



ACTION

[illegible]

BACKGROUND

Context

The subject property, composed of partially vacant land and a vacant commercial-office building, is located north of the northeast corner of East Westland Drive and North Scottsdale Road. It is adjacent to an office complex to the northwest, the Boulders Resort to the north, and a single family neighborhood and golf course to the east.

In the larger context, the subject property is located within the Boulders Master Plan, while also being located east of the Terravita residential community/golf course, across Scottsdale Road (Attachment 3).

General Plan

The General Plan Land Use Element designates the property as Commercial (Exhibit 1). This category includes areas designated for commercial centers providing goods and services to the surrounding residential population, and retail businesses, major single users, and shopping centers which serve both community, and regional needs.

Adjacent General Plan Land Uses

- North Commercial
- South Suburban Neighborhoods (Boulders Villas, approved at approximately 2.2 units/acre (11-ZN-2013) which falls within the more than one, but less than eight units per acre as specified by the General Plan Suburban Neighborhoods definition)
- East Suburban Neighborhoods (Boulders, approved at approximately 1.37 units/acre (5-ZN-1992) which falls within the more than one, but less than eight units per acre as specified by the General Plan Suburban Neighborhoods definition) and Developed Open Space (Golf Course)
- West Suburban Neighborhoods (Terravita, approved at approximately 1.93 units/acre (59-ZN-1992) which falls within the more than one, but less than eight units per acre as specified by the General Plan Suburban Neighborhoods definition) and Developed Open Space (Golf Course)

Character Area Plan

There is currently no adopted Character Area Plan for this area.

Related Policies, References:

- 2001 City of Scottsdale General Plan
- 1-GP-2004, Scenic Roadway Designations
- 10-ZN-2014, El Regalo West, associated rezoning request for this property
- 18-PP-2013#2, El Regalo West, associated preliminary plat request for this property
- 5-ZN-1992, The Boulders Development Master Plan
- 4-GP-2013, Boulders Villas
- 11-ZN-2013, Boulders Villas

APPLICANTS PROPOSAL

Goal/Purpose of Request

The applicant's request is for major General Plan amendment to the City of Scottsdale 2001 General Plan to change the land use designation from Commercial to Suburban Neighborhoods on a 5.8 +/- acre site located north of the northeast corner of East Westland Drive and North Scottsdale Road, which is required in order to rezone and develop the property to the proposed single family residential land use (Case 10-ZN-2014).

GENERAL PLAN ANALYSIS

City of Scottsdale General Plan 2001

The applicant is requesting a major amendment to the City of Scottsdale General Plan 2001 from the Commercial land use designation to the Suburban Neighborhoods land use designation on a 5.8 +/- acre site located north of the northeast corner of Scottsdale Road and Westland Drive. The applicant's request is recognized as a major General Plan amendment based upon criteria outlined in the City of Scottsdale General Plan 2001, specifically the Change in Land Use Category criteria within the Land Use Element. The Change in Land Use Category table identifies that a change from the Commercial land use designation (Group E) to the Suburban Neighborhoods land use designation (Group B) constitutes a major General Plan amendment.

The General Plan Land Use Element describes the Suburban Neighborhoods land use designation as areas within the community that include *medium to small-lot single-family neighborhoods or subdivisions. Densities in Suburban Neighborhoods are usually more than one house per acre, but less than eight houses per acre. These uses may be used as a transition between less intense residential areas and non-residential areas, such as offices or retail centers. Preservation of environmental features is a key consideration and in the past has often been accommodated through master-planned communities or clustering.*

The proposal conforms to the General Plan description of Suburban Neighborhoods. The applicant proposes a single-family residential project that will include approximately 3.2 dwelling units per acre. The density range considered appropriate under the Suburban Neighborhoods land use designation is more than one and less than eight units per acre. The development site is located between established commercial uses to the north as well as established General Plan designated Suburban Neighborhoods single-family residential to the south, east, and west that are developed at approximately 2.20, 1.37, and 1.93 dwelling units per acre, respectively. Furthermore, the applicant proposes the dedication of an average Scenic Corridor setback of 75 feet with a 50 foot minimum as a continuation of the City-designated Scottsdale Scenic Corridor along the western edge of the property as well as dedicating approximately 1.5 acres (28% of the site) as Natural Area Open Space (NAOS).

Element and Policy Implications

One of the Six Guiding Principles, established through CityShape 2020 and incorporated into the City of Scottsdale General Plan 2001, is "Enhance Neighborhoods". This guiding principle acknowledges

that Scottsdale's residential and commercial neighborhoods are a major defining element of this community. It also acknowledges that Scottsdale is committed to maintaining and enhancing existing and future neighborhoods, and states that development, revitalization, and redevelopment decisions, including rezoning, must meet the needs of the neighborhoods in the context of broader community goals. Finally the 2001 General Plan recognizes the need for maintaining a citywide balance of land uses that support changes in the community vision and dynamics over time.

Character and Design Element

The Character and Design Element stresses that appropriate development in Scottsdale will strike a balance that respects the natural desert setting and the surrounding neighborhood context with the objectives and needs of future generations. Goals in this element seek to determine the appropriateness of all development in terms of community goals, surrounding character and specific neighborhood context.

The Character Type for the area surrounding the subject property is Resort Villages, which are concentrations of resort facilities, including compatible residential neighborhoods, such as the one proposed under the Suburban Neighborhoods land use category.

Land Use Element

The Land Use Element is intended to ensure a variety of living, working and leisure opportunities through different land uses, vital neighborhoods, thriving business and resort communities, and open spaces for people to recreate, reflect and enjoy. Goals in the element involve recognizing Scottsdale's role as a major regional economic and cultural center; encouraging the transition of land uses from more intense areas to less intense neighborhoods; and maintaining a balance of land uses needed to support the community.

To this end, the proposed change in land use from Commercial to Suburban Neighborhoods accomplishes the following General Plan Land Use Element approaches: promoting land uses such as the proposed Suburban Neighborhoods that accommodate a resort-like lifestyle associated with the Resort Villages Character Type; encouraging transitions between different land uses, as accomplished by the proposed utilization of onsite open space and setbacks to buffer existing and planned residential from existing commercial uses to the north of the subject site (Exhibit 1); maintaining a citywide balance of land uses that support changes in community dynamics by aligning with the projected increase of residential uses in the north area of the community (2013 Citywide Land Use Assumptions Report, below); and promoting a land use pattern consistent with surrounding uses, including the recent approvals on the adjacent site to the south (Cases 4-GP-2013 and II-ZN-2013).

Economic Vitality Element

The Economic Vitality Element states that Scottsdale will be regionally competitive and attract businesses that offer employment to Scottsdale citizens, provide essential services, respect the desert environment, complement Scottsdale's tourism industry and bolster the tax base. In addition, the element seeks to strengthen Scottsdale's position as a premier tourism destination and resort community.

The proposed change in General Plan land use designation supports this element's approaches by encouraging the reuse of an underutilized and partially vacant commercial parcel (vacant approximately 10 years) as well as, promoting residential revitalization to maintain housing land use similar to the surrounding context.

Housing Element

The Housing Element encourages a diversity of housing options that blend with the character of the surrounding community. The proposed change in General Plan land use designation supports this element's approaches by implementing compatible land use relationships that also allow for housing development similar to surrounding properties built under the General Plan Suburban Neighborhoods land use category, including the residential development found within the Boulders community.

Neighborhoods Element

The Neighborhoods Element promotes and encourages context-appropriate, new development in established areas of the community. The proposed change in General Plan land use designation supports this element's approaches, including encouraging sensitive design associated with this proposed infill development through voluntary adherence to the Boulders design standards, and fostering context-appropriate infill development that is similar in design and density to the other surrounding Suburban Neighborhoods residential neighborhoods (Attachment 2).

Open Space and Recreation Element

The Open Space and Recreation Element promotes the conservation of natural and recreational resources for the enjoyment of all citizens while meeting the needs of an evolving community. The subject property fronts Scottsdale Road, a designated Scenic Corridor on the General Plan Open Space Map, and is a recognized "Natural Streetscape" on the Streetscapes Map. Natural Streetscapes are intended to be compatible with the natural desert.

Scenic Corridors are major thoroughfares designated by the city's General Plan to have scenic desert landscape setbacks that provide a sense of openness for the community. Scottsdale Road, north of Happy Valley Road is both a Scenic Corridor and also part of the Desert Foothills Scenic Corridor. The Desert Foothills Scenic Corridor is celebrated as a community landmark for the preservation efforts that have maintained its natural desert character over the past 45 years. Neighboring communities, volunteers, non-profit organizations, and the City of Scottsdale have all made substantial contributions to these preservation efforts enhancing the character as a distinctive tourist destination. Scenic Corridors are intended to:

- Preserve or encourage the restoration of the natural setting along the roadway;
- Provide views of nearby landforms;
- Allow for connectivity of non-vehicular travel buffered safely from vehicular traffic;
- Visually link to vista corridors along major washes and other significant open space; and
- Buffer adjacent land uses from the adverse affects of traffic along a major roadway.

The City's Scenic Corridor Design Guidelines, adopted 2003, designate the Scenic Corridor in the

subject area as “Preservable/Rural/Low (to Moderate) Density Residential.” The basic design guideline implementation strategies for these areas are to preserve or re-establish the natural environment. In addition, a minimum 100’ setback from the back of planned right-of-way is required in most cases. However, having received scenic corridor approval for a 50’ minimum and an average 75’ wide buffer - approved as part of the Boulders Master Plan - and the entitlements for the subject site approved in 2008, the applicant’s proposal for a Scenic Corridor dedication of 50’ minimum and an average of 75’ meets the intent of the Scenic Corridor requirement and will match dedications made as part of the Boulders Villas General Plan and Zoning cases approved in 2013 (4-GP-2013/11-ZN-2013).

Preservation and Environmental Planning Element

The Preservation and Environmental Planning Element states that Scottsdale will be a community that offers residents and visitors a healthy, safe, clean and sustainable environment. This element seeks to enhance the quality of life of Scottsdale by safeguarding the natural environment. The proposed change in General Plan land use designation supports this element’s approaches of retaining and integrating the natural desert ecosystem and maintaining scenic views through the provision of onsite, Natural Area Open Space easements (per 10-ZN-2014) as well as Scenic Corridor setback dedications (Attachment 2).

Community Mobility Element

The Community Mobility Element identifies certain streets as regional systems, local/neighborhood systems and others as citywide systems. Scottsdale Road is considered part of the citywide system. Goals for citywide systems include relieving traffic congestion, optimizing mobility for the expected build-out of the city, maintaining high aesthetic values in the transportation system, and emphasizing live, work, and play land use relationships to reduce strain on regional and local/neighborhood transportation systems.

The proposed change in General Plan land use designation supports this element’s approach of encouraging development that is compatible with citywide corridor functions by implementing the scenic corridor through the identified setback and dedicating public trails and pathways to ensure “interconnected open space opportunities for the public” (Attachment 2).

2013 Citywide Land Use Assumptions Report

In 2013, the City of Scottsdale completed, and City Council adopted, a Land Use Assumptions Report that illustrates “projections of changes in land uses, densities, intensities and population over a period of at least ten years and pursuant to the General Plan of the municipality”. The study examined Scottsdale in three general geographic areas—south, central and north. The North Sub-Area is generally bounded by Deer Valley Road to the south, and the City’s boundary to the north, east and west.

According to the study, the North Sub-Area is projected to absorb approximately +/-3,577 acres of residential land area by 2030, and about 4% (+/- 162 acres) is projected to be suburban residential development. Consequently, the proposed change in General Plan land use category to Suburban

Neighborhoods is in keeping with the projected increase in residential development anticipated in this area of the community.

The full Development Forecast text can be found at:

[http://www.scottsdaleaz.gov/Assets/Public+Website/water/Rates+\\$!26+Fees/LUAR2013.pdf](http://www.scottsdaleaz.gov/Assets/Public+Website/water/Rates+$!26+Fees/LUAR2013.pdf)

Commercial Vacancy Report – North Scottsdale/Carefree Market Area

In June of 2014, Elliott D. Pollack & Company completed a Commercial Vacancy Report on behalf of the applicant that “examined the availability of commercial space within the competitive commercial market area” of the subject site (Attachment 8). According to the study, commercial and employment space within 4 miles of the subject site represent a 21% vacancy rate (over 387,000 square feet of available space) – considered in the report to be “very high.” The report concludes that promoting residential development within the study area of the subject site would be warranted as a means to “support and strengthen existing retail establishments.”

Land Use Impact Model

Long-Range Planning Services uses a land use impact model to generally assess the impacts of potential changes in General Plan land use designations.

Per the model, a change from Commercial to Suburban Neighborhoods on the site would result in an approximate increase in the resident population of 44 people and a potential increase of 8 school-aged students across grades K-12. The modeling results associated with the elimination of the Commercial land use designation on the site indicate a decrease of 256 potential jobs. However, potential labor force as a result of the new residential dwelling units is projected at 18 workers. With the proposed land use change, water usage is expected to increase by 2.3 million gallons per year and wastewater generation by 1.0 million gallons per year. The estimated general impact this proposal will have on vehicle trips per day would be an approximate reduction from 628 daily trips, associated with the Commercial land use designation, to 238 daily trips (Suburban Neighborhoods land use).

Because the existing land use designation allows for a considerable range of land use types, the actual increases/decreases in the modeled categories are at best, an estimate, and should not be considered conclusive.

Policy Implications

Economic Development

Commercial Land Use

The City of Scottsdale through the 2001 General Plan goals and approaches, generally seeks to maintain and enhance the existing commercial land use designations in the city in order to maintain economic drivers. In this case, however, the conversion of Commercial land use to Suburban Neighborhoods may be appropriate considering the property’s context—just south of a major, long standing resort, The Boulders, and further surrounded by the requested land use designation, Suburban Neighborhoods.

Citywide, General Plan Commercial land use designations account for 1106+/- acres (roughly 1% of the City's area). The requested change from Commercial to Suburban Neighborhoods represents an approximate .5% reduction in the total commercially designated land within the City of Scottsdale. Within the north area of the City, (north of Deer Valley Road to the City's northern boundary) the Commercial General Plan land use designations that exist account for 365+/- acres (roughly 33% of the City's total General Plan Commercial land use designations). The requested change totals an approximate 1.5% reduction in the commercially designated land within the north area of the City.

As noted above, the applicant has submitted a current market analysis that demonstrates a weak demand for commercial occupancy in the general area surrounding the subject property. More specifically, the analysis states the vacancy of commercial and employment space within 4 miles of the subject site represent a 21% vacancy rate (Attachment 8).

Arizona State Statute allows for General Plans to be legally amendable; thus, Scottsdale's General Plan 2001 was created as a "broad, flexible document that changes as the community needs, conditions, and direction change." Consequently, amendment requests do vary over time - typically with the change in market trends. Thus, the 3-GP-2014 requested change from Commercial to Suburban Neighborhoods as well as the two other requests for major General Plan amendments to change the Commercial General Plan category (Cases 2-GP-2014 and 4-GP-2014) to residential designations are a reflection of the current underperforming commercial market trend in northern Scottsdale.

Community Involvement

The applicant held an open house on May 7, 2014, at Christ the Lord Lutheran Church (9205 E. Cave Creek Road) from 6:00 to 7:00 p.m. Per the applicant, six neighbors attended the open house meeting and "were generally supportive of the project, (and that) questions were raised regarding construction timing, phasing, pricing and square footage" (Attachment 9).

A city-sponsored open house was held on September 3, 2014 at Copper Ridge School from 5:00 to 8:00 p.m. A total of 84 people attended, dispersed among the 4 major General Plan amendment cases (2-GP-2014, 3-GP-2014, 4-GP-2014, and 5-GP-2014). Major comments received at the Open House specific to this case included:

- Concerns regarding the requested density of the applicant's associated zoning case: 10-ZN-2014;
- Concern that the development may be too close to Scottsdale Road; and,
- Verbal support from the Winfield Home Owners Association.

Per State Statute requirements for major General Plan amendments, the Planning Commission held a remote public hearing for this application on Wednesday, September 10, 2014 at Copper Ridge School. Residents in attendance submitted written comments and spoke in regard to the application. Major comments received at the hearing included:

- Verbal support from the Winfield Home Owners Association;

- Verbal support of Taylor Morrison's continuation of the Scenic Drive from the Greater Pinnacle Peak Association; and,
- Concern that too much residential in the area will put pressure on infrastructure.

Case 3-GP-2014 was originally scheduled for consideration by Planning Commission on October 8, 2014. By request of the applicant, a continuance was granted by Planning Commission to allow the major General Plan amendment and its associated zoning case (10-ZN-2014) to be heard on the same night.

Staff has received calls and e-mails regarding this application. Public comment cards and e-mails received as of the drafting of this report are attached (Attachment 6).

OTHER BOARDS & COMMISSIONS

Planning Commission

Planning Commission heard this case on October 22, 2014 and recommended approval with a unanimous vote of 6-0.

Staff Recommendation to Planning Commission

1. Recommend to City Council, the approval of Case 3-GP-2014, a major General Plan amendment to the City of Scottsdale General Plan 2001 to change the land use designation from Commercial to Suburban Neighborhoods on a 5.8 +/- acre site located north of the northeast corner of East Westland Drive and North Scottsdale Road.

OPTIONS & STAFF RECOMMENDATION

Staff Recommended Approach:

1. Adopt Resolution No. 9943 approving a major General Plan amendment to the City of Scottsdale 2001 General Plan to change the land use designation from Commercial to Suburban Neighborhoods on a 5.8 +/- acre site located north of the northeast corner of East Westland Drive and North Scottsdale Road.

RESPONSIBLE DEPARTMENT

Planning and Development Services

Long Range Planning Services

STAFF CONTACT

General Plan

Taylor Reynolds

Planner


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treynolds@scottsdaleaz.gov

APPROVED BY


Taylor Reynolds, Planner / Report Author

11/5/14
Date


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

11-05-2014
Date


Randy Grant, Director
Planning and Development Services
480-312-2664, rgrant@scottsdaleaz.gov

11/7/14
Date

ATTACHMENTS

1. Resolution No. 9943
Exhibit 1. Existing /Proposed General Plan Conceptual Land Use Map
2. Applicant's Narrative
3. Context Aerial
4. Aerial Close-Up
5. Zoning Map
6. Public Correspondence Received
 - Exhibit A. General Correspondence Received Prior to Open House
 - Exhibit B. Open House Comments Received
 - Exhibit C. Remote Planning Commission Hearing Comment Cards and September 10th Planning Commission Memo
 - Exhibit D. Planning Commission Recommendation Hearing Comment Cards
7. City Notification
8. Applicant's Commercial Vacancy Report
9. Applicant's Citizen Involvement Report
10. October 22, 2014 Planning Commission minutes

RESOLUTION NO. 9943

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING AN AMENDMENT TO THE CITY OF SCOTTSDALE 2001 GENERAL PLAN CONCEPTUAL LAND USE MAP FROM COMMERCIAL TO SUBURBAN NEIGHBORHOODS ON A 5.8 +/- ACRE SITE LOCATED NORTH OF THE NORTHEAST CORNER OF N. SCOTTSDALE ROAD AND E. WESTLAND DRIVE.

WHEREAS, the City Council, through its members and staff, has solicited and encouraged public participation in the consideration of the 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 remote public hearing at Copper Ridge School on September 10, 2014 and a recommendation hearing on October 22, 2014 concerning the General Plan Amendment; and

WHEREAS, the City Council, held a public hearing on December 1, 2014, 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 north of the northeast corner of N. Scottsdale Road and E. Westland Drive for 5.8 +/- acres from a Commercial Land Use Designation to a Suburban Neighborhoods Land Use Designation.

Section 2. That the above amendment is described in Case No. 3-GP-2014 (relating to zoning case 10-ZN-2014), and 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 North Drinkwater Boulevard, Scottsdale, Arizona.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this 1st day of December, 2014.


ATTEST:

CITY OF SCOTTSDALE, an Arizona
municipal corporation

By: _____
Carolyn Jagger
City Clerk

By: _____
W.J. "Jim" Lane
Mayor

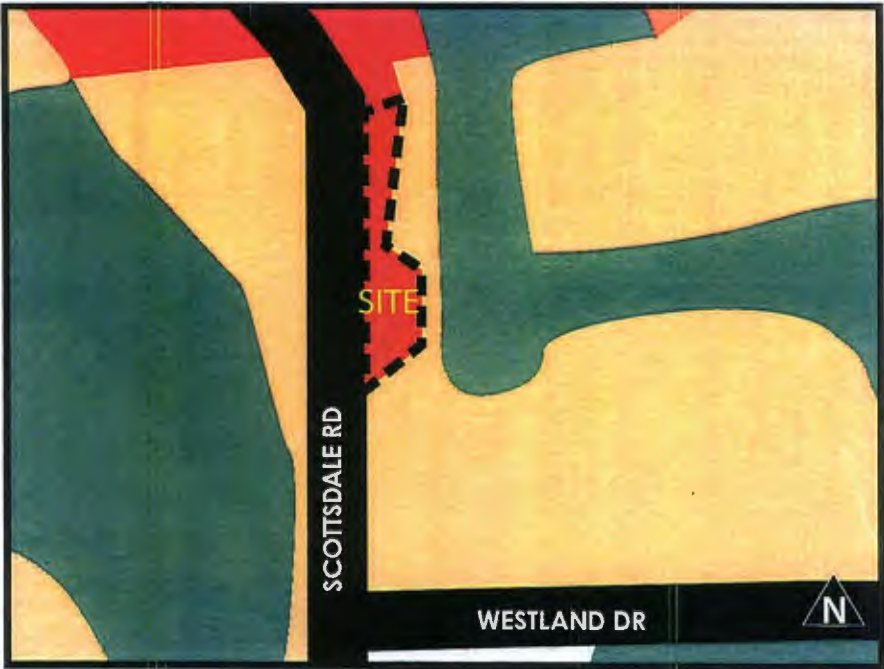
APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY

By:  _____
Bruce Washburn, City Attorney
By: Sherry R. Scott, Deputy City Attorney

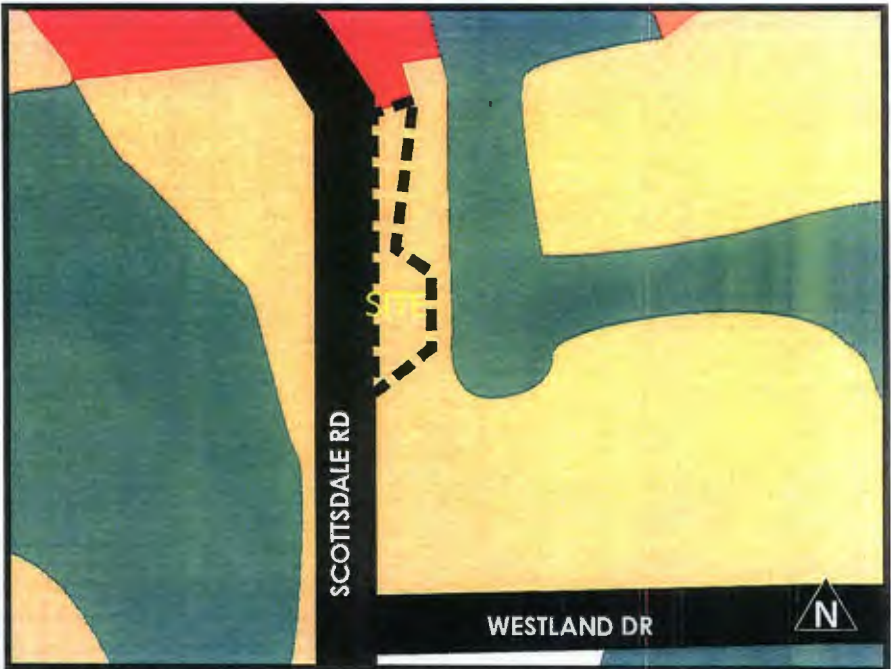
Case: 3-GP-2014

El Regalo













From Land Use Designation:
Commercial



To Land Use Designation:
Suburban Neighborhoods



Conceptual Land Use Map Legend

	Rural Neighborhoods		Commercial
	Suburban Neighborhoods		Office
	Urban Neighborhoods		Employment
	Mixed-Use Neighborhoods		Natural Open Space
	Resorts/Tourism		Developed Open Space (Parks)
			Developed Open Space (Golf Courses)
			Cultural/Institutional or Public Use

ATTACHMENT #2

**Applicant's Narrative
3-GP-2014: El Regalo**

EL REGALO – GENERAL PLAN AMENDMENT

PROJECT NARRATIVE

C.O.S. CASE #3-GP-2014

Submitted: August 28, 2014

PROJECT DESCRIPTION

This request is for a Major General Plan Amendment to modify the City of Scottsdale's General Plan Conceptual Land Use Map from "Commercial" to "Suburban Neighborhoods" on a 5.8-acre (+/-) site located immediately south of the El Pedregal Commercial Center, located within The Boulders Planned Community. The subject property is comprised of 3 individual parcels (APN# 216-48-405U, 216-48-496A and 216-48-495A). The subject property, pending this requested amendment to the General Plan and a concurrent rezoning request, will be incorporated into the recently approved Boulders Villas residential community located immediately adjacent to the east and south.

MAJOR GENERAL PLAN AMENDMENT REQUEST

The existing "Commercial" land use designation on the subject property is proposed to be modified to "Suburban Neighborhoods" to support future single family residential development on this site in conjunction with a companion rezoning request to modify the existing C-2 ESL PCD zoning to R-4 ESL PCD.

This application will meet the criteria for a Major Amendment to the City's General Plan as a result of a use change from The Commercial to Suburban Neighborhoods designation. The proposed amendment will allow for uses that are consistent with the approved Boulders Master Plan (approved by the City in 1992) through the previous allowance for residential uses within the C-2 PCD designation. The proposed land use modification will remove the allowed commercial uses from the property but retain the residential uses. This request for a General Plan amendment is predicated on low commercial demand for new uses within the area. The General Plan document recognizes that adopted land use patterns may

land use patterns within the community can be subject to change over extended timeframes, providing amendment mechanisms if such changes are compatible with adjacent uses and benefit the overall character of the area.

The Suburban Neighborhood (SN) designation is intended to support a broad range of residential uses with densities between 1 unit per acre and 8 units per acre. Developments within the SN designation can also help establish land use transitions between lower density residential and more intense uses such as office or commercial. The subject property will be able to facilitate such transitions due to the character of existing adjacent land uses to the north (commercial) and south, east and west (Suburban Neighborhoods).

3-GP-2014
8/28/2014

The terrain on the site is conducive to the proposed land use type, characterized as relatively flat with limited environmentally sensitive areas such as washes and areas with dense concentrations of natural vegetation.

EXISTING ADJACENT LAND USE

As illustrated on the attached General Plan exhibit, adjacent General Plan land use designations include Suburban Residential to the south, east and west, commercial to the north and office designations south of Westland Drive. Existing developed land uses are consistent with these adjacent General Plan designations. The Terravita planned community is located on the west side of Scottsdale Road and the recently approved Boulders Villas community (Phase 1) will be constructed to the east and south with single family residential uses. The Scottsdale Westland Office Condominiums are located south of Westland Drive.

