

Project Narrative

Location: NWC of Pima & Dynamite

General Plan Amendment Narrative Report

Prepared for:
Scottsdale Dynamite Properties, LLC

Prepared by:
Berry & Damore, LLC

John V. Berry, Esq.
Michele Hammond, Principal Planner

6750 E. Camelback Road, Suite 100
Scottsdale, AZ 85251

Date: April 23, 2009

I. Introduction

Scottsdale's voter approved General Plan provides as follows:

"There is a natural tendency to presume that the [General] Plan, as adopted, will be applied in its entirety with minimal change over that period of time. But, such rigid application would not be responsive to the natural changes and unforeseen opportunities that arise in a community as dynamic as Scottsdale. Making long-range decisions means that issues need to be periodically readdressed to reflect new or emerging circumstances. Beyond this practical issue, there is also a legal issue. Each succeeding City Council has the discretion to reconsider previous long-range policy decisions and may choose to modify them, subject of course to community discussion in public hearings. The General Plan is a key instrument to reflect changing perspectives and attitudes."

II. Overview

This request is for a Major General Plan Amendment ("GPA") from the Rural Neighborhoods land use category to the Neighborhood Commercial land use category on approximately 10 (+/-) gross acres located at the northwest corner of Pima Road and Dynamite Boulevard (the "Property").

The applicant intends to create a very unique environmentally sustainable demonstration project in the upper Sonoran Desert, which will become a model for truly mixed-use sustainable design and development. The owner's long-term commitment to entitle, develop, construct and manage the Property provides a special opportunity to highlight the latest principles and practices of sustainability and green building design. The uses envisioned for the Property embraces the Desert Foothills Character Plan and supports the area's rural and rustic lifestyle.

The applicant is committed to developing a design expression that takes its clues from authentic design features and conditions that are true to the aspirations expressed in both the General Plan and the Desert Foothills Character Plan. Unlike the now typical ranch style of commercial architecture that has become the norm of most recent shopping centers, this unique project will look for a more rural and authentic design theme that looks to better blend within the context of the desert setting.

The building uses will be the key influences of design and direct a design character that is representative of the area. The range of building uses that will help to influence the design could include: a general store, hardware store with a feed and tack component, a flower and garden shop, a specialty restaurant, and fueling service as well as other compatible neighborhood commercial uses. The collection of retail and related commercial uses proposed for the Property will be unique to the neighborhood and not found in other retail development in the area. Building materials may include facades that incorporate rammed earth, adobe brick, board form concrete, native stone, board-on-batten, vertical gabions, corten steel and other similar treatments. Roof materials and

features may include; corrugated metal, standing seam metal (and other similar profiles), corten steel, clay tile, wood shakes and copper. All additional architecture design and features will look to complement the character of the rural desert vernacular expression.

This distinctive small-scale, environmentally sensitive neighborhood service opportunity provides an excellent transition from the more intense major arterial streets to existing residential zoning. It is important to consider the intense land use patterns that have developed near and adjacent to the Property. To the north along Pima Road, is a 25-acre church property known as the Dream Center. West along Dynamite, is a commercial ranch facility with a series of large-scale metal stables and active riding facilities. Further, the Property is near a host of master planned communities and residential subdivisions that include Troon/Troon North and Estancia (approximately one-half mile to the east) and Desert Highlands (approximately one mile to the south). The Property is adjacent to a major utility corridor with towers reaching over 100 feet in height, as well as two major regional arterial roads. The site itself is further constrained by two 100-ft. wide Scenic Corridors adjacent to the arterial roads and natural wash corridors that traverse the Property leaving a little more than half of the original 10 acres to be developed. Clearly, the area includes a variety of more intense uses than traditionally found in rural residential neighborhoods. Consequently, the land use market realities of large lot single family homes being developed on the subject Property indicates that the Rural Neighborhoods land use designation is antiquated and thus will necessitate a General Plan land use change to allow more realistic development to occur on the Property and to address growing needs of area residents and increasing populations in that corridor.

