

EL REGALO – GENERAL PLAN AMENDMENT

PROJECT NARRATIVE

C.O.S. CASE #3-GP-2014

Submitted: August 28, 2014

PROJECT DESCRIPTION

This request is for a Major General Plan Amendment to modify the City of Scottsdale's General Plan Conceptual Land Use Map from "Commercial" to "Suburban Neighborhoods" on a 5.8-acre (+/-) site located immediately south of the El Pedregal Commercial Center, located within The Boulders Planned Community. The subject property is comprised of 3 individual parcels (APN# 216-48-405U, 216-48-496A and 216-48-495A). The subject property, pending this requested amendment to the General Plan and a concurrent rezoning request, will be incorporated into the recently approved Boulders Villas residential community located immediately adjacent to the east and south.

MAJOR GENERAL PLAN AMENDMENT REQUEST

The existing "Commercial" land use designation on the subject property is proposed to be modified to "Suburban Neighborhoods" to support future single family residential development on this site in conjunction with a companion rezoning request to modify the existing C-2 ESL PCD zoning to R-4 ESL PCD.

This application will meet the criteria for a Major Amendment to the City's General Plan as a result of a use change from The Commercial to Suburban Neighborhoods designation. The proposed amendment will allow for uses that are consistent with the approved Boulders Master Plan (approved by the City in 1992) through the previous allowance for residential uses within the C-2 PCD designation. The proposed land use modification will remove the allowed commercial uses from the property but retain the residential uses. This request for a General Plan amendment is predicated on low commercial demand for new uses within the area. The General Plan document recognizes that adopted land use patterns may

land use patterns within the community can be subject to change over extended timeframes, providing amendment mechanisms if such changes are compatible with adjacent uses and benefit the overall character of the area.

The Suburban Neighborhood (SN) designation is intended to support a broad range of residential uses with densities between 1 unit per acre and 8 units per acre. Developments within the SN designation can also help establish land use transitions between lower density residential and more intense uses such as office or commercial. The subject property will be able to facilitate such transitions due to the character of existing adjacent land uses to the north (commercial) and south, east and west (Suburban Neighborhoods).

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The terrain on the site is conducive to the proposed land use type, characterized as relatively flat with limited environmentally sensitive areas such as washes and areas with dense concentrations of natural vegetation.

EXISTING ADJACENT LAND USE

As illustrated on the attached General Plan exhibit, adjacent General Plan land use designations include Suburban Residential to the south, east and west, commercial to the north and office designations south of Westland Drive. Existing developed land uses are consistent with these adjacent General Plan designations. The Terravita planned community is located on the west side of Scottsdale Road and the recently approved Boulders Villas community (Phase 1) will be constructed to the east and south with single family residential uses. The Scottsdale Westland Office Condominiums are located south of Westland Drive.

The General Plan document aggregates the City into five (5) distinct geographic areas described as "Planning Zones". These zones are defined largely on the premise that Scottsdale can be aggregated into multiple planning zones and each maintains community and environmental characteristics that are unique to that area. The subject property is located within Zone "E2" as a result of its location north of Jomax Road and west of the Pima Road alignment. This zone includes the communities of Terravita and The Boulders

Proposed General Plan Land Use Designation: Suburban Neighborhoods

The applicant is requesting an amendment to the City's General Plan Land Use map to designate the property as Suburban Neighborhood. The following is an excerpt taken from the 2001 General Plan document defining the "Suburban Neighborhoods" land use designation:

SUBURBAN NEIGHBORHOODS: *This category includes medium to small-lot single-family neighborhoods or subdivisions. Densities in Suburban Neighborhoods are usually more than one house per acre, but less than eight houses per acre. This category also includes some townhouses and can also be used for small lot single-family homes, such as patio homes. It can be incorporated into neighborhoods near the Downtown area and in or adjacent to other non-residential activity centers. These uses may be used as a transition between less intense residential areas and non-residential areas, such as offices or retail centers. The terrain should be relatively flat, or gently sloping, to accommodate this density. Preservation of environmental features (particularly in desert settings near the mountains) is a key consideration and in the past has often been accommodated through master-planned communities or clustering. (p. 70)*

GUIDING PRINCIPLES OF THE GENERAL PLAN

The Scottsdale General Plan includes a six “Guiding Principles” that are intended to reflect the overarching objectives of the City of Scottsdale as described in detail throughout the General Plan document. These principles are as follows:

1. Value Scottsdale’s Unique Lifestyle and Character
2. Support Economic Vitality
3. Enhance Neighborhoods
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation

Scottsdale’s General Plan is the primary tool for guiding the future development of the city. As a tool to help facilitate the decisions that the city must respond to on a daily basis, the General Plan establishes long-term goals through a series of Guiding Principals, as well as specific goals and approaches associated with each of the General Plan elements. A selection of general values, goals and approaches are as follows:

Scottsdale Values, Goals & Approaches: Enhance Neighborhoods

Boulder Villas will be constructed to reflect very high standards for design quality and community aesthetics. Design guidelines adopted and enforced by The Boulders reflect the elevated attention to all aspects of the built and natural environment. Architectural elements within the community emphasize a design style that is both unique and complimentary to elements typical of the desert southwest and will reflect the quality of development typical and appropriate for this region of Scottsdale.

Scottsdale Values, Goals & Approaches: Preserve Meaningful Open Space

The Scottsdale Road scenic corridor designation has been established to promote the maintenance of Sonoran Desert’s unique natural desert elements adjacent to regionally significant roadways, and creating an “experience” for both vehicular and non-vehicular users. In addition to the aesthetic benefits of the scenic corridor, this designation also helps to buffer adjacent land uses from the impacts of the adjacent arterials roadway. The Boulders Master Plan requires a scenic corridor that is an average of seventy-five (75) feet in depth with a minimum of fifty (50) feet of depth. The proposed El Regalo community will provide a minimum scenic corridor width adjacent to Scottsdale Road of 50 feet with an overall minimum average of 75 feet to match the Boulders Master Plan requirement. The provided corridor is in significant excess of the approved requirement and is consistent with typical scenic corridor setbacks along Scottsdale Road to the north and south where typical widths range between 50’ and 100’ in depth.

In addition to the vehicular experience, the corridor includes public trails and multi-use pathways which serve to enhance the city’s network of non-vehicular access and recreational opportunities. This goal of providing a comprehensive public trails network

throughout the City's urban, suburban, rural and preserve areas is one of the General Plan's highest priorities, and is one that the Boulder's Villas property will help to enhance through improvements to existing constructed segments along the property's frontage, and ensure the long term viability of.

Scottsdale Values, Goals & Approaches: Native Plant Preservation

The successful implementation of the ESL has resulted in some of the region's most attractive and desirable communities. The Boulders Community is one of these premiere communities in which a high emphasis on the natural environment is prioritized, and compliments the built environment. This was accomplished through a sensitive planning and design approach to the community from the beginning and continues through the strict application of design guidelines.

ADMINISTRATION OF THE GENERAL PLAN

Major General Plan Amendment Criteria:

1. Change in Land Use Category

The proposed amendment of approximately 5.8 acres from the Commercial land use designation to Suburban Neighborhoods represents a change from a "Group E" use to a "Group B" use per the Land Use Character matrix on page 20 of the General Plan. This land use group change automatically triggers a major amendment regardless of parcel size. **MEETS CRITERION.**

2. Area Change Criteria

The subject property is located in Planning Zone E. The proposed change in the land use designation is not in excess of 15 gross acres and therefore does not meet this criterion for triggering a Major General plan Amendment. **DOES NOT MEET CRITERION.**

3. Character Area Criteria

The subject property is not located within one of the City's 6 adopted Character areas. **DOES NOT MEET CRITERION.**

4. Water/Wastewater Infrastructure Criteria

This criterion is applicable if the proposed land use designation results in the premature increase in the size of a master planned water transmission or sewer collection facility. The subject property does not trigger an upgrade to major off-site infrastructure. **DOES NOT MEET CRITERION.**

Character Based General Planning

Within the context of the General Plan, there is recognition that community planning issues must be viewed and addressed at various levels of detail to best understand both the common and unique relationships that comprise the greater community framework. The General plan provides a multi-level approach to evaluate and provide guidance to the communities throughout the City both at a macroscopic level (the General Plan), a regional level (Character Area Plan) and a neighborhood level (Neighborhood Plans). The city utilizes this approach to ensure that each project provides high quality, compatibility and consistency are sufficiently addressed through each new proposal.