The General Plan document aggregates the City into five (5) distinct geographic areas described as "Planning Zones". These zones are defined largely on the premise that Scottsdale can be aggregated into multiple planning zones and each maintains community and environmental characteristics that are unique to that area. The subject property is located within Zone "E2" as a result of its location north of Jomax Road and west of the Pima Road alignment. This zone includes the communities of Terravita and The Boulders

Proposed General Plan Land Use Designation: Suburban Neighborhoods

The applicant is requesting an amendment to the City's General Plan Land Use map to designate the property as Suburban Neighborhood. The following is an excerpt taken from the 2001 General Plan document defining the "Suburban Neighborhoods" land use designation:

SUBURBAN NEIGHBORHOODS: *This category includes medium to small-lot single-family neighborhoods or subdivisions. Densities in Suburban Neighborhoods are usually more than one house per acre, but less than eight houses per acre. This category also includes some townhouses and can also be used for small lot single-family homes, such as patio homes. It can be incorporated into neighborhoods near the Downtown area and in or adjacent to other non-residential activity centers. These uses may be used as a transition between less intense residential areas and non-residential areas, such as offices or retail centers. The terrain should be relatively flat, or gently sloping, to accommodate this density. Preservation of environmental features (particularly in desert settings near the mountains) is a key consideration and in the past has often been accommodated through master-planned communities or clustering. (p. 70)*

GUIDING PRINCIPLES OF THE GENERAL PLAN

The Scottsdale General Plan includes a six "Guiding Principles" that are intended to reflect the overarching objectives of the City of Scottsdale as described in detail throughout the General Plan document. These principles are as follows:

1. Value Scottsdale's Unique Lifestyle and Character
2. Support Economic Vitality
3. Enhance Neighborhoods
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation

Scottsdale's General Plan is the primary tool for guiding the future development of the city. As a tool to help facilitate the decisions that the city must respond to on a daily basis, the General Plan establishes long-term goals through a series of Guiding Principles, as well as specific goals and approaches associated with each of the General Plan elements. A selection of general values, goals and approaches are as follows:

Scottsdale Values, Goals & Approaches: Enhance Neighborhoods

Boulder Villas will be constructed to reflect very high standards for design quality and community aesthetics. Design guidelines adopted and enforced by The Boulders reflect the elevated attention to all aspects of the built and natural environment. Architectural elements within the community emphasize a design style that is both unique and complimentary to elements typical of the desert southwest and will reflect the quality of development typical and appropriate for this region of Scottsdale.

Scottsdale Values, Goals & Approaches: Preserve Meaningful Open Space

The Scottsdale Road scenic corridor designation has been established to promote the maintenance of Sonoran Desert's unique natural desert elements adjacent to regionally significant roadways, and creating an "experience" for both vehicular and non-vehicular users. In addition to the aesthetic benefits of the scenic corridor, this designation also helps to buffer adjacent land uses from the impacts of the adjacent arterials roadway. The Boulders Master Plan requires a scenic corridor that is an average of seventy-five (75) feet in depth with a minimum of fifty (50) feet of depth. The proposed El Regalo community will provide a minimum scenic corridor width adjacent to Scottsdale Road of 50 feet with an overall minimum average of 75 feet to match the Boulders Master Plan requirement. The provided corridor is in significant excess of the approved requirement and is consistent with typical scenic corridor setbacks along Scottsdale Road to the north and south where typical widths range between 50' and 100' in depth.

In addition to the vehicular experience, the corridor includes public trails and multi-use pathways which serve to enhance the city's network of non-vehicular access and recreational opportunities. This goal of providing a comprehensive public trails network

throughout the City's urban, suburban, rural and preserve areas is one of the General Plan's highest priorities, and is one that the Boulder's Villas property will help to enhance through improvements to existing constructed segments along the property's frontage, and ensure the long term viability of.

Scottsdale Values, Goals & Approaches: Native Plant Preservation

The successful implementation of the ESL has resulted in some of the region's most attractive and desirable communities. The Boulders Community is one of these premiere communities in which a high emphasis on the natural environment is prioritized, and compliments the built environment. This was accomplished through a sensitive planning and design approach to the community from the beginning and continues through the strict application of design guidelines.

ADMINISTRATION OF THE GENERAL PLAN

Major General Plan Amendment Criteria:

1. Change in Land Use Category

The proposed amendment of approximately 5.8 acres from the Commercial land use designation to Suburban Neighborhoods represents a change from a "Group E" use to a "Group B" use per the Land Use Character matrix on page 20 of the General Plan. This land use group change automatically triggers a major amendment regardless of parcel size. **MEETS CRITERION.**

2. Area Change Criteria

The subject property is located in Planning Zone E. The proposed change in the land use designation is not in excess of 15 gross acres and therefore does not meet this criterion for triggering a Major General plan Amendment. **DOES NOT MEET CRITERION.**

3. Character Area Criteria

The subject property is not located within one of the City's 6 adopted Character areas. **DOES NOT MEET CRITERION.**

4. Water/Wastewater Infrastructure Criteria

This criterion is applicable if the proposed land use designation results in the premature increase in the size of a master planned water transmission or sewer collection facility. The subject property does not trigger an upgrade to major off-site infrastructure. **DOES NOT MEET CRITERION.**

Character Based General Planning

Within the context of the General Plan, there is recognition that community planning issues must be viewed and addressed at various levels of detail to best understand both the common and unique relationships that comprise the greater community framework. The General plan provides a multi-level approach to evaluate and provide guidance to the communities throughout the City both at a macroscopic level (the General Plan), a regional level (Character Area Plan) and a neighborhood level (Neighborhood Plans). The city utilizes this approach to ensure that each project provides high quality, compatibility and consistency are sufficiently addressed through each new proposal.

Character Areas

The City utilizes character area plans to help guide future development and revitalization within specific areas of the city and are intended to establish goals and policies that are more specific than the General Plan. The El Regalo property is not located within one of the City's seven character areas, but is a component of the larger Boulders Master Planned Community. As a component, the master plan and associated design guidelines accomplish many of the same types of character objectives that are typically outlined in Character Area Plans.

Character Types

Through the General Plan, the City has identified a number of general land use character types that work in context to one another to promote healthy, vibrant and diversified communities. These uses and their relationships to other land use character types vary throughout the city based on the intensity and spatial patterns of the various geographic areas.

The Character Types Map located within the Character & Design Element of the General Plan, designates the subject property as "Resort Village", intending to describe the property's context as part of The Boulders resort community. The Boulders resort is a world class resort, but represents only a small portion of the overall community. Within the larger community, the resort is complimented by office, retail, recreational uses, natural open space and various densities of high amenity residential neighborhoods including both attached and detached units.

Transportation

The Mobility Systems Map (pg 186 of the City of Scottsdale General Plan) specifies Scottsdale Road as component of the "Regional Systems" for North Scottsdale and the region. The Scottsdale Road corridor is a significant transportation element and exists in its ultimate build-out configuration as a divided 4-lane arterial roadway with large landscape medians and adjacent scenic corridor open space setbacks. Access control is highly regulated, and the El Regalo Plan does not propose any new access points onto Scottsdale Road. Instead, the project will utilize the existing El Pedregal commercial driveway located along the northern perimeter of the site.

In addition to roadway improvements, Scottsdale Road includes existing bicycle lanes and a multi-use pathway and anticipates the completion of a public trail along the property frontage to connect with a more extensive North Scottsdale public trail network. The proposed Scottsdale Road multi-use pathway will be 8 feet wide comprised of natural surface materials that will be built in tandem with a parallel 8 foot sidewalk. These pedestrian and equestrian elements will tie into planned improvement to the immediate north and south. These facilities are consistent with the transportation and recreation goals of the General Plan and will enhance quality of life for existing and future residents and visitors.

Open Space & Scottsdale Road Scenic Drive

The Open Space Map (pg 124 of City of Scottsdale General Plan) identifies the Stagecoach Wash along the El Regalo southern property boundary as a "Major Wash Corridor". This wash corridor is proposed to be preserved in its current configuration and will be identified on the Development Plan for the property as Natural Area Open Space.

On this same exhibit, Scottsdale Road has a "Desert Foothills Scenic Drive" designation along the property's western frontage. The applicant intends to meet and exceed the requirements of the designation by providing a minimum 50' open space setback along the property frontage and will exceed a minimum average open space setback of 75'. This setback is in excess of The Boulders Master Plan requirements and is consistent with the typical scenic corridor setback requirements established throughout Scottsdale.

The Boulders Master Planned Community

The Boulders Master Plan was adopted by the City of Scottsdale in 1992 as a framework for what would become the premiere resort community of North Scottsdale. The plan established a framework for diversified land uses to supplement the resort, including retail, office, various densities of residential and both recreational and natural open space across nearly 1,000 acres. When initially adopted, the Boulder's Master Plan envisioned a community with balanced land uses.

In the context of the Character Based General Planning approach, the Master Plan fills the role of a Character Area Plan, evaluating both a diversity of land uses throughout the 1,000-acre property and the common character elements that define the Boulder's unique qualities.

GENERAL PLAN ELEMENTS

In addition to the six Guiding Principles of the General Plan, there are twelve (12) elements of the General Plan that address specific aspects of the City's basic foundations. These elements include:

1. Character & Design
2. Land Use
3. Economic Vitality
4. Community Involvement
5. Housing
6. Neighborhoods
7. Open Space & Recreation
8. Preservation & Environmental Planning
9. Cost of Development
10. Growth Areas
11. Public Services and Facilities
12. Community Mobility

Within each of these Elements is additional detail in the form of specific goals and approaches. The following section explores each of the twelve General Plan Elements and addresses the relationship aspects of each to the proposed amendment.

Element #1: Character & Design

Character & Design – Goals & Approaches #1

Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood. (pg.43)

The proposed General Plan Amendment for El Regalo makes the property consistent with surrounding area character and with the surrounding neighborhoods. The requested Suburban Neighborhoods category matches that of property along the eastern perimeter of the site and along the western edge of Scottsdale Road. El Regalo completes a narrow gap of commercial use that was established between the previously approved Boulders Villas GPA (and Scottsdale Road. Land to the east at Greythorn and to the west at Terravita is also categorized as "Suburban Neighborhoods".

The project site includes areas defined by the Environmentally Sensitive Lands Ordinance (ESLO) overlay zoning district

Although El Regalo is located within the ESLO overlay district, it has been historically subject to man-made impacts. The site largely consists of a combination of existing office use, improved parking areas and driveways, and natural desert.

Character & Design – Goals & Approaches #2

Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.(pg.47)

Site Plan design has been influenced by the goal of providing quality open space in strategic locations throughout the site to enhance buffering along major arterial roadways, and protect sensitive natural areas such as major wash corridors.

Character & Design – Goals & Approaches #4

Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surrounding area

The adjacent Scottsdale Road streetscape includes an extensive scenic corridor setback averaging at least 75 feet in depth along the project’s frontage. The Scenic Corridor area will ensure the preservation of extensive native materials promoting it’s conformance with the Natural Streetscape Type.

Character & Design – Goals & Approaches #6

Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city. (Character and Design Element Goal 6, p. 51)

The character of the Upper Sonoran Desert in North Scottsdale is distinctive for many reasons, not least of which is the abundance of native vegetation. These unique species appeal to residents and visitors and enhance the desert-living experience. El Regalo is located within the City’s Environmentally Sensitive Lands (ESL) overlay area, which acts to promote the preservation of the desert character by striking balance between the natural environment and the built environment. Native plant preservation will be accomplished through a strict adherence to the requirements of the City’s native plant preservation guidelines and preservation-in-place will be prioritized in areas within or adjacent to areas of high environmental value on the site.

Character & Design – Goals & Approaches #7

Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city. (Character and Design Element Goal 7, p. 51)

The use of outdoor lighting will be carefully evaluated to ensure for safe environments while eliminating wasteful ambient lights. Special emphasis will be placed on low-voltage, shielded and downward directed lighting to preserve the dark skies environment promoted in North Scottsdale. Special standards will be crafted to address public spaces (roadways, entry areas), as well as exterior fixtures located on private property that have impact on public spaces.

Element #2: Land Use

Land Use Element – Goals & Approaches #1

The City of Scottsdale is a highly diversified community with a strong emphasis on tourism-related uses. In support of the world-class resort that defines The Boulders, it is the promotion of supporting land uses that enables to resort to enhance its own sustainability within the larger community. These uses include recreation, diversified residential, retail and cultural uses.

Through the proposed amendment to the City's General Plan from Commercial to Suburban Neighborhood, the community will further promote the diversity of land uses in proportions that are appropriate and best serve the overall market demand for needed land uses.

Land Use Element – Goals & Approaches #4

The General Plan, in combination with support adopted master plans, promotes the value of balanced land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community. These objectives are critical to the on-going success of any community and rely on a process of checks and balances to ensure that over time, there is appropriate flexibility to make changes to land uses as is necessary to achieve balance. The establishment of a Commercial land use designation of the property is reflective of the original envisioned master plan land use for The Boulders. Over time and as a result of how both the Boulder and the adjacent communities have developed, the commercial demand originally anticipated has been reduced and the demand for a diversity of housing product has increased – necessitating the need for an amendment to the General Plan and ultimately The Boulders Master Plan.

Land Use Element – Goals & Approaches #5

Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions. (Land Use Goal 5, p. 67)

The El Regalo community is located adjacent to the El Pedregal commercial area. To facilitate the connectivity of these adjacent uses, a network of accessible pathways and sidewalks will be provided to encourage residents of the community to utilize non-vehicular mobility options between these complementary adjacent uses.

Land Use Element – Goals & Approaches #7

As a result of the acute emphasis towards the protection of sensitive natural areas, future development will seek opportunities to protect and enhance sensitive natural open space with the property such as the large wash corridor and the Scottsdale Road scenic corridor. Opportunities for connected open space areas neighboring areas will result in transitions that complement the objectives of the ESL Ordinance and the General Plan.

Incorporate appropriate land use transitions to help integrate into surrounding neighborhoods. (Land Use Goal 7, Bullet 2, p. 68)

El Regalo utilizes adjacent existing open space areas and on-site open space to conform to the patterns of open space (natural and developed) found on adjacent properties to the east. Setbacks to the commercial area will be utilized where possible to create buffering opportunities

Provide an interconnected open space system that is accessible to the public, including pedestrian and equestrian links, recreation areas, and drainageways. (Open Space Connection bullet point, p. 67)

The El Regalo community will include interconnected open space opportunities for the public along the perimeter scenic corridors that will allow for pedestrian and equestrian use. Residents will utilize on-site pedestrian improvements to access the perimeter paths and trails through multiple connection points.

Land Use Element – Goals & Approaches #8

Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods. (Land Use Goal 8, p. 69)

The El Regalo community will support a neighborhood that allows residents to enjoy a live, work and play lifestyle opportunity. This is supported by the non-residential land use types surrounding the property to the north and south, and by the public recreational path and trail network along the perimeter of the property that links to more extensive off-site networks of pedestrian and equestrian trails.

Promote development patterns and standards that are consistent with the surrounding uses and reinforce an area's character. (Land Use Goal 8, Bullet 3, p. 69)

The residential land use proposed within the El Regalo community conforms to the balanced land use objectives of the Boulders Master Plan. The original Master Plan document for the Boulders contemplated that land modifications would need to be made from time to time to support the correct balance of residential and non-residential uses. The proposed residential uses are consistent and compatible with surrounding uses and reinforce the unique character of the Boulders community and other adjacent communities.

Element #3: Economic Vitality Element

Economic Vitality Element – Goals & Approaches #1

The Boulders community was based on the premise of not just establishing a world-class destination resort, but of an economically sustainable mixed use community predicated on the providing a variety of residential and non-residential land use options. This model, envisioned and adopted over two decades ago has been immensely successful, resulting in opportunities for residents to shop, work and recreate in close proximity to their homes. This lifestyle success has translated into economic success, and the proposed land use amendment will help enable a process by which these economic components are further reinforced. The success of retail and employment land uses is only achieved through an equitable allocation of proportional residential land uses.

Economic Vitality Element – Goals & Approaches #7

- *Sustain the long-term economic well being of the city and its citizens through redevelopment and revitalization efforts. (Economic Vitality Goal 7, p. 85).*
- *Encourage and support the renovation and reuse of underutilized or vacant parcels/buildings/shopping centers. (Economic Vitality Goal 7, Bullet 2, p. 85)*

- *Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy. (Economic Vitality Goal 7, Bullet 6, p. 85)*

The El Regalo community represents an opportunity to redevelop a property with a failed and unsupported use into a community that will enjoy long-term sustainability within the larger community and help foster support for remaining commercial properties within the El Pedregal commercial center.

Community Involvement Element – Goals & Approaches #1

Because the General Plan is a document that is predicated on the input and ultimate approval of Scottsdale's residents, the Major GPA process is a very extensive and open process that encourages community review and comment. At the time of this application, the applicant has initiated a notification of adjacent property owners regarding the proposed amendment application. This action represents only the beginning of an extended outreach process that will include neighborhood meetings and additional notifications of key dates and public hearings.

Element #5: Housing Element

Housing Element – Goals & Approaches #2

Seek a variety of housing options that blend with the character of the surrounding community. (Housing Element Goal 2, p. 98)

The General Plan encourages a diversity of housing product, recognizing that various densities and types of housing lead to more sustainable and balanced communities. One of the most significant benefits of a master planned community like The Boulders is the ability to address the spectrum of housing types through flexible density provisions and thereby provide housing types that reflect the current market demands while still insuring compatibility and maintaining design standards.

The El Regalo amendment proposal benefits from a voluntary adherence to elements of The Boulders elevated design standards, and existing and future buffers to adjacent land uses.

- *Maintain Scottsdale's quality-driven development review standards for new housing development. (Housing Element Goal 2, Bullet 1, p. 98)*
- *Encourage physical design, building structure, and lot layout relationships between existing and new construction to help the new developments complement the surrounding neighborhoods. (Housing Element Goal 2, Bullet 2, p. 98)*
- *Support community dialogue to reassess and streamline the development review process so as to encourage creative housing designs. (Housing Element Goal 2, Bullet 4, p. 98)*

The Applicant has worked closely with the Boulders Homeowners Association to ensure that the proposed residential product will be similar in architectural style and character to adjacent residential design in adjacent communities. Many of the design and

character elements proposed with the El Regalo development application were selected to ensure design continuity between adjacent communities

Element #6: Neighborhood Element

Neighborhood Element – Goals & Approaches #1

Enhance and protect diverse neighborhoods so they are safe and well maintained. (Neighborhoods Element Goal 1, p. 105)

- *Provide for neighborhood and social service needs for all citizens. (Neighborhoods Element Goal 1, Bullet 1, p. 105)*

The former medical clinic building that currently occupies the site has not been a viable use for several years and health care needs of area residents are being successfully provided for in alternative locations.

- *Sustain the long-term economic well-being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts. (Neighborhoods Element Goal 3, p. 105)*

A significant portion of the area proposed for the development of the El Regalo community was formerly developed as a medical office building. The removal of these improvements, including a large parking area, will allow for the introduction of vegetation enhancements and aesthetic treatment.

- *Revitalize and redevelop aging retail areas in order to maintain Scottsdale's standing as one of the major retail, restaurant, and entertainment destinations within the metropolitan area. (Neighborhoods Element Goal 3, Bullet 3, p. 106)*

The applicant is proposing the redevelopment of a non-viable medical office use that has been unable to secure a tenant since being vacated several years ago. The redevelopment of the property for residential use is supported by market research that indicates a current oversaturation of retail space in the area.

- *Maintain and create opportunities for quality housing for all citizens. This is a crucial component of Scottsdale's local economy. (Neighborhoods Element Goal 3, Bullet 5, p. 106)*

The proposed El Regalo neighborhood will provide a housing product that adds product diversity to the existing community with a quality product. El Regalo will not be developed with an intent to provide a broad diversity of residential housing prices in the interest of creating a broad spectrum of residential housing opportunities.

- *Establish appropriate incentives for the development of aesthetically pleasing, infill housing that serves a variety of income levels. (Neighborhoods Element Goal 3, Bullet 6, p. 106)*

The applicant has taken extensive steps in working with the Boulders community association to develop a high quality and aesthetic architectural design approach that is in conformance with adjacent communities.

Neighborhood Element – Goals & Approaches #4

Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation. (Neighborhoods Element Goal 4, p. 106)

- *Guide revitalization, redevelopment, and infill (new development in established areas) development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods. (Neighborhoods Element Goal 4, Bullet 3, p. 106)*
- *Continue the city's active Code Enforcement Program (or future programs) to preserve, enhance and promote healthy neighborhoods throughout the city. (Neighborhoods Element Goal 4, Bullet 6, p. 106)*
- *Create, preserve and enhance pedestrian, vehicular, and alternative transportation mode connections and links between the neighborhoods and other neighborhood-supporting land uses throughout the community. (Neighborhoods Element Goal 4, Bullet 7, p. 106)*
- *Improve and maintain the current landscape, sign, and design standards throughout the community. (Neighborhoods Element Goal 4, Bullet 8, p. 106)*

The El Regalo community will create and implement a robust Community Design Guidelines document that will be used as a mechanism to ensure that community aesthetics are maintained long-term. These guidelines will serve as just one of many tools created during the pre-development stage that will be used to create a high-quality built and natural desert environment that will promote a health community in association with recreational opportunities.

Neighborhood Element – Goals & Approaches #5

Promote and encourage context-appropriate new development in established areas of the community. (Neighborhoods Element Goal 5, p. 107)

- *Encourage new development efforts toward existing developed areas in Scottsdale. (Neighborhoods Element Goal 5, Bullet 1, p. 107)*
- *Promote the use of existing infrastructure as an incentive to encourage more infill development within the community. (Neighborhoods Element Goal 5, Bullet 2, p. 107)*
- *Promote existing developed areas of the community as opportune economic development infill sites. (Neighborhoods Element Goal 5, Bullet 3, p. 107)*

Growth and redevelopment are necessary components of the on-going evolution of any municipality. The El Regalo property is surrounded by developed land uses and would not be quantified as a "boundary" property on the edge of the City's growth edge. The

proposed amendment is intended to modify the existing land use to one that will increase the viability of development on this infill property.

Element #7: Open Space & Recreation Element

Open Space & Recreation Element - Goals & Approaches #1

Few other areas in Scottsdale rival the natural beauty found within The Boulders community. This natural setting encourages the establishment of amenities that allow residents to live and recreate in this unique environment. The El Regalo property is bounded by a multi-use pathway that meanders within the Scenic Corridor adjacent to Scottsdale Road and extends many miles to the south to connect with other trails and parks within the City. The scenic corridor designation will maintain and preserve this unique streetscape character within a natural context and provide spatial and aesthetic buffering for the subject property.

Natural areas within the proposed El Regalo neighborhood will be complimented by existing recreational uses to the east and will support the native desert theming used extensively throughout the Boulders community. The property will also establish natural linkages through existing drainage corridors to other areas ultimately including the Scottsdale's Mountain Preserve.

Sensitive design approaches to future development will encourage the protection and re-establishment of native species to emphasize the natural desert character of the community.

Element #8: Preservation & Environmental Planning Element

Preservation & Environmental Planning Element - Goals & Approaches #2

Enhance the quality of life in Scottsdale by safeguarding the natural environment. (Preservation and Environmental Planning Element Goal 2, p. 132)

- *Retain Scottsdale's image and heritage of the Sonoran Desert. (Preservation and Environmental Planning Element Goal 2, Bullet 1, p. 132)*
- *Encourage developments to retain and integrate the desert ecosystem where appropriate. (Preservation and Environmental Planning Element Goal 2, Bullet 4, p. 132)*
- *Preserve local plants, wildlife, and natural resources to maintain the biodiversity and long-term sustainability of the area's ecology. (Preservation and Environmental Planning Element Goal 2, Bullet 6, p. 132)*
- *Maintain scenic views to preserve the aesthetic values of the area for all to enjoy and for its contribution to the quality of life for residents and visitors. (Preservation and Environmental Planning Element Goal 2, Bullet 8, p. 132)*

The ESL Ordinance establishes guidelines for development in the northern regions of Scottsdale and the protection of sensitive natural areas and will serve as a model for the

preservation of local plants, wildlife, and natural resources to maintain the biodiversity and long-term sustainability of the area's ecology.

Preservation & Environmental Planning Element - Goals & Approaches #3

Natural wash corridors function as excellent opportunities to establish meaningful open space along alignments that typically include higher proportions of natural vegetation and wildlife habitat. Protection of these corridors in their natural condition will be emphasized to the greatest extent possible with exception of necessary roadway crossings.

Preservation & Environmental Planning Element - Goals & Approaches #9

Protect and conserve native plants as a significant natural and visual resource.

(Preservation and Environmental Planning Goal 9, p. 137)

The applicant has committed significant portions of the site to native plant preservation, especially adjacent to Scottsdale Road within the Scenic Corridor setback. In addition to this area, salvage techniques will be utilized to relocate existing qualifying materials to areas throughout the property to supplement natural buffering and aesthetic treatments.

Preservation & Environmental Planning Element - Goals & Approaches #10

Encourage environmentally sound "green building" alternatives that support sustainable desert living. (Preservation and Environmental Planning Goal 10, p. 137)

Protect and enhance the natural elements of all development sites. (Preservation and Environmental Planning Element Goal 10, Bullet 3, p. 137).

The applicant will conform to all City of Scottsdale requirements related to native plant salvage and relocation per the City Ordinance, and will seek to minimize disturbance within the most sensitive portions of the site.

Element #9: Cost of Development Element

Cost of Development Element - Goals & Approaches #

The impacts to development and on-going community services associated with the subject property will be minimized due to existing off-site infrastructure and a reduction in the overall site intensity as a result of the proposed General Plan land use amendment from Commercial to Suburban Neighborhood. An analysis of demands associated with the existing (commercial) and proposed (residential) land uses for this region of Scottsdale indicate substantial reductions in vehicular trips per day, water use and waste generation associated with residential uses. These findings are based on standard calculations for service demands established by the City of Scottsdale (see Land Use Impact Model) when evaluating the potential impacts of a General Plan Land Use modification.

Element #10: Growth Areas Element

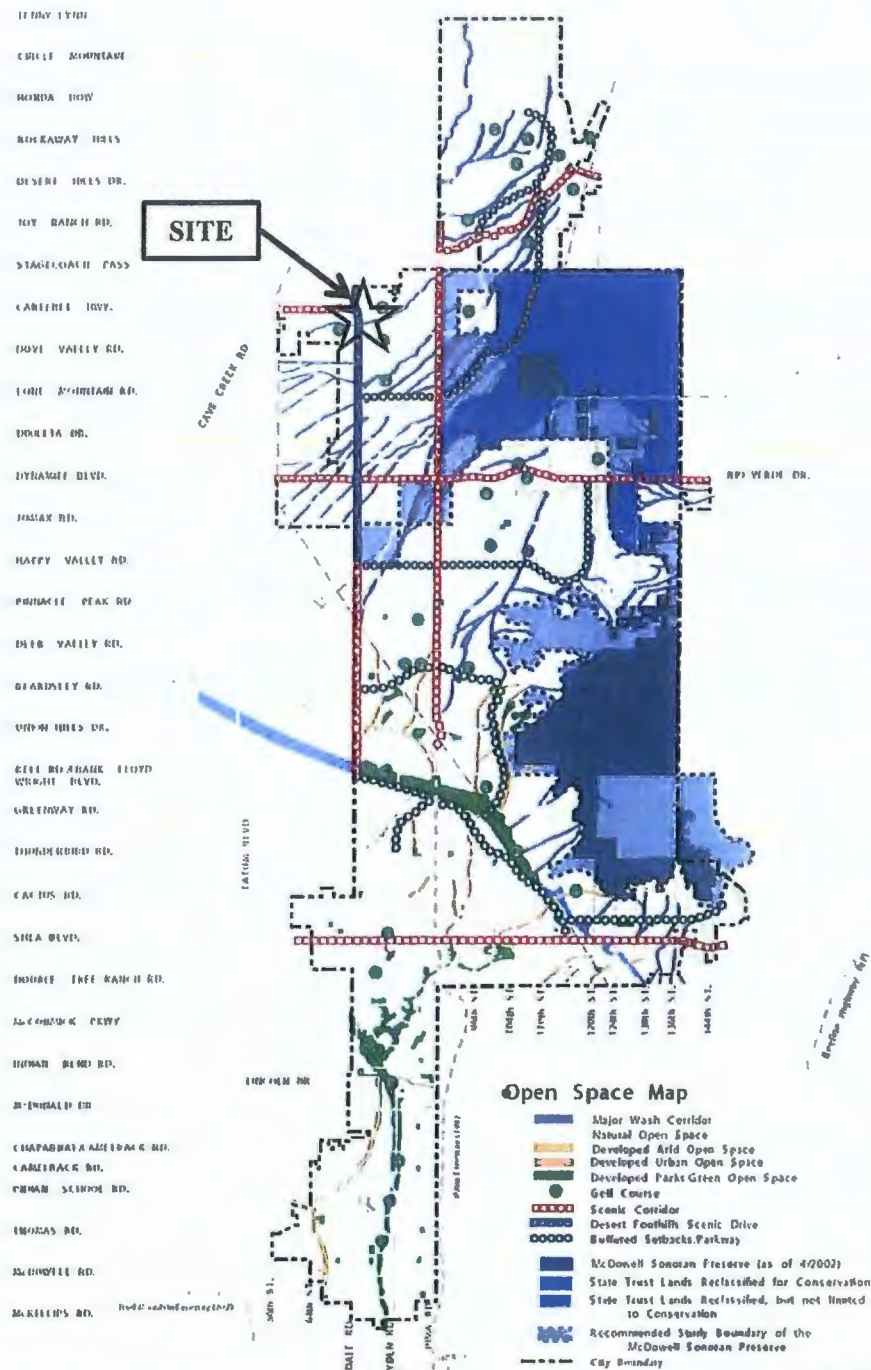
Growth Areas Element - Goals & Approaches #2

The proposed amendment area is not located with a designated Growth Area.


