

# CITY COUNCIL REPORT



Meeting Date: March 29, 2016  
General Plan Element: *Land Use*  
General Plan Goal: *Create a sense of community through land uses*

## ACTION

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### **Text Amendment to Planned Block Development Overlay District 5-TA-2015**

#### **Request to consider the following:**

1. Adopt Ordinance No. 4241 approving case 5-TA-2015, a text amendment to the City of Scottsdale Zoning Ordinance (Ordinance No. 455) for the purpose of amending Planned Block Development Overlay District (PBD): 1) Table 6.1308.B., to allow six (6) feet to be added to the maximum building height for rooftop appurtenances, if they do not cover more than 20 percent of the roof area of the building and are set back at least 15 feet from the building elevations; 2) Table 6.1310.C., to allow six (6) feet to be added to the maximum building height for rooftop appurtenances, if they do not cover more than 20 percent of the roof area of the building and are set back at least 15 feet from the building elevations; and 3) Table 6.1310.F., to add a note that the building height bonus includes any rooftop appurtenances.

#### **Key Items for Consideration**

- Downtown Plan
- Recommendations of the 2009 Downtown Task Force for modification to the Zoning Ordinance to the City Council made March, 2011.
- The proposed Zoning Ordinance Text Amendment exempts roof top appurtenance from the overall maximum building height, not to exceed six (6) feet.
- This proposed Zoning Ordinance Text Amendment is specifically associated with the Zoning District Map Amendment case 7-ZN-2015, Shoeman Office Building.
- Planning Commission heard this case on February 24, 2016 and recommended approval with a 6-1 vote.

## OWNER

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Stockdale Capital Partner, LLC  
310-693-4400

## **APPLICANT CONTACT**

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George Pasquel III  
Withey Morris, PLC.  
602-230-0600

## **LOCATION**

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Downtown Area, generally located between North 68<sup>th</sup> Street and North Miller Road, and East Chaparral Road and East Earll Road.

## **BACKGROUND**

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### **General Plan**

Scottsdale's General Plan is the primary policy document used for guiding land use and future development of the city. The recommendations contained in the General Plan encourage a high-quality, attractive community in which to live and do business. The Zoning Ordinance may be considered one of the General Plan's key implementation tools for land use and other provisions of the Plan's goals and approaches. As it pertains to height, the General Plan indicates that it may be considered as a character of land uses.

The Downtown Area is designated in the General Plan's Land Use Element as Mixed-Use Neighborhoods. This category includes higher density residential, office, and retail uses. Mixed-Use Neighborhoods are also characterized by being located in areas having multiple modes of transportation available. In addition, the Downtown Area is a growth area, as designated by the Growth Areas Element of the General Plan. The purpose of this designation is to approach "...growth management from a perspective of ..." identifying those "...areas of the community that are most appropriate for development focus [that] will best accommodate future growth....". Growth Areas are intended to encourage development in a mixed-use environment. As indicated above, the Zoning Ordinance is the primary tool to assist in accomplishing many goals and approaches of the General Plan.

### **Character Area Plan**

Character Area Plans, which are components of the General Plan, provide an enhanced focus on "character and quality" with specific goals and special attributes of an identifiable and functional area of the city, which may include land uses, infrastructure, broadly defined urban architectural design philosophy, transitions, and policy guidance. The Downtown Plan, which is a Character Area Plan, was adopted by Resolution No. 7726 on June 9, 2009. As a comprehensive policy document for the Downtown Area, it includes numerous goals, policies and implementation tasks that serve as a guide for growth, development, and implementation decisions. As it pertains to building heights, the Downtown Plan Goals and Policies encourage heights that incorporate stepping down and sensitive transitions of heights (DP CD 2, and DP CD 2.1, and 2.2) In addition, public amenities and benefits should be provided for additional height and bonuses (DP LU 4.5).

**Other Related Policies, References:**

- 6-TA-2009#2 Approval of a Text Amendment to the Zoning Ordinance that included modifications to the building height allowed in the Downtown and Planned Block Development Overlay District.
- 7-ZN-2015 Request by Stockdale Capital Partners, LLC for Zoning District Map Amendment from Central Business Downtown Overlay (C-2 DO) and Highway Commercial Downtown Overlay (C-3 DO) zoning to Downtown/Downtown Multiple Use Type-2, Planned Block Development, Downtown Overlay (D/DMU-2, PBD, DO) zoning.

**APPLICANTS PROPOSAL**

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**Goal/Purpose of Request**

This is a request by a private property owner for approval of a text amendment to the City of Scottsdale Zoning Ordinance for the purpose of amending Planned Block Development Overlay District (PBD) to allow six (6) feet above the maximum building height for rooftop appurtenances only, provided that rooftop appurtenances do not cover more than 20 percent of the roof area of the building and are set back at least 15 feet from the building elevations; and, add the additional height for rooftop appurtenances as part building height bonus calculations. This proposed Zoning Ordinance Text Amendment is specifically associated with the Zoning District Map Amendment case 7-ZN-2015, Shoeman Office Building

**ZONING ORDINANCE BACKGROUND AND IMPACT ANALYSIS**

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**Zoning District Background**

The Planned Block Development Overlay (PBD) district is a flexible zoning district that allows a property owner with Downtown District zoning to propose development plans that incorporate development standards, and land uses for development that demonstrates compliance with the Downtown Plan and the Downtown Urban Design and Architectural Guidelines with limited restrictions. In addition, the PBD allows a property owner to request additional building height, gross floor area, and residential unit bonuses above that which is allowed in the Downtown District by providing Downtown public amenities and benefits.

In November, 2012, the City Council adopted the PBD district, which replaced an older PBD district that was adopted in 1984. The 2012 version of PBD was significantly modified to implement the Downtown Plan that was adopted in June, 2009, and the recommendations of the 2009 Downtown Taskforces (2009 DT) (Attachment 5), Development Review Board (DRB), Planning Commission (PC), staff considerations and public comments. As it pertains to the maximum building height allowed in the Downtown Area, the adopted PDB district incorporated increased building heights that are inclusive of roof top appurtenance.

The incorporation of rooftop appurtenances into the maximum building height was to address recommendations and comments received during public meetings and outreach efforts. To summarize the various comments received from the DRB, PC, 2009 DT members and the public, is

that the public's perception of a building's height includes the rooftop appurtenance. It was expressed that people felt they were being misinformed to the true heights of buildings since they were typically told of heights that did not include rooftop appurtenances. Rooftop appurtenances could significantly increase a building's overall height.

Therefore, to address these concerns, and to support increased maximum building heights, the DRB, PC, 2009 DT recommend approval of maximum building heights that included roof top appurtenances. The intent behind these recommendations was to establish in an overall "box" that developers and design professionals would design and construct within. Thereby ensuring that the building height indicated to the public and City Council were the actual maximum building height inclusive of the rooftop appurtenance, and that no portion of the building or appurtenance would be above the "box".

Unlike many of the older zoning districts that do not include roof appurtenances within the allowed building heights, this new methodology to include rooftop appurtenances into the maximum building height was a incorporate with the PBD, the Planned Airpark Core Development (PCP) and many other tall developments over past five years. The maximum allowed heights of these zoning districts and developments were adjusted, and increased, to accommodate the rooftop appurtenances.

### **Zoning District Impact Analysis**

The proposed Zoning Ordinance Text Amendment is to modify the PBD district to allow rooftop appurtenance with a height of six (6) feet to be exempt from the maximum building height allowed subject to the following conditions: 1) the maximum coverage for rooftop appurtenances does not exceed twenty (20) percent of the rooftop; and, 2) the rooftop appurtenances be setback a minimum of fifteen (15) feet from all sides of the building. In addition, the amendment includes provisions that the additional height for the rooftop appurtenance is to be included in the calculations for public benefits for bonus heights, which is consistent with the Downtown Plan (DP LU 4.5).

Currently, the Zoning Ordinance maximum building heights in the PBD are inclusive of all rooftop appurtenances. The proposed modification specified above, would affect all subdistricts designations of Downtown District with the PBD overlay by increasing the total maximum perceived building height, the height of the building plus height of the rooftop appurtenances, by six (6) feet. Attachment #3 indicates how the proposed modifications would affect base building heights of the PBD district without building height bonuses. Attachment #4 indicates how the proposed modifications would affect the building heights of the PBD district with building height bonuses.

It may be reasoned that the proposed modification may have a minimal effect of the perceived total building height of building because the increase in a height is limited to six (6) feet, is required to be setback from the face of the building, and is limited to a maximum twenty (20) percent of the roof area. However, the additional height may be seen further way from the building – where closer to the building it may not.

As indicated above, the proposed modification to exempt the rooftop appurtenances seems

inconsistent with the previous comments and recommendations of the DRB, PC, 2009 DT members and the public during the update to the PBD adopted in November, 2012. An alternative Zoning Ordinance Text Amendment could be modified to increase the overall maximum allowed building heights by six (6) feet, and maintain the inclusion for rooftop appurtenances. Since the property owner's proposal is related to the proposed Zoning District Map Amendment for the Shoeman Office Building (case number 7-ZN-2015), the modification to increase the maximum building height, inclusive of rooftop appurtenances, to accommodate the additional height necessary for the proposed development would be to change the Downtown Multiple Use Type 2 maximum building height from ninety (90) feet to ninety-six (96) feet. This type of modification would be limited to Downtown Multiple Use Type 2, no other modifications to the PBD district would be necessary, and would not affect the other subdistricts.

### **Community Involvement**

The applicant and the City has placed a 1/8 page ad in the newspaper and sent notice to the City of Scottsdale's interested parties list and former members of the 2009 Downtown Taskforce. The applicant held open house meeting on August 5, 2015. Staff has received three comment letters/emails in opposition to the request; and one phone call. The one call and one of the emails were from two former members of the 2009 Downtown Taskforce. Both former members of the 2009 Downtown Taskforce are opposed to the request since "...much consideration..." was given to the types of building heights allowed in the Downtown Area, and what should be included in the maximum allowed building heights, such as the roof top appurtenance.

## **OTHER BOARDS & COMMISSIONS**

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### **2009 Downtown Taskforce**

On March 29, 2011, the 2009 Downtown Taskforce presented its recommendations to City Council. The Taskforce's recommendations (Attachment 5) regarding the zoning ordinance, which were implemented in current PBD zoning ordinance text.

### **Planning Commission**

Planning Commission heard this case on February 24, 2016 and recommended approval with a vote of 6-1, Commissioner Ali dissenting. One person spoke in opposition to Option A below citing concerns that the proposed amendment is inconsistent with the 2009 Downtown Taskforce's recommendation. The minutes of the Planning Commission's February 24, 2016 meeting are included as Attachment #9.

### **Staff Recommendation to Planning Commission**

Staff recommended that the Planning Commission consider the following options:

- A. Find that the proposed Zoning Ordinance Text Amendment is consistent and conforms with the adopted General Plan, and make a recommendation to City Council for approval;
- B. Recommend City Council deny the proposed Zoning Ordinance Text Amendment, and maintain the existing development standards of the Planned Block Development Overlay

district, finding that the Zoning Ordinance Text Amendment is not consistent or conforms with the adopted General Plan; or

- C. Recommend that the City Council approve an alternative Zoning Ordinance Text Amendment to modify the Downtown Multiple Use Type 2 maximum building height, inclusive of rooftop appurtenances, from ninety (90) feet to ninety-six (96) feet for PBD's of 200,000 square feet or more, finding that with the indicated modification, the Zoning Ordinance Text Amendment is consistent and conforms with the adopted General Plan.

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## **RECOMMENDATION**

### **Recommended Approach**

Adopt Ordinance No. 4241 approving case 5-TA-2015, a text amendment to the City of Scottsdale Zoning Ordinance (Ordinance No. 455) for the purpose of amending Planned Block Development Overlay District (PBD): 1) Table 6.1308.B., to allow six (6) feet to be added to the maximum building height for rooftop appurtenances, if they do not cover more than 20 percent of the roof area of the building and are set back at least 15 feet from the building elevations; 2) Table 6.1310.C., to allow six (6) feet to be added to the maximum building height for rooftop appurtenances, if they do not cover more than 20 percent of the roof area of the building and are set back at least 15 feet from the building elevations; and 3) Table 6.1310.F., to add a note that the building height bonus includes any rooftop appurtenances.

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## **RESPONSIBLE DEPARTMENT**

**Planning and Development Services**  
Current Planning Services

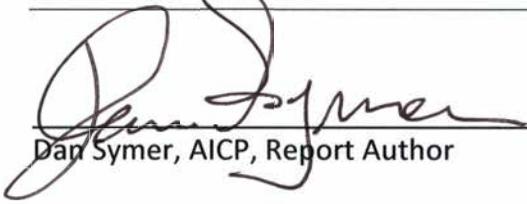
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## **STAFF CONTACT**

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Senior Planner  
480-312-4218  
E-mail: [dsymer@ScottsdaleAZ.gov](mailto:dsymer@ScottsdaleAZ.gov)

**APPROVED BY**

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Dan Symer, AICP, Report Author

3-3-2016  
Date

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

3/6/2016  
Date

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

3/7/16  
Date

**ATTACHMENTS**

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1. Ordinance No. 4241
2. Applicant's Narrative
3. Proposed Text Amendment Language – 5-TA-2015
4. Building Height Maximums Without Bonuses – Comparison Table
5. Building Height Maximums With Bonuses – Comparison Table
6. March 29, 2011 Downtown Task Forces Downtown Plan Implementation Recommendations
7. Citizen Review Plan and Report
- 7A. Letter's of Opposition
- 7B. Public Comment Cards
8. Eight Page Legal AD
9. Planning Commission Minutes, February 24, 2016

**ORDINANCE NO. 4241**

**AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, TO APPROVE A TEXT AMENDMENT TO THE CITY OF SCOTTSDALE ZONING ORDINANCE (ORDINANCE NO. 455)**

WHEREAS, the City of Scottsdale wishes to approve a text amendment to the City of Scottsdale Zoning Ordinance, to amend the Planned Block Development Overlay District (PBD) to allow six (6) feet of additional building height for rooftop appurtenances under certain conditions; and

WHEREAS, the Planning Commission held a public hearing on February 24, 2016; and

WHEREAS, the City Council held a public hearing on March 29, 2016 to consider a text amendment to the City of Scottsdale Zoning Ordinance, Case No. 5-TA-2015; and

WHEREAS, the City Council has determined that the subject Zoning Ordinance amendment is in conformance with the General Plan, now, therefore,

BE IT ORDAINED by the Council of the City of Scottsdale that a text amendment to the City of Scottsdale Zoning Ordinance is hereby approved as follows.

Section 1. That the Zoning Ordinance of the City of Scottsdale, Table 6.1308.B Building Height, Gross Floor Area Ratio (GFAR), Density Maximums without bonuses, is amended as follows:

<b>Table 6.1308.B Building Height, Gross Floor Area Ratio (GFAR), Density Maximums without bonuses</b>			
<b>Sub-district and Development Type</b>	<b>Building Height Maximum <sup>(1)</sup></b>	<b>GFAR Maximum</b>	<b>Density Maximum per acre of gross lot area</b>
Downtown Core - Type 1 within Old Town Design District Area	40 feet	1.4	50 dwelling units
Downtown Core - Type 1 outside of the Old Town Design District Area	48 feet	1.4	50 dwelling units
Downtown Civic Center - Type 2 Downtown Multiple Use - Type 2	66 feet	1.4	50 dwelling units
Downtown Medical - Type 2 Downtown Regional Use - Type 2	84 feet	1.4	50 dwelling units
Note: 1. <del>Includes rooftop appurtenances</del> <del>Excludes rooftop appurtenances</del> a. <del>Maximum height for rooftop appurtenances: 6 feet</del> b. <del>Maximum coverage for rooftop appurtenances: 20% of the rooftop</del> c. <del>Minimum setback for rooftop appurtenances: 15 feet from all sides of the building</del>			

Section 2. That the Zoning Ordinance of the City of Scottsdale, Table 6.1310.C. Gross Floor Area Ratio (GFAR) and Building Height Maximums With Bonus(es), is amended as follows:

<b>Table 6.1310.C. Gross Floor Area Ratio (GFAR) and Building Height Maximums With Bonus(es)</b>				
<b>Sub-district and Development Type</b>	<b>Building Height Maximum <sup>(1)</sup></b>			<b>GFAR Maximum</b>
	<b>PBD gross lot area equal to or greater than</b>			
	<b>20,000 and less than 100,000 square feet</b>	<b>100,000 and less than 200,000 square feet</b>	<b>200,000 square feet or more</b>	
Downtown Core - Type 1 within Old Town Design District Area	No additional height above the Base Building Height Maximum	No additional height above the Base Building Height Maximum	No additional height above the Base Building Height Maximum	2.5
Downtown Core - Type 1 outside of the Old Town Design District Area	No additional height above the Base Building Height Maximum	No additional height above the Base Building Height Maximum	No additional height above the Base Building Height Maximum	2.5
Downtown Civic Center - Type 2 Downtown Multiple Use - Type 2	78 feet	90 feet	90 feet	3
Downtown Medical - Type 2 Downtown Regional Use - Type 2	90 feet	120 feet	150 feet	4
<p>Note: 1. Includes rooftop appurtenances Excludes rooftop appurtenances:            a. Maximum height for rooftop appurtenances: 6 feet            b. Maximum coverage for rooftop appurtenances: 20% of the rooftop            c. Minimum setback for rooftop appurtenances: 15 feet from all sides of the building</p>				

Section 3. That the Zoning Ordinance of the City of Scottsdale, Table 6.1310.F. Building Height, Gross Nonresidential Floor Area (GFA), and Dwelling Unit Rubric for Bonuses, is amended as follows:

<b>Table 6.1310.F. Building Height, Gross Nonresidential Floor Area (GFA), and Dwelling Unit Rubric for Bonuses</b>				
<b>Mechanism</b>	<b>Gross Nonresidential Floor Area (GFA) Bonus</b>	<b>Building Height Bonus<sup>(3)</sup></b>	<b>Dwelling Unit Bonuses</b>	<b>Regulations</b>
Cultural Improvements Program Contribution	Square feet of gross floor area bonus is shown by the following formula(2): SQBA = [CC divided by (1.035 (CY -2013))] times 0. 1	Feet of bonus height are shown by the following formula(2): FBH = [CC divided by (1.035 (CY -2013))] times 0.0001	Bonus dwelling units are shown by the following formula(2): BDU = [CC divided by (1.035 (CY -2013))] times 0.0001	Section 6.1311.A.

Workforce Housing	500 square feet of gross floor area bonus for each dwelling unit dedicated to workforce housing	12 feet of bonus height for each 10 percent of the number of dwelling units dedicated to workforce housing, up to a maximum of 48 feet	Dwelling units dedicated to workforce housing are excluded from density calculations.	Section 6.1311.B.
Open space shown on the Development Plan	One square foot of gross floor area bonus for each four square feet of grade level open space that comply with the regulations	One foot of bonus height for each 1000 square feet of grade level open space that comply with the regulations	Development based on dwelling units: 350 square feet of open space required for each additional dwelling unit.  Residential health care facility based on beds: 175 square feet of open space required for each additional bed	Section 6.1311.C.
Compliance with Scottsdale's Green Building Program Requirements	Gross lot area times 0.1 = square feet of gross floor area bonus	15 feet of bonus height	10 percent increase in density above Section 13008.B.	Section 6.1311.D.
Special Improvements(1)	Square feet of gross floor area bonus is shown by the following formula(1,2): SQBA = [TCE divided by (1.035 (CY -2013))] times 0.1	Feet of bonus height are shown by the following formula(1,2): FBH = [TCE divided by (1.035 (CY -2013))] times 0.0001	Bonus dwelling units are shown by the following formula(1,2): BDU = [TCE divided by (1.035 (CY -2013))] times 0.0001	Section 6.1311
<p>Notes:</p> <ol style="list-style-type: none"> <li>The portion of the Total Construction Cost Estimate for public parking shall be calculated in accordance with Section 6.1311.E.</li> <li>The factors of the formulas are:  <math>B_{DU}</math> = Bonus dwelling units  <math>C_C</math> = Contribution Cost  CY = Current Year  <math>F_{BH}</math> = Feet of bonus height  <math>SQ_{BA}</math> = Square feet of gross floor area bonus  <math>T_{CE}</math> = Total Construction Cost Estimate</li> </ol> <p><del>3. The Building Height Bonus includes any rooftop appurtenances.</del></p>				

Section 4. If any section, subsection, sentence, clause, phrase or portion of this ordinance or any part of the code adopted herein is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

PASSED AND ADOPTED by the City Council of the City of Scottsdale this 29<sup>th</sup> day of March, 2016.

