



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**Staff Report Z-40-22-2**  
**Scottsdale Towne Square Thunderbird Phase PUD**  
December 2, 2022

**Paradise Valley Village Planning Committee Meeting Date:** December 5, 2022

**Planning Commission Hearing Date:** January 5, 2023

**Request From:** PSC (Planned Shopping Center District) (7.42 acres), C-2 (Intermediate Commercial) (1.06 acres), C-2 SP (Intermediate Commercial, Special Permit) (0.06 acres)

**Request To:** PUD (Planned Unit Development) (8.54 acres)

**Proposed Use:** Planned Unit Development to allow multifamily residential and commercial uses.

**Location:** Approximately 800 feet north of the northwest corner of Scottsdale Road and Thunderbird Road

**Owner:** Scottsdale Towne Square, LLC

**Applicant/Representative:** George Pasquel III, Withey Morris, PLC

**Staff Recommendation:** Approval, subject to stipulations

| <u>General Plan Conformity</u>  |                 |                |   |
|---|-----------------|----------------|---|
| <u>General Plan Land Use Map Designation</u>  |                 | Commercial     |   |
| <u>Street Map Classification</u>  | Scottsdale Road | Major Arterial | 65-foot west half street                              |
|   | 71st Street     | Local Street   | Width varies from 25-foot to 33-foot east half street |
| <p><b>CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.</b></p> |                 |                |   |

### General Plan Conformity

The proposal will be a mixed-use development that will add to the mix of housing types in the area while providing additional commercial services and employment opportunities along Scottsdale Road, an established commercial corridor, and near Kierland, which is a node of commercial activity.

**CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; DESIGN PRINCIPLE: *Enhance the compatibility of residential infill projects by carefully designing the edges of the development to be sensitive to adjacent existing housing. Create landscape buffers and other amenities to link new and existing development.***

The PUD proposes a stepdown approach with varied heights, limiting height close to the nearby single-family residential neighborhood. The PUD also proposes a series of pocket parks along the west frontage to enhance the interface between the proposed development and the adjacent neighborhood.

**BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; TREES AND SHADE; DESIGN PRINCIPLE: *Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.***

The PUD proposes standards that integrate trees and shade in the design, including enhanced landscaping around the perimeter of the site, shaded detached sidewalks, and the integration of a shaded public plaza on site.

### **Applicable Plans, Overlays, and Initiatives**

[Tree and Shade Master Plan](#) – See Background Item No. 10.

[Complete Streets Guiding Principles](#) – See Background Item No. 11.

[Comprehensive Bicycle Master Plan](#) – See Background Item No. 12.

[Housing Phoenix Plan](#) – See Background Item No. 13.

[Zero Waste PHX](#) – See Background Item No. 14.

| <b>Surrounding Land Uses/Zoning</b>  |                              |   |
|--------------------------------------|------------------------------|---|
|                                      | <b>Land Use</b>              | <b>Zoning</b>                             |
| <b>On Site</b>                       | Commercial retail            | PSC, C-2, and C-2 SP                      |
| <b>North</b>                         | Commercial retail            | C-2 PCD                                   |
| <b>South</b>                         | Commercial retail            | PSC                                       |
| <b>East (across Scottsdale Road)</b> | Vacant and commercial office | City of Scottsdale: Industrial Park (I-1) |
| <b>West (across 71st Street)</b>     | Single-family residential    | R1-14                                     |

**Background/Issues/Analysis**

**SUBJECT SITE**

1. This request is to rezone an 8.54-acre site located approximately 800 feet north of the northwest corner of Scottsdale Road and Thunderbird Road. The request is to rezone from PSC (Planned Shopping Center District), C-2 (Intermediate Commercial), and C-2 SP (Intermediate Commercial, Special Permit) to PUD (Planned Unit Development) to allow multifamily residential and commercial uses.

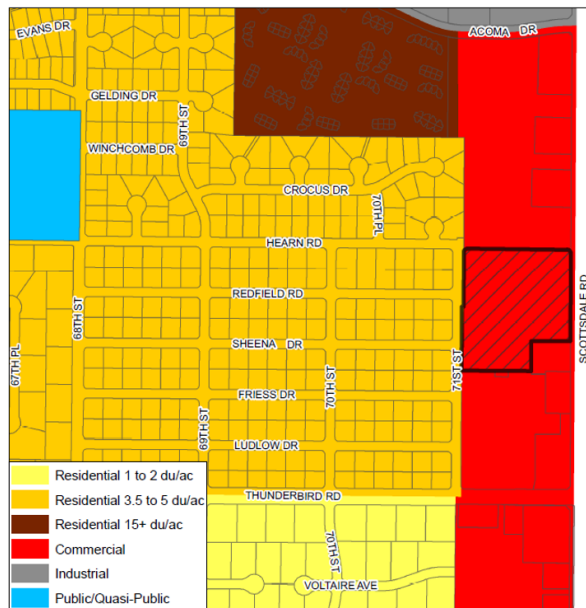
The subject site is the northern portion of the existing Scottsdale Towne Square shopping center. To facilitate the existing development, the site was rezoned to PSC in 1985, through Rezoning Case No. Z-212-85. In 2017, a portion of the site was rezoned to C-2 and C-2 SP, through Rezoning Case Nos. Z-14-17 and Z-SP-2-17, to facilitate a massage establishment within a portion of the existing shopping center.

The subject site is within a commercial corridor along Scottsdale Road with old auto-oriented shopping centers, extending south from the Kierland Commons area, which is a hub of mixed-use activity and employment. The area presents an opportunity for revitalizing the corridor with more mixed-use activity in close proximity to Kierland Commons. As stated in the Paradise Valley Village Character Plan, “due to the 2009 economic recession, this Village has been left slightly overbuilt with commercial space. There is an opportunity to re-evaluate the land use distribution and consider alternative uses to activate empty retail spaces.”

### GENERAL PLAN LAND USE MAP DESIGNATION

- The General Plan Land Use Map designation for the subject site is Commercial. The proposal is consistent with the General Plan Land Use Map designation.

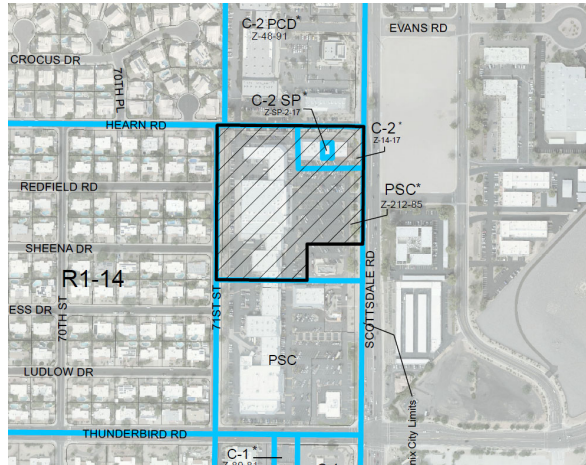
The General Plan Land Use Map designations north and south of the site is Commercial. West of the site is an area designated as Residential 3.5 to 5 dwelling units per acre. East of the site is in the City of Scottsdale jurisdiction.



