancy Rate

Source: Yardi Matrix, October 2018

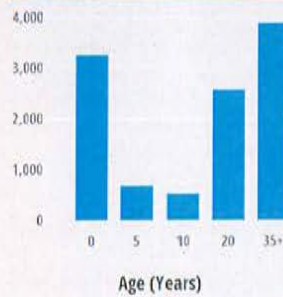


State of Multi-Family Development In Southern Scottsdale

For Multi-family Developments With Greater Than 20 Units, Southern Scottsdale Is Expected To Meet And Quickly Exceed Its Current Development Forecast.

Free Market Influences

PROPERTY AGE BY UNITS

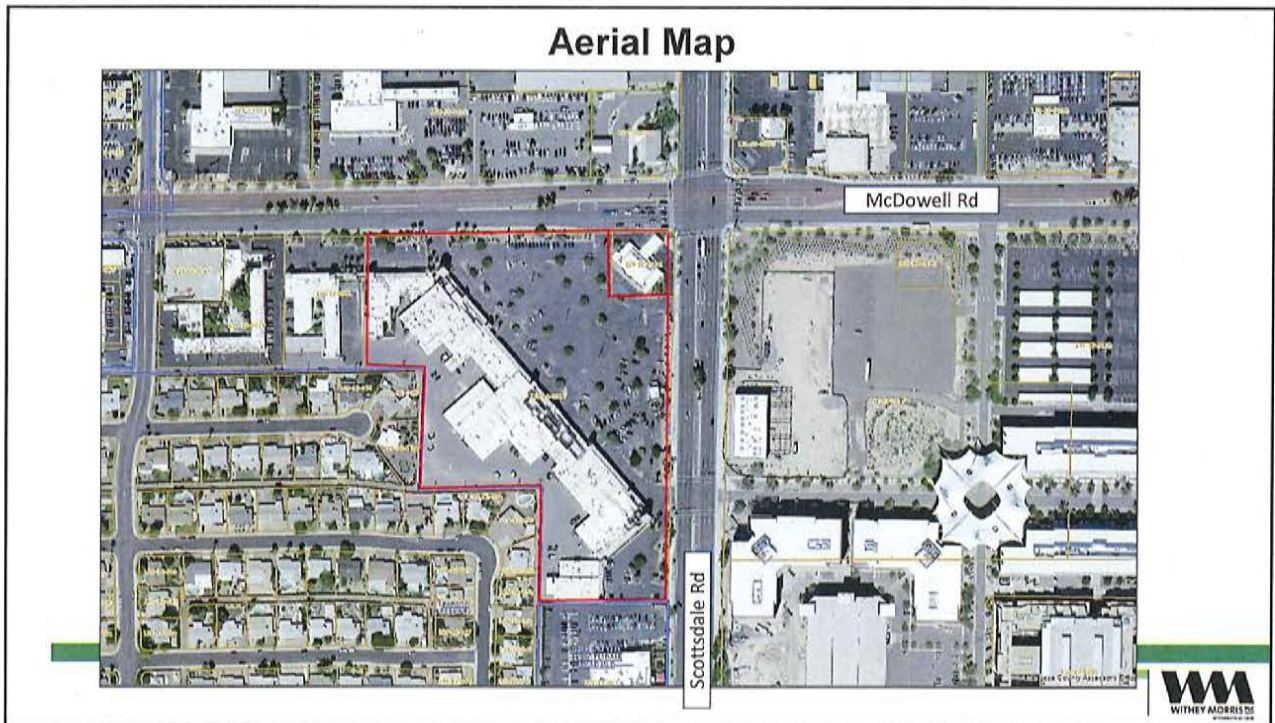
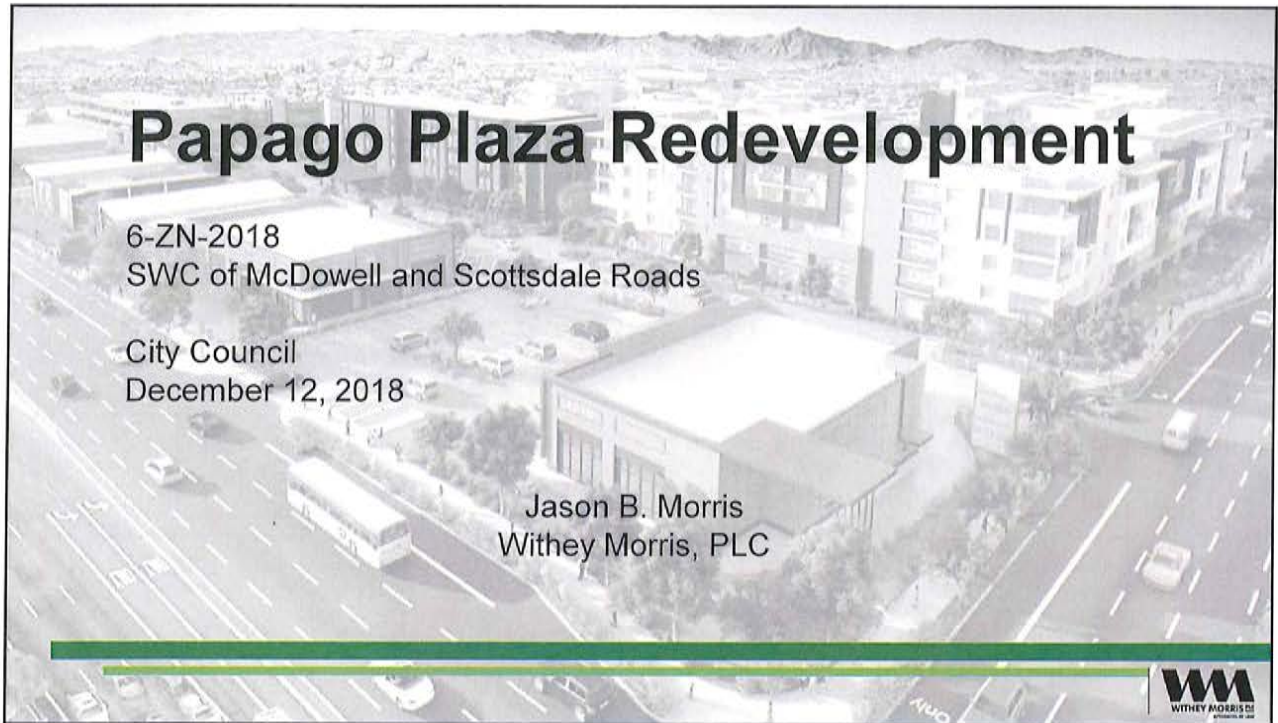


Source: Yardi Matrix, October 2018

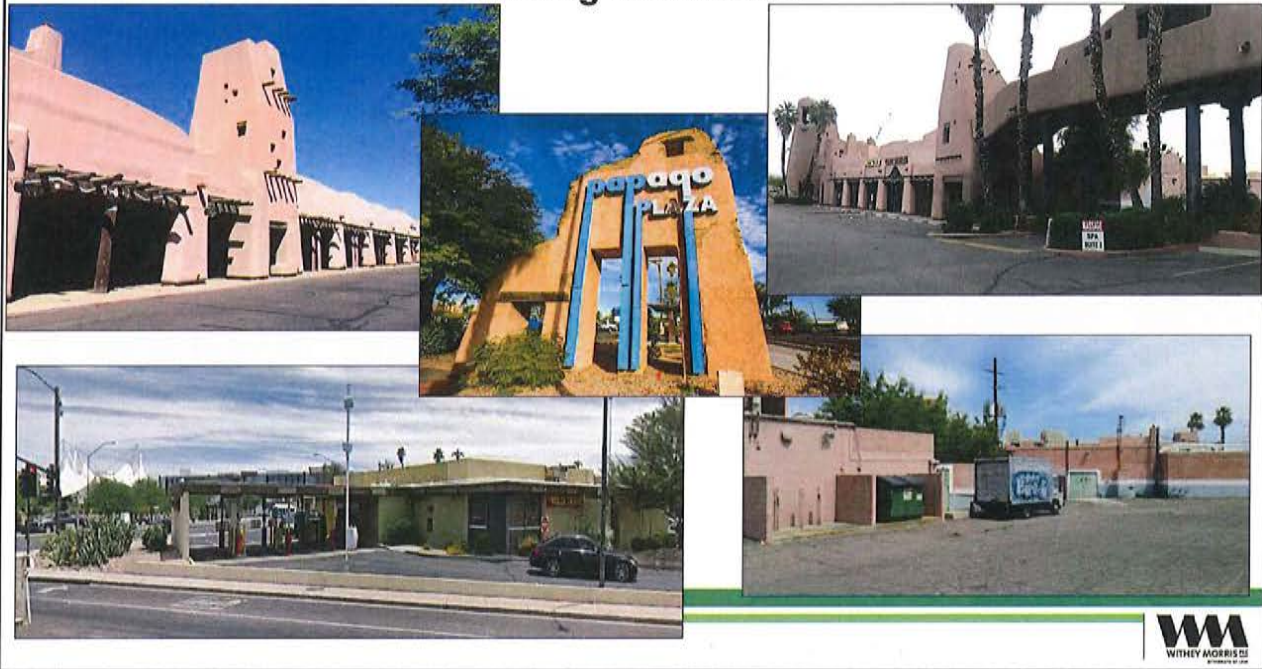
2001 General Plan & The South Scottsdale Character Area Plan



Land Use Type	% of Total
Rural Neighborhoods	2%
Suburban Neighborhoods	73%
Urban Neighborhoods	15%
Mixed Use Neighborhoods	10%



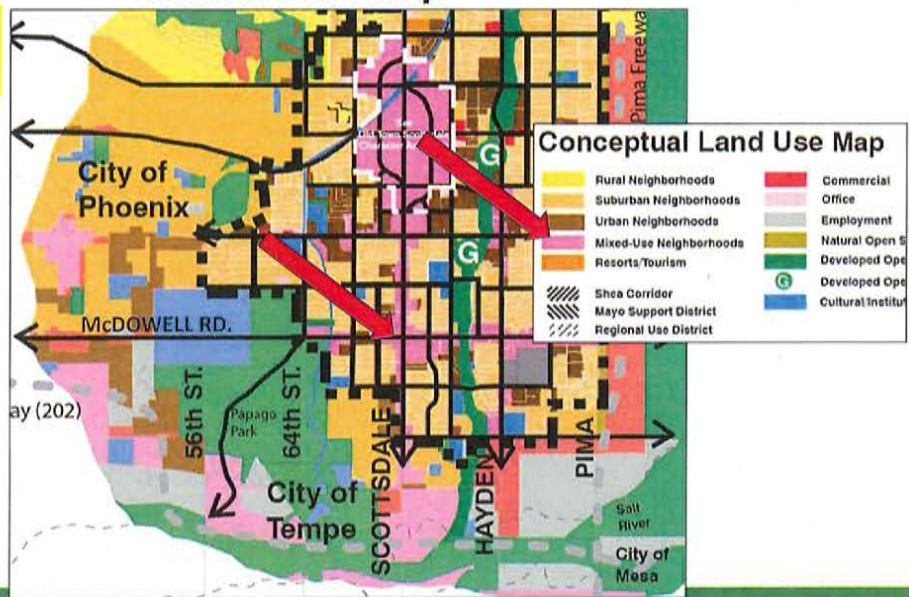
Existing Conditions



General Plan Map

Mixed-Use Neighborhood Designation

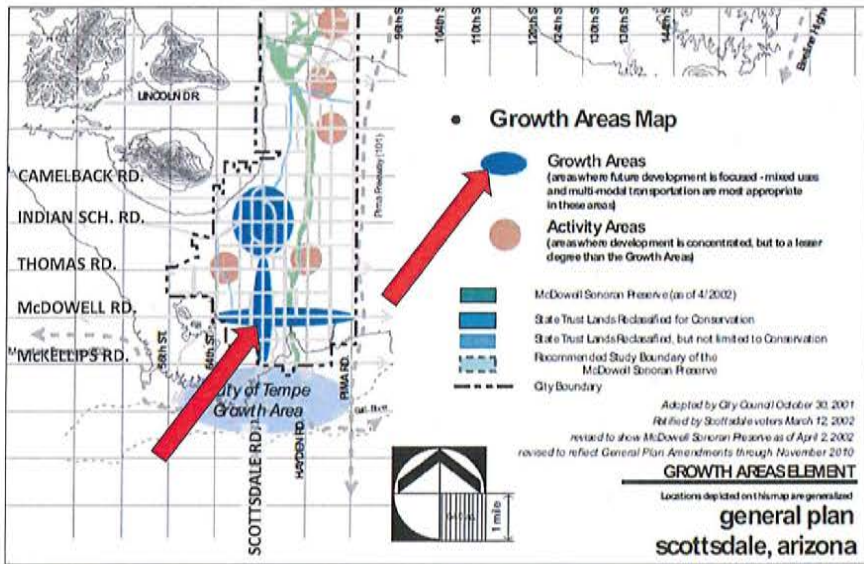
- "Incorporate a diverse range of residential and non-residential uses and densities within mixed-use neighborhoods"
- Encourage compact mixed-use, pedestrian oriented development patterns, at urban densities, that limit the demand for parking and unnecessary automobile trips..."



