



# Project Application

Project Number: 552 - PA - 2011 Case Number:           -          -           Date: 8-26-11

Staff Signature required PRIOR to submittal

*This Document Constitutes A Public Disclosure Under ARS Section 39-121, Inspection of Public Records*

### Applicant to Complete Section Below

- Case Type:
- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Abandonment (AB)                       | <input type="checkbox"/> Master Plan Map (MP)     | <input type="checkbox"/> Rezoning (ZN)       |
| <input type="checkbox"/> Changes to a Recorded Plat (PC)        | <input type="checkbox"/> Master Sign Program (MS) | <input type="checkbox"/> Text Amendment (TA) |
| <input type="checkbox"/> Change to Existing Lots (PC)           | <input type="checkbox"/> Minor Subdivision (MD)   | <input type="checkbox"/> Use Permit (UP)     |
| <input type="checkbox"/> Development Review (DR)                | <input type="checkbox"/> Preliminary Plat (PP)    | <input type="checkbox"/> Variance (BA)       |
| <input checked="" type="checkbox"/> General Plan Amendment (GP) | <input type="checkbox"/> Other: _____             |  |

*NON-MAJOR*

Project Name: CrackerJax

Project Address: 16001 North Scottsdale Road, Scottsdale, AZ 85254

Current Zoning District: C-4 Parcel Number(s): 215-44-002-D Quarter Section:           -          -          

Request: Minor GPA from AMU to AMU-R

*The property owner shall designate an agent for the project. This person (the applicant) shall attend pre-application conferences and public hearings, will receive the agenda, recommendations, and case reports, and will communicate all case information to other parties as required. All contact for this project will be made through the applicant listed below.*

Owner: Judd Herberger  
 Company: HGJ Investments  
 Phone: 480/945-4516 Fax: 480/945-4744  
 E-mail: juddherberger@yahoo.com  
 Address: 10881 North Scottsdale Road, Suite 200  
Scottsdale, AZ 85254

Developer: n/a  
 Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Address: \_\_\_\_\_

Architect: n/a  
 Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Address: \_\_\_\_\_

Engineer: n/a  
 Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Address: \_\_\_\_\_

Applicant Contact: Buzz Gosnell Phone: 480/951-1100  
 Applicant E-mail: buzz@woodbinesouthwest.com Fax: 480/951-1188  
 Applicant Address: 2525 East Arizona Biltmore Circle, Suite B-220, Phoenix, AZ 85016

Judd Herberger  
 Owner Signature

Buzz Gosnell  
 Applicant Signature

### OFFICIAL USE ONLY

Staff Signature: [Signature] E-mail: \_\_\_\_\_@ScottsdaleAZ.gov 480-312-\_\_\_\_\_  
 This application needs a:  New Project Number or  Old Project Number: \_\_\_\_\_ Date: \_\_\_\_\_

## Planning & Development Services Department

7447 E. Indian School Road, Suite 100, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088

Non-Major General Plan Amendment  
for the approximate 28 acres located at the  
Southeast corner of Scottsdale Road and Paradise Lane (CrackerJax)  
Amendment to Greater Airpark Character Area Plan  
from Airpark Mixed Use (AMU) to Airpark Mixed Use Residential (AMU-R)

Ownership:

G&J Properties Limited Partnership

HGJ Investments

10881 North Scottsdale Road #200

Scottsdale, AZ 85254

Applicant:

Woodbine Southwest Corporation

Daniel W. (Buzz) Gosnell

2525 East Arizona Biltmore Circle B-220

Phoenix, AZ 85016

Submittal Date:

August 26, 2011

## List of Exhibits

- A. Aerials
- B. Existing General Plan Designation Map
- C. Existing Greater Airpark Character Area Plan Land Use Map
- D. Proposed Greater Airpark Character Area Plan Land Use Map

## **I. Purpose of Request**

This request is for a Non-Major General Plan Amendment changing the Greater Airpark Character Area Plan (GACAP) designation from Airpark Mixed Use (AMU) to Airpark Mixed Use- Residential (AMU-R) on the approximate 28-acre site located at the southeast corner of Scottsdale Road and Paradise Lane (the "Property").

## **II. Ownership**

The Property is currently owned by G&J Properties Limited Partnership and HGJ Investments, both of which are holdings of the Herberger Family. The Herberger Family is teaming again with Woodbine Southwest Corporation, who both have extensive experience in developing true Mixed-Use projects. Their most recent example, Kierland Commons, is located just to the west, across Scottsdale Road, and includes a mix of uses, including residential condominiums, retail, office and restaurants.

## **III. Existing Site**

The site is currently zoned C-4 and is operating under a ground lease as a family fun and sports park called CrackerJax. It is surrounded by Scottsdale Road on the west, Paradise Lane on the north, 73<sup>rd</sup> Street on the east, and Tierra Buena Lane on the south. The Property is located well outside of the Scottsdale Airport 55 DNL contour line and is therefore appropriate for residential land uses.

## **IV. Surrounding Uses and Character Area Plan Designation**

**North**, across Paradise Lane, is the existing Scottsdale Promenade Mixed Use development that is currently developed with commercial retail and office. The GACAP designation for the Promenade property is Airport Mixed Use- Residential.

**East**, across 73<sup>rd</sup> Street, is an existing ADOT Motor Vehicle Division building as well as other office buildings. The property is designated as Employment on the GACAP.

**South**, across Tierra Buena Lane, is an existing car wash and extended stay hotel.

**West**, across Scottsdale Road, is the Kierland master planned community in the City of Phoenix.

#### **V. General Plan**

The Property is designated as "Mixed-Use Neighborhood" on the City's General Plan Land Use Map. The City of Scottsdale General Plan defines Mixed-Use Neighborhood as a development that is located "in areas with strong access to multiple modes of transportation and major regional access and services, and have a focus on human scale development. These areas could accommodate higher density housing combined with complementary office or retail uses or mixed-use structures with residential above commercial or office".