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: Kathe Anderson, Assistant City Attorney

## **PROJECT NARRATIVE**

### **Text Amendment Regarding Appurtenance Height in the Planned Block Development (PBD) Overlay District**

#### **INTRODUCTION**

The purpose of this request is to enable rooftop appurtenances to exceed the stated building height on a limited basis under reasonable conditions. Currently in the Planned Block Development (PBD) Overlay District, an appurtenance as simple and small as an antenna is treated identical to a full floor of a building with respect to building height. In essence, a 40 foot tall building with an 8 foot antenna is considered by ordinance to be a 48 foot tall building. This has severe and perhaps unintended consequences on development in the Downtown area and this application seeks to amend this anomaly.

#### **DETAILS OF PROPOSAL**

The proposed Text Amendment is extremely limited in scope. The proposal allows appurtenances to protrude a maximum of 72 inches provided that the appurtenances and the screening thereof do not occupy more than 20% of a rooftop and are setback a minimum of 15 feet from the building face. This creates an extremely limited, yet vital area to allow necessary mechanical components, elevator shafts or other appurtenances which, it should be noted, are typically not visible from adjacent right-of-way or surrounding properties.

Furthermore, the Text Amendment is only applicable to the PBD Overlay district which is only available to properties zoned PBD within the boundaries of the Downtown Plan. This is not a City-wide Text Amendment. Adding further governance to the implementation of this amendment, PBD zoned properties are approved with a Development Plan and modifications to that Development Plan require Council approval. This enables each and every project that would look to take advantage of this "additional height" to be judged on its individual merits with plenty of public and City input. If the proposed appurtenances are not suitable for a certain project or location, the Development Plan can be denied.

#### **GENERAL PLAN CONFORMANCE**

The proposed Text Amendment adheres to the goals, policies and approaches of the General Plan and below are some specific examples:

**Land Use Element Goal No. 1**

***Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.***

- ***Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base.***

- The proposal will help strengthen Scottsdale’s role as a major economic and cultural center and helps to sustain a viable economic base. As height is currently measured, a full floor of potential office, commercial or other economic generating space is deleted from the City’s possible inventory. For example, a 90 foot tall building under current code does not enable a 9 story building, or even an 8 or 7 story building. The market for today’s high-quality projects (the likes of which Scottsdale attempts to attract) requires adequate floor-to-ceiling height for both ground floor retail uses and upper floor office or residential uses. This increased floor-to-ceiling height limits a 90 foot tall building (under current code) to 6 buildable stories. This text amendment provides the flexibility needed to, in the above example, build a 7 story building with market-ready floor-to-ceiling heights, within the existing 90 foot height limit. That’s an extra floor of vital employment space, economic generating space, and/or residential space needed for downtown. It is important to note, while this amendment provides the opportunity for additional, usable square feet, numerous standards and restrictions are in place which continue to assure appropriately sized development for each site. These include standards such as FAR, density, setbacks and parking (both ordinance and market driven) requirements.

**Land Use Element Goal No. 5**

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

- ***Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips where environmentally and physically feasible.***
  - ***Encourage land uses with the highest intensity be located in areas conducive to alternative modes of transportation.***
- The Text Amendment will only affect properties within the Downtown area, where numerous alternative modes of transportation abound. The amendment will allow for additional density (residential, office or otherwise) to be developed in the Downtown area to capitalize on existing and future alternative modes of transportation.

**Land Use Element Goal No. 6**

***Promote land use patterns that conserve resources, such as land, clean air, water, and energy, and serve all people, within the community.***

- ***Concentrate future development in “growth areas” and other centers of activity, thereby discouraging sprawl, conserving energy, and promoting community identity.***
- Again, the Text Amendment will only affect properties within the Downtown area, which is clearly one of the City’s centers of activity. Enabling an extra floor of uses in this area discourages the use from sprawling out to more sensitive areas of the City.

**Land Use Element Goal No. 9**

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

- ***Promote residential uses that support the scale and function of retail, commercial and employment uses within these neighborhoods, including the use of mixed-use structures (retail or office on lower level and residential uses on upper levels).***
- The proposed Text Amendment provides the flexibility needed to provide adequately sized floor-to-ceiling heights for ground level retail or office uses with residential uses on upper levels.

## **DOWNTOWN PLAN CHARACTER AREA CONFORMANCE**

As the proposed Text Amendment will only apply to PBD zoned properties within Downtown it is important to review how the proposal complies with and advances numerous stated goals of the Downtown Plan as outlined below.

### **Land Use (LU) Goal #2:**

***Promote the development of downtown as a collection of mixed-use urban neighborhoods.***

#### ***Policy LU 2.1***

***As a General Plan designated Mixed-Use Neighborhood, Downtown Scottsdale should offer efficiencies of strong access to multiple modes of transportation and major regional access and services, focus on human scale development, accommodate higher density housing combined with complementary office or retail uses, and accommodate vertical mixed-use structures.***

- As the proposal only effects PBD zoned properties within Downtown, this Goal and Policy are at the heart of the request. The proposed flexibility for downtown projects creates the ability to accommodate appropriately sized, vertical mixed-use projects.

### **Land Use (LU) Goal #4:**

***Encourage Downtown Land Use Development Flexibility.***

#### ***Policy LU 4.1***

***Retain, expand, or modify as necessary, flexibility in Downtown zoning, development standards, and incentives to achieve the goals of the Downtown Plan.***

- The proposal provides required development flexibility while still adhering to the intent of the existing development standards. The result is beneficial to downtown while still enabling case by case review of applicable projects.

### **Land Use (LU) Goal #7**

***Support a Mix of Land Uses that Promote a Sustainable Downtown.***

#### ***Policy LU 7.2***

***Encourage development to make cost effective use of existing urban resources such as infrastructure systems, underutilized sites, buildings, and transportation networks.***

- The proposal represents a cost effective and sustainable use of urban resources. The proposal applies to a limited number of Downtown properties. This is where infrastructure (roads, utilities, public transportation, fire and police service, etc.) already exists ensures an efficient and sustainable method of City planning and development.

### **Economic Vitality (“EV”) Goals**

***Promote private investment and attract new development to downtown.***

#### ***Policy EV 2.3***

***Encourage private reinvestment through flexible policies, practices, and incentives that work with the private sector to respond to functional and economic changes in the Downtown.***

- The proposal encourages private reinvestment in Downtown through flexible policies. More importantly, each private investment will be judged on a case-by-case basis (through the PBD Development Plan) as to whether the use of this Text Amendment is appropriate or not for that project.

## **DOWNTOWN PLAN URBAN DESIGN & ARCHITECTURAL CHARACTER**

The proposed text amendment adheres to several important design principles found in the Downtown Plan Urban Design & Architectural Character document.

**Guideline A5. Building Equipment and Services:**

***Mechanical and electrical equipment, solar collectors, satellite dishes and communications equipment should be concealed from view of public streets and neighboring properties.***

- The proposed amendment adheres to this guideline. The amendment maintains the same screening standards that exist today for mechanical, electrical or other equipment. Additionally, the limitation placed upon appurtenances (no more than 20% of the roof area and setback a minimum of 15 feet) further limits the amount of roof mounted and visible items.

**Guideline B1. Reduction of Apparent Size and Bulk:**

***The building should differentiate its top story by developing a lighter character. As a general principle, upper levels should reduce floor area and building mass, appearing less bulky.***

- Again, the limitations placed upon appurtenances (no more than 20% of the roof area and setback a minimum of 15 feet) ensures that the highest level of the building will be differentiated and appear less bulky.

## **PROPOSED EDITS TO EXISTING TEXT**

The proposed edits to the existing ordinance text are provided on the following pages:

**Sec. 6.1308. - Property development standards.**

- A. The property development standards of the PBD Overlay District shall control over the property development standards of the Downtown District.
- B. Maximums for building height, GFAR and density, without bonuses, are shown on Table 6.1308.B.
  - 1. The Development Plan shall identify the building heights for each property within the PBD Overlay District. If the building height is not identified, the building height for that property shall be the building height maximum set forth in Table 6.1308.B. for the applicable Downtown District sub-district.
  - 2. The Development Plan shall identify the GFAR for each property within the PBD Overlay District. If the GFAR is not identified in the Development Plan, the GFAR for a property shall be 1.4.
  - 3. The Development Plan shall identify the density for each property within the PBD Overlay District. If the density is not identified in the Development Plan, the density for that property shall be fifty (50) dwelling units per acre of gross lot area.

Table 6.1308.B Building Height, Gross Floor Area Ratio (GFAR), Density Maximums without bonuses			
Sub-district and Development Type	Building Height Maximum <sup>(1)</sup>	GFAR Maximum	Density Maximum per acre of gross lot area
Downtown Core - Type 1 within Old Town Design District Area	40 feet	1.4	50 dwelling units
Downtown Core - Type 1 outside of the Old Town Design District Area	48 feet	1.4	50 dwelling units
Downtown Civic Center - Type 2 Downtown Multiple Use - Type 2	66 feet	1.4	50 dwelling units
Downtown Medical - Type 2 Downtown Regional Use - Type 2	84 feet	1.4	50 dwelling units
<p><b>Note: 1. <del>Includes rooftop appurtenances</del> EXCLUDING ROOFTOP APPURTENANCES</b></p> <ul style="list-style-type: none"> <li>a. <b>Maximum height of rooftop appurtenances: 6 feet.</b></li> <li>b. <b>Maximum coverage for rooftop appurtenances: 20% of the rooftop.</b></li> <li>c. <b>Minimum setback for rooftop appurtenances: 15 feet from all sides of building.</b></li> </ul>			

**Sec. 6.1310. - Bonus provisions.**

**A. Applicability.**

1. Bonus provisions are applicable to property zoned PBD Overlay for noteworthy investments in sustainable, high-quality urban design and other features that provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives.

**B. Types of bonuses.**

1. Bonuses may be obtained to increase the maximums set forth above for:
  - a. Building height,
  - b. Gross Floor Area Ratio, and
  - c. Density.

**C. Limitation on bonuses.**

1. Before the City Council approves any bonus, the property owner may allocate bonuses to GFAR, density and building height, subject to the Zoning Administrator's approval. The Zoning Administrator shall not approve any bonus in excess of the property owner's contributions. After the City Council approves any bonus, amendments to the bonuses are subject to further City Council approval.
2. Improvements that result in a Special Improvements bonus are ineligible for payback agreements.
3. No building height shall exceed the maximum shown on Table 6.1310.C.
4. No GFAR shall exceed the GFAR maximum shown on Table 6.1310.C.
5. No density shall exceed the density set forth in the development plan approved by the City Council.

Table 6.1310.C. Gross Floor Area Ratio (GFAR) and Building Height Maximums With Bonus(es)				
Sub-district and Development Type	Building Height Maximum <sup>(1)</sup>			GFAR Maximum
	PBD gross lot area equal to or greater than			
	20,000 and less than 100,000 square feet	100,000 and less than 200,000 square feet	200,000 square feet or more	
Downtown Core - Type 1 within Old Town	No additional height above the Base Building Height	No additional height above the Base Building Height	No additional height above the Base Building Height	2.5

Design District Area	Maximum	Maximum	Maximum	
Downtown Core - Type 1 outside of the Old Town Design District Area	No additional height above the Base Building Height Maximum	No additional height above the Base Building Height Maximum	No additional height above the Base Building Height Maximum	2.5
Downtown Civic Center - Type 2 Downtown Multiple Use - Type 2	78 feet	90 feet	90 feet	3
Downtown Medical - Type 2 Downtown Regional Use - Type 2	90 feet	120 feet	150 feet	4
<p>Note: 1. <del>Includes rooftop appurtenances.</del> <b>EXCLUDING ROOFTOP APPURTENANCES</b></p> <ul style="list-style-type: none"> <li>a. <b>Maximum height of rooftop appurtenances: 6 feet.</b></li> <li>b. <b>Maximum coverage for rooftop appurtenances: 20% of the rooftop.</b></li> <li>c. <b>Minimum setback for rooftop appurtenances: 15 feet from all sides of building.</b></li> </ul>				

Table 6.1310.F. Building Height, Gross Nonresidential Floor Area (GFA), and Dwelling Unit Rubric for Bonuses				
Mechanism	Gross Nonresidential Floor Area (GFA) Bonus	Building Height Bonus <sup>3</sup>	Dwelling Unit Bonuses	Regulations
Cultural Improvements Program Contribution	Square feet of gross floor area bonus is shown by the following formula <sup>(2)</sup> : $SQ_{BA} = [C_c \text{ divided by } (1.035^{(CY-2013)})] \text{ times } 0.1$	Feet of bonus height are shown by the following formula <sup>(2)</sup> : $F_{BH} = [C_c \text{ divided by } (1.035^{(CY-2013)})] \text{ times } 0.0001$	Bonus dwelling units are shown by the following formula <sup>(2)</sup> : $B_{DU} = [C_c \text{ divided by } (1.035^{(CY-2013)})] \text{ times } 0.0001$	Section 6.1311.A.
Workforce Housing	500 square feet of gross floor area bonus for each dwelling unit dedicated to workforce housing	12 feet of bonus height for each 10 percent of the number of dwelling units dedicated to workforce housing, up to a maximum of 48 feet	Dwelling units dedicated to workforce housing are excluded from density calculations.	Section 6.1311.B.
Open space shown on the Development Plan	One square foot of gross floor area bonus for each four square feet of grade level open space that comply with the regulations	One foot of bonus height for each 1000 square feet of grade level open space that comply with the regulations	Development based on dwelling units: 350 square feet of open space required for each additional dwelling unit.  Residential health care facility based on beds: 175 square feet of open space required for each additional bed	Section 6.1311.C.
Compliance with Scottsdale's Green Building Program	Gross lot area times 0.1 = square feet of gross	15 feet of bonus height	10 percent increase in density above	Section 6.1311.D.

Requirements	floor area bonus		Section 13008.B.	
Special Improvements <sup>(1)</sup>	Square feet of gross floor area bonus is shown by the following formula <sup>(1,2)</sup> : $SQ_{BA} = [T_{CE} \text{ divided by } (1.035^{(CY-2013)})] \text{ times } 0.1$	Feet of bonus height are shown by the following formula <sup>(1,2)</sup> : $F_{BH} = [T_{CE} \text{ divided by } (1.035^{(CY-2013)})] \text{ times } 0.0001$	Bonus dwelling units are shown by the following formula <sup>(1,2)</sup> : $B_{DU} = [T_{CE} \text{ divided by } (1.035^{(CY-2013)})] \text{ times } 0.0001$	Section 6.1311.E.
<p><b>Notes:</b></p> <ol style="list-style-type: none"> <li>The portion of the Total Construction Cost Estimate for public parking shall be calculated in accordance with Section 6.1311.E.</li> <li>The factors of the formulas are:               <ul style="list-style-type: none"> <li><math>B_{DU}</math> = Bonus dwelling units</li> <li><math>C_C</math> = Contribution Cost</li> <li><math>CY</math> = Current Year</li> <li><math>F_{BH}</math> = Feet of bonus height</li> <li><math>SQ_{BA}</math> = Square feet of gross floor area bonus</li> <li><math>T_{CE}</math> = Total Construction Cost Estimate</li> </ul> </li> <li><b>3. The Building Height Bonus includes any rooftop appurtenances</b></li> </ol>				

## **CONCLUSION**

As outlined in this narrative, the proposal meets and exceeds numerous stated goals of the General Plan, the Downtown Plan and the Downtown Plan Urban Design & Architectural Character. The current measurement of appurtenances in the PBD district has the unintended consequence of eliminating much needed office, employment or residential uses in Downtown. Furthermore, treating an appurtenance (which is typically not visible to the general public) in the same manner in which a fully visible building floor is treated, is impractical from both a public enjoyment standpoint and a development standpoint.

Thank you

PROPOSED TEXT  
Changes are shown in ~~strikethrough~~ and **bold italic**

**Sec. 6.1308. - Property development standards.**

- A. The property development standards of the PBD Overlay District shall control over the property development standards of the Downtown District.
- B. Maximums for building height, GFAR and density, without bonuses, are shown on Table 6.1308.B.
  - 1. The Development Plan shall identify the building heights for each property within the PBD Overlay District. If the building height is not identified, the building height for that property shall be the building height maximum set forth in Table 6.1308.B. for the applicable Downtown District sub-district.
  - 2. The Development Plan shall identify the GFAR for each property within the PBD Overlay District. If the GFAR is not identified in the Development Plan, the GFAR for a property shall be 1.4.
  - 3. The Development Plan shall identify the density for each property within the PBD Overlay District. If the density is not identified in the Development Plan, the density for that property shall be fifty (50) dwelling units per acre of gross lot area.

Table 6.1308.B Building Height, Gross Floor Area Ratio (GFAR), Density Maximums without bonuses			
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Note: 1. <del>Includes rooftop appurtenances</del> <b>Excluding rooftop appurtenances.</b> <ul style="list-style-type: none"> <li><b>a. Maximum height for rooftop appurtenances: 6 feet.</b></li> <li><b>b. Maximum coverage for rooftop appurtenances: 20% of the rooftop.</b></li> <li><b>c. Minimum setback for rooftop appurtenances: 15 feet from all sides of the building.</b></li> </ul>			

**Sec. 6.1310. - Bonus provisions.**

**A. Applicability.**

1. Bonus provisions are applicable to property zoned PBD Overlay for noteworthy investments in sustainable, high-quality urban design and other features that provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives.

**B. Types of bonuses.**

1. Bonuses may be obtained to increase the maximums set forth above for:
  - a. Building height,
  - b. Gross Floor Area Ratio, and
  - c. Density.

**C. Limitation on bonuses.**

1. Before the City Council approves any bonus, the property owner may allocate bonuses to GFAR, density and building height, subject to the Zoning Administrator's approval. The Zoning Administrator shall not approve any bonus in excess of the property owner's contributions. After the City Council approves any bonus, amendments to the bonuses are subject to further City Council approval.
2. Improvements that result in a Special Improvements bonus are ineligible for payback agreements.
3. No building height shall exceed the maximum shown on Table 6.1310.C.
4. No GFAR shall exceed the GFAR maximum shown on Table 6.1310.C.
5. No density shall exceed the density set forth in the development plan approved by the City Council.

Table 6.1310.C. Gross Floor Area Ratio (GFAR) and Building Height Maximums With Bonus(es)				
Sub-district and Development Type	Building Height Maximum <sup>(1)</sup>			GFAR Maximum
	PBD gross lot area equal to or greater than			
	20,000 and less than 100,000 square feet	100,000 and less than 200,000 square feet	200,000 square feet or more	
Downtown Core - Type 1 within Old Town Design District Area	No additional height above the Base Building Height Maximum	No additional height above the Base Building Height Maximum	No additional height above the Base Building Height Maximum	2.5

Downtown Core - Type 1 outside of the Old Town Design District Area	No additional height above the Base Building Height Maximum	No additional height above the Base Building Height Maximum	No additional height above the Base Building Height Maximum	2.5
Downtown Civic Center - Type 2 Downtown Multiple Use - Type 2	78 feet	90 feet	90 feet	3
Downtown Medical - Type 2 Downtown Regional Use - Type 2	90 feet	120 feet	150 feet	4
<p>Note: 1. <del>Includes rooftop appurtenances</del> <b>Excluding rooftop appurtenances.</b></p> <p><b>a. Maximum height for rooftop appurtenances: 6 feet.</b></p> <p><b>b. Maximum coverage for rooftop appurtenances: 20% of the rooftop.</b></p> <p><b>c. Minimum setback for rooftop appurtenances: 15 feet from all sides of the building.</b></p>				

**Table 6.1310.F. Building Height, Gross Nonresidential Floor Area (GFA), and Dwelling Unit Rubric for Bonuses**

Mechanism	Gross Nonresidential Floor Area (GFA) Bonus	Building Height Bonus <sup>3</sup>	Dwelling Unit Bonuses	Regulations
Cultural Improvements Program Contribution	Square feet of gross floor area bonus is shown by the following formula <sup>(2)</sup> : $SQ_{BA} = [C_C \text{ divided by } (1.035^{(CY-2013)})] \text{ times } 0.1$	Feet of bonus height are shown by the following formula <sup>(2)</sup> : $F_{BH} = [C_C \text{ divided by } (1.035^{(CY-2013)})] \text{ times } 0.0001$	Bonus dwelling units are shown by the following formula <sup>(2)</sup> : $B_{DU} = [C_C \text{ divided by } (1.035^{(CY-2013)})] \text{ times } 0.0001$	Section 6.1311.A.
Workforce Housing	500 square feet of gross floor area bonus for each dwelling unit dedicated to workforce housing	12 feet of bonus height for each 10 percent of the number of dwelling units dedicated to workforce housing, up to a maximum of 48 feet	Dwelling units dedicated to workforce housing are excluded from density calculations.	Section 6.1311.B.
Open space shown on the Development Plan	One square foot of gross floor area bonus for each four square feet of grade level open space that comply with the regulations	One foot of bonus height for each 1000 square feet of grade level open space that comply with the regulations	Development based on dwelling units: 350 square feet of open space required for each additional dwelling unit.  Residential health care facility based on beds: 175 square feet of open space required for each additional bed	Section 6.1311.C.
Compliance with Scottsdale's Green	Gross lot area times 0.1 = square feet of gross floor area bonus	15 feet of bonus height	10 percent increase in density above Section 13008.B.	Section 6.1311.D.