Growth Area Map

Growth Area Designation

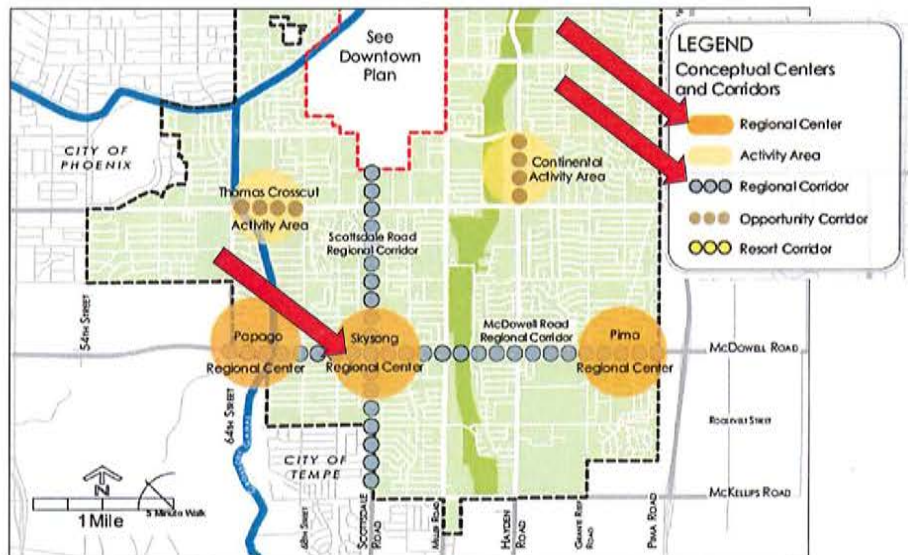
- *"In the 'growth areas' the city can concentrate on improvements that will support planned concentration of a variety of uses (mixed uses), such as residential, office, commercial, tourism, and industrial uses."*
- *"Growth areas are intended to discourage sprawl by focusing new development into targeted areas...accommodating a variety of land uses, and oriented to multi-modal (transit, pedestrian, bicycling, as well as autos, etc.) activity."*
- *"Ensure development approval is related to commitments for the construction of primary water, wastewater, and circulation systems."*



Southern Scottsdale Character Area Plan

Regional Center & Corridor Designation

- *"Regional Corridors consist of higher intensity development and exist only within the General Plan designated Growth Areas."*
- *"Contain vertical and horizontal mixed-use development; and support greater residential density to complement Regional Center land uses."*
- *"Create and encourage the utilization of flexible land use regulations as incentives for reinvestment and new development along Corridors."*



Redevelopment Context



Aerial Map

- 11-acre (net) site
- Intense zoning designation of Highway Commercial (C-3)
- General Plan designation of Mixed-use Neighborhood
- Located within a designated Growth Area
- SSCAP designation of Regional Center and located along a Regional Corridor
- McDowell Road and Scottsdale Road Frontages



Concept Plan

- Breathe new life into a long struggling commercial center
- True, mixed-use development with first-class design and high-quality architecture and materials
- 20K SF boutique grocer long sought for the area
- 25K+ SF of new retail and restaurant space
- 270 high-end residential units for the critical mass of on-site activity
- 118 room hotel to add to the mix of uses
- High-design hardscape and landscaped gathering areas







Schematic Concepts for Gathering Areas

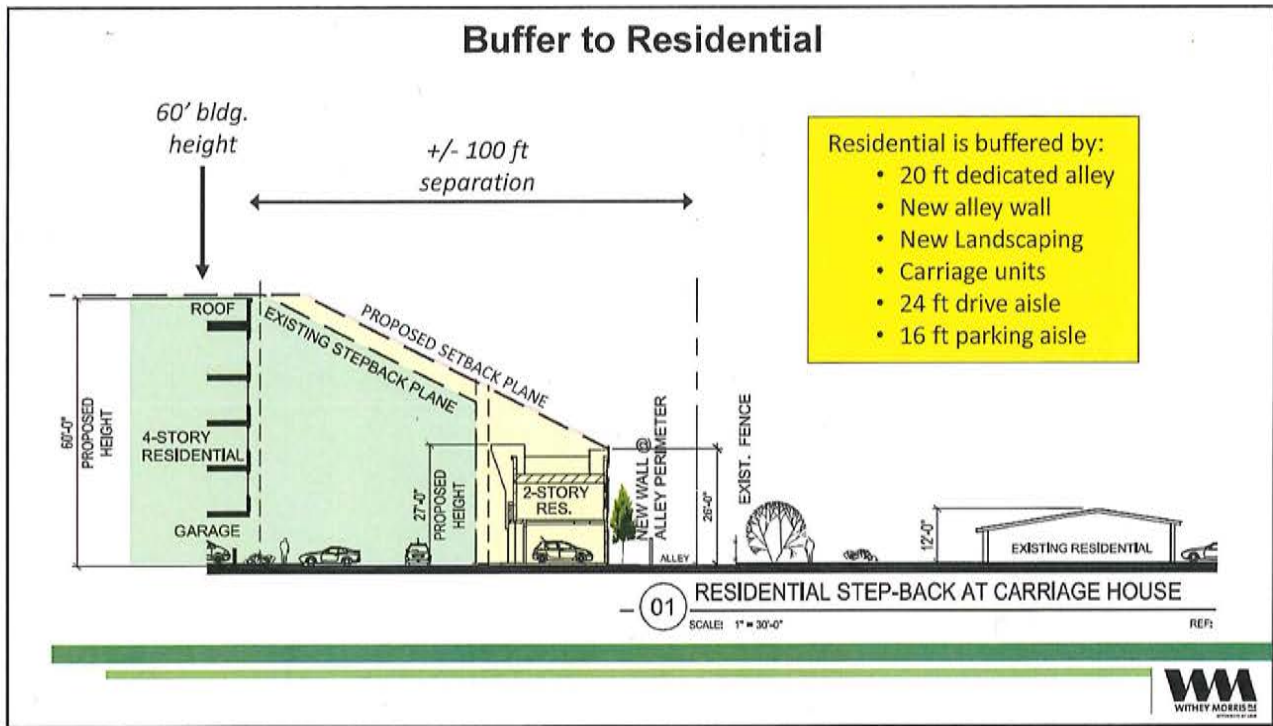
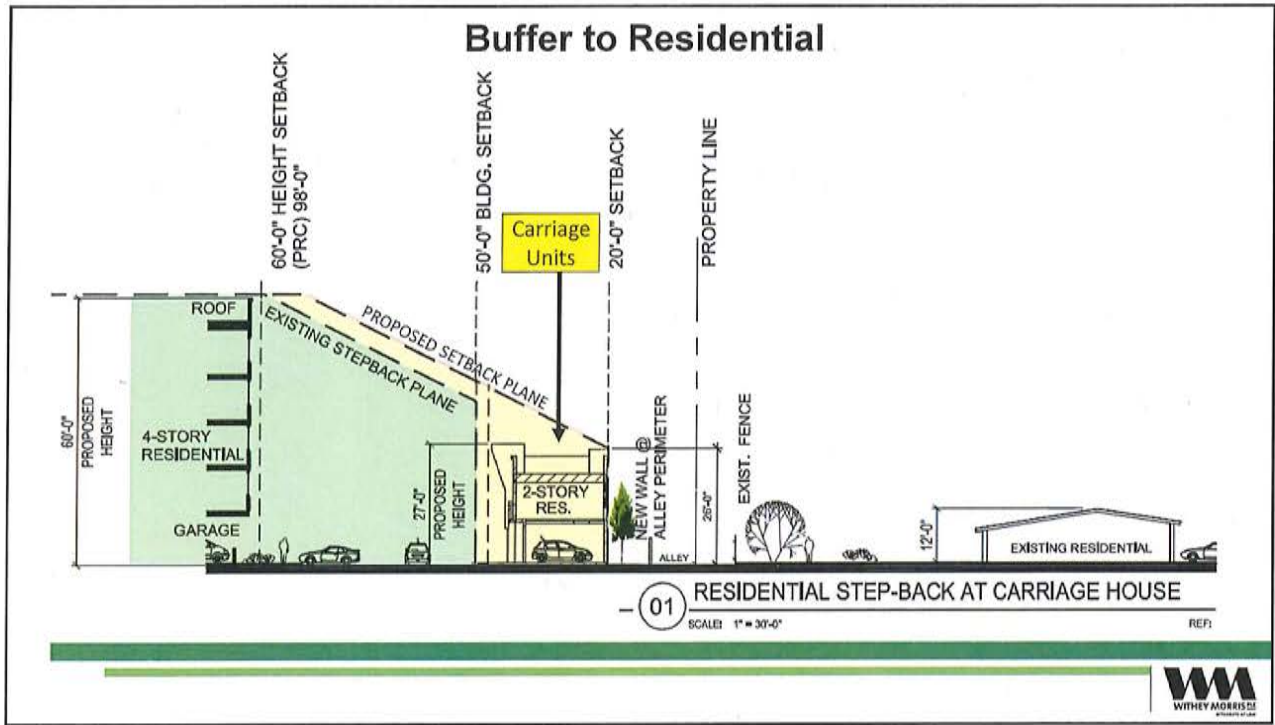


