

# PLANNING COMMISSION REPORT

## REMOTE HEARING



MEETING DATE: August 26<sup>th</sup>, 2009

ITEM NO. \_\_\_\_\_

GOAL: Coordinate Planning to Balance Infrastructure

### SUBJECT

**3-GP-2009**

**Northwest Corner of Pima Road and Dynamite Boulevard**

### REQUEST

Request to consider a major General Plan amendment of the General Plan Land Use Element from Rural Neighborhoods to Commercial on a 8.6 +/- acre parcel located at 8738 East Dynamite Boulevard.

No action is required at this remote Planning Commission hearing. The Planning Commission will consider this case for recommendation to the City Council on September 23<sup>rd</sup>, 2009.

### Key Items for Consideration.

- The major General Plan amendment request, if approved would facilitate zoning and development of commercial use compared to the currently planned and zoned residential use.
- The approval of a General Plan amendment cannot directly stipulate to a specific zoning district.
- This site is located in the Desert Foothills Character Area boundary.
- There are no single-family homes adjacent to this site.

### Related Policies, References.

- 2001 City of Scottsdale General Plan
- Desert Foothills Character Area Plan
- Foothills Overlay portion of the Zoning Ordinance
- 2008 Transportation Master Plan
- 2004 Trails Master Plan
- Scenic Corridor Design Guidelines
- Case 7-ZN-2009 is the associated rezoning request for this property.
- Case 20-UP-2009 is the associated use permit request for this property.

### OWNER

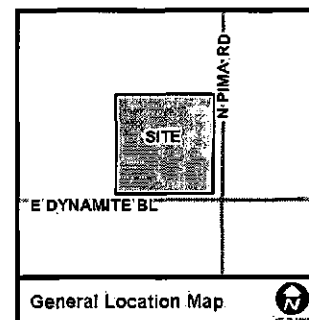
Scottsdale & Dynamite Properties  
480-922-9222

### APPLICANT CONTACT

John V. Berry, Esq.  
Berry & Damore, LLC  
480-385-2727

### LOCATION

8738 East Dynamite Boulevard



**BACKGROUND**

**Context.**

This site is located on the northwest corner of Pima Road and Dynamite Boulevard, both of which are minor arterials, with a signalized intersection where they converge (Attachment 1). The 8.6 +/- acre site is currently undeveloped.

This site is included within the Environmentally Sensitive Lands area and the Desert Foothills Character Area boundary. There is a major wash running through the parcel with at least three (3) branches, each of which is considered to be a significant wash (>50 cfs) based on the city Land Information System.

The immediately adjacent properties to the north and west are currently undeveloped. The other parcels located on the northeast corner, southeast corner and southwest corner of Pima Road and Dynamite Boulevard are currently undeveloped State Land and are included in the McDowell Sonoran Preserve recommended study boundary. There is a major trailhead proposed for the northeast corner of Pima Road and Dynamite Boulevard, just east of this site. There is a major utility corridor running northeast to southwest diagonally from the site.

In the larger context, there is a large church located to the north of the site and a commercial ranch facility located to the west. Troon North, a residential master planned community, is located approximately one-half mile to the east of the site. See Attachment 2 for an aerial showing the larger context along with Attachment 3 which is the Trails Master Plan map.

**General Plan.**

Land Use

The General Plan Land Use Element designates the property as Rural Neighborhoods (Attachment 4). This designation includes areas of relatively large lot single-family neighborhoods. Densities in Rural Neighborhoods are usually one house per acre (or more) of land.

Land Use Designations adjacent to the subject site are as follows:

- North of this site the land use category is Rural Neighborhoods.
- South of this site the land use category is Rural Neighborhoods. It is also included in the study boundary of the McDowell Sonoran Preserve.
- East of this site the land use category is Rural Neighborhoods. It is also included in the study boundary of the McDowell Sonoran Preserve.
- West of this site the land use category is Rural Neighborhoods.

Character and Design Element

The Character and Design Element of the General Plan designates this site within the Rural Desert Character Type. This character type typically contains 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. It provides a rural lifestyle that includes preservation of the desert character.

Open Space and Recreation Element

The Open Space and Recreation Element designates Pima Road and Dynamite Boulevard as Scenic Corridors. This designation entails substantial native desert setbacks measured from the outside of the ultimate planned right-of-way line.

**Major General Plan Amendment.**

Arizona State Statute Section 9-461.06 H. defines a major General Plan amendment as a proposal that results in a "substantial alternation of the municipality's existing General Plan land use element." The City of Scottsdale approved criteria that defined a major amendment on February 6, 2001, and reaffirmed that criteria in the General Plan adopted by City Council in October 2001, and ratified by a vote of the citizens in March 2002. These criteria identify amendments to the General Plan as major amendments if the proposal meets any one of the following criteria:

- Change in the Land Use Category
- Area of Change Criteria (gross acreage)
- Character Area Criteria
- Water/Wastewater Infrastructure Criteria

If a proposed change meets any of the criteria, the proposal constitutes a major amendment to the General Plan. A land use change from Rural Neighborhoods to Commercial designation is considered a major amendment, regardless of size.

**APPLICANT'S  
PROPOSAL**

**Proposed Amendment.**

Case 3-GP-2009 is a request by the applicant to amend the General Plan Land Use designation for an 8.6 +/- acre property located at the northwest corner of Pima Road and Dynamite Boulevard. The applicant's request is to change the General Plan Land Use designation from Rural Neighborhoods to Commercial (Attachment 5). Concurrent rezoning (7-ZN-2009) and use permit (20-UP-2009) cases have been submitted in association with this request.

The concurrent rezoning and use permit cases submitted by the applicant indicate a proposed gas station, general store, restaurant, hardware store, tack and feed along with a horse barn and corrals. The applicant is requesting a Planned Neighborhood Center (PNC), Environmentally Sensitive Lands (ESL) zoning classification. The purpose of the PNC zoning district is to provide a hub of activity that reflects the identity and meets the daily needs of the neighborhood.

This site is currently zoned R1-190, Single Family Residential, ESL, Foothills Overlay (F-O). The F-O zoning district does not allow commercial uses; therefore, the applicant is also requesting removal of the F-O designation. A text amendment to allow this use in the F-O designation would be another option. The rezoning and use permit applications are scheduled to be heard by the Planning Commission concurrently with this General Plan amendment on September 23<sup>rd</sup>, 2009.

The applicant's project narrative has been attached to this report for specific reference purposes (Attachment 6).

**STAFF ANALYSIS**

**General Plan Analysis.**

In examining the elements of the General Plan in relation to the proposal, the following goals and approaches should be considered:

Land Use Element

The Land Use Element encourages land uses that create a sense of community among those who work, live, and play within local neighborhoods. Integrating land use and transportation policies to promote a decrease in vehicle miles traveled will reduce air pollution, increase interaction among citizens and provide a stronger sense of community.

It also discusses how more intense land uses should be focused along major transportation networks while less intense uses should be located within more environmentally sensitive lands.

This request is to amend the General Plan Land Use Element to Commercial. The General Plan Land Use Element describes the Commercial land use category as follows:

- *These uses provide a variety of goods and services to the people who live in, work in, or visit Scottsdale and have been designated throughout the community at an appropriate scale and location. This category includes areas designated for commercial centers providing goods and services frequently needed by the surrounding residential population, and retail businesses, major single uses, and shopping centers, which serve community and regional needs. This category may also include other uses, like housing and office uses, to attain environmental and mobility goals. Neighborhood retail should be located at frequent intervals in relationship to the density of nearby residential areas to reduce travel time and distance. The size and scale of neighborhood commercial centers should be compatible with surrounding residential uses and care must be taken to avoid undesirable impacts on surrounding areas. Neighborhood commercial uses are best located on collector or arterial streets. Community or regional commercial uses should usually be located on arterial streets for high visibility and traffic volumes. Community and regional commercial uses function best when they are integrated with mixed-use areas.*

Character and Design Element

A goal of the Character and Design Element states how the appropriateness of all development should be determined in terms of community goals, surrounding area character and the specific context of the surrounding neighborhoods. Character Area Plans were created with the purpose of helping guide this goal.

Economic Vitality Element.

The Economic Vitality Element encourages a diversity of businesses that contribute to Scottsdale's sales tax base. It mentions this can be done by attracting new high value/ low impact business and by nurturing and supporting new businesses. The element also states the city should maintain and develop neighborhood-shopping areas that are in proximity to neighborhoods and residential concentrations.

Community Mobility Element

Similar to the Land Use and Economic Vitality Element, the Community Mobility Element supports land use decisions that reduce the distance and frequency of automotive generated trips. Trip reduction improves air quality and reduces traffic congestion, which in turn, enhances quality of life and the environment.

Neighborhoods Element

The Neighborhoods Element focus is on housing and neighborhood preservation; however, it does acknowledge that neighborhoods may have competing goals and often newer neighborhoods prefer not to have services located nearby. It also acknowledges that residential neighborhood livability and economic neighborhood vitality can come into conflict and the two must be balanced.

**Desert Foothills Character Area Plan.**

The property is located within the Desert Foothills Character Area boundary (Attachment 7). This area has an established Character Area Plan approved by City Council in 1999. All development should be subject to the objectives and guidelines of that Plan.

The Desert Foothills Character Area Plan does not restrict land use types. This is done through the Foothills Overlay zoning ordinance that was completed in 2003 after the adoption of the Character Area Plan. The three (3) main goals of the Desert Foothills Character Area Plan are:

- Preserve the natural, visual qualities of the lush upper desert by using desert-sensitive building techniques.
- Promote connected areas of desert open space and trails.
- Identify and celebrate the rural desert character of the Desert Foothills area.

**Current Surrounding Commercial Land Use.**

The applicant is requesting a Commercial land use designation. Specifically, the applicant intends to build a gas station along with supporting commercial uses on this property (7-ZN-2009 and 20-UP-2009). Currently, there are four (4) gas stations, along with supporting commercial uses, within an approximate three (3) mile radius of this site (Attachment 8). There is currently no Commercial land use designation along Pima Road from Pinnacle Peak Road north.

**Traffic.**

Pima Road and Dynamite Boulevard are both designated as minor arterials and Scenic Corridors. At this site, Pima Road is four (4) lanes. Dynamite Boulevard is two (2) lanes from Scottsdale Road to Pima Road. It then becomes four (4) lanes from Pima Road east. The 2008 Transportation Master Plan recommends widening Dynamite Boulevard from two (2) lanes to four (4) lanes by the year 2030. It does not recommend widening Pima Road.

Average daily traffic volumes for the intersection of Pima Road and Dynamite Boulevard was 33,500 in 2006 indicating this is a frequently used intersection for a rural neighborhood. Changing the land use designation from Rural

Neighborhoods to Commercial would generate 8,256 additional trips per day, according to the City of Scottsdale land use impact analysis. This increase would not impact the recommendations of the Transportation Master Plan. A Traffic Impact and Mitigation Analysis (TIMA) has been requested of the applicant and will be provided for the rezoning case.

**Community Involvement.**

A city-sponsored open house for cases 2-GP-2009 and 3-GP-2009 was held on June 4<sup>th</sup>, 2009 from 5:30-7:00 PM at La Mirada Desert Center. Seventy-three (73) community members were in attendance along with city staff. At the open house, staff received fourteen (14) comment cards in opposition to 3-GP-2009 and thirty-three (33) in opposition to both 3-GP-2009 and 2-GP-2009. One (1) comment card was received in support of this case.

Table 1: Citizen Input Received for 3-GP-2009

	OPPOSED		SUPPORT	
	3-GP-2009	Both Cases*	3-GP-2009	Both Cases*
Comment Cards	14	33	1	0
Emails	33	7	8	3
Letters	2	2	0	0
Total (as of 8/14/09)	49	42	9	3

\* Refers to 2-GP-2009 and 3-GP-2009, both of which are cases that sites are located within the Desert Foothills Character Area boundary.

Verbal input along with emails have also been received. To date, staff has received eight (8) emails in support and thirty-three (33) in opposition to this case. Three (3) emails in support and seven (7) emails in opposition have also been received that mention both 2-GP-2009 and 3-GP-2009. Additionally, staff has received two (2) letters in opposition of 3-GP-2009 and two (2) in opposition of both Desert Foothills cases.

Residents have expressed concern that, if approved, this request would be precedent setting and erode the rural character and lifestyle. Many citizen comments have referenced the Desert Foothills Character Area Plan and the extensive community participation that occurred the creation of that plan. The letters, emails, comment cards and open house sign-in sheet are included in Attachment cards, emails and letters are included in Attachment 9.

The Maricopa Association of Governments stated they have no comment on the proposed amendment. The Arizona Department of Transportation responded that at this time, the proposed plans will not have an impact on the highway facilities in the area.

The site has been posted with a notification sign since May 13<sup>th</sup>, 2009. Property owners within 750 feet have been notified by the city and those who attended the city sponsored open house have been added to the notification list. The applicant sponsored open house is scheduled to occur on August 17<sup>th</sup>, 2009.

**Scottsdale Planning Commission Report**  
**Remote Hearing**

**Case No. 3-GP-2009**

**STAFF  
RECOMMENDATION**

No formal recommendations are being presented by staff for this remote hearing. No formal action is required of the Planning Commission at this date.

**NEXT STEPS**

**Planning Commission Hearing** - September 23<sup>rd</sup>, 2009 at 5:00 PM. City Hall, 3939 North Drinkwater Boulevard

**City Council Hearing** - October 27<sup>th</sup>, 2009 at 5:00 PM. City Hall, 3939 North Drinkwater Boulevard


**RESPONSIBLE  
DEPT(S)**

**Planning, Neighborhood and Transportation Division**  
Advance Planning Services


**STAFF CONTACT(S)**

Carrie Wilheme, AICP  
Senior Planner  
480-312-2205  
E-mail: cwilhelme@ScottsdaleAZ.gov

**APPROVED BY**

 8/10/09  
Carrie Wilheme, AICP Date  
Senior Planner/ Report Author

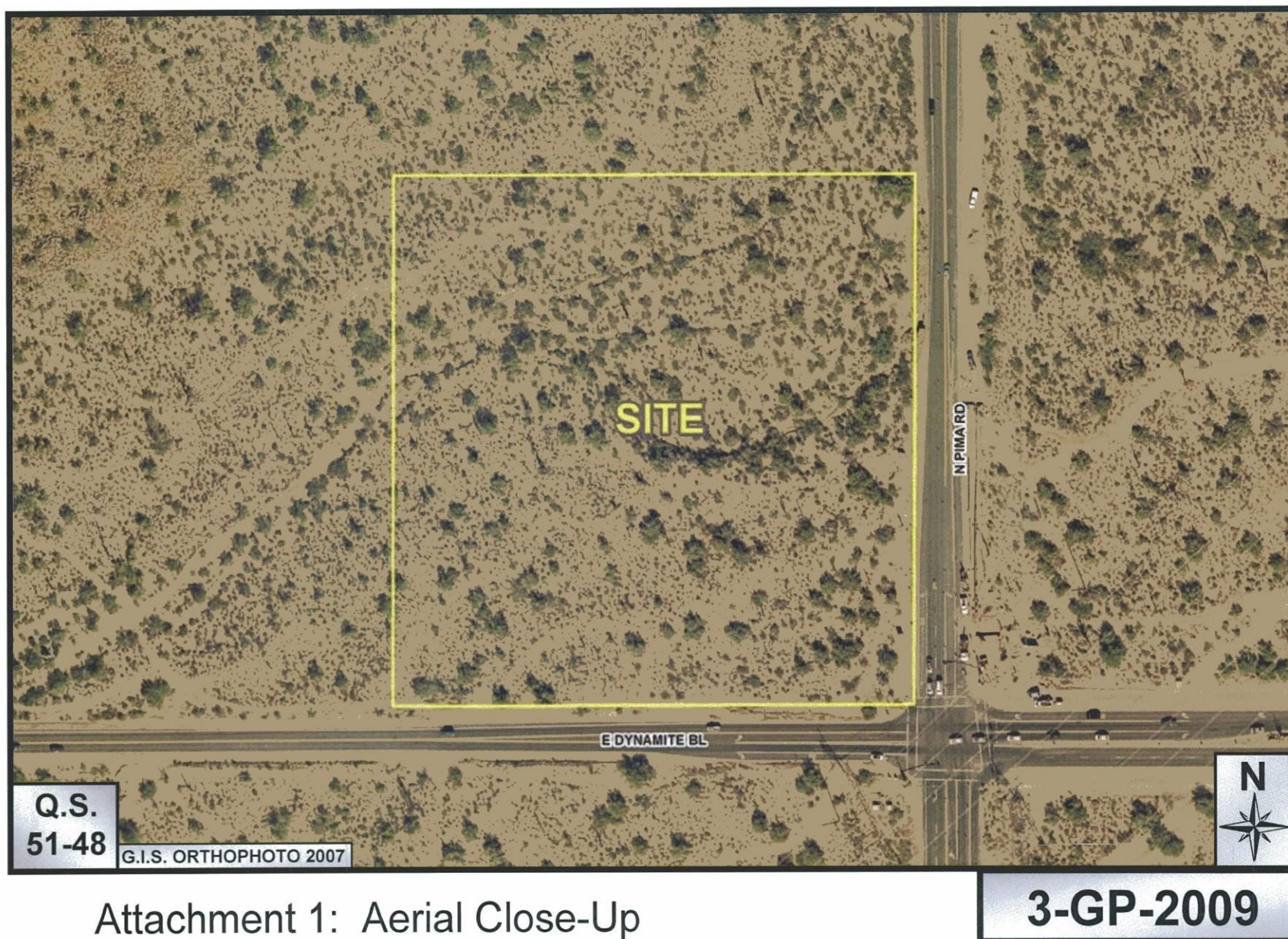
 8/10/09  
Connie Padian Date  
Advance Planning Director

 8/14/09  
David E. Richert Date  
Managing Executive Director  
Planning, Neighborhood and Transportation Division

**ATTACHMENTS**

1. Aerial Close-Up
2. Context Aerial
3. Trail System Master Plan map
4. Conceptual Land Use Map
5. Proposed Land Use Map
6. Applicant's Narrative
7. Desert Foothills Character Area Boundary map
8. Fueling Stations and Commercial Properties map
9. Citizen Involvement

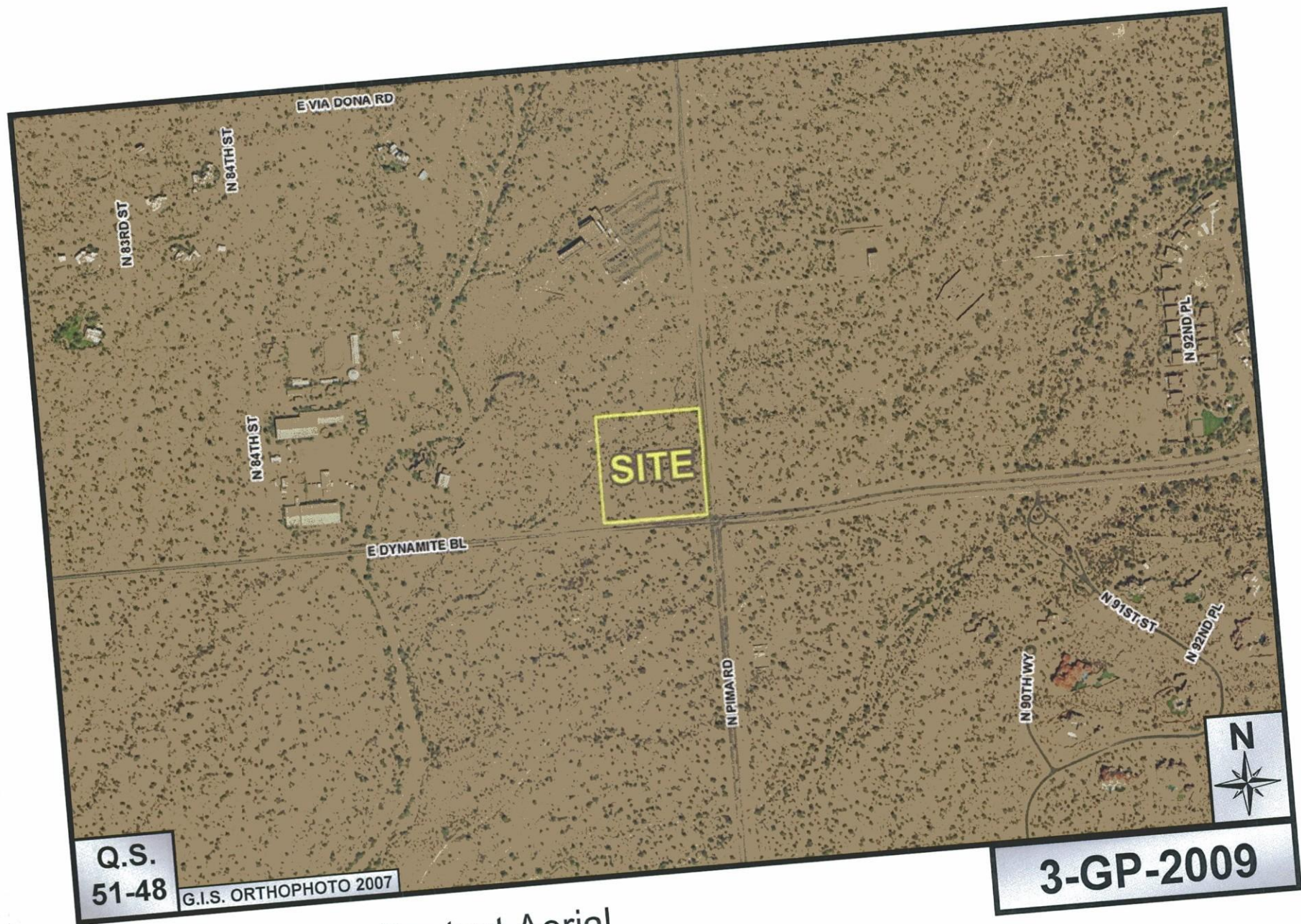




Attachment 1: Aerial Close-Up

3-GP-2009





Attachment 2: Context Aerial



CIRCLE MOUNTAIN

HONDA BOW

ROCKAWAY HILLS

DESERT HILLS

JOY RANCH

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY

LONE MOUNTAIN

DIXILETA

DYNAMITE

JOMAX

HAPPY VALLEY

PINNACLE PEAK

DEER VALLEY

BEARDSLEY/THOMPSON PEAK

OUTER LOOP

UNION HILLS

BELL/FRANK LLOYD  
WRIGHT BLVD.

