

CITY COUNCIL REPORT



Meeting Date: April 14, 2015
 General Plan Element: *Character and Design*
 General Plan Goal: *Use Community goals, character and context to determine development appropriateness*

ACTION

Skysong

26-ZN-2004#2

Request to consider the following:

1. Adopt Ordinance No. 4195 approving a Zoning District Map Amendment to the original zoning case (26-ZN-2004), including amendments to the P-C Development Plan, site development standards and P-C comparable zoning districts; including but not limited to, increasing the allowed building height from 60 feet (exclusive of rooftop appurtenances) to 90 feet (exclusive of rooftop appurtenances), adding building setback and stepback requirements for buildings in excess of 60 feet in height, amending the Permitted Uses, and eliminating the Regional Shopping Center (C-S) and Commercial Office (C-O) zoning districts from the list of P-C comparable zoning districts, finding that the Planned Community District (P-C) criteria have been met and that the zoning district map amendment is consistent with and conforms to the adopted General Plan for a 40 +/- acre site located at the southeast corner of N. Scottsdale Road and E. McDowell Road.
2. Adopt Resolution No. 10057 declaring "Skysong Development Plan," as a public record.

Key Items for Consideration

- 2001 General Plan
- Southern Scottsdale Character Area Plan (SSCAP)
- Introduces 90-foot building height (exclusive of rooftop appurtenances) to the McDowell Corridor
- No increase in floor area proposed (previously approved Floor Area Ratio (FAR) to be maintained)
- Additional setbacks, stepbacks and open space proposed for buildings in excess of 60 feet in height
- Massing along perimeter streets
- Existing infrastructure sufficient to accommodate anticipated use mix
- Public comment in support and opposition received by staff
- Development Review Board considered this case on February 19, 2015 and recommended approval with a unanimous vote of 7-0.
- Planning Commission heard this case on March 4, 2015 and recommended approval with a unanimous vote of 7-0.

OWNER

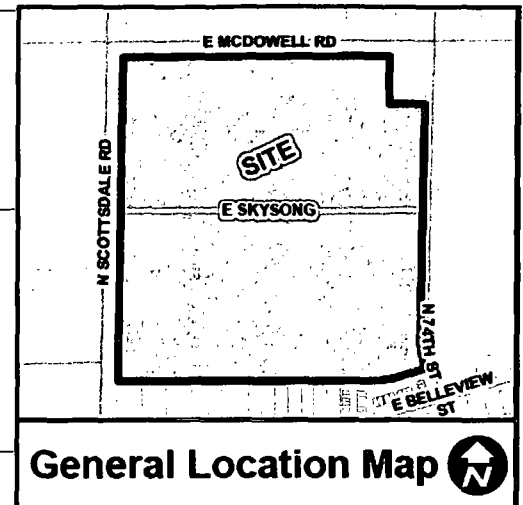
City of Scottsdale
480-312-7064

APPLICANT CONTACT

John Berry
Berry Riddell & Rosensteel LLC
480-385-2757

LOCATION

1301 N Scottsdale Rd



BACKGROUND

General Plan

The 2001 General Plan Land Use Element designates the project site as Mixed-Use Neighborhoods, which supports higher density residential, retail, office and service uses. Properties with this designation are typically located in areas with access to multiple modes of transportation and major regional access and services. No General Plan amendment is proposed or required as part of this request.

Southern Scottsdale Character Area Plan (SSCAP)

Adopted in October of 2010 as a supplement to the General Plan, the SSCAP is a policy document that offers guidance to the Southern Scottsdale community regarding future growth and development decisions. It is essentially a framework for citizens, business owners and public officials to ensure that revitalization and redevelopment fulfills the community's vision and values.

In the Project Narrative, the applicant cites many goals and policies from the Land Use and Character and Design sections of the SSCAP and describes how the proposal responds to those goals and policies. In the SSCAP, Skysong is designated as a "Regional Center" and the site is also part of the Los Arcos Redevelopment Area, which was approved in 1996 in an effort to jumpstart revitalization and redevelopment along the McDowell Road Corridor. The "Regional Center" designation in the SSCAP suggests Skysong is appropriate for higher intensity development, greater density and vertical mixed-use. Policies LU 5.1 and 5.2.2 of the SSCAP suggest that "the most intense levels of reinvestment, revitalization and infill development" should occur within Regional Centers, and that Regional Centers "should focus on dining, employment, business incubation, technology and innovation services, entertainment, higher density vertical mixed-use residential with supporting office, commercial and retail development". Goal LU 1.3 recommends providing "flexibility in residential and mixed-use development standards to encourage revitalization of properties within higher density areas of Southern Scottsdale". Additionally, Skysong serves as an "incubator" for new and fledgling businesses in need of office, meeting space and technical

facilities; and provides a direct connection to the array of resources available through the ASU Foundation.

Zoning

This site is zoned Planned Community District (P-C). The original zoning case (26-ZN-2004) established the P-C District as well as the comparable zoning districts, amended site development standards, design guidelines and permitted uses for the +/- 40-acre project site. The comparable P-C zoning districts originally selected for this site were Planned Regional Center (PRC), Industrial Park (I-1), Commercial Office (C-O), and Regional Shopping Center (C-S). This request would consolidate land uses and eliminate the C-S and C-O zoning districts, leaving only PRC and I-1 as the underlying zoning districts for the Skysong project.

Context

The subject property is located at the southeast corner of N. Scottsdale Road and E. McDowell Road and is surrounded by a variety of uses. To the north are existing Vehicle Sales and Leasing uses, zoned Highway Commercial District (C-3) and General Commercial District (C-4); to the east is a recently approved multi-family residential (under construction) zoned Planned Community District (P-C); to the south is existing multi-family residential, zoned Multi-Family Residential District (R-5); and to the west is Mixed-Use Commercial, zoned Highway Commercial District.

Other Related Policies, References:

- 2001 General Plan
- 2010 Southern Scottsdale Character Area Plan (SSCAP)
- 26-ZN-2004: Approval of a Planned Community District (P-C) with amended site development standards

APPLICANTS PROPOSAL

Goal/Purpose of Request

The applicant seeks approval to amend the Skysong P-C Development Plan. The request includes, but is not limited to, amendments to the previously approved amended PRC site development standards, a revised master site plan and amendments to the previously approved project design guidelines.

The most significant amendment proposed is an increase to the maximum allowed building height from the previously approved 60 feet (exclusive of rooftop appurtenances) to 90 feet (exclusive of rooftop appurtenances). The additional height above 60 feet is only proposed for the north half of the project, north of Skysong Blvd. Any future buildings south of Skysong Blvd. must conform to the originally approved maximum building height of 60 feet (exclusive of rooftop appurtenances). The applicant proposes an "Incentive Zone" north of Skysong Blvd. that would require additional building setbacks, stepbacks to create differentiation in building planes and additional open space in exchange for building height in excess of 60 feet. The project design guidelines have been strengthened to address such issues as massing, architectural character, pedestrian circulation, enhancement of the public realm, and potential steps that can be taken to preserve the Skysong structure as a focal point for the project.

Development Information

- Existing Use: Mixed-Use Development
- Proposed Use: Same
- Parcel Size: +/- 40 gross acres
- Building Height Allowed: 60 feet (exclusive of rooftop appurtenances)
- Building Height Proposed: 90 feet (exclusive of rooftop appurtenances; maximum 108 feet inclusive of rooftop appurtenances)
- Floor Area Ratio Allowed: *0.8
- Floor Area Ratio Proposed: No change
- Open Space Required: 20% of net lot area
- Open Space Provided: 20% of net lot area, plus 500 square feet of additional open space for every foot of building height over 60 feet (maximum 25%; per building requirement)
- Density Allowed: 2,000 square feet of gross lot area per dwelling unit
- Density Proposed: No Change

*FAR based on the net lot area indicated in the original P-C Development Plan, approved as part of case 26-ZN-2004.

IMPACT ANALYSIS

Land Use

Skysong is and will continue to be a mixed-use development. Currently, there are 325 multi-family residential units and approximately 455,976 square feet of office, research and development, and retail uses on the site. The amendment is proposed to respond to current market trends and to provide space for major corporations that have in the past expressed interest in locating at Skysong, but require large amounts of floor area that currently are not available. At build-out, approximately 1.2 million square feet of commercial and retail floor area is anticipated; with the potential for additional high-density residential as well.

With the proposed maximum building height of 90 feet (exclusive of rooftop appurtenances), this request would introduce a significant vertical presence to the McDowell Corridor. Skysong is already approved for building heights up to 60 feet; however, most of the existing buildings on the McDowell Corridor, and elsewhere around the project site, are primarily single-story commercial and two or three story residential, with maximum heights of 40 feet or less. As buildings get closer to the major street frontages, the impacts of height and massing become more evident and contextual compatibility comes into question. Preservation of the pedestrian areas also becomes more critical; as such, steps must be taken to ensure the pedestrian areas will not be adversely impacted by the proposed building heights.

As part of this request, the applicant is also proposing to amend the P-C comparable zoning districts

and the permitted uses for the project. Initially, there were four comparable zoning districts selected for the Skysong P-C: Planned Regional Center (PRC), Industrial Park (I-1), Commercial Office (C-O), and Regional Shopping Center (C-S). Since 2004, all of the comparable zoning districts identified for this project have been amended to improve readability, consolidate land uses and respond to current market trends. As a result of that effort, two of the districts (C-O and C-S) have become obsolete and are no longer necessary for Skysong. This action would eliminate those two districts from the P-C comparable zoning district list, and eliminate the original "ASUF/COS Permitted Use List" included as part of the 2004 Development Plan. The permitted uses for PRC and I-1 allow for all anticipated uses for the Skysong project, and give the applicant enough flexibility to respond to current land use tendencies.

PCD Findings

Pursuant to Section 5.2104 of the Zoning Ordinance, approval of a P-C District, or an amendment to an existing P-C District, must include satisfaction of specific findings in an effort to ascertain if the proposed development plan is consistent with the General Plan and contextually compatible with the surrounding neighborhood. Findings are as follows:

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.

- Skysong is located in a designated "Growth Area" per the General Plan, and is therefore appropriate for planned developments with a focus on mixed-use. Additionally, "Growth Areas" are intended to support a variety of land uses, and are oriented to multi-modal activities.

Skysong is designated as "Mixed-Use Neighborhoods" in the 2001 General Plan, and is also designated as a "Regional Center" in the SSCAP. Both these designations suggest higher intensity horizontal and vertical mixed-use may be appropriate for this location. A retail pad building is anticipated that will eventually provide a restaurant and additional retail; which should further strengthen the mixed-use character of the project, and provide needed services to not only the project but also the surrounding neighborhood. If the potential adverse effects of increased building height can be successfully mitigated through the use of strict design guidelines and amended site development standards, the proposal should be in harmony with the character of the surrounding area. No public facilities were anticipated or required as part of the original zoning entitlement.

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

- All streets and infrastructure for this project are already in place. No increase in the overall floor area is proposed as part of this request; only additional building height and related building setbacks and setbacks. Transportation Planning has reviewed the proposal and finds that it will not adversely affect existing service levels. In the project narrative, the applicant cites analysis from the 2004 Traffic Impact Analysis (TIMA); which stated that "the assumed development plan will not adversely impact the

surrounding street system.” This assessment would still appear to be accurate, as no additional floor area is proposed as part of this request.

C. The Planning Commission and City Council shall further find that the facts submitted with the application and presented at the hearing establish beyond 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 previous zoning entitlement in 2004 anticipated a residential density consistent with the standard requirement in the PRC zoning district. There is an existing apartment complex on the site at the southeast corner of the project that affords employees of the companies currently operating at Skysong the opportunity to live within walking distance of their place of employment. The Scottsdale School District reviewed the development plan in 2004 and concluded existing facilities were sufficient to accommodate the anticipated density for this project at build-out. No additional residential is proposed as part of this request.
- 2. 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.**
 - This proposal can add to the stability and desirability of the project by adding open space and creating architectural settings with greater variety, stepbacks and building mass articulation than is currently possible under the existing development plan. Currently, there are three buildings on the site, providing tenant space for office, technology, research and development, and retail uses. The office/retail buildings, combined with the multi-family residential create a true mixed-use project. A series of wide sidewalks and pedestrian plazas contribute the creation of a pedestrian-friendly and walkable environment.
- 3. In the case of proposed commercial, institutional, 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 Scottsdale/McDowell intersection is the heart of southern Scottsdale, a gateway and a regionally important activity center. The McDowell Corridor has historically been primarily a suburban neighborhood. Skysong has introduced a more urban

character and scale to the area since its inception in 2004. An active, urban environment is a key component to Skysong's identity. Iconic building presence will promote that identity; however, it will also introduce a scale of development that is likely exclusive to Skysong that may not be realistic elsewhere on the McDowell Corridor. In this regard, Skysong is establishing a character that is unique to the area, but is also consistent with the design goals of the project. The proposed amended development standards, specifically the increased setbacks and stepbacks required for additional height and the implementation of stricter design guidelines will help to ensure that the project remains in harmony with the surrounding areas.

Amended Site Development Standards (ASDS)

As part of a Planned Community District application, or subsequent amendment to an existing P-C District, an applicant may request amendments to certain site development standards in an effort to accommodate flexibility in design of a project. The Planned Regional Center (PRC) district development standards govern development for this project, and in 2004 ASDS were approved as part of the original zoning entitlement. The applicant for this case is seeking approval for additional amendments to the original ASDS in order to provide greater flexibility and respond to current market trends. A summary of the existing and proposed ASDS is provided in the table below.

PRC Site Development Standard (Zoning Ordinance Section 5.2606)	Required/Allowed	Previously Approved (26-ZN-2004)	Proposed Amendment (26-ZN-2004#2)
<i>Building Height</i>	60 feet (exclusive of rooftop appurtenances; 90 feet inclusive of rooftop appurtenances subject to specific criteria)	60 feet (exclusive of rooftop appurtenances)	90 feet (exclusive of rooftop appurtenances; up to 108 feet maximum to top of rooftop appurtenances)

<i>Building Setback (Front Yard; N. Scottsdale Road)</i>	None (building location determined by frontage open space)	No change	<p>Up to 60 feet in height: 30 feet from back of curb</p> <p>Up to 90 feet in height (within proposed "Incentive Zone" north of E. Skysong Blvd.):</p> <ul style="list-style-type: none">• *30 feet from back of curb with stepback• *35 feet from back of curb with reduced stepback• *40 feet from back of curb with further reduction of stepback• *45 feet from back of curb with no stepback <p><i>*See Building Stepback requirements on following page for specifics</i></p>
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<p><i>Building Setback (Side and Rear Yards; E. McDowell Road, N. 74th Street, and south property line)</i></p>	<p>Adjacent to a residential district boundary: 50 feet</p> <p>Where not adjacent to residential district boundary: None required (building location determined by frontage open space)</p>	<p>Adjacent to a residential district boundary: 50 feet, plus 2 additional feet of setback for each foot of building height over 36 feet</p> <p>Where not adjacent to residential district boundary: No change</p>	<p>Adjacent to residential district boundary (south property line): No change</p> <p>Where not adjacent to residential district boundary:</p> <p>Up to 60 feet in height: 30 feet from back of curb</p> <p>Up to 90 feet in height (within proposed “Incentive Zone” north of E. Skysong Blvd.):</p> <ul style="list-style-type: none"> • *30 feet from back of curb with stepback • *35 feet from back of curb with reduced stepback • *40 feet from back of curb with further reduction of stepback • *45 feet from back of curb with no stepback <p><i>*See Building Stepback requirements on following pages for specifics</i></p>
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<p><i>Stepbacks Where not adjacent to a residential district boundary (Front yard, Scottsdale Road)</i></p>	<p>1:2 vertical rise to horizontal run beginning at 36 feet above the property line</p>	<p>No change (not applicable in 2004)</p>	<p>Up to 60 feet in height: None required</p> <p>60 to 90 feet in height:</p> <ul style="list-style-type: none"> • 15 feet (beginning at 45 feet in height, with 30-foot setback) • 10 feet (beginning at 45 feet in height, with 35-foot setback) • 5 feet (beginning at 45 feet in height, with 40-foot setback) • None (with 45-foot setback)
<p><i>Stepbacks where not adjacent to a residential district boundary (side and rear yards, McDowell Road and 74th Street)</i></p>	<p>2:1 vertical rise to horizontal run beginning at 36 feet above the property line</p>	<p>No change (not applicable in 2004)</p>	<p>Up to 60 feet in height: None required</p> <p>60 to 90 feet in height:</p> <ul style="list-style-type: none"> • 15 feet (beginning at 45 feet in height, with 30-foot setback) • 10 feet (beginning at 45 feet in height, with 35-foot setback) • 5 feet (beginning at 45 feet in height, with 40-foot setback) • None (with 45-foot setback)

<i>Required Open Space</i>	<p>Minimum 10% of net lot area of the Development Plan up to 12 feet in height, plus .004 X net lot area for each foot of building height over 12 feet (not required to exceed 20% of net lot area; with 1% of net lot area set aside as courtyard; For buildings over 60 feet in height, add a minimum of .05 X net lot area)</p>	<p>Minimum 20% of net lot area (with minimum 1% of net lot area set aside as a courtyard)</p>	<p>Minimum 20% of net lot area up to 60 feet in height 500 square feet of additional open space for each foot of building height over 60 feet in height (in addition to standard requirement of 20%; with minimum 1% of net lot area set aside as courtyard; up to 25% of net lot area)</p>
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Traffic/Trails

A Traffic Impact Analysis was prepared for the project in 2004. The report analyzed traffic impacts for all potential land uses, as well as a 10% and 25% transit use assumption. The study concluded that the assumed development plan would not adversely impact the surrounding street system. The amended development plan does not affect traffic volumes, as no additional floor area is proposed. As such, no amendment to the original TIMA was required.

Water/Sewer

The City, as owner of the property, installed all water and sewer infrastructure during the initial phases of development sufficient to handle demand at the time of build-out. No additional floor area is proposed as part of this request that would strain the capacity of existing infrastructure.

Open Space

Currently, a minimum of 20% of the net lot area is required to be set aside as open space; with 1% of the net lot area to be set aside as courtyard space. Open space for the project is cumulative, meaning it is being provided on a phase by phase basis. A running tab of the open space is being maintained as each phase of development is processed. As part of this request, the applicant proposes an additional open space requirement (above and beyond the 20% requirement) of 500 square feet for each foot of building height in excess of 60 feet as “incentive” for greater height. The additional 500 square feet per foot of height would be required per building, which could result in open space well beyond 20% of the net lot area being provided at build-out (maximum 25%).

Though not required as part of the PRC development standards, the applicant has agreed to include a requirement for private outdoor living space for any future residential. The standard requirement in other districts of similar intensity is 60 square feet per unit with a minimum dimension of six feet. This requirement would not apply to any future hotel use.

Community Involvement

Property owners within 750 feet of the site have been notified of the applicant's request and the site is posted with the required signage. Additionally, the applicant held an Open House at Skysong on 8/19/14 from 5:00 PM to 6:00 PM. Nine interested parties attended the Open House and according to the applicant's Citizen Review & Neighborhood Involvement Report, all indicated support for the proposal. The applicant also reached out to the Board of Directors of the Scottsdale Gateway Alliance to gather input and suggestions regarding the proposal. Per the applicant's report, the Scottsdale Gateway Alliance was supportive of the plan. Staff has received written correspondence in support and opposition of the proposal (refer to Attachment #7).

Policy Implications

- Introduces 90-foot building height (exclusive of rooftop appurtenances) to the McDowell Corridor.
- PRC and I-1 comparable zoning districts govern future land use and development

OTHER BOARDS & COMMISSIONS

Development Review Board (DRB)

The DRB considered this case at their 2/19/15 hearing. After a brief presentation from staff and the applicant, there was one question regarding the proposed "Incentive Zone". The Board member inquired as to whether or not the "Incentive Zone" was part of the original zoning approval. The applicant responded that it was not. There was no further discussion.

Planning Commission

Planning Commission heard this case on March 4, 2015 and recommended approval with a unanimous vote of 7-0.

OPTIONS & STAFF RECOMMENDATION

Recommended Approach:

1. Adopt Ordinance No. 4195 approving a Zoning District Map Amendment to the original zoning case (26-ZN-2004), including amendments to the P-C Development Plan, site development standards and P-C comparable zoning districts; including but not limited to, increasing the allowed building height from 60 feet (exclusive of rooftop appurtenances) to 90 feet (exclusive of rooftop appurtenances), adding building setback and stepback requirements for buildings in excess of 60 feet in height, amending the Permitted Uses, and eliminating the Regional Shopping Center (C-S) and Commercial Office (C-O) zoning districts from the list of P-C comparable zoning districts, finding that the Planned Community District (P-C) criteria have been met and that the zoning district map amendment is consistent with and conforms to the adopted General Plan for a 40 +/- acre site located at the southeast corner of N. Scottsdale Road and E. McDowell Road.
2. Adopt Resolution No. 10057 declaring "Skysong Development Plan," as a public record.


RESPONSIBLE DEPARTMENT

Planning and Development Services
Current Planning Services

STAFF CONTACT

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

APPROVED BY



Greg Bloembergen, Report Author

3-19-15

Date



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

3/30/2015

Date



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

3/31/15

Date

ATTACHMENTS

1. Ordinance No. 4195
 - Exhibit 1. Stipulations
 - Exhibit 2. Zoning Map
2. Resolution No. 10057
 - Exhibit A. Skysong Development Plan
3. Additional Information
4. Context Aerial
- 4A. Aerial Close-Up
5. General Plan Map
6. 2004 ASUF/COS Permitted Uses List (to be voided)
7. Citizen Involvement
8. City Notification Map
9. February 19, 2015 Development Review Board Minutes
10. March 4, 2015 Planning Commission Minutes

ORDINANCE NO. 4195

AN ORDINANCE OF THE CITY 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. 26-ZN-2004#2 TO AMEND THE ORIGINAL ZONING CASE (26-ZN-2004), INCLUDING AMENDMENTS TO THE PLANNED COMMUNITY DISTRICT (P-C) DEVELOPMENT PLAN, SITE DEVELOPMENT STANDARDS AND THE COMPARABLE ZONING DISTRICTS; INCLUDING BUT NOT LIMITED TO, INCREASING ALLOWED BUILDING HEIGHT FROM 60 FEET (EXCLUSIVE OF ROOFTOP APPURTENANCES) TO 90 FEET (EXCLUSIVE OF ROOFTOP APPURTENANCES) AND ADDING BUILDING SETBACK, STEPBACK AND OPEN SPACE REQUIREMENTS FOR BUILDINGS IN EXCESS OF 60 FEET IN HEIGHT, AMENDING THE PERMITTED USES, AND ELIMINATING THE REGIONAL SHOPPING CENTER (C-S) AND COMMERCIAL OFFICE (C-O) ZONING DISTRICTS FROM THE LIST OF COMPARABLE ZONING DISTRICTS FOR A 40+/- ACRE SITE LOCATED AT THE SOUTHEAST CORNER OF N. SCOTTSDALE ROAD AND E. MCDOWELL ROAD.

WHEREAS, the Development Review Board held a public meeting on February 19, 2015 and made the required recommendations; and

WHEREAS, the Planning Commission held a public hearing on March 4, 2015, and made the required recommendations; and

WHEREAS, the City Council held a hearing on April 14, 2015; and

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

WHEREAS, it is now necessary that the comprehensive zoning map of the City of Scottsdale ("District Map") be amended to conform with the decision of the Scottsdale City Council in Case No. 26-ZN-2004#2.

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

Section 1. The Planning Commission has made findings in conformance with the requirements of the P-C District and the City Council now also finds as follows:

- 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.
- 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.
- C. That the facts submitted with the application and presented at the hearing establish beyond 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.

2. 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.
3. In the case of proposed commercial, educational, cultural, recreational and other nonresidential 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.

Section 2. That the zoning "District Map" adopted as a part of the Zoning Ordinance of the City of Scottsdale, showing the zoning district boundaries on a 40 +/- acre parcel located at the southeast corner of N. Scottsdale Road and E. McDowell Road, marked as "Site" (the Property) on the map attached as Exhibit 2, is amended from the original zoning case (26-ZN-2004) approved by Ordinance No.3629 as follows: 1) Eliminating the Regional Shopping Center (C-S) and Commercial Office (C-O) comparable zoning districts from the list of P-C comparable zoning districts; 2) Maintaining the Planned Regional Center (PRC) and Industrial Park(I-1) districts as comparable zoning districts and amending the permitted uses by eliminating the previously approved ASUF/COS Permitted Uses List and allowing all uses permitted in the PRC and I-1 comparable zoning districts; 3) Amending the Development Plan by eliminating the previously approved development plan and approving an amended development plan by adopting and incorporating that certain document entitled "SkySong Development Plan," declared a public record by Resolution No. 10057, into this ordinance by reference as if fully set forth herein; and 4) Amending the development standards by eliminating the previously approved development standards and approving modified development standards from the Planned Regional Center (PRC) comparable zoning district, as fully set forth in the "SkySong Development Plan," incorporated herein by reference, which include, but are not limited to modified development standards that increase the maximum allowed building height from 60 feet (exclusive of rooftop appurtenances) to 90 feet (exclusive of rooftop appurtenances), and add additional building setback and step-back requirements for buildings in excess of 60 feet in height.

Section 3. That the above 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 14th day of April, 2015.

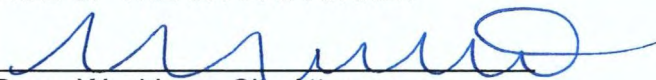
ATTEST:

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: Sherry R Scott, Deputy City Attorney

Stipulations for the Zoning Application:

Skysong

Case Number: 26-ZN-2004#2

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

(Changes made after Planning Commission are shown in ~~strikethrough~~ and **Bold Caps**.)

GOVERNANCE

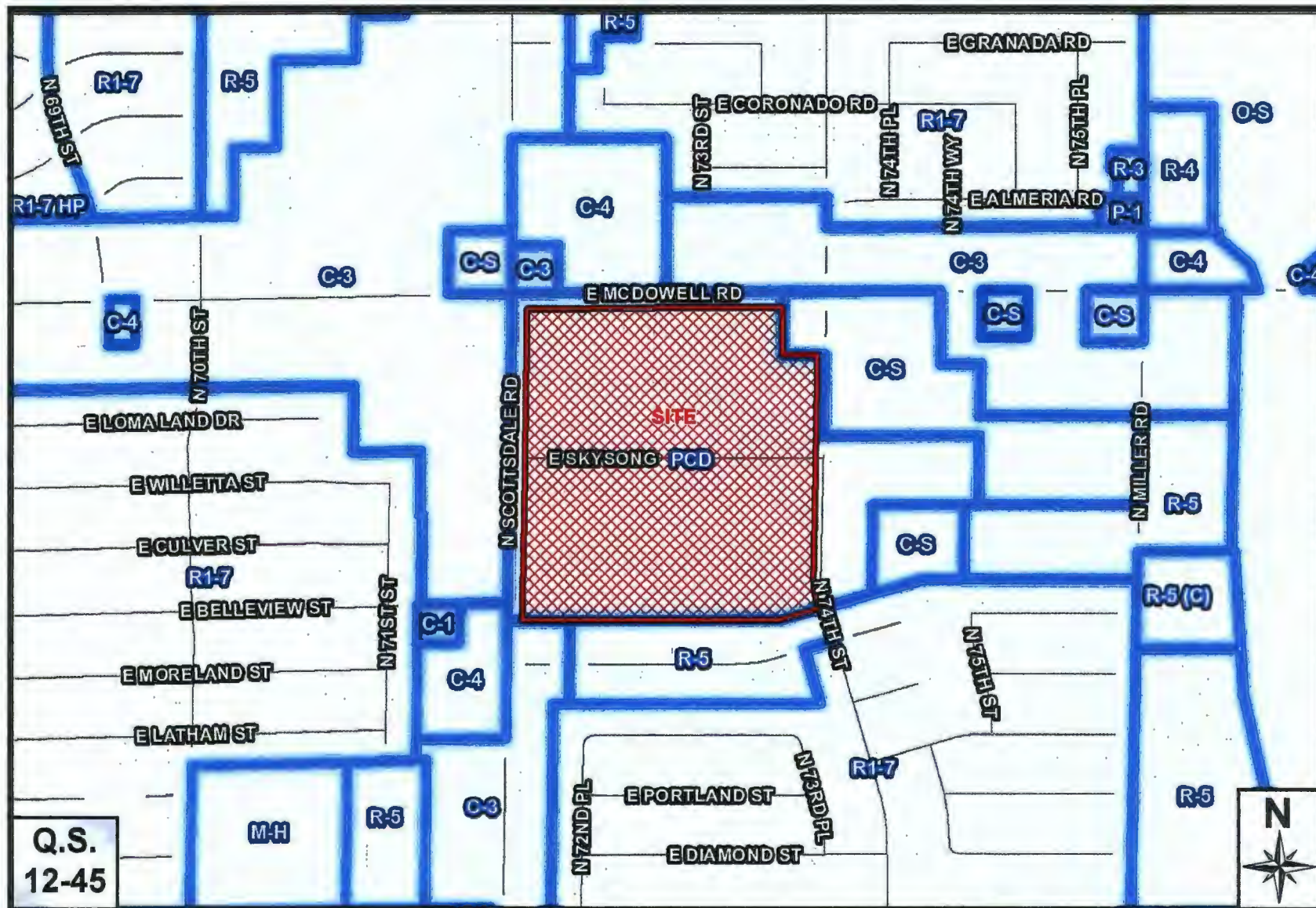
- ~~1. Except as amended below, the stipulations from case 26-ZN-2004 shall continue to apply to this project.~~

SITE DESIGN

2. CONFORMANCE TO AMENDED DEVELOPMENT PLAN. Development shall conform to the amended Development Plan, entitled "Skysong Development Plan" which is on file with the City Clerk and made a public record by Resolution No. 10057, and incorporated into these stipulations and ordinance by reference as fully set forth herein. Any proposed significant changes to the Development Plan, as determined by the Zoning Administrator, shall be subject to additional public hearings before the Planning Commission and City Council.
3. CONFORMANCE TO AMENDED DEVELOPMENT STANDARDS. Development shall conform to the amended Planned Regional Center (PRC) site development standards that are included as part of the Development Plan. The amended site development standards included as part of the "Skysong Development Plan" shall supersede the amended site development standards included in Section 4.2 of the original "Planned Community District Development" approved as part of case 26-ZN-2004. Any future changes to the site development standards shall be subject to additional public hearings before the Planning Commission and City Council.
4. ~~PCD P-C~~ **COMPARABLE ZONING DISTRICTS**. As part of this amendment, the Regional Shopping Center (C-S) and Commercial Office (C-O) zoning districts are eliminated **AS COMPARABLE ZONING DISTRICTS** and shall no longer apply to the Skysong project. The ~~PCD P-C~~ comparable zoning districts Planned Regional Center (PRC) and Industrial Park (I-1) shall govern all future land uses and development. The original "ASUF/COS Permitted Uses List" in Section 4.1 of the ~~"Planned Community Center Development Plan"~~, approved as part of case 26-ZN-2004, shall ~~become~~ **BE** void.
5. BUILDING HEIGHT LIMITATIONS. No building on the site shall exceed 90 feet in height (exclusive of rooftop appurtenances, up to maximum of 108 feet), measured as provided in the applicable section of the Zoning Ordinance. No building south of Skysong Blvd. shall exceed 60 feet in height (exclusive of rooftop appurtenances, as specified in Section 7.105 of the Zoning Ordinance).
6. BUILDING SETBACKS. A minimum 30-foot building setback from back of street curb shall be provided adjacent to all perimeter streets. For buildings in excess of 60 feet in height,

additional building setbacks shall be provided in accordance with the amended site development standards.

