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Pinnacle Peak & Scottsdale Road (SEC) Major General Plan Analysis & Justification

I. Introduction

The subject property, consisting of 160 gross acres at the southeast corner of Pinnacle Peak and Scottsdale Roads (the "Property"), is currently designated Cultural/Institutional on the City of Scottsdale (the "City") Conceptual Land Use Map in the General Plan. This request is to change the Property's current land use designation from Cultural/Institutional to Mixed Use to ultimately allow the development of a master planned mixed use development to be named "Silverstone" (the "Project").

The Property is located within Planning Zone D, which includes Pinnacle Peak, Desert Highlands and the Troon communities. The Property is also designated as Suburban Desert on the Character Types Map of the Character and Design Element of the General Plan, with an "Activity Center" overlay.

This request is considered a Major Amendment to the General Plan based on the criteria adopted by the City Council on February 6, 2001. The proposed land use change is appropriate based on its' consistency and compatibility with the Guiding Principles and Elements of the General Plan.

The Project will provide a unique character that will set the tone for future high quality development in the area, but it will also define the character of the Sonoran Regional Core. This arrangement and mixture of land uses will create a distinctive sense of place and identity for this area.

The Project implements many of the values, visions, goals and policies contained in the General Plan, by specifically promoting mixed use development that integrates residential, retail and offices uses to create a micro-community that provides a very high quality of life. The Project will demonstrate that Scottsdale is at the forefront of innovative development

through its General Plan policies by establishing a "live, work and play" concept that is taken from theory to reality. The proposed Major Amendment to the General Plan is consistent with the following visions, values and goal statements. The City's vision, value and goal statements are listed with each response as to how the Project is consistent with stated policies.

II. Guiding Principles

The General Plan, a guiding tool for development within the City, establishes the basis and process for planning in Scottsdale today. The CityShape 2020 comprehensive review of the General Plan established six guiding principles to be utilized when determining if a proposed land use is appropriate. These guiding principles include: 1) Preserve meaningful open space, 2) Enhance neighborhoods, 3) Seek sustainability, 4) Support economic vitality, 5) Advance transportation and 6) Value Scottsdale's unique character and lifestyle.

This section contains a discussion of each of the General Plan's guiding principles, the goals and approaches associated with each principle and a response demonstrating how the proposed amendment is in harmony with the elements of each guiding principle.

A. Value Scottsdale Unique Character & Lifestyle

The City Shape 2020 process determined that two factors make Scottsdale a good place to live and work, "character" and "quality". The guiding principle of character and lifestyle relies on design standards, community character, development review, historic and archeological preservation and arts and culture to ensure that development reflects high degrees of character and quality – continuing to make Scottsdale an exceptional place in which to live, work and visit.

i. Character and Lifestyle

Seven goals and approaches are enumerated in the Character and Lifestyle section of this guiding principal. Each one is listed below with an explanation of how the Project achieves the goal and approach.

1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

Response: The Project will reflect Scottsdale's southwestern desert heritage, its' unique position in the larger metropolitan Phoenix region and provide appropriate public facilities to reinforce the existing character of the surrounding neighborhoods.

The proposed site plan has been thoughtfully developed to provide appropriate linkages using varying modes of transportation to maintain meaningful open space, to preserve sensitive view and scenic corridors, and to provide the foundation on which pedestrian friendly commercial and residential improvements can be built.

The Property is designated a Suburban Desert Character area and an Activity Center. These areas contain medium density residential, employment and commercial land uses. The Activity Center overlay dictates that the Property be developed to include "major mixed-use areas that are smaller than employment cores, but larger than neighborhood centers."

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

Response: All site plan and building elevation designs for the Project will be reviewed and approved by the City's Development Review Board. The Property's unique history and relationship to the surrounding uses and neighboring communities will be reflected in the built environment. While the Property is not subject to the City's Environmentally Sensitive Lands Ordinance ("ESL") or other specific overlays, sensitive design principles will be employed to provide the highest level of quality and character.

The Project will consist of harmonious architectural and site design to provide high quality character unique to the Project. This thematic design provided in a small master planned component of this size will unify the Project and increase the already high level of character established in the area.

This is accomplished primarily through the use of neo-traditional territorial architecture designed specifically for the Project by an award winning Taliesin trained architectural firm.

3. Identify Scottsdale's historic, archaeological and cultural resources, promote an awareness of them for future generations, and support their preservation and conservation.

Response: While not officially recognized as historically significant, the former western theme park commonly known as "Rawhide" has certain standing in the popular culture. The Project deviates from the "kitschy" aspects of the old west to reflect north Scottsdale's sophisticated new-western Sonoran Desert living and high quality lifestyle. As an "inter-generational" mixed-use development with significant public and open spaces, the Project will itself become culturally significant for future generations.

4. Encourage "streetscapes" for major roadways that promote the city's visual quality and character, and blend into the character of the surrounding area.

