

# CITY COUNCIL REPORT



Meeting Date: March 1, 2022  
 General Plan Element: *Land Use*  
 General Plan Goal: *Create a sense of community through land uses*

## ACTION

### Polestar Showroom at Fashion Square 15-UP-2021

#### Request to consider the following:

Find that the Conditional Use Permit criteria have been met and adopt Resolution No. 12373 approving a Conditional Use Permit for vehicle leasing, rental or sales in a 3,000 square foot space within Suite #1268 of Scottsdale Fashion Square mall, with Downtown/ Downtown Regional Use Type-2 Planned Block Development Downtown Overlay (D/DRU-2 PBD DO) zoning, located at 7014 E Camelback Road.

#### Goal/Purpose of Request

The applicant's request is to open a vehicle showroom for electric vehicles with sales at Scottsdale Fashion Square.

#### Key Items for Consideration

- Conditional Use Permit Criteria
- Location is interior to Fashion Square Mall w/inventory in parking structure
- Planning Commission heard this case on January 26, 2022 and recommended approval with a vote of 7-0.

## OWNER

The Macerich Company  
(310) 394-6000

## APPLICANT CONTACT

Thomas Stahl  
 Courtesy EV of Scottsdale dba Polestar Scottsdale  
 (626) 381-8944



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

## LOCATION

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7014 E Camelback Rd Ste 1268

## BACKGROUND

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### General Plan

The Land Use Element of the General Plan designates the site as Mixed-Use Neighborhoods. This category includes higher density residential, office and retail uses. Mixed-Use Neighborhoods are also characterized by being located in areas that have multiple modes of transportation available.

### Character Area Plan

The Downtown Future Land Use map of the Old Town Plan designates the site as Downtown Regional Use Type 2 within the Conceptual Downtown Regional Urban Neighborhood. This land use designation is intended for regional/community serving commercial uses, as well as larger scale housing developments. Centered around major regional retail, this urban neighborhood is intended to strengthen Downtown Scottsdale as a regional and community destination.

### Zoning

The site is zoned Downtown Regional Commercial Office Type 2, Planned Block Development Overlay, Downtown Overlay (D/RCO-2 PBD DO) zoning. This district allows for large-scale development of office and commercial uses, residential, regional shopping centers and mixed-use developments.

### Context

The subject property is located at 7014 East Camelback Road, Suite 1268. Within the vicinity of the proposed vehicle sales location are office, hotel, residential and retail uses. Please refer to context graphics attached.

## APPLICANT'S PROPOSAL

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### Development Information

The applicant's request is for a Conditional Use Permit for vehicle leasing, rental or sales located at 7014 East Camelback Road, Suite 1268. A showroom will be located in the tenant suite interior to Fashion Square Mall with associated display/storage in the onsite parking garage.

- Existing Use: Commercial uses
- Proposed Use: Vehicle Sales
- Parcel Size: 1,125,158 square feet (25.8-acres)
- Parking Required: 6,182 spaces (Whole mall)
- Parking Provided: 8,112 spaces (Whole mall)
- Floor Area: ± 3,000 square feet

## IMPACT ANALYSIS

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### Conditional Use Permit

Conditional Use Permits, which may be revocable, conditional, or valid for a specified time period, may be granted only when expressly permitted after the Planning Commission has made a recommendation and City Council has found as follows:

- A. That the granting of such Conditional Use Permit will not be materially detrimental to the public health, safety or welfare. In reaching this conclusion, the Planning Commission and the City Council's consideration shall include, but not be limited to, the following factors:
  1. Damage or nuisance arising from noise, smoke, odor, dust, vibration or illumination.
    - **There are no impacts anticipated arising from noise, smoke, odor, dust, vibration or illumination. All retail operations of the proposed vehicle leasing, rental or sales use will occur within Fashion Square Mall, and the test drive vehicles will be stored in the adjoining parking garage. Test drives of the vehicles will occur on the public streets.**
  2. Impact on surrounding areas resulting from an unusual volume or character of traffic.
    - **No known adverse vehicular traffic impacts are anticipated from the vehicle leasing, rental or sales land use. North Goldwater Boulevard, North Scottsdale Road and East Camelback Road are classified as minor arterial streets that will be able to accommodate the minimal traffic from a client's occasional test drive of a vehicle on the public streets.**
- B. The characteristics of the proposed conditional use are reasonably compatible with the types of uses permitted in the surrounding areas.
  - **The site is surrounded by a mix of various, residential, restaurant, retail, and office uses. The proposed vehicle leasing, rental or sales use will primarily operate as a retail establishment within Fashion Square Mall, with an occasional test drive of a vehicle by a client.**
- C. The additional conditions specified in Section 1.403, as applicable, have been satisfied. The proposal meets the provisions for Vehicle Leasing, Rental, and Sales use as identified in Zoning Ordinance Section 1.403.V., including:
  1. Required parking shall not be used for vehicle display or storage.
    - **The proposed use will not use the required parking for Fashion Square Mall. Fashion Square Mall has an excess of approximately 1,930 parking spaces.**

### Economic Development Strategic Plan

This item is in alignment with the April 2021 City Council adopted Economic Development 5-Year Strategic Plan. The Strategic Plan's Goals of *Grow Scottsdale's Existing Industries to Foster Economic Vitality* and *Attract Investment to Diversify Scottsdale's Economy* are supported by the project. In addition, the project also supports the Plan's identified value of *Future-Defining Innovation*.