The Airport Mixed Use- Residential (AMU-R) designation is therefore in full conformance with the Scottsdale General Plan land use designation.

#### **VI. Greater Airpark Character Area Plan**

The Greater Airpark Character Area Plan (GACAP) was adopted on October 26, 2010 by the Scottsdale City Council. The purpose of the GACAP is to establish a "vision for the Greater Scottsdale Airpark" and to provide a "basis for Greater Airpark decision-making over a twenty-year timeframe". The plan contains goals and policies to assist in achieving the vision for this area. The goals include, but are not limited to, the following topics: Land Use, Neighborhood & Housing, Community Mobility, and Economic Vitality.

The Greater Airpark Vision states "as a recognized destination of national and international commerce, the Greater Scottsdale Airpark will continue to evolve as an unparalleled place to do business, innovate, discover, captivate and dwell."

In September 2010, the City of Scottsdale Staff recommended approval of the GACAP. In that plan as recommended by Staff, the CrackerJax site was designated AMU-R. "This recommendation is based on compatibility with other existing residential entitlements adjacent to these properties; the location of these properties being outside of the Airport's Part 150 Noise Contours; and economic analysis, which recommends additional mixed-use with residential in the Airpark area to support local employers".

| <b>GREATER AIRPARK CHARACTER AREA PLAN</b>   |  |
|--|--|
| <b>AREA PLAN</b>   | <b>CONFORMANCE</b>   |
| <b><u>LAND USE</u></b>   |  |
| <b><u>GOAL LU 1</u></b> - <i>Maintain and expand the Greater Airpark's role as a national and international economic destination through appropriate land uses, development and revitalization.</i>  |  |
| <b>Policy LU 1.1</b> - <i>Maintain and expand the diversity of land uses in the Greater Airpark.</i>   | The 28-acre parcel is currently occupied by a family entertainment park and golf driving range, which have been in operation since the early 1990s. With the appropriate designation of AMU-R, the parcel size provides the opportunity to incorporate all of the major land uses within a true mixed use environment.   |
| <b>Policy LU 1.2</b> - <i>Support a mix of uses within the Greater Airpark that promote a sense of community and economic efficiency, such as clustering similar/supportive uses and incorporating residential intended for the area's workforce, where appropriate.</i> | Much like the owner of this parcel has accomplished with the development of Kierland Commons at the northwest corner of Scottsdale Road and Greenway Parkway, this development is positioned to integrate uses that build upon the success of each other. Residential in this context is important to allow for the true sense of community.   |
| <b>Policy LU 1.3</b> - <i>Promote development intensities supportive of existing and future market needs.</i>  | Although the office market within the Greater Scottsdale Airpark market has suffered along with the rest of the metropolitan area, there is growing evidence that there will be a demand for larger floor plate office uses in the coming years. Additionally, the demand for residential in the area will increase with the rise in employment, particularly for workforce housing. |
| <b>Policy LU 1.4</b> - <i>Encourage the redevelopment of underutilized land to more productive uses.</i>   | The site is currently occupied by the CrackerJax Family Fun Park that is on a ground lease for the entire parcel. Although this has been a good use for the area for nearly two decades, the growth in commercial and residential development will require an  |

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|  | increase to the intensity of uses on the site.   |
| <b>GOAL LU 2</b> - <i>Promote the Greater Airpark as a national and international tourism destination through tourism-related land uses.</i>   |  |
| <b>Policy LU 2.3</b> – <i>Maintain and enhance the Regional Tourism and Open Space Land Use Areas as major event hubs in the Metropolitan Area.</i>  | The vision for the site includes hospitality uses that would be a supporting use to the employment uses within the development. The hotel(s) and potential timeshare uses would also support tourism in the area.  |
| <b>GOAL LU 4</b> – <i>Utilize development types to guide the physical and built form of the Greater Airpark.</i>   |  |
| <b>Policy LU 4.3</b> – <i>Encourage higher-scale Type C development in areas with access to major transportation corridors and where lower-scale residential areas will be buffered from higher-scale development.</i> | The site is located on Scottsdale Road and has no impact on lower-scale residential areas.   |
| <b>Policy LU 4.5</b> – <i>Greater visual variety and architectural interest should be considered in the design of the Greater Airpark’s tallest buildings (Regional Core), particularly at pedestrian level.</i>       | The vision for the site is to have a carefully integrated vertical and horizontal mixed use development. The site will take advantage of allowed density and height while providing a comfortable pedestrian experience at the ground level. The project will be a pedestrian-friendly environment within the project boundaries and will be accessible from surrounding projects as well. |
| <b>GOAL LU 5</b> – <i>Encourage Greater Airpark development flexibility.</i>   |  |
| <b>Policy LU 5.1</b> – <i>Update and provide greater flexibility in development regulations to achieve the goals of the Greater Airpark Character Area Plan and encourage revitalization in the area.</i>              | The AMU-R designation will provide for the greatest flexibility of uses within the Greater Airpark. The site’s location and size provide the opportunity to address market needs as they arise to allow for unforeseen opportunities for the benefit of the surrounding area.  |
| <b>GOAL LU 6</b> – <i>Promote the Greater Airpark as a mixed use economic and aviation-based</i>   | The CrackerJax parcel is one of very few properties within the Greater Airpark that  |