Response: Being located in a suburban character area, streetscapes will reflect native and desert adapted trees to encourage a central theme with canopies and separate pedestrian routes. A comprehensive pedestrian circulation system will unify the Project and provides access into, through and out of the Project. The Project's uniquely designed streetscapes will also serve to unify the various uses and activities within the Project. The intersection of Pinnacle Peak Road and Scottsdale Road is identified on the City's Streetscape Map as a location where, "…design intensifies."

Scenic Corridor guidelines and natural streetscape methodology will be utilized along Scottsdale Road to dramatically improve the existing condition of the Property. The existing plethora of Rawhide advertising signs located along the street frontage will be removed.

5. Build upon the significant role the arts have played in shaping our community's image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.

Response: Art will play a significant role in the identification and architecture of the Project. Art will be integrated into the common areas and private/semi-private areas of the Project. The Scottsdale Cultural Council will be asked to participate in this process.

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.

Response: Meaningful landscaped open space will weave the Project together via linking micro-linear parks. The Scenic Corridor and sensitive thematic streetscapes further provides valuable and visually significant landscaping. Additional features such as shade structures will further serve to compliment the landscaping design and enhance the quality of life and character of the Project.

7. Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.

Response: The 2000 I.E.S. standards will be maintained while lighting at the appropriate scale and wattage will certainly serve as an improvement to the existing condition. Additionally, outdoor landscape and themed street lighting will provide continuity and commonality throughout the Project.

Summary: The "character and lifestyle" section of this guiding principle, through its' goals and approaches, provides the design basis to be contemplated while considering the appropriateness of a Mixed-Use land use designation on the property. The Mixed-Use designation is specifically referenced for the property on the Character Area Map with an "Activity Center" designation. The Project will bring the site into conformance with the General Plan in terms of many City guidelines and principles including streetscapes, lighting and neighborhood planning.

ii. Land Use

Land planning must reflect a balance of uses, located in appropriate locations, to support and sustain long term prosperity. There are nine goals and approaches within the Land Use section of the Character and Lifestyle guiding principle of the General Plan that this application satisfies.

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

Response: Scottsdale is strengthened by its land uses that contribute to the character, quality of life and economic base of the community. As a mixed-use development, approximately 60% of the Project will be developed for residential land uses and approximately 30% for commercial including commercial office and retail. A site for a public library is also proposed to reinforce the Project's "sense of place" and as an additional community benefit. The anticipated residential land uses include a varietal collection of high quality housing including senior living at medium density land uses. Complimenting the residential mix will be a combination of class "A" commercial and medical office serving the Pinnacle Peak sub-area and smaller professional/medical office to serve the neighborhood as well. A neighborhood-scale commercial retail component completes the mix to provide goods, services and entertainment to the immediate area. Overall, the Project strikes a healthy balance and blend of compatible land uses intended to support the local community.

2. Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.

Response: As a mixed-use development, the Project both directly and indirectly accomplishes this goal. The Paradise Ridge PCD located across Scottsdale Road and within the City of Phoenix has earmarked an approximately 44 acre parcel for regional commercial land uses at the southwest corner of Pinnacle Peak and Scottsdale Roads. Consideration of the impact of the development of that parcel has been incorporated into the Project by developing the commercial retail at a neighborhood scale and intensity to serve area residents and provide better character and a higher quality of life than may be found with the City of Phoenix parcel. The neighborhood center component of the Project, to be located at the immediate intersection of Scottsdale and Pinnacle Peak Roads will consist of a superior quality retail development that will provide goods, services and entertainment to cater to residents and tourists alike.

Finally, the Project will coordinate with the City of Phoenix and the developers of the appropriate parcels within Paradise Ridge to address regional drainage solutions. Specifically, the Project is being planned while paying careful attention to Rawhide Wash as well as the property currently owned by the Arizona State Land Department ("ASLD"), which lies along Scottsdale Road within the City of Phoenix.

3. Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

Response: The Project appropriately provides excellent transition of land uses. It achieves this goal by proper placement of abutting land uses, and externally by taking into consideration the adjacent off-site uses. The Project is surrounded by an intriguing mix of existing land uses. The southern boundary of the Project is adjacent to heavy commercial and industrial land uses. Future commercial uses

are predominantly planned on the western boundary of the Project, including the Paradise Ridge project in the City of Phoenix, which anticipates an approximately 44 acre regional general retail development.

Higher intensity uses like the commercial office and neighborhood retail center are located on the western edge of the Project where higher intensity land uses already exist or are anticipated. The Project has been designed to focus the most intense uses along Scottsdale Road. Transitioning from west to east, a Village Square (with a proposed public library site) acts as a nucleus of the Project, with community-oriented residential completing the reach to the eastern boundary of the Project.

Employment uses are appropriately buffered from residential areas and located adjacent to major streets.