GREENWAY

THUNDERBIRD

CACTUS

SHEA

DOUBLE TREE

McCORMICK PKWY.

INDIAN BEND

McDONALD

CHAPARRAL

CAMELBACK

INDIAN SCHOOL

THOMAS

McDOWELL

McKELLIPS

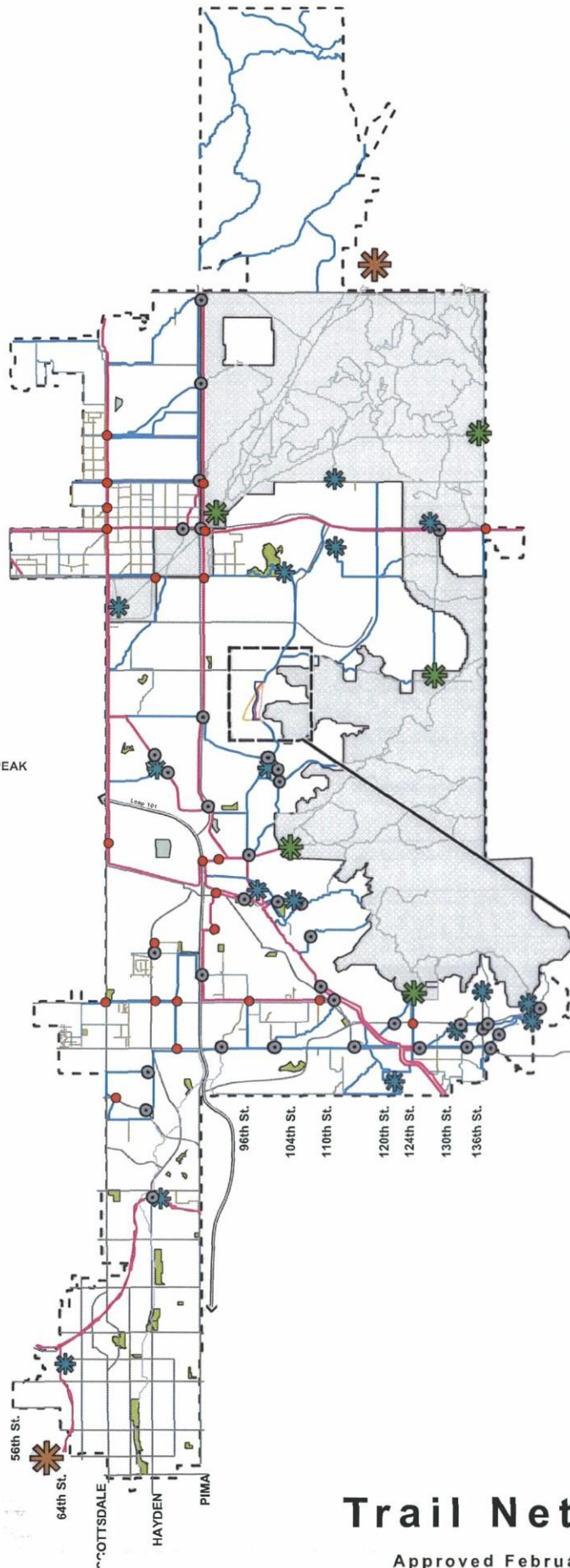


## Trail System Master Plan

### Trail Network

- Primary Trail
- Secondary Trail
- Local Trail
- Neighborhood Trail
- Preserve Trail
- Paved Connection
- Preserve Study Boundary
- City Boundary
- Existing Park
- Planned Park
- Equestrian Signal
- Grade-Separated Crossing
- Interim Equestrian Signal followed by Grade-Separated Crossing
- Minor Trailhead
- Major Trailhead
- Other Trailhead

See Map of Trail Alternatives in Church Road Area

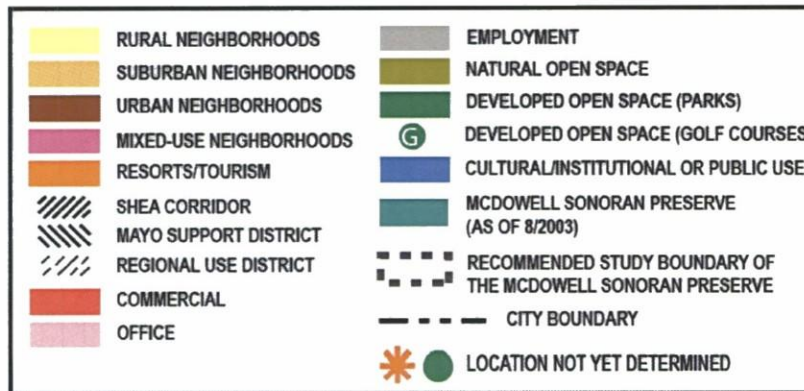
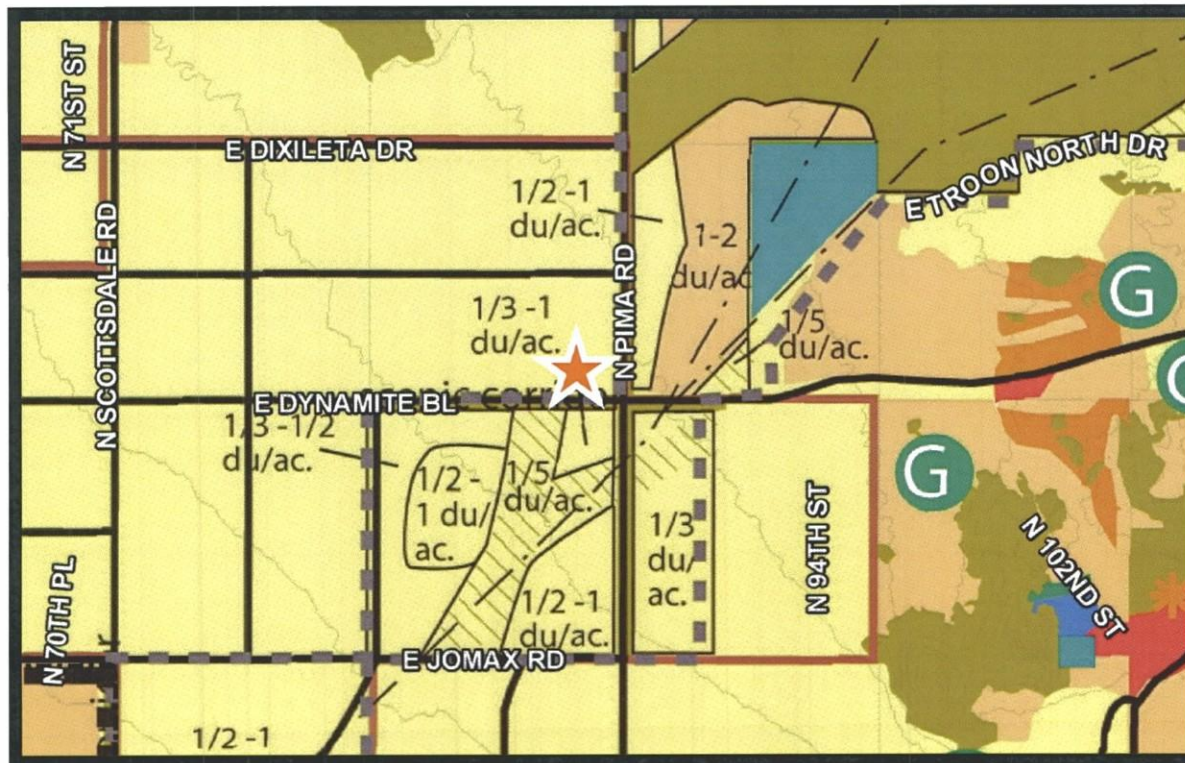


## Trail Network

Approved February 2004



# General Plan 2001 Conceptual Land Use Map



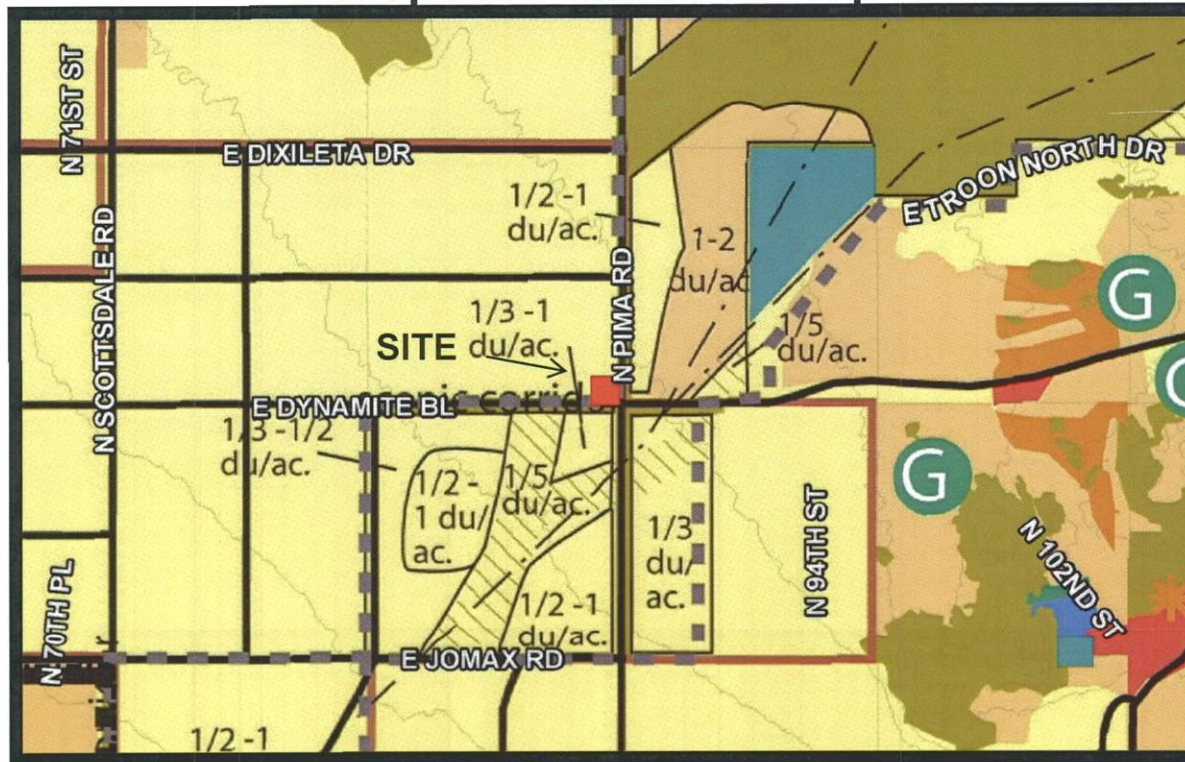
Attachment 4



3-GP-2009



# General Plan Proposed Land Use Map



Attachment 5



3-GP-2009

# Project Narrative

## Location: NWC of Pima & Dynamite

### General Plan Amendment Narrative Report

Request for a Major General Plan Amendment  
from Rural Neighborhoods to Neighborhood Commercial

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  
REVISED: May 8, 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.

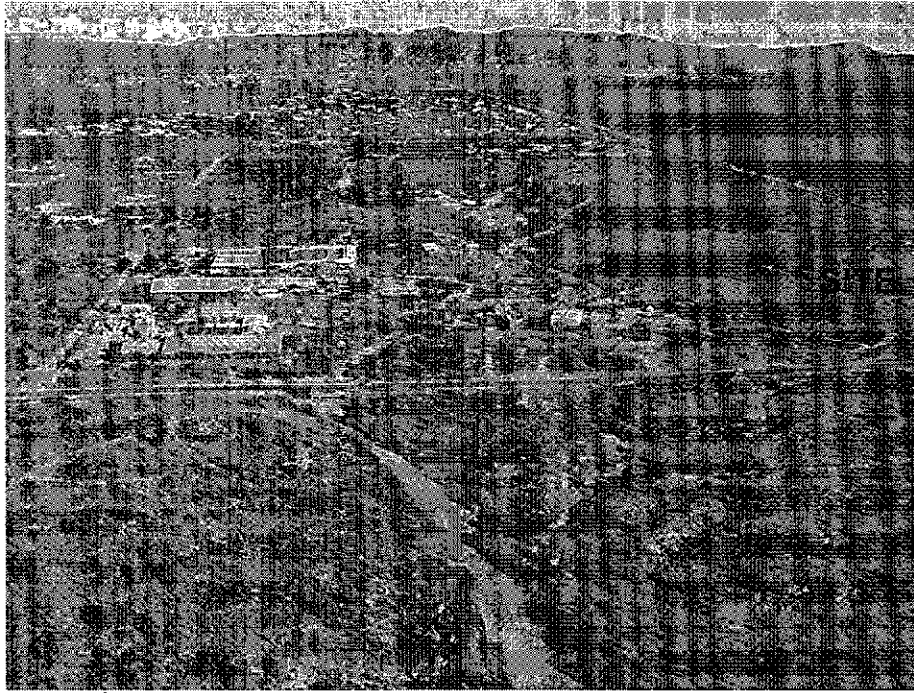
The applicant is committed to developing a design expression that takes its clues from authentic design features and conditions that are true to the aspirations expressed in both the General Plan and the Desert Foothills Character Plan. Unlike the now typical ranch style of commercial architecture that 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

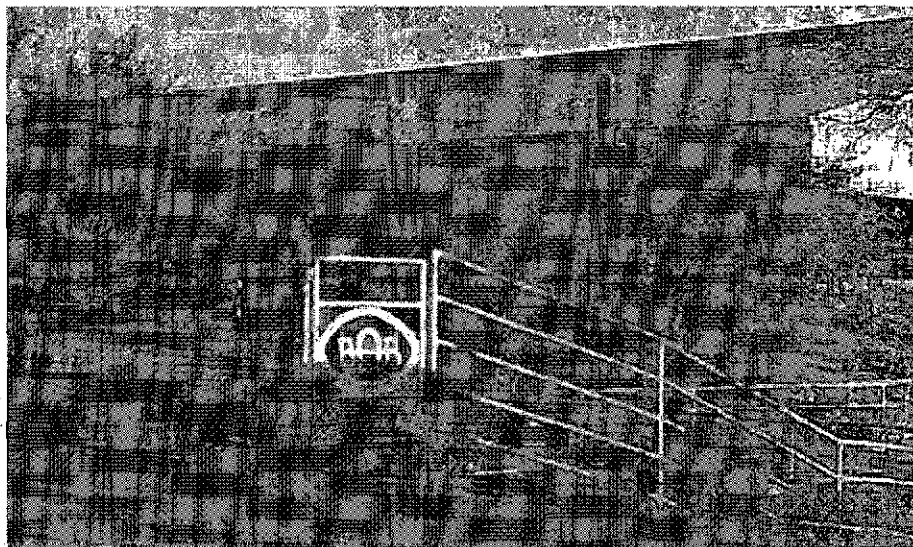
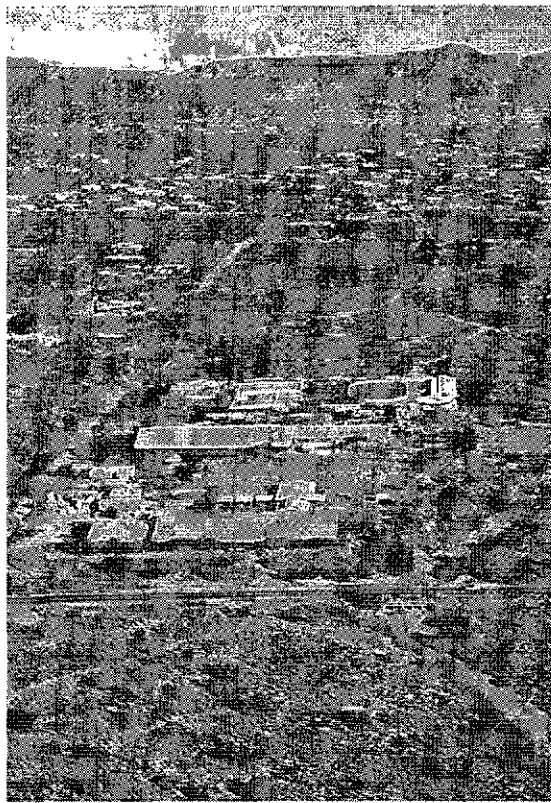
that incorporate rammed earth, adobe brick, board form concrete, native stone, board-on-batten, vertical gabions, corten steel and other similar treatments. Roof materials and features may include; corrugated metal, standing seam metal (and other similar profiles), corten steel, clay tile, wood shakes and copper. All additional architecture design and features will look to complement the character of the rural desert vernacular expression.