Character Areas

The City utilizes character area plans to help guide future development and revitalization within specific areas of the city and are intended to establish goals and policies that are more specific than the General Plan. The El Regalo property is not located within one of the City's seven character areas, but is a component of the larger Boulders Master Planned Community. As a component, the master plan and associated design guidelines accomplish many of the same types of character objectives that are typically outlined in Character Area Plans.

Character Types

Through the General Plan, the City has identified a number of general land use character types that work in context to one another to promote healthy, vibrant and diversified communities. These uses and their relationships to other land use character types vary throughout the city based on the intensity and spatial patterns of the various geographic areas.

The Character Types Map located within the Character & Design Element of the General Plan, designates the subject property as "Resort Village", intending to describe the property's context as part of The Boulders resort community. The Boulders resort is a world class resort, but represents only a small portion of the overall community. Within the larger community, the resort is complimented by office, retail, recreational uses, natural open space and various densities of high amenity residential neighborhoods including both attached and detached units.

Transportation

The Mobility Systems Map (pg 186 of the City of Scottsdale General Plan) specifies Scottsdale Road as component of the "Regional Systems" for North Scottsdale and the region. The Scottsdale Road corridor is a significant transportation element and exists in its ultimate build-out configuration as a divided 4-lane arterial roadway with large landscape medians and adjacent scenic corridor open space setbacks. Access control is highly regulated, and the El Regalo Plan does not propose any new access points onto Scottsdale Road. Instead, the project will utilize the existing El Pedregal commercial driveway located along the northern perimeter of the site.

In addition to roadway improvements, Scottsdale Road includes existing bicycle lanes and a multi-use pathway and anticipates the completion of a public trail along the property frontage to connect with a more extensive North Scottsdale public trail network. The proposed Scottsdale Road multi-use pathway will be 8 feet wide comprised of natural surface materials that will be built in tandem with a parallel 8 foot sidewalk. These pedestrian and equestrian elements will tie into planned improvement to the immediate north and south. These facilities are consistent with the transportation and recreation goals of the General Plan and will enhance quality of life for existing and future residents and visitors.

Open Space & Scottsdale Road Scenic Drive

The Open Space Map (pg 124 of City of Scottsdale General Plan) identifies the Stagecoach Wash along the El Regalo southern property boundary as a “Major Wash Corridor”. This wash corridor is proposed to be preserved in its current configuration and will be identified on the Development Plan for the property as Natural Area Open Space.

On this same exhibit, Scottsdale Road has a “Desert Foothills Scenic Drive” designation along the property’s western frontage. The applicant intends to meet and exceed the requirements of the designation by providing a minimum 50’ open space setback along the property frontage and will exceed a minimum average open space setback of 75’. This setback is in excess of The Boulders Master Plan requirements and is consistent with the typical scenic corridor setback requirements established throughout Scottsdale.

The Boulders Master Planned Community

The Boulders Master Plan was adopted by the City of Scottsdale in 1992 as a framework for what would become the premiere resort community of North Scottsdale. The plan established a framework for diversified land uses to supplement the resort, including retail, office, various densities of residential and both recreational and natural open space across nearly 1,000 acres. When initially adopted, the Boulder’s Master Plan envisioned a community with balanced land uses.

In the context of the Character Based General Planning approach, the Master Plan fills the role of a Character Area Plan, evaluating both a diversity of land uses throughout the 1,000-acre property and the common character elements that define the Boulder’s unique qualities.

GENERAL PLAN ELEMENTS

In addition to the six Guiding Principles of the General Plan, there are twelve (12) elements of the General Plan that address specific aspects of the City's basic foundations. These elements include:

1. Character & Design
2. Land Use
3. Economic Vitality
4. Community Involvement
5. Housing
6. Neighborhoods
7. Open Space & Recreation
8. Preservation & Environmental Planning
9. Cost of Development
10. Growth Areas
11. Public Services and Facilities
12. Community Mobility

Within each of these Elements is additional detail in the form of specific goals and approaches. The following section explores each of the twelve General Plan Elements and addresses the relationship aspects of each to the proposed amendment.

Element #1: Character & Design

Character & Design – Goals & Approaches #1

Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood. (pg.43)

The proposed General Plan Amendment for El Regalo makes the property consistent with surrounding area character and with the surrounding neighborhoods. The requested Suburban Neighborhoods category matches that of property along the eastern perimeter of the site and along the western edge of Scottsdale Road. El Regalo completes a narrow gap of commercial use that was established between the previously approved Boulders Villas GPA (and Scottsdale Road. Land to the east at Greythorn and to the west at Terravita is also categorized as "Suburban Neighborhoods".

The project site includes areas defined by the Environmentally Sensitive Lands Ordinance (ESLO) overlay zoning district

Although El Regalo is located within the ESLO overlay district, it has been historically subject to man-made impacts. The site largely consists of a combination of existing office use, improved parking areas and driveways, and natural desert.

Character & Design – Goals & Approaches #2

Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.(pg.47)

Site Plan design has been influenced by the goal of providing quality open space in strategic locations throughout the site to enhance buffering along major arterial roadways, and protect sensitive natural areas such as major wash corridors.

Character & Design – Goals & Approaches #4

Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surrounding area

The adjacent Scottsdale Road streetscape includes an extensive scenic corridor setback averaging at least 75 feet in depth along the project’s frontage. The Scenic Corridor area will ensure the preservation of extensive native materials promoting its conformance with the Natural Streetscape Type.

Character & Design – Goals & Approaches #6

Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city. (Character and Design Element Goal 6, p. 51)

The character of the Upper Sonoran Desert in North Scottsdale is distinctive for many reasons, not least of which is the abundance of native vegetation. These unique species appeal to residents and visitors and enhance the desert-living experience. El Regalo is located within the City’s Environmentally Sensitive Lands (ESL) overlay area, which acts to promote the preservation of the desert character by striking balance between the natural environment and the built environment. Native plan preservation will be accomplished through a strict adherence to the requirements of the City’s native plant preservation guidelines and preservation-in-place will be prioritized in areas within or adjacent to areas of high environmental value on the site.

Character & Design – Goals & Approaches #7

Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city. (Character and Design Element Goal 7, p. 51)

The use of outdoor lighting will be carefully evaluated to ensure for safe environments while eliminating wasteful ambient lights. Special emphasis will be placed on low-voltage, shielded and downward directed lighting to preserve the dark skies environment promoted in North Scottsdale. Special standards will be crafted to address public spaces (roadways, entry areas), as well as exterior fixtures located on private property that have impact on public spaces.

Element #2: Land Use

Land Use Element – Goals & Approaches #1

The City of Scottsdale is a highly diversified community with a strong emphasis on tourism-related uses. In support of the world-class resort that defines The Boulders, it is the promotion of supporting land uses that enables to resort to enhance its own sustainability within the larger community. These uses include recreation, diversified residential, retail and cultural uses.

Through the proposed amendment to the City's General Plan from Commercial to Suburban Neighborhood, the community will further promote the diversity of land uses in proportions that are appropriate and best serve the overall market demand for needed land uses.

Land Use Element – Goals & Approaches #4

The General Plan, in combination with support adopted master plans, promotes the value of balanced land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community. These objectives are critical to the on-going success of any community and rely on a process of checks and balances to ensure that over time, there is appropriate flexibility to make changes to land uses as is necessary to achieve balance. The establishment of a Commercial land use designation of the property is reflective of the original envisioned master plan land use for The Boulders. Over time and as a result of how both the Boulder and the adjacent communities have developed, the commercial demand originally anticipated has been reduced and the demand for a diversity of housing product has increased – necessitating the need for an amendment to the General Plan and ultimately The Boulders Master Plan.