Building Program Requirements				
Special Improvements <sup>(1)</sup>	<p>Square feet of gross floor area bonus is shown by the following formula<sup>(1,2)</sup>:</p> $SQ_{BA} = [T_{CE} \text{ divided by } (1.035^{(CY-2013)})] \text{ times } 0.1$	<p>Feet of bonus height are shown by the following formula<sup>(1,2)</sup>:</p> $F_{BH} = [T_{CE} \text{ divided by } (1.035^{(CY-2013)})] \text{ times } 0.0001$	<p>Bonus dwelling units are shown by the following formula<sup>(1,2)</sup>:</p> $B_{DU} = [T_{CE} \text{ divided by } (1.035^{(CY-2013)})] \text{ times } 0.0001$	Section 6.1311.E.

**Notes:**

1. The portion of the Total Construction Cost Estimate for public parking shall be calculated in accordance with Section 6.1311.E.

2. The factors of the formulas are:

$B_{DU}$  = Bonus dwelling units

$C_C$  = Contribution Cost

$CY$  = Current Year

$F_{BH}$  = Feet of bonus height

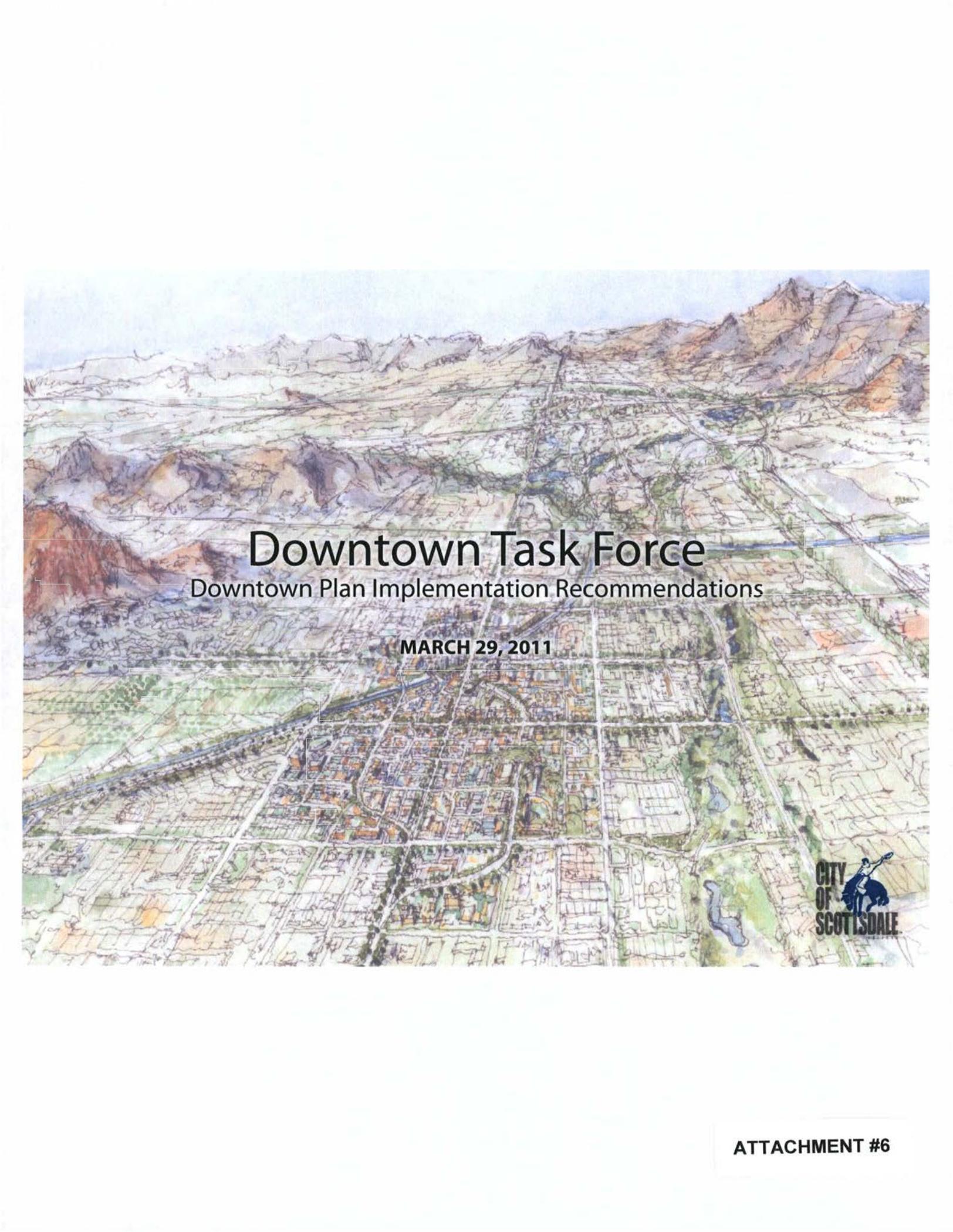
$SQ_{BA}$  = Square feet of gross floor area bonus

$T_{CE}$  = Total Construction Cost Estimate

**3. The Building Height Bonus includes any rooftop appurtenances**

Building Height Maximums Without Bonuses – Comparison Table				
Existing Table 6.1308.B		Effects of Proposed Modification to Table 6.1308.B		
Sub-district and Development Type	Current PBD Allowed Building Height Maximum <u>Inclusive</u> of Rooftop Appurtenance	Proposed Allowed Building Height Maximum <u>Exclusive</u> of Rooftop Appurtenance	Proposed Rooftop Appurtenances Height Exception	Proposed Total Building Height Maximum <u>Plus</u> Rooftop Appurtenance Height Exception
Downtown Core - Type 1 within Old Town Design District Area	40 feet	40 feet	6 feet	46 feet
Downtown Core - Type 1 outside of the Old Town Design District Area	48 feet	48 feet	6 feet	54 feet
Downtown Civic Center - Type 2 Downtown Multiple Use - Type 2	66 feet	66 feet	6 feet	72 feet
Downtown Medical - Type 2 Downtown Regional Use - Type 2	84 feet	84 feet	6 feet	90 feet

Sub-district and Development Type	<u>Existing Table 6.1310.C.</u>			Effects of Proposed Modification to Table 6.1310.C.			
	PBD gross lot area equal to or greater than			PBD gross lot area equal to or greater than			
	20,000 and less than 100,000 square feet <u>Existing Inclusive</u> of Rooftop Appurtenance	100,000 and less than 200,000 square feet <u>Existing Inclusive</u> of Rooftop Appurtenance	200,000 square feet or more <u>Existing Inclusive</u> of Rooftop Appurtenance	Rooftop Appurtenances Height Exception	20,000 and less than 100,000 square feet <u>Proposed Total</u> Building Height Maximum <u>Plus</u> Rooftop Appurtenance Height Exception	100,000 and less than 200,000 square feet <u>Proposed Total</u> Building Height Maximum <u>Plus</u> Rooftop Appurtenance Height Exception	200,000 square feet or more <u>Proposed Total</u> Building Height Maximum <u>Plus</u> Rooftop Appurtenance Height Exception
Downtown Core - Type 1 within Old Town Design District Area	Per Table 6.1308.B	Per Table 6.1308.B	Per Table 6.1308.B	Per Purposed Modification to Table 6.1308.B	Per Purposed Modification to Table 6.1308.B	Per Purposed Modification to Table 6.1308.B	Per Purposed Modification to Table 6.1308.B
Downtown Core - Type 1 outside of the Old Town Design District Area	Per Table 6.1308.B	Per Table 6.1308.B	Per Table 6.1308.B	Per Purposed Modification to Table 6.1308.B	Per Purposed Modification to Table 6.1308.B	Per Purposed Modification to Table 6.1308.B	Per Purposed Modification to Table 6.1308.B
Downtown Civic Center - Type 2 Downtown Multiple Use - Type 2	78 feet	90 feet	90 feet	6 feet	84 feet	96 feet	96 feet
Downtown Medical - Type 2 Downtown Regional Use - Type 2	90 feet	120 feet	150 feet	6 feet	96 feet	126 feet	156 feet

An aerial watercolor illustration of a city grid, likely Scottsdale, Arizona. The foreground shows a dense grid of streets and buildings in shades of brown, tan, and green. The background features rugged, brown and grey mountains under a light blue sky. The overall style is artistic and sketchy.

# Downtown Task Force

## Downtown Plan Implementation Recommendations

**MARCH 29, 2011**



## 2009 DOWNTOWN TASK FORCE MEMBERS

Ed Gawf, Chair  
Betty Drake, Vice-Chair  
Marilynn Atkinson  
Gary Baker  
Kathy Duley  
Alan Larson  
Jude Nau  
Scott Nelson  
Jay Petkunas  
Rodger Saba, Sr.  
Debbie Saba-Cooper  
Bret Sassenberg  
Fred Unger  
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## REPORT DESIGN

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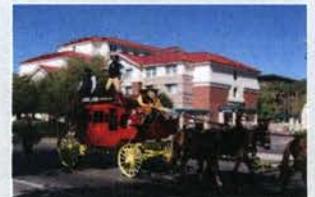
Downtown Task Force

## TABLE OF CONTENTS

Executive Summary .....	4
Downtown Character Area Plan (Downtown Plan) .....	4
Downtown Task Force Purpose .....	4
Downtown Task Force Recommendations Summary .....	5
A. Recommended Downtown Physical Improvements .....	6
I. Possible Modifications to the Downtown (D) and Downtown Overlay (DO) Districts .....	6
1. Downtown Pedestrian Improvements .....	6
II. Downtown Parking .....	8
1. Downtown Parking Improvements .....	8
III. Downtown Transit Plan .....	10
1. Downtown Transit Plan Improvements .....	10
B. Recommended Regulatory Improvements to the Zoning Ordinance .....	10
IV. Recommended Modifications to the Downtown (D) and Downtown Overlay (DO) Districts of the Scottsdale Zoning Ordinance .....	11
1. Downtown Buffers and Transitions .....	11
a. Downtown Boundary (Downtown District Regulated Properties) .....	11
b. Downtown Boundary (Downtown Overlay Regulated Properties) .....	11
c. Transitions Between Type 1 (Downtown Core) and Type 2 Development Areas .....	12
2. Development Flexibility .....	12
a. Small Property Development Flexibility .....	12
b. Development Review Board Findings Related to Development Flexibility .....	12
3. Downtown Building Heights .....	13
4. Downtown Infill Incentive District .....	13
5. Density, Intensity, Building Incentives, and Public Benefits .....	14
6. Other Modifications to the Downtown (D) and Downtown Overlay (DO) Districts .....	15
7. Downtown Zoning Ordinance Parking Modifications .....	16
C. Other Recommendations .....	16
1. Civic Center Mall .....	16
2. Downtown Stakeholders Advisory Group .....	16
3. Downtown Marketing .....	16
4. Downtown Task Force Follow Up .....	16
5. Downtown Plan Urban Design and Architectural Design Guidelines .....	16
Appendix A – Resolution No. 8027 .....	17
Appendix B – Downtown Task Force Physical Improvement Recommendations .....	18
Appendix C – Downtown Task Force Implementation Recommendations .....	19



Jack Knife



Parada del Sol



The Yearlings

## EXECUTIVE SUMMARY

### DOWNTOWN CHARACTER AREA PLAN (DOWNTOWN PLAN)

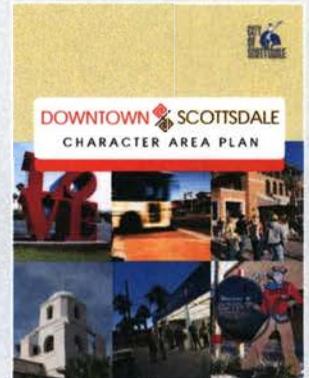
Originally adopted by the Scottsdale City Council in 1984, and completely updated in 2009, the Downtown Plan serves as the comprehensive policy document that guides growth and development decisions in Downtown Scottsdale. As an adopted Character Area Plan, the Downtown Plan incorporates community goals and policies consistent with both the state mandated and community created Scottsdale General Plan elements, as well as goals and policies that speak specifically to the special attributes of Downtown and how it functions.

The Downtown Plan and subsequent community efforts have been successful at shaping the growth, both financially and physically, of Downtown Scottsdale for the past 25+ years. During this timeframe, Downtown Scottsdale has become a vibrant center, thus realizing the original Plan's main goal that the area become a "highly functional mixed-use center" that provides a "creative environment in which people live, work and pursue leisure activities" (Downtown Plan, 1984).

To ensure that the vision, goals and policies of the 2009 Downtown Character Area Plan are executed by and for the community, the Scottsdale City Council appointed the 2009 Downtown Task Force to embark on specific plan implementation programs.

### DOWNTOWN TASK FORCE PURPOSE

As delineated by City Council resolution, the purpose of the Downtown Task Force is to assist the City Council with the implementation of the Downtown Plan by providing recommendations concerning: (1) possible modifications to the Downtown (D) and Downtown Overlay (DO) section of the Zoning Ordinance; (2) a global Downtown parking plan; (3) Downtown pedestrian amenities; (4) Downtown transit planning and (5) such other Downtown related matters as the City Council may assign to the Task Force. (Resolution No. 8027, Appendix A).



2009 Downtown Plan

## DOWNTOWN TASK FORCE RECOMMENDATIONS SUMMARY

Since the fall of 2009, the Downtown Task Force has held regularly bi-monthly meetings to discuss, deliberate and make recommendations on the specific Council- directed implementation programs as assigned. Recognizing the importance that downtown's physical form plays in the ongoing stability and vitality of the area, the Downtown Task Force also focused on physical improvement recommendations to enhance Downtown Scottsdale. Some of the primary themes from the Downtown Task Force recommendations include:

- Create a more inviting, safe and attractive experience for pedestrians;
- Maximize the use of the city's existing downtown parking supply and increase public awareness of area parking opportunities to reinforce the fact that there is adequate existing parking in the downtown;
- Pursue development flexibility for all properties in downtown subject to the provision of public benefits and the protection of adjacent neighborhoods;
- Assure consistent implementation of regulatory standards and design guidelines with all downtown development;
- Encourage new development and redevelopment to include complementary and/or supportive design relationships with the established urban form, and sensitively transition in scale, height and intensity at the downtown boundary particularly with adjacent residential neighborhoods, as well as between adjoining downtown urban neighborhoods.
- Recognize that the Downtown Regional and Downtown Medical urban neighborhoods designated in the Downtown Plan are the areas that can accommodate the greatest intensity of development;
- Retain the small lot development pattern and active ground level land uses in the Downtown Core areas of Fifth Avenue, Marshall Way, Craftman's Court and Main Street;
- Protect Old Town's small lot development pattern, character, design and aesthetics as this Downtown Core neighborhood embodies the historic culture and heritage of the community; and
- Establish a Downtown Infill Incentive District and associated Plan as a tool to encourage infill development and redevelopment within Downtown Scottsdale.

In conclusion, as Downtown Scottsdale continues to mature, merchants, property owners and civic leaders will need to make strong and innovative decisions within the context of the adopted Downtown Plan, and in conjunction with the enclosed Downtown Task Force recommendations, to insure a continually vital and sustainable Downtown.



Downtown Core - Old Town



Civic Center



Downtown Core - Marshall Way

## **A. Recommended Downtown Physical Improvements**

Downtown's physical form conveys a great deal about the community's goals, values and identity. Well-maintained, inviting, aesthetically pleasing physical attributes make a strong quality statement about Downtown Scottsdale. Providing consistent attention to the physical form in order to maintain an attractive, high quality downtown for our community will require the attention and commitment of private property owners, businesses, citizens, nonprofit organizations, and government. Accordingly, the Downtown Task Force suggests the following implementation recommendations for the continued enhancement of Downtown Scottsdale.

### **I. Possible Modifications to the Downtown (D) and Downtown Overlay (DO) Districts**

The best, most successful, downtowns are those where a rich mix of land uses are directly and conveniently connected to each other; efficiently accommodate travel, circulation and access; and above all, focus on providing a superior pedestrian environment. Walking is such an essential part of what is meant by "downtown" that the quality of the pedestrian environment – safety, comfort, interest, continuity – is a necessity.

Like most downtowns, Downtown Scottsdale is a destination for people. Thus, the successful evolution of downtown's circulation system into a network of enhanced connectivity with the primary focus on the pedestrian is critical to Downtown Scottsdale's future. Therefore, the following Downtown Task Force implementation recommendations focus on improving mobility and circulation to, from, and within Downtown Scottsdale.

#### **1. Downtown Pedestrian Improvements**

To make the Downtown Area more conducive, safe and inviting to pedestrians and their experiences, the Task Force recommends the following:

- Inventory the Downtown area for impediments to pedestrian mobility, such as missing sidewalk links, and establish priorities for future capital projects;
- Review downtown pedestrian crosswalks to ensure that they are safe and include appropriate signage and protective measures;
- Create themed pedestrian improvements throughout downtown. In the Old Town, Main Street, Marshall Way and Fifth Avenue districts, improvements shall be compatible with the design guidelines and character of these districts.
- Extend the current downtown signage program to include pedestrian wayfinding systems, such as signage, kiosks, and maps;
- Improve pedestrian connections to adjacent neighborhoods to encourage walking to and from Downtown;



Missing Sidewalk Along Scottsdale Road



Conceptual Pedestrian Crossing Enhancements Goldwater Boulevard and Main Street

- Improve Scottsdale/Camelback Roads intersection;
  - o Restart the waterfall on the southeast corner of the intersection or enhance the corner with public art/plaza.
  - o Make other improvements to the intersection that will enhance pedestrian safety and convenience.
- Improve the pedestrian crossing at East Camelback Road and North Marshall Way to increase pedestrian safety and minimize perceived barriers of this walking route between Scottsdale Fashion Square and the rest of the downtown.
- Enhance the pedestrian experience under the East Camelback Road/Scottsdale Fashion Square retail bridge;
- Increase pedestrian signal timing throughout the Downtown Area;
- The East Indian School Road and North Marshall Way intersection shall be improved to enhance it as a pedestrian connection;
- Extend the season for holiday lighting to October through April;
- Provide additional short- and long-term bicycle parking throughout the downtown and create other improvements to encourage bicycle travel;
- Provide pedestrian street crossing improvements that give the priority to the pedestrian, such as:
  - o traffic tables and/or raised crosswalks,
  - o pedestrian refuges on busier streets,
  - o "bulb outs" (traffic calming devices that narrow the street at the intersection),
  - o bollards,
  - o grade separated crossings at busier intersections,
  - o pedestrian crossing protection (such as HAWK crossings or pedestrian-activated signal crosswalks) where the Arizona Canal crosses streets; and
  - o other traffic calming devices.



Waterfall - Arizona Canal



Southbridge - Stetson Plaza



SMOCA

## II. Downtown Parking

The design and availability of parking has the potential to shape the function, character and aesthetics of a downtown. From the quality of the downtown experience for both citizens and visitors, to the opportunities for new growth and development, the need to accommodate parking must be balanced with other goals for the built environment such as livability and economic development. Therefore, the Downtown Task Force parking recommendations are comprehensive in nature, taking into account a balance of short term and long term parking needs, while maintaining a free parking environment throughout the downtown.