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| <p><i>employment center that is complementary to Downtown Scottsdale, the City's premier cultural, civic and residential mixed use core.</i></p>  | <p>have the opportunity to provide a true mixed use environment. All of the contemplated uses for this site mesh with the goal of promoting the Greater Airpark as a mixed use core. Hotels, residences, office and supporting retail uses will all complement the already established businesses in the area.</p>  |
| <p><b>GOAL LU 7</b> – <i>Develop an interconnected network of Signature Corridors to support the Greater Airpark as a place for meeting, creating, shopping, learning, as well as working.</i></p>  |   |
| <p><b>Policy LU 7.1</b> – <i>Encourage growth along corridors with the greatest potential for activity, new development, revitalization, tourist attractions and enhanced multi-modal connections.</i></p> <p><b>Policy LU 7.2</b> – <i>Promote a greater mix of uses along identified Signature Corridors, which complement and are compatible with each respective land use designation.</i></p> <p><b>Policy LU 7.3</b> – <i>Encourage and incentivize revitalization along Signature corridors, particularly south of the Central Arizona Project Aqueduct.</i></p> <p><b>Policy LU 7.4</b> – <i>Integrate entertainment, education uses, cultural uses, and tourist attractions along signature corridors.</i></p> | <p>CrackerJax east and west boundaries, 73rd Street and Scottsdale Road, have been identified in the Character Area Plan as a Signature Corridors. By increasing the intensity on the underutilized site and adding additional uses such as retail, office, hotel, cultural and residential, this will certainly revitalize the frontage along the Signature Corridors.</p> |
| <p><b>GOAL LU 8</b> – <i>Create an interconnected network of meaningful open spaces within the Greater Airpark.</i></p>   | <p>Although the current use on the property has a very low density, the useable open space for the public is somewhat limited. By providing pedestrian connections to the surrounding streets, particularly the Signature Corridors this will encourage the use of open space</p>   |



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|   | within the development.   |
| <b><u>NEIGHBORHOODS AND HOUSING</u></b>   |   |
| <b><u>GOAL NH 1</u></b> – <i>Maintain existing residential neighborhoods within and surrounding the Greater Airpark.</i>  | This property will have no negative impact on existing or surrounding neighborhoods, but will provide additional services and amenities.  |
| <b><u>GOAL NH 2</u></b> – <i>Create complete neighborhoods within the Greater Airpark, through the development of urban dwelling types and mixed use developments, while being respectful of the Greater Airpark as an aviation-based employment center.</i>  | The aviation-based employment center adds to the appeal of creating a mixed use development. Residential within the development will provide housing for employees; the commercial components will provide necessary services; and the hotel(s) and guest units will host visitors of Airpark businesses.   |
| <b><u>GOAL NH 3</u></b> – <i>Encourage residential development that supports the local and regional employment-based land uses in the Greater Airpark.</i>  |   |
| <p><b>Policy NH 3.1</b> – <i>Encourage thoughtful and creative residential development that enhances, supports, and is sensitive to Airport operations and the Greater Airpark’s identity as an employment center.</i></p> <p><b>Policy NH 3.2</b> – <i>Incorporate residential into Airpark Mixed Use-Residential Future Land Use Areas to reduce traffic congestion, improve air quality, and provide opportunities for workforce housing where:</i></p> <ul style="list-style-type: none"> <li>• <i>Dwellings will not be adjacent to industrial uses that could be in conflict with residential uses;</i></li> <li>• <i>Dwellings will not lie within the 55 day-night average noise level (DNL) or higher areas established by the FAA; and</i></li> </ul> | <p>The residential development envisioned for the project will be market driven, and designed with the flexibility to provide housing for the workforce as well as for employers. In order to be sensitive to the operations of the Airport, sound attenuation will be taken into consideration throughout the design and development process.</p> <p>The incorporation of residential is appropriate at larger mixed use projects as a means of reducing traffic by providing a live, work, play environment. Dwellings at this location are particularly appropriate given that the site is not in conflict with adjacent industrial uses and is located well outside the 55 DNL contour line.</p> <p>The parcel is located on Scottsdale Road,</p> |

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| <ul style="list-style-type: none"> <li>• <i>Multi-modal transportation options will be incorporated into residential design</i></li> </ul> <p><b>Policy NH 3.3</b> – <i>Support the integration of workforce housing and a diversity of dwelling types within the Greater Airpark.</i></p>  | <p>which is designated as a “Future High Capacity Transit Corridor”. In addition, the northern boundary of the site, Paradise Lane, is designated as a “Potential Future Transit Route”. Connections with future transit centers will be addressed at these locations.</p>   |
| <b><u>AVIATION</u></b>  |  |
| <p><b>GOAL A 1</b> – <i>Sustain and enhance the Scottsdale Airport as the preeminent, upscale aviation facility in the Metropolitan Area and a major economic component of the Greater Airpark.</i></p>   |  |
| <p><b>Policy A 1.2</b> – <i>Promote the Greater Airpark to national and international corporations as an ideal central locale for corporate headquarters with Airport and through-the-fence taxilane access amenities.</i></p>  | <p>The Scottsdale Road address provides for an excellent identity for a corporate headquarters and with the addition of class A office space the demand for hospitality uses and housing increases. The CrackerJax site provides this opportunity with the appropriate AMU-R land use designation.</p>                           |
| <b><u>COMMUNITY MOBILITY</u></b>  |  |
| <p><b>GOAL CM 1</b> – <i>Strengthen transit in the Greater Airpark as the primary means of reducing vehicular traffic congestion, minimizing parking constraints, promoting environmental stewardship, and, as a result, improving regional air quality.</i></p> <p><b>GOAL CM 2</b> – <i>Holistically manage the supply of existing and future parking in the Greater Airpark.</i></p> | <p>The design of the project will incorporate connections to current and future transit stops, particularly on the Signature Corridors. Parking constraints will be minimized by following a shared parking model and taking advantage of the parking patterns associated with residential, commercial and hospitality uses.</p> |
| <p><b>GOAL CM 4</b> – <i>Minimize the impacts of Greater Airpark vehicular traffic on adjacent residential neighborhoods.</i></p>   | <p>There are no adjacent neighborhoods to this property.</p>   |
| <p><b>GOAL CM 6</b> – <i>Enhance pedestrian and bicyclist access and activity for Greater Airpark</i></p>   | <p>Particular attention will be paid to the routes designated as “Pedestrian/Bicycle Corridors”</p>  |

