

**Application
Narrative
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Pre-Application
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Project Data Sheet**

SERENO CANYON SPA & RESORT PROJECT NARRATIVE

Introduction

The Sereno Canyon property consists of 350 acres situated along the northeast slope of the McDowell Sonoran Preserve in North Scottsdale. The property is located south of Ranch Gate Road situated between the Pinnacle Peak Road and Happy Valley Road alignments west of 128th Street. The Sereno Canyon property was originally zoned and master planned under case #1-ZN-2005.

This application requests a Non-Major General Plan Amendment on 132 acres and a rezoning on approximately 227 acres to accommodate a proposed low-intensity resort community. The General Plan Amendment request is to modify the existing "Rural Residential" designation to "Resort Tourism" in the southeast portion of the property. Concurrently, a rezoning request would modify the zoning on a portion of the overall property to a combination of R1-43 ESL and R-4R. The specifics of these requests and the development concept are detailed in subsequent sections of this narrative.

Existing Conditions

Site Context

The site is generally surrounded by undeveloped 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.

Site Access

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 to exit only. The City has recently installed temporary pavement between Ranch Gate Road and the Preserve boundary, but no property access from 128th Street is currently available.

Existing Land Use/ Site Improvements

A majority of the Sereno Canyon community was platted in 2007-08, leading to the construction of extensive off-site infrastructure and limited on-site improvements. The off-site improvements associated with the Sereno's 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 "EMERGENCY ACCESS ONLY" under the new plan to eliminate traffic through this existing gate. The rough grading of the local streets improvements for future phases 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.

Existing General Plan Land Use

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 natural 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 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. An additional 20 acres was later added into the Sereno Canyon property without amending the existing R1-130 ESL zoning. Entitlements on the overall property allow for up to 128 dwelling units at a maximum density of 0.37 units per acre.

Site Conditions

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 176 acres, or 50% 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 minor 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.

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.

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.

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 late 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.

On-Site Segments

The original zoning case associated with the Sereno Canyon property included a segment of public trail that would extend from the Alameda Road entry on the property's western edge, to the future project entry on 128th Street on the property's eastern edge. This alignment ensures that existing neighborhoods are ultimately connected to the Preserve trailhead and the network of planned and existing trail alignments.

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.

Development Concept

Non-Major General Plan Amendment Overview

The request is for a non-major General Plan Amendment ("GPA") on approximately 132 +/- gross acres in the southeast portion of the Sereno Property. The amendment area will be limited to the area defined by the Spa & Resort and the immediately adjacent portions of the project that will be linked to the resort via mutual services. The proposed amendment area seeks to amend the current general Plan designation from Rural Neighborhood to the Resort/Tourism land use category utilizing the "Resort Star" designation identified in the 2001 General Plan.

The portions of the Sereno community not included in the amendment request will remain within the general density ranges supported by the Rural Neighborhoods designation by not exceeding one dwelling unit/acre.

The GPA request is supported by the Goals and Policies identified in the current General Plan document. A detailed analysis is provided in Chapter 3 of the Sereno Canyon Spa & Resort Project Booklet.

Re-Zoning Overview

In conjunction with the non-major GPA, the establishment of the Spa & Resort will require a request for rezoning of a portion of the Property from the existing R1-130 ESL to a combination of R1-43 ESL and R-4R ESL. Approximately 123 acres of the existing R1-130 ESL zoning on the property will not be modified and will remain in its current large-lot configuration at an overall density (0.36 du/ac) less than the original approval or approximately 1 dwelling unit per 2.8 acres. The R1-130 ESL zoning is consistent with surrounding zoning patterns.

The rezoning request is generally limited to the southern and eastern portions of the Sereno Community and is not contiguous to areas with existing homes. The rezoning area will include approximately 228 acres as illustrated on the "Proposed Zoning" exhibit. The rezoning request to modify the existing R1-130 ESL district to the R1-43 ESL and R-4R ESL districts 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.

Project Land Use

The development plan carefully integrates the proposed improvements with the natural environment. The same sensitive development practices that were implemented during the initial development phases of the project will be carried forward into future phases. 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, reflecting consistency with character plans adopted by the City and providing convenient and managed trail access to the City's expansive Preserve lands and. 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 zoning. The western edge and north-central core of the property will remain as large Estate lots, maintaining the existing R1-130 ESL low density zoning. Transitioning from the R1-130 areas to the interior of the project, R1-43 zoning will provide additional rural-density single family development at approximately .6 dwelling units per acre. The southeastern portion of the community will host the Resort & Spa surrounded by a range of dwelling unit types that support an integrated resort community concept. Overall, development densities within Sereno Canyon will be much lower than those found in traditional resort communities and provide a diverse range of dwelling unit types including very low density Estate homes. This diversity reinforces 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 as the Estates, Villas, Resort Townhomes and Resort Casitas are characterized as dwelling units and not resort units or "keys" although these residences may avail themselves of the services of the Resort & Spa.