Where residential land uses exist, appropriate transitions and pedestrian linkages will be provided. The Project acknowledges and implements the goals of diversity in residential uses and implores innovative development patterns. The proper combination and blend of commercial and residential uses within the Project will go a long way in meeting the goal of housing and jobs balance.

4. Maintain a balance of 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.

Response: The "multi-generational" theme of the Project is reflected in a diverse housing mix, all designed to the highest architectural standards, able to support Scottsdale's unique character and a high quality of life. Each residential component is "density-appropriate" given the size of the development and the existing and proposed built environment.

The integration of residential and commercial/employment uses supports the jobs/housing balance sought both on a citywide scale and on a local scale at the appropriate locations. As an

"Activity Center" on the general plan this is the appropriate location for this mix of land uses. The Project will be designed so people can actually live, work and play without ever having to use an automobile. It will be designed to be aesthetically appealing and provide a highly usable system of pedestrian and transportation links.

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

Response: While the term, "live, work, and play" and "urban village" may be overused in the marketplace, it is nevertheless applicable here. Alternate mobility systems are planned, with inter-connected pedestrian paths and bicycle paths. This design element will serve to provide travel choices to everyone, including the surrounding neighborhoods. It will also promote healthy lifestyle alternatives by reducing automobile trips within the Project.

Micro and macro mobility options have been incorporated into the design of the Project. The integrated housing, retail and office uses will serve to encourage internal, non-motorized forms of on-site transportation as options to the use of automobiles.

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

Response: Preservation applies to natural resources, meaningful open space, existing neighborhoods and the ecosystem. The proposed land uses promote a sensitive pattern of development by 1) integrating land uses and maximizing their interplay, 2) by carefully planning the redevelopment of an existing large parcel of land at the appropriate densities, thereby capturing the benefits of development while preserving native plant materials, and 3) integrating mobility choices.

Additionally, provisions have been made to accommodate a segment of the regional drainage solution for the area by logical placement of the "Rawhide Wash" through the Project.

7. Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

Response: This proposal plays a significant role in the linkage and continuation of the "Rawhide Wash" as a part of a regional drainage solution which contributes to the public's safety and well-being. Additionally, it integrates neighborhoods into the physical environment by providing open space networks and significant buffering between commercial and residential uses.

8. Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.

Response: Even a cursory review of the proposed site plan demonstrates to the reviewer that careful attention has been paid to the concept of live, work and play. The question is not "Does this project meet this goal?", but to what level. The interplay potential between the uses within the Project will be significant.

With the mix of appropriate density housing choices, well positioned commercial office, neighborhood retail, pocket parks and trails, a library site and open space – all tucked into a parcel adjacent to the City's busiest major arterial street, the Project can be a model of the General Plan's goals.

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

Response: As stated above, the mix of land uses, at the proposed densities and intensity is ideal. This balance, to be developed with high-quality architecture and amenities, will invigorate the area while respecting adjacent neighborhoods and abutting existing commercial operations.

Summary: Given the Project's location, the adjacent existing and planned land uses, its' natural features and relationship with the local transportation network, the "Mixed-Use Neighborhoods" General Plan designation is more appropriate than the existing "Cultural/Institutional" one.

Mixed-use neighborhoods are defined by being located in areas with access to multiple modes of transportation and major regional access. There are no streets classified lower than a Major Collector adjacent to the Property (three sides are abounded by Arterial streets). The Property is intended to be an activity center – "activity" in and of itself occurs when a mix of land uses are combined. Successful, sustainable "activity" will occur when a project, such as this one, is proposed and that is emblematic of Scottsdale's high standards for character and quality of life.

B. Support Economic Vitality

Scottsdale's lifestyle and identity are dependent on economic vitality. This guiding principle addresses costs and benefits of development and corresponding land uses.

1. Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.

Response: Located near the premiere upper Sonoran Desert resorts and communities, the Project is poised to support and sustain the destination resort market coveted by Scottsdale. The commercial retail component of the Project has been purposely located at the intersection of Pinnacle Peak Road and the City's namesake street. This neighborhood scale commercial retail site will include specialty retail to provide goods and services on an upscale level to support and entertain the visiting tourist and local consumer.

2. Encourage and maintain a high level of diverse, quality retail and entertainment activity in Scottsdale that supports the needs of Scottsdale's residents and visitors.

Response: Given the City of Phoenix's ability to capture retail land uses in Scottsdale's shadow and the approximately 44 acre proposed commercial site located in the City of Phoenix at the southwest corner of Scottsdale and Pinnacle Peak Roads, the retail element of the Project will prove more desirable and inviting to the visitor by featuring exceptional architecture and a tenant mix intended to capture Scottsdale's unique upscale flavor – and sales tax receipts. While reportedly Phoenix plans for a more traditional "big box" regional retail site at the immediate corner of Scottsdale and Pinnacle Peak Roads, our Project intends to provide a more intimate and inviting environment.