Element #12: Community Mobility

Community Mobility - Goals & Approaches #2


The northern portions of Scottsdale offer opportunities for establishing meaningful non-vehicular connectivity through the construction of bike lanes, trail corridors and multi-use pathways. With an emphasis on reducing the length and frequency of vehicular trips within the community, opportunities to diversify the mix of land uses provide for alternative transportation modes to be utilized when accessing these uses.



Open Space Map

-  Major Wash Corridor
 Natural Open Space
 Developed Arid Open Space
 Developed Urban Open Space
 Developed Park/Green Open Space
 Golf Course
 Scenic Corridor
 Desert Footpath/Scenic Drive
 Buffered Suburban/Parkway

 McDowell Sonoran Preserve (as of 4/2002)
 State Trust Lands Reclassified for Conservation
 State Trust Lands Reclassified, but not limited to Conservation

 Recommended Study Boundary of the McDowell Sonoran Preserve
 City Boundary

Adapted by City Council of Salem, Oregon, 1964.

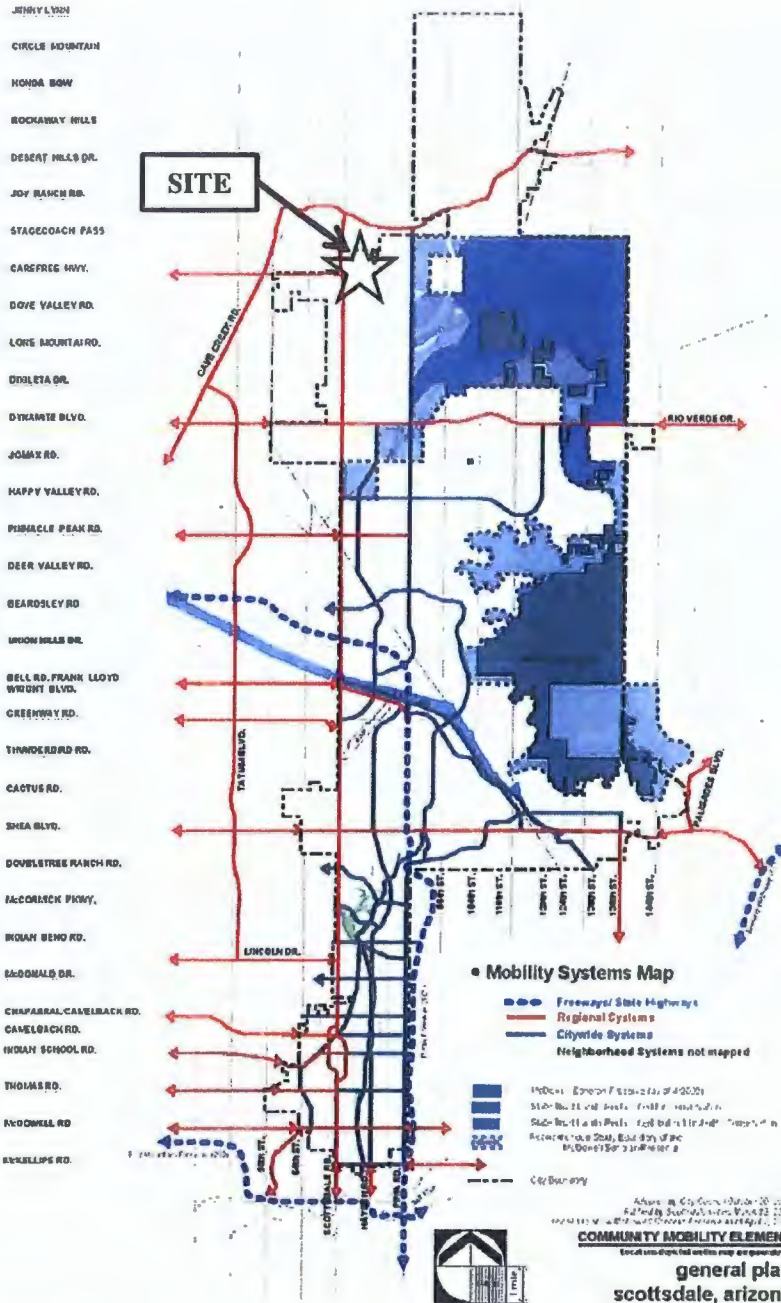
Edited by Stephen J. Conroy and John C. Stamps
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OPEN SPACE & RECREATION ELEMENT

Exercises designed to do this are given for graduate students.

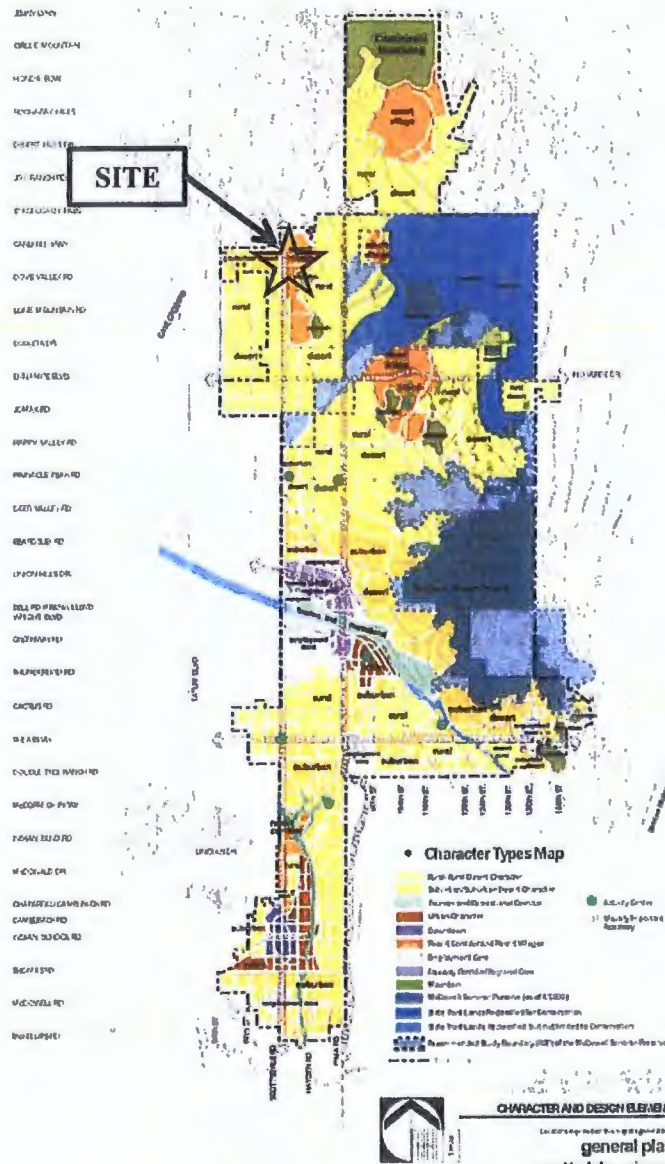
general plan

scottsdale, arizona

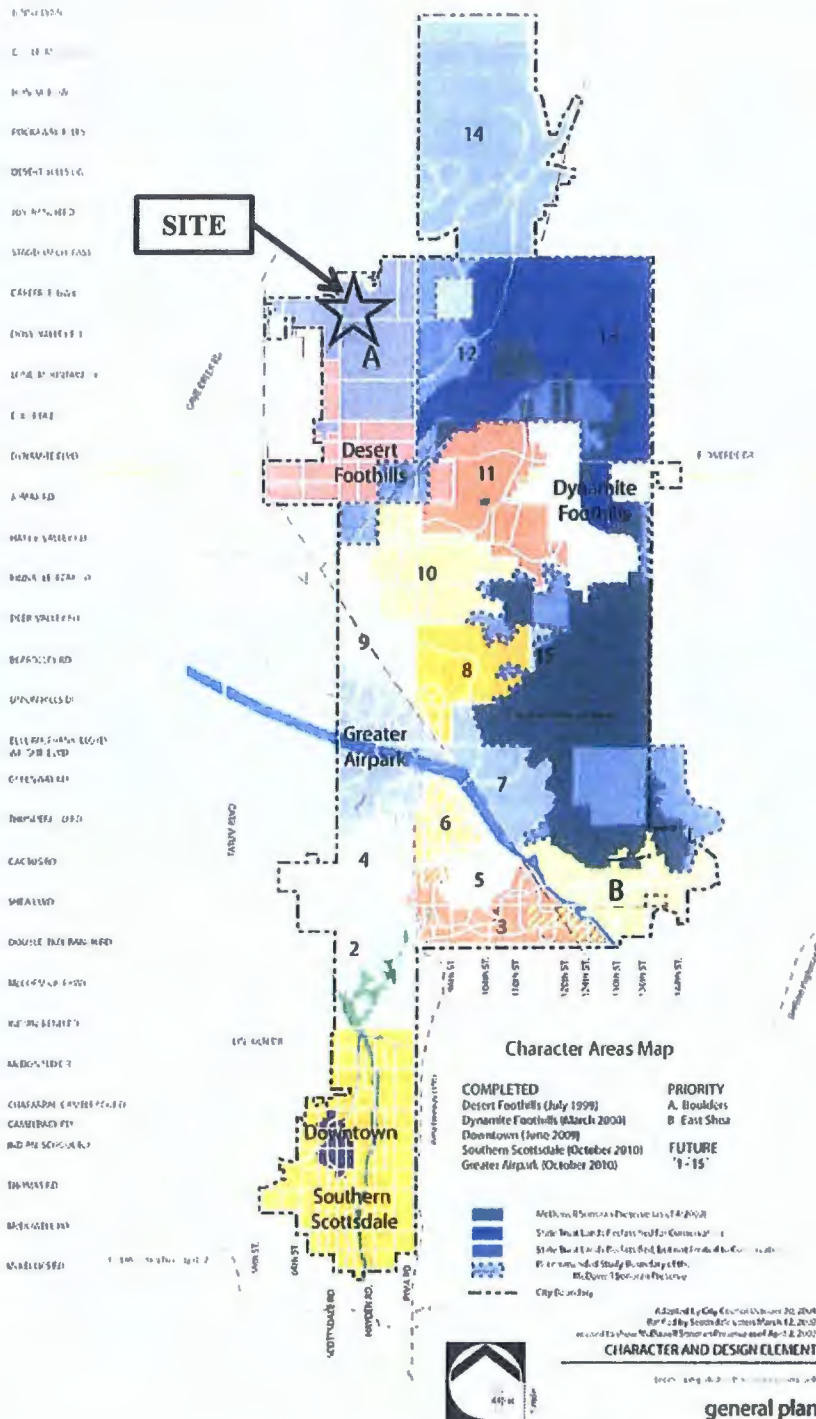


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Scottsdale 2001 General Plan



Character and Design Element





CONCEPTUAL SITE PLAN

LEGEND

- ZONING BOUNDARY
- BOULDERS VILLAS EAST (NOT A PART OF THIS APPLICATION)
- PROPOSED & EXISTING DEVELOPMENT ENVELOPES

SITE DATA

SITE AREA (GROSS): 7.3 ACRES (+/-)
 SITE AREA (NET): 5.09 ACRES (+/-)
 CURRENT ZONING: C-2 PCD ESU
 PROPOSED # OF LOTS: 17 (TO BE ADDED ON TO PREVIOUSLY APPROVED 40 LOT PLAN)

PROPOSED DEVELOPMENT STANDARDS:
 MAX. BUILDING HEIGHT: 24' FROM FINISHED FLOOR & LIMITED TO 1-STORY

MINIMUM LOT AREA: 8.4 PCD ESU
 6,000 SQ. FT.
 MINIMUM LOT WIDTH: 60'
 FRONT SETBACK: 5'
 SIDE SETBACK: 5'
 REAR SETBACK: 15'

SCOTTSDALE ROAD SCENIC CORRIDOR SETBACK:

-75' AVG.
 -50' MIN.

REQUIRED N.A.O.S. BEFORE SCARRING OFFSET = 1.3 AC (25% OF SITE)
 REQUIRED N.A.O.S. AFTER SCARRING OFFSET = 0.2 AC
 PROVIDED N.A.O.S. = 1.5 AC (26% OF SITE)

VICINITY MAP



3-GP-2014
 8/28/2014

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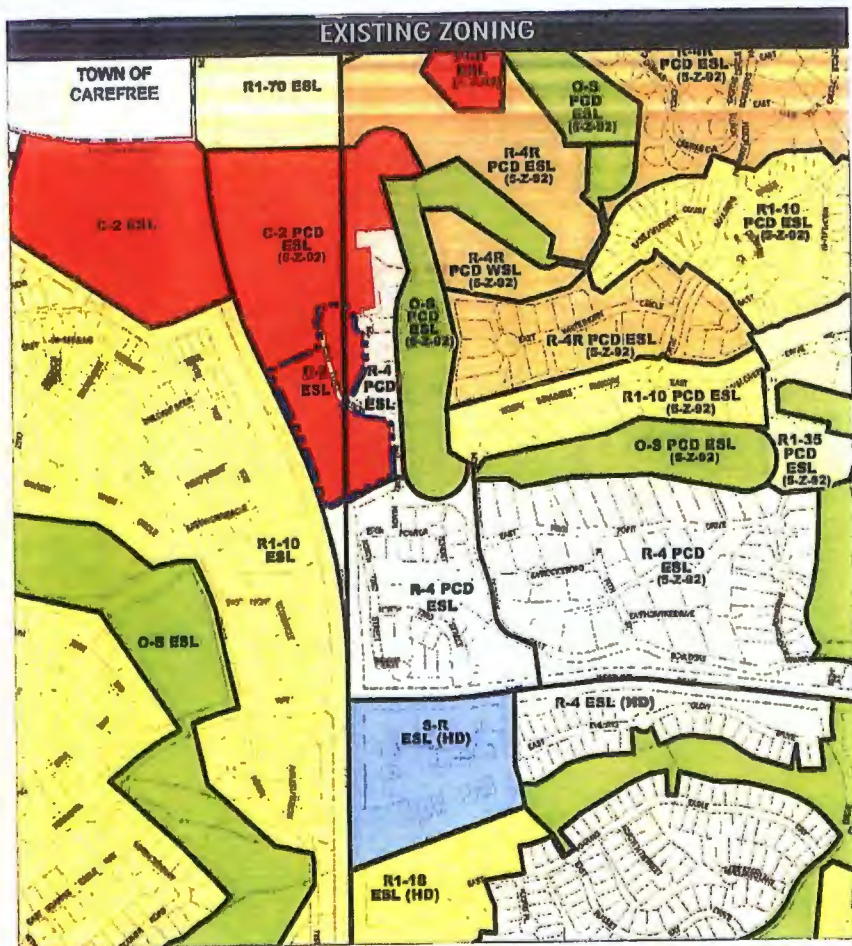
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Subject to engineering and City review and approval.
 PREPARED BY: TAYLOR MORRISON - ENGINEER LANDSCAPE DESIGN STUDIO, L.L.C.

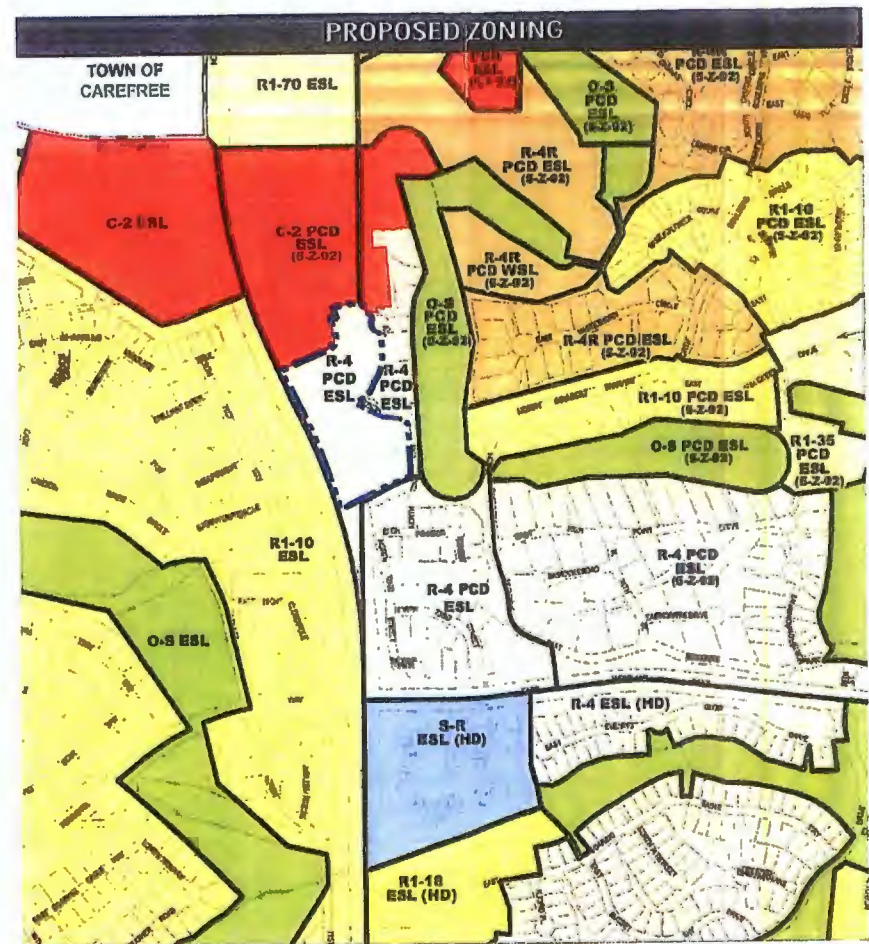
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taylor morrison
 EL REGALO - WEST
 SCOTTSDALE, AZ

REVISION
 DATE
 BY
 JOB NO.: 1014
 DRAWN: PM
 SCALE: 1"=50'
 DRAWING: Landscape Site Plan
 SUBMITTED FOR: Taylor Morrison
 SHEET #
 CP



■ COMMERCIAL ZONING
 ■ OFFICE ZONING
 ■ OPEN SPACE ZONING
 ■ RESIDENTIAL ZONING



■ COMMERCIAL ZONING
 ■ OFFICE ZONING
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EL REGALO - WEST
 EXISTING & PROPOSED ZONING

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3-17-14
 Project No. 1291.3
 Date of Issue: 05/05/14
 3-GP-2014
 8/28/2014



LEGEND

ZONING BOUNDARY



SCOTTSDALE ROAD SCENIC CORRIDOR
(MIN 50', MAX AVG 75')



EL REGALO PH 1 SCENIC CORRIDOR
(PREVIOUSLY APPROVED PER #11-ZN-13)



RETENTION AREA

SCOTTSDALE ROAD SCENIC CORRIDOR:

SCENIC CORRIDOR FRONTAGE LENGTH = 640'

SCENIC CORRIDOR AREA (APPROX.) = 79,997 SF

SCENIC CORRIDOR AVERAGE DEPTH = 100'

RETENTION AREA WITHIN SCENIC CORRIDOR
= 3,077 SQ. FT. (4%) +/-

VICINITY MAP



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SUITE 200, PHOENIX, AZ
602.916.1122
JHORN@JAMESHORN.COM

Subject to engineering and City review and approval.
PREPARED FOR: LVA URBAN DESIGN STUDIO, L.L.C.

LVA urban design studio
land planning • development • urban design • landscape architecture
120 South Arizona Avenue • Suite 200, Phoenix, AZ 85061 • 480.981.0000

taylor morrison
landscape architect
LVA URBAN DESIGN STUDIO
EL REGALO - WEST
SCOTTSDALE, AZ

REVISION	DATE
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DATE: 8/28/2014
JOB NO.: 11614
DRAWN: JR
SCALE: 1"=100'
DRAWING: SCENIC CORRIDOR
SUBMITTED FOR:
Taylor Morrison
SHEET 6
OF

3-GP-2014
8/28/2014



N.A.O.S.

LEGEND

- ZONING BOUNDARY
- BOULDERS VILLAS EAST (NOT A PART OF THIS APPLICATION)
- PROPOSED & APPROVED DEVELOPMENT ENVELOPES

N.A.O.S. DATA TABLE:

REQUIRED N.A.O.S.

REQUIRED N.A.O.S. PER PCD REQUIREMENTS = 1.3 AC.
 PER CASE #43-20-48, NADIS REQUIREMENT IS 22% OF SITE AREA
 2:1 SCARRED AREA OFFSET PER E.S.L. ORDINANCE:
 $0.55 \text{ AC} \times 2 = 1.1 \text{ AC}$
 TOTAL N.A.O.S. REQUIRED AFTER SCARRING OFFSET: 0.2 AC.

NOTE: ALL ON-SITE SCARRED AREAS OCCURRED PRIOR TO JANUARY 1, 1990.

PROVIDED N.A.O.S.

- N.A.O.S. UNDISTURBED = 0.8 AC (54%)
- N.A.O.S. REVEGETATED = 0.2 AC (13%)
- HISTORICALLY SCARRED, TO BE REVEGETATED AS N.A.O.S. = 0.55 AC (33%)

TOTAL N.A.O.S. PROVIDED: 1.55 AC (28% OF SITE)

NOTE: DEFINED NADIS AREAS ARE PRELIMINARY & MAY BE SUBJECT TO FUTURE REDEFINITION

- NON-N.A.O.S. OPEN SPACE

VICINITY MAP



PROJECT TEAM:

TAYLOR MORRISON
 LANDSCAPE ARCHITECT
 LVA URBAN DESIGN STUDIO
 RYAN TRIDELL, P.E., LEED-AP
 120 SOUTH ASH AVENUE
 TEMPE, AZ
 RTRIDELL@LVADESIGN.COM

CIVIL ENGINEER
 KIMLEY-HORN & ASSOCIATES
 JASON BURK, P.E.
 7740 NORTH 16TH STREET
 SUITE 300, PHOENIX, AZ
 602.216.1232
 JASON.BURK@KIMLEY-HORN.COM

Subject to engineering and City review and approval.
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 landscape architecture • urban design • interior design
 120 South Ash Avenue • Tempe, AZ 85281 • 480.337.0371

taylor morrison
 LANDSCAPE ARCHITECT
 EL REGALO - WEST
 SCOTTSDALE, AZ

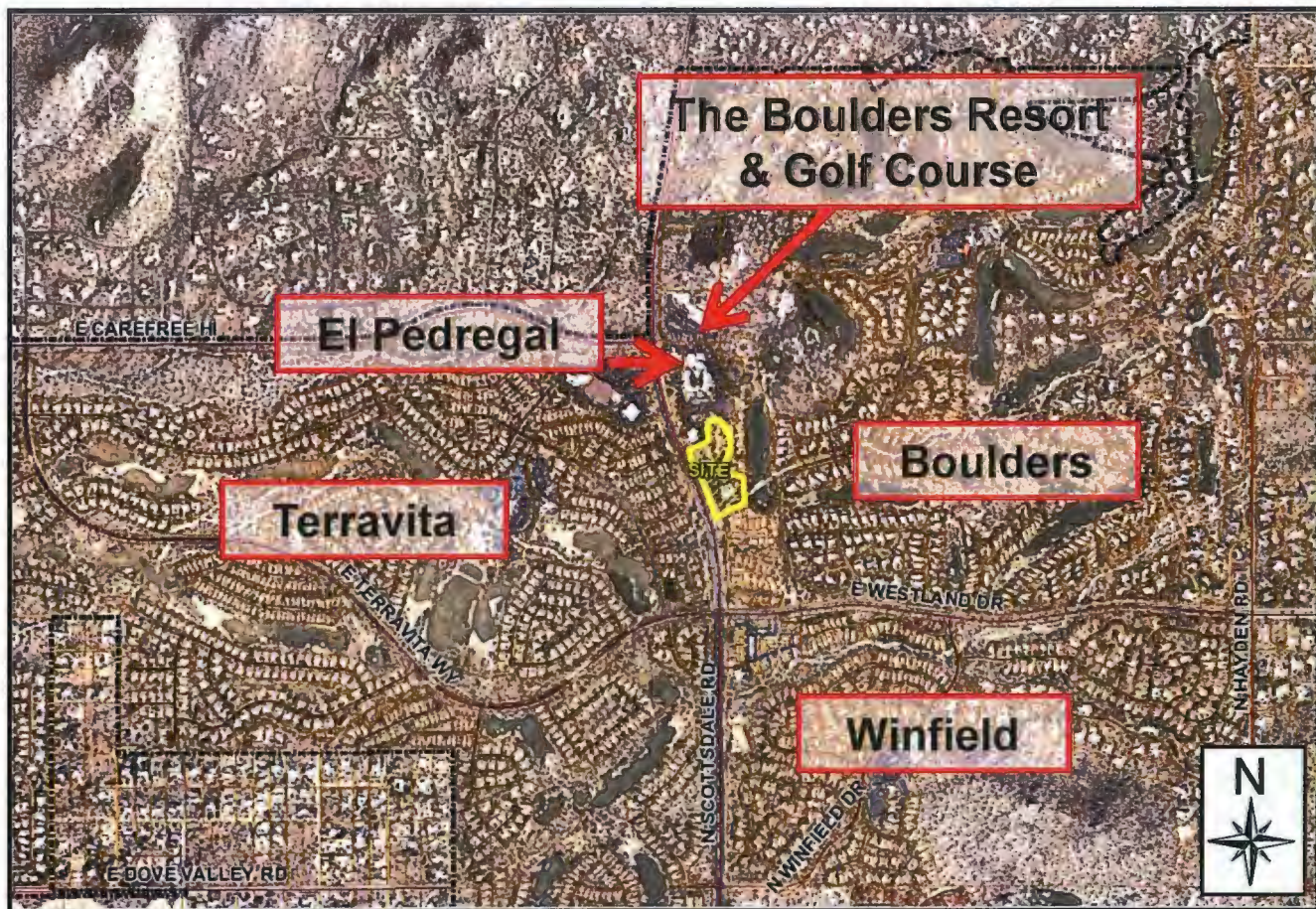
DATE:	NOV 04
JOB NO.:	1274
DRAWN:	TS
SCALE:	1"=50'
DRAWING:	8.05
SHEET:	OF

