

Attachment G

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Delivered – Via Email

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David Simmons, David.simmons@phoenix.gov
Paradise Valley Staff Planner & Committee
Paradise Valley VPC, ParadiseValleyVPC@phoenix.gov
City of Phoenix Planning and Zoning Department

Re: Application – Z-6-20-2, 15615

Dear David and the Paradise Valley Council,

The Applicant for Z-6-20-2 will be presenting on October 5th, 2020. In light of no Master Plan for this area and no massing for the two applications currently going through this process this year, I would like to point out the following prior to the presentation:

- **Density** – Please review and understand the density calculated in the applications between 2014 and today. As you can see, the density increases over the past six years.

Table 1
71st Street – Scottsdale Road Area
Acreage, Residential Units, and Density

Year		Application	AKA	Acreage	Res. Units	Density (Calc)
2014	B	Z-22-14	Optima Kierland	9.42 ***	796	87.6
2016	B	Z-10-16-2	Overture	2.45	171	69.8
2018	A	Z-12-18-2	LMC	4.17	299	71.7
2018	A	Z-91-18	LCG	2.1	220	99.5
2019	A	Z-61-19-2	Embrey	2.41	285	118.3
2020	P	Z-6-20-2	Optima 15615	1.51	170	112.6
2020	P	Z-33-20-2n	Optima Phase II	2.28	228	126.3

*** - Original 2014 PUD states 9.09, Phase II states 9.42.

B = Built, A = Approved, P = Pending. Acreage and Residential Unit Data from PUD Applications.

- **Setbacks** - Setbacks are important in creating a pedestrian street culture and a community. Multi-family buildings tower over the street and/or neighboring properties; decreasing setbacks magnify the size and therefore, the impact. As the

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building rises in height, greater setbacks should be required. Zero (0) setbacks provide no functional benefit for the resident and create future challenges for adjacent parcels.

Table 2
71st Street – Scottsdale Road Area
Building Setbacks (in Feet)

Year		Application	AKA	Frontage	North	West	South	East
2014	B	Z-22-14	Optima Kierland	South and West	0	25	25	60
2016	B	Z-10-16-2	Overture	South and West	8	8	8	10
2018	A	Z-12-18-2	LMC	West	20	10	15	20
2018	A	Z-91-18	LCG	North and West	10	11	10.5	4
2019	A	Z-61-19-2	Embrey	East	20	20	10	15
2020	P	Z-6-20-2	Optima 15615	West and South	10.5	10	40**	0
2020	P	Z-33-20-2n	Optima Phase II	East	20	25	0	55

B = Built, A = Approved, P = Pending

** Alley and Easement on site. Setback Data from PUD Applications.

- **Contextual Review** – This application should not be viewed in a vacuum. Attached you will find a layout of the Optima Kierland, Optima 15615 and Optima Phase II. This gives you a limited 2D view of what is at stake in a subsection of this area. Sadly, a master plan has not been completed and there appears little incentive for the developers to create a massing.

The PUD process gives the developer the opportunity to develop a parcel without the boundaries of traditional zoning. This opportunity should demand better design, better building standards, and a focus on creating community through design. *What we are seeing in these 2 tables are decreasing setbacks and increasing density.* The success of Optima Kierland's original application encouraged greater development between 71st street and Scottsdale Road. To maintain the original design standards and concepts promoted in the vision, the PVVPC needs to be mindful of the development patterns shown above.

Sincerely,

Heidi Brake Smith

Heidi Brake Smith
Owner – 7120 Kierland, Unit 708

Current Optima Kierland Bldgs shown with new applications Requested Distances (A,B,C,D,E,F) -

