



## COMMISSION ACTION REPORT

Discussion and Possible Action to recommend approval of 8-GP-2011  
(CrackerJax)

**Agenda Item No.:** 8

**Meeting Date:** 10/05/11

**Staff Contact:** Brad Carr, AICP  
Senior Planner

**Phone:** (480) 312-7713

### **ACTION**

Discussion and Possible Action to recommend approval of 8-GP-2011, a Non-Major General Plan Amendment to the Greater Airpark Character Area Plan Future Land Use Map from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R) on a 32 +/- acre site located at 16001 N. Scottsdale Road.

### **PURPOSE**

To provide the Airport Advisory Commission information on the proposed Non-Major General Plan Amendment for a site located within the Airport Influence Area, as it relates to the 14 CFR Part 150 Noise Compatibility Study.

### **KEY CONSIDERATIONS**

- Proximity of proposed Airpark Mixed Use-Residential designation to Scottsdale Airport and other Airpark Mixed Use-Residential designated properties
- Proposed site located within the AC-1 area of the Airport Influence Zones
- Proposed site located outside of the 55 DNL noise contour
- Scottsdale Airport 14 CFR Part 150 Noise Compatibility Study Land Use Measure #2, #4, and #6 are triggered
- Airport Overlay Zone Matrix permits proposed use with conditions
- Potential increase of workforce housing in the Airpark
- Implementation of the General Plan's mixed-use land use designation for this area of the Airpark

### **OTHER RELATED POLICIES, REFERENCES**

- 2010 Greater Airpark Character Area Plan
- Scottsdale General Plan 2001, as amended
- 2005 Scottsdale Airport 14 CFR Part 150 Noise Compatibility Study
- 2009 Airpark Economic Analysis and Forecast by Gruen Gruen + Associates

Attachment(s): 1. Vicinity Map  
2. Greater Airpark Character Area Plan Future Land Use Map - Proposed  
3. Part 150 Airport Influence Zones Map  
4. Part 150 Noise Contours Map  
5. Part 150 Helicopter Arrival/Departure Routes Map

Action Taken:





**Q.S.  
MUTLI**

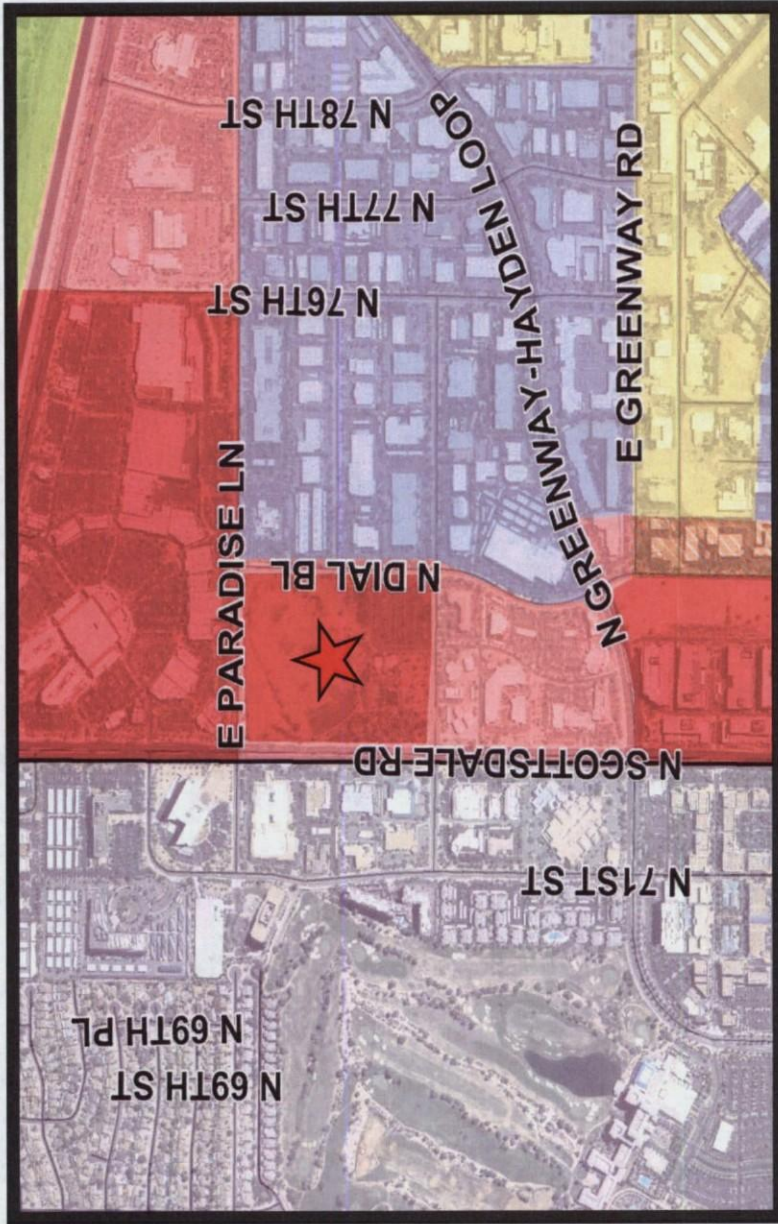
G.I.S. ORTHOPHOTO 2010

**CrackerJax**

**8-GP-2011**



# Greater Airpark Character Area Plan - proposed



## Legend

Greater Airpark Study Boundary

### Future Land Uses:

- Airpark Mixed-Use Residential [AMU-R]
- Airpark Mixed-Use [AMU]
- Regional Tourism [RT]
- Employment [EMP]
- Aviation [AV]
- Open Space [O-S]
- Aviation/Airpark Mixed-Use [AV/AMU]



8-GP-2011



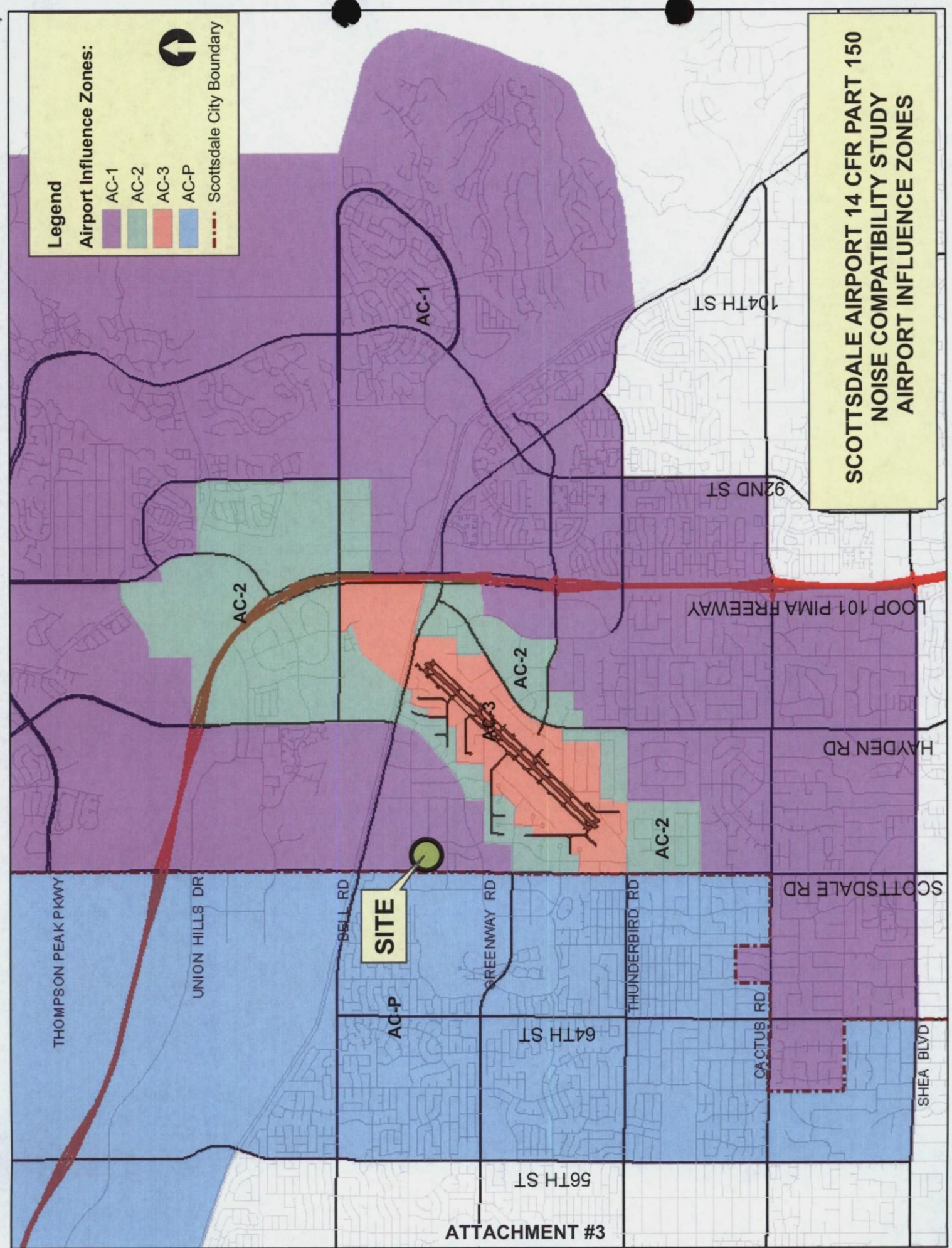
**Legend**

**Airport Influence Zones:**

- AC-1
- AC-2
- AC-3
- AC-P



Scottsdale City Boundary



**SCOTTSDALE AIRPORT 14 CFR PART 150  
NOISE COMPATIBILITY STUDY  
AIRPORT INFLUENCE ZONES**

**SITE**



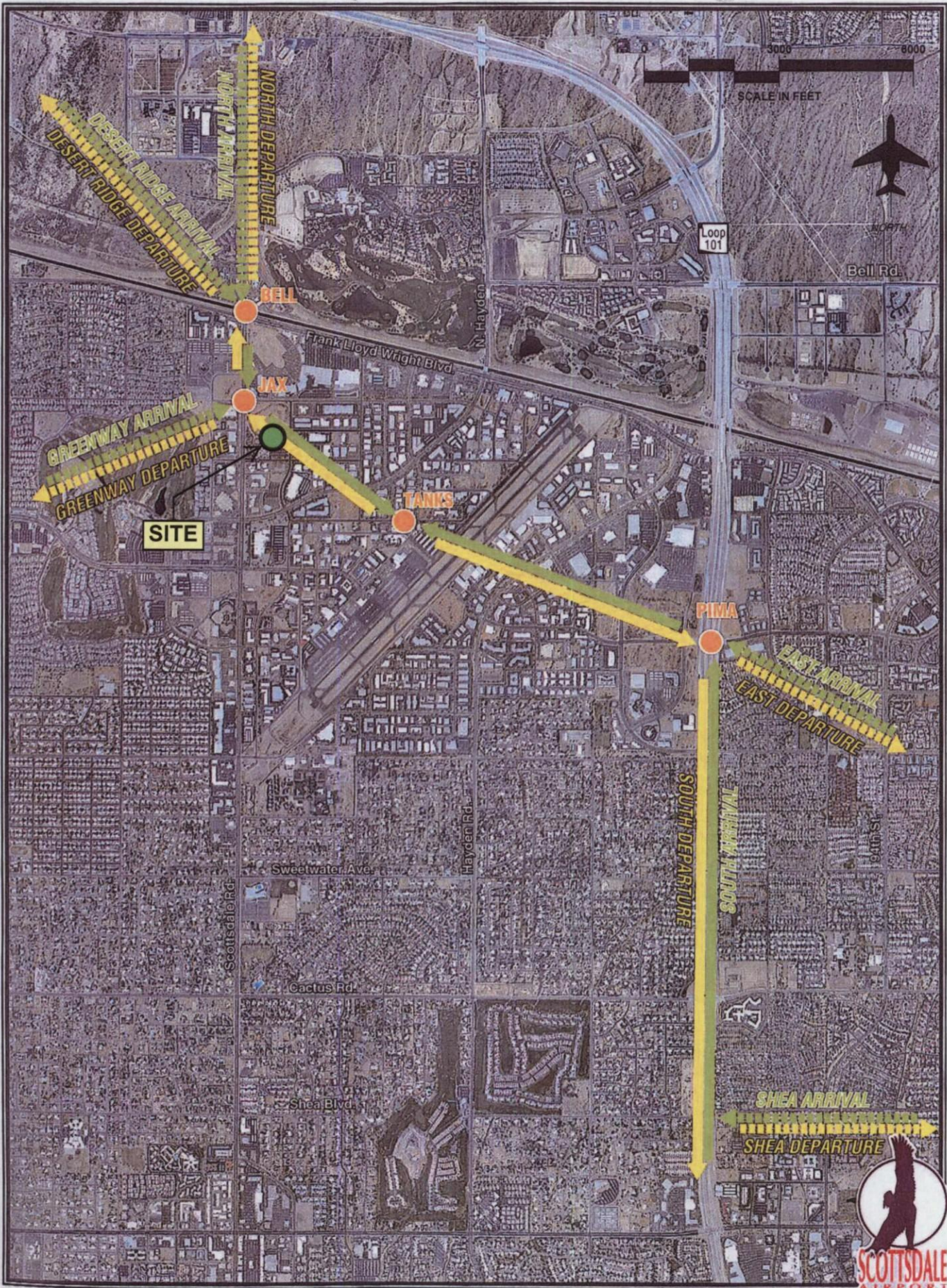
**SCOTTSDALE AIRPORT 14 CFR PART 150  
NOISE COMPATIBILITY STUDY  
2009 NOISE CONTOURS**