### Community Involvement

The applicant has notified all property owners and homeowner associations within 750 feet of the site. The city also notified all property owners within 750 feet of the site, and the site has been

posted with signage. As of the date of this report, staff has not received any public comment regarding the requested conditional use permit.

## **OTHER BOARDS & COMMISSIONS**

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### **Planning Commission**

Planning Commission heard this case on January 26, 2022 and recommended approval with a vote of 7-0.

### **Staff's Recommendation to Planning Commission**

Staff recommended that the Planning Commission find that the Conditional Use Permit criteria have been met and make a recommendation to City Council for approval of Polestar Showroom at Fashion Square Mall per the attached stipulations.

## **STAFF RECOMMENDATION**

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Find that the Conditional Use Permit criteria have been met and adopt Resolution No. 12373 approving a Conditional Use Permit for vehicle leasing, rental or sales in a 3,000 square foot space within Suite #1268 of Scottsdale Fashion Square mall, with Downtown/ Downtown Regional Use Type-2 Planned Block Development Downtown Overlay (D/DRU-2 PBD DO) zoning, located at 7014 E Camelback Road.

## **RESPONSIBLE DEPARTMENT**

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### **Planning and Development Services**

Current Planning Services


## **STAFF CONTACT**

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Bryan Cluff  
Principal Planner  
480-312-2258  
E-mail: [bcluff@ScottsdaleAZ.gov](mailto:bcluff@ScottsdaleAZ.gov)

**APPROVED BY**

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Bryan Cluff, Report Author

2/9/2022

Date



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

2/12/2022

Date



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

2/14/2022

Date

**ATTACHMENTS**

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1. Context Aerial
2. Resolution No. 12373
  - Exhibit 1: Aerial Close-up
  - Exhibit 2: Stipulations
  - Exhibit A to Exhibit 2: Site Plan
  - Exhibit B to Exhibit 2: Floor Plan
  - Exhibit 3: Additional Criteria
3. Applicant's Narrative
4. Zoning Map
5. Citizen Involvement
6. City Notification Map



Context Aerial

15-UP-2021

Attachment 1

RESOLUTION NO. 12373

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING A CONDITIONAL USE PERMIT FOR A VEHICLE LEASING, RENTAL, OR SALES IN A 3,000 SQUARE FOOT SPACE WITHIN SUITE #1268 OF SCOTTSDALE FASHION SQUARE MALL, WITH DOWNTOWN/ DOWNTOWN REGIONAL USE TYPE-2 PLANNED BLOCK DEVELOPMENT DOWNTOWN OVERLAY (D/DRU-2 PBD DO) ZONING, LOCATED AT 7014 E CAMELBACK ROAD.

WHEREAS, the Planning Commission held a public hearing on January 26, 2021;

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

Section 1. That the City Council finds and approves:

- a) that the granting of this conditional use permit per stipulations set forth on **Exhibit 2** will not be materially detrimental to the public health, safety or welfare based on, but not limited to, the following factors: damage or nuisance arising from noise, smoke, odor, dust, vibration or illumination and impact on surrounding areas resulting from an unusual volume or character of traffic;
- b) that the characteristics of the proposed conditional use are reasonably compatible with the types of uses permitted in the surrounding areas; and
- c) that compliance with the additional conditions for Vehicle, leasing, rental or sales set forth on **Exhibit 3**, is required

Section 2. That a description of the conditional use permit is set forth in Case No. 15-UP-2021. The property that is subject to the conditional use permit is shown on **Exhibit 1** and the conditional use permit approval is conditioned upon compliance with all of the stipulations that are set forth in **Exhibits 2** and **3**. All exhibits are incorporated herein by reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

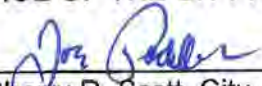
ATTEST:

CITY OF SCOTTSDALE, an Arizona  
municipal corporation

By: \_\_\_\_\_  
Ben Lane, City Clerk

By: \_\_\_\_\_  
David D. Ortega, Mayor

APPROVED AS TO FORM:  
OFFICE OF THE CITY ATTORNEY

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



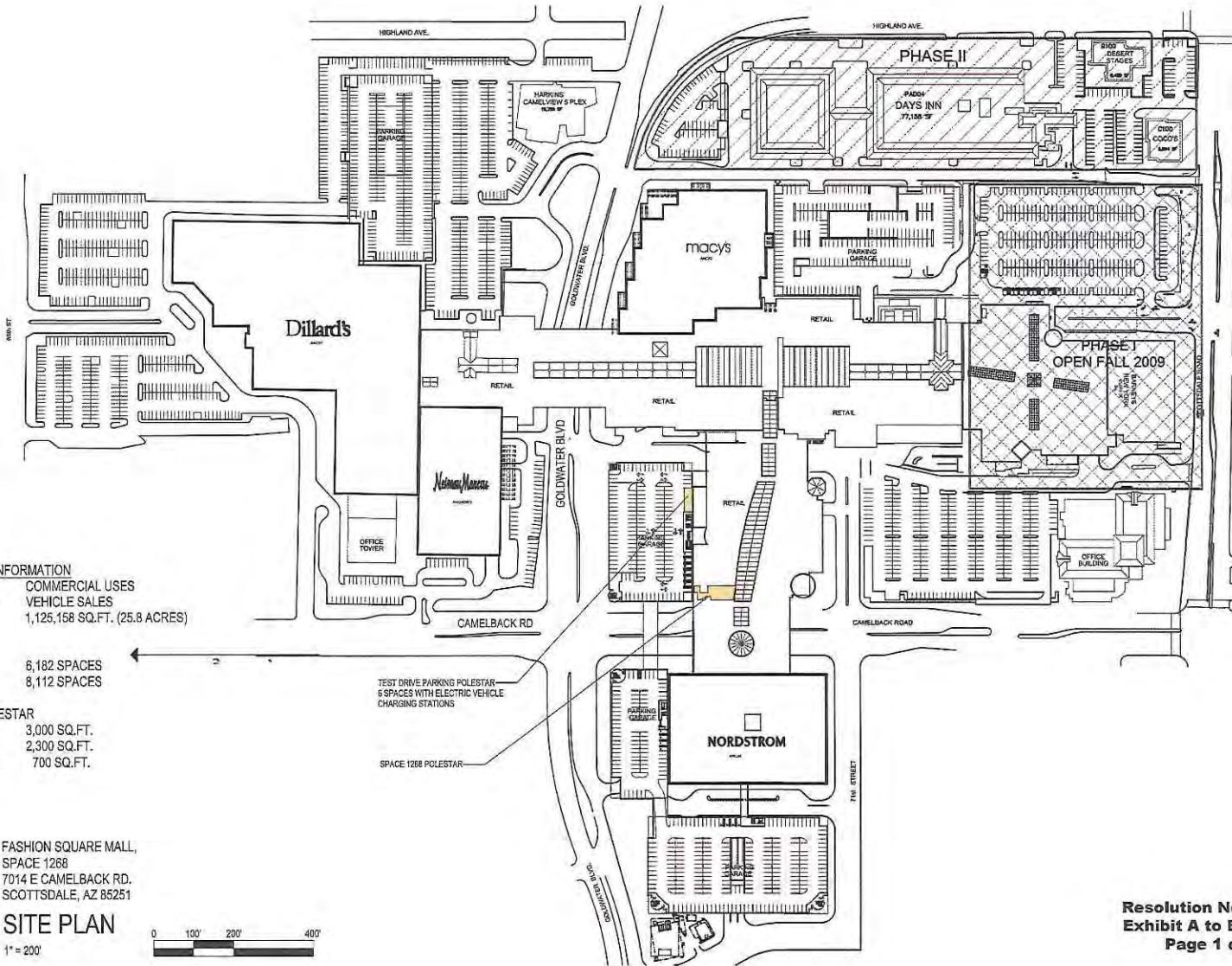
Close-up Aerial



**Stipulations for the Conditional Use Permit  
For Vehicle leasing, rental or sales  
Polestar Showroom at Fashion Square  
Case Number: 15-UP-2021**

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

1. **CONFORMANCE TO CONCEPTUAL SITE/CONTEXT PLAN.** The location of the Vehicle Leasing, Rental, and Sales use shall be contained within the 3,000 +/- square feet space (Suite 1268) as shown on the context/site plan attached as Exhibit A to Exhibit 2. Any proposed significant change 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 CONCEPTUAL SUITE FLOOR PLAN.** The location and configuration of the Vehicle Leasing, Rental, and Sales use shall be contained within the 3,000 +/- square feet space (Suite 1268) as shown on the conceptual floor plan attached as Exhibit B to Exhibit 2. Any proposed significant change as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council.
3. **VEHICLE STORAGE AND DISPLAY.** Storage of vehicle inventory and display spaces that are not located interior to the 3,000 +/- square feet space (Suite 1268) shall be located within the existing structured parking on the mall property and shall not occupy parking spaces that are required by ordinance for the mall use.