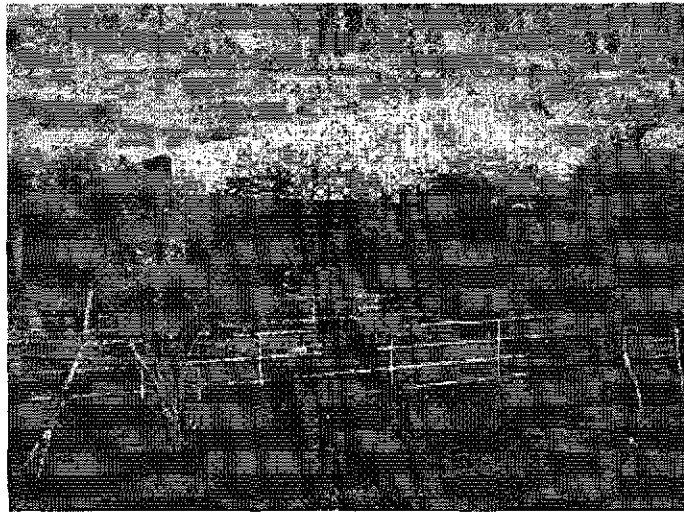
This distinctive small-scale, environmentally sensitive neighborhood service opportunity provides an excellent transition from the more intense arterial streets to existing residential zoning. It is important to consider the intense land use patterns that have developed near and adjacent to the Property. 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 regional arterial roads (Pima and Dynamite) that serve as two of the highest capacity roadways north of the Loop 101 providing vehicular connectivity from the 101 to Carefree and from Phoenix to Fountain Hills. 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.*

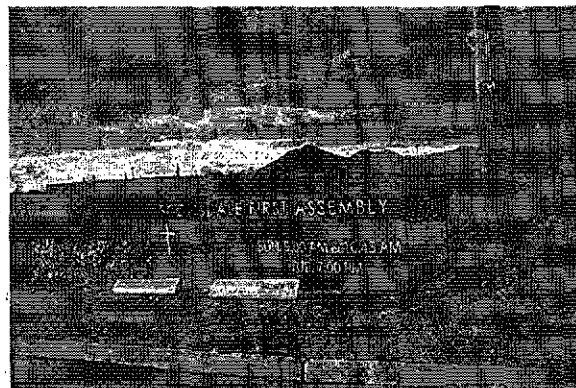


**Adjacent Commercial Ranch Facility - View North**

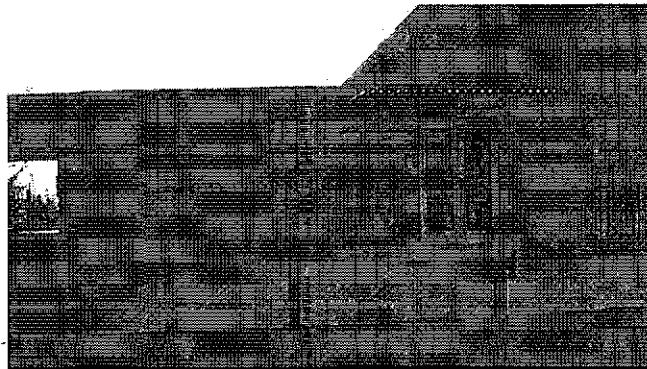




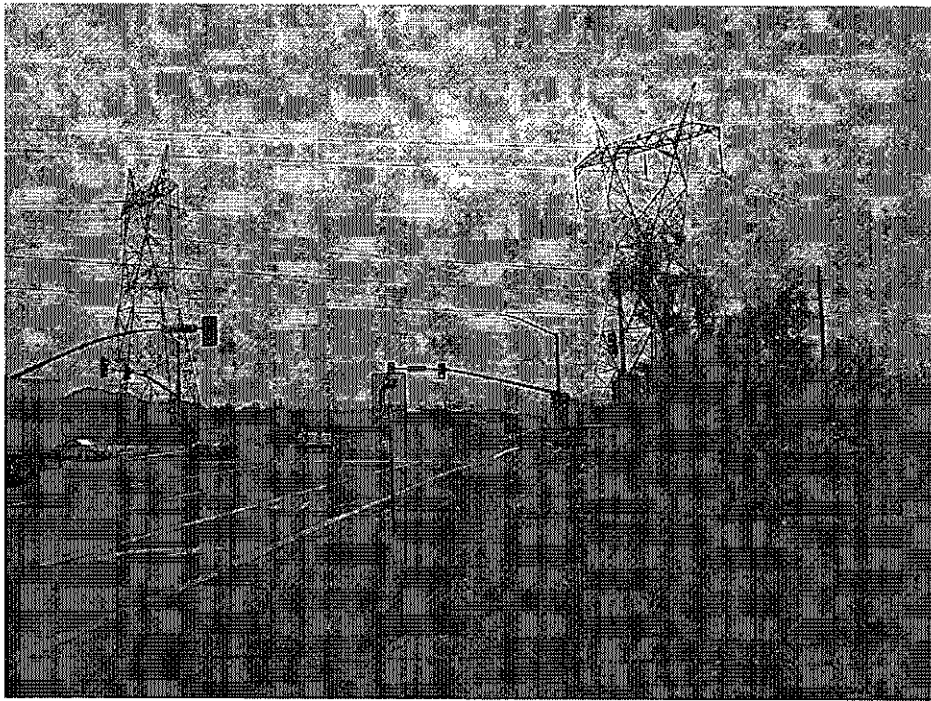
**Adjacent Commercial Ranch Facility**



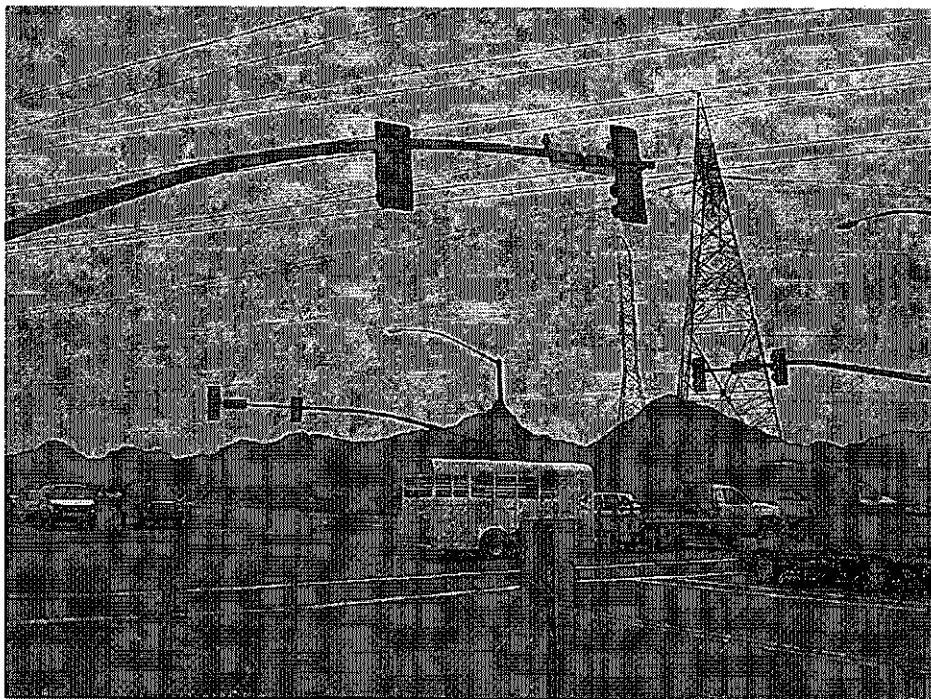




**Dream Center Scottsdale First Assembly**



**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 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 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 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 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 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 significant 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 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 two 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 arterials allows for efficient transportation of individuals throughout the area.

#### **IV. Conclusion**

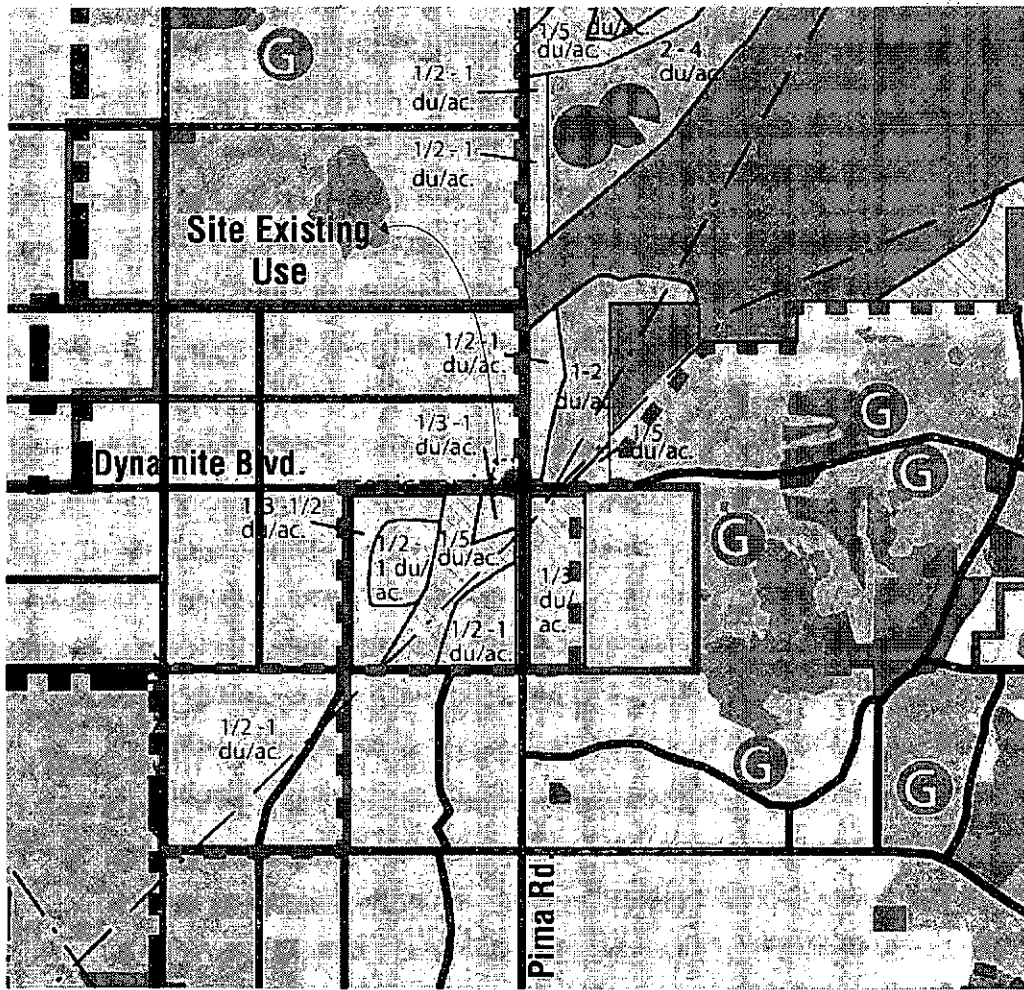
In summary, each element of the General Plan provides goals and approaches which, when satisfied, provide strong support for a change in the Land Use category of the General Plan. This Application, which seeks to change the General Plan designation of the Property from Rural Neighborhoods to Neighborhood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

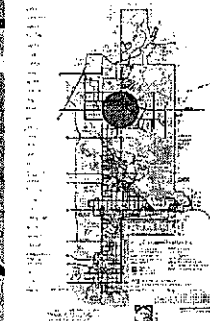
This very unique small-scale, environmentally sensitive neighborhood service opportunity provides an excellent transition from the more intense regional arterial streets

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 (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.



### Legend

- Rural Neighborhoods
- Suburban Neighborhoods
- Urban Neighborhoods
- Mixed-Use Neighborhoods
- Resorts/Tourism
- Commercial
- Office
- Employment
- Natural Open Space
- Developed Open Space (Parks)
- Developed Open Space (Golf Courses)
- Cultural/Institutional or Public Use
- Shea Corridor
- Mayo Support District
- Regional Use District
- McDowell Sonoran Preserve (as of 8/2003)
- Recommended Study Boundary of the McDowell Sonoran Preserve
- City Boundary



Reference Map

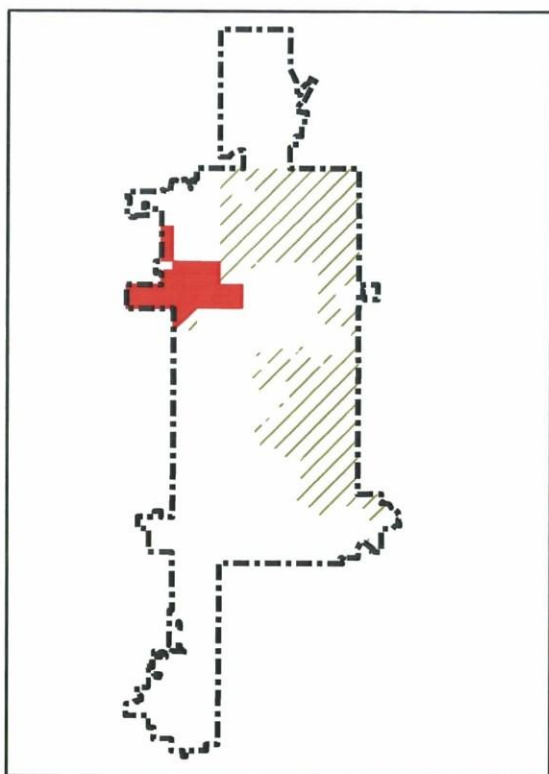
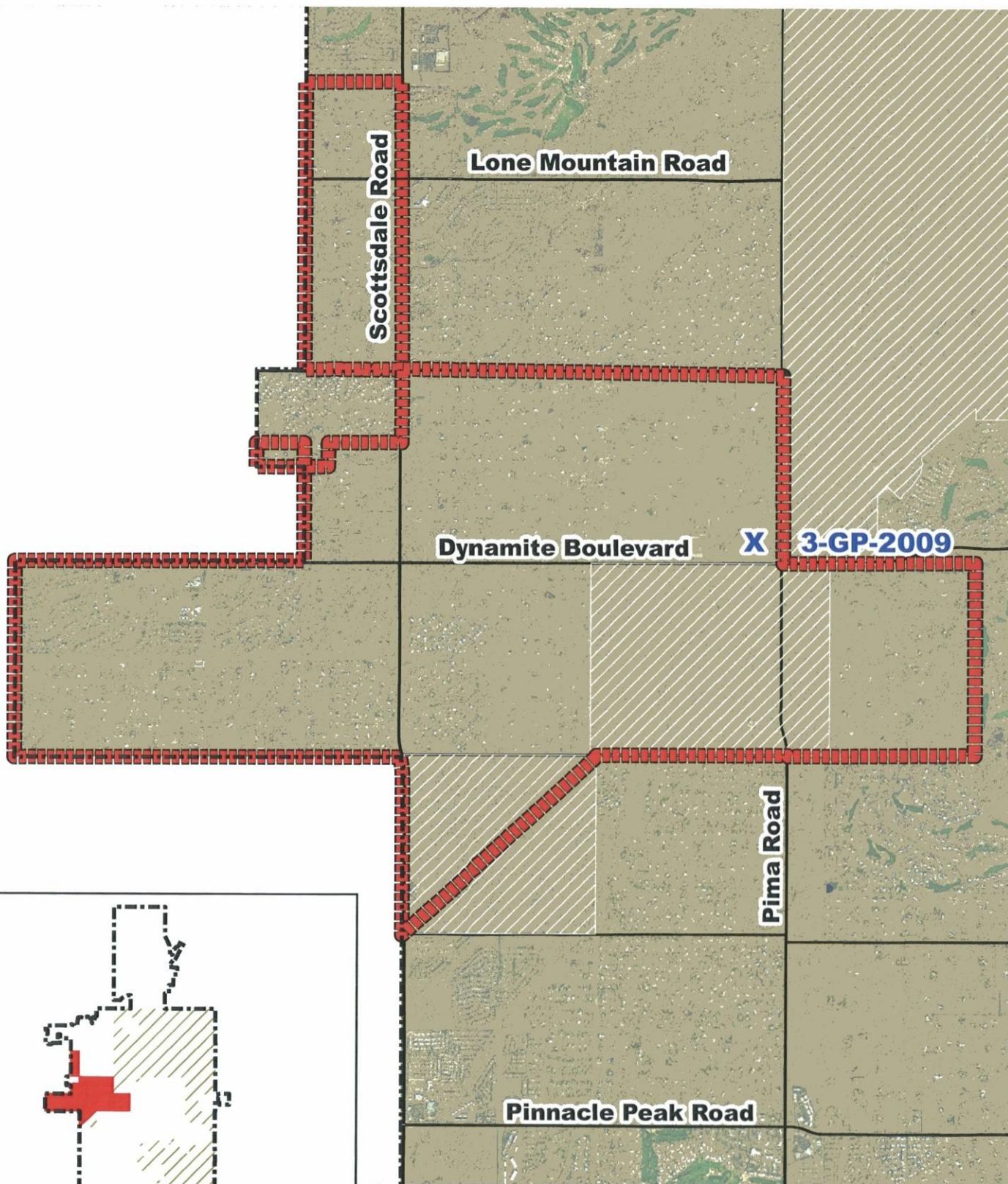
**Dynamite & Pima**  
Scottsdale, Arizona

*Existing General Plan*

04.20.09

SWABACK PARTNERS LLP  
PLANNING AND DESIGN



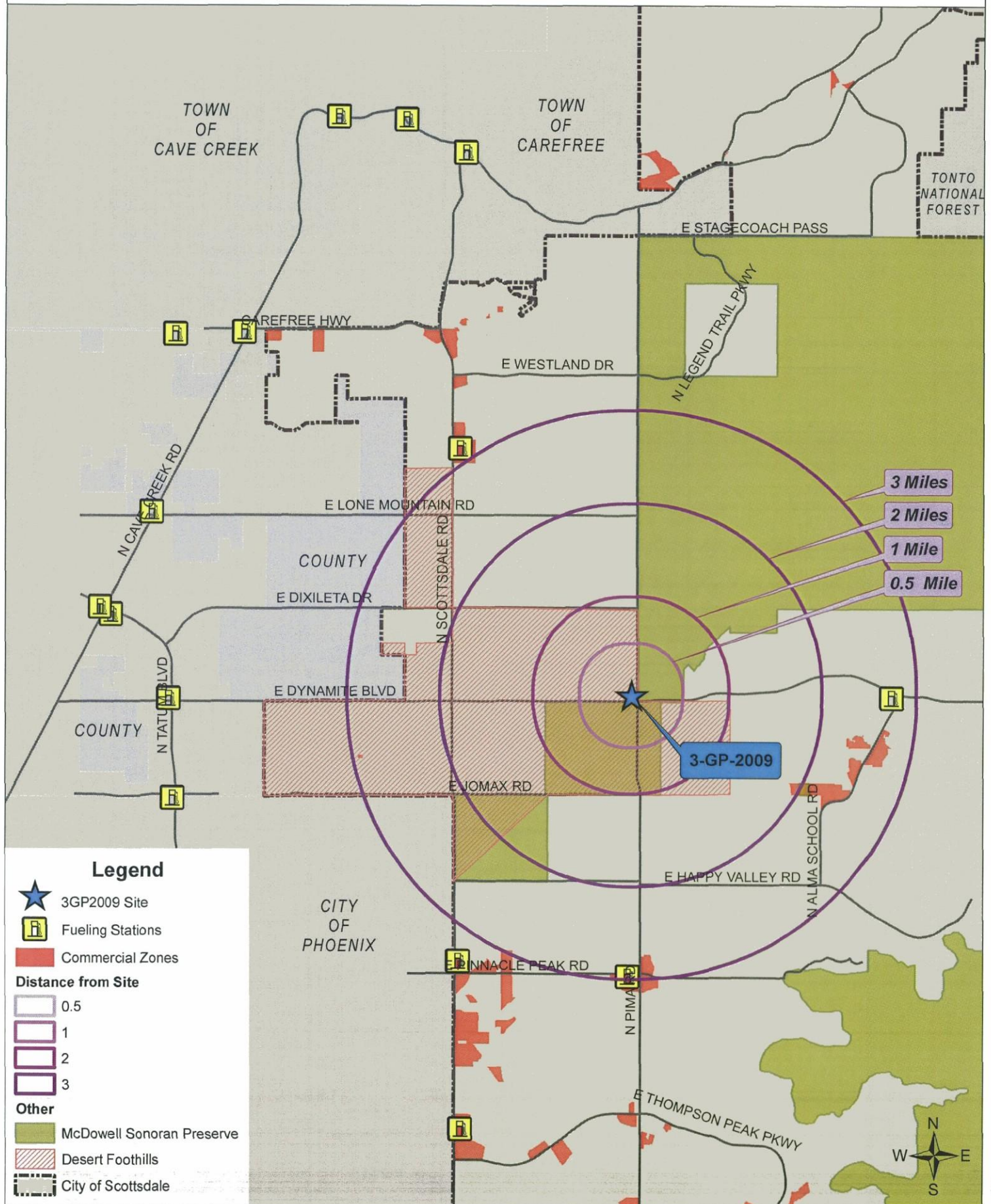


**Attachment 7:  
Desert Foothills  
Character Area Boundary**



**3-GP-2009**





## ATTACHMENT 9 – CITIZEN INVOLVEMENT

- Letters
- Emails
- Open House Comment Cards
- Open House Sign-In Sheet

**Godfrey**  
**9222 East Vista Drive**  
**Scottsdale, AZ 85262**

TO: Scottsdale City Council  
Scottsdale Planning Commission

C: Carrie Wilhelme, AICP, Scottsdale Senior Planner  
Paul Smith, President, Technical Solutions  
Coalition of Pinnacle Peak  
McDowell Sonoran Conservancy  
The Arizona Republic

**REFERENCE:**

**Major General Plan Amendment 3-GP-2009: NWC Dynamite Boulevard and Pima Road (Retail and Gas Station)**

**Major General Plan Amendment 2-GP-2009: SWC Lone Mountain Road and Dynamite Boulevard (Assisted Living Facility)**

To the members of the Scottsdale City Council and Planning Commission:

The above-referenced proposed Major General Plan Amendments are both preposterous:

- Show disrespect for the scenic, unspoiled beauty of the Pima Road corridor
- Exhibit a disregard for the guidelines as established for the "Desert Foothills Character Area" and the "Foothills Zoning Overlay"
- Demonstrate a seeming lack of understanding of the current economic realities
- Blatantly insult the intelligence of the citizens of North Scottsdale and all those who are concerned about conserving the pristine nature of the natural desert.

