PROJECT NARRATIVE

General Plan and Rezoning

DESERT MOUNTAIN

(A Portion of Parcel 16)

Overview

Desert Mountain is a successful 8,000-acre master plan known as one of the premiere residential and recreational communities on both a national level and even international level.

The purpose of this application is to obtain approval to amend the General Plan designation on a very small portion of Desert Mountain, i.e. Parcel 16 (14.9 ac.) from Commercial to Urban Residential land use and rezone the property from C-2 to R-4R. Parcel 16 in its current configuration was created with the 1993 Desert Mountain Master Plan Amendment. Currently, Parcel 16 can be developed to allow 75,000 square feet of retail/commercial and 75,000 square feet of office with a maximum F.A.R. .15.

Proposed Amendments

Implementation of this proposal requires approval of a Minor General Plan Amendment and a rezoning. Although the subject site is located on the perimeter of the Desert Mountain community and adjacent to Cave Creek Road, a regional road, the surrounding area has been developed with high-quality single-family master planned communities. The need for commercial or office development on this parcel has not materialized as originally envisioned in the original 1986 zoning (and as amended in 1993), and Desert Mountain now believes that low density residential land uses is a logical use of this property.

General Plan Amendment Analysis

Approval of this proposed Minor General Plan Amendment and rezoning will constitute an improvement to the overall Desert Mountain Master Plan. The need for commercial on this parcel has been diminished by the numerous commercial services that the Desert Mountain clubhouse system already offers. The Desert Mountain Club ("DMC") is comprised of six golf courses and six clubhouses which offer superior restaurants and services to an affluent membership. Such services include monthly social "lifestyle" events, catering for the entire property, as well as special catered events throughout the property at each club venue and in member homes. The DMC also manages and maintains food and beverage services to its members beyond the hours of operation of the various club dining rooms. The DMC provides casual to upscale dining (i.e. from "The Home of the Great Hamburgers, Sandwiches and Salads" to traditional dining venues comparable to Houston's, Eddie's Grill and Earl's).

Additionally, the Sonoran Clubhouse provides an upscale boutique which offers men, women and children apparel as well as tennis and fitness apparel. The boutique also serves as a place where members can pick up items such as milk, gourmet snacks, eggs, etc. The Clubhouse also has a coffee shop featuring specialty coffees, smoothies, magazines and much more. Simply put, there is no compelling need for commercial services to be developed on this portion of Parcel 16.

In terms of justifications for approval of this Minor General Plan Amendment, which we believe is consistent with the goals and policies of the General Plan guiding principles and elements, we offer the following:

Character and Lifestyle

The character and lifestyle element of the General Plan lists seven goals that, if adhered to, are presumed to preserve the various character types in Scottsdale. Specifically, this property being located in Desert Mountain already has an established character and lifestyle. The proposed amendment to allow development with residential units at this location is much more conducive to preserving that character and lifestyle of Desert Mountain and this general area than would the intrusion of a commercial center.

The site is currently mostly vacant. Desert Mountain's offices are located at the northwest corner of Desert Hills Drive and Cave Creek Road on a small portion of the Parcel 16 property and a City water pump station is located on the south side of Desert Hills Drive. Neither of these two improvements are on property that is a part of this application. North of the property, across Desert Hills Drive, is the Apache Golf Course and Desert Fairway subdivision which is part of Desert Mountain and the vacant undeveloped land that is west and south of the site is part of the Village of Eagle Feather. More single-family homes are located across Cave Creek Road east of the property. Although commercial use of the 14.9 ac. property is feasible, it is clearly not the preferred choice given all of the residential and golf course uses surrounding the property and the impact that it would have on the existing character and lifestyle.

Economic Vitality

This general area of the City of Scottsdale is home to very high-end, high quality housing. There are ample commercial services available in proximity to these uses and their economic vitality is very strong. The economic vitality of Desert Mountain and the surrounding residential projects is also very good. Development of the property for residential use will build on the residential base of uses and reinforce values in the area. Development of the property with commercial or office use, again while feasible, is clearly not the most preferred choice for Desert Mountain residents or the other nearby residential areas.

Enhanced Neighborhoods

Residential use of the property will reinforce or enhance the adjacent neighborhoods. It is supported by the community residents and adds additional high-end housing in the area. Use of this property for residential uses supports the City's general goal of enhancing neighborhoods.

Open Space

This property being part of the Desert Mountain master plan has already contributed to open space and recreation. Ultimately, the development of the property will continue to utilize the environmentally sensitive development standards and practices of Desert Mountain and open space will be part of the residential project that will be built on the property.

Sustainability

All public services and facilities necessary to serve this property are already in place because of the Desert Mountain master plan. Development of the property has always been envisioned and development of the property with residential use will have less impact but will have a greater positive impact on overall value than commercial development of the property. Therefore, approval of this request supports the City's goal of sustainable development.

Rezoning

Approval of the Minor General Plan Amendment will enable the property to be rezoned to R-4R and be developed with attached single family units using the existing amended development standards at a density of approximately 2.9 du/ac.