Land Use Element – Goals & Approaches #5

Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions. (Land Use Goal 5, p. 67)

The El Regalo community is located adjacent to the El Pedregal commercial area. To facilitate the connectivity of these adjacent uses, a network of accessible pathways and sidewalks will be provided to encourage residents of the community to utilize non-vehicular mobility options between these complementary adjacent uses.

Land Use Element – Goals & Approaches #7

As a result of the acute emphasis towards the protection of sensitive natural areas, future development will seek opportunities to protect and enhance sensitive natural open space with the property such as the large wash corridor and the Scottsdale Road scenic corridor. Opportunities for connected open space areas neighboring areas will result in transitions that complement the objectives of the ESL Ordinance and the General Plan.

Incorporate appropriate land use transitions to help integrate into surrounding neighborhoods. (Land Use Goal 7, Bullet 2, p. 68)

El Regalo utilizes adjacent existing open space areas and on-site open space to conform to the patterns of open space (natural and developed) found on adjacent properties to the east. Setbacks to the commercial area will be utilized where possible to create buffering opportunities

Provide an interconnected open space system that is accessible to the public, including pedestrian and equestrian links, recreation areas, and drainageways. (Open Space Connection bullet point, p. 67)

The El Regalo community will include interconnected open space opportunities for the public along the perimeter scenic corridors that will allow for pedestrian and equestrian use. Residents will utilize on-site pedestrian improvements to access the perimeter paths and trails through multiple connection points.

Land Use Element – Goals & Approaches #8

Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods. (Land Use Goal 8, p. 69)

The El Regalo community will support a neighborhood that allows residents to enjoy a live, work and play lifestyle opportunity. This is supported by the non-residential land use types surrounding the property to the north and south, and by the public recreational path and trail network along the perimeter of the property that links to more extensive off-site networks of pedestrian and equestrian trails.

Promote development patterns and standards that are consistent with the surrounding uses and reinforce an area’s character. (Land Use Goal 8, Bullet 3, p. 69)

The residential land use proposed within the El Regalo community conforms to the balanced land use objectives of the Boulders Master Plan. The original Master Plan document for the Boulders contemplated that land modifications would need to be made from time to time to support the correct balance of residential and non-residential uses. The proposed residential uses are consistent and compatible with surrounding uses and reinforce the unique character of the Boulders community and other adjacent communities.

Element #3: Economic Vitality Element

Economic Vitality Element – Goals & Approaches #1

The Boulders community was based on the premise of not just establishing a world-class destination resort, but of an economically sustainable mixed use community predicated on the providing a variety of residential and non-residential land use options. This model, envisioned and adopted over two decades ago has been immensely successful, resulting in opportunities for residents to shop, work and recreate in close proximity to their homes. This lifestyle success has translated into economic success, and the proposed land use amendment will help enable a process by which these economic components are further reinforced. The success of retail and employment land uses is only achieved through an equitable allocation of proportional residential land uses.

Economic Vitality Element – Goals & Approaches #7

- *Sustain the long-term economic well being of the city and its citizens through redevelopment and revitalization efforts. (Economic Vitality Goal 7, p. 85).*
- *Encourage and support the renovation and reuse of underutilized or vacant parcels/buildings/shopping centers. (Economic Vitality Goal 7, Bullet 2, p. 85)*

- *Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy. (Economic Vitality Goal 7, Bullet 6, p. 85)*

The El Regalo community represents an opportunity to redevelop a property with a failed and unsupported use into a community that will enjoy long-term sustainability within the larger community and help foster support for remaining commercial properties within the El Pedregal commercial center.

Community Involvement Element – Goals & Approaches #1

Because the General Plan is a document that is predicated on the input and ultimate approval of Scottsdale’s residents, the Major GPA process is a very extensive and open process that encourages community review and comment. At the time of this application, the applicant has initiated a notification of adjacent property owners regarding the proposed amendment application. This action represents only the beginning of an extended outreach process that will include neighborhood meetings and additional notifications of key dates and public hearings.

Element #5: Housing Element

Housing Element – Goals & Approaches #2

Seek a variety of housing options that blend with the character of the surrounding community. (Housing Element Goal 2, p. 98)

The General Plan encourages a diversity of housing product, recognizing that various densities and types of housing lead to more sustainable and balanced communities. One of the most significant benefits of a master planned community like The Boulders is the ability to address the spectrum of housing types through flexible density provisions and thereby provide housing types that reflect the current market demands while still insuring compatibility and maintaining design standards.

The El Regalo amendment proposal benefits from a voluntary adherence to elements of The Boulders elevated design standards, and existing and future buffers to adjacent land uses.

- *Maintain Scottsdale’s quality-driven development review standards for new housing development. (Housing Element Goal 2, Bullet 1, p. 98)*
- *Encourage physical design, building structure, and lot layout relationships between existing and new construction to help the new developments complement the surrounding neighborhoods. (Housing Element Goal 2, Bullet 2, p. 98)*
- *Support community dialogue to reassess and streamline the development review process so as to encourage creative housing designs. (Housing Element Goal 2, Bullet 4, p. 98)*

The Applicant has worked closely with the Boulders Homeowners Association to ensure that the proposed residential product will be similar in architectural style and character to adjacent residential design in adjacent communities. Many of the design and

character elements proposed with the El Regalo development application were selected to ensure design continuity between adjacent communities

Element #6: Neighborhood Element

Neighborhood Element – Goals & Approaches #1

Enhance and protect diverse neighborhoods so they are safe and well maintained. (Neighborhoods Element Goal 1, p. 105)

- *Provide for neighborhood and social service needs for all citizens. (Neighborhoods Element Goal 1, Bullet 1, p. 105)*

The former medical clinic building that currently occupies the site has not been a viable use for several years and health care needs of area residents are being successfully provided for in alternative locations.

- *Sustain the long-term economic well-being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts. (Neighborhoods Element Goal 3, p. 105)*

A significant portion of the area proposed for the development of the El Regalo community was formerly developed as a medical office building. The removal of these improvements, including a large parking area, will allow for the introduction of vegetation enhancements and aesthetic treatment.

- *Revitalize and redevelop aging retail areas in order to maintain Scottsdale's standing as one of the major retail, restaurant, and entertainment destinations within the metropolitan area. (Neighborhoods Element Goal 3, Bullet 3, p. 106)*

The applicant is proposing the redevelopment of a non-viable medical office use that has been unable secure a tenant since being vacated several years ago. The redevelopment of the property for residential use is supported by market research that indicates a current oversaturation of retail space in the area.

- *Maintain and create opportunities for quality housing for all citizens. This is a crucial component of Scottsdale's local economy. (Neighborhoods Element Goal 3, Bullet 5, p. 106)*

The proposed El Regalo neighborhood will provide a housing product that adds product diversity to the existing community with a quality product. El Regalo will not be developed with an intent to provide a broad diversity of residential housing prices in the interest of creating a broad spectrum of residential housing opportunities.

- *Establish appropriate incentives for the development of aesthetically pleasing, infill housing that serves a variety of income levels. (Neighborhoods Element Goal 3, Bullet 6, p. 106)*

The applicant has taken extensive steps in working with the Boulders community association to develop a high quality and aesthetic architectural design approach that is in conformance with adjacent communities.