As concerns both these proposed amendments, have these developers noticed that commercial real estate space is in a free fall and that assisted living facilities are hardly operating at capacity? There is an abundance of retail/restaurant space available at The Summit, El Pedregal, Lone Mountain/Scottsdale Rd, Pima Road/101, DC Ranch etc. and no doubt will be for the foreseeable future. As for gas stations, there are already a sufficient number in the vicinity. Feed and tack supplies are also readily available. Two existing assisted living facilities are nearby: The Heritage and Silverstone.

In a distinctly syrupy "Dear Neighbor" letter from Mr. Paul Smith, president of Technical Solutions, he terms the Dynamite/Pima plan "...integrating neighborhood services, such as feed and tack, vehicle energy, sundries, plants and plant supplies in a uniquely desert foothills style." Phooey! We just don't need this commercial development. The neighborhood open house for this plan is set for August 17 (in the middle of summer

vacation for many of us) at a strangely inconvenient location. We look forward, however, to attending all subsequent hearings on this proposed amendment.

When the open house on the Scottsdale/Lone Mountain development proposal is announced, that will go on our calendar immediately.

We look forward to having many of our friends and neighbors join in this worthy effort to save us and our precious open space from the encroachment of urban sprawl.

Sincerely yours,

Nancy and Peter Godfrey  
480-575-0011  
480-575-0022 fax  
[ntgodfrey@msn.com](mailto:ntgodfrey@msn.com)

**Comments on Amendments to the General Plan, 2-GP-2009 & 3-GP-2009**

My name is Robert Cappel and I'm here to comment both as a homeowner at 33600 N. 79<sup>th</sup> Way in Scottsdale and as the President of the Board of Directors for the Home Owners Association of Winfield. Winfield is a gated community of 511 homeowners located on the southeast corner of Scottsdale and Westland Roads.

The upper Sonoran desert is a unique Scottsdale treasure. It is the world's only green, deciduous desert, and residents bought homes in north Scottsdale because they love the look of the desert. Many of us supported conservation ordinances for Environmentally Sensitive Lands and Natural Area Open Space along with the mountain preserves, and more recently the Desert Foothills Character Area and the Foothills Zoning Overlay as part of the new General Plan.

We have worked many hours with the City staff over the years to protect this desert, conserve the character of the natural environment, minimize the impact of development, and retain the great desert views and open spaces in this area. We live here because we want to see the desert from our homes and as we drive Pima and Scottsdale Roads. We don't want to see shopping areas or high density housing.

After working so hard to get the Desert Foothills Character Area and the Foothills Zoning Overlay approved as part of the recent General Plan, it is almost unbelievable that we already have two developers who bought Rural Neighborhood zoned residential lots and now want to amend the General Plan and change the zoning.

The Board of Directors and the residents of Winfield are absolutely against both of these amendments and we urge the Planning Commission and the City Council to strongly reject amendments 2-GP-2009 and 3-GP-2009. Thanks for the opportunity to comment.

Dr. Robert Cappel, President  
Winfield Board of Directors



Michelle Collins  
26833 N. 78<sup>th</sup> Street  
Scottsdale, AZ

June 4, 2009

To whom it may concern:

My husband and I have lived in the Desert Foothills Overlay area for seven years. We purchased a lot and built a home here because of the natural desert and the character of the neighborhood. We love the area and feel very fortunate to live in one of the few areas left in Scottsdale allowed to remain in its original pristine state. After working so hard to achieve the Desert Foothills Overlay we can't believe the city would even consider allowing commercial development to over rule this special area.

Please keep the Desert Foothills Overlay in place. Don't open this area up for this kind of commercial development it would kill everything that's great about this very unique, native environment.

Sincerely,  
Michelle & Robert Collins

Dear Members of the Scottsdale Plan Commission:

As a former member and past chair of the Scottsdale Board of Adjustment, I am well aware of the difficulties board members face in balancing the wishes of developers with objections from homeowners.

While 20+ years of planning and zoning experience in three states has taught me many valuable lessons, I have yet to find easy answers. And the question before you this evening exemplifies that dilemma.

Will it be a convenience for residents such as myself having closer proximity to a gas station, hardware store, convenience mart? Undoubtedly. Will it impact me greatly to drive an additional few miles for these services which are currently available nearby? Absolutely not.

The bigger question, however, is the impact this proposal will have on our lifestyle. Many of us, who have lived here ten years or more, as we have, bought in this area *because* there were no gas stations, convenience marts or hardware stores. We saw a desert living area designed to remain a desert living area, unmolested by the conveniences many urban dwellers seek out.

The learned men and women who developed Scottsdale's Master Plan also saw what we saw and elected to keep it that way.

Ladies and gentlemen, I have no quarrel with development. It is the lifeblood of our nation. I am also well aware of the NIMBY syndrome . . . *build it, but not in my back yard.*

But this is not about NIMBY . . . this is about preserving what we bought. This is about the natural beauty of the Sonoran Desert and the protections we sought and fought for with the adoption of the Master Plan and the Foothills Overlay.

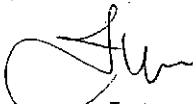
Please know that I have the utmost respect for Mr. Berry and the clients he represents. He came before my board many times and displayed the highest levels of dignity and honesty. While I am sure that he and his clients are capable of building the finest, most environmentally-friendly project possible, this is the wrong place for it.

We have the Pinnacle Peak-Pima area, the Scottsdale-Pinnacle Peak area, the Dynamite-Alma School area and the Summit at Ashler Hills and Scottsdale, all of which offer the same services proposed tonight, and all within a very short drive from our beloved desert sanctuary.

I have spoken with several neighbors and it is our collective hope that you see things through our eyes this evening and throughout the entire process.

Thank you for your time.

Respectfully submitted,



James L. Vail  
9899 East Dale Lane  
Scottsdale, AZ 85262  
480.419.5050  
480.419.7052 facsimile  
email: jimlvail@yahoo.com

**Wilhelme, Carrie**

---

**From:** Rex Cyrus Routh [rexrouth51@gmail.com]  
**Sent:** Monday, August 10, 2009 12:13 PM  
**To:** Rex Cyrus Routh  
**Subject:** Pima and Dynamite Project  
**Importance:** High

Dear Mayor and Council:

I have looked at the project that has been submitted and I am impressed. This is a project that is for Scottsdale by longtime Scottsdale businessmen. They are treating this property with the respect it deserves by protecting the views and maintaining the rural desert character. And to top it off, they are seeking the highest environmental building standards. Let's get Scottsdale on the road to sustainability by approving this project.

Respectfully'

Rex Cyrus Routh  
Certified Public Accountant  
8566 E Via de Viva  
Scottsdale, AZ 85258  
E-mail rexrouth51@gmail.com  
Cell phone 623-202-1657

8/12/2009

**Wilhelme, Carrie**

---

**From:** Donna Reagan [donna\_reagan@yahoo.com]  
**Sent:** Monday, August 10, 2009 9:54 AM  
**To:** Lane, Jim; McCullagh, Ron; Borowsky, Lisa M; Ecton, Wayne  
**Cc:** Klapp, Suzanne; Littlefield, Robert; Nelssen, Tony; Murillo, Jesus  
**Subject:** Pima / Dynamite

Dear Mayor and Council

The intersection of Pima and Dynamite is clearly a site that is suitable for a neighborhood commercial design - such as the one that is proposed on the Northwest corner. I would not be supportive of some cookie-cutter strip mall. This one has it right. It protects view corridors and maintains the rural desert character of the area while seeking LEED Platinum. Please support this respectful, sustainable project.

Sincerely, Donna Reagan

Donna Reagan  
11000 N. 130th Place  
Scottsdale, AZ 85259

donna\_reagan@yahoo.com  
Phone: 480.451.1813

8/12/2009

**Wilhelme, Carrie**

---

**From:** Dorthea Roberson [d.roberson@cox.net]  
**Sent:** Monday, August 10, 2009 8:06 AM  
**To:** Nelssen, Tony; Littlefield, Robert; Klapp, Suzanne; Ecton, Wayne; Borowsky, Lisa M; McCullagh, Ron; Lane, Jim  
**Cc:** Murillo, Jesus  
**Subject:** Proposed project for Northwest corner of Pima and Dynamite

Dear Mayor Lane and Council Members:

As a fellow Scottsdale resident, I am writing to ask you to support the project proposed for the northwest corner of Pima and Dynamite. While this project will bring needed services to this area, it is also important to note that they are seeking LEED Platinum certification. The property will be treated with the respect it deserves by protecting the views and maintaining its rural desert character.

Again, I urge you to support this sustainable project.

Dorthea Roberson  
Scottsdale resident

8/12/2009



**Wilhelme, Carrie**

---

**From:** Judy Eisenhower [egiaz@cox.net]

**Sent:** Sunday, August 09, 2009 2:53 PM

**To:** McCullagh, Ron; Lane, Jim; Borowsky, Lisa M; Ecton, Wayne; Klapp, Suzanne; Littlefield, Robert; Nelssen, Tony; Murillo, Jesus

**Subject:** Project at Pima and Dynamite

Dear Mayor and Scottsdale Council:

Most of you know me quite well. I probably have been in Scottsdale longer than any of you and this is the first time I have ever contacted the Council to ask consideration of a project which I wholeheartedly endorse.

It is the project Mr. Miller wants to build on his 10 acres at Pima and Dynamite. He plans to build it at least 100 feet from both roads which is terrific. He also will build no higher than 25 feet which is fantastic and it will be a great addition to that community. I could go on and on but I think you know what I'm asking for you to do, vote yes on this most worthwhile project.

Thank you for your consideration of my request.

Judy Eisenhower

8/12/2009

**Wilhelme, Carrie**

---

**From:** ali fakih [ali@azseg.com]  
**Sent:** Sunday, August 09, 2009 2:39 PM  
**To:** Lane, Jim; Borowsky, Lisa M; McCullagh, Ron; Ecton, Wayne; Klapp, Suzanne; Littlefield, Robert; Nelssen, Tony; Murillo, Jesus  
**Subject:** support to the proposed NWC Pima and Dynamite  
**Attachments:** image001.jpg; Ali Fakih.vcf

Dear Mayor and Council:

My name is Ali Fakih, I live in the Troon North subdivision one mile east of the subject property and I am a going for my PHD in Sustainability.

As a local principal of Sustainability Engineering Group (SEG) and a professional engineer for over 12 years, I have been involved with a variety of successful sustainable project nationwide that for I truly believe that the intersection of Pima and Dynamite is clearly a site that is suitable for a neighborhood commercial design – such as the one that is proposed on the Northwest corner.

While this project will bring needed services to this area, the most exciting thing about it for me is the fact that they are seeking LEED Platinum certification.

The approval of this project is the first step toward implementing smart growth development in my neighborhood...this project will raise the bar for any future development around it...

Please support this respectful, sustainable project.

Sincerely

**Ali Fakih, PE, LEED AP**

Ali@azseg.com

www.azseg.com

D (480) 506-5514

28028 N 110th Place, Scottsdale, AZ 85262

"LEEDing and Developing Smart Projects"

**SEG**  
**SUSTAINABILITY**  
**ENGINEERING**  
**GROUP**

8/12/2009

From: Katherine Aldon [kaldon@cox.net]  
Sent: Wednesday, August 12, 2009 7:38 AM  
To: Projectinput; jmurrillo@scottsdaleaz.gov

Katherine and Louis Aldon

25029 N. Palomino Trail

Scottsdale, AZ 85255

August 11, 2009

Mayor and City Council Members

City of Scottsdale  
3939 N Drinkwater

Scottsdale AZ 85251

3-GP-2009 - NWC Dynamite Boulevard and Pima Road

Dear Mayor and Council:

Please support the project proposed at the northwest corner of Pima and Dynamite. The North Scottsdale area could use a high quality neighborhood commercial project that caters to the horse community and this plan will enhance the area. As a horse owner, I appreciate the open spaces, and connectivity to trails this project envisions.

Additionally, this project will incorporate desert themes and will serve as an environmental demonstration project with a focus on sustainability.

I like this project, and I urge you to vote for it when it comes before you.

Respectfully,

Katherine and Louis Aldon

## Wilhelme, Carrie

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**From:** Cookson, Frances  
**Sent:** Monday, July 20, 2009 8:59 AM  
**To:** Wilhelme, Carrie  
**Subject:** FW: 3GP-2009 NWC Pima & Dynamite  
**Importance:** High

Saved in CDS and put in casefolder.

Thanks

*Frances Cookson*

Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
[fcookson@scottsdaleaz.gov](mailto:fcookson@scottsdaleaz.gov)

*"To ensure compliance with the Open Meeting Law, recipients of this message should not forward it to other members of the public body. Members of the public body may reply to this message but they should not send a copy of the reply to other members".*

---

**From:** [jlirwin@cox.net](mailto:jlirwin@cox.net) [mailto:[jlirwin@cox.net](mailto:jlirwin@cox.net)]  
**Sent:** Thursday, July 16, 2009 7:35 PM  
**To:** Cookson, Frances  
**Subject:** 3GP-2009 NWC Pima & Dynamite  
**Importance:** High

## City of Scottsdale Email

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I am a resident of Troon North and after reviewing the zoning change request I would support the application. J. L. Irwin



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**From:** KTHIND@GMAIL.COM  
**Sent:** Tuesday, June 02, 2009 9:14 PM  
**To:** Cookson, Frances  
**Subject:** 3-GP-2009,2GP-2009

**Importance:** High

## City of Scottsdale Email

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I LIVE IN TROON.I WOULD WELCOME A GAS STATION AND STRIP MALL AT DYNAMITE AND PIMA.THE COPP COALITION DOES NOT REPRESENT THE MAJORITY, ONLY THE PEOPLE WHO HAVE TOO MUCH TIME ON THEIR HANDS AND BELIEVE IN WASTE.I am appalled the wool has been pulled over everyone's eyes by the local attorneys who benefit directly from the COPP coalition shenanigans. Get rid of the wasteful spending by these blind-warriors.Despite the COPP coalition, development has marched on and the city is moving North whether anybody likes it or not.



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From: ronlarue@hotmail.com  
Sent: Thursday, June 04, 2009 4:39 PM  
To: Projectinput  
Subject: Changing the Zoning Overlay.

The Desert Foothills Character Area and the Foothills Zoning Overlay should be modified. I would like to vote yes for allowing the two projects in north Scottsdale to move forward. One at Dynamite and Pima and the one at Lone Mountain and Scottsdale Road.

Ron LaRue

ronlarue@hotmail.com

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/4/2009 4:39:05 PM

66.193.202.58 Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.9.0.10)  
Gecko/2009042316 Firefox/3.0.10 (.NET CLR 3.5.30729) .sessionID: 0



**From:** CONTACTPRECAUTIONS@HOTMAIL.COM  
**Sent:** Tuesday, June 02, 2009 9:05 PM  
**To:** Cookson, Frances  
**Subject:** 3-GP-2009,2GP-2009

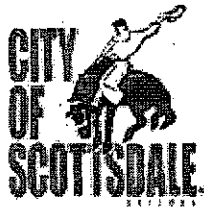
**Importance:** High

## City of Scottsdale Email

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I SUPPORT BOTH OF THESE DEVELOPMENTS. BURY THE COPP COALITION IN THE SNAKE PIT THAT IS NOW NORTH SCOTTSDALE.WE WILL BE HAPPY TO SEE DEVELOPMENT.WHILE THE INTENTIONS OF THE COPP COALITION ARE NOBLE, THEY ONLY SERVE THE IDLE RICH WHO DO NOT SPEND THEIR SUMMERS HERE AND THE ATTORNEYS WHO SWARM AROUND CITY COUNCIL FOR MORSELS AND DRAIN THE CITY COFFERS.

I LIVE IN TROON : I WOULD LIKE TO TAKE A WALK AROUND MY PROPERTY WITHOUT STEPPING ON A RATTLE SNAKE. SEEING 5 SNAKES IN 3-DAYS IS WAAAY TOO MUCH CHARACTER FOR ME.BRING IN SOME DEVELOPMENT PLEASE.



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**From:** CHANTEK22@AOL.COM  
**Sent:** Tuesday, June 02, 2009 8:56 PM  
**To:** Cookson, Frances  
**Subject:** RURAL PROBLEMS.

**Importance:** High

## City of Scottsdale Email

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I SUPPORT THE INCREASE DENSITY AND ABLATION OF DESERT FOOTHILLS CHARACTER AREA AND FOOTHILLS ZONING OVERLAY. WHEN I BOUGHT PROPERTY IN NORTH SCOTTSDALE, NO ONE INFORMED ME THAT THIS AREA WAS A SERPENTS NEST AND THAT I WOULD HAVE TO FISH SNAKES AND SCORPIONS OUT OF MY GARAGE ON A DAILY BASIS OR THAT MY CHILDREN WOULD BE EXPOSED TO THE DANGERS HERE.THE COPP COALITION EXISTS ONLY TO ALLOW FATCAT ATTORNEYS JOB SECURITY AND WASTE CITY MONEY.DEVELOPMENT IS INEVITABLE IN NORTH SCOTTSDALE SO LETS NOT WASTE CITY FUNDS AND ALLOW THE PROJECT.

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**Wilhelme, Carrie**

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**From:** Fuller, Bonnie  
**Sent:** Friday, June 19, 2009 4:29 PM  
**To:** Wilhelme, Carrie  
**Cc:** Perreault, Erin  
**Subject:** FW: Case # 3-GP-2009

Carrie: This email came in through our Projectinput web mail. Mr. Hischer sent it to everyone on the Council plus some others; I thought you, as Project Coordinator, should also have it so you could reply if you want. I will save a copy of the email to the CDS case folder as well as soon as I send this to you.

Regards,  
Bonnie Fuller  
Planning Specialist  
X24162

---

**From:** larry@twistedtreefarm.com [mailto:larry@twistedtreefarm.com]  
**Sent:** Friday, June 19, 2009 3:00 PM  
**To:** Lane, Jim; Borowsky, Lisa M; Ecton, Wayne; Klapp, Suzanne; Littlefield, Robert; McCullagh, Ron; Nelssen, Tony  
**Cc:** Projectinput; mfdandrea@msn.com; SSteinkePC@aol.com; kevino@ocompanies.com; Michael Schmitt; Grant, Ed; Ottman, Jason; Filsinger, Erik  
**Subject:** Case # 3-GP-2009

Dear Mr. Mayor Jim Lane,  
Ms. Borowsky, Mr. Ecton, Ms. Klapp, Mr. Littlefield, Mr.  
McCullagh, Mr. Nelsson.

---

Hello my name is Lawrence Hischer,

I am writing about case number 3-GP-2009. My Wife and I reside and own two separate 5 acre properties that are located with-in the Foothills Overlay. We bought our properties with this Foothills Overlay that the city of Scottsdale put in place. I am asking you to please enforce the Foothills Overlay and do not allow this project to get approved or any other commercial projects. My neighbors and I believe this should not even be considered as for it is not allowed in this area. It is to my understanding that this person applying also bought his property after the Foothills Overlay was put in place.

This overlay was the result of many hours work and study by the members of the community, the planning commission and was approved by the council, some of those members are still on council. The overlay was designed to retain the unique residential and "rural qualities within its boundaries and protect some areas of the city from unwanted incursions from commercial and/or high density developers. These developers seek to have the city change its general plan and zoning overlays to enrich themselves with no respect to the citizens who live in the area that have moved here because of the zoning protection.

I know most of you do not live in this area and it will not impact your homes or families but it

will greatly impact my family, property, investments along with all my neighbors. Please do not be influenced by the attorneys presenting this case as they too do not live in this area.

Please let me know each of yours position on this case, so that if I need to rally all of my neighbors to help the city enforce your rules that I will have time to do so.

Sincerely,  
Lawrence & Janet Hischer  
8020 E. Via Dona Road  
Scottsdale, AZ 85266

**From:** jeffbuffoni@aol.com  
**Sent:** Tuesday, May 26, 2009 8:31 PM  
**To:** Cookson, Frances  
**Subject:** 3-GP-2009 NWC OF PIMA & DYNAMITE

**Importance:** High

## City of Scottsdale Email

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3-GP-2009 NWC OF PIMA & DYNAMITE

I stongly oppose the construction of a gas station at Pima and Dynamite. This rual / residential land should not be commericalized.