### 1. Downtown Parking Improvements

The Task Force consensus is that there is adequate parking in the downtown area. Even though there is adequate parking throughout the downtown, the Task Force concurs that there are periodic, and occasionally, 'spot' issues throughout the week, and throughout the year during peak season. These spot areas are currently in the vicinity of the following intersections :

- North Scottsdale Road and East 1st Avenue,
- North Scottsdale Road and East Stetson Drive (west side), and
- North Wells Fargo Avenue and East Stetson Drive.

As these areas redevelop and/or the existing land uses change, there may be a need for additional downtown public parking facilities in the future.

In the near term, the Task Force recommends maximizing the City's existing parking facilities that are underutilized during peak times, and increasing public awareness of the parking facilities available. This may be accomplished by one or more of the following:

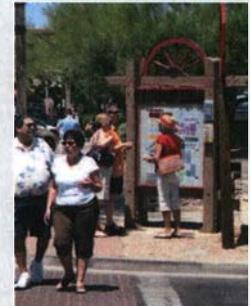
- Provide additional vehicular directional signs to public parking lots and garages, that are easily identifiable;
- Improve pedestrian way-finding signage in and around public parking lots and garages, and throughout downtown;
- Incorporate additional material into the city's visitor and tourist media regarding the location of downtown public parking facilities;
- Improve the Downtown Trolley connections to the public parking facilities;
- Street parking spaces and parking lots should be for short-term patron parking, and the public garages should be for employees and patrons that desire short and/or long-term parking;
- Improve lighting within and around public parking facilities, in order to assist in enhancing the safety in and around these facilities;
- Improve pedestrian connections to and from public parking facilities;



Downtown Parking Signage



Old Town Parking Structure



Old Town Kiosk

- Utilize and require appropriate temporary parking signage for special events; Examples of such events may include:
  - o Spring training games,
  - o Scottsdale Arts Festival,
  - o Scottsdale Culinary Festival,
  - o Scottsdale Fashion Week, and
  - o Other periodic large attendance events.
- Require special events to include parking locations on advertisement material and/or internet sites;
- Provide adequate funding for on-going maintenance of signage, replacement and enhancement;
- Create a Downtown Scottsdale parking application for smart-phones so Downtown visitors can locate parking;
- Locate future event and public gathering spaces adjacent to, or near, public parking facilities;
- Provide locations for tour bus parking;
- Protect residential street parking within and adjacent to Downtown with a residential parking permit program; and
- Consider revisions to valet parking policies and ordinances to ensure the provision of additional "evening peak hour" parking that is at least equivalent to the number of public spaces utilized for valet operations so as to address concerns about the perceived use of public streets for private benefit where parking may be limited. Also, revise the valet parking ordinance to clarify that valet operators are prohibited from using any publicly owned parking facilities to park valet vehicles.

The Task Force also recognized that Downtown Scottsdale will eventually need additional public parking facilities. The Task Force recommends that any future public bond proposal should include additional downtown area parking facilities.

Furthermore, the Task Force affirms the city's ordinances that require the public parking and required private parking of developments be provided at no cost.



Scottsdale Stadium Spring Training



Hashknife Pony Express



Scottsdale Stadium Spring Training

### III. Downtown Transit Plan

#### 1. Downtown Transit Plan Improvements

To maintain and improve transit opportunities within the downtown area, the Task Force recommends the following:

- Unless a viable alternative is found, modify the Downtown Trolley route from Scottsdale Fashion Square to capture the East 5th Avenue shops from North Goldwater Boulevard to the east to East Stetson Drive and close the Marshall Way bridge to Downtown Trolley traffic;
- Modify and/or eliminate the East Indian School Road loop route in a manner that would maximize the benefits of Old Town, restaurants, shops, lodging/hotels establishments, Scottsdale Visitor's Bureau, etc. with the larger downtown area;
- Maintain week-long (including Saturday and Sunday) trolley service within the Downtown;
- Maintain the city's trolley connections between the neighborhoods and downtown, and retain the inter-city trolley/transit connections between Downtown Tempe and Downtown Scottsdale;
- Maintain the public restrooms at the Loloma Transportation Center;
- Invest in trolleys that are more comfortable, smaller, have the ability to be open air, and "green";
- Recognize that the Downtown Trolley is primarily utilized by tourists and that it is an attraction for Downtown Scottsdale; and
- Maintain the hospitality trolley that runs on North Scottsdale Road and connects the resorts, retail areas, the Tournament Players Club (PGA Tour), West World (Barrett Jackson and the Arabian Horse Show), etc. to ensure these venues are connected to the Downtown primarily during special events and the peak visitor season (October through April).

The Task Force also recommends that:

- If the Loloma Transportation Center were to close:
  - o the public restrooms should remain opens,
  - o the public parking under Main Street Plaza should be maintained; and
- Rail technology should not be permitted on North Scottsdale Road between the intersection of North Drinkwater Boulevard and North Scottsdale Road and North Goldwater Boulevard and North Scottsdale Road.

#### **B. Recommended Regulatory Improvements to the Zoning Ordinance**

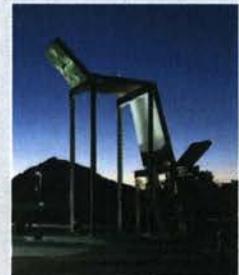
With the vision, goals, and policies of the Downtown Plan having been updated by the community and adopted by the Scottsdale City Council in 2009, the need to reexamine the development and regulatory tools that govern downtown has become a primary implementation program under the plan. Such reexamination should include the contextual compatibility of new and redevelopment projects particularly with regard to sensitive transitions between downtown development and adjacent residential neighborhoods, as well as between adjoining downtown urban neighborhoods. Consequently,



Downtown Scottsdale Trolley



Marshall Way Pedestrian and Transit Bridge



Loloma Transit Station & Clock Tower

the Downtown Task Force suggests the following development regulatory recommendations for such implementation:

**IV. Recommended Modifications to the Downtown (D) and Downtown Overlay (DO) Districts of the Scottsdale Zoning Ordinance**

1. Downtown Buffers and Transitions

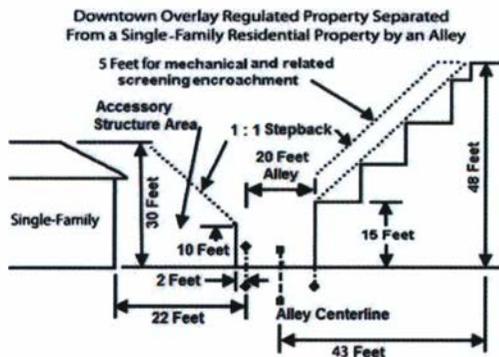
Recognize the importance of transitions between the intensities of properties within the Downtown boundary and properties outside of the downtown area; and, recognize the importance of transitions within the downtown area between the Type 1 (Downtown Core) and the Type 2 Areas.

a. *Downtown Boundary (Downtown District Regulated Properties)*

- Recognize the importance of protecting the single-family residential neighborhoods adjacent to the downtown area by maintaining a buffer and transition requirement for the Downtown (D) District properties that are adjacent to both the downtown boundary and Single-Family Residential (R1-) districts.

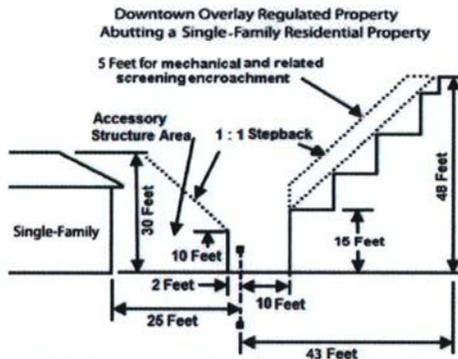
b. *Downtown Boundary (Downtown Overlay Regulated Properties)*

- Acknowledge the constraints placed on those properties zoned a non-Downtown District by providing a transition in building height in accordance with the following diagrams:



**Downtown Overlay Regulated Property Separated From a Single-Family Residential Property by an Alley**  
 5 Feet for mechanical and related screening encroachment  
 Accessory Structure Area  
 1 : 1 Stepback  
 20 Feet Alley  
 15 Feet  
 10 Feet  
 2 Feet  
 22 Feet  
 Alley Centerline  
 43 Feet  
 48 Feet  
 Single-Family

Single-family accessory structure development within the 22 foot setback shall comply with the stepback plane  
 The 48 feet height maximum is inclusive of roof to apparatus  
 5 Feet for mechanical screening and related encroachment shall not exceed the 48 feet height maximum.



**Downtown Overlay Regulated Property Abutting a Single-Family Residential Property**  
 5 Feet for mechanical and related screening encroachment  
 Accessory Structure Area  
 1 : 1 Stepback  
 15 Feet  
 10 Feet  
 2 Feet  
 25 Feet  
 43 Feet  
 48 Feet  
 Single-Family

Single-family accessory structure development within the 22 foot setback shall comply with the stepback plane  
 The 48 feet height maximum is inclusive of roof to apparatus  
 5 Feet for mechanical screening and related encroachment shall not exceed the 48 feet height maximum.



Type 1 to Type 2 Development Transition



Scottsdale Road Development Adjacent to Old Town

c. *Transitions Between Type 1 (Downtown Core) and Type 2 Development Areas*

1. Recognize the importance of protecting the character of the smaller compact development within the Type 1 Area (Downtown Core) by maintaining the buffer and transition requirements for Downtown (D) District Type 2 zoned properties that are adjacent to the Type 1 Area;
2. Incorporate design guidelines into the Downtown Plan Urban Design & Architectural Guidelines that address the use of complementary exterior building materials for developments that are adjacent to, and/or abutting, the Type 1 Area and the associated urban neighborhood.
3. Incorporate design guidelines into the Downtown Plan Urban Design & Architectural Guidelines that requires development on properties that are adjacent to, and/or abutting Old Town to utilize exterior building materials that are complementary to the Old Town's architectural characteristics, but does not replicate it. Three such examples of developments that currently demonstrate the intent of this guideline(s) are:
  - the 4020 Building on the northwest corner of North Scottsdale Road and East 1st Avenue,
  - Scottsdale Financial Center on the northeast and northwest corner of North Scottsdale Road and East Indian School Road,
  - and the Scottsdale Healthcare Medical Center office building on the southeast corner of North Brown Avenue and East 2nd Street.

2. Development Flexibility

Currently, only large developments may obtain flexibility with the Downtown (D) District development standards. The Task Force encourages flexibility for all properties within the Downtown Area.

a. *Small Property Development Flexibility*

The Task Force recommends providing development flexibility for the smaller properties by incorporating the following modifications:

- Development proposals with a land area less than 20,000 square feet may request amended development standards through the Development Review Board.
- Create a small size Planned Block Development for development proposals that are between 20,000 and 100,000 square feet in land area.
- Maintain the existing medium and large Planned Block Development provisions.

b. *Development Review Board Findings Related to Development Flexibility*

As a component on any request for amended standards, the Task Force recommends that the Development Review Board determines that:



Small Property Infill Development



Small Property Redevelopment

- A proposed development is substantially in conformance with the Downtown Plan and Downtown Plan Urban Design & Architectural Guidelines;
- Amended standards are necessary to promote the successful implementation of the Downtown Plan Urban Design & Architectural Guidelines; and
- Amended standards will demonstrate the planned character of development for the urban neighborhood within which the development will be located.

3. Downtown Building Heights

The Task Force's intent was to establish a development height envelope for each land use designation that would allow the property owner with Downtown (D) District zoning to design within, to establish a separate standard for Old Town within the Type 1 Area, and to align the remainder of the Type 1 Area Downtown District regulations with the Downtown Overlay District regulations. The Task Force recommends the following building heights in the Downtown Area:

Typical Building Heights Considerations	Maximum Height(4)	Additional Height for Appurtenance (Mechanical, Elevator Overruns, etc.)
Old Town (Type 1)	40 – Feet (1, 4)	None
Remainder of the Downtown Core (Type 1)	48 – Feet (1, 4)	None
Multiple Use (Type 2)	66(2) – 90 Feet(3, 4)	None
Regional (Type 3)(5)	90(2) – 150 Feet(3, 4)	None
Medical (Type 3)(5)	90(2) – 150 Feet(3, 4)	None
NOTE: 1. Regardless of having a Planned Block Development overlay designation. 2. Non-Planned Block Development overlay development height maximum. 3. Planned Block Development overlay developments height maximum. 4. All heights are inclusive of roof top appurtenances. 5. The Task Force recommends changing the Downtown Plan Regional and Medical Type 2 Areas to Regional and Medical Type 3 Areas		

4. Downtown Infill Incentive District

The Downtown Infill Incentive District is intended to allow modification to the Zoning Ordinance to provide incentives for infill development and revitalization within the downtown area. Recommendations developed by the Downtown Task Force for building intensity, height, FAR and design character should be used by City Council to guide Infill Incentive District decision making.

- On June 7, 2010, the Task Force recommended that the City Council adopt the Downtown Infill Incentive District and Plan. On June 7, 2010, the Task Force recommend to the City Council approval of the Downtown Infill Incentive District with a vote of 8-3.



Downtown Infill Incentive District Boundary

5. Density, Intensity, Building Incentives, and Public Benefits

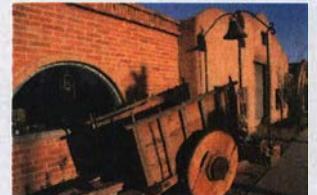
The intent of the Task Force's discussion was to provide guidance to the City Council regarding property owner incentives and public benefits. As part of the discussion regarding the Downtown Area public amenities and benefits, the Task Force confirmed the list provided in the Downtown Plan (LU 4.5), and provided additional items that may be utilized. The Task Force recommends the following:

Property Owner Incentive Bonus Types	Public Amenities and Benefits
Floor Area Ratio (FAR), Floor Area,  Density,  Building Height, Development Standard Flexibility, Building Height Transfer, and/or Development Standard Flexibility.	<ul style="list-style-type: none"> <li>• Work-force housing(1)</li> <li>• Parking, including: Underground parking, Traffic management plan (trip reduction), Parking structures architecturally integrated within building/structure volume</li> <li>• Cultural Improvements Program (Contributions to Public Art)</li> <li>• Public realm and open space areas(1),</li> <li>• Pedestrian enhancements and amenities(1)</li> <li>• Additional public parking and shared parking facilities(1)</li> <li>• Community facilities, such as: community office and meeting space, restrooms, cultural and art facilities, spaces and programming, and , museums</li> <li>• Infrastructure improvements(1), including: Mobility enhancements(1), Transit and Trolley enhancements(1), and Revitalization of existing infrastructure(2)</li> <li>• Beneficial and '24-7' land uses</li> <li>• Historic preservation(1) (City, State or National Register required)</li> <li>• Green Development</li> <li>• Sensitive edge buffering(1)</li> <li>• Revitalization of small downtown properties</li> </ul>

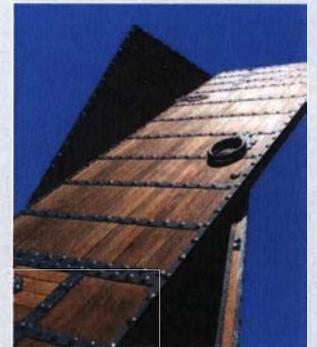
- Note.
1. Potential public amenities and benefits in the Downtown Plan (Policy, LU4.5), and confirmed by the Downtown Task Force.
  2. Downtown Task Force additional suggestion(s) related to the Downtown Plan Policy, LU4.5.



Scottsdale Waterfront - Public Open Space



Cavaliere's Blacksmith Shop - Historic Preservation



The Doors - Cultural Improvements Program

In addition, the Task Force recommends that:

- a quantifiable formula is developed to be utilized to calculate the associated Property Owner Incentive Bonus(es) for the Public Amenities and Benefits provided, and
- the Cultural Improvements Program (contributions to Public Art) should be included as an option for any development in the Downtown in exchange for Property Owner Incentive Bonus(es).

6. Other Modifications to the Downtown (D) and Downtown Overlay (DO) Districts

The Task Force also discussed several other ordinance considerations that should be addressed with the upcoming modification to the Zoning Ordinance. Primarily, these items are intended to provide clarification and to remove conflicting requirements in the Zoning Ordinance. The Task Force recommends the following modifications to the Zoning Ordinance:

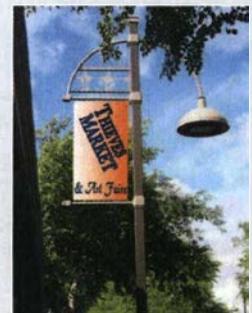
- Update the requirements and standards so that they are consistent with the Downtown Plan;
- The development and design standards of the Zoning Ordinance should be clarified and continue to be consistently applied;
- The Downtown (D) District and Downtown Overlay (DO) should be revised to eliminate redundancy, inconsistencies, antiquated text, and to simplify text language.
- The minimum building setbacks for Old Town should be 14 feet and 16 feet within the remainder of the Downtown Core (Type 1 Area). A clarification that transitions between these areas and surrounding uses will apply, to be determined (on a case-by cases basis), and that these building setbacks apply to street-side setbacks (not rear & side setbacks). In addition, maintain the provision that allows for the modification to the setback where forty percent (40%) or more of a block face are less than the specified setback, the required setback on a site to be developed shall be the average setback of the developed portion of the block face;
- The Pedestrian Overlay District requirements and provisions should be revised and incorporated into the standard Downtown (D) District and Downtown Overlay (DO) requirements where appropriate and remove the overlay as an option from the Zoning Ordinance;
- The development standards for the Type 2 Regional/Medical should be clearly identified in the Zoning Ordinance. Consider identifying these as Type 3 Areas; and
- The development standards table of the Downtown (D) District should be revised to incorporate additional public benefit and incentive options; and
- The sign ordinance shall be modified to allow event banners within the public right-of-way.



Downtown Medical  
Urban Neighborhood



Downtown Regional  
Urban Neighborhood



Conceptual Event Banner

7. Downtown Zoning Ordinance Parking Modifications

On May 10, 2010, the Task Force recommended to the City Council approval of the Downtown Parking Text Amendment (6-TA-2009) with a vote of 7-1. The purpose of the text amendment was to modify Downtown parking requirements, modify the in-lieu parking program, standardize Citywide parking ratios, clarify related language in the Zoning Ordinance, relocate related language of the Zoning Ordinance to more appropriate sections, add definitions that are consistent with the parking section of the Zoning Ordinance, and amend the accessibility parking requirements to be consistent with the Americans with Disabilities Act. The dissenting vote was concerned that a lack of on-site parking will result in non-retail users taking on-street retail parking.

**C. Other Recommendations**

1. Civic Center Mall

The Task Force recommends that Civic Center Mall is renamed to Civic Center Plaza.

2. Downtown Stakeholders Group

The Task Force also recommends that the City and Downtown stakeholders establish an independent private organization to promote Downtown, to stimulate investments consistent with the Downtown Plan's vision, and to actively develop projects in support of the Plan. This group should provide Downtown leadership with the involvement of the City, Downtown businesses and property owners. It can act as a business and policy advocate, idea generator, facilitator, recruiter, team-builder and place-maker.

3. Downtown Marketing

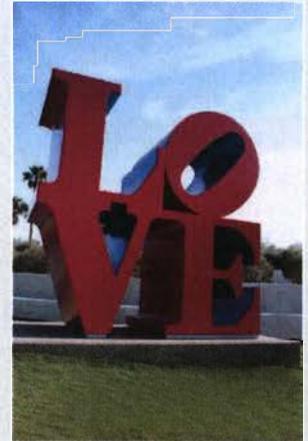
The Task Force recommends the city increase the amount of funding designated for marketing the Downtown.

4. Downtown Task Force Follow Up

Even though the Task Force recommends disbanding, the members of the Task Force request that they are notified of all future open house meetings and public hearings related to the Downtown Zoning Ordinance amendments. This is to ensure that the Task Force recommendations are incorporated into the revised ordinance that proceeds before the public, Planning Commission, and City Council.

5. Downtown Plan Urban Design and Architectural Design Guidelines

The Task Force recommends that Downtown Urban Design and Architectural Guidelines be reviewed and updated to reflect the 2009 Downtown Plan and Task Force recommendations.



Civic Center



Downtown Urban Design - Patios

APPENDIX A – RESOLUTION NO. 8027

RESOLUTION NO. 8027

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, ARIZONA, ESTABLISHING THE 2009 DOWNTOWN TASK FORCE.