Neighborhood Element – Goals & Approaches #4

Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation. (Neighborhoods Element Goal 4, p. 106)

- *Guide revitalization, redevelopment, and infill (new development in established areas) development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods. (Neighborhoods Element Goal 4, Bullet 3, p. 106)*
- *Continue the city’s active Code Enforcement Program (or future programs) to preserve, enhance and promote healthy neighborhoods throughout the city. (Neighborhoods Element Goal 4, Bullet 6, p. 106)*
- *Create, preserve and enhance pedestrian, vehicular, and alternative transportation mode connections and links between the neighborhoods and other neighborhood-supporting land uses throughout the community. (Neighborhoods Element Goal 4, Bullet 7, p. 106)*
- *Improve and maintain the current landscape, sign, and design standards throughout the community. (Neighborhoods Element Goal 4, Bullet 8, p. 106)*

The El Regalo community will create and implement a robust Community Design Guidelines document that will be used as a mechanism to ensure that community aesthetics are maintained long-term. These guidelines will serve as just one of many tools created during the pre-development stage that will be used to create a high-quality built and natural desert environment that will promote a health community in association with recreational opportunities.

Neighborhood Element – Goals & Approaches #5

Promote and encourage context-appropriate new development in established areas of the community. (Neighborhoods Element Goal 5, p. 107)

- *Encourage new development efforts toward existing developed areas in Scottsdale. (Neighborhoods Element Goal 5, Bullet 1, p. 107)*
- *Promote the use of existing infrastructure as an incentive to encourage more infill development within the community. (Neighborhoods Element Goal 5, Bullet 2, p. 107)*
- *Promote existing developed areas of the community as opportune economic development infill sites. (Neighborhoods Element Goal 5, Bullet 3, p. 107)*

Growth and redevelopment are necessary components of the on-going evolution of any municipality. The El Regalo property is surrounded by developed land uses and would not be quantified as a “boundary” property on the edge of the City’s growth edge. The

proposed amendment is intended to modify the existing land use to one that will increase the viability of development on this infill property.

Element #7: Open Space & Recreation Element

Open Space & Recreation Element - Goals & Approaches #1

Few other areas in Scottsdale rival the natural beauty found within The Boulders community. This natural setting encourages the establishment of amenities that allow residents to live and recreate in this unique environment. The El Regalo property is bounded by a multi-use pathway that meanders within the Scenic Corridor adjacent to Scottsdale Road and extends many miles to the south to connect with other trails and parks within the City. The scenic corridor designation will maintain and preserve this unique streetscape character within a natural context and provide spatial and aesthetic buffering for the subject property.

Natural areas within the proposed El Regalo neighborhood will be complimented by existing recreational uses to the east and will support the native desert theming used extensively throughout the Boulders community. The property will also establish natural linkages through existing drainage corridors to other areas ultimately including the Scottsdale’s Mountain Preserve.

Sensitive design approaches to future development will encourage the protection and re-establishment of native species to emphasize the natural desert character of the community.

Element #8: Preservation & Environmental Planning Element

Preservation & Environmental Planning Element - Goals & Approaches #2

Enhance the quality of life in Scottsdale by safeguarding the natural environment. (Preservation and Environmental Planning Element Goal 2, p. 132)

- *Retain Scottsdale’s image and heritage of the Sonoran Desert. (Preservation and Environmental Planning Element Goal 2, Bullet 1, p. 132)*
- *Encourage developments to retain and integrate the desert ecosystem where appropriate. (Preservation and Environmental Planning Element Goal 2, Bullet 4, p. 132)*
- *Preserve local plants, wildlife, and natural resources to maintain the biodiversity and long-term sustainability of the area’s ecology. (Preservation and Environmental Planning Element Goal 2, Bullet 6, p. 132)*
- *Maintain scenic views to preserve the aesthetic values of the area for all to enjoy and for its contribution to the quality of life for residents and visitors. (Preservation and Environmental Planning Element Goal 2, Bullet 8, p. 132)*

The ESL Ordinance establishes guidelines for development in the northern regions of Scottsdale and the protection of sensitive natural areas and will serve as a model for the

preservation of local plants, wildlife, and natural resources to maintain the biodiversity and long-term sustainability of the area's ecology.

Preservation & Environmental Planning Element - Goals & Approaches #3

Natural wash corridors function as excellent opportunities to establish meaningful open space along alignments that typically include higher proportions of natural vegetation and wildlife habitat. Protection of these corridors in their natural condition will be emphasized to the greatest extent possible with exception of necessary roadway crossings.

Preservation & Environmental Planning Element - Goals & Approaches #9

Protect and conserve native plants as a significant natural and visual resource.

(Preservation and Environmental Planning Goal 9, p. 137)

The applicant has committed significant portions of the site to native plant preservation, especially adjacent to Scottsdale Road within the Scenic Corridor setback. In addition to this area, salvage techniques will be utilized to relocate existing qualifying materials to areas throughout the property to supplement natural buffering and aesthetic treatments.

Preservation & Environmental Planning Element - Goals & Approaches #10

Encourage environmentally sound "green building" alternatives that support sustainable desert living. (Preservation and Environmental Planning Goal 10, p. 137)

Protect and enhance the natural elements of all development sites. (Preservation and Environmental Planning Element Goal 10, Bullet 3, p. 137).

The applicant will conform to all City of Scottsdale requirements related to native plant salvage and relocation per the City Ordinance, and will seek to minimize disturbance within the most sensitive portions of the site.

Element #9: Cost of Development Element

Cost of Development Element - Goals & Approaches #

The impacts to development and on-going community services associated with the subject property will be minimized due to existing off-site infrastructure and a reduction in the overall site intensity as a result of the proposed General Plan land use amendment from Commercial to Suburban Neighborhood. An analysis of demands associated with the existing (commercial) and proposed (residential) land uses for this region of Scottsdale indicate substantial reductions in vehicular trips per day, water use and waste generation associated with residential uses. These findings are based on standard calculations for service demands established by the City of Scottsdale (see Land Use Impact Model) when evaluating the potential impacts of a General Plan Land Use modification.

Element #10: Growth Areas Element

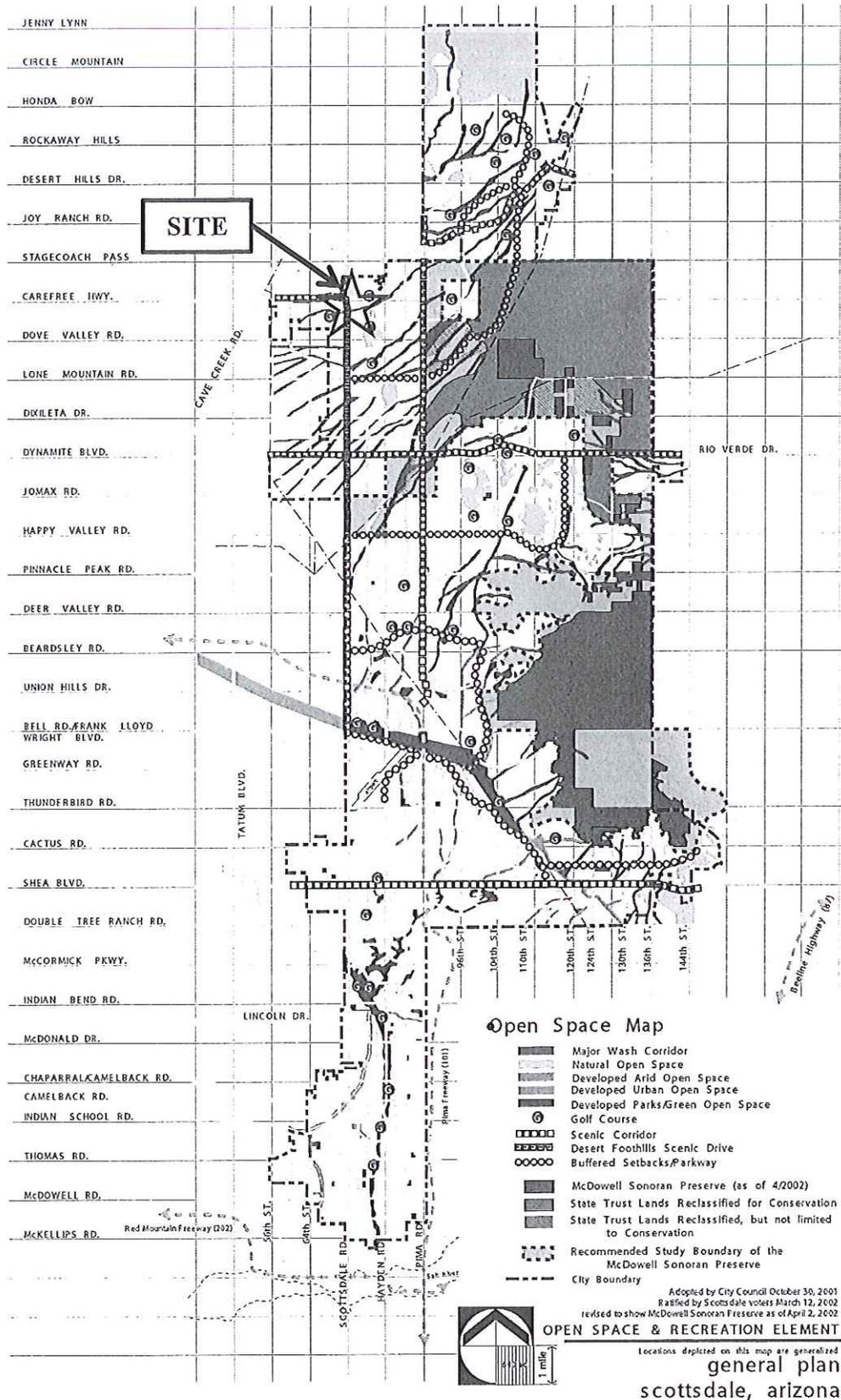
Growth Areas Element - Goals & Approaches #2