Resort Core

The Resort Core of the Sereno Canyon Community is an enclave within the project consisting of approximately 132 acres. This area is comprised of multiple private ownership housing types that

cumulatively support and integrate with the Spa & Resort element. The diversity of dwelling unit types inside of the Resort Core are typical of those found within other resort communities that share a close relationship between the resort proper and a resort community by allowing owners the option of including the units for use by the Spa & Resort guests. Owners may also choose to not make these units available to resort guests and instead utilize services offered by the resort such as concierge and housekeeping services as a community amenity. This relationship between dwelling units and the resort reinforces the concept of a true resort community and will ensure a vibrant and attractive lifestyle experience for both guests and property owners.

Spa & Resort

The Spa & Resort is the jewel of the Sereno community, intended as a premier destination for national and international visitors to Scottsdale. 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 revitalizing 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 property will be located at the southern edge of the Sereno Canyon property, along the boundary of the McDowell Sonoran Preserve. The primary resort and spa buildings will be thoughtfully situated down-slope from prominent ridges and hillsides to reduce the visibility of these buildings from off-site communities, whereby protecting existing viewsheds and promoting the sensitive environmental integration and orientation of the resort.

The resort property is comprised of 29 acres located near the southeast corner of the Sereno Canyon property. The resort development concept will include 100 rooms, a public spa and restaurant facilities, and private exercise, experiential/educational and meeting spaces for resort guest. The rooms are accessed by walking and electric carts, reducing the impact of vehicles and roadways throughout the site. Parking will be kept separate from the room and facility areas to maximize the "experience" of the stay for each guest.

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. To further ensure this integration, the resort and spa facilities will not be located on the upper hillsides within the property, whereby reducing visual impacts to and from adjacent properties. The resort concept includes a small cluster of amenity and support facilities to provide limited meeting, gathering and reception space, a world class spa and restaurant amenities. Each of the 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 Townhomes

The Resort Townhomes are envisioned as an extension of the resort property with larger square footage and with the option of private ownership. The envisioned character of these units would combine two or more dwelling units within a single structure and will typically share a common wall providing the appearance of a single family home. Resort Townhomes 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. Resort Townhomes will be located proximate to the Spa & Resort area with building heights limited to 24 feet from existing grade per the ESL Ordinance. In instances where the Resort Townhome units abut a lower density zoning district, a 100 foot single-story restriction buffer will be enforced per the requirements of the R4-R zoning district.

Resort Casitas

The Resort Casitas are envisioned as a single-family detached housing product with lot sizes that will range in size between those found within traditional neighborhoods including lots that are greater than one-half acre, with envelopes that are either contiguous with those on adjacent lots or envelopes

limited to a single lot. In either case, envelopes will be sized and located to reflect sensitivity to natural and topographic conditions.

Units may be a combination of custom, semi-custom and production product. Because of their proximity and relationship with the resort property, the units will allow for private ownership or the option of association with the resort for available services and amenities including the ability to be occupied by resort guest. In areas where the Villa dwelling units abut the R1-130 zoning district (Estates), a 100 foot single-story restriction buffer will be enforced per the requirements of the R-4R zoning district including a maximum building height of 24 feet for all residences.

Villas

Villas will be generally established as large-lot single family homes with lot sizes typically averaging one home per 1.5 acres (0.7 DU/Ac) and serving as a transitional density housing type between the larger Estate lots and the product types established within the Resort Core. All Villa lots will be zoned as R1-43 ESL and subject to the zoning development standards of that district. The lots are located in the northern portions of the property where the overall development densities are reduced.

Villa 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. Building heights will be limited to the 24-foot maximum allowed by the Environmentally Sensitive Lands Ordinance.

Estates

The Estate lots located along the project's west perimeter and northern core will maintain the existing R1-130 ESL zoning at an already approved density of approximately one home per 2.8 acres (0.36 DU/Ac). These lots maintain large proportions of 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. Estate homesites will contain large custom homes within pre-established development envelopes to ensure that the most environmentally sensitive portion of each lot is protected. Building heights within the Estate area will be limited to 24 feet from existing grade per the ESL Ordinance.