**Legend**

- Scottsdale City Boundary
- 2009 Noise Contours







ATTACHMENT #5

HELICOPTER DEPARTURE AND ARRIVAL ROUTES





March 21, 2012

Buzz Gosnell  
Woodbine Southwest  
2525 E Arizona Biltmore Cr Ste B220  
Phoenix, AZ 85016

Re: 552-PA-2011-0  
8-GP-2011  
CrackerJax

Dear Buzz Gosnell,

This is to advise you that the case referenced above was approved at the October 18, 2011 City Council meeting. Enclosed is a copy of the approved ordinance and/or resolutions for the case referenced above. Please distribute all necessary copies to any persons involved with this project and remove the red hearing sign as soon as possible. If you have any questions, please contact me at 480-312-2307.

Sincerely,

Steve Perone  
Planning Assistant

Enclosure



# PLANNING COMMISSION REPORT



Meeting Date: September 21, 2011  
General Plan Element: *Land Use*  
General Plan Goal: *Create a sense of community through land uses*

## ACTION

Crackerjax  
8-GP-2011

### Request to consider the following:

1. Recommend that City Council approve a Non-Major General Plan Amendment to the Greater Airpark Character Area Plan Future Land Use Map from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R) on a 32 +/- acre site located at 16001 N. Scottsdale Road.

## OWNER

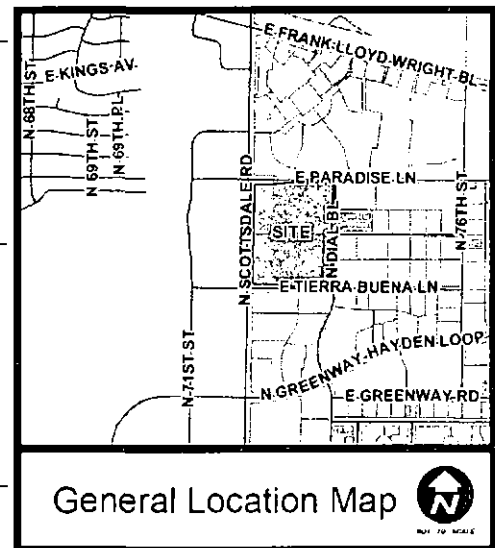
HGJ Investments  
480-945-4516

## APPLICANT CONTACT

Buzz Gosnell  
Woodbine Southwest  
480-951-1100

## LOCATION

16001 N. Scottsdale Road



## BACKGROUND

### General Plan

The General Plan Land Use Element designates the property as Mixed Use Neighborhoods, Regional Use Overlay and within the Greater Airpark Character Area. The Mixed Use Neighborhoods category encourages access to multiple modes of transportation, major regional access and services, human scale development, and may be non-residential in nature near the Scottsdale Airport. The Regional



Use Overlay category provides flexibility for land uses when it can be demonstrated that new land uses are viable in serving a regional market.

### **Greater Airpark Character Area Plan**

The Greater Airpark Character Area Plan specifies the site as Airpark Mixed Use (AMU), Regional Core Development Type (RC). The AMU category is appropriate for a variety of non-residential uses, including a combination of business, office, employment, retail, institutional and hotel. The RC Development Type is the appropriate location for the greatest development intensity within the Greater Airpark so as to support major regional land uses.

### **Zoning**

The site is zoned General Commercial District (C-4). The C-4 zoning district serves as the location for the heaviest types of activities found in the city, including warehousing, wholesaling, light manufacturing and processing, retail sales and services.

### **Other Related Policies, References:**

- 2010 Greater Airpark Character Area Plan
- Scottsdale General Plan 2001, as amended
- 2005 Scottsdale Airport 14 CFR Part 150 Noise Compatibility Study
- 2009 Airpark Economic Analysis and Forecast by Gruen Gruen + Associates
- 2010 City-wide Economic Analysis and Forecast by Applied Economics

### **Context**

The subject site is located on the east side of Scottsdale Road, between Paradise Lane and Tierra Buena Lane. Dial Boulevard bounds the site to the east. The site consists of a commercial recreation facility. It is immediately adjacent to an existing regional retail center and offices. Another commercial/retail center exists south of Tierra Buena Lane. Properties across Scottsdale Road, in Phoenix, consist of commercial land uses. In the larger context, the property is located along the Scottsdale Road corridor, just south of the Promenade Shopping Center; north of Scottsdale Quarter, Zocallo Plaza, and Kierland Commons mixed-use shopping areas; west of a large employment area; and east of office and commercial developments within the City of Phoenix.

### **Key Items for Consideration**

- Allows for residential on the subject site
- Proximity of proposed Airpark Mixed Use-Residential designation to Scottsdale Airport and other Airpark Mixed Use-Residential designated properties
- Potential increase of workforce housing in the Airpark

## **APPLICANTS PROPOSAL**

---

### **Goal/Purpose of Request**

The applicant's request is to amend the Greater Airpark Character Area Plan Land Use Map from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R), which is necessary for consideration to allow residential development on the property.

## **NON-MAJOR GENERAL PLAN AMENDMENT ANALYSIS**

---

### **General Plan**

#### Land Use Element

Goals in the General Plan Land Use Element involve providing a variety of land uses that create synergy within mixed-use neighborhoods; maintaining a balance of land uses needed to support the community; and supporting Scottsdale's role as a major regional economic and cultural center. To this end, approaches discuss encouraging land uses that contribute to community character, supporting the jobs/housing balance in mixed-use centers, and promoting development patterns consistent with surrounding uses and character. Also discussed is maintaining a citywide balance of land uses that support changes in community vision/dynamics over time.

#### Economic Vitality Element

The General Plan Economic Vitality Element seeks to sustain the long-term economic well being of the city through redevelopment and revitalization efforts. Approaches include encouraging quality redevelopment in employment areas and supporting the reuse of underutilized or vacant parcels/buildings/shopping centers.

#### Character and Design Element

The first goal of the General Plan Character and Design Element stresses the appropriateness of a development proposal based on community goals, surrounding areas character, and the specific context of the surrounding neighborhood. The Character Type for the area surrounding this proposal is Freeway Corridor/Regional Core, a dense mixed-use employment core that is important to the City's economic development.

#### Housing Element

Two goals in the General Plan Housing Element involve encouraging housing options that meet socioeconomic needs of people who live and work in Scottsdale and encouraging housing that provides for "live, work, and play" relationships. Approaches include encouraging a variety of housing densities in areas of major employment to offer greater live-work choices, exploring opportunities for new housing to serve the employment base, and working to adjust the housing mix based on changing demographics and economics of the city.

#### Growth Areas Element

The Growth Areas Element approaches growth management from a perspective of identifying those areas of the community that are most appropriate for development focus. Having certain "growth areas" allows an increased focus on creating or enhancing transportation systems and infrastructure coordinated with development activity. The Greater Airpark is one of the city's designated Growth Areas. Growth Areas are where future development is focused, and mixed-uses and multi-modal transportation are most appropriate in these areas.

#### Community Mobility Element

The General Plan Community Mobility Element includes a goal emphasizing live, work, and play land use relationships to reduce strain on regional and local/neighborhood transportation systems. Approaches include encouraging redevelopment of areas that support a balance of land use



relationships and alternative modes of transportation that reduce automobile reliance and encouraging mixed-use developments that incorporate residential, shopping and work environments and place strong emphasis on connectivity.

### **Greater Airpark Character Area Plan**

The proposed Airpark Mixed Use-Residential (AMU-R) designation is appropriate for the greatest variety of land uses in the Greater Airpark Character Area. Uses may include a combination of services, employment, office, institutional, hotel, retail and higher density residential. These areas should be pedestrian-oriented and located outside of the Airport's 55 DNL contour. The Character Area Plan recommends that residential and other sensitive uses should be a lesser component of development and include sound attenuation measures. Residential uses south of the Central Arizona Project Aqueduct, as is the case with this site, should support business and tourism uses, such as time-shares, multi-family rental units and corporate housing.

The following policies in the Greater Airpark Character Area Plan relate to this proposal:

#### Land Use Chapter

- Encourage a mix of land uses that promote a sense of community and economic efficiency, such as incorporating residential intended for the area's workforce, where appropriate.
- Encourage the redevelopment of underutilized land to more productive uses.
- Prioritize employment uses over residential uses in the Greater Airpark.
- In accordance with the Airport's Part 150 Noise Compatibility Study, require aviation easements and fair disclosure statement for all new and redevelopment projects in the Greater Airpark.
- Scottsdale Road and Dial Blvd/73<sup>RD</sup> St are designated Signature Corridors, along which revitalization and infill development should be encouraged.

#### Neighborhoods and Housing Chapter

- Encourage a variety of urban dwelling types and mixed-use development that are compatible with and support the aviation and employment uses of the Greater Airpark.
- Encourage thoughtful and creative residential development that enhances, supports, and is sensitive to Airport operations and the Greater Airpark's identity as an employment center.
- Encourage residential in AMU-R areas to reduce traffic congestion, improve air quality, and provide workforce housing opportunities where:
  - Dwellings will not be adjacent to industrial uses that could be in conflict with residential uses; and
  - Dwellings will not lie within the 55 DNL contour (or higher).
- Support the integration of workforce housing and a diversity of dwelling types within the Greater Airpark.

During the two-year public outreach process for the Greater Airpark Character Area Plan, the business community in particular expressed support for more residential in the area. Businesses, particularly small to medium-size businesses, cited frustrations with keeping entry to mid-level staff

employed because of long and costly commutes their employees have to endure. Many larger companies mentioned that younger professionals, whom they are trying to attract, prefer urban-style living environments close to work.

In the past, the Scottsdale Road corridor in the Airpark area had been the subject of planning discussion of anticipated conversion to commercial uses. The area has been reviewed with the surrounding context of land use changes and development in Phoenix, and the probability of a synergetic commercial core being established. Staff examined the logical edges to this conversion to avoid erosion into the employment core. The Greater Airpark Character Area Plan established a mixed-use edge at 73<sup>rd</sup> Street/Dial Boulevard. This property, already a commercial use, falls within that "edge" and, thus, the proposed change is not considered employment core erosion.

**Scottsdale Airport 14 CFR Part 150 Noise Compatibility Study**

The Airport 14 CFR Part 150 Noise Compatibility Study (hereafter referred to as "Part 150") is a voluntary study last updated in 2005 that includes recommendations for aircraft noise abatement and land use compatibility planning. The Part 150's land use study area consists of 64 square miles around the Scottsdale Airport, bounded by Deer Valley Road to the north, Shea Boulevard to the south, 48<sup>th</sup> Street to the west, and 120<sup>th</sup> Street to the east (Attachment #7).

The Land Use Management Element of the Part 150 Program recommends that land uses within the 2009 55 day-to-night average noise level (DNL) contour (Attachment #8) should be maintained. It also recommends the preservation of current compatible industrial, commercial and open space designations, and discourages rezoning for residential and other noise sensitive land uses, within the 64-square mile study area. The subject property falls outside of the 55 DNL contour, but within the larger study area.

