

**Application
Narrative
Cash Transmittal
Pre-Application
Pre-App Narrative
Pre-App Cash Transmittal
Project Data Sheet**

**SERENO CANYON: DENSITY INCENTIVE STIPULATION MODIFICATION
CASE#: 1-ZN-2005**

Purpose of Request:

To modify stipulation #1 of the Environmental Design section of case #1-ZN-2005. Amended development standards and other established provisions of the case will not be affected with this request. A map of the modification area is provided as **Exhibit 1, Stipulation Modification Area.**

History:

Case #1-ZN-2005 was approved by the Scottsdale City Council in April, 2006 as a Density Incentive case that allowed the base density on the property to increase from 101 units to 122 units in exchange for a 20% increase in required Natural Area Open Space (NAOS). The case did not request any change to the base zoning district of R1-130 ESL. By stipulation, Sereno Canyon was required to provide a minimum of 205 acres of NAOS on the overall 330 acre site.

- **CURRENT Stipulation (excerpted from case #1-ZN-2005)**

ENVIRONMENTAL DESIGN

1. NATURAL AREA OPEN SPACE – QUANTITY There shall be a minimum of 205 acres of NAOS dedicated on the site

- **PROPOSED Amended Stipulation**

ENVIRONMENTAL DESIGN

1. NATURAL AREA OPEN SPACE – QUANTITY: The minimum NAOS provided on the site shall meet or exceed the minimum open space requirement as determined by Sec.6.1060.1 of the Environmentally Sensitive Lands (ESL) Ordinance. Approximately 123 acres along the western perimeter and northern portions of the property will provide NAOS amounts that will exceed the proportional requirement approved with this case. Within this 123 acres area, a minimum of 81 acres (or 66% of the area) will be provided as NAOS.

The requirement of current stipulation #1 as set forth above is based on a previous development concept for the property as a single family community with typical lot sizes of three acres each at an overall density of 0.37 dwelling units per acre.

Context of Request:

This request for stipulation modification is associated with a Non-Major General Plan Amendment (case #10-GP-2011) and Rezoning (case #16-ZN-2011) request on a portion of the 350 acre Sereno Canyon Property. The request to modify the stipulation will allow resort and resort residential uses to be established on the property and maintain conformance with the requirements of the Environmentally Sensitive Lands Ordinance. A copy of the application booklet for the proposed Sereno Spa & Resort Community (case #10-GP-2011 & #16-ZN-2011) has been included as a supplement to this application for reference purposes.

The overall property is 350 acres, of which approximately 227 acres are the subject of case #16-ZN-2011 to be rezoned to a combination of R1-43 ESL and R-4R ESL to allow for a mix of resort and residential uses. Concurrently, pursuant to case 16-ZN-2011, 132 acres of the property are the subject of a Non-Major General Plan Amendment for a "Resort/Tourism" land use designation centered around the resort property.

NAOS and Density Conformance between Prior and New Proposals:

A 123-acre portion of the Sereno property, generally located along the entire western perimeter of the community, will not be included in the proposed rezoning and/or Non-Major General Plan Amendment and will remain as zoned R1-130 ESL (see **Exhibit 2, Area Retaining Existing Zoning**). These platted perimeter lots are typically larger in area, include a higher proportion of on-lot and common Natural Area Open Space (NAOS) area, and will not be modified from their original configuration. This will allow these unmodified lots to retain proportional density and open space allocations that are consistent with or greater than those under the current Density Incentive requirements. Below is a comparison of the current and proposed density and open space within the 123-acre R1-130 ESL area.

Current R1-130 ESL area with Density Incentive:

- NAOS Requirement: 62% on 330 acres

Proposed R1-130 ESL area with Stipulation Modification modifying open space requirements of the approved Density Incentive:

- NAOS Provided:
 - 123-acre area along western perimeter will provide a minimum of 81 acres of NAOS, representing 66% of this area.
 - Balance of the property will provide a minimum of 95.2 acres of NAOS, representing 42% of this area in conformance with ESL requirements.
 - Cumulative NAOS on the overall property will exceed the NAOS requirement by a minimum of 28.4 acres, or an 8% increase over the ESL requirement.

In addition to matching the minimum density and open space requirements of the original Density Incentive within the area along the project's western perimeter, the preservation of the existing lotting configuration in this location will ensure that existing residential properties to the east are adequately buffered.

In addition to the enhanced open space being provided along the western project perimeter, the minimum open space requirement for the overall property will meet or exceed the ESL requirement of 176 acres, or 50% of gross site area.

SERENO CANYON: DENSITY INCENTIVE STIPULATION MODIFICATION
CASE#: 1-ZN-2005 #2
(ver. 10/04/2012)

Executive Summary:

Sereno Canyon Spa & Resort is nestled at the base of the McDowell Mountain Preserve, Scottsdale's trophy of over 20,000 acres committed to recreation and open space preservation. Located on 128th Street at the entry to Tom's Thumb Trailhead, Sereno Canyon Spa & Resort is a low density resort community proposal that will bring tourism to this important amenity. The proposed Spa & Resort is being designed to take advantage of the McDowell Mountain Preserve experience in the context of the important history of Scottsdale, the upper Sonoran Desert and the story of this unique landscape and its ancient inhabitants.

In order to accomplish this important addition to Scottsdale, Sereno Canyon is processing a stipulation modification for its original development plan approval to compliment the proposed General Plan amendment and a rezoning request for resort use.

Sereno Canyon was originally designed for custom home lots. Although it will maintain 44 of the larger lots as an important component to the Resort community, the stipulation modification will amend the original approval and maintain the proportional open space requirement on these 44 lots. These 44 lots will be located along the perimeter of the project and compliment the size, setback and open space established on lots in communities that are immediately adjacent. These lots will also protect the rural character of the existing sold lots (and those surrounding them) within Sereno Canyon that have yet to be built. Furthermore, the zoning district for these 44 lots will not be modified with this request, remaining as R1-130 ESL.

The stipulation modification for Sereno Canyon frees up the remainder of the property for the rezoning to a resort community. The rezoning includes an area adjacent to the existing large lots that will include custom home lots averaging 1.5 acres (0.57du/ac) and the Spa & Resort core including 299 rooms and units. The overall density proposed for the Sereno Canyon community is 1.1 du/ac including the Resort. The portion of the property designated for large lots is proposed at 0.45 du/ac, consistent with the General Plan which allows up to 1 du/ac.

The attached narrative is a detailed technical description of the stipulation modification request for Sereno Canyon.

Purpose of Request:

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• **CURRENT Stipulation (excerpted from case #1-ZN-2005)**

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1. NATURAL AREA OPEN SPACE – QUANTITY There shall be a minimum of 205 acres of NAOS dedicated on the site

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The requirement of current stipulation #1 as set forth above is based on a previous development concept for the property as a single family community with typical lot sizes of three acres each at an overall density of 0.37 dwelling units per acre.

Context of Request:

This request for stipulation modification is associated with a Non-Major General Plan Amendment (case #10-GP-2011) and Rezoning (case #16-ZN-2011) request on a portion of the 350 acre Sereno Canyon Property. The request to modify the stipulation will allow resort and resort residential uses to be established on the property and maintain conformance with the requirements of the Environmentally Sensitive Lands Ordinance. A copy of the application booklet for the proposed Sereno Spa & Resort Community (case #10-GP-2011 & #16-ZN-2011) has been included as a supplement to this application for reference purposes.

The overall property is 350 acres, of which approximately 227 acres are the subject of case #16-ZN-2011 to be rezoned to a combination of R1-43 ESL and R-4R ESL to allow for a mix of resort and residential uses. Concurrently, pursuant to case 16-ZN-2011, 132

acres of the property are the subject of a Non-Major General Plan Amendment for a "Resort/Tourism" land use designation centered on the resort property.

The subject stipulation is predicated on a land use plan for the property with an overall density of 1 dwelling unit per 2.73 acres. A 62% overall open space requirement was both acceptable and achievable under the premise of the original zoning case.

The proposed concept for the property as described in the project booklet for 16-ZN-2011, seeks to modify the land use by establishing both a resort and a resort-oriented community in which a portion of the residential units may be associated directly with the planned resort. These resort-related dwelling units are associated with nearly all resort communities. The proposed density is imperative since it ensures that dwelling units are located proximate to the amenities and services of the resort. The increased number of units within the community is critical to the long-term viability of the resort property and will be organized in a manner that compliments the open space objectives and requirements of the ESL Ordinance. The ESL Ordinance NAOS requirement on the overall property is 147 acres (or 42% of site). Per the resort community proposal, the applicant has committed to providing a minimum of 176 acres (or 50% of site) as NAOS.

The resort itself is consistent with long-standing General Plan land use recommendations and will be a significant economic development and hospitality opportunity for north Scottsdale. The resort will also highlight Scottsdale's McDowell Sonoran Preserve to visitors via the project's adjacency to the new Tom's Thumb Trailhead.

NAOS and Density Conformance between Prior and New Proposals:

A 123-acre portion of the Sereno property, generally located along the entire western perimeter of the community, will not be included in the proposed rezoning to a new zoning district and/or Non-Major General Plan Amendment and will remain as zoned R1-130 ESL (see **Exhibit 2, Area Retaining Existing Zoning**). These platted perimeter lots are typically larger in area, include a higher proportion of on-lot and common Natural Area Open Space (NAOS) area, and will not be modified from their original configuration. This will allow these unmodified lots to retain proportional density and open space allocations that are consistent with or greater than those under the current Density Incentive requirements. Below is a comparison of the current and proposed density and open space within the 123-acre R1-130 ESL area.

Current R1-130 ESL area with Density Incentive:

- NAOS Requirement: 62% on 330 acres
- Requires rural density development to achieve NAOS requirements

Proposed R1-130 ESL area with Stipulation Modification modifying open space requirements of the approved Density Incentive:

- NAOS Provided:
 - 123-acre area along western perimeter will provide a minimum of 81 acres of NAOS, representing 66% of this area.

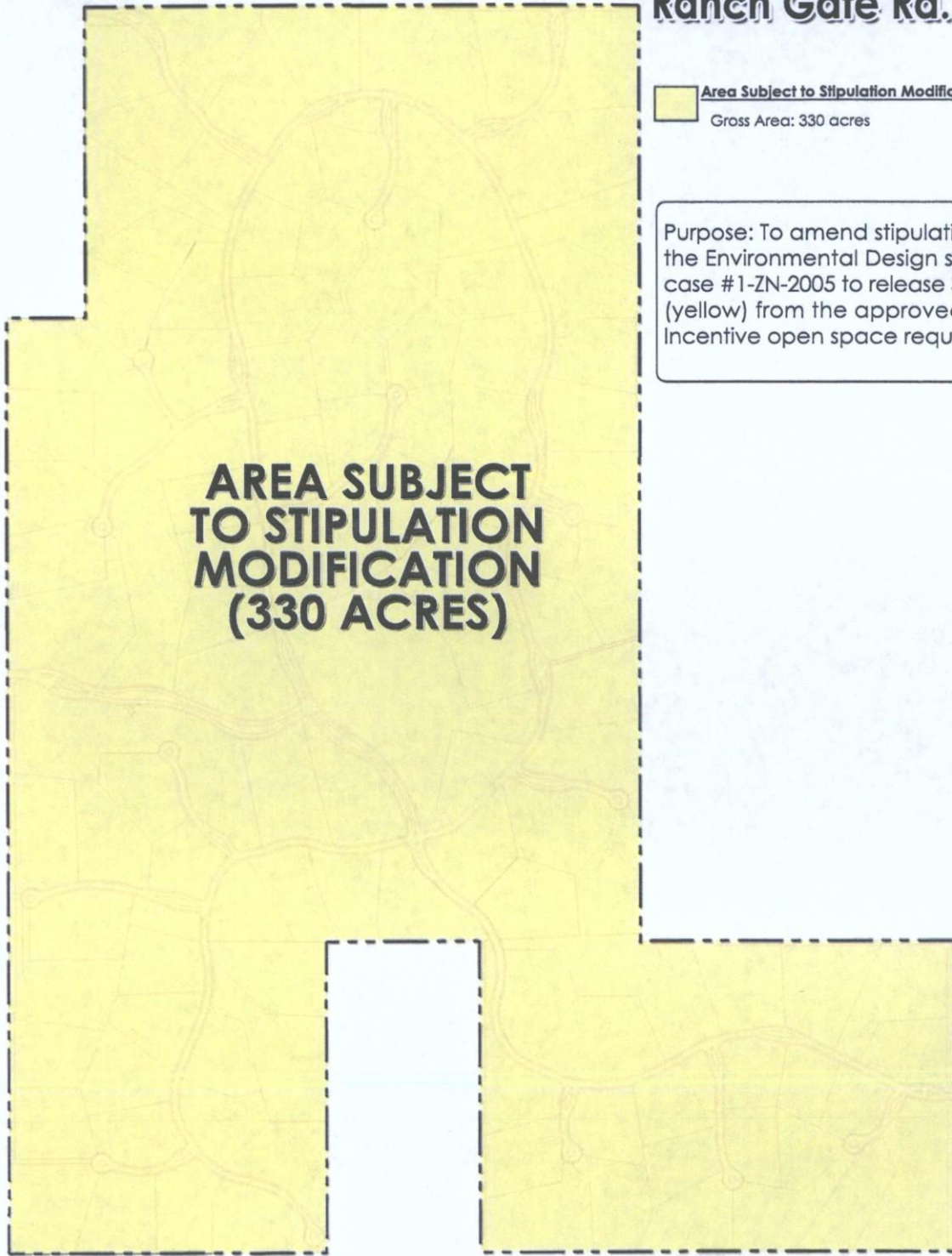
- Balance of the property will provide a minimum of 95.2 acres of NAOS, representing 42% of this area in conformance with ESL requirements.
- Cumulative NAOS on the overall property will exceed the NAOS requirement by a minimum of 28.4 acres, or an 8% increase over the ESL requirement.
- Will accommodate resort and resort-oriented community while exceeding minimum ESL open space requirements.

In addition to matching the minimum density and open space requirements of the original Density Incentive within the area along the project's western perimeter, the preservation of the existing lotting configuration in this location will ensure that existing residential properties to the east are adequately buffered.

In addition to the enhanced open space being provided along the western project perimeter, the minimum open space requirement for the overall property will meet or exceed the ESL requirement of 176 acres, or 50% of gross site area.

STIPULATION MODIFICATION

Ranch Gate Rd.



Area Subject to Stipulation Modification Request
Gross Area: 330 acres

Purpose: To amend stipulation # 1 of the Environmental Design section of case #1-ZN-2005 to release 330 acres (yellow) from the approved Density Incentive open space requirement.

**AREA SUBJECT
TO STIPULATION
MODIFICATION
(330 ACRES)**

128th St.

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SERENO CANYON
SPA & RESORT

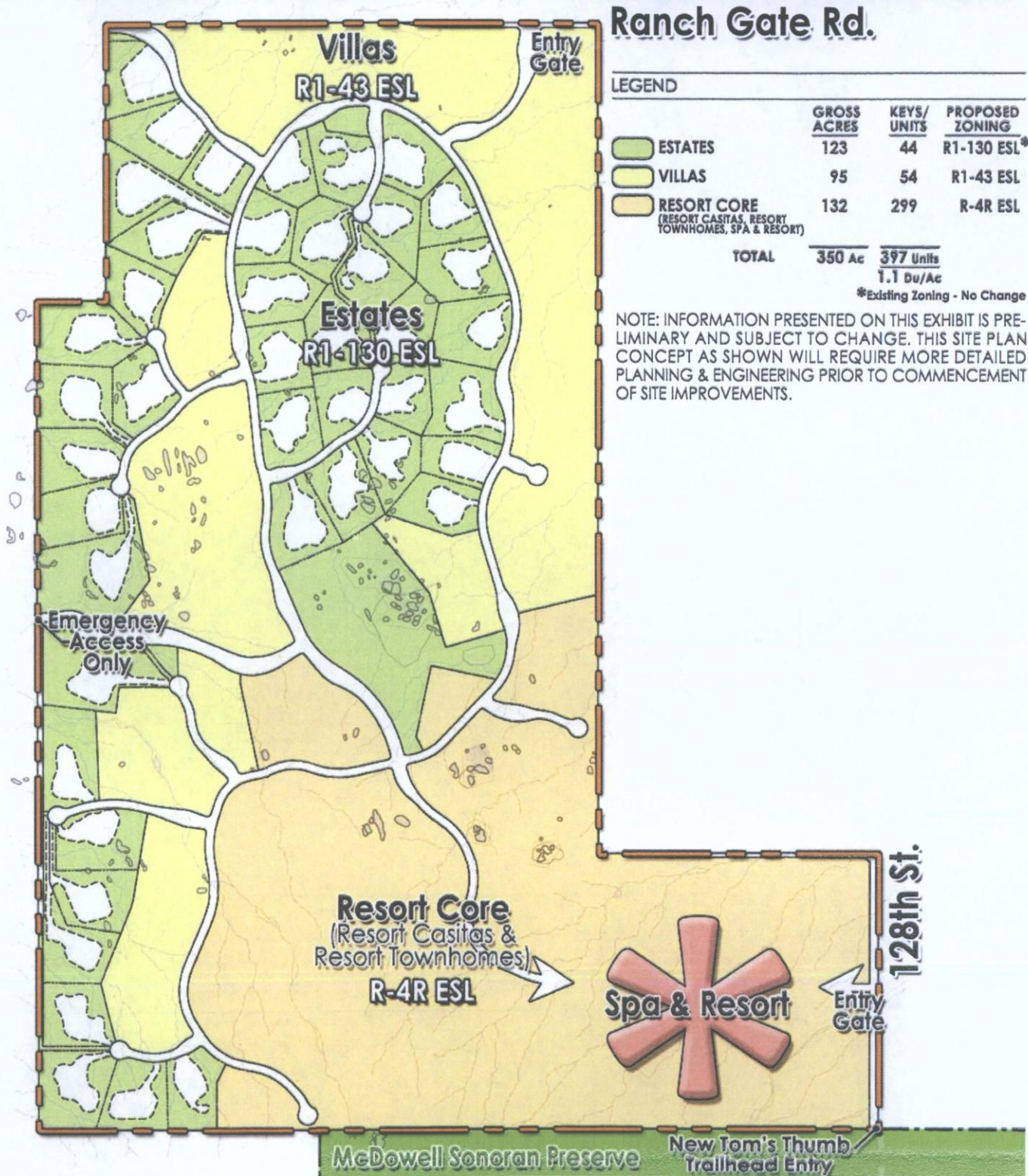
SCALE: +/-
1/8" = 1' / 1/4" = 1'

Date: 09.01.2012
Project No: 0425.13
Drawn By: AS
Revised:

NORTH

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CONCEPTUAL LAND USE PLAN



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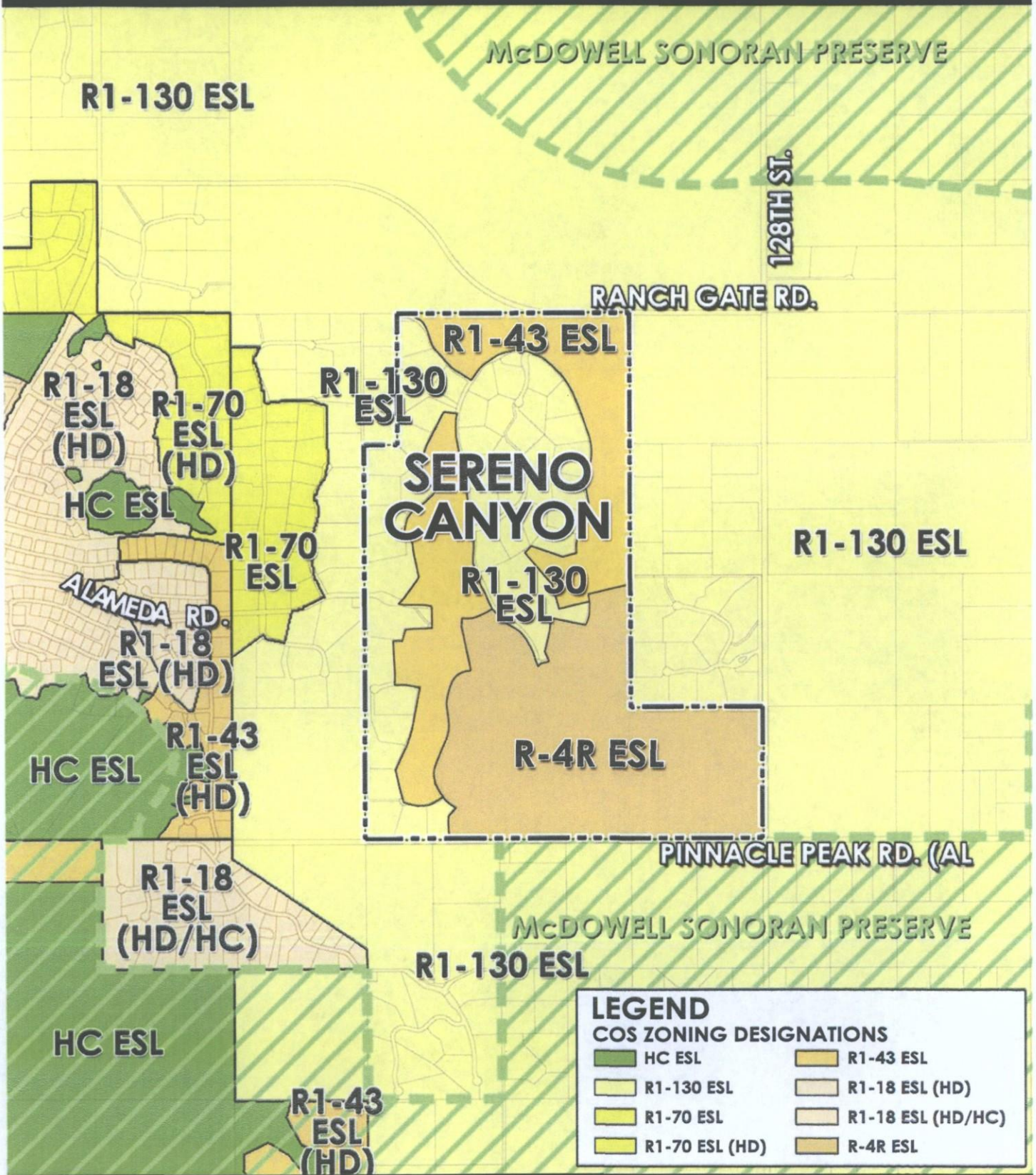
SCALE: +/-
1" = 16'-0" HORIZONTAL
1" = 8'-0" VERTICAL

Date: 08-07-2012
Project No: 0425.13
Drawn By: AS
Revised:

NORTH

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PROPOSED ZONING PLAN



LEGEND	
COS ZONING DESIGNATIONS	
	HC ESL
	R1-43 ESL
	R1-130 ESL
	R1-18 ESL (HD)
	R1-70 ESL
	R1-18 ESL (HD/HC)
	R1-70 ESL (HD)
	R-4R ESL

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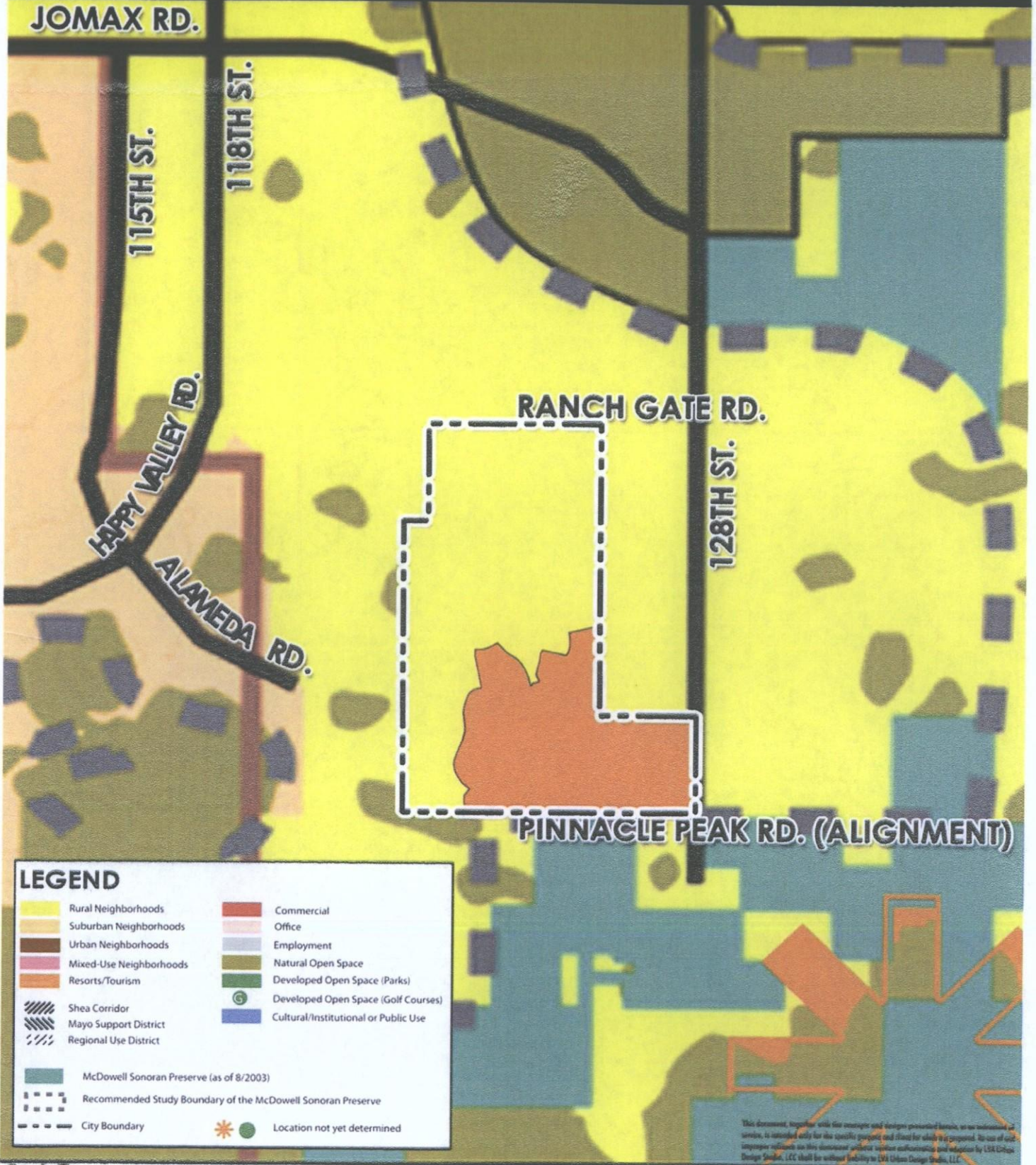
SERENO CANYON
 SPA & RESORT

NOT TO SCALE
 Date: 08-07-2012
 Project No: 0425.13
 Drawn By: AS
 Revised:
 NORTH

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PROPOSED GENERAL PLAN LAND USE

JOMAX RD.