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| <i>residents, visitors and employees.</i>   | that provide connections to parcels north and south of the site that are within the “Shopping/Housing” district.   |
| <b><u>ECONOMIC VITALITY</u></b>   |  |
| <b><u>GOAL EV 1</u></b> – <i>Sustain the long-term economic prosperity of the Greater Airpark.</i>            | Economic sustainability is best achieved through a mixed use environment. The inherent make-up of a mixed use development provides product diversification. By focusing on the whole rather than the parts, the mixed use project can remain successful even as certain areas of the economy struggle. |
| <b><u>GOAL EV 2</u></b> – <i>Maintain and strengthen established economic engines in the Greater Airpark.</i> | The development and operation of hotels within the project will not only promote the Scottsdale Airport, but will provide additional options for out of town visitors attending events, or doing business in the area.   |

## VII. Conclusion

The request for a Non-Major General Plan Amendment to change the designation on the CrackerJax site from Airport Mixed Use (AMU) to Airport Mixed Use-Residential (AMU-R) fulfills the goals and vision of the Scottsdale General Plan and the Greater Airpark Character Area Plan, by providing the opportunity for a true mixed-use development at this underutilized, high-profile location.

# CONTEXT GRAPHIC - 1



8-GP-2011  
1st: 8/26/2011



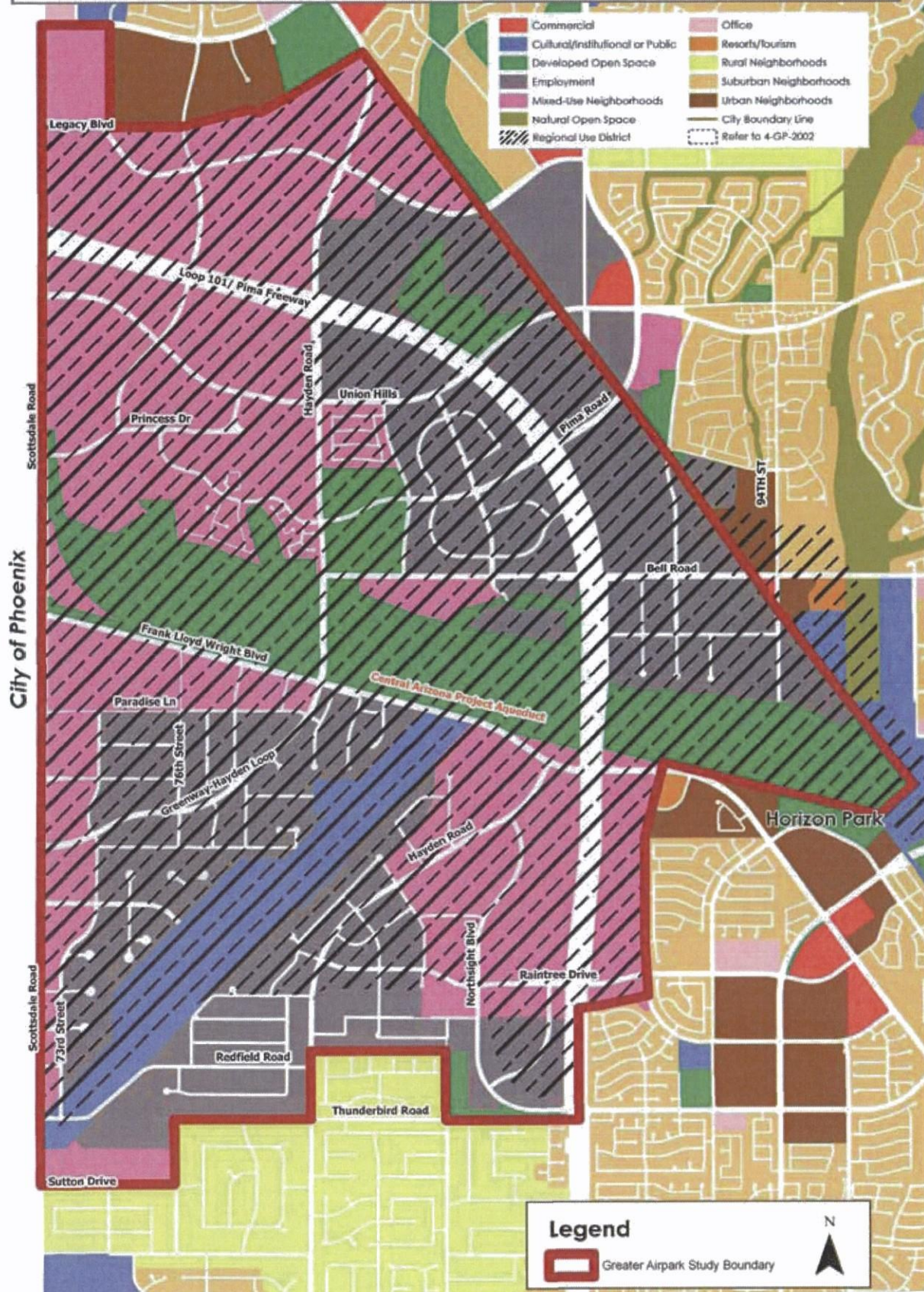
# CONTEXT GRAPHIC - 2



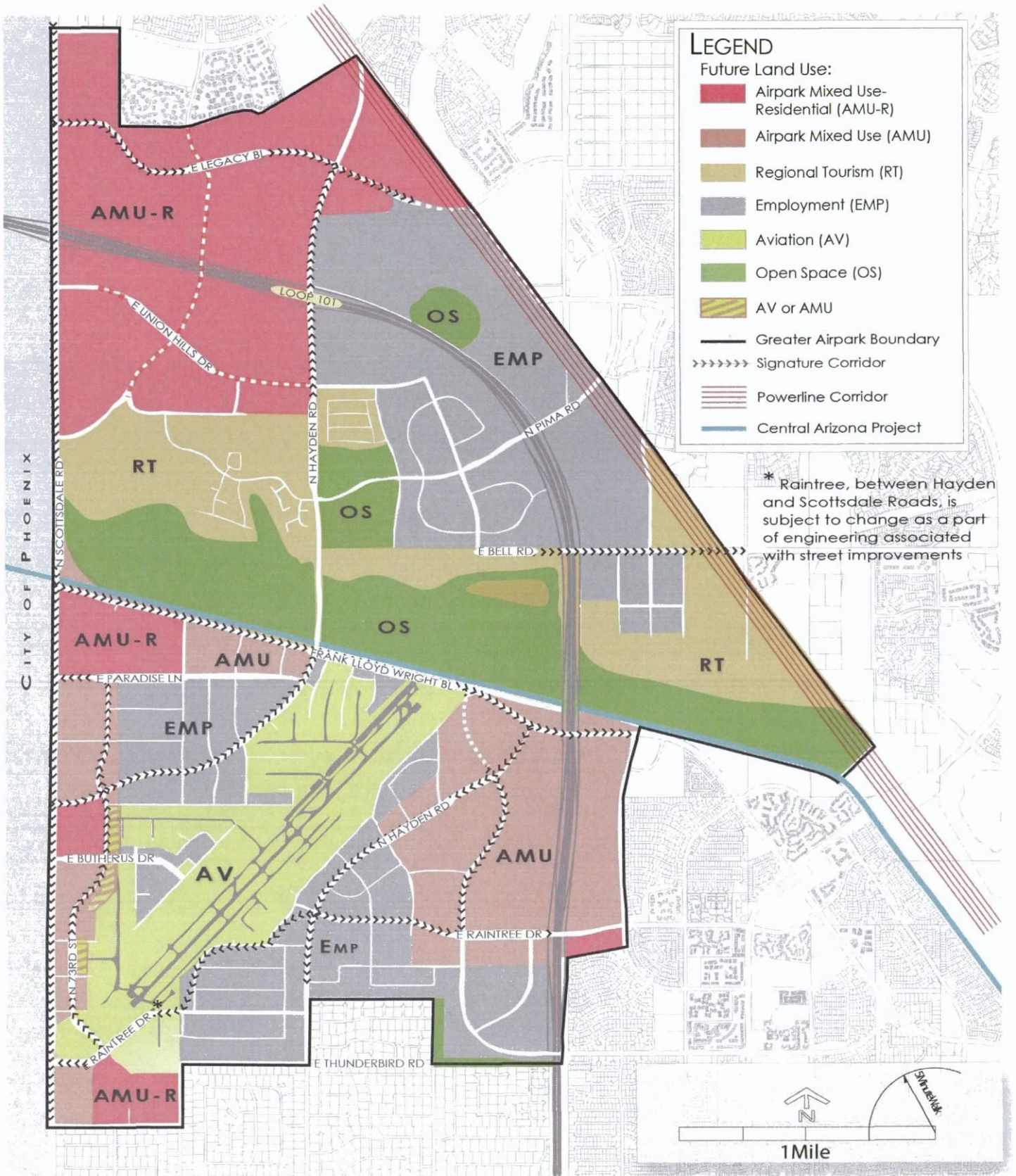