I own a commerical property that had its water contaminated from a gas station's leaky tanks. Its been a total nightmare, but we are commerical and can bring in bottled water. The impact on a residential area would be devatating to the way of life we currently enjoy.



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**From:** mhmamnoon@cox.net  
**Sent:** Tuesday, June 02, 2009 11:35 AM  
**To:** Cookson, Frances  
**Subject:** 3-Gp-2009 nwc p & d

**Importance:** High

## City of Scottsdale Email

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Please do not take our beautiful dessert environment to become commercial. I Left all leaving in northeast to be in the beautiful dessert of scottsdale Arizona, I hope sonoran desert is as important to you as it is to me. the silent of the night the stars and an air full of oxygen . How much money is important to take away the beauty of our surrunding leaving. I will fight among others on not to let this happen.

Sincerely

The one who loves the nature and its beauty.

Homa



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**From:** ann.orlando@cox.net  
**Sent:** Monday, June 01, 2009 10:57 PM  
**To:** Cookson, Frances  
**Subject:** 3-GP-2009 NWC OF PIMA & DYNAMITE

**Importance:** High

## City of Scottsdale Email

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I will be unable to attend the June 4th public hearing regarding a request for a General Plan amendment from Rural Neighborhood to Neighborhood Commercial. This proposal would put a variety of commercial properties, including a gas station, on the northwest corner of Pima and Dynamite.

I am most emphatically OPPOSED to this concept. Less than three miles away, at the corner of Dynamite and Alma School Parkway, there is already such a conglomeration of commercial establishments, including restaurants, a gas station and mini-market, a bank, Walgreen's, and a feed store, among other businesses.

To replicate such a commercial corner at Pima and Dynamite would be a blight on this entire area which is characterized by the natural beauty of Pinnacle Peak, Troom Mountain, national forest land, McDowell Mt. Preserve areas, and other natural desert topographical features that do not exist elsewhere in the surrounding areas of Scottsdale and northeast Phoenix.

Thank you.

Ann Orlando, Troon North Resident



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**From:** thestones3@cox.net  
**Sent:** Wednesday, May 27, 2009 5:14 PM  
**To:** Cookson, Frances  
**Subject:** 3-GP-2009 NWC of Pima and Dynamite

**Importance:** High

## City of Scottsdale Email

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I am opposed to a gas station at Pima and Dynamite for these reasons:

1. Since there is a gas station at Dynamite and Alma School Parkway and another at Pima and Pinnacle Peak, it seems unnecessary to put a third at Dynamite and Pima.
2. Both of the above gas stations are in shopping centers. The one at Pima and Dynamite would stand alone, and that would ruin the look of that entire corner. The remaining three corners cannot be built on.
3. Gas mileage is improving every year, which means drivers can go longer between fill-ups and, therefore, we need fewer gas stations, not more.
4. And don't forget the beauty of our disappearing desert. How sad to lose that corner to a gas station.



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**From:** jvanasek@msn.com  
**Sent:** Monday, June 01, 2009 9:40 AM  
**To:** Cookson, Frances  
**Subject:** Proposed Project at Pima and Dynamite

**Importance:** High

## City of Scottsdale Email

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As a resident of Bouldercrest in Troon North I am adamantly opposed to the proposed project bringing more retail to an area which is in no need of additional retail capacity. Quite the contrary there is already an excess of retail development with empty store fronts on Pima, Scottsdale, Hayden and Dynamite Rds. No amount of blending into the environment can overcome the fact that this is retail space with parking lots, lights etc. PLEASE do not approve more of this kind of development. The entire reason we moved to this area was to minimize urban sprawl and retail overdevelopment.

James G. Vanasek



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From: Zawrotny, Ashley  
Sent: Monday, June 01, 2009 11:18 AM  
To: Wilhelme, Carrie  
Cc: Bruno, Erica R.  
Subject: FW: GP Feedback

Carrie,

Received this feedback response for 3-GP-09, will you be collecting these? Let me know, thanks!

Ashley Zawrotny  
GreenBuild 09 Community Education Secretary Customer Relations Associate  
Planning and Development Services City of Scottsdale  
Phone: 480.312.7942  
Email: azawrotny@scottsdaleaz.gov

-----Original Message-----

From: smclaughlin43@aol.com [mailto:smclaughlin43@aol.com]  
Sent: Saturday, May 30, 2009 10:12 AM  
To: Planning Customer Relations  
Subject:

3-GP-2009 NWC OF PIMA & DYNAMITE

Date: Sat, 30 May 2009 10:12:21 -0700  
X-MimeOLE: Produced By Microsoft MimeOLE V6.00.3790.4325

There does not seem to be a great economic need for a gas station at Pima & Dynamite. Regardless, I trust that great care will be taken to insure that the majesty of the desert and concept of the Preserve is maintained in any design and construction.

Stan McLaughlin  
480-563-7822  
smclaughlin43@aol.com

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/bldgresources/awareness.asp>  
5/30/2009 10:12:21 AM

71.211.110.253 Mozilla/5.0 (Windows; U; Windows NT 5.0; en-US; rv:1.7.12)  
Gecko/20050915 Firefox/1.0.7 sessionID: 0

From: WebSiteUser@scottsdaleaz.gov  
Sent: Thursday, June 04, 2009 4:45 PM  
To: Projectinput  
Subject: Gas Station on Pima and Dynamite

Do not reply to this message via email.  
The Internet user did not provide a return email address:

Please do not wreck our beautiful desert with, what will surely be the beginning of, commercial development. We do not need a gas station on that corner. We do not need anything but beauty along that stretch of road.

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/4/2009 4:45:08 PM

72.208.142.203 Mozilla/4.0 (compatible; MSIE 7.0; AOL 9.0; Windows NT 5.1; GTB6;  
.NET CLR 1.1.4322; InfoPath.2; .NET CLR 2.0.50727) sessionID: 0

**From:** mrsandwdg@aol.com  
**Sent:** Tuesday, May 26, 2009 6:04 PM  
**To:** Cookson, Frances  
**Subject:** gas station

**Importance:** High

## City of Scottsdale Email

---

I am OPPOSED to the building of a gas station at dynamite intersection.

---



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From: Cookson, Frances  
Sent: Tuesday, June 09, 2009 3:50 PM  
To: Cookson, Frances  
Subject: FW: Gas Station at Pima and Dynamite

Frances Cookson  
Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
fcookson@scottsdaleaz.gov

"To ensure compliance with the Open Meeting Law, recipients of this message should not forward it to other members of the public body. Members of the public body may reply to this message but they should not send a copy of the reply to other members".

-----Original Message-----

From: WebSiteUser@scottsdaleaz.gov [mailto:WebSiteUser@scottsdaleaz.gov]  
Sent: Monday, June 01, 2009 8:23 AM  
To: Projectinput  
Subject: Gas Station at Pima and Dynamite

Do not reply to this message via email.  
The Internet user did not provide a return email address:

I am very opposed to the proposal to put a gas station at the above intersection. Please don't do this and spoil our lovely desert residential area!

Russ Hagberg  
9856 E. Quarry Trail  
Scottsdale, AZ. 85262

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 8:22:52 AM

76.16.222.177 Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 6.0; WOW64; SLCC1;  
.NET CLR 2.0.50727; .NET CLR 3.0.04506; Media Center PC 5.0)  
sessionID: 0

**From:** Philip Holland [pholland480@gmail.com]  
**Sent:** Tuesday, June 02, 2009 1:18 PM  
**To:** Projectinput  
**Subject:** Case 3-GP-2009  
City of Scottsdale Planning Commission

Regarding Case 3-GP-2009  
Located at: 8738 E. Dynamite Scottsdale, Az.

Re: the request for Change of land use and amendment of the General Plan covering the North Scottsdale area specifically near the intersection of Pima and Dynamite roads.

I will not be able to attend the public meeting on this subject property June 4<sup>th</sup>, but I would like to submit this into the Public response and record.

The applicant has requested modification to the existing Desert Foothills Zoning Overlay because they wish to develop the land for a particular use not consistent with the existing zoning.

I am not an Attorney; however it is my understanding that typically there needs to be a valid reason to allow a zoning change – a change to the Community Government's pre-determined forecast for controlling growth and development of an area.

One reason is if the change brings an inherent improvement or increase in value to the area at large, another is to overcome or correct a preexisting hardship.

There does not seem to be a valid reason to overwrite the original community plan and Zoning Overlay simply to allow someone a business location that they wish to use in a fashion different than allowable when they (presumably) knowingly purchased said parcel.

And while there are few service stations in the area, there is no hardship to put one in that specific location.

It could also be argued that to allow this change could financially dilute the value of other legitimate commercial use properties in the area.

I would like to strongly disagree with the applicant's premise that "Rigid application (of zoning laws) would not be responsive to the natural changes and unforeseen opportunities that arise in a community as dynamic as Scottsdale." Consistency of application is very much the goal of controlled development. The Developer actually states that the existing sight corridor set backs limits the available space and use of the parcel.

- 1) If this was a problem; purchase of the land was his error.
- 2) Sight Corridors are a deliberate and desirable component of the Desert Foothills Plan, not a justification to modify it.

There is nothing natural about placing a gas station and retail center in what is now a protected sight corridor. The lighting alone will have a profound negative impact for an extended area since this location is viewable from the entire Pinnacle Peak area and beyond.

Finally, I must state the obvious; isn't it a little problematic to place a gasoline station directly adjacent to the Electrical Hi-Tension towers already crossing this intersection?

In my opinion; the applicant's request to develop this parcel as proposed, irrespective of using a "Green Style" of construction, will have a negative impact on the surrounding and extended area as well as the Desert Foothills plan and is entirely unjustified for itself and for setting future precedent.

Respectfully,

Philip Holland  
10303 E. White Feather Ln.

Scottsdale, Az. 85262

Mailing address:  
2125 Old Briar rd.  
Highland Park, IL 60035  
e-mail: [pholland480@gmail.com](mailto:pholland480@gmail.com)  
Cell 847 507-8500

From: Cookson, Frances  
Sent: Tuesday, June 09, 2009 3:51 PM  
To: Cookson, Frances  
Subject: FW: pima & dynamite gas station

Frances Cookson  
Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
fcookson@scottsdaleaz.gov

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-----Original Message-----

From: bella\_az@cox.net [mailto:bella\_az@cox.net]  
Sent: Monday, June 01, 2009 9:00 AM  
To: Projectinput  
Subject: pima & dynamite gas station

We do not need another gas station we have one on alma school & dynamite, pima & pinnacle peak, and scottsdale & pinnacle peak

Isabella Katzowsky

bella\_az@cox.net

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 8:59:45 AM

68.106.36.163 Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 5.1; Trident/4.0; GTB5; FunWebProducts; Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1) ; .NET CLR 1.1.4322; .NET CLR 2.0.50727; .NET CLR 3.0.04506.30; .NET CLR 3.0.04506.648; .NET CLR 3.5.21022; IEMB3; MS-RTC LM 8; MSN Optimized;US) sessionID: 0

Major General Plan Amendment

CARLIE Wilhelm  
7506 EAST IMPERIAL RD.  
SCOTTSDALE 85251

Name: Edward T Gester

Address: 9849 E. TRON NORTH DR. SCOTTSDALE AZ 85262

Email: gester@iccox.net

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

Please provide your comments:

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

I have lived in ARIZONA since 1972 and watched development destroy much of the beauty of the Sonoran DESERT. My family moved to TRON north two years ago to escape the city and enjoy the natural beauty of this area. I am STRONGLY AGAINST this proposal 3-GP-2009 as this will only serve as a precedent to destroy this beautiful natural area. IF the council allows this project it will be a mistake Major General Plan Amendment of egregious proportion.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

Please provide your comments:

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

\_\_\_\_\_  
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\_\_\_\_\_

## Wilhelme, Carrie

---

**From:** Cookson, Frances  
**Sent:** Thursday, June 18, 2009 8:13 AM  
**To:** Wilhelme, Carrie  
**Subject:** FW: Don't want another gas station  
**Importance:** High

Here you go.

*Frances Cookson*

Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
[fcookson@scottsdaleaz.gov](mailto:fcookson@scottsdaleaz.gov)

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---

**From:** peteranddonut@hotmail.com [mailto:peteranddonut@hotmail.com]  
**Sent:** Wednesday, June 17, 2009 5:18 PM  
**To:** Cookson, Frances  
**Subject:** Don't want another gas station  
**Importance:** High

## City of Scottsdale Email

---

We do not want another gas station in our neighborhood polluting the air.

### 3-GP-2009 NWC OF PIMA & DYNAMITE

Applicant's name is Berry & Damore Michelle Hammond 480-385-2727

---



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**From:** Susan@stkauffman.com  
**Sent:** Wednesday, May 27, 2009 9:37 PM  
**To:** Cookson, Frances  
**Subject:** 3-GP-2009

**Importance:** High

## City of Scottsdale Email

---

Regarding 3-GP - 2009 My husband and I are absolutely opposed to any changes to the Desert Foothills Overlay. And we are especially opposed to any retail merchants on that area.

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From: Cookson, Frances  
Sent: Tuesday, June 09, 2009 3:52 PM  
To: Cookson, Frances  
Subject: FW: Proposed Gas Station @ Pima

Frances Cookson  
Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
fcookson@scottsdaleaz.gov

"To ensure compliance with the Open Meeting Law, recipients of this message should not forward it to other members of the public body. Members of the public body may reply to this message but they should not send a copy of the reply to other members".

-----Original Message-----

From: kruz95@aol.com [mailto:kruz95@aol.com]  
Sent: Monday, June 01, 2009 3:18 PM  
To: Projectinput  
Subject: Proposed Gas Station @ Pima

We don't need another gas station in No Scottsdale. Please don't approve.

Jeff Krueger  
(480) 419-6721  
kruz95@aol.com

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 3:18:05 PM

172.192.233.99 Mozilla/4.0 (compatible; MSIE 7.0; AOL 9.0; Windows NT 5.1; NET CLR 1.1.4322; .NET CLR 2.0.50727) sessionId: 0

From: Cookson, Frances  
Sent: Tuesday, June 09, 2009 3:51 PM  
To: Cookson, Frances  
Subject: FW: 3-GP-2009 NWC OF PIMA & DYNAMITE

Frances Cookson  
Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
fcookson@scottsdaleaz.gov

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-----Original Message-----

From: philip.mcdonough@cox.net [mailto:philip.mcdonough@cox.net]  
Sent: Monday, June 01, 2009 11:26 AM  
To: Projectinput  
Subject: 3-GP-2009 NWC OF PIMA & DYNAMITE

Enough already! There is NO need for this development, especially the gas station! Give me a break and respect what litte desert we have left!

Philip McDonough  
602.36.4127  
philip.mcdonough@cox.net

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 11:25:35 AM

65.122.15.168 Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 5.1; .NET CLR 1.1.4322; .NET CLR 2.0.50727; .NET CLR 3.0.04506.30; .NET CLR 3.0.04506.648) sessionID: 0

From: Mhmamnoon@yahoo.com  
Sent: Tuesday, June 02, 2009 11:40 AM  
To: Projectinput  
Subject: 3-gp-2009 nwc of Pima and Dynamite

Please do not take our beautiful dessert environment to become commercial.  
I Left all leaving in northeast to be in the beautiful dessert of scottsdale  
Arizona, I hope sonoran desert is as important to you as it is to me. the silent  
of the night the stars and an air full of oxygen . How much money is important  
to take away the beauty of our surranging leaving.  
I will fight among others on not to let this happen.

Sincerely

The one who loves the nature and its beauty.

Hossein Mohajer

Mhmamnoon@yahoo.com

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/2/2009 11:39:49 AM

24.251.82.175 Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 5.1; .NET CLR  
1.0.3705; .NET CLR 1.1.4322; .NET CLR 2.0.50727) sessionID: 0

From: Cookson, Frances  
Sent: Tuesday, June 09, 2009 3:52 PM  
To: Cookson, Frances  
Subject: FW: case #3-GP-2009

Frances Cookson  
Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
fcookson@scottsdaleaz.gov

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-----Original Message-----

From: billmurphyazz@yahoo.com [mailto:billmurphyazz@yahoo.com]  
Sent: Monday, June 01, 2009 1:46 PM  
To: Projectinput  
Subject: case #3-GP-2009

Through no fault of my own, I was the victim of two serious auto accidents at the corner of Pima and Dynamite. With numerous other accidents at that site, and the constant heavy traffic being the norm, it would be a very serious safety factor to build either a gas station or shopping plaza on that corner with traffic constantly entering and exiting the property.

Sincerely,  
Bill Murphy  
13 yr. full time resident

William Murphy  
480-473-0717  
billmurphyazz@yahoo.com

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 1:46:06 PM

75.172.235.106 Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 5.1; .NET CLR 1.1.4322) sessionId: 0

From: debbie@amerifund.cc  
Sent: Monday, June 01, 2009 8:33 PM  
To: Projectinput  
Subject: Pima/Dynamite Commercial/gas station

I'm not sure if I will be able to attend the meeting, but I'd like to voice my opinion that I am totally AGAINST the building of a gas station or any other commercial building on that corner.

I will protest it to the enth degree and sincerely hope you will vote against destroying our neighborhood.

Thanks,  
Debbie Neumann  
9672 E Skinner Dr  
Scottsdale, AZ 85262

Debbie Neumann  
480-585-5855  
debbie@amerifund.cc

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 8:33:21 PM

24.251.229.115 Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 5.1; Trident/4.0; GTB6; .NET CLR 1.0.3705; .NET CLR 1.1.4322; Media Center PC 4.0; .NET CLR 2.0.50727; .NET CLR 3.0.4506.2152; .NET CLR 3.5.30729; yie8)  
sessionID: 0

**From:** bsa@alpert.net  
**Sent:** Wednesday, May 27, 2009 7:43 AM  
**To:** Cookson, Frances  
**Subject:** re: 3-gp32009

**Importance:** High

## City of Scottsdale Email

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Please do not allow them to build there. If you change the rules for them, Henry Becker will follow.  
Please don't pass this.

---



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From: Cookson, Frances  
Sent: Tuesday, June 09, 2009 3:50 PM  
To: Cookson, Frances  
Subject: FW: Case 3-GP-2009

Frances Cookson  
Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
fcookson@scottsdaleaz.gov

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-----Original Message-----

From: cfroden@aol.com [mailto:cfroden@aol.com]  
Sent: Monday, June 01, 2009 8:22 AM  
To: Projectinput  
Subject: Case 3-GP-2009

Just sending in my opposition to this planned gas station and retail project. It is not consistent with the zoning of the area and would be a detriment to the character of the neighborhood. There is another gas station and retail store at Dynamite and Alma School Road, less than one half mile away. There is no pressing need to change our zoning permits to allow this development.

Christopher Roden  
203-913-1621  
cfroden@aol.com

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 8:22:24 AM

216.189.172.155 Mozilla/5.0 (Macintosh; U; Intel Mac OS X 10\_5\_6; en-us)  
AppleWebKit/525.27.1 (KHTML, like Gecko) Version/3.2.1 Safari/525.27.1  
sessionID: 0



From: anna.scott@cox.net  
Sent: Tuesday, June 02, 2009 7:46 AM  
To: Projectinput  
Subject: gas station at Pima/Dynamite

I oppose having a gas station here. I live in the community and we already have two: one at Dynamite and Alma School Parkway and another at Pima and Pinnacle Peak.

Dr. Anna Scott

Anna Scott

anna.scott@cox.net

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/2/2009 7:45:56 AM

24.251.84.101 Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.9.0.10)  
Gecko/2009042316 Firefox/3.0.10 sessionID: 0

From: Cookson, Frances  
Sent: Tuesday, June 09, 2009 3:53 PM  
To: Cookson, Frances  
Subject: FW: Gas Station/Pima & Dynamite

Frances Cookson  
Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
fcookson@scottsdaleaz.gov

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-----Original Message-----

From: WebSiteUser@scottsdaleaz.gov [mailto:WebSiteUser@scottsdaleaz.gov]  
Sent: Monday, June 01, 2009 5:16 PM  
To: Projectinput  
Subject: Gas Station/Pima & Dynamite

Do not reply to this message via email.  
The Internet user did not provide a return email address:

Hi,  
i DO NOT want a gas station at the corner of Pima & Dynamite Road. There is already a gas station at Alma School and Dynamite, and another at Pinnacle Peak and Scottsdale Road. We do NOT need this in our neighborhood. There are PLENTY of EMPTY spots in this state that a gas station can fill! DO NOT BUILD ON THAT CORNER SITE!! PLEASEE PLEASE PLEASE leave the desert be!  
Thanks in advance  
Gina Dillard Spada

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 5:15:57 PM

24.251.80.225 Mozilla/5.0 (Macintosh; U; Intel Mac OS X 10\_5\_6; en-us)  
AppleWebKit/525.27.1 (KHTML, like Gecko) Version/3.2.1 Safari/525.27.1  
sessionID: 0

From: witzela@gmail.com  
Sent: Monday, June 01, 2009 5:46 PM  
To: Projectinput  
Subject: 3-GP-2009

I hereby object to this project. Commercial development is completely inconsistent with the intent of both the Character Area and the Foothills Overlay.