3-GP-2014
 8/28/2014

ATTACHMENT #3

Context Aerial

3-GP-2014: El Regalo



ATTACHMENT #4
Aerial Close-Up
3-GP-2014: El Regalo

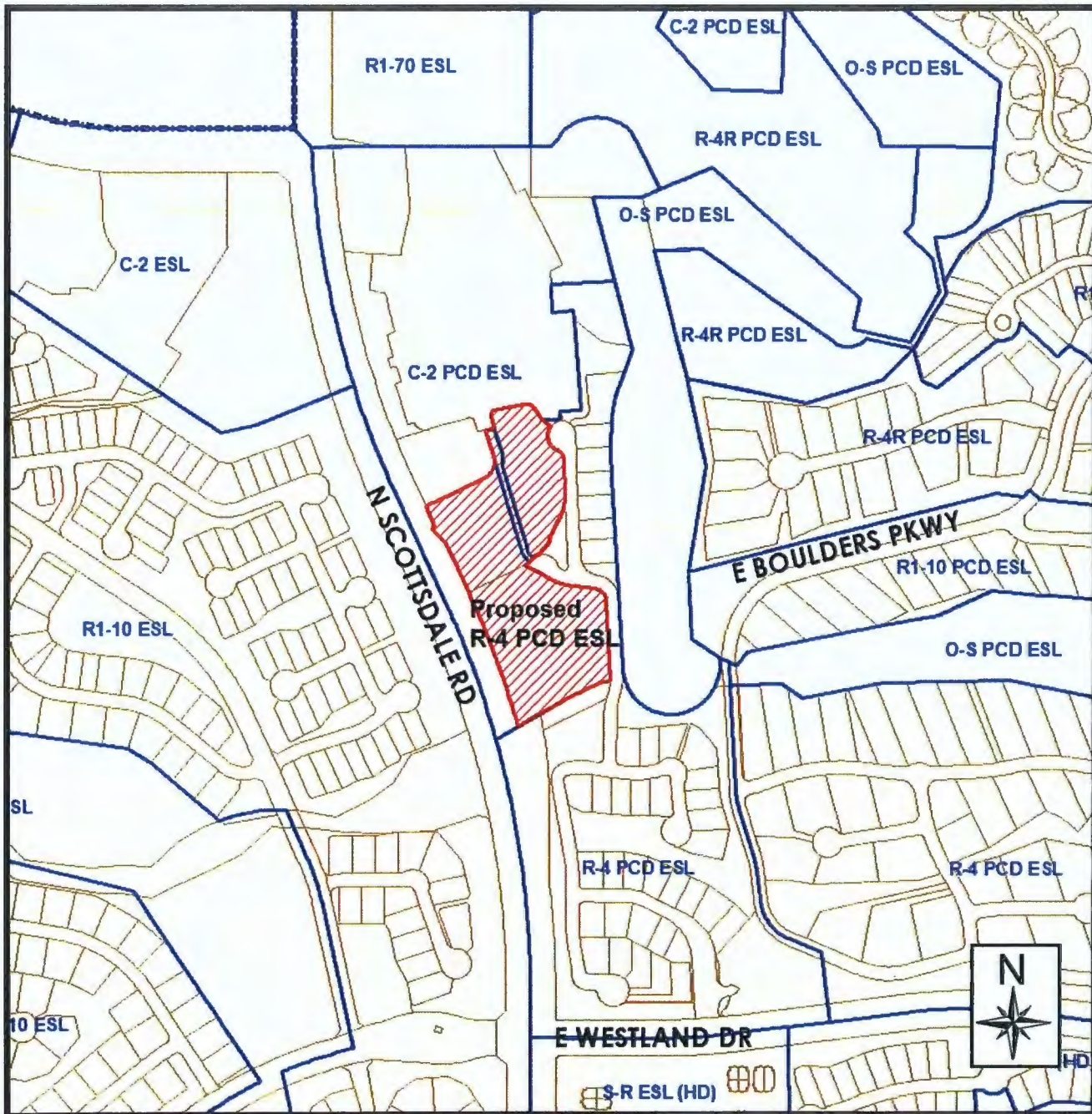


ATTACHMENT #5

Zoning Map

3-GP-2014: El Regalo

Site Proposed as R-4 PCD ESL



Attachment 6
Public Correspondence Received
3-GP-2014: El Regalo

- Exhibit A. General Correspondence Received prior to Open House
- Exhibit B. Open House Comments Received
- Exhibit C. Remote Planning Commission Hearing Comment Cards and
September 10th Planning Commission Memo
- Exhibit D. Planning Commission Recommendation Hearing Comment Cards

Exhibit A
General Correspondence Received Prior to Open House
3-GP-2014: El Regalo



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

July 1, 2014

Taylor Reynolds
City of Scottsdale
Long Range Planning Department
7447 East Indian School Road, Suite #105
Scottsdale, Arizona 85251

RE: MAJOR GENERAL PLAN AMENDMENT (3-GP-2014)

Dear Mr. Reynolds:

Thank you for the opportunity to comment on a request for a Major General Plan Amendment (3-GP-2014) to change the land use designation from Commercial to Suburban Neighborhoods on a 5.8-acre site located north of the northeast corner of Scottsdale Road and Westland Drive. The city of Phoenix does not have any comments at this time.

Please contact Tricia Gomes at 602-262-4870 or tricia.gomes@phoenix.gov if you require any additional information.

Sincerely,

Alan Stephenson
Acting Planning and Development Director

c: Tricia Gomes, Planner III

Reynolds, Taylor

From: Garthright, Phillip (CONTR) <Garthright@WAPA.GOV>
Sent: Monday, July 07, 2014 12:55 PM
To: Yaron, Adam; Reynolds, Taylor
Subject: RE: 2014 Proposed Major General Plan Amendments for the City of Scottsdale, AZ (DSW NI 2014-005, FLG-PPK 1&2, 345kV, PPK-RGS 1&2, 230kV, City of Scottsdale, 2014 Major Amendments)
Attachments: dopdfmap11x17.pdf

Attention Adam Yaron & Taylor Reynolds:

Thank you for providing the Western Area Power Administration (Department of Energy), "Western" the opportunity to receive and comment on those proposed City of Scottsdale, 2014 Major General Plan Amendments. After reviewing your package of information which was received on June 24, 2014 and the accompanying "four" proposed, Major General Plan Amendments, generally in the northerly areas of Scottsdale proper; Western has concluded that the proposals as they currently exist, do not impact any Western facilities or right-of-ways.

The nearest corresponding transmission lines in these areas of North Scottsdale are the Flagstaff-Pinnacle Peak Transmission Lines (FLG-PPK 1&2, 345kV) and the Pinnacle Peak-Rogers (PPK-RGS 1&2, 230kV) Transmission Lines (please see the attached for general reference). All of these Transmission Lines are generally located about one to several miles to the north, northwest, south and southwest of these proposed Major General Plan Amendments, and once again do not have any impact on Western facilities or right-of-ways.

We thank you again for the opportunity to comment and will retain scanned copies of these proposals for future reference.

Phil Garthright, AICP, MRED

Realty Specialist
NorthStar Technology, Contractor
U.S. Dept of Energy / WAPA
615 S. 43rd Ave.
Phoenix, AZ. 85009
garthright@wapa.gov
Work....(602) 605-2580
Mobile..(480) 225-5135

EXPIRATION NUMBER(S) (E) & (F) LAW ENFORCEMENT, CRIME PREVENTION & PUBLIC SAFETY



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Scale 1:140,243
7/7/2014 12:50 P.M.

- Prepared or Pre-rotate T-Line
- Complete T-Line
- Complete T-Line DC
- Intermediate T-Line
- Discontinue Line
- Underground T-Line
- F-actin / Substation / Switchyard
- Prepared F-actives
- Stakes
- Cumulus
- Google Aerials and Labels
- Satellite Background

Exhibit B
Open House Comments Received
3-GP-2014: El Regalo



**Planning and Development Services
Long Range Planning Services**

7447 East Indian School Road, Suite 105
Scottsdale, Arizona 85251

To: Chair Grant and Members of the Planning Commission
From: Adam Yaron, Planner & Taylor Reynolds, Planner
Through: Erin Perreault, AICP, Long Range Planning Manager
Date: September 5, 2014
Re: 2014 Major General Plan Amendment Cases
9/3/14 City Sponsored Open House Citizen Comments:
2-GP-2014, 3-GP-2014, 4-GP-2014, 5-GP-2014

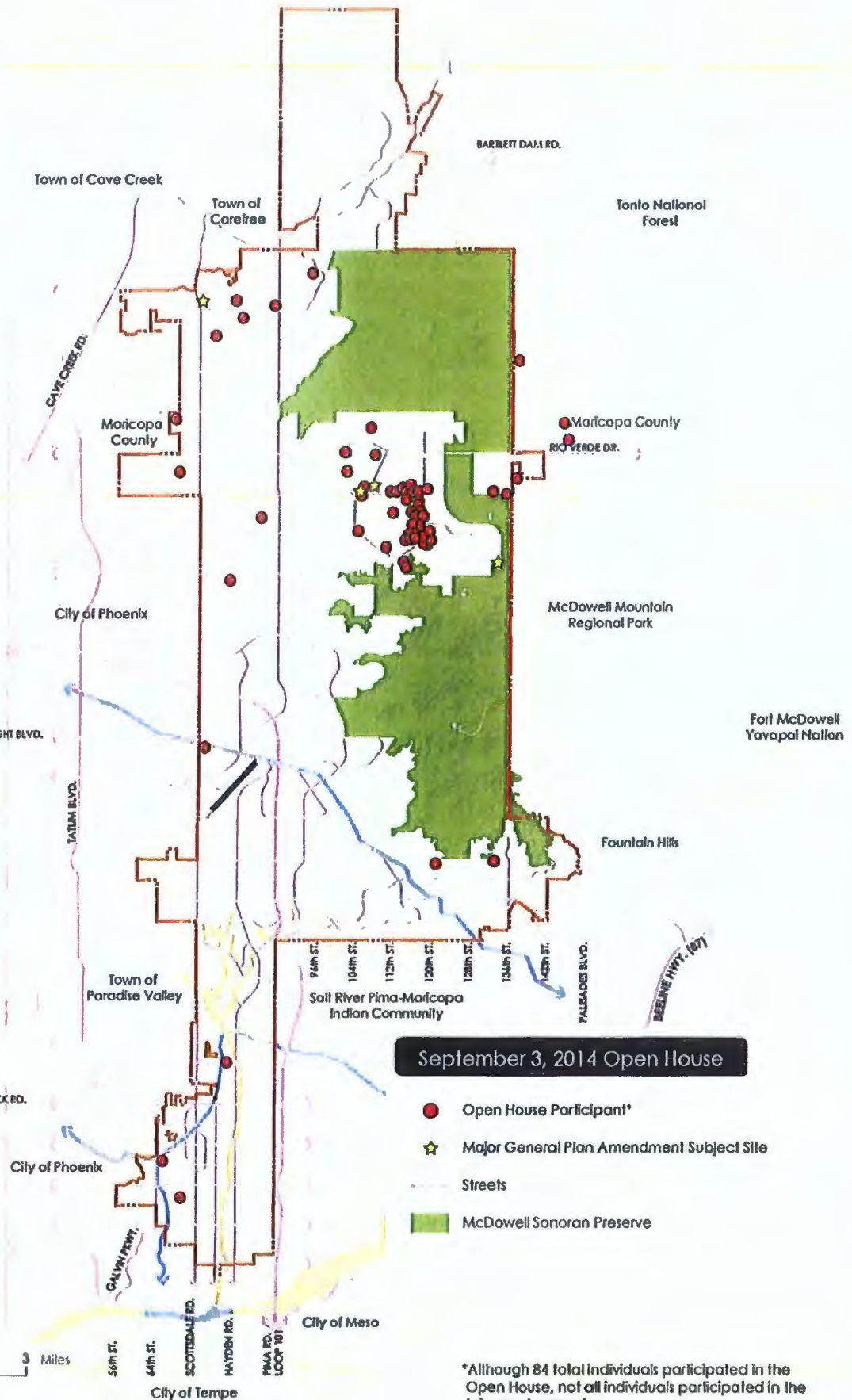
This memo is to provide the Planning Commission with the citizen comments received at the Wednesday September 3, 2014 City Sponsored Open House relating to this year's major General Plan amendment cases:

- 2-GP-2014, The Reserve at Pinnacle Peak Patio
- 3-GP-2014, El Regalo
- 4-GP-2014, Cavalliere Flat
- 5-GP-2014, Greasewood Flat

At the September 3, 2014 City sponsored Open House, the public was invited to review and comment on the four proposed 2014 major General Plan amendment cases. The open house took place from 5 to 8 p.m. at Copper Ridge School, located at 10101 E. Thompson Peak Parkway. There were 84 community members that signed in as participants at the open house.

Open House Participation Map
September 3, 2014 City Sponsored Open House

JERRY LRI RD.
 CIRCLE MOUNTAIN RD.
 MONDA BOW RD.
 ROCKAWAY HILLS RD.
 DESERT HILLS DR.
 JOY RANCH RD.
 STAGECOACH PASS
 CAREFREE HWY.
 DOVE VALLEY RD.
 LOTIE MOUNTAIN RD.
 DOOLETA DR.
 DYNAMITE BLVD.
 JOMAX RD.
 HAPPY VALLEY RD.
 PARADISE PEAK RD.
 DEER VALLEY RD.
 LOOP 101
 UNION HILLS DR.
 BELL RD./FRANK LLOYD WRIGHT BLVD.
 GREENWAY PKWY.
 THUNDERB RD RD.
 CACTUS RD.
 SHEA BLVD.
 DOUBLETREE PANCH RD.
 McCORMICK PKWY.
 INDIAN BEACH RD.
 LINCOLN DR.
 McDONALD DR.
 CHAPARRAL RD./CAMELBACK RD.
 CAMELBACK RD.
 INDIAN SCHOOL RD.
 THOMAS RD.
 McDOWELL RD.
 LOOP 202
 McFELLIPS RD.



*Although 84 total individuals participated in the Open House, not all individuals participated in the 'pin map' exercise.

Open House Participant Sign-In Sheets
September 3, 2014 City Sponsored Open House



2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 - 8:00pm

Name	JON ROBINSON		Business Name	
Address & Zip	11806 E. PARKVIEW LN 85255	Phone	480-473-9032	E-mail jdr11806@cox.net
Name	RICHARD BOURKE		Business Name	N/A
Address & Zip	9455 E. WHITEWING DR 85252	Phone	480 994-3859	E-mail RBOURKE@cox.net
Name	WALTER KARK		Business Name	
Address & Zip	11766 E. MANIPAL GANDELA	Phone	480 473 3780	E-mail WKARK@COX.NET
Name	BRAD L ZIKER		Business Name	
Address & Zip	24764 N 117th ST, 85255	Phone	614-460-0921	E-mail BZIKER@AOL.COM
Name	Carol Shuler		Business Name	
Address & Zip	6622 26814 N. 162 ST 85262	Phone	602.332.3809	E-mail carol@riverdenaturalists.com
Name	LES CONKLIN		Business Name	
Address & Zip	27221 N 71st Pl	Phone	480 585 0630	E-mail LESCONKLIN@gmail.com
Name	Kathy Littlefield		Business Name	
Address & Zip	8926 E. Sheena DR.	Phone	480 - 951-2549	E-mail kathy@kathylittlefield.com

Please note that the city of Scottsdale receives requests from citizens to review comment cards and sign-in sheets and the city is obligated to release any information on the cards/sheets that is considered a public record.



2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 - 8:00pm

Name	JANE BABINEAK	Business Name	
Address & Zip	27820 N. 108th Way	Phone	480 710 1401
		E-mail	JANE@PINNACLEPEAKLOCAL.COM
Name	Keith Colombik	Business Name	
Address & Zip	1713 E. Mariposa Grande	Phone	480-517-7668
		E-mail	tskc69@hotmail.com
Name	Susan Bitter Smith	Business Name	Tech Solution
Address & Zip	4316 E - Camelback	Phone	602 - 957-3434
		E-mail	sbsmith@technicalsolution.com
Name	Chase Emerson	Business Name	
Address & Zip	3755 E Fairmont Ave 85418	Phone	602 - 315-9988
		E-mail	chase@finalplat.com
Name	NORM COCANOUR	Business Name	
Address & Zip	7501 E Thompson Peak Pkwy	Phone	480-596-6305
		E-mail	Twitchend@cox.net
Name	Jon Manelli	Business Name	
Address & Zip	11540 E. Whispering Will	Phone	480-502-9320
		E-mail	jmanelli@cox.net
Name	Tom Dusek	Business Name	
Address & Zip	2500 E Boulders #30 1444	Phone	831 238 4302
		E-mail	tom.dusek@sbglobal.net

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2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 - 8:00pm

Name RICH COCHRAN		Business Name	
Address & Zip 12042 N. 134th PL	Phone 480-244-7545	E-mail rkcocoran@cox.net	
Name CAROLYN/MURRAY NELSON		Business Name	
Address & Zip 11298 E Desert Vista Dr	Phone 480-563-5217	E-mail nelsonmb-cn@cox.net	
Name MARVIN RICHMAN		Business Name	
Address & Zip 8132 E. VIA DE LUNA DR	Phone 480 664-6961	E-mail marvin.richman@yahoo.com	
Name CHARLES & SANDY JONKOSKY		Business Name	
Address & Zip 11447 E. Buckskin Trail	Phone 480 299 4006	E-mail SANDY.JONKOSKY@COX.NET	
Name Norbert/Teresa Kleiner		Business Name	
Address & Zip 24867 N. 119th Pl.	Phone 480 991-9004	E-mail no.kleiner@cox.net	
Name Charles Kelley		Business Name	
Address & Zip 11722 E Whispering Will Dr	Phone 480-585-9737	E-mail CK 99999@Cox.net	
Name ROBERT S. WALKER		Business Name	
Address & Zip 11609 E QUARTZ ROCK RD	Phone 480-585-7587	E-mail WBPLAZA1@QUESTOFFICE.NET	

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2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 - 8:00pm

Name <i>Paul Staker</i>		Business Name	
Address & Zip <i>20262 N 102nd Pl, 85255</i>		Phone <i>312-813-1260</i>	E-mail <i>pstaker@sbglobal.net</i>
Name <i>Keith McLendon</i>		Business Name	
Address & Zip <i>24767 N. 117th St. 85255</i>		Phone <i>480-513-2817</i>	E-mail <i>CKMCLEN@COX.NET</i>
Name <i>Karen Adamczyk</i>		Business Name	
Address & Zip <i>11618 E. Cavevale Dr 85262</i>		Phone <i>480 734-5670</i>	E-mail <i>czyk4@aol.com</i>
Name <i>Vin Davis</i>		Business Name	
Address & Zip <i>27488 N 103RD W 85262</i>		Phone <i>480-299-1815</i>	E-mail <i>jdavis@mba1965.hbs.edu</i>
Name <i>BELLYNDA BLUMENTHAL</i>		Business Name	
Address & Zip <i>11044 E. DESERT TROON LN</i>		Phone <i>480 361 5678</i>	E-mail <i>bwb6100@aol.com</i>
Name <i>SCOTT BLUMENTHAL</i>		Business Name	
Address & Zip <i>11752 DIAMOND CITRUS DR</i>		Phone <i>480-361-5678</i>	E-mail <i>SCOTMBLUMENTHAL@GMAIL.COM</i>
Name <i>Ann Martin</i>		Business Name	
Address & Zip		Phone	E-mail

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2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 - 8:00pm

Name IAN PERCY		Business Name	
Address & Zip 1558 E BUCKSKIN TR.		Phone 480 502 3898	E-mail
Name NEIL DEMPSTER		Business Name	
Address & Zip 24573 N 119TH PL 85255		Phone 602-697-9435	E-mail NEIL@CVPTeam.com
Name DAVE FLEMING		Business Name	
Address & Zip 7550 E COMINO SOLIDA DEL SOL		Phone 480-459-6366	E-mail DW_FLEMING@COX.NET
Name ALICE COLSTON KELLEY		Business Name	
Address & Zip 11722 E WHISPERING WIND DR		Phone 480-585-9737	E-mail COLSTONLE@COX.NET
Name ABTIN & CHERYL ZARRAB		Business Name	
Address & Zip 11759 E. DIAMOND CHOLLA DR		Phone 480-710-6092	E-mail AZARRAB17@COX.NET
Name Ehsa Karn		Business Name	
Address & Zip 11766 E. Madraso Grande Dr.		Phone 480-473-3780	E-mail ekarn04@cox.net
Name Mr & Mrs Robert J. Vanni		Business Name	
Address & Zip 10040 E. HAPPY VALLEY RD. SCOTTSDALE, AZ		Phone 480-555-4455	E-mail SONNANDP@COX.NET

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2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 - 8:00pm

Name Al + Sonia Leavy		Business Name	
Address & Zip 1151 S EMANTRABA RD		Phone 480 585 9263	E-mail a.leavy@cox.net
Name Patrick FLYNN		Business Name	
Address & Zip 25803 N 115th PL 85255		Phone 480 818-3265	E-mail patrick@cox.net
Name James Hauswirth		Business Name	
Address & Zip 25815 N 115th Way 85255		Phone 480-473-8736	E-mail
Name Nanci Arizer		Business Name	
Address & Zip 1322 Cascade		Phone	E-mail nanciarizer@gmail.com
Name Rocco Wanda Christofano		Business Name	
Address & Zip 8627 E. Cactus Wren Circle		Phone 480 268 7433	E-mail ROCNWAN@COX.NET
Name CON ENGLEHORN		Business Name	
Address & Zip 25229 N ROPING RD		Phone 480-563-4609	E-mail
Name Bonnie Hall		Business Name	
Address & Zip		Phone	E-mail bonnie-hall@msn.com

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2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 - 8:00pm

Name	Robert Cappel	Business Name	Winfield HOA; Greater Pinnacle Peak Assn.
Address & Zip	33600 N. 79th Way, 85266	Phone	480-595-1805
		E-mail	R-CAPPEL1@msn.com
Name	Douglas Reich	Business Name	
Address & Zip	11818 E. Parkview Lane	Phone	480-585-5833
		E-mail	DGRCH@cox.net
Name	CLEBE BEST	Business Name	
Address & Zip	24720 N 117th ST	Phone	480 585 1944
		E-mail	cbest1@cox.net
Name	SANDY LAMBERT	Business Name	
Address & Zip	26073 N. 115th Way	Phone	480 342-9225
		E-mail	SJLAMBERT@COX.NET
Name	MARK R. KUNKEL	Business Name	ESTANCIA COMMUNITY ASSOC.
Address & Zip	7801 E. DYNAMITE BLVD	Phone	480-342-9174
		E-mail	MKUNKEL@ESTANCIAHOA.COM
Name	Marna McLendon	Business Name	
Address & Zip	24767 N. 117th St. Scottsdale	Phone	480-513-2817
		E-mail	marnamc@cox.net
Name	huda & Dennis Desiray	Business Name	
Address & Zip	11506 E. CAVEDALE DR	Phone	480-584-6651
		E-mail	hstacey@yahoo.com

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2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 - 8:00pm

Name Mr + Mrs W.J. Tabinske		Business Name	
Address & Zip 11323 E Desert Vista Rd	Phone 480 419 8004	E-mail JAZWIT@cox.net	
Name Keith Miller		Business Name	
Address & Zip 11431 N. 1st Way	Phone 480-390-2324	E-mail	
Name Theresa Thraen		Business Name	
Address & Zip 30734 N 156th St	Phone 480-528-9148	E-mail T2Thraen@AOL.com	
Name Mike Nolan		Business Name	
Address & Zip 16935 N. Scottsdale Rd. 85254	Phone 480-998-7971	E-mail	
Name Shari Colombeck		Business Name	
Address & Zip 11773 E. Mainpasa Blvd	Phone 480-330-9500	E-mail sharlinaz@hotmail.com	
Name MARK STRATMAN		Business Name	
Address & Zip 10693 E SKINNER DR	Phone 480-275-5491	E-mail MXSTRATMAN@COX.NET	
Name Dee Ann Grester		Business Name	
Address & Zip 11334 E. Whitefeather Ln	Phone -	E-mail -	

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2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 – 8:00pm

Name Colleen Sanger - Dave DeBusk		Business Name	
Address & Zip 11465 E. CAJONAB Dr.		Phone 480 209 8006	E-mail ColleenSanger@gmail.com
Name DAVE De BUSK		Business Name	
Address & Zip 11465 E. CAJONAB Dr.		Phone 480 502 7714	E-mail djdlin@cox.net
Name Steven Ravnitzky		Business Name	
Address & Zip 12050 E. Chama Rd		Phone 602 549-5647	E-mail SteveRaven@cox.net
Name Scottsdale, AZ 85255		Business Name	
Address & Zip		Phone	E-mail
Name Howard Myers		Business Name	
Address & Zip 6631 E. Horned Owl Tr.		Phone 480-473-0109	E-mail howard.myers@cox.net
Name Maha Kapageridis		Business Name	
Address & Zip 11743 N. 125th Place, Scottsdale		Phone 480 529 0938	E-mail mahadeanand@achreality.com
Name Nancy Cantor		Business Name Cindy Hill Election Campaign	
Address & Zip		Phone 480-516-4666	E-mail

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2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 - 8:00pm

Name <i>JOHN MCENROE</i>		Business Name	
Address & Zip <i>7705 E. VISTA BOULEVARD, SCOTTSDALE, AZ 85255</i>		Phone <i>480-515-2171</i>	E-mail <i>JOHN.MCENROE@EARTHLINK.NET</i>
Name <i>JESSICA TURVEY</i>		Business Name	
Address & Zip <i>24573 N 119th PL</i>		Phone <i>480-460-0927</i>	E-mail <i>JESSICA@CVPTEAM.COM</i>
Name <i>TIM WICHTERMAN</i>		Business Name	
Address & Zip <i>11565 E. CAVERNA DR</i>		Phone <i>480-656-0499</i>	E-mail <i>TIM-BWLLC@COX.NET</i>
Name <i>Jim Christensen</i>		Business Name	
Address & Zip <i>11583 East Candler Dr</i>		Phone <i>480-621-5449</i>	E-mail <i>Jim Christensen 326@gmail.com</i>
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail

Please note that the city of Scottsdale receives requests from citizens to review comment cards and sign-in sheets and the city is obligated to release any information on the cards/sheets that is considered a public record.



