

Arizona State Land Department

Crossroads East
PCD Amendment

General Plan Conformity Analysis ***September 12, 2002***

I. Conformance with Land Use Designations

The proposed PCD amendment for Crossroads East is consistent with the Land Use designations set forth in the City of Scottsdale's General Plan (the "General Plan"). Crossroads East is designated as Mixed Use Neighborhoods with a Regional Use District overlay. Mixed-Use Neighborhoods are areas with access to major regional transportation and services and have a focus on human scale development. These areas can accommodate higher density housing with office, retail or mixed-use structures with residential above commercial. The Regional Use District overlay is intended to provide "...flexibility for land uses when it can be demonstrated that new land uses are viable in serving a regional market. Regional uses include, but are not limited to, corporate office, region serving retail, major medical, education campus, community service facilities, tourism and destination attraction uses." Additionally, Crossroads East is located within the Freeway Corridor/Regional Core and Employment Character Types and within the Sonoran Regional Core/Airpark Character Area.

The proposed PCD amendment, uses and specifically the land use distribution for Crossroads East are consistent with the General Plan and represent a refinement to earlier approved zoning. Furthermore, the proposed changes are more consistent with recent changes to the General Plan and represent the very type of development encouraged and promoted within the General Plan. The proposed zoning is specifically consistent with the following Visions, Values and Goal statements as contained in the General Plan. The City of Scottsdale's (the "City") vision, value or goal statements are listed and the response on how the Crossroads East PCD is consistent with the stated policy is in bold.

II. Conformance with Specific Visions, Values and Goals

A. Land Use Element

1. Land Use Vision: "...We will determine the appropriate balance among land uses, respect single-use areas and promote multi-use areas,

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focusing on land uses that complement each other visually, aesthetically, socially and economically...”

2. Scottsdale (Land Use) Values

- Land uses that contribute to the building of community unity and cohesiveness.
- Land uses in combinations with transportation planning that creates logical patterns, that foster connections, and that enhance proximity.
- Balancing of uses that support live, work, and play relationships.
- Well-sited mixed-use districts that integrate residential, retail, office and other uses.

The Crossroad East PCD is consistent with the above statements in the General Plan in that the PCD will continue to provide a mixture of land uses that are balanced and which provide a level of synergy. With the unique multi-modal transportation system, this will be a site where citizens can actually live, work and play.

3. Goals and Approaches: Regional Context

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

- Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base.
- Encourage land uses that preserve a high quality of life and define Scottsdale’s sense of place within the region.

The Crossroads East PCD will contribute significant revenues to the City’s General Fund as well as create jobs and wages. While the project will be a significant revenue generator, it will also create an area that is a cultural, tourist and business attraction.

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

- Work with adjacent jurisdictions to understand the dynamics of the emerging and redeveloping areas on the borders of Scottsdale.
- Support the location of regional land uses, such as major employment centers along regional mobility networks.

- Relate regional transportation corridors to land use intensities.

The Crossroad East PCD will be planned in conjunction with the State Trust land located to the west of Scottsdale Road as an important regional focal point. The Crossroads East PCD will also be planned in close cooperation with private lands immediately west of the project area, the City of Phoenix and the Arizona Department of Transportation. This coordination is important, as Crossroads East is appropriately located along major regional thoroughfares including the Loop 101 and Scottsdale Road and includes a transportation system to accommodate the entire area. Furthermore, land use intensities are planned to coexist with transportation routes.

Goal 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.

- Allow for a diversity of residential uses and supporting services that provide for the needs of the community.
- Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.
- Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.

The Crossroads East PCD implements the goals of a jobs/housing balance and provides a strong economic base for the City.

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

- Integrate the pattern of land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.
- Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.
- Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips (pedestrian and cycling and transit) where environmentally and physically feasible.

Mobility options at the micro- and macro-level have been incorporated and have influenced the proposed circulation system for Crossroads East. The inclusion of a sub-regional transportation reliever system into the plan will positively impact transportation circulation from and to the site and will provide a solution to surrounding residential developments to help alleviate anticipated traffic to residential areas.

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

- Encourage a variety of compatible mixed-use land uses throughout the city in appropriate locations allowing people to live, work, play and shop in the same general area.

The Crossroads East PCD combines mixed uses including residential, commercial and office uses in a location with convenient access to major transportation systems. Crossroads East creates an environment that encourages and allows people to “live, work, play and shop” in the same area.

Goal 7. Sensitive integrate land uses into the surrounding physical and natural environment, the neighborhood setting, and the neighborhood itself.

- Focus intense land uses along major transportation networks (such as the Pima Freeway and major arterial streets) and in urban centers (such as Downtown and the Airpark). Less intense land uses should be located within more environmentally sensitive lands.

The Crossroads East PCD has been designed to focus the most intense uses along the Loop 101 and other transportation routes within Crossroads East.