Martina Witzel  
(480) 538-2006  
witzela@gmail.com

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 5:46:10 PM

24.208.206.193 Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 6.0; Trident/4.0; SLCC1; .NET CLR 2.0.50727; Media Center PC 5.0; InfoPath.2; NET CLR 3.5.30729; .NET CLR 3.0.30618) sessionID: 0

**From:** kdischner@cox.net  
**Sent:** Wednesday, May 27, 2009 9:25 AM  
**To:** Cookson, Frances  
**Subject:** 3GP 2009 NWCpima-dynamite

**Importance:** High

## City of Scottsdale Email

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We already have a gas station at Dynamite and Alma School. We do not need another one to further blight the scenic corridor and pollute the night sky. Please reconsider allowing this. It's not PROGRESS, it's GREED! I for one will boycott it if allowed.

---



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**From:** smalno@msn.com  
**Sent:** Tuesday, May 26, 2009 6:41 PM  
**To:** Cookson, Frances  
**Subject:** 3GP2009 NWC Pima & Dynamite

**Importance:** High

## City of Scottsdale Email

---

As a resident of Troon North, off Dynamite Road I strongly object to any development of Pima & Dynamite. There is a gas station on Dynamite & Alma School and one off Pinnacle & Pima. Are we to be inundated with Gas stations and quick shops as in Phoenix and lower Scottsdale? There is a big very Vacant complex of so called office condos by Estancia which is an eyesore in our very residential area. How that ever went through, I can't imagine.

PLEASE! PLEASE do not approve any more non essential commercial development in our area.

Thank you,

Sandra Maino

10152 E. White Feather Lane Scottsdale, AZ 85262



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From: witzela@msn.com  
Sent: Monday, June 01, 2009 5:41 PM  
To: Projectinput  
Subject: 3-GP-2009

I hereby object to this project. Commercial development is completely inconsistent with the intent of both the Character Area and the Foothills Overlay.

Andreas Witzel  
(480) 538-2006  
witzela@msn.com

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 5:41:22 PM

24.208.206.193 Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 6.0; Trident/4.0; SLCC1; .NET CLR 2.0.50727; Media Center PC 5.0; InfoPath.2; NET CLR 3.5.30729; .NET CLR 3.0.30618) sessionID: 0

From: WebSiteUser@scottsdaleaz.gov  
Sent: Thursday, June 04, 2009 6:18 PM  
To: Projectinput  
Subject: Case number 3-GP-2009

Do not reply to this message via email.  
The Internet user did not provide a return email address:

Not in favor of this General Plan Amendment to be approved.

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/4/2009 6:18:22 PM

68.3.227.197 Mozilla/5.0 (Macintosh; U; Intel Mac OS X 10\_5\_4; en-us)  
AppleWebKit/525.18 (KHTML, like Gecko) Version/3.1.2 Safari/525.20.1  
sessionID: 0

From: corleymaui@aol.com  
Sent: Tuesday, June 02, 2009 10:38 PM  
To: Projectinput  
Subject: Case No. 3-GP-2009, Proposed rezoning at Pima/Dynamite

We are residents of the area and are strongly opposed to permitting the rezoning of the Desert Foothills Character Area and Foothills zoning overlay so as to accommodate a mix of retail and a gas station. In short, leave things the way they are--the way the residents agreed upon.

W G Corley  
480 513 8273  
corleymaui@aol.com

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/2/2009 10:37:37 PM

72.234.54.84 Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 6.0; Trident/4.0; SLCC1; .NET CLR 2.0.50727; Media Center PC 5.0; .NET CLR 3.5.30729; .NET CLR 3.0.30618) sessionID: 0



From: WebSiteUser@scottsdaleaz.gov  
Sent: Tuesday, June 02, 2009 7:43 AM  
To: Projectinput  
Subject: gas station

Do not reply to this message via email.  
The Internet user did not provide a return email address:

We wanted to express our opinions on the possible gas station on Pima and Dynamite. We do not want it. We think the area should remain as commercial free as possible and we have enough gas stations in the area for the neighborhoods needs. Thank you, Janet and Mark Eggen, 27640 N. 108th Way Scottsdale, AZ 85262

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/2/2009 7:43:28 AM

24.251.86.137 Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 5.1; FunWebProducts; GTB6; .NET CLR 1.0.3705; .NET CLR 1.1.4322; Media Center PC 4.0; SpamBlockerUtility 4.8.4) sessionID: 0

From: Cookson, Frances  
Sent: Tuesday, June 09, 2009 3:52 PM  
To: Cookson, Frances  
Subject: FW: Proposed projects at Dynamite/Pima for discussion On June 4  
at La Mirada Desert Center

Frances Cookson  
Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
fcookson@scottsdaleaz.gov

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-----Original Message-----

From: robert@regger2.cpm [mailto:robert@regger2.cpm]  
Sent: Monday, June 01, 2009 2:30 PM  
To: Projectinput  
Subject: Proposed projects at Dynamite/Pima for discussion On June 4 at La  
Mirada Desert Center

We do not support either of the COPP projects, the two major general amendments, for the North Scottsdale neighborhood at Dynamite and Pima. If you want additional feedback, my contact information follows.

Robert Egger  
480-390-8005  
robert@regger2.cpm

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 2:30:16 PM

24.251.84.223 Mozilla/5.0 (Macintosh; U; PPC Mac OS X 10.5; en-US;  
rv:1.9.0.10) Gecko/2009042315 Firefox/3.0.10 sessionID: 0

From: fmohajer@hotmail.com  
Sent: Saturday, June 06, 2009 1:47 PM  
To: Projectinput  
Subject: Pima Gas station

My husband and I are greatly disturbed at the thought of this planned gas station. It will ruin the neighborhood and bring much traffic here. Please stop it.

farideh mohajer  
480 488-7110  
fmohajer@hotmail.com

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/6/2009 1:46:52 PM

24.251.96.164 Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 5.1; Trident/4.0;  
.NET CLR 1.1.4322; InfoPath.2) sessionID: 0

**Wilhelme, Carrie**

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**From:** Padian, Connie  
**Sent:** Tuesday, July 07, 2009 10:21 AM  
**To:** Perreault, Erin; Wilhelme, Carrie  
**Subject:** FW: 2-GP-2009 3-GP-2009 CommentCards  
**Attachments:** 2-GP-2009 3-GP-2009 CommentCards.pdf

fyi

Connie Padian  
 Planning and Development Services Administrator  
 480-312-2664

---

**From:** John Aleo [mailto:jsaleo@q.com]  
**Sent:** Tuesday, July 07, 2009 9:06 AM  
**To:** Borowsky, Lisa M; City Council; Ecton, Wayne; Klapp, Suzanne; Lane, Jim; Littlefield, Robert; McCullagh, Ron; Nelssen, Tony  
**Cc:** Hadder, Don; Little, John C.; Richert, David E; Padian, Connie  
**Subject:** 2-GP-2009 3-GP-2009 CommentCards

Considering the low density of the area (R1-43, R1-70, R1-190), the negative response towards these two projects was overwhelming. This sampling reflects the attitude of many more residents of the area reinforcing the efforts of the majority of the residents of the Desert Foothills Character Area. The residents of the area expect the city council to enforce the efforts of the majority of the residents through the Desert Foothills Character Area Plan and Foothills Overlay which was done with the collaboration of city staff and approved unanimously by previous city councils. If the city council approves either of these two projects, I believe that the residents will loose respect for the system that they participated in to have their area develop in a manner that was acceptable to the majority. There were many battles fought over the years and many concessions were made by the residents at the time. The residents of the area accepted the compromise of allowing those parcels zoned prior to annexation to be developed as planned with the promise from the city that no more high density residential, commercial, or retail development would be added in the future. At the time of annexation, many residents believed Mayor Drinkwater's promise of low density for the area. The city even reduced the density in many areas of the Desert Foothills area from R1-43 to R1-70.

Many residents of the area have moved here to avoid the abundance of congestion created by the high density residential, commercial, and retail development in other areas of Scottsdale which is one reason so many participated in the character plan and overlay. As a participant, I was amazed at the involvement of the community. The general consensus of the participants was relentless and civil. The Desert Foothills Character Area Plan and Foothills Overlay were the outcome of all that effort. The effort was congratulated by many who observed. Do not destroy that effort in lieu of personal financial gain for a few.

Investors who have purchased residentially zoned property on the speculation that the city council will approve their request for a change in zoning should not be rewarded with said change at the expense of the residents of the area. Neither of these requests are a necessity for the area. There is no reason for a zoning change other than personal financial gain of a few. To destroy a plan that so many individual

residents worked on for years would be appalling.

Every example used in either proposal was either zoned prior to annexation or conforms under residentially zoned districts conditional uses with a special use permit. There has been no change in zoning thus far as Mayor Drinkwater promised and councils since.

Thank you.

John Aleo  
Former President of Desert Foothills Property Owners Assn.

**Wilhelme, Carrie**

---

**From:** JOHN T ENKOJI [jjenkoji3438@msn.com]  
**Sent:** Friday, June 12, 2009 12:17 PM  
**To:** Wilhelme, Carrie; Hadder, Don  
**Cc:** howardmyers@sensor-tech.com; cmgpc@cox.net  
**Subject:** Comments on Proposed General Plan Amendments

We were unable to attend the open house on June 4, so we are submitting our comments in opposition to the proposed General Plan Amendments in this format. The two case numbers in question are:

- 2-GP-2009, Lone Mountain & Scottsdale, proposed assisted living facility
- 3-GP-2009, Pima and Dynamite, proposed commercial with mixed retail and gas station.

We oppose both proposals because they are a negation of the intent and spirit of the Desert Foothills Character Area Study and the Foothills Zoning Overlay, both of which were a product of a long and intense cooperative effort among residents, city planning staff and the city council. They represent a promise by the city to its residents.

We also question the commercial viability of both of these proposals. With regard to the assisted living facility, we expect that the assisted living market will become saturated if all planned facilities in northern Scottsdale are approved and built in addition to existing facilities. There is currently a Classic Residence at Grayhawk and another under construction at Silverstone plus Sagewood, which is under construction in Phoenix. In addition there are four others in the planning stages: Arte at 114th and Via Linda; Maravilla at Scottsdale and Frank Lloyd Wright; the Avenir Group at DC Ranch; and a Ryerson facility at One Scottsdale. We doubt that current trends in assisted living, coupled with a sobering economic forecast for years to come, will support so many new facilities. If they are approved and construction started, we may wind up with more large empty lots and a permanently destroyed desert landscape. The huge empty lot at One Scottsdale is a glaring example.

There have been a number of ownership changes in assisted living residences south of the 101 over the years which suggest a degree of underlying instability in the senior living industry. We assume that this could carry over to north Scottsdale if the market becomes overbuilt north of the 101. The fact that we have received numerous unsolicited marketing queries from Sagewood in our mail suggests the existence of considerable unleased space. It also suggests that the planners of Sagewood may have been overly optimistic.

On a national scale, we cite the case of Virginia based Sunrise Senior Living, considered the leader in the senior living industry with 457 communities, but yet is on the verge of bankruptcy and has ceased all new construction. It is under investigation by the SEC and has had to restate its earnings going back

to 1996. Sunrise's problems are the result of too rapid overexpansion beginning back in the 1990's which were then exacerbated by the current recession and credit crunch.

Other examples of a questionable outlook for the industry include the following:

Brookdale Senior Living, based in Tennessee, and one of the largest assisted living companies with almost 52,000 housing units, is undergoing severe economic problems.

Sherburne Commons, in Cape Cod, MA, filed for Chapter 11 bankruptcy in October 2008 after opening in 2007. Initial Sherburne residents paid between \$250,000 and \$1 million in entry fees, supposedly refundable. According to the Sherburne treasurer, Sherburne had paid for its current operating costs from these fees with the expectation that full occupancy would create sufficient monthly revenues to pay current operating costs. But the failure to achieve full occupancy created negative cash flow and the consequent depletion of the entry fees start up fund.

Thirteen facilities managed by Oregon based Sunwest Management around the country have filed for bankruptcy. A Sunwest spokesman said that occupancy rates in the industry are declining below profitable levels due to a slow down in the move-in rate coupled with an increase in the move-out rate. He said the occupancy rate for the industry was 89% in late 2008, compared to 90 and 91% a year earlier.

Assisted Living Concepts, based in Portland, OR and one of the largest US retirement home chains, filed for Chapter 11 bankruptcy in 2001.

In 2008 assisted living facility Astoria of Pasadena, CA was offered for sale in a bankruptcy trustee sale.

In June 2009 assisted living facility The Pines at Edgewood (Portsmouth, ME) was sold at auction following three years in bankruptcy court.

Nashville Senior Living LLC filed for Chapter 11 bankruptcy in 2009. Among the causes were the credit crunch, according to a company spokesman, along with the housing market slump, which made it difficult for seniors to sell their homes to move into an assisted living facility.

There are numerous other examples available but we believe that the above examples are sufficient to demonstrate the need for due caution and diligence in evaluating any assisted living proposal. The assisted living industry has been marked by built in economic problems over the years apart from the current recession. With the current economic situation, seniors have found it difficult to fund assisted living due to the decline in their investments and their inability to sell their homes. Assisted living facilities have high fixed costs requiring a very high occupancy ratio to ensure a positive cash flow. The ratio of care givers required relative to the number of residents is very high and often difficult to achieve due to low pay and perpetual turnover. Cutbacks in the quantity and quality of care givers to save costs can lead to regulatory and legal issues.

There is also a growing trend towards smaller and more innovative group homes of about ten residents.

Aside from the economic issues, we are troubled by the prospect of a large and imposing structure at Scottsdale and Lone Mountain. For example, Sagewood, now under construction adjacent to the Reach 11 recreational area, has already shown that it is going to be a landscape eyesore. Aside from height issues, the proposed Scottsdale facility will require a large parking lot for visitors and staff, most of whom will live some distance from the proposed facility. We believe that these factors, among others, will create an intensity of usage incompatible with the surrounding semi-rural area.

With regard to the proposed commercial activity at Pima and Dynamite, we feel that it is unnecessary and incompatible with the environment desired at a key entry point to the planned addition to the McDowell Sonoran Preserve. The population in the neighborhood is very low density and should remain so for the foreseeable future. Thus, current and projected population in the area will not support commercial activity. There are sufficient gas stations already near that intersection. A new gas station will only serve to attract off road vehicles and other activity unsuited to the Preserve. We should also remember that gas stations make money not by selling gas but by selling the merchandise inside the station. The proposed station would attract transient traffic interested in purchasing candy, snacks, soda, beer, cigarettes, etc, which would undoubtedly lead to increased littering in the neighborhood. Is that our vision for the Preserve?

John and Juanita Enkoji  
26804 N. 79th Street  
Scottsdale, AZ 85266



From: WebSiteUser@scottsdaleaz.gov  
Sent: Wednesday, June 03, 2009 9:42 AM  
To: Projectinput  
Subject: Project proposals - June 4th meeting

Do not reply to this message via email.  
The Internet user did not provide a return email address:

My name is Doug Reynolds and I own a home at 9427 E. Hidden Green, in the Troon North development. I will not be able to attend the meeting tomorrow night, but want to weigh in that I don't support either project: 2-GP-2009, or 3-GP-2009. Both violate the intent of the Desert Foothills Character Area and the Foothills Zoning Overlay. These were well thought out and knowledge of them were a part of our purchase decision 4 years ago. I am requesting both of these initiatives be denied.

Thank You - Doug Reynolds

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/3/2009 9:41:34 AM

131.107.0.70 Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 6.0; WOW64; Trident/4.0; SLCC1; .NET CLR 2.0.50727; Media Center PC 5.0; MDDC; .NET CLR 3.5.30729; .NET CLR 3.0.30618) sessionID: 0

From: Cookson, Frances  
Sent: Tuesday, June 09, 2009 3:51 PM  
To: Cookson, Frances  
Subject: FW: Major General Plan Amendments, Scottsdale

Frances Cookson  
Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
fcookson@scottsdaleaz.gov

"To ensure compliance with the Open Meeting Law, recipients of this message should not forward it to other members of the public body. Members of the public body may reply to this message but they should not send a copy of the reply to other members".

-----Original Message-----

From: myniteowl@msn.com [mailto:myniteowl@msn.com]  
Sent: Monday, June 01, 2009 1:19 PM  
To: Projectinput  
Subject: Major General Plan Amendments, Scottsdale

I believe we currently have more than sufficient commercial and residential space available in the area and am strongly against further development at this time. Locating in North Scottsdale has been a way to put some distance between the rampant commercial development witnessed across Greater Phoenix and its suburbs, and adding more shops and gas stations to available open space corners is extremely undesirable.

As a result of the economic crisis of the past few years, it is foolish to continue expansion in an atmosphere of severe contraction. We have more than enough empty space for future growth for some time to come. The only thing to be gained is the chance of yet another empty construction sporting "for lease or sale" signs on its windows.

Deborah Vanasek  
480.699.6607  
myniteowl@msn.com

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 1:19:20 PM

24.251.84.80 Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 5.1; Trident/4.0; FunWebProducts; GTB6; .NET CLR 2.0.50727; .NET CLR 3.0.04506.30; .NET CLR 3.0.04506.648; WWTClient2; MSN 9.0; MSN 9.1; MSN 9.6; MSNbMSNI; MSNmen-us; MSNcOTH) sessionID: 0

From: Cookson, Frances  
Sent: Tuesday, June 09, 2009 3:53 PM  
To: Cookson, Frances  
Subject: FW: 2-g-2009, 3-g-2009

Frances Cookson  
Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
fcookson@scottsdaleaz.gov

"To ensure compliance with the Open Meeting Law, recipients of this message should not forward it to other members of the public body. Members of the public body may reply to this message but they should not send a copy of the reply to other members".

-----Original Message-----

From: dick99vette@roadrunner.com [mailto:dick99vette@roadrunner.com]  
Sent: Monday, June 01, 2009 2:06 PM  
To: Projectinput  
Subject: 2-g-2009, 3-g-2009

opposed to any change in zoning

Dick Waskow  
716-864-0713  
dick99vette@roadrunner.com

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 2:05:57 PM

72.10.76.177 Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 5.1; GTB6; .NET CLR 1.1.4322; .NET CLR 2.0.50727) sessionId: 0

From: Cookson, Frances  
Sent: Tuesday, June 09, 2009 3:52 PM  
To: Cookson, Frances  
Subject: FW: Foothills Overlay 2-GP-2009 & 3-GP-2009

Frances Cookson  
Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
fcookson@scottsdaleaz.gov

"To ensure compliance with the Open Meeting Law, recipients of this message should not forward it to other members of the public body. Members of the public body may reply to this message but they should not send a copy of the reply to other members".

-----Original Message-----

From: WebSiteUser@scottsdaleaz.gov [mailto:WebSiteUser@scottsdaleaz.gov]  
Sent: Monday, June 01, 2009 2:07 PM  
To: Projectinput  
Subject: Foothills Overlay 2-GP-2009 & 3-GP-2009

Do not reply to this message via email.  
The Internet user did not provide a return email address:

I live in Candelwood and feel that the previous board members did a wonderful job in trying to preserve this area. Please vote NO on any modification to the Foothills Zoning Overlay Modification. We do not need any more gas stations or commercial areas here. Thank You  
Rae Barry 28959 N 106th Way  
Scottsdale Az 85262

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 2:06:51 PM

24.251.83.31 Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US)  
AppleWebKit/525.19 (KHTML, like Gecko) Chrome/1.0.154.65 Safari/525.19  
sessionID: 0

From: Cookson, Frances  
Sent: Tuesday, June 09, 2009 3:52 PM  
To: Cookson, Frances  
Subject: FW: 2-g-2009, 3-g-2009

Frances Cookson  
Planning Specialist  
480-312-2542 (P)  
480-312-7088 (F)  
fcookson@scottsdaleaz.gov

"To ensure compliance with the Open Meeting Law, recipients of this message should not forward it to other members of the public body. Members of the public body may reply to this message but they should not send a copy of the reply to other members".