WHEREAS, on June 9, 2009, the City Council adopted Resolution No. 7726, approving a non-major General Plan amendment to adopt the updated Downtown Character Area Plan ("Downtown Plan"); and

WHEREAS, the Council desires to form a task force to provide the Council with recommendations concerning the implementation of the Downtown Plan; now, therefore

BE IT RESOLVED by the Council of the City of Scottsdale as follows:

Section 1. The 2009 Downtown Task Force is hereby established and shall consist of fifteen (15) members. Each Councilmember shall appoint two (2) members of the Task Force, with the Mayor appointing the Chairman and two additional members. Each member shall serve at the pleasure of the person who appointed the member. Councilmembers shall name their appointments at the July 2, 2009, regular council meeting.

Section 2. The 2009 Downtown Task Force shall assist the City Council with the implementation of the Downtown Plan by providing it with recommendations concerning: (1) possible modifications to the Downtown (D) and Downtown Overlay (DO) sections of the Scottsdale Zoning Ordinance; (2) a global Downtown parking plan; (3) Downtown pedestrian amenities; (4) Downtown transit planning; and (5) such other Downtown-related matters as the City Council may assign to the Task Force.

Section 3. The 2009 Downtown Task Force shall make its report and recommendations to the City Council, whereupon it shall dissolve without further action, unless otherwise directed by the City Council.

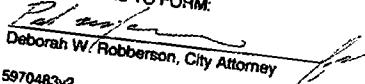
Section 4. The City Manager is directed to provide relevant staff and meeting space to assist the Task Force in formulating its recommendations and report.

Section 5. The City Attorney is directed to work with the Task Force to ensure compliance with all public meeting and public records laws.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Arizona, this 2<sup>nd</sup> day of July, 2009.

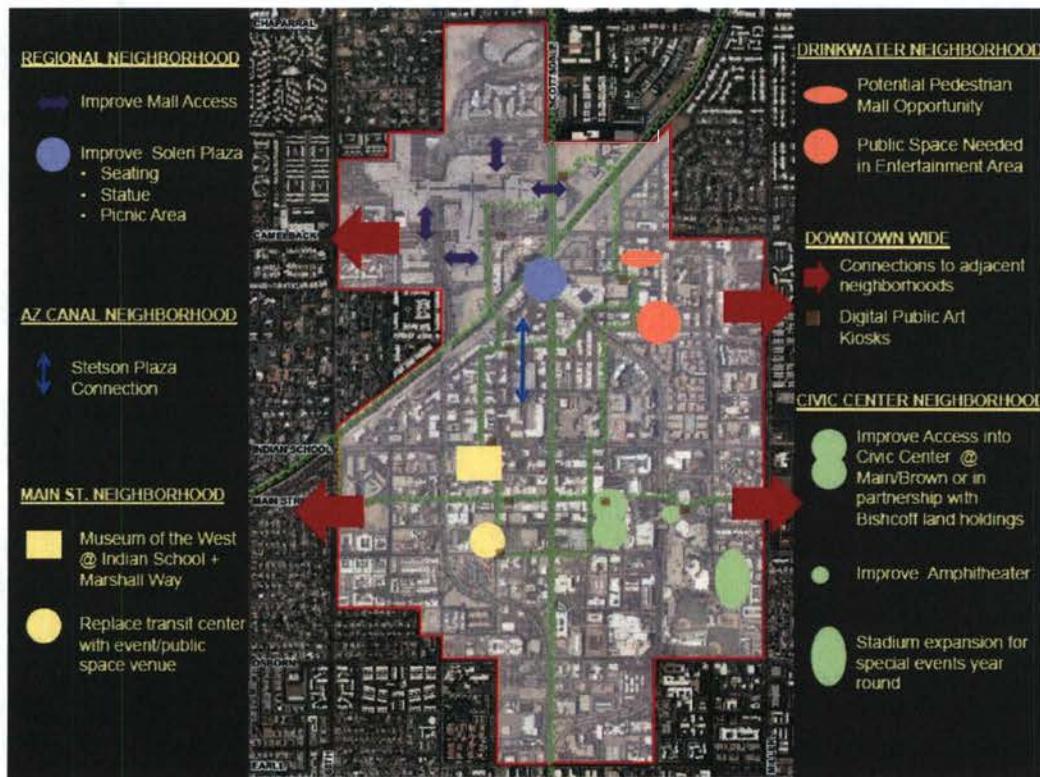
ATTEST:  
  
Carolyn Jagger, City Clerk

CITY OF SCOTTSDALE, an  
Arizona municipal corporation  
  
W.J. Jim Lane, Mayor

APPROVED AS TO FORM:  
  
Deborah W. Robberson, City Attorney

5970483v2

## APPENDIX B – DOWNTOWN TASK FORCE PHYSICAL IMPROVEMENT RECOMMENDATIONS



## APPENDIX C – DOWNTOWN TASK FORCE IMPLEMENTATION RECOMMENDATIONS

2009 Downtown Task Force Recommended Implementation Items				
Implementation Recommendations	Private	Public	Responsible Division/ Department	Funding Required
<b>Pedestrian Improvements</b>				
Inventory pedestrian mobility impediments		•	Transportation	
Review downtown crosswalks for safety, signage & protective measures		•	Transportation	
Create themed pedestrian improvements throughout downtown	•	•	Transportation	•
Improve pedestrian connections to adjacent neighborhoods	•	•	Transportation	•
Improve Scottsdale/Camelback Roads Intersection		•	Transportation	•
- Restart waterfall at southeast corner	•	•	Economic Vitality	
- Enhance pedestrian safety	•	•	Transportation	
Improve pedestrian crossing at Camelback & Marshall Way		•	Transportation	•
Enhance pedestrian experience under Fashion Square Retail Bridge	•		Transportation	•
Increase pedestrian signal timing throughout downtown		•	Transportation	
Enhance pedestrian connection at Indian School & Marshall Way		•	Transportation	•
Extend season for holiday lights		•	Economic Vitality	
Provide additional bicycle parking & improvements downtown-wide	•	•	Transportation	•
Provide pedestrian street crossing improvements downtown-wide		•	Transportation	•
<b>Downtown Parking</b>				
Maximize existing public parking facilities		•	Transportation	
- Provide additional directional signage to public parking		•	Transportation	•
- Improve pedestrian wayfinding to public parking		•	Transportation	•
- Include public parking materials in visitor/tourist/ events media	•	•	Economic Vitality	
- Improve trolley connections to public parking facilities		•	Transportation	
- Improve lighting in & around public parking		•	Transportation	•

<b>2009 Downtown Task Force Recommended Implementation Items</b>				
<b>Implementation Recommendations</b>	<b>Private</b>	<b>Public</b>	<b>Responsible Division/ Department</b>	<b>Funding Required</b>
- Improve pedestrian connections to/from public parking facilities	•	•	Transportation	•
- Utilize/require parking signage for special events	•	•	Current Planning	
- Adequately fund maintenance, replacement & enhancement of signage	•	•	Capital Project Management	•
- Create a downtown parking location application for smart-phones	•			
- Locate future event/gathering spaces adjacent to/near parking facilities	•	•	Long Range & Current Planning	
- Provide locations for tour bus parking		•	Transportation	
- Protect residential street parking with residential parking permit program		•	Transportation/Neighborhoods	•
- Consider revisions to valet parking policies/ordinances		•	Transportation/Current Planning	
<b>Downtown Transit</b>				
Explore Downtown Trolley route modifications to:		•	Transportation	
- Caputre 5th Avenue shops		•	Transportation	
- Close Marshall Way bridge to trolley traffic		•	Transportation	
- Maximize the benefits for Old Town, restaurants, shops & lodging		•	Transportation	
Maintain week long (including Saturday & Sunday) trolley service		•	Transportation	•
Maintain trolley connections to neighborhoods		•	Transportation	•
Maintain inter-city trolley connections		•	Transportation	•
Maintain public restrooms at Loloma	•	•	Transportation	•
Invest in smaller, open air, "green" trolleys		•	Transportation	•
Maintain the hospitality trolley that connects to resorts	•	•	Transportation	•
Retain public restrooms/parking if Loloma site redevelops	•	•	Transportation	•
Do not permit rail technology on Scottsdale Road between the couplet		•	Transportation	

<b>2009 Downtown Task Force Recommended Implementation Items</b>				
<b>Implementation Recommendations</b>	<b>Private</b>	<b>Public</b>	<b>Responsible Division/ Department</b>	<b>Funding Required</b>
<b>Regulatory Improvements to the Zoning Ordinance</b>				
<b>Maintain Buffer Requirements</b>		•	Current Planning	
- Between single family residential adjacent to downtown & downtown development		•	Current Planning	
- Between Type 1 & Type 2 developments within downtown		•	Current Planning	
<b>Update Downtown Urban Design &amp; Architectural Guidelines</b>		•	Current Planning	
- To promote complementary exterior building materials on development adjacent to Type 1 areas		•	Current Planning	
- To encourage development adjacent to Old Town to utilize complementary building materials		•	Current Planning	
<b>Add small property development flexibility</b>		•	Current Planning	
<b>Adjust downtown building heights in the zoning ordinance per Task Force recommended table</b>		•	Current Planning	
<b>Establish a Downtown Infill Incentive District &amp; Plan</b>		•	Current Planning	
<b>Develop formula to calculate development bonus incentives for public amenities/benefits</b>		•	Current Planning	
<b>Update ordinances to be consistent with Downtown Plan</b>		•	Current Planning	
<b>Clarify design standards in ordinance</b>		•	Current Planning	
<b>Eliminate redundancies/inconsistencies in the Downtown/Downtown Overlay zoning districts</b>		•	Current Planning	
<b>Adjust Old Town minimum building setbacks to 14 feet</b>		•	Current Planning	
<b>Adjust Downtown Core minimum building setbacks to 16 feet</b>		•	Current Planning	
<b>Identify Downtown Regional &amp; Downtown Medical as Type 3 for development standards</b>		•	Current Planning	
<b>Modify sign ordinance to allow event banners within the public rights-of-way</b>		•	Current Planning	

<b>2009 Downtown Task Force Recommended Implementation Items</b>				
<b>Implementation Recommendations</b>	<b>Private</b>	<b>Public</b>	<b>Responsible Division / Department</b>	<b>Funding Required</b>
Other				
Rename Civic Center Mall to Civic Center Plaza		•	Economic Vitality	
Form a downtown stakeholders advisory group	•			•
Increase marketing funding for downtown	•	•	Economic Vitality	•
Include Task Force members in all Downtown Zoning Ordinance amendment public meetings		•	Current Planning	
Comprehensively review & update the Downtown Urban Design & Architectural Guidelines		•	Current Planning	
Formally dissolve the 2009 Downtown Task Force		•	City Council	

**Citizen Review Report**  
Text Amendment – PBD Building Height

Pre-Application No. 559-PA-2015

Per the City of Scottsdale Citizen Review Checklist (attached at **TAB A**), please see attached and below regarding the Citizen Review Report.

As required, a Citizen Review Plan outlining a strategy for public informing and input was completed and provided to the City prior to initiating citizen outreach. A copy of the Plan is attached at **TAB B**.

On July 17, 2015, a 1/8 advertisement was placed in the Arizona Republic, Scottsdale Section informing the public of the application and inviting them to attend the scheduled open house meeting. On July 20, 2015, first class letters were mailed to the City's Interested Parties List and members of the 2009 Downtown Taskforce. The City also emailed this letter to several members of the taskforce. A copy of the notarized newspaper ad, first class letter and mailing list are attached at **TAB C**.

On August 5, 2015, a neighborhood open house was held at 6pm at the W Hotel at 7277 East Camelback Road in Scottsdale. Exhibits depicting the City's General Plan, Downtown Plan and zoning map for the downtown area were on display. Representatives of the Applicant were also present to provide information and answer questions. A sign-in sheet was provided along with comment cards and business cards with contact information for the Applicant. Four members of the public attended the meeting and three chose to sign-in. See sign-in sheet attached at **TAB D**.

Those in attendance asked questions regarding measurement of the appurtenances, why the area of appurtenances was limited and why the requested height was not greater. All those in attendance stated their full support for the application.

Our office has and will continue to be available to discuss the project with members of the public.

Thank you

# Tab A



# Citizen Review Checklist (TA)

## The Citizen Review Process required for Text Amendments.

The Zoning Ordinance and Checklist requires the applicant to prepare both a Citizen Review Plan and Report. Additional community notification is required for the public hearing process pursuant to Arizona State Statutes and the Zoning Ordinance of the City of Scottsdale.

**The Citizen Review Process ensures notification and community involvement before the filing of a formal application. The Project Coordinator will be involved to provide direction and guidance throughout the Citizen Review Process.**

### Step 1: Citizen Review Plan

Provide a written statement to your Project Coordinator, two weeks prior to the first open house meeting, including:

- How many neighborhood meetings will be held
- Where and when they will be held
- How and when neighbors will be notified
- Who will be notified

### Step 2: Notification

- Publish a 1/8 page advertisement in the local newspaper *at least ten (10) calendar days* prior to the open house meeting. Send a letter, by first class mail *at least ten (10) calendar days* prior to the open house meeting to the following parties:

1. All names/addresses on the City's Interested Parties List

The advertisement and notification must include the following information:

- Time, date and location of the open house meeting if one is to be held.
- Applicant and City staff contacts, telephone numbers and email addresses.
- City pre application number and/or city case file number.
- City web site address: [www.scottsdaleaz.gov/projects/](http://www.scottsdaleaz.gov/projects/)
- A detailed description of the project and information concerning the applicant's request.

### Step 3: Open House Meetings (Hold ~~2~~ **one in the north part and one in the south part of the city.**)

Hold the Open House Neighborhood Meetings within *45 days prior* to your formal submittal. Provide the following:

- Sign-in sheets
- Comment sheets
- Written summary of meeting.

Sign-in and comment sheets, along with a written summary of the meetings, shall be included in the Citizen Review Report.

#### Additional Open House Meetings

In some cases, the City of Scottsdale Project Coordinator may require more than two applicant-held Open Houses.

### Step 4: Complete a Citizen Review Report

All citizen outreach and input shall be documented in the Citizen Review Report and shall be submitted with the formal application. The Citizen Review Report should include:

#### A. Details of the methods used to involve the public including:

1. Dates and locations of all meetings and all other contacts where neighbors were invited to discuss the applicant's proposal.
2. Copies of letters or other means used to Interested Parties List and/or Property Owners. Provide the dates mailed, number of mailings, and the listing of addresses.
3. Open house sign-in sheets, list of people that participated in the process, comment sheets and written summary of the comments provided at the open house meeting.

#### B. A written summary of the comments, issues, concerns and problems expressed by citizens during the process including:

1. The substance of the comments, issues, concerns and problems.
2. The method by which the applicant has addressed or intends to address the issues, concerns and problems identified during the process.

## Planning, Neighborhood & Transportation Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088

# Tab B

**Citizen Review Plan**  
Text Amendment – PBD Building Height

Pre-Application No. 559-PA-2015

Per the City of Scottsdale Citizen Review Checklist (attached at TAB A), please see attached and below regarding the Citizen Review Plan.

The Applicant will hold one (1) Open House Neighborhood Meeting. As the proposed Text Amendment is limited in scope and will only affect PBD zoned properties within the Downtown area, the meeting will be held in the heart of Downtown at the W Hotel, at 7277 East Camelback Road in Scottsdale. The meeting will be held at 6pm in the evening to minimize the standard work day time conflict for those interested in attending.

Notification of the meeting will be provided by local newspaper and by first class mailing as follows:

- A 1/8 advertisement will be placed in the Arizona Republic, Scottsdale Section at least 10 calendar days prior to the open house meeting
- First class letters will be mailed at least 10 calendar days prior to the open house meeting to all names/addresses on the City's Interested Parties List
- Former members of the 2009 Downtown Taskforce will either by email or First class letters will be mailed at least 10 calendar days prior to the open house meeting as determined by the City Staff.

Both the newspaper advertisement and the notification letter/email will state the time, date and location of the Open House Neighborhood Meeting, the Applicant and City contact information including the City website address, the pre-application number and a detailed description of the requested Text Amendment.

At the Open House Neighborhood Meeting, members of the Applicant's team will be on hand to discuss the application and answer questions. A sign-in sheet will be provided as well as the Applicant contact information should any future questions arise. A summary of the open house meeting will be provided to the City following the meeting.

Throughout the process, our office will be available to discuss the project with members of the public and will continuously keep the City informed of any pertinent inquiries that may occur.

Thank you

# Tab C

# THE ARIZONA REPUBLIC

STATE OF ARIZONA }  
COUNTY OF MARICOPA } SS.

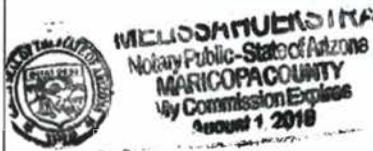
Tabitha James, being first duly sworn, upon oath deposes and says: That she is a Supervisor of the Arizona Business Gazette, a newspaper of general circulation in the county of Maricopa, State of Arizona, published at Phoenix, Arizona, by Phoenix Newspapers Inc., which also publishes The Arizona Republic, and that the copy hereto attached is a true copy of the advertisement published in the said paper on the dates as indicated.

The Arizona Republic  
Zones 8/9

July 17, 2015



Sworn to before me this  
17th day of  
July A.D. 2015

  
Notary Public


**WITHEY MORRIS PLC**  
ATTORNEYS AT LAW  
www.witheyorris.com

Please be advised, there will be an open house meeting to discuss a request for a Zoning Ordinance Text Amendment (Pre-application No. 559-PA-2015) to the Scottsdale Revised Code regarding the height of building appurtenances within the Planned Block Development (PBD) Overlay district that will only be applied to the Downtown zoning district. The proposal is as follows:

Amend PBD Table 6.1308.B to exclude rooftop appurtenances from building height under limited conditions by deleting "Includes rooftop appurtenances" and replacing with EXCLUDING ROOFTOP APPURTENANCES WHICH MAY EXTEND A MAXIMUM OF 72 INCHES ON NO MORE THAN 20 PERCENT OF THE ROOF AREA AND MUST BE SETBACK A MINIMUM OF 15 FEET FROM THE BUILDING FACE. Also, amend PBD Table 6.1310.F so that appurtenances will be included when calculating required contributions for bonus height by adding "INCLUSIVE OF APPURTENANCES" to the table so the new wording will read, "Building Height Bonus INCLUSIVE OF APPURTENANCES".

Open House Meeting  
DATE: August 5, 2015  
TIME: 6:00 pm to 7:00 pm  
LOCATION: W Hotel Scottsdale  
7227 East Camelback Road  
Scottsdale, AZ 85251

Applicant Contact: George Pasquel III  
Withey Morris, PLC  
602.230.0600  
George@WitheyMorris.com

City of Scottsdale Contact:  
Dan Symer, AICP, Senior Planner  
City of Scottsdale  
Planning and Development Services Division  
480.312.4218  
DSymer@ScottsdaleAZ.gov  
www.scottsdaleaz.gov



July 20, 2015

**Re: Text Amendment Pre-Application Case No. 559-PA-2015**

Dear Property Owner / Neighbor:

Our office represents Stockdale Capital ("Stockdale"), an owner of several properties within Downtown Scottsdale and a concerned citizen with a vested interest in the continued success and growth of Downtown. The purpose of this letter is to inform you that Stockdale recently filed a pre-application with the City and will be filing a formal application in the coming weeks for a Text Amendment concerning the Planned Block Development (PBD) zoning district which is an overlay district that may only be applied to the Downtown zoning district.

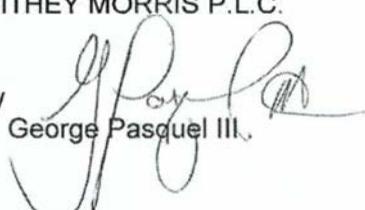
The Text Amendment is a request to amend PBD Table 6.1308.B to exclude rooftop appurtenances from building height and to allow reasonable but limited appurtenances - (no more than 72 inches in height on no more than 20% of the roof area and setback a minimum of 15' from the face of the building) – to exceed the stated height. The request will also amend PBD Table 6.1310.F so that appurtenances will be included when calculating the required project contribution for any bonus building height. Currently, appurtenances are not figured into this equation and projects only contribute up to the roofline height; not the typically greater height of appurtenances. The proposed Text Amendment will change this to ensure contributions, as determined by the City, are for the greatest height of any portion of the building, not just the roofline height.

It is important to note, this application is not a request to change the allowable building height in the PBD district. Building height is, and will continue to be capped at 66 feet, 90 feet with bonus provisions. The request only affects standard building appurtenances. This Text Amendment is also extremely limited as to the potential effected properties. Properties must be within Downtown and must be zoned PBD. Re-zoning a property to PBD or modifying an existing PBD zoned property requires a formal application and public hearing process. Therefore, any project that would fall under this amendment would be considered on a case-by-case basis with ample public input and City review.