In addition, the Part 150 study recommends a set of project review guidelines to evaluate land use and zoning changes within the study area. The Part 150 includes a recommended influence zone map (Attachment #9) and matrix (Attachment #10) to evaluate a proposed development. The subject property falls within the AC-1 zone, which allows for multi-family and other residential uses, provided a fair disclosure statement and avigation easement is required as a condition of development or building permit approval. City staff currently utilizes the recommended project review guidelines upon processing entitlement cases, such as zoning and Development Review Board projects.

Another item of note in the Part 150 study is departure and arrival routes of helicopters near the site. The Federal Aviation Administration (FAA) guides helicopter traffic into and out of the Airpark utilizing departure routes and "checkpoints." The routes were determined based upon airspace safety and noise compatibility. All routes are located over major roadways or compatible land uses and were included in the development of the 2009 noise contours. The closest checkpoint, falls directly over the subject property (Point JAX), at Scottsdale Road and Paradise Lane. Helicopters are required to remain at or below 500 feet above ground level until crossing point JAX. Attachment



#11 shows the Airpark helicopter routes map.

### **2009 Greater Airpark Economic Study by Gruen Gruen + Associates**

In 2008, the City of Scottsdale contracted with Gruen Gruen + Associates to perform an update to their 1999 Economic Study of the Airpark Area. The purpose of the study was to document existing and forecast future Greater Airpark employment and space demand, as well as to provide strategic policy recommendations.

The study estimates that the Greater Airpark area contained 1,270 business establishments (of five or more employees), employing around 42,500 people in 2007. By 2030, the area could comprise over 73,000 jobs. In comparison, northeast Phoenix, the 16,600-acre area immediately west of the Greater Airpark, could reach 93,000 jobs in 2030, and several million square feet of retail space are planned/entitled in this area. The Gruen economic study projects that retail expenditure potential within a 20-minute drive from the Greater Airpark will increase by \$820 million between 2009 and 2020. That study also forecasts a future retail space demand of 120,000 square feet per year.

*“Market demand is not likely to support much more regional-serving retail uses than those already planned and under construction, and it will be challenging for all of the existing properties and planned projects to build-out in the time frames the developers originally anticipated. Accordingly... policy actions should be directed to augmenting the strength and diversity of the mixed-use activity nodes which have already gained entitlement [with higher-density housing and other diverse uses].”*

*“Given the intense competition for office and retail uses that can be expected, along with traffic concerns, encourage relatively high-density housing integrated into mixed-use developments...which will (a) facilitate efficient density patterns, (b) allow the private market to replace obsolete building space, and (c) reduce reliance on the automobile. Higher-density housing will provide comparative advantages to office-using businesses and buttress the viability of retail and service establishments, while reducing traffic congestion.”*

– 2009 Analysis and Forecast of Employment and Building Space Demand and Strategic Policy Recommendations for the Greater Airpark Study Area by Gruen Gruen + Associates, pgs 14 and 15

The full Economic Study text can be found at:

<http://www.scottsdaleaz.gov/Assets/Public+Website/economics/2009+Airpark+Land+Use+Study.pdf>

### **2010 Citywide Development Forecast by Applied Economics**

In 2009, the City of Scottsdale contracted with Applied Economics to perform forecasts for future development for all of Scottsdale. The study examined Scottsdale in three geographic sub-areas—south, central and north Scottsdale. The Greater Airpark falls within the Central Sub-Area, which is bounded by Deer Valley Road, Indian Bend Road, Phoenix/Paradise Valley, and Fountain Hills/Salt River Pima-Maricopa Indian Community.

The Central Sub-Area is projected to absorb 500 acres of urban residential development by 2030, far

more than the rest of the city. Non-residential (e.g. office, retail, industrial) land absorption will continue to dominate the Central Sub-Area through 2030, more than double that of the rest of the community.

The full Development Forecast text can be found at:

[http://www.scottsdaleaz.gov/Assets/Public+Website/generalplan/Development\\_Forecasts\\_2010.pdf](http://www.scottsdaleaz.gov/Assets/Public+Website/generalplan/Development_Forecasts_2010.pdf)

### **Land Use Impact Model**

Long-Range Planning Services uses a land use impact model to generally assess the impacts of potential changes in land use designations. The application of the model on the subject property as AMU-R indicates that the change in land use classification would result in an increase in resident population of 1,584 people and an increase of 720 residential units. The model indicates an increase of 299 school-aged students across grades K-12 and an increase of 713 workers. Water usage will increase by 92 million gallons per year than the existing AMU designation. Traffic, according to the model, could increase by 4,284 vehicle trips per day. Because the existing land use designation allows for a considerable range of use types, the actual increases in measured categories are at best an estimate and should not be considered conclusive.

### **Policy Implications**

The proposed amendment includes several policy implications:

#### Residential in the Airpark

- Residential uses located within the Airpark may be beneficial for the following reasons:
  - Supports the city's largest employment area by providing housing for the Airpark workforce, a top priority for the Airpark business community during Greater Airpark Character Area Planning outreach.
  - Potentially reduces commute times and traffic congestion for Airpark workers.
  - Promotes synergy and vibrancy along the Scottsdale Road Corridor (i.e. Scottsdale Quarter, Kierland Commons, the Promenade, etc).
  - Supports the planned and existing retail base in Scottsdale and northeast Phoenix.
  - Provides new housing options close to employment areas, which may be attractive to prospective companies seeking to relocate; young professionals who would want to live close to work and entertainment; and existing businesses looking to retain employees.
- Residential uses located within the Airpark, and this site in particular, may be an issue for three reasons:
  - The impacts of airport uses with airplane and helicopter flights nearby and potential noise complaints from future residents.
  - Potentially hazardous materials and activities that may occur in an employment/industrial area in relative proximity to residential uses.
  - Potential impacts on helicopter flight patterns into and out of the Airpark for this specific site.

#### Land Use

- Supports a shift from a suburban industrial park setting, to more of an urban, mixed-use environment, a goal of the Character Area Plan.
- Possible compatibility issues with the helicopter checkpoint/route directly on the site.



- The change in land use may have some impacts on transportation, such as pedestrians crossing to adjacent properties and traffic flow.
- Reinvestment in underutilized/vacant Airpark properties in the city's largest growth area.

Because of potential impacts to Airport operations and impacts to potential future residents, staff recommends that, if approved, any development that includes a residential component in this area should:

- Mitigate the impacts of helicopter and aircraft noise on the development's tenants utilizing adequate noise attenuation measures in building construction;
- Include an aviation easement as a condition of development; and
- Require noise disclosures and notification of the Airport's proximity.

#### Proposed 2011 General Plan Update

The existing 2001 General Plan is currently in the midst of a state-mandated 10-year update process. If approved by the City Council on October 25, the amendment will be incorporated into the 2011 update document, which will be placed on the ballot in March 2012 (pending City Council adoption).

#### **Community Involvement**

The applicant notified all property owners within 750 feet of the site and held an open house to present the request on September 13, 2011. A copy of the applicant's Citizen Involvement Report is attached to this report. The city also notified all property owners within 750 feet of the site. City staff has received one phone inquiry with general questions regarding the request.

### **OTHER BOARDS & COMMISSIONS**

---

#### **Airport Advisory Board**

The Airport Advisory Commission will review the proposal and make recommendation to the City Council at their October 5, 2011 meeting.

### **OPTIONS & STAFF RECOMMENDATION**

---

#### **Recommended Approach:**

Staff recommends that the Planning Commission make a recommendation to City Council for approval.

### **RESPONSIBLE DEPARTMENTS**

---

#### **Planning, Neighborhood and Transportation**

Current Planning Services & Long Range Planning Services

**STAFF CONTACTS**

---

Brad Carr, AICP  
Senior Planner  
480-312-7713  
E-mail: [bcarr@ScottsdaleAZ.gov](mailto:bcarr@ScottsdaleAZ.gov)

Erin Perreault, AICP  
Long Range Planning Manager  
480-312-7093  
E-mail: [eperreault@ScottsdaleAZ.gov](mailto:eperreault@ScottsdaleAZ.gov)



**APPROVED BY**

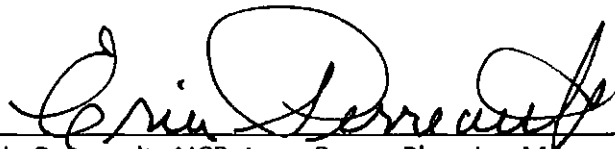
---

  
\_\_\_\_\_  
Brad Garr, AICP, Report Author

9.9.2011  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Tim Curtis, AICP, Current Planning Director  
480-312-4210, tcurtis@scottsdaleaz.gov

9/9/2011  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Erin Perreault, AICP, Long Range Planning Manager  
480-312-7093, eperreault@scottsdaleaz.gov

09/15/2011  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Connie Padian, Administrator  
Planning, Neighborhood and Transportation  
480-312-2664, cpadian@scottsdaleaz.gov

9/13/2011  
\_\_\_\_\_  
Date

**ATTACHMENTS**

---

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. General Plan Map
4. Greater Airpark Character Area Plan Future Land Use Map (existing)
5. Greater Airpark Character Area Plan Future Land Use Map (proposed)
6. Greater Airpark Character Area Plan Development Types Map
7. Part 150 Study Area Map
8. Part 150 2009 Noise Contours Map
9. Part 150 Airport Influence Zones Map
10. Part 150 Influence Zones Recommended Use Matrix
11. Part 150 Helicopter Arrival/Departure Routes Map
12. Citizen Involvement
13. City Notification Map

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

Ownership:

G&J Properties Limited Partnership

HGJ Investments

10881 North Scottsdale Road #200

Scottsdale, AZ 85254

Applicant:

Woodbine Southwest Corporation

Daniel W. (Buzz) Gosnell

2525 East Arizona Biltmore Circle B-220

Phoenix, AZ 85016

Submittal Date:

August 26, 2011



List of Exhibits

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

## **I. Purpose of Request**

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

## **II. Ownership**

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

## **III. Existing Site**

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

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

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

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

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



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

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

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

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

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

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

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

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

The Planning Commission agreed and voted to approve the GACAP as recommend by Staff with the AMU-R designation on the CrackerJax site.

In October 2010, City Council was given two options; to either approve the GACAP as City staff proposed and Planning Commission recommended, or to approve as recommended by the Airport Advisory Board as AMU. The City Council chose to approve the GACAP as recommend by the Airport Advisory Board, removing the AMU-R designation on the Property. No one from Ownership presented testimony.

The Herberger/Woodbine team envisions a true mixed use development on this unique and ideally situated property. The goal is to design a site that includes a wide variety of uses, designed together as a cohesive, pedestrian-oriented development. We believe it makes no sense to arbitrarily exclude certain uses from this future mixed use development. All the uses permitted in the AMU-R designation, including residential, should be allowed on this site. True mixed use development succeeds by providing a variety of commercial, employment and residential uses in a well designed, compatible setting. This site has that unique potential.

The AMU-R is the most appropriate land use designation for the Property for all of the following reasons:

1. The AMU-R designation is fully in conformance with the Scottsdale General Plan land use designation: Mixed Use Neighborhood.
2. The Property is located outside of the Runway Protection Zone, and well outside of the Scottsdale Airport 55 DNL contour line. FAA laws do not prohibit residential uses on this, or similarly situated property. There are numerous examples of mixed use development, which include residential uses, far closer to airports and runways than this Property. A true mixed use development at this location will be a benefit to the Airport not a detriment.
3. The AMU-R designation on the Property was recommended by Staff and the Planning Commission.



4. The vision of the CrackerJax parcel is in direct alignment with the vision for the Greater Scottsdale Airpark. The parcel size, visibility and location are ideal for a true mixed use development. The Area Plan's definition of the AMU-R states:

*Airpark Mixed Use Residential areas are appropriate for the greatest variety of personal and business services, employment, office and institutional cultural amenities, retail, hotel, and higher density residential. Development in the AMU-R areas should be pedestrian-oriented have access to multiple modes of transportation and should be located outside of the Airport's 55 DNL contour. Residential and other sensitive uses should be a lesser component of development and include adequate sound attenuation. Design of residential uses in the areas south of the Central Arizona Project Aqueduct should support businesses and tourism uses, such as time-shares, multi family rental units and corporate housing.*

The definition describes precisely what is envisioned for the CrackerJax site. The CrackerJax site meets all of the requirements stated in the AMU-R land use requirements, including its location well outside of the Scottsdale Airport's 55 DNL contour line. This is why it was included on previous versions of the Greater Airpark Character Area Plan ("Area Plan"). The site is located within the Regional Core, which provides for the greatest intensity and is designated as a Type C development. Located on the City's most prominent thoroughfare, Scottsdale Road, the property is ideally situated to allow for another successful mixed use development.