8-GP-2011  
1st: 8/26/2011



# Greater Airpark: 2011 General Plan Land Use w/Regional Use Overlay

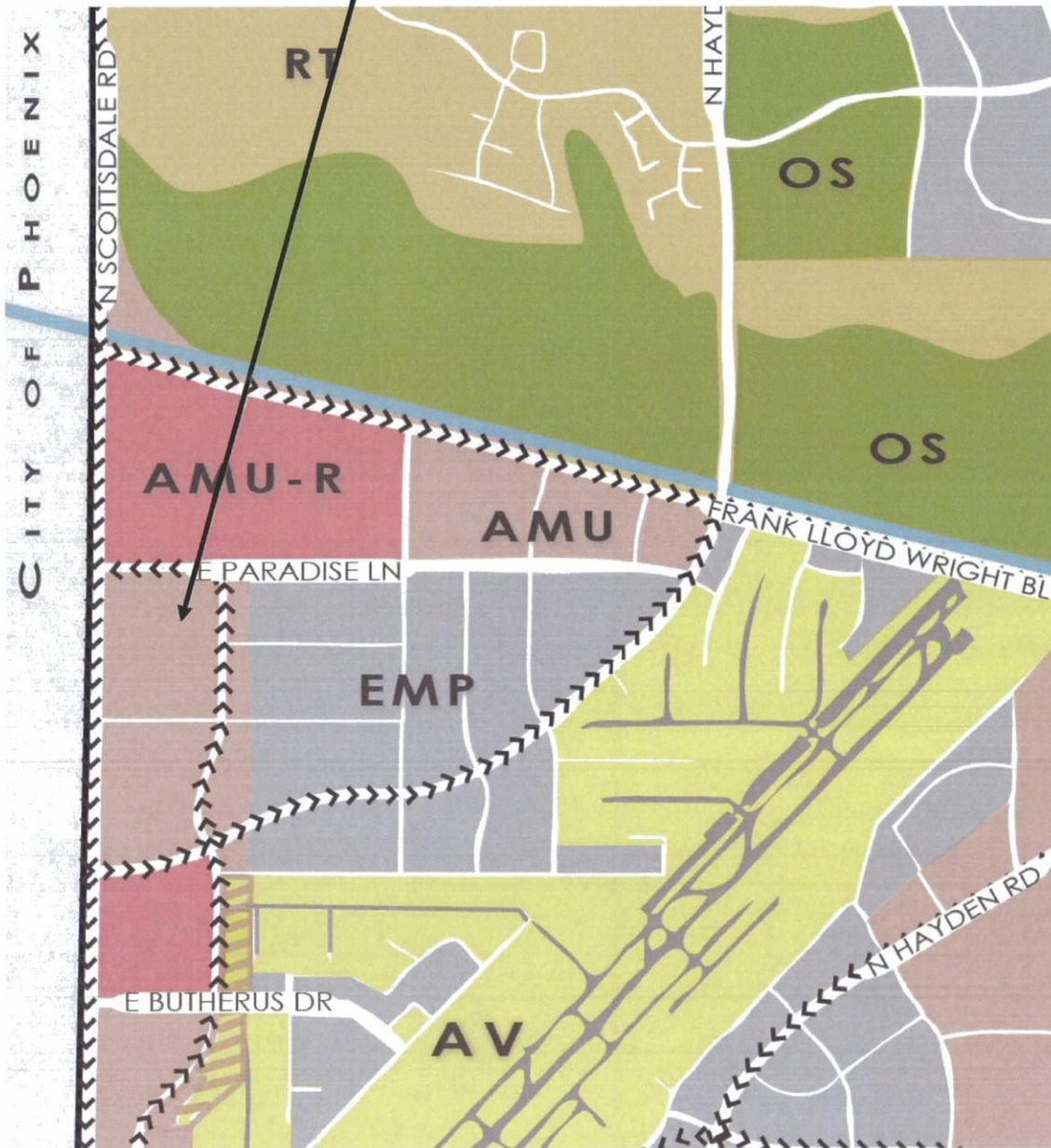




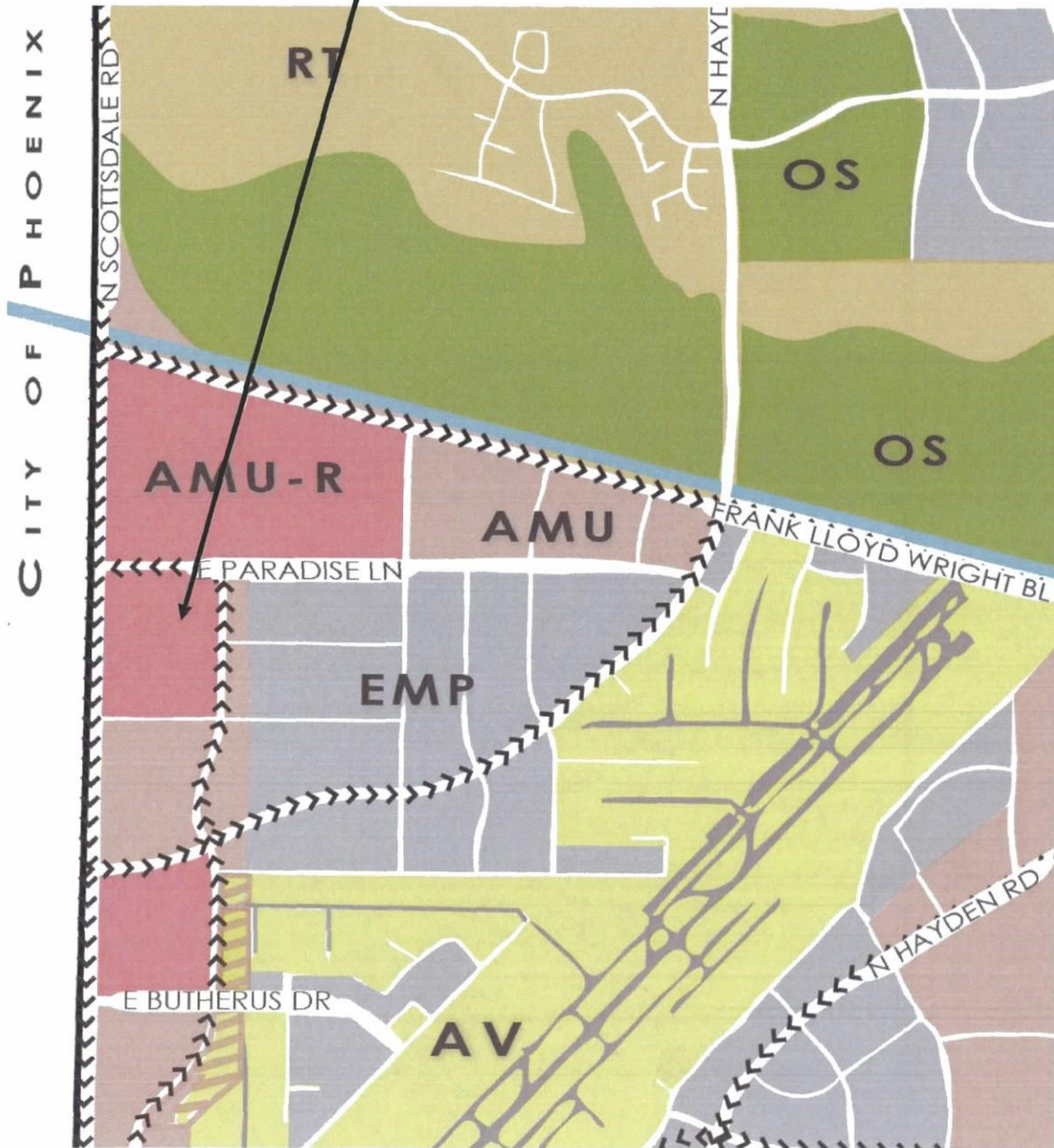




**Greater Airpark Character Area Map**  
**Existing: AMU**  
**27.94 ± acres**



**Greater Airpark Character Area Map**  
**Proposed: AMU-R**  
**27.94 ± acres**







# General Plan Amendment

## Application Checklist

At your pre-application meeting, your project coordinator will identify which items are required for submittal. Please note that **ALL** items checked will be required at the time of formal submittal. An appointment must be scheduled to submit this application. To schedule your submittal meeting, please call Current Planning at 480-312-7000.