LEGEND

- | | |
|---|--------------------------------------|
| Rural Neighborhoods | Commercial |
| Suburban Neighborhoods | Office |
| Urban Neighborhoods | Employment |
| Mixed-Use Neighborhoods | Natural Open Space |
| Resorts/Tourism | Developed Open Space (Parks) |
| Shea Corridor | Developed Open Space (Golf Courses) |
| Mayo Support District | Cultural/Institutional or Public Use |
| Regional Use District | |
| McDowell Sonoran Preserve (as of 8/2003) | |
| Recommended Study Boundary of the McDowell Sonoran Preserve | |
| City Boundary | Location not yet determined |

This document, together with the analysis and strategies presented herein, is for informational purposes only and does not constitute a contract. No use of any information contained herein shall be made without the prior written consent of LVA Urban Design Studio, LLC. LVA Urban Design Studio, LLC shall be without liability to LVA Urban Design Studio, LLC.

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NOT TO SCALE



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SERENO **S** CANYON
SPA & RESORT

Our Enchantment. Our Sanctuary.

10-GP-2011/16-ZN-2011
3rd: 1/24/2012

Planning Commission: 02/08/2012

Project Team



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COMMUNITY DEVELOPMENT

Owner
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Civtech Engineering

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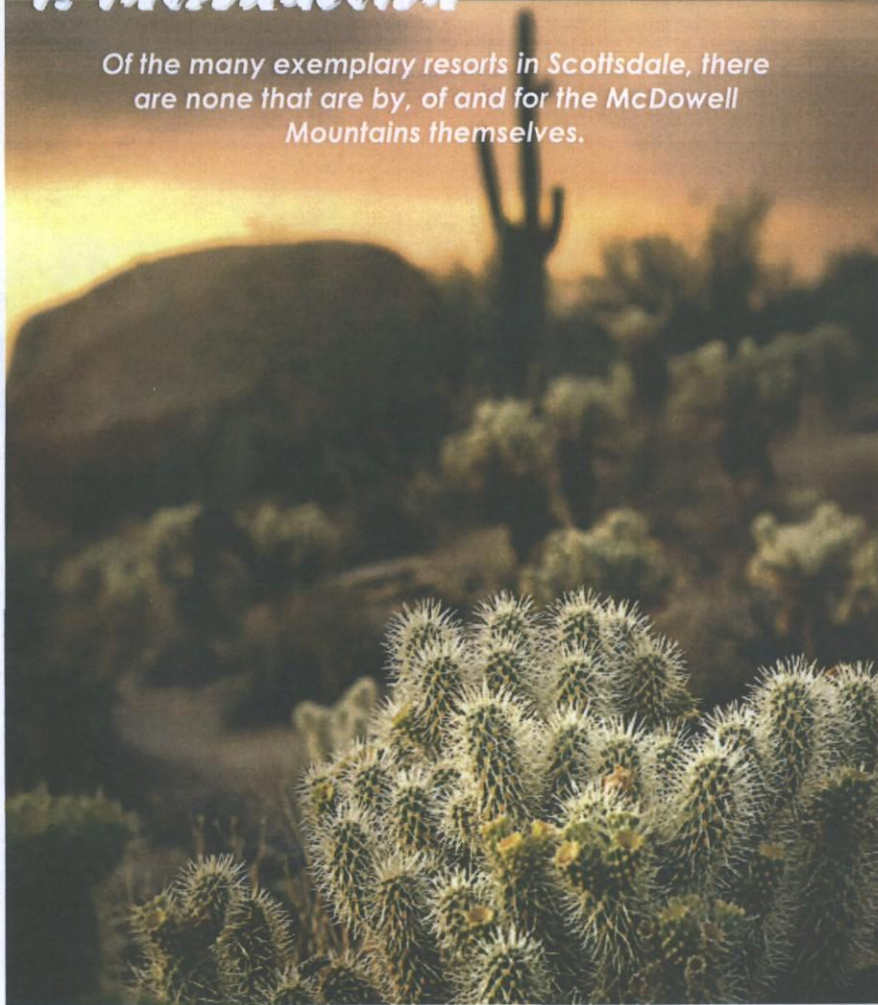
Filsinger Consulting

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1. Introduction

Of the many exemplary resorts in Scottsdale, there are none that are by, of and for the McDowell Mountains themselves.



Nestled into the majestic foothills of Scottsdale's McDowell Mountains, the Sereno Canyon Spa & Resort is envisioned as a world class resort and spa community on par with the finest examples of world renowned Arizona resorts set within unique locations like the Sanctuary Resort in Paradise Valley, and The Enchantment & Mi Amo Spa in Sedona. The Crown Organization, developer of elegant and understated luxury quality properties like the Little Nell in Aspen and Ojai Valley Resort & Spa seek to bring a new resort community vision to life on 350 acres of land adjoining 17,000 pristine acres of the McDowell Sonoran Preserve in North Scottsdale.

A Vision of Nature

The traditional character of Scottsdale's resort and tourism model continues to evolve in response to the crown jewel of Scottsdale the McDowell Sonoran Preserve. No longer are the keys to success limited by the proximity of shopping and private golf courses. A new era of niche tourism in Scottsdale is taking root and the vision is one that embraces the Sonoran Desert experience, creating memorable lodging and dining options that are reminiscent of a postcard reflecting the best of Scottsdale's native grandeur. Around the world, both new and established resorts are shifting their focus, recognizing that the unique natural environments surrounding them contain immense intrinsic, recreational and experiential value. Long-term success lies in protecting these natural areas and keeping them largely pristine and unspoiled.

Scottsdale has paved the way for this new relationship between the natural environment and tourism by investing in the preservation of its own unique natural elements – those that no other municipality can replicate. Preservation of desert land for public benefit helps define Scottsdale as a premiere national and international destination for visitors and new residents. The opportunity for Scottsdale to share the rugged beauty and majesty of the McDowell Sonoran Preserve with the world is upon us. The Sereno Canyon Spa & Resort will deliver on a commitment to the McDowell Sonoran Preserve as a model for the protection of our sensitive open spaces in a manner that does not exploit it, and establishing itself as a world class destination for those seeking to experience the Sonoran Desert.

The Vision

Create a unique resort community that uses its context adjacent to the McDowell Sonoran Preserve to educate, celebrate and access the Sonoran Desert environment in a manner that supports the intertwined economic, preservation and quality of life objectives of the City and its residents.

The Sereno Canyon Spa & Resort will create a world renowned premier resort community that is recognized as a top regional destination on par with other exemplary resort community properties throughout the State and Southwest. The resort will capture the essence of its unique Upper Sonoran Desert setting by emphasizing a strong relationship with the adjacent McDowell Sonoran Preserve, adhere to a sensitive development approach to protect the natural assets of the property, and showcase the spectacular views that extend away from the property in nearly every direction. These objectives will be met in a manner that protects surrounding neighborhoods and further promotes economic vitality within the City.

Recognizing the opportunities associated with the establishment of the McDowell Sonoran Preserve, Scottsdale has long contemplated a resort site that lies at the doorstep to the Preserve as currently reflected on the City's General Plan. The Preserve and resorts are an important part of Scottsdale's holistic vision of establishing compatible uses, building value into surrounding neighborhoods and producing a use that will create significant tourism-oriented economic benefit for the City and its residents.

A Commitment to Quality

The Sereno Canyon Spa & Resort property has been owned by Crown Community Development (a subsidiary of the Henry Crown Companies) for nearly a decade. Crown's attention to quality development is not limited to Sereno specifically, but includes a portfolio of industry leading properties that are internationally renowned and regularly recognized on "Best Hotel" lists around the world. These exemplary properties include the Little Nell Hotel and Residences in Aspen, Colorado and the Ojai Valley Inn & Spa in Ojai, California.



Both properties exemplify Crown's development mission to envision and create memorable communities of high quality that meld naturally into their surroundings and generate long-term value for landowners, municipalities, residents and neighbors. Fulfillment of that mission requires substantial financial resources, exhaustive research

capabilities, extraordinary patience and perseverance. It also calls for expertise and sensitivity in a wide range of disciplines, from municipal planning and community design, to architectural and building processes, to land management and environmental systems. Above all, it demands vision; the ability to simultaneously see, address, and balance the immediate concerns of today with the long-term community needs of tomorrow.

Founded in 1919 as a family-owned building material business, The Henry Crown Companies grew to become one of the nation's largest privately held business organizations and a force in land development throughout the United States. The organization's diverse interests range from large-scale office buildings such as Rockefeller Center in New York City, to Aspen Ski Company and the Ojai Resort in Ojai California. Additionally, the Crown family holds significant stock positions and board memberships in General Dynamics, JP Morgan Chase, Sara Lee, as well as investment holdings in the New York Yankees and Chicago Bulls. These substantial financial resources, coupled with the flexibility of private ownership, provide the ideal backing for Crown Community Development.

Community Development Experience

Crown Community Development was founded in 1973 to invest in, and later to manage, a successful 3,500-acre master planned community in Aurora, Illinois boasting a variety of outstanding recreational attractions and residential lifestyle opportunities. The success of the Aurora property provided a cornerstone for Aurora's emergence as one of the nation's premier areas to live and work. It also provided Crown Community Development with a singular perspective on the mission and mechanics of master planning, which has led to significant participation in major developments from Florida's Gulf Coast to Chicago's North Shore. More importantly, it has allowed the company to evolve and perfect one of the most thorough and effective approaches to community master planning in the country today.



11. Existing Conditions



Existing Land Use/ Site Improvements

A majority of the Sereno Canyon community was platted in 2007-08, leading to the construction of extensive on and off-site improvements. The off-site improvements associated with the community Phase 1 improvements included the construction of a portion of 118th Street, the construction of Ranch Gate Road, a sewer lift station and force main, and a water booster pump station. While no residences have been constructed within the community, existing on-site infrastructure improvements include local streets, water, sewer, drainage culverts and detention areas, landscaping in community areas and the project guardhouse and entry gate at Ranch Gate Road. A secondary entry gate at Alameda Road along the western boundary of the community has also been constructed. This secondary entry is proposed to be changed to "EXIT ONLY" under the new plan to significantly limit traffic. The rough grading of the local streets improvements for future plans of the community have also been completed. With the exception of these noted infrastructure improvements, no grading for future homesites or community amenities has been conducted, leaving the site in a largely undisturbed condition.



SITE LOCATION MAP

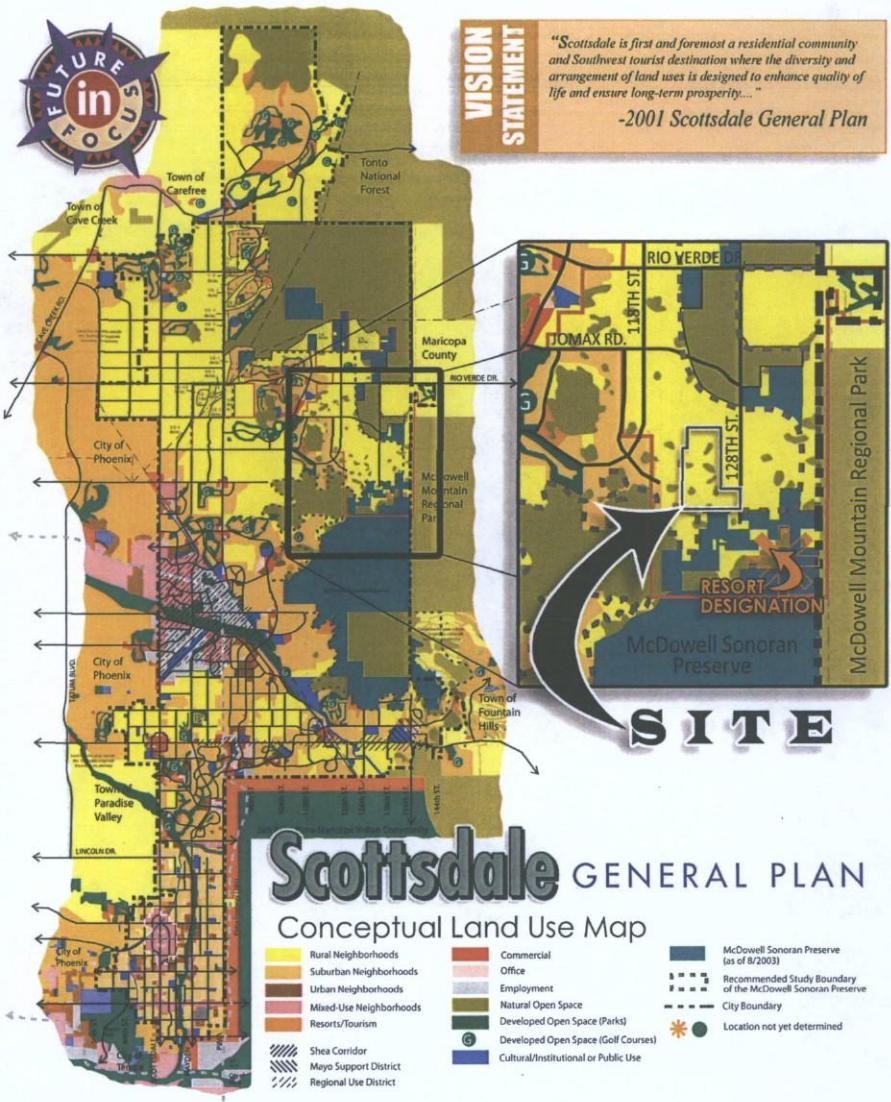
The Sereno Canyon Spa & Resort is located along the northeast slope of the McDowell Sonoran Preserve in North Scottsdale. The property is located on Ranch Gate Road situated between the Pinnacle Peak Road and Happy Valley Road alignments west of 128th Street. The site is surrounded primarily by undeveloped residentially zoned properties, except to the west where several suburban residential communities exist. The majority of the southern property edge lies adjacent to the McDowell Sonoran Preserve and the property shares its northern boundary with a section of undeveloped Arizona State Land. The primary access to the property is located along Ranch Gate Road on the community's northern edge. A secondary access point located at the eastern terminus of Alameda Road also serves the property and is proposed to be restricted as exit only. The City has recently installed temporary pavement between Ranch Gate Road and the Preserve boundary, but no access from 128th Street is currently available.



SITE CONTEXT MAP



VISION STATEMENT
"Scottsdale is first and foremost a residential community and Southwest tourist destination where the diversity and arrangement of land uses is designed to enhance quality of life and ensure long-term prosperity..."
 -2001 Scottsdale General Plan



Scottsdale GENERAL PLAN
 Conceptual Land Use Map

- | | | |
|-------------------------|--------------------------------------|---|
| Rural Neighborhoods | Commercial | McDowell Sonoran Preserve (as of 8/2003) |
| Suburban Neighborhoods | Office | Recommended Study Boundary of the McDowell Sonoran Preserve |
| Urban Neighborhoods | Employment | City Boundary |
| Mixed-Use Neighborhoods | Natural Open Space | Location not yet determined |
| Resorts/Tourism | Developed Open Space (Parks) | |
| Shea Corridor | Developed Open Space (Golf Courses) | |
| Mayo Support District | Cultural/Institutional or Public Use | |
| Regional Use District | | |

EXISTING GENERAL PLAN LAND USE MAP

Existing General Plan Land Use

Scottsdale is a community that is committed to balance. While quality residential neighborhoods and resort tourism uses are prioritized by the General Plan, there are strong commitments to open space, employment and cultural investment. This broadminded approach to Scottsdale's growth has raised the overall quality of life for both residents and visitors, and makes Scottsdale one of only a handful of recognized premier communities in the southwest and in the nation.

The current 2001 Scottsdale General Plan identifies the entire Sereno property as a Rural Neighborhood land use category with small facets of Natural Open Space that recognize some of the unique features found within the property. The Rural Neighborhoods land use category is intended to promote residential uses of "one house per one acre" and with a development character that promotes the preservation of natural features that are common to the landscape of North Scottsdale. South of the Sereno property, the General Plan highlights the designation of the McDowell Sonoran Preserve, illustrating a green overlay reflecting properties in preserve status as of 2003. These City owned Preserve lands have expanded significantly, consistent with the identified Preserve boundary.

The City of Scottsdale has also contemplated resort and tourism uses in this area of the city, realizing an opportunity to pair the unique desert character with a broadening of the tourism industry realizing substantial economic benefits. The resort "asterisk" (orange) has been designated here since the 1980's on the City's General Plan indicating that Resort/Tourism uses are suitable for this area. The General Plan notes that "resort uses are often places next to open spaces as a key amenity" and suggests that such uses "can be part of a resort community or master planned development".

A vision for resort uses adjacent to the Preserve has been documented in the City's General Plan for over two decades by way of a "floating" Resorts/Tourism designation on the Conceptual Land Use Map. The City opted to maintain an unspecified resort location until a use(s) could be specifically located through a Non-Major General Plan Amendment process. The "floating" resort designation does not specifically suggest thresholds for minimum or maximum size or amenity types associated with these uses.

Existing Zoning

The Sereno Canyon Spa & Resort property is currently zoned as Single Family Residential R1-130 ESL. Approximately 330 acres of the property was included in the 2007 zoning approval (1-ZN-2007) of a preliminary site plan and density incentive (DI) for an increase in the overall density. The remaining 20 acres was not included in the original zoning case and remained unchanged from the existing R1-130 ESL. Entitlements on the overall property allow for up to 128 dwelling units at an average density of 0.38 units per acre.



EXISTING ZONING MAP



Environmental Features

The diversity of natural features on the property contributes to the unique character of the property and underscores the complimentary relationship with the proposed development plan. The internationally recognized flora and fauna of the Sonoran Desert, coupled with the breathtaking views from all corners of the property, make this a truly unique opportunity to create lasting experiences for both residents and visitors.



Topography and Slope Analysis

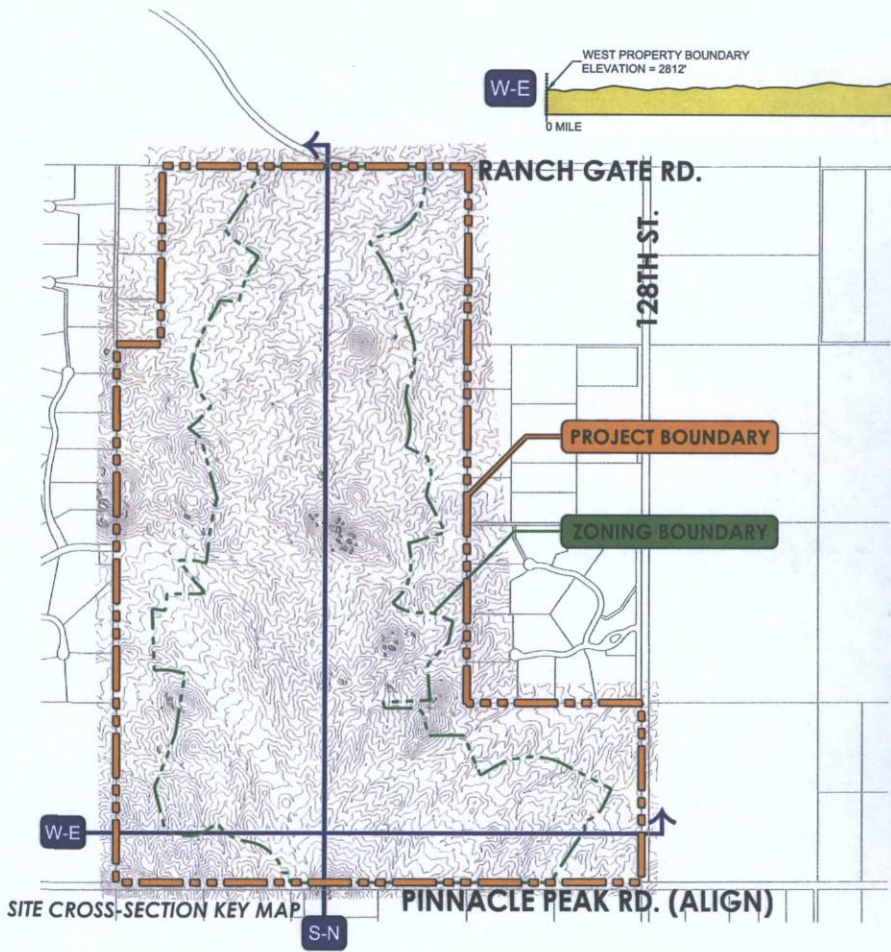
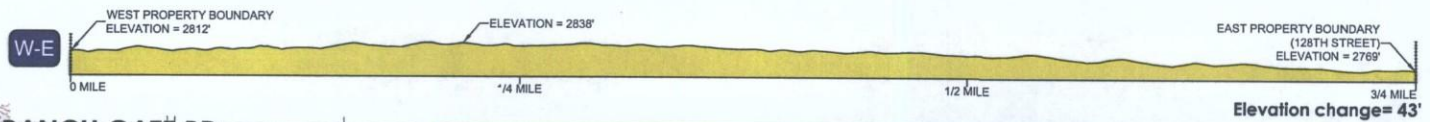
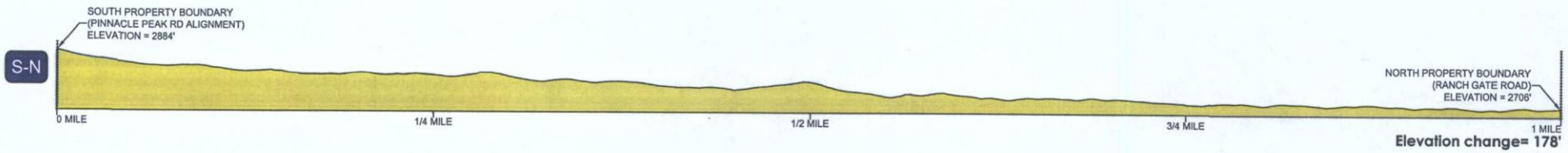
The Sereno Canyon property sits on the lower slope of the McDowell Mountains with the highest elevations along the southern edge of the property and the lowest elevations near the northeast corner. The property is also located along the top of a subtle drainage boundary for the Verde River (to the east) and the Rawhide Wash drainage (to the west). This boundary affords the property unique viewsheds to many of the region's mountains, dramatic city lights and spectacular sunrises.



A slope analysis for the property is provided to describe the topographic character of the property. The findings of the analysis have been used to determine the amount of open space required on the property. The initial analysis of the property indicates that an overall Natural Area Open Space (NAOS) requirement may not be less than 147.6 acres, or 42% of the overall property

The property is located almost entirely within the Upper Desert Landform as defined by Scottsdale's ESL mapping. Two small pockets of Hillside Landform are present along the western edge of the community and will remain undisturbed natural area.





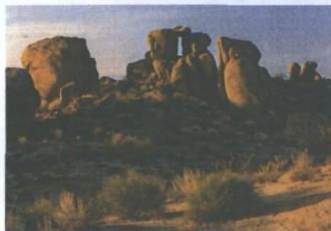
Cultural Sites

The property contains several small archaeological sites that have been mapped and are concentrated around and within the site's largest boulder outcroppings. Although mitigation (removal) would be allowed these sites have been field walked and documented, and have subsequently been placed within protective easements to ensure the preservation of a potential artifacts.



Boulder Elements

One of the most distinctive and awe inspiring natural elements found within the project are the many large boulder features that project from various prominences within the property. These boulders capture one's attention from nearly every corner of the property and contribute to the rugged natural character of the property. The largest and most prominent of the on-site boulder outcroppings were identified in previous planning efforts for protection and preservation, consistent with the requirements of the Environmentally Sensitive Lands Ordinance.



Drainage Patterns

The property sits squarely atop the broad geographical divide between the Verde River and Indian Bend Wash watersheds, defining the natural drainage character of the site. Site planning has been sensitive to the preservation of the property's numerous small washes, limiting impact or disturbance to these sensitive natural areas.

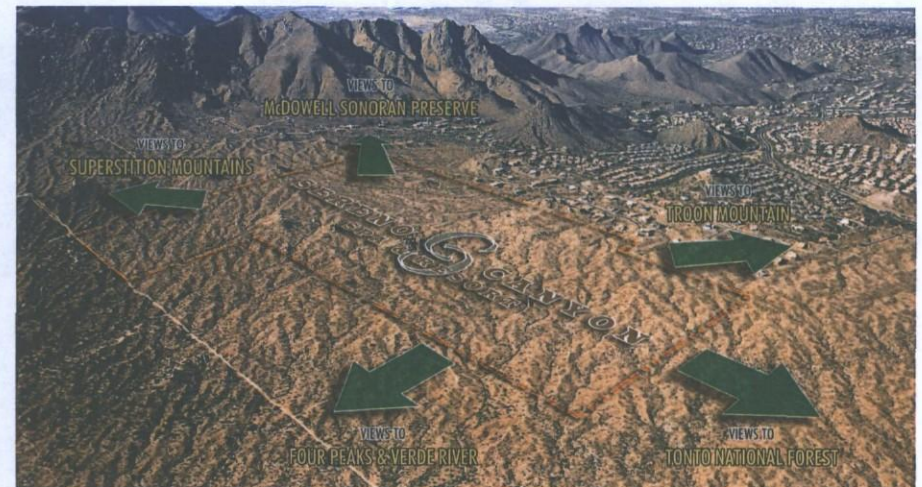


With nearly all of the on-site washes originating within the property, very few of the discharge rates exceed 50 cfs, a City benchmark that triggers additional layers of review. However, Sereno recognizes the value of these washes for both habitat and stormwater conveyance.



Viewsheds

Exceptional views from the site highlight the unique character of the property and promote its suitability as both an exceptional community and as a premiere hospitality destination for visitors. The property maintains stunning views to several local and regionally recognized geographic landmarks including the McDowell Mountains, Troon Mountain, Brown Mountain, Bartlett Lake, the Verde River, Verde Valley, the Mazatals, Four Peaks, Pinnacle Peak and the Superstition Mountains. Special landmarks visible from the site include Tom's Thumb and Weaver's Needle.