The following images depict the character of the area and surrounding land uses.

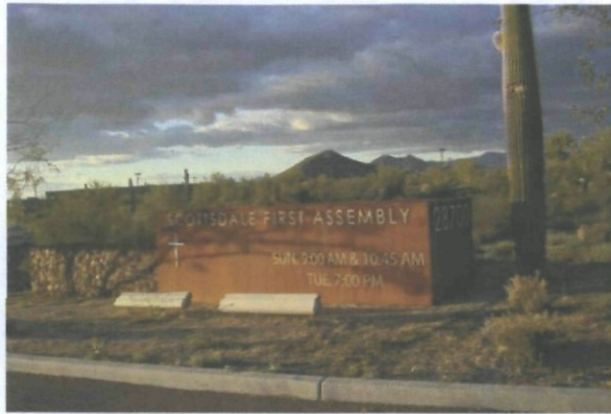


Adjacent Commercial Ranch Facility - View North





Adjacent Commercial Ranch Facility



Dream Center Scottsdale First Assembly



Power-line Corridor at Intersection of Pima & Dynamite – View North



Power-line Corridor at Pima & Dynamite – View Southeast from Property

III. Guiding Principles of the General Plan

A myriad of goals and approaches intended to integrate the “Guiding Principles” into the planning process, determine if the City’s Guiding Principles are being achieved in the context of general land use planning. These principles, goals and approaches are however not static or inflexible and the General Plan clearly recognizes that, “The General Plan is designed to be a broad, flexible document that changes as the community needs, conditions and direction change.” It is with this inherent flexibility in mind that the proposed GPA meets and exceeds the goals and vision established in the General Plan by conforming to the guiding principles, goals and approaches as described in this Application.

Scottsdale’s character based general planning includes three distinct, interrelated levels. Level 1 includes Citywide planning; Level 2 is character area planning and Level 3 is neighborhood planning. Five (5) “Planning Zones” are identified in the City’s Level 1-Citywide Planning. The Property is located in the City’s Planning Zone “E”, which is the northernmost zone and includes a variety of master planned communities such as Terravita, the Boulders, Desert Mountain, Legend Trails and also includes several thousand acres of State Trust Lands. It is important to note that this proposal, at approximately 10 (+/-) gross acres, is well below the acreage criteria associated with a Major General Plan Amendment in Zone E (15-acre threshold), thus is not the size of the parcel that warrants a Major General Plan Amendment, but rather its change in land use category.

Level 2 general planning is character area planning. Character Plans are developed by the City over a period of time and speak specifically to the goals and special attributes of an identifiable and functional area such as land use, infrastructure, architecture and transitions. This Property falls within the Desert Foothills Character Area.

Level 3 general planning includes neighborhood planning intended to identify and implement efforts to improve specific neighborhoods within the City. There is no neighborhood plan for this Property.

This request is for a Major General Plan Amendment to the land use category and map contained in the Land Use element of the General Plan. As previously stated, six Guiding Principles articulate (via goals and approaches) how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Value Scottsdale’s Unique Lifestyle & Character
2. Support Economic Vitality
3. Enhance Neighborhoods
4. Preserve Meaningful Open Space

5. Seek Sustainability

6. Advance Transportation

Further, there are twelve "Elements" or sections of the General Plan containing the City's policies on the following sub-categories: 1) character and design, 2) land use, 3) economic vitality, 4) community involvement, 5) housing, 6) neighborhoods, 7) open space and recreation, 8) preservation and environmental planning, 9) cost of development, 10) growth areas, 11) public services and facilities and 12) community mobility. These Elements further breakdown the "Goals and Approaches" established in each chapter. Following this section is a description of how this Application and corresponding development of the Property satisfies and is emblematic of the Guiding Principles found within the City's General Plan.