*This Document Constitutes A Public Disclosure Under ARS Section 39-121, Inspection of Public Records*

| Req'd                               | Rec'd                                    | Description of Documents Required for Complete Application. <b>No application shall be accepted without all items marked below.</b>  |
|-------------------------------------|--|--|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/>      | 1. <b>General Plan Amendment Application Checklist</b> (this list).  |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> BG   | 2. <b>Completed Application Form.</b>  |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> BG   | 3. <b>General Plan Amendment Application Fee \$ <u>1950.</u></b> (subject to change every July)  |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> WM   | 4. <b>General Plan Neighborhood Involvement &amp; Public Notification Program</b> (form provided): <ul style="list-style-type: none"> <li>• Provide proof of involvement <u>AT THE BEGINNING</u> of the required six (6) month public input timeframe for major amendments and three (3) months for other amendments.</li> <li>• Record of all <u>dates</u> and <u>types</u> of public notification/involvement – letters, meetings, phone calls, open houses etc.; person/organization(s) contacted; address and telephone information regarding person/organization(s) contacted. Provide minutes of all meetings.</li> </ul>  |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> WM   | 5. <b>A completed Neighborhood Involvement packet and Report, describe the key issues with respect to this general plan amendment that have been identified by the surrounding neighborhoods through the public involvement program.</b> What adjustments or refinements have been made to the plan in response to these issues?   |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> BG/K | 6. <b>Provide a series of context graphics, plans and photographs that show the relationship of your proposal to the surrounding properties</b> (to a minimum of 750' from the site) <ul style="list-style-type: none"> <li>• 1 set</li> </ul>   |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> BG/K | 7. <b>Provide a Series of Context Graphics or Tables That Depict the Following Information:</b> <ul style="list-style-type: none"> <li>• <b>Graphic 1:</b> <u>Existing</u> General Plan land use, transportation, character, and open space designations for the subject property and for all surrounding properties</li> <li>• <b>Graphic 2:</b> <u>Proposed</u> General Plan designations for the subject property and all existing General Plan designations that will remain. This graphic should include <u>total acreage</u> of the General Plan designation being proposed.</li> <li>• <b>Graphic or Table 3:</b> <u>Existing</u> Character Area Plan elements, if site is located within an approved/adopted Character Area plan.</li> <li>• <b>Graphic or Table 4:</b> <u>Existing</u> Neighborhood Plan elements, if site is located within an approved/adopted Neighborhood Plan area.</li> </ul> |

### Planning & Development Services Department

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088

WM - lead in - AMU-R from plan.  
policies draft AMU-R - quote CC staff report

TRUE  
MIXED  
USE

### General Plan Amendment Application Checklist

8. A narrative description, analysis and justification of how the proposed GPA would support or change the approved plans, goals, and/or policies contained in each of the following General Plan guiding principals and elements: (follow the online links for descriptions of the Guiding Principles <http://www.scottsdaleaz.gov/GeneralPlan/VisionValues.asp> and Elements as listed).

use  
character  
area  
plan.

- a. Value Scottsdale's Unique Character and Lifestyle:
  - i. Character and Lifestyle  
(<http://www.scottsdaleaz.gov/GeneralPlan/CharacterDesign.asp>)
  - ii. Land Use  
(<http://www.scottsdaleaz.gov/GeneralPlan/LandUse.asp>)
- b. Support Economic Vitality:
  - i. Economic Vitality  
(<http://www.scottsdaleaz.gov/GeneralPlan/EconomicVitality.asp>)
- c. Enhance Neighborhoods:
  - i. Community Involvement  
(<http://www.scottsdaleaz.gov/GeneralPlan/CommunityInvolvement.asp>)
  - ii. Housing  
(<http://www.scottsdaleaz.gov/GeneralPlan/Housing.asp>)
  - iii. Neighborhoods  
(<http://www.scottsdaleaz.gov/GeneralPlan/Neighborhoods.asp>)
- d. Open Space:
  - i. Open Space and Recreation  
(<http://www.scottsdaleaz.gov/GeneralPlan/OpenSpace.asp>)
  - ii. Preservation and Environmental Planning  
(<http://www.scottsdaleaz.gov/GeneralPlan/Preservation.asp>)
- e. Seek Sustainability:
  - i. Cost of Development  
(<http://www.scottsdaleaz.gov/GeneralPlan/CostOfDevelopment>)
  - ii. Growth Areas  
(<http://www.scottsdaleaz.gov/GeneralPlan/GrowthAreas.asp>)
  - iii. Public Services and Facilities  
(<http://www.scottsdaleaz.gov/GeneralPlan/GrowthAreas.asp>)
- f. Advance Transportation:
  - i. Community Mobility  
(<http://www.scottsdaleaz.gov/GeneralPlan/CommunityMobility.asp>)

9. Provide discussion of how your proposed amendment contributes to achieving the city's goals regarding scenic corridors, vista corridors, character area plans, neighborhood plans, housing diversity, economic diversity, and transportation accessibility and modes other than automobile traffic.