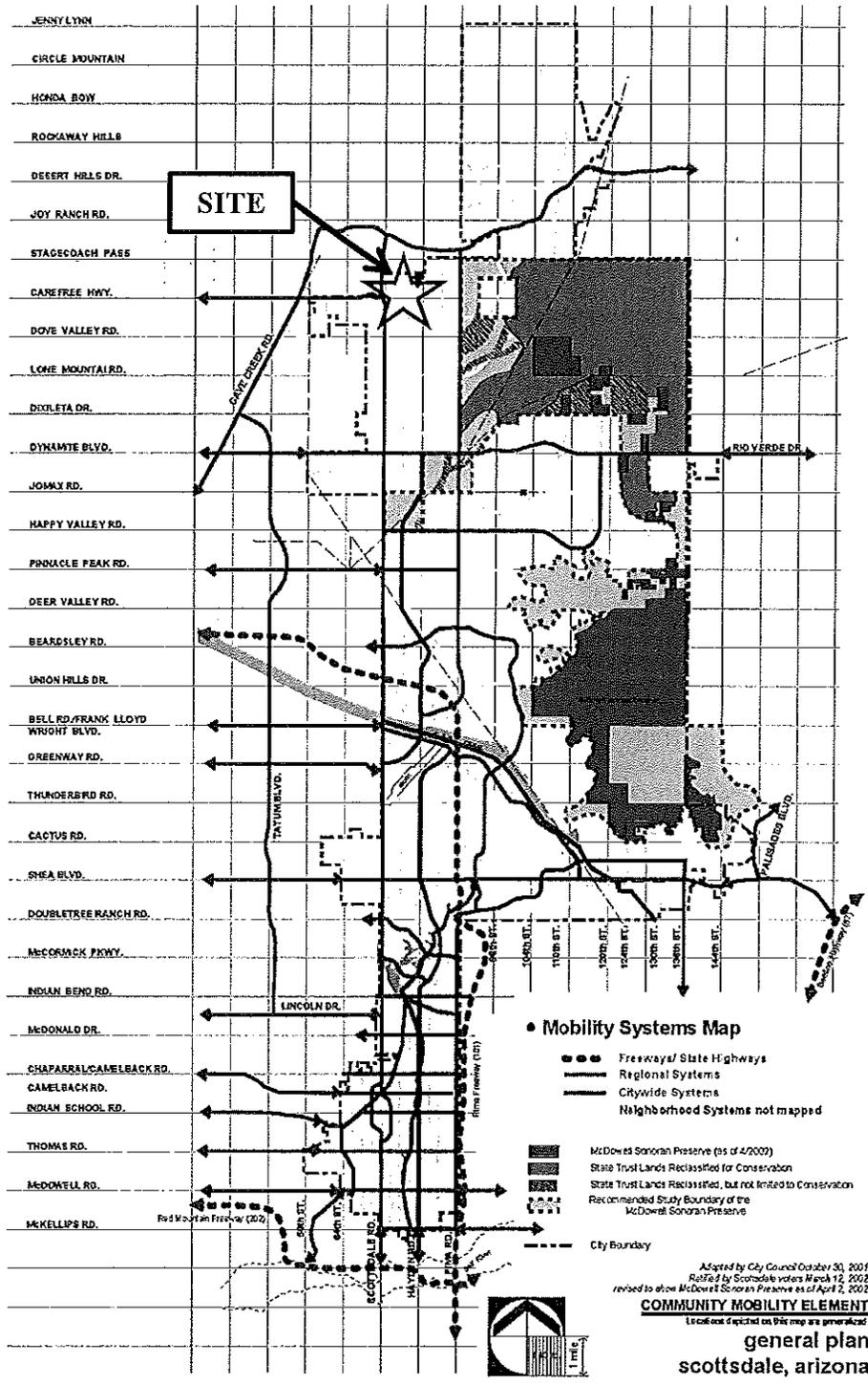
The proposed amendment area is not located with a designated Growth Area.