2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 - 8:00pm

Name <i>Jim Heather</i>		Business Name <i>Scottsdale Coalition</i>	
Address & Zip <i>6732 E. Sheridan</i>		Phone	E-mail
Name <i>Harry Walters</i>		Business Name	
Address & Zip <i>13502 E Jomax 85262</i>		Phone <i>480 575 9605</i>	E-mail <i>hwalterpgg@desertinet.com</i>
Name <i>Brad Larsen</i>		Business Name	
Address & Zip <i>P.O. Box 13863 85267</i>		Phone	E-mail <i>brad.larsen@aps.com</i>
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail

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2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 - 8:00pm

Name <i>FLONA RESNICK</i>		Business Name	
Address & Zip <i>11358 EPINAY DR.</i>		Phone <i>480-419-4311</i>	E-mail <i>IRP13@AOL.COM</i>
Name <i>NORMAN RESNICK</i>		Business Name	
Address & Zip <i>SAME</i>		Phone <i>SAME</i>	E-mail <i>SAME</i>
Name <i>Sally Bell-Sarlitto</i>		Business Name	
Address & Zip <i>11598 E Juan Tabo, Scottsdale</i>		Phone <i>480-296-8309</i>	E-mail <i>sallybellsarlitto@me.com</i>
Name <i>George Williams</i>		Business Name	
Address & Zip <i>13405 E Rio Verde Dr.</i>		Phone <i>480-535-3598</i>	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail

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2014 Major General Plan Amendment

Open House

September 3, 2014

Copper Ridge School Cafeteria, 5:00 – 8:00pm

Name <i>DAVID HAY</i>		Business Name	
Address & Zip <i>7209 E McDONALD DRIVE #46, SC 85250</i>		Phone <i>602 - 229-8423</i>	E-mail <i>david@haylardgroup.com</i>
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail

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2014 Major General Plan Amendment

Open House

September 3, 2014

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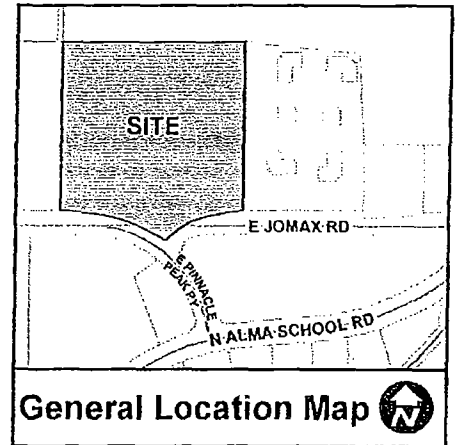
Name <i>POW</i>		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name <i>ALL</i>		Business Name <i>Projects</i>	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name <i>GRE</i>		Business Name <i>CRAP</i>	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail

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2-GP-2014 Comments Received
September 3, 2014 City Sponsored Open House



2-GP-2014
The Reserve at Pinnacle Peak
Major General Plan Amendment
Open House
COMMENT FORM



Please return comments to Taylor Reynolds no later than **September 12, 2014** at
treyolds@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to
7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME JIM WICHTERMAN

ADDRESS 11565 E. CAVERDALE DRIVE

DAYTIME PHONE 480-656-0499 E-MAIL JIM-BWLLC@COX.NET

COMMENTS I AM OPPOSED TO 50 UNITS BEING
BUILT HERE. 1/2 THAT NUMBER WOULD
BE THE MAX I COULD SUPPORT

THANKS.

Jim Wichter

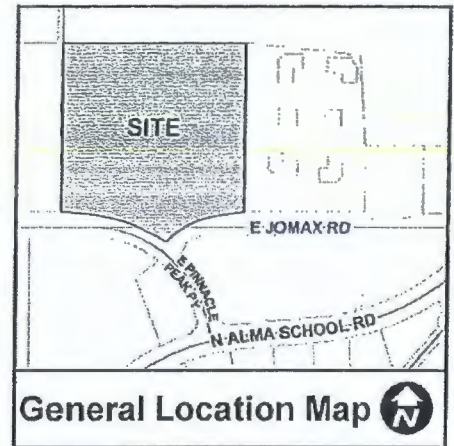


2-GP-2014

The Reserve at Pinnacle Peak
Major General Plan Amendment

Open House

COMMENT FORM



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treynolds@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to

7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME NORMAN AND FLORA RESNICK

ADDRESS 11358 E. PIONEER DR., SCOTTSDALE, AZ 85262

DAYTIME PHONE (480) 419 4311 E-MAIL NRES104045@AOL.COM

COMMENTS 50 TOWN HOMES ON 10 ACRES

MEANS THEY WILL BE TIGHTLY SHAVED & FITTED
AGAINST EACH OTHER. THIS IS AN OVERSATURATION
AND POOR PLAN. IF THE IDEA IS TO CHANGE
FROM COMMERCIAL ZONING, GET A PLAN THAT
IS FAIR AND REASONABLE. THIS ONE IS
DEEPLY FLAWED & SHOULD BE REJECTED.
THERE IS A NEED TO HAVE A MASTER OR
BASELINE PLAN - FOLLOW IT!

THANK YOU -

[Signature]

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See Letter ATTACHED!

To the Planning Commission, City of Scottsdale:

We live in the Desert Summit Community at Jomax Road and 115th Street.

Our entire community is very concerned about the proposal to move Greasewood Flats and the concurrent proposal to permit high density zoning next to the McDowell Mountain Preserve and Tom Thumb Trailhead. This threatens the unique balance of our urban and desert environment here in North Scottsdale.

1. Bar traffic does not belong in this unique and peaceful environment. It will cause day and night motorcycle traffic on quiet neighborhood streets and create traffic safety issues due to impaired drivers. This will require additional police presence and patrols as well as increase ambulance and DUI court costs which will more than offset any additional taxes from the bar.

2. It is suggested that moving Greasewood Flats will preserve a unique part of our heritage. There is no way the buildings can be moved and pass modern building code requirements. All we will get is a new bar with the original sign.

3. The high density zoning proposal will disrupt what is a quiet, lovely desert area and will lower the property values which in turn will impact the city tax base. Even if moving the bar was a good idea, there is no reason whatsoever to increase the zoning density.

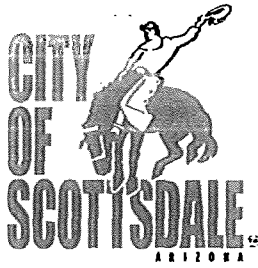
- The requested zoning, R-18 would permit one housing unit per 1/7 acre as opposed to what has been one per 3 acres. Those proposing the project claim they will build fewer but they don't even own all the land being rezoned. The result could be well over 1000 homes versus 154.
- Sereno Canyon, the large property adjacent to the proposed new Greasewood location, has already been rezoned for higher density.
- Atalon on 118th Street was similarly rezoned in 2011 which increased density by more than two to one.
- All of this will significantly impact our limited water resources in the future.

4. Construction traffic has greatly increased on Jomax Road in the past few months. All the construction traffic for the Greasewood relocation will come up that road since Happy Valley Road has been declared off limits for through trucks.

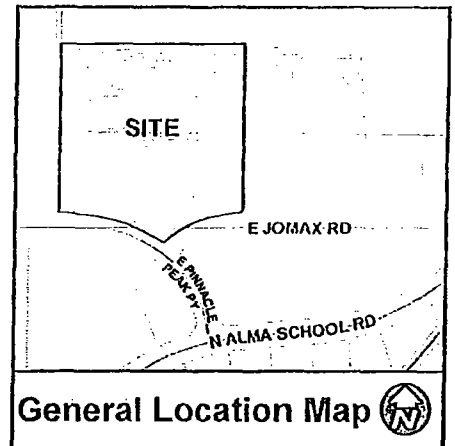
5. The impact of this rezoning over the long run will likely be to depress home values in this area. What the city gains in extra tax revenue from the new development will be offset by the significant additional safety costs cited above and the decline or lack of growth in the property values of the existing neighborhoods.

Jim and Deborah Wichterman

11565 E. Cavedale Drive, Scottsdale AZ, 85262



2-GP-2014
The Reserve at Pinnacle Peak
Major General Plan Amendment
Open House
COMMENT FORM



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treynolds@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to
7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME

Jim Davis

ADDRESS

27485 N 103RD WAY 85262

DAYTIME PHONE

480-299-1813

E-MAIL

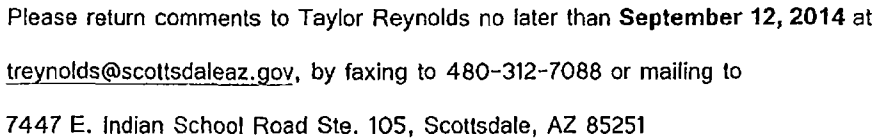
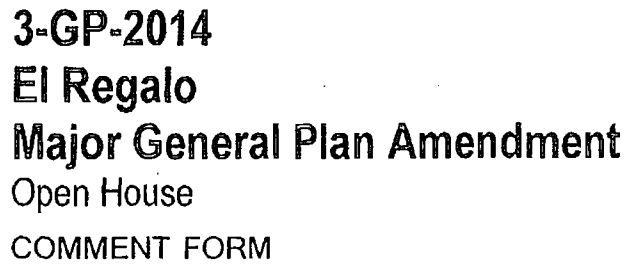
jddavis@mba1965.hhs.edu

COMMENTS

APPROVAL OF THIS MAJOR AMENDMENT
NEEDS TO PROVIDE RESTRICTIONS, PARKING,
AND ADDRESS OTHER IMPACTS THE AMENDMENT
MIGHT HAVE ON THE 18 AC OF STATE LANDS
IMMEDIATELY WEST OF THIS PROPERTY -

AS WAS DONE WHEN THE CARROLLA
RESORT CHANGES WERE APPROVED

3-GP-2014 Comments Received
September 3, 2014 City Sponsored Open House



WANDA Christofaro

8627 E. Cactus Wren Circle

4802687433

ROCNIWAN@cox.net

Very close to the road - Scottsdale Rd.
hope there is enough set back to
not ruin the look. Concerned About
density in the whole development.

4-GP-2014 Comments Received
September 3, 2014 City Sponsored Open House



46P2014

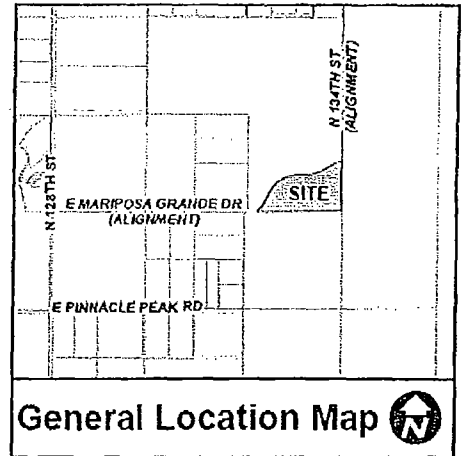
~~5-GP-2014~~

~~Greasewood Flats~~

~~Cavalier~~
Major General Plan Amendment

Open House

COMMENT FORM



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ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to

7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME

NORMAN & ELONA RESNICK

ADDRESS

11358 E. Pion Dr. Scottsdale, AZ 85262

DAYTIME PHONE

(480) 419 4311

E-MAIL

NRES104045@AOL.COM

COMMENTS

THIS PLAN IS SEVERELY FLAWED!

ALMA SCHOOL ROAD IS GOING TO BE FLOODED WITH TRAFFIC; PUTTING 1/4 LOTS NEXT TO 1 ACRE LOTS IS RIDICULOUS. GOING FROM COMMERCIAL TO RESIDENTIAL MAY SOUND GOOD, BUT THIS PLAN IS A DISASTER WAITING TO HAPPEN! NOISE, TRAFFIC, OVER BUILDING, DESTROYING MORE RESIDENT, ETC. BACK TO THE DRAWING BOARD!

~~AND THE BEST IS UNACCEPTABLE WHEN WE GET IT~~
~~PROPOSED~~

[Signature]

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See Attached Letter!

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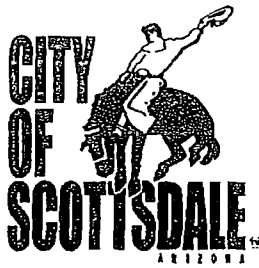
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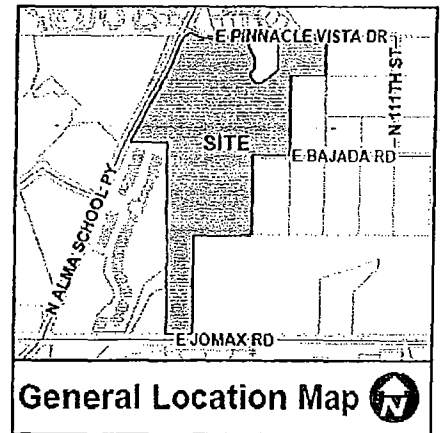
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Jim and Deborah Wichterman

11565 E. Cavedale Drive, Scottsdale AZ, 85262



4-GP-2014
Cavalliere Flat
Major General Plan Amendment
Open House
COMMENT FORM



Please return comments to Adam Yaron no later than September 12, 2014 at

ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to

7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME

PATRICK R FLYNN

ADDRESS

25803 NO 115th PLACE

DAYTIME PHONE

480-818-3765

E-MAIL

peflynn@cox.net

COMMENTS

INCREASED TRAFFIC ON ALMA SCHOOL RD.

WE MUST KNOW THE # (NUMBER OF HOMES)
ratio - CONDO ETC. THAT IS PROPOSED.

ALL 2 TO 4 PEOPLE PER UNIT ALL ADDITIONAL
VEHICLES.



4-GP-2014
Cavalliere Flat
Major General Plan Amendment
Open House
COMMENT FORM



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ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to
7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME JIM WICKERMAN

ADDRESS 11565 E. CAURANA DRIVE

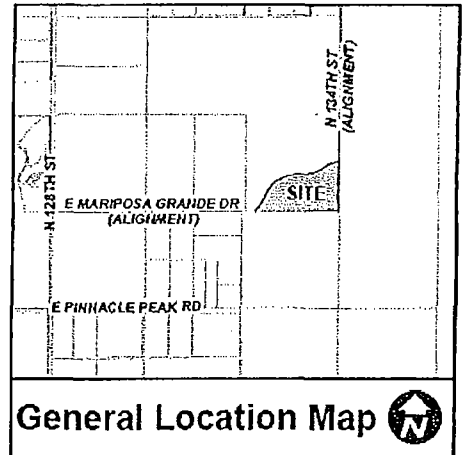
DAYTIME PHONE 480 656-0499 E-MAIL JIM-BWILL@COX.NET

COMMENTS I STRONGLY OPPOSE THE HIGH
DENSITY PORTION OF THIS PROJECT
1 ACRE LOTS IS THE MINIMUM
I COULD SUPPORT.

5-GP-2014 Comments Received
September 3, 2014 City Sponsored Open House



5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



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ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to
7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME James Vairo

ADDRESS 10040 E Happy Valley Rd.

DAYTIME PHONE _____ E-MAIL _____

COMMENTS _____

It is not a good move to put
Greasewood Flats so near to the
Preserve. It was supposed to be large
lots, no commercial.

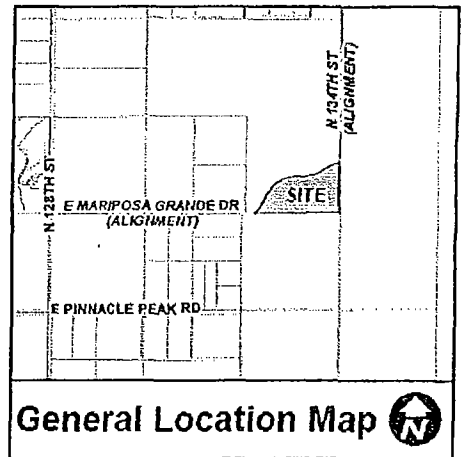
Cavaliere Ranch rezoning will
increase density 3 times
noise, traffic

Pinnacle Peak patio changes,
Too dense, 3 stories high on
north boundary.

See 3 projects not a good idea



5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



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7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME

Jim Davis

ADDRESS

27483 N 103 RD UNIT 85262

DAYTIME PHONE

480-299-1513

E-MAIL

j.davis@mba1965.hbs.edu

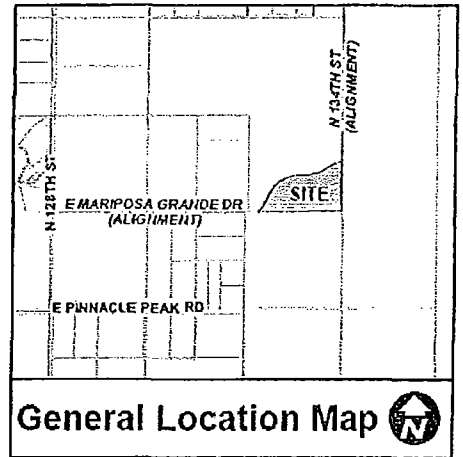
COMMENTS

GREASEWOOD FLATS DOES NOT BELONG
IN THE MIDDLE OF A RESIDENTIAL COMM-
MUNITY AND NEXT TO "THE PRESERVE".

THE NOISE, LIGHTS & TRAFFIC ARE NOT
APPROPRIATE FOR THESE EXISTING
RESIDENTS.



5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



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ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to
7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME ROBERT S WALKER

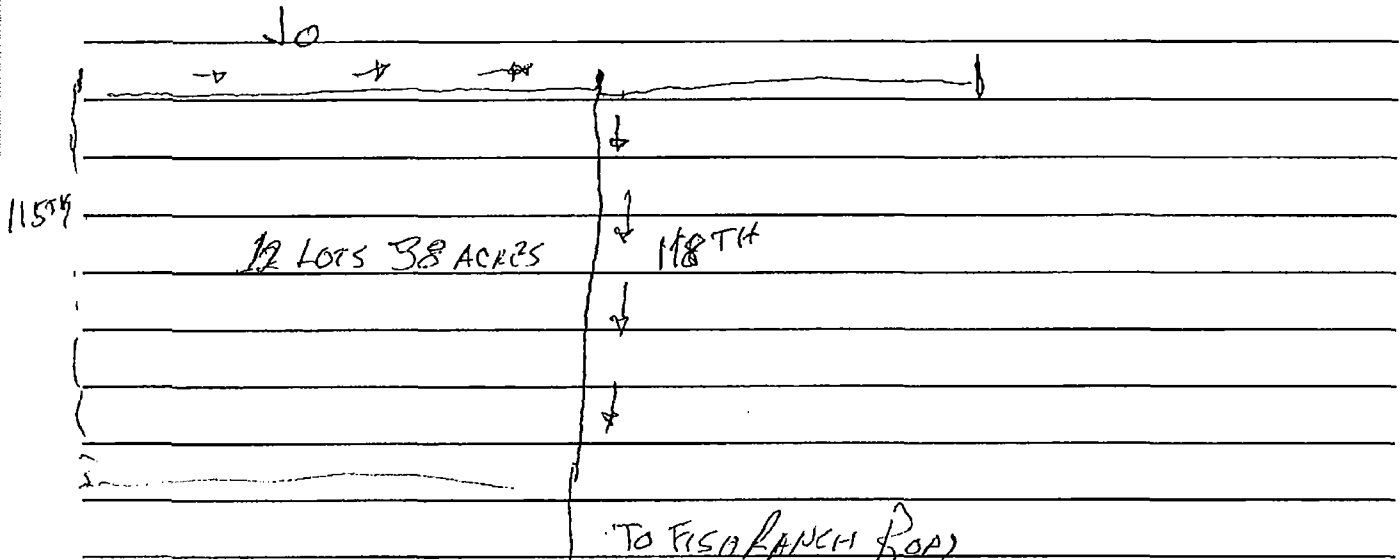
ADDRESS 11609 E QUARTZ ROCK RD

DAYTIME PHONE 480-585-7587 E-MAIL WB PLAZA 1 @ QUEST OFFICE, NET

FROM THE NORTH

COMMENTS TRAFFIC WILL COME UP JOMAY STOP @ 115 TO 118TH STOP

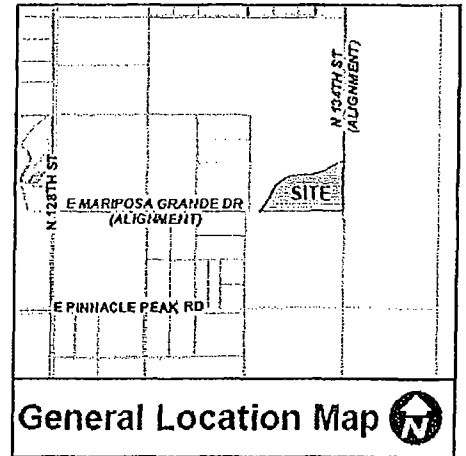
TURN RIGHT ON 118TH AHEAD SOUTH NOISE FROM MOTOR CYCLES ALL
HOURS OF THE DAY AND NIGHT DEVALUES MY PROPERTY



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5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



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ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to
7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME DAVID HAY

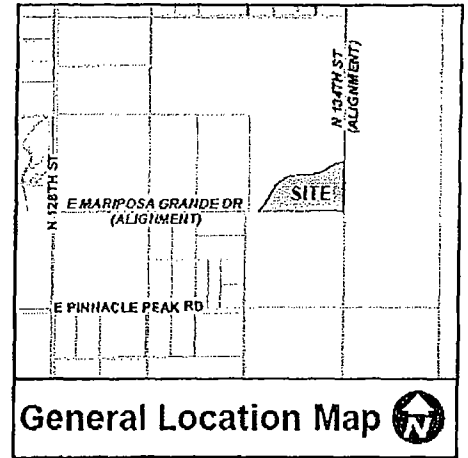
ADDRESS 7209 E. MC DONALD DRIVE #46, SCOTTSDALE 85250

DAYTIME PHONE 480-229-8423 E-MAIL David@haylandgroup.com

COMMENTS I AM ABSOLUTELY 100% AGAINST THIS IL-CONCEIVED
RELOCATION OF AN ICONIC SCOTTSDALE INSTITUTION, WHICH I SUPPORT, BUT
NOT IN THIS LOCATION, A STONE'S THROW AWAY FROM THE TOM'S
THUMB TRAILHEAD AND TRAILS IN THE NARROW CORRECTORIC PORTION OF
THE PRESERVE. THE PROPOSED ACTIVITIES AT GREASEWOOD FLAT AND
THE SUBSTANTIAL FLOW OF TRAFFIC TO IT ARE AT ODDS WITH THE
SERENITY VISITORS TO THE TRAILHEAD AND USERS OF THE TRAIL
WOULD REASONABLY EXPECT.



5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



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ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to
7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME

CAROLYN/MURRAY NELSON

ADDRESS

11298 E DESERT VISTA DR.

DAYTIME PHONE

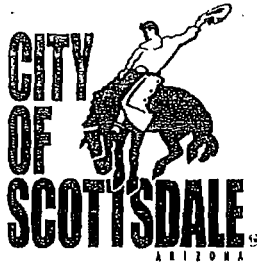
480-563-5217

E-MAIL

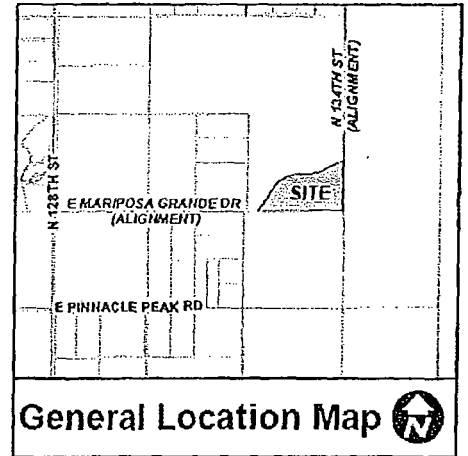
nelsonmb-en@cox.net

COMMENTS

Absolutely oppose this amendment
due to increase traffic
in area



5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



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ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to
7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME Jim Christensen

ADDRESS 11583 East Cavendale Drive

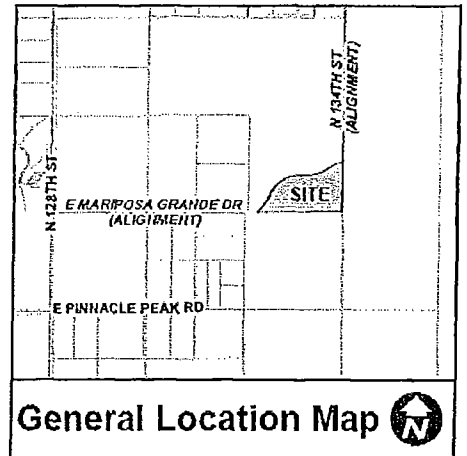
DAYTIME PHONE 480-621-8449 E-MAIL JimChristensen326@gmail.com

COMMENTS _____

I strongly disagree to expand the ~~new~~ movement of both the
Greasewood Flats business + the addition of heavy density
housing. The added traffic on I-10 + noise will greatly
reduce the living quality that currently exists.



5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



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ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to
7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME Keith McLendon

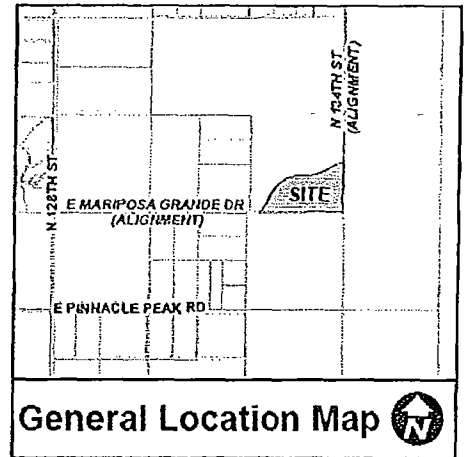
ADDRESS 24767 N- 117th St. 85255

DAYTIME PHONE 480-513-2817 E-MAIL LMCLEND@COX.NET

COMMENTS Noise pollution, light pollution and excessive increase in
traffic are unacceptable. This will become a
private nuisance that can be enjoined by
legal action. Tell your lawyers to review
the law of nuisance. Our property values
will be greatly diminished as well as our
enjoyment of our private property



5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



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ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to
7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME

Charles Kelley

ADDRESS

11722 E Whispering Wind Dr.

DAYTIME PHONE

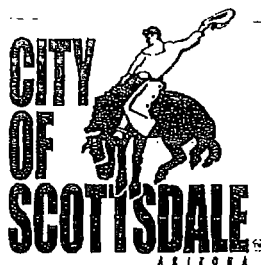
480-585-9737

E-MAIL

cek99999@cox.net

COMMENTS

Terrible idea. Putting a bar in a quiet neighborhood. Increased traffic, noise ~~not~~ being next to a preserve in the Sonoran Desert. It won't even be the real Greasewood. It may use the old sign name but building codes dictate that the old one is gone. The tax paying citizens will suffer for the benefit of a few. If this goes through, a few will get rich but the people will lose with lower property values and dealing with a nuisance.



5 GP

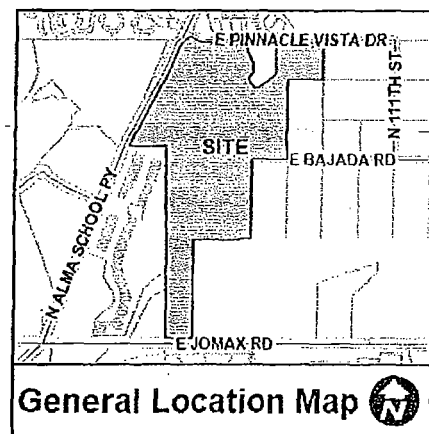
GP-2014

Cavalliere Flat

Major General Plan Amendment

Open House

COMMENT FORM



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ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to

7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME

JANE BABINEAUX

ADDRESS

27820 N. 108th Way

DAYTIME PHONE

480 710-1401

E-MAIL

JANE@PINNACLEPEAKLOCAL.COM

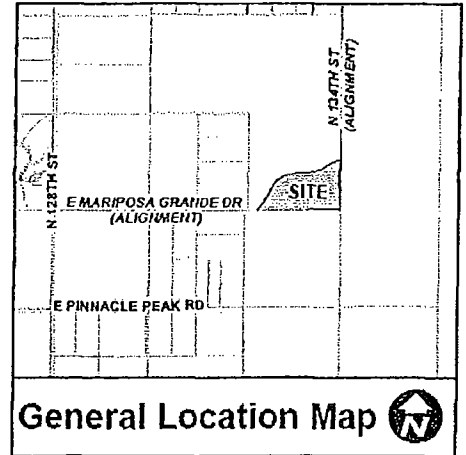
RE: PRESERVING GREASEWOOD FLAT

COMMENTS

We've lived across the street from GREASEWOOD FLAT FOR 14 YEARS. There is NOT A PROBLEM WITH TRAFFIC OR MOTORCYCLE NOISE. PER GOOGLE EARTH, WE ARE 138 YARDS FROM ALMA SCHOOL & there just isn't an issue. ALSO, GREASEWOOD IS NOT THE "BUILDINGS", IT'S A PLACE WHERE THE COMMUNITY CAN GATHER. ONCE THIS HISTORY OF THE CAVALIERE FAMILY IS GONE, IT'S GONE. ALL WE WILL HAVE IS A GATED generic locale. ALSO, I HIKE & BIKE IN THE PRESERVE. A SCARED DOWN GREASEWOOD IS NOT A THREAT TO THE 30,000+ ACRES OF THE PRESERVE. SAVE GREASEWOOD FLAT!!!



