

PLANNING COMMISSION REPORT



Meeting Date: April 13, 2022
General Plan Element: *Land Use*
General Plan Goal: *Create a sense of community through land uses*

ACTION

Hawkins General Plan 2035 Amendment 5-GP-2020#2

Request to consider the following:

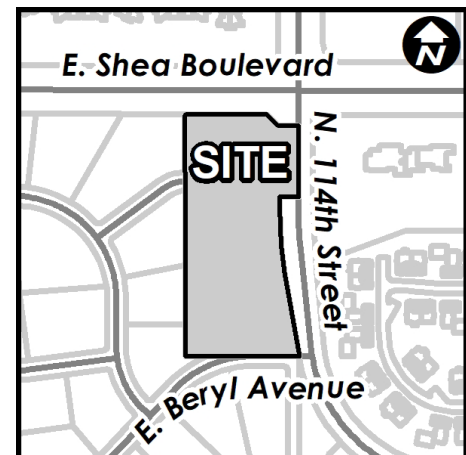
1. A recommendation to City Council for a Minor General Plan amendment to the City of Scottsdale General Plan 2035, as directed by Resolution No. 12255, to change the land use designation from Employment to Commercial on the northern +/- 1.97 acres of an approximately +/- 3.53 gross acre site, located at the southwest corner of North 114th Street and East Shea Boulevard.

Goal/Purpose of Request

The request is to amend the 2035 General Plan land use map pursuant to Resolution No. 12255 so as to maintain the same land use designation approved by case 5-GP-2020.

Key Items for Consideration

- Proposed change to City of Scottsdale General Plan 2035 land use designation
- Proposal conforms to the 1993 Shea Area Character Plan goals, policies, and guidelines
- All approved entitlements and stipulations on the property will remain as previously approved with case 8-ZN-2020 by Council



OWNER

Kci Investments
480-951-1800

Action Taken _____

APPLICANT CONTACT

Ben Moriarity
City of Scottsdale
480-312-2836

LOCATION

11355 E Shea Bl

BACKGROUND

As per Arizona Revised Statutes Section 9-461.06, the City updated its General Plan with Case 1-GP-2020, Scottsdale General Plan 2035. On June 8, 2021, City Council adopted the new General Plan (Resolution No. 12177), and on November 2, 2021 the voters ratified the plan. As per the General Plan Update Adoption Procedures for “Scottsdale General Plan 2035” (Resolution No. 11851), all General Plan amendment cases considered by City Council after June 8, 2021 would be reconsidered by the Planning Agency and the Scottsdale City Council for incorporation into the newly ratified General Plan. Consequently, Resolution No. 12255, specific to case 5-GP-2020, included direction for staff to process a separate amendment case (this application, case 5-GP-2020#2) so as to maintain the same land use designation within the newly-ratified General Plan 2035. The following timeline provides clarity regarding the adoption of case 5-GP-2020 in relation to the General Plan update process that occurred in 2021:

June 16, 2020: Established adoption procedures for the General Plan Update (Resolution No. 11851)

- Provided direction regarding any General Plan amendments processed *after* the adoption of the 2035 General Plan by City Council, but *prior* to ratification by public vote
 - Amendments adopted by City Council after **6/8/2021** but before **11/2/2021** would be reconsidered by Planning Commission & City Council to be incorporated into the newly ratified General Plan 2035

June 8, 2021: City Council Adoption of City of Scottsdale General Plan 2035 (Resolution No. 12177)

9/14/2021 City Council adoption of Case 5-GP-2020 (Resolution No. 12255)

- Directed staff to process a separate, future General Plan amendment case to maintain and reflect the same land use designation within the City of Scottsdale General Plan 2035, as approved by Case 5-GP-2020

November 2, 2021: Voter Approval of Scottsdale General Plan 2035

November 16, 2021: City of Scottsdale General Plan 2035 takes effect

January 5, 2022: Staff Initiates Case 5-GP-2020#2 as directed by City Council through Resolution 12255.

- Minor Amendment to the City of Scottsdale General Plan 2035 land use map

February 24, 2022: Minor General Plan Amendment Open House

General Plan

The City of Scottsdale General Plan 2035 Future Land Use Map designates +/-2.86 acres of the subject site as the Employment land use designation and the other +/- 2.15 acres as a Suburban Neighborhoods land use designation. There are two types of Employment Land Uses – Light Industrial/Office, and Office. The subject site meets the definition of Office as it is adjacent to, and incorporates the adjacent residential character. Uses within this designation typically generate low to moderate traffic volumes and could be located along collector as well as arterial streets. The Suburban Neighborhoods land use designation includes medium to small lot single-family neighborhoods or subdivisions. Suburban neighborhoods may be used as a transition between less intense residential areas and non-residential areas such as office or retail uses.

Shea Area Plan

The subject site is located within the boundary of the City Council adopted 1993 Shea Character Area Plan. As defined in that plan, the subject property is also located within the Shea Corridor Overlay, which is generally located ¼ mile north and south of Shea Boulevard from Hayden Road to the eastern city limit. The Shea Character Area Plan contains goals, policies, and guidelines to enhance and protect existing neighborhoods, encourage site planning that is sensitive to environmental features, and to ensure that new development is compatible with existing development.

Zoning

The zoning for the site, as a result of case 11-ZN-2021, is Neighborhood Commercial (C-1) district on +/- 2.86 acres, with the other +/- 2.15 acres zoned Single-family Residential Planned Residential Development (R1-18 PRD). The C-1 district introduced a broader range of commercial land uses on the northern 1.97 acres of the site, including restaurant, retail, and personal care services. Additionally, the C-1 district allows certain specified uses that are allowed subject to a Conditional Use Permit such as car wash, gas station, and live entertainment. Based on concerns received from the adjacent neighborhood to the west regarding the potential for new land uses, the owner has offered to restrict land uses on the C-1 portion of the site through private deed restrictions. The C-1 district allows building height up to 36 feet; however, the applicant has agreed to limit the building height to 24 feet through stipulation. The development standards are intended to provide separation of office buildings from nearby residential areas, and provide a high quality setting for office uses. The R1-18 district is intended to promote and preserve residential development, allowing lots within a minimum land area of 18,000 square feet, while the PRD allows flexibility in design of residential neighborhoods with the intent of preserving open space and significant natural features.

City Council approved in 2008 Cases 5-GP-2007, 14-ZN-2007 and 15-ZN-2007 as part of a development project for the overall +/- 5.01 acre site, which included two (2) office buildings and three (3) residential lots. The existing zoning on the site includes amended development standards for the residential lots and stipulations on the commercial portion of the site that are intended to protect the adjacent single-family residential uses.

Context

The property is one of a few vacant undeveloped sites along the Shea Corridor. Surrounding properties to the east, north and west have already been developed with both residential and non-residential uses.

Adjacent Uses and Zoning

- North: East Shea Boulevard, existing multi-family condominiums, zoned Multi-family Residential District (R-5)
- South: East Beryl Avenue, existing single-family residences, zoned Single-family Residential Planned Residential Development District (R1-43 PRD)
- East: North 114th Street, multi-family residential and office condominiums, zoned Multi-family Residential Planned Community District (R-4 PCD) and Service Residential Planned Community District (S-R PCD)
- West: Existing single-family residences, zoned Single-family Residential Planned Residential Development District (R1-43 PRD)

Other Related Policies, References:

City of Scottsdale General Plan 2035

1993 Shea Character Area Plan

Zoning Ordinance

5-GP-2007, 14-ZN-2007, 15-ZN-2007, 5-GP-2020, and 8-ZN-2020

37-DR-2020 (currently active)

GENERAL PLAN 2035 AMENDMENT IMPACT ANALYSIS

Minor General Plan 2035 Amendment Request

As discussed above, pursuant to Resolution No. 12255, staff has been directed to process this case so as to maintain the same land use designation within the City of Scottsdale General Plan 2035 as approved by Council in Case 5-GP-2020. Thus, the request is for a Minor General Plan amendment to the Scottsdale General Plan 2035 to change the land use designation from an Employment to a Commercial General Plan land use designation on the northern +/- 1.97 acres of the +/- 5.01 gross acre overall site. A request from Employment (Group G) to Commercial (Group G), is defined as a minor General Plan amendment based upon criteria outlined in the City of Scottsdale General Plan 2035. The resulting land use designation composition for the site is +/- 1.97 acres of Commercial, +/- .89 acres of Employment: Office, and +/- 2.15 acres of Suburban Neighborhoods.

The General Plan Land Use Element describes the Commercial land use designation as areas that provide a variety of goods and services to the people who live in, work in, or visit Scottsdale and have been designated throughout the community at various locations. This category is typically located on arterial streets and may be integrated with mixed-use areas.

The site was rezoned to the Neighborhood Commercial zoning district (C-1) with case 8-ZN-2020, which allows for retail, office, and restaurants, and to expand the list of permitted uses on the site and develop a one-story structure with at-grade parking provided – as proposed by the property owner’s active development review case (37-DR-2020). Furthermore, the site is located at the intersection of a major arterial (Shea Boulevard) and minor collector (South of Shea at 114th Street).

All approved entitlements and stipulations on the property will remain as previously approved by City Council with Case 8-ZN-2020.

1993 Shea Character Area Plan

The subject site is located within the boundary of the 1993 Shea Character Area Plan. This Plan was incorporated to General Plan 2035 by reference. The Plan’s goals, policies, and guidelines provide support to enhance and protect existing neighborhoods of the area, encouraging site planning that is sensitive to environmental features, and ensuring that new development is compatible with existing development.

The development proposal supports the Shea Area Plan in that it supports, by the umbrella goals, policies, and guidelines, a dense native plant buffer to the adjacent residential land use, and plans to locate site elements away from the residential areas closer to North 114th Street.