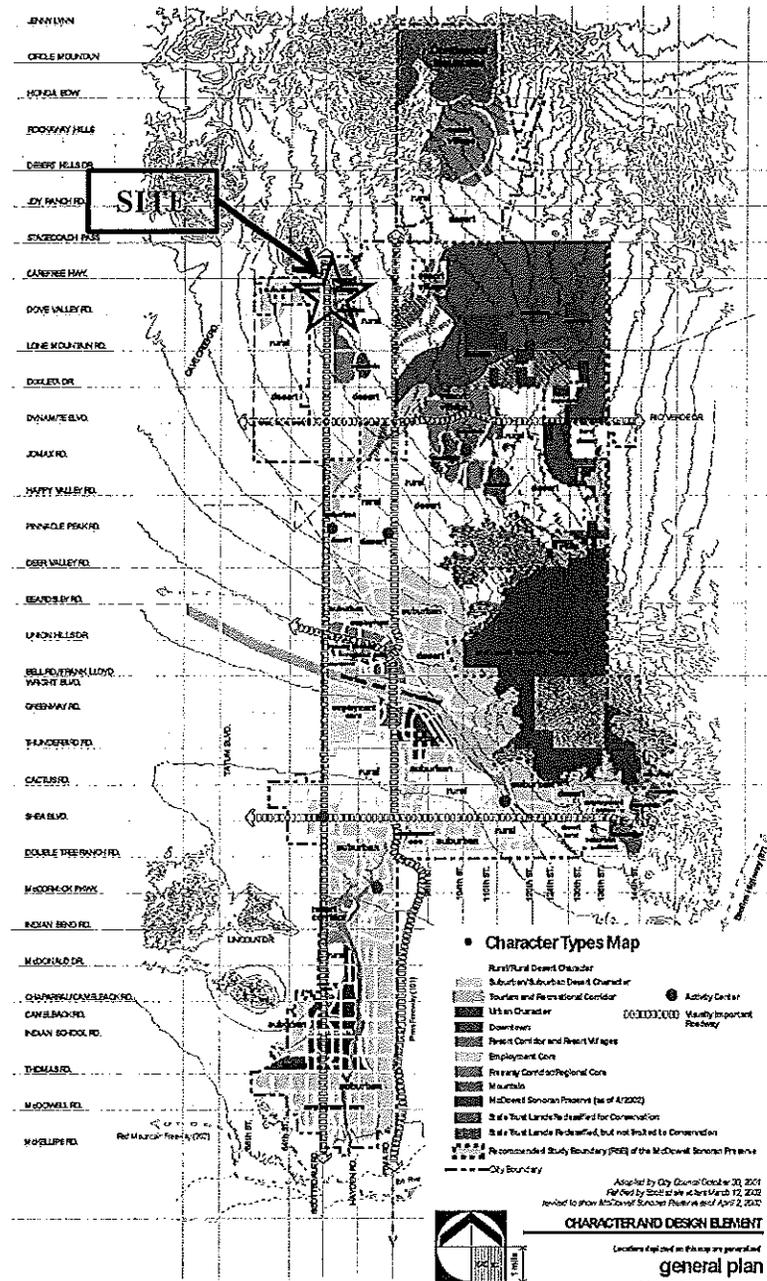
Element #12: Community Mobility

Community Mobility - Goals & Approaches #2

The northern portions of Scottsdale offer opportunities for establishing meaningful non-vehicular connectivity through the construction of bike lanes, trail corridors and multi-use pathways. With an emphasis on reducing the length and frequency of vehicular trips within the community, opportunities to diversify the mix of land uses provide for alternative transportation modes to be utilized when accessing these uses.







Character and Design Element

JENNY LYNN

CIRCLE MOUNTAIN

HONDA BOW

ROCKAWAY HILLS

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LOVE MOUNTAIN RD.

DOOLETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

BEARDSLEY RD.

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY RD.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLE TREE RANCH RD.

MCCONAVICK PKWY.

INDIAN BEND RD.

MCDONALD DR.

CHAPARRAL/CAMELBACK RD.

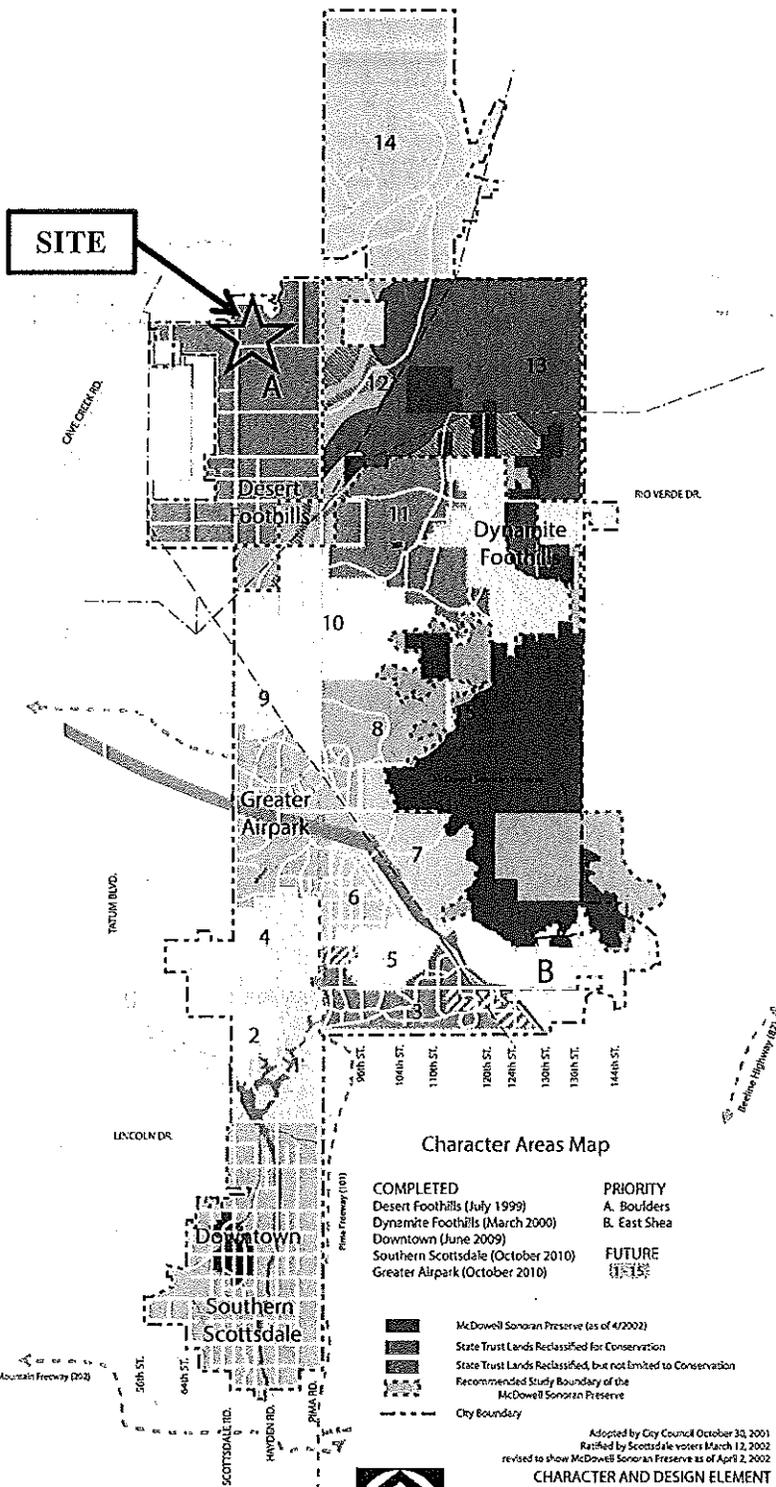
CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

MCDOWELL RD.

MCKELLIPS RD.



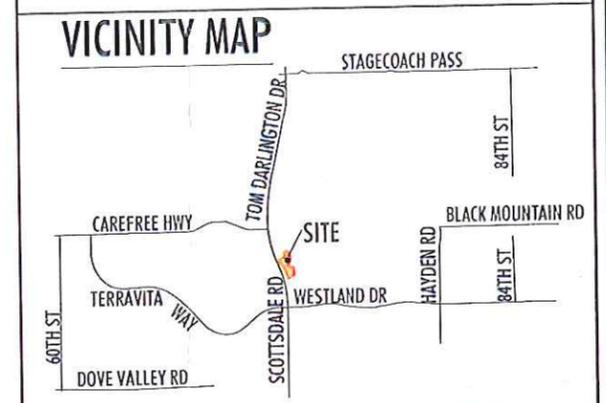


CONCEPTUAL SITE PLAN

- #### LEGEND
- ZONING BOUNDARY
 - BOULDERS VILLAS EAST (NOT A PART OF THIS APPLICATION)
 - PROPOSED & EXISTING DEVELOPMENT ENVELOPES

SITE DATA

SITE AREA (GROSS): 7.3 ACRES (+/-)
 SITE AREA (NET): 5.09 ACRES (+/-)
 CURRENT ZONING: C-2 PCD ESL
 PROPOSED # OF LOTS: 17 (TO BE ADDED ON TO PREVIOUSLY APPROVED 40 LOT PLAN)
 PROPOSED DEVELOPMENT STANDARDS:
 MAX. BUILDING HEIGHT: 24' FROM FINISHED FLOOR & LIMITED TO 1-STORY
 MINIMUM LOT AREA: R-4 PCD ESL 6,000 SQ. FT.
 MINIMUM LOT WIDTH: 60'
 FRONT SETBACK: 5'
 SIDE SETBACK: 5'
 REAR SETBACK: 15'
 SCOTTSDALE ROAD SCENIC CORRIDOR SETBACK:
 -75' AVG.
 -50' MIN.
 REQUIRED N.A.O.S. BEFORE SCARRING OFFSET = 1.3 AC (25% OF SITE)
 REQUIRED N.A.O.S. AFTER SCARRING OFFSET = 0.2 AC
 PROVIDED N.A.O.S. = 1.5 AC (28% OF SITE)