5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



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ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to

7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME

JIM J DR BONA WICHTERMAN

ADDRESS

11565 E. CAVEDACE DRIVE

DAYTIME PHONE

480-654-8499

E-MAIL

JIM-BWLLC@COX.NET

COMMENTS

SAR ATTACHED

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3. The high density zoning proposal will disrupt what is a quiet, lovely desert area and will lower the property values which in turn will impact the city tax base. Even if moving the bar was a good idea, there is no reason whatsoever to increase the zoning density.

- The requested zoning, R-18 would permit one housing unit per 1/7 acre as opposed to what has been one per 3 acres. Those proposing the project claim they will build fewer but they don't even own all the land being rezoned. The result could be well over 1000 homes versus 154.
- Sereno Canyon, the large property adjacent to the proposed new Greasewood location, has already been rezoned for higher density.
- Atalon on 118th Street was similarly rezoned in 2011 which increased density by more than two to one.
- All of this will significantly impact our limited water resources in the future.

4. Construction traffic has greatly increased on Jomax Road in the past few months. All the construction traffic for the Greasewood relocation will come up that road since Happy Valley Road has been declared off limits for through trucks.

5. The impact of this rezoning over the long run will likely be to depress home values in this area. What the city gains in extra tax revenue from the new development will be offset by the significant additional safety costs cited above and the decline or lack of growth in the property values of the existing neighborhoods.

Jim and Deborah Wichterman

11565 E. Cavedale Drive, Scottsdale AS, 85262

To the Planning Commission, City of Scottsdale:

We live in the Desert Summit Community at Jomax Road and 115th Street.

Our entire community is very concerned about the proposal to move Greasewood Flats and the concurrent proposal to permit high density zoning next to the McDowell Mountain Preserve and Tom Thumb Trailhead. This threatens the unique balance of our urban and desert environment here in North Scottsdale.

1. Bar traffic does not belong in this unique and peaceful environment. It will cause day and night motorcycle traffic on quiet neighborhood streets and create traffic safety issues due to impaired drivers. This will require additional police presence and patrols as well as increase ambulance and DUI court costs which will more than offset any additional taxes from the bar.

2. If it is suggested that moving Greasewood Flats will preserve a unique part of our heritage. There is no way the buildings can be moved and pass modern building code requirements. All we will get is a new bar with the original sign.

3. The high density zoning proposal will disrupt what is a quiet, lovely desert area and will lower the property values which in turn will impact the city tax base. Even if moving the bar was a good idea, there is no reason whatsoever to increase the zoning density.

- The requested zoning, R-18 would permit one housing unit per 1/7 acre as opposed to what has been one per 3 acres. Those proposing the project claim they will build fewer but they don't even own all the land being rezoned. The result could be well over 1000 homes versus 154.
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Colleen Sanger

Desert Summit Resident / 480-209-8006

To the Planning Commission, City of Scottsdale:

We live in Desert Summit - a Community located at Jomax Road and 115th Street.

Our entire community is very concerned about the following re-zoning proposals being evaluated by the city council. Greasewood Flats and the concurrent proposal to permit high density zoning next to the McDowell Mountain Preserve and Tom Thumb Trailhead, BOTH pose to greatly threaten the unique balance of our urban and desert environment in North Scottsdale.

As a direct result of the re-zoning approvals already awarded by the city to the new Toll Brothers Atalon project and Sereno Canyon; construction traffic has already greatly increased on Jomax tenfold. The TROON "No Trucks" ordinance (adopted in 2016) with city signage posted at Happy Valley and Alma School - prohibits ALL construction vehicles from entering TROON, thus forcing ALL construction trucks, supply vehicles and heavy equipment to be routed 100% east and west bound on Jomax.

This quiet, predominately two lane – dead end street should NOT be forced to bear the burden of "progress" traffic all on its own. As stated above; the already approved new home construction sites have immensely added to the noise, speeding, and increased traffic flow, on what was a quiet local street; while TROON remains unaffected. We are respectfully requesting that the burden of progress be shared equally between Happy Valley, Jomax and even 118th. With the opening of Atalon (Toll Brothers Project) whose entrance is on 118th – It is also my opinion that 118th should be paved over to Rio Verde, allowing for one more traffic flow option through these north end communities.

Although we may not be able to convince you, (the council planners) that it is in the best interest of both the City of Scottsdale and it's north end residents to oppose the projects referenced above; (Greasewood Flats and McDowell Mountain Preserve Project) – we do hope that at the very least you WILL support allowing ALL construction traffic to flow eastbound and westbound on BOTH Happy Valley and Jomax.....all in the name of progress and change that is impacting both neighborhoods!

Thank You for taking this request under consideration.

Colleen Sanger

Desert Summit Resident / 480-209-8006

To the Planning Commission, City of Scottsdale:

We live in Desert Summit - a Community located at Jomax Road and 115th Street.

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Thank You for taking this request under consideration.

Dave DeBusk - 480-502-7714

11465 East Cavedale Drive Scottsdale, Arizona 85262

To the Planning Commission, City of Scottsdale:

We live in the Desert Summit Community at Jomax Road and 115th Street.

Our entire community is very concerned about the proposal to move Greasewood Flats and the concurrent proposal to permit high density zoning next to the McDowell Mountain Preserve and Tom Thumb Trailhead. This threatens the unique balance of our urban and desert environment here in North Scottsdale.

1. Bar traffic does not belong in this unique and peaceful environment. It will cause day and night motorcycle traffic on quiet neighborhood streets and create traffic safety issues due to impaired drivers. This will require additional police presence and patrols as well as increase ambulance and DUI court costs which will more than offset any additional taxes from the bar.

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Dave DeBusk / 480-502-7714

11465 East Cavedale Drive Scottsdale AZ 85262

Exhibit C
Remote Planning Commission Hearing Comment Cards
and September 10th Planning Commission Memo
3-GP-2014: El Regalo



REQUEST TO SPEAK

2

Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.

Public testimony is limited to three (3) minutes per speaker.

Additional time MAY be granted to speakers representing two or more persons.

Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Robert Cappel MEETING DATE Sept 10, 2014

NAME OF GROUP/ORGANIZATION (if applicable) GPPA & Winfield HOA

ADDRESS 33600 N. 79th Way ZIP 85266

HOME PHONE 480-595-1805 WORK PHONE _____

E-MAIL ADDRESS (optional) R-CAPPEL I@msn.com

☒ I WISH TO SPEAK ON AGENDA ITEM # 2 ☐ I WISH TO DONATE MY TIME TO _____

☐ I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

This card constitutes a public record under Arizona law.



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Cards for designated speakers and the person(s) they represent must be submitted together.

1-4

NAME (print) Kerry Kilbride MEETING DATE 9-10-14

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 11454 E. TRACON VISTA DR ZIP 85255

HOME PHONE 818-421-1685 WORK PHONE same

E-MAIL ADDRESS (optional) KerryKILBRIDE@GMAIL.COM

☐ I WISH TO SPEAK ON AGENDA ITEM # _____ ☒ I WISH TO DONATE MY TIME TO Howard Myers

☐ I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

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Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) LINDA AMBROSE MEETING DATE 9/10/14

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 28700 N. Hayden Rd. ZIP 85266

HOME PHONE 480-502-9858 WORK PHONE _____

E-MAIL ADDRESS (optional) _____

☐ I WISH TO SPEAK ON AGENDA ITEM # _____ ☒ I WISH TO DONATE MY TIME TO Howard Myers

☐ I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

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Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Karen Bishop MEETING DATE 9/10/2014

NAME OF GROUP/ORGANIZATION (if applicable) Self

ADDRESS 11780 E. SAND HILLS Rd ZIP 60195

HOME PHONE _____ WORK PHONE 641-7538 (847)

E-MAIL ADDRESS (optional) Kmbishop88@gmail.com

☐ I WISH TO SPEAK ON AGENDA ITEM # _____ ☒ I WISH TO DONATE MY TIME TO Howard Meyer

☐ I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

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Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Jerome Allan LANDAN MEETING DATE 9-10-14

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 28700 N. HAYDEN ROAD ZIP 85266

HOME PHONE 480.203.9903 WORK PHONE 480.203-9903

E-MAIL ADDRESS (optional) _____

☐ I WISH TO SPEAK ON AGENDA ITEM # _____ ☒ I WISH TO DONATE MY TIME TO Howard Myers or

☐ I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING Assignee

*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

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REQUEST TO SPEAK

1-4

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Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Bonnie Hall MEETING DATE 9/10/14

NAME OF GROUP/ORGANIZATION (if applicable) N/A

ADDRESS 24000 N. 112th way ZIP 85255

HOME PHONE 602-524-8475 WORK PHONE _____

E-MAIL ADDRESS (optional) _____

☐ I WISH TO SPEAK ON AGENDA ITEM # _____ ☒ I WISH TO DONATE MY TIME TO Howard Myers

☐ I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

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REQUEST TO SPEAK

1-4

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Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) LINDA H. NEMAN MEETING DATE 9/10/14

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 10801 E Happy Valley Rd #139 ZIP 85255

Cell 49-304-7981 HOME PHONE _____ WORK PHONE _____

E-MAIL ADDRESS (optional) _____

☐ I WISH TO SPEAK ON AGENDA ITEM # _____ ☒ I WISH TO DONATE MY TIME TO Howard Meyers

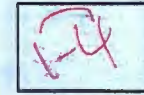
☐ I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

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REQUEST TO SPEAK



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Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Donna Wool MEETING DATE 9-10-14

NAME OF GROUP/ORGANIZATION (if applicable) N/A

ADDRESS 10799 E. LA JUNTA RD. ZIP 85255

HOME PHONE _____ WORK PHONE _____

E-MAIL ADDRESS (optional) _____

☐ I WISH TO SPEAK ON AGENDA ITEM # _____ ☐ I WISH TO DONATE MY TIME TO Howard Meyer

☐ I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

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REQUEST TO SPEAK

2-4

Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.

Public testimony is limited to three (3) minutes per speaker.

Additional time **MAY** be granted to speakers representing two or more persons.

Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) DENNA SANFILIPPO MEETING DATE 9/10/2014

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 11475 E. La Justa ZIP 85255

HOME PHONE 630-606-4196 WORK PHONE _____

E-MAIL ADDRESS (optional) _____

☐ I WISH TO SPEAK ON AGENDA ITEM # _____ ☒ I WISH TO DONATE MY TIME TO Howard Meyer

☐ I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

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REQUEST TO SPEAK

14

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Public testimony is limited to three (3) minutes per speaker.

Additional time MAY be granted to speakers representing two or more persons.

Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Howard Myers MEETING DATE 9/10/2014

NAME OF GROUP/ORGANIZATION (if applicable) Desert Property owners' Assoc

ADDRESS 6631 E. Horned owl Tr. ZIP 85266

HOME PHONE 480-473-0109 WORK PHONE _____

E-MAIL ADDRESS (optional) howard.myers@cox.net

☒ I WISH TO SPEAK ON AGENDA ITEM # _____ ☐ I WISH TO DONATE MY TIME TO _____

☐ I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

This card constitutes a public record under Arizona law.

9 c2vds



REQUEST TO SPEAK

1-4

Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.

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Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Howard Myers MEETING DATE 9/10/2014

NAME OF GROUP/ORGANIZATION (if applicable) Desert Property Owners' Assoc

ADDRESS 6631 E. Horned Owl Tr. ZIP 85266

HOME PHONE 480-473-0109 WORK PHONE _____

E-MAIL ADDRESS (optional) Howard.Myers@cox.net

☒ I WISH TO SPEAK ON AGENDA ITEM # 4 ☐ I WISH TO DONATE MY TIME TO _____

☐ I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

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REQUEST TO SPEAK

1-4

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Additional time **MAY** be granted to speakers representing two or more persons.

Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Howard Myers MEETING DATE 9/10/2014
NAME OF GROUP/ORGANIZATION (if applicable) Desert Property Owners' Assoc
ADDRESS 6631 E. Horned Owl Tr. ZIP 85266
HOME PHONE 480-473-0109 WORK PHONE _____
E-MAIL ADDRESS (optional) Howard.Myers@cox.net
☒ I WISH TO SPEAK ON AGENDA ITEM # 3 ☐ I WISH TO DONATE MY TIME TO _____
☐ I WISH TO SPEAK DURING "PUBLIC COMMENT"* CONCERNING _____

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WRITTEN COMMENTS

2

This card is used to submit written comments to the Board or Commission.
Written comment cards may be submitted to the Staff at any time. Cards submitted after public
testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

NAME (print) Van Daves MEETING DATE 9/10/14

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 27483 N 105 RWAY ZIP 85262

HOME PHONE 480-299-1813 WORK PHONE 480-299-1813

E-MAIL ADDRESS(optional) jdvavis@mba1965@hs.edu

AGENDA ITEM # 2 ☐ SUPPORT ☒ OPPOSE

COMMENTS (additional space is provided on the back) _____

TOO MUCH RESIDENTIAL IN AREA - TOO HIGH,
TOO DENSE, TOO MUCH PRESSURE ON INFRASTRUCTURE

This card constitutes a public record under Arizona law.



WRITTEN COMMENTS

1-4

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NAME (print) LINDA TUCKER MEETING DATE 9-10-14

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 10596 E YEARLING DR ZIP 85255

HOME PHONE 480 585 6816 WORK PHONE _____

E-MAIL ADDRESS(optional) _____

AGENDA ITEM # _____ ☐ SUPPORT ☒ OPPOSE

COMMENTS (additional space is provided on the back) _____

RELOCATION OF GREASE WOOD FLATS BAR IN
A RURAL RESIDENTIAL NEIGHBORHOOD

OPPOSED TO BAR TRAFFIC IN RESIDENTIAL

NEIGHBORHOODS NO INCREASED DENSITY!

This card constitutes a public record under Arizona law.

This image shows a single sheet of bright yellow paper with horizontal black ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

REQUEST TO SPEAK: Citizens wishing to address the Board or Commission in person may obtain a Request to Speak card from staff located at the Staff table in the Kiva.



WRITTEN COMMENTS

14

This card is used to submit written comments to the Board or Commission.

Written comment cards may be submitted to the Staff at any time. Cards submitted after public testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

NAME (print) LINDA AMBRESE MEETING DATE 9/10/14

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 28700 N. Hayden Rd. ZIP 85266

HOME PHONE 480-500-9858 WORK PHONE _____

E-MAIL ADDRESS(optional) _____

AGENDA ITEM # 1, 2, 3, 4 ☐ SUPPORT ☒ OPPOSE

COMMENTS (additional space is provided on the back)

What is the point of having our General Plan
~~amend it~~ if we continue to let developers desecrate
& amend our Plan!? John Berry makes the argument
these 4 areas designated as "Commercial" would not
be sustainable because there aren't enough rooftops
So his answer is to allow more building of excess

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rooftops!?! Ridiculous argument he also gives is we'd get more tax revenue from residential vs. commercial but he fails to mention the increased & costly infrastructure needed from such increased density!!

Finally, what about such density in these areas? How can all these density increments be taken care of, even w/ new & added infrastructure? The ratio of square miles to population increments is not balanced, & in fact, very skewed, to the detriment of the neighborhoods already in place. How is this fair to all the Scottsdale residents in this neighborhood who have followed the rules & paid their taxes???

REQUEST TO SPEAK: Citizens wishing to address the Board or Commission in person may obtain a Request to Speak card from staff located at the Staff table in the Kiva.

*Please reconsider & be steadfast in finding better plans w/ less density - Negotiate! Thank You!



WRITTEN COMMENTS

1-4

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Written comment cards may be submitted to the Staff at any time. Cards submitted after public testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

NAME (print) Jerome Allan LANDAU MEETING DATE 9/10/14

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 28700 N. Hayden Road ZIP 85266

HOME PHONE 480-203-9902 WORK PHONE _____

E-MAIL ADDRESS(optional) _____

AGENDA ITEM # 2-6P-2014, 3-6P-2014, 4-6P-2014, 5-6P-2014
☐ SUPPORT ☒ OPPOSE All

COMMENTS (additional space is provided on the back) This is Scottsdale - we do not need to

bring any more residential dwellings than set forth in the existing

General Plan - which took a very, very long time to create.

Another John Berry series of clients who always seem to get their way.

Do not need Mono Rooftops - Consultants can be hired/bought to

find in favor of whatever position is retaining them.

We knew what we were doing when original G.P. established.

This card constitutes a public record under Arizona law.

Written Comment cards may be submitted to the Staff at any time. Cards submitted after public testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

Whoever bought the commercial zoned property
are business persons who knew what they were
doing - Please - do NOT help these business investors
make more money by changing the General Plan.
- If G.P. permitted residential it was commensurate
with that designated for commercial - has all the
residential been built-out? If not - no additional
residential is needed. If built-out, give commercial
time to be developed - otherwise ultimately will be
lack of commercial after existing approved
residential gets built-out.

Once again we are faced with request from investors
to make them "more money" - NOT the City's Job.

REQUEST TO SPEAK: Citizens wishing to address the Board or Commission in person may obtain a Request to Speak card from staff located at the Staff table in the Kiva. DON'T SUE THE CITIZENS WHO VOTED FOR
the General Plan.



WRITTEN COMMENTS

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Written comment cards may be submitted to the Staff at any time. Cards submitted after public testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

1-4

NAME (print) ROBERT WENZ MEETING DATE 09-10-14

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 11415 E PEAKS ROAD ZIP 85262

HOME PHONE 602-606-8827 WORK PHONE _____

E-MAIL ADDRESS (optional) _____

AGENDA ITEM # PUBLIC COMMENT ☒ SUPPORT ☐ OPPOSE

COMMENTS (additional space is provided on the back) AFTER A THOUGHTFUL REVIEW
OF THE POSSIBLE ACCESS ROUTES AND ENTRANCES TO THE TOLL
BARRIER DEVELOPMENT (BETWEEN JOMAX & DYNAMITE AT 118TH ST),
IT IS QUITE OBVIOUS TO ME (AND SHOULD BE OBVIOUS TO ANYONE
WHO UNDERSTANDS TRAFFIC FLOW & CONTROL) THAT THE ONLY SAFE

This card constitutes a public record under Arizona law.

Written Comment cards may be submitted to the Staff at any time. Cards submitted after public testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

AND RESPONSIBLE ACCESS EAST OF PIMA ROAD IS ALONG
DYNAMITE/RIO VENDE TO 118TH STREET - THESE ROADS ARE
FOUR LANES WITH A CENTER DIVIDER, WIDE SHOULDERS
(FOR DISABLED CARS + TRUCKS) AND A SIDEWALK (FOR SAFE
PASSAGE BY PEDESTRIANS). THE ALTERNATIVE ACCESS ALONG
HAPPY VALLEY (TWO LANES ONLY) + ALMA SCHOOL (DANGEROUS CURVES)
+ JOYMAX (TWO NARROW LANES ONLY) IS A DANGER TO ALL
RESIDENTS IN THE AREA FROM CONSTRUCTION VEHICLES
(FOR THE NEXT 8-10 YEARS) AND THE INCREASED PASSENGER
VEHICLE TRAFFIC AS A RESULT OF HIGH ~~DEVELOPMENT~~ DENSITY
DEVELOPMENT BY TOLL BROTHERS.

DAVE THESE ROADS AND THE ABOVE WILL BE ABUNDANTLY
CLEAR TO YOU - MANY THANKS, RZ Wemy

REQUEST TO SPEAK: Citizens wishing to address the Board or Commission in person may obtain a Request to Speak card from staff located at the Staff table in the Kiva.



WRITTEN COMMENTS

This card is used to submit written comments to the Board or Commission.

Written comment cards may be submitted to the Staff at any time. Cards submitted after public testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

1-4

NAME (print) Norma Resnick MEETING DATE 10 Sept 2014

NAME OF GROUP/ORGANIZATION (if applicable) _____

ADDRESS 11358 E. Linda Dr. Scottsdale ZIP 85262

HOME PHONE ~~852~~ 480 620 0622 WORK PHONE _____

E-MAIL ADDRESS(optional) _____

AGENDA ITEM # All ☐ SUPPORT ☒ OPPOSE

COMMENTS (additional space is provided on the back) _____

I WANT THE PLANNERS TO LOOK AT THE TOTAL
IMPACT ALL OF THESE PROPOSED AMENDMENTS TO THE
GENERAL PLAN - IN TOTAL THEY WILL OVERWHELM THE
QUADRANT OF SCOTTSDALE THAT IS BEING AFFECTED.

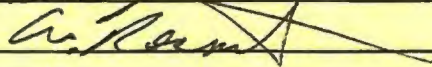
This card constitutes a public record under Arizona law.

Over →

Written Comment cards may be submitted to the Staff at any time. Cards submitted after public testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

There will be over building (10,000 sq. ft lots),
unbearable traffic, pollution, noise, lower
property values for those who live here already, etc.
Back to the drawing board. These proposals
are going to destroy the beautiful place.
Thank you all the residents & taxpayers you will
hurt forever. Vote No!

Thank you.



REQUEST TO SPEAK: Citizens wishing to address the Board or Commission in person may obtain a Request to Speak card from staff located at the Staff table in the Kiva.



**Planning and Development Services
Long Range Planning Services**

7447 East Indian School Road, Suite 105
Scottsdale, Arizona 85251

To: Chair Grant and Members of the Planning Commission
From: Adam Yaron, Planner & Taylor Reynolds, Planner
Through: Erin Perreault, AICP, Long Range Planning Manager
Date: September 10, 2014
Re: Additional Citizen Comments Received:
Major General Plan Amendment 3-GP-2014 and 5-GP-2014

This memo is to provide the Planning Commission with additional citizen comments received following the Citizen Comment Memo that was sent out to the Commission on Friday, September 5, 2014 relating to this year's major General Plan amendment cases. Comments received relate to:

- 3-GP-2014, El Regalo
- 5-GP-2014, Greasewood Flat

3-GP-2014 Comments Received

Reynolds, Taylor

From: William Paynter <bmwp333@gmail.com>
Sent: Wednesday, September 10, 2014 1:32 PM
To: Reynolds, Taylor
Subject: El Regalo and El Regalo West Projects

Taylor,

It was a pleasure speaking with you today. Thank you for taking your time to communicate with me. As I told you, my concern is the traffic noise and speeds on north Scottsdale road. It was good news to hear that the proposed zoning change will actually decrease the traffic on north Scottsdale rd. However, I do continue to have a concern regarding the speed limits on north Scottsdale Rd.as you know they are high and if we as a community continue to increase the population density in this area the road will become less safe in the future. Please express my concern regarding both the noise and the speeds to the committee.

Thank you for your consideration,
William Paynter
7140 E Night Glow Circle
Scottsdale, AZ

5-GP-2014 Comments Received

GAMMAGE & BURNHAM

A PROFESSIONAL LIMITED LIABILITY COMPANY

ATTORNEYS AT LAW

TWO NORTH CENTRAL AVENUE

FIFTEENTH FLOOR

PHOENIX, ARIZONA 85004-4470

TELEPHONE (602) 256-0566

FACSIMILE (602) 256-4476

August 25, 2014

WRITER'S DIRECT LINE

Grady Gammage, Jr.
ggammage@gblaw.com

(602) 256-4469

The Honorable W.J. "Jim" Lane, Mayor
And Members of the City Council
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

RECEIVED

SEP 04 2014

Re: Opposition to Greasewood Flats Relocation Proposal: 5-GP-2014; 11-ZN-2014

Dear Mayor Lane and Members of the City Council:

Our office has been retained by Crown Community Development and its affiliate, McDowell Mountain Back Bowl, LLC, the developers of the Sereno Canyon project, to oppose the proposed location of Greasewood Flats to a location very close to the Sereno Canyon.

Specifically, our opposition is to Case #5-GP-2014, a proposed General Plan Amendment and Case #11-ZN-2014, a companion rezoning case related to Greasewood Flats. We are not opposed to Case #13-ZN-2014, the proposed Taylor Morrison development in the same area that is being processed simultaneously.

Sereno Canyon was approved by the City of Scottsdale on December 3rd, 2012. The approval includes a 397 lot residential subdivision of lots in the R-130, R-43 and as yet undetermined R4R size range including a small boutique 5-star resort nestled into a unique desert setting. The Council will all recall how highly desirable a small destination resort and spa is at this location proximate to the McDowell Mountain Preserve and the Tom Thumb's trailhead. The resort which is envisioned is only 80 to 100 rooms and is a luxury boutique property. The resort does not include golf or significant group meeting facilities. It is intended very much to be a retreat and renewal center for individual high-end travelers seeking a quiet and harmonious nature experience in the Sonoran Desert.

The access to the resort is off of Ranch Gate Road onto a private street leading to the facilities. Other than the resort itself there are no "commercial" uses along Ranch Gate Road.

Crown Community Development, as the property developer of this project, is currently in negotiations with a well-known destination individual resort operator about the Sereno

Canyon site. While we are not at liberty to disclose the name of this operator, it is a company with experience in Arizona and in particular with development in sensitive "eco-tourism" type locations. The current plans envision what the operator describes as a series of "sumptuous cottages" with fireplaces, and a restaurant preparing wine country cuisine with French Mediterranean influences.

It is against this background and the recent approval of this project by the City of Scottsdale that we write to oppose the location of Greasewood Flats near the Sereno Canyon site. The attached exhibit from the Greasewood Flats application shows the close location of the two sites. The Greasewood Flats application also makes clear that the intent is to replicate much of the western themed outdoor entertainment environment of the current Greasewood Flats operation. We feel strongly that this proposal would be dramatically inconsistent with the intent of the Sereno Canyon resort project to provide eco-tourists and spa visitors with a quiet, nature oriented private resort experience.

Many aspects of the Greasewood Flats current operation are long standing tourism experiences for visitors to Scottsdale. But those experiences—campfires, cowboy music, and a "honky-tonk" atmosphere—are utterly at odds with a retreat oriented spa resort experience. Outdoor entertainment in this location will have noise that carries great distances. That kind of noise will be disruptive and undesirable both during the day and in particular late at night.

Greasewood Flats as currently operated and as proposed would also be a large destination venue. That means that significant traffic would approach the proposed location on Ranch Gate Road past the entrance to the Sereno Canyon resort. This volume of traffic is inconsistent with a residential and small resort street. Even more significant is Greasewood Flats' historical relationship with the motorcycle community. Again, there is nothing wrong with motorcycles as a major part of a tourism experience. But they are undeniably noisy and as such represent a major potential intrusion into this quiet, nature oriented, spa resort atmosphere.

We believe that if the Greasewood Flats proposal were approved at this location it would completely undermine all efforts to finalize a small destination resort at Sereno Canyon. For this reason we must strongly oppose this proposal.

Sincerely yours,

GAMMAGE & BURNHAM, P.L.C.

By

Grady Gammage, Jr.

GG/tjm

Mayor Lane and Scottsdale City Council
August 25, 2014
Page 3

Attachment

cc: Paul Katsenes, City of Scottsdale Planning & Community Development Director

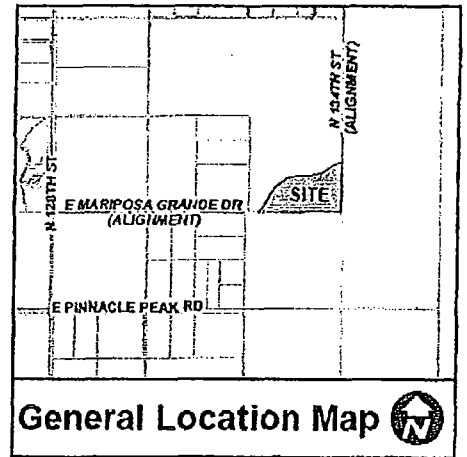
The 10+/- acre property is adjacent to the McDowell Sonoran Preserve, in the southeast corner of a 120+/- acre-parcel (APN # 217-01-009H) owned by the Cavaliere family. The property is bounded by the 134th Street alignment on the east, the Pinnacle Peak Road alignment on the south, Alameda Road alignment on the north. Figure 1 shows the Greasewood Flat location.