-----Original Message-----

From: WebSiteUser@scottsdaleaz.gov [mailto:WebSiteUser@scottsdaleaz.gov]  
Sent: Monday, June 01, 2009 2:04 PM  
To: Projectinput  
Subject: 2-g-2009, 3-g-2009

Do not reply to this message via email.  
The Internet user did not provide a return email address:

opposed to any change in zoning

Dick

This message was feedback from the following web page:  
<http://www.scottsdaleaz.gov/boards/PC.asp>  
6/1/2009 2:04:23 PM

72.10.76.177 Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 5.1; GTB6; .NET CLR 1.1.4322; .NET CLR 2.0.50727) sessionId: 0

# Major General Plan Amendment

June 4, 2009 Open House

Name: RHONDA BORTW

Address: 28509 W. 104<sup>TH</sup> ST.

Email: RHONDA@BORTW.COM

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?      YES      NO

## Please provide your comments:

The comments are for case (circle one):      2-GP-2009      3-GP-2009      BOTH

GOOD USE FOR PARCEL.

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**Major General Plan Amendment  
June 4, 2009 Open House**

**Name:** Gil Lustig  
**Address:** 7466 E. Queen Sebe Way, Scottsdale, AZ 85266  
**Email:** ghl42@cox.net

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH  
Assisted Living Commercial

Commercial development is inconsistent with  
the character of this area and the Foothills  
overlay.  
I am against this project.

**Major General Plan Amendment**  
**June 4, 2009 Open House**

**Name:** Dr Robert Darello  
**Address:** 7042 E. Tempeville Ln - Scottsdale, 85266  
**Email:** rvdarello@cox.net

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

I would like to see evidence that such a  
commercial venture will be successful.



**Major General Plan Amendment**  
**June 4, 2009 Open House**

**Name:** Linda Abel

**Address:** 10918 E. Sutherland Way 85262

**Email:** ULTRASOUND 1234 @ AOL. com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?      YES      NO

**Please provide your comments:**

The comments are for case (circle one):      2-GP-2009      3-GP-2009      BOTH

I'm not in favor of this. This intersection  
is "known" for accidents and commercial usage  
will create more traffic issues at an already  
"known" bad intersection!

Please consider this commercial site @ another  
location!! Thank you.

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:** Larry Abel

**Address:** 10918 E Suttheland Way 85262

**Email:** MGTCONSULT@AOL.COM

Would you like to be added to the interested parties list for this case and future Major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

I AM AGAINST ANY FURTHER COMMERCIAL DEVELOPMENT  
ON SAID LOCATION - The Commercial Development at Pima  
School + Dynamite provides services to the area and  
Merchants have struggled to survive in a good economy  
as well as now. It would be overkill to add another  
Commercial site on the opposite end of Dynamite -  
Also The Accidents at Pima + Dynamite would increase  
more than already dangerous corner

**Major General Plan Amendment  
June 4, 2009 Open House**

**Name:**

*Bernard Hay*

**Address:**

*9591 E. Southwind Lane - Scottsdale 85262*

**Email:**

*bhay333@yahoo.com*

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?

☒ YES

☐ NO

**Please provide your comments:**

The comments are for case (circle one):

2-GP-2009

☒ 3-GP-2009

BOTH

*This proposed rezoning and development  
will significantly change the character  
of the Troon North area. It will also  
set a precedent that will provide other  
rezoning initiatives such as Becker!!!  
We cannot let this happen!!!*

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:** Deborah Prokop  
**Address:** 9346 E. Dale Lane  
**Email:** jersey901@cox.net

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? ☒ **YES** ☐ **NO**

**Please provide your comments:**

The comments are for case (circle one): ☐ **2-GP-2009** ☒ **3-GP-2009** ☐ **BOTH**

As a resident in close vicinity I am  
concerned about increased traffic.  
As a healthcare provider, fatal accidents  
that close Pima create havoc for  
residents of Tucson North. Very limited  
ability to get home to that area.

## Major General Plan Amendment

June 4, 2009 Open House

Name: LARRY WANG/PRAddress: 7687 E. MARY/SHARON DR.Email: LAWANG/PR@COX.NET

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

## Please provide your comments:

The comments are for case (circle one):

2-GP-2009

3-GP-2009

BOTH

ONE MORE ATTEMPT TO REZONE THIS PIECE OF PROPERTY AND BREAK THE  
FOOTHILLS ZONING OVERLAY. A RETIREMENT HOME SEEMS NOT REQUIRED  
GIVEN THE CURRENT FACILITIES AT SCOTSDALE RD & PINNACLE RD, 77TH  
ROAD AND THE PROPOSED DEVELOPMENT AS PART OF THE 101. THIS  
KIND OF DEVELOPMENT IS NOT IN KEEPING WITH THE AREA, WILL CREATE  
INCREASED TRAFFIC AND ESPECIALLY EMERGENCY VEHICLE TRAFFIC. THIS IS  
ONCE AGAIN THE WRONG PROJECT IN THE WRONG AREA. WE WANT TO  
MAINTAIN OUR RURAL RESIDENTIAL CHARACTER. THEY KNEW THE PROPERTY  
WAS R-1 TO BEGIN WITH.

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:** PATRICK HOOG

**Address:** 10922 E Southwind LN

**Email:** phxpeh@cox.net

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

Please provide me by e-mail specifics on  
your proposal. I am a resident of Candlewood  
@ Troon North. I am particularly interested  
in any traffic studies, other impact  
studies and your plan re adjacent major  
power lines.

## Major General Plan Amendment

June 4, 2009 Open House

Name:

Robert J. Alpert

Address:

9481 E Calle de las Brisas

Email:

BSA@ALPERT.NET

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?

YES

NO

### Please provide your comments:

The comments are for case (circle one):

2-GP-2009

3-GP-2009

BOTH

THIS PROPOSED CHANGE WILL HAVE A NEGATIVE IMPACT ON THE  
MCDOWELL SONORAN PRESERVE. THE PURPOSE OF THIS CHANGE TO COMMERCIAL  
USE IS PURELY MONETARY, AND WILL ALLOW OTHERS LIKE HENRY BREKKE  
TO ALSO BUILD.

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:** Rosalie Barja  
**Address:** 9658 E Mark Lane Scottsdale 85262  
**Email:** rosbaren@gte.net

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

I am concerned of additional commercial development in our area (Dynamite & Pima). There are several office condo/retail developments that are sitting empty due to over growth. What the developer is offering on this site is available in other areas nearby - therefore duplicating the same services. I have lived in this area, Troon North, for 14 yrs and do not want to see more commercial development.



**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:** Kay Holderman

**Address:** 11136 E MOVEMENT

**Email:** Kay.holderman@ross/yon.com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

Please maintain the current plan  
and save our desert.

# Major General Plan Amendment

June 4, 2009

Name- Gordon Weber

Address 28604 N. 92nd Place 85262

E-mail - ymcw@msn.com

Would you like to be added to the interested parties list  
for future General Plan Amendment cases? YES NO

Please share your comments below

Which case are you commenting on? 2-6P-2009 3-6P-2009

BOTH

I am opposed to this project as it means upzoning  
of residential to commercial & will change the character  
of the overall neighborhood

Gordon Weber

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:** JOHN RICHARD BOREN and PAULINE M. BOREN

**Address:** 29043 N 111TH ST

**Email:** richardboren@cox.net

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

WE MOVED TO THE SEMI-RURAL AREA  
WITH KNOWLEDGE OF THE PLAN THAT THE PROPERTY  
OWNER WANTS TO CHANGE. WE ARE ABSOLUTELY  
OPPOSED TO THIS !!!

# Major General Plan Amendment

June 4, 2009 Open House

Name: Sherrye Scholman

Address: 9325 E. Dale Lane

Email: SherJoy44@aol.com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

## Please provide your comments:

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

A gas station will attract trucks & boats  
at this corner. It is a very congested & dangerous  
corner as it is now. Widening of streets at  
this intersection would be necessary & we  
have certainly had enough construction. This  
corner does not warrant a hardware store  
when there is one at Pinnacle Peak & Scottsdale Rd  
that is always empty. In this tough economy  
who will be opening restaurant & flower shops? → This

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:**

Philip Fabian

**Address:**

29192 N. 107TH WAY

**Email:**

PHIL.FABIAN@AOL.COM

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? **YES** NO

**Please provide your comments:**

The comments are for case (circle one):

2-GP-2009

3-GP-2009

BOTH

THIS WILL HAVE A NEGATIVE IMPACT ON THE  
THE PRESENT. THIS PROPOSAL IS ONLY FOR  
A PERSONAL + CORPORATE GAIN. OTHER PARTIES  
IN OUR AREA WOULD USE THIS TO SUPPORT  
THEIR POSITIONS AND THAT WOULD CERTAINLY  
HAVE A COMPOUND ADVERSE EFFECT ON OUR  
AREA.

Major GP Amendment  
June 4, 2009

Name - Scott Maling

Address - 8034 E. Viadona Rd Scotts. AZ 85266

E-mail - Malingcutting@Q.com

Would you like to be added to the interested parties list  
for this case and future major General Plan amendment  
requests? Circle one YES NO

Please provide your comments:

Comments are for case 2-6P-2009 3-6P-2009 BOTH

Foothill overlay was put in place for a reason to  
protect a lifestyle. City council needs to ~~be~~ protect  
that life style and not allow any changes to the  
existing plan or zoning. Sincerely  
Scott Maling

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:**

**Address:**

**Email:**

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?

**YES**

**NO**

**Please provide your comments:**

The comments are for case (circle one):

**2-GP-2009**

**3-GP-2009**

**BOTH**

~~WILL~~ ~~OPPOSE~~ ~~BOTH GP AMENDMENTS~~  
~~DESTRUCTION OF AREA'S CHARACTER - OPEN~~  
~~DOOR FOR COMMERCIALIZATION OF ANY CORNER~~  
~~AND RENDER FOOTHILLS OVERLAY AND~~  
~~POSSIBLY ESLO -~~

**Major General Plan Amendment**  
**June 4, 2009 Open House**

**Name:** Ken Melnick

**Address:** 7979 E. Evening Glen Drive

**Email:** Ken156BK@yahoo.com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

If rezoning is approved it will change  
the character of this area forever. Also, it  
will set a precedent that all future zoning  
requests will automatically be approved.



Major General Plan Amendment

June 4, 2009 Open House

Name:

Jerome LANDAU

Address:

28700 N. HAYDEN ROAD Scottsdale AZ 85266

Email:

JAL@landaulaw.org

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

Please provide your comments:

The comments are for case (circle one):

2-GP-2009

~~3-GP-2009~~

~~BOTH~~

We spent years meeting with City Reps & other Scottsdale citizens to maintain our north Scottsdale neighborhoods & aesthetic.

We DO NOT NEED Commercial here - Do not need gas, tech or hardware or ANY store - Don't kill our area. Why - do not cater or buckle in to Developers - Their businesses are NOT needed here.

Don't let a developer/Attorney or Architect change our <sup>Lifestyle</sup> choice. Dr. J. Landau

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:** JS Bradley

**Address:** 13330 E Soma

**Email:** \_\_\_\_\_

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?      **YES**      **NO**

**Please provide your comments:**

The comments are for case (circle one):      **2-GP-2009**      **3-GP-2009**      **BOTH**

What terrible, awful ideas - why can't  
we maintain the rural character that we  
moved here for? The land owners knew  
what the zoning was when they bought it,  
why do we have to let them ruin our  
area to make money for themselves?

**Major General Plan Amendment**  
**June 4, 2009 Open House**

**Name:** Helena Milnick  
**Address:** 7979 E. Evening Glow Dr.  
**Email:** hymnaz@yahoo.com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?    **YES**       **NO**

**Please provide your comments:**

The comments are for case (circle one):    **2-GP-2009**       **3-GP-2009**       **BOTH**

My husband + I purposely moved to upper Scottsdale  
for the beauty of the desert + the open space  
we enjoy. If we wanted to live with high  
density projects we would have stayed in  
the south valley. Please leave our desert +  
low density plans alone.

**Major General Plan Amendment**  
**June 4, 2009 Open House**

**Name:** EDWARD E. SMOCK  
**Address:** 10801 E. HAPPY VALLEY RD #23 SCOTTSDALE AZ 85255  
**Email:** WSTFT@EARTHLINK.NET

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

I AM VEHEMENTLY AGAINST THESE ZONING CHANGES!

Lawrence Hischer

8020 E. Via Dona Rd. SDL AZ 85266

480-330-3948

Comments:

2-6P-2009

3-6P-2009

Both

- 1) Don't lift the Foothills overlay for either!
- 2) Do not want to happen at all!
- 3) I have to live by the rules so should they!
- 4) If you lift the restrictions for them then the city owes me money for everything I have had to do!  
To my property.

**Major General Plan Amendment**  
**June 4, 2009 Open House**

**Name:** LARRY WANDLER

**Address:** 7687 E. MARY SHARON DR.

**Email:** LAWANDLER@COX.NET

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

WALMART GAS STATION, GROCERY STORE AND HARDWARE STORE.  
ALL ARE CURRENTLY PRESENT IN THE IMMEDIATE AREA. LOOK AROUND  
AT THE EMPTY COMMERCIAL PROPERTIES - MANY PROPERTIES ARE  
AVAILABLE TO MEET TWO OF THE THREE PROPOSED USES. THIS  
PROJECT IS DESIGNED TO BREAK THE FOOT HILLS ZONING OVERLAY AND ALLOW  
COMMERCIAL DEVELOPMENT BEYOND PINNACLE PEAK TO CARPENTER HIGHWAY.  
THEY KNEW THAT THIS PROPERTY WAS R-1 AND BOUGHT IT THINKING  
THAT THE COUNCIL WOULD GUARANTEE A PROFIT BY REZONING TO COMMERCIAL.

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:**

Vicki Kaplan

**Address:**

10661 E. Cinder Cone TR

**Email:**

VKaplan@ArizonaBeat.com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? ☒ **YES** ☐ **NO**

**Please provide your comments:**

The comments are for case (circle one):

**2-GP-2009**

**3-GP-2009**

☒ **BOTH**

~~Both~~ The proposal makes no sense at either of these locations. It ruins the "community" in the area & creates dangerous traffic conditions. Further it opens the door to other "big box" development. There are currently about 10 gas stations within a 10 mile radius. ~~Further~~ This is not the area for this project!

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:** LIES CONKLIN

**Address:** 27231 N. 71ST PL.

**Email:** liesconklin@scgplan.org

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?      YES      **NO**

**Please provide your comments:**

The comments are for case (circle one):      2-GP-2009      3-GP-2009      **BOTH**

BOTH projects are completely inappropriate  
for North Scottsdale North of Harry Valley  
Road. This is called Urban Sprawl  
and you are promoting it by moving  
this case forward.



**Major General Plan Amendment  
June 4, 2009 Open House**

**Name:** REGINA KNAAP  
**Address:** 8300 E. Dixie Ave. Dr. # 295 Scottsdale, 85266  
**Email:** KNAAPTIME@COF.NET

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

2-GP-2009 - Commercial center @ SEC of Loop W & Scottsdale -  
most of center is empty! Why do we need more?

3-GP-2009 - Too much traffic @ that corner now - no need for  
commercial - we moved here for the expansion of the  
desert - please be quiet - not shopping!

**Major General Plan Amendment**  
**June 4, 2009 Open House**

**Name:** Judy WAGMAN  
**Address:** 9730 E Adobe Drive, Scottsdale, AZ 85255  
**Email:** Judy.BWAG@cox.net

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

I am in opposition to 2-GP-2009 & 3-GP-2009,  
as they are both inappropriate plans to  
alter the previously approved Foothills Overlay which  
was approved by The Council. They are in  
direct opposition and would forever alter  
the character of the Desert. I believe that  
these GPA's are illegal and should not be  
recorded by the City at all!!

**Major General Plan Amendment**  
**June 4, 2009 Open House**

**Name:** Marilyn Andrews  
**Address:** 22612 N Church Rd  
**Email:** dandmaz@cox.net

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?      YES      NO

**Please provide your comments:**

The comments are for case (circle one):

2-GP-2009

3-GP-2009

BOTH

# 3-GP-2009

I oppose the GP amendment and rezoning  
to commercial; this use is not allowed  
in the Foothills Overlay.  
The Foothills Overlay must remain intact.

# Major General Plan Amendment

June 4, 2009 Open House

Name: BOB VAIRO

Address: 10040 E. HAPPY VALLEY RD. #451 F5255

Email: SONORAN@AOL.COM

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?      YES      NO

## Please provide your comments:

The comments are for case (circle one):      2-GP-2009      3-GP-2009      BOTH

I AM OPPOSED TO BOTH OF THESE MAJOR G.P. AMENDMENTS - BOTH ARE  
IN ESLO & FOOTHILLS DUALITY. RESIDENTS, CITY MAFF AND CITY COUNCIL  
SPENT YEARS PASSING & REFINING BOTH ORDINANCES. WHAT USE WAS ALL THAT?  
WHY WOULD THE CITY ALLOW THESE VIES? WHAT ABOUT DIVERSITY OF RESIDENTIAL  
OPPORTUNITIES? IT DOESN'T MAKE SENSE!

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:**

MARG NELSEN

**Address:**

7730 E. High Blvd, 1000

**Email:**

margart@earthlink.net

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? **YES** NO

**Please provide your comments:**

The comments are for case (circle one):

2-GP-2009

3-GP-2009

**BOTH**

Why is the City even allowing these applications?  
Our character area involved @ 20 years of  
citizen input/discussion and a vote for  
implementation.

Environmentally sensitive and desert appropriate  
architecture should NOT be the criteria for  
zoning. It is suitable criteria for building within  
our character area.

**Major General Plan Amendment**  
**June 4, 2009 Open House**

**Name:** Michelle Collins  
**Address:** 26833 N. 78<sup>th</sup> St. Scottsdale, AZ 85266  
**Email:** Collinswest@msn.com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one):

2-GP-2009

3-GP-2009

BOTH

My husband & I have lived in the Desert Foothills area for 19  
years. We chose this area because of the natural desert & the  
character of the neighborhood. We feel very fortunate to live in  
one of the FEW AREAS left in Scottsdale to remain in it's  
original pristine state. After working SO HARD to achieve the  
Desert Foothills overlay we can't believe the city would  
even consider allowing this type of commercial development to

*over rule in this Special area*

**Major General Plan Amendment  
June 4, 2009 Open House**

**Name:**

JIM HEITEL

**Address:**

8485 E DIXIE AVE

**Email:**

JHEITEL

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?

☒ YES

☐ NO

**Please provide your comments:**

The comments are for case (circle one):

☒ 2-GP-2009

☒ 3-GP-2009

☐ BOTH

OPPOSED - DO NOT CHANGE FOOTHILLS  
OVERLAY - PERIOD

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:** Colleen L. Randall

**Address:** 25150 N. Windy Walk Dr. #32 Scottsdale, AZ 85255

**Email:** \_\_\_\_\_

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one):

2-GP-2009

3-GP-2009

BOTH

There are empty commercial & residential properties  
everywhere. These projects would add to the vacant properties  
by taking business away from already struggling businesses.  
They would detract from the natural environment that we  
are so desperately trying to preserve. Stop the building of any more  
commercial properties.



Major General Plan Amendment

June 4, 2009 Open House

Name:

John Arterburn

Address:

8601 E. De La O Rd

Email:

johna@ppace.com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?

YES

NO

Please provide your comments:

The comments are for case (circle one):

2-GP-2009

3-GP-2009

BOTH

There is no need for this. We have everything in place. I live near Pima road and it is fine (400 ft.). I love the area and own Pinnacle Peak Ace Hardware. This is not a location for hardware retail, it is completely wrong, we already <sup>have</sup> retail surrounding this area that abide by the foothills overlay. This Becker all over again, crazy. I live across the street from Becker world and it is crazy like what this would do. We have hardware, and feed stores taking care of the area that follow the overlay.

we have enough of this on highway 101, 101, 101, and other areas, why add more.