### Planning & Development Services Department

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088



## General Plan Amendment Application Checklist

**10. Provide Analysis of the Following:**

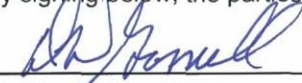
*Coast.  
WM*

- If this is a General Plan land use amendment the proposed changes include \_\_\_\_\_ amount of acres/dwelling units/square footage changing from General Plan land use designation(s) \_\_\_\_\_ to General Plan land use designation(s) \_\_\_\_\_.
- The estimated increase or decrease in population this proposed General Plan amendment will create is \_\_\_\_\_ (circle one – increase or decrease or no change).
- The estimated increase or decrease in elementary, middle and high school age children this proposed General Plan amendment will create is \_\_\_\_\_ (circle one – increase or decrease or no change).
- The estimated impact this proposed General Plan change will have on water use per year will be \_\_\_\_\_ (circle one – increase or decrease or no change).
- The estimated impact this proposed General Plan change will have on wastewater generation per year is \_\_\_\_\_ (circle one – increase or decrease or no change).
- The estimated impact this proposed General Plan change will have on solid waste generation per year is \_\_\_\_\_/tons (circle one – increase or decrease or no change).
- The estimated impact this proposed General Plan change will have on vehicle trips per day is \_\_\_\_\_ (circle one – increase or decrease or no change).
- The estimated number of employees this proposed General Plan change will result in is \_\_\_\_\_ (circle one – increase or decrease or no change).
- A significant consideration of any proposed General Plan Amendment is the potential impact that a change in land use and/or development of property will have on dwelling unit, population and/or employment densities; public infrastructure and facilities demand; transportation networks; and the physical environment. The net resulting impacts of a proposed change might be favorable, unfavorable or of no effect, depending on the nature of the change and the size of the physical area that would be the subject of the change.
- The Advance Planning Unit of Scottsdale's Planning and Community Development Department has developed a Land Use Impact electronic spreadsheet model that enables an analysis and projection of the impacts of the use and development of land areas of any size in any of the city's Planning Zones and for any purpose proposed under the Land Use Element of the city's General Plan. The model runs on the Microsoft Office 2000 Excel program and is available at: <http://www.scottsdaleaz.gov/Assets/documents/bldgresources/LandUseImpactModel.xls>  
The only input necessary to run the model is the total acreage included in a proposed GPA, by specified land use category; and the output is a single page table with summary listing and graph of all requisite impact data.  
GPA applicants may contact the Advance Planning unit at 480-312-7990 for an appointment to have an in-house Land Use Impact model analysis run for the proposed GPA.

**11. GP Element Analysis: provide discussion and analysis of any changes to all general plan elements that your proposed amendment would make, include narrative discussing those plans, goals, and/or policies proposed for changes (list each element & discuss the applicable plans & policies within each element as it relates to your proposed amendment).**

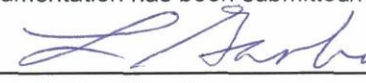
**12. Proposition 207 information handout (sample agreement provided)**

By signing below, the parties agree that the above documentation has been submitted/received.

  
\_\_\_\_\_

**Applicant Signature**

8/26/11  
**Date**

  
\_\_\_\_\_

**Coordinator Signature**

8/26/11  
**Date**

### Planning & Development Services Department

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088



# City of Scottsdale Cash Transmittal

## # 88106

88106  
 00384667  
 08/26/11 PLN-1STOP  
 LORS HPDOB58004  
 8/26/2011 1:40 PM  
 \$2,037.00

**Received From :**

HGJ INVESTMENTS  
 10881 N SCOTTSDALE RD STE 200  
 SCOTTSDALE, AZ 85254  
 480-945-4516

**Bill To :**

Reference # 552-PA-2011-0  
 Address 16001 N SCOTTSDALE RD  
 Subdivision SCOTTSDALE RESEARCH PARK DEDICATION  
 Marketing Name  
 MCR 259-38  
 APN 215-44-002D  
 Owner Information  
 HGJ INVESTMENTS  
 10881 N SCOTTSDALE RD STE 200  
 SCOTTSDALE, AZ 85254  
 480-945-4516

Issued Date 8/26/2011  
 Paid Date 8/26/2011  
 Payment Type CHECK/CREDIT CARD  
 Cost Center  
 Metes/Bounds No  
 Water Zone  
 Water Type  
 Sewer Type  
 Meter Size  
 QS 35-45

| Code | Description              | Additional | Qty | Amount     | Account Number  |
|------|--------------------------|------------|-----|------------|-----------------|
| 3172 | PRE-APPLICATION / GP     |            | 1   | \$87.00    | 100-21300-44221 |
| 3173 | GENERAL PLAN APPLICATION | Non-Major  | 1   | \$1,950.00 | 100-21300-44221 |

**City of Scottsdale**  
 7447 E. Indian School Rd.  
 Scottsdale, AZ 85251  
 (480) 312-2500  
 One Stop Shop

Date: 08/26/11 Cashier: LORS  
 Office: PLN-1STOP Mach ID: HPDOB580045  
 Tran #: 5 Batch #: 23606  
 Receipt: 00384667 Date: 8/26/2011 1:40 PM  
 88106  
 3172 PRE APPLICATION/GP \$87.00  
 3173 GENERAL PLAN APPL \$1,950.00

**TENDERED AMOUNTS:**

Check Tendered: \$1,950.00  
 Chk #: 1408 HGJ INVESTMENTS  
 Visa Terminal Tendered: \$87.00  
 CC Last 4: 4699 Auth Code: 026137  
 Transaction Total: \$2,037.00

Thank you for your payment.  
 Have a nice day!

SIGNED BY MICHELLE SANTORO ON 8/26/2011

8-GP-2011  
 1st: 8/26/2011

Total Amount **\$2,037.00**

(When a credit card is used as payment I agree to pay the above total amount according to the Card Issuer Agreement.)  
**TO HAVE WATER METER SET - CALL 480-312-5650 AND REFER TO TRANSMITTAL # 88106**