STAFF RECOMMENDATION

Recommended Approach:

Staff recommends that the Planning Commission make a recommendation to the City Council to Adopt Resolution No. 12432 for a Minor General Plan amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Employment to Commercial on the northern +/- 1.97 acres of the +/- 5.01 gross acre overall site located at the southwest corner of North 114th Street and East Shea Boulevard.

RESPONSIBLE DEPARTMENT

Planning and Development Services

Long Range Planning Services

STAFF CONTACT

Ben Moriarity
Senior Planner
480-312-2836
E-mail: bmoriarity@ScottsdaleAZ.gov

APPROVED BY



Ben Moriarity, Report Author

3/17/2022

Date



Erin Perrault, AICP, Planning + Development Area Director
Phone: 480-312-7093 Email: eperreault@scottsdaleaz.gov

03/21/2022

Date



Randy Grant, Executive Director
Planning, Economic Development, and Tourism
Phone: 480-312-2664 Email: rgrant@scottsdaleaz.gov

3/24/2022

Date

ATTACHMENTS

1. Context Aerial
- 1A. Aerial Close-Up
2. Narrative
3. Resolution No. 12432
Exhibit 1: General Plan 2035 Land Use Map
4. Existing General Plan 2035 Land Use Map
5. General Plan 2001 Land Use Map prior to adoption of 5-GP-2020
6. General Plan 2001 Land Use Map approved with 5-GP-2020
7. Resolution No. 12255
8. Shea Area Plan
9. Community Involvement



Context Aerial

5-GP-2020#2



Close-up Aerial

5-GP-2020#2



Planning and Development Services Division
Long Range Planning
7447 East Indian School Road
Scottsdale, Arizona 85251

Topic: General Plan 2035 Land Use Map Amendment

Action Requested: Approval to establish land use designations to two subject sites consistent with the recent Council approval of such land use designations, so as to bring the ratified General Plan 2035 into compliance.

From: Ben Moriarity, Senior Planner

On June 8, 2021 City Council voted to adopt City of Scottsdale General Plan 2035 (Resolution No. 12177) and placed the Plan on the November 2, 2021 ballot for voter consideration, per State Statute requirements. On November 2, 2021 Scottsdale's electorate voted to ratify the Plan. Consequently, per Resolution No. 11851, City Council's General Plan Update Adoption Procedures for Scottsdale General Plan 2035, any land use cases that are considered after City Council adoption (June 8, 2021) of a new General Plan, yet prior to voter approval of said Plan (November 2, 2021), may be reconsidered by the Planning Agency and the Scottsdale City Council for incorporation into the newly ratified General Plan (City of Scottsdale General Plan 2035).

During the time period between City Council adoption of Scottsdale General Plan 2035 and the voters ratification of the Plan, there were two non-major General Plan amendment cases (5-GP-2020 and 4-GP-2021) and their associated Zoning Map Amendment cases (8-ZN-2020 and 11-ZN-2021) that were approved by City Council - Resolution No. 12255 and 12287 respectively. These resolutions and Council actions changed the Land Use Map designations on two separate properties within the, then effective, General Plan 2001. Both Resolution No. 12255 and 12287, also included direction to staff to process future amendment cases for each property so as to carry over the land use designations from the 2001 General Plan to the new General Plan 2035. Thus, this requested change to the General Plan 2035 Land Use Map reflects this previously approved Council direction.

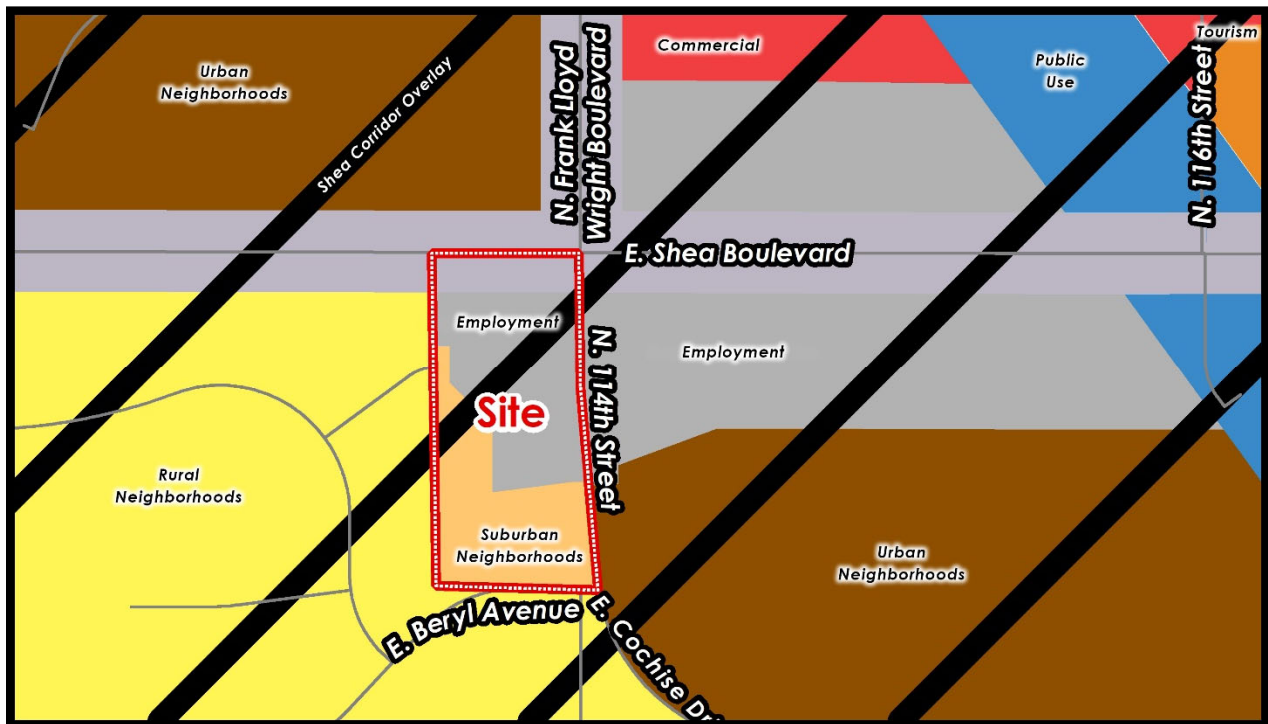
All approved entitlements and stipulations on the two subject properties will remain as previously approved by Council according to Cases 8-ZN-2020 and 11-ZN-2021.

5-GP-2020#2 Hawkins General Plan 2035 Amendment Case Justification

The narrative originally submitted by the applicant of case 5-GP-2020 included narrative justification specific to the 2001 General Plan document. Consequently, this document provides discussion and response specific to the newly ratified goals and policies found within the City of Scottsdale General Plan 2035 document.

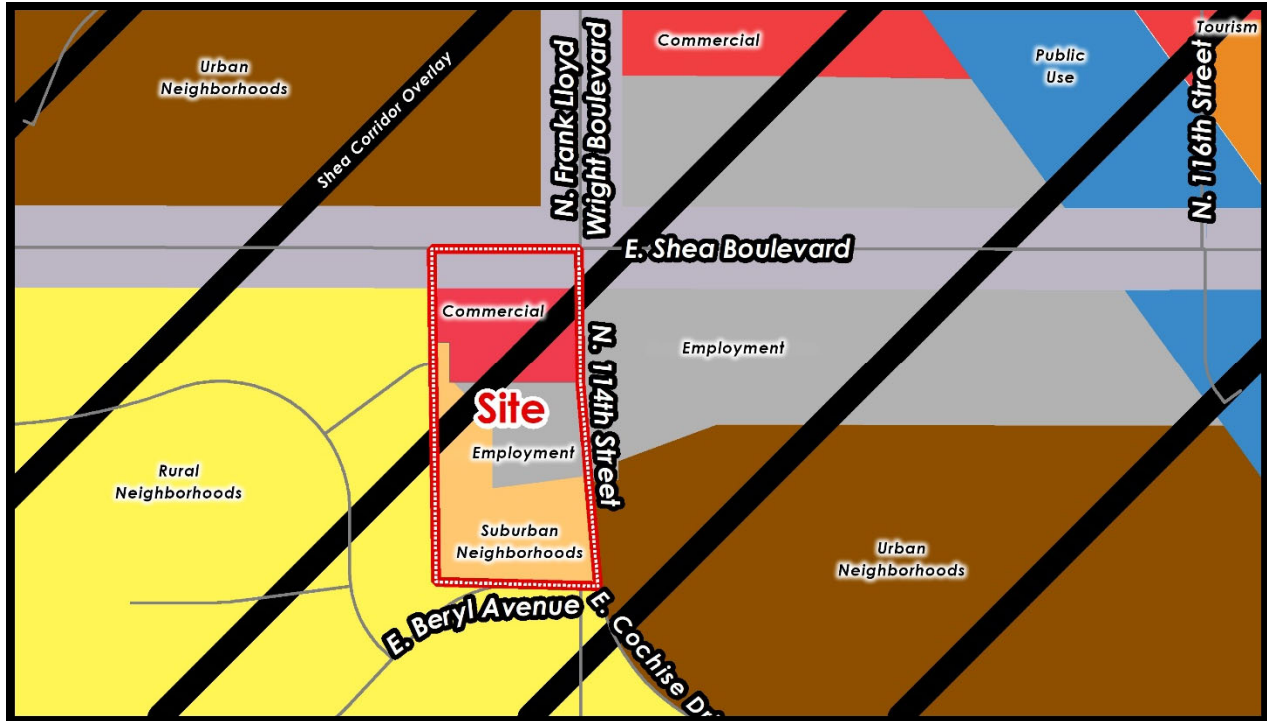
As directed by Resolution No. 12255, staff is requesting approval to establish a land use designation to the subject site consistent with both the recently approved case 5-GP-2020 and the newly ratified City of Scottsdale General Plan 2035. Consequently, the proposal is for a minor General Plan amendment to the City of Scottsdale General Plan 2035 from Employment-Office to Commercial land use designation on the northern +/- 1.97 acres of an approximately +/- 3.53 gross acre site.