3. Encourage and support a diversity of businesses that contribute to Scottsdale's sales and property tax base so that needed infrastructure, physical amenities, services, and the expansion of such services are provided.

Response: As an integrated mixed-use project, with an appropriate amount of medium density housing, the City's cost to provide public services is lower than if the individual land uses were detached and not integrated. The live, work, and play aspect of the Project further encourages the diversity desired in a mixed-used project. The retail component of the Project, along with the entirety of its' construction, will generate substantial sales taxes.

4. Foster new and existing economic activities and employment opportunities that are compatible with Scottsdale's lifestyle.

Response: This goal is achieved through the diversity of the Project. However, to a greater extent, other significant projects in the City such as ASU's biotechnology facility and the Mayo Clinic's expansion better address this goal. This Project is not technically appropriate for "new economy" or "incubator" uses. By developing this site as proposed, other more appropriate employment-center sites in the City can capture these land uses and be even more successful.

Employment opportunities at the Project are intended to be supported by the local community or by a workforce who utilizes the proximity of Scottsdale Road and Hayden-Miller Road to the Loop 101.

5. Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods.

Response: The non-residential land uses proposed for the Project are planned at the most visible and accessible locations on the site and adjacent to existing and planned commercial land uses. Both active and passive buffering is provided as the site transitions from more intense activity on the north and southwest corners and core of the Project where commercial development occurs to the lesser intense area on the east where residential occurs. Proper buffering and pedestrian linkages between commercial and residential uses will serve to promote this goal.

6. Maintain and develop partnerships that will support and promote quality employment and business opportunities.

Response: Careful consideration is reflected in the quantity and quality of non-residential land uses proposed herein. It is anticipated that the number of square feet of commercial retail space within the Village Center component of the Project will be substantially supported by the Project's office development and anticipated housing on site and within the trade area. The commercial office space is intended to service a wider trade area.

7. Sustain the long-term economic well being of the City and its citizens through redevelopment and revitalization efforts.

Response: This goal specifically encourages the renovation and reuse of underutilized parcels. Quality new development is encouraged especially when it creates new jobs and retail opportunities. Quality housing is a supporting factor of this goal.

Given the environment in which the Project is located, it is clearly underutilized by its' existing use. While the existing western theme park was appropriate at this location in decades past, being located at the geographical center of the city and being surrounded by commercially zoned lands, the Property as it is used today will not sustain the long-term economic well being of the City -- nor does the current Cultural/Institutional General Plan map designation meet that goal.

Summary: The seven goals and approaches enumerated in the economic vitality guiding principle of the General Plan, when applied to the proposed Project, strongly militates towards both the appropriateness of the proposed Mixed-Use land use designation and the inappropriateness of the existing Cultural/Institutional land use designation. The Project will contribute significant revenues to the City of Scottsdale's General Fund as well as create jobs. While the Project will be a significant revenue generator, it will also create an area that is an educational, tourist and business attraction. The arrangement of uses within the Project will further define Scottsdale's "sense of place" within the immediate community.

C. Enhance Neighborhoods

Community involvement, housing and neighborhoods constitute this guiding principles contribution to the City's vision articulated in City Shape 2020. Proposed land use changes and ultimately development is intended to satisfy the goals and approaches to follow.

i. Community Involvement

1. Seek early and ongoing involvement in project/policy-making discussions.

Response: Prior to submission of this application, the development team met with the City's professional staff. Informal meetings were held with officers of the

Coalition of Pinnacle Peak ("COPP"). Also, a Citizen Outreach Team ("COT") is actively visiting the surrounding property owners, local businesses and the neighboring school district. This was, and is, being done to both familiarize the community with the breadth of the Project and to incorporate feedback and suggestions into the development plan as it continues to evolve.

2. Proactively seek community-wide representations on issues through vigorous outreach programs that engage citizens who are not typically involved.

Response: The benefit of a dedicated COT is that through a variety of communication tools, including door-to-door visits, the COT can avail themselves to residents and property owners within a large radius around the Project to ensure comprehensive input and feedback regarding the Project. The COT will engage in regular pre-scheduled neighborhood and homeowner's association contacts to ensure that continuous updates and ongoing dialogue is maintained.

3. Publish and process City issues in a manner that is relevant to citizens' daily lives and personal and professional interests.

Response: As a major amendment to the City's General Plan, this application will be discussed using numerous public forums including a required remote hearing near the Property and multiple public hearings at City Hall, as well as several voluntary contacts and forums.

4. Accept and respond to new ways of communicating and new technologies.

Response: The City's citizen participation program outlines the minimum notification requirements. We intend to exceed those minimums by coordinating with City staff and utilizing the COT. Mediums like

electronic mail will be enlisted in addition to the comprehensive door-to-door visits already planned and underway.

5. Make available facts and information about community issues to increase understanding and insight into the complexity of challenges that affect the community.