A. Guiding Principle: Character & Lifestyle

The Character and Lifestyle Guiding Principle contains two elements, the Character and Design Element and the Land Use Element.

i. Character and Design Element

The Character and Design Element seeks to promote quality development and redevelopment that is sustainable and appropriate in striking a balance between natural desert settings, historically significant sites and structures and the surrounding neighborhood context.

"Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran desert environment, all of which are considered amenities that help sustain our community and its quality of life." The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property.

1. ***The design character of any area should be enhanced and strengthened by new development.***
 - *Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design.*
 - *Building design should be sensitive to the evolving context of an area over time.*
2. ***Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features such as:***
 - *Scenic views of the Sonoran desert and mountains.*
 - *Archaeological and historical resources.*

3. ***Development should be sensitive to existing topography and landscaping.***
 - *A design should respond to the unique terrain of the site by blending with the natural shape and texture of the land while minimizing disturbances to the natural environment.*
4. ***Development should protect the character of the Sonoran desert by preserving and restoring natural habitats and ecological processes.***
5. ***The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.***
 - *Streetscapes should provide continuity among adjacent uses through use of cohesive landscaping, decorative paving, street furniture, public art and integrated infrastructure elements.*
6. ***Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.***
7. ***Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.***
 - *Design elements should be included to reflect a human scale, such as the use of shelter and shade for the pedestrian and a variety of building masses.*
8. ***Buildings should be designed with a logical hierarchy of masses:***
 - *To control the visual impact of a building's height and size.*
 - *To highlight important building volumes and features, such as the building entry.*
9. ***The design of the built environment should respond to the desert environment:***
 - *Interior spaces should be extended into the outdoors both physically and visually when appropriate.*
 - *Materials with colors and coarse textures associated with this region should be utilized.*
 - *A variety of textures and natural materials should be used to provide visual interest and richness, particularly at the pedestrian level. Materials should be used honestly and reflect their inherent qualities.*
 - *Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.*

10. ***Developments should strive to incorporate sustainable and healthy building practices and products.***
 - *Design strategies and building techniques, which minimize environmental impact, reduce energy consumption, and endure over time, should be utilized.*
11. ***Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.***
 - *The character of the area should be emphasized through the careful selection of planting materials in terms of scale, density, and arrangement.*
 - *The landscaping should complement the built environment while relating to the various uses.*
12. ***Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.***
 - *Water, as a landscape element, should be used judiciously.*
 - *Water features should be placed in locations with high pedestrian activity.*
13. ***The extent and quality of lighting should be integrally designed as part of the built environment.***
 - *A balance should occur between the ambient light levels and designated focal lighting needs.*
14. ***Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.***
 - *Signage should be designed to be complementary to the architecture, landscaping and design theme for the site, with due consideration for visibility and legibility.*

In addition to the character and design factors discussed above, this Major General Plan Amendment is consistent with the following Goals and Approaches contained within the Character and Design Element:

Page 43

- 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 Character and Types Map of the General Plan designates the Property as a Rural/Rural Desert Character Type. The General Plan identifies Rural/Rural Desert Character types as containing relatively low-density and large lot development, including horse privilege neighborhoods and low-density resorts as well as areas with particularly sensitive and unique natural environments. These districts provide a rural lifestyle that includes preservation of the desert character. Special care should be

taken to preserve the natural character of the land and natural drainage corridors. The impacts of development on desert preservation should be minimized through clustering, preserving washes, and the use of natural buffers on the perimeter of developments (Scenic Corridors). Site plans for developments on larger vacant tracts should be sensitive to topography, vegetation and natural drainage area. The proposed land use amendment from Rural Neighborhoods to Neighborhood Commercial is consistent and compatible with the Rural/Rural Desert Character type. The applicant intends to create a very unique environmentally sustainable demonstration project with a collection of uses envisioned for the Property embraces the Desert Foothills Character Plan and supports the area's rural and rustic lifestyle.