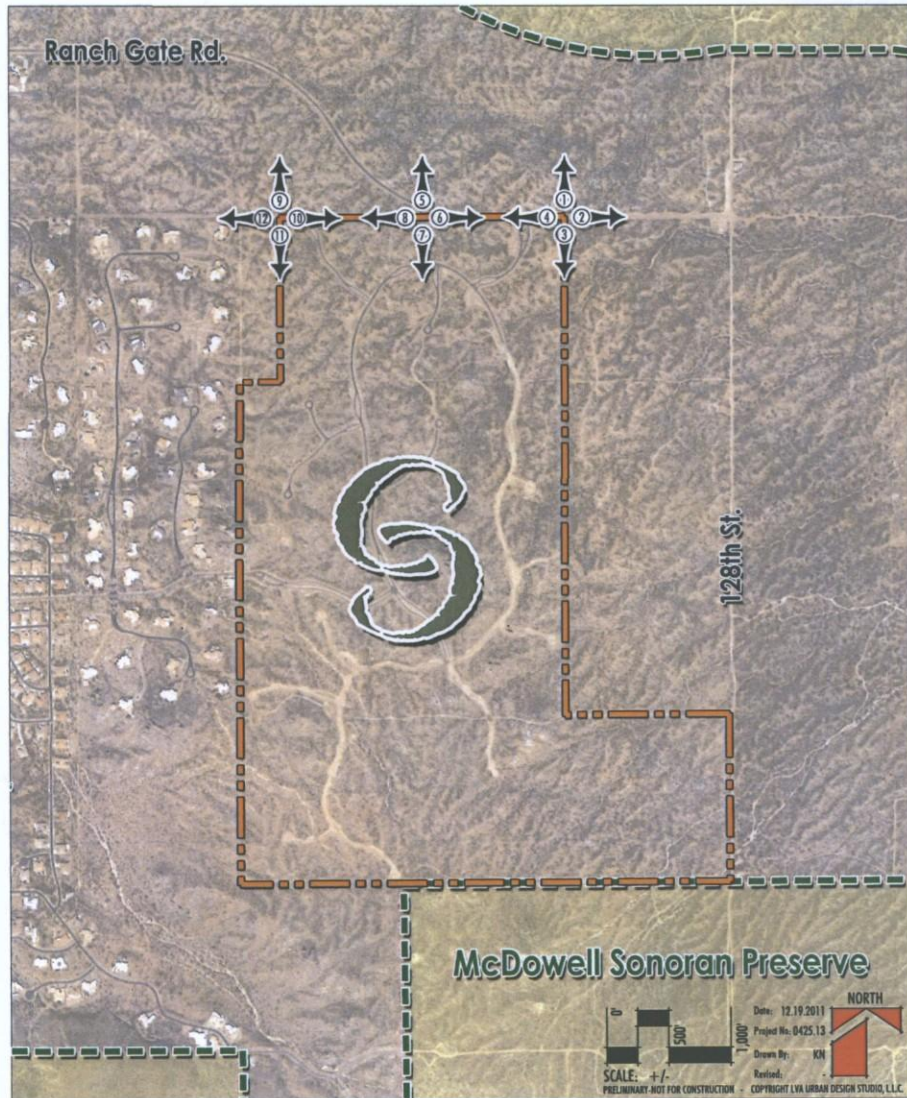


PROJECT VIEWSHEDS MAP

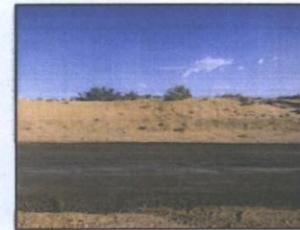
Vegetation

Plant materials found on the property are typical of both Lower Sonoran and Upper Sonoran biomes. In general, on-site vegetation is concentrated near perennial watercourse, such as the many small washes that extend throughout the property.

The property was subject to a regional lightning-caused wildlands burn in the mid-1990s that decimated much of the native vegetation and habitat on the property. While recent years have witnessed the reestablishment of vegetation and resilience despite a decade of prolonged drought, much of this vegetation represents only the first or second generation of successional varieties, typically found in recovering burn areas. Typical species include, grasses and shrubs which in time will help to foster a larger diversity of native trees and cactus in densities typical of the Upper Sonoran Desert.



EXISTING CONDITIONS-PHOTO CONTEXT



1-LOOKING NORTH



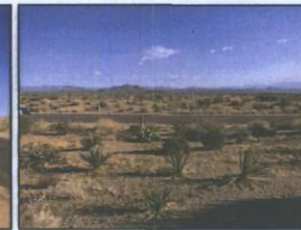
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3-LOOKING SOUTH



4-LOOKING WEST



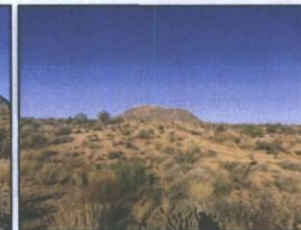
5-LOOKING NORTH



6-LOOKING EAST



7-LOOKING SOUTH



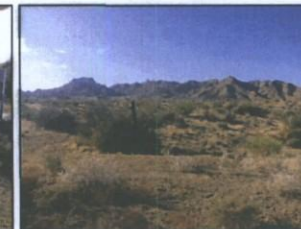
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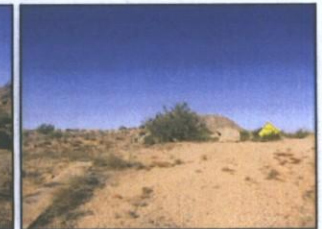
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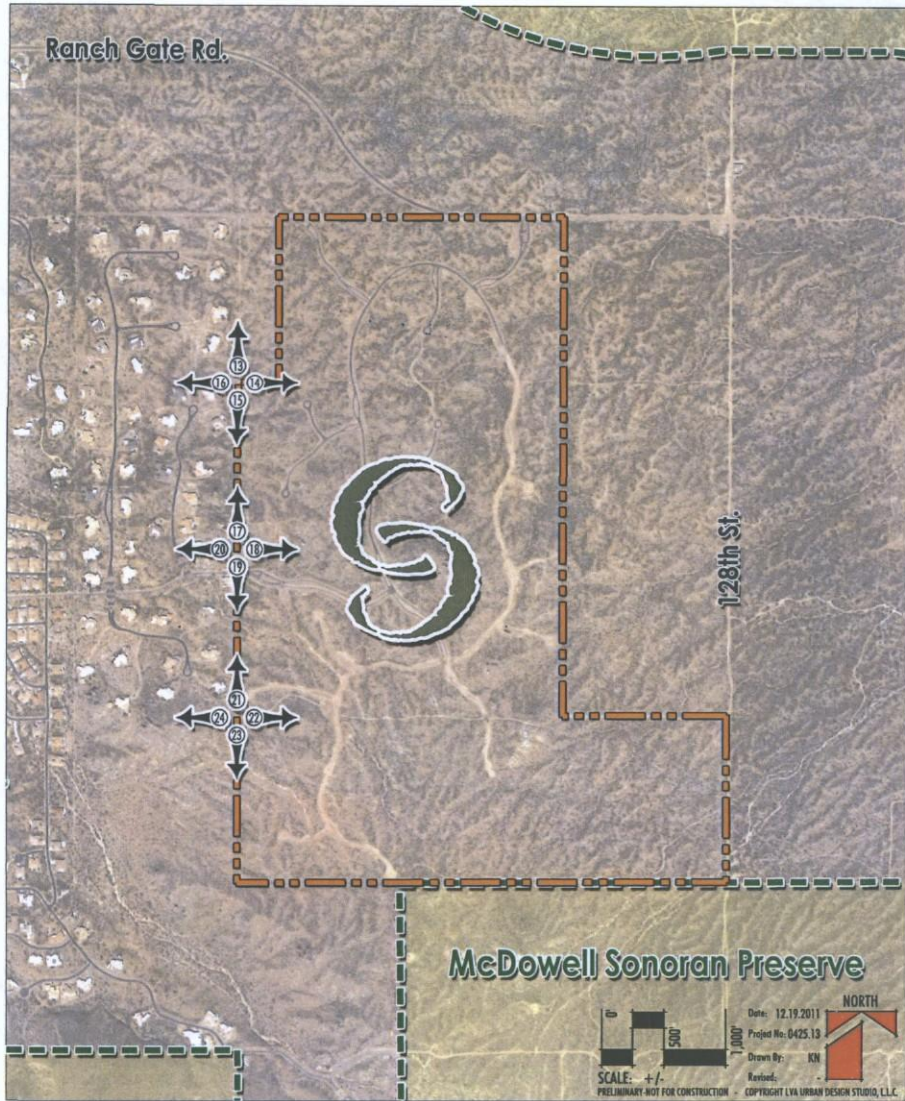
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11-LOOKING SOUTH



12-LOOKING WEST



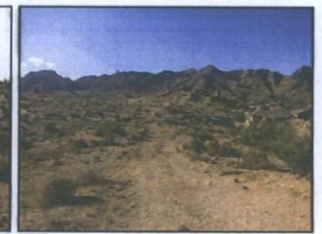
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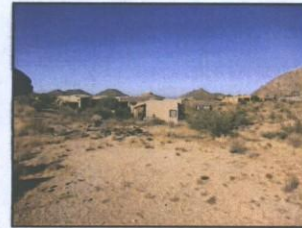
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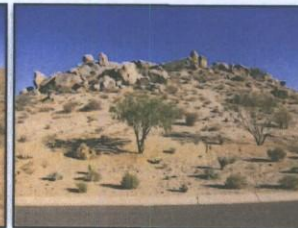
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15-LOOKING SOUTH



16-LOOKING WEST



17-LOOKING NORTH



18-LOOKING EAST



19-LOOKING SOUTH



20-LOOKING WEST



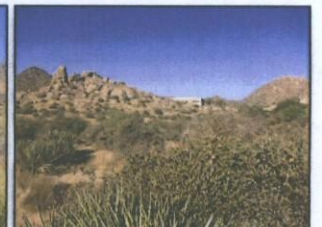
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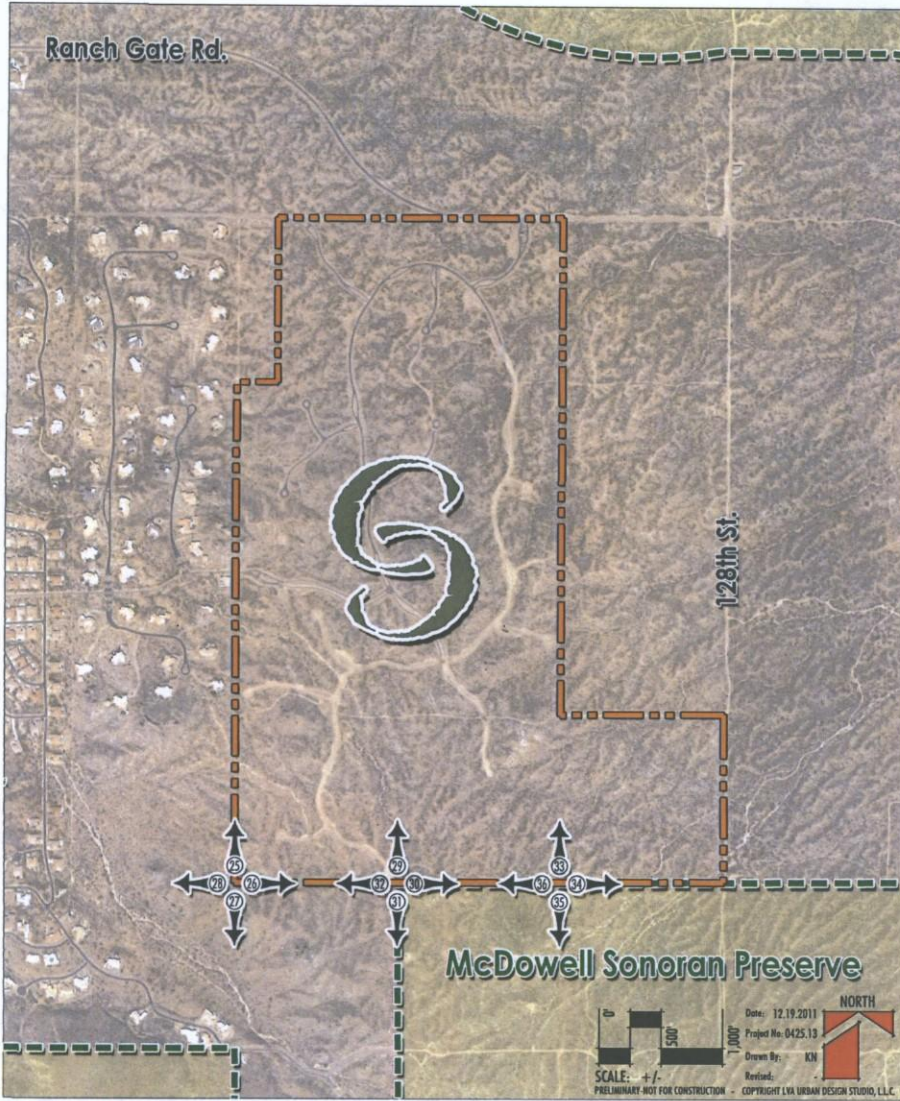
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23-LOOKING SOUTH



24-LOOKING WEST



EXISTING CONDITIONS-PHOTO CONTEXT (CONTD)



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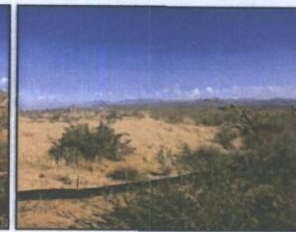
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27-LOOKING SOUTH



28-LOOKING WEST



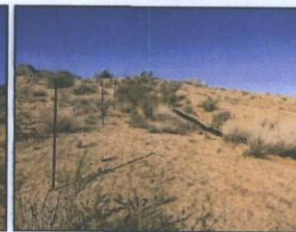
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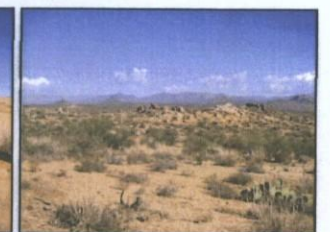
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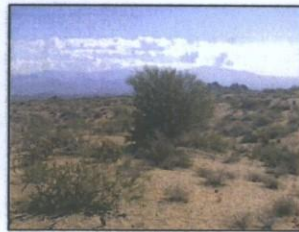
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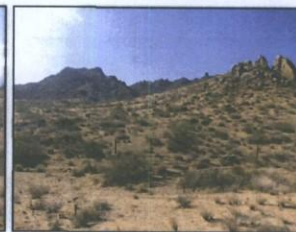
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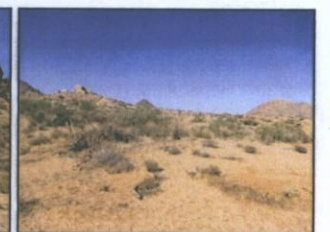
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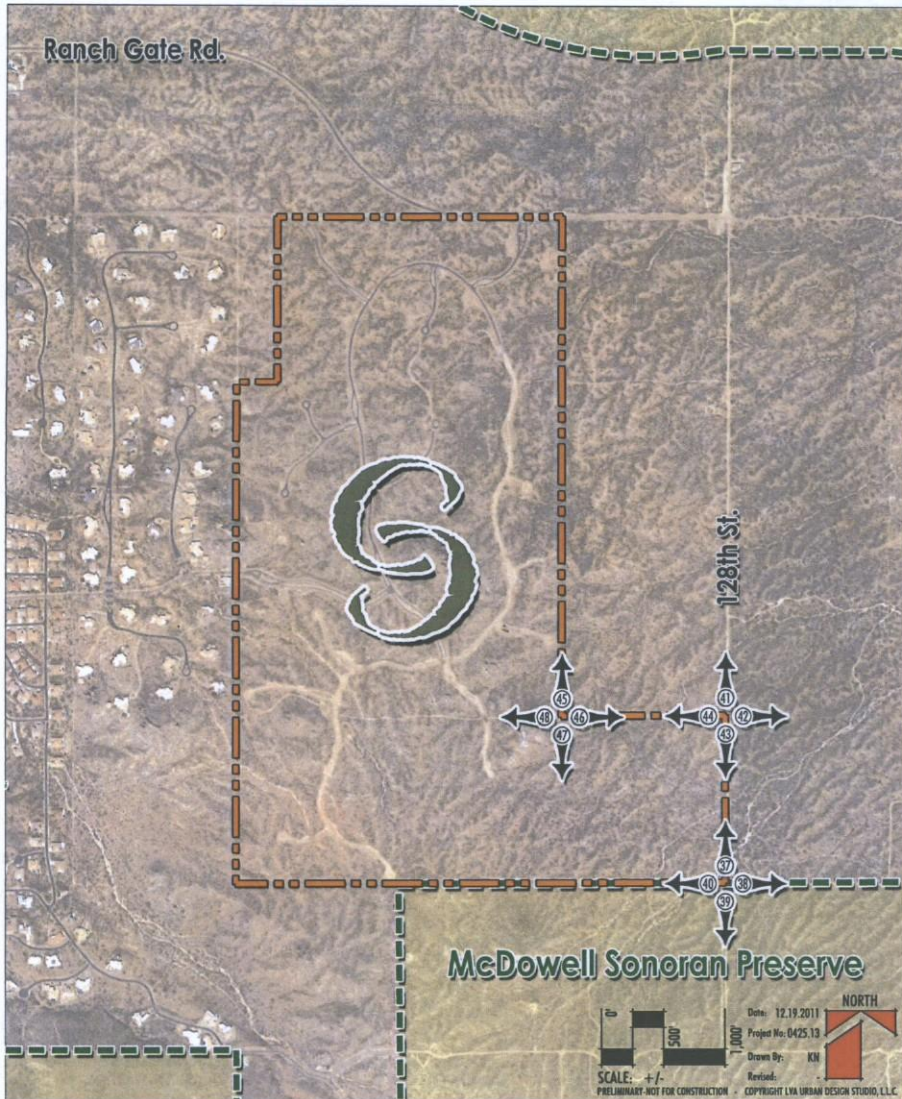
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35-LOOKING SOUTH



36-LOOKING WEST



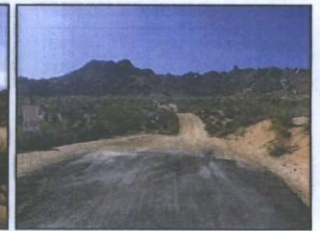
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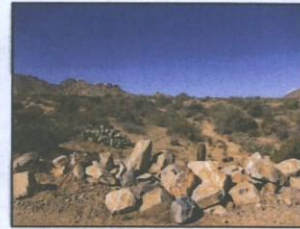
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38-LOOKING EAST



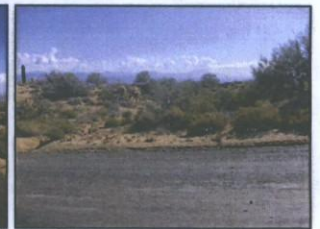
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40-LOOKING WEST



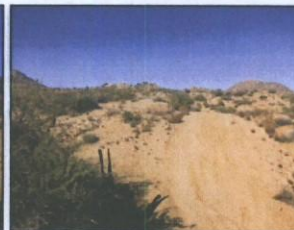
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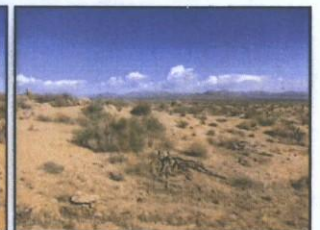
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43-LOOKING SOUTH



44-LOOKING WEST



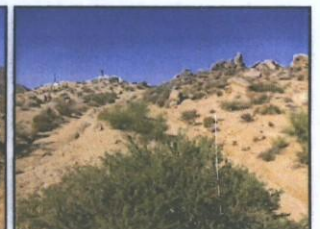
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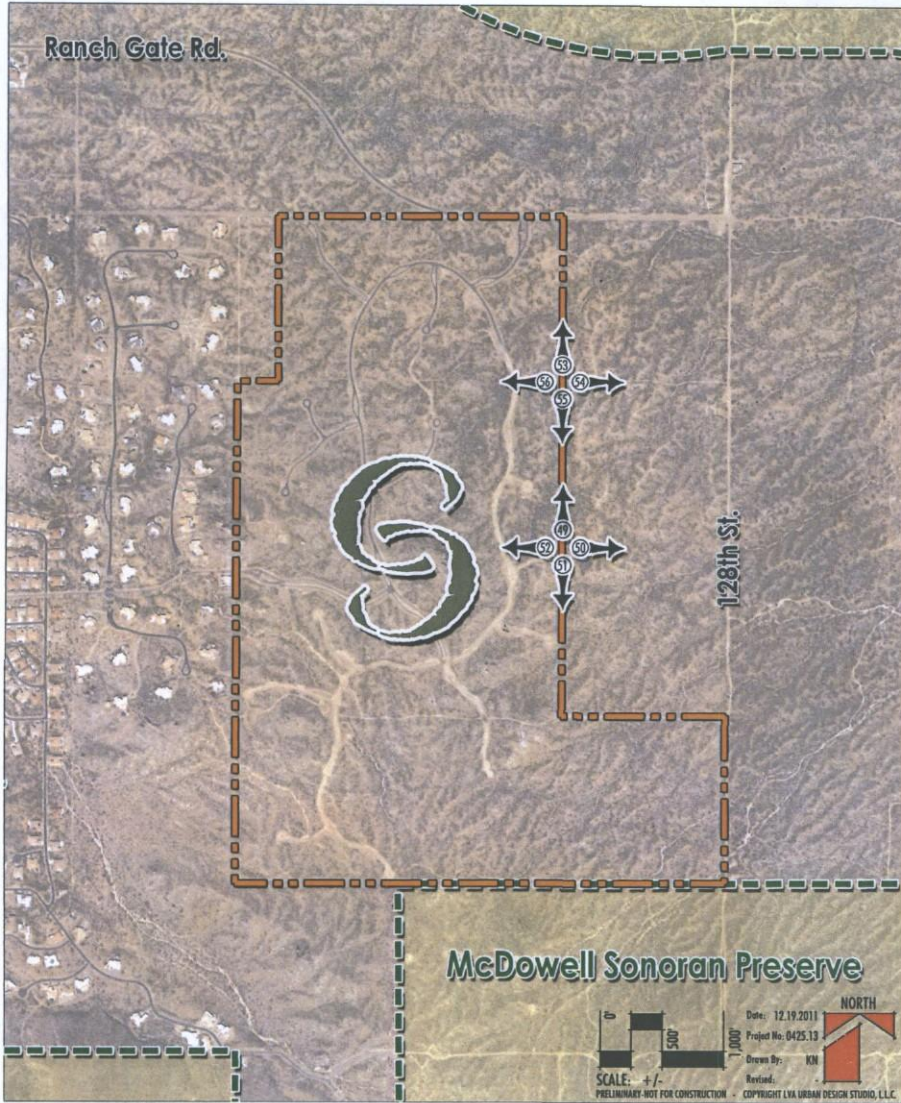
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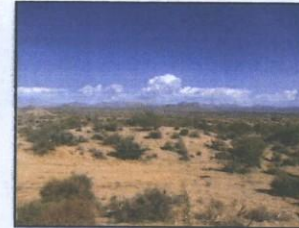
47-LOOKING SOUTH



48-LOOKING WEST



EXISTING CONDITIONS-PHOTO CONTEXT (CONTD)



49-LOOKING NORTH



50-LOOKING EAST



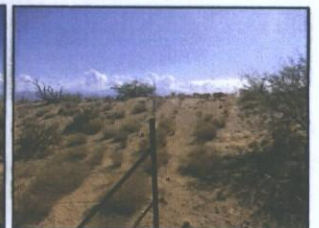
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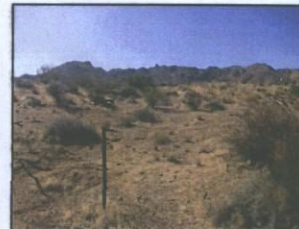
52-LOOKING WEST



53-LOOKING NORTH



54-LOOKING EAST



55-LOOKING SOUTH



56-LOOKING WEST



PUBLIC TRAILS PLAN

The McDowell Sonoran Preserve

For over a decade the expansion of the McDowell Sonoran Preserve has been a celebrated investment by Scottsdale's residents in their community. Today, the expanse of the Preserve extends across over 17,000 acres protecting Scottsdale's soaring mountain summits and desert lands. These protected lands are treasured by the citizens of Scottsdale, and by the tens of thousands of visitors that come to the City each year to experience the unique and stark natural beauty of the Sonoran Desert. The Preserve serves as a magnet to attract these visitors who come seeking both active and passive experiences associated with the desert.

Public & Community Trail Amenities Plan

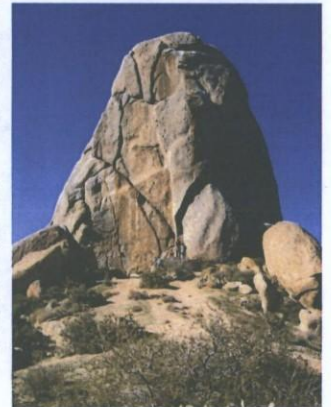
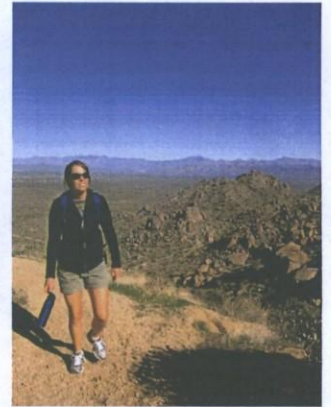
City of Scottsdale Trails Master Plan

The City Trail System Master Plan highlights the alignments of two proposed trail segments relative to the Sereno property. A secondary trail alignment is proposed along the 128th Street alignment north from the Tom's Thumb Trailhead, and an additional segment that extends west from the trailhead along the Paraiso Road alignment.

The existing Sereno Canyon master plan includes a commitment to construct a public trail segment that will extend west to east through the property linking the existing communities along Alameda Road with connections to the proposed 128th Street trail. Several existing trails, not depicted on the Master Plan, extend into the Preserve from the Trailhead, linking to a larger network of Preserve trails.

Tom's Thumb Trailhead

The Tom's Thumb Trailhead, located less than a half mile from the resort property, is on schedule to complete construction in mid-2012. Trailhead facilities will include low impact parking areas, shade structures and access points for the many miles of trails that have been established within the Preserve. When completed, the trailhead will represent an additional public jewel for the treasured McDowell Sonoran Preserve and represents an additional opportunity to instill value in the Preserve.



Trailhead and Trail relationship to Sereno Spa & Resort

The Tom's Thumb Trailhead, Preserve and the Sereno Spa & Resort are each entities that benefit from one another. The construction of the Trailhead at the southern terminus of 128th Street is a mechanism for managed access into the preserve, encouraging users of all abilities and interests to experience these public lands. The establishment of a low-impact resort just outside of the Preserve's front door, will further compliment the taxpayer investment that has been made in the Preserve, and will further these same objectives by expanding national and international recognition of the Preserve as a premier destination. This setting for the resort is on par with other iconic natural settings throughout the southwest like the Grand Canyon and Sedona.