*General Plan Land Use Map, Source: City of Phoenix Planning and Development Department*

### SURROUNDING ZONING AND LAND USES

- The subject site and surrounding area along Scottsdale Road are generally commercial with existing shopping centers located on the subject site and directly to the north and south within C-2, C-2 SP, and PSC zoning districts. West of the subject site is a single-family neighborhood in an R1-14 zoning district. Across Scottsdale Road to the east is vacant land and commercial offices in the City of Scottsdale.

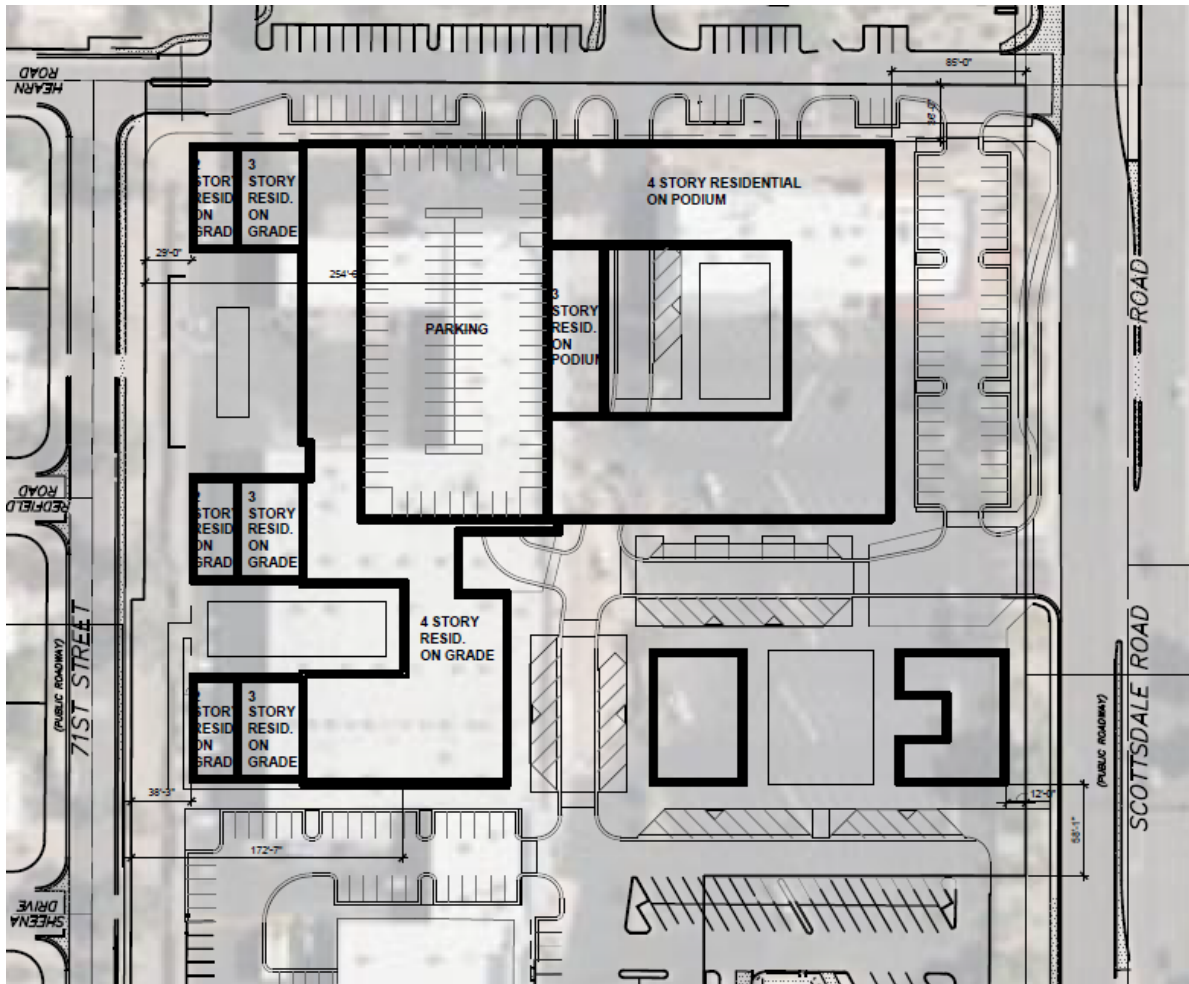


*Zoning Aerial Map, Source: City of Phoenix Planning and Development Department*

### PROPOSAL

- The proposal was developed utilizing the PUD zoning district. The Planned Unit Development (PUD) is intended to create a built environment that is superior to that produced by conventional zoning districts and design guidelines. Using a collaborative and comprehensive approach, an applicant authors and proposes standards and guidelines that are tailored to the context of a site on a case by case basis. Where the PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions will be applied.

5. The PUD proposes standards that support the vision of a mixed-use development, including a vertical mixed-use building with ground floor retail and residential above, two stand-alone commercial buildings, and a public plaza.



Conceptual Site Plan, Source: Nelsen Partners, Inc.

6. **Land Use**

The PUD proposes a mixed-use development to include a range of commercial retail and multifamily housing. The proposed development narrative lists all uses permitted by the C-2 zoning district and multifamily residential uses, as governed by the PUD standards. The development narrative also proposes restricting certain uses that are inconsistent with the PUD's vision of mixed-use pedestrian-oriented development such as auto title loan establishments, gas stations, and automobile service stations.

7. **Development Standards**

The PUD proposes development standards, consistent with the vision of a pedestrian-oriented mixed-use development. It proposes a maximum height of 68 feet to facilitate the multifamily component on the portion of the site closer to Scottsdale Road. Height steps down closer to the west property line with a maximum of 30 feet within 90 feet of the west property line. Landscape setbacks are proposed on all sides of the site, except for the south side, which abuts the remainder of the same shopping center that is not part of this PUD. The PUD proposes amenity standards including a minimum of six indoor residential amenities, a minimum of six outdoor amenities, and a minimum of three amenities for commercial uses.

Staff recommends updates to the PUD Narrative for clarity and to address technical corrections. Stipulation 1.b. is related to a footnote in the Development Standards Table, indicating that the five-foot wide sidewalk “shall be clear of obstacles except for tree grates and public amenities”. A five-foot wide sidewalk would not be wide enough to have tree grates or public amenities obstructing it. The stipulation requests the applicant to add a new footnote that the minimum five-foot wide sidewalk width shall be clear of all obstacles.