Character Areas are sets of neighborhoods that share the same overall character type and often have other unifying elements that distinguish the area. The subject Property falls within the Desert Foothills Character Area. As such, the goals and strategies of the Desert Foothills Character Plan will be implemented by 1) preserving natural, visual qualities of the Sonoran Desert by using desert-sensitive building techniques that blending with the natural desert character; 2) promoting connected areas of desert open spaces and trails through visual and functional linkages; 3) indentifying and celebrating the rural desert character experienced in the Desert Foothills study areas that will result in or maintain a unique desert community. Additionally, modifying the land use category of this Property (approximately 10 acres) will change only a very small percentage of the Desert Foothills Character Area which is approximately 8 square miles (or 5,120 acres) in size.

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

Response: Special attention to site planning and aesthetic building design under this development proposal will uphold the distinctive character of Scottsdale and this area. The unique nature of the mix and range of uses envisioned for the Property will respect and enhance the unique climate, topography, vegetation and historical context of the local desert environment to help sustain our community and quality of life and represent the rural and rustic character and design quality typically associated with this area.

The applicant's approach to the proposed development begins with the commitment to raise-the-bar with respect to design quality and character within the context of the Desert Foothills Character Area. Because the Property owner plans to entitle, develop and manage/ operate the Property long term, the owner understands the long-term value of providing a project that has superior design and quality.

- 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: The General Plan Streetscapes Map designates “Natural Streetscapes” adjacent to the Property. Both Pima and Dynamite are designated as “Visually Important Roadways” on the Character Types Map. The proposed development complies with the City’s Scenic Corridor streetscape design standards and policies for both Pima and Dynamite by maintaining a 100-ft. Scenic Corridor adjacent to both major arterials.

- 6) **Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial material landscaping that reinforce the character of the City.**

Response: The development proposal promotes a rich desert landscape palette as part of the overall site plan design to enhance the surrounding rural desert character, minimize building mass, and naturally integrate with adjacent properties. The applicant is committed to creating a specially designed environment that has superior architecture as well as rich landscaping. The vision for the Property is a native desert garden setting that celebrates the unique character and quality of the Sonoran Desert. With all landscape design initiatives, sustainable practices such as water conservation and the protection/ relocation of mature plant material will be followed.

- 7) **Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the City.**

Response: Lighting will be designed in manner to minimize glare and to promote “dark skies” in keeping with the Desert Foothills Character Plan.

ii. Land Use Element

The Land Use Element section of the Character and Lifestyle Guiding Principle embraces the concept that land uses complement each other visually, aesthetically, socially, and economically, and to void conflicting, damaging or otherwise unwanted land uses from compromising the overall character of a site, a neighborhood, or the community.

Per the General Plan, “Neighborhoods” focus on a range of mostly residential classifications and land uses designated to accommodate a mix of densities for a variety of neighborhoods and other uses that support residential land uses, such as shopping and small businesses. Rural Neighborhoods “includes areas of relatively large lot single-family neighborhoods” but in no way suggests the exclusion of other appropriate land uses that provide support services to residential neighborhoods. Thus, the proposal to modify the land use designation to Neighborhood Commercial to accommodate low

intensity residential serving retail is inherently supported by the existing base and surrounding land use categories.

This General Plan Amendment is consistent with the following Goals and Approaches contained within the Land Use Element:

Page 65

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

Response: The proposed Neighborhood Commercial land use designation satisfies the goal of preserving Scottsdale as a major regional and economic social center featuring business, tourism and cultural activities. A rich mix of lifestyles that enhance the values that make each place unique is a core Scottsdale value. As such, the proposed development plan provides a distinctive, small-scale, environmentally unique and sensitive neighborhood services opportunity for the surrounding neighborhoods as well as the users of the two major regional arterials that intersect at this location.

- 3) **Encourage the transition of land uses for more intense, regional and Citywide activity areas to less intense activity areas within local neighborhoods.**

Response: The location of the Property (on the hard corner of two major regional arterials), the small-scale collection of support services, and the neighborhood sensitive development goals proposed for this project all contribute towards an appropriate transition with respect to development pattern, intensity and character.