DEVELOPMENT INFORMATION  
 EXISTING USE: COMMERCIAL USES  
 PROPOSED USE: VEHICLE SALES  
 PARCEL SIZE: 1,125,158 SQ.FT. (25.8 ACRES)

PARKING  
 REQUIRED: 8,182 SPACES  
 PROVIDED: 8,112 SPACES

SPACE 1268 POLESTAR  
 FLOOR AREA: 3,000 SQ.FT.  
 SHOWROOM: 2,300 SQ.FT.  
 BACK OF HOUSE: 700 SQ.FT.

TEST DRIVE PARKING POLESTAR  
 6 SPACES WITH ELECTRIC VEHICLE  
 CHARGING STATIONS

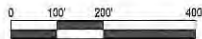
SPACE 1268 POLESTAR



FASHION SQUARE MALL,  
 SPACE 1268  
 7014 E CAMELBACK RD.  
 SCOTTSDALE, AZ 85251

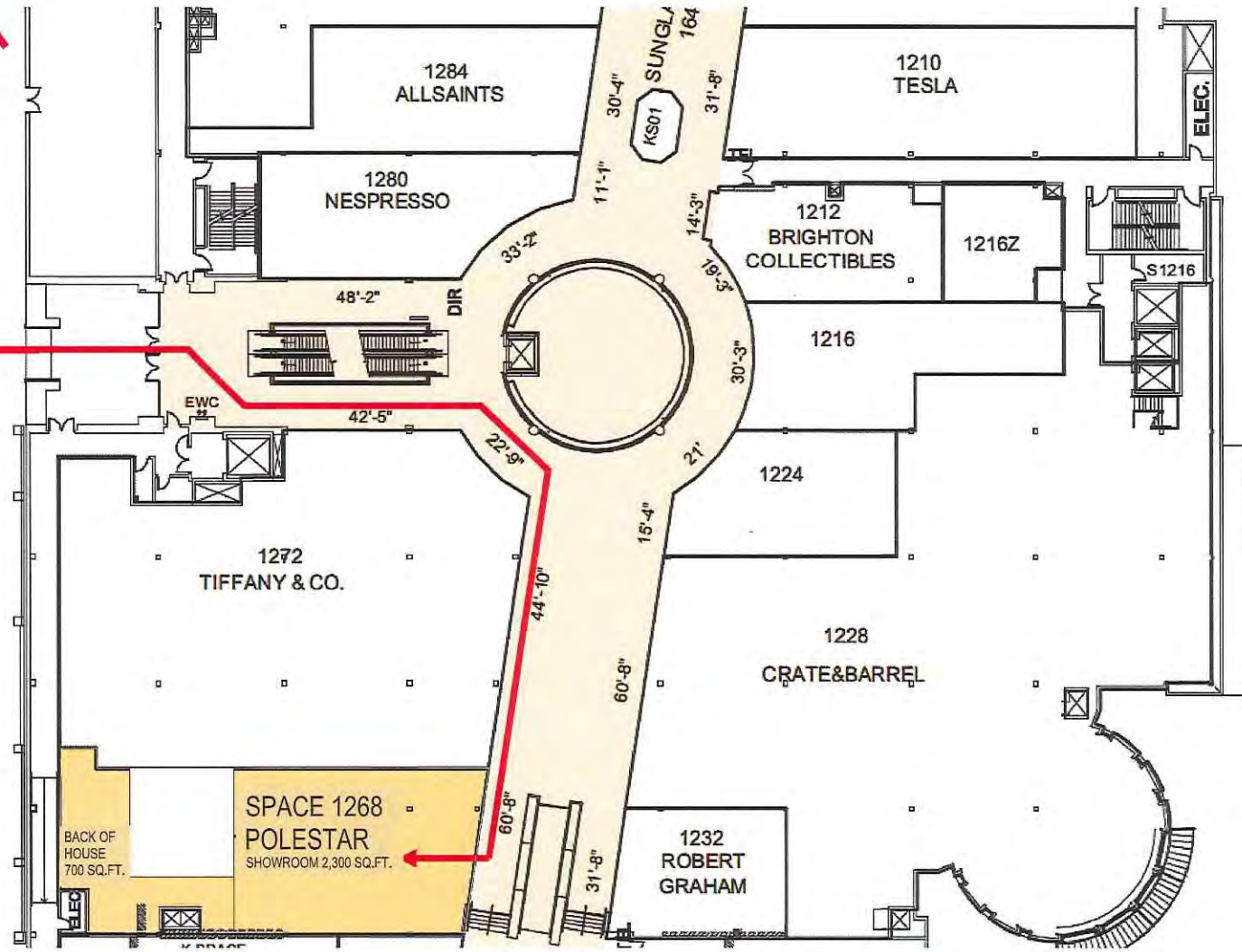
**SITE PLAN**

1" = 200'