7. **BUILDING STEPBACKS.** No building stepback is required for buildings up to 60 feet in height (exclusive of rooftop appurtenances). For buildings over 60 feet in height, building facades shall stepback in accordance with the amended site development standards.
8. **PRIVATE OUTDOOR LIVING SPACE.** Each future residential unit shall include private outdoor living space a minimum of 60 square feet in area with a minimum dimension of six feet. This stipulation does not apply to any future hotel use.



Sky Song

Exhibit 2
Ordinance No. 4195

26-ZN-2004#2

RESOLUTION NO. 10057

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 "SKYSONG 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 "Skysong Development Plan," attached as Exhibit A, three copies 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 14th day of April, 2015.

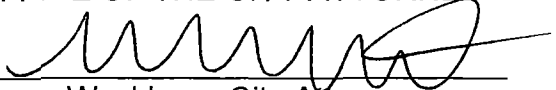
ATTEST:

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: Sherry R. Scott, Deputy City Attorney

SKYSONG DEVELOPMENT PLAN

26-ZN-2004#2

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

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. MAXIMUM Dwelling unit DENSITY: Twenty-one (21) units per acre of gross LAND area of the Development Plan

B. *Floor area ratio.*

1. MAXIMUM: EIGHT-TENTHS (0.8) OF THE NET LOT AREA OF ALL LAND WITHIN THE ORIGINALLY APPROVED PCD BOUNDARY.
2. A FLOOR AREA RATIO GREATER THAN 0.8 MAY BE LOCATED ON ANY PORTION OF THE DEVELOPMENT PLAN, HOWEVER, THE OVERALL DEVELOPMENT PLAN SHALL NOT EXCEED A FLOOR AREA RATIO OF 0.8.
3. FLOOR AREA DEVOTED TO DWELLINGS SHALL NOT BE INCLUDED IN CALCULATING MAXIMUM FLOOR AREA AS PROVIDED IN SECTION 5.2604A.
4. STRUCTURED PARKING SHALL NOT BE INCLUDED IN CALCULATING MAXIMUM FLOOR AREA RATIO.

C. *BUILDING SETBACKS*

1. DEVELOPMENT "FRONT", "REAR" AND "SIDE" DEFINED
 - a. THE FRONT OF THE PRC IS ON SCOTTSDALE ROAD.
 - b. THE REAR OF THE PRC IS ON 74TH STREET.
 - c. SIDES OF THE PRC ARE ON MCDOWELL ROAD AND THE SOUTH PROPERTY BOUNDARY.
2. REQUIRED BUILDING SETBACKS
 - a. PRC FRONT YARD – SCOTTSDALE ROAD – IF HEIGHT INCENTIVE IS NOT USED. SEE SEC.5.2606.D FOR SETBACKS WHEN HEIGHT INCENTIVE FORMULA IS APPLIED.
 - (1) MINIMUM FRONT YARD BUILDING SETBACK: THIRTY (30) FEET, MEASURED FROM BACK OF CURB.
 - b. PRC SIDE YARD – MCDOWELL ROAD –
 - (1) MINIMUM FRONT YARD BUILDING SETBACK: THIRTY (30) FEET, MEASURED FROM BACK OF CURB
 - c. PRC SIDE YARD – ENTERPRISE DRIVE
 - (1) BUILDINGS ALONG ENTERPRISE DRIVE UP TO 45 FEET IN HEIGHT SHALL BE SET BACK A MINIMUM OF 35 FEET FROM THE SOUTH PROPERTY LINE. BUILDINGS OVER 45 FEET IN HEIGHT SHALL BE SET BACK AN ADDITIONAL 65 FEET FOR A TOTAL OF 100 FEET.

d. PRC REAR YARD – 74TH STREET– SETBACKS

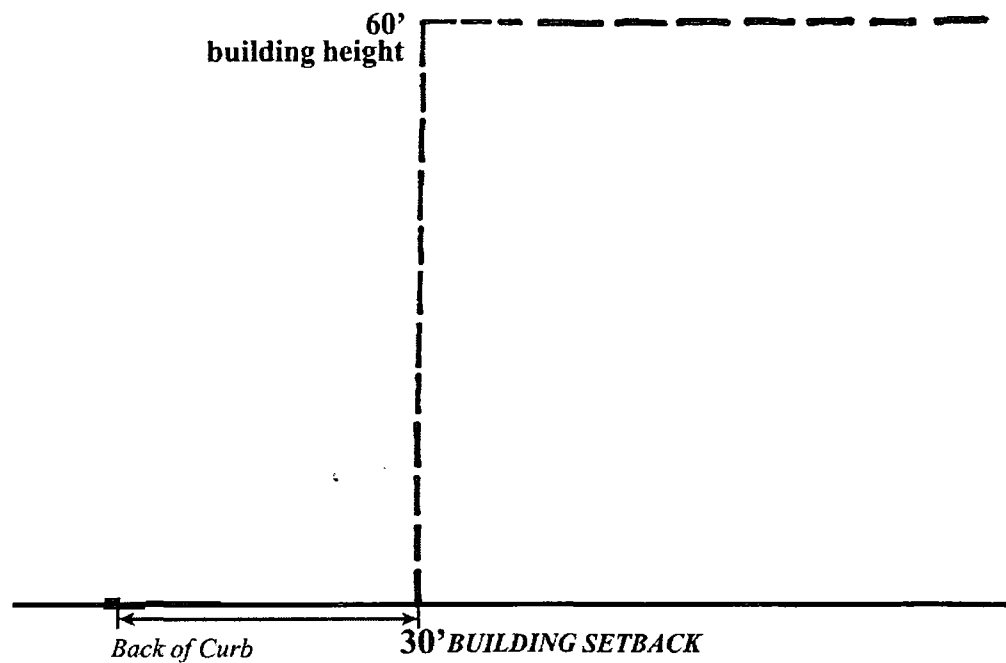
- (1) BUILDING SETBACKS ALONG 74TH STREET SHALL BE 30 FEET, MEASURED FROM BACK OF CURB.

3. NO BUILDING SETBACKS ARE REQUIRED ON SKYSONG BOULEVARD OR INNOVATION PLACE.

D. BUILDING HEIGHT AND STEPBACKS

1. BUILDINGS NORTH OF SKYSONG BOULEVARD

- a. BUILDING HEIGHTS OF SIXTY (60) FEET (EXCLUDING ROOFTOP APPURTENANCES) ARE ALLOWED AS APPROVED IN 26-ZN-2004.



OPTION 1.

30-foot Building Setback, 60-ft. Height
(allowed per Case 26-ZN-2004)

b. THE BUILDING HEIGHT INCENTIVE FORMULA

(1) APPLICABILITY

- (a) THE BUILDING HEIGHT INCENTIVE FORMULA APPLIES TO ALL BUILDINGS ON THE PERIMETER OF THE DEVELOPMENT PLAN, NORTH OF SKYSONG BOULEVARD.

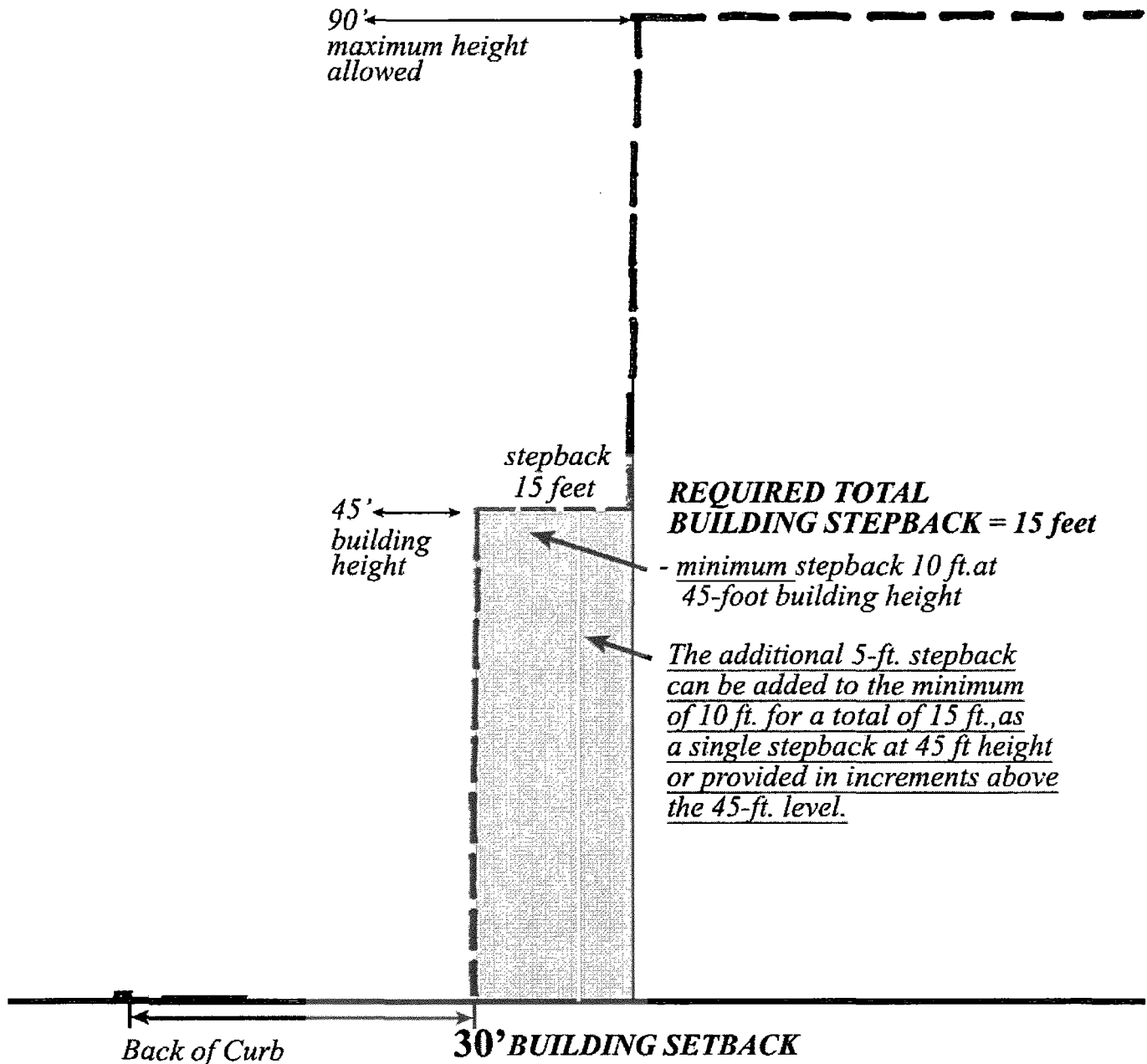
- (b) THE INCENTIVE FORMULA DOES NOT APPLY TO BUILDINGS AND/OR STRUCTURES THAT DO NOT FACE SCOTTSDALE ROAD, MCDOWELL ROAD OR 74TH STREET (SEE SEC.2.5606.D.1.d.).
- (2) REQUIREMENTS FOR EARNING INCREASED BUILDING HEIGHT. IF ADDITIONAL HEIGHT IS REQUESTED USING THE INCENTIVE FORMULA, ADDITIONAL OPEN SPACE, BUILDING SETBACKS AND BUILDING STEPBACKS ARE REQUIRED.

(a) ADDITIONAL OPEN SPACE REQUIREMENT

ALL BUILDINGS THAT EXCEED SIXTY (60) FEET IN HEIGHT, UNDER PROVISIONS OF THIS SECTION, MUST CONTRIBUTE ADDITIONAL OPEN SPACE TO THE OVERALL DEVELOPMENT'S REQUIRED 7.7 ACRES OR 20% OF NET AREA.FOR EACH FOOT OF BUILDING HEIGHT OVER SIXTY (60) FEET, AN ADDITIONAL 500 SQUARE FEET OF OPEN SPACE IS REQUIRED. EACH BUILDING'S EXTRA OPEN SPACE CONTRIBUTION WILL BE ADDED TO THE CURRENTLY APPROVED OPEN SPACE REQUIREMENT OF 7.7 ACRES (20%) UNTIL A MAXIMUM REQUIRED OPEN SPACE OF 9.7 ACRES (25%) FOR THE DEVELOPMENT IS REACHED.

- (b) TO EARN AN INCREASE IN ALLOWABLE BUILDING HEIGHT FROM SIXTY FEET TO A MAXIMUM OF NINETY (90) FEET, ADDITIONAL OPEN SPACE, BUILDING STEPBACKS AND SETBACKS MUST BE PROVIDED AS SHOWN IN SECTIONS 5.2606.D.2.b.(2) (b) i) THROUGH iv). MAXIMUM BUILDING HEIGHT IS EXCLUSIVE OF ROOFTOP APPURTENANCES; UP TO A MAXIMUM OF 108 FEET.
 - i) OPTION 2 - TO EARN UP TO 90 FEET IN BUILDING HEIGHT WITH 30-FOOT SETBACK FROM BACK OF CURB
 - a) PROVIDE A STEPBACK OF AT LEAST FIFTEEN FEET MEASURED FROM FACE OF BUILDING, WITH THE STEPBACK STARTING AT 45 FEET IN BUILDING HEIGHT. MINIMUM BUILDING STEPBACK AT 45 FEET MUST BE TEN (10) FEET.THE ADDITIONAL FIVE (5) FEET OF REQUIRED STEPBACK MUST BE ADDED AT OR ABOVE THE 45-FT. HEIGHT, WITH TOTAL STEPBACK BEING 15 FEET.
 - b) AT LEAST 75 PERCENT OF THE BUILDING FACE FRONTING ON SCOTTSDALE ROAD, MCDOWELL ROAD OR 74TH STREET SHALL BE

STEPPED BACK AT 45 FEET IN HEIGHT OR ABOVE.

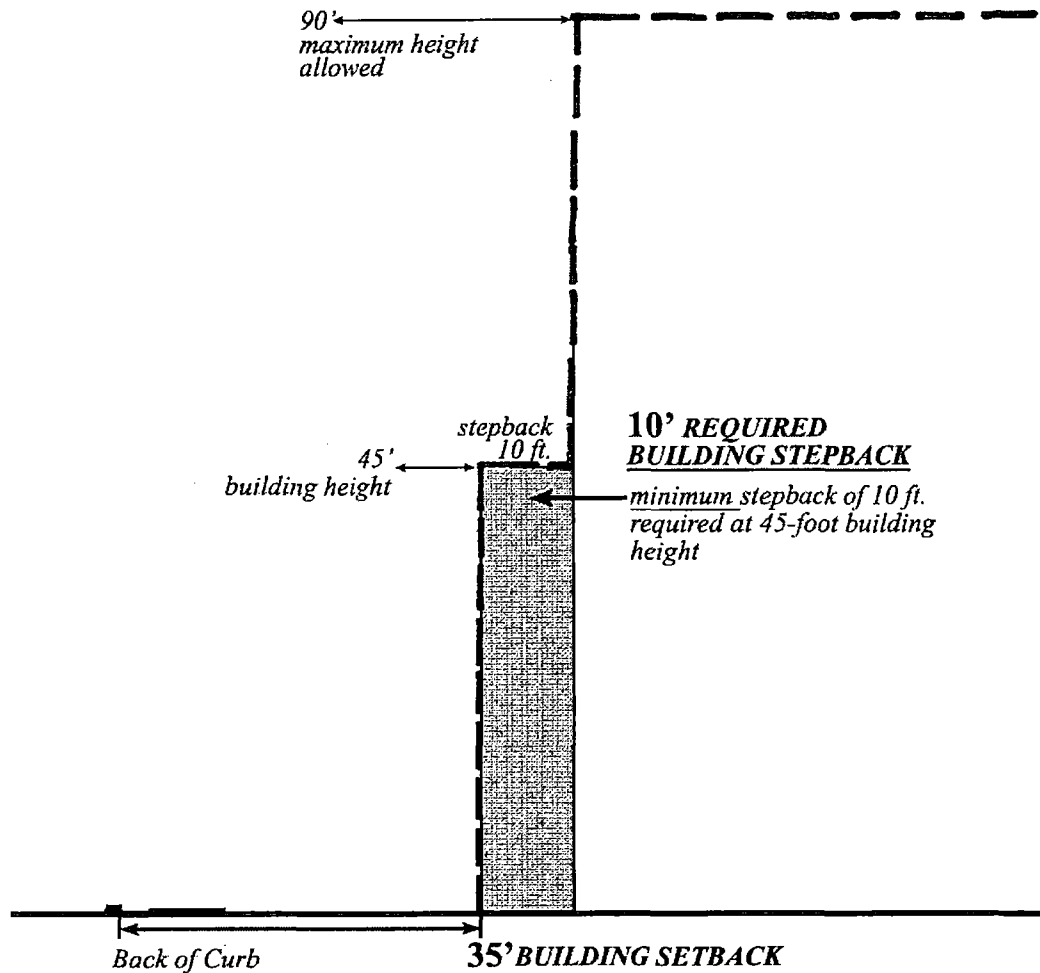


NOTE: Requirements for increased open space also apply as described in Section 2. B.2.c.

OPTION 2.

30-foot Building Setback with Height Incentive Formula

- ii) **OPTION 3 - 35-FOOT BUILDING SETBACK FROM BACK OF CURB**
- a) PROVIDE A STEPBACK OF AT LEAST TEN (10) FEET MEASURED FROM FACE OF BUILDING AT 45 FEET IN BUILDING HEIGHT
 - b) AT LEAST 75 PERCENT OF THE BUILDING FACE FRONTING ON SCOTTSDALE ROAD, MCDOWELL ROAD OR 74TH STREET SHALL BE STEPPED BACK AT 45 FEET IN HEIGHT OR ABOVE.

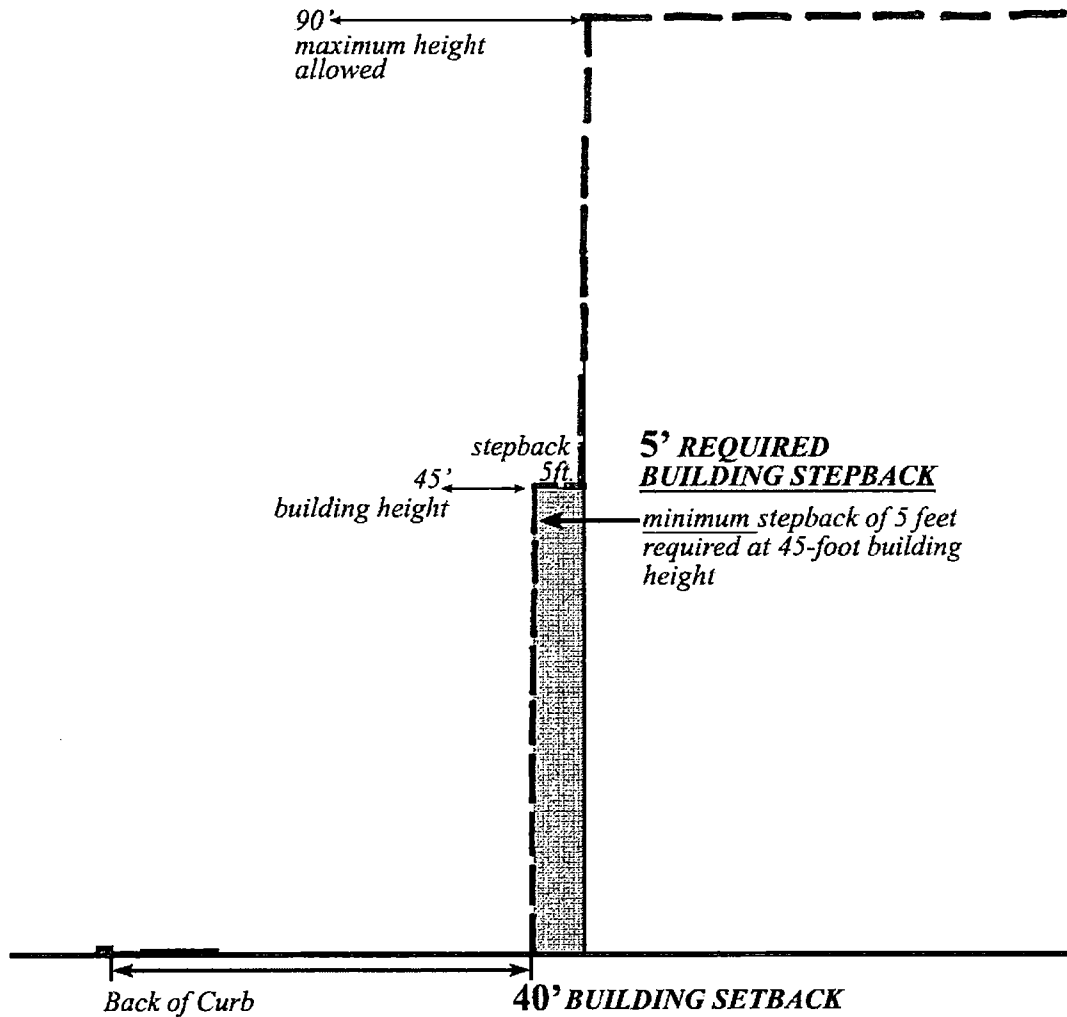


NOTE: Requirements for increased open space also apply (Sec.2.5606.XX).

OPTION 3.
35-foot Building Setback with Height Incentive Formula

iii) **OPTION 4 - 40-FOOT BUILDING SETBACK FROM BACK OF CURB**

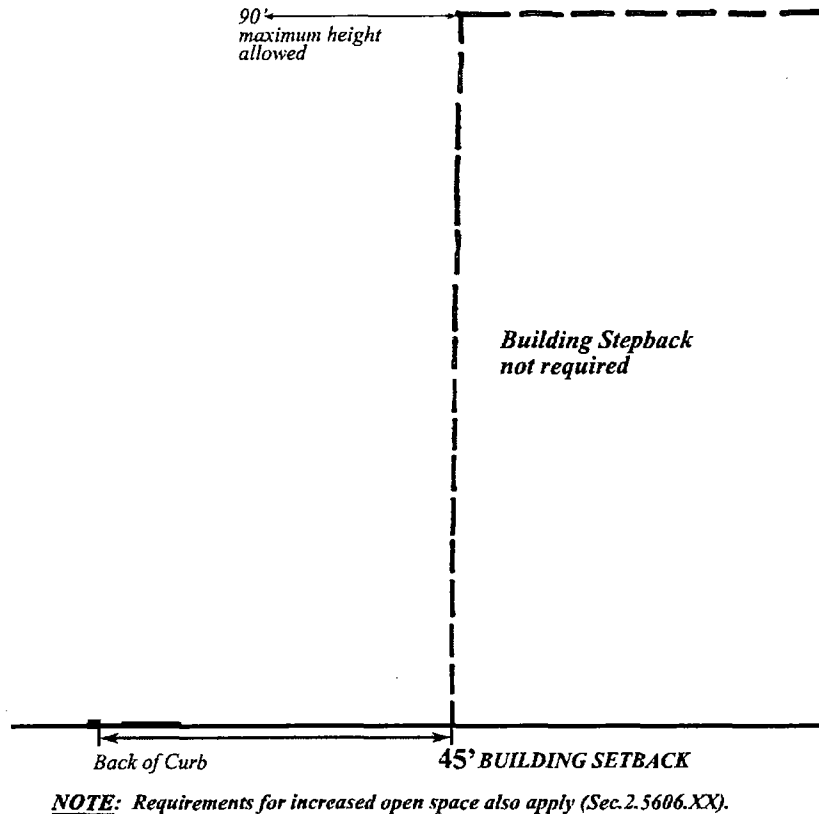
- a) PROVIDE A STEPBACK OF AT LEAST FIVE (5) FEET MEASURED FROM FACE OF BUILDING AT 45 FEET IN BUILDING HEIGHT
- b) AT LEAST 75 PERCENT OF THE BUILDING FACE FRONTING ON SCOTTSDALE ROAD, MCDOWELL ROAD OR 74TH STREET SHALL BE STEPPED BACK AT 45 FEET IN HEIGHT OR ABOVE.



NOTE: Requirements for increased open space also apply (Sec.2.5606.XX).

OPTION 4.
40-foot Building Setback with Height Incentive Formula

- iv) **OPTION 5 - 45-FOOT BUILDING SETBACK FROM BACK OF CURB**
 - a) NO BUILDING STEPBACKS ARE REQUIRED
 - b) BUILDING HEIGHT OF NINETY (90) FEET ALLOWED. MAXIMUM BUILDING HEIGHT IS EXCLUSIVE OF ROOFTOP APPURTENANCES; UP TO A MAXIMUM OF 108 FEET.



OPTION 5.
45-foot Building Setback with Height Incentive Formula

- c.. **INCENTIVE FORMULA FOR EARNING ADDITIONAL BUILDING HEIGHT FOR HOTEL USES**
 - (1) HOTEL USES CAN EARN A HEIGHT INCREASE FROM SIXTY (60) FEET TO NINTEY (90) FEET (EXCLUDING MECHANICAL EQUIPMENT UP TO A MAXIMUM OF 108 FEET). BY PROVIDING A MINIMUM SETBACK OF TEN FEET MORE THAN REQUIRED BY THE CURRENT APPROVAL.
- d. **BUILDING HEIGHT WITHIN SKYSONG FOR BUILDINGS AND/OR STRUCTURES NOT ON THE PERIMETER OF THE DEVELOPMENT PLAN.**
 - (1) THE INCENTIVE FORMULA DOES NOT APPLY TO BUILDINGS AND/OR STRUCTURES THAT DO NOT FACE SCOTTSDALE ROAD, MCDOWELL ROAD OR 74TH STREET; SUCH BUILDINGS AND/OR STRUCTURES SHALL HAVE A MAXIMUM PERMITTED HEIGHT OF NINETY (90) FEET, WITH

NO SETBACKS OR STEPBACKS REQUIRED. MAXIMUM BUILDING HEIGHT IS EXCLUSIVE OF ROOFTOP APPURTENANCES; UP TO A MAXIMUM OF 108 FEET.

E. OPEN SPACE.

1. OPEN SPACE REQUIRED

- a. Minimum TWENTY PER CENT (0.20 multiplied by the net LAND area of the Development Plan.
- b. ADDITIONAL OPEN SPACE MAY BE REQUIRED THROUGH EXERCISE OF THE BUILDING HEIGHT INCENTIVE FORMULA (SEE SEC 5.2606 D.1.b.(2) (a).

2. FRONTAGE OPEN SPACE

- a. FRONTAGE OPEN SPACE WITH AN AVERAGE DEPTH OF THIRTY (30) FEET, MEASURED FROM BACK OF CURB, SHALL BE PROVIDED WITHIN THE FRONT YARD SETBACK OF THE PRC.
- b. FRONTAGE OPEN SPACE SHALL PROVIDE A SETTING FOR BUILDINGS, VISUAL CONTINUITY WITHIN THE COMMUNITY AND A VARIETY OF SPACES ALONG STREETS THAT MAY BE USED AS PEDESTRIAN AMENITIES. AREA AND LOCATION OF FRONTAGE OPEN SPACE SHALL BE CONSIDERED AT THE TIME OF DEVELOPMENT REVIEW BOARD APPROVAL, IN THE CONTEXT OF CAMPUS-WIDE OPEN SPACE AND PEDESTRIAN CIRCULATION PLANS.

3. COURTYARD REQUIREMENT

- a. THE PRC DISTRICT DEVELOPMENT PLAN SHALL INCLUDE A COURTYARD THAT MEETS THE FOLLOWING CONDITIONS:
 - (1) Courtyard minimum AREA: ONE PERCENT (0.01) multiplied by the net lot area of the PRC Development Plan.
 - (2) The courtyard SHALL BE CONSIDERED to BE open space.

F. 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.

G. PARKING.

1. ABOVE-GROUND PARKING STRUCTURES MAY BE PROVIDED AND BE SCREENED FROM THE PUBLIC VIEW FROM SCOTTSDALE ROAD, 74TH STREET AND MCDOWELL ROAD THROUGH THE USE OF ARCHITECTURALLY INTEGRATED MATERIALS OR OTHER METHODS TO BE DETERMINED BY THE DEVELOPMENT REVIEW BOARD.

2. REQUIRED PARKING: THE PROVISIONS OF ARTICLE IX SHALL APPLY, EXCEPT ALL NON-OFFICE COMMERCIAL USES SHALL PROVIDE ONE PARKING SPACE PER 300 GROSS SQUARE FEET.
3. PARKING STRUCTURES SHALL NOT EXCEED MAXIMUM BUILDING HEIGHT.

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.

DEVELOPMENT REQUIREMENTS

PERMITTED LAND USES.

P-C COMPARABLE ZONING DISTRICTS.

The Regional Shopping Center (C-S) and Commercial Office (C-O) zoning districts are eliminated as comparable zoning districts and shall no longer apply to the Skysong project. The P-C comparable zoning districts Planned Regional Center (PRC) and Industrial Park (I-1) shall govern all future land uses. The original "ASUF/COS Permitted Uses List", approved as part of case 26-ZN-2004, shall be void.

CONFORMANCE TO PC DISTRICT DEVELOPMENT STANDARDS.

BUILDING HEIGHT LIMITATIONS.

No building on the site shall exceed 90 feet in height (exclusive of rooftop appurtenances, up to maximum of 108 feet), measured as provided in the applicable section of the Zoning Ordinance. No building south of Skysong Blvd. shall exceed 60 feet in height (exclusive of rooftop appurtenances, as specified in Section 7.105 of the Zoning Ordinance).

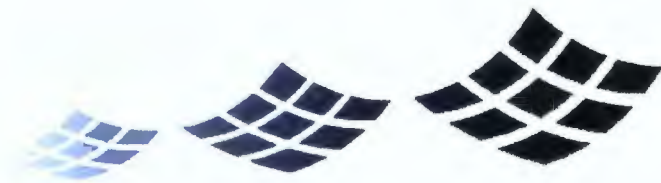
The original "ASUF/COS Conditions of Approval", approved as part of case 26-ZN-2004, and set forth as modified below continue to apply to the Subject Property/Site:

CONDITIONS OF APPROVAL

- a. ~~The required open space is set forth in the Development Standards, as amended and shown on Attachment E.~~ One and one quarter (1 1/4) acres, in the aggregate of public gathering space on ~~Property A~~ shall be placed on the Subject Property ~~as designated in Attachment C.3 Open Space Plan.~~ The timing of the construction of the public gathering place(s) shall be identified in the development of the first building(s).
- b. A landscape area no less than 20 feet wide along the southern boundary of the Subject Property shall be provided.
- c. Scottsdale Road and McDowell Road landscape improvements shall be completed in the initial building(s) of development.
- d. The driveway connecting to 74th Street shall be designed and signed such that through- traffic will not use 74th Street south of the Subject Property.
- e. Buildings shall be placed predominately at the setback line along all public streets and internal roadways unless alternatives enhancing design, circulation and open space are approved by the Development Review Board.
 - 1) Building setbacks along Scottsdale Road and McDowell Road shall be 30 feet from back of curb.
 - 2) **FOR BUILDINGS LOCATED SOUTH OF SKYSONG BLVD.,** building setbacks along 74th Street shall be 25 feet from back of curb.
 - 3) Buildings along the south property line up to 45 feet in height shall be setback a minimum of 35 feet from the south property line. Buildings over 45 feet in height shall be setback an additional 65 feet for a total of 100 feet. Sidewalks along Scottsdale Road and McDowell Road shall be 10-foot

minimum and shall be separated from the roadway by landscaping; sidewalks on 74th Street shall be eight (8) feet in width within the front setback area. Pedestrian zone along each side of the main Boulevard/Mall shall be fifteen (15) feet minimum in width.