- West: Vacant lands a part of a proposed master plan Community.
- North: Vacant lands a part of a proposed master plan Community.
- East: McDowell Sonoran Preserve
- South: McDowell Sonoran Preserve





5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



Please return comments to Adam Yaron no later than September 12, 2014 at

ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to

7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

9/5/14

PLEASE PRINT NAME

EDWIN H. DOLIN MD

ADDRESS

10885 E. CANDLEWOOD Dr. Scottsdale
85255

DAYTIME PHONE

630.217.5782

E-MAIL

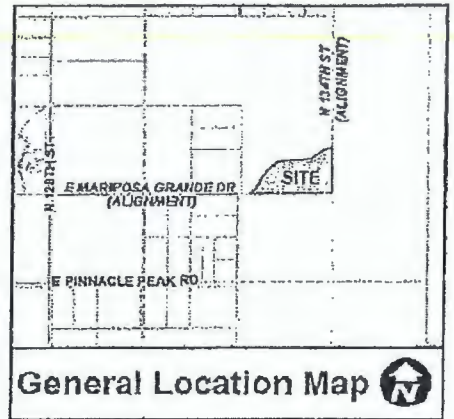
edwindolin1@gmail.com

COMMENTS

Relocating Greasewood Flats to 134th Street is a terrible idea. As a former Four Seasons Residence Club owner I know first hand the terrible noise pollution produced by the hundreds of Harley Davidson motorcycles that frequent Greasewood. It is totally unfair to subject all the residents of Glendale, Happy Valley and Paradise to this terrible noise pollution that grossly violates the reason people moved to this area — peace, quiet and tranquility. Please do not approve the relocation of Greasewood Flats.



5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



Please return comments to Adam Yaron no later than September 12, 2014 at

ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to

7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME BELLINBA & SCOTT BLUMENTHAL

ADDRESS 11752 E. DIAMOND CHolla DR

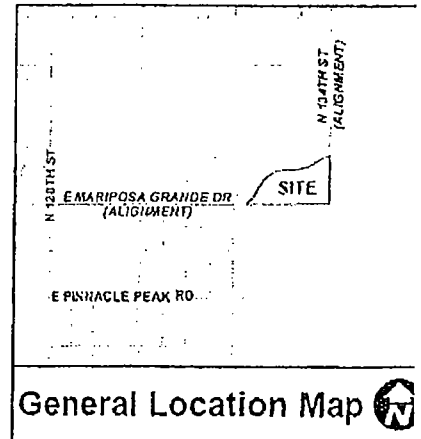
DAYTIME PHONE 480-361-5678 E-MAIL bwb6100@aol.com

COMMENTS AS PROPERTY OWNERS IN THE 118th & JOMAX AREA
WE JOIN THE FEELINGS OF A LARGE CONTINGENCY
OF TROON RESIDENTS IN OPPOSING THE PROPOSED
PLAN TO MOVE GREASEWOOD FLATS TO THE
LOCATION INDICATED. WHAT THIS RELOCATION
WOULD CAUSE IS: NOISE POLLUTION, LIGHT POLLUTION
INCREASED TRAFFIC WHICH INCLUDES MOTORCYCLES
AND BUSES AND A BIKER BAR INTO A RESIDENTIAL
AREA. WE ARE ASKING THE COMMISSION TO
STICK WITH THE CURRENT GENERAL PLAN
AND PROTECT OUR ARBA AND PROPERTIES
MAINTAINING THE INTEGRITY OF THE
ORIGINAL DESIGN.

Please note that the city of Scottsdale receives requests from citizens to review comment cards and the city is obligated to release any information on the cards that is considered a public record.



5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



Please return comments to Adam Yaron no later than September 12, 2014 at
ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to
7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME LANA BOREM

ADDRESS 9135 E BULLSKIN TRAIL, SCOTTSDALE 85255

DAYTIME PHONE 602-329-9097 E-MAIL MAIL@LANA@AOL.COM

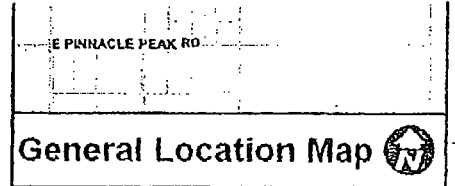
COMMENTS

I am definitely not in favor of the relocation of Greasewood Flat to the proposed site adjacent to 134th Street off Happy Valley Road. Happy Valley has many residences that will be impacted by the increased flow of traffic if this is the major thoroughfare to this venue. I, and the impacted homeowners, would also not want Happy Valley to become the road that goes all the way through to Fountain Hills. Dynamite, as an alternative, is much less congested and has many fewer homes that are right at the street line.

Lana Borem



COMMENT FORM



Please return comments to Adam Yaron no later than September 12, 2014 at
ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to

7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME Peter S Grossman

ADDRESS 11310 E. DESERT VISTA DR.

DAYTIME PHONE 480 398 8104 E-MAIL petersgrossman@gmail.com

COMMENTS _____

We are against the proposed Rezoning of the proposed
Area.

Please note that the city of Scottsdale receives requests from citizens to review comment cards and the city is obligated to release any information on the cards that is considered a public record.

Yaron, Adam

From: James Fiemann <jfiemann@gmail.com>
Sent: Saturday, September 06, 2014 4:14 PM
To: Yaron, Adam; Murillo, Jesus; City Council
Subject: rezoning in the Jomax and Alma School area.

To all city and council members ,

I would like this email to be considered when changing the Zoning for the above area in North Scottsdale.

I am not against the development of these areas only the changes to density that is being proposed.

There is a reason I didn't move to Phoenix ! " Don't Taylor Morrison" my neighborhood. Keep the zoning in place and avoid high density projects.

A citizen of North Scottsdale, and no doubt none of your neighbors.

James Fiemann
28045 N 112th Place
Scottsdale AZ 85262.
720/206-9306

Yaron, Adam

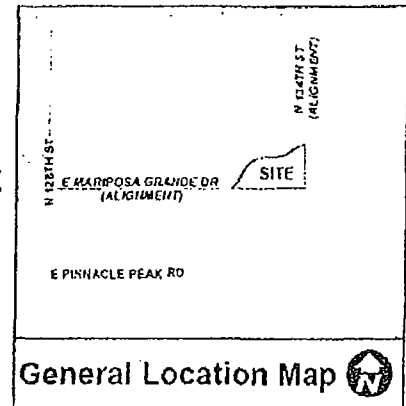
From: valpruitt@aol.com
Sent: Monday, September 08, 2014 12:58 PM
To: Yaron, Adam
Subject: Greasewood Flats Plan
Attachments: Greasewood Flats Relocation feedback.pdf

Please see attached regarding the comment Form about Greasewood Flats proposal. Thank You.

Valerie Pruitt



5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



Please return comments to Adam Yaron no later than September 12, 2014 at

ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to

7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME

Christopher + Valerie Pruitt

ADDRESS

9375 E. Buckskin Trail (Desert Skyline Estates)

DAYTIME PHONE

480.666.4246

E-MAIL

Valpruitt@aol.com

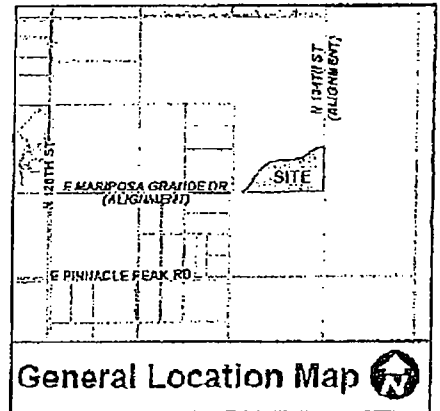
COMMENTS

We support the relocation of Greasewood Flats. However, the traffic on Happy Valley Road is already very substantial and very loud. I would like to propose that Happy Valley Road be resurfaced with "Rubberizing" product that decreases traffic sounds. Also, because of all the residential areas along Happy Valley, the road should remain single lane.

Thank You.



5-GP-2014
Greasewood Flats
Major General Plan Amendment
Open House
COMMENT FORM



Please return comments to Adam Yaron no later than September 12, 2014 at

ayaron@scottsdaleaz.gov, by faxing to 480-312-7088 or mailing to

7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME

Floralou Stein

ADDRESS

10801 E. Happy Valley Rd. # 111

DAYTIME PHONE

480-585-0499 E-MAIL *FLORALOUZ@COX.NET*

COMMENTS

The relocation of Greasewood Flats to the proposed site is inappropriate and severely offensive to the surrounding neighborhood. There should be no commercial development such as this in areas devoted purely to residential use.

Please note that the city of Scottsdale receives requests from citizens to review comment cards and the city is obligated to release any information on the cards that is considered a public record.

Yaron, Adam

From: Julie Frank <jmfintegra@aol.com>
Sent: Wednesday, September 10, 2014 9:26 AM
To: Yaron, Adam
Subject: 5-GP-2014 Greasewood Flats Major General Plan Amendment Comment Form

David Johnson & Julie Frank
10801 E Happy Valley Road, #110
Scottsdale, AZ 85255
480-563-7474; jmfintegra@aol.com

Comments:

5-GP-2014 Greasewood Flats Major General Plan Amendment

We have lived in Troon Village since the early 1990s and have seen tremendous growth over the years. Unfortunately, Happy Valley Road is becoming a major thoroughfare with traffic that has made our neighborhoods significantly noisier, the road littered, and less safe to drive or bike on. We are not interested in the increased traffic, noise pollution and litter that will be generated with the proposed Greasewood Flats move. The proposal is requesting that the zoning be changed to commercial from its current rural neighborhood and natural open space designation. Why place a commercial business in an area where the desert is pristine and is all either rural residential or natural open space? There are several existing vacant commercial areas/properties in North Scottsdale where Greasewood Flats could easily move and not disturb land that is better left as natural open space or, if developed, utilized for low density custom residential.

Exhibit D

Planning Commission Recommendation Hearing Comment Cards

3-GP-2014: El Regalo

REQUEST TO SPEAK



Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.

Public testimony is limited to three (3) minutes per speaker.

Additional time MAY be granted to speakers representing two or more persons.

Cards for designated speakers and the person(s) they represent must be submitted together.

10

NAME (print)

Robert Cappel

MEETING DATE

Oct. 22, 2014

NAME OF GROUP/ORGANIZATION (if applicable)

Winfield HOA & Greater Pinnacle Peak Assn

ADDRESS

33600 N. 79th Way, Scottsdale

ZIP

85266

HOME PHONE

480-595-1805

WORK PHONE

E-MAIL ADDRESS (optional)

R-CAPPEL1@msn.com

☒ I WISH TO SPEAK ON AGENDA ITEM # 10 ~~11~~ ☐ I WISH TO DONATE MY TIME TO

☐ I WISH TO SPEAK DURING "PUBLIC COMMENT" * CONCERNING

*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

This card constitutes a public record under Arizona law.

City Notifications – Mailing List Selection Map



Map Legend:



Site Boundary



Properties within 750-feet

255 – HUP Postcards

255 – PC Postcards

255 – CC Postcards

Additional Notifications:

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

3-GP-2014

El Regalo

ATTACHMENT #7

ATTACHMENT #8

**Applicant's Commercial Vacancy Report
3-GP-2014: El Regalo**

Commercial Vacancy Report North Scottsdale/Carefree Market Area



Prepared for:
Taylor Morrison

June 2014

Prepared by:



Elliott D. Pollack & Company
7505 East 6th Avenue, Suite 100
Scottsdale, Arizona 85251

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Executive Summary

This report examined the availability of commercial space within the competitive commercial market area of the subject property located at 34155 N. Scottsdale Road in Scottsdale, Arizona. The following are key findings of this research.

- The retail market in Greater Phoenix will continue to be dominated by power and community centers anchored by big box retailers for the foreseeable future. The buying power of these chains will continue to place pressure on traditional grocery retailers who have been the primary drivers behind the development of smaller neighborhood shopping centers. Unanchored shopping centers have historically had much higher vacancy rates than anchored centers.
- Within the North Scottsdale Market Area, many of the commercial sites have an abundance of vacant available space. Smaller, unanchored sites have performed the worst while the larger, grocery or big box anchored sites have performed well.
- The market area has a 21% vacancy rate, which is considered very high. This amounts to 387,350 square feet of vacant commercial space. Nearly half of that vacant space is located within 3 driving miles to the subject site.
- The El Pedrigal development directly to the north of the site is struggling. From a field visit, it appears that nearly half of all the storefronts are empty, including a vacated free standing bank building also on the site.
- There is no apparent demand for more space in the market area for the foreseeable future. New businesses will be able to locate in existing centers.
- We would advise Scottsdale to work to strengthen its existing retail real estate assets as opposed to protecting potential future commercial centers where they are not warranted or demanded. In the end, the addition of new retail centers in a community may have no effect on growing retail sales and may only disperse sales among competing shopping centers. A viable alternative strategy is to support and strengthen existing retail establishments where they are clearly demanded. This includes promoting residential development to support the retail base.



1.0 Introduction

1.1 Purpose of Study

Elliott D. Pollack and Company was retained to review the market area surrounding the subject site located in North Scottsdale at 34155 N. Scottsdale Road. The market area was analyzed in terms of current and available commercial and employment space.

1.2 Limiting Conditions

This study prepared by Elliott D. Pollack & Company is subject to the following considerations and limiting conditions.

- It is our understanding that this study is for the client's due diligence and other planning purposes. Neither our report, nor its contents, nor any of our work were intended to be included and, therefore, may not be referred to or quoted in whole or in part, in any registration statement, prospectus, public filing, private offering memorandum, or loan agreement without our prior written approval.
- The reported recommendation(s) represent the considered judgment of Elliott D. Pollack and Company based on the facts, analyses and methodologies described in the report.
- Except as specifically stated to the contrary, this study will not give consideration to the following matters to the extent they exist: (i) matters of a legal nature, including issues of legal title and compliance with federal, state and local laws and ordinances; and (ii) environmental and engineering issues, and the costs associated with their correction. The user of this study will be responsible for making his/her own determination about the impact, if any, of these matters.
- This study is intended to be read and used as a whole and not in parts.
- This study has not evaluated the feasibility or marketability of any site for planned uses.
- Our analysis is based on currently available information and estimates and assumptions about long-term future development trends. The data is considered current as of June 2014. Such estimates and assumptions are subject to uncertainty and variation. Accordingly, we do not represent them as results that will be achieved. Some assumptions inevitably will not materialize and unanticipated events and circumstances may occur; therefore, the actual results achieved may vary materially from the forecasted results.



2.0 Commercial Vacancy

This section provides an overview of broader commercial trends as well as analyzes commercial and employment vacancy in the North Scottsdale market.

2.1 Retail Market Trends

The Greater Phoenix retail market is currently experiencing some of its highest vacancy rates in history resulting from the effects of the Great Recession. According to Cassidy Turley Commercial Real Estate Services, the vacancy rate across the Valley reached 15% in 2011 and has since trended downward to 12.2% through the first quarter of 2014. Nearly 82% of this vacancy is in neighborhood and unanchored strip retail space as retailers either went out of business, closed non-performing stores or exited the Greater Phoenix market. Recent construction activity has been driven by outlet malls with the 360,000 square foot Phoenix Premium Outlets on the Gila River Indian Community and the 328,000 square foot Tanger Outlets Westgate which opened in Glendale in 2012. Only 21,500 square feet of retail (neighborhood) is currently under construction within three small projects of 10,000 square feet or less in the sub-markets of Chandler, Northwest Phoenix, and West Phoenix.

Cassidy Turley estimates the retail vacancy rate for the Scottsdale market area (vacancy data is not disaggregated to individual cities or smaller regions) through the first quarter of 2014 at 9.3%. However, of significance is the vacancy rate for neighborhood shopping centers at 11.8%, specialty centers at 15.5%, and strip or unanchored centers at 13.6%. These three categories of retail centers account for over 78% of all vacant retail space in the Scottsdale market area.

2014 Q1 Retail Vacancy Rates Scottsdale and Greater Phoenix						
Scottsdale	Inventory	Total Vacant	% Vacant	YTD Net Absorption	Under Construction	Average Asking Rate
Neighborhood	7,984,441	939,736	11.8%	47,512	-	\$17.97
Power	3,834,559	238,205	6.2%	738	-	\$22.98
Regional	2,743,057	90,513	3.3%	(16,176)	-	\$22.00
Specialty/Theme	737,216	114,128	15.5%	3,631	-	
Strip	966,044	131,476	13.6%	(1,976)	-	\$15.21
TOTAL	16,265,317	1,514,058	9.3%	33,729	-	\$18.27
Greater Phoenix						
Neighborhood	88,684,632	12,764,001	14.4%	161,129	21,500	\$13.56
Power	24,061,188	1,378,724	5.7%	35,295	-	\$21.49
Regional	21,358,314	1,604,263	7.5%	(336,867)	-	\$31.74
Specialty/Theme	3,013,003	369,489	12.3%	(6,643)	-	\$24.59
Strip	13,221,964	2,242,212	17.0%	24,548	-	\$13.23
TOTAL	150,339,101	18,358,689	12.2%	(122,538)	21,500	\$14.28

Source: Cassidy Turley



Bricks and mortar retailing has been significantly affected over the past decade by several trends. Internet sales have had a major effect on store sales and the trend is expected to continue in the future. Retailers in electronics products and books have been especially hard hit. The rise of big box retailers and large power and community shopping centers has also dominated the retail market over the past two decades. The two largest retailers who anchor these centers, Target and Wal-Mart, have ventured into grocery sales, resulting in the curtailment of the development of traditional neighborhood shopping centers anchored by grocery retailers. In Greater Phoenix, there has been significant consolidation in the grocery industry as a result of this trend. The traditional grocery store industry today is down to four major chains – Safeway, Fry's, Albertson's and Basha's. The entrance of natural foods grocers such as Whole Foods has also cut into the traditional grocery store business.

Greater Phoenix is generally considered to be over-retailed. As one of the country's fastest growing regions, Greater Phoenix drew a wide variety of national retailers to the area over the last ten to twenty years, all hoping to take advantage of the rapidly growing population base. When the housing bust and Great Recession occurred, store closures occurred, resulting in the unexpectedly high retail vacancy rates. The market is now recovering, consumer confidence is increasing and retail vacancy rates are moderating. However, the market still needs a few more years to fully restore itself.

Based on current trends, it is the opinion of this firm that the retail market will continue to be dominated by power and community centers anchored by big box retailers. The buying power of these chains will continue to place pressure on traditional grocery retailers who have been the primary drivers behind the development of smaller neighborhood shopping centers.

2.2 Office Market Trends

The office in Greater Phoenix is also considered overbuilt. Overall office vacancy has finally begun to improve and is currently reported at 20.2% according to Cassidy Turley. While this is down from peak vacancy experienced in 2010, it is still nowhere near a stabilized occupancy rate that would spur additional development. Most projects completed in recent years have been build-to-suit buildings. Indeed, most of the projects announced for 2014 (State Farm, Go Daddy, Garmin, etc.) are build-to-suit as well.

Cassidy Turley estimates the office vacancy rate for the North Scottsdale/Airpark market area in the first quarter of 2014 at 21%, slightly worse than the Greater Phoenix vacancy rate.



Office Vacancy Rates North Scottsdale and Greater Phoenix							
	Bldgs	Inventory	Total Vacant	% Vacant	Net Absorption	Under Construction	Average Asking Rate
North Scottsdale							
TOTAL	147	9,856,901	2,071,474	21.0%	200,494	-	\$23.84
Greater Phoenix							
Class A	233	35,903,458	6,615,024	18.4%	311,836	1,580,623	\$24.65
Class B	726	50,963,188	10,565,316	20.7%	316,361	354,897	\$19.69
Class C	195	7,891,070	1,934,002	24.5%	4,287	-	\$15.26
TOTAL	1,154	94,757,716	19,114,342	20.2%	632,484	1,935,520	\$21.00
Source: Cassidy Turley							

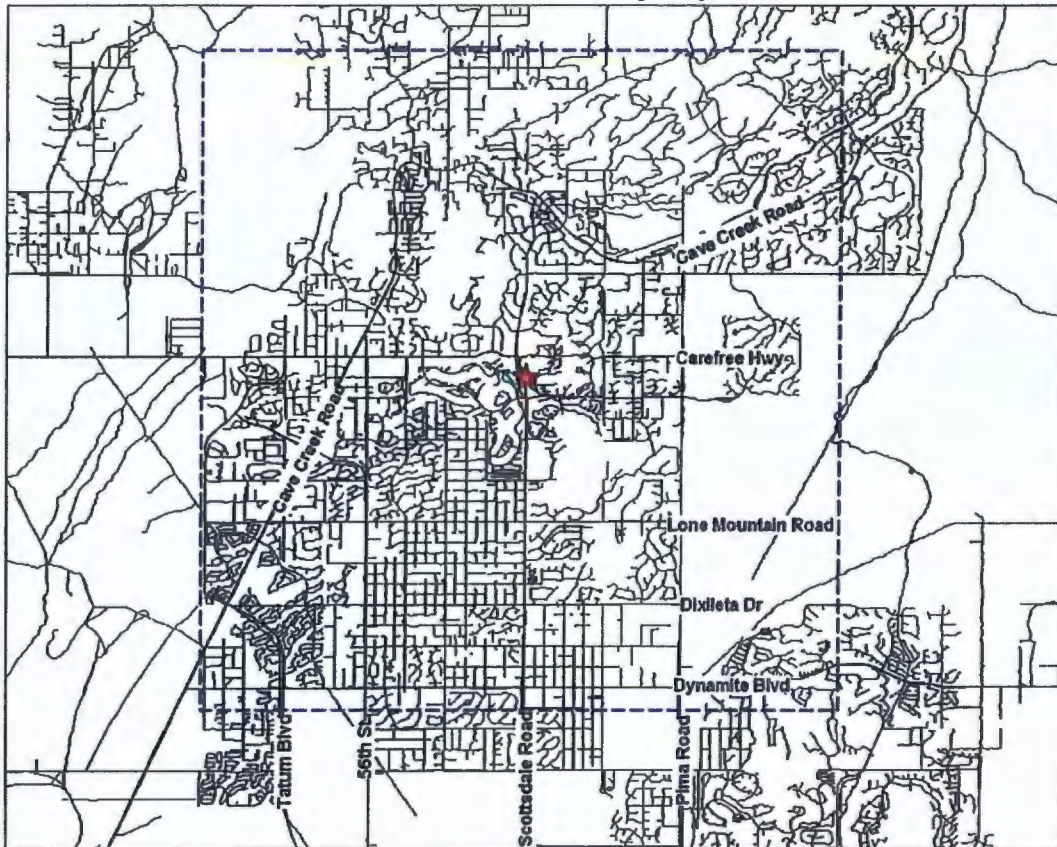


2.3 Existing Vacancy

The market area surrounding the subject site on Scottsdale Road near Carefree Highway was analyzed in terms of commercial and employment space that is currently vacant. This was done to assess the availability of ready to lease space for retail and office users.

The market area encompasses a reasonable commercial driving distance from the subject site and extends approximately 4 miles in each direction from the site. The following map illustrates the market area from Dynamite Boulevard up to the Town of Carefree, west to Cave Creek Road and east toward the Troon development.

Market Area Boundary Map

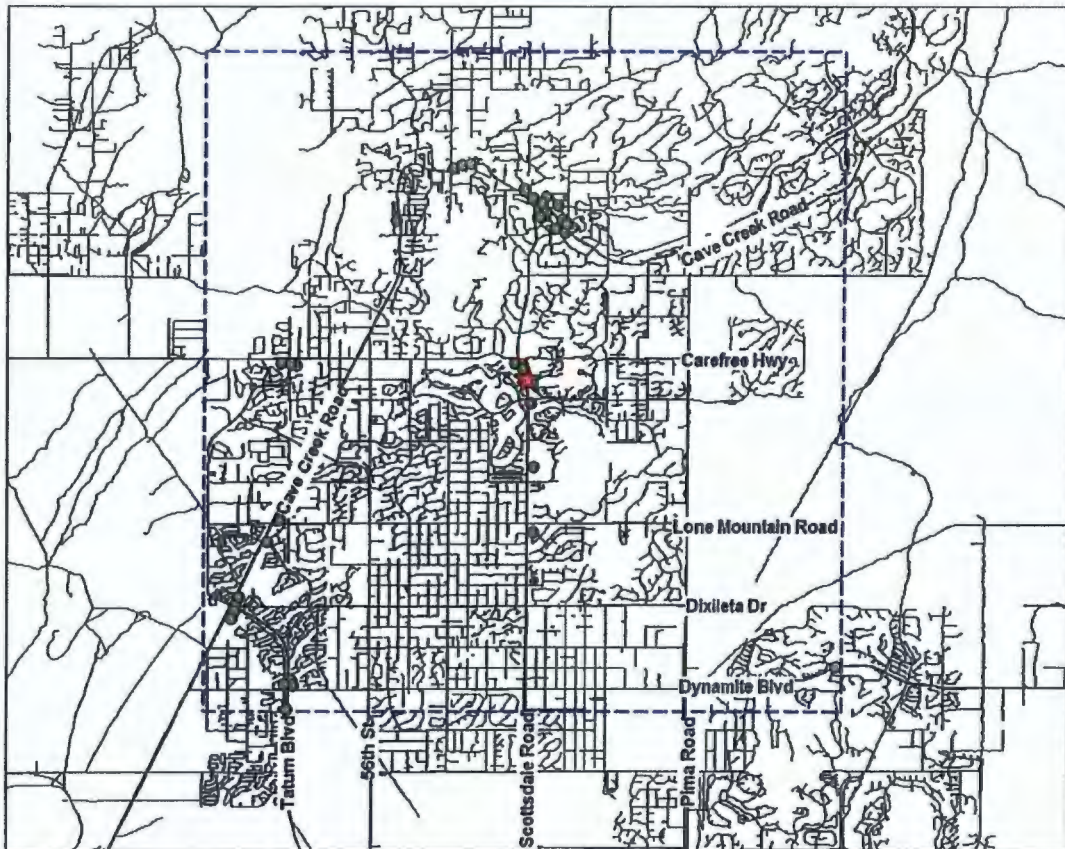


After a review of broker websites, other online resources and physical site visits, nearly 1.9 million square feet of commercial space was located within the market area. Space ranged from free standing buildings as small as 3,000 square feet to multi-tenant neighborhood and power centers as large as 322,908 square feet.



All totaled, there currently exists over **387,350 square feet** of available space at existing centers within the market area within 198 store/office spaces. This represents a **21% vacancy rate** in the immediate market area which is considered very high.

Of the total, nearly half (188,914 square feet) of vacant space is located within 3 miles (driving distance) to the subject site and another 140,544 vacant square feet between 3 and 5 miles driving distance from the site. The El Pedregal site located immediately north of the subject site has an extremely high vacancy rate, with an estimated 40-50% vacancy, including a vacated freestanding bank building.



As the table on the following page illustrates, it was not uncommon to see 20%-70% vacancy rates throughout the market area within many of the sites. Smaller, unanchored centers are currently performing very poorly. The only centers performing well within the market area are in larger, grocery or big box anchored centers. This includes Terravita Marketplace (Albertsons anchor, 3% vacant), The Summit at Scottsdale (Target and Safeway anchors, 1% vacant), Home Depot Center (1% vacant), Carefree Marketplace (Fry's anchor, 4% vacant), and Tatum Plaza (Fry's anchor, 3% vacant).