NELSEN PARTNERS | **PIVOT DEVELOPMENT**

SCOTTSDALE & MCDOWELL
SCHEMATIC DESIGN
SCOTTSDALE, AZ | 31743 | SEPTEMBER 14, 2018
© NelsenPartners, Inc. 2018

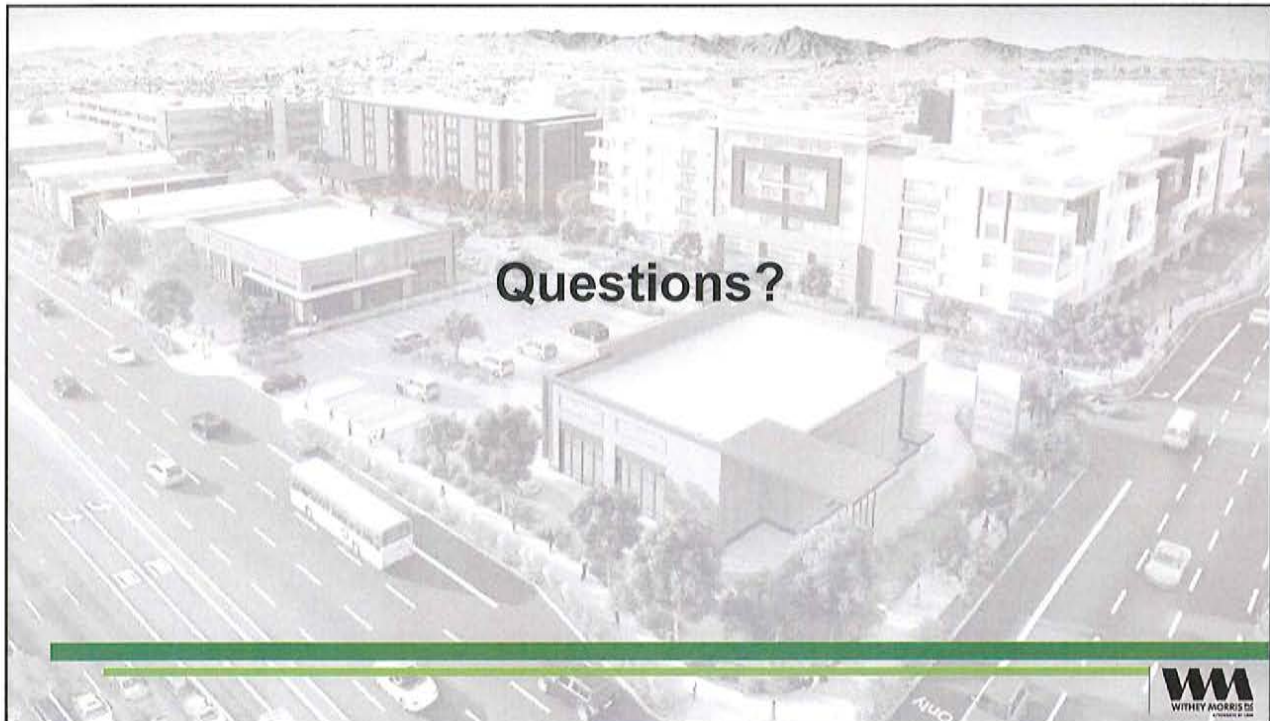
Concept
Site President: Inagry

WITHEY MORRIS
ARCHITECTS

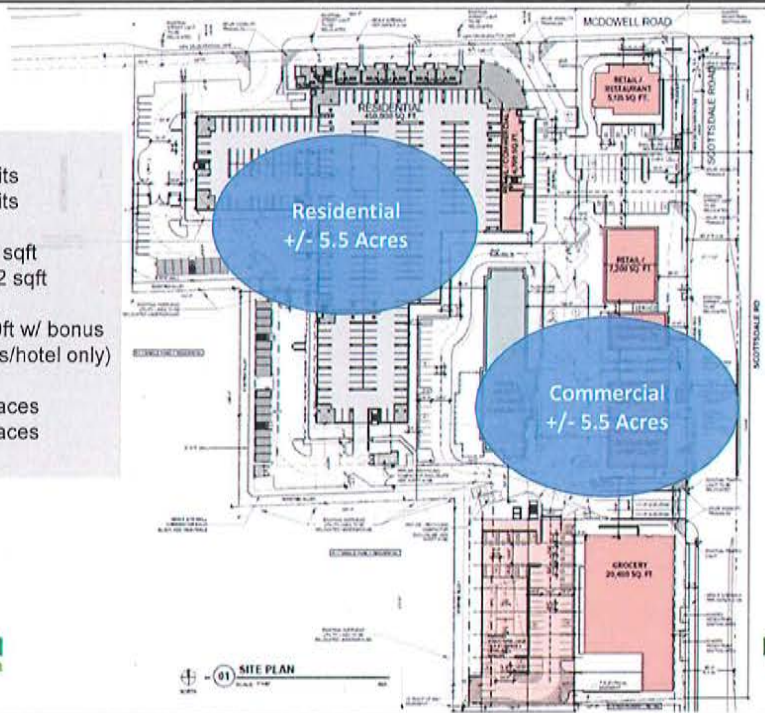


Project Highlights

- In conformance with General Plan, Growth Area and Southern Scottsdale Character Area Plan (SSCAP) designations.
- Redevelops an obsolete and underutilized key commercial corner.
- Delivers a grocer long sought after in the area.
- A true, mixed-use development in a compact and walkable environment.
- Local development entities with a history of successful projects in Scottsdale.
- Staff recommendation of support, subject to stipulations.
- Unanimous recommendation of approval for Amended Development Standards by the Development Review Board.
- Unanimous recommendation of approval by the Planning Commission.

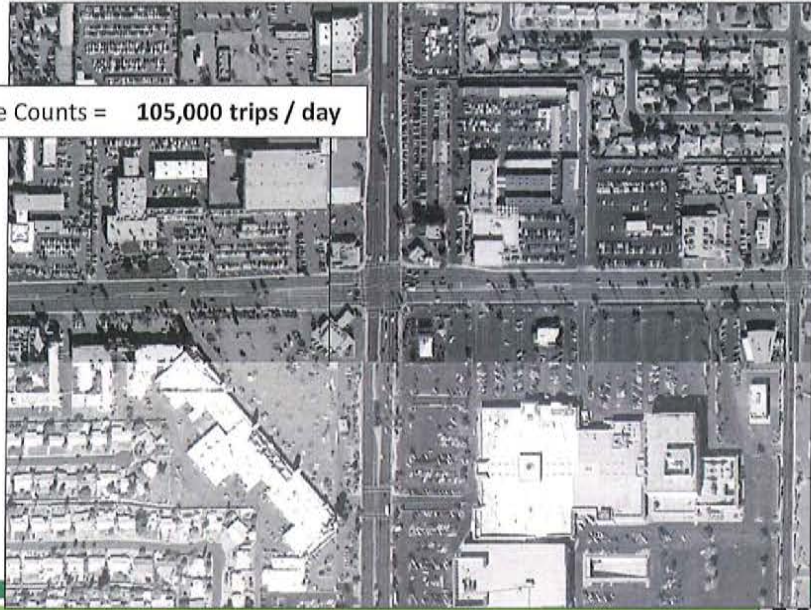


- Permitted Density: 283 units
- Provided Density: 274 units
- Required Open Space: 95,859 sqft
- Provided Open Space: 110,262 sqft
- Height Permitted: 60ft, 90ft w/ bonus
- Provided height: 60ft (res/hotel only)
- Parking Required: 692 spaces
- Parking Provided: 744 spaces



Intersection of Scottsdale & McDowell

1996 Intersection Vehicle Counts = **105,000 trips / day**



Intersection of Scottsdale & McDowell

1996 Intersection Vehicle Counts = **105,000 trips / day**

2016 Intersection Vehicle Counts = **70,000 trips / day**



Intersection of Scottsdale & McDowell

1996 Intersection Vehicle Counts = **105,000 trips / day**

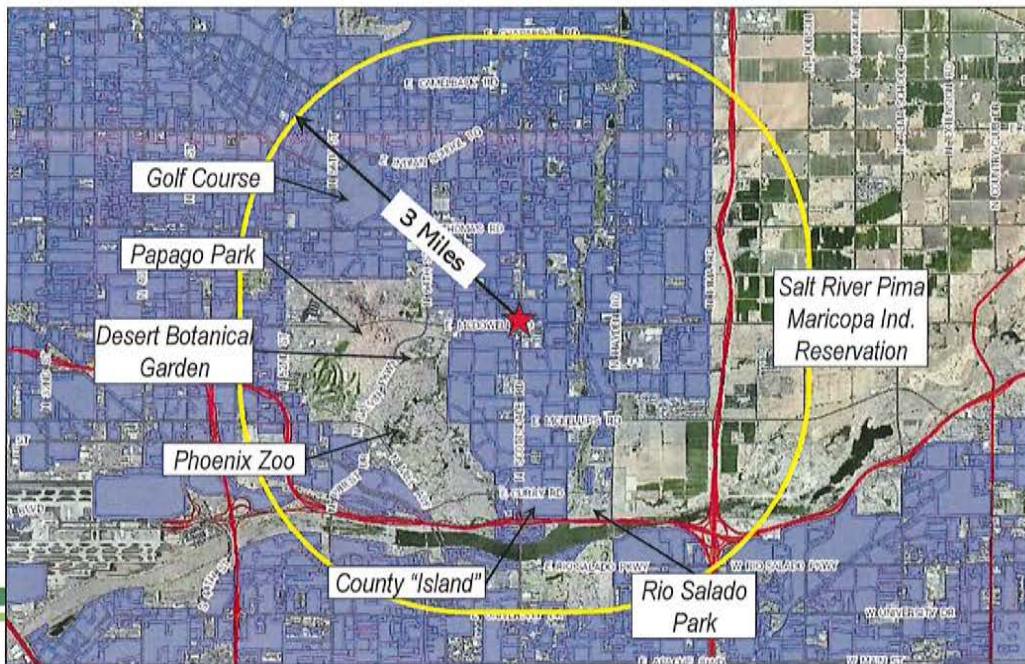
2016 Intersection Vehicle Counts = **70,000 trips / day**

Both Roads are below capacity, especially McDowell Rd:

- McDowell west of Scottsdale = 64%
- McDowell east of Scottsdale = 63%



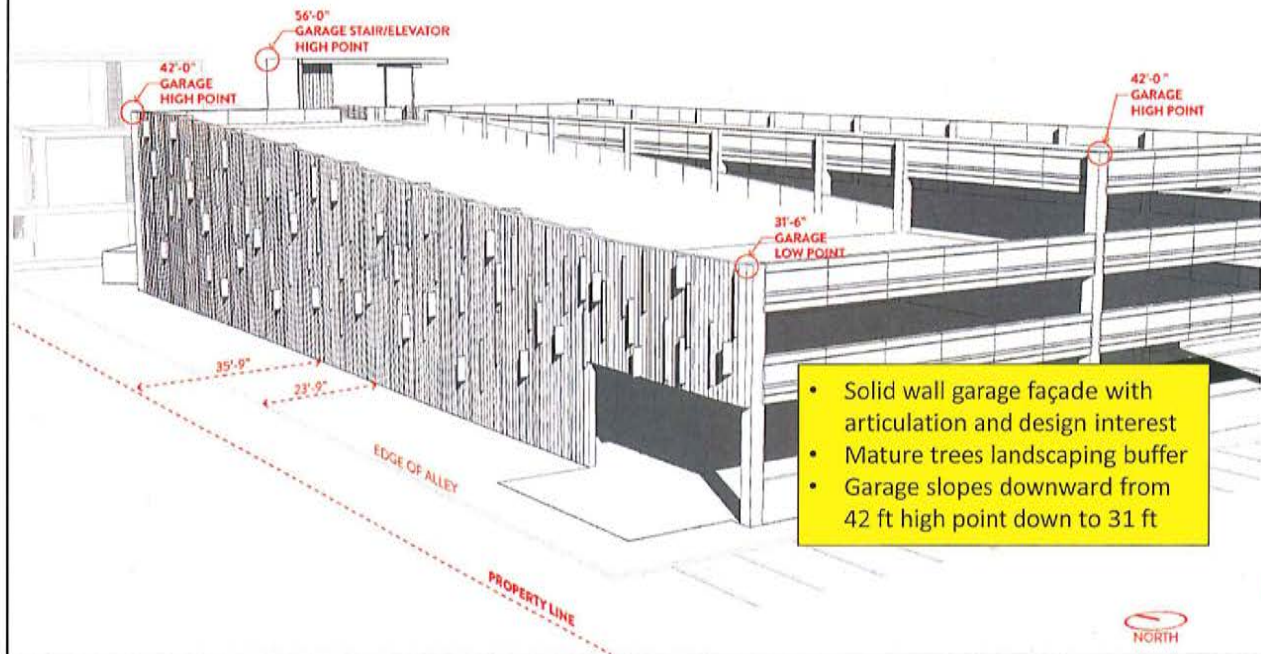
3 – Mile Trade Area



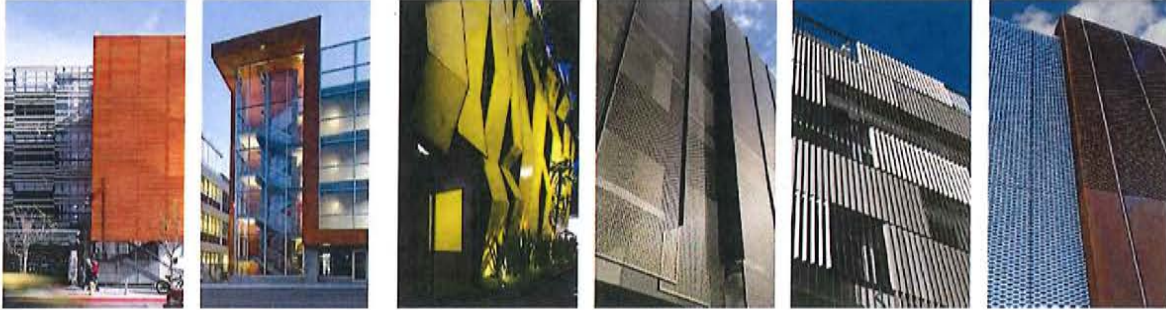
Garage Treatment – Looking Southeast



Garage Treatment – Looking Northeast



Schematic Garage Design Concepts



NELSEN PARTNERS | **PIVOT DEVELOPMENT**

SCOTTSDALE & MCDOWELL
SCHEMATIC DESIGN
SCOTTSDALE, AZ | 307443 | SEPTEMBER 14, 2019
© Nelson\Acuter, Inc. 2019

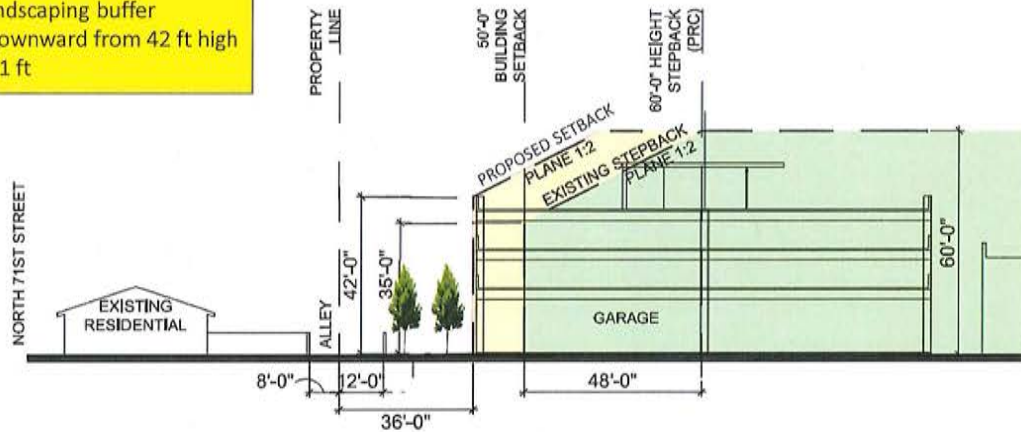
Concept
Parking Garage Precedent Imagery

42

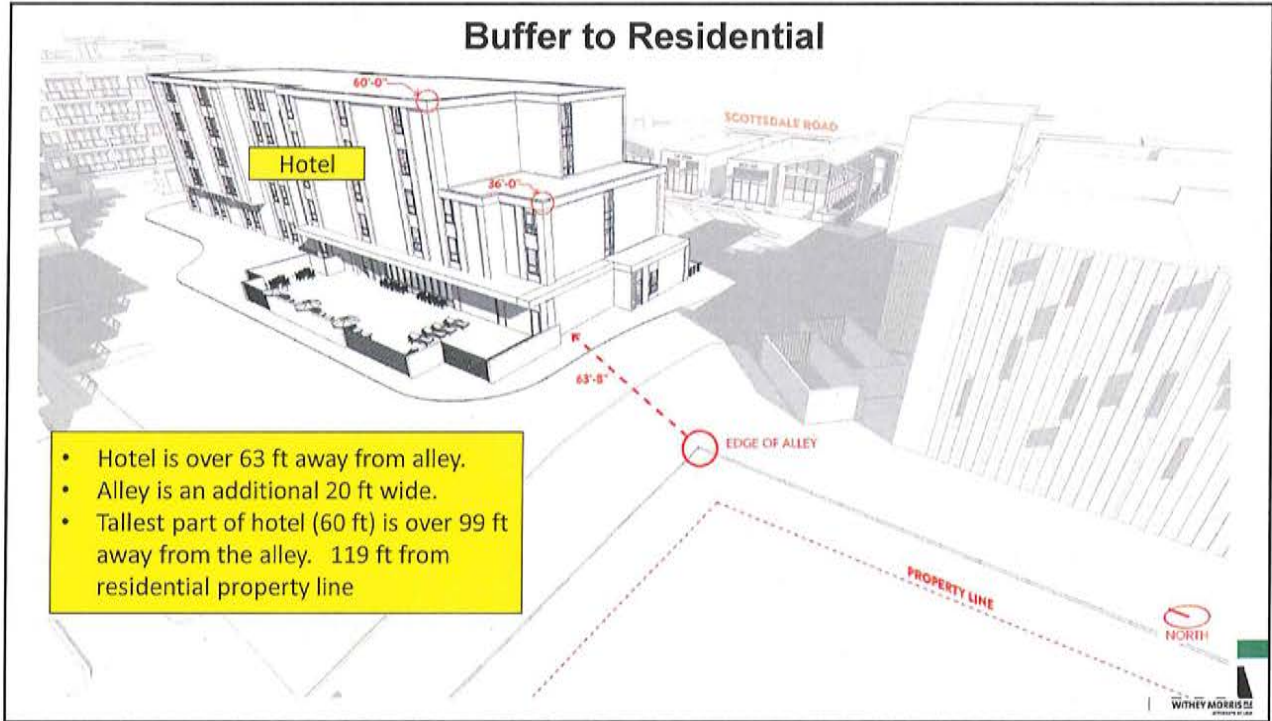


Buffer to Residential

- Maintain required stepback plane (1:2)
- Solid wall garage façade with articulation and design interest
- Mature trees landscaping buffer
- Garage slopes downward from 42 ft high point down to 31 ft



Buffer to Residential



Hard Corner Retail / Restaurant

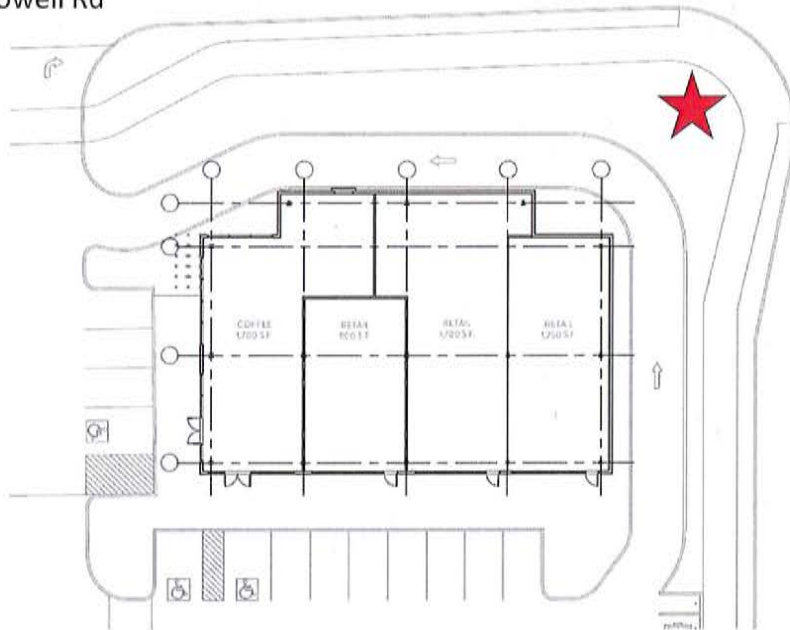


Hard Corner Retail / Restaurant



Hard Corner Retail / Restaurant

McDowell Rd



Scottsdale Rd



Acevedo, Alex

From: Acevedo, Alex
Sent: Thursday, November 29, 2018 5:33 PM
To: Acevedo, Alex
Subject: FW: Papago Plaza 6-ZN-2018

Importance: High

From: Walden, Allison <awalden@phoenixunion.org>
Sent: Thursday, November 29, 2018 11:43 AM
To: Lane, Jim <JLane@ScottsdaleAZ.Gov>; City Council <CityCouncil@scottsdaleaz.gov>
Subject: Papago Plaza 6-ZN-2018

Hello!

I won't be able to attend the City Council meeting regarding Papago Plaza (case # 6-ZN-2018) on 12/12 so I wanted to send my thoughts on the remodel, to be shared at the meeting:

I have lived on 71st Street and Moreland for 14 years and Papago Plaza is basically in our backyard. We have walked with our baby daughter through the run down plaza since she was born (she's 6), lost our dog (who was hit by a car) in the rundown buildings across the street (before SkySong) and have been increasingly saddened by the neglect of south Scottsdale for many many years by the city of Scottsdale. For years I have desperately wanted a place I could bring my kids to that wasn't covered in concrete, a place to run to and get milk when we need it, a place for families to gather, a store to go to that might entertain my kids for more than a second and a place that will reflect the pride that we have in our neighborhood. Instead, all we've gotten is condos, apartments and tri level single family homes – and our hope for revitalization is rapidly diminishing. An Oyster bar and a bagel place hardly bring any culture and pride to our neighborhood; although we are so thankful for Hot Yoga University (who brought Papago Plaza back to life if just for a bit) and McFate Brewery who had a hand in helping people see the potential of this forgotten corner in Scottsdale.

Every morning I leave my house on Belleview and Scottsdale Road and already can't make a left turn. I STRONGLY disagree with putting more apartments/living spaces and ANOTHER hotel in Papago Plaza, for the traffic constraints alone. It is UNSAFE and IRRESPONSIBLE to put so many people in places that are already difficult to navigate, and the SkySong hotel isn't even complete yet. Plus, who the heck will want to stay at either hotel with ONE "ok" grocery store down the street and really nothing else to do besides head to the zoo, in the area. The hotel already in Papago Plaza has been struggling for years. We need MORE shops/restaurants/retail space, not places to house people.

I have attending many Scottsdale Gateway Alliance meetings about this area in the past couple of years. We were promised retail once housing came, but still have none. Apartments went in on McDowell to the west of Scottsdale Road, then more on the east, then SkySong condos, then single family tri-levels and now MORE apartments and another hotel, across the street from a hotel already under construction?! We have heads, where are the THINGS FOR THESE PEOPLE TO DO?!! We had such high hopes for SkySong, and that also disappointed in so many ways. The Farmer's Market even failed, and we loved that it was available to residents but it was surrounded by concrete and office space – why would anyone want to go there?! Now, more concrete, more apartments and another hotel – it's absolutely ridiculous.