In order to discuss this application and any questions you may have, we have scheduled an open house as follows: Wednesday, August 5, 2015 from 6:00pm to 7:00 pm, at the W Hotel, 7277 East Camelback Road in Scottsdale. Feel free to stop by at any time. If this date and time are not convenient, we would be happy to speak with you individually. Feel free to contact me at 602.230.0600 or at [George@WitheyMorris.com](mailto:George@WitheyMorris.com). Additionally, any questions and/or comments can be directed to the City's Project Coordinator Dan Symer at 480.312.4218 or [DSymer@ScottsdaleAZ.gov](mailto:DSymer@ScottsdaleAZ.gov). Thank you for your courtesy and consideration.

Very truly yours,  
WITHEY MORRIS P.L.C.

By

  
George Pasquel III.

cc: Dan Symer, City of Scottsdale, via email

**5-TA-2015**  
**9/17/15**

Jill Aguirre  
8605 E Via Dona Rd  
Scottsdale, AZ 85266

Joey Airdo  
North Scottsdale Independent  
23043 N. 16th Lane  
Phoenix, AZ 85027

John Coyne  
Carino Canyon HOA  
13331 E Del Timbre Dr  
Scottsdale, AZ 85259

Kate O'Malley  
Scottsdale Airpark  
15000 N. Airport Drive  
Scottsdale, AZ 85260

Laurie McCammon  
11020 E Acoma Drive  
Scottsdale, AZ 85255

Lida A. Stewart  
2627 N. 74th Place  
Scottsdale, AZ 85257

Lyle Wertz  
6510 E. Palm Lane  
Scottsdale, AZ 85257

Michael Jacks, Secretary  
.a Vista at Pinnacle Peak Homeowners  
ssociation  
7725 E Camino Del Monte  
Scottsdale, AZ 85255

Nancy Cantor  
Scottsdale Coalition  
5850 N. 83rd Street  
Scottsdale, AZ 85250

Rebecca Allen  
Scottsdale Independent  
11000 N. Scottsdale Road, Suite 210  
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**5-TA-2015**  
**9/17/15**

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Bob Vairo  
Coalition of Pinnacle Peak  
10040 E Happy Valley Road, #451  
Scottsdale, AZ 85255

Clif Tait  
GCA & RVA  
8302 E Buto Dr  
Scottsdale, AZ 85255

David G. Gulino  
Land Development Services  
7525 E. Camelback Road, Suite 104  
Scottsdale, AZ 85251

Dr. Sonnie Kirtley  
COGS  
8507 East Highland Avenue  
Scottsdale, AZ 85251

Edwin Bull  
Burch & Cracchiolo PA  
P.O. Box 16882  
Phoenix, AZ 85011

Fred Unger  
7134 E. Stetson Drive; Suite 400  
Scottsdale, AZ 85251

Howard Myers  
6631 E. Horned Owl Trail  
Scottsdale, AZ 85262

Jamie Cowgill  
4634 N 44th Street  
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Matthew Cody  
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Jonathan Tutelo  
Camelback House HOA  
9000 E Pima Center Pkwy 300  
Scottsdale, AZ 85258

Bob Vairo  
Coalition of Pinnacle Peak (C.O.P.P.)  
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Scottsdale, AZ 85255

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Scottsdale, AZ 85251

MaryAnn Wentland  
Dayo Co-Owners Inc, The HOA  
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Scottsdale, AZ 85251

Bob Sternitzke  
Dayo Co-Owners Inc, The HOA  
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Jane Peterson  
Downtown Camelback Frontage Association  
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Claudett Riley  
El Chaparral HOA  
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Scottsdale, AZ 85251

Viviana Martinez  
Granada Resort HOA  
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Scottsdale, AZ 85251

Karen Kass  
Granada Resort HOA  
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Scottsdale, AZ 85255

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Heritage, The HOA(Aka: Scottsdale Marquesa)  
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Olive View Manor HOA  
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Scottsdale, AZ 85251

Nicole Woods  
Olive View Manor HOA  
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Nancy Cantor  
Scottsdale Coalition  
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Scottsdale, AZ 85251

Jim Heather  
Scottsdale Coalition  
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Scottsdale, AZ 85257

Jim Haxby  
7336 E. Sunnyside Dr.  
Scottsdale, AZ 85250

Jim Heather  
6732 E Sheridan Street  
Scottsdale, AZ 85257

John Aleo  
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Berry & Damore LLC  
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Scottsdale Area Association of Realtors  
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Scottsdale, AZ 85251

John Washington  
3518 N Cambers Court  
Scottsdale, AZ 85251

Kay Wilson  
Internat'l School of Arizona  
1401 N. 75th Street  
Scottsdale, AZ 85257

Larry Jonas  
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Stevenson Ranch, CA 92381

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La Vista at Pinnacle Peak Homeowners Association  
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Ross Design Group  
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Director of Urban Planning  
State Lands Department  
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Phoenix, AZ 85007

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Planning Commission Vice-Chair  
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Alan Larson  
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Jude Nau  
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Scottsdale, Arizona 85251

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Suite 400  
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Downtown Camelback Frontage Association  
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Lisa Johnson  
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eter Alexander  
Los Cuatros HOA  
6840 E 2nd St  
Scottsdale, AZ 85251

Dani Thompson  
Paradise Villas Homeowners Association  
7255 E Hampton Av 101  
Mesa, AZ 85209

# Tab D



# SIGN-IN

PROPERTY LOCATION

0116-0028

NEIGHBORHOOD OPEN HOUSE MEETING

WEDNESDAY, AUGUST 5, 2015 FROM 6:00PM TO 7:00 PM,

W HOTEL, 7277 EAST CAMELBACK ROAD, SCOTTSDALE

NAME (Please Print)	ADDRESS	PHONE NO.	E-MAIL ADDRESS	Homeowner Assoc Name
1. Bill Crawford	4601 N 73 <sup>rd</sup> ST #11	602 576 6797	icmfifaos@aol.com	Klice Wren
2. Allan Henderson	7320 E Camelback Rd	480 294 2637		
3. Jane Peterson	7408 E. Camelback Rd		petersoninteriors@hotmail.com	
4.				
5.				
6.				
7.				
8.				
9.				

# SIGN-IN

PROPERTY LOCATION

0116-0028

NEIGHBORHOOD OPEN HOUSE MEETING

WEDNESDAY, AUGUST 5, 2015 FROM 6:00PM TO 7:00 PM,

W HOTEL, 7277 EAST CAMELBACK ROAD, SCOTTSDALE

<i>NAME (Please Print)</i>	<i>ADDRESS</i>	<i>PHONE NO.</i>	<i>E-MAIL ADDRESS</i>	<i>Homeowner Assoc Name</i>
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				



## The Coalition of Greater Scottsdale

7904 E. Chaparral Road, Suite A110-127  
Scottsdale, AZ 85250 email: [cogsaz@cox.net](mailto:cogsaz@cox.net)  
Website: [www.cogsaz.net](http://www.cogsaz.net)

To: Planning Commissioners

24 Feb 2016

Re: 5-TA-2015 Text Amendment Appurtenance Height/PBD Overlay District

**Please deny this request to allow an additional six (6) feet of roof top height both on the appurtenances and the screening on Type 2 in the Planned Block Development Overlay District.**

1. The Downtown Task Force 2009-2011 recommendation (page 13 of 22) to establish a roof top with a specific maximum height was determined by considerable discussion and consensus as an important limit on Downtown buildings and the visual character of our Downtown Overlay.
2. More than 12 members of the 15 member task force were directly employed in the real estate and development professions and they supported this maximum height **inclusive of appurtenances**. (See the backside list of Task Force members).
3. The applicant's Project Narrative [page one Introduction] provides a ridiculous analogy that "...an appurtenance as simple and as small as an antenna is treated identical to a full floor of a building..."
4. It is unreasonable to believe that the pedestrian experience and area character is not negatively impacted if the height is increased another 6 feet for HVAC, partial elevator shaft or other roof top appurtenances. The screening to 20% roof top coverage and the request for only 15 foot setback from the building face further impact the very Downtown Character sought by the vision of Scottsdale residents and the city council appointed Downtown Task Force.
5. Volunteer Task Force members spent from 2009 to 2011 to carefully determine recommendations to include in their Final Report. *The Development Review Board is encouraged to value those recommendations and guidelines.*
6. Questions to ask as you deliberate this Text Amendment: Does this Text Amendment meet the tests of (a) providing additional public benefit? and/or (b) enhancing the Downtown Character Area Plan goals? **If not it should be denied.**
7. Potential Impact: There are other Downtown projects such as WaterView/Solis who will seek the PBD within the next year and by precedence likely achieve approval of the additional 6 feet elevation.

Thank you for your careful deliberations. Sonnie Kirtley, COGS Chair 602 717 3886 anytime

ATTACHMENT #7A

# REQUEST TO SPEAK

4



Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.

Public testimony is limited to three (3) minutes per speaker.

Additional time **MAY** be granted to speakers representing two or more persons.

Cards for designated speakers and the person(s) they represent must be submitted together.

Saw Knee  
↓

NAME (print) Sonnie Kitley MEETING DATE 24 Feb 2016

NAME OF GROUP/ORGANIZATION (if applicable) COGS

ADDRESS on record ZIP \_\_\_\_\_

HOME PHONE \_\_\_\_\_ WORK PHONE \_\_\_\_\_

E-MAIL ADDRESS (optional) \_\_\_\_\_

I WISH TO SPEAK ON AGENDA ITEM # A  I WISH TO DONATE MY TIME TO \_\_\_\_\_

I WISH TO SPEAK DURING "PUBLIC COMMENT"\* CONCERNING \_\_\_\_\_

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

**This card constitutes a public record under Arizona law.**

# Community Clas

6830

Public Notices

6830

Public Notices

6830

Public Notices

6830



**Project Name:** Downtown Text Amendment pertaining to the Downtown and Citywide  
**Case Number:** 5-TA-2015

**Location:** Downtown and City-Wide

**Purpose:** 5-TA-2015 (Planned Block Development Overlay District Text Amendment) Request by owner for approval of a text amendment to the City of Scottsdale Zoning Ordinance (Ordinance No. 455) for the purpose of amending Planned Block Development Overlay District (PBD): 1) Table 6.1308.B., to allow six (6) feet to be added to the maximum building height for rooftop appurtenances, if they do not cover more than 20 percent of the roof area of the building and are set back at least 15 feet from the building elevations; 2) Table 6.1310.C., to allow six (6) feet to be added to the maximum building height for rooftop appurtenances, if they do not cover more than 20 percent of the roof area of the building and are set back at least 15 feet from the building elevations; and 3) Table 6.1310.F., to add a note that the building height bonus includes any rooftop appurtenances. Staff contact person is Dan Symer, AICP, 480-312-4218. Applicant contact person is Jason Morris/ George Pasquel III, 602-230-0600.

A case file on the subject properties is on file at 7447 E. Indian School Road, Suite 105, where it may be viewed by any interested person.

A COPY OF A FULL AGENDA, INCLUDING ITEMS CONTINUED FROM PREVIOUS MEETINGS IS AVAILABLE AT LEAST 24 HOURS PRIOR TO THE MEETING AT THE FOLLOWING LOCATIONS:

City Hall, 3939 N. Drinkwater Boulevard  
Online at: <http://www.ScottsdaleAZ.gov/>

ALL INTERESTED PARTIES ARE INVITED TO ATTEND.

ALL NON-REMOTE SITE PUBLIC HEARINGS ARE HELD IN THE COUNCIL CHAMBERS, SCOTTSDALE CITY HALL, 3939 N. DRINKWATER BOULEVARD, SCOTTSDALE, ARIZONA.

CHAIRMAN  
PLANNING COMMISSION

Attest  
Lorraine Castro  
Planning Specialist

For additional information visit our web site at [www.scottsdaleaz.gov](http://www.scottsdaleaz.gov)

**♿ PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING LORRAINE (480-312-7620). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE TO ALLOW TIME TO ARRANGE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT LORRAINE CASTRO (480-312-7620).**

Please publish the following as an 8<sup>th</sup> Page Ad:



**Project Name:** Text Amendment to Planned Block Development Overlay District  
**Case Numbers:** 5-TA-2015  
**Location:** City-Wide  
**Purpose:** Text Amendment to Planned Block Development Overlay District

To approve of a text amendment to the City of Scottsdale Zoning Ordinance (Ordinance No. 455) for the purpose of amending Planned Block Development Overlay District (PBD): 1) Table 6.1308.B., to allow six (6) feet to be added to the maximum building height for rooftop appurtenances, if they do not cover more than 20 percent of the roof area of the building and are set back at least 15 feet from the building elevations; 2) Table 6.1310.C., to allow six (6) feet to be added to the maximum building height for rooftop appurtenances, if they do not cover more than 20 percent of the roof area of the building and are set back at least 15 feet from the building elevations; and 3) Table 6.1310.F., to add a note that the building height bonus includes any rooftop appurtenances.

**Applicant contact:** George Pasquel III, 602-230-0600  
**Staff contact:** Dan Symer, AICP, 480-312-4218

A copy of the proposed amendments is available for review in Suite 105, 7447 East Indian School Road, Scottsdale, Arizona.

For more information, call 480-312-7898 or click on 'Projects in the Public Hearing Process' at: <http://www.ScottsdaleAz.gov/projects>

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NOTICE IS HEREBY GIVEN that the City Council of the City of Scottsdale, Arizona, will hear public comment regarding these cases at the hearing listed below:

**Hearing Date:** March 29, 2016 @ 5 P.M.  
**Location:** City Hall Kiva, 3939 N. Drinkwater Blvd

Attest  
Alex Acevedo  
Planning Specialist



Persons with a disability may request a reasonable accommodation such as a sign language interpreter, by contacting Alex Acevedo at 480-312-2542. Requests should be made as early as possible to allow time to arrange accommodation. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT Alex Acevedo at 480-312-2542.



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

**WEDNESDAY, FEBRUARY 24, 2016**

**\*SUMMARIZED MEETING MINUTES\***

**PRESENT:** Michael Edwards, Chair  
Matthew Cody, Vice Chair  
David Brantner, Commissioner  
Paul Alessio, Commissioner  
Larry S. Kush, Commissioner  
Michael J. Minnaugh, Commissioner  
Ali Fakh, Commissioner

**STAFF:** Tim Curtis  
Joe Padilla  
Randy Grant  
Dan Symer  
Greg Bloemberg  
Bryan Cluff  
Taylor Reynolds  
Phil Kercher

**CALL TO ORDER**

Chair Edwards called the regular session of the Scottsdale Planning Commission to order at 5:02 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:

<http://www.scottsdaleaz.gov/boards/planning-commission>

## **MINUTES REVIEW AND APPROVAL**

1. Approval of February 10, 2016 Regular Meeting Minutes including the Study Session.

**COMMISSIONER BRANTNER MOVED TO APPROVE THE FEBRUARY 10, 2016 REGULAR MEETING MINUTES INCLUDING THE STUDY SESSION, SECONDED BY COMMISSIONER ALESSIO THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).**

## **REGULAR AGENDA**

2. [4-GP-2015 \(Aire on McDowell\)](#)

Request by owner for a non-major General Plan amendment to the City of Scottsdale General Plan 2001 from the Mixed Use Neighborhoods to Urban Neighborhoods land use designation on a 7.1+/- acre site located at 6802 - 6880 E. McDowell Road. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is John Berry Hammond, 480-385-2727.

**Item No 2: Recommended City Council approve case 4-GP-2015, by a vote of 6-0; Motion by Commissioner Brantner, for a non-major General Plan amendment to the City of Scottsdale General Plan 2001 to change the land use designation from Mixed Use Neighborhoods to Urban Neighborhoods, 2<sup>nd</sup> by Commissioner Kush; with Commissioner Fakh recused himself.**

Request to speak Card: Dana Close

3. [15-ZN-2015 \(Aire on McDowell\)](#)

Request by owner for a Zoning District Map Amendment from Highway Commercial (C-3) to Multi-family Residential (R-5) zoning on a 6.8 +/- gross acre site located at 6802 - 6880 E. McDowell Road. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is John Berry, 480-385-2727.

**Item No. 3: Recommended City Council approve case 15-ZN-2015, by a vote of 6-0; Motion by Commissioner Brantner, per the staff recommended stipulations after determining that the proposed Zoning District Map Amendment is consistent and conforms with the adopted General Plan, 2<sup>nd</sup> by Commissioner Alessio; with Commissioner Fakh recused himself.**

Request to speak Card: Dana Close

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

<http://www.scottsdaleaz.gov/boards/planning-commission>

4. [5-TA-2015 \(Text Amendment to Planned Block Development Overlay District\)](#)  
Request by owner for approval of a text amendment to the City of Scottsdale Zoning Ordinance (Ordinance No. 455) for the purpose of amending Planned Block Development Overlay District (PBD): 1) Table 6.1308.B., to allow six (6) feet to be added to the maximum building height for rooftop appurtenances, if they do not cover more than 20 percent of the roof area of the building and are set back at least 15 feet from the building elevations; 2) Table 6.1310.C., to allow six (6) feet to be added to the maximum building height for rooftop appurtenances, if they do not cover more than 20 percent of the roof area of the building and are set back at least 15 feet from the building elevations; and 3) Table 6.1310.F., to add a note that the building height bonus includes any rooftop appurtenances. Staff contact person is Dan Symer, AICP, 480-312-4218. Applicant contact person is Jason Morris/George Pasquel III, 602-230-0600.

**Item No. 4: Recommend City Council approve Option A; case 5-TA-2015, by a vote of 6-1; Motion by Commissioner Brantner, after determining that the proposed Text Amendment is consistent and conforms with the adopted General Plan, 2<sup>nd</sup> by Commissioner Kush, with Commissioner Fakih dissenting.**

Request to speak Card: Sonnie Kirtley

5. [7-ZN-2015 \(Shoeman Office Building\)](#)  
Request by owner for a Zoning District Map Amendment from Central Business Downtown Overlay (C-2 DO) and Highway Commercial Downtown Overlay (C-3 DO) zoning to Downtown/Downtown Multiple Use Type-2, Planned Block Development, Downtown Overlay (D/DMU-2, PBD, DO) zoning, including approval of Property Development Standards and a Development Plan, on a ±1.96-acre site located at 4419 N. Scottsdale Rd., 7223 E. Shoeman Ln. and 7233 E. Shoeman Ln. Staff contact person is Dan Symer, AICP, 480-312-4218. Applicant contact person is Jason Morris/George Pasquel III, 602-230-0600.

**Item No. 5: Recommended City Council approve case 15-ZN-2015, by a vote of 7-0; Motion by Commissioner Kush, per the staff recommended stipulations, after determining that the proposed Zoning District Map Amendment, Development Plan and Amended Development Standards are consistent and conform with the adopted General Plan, 2<sup>nd</sup> by Commissioner Alessio.**

Request to speak Card: Sonnie Kirtley

\* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission website at:  
<http://www.scottsdaleaz.gov/boards/planning-commission>

## **NON-ACTION ITEM**

6. 7-TA-2014 (Planned Shared Development (PSD) Text Amendment)

Request by the City of Scottsdale, as the applicant, for a text amendment to the City of Scottsdale Zoning Ordinance (No. 455), creating the Planned Shared Development Overlay district, the purpose of which is to allow development standards to apply to a site that is defined by its perimeter rather than applying development standards only to individual parcels or lots. This Text Amendment will also include miscellaneous additions and minor amendments to Sections 4.100 and 7.820 in order to incorporate the new PSD overlay district and is further intended to eliminate the need for the perimeter exception set forth in the Land Divisions ordinance of the Scottsdale Revised Code. **Staff/Applicant contact person is Bryan Cluff, 480-312-2258.**

Request to speak Card: Ed Bull

## **ADJOURNMENT**

With no further business to discuss, the regular session of the Planning Commission adjourned at 7:06 p.m.

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<http://www.scottsdaleaz.gov/boards/planning-commission>

**Text Amendment to Planned Block  
Development Overlay District**

**Item 7, 5-TA-2015**

**City Council**

Coordinator: Dan Symer, AICP

Date: March 29, 2016

# **PBD Text Amendment**

## **Request:**

Approval of a text amendment to the Planned Block Development Overlay District (PBD):

- 1) Amend Base and Bonus Building Heights to:
  - Allow maximum six (6) foot tall to rooftop appurtenances exclusive of the allowed building heights, provided:
    - Do not cover more than 20 percent of the roof area; and
    - set back at least 15 feet
- 2) Public benefits for bonus provision calculations includes any rooftop appurtenances.