City of Scottsdale General Plan 2035, Existing Land Use Map



EMPLOYMENT-OFFICE: The Employment-Office Land Use Category includes a variety of office uses. Office uses that embody residential scale and character, and generate low to moderate traffic volumes, may be located along collector or arterial streets or next to residential areas. When next to residential land uses, design of offices should incorporate elements that minimize negative impacts on the neighborhood. Offices needing strong transportation access to accommodate citywide and regional labor pools should be generally located in and around Growth and Activity Areas and in areas with arterial street or freeway access.

City of Scottsdale General Plan 2035, Proposed Land Use Map



COMMERCIAL: Commercial uses provide a variety of goods and services to the people who live, work, or visit Scottsdale and have been designated throughout the community at various locations. Neighborhood-serving commercial uses should be located at frequent intervals in relationship to the density of nearby housing to reduce travel time and distance. The size and scale of neighborhood business centers should be compatible with surrounding areas. Neighborhood-serving commercial uses are best located on collector or arterial streets. Community- and regional-serving commercial uses should be located on arterial streets for high visibility and traffic volumes. Community and regional commercial uses work best when they are integrated with a mix of uses. In Suburban and Urban Character Types, mid-range and limited-service hotel accommodations may be appropriate.

General Plan 2035 Vision:

Scottsdale will continue to be an exceptional Sonoran Desert experience and premier international destination, where our Western heritage is valued. Our diverse neighborhoods foster outstanding livability, connectivity, healthy lifestyles, and a sustainable environment. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity.

Values:

- **Respect Character and Culture** Enhance and protect Scottsdale’s unique features, neighborhood identity, character, livability, southwestern heritage, and tourism through appropriate land uses and high standards for design. Create vibrant and attractive places that accommodate a variety of ages and incomes and support the arts and multicultural traditions.

- **Conserve and Preserve the Environment** Lead the region in the stewardship and sustainable management of the Sonoran Desert environment and conservation of natural resources and open spaces for the visual, physical, and personal enrichment of everyone.
- **Collaborate and Engage** Promote strong, visionary leadership that is transparent, responsive, and efficient; collaborates regionally; respects and honors our community values; recognizes the benefit of interactive community involvement and volunteerism; and embraces citizens as active partners in decisions that affect their neighborhoods and city.
- **Foster Well-Being** Promote a culture of lifelong physical and mental health, safety, and well-being for residents, visitors, employers, and employees. Foster social connectivity across cultural and generational boundaries by cultivating a welcoming environment; respecting human dignity; and recognizing and embracing citywide and regional diversity.
- **Connect the Community** Connect all community members within the city and to the region by striving for cost-effective, adaptable, innovative, safe, and efficient mobility options. Connectivity and mobility involve more than getting people from here to there, connectivity and mobility influence the form and comfort of urban communities.
- **Revitalize Responsibly** Vigorously evaluate the short- and long-term impacts of development and redevelopment decisions to ensure that public and private investment work collaboratively to support and maintain the unique features and local identity that make Scottsdale special, and contribute positively to the community's physical, fiscal, and economic needs and high quality of life.
- **Advance Innovation and Prosperity** Embrace a diverse and innovative economy to sustain our high quality of life through a variety of businesses, health and research institutions, and educational, technological, tourism and cultural elements

The Vision and Values are further broken down into specific goals and policies within the various elements of the General Plan. Below is a discussion of the General Plan goals and policies that are applicable to this development.

CD 1.1 New and revitalized development should respond to the regional, citywide, and neighborhood contexts in terms of:

- Scottsdale's southwestern, Sonoran Desert characteristics, such as climate, native plants, topography, and history/culture.
- Scottsdale as a part of a larger metropolitan area with a unique image, character, and identity within the regional setting.
- Relationships and sensitivity to surrounding land forms, land uses, and transportation corridors.
- Compatibility with and sensitive integration into established neighborhood character, including historical preservation policies.
- Contributions to citywide linkages of open space, Growth Areas, and Activity Areas.
- Creation of new or reinvention of the existing character of an area, when necessary.

- Physical scale relating to human experience. Visual impacts on and accessibility to public settings, significant natural features, and neighboring properties.
- Impacts on and sensitivity to the natural environment.

CD 1.3 Ensure that all development is a part of and contributes to established Character Types.

CD 1.4 Encourage transitions and blending of character between Character Types, including, open space areas, building height, massing, and orientation

Response: 114th and Shea is a small-scale retail and office development (with two R1-18 PRD residential lots along the south) that promotes the established character of the Shea Boulevard corridor. The proposal consists of Pad A at approximately 3,000+/- s.f., Pad B at approximately 5,100+/- s.f., and Pad C at approximately 7,300+/- s.f. with evenly distributed surface parking and designated sidewalks for connectivity between buildings and the street frontages. Shea Boulevard has a wide variety of established residential, office, and retail options. The retail/office buildings along Shea Boulevard will be compatible with the other retail/office uses in the area. The collection of single-story buildings will serve as buffer between the major arterial traffic and more intense retail/office along Shea to the single-family homes to the south and west. This development will also utilize native landscaping and residential-scale architecture compatible with the surrounding developments.

Goal CD 3 Foster quality design that enhances Scottsdale as a unique southwestern desert and tourism community through development review processes.

Policies CD 3.1 Strengthen Scottsdale's economic and environmental attributes, distinctive character, and attractiveness through collaborative site planning and design.

CD 3.2 Use existing, and adopt new comprehensive polices, guidelines, and design standards for use in the design and development review process, to ensure public and private development responds to and enhances the diverse character and contexts within our Sonoran Desert community

Response: Continuing to produce the quality development that has always attracted people to Scottsdale is critical. The proposed development will create additional jobs and tax revenue. The development will comply with the Scottsdale Sensitive Design Principles including, but not limited to, desert sensitive elements such as pedestrian connectivity and integration of low water use landscaping and shade trees, and contextually compatible design.

EP 1.1 Retain Scottsdale's Sonoran Desert aesthetic values and heritage.

EP 1.3 Require developments to retain and integrate the Sonoran Desert ecosystem.

EP 1.5 Integrate environmental quality protection into all phases of local planning, policy, and development.

Response: Desert appropriate landscaping will be incorporated throughout the development, which will both enhance the streetscape along Shea Boulevard and 114th Street and provide a meaningful environment for pedestrians and retail/office users. Currently, the site is vacant, undeveloped land. The amount of open space planned with the development is approximately 27,000+/- s.f. (both C-1 and S-R parcels) and approximately 42,000+/- s.f. of open space is being provided; a 55% increase from required on this Property. Additionally, a 70-ft. wide Scenic Corridor will be dedicated along Shea Boulevard.

Goal LU 3 Maintain a balance of land uses to support a high quality of life.

Policies LU 3.1 Allow for the diversity and innovative development patterns of residential uses and supporting services to provide for the needs of the community.

LU 3.2 Integrate housing, employment, and supporting infrastructure, primarily in mixed-use neighborhoods and Growth and Activity Areas, to support a jobs/ housing balance.

Response: The proposed development includes retail, office/medical, and residential development (two R1-18 PRD lots remain along the south). The mixed-use development approach to this site will provide new employment and service opportunities bringing convenience to the surrounding neighbors. Integrating retail and employment along the Shea Boulevard corridor further stimulates the economic base in this area.

Goal LU 4 Develop context appropriate land use patterns that support a variety of compatible mobility choices and services.

LU 4.1 Integrate land uses and transportation systems to allow for a variety of mobility choices.

LU 4.2 Provide opportunities for pedestrian-oriented development, reduced parking demand, and context appropriate mobility choices.

Response: The proposed development offers a variety of mobility options. There are ample pedestrian sidewalks offering connectivity. Directly across 114th Street to the east is an existing bus stop (route #514). The retail/office uses are sensitively designed in terms of scale and architecture compatibility. Also, the new retail/office uses offer residents proximity to benefit from nearby services.

Goal LU 6 Attract and retain diverse employment, business, and retail land uses to improve the economic well-being of Scottsdale's residents.

LU 6.3 Encourage commercial land uses of similar scale and character in proximity to or within medium- to high-density residential areas to promote walkable connections.

Response: This development will have approximately 42,000+/- s.f. of open space and will have both internal and street adjacent sidewalks. A 70-ft. wide Scenic Corridor will be dedicated along Shea Boulevard (including a public trail and multi-use path).

LU 3.3 Maintain a citywide balance of land uses, and consider modifications to the land use mix to accommodate changes in community vision, demographic needs, and economic sustainability.

LU 6.2 Support well-planned, clustered employment centers of related or similar uses such as Healthcare and Research and Development land uses.

Response: The proposed development offers a variety of uses that complements the existing synergy of the developments along the Shea corridor. Shea Boulevard is a major arterial that supports higher vehicular activity and thus low-scale retail and office is a logical fit. The 114th & Shea development energizes the area and provides appropriate retail and employment uses.

Goal EV 1 Foster Scottsdale's resiliency to economic change through support of our core industries (e.g., tourism, healthcare, bio/life sciences, advanced business services), assets, regional competitiveness, and economic diversity.

EV 1.2 Support retention and expansion of established businesses, and provide resources for businesses to adapt to changing market conditions.

EV 1.3 Diversify Scottsdale's businesses, focusing on industries that add value to the existing economic environment.

Response: With the current economic climate, the attraction of new business to increase the tax base will be crucial. Shea Boulevard is an established street system with adequate infrastructure for the development. The traffic study included with this application demonstrates that these businesses will not have an adverse traffic impact. In fact, the proposed collection of uses will result in a weekday daily trip reduction from 585 (approved zoning) to 496; a 15% reduction. This development offers an increased tax base with minimal impact on the existing infrastructure and traffic patterns while serving the area residents.

Goal EV 2 Provide diverse economic activities, employment opportunities, and educational pursuits to enhance the socioeconomic prosperity of all community members.