This is an iconic corner in south Scottsdale, a place in DESPERATE need of a grocery store, family friendly restaurants, family/friendly activities (a splash pad like Kierland?!), grass areas, and retail space where we can grab what we need. We DO NOT need any more apartments/condos/hotels. This is NOT what was proposed originally, not what was promised to us and I WILL NOT get excited about this project or support it in any way. 3 restaurants, a Dutch Brothers'

drive-thru (that already congests traffic) and a Trader Joes will not help us, we need MORE. We want people to come to the area and STAY in the area, not live there and drive away because there is nothing to do.

I was actually a proponent of the proposed Walmart that they wanted to build before SkySong, imagine if it were Scottsdale Marketplace (instead of Tempe Marketplace!) - we would have loved that. At least we'd have a place to walk around with our kids, something to entertain families, eat, play, stay and gather in addition to the traffic that would have come with it.

I know a lot of families in my neighborhood who have lived there for many years. I know a lot of older people who have owned their houses since they were built in 1959. The proposed project will not meet our needs or be something that we can be proud of, it will not revitalize our neighborhood. It will instead create more traffic, more bodies and more people wandering with nothing to do, or driving somewhere else (creating more traffic) because there is nothing to do there. We need MORE, the retail/restaurant space needs to be as big as it is now, with a new look, a revamped, cared about appearance; not a place for people to live and another hotel. It was zoned for business and needs to be used for business, with a fancy update.

Who will want to live by or stay at a hotel that is near an empty lot (that has also sat for years, on the corner of Belleview and Scottsdale) and a cleaners, Mastel, that is questionably poisoning our neighborhood?! No one. Give them something to DO, someplace to GO, and give our neighborhood, that has sat for YEARS in a wasteland, something to be PROUD OF. We are DESPERATE. Put money aside, put YOUR interests aside and focus on a community who has sat with NOTHING, and been forgotten about as part of Scottsdale, and give us what we want instead. If you want to bring back south Scottsdale, NOW IS THE TIME. Do what the residents want, instead of what big business/builders want. We are MAD and FRUSTRATED and have gotten by with NOTHING for years, it's time to focus on the people who actually live around Papago and do something for US instead. We have stood by long enough, now is the time for our voices to finally be heard.

Change your plans, give us retail/restaurant space and family friendly activities. We don't need apartments/condos and another hotel. People need THINGS TO DO so they STAY, so they COME to the area. We also need ways to control the traffic (a light at Belleview and Scottsdale) that will come with any new building.

Our children will thank you,

Allison Walden
602-628-1794

Bloemberg, Greg

From: Kuester, Kelli
Sent: Monday, December 03, 2018 9:15 AM
To: john billingsley
Cc: City Council; Thompson, Jim; Bloemberg, Greg
Subject: RE: Papago Plaza Development

Dear Mr. Billingsley,

Mayor Lane and the City Councilmembers have asked that I thank you for your email and for sharing your input prior to the December 12th Council meeting on the topic.

Best,

Kelli Kuester

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

From: john billingsley <jbjohna26@yahoo.com>
Sent: Saturday, December 01, 2018 11:12 AM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Papago Plaza Development

I live south of the Papago Plaza separated by an alley.

I am totally against the additional apartments proposed for the new development. The lack of concern for the South Scottsdale residents by the council has been apparent for years. Allowing the "single family" dwellings to be built along McDowell with no regard to their aesthetic appeal or population density is the most recent blaring example. Allowing sex shops in the area is an example of past slights.

All the original submitted development plans for Papago Plaza showed the development extending just up to the adjacent lot to the east of me. Now I've received a postcard with the development right in back of my home. I was at the recent commission meeting where the plan was submitted. I saw what a charade it was. The plans were vague and ambiguous. And now completely different from my perspective. They have been changed after being approved by the commissioners.

I understand the need to develop the area. But developing the area at the cost of quality of life of the residents of South Scottsdale is just a continuation of the lack of concern for the residents of the area.

John Billingsley
7032 E. Loma Land Dr.
Scottsdale, Az 85257

Bloemberg, Greg

From: Kuester, Kelli
Sent: Monday, December 03, 2018 11:27 AM
To: Michelle Vorves Cabrales
Cc: City Council; Thompson, Jim; Bloemberg, Greg
Subject: RE: Papago plaza ((case # 6-ZN-2018))

Dear Mrs. Cabrales,

Mayor Lane and the City Councilmembers have asked that I thank you for your email and for sharing your input prior to the December 12th Council meeting on the topic.

Best,

Kelli Kuester

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

From: Michelle Vorves Cabrales <vorvesm@gmail.com>
Sent: Saturday, December 01, 2018 12:22 PM
To: Projectinput <Projectinput@Scottsdaleaz.gov>; City Council <CityCouncil@scottsdaleaz.gov>
Subject: Papago plaza ((case # 6-ZN-2018))

Good Afternoon,

I have lived in South Scottsdale with my husband for just over 2 years now and have seen nothing but more and more housing added all around us. We discovered a restaurant and bar we liked in Papago Plaza, only to find out a couple months later that it had to close because of the redevelopment of the plaza (case # 6-ZN-2018). Our only hope was that there would be more bars, restaurants, and maybe a small grocery store going in because they would be a close by destination and maybe even walk-able from our house. Now we find out they want to add more housing. There have been hundreds of houses/condos added in the short time we've lived here, but there's nothing close enough nearby to sustain these new owners. Yes, Old Town isn't a far drive, but I would much rather have something I could walk or bike to as traffic just gets more and more congested. More often than not I end up heading to Arcadia or Tempe Marketplace where there are more options, and spending my money there. As a young professional working and living in Scottsdale I can tell you that we are lacking a place to walk to for dinner and drinks on a nice night and a place to run to when I'm out of an ingredient I need for dinner that night. What we don't need is more housing.

Thank you,
Michelle Vorves Cabrales

Smith, Erica

From: jwood2000 <jwood2000@yahoo.com>
Sent: Friday, November 30, 2018 11:33 AM
To: Grant, Randy
Cc: Wendy Anderton
Subject: Papago Plaza Rezoning 6-AZ-2018

Hello randy,

I cannot attend the town hall meeting on the 12th in person, so I am writing in support of the Papago Revitalization Project. Please consider the following points when voting on the project:

- This project revitalizes an underused and outdated key corner on a signature thoroughfare.
- This project compliments and supports SkySong and its eventual build out by providing residential, restaurant, grocery, and retail support to those working and living in the area.
- The proposed hotel offers vital opportunity for new and updated accommodations in the area, and will additionally support the restaurant, grocery, and retail components.
- The grocery component is highly desired by the neighborhood, which has identified a boutique-style grocer as a key desire for the property.

Papago Plaza was a landmark development when it was originally designed. However, it has served its purpose and is consistently identified as the most desired redevelopment area in my community by myself and my neighbors. We're ready for new, modern amenities in South Scottsdale and the Papago plaza can be a crown jewel of development designed to provide those amenities. Please vote in favor of the project.

Thank you for your consideration!

Best wishes,

Jeremy Wood - 30 year South Scottsdale Resident

Smith, Erica

From: Steve Koch <stevekoch@hotmail.com>
Sent: Wednesday, December 05, 2018 4:17 PM
To: Grant, Randy
Subject: Papago Plaza

Dear City Council and City Staff,

My name is Steve Koch. I live at 8123 East Mulberry Street in Scottsdale.

I am writing this letter in **support** of the redevelopment of Papago Plaza (6-ZN-2018) being proposed to City Council on Wednesday, December 12. it is time to clean up South of Thomas and make all of Scottsdale a great place to live, eat and shop.

Regards,

Steve Koch

Sent from Outlook

Smith, Erica

From: Robbie Reyes <rreyes@smarthealth.com>
Sent: Thursday, December 06, 2018 9:47 AM
To: Grant, Randy
Subject: Papago Plaza

Hello Randy,

My name is Robbie Reyes, I live at 8550 E McDowell, Scottsdale, 85257. I wanted to put my support for the rebuilding of Papago Plaza. This area has always been a favorite area and these plans will only make South Scottsdale better. Thank you.

Warmest Regards,

Robbie Reyes
IT Project Manager Business Analyst
SmartPractice
602-225-0595 x7257

NOTE: This email may contain confidential and privileged material for the sole use of the intended recipient(s). Any review, use, distribution or disclosure by others is strictly prohibited. If you are not the intended recipient (or authorized to receive for the recipient), please contact the sender by reply email and delete all copies of this message and attachments.

Smith, Erica

From: Drew Winterstein <AWinterstein@ufpi.com>
Sent: Thursday, December 06, 2018 9:59 AM
To: Grant, Randy; Bloemberg, Greg
Subject: Papago Plaza

Good morning,

My name is Andrew Winterstein and I'm a resident in the city of Scottsdale, AZ. For a very long time I have found myself, like many others. Waiting for Papago Plaza to being updated and bring in new retail shopping as well as restaraunts. With where our country is with growth, we need to keep giving back to this city and state. The more we build, the better off our citizens are.

Please don't hesitate to bring more jobs and growth to our city. Thank you for your time.

Regards,
Drew Winterstein

Smith, Erica

From: Carol <cfi2468@aol.com>
Sent: Thursday, December 06, 2018 10:34 AM
To: Grant, Randy
Cc: Jeff Brand
Subject: Papago Plaza redevelopment

Hello Randy,

I fully support the redevelopment plan for Papago Plaza by Nelson Partners for the following reasons:

1. This corner has been an eyesore for too many years. It's time to do something great. The proposed mixed use concept is perfect for this corner.
2. Nelson Partners is a reputable, innovative company who has spearheaded many successful, unique projects throughout the world. One that I particularly like and frequent often is Scottsdale Quarter. It's perfect in every way. We are lucky to have an architectural firm with such high standards and integrity lead this charge.

There is always some controversy surrounding change, which is a good thing. But, I hope you will fully support this project, as I do. It will keep Scottsdale the beautiful, inviting city that it already is for our residents and visitors.

Thank you for your consideration, from a person who has lived off and on in Scottsdale since 1983!

Carol Fehring Irvin
8128 E Mitchell Drive
Scottsdale, Az 85251
480-363-1537
Sent from my iPad

Smith, Erica

From: Debra Salins <debra.salins@yahoo.com>
Sent: Thursday, December 06, 2018 11:09 AM
To: Grant, Randy; Bloemberg, Greg
Subject: Papago Plaza redevelopment project

Hello Randy and Greg,

My name is Debra Salins, I live at 8779 E. Pinchot Ave, Scottsdale, AZ 85251 (near Thomas & Pima). I have lived in south Scottsdale since 1995, and have watched as Papago Plaza deteriorated. There were some great businesses in there. I support the proposed Papago Plaza redevelopment project, and would like to see alternatives to Fashion Square and Old Town shops, which tend to be congested and crowded. I always liked that Papago Plaza had decent parking and was easily accessible from either McDowell or Scottsdale Road. I would love to see the center redeveloped and thriving.

Regards,

Debra Salins

Phone: 480-994-5597

Smith, Erica

From: Amanda Thomas <abtinphx@aol.com>
Sent: Thursday, December 06, 2018 11:11 AM
To: Grant, Randy
Subject: (Papago Plaza Rezoning 6-AZ-2018)

Dear Mr. Grant

I have been a resident of Scottsdale for 26 years, South Scottsdale for 19 of those years. I have watched as Condo after Condo is built in the McDowell Road corridor and in South Scottsdale. Traffic is a nightmare now, what was a 7 minute ride to Fashion Square now takes 30 minutes, and that doesn't account for dodging all the lime bikes and lime scooters to get there!