**5-TA-2015**

**Request**

# PBD Text Amendment

## Background Pertaining to PBD Building Height:

- **Background**

Typical Building Heights Considerations	Maximum Height(4)	Additional Height for Appurtenance (Mechanical, Elevator Overruns, etc.)
Old Town (Type 1)	40 – Feet (1, 4)	None
Remainder of the Downtown Core (Type 1)	48 – Feet (1, 4)	None
Multiple Use (Type 2)	66(2) – 90 Feet(3, 4)	None
Regional (Type 3)(5)	90(2) – 150 Feet(3, 4)	None
Medical (Type 3)(5)	90(2) – 150 Feet(3, 4)	None

NOTE:  
1. Regardless of having a Planned Block Development overlay designation.  
2. Non-Planned Block Development overlay development height maximum.  
3. Planned Block Development overlay developments height maximum.  
4. All heights are inclusive of roof top appurtenances.  
5. The Task Force recommends changing the Downtown Plan Regional and Medical Type 2 Areas to Regional and Medical Type 3 Areas

- **Adopted in November, 2012**
  - **Implements the Downtown Plan**
  - **Implemented Recommendations of the:**
    - **2009 Downtown Taskforce**
    - **Development Review Board**
    - **Planning Commission**
    - **Public Comments**

# PBD Text Amendment

Building Height Maximums Without Bonuses – Comparison Table			
Existing Table 6.1308.B		Effects of Proposed Modification to Table 6.1308.B	
Sub-district and Development Type	Current PBD Allowed Building Height Maximum <u>Inclusive</u> of Rooftop Appurtenance	Proposed Rooftop Appurtenances Height Exception	Proposed Total Building Height Maximum <u>Plus</u> Rooftop Appurtenance Height Exception
Downtown Core - Type 1 within Old Town Design District Area	40 feet	6 feet	46 feet
Downtown Core - Type 1 outside of the Old Town Design District Area	48 feet	6 feet	54 feet
Downtown Civic Center - Type 2 Downtown Multiple Use - Type 2	66 feet	6 feet	72 feet
Downtown Medical - Type 2 Downtown Regional Use - Type 2	84 feet	6 feet	90 feet

5-TA-2015

Summary

# PBD Text Amendment

Building Height Maximums With Bonuses – Comparison Table							
Sub-district and Development Type	Existing Table 6.1310.C.			Effects of Proposed Modification to Table 6.1310.C.			
	PBD gross lot area equal to or greater than (Existing Inclusive of Rooftop Appurtenance)			PBD gross lot area equal to or greater than			
	20,000 and less than 100,000 square feet	100,000 and less than 200,000 square feet	200,000 square feet or more	Rooftop Appurtenances Height Exception	20,000 and less than 100,000 square feet	100,000 and less than 200,000 square feet	200,000 square feet or more
Downtown Core - Type 1	Per Table 6.1308.B	Per Table 6.1308.B	Per Table 6.1308.B	Per Purposed Table 6.1308.B	Per Purposed Table 6.1308.B	Per Purposed Table 6.1308.B	Per Purposed Table 6.1308.B
Downtown Civic Center - Type 2 Downtown Multiple Use - Type 2	78 feet	90 feet	90 feet	6 feet	84 feet	96 feet	96 feet
Downtown Medical - Type 2 Downtown Regional Use - Type 2	90 feet	120 feet	150 feet	6 feet	96 feet	126 feet	156 feet

# **PBD Text Amendment**

**Table 6.1310.F., to add a note that the building height bonus includes any rooftop appurtenances:**

- **This amendment includes provisions that the additional height for the rooftop appurtenance is to be included in the calculations for public benefits for bonus heights, which is consistent with the Downtown Plan (DP LU 4.5).**



# **PBD Text Amendment**

## **Planning Commission's Recommended Approach:**

- **Planning Commission heard this case on February 24, 2016 and recommended approval with a vote of 6-1.**

Item 7

**Text Amendment to Planned Block  
Development Overlay District**

**Item 7, 5-TA-2015**

City Council

Coordinator: Dan Symer, AICP

Date: March 29, 2016

**PBD Text Amendment**

**Request:**

Approval of a text amendment to the Planned Block Development Overlay District (PBD):

- 1) Amend Base and Bonus Building Heights to:
  - Allow maximum six (6) foot tall to rooftop appurtenances exclusive of the allowed building heights, provided:
    - Do not cover more than 20 percent of the roof area; and
    - set back at least 15 feet
- 2) Public benefits for bonus provision calculations includes any rooftop appurtenances.

5-TA-2015

**Request**

## PBD Text Amendment

### Background Pertaining to PBD Building Height:

- Background

Typical Building Heights Considerations	Maximum Height(4)	Additional Height for Appurtenance (Mechanical, Elevator Overruns, etc.)
Old Town (Type 1)	40 – Feet (1, 4)	None
Remainder of the Downtown Core (Type 1)	48 – Feet (1, 4)	None
Multiple Use (Type 2)	66(2) – 80 Feet(3, 4)	None
Regional (Type 3)(5)	80(2) – 110 Feet(3, 4)	None
Medical (Type 3)(5)	90(2) – 110 Feet(3, 4)	None

NOTE:  
 1. Regardless of having a Planned Block Development overlay designation.  
 2. Non Planned Block Development overlay development height maximum.  
 3. Planned Block Development overlay development height maximum.  
 4. All heights are inclusive of roof top appurtenances.  
 5. The Task Force recommends changing the Downtown Plan Regional and Medical Type 2 Areas to Regional and Medical Type 3 Areas

- Adopted in November, 2012
  - Implements the Downtown Plan
  - Implemented Recommendations of the:
    - 2009 Downtown Taskforce
    - Development Review Board
    - Planning Commission
    - Public Comments

5-TA-2015

## PBD Text Amendment

Existing Table 6.1308.B		Effects of Proposed Modification to Table 6.1308.B	
Sub-district and Development Type	Current PBD Allowed Building Height Maximum Inclusive of Rooftop Appurtenance	Proposed Rooftop Appurtenances Height Exception	Proposed Total Building Height Maximum Plus Rooftop Appurtenance Height Exception
Downtown Core - Type 1 within Old Town Design District Area	40 feet	6 feet	46 feet
Downtown Core - Type 1 outside of the Old Town Design District Area	48 feet	6 feet	54 feet
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5-TA-2015

Summary

## PBD Text Amendment

Building Height Maximums Without Bonuses – Comparison Table			
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5-TA-2015

Summary

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5-TA-2015

Summary

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5-TA-2015

Summary

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5-TA-2015

Summary

## PBD Text Amendment

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Downtown Core - Type 1	Per Table 6.1308.B	Per Table 6.1308.B	Per Table 6.1308.B	Per Purposed Table 6.1308.B	Per Purposed Table 6.1308.B	Per Purposed Table 6.1308.B	Per Purposed Table 6.1308.B
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Summary

5-TA-2015

## PBD Text Amendment

Building Height Maximums With Bonuses – Comparison Table							
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	PBD gross lot area equal to or greater than (Existing Inclusive of Rooftop Appurtenance)			PBD gross lot area equal to or greater than			
	20,000 and less than 100,000 square feet	100,000 and less than 200,000 square feet	200,000 square feet or more	Rooftop Appurtenances Height Exception	20,000 and less than 100,000 square feet	100,000 and less than 200,000 square feet	200,000 square feet or more
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Summary

5-TA-2015

## PBD Text Amendment

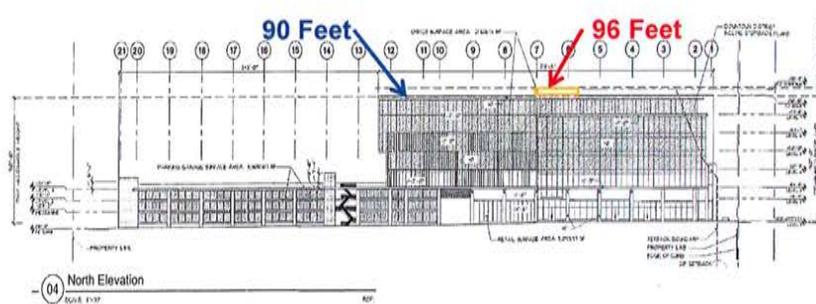
Table 6.1310.F., to add a note that the building height bonus includes any rooftop appurtenances:

- This amendment includes provisions that the additional height for the rooftop appurtenance is to be included in the calculations for public benefits for bonus heights, which is consistent with the Downtown Plan (DP LU 4.5).

Summary

5-TA-2015

## PBD Text Amendment



5-TA-2015

## **PBD Text Amendment**

### **Planning Commission's Recommended Approach:**

- Planning Commission heard this case on February 24, 2016 and recommended approval with a vote of 6-1.

5-TA-2015

Item 8

**Shoeman Office Building**

**Item 8, 7-ZN-2015**

City Council

Coordinator: Dan Symer, AICP

Date: March 29, 2016

**Shoeman Office Building**

Request: Approval of a Zoning District Map Amendment,

**From:** Central Business Downtown Overlay (C-2 DO) and Highway Commercial Downtown Overlay (C-3 DO)

**To:** Downtown / Downtown Multiple Use, Type 2, Planned Block Development, Downtown Overlay (D/DMU-2 PBDDO) zoning and with a Development Plan

7-ZN-2015

## Shoeman Office Building

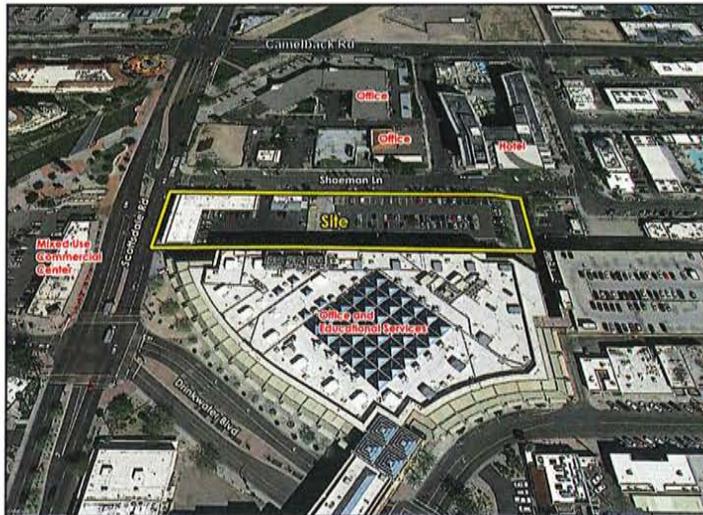
### Development Information:

- Proposed Use: Office and retail
- Parcel Size (gross): 112,765 square feet
- Total Building Size: 204,660 square feet
- Gross Floor Area Ratio Proposed: 1.82 with bonuses
- Building Height Proposed: 96 feet (Inclusive of roof top appurtenance)  
(Subject to the approval 5-TA-2015)
- Parking Required: 683 spaces (3.33 spaces per 1000 square feet)
- Parking Provided: 970 spaces (4.73 spaces per 1000 square feet)



7-ZN-2015

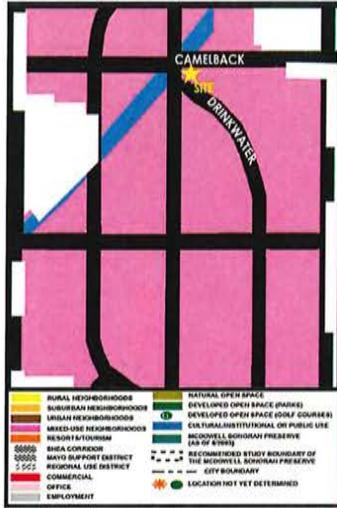
## Shoeman Office Building



DETAIL AERIAL

7-ZN-2015

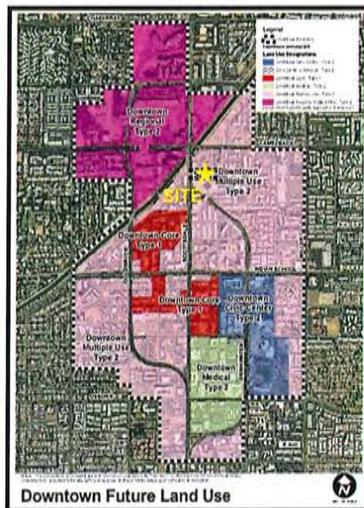
# Shoeman Office Building



GENERAL PLAN

7-ZN-2015

# Shoeman Office Building



Downtown Future Land Use

DOWNTOWN PLAN

7-ZN-2015

## **Eldorado on 1<sup>st</sup>**

### **City Council criteria:**

Sec. 1.607. (Zoning District Map Amendment Criteria)

- The application appears consistent with the adopted General Plan

Sec. 6.1304.B. (Planned Block Development Overlay Criteria)

1. Standard criteria:

- a. Consistency with Land use elements of General Plan and the Downtown Plan.

2. Pertains to adding land use – no additions requested

3. Criteria to achieve bonus(es):

- a. Development Plan incorporates public benefits, and improve to achieve bonuses for Floor Area and Building.

**Standard and PBD Criteria**

**7-ZN-2015**

## **Shoeman Office Building**

To Achieve Bonus Criteria – Building Height (30 Feet) and Floor Area (46,789 sqft):

- Compliance with City of Scottsdale's Green Building Program (IGCC)
- Enhanced Reconstruction of East Shoeman Lane ( $\pm$  \$416,270)
  - Pedestrian Lighting
  - Hardscape
  - Landscaping
  - Pedestrian Amenities (benches, trash cans, bike racks, etc.)
- Contribution to the Downtown Special Improvement Trust Fund ( $\pm$  \$268,795)

**7-ZN-2015**

**Shoeman Office Building**



**Existing East Shoeman Lane**

**Shoeman Office Building**



**Existing East Shoeman Lane with Building Placement**

## Shoeman Office Building



Existing East Shoeman Lane with Building Placement

## Shoeman Office Building

Standard improvements (No Bonus Provide):

Full Street Improvement (Asphalt, Curb, Gutter, Sidewalk, etc.)

Bonus improvements:

Pedestrian Lights

Pedestrian Benches and Refuse Receptacles

Metal Tree Grates



East Shoeman Lane with South Side Street Improvements

## Shoeman Office Building

### Bonus Improvements:

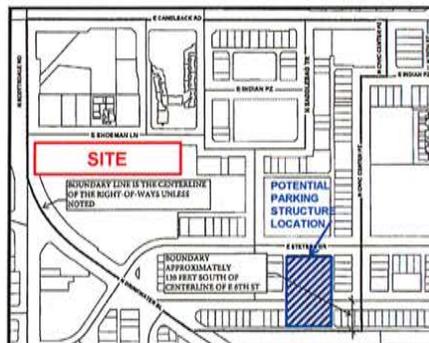
- Full Street Improvement (Asphalt, Curb, Gutter, Sidewalk, etc.)
- Pedestrian Lights
- Pedestrian Benches and Refuse Receptacles
- Landscape and Metal Tree Grates



East Shoeman Lane with North and South Side Street Improvements

## Shoeman Office Building

- Eighteen street public parking spaces to be removed
- The current estimated total is \$233,246.34 to be used for the development of a parking structure in part of the northeast quadrant of the Downtown.



7-ZN-2015

## Shoeman Office Building



7-ZN-2015

## Shoeman Office Building

### Policies and Guidelines, Key Items for Consideration:

- Encourage urban and architectural design that addresses human scale,
- Architectural form to reduce the apparent size and bulk of larger buildings.
- Building height and bulk of building is to be reduced by dividing the building mass into smaller-scale components.
- Upper levels should reduce floor area and building mass, appearing less bulky
- Top story of building should be reduced in size, to provide the feel and appearance of reduced/recessed building mass.
- Buildings over 3 stories tall, especially those built at or near the 72 foot maximum should reduce the visual impact of taller elements as viewed from the street



7-ZN-2015

## Shoeman Office Building

- Development Review Board (DRB) recommend approval without modifications
- Suggested consideration:
  - Setback portions of the upper sections of the building to provide a building setback to on the north elevation in conformance with the Downtown Plan and the Downtown Urban Design and Architectural Guidelines.



7-ZN-2015

## Shoeman Office Building

### Modification to Stipulation 11:

To:

11. BUILDING DESIGN - GLASS. The maximum area of glass, including any glass behind a shade device, shall not exceed **seventy-five (75)** percent of the area of any one building elevation (north, south, east or west), excluding the building elevations of the parking garage.

From:

11. BUILDING DESIGN - GLASS. The maximum area of glass, including any glass behind a shade device, shall not exceed ~~seventy-five (75)~~ **eighty (80)** percent of the area of any one building elevation (north, south, east or west), excluding the building elevations of the parking garage.

7-ZN-2015

## **Shoeman Office Building**



7-ZN-2015

## **Shoeman Office Building**

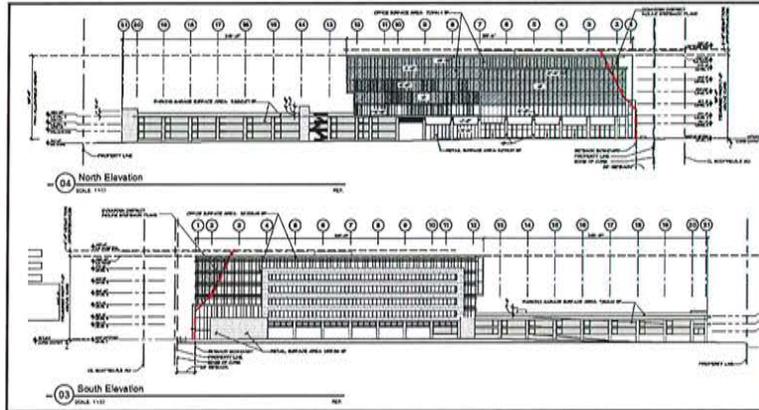
**Item 8, 7-ZN-2015**

City Council

Coordinator: Dan Symer, AICP

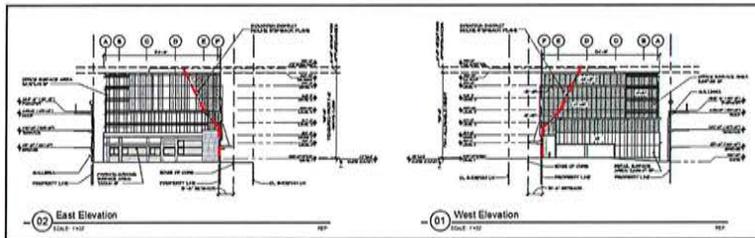
Date: March 29, 2016

# Shoeman Office Building



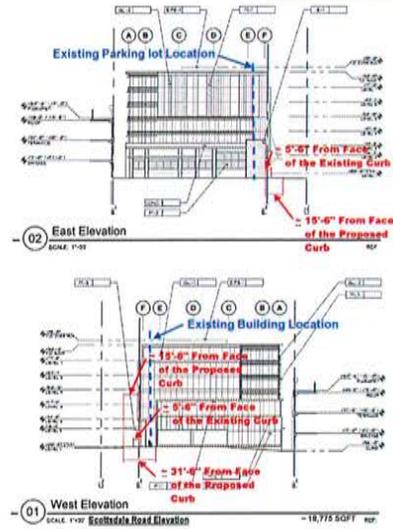
7-ZN-2015

# Shoeman Office Building



7-ZN-2015

# Shoeman Office Building

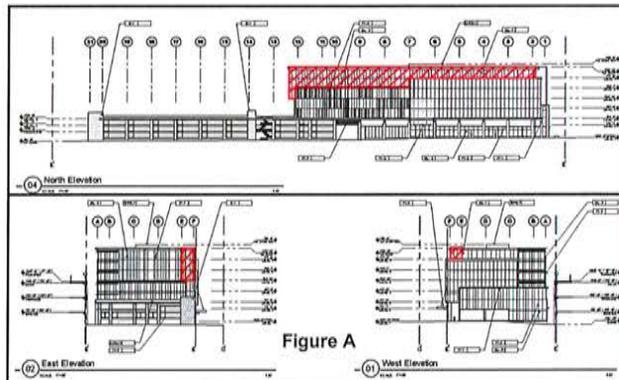


7-ZN-2015

# Shoeman Office Building

## Recommended Stipulation:

- The development plan for the building shall be modified so that 5th, 6th, and 7th levels of the building, as indicated with the red hatch marks in Figure A below, are setback 10 feet to the south, measured from of the north face of the 4th Floor.