PROJECT TEAM

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3-GP-2014
 8/28/2014

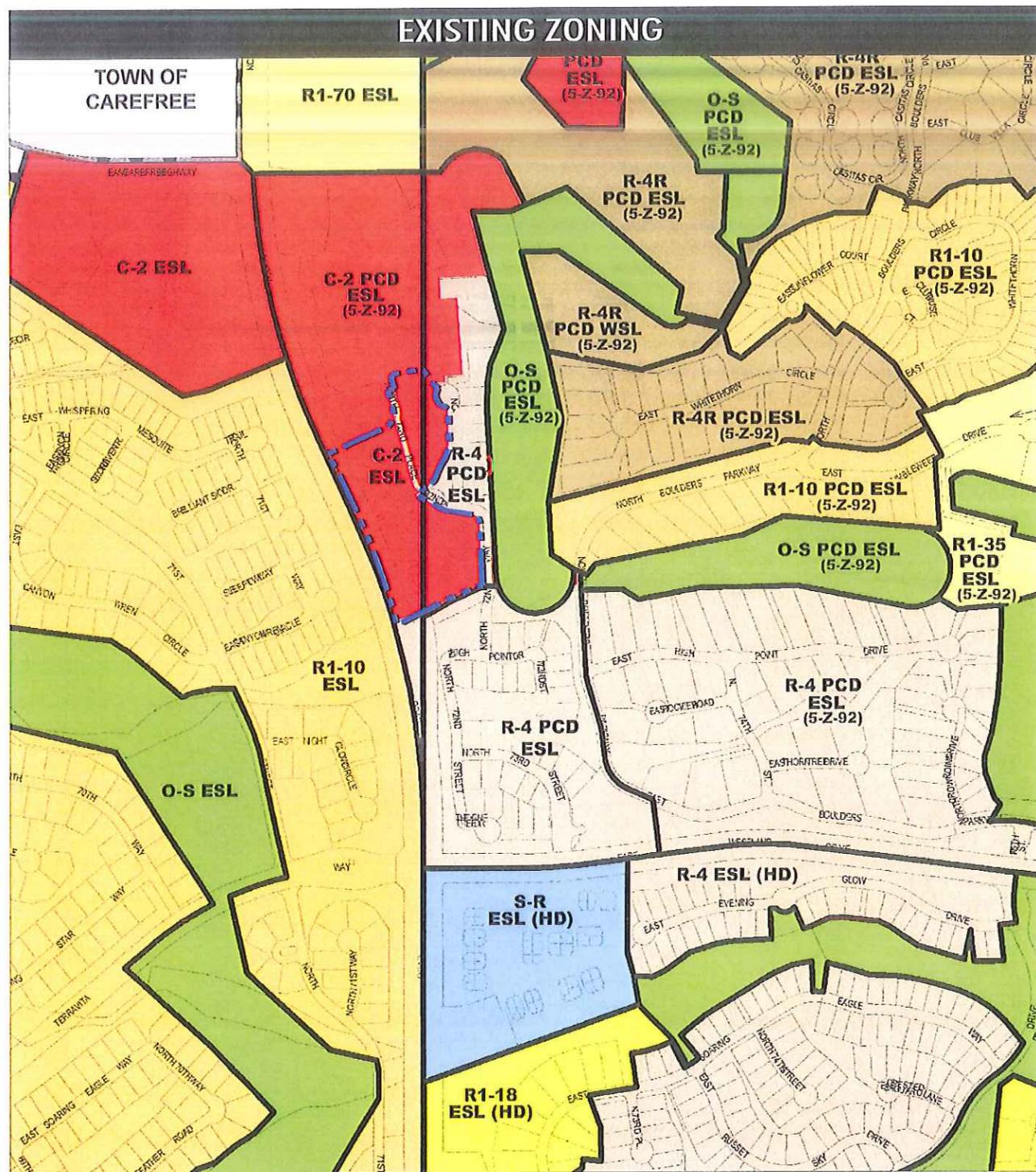
Subject to engineering and City review and approval.
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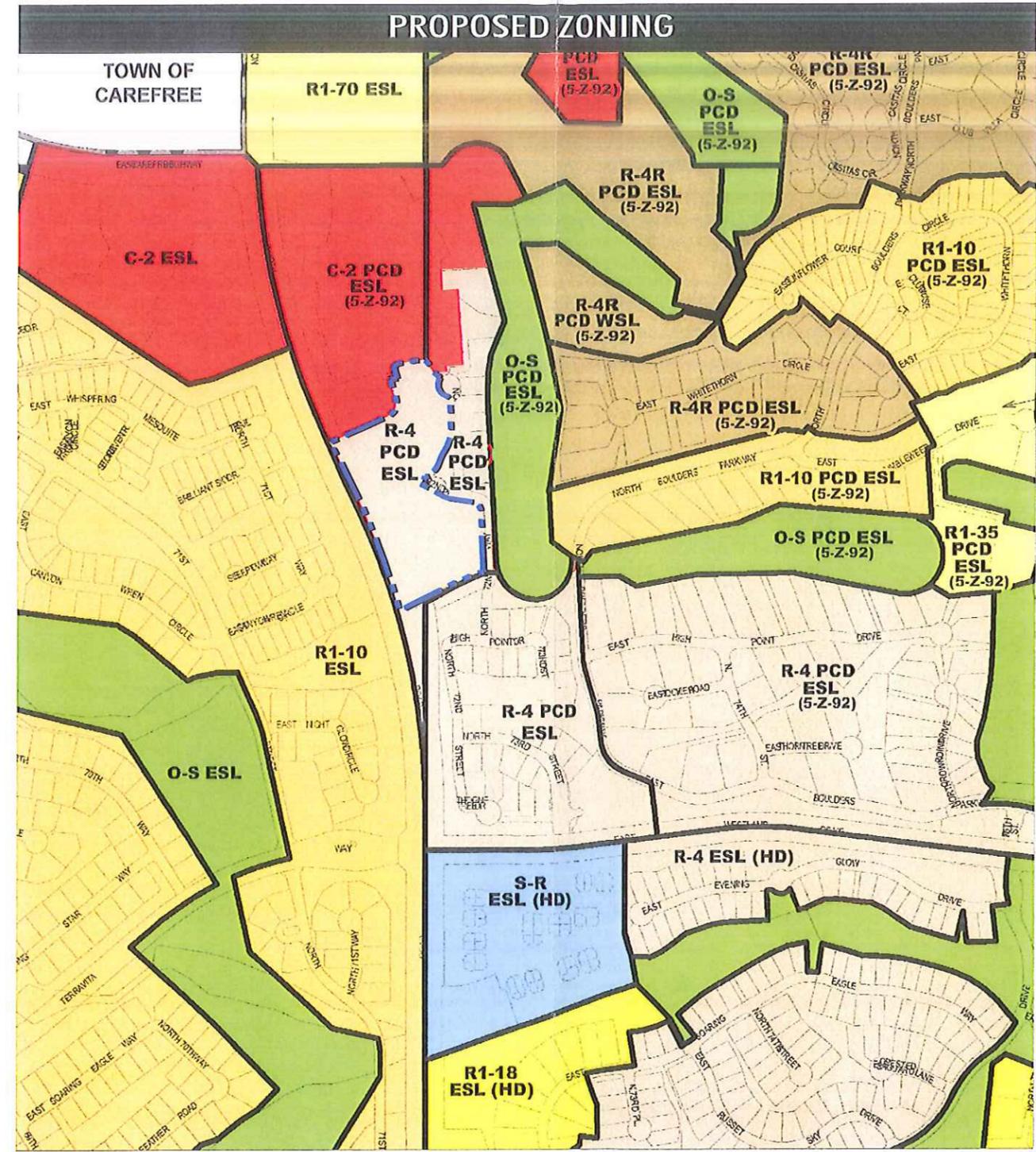
taylor morrison
 Homes Inspired by You
EL REGALO - WEST
 SCOTTSDALE, AZ