PATH TO DESIGNATED TEST DRIVE BAYS

Green Garage 2nd Level Entry



DEVELOPMENT INFORMATION  
 EXISTING USE: COMMERCIAL USES  
 PROPOSED USE: VEHICLE SALES  
 PARCEL SIZE: 1,125,158 SQ.FT. (25.8 ACRES)

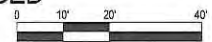
PARKING  
 REQUIRED: 6,182 SPACES  
 PROVIDED: 8,112 SPACES

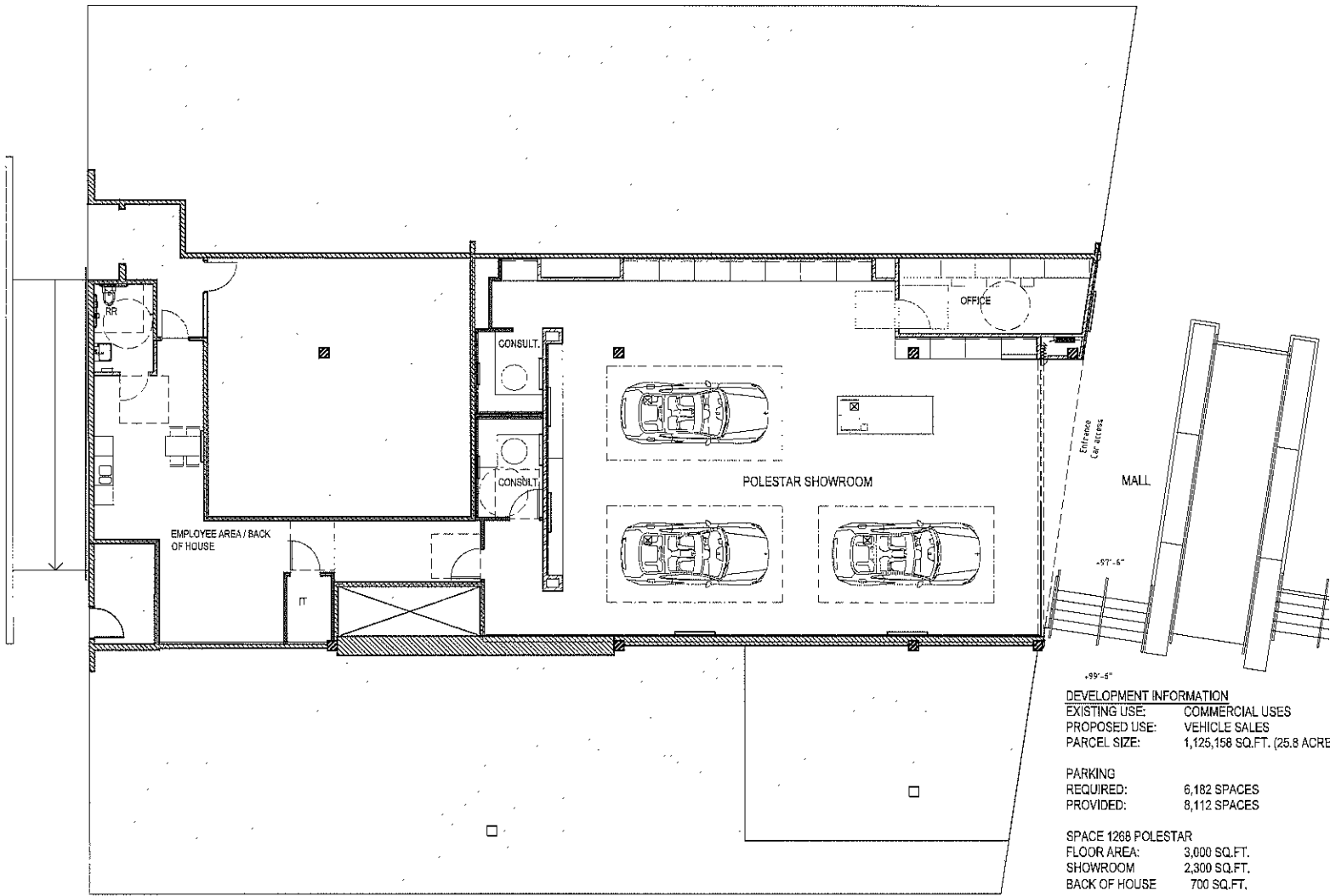
SPACE 1268 POLESTAR  
 FLOOR AREA: 3,000 SQ.FT.  
 SHOWROOM: 2,300 SQ.FT.  
 BACK OF HOUSE: 700 SQ.FT.