- f. Parking structures shall not exceed maximum building height.
- g. Parking structures shall be screened from Scottsdale Road, McDowell Road, 74th Street and the main boulevards within the project to minimize views of the vehicles and the parking structures.
- h. All above ground utility equipment shall be appropriately screened by either walls or other screening methods as approved by the City Manager or designee.
- i. All non-residential development shall conform to LEED Certified. Standards.
- j. Buildings **LOCATED SOUTH OF SKYSONG BLVD.** along the Scottsdale Road, ~~McDowell Road~~, 74th Street and the south street on the Subject Property shall have at least twenty-five (25) percent of the lineal frontage not reaching the maximum height of sixty (60) feet in height. A Building Massing/Envelope Plan shall be required for the first building(s) final development plan submittal to the Development Review Board and each subsequent building(s) final development plan submittal to the Development Review Board to ensure appropriate variation of building heights and pedestrian scale.



SKY SONG

PROJECT NARRATIVE & DESIGN GUIDELINES

Application for Amendment of Entitlements

CASE 26-ZN-2004 #2

Submitted September 5, 2014

Resubmitted December 12, 2014

Resubmitted January 21, 2015

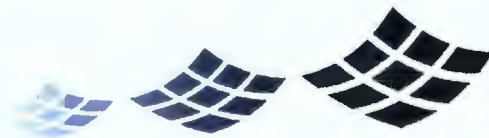
Prepared by:

Berry Riddell & Rosensteel LLC

For:

Arizona State University Foundation
Plaza Companies





SKYSONG

Innovation. Technology. Imagination.

PROJECT TEAM



ASU Foundation
Plaza Companies



ARCHITECTURE

Butler Design Group

ATTORNEYS

Berry Riddell & Rosensteel LLC

URBAN DESIGN

Drake & Associates

PUBLIC OUTREACH **Technical Solutions**





PROJECT NARRATIVE & DESIGN GUIDELINES SUPPLEMENT

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SECTION 1. Project Narrative

A Supplement to the Application for Amendment of Entitlements

CASE 26-ZN-2004 #2
Submitted September 9, 2014
Resubmitted December 12, 2014
Resubmitted January 21, 2015

Prepared by:
Berry Riddell & Rosensteel LLC

For:
ASU Foundation
Plaza Companies



SECTION 1. PROJECT NARRATIVE

I. INTRODUCTION

A. General Nature of the Request

Located at the southeast corner of the intersection of the McDowell and Scottsdale Roads Regional Corridors, SkySong is at the heart of Southern Scottsdale.



Figure 1. Context Aerial

The City Council made revitalization of the McDowell Corridor and southern Scottsdale a key priority in its adopted *Organization Strategic Plan* for the Year 2013/14.

From the City of Scottsdale website:

Scottsdale's McDowell Corridor shows how cities evolve, how neighborhoods and business districts are created, change and re-emerge. City leaders expect that story to be a strong one in the coming years, for one factor has remained constant.

The McDowell Corridor has and continues to be a lynchpin, a crossroads that connects unique and economically significant Valley landmarks to one another. Connecting them all is the McDowell Corridor, steeped in history and reinvigorated by millions of dollars in public and private investment.

On Dec. 10, 2013, the Scottsdale City Council adopted an *Organization Strategic Plan*, including a mission statement and priorities. Staff was directed to implement the priorities. At the top of its list of priorities is:

"Partner with residents and businesses to revitalize the McDowell Road corridor. Develop, prioritize and implement actions that promote the revitalization of the McDowell Road corridor and consider actions that support revitalization of Southern Scottsdale in general."

The Strategic Plan, updated on June 27, 2014, goes on to list recommended initiatives, needed to implement actions toward revitalization of the McDowell Road Corridor.

Among the recommended initiatives are:

- A.1.c. Evaluate the city's zoning ordinances that could provide tools (amended development standards, reduced fees, expedited review, overlay district, etc.) to stimulate revitalization of the area.
- A.2.d. Focus on recruitment of a major high-profile project to the corridor.

The City Council's *Organization Strategic Plan*'s priority is reinforced by the Southern Scottsdale Character Area Plan and the McDowell Corridor/Southern Scottsdale Economic Development Task Force ("Task Force") recommendations. A major focus of Task Force recommendations is:

- *Recruiting developers and businesses to targeted land uses and industries*
- *Exploring regulatory changes, including possible Zoning Ordinance amendments **to increase building height**, floor area ratio and to reduce parking requirements.*
- *Considering incentives and rebates*

SkySong, through its application for amendment of existing entitlements, is doing its part to put City Council priorities, policy and Task Force recommendations into action.

Over the years, as is stressed by both the City Council and the Task Force, the need for greater regulatory flexibility has become apparent. SkySong has had opportunities to recruit major businesses and tech companies which need more square footage and different space configurations than are possible within limits of the approved development density and 60-foot building height. If Scottsdale is to become a global player in the world of technological innovation and creative businesses, regulatory changes are needed.

SkySong's current application requests amendment of existing zoning entitlements to allow for the reallocation of square footage (no increase to the overall approved 1.34 million s.f.) and increase in building height, to be earned through an incentive formula.

This amendment will not change the existing zoning district. It is a request to amend the existing PCD zoning entitlements. The current entitlements allow up to 60 feet in building height (excluding mechanical equipment) for the entire property. A formula for earning increased height is proposed as part of this Narrative. The maximum proposed building height requested is 90 feet (excluding mechanical equipment), achievable only if additional open space and building stepbacks are provided.

The amendment will allow SkySong to successfully attract the next generation of tech and research businesses. It will increase SkySong's desirability as a place where major business ventures can locate with the certainty and flexibility needed to meet their requirements. It will create a place that is competitive with cities such as Austin, San Francisco and Seattle in its attraction to knowledge workers and the "Creative Class" - a place that is vibrant, active and walkable, promoting the "live, play, work" philosophy on Southern Scottsdale.

B. History

- 2004** The ground lease for SkySong was approved by City Council and signed on August 9, 2004 by ASU Foundation and City of Scottsdale.
- 2005** The City of Scottsdale and the Arizona State University Foundation For A New American University reach an agreement to redevelop the corner of Scottsdale Road and McDowell Road into what will become SkySong. The City of Scottsdale and ASU Foundation's application for rezoning was approved in June, 2005 (Case 26-ZN-2004).
- 2006** Plaza Companies and its affiliates are selected as the Master Developer of SkySong, The ASU Scottsdale Innovation Center.
- 2008** After two years of construction, the first two buildings at SkySong (SkySong 1 and 2) open, including the ASU SkySong incubator space. The buildings immediately generate significant interest from potential tenants.
- 2011** After three years and in a challenging economy, SkySong 1 and 2 approach 95 percent occupancy as the project's vision begins to become a reality.
- 2012** Work begins on the SkySong Apartments, the residential component of the project with a total of 325 residences.
- 2013** Work begins on SkySong 3, the newest office building at SkySong, with WebFilings, ASU SkySong and Plaza Del Rio Management Corporation as initial tenants.
- 2014** SkySong's two existing office buildings, with 314,000 square feet of office space are 97% leased.

SkySong Apartments, a \$44 million, 325-unit project opens and available for leasing, providing a new opportunity to live at SkySong.

The next phase - Phase III- includes \$32million, 145,000 square feet of office space, is under construction and is currently 90% pre-leased.

A fourth Phase II office building is set to break ground in early 2015. SkySong Apartments are over 85% leased, with an increase in activity expected this spring.



SkySong Apartments



Proposed SkySong Retail

Figure 2. Subject Area of Application

A 10,500 sq. ft, \$5 million freestanding retail building will be built at the intersection of Scottsdale Road and SkySong Boulevard. Construction should start in the spring of 2015 and wrap up in the spring of 2016, accommodating between three and five tenants.

SkySong is right on track and ahead of the schedule approved as part of its agreement with the City. The application that is the subject of this narrative applies to the remaining phases of SkySong.



C. Providing Certainty and Flexibility

SkySong, the ASU Scottsdale Innovation Center is already home to a global business community that links technology, entrepreneurship, innovation, and education to better position ASU and Scottsdale as global leaders of the knowledge economy.

SkySong:

- Creates an ecology of collaboration and innovation among high-profile technology enterprises and related researchers;
- Advances global business objectives of on-site enterprises;
- Raises Arizona's profile as a global center of innovation through co-location of ASU's strategic global partners; and
- Creates a unique regional economic and social asset.

As the economy improves, Scottsdale has the opportunity to continue to attract major corporate and tech companies to SkySong. There has been interest expressed, but these companies require certainty and flexibility to fulfill their requirements. They may require larger spaces than have previously been available, different configurations, technical facilities, a prominent location and an amenity-rich working environment. They need a place, not just office space if they are to recruit and retain the next generation of tech businesses and knowledge workers.

The businesses and workers SkySong is attracting can choose their location and environment from among many good options. They can go to Austin, Seattle, the San Francisco Bay Area or Portland and be welcomed with open arms. SkySong intends to create a place, a working environment that makes Scottsdale the best choice.

User-driven forces are in charge in decisions about location or re-location. Knowledge workers choose to work where they want to live.

Creative Class workers and their employers want:

1. A place that's cool (more ways than one), vibrant, wired
2. Great connectivity among buildings, parking, open space, streets
3. Places to bike and commute by bicycle
4. Public transit access
5. A walkable place
6. An active place
7. A place with people around
8. Live/play/work

D. Proposed Changes

SkySong proposes changes to its existing entitlements to provide the certainty and flexibility needed to meet the needs of potential tenants and to help create the creative, rich and active environment that will appeal to folks working and living in and near SkySong.

Changes to existing entitlements requested include:

- The opportunity to earn additional height along SkySong's perimeter streets by providing building stepbacks and more open space than required, per the formula on page 33.
- The proposed height will not exceed 90' (excluding mechanical equipment) if all incentives are earned.

Benefits of the changes include:

- The proposal maintains the same square footage as was approved in 2005.
- The proposal continues an emphasis on open space on the site with an increase of existing open space of approximately 2 acres to 4 acres.
- Additional height can allow for the pursuit of significant business entities seeking increased space within a single building, above and beyond the square footage that can be accommodated in a four-story, 60-foot high structure.
- If the height increases are earned in one building, other buildings can be reduced in height, creating architectural variety in the massing of the buildings. Height of the buildings along SkySong's perimeter streets can vary, from the one or two-story retail building, to office, hotel and R&D buildings from three to six stories. The street view will have variety and far more visual interest than would a continuous line-up of four-story buildings, as currently approved.
- The proposed changes increase the opportunity to showcase the corner of Scottsdale Road and McDowell as an important gateway to Scottsdale.
- The proposal will create additional gathering space, open space and walking corridors that will increase pedestrian connectivity and aid in the revitalization of the McDowell Road Corridor.

With the proposed modifications, SkySong will continue to be a true "Center for Innovation" and attract world class tenants to build upon the reputation and legacy of its first decade of service to the business community.

E. 2005 Project Vision - Checking In

When SkySong was approved in 2005, the Project Narrative outlined an ambitious vision (see below) for what SkySong could become and how it could benefit Scottsdale. After nine years, SkySong is well on the way to realizing that vision.

SKYSONG - THE 2005 VISION

The vision of the ASU Foundation and the developer for the ASU-Scottsdale Center is for a unique 21st century business community location for technology and innovation and commercialization that stimulates the economy, revitalizes the neighborhood and brands the City, ASU and the region as leaders in the knowledge economy.

The Foundation and the developer view the Center as a place where the university and private sector researchers jointly develop, commercialize and market new technologies and where visual, performing and high-tech graphic artists and other technology experts routinely meet entrepreneurs. The Center will bring private researchers and their businesses together with the University and the Community to create a place where research interfaces with economic development, information technology interacts with innovation and education engages the local community.

SkySong, now, is more than just a concept. It's a place. SkySong has created an environment where companies have the resources at hand to think outside the box and identify new products and markets. These organizations benefit from the presence of ASU and its base of expertise, knowledge and workers, creating a remarkable synergy of ideas and capabilities.

SkySong is a powerful, 21st century business location linking technology innovation and entrepreneurship, allowing total connectivity to suppliers, employees, customers and operations around the world. It is a home for activities and organizations that co-mingle and stimulate new forms of commerce, research, technology, digital art, education and economic development.

SkySong is now one of the premier economic engines in the Valley of the Sun. The project's success is a direct result of its partnership with the City of Scottsdale and a focus on innovation and technology that attracts companies ranging from some of the world's best known brands to one- or two-person startups.

Many of these companies come to SkySong because of its strong connection to Arizona State University - including the ASU SkySong incubator and exceptional facilities and ideal location in Scottsdale. ASU SkySong occupies 80,000 square feet of space related to entrepreneurship, education, technology and innovation. This space will be expanded and enhanced as ASU units expand and move into SkySong 3 upon its completion.

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SkySong's relationship with Arizona State University cannot be overstated. It provides a distinctive and distinguishing advantage to SkySong tenants. The presence of SkySong provides a resource for companies looking to partner with one of America's largest and most research-focused universities to better innovate and to identify a highly prepared student and graduate workforce.

ASU provides SkySong tenants with direct access to relevant research and educational opportunities. Through ASU's on-site offices, tenant companies have a one-stop point of contact for facilitated access to the student and graduate workforce, introductions to researchers, faculty and programs which address specific company interests.

ASU SkySong develops global partnerships with an entrepreneurial approach that combines research, technology and business development.

ASU SkySong is an innovation center designed to help companies grow by providing business services and programs offered or facilitated by Arizona State University. These services include access to a new technologies and capital network, a significant network of mentors and a skilled workforce. ASU SkySong also includes the co-location of several ASU units engaged in corporate engagement, technology transfer, entrepreneurship, and interdisciplinary research.

**THERANOS,
Which Eyes Revolutionizing
Lab Testing Industry,
To Have Significant Presence
in New SkySong 3 Building**

A major consumer healthcare innovator shaping the future of lab testing will plant a significant flag at SkySong, the ASU Scottsdale Innovation Center.

Theranos, based in Palo Alto, California, has leased a 20,000-square-foot wing at SkySong 3, making it one of the largest tenants in the entire SkySong project. Beating all expectations, SkySong 3 is now over 80% leased as it nears its opening later this summer.

The move by Theranos means hundreds of jobs will be created at SkySong in the short term, with that figure increasing significantly as the company continues to grow.

Theranos is working to shape the future of lab testing and the way health information is collected, analyzed, and communicated. Theranos, in the words of one media outlet, "could turn the diagnostics industry upside down" and has the potential to save Arizona taxpayers \$1.3 billion dollars over the next decade. Their service provides Phoenix-area consumers with convenient access to less invasive and more affordable clinician-directed lab testing from blood samples as small as a few drops collected from a tiny finger stick.

ASU SkySong supports entrepreneurial ventures and established businesses through a variety of unique ASU services. These services focus on business and organizational development, product and service innovation, and technology transfer to accelerate corporate interests while driving beneficial social change.

By leveraging services and programs facilitated by the University, industry partners can access and commercialize new technologies while growing their capital networks. ASU/ SkySong partnerships result in stronger, more profitable companies equipped with the necessary tools to contribute to innovation and the global community.

II. CONFORMANCE TO PLANNED COMMUNITY DISTRICT CRITERIA

Per Zoning Ordinance Sec. 5.2104, the following findings are required.

A. General Plan and Surrounding Development

That the development proposed is in substantial harmony with the General Plan, and can be coordinated with existing and planned development of surrounding areas. SkySong conforms to the adopted General Plan. To quote City staff from the City Council report prepared for the original zoning for SkySong, Case 26-ZN-2004:

"The General Plan Land Use Element designates the property as Mixed-Use Neighborhood. The Land Use Map designation states: "Mixed-Use Neighborhoods are located in areas with strong access to multiple modes of transportation and major regional access and services, and have a focus on human scale development. The property is also located in one of the General Plan's designated "growth areas". The growth areas of the city are identified as areas of the community that are most appropriate for development focus. In 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 focus new development into targeted areas that are most appropriate for integrating open spaces, natural resources, for accommodating a variety of land uses, and are oriented to multi-modal (transit, pedestrian, cycling, and automobile) activity. One of the goals/approaches of the Growth Areas Element promotes creating techniques that allow for mixed-use activity within designated growth areas. That is consistent with the Center and with the land use designation on this property."

The proposed opportunity to earn additional height north of SkySong Boulevard through provision of building stepbacks and additional open space is appropriate in Growth Area Mixed-Use Neighborhoods designated by the General Plan, as stated above.

B. Streets and Thoroughfares

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 proposed increase in height achievable through the incentive formula will not increase traffic. The 1.34 million square feet of development SkySong approved in 2005 will remain the same.

At the time of the 2005 rezoning, staff reviewed the TIMA and found that:
"A traffic impact study was prepared for the site under the City's TIMA Program... The study concludes that the assumed development plan will not adversely impact the surrounding street system. Some minor intersection improvements may be necessary as the site reaches build out."

C. Required Findings

The Planning Commission and City Council shall further find that the facts submitted with the application and presented at the hearing establish beyond 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 acknowledgment of this from the appropriate school district, the Scottsdale Parks and Recreation Commission and any other responsible agency.

Response: Residential development was previously approved, has been constructed and is being occupied. The present application does not currently include residential uses.

2. 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.

Response: Development at SkySong has and will continue to be appropriate to creating a stable and desirable environment. The present application can add to this environment by addition of open space and creation of an architectural setting with greater variety, stepbacks and building mass articulation than is possible pursuant to the currently approved plan.

3. In the case of proposed commercial, educational, cultural, recreational and other nonresidential 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.

Response: If future buildings north of SkySong Boulevard opt for increased height, the character of the surrounding areas will be enhanced. The Scottsdale Road/McDowell Road intersection is the heart of Southern Scottsdale, a gateway and a regionally important activity center deserving of new buildings that are symbolic of the aspirations and spirit of the area. Investment of this type in Southern Scottsdale is a statement of the importance and re-emergence of Southern Scottsdale as an economic driver toward revitalization.

III. SUPPORTIVE OF THE SOUTHERN SCOTTSDALE CHARACTER AREA PLAN AND MCDOWELL CORRIDOR/SOUTHERN SCOTTSDALE ECONOMIC DEVELOPMENT TASK FORCE RECOMMENDATIONS

A. Southern Scottsdale Character Area Plan

This application is supportive of the Southern Scottsdale Character Area Plan (2006) goals and policies.

1. Land Use, Growth & Activity Areas

a. **GOAL LU 1. PROMOTE RESIDENTIAL REINVESTMENT AND REVITALIZATION THROUGH REGULATORY FLEXIBILITY.**

- Policy LU 1.9. Encourage new residential development and revitalization that complements the established urban form.
- Policy LU 1.3. Provide flexibility in residential mixed-use development standards to encourage revitalization of properties within higher density areas of Southern Scottsdale.

Response: The construction of the newly opened SkySong Apartments supports revitalization of Southern Scottsdale, bringing a new population of young professionals and knowledge workers who are attracted to the area by SkySong. Future development is planned with apartment residents in mind, who want to be able to walk to work, meet friends for a meal and live in the middle of an active, satisfying place. The scale and density of the existing SkySong Apartments are appropriate within the context of existing and planned multi-story office, retail and research buildings at SkySong.

b. **GOAL LU 2. CREATE A HIERARCHY OF REGIONAL, OPPORTUNITY, AND RESORT CORRIDORS TO GUIDE FUTURE LAND USE, DEVELOPMENT AND REDEVELOPMENT THROUGHOUT SOUTHERN SCOTTSDALE.**

- Policy LU 2.1. Regional Corridors consist of higher intensity development and exist only within the General Plan designated Growth Areas. These corridors will:
 - Connect Regional Centers;
 - Be bordered exclusively by a mixed-use neighborhood land use designation;
 - Contain vertical and horizontal mixed-use development;
 - Support greater residential density to complement Regional Center land uses.

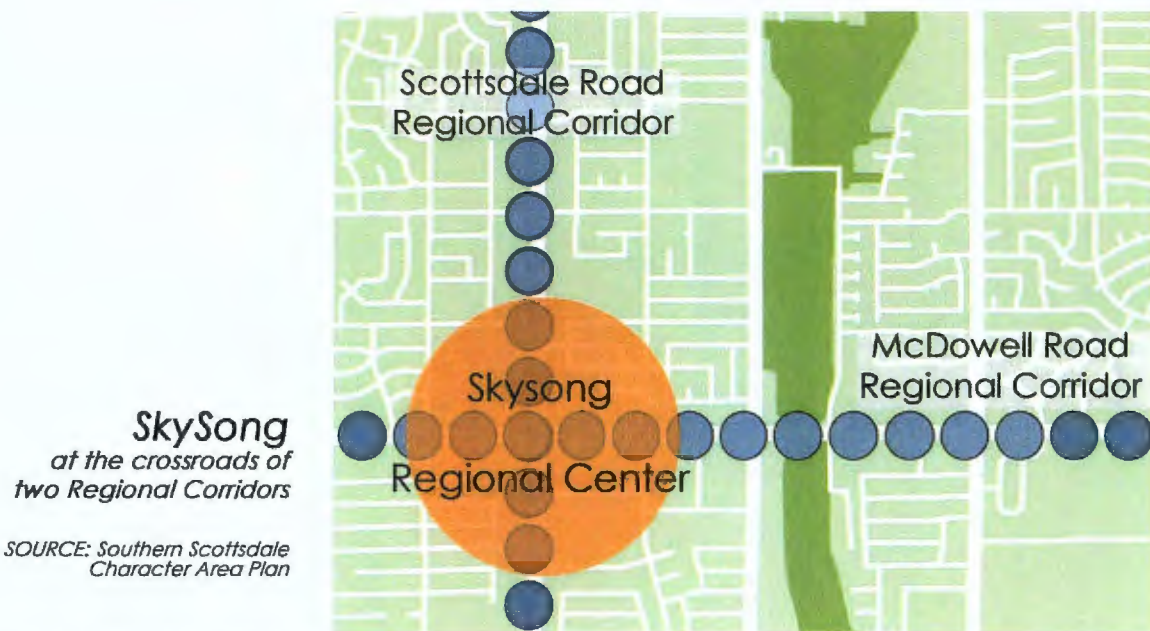


Figure 3. Character Area Plan Designation

Response: SkySong sits at the intersection of the Scottsdale Road and McDowell Road Regional Corridors, Southern Scottsdale's central crossroads. SkySong supports Policy LU 2.1 as a mixed-use land use with greater density and vertical development, appropriate to its position as a Regional Center, at the intersection of two Regional Corridors.

- c. GOAL LU 3. PROMOTE REVITALIZATION, REINVESTMENT, AND DEVELOPMENT ALONG SOUTHERN SCOTTSDALE'S CORRIDORS.
- Policy LU 3.1. Create and encourage the utilization of flexible land use regulations as incentives for reinvestment and new development along Corridors.

Response: The McDowell Road Corridor is the City of Scottsdale's number one priority on its agenda for revitalization of Southern Scottsdale. The current application for amendment of existing entitlements at SkySong supports the Task Force recommendation for flexibility as an incentive for new investment and development along the McDowell Road and Scottsdale Road Regional Corridors. By approving the amendment, SkySong will be better positioned to convince major tenants to locate or relocate in Southern Scottsdale.

- Policy LU 3.6. Encourage a diversity of new development, redevelopment, and infill projects that incorporate vertical and horizontal mixed-use development along Southern Scottsdale Corridors.

Response: Approval of SkySong's application for entitlement changes will give greater flexibility in design and mix of uses. Building heights can vary, vertically, to accommodate diverse uses and tenants.

d. GOAL LU 5. CREATE REGIONAL CENTERS AND ACTIVITY AREAS TO GUIDE FUTURE LAND USE TYPES AND INTENSITIES THROUGHOUT SOUTHERN SCOTTSDALE.

- Policy LU 5.1. Encourage the most intense levels of reinvestment, revitalization, and infill development within designated Regional Centers. These centers are located within General Plan designated Growth Areas, on Regional Corridor roadways, and are considered a Valley-wide destination.

Response: SkySong is a designated Regional Center at the intersection of two Regional Corridors. The requested amendment of current entitlements, while not adding density, will provide the flexibility needed to meet the needs of major businesses for additional height at Southern Scottsdale's signature location.

- Policy LU 5.2. Regional Centers will accommodate one or more large-scale users such as major employment, retail, office, research, resort, restaurant, entertainment, and/or cultural facilities. The development located at these new centers is characterized as higher density and intensity, vertically mixed land uses. As illustrated in the "Conceptual Regional Centers, Activity Areas, and Corridors" map (see graphic, Policy LU 2), Southern Scottsdale's Regional Center designations consist of:
- Policy LU 5.2.2. 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.

Response: Land uses and intensity described in Policy LU5.2 are precisely in tune with SkySong development, future phases and vision. The rich mix of higher intensity uses at SkySong strongly supports this Policy.

- Policy LU 5.5. Regional Centers and Activity Areas will act as catalysts for the development and redevelopment of associated corridors within the character area.

Response: SkySong is already serving as a catalyst for redevelopment along Regional Corridors on Scottsdale and McDowell Roads. Papago Plaza, for example, plans extensive renovation in the immediate future.

2. Character and Design

- a. GOAL CD 2. THE CHARACTER AND DESIGN OF MIXED-USE AND COMMERCIAL DEVELOPMENT SHOULD ACCOMMODATE A VARIETY OF LAND USES, ENGAGE PEDESTRIANS, AND EXTEND INDOOR SPACES TO THE OUTSIDE.

- Policy CD 2.1. Encourage pedestrian-oriented site design for new and revitalized development within Corridors, Regional Centers, and Activity Areas.

Response: A fundamental premise for site design at SkySong is creation of a walkable environment with a campus-wide system of parks, plazas, pathways and other pedestrian-oriented places. Later sections of this Narrative address open space and walkability in greater detail.

- 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.

Response: SkySong shows how Policy CD 2.3 can be implemented successfully. New development is located, along Scottsdale Road, McDowell Roads and 74th Street, while parking is provided behind the buildings in a combination of surface and structured parking facilities.

- Policy CD 2.4. New development and redevelopment should provide a diversity of design by accommodating a mix of land uses both vertically and horizontally.

Response: SkySong's mix of land uses is, and will continue to be, consistent with the master development plan approved in 2005.

- 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.

Response: Open spaces at SkySong are seen as extensions of the indoor working environments. Section V of this Narrative shows the overall open space system concept and describes its components. In furtherance of this policy, this summer, SkySong created a new "Outdoor Living Room" in the heart of the campus, at SkySong Plaza (see following page).

SkySong Creates "Outdoor Living Room" Work Environment

**First-of-its-Kind Public Space
Promotes Technology,
Collaboration**

**Where Work and Arizona's
Exceptional Climate Mix**

SCOTTSDALE, Arizona (May 13, 2014) Sometimes, a little fresh air is all it takes to get the creative ideas and innovation flowing.

So, as part of efforts to enhance an already exceptional work environment, SkySong, The ASU Scottsdale Innovation Center has created a new "Outdoor Living Room" work environment where employees working at the project can collaborate and conduct business while enjoying Arizona's weather and scenic beauty.



The Outdoor Living Room space is the first of its kind in the Valley of the Sun, and includes a combination of stunning furniture and public spaces along with the WiFi connectivity and power supply necessary for working in the 21st Century business world. And the outdoor spaces will be expanded and enhanced in the coming months to prepare for the opening of SkySong 3 and other new features in the project.

The Outdoor Living Room includes comfortable chairs from renowned architect and designer Frank Gehry's collection as well as high-top seating for meetings and collaboration. Hayes Architecture + Interiors is leading the project from a design standpoint, with the goal of creating a truly unique environment for interactive work and brainstorming.

It's one of a number of steps being taken at SkySong to enhance the SkySong experience and create more connectivity in the project. Sharon Harper, President & CEO of Plaza Companies, the master developer of SkySong, said the Outdoor Living Room spaces are part of the spirit of collaboration that has defined the project from Day 1.

"We are very proud of the work environment we have created for the companies at SkySong, where they can come together and make the most of technology to grow and enhance their businesses," she said. "We heard from many people working at SkySong each day that they wanted more opportunities to interact with other professionals in the project, and we thought that creating inviting outdoor amenities was a great way of meeting that need for the companies working there."

SkySong has already added food trucks on the fourth Thursday of each month as well as a First Friday trolley service into Old Town Scottsdale. These new additions will culminate with the opening of SkySong 3, scheduled to take place this summer.

- b. GOAL CD 3. PROMOTE HIGH QUALITY DESIGN FOR NEW AND REVITALIZED MIXED-USE, COMMERCIAL, AND RESIDENTIAL DEVELOPMENT ALONG CORRIDORS, WITHIN REGIONAL CENTERS, AND ACTIVITY AREAS.
- Policy CD 3.1. Encourage design standards for Corridors, Regional Centers, and Activity Areas that enhance and strengthen new and revitalized development.

Response: As part of the 2005 original SkySong zoning, "Development Framework and Design Guidelines" were adopted. The current application includes a supplement to these Guidelines, providing additional material related to the entitlement changes requested.

- c. GOAL CD 4. SITE AND BUILDING DESIGN OF NEW DEVELOPMENT AND REDEVELOPMENT SHOULD RESPOND TO THE SONORAN DESERT CLIMATE.
- Policy CD 4.1. Encourage new development to incorporate designs such as shade structures, deep roof overhangs and recessed windows to address passive solar cooling opportunities.

Response: Development at SkySong has earned LEED Silver and Energy Star certification. Building and site design take the need for shade and passive cooling as a matter of course.

- Policy CD 4.2. Encourage the use of a variety of textures and natural building materials to provide architectural visual interest and richness, particularly at the pedestrian level.

Response: Building textures and materials will provide visual interest at pedestrian level to help encourage walking and enjoyment of the open space system.

- Policy CD 4.3. Support landscape design that responds to the desert environment by utilizing indigenous and adapted landscape materials that complement the Southern Scottsdale built environment.

Response: In both existing and planned development at SkySong, native, arid-region and arid-adapted landscape materials have been used to create an environment appropriate to Scottsdale's Sonoran Desert setting.

- d. GOAL CD 5. MAINTAIN, PROTECT, AND ENHANCE THE CHARACTER, QUALITY, AND CONNECTIVITY OF THE PUBLIC REALM AND OPEN SPACE AREAS.
- Policy CD 5.3. Recognize that public realm design guidelines and standards represent an opportunity to provide identity to a community or neighborhood and convey design expectations.

Response: The existing open spaces and facilities are open to and used quite extensively by the surrounding community. The updated Design Guidelines and open space concept for SkySong will strengthen its identity and include features to enhance these connections to the public realm. The addition of retail, restaurant uses and additional gathering places, for example, can become destinations attractive to neighbors and the general public.

- Policy CD 5.4. Encourage plant placement that maximizes shade opportunities in pedestrian spaces, parking lots, and streetscape environments.

Response: In Arizona, to create an environment that encourages walking, shade is essential. At SkySong, pedestrian paths, plazas, parks and streetside open space all include shade as a high-priority consideration. Shade is discussed in greater detail in Section V. of this Narrative.

e. GOAL CD 6. PROMOTE, PLAN, AND IMPLEMENT DESIGN STRATEGIES THAT ARE SUSTAINABLE.