The City's General Plan has long contemplated the adjacency of a resort use to the Preserve. This pairing acknowledges the economic benefits of such a relationship as well as the alignment with land use objectives and values defined within the General Plan. Resort guests and residents of the community will be able to walk to the trailhead via a network of public trails, enhancing quality of life and promoting controlled use of the Preserve.



On-Site & Off-Site Infrastructure

Constructed streets within the project are currently private and have been thoughtfully aligned to minimize the disturbance on the property and avoid the most sensitive areas. Primary access to the property is from the Ranch Gate Road entry at the northern edge of the community. A full access gate at the existing Alameda Road entry is located along the site's western edge and serves as an alternative access point to the property. An additional access point has been approved for 128th Street, but would not be constructed until future phases of the community are improved.

Prior to beginning the construction of on-site improvements within the Sereno Canyon property, Crown was required to extend approximately 3,300 feet of 118th Street to complete an existing roadway gap in the 118th Street alignment. Off-site improvements also included the construction of Ranch Gate Road between 118th Street and 128th Street, for a distance of approximately 7,000 feet.



Major water and sewer infrastructure has been constructed off-site and within portions of the current development. A water booster pump station was constructed during the initial phases of the Sereno development at the eastern terminus of Alameda Road. Off-site wastewater infrastructure improvements by Sereno included the construction of a sewer lift station near the intersection of 128th Street and Ranch Gate Road and a force main and gravity line within Ranch Gate Road. These improvements are intended to serve Sereno Canyon and neighboring communities by providing opportunities for future capacity scaling. On-site water and sewer improvements for Phase 1 were installed within the existing street network. Taps have been extended to adjacent properties to serve residences within future adjoining communities.

III. Planning and Policy Context

"Scottsdale is first and foremost a residential community and Southwest tourist destination where the diversity and arrangement of land uses is designed to enhance quality of life and ensure long-term prosperity" – 2001 Scottsdale General Plan



I. General Plan Overview

General Plan - Four Dominant Themes:

As part of the community visioning process to establish the current 2001 General Plan, the community and City Council established four Dominant Themes reflecting "Scottsdale's special qualities and the foundation for Scottsdale's long-term vitality." The four Dominant Themes identified in the General Plan are listed below and establish a foundation for the 2001 General Plan:

Sonoran Desert: *Our growth and development should proceed with clear awareness of the impact on our rare and beautiful environment.*

Resort Community: *Tourism and the constant influx of people from all over the world strongly affects our way of life as well as our economy.*

Arts & Culture: *Scottsdale's cultural assets are an integral part of the community a basis for further development.*

Health & Research: *Scottsdale has a culture of wellness and an optimistic spirit of innovation. Health, biotechnology, computer, and other high-tech businesses are a natural fit for the growing diversity of our community.*

The non-major General Plan Amendment and rezoning request pursuant to this application respects the themes identified above. The proposal is for a resort community with a focus on experiential tourism and health and wellness that celebrates the Sonoran Desert through context appropriate sustainable architecture, sensitive low-density site design, and connectivity to the McDowell Sonoran Preserve. Bringing tourism to the foot of Scottsdale's trophy preserve will enhance the economy for long term vitality and complement Scottsdale's special qualities.



General Plan - Six Guiding Principles:

This request is for a non-major General Plan Amendment to the land use category and map contained in the Land Use element of the General Plan. Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be analyzed. 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. The following section will provide a detailed description of how this request and proposed development satisfies, and is emblematic of, the Guiding Principles found within the City's General Plan.

The current 2001 General Plan land use designation for the site is Rural Neighborhoods. This category includes areas of relatively large lot single-family neighborhoods with densities averaging one house per one acre. The emphasis on preserving natural area open space and native desert vegetation contributes to the rural desert character of these areas. Due to a range of environmental features (ie: washes, boulder features , and native vegetation) typically found in the Rural Neighborhoods land use designation, preservation of these natural features is often achieved through clustering development and setting aside larger connective open space corridors.

The Resort/Tourism category is designed for a variety of resort concepts including free standing resorts, resort communities and master planned developments. When resorts are located in lower density areas, like the subject site, preservation of the desert character and environmental features is strongly encouraged, much like the Rural Neighborhoods land use designation. Placing resort uses next to meaningful open space provides a key amenity.



Sereno Canyon Spa & Resort will respect both the Rural Neighborhoods and Resort/Tourism land use designation by maintaining one unit per one acre density (350 units on 350 +/- acres) unlike other area resorts that are 3 to 4 times this density, preserving natural open space and environmental features by clustering development, and upholding the unique rural character and beauty of the Sonoran Desert.

II. The Guiding Principles/Elements of the General Plan

The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process providing a framework for proposed development. These goals and approaches are, however, not intended to be static or

inflexible and the General Plan clearly recognizes this by stating: "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 non-major GPA not only meets but exceeds the goals and approaches established in the General Plan.

This request is for a non-major General Plan Amendment to the land use category and map contained in the Land Use Element of the General Plan. As previously stated, the six Guiding Principles and twelve Elements (sub-categories of the Guiding Principles) articulate, via goals and approaches, how the appropriateness of a land use change to the General Plan is to be qualified. The following sections of the Project Narrative describes how the application and proposed development of the property satisfies the Guiding Principles within the General Plan.

A. Guiding Principle: Character & Lifestyle

I. Character and Design Element

The Character and Design Element states that "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 the community.

The design and development character of the Sereno Canyon Spa & Resort Community will be rooted in the same principles that the City has described here. The experiential resort theme celebrates the character and beauty of the Sonoran Desert environment. Visitors to the resort and residents of the community will choose Sereno Canyon because of its relationship with the nearby Preserve and the rugged landscape found throughout the property.



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.**

Response: Sereno Canyon's built environment will consider the unique qualities and character of the surrounding Sonoran Desert context and incorporate those qualities in its design.

2. **Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features.**

Response: The development of Sereno Canyon will have a strong emphasis on maintaining major vista corridors and protecting natural features. The property has a natural rolling terrain, containing numerous boulder elements that will be protected in conformance with the Environmentally Sensitive Lands Ordinance.

3. **Development should be sensitive to existing topography and landscaping.**

Response: Sereno Canyon will respond to the unique terrain and native vegetation of the site by blending with the natural topography of the land while minimizing disturbances to the natural environment and upholding the objectives of the Environmentally Sensitive Lands Ordinance.

4. **Development should protect the character of the Sonoran Desert by preserving and restoring natural habitats and ecological processes.**

Response: By clustering development and maintaining large open space corridors, natural habitats will be preserved and protected.

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.**

Response: The internal streetscapes will provide continuity through the use of cohesive native landscaping and design elements established in the development plan for Sereno Canyon. Additionally, a key element to the design and development of this property is the adjacency to the McDowell Sonoran Preserve

and ready accessibility to the Tom's Thumb Trailhead. Exterior streetscapes on 128th street provide enhanced scenic corridor setbacks as well.

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.**

Response: Sereno Canyon is adjacent to the McDowell Sonoran Preserve and is within close proximity to the Tom's Thumb Trailhead at the terminus of 128th Street. A multi-use trail network is planned to extend through the Sereno Canyon resort community, providing connectivity to these distinctive North Scottsdale amenities including public access through the site for the adjacent neighbors. Resort visitors will be able to avail themselves of on-site and off-site transportation services.

7. **Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.**

Response: The Sereno Canyon development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design.

8. **Buildings should be designed with a logical hierarchy of masses.**

Response: The building character planned for Sereno Canyon will embody a low-density, rural residential scale and environmentally sensitive development in balance with the surrounding environment and desert setting of the property.



9. **The design of the built environment should respond to the desert environment.**

Response: Inspired by the native Sonoran Desert context, Sereno Canyon will utilize an indigenous material palette with a variety of textures and natural finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the climate by providing abundant outdoor living spaces within the built environment.

10. **Developments should strive to incorporate sustainable and healthy building practices and products.**

Response: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized.

11. **Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.**

Response: The Sonoran Desert character will be upheld through the careful selection of planting materials in terms of scale, density, and arrangement.

12. **Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.**

Response: Sereno Canyon will implement a low-water use plant palette that is evocative of native desert landscaping and preserve existing vegetation found on site.

13. **The extent and quality of lighting should be integrally designed as part of the built environment.**

Response: Lighting will be designed in a manner that is respectful of the surrounding rural context and the City's dark-sky policy. Additional restrictions will be placed on the resort to eliminate pole lighting wherever not required by ordinance.

14. **Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.**

Response: Signage themes and project identification will be low-scale and appropriate for the area, and will emulate the architectural character established for Sereno Canyon.

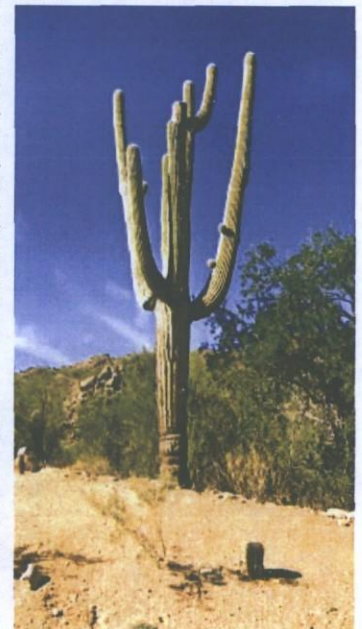
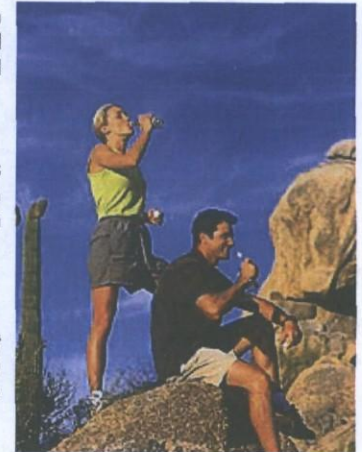
In addition to the character and design factors discussed above, this non-major GPA is consistent with the following goals and approaches contained within the Character and Design Element:

General Plan, Page 43

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 the Rural/Rural Desert Character type as containing relatively low-density, "generally one house per acre (1du/ac) and large lot development, including horse privilege neighborhoods and low-density resorts." 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 along the perimeter of the site.

The proposed land use amendment from Rural Neighborhoods to Resort/Tourism is consistent and compatible with the Rural/Rural Desert Character Type. The Sereno Canyon Spa & Resort will develop in a manner that is appropriate to its unique context and is sensitive to existing adjacent land use by implementing clustered development within the resort villas, resort casitas and main resort areas. Additionally, the east and west perimeter of the



property will maintain the currently platted R1-130 estate lots to provide a buffer and transition area from the resort community to the surrounding single-family residential.

The property is within the Dynamite Foothills Character Area. Character Areas are groups of neighborhoods that share the same overall character type and often have other unifying elements that distinguish the area. One of the key components of the Dynamite Foothills Character Area Plan (Goal 2, Strategy 3) is that resorts, which are encouraged, provide structures that maintain a rural-southwestern quality, maintain a low profile, and preserve meaningful desert open space. Specialty resorts (such as Sereno Canyon) surrounded by significant open space areas which embrace the desert setting and overall theme of the Dynamite Foothills are appropriate.

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

Response: The design envisioned for the property will respect 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 southwestern character and design quality typically associated with this area. Additionally, the applicant's approach to the proposed development is in harmony with the vision and framework of the Dynamite Foothills Character Area.

Identify Scottsdale's historic, archeological and cultural resources, promote an awareness of them for future generations, and support their preservation and conservation.

Response: The property contains several small archeological sites. These sites have been field walked and documented, and will subsequently be placed within protective easements to ensure that remaining materials are preserved. They may also become an education opportunity for resort guests.

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 plan proposal promotes a rich desert landscape palette as part of the overall site planning concept which will enhance the surrounding rural desert character, minimize building mass, and naturally integrate with adjacent properties. The applicant is committed to creating a specialty resort environment with architectural and landscape treatments that are distinctive and compliment the Sonoran Desert. The vision for the property celebrates the unique characteristics of the region while promoting a serene, peaceful, and inspiring resort experience. With all landscape design initiatives,

sustainable practices such as water conservation and the protection/ relocation of mature plant material will be prioritized.

Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the City.

Response: Lighting will be designed in an appropriate manner and respectful of the surrounding single family residential development, minimizing glare and compliant with the City's dark-sky policy consistent with the Dynamite Foothills Character Plan. Further, lighting levels and fixture placement will be similar to typical rural residential homes in North Scottsdale. Unique lighting standards will be selected to coincide with the high quality design of the overall project. As well, stricter controls will be placed on pole lighting for the resort unless required by code, by providing "bollard" lighting.

ii. Land Use Element

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

The General Plan states that the Rural Neighborhoods land use designation includes areas of relatively large lot single-family neighborhoods with densities averaging one house per one acre and "low intensity resorts". Due to a range of environmental features typically found in the Rural Neighborhoods land use designation, preservation of these natural features is often achieved through clustering development and setting aside larger connective open space corridors. With the proposed Resort/Tourism land use designation, the applicant intends to follow the same guidelines set forth in the Rural Neighborhoods designation by maintaining an average of one



dwelling unit per acre and preserving meaningful open space through a clustered development approach.

This non-major GPA is consistent with the following goals and approaches contained within the Land Use Element:

General Plan, Page 65

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

Response: The surrounding mix of land uses in the nearby area includes master planned communities such as Troon and Troon North and smaller residential subdivisions such as Sonoran Crest and Boulder Mountain Estates, to name a few, with a variety of suburban and rural residential lot sizes ranging from approximately 10,000 s.f. to over one acre. Although higher density developments associated with the Troon developments exist to the west, zoning districts within one-half mile of the property boundary include R1-130 ESL, R1-70 ESL, R1-43 ESL and R1-18 ESL, with overall densities averaging near one dwelling unit per acre. The proposed resort concept will include a range of project development types including resort estate lots, resort villas, resort casitas and the main resort with an overall maximum density of one dwelling unit per acre on the 350+/- acre resort site.

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 a specialty resort in a desert setting is an obvious fit. Maintaining a Citywide balance of land uses is an important planning goal that stimulates the economic base of Scottsdale. Sereno Canyon will provide a wider array of resort stay and housing options and leisure amenities to the community and generate additional regional appeal and tourism.

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

Response: The surrounding mix of land uses in the immediate area include master planned communities and smaller residential subdivision both with a variety of densities, large undeveloped tracts of land and the McDowell Sonoran Preserve. The numerous resort amenities provided at Sereno Canyon will include a trail system providing connectivity to the Tom's Thumb Trailhead and the McDowell Sonoran Preserve in keeping with the health and wellness concept of the resort. The McDowell Sonoran Preserve is a one of a kind recreational amenity that includes over 17,000 acres of Upper Sonoran

Desert and a vast network of trails, diverse wildlife habitat and majestic vistas enjoyed by the residents and visitors of Scottsdale.

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

Response: The Resort Star designation identified in the General Plan and on the Land Use Map indicates a long-standing need for resort land uses in the area. Considering the range of residential densities and context of the built environment in the nearby vicinity, this exclusive southwestern, environmentally sensitive, specialty resort opportunity is an excellent land use for the site, with an average density of one dwelling unit per one acre. Additionally, the proposal meets the goal of incorporating appropriate land use transitions to better integrate into surrounding neighborhoods by clustering the resort villas, resort casitas and main resort inward and buffering the property with estate lots on the east and west sides. Further, the proposed GPA will enhance the quality of life for community members by providing a unique resort opportunity. The neighborhood sensitive development as proposed for this project, all contributes towards an appropriate transition to existing development patterns, intensities and character.

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, play and visit based on the foundation of a dynamic, diversified and growing economic base that complements the community. As highlighted throughout the General Plan, the Economic Vitality Element focuses on tourism playing "an integral part of Scottsdale's identity while and it serves as the community's key economic engine, therefore its essential to the community to provide



and preserve appropriate natural, social and cultural environments and guest services that maintain and enhance the tourism experience." It goes further to say that "the preservation and enhancement of Scottsdale's tourism market is unequivocally critical to the continued economic health of the City."

Applied Economics Report Update

In October 2011, Applied Economics prepared the General Plan Economic Analysis: Development Forecast Update for the City of Scottsdale. The purpose of the study was to project levels of population and employment growth through the year 2030 based on market demand, and the competitive position of Scottsdale for certain types of development.

The study characterized the northern subarea (that portion of the City north of Deer Valley Road) with very low-density, high-end residential and resort-style development. The north subarea contains significant areas of vacant land with much of the land being held by the State Land Department and designated for desert preserve lands. The study goes further to say that although the economic downturn has affected the travel industry, travel experts indicate strong growth at both ends of the hotel/resort scale, with very inexpensive motels and super-luxury resorts dominating the marketplace. "This polarization, combined with trends toward 'experience tourism', the combining of work and leisure travel, and the increase in people traveling for health care reasons, all bode well for the future of the tourism industry in Scottsdale even if the size of the market is likely to be smaller than previously expected."

The study indicates that the hotel and resort industry in Scottsdale is projected to grow by roughly 30% with employment numbers increasing from approximately 15,000 to 20,000 employees over the next 20 years. These development and employment projections result in the number of hotel and resort rooms increasing from about 9,500 rooms today to nearly 12,000 rooms by 2030. The study forecasts the absorption of approximately 410 acres over the next 20 years for hotel/resort development, with the central and north subareas capturing the majority of the increase. It is projected that the north subarea will consume a larger number of resort acres as a function of the low intensity full-service luxury resort development and resort experience destinations expected to occur in this subarea, with far fewer rooms per acre.

This non-major GPA is consistent with the following goals and approaches contained within the Economic Vitality Element:

General Plan, Page 83

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

Response: Sereno Canyon represents a unique opportunity to implement the recommendations of the General Plan by utilizing the Resort Star designation to allow for the creation of a new and distinctive resort property in North Scottsdale. This resort opportunity will rival the State's best known specialty resorts and strengthen Scottsdale's position as a premier international and national tourism destination. The General Plan highlights the concept of preserving Scottsdale's natural environments to enhance the tourism experience. This low-density resort will focus on preservation of the natural desert through clustered site design, native landscaping and contemporary-architectural character while promoting health and wellness to its future residents and patrons. Sereno Canyon will include four main project development types including the main resort, resort casitas, resort villas and resort estate lots, all providing a range of residential living options and resort lifestyle opportunities.

C. Guiding Principle: Neighborhoods

i. Community Involvement Element

Public participation is an important component of successful planning, community building and decision making. Scottsdale prides itself as a community that encourages citizen involvement and public participation. The development team for Sereno Canyon has begun neighborhood outreach efforts through individual meetings with key stakeholders and City Staff. These efforts will be ongoing throughout the process to ensure the community is aware of the proposed development and encourage meaningful dialogue with the community. Additionally, a public open house meeting will be held and citizens will be notified and encouraged to attend to gather details about the proposed specialty resort. A complete Citizen Outreach Report will be provided with this



application documenting the outreach efforts and community feedback.

ii. Housing Element

Scottsdale has historically been a community that embraces a variety of housing opportunities to enhance the character, diversity, and vitality of the City, as well as respect and conserve the Sonoran Desert. Scottsdale encourages housing options that provide a wide range of opportunities for people and will provide sustainable, environmentally sensitive qualities that blend with the City's natural surroundings.

This non-major GPA is consistent with the following goals and approaches contained within the Housing Element:

General Plan, Page 98

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

Response: The development plan identifies four main development types including the main resort located on the southern edge of the project, resort casitas which will consolidate two units on a shared property, resort villas which may be large lot single family residential properties with densities averaging less than one dwelling unit per acre and lastly resort estate lots along the east and west perimeter consistent with the previously approved R1-130 zoning. These development types will provide a range of housing and guest facilities to enhance Scottsdale's unique tourism destination character and provide housing options to the community. The proposed low profile, residential scale architecture and environmentally sensitive building techniques, along with site design will ensure that Sereno Canyon will be in harmony with the surrounding community character.

iii. Neighborhood Element

The Neighborhood section of the General Plan focuses on Scottsdale's vision to preserve, reinforce, and where appropriate, revitalize the characteristics and enhance the 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 Neighborhood 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 important.

This non-major GPA is consistent with the following goals and approaches contained within the Neighborhood Element:

General Plan, Page 105

Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

Response: The proposed development is particularly adept at satisfying this goal as the General Plan encourages new resort/tourism development efforts within North Scottsdale utilizing context appropriate development strategies and design techniques. Additionally, developing this site as a low-density residential resort will encourage sensitive design and sustainability thereby melding the goals and strategies set forth in the Dynamite Foothills Character Plan and the Environmentally Sensitive Lands Ordinance. Sereno Canyon will promote open space linkages, contemporary-southwestern building elements and maintain a desert community distinguishable from other parts of Scottsdale and the metropolitan area. The sense of neighborhood will be strengthened by the provision of interconnecting public trails.



Guiding Principle: Open Space

i. Open Space and Recreation Element

The Open Space and Recreation Guiding Principle found within the General Plan specifically addresses the significance of the McDowell Sonoran Preserve, 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. Maintaining connected open space corridors, such as trail systems, wildlife and wash corridors, and continuous visual and functional linkages within and between local neighborhoods, reinforces the regional open space network.

This non-major GPA is consistent with the following goals and approaches contained within the Open Space and Recreation Element:

General Plan, Page 113

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 abundant 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 vista corridors, natural washes, natural topography, boulders and rock outcroppings and native vegetation. Preserving these amenities will contribute to an interconnectivity and relationship with the surrounding neighborhood, provide opportunities for trail connectivity, enhance view corridors, maintain wildlife corridors, and respect the special characteristics of the Sonoran Desert. The proposed development complies with the City's Environmentally Sensitive Lands Ordinance requirements.

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 Sereno Canyon's development plan and preservation of natural area open space as highlighted above, the goal of providing a comprehensive open space program that is responsive to the greater public need is upheld. Further, the open space network preserved through this development strengthens the City's desire to promote environmental sensitivity and trail connectivity, 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, encouraging green building standards and environmentally sensitive design philosophies, and maintaining meaningful, connective open space. The overarching theme is to bring a close and supportive relationship between natural resources, environmental quality and the economy of the area.

Further, the Preservation and Environmental Planning Element states that the vision behind preserving the McDowell Sonoran Preserve was to create an integrated desert open space system consisting of mountains, desert, and connective open space corridors that maintain scenic views, preserve natural wildlife habitats, protect archeological resources

and provide public access for passive outdoor recreational opportunities for the residents and visitors of Scottsdale.

This non-major GPA is consistent with the following goals and approaches contained within the Preservation and Environmental Planning Element:

General Plan, Page 132

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

Response: The development plan will retain Scottsdale's image and heritage of the Sonoran Desert through clustered site planning, exemplary environmental building design, and native landscape planning considerations. As previously mentioned new development will preserve native vegetation, wildlife habitats, natural resources, scenic views, and the overall aesthetic values inherent to Scottsdale and the visions established for the McDowell Sonoran Preserve.

Reduce energy consumption and promote energy conservation.

Response: The development program will focus on utilizing sustainable, climate sensitive building techniques (overhangs, recessed windows, shade elements, 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 commensurate with building techniques indigenous to the Sonoran Desert, which contribute towards reducing the heat island effect.

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 development program will focus on green building techniques by utilizing natural properties and low impact building materials, implementing solar energy opportunities, protecting and enhancing the natural features of the site, and evaluating water harvesting techniques all of which contribute to an environmentally sound and sustainable built environment.

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 chapters and the discussion of "sustainability", for the purposes of the General Plan discussion, relates 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 and development review process the City can evaluate appropriate dedications, development fees and infrastructure provisions associated with the proposed resort development.

F. Guiding Principle: Transportation

i. Community Mobility Element

The Community Mobility Element relates to protecting the function and form of regional air and land corridors and 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 prioritize 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 potential 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 non-major GPA is consistent with the following goals and approaches contained within the Community Mobility Element:

General Plan, Page 177

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: Sereno Canyon will be a destination resort providing an integrated resort concept offering a full range of amenities to its residents and visitors including low scale restaurants, a full service spa, a variety of resort rooms and lodging experiences, and a

multi-use trail network. The property has direct adjacency to the McDowell Sonoran Preserve and with its focus on health and wellness, visitors and residents will be encouraged to walk, hike, run, and bike on the trail system and enjoy the beauty of the natural Sonoran Desert setting. Resort guest will be able to utilize resort high occupancy vehicle transportation services.

Maintain Scottsdale's high aesthetic values and environmental standards in the city's transportation system.

Response: The perimeter and internal streetscapes will provide continuity through use of cohesive native landscaping and design elements established in the development plan for Sereno Canyon and will uphold the aesthetic values and environmental standards of Scottsdale. Primary access to the site will be from the north end of the property via Ranch Gate Road. Alameda Road will be restricted to exit only to minimize vehicular trips through the adjacent neighborhood. The internal streets are currently planned to remain as platted under the previous Serena Canyon subdivision approved in 2008.

III. Environmentally Sensitive Lands Ordinance

The City of Scottsdale's Environmentally Sensitive Lands Ordinance (ESLO) is a zoning overlay district adopted by the City Council in 1991, and amended periodically over the last two decades, to provide additional environmental protections for lands north of the Central Arizona Project canal encompassing approximately 134 square miles. The Ordinance provides requirements for the protection of these environmentally sensitive lands by ensuring the dedication of natural area open space, preserving natural elements, and requiring sensitive development of land uses within the desert setting. By adopting these standards, the City is able to better balance the preservation of the unique desert character with appropriate land use improvements.

To better define the objectives of ESL, the Ordinance contains twelve general statements that are provided below. These statements include responses that illustrate how the Sereno project conforms to the Ordinance's objectives.



A. Protect people and property from hazardous conditions characteristic of environmentally sensitive lands and their development. Such hazards include rockfalls, rolling boulders, other unstable slopes, flooding, flood-related mud slides, subsidence, erosion, and sedimentation.

Response: Extensive site planning and platting efforts previously completed on the property evaluated the site's most sensitive or potentially hazardous conditions. Environmental features that may pose a hazard or are simply unsuitable for development have been identified for protection and preservation through restrictive setback easements and designation within tracts to remove these elements from private lots. In accordance with ESLO objectives, Sereno Canyon will seek to limit interference or disturbance to significant environmental features.

B. Protect and preserve significant natural and visual resources. Such resources include, but are not limited to, major boulder outcrops and large boulders, major ridges and peaks, prime wildlife habitat and corridors, unique vegetation specimens, significant washes, and significant riparian habitats.

Response: Through a long and consistent history of site planning on the property, design has always evaluated the site's environmental and topographic elements prior to establishing the alignments of roadways and the extent of construction envelopes. To lose sight of the unique environmental features that make this property special would be to diminish the value of the project for both the community and the owner. Therefore, preservation of the property's distinctive Sonoran Desert character is essential.

C. Protect renewable and nonrenewable resources such as water quality, air quality, soils, and natural vegetation from incompatible land uses.