Although no formal plans have been developed for the parcel, the vision for the property is to horizontally and vertically integrate complementary land uses including, but not limited to: retail, office, hotel, health/wellness and residential. The owner is experienced with the successful development of mixed use, as evidenced by the ongoing success of Kierland Commons.

5. A true mix of uses on this site as permitted by the AMU-R designation will also meet the following goals and policies of the GACAP:

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

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



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

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

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

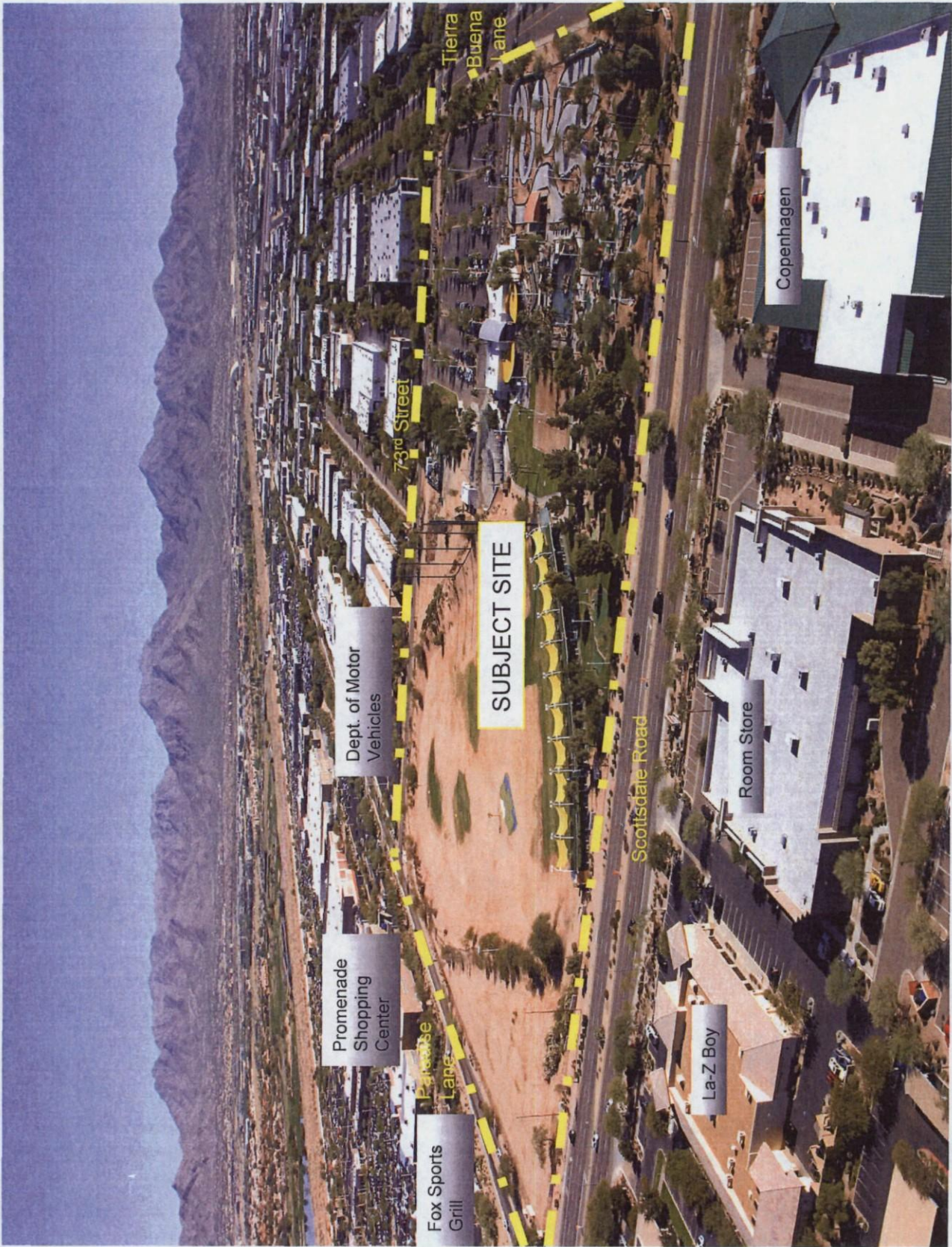
<i>residents, visitors and employees.</i>	that provide connections to parcels north and south of the site that are within the "Shopping/Housing" district.
<b><u>ECONOMIC VITALITY</u></b>	
<b><u>GOAL EV 1</u></b> – <i>Sustain the long-term economic prosperity of the Greater Airpark.</i>	Economic sustainability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