REVISION	DATE
▲	
▲	
▲	
DATE:	8/25/14
JOB NO.:	1321.4
DRAWN:	PR
SCALE:	1"=50'
DRAWING:	Conceptual Site Plan
SUBMITTED FOR:	Taylor Morrison
SHEET #	OF

011231 Rev001a Villan11231-4-011 REVISED LVA URBAN DESIGN STUDIO/EL REGALO WEST/8/25/14/PR/8/25/14



■ COMMERCIAL ZONING
 ■ OFFICE ZONING
 ■ OPEN SPACE ZONING
 ■ RESIDENTIAL ZONING



■ COMMERCIAL ZONING
 ■ OFFICE ZONING
 ■ OPEN SPACE ZONING
 ■ RESIDENTIAL ZONING

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EL REGALO - WEST
 EXISTING & PROPOSED ZONING

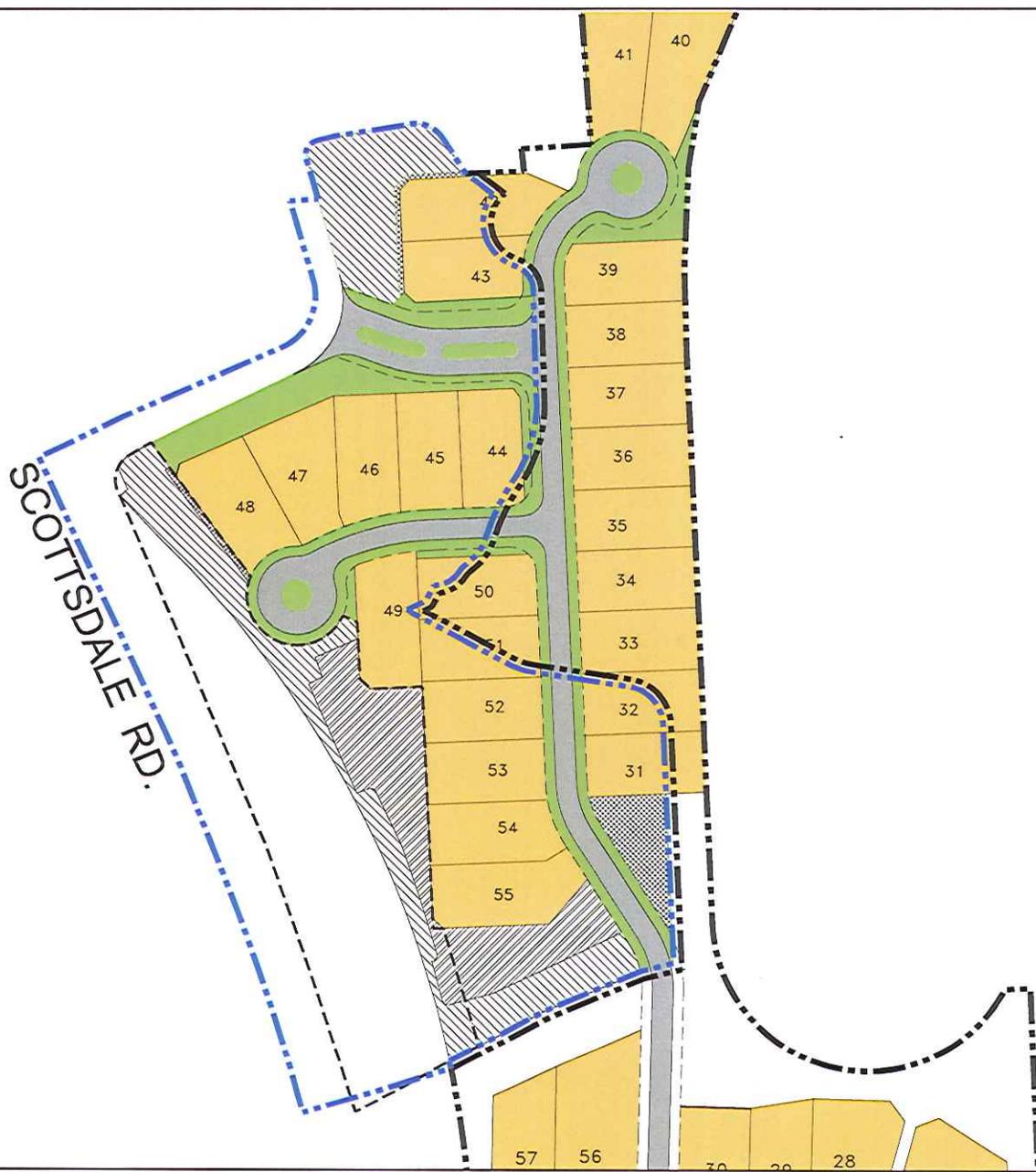
taylor morrison
 Homes Inspired by You

SCALE: 1" = 100'
 Date: 3/25/14
 Project No: 1321.1
 Drawn By: PR
 Revised: 05/05/14



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 This document, together with the information it contains, is intended to provide a general overview of the project and is not intended to be used for any other purpose. It is the responsibility of the user to verify the accuracy of the information and to obtain all necessary permits and approvals from the appropriate authorities.

3-GP-2014
 8/28/2014



3-GP-2014
8/28/2014

N.A.O.S.

LEGEND

- ZONING BOUNDARY
- BOULDERS VILLAS EAST (NOT A PART OF THIS APPLICATION)
- PROPOSED & APPROVED DEVELOPMENT ENVELOPES

N.A.O.S. DATA TABLE:

REQUIRED N.A.O.S.

REQUIRED N.A.O.S. PER PCD REQUIREMENTS = 1.3 AC.
PER CASE # 42-20-09, NAOS REQUIREMENT IS 25% OF SITE AREA

2:1 SCARRED AREA OFFSET PER E.S.L. ORDINANCE:
0.55 AC x 2 = 1.1 AC

TOTAL N.A.O.S. REQUIRED AFTER SCARRING OFFSET: 0.2 AC.

NOTE: ALL ON-SITE SCARRED AREAS OCCURED PRIOR TO JANUARY 1, 1990.

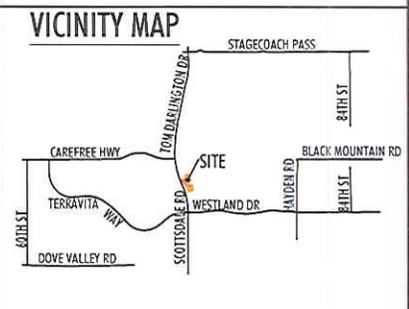
PROVIDED N.A.O.S.

- N.A.O.S. UNDISTURBED = 0.8 AC (54%)
- N.A.O.S. REVEGETATED = 0.2 AC (13%)
- HISTORICALLY SCARRED, TO BE REVEGETATED AS N.A.O.S. = 0.55 AC (33%)

TOTAL N.A.O.S. PROVIDED: 1.55 AC. (28% OF SITE)

NOTE: DEFINED NAOS AREAS ARE PRELIMINARY & MAY BE SUBJECT TO FUTURE REFINEMENT.

- NON-N.A.O.S. OPEN SPACE



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<p>LVA URBAN DESIGN STUDIO ALEX STEDMAN 120 SOUTH ASH AVENUE TEMPE, ARIZONA 85281 480.094.0904 ASTEDMAN@LVADESIGN.COM</p>	<p>CIVIL ENGINEER KIMLEY-HORN & ASSOCIATES JASON BURM, PE 7740 NORTH 16TH STREET SUITE 300, PHOENIX, AZ 602.216.1232 JASON_THURM@KIMLEY-HORN.COM</p>

Submitted to engineering and City review and approval.
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taylor morrison
Principal Planner for this project

EL REGALO - WEST
SCOTTSDALE, AZ

NO. OF SHEETS	TOTAL
1	1

DATE: 8/28/14
JOB NO.: 12214
DRAWING: PR
SCALE: 1"=50'
DRAWING: N.A.O.S.
SUBMITTED FOR: Taylor Morrison
SHEET # OF