- 4) **Maintain a balance of the 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: In terms of maintaining a high quality of life, locating lower to moderate land use intensity at the intersection of two arterial streets makes much more sense while preserving non-arterial parcels for lower density residential. The General Plan encourages a diversity of residential uses and supporting services that provide for the needs of the community. The City strives to ensure that the highest level of services are provided to the citizens and neighborhoods of Scottsdale at the lowest cost in terms of property taxes and travel distances. Additionally, maintaining a Citywide balance of land uses is an important planning goal that supports change to meet the evolving needs of a neighborhood.

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

Response: The proposed development does provide for a mobility system which would allow and encourage shorter automobile trips given its location near a host of master planned communities. The proposed collection of uses contribute towards the

live, work, play land use balance by providing support services to residential areas that lack Neighborhood Commercial opportunities. Other retail opportunities located in the general vicinity do not offer the range of unique services proposed at this site. Additionally, the development plan will maintain an interconnected open space system through Scenic Corridors along Pima Road and Dynamite Boulevard as well as through the natural wash corridors that traverse the site all of which provide opportunities for continued and additional pedestrian and equestrian links.

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

Response: The land use balance of integrating appropriate neighborhood services within residential communities helps promote the conservation of clean air, clean water and energy to the benefit of the entire community by providing localized services. Integration of land use and transportation policies promotes decreases in vehicle miles traveled, reduces air pollution and resource consumption, and provides a stronger sense of community.

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

Response: This unique small-scale, environmentally sensitive neighborhood service opportunity provides an excellent transition from the more intense major arterial streets to the residential neighborhoods. It is important to consider the intense land use patterns that have developed near and adjacent to the Property. To the north along Pima Road, is a 25-acre church property known as the Dream Center. West along Dynamite, is a commercial ranch facility with a series of large-scale metal stables and active riding facilities. Further, the Property is near a host of master planned communities and residential subdivisions that include Troon/Troon North and Estancia (approximately one-half mile to the east) and Desert Highlands (approximately one mile to the south). The Property is adjacent to a major utility corridor with towers reaching over 100 feet in height, as well as two major regional arterial roads. The site itself is further constrained by two 100-ft. wide Scenic Corridors adjacent to the arterial roads and natural wash corridors that traverse the Property leaving a little more than half of the original, approximately 10 acres to be developed. Clearly, the area includes a variety of more intense uses than traditionally found in rural residential neighborhoods. Consequently, the market realities of large lot single family homes being developed on the subject Property dictates that the Rural Neighborhoods land use designation is not feasible and thus will necessitate a General Plan land use change to allow more realistic development to occur on the Property.

The development proposal meets the goal of incorporating appropriate land use transitions to help integrate into surrounding neighborhood. Focusing more intense land uses on the corner of major transportation networks is responsive to the goals and policies set forth by the City. Further, the proposed plan amendment is certainly in-line with the

existing and future surrounding uses and will enhance the quality of life for community members by providing residents within much needed support service opportunities.

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

Response: The proposed Neighborhood Commercial land use provides a unique retail service opportunity at a scale and intensity that is appropriate with the existing adjacent land uses and reinforces the area's rural character. The proposed collection of uses contribute towards the live, work, play land use balance by providing support services to a residential area that lacks Neighborhood Commercial opportunities. Additionally, the development plan will maintain and enhance an interconnected open space system through 100-ft. Scenic Corridors along Pima Road and Dynamite Boulevard as well as through the natural wash corridors that traverse the site all of which provide opportunities for pedestrian and equestrian links.

B. Guiding Principle: Economic Vitality

i. Economic Vitality Element

The Economic Vitality Guiding Principle is intended to secure Scottsdale's future as a desirable place to live, work and visit based on the foundation of a dynamic, diversified and growing economic base that complements the community. "Scottsdale will be regionally competitive and will attract businesses that offer employment to our citizens, provide essential services, respect our desert environment, complement our tourist industry and bolster our tax base." Scottsdale's retail market is an integral part of Scottsdale's unique identity and is one of the major economic drivers in a community. Scottsdale's retail leadership in the metro area will continue to be challenged by other area communities. Therefore, it is crucial for Scottsdale to maintain a strong, aggressive position encouraging new, high quality retail to the community.