**VII. Conclusion**

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



# CONTEXT GRAPHIC - 1





# CONTEXT GRAPHIC - 2



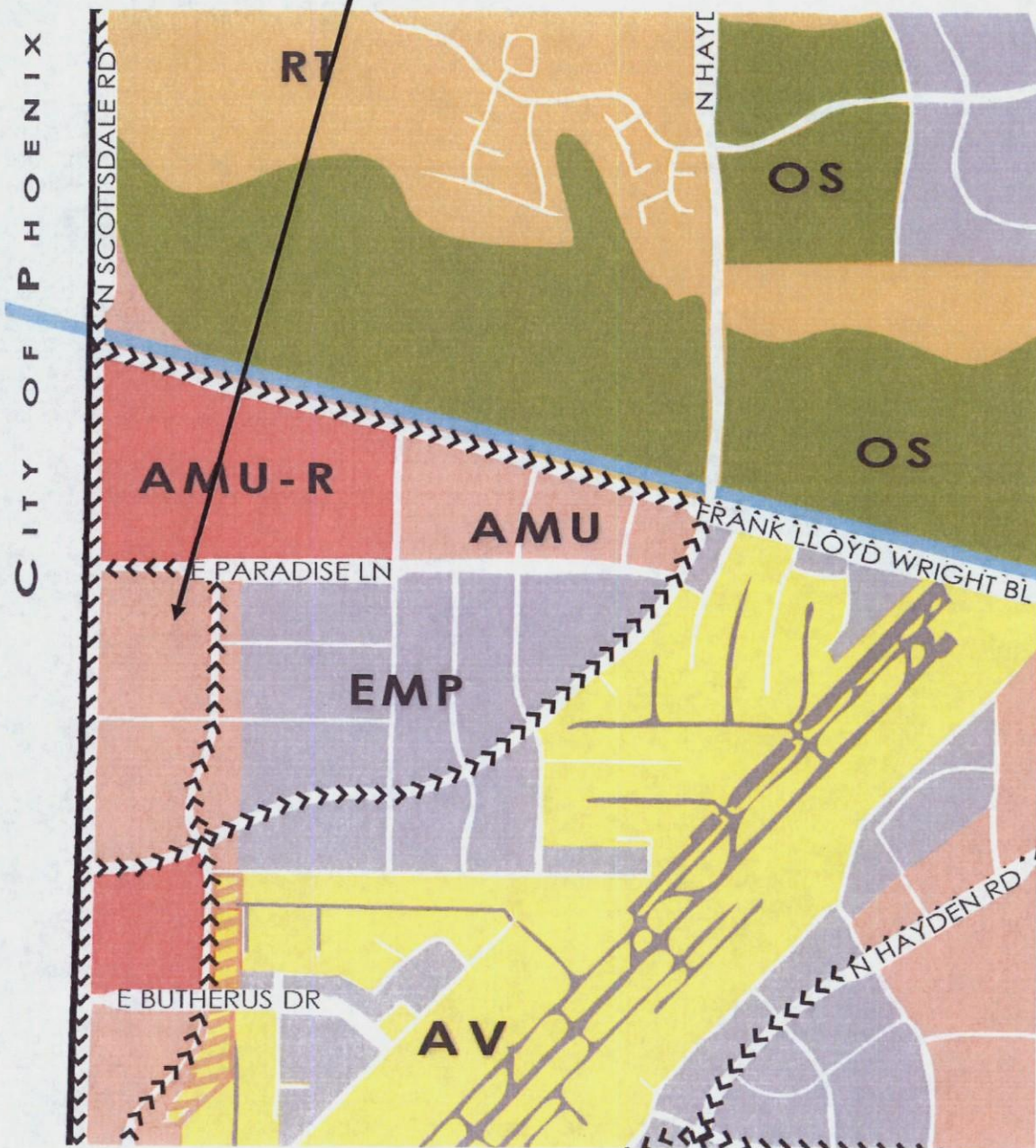


# Greater Airpark: 2011 General Plan Land Use w/Regional Use Overlay



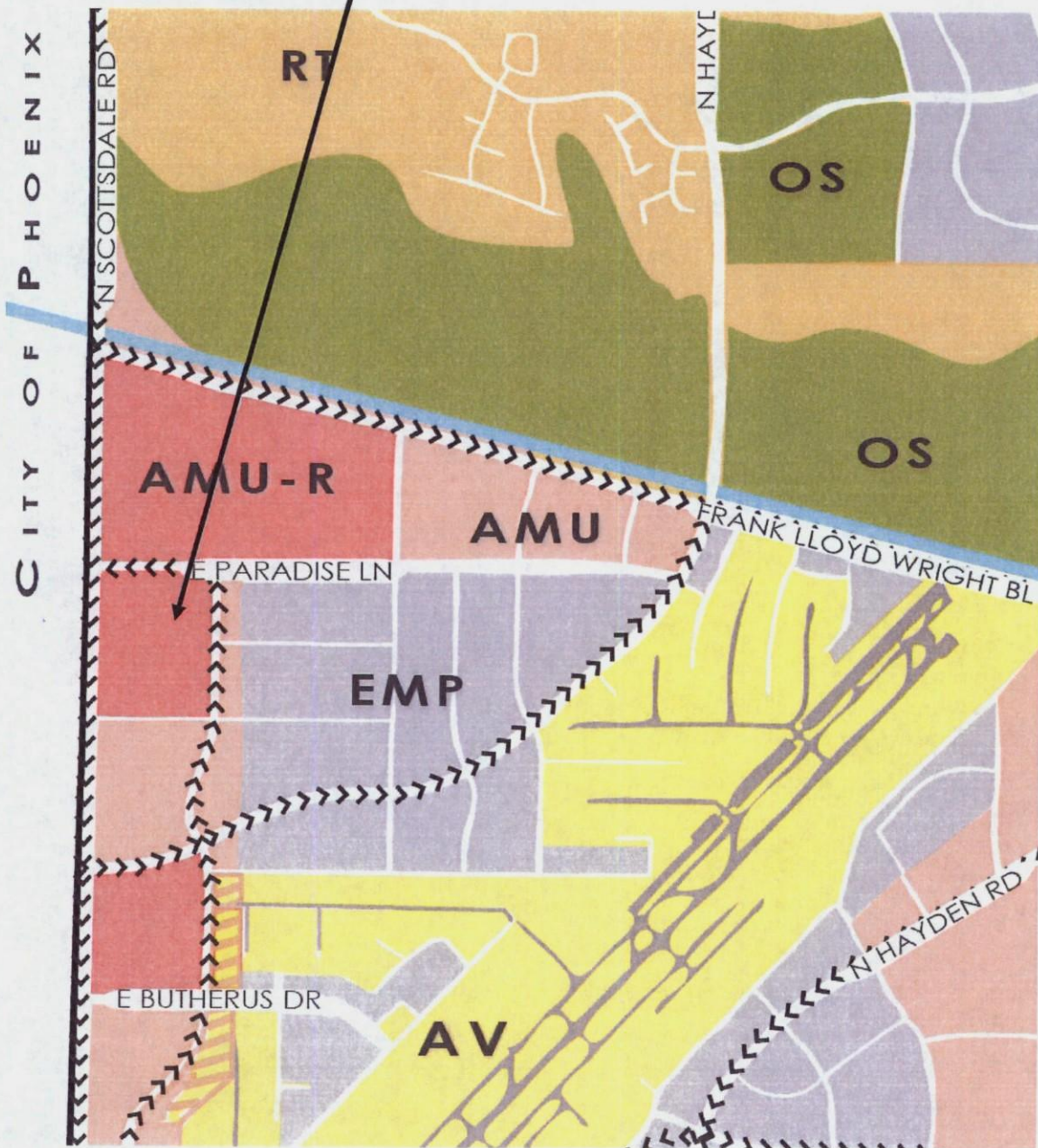


**Greater Airpark Character Area Map**  
**Existing: AMU**  
**27.94 ± acres**





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







8-GP-2011

ATTACHMENT #2

Crackerjax

Q.S.  
MUTLI

G.I.S. ORTHOPHOTO 2010





**Q.S.  
MUTLI**

G.I.S. ORTHOPHOTO 2010

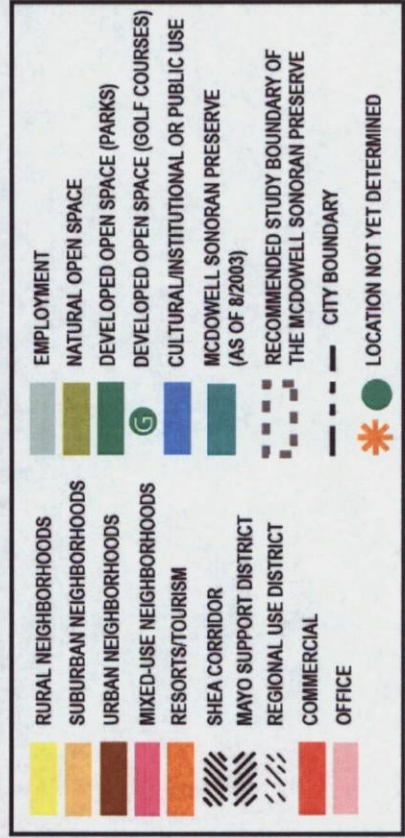
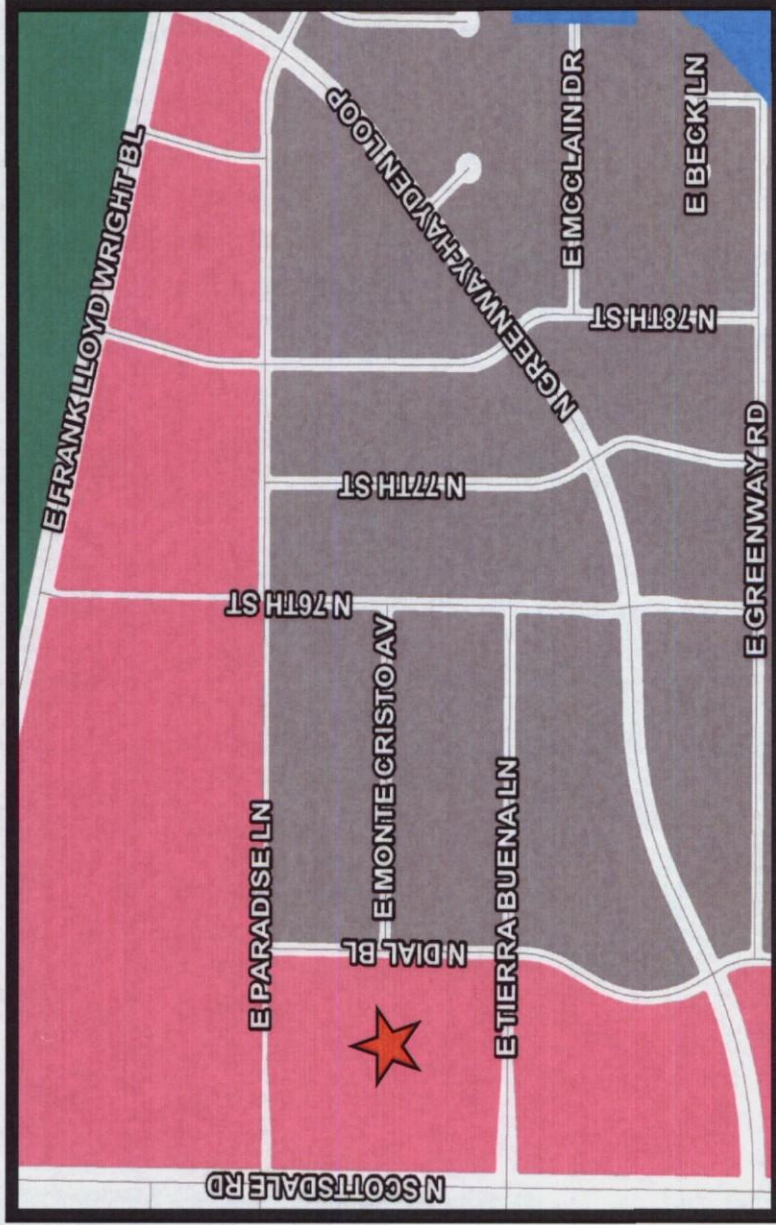
**Crackerjax**

**8-GP-2011**

ATTACHMENT #2A

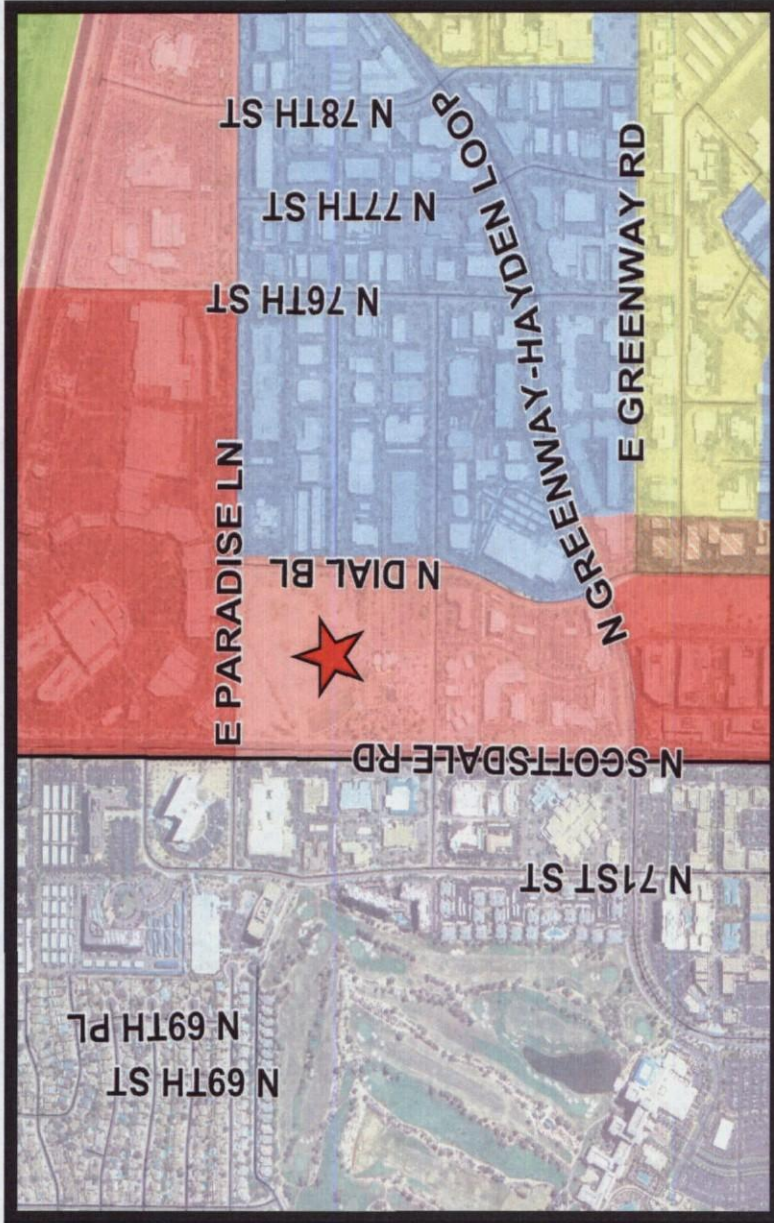


# General Plan





# Greater Airpark Character Area Plan - existing



**Legend**

- Greater Airpark Study Boundary

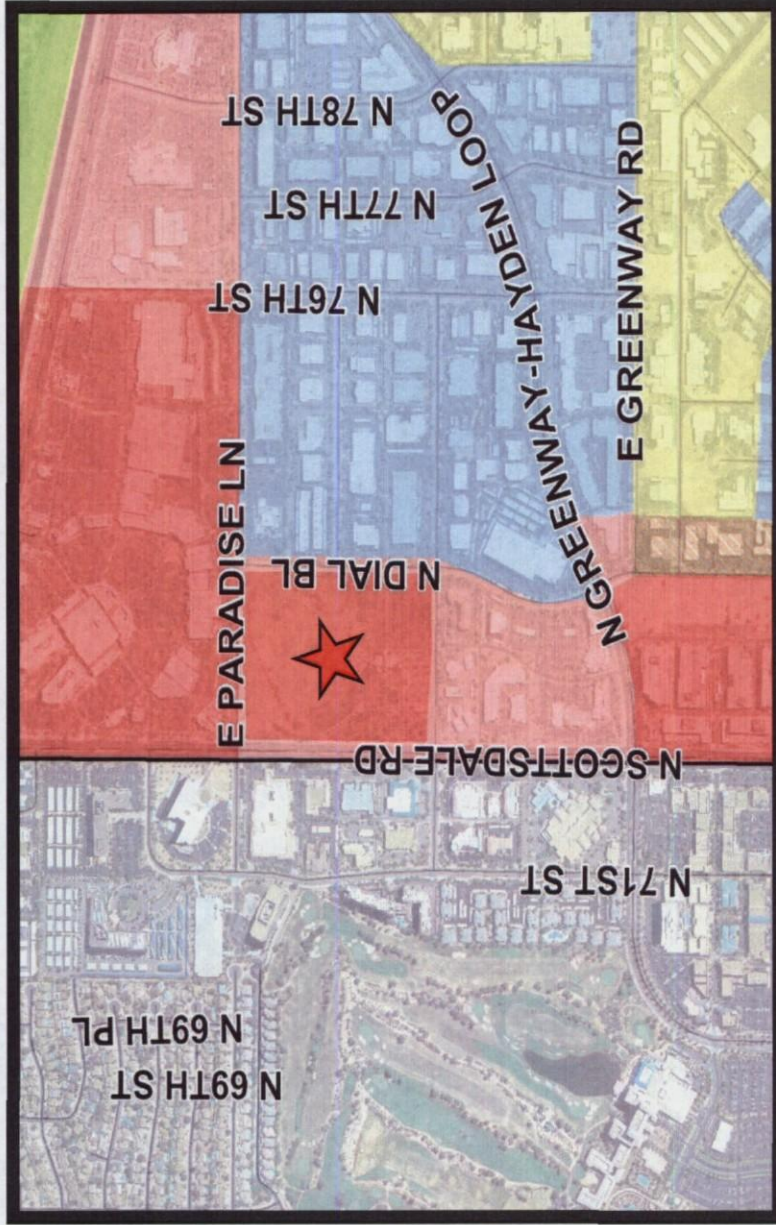
**Future Land Uses:**

- Airpark Mixed-Use Residential [AMU-R]
- Airpark Mixed-Use [AMU]
- Regional Tourism [RT]
- Employment [EMP]
- Aviation [AV]
- Open Space [O-S]
- Aviation/Airpark Mixed-Use [AV/AMU]





