

TOWN *Of* PARADISE VALLEY



STAFF REPORT

TO: Mayor Bien-Willner and Town Council Members

FROM: Jill Keimach, Town Manager
Lisa Collins, Community Development Director
Paul Michaud, Planning Manager

DATE: May 11, 2023

DEPARTMENT: Community Development Department – Planning Division
Paul Michaud, 480-348-3574

AGENDA TITLE: Discussion of Scottsdale Plaza Intermediate Special Use Permit (SUP-22-02) at 7200 N Scottsdale Road

SUMMARY STATEMENT:

Request

The applicant requests an Intermediate Special Use Permit (SUP) amendment (SUP-22-02) of the 36.5-net acre Scottsdale Plaza Resort located at 7200 N Scottsdale Road (Maricopa County Assessor Numbers 174-49-001A, 174-49-001B, and 174-49-002A) submitted by Rose Law Group, P.C., on behalf of 7200 Scottsdale Rd Owner LP, a Delaware limited partnership (being the hospitality investment & management company called Highgate).

The proposal includes similar uses to the existing resort, with the redevelopment focused on the east portion of the site located near Scottsdale Road. The request includes 64 additional guest units (an increase from 404 to 468 units with no for-sale product), three new restaurants, new spa with café including second-level pool area, new lobby pavilion, redesigned resort pool, freshly painted exterior/interior renovation for all existing buildings, enhanced landscaping and lighting, signage, underground parking, and improvements to site infrastructure. The applicant removed the second level resort pool viewing deck on the meeting center building shown with the Statement of Direction (SOD) submittal. Refer to the Narrative Packet for more information (Attachments D through H).

Location

Scottsdale Plaza is a resort located at the northwest corner of Scottsdale Road and Indian Bend Road. It borders three public roads. These are Scottsdale Road, a major arterial within the jurisdiction of the City of Scottsdale; Indian Bend Road, a collector with the approximate east 600 feet within the jurisdiction of the City of Scottsdale; and Hummingbird Lane, a local road with the residential communities of Cheney Place and other R-43-zoned lots on the north side of this road. To the west of the resort are the R-43-zoned lots (rear yards) of the Adobe Ranch Unit One residential community.

Planning Commission Recommendation

The Planning Commission on May 2nd forwarded a unanimous recommendation to the Town Council for approval of the Scottsdale Plaza Intermediate Special Use Permit Amendment (SUP-22-02) with the stipulations included in Ordinance 2023-03 (Attachment O).

Public Comment/Noticing

In addition to the Planning Commission public hearing (which there was no public comment), there were several opportunities for input that included a neighborhood meeting on October 3, 2022, Citizen Review Session on February 6, 2023, and direct correspondence to the Town staff and the applicant. Comment early in the process focused on the circulation/driveway access, construction timing, building heights, and resort amenities. Later comments focused on how the new architecture will blend with the existing architecture and the proposed number of parking spaces since these are calculated on a square footage basis. All required notice requirements are met or are in process (Attachment K).

History/Background/Compliance

The Town Council held two study sessions on October 18, 2022, and October 27, 2022, to review and provide input on the SOD to guide the Planning Commission review as required for the first step in the process for an Intermediate Special Use Permit (SUP). On November 12, 2022, the Town Council approved the SOD and the SUP was sent to the Planning Commission for their review and recommendation.

The Planning Commission discussed the amendment at three work sessions on December 20, 2022, February 7, 2023, and April 4, 2023. They held a meeting on March 7, 2023 to request a review extension in the SOD to allow more time for the applicant to provide clarification on the parking analysis, noise analysis, lighting plan, and landscape plan, along with more time to refine stipulations. The Town Council granted the additional review time on March 9, 2023 that extended the review from no later than March 24, 2023 to no later than May 24, 2023. The Planning Commission heard a presentation by the applicant specific to parking and architecture on April 18, 2023. On May 2, 2023, the Planning Commission forwarded their recommendation for approval of the SUP to the Town Council. Refer to the minutes for more information (Attachment N)

The proposed SUP amendment meets most of the Town's SUP Guidelines and in the areas it does not meet these guidelines mitigating factors exist to support the request. The SUP History & Scope (Attachment C) and the Guideline Comparison (Attachment J) cover in detail compliance with the SUP Guidelines and SOD with a summary noted below.