EV 2.1 Target specific economic sectors for expansion or relocation in Scottsdale that will enhance the quality of life of the community, provide the greatest positive impact, and deliver the fewest negative impacts.

EV 2.4 Attract and retain a mix of businesses and industries that can provide jobs for residents of all skill and education levels.

Goal EV 3 Sensitively manage land uses to provide and enhance economic development, fiscal health and job growth, while simultaneously protecting the integrity and lifestyle of neighborhoods.

Response: The proposed development is intended to include a retail store, which will support the local residential and business communities. While a tenant for the medical/office building has not yet been identified, the developer is actively marketing to the medical community given the site's proximity to the HonorHealth Shea Campus. The services provided with this development will benefit the Scottsdale community and contribute towards the tax base.

Goal H 2 Provide a variety of housing options that meet the socioeconomic needs of people who live and work in Scottsdale.

Response: This project includes all of the elements of "live, work, and play" as identified in the General Plan. The proposed retail and office uses will provide employment and services to the surrounding community. The two R1-18 PRD residential lots along the south will remain as previously approved. The established mobility framework will provide single car transportation alternatives through walking, bicycling, and public transit options.

Goal GA 2 Improve access to automobile, transit, and other mobility options to, from, and within Growth and Activity Areas.

GA 2.1 Coordinate a balanced multimodal circulation system that can accommodate changing demographics and patterns of development within identified Growth and Activity Areas.

Response: The site is located within the Shea Boulevard corridor. The proposed development is consistent with this vision for growth areas as it incorporates a variety of land uses. Pedestrian

connectivity is provided throughout the development, allowing for easy access to offsite amenities. A 70-ft. wide Scenic Corridor will be dedicated along Shea Boulevard including a public trail and multi-use path.

Goal C 2 Reduce the number, length, and frequency of automobile trips to improve air quality, reduce traffic congestion, and enhance quality of life and the environment. Policies

C 2.1 Encourage a mix of land uses that will reduce the distance and frequency of automobile trips and support mobility choices.

Response: The proposed development encourages live, work and play relationships that help to alleviate the impact of our automobile-reliant community. The site is located along Shea Boulevard, an established arterial corridor with a range of land uses. The proposed development provides new retail and office options for the established workforce in the area which reduces the length of automotive trips and encourages the use of alternative modes of transportation. For those traveling further distances, future residents have access to the Loop 101 and public transportation.

Shea Area Plan

Adopted by the City Council in June 1993, the Shea Area Plan (“SAP”) acts as a guide for the future growth and development of Shea Boulevard. The SAP identified three umbrella goals, policies and guidelines:

1. Enhance and Protect Existing Neighborhoods
2. Encourage Site Planning which is Sensitive to Environmental Features
3. Provide for an Efficient Road Network and Promote Alternative Modes of Travel

This project utilized these three overarching goals. The project will enhance the existing neighborhoods by developing vacant property. The development has been specifically designed in response to the comments at the neighborhood meeting. The site design is both contextually and environmentally sensitive with the inclusion of native landscaping, abundant open space, dedication of a Scenic Corridor along Shea Boulevard, and the preservation view corridors by maintaining single-story buildings on the Property. Access will be provided via 114th Street and no additional access will be added on Shea Boulevard. The development includes new sidewalk connectivity and shade trees to optimize solar relief.

Umbrella Goal 1: Enhance and project existing neighborhoods

Policy 1 - New development should be compatible to existing development through appropriate transitions.

Guideline 1: Building heights at the edges of the parcel should reflect those already established by the existing neighborhood.

Guideline 4: Buffering techniques such as landscaping, open space, parks, and trails should be used whenever possible.

Guideline 5: Where desired by the adjacent neighborhood, new residences should face other existing homes when a street borders the new developments.

Response: This project proposes to develop a currently vacant site. There are three zoning designations utilized to provide sufficient transitions between Shea Boulevard and the single family residences to the south and west (noting that the R1-18 PRD lots along the south will be maintained from the previous 2008 zoning approval). The building heights are in concert with the adjacent residential to the south and west and the commercial structures to the east and northeast. Open space, landscaping, and sidewalks provide meaningful buffers and shade.

Policy 2 - Parcels should develop without encouraging neighborhood assemblages. It is desirable to unite undeveloped, individually owned parcels into a common development.

Guideline 2: New development which creates a destabilizing effect on a neighborhood should be discouraged. Destabilization is defined by one or more of the following if the development:

- a. Alters normal flows of traffic near a neighborhood or creates an increase in traffic through a neighborhood.
- b. Creates pressure for a change in land use nearby if the change is not desired.
- c. Isolates small clusters of homes or existing neighborhoods
- d. Does not include transition and buffering near the existing neighborhood.

Response: Development of this property creates certainty and stability for this segment of the Shea Boulevard corridor. The traffic flow is not altered and the proposal results in an overall trip reduction as compared to the 2008 zoning approval. The two new driveways created along 114th are design to create ease of traffic flow. The land use changes are supported by the adjacent neighbors and letters of support were provided with 5-GP-2020 and 8-ZN-2020. Buffering in the form of landscape, opens space, and sidewalks has been provided and the scale and character of the proposed buildings will not only be compatible with the surrounding context, but enhance the current architectural and landscape character of this corridor.

Umbrella Goal 2: Encourage Site Planning Which is Sensitive to Environmental Features

Policy 1 - Open space should be provided to link neighborhoods with trails and recreational areas, act as buffers between major streets and adjacent land uses, provide for drainage, and protect significant habitat corridors, and to visually enhance the character of the area.

Guideline 1: The following dimensions establish a base line for the Shea Scenic Corridor. Actual dimensions should be determined on a case by case basis.

- b. Minimum width of 80' with an average width of 100'

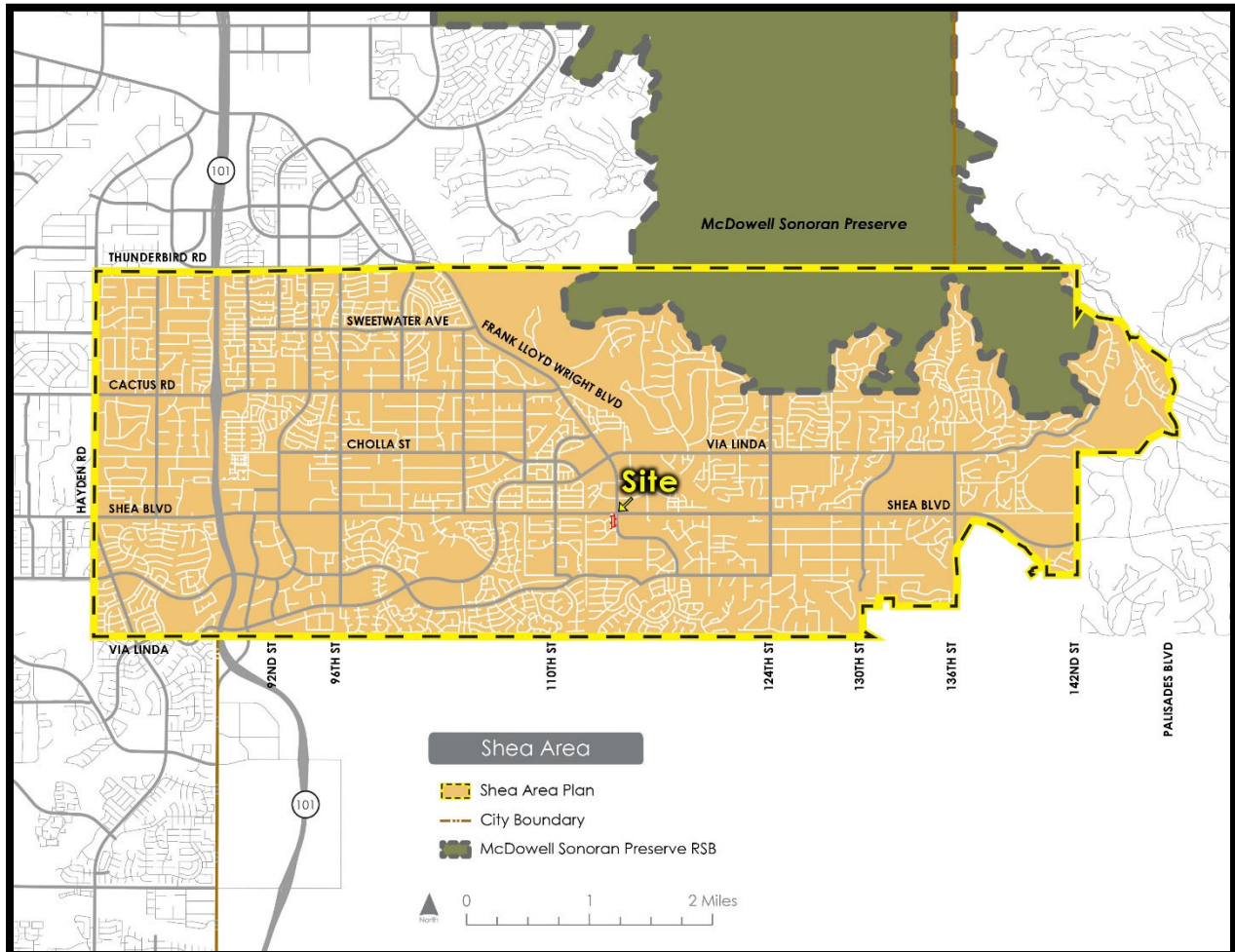
Guideline 2: Buildings that are adjacent to the Shea Scenic Corridor are encouraged to be single story so that views to the mountains and to the south are preserved.

Response: The proposed development includes single-story buildings adjacent to Shea Boulevard. This will aid in maintaining view corridors and building massing compatibility. Scenic Corridor width of 70-ft. will be maintained (as stipulated in the previous zoning approval), which is appropriate given the context. A public trail and multi-use path will be incorporated within the Scenic Corridor providing additional connectivity.