# Greater Airpark Character Area Plan - proposed



**Legend**

- Greater Airpark Study Boundary

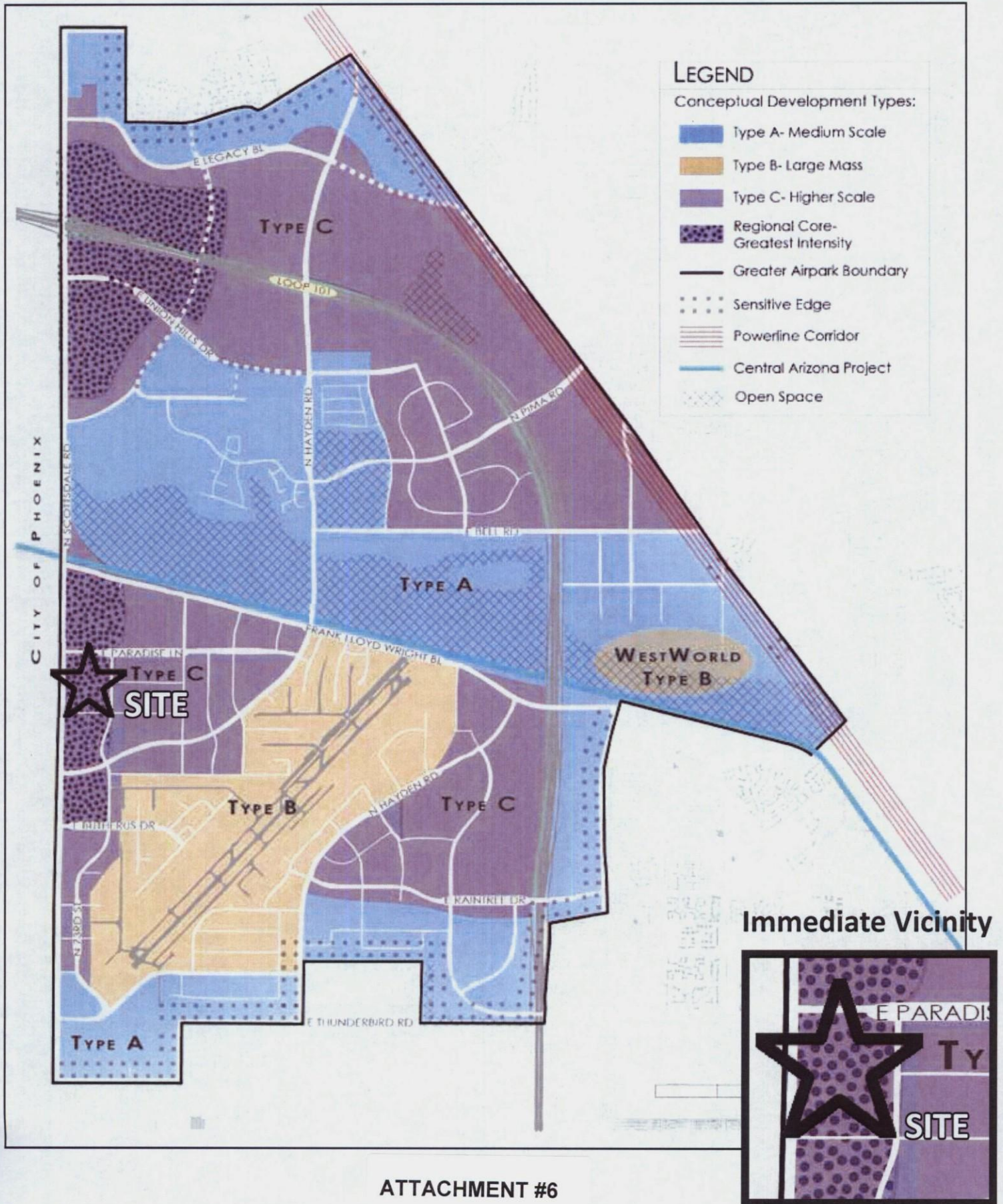
**Future Land Uses:**

- Airpark Mixed-Use Residential [AMU-R]
- Airpark Mixed-Use [AMU]
- Regional Tourism [RT]
- Employment [EMP]
- Aviation [AV]
- Open Space [O-S]
- Aviation/Airpark Mixed-Use [AV/AMU]

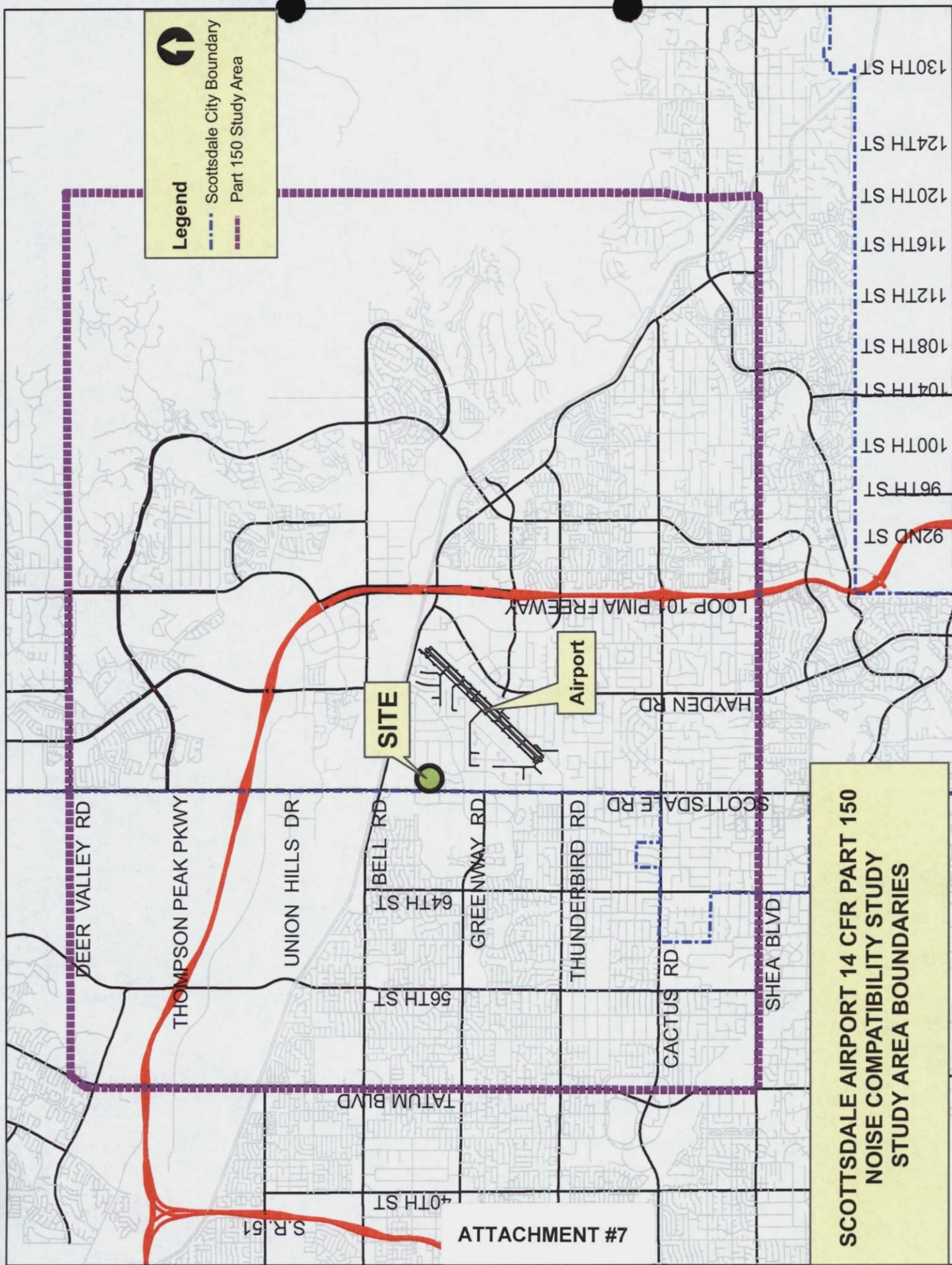






# Greater Airpark Character Area Plan Development Types Site In Context







**Legend**

-  Scottsdale City Boundary
-  Part 150 Study Area

**SCOTTSDALE AIRPORT 14 CFR PART 150  
NOISE COMPATIBILITY STUDY  
STUDY AREA BOUNDARIES**

**SITE**

**Airport**

**ATTACHMENT #7**

130TH ST  
124TH ST  
120TH ST  
116TH ST  
112TH ST  
108TH ST  
104TH ST  
100TH ST  
96TH ST  
92ND ST

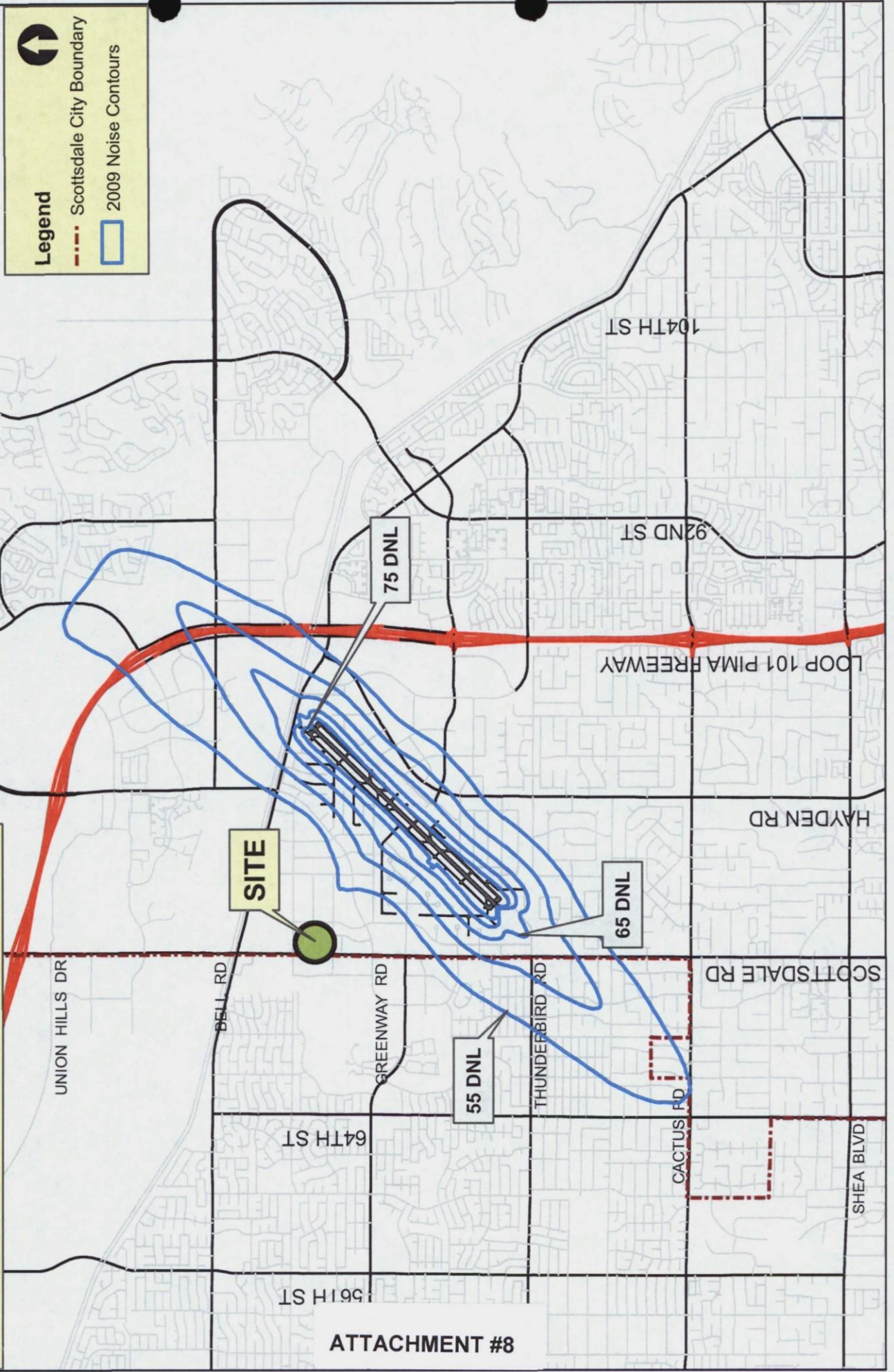
DEER VALLEY RD  
THOMPSON PEAK PKWY  
UNION HILLS DR  
BELL RD  
GREENWAY RD  
THUNDERBIRD RD  
SCOTTSDALE RD  
HAYDEN RD  
TATUM BLVD  
SHEA BLVD  
CACTUS RD  
40TH ST  
56TH ST  
64TH ST