- The type of resort uses are compliant with Section 1102.2 of the Zoning Ordinance.
 - The noise and lighting analysis demonstrate compliance with Town standards. Compliance is a factor of several things including, and not limited to, outdoor activities (e.g., pools, event lawn) located within courtyards that act as a barrier to noise from the buildings, the 100-foot plus building setbacks, the location adjoining three public streets that provide added setback, the location adjoining the City of Scottsdale and non-residential uses, and the added stipulations above those from the last major amendment in 1984 (e.g., retrofit or replace the shields on the lantern-style fixtures within the perimeter setbacks, installation of a distributed audio system, live events moving indoors at or before 10:00 p.m., and no amplified sound between 10:00 p.m. and 7:00 a.m.).
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- The existing (11.1 units per acre) and proposed density (12.8 units per acre) are outside the SUP Guideline of 1 unit per 4,000 square feet (10.9 units per acre). However, the large acreage, large perimeter setbacks, mix of one-story and two-story structures, and location adjoining the City of Scottsdale and heavily travelled streets supports the added number of guest units without impacting adjoining properties. There is no Town guideline on floor area ratio. The proposed 29 percent falls within the floor area ratio of other Town resorts that range from 11.1 percent to 35.1 percent. The proposed amendment is within the SUP guidelines on impervious area, open space, and lot coverage.
 - All the existing and proposed buildings are within the SUP guidelines on height.
 - The existing and proposed building setbacks meet existing conditions or the SUP Guidelines. The existing buildings not within the SUP Guideline setback of 100 feet comply with the 1971 and 1984 SUP approvals that allowed for a setback of 65 feet from the property lines (with the setback along Scottsdale Road at 100 feet). There are only two replacement structures not within the setback of the SUP Guidelines. These structures will match the existing condition. This is the porte-cochere on the meeting center that replaces the existing porte-cochere at a similar height (16 feet 10 inches) and setback (34 feet to the Scottsdale Road property line). The other are the Big Sister Guest Room Villas at the southwest portion of the site that replaces an existing fitness center. These eight one-story villas match the other villa guest unit buildings with a height of 15 feet and minimum setback to the west property line of 65 feet.
 - Despite some existing buffer setbacks less than the guidelines as described in the Guideline Comparison (Attachment J) and the reduced landscape buffer setbacks near the proposed restaurants, the landscaping provides quantities, variety, color, and drought tolerant material that is consistent with a Town resort. The mitigation of the reduced buffer setback along Scottsdale Road and south of the proposed restaurants along Indian Bend Road include walls screening the porte-cochere and access into the underground garage, the one-story, maximum 24-foot tall restaurant buildings setback of 65 feet, the additional landscape buffer in the right-of-way of approximately eight feet in width, and that the proposed landscape plan meets the Town's landscaping guidelines in these areas. This includes 45 trees along Scottsdale Road and 8 trees along Indian Bend Road south of the proposed restaurants with shrubs and groundcover compared to the existing turf and a few palm trees between the buildings and street.
 - The proposed and existing buildings are context-appropriate in design. There are approximately 65 total existing buildings compared to 71 total buildings with the proposed SUP amendment, with 58 or 80% of these buildings remaining. These existing buildings have a plaster/stucco finish, arches framing entryways and walkways, and terracotta roof tile elements. The common design elements for both the proposed buildings and the existing buildings will be the material and colors as shown in the narrative packet of white, terracotta, and desert rose colored plaster, earth tone metal cladding, and wood soffits. The three restaurant buildings and lobby pavilion behind these restaurants have a slightly different design but still keep with the overall design theme at the resort through colors, material, clean lines, a combination of natural and manmade materials, graphic shapes, and integrating indoor and outdoor spaces.
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- There is no change to the existing circulation and access at the resort. The parking analysis is compliant with professional standards. The site is proposed with 571 parking spaces (483 surface and 88 in an underground garage) that meets the modeled worse-case parking demand per the parking analysis. The site will have extra onsite parking capacity of 656 total parking spaces through its valet management plan and for atypical events offsite parking agreements with the Millennium McCormick Scottsdale located at 7421 N Scottsdale Road and the parking agreement at the McCormick-Stillman Railroad Park located at 7301 E Indian Bend Road.

Next Steps

The Town Council public hearing for this application to discuss and take possible action is scheduled for June 8th.

ATTACHMENT(S):

- A. Staff Report
 - B. Vicinity & Related Maps
 - C. SUP History & Scope
 - D. Narrative Packet
 - E. Noise Analysis
 - F. Lighting Analysis
 - G. Grading, Drainage & Utilities
 - H. Parking Analysis
 - I. Traffic Impact Analysis
 - J. Guideline Comparison
 - K. Outreach
 - L. General Plan Policies
 - M. Statement of Direction
 - N. Minutes
 - O. Draft Ordinance 2023-03
 - P. Waiver of Rights and Remedies (Prop 207)
 - Q. Applicant Presentation at Planning Commission
 - R. Presentation
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