- Policy CD 6.1. Encourage compact development design along Corridors and in Regional Centers and Activity Areas to help reduce travel distances, encourage walking and cycling, and stimulate public transit use.

Response: SkySong includes an extensive system of pedestrian paths and places that help people make the decision to park once and walk. Bicyclists are provided with convenient parking and connections to Scottsdale's system of bike lanes and multi-use paths. In Phase 3, bicycle storage and showers will be added. A transit stop is located north of SkySong Boulevard on the east side of Scottsdale Road. Transit users can walk directly from the transit stop to offices, retail and restaurant uses using the paths and open space system. SkySong has also added First Friday trolley service to Downtown Scottsdale and continues to support efforts for improved transit service.

- Policy CD 6.2. Encourage building design, orientation, and layout that reduce energy consumption.
- Policy CD 6.3. Develop adaptable and sustainable building design strategies that could accommodate future innovative energy and environmental technologies as they become commercially viable.
- Policy CD 6.4. Encourage the use of sustainable design principles for remodeling and new development projects to mitigate building construction and operational impacts on the environment.

Response: SkySong is required to build to LEED standards as a stipulation of the 2005, original zoning approval. SkySong has become one of the most renowned development projects in Arizona. All three of its current buildings and SkySong 3, now under construction, have received LEED Silver Certification from the U.S. Green Building Council and Energy Star Designation from the U.S. Environmental Protection Agency. The project has also been named "Best of NAIOP" by the National Association of Office and Industrial Properties-Arizona Chapter, and has received an Award of Merit from Valley Forward. SkySong also enjoys significant technological advantages, including extremely high bandwidth that enables companies which transfer a great deal of data to conduct business more efficiently.

- f. GOAL CD 9. ESTABLISH DESIGN GUIDELINES FOR CORRIDORS, REGIONAL CENTERS, AND ACTIVITY AREAS.
- Continue to utilize the current lighting guidelines to enhance public safety, provide appropriate lighting for development, and supply transitional lighting levels to existing neighborhoods.
- Response: Lighting will be consistent with City standards and with the lighting established at SkySong over the past nine years.*
- g. GOAL CD 10. PROVIDE PUBLIC ART TO CREATE EXCITING AND ATTRACTIVE PUBLIC SPACES THAT ARE USED AND ENJOYED BY SOUTHERN SCOTTSDALE RESIDENTS, WORKERS, AND VISITORS.
- Policy CD 10.1. Enhance the quality of life of Southern Scottsdale residents by increasing their access to the visual arts and create a more aesthetically-pleasing urban environment.
- Response: SkySong has budgeted for public art. SkySong is currently working with Scottsdale Public Art to develop a strategy for siting art within the campus can be prepared, so art becomes an integral part of the streetscape, park, plazas and open spaces.*
- Policy CD 10.2. Support the creation of exciting, appealing, and harmonious public spaces by integrating architecture, design, public art, and the planning of infrastructure at the earliest design stage.
- Response: As design commences for the next round of buildings at SkySong, the creation of additional places for people working, living and visiting is being given high priority.*

3. Economic Vitality

- a. GOAL EV 2. ENHANCE ECONOMIC VITALITY AND ACTIVITY IN SOUTHERN SCOTTSDALE.
- Policy EV 2.1. Encourage new business and real estate development that will expand the community's tax base and support the long-term economic sustainability of Southern Scottsdale.
- Response: Over the past nine years, SkySong's success has increased tax revenue for the City and has stimulated investment and revitalization of the area by:*
- *Creating an ecology of collaboration and innovation among high-profile technology enterprises and related researchers;*
 - *Advancing global business objectives of on-site enterprises;*
 - *Raising Arizona's profile as a global center of innovation through co-location of ASU's strategic global partners; and*
 - *Creating a unique regional economic and social asset.*
- b. GOAL EV 3. CREATE ECONOMIC CONDITIONS IN SOUTHERN SCOTTSDALE TO SUPPORT JOB CREATION AND BUSINESS SECTOR GROWTH.
- Policy EV 3.1. Create economic development strategies specific to Southern Scottsdale to enhance business attraction, retention, and expansion to provide greater economic stability and generate tax revenues for city service provision.

Response: SkySong is leading the way in Southern Scottsdale in terms of investment, expansion and job creation. At present, approximately 1,000 people are employed at SkySong and that number is expected to increase to in excess of 4,000 upon completion and leasing of the final development phases.

- Policy EV 3.4. Support public/private collaboration that directs resources to create opportunities for start-up businesses.

Response: SkySong's ASU partnership provides opportunities and support for start-ups. Here are two examples:

The Edson Student Entrepreneur Initiative provides funding, mentorship, and office space to teams of students within all university disciplines. This accelerator gives student entrepreneurs the opportunity to develop their innovative ideas and launch viable businesses. An endowment provides a total of \$200,000 annually in seed funding. Each year up to new ventures will be granted up to \$20,000 to help subsidize expenses for developing their new venture. Funded ventures are provided office space at SkySong through their award year.

Arizona Technology Enterprises (AzTE) is the exclusive intellectual property management and technology transfer organization for Arizona State University. AzTE works with faculty, investors and industry partners to speed the flow of innovation from research laboratory to the marketplace. To date over 15 startups have been supported by this program, including HealthTell, Inc, which was named "Start-up of the Year" at the 2012 Arizona Governor's Celebration of Innovation.

c. GOAL EV 5. ENCOURAGE A STRONG ECONOMIC RELATIONSHIP AMONG OPPORTUNITY AND REGIONAL CORRIDORS AND ASSOCIATED REGIONAL CENTERS AND ACTIVITY AREAS.

- Policy EV 5.2. Continue to partner with Arizona State University's SkySong sponsored knowledge and industrial-based business incubation processes by encouraging the creation of start-up businesses, offering access to facilities, office space, contacts, and specialized business expertise.

Response: Companies located at SkySong enjoy a special relationship with Arizona State University, located less than three miles from SkySong. In addition to locating its own innovative research units at the center, ASU provides tenants with direct access to relevant research, educational opportunities and cultural events on its campuses. Through ASU's on-site operations, tenant companies have a single point of contact for introductions to researchers, faculty and programs to address their specific needs.

4. Community Mobility

- a. GOAL CM 1. INCREASE THE RANGE OF MOBILITY OPTIONS AVAILABLE TO AREA RESIDENTS AND BUSINESSES.

- Policy CM 1.2. Promote both internal and external connectivity between mobility modes to create an integrated transportation system for the benefit of Southern Scottsdale.

Response: SkySong is doing its part to increase the range of mobility options for employees and visitors. Using a "park once" approach, bicycling or walking around SkySong are easy choices to make. Pedestrian paths, open spaces, gathering places, bike parking and more are interconnected. From the transit stop on Scottsdale Road, people can "short-cut" into SkySong via a conveniently located pedestrian path.

- b. GOAL CM 4. ADVANCE THE ROLE OF PEDESTRIAN AND BICYCLE MOBILITY AND CONNECTIVITY WITHIN SOUTHERN SCOTTSDALE.

- Policy CM 4.1. Provide physical improvements for streets and right-of-ways to promote pedestrian and cyclist comfort throughout Southern Scottsdale.

Response: Along streets within SkySong, walking and bicycling are encouraged. Landscaping and structures provide shade, pedestrian crossings are designed with safety and conspicuity in mind. Seating, small streetside open spaces and other amenities adjoin sidewalks and paths throughout SkySong.

- Policy CM 4.3. Encourage an increased emphasis on overall user safety while resolving conflicts between pedestrians, bicycles, and motorized vehicles.

Response: At the time new development occurs and goes to the Development Review Board for approval, provisions designed to reduce risk and improve safety among all travel modes will be considered. The team is well-versed in the range of safety options and the types of multi-modal conflict issues that may occur and in tools needed to address them.

- c. GOAL CM 5. PROVIDE GREATER PUBLIC AND PRIVATE/PUBLIC PARKING CAPACITY AND MANAGEMENT IN LOCATIONS ACCESSIBLE TO MULTI-MODAL TRANSPORTATION OPTIONS.

- Policy CM 5.3. Support a "park once" automobile strategy that allows people to park their car once and circulate throughout the area by public transit, walking, and/or bicycling.

Response: At SkySong, most parking will be located within parking structures. People will be more likely to "park once" and move around SkySong on foot or by bicycle because, in part, the campus is compact and getting a car into and out of a parking structure can involve extra effort. By providing an attractive alternative in the form of convenient paths, shady and comfortable, with interesting things to see and do along them, walking or biking will be an easy choice to make.

5. Preservation and Environmental Planning

a. GOAL PE 2. MITIGATE THE URBAN HEAT ISLAND EFFECT.

- Policy PE 2.1. Continue to examine new and reinvestment development plans to identify strategic landscape opportunities for passive building cooling and to provide shaded pavement in parking lots and on streets.

Response: (See following page) Los Arcos Mall was an "old style" shopping center with a large building surrounded by a sea of parking. Replacing it, SkySong has greatly reduced the expanse of asphalt. SkySong installed both light-colored and permeable paving and added landscaping and trees to help mitigate the "urban heat island" effect. The Environmental Protection Agency cites ASU's National Center of Excellence (NCE) on SMART Innovation as a highlight of cool pavement efforts in the United States. SkySong benefits from its partnership with ASU in putting research into action, using permeable and porous pavement.

b. GOAL PE 4. IMPROVE AIR QUALITY.

- Policy PE 4.1. Offer multi-modal, alternative motorized, and non-motorized transportation choices such as transit, trolleys, and bicycles as a means to reduce air pollution emissions.

Response: All the multi-modal transportation choices are available and promoted at SkySong. Access to and circulation within SkySong by bicycle, walking, transit and trolley are all provided. Trolleys stop on SkySong and take passengers to Downtown Scottsdale on First Fridays. The Scottsdale Road transit stop provides service Valley-wide.

B. McDowell Corridor/Southern Scottsdale Economic Development Task Force Recommendations

In 2009, the McDowell Corridor/Southern Scottsdale Economic Development Task Force was appointed by the Mayor and City Council to "study the McDowell corridor/southern Scottsdale area and to "determine how the area should be marketed as a place to live and work." The fifteen Task Force members represented a broad cross-section of Southern Scottsdale business owners, developers, activists, planners, employers and others. Some Members had a multi-generational stake in Southern Scottsdale and others were relative newcomers. The Task Force held over twenty public meetings, open houses, "idea forums" and presentations to community organizations.

SkySong supports the Vision and recommendations of the Task Force, as stated in the McDowell Corridor/Southern Scottsdale Economic Development Task Force Recommendations to the Scottsdale City Council report dated 2/9/14 .

The Vision statement includes the following:

"...Southern Scottsdale can experience a renaissance that will capitalize on its existing technology, education and employment core, its diverse housing options, and its opportunities to attract mixed uses which include retail and entertainment."

SkySong has, and will continue to play a pivotal role in the renaissance of Southern Scottsdale. With strong focus on education, technology, creative entrepreneurship and community-building, SkySong supports the Task Force vision.

THE URBAN HEAT ISLAND EFFECT

Modification of land surface and the use of materials such as concrete and/or asphalt are the main factors influencing the surface energy balance and therefore the environmental temperature in the urban areas.

Engineered materials have relatively higher solar energy absorption and tend to trap higher incoming solar radiation. They possess a higher heat storage capacity that allows them to retain heat during the day and then slowly release it back into the atmosphere as the sun goes down.

Conventional Pavements

Conventional pavements in the United States are impervious concrete and asphalt, which can reach peak summertime surface temperatures of 120–150°F. These surfaces can transfer heat downward to be stored in the pavement subsurface, where it is re-released as heat at night. These effects contribute to urban heat islands.

Cool Pavements

Cool pavements are designed to reduce adverse climatic impacts such as the Urban Heat Island by optimizing the physical thermal characteristics of pavement design. This includes single and multi-layer designs which optimize thermal conductivity, heat storage capacity, density and light reflectance.

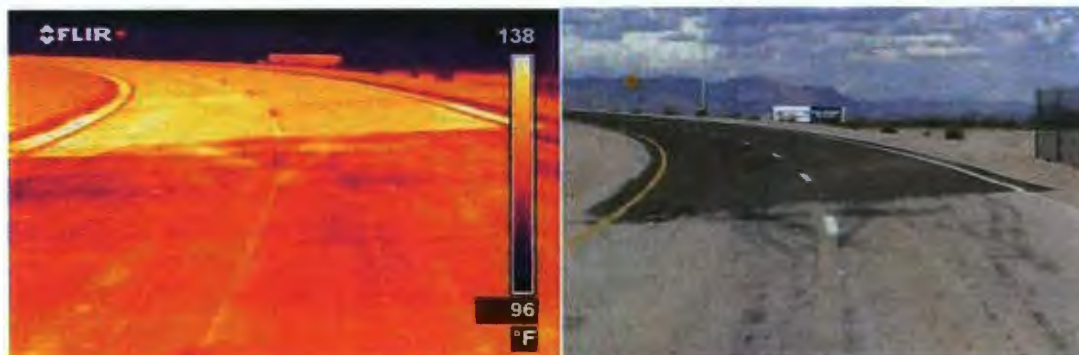
Materials engineered as "cool pavements" have relatively higher solar energy absorption and tend to trap a relatively higher incoming solar radiation. They also possess a higher heat storage capacity that allows them to retain heat during the day and then slowly release it back into the atmosphere as the sun goes down. At SkySong, two types of cool pavements are used to mitigate the urban heat island effect.

Permeable Pavement used at SkySong

Permeable pavements, used at SkySong, may increase air movement - convection - over the pavement, transferring heat from pavement to the air. Overall, the limited transfer of heat to the pavement subsurface layers would reduce the release of heat during the nighttime. Release of stored heat from pavement is a significant contributor to the nighttime heat island.

Light-Colored Reflective Pavements used at SkySong

Conventional paving materials such as asphalt and concrete absorb 80 to 95 percent of the energy reaching them instead of reflecting it into the atmosphere. At SkySong, light colored paving surfaces are used, which can reflect up to 75 percent of the sun's energy.



Thermal infrared (left) and visible (right) images of a road with light and dark segments. The infrared image shows that the light segment (bottom) is about 30°F cooler than the dark segment.

Task Force recommendations are grouped into four categories:

1. Target Market Position
2. Area Infrastructure and Amenities
3. City Efforts to Promote Redevelopment and Attract/Retain Businesses
4. Neighborhood Involvement

1. Target Market Position

Response: Task Force recommendations focus on developing a unique brand for Southern Scottsdale, capitalizing on assets, including SkySong. By continuing to evolve as a "place" where research, development and creative application of technology is carried out by a new population of Southern Scottsdale ("Knowledge Workers") in a dynamic, walkable, amenity-rich environment. SkySong continually moves to create energy and momentum that can help shape Southern Scottsdale's brand.

2. Area Infrastructure and Amenities

Response: Task Force recommendations in this category focus on areawide infrastructure improvements and a list of prioritized improvement proposals. SkySong supports the recommendation "to develop the strongest possible transportation corridor between downtown Tempe and downtown Scottsdale with a major stop at the SkySong node." A pedestrian connection will take people from the existing Scottsdale Road transit stop, by way of a mid-block path leading to restaurant, retail and offices uses.

3. City Efforts to Promote Redevelopment and Attract/Retain Businesses

Recommendations state that the City should be proactive in stimulating area revitalization by, for example:

- Recruiting developers and businesses to targeted land uses and industries
- Exploring regulatory changes, including possible Zoning Ordinance amendments to increase building height, floor area ratio and to reduce parking requirements.
- Considering incentives and rebates

Response: Regulatory changes, such as those described in Task Force recommendations, can play a critical role in recruitment of business in Southern Scottsdale. Allowing the flexibility to provide buildings that meet the requirements of major businesses and having the certainty necessary to move confidently through negotiations will stimulate business attraction and Southern Scottsdale revitalization.

4. Neighborhood Involvement

Response: Neighborhood Involvement recommendations focus on supporting residential rehabilitation, neighborhood revitalization and code enforcement. The need to ensure compatibility between commercial areas and the adjacent areas is stressed. Previous SkySong approvals required buffers for adjoining neighborhoods, in keeping with the Task Force recommendation. The current SkySong application does not border residentially zoned land north of SkySong Boulevard.

IV. ARCHITECTURE

A. Overview of Architectural Approaches and Concepts

The end goal of the SkySong request for amendment of entitlements and updated Design Guidelines is creation of buildings that not only attract quality tenants to the SkySong campus, but also give prominence to a major gateway into Southern Scottsdale. The buildings' scale and design features consider views toward Scottsdale Road, McDowell Road, and 74th Street from the vantage point of both pedestrians and motorists. The diversity in scale created by the proposed zoning modifications will create visual interest and continue to portray a level of quality that will serve as a catalyst for additional development in the SkySong Regional Center area.

One of the primary benefits of allowing additional height along SkySong's perimeter streets is the opportunity for greater variety in building height and form. Under the approved plan, maximum building height is 60 feet (without mechanical equipment). If 1.34 million square feet of development are to be realized at SkySong, all remaining buildings to be built will need to be at the full 60-foot height, or four stories. Most of these buildings will front on Scottsdale Road and McDowell Road – the most visible "face" of SkySong as seen from the street.

Here, at Southern Scottsdale's 100% intersection, the buildings should raise the bar to a level of quality consistent with the City's high aspirations. With approval of additional height, to be earned through provision of open space and building stepbacks that exceed requirements (as calculated through an Incentive Formula), it will be possible to have a one-story restaurant and retail building, a three-story R&D center, a hotel and office buildings that may vary in height from four to six stories. The buildings can be stepped back from the street providing horizontal variety as well as vertical. There can be more open space, more view corridors into the site, more places for people to walk and enjoy the outdoors. The Incentive Formula can be found on page 43 of Section 2. Design Guidelines Supplement.

All architecture, landscape plans and site plans must be approved by the Development Review Board at public hearings. At that time, the details of design, massing, materials and open space can be reviewed. Architecture at SkySong will conform to Design Guidelines for architecture approved in 2005 as part of 26-ZN-2004, as supplemented by Design Guidelines included with the current submittal (page 38).

Information in this section of the Narrative is illustrative and provided only to show design intent and potential benefits of approving the incentive-driven additional height. Design concepts can be expected to vary from the examples shown, in response to the needs of future tenants and additional input.

B. Building Height Change Request: What are the Benefits?

1. Community benefits

a. Benefits of increased building height: can help attract major tenants, enable effective response to market demand

- Respond to market forces - be competitive and nimble.
- Provide flexibility and certainty to meet the needs of potential major tenants.
- Create an amenity-rich environment for employees and clients.
- Create "place" instead of "space"
- Create an environment that will help attract and retain professionals, knowledge workers, creatives.
- Provide buildings and site configurations that meet the requirements of leasing agents, tenant representatives.

Are these benefits possible with the current 60-foot height?

- If the needs of prospective tenants cannot be met with agility, certainty and creativity, SkySong may miss opportunities to reach its full potential at this gateway location in Southern Scottsdale.
- In a highly competitive and evolving market environment, prospective tenants are attracted to projects that offer an agile response to meeting their needs, creative design approaches and an environment that offers a sense of place, not just space to conduct business.
- It has proven to be more difficult to meet the needs of corporate headquarters and other major tenants within the existing 60-foot height limits.
- The approved 60-ft building height limits architectural design options and the ability to provide first-class space for major users. Flexibility is needed to respond to demand for a broad range of building configurations, floor plate sizes, overall square footages, specific office and/or lab layouts, proximity of uses and access to amenities.
- The large footprints of buildings at the approved height mean less meaningful high-amenity open space and pedestrian places within SkySong that are important to attracting and retaining creative, tech-savvy employees and businesses.

2. Architectural aesthetic benefits

- *Variety in building heights along SkySong's perimeter streets.*
- *Building stepbacks, greater articulation of massing, form, architectural detail and design along arterial streets.*
- *Creation of a gateway to Southern Scottsdale that expresses the area's quality, character and aspirations.*

Are these benefits possible with the current 60-foot height?

- Increased height means that buildings along Scottsdale Road, McDowell Road and 74th Street may include one-story restaurants, three-story and six-story offices, and a hotel at more than four stories. To achieve the approved square footage for SkySong, if a one-story or three-story building is built, the square footage lost must be made up by increasing the height of other buildings.
 - Variety in building heights streets cannot be achieved pursuant to the current approval and still attain the approved square footage.
- In cities, taller buildings signify important concentrations of uses - downtowns, financial districts, cultural centers, other significant places. Four-story, 60-foot-tall office buildings are typical of suburban office parks and are not associated with vibrant regional or citywide activity centers.

For many years, the City has discussed creating a new and compelling identity for Southern Scottsdale. Many ideas have been floated, but none has been implemented. Now, here at SkySong, are the energy, the proven success, the cutting-edge concepts and the respected team of The Plaza Companies, the ASU Foundation and the City of Scottsdale to make the last major phase of SkySong a gateway, a focus for a re-energized Southern Scottsdale.

With additional building height north of SkySong Boulevard, earned through the proposed incentive program, a gateway can be created at Scottsdale and McDowell Roads marked by distinctive architecture, pedestrian-oriented design, open space, walkability and variety with appeal to the community and to people working and learning at SkySong. By creating a welcoming place that lifts itself above the norm in terms of quality and design, the vision for Southern Scottsdale will be advanced.

3. Walkability benefits

- More direct routes to destinations
- Comfort - shade, good walking surfaces, free of obstruction
- Safety - minimize conflict with motor vehicles, generous design so people can walk side-by-side and converse, separation from drop-offs, traffic
- Convenience - places to sit, drinking fountains
- Wayfinding - ease of finding destinations and routes
- Aesthetics, details - things to see, art, diversions, transparency, things to do - food, shops, exhibits, events, landscaping, water.

Are these benefits possible with the current 60-foot height?

- Pursuant to the approved 60-ft. height, larger building footprints limit variety and number of pedestrian routes and it is more difficult to provide convenient, direct routes.
- Pursuant to the approved 60-ft. height, larger building footprints limit ability to provide shade along sidewalks and paths due to restricted space.
- Pursuant to the approved 60-ft. height, larger building footprints restrict width of pathways and internal sidewalks. Because of insufficient width, there is limited room to provide safety features such as separation from motor traffic and from curb drop-offs.
- Pedestrian amenities, wayfinding devices, seating along sidewalks will be limited due to tight sidewalk spaces and restricted availability of open space.

4. Open space/people place benefits

- Additional open space will make it possible to create a campus-wide system of pedestrian-oriented places.
- With additional area, streets and paths/sidewalks can be repurposed as linear active open spaces.
- In addition to major gathering places, smaller secondary places can be created where people can work, socialize, relax, have a cup of coffee and enjoy some time outdoors.

Are the benefits possible with the current 60-foot height?

- With currently approved building heights, new buildings cannot "liberate" enough area to provide all elements of a meaningful open space system.
- With currently approved building heights, it is not possible to fully develop paths/sidewalks as linear open spaces with all the elements of interest, safety, amenity and aesthetics.

C. Guidelines, Requirements and Building Height Incentive Formula

The Design Guidelines Supplement includes a Building Height Incentive Formula, that allows a modest height increase if buildings are stepped back and open space is provided in addition to that required. Additional height can be earned only within the undeveloped area north of SkySong Boulevard. See Section 2, page 43 for information about the Incentive Formula and related guidelines.

Figure 4. Conceptual Site Plan

NOTE: The graphics on this page are conceptual, provided for illustrative purposes only. Buildings and site plan developed at SkySong will be designed to suit the needs of tenants and are likely to vary from the examples shown.



V. OPEN SPACES AND ACTIVE PLACES

A. Open Space Vision for SkySong

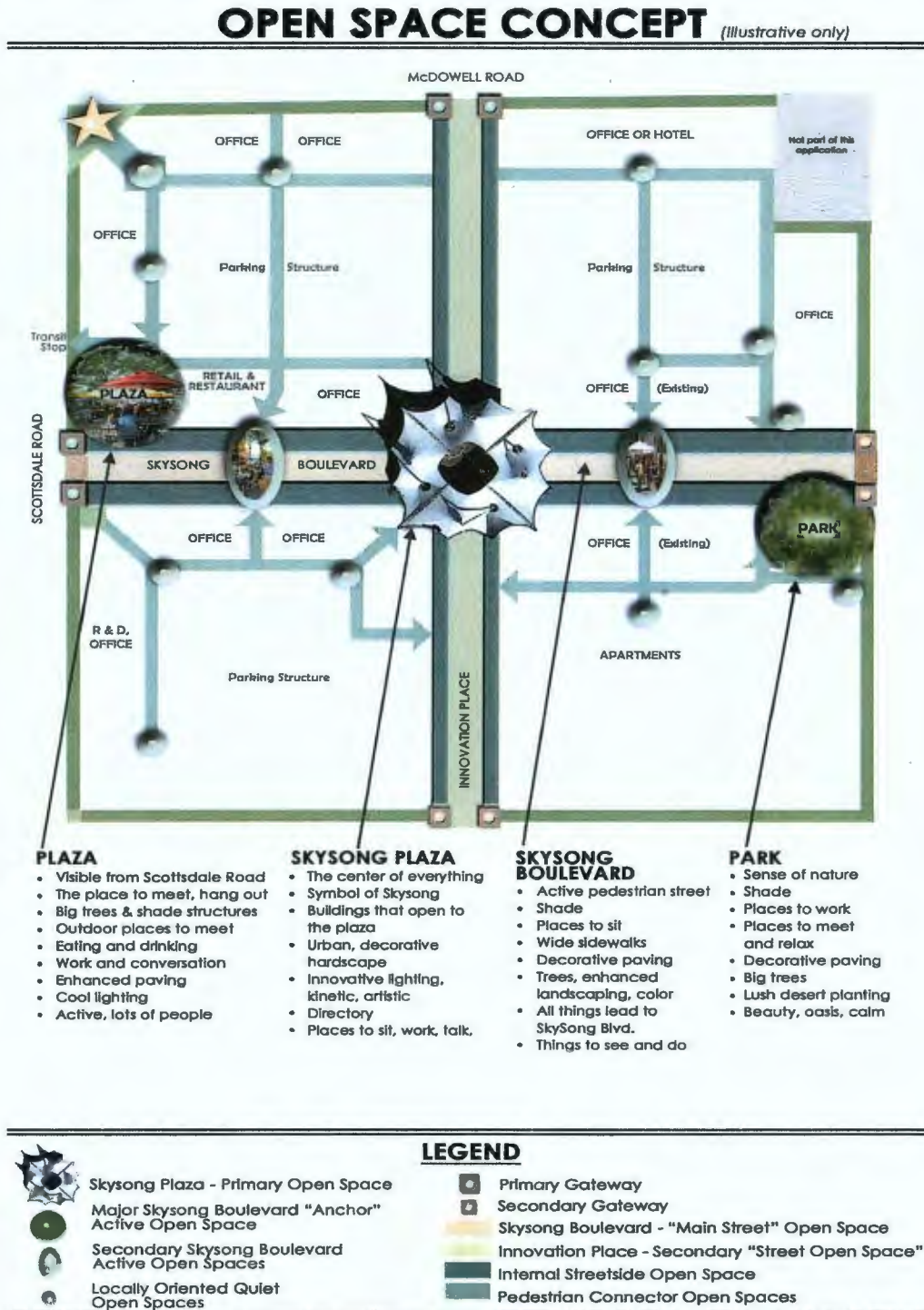
Open space at SkySong is "user driven" in that it is designed for the people who work in, live in and visit SkySong as the primary open space "customers". The open spaces are connected into a campus-wide network that makes walking from place to place a pleasant and easy choice to make. Important to the vision is the concept of creating "places" that engage, delight and attract their customers. The customers in this case are mostly creative, tech-savvy knowledge workers who choose SkySong in part because of its thriving community of like-minded people. With them in mind, open space at SkySong should have the following characteristics:

1. *Places that are cool, vibrant, designed creatively*
2. *Great connectivity among buildings, parking, open space, streets*
3. *Places that are comfortable, secure and well-maintained*
4. *Places you can get to by bus, trolley or other public transit*
5. *Walkable and bikeable places*
6. *Places where you can get some work done - free WiFi, tables or ledges for laptops and movable tables and chairs that can be arranged for informal meetings.*
7. *A variety of places, from ACTIVE with lots things to do, to QUIET places where people can work, study, relax*
8. *Places with people to watch, work and socialize with*
9. *Places that are user-driven, that are designed with an understanding of who will use them, how people will use them and what range of activities and uses will make them most useful and enjoyed.*
10. *Places that delight, surprise, are beautiful, that attract people to them*
11. *Pedestrian pathways, sidewalks and other connectors with visual interest, character and occasional path-side places to sit*
12. *Architecture that engages with open space beyond its walls, with ground-level pedestrian-scale architectural detail along sidewalks, paths and small outdoor spaces.*

B. Open Space Concept Plan

Figure 6. Open Space Concept Plan, features SkySong Boulevard as a major linear open space spine anchored by an active urban pedestrian plaza on the west, a shady park on the east, with SkySong Plaza as at the center of it all. The SkySong Boulevard open space spine is fed by pedestrian paths, secondary plazas, and other small open spaces.

Figure 6. Open Space System Concept



1. **Open Space Concept Plan Elements**

The Open Space Concept for SkySong, shown on the previous page, includes four primary elements:

- The Central Spine - SkySong Boulevard - the Main Street of the open space system.
- Open Space Anchors - a park on the east end, a plaza on the west and SkySong Plaza in the center of it all.
- Secondary Open Spaces - open spaces at street crossings, along SkySong Boulevard, near building entrances and along the way.
- Connectors - paths and sidewalks connecting all elements of the system. SkySong's open space system weaves many elements into a seamless campus-wide network.

Beyond the four primary elements is a rich supporting array of smaller spaces serving different purposes. These spaces are shown on the Open Space Concept graphic. Following are descriptions of the elements that make up the SkySong open space system.



Looking west along SkySong Boulevard towards Scottsdale Road and Papago Park

a. **SkySong Boulevard - "Main Street" Open Space**

SkySong Boulevard - a linear "Main Street" lined with signature landscaping, small places to sit, corner plazas where people can grab a quick coffee, listen to music or sit and talk. The Boulevard is, in effect, linear open space that makes the journey as important an experience as the destination and encourages people to get out and walk. All paths lead to the Boulevard, where there are wide and attractive sidewalks, shady trees, places to sit, places to get coffee or something to eat, things to see and to do.

b. **SkySong Plaza**

At the center of it all is the signature central plaza with its soaring sculptural "SkySong" structure, the inspiration for SkySong. Every part of the Plaza speaks of quality and character, be it lighting, interpretive materials, places to sit and work, decorative paving or wayfinding materials. Every path leads to the Plaza.



SkySong Plaza



Lunchtime event at SkySong Plaza

c. Park and Plaza - East and West Anchors of the System

At each end of SkySong Boulevard is a place for public gathering.

The Plaza

On the west end of SkySong Boulevard, at Scottsdale Road, a major plaza is planned next to the low-scale retail and restaurant building. Visible from Scottsdale Road, the plaza is shady and cool, the place to meet, work and hang out. The plaza is a beautiful place and may include public art and water features. It's a place where people can gather. The plaza is an active, energetic place with a lot going on and great people-watching potential.