FASHION SQUARE MALL,  
 SPACE 1268  
 7014 E CAMELBACK RD.  
 SCOTTSDALE, AZ 85251

CENTER PLAN 2ND LEVEL ENLARGED

1" = 20'





**DEVELOPMENT INFORMATION**  
 EXISTING USE: COMMERCIAL USES  
 PROPOSED USE: VEHICLE SALES  
 PARCEL SIZE: 1,125,158 SQ.FT. (25.8 ACRES)

**PARKING**  
 REQUIRED: 6,182 SPACES  
 PROVIDED: 8,112 SPACES

**SPACE 1268 POLESTAR**  
 FLOOR AREA: 3,000 SQ.FT.  
 SHOWROOM 2,300 SQ.FT.  
 BACK OF HOUSE 700 SQ.FT.

N  
 FASHION SQUARE MALL, SPACE 1268 - POLESTAR  
 7014 E CAMELBACK RD. SCOTTSDALE, AZ 85251  
 SCALE: 1/8" = 1'-0"

**EXHIBIT 3**  
**SECTION 1.403 (V.)**

- T. Vehicle leasing, rental or sales.*
1. Required parking shall not be used for vehicle display or storage

December 14, 2021

**Polestar Scottsdale**

Contact:

Mark Ashworth  
4001 N 89<sup>th</sup> St  
Scottsdale, AZ 85251

**Polestar Scottsdale at Fashion Square Mall, Space 1268 – Project Description**

Polestar is a premium brand of electric vehicles.

This Project is for

- a showroom of approximately 2,300 sq.ft. for sales and display of electric vehicles, and
- back of house functions of approximately 700 sq.ft., for a
- total lease area of 3,000 sq.ft., at space 1268 of the Fashion Square Mall
- (6) parking spaces with electric vehicle chargers for test-drive vehicles, with associated branding and infrastructure at the parking garage in proximity to the showroom

At any given time, a maximum of (3) vehicles will be on display at the showroom

The retail space is located on the 2<sup>nd</sup> level of the mall, with the parking spaces at the same level at the adjacent Green Garage. Neither the retail space nor the parking spaces are visible from outside of the mall structure.

**Development Information:**

Existing use: Commercial uses  
Proposed use: Vehicle Sales (space 1268 only)  
Parcel Size: 1,125,158 sq.ft. (Fashion Square Mall total)

**Parking**

Required: 6,182 spaces  
Provided: 8,112 spaces

The proposed use will not use the required parking at Fashion Square Mall. Fashion Square Mall has an excess of 1,930 parking spaces, 6 of these will be used for test drive vehicle parking.

**Space 1268 Polestar**

Floor Area: 3,000 sq.ft.  
Showroom: 2,300 sq.ft.  
Back of house: 700 sq.ft.

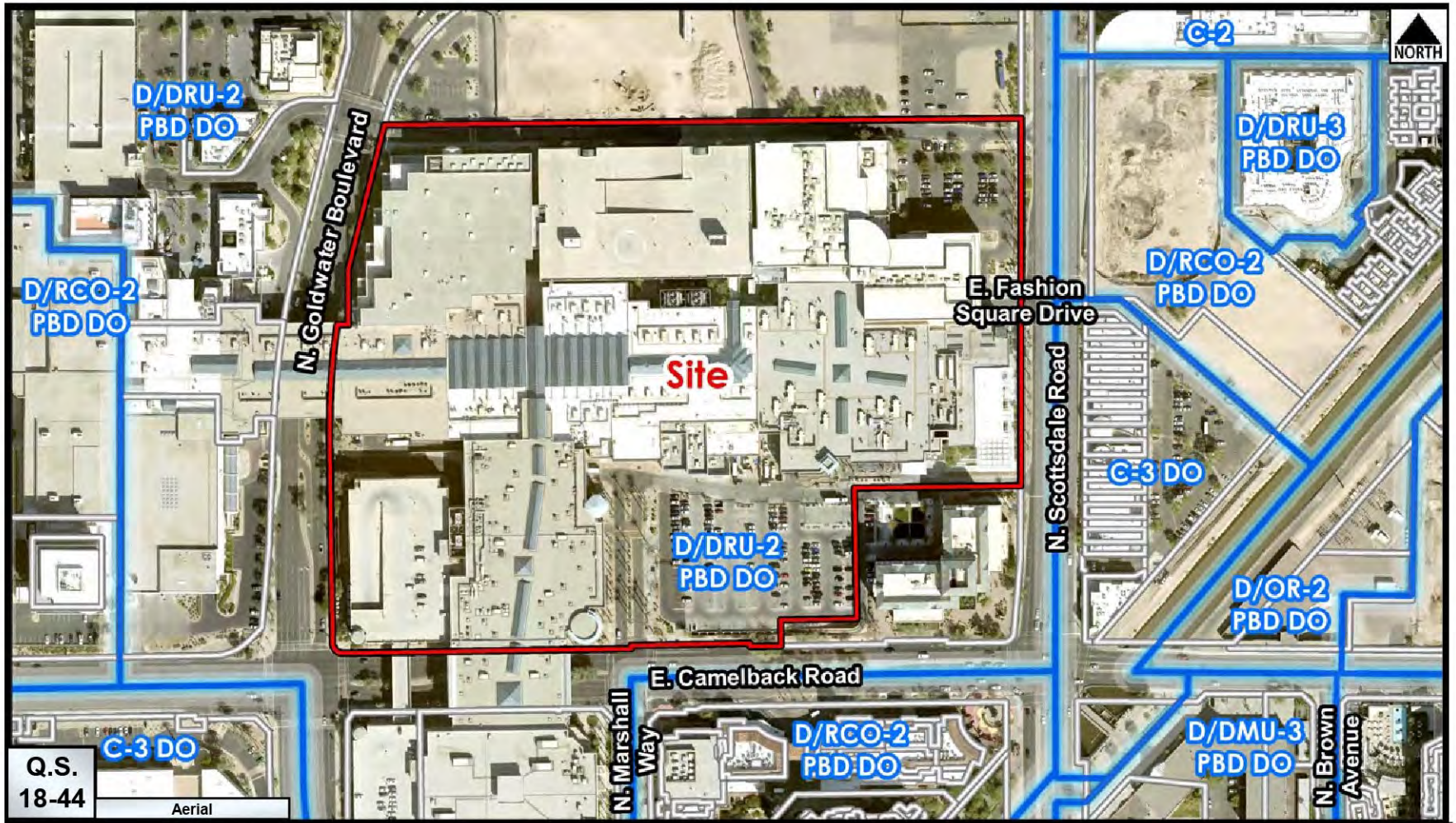
The applicant's request is for a Conditional Use Permit for Vehicle Sales at 7014 E Camelback Road, Suite 1268. A showroom will be located in the tenant suite inside Fashion Square Mall with associated display/storage in the onsite parking garage.