Response: Sereno Canyon will be developed in a manner that seeks to balance the impacts of development with the preservation and enhancement of resources found within and adjacent to the site. Extensive efforts will be made to institute low impact development practices, enhance the distribution of native vegetation for aesthetic, stabilization and habitat benefit, and ensure that stormwater runoff does not promote adverse conditions within or outside of the community.

D. Minimize the public costs of providing public services and facilities in ESL areas such as streets, water, sewer, emergency services, sanitation services, parks, and recreation. Costs associated with the design and development of infrastructure in environmentally sensitive areas can be higher than costs in other areas of the city due to the unique and fragile nature of such lands.

Response: The applicant has a demonstrated history of infrastructure development that benefits both the property and the community. These improvements have been constructed in a manner that does not adversely impact the sensitive environmental context of the area.

E. Conserve the character of the natural desert landscape. Guide the location and distribution of meaningful on-lot and common tract open space and protect sensitive environmental features to sustain the unique desert character found in ESL areas.

Response: The vision for Sereno Canyon has long been that the natural environment is the property's most significant asset. A carefully crafted balance between meaningful open space and sensitive development will result in a sustainable resort-oriented community that will be recognized for sensitive development.

F. Recognize and conserve the economic, educational, recreational, historic, archaeological, and other cultural assets of the environment that provide amenities and services for residents and visitors.

Response: The project intends to enhance awareness, education and access to desert areas. The resort will bring new residents and visitors to the front door of the McDowell Sonoran Preserve to celebrate the same objectives that led to the creation and adoption of ESLO and the McDowell Sonoran Preserve.



F. Assure that decisions regarding development in environmentally sensitive areas are based on complete and accurate information about the environmental conditions including drainage features and probable development impacts.

Response: Prior to establishing a program for land use and site improvements, a comprehensive assessment of City and local policy and mapping resources was conducted. By compiling this data and integrating it with detailed aerial photography, topographic mapping and an on-site evaluation of existing conditions, the applicant was able to develop a plan that ensures that the best design practices are implemented. This process results in a responsible approach to site development in ESLO areas, and reflects the meticulous forethought that has been incorporated into this development proposal.

G. Minimize the impacts of development by controlling the location, intensity, pattern, design, construction techniques, and materials of development and construction.

Response: Quality communities are the result of design and building practices that seek out the unique aspects of property and allow future residents and visitor to enjoy the natural desert environment. Sereno Canyon will be designed in a manner that embraces the unique North Scottsdale rural lifestyle through clustered site planning techniques, preservation of meaningful open space areas and implementation of multi-use trail connections.

I. Retain the visual character of the natural landscape to the greatest extent feasible by regulating building mass, location, colors, and materials; grading location, design and treatment; and landscaping design and materials.

Response: Sereno Canyon is intended to represent an extension of the unique Sonoran Desert environment in which it is located. Guests and residents of the resort will experience the serenity and natural beauty of the desert. The resort will develop a comprehensive program of design guidelines that will promote the integration of natural materials and form into the structural and aesthetic components of the project. Graded areas within the property have been carefully evaluated to blend within the existing topography and reduce the overall amount of impact.

J. Maintain significant open spaces which provide view corridors and land use buffers, protect landmarks and large boulders, and prime wash habitats, by preserving these features in their natural state to maintain the city's unique desert setting.

Response: The significant natural features found within the property along with remarkable scenic views represent the site's most valuable assets. These significant features will be protected to ensure that all visitors and residents share a mutual benefit. Natural vegetation within protected areas will be treated with preservation methods to maintain

the community's natural desert appeal and protect natural wash and wildlife habitat corridors. Open space is concentrated around significant natural features and along the east and west edges for buffering. A scenic corridor along 128th street with a width of 100 feet will be dedicated.

K. Protect environmentally sensitive lands, while also recognizing the legitimate expectations of property owners and the city's overall economic goals.

Response: Site planning of the property took special care to inventory and evaluate the natural context of the site. The most sensitive portions of the property were designated as preservation areas within commonly held tracts or natural area open space easements. With these protections in mind, it was equally important to strike the appropriate balance between preservation area and development area. The boundary between these areas is intended to be seamless and ensures that the distinction between improved areas and natural areas is subtle.

The designation of the specialty resort use on the property is an effective means by which to raise awareness of the significance and importance of Scottsdale's preserve lands, by inviting visitors and Scottsdale residents to share passive and active experiences that allows for each person to appreciate the value of the immense McDowell Sonoran Preserve. This resort opportunity will rival the State's most well-known specialty resorts and strengthen Scottsdale's position as a premier international and national tourism destination, which is a fundamental goal of the General Plan.

L. Encourage innovative planning, design, and construction techniques for development in environmentally sensitive areas.

Response: The development plan for Sereno Canyon will retain Scottsdale's image and heritage of the Sonoran Desert through clustered site planning, exemplary environmentally sensitive building design, and native landscape planning considerations. New development will preserve native vegetation, wildlife habitats, natural resources, scenic views, and the overall aesthetic values inherent to Scottsdale and the visions established for the McDowell Sonoran Preserve.



Dynamite Foothills Character Area Plan

Scottsdale's many character areas are established to recognize unique environmental and community attributes found throughout the City. The Dynamite Foothills Character Area Plan ("DFCAP") was the result of an extensive localized planning effort in 2000 to identify and promote the character of the area generally east of the 112th Street alignment to the eastern edge of the City boundary, and extending several miles north and south of Dynamite Road.

The DFCAP identifies several goals and strategies for future development character, focused on preservation of the area's rural desert character, recognition of the unique topographic diversity and the promotion of open space with particular emphasis on supporting efforts to establish the McDowell Sonoran Preserve.

The Plan is administered as City policy with associated guidelines, but is not intended to specifically regulate or control individual properties – only to make recommendations in the interest of promoting three main goals. The three primary goals of the DFCAP are discussed below. The applicant intends to support and comply with the recommendations of the DFCAP and the plan's goals and strategies share a strong correlation with the Sereno Canyon development plan.

GOAL 1: Preserve the existing Rural Desert character for the Dynamite Foothills which will result in a unique desert community distinguished from other parts of Scottsdale and the Valley.

Response: The Sereno Canyon development team recognizes the unique character of the Dynamite Foothills and Scottsdale's ESLO land and as result has given thoughtful consideration to the placement and relationship of this low-density resort within the existing desert environment. As part of the planning process for Sereno Canyon, the applicant evaluated the locations of natural washes, boulder feature, viewsheds, areas of concentrated vegetation, the location of surrounding homesites and existing zoning patterns within the area. It was determined that by clustering development, which works to protect sensitive environmental features and open space corridors, the preservation and protection goals of the DFCAP are being achieved. Sereno Canyon is adjacent to the McDowell Sonoran Preserve and within close proximity to the Tom's Thumb Trailhead at the terminus of 128th Street. A multi-use trail network is planned for the Sereno Canyon resort community which will provide connectivity to these distinctive North Scottsdale amenities.

GOAL 2: Recognize the topographic diversity of the Dynamite Foothills area and provide guidelines for balancing the relationship of different types of development to the unique environmental nature of the area.

Response: Sereno Canyon has created a development plan which includes a framework for residential resort development and incorporates techniques for site planning and context appropriate building design, preservation of open space, trail connectivity and native desert landscaping guidelines. The DFCAP highlights the consideration for different types of development including resorts within the character area provided they promote a rural-southwestern feel, maintain a low profile and preserve meaningful open space. It goes further to say that these specialty resorts shall be surrounded by open space to embrace the desert environs. The protection of these features will be achieved through clustered development separated by a series of natural areas open space easements. This approach balances the relationship between different types of development while preserving the unique environmental qualities of the character area.

GOAL 3: Promote open space in accordance with the CityShape 2020 Guiding Principles and the recommendations of the Desert Preservation Task Force, and support the efforts of the McDowell Sonoran Preserve Commission to provide open space.

Response: The Sereno Canyon project recognizes the economic and intrinsic value of the natural desert and the role that it plays in promoting the experience that many residents and visitors seek in Arizona. The project is committed to a comprehensive open space program and has imposed policies that protect and preserve its natural features through the placement of clustered development and environmentally sensitive site planning. The dedication of natural area open space for the benefit of the community and adjacent communities was a primary consideration when first identifying key site planning objectives. Among the number of resort amenities provided at Sereno Canyon, a multi-use trail system providing connectivity to McDowell Sonoran Preserve and Tom's Thumb Trailhead is planned to enhance the health and wellness concept of the resort. The McDowell Sonoran Preserve is a one of a kind recreational amenity that includes over 17,000 acres of Upper Sonoran Desert and includes a vast network of trails, diverse wildlife habitat and majestic vista corridors enjoyed by the residents and visitors of Scottsdale.

Conformance with the Dynamite Foothills Character Area Plan

The Sereno Spa & Resort project recognizes the economic and intrinsic value of the natural desert and the role that it plays in promoting the experience that many visitors and residents seek in Arizona. The project is committed to a comprehensive open space program to provide open space in excess the City's minimum requirements and has imposed policies that protect and preserve:

Road Improvements

- Encourage street alignments that respond to the natural terrain where possible.
- Maintain the "dark skies" in the area by discouraging street lights on local and collector streets.

- Use native vegetation in streetscapes.

Conformance with the Environmentally Sensitive Lands Ordinance (ESLO)

- Implement design guidelines from the ESL Ordinance to minimize impacts on the natural environment.
- Encourage development proposals which exceed the existing natural area open space (NAOS) and design requirements of the ESLO.

Resort Uses within the Dynamite Foothills Character Area

- The City may consider resorts in the Dynamite Foothills area if structures maintain a rural southwest feel, maintain a low profile, and preserve meaningful open space.
- Specialty resorts with large areas of open space to further the desert theme of the Dynamite Foothills will be considered.

Open Space

- Encourage the use of natural area open space in site planning and subdivision layout to ensure an overall openness to subdivisions.
- Encourage the integration of natural area open space throughout development projects and on the perimeter of projects to ensure open space connections.
- Encourage large contiguous areas of open space.
- Encourage the development of a meaningful open space system which connects open space throughout the area and outside the Dynamite Foothills area.



Natural & Cultural Elements

- Restrict development in watercourses.
- Sustain natural flora and fauna resources and systems through the provision of natural area open space.
- Preserve and protect unique open spaces, and archaeological and historical sites.

Trails

- Encourage a connected public trail system, separate from the streets.
- Provide links between traditional public trails and shared-use trails.
- Provide multiple street and trail access into and throughout residential neighborhoods.
- Designate and sign appropriate public access to the McDowell Sonoran Preserve.
- Encourage a trail system which connects to open space.

Sensitive Design in the Built Environment

- Encourage the use of native or desert landscaping.
- Discourage the use of perimeter walls.
- Designate grading/construction envelopes during the development of the site to protect surrounding natural desert.
- Encourage the use of vegetation screens berming that fits the nature of the local terrain, rail fencing and the like, instead of solid walls.
- Consider cluster development as a means to provide a range of housing types and as a further approach for maintaining area in their natural state.

Dynamite Foothills Character Area Implementation Program: Design & Performance Guidelines

The following Design & Performance Guidelines are taken from the Dynamite Foothills Character Area Implementation Program document that was adopted in 2000. The guidelines share a strong correlation with the Sereno Spa & Resort development plan.

Low Density Specialty Resorts

Location Criteria

- Specialty Resort uses should be adjacent to but not encroaching upon major natural open space areas (e.g. McDowell Sonoran Preserve) to enhance access and transitions to these open spaces.
- Specialty Resort uses should not be accessed from local residential streets so traffic for such uses does not mix with local residential activity.

Land Use Relationships

- Buildings, recreational facilities and parking areas should be located at least 300 feet from adjacent residential lots to minimize the contrast of such uses with residential areas.
- Parking areas and loading/services areas should not be visible from adjacent parcels in order to achieve a rural, residential character.

Sensitivity to Setting

- Buildings should be residentially scaled and in concert with the Rural Desert character. Guest ranch, casita scale buildings are preferred. Any building larger than 12,500 square feet should provide additional setbacks in order to maintain compatibility with the residential setting.
- Recreational facilities should be sited in low areas, such as on terraces next to washes.
- Designate grading/construction envelopes prior to the development of a site to protect the surrounding natural desert areas from construction encroachment.

Physical Character

- The minimum separation between buildings should be 40 feet so that they appear similar to single family houses in their layout.
- Complex building design and multiple roof types/forms should be used to provide interest. Structures should work with the topographic form of the site so that the natural form of the land is retained.
- Building materials should be southwestern rural and indigenous, where possible.
- Low density specialty resorts should maintain a Rural Character and residential appearance.



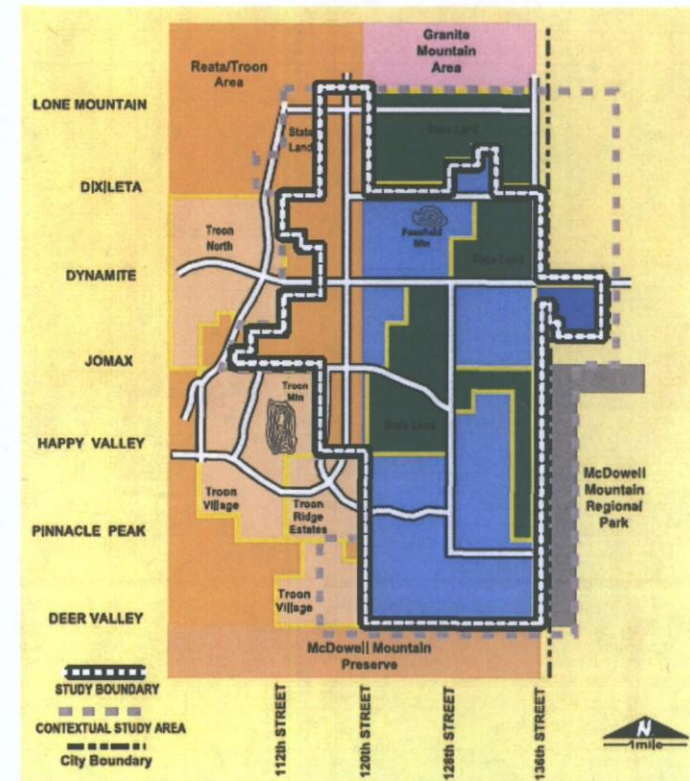
Streets

General Roadways

- All local roads should provide a minimum of 20 feet of pavement (or other approved surface) with shoulders creating a 28 foot passable width to accommodate emergency vehicle access and provide adequate drainage.
- Require that street signs are readable at night and under adverse weather conditions whatever the design of the sign.
- Where possible and in order to reduce the grading associated with roads, common driveways serving up to four residences should be used.

128th Street

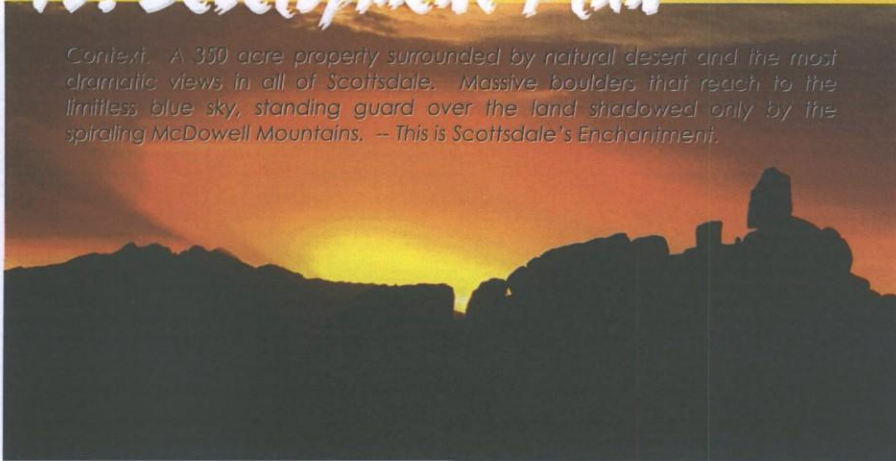
- Because of the visibility, significance and access to the McDowell Sonoran Preserve, the street should be placed in a scenic corridor/open space averaging 300 feet in width.
- South of Jomax Road, the road design should incorporate split roadways to protect rock features and reduce cuts and fills on sideslope areas.
- Vertical curves should be maximized to work with the terrain
- Road access points should be limited to ¼-mile intervals in order to maximize the desert sitting along the road.



DYNAMITE FOOTHILLS CHARACTER AREA PLAN STUDY BOUNDARY

IV. Development Plan

Context. A 350 acre property surrounded by natural desert and the most dramatic views in all of Scottsdale. Massive boulders that reach to the limitless blue sky, standing guard over the land shadowed only by the spiraling McDowell Mountains. -- This is Scottsdale's Enchantment.



The Sereno Canyon Spa & Resort will be a premier resort community emphasizing strong relationships with the McDowell Sonoran Preserve, coupling a world class resort destination with a resort community. The resort project is proposed as a 350 room/unit community with an overall density that will not exceed one dwelling unit per acre. Although overall community density will be relatively low, Sereno will further ensure its sensitivity to adjacent properties by maintaining very low density along the project's western and eastern edges. Not only is the overall density of the community consistent with Scottsdale's General Plan land use designation of Rural Neighborhoods, it limits itself to be a far lower density than allowed (8du/ac) and well less than other area resorts that are 3 to 4 times more intense.

Development Goals:

- Promote relationships between resort guests and the Sonoran Desert by offering experiences that are enhanced by the proximity to the Preserve.
- Mandate a regimen of tightly regulated design and development practices that seek to minimize the scale and footprint of the community upon the natural environment.
- Identify a proper and meaningful balance of developed uses and open space adjacent to the Preserve.
- Consider establishing a unique long-term relationship with the McDowell Sonoran Preserve to supplement funding of education and park protection programs, for the benefit of visitors and residents of Scottsdale.

Conservation

Crown's progressive approach to establishing partnerships with community organizations that promote conservation and education are founded in its other portfolio properties. As an example, the Little Nell Hotel in Aspen has long maintained a partnership with the Aspen Valley Land Trust donating matching funds from guests and the company to the Trust. Similarly, the Sereno Resort & Spa is committed to considering a long-term working relationship with the McDowell Sonoran Conservancy and the City to enhance preservation and Preserve maintenance efforts. Initial discussion with the Conservancy has explored an opportunity for the organization to maintain a presence within the resort itself to share education and recreation opportunities with resort guests, enhancing awareness and heightening experiences associated with the McDowell Sonoran Preserve and the Sonoran Desert in general.



Relationship to Adjacent Properties

Land uses on the Sereno property have been sensitively defined to buffer the proposed resort community on adjacent properties. Development density will be concentrated within the center of the 350 acre property, with the lowest density units at 1 home per 3 acres, located on the project perimeter. Currently, residential development is only established on a single side of the property (west), although additional residential has been platted to the east. North of the Sereno property is State Land and no indication of land use type has been specifically defined. The McDowell Sonoran Preserve is located immediately south of the property with a major public trailhead currently under construction at the southern terminus of 128th Street less than a half mile from the resort.



Non-Major General Plan Amendment Overview

The request is for a non-major General Plan Amendment ("GPA") from the Rural Neighborhoods land use category to the Resort/Tourism land use category utilizing the "Resort Star" designation identified in the 2001 General Plan on approximately 350 +/- gross acres located at the southwest corner of Ranch Gate Road & 125th Place. The density proposed will remain within the general density ranges supported by the Rural Neighborhoods designation by not exceeding one dwelling unit/acre. The project Land Use Concept proposes 350 residential units and/or resort keys on 350 +/- acres.

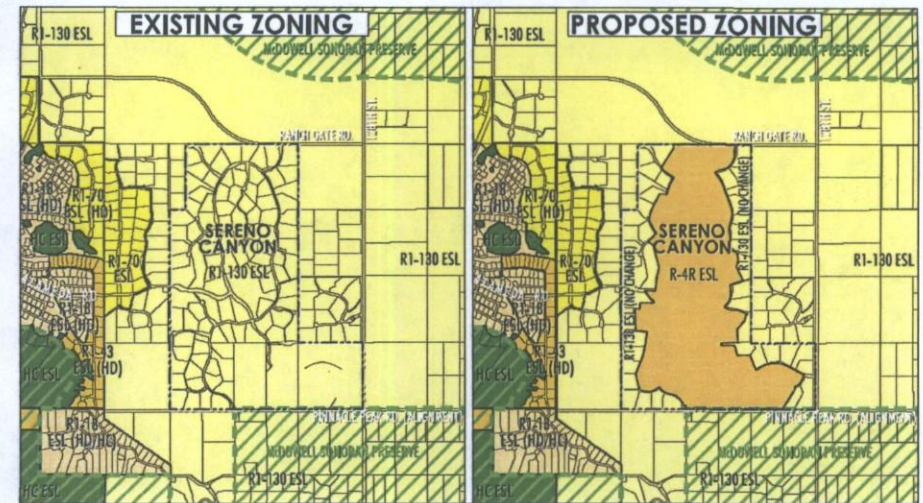


- PROPERTY BOUNDARY
- CITY BOUNDARY
- GENERAL PLAN LAND USE DESIGNATIONS
- RURAL NEIGHBORHOODS
- SUBURBAN NEIGHBORHOODS
- RESORTS/TOURISM
- NATURAL OPEN SPACE
- DEVELOPED OPEN SPACE (PARKS)
- MCDOWELL SONORAN PRESERVE (AS OF 8/2003)
- RECOMMENDED STUDY BOUNDARY OF THE MCDOWELL SONORAN PRESERVE
- RESORT DESIGNATION LOCATION NOT YET DETERMINED
- ★ PROPOSED RESORT DESIGNATION LOCATION

Re-Zoning Overview

In conjunction with the non-major GPA, the establishment of the Sereno Canyon Spa & Resort will require a request for rezoning of a portion of the Property from the existing R1-130 ESL to R-4R ESL. The rezoning request will not include all of the Sereno Canyon project area (350 +/- acres), but instead will be limited to the central 222 +/- acres of the site. The remaining R1-130 ESL area (128 +/- acres), on the east and west boundaries of Sereno Canyon, will develop as originally approved at a density of one dwelling unit per three acres (0.37 du/ac). The R1-130 ESL zoning is consistent with surrounding zoning patterns. The rezoning request to modify the existing R1-130 ESL district to the R-4R ESL district will allow for a combination of resort and residential product types consistent with specialty resort communities identified in the General Plan for this area of North Scottsdale.

- PROPERTY BOUNDARY
- COS ZONING DESIGNATIONS
- HC ESL
- R1-130 ESL
- R1-70 ESL
- R1-70 ESL (HD)
- R1-43 ESL (HD)
- R1-18 ESL (HD)
- R1-18 ESL (HD/HC)
- R-4R ESL







Project Land Use

The development plan carefully integrates the improvements with the natural environment. Large, contiguous and meaningful open space areas will extend through carefully selected development envelopes. The community will include a diverse mixture of resort and residential uses that will promote opportunities for residents and resort users to experience the Sonoran Desert in a natural context, providing convenient and managed trail access to the City's expansive Preserve lands. Providing such direct accessibility to the Preserve through the Tom's Thumb Trailhead area for tourism and recreation is a unique opportunity, one not found in any other Scottsdale resort property.

The interior of the project will include an integrated resort and residential community concept pursuant to the proposed R-4R zoning. The western and eastern edges of the property will remain as large estate lots, maintaining the existing R1-130 ESL low density zoning. Within the property, development densities will be much lower than those found in traditional resort communities, reinforcing the project's emphasis on open space protection and preservation and consistency with the intent of both the City's General Plan and the Dynamite Foothills Character Area Plan. Both documents serve as guides for the intended development character for this region of Scottsdale and have been referenced extensively to ensure conformance. In addition, the Environmentally Sensitive Lands Ordinance (ESLO) has been a guide for best development practices on sensitive lands such as Sereno. In addition to meeting the objectives of the ESL Ordinance and development standards, many of Sereno's own standards will exceed requirements of ESLO.

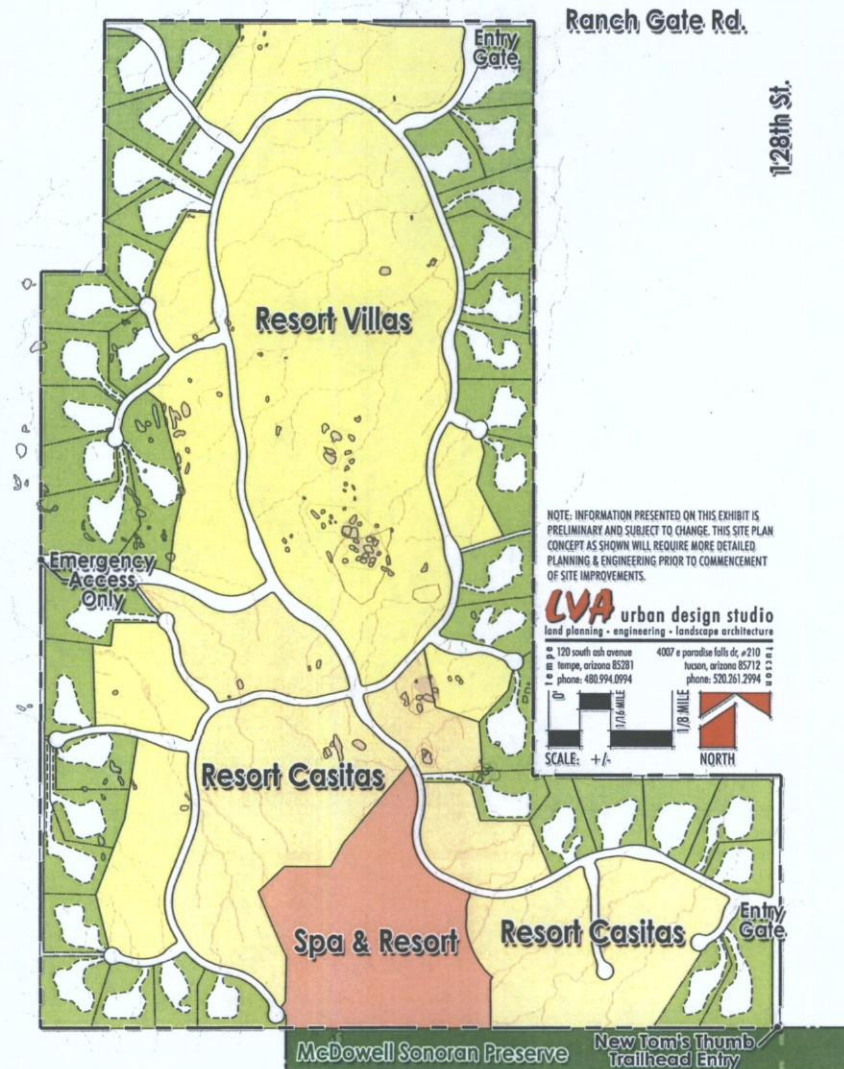
The following sections describe the general development character of the four proposed land use types within the Sereno Canyon Spa & Resort Community. The product types proposed within the Resort Estates, Resort Villas and Resort Casitas are characterized as dwelling units and not resort units or "keys".