Here we go again! Getting ready to approve more condos!! Where are the road improvements? How will all this extra traffic be handled? A hotel? Why we have 192 of them that can't keep occupancy 6 months out of the year when it's 110 degrees!

I was happy to vote David Smith out....Korte and Millhaven are next! I strongly oppose this project!!!

Mayor Lane and Council Women Korte and Millhaven sold Scottsdale a bill of goods about development. The millennials want condos and work to live spaces - they will come. Really....when? More than half of the condo's in old town are currently unoccupied. Why? Millennials have families and want homes and those that do want condos are not paying 450K for a piece of crap with thin walls. Half of those Condo's are now owned by INVESTORS and for LET on AIRBNB. So much for the work to live life. When will Scottsdale address the issue with all the AIRBNB and reign them in? Probably about the same time they will address the horrendous ordinance they just adopted for motorized scooters...with no thought to tax payer liability! Speaking of which, how much will these Condo's cost me in property tax? I'm guessing we TAXPAYERS will be fixing the roads not the developer???? Just like on PIMA Road, thanks to Mayor Lane and ill conceived car mall that no one is using!

Please stop the madness! The Trader Joes can stay -- everything else is a hard NO from my community. If you ever bothered to knock on a door here in SOUTH SCOTTSDALE the CITY would quickly find that out!

Thanks!!!

Amanda B. Thomas
961 N 87th Street
Scottsdale, AZ 85257
480-621-8146

Sent from Mail for Windows 10

Smith, Erica

From: Jane <janeburnnett@yahoo.com>
Sent: Thursday, December 06, 2018 12:46 PM
To: Grant, Randy
Subject: Papago Plaza Rezoning 6-AZ-2018

Hello, Randy. Thank you for the opportunity to provide my views.

Personally, I am sad to see the architecture of Papago Plaza going away. It is unique, interesting, and adds flavor to boring McDowell and Scottsdale Roads.

However, since it seems like it is a done deal, let me provide you with more views.

I do not want more high-density residences. Our streets are already clogged with too much traffic, and the walkability of the area is not good. There is little shade in the summer and crossing Scottsdale or McDowell on foot is a leap of faith. In the summer, the heat from the asphalt is unbearable. In the winter, it is a boring part of town with no place to stop and rest along the way.

As for the grocery store, I know that is problematic because of so many grocery stores in the area, but I would never go to a boutique grocery store. Sounds expensive or like Circle K. Neighbors have asked for Trader Joe's. I might go there.

A hotel? For what? A cheaper stay than Old Town Scottsdale? How would visitors get around? Our public transportation along McDowell is nearly nonexistent. And, as mentioned before, traffic is already congested.

Consider what current residents want, not some dreamt idea of what visitors or new residents want.

I know the corner is prime real estate. Whatever you do, ensure the developers hire Christy Ten Eyck to do the landscaping so we, the current residents, will have something peaceful, pleasant and pretty to see.

Thank you.

Jane S Burnnett
Scottsdale Leadership Class XIII
Village Grove Historic Neighborhood resident

Smith, Erica

From: Jamie Tennant <jmtings@gmail.com>
Sent: Thursday, December 06, 2018 1:39 PM
To: Grant, Randy
Subject: Papago Plaza Redevelopment

Dear City Council and City Staff,

My name is Jamie Tennant. Although I live in Desert Rose off of 90th and Raintree in Scottsdale, our first house was in Hy-View off of 64th and Thomas. South Scottsdale is near and dear to my heart.

I am writing this letter in **support** of the redevelopment of Papago Plaza (6-ZN-2018) being proposed to City Council on Wednesday, December 12. It will be hugely beneficial to the area.

Best,

Jamie

Smith, Erica

From: siena10@cox.net
Sent: Thursday, December 06, 2018 1:48 PM
To: Grant, Randy
Subject: Redevelopment of Papago Plaza

Mr. Grant,

We are not able to attend the City Council Meeting where it will vote on Papago Plaza Rezoning 6-AZ-2018. We support the proposed redevelopment plan because we believe that it revitalizes an underused and outdated key corner on a signature thoroughfare.

Thank you for your work.

Carmen and Roberto Duron

Smith, Erica

From: Alison Decker <aldeck33@yahoo.com>
Sent: Thursday, December 06, 2018 2:33 PM
To: Grant, Randy
Subject: Scottsdale planning

Hello,

I am a resident in South Scottsdale in support of the revamp of the Papago Plaza Center. We live very close to this center, and would love to see something there besides the abandoned office space that it is. Restaurants, shopping, businesses, etc. would be great to see in the location.

Sincerely,

Mike & Alison Sotak
7425 E. Polk Street
Scottsdale, AZ 85257

Smith, Erica

From: Mitch Werner <mwparkranger@yahoo.com>
Sent: Thursday, December 06, 2018 3:53 PM
To: Grant, Randy
Cc: John Jakupcak
Subject: Against Papago Plaza Rezoning 6-AZ-2018

Mr. Grant,

I am writing to you to urge you to oppose the project being considered by the city council to raze Papago Plaza (Papago Plaza Rezoning 6-AZ-2018).

I find the existing development charming, and I think at this point in our city's history, it would be an important signal to the community if you voiced your support for repurposing rather than demolition.

Not everything needs to be new. When you have an existing structure that exhibits character and offers a nod to the region's history, as Papago Plaza does, I believe that is important to find a new use for it. By all means, please encourage redevelopment of the site, with mixed-use/residential, hotel, and a grocer. But insist that the owner find a way to realize that dream while also using the existing structure. Other projects in other cities have shown that this can easily be done.

Papago Plaza has a unique design and footprint that will look only more exotic and special as time progresses. I like the idea that at some point in the future there will be a wide variety of architectural styles for citizens to enjoy within the city of Scottsdale, not just the latest fad.

Sincerely,
Mitch Werner

Smith, Erica

From: Nichole Garcia <nlgarc@yahoo.com>
Sent: Thursday, December 06, 2018 8:37 PM
To: Grant, Randy
Subject: Papago Plaza redevelopment

Hello,

My name is Nichole Garcia. I reside at 8838 E Dahlia Drive in Scottsdale.

I'm writing to share my support for redevelopment of Papago Plaza. I feel the plans to revamp the largely plaza with residential, hotel, retail and restaurants would be a benefit to the area.

Thank you,
Nichole Garcia

Smith, Erica

From: Courtney Jeter <cjeter2017@gmail.com>
Sent: Thursday, December 06, 2018 10:31 PM
To: Grant, Randy
Subject: Papago Plaza Redevelopment

Me. Randy Grant,

I would like to send you a quick email of support for the redevelopment of the Papago Plaza on the corner of Scottsdale and McDowell. I live down the street on McDowell Road at San Travesia Apartments and have gone to the plaza only for Miko's Greek restaurant (delicious) but would love to see modernization and more variety. I understand construction can take a long time, sometimes years, but I believe it is worth it!

Thank you,

Courtney Jeter
7501 E McDowell Road Apt. 3198
Scottsdale, AZ 85257

Smith, Erica

From: Kayrene Willis <kayrene@hotmail.com>
Sent: Friday, December 07, 2018 6:52 AM
To: Grant, Randy
Subject: Papago Plaza - Supporting Re-development Project

Good morning Mr. Grant.

I want to express my support of the current on-going project at Papago Plaza. It sounds like a win-win for residents and the City of Scottsdale.

Kayrene Willis
3030 N. Hayden Rd. #20
Scottsdale, AZ 85251

Smith, Erica

From: amanda murray <amandasmurray@yahoo.com>
Sent: Friday, December 07, 2018 7:14 AM
To: Grant, Randy
Subject: Papago Plaza Redevelopment

Dear City Council and City Staff,

My name is Mandy Murray. I live at 6719 E Belleview Street in Scottsdale and have owned my home for 5 years.

I am writing this letter in **support** of the redevelopment of Papago Plaza (6-ZN-2018) being proposed to City Council on Wednesday, December 12.

Our neighborhood desperately needs a grocery retailer, restaurants and other commercial business to support the current residents and the residential growth in the area - Aire and Skye Condos, Las Aguas Apartments, etc. This area has already seen a lot of development and Papago Plaza is an eye sore and barrier to future growth in South Scottsdale.

Regards,

Mandy Murray
Registered Voter - Maricopa County

Smith, Erica

From: Kristi Rohlf <kristi.rohlf@gmail.com>
Sent: Friday, December 07, 2018 7:42 AM
To: Grant, Randy; Bloemberg, Greg
Subject: Papago Plaza Redevelopment

Hello Randy and Greg,

I am a resident of South Scottsdale and have been looking forward to the redevelopment of Papago Plaza. As you are aware, much of the current plaza is vacant. I fully support the redevelopment as I believe it will increase the value of our neighborhood. It would be great to have more restaurants and shopping within walking distance of my home.

Thank you,

Kristi Rohlf
6413 E Vernon Ave
Scottsdale AZ 85257

Smith, Erica

From: Katherine Shorey <kpshorey@hotmail.com>
Sent: Friday, December 07, 2018 8:32 AM
To: Bloemberg, Greg
Cc: Grant, Randy
Subject: Re: Papago Plaza Redevelopment

Dear Mr. Bloomberg and Mr. Grant,
I have become aware of plans to redevelop and dramatically improve the shopping center that sits on the southwest corner of Scottsdale Rd & McDowell Rd. I am writing to express my strong support for moving forward with an updated mixed use project. This corner has long been in need of modernization and would benefit from both residential and retail occupancies. I look forward to supporting the businesses that lease space at this updated location.

Thank you,
Katherine Shorey
7849 E Buena Terra Way
Scottsdale, AZ 85250

Smith, Erica

From: Jeff Brand <jbrand@nelsenpartners.com>
Sent: Friday, December 07, 2018 8:52 AM
To: Grant, Randy
Subject: email up? Papago Plaza

Randy,

Just checking to see if your email is up and running today.

I spoke with a significant number of friends that live in south Scottsdale that want to see the Papago Plaza project go through and they all sent you emails yesterday.

They were reporting that the emails bounced back with a "delayed delivery" message.

Have you received emails that were sent yesterday???

Thanks and hope all else is well.

Jeff Brand AIA
Director

NELSEN PARTNERS

ARCHITECTS & PLANNERS
15210 N. Scottsdale Road
Suite 300
Scottsdale, Arizona 85254
t 480.949.6800
d 480.621.4820
nelsenpartners.com

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Smith, Erica

From: Eli Rohlf <egrohlf@gmail.com>
Sent: Friday, December 07, 2018 9:08 AM
To: Grant, Randy; Bloemberg, Greg
Subject: Papago Plaza redevelopment

Hello Randy and Greg,

My name is Eli Rohlf and I am a resident of South Scottsdale at 6413 E Vernon Ave and also own a rental property in the area.

I just found out there is going to be a hearing on the Papago redevelopment project this coming week. I'm going to be unable to attend but wanted to email my support for this project. The South Scottsdale area has a great need for better shopping and restaurants.

Smith, Erica

From: joyce@colemindahm.com
Sent: Friday, December 07, 2018 11:15 AM
To: Grant, Randy
Subject: Papago Plaza Rezoning 6-AZ

To: The Honorable Mayor Lane and Scottsdale City Council members

As I will be unable to attend the City Council meeting next week to voice support for the Papago Plaza Rezoning 6-A meeting, I'm submitting this email to do so.