**Major General Plan Amendment  
June 4, 2009 Open House**

**Name:** Robin Arterburn  
**Address:** 8601 E De La O Rd 85255  
**Email:** robin@ppaace.com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? ☒ **YES** ☐ **NO**

**Please provide your comments:**

The comments are for case (circle one): ☐ **2-GP-2009** ☐ **3-GP-2009** ☒ **BOTH**

This land was purchased as a residential area.  
The buyer knew this and agreed to purchase at the  
time. The area has enough retail and office space,  
much of it is empty or soon may be empty due  
to economic climate. This climate will not soon change to  
any great degree. Changing the character of this area would not serve  
the community or its value. There is already a hardware store within  
a few miles of this area that abides by the Foothill overlay and serves the

**Major General Plan Amendment  
June 4, 2009 Open House**

**Name:** Jonathan Waterworth  
**Address:** 17234 G Annacle Vista Dr Scottsdale 85263  
**Email:** jonathanwaterworth@gmail.com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? **YES** NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 **BOTH**

I reject the proposed development.  
I feel we should maintain the existing  
Desert Foothills character Area & Foothills  
Zoning overlay. No new commercial development  
wanted in N. Scottsdale.

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:**

Finola M Cappel

**Address:**

33600 N. 79th Way Scottsdale Az. 85266

**Email:**

R-Cappel1@msn.com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?      YES      NO

**Please provide your comments:**

The comments are for case/(circle one):

2-GP-2009

3-GP-2009

**BOTH**

I am against both of these amendments  
+ I urge the planning commission  
+ the City Council to strongly  
reject both amendments

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:** Janet & Fred Ennis

**Address:** 9706 E MARK LANE 85262

**Email:** \_\_\_\_\_

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

This is a Residential neighborhood - with sufficient facilities (hardware - food store - gas station - restaurant - shopping, etc.) within a short distance. This parcel was and is zoned neighborhood residential. It is a prime property for an estate residence - this area does not need another "Happy Becker" situation. Would you want this in your backyard? We Don't think so.

Linda Woodhouse  
29002 N. Nayden Rd.  
Scotts. 85266

Both projects -

No discussion necessary. The Overlay  
speaks for itself. The answer is NO!

This is not negotiable!

EVANS WOODHOUSE  
29002 N. HAYDEN ROAD  
SCOTTSDALE, ARIZONA 85266

COMMENT  
NO WAY O  
(Both) O

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:** Jamie Stratman

**Address:** 10693 E. Skinner Dr.

**Email:** JLStratman@cox.net

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

I Live in Troon North and use Dynamite daily - I am against a gas station on that corner will create a major traffic problem. We do not need shopping or any commercial development period. People retired to this area to keep it rural not Suburbia.



**Major General Plan Amendment**  
**June 4, 2009 Open House**

**Name:** SUE DAVIS  
**Address:** 8025 E Via Dong  
**Email:** SUE@SUEandJODI.COM

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? YES NO

**Please provide your comments:**

The comments are for case (circle one): 2-GP-2009 3-GP-2009 BOTH

NO Keep Current  
land use AS IS

Major General Plan Amendment

June 4, 2009

Name CECILE RUDIS  
Address - 31626 N. 162<sup>nd</sup> St. 85262.  
E-mail CRUDISRTTR@MSN.COM.  
Interested parties? YES.  
Which case? BOTH.  
Comments: NO - RE BOTH.

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# Major General Plan Amendment

June 4, 2009

Name - GAIL Richardsm

Address - 28822 N. 77 ST. - Scott

E-mail yodelsarr@aol.com

Interested parties? yes

Which case? ALL

Comments: STOP IT

KEEP THE DESERT

" " VIEWS

DON'T CHANGE WHAT ISN'T BROKEN!

**Major General Plan Amendment**

**June 4, 2009 Open House**

**Name:**

Stephanie Bradley

**Address:**

13330 6 VomaX

**Email:**

Stephaniebradley@juno.com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)?

☒ YES

☐ NO

**Please provide your comments:**

The comments are for case (circle one):

☐ 2-GP-2009

☐ 3-GP-2009

☒ BOTH

Please note 3 GP-2009 map is incorrect (Running Deer should be Dynamic)

These project offers nothing to us residents, except the conversion of land to a commercial enterprise. I OPPOSE VEHEMENTLY these changes — zoning is meant to protect all — We will know "the deal" and should not have

The rug pulled out from under us  
by individuals or groups hoping for  
massive financial gain at our expense.  
Allowing this unnecessary plan is a  
slap in the face to all who treasure this  
last sliver of the West & that include me  
and anyone who passes these scenic corridors.

Approval is also fraught with "domino danger"  
as other tracts become targets for get-  
rich-quick/change the zoning proposals

**Major General Plan Amendment  
June 4, 2009 Open House**

**Name:** Nancy & Peter Godfrey  
**Address:** 9222 E. Vista Drive Scottsdale 85262  
**Email:** ntgodfrey@msn.com

Would you like to be added to the interested parties list for this case and future major General Plan amendment requests (circle one)? ☒ **YES** ☐ **NO**

**Please provide your comments:**

The comments are for case (circle one): ☐ **2-GP-2009** ☐ **3-GP-2009** ☒ **BOTH**

Open space in Scottsdale is fast disappearing.  
At the rate of present reckless growth, this beautiful  
area will be just another urban sprawl — thanks to greedy  
developers. Don't let this happen:  

- Dynamite/Pima — we don't need any more commercial outlets.  
The area has shopping at Summit, in (Cofee, & La Mirada. Besides lots  
of present retail space is standing empty.
- Lone Mtn — we don't need another assisted living facility. →

There is The Heritage in Carefree & the huge Silverstone project on West Pinnacle Peak.

What we need to do is defeat both these proposed amendments AND complete purchase of State Land for our Preserve.

Please advise how I may be of further help in implementing the defeat of these amendments.

—Nancy Godfrey

**MAJOR GENERAL PLAN AMENDMENTS**  
**June 4<sup>TH</sup>, 2009 at La Mirada Desert Center**  
**SIGN-IN SHEET**

Name: Chayton Poulson Phone: \_\_\_\_\_  
Address: 28620 N. 70<sup>th</sup> St  
E-mail: Cavecreek1@cox.net

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: B. Hay Phone: 480-563-9468  
Address: 9591 E. Southwind Lane  
E-mail: bhay333@yahoo.com

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Bob Vairo Phone: \_\_\_\_\_  
Address: 10040 E. Happy Valley Rd. #451 FSVST  
E-mail: SONORAN@AOL.COM

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Deborah Prokop Phone: \_\_\_\_\_  
Address: 9346 E Date Ln Scottsdale AZ 85262  
E-mail: jersey901@cox.net

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Kay Holderman Phone: 480-229-8101  
Address: 11136 E MONUMENT  
E-mail: Kay.holderman@us51yan.com

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: JG Poucel Phone: 480-563-4559  
Address: 10897 E. BALANCING ROCK RD SCOTTSDALE  
E-mail: jg.poucel@cox.net 85262

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)



**MAJOR GENERAL PLAN AMENDMENTS**  
**June 4<sup>TH</sup>, 2009 at La Mirada Desert Center**  
**SIGN-IN SHEET**

Name: LARRY WANGTOR Phone: 480-513-3354  
Address: 9687 E. MARY SHARON DR  
E-mail: LAWANGTOR@COX.NET

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Cordon Weber Phone: 480-563-0242  
Address: 28604 N. 92nd Place 85262  
E-mail: \_\_\_\_\_

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: PATRICK ADOL Phone: 480-419-1453  
Address: 10922 E Southwind LN  
E-mail: phxpeh@cox.net

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Lawrence Hischer Phone: 480-330-3948  
Address: 8020 E. Via Dona Rd. Scottsdale AZ 85266  
E-mail: ~~larry@~~

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Ron Borino Phone: 602-550-9939  
Address: 28509 N. 104th Street, 85262  
E-mail: rlborino@hotmail.com

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Joshua L. Kreeger Phone: 602 525 0816  
Address: ~~25601~~ 25601 N. Scottsdale Rd. Scottsdale AZ 85331  
E-mail: TheKreegers@hotmail.com

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

**MAJOR GENERAL PLAN AMENDMENTS**  
**June 4<sup>TH</sup>, 2009 at La Mirada Desert Center**  
**SIGN-IN SHEET**

Name: Lou Goldman Phone: 480 513-1181  
Address: 10518 E MARK LN  
E-mail: LOUGOLDMAN@AOL.COM

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Judith B. Wagner Phone: 480-563-1957  
Address: 9730 E. Adobe Dr.  
E-mail: JUDYBWAG@COX.NET

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Leon Shuster Phone: 480-519-4388  
Address: 29940 N 78th Scottsdale  
E-mail: ~~BKSnews@hotmail~~ LSSnews@Live Com

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: JS Bradley Phone: 480.488.7961  
Address: 13330 E Jomax  
E-mail: \_\_\_\_\_

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Brd + Mary Ann Hages Phone: 480-563-7909  
Address: 9301 E Hidden Glen Dr  
E-mail: \_\_\_\_\_

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Marg Nilsson Phone: 480-585-3840  
Address: 7736 E. Redbird Rd Scotts 85266  
E-mail: margart@earthlink.net

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

# MAJOR GENERAL PLAN AMENDMENTS

June 4<sup>TH</sup>, 2009 at La Mirada Desert Center

## SIGN-IN SHEET

Name: Jerome Allan LANDAU Phone: 480 203 9903  
Address: 28700 N. HAYDEN RD  
E-mail: JAL@landaulaw.org

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Nancy T. Godfrey Phone: 480-575-0011  
Address: 9222 E. Vista Dr. Scottsdale 85262  
E-mail: ntgodfrey@msn.com

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Lisa & Sonnie Kirtley Phone: 602 717 3886  
Address: 8507 E Highland Ave  
E-mail: azsonnie@cox.net

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Sue Davis Phone: 602-329-4502  
Address: 8025 E Via Dona  
E-mail: Sue@SueandJodi.com

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Edward Smock Phone: 480-585-4685  
Address: 10801 E Happy Valley Rd #23  
E-mail: WSTP@EARTHLINK.NET

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Scott Maling Phone: 602 799 3358  
Address: 8034 E Via Dona Rd  
E-mail: Maling.Cutting@Q.com

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

**MAJOR GENERAL PLAN AMENDMENTS**  
**June 4<sup>TH</sup>, 2009 at La Mirada Desert Center**  
**SIGN-IN SHEET**

Name: Robert Cappel Phone: 480-595-1805  
Address: 33600 N. 79<sup>th</sup> WAY, Scottsdale, AZ 85266  
E-mail: R-CAPPEL1@msn.com

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Jinda M Cappel Phone: 480 595-1805  
Address: 33600 N 79<sup>th</sup> Way Scottsdale AZ 85266  
E-mail: R-CAPPEL1@msn.com

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Jamie Stratman Phone: 480-275-5491  
Address: 10693 E. Skinner DR  
E-mail: \_\_\_\_\_

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Lynn Scott Phone: 480 563 0649  
Address: 10956 E MARK LN  
E-mail: LYNN33737@COX.NET

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: LARRY Abel Phone: 410-916-1069  
Address: 10918 E Sutherland Way 85262  
E-mail: MGTENSLT@AOL.COM

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Linda Abel Phone: 443 831 8574  
Address: 10918 E. Sutherland Way 85262  
E-mail: ultrasound1234@aol.com

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

# Sign In Sheet

Name ANDREA FRINGS

Address 31651 N. 71<sup>ST</sup> ST

E-mail andreefrings@hotmail.com

Phone 480-203-4413

What case are you here to learn about?

Lone Mt./Scottsdale

Giovanna Santoro

7115 E. Ranch RD

Scottsdale AZ 85255 480 251 7312

Dynamite & Pinia

LM/Scottsdale

Ed Grant

4530 E. Shea Blvd.

#100

Phoenix, AZ 85028

DARRELL & GAIL RICHARDSON

28622 W 71<sup>TH</sup> ST

SCOTTSDALE, AZ 85246

602-509-3355

BOTH CASES

dr@DARRELLRICHARDSON.BIZ

Eduma T Gester

9889 EAST TRON AVE. PE.

Scottsdale AZ - 85262 -

# MAJOR GENERAL PLAN AMENDMENTS

June 4<sup>TH</sup>, 2009 at La Mirada Desert Center

## SIGN-IN SHEET

Name: James Wiley (Tres) Phone: 480-767-1367  
Address: 9639 E. Balancing Rock Rd  
E-mail: treswiley@earthlink.net

What case are you here to learn about? 2-GP-2009 (Scottsdale/Lone Mt) 3-GP-2009 (Pima/Dynamite)

Name: Marilyn Andrews Phone: 480-473-7387  
Address: 52612 N Church Rd  
E-mail: landmaz@cox.net

What case are you here to learn about? 2-GP-2009 (Scottsdale/Lone Mt) 3-GP-2009 (Pima/Dynamite)

Name: Jane Poulcel Phone: 480-563-4559  
Address: 10897 E ~~Balancing~~ Rock Rd  
E-mail: jane@poulcel.com

What case are you here to learn about? 2-GP-2009 (Scottsdale/Lone Mt) 3-GP-2009 (Pima/Dynamite)

Name: Michelle Collins Phone: 480-227-4914  
Address: 26833 N. 78<sup>th</sup> St. Scottsdale  
E-mail: collinsweet@msn.com

What case are you here to learn about? 2-GP-2009 (Scottsdale/Lone Mt) 3-GP-2009 (Pima/Dynamite)

Name: REGINA KNAPP Phone: 480-861-2775  
Address: 8300 E. Dixie #245 Scottsdale 85266  
E-mail: KNAPTIME@CCLNET

What case are you here to learn about? 2-GP-2009 (Scottsdale/Lone Mt) 3-GP-2009 (Pima/Dynamite)

Name: Kip Hamilton Phone: 480 361 8298  
Address: 25412 N 97<sup>th</sup> Way Scottsdale 85262  
E-mail: Fhamilton@erols.com

What case are you here to learn about? 2-GP-2009 (Scottsdale/Lone Mt) 3-GP-2009 (Pima/Dynamite)

CECILE TUDS  
31626 N. 16<sup>th</sup> ST.  
500 HSDALE - 85202  
480 - ~~471~~ - 0988  
602 - 885 - 3640 Ceb

Both Cases  
CRUDISTRUTR @MSN.COM.

GAIL S. LEARNER - Richardson  
28822 N. 77<sup>th</sup> ST.  
SCOTTSDALE AZ 85266  
YODELSTARR @aol.com

2-GP-2009 3GP-2009

AGAINST - SAVE THE DESERT

# MAJOR GENERAL PLAN AMENDMENTS

June 4<sup>TH</sup>, 2009 at La Mirada Desert Center

## SIGN-IN SHEET

Name: Gil Lustig Phone: 480-575-9175  
Address: 7466 E. Quin Sabe Way, Scottsdale, AZ 85266  
E-mail: gl42@cox.net

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Dr Robert Darello Phone: 480-756-1418  
Address: 7240 Jamezell La. Scottsdale, 85266  
E-mail: rvdarello@cox.net

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: RICHARD BOREN Phone: 480 473 0071  
Address: 29043 N 111TH ST  
E-mail: richardboren@cox.net

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Sarah Dorn Phone: 480-284-5924  
Address: 16229 N. 99th PL  
E-mail: \_\_\_\_\_

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Jonathan Waterworth Phone: 602 859-7780  
Address: 17234 E Pioneer Vista Dr. Scottsdale AZ 85263  
E-mail: JonathanWaterworth@gmail.com

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)

Name: Robert Alpert Phone: 480 614-2412  
Address: 9481 E Calle de las Bajas  
E-mail: BGA@ALPERT.NET

What case are you here to learn about?

2-GP-2009  
(Scottsdale/Lone Mt)

3-GP-2009  
(Pima/Dynamite)



**MAJOR GENERAL PLAN AMENDMENTS**  
**June 4<sup>TH</sup>, 2009 at La Mirada Desert Center**  
**SIGN-IN SHEET**

Name: JAMES L. VAIL Phone: 480-419-5050  
Address: 9899 EAST DALE LANE  
E-mail: JIMLVAIL@YAHOO.COM

What case are you here to learn about?      2-GP-2009      3-GP-2009  
(Scottsdale/Lone Mt)      (Pima/Dynamite)

Name: MARYANW VAIL Phone: 480 419-5050  
Address: 9899 EAST DALE LANE  
E-mail: MARYANW VAIL @ AOL.COM

What case are you here to learn about?      2-GP-2009      3-GP-2009  
(Scottsdale/Lone Mt)      (Pima/Dynamite)

Name: Sherrye Schulman Phone: 480 451-5598  
Address: 9325 E. Dale Lane  
E-mail: SherJoy44@aol.com

What case are you here to learn about?      2-GP-2009      3-GP-2009  
(Scottsdale/Lone Mt)      (Pima/Dynamite)

Name: Jason Ottman Phone: (480) 748-5736  
Address: 8425 E. Paradise Dr.  
E-mail: jottman@scottsdale.az.gov

What case are you here to learn about?      2-GP-2009      3-GP-2009  
(Scottsdale/Lone Mt)      (Pima/Dynamite)

Name: LES CONKLIN Phone: 480 361-6498  
Address: 27221 N 71ST PL SCOTT 85266  
E-mail: lconklin@paaz.org

What case are you here to learn about?      2-GP-2009      3-GP-2009  
(Scottsdale/Lone Mt)      (Pima/Dynamite)

Name: JIM HEITER Phone: 602 301 3150  
Address: 8485 E DIXIE DR SCOTTSDALE  
E-mail: JTHEITER@cox.net

What case are you here to learn about?      2-GP-2009      3-GP-2009  
(Scottsdale/Lone Mt)      (Pima/Dynamite)

Name: Janet Fred ENNIS Phone: \_\_\_\_\_

Address: 9706 E. Mark Lane Scottsdale

E-mail: \_\_\_\_\_

Name: John Arterburn Phone: 430 209-5506  
Address: 8601 E. De La O Rd Scottsdale  
E-mail: jhuwa@ppraacc.com

What case are you here to learn about? 2-GP-2009 (Scottsdale/Lone Mt) 3-GP-2009 (Pima/Dynamite)

Name: Jane Row Phone: 480-585-4446

Address: 8148 E. Dale Ln, 85266

E-mail: No

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)

Name: Helena Melnick Phone: \_\_\_\_\_

Address: 7979 E Evening Glow Dr Scottsdale AZ

E-mail: \_\_\_\_\_

What case are you here to learn about?

# MAJOR GENERAL PLAN AMENDMENTS

June 4<sup>TH</sup>, 2009 at La Mirada Desert Center

## SIGN-IN SHEET

Name: Robin Arterburn Phone: 602 618 6110  
Address: 8601 E De La O Rd, 85255  
E-mail: robina@ppaace.com

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)

Name: John Avelo Phone: 480-502-8700  
Address: 28625 N. 83<sup>rd</sup> St  
E-mail: jsavelo@q.com

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)

Name: Evans Woodhouse Phone: 480-998-4702  
Address: 29002 N. Hayden Rd.  
E-mail: \_\_\_\_\_

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)

Name: Linda Woodhouse Phone: 480-998-4702  
Address: 29002 N. Hayden Rd.  
E-mail: llwoodhouse@yahoo.com

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
E-mail: \_\_\_\_\_

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
E-mail: \_\_\_\_\_

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)

Liz Potof nd  
31824 N. 142 St.  
Scottsdale, Az. 85262

epotof@yahoo.com

2GP2009

3GP2009

**MAJOR GENERAL PLAN AMENDMENTS**  
**June 4<sup>TH</sup>, 2009 at La Mirada Desert Center**  
**SIGN-IN SHEET**

Name: Ken Melnick Phone: \_\_\_\_\_  
Address: 7979 E. Evening Glow Dr  
E-mail: Ken151.BK@yahoo.com

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)

Name: Eric Hess Phone: 480 473 3051  
Address: 8375 E. Via Dona Dr.  
E-mail: wiejhess@msn.com

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)

Name: Archie Downing Phone: 480-513-0127  
Address: 10967 E. MACK LANE Scottsdale AZ 85262  
E-mail: ArchieDowning@aol.com

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)

Name: Chicki Kaplan Phone: 480-677-1330  
Address: 10661 E. Corder Court TR  
E-mail: UKaplan@ARIZONA Beat.com

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)

Name: Phil Fabian Phone: 480-766-1100  
Address: 29192 N. 107TH WAY  
E-mail: PHILFABIAN@AOL.com

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)

Name: Stephanie Bradley Phone: 480 488 7961  
Address: 13330 E. Somax  
E-mail: Stephaniebradley@juno.com

What case are you here to learn about? 2-GP-2009 3-GP-2009  
(Scottsdale/Lone Mt) (Pima/Dynamite)