Policy 2 - Encourage the preservation of unique natural features and open spaces.

Guideline 3: Site grading and disturbances will follow all city ordinances and guidelines.

Response: The proposed development is sensitive to all of the requirements of the City of Scottsdale. The grading and site disturbances have been designed to adhere to City guidelines and ordinances.



Umbrella Goal 3: Provide for an Efficient Road Network and Promote Alternative Modes of Travel

Policy 3 - Transit service should be expanded within the Shea Corridor, the Adobe Ranch activity center in the vicinity of Frank Lloyd Wright Boulevard and Shea, and near the Mayo Clinic

Guideline 2: Transit improvements including signage, bus pullouts, shelters, and bicycle locking equipment should be provided along all bus routes.

Response: This proposed development is located at the southwest corner of the intersection of Shea Boulevard and 114th Street. This proposed development is in the immediate vicinity of an existing bus stop and route #514 (east of site along Shea). There are proposed bicycle racks at the retail/office buildings in accordance with City requirements.

RESOLUTION NO. 12432

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING A MINOR AMENDMENT TO THE CITY OF SCOTTSDALE GENERAL PLAN 2035 FUTURE LAND USE MAP FROM EMPLOYMENT TO COMMERCIAL ON +/-1.97 ACRES OF A +/- 5.01 ACRE SITE LOCATED AT 11355 E. SHEA BOULEVARD.

WHEREAS, the City Council, through its members and staff, has solicited and encouraged public participation in the consideration of the minor General Plan amendment, consulted and advised with public officials and agencies as required by Arizona Revised Statutes Section 9-461.06, transmitted to the City Council and submitted a review copy of the general plan amendment proposal to each agency required by ARS Section 9-461.06 and all persons or entities who made a written request to receive a review copy of the proposal, and considered comments concerning the proposed amendment and alternatives; and

WHEREAS, the Planning Commission held a recommendation hearing on April 13, 2022 concerning the General Plan Amendment; and

NOW, THEREFORE, LET IT BE RESOLVED, by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That the City Council hereby amends General Plan 2035 Future Land Use Map for the City of Scottsdale, for the property located 11355 E. Shea Boulevard for +/- 1.97 acres of the overall 5.01 acre site from Employment to Commercial land use designation.

Section 2. That the above amendment is described in Case No. 5-GP-2021#2 (relating to zoning case 8-ZN-2020, and depicted on Exhibit "1", attached hereto and incorporated by this reference.

Section 3. That copies of this General Plan amendment shall be on file in the Office of the City Clerk, located at 3939 N. Drinkwater Boulevard, Scottsdale, Arizona.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this _____ day of _____, 2022.

ATTEST:

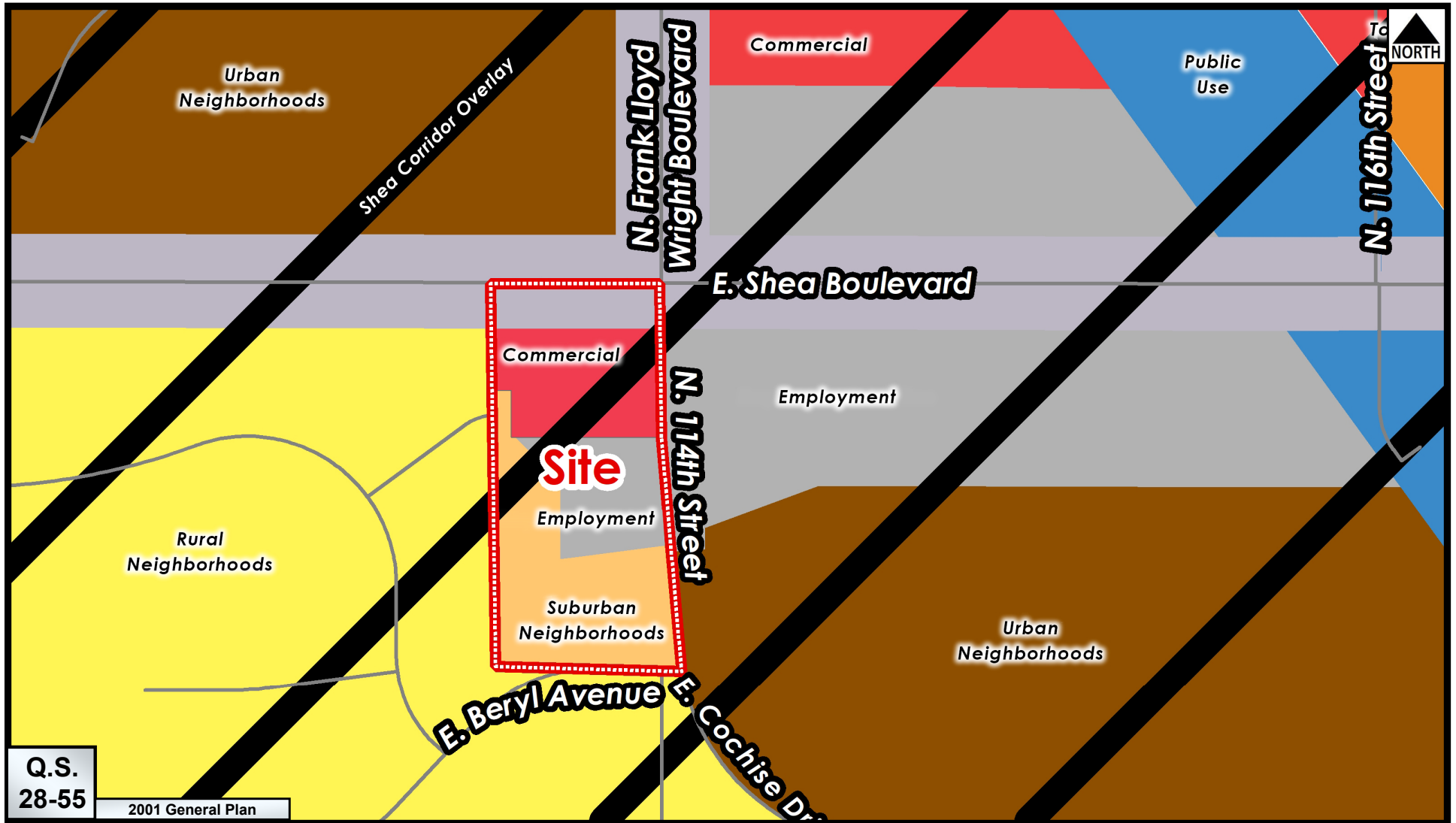
CITY OF SCOTTSDALE, an Arizona
municipal corporation

By: _____
Ben Lane
City Clerk

By: _____
David D. Ortega
Mayor

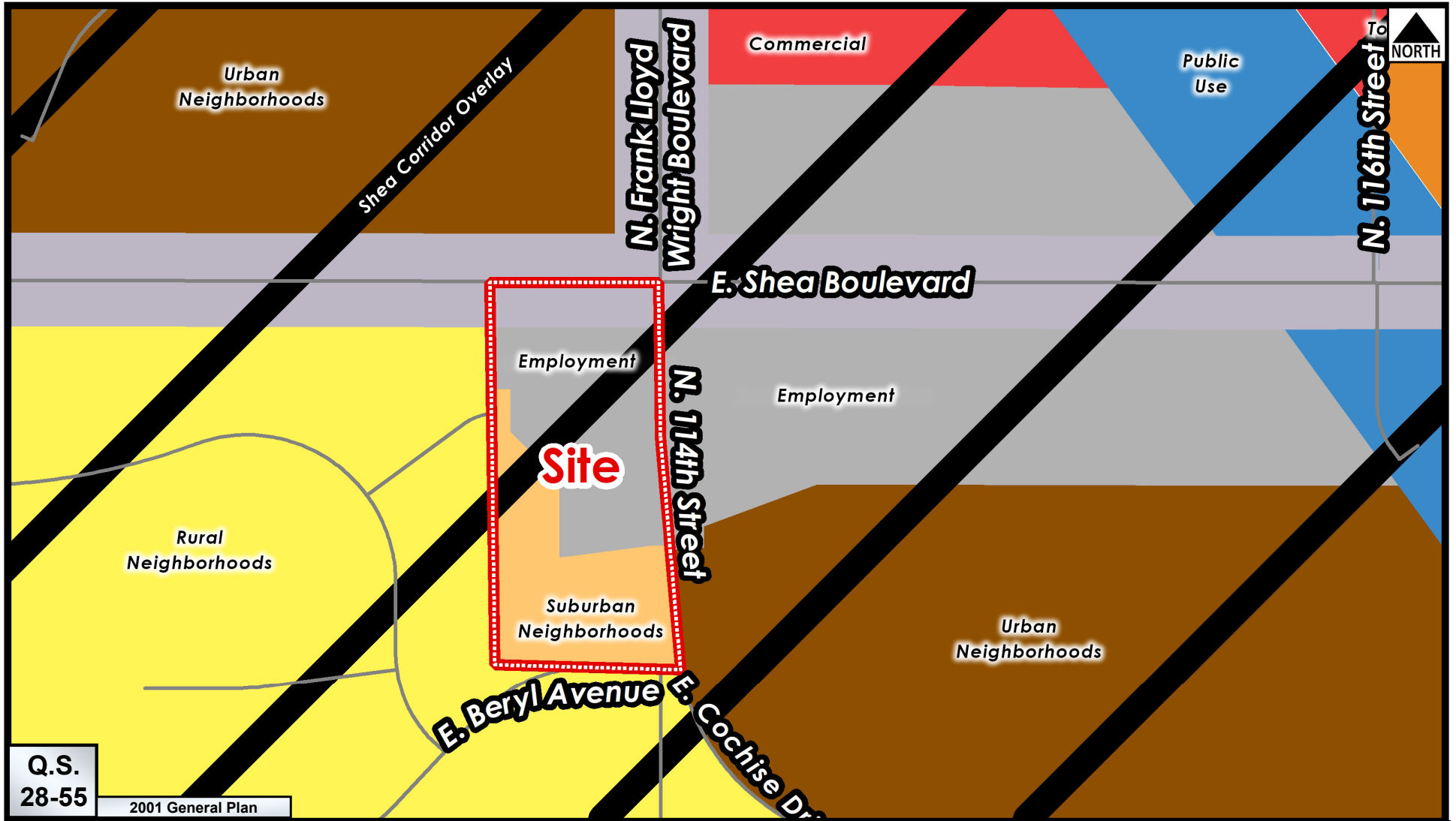
APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY

Sherry R. Scott, City Attorney
By: Joe Padilla, Deputy City Attorney



**Proposed General Plan 2035 Future Land Use Map
Neighborhood Commercial, Minor Office and Suburban Neighborhoods**

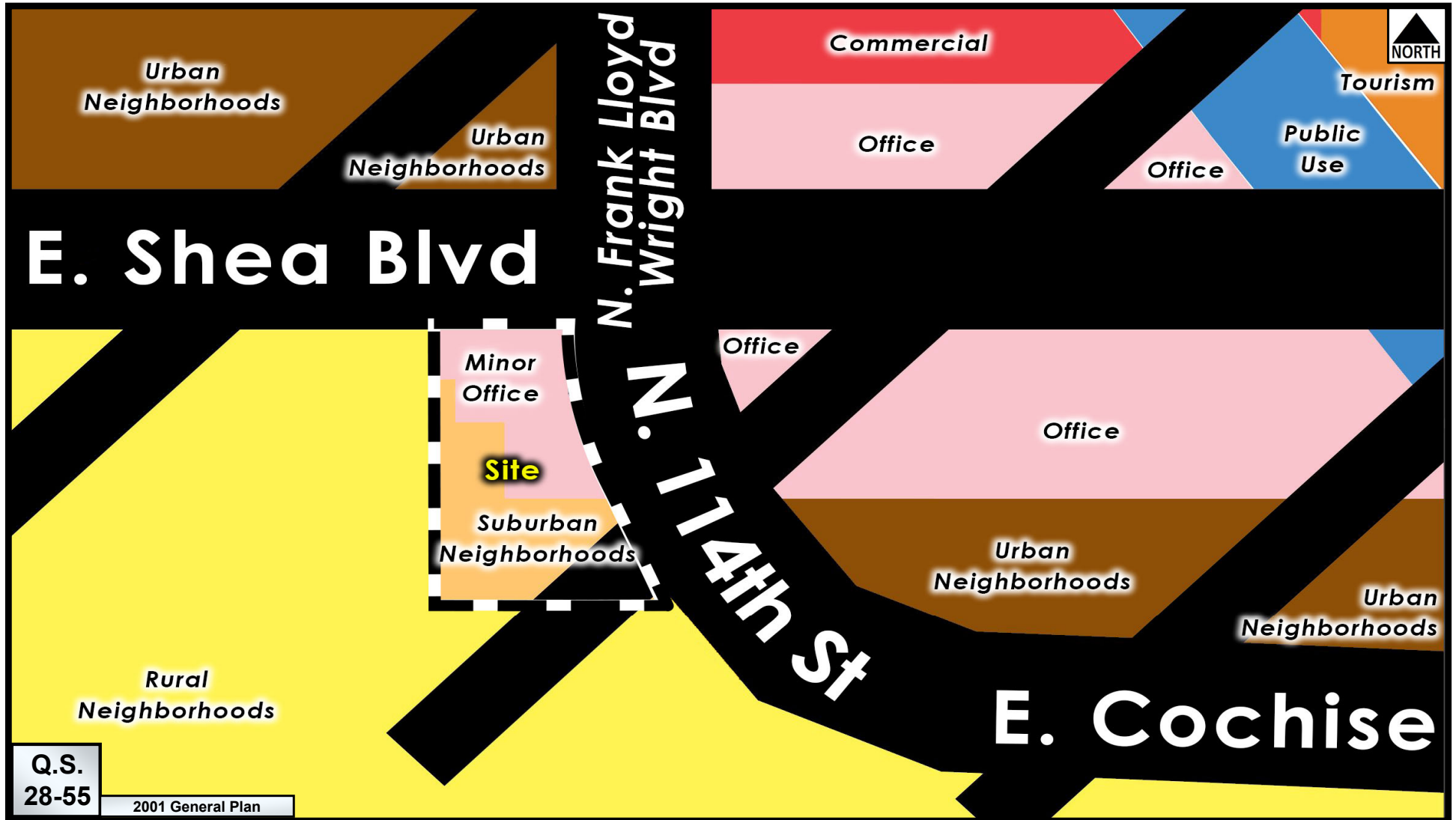
5-GP-2020#2



Q.S.
28-55
2001 General Plan

**Existing General Plan 2035 Future Land Use Map
Employment and Suburban Neighborhoods**

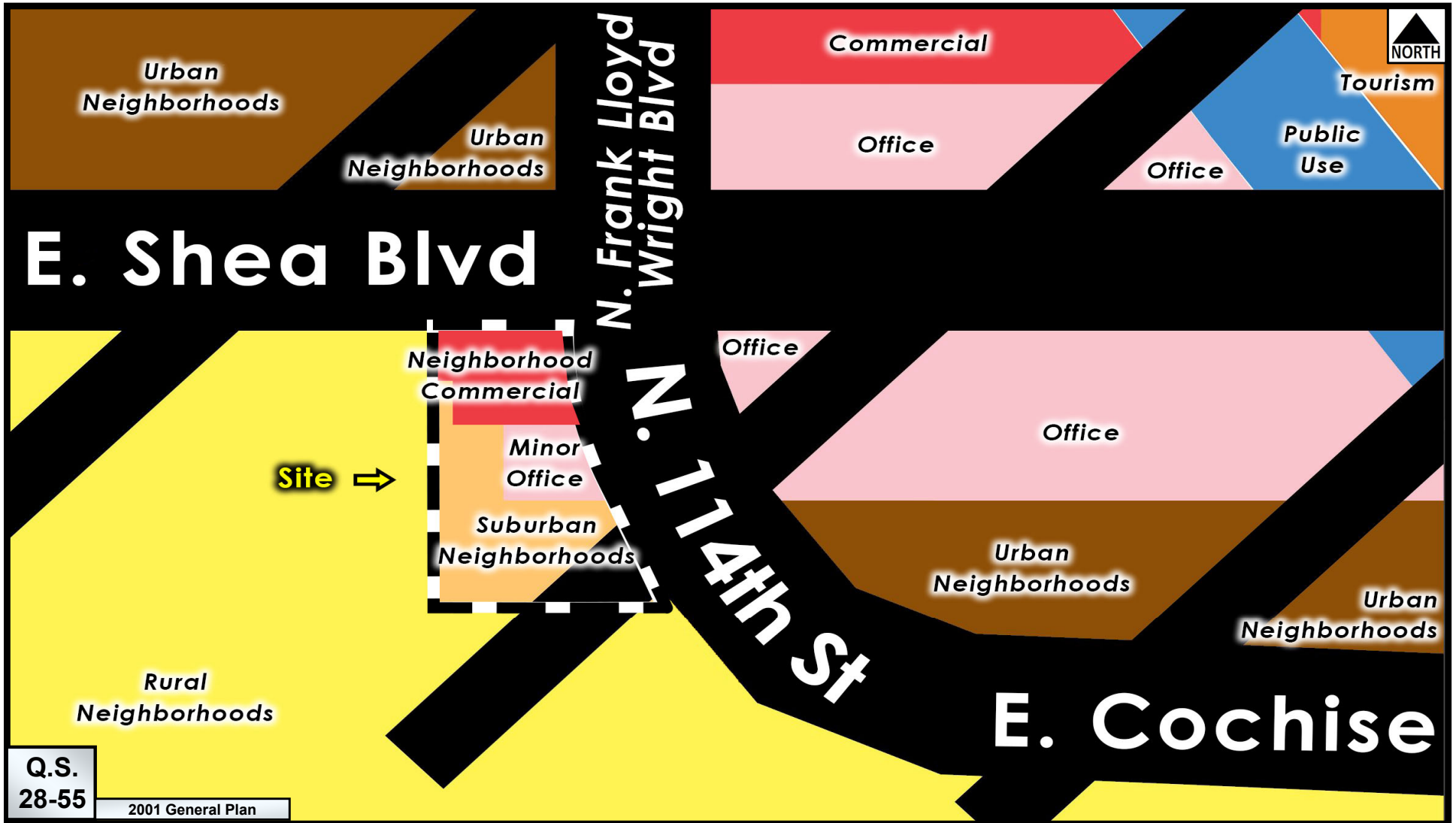
5-GP-2020#2



Q.S.
28-55
2001 General Plan

General Plan 2001 Land Use Map
Prior to Adoption of 5-GP-2020

5-GP-2020#2



Q.S.
28-55
2001 General Plan

General Plan 2001 Land Use Map
Approved with 5-GP-2020

5-GP-2020#2

RESOLUTION NO. 12255

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING A NON-MAJOR AMENDMENT TO THE CITY OF SCOTTSDALE 2001 GENERAL PLAN CONCEPTUAL LAND USE MAP FROM MINOR OFFICE TO NEIGHBORHOOD COMMERCIAL ON +/- 1.97 ACRES OF A +/- 5.01 ACRE SITE LOCATED AT 11355 E. SHEA BOULEVARD.