This General Plan Amendment is consistent with the following Goals and Approaches contained within the Economic Vitality Element:

Page 82

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

Response: The development proposal to include Neighborhood Commercial on the Property enhances Scottsdale's tourism support services by integrating much needed retail tailored to the unique needs of North Scottsdale.

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

Response: The City advocates the development of additional retail opportunities, especially those that capture the unique flavor of Scottsdale and complement the quality and resort desert character of the community. The development goals for the Property are to respect the natural environment, provide an aesthetic design created to fit within the surrounding neighborhood character and scale by exemplifying an architectural style that is in keeping with the areas rural ambiance. All of which will appeal to both the residents of and visitors to North Scottsdale.

- 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: The goal is to nurture and support not only established businesses but new businesses to ensure adequate opportunities for future and expanded commercial and business activity throughout the community. The proposed development plan will create diversity through type, scale and size by implementing creative site planning and a distinctive collection of support services to serve neighborhood area residents and visitors. The developer owns and operates other long time businesses in Scottsdale and is looking to reinvest in the community again through the development of this site.

- 5) **Locate and integrate nonresidential development to improve access and visibility and to protect the integrity of neighborhoods.**

Response: This request accomplishes the goal of integrating non-residential development and protecting the integrity of neighborhoods by locating the proposed use at the intersection of two major regional arterial roadways, on a Property that is highly unlikely to develop as single family residential and thus situated to protect the integrity of the surrounding neighborhoods. Additionally, the General Plan speaks to encouraging neighborhood support services that are in close proximity to residential neighborhood concentrations, a traditional and laudable community planning goal.

C. Guiding Principle: Neighborhoods

i. Neighborhood Element

The Neighborhood section of the General Plan focuses on Scottsdale's vision to preserve, reinforce, and where appropriate, revitalize the core characteristics and stability of neighborhoods. This is accomplished by making sure that neighborhoods are in harmony with their existing character and defining features. Particular attention is paid to the unique character and special qualities of each individual neighborhood within the City.

The term “neighborhood” is best characterized as a diverse mix of land uses typically consisting of retail, office and residential development. Given the specific physical location of the Property, the Neighborhood Commercial land use is deemed appropriate in the context of the General Plan’s Guiding Principle for sustainable neighborhoods.

From a neighborhood context perspective, it is important to consider the intense land use patterns that have developed near and adjacent to the Property including a 25-acre church property, a commercial ranch facility with a series of large-scale metal stables and active riding facilities and a major utility corridor with towers reaching over 100 feet in height that traverse the intersection of Pima and Dynamite. Clearly, the area includes a variety of more intense uses than traditionally found in rural residential neighborhoods. Further, the Property is near several master planned communities and residential subdivisions to include Troon/Troon North, Estancia and Desert Highlands all with a range of lots sizes, most of which are less than one acre.

The Neighborhood’s Guiding Principle of the General Plan identifies several goals and approaches intended to ensure that Scottsdale is a desirable place to live, work and visit and, in conjunction with a stable economic base, the General Plan recognizes that neighborhood viability and sustainability is as equally important as a strong economic base.

This General Plan Amendment is consistent with the following Goals and Approaches contained within the Neighborhood Element:

Page 105

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

Response: The proposed development is particularly adept at satisfying this goal and approach as the General Plan encourages new development efforts within existing developed areas in Scottsdale and the use of existing infrastructure while supporting developed areas in a manner that is complementary and sustainable. Additionally, this site is viewed as an infill opportunity based on the development patterns found in this portion of the City and the surrounding context; developing this site as low-density residential is simply not viable or logical. The development plan will encourage green building and sensitive design techniques and alternatives vs. traditional Neighborhood Commercial development.