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 legally enforceable measures including the dedication of NAOS easements and protective assurances in the CC&Rs.

Using techniques defined by the Environmentally Sensitive Lands Ordinance, the base open space requirement on the property is determined to be 147 acres, or 42% of the site. This application proposes to provide 28.4 acres in excess of the NAOS requirement for an overall minimum open space area of 176 acres. A portion of this increase is to specifically meet the requirements of elevated open space within the R1-130 area. Approximately 66% of the land area (81 acres) within the R1-130 area will be maintained as NAOS, which exceeds the 62% requirement under the existing condition. Other portions of the property will meet or exceed the ESL open space requirement. 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.

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 as 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, or in ponding areas created by project roadways.

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.

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 eliminate all non-emergency access through this gate. The existing gate structure and entry improvements on Alameda Road will remain in place to only allow access by emergency vehicles.

During future phases of the project, a full-access gate will be constructed on 128th Street to allow for secondary access to the Sereno site and may 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 although some adjustments may be necessary to accommodate the proposed land use changes.

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 on the west boundary. In most cases, this density is equal to or 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 that minimizes impacts to adjacent existing neighborhoods. The dedication of a Buffer Corridor setback along the project's 128th Street frontage 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 50 feet to this boundary. This setback will apply to all land use types and zoning categories proposed by the development plan including Estates, Villas, Resort Casitas, Resort Townhomes and the Spa & Resort parcels. This setback area will be dedicated within a Natural Area Open Space easement. Trails will be allowed within this setback

Viewshed Projections & Protection

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 whereby promoting the use of these amenities to link to off-site public trails and explore the scenic beauty within and 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.

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.

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. Detention basins will sensitively integrate with the natural terrain to the greatest extent possible and will be revegetated to ensure functionality and reflect the natural aesthetic character of the property. Areas disturbed for detention and conveyance structures will be minimized so as to limit the overall amount of revegetated area to less than 30% of the overall site NAOS requirement.

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 Preserve boundaries to the south and east of Sereno Canyon. With the proposed addition of the resort and residential wastewater generation for the project site will increase. The Master Wastewater System Report confirms that the existing infrastructure concept and existing infrastructure previously constructed by Sereno will provide adequate capacity for increased wastewater volume. The updated report includes an analysis of off-site and increased on-site impacts to the sewage pumping station.

Vehicular Circulation and Access Plan

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.

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.

All roadways in 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.

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.

Conclusion

The proposal is for a premier 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 amend the General Plan designation on a portion 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 a 227+/- acre portion of the site from R1-130 ESL to a combination of R1-43 ESL and R-4R ESL will allow for environmentally sensitive design techniques to be implemented in a resort community context. The applicant is self-imposing a maximum average density of slightly more than one dwelling unit per one acre on the overall 350 +/- acre resort community site, thereby maintaining the intent of the existing Rural Neighborhoods land use character and officially integrating the established Resort/Tourism designation.

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 five main project development types

including the main resort, resort casitas, resort townhomes, villa lots and 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 (slightly more than one dwelling unit per acre) are compatible with the General Plan and the Dynamite Foothills Character Area Plan. Not including resort rooms, residential densities within the Sereno Community are less than 1 dwelling unit per acre.
- 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.
- Tourism is brought to the foot of the McDowell Sonoran Preserve, the crown jewel of Scottsdale, as it has been shown on the General Plan for decades.



Project Application

Project Number: - PA -

Case Number: 16 - ZN - 2011

Date: 9/21/2012

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: REZONE OF 227 ACRES FROM R1-130 ESL TO 95 ACRES OF R1-43 ESL AND 132 ACRES OF R-4R ESL

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: STEVEN VOSS
 Applicant E-mail: sjvoss@lvadesign.com
 Applicant Address: 120 S. ASH AVE. TEMPE, AZ 85281

Phone: 480-994-0994
 Fax: --

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



Rezoning Application Checklist

At your pre-application meeting, your project coordinator will identify which items are required for submittal. Please note that ALL items checked will be required at the time of formal submittal.

PART I -- GENERAL REQUIREMENTS
All Graphics And Plans Shall Be To Scale And Dimensioned.

Req'd
Rec'd

Description of Documents Required for Complete Application. No application shall be accepted without all information in above section and without all items marked below.