WHEREAS, the City Council, through its members and staff, has solicited and encouraged public participation in the consideration of the non-major General Plan amendment, consulted and advised with public officials and agencies as required by Arizona Revised Statutes Section 9-461.06, transmitted to the City Council and submitted a review copy of the general plan amendment proposal to each agency required by ARS Section 9-461.06 and all persons or entities who made a written request to receive a review copy of the proposal, and considered comments concerning the proposed amendment and alternatives; and

WHEREAS, City Council adopted Resolution No. 11851 concerning General Plan Update Adoption Procedures for the "Scottsdale General Plan 2035"; and

WHEREAS the General Plan Update Adoption Procedures direct that any amendment the City Council approves to the Scottsdale General Plan 2001 which is not included in the new General Plan 2035 prior to its adoption, or which is considered after its adoption, will be automatically nullified should the voters ratify the new Scottsdale General Plan 2035. Further, as per the General Plan Update Adoption Procedures, any amendment that is automatically nullified by voter ratification of the new Scottsdale General Plan 2035 may be reconsidered by the Planning Agency and the Scottsdale City Council for incorporation into the newly ratified General Plan; and

WHEREAS, the City Council, adopted a new General Plan, Scottsdale General Plan 2035, on June 8, 2021 as required by Arizona Revised Statutes Section 9-461.06 and the City Council called a Special Election for the voters to consider the new Plan for possible ratification in November 2021; and

WHEREAS, the Planning Commission held a recommendation hearing on August 11, 2021 concerning the General Plan Amendment;

WHEREAS, the City Council, held a public hearing on September 14, 2021, and has incorporated, whenever possible, the concerns expressed by all interested persons.

NOW, THEREFORE, LET IT BE RESOLVED, by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That the City Council hereby amends the General Plan Conceptual Land Use Map for the City of Scottsdale, for the property located 11355 E. Shea Boulevard for +/- 1.97 acres of the overall 5.01 acre site from Minor Office to Neighborhood Commercial land use designation.

Section 2. That the above amendment is described in Case No. 5-GP-2021 (relating to zoning case 8-ZN-2020, and depicted on Exhibit "1", attached hereto and incorporated by this reference.

Section 3. That copies of this General Plan amendment shall be on file in the Office of the City Clerk, located at 3939 N. Drinkwater Boulevard, Scottsdale, Arizona.

Section 4. If Scottsdale General Plan 2035 is ratified by the voters in November 2021, the Scottsdale General Plan 2001 will be nullified, thus City Council hereby directs staff to process a separate, future, General Plan amendment case to the Scottsdale General Plan 2035 so as to maintain and reflect the same land use designation in Scottsdale General Plan 2035 that is approved by this Resolution.

Section 5. If Scottsdale General Plan 2035 is not ratified by the voters in November 2021, the Scottsdale General Plan 2001 will remain in effect as the community's General Plan. As such, the 2001 Future Land Use Map will reflect the land use designation approved by this Resolution and no further action will need be directed by City Council.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this 14 day of September, 2021.

ATTEST:

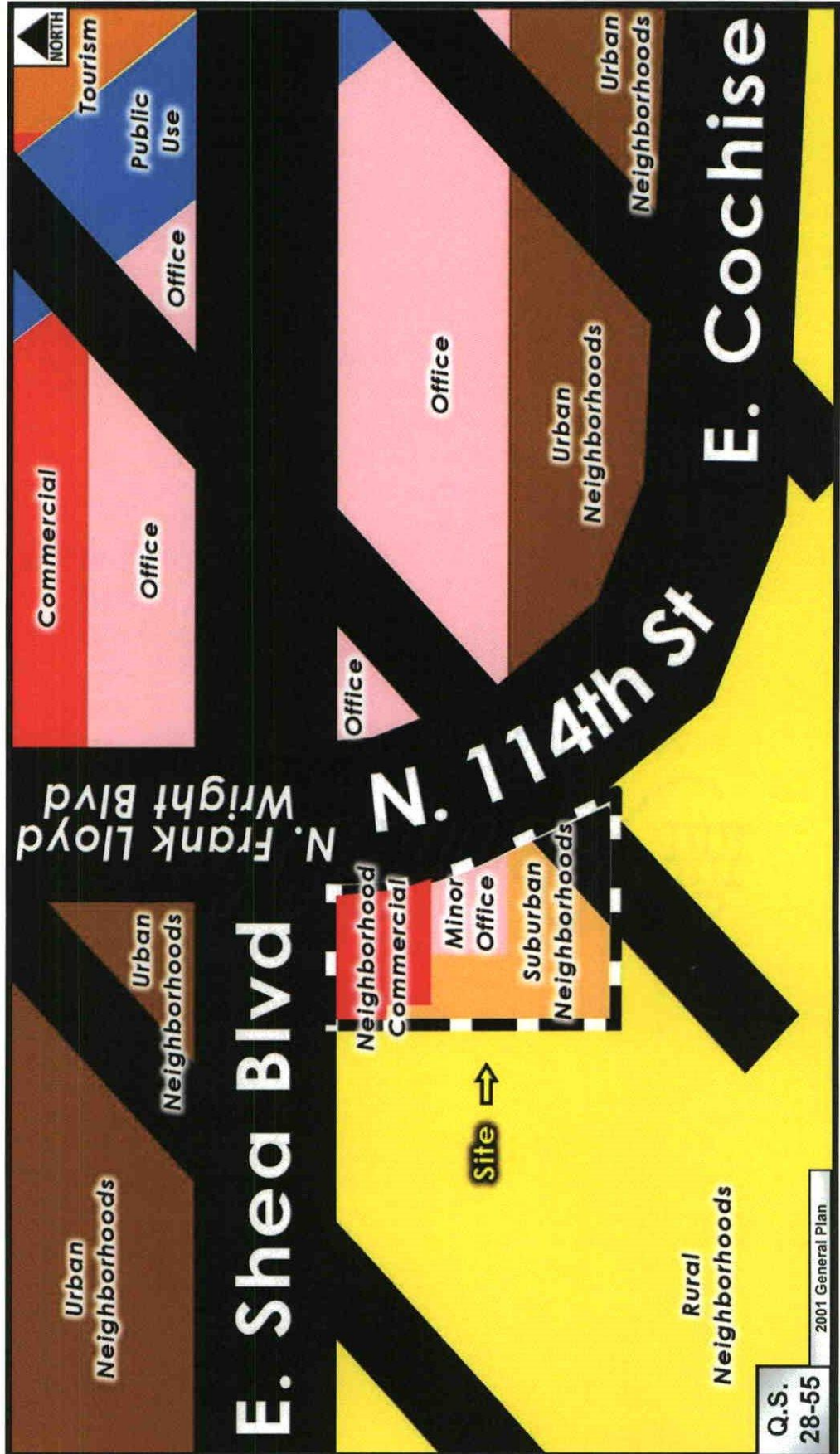
By: Ben Lane
Ben Lane, City Clerk

CITY OF SCOTTSDALE, an Arizona municipal corporation

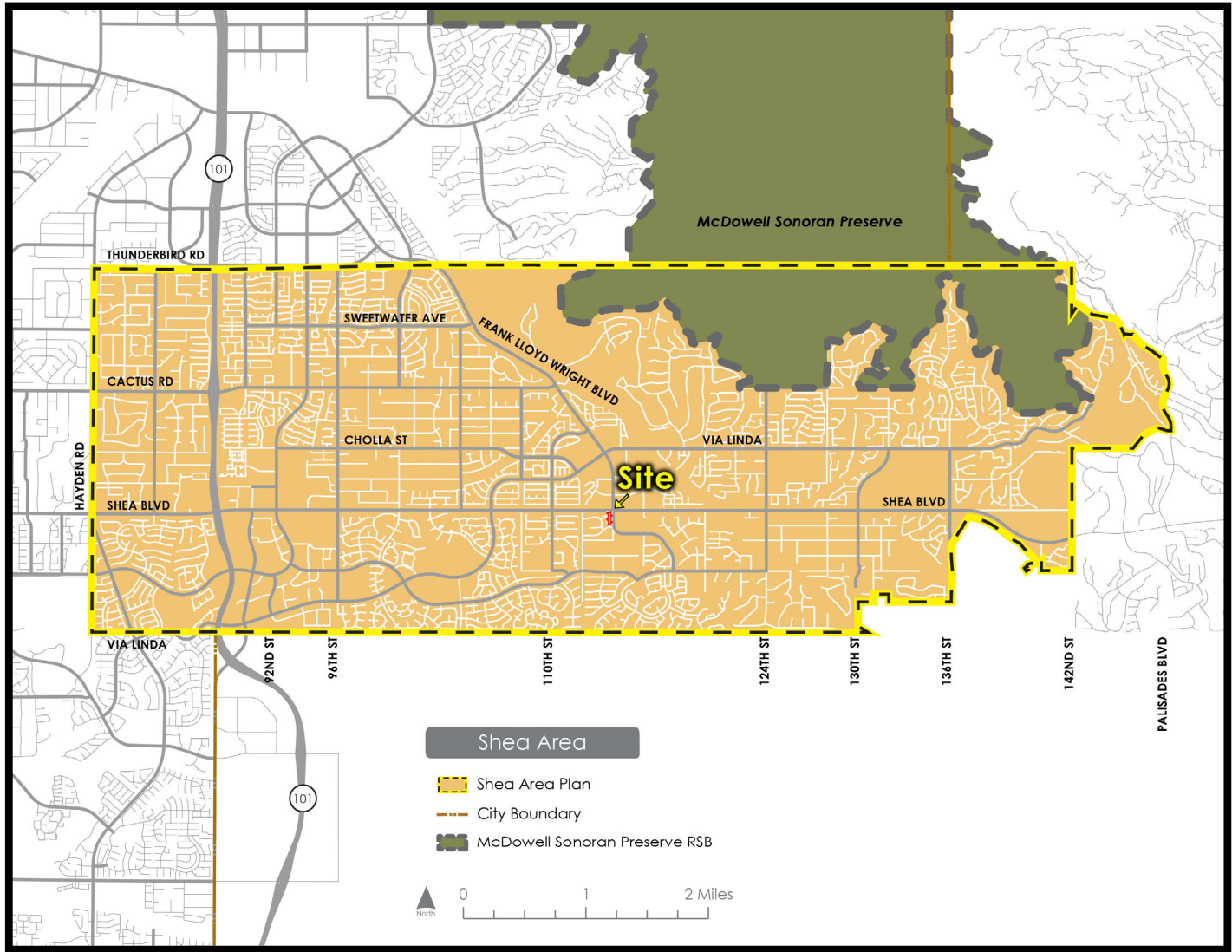
By: David D. Ortega
David D. Ortega, Mayor

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY

Sherry R. Scott
Sherry R. Scott, City Attorney
By: Joe Padilla, Deputy City Attorney



**Proposed General Plan Land Use
Neighborhood Commercial, Minor Office and Suburban Neighborhoods**



Character Area Plan

5-GP-2020#2



Planning and Development Services Division
Long Range Planning
7447 East Indian School Road
Scottsdale, Arizona 85251

5-GP-2020#2 Hawkins General Plan 2035 Amendment Citizen Involvement

Pursuant to Resolution 11851 and 12255 staff has initiated case 5-GP-2020#2 to process an amendment to the City of Scottsdale General Plan 2035, included with the amendment process is citizen outreach and involvement.