D. Guiding Principle: Open Space

i. Open Space and Recreation Element

It has long been a priority of the City to conserve significant natural areas and open spaces both for recreational and preservation purposes.

The Open Space and Recreation guiding principle found within the General Plan specifically addresses the significance of the McDowell Sonoran Preserve, Scenic Corridors, natural and urban open spaces and recreational opportunities. A well managed system that provides active and passive open space/recreational opportunities is considered an indispensable community feature, one that should be available to all ages on a year-round basis in the City. By maintaining connected open space corridors, such as the Scenic Corridors adjacent to the Property, continuous visual and functional linkages within and between local neighborhoods reinforces the regional open space network

This General Plan Amendment is consistent with the following Goals and Approaches contained within the Open Space and Recreation Element:

Page 113

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

Response: The Property contains several natural elements in the context of the surrounding environment and will provide ample opportunity for people to experience and enjoy the native Sonoran Desert through the preservation of washes and two 100-ft. Scenic Corridors (along both Dynamite and Pima). Preserving these amenities will contribute to an interconnectivity and relationship with the surrounding neighborhood, provide opportunities for pedestrian and equestrian links, enhance view corridors, maintain wildlife corridors, and respect the existing topography.

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

Response: In the context of the development plan and the preservation of Scenic Corridors as mentioned above, the goal of providing a comprehensive open space program that is responsive to the greater public need is upheld. The Scenic Corridors adjacent to the Property will be meaningful open space that make appropriate connections to other opportunities adjacent to the site. Further, the open space network preserved through this development strengthens the City's desire to promote environmental sensitivity, especially in North Scottsdale.

ii. Preservation and Environmental Planning Element

The preservation of our community relies on a built environment that is sustainable and in harmony with the natural environment. There are several ways to accomplish this goal which include (but are not limited to) reducing vehicle trips to minimize congestion and pollution, encouraging green building standards and environmentally sensitive design philosophies, and maintaining meaningful, connective open space. The overlying theme is to bring a close and supportive relationship between natural resources, environmental quality and the economy of the area.

This General Plan Amendment is consistent with the following Goals and Approaches contained within the Preservation and Environmental Planning Element:

Page 132

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

Response: The development plan will strive to retain Scottsdale's image and heritage of the Sonoran Desert through exemplary environmentally sensitive building design, site layout and landscape planning considerations. As previously mentioned new development will preserve local plants, wildlife, natural resources, scenic views and the overall aesthetic value of Scottsdale.

4) Reduce energy consumption and promote energy conservation.

Response: Conserving fossil fuels and decreasing carbon footprint by promoting development, such as the proposal under this Application which places Neighborhood Commercial and support services immediately adjacent to major arterial roads within the context of the existing residential neighborhood fabric, is paramount in promoting energy conservation.

Additionally, the development program will focus on utilizing natural properties (sun, shade, thick walls, insulation) for building cooling and heating systems, implementing solar energy opportunities, utilizing landscaping that contributes to energy conservation, providing alternative hardscape surfaces, and implementing natural and man-made shading elements for parking and pedestrian areas in keeping with building techniques indigenous to the Sonoran Desert thereby reducing the "heat island" effect.

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

Response: One of the greatest ways to improve air quality is by reducing vehicle trips and automobile emissions. Promoting neo-traditional planning methods which includes nodes of commercial support service land uses appropriately integrated within residential neighborhoods falls closely in line with the City's goals of improving air quality, reducing traffic congestion and promoting the live, work, play philosophy.

10) Encourage environmentally sound “green building” alternatives that support sustainable desert living.

Response: The proposed development will incorporate resource and energy efficient materials and design methods for new building construction. The abovementioned development program will focus on utilizing natural properties and low impact building materials, implementing solar energy opportunities, protecting and enhancing the natural features of the site, and integrating water harvesting techniques all of which contribute to an environmentally sound and sustainable built environment and “green building” ideology.