Response: The COT is dedicated to collecting community feedback. This outreach allows community feedback to travel quickly to the appropriate party and provides for rapid responses.

ii. Housing

1. Preserve the quality of existing dwellings and neighborhoods so that people will find our community a healthy, safe and attractive place to call home today and into the future.

Response: While this goal principally applies to the preservation of existing, mature neighborhoods, we believe the Project contributes to this goal by supporting nearby residential and augmenting the area by adding substantial character and quality of life. As a redevelopment/infill project, the Project's residential development will incorporate modern planning principles that seek long-term sustainability.

While there is only one small parcel of existing higher density, residential adjoining the Project, considerate site planning will ensure compatibility between the properties.

2. Seek a variety of housing options that blend with the character of the surrounding community.

Response: Mixed-use projects are identified in the general plan as a means of promoting diversity and neighborhood vitality. As an "inter-generational" mixed-use development, the Project will provide a broader variety of housing options in close proximity then previously developed in the City.

This broad range of housing options both invigorates the non-commercial elements of the Project and also the trade area by increasing the consumer base.

3. Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.

Response: The housing mix contemplated in the Project is intended to provide senior living options, live/work/play opportunities, and traditional suburban housing. The housing mix and overall design of the Project spans all generations and encourages relationships amongst all ages through interaction.

4. Encourage housing development that provides for "live, work, and play" relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.

Response: The mixed-use concept itself helps accomplish this goal. Given the Property's close proximity to Loop 101 and the major arterial streets that surround the Property, significant workforce housing is anticipated.

The mixed-use concept supports live, work, housing, telecommuting and the opportunity to work within the Project. The Project's design should act to influence people to want to enjoy the quality of life both at home and at work. The mixed use design of the Project is intended to contribute to the reduction of vehicle trips, which will subsequently reduce vehicle emissions. It is also intended to encourage alternative modes of

transportation such as pedestrian and bicycle trips. In the event residents do choose to commute to work, no street classified below a major collector is affected in reaching the Loop 101.

5. Encourage the investment of resources and use of existing and future tools to promote the revitalization of Scottsdale's older neighborhoods and adaptation of dated housing stock.

Response: No aged housing inventory is impacted by this application.

6. Encourage the increased availability and integration of a variety of housing that supports flexibility, mobility, independent living, and services for all age groups and those with special needs.

Response: The Project's design incorporates traditional housing product with the addition of an upscale senior living component. This inter-generational mix of housing supports this goal and serves to support other special needs by locating necessary goods and services within easy and convenient access to residents and workers within the Project. The balance of residential and commercial uses within the Project should serve to reduce unnecessary automobile trips.

iii. Neighborhoods

1. Enhance and protect diverse neighborhoods so they are safe and well maintained.

Response: The Property is within an "Activity Center" area as identified by the General Plan as including "major mixed-use areas…" Neighborhood facilities are proposed (including a public library site), coupled with a wide range of housing, to ensure a balance of community "living" is maintained.

2. Use redevelopment and revitalization efforts to provide for the long-term stability of Scottsdale's mature residential and commercial neighborhoods.

Response: The Project will revitalize the site and as the general area matures, provide greater stability vis-à-vis the mix of land uses. The existing use of the Property is less able to accomplish this goal.

3. Sustain the long-term economic well being of the City and its citizens through redevelopment and neighborhood preservation and revitalization efforts.

Response: Given the City's northward expansion over the past 20 years, very few significant neighborhoods or properties in the general area require redevelopment or revitalization. However, due to the relocation of Rawhide, the opportunity exists for redevelopment of the Property into a true master planned community that provides a distinct sense of place and a high quality of life 24 hours a day.

The Project offers virtually every benefit outlined in the General Plan relative to redevelopment including public/private reinvestment, improved visual aesthetics, redevelopment of aging retail, job creation, infill housing and the adaptive reuse of existing infrastructure.

4. Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

Response: The existing land use is not considered a neighborhood but rather a destination entertainment venue. The Project's development plan will ensure, via comprehensive site planning and architecture, that the goal enumerated above will be achieved.

5. Promote and encourage context-appropriate new development in established areas of the community.

Response: Given the variety of land uses adjoining and in the immediate vicinity of the Property (commercial retail (existing and planned), commercial office, light industrial, low to high density housing), the Project reflects the context in which it is located. The Project takes the abutting and surrounding uses into consideration.

D. Open Space

This guiding principle addresses City and community-wide aspirations of maintaining Scottsdale's meaningful open space heritage and desert preservation.

i. Open Space and Recreation

1. Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

Response: The design of open space improvements is proposed within the Project to include highly desirable elements such as tree lined pedestrian paths, pocket parks and view corridors. Scottsdale's Scenic Corridor along Scottsdale Road will also be respected. Carefully designed pedestrian linkages will integrate the Project with the adjacent residential land uses, providing interconnectivity between communities for their mutual benefit.