The Park

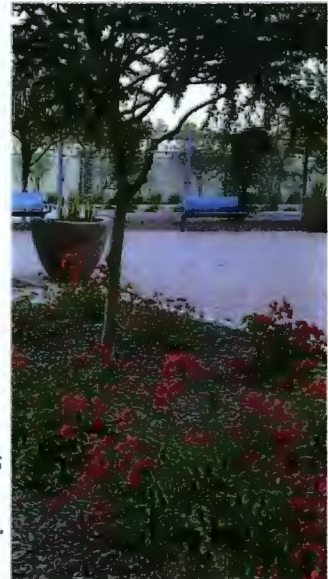
On the east end of the Boulevard is the park - a quiet place where people can go to read, think, work and converse. Paving is limited and the unpaved surfaces invite people to walk on them. The park has a strong sense of nature - of the desert Southwest, with shade, colorful planting. It is beautiful, fragrant and relaxing. Big trees and shade make it a comfortable year-round place. It's an oasis, a contrast to the vibrant plaza at the west end of the Boulevard.



**The Park
at SkySong**

*On SkySong
Boulevard at
74th Street.*

*There is shade,
color, benches,
tables and
seating within
an easy walk
from offices,
the apartments
and nearby
neighborhoods.*





A raised pedestrian crossing on SkySong Boulevard

d. Secondary Active Open Spaces along SkySong Boulevard

There are two Secondary Active Open Space next to major SkySong Boulevard pedestrian crossings. Walking along the Boulevard, people visit these spaces for a quick lunch, coffee, a meeting. There are shady places to sit. These places are convenient, comfortable and located on SkySong's major pedestrian route.



SkySong Boulevard bench



Open space next to SkySong Plaza

e. Locally Oriented Quiet Open Space

Small open spaces located by buildings, for people who work or visit nearby- shady, quiet places, out of the traffic and hubbub of streets and the plaza. These open spaces include seating where people can sit, work, relax and visit. Back-eddies in the main pedestrian flows, the quiet open spaces offer an alternative to being in the middle of the action.



A quiet, shady place to read or work

f. Internal Streetside Open Space

Along SkySong Boulevard and Innovation Place, small streetside places may be provided where people can take a break in the shade. Amenities may include wayfinding signs, benches and enhanced landscaping. The streetside places contribute to walkability by letting people break up their walk into smaller segments and enjoy a shady respite from summer heat.

Where parking garages are located along Innovation Place, north of SkySong Boulevard, pedestrian-oriented features may be provided, such as:

- Elements with visual interest and human-scale detail at ground-floor levels of the parking garages facing Innovation Place.
- *Enhanced and aesthetically pleasing screening, artwork, displays, architectural features, paving, street furnishings or landscaping.*



g. Pedestrian Connector Open Space

The routes taken to walk between buildings, through parking garages or along the internal streets and driveways are part of the open space/pedestrian system too. To get people out of their cars and out of their buildings on foot, the sidewalk paths should be attractive, comfortable and secure. Special shade, lighting, landscaping and paving can be provided. At intersections and driveway crossings, enhanced pavement, signage, and other measures should be taken to reduce conflict and increase pedestrian conspicuity, alerting motorists to their presence.



Parking Garage Pedestrian Walk



Connector open space along Innovation Place

VI. CONCLUSION



SkySong is and will continue to be a successful example of how a public/private partnership can stimulate new investment and create an internationally known business and technology center in the heart of Southern Scottsdale. The City, working with the ASU Foundation and the Plaza Companies, has created an innovative development that is being built and occupied ahead of schedule and making significant contributions to research, technology, education, start-up businesses and entrepreneurship.

The City Council places top priority on revitalization of the McDowell Road Corridor and Southern Scottsdale in its adopted Organization Strategic Plan for the Year 2013/14. This priority is strongly reinforced by the Southern Scottsdale Character Area Plan and the McDowell Corridor/Southern Scottsdale Economic Development Task Force ("Task Force") recommendations. Among Task Force recommendations is:

- Exploring regulatory changes, including possible Zoning Ordinance amendments to increase building height.

SkySong's current application requests amendment of existing zoning entitlements to allow for the reallocation of square footage (no increase to the approved 1.34 million s.f.) and increase in building height, to be earned through an incentive formula that will result in greater building stepbacks and additional open space.

SkySong, through this application for amendment of existing entitlements, is doing its part to put City Council priorities, the Southern Scottsdale Character Area Plan and Task Force recommendations into action.

Especially here, at the SkySong Regional Center, at the crossroads of the McDowell Road Regional Corridor and the Scottsdale Road Regional Corridor, through approval of the current application, Scottsdale can send a message to the business community and the world at large: "We're open for business."



SECTION 2. Design Guidelines Supplement

A Supplement to the Application for Amendment of Entitlements

CASE 26-ZN-2004 #2
Submitted September 9, 2014
Resubmitted December 12, 2014
Resubmitted January 21, 2015

Prepared by:
Berry Riddell & Rosensteel LLC

For:
ASU Foundation
Plaza Companies



SECTION 2. DESIGN GUIDELINES

I. INTRODUCTION



The original SkySong zoning case (26-ZN-2004), approved in 2005, included *"Design Guidelines and Development Framework for the ASU-Scottsdale Center for New Technology and Innovation and the Surrounding Area"* (*"Design Guidelines"*), prepared by SkySong and the Ad Hoc Citizens Advisory Working Group.

The eleven-member Ad Hoc Citizens Advisory Working Group was appointed by Scottsdale City Council on November 16, 2004 to provide community perspective and to seek neighborhood input on planning concepts for the ASU-Scottsdale site and surrounding areas. Their tasks included preparation of a framework plan for the SkySong property.

Since 2004-2005, much has changed. The Southern Scottsdale Character Area Plan was adopted in October, 2010, and SkySong development has moved

ahead of schedule. New businesses look at SkySong as a community of knowledge workers, researchers, tech-savvy professionals and others exploring the frontiers of innovation. Major businesses are considering a move to SkySong and their needs for more space and customized workplace design have made it necessary to respond with somewhat taller buildings and greater flexibility.

The maximum development of 1.34 million square feet approved by City Council as part of 26-ZN-2004 is not changing. What can be expected to change are the buildings facing SkySong's perimeter streets, notably, the Scottsdale Road and McDowell Road Regional Corridors. Under the current approved plan, sixty feet of height would be the typical result. With the proposed changes, height may vary from one or two stories to five or six. The end result is greater variety and, if incentives are used to achieve additional height, more buildings stepbacks and open space.

The purpose of this supplement to the 2005 Design Guidelines is to update and amend the current Design Guidelines in response to nine years of development at SkySong and to the changing needs of major businesses which may be recruited to locate or relocate to the area. The work of the Ad Hoc Citizens Advisory Working Group laid a firm foundation that has directed growth to date. Their work is respected and constitutes a platform for moving forward.

The Updated "Design Guidelines and Development Framework for the ASU-Scottsdale Center for New Technology and Innovation and the Surrounding Area" amends only those guidelines affected by changes proposed in the current application for amendment of entitlements at SkySong. The balance of the 2005 Design Guidelines remain unchanged. The Updated Design Guidelines apply only to new development north of SkySong Boulevard.

The proposed entitlement amendments include amended development standards, introduction of an incentive formula for earning additional building height north of SkySong Boulevard, and related amendments to SkySongs's architectural and open space guidelines.

A. Use of the Guidelines

As stated in the 2005 Design Guidelines, *"The guidelines and framework of this report indicate Scottsdale's aspirations for the site and surrounding area. They are not to be taken as absolutes,"* They provide an image of "what could be" and a tool for designers, architects, landscape architects, planners and developers to use to strengthen an already stimulating, walkable, beautiful place in the heart of Southern Scottsdale.

B. Organization and Scope of the Design Guidelines Supplement

The Design Guidelines are organized into two major sections:

ARCHITECTURAL GUIDELINES

General Architectural Guidelines
Building Height Incentive Formula

OPEN SPACE AND PEDESTRIAN CIRCULATION GUIDELINES

Walkability Guidelines
Placemaking Guidelines
The SkySong Open Space Concept

The Design Guidelines in this submittal update only guidelines related to the current request for amendment of entitlements. Design guidelines were approved previously, in Case No. 26-ZN-2004, *"Design Guidelines and Development Framework for the ASU-Scottsdale Center for New Technology and Innovation"*. The 2004/2005 guidelines address many additional design and development framework elements, which remain in effect and are supplemented by new guidelines in this section.

The new guidelines address variety in building height and form, response to context, sustainability, flexibility and creating a prominent gateway for Southern Scottsdale. Guidelines for walkability, placemaking and an Open Space Concept are included as well, building on the park, plazas and other pedestrian elements already established at SkySong.

These supplemental guidelines relate directly to criteria that must be met as part of the proposed Building Height Incentive Formula, described in Section 2.II.B.

II. Architectural Guidelines

Architecture at SkySong along its perimeter streets, 74th Street and the McDowell Road and Scottsdale Road Regional Corridors can set the standard for new development in Southern Scottsdale. If one building earns height increases, other buildings may be reduced in height, creating architectural variety. Height of the buildings along SkySong's perimeter streets can vary, from one or two-stories to five or six stories. The street view will have variety, stepbacks and even more visual interest.

The goal for architecture associated with the SkySong request for amendment of entitlements and updated Design Guidelines is creation of buildings that not only attract quality tenants to the SkySong campus, but also give prominence to a major gateway for Southern Scottsdale.

This Design Guidelines Supplement applies only to new development north of SkySong Boulevard. The buildings' scale and design features consider views toward Scottsdale Road, McDowell Road and 74th Street from the vantage point of both pedestrians and motorists. The diversity in scale created by the proposed zoning modifications will create visual interest and continue to portray a level of quality that will serve as a catalyst for additional development in the SkySong Regional Center area.



Figure 7

SkySong is located at Southern Scottsdale's highest profile intersection. The Southern Scottsdale Character Area Plan shows it as the "SkySong Regional Center," located at the intersection of two major Regional Corridors. Within this context, it is important that architecture reflect the character and aspirations of SkySong - "Innovation. Technology. Imagination."

A. General Architectural Design Guidelines

1. Vary building height and massing along Scottsdale and McDowell Roads

Additional height along SkySong's perimeter streets may result in greater variety in building height and form. Pursuant to the existing approved plan, maximum building height is 60 feet (without mechanical equipment). If 1.34 million square feet of development are to be realized at SkySong, all remaining buildings to be built will need to be at the full 60-foot height, or four stories. Most of these buildings will front on Scottsdale Road and McDowell Road – the most visible "face" of SkySong as seen from the street.

With the proposed entitlement change, there is an opportunity to earn additional height through provision of additional open space and building stepbacks. Increased height means that buildings along Scottsdale Road, McDowell Road and 74th Street may include one-story restaurants, three-story and six-story offices, and a hotel at more than four stories. To achieve the approved square footage for SkySong, if a one-story or three-story building is built, the square footage lost must be made up by increasing the height of other buildings. With the incentive formula, the buildings can be stepped back from the street providing horizontal variety as well as vertical. By applying the incentive formula, there can be more open space, view corridors into the site, more places for people to walk and enjoy the outdoors.



2. Design buildings to be compatible with Scottsdale Sensitive Design Principles and existing SkySong architecture.

Within SkySong, the architecture of new buildings *should* reflect an enhanced variation in massing, articulation of form, materials and architectural nuance appropriate to their high-visibility frontage on the perimeter of SkySong.

3. Design buildings for LEED certification

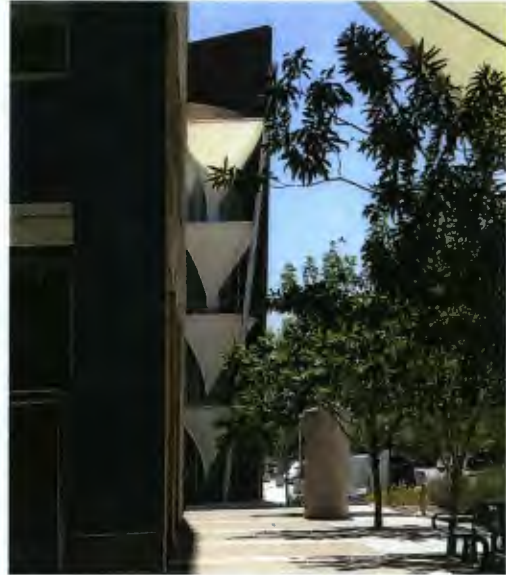
Like previous SkySong buildings, new development should be designed to be LEED certified.

4. Design and site buildings so they contribute to creating a Southern Scottsdale gateway at Scottsdale and McDowell Roads.

Buildings at Southern Scottsdale's 100% intersection can set a high standard for revitalization and new development. Taller buildings are appropriate here and can enhance the prominence of this major gateway. Especially here, buildings should represent high quality of design, construction and character



View west along SkySong Boulevard



SkySong Apartments, from SkySong Blvd.

4. Provide the design flexibility needed to meet future business needs with certainty, allowing a broad range of possible building configurations.

Architecture of new buildings at SkySong, with possible height increases, can offer businesses wishing to locate or relocate to Scottsdale with the flexibility and certainty necessary to meet their unique requirements. SkySong architecture should be able to accommodate a wide range of lease space, square footage, configurations and special tenant requirements.

5. Design buildings to incorporate human-scale elements and architectural detail in lower floors to enhance the pedestrian experience.

Architecture plays a role in encouraging people to walk and in creating indoor and outdoor open spaces. New buildings at SkySong should contribute to open space and walkability through inclusion of seating areas, plazas and outdoor "living room" work spaces at building entrances and in associated plazas, indoor lobby spaces that relate to the outdoors and pedestrian-level architectural detail, windows and landscaping



Pedestrians on SkySong Boulevard



SkySong's "Outdoor Living Room"

6. Provide building setbacks that add visual interest and variety to architectural massing.

Architectural design can reduce visual impacts of the vertical mass of buildings by providing setbacks at a height of approximately forty-five (45) feet as described in the "Building Height Incentive Formula" in Section 2.II.B.

7. Provide human-scale detail and articulation at base of buildings.

The base of buildings should include pedestrian-scale architectural elements, variation in materials and textures, greater detail to add interest to the pedestrian environment and establish scale for passing motorists.

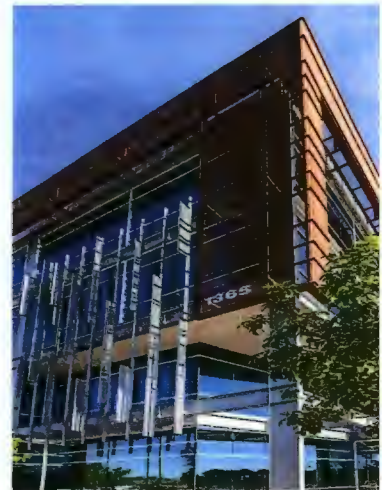
8. Include building elements that help provide shade and shadow movement across building facades.

On upper stories include architectural elements that mitigate impacts of the sun within buildings. Where feasible, incorporate architectural elements that provide shade and shadow to benefit pedestrians and create changing light patterns. At lower levels, canopies or other design elements can be used to provide shade.

9. Roof-mounted appurtenances should be integrated into the building's form, colors and materials.



St. Catherine's Court, England



SkySong, Unit 3

NOTE:

All images are provided for illustrative purposes only and are not meant to suggest intended design elements.



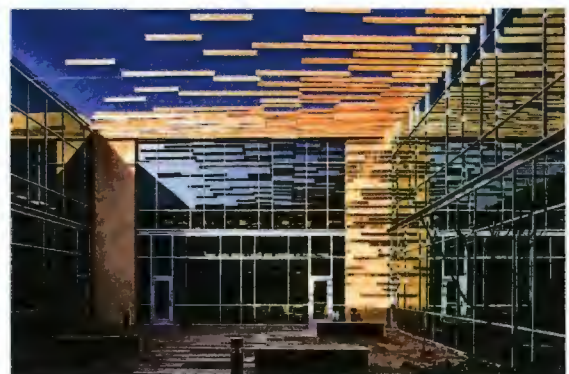
Fabric louvers, Burton Barr Central Library, Phoenix



Shade/shadow elements, New Mexico



Shade and shadow, GSA Building, Albuquerque, NM



Floating shade element, Albuquerque, GSA

10. Provide lighting at SkySong to enhance character and safety.

Lighting of buildings, streets, pedestrian areas and parking areas at SkySong will comply with City of Scottsdale standards. Working from the lighting themes already established at SkySong, the following types of lighting may be provided:

- Architectural lighting - lighting on the exterior of buildings that can highlight architectural features and enhance security.
- Street lighting - tall light standards that illuminate streets and internal drives traveled by motorists.
- Landscape lighting - supplemental lighting of trees and landscape features.
- Security lighting - lighting parking structures, service areas, other locations as needed for security and wayfinding.
- Area lighting - lighting using medium-height standards to illuminate plazas, the park, the central gathering space and other areas of pedestrian activity.
- Pedestrian path and small area lighting - low-level lighting to define and illuminate pedestrian pathways, crossings of streets and drives, and small pedestrian spaces, such as those at the entrances to buildings or parking structures.



By apartments, along Enterprise Drive



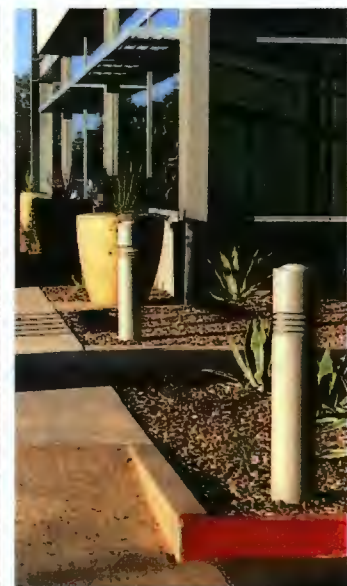
On SkySong Boulevard



Bollard lighting at building entry



Bollard lighting, SkySong



Bollard lighting, SkySong

NOTE: All images are provided for illustrative purposes only and are not intended to suggest intended architectural elements, materials, or forms.

B. Incentive Formula for Earned Building Height Increases

The Design Guidelines include an incentive formula, **applicable only to future development phases north of SkySong Boulevard**, that allows a modest height increase if buildings are stepped back and open space is provided in addition to that required.

1. Where can the taller buildings be located?

Additional height can be located only within the undeveloped area north of SkySong Boulevard, shown as "Incentive Zones" in the figure below.



BUILDING HEIGHTS

Increased public benefit can earn increased height

Within Incentive Zones, the approved building height is 60 feet (four stories) excluding mechanical equipment). Additional height may be earned, to a maximum of 90 feet (six stories) excluding mechanical equipment with additional open space and building setbacks.

Added height can only be earned through the Incentive Formula approved as part of this application.



Figure 8

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2. **How can additional height be earned?**

The formula below allows a maximum increase in height from 60 feet (excluding mechanical equipment) to 90 feet (excluding mechanical equipment) for all buildings on the perimeter of the Development Plan. if the developer agrees to provide building stepbacks and a greater amount of open space than are presently required.

a. **Existing and Proposed Building Height and Open Space**

WITH EXISTING APPROVAL

Maximum building height (excluding mechanical equipment) - 60 ft.

Required open space 20% of net site area (7.7 acres)

PROPOSED, WITH INCENTIVES EARNED

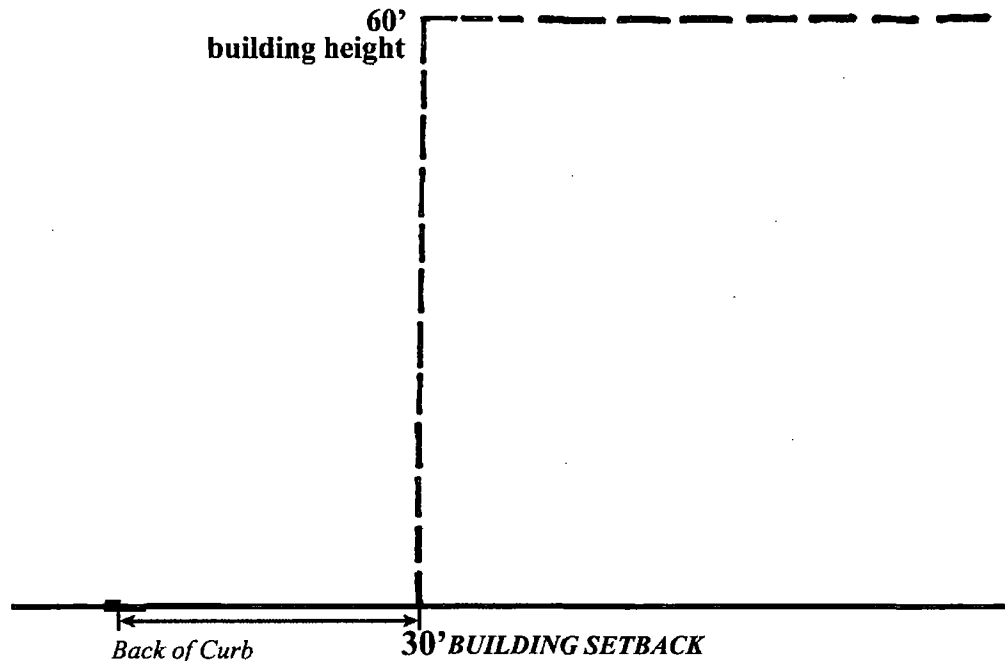
Maximum building height (excluding mechanical equipment) - 90 ft.

Maximum open space 25% of net site area (9.7 acres)

b. **Building Height as Approved in Case 26-ZN-2004.**

OPTION 1 - 30-FOOT BUILDING SETBACK FROM BACK OF CURB, AS APPROVED PREVIOUSLY, NO HEIGHT INCENTIVE

- (1) Building height of sixty (60) feet, measured from back-of-curb is allowed. No stepbacks are required.



OPTION 1.

30-foot Building Setback, 60-ft. Height

(allowed per Case 26-ZN-2004)

Figure 9

c. **Incentive Formula for Earning Additional Building Height**

If additional height is requested using the Incentive Formula, additional open space, building setbacks and building stepbacks are required.

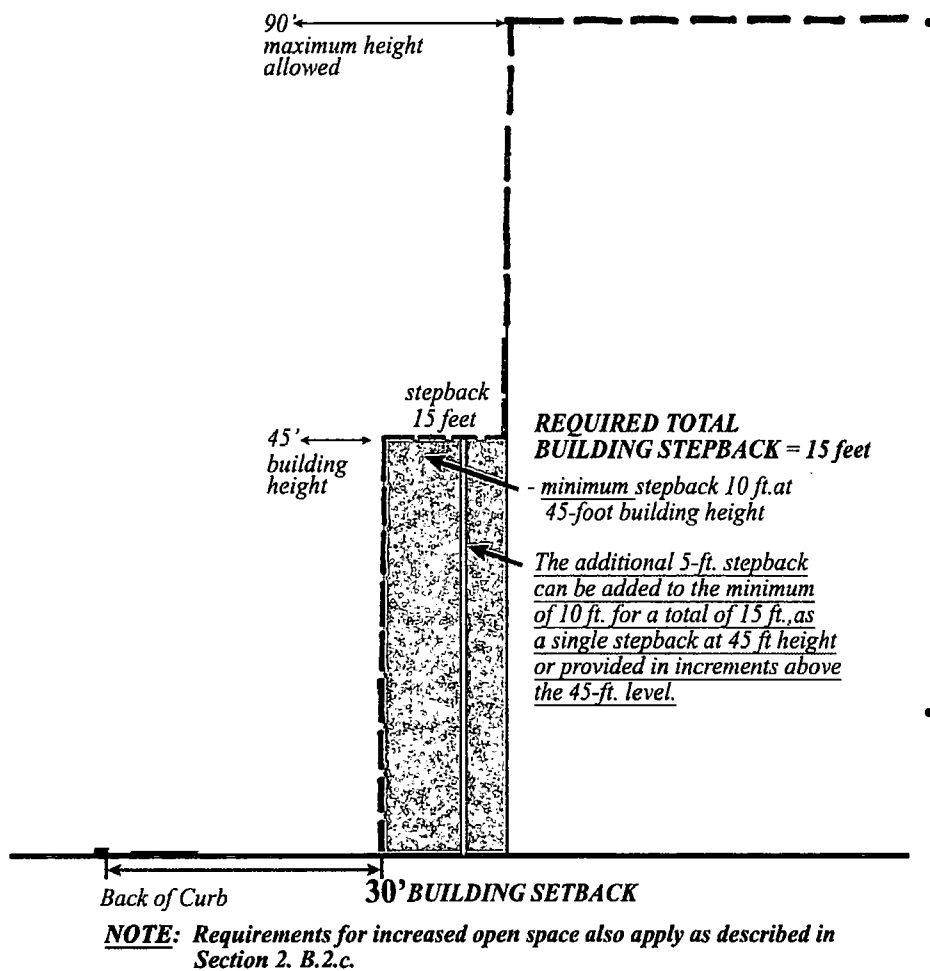
(1) **Additional Open Space Requirement**

All buildings that exceed sixty (60) feet in height, under provisions of this section, must contribute additional open space to the overall development's required 7.7 acres or 20% of net area. For each foot of building height over sixty (60) feet, an additional 500 square feet of open space is required. Each building's extra open space contribution will be added to the currently approved open space requirement of 7.7 acres (20%) until a maximum required open space of 9.7 acres (25%) is reached.

(2) **Building Setback and Stepback Requirements**

Options 2 through 5 describe setback and stepback requirements for earning additional height, to a maximum of 90 feet.

(a) **OPTION 2 - TO EARN UP TO 90 FEET IN BUILDING HEIGHT WITH 30-FOOT SETBACK FROM BACK OF CURB**



Provide a stepback of at least fifteen feet measured from face of building, with the stepback starting at 45 feet in building height. Minimum building stepback at 45 feet must be ten (10) feet. The additional five (5) feet of required stepback must be added at or above the 45-ft. height, with total stepback being 15 feet.

At least 75 percent of the building face fronting on Scottsdale Road, McDowell Road or 74th Street shall be stepped back at 45 feet in height or above.

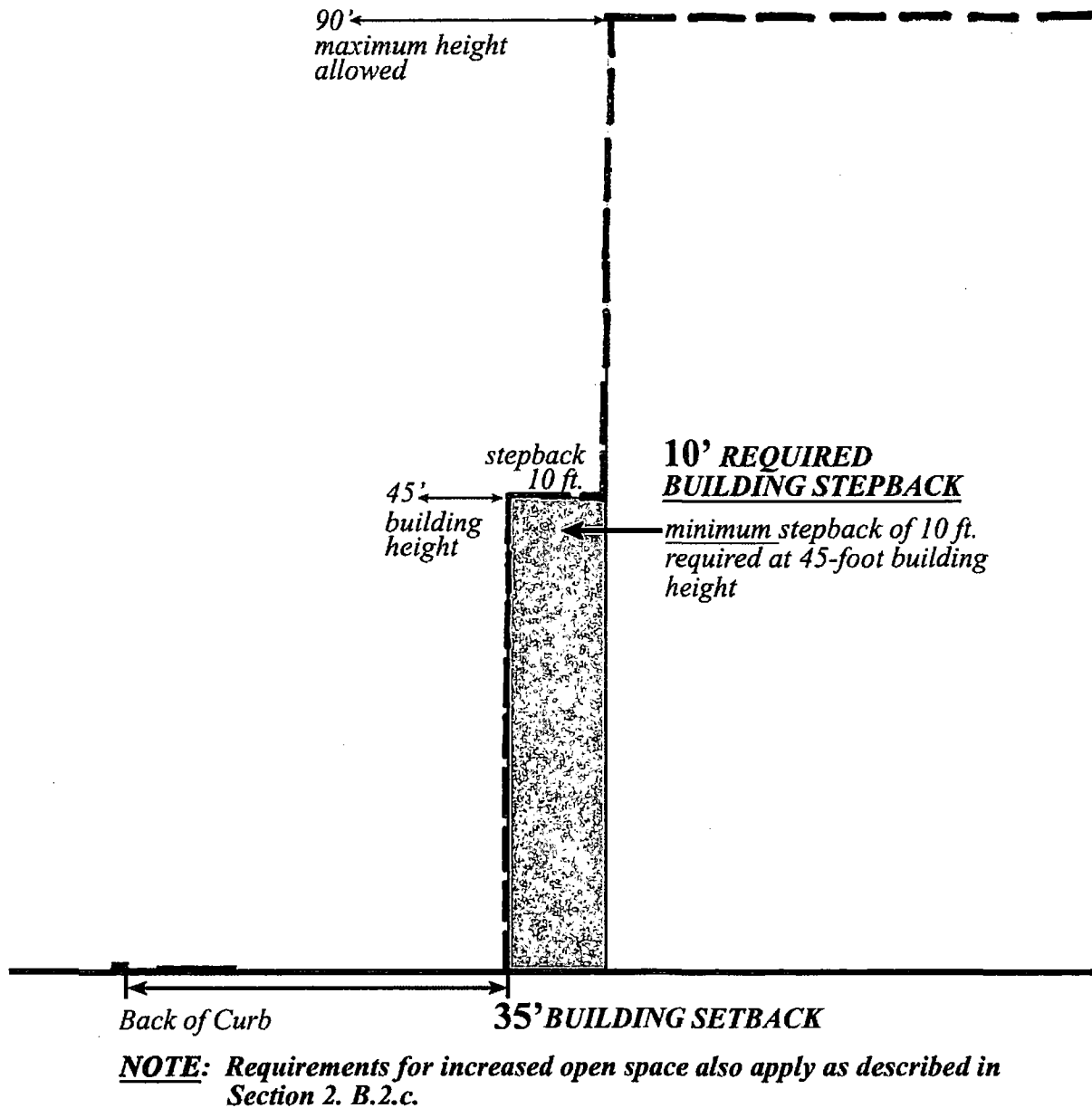
OPTION 2.

30-foot Building Setback with Height Incentive Formula

Figure 10

(b) **OPTION 3 - 35-FOOT BUILDING SETBACK FROM BACK OF CURB**

- Provide a setback of at least ten (10) feet measured from face of building at 45 feet in building height
- At least 75 percent of the building face fronting on Scottsdale Road, McDowell Road or 74th Street shall be stepped back at 45 feet in height or above.