Having been a resident of south Scottsdale since I moved here more than 30 years ago many things have changed – some for the better, others not so much, but the Scottsdale Papago Plaza area should be a vital and attractive southern border for our incredible city. The post office box I secured when I moved here and maintain is located at McDowell and Scottsdale Rd. I go there more than once a week. The automobile dealership I use is located just south of Papago Plaza. I want to use the businesses located in the area and would love a grocery store to be located there. All of the suggestions for the eventual building of restaurants, residentials and grocery stores would be highly desirable.

Please accept this document as firm support for the South Scottsdale Alliance.

Thank you,

Joyce E. Downey

Smith, Erica

From: coppotelli@aol.com
Sent: Friday, December 07, 2018 11:17 AM
To: Grant, Randy; Bloemberg, Greg
Subject: Papago Plaza Redevelopment

Dear City Council and City Staff,

My name is Anne Coppotelli. I live at 8525 E. Roma Avenue in Scottsdale and have owned my home for 15 years.

I am writing this letter in **support** of the redevelopment of Papago Plaza (6-ZN-2018) being proposed to City Council on Wednesday, December 12.

Our neighborhood desperately needs a grocery retailer, restaurants and other commercial business to support the current residents and the residential growth in the area - Aire and Skye Condos, Las Aguas Apartments, etc. This area has already seen a lot of development and Papago Plaza is an eye sore and barrier to future growth in South Scottsdale.

Regards,

Anne Coppotelli
Registered Voter - Maricopa County

Smith, Erica

From: Brian Krob <bk@madewithaline.com>
Sent: Friday, December 07, 2018 2:46 PM
To: Grant, Randy
Subject: papago plaza support

Randy,

I just wanted to send an email in support of the new development at Papago Plaza. I live in Hy-View, walking distance away, and I think the project direction is worth approving. I know the complexities to get a high profile project to be built are an enormous juggling act of costs, program, and aesthetics. By reinforcing the sizeable commercial component, the project is viable to many different kinds of residents: those that have been here for decades (like me) and people looking to relocate here. I'll be sure to shop at Aldi and visit the restaurants!

There is certainly multi-family fatigue in the build-outs happening in and around the area, but this project proposes to incorporate multi family within a larger development context of commercial and hotel, thus providing balance. The pieces are in place to make this a successful development, and I urge the City Council to support it as it moves forward.

Thank you,
Brian Krob



Brian Krob, Architect, NCARB

Principal
480.273.2583

Aline Architecture Concepts
7340 E. Main St. #210, Scottsdale, AZ 85251
madewithaline.com

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Smith, Erica

From: Robert Huffer <robert@camelbackcrossfit.com>
Sent: Friday, December 07, 2018 3:29 PM
To: Grant, Randy; Bloemberg, Greg
Subject: Papago Plaza Redevelopment

Dear City Council and City Staff,
My name is Robert Huffer. I live at 7304 East McKellips Road. I have been a Scottsdale Resident my entire life and would love to see the growth of South Scottsdale and the future it holds.

I am writing this letter in **support** of the redevelopment of Papago Plaza (6-ZN-2018) being proposed to City Council on Wednesday, December 12.

Regards,

Robert Huffer

Scottsdale Business Owner / Registered Voter - Maricopa County

Smith, Erica

From: .m.hartman <sigfig73@yahoo.com>
Sent: Friday, December 07, 2018 6:10 PM
To: Grant, Randy; Bloemberg, Greg
Subject: Papago plaza redevelopment

Hello, I am writing to express my concerns about the redevelopment of Papago Plaza. As a resident of the area, I feel that there are too many apartment complexes and high-end residential developments already. Adding additional high-end residential and a hotel to that particular area is not what is needed for that location. What we need is more retail, restaurants, groceries and areas focused for the benefit of the existing community and kids. The area is already incredibly congested and this development is just going to continue that trend. Thank you for your consideration in this matter.

Regards,

Michael

Smith, Erica

From: Robert Backus <robert.backus@asu.edu>
Sent: Saturday, December 08, 2018 7:38 AM
To: Grant, Randy
Subject: Papago Plaza Rezoning 6-AZ-2018

Randy,

I am emailing you in support of the Papago Redevelopment Project. I like the plan for restaurants and a grocery store (Trader Joes would be nice) in this area.

Smith, Erica

From: Andrea Alley <ae.alley@gmail.com>
Sent: Saturday, December 08, 2018 10:49 AM
To: Grant, Randy
Subject: Papago Plaza Redevelopment

Dear Mr. Grant,

I am writing to request that the plan for redevelopment of Papago Plaza be amended. Let me be clear that I do not oppose redevelopment of that corner, but I do ask that you work with the developer to compromise on behalf of your constituents.

This is a vibrant and transitioning community filling with young families who have chosen to raise their kids here, do life here, and spend our money here. There is much potential for this area to be the envy of the Valley for our demographic, and in fact, according to the Phoenix Business Journal just this week, 85257 is the most prized neighborhood for homeowners in the entire Valley based on home sales data and trends. That is a huge indicator that it's time to pump the brakes on the addition of more apartments without giving our residents what they want and need.

That corner is just too important for us to settle for more of the same. This plan does not encompass all of the things that the Southern Scottsdale Character Plan calls for at the Skysong Regional Center. Yes, the plan calls for more density, and boy are we getting it. So I ask: Where is the rest of it? Things like entertainment, recreation, services, community meeting spaces, retail and useful open space are all meant to be a part of this regional center too. I personally feel like 7200 sf of retail is a consolation prize when it's overrun with 450,000 sf of apartments.

There are already condos proposed at the canal and McDowell and more apartments proposed at Palm and Scottsdale, not to mention whatever is planned for the Entrada project. Planning more for this corner that was originally meant to be a retail hub is not necessary to make the project successful when it is surrounded by a community literally begging for retail, activity, and things to do.

I do not want apartments to be a part of this plan. However, if apartments must be a part of this plan in order for the developer to move forward, then I ask that all ground square footage be amended to become retail and resident-friendly commercial for the benefit of the community, and that the developer do a formal survey of the area in a much wider radius than the minimum required for input on the project and ask residents what they want there.

Thank you for your consideration, and we will consider voting for you in 2020 if you start to change your ways with developing our neighborhood.

Sincerely,

Andrea Alley
6828 E Almeria Rd
480-229-3581 voice or text

P.S. I am part of the "small group of activists" the South Scottsdale Alliance seems to think are in the minority of South Scottsdale. The friends and neighbors who live here would say otherwise, and it is offensive that they would paint us in that light when all we want is a better neighborhood. I think they should rename themselves to what they are: Scottsdale Developer Alliance. Trying to scare residents into supporting a mediocre project instead of standing up for what they want is not what you, the council, should support, nor associate yourselves with. Simple math would tell you that, according to their own numbers, only 5% of the people they claim to represent gave the green light on this project as-is. 100 out of 2000 is not representative of our community. South Scottsdale Alliance does NOT speak for me.

Smith, Erica

From: Maggie Zehring <maggikeyzehring@gmail.com>
Sent: Sunday, December 09, 2018 1:52 PM
To: Grant, Randy
Subject: Letter of Support | Papago Plaza Rezoning 6-AZ-2018

Randy,

I hope this note finds you well and rested after a weekend of cooler weather.

I am a resident of South Scottsdale, millennial mother to 3+ small children, and an active supporter of revitalization and community building in my neighborhood. I strongly support the rezoning of Papago Plaza on Scottsdale Road and McDowell and hope to reiterate my support for a revitalization project at the upcoming City Council meeting on Wednesday, December 12.

The proposed retail spaces, boutique hotel, and grocery are incredibly appealing as a resident. The blossoming of the McDowell corridor and other pockets of South Scottsdale would further benefit from one of our largest plots of land mimicking the same improvement seen elsewhere.

I hope the Council will consider this rezoning opportunity as a positive opportunity for continued revitalization and beautification for South Scottsdale.

At the end of the day, I can only speak for my family, but I am 100% positive we will be adding that grocer and the additional restaurants to our new favorite, walkable dining options.

Thank you for your inclusion of my opinions in your notes and consideration of this important issue.

Sincerely,

--

Maggie Zehring
Consultant, Blogger
LinkedIn
(623) 340-5091

Smith, Erica

From: J Russell <goodnessgrace@msn.com>
Sent: Monday, December 10, 2018 12:57 PM
To: Grant, Randy
Subject: Papago Plaza Redevelopment Concern - Vermin

Hello, Randy. My husband and I are long time south Scottsdale residents at 6920 East Diamond Street (70th Street & Continental). We are unable to attend the Council meeting Wednesday but wanted to express a concern.

While we have been aware of the roof rat infesting neighborhoods, we have not (nor have our immediate neighbors) ever been affected until the development at 70th and Continental began demolition of the existing Trailer/RV park structures. Now we have rats in the attic and the house!!! We have enlisted the aid of professional exterminators. This is a very distressing situation.

Our concern is that the neighborhood near Papago Plaza, and perhaps even down as far as our street, will be adversely affected by vermin dislodged during the demolition during the Papago Plaza Rezoning 6-AZ-2018 project. Our neighborhood could be overwhelmed with roaches and rats fleeing to find new shelter. This is a serious health concern and we hope the City of Scottsdale will take this into consideration and require the appropriate remediation and aid to residents.

Thank you for your consideration and concern.

Charles and Janie Russell
6920 East Diamond Street
Scottsdale, AZ 85257
goodnessgrace@msn.com

Smith, Erica

From: Brian Stepp <brstepp@gmail.com>
Sent: Monday, December 10, 2018 1:06 PM
To: Grant, Randy; Bloemberg, Greg
Subject: Supporting redevelopment plans for Papago Plaza

Hello Randy and Greg,

My name is Brian Stepp, and I am a resident of South Scottsdale. My home is at 6850 E. McDowell Rd. Unit 48, and I believe the redevelopment plans and the associated re-zoning plans for the existing Papago Plaza are a positive step for the immediate area and Scottsdale as a whole. I would like to see the project progress.

I do have one question. I recently saw some sketches that showed the grocery store as an Aldi; is this meaningful or just a mock-up? I would very much like to see something higher end go into the grocery location.

Kind regards,

Brian Stepp

Smith, Erica

From: Brittany Dreger <brittany.michelle.dreger@gmail.com>
Sent: Monday, December 10, 2018 4:40 PM
To: Grant, Randy; Bloemberg, Greg
Cc: Travis Dreger
Subject: Papago Plaza Shopping Center

Greetings, Gentlemen,

My name is Brittany Dreger and I am writing in great favor of the city's plans to develop the eyesore of a shopping center at the SW corner of McDowell and Scottsdale Roads into new residential, hotel, and retail space.

My husband and I have owned our home together at 8119 E. Mitchell Drive in South Scottsdale since January 2010 and are always excited to see improvements within the neighborhood. We drive by McDowell and Scottsdale Road often, and always mention to each other how we'd love to see new exciting restaurants, businesses, hotels and condos or apartments in that space. It's been vacant and depressed for so long, and we'd be so excited to patronize businesses within that center. If you don't move forward with the proposed project, I don't doubt that area will continue to sit mostly vacant for years to come, without any interesting restaurants or businesses at which tourists or residents will spend money.

Please, please, please move forward with the proposed redevelopment of Papago Plaza. And feel free to contact me if you'd like more feedback. Thanks!

Happy Holidays!