2. Manage a comprehensive open space program that is responsive to public need, delivers high quality customer service, and exemplifies the Cty's commitment to leadership in environmental affairs.

Response: A comprehensive open space and pedestrian circulation element will be developed to maximize the Project's potential to maintain significant open space, promote non-vehicular modes of transportation and offer passive and active open space experiences.

3. Acquire and develop open space identified (by the City Council) as high priority through land dedication or purchase.

Response: This goal is primarily related to trust lands. Significant new sales and property taxes will be generated by the Project and will directly support this effort.

4. Encourage and cooperate with other governmental agencies to preserve and protect regional open space and to acquire, develop, maintain and operate regional facilities that are available to people who live, work or visit the City of Scottsdale.

Response: Close coordination with the appropriate governmental agencies is anticipated as the development process occurs. Significant cooperation and coordination will be necessary in order to ensure that roadways, drainage solutions, landscaping, etc. are planned, constructed and maintained to high standards.

5. Improve the quality of life for all Scottsdale residents by ensuring a wide range of recreational facilities and services.

Response: The project includes public amenities including a proposed library site. Additionally, impact fees, assessments and tax revenues will support the efforts outlined in this goal. Also supporting this goal is the overall high quality of the Project, which shall serve to enhance the already high quality of life enjoyed by the surrounding community.

6. Cooperate with and support the school districts that serve Scottsdale to be able to continue access to school sites and facilities for suitable, safe, and consistent recreational use and enjoyment.

Response: The "inter-generational" element of the Project has afforded the development team with a unique opportunity to "partner" with a nearby public school to develop an interactive based program with the senior living community that is part of the Project. The specific details are likely to include stewardship and mentoring programs and increased volunteerism.

7. Provide attractive, well-maintained community recreational and park facilities that serve the entire community.

Response: The library site and public paths will be thoughtfully planned, well constructed and maintained and is intended for the full enjoyment of the entire community. Additionally, it is our intent to explore use of the Rawhide Wash for additional public amenities.

8. Provide access to educational, recreational, and cultural services for all residents.

Response: The proposed library site compliments the existing public school creating a synergy of public educational and cultural services.

ii. Preservation and Environmental Planning

1. Acquire the land within the Recommended Study Boundary of the McDowell Sonoran Preserve to create an integrated desert open space system linking open spaces in Scottsdale with open spaces adjacent to Scottsdale.

Response: The Project provides housing and employment opportunities that might otherwise be contemplated on lands targeted for preservation. Real property taxes and sales taxes generated at the Project should continue to support the preservation efforts and high quality of life in Scottsdale.

2. Enhance the quality of life in Scottsdale by safeguarding the natural environment.

Response: By preserving the pattern of the Rawhide Wash through sensitive redesign and re-vegetation, wildlife should be able to continue to utilize migrate and continue to co-exist with the Project.

3. Achieve a sustainable balance between the conservation, use and development of Scottsdale's natural resources.

Response: Appropriate residential densities help create a critical mass where recycling programs and other environmentally friendly activities are even more successful.

4. Reduce energy consumption and promote energy conservation.

Response: Current building codes, energy codes, and other conservation efforts may be incorporated into the Project.

5. Conserve water and encourage the reuse of wastewater.

Response: The City's requirements will be adhered to. Low-water plant materials will be integrated into the Project.

6. Ensure the quality of our groundwater and surface water supplies.

Response: No land uses that would have a deleterious effect on surface or groundwater are proposed.

7. Promote local and regional efforts to improve air quality.

Response: The live, work, and play mixed-use model reflected in the Project has been demonstrated to reduce vehicle miles traveled and correspondingly improves air quality.

8. Maximize resource recovery and reuse, and promote recycling and promote the use of recycled, recyclable, and renewable materials.

Response: While existing improvements on the Property do not incorporate the elements and construction materials contemplated by this goal, alternative materials and construction techniques will be discussed in the design phase.

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

Response: Although not subject to ESL, it is our intent to integrate existing native vegetation into the open space of the Project.

10. *Encourage environmentally sound "green building" alternatives that support sustainable desert living.*

Response: These options will be explored in the design phase. (The development team includes Taliesin trained architects specializing in desert construction strategies and techniques.)

E. Seek Sustainability

i. Cost of Development

1. Present quick tabular and graphic analyses and reviews to city elective and appointive bodies and the general public by using fiscal impact modeling.

Response: See the land use impact analysis attached.

2. Assign a staff liaison from each City department to participate, on an as-needed basis, with the primary management team of a fiscal impact model.

Response: This is at the City's discretion and control.

3. Conduct City department evaluation, planning, and budgeting for existing and future levels of public service operations and the development of infrastructure and capital facilities by the use of fiscal impact modeling.