LOOP 101 PIMA FREEWAY

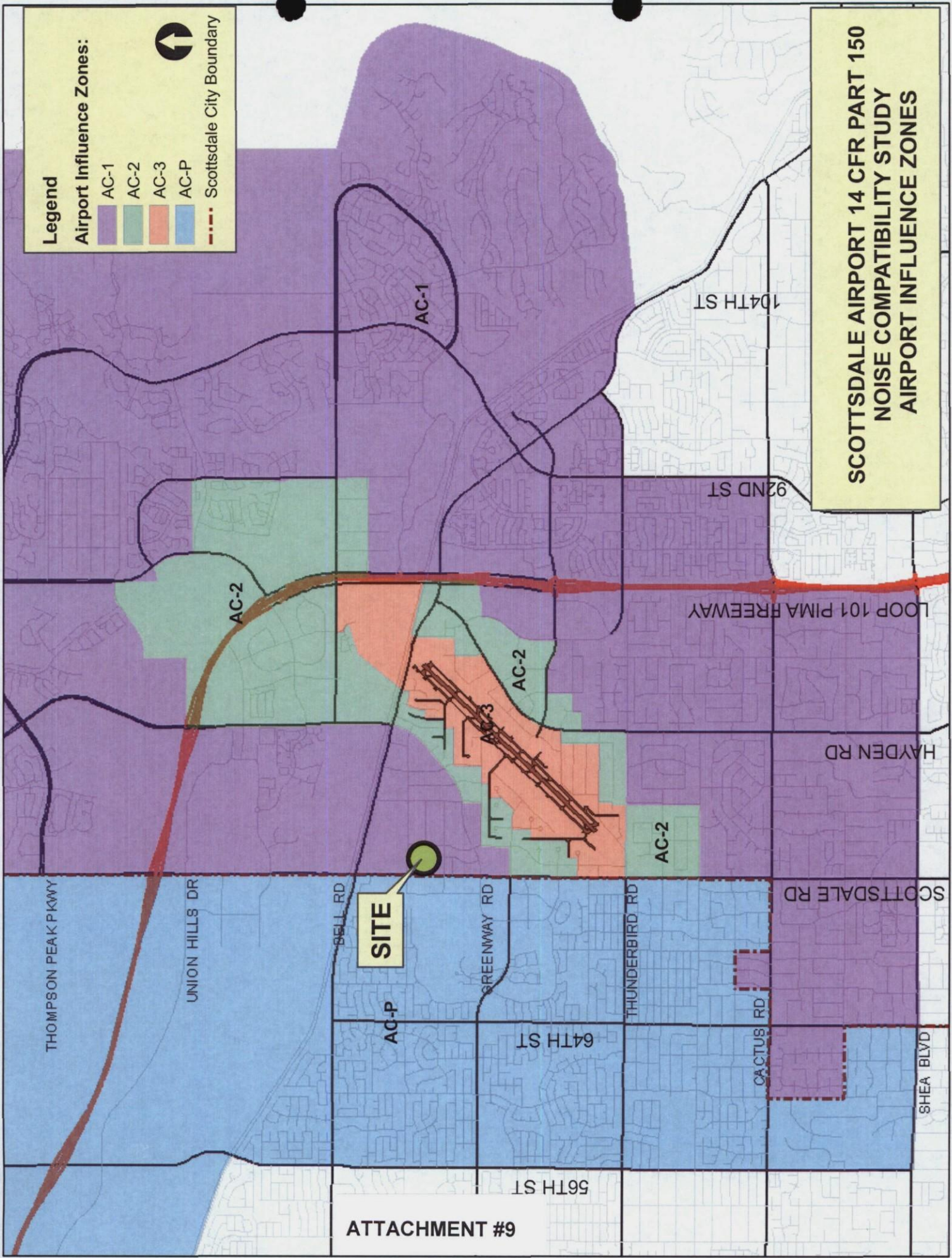
S.R. 51



**SCOTTSDALE AIRPORT 14 CFR PART 150  
NOISE COMPATIBILITY STUDY  
2009 NOISE CONTOURS**







- Legend**
- Airport Influence Zones:**
- AC-1
  - AC-2
  - AC-3
  - AC-P
  - Scottsdale City Boundary



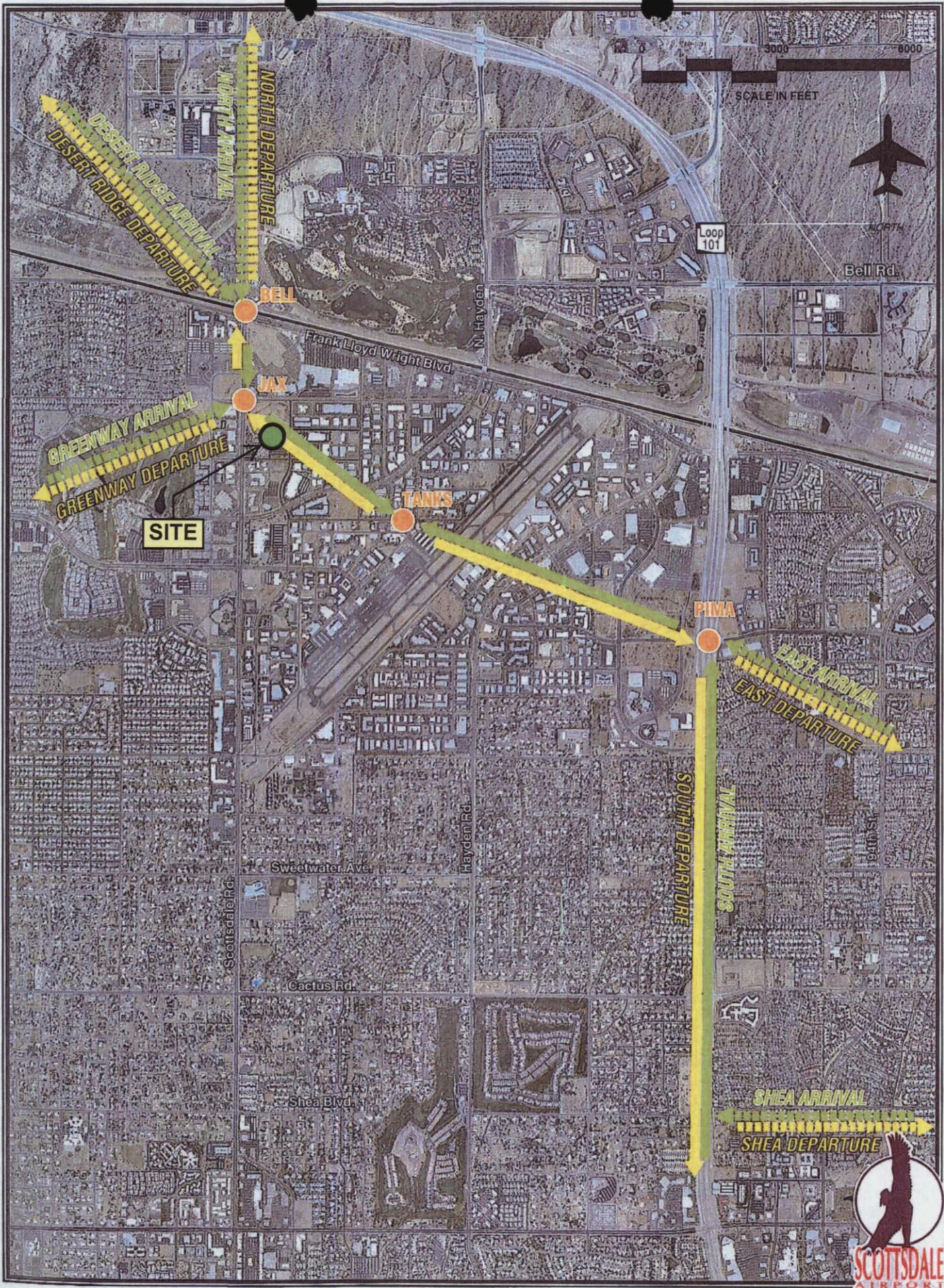
**SCOTTSDALE AIRPORT 14 CFR PART 150  
NOISE COMPATIBILITY STUDY  
AIRPORT INFLUENCE ZONES**

**SITE**



Airport Overlay Zone Matrix Scottsdale Airport	Uses Allowed Within Each Zone			
	City of Scottsdale			City of Phoenix
	AC-1	AC-2	AC-3	AC-P
<b>RESIDENTIAL</b>				
Single-family, duplex, multi-family, manufactured housing	Y[1,3]	Y[1,3,4]	N	Y[1]
Recreational vehicle parks	Y[1,3]	Y[1,3]	N	Y[1]
Other residential	Y[1,3]	Y[1,3,4]	N	Y[1]
<b>PUBLIC FACILITIES</b>				
Education facilities	Y[1,3]	Y[1,3,4]	N	Y[1]
Religious facilities, libraries, museums, galleries, clubs and lodges	Y[1,2,3]	Y[1,3,4]	N	Y[1,2]
Outdoor sport events, entertainment and public assembly except amphitheaters	Y[1,2]	Y[1,3]	N	Y[1,2]
Indoor recreation, amusements, athletic clubs, gyms and spectator events	Y[1,2]	Y[1,3]	[1,3]	Y[1,2]
Neighborhood parks	Y[1,2]	Y[1,3]	Y[1,3]	Y[1,2]
Community and regional parks	Y[1,2]	Y[1,3]	Y[1,3]	Y[1,2]
Outdoor recreation: tennis, golf courses, riding trails, etc.	Y[1,2]	Y[1,3]	Y[1,3]	Y[1,2]
Cemeteries	Y[1]	Y[1,3]	Y[1,3]	Y[1]
<b>COMMERCIAL</b>				
Hotels/motels	Y[1,2]	Y[1,2,3,4]	Y[1,2,3,4]	Y[1,2]
Hospitals and other health care services	Y[1,2]	Y[1,2,3,4]	N	Y[1,2]
Services: finance, real estate, insurance, professional and government offices	Y[1,2]	Y[1,2,3]	Y[1,2,3]	Y[1,2]
Retail sales: building materials, farm equipment, automotive, marine, mobile homes, recreational vehicles and accessories	Y[1]	Y[1,3]	Y[1,3]	Y[1]
Restaurants, eating and drinking establishments	Y[1,2]	Y[1,2,3]	Y[1,2,3]	Y[1,2]
Retail sales: general merchandise, food, drugs, apparel, etc.	Y[1]	Y[1,3]	Y[1,3]	Y[1]
Personal services: barber and beauty shops, laundry and dry cleaning, etc.	Y[1]	Y[1,3]	Y[1,3]	Y[1]
Automobile service stations	Y[1,2]	Y[1,2,3]	Y[1,2,3]	Y[1,2]
Repair services	Y[1]	Y[1,3]	Y[1,3]	Y[1]
<b>INDUSTRIAL</b>				
Processing of food, wood and paper products; printing and publishing; warehouses, wholesale and storage activities	Y[1,2]	Y[1,2,3]	Y[1,2,3]	Y[1,2]
Refining, manufacturing and storage of chemicals, petroleum and related products, manufacturing and assembly of electronic components, etc.	Y[1,2]	Y[1,2,3]	Y[1,2,3]	Y[1,2]
Manufacturing of stone, clay, glass, leather, gravel and metal products; construction and salvage yards; natural resource extraction and processing, agricultural, mills and gins	Y[1,2]	Y[1,2,3]	Y[1,2,3]	Y[1,2]
<b>AGRICULTURE</b>				
Animal husbandry, livestock farming, breeding and feeding; plant nurseries (excluding retail sales)	Y[1]	Y[1]	Y[1]	Y[1]
Farming (except livestock)	Y[1]	Y[1,3]	Y[1,3]	Y[1]
<b>MISCELLANEOUS</b>				
Transportation terminals, utility and communication facilities	Y[1]	Y[1,2,3]	Y[1,2,3]	Y[1]
Vehicle parking	Y[1]	Y[1]	Y[1]	Y[1]
Signs	Y[1]	Y[1]	Y[1]	Y[1]
<b>Legend</b>				
Y Approved land use				
N Prohibited land use				
1 Fair disclosure statement required as a condition of development approval or building permit issuance.				
2 Use is permitted as long as it complies with the requirements of the zoning code for height restrictions.				
3 Avigation easement required as a condition of development approval or building permit issuance.				
4 Sound insulation required to reduce interior to exterior noise levels by at least 25dB.				







**Citizen Participation Report**  
CrackerJax  
Non-Major General Plan Amendment  
Scottsdale, Arizona  
8-GP-2011

**Purpose:**

The purpose of this Citizen Participation Report is to outline how the Applicant has notified and informed nearby residents and property owners of the proposed Non-Major General Plan Amendment application for the CrackerJax property located at the southeast corner of Scottsdale Road and Paradise Lane (the "Property").