Below are additional development standards from the PUD Narrative:

|                                     |  |
|-------------------------------------|--|
| <b>Maximum Residential Density:</b> | 36.5 dwelling units per gross acre   |
| <b>Minimum Lot Width/Depth</b>      | No Minimum   |
| <b>Minimum Building Setbacks</b>    |  |
| North (Interior property line)      | 10 feet  |
| South(Interior property line)       | 0 feet   |
| East (Scottsdale Road)              | 12 feet  |
| West (71st Street)                  | 25 feet  |
| <b>Minimum Landscape Setbacks</b>   |  |
| North (Interior property line)      | 10 feet  |
| South(Interior property line)       | 0 feet   |
| East (Scottsdale Road)              | 10 feet  |
| West (71st Street)                  | 25 feet  |
| <b>Maximum Building Height</b>      | 68 feet maximum<br>30 feet maximum within 90 feet of west property line<br>56 feet maximum within 200 feet of west property line |
| <b>Maximum Lot Coverage</b>         | 65 percent   |

|                            |   |
|----------------------------|---|
| <b>Open Space</b>          | Minimum 20 percent of site area<br>Minimum 5,000 square feet as public plaza<br>Minimum 5 percent of site area dedicated to residential amenity space     |
| <b>Retail Parking</b>      | 4 spaces per 1,000 square feet  |
| <b>Residential Parking</b> | 1.3 spaces per efficiency<br>1.5 spaces per one- or two-bedroom unit<br>2.0 spaces per three or more-bedroom unit<br>1.0 spaces per <600-square-foot unit |
| <b>Bicycle Parking</b>     | Per Section 1307.H (WU Code)  |

8. **Landscape Standards**

The PUD proposes landscape standards for streetscape landscape areas, perimeter setbacks, adjacent to buildings, parking areas, common and retention areas, and is stipulated to add landscape standards for the bus stop pad. The PUD also proposes a minimum 75 percent shade requirement for public sidewalks and internal walkways, a minimum 50 percent shade requirement for internal open space areas and is stipulated to add a minimum 50 percent shade requirement for the bus stop pad. The proposed shade and landscape planting standards are an enhancement compared to the Zoning Ordinance standards.

Staff recommends the following updates to the PUD Narrative for clarity and to address technical corrections:

Stipulation 1.c. is related to a bullet point in the Landscape Standards Table which is repetitive. The stipulation requests that the applicant delete bullet point (b.) which has the same language that is repeated in bullet point (d.), and to re-letter accordingly.

Stipulation 1.d.(1) is related to streetscape standards in the Landscape Standards Table. The stipulation requests that the applicant change the titles of the rows for streetscape standards for clarity so that there is 1) a clear standard for the streetscape along Scottsdale Road, and not just the detached landscape strip alone, and 2) a clear standard for the streetscape along the entirety of 71st Street.

Stipulation 1.d.(2) is related to the live vegetative ground coverage standards within the Landscape Standards Table for clarity on how live vegetative ground coverage is measured. The stipulation requests the words “at maturity” be added after the word “coverage” in each location where there is a live vegetative ground coverage standard.

Stipulation 1.d.(3) requests a landscape standard be added in the Landscape Standards Table for the bus stop pad the applicant is stipulated to install along Scottsdale Road. The stipulation requests the applicant to add a row for bus stop

pad landscaping in order to achieve minimum bus stop pad shading using similar landscape standards as the streetscape.

9. **Design Guidelines and Standards**

The PUD proposes design standards that promote a pedestrian-oriented design with quality architecture. Pedestrian walkways will be provided to connect all points of interest on site and will have contrasting materials when crossing drive aisles to promote safety. The public plaza will contain landscaping and seating for the public. Architectural guidelines include varied façade elements between ground floor retail spaces and upper floor residential, provisions for quantities of façade materials to minimize monotonous buildings, ground floor transparency, and articulation to break up larger building masses. Additionally, pocket parks along the western property line will include landscaping, benches, and local art sculptures.

Staff recommends the following updates to the PUD Narrative for clarity and to address technical corrections:

Stipulation 1.e. is related to the shade standards in Section D.6. The stipulation requests the applicant to add a tree shade standard for the bus stop pad that the applicant is stipulated to install along Scottsdale Road.

Stipulation 1.f. is related to Design for Cost-Effectiveness in Section E.3. The Street Transportation Department requested that the language be changed so it is not confused as a directive for the Street Transportation Department.





*Conceptual Renderings, Source: Nelsen Partners, Inc.*



*Conceptual Renderings, Source: Nelsen Partners, Inc.*

## AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES

10. [Tree and Shade Master Plan](#)  
The Tree and Shade Master Plan encourages treating the urban forest as infrastructure to ensure the trees are an integral part of the City's planning and development process. Sidewalks on the street frontages should be detached from the curbs to allow trees to be planted on both sides of the sidewalk to provide thermal comfort for pedestrians and to reduce the urban heat island effect. The PUD includes standards for detached sidewalks along Scottsdale Road, enhanced shade along sidewalks, a shaded public plaza on site, and parking lot landscaping.
11. [Complete Streets Guiding Principles](#)  
In 2014, the City of Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe, connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. To promote safety and connectivity for all users, the PUD proposes standards for bicycle parking, shaded pedestrian connections to the street, and detached shaded sidewalks along Scottsdale Road.
12. [Comprehensive Bicycle Master Plan](#)  
The City of Phoenix adopted the Comprehensive Bicycle Master Plan in 2014 to guide the development of its bikeway system and supportive infrastructure. The Comprehensive Bicycle Master Plan supports options for both short- and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. The proposal incorporates requirements for bicycle parking to encourage multi-modal transportation.
13. [Housing Phoenix Plan](#)  
In June 2020, the Phoenix City Council approved the Housing Phoenix Plan. This Plan contains policy initiatives for the development and preservation of housing with a vision of creating a stronger and more vibrant Phoenix through increased housing options for residents at all income levels and family sizes. Phoenix's rapid population growth and housing underproduction has led to a need for over 163,000 new housing units. Current shortages of housing supply relative to demand are a primary reason why housing costs are increasing. The proposed development supports the Plan's goal of preserving or creating 50,000 housing units by 2030 by repurposing an existing underutilized auto-oriented shopping center into new multifamily residential housing above retail spaces, contributing to the mix of housing types in the area and adding to the housing supply for Phoenix.
14. [Zero Waste PHX](#)  
The City of Phoenix is committed to its waste diversion efforts and has set a goal to become a zero waste city, as part of the city's overall 2050 Environmental Sustainability Goals. One of the ways Phoenix can achieve this is to improve and Section 716 of the Phoenix Zoning Ordinance expand its recycling and other

waste diversion programs. The development will provide recycling services for residents.

#### COMMUNITY INPUT SUMMARY

15. At the time the staff report was written, staff has received one letter of support, a petition of support with 10 signatures, and seven letters of opposition to this case. Concerns include height, privacy, oversaturation of multifamily residential in the area, security, parking, and increased traffic.

#### INTERDEPARTMENTAL COMMENTS

16. The Street Transportation Department commented that all streets within and adjacent to the development, shall be constructed with all required elements, including meeting ADA requirements. Furthermore, no preliminary approval of plans shall be granted until a Traffic Impact Study is reviewed and approved by the City, and the developer shall be responsible for all mitigation identified through the analysis. These are addressed in Stipulation Nos. 2 and 3.
17. The Public Transit Department commented that the developer shall build a bus stop pad on southbound Scottsdale Road, according to City of Phoenix standards. This is addressed in Stipulation No. 4.
18. The City of Scottsdale expressed concern with the location of this project as it relates to the airports flight paths and the 55 Day Night Average Sound Level (DNL) noise contours of Scottsdale Airport. The City of Scottsdale comments and proposed stipulations were provided to the City of Phoenix Aviation Department for review.
19. The City of Phoenix Aviation Department has noted that the site is within the Scottsdale Municipal Airport (SDL) traffic pattern airspace, therefore, the developer shall provide notice to prospective purchasers of the existence and operation characteristics of the Scottsdale Airport and shall provide documentation that Form 7460-1 from has been filed with the FAA. The requirements are addressed in Stipulation Nos. 5 and 6.
20. The Phoenix Fire Department has noted that they do not anticipate any problems with this case and that the site and/or buildings shall comply with the Phoenix Fire Code.
21. The Office of Heat Response and Mitigation commented that the development should provide detached sidewalks with 75 percent shade along Scottsdale Road. This requirement is incorporated into the PUD narrative.
22. The Water Services Department commented that the property has existing water and sewer mains that can potentially serve the development. In addition, the

Water Services Department commented that capacity is a dynamic condition that can change over time due to a variety of factors.

#### OTHER

23. The site has not been identified as being archaeologically sensitive. However, in the event archaeological materials are encountered during construction, all ground disturbing activities must cease within 33-feet of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation No. 7.
24. Staff has not received a completed form for the Waiver of Claims for Diminution in Value of Property under Proposition 207 (A.R.S. 12-1131 et seq.), as required by the rezoning application process. Therefore, a stipulation has been added to require the form be completed and submitted prior to preliminary site plan approval. This is addressed in Stipulation No. 8.
25. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Other formal actions such as, but not limited to, zoning adjustments and abandonments, may be required.

#### **Findings**

1. The proposed development is consistent with the General Plan Land Use Map designation and compatible with the existing land use pattern in the surrounding area.
2. The proposed development will provide new mixed-use development with housing, retail, and employment opportunities along an established commercial corridor, near the Kierland commercial area.
3. The proposed PUD sets forth design and development standards that will enhance connectivity in the immediate vicinity by providing shaded detached sidewalks, pedestrian-oriented design, and an enhanced interface with the adjacent neighborhood.

#### **Stipulations**

1. An updated Development Narrative for the Scottsdale Towne Square PUD reflecting the changes approved through this request shall be submitted to the Planning and Development Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent with the Development Narrative date stamped November 18, 2022, as modified by the following stipulations:

- a. Front cover: Revise the submittal date information on the bottom to add the following: Hearing draft submittal: November 18, 2022; City Council adopted: [Add adoption date].
- b. Pages 14-15, Sidewalk Standards, Internal Walkways: Remove the single asterisk next to the 5' minimum width internal walkway standard. Add a triple asterisk next to the sidewalk standard for internal walkways. Add a new footnote for a triple asterisk that 5' minimum width internal walkways shall be clear of all obstacles.
- c. Page 15, General Landscape Requirements: Remove bullet point (b.) for landscape irrigation, which is repeated in bullet point (d.), and re-letter accordingly.
- d. Pages 16-17, Landscape Standards Table:
  - (1) Streetscape: Revise titles of streetscape standards to "Streetscape – Landscape Areas Within Public Right-of-Way Adjacent to Scottsdale Road, Including Detached Sidewalk Landscape Strip" and "Streetscape – Landscape Areas Within Public Right-of-Way Adjacent to 71st Street Where Pocket Park Option Is Not Utilized".
  - (2) Add language "at maturity" after each live vegetative ground coverage standard.
  - (3) Add a new row for a landscape standard for the bus stop pad on southbound Scottsdale Road, below the "Adjacent to Buildings" row, as follows: "Bus Stop Pad Landscaping – a) Minimum 3-inch caliper shade trees to provide minimum shade per Section D.6. at maturity; b) Minimum 75% live vegetative ground coverage at maturity"
- e. Page 20, Shade: Add a shade standard for the bus stop pad: "A minimum of 50% of the bus stop pad on southbound Scottsdale Road shall be shaded at tree maturity"
- f. Page 24, iv. Design for Cost-Effectiveness: Modify the language to a development/developer requirement that is not confused as a directive to the Street Transportation Department.

2. The applicant shall submit a Traffic Impact Study/Statement to the City for this development. The developer shall be responsible for cost and construction of all mitigation identified through the analysis. No preliminary approval of plans shall be granted until the study is reviewed and approved by the Street Transportation Department.
3. The developer shall construct all streets within and adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, median islands, landscaping, and other incidentals, as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
4. The developer shall build a bus stop pad on southbound Scottsdale Road. The pad shall be designed according to City of Phoenix Standard Detail P1260 with a depth of 10 feet.
5. The property owner shall record documents that disclose the existence and operational characteristics of Scottsdale Municipal Airport (SDL) to future owners or tenants of the property. The form and content of such documents shall be according to the templates and instructions provided which have been reviewed and approved by the City Attorney.
6. The developer shall provide documentation to the City prior to final site plan approval that Form 7460-1 has been filed for the development and that the development received a No Hazard Determination from the FAA. If temporary equipment used during construction exceeds the height of the permanent structure a separate Form 7460-1 shall be submitted to the FAA and a "No Hazard Determination" obtained prior to the construction start date.
7. In the event archaeological materials are encountered during construction, the developer shall immediately cease all ground-disturbing activities within a 33-foot radius of the discovery, notify the City Archeologist, and allow time for the Archeology Office to properly assess the materials.
8. Prior to preliminary site plan approval, the landowner shall execute a Proposition 207 waiver of claims form. The waiver shall be recorded with the Maricopa County Recorder's Office and delivered to the City to be included in the rezoning application file for record.

Staff Report: Z-40-22-2

December 2, 2022

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**Writer**

Anthony Grande

Adrian Zambrano

December 2, 2022

**Team Leader**

Racelle Escolar

**Exhibits**

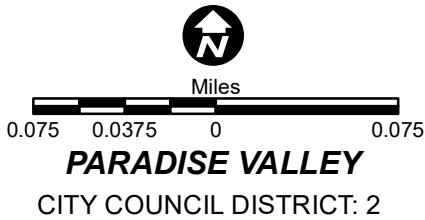
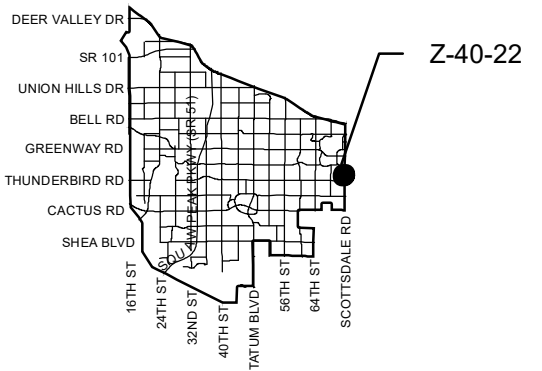
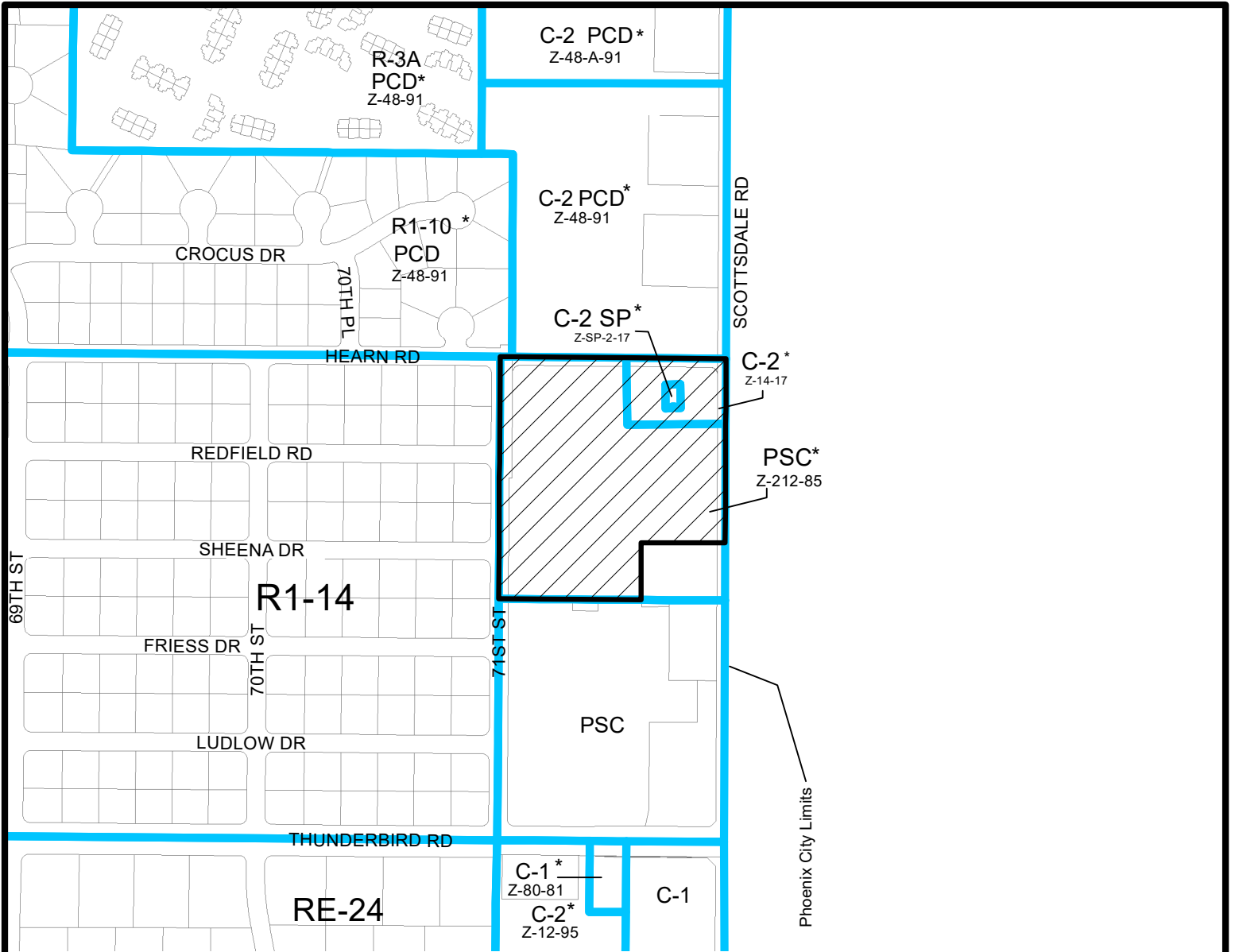
Sketch Map

Aerial Map

Conceptual Site Plan date stamped November 28, 2022

Community Correspondence (11 pages)

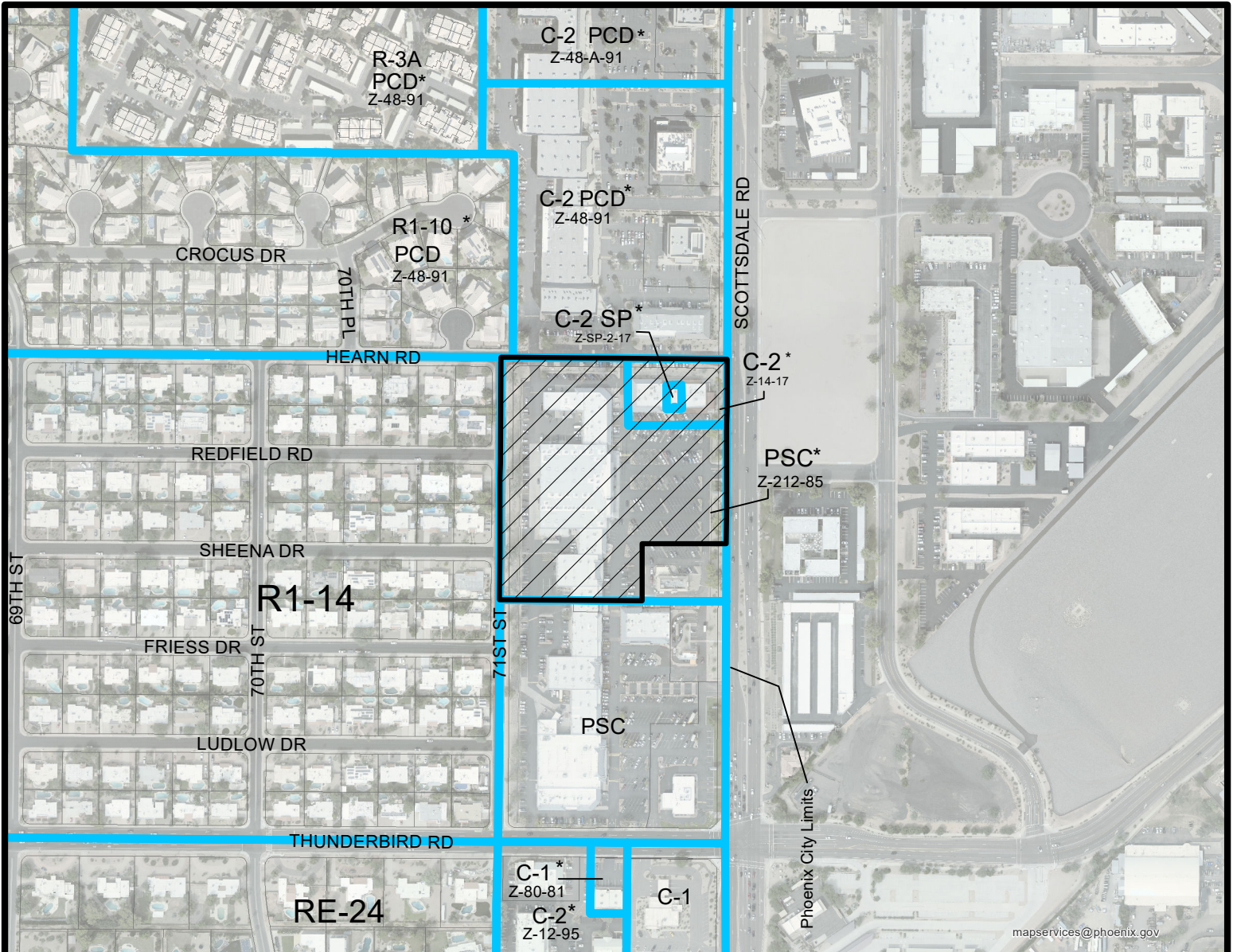
[Scottsdale Towne Square PUD Development Narrative](#) date stamped November 18, 2022



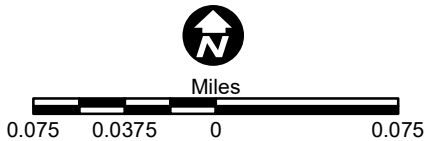
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|---|---|--|------------|-----------------------------|--|
| <b>APPLICANT'S NAME:</b> George Pasquel III   |   | <b>REQUESTED CHANGE:</b>   |            |                             |  |
| <b>APPLICATION NO.</b> Z-40-22  | <b>DATE:</b> 6/3/2022<br><b>REVISION DATES:</b>                               | <b>FROM:</b> PSC ( 7.42 a.c.)<br>C-2 ( 1.06 a.c.)<br>C-2 SP ( 0.06 a.c.) |            |                             |  |
| <small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small><br><b>8.54 Acres</b> | <table border="1"> <tr> <td>8/30/2022</td> <td>11/15/2022</td> </tr> </table> | 8/30/2022  | 11/15/2022 | <b>TO:</b> PUD ( 8.54 a.c.) |  |
| 8/30/2022   | 11/15/2022  |  |            |                             |  |
| <b>MULTIPLES PERMITTED</b><br>PSC, C-2, C-2 SP<br>PUD   | <b>CONVENTIONAL OPTION</b><br>N/A, 15, 1<br>311                               | <b>* UNITS P.R.D. OPTION</b><br>N/A, 18, 1<br>N/A                        |            |                             |  |

\* Maximum Units Allowed with P.R.D. Bonus

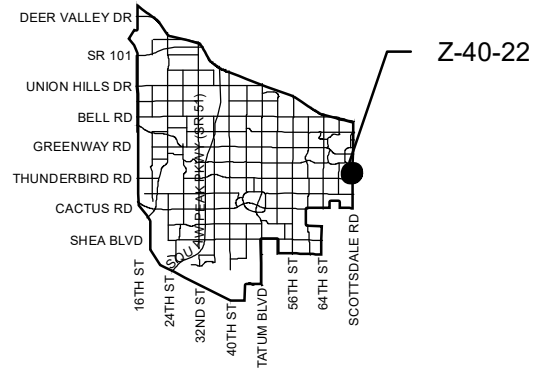




mapservices@phoenix.gov

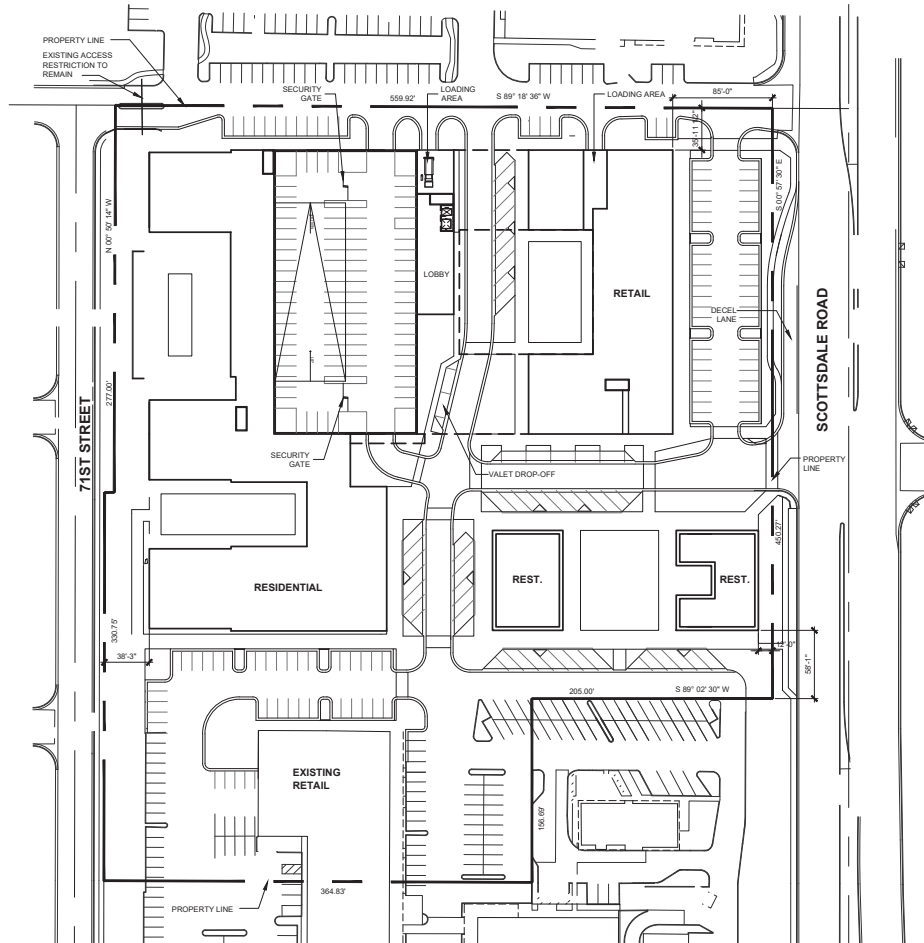


**PARADISE VALLEY**  
CITY COUNCIL DISTRICT: 2



|   |  |  |  |
|---|--|--|--|
| <b>APPLICANT'S NAME:</b> George Pasquel III   |  | <b>REQUESTED CHANGE:</b>   |  |
| <b>APPLICATION NO.</b> Z-40-22  |  | <b>FROM:</b> PSC ( 7.42 a.c.)<br>C-2 ( 1.06 a.c.)<br>C-2 SP ( 0.06 a.c.) |  |
| <small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small><br><b>8.54 Acres</b> |  | <b>TO:</b> PUD ( 8.54 a.c.)  |  |
| <b>MULTIPLES PERMITTED</b><br>PSC, C-2, C-2 SP<br>PUD   |  | <b>CONVENTIONAL OPTION</b><br>N/A, 15, 1<br>311                          |  |
|   |  | <b>* UNITS P.R.D. OPTION</b><br>N/A, 18, 1<br>N/A                        |  |

\* Maximum Units Allowed with P.R.D. Bonus



**01 SITE PLAN - LEVEL 1**  
 SCALE: 1"=50' 0 25' 50' 100'  
 REF:  NORTH

**PROJECT TEAM**

**DEVELOPER:** WOODBURY CORPORATION  
 2733 E PARLEYS WAY, SUITE 300  
 SALT LAKE CITY, UT 84109  
 801.485.7770  
 Contact: Joshua Woodbury  
 Email: josh\_woodbury@woodburycorp.com

**ARCHITECT:** NELSEN PARTNERS, INC.  
 15210 N SCOTTSDALE RD, SUITE 300  
 SCOTTSDALE, AZ 85254  
 480.949.6800  
 Contact: Jeff Brand  
 Email: jbrand@nelsenpartners.com

**PROJECT INFORMATION**

**PROPERTY ADDRESS:** 14036 N SCOTTSDALE ROAD  
 PHOENIX, AZ 85254

**PARCEL NUMBERS:** 215-57-184N

**CURRENT ZONING:** PSC

**PROPOSED ZONING:** PUD

**GROSS SITE AREA:** 8.54 ACRES

**NET LOT AREA:** 7.83 ACRES  
 (341,068 SF)

**DENSITY:** 311 DU / 8.54 ACRES or 36.5 DU/AC max.

**EXISTING BUILDING HEIGHT:** 20 FT

**PROPOSED BUILDING HEIGHT:** 68 FT

**RESIDENTIAL UNITS:** 311 UNITS

**RETAIL:** 15,000 SF

**RESTAURANT:** 15,000 SF

**EXISTING RETAIL:** 12,750 SF

**PARKING CALCULATIONS**

**PARKING REQUIRED:**

RESIDENTIAL: 405 SPACES (311 UNITS @ 1.3 / D.U.)  
 RESTAURANT: 75 SPACES (5,000 SF)  
 RETAIL: 132 SPACES (5,000 SF)  
**TOTAL: 612 SPACES**

**PARKING PROVIDED:**

SURFACE PARKING 217 SPACES

STRUCTURED

|               |                   |
|---------------|-------------------|
| LEVEL 1       | 85 SPACES         |
| LEVEL 2       | 85 SPACES         |
| LEVEL 3       | 85 SPACES         |
| LEVEL 4       | 85 SPACES         |
| LEVEL 5       | 85 SPACES         |
| <b>TOTAL:</b> | <b>425 SPACES</b> |

**TOTAL PARKING PROVIDED 642 SPACES**

**VICINITY MAP N.T.S.**



KVA: 99-37600  
 SDEV: 0101647  
 PAPP: 2109608  
 QS:

**CITY OF PHOENIX**  
**NOV 28, 2022**  
**Planning & Development**  
**Department**

Date  
 08/31/2022

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Project No.  
 20067

**A110**  
 SITE PLAN

## Enrique A Bojorquez-Gaxiola

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**To:** PDD Long Range Planning  
**Subject:** RE: Rezoning case# Z-40-22-2

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**From:** Eli Putney <[eliputney@gmail.com](mailto:eliputney@gmail.com)>  
**Sent:** Monday, August 1, 2022 10:17 AM  
**To:** PDD Long Range Planning <[pdd.longrange@phoenix.gov](mailto:pdd.longrange@phoenix.gov)>  
**Subject:** Rezoning case# Z-40-22-2

Comment for the planning committee re Z-40-22-2

I live on Redfield Rd, adjacent to the proposed project.

I submit to the committee concern of the proposed apartments having a line of sight into the backyards, pools, or private areas of the homes located in Raskin Estates. If they will have such a line of sight, I would oppose such development.

Thank you  
Eli Putney

## Enrique A Bojorquez-Gaxiola

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**Subject:** RE: Rezoning case# Z-40-22-2

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**From:** Sholom Zagelbaum <[syzagelbaum@gmail.com](mailto:syzagelbaum@gmail.com)>

**Sent:** Monday, August 1, 2022 2:51 PM

**To:** PDD Long Range Planning <[pdd.longrange@phoenix.gov](mailto:pdd.longrange@phoenix.gov)>

**Subject:** Rezoning case# Z-40-22-2

Comment for the planning committee re Z-40-22-2

We live on Redfield Rd, adjacent to the proposed project.

We submit to the committee concern of the proposed apartments having a line of sight into the backyards, pools, or private areas of the homes located in Raskin Estates. If they will have such a line of sight, we would oppose such development.

Thank you

Sholom and Penina Zagelbaum

**From:** [Wade and Joann Giles](#)  
**To:** [Anthony M Grande](#)  
**Subject:** Proposed Development of Scottsdale Town Square  
**Date:** Monday, October 17, 2022 8:13:19 AM

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Dear Sir:

We live in a single family home 1 block west of the proposed development on Hearn Road and have been here for 27 years. We love the area, the neighborhood, and the many amenities that go with living in a single family home neighborhood. Right now, the proposed area to be torn down to build multiple housing units, is busy and provides many amenities to the neighborhood.

I am greatly concerned about the proposed development in Scottsdale Town Square. I fear it will change our safe, quiet neighborhood into a jam packed, loud and busy, busy area. Not only will there be well over 300 people, but the cars which will be coming and going from this area is way too many for our streets to handle. We already have difficulty accessing Thunderbird Road at rush hour. What will happen with 300 plus people moving into this area? Will there be a traffic study done to see what the density of cars is at rush hour now? Imagine the impact of 300 more coming and going.

Further to the point of traffic, what about access to Scottsdale Road going North? There are only 2 streets to access Scottsdale Road going North from the development - Thunderbird or Acoma. From the proposed development, to go North you have to access Thunderbird to Scottsdale Road. Extremely difficult as that means left on Thunderbird **across traffic** and then left at the lights on Scottsdale Road. OR, cars will have to proceed through the entire neighboring shopping center to get to Acoma Road. What will be done to address this issue, as I know that Scottsdale Road is in Scottsdale district not Phoenix? I can see this being a huge problem!

We live on Hearn which is the street the neighborhood school is on. I am concerned about the increase of traffic coming and going as more people pick up and drop off children in the neighborhood school from the multi family housing units.

The population density in our area in the last 27 years has more than quadrupled. The number of multi family units which have been built and continue to be built is staggering in number! Have a look at The Quarter and Kierland with the gigantic high rises that have been and are continuing to be built. Just south of Thunderbird on Scottsdale Road there is a multi-family unit under construction now - I am guessing 300 plus units. Where will it end? How many is too much?

Please take into consideration the proliferation of population in this area and the impact it will have, as you consider the rezoning proposal.

Thank you for your attention to this matter!

Sincerely,

Wade and Joann Giles

6943 E Hearn Rd.

**From:** [Christina Noyes](#)  
**To:** [Anthony M Grande](#)  
**Subject:** Scottsdale - Towne Square Rezoning  
**Date:** Monday, October 17, 2022 11:05:46 AM

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Hello,

I would like to provide written comments on this proposal. I am a resident at 70<sup>th</sup> place, five houses north and west of this development.

I am strongly opposed to the height of the apartments that are closet to 71<sup>th</sup> Street and also, to the 68 feet along Scottsdale which is still too tall for this area. It is not urban, it is suburban.

The houses need more of a buffer. The apartment owners will be able to look down into the yards of the homes along 70<sup>th</sup> street. Trees are not tall enough to prevent this direct view from this height.

The 20 foot current height and current setbacks were relied upon by the homeowners who are just next door, as were the character of use as commercial. The setbacks work well to maintain the expectation of privacy a homeowner has in their backyard based on the zoning when bought.

I am also concerned that this will set a precedent for the development just north on setbacks and heights.

At the local meeting, I asked for a drone photo or line of sight study from the proposed height of the apartments at each level. None has been provided to date.

This area is being characterized as old and downtrodden, with views from the backside of the commercial buildings. As a resident, we are frequently in this area, using the stores. A facelift is fine. A complete re-characterization, is not.

Christina Noyes  
Brian Flaherty  
14238 N. 70<sup>th</sup> Place  
Scottsdale, AZ 85254  
[cnbemail@gmail.com](mailto:cnbemail@gmail.com)

**From:** [Amy Satterfield2](#)  
**To:** [Adrian G Zambrano](#)  
**Subject:** Scottsdale Towne Square Case #Z-40-22-2  
**Date:** Tuesday, November 29, 2022 9:35:56 AM

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Below please find a copy of the Kierland Community Alliance's letter sent to Jason Morris on November 20, 2022, regarding PUD Case number Z-40-22-2, Scottsdale Towne Square. This letter outlines the KCA's concerns regarding this development. Please let me know if you have any questions.

Amy Satterfield  
Vice Chair  
Kierland Community Alliance

Jason,

Our Board has reviewed the Scottsdale Towne Square application, revisiting our conversations with you, George and Jeff on Oct. 4., along with comments shared in the community Zoom call and input received from neighbors directly affected by this development.

While we believe we are getting closer to a project the Kierland Community Alliance can support, and although we appreciate your efforts on bringing this in line with other developments in the area, particularly those that are directly adjacent to single-family homes, our primary concern remains the maximum height of the development currently drafted at 68'. As Wayne stated in a letter/email dated July 23, 2021, we firmly believe the maximum height for a project adjacent to single family homes should not exceed 56'. This is in line with The Manor development precedent south of Thunderbird, as well as the tiered height restrictions adopted with the Kierland Sky development off Kierland Blvd.

Ancillary to this we would also like to see specific language added to the proposal to further clarify some of the features you have already agreed to verbally.

Below is a brief overview of what the KCA would need to see, in order to support your proposal with the city and the neighborhood.

- Reduction in height to a maximum roof line of 56' (The height on your comparative zoning table say 78' max height.)
- 3" caliber trees with 20' center on all perimeter trees. The current plan indicates mesquite and palo verde trees along the 71st Street frontage. As these trees do not have dense foliage, they will not provide adequate visual buffer for adjacent residences. We would request more dense trees like Chinese Elm, Southern Live Oak, Indian Laurel, Ficus, etc.
- No pedestrian access along 71st Street
- In exchange for balconies at the 2-story level, no balconies on the 4th story as at these heights, view lines in the residential yards are not able to be obstructed by the tree line.
- 85% non reflective glass on all windows
- Solid fence along 71st Street
- No lighted signage on the West side of the property.

As mentioned in a previous email, we would also like clarification/documentation on the

following items:

- Will there be a deceleration lane southbound on Scottsdale Road approaching the turn off to the West before Thunderbird?
- What are the parking ratios relative to city requirements?
- Where will the dog park be located?
- Have you completed a traffic study? If yes, please provide to us.
- Are the drone photographs completed? If yes, please provide to us.
- In the email dated, July 23, 2021, Wayne asked for further clarification regarding your intentions on the southern portion of the property. This is not made clear in the PUD application.
- We would appreciate some language in the proposal confirming that this will not be redeveloped and built any higher than the existing retail. Would the developer be open to creating a deed restriction on that portion of the property to assure nothing will be developed above the existing height on that section of the property?

We thank you for the willingness of your team and the Woodburys to conduct open and productive conversations with representatives from the Kierland Community Alliance Board.

We recognize and appreciate the accommodations you have already made in those conversations.

These include:

- wrapping the parking garage and moving it away from the single-family homes
- tiering the development height up toward Scottsdale Rd.
- upgrading the landscaping along 71st St.
- removing balconies on the 2nd and 3rd story west facing units
- not having rooftop amenities.

While this is not impactful on your development and will be handled by the neighborhood, as an adjacent property owner, we would appreciate written support for the following:

- No parking signs along the eastern side of 71st Street.
- Closure of street rather than gated access at Hearn Rd. and 71st Street.

Jason, in speaking with Jeff recently, he asked if we would clarify our support of the project as is currently submitted. With the concerns regarding the proposed height being paramount, we are not able to support the project in its current form. We do, however feel if this and the other issues can be resolved, we could provide support for this project moving forward.

Please feel free to reach out if you have and questions. We look forward to hearing from you.

On behalf of the Kierland Community Alliance Board, thank you.

Amy Satterfield  
Vice Chair  
Kierland Community Alliance



**From:** [Adrian G Zambrano](#)  
**To:** [Adrian G Zambrano](#)  
**Subject:** 2022-11-30 - Opposition - Christina Noyes  
**Date:** Wednesday, November 30, 2022 3:38:57 PM

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**From:** Christina Noyes <[cmnoyes@gustlaw.com](mailto:cmnoyes@gustlaw.com)>  
**Sent:** Wednesday, November 30, 2022 2:16 PM  
**To:** PDD Long Range Planning <[pdd.longrange@phoenix.gov](mailto:pdd.longrange@phoenix.gov)>  
**Subject:** Scottsdale Town Square - 12/5 vote

Hello,

I am a neighbor only a few houses away from this development. I am strongly concerned about the view lines from the apartments into the yards of the neighboring single family homes along 71<sup>st</sup> street, even with the proposed setback and changes.

I have suggested a drone view from the height and set-back for each apartment level, so that the homes could further evaluate the impact of the levels and proposed set backs. I have not received one and the proposal does not include one. The site views in the application do not fully show the apartments facing the homes.

The desert trees proposed are high enough or dense enough to block the view.

Christina Noyes  
Brian Flaherty  
[cnbemail@gmail.com](mailto:cnbemail@gmail.com)  
14238 N. 70<sup>th</sup> Place  
Scottsdale, AZ 85254

## Nayeli Sanchez Luna

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**Subject:** FW: rezoning at townsquare, Scottsdale Rd and Hearn

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**From:** Christine Blunt <[cab2046@gmail.com](mailto:cab2046@gmail.com)>

**Sent:** Friday, December 2, 2022 9:55 AM

**To:** PDD Long Range Planning <[pdd.longrange@phoenix.gov](mailto:pdd.longrange@phoenix.gov)>

**Subject:** rezoning at townsquare, Scottsdale Rd and Hearn

Please do NOT rezone this. There are many many apartment complexes being built in the aea. We do NOT need another one. I am a resident of the area. I do NOT want this. This will overload an already maxed out sewer system, etc.

Christine Blunt

November 8, 2022

Dear Councilman Waring:

For many years I lived near the intersection of Scottsdale Road and Thunderbird in Phoenix and have watched with concern as retail has struggled in north Phoenix. The recent loss of much of Paradise Valley Mall is an example.

That's why I am supporting efforts to redevelop a portion of Scottsdale Towne Square. As the nine-year COO of the Barrett-Jackson Collector Car Auto Auction, I appreciate the need to bring in new residential to support retail. In the age of Amazon this is essential.

Updating the shopping center would also reduce the Sunday morning traffic challenges that come with the church that is located there.

I think the entire shopping center could benefit from an update that would come with redevelopment. In fact, the entire area needs a little TLC and surrounding businesses need a new supply of customers. I chose to live in the area because I appreciate the quality of life. This proposed redevelopment will reinvigorate existing retail, and create quality public spaces.

As one of your constituents, I hope you will approve the zoning that would make this project a reality and improve the quality of life for the entire area.

Sincerely,

A handwritten signature in black ink, appearing to read 'Nick Cardinale', with a large, sweeping flourish extending upwards and to the right.

Nick Cardinale  
Immediate Past COO  
Barrett-Jackson Collector Car Auction  
Phoenix, AZ