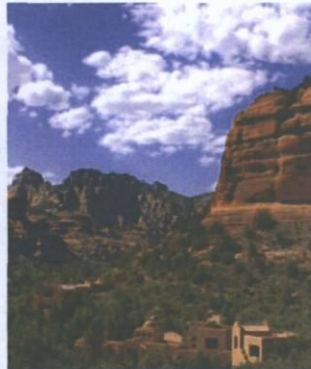
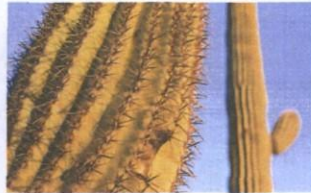
LEGEND

	<u>GROSS ACRES</u>	<u>KEYS/ UNITS</u>	<u>PROPOSED ZONING</u>
 RESORT ESTATES	129	44	R1-130 ESL*
 RESORT VILLAS	126	102	R4-R ESL
 RESORT CASITAS	71	108	R4-R ESL
 SPA & RESORT	24	96	R4-R ESL
TOTAL	350 Ac	350 Units	
		1.0 Du/Ac	

*Existing Zoning - No Change

CONCEPTUAL LAND USE PLAN





Spa & Resort

The Sereno Canyon Spa & Resort is the jewel of the Sereno community, intended as a premier destination for Scottsdale visitors, nationally and internationally. The resort itself will be low-impact, intending for the architecture to be an example of thoughtful quality, but understated so as not to be out of context or scale with the natural beauty of the property. Also proposed is a spa of similarly understated character, but intended to rival the most recognized names in the industry. To further compliment the relationship between the resort and open space, the Resort & Spa element will be located at the southern edge of the Sereno property, along the boundary of the McDowell Sonoran Preserve.

Emphasis during the design and construction of the resort will focus on integration with the natural environment, prioritizing methods to preserve the natural characteristics of the site and utilize native elements from the property in its construction. The resort concept is for two primary buildings that will include limited meeting, gathering and reception space, a world class spa and ancillary resort and restaurant amenities and limited retail. Each of the ninety six proposed resort units will be thoughtfully located and oriented to protect sensitive environmental features and capture views to the Preserve and to the many distinct mountains and valleys that surround the site. Maximum building heights for the spa & resort component of the community will be reduced from 36 feet to a maximum of 29 feet to minimize the massing of the site improvements.

Resort Casitas

The resort casitas are envisioned as a duplex dwelling unit type that combines two dwelling units within a single structure. These units will share a common wall and common driveway and will be designed to provide the appearance of a single family home. The casitas will share a close relationship with the resort and may be wholly or partially managed as a component of the resort property with services available for guest use. Alternatively, some units may be privately owned with access to the resort amenities and services. The development plan proposes 108 Casita dwelling units, generally located proximate to the main spa & resort parcel. Building heights within the resort casitas area will be limited to 24 feet from existing grade per the ESL Ordinance. In areas where the resort casita dwelling units abut the R1-130 zoning district (resort estates), a 100 foot single-story restriction buffer will be enforced per the requirements of the R4-R zoning district.

Resort Villas

The resort villas are a single-family detached housing product that will allow for private ownership but with the option of utilizing the services and amenities of the resort including the ability to be occupied by resort guests. The Sereno development plan proposes 102 Resort Villa units generally located as a transition housing type

between the larger Resort Estate units and the smaller Resort Casita housing type. Dwelling units will be carefully situated within defined development envelopes to ensure that the most sensitive portions of the property are protected with natural area open space easements. Resort villa building heights will be limited to the 24-foot maximum allowed by the Environmentally Sensitive Lands Ordinance. In areas where the resort villa dwelling units about the R1-130 zoning district (resort estates), a 100 foot single-story restriction buffer will be enforced per the requirements of the R4-R zoning district.



Resort Estates

The resort estate lots located along most of the project's perimeter will maintain the existing R1-130 ESL zoning at an already approved density of approximately one home per three acres. These lots maintain a significant portion of the overall property's natural open space to provide buffering and compliment densities in adjacent communities. A majority of these lots are currently platted and will not be modified from their existing configuration. Resort estate homesites will contain large custom homes within pre-established development envelopes to ensure that the most environmentally sensitive portion of the lot are protected. Building heights within the resort estate area will be limited to 24 feet from existing grade per the ESL Ordinance.



On-Site Roadways

A network of existing and planned private roadways will serve the community with the primary entry maintained at Ranch Gate Road. Establishing the Ranch Gate entry as the primary access point to the community benefits adjacent communities by reducing or eliminating traffic to other existing and proposed access points. All internal streets will remain private.

The existing Alameda Road entry gate along the western edge of the property is currently full access and was originally constructed with the intent that it would serve as the primary ingress and egress to the community. The applicant has worked extensively with adjacent residents to address traffic concerns on Alameda Road. As a result of these discussions, the proposed development plan proposes to restrict all non-emergency access through this gate. The existing gate structure and entry improvements on Alameda Road will remain in place to limit access to emergency vehicles only.

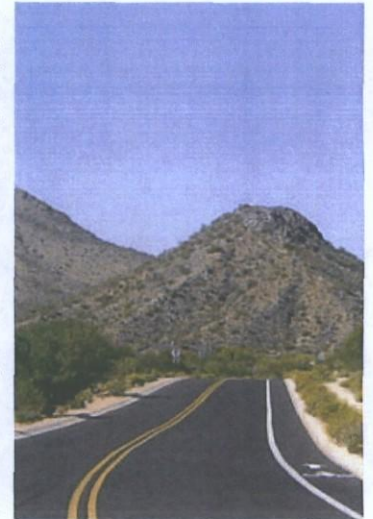
During future phases a future full-access gate will be constructed on 128th Street to allow for secondary access to the Sereno site and will serve as the primary ingress & egress for resort guests. The proposed internal street network is generally consistent with alignments approved with the previous zoning and platting of the property.

Open Space Plan

Natural area open space is the primary amenity on the site, reflecting a diversity of vegetation, minor washes and dramatic boulder outcroppings. All residential dwelling units will be developed in conformance with ESL requirements and defined by construction envelopes. Natural areas outside of these defined construction envelopes will be monitored against encroachment throughout the development of the property and protected through a series of legal documents including NAOS easements and CC&Rs.

Using techniques defined by the Environmentally Sensitive Lands Ordinance, the minimum open space requirement on the property is determined to be 153 acres. Approximately 60 acres of Natural Area Open Space, or 46% of the overall site's required open space, will be located within or in associated with the forty-four R1-130 ESL perimeter (resort estates) lots along the western and eastern edges of the property. The application of significant open space on the property edges is consistent with previous site plan approvals and provides significant natural buffers to adjacent communities and Preserve areas. An additional 93 acres of natural area open space will be provided within the core of the resort community.

The primary open space areas within the property are intended to be contiguous, allowing for uniformity of natural areas and maintenance of wildlife and drainage




corridors. Larger open space areas are concentrated around dominant boulder outcroppings, hillside areas and significant washes.

On-site retention basins will be a component of the natural area open space. In general, basin areas will not be graded, but instead utilize the existing topography with limited constructed earthen weirs at the outlet end, to pond up water in accordance with the City's drainage ordinance. The limited footprint of the earthen weir improvements (and any other disturbance) will be identified at revegetated NAOS, with the remainder of the undisturbed basin area being classified as undisturbed NAOS. A majority of the on-site basins will be located along the project perimeter, with a significant proportion already in place within the completed Phase 1 area.

Due to the preliminary nature of the Master Drainage Report associated with this application, the area extents of these weir improvements (to be calculated as revegetated NAOS) are undetermined. However, the applicant is committed to conforming to the ESL requirement to classify no more than 30% of the overall NAOS dedication as revegetated NAOS. The applicant will also seek NAOS credit in areas where historic jeep trails and scarring will be revegetated.



LEGEND

 PERIMETER N.A.O.S. AREA 60 ac

 RESORT CORE AREA (LOCATION TO BE DETERMINED) 93 ac

TOTAL REQUIRED / PROVIDED N.A.O.S. 153 ac

 BOULDER OUTCROPPING PRESERVATION LOCATIONS (GENERAL EXTENTS)

NOTE: DESIGNATED N.A.O.S. AREAS SHALL INCLUDE A COMBINATION OF UNDISTURBED AND REVEGETATED AREAS. OVERALL REVEGETATION AREAS CLASSIFIED AS N.A.O.S. SHALL NOT EXCEED 30% OF THE OVERALL N.A.O.S. REQUIREMENT.

NOTE: PROVIDED N.A.O.S. AREAS SHALL MEET THE REQUIREMENTS OF THE E.S.L. ORDINANCE

NOTE: FUTURE SITE PLANNING WILL DETERMINE SPECIFIC LOCATIONS OF UNDISTURBED AND REVEGETATED N.A.O.S.



Buffer Zone Plan

To ensure that the low density context of the Sereno property is consistent with adjacent properties, the size of all perimeter lots within the project will be maintained as currently approved. Perimeter home sites in Sereno will maintain the existing R1-130 ESL zoning at an average lot size of approximately one home per three acres. In most cases, this density is significantly less than that of neighboring properties. These commitments to ensure beneficial setbacks and deep natural area open space buffers demonstrate the applicant's commitment to creating a balanced and sensitive low-density community. The dedication of a Buffer Corridor setback along 128th Street will provide additional screening of the property from the perimeter and enhance the gateway experience for trailhead users.



Along the southern perimeter of the project where Sereno Canyon abuts the McDowell Sonoran Preserve, the project will maintain a minimum open space setback of 45 feet to this boundary. This setback will apply to all land use types and zoning categories proposed by the development plan including resort estates, resort villas, resort casitas and the spa & resort parcels. This setback area will be dedicated within a Natural Area Open Space easement.

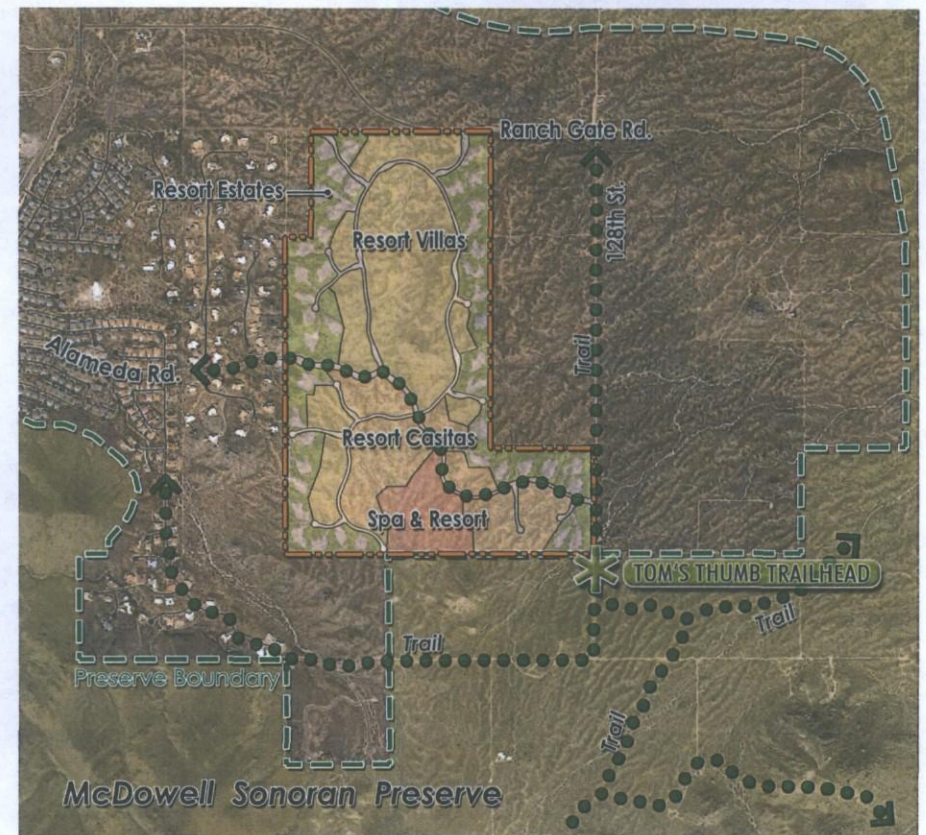
Viewshed Projections & Protection

Views from the Sereno Spa & Resort Property are nearly unparalleled in their majesty and expansiveness. No fewer than four separate mountain ranges can be observed from the property, including uninterrupted views to the Four Peaks over 25 miles to the east and the Superstition Mountains to the southeast. Thoughtful consideration of on-site development will require the understanding of visual impacts both from the property and to the property. The Sereno community recognizes the sensitivity of its location and is committed to defining design standards that will ensure that the integration of improvements will exceed typical requirements for the blending, screening and massing of buildings.

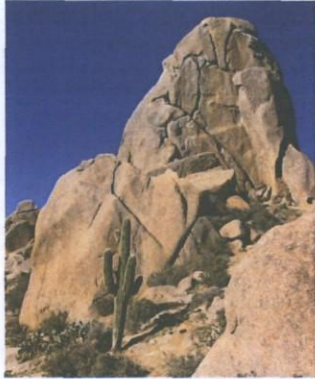


Community Trails

Sereno Canyon is committed to integrating its nature-oriented residential lifestyle and resort setting within its unique environment. An interconnected network of community and public trails will reduce reliance on vehicular transportation to Preserve access areas and promote the use of these amenities to link to off-site public trails and explore the scenic beauty within and



PROPOSED PUBLIC TRAILS PLAN



surrounding the property. Equally important, public trail improvements associated with the Sereno community create vital trail linkages between existing communities to the west of Sereno with the Tom's Thumb trailhead improvements. As the Trailhead is situated only a few hundred yards from the Sereno property, the association between the resort and Preserve as a recreational opportunity is important. Consistent with the City's objectives of focused and managed access to the Preserve, the Sereno property is not seeking to establish exclusive ingress and egress points along the Preserve boundary. All Preserve access from the property will be through the Tom's Thumb Trailhead tying into the broad network of established trails throughout the Preserve.



Approximately 5 miles of public and private trail improvements will be constructed with forethought to extend trail network connectivity, neighborhood and environmental sensitivity, alignment efficiency and desert protection. Trail alignments will generally parallel internal streets and will be constructed to follow the natural contouring of the property. Trail surfaces will utilize natural materials and be improved in a manner that utilizes natural surface materials with routings that diligently avoid existing vegetation, boulders and wash corridors.

On-Site and Off-Site Infrastructure

Engineering Master Plans

The benefits of community master planning include the ability to appropriately plan for and define improvements associated with public infrastructure. A detailed analysis of both existing and proposed infrastructure was initially conducted in 2006 for the Sereno property, and has been updated to reflect the proposed changes in project land uses. These updates to the Drainage, Water, Wastewater and Traffic Master Plans will ensure that an adequate level of service is afforded to both the project and surrounding communities.

All roadways within the project will be private and have been thoughtfully aligned to minimize the disturbance of the property and protect the most sensitive areas. Primary access to the property will be maintained from the Ranch Gate Road entry at the northern edge of the community. An additional access gate from 128th

Street will be constructed, and a limited access gate will utilized at the existing Alameda Road entry along the site's western edge.

Major water and sewer infrastructure has been constructed off-site and within portions of the current development. An additional water booster pump station will be required on-site as will capacity expansions for the existing booster pump station at Alameda and sewer lift station at Ranch Gate & 128th Street. All water and sewer infrastructure will be public and conform to the City's design standards.

Off-site vehicular traffic benefitted from the northern extension of 118th Street from Happy Valley Road, and the construction of Ranch Gate Road in 2007. These improvements (approximately 3 miles of regional roadway) were funded by Sereno Canyon after responding to community concerns from residents along Alameda Road about future traffic including those not related to Sereno Canyon.



Drainage Master Plan

The Sereno Canyon project currently incorporates several natural wash corridors to convey both off-site and on-site storm water through the project site. Inline detention basins, strategically located at roadway crossings or project boundary locations control the storm water runoff from the site to match historic flow rates. The addition of the proposed resort and resort units will increase the impervious areas on the site and accordingly will require additional storm water storage to regulate storm water flows from the site. The Master Storm Water Report will address the increased volume of storm water and provide recommendations for locations and volume for the increased storm water.

Water Master Plan

To provide an adequate source of potable and fire suppression water for the Sereno Canyon project several off-site projects were completed and dedicated to the City of Scottsdale with the initial phases of development. These improvements included the design and construction of a new Zone 13 Water Booster Pump Station, a 16-inch waterline along 118th Street and a 12-inch waterline along Ranch Gate Road. These improvements were all sized to benefit the proposed development area bounded by approximately 118th Street and the proposed Preserve boundary north

and east of Sereno Canyon. With the proposed rezoning of the Sereno Canyon site to include a resort and resort residential units, there will be an increase in the water demand by the property. The Master Water System Report for Sereno Canyon has been updated to reflect this demand increase and will result in increases to line size designations for future on-site segments.

Wastewater Master Plan

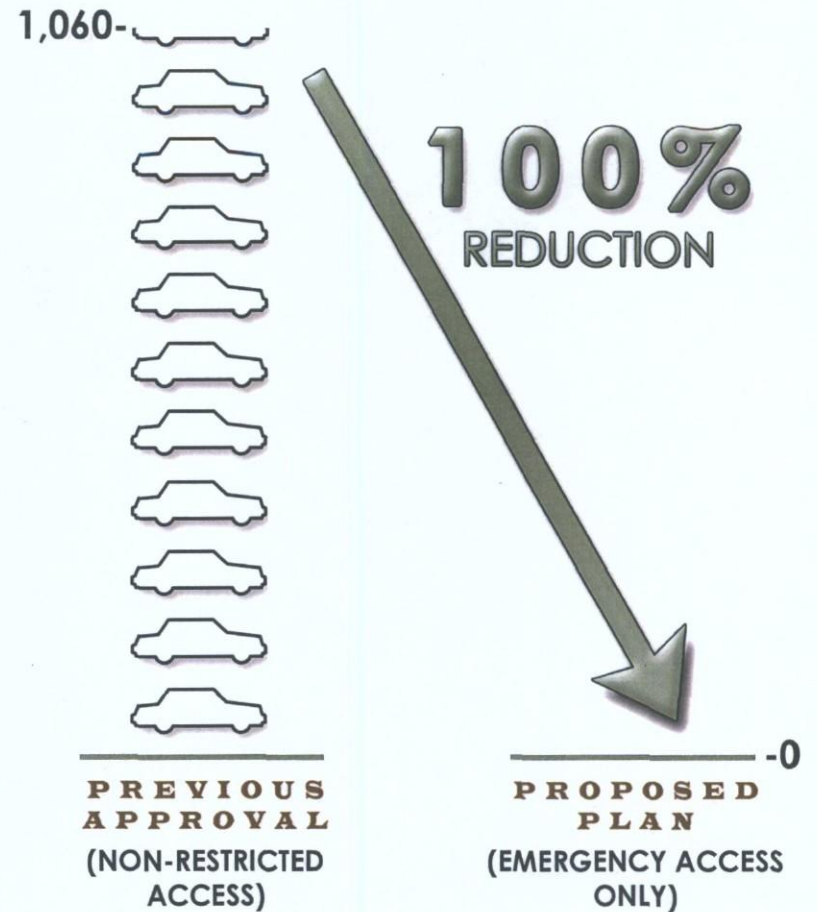
Wastewater generated from the Sereno Canyon project required the design and construction of several off-site projects, including a sewage pumping station and gravity sewer lines from the site to the sewage pumping station. The sewage pumping station was designed taking into consideration the development of the sub-region between approximately 120th Street and the proposed Preserve boundaries to the north and east of Sereno Canyon. With the proposed addition of the resort and resort residential unit's wastewater generation for the project site will increase. The Master Wastewater System Report confirms that the existing infrastructure concept will provide adequate capacity for increased wastewater volume. The updated report includes an analysis of off-site impact to the sewage pumping station.

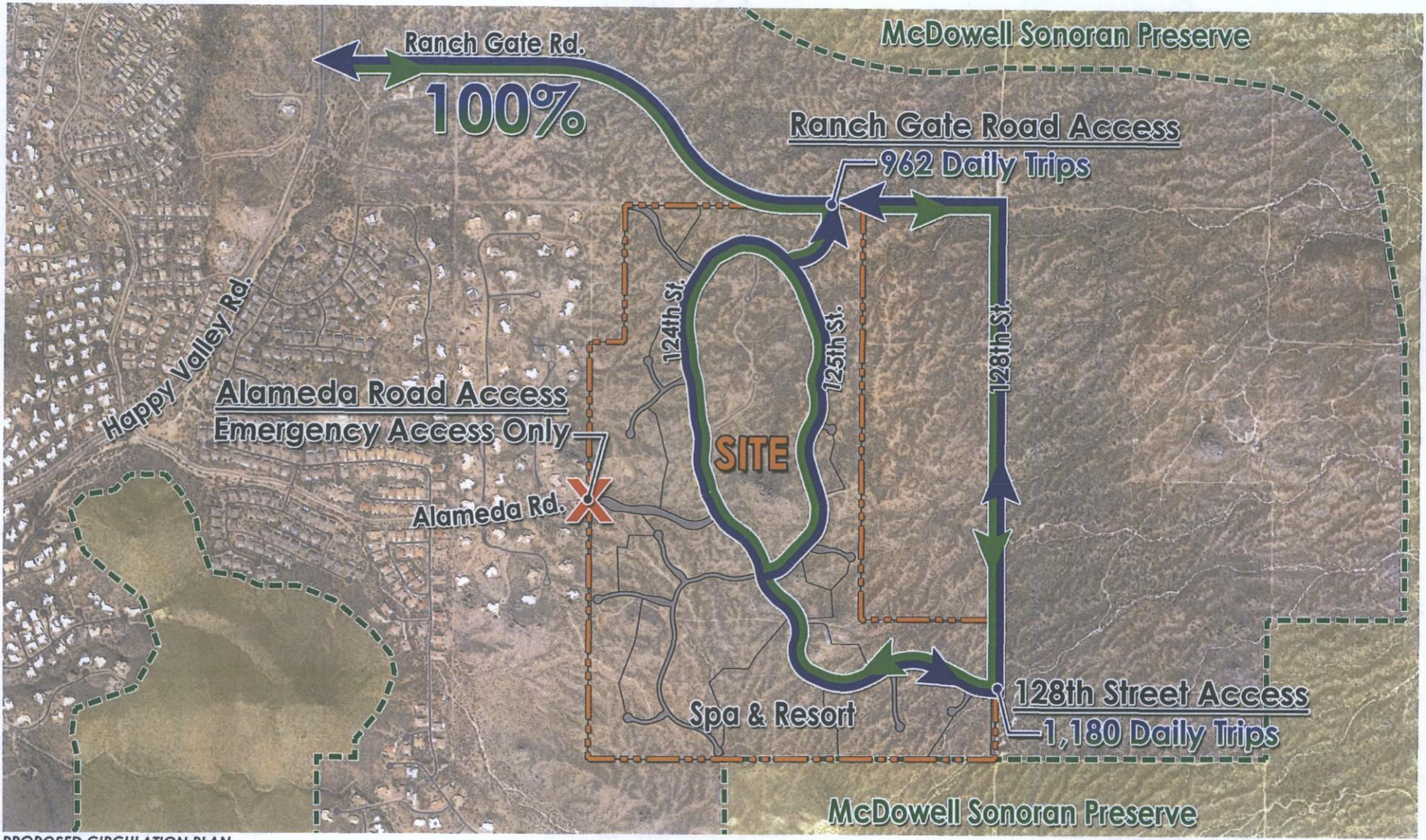
Vehicular Circulation and Access Plan

A Traffic Impact and Mitigation Analysis (TIMA) has been prepared for the Sereno Canyon development and updates the original Circulation Master Plan prepared in 2006. The updated study evaluates the impacts of the revised land use and circulation pattern on the surrounding street network and outlines required improvements to achieve acceptable traffic operations. Per the City's TIMA requirements, the proposed level of trip generation is characteristic of a Category 3 development. The TIMA will include analysis of the AM and PM peak hour for the existing condition and for opening/build-out condition.

On-site circulation patterns are generally unchanged from the network proposed in the initial Circulation Master Plan (2006). Notable changes include the increase in contributing traffic volumes associated with the proposed density increase, and the closure of the Alameda Road access.

**ALAMEDA RD. TRAFFIC
(SERENO CANYON TRIPS PER DAY)**





PROPOSED CIRCULATION PLAN

Homeowners Association Maintenance Responsibilities

The Sereno Canyon Homeowners Association will be the party responsible for the future maintenance of all private infrastructure, landscaping, open space, trails and internal roadways. It is likely that a separate association will be created to oversee the future Spa & Resort property and any residences associated with or managed by the resort. Public infrastructure and publicly dedicated property will be the responsibility of the City of Scottsdale unless otherwise noted.



PROJECT DATA SHEET

Project Address: SEC of Ranch Gate Road & 125th Place	Date: 12/19/2011
Proposed Use: Resort Community	Zoning District: R1-130 ESL

Residential		Project Data	
R1-130 ESL (Existing)	R4-R ESL (Proposed)	Calculations	To Be Completed by City
		Net Lot Area	
128 Acres	222 Acres	Gross Lot Area	
n/a	n/a	Gross Floor Area Allowed	
n/a	n/a	Gross Floor Area Provided	
n/a	n/a	Building Volume Allowed	
n/a	n/a	Building Volume Provided	
44 Units	302 Units	Number of Units or Lots	
0.37 du/ac	7.5 du/ac	Density Allowed	
0.34 du/ac	1.4 du/ac	Density Provided	
Overall - 1.0 du/ac			
49,000 Sq.Ft.	4,100 Sq.Ft.	Minimum Lot Size Allowed	
	4,100 Sq.Ft.	Minimum Lot Size Provided	
24'	35'	Building Height Allowed	
24'	29' - Resort 24' - Residential	Building Height Provided	
n/a	n/a	Net Floor Area	
88 Spaces	484 Spaces	Parking Spaces Required	
88 Spaces	484 Spaces	Parking Provided On-Site	
None	None	Parking Provided Off-Site	
88 Spaces	484 Spaces	Total Parking Required	
60 Acres	93 Acres	Open Space Required	
Overall - 153 Acres			
60 Acres	93 Acres	Open Space Provided	
Overall - 153 Acres (44%)			
		Front Open Space Required	
		Front Open Space Provided	
		Parking Lot Landscaping Required	
		Parking Lot Landscaping Provided	

Set Backs & Parking Requirements				
Resort Estates		Standard Type	Resort	
R1-130 ESL (per 1-ZN-2005)	R1-130 ESL (Proposed)		R-4R	R-4R (Proposed)
49,000	No Change	Minimum Lot Area	4,100 / 5,700	No Change
150'	No Change	Minimum Lot Width	n/a	No Change
45'	No Change	Front Setback	30' Perimeter	No Change
45'	No Change	Rear Setback	30' Perimeter	No Change
22.5'	No Change	Side Setback	30' Perimeter	No Change
n/a	88 Spaces	Parking	--	484 Spaces
24'	No Change	Building Height	35'	29'

V. Community Design Elements

Serene (adj.) 1. calm, peaceful, or tranquil; unruffled.