Conclusion

Over the years, there have been several modifications to the Desert Mountain master plan that have been necessary to accommodate the environment, topography and market demands. All of these amendments once implemented have demonstrated the continuing dedication to exceptional high standards established for the Desert Mountain master plan community. This proposal to redesignate the property from commercial to urban residential is both appropriate and necessary to continue implementation of the Desert Mountain master plan.

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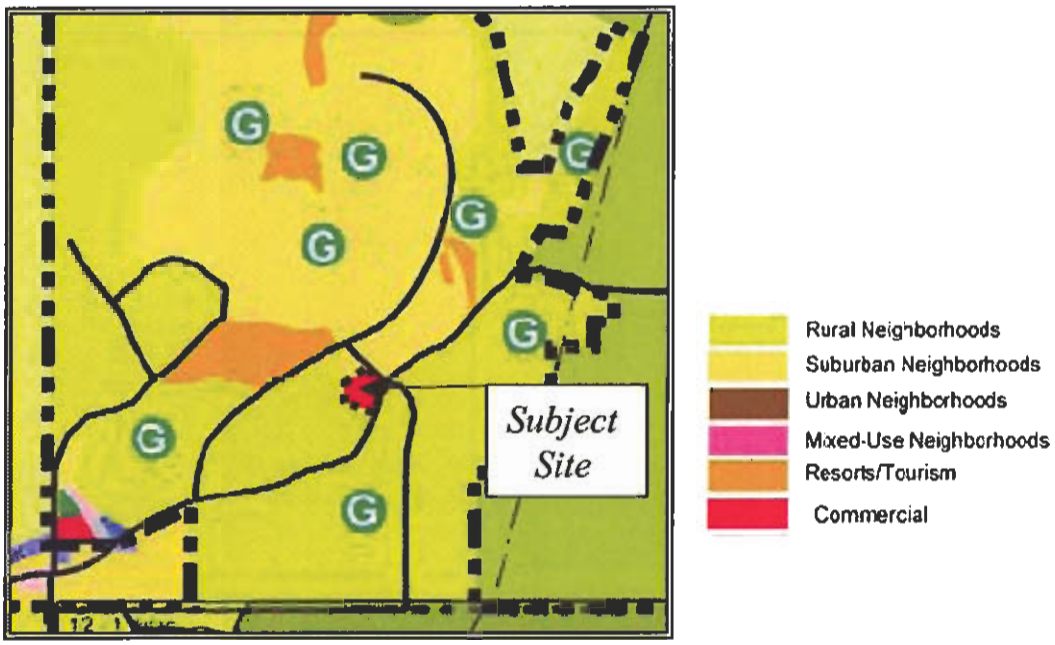
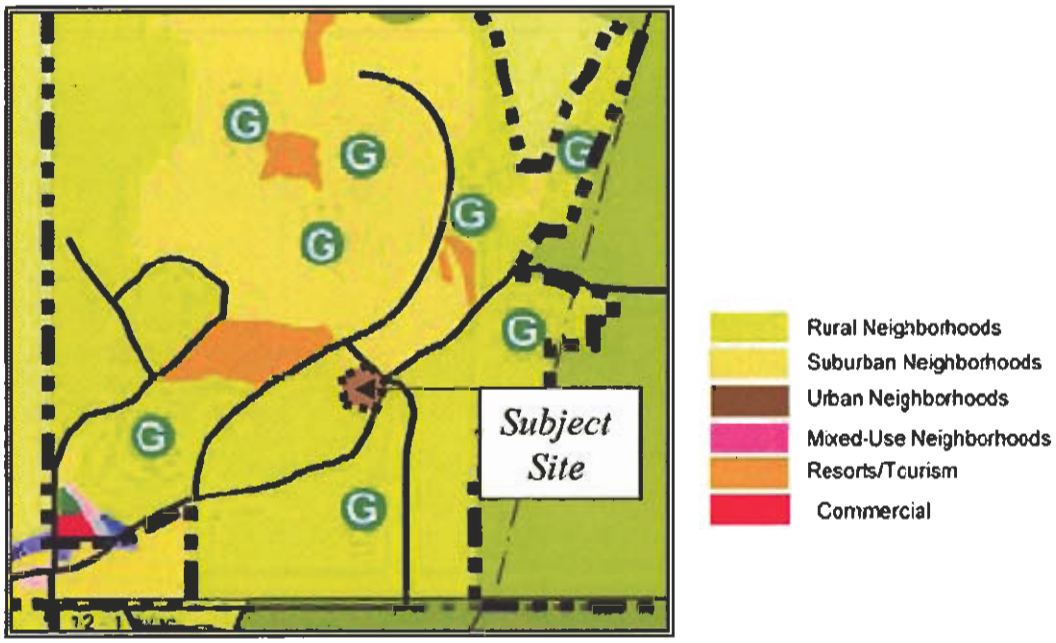
Proposed General Plan Amendment
Desert Mountain – Parcel 16



EXISTING General Plan

Existing land use designation = Commercial



PROPOSED General Plan

Proposed land use designation = Urban Neighborhoods

8-GP-2004
7-8-04

Context Aerial and Site Plan

DESERT MOUNTAIN PARCEL 16
REZONING APPLICATION
CITY OF SCOTTSDALE, ARIZONA

CONTEXT AERIAL/
SITE PLAN

8-GP-2004
7-8-04