Polestar Scottsdale does not anticipate any impact from noise, smoke, odor, dust, vibration or illumination. All retail operations of the proposed vehicle sales use will occur within Fashion Square mall, and the test drive vehicles will be stored in the adjoining parking garage. Test drives of the vehicles will occur on the public streets.

Polestar does not anticipate adverse vehicular traffic impacts from the vehicle sales use. North Goldwater Blvd, North Scottsdale Road and East Camelback Road are classified as minor arterial streets that will be able to accommodate the minimal traffic from a client's occasional test drive of a vehicle on the public streets.

Polestar anticipates that the characteristics of the proposed conditional use are reasonably compatible with the types of uses permitted in the surrounding areas. The project site is surrounded by a mix of various uses such as residential, restaurant, retail and offices. The proposed vehicle sales use will primarily operate as a retail establishment within Fashion Square Mall, with an occasional test drive of a vehicle by a client.

No required parking will be used for vehicle display or storage; a maximum of 3 vehicles will be on display inside the showroom, and 6 spaces at the adjacent parking garage will be used for vehicle storage. These 6 spaces will not use the required parking for Fashion Square Mall; Fashion Square Mall has an excess of 1,930 parking spaces.



Zoning Aerial

Attachment 4

15-UP-2021



**Polestar Scottsdale**  
4001 N 89<sup>th</sup> St  
Scottsdale, AZ 85251

December 14, 2021

**Polestar Scottsdale at Fashion Square Mall, Space 1268**

## To Our Neighbors and Interested parties of Scottsdale, AZ:

Polestar is a design-focused electric performance car brand, harnessing refined performance and cutting-edge technology, headquartered in Gothenburg, Sweden.

Polestar is coming to Scottsdale, Arizona, with a showroom at Fashion Square Mall. Unlike conventional car dealerships or showrooms, Polestar spaces are carefully designed, unique retail environments, where you can get to know our cars at your own pace, right in the middle of town.

### Project Overview:

- a showroom of approximately 2,300 sq.ft. for sales and display of electric vehicles, and
- back of house functions of approximately 700 sq.ft., for a
- a total lease area of 3,000 sq.ft., at space 1268 of the Fashion Square Mall, 2<sup>nd</sup> floor
- (6) parking spaces with electric vehicle chargers for test-drive vehicles, with associated branding and infrastructure at the parking garage in proximity to the showroom

At any given time, a maximum of (3) vehicles will be on display at the showroom

The retail space is located on the 2<sup>nd</sup> level of the mall, with the parking spaces at the same level at the adjacent Green Garage. Neither the retail space nor the parking spaces are visible from outside of the mall structure.

## Project information:

Project Name Polestar Scottsdale  
Pre-App ID 1053-PA-2021  
Project Location 7014 E Camelback Rd, Space 1268, Scottsdale, AZ 85851  
Project Size 3,000 sq.ft. (showroom/back of house) + 6 parking spaces for test drive vehicles  
Zoning District D/DRU-2PBD D

## Development Information:

Existing use: Commercial uses  
Proposed use: Vehicle Sales (space 1268 only)  
Parcel Size: 1,125,158 sq.ft. (Fashion Square Mall total)

## Parking

Required: 6,182 spaces  
Provided: 8.112 spaces

The proposed use will not use the required parking at Fashion Square Mall. Fashion Square Mall has an excess of 1,930 parking spaces, 6 of these will be used for test drive vehicle parking.