Introduction

The Sereno Canyon Spa and Resort property is nestled in one of the most stunning environments in North Scottsdale and represents many of the best qualities that the upper Sonoran Desert can offer. Rolling ridges, panoramic views, dramatic landforms, a rich variety of plant and animal life and cooler temperatures contribute to its overall uniqueness.

The sense of a 'serene canyon' is created by the magnificent McDowell Mountains to the south and the on-site landforms created by boulder piles maintained in their sculptural setting. These visual aesthetics and natural characteristics of the site contribute to the ultimate goal of place making. In order to preserve the special quality of 'serenity', an elevated caliber of design standards will be created to provide for compatibility of the built environment with that of the preserved environment. These standards will provide the framework for environmentally sensitive and creative design solutions that best represent a 'serene' character, the upper Sonoran Desert and a contemporary southwestern lifestyle.

While these standards will be specific in describing the aesthetic qualities of the resort environment, it will encourage creative design solutions with the use of form, function, color, materials and construction techniques. Emphasis will also be given on how to best blend developed areas with the unique setting by focusing on environmental preservation and integration that will be distinctly representative of the Sereno Spa and Resort experience.

Site Planning

The master plan for the resort has been developed to maintain the sense of a 'serene canyon' by carefully analyzing the natural landscape including boulders, slope, arroyos, vegetation, drainage and wildlife corridors. The site has also been designed to take advantage of the views of the natural landscape, the magnificent vistas of the McDowells, the Verde Valley and Troon Mountain. Special attention has been taken to blend the development into the site's natural setting, promoting a sense of privacy and community.



Construction Activity Mitigation

It is the project's goal to promote clean air to protect human health and maintain views of the area. All development on the Sereno Canyon site will utilize best management practices under the Federal National Pollutant Discharge and Elimination System permit program for major construction sites. To ensure dust control measures during construction, a Dust Control Plan shall be implemented. Methods for dust control may include the application of water or dust suppressants to active areas of construction, track-out prevention devices and maintaining clean construction sites.

Architecture

Introduction

The Sereno Canyon Spa and Resort development encourages diversity in architecture that allows each design to stand alone in quality and theme with an emphasis on "rural" and "contemporary southwestern" characteristics. Each structure shall be consistent with strong architectural principles balancing function with form, shape, texture, color and respectful integration into the site and natural surroundings in order to harmoniously join the structure with the land. Considerations for solar exposure, water conservation and visual impact on adjacent development parcels should also be considered.

In order to achieve the 'serene' aesthetic, particular design cues must be integrated into each architectural design to establish a consistent emotion. The definition of the word itself describes emotional peace and tranquility, and to translate this into an architectural context will require careful consideration to the meaning of and assemblage of architectural components. Visual distractions and unnecessary adornment should be limited. Materials should be selected carefully to integrate with the site and be used in their natural state in order to establish an identity that will be distinctly Sereno Canyon.



Style and standards for various product

The resort property will be developed into four characteristic land uses that will include various levels of density and building types. These building types can be referenced in **Section 4**. By providing general standards for development in all areas, a cohesive design aesthetic will be achieved to reinforce the identity of the resort and ensure consistent environmental preservation efforts throughout.

While general provisions to the style and standards for all development types will be enforced, specific criteria and variations may be required of individual land use designations based on use or unique site characteristics.

The following section describes the treatment of various elements common in all development zones. These standards are not intended to supersede or conflict with the City of Scottsdale's building code or design standards or the Sereno Canyon Spa and Resort Declaration of Covenants, Conditions and Restrictions (CC & R's).

- **Development Envelope**

A Development Envelope will be provided for each lot to take into account the land features, boulders, slope, vegetation, arroyos and views. The area within the envelope is where all site improvements shall be built and alterations to the existing landscape may occur. No disturbance or improvements are allowed outside of the Development Envelope. Modifications to the development envelope shape are strongly discouraged, but may be changed with the approval of the Sereno Canyon Community Association and City of Scottsdale. Any alterations must take into affect views, privacy and the overall impacts on the community. Increases to the size of development envelopes are also strongly discouraged and will only be considered upon presenting conditions with exceptional circumstances.

The envelope acts as a limit beyond which no construction activity, including grading and site access may occur or materials be stored. All constructed improvements including walls and structures must be held a minimum of five feet (5'-0") inside the building envelope line to allow for construction activity to be contained. Walls, fences, berming or any other landscape element may not be permitted to delineate the building envelope border arbitrarily nor be permitted unless they show relation to other elements of the main building structure.



- **Landscape Character Areas**

Outside the Development Envelope, landscape character areas will define how the open space is treated as it pertains to landscaped environments. These character areas will be defined by three distinct methods of landscape treatment.

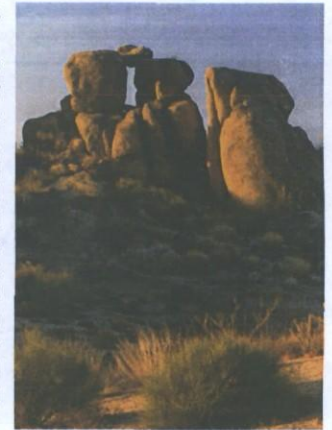
- Natural Area (Undisturbed and Revegetated)
- Transitional Area
- Private Area

See section **E. Landscape Architecture** for specific landscape treatment methods in each of the Landscape Character Areas.



- **Development adjacent to boulders (Features vs. Elements)**

The Sereno Spa & Resort property contains numerous boulder features and elements that will be protected in conformance with the Environmentally Sensitive Lands Ordinance. Significant boulder features will be preserved within easement areas that will be dedicated natural open space. Rock outcroppings and boulder elements that do not meet the standards for protections as defined by the Ordinance, may be allowed to be integrated into the site development of the individual homes and resort grounds. It is strongly encouraged to preserve these features and showcase them through appropriate and creative architecture and site planning.



- **Site work**

The lot shall be altered as little as possible from its original existing condition. The primary objective is to minimize building heights and massing to the greatest extent possible. The existing on-site washes and drainage ways shall be protected to the maximum degree possible. Structures shall be limited to the areas on the lot where drainage, soil and geological conditions ensure the establishment of sound foundations. Buildings and Improvements shall be stepped down on slopes, using multi-level solutions wherever possible, in order to follow existing contours, and minimize site grading. The finish grade around the residence and site walls shall be re-created as near as possible to the original angle of the slope.

A properly designed site development plan will reflect careful consideration of the potential impact of the proposed resort and residences with respect to privacy, on-site and off-site views and natural drainage.

- **Parking spaces**

Provisions for parking are a necessary component of all land use types. The Sereno Spa & Resort community will address parking through economically viable and innovative approaches in order to soften the visual impact of site parking by distributing parking areas, screening areas with vegetation, utilizing natural and permeable surfaces like compacted decomposed granite from on-site sources, eliminating the use of vertical curbing and seeking overall reductions in parking. These types of improvements are consistent with mechanisms that effectively preserve the unique character of the property.

- **Site drainage and grading**

A master drainage report was approved for this property in 2006 in conformance with City of Scottsdale drainage requirements. The report has been revised and resubmitted with this application to reflect the most current City standards and the revised land use plan for the property. The drainage report does not include a request for an on-site drainage waiver and supports the best development practices for drainage improvements within the property.

- **Setbacks**

For areas within the proposed re-zoning boundary, setbacks will be consistent or more substantial than the requirement of the R-4R. Areas within the existing R1-130 ESL area will maintain the current approved development standards for building setbacks.

- **Access drives**

Property access will be restricted to three points along the project edge. The site's primary access point will be through the existing Ranch Gate Road entry. A secondary access point to the property will be from 128th Street, enhancing the project's connectivity to the Tom's Thumb Trailhead. The existing gate along the western edge of the property at the terminus of Alameda Road gate will be restricted to exit only traffic to further reduce off-site traffic. Entry will be limited to emergency vehicles and for guests with reservations at the Spa and Resort.



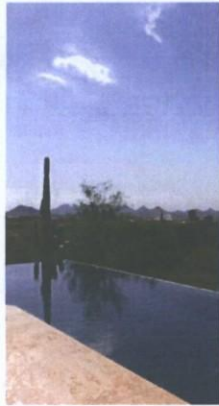
- **Natural wash treatment**

A concerted effort was made to reduce impacts to existing natural washes throughout the site. An analysis of existing on-site washes was performed to identify the location of existing alignments. Where disturbance to natural washes is unavoidable, special care will be taken to document the original condition and restore washes using native materials and vegetation.

- **Swimming pools and spas**

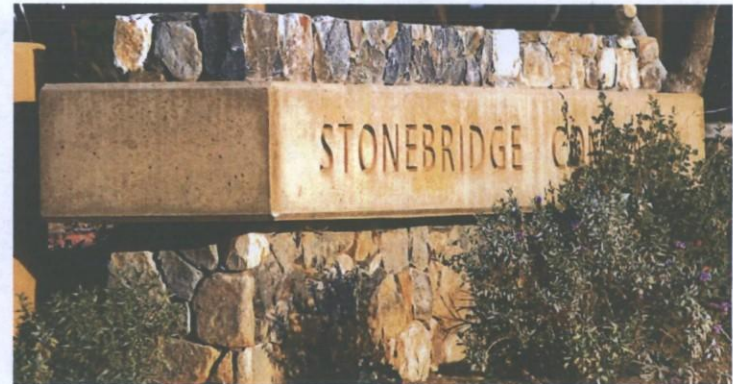
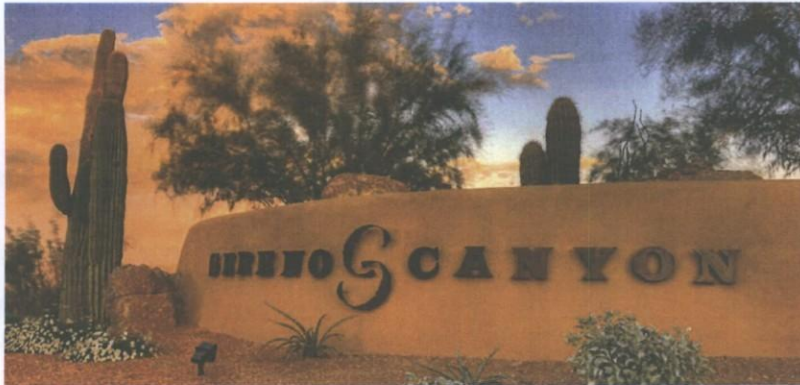
Swimming pools and spas shall be designed to give the appearance of being visually connected to the residence through the use of walls or courtyards, and must be screened or separated from the Natural Area. Swimming pools and spas, and related doors, fencing and gates, must be constructed in accordance with the regulations of the City of Scottsdale, including enclosure heights.

The color of exposed tile on a negative edge pool or spa should be dark, and preferably matching the Residence color. Light or bright tile colors are not permitted on negative edge pools or spas.



- **Signage**

Signage throughout the Sereno Canyon property will be designed to compliment the character of the architecture and be appropriately scaled to provide clear identification without being obtrusive.



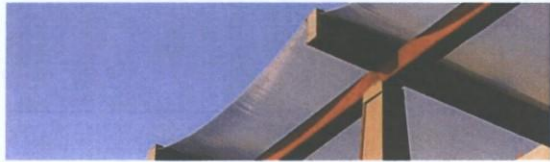
- **Lighting**

The objective of providing lighting standards is to create a consistent and natural effect throughout the community which preserves the dramatic night time panoramic desert views, star lit skies and surrounding mountains and far off vistas. Exterior lighting plans should be carefully crafted to allow only the quantity and level of lighting necessary for safety, security and the enjoyment of outdoor living, without creating lighting from within a residence's spaces that would otherwise interfere, or compete with the night time dark sky.



- **No reflective finishes**

Highly reflective finishes shall not be used on exterior finishes, including roofs, projections above roofs, walls, fencing, doors, trim work, pipes, equipment, and mailboxes.



- **Height of structures**

All residential structures shall be a maximum height of twenty four feet (24'-0"), measured from natural grade as is regulated by the City of Scottsdale Zoning Ordinance.

All non-residential resort structures shall be a maximum of twenty nine feet (29'-0"), measured from natural grade as is regulated by the City of Scottsdale Zoning Ordinance.

- **Structure size**

It is expected that all detached residential structures and homes not affiliated with the Sereno Canyon Spa and Resort will exceed 2500 square feet in living area unless there are special circumstances or unique design solutions that would preclude the minimum size expectation. The resort itself is projected to be assembled of several buildings that would function as one use.

- **Roofs**

All roof surfaces shall include materials of high quality and maintained in the highest condition. In keeping with the low landscape, roofs should be predominantly flat or low pitched to reinforce the traditional horizontal desert architecture, which emphasizes walls instead of roofs. A roof pitch up to 4:12 is the maximum allowable slope. All materials shall maintain a light reflective value of 50 or below and be predominantly muted color values of the surrounding desert. Asphalt and wood shingles are prohibited.



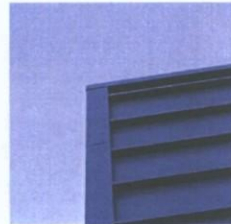
- **Building color**

The colors of all structures, roofs, walls, windows and amenities are required to be compatible for each resort unit or residence with the natural desert. Muted earth tones are recommended for the main body of the building, although if used with restraint, accent colors may be permitted if used judiciously. The colors of the Desert are rich and varied, and are showcased by different lighting conditions throughout the day and season of the year. The Community Association Committee maintains the right to disapprove any color or set of colors that are not compatible with the others proposed or the community in general. All colors shall maintain a light reflective value of 50 or below and shall be predominantly selected from the middle range of color values in the surrounding desert.



- **Materials – exterior surfaces**

All structural surfaces shall include materials of high quality and maintained in the highest condition. All materials shall maintain a light reflective value of 50 or below. All materials shall be completed down to below the surface of the finished grade. Exposed concrete footings or foundations are prohibited. Wood siding in sheet form is prohibited, but wood elements may be used with discretion. All materials other than glass shall maintain a light reflective value of 50 or below.



- **Building projections**

All projections, such as gutters, downspouts, patio covers, stairways, chimney flues, service section boxes, utilities and vents shall be consistent with the field color of the structure where it is located. Any building projection must be contained within the Development Envelope.

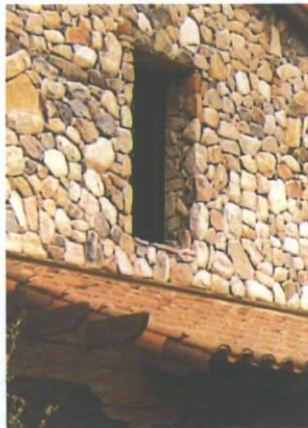
- **Antennae and Satellite Dishes**

No antennae or satellite dish shall be visible from any lot or street within the community.

- **Windows and skylights**

Windows must be recessed from the face of the wall. The color of all windows shall be compatible with the colors of the structure.

Skylights shall be screened from view from any property or street within the community.



- **Patios and courtyards**

These open areas shall be designed as integral parts of the Residence so they can be protected and shaded from the sun by building masses walls and roofs. These areas should also take advantage of natural airflows to help produce cooler air temperatures in the summer. When these outdoor spaces are oriented inward, disturbance of the desert is minimized.

White, or brightly colored patio and courtyard furniture and accessories are not permitted. These standards also apply to furniture and accessories on rooftop decks.

Rooftop decks may be approved provided they are constructed to screen furniture and accessories placed upon them. No open railings are allowed. Stairs to roof decks shall be screened. No external loud speakers may be attached to rooftop decks.



- **Walls**

Site walls and screen walls shall be visual extensions of the architecture of the Residence. Such walls may be used to separate and screen Private Areas from the balance of the Building Envelope, and as screening for parking and service areas. Such walls may not be used to delineate property lines or the Building Envelope.

Site walls may be stucco or stone to reinforce the community's **southwestern contemporary** architecture. The color of such walls must be the same or similar color as the Residence. The majority of exterior building and screen walls shall be sloped or battered. Battering of walls shall extend from the ground to the top of the wall or parapet. The slope of battered walls shall be a minimum of 2" horizontal per 12" vertical.

Site walls shall be a minimum of 12" thick unless used for enclosures.



- **Service yards, Mechanical Equipment and Trash enclosures**

All mechanical equipment, trash and garbage containers, clotheslines, outdoor maintenance and service facilities must be completely screened from off-site using screen walls and gates that are at least 1 foot higher than the item being screened as viewed from the property line up to a total height of 6'. Electrical entry services that cannot be screened from the view of the property line will be placed within an enclosure that meets electrical company regulations.

- **Foundations**

All exterior material finishes must be continued down to the finish grade surrounding the structure. Unfinished foundations are not permitted.

- **Guest house**

Guest homes must follow the ordinances and codes of the City of Scottsdale and these Guidelines. Guest homes shall be compatible with the style and color of the main home on the lot.

Architectural Character:



Relationship with Scottsdale's Sensitive Design Principles

The Character and Design Element states that "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 the community.

The design and development character of the Sereno Canyon Spa & Resort Community will be rooted in the same principles that the City has described here. The experiential resort theme celebrates the character and beauty of the Sonoran Desert environment. Visitors to the resort and residents of the community will choose Sereno Canyon because of its relationship with the nearby Preserve and the rugged landscape found throughout 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.

Response: The resort property is located in the upper Sonoran Desert biome which showcases a lush palette of vegetation, rugged stone and boulder outcrops. The building design within the resort will be designed to embrace these qualities and draw inspiration from them. Colors, materials and building shape will be responsive to the surrounding area and integrate seamlessly with the natural desert character.

- Building design should be sensitive to the evolving context of an area over time.

Response: The building design character in this guideline provides specific descriptions as to how architecture should respond the natural distinctiveness of the desert environment. Additionally, placement of buildings and structures on the site as a whole will be carefully arranged in order to preserve meaningful open space between Development Envelopes. This conservation of open space will preserve the open character of the natural desert environment.

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

Response: The development of Sereno Canyon will have a strong emphasis on maintaining major vista corridors and protecting natural features. The Property has a natural rolling terrain, containing numerous boulder elements that will be protected in conformance with the Environmentally Sensitive Lands Ordinance.

- Archaeological and historical resources

Response: Preservation of any archaeological and historical resources will be carefully planned for in order to maintain their integrity and protection.

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.

Response: Sereno Canyon will respond to the unique terrain and native vegetation of the site by blending development areas with the natural topography of the land while minimizing disturbances to the natural environment and upholding the objectives of the Environmentally Sensitive Lands Ordinance.

4. Development should protect the character of the Sonoran desert by preserving and restoring natural habitats and ecological processes.

Response: By clustering development and maintaining large open space corridors, natural habitats will be preserved and protected.

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.

Response: The internal streetscapes will provide continuity through use of cohesive native landscaping and design elements established in the development plan for Sereno Canyon. Additionally a key element to the design and development of this property is the adjacency to the McDowell Sonoran

Preserve and accessibility to the Tom's Thumb Trailhead. Exterior streetscapes on 128th street provide enhanced scenic corridor setbacks.

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.

Response: Sereno Canyon is adjacent to the McDowell Sonoran Preserve and is within close proximity to the Tom's Thumb Trailhead at the terminus of 128th Street. A multi-use trail network is planned to extend through the Sereno Canyon Spa & Resort community, providing connectivity to these distinctive North Scottsdale amenities including public tract access through the site for the adjacent neighbors. Resort visitors will be able to avail themselves of on-site to off-site transportation services.

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.

Response: The Sereno Canyon development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design.

8. Buildings should be designed with a logical hierarchy of masses.

- To control the visual impact of a building's height and size

Response: The building character planned for Sereno Canyon will embody a low-density, rural residential scale, environmentally sensitive development in balance with the surrounding environment and desert setting of the Property.

- To highlight important building volumes and features, such as the building entry.

Response: Specific attention will be given to providing clear identity to building entrances while still maintaining private spaces with the purposeful arrangement of spatial massing and location within the development envelope and the surrounding natural environment.

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.

Response: Inspired by the native Sonoran Desert context, Sereno Canyon will utilize an indigenous material palette with a variety of textures and natural finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the climate by providing abundant outdoor living spaces within the built environment.

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.

Response: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized.

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 compliment the built environment while relating to the various uses.

Response: The Sonoran Desert character will be upheld through the careful selection of planting materials in terms of scale, density, and arrangement.

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.

Response: Sereno Canyon will be responsive to water resource preservation by limiting water features to private spaces where they can be enjoyed on an intimate scale. A low-water use plant palette that is evocative of native desert landscaping and preserved existing vegetation found on site will be used to promote water conservation efforts.

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.
- Lighting should be designed to minimize glare and invasive overflow, to conserve energy, and to reflect the character of the area.

Response: Lighting will be designed in a manner that is respectful of the surrounding rural context and the City's dark-sky policy. Additional restrictions will be placed on the resort to eliminate pole lighting wherever not required by ordinance.

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.

Response: Signage themes and project identification will be low-scale and appropriate for the area, and will emulate the architectural character established for Sereno Canyon.



VI. Landscape Architecture

Introduction

The primary goal at Sereno Canyon is to ensure that all of its developed elements blend into, and harmonize with, rather than dominate the natural Sonoran Desert setting. This requires a unique and very sensitive approach to landscape design that starts with the protection and preservation of the distinctive desert plant and wildlife that provide the experience of living in this unique desert setting.

The natural desert vegetation typically includes species such as Foothill Palo Verde, Ironwood, Mesquite, Creosote, Saguaro and Ocotillo. Landscaping should be designed to respond to the unique features of each Lot. Prior to any construction activity, all of the existing vegetation shall be identified and inventoried, per the City of Scottsdale's native plant survey requirements. This information must be used when planning and designing the landscape and site improvements.

Because of the importance of integrating all landscape and architectural elements with the site, the landscape design of the property is integral to the whole design process. Locations of all Improvements, including overall shape of the structure, design of outdoor spaces, points of access and site walls should integrate the protected, mature landscape of the Natural Area in all design decisions. Similarly, the selection and placement of the elements intended to enhance the Private Area, and to restore the Transitional Area, should be thoughtfully considered. Landscaping contributes an important aspect to the architecture by providing additional visual structure and massing and to define spaces through its arrangement and location on the site. Plants and trees can alleviate extreme environmental conditions by providing natural cooling and shade during the extreme summer months, and allow desirable sunlight during the winter months.



Landscape Character Areas

In response to the preservation efforts of the unique indigenous environment that north Scottsdale possesses, the City has adopted the Environmentally Sensitive Lands Ordinance (ESLO) that has outlined responsible development procedures over the last 20 years.



Sereno Canyon will use the ESLO preservation policy as its primary basis for design. All aspects of the site layout have been driven by the environmental opportunities and constraints that were determined by a thorough study of slope, wash and wildlife corridors, native vegetation, view shed analysis and sensitivity to adjacent properties. Through this study, unique landscape zones have been established in order to guide the development of the Resort property based on improvement type and location within the community.

Within each of the landscape zones, character areas will describe the landscape treatment adjacent to the developed portions of each zone. Development will in turn be limited to Development Envelopes as determined by evaluating each lot's environmental, topographical, and watershed conditions. The following character areas will be used throughout the resort property's landscape zones:

- **Natural Area**

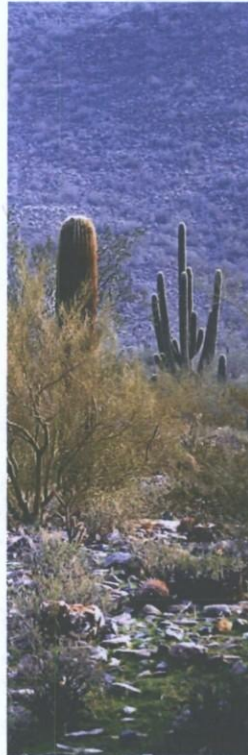
The Natural Area is the portion of the lot which lies outside the limits of the development envelope and shall remain as natural desert. It shall be described as being one of two types of Natural Area:

- **Undisturbed Natural Area Open Space (N.A.O.S.)**

Undisturbed N.A.O.S are areas of natural desert that are preserved in its existing condition. No modifications or additions to the native landscape or landform will be allowed in this area.

- **Revegetated NAOS**

Areas containing scarred or destroyed native vegetation may be restored to pre-existing native conditions through the introduction of installed native plant materials and / or a comparable see mix application. Only plants indigenous to the surrounding area will be allowed in the restoration area. Additionally, considerations for density and species variety should be addressed to ensure a seamless transition with the surrounding areas. Disturbed terrain should be returned to a natural condition including top dressing the affected area with a native desert cobble that matches both size, color and rock density present in adjacent areas. See page 66 for ESLO approved plant palette.



- **Transitional area**

Immediately adjacent to all built improvements on the site will be the Transitional Area landscape zone, as seen in the Master Landscape Plan (page 63). This zone will lie within the buildable area of a lot or development envelope, as seen in and fall between the Natural Area and the wall or improvement which is visible from adjacent properties, lots, streets or public spaces. These



spaces will again be preserved to the greatest extent possible, but where disturbance does occur, the site will be returned to near original native conditions. Areas within the Transitional Area will not be considered NAOS and may be treated with higher densities of plant material and wider variety of species to create a more lush character immediately around the improved areas. See page 66 for ESLO approved Plant Palette.

- **Private area**

Private Areas shall be defined as buildable areas of the individual development lots and parcels that are shielded from view from adjacent properties, streets, or public spaces behind walls or structures. These spaces will also include common areas for the resort and spa components of the development that are also shielded from view. The Private Area landscape palette will allow the same list as the Transitional Area zone with the addition of ornamental species for individual tastes. There is no specific limitation on the plant material in the Private Areas other than conformance with not using any of the plants listed on the Prohibited Plant List (see page 65 for Prohibited Plant List). Plants used in the Private Areas must not be visible from adjacent properties or public rights-of-way. Water feature and accent plants of a more oasis theme will be allowed in private areas and around pools.