Response: This is at the City's discretion and control.

ii. Growth Areas

1. Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

Response: While once in a new growth area of the City, the Property is now an infill site located at the geographic center of Scottsdale. Mixed-use infill is considered appropriate at this location. Furthermore, the proximity of the Project to the trail and transportation systems helps eliminate the need to provide extraordinary infrastructure.

2. Make automobile, transit and other multimodal circulation more efficient.

Response: The arterial and collector streets surrounding the Property on all sides will provide excellent multi-model transportation opportunities. The Project benefits from its access to the Loop 101 via Scottsdale Road and Hayden-Miller Road, which are located on the Project's western and eastern boundaries, respectively.

3. Conserve significant natural resources and open space areas in the growth areas and coordinate their locations to similar areas outside the growth areas.

Response: The Scenic Corridor, Rawhide Wash, and the pedestrian linkage system provide excellent opportunities to provide high quality and usable open space to enhance the area and support the Project.

4. Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and fiscal planning that is coordinated with development activity.

Response: The infill nature of the Project will serve as a link of development along the border of Scottsdale and Phoenix.

5. Identify legal mandates and policies concerning future growth, development, revitalization, redevelopment, and expansion of public infrastructure and facilities, services and crime prevention within the municipal boundaries.

Response: This goal does not appear to apply to this request.

6. Integrate public (civic) art into the visual character of designated growth areas.

Response: Public art will be incorporated into the overall design of the Project.

7. Promote development timing that is guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.

Response: N/A

iii. Public Services and Facilities

1. Establish and maintain an innovative, sustainable solid waste collection, recycling, and disposal delivery system for present and future generations.

Response: As a mixed-use and infill development, the Project will satisfy this goal through participation in the services provided by the City, as well as participation in future services, programs and voluntary efforts made available to the Project's users.

2. Protect the health, safety, and welfare of the public from the impacts of flooding.

Response: The future placement of Rawhide Wash through the Project will help serve to eliminate flooding risks for the Project.

3. Encourage provision of power and communication systems that match the character of Scottsdale and provide reliable, efficient service for Scottsdale citizens, visitors, and businesses.

Response: Utility coordination, under grounding and beautification, will be addressed in the utility design phase and the Project will comply with local codes and the provisions of the state statutes. The intent is for the Project to be designed, built and operated using state-of-the-art technology that maximizes the reliability and efficiency of the Project.

4. Develop strategies to place the library in a position to respond to future challenges brought on by the information age, social and economic forces and people's lifestyles.

Response: The proposed library site appears to address this goal adequately.

5. Partner with other jurisdictions and agencies to achieve maximum efficiency in city service delivery.

Response: As a result of a shared border with the City of Phoenix, emergency services are available from both municipalities as provided for in the prevailing inter-governmental and shared dispatching agreements.

6. Provide an integrated system of services, resources, and opportunities to help Scottsdale residents of all ages improve their lives, the lives of others, neighborhoods, and the total community.

Response: The inter-generational aspect of the Project accomplishes this goal. The design of the project consisting of mixed uses encourages interplay amongst its users.

7. Provide a safe environment for all Scottsdale citizens, visitors, and private interests by alleviating physical risks that may be encountered in the normal operation and development of the community.

Response: The Project's physical environment will provide a level of accessibility and safety commensurate with an "inter-generational" community.

8. Provide city service facilities to meet the governmental, administrative, public safety, emergency, social, human, cultural, informational, and maintenance needs of the community.

Response: N/A

9. Design public buildings and improve aesthetics of public buildings and facilities to increase appeal as community gathering spaces.

Response: N/A

10. Provide recreational opportunities to meet the needs of all areas of the community through public facilities.

Response: N/A

11. Coordinate with the School Districts that serve Scottsdale to plan for and secure school sites and facilities for the delivery of the best elementary and secondary educational programs achievable for the school-age children of the community.

Response: N/A

12. Ensure renewable, long-term water supplies for the community.

Response: N/A

13. Encourage the conservation of water and the reuse of wastewater.

Response: This will be enhanced through the City's existing ordinance requirements.

14. Meet or surpass all applicable water quality standards for domestic, commercial, and industrial uses.

Response: Development will comply with the provisions of the Safe Drinking Water Act.

F. Advance Transportation

i. Community Mobility

1. Protect the function and form of regional air and land corridors.

Response: The streetscape, pedestrian linkages and non-vehicular circulation element developed for the Project ensures that the Scottsdale Road corridor will reflect the character that is synonymous with Scottsdale.

Additionally, perimeter landscaped setbacks will create a condition far superior to the existing condition. The quality landscaping to be placed in Rawhide Wash, the Scottsdale Road Scenic Corridor and the Project's open space will further contribute to the satisfaction of this goal.

2. Protect the physical integrity of regional networks to help reduce the number, length, and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

Response: The proposed land use mix and corresponding densities are intended to reduce distance and frequency of trips, move people and goods efficiently though the transportation network improve regional transit systems, and encourage people to use non-vehicular means to travel about the Project.