Retail/Office Space Listings & Vacancy Subject Site Market Area

Center	Location	ZIP Code	TOTAL SF	Vacant Spaces	Vacant SF	Vacant %	Distance from Site (miles)	Anchor Tenants/Notes
El Pedregal	34505 N. Scottsdale Rd	85266	82,175	18	39,444	48%	0.2	
Terraviva Marketplace	34402 North Scottsdale Road	85266	102,733	2	2,688	3%	0.2	Albertsons, Wells Fargo, Walgreens
The Summit at Scottsdale	32331 N. Scottsdale Road	85266	322,908	1	4,192	1%	1.1	Target, Safeway, CVS, Office Max
Scottsdale North Marketplace	31313 N. Scottsdale Rd	85266	78,020	15	30,980	40%	1.9	AJ's, Chase Bank
Carefree Marketplace	36889 North Tom Darlington Dr	85377	84,951	5	8,942	11%	2.3	Bashas', Ace Hardware, Desert Foothills Medical
25 Easy Street	25 Easy Street	85377	6,000	3	4,180	70%	2.6	
Spanish Village	7208 E. Ho Road	85377	24,351	11	13,264	54%	2.6	Carefree Station, Desert Treasures
Carefree Corners Shopping Center	7509 E. Cave Creek Rd	85377	14,575	3	9,274	64%	2.7	Chris Mellon & Co., Back to Basics Corp.
Mariachi Plaza	7171 E. Cave Creek Road	85331	27,630	7	11,328	41%	2.8	
Carefree Galleria	3755 Hum Road	85377	16,775	7	7,562	45%	2.8	mixed office and retail space
Stagecoach Village	7100 E. Cave Creek Rd.	85331	105,000	19	32,462	31%	3.1	
Home Depot at Carefree Marketplace	4935 E. Carefree Hwy	85331	128,998	1	1,560	1%	3.4	Home Depot
Carefree Marketplace	4815 Carefree Highway	85331	94,104	2	3,391	4%	3.6	Fry's, Wendy's, UPS, Edward Jones, Starbucks
The Shops at Dove Valley Ranch	4705 E. Carefree Highway	85331	59,880	9	20,202	34%	3.9	BMO Harris, Leslie's Pool Supplies, Dentistry
El Planeque	6450 E. Cave Creek Rd	85331	13,753	3	2,338	17%	4.0	
6147 Building	6147 E. Cave Creek Rd	85331	3,400	1	3,400	100%	4.4	
Free Standing Building	38246 N. Hazelwood Circle	85331	3,000	1	3,000	100%	4.4	
Lone Mountain Landing	Lone Mtn. Rd & Cave Creek Rd.	85331	34,720	6	10,162	29%	4.9	Tutor Time, Foothills Academy
Tuscany Village	30845 N. Cave Creek Rd	85331	40,743	11	18,060	44%	5.2	Electric Eel Restaurant, Best Pal's Preschool
The Shoppes at Cave Creek	6268 E. Cave Creek Rd	85331	18,043	7	10,588	66%	5.8	
Tatum Ranch Crossing	29834 N. Cave Creek Rd	85331	89,463	4	10,827	12%	6.0	Safeway, Taco Bell, Jack in the Box
Day Care Property	29858 N. Tatum Blvd	85331	8,475	3	8,475	100%	6.1	
Shops at Tatum Ranch	29850 N. Tatum Blvd	85331	18,823	3	4,390	23%	6.1	Pizza Hut, Dive Tanning Studio, Martial Arts
Tatum Ranch Center	29805 N. Cave Creek Blvd	85331	15,000	1	1,900	13%	6.1	Einstein Bros., Dentist, Animal Hospital
Tatum Plaza	29455 N. Cave Creek	85331	104,619	3	3,500	3%	6.3	Fry's, Wells Fargo, McDonald's, Hi-Health
NNEC Dynamite Blvd & Tatum Blvd	28255 N. Tatum Blvd	85331	9,189	2	2,455	27%	6.5	BMO Harris, Summit Health, Azalea Dentistry
Shops at Dynamite & Tatum	28325 N. Tatum Blvd	85331	14,505	4	6,033	42%	6.5	Leslie's Pool Supplies, Rosatti's Pizza
Shops at Dynamite Creek	28248 N. Tatum Blvd	85331	68,541	8	16,917	25%	6.7	Ace Hardware, Barro's, State Farm, Shell
Subject Property	34155 N. Scottsdale Rd	85266	17,328	1	17,328	100%	0.0	Former Medical/Dental Clinic
Scottsdale Bank Branch	34252 N. Scottsdale Road	85266	10,000	1	10,000	100%	0.2	former bank branch
Scottsdale Westland	33747 N. Scottsdale Rd	85266	74,000	6	9,050	12%	0.3	Garden Office Park
Carefree 60	34597 N. 60th Street	85266	14,517	2	7,765	53%	2.2	
Carefree Business Center	7202 E. Carefree Drive	85377	13,619	1	1,325	10%	2.4	
One Carefree Place	36600 Sidewinder B-10,11	85377	7,247	2	2,453	34%	2.5	
Carefree Office Center	7518 E. Elbow Bend Rd	85377	15,734	3	3,169	20%	2.7	
Sundance Gardens	7301 E. Sundance Trail	85377	26,650	1	2,282	9%	2.8	
Montana Vista - Bldg. 1	7208 E. Cave Creek Rd	85331	12,000	2	3,688	31%	2.9	
Pima Norte	36600 N. Pima Road	85377	43,560	10	20,155	46%	3.9	
Office Building	37608 N. Cave Creek Road	85331	8,112	1	400	5%	4.8	
Tatum Ranch Medical Plaza	30012 N. Cave Creek Rd	85331	13,761	2	3,999	29%	5.9	
Tatum Highlands	26224 N. Tatum Blvd	85050	32,871	5	13,340	41%	7.8	Medical & Dental
Village at Troon North - Phase I-Bldg	10011 - 10025 E. Dynamite Blvd	85262	11,593	1	885	8%	8.1	
TOTAL			1,889,368	198	387,354	21%		

Sources: Colliers International; Whitestone REIT; Commercial Properties Incorporated (CPI); Diamond Pacific Investments, Inc.; Velocity Retail Group; Volt Real Estate Services; North Bay Commercial; ESCEE Commercial Properties; Plaza Companies; The Hogan Group; Sperry Van Ness; CBRE; Strategic; HURD Realty; Gilligan Commercial LLC; Westwood Financial Corp.; Donahue Shriber; De Rito Partners Inc.; Cushman & Wakefield; LoopNet.com; Elliott D. Pollack & Co.; LandisCor; Maricopa County Assessor



2.4 Conclusions

There is a significant amount of vacant available commercial space within a very short distance of the subject site in established retail centers and there is no apparent demand for more space for the foreseeable future. While it is understandable that the City of Scottsdale desires to expand its commercial retail inventory, the development of retail shopping centers does not necessarily lead to additional retail sales, particularly when retail vacancy rates are at high levels. Retail sales originate from the spending of a community's residents, meaning there is a finite amount of spending that can occur based on the size of the resident population. Additional residents in proximity to commercial assets would lead to higher retail sales activity.

We would advise Scottsdale to work to strengthen its existing retail real estate assets as opposed to protecting potential future commercial centers where they are not warranted or demanded. In the end, the addition of new retail centers in a community may have no effect on growing retail sales and may only disperse sales among competing shopping centers. A viable alternative strategy is to support and strengthen existing retail establishments where they are clearly demanded. This includes promoting residential development to support the retail base.



ATTACHMENT #9
Applicant's Citizen Involvement Report
3-GP-2014: El Regalo

Reynolds, Taylor

From: Niederer, Keith
Sent: Friday, August 29, 2014 7:51 AM
To: Reynolds, Taylor
Subject: FW: El Regalo

fyi

From: Michele Hammond [<mailto:mh@brrlawaz.com>]
Sent: Thursday, August 28, 2014 5:33 PM
To: Niederer, Keith
Cc: Alex Stedman
Subject: El Regalo

Keith:

Alex just called and he wanted me to send you a quick email regarding the El Regalo Citizen Review Report. There has been no inquiries since our submittals in May/June, so therefore, we have no updates to the report. Please just continue to use the report we submitted with the first submittal. Thank you!

Michele Hammond

Principal Planner
BERRY RIDDELL & ROSENSTEEL LLC
6750 E. Camelback Road, Suite 100
Scottsdale, Arizona 85251
602-463-4081 cell
480-385-2753 direct
480-385-2757 fax
mh@brrlawaz.com

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Overview

This Citizen Review Report is being performed in association with a Major General Plan Amendment and Rezoning request to develop a single-family residential community of 17 lots on a 5.1+/- gross acre site located north of the northeast corner of Scottsdale Road and Westland Drive, just south of the Boulders community. The applicant is seeking to modify the General Plan from Commercial to Suburban and rezone from C-2 ESL to R-4 PCD ESL. The proposed site plan is consistent with the previous approval to the south (Boulders Villas) and adjacent zoning to the east.

The entire project team is sensitive to the importance of neighborhood involvement and creating a positive relationship with property owners, residents, business owners, homeowners associations, and other interested parties. Communication with these parties will be ongoing throughout the process. Efforts on compiling stakeholders and preparing for the neighborhood outreach began prior to the application filing and will continue throughout the process.

Community Involvement

Surrounding property owners were noticed via first class mail regarding the project. The distribution of this notification met the City's requirements as specified in the Citizen Review Checklist. This notification contained information about the project, as well as contact information to receive additional information, and the opportunity to give feedback. The notification also contained information regarding a neighborhood Open House Meeting to learn more about the project which took place on May 7th, 2014 at Christ the Lord Lutheran Church (9205 E. Cave Creek Road).

The development team who attended the open house meeting included a representative from Taylor Morrison, LVA Design and Berry, Riddell & Rosensteel. Six interested neighbors attended the Open House Meeting. They were generally supportive of the project. Questions were raised regarding construction timing, phasing, pricing and square footage. No comment cards were submitted.

A vital part of the outreach process is to allow people to express their concerns and understand issues and attempt to address them in a professional and timely matter. As previously stated the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project.

Attachments:

Notification letter
Notification list
Affidavit of posting
Sign-in sheets

TaylorMorrison

Phoenix Division

9000 East Pima Center Parkway
Suite 350
Scottsdale, AZ 85258
p. (480) 344-7000
f. (480) 344-7001
taylormorrison.com

TM HOMES OF ARIZONA, INC
ROC #179178 B

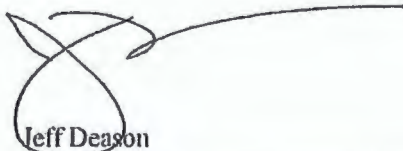
Dear Neighbor:

Taylor Morrison would like to inform you of a proposed single-family, luxury, gated residential community, consisting of 17 lots on a 5.1+/- acre parcel located north of the northeast corner of Scottsdale Road and Westland Drive, just south of the Boulders community. The application is seeking to remove the commercial zoning component and proposes residential zoning and site plan that is consistent with both the recently approved site plan for El Regalo (formerly known as Boulders Villas) and the adjacent zoning to the east. This proposal along with the 2013 approval for El Regalo would bring the development to a total of 21.5+/- acres with 57 lots. The application includes a General Plan Amendment from the Commercial land use designation to the Suburban Neighborhoods land use designation and a downzoning from C-2 PCD ESL to R-4 PCD ESL to support the proposed single family residential community.

We are pleased to invite you to attend an open house to discuss our proposal. The open house will be held at Christ The Lord Lutheran Church located at 9205 E. Cave Creek Road (east of Pima), from 6:00 p.m. to 7:00 p.m. on Wednesday, May 7th.

If you have any questions, please contact Alex Stedman at LVA Urban Design Studio, 480-994-0994. The City of Scottsdale Project Coordinator for this project is Keith Niederer, who can be reached at 480-312-2953. Thank you.

Sincerely,



Jeff Deason
Land Planning & Development Manager



SITE DATA



PROPOSED GENERAL PLAN AMENDMENT
& REZONING BOUNDARY



PREVIOUSLY APPROVED
(NOT PART OF THIS APPLICATION)

SITE AREA: 5.3 ACRES (+/-)
EXISTING ZONING: C-2 PCD ES (COMMERCIAL)
PROPOSED ZONING: R-4 PCD ES (RESIDENTIAL)
PROPOSED # OF LOTS: 17
GROSS DENSITY: 3.2 DU/AC
PROPOSED DEV. STANDARDS:
MAX. BUILDING HEIGHT: 24' FROM FINISHED
FLOOR & LIMITED TO 1-STORY
SCOTTSDALE BOND SCENIC CORRIDOR SETBACK:
-75' AVG.
-50' MIN.

taylor
morrison

Homes Inspired by You



LVA urban design studio
land planning • engineering • landscape architecture
1300 South Redwood
Suite 100, Phoenix, AZ 85026
phone: 602.954.1071
www.lva-design.com

EL REGALO by TAYLOR MORRISON HOMES

PRELIMINARY SITE PLAN - PROPOSED PLAN

SCALE: 1" = 200'
DATE: 10/1/2013
PROJECT NO.: 1201
DRAWN BY: JH
REVIEWED BY: JH
DESIGNED BY: JH
CHECKED BY: JH
APPROVED BY: JH
TAYLOR MORRISON HOMES, LLC
1400 West McDowell Road, Suite 100, Phoenix, AZ 85007
www.taylor-morrison.com

Taylor Morrison/ El Regalo – Neighborhood Meeting

May 7, 2014

Sign-in Sheet

[illegible]

Taylor Morrison/ El Regalo – Neighborhood Meeting

May 7, 2014

Sign-in Sheet

[illegible]



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:

257. PA. 2014

Project Name:

El Regalo

Location:

NEC of Scottsdale Rd. & Westland Dr.

Site Posting Date:

4/28/14

Applicant Name:

LVA Urban Design Studio

Sign Company Name:

Dynamite Signs, Inc.

Phone Number:

480-585-3031

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

Applicant Signature

Date

4.28.14

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 28th day of April 2014



ELIZABETH A. INGRAHAM
Notary Public - State of Arizona
PINAL COUNTY
My Commission Expires
September 27, 2016

Elizabeth A. Ingraham
Notary Public

My commission expires: Sept. 27, 2016

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: Wednesday, May 7, 2014
Time: 6:00 - 7:00pm
Location: Christ The Lord Lutheran Church
9205 E. Cave Creek Road, Carefree, AZ

Site Address: NEC of Scottsdale Road & Westland Drive

Project Overview:

- Description of Request: General Plan Amendment from "Commercial" to "Suburban Neighborhoods" and land use designation and downzoning from C-2 PCD ESL to R-4 PCD ESL.
- Description of Project and Proposed Use: Applicant is requesting GPA and Rezoning of 5.1 +/- acres with 17 lots
- Site Acreage: 5.1 +/- acres
- Site Zoning: C-2 PCD ESL (existing) to R-4 PCD ESL (proposed)

Applicant Contact:

Alex Stedman 480-994-0994
LVA Urban Design Studio
astedman@lvadesign.com

City Contact:

Keith Niederer 480-312-2953
kniederer@scottsdaleaz.gov

Pre-Application #:

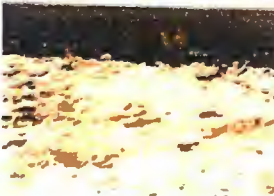
Available at City of Scottsdale: 480-312-7000

After submittal, project information is available at:

www.scottsdaleaz.gov/projects/ProjectsInProcess

Posting Date:
4/28/14

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



04/28/2014 08:22:28

Owner	MAIL_ADDR1	MAIL_ADDR2	MAIL_CITY	MAIL_STA	MAIL_ZIP	MAIL_COU	APN
WIND P1 MORTGAGE BORROWER LLC	345 PARK AVENUE		NEW YORK	NY	101540004	USA	21633795
WIND P1 MORTGAGE BORROWER LLC	345 PARK AVENUE		NEW YORK	NY	101540004	USA	21633798
OWNERS ASSOCIATION OF BOULDERS SCOTTSDALE	8360 E VIA DE VENTURA STE L100		SCOTTSDALE	AZ	85258	USA	21648490
OWNERS ASSOCIATION OF BOULDERS SCOTTSDALE	8360 E VIA DE VENTURA STE L100		SCOTTSDALE	AZ	85258	USA	21648491
OWNERS ASSOCIATION OF BOULDERS SCOTTSDALE	8360 E VIA DE VENTURA STE L100		SCOTTSDALE	AZ	85258	USA	21648493
WHITESTONE TERRAVITA MARKETPLACE LLC	2600 S GESSNAER RD #500		HOUSTON	TX	77063	USA	21649003P
DRAPER LONNY	42237 N SPUR CROSS RD		CAVE CREEK	AZ	85331	USA	21648495A
DRAPER LONNY	42237 N SPUR CROSS RD		CAVE CREEK	AZ	85331	USA	21648496A
DENNIS LYON FAMILY LIMITED PARTNERSHIP	6116 N 38TH ST		PARADISE VALLEY	AZ	85253	USA	21648497
KEMF MI 2 LLC	PO BOX 10392		PHOENIX	AZ	85064	USA	21648498
BRE/BOULDERS EXPANSION LLC	34631 N TOM DARLINGTON DR		CAREFREE	AZ	85377	USA	21648499
RESCH ANNE	7038 E WHISPERING MESQUITE TRL		SCOTTSDALE	AZ	85262	USA	21650666
CHERRY CARTER/SUSAN D	8 SANTA ANA LOOP		PLACITAS	NM	87043	USA	21650667
GODFREY RICHARD/KATHRYN	1456 WILLIAM AVE		NORTH VAN COU	BC	V7L 4G5	CANADA	21650668
WILSON DAVID J/CATHERINE M	7056 E WHISPERING MESQUITE TR		SCOTTSDALE	AZ	85266	USA	21650669
BACKNER TOM	7062 E WHISPERING MESQUITE TRL		SCOTTSDALE	AZ	85262	USA	21650670
ERIC D MARSTON AND BONITA J MARSTON REV L TR	7068 E WHISPERING MESQUITE TRL		SCOTTSDALE	AZ	85266	USA	21650671
PENCAK ROBERT E/MARY ANN	7074 E WHISPERING MESQUITE TRL		SCOTTSDALE	AZ	85262	USA	21650672
LORIENTE GEORGE/SUZANNE TR	1303 BATEY PL		HARBOR CITY	CA	90710	USA	21650673
EKER HARVEY	34125 BOULDERS PKWY		SCOTTSDALE	AZ	85262	USA	21648370
RESSEGUIE KATHRYN E TR	34149 N BOULDERS PARKWAY		SCOTTSDALE	AZ	85262	USA	21648371
PRINE ANNE M/WILLIAM DAVID	32531 N SCOTTSDALE RD STE 105	PMB 206	SCOTTSDALE	AZ	85266	USA	21648372
CHESTER ROBERT N/ANNETA TR	P O BOX 199		ZEPHYR COVE	NV	894480199	USA	21648373
BOULDERS JOINT VENTURE	9000 E PIMA CTR PKWY 300		SCOTTSDALE	AZ	85258	USA	21648500
BOULDERS JOINT VENTURE	9000 E PIMA CTR PKWY 300		SCOTTSDALE	AZ	85258	USA	21648501
MAZZOCCHI PATRICIA W TR	7155 E CANYON WREN CIR		SCOTTSDALE	AZ	85262	USA	21650683
HURST PAUL/BRENDA	142 DOUGLAS WOODS HILL SE		CALGARY	AB	T2Z3B2	CANADA	21650684
BAINES KENNETH W/DORIS C TR	7143 E CANYON WREN CIR		SCOTTSDALE	AZ	85266	USA	21650685
ALEXANDER PATRICIA K/STUART H	7137 E CANYON WREN CIR		SCOTTSDALE	AZ	852667004	USA	21650686
GILLENWATER FAMILY INVESTMENTS LIMITED PARTNE	34305 N SCOTTSDALE RD		SCOTTSDALE	AZ	85262	USA	21650687
STEVENS LORRAINE ELEANOR	7125 E CANYON WREN CIR		SCOTTSDALE	AZ	85266	USA	21650688
SISSINGH GORDON/ANGELA ROSE MARIE	7119 E CANYON WREN CIR		SCOTTSDALE	AZ	85266	USA	21650689
SCHLEIBACH WILHELM/ANNE DORRIT	11 HAWKS WAY		STAINES MIDDLESEX			ENGLAND 1	21650690
BRUSSEL MARVIN A/HARRIET	36 BARRISTER ST		CLIFTON	NJ	7013	USA	21650691
1590243 ONTARIO LTD	1991 CARSCADDEN CHASE		MISSISSAUGA	ON	L4W3R8	CANADA	21650692
ARMITAGE JEANNE E	7063 E SLEEPY OWL WY		SCOTTSDALE	AZ	85262	USA	21650693
OWNERS ASSN OF BOULDERS CAREFREE	8360 E VIA DE VENTURA STE L100		SCOTTSDALE	AZ	85258	USA	21648385
OWNERS ASSN OF BOULDERS SCOTTSDALE	8360 E VIA DE VENTURA STE L100		SCOTTSDALE	AZ	85258	USA	21648387
OWNERS ASSN OF BOULDERS SCOTTSDALE	8360 E VIA DE VENTURA STE L100		SCOTTSDALE	AZ	85258	USA	21648388
KISALA CHRISTINA J	7067 E BRILLIANT SKY DR		SCOTTSDALE	AZ	85262	USA	21650705
BRENNEN JOHN WAYNE	7073 E BRILLIANT SKY DR		SCOTTSDALE	AZ	85262	USA	21650706

SEMMENS JOEL	2703 4TH AVE NW	CALGARY	AB	T2N2L1	CANADA	21650707
CARSON W HOWARD JR/PAMELA SUE	7254 JOSIAH CT	INDIANPOLIS CT	IN	46259	USA	21650708
CAIN HELEN	7058 E BRILLIANT SKY DR	SCOTTSDALE	AZ	85266	USA	21650709
OHLLINGER GLEN/SYLVA	9439 101 ST	EDMONTON	AB	TSK OW5	CANADA	21650710
WEUVE ARNOLD R/ELINOR A	7046 E BRILLIANT SKY DR	SCOTTSDALE	AZ	85266	USA	21650711
SALETIC DOLOROS D TR	6906 117TH DR NORTHEAST	KIRKLAND	WA	98033	USA	21650712
KLEIN-POTTER FAMILY TRUST	2120 TARTAN CT	WHEATON	IL	60187	USA	21650716
BURNS BRUCE G	2200 4TH AVE	SEATTLE	WA	98121	USA	21650730
RUHLE ROGER B/ELIZABETH L TR	7149 E NIGHT GLOW CIR	SCOTTSDALE	AZ	85266	USA	21650731
THOMSON MARY JANE TR	7143 E NIGHT GLOW CIRCLE	SCOTTSDALE	AZ	85266	USA	21650732
PAWLICKI ANTHONY J	6625 N NOKOMIS	LINCOLNWOOD	IL	60712	USA	21650733
MUELLER JOHN H/ELENA	2389 SOURWOOD DR	PHOENIX	NY	13135	USA	21650734
TERRAVITA COMMUNITY ASSOCIATION INC	34109 N 69TH WAY	SCOTTSDALE	AZ	85262	USA	21650735
TERRAVITA COMMUNITY ASSOCIATION INC	34109 N 69TH WAY	SCOTTSDALE	AZ	85262	USA	21650736
TERRAVITA COMMUNITY ASSOCIATION INC	34109 N 69TH WAY	SCOTTSDALE	AZ	85262	USA	21650739
BOULDERS JOINT VENTURE	9000 E PIMA CTR PKWY 300	SCOTTSDALE	AZ	85258	USA	21648405N
TERRAVITA COMMUNITY ASSOCIATION INC	34109 N 69TH WAY	SCOTTSDALE	AZ	85262	USA	21649035A
TERRAVITA COMMUNITY ASSOCIATION INC	34109 N 69TH WAY	SCOTTSDALE	AZ	85262	USA	21649252B
POWERS-HASH CARIE L	7086 E WHISPERING MESQUITE TRL	SCOTTSDALE	AZ	85262	USA	21650674
MB RENTALS LLC	PO BOX 386	CRESTED BUTTE	CO	81224	USA	21650675
FRED AND ELLEN GEIGER FAMILY TRUST	7083 E WHISPERING MESQUITE TRAIL	SCOTTSDALE	AZ	85266	USA	21650676
NEWELL JOHN II/APRIL TR	34219 N 71ST WY	SCOTTSDALE	AZ	85282	USA	21650677
WITT WILLIAM EDWARD	9309 LOCH GLEN CT	VILLAGE OF LAKE	IL	60014	USA	21650678
GIMBER FRANK/CLAIRE	34171 N 71ST WY	SCOTTSDALE	AZ	85262	USA	21650679
LONTKOWSKI SANDRA	34165 N 71ST WY	SCOTTSDALE	AZ	85266	USA	21650680
BIERD JON A	17727 HARNEY ST	OMAHA	NE	68118	USA	21650681
STERNTHAL LEWIS/BETSY	515 JENNIFER DR	DRESHER	PA	19025	USA	21650682
DRAPER LONNY	42237 N SPUR CROSS RD	CAVE CREEK	AZ	85331	USA	21648405U
OWNERS ASSOCIATION OF BOULDERS SCOTTSDALE	8360 E VIA DE VENTURA STE L100	SCOTTSDALE	AZ	85258	USA	21648284A
TERRAVITA COMMUNITY ASSOCIATION INC	34109 N 69TH WAY	SCOTTSDALE	AZ	85262	USA	21650740
TERRAVITA COMMUNITY ASSOCIATION INC	34109 N 69TH WAY	SCOTTSDALE	AZ	85262	USA	21650741
TERRAVITA COMMUNITY ASSOCIATION INC	34109 N 69TH WAY	SCOTTSDALE	AZ	85262	USA	21650742
TERRAVITA COMMUNITY ASSOCIATION INC	34109 N 69TH WAY	SCOTTSDALE	AZ	85262	USA	21650743
JANDA CHARLES T/FRANCES	7035 EXETER DR	OAKLAND	CA	94611	USA	21648284B
WESTGARD PAUL R/KATHLEEN C	PO BOX 1205	CAREFREE	AZ	85377	USA	21648285
VARALLO GREGORY V/CATHERINE	7338 E HIGH POINT DR	SCOTTSDALE	AZ	85262	USA	21648286
TREMAIN ROBERT A/ANNE W	7354 E HIGH POINT DR	SCOTTSDALE	AZ	85262	USA	21648287
FISHBACH PHILIP D	6 LANDSDOWNE LN	ROCHESTER	NY	14618	USA	21648288
WIND P1 MORTGAGE BORROWER LLC	345 PARK AVENUE	NEW YORK	NY	101540004	USA	21648424E
ELLIOTT FARMS INC	55710-880 RD	HARTINTON	NE	68739	USA	21650694
MARKLAND ARNE K/JEAN A	7111 E SLEEPY OWL WAY	SCOTTSDALE	AZ	85262	USA	21650695
GRIDER RONALD W/CRAIG MYRNA B	7114 E SLEEPY OWL WY	SCOTTSDALE	AZ	85266	USA	21650696

SLAKER JAMES C/CAROL	7108 E SLEEPY OWL WAY	SCOTTSDALE	AZ	85262 USA	21650697
DAYE WILLIAM P	34 MARLBORO RD	EDMONTON	AB	T6J 2C6 CANADA	21650698
DAMICO DENISE M/MICHAEL A TR	8 CHAMPLAIN RD	SOUTH BARRING	IL	60010 USA	21650699
CHRISTINE R YARABEK FAMILY TRUST	4365 COMPTON WY	BLOOMFIELD HIL	MI	48302 USA	21650700
RICHELE A SOJA TRUST	6409 BRENTON LAKES DR	WILLOWBROOK	IL	60527 USA