**Contact Information:**

Buzz Gosnell  
Woodbine Southwest Corporation  
2525 East Arizona Biltmore Circle B-220  
Phoenix, AZ 85016  
(480) 556-8310  
[buzz@woodbinedevelopment.com](mailto:buzz@woodbinedevelopment.com)

Mike Withey  
Michelle Santoro  
Withey Morris, PLC  
2525 East Arizona Biltmore Circle  
Suite A-212  
Phoenix, AZ 85016  
(602) 230-0600  
[m@witheymorris.com](mailto:m@witheymorris.com)  
[michelle@witheymorris.com](mailto:michelle@witheymorris.com)

**Target Area:**

1. All property owners within 750' of the Property.
2. Notify neighborhood associations or community associations within 750' of the Property
3. Notify other interested parties who have requested that they be placed on the interested parties' notification list.



### **Action Plan/Results:**

1. Send letter to Target Area describing the Non-Major General Plan Amendment application and invite them to an open house to be held at a convenient location.
  - A letter describing the application and open house was sent to those listed in the "Target Area" on August 31, 2011. See letter attached at **Tab A**.
2. Post the Property with a "Project Under Consideration" sign ten (10) calendar days prior to the open house.
  - A sign was posted on September 1, 2011. See affidavit attached at **Tab B**.
3. Hold an open house to discuss the substance of the amendment and address any questions those in attendance may have.
  - An open house was held on September 13, 2011 from 5:30 to 6:30PM. No public attended the open house.
4. Hold follow-up meetings and/or conversations as necessary with individuals from the Target Area.
  - No follow-up meeting or conversations have been necessary.
5. Update City of Scottsdale planner assigned to this project, by phone and/or e-mail on status of our Citizen Participation efforts. The planner will be notified of contact with individuals within the Target Area and forwarded a Citizen Participation Report.
  - Done. Applicant will continue to update staff of any correspondence.
6. Post the Property with a "Notice of Public Hearing" sign twenty (20) days prior to the first public hearing.
  - A sign was posted on September 1, 2011. See affidavit attached at **Tab C**.

Tab A





August 31, 2011

RE: SEC of Scottsdale Road & Paradise Lane (CrackerJax)

Dear Property Owner/Neighbor:

We represent the owners of the approximate 32-acre parcel located at the southeast corner of Scottsdale Road and Paradise Lane, the CrackerJax property, as highlighted on the attached map (the "Property"). The owners, HGJ Investments and G&J Properties Limited Partnership, are both holdings of the Herberger Family ("Ownership"). The Herberger Family is teaming again with Woodbine Southwest Corporation, with whom they developed the Kierland master planned community. Based on the success of Kierland Commons, Ownership recognizes the merits of having an appropriate use designation on the Property to allow for another true mixed-use project, which may include many of the uses successful in Kierland: retail, office, residential, hotel and restaurants. To do so, a Non-Major General Plan Amendment was filed to change the Greater Airpark Character Area Plan designation on the Property from Airport Mixed Use (AMU) to Airport Mixed Use-Residential (AMU-R). This is in concert with both City staff and Planning Commission recommendations from last year.

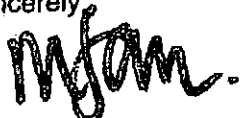
To provide you with an opportunity to meet the applicant and answer any questions you may have, we have scheduled an open house for:

Tuesday, September 13, 2011  
5:30pm – 6:30pm  
15205 North Kierland Blvd, Suite 200  
Scottsdale, AZ 85254

If this date and time are not convenient, we would be glad to meet or speak with you individually. If you should have any questions or comments at any time during the amendment process, please feel free to contact me at (602) 346-4613. Additionally, any questions and/or comments can be directed to the City's Project Coordinator Brad Carr, at (480) 312-7713 or [bcarr@ScottsdaleAZ.gov](mailto:bcarr@ScottsdaleAZ.gov). The project case file number is 552-PA-2011 and once the application is filed it can be viewed by visiting the City's website [www.scottsdaleaz.gov/projects/projectsinprocess](http://www.scottsdaleaz.gov/projects/projectsinprocess).

In the future, you should be receiving notification postcards from the City of Scottsdale regarding the case and its scheduling for public hearings by the Planning Commission and City Council. Currently, the case is tentatively scheduled to be heard by the Planning Commission on September 21, 2011 and tentatively scheduled to be heard by the City Council on October 25, 2011. We look forward to seeing a true mixed use project realized on this ideally situated Property. Thank you for your courtesy and consideration.

Sincerely,

By   
Michelle Santoro  
Withey Morris, PLC

Aerial





Tab B



# Affidavit of Posting

Required: Signed, Notarized originals.  
Recommended: E-mail copy to your project coordinator.

Project Under Consideration Sign (White)       Public Hearing Notice Sign (Red)

Case Number: 552-PA-2011

Project Name: Crackerjax

Location: 16001 N. Scottsdale Rd.

Site Posting Date: 9/1/2011

Applicant Name: Withey Morris for Woodbine Southwest

Sign Company Name: Dynamite Signs, Inc.

Phone Number: 480-585-3031

I confirm that the site has been posted as indicated by the Project Manager for the case as listed above.

*[Handwritten Signature]*  
Applicant Signature

9-1-11  
Date

Return completed original notarized affidavit AND pictures to the Current Planning Office no later than 14 days after your application submittal.

Acknowledged before me this the 1st day of September 2011



*[Handwritten Signature]*  
Notary Public

My commission expires: Apr. 3 2015

**City of Scottsdale -- Current Planning Division**

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



# Early Notification of Project Under Consideration

## Neighborhood Open House Meeting:

Date: Tuesday, September 13, 2011  
Time: 5:30 PM  
Location: 15205 N. Kierland Blvd., Suite 200  
Scottsdale, AZ 85254

**Site Address: 16001 N. Scottsdale Road**

## Project Overview:

- Description of Request: Non-Major General Plan Amendment to Greater Airpark Character Area Plan
- Description of Project and Proposed Use: Land use change from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R)
- Site Acreage: +/- 32 acres
- Site Zoning: C-4

## Applicant Contact:

Daniel W. Gosnell 480-951-1100  
dgosnell@woodbinesouthwest.com

## City Contact:

Brad Carr 480-312-7713  
bcarr@scottsdaleaz.gov

Pre-Application #: 552-PA-2011 Available at City of Scottsdale: 480-312-7000  
After submittal, project information is available at:  
[www.scottsdaleaz.gov/projects/ProjectsInProcess](http://www.scottsdaleaz.gov/projects/ProjectsInProcess)

Posting Date: 9/1/11

-Penalty for removing or defacing sign prior to date of last hearing  
-Applicant Responsible for Sign Removal

Tab C





# Affidavit of Posting

**Required: Signed, Notarized originals.**  
Recommended: E-mail copy to your project coordinator.

Project Under Consideration Sign (White)       Public Hearing Notice Sign (Red)

Case Number: 8-GP-2011

Project Name: Crackerjax

Location: 16001 N. Scottsdale Rd.

Site Posting Date: 9/1/11

Applicant Name: Withey Morris for Woodbine Southwest

Sign Company Name: Dynamite Signs, Inc.

Phone Number: 480-585-3031

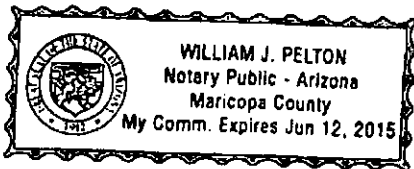
I confirm that the site has been posted as indicated by the Project Manager for the case as listed above.

*Paula Sawyer*  
Applicant Signature

9-1-11  
Date

Return completed original notarized affidavit AND pictures to the Current Planning Office no later than 14 days after your application submittal.

Acknowledged before me this the 1 day of Sept 2011



*Wm P. Ok*  
Notary Public  
My commission expires: 6-12-15

## City of Scottsdale -- Current Planning Division

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





City of Scottsdale  
PUBLIC NOTICE

# ZONING/PUBLIC HEARINGS

City Hall

3939 N. Drinkwater Boulevard  
[www.Scottsdaleaz.gov/projects/Project in Process](http://www.Scottsdaleaz.gov/projects/Project%20in%20Process)

**PLANNING COMMISSION: 5:00 P.M., 9/21/2011**  
**CITY COUNCIL: 5:00 P.M., TBD**

**REQUEST:** by owner for a Non-Major General Plan Amendment to the Greater Airport Character Area Plan Future Land Use Map from Airport Mixed Use (AMU) to Airport Mixed Use-Residential (AMU-R) on a 32 +/- acre site.

**LOCATION: 16001 N. Scottsdale Road**

**Case Number: 8-GP-2011**

**Applicant/Contact:**

**Daniel W. Gosnell**

**480-951-1100**

**[dgosnell@woodbinesouthwest.com](mailto:dgosnell@woodbinesouthwest.com)**

**Case File Available at City of Scottsdale**

**Posting Date: 9/1/11 480-312-7000**

**Penalty for removing or defacing sign prior to date of last hearing**

**City Contact:**

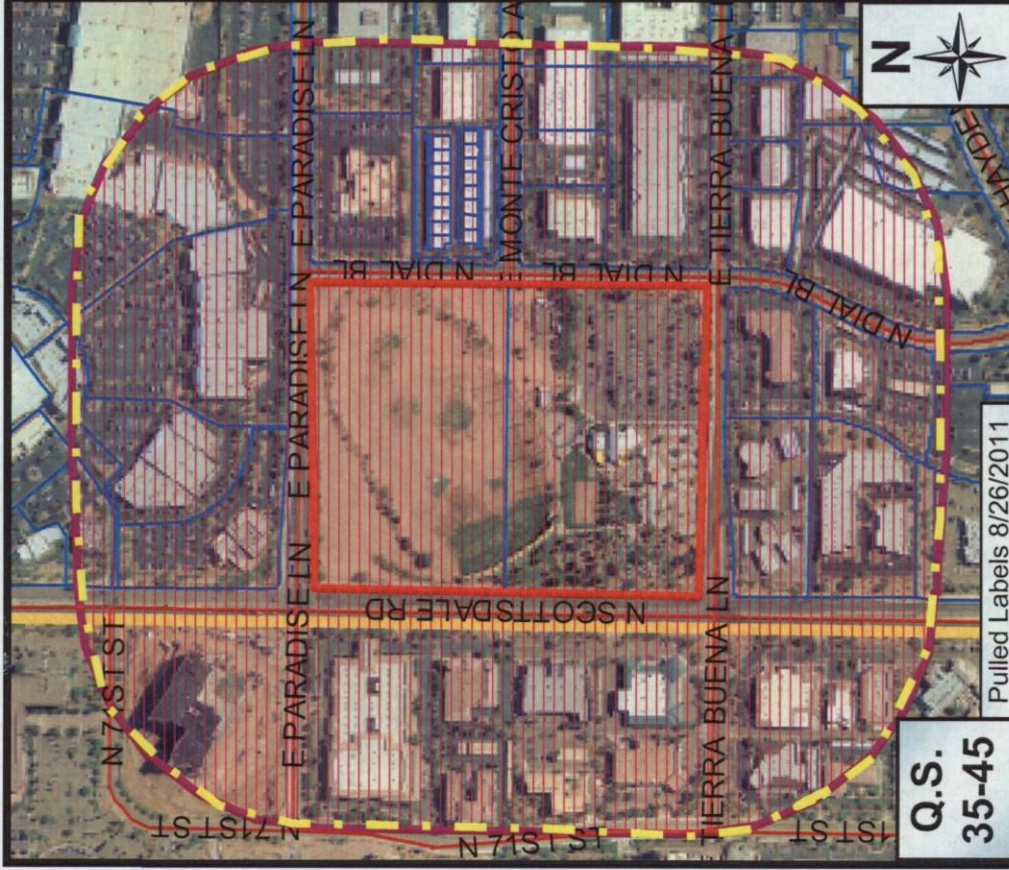
**Brad Carr**

**480-312-7713**

**[bcarr@scottsdaleaz.gov](mailto:bcarr@scottsdaleaz.gov)**



# City Notifications – Mailing List Selection Map



**Map Legend:**



Site Boundary



Properties within 750-foot

**Additional Notifications:**

- Interested Parties List
- Adjacent HOA's
- P&Z E-Newsletter
- Facebook
- Twitter
- City Website-Projects in the hearing process

Q.S.  
35-45

Pulled Labels 8/26/2011

## Crackerjax

## 8-GP-2011

ATTACHMENT #13