- | | | |
|-------------------------------------|--------------------------|---|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 1. Rezoning Application Checklist (this list) GENERAL PLAN |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 2. Completed Application Form (form provided) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 3. Proposition 207 information handout (sample agreement provided). |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 4. Zoning Application Fee \$ ²⁷⁵⁰ 13,900 (subject to change every July) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 5. Letter Of Authorization (from property owner(s) if property owner did not sign the application form) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 6. Citizen Review Process Requirements: (form provided) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 7. Current Title Report (requirements form provided) <ul style="list-style-type: none"> • 8-1/2" x 11" – 1 copy • Include complete Schedule A and Schedule B. |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 8. Legal Description: (if not provided in Title Report) <ul style="list-style-type: none"> • 8-1/2" x 11" – 2 copies |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 9. Site Location Map: <ul style="list-style-type: none"> • 8-1/2" x 11" – 1 copy (quality suitable for reproduction) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 10. Assessor's Map: (obtain from Records) identifying parcel(s); project location is to be <u>clearly marked</u> <ul style="list-style-type: none"> • 8-1/2" x 11" – 2 copies |

Planning, Neighborhood & Transportation Division

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Rezoning Application Checklist

11. Provide a Combined Context Aerial and Context Site Plan:

- 24" x 36"- **FOLDED-2** color copies
- 11" x 17" – **1** color copy

Aerial shall not be more than 1 year old and shall include and overlay of the site plan showing lot lines, tracts, easements, street locations/names and surrounding zoning for a radius from the site of:

- _____ 750 feet
- _____ 1/4 mile radius from site
- _____ 1 mile radius from site
- _____ Other:

Show the proposed site plan in relation to surrounding development including the following:

- Building footprints and other site improvements such as drives, parking areas, site walls (indicate height of buildings and site walls);
- Label surrounding zoning and land uses;
- Streets including sidewalks, and any surrounding driveways or intersections;
- Show bike paths and trails; and
- Development plans approved by the Development Review Board during the past year that have not been constructed. (Approved plans are available at the Scottsdale Records Division at 7447 E. Indian School Road, Suite 105).

Massing Model: Scaled model indicating building masses on the site plan and the mass of any building within 500 feet (or other distance as required by the Project Coordinator).

12. Existing Conditions Photo Exhibit: Mounted or Printed on 8-1/2"x11" Paper (Printed digital photos are OK)

- Photos mounted on cardboard, foamboard, particleboard, posterboard or other material **will not** be accepted.
- See attached Existing Conditions Photo Exhibit graphic showing required photograph locations and numbers.
- Provide **1 color** original set and **1 - 8-1/2" x 11"**

13. Project Narrative (form provided)

14. Draft Development Agreement (if applicable)

15. Proposed Amended Development Standards (see provided sample) should meet Maricopa County recording requirements

SEE APPROVED PLAT

_____ **Proposed amended development standards justification** (provided)

16. School District Notification – map provided (see Community Input Certification form)

17. Completed Airport Vicinity Development Checklist – Your property is located within the vicinity of the Scottsdale Municipal Airport (within 20,000 foot radius of the runway; **information packet provided**)

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Rezoning Application Checklist

18. Policy for Appeal of Required Dedications or Exactions (copy provided to applicant)
19. Archaeological Resources (information sheets provided) **COMPLETED AND UPDATED**
- Certificate of No Effect / Approval Application Form (provided)
 - Archaeology Survey and Report - 3 copies
 - Archaeology 'Records Check' Report Only - 3 copies
 - Copies of Previous Archeological Research - 1 copy
20. Historic Property (existing or potential historic property)
Narrative describing proposal to preserve the historic character or compliance with property's existing Historic Preservation Plan
21. Site Posting Requirements (decal provided) and
- Affidavit of Posting for Project Under Consideration
(Affidavit must be turned in no later than 14 days after application submittal)
 - Affidavit of Posting for Public Hearing
(Affidavit must be turned in 20 days prior to P.C. hearing)

PART II -- REQUIRED PLANS & RELATED DATA*All Graphics And Plans Shall Be To Scale And Dimensioned.*

1. Site Plan: (include all existing or approved site plan data on all adjacent property within 100+ feet of the site- see attached Plan and Report Requirements)
- 24" x 36" -12 copies, **FOLDED**
 - 11" x 17" - 1 copy (quality suitable for reproduction)
 - Digital -1 copy (See Digital Submittal Plan Requirements)
2. Project Data Sheet (form provided)
3. Site Plan Worksheet including calculations (sample provided)
- 24" x 36" - 1 copy **FOLDED**
4. Conceptual Elevations: **FOR REFERENCE**
- 24" x 36" - 1 color copy **FOLDED**
 - 11" x 17" - 1 color copy
 - Digital - 1 copy (See Digital Submittal Plan Requirements)
5. Conceptual Landscaping Plan:
- 24" x 36" - 1 copy **FOLDED**
 - 11" x 17" - 1 copy
6. Floor Plans
- 24" x 36" - 1 copy **FOLDED**
 - 11" x 17" - 1 copy (quality suitable for reproduction)