3. Promote regional diversity and connectivity of mobility choices.

Response: The mixed-use nature of the Project reduces the stress typically seen on regional systems intended to connect people to regional employment centers. Additionally, by integrating the non-vehicular pathway system with the existing and proposed land uses on the perimeter of the Project, trip generation is reduced.

4. *Prioritize regional connections to safely, effectively and efficiently move people, goods, and information beyond the city boundaries.*

Response: Safe ingress and egress from the Project is a very important design aspect of the Project. An additional traffic signal at the main boulevard entry on Scottsdale Road will be considered in the traffic analysis being prepared for the Project. The appropriate timing and intervals created by properly synchronized traffic

signal systems will benefit the efficient flow people and goods through the Project and the adjoining street systems.

5. Relieve traffic congestion.

Response: The mixed-use, live, work and play character of the Project relieves traffic congestion by providing goods and services within a convenient distance for residents without having to ever leave the Project.

6. Optimize the mobility of people, goods, and information for the expected buildout of the city.

Response: The property is adjacent to arterial and collector streets on each side. This close relationship to the street system and the Projects ability to maximize the relationship provides opportunity to accommodate multi-model forms of transportation. Proper, balanced ingress/egress design will go a long way to achieve this goal.

7. Maintain Scottsdale's high aesthetic values and environmental standards in the city's transportation system.

Response: The City's Development Services Department will ensure that appropriate and adequate scenic corridors and open space amenities intended to support alternative transportation (like bus shelters, bike racks, etc.) are provided and reflect the quality associated with Scottsdale.

8. Emphasize live, work, and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.

Response: At 160 acres, the Property is ideal for a micro-master planned mixed-use community. Mixed-use

developments are encouraged in these setting when properly designed and integrated to capture trips and reduce traffic volume.

Being designed to be a traffic reliever, by capturing trips and providing goods and services in a single location, strain on the regional system is reduced.

9. Protect neighborhoods from negative impacts of regional and citywide networks.

Response: The entire Project has been designed to place the appropriate land uses in the proper locations. Residential uses are buffered by active and passive land uses while a network of interconnected streets and paths establish a user-friendly circulation element.

10. Encourage a diversity of links between neighborhood systems and with citywide and regional systems.

Response: The internal circulation element at the Project is intended to relate to the surrounding properties and tie the Project into the community. This is accomplished by identifying points of entry or "gateways" into and out of the Project. Specialty monuments, Project identification, landscaping, outdoor fixtures, art and other iconic elements will identify these gateways and reinforce the use of the non-vehicular circulation element.

11. Provide opportunities for building "community" through neighborhood mobility.

Response: Mobility plays a significant role in building a community. Typically well planned networks within a project are necessary to adequately move people, products and services throughout the community. The mixed-use character of the Project combined with superior site planning and design accomplishes this goal.

12. Recognize the diversity of neighborhoods throughout the city and their different mobility needs.

Response: The neighborhood diversity reflected in the Project supports the development of alternative mobility networks. Furthermore, given the housing element intended to serve the senior living market, special consideration will be paid to promote their interaction with the balance of the community.

The inter-generational design incorporated within the Project goes a long way to satisfy this goal.

III. Conclusion/Summary

The General Plan establishes comprehensive criteria intended to determine the appropriateness of land use proposals in the context of neighborhood, community and citywide goals. The request to amend the general plan from Cultural/Institutional to Mixed-Use is meritorious and, when analyzed in the context of the goals of the General Plan meets and exceeds its criteria.

By following the guiding principles, goals and approaches of the General Plan, the Project accomplishes an integration of residential, retail and office uses to create a micro-community that provides a high standard of living.

The Project will be designed so people can actually live, work and play without consideration of their automobiles. The overall design guidelines will be comprehensive and honor Scottsdale's long tradition of architectural excellence – truly creating a "sense of place".

The Project will generate significant revenue's for the City and create employment opportunities. The Project will contribute significant revenues to the City of Scottsdale's General Fund as well as create jobs that result in City income. While the Project will be a significant revenue generator, it will also create an area within the City that addresses cultural and tourism needs.

The Project is site planned so as to pay careful attention to the Rawhide Wash and the property owned by the Arizona State Land Department ("ASLD").

The Project is compatible with surrounding land uses and provides appropriate buffering, transitioning, open space, streetscapes and functional relationships between communities.

The master planned, mixed-use character of the Project blends housing, employment and recreational opportunities that support one another while creating a built environment with breathtaking streetscapes, architecture and amenities.

An extensive community outreach program and team has been assembled specifically for the Project. Unsurpassed levels of communication will be employed to inform the community and to incorporate their ideas into the Project.

Overall, the Project's ability to meet the goals of the General Plan, the integration of varied housing product and land uses, combined with the characteristics of the Property and its' relationship to existing infrastructure, and developments, justifies the General Plan amendment.