## Space 1268 Polestar

Floor Area: 3,000 sq.ft.  
Showroom: 2,300 sq.ft.  
Back of house: 700 sq.ft.

## For More Information:

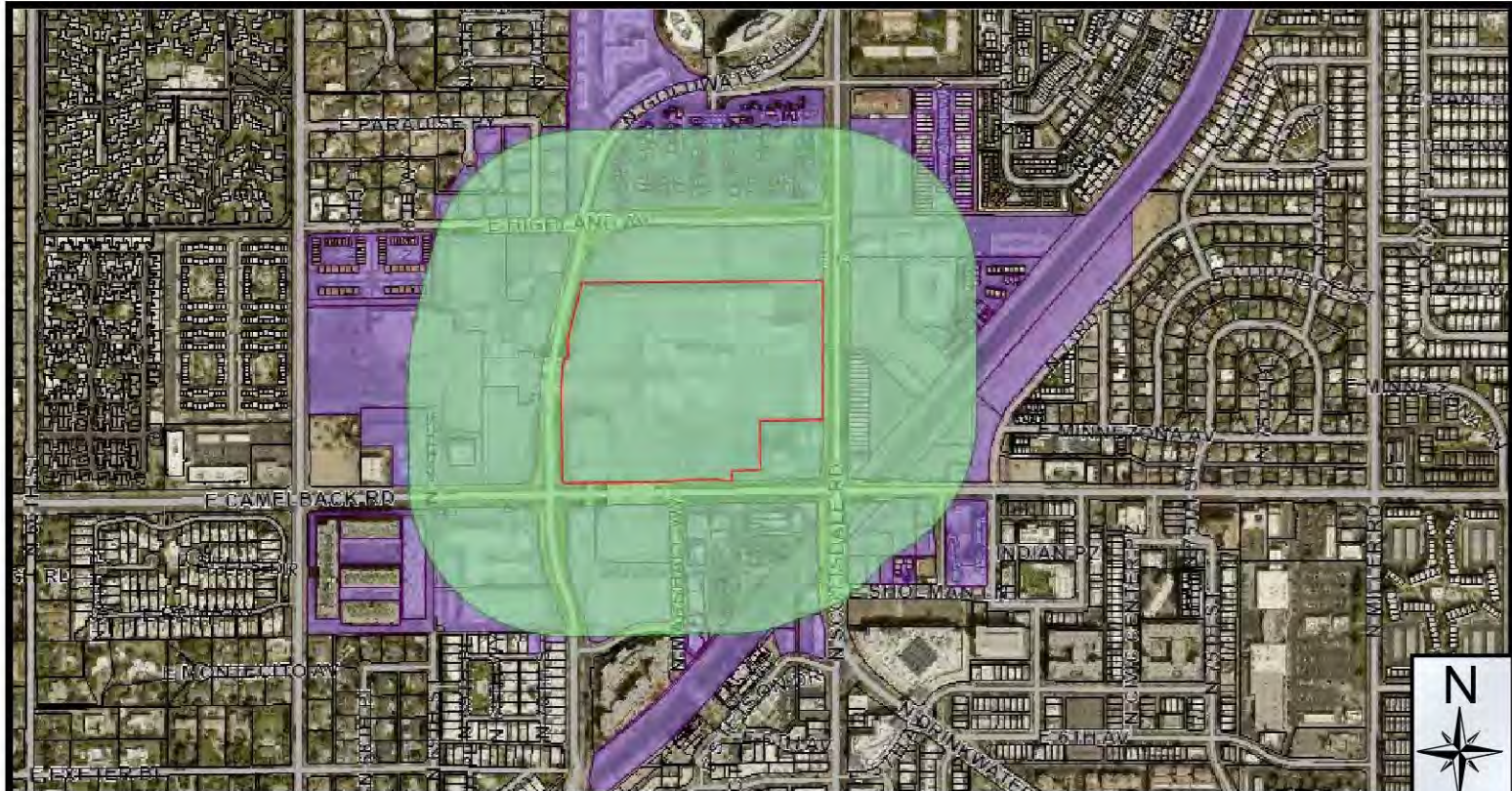
### Please contact:

Bryan Cluff, LEED AP  
Principal Planner  
City of Scottsdale  
Community & Economic Development  
480-312-2258  
bcluff@ScottsdaleAZ.gov

## Polestar Scottsdale

Mark Ashworth  
4001 N 89<sup>th</sup> St  
Scottsdale, AZ 85251

# City Notifications – Polestar Showroom at Fashion Square





**Additional Notifications:**

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

Pulled Labels  
November 24, 2021

**Map Legend:**

-  Site Boundary
-  Properties within 750-feet

Postcards: 809

**15-UP-2021**