7-ZN-2015

**Shoeman Office Building**



7-ZN-2015

Scottsdale City Council – March 29, 2016

Case No. 5-TA-2015

Text Amendment Regarding  
Height of Appurtenances for PBD Zoning Districts

Adam Baugh  
Withey Morris, P.L.C.



Summary

- Request would enable appurtenances to exceed stated ordinance height on a very limited basis
- As currently worded, items as small as an antenna or elevator overrun are treated identical to a full, occupiable floor in terms of height
- This “hard cap” creates unintended consequences
  - Loss of valuable employment space
  - Sub-standard floor-to-ceiling heights
  - It’s an impractical development restraint; (for items which are typically never seen by the public)

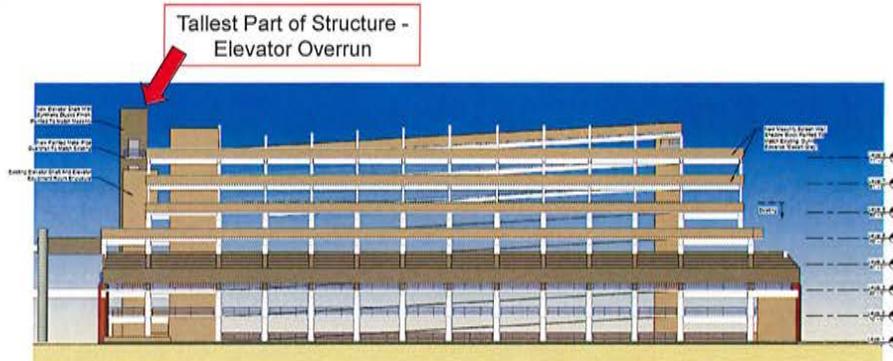


### Summary

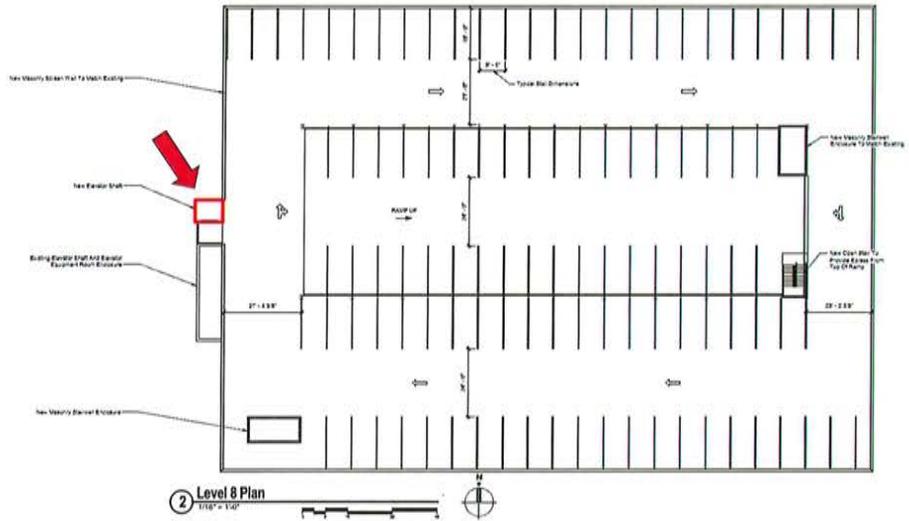
- Request is extremely limited in scope
  - Only 72 inches
  - No more than 20% of the roof area
  - Must be setback a minimum of 15' from the building face
  - Must be screened from view from adjacent right-of-way
- Not a City-wide Text Amendment
  - Only applies to PBD zoned property
  - PBD's require approval of a Development Plan. Therefore each request can be reviewed on a case-by-case basis on their individual merits to decide if the extra inches of height are appropriate



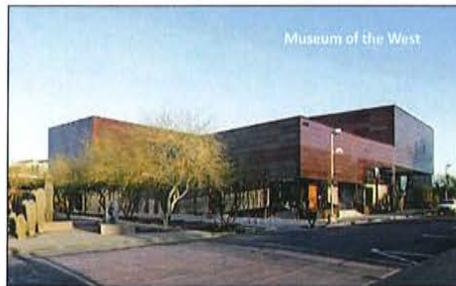
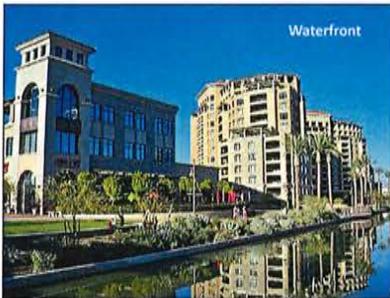
### Galleria Garage Height Example



### Galleria Garage Height Example



### Rooftop Appurtenances are Not Visible to General Public



## Summary

**- Would still be more restrictive than other parts of the City**

- Typical Ordinance Language:

*Building Height (excluding appurtenances) = XX feet*

- Planned Airpark Core (PCP) Language:

*Appurtenances of no more than 35% of roof area*

- General Provisions Language:

*Appurtenances of no more than 50% of roof area may be erected to a height not exceeding 100 feet*

**(Request is only for a max of 20% of the roof area)**



*(End of 5-TA-2015 Presentation)*



Scottsdale City Council – March 29, 2016

Case No. 7-ZN-2015  
Southeast Corner of Scottsdale Road & Shoeman Lane  
*Rezoning from C-2, DO / C-3, DO to DMU-2,PBD, DO*

## *THE MARQUEE*

Adam Baugh  
Withey Morris, P.L.C.



### Project Location



## Project Location



## Development Summary

- 2.6 acre infill site
- 191,000 sqft of Class-A Office Space
- 14,000 sqft of Ground Level Retail/Restaurant Use
- 970 space parking garage (only 683 required per code)
- 8 Amended Development Standards (approved by DRB)
- FAR: 1.4 by right 3.0 allowed with bonus **1.82 requested**
- Height: 66' by right 90' allowed with bonus **90' requested**
- Participating in Scottsdale Green Building Program
- Fully Improving Shoeman Lane – both north and south sides



Marquee



Marquee



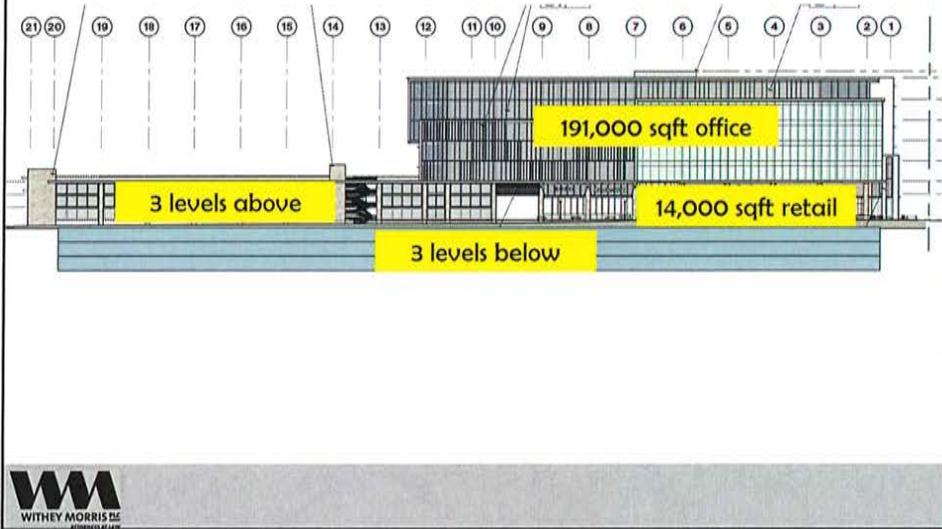
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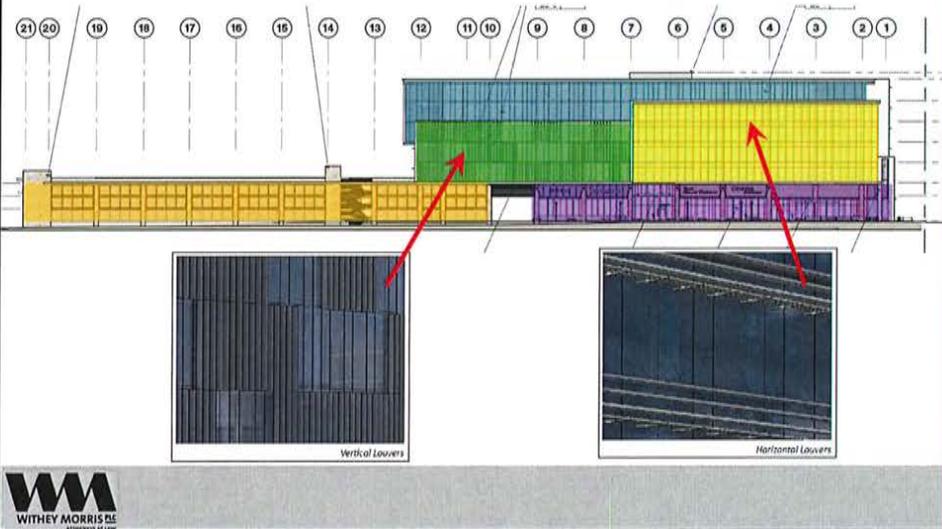
Marquee



### Breakdown of Uses



### Breaking Up the Facade



Existing Shoeman Lane Conditions



Existing Shoeman Lane Conditions



Improved Conditions in the Area



Fully Improved Shoeman Lane



### Fully Improved Shoeman Lane



BEFORE



### Existing Shoeman Lane Conditions



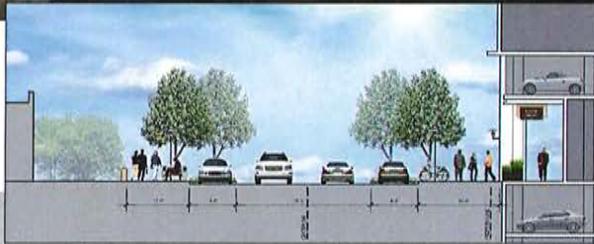
Google



Existing Shoeman Lane Conditions



Fully Improved Shoeman Lane



### Fully Improved Scottsdale Frontage



### Sample Ratios from other Municipalities

#### Tempe

- Office = 3.3 / 1,000 sqft
- New Downtown Code = 2.0 / 1,000 sqft (first 5,000 sqft is waived)

#### Phoenix

- Office = 3.5 / 1,000 sqft
- Downtown = No parking requirement
- Warehouse = No parking requirement

#### Chandler

- Office = 4.0 / 1,000 sqft

\*\*\*\*\*

**This Project Provides 142% of Required Spaces!!!  
970 spaces provided. 683 spaces required.**



### Summary of Project

- Project represents a significant private investment in Downtown
- Directly addresses pent up need for Class-A office space in Downtown
  - Helps maintain Downtown's live/work/play environment
- Complete improvement of a highly visible street in Downtown
  - Far exceeds the City parking ordinance requirements
    - **Recommended for Approval by Staff**
  - **Recommended for Approval by Development Review Board**
  - **Unanimously Approved by the Planning Commission**
  - **Applicant is Agreeable to Stipulations and Terms of DA**



Scottsdale City Council – March 29, 2016

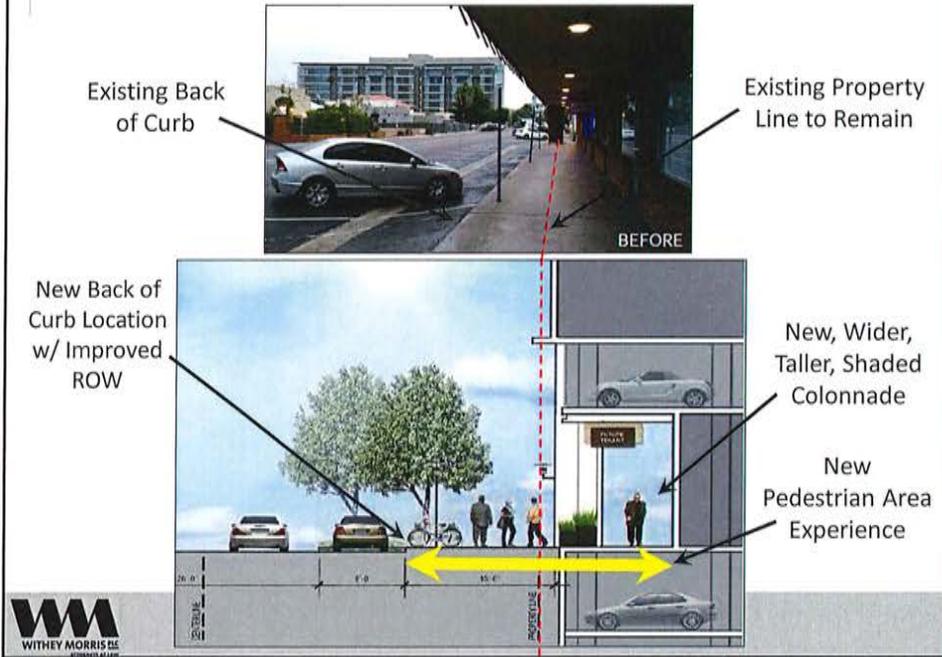
*QUESTIONS ?*

*THE MARQUEE*

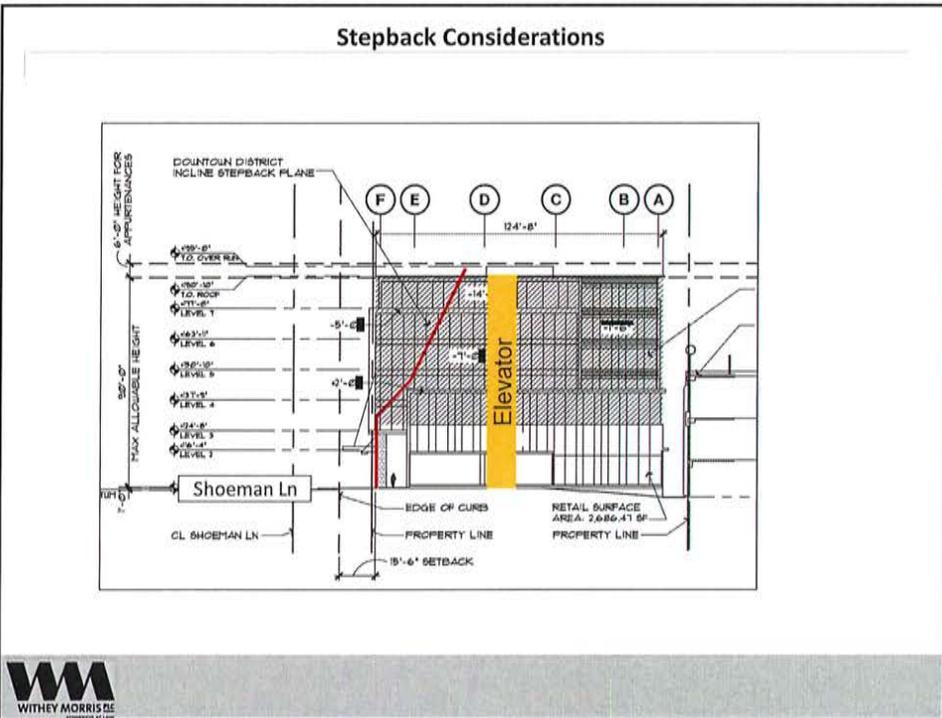
Adam Baugh  
Withey Morris, P.L.C.



### Face of Curb & Improved Right-of-Way

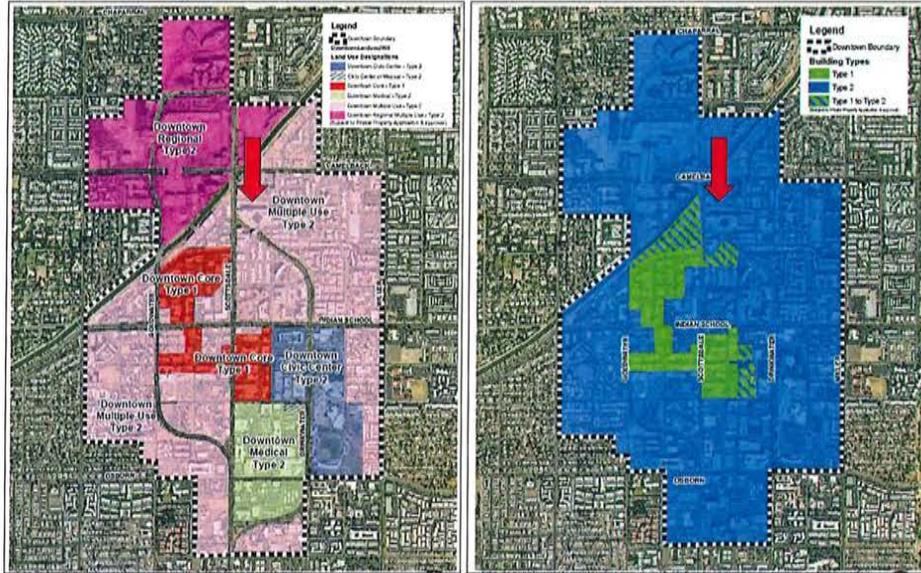


### Stepback Considerations





### Downtown Overlay - Downtown Multiple Use – Type 2



### Zoning Designation



### Amended Development Standards

	APPLICABLE DEVELOPMENT PLAN STANDARDS	PROPOSED DEVELOPMENT PLAN STANDARDS
A.	Maximum OFAR (Table A.1) 1.4	Maximum OFAR (Table A.1) 1.82
B.	Maximum Building Height (Table A.1) 66'-0"	Maximum Building Height (Table A.1) 90'-0" + 6'-0" mechanical appurtenances measured from datum line at 1'-0" above the average top of curb elevation.
C.	Setbacks from public streets, except alleys (Table B.1) Minimum setback from all public streets in Type 2 Area is 20 feet	Minimum setback from Scottsdale Rd. is 20 feet Minimum setback from all other public streets is 15 feet 6 inches.
D.	Building Location (C.1.a.ii) In a Type 2 Area, at least 25 percent of the length of a building façade at grade and up to a height of 30 feet shall be set back at least 10 additional feet	In a Type 2 Area, at least 25 percent of the length of a building façade at grade and up to a height of 14 feet shall be set back at least 10 additional feet; Buildings with façades that are recessed at ground level only shall qualify. Façade recess shall have a minimum depth of 10 feet and height of 14 feet to qualify as building façade.
E.	Building Location (C.2, Table C.2) In a Type 2 Area, a building with a building façade length of 200 feet or more shall be located to achieve a prevailing setback between 25 and 35 feet. The building façades on a corner lot are calculated separately and not added together.	In a Type 2 Area, a building with a building façade length of 200 feet or more shall be located to achieve a prevailing setback between 20 and 25 feet. The building façades on a corner lot are calculated separately, and not added together.
F.	Building Location (C.3) The prevailing setback is equal to the area between the back of curb and the building façade, divided by the length of the building, as shown in Example B.3.	The prevailing setback is equal to the area between the back of curb and the building façade, divided by the length of the building, as shown in Example B.3. Building arcades with minimum depth of 10 feet and height of 14 feet to qualify as building façade.



### Amended Development Standards

	APPLICABLE DEVELOPMENT PLAN STANDARDS	PROPOSED DEVELOPMENT PLAN STANDARDS
G.	Stepbacks (D.1) Downtown Multiple Use - Type 2 Areas: The stepback plane shall incline at a ratio of 1:1, beginning 30 feet above (i) the minimum setback from the public street (except alleys), and (ii) all other property lines, to 45 feet; and beginning at 45 feet, incline at a ratio of 2:1	Downtown Multiple Use - Type 2 Areas: Adjacent to a major arterial, buildings that are greater than 60 feet in height must provide a minimum 8 feet stepback of 25 percent of the portion of the façade that is over 60 feet and a minimum 6 feet stepback of 25 percent of the portion of the façade that is under 60 feet. Adjacent to all other public streets, buildings that are greater than 60 feet in height must provide a minimum 2 feet stepback of the top story for the length of the façade.
H.	Exceptions to setbacks, prevailing setback and stepback standards (E.2.b) A maximum of seven feet for canopies and other covers over sidewalks, balconies and terraces.	A maximum of ten feet for canopies and other covers over sidewalks, balconies and terraces.