E. Guiding Principle: Sustainability

The issue of sustainability is addressed within three chapters of the General Plan that include 1) cost of development; 2) growth areas; and 3) public services and facilities. These chapter and the discussion of “sustainability” (for the purposes of the General Plan discussion) relates more to effective management of Scottsdale’s finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs.

The City has long held the philosophy that new development should “pay for itself” and not burden existing residents and property owners with the provision of infrastructure and public services and facilities. Through the zoning process and development review process the City can evaluate appropriate dedications, development fees and infrastructure provisions. In this instance, through water and sewer impact fees to be paid at the time of development, the project will comply with this goal.

F. Guiding Principle: Transportation

i. Community Mobility Element

This section of the General Plan addresses mobility choices to provide alternatives to the automobile and to increase accessibility, improve air quality, enrich the community and its neighborhoods, and contribute to the community’s quality of life. In general, the Community Mobility Element relates to protecting the function and form of regional air and land corridors, protecting the physical integrity of regional networks to reduce the number, length and frequency of automobile trips. Additionally, this section of the General Plan seeks to prioritizing regional connections to safely and efficiently move people and goods beyond City boundaries, to relieve traffic congestion, to optimize mobility, maintain Scottsdale’s aesthetics, emphasize live, work and play opportunities, and to protect neighborhoods from the negative impact of regional and Citywide networks. Finally, the General Plan recognizes that there is diversity throughout neighborhoods and that each neighborhood may, in fact, have different mobility needs.

This General Plan Amendment is consistent with the following Goals and Approaches contained within the Community Mobility Element:

Page 177

- 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: Air quality is improved by encouraging live, work, and play relationships through land use decisions that reduce the distance and frequency of automotive generated trips. This General Plan Amendment request for Neighborhood Commercial provides an excellent opportunity to place support services in an appropriate location and is ideally suited for the northwest corner of Pima Road and Dynamite Boulevard.

Additionally, locating the Neighborhood Commercial land use on the Property, where automobile trips can quickly and efficiently access two major arterials allows for efficient transportation of individuals throughout the area.

IV. Conclusion

In summary, each element of the General Plan provides goals and approaches which, when satisfied, provide strong support for a change in the Land Use category of the General Plan. This Application, which seeks to change the General Plan designation of the Property from Rural Neighborhoods to Neighborhood Commercial, quite clearly satisfies the "Goals and Approaches" identified in the General Plan.

The proposed development is not typical or standard commercial retail. Rather it is a distinctive, unprecedented small scale, environmentally unique and sensitive neighborhood service opportunity for the rural neighborhood which upholds the goals set forth in both the General Plan and the Desert Foothills Character Area Plan. The totality of the circumstance, including location (on the hard corner of two major regional arterials) and the collection of proposed uses in combination with neighborhood sensitive development goals create a logical fit for this neighborhood service.

The applicant intends to create a very unique demonstration project in the upper Sonoran Desert, which will become a model for truly mixed-use sustainable design and development. The long-term commitment to entitle, develop, construct and manage the Property provides a special opportunity to highlight the latest principles and practices of sustainability and green building design. The collection of uses envisioned for the Property embraces the Desert Foothills Character Plan and elevates the rural and rustic lifestyle that has become the hallmark of North Scottsdale.

This very unique small-scale, environmentally sensitive neighborhood service opportunity provides an excellent transition from the more intense major arterial streets to

the residential neighborhoods. The totality of the circumstances including the more intense land use patterns (church, commercial ranch, master planned communities) that have developed near and adjacent to the Property together with the site constraints (major regional arterials, power-line corridor, Scenic Corridors, on-site washes) present certain realities regarding future development of the site. The area includes a variety of more intense uses than traditionally found in rural residential neighborhoods. The market realities of large lot single family homes being developed on the Property strongly supports the premise that the Rural Neighborhoods land use designation is antiquated and necessitates a General Plan land use change to allow more realistic and environmentally sensitive development to occur on the Property.