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Rezoning Application Checklist

7. **Floor Plan Worksheet** including calculations
- 24" x 36" – 1 copy **FOLDED**
 - Digital -1 copy (See Digital Submittal Plan Requirements)

8. **Drainage Report**
- See the City's Design Standards & Policies Manual for specific submittal and content requirements for drainage report. The report shall be bound (3 ring, GBC or coil wire, no staples) with card stock front and back covers, and must include all required exhibits, full color aerial/topo maps and preliminary grading and drainage plans. Full size plans/maps shall be folded and contained in pockets.
- Demonstrate compliance with Army Corp. of Engineers with 404 compliance
 - Demonstrate compliance with National Pollutant Discharge Elimination Systems (NPES)
 - 8-1/2" x 11" - 2 copies of the Drainage Report including full size plans/maps in pockets
 - Digital- 1 copy (See Digital Submittal Plan Requirements)
- Planning & Development Services will not process project applications until the Drainage Report contains sufficient information in detail, scale and clarity for review.**

9. **Water Sampling Station**
- Show location of sample stations on the preliminary plat.
 - Fax 8- 1/2 " x 11" copy of the preliminary plat with sampling stations to the Water Quality Division. Attn: Craig Miller- Fax: 480-312-5615, Phone: 480-312-5016

Part III. Additional Requirements

1. **Results of Alta Survey (42" x 36") FOLDED**
- 1 copy, shall not be more than 30 days old
2. **Topography Map:** (include 2'-0" minimum contours except where slopes exceed 15%)
- 24" x 36" 1 – copy **FOLDED**
 - 11" x 17" 1 – copy
3. **Site Cross Sections**
- Show existing and proposal grade lines, and all finished floor elevation of adjacent sites (at locations specified by Project Coordination Manager)
- 24" x 36" 1 – copy **FOLDED**
 - 8-1/2" x 11"- 1 copy (quality suitable for reproduction)
4. _____ **Transportation Impact & Mitigation Analysis (TIMA):** Contact the TIMA Coordinator,

_____ at _____, for TIMA requirements.
Name Phone

At time of submittal, provide letter from the TIMA coordinator. *CONTACT PHIL KERCHER*

_____ **Trip Generation Analysis- 3 copies**

_____ **Traffic Impact Study- 3 copies**


_____ **Traffic Evaluation- 3 copies (for Bars, Live Entertainment)**

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Rezoning Application Checklist

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>5. Parking Analysis</p> <ul style="list-style-type: none"> • 3 – copies (required for reduction of Ordinance requirements)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>6. Parking Master Plan</p> <ul style="list-style-type: none"> • 3 – copies (required for reduction of Ordinance requirements)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>7. Native Plant Submittal: identifying significant concentrations on vegetation</p> <ul style="list-style-type: none"> • 24" x 36" 1 – copy FOLDED (aerial with site plan overlay to show spatial relationships of existing protected plants to proposed development) • See Sec. 7.504 of the Zoning Ordinance for specific submittal requirements.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>8. Phasing Plans showing the proposed infrastructures and access to each phase of the development.</p> <p style="text-align: center;"><i>IF APPLICABLE</i></p> <ul style="list-style-type: none"> • 24" x 36" 1 – copy FOLDED
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>9. PRD Addendum (refer to Zoning Ordinance) – 2 copies (see sec. 6.204)</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>10. PCD Addendum (refer to Zoning Ordinance) – 2 copies (see sec. 5.2100)</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>11. PBD Addendum (refer to Zoning Ordinance) – 2 copies (see sec. 5.3061)</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>12. ESL Addendum (refer to Zoning Ordinance) – 2 copies (see sec. 6.1010)</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>13. Preliminary Art Plan & Schematic Design showing location, type and scale of artwork (Required of Downtown Planned Block Developments)</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>14. Other <u>GENERAL PLAN INFORMATION</u></p>
<input checked="" type="checkbox"/>		<p>16. Submit all items pursuant to the Submittal Instructions provided.</p>
<input checked="" type="checkbox"/>		<p>17. An appointment must be scheduled to submit this application. To schedule your submittal meeting please call 480-312-7000. Request a submittal meeting with a Planning Specialist and provide your case pre-app number; _____-PA-_____.</p>



Coordinator Signature

_____ 12/16/2011 _____
Date

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

Planning, Neighborhood & Transportation Division

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