**Salvage**

The native desert vegetation located throughout the Resort property is vital to support the experiential character that Sereno Canyon will offer. Native vegetation plays a vital role in the dynamic system of the Sonoran Desert. Its presence helps to prevent erosion, provides food and shelter for desert wildlife, and acts to shade the desert floor and reflect urban heat. In addition, native vegetation requires less water and maintenance than non-indigenous plant materials. In most cases, salvaging existing plant material is more economical and achieves a natural desert appearance in a shorter amount of time. Many desert trees and cacti are slow growing and can take decades to reach maturity. Factors such as the size, form, or location of certain mature specimen plants, such as the Saguaro or Ironwood tree, make finding a comparable

nursery-grown plant for replacement difficult to impossible. Therefore, leaving such plants in place or salvaging them for incorporation into landscaping is beneficial both from a financial and feasible point-of-view. Native vegetation within the specified size requirements enhances the aesthetic appeal by conserving the mature desert habitat and providing unique scenic opportunities.

Under the Amended Native Plant Ordinance, any project which affects plants from the specified list is required to submit a native plant program detailing the existing location and proposed treatment of each protected plant impacted. Protected plants should, at the most optimal situation, remain in place. Those plants that must be moved are required to be salvaged unless conditions such as poor health or orientation make successful relocation impossible. The intent is that these salvaged plants are to be replanted within the project to restore and enhance the mature character of the site. Minimum size requirements necessary to meet protected plant status include 4 inch caliper or greater for trees and 3 feet tall or taller for cactus.

It is strongly recommended that the services of competent, experienced professionals be retained for preparation of the Native Plant Salvage Plan, as well as for any side boxing and transplanting that is performed.

Approved plant list

As the development of the resort property advances, a selected list of approved plants will be defined for use in the various Character Areas. As previously described in section ii) **Landscape Character Areas**, the Natural Areas, Transitional Areas will adhere to the specified plant list. Private Areas are encouraged to conform to this list, but provisions have been made to allow flexibility and personal preference of plant species that are screened and not within public view.



Hardscape character and standards

- **Driveway treatment**

For each individual parcel, one driveway shall be permitted for each Lot. Disruption of the natural desert must be minimized. Driveways shall be a minimum of 14 feet wide at the front property line, unless required to be wider by the City of Scottsdale for emergency access. Driveways must enter the Development Envelope as shown on the master plan unless approved by the Committee. Driveway materials that are permitted for custom lot driveways include:

- Integrally colored, exposed aggregate concrete;
- Concrete Unit Pavers;
- Natural stone in colors consistent with site stone, building and wall colors;
- Driveway edging, banding or containment curbs, each not less than 8 inches wide, made with a different material will be considered on a case-by-case basis;
- Stabilized / compacted decomposed granite
- Plain, smooth, or uncolored concrete, or asphalt driveways are not permitted.



- **Site walls, retaining walls and fences**

Retaining walls and other walls not directly supporting a structure shall not exceed 8 feet in height above preconstruction natural grade or 6 feet above finished grade. Finish grades adjacent to walls shall not exceed 3:1 slopes, follow the natural contours of the surrounding site, and meet the Site Drainage requirements. In areas where more than 8 feet is required, no more than 12 feet will be allowed with a maximum of 2'-0" retaining walls separated by a minimum of 4 feet of landscaping. The ends of the retaining walls shall be integrated into the building or shall finish with a pier, thickened end, and/or wall turn. Walls shall not block drainage and cause ponding conditions. All redirected water flows shall be returned to the natural channels before leaving to approved Envelopes. Retaining walls may be constructed along driveway edges to meet grade, must have a minimum of 3 feet planting area, and may not exceed 3 feet in height measured from the low side to finished grade in the building setback or Transitional Zone. In areas where walls greater than 6 feet in height are required, stepped-back or terraced wall structures with ample planting terraces, the maximum height of each individual wall shall not exceed six (6) feet. The lower wall shall not exceed two-thirds (2/3) of the height of the adjacent walls.



Acceptable materials for retaining walls include integral colored stucco and adobe, where not visible from Public Areas or Adjacent Lots, and/or stone. If natural or synthetic stone is used it should have a dry stack appearance and visible mortar shall be minimized.

Screen (privacy) walls, or freestanding walls, may not exceed 6 feet in height, measured from the lowest adjacent natural grade to the wall. Screen walls shall be designed as extensions of the architecture of the Building and utilize similar details and materials. Planting and low berming shall be utilized to soften walls and minimize the need for higher wall solutions.



- **Auxiliary Structures**

Auxiliary exterior structures including, but not limited to gazebos, ramadas, cabanas, pool pavilions, decorative gates, arches, outdoor stairs, railings, enclosures, shade structures, sculpture, fountains, exterior fireplaces, fire pits and the like must be designed as integral parts of the main Residence on the Lot and must occur within the Private Area of the Development Envelope.



Exterior stairs must be screened with a solid wall so as to be not visible from neighboring Lots. Open railings and exposed treads and riser ends on exterior stairs, circular and exterior ornamental stairs are not allowed.

Any outdoor fire pits or fireplaces shall be equipped to be gas burning and meet all City of Scottsdale Building Safety Codes.

Patio entry gates are appropriate features for adding privacy and accentuating spaces with recognizable points of entry. Designs should take their cue from the overall architectural theme of the main structure in color, form and materials.



Landscape zones and design standards

As described in previous sections, the development within Sereno Canyon will focus closely on integrating the human element, structures and the landscape with the purpose of providing an experience of serenity. The native desert environment provides a strong thematic element that should be celebrated and preserved through careful planning and landscape methods. This native desert character will create basis for additional landscape improvements throughout the Resort community.

The following landscape zones will identify the levels of environmental preservation and appropriate landscape enhancements that will be used in the various development areas.

- **Resort Estate Preservation Zone**

The resort estate preservation zone shall include a combination of revegetated and undisturbed natural area open space outside of the designated development envelope for each lot. This zone will serve as the primary open space for the resort estates and disturbance shall be limited to preserve the natural character of the site and sensitive features that are designated for protection in conformance with the E.S.L. Ordinance. These may include wash corridors, major boulder features and any areas with unique topographical or vegetative character.



- **Resort Villa Landscape Zone**

The resort villa landscape zone will primarily be treated as preserved natural area open space. Included with this area will also be minor revegetation / transition landscape treatments immediately adjacent to the villas units. This revegetation / transition space will provide the opportunity to restore any disturbed native desert around the villa and also provide supplemental specimen tree and cacti plantings for added interest and native character. Wash corridors and major boulder features will be preserved in place through a combination of N.A.O.S. and drainage easements.

- **Resort Casita Landscape Zone**

The resort casita landscape zone will be similar in character to the villas zone with extensive areas of preserved native desert, wash corridors and major boulder features. Comparable treatments of revegetation and transition space landscaping will be provided to mitigate disturbance areas adjacent to the casita units.



- **Spa and Resort Landscape Zone**

The spa and resort landscape zone will surround the future location of the resort and associated amenities. The indigenous landscape is vital to the aesthetics within the resort property and will rely heavily on the preservation of existing natural area open space. Enhancements to areas immediately adjacent to the resort facilities will be provided to showcase the native species in the area. These enhancements will include mature specimen landscaping, natural oasis zones, hardscape features, site walls and shade elements.



- **Enhanced Primary Gateway Zone**

The enhanced primary gateway zone shall serve as the primary arrival point to the resort community. Specimen quality trees and cacti will be used to emphasize a sense of arrival. Additional site treatments in this zone will also include low level lighting, landscape walls and monument signs.



- **Enhanced Secondary Gateway Zone**

The secondary gateway zone shall serve as an alternate, and limited access point into the resort community. The landscape treatment will include complimentary treatments similar to the primary entry, but on a more modest scale.

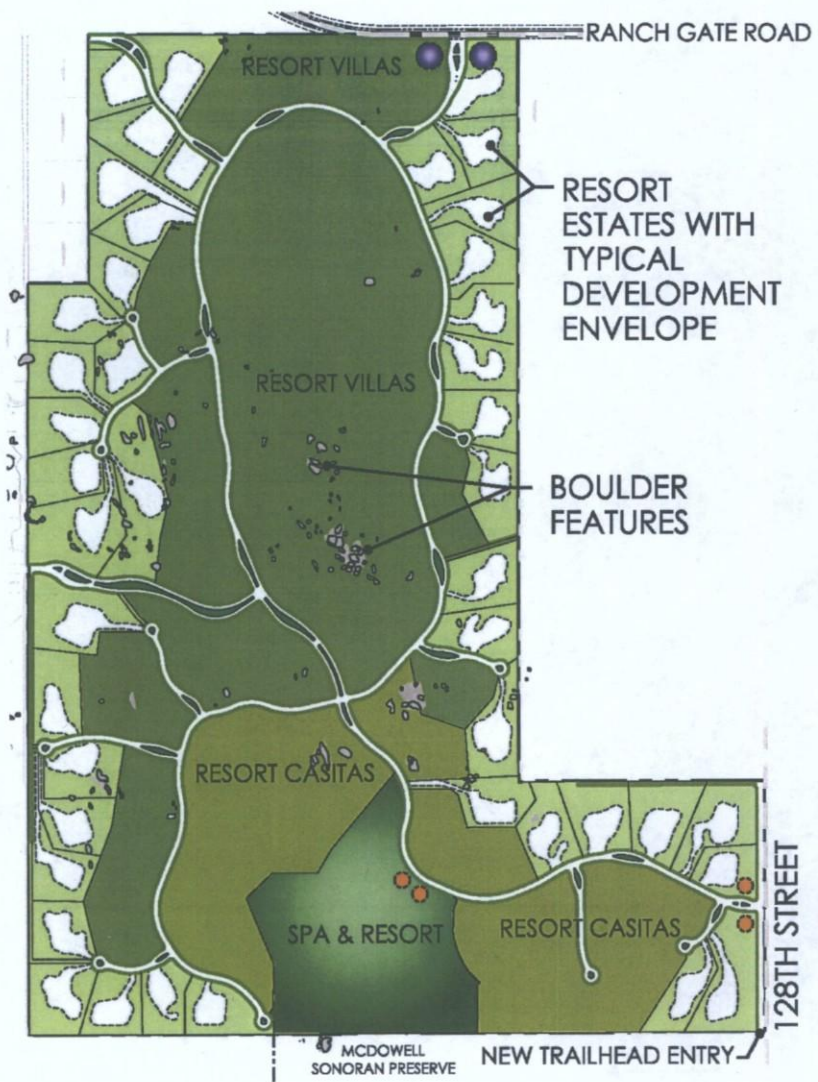
- **Enhanced Median Landscape Zone**

A key element to integrating the native aesthetic into the circulation routes will be to include lushly landscaped roadway medians. Where possible, existing vegetation will remain in place and shall be amended to include specimen quality native tree, cacti and understory plantings. The landscaped median will serve as a buffer area to further soften the appearance of the roadway and give the community an organic street network that complement the natural character of the property.









- **Roadway Revegetation Zone**

As a part of infrastructure development, some disturbance will occur along the edge of the internal street network and through tract areas for utility connections. These areas will be revegetated to restore the pre-construction conditions with sensitivity to species selection, density and plant sizes.





LANDSCAPE LEGEND

-  RESORT ESTATE PRESERVATION ZONE
-  RESORT VILLA LANDSCAPE ZONE
-  RESORT CASITA LANDSCAPE ZONE
-  SPA AND RESORT LANDSCAPE ZONE
-  ENHANCED PRIMARY GATEWAY ZONE
-  ENHANCED SECONDARY GATEWAY ZONE
-  ENHANCED MEDIAN LANDSCAPE ZONE
-  ROADWAY REVEGETATION ZONE

LVA urban design studio
 land planning • engineering • landscape architecture

PLAN NOT TO SCALE

MASTER LANDSCAPE PLAN

Landscape Lighting

The natural desert transforms itself during the night time hours to include painted sunset views of the horizon, bright starry skies and shining moon light gently illuminates the mountain slopes and valleys. As part of this experience, added drama can be achieved with carefully placed landscape lighting to showcase the exotic and striking up-lit silhouettes of Palo Verde trees, majestic Saguaros, Yuccas and other cacti. In order to preserve this dark sky experience, limitations on how the lighting will be applied will strictly be enforced.

Fixture types

All proposed landscape lighting will be low voltage and be limited to fixture types with full cut-off glare shields (IESNA full cut off) and will be used to only highlight entry monumentation and landscape features. This light can face upwards due to having a 20 watt bulb (50 max. allowed). No fixtures shall be mounted higher than 16 feet if down lighting methods are used.

No individual lamp shall exceed 100 watts. The initial vertical illuminance at 6 feet above grade around the entire property line shall not exceed 0.0 foot-candles.

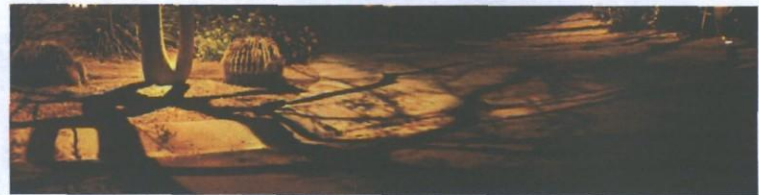
All exterior lighting, except security lighting shall be turned off at 10:00 pm.

The pre-curfew lighting design hours shall be defined as dusk to 10:00 pm, and the post-curfew lighting design hours shall be defined as 10:00 to dawn. All exterior lights shall turn off at during the post-curfew with the exception of lights for security purposes. A programmable timer, and photocells shall control the pre-and post-curfew lights; photocells shall be mounted on the north side of the building. The programmable timer may contain a maximum 1-hour manual override with an automatic turn off for after hours, and special events use only.

No lighting shall be permitted in dedicated NAOS easements, Vista Corridor easements and Scenic Corridor easements as they apply.

Materials and colors

In order to maintain the integrity and beauty of the natural landscape, the lighting fixtures should be non-descript and blend in with the environment. By using dark colored fixtures and associated hardware, including poles, they will not add any visual clutter. Preferred colors will be flat or dark bronze.



- **Protected plant list**

Protected Plants are those desert plants that by either size, age or type, must be protected pursuant to the Native Plant Ordinance of the City of Scottsdale. Protected Plants, not impacted by construction, shall not be damaged, destroyed or removed from any Lot. Protected Plants found within the Building Envelope that are impacted by construction and are not within the Natural Area Easement, must be relocated within the Lot. These salvage and relocation efforts will follow the requirements mentioned in the Salvage section. Reference Table 1 for Protected Plant status.

- **Prohibited plant list**

A number of plants will not be allowed due to their inappropriateness for the desert setting, or their propensity to impact the natural environment. These plants include those that have characteristics that are undesirable such as excessive pollen production, disproportionate height, high water, and other similar traits. Under no circumstances is it permissible to plant any Prohibited Plant. Reference Table 2 for Prohibited Plant List

The following may not be planted or maintained anywhere in the Sereno Canyon Spa and Resort development:

- Palms† (all varieties)
- Pine trees (all varieties)
- Cypress
- False Cypress
- Common Juniper / Cedar
- Olive
- Oleander
- Fountain Grass
- Citrus†
- Common Bermuda Grass
- Mexican Palo Verde
- Desert Broom

†Dwarf varieties are permissible if located out of view in Private Areas



Table 1. Environmentally Sensitive Lands (Indigenous Plant List)

Trees	Botanical Name	Common Name	Protected
	<i>Acacia constricta</i>	Whitethorn Acacia	X
	<i>Acacia greggii</i>	Catclaw Acacia	X
	<i>Berberis haematocarpa</i>	Red Barberry	X
	<i>Berberis harrisoniana</i>	Harrison Barberry	-
	<i>Canotia holacantha</i>	Crucifixion Thorn	X
	<i>Celtis pallida</i>	Desert Hackberry	X
	<i>Celtis reticulata</i>	Netleaf Hackberry	-
	<i>Cercidium floridum</i>	Blue Palo Verde	X
	<i>Cercidium microphyllum</i>	Foothill Palo Verde	X
	<i>Chilopsis linearis</i>	Desert Willow	X
	<i>Juniperus monosperma</i>	One-seeded Juniper	X
	<i>Olneya tesota</i>	Ironwood	-
	<i>Populus fremontii</i>	Cottonwood	X
	<i>Prosopis velutina</i>	Native Mesquite	X
	<i>Quercus turbinella</i>	Scrub Oak	-
	<i>Rhus ovata</i>	Sugar Sumac	-
	<i>Vaquelinica californica</i>	Arizona Rosewood	-



Shrubs	Botanical Name	Common Name	Protected
	<i>Ambrosia ambrosioides</i>	Giant Bursage	-
	<i>Ambrosia deltoidea</i>	Triangle-leaf Bursage	-
	<i>Ambrosia dumosa</i>	White Bursage	-
	<i>Anisacanthus therberi</i>	Desert Honeysuckle	-
	<i>Atriplex canescens</i>	Fourwing Saltbush	-
	<i>Atriplex lentiformis</i>	Quailbush	-
	<i>Atriplex polycarpa</i>	Desert Saltbush	-
	<i>Calliandra eriophylla</i>	Fairy Duster	-
	<i>Cassia (Senna) covesii</i>	Desert Senna	-
	<i>Cercis occidentalis</i>	Western Redbud	-
	<i>Cercocarpus betuloides</i>	Mountain Mohogany	-
	<i>Chrysothamnus nauseosus</i>	Rabbitbrush	-
	<i>Datura wrightii</i>	Sacred Datura	-
	<i>Dodonaea viscosa</i>	Hopbush	-
	<i>Encelia farinosa</i>	Brittlebush	-
	<i>Encelia frutescens</i>	Green Brittlebush	-
	<i>Ephedra aspera</i>	Mormon Tea	-
	<i>Ericameria laricifolia</i>	Turpentine Bush	-
	<i>Eriogonum fasciculatum</i>	Flat-top Buckwheat	-
	<i>Gutierrezia sarothrae</i>	Snakeweed	-
	<i>Hyptis emoryi</i>	Desert Lavender	-
	<i>Justicia californica</i>	Chuparosa	-
	<i>Koeberlinia spinosa</i>	Crucifixion Thorn	-
	<i>Larrea (divaricata) tridentata</i>	Creosote Bush	-
	<i>Lotus rigidus</i>	Deer Vetch	-
	<i>Lycium andersonii</i>	Desert Wolfberry	-
	<i>Lycium fremontii</i>	Fremont Wolfberry	-
	<i>Pluchea sericea</i>	Arrow Weed	-
	<i>Simmondsia chinensis</i>	Jojoba	-
	<i>Trixis californica</i>	Trixis	-
	<i>Viguiera deltoidea</i>	Goldeneye	-
	<i>Zizyphus obtusifolia</i>	Gray Thorn	-



Cacti	Botanical Name	Common Name	Protected
	<i>Agave deserti</i>	Desert Agave	-
	<i>Agave murpheyi</i>	Murphey's Agave	-
	<i>Agave palmeri</i>	Palmer's Agave	-
	<i>Carnegiea gigantea</i>	Saguaro	X
	<i>Dasyliirion wheeleri</i>	Desert Spoon	-
	<i>Echinocereus engelmannii</i>	Hedgehog Cactus	-
	<i>Ferocactus cylindraceus</i>	Compass Barrel	X
	<i>Ferocactus wislizenii</i>	Fishhook Barrel	X
	<i>Fouquieria splendens</i>	Ocotillo	X
	<i>Mammillaria microcarpa</i>	Cactus Fishhook	-
	<i>Opuntia engelmannii</i>	Engelmann's Prickly	-
	<i>Opuntia fulgida</i>	Chainfruit Cholla	-
	<i>Opuntia leptocaulis</i>	Christmas Cholla	-
	<i>Opuntia phaeacantha</i>	Sprawling Prickly Pear	-
	<i>Opuntia versicolor</i>	Staghorn Cholla	-
	<i>Peniocereus greggii</i>	Nightblooming Cereus	X
	<i>Yucca baccata</i>	Banana Yucca	-
	<i>Yucca elata</i>	Soaptree Yucca	X



Grasses	Botanical Name	Common Name	Protected
	<i>Aristida purpurea</i>	Purple Threeawn	-
	<i>Bouteloua aristidoides</i>	Needle Grama	-
	<i>Bouteloua curtipendula</i>	Sideoats Grama	-
	<i>Erioneuron pulchellum</i>	Fluffgrass	-
	<i>Hilaria belangeri</i>	Curly Mesquite	-



Annuals	Botanical Name	Common Name	Protected
Perennials	<i>Abronia villosa</i>	Sand Verbena	-
Vines	<i>Amsinckia intermedia</i>	Fiddleneck	-
	<i>Baileya multiradiata</i>	Desert Marigold	-
	<i>Cucurbita digitata</i>	Coyote Gourd	-
	<i>Dichelostemma pulchellum</i>	Desert Hyacinth	-
	<i>Dyssodia pentachaeta</i>	Golden Dyssodia	-
	<i>Eriophyllum lanosum</i>	Woolly Daisy	-
	<i>Eschscholzia mexicana</i>	Mexican Gold Poppy	-
	<i>Gaillardia aristata</i>	Gaillardia	-
	<i>Gilia latifolia</i>	Starflower	-
	<i>Janusia gracilis</i>	Slender Janusia Vine	-
	<i>Lasthenia chrysostoma</i>	Goldfields	-
	<i>Lesquerella gordonii</i>	Bladderpod Mustard	-
	<i>Lupinus sparsiflorus</i>	Desert Lupine	-
	<i>Machaeranthera asteroides</i>	Tansyaster	-
	<i>Melampodium leucanthum</i>	Blackfoot Daisy	-
	<i>Orthocarpus purpurascens</i>	Owl's Clover	-
	<i>Penstemon parryi</i>	Parry's Penstemon	-
	<i>Penstemon pseudospectabilis</i>	Desert Penstemon	-
	<i>Phacelia campanularia</i>	Desert Bluebell	-
	<i>Phacelia crenulata</i>	Scorpionweed	-
	<i>Platystemon californicus</i>	Creamcups	-
	<i>Proboscidea parviflora</i>	Devil's Claw	-
	<i>Psilostrophe cooperi</i>	Paper Flower	-
	<i>Plantago purshii</i>	Indian Wheat	-
	<i>Rafinesquia neomexicana</i>	Desert Chicory	-
	<i>Salvia columbariae</i>	Desert Chia	-
	<i>Senecio salignus</i>	Willow Groundsel	-
	<i>Sphaeralcea ambigua</i>	Desert Globemallow	-
	<i>Stephanomeria pauciflora</i>	Desert Straw	-



VIII. Conclusion

The proposal is for a premier Spa & Resort community with a focus on health and wellness that celebrates the Sonoran Desert through context appropriate sustainable architecture, sensitive low-density site design, and connectivity to the McDowell Sonoran Preserve.

This application, which seeks to change the General Plan designation of the Property from Rural Neighborhoods to Resort/Tourism, by utilizing the existing Resort Star designation, represents a unique opportunity to implement the recommendations of the General Plan to allow for the creation of a new and distinctive resort in North Scottsdale. Additionally, a companion rezoning application for the central 222+/- acre portion of the site from R1-130 ESL to R-4R ESL will allow for environmentally sensitive design techniques on this unique site. Although the R-4R zoning category allows for significantly higher densities (7.55 dwelling units/ gross acre for residential 10.62 guest rooms/gross acre for resort), than what is being proposed the applicant is self-imposing a maximum average density of one dwelling unit per one acre on the entire 350 +/- acre resort site, thereby preserving the intent of the existing Rural Neighborhoods land use character.

The community benefits identified throughout this document focus around three primary themes: providing economic benefits to Scottsdale, creating new residential resort lifestyle opportunities, and preserving environmentally sensitive lands. This resort opportunity will rival the State's best known specialty resorts and strengthen Scottsdale's position as a premier international and national tourism destination. The General Plan highlights the concept of preserving Scottsdale's natural environments to enhance the tourism experience. This low-density resort will focus on preservation of the natural desert through clustered site design, native landscaping and contemporary-southwestern architectural character while promoting health and wellness to its future residents and visitors. Sereno Canyon will include four main project development types including the main resort, resort casitas, resort villas and resort estate lots providing a range of residential living concepts and resort lifestyle opportunities. The proposed trail network planned for Sereno Canyon will be an effective means by which to raise awareness of the significance and importance of Scottsdale's Preserve lands, by inviting visitors and residents to share passive and active experiences that allows for each person to uniquely appreciate the value and beauty of the vast McDowell Sonoran Preserve.



Project Benefits:

- Project uses and densities (maximum of one dwelling unit per acre) are consistent with the General Plan and the Dynamite Foothills Character Area Plan.
- Community master planning will ensure protection of sensitive environmental features and investment in public infrastructure.
- Major new tourism component, providing economic benefit and tax revenues for City and residents.
- A thematic, private sector complement to the adjoining McDowell Sonoran Preserve and new Tom's Thumb Trailhead.
- Adjacent communities are buffered with extensive open space and large lot complementary density.
- Community benefit of public trails, infrastructure and tourism dollars for Scottsdale.



Project Application

Project Number: 762 - PA - 2011

Case Number: _____

Date: 9-14-12

Staff Signature required PRIOR to submittal

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

Applicant to Complete Section Below

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

Project Name: SERENO CANYON SPA & RESORT

Project Address: SWC OF RANCHGATE ROAD & 125TH PLACE

Current Zoning District: R1-130 ESL **Parcel Number(s):** MULTIPLE. SEE ATTACHED **Quarter Section:** 46-57.58 & 45-57.58

Request: AMEND CURRENT NATURAL AREA OPEN SPACE STIPULATION IN CASE #1-ZN-2005 (SEE ATTACHED NARRATIVE)

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

Owner: HUGH SMEED
Company: MCDOWELL MOUNTAIN BACK BOWL LLC
Phone: _____ **Fax:** --
E-mail: _____
Address: 1751A W. DIEHL RD NAPERVILLE, IL 60563

Developer: MARVIN BAILEY
Company: CROWN COMMUNITY DEVELOPMENT
Phone: _____ **Fax:** _____
E-mail: _____
Address: 1751A W. DIEHL RD NAPERVILLE, IL 60563

Architect: _____
Company: _____
Phone: _____ **Fax:** _____
E-mail: _____
Address: _____

Engineer: (MULTIPLE)
Company: LVA URBAN DESIGN STUDIO LLC
Phone: 480-994-0994 **Fax:** --
E-mail: _____
Address: 120 S. ASH AVE. TEMPE, AZ 85281

Applicant Contact: JOHN BERRY **Phone:** (480) 385-2727
Applicant E-mail: _____ **Fax:** --
Applicant Address: 6750 E. CAMELBACK ROAD, SUITE 100 SCOTTSDALE, ARIZONA

Owner Signature _____

Applicant Signature _____

OFFICIAL USE ONLY

Staff Signature: _____ **E-mail:** _____ @ScottsdaleAZ.gov **480-312-** _____

This application needs a: New Project Number or Old Project Number: _____ **Date:** _____

Planning & Development Services Department

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