Brittany Dreger

Brittany.Michelle.Dreger@gmail.com

(602) 540-4811

Smith, Erica

From: Patricia Stepp <pcaviness@gmail.com>
Sent: Monday, December 10, 2018 5:08 PM
To: Grant, Randy; Bloemberg, Greg
Subject: Supporting redevelopment plans for Papago Plaza

Mr. Grant and Mr. Bloomberg,

My family and I are new residents of South Scottsdale. Our home is at 6850 E. McDowell Rd. Unit 48, and I am very excited about the redevelopment plans and the associated re-zoning plans for the existing Papago Plaza. I also work at the Skysong buildings and would very much like to see Papago Plaza redeveloped. I am investing in this area as I believe it has great growth potential. I hope also to see Scottsdale Entrada follow through with their proposed redevelopment plans as well. I would love to be able to go to Whole Foods on my home from work. We have plenty of more economical grocery stores nearby, and it would be nice to add a higher end option in South Scottsdale and not have to drive north or into Phoenix. All of the redevelopment plans would be a positive step for the immediate area and Scottsdale as a whole.

Sincerely,
Patricia Stepp

Smith, Erica

From: Lea Cheshareck <lmcalegre78@hotmail.com>
Sent: Monday, December 10, 2018 6:12 PM
To: Grant, Randy
Subject: Papago Plaza Rezoning 6-AZ-2018

Mr. Grant

As a resident of South Scottsdale, I support the redevelopment of Papago Plaza, and encourage the Council members to vote in favor of the proposal:

- This project revitalizes an underused and outdated key corner on a signature thoroughfare.
- This project compliments and supports SkySong and its eventual build out by providing residential, restaurant, and grocery support to those working and living in the area.
- The proposed hotel offers vital opportunity for new and updated accomodations in the area, and will additionally support the restaurant and grocery components.
- The grocery component is highly desired by the neighborhood, who have identified a boutique style grocer as a key desire for the property.

Papago Plaza was a landmark development when it was originally designed. However, it has served its purpose and is consistently identified as the most desired redevelopment target by our members. It's time for the future of our community to take a giant first step.

Best,
Lea M. Cheshareck
602-684-5733



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Smith, Erica

From: Alison Decker <aldeck33@yahoo.com>
Sent: Monday, December 10, 2018 9:39 PM
To: Grant, Randy
Subject: Fw: Scottsdale planning

Sent from Yahoo Mail on Android

----- Forwarded Message -----

From: "Alison Decker" <aldeck33@yahoo.com>
To: "rgrant@scottsdaleaz.gov" <rgrant@scottsdaleaz.gov>
Sent: Thu, Dec 6, 2018 at 2:32 PM
Subject: Scottsdale planning

Hello,

I am a resident in South Scottsdale in support of the revamp of the Papago Plaza Center. We live very close to this center, and would love to see something there besides the abandoned office space that it is. Restaurants, shopping, businesses, etc. would be great to see in the location.

Sincerely,

Mike & Alison Sotak
7425 E. Polk Street
Scottsdale, AZ 85257

Smith, Erica

From: Webmaster
Sent: Tuesday, December 11, 2018 10:50 AM
To: Smith, Erica
Subject: Comment on 12-12-2018 Agenda Item (response #12)

Comment on 12-12-2018 Agenda Item (response #12)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Comment on 12-12-2018 Agenda Item
URL:	https://www.scottsdaleaz.gov/council/meeting-information/agenda-comments/12-12-2018
Submission Time/Date:	12/11/2018 10:49:40 AM

Survey Response

AGENDA ITEM	
Which agenda item are you commenting on?	Papago Plaza Rezoning
COMMENT	
Comment:	Dear City Council members, I am writing you to voice my approval of the proposed re-design for the Papago Plaza development. I think the proposed plan will be a real benefit to the area. I understand a vocal-minority of residents are opposed to the increased height allocated to the project, but I also understand that we aren't making any new land, so any re-development will almost certainly involve additional height in order to be economically viable. Please support this project, as shown, in order to expedite the revitalization of one of South Scottsdale's premiere corners.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
NAME	
Name:	Joe Thomas
CONTACT INFORMATION	

Please provide the following information so someone may follow up with you if they have questions about your comment (optional).

Email:	<u>Joe.Thomas.08@gmail.com</u>
Phone:	
Address:	
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

Smith, Erica

From: Stephanie Bray <stephanie@bray.biz>
Sent: Tuesday, December 11, 2018 12:21 PM
To: Grant, Randy
Subject: Upcoming City Council Meeting - Papago Plaza Rezoning 6-AZ-2018

Hi Randy,

My name is Stephanie Greenfield and I am a Realtor working in Scottsdale. I cannot attend this week's City Council meeting, but I wanted to let you know that I support the Papago Plaza Rezoning project. I believe it will bring back to life an outdated corner, support SkySong, give the neighborhood a much-needed grocery store, and provide opportunity for new accommodations with the proposed hotel.

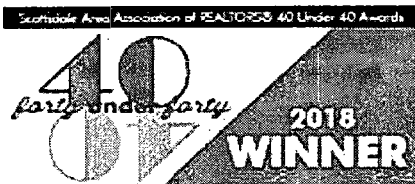
Thank you very much for your time on this matter.

Best Regards,

Stephanie



Stephanie Bray Greenfield
Associate Broker
The Bray Team at Berkshire Hathaway HomeServices
3200 East Camelback Road, Suite 103
Phoenix, AZ 85018
Direct: 602-989-6057
Email: stephanie@bray.biz
<http://www.bray.biz>
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Smith, Erica

From: Jason Followwill <jasonfollowwill@gmail.com>
Sent: Tuesday, December 11, 2018 1:01 PM
To: Grant, Randy
Subject: Papago Plaza Redevelopment

Hello,

I will not be able to attend the meeting.

I am in favor of redeveloping the area but please do it right...we don't need more high density housing. The infrastructure is not there to support the new condos on McDowell, the apartments at SkySong, the apartments by the Circle K, and the proposed development where Chapman is.

In addition, a cheap grocery store is not the way to go. I live across the street and will drive to Sprouts before I go to an Aldi.

Regards,
Jason
+1602.430.0519

Smith, Erica

From: Melia Dunn <meliadunn76@gmail.com>
Sent: Tuesday, December 11, 2018 9:35 PM
To: Grant, Randy
Subject: Papago Plaza Rezoning 6-AZ-2018

Hi Randy,

I recently learned of the revitalization project for the SW corner of McDowell and Scottsdale Road - Papago Plaza. I'm so pleased there is some viable action and investment in development. Since I bought my townhome (McDowell and Granite Reef) in 2006, I've been hoping that South Scottsdale would begin to bounce back following the recession with some new, innovative and prosperous changes. While my S. Scottsdale neighbors and I might not represent the income brackets of the North, I believe there are opportunities for responsible development that will bring benefits to all South Scottsdale.

- This project will revitalize an key corner that has been outdated since before I moved here and is underused. Its a prime location on a signature thoroughfare.
- With its location adjacent to Skysong, we need a project that can compliment the aesthetic as well as create desirable housing, restaurants, retail and grocery to support newcomers hired in the area, and those seeking opportunities to live and work here.
- I live in an older two-level townhome that I adore. It's the right size for me and meets the needs of my lifestyle. It does not however, meet the needs of my family who wish to visit Arizona. Having an updated hotel that's close and convenient AND surrounded by a vibrant and active community would further support the current and emerging businesses in the region.
- Finally, I understand a boutique grocery in on contention for the corner. Yes, please! Adding this variety the area will draw sales income not only from South Scottsdalians, but North Tempeans and bordering Phoenicians.

I'm encouraged by this project. I'm encouraged to learn more about the investments and designs and innovations that can bring diversity and updates to the area. And likewise, I trust that city leadership, community-based partners and developers can come to the table together to find the responsible balance of progress and preservation. I hope the City Council will enthusiastically support this opportunity while staying engaged in partnership for the greater good of the future of South Scottsdale.

Thank you for your attention to this matter.

--

Melia Dunn
meliadunn.com

"Instead of looking at the past, I put myself ahead 20 years and try to look at what I need to do now in order to get there then." -Diana Ross

Smith, Erica

From: Aaron Lamoureux <lamoureux3@hotmail.com>
Sent: Wednesday, December 12, 2018 6:51 AM
To: Grant, Randy
Subject: Papago Plaza

Good Morning Mr. Grant,

My name is Aaron Lamoureux. I am a Scottsdale resident. My address is 3126 N 85th St, Scottsdale, Arizona. 85251. I am writing this email to express my support for the proposed development at Papago Plaza.

Thank you,

Aaron Lamoureux
480.717.0006

Smith, Erica

From: Michelle W <mmwill24@gmail.com>
Sent: Wednesday, December 12, 2018 7:03 AM
To: Grant, Randy
Subject: Papago Plaza Support

Good Morning Mr. Grant,

My name is Michelle Williams. I am a Scottsdale resident. My address is 3126 N 85th St, Scottsdale, Arizona. 85251. I am writing this email to express my support for the proposed development at Papago Plaza.

Thank you,
Michelle Williams

Smith, Erica

From: Jodi Deros <jodid@atom-inc.co>
Sent: Wednesday, December 12, 2018 8:39 AM
To: Grant, Randy
Cc: Yani Deros
Subject: Re: Papago Plaza Rezoning 6-AZ-2018)

Dear Randy and The Scottsdale City Council,

I am writing on behalf of my team of 12 at ATOM Innovation + Product Development which resides at Skysong across from the Papago Plaza. We have been in this location for 6 years now and have watched the decline of the Plaza which is in desperate need of a change.

Not only do we find the Papago Plaza irrelevant, with the exception of Mika's Greek, but believe it to be outdated and turning into an eyesore.

We all work here no less than 40 hours a week and eat, shop and conduct business in the direct vicinity to our office. We would not only enjoy but encourage the change that is proposed for the Plaza.

We also have global customer who visit our office and love the modern feel of Skysong, several of them even suggest they relocate their offices from across the country such as the director of LG North America who would prefer to be here rather than the suburbs of New Jersey! The dichotomy of the old vs the new has become more prevalent and is becoming more noticeable as we bring our guests out to lunch or dinner and we wish them past the Plaza with concerning comments that support the rest of us here at ATOM.

My husband and partner Yani Deros and I are board members of the South Scottsdale Alliance and instrumental partners in the revitalization and rebranding of South Scottsdale. We had insight to thousands of residences within the community through our STREAM Research process who are seeking more diversity from the community including alternative grocery, more concept restaurants, great living options and in general a neighborhood conducive to raising children and building community. We believe this project is the perfect opportunity for South Scottsdale to deliver that to the deserving and growing population.

Please consider our response as you move forward to make a decision on the rezoning project.

Sincerely,

Jodi Deros | CEO
Yani Deros | President
ATOM Innovation + Product Development
1475 N Scottsdale Road
Scottsdale, AZ 85258
602-502-0030
Atom-inc.co

Smith, Erica

From: Webmaster
Sent: Wednesday, December 12, 2018 3:20 PM
To: Smith, Erica
Subject: Comment on 12-12-2018 Agenda Item (response #13)

Comment on 12-12-2018 Agenda Item (response #13)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Comment on 12-12-2018 Agenda Item
URL:	https://www.scottsdaleaz.gov/council/meeting-information/agenda-comments/12-12-2018
Submission Time/Date:	12/12/2018 3:19:13 PM

Survey Response

AGENDA ITEM	
Which agenda item are you commenting on?	24
COMMENT	
Comment:	I am very familiar with this area and have represented buyers for the new construction. My concern is the 90 ft allowance for height, and the excessive numbers for housing. I prefer more retail and services. The proposed housing would most likely come with a hefty price tag. I would like our City to move towards more affordable housing for the young professionals and families that want to live in our City and often work here as well.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
NAME	
Name:	Joyce A Tawes
CONTACT INFORMATION	

Please provide the following information so someone may follow up with you if they have questions about your comment (optional).

Email:	jtawes@cox.net
Phone:	(480) 209-7843
Address:	7511 E Mariposa Grande Dr, Scottsdale AZ 85255
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	