B. Economic Element

1. Economic Values

- Continuation of a strong, locally unparalleled retail environment.

The Crossroads East PCD will contribute significantly to the City’s economy through the generation of local revenues to the General Fund, and creation of jobs and wages.

2. Goals and Approaches

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

- Regional and larger community retail centers are encouraged to locate on major streets and freeway interchanges where access is available and / or in close proximity to customers.
- Insure neighborhoods are adequately protected from major commercial development through design sensitivity, buffering and traffic management, etc.

The Crossroads East PCD proposes higher intensity development in proximity to the freeway. Additionally, the proposed project protects the integrity of existing residential areas by proposing a new loop road system which will reduce traffic in residential areas.

C. Community Involvement Element

1. Goals and Approaches

Goal 1. Seek early and on-going involvement in project/policy-making discussions.

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

The planning process for Crossroads East PCD Amendment includes an extensive community outreach and communication effort that seeks to involve and engage adjacent neighbors and other Scottsdale stakeholders in the planning process.

D. Housing

1. Values

- A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities.

2. Goals and Approaches

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

- Encourage the creation of mixed-use projects as a means to increase housing supply while protecting diversity and neighborhood vitality.

Goal 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.

The updated entitlements for Crossroads East will allow an environment where residents can live, work and play. The variety of residential and commercial uses already approved for Crossroads East will creatively satisfy this community value.

E. Mobility Element

1. Values

- Live, work and play relationships in land use patterns that reduce the number and distance of auto dependant trips and are supported by mobility networks. (Such as: mixed use projects or focused development near to non-automotive mobility systems)
- Balance between regional, City-wide and neighborhood level transportation needs.
- Maintenance of regional, citywide and neighborhood connections/networks.
- City-wide and regional systems that minimize impacts on viewsheds, the natural environment and local neighborhoods.

The Crossroads East PCD combines mixed uses including residential, commercial and office uses in a location with convenient access to major transportation systems. The Crossroads East PCD creates an environment that encourages and allows people to “live, work, play and shop” in the same area.

2. Goals and Approaches

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.

- Improve air quality, by encouraging live, work, and play relationships in land use decisions that reduce the distance and frequency of automotive generated trips.

The transportation system for Crossroads East and for the entire area is intended to reduce vehicle trips, which will subsequently improve air quality.

Goal 5. Relieve Traffic congestion.

- Emphasize work, live and play relationships in land use decisions that will reduce the distance and frequency of automotive trips and support alternative modes, such as pedestrian paths, equestrian trails, cyclist routes, transit, telecommuting and technology for moving people and information.

The transportation system for Crossroads East is intended to reduce vehicle trips and to encourage alternative modes of transportation such as transit, pedestrian and bicycle trips.

Goal 6. Optimize the mobility of people, goods, and information for the expected build out of the City.

- Maintain the option to expand existing and future networks to more efficiently serve the community in the future. Communicate with the community to ensure options are left open to deal with needed expansions in a timely and cost effective manner.
- Plan for alternative routes and modes to provide options in the event that expansion of existing routes is not possible.

Crossroads East has been planned to include a sub-regional loop route, which will function as a traffic reliever for the area. This additional east-west route will assist in minimizing traffic to existing residential areas.

Goal 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.

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- Emphasize the relationship and balance of land uses within general areas of the city to determine if an appropriate mixture exists that will reduce the demand on regional and local systems.
- Encourage, where appropriate, mixed use developments that physically incorporate residential, shopping and work environments within one area or project and place strong emphasis on connectivity with non-motorized access (pedestrian oriented development.)

The Crossroads East PCD combines mixed uses including residential, commercial and office uses in a location with convenient access to major transportation systems. Crossroads East creates an environment that encourages and allows people to “live, work, play and shop” in the same area. Crossroads East has been planned to include a sub-regional traffic route, which will function as a traffic reliever for the area. This additional east-west route will assist in minimizing traffic to existing residential areas.

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

- Provide neighborhood systems that safely move people, connect neighborhoods to citywide and regional networks, while discouraging citywide and regional cut-through automobile traffic.
- Explore neighborhood street layouts and design that are not necessarily aligned with the citywide and regional network to prevent cut-through automobile traffic, reduce speeding and noise, provide greater and safer opportunities for non-motorized modes, and to create an environment where the neighborhood can flourish.
- Balance access and movement between citywide corridors and neighborhood corridors to favor protecting the neighborhoods.

The proposed east-west roadway connection between Scottsdale and Hayden Roads will provide a significant alternative to Miller Road (76th Street) and Thompson Peak Parkway (through existing Grayhawk neighborhoods), which would otherwise be a major transportation corridor from Crossroads East.

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

- Emphasize accessibility and connections between neighborhoods while discouraging citywide and regional traffic in neighborhoods.

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