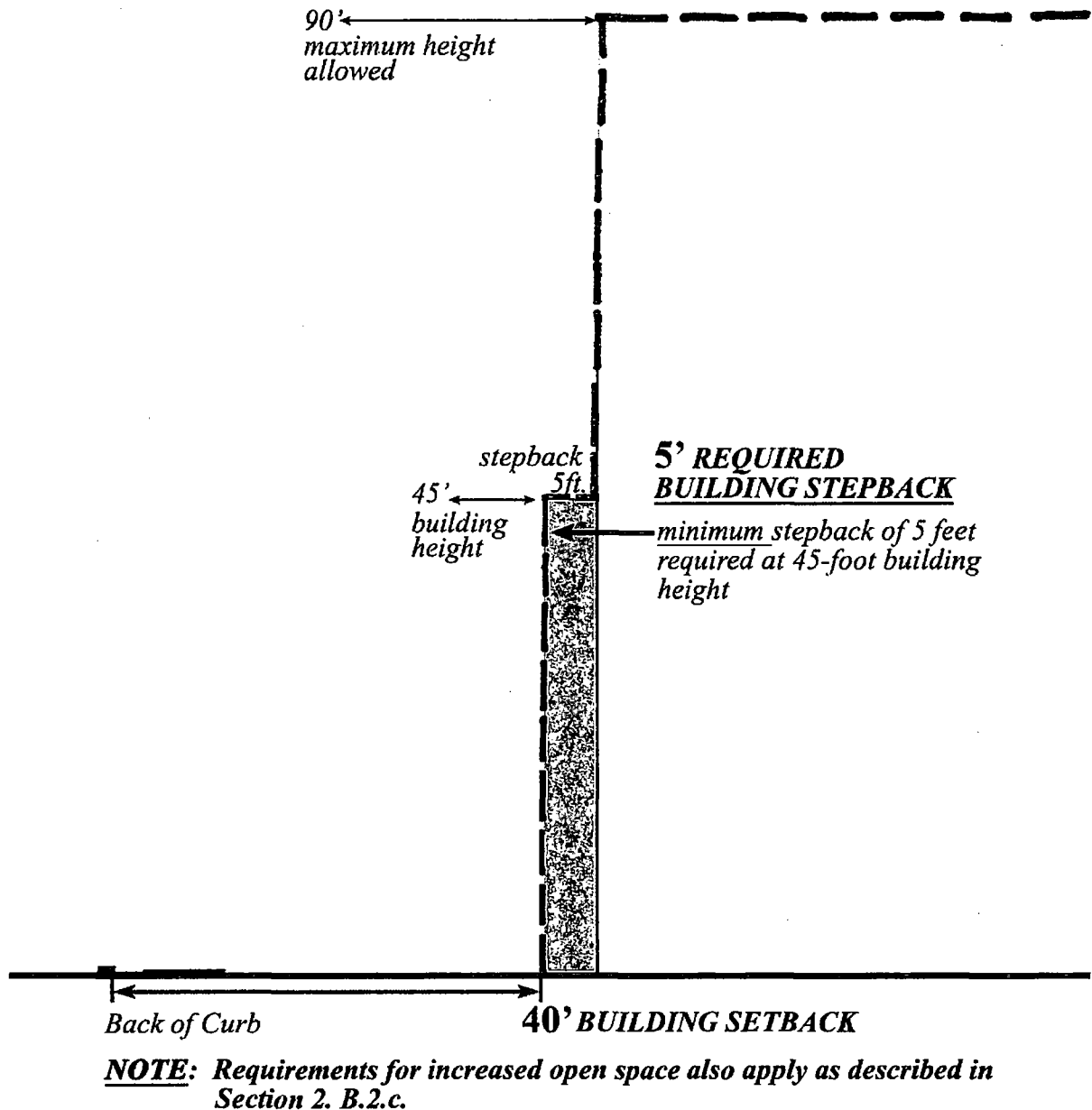


OPTION 3.
35-foot Building Setback with Height Incentive Formula

Figure 11

c) **OPTION 4 - 40-FOOT BUILDING SETBACK FROM BACK OF CURB**

- Provide a setback of at least five (5) feet measured from face of building at 45 feet in building height
- At least 75 percent of the building face fronting on Scottsdale Road, McDowell Road or 74th Street shall be stepped back at 45 feet in height or above

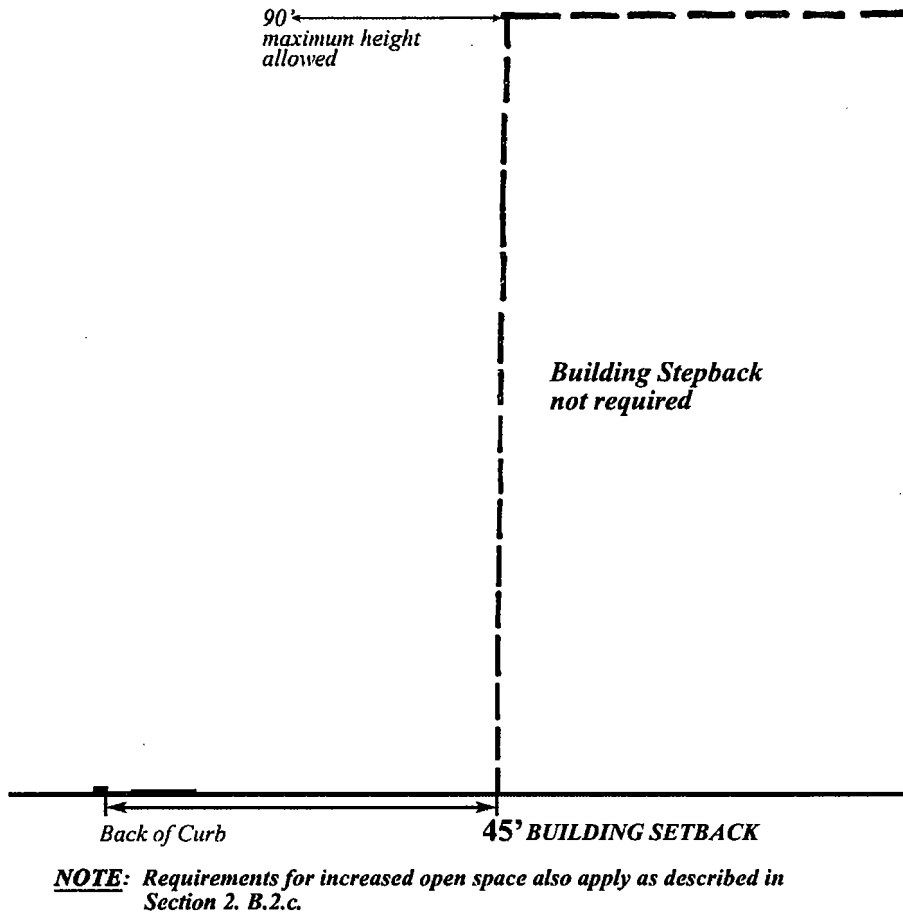


OPTION 4.

40-foot Building Setback with Height Incentive Formula

(d) **OPTION 5 - 45-FOOT BUILDING SETBACK FROM BACK OF CURB**

- No building setbacks are required.
- Building height of ninety (90) feet is allowed.



OPTION 5.

45-foot Building Setback with Height Incentive Formula

Figure 13

- c. **Incentive Formula for Earning Additional Building Height for Hotel Uses**
- (1) Hotel uses can earn a height increase from 60 feet to 90 feet (excluding mechanical equipment) by providing a minimum setback of ten feet more than required.
- d. **Building Height Within Skysong for Buildings And/or Structures not on the Perimeter of the Development Plan.**
- (1) The incentive formula does not apply to buildings and/or structures that do not face Scottsdale Road, McDowell Road or 74th Street; such buildings and/or structures shall have a maximum permitted height of ninety (90) feet, with no setbacks or setbacks required.

III. OPEN SPACE GUIDELINES - Walkability and Placemaking

At SkySong, expansion and enhancement of the existing, excellent campus-wide system of open spaces, pedestrian paths and enhanced sidewalks is proposed. This system is based on the concepts of "Walkability" and "Placemaking". We hear a lot of talk these days about walkability and placemaking. Good buzzwords, but what do they really mean? These supplemental Design Guidelines address the elements of these concepts and of the overall Open Space Concept for SkySong.



We are all pedestrians - Durham, NC

A. Walkability Guidelines

"Walkability" is a measure of how successful a street, district or place is at attracting pedestrians - lots of them, on an ongoing basis. If a place is walkable it invites people to park once and walk. Most people will arrive at SkySong in motor vehicles, but once they park, they step out of the car and walk - they become pedestrians. Bicyclists, too, dismount and walk. We are all pedestrians and a walkable environment can make walking a pleasurable, energizing and engaging way to get around.



People attract people - Pittsburgh, PA



Bicyclists become pedestrians when they park (and so do motorists)

NOTE: All images are provided for illustrative purposes only and are not meant to suggest intended architectural elements, materials, or forms.

Exhibit A
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1. Elements of Walkability

At SkySong, design of streets and paths should consider but not be limited to the following to enhance walkability.

- a. **Comfort** - Sidewalks and paths should be wide, clean, have an even pavement surface, climate protection, places to sit along the way.
- b. **Accessibility** - Universal design should be considered along streets and paths.
- c. **Friendliness** - The street should convey a sense of "welcome", places to people-watch, meet friends and colleagues, enjoy chance encounters (see also Section 2. III. A. Placemaking Guidelines).
- d. **Convenience** - Walking paths and sidewalks should go where people want to go in a reasonably direct way and be interconnected so they form a continuous system for walking.



Real Street Furniture - Bellingham, WA



Mill Avenue, Tempe, Arizona



SkySong Plaza, Scottsdale, Arizona

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Separation between sidewalk and street, Bellingham, WA



An eye-catching approach to a pedestrian crossing, Florida.

- e. **Safety and Security** - There should be "eyes on the street" so pedestrians don't feel isolated, good lighting of paths, sidewalks and their environs, landscaping or safety barrier as separation from motor traffic and curb drop-offs, design to minimize conflicts, increase pedestrian conspicuity/visibility, protected pedestrian crossings at major streets and design of other crossings that enhances motorist awareness of the crossing.



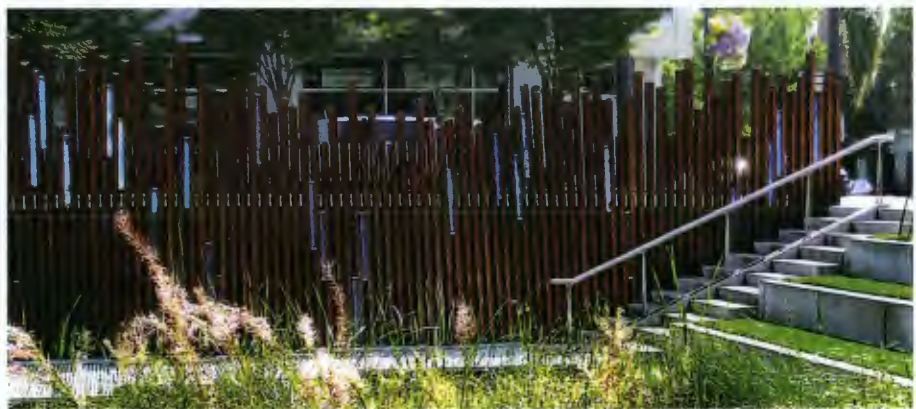
Streetside chat, Bainbridge Island, WA

- f. **Things to see, hear, smell and feel along the way** - eye-level architectural and landscape detail, being able to see into offices and shops, long-range views for wayfinding, "sticky buildings" that invite you to pause, look in the windows, explore displays that spill out onto the sidewalk, surprises, changing exhibits, sounds, music should be considered. The journey should be an engaging experience on the way to a destination.

- g. **Interim destinations** - There should be places to stop along the way and chat, meet a friend, check emails or grab a cup of coffee at a sidewalk café.



Glass insets with site relics



Railroad track fence in former rail yard, now open space, Portland, OR

- h. **Offer route choices for pedestrians** -Taking the same route every day gets old. Studies have found that being able to vary walking routes gives pedestrians a sense of freedom and makes their trips more enjoyable. Variety, choices, changing views, side trips and exploration enhance the experience of walking. At SkySong, route choices should be provided within the overall open space system, at intersections, through buildings and at walking path junctions.



Seattle, Washington. Good options for walking routes and making transit connections.



Downtown construction fence, Melbourne, Australia. Along the sidewalk, things to see, landmarks to remember.

- i. **Wayfinding** - landmarks, view corridors, signage, It's good not to get lost. Signs, pavement markings, interactive displays - there are many possibilities to show pedestrians the way.



Interactive Wayfinding - Charlotte, NC



Lubeck, Germany

Creative use of wayfinding features should be considered that contribute to the character of a place.

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Historical map in pavement - Pittsburgh, PA

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2. ***Innovation Place - Activating the Street, Engaging Pedestrians***

All the “Elements of Walkability” discussed in the preceding section, are important to creating a street that pedestrians enjoy and look forward to visiting. At SkySong, parking garages are located facing Innovation Place, on both sides of the street north of SkySong Boulevard. By their very nature, parking garages are designed for efficiency, for maximizing the number of parked vehicles. There's little space for flexibility



Is it art? Wayfinding? Pedestrian entrance to a parking garage in Sydney, Australia.

What this means is that parking garages, especially when they line a major campus entrance road, pose special challenges.



Window displays that are changed out periodically bring pedestrians back to see what's new.

Pedestrians like to walk along active streets where there is plenty to see and do – where there are people to people-watch and talk with. To activate the segment of Innovation Place fronted by parking garages, increasing pedestrian-scale visual interest and amenities are particularly relevant.

As future phases of development at SkySong take shape, steps toward activating Innovation Place should consider design approaches that contribute to an active street environment.

Among design approaches to be considered are:

a. Increasing area available for pedestrian use

The Innovation Place frontage setback between back-of-curb and the face of the parking structures should be maximized to the degree feasible. Within this area is an opportunity to increase separation of pedestrians from motor traffic and options for creating an amenity-rich pedestrian environment.

NOTE: All images are provided for illustrative purposes only and are not meant to suggest intended architectural elements, materials, or forms.

b. Screening

Ground-floor parking spaces within the garage should be screened from street view. This can be accomplished by architectural elements, landscaping, berms, walls or screening developed through the public art program, among others. Screening design can accompany future Development Review Board applications, once building sizes, locations, footprints and design have been established.



c. Using Innovation Place views to strength visual character

The entrance to SkySong from McDowell Road leads directly to the heart of the campus and to the iconic "SkySong" structure. In developing a pedestrian-oriented environment for Innovation Place, the view of "SkySong" should be used as a reference point for design.



architectural elements, materials, or forms.

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d. Things to see, things to do

Pedestrian activity along Innovation Place can be stimulated if there are things to look at, activity, other people and places to pause along the street. Working within the constraints represented by the site and parking garage, the following approaches are among those that may be considered:

(1) Public art and display windows at ground-floor level.

Display windows should consider, for example, showcasing work by artists and displays by SkySong tenants about their innovations, research and products. The displays should change on a periodic basis to give pedestrians a refreshed viewing experience.



Design firm display, New York City



Window gallery, Seattle



A message for passers-by



Artist on display, New York City



Window art gallery, Seattle

NOTE: All images are provided for illustrative purposes only and are not meant to suggest intended architectural

(2) Enhanced landscaping and street furnishings

Distinctive landscaping and street furnishings should be considered to lend importance to a signature street, such as Innovation Place. By providing places to sit, the streetscape can become a place where pedestrians are encouraged to spend time. People attract other people and can evolve into being more than just a corridor for getting from Point A to Point B. By combining the approaches outlined in this section, Innovation Place can, indeed, become a "place".



Just a beautiful place to people-watch for a moment or two in a wooden chair, Fairview, WA



A quiet place just off the sidewalk, Madison, WI



Pedestrian pop-outs along the street, Bainbridge Island, WA

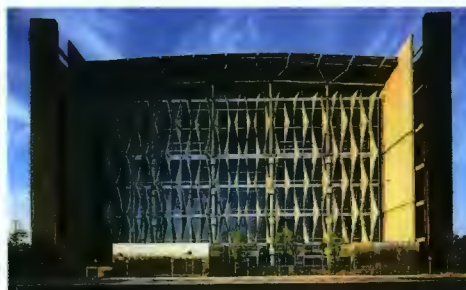


Flowers, water, a comfy bench, Pittsburgh, PA

- (3) Streetscape and/or architectural elements that draw on the "SkySong" structure for inspiration. "SkySong" has established a memorable and iconic image for the campus. As discussed in Section III.A.2.c, "SkySong" character should be used as a unifying theme along streets, on building facades and in other design elements.



Parking structure, Santa Monica, CA



Burton Barr Central Library, Phoenix



Burton Barr Central Library, Phoenix

NOTE: All images are provided for illustrative purposes only and are not intended to suggest intended architectural elements, materials, or forms.

B. Placemaking Guidelines

What is a "place"? It's more than just another designer buzzword. A "place" has special qualities that attract people, encourage them to stay around for a while and to come back again and again. They feel good about being at that place.

Spaces can be fungible, somewhat generic unrelated to the culture and environment around them. People occupy spaces and then move on. Places are engaging, develop a sense of "ownership" among people who use them, are attracted to the place's unique and special qualities and return time and time again.

Places reflect the history, culture, climate, uses and built environment around them. Each place is different in this way. Move a SkySong "place" from Scottsdale to Omaha and it would look out of place.

***"It's hard to create a space that will not attract people,
what is remarkable, is how often this has been accomplished."***

William H. "Holly" Whyte

To build a place from scratch requires understanding of who will go there, what they would like to do there, what will make them happy about being there and what will bring them back. Making a place is not as easy as just drawing a lovely design. It requires starting with the people who will use it and letting their characteristics, activities and preferences form the basis for a program to guide the design process.



Design sets the stage for creating "place" at Scottsdale Waterfront and the Marshall Way Bridge, the site of festivals, markets, public art installations and events of all kinds.

Goal of the Placemaking Guidelines

Create places at SkySong within a larger Open Space Concept that attract people, are active, well-used, enjoyed, frequented throughout the day, returned-to often and look like they grew naturally from the inspiration of the Sonoran Desert environment.

We want people to look around the place and say, "Cool! This is so SkySong, so Scottsdale!"



The Hashknife Monument - Passing the Legacy - at Scottsdale Waterfront, at the north end of the Marshall Way Bridge, next to the Arizona Canal has become a Downtown landmark.



The Marshall Way Bridge, seen here at night, crosses the Arizona Canal to link Waterfront and Fashion Square to Downtown districts south of the Canal..

What makes a successful place?¹

SkySong aspires to create a connected system of open spaces and successful places. A successful place is a walkable place and shares many attributes with walkable streets and pedestrian paths. Whereas, the discussion of "walkability" in these Design Guidelines focuses on people moving toward a destination, discussion of "place" is all about the destination itself.



Figure 14

The diagram above shows the elements of successful places. Imagine that the center circle on the diagram is a familiar place: a street corner, a plaza outside a building, or a major gathering space. That place can be evaluated according to four criteria in the blue area. In the ring outside these main criteria are a number of intuitive or qualitative aspects by which to judge a place; the next outer ring shows the quantitative aspects that can be measured.

¹The author of these Design Guidelines is a Senior Fellow for Planning and Design at the Project for Public Spaces, New York (PPS). The diagram and discussion points were developed by PPS, are used with permission and have been adapted for SkySong

1. **Placemaking Guidelines**

At SkySong, strive to create successful places within the open space system, through design, planning and management practices that take into account four key placemaking elements:

a. **Placemaking Elements Access & Linkage Guidelines**

An accessible place connects to its surroundings, both visually and physically. A successful public space is easy to get to and get through; it is visible both from a distance and up close. Accessible places are convenient to public transit and are close to concentrations of pedestrian traffic. Places at SkySong should be accessible and linked to one another to form a continuous system. This may include:

- (1) Provide convenient and attractive pedestrian paths or sidewalks linking public spaces and nearby buildings.
- (2) To maximize use, locate public spaces so they can be accessed in the normal flow of pedestrian traffic.
- (3) Design public spaces to be accessible for people with disabilities.
- (4) Provide links to public spaces for people using all travel modes - bicycle, motor vehicle, transit and by walking through such means as convenient parking for bicycles and motor vehicles, paths, sidewalks and pedestrian connections to transit stops.



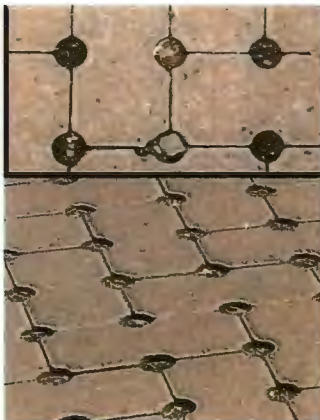
b. Comfort & Image Guidelines

Whether a place is comfortable and presents itself well - has a good image - is key to its success. At SkySong, consider comfort and image in design of plazas, parks, streets and buildings. Comfort includes perceptions about safety, cleanliness, and availability of places to sit that can be rearranged. People may want to sit together in a group, be off to the side where it's quiet and read, work or talk or gather for meetings. This may include:

- (1) Design public spaces to be consistent with the established aesthetics and character of SkySong .
- (2) Locate public spaces so they are in the line of sight of nearby offices, apartments or other activity to encourage "informal surveillance".
- (3) Provide landscaping, shade, materials and furnishings appropriate to the Sonoran Desert environment, expressing Arizona's unique character.
- (4) Provide comfortable outdoor seating and places to work.
- (5) Maintain public spaces at SkySong so they are clean and free of litter.
- (6) Plan for lighting types and intensities to highlight public spaces and primary pedestrian routes so that they are safe and comfortable for use after dark.

(Clockwise, from top left)

Fabric-covered outdoor sofas, good for summer heat; park seating, arid-region plant materials used throughout; permeable pavers, note the puddle in the concrete gutter, but not in the parking space.



c. Uses & Activities Guidelines

Activities are the basic building blocks of a place. Having something to do gives people a reason to come to a place - and return. At SkySong, give consideration to how the place will be used, who will use it and what activities will attract them. This may include:

- (1) Where feasible, provide people with seating choices - so they can sit in sun or shade, in groups or alone, where they can work or socialize.
- (2) To maximize use, design to accommodate the activities and preferences of office workers, students, apartment residents and area residents.
- (3) Encourage active adjoining uses (such as cafes or coffee shops) and good lighting to help maximize use of SkySong's public spaces all day long and in the evenings.



There are many seating options at SkySong.



d. Sociability Guidelines

This is a difficult quality for a place to achieve, but once attained it becomes an unmistakable feature. When people see colleagues and friends, meet and greet them and feel comfortable interacting with strangers, they tend to feel a stronger sense of place and attachment to the place that fosters these types of social activities. At SkySong, places should set the stage to encourage social interaction and a friendly environment. This may include:

- (1) Locate and design SkySong's public spaces so they are convenient and comfortable places to meet, in active pedestrian areas that are easily accessible by walking.

An outdoor living room in the center of campus, at the intersection of SkySong Boulevard and Innovation Place. There are work tables, coffee tables, sofas and a group of cool comfy chairs. The café is right across the street.

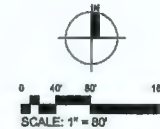
A wall of cascading water masks noise and adds a bright background of water music. The living room is well-used, a popular gathering place at SkySong.



V. Conclusion



This supplement to the SkySong Development Framework and Design Guidelines approved by City Council in 2005 addresses only sections of the Guidelines affected by the current application for amendment of entitlements. The amendment will allow additional building height to be earned in future development phases by application of incentives. The Incentive Formula grants additional height if building stepbacks and open space in excess of requirements are provided.



SITE PLAN WORKSHEET DATA

PROJECT DATA:

NET SITE AREA: :1,667,041 S.F. (38.27 ACRES)

	OPEN SPACE
	PUBLIC GATHERING
	BUILDING FOOTPRINT
	PARKING STRUCTURE
	SURFACE PARKING & VEHICULAR CIRCULATION

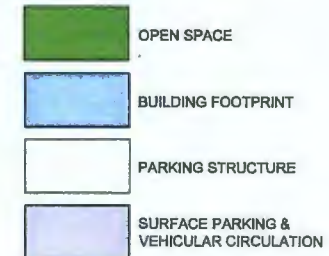
The site plan shown on this graphic is conceptual and provided for illustrative purposes only.

Future building sizes, locations and footprints are likely to change. All are subject to Development Review Board approval.



CONCEPTUAL OPEN SPACE PLAN

NOTE: This plan is provided for illustrative purposes only. Building footprints, siting, size and configuration will vary from those shown. The amount of open space will also vary and may be less than the area shown in green on the plan.

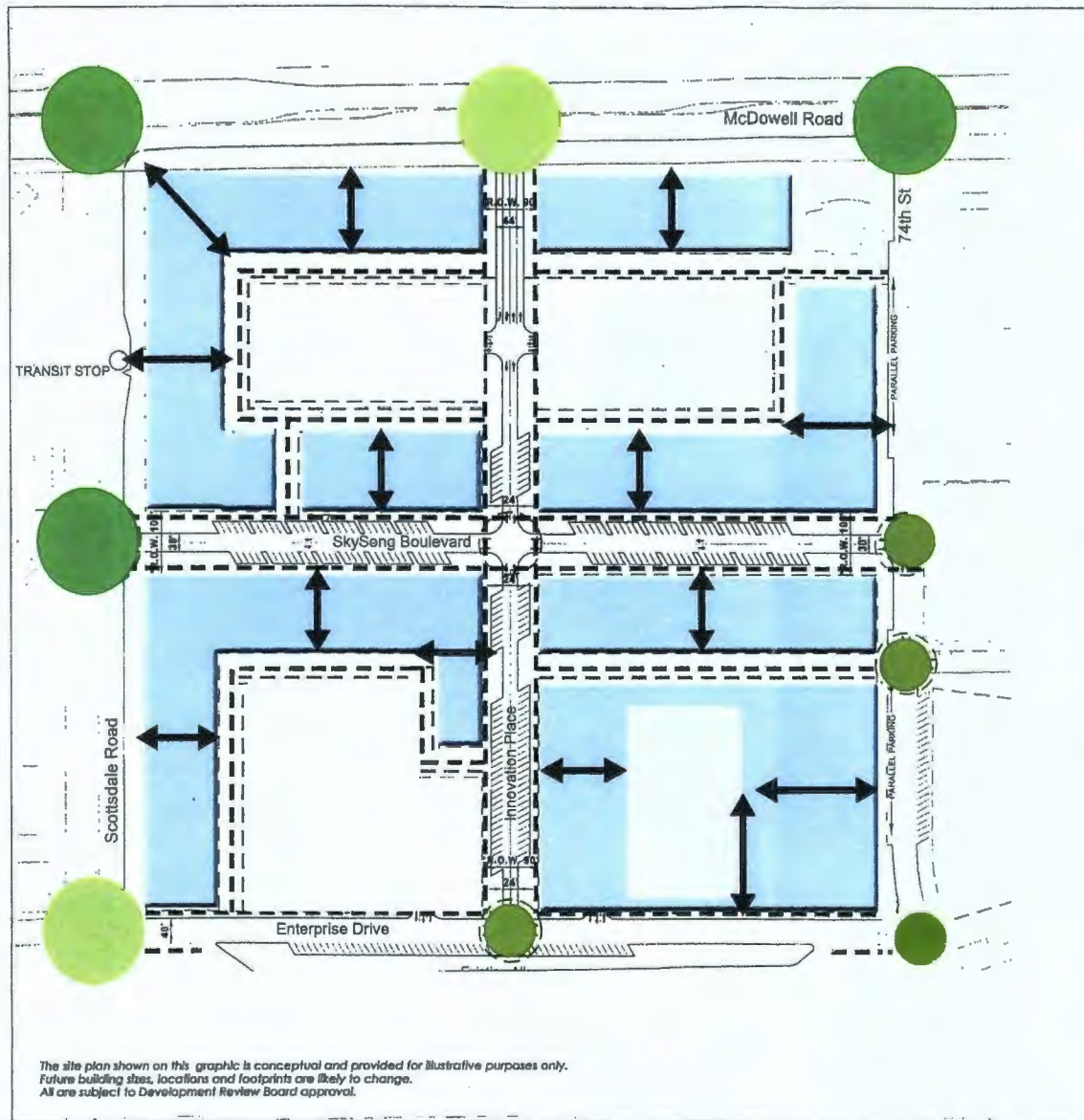


OPEN SPACE:

REQUIRED 20% NSA 7.7 ACRES

POSSIBLE WITH BUILDING HEIGHT INCENTIVE 25% NSA 9.6 ACRES*

*ADDITIONAL 2 ACRES - 25% MORE OPEN SPACE THAN REQUIRED.



CIRCULATION PLAN

The Circulation Plan includes both vehicular and pedestrian circulation planning elements.

Updated from 26-ZN-2004

KEY

- SIGNALIZED INTERSECTION. (EXISTING)
- SIGNALIZED INTERSECTION. (PROPOSED)
- NON-SIGNALIZED INTERSECTION FULL MOVEMENT
- STRUCTURED PARKING ZONE
- DEVELOPMENT ZONE
- PEDESTRIAN CIRCULATION PROPOSED
- PEDESTRIAN CIRCULATION EXISTING
- MID-BLOCK PEDESTRIAN ACCESS
Pedestrian access to be provided at one point along the face of each quadrant. The exact location is flexible.
- VEHICULAR CIRCULATION
- BICYCLE LANE
- FIRE/SERVICE DRIVE

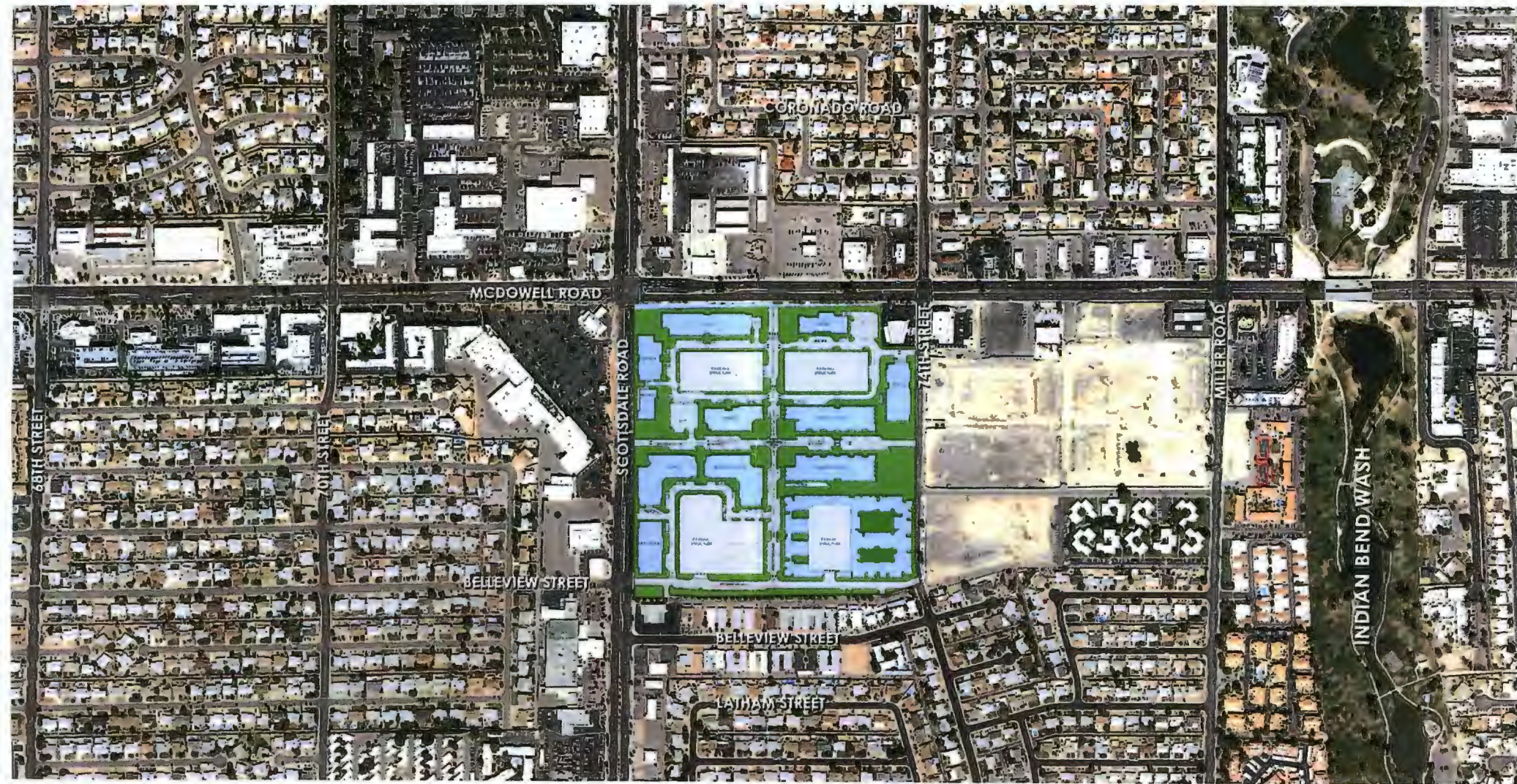
On grade parking to be permitted on entire site prior to parking structures being constructed

Traffic flows and direction currently under evaluation

* R.O.W.= Building Face to Building Face







The site plan shown on this Context Aerial is conceptual and provided for illustrative purposes only. Future building sites, locations and footprints are likely to change. All are subject to Development Review Board approval.