The site has been posted and postcards sent to the neighboring 306 property owners within 750ft of the subject site. An open house was held on February 24, 2022, at which three (3) citizens came for information but have no comments or concerns with the minor General Plan amendment.

As of the compiling of this report, staff has received no phone or online inquiries regarding the minor amendment.



Affidavit of Posting

Required: Signed, Notarized originals.

Recommended: E-mail copy to your project coordinator.

Project Under Consideration Sign (White)

Public Hearing Notice Sign (Red)

Case Number: 5-GP-2020#2

Project Name: _____

Location: 11355 E Shea Blvd

Site Posting Date: 02/09/22

Applicant Name: City of Scottsdale

Sign Company Name: Dynamite Signs

Phone Number: 480-585-3031

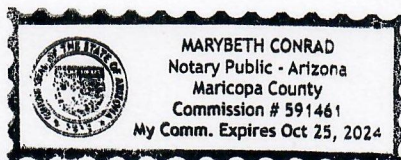
I confirm that the site has been posted as indicated by the Project Manager for the case as listed above.

Meghan Reggett
Applicant Signature

02/09/22
Date

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

Acknowledged before me this the 9th day of February 2022



Marybeth Conrad
Notary Public

My commission expires: 10-25-24

City of Scottsdale -- Current Planning Division

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

Early Notification of Project Under Consideration

Neighborhood Open House Meeting:

Date: February 24, 2022
Time: 5:00pm - 6:30pm
Location: Scottsdale Community Design Studio,
7506 East Indian School Road, Scottsdale, AZ 85251

Site Address: 11355 East Shea Boulevard, Scottsdale, AZ 85259

Case Name: Hawkins General Plan 2035 Amendment Update

- **Request:** Minor General Plan amendment to the City of Scottsdale General Plan 2035 from Office to Commercial land use designation
- **Description of Project:** To amend the 2035 General Plan land use map pursuant to Resolution 12255. All approved zoning entitlements and stipulations on the property for the development of three (3) office & retail buildings and two (2) single family homes will remain as previously approved with case 8-ZN-2020 by Council.
- **Site Acreage:** The northern +/- 1.97 acres of an approximately +/- 3.53 gross acre site.
- **Site Zoning:** Neighborhood Commercial, C-1

Applicant Contact:

Ben Moriarity 480-312-2836
bmoriarity@scottsdaleaz.gov

Pre-Application#: 5-GP-2020#2

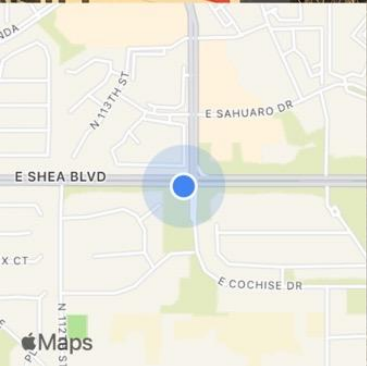
Penalty for removing or defacing sign prior to date of last hearing. Applicant Responsible for Sign Removal. >>

City Contact:

Ben Moriarity 480-312-2836
bmoriarity@scottsdaleaz.gov

Posting Date: 2/09/2022

Insight
and Investments
02-385-1515



E Shea Blvd
Scottsdale AZ 85259
+33.582227,-111.835293

Wednesday, February 9, 2022 at 7:49:25 AM



OPEN HOUSE INVITATION



SEEKING COMMUNITY INPUT

Request: Minor General Plan amendment to the City of Scottsdale General Plan 2035 from Office to Commercial land use designation

Description of Project: To amend the 2035 General Plan land use map pursuant to Resolution 12255. All approved zoning entitlements and stipulations on the property for the development of three (3) office & retail buildings and two (2) single family homes will remain as previously approved with case 8-ZN-2020 by Council.

Site Acreage: The northern +/- 1.97 acres of an approximately +/- 3.53 gross acre site.

Site Zoning: Neighborhood Commercial, C-1

Neighborhood Open House Meeting

Case Name/Number: Hawkins General Plan 2035 Amendment Update/5-GP-2020#2

Date: February 24, 2022

Time: 5:00pm – 6:30pm

Location of Open House: Scottsdale Community Design Studio
7506 E. Indian School Road
Scottsdale, AZ 85251

Applicant and City Contact: Ben Moriarity

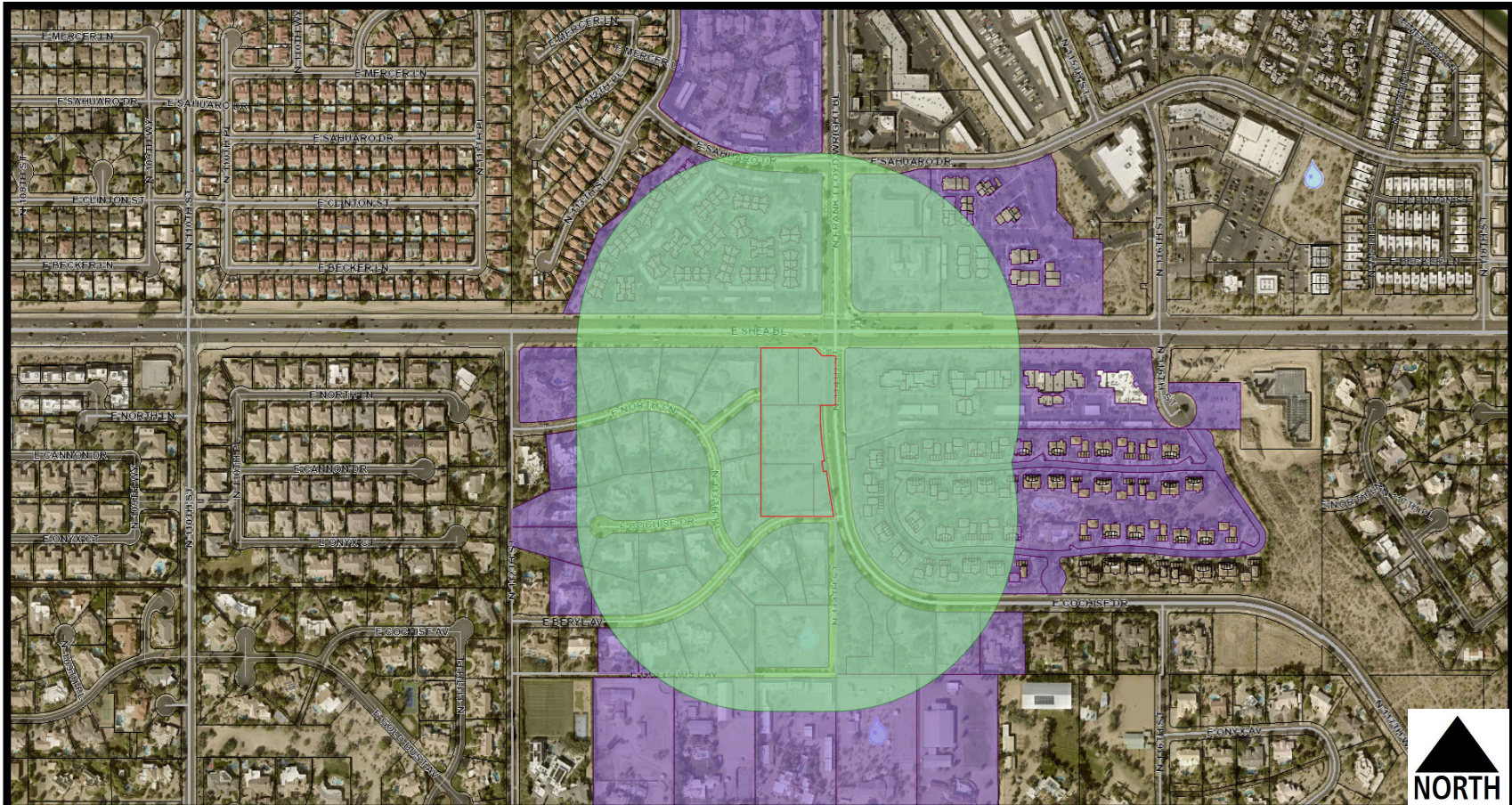
Phone Number: 480-312-2836

Email Address: bmoriarity@scottsdaleaz.gov

Additional project information is available on the internet at: <http://eservices.scottsdaleaz.gov/bldgresources/Cases>

City Notifications – Mailing List Selection Map

Hawkins General Plan 2035 Amendment


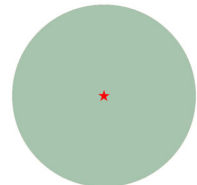


Additional Notifications:

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

Labels Pulled
March 3, 2022

Map Legend:

-  Site Boundary
-  Properties within 750-feet

Postcards: 306

5-GP-2020#2