CONTEXT AERIAL



PLAZA
COMPANIES

ASU Foundation
OF A NEW AMERICAN UNIVERSITY
ARIZONA STATE UNIVERSITY

DRAKE
& ASSOCIATES
Planning, Policy & Urban Design

Bd
AN

26-ZN-2004#2
12/12/2014

Additional Information for:

Skysong

Case: 26-ZN-2004#2

PLANNING/DEVELOPMENT

1. **DEVELOPMENT CONTINGENCIES** Each element of this zoning case—including density/intensity, lot/unit placement, access and other development contingencies—may be changed as more information becomes available to address public health, safety and welfare issues related to drainage, open space, infrastructure and other requirements.
2. **DEVELOPMENT REVIEW BOARD.** The City Council directs the Development Review Board's attention to:
 - a. massing adjacent to perimeter streets,
 - b. integration of amended Design Guidelines,
 - c. pedestrian circulation in and around the project site, particularly through parking garages
 - d. wall design,
 - e. the type, height, design, and intensity of proposed lighting on the site, to ensure that it is compatible with the adjacent use,
 - f. location and design of public open space areas and amenities such as restaurant patios and garden spaces,
 - g. signage, and
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. **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.



Sky Song

26-ZN-2004#2

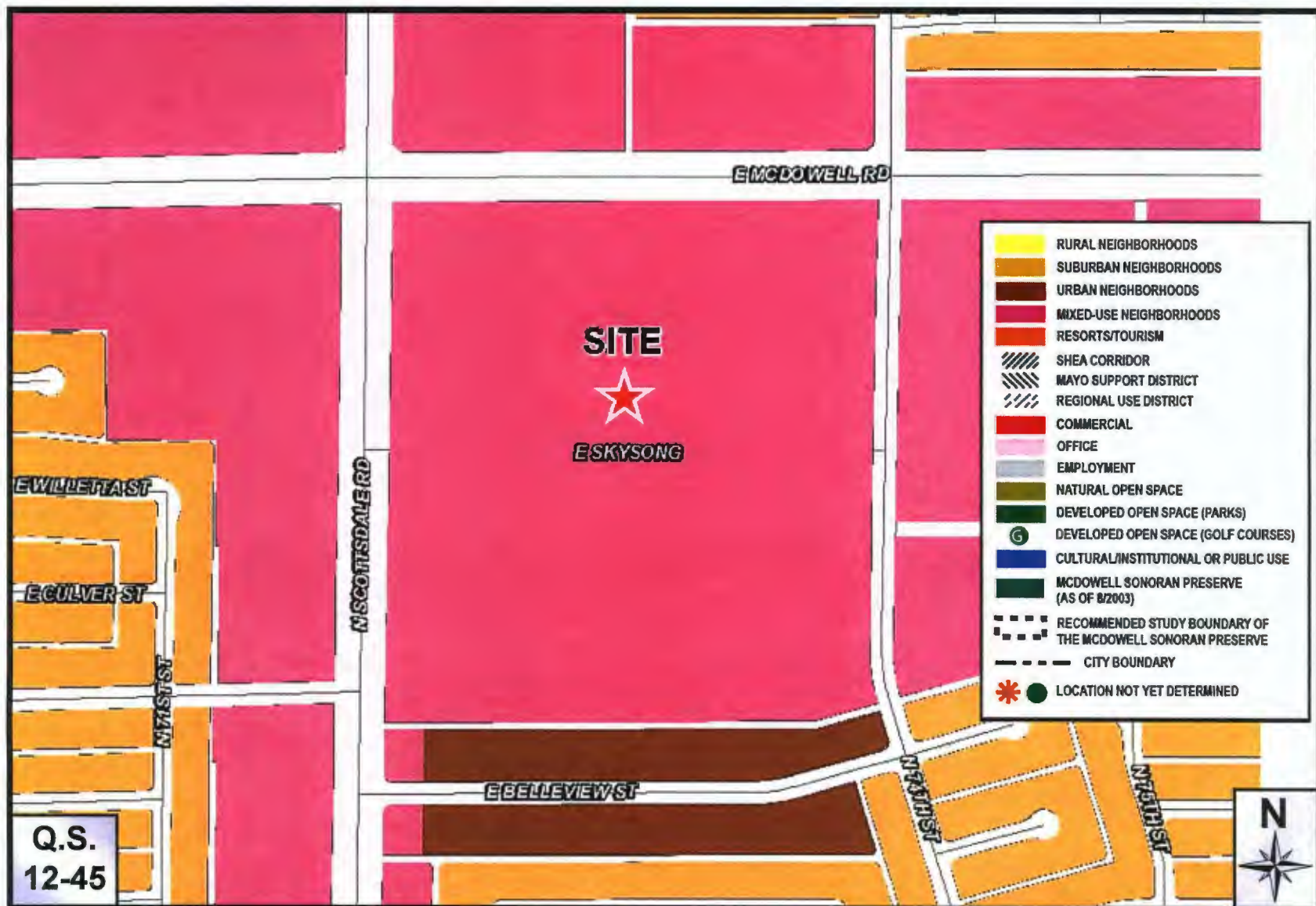
ATTACHMENT #4



Sky Song

26-ZN-2004#2

ATTACHMENT #4A



Sky Song

26-ZN-2004#2

ATTACHMENT #5

ASUF/COS PERMITTED USES

PERMITTED USES

RESEARCH & DEVELOPMENT FACILITIES

Research Offices

Laboratories

RETAIL SALES

Art gallery

Bakery

Books, newspaper, magazine or stationery stores

Camera or photographic supply

Cigar, tobacco, cigarette stores

Drug and proprietary stores

Florists

Food stores, grocerie stores such as grocers, delicatessens, meat/fish/fruit/vegetables/ candy/nut/confectionery, dairy products and bakeries

Furniture, home furnishings and equipment stores such as furniture, inside window coverings, china, glassware, metalware, household appliances, radios and

Gift, novelty, import, art, jewelry or souvenir stores

Sporting goods and bicycles sales

Video tape rental

Retail sales directly related to but clearly incidental to primary manufacturing, assembly,

Apparel and accessories

GENERAL OFFICES

Banks, finance offices, lending institutions, stock brokerage firms, S&L, C.U.

Broadcasting station and studio, radio or TV not including transmitter/receiver

Business services including blueprinting and photocopying, printing, office equip rentals

Corporate headquarters, may include transient residential units for employees on <20 ac.

Finance, insurance and real estate services including banking and bank-related services,

Office, professional, for Accountant, architect, chiropodist, chiropractor, dentist, engineer.

Professional services including legal services, engineering, interior design, architectural, bookkeeping

ASUF/COS PERMITTED USES

PERMITTED USES
PERSONAL SERVICES
<i>Day care</i>
<i>Health studio</i>
<i>Recreational facilities including ice skating, roller skating, bowling, gymnasiums, racquet, paddle or handball, health, and fitness centers</i>
<i>Studio: for professional work, or teaching of any form of commercial or fine arts,</i>
<i>Travel agency</i>
RESIDENTIAL
<i>Hotels, motels and Inns</i>
<i>Multi-family residential</i>



CITIZEN REVIEW & NEIGHBORHOOD INVOLVEMENT REPORT
Southeast Corner of McDowell and Scottsdale Road
SkySong

September 3rd, 2014

Overview

This citizen outreach and neighborhood involvement report is being performed in association with a request to amend the existing zoning requirements to allow for a reallocation of permitted square footage of approximately 38.27+/- gross acres located at the southeast corner of McDowell and Scottsdale Road. The request is to reallocate the approved 1.29 million square feet of the PCD site by increasing building heights from 60' up to a possible 90' as well as increasing open space. As part of the request, this citizen review and neighborhood involvement report has been prepared and will be updated throughout the process.

The entire project team is sensitive to the importance of neighborhood involvement and creating a relationship with property owners, residents, business owners, homeowners associations, and other interested parties. Communication with these parties will be ongoing throughout the process. Work on compiling stakeholders and preparing for the neighborhood outreach began prior to the application filing and will continue throughout the process.

Community Involvement

Outreach into the community via phone calls, emails, and personal meetings has been ongoing since March and will continue throughout the process. Members of the outreach team will continue to be available to meet with any neighbors who wish to discuss the request and will be contactable via telephone and email to answer any questions as well.

Surrounding property owners and other interested parties were noticed via first class mail regarding the zoning request. This notification contained information about the request, contact information to receive additional information, and the opportunity to give feedback. The notification also contained information regarding a Neighborhood Open House that took place on Tuesday, August 19th, 2014 for anyone who wished to learn more about the request. This Open House was held at the the

current SkySong site (1475 N. Scottsdale Road) from 5:00 p.m. to 6:00 p.m. 9 interested parties attended the Open House and all of them were supportive of the project.

Prior to the Open House, members of the outreach team met with the Board of Directors of the Scottsdale Gateway Alliance to gather input and suggestions regarding the proposal. Board members were supportive of the proposed plan and pleased about the potential positive impact it would have on activation of McDowell Road.

A vital part of the outreach process is to allow people to express their concerns and understand issues and attempt to address them in a professional and timely matter. As previously stated the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the request.

Attachments:

Notification letter

Notification list

Sign-in sheets

Comment Cards

Affidavit of posting



August 8, 2014

Dear Neighbor:

We are excited to tell you about an upcoming request to the City of Scottsdale that will provide opportunities for the continuing success of SkySong, located at the southeast corner of Scottsdale and McDowell Roads. SkySong is proposing to amend the existing zoning requirements on the site to allow for the reallocation of their permitted square footage. This request does not ask to increase their existing approved allocation of 1.29 million square feet. In addition, we are requesting an increase in building height on a portion of the site to allow building height of 90', rather than the current permitted height of 60'. These changes will allow for additional flexibility to attract and accommodate new and exciting tenants and to be responsive to the changing technology market demands, as well as to add more open space to the site.

We are pleased to invite you to attend an open house to discuss our proposal. The open house will be held on Tuesday, August 19, 2014 from 5 p.m. to 6 p.m. in Room SS1 249 – the Imagination Room – of SkySong, located at 1475 N. Scottsdale Road.

If you have any questions, please contact our neighborhood outreach team, Technical Solutions, at 602-957-3434 or info@technicalsolutionsaz.com. The City of Scottsdale Project Coordinator for the project is Greg Bloomberg, who can be reached at 480-312-4306.

Thank you.

Sincerely,

Sharon Harper
President & CEO
Plaza Companies
Master Developer for SkySong

**SkySong
Neighborhood Input Card**

PRINT NAME MARC VALENZUELA
ADDRESS 4707 E. McDowell RD. CITY Phoenix ZIP 85008
PHONE 480-884-1759 EMAIL valenzuela.marc.90@gmail.com

PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:

SkySong has been great at bringing
a new feel and life to South Scottsdale. They
are vital to the future success of the area
~~and~~ A little extra height
would help the development look good.

Technical Solutions • 4350 E Camelback Rd, Suite G-200 Phoenix, AZ 85018 • Phone: (602) 957-3434 • Fax: (602) 955-4505

**SkySong
Neighborhood Input Card**

PRINT NAME TERI JOHNSON
ADDRESS 42370 W. Hillman CITY Maricopa ZIP 85138
PHONE 4808841870 EMAIL _____

PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:

Sky Song development has been
beautifully designed & constructed
to-date & plans for future
will enhance & provide
for needed growth/maturity.

Technical Solutions • 4350 E Camelback Rd, Suite G-200 Phoenix, AZ 85018 • Phone: (602) 957-3434 • Fax: (602) 955-4505

**SkySong
Neighborhood Input Card**

PRINT NAME KELLY SANDIN
ADDRESS _____ CITY _____ ZIP _____
PHONE (602) 516-2565 EMAIL _____

PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:

I THINK THE RENDERINGS OF THE TALLER
BUILDINGS ARE BEAUTIFUL. IT WILL MAKE FOR
A MORE DYNAMIC CAMPUS OF BUILDINGS.

Technical Solutions • 4350 E Camelback Rd, Suite G-200 Phoenix, AZ 85018 • Phone: (602) 957-3434 • Fax: (602) 955-4505

**SkySong
Neighborhood Input Card**

PRINT NAME Kristie Foushee (work in the area)
ADDRESS 3734 E Encanto St CITY Mesa ZIP 85205
PHONE 602 692 2434 EMAIL kfoushee@psi.com

PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:

The neighborhood has transformed with the development
of the apartments and the demographic profile. I
think adding services that can complement the
profile & meet their needs will propel the neighborhood
further & make the area more desirable to live &
therefore ultimately work.

Technical Solutions • 4350 E Camelback Rd, Suite G-200 Phoenix, AZ 85018 • Phone: (602) 957-3434 • Fax: (602) 955-4505

SkySong

Neighborhood Input Card

PRINT NAME Debbie Jones
ADDRESS 6500 Greenville Suite 600 CITY Dallas ZIP 75206
PHONE 214-890-5000 EMAIL djones@lpsi.com

PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:

Beautiful Building! Extremely well done.
I've wanted Ast SkySong. Best thing that
happened to our neighborhood

4

Technical Solutions • 4350 E Camelback Rd, Suite G-200 Phoenix, AZ 85018 • Phone: (602) 957-3434 • Fax: (602) 955-4505

SkySong

Neighborhood Input Card

PRINT NAME ASHLEY METCALF
ADDRESS 1301 N Scottsdale Rd CITY Scottsdale ZIP 85257
PHONE 480-421-0121 EMAIL _____

PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:

I think the proposed project
is a great enhancement for
the area. I'm happy to see new
development

Technical Solutions • 4350 E Camelback Rd, Suite G-200 Phoenix, AZ 85018 • Phone: (602) 957-3434 • Fax: (602) 955-4505

**SkySong
Neighborhood Input Card**

PRINT NAME Kristyn Ramsey
ADDRESS 1301 N. Scottsdale CITY Scottsdale ZIP 85257
PHONE 480-421-0121 EMAIL Kramsey@lpsi.com

PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:

The project is a great addition to the neighborhood
and a nice welcome. Anything that can help
increase the positive perception that currently
exists is appreciated and welcome.

Bloemberg, Greg

To: Bloemberg, Greg
Subject: FW: SkySong Building Height

From: rmueller1@netzero.com [<mailto:rmueller1@netzero.com>]
Sent: Wednesday, September 17, 2014 11:09 AM
To: Lane, Jim
Cc: Klapp, Suzanne; Korte, Virginia; Littlefield, Robert; Milhaven, Linda; Phillips, Guy; Robbins, Dennis E
Subject: SkySong Building Height

I am absolutely disgusted to see a 90 foot building height variance being proposed for the SkySong site.

26-ZN-2004#2 460-PA-2004 SKY SONG
E MCDOWELL RD/N SCOTTSDALE RD (SE)

Request by applicant for a zoning map amendment to the original zoning case (26-ZN-2004), including an amendment to the Planned Community District (PCD) Development Plan and amendments to the comparable zoning districts; specifically, increasing the allowed building height from 60 feet (exclusive of rooftop appurtenances) to 90 feet (exclusive of rooftop appurtenances),

South Scottsdale residents were PROMISED that the building heights would NEVER exceed 60 feet when the project was proposed.

You are breaking every promise originally made to the public including - Volume Ratios, Building Heights, Floor Area Ratios.

Rick Mueller
rmueller1@netzero.com

Bloemberg, Greg

From: Jon Mann <JMann@swkidney.com>
Sent: Tuesday, November 18, 2014 2:57 PM
To: Bloemberg, Greg
Subject: SkySong

Thank you for taking the time to talk to me the other week regarding the proposed changes to the Sky Song project.

I live on Coronado Road directly north of the project, and am generally in favor of the proposed changes. I have wanted the buildings to be taller – Scottsdale is an urban environment and higher density/taller buildings are warranted and would be a welcome change to the bland skyline of the area.

My concerns would be as follows:

- 1) The parking garages remain hidden – ie sufficient height in the outer buildings to hide the garages from view of Scottsdale and McDowell Roads.
- 2) That the architecture be dramatic in accordance with the Sky Song central structure. I love looking at this from my patio at night, and while I hope it is not blocked from view, if it is, the view needs to be replaced with something equally as nice. If there was any way to raise the height of the sculpture, it would be welcomed
- 3) The corner building at Scottsdale and McDowell be a signature building. Would love for it to be 10-12 stories, with a good design. Would not oppose greater square footage for the project in order to accommodate this.

In addition, I would like Sky Song to follow through with their verbiage and actually become involved in the neighborhood. Areas that could be addressed:

- 1) Incorporating the North side of McDowell into the planning. Currently, the northeast corner of McDowell and Scottsdale (north to Almeria, east to 74th St, excluding Arby's and the Tanning place is a collection of cash stores, and ever cycling body shops/used car lots/vacant buildings. I know that the auto sales lots were a big part of McDowell Road's past, but that time has come and gone, at least east of Scottsdale Road. A collection of restaurants, shops, flats (similar to what is at the NE corner of 7th Ave and McDowell in Phoenix, but on a bigger scale. There is sufficient set back from the neighborhood to the north to put a great project, 3-5 story building at corner, reducing in height as you move away from the corner, with plenty of room for parking behind the street fronting buildings and room for a greenbelt type barrier between the retail and the neighborhood to the north.
- 2) Sky Song promotes itself as a center for technology and innovation – let's use that to better the neighborhoods – helping homeowners with innovate solar and water projects, alternate paving ideas, making the area walkable with solar shade structures over sidewalks, shade trees close to sidewalks, solar powered streetlights to get rids of power lines, etc.
- 3) Light Rail. It is a testament to the lack of vision of the city NOT to already have light-rail going up Scottsdale Road. Sky Song can help promote this –especially as a connector to the other parts of ASU.

Thanks,
Jon Mann
7313 E. Coronado

City Notifications – Mailing List Selection Map



Map Legend:



Site Boundary



Properties within 750-feet

HUP Postcards - 214

PC Postcards - 214

CC Postcards - 214

Additional Notifications:

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

Sky Song

26-ZN-2004#2

ATTACHMENT #8



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

Thursday February 19, 2015

DRAFT SUMMARIZED MEETING MINUTES

PRESENT:

Virginia Korte, Councilmember
Kevin Bollinger, Vice Chair
Michael Minnaugh, Planning Commissioner
Paul Alessio, Development Member
Matthew Mason, Development Member
Joe Young, Design Member
Kelsey Young, Design Member

ABSENT:

All Present

STAFF:

Steve Venker
Joe Padilla
Doris McClay
Meredith Tessier
Andrew Chi
Greg Bloemberg
Jeff Barnes
Kim Chafin
Steve Perone

CALL TO ORDER

Councilmember Korte 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 the February 19, 2015 Development Review Board agenda items, and other correspondence.

MINUTES

2. Approval of February 5, 2015 Development Review Board Meeting Minutes
BOARD MEMBER K. YOUNG MOVED TO APPROVED THE FEBRUARY 5, 2015 DEVELOPMENT REVIEW BOARD MEETING MINUTES SECONDED BY BOARD MEMBER ALESSIO THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).

CONSENT AGENDA

3. 16-PP-2014 Cavalliere Flat
BOARD MEMBER ALESSIO MOVED TO APPROVE 16-PP-2014 SECONDED BY BOARD MEMBER K. YOUNG THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).
4. 41-DR-2014 Wilshire Multi-family Residential Development
BOARD MEMBER K. YOUNG MOVED TO APPROVE 41-DR-2014 SECONDED BY BOARD MEMBER J. YOUNG THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SIX (6) TO ZERO (0) WITH VICE CHAIR BOLLINGER RECUSING HIMSELF.
5. 48-DR-2014 Stonebridge Commons Master Sign Program Amendment
BOARD MEMBER ALESSIO MOVED TO APPROVE 48-DR-2014 SECONDED BY BOARD MEMBER K. YOUNG THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).

REGULAR AGENDA

6. 26-ZN-2004#2 Skysong

BOARD MEMBER J. YOUNG MOVED TO RECOMMEND 26-ZN-2004#2 TO THE PLANNING COMMISSION AND THE CITY COUNCIL SECONDED BY BOARD MEMBER K. YOUNG THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).

7. 35-DR-2014#2 Fate Brewing Company Grain Storage Silo

VICE CHAIR BOLLINGER MOVED TO APPROVE 35-DR-2014#2 SECONDED BY BOARD MEMBER J. YOUNG THE MOTION CARRIED WITH A VOTE OF FIVE (5) TO TWO (2).

Mary Harden spoke in opposition to the project.
Dana Close spoke in favor of the project.

ADJOURNMENT

With no further business to discuss, the regular session of the Development Review Board adjourned at 2:21P.M.



**SCOTTSDALE PLANNING COMMISSION
KIVA-CITY HALL
3939 DRINKWATER BOULEVARD
SCOTTSDALE, ARIZONA**

WEDNESDAY, MARCH 4, 2015

DRAFT SUMMARIZED MEETING MINUTES

PRESENT: Ed Grant, Chair
Michael Edwards, Vice Chair
Matt Cody, Commissioner
David Brantner, Commissioner
Ali Fakh, Commissioner
Larry S. Kush, Commissioner
Michael J. Minnaugh, Commissioner

STAFF: Tim Curtis
Joe Padilla
Greg Bloemberg
Jesus Murillo

CALL TO ORDER

Chair Grant 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.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission website at:

www.scottsdaleaz.gov/boards/PC.asp

MINUTES REVIEW AND APPROVAL

1. Approval of January 28, 2015 Regular Meeting Minutes including the Study Session.

NO ACTION TAKEN.

CONTINUANCES

2. 1-ZN-2011 Diamond Mountain Estates

CONTINUED TO THE MARCH 25, 2015 PLANNING COMMISSION HEARING BY A VOTE OF SEVEN (7) TO ZERO (0); MOTION BY COMMISSIONER BRANTNER, SECONDED BY COMMISSIONER CODY.

EXPEDITED

3. 1-UP-2015 Hertz Auto

RECOMMENDED CITY COUNCIL APPROVE CASE 1-UP-2015, MOTION BY COMMISSIONER BRANTNER, PER THE STAFF RECOMMENDED STIPULATIONS; BASED UPON THE FINDING THAT THE CONDITIONAL USE PERMIT CRITERIA HAVE BEEN MET, SECONDED BY COMMISSIONER CODY. THE MOTION WAS APPROVED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).

REGULAR

4. 26-ZN-2004#2 Skysong

RECOMMENDED CITY COUNCIL APPROVE CASE 26-ZN-2004#2, MOTION BY COMMISSIONER BRANTNER, PER THE STAFF RECOMMENDED STIPULATIONS; AND AFTER DETERMINING THAT THE PCD FINDINGS HAVE BEEN MET, AND THE PROPOSED ZONING MAP AMENDMENT, DEVELOPMENT PLAN AND STANDARDS ARE CONSISTENT AND CONFORM WITH THE ADOPTED GENERAL, SECONDED BY COMMISSIONER CODY. THE MOTION WAS APPROVED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).

ADJOURNMENT

With no further business to discuss, the regular session of the Planning Commission adjourned at 5:16 p.m.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission website at:

www.scottsdaleaz.gov/boards/PC.asp

Skysong

26-ZN-2004#2

City Council

April 14, 2015

Coordinator: Greg Bloemberg

Skysong



CONTEXT AERIAL

26-ZN-2004#2

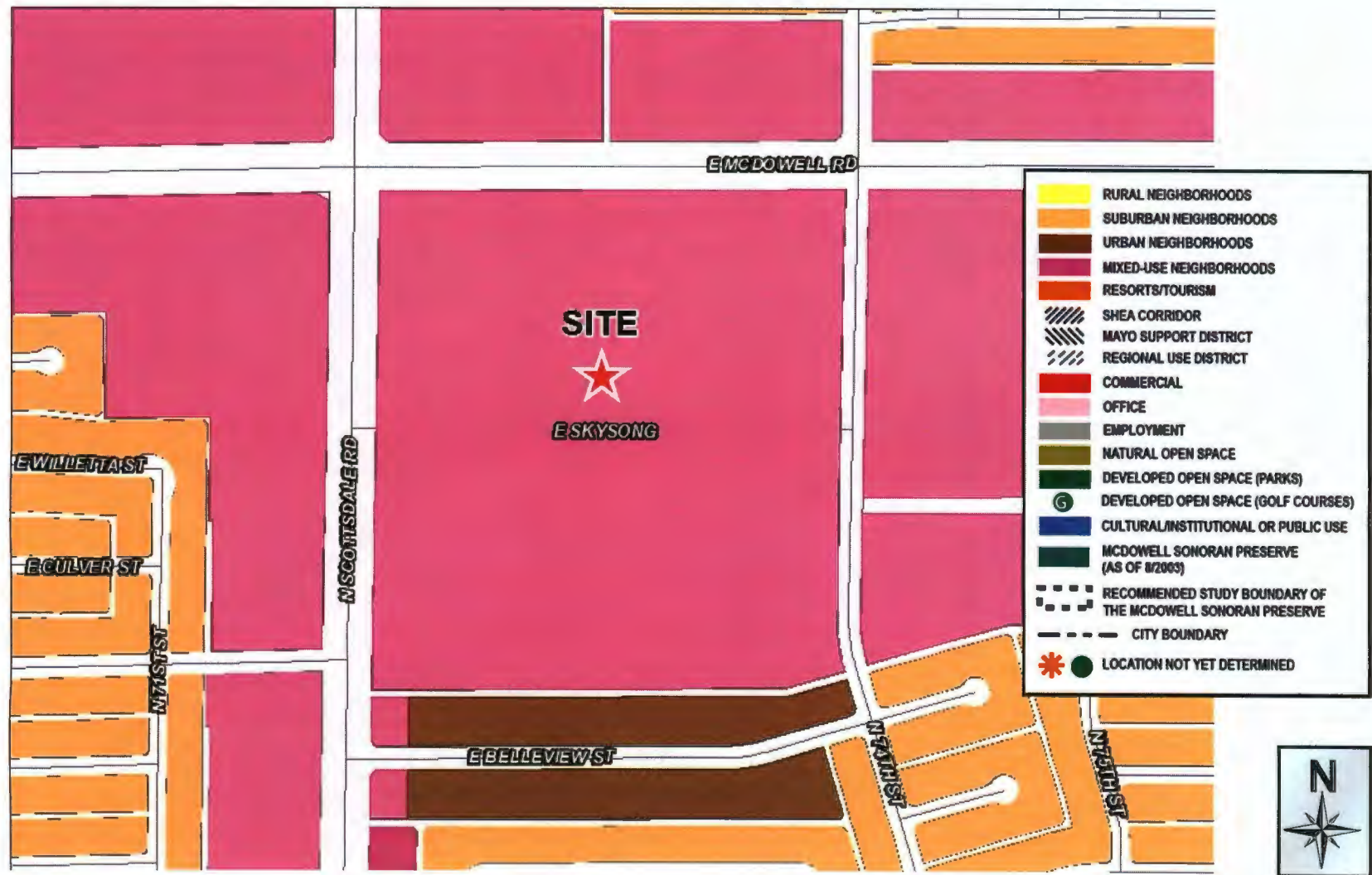
Skysong



CLOSE-UP AERIAL

26-ZN-2004#2

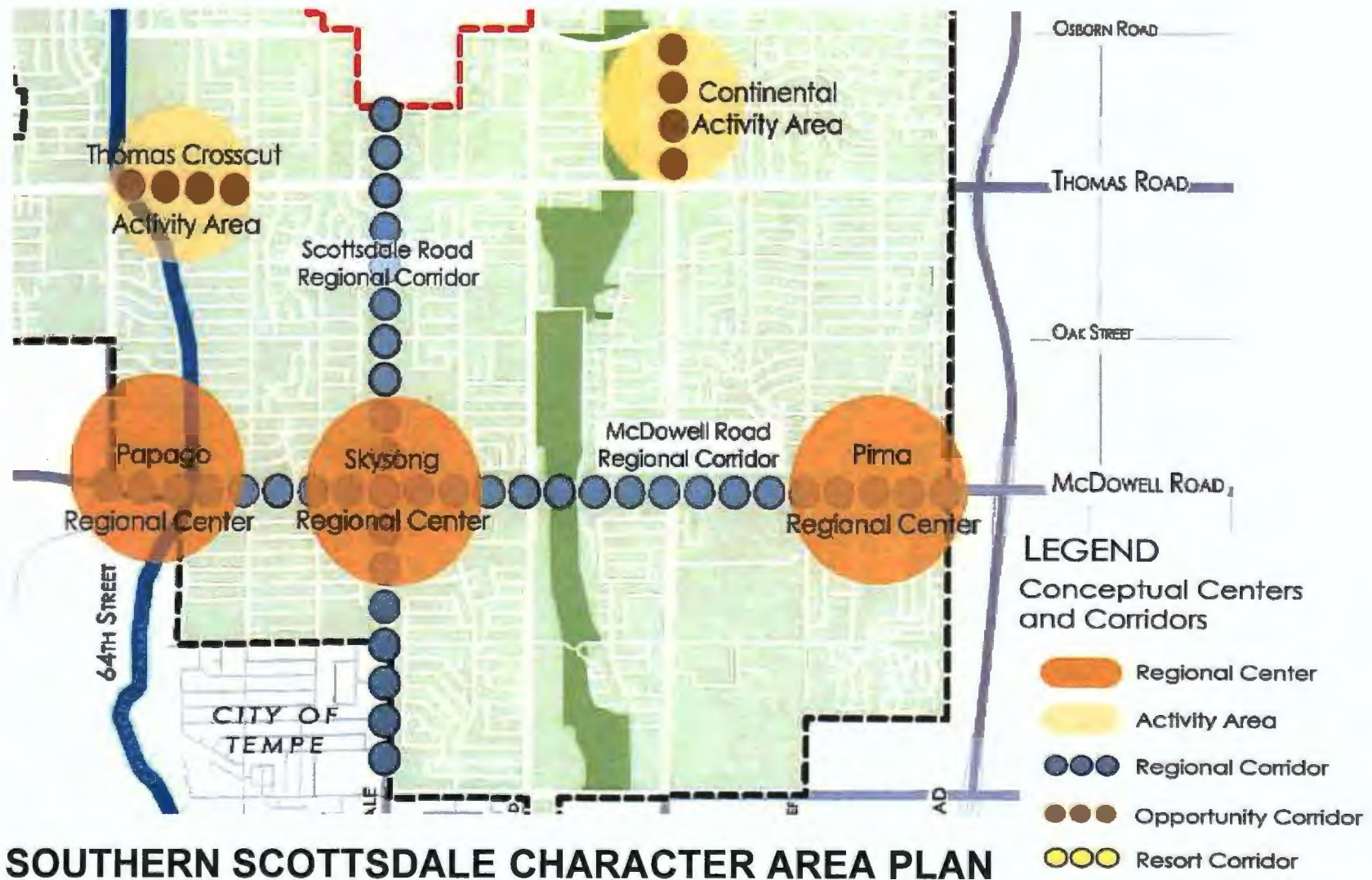
Skysong



GENERAL PLAN

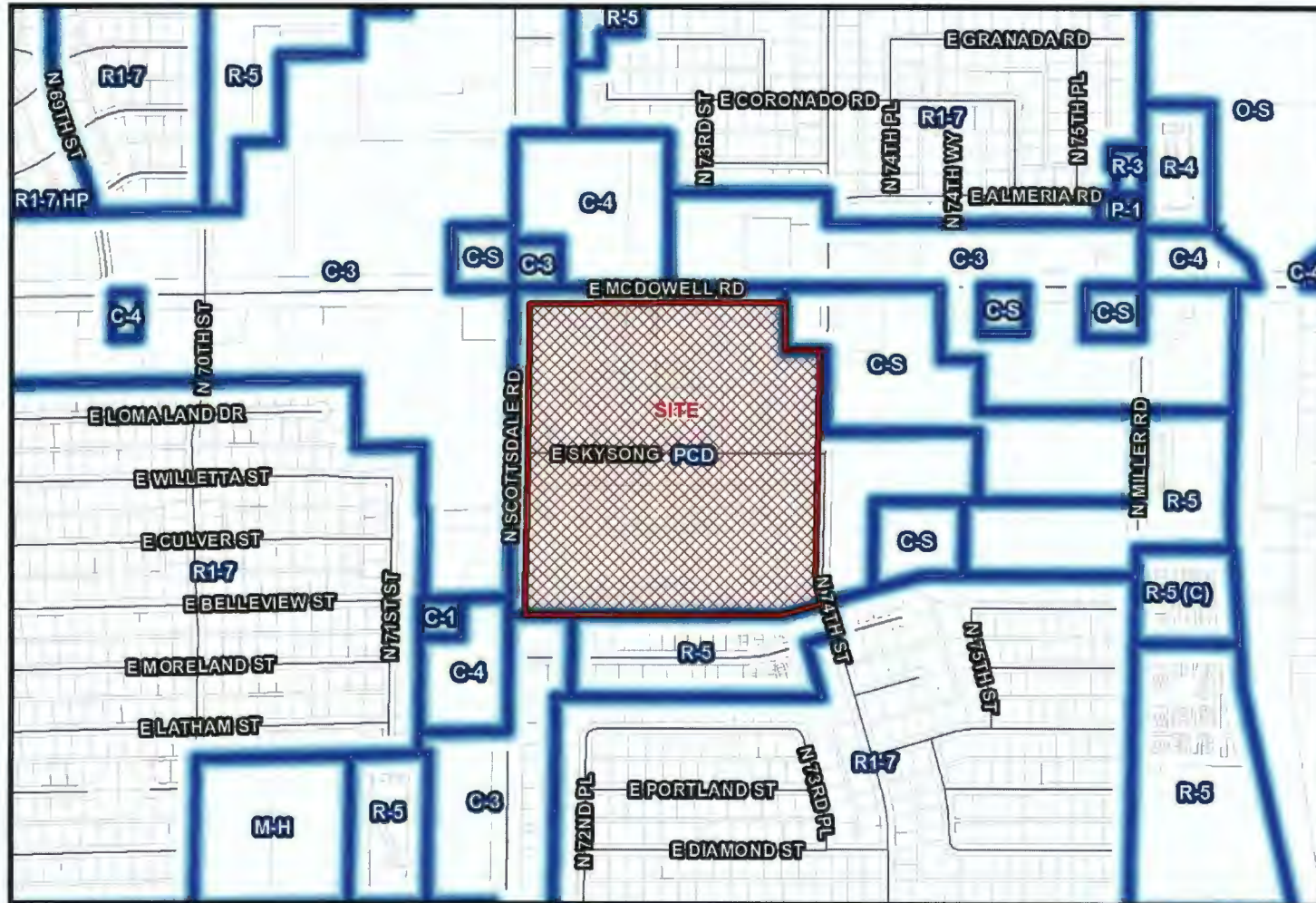
26-ZN-2004#2

Skysong



SOUTHERN SCOTTSDALE CHARACTER AREA PLAN

Skysong



ZONING

26-ZN-2004#2

Skysong



PLAZA
COMPANIES 

ASU Foundation
for a new AMERICAN UNIVERSITY

ARIZONA STATE UNIVERSITY

SKYSONG
SCOTTSDALE ROAD & SKYSONG BLVD.
SCOTTSDALE, ARIZONA

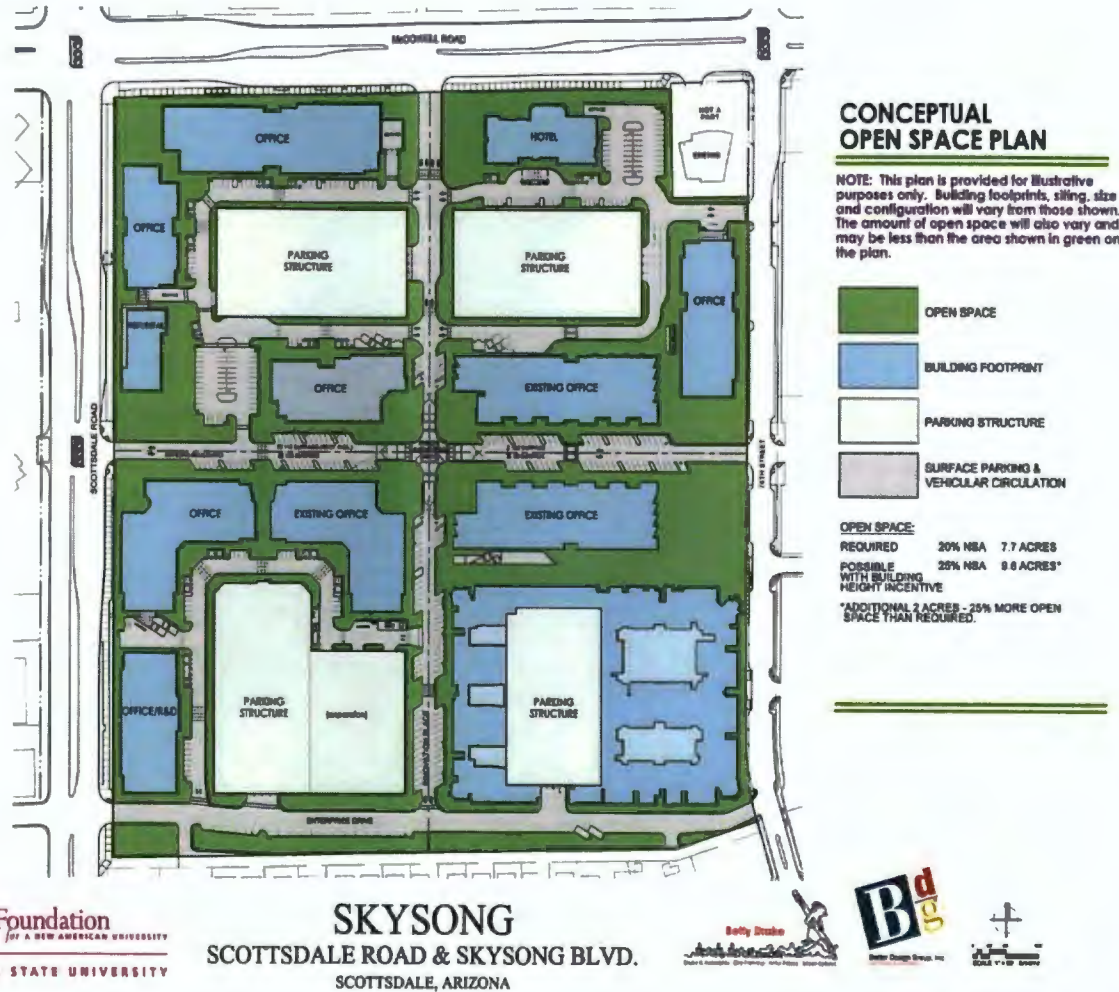


Bd
Bulfinch Design Group, Inc.

MASTER SITE PLAN

26-ZN-2004#2

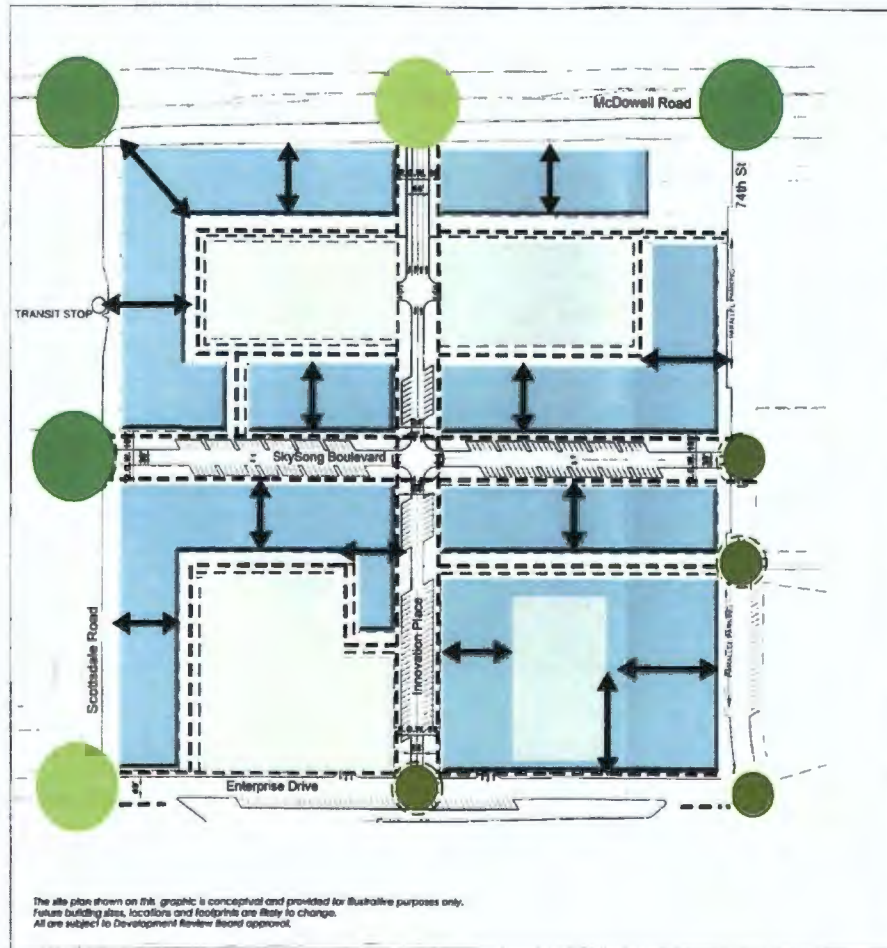
Skysong



OPEN SPACE PLAN

26-ZN-2004#2

Skysong



CIRCULATION PLAN

The Circulation Plan includes both vehicular and pedestrian circulation planning elements.

Updated from 26-ZN-2004

- KEY**
- SIGNALIZED INTERSECTION (EXISTING)
 - SIGNALIZED INTERSECTION (PROPOSED)
 - NON-SIGNALIZED INTERSECTION FULL MOVEMENT
 - STRUCTURED PARKING ZONE
 - DEVELOPMENT ZONE
 - PEDESTRIAN CIRCULATION PROPOSED
 - PEDESTRIAN CIRCULATION EXISTING
 - MID BLOCK PEDESTRIAN ACCESS
Pedestrian access to be provided at one point along the face of each quadrant. The exact location is flexible
 - VEHICULAR CIRCULATION
 - BICYCLE LANE
 - FIRE/SERVICE DRIVE

On grade parking to be permitted on entire site prior to parking structures being constructed

Traffic flows and direction currently under evaluation

* R.O.W. = Building Face to Building Face



CIRCULATION PLAN

26-ZN-2004#2

Skysong

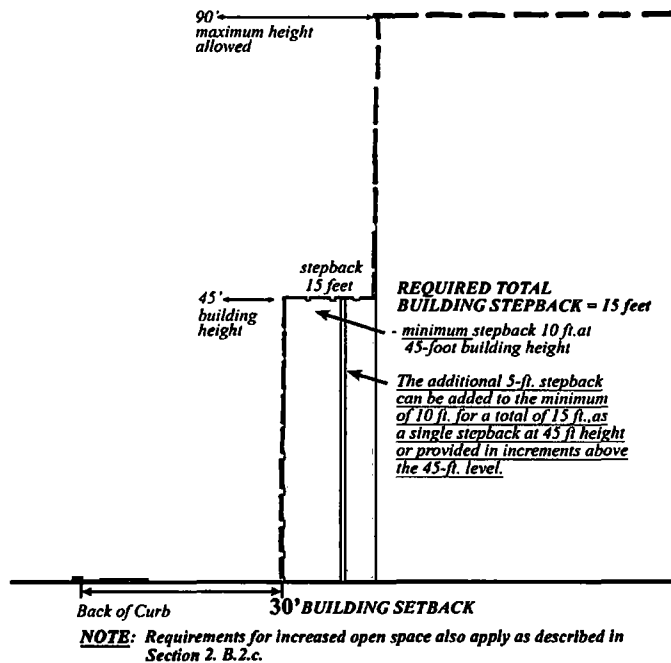


“INCENTIVE ZONE”

26-ZN-2004#2

Skysong

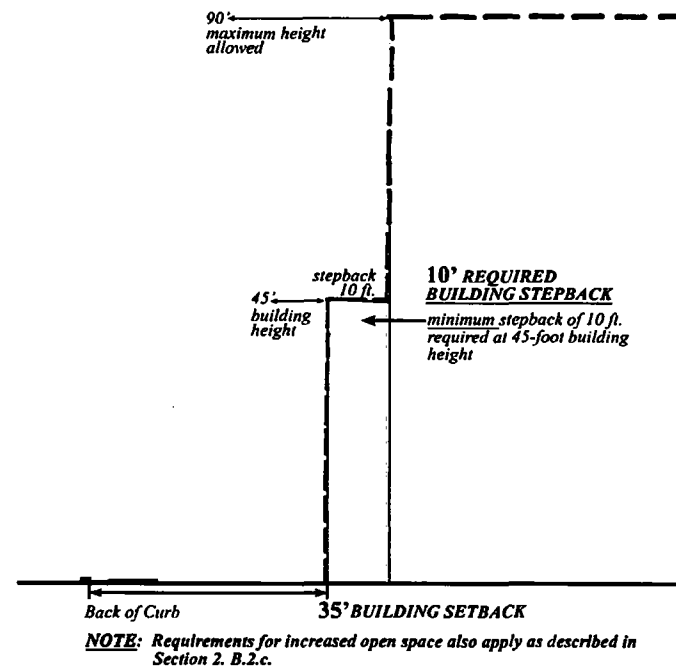
OPTION 2 - TO EARN UP TO 90 FEET IN BUILDING HEIGHT WITH 30-FOOT SETBACK FROM BACK OF CURB



OPTION 2. **30-foot Building Setback with Height Incentive Formula**

OPTION 3 - 35-FOOT BUILDING SETBACK FROM BACK OF CURB

- Provide a stepback of at least ten (10) feet measured from face of building at 45 feet in building height
- At least 75 percent of the building face fronting on Scottsdale Road, McDowell Road or 74th Street shall be stepped back at 45 feet in height or above.

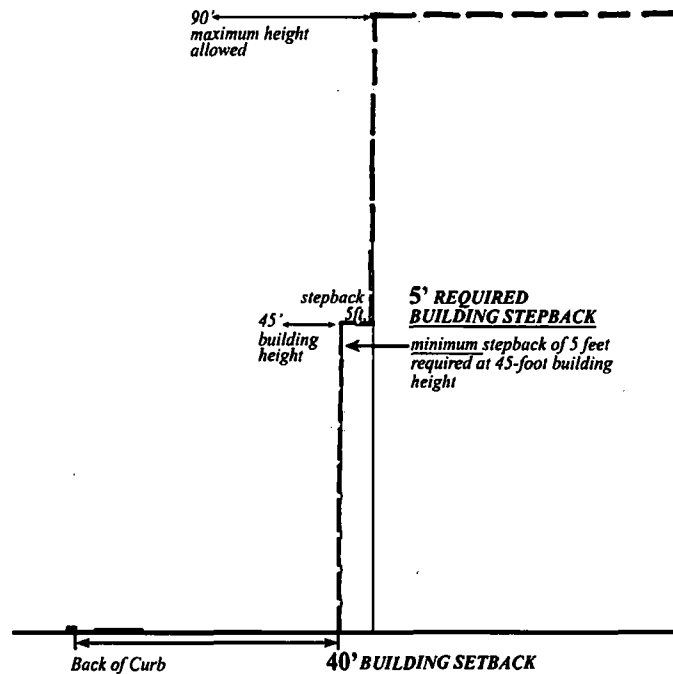


OPTION 3. **35-foot Building Setback with Height Incentive Formula**

Skysong

OPTION 4 - 40-FOOT BUILDING SETBACK FROM BACK OF CURB

- Provide a setback of at least five (5) feet measured from face of building at 45 feet in building height
- At least 75 percent of the building face fronting on Scottsdale Road, McDowell Road or 74th Street shall be stepped back at 45 feet in height or above

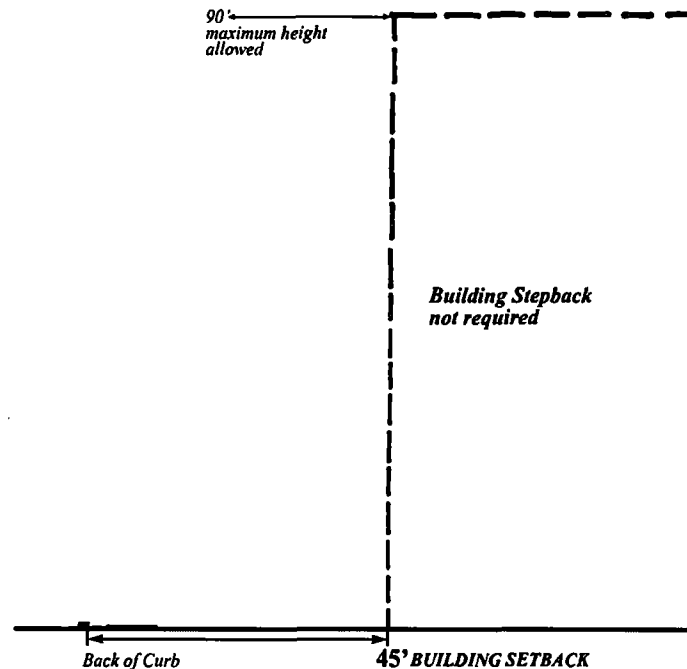


NOTE: Requirements for increased open space also apply as described in Section 2. B.2.c.

OPTION 4. 40-foot Building Setback with Height Incentive Formula

OPTION 5 - 45-FOOT BUILDING SETBACK FROM BACK OF CURB

- No building setbacks are required.
- Building height of ninety (90) feet is allowed.



NOTE: Requirements for increased open space also apply as described in Section 2. B.2.c.

OPTION 5. 45-foot Building Setback with Height Incentive Formula

Skysong



05-10-14
14005

PERSPECTIVE VIEW LOOKING SOUTHEAST

26-ZN-2004#2

Skysong

PROCESS

(for PCD's in a designated Redevelopment Area)

- DRB recommendation to Planning Commission and City Council regarding Development Plan and amended site development standards (recommended approval with a unanimous vote of 7-0)
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26-ZN-2004#2

Skysong

26-ZN-2004#2

City Council

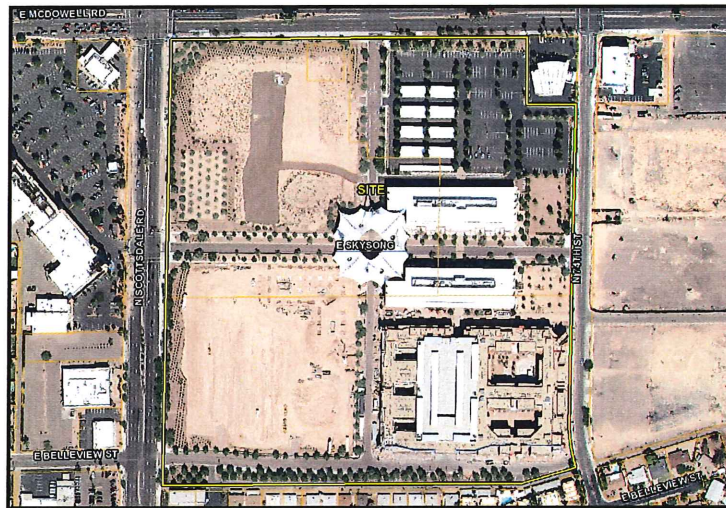
April 14, 2015

Coordinator: Greg Bloembergen

Coordinator: Greg Bloemberg

26-ZN-2004#2

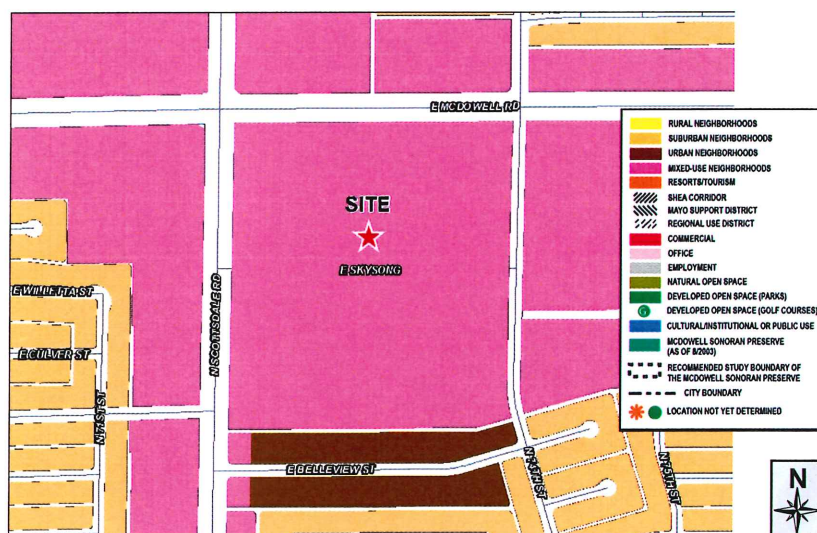
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CLOSE-UP AERIAL

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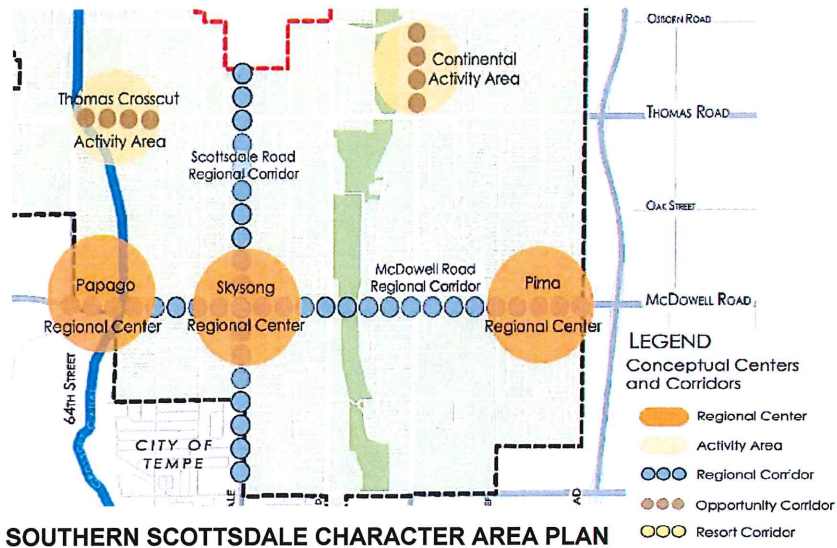
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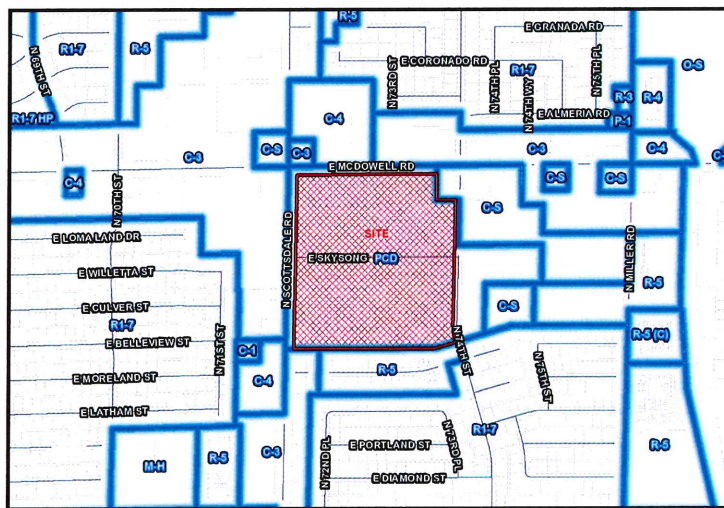
GENERAL PLAN

26-ZN-2004#2

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26-ZN-2004#2

Skysong

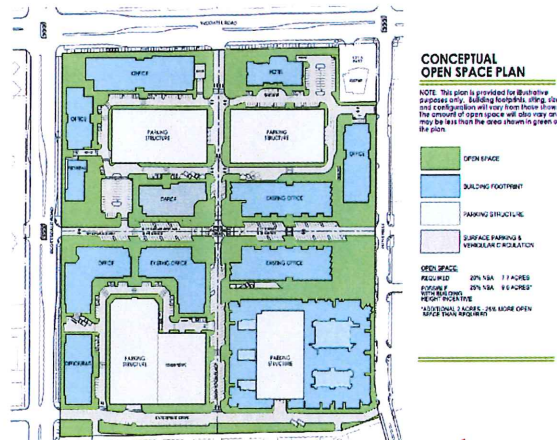


PLAZA COMPANIES **ASU Foundation** FOR THE ARIZONA STATE UNIVERSITY
SKYSONG
 SCOTTSDALE ROAD & SKYSONG BLVD.
 SCOTTSDALE, ARIZONA

MASTER SITE PLAN

26-ZN-2004#2

Skysong

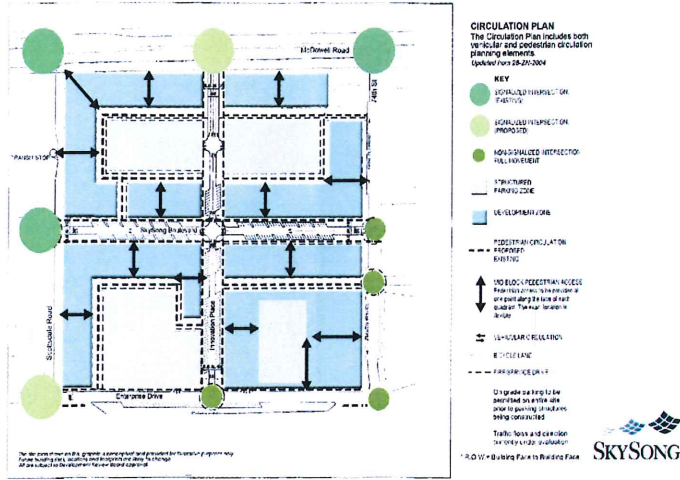


PLAZA COMPANIES **ASU Foundation** FOR THE ARIZONA STATE UNIVERSITY
SKYSONG
 SCOTTSDALE ROAD & SKYSONG BLVD.
 SCOTTSDALE, ARIZONA

OPEN SPACE PLAN

26-ZN-2004#2

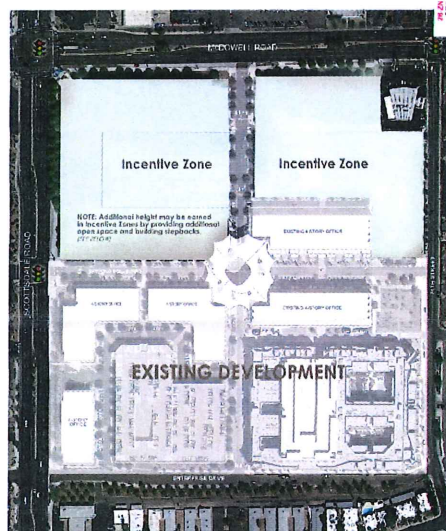
Skysong



CIRCULATION PLAN

26-ZN-2004#2

Skysong

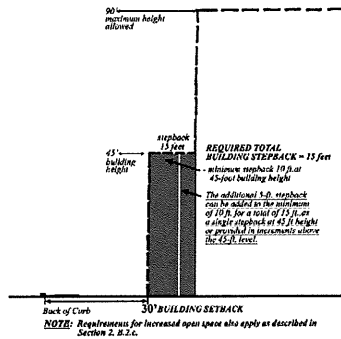


⁵² **“INCENTIVE ZONE”**

26-ZN-2004#2

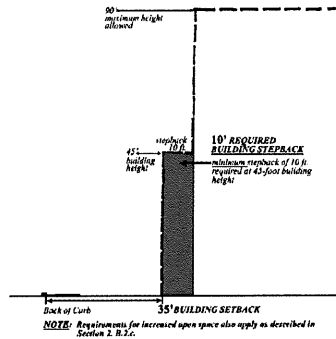
Skysong

OPTION 2 - TO EARN UP TO 50 FEET IN BUILDING HEIGHT WITH 30-FOOT SETBACK FROM BACK OF CURB



OPTION 2. 30-foot Building Setback with Height Incentive Formula

- ## OPTION 3 - 35-FOOT BUILDING SETBACK FROM BACK OF CURB
- Provide a setback of at least ten (10) feet measured from face of building at 45 feet in building height.
 - At least 75 percent of the building face fronting on Scottsdale Road, McDowell Road or 74th Street shall be stepped back at 45 feet in height or above.



OPTION 3. 35-foot Building Setback with Height Incentive Formula

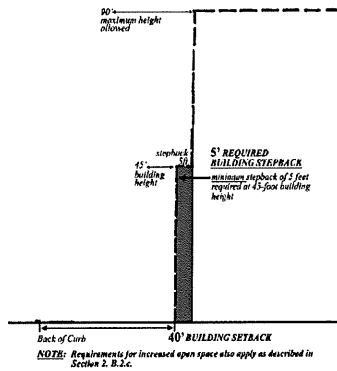
AMENDED SITE DEVELOPMENT STANDARDS

26-ZN-2004#2

Skysong

OPTION 4 - 40-FOOT BUILDING SETBACK FROM BACK OF CURB

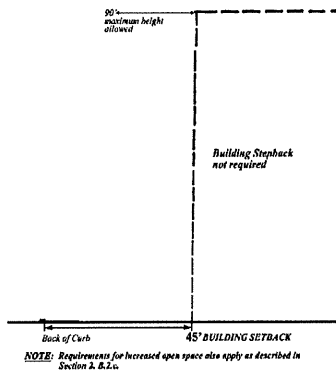
- Provide a setback of at least five (5) feet measured from face of building at 45 feet in building height.
- At least 75 percent of the building face fronting on Scottsdale Road, McDowell Road or 74th Street shall be stepped back at 45 feet in height or above.



OPTION 4. 40-foot Building Setback with Height Incentive Formula

OPTION 5 - 45-FOOT BUILDING SETBACK FROM BACK OF CURB

- No building setbacks are required.
- Building height of sixty (60) feet is allowed.



OPTION 5. 45-foot Building Setback with Height Incentive Formula

AMENDED SITE DEVELOPMENT STANDARDS

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PERSPECTIVE VIEW LOOKING SOUTHEAST

26-ZN-2004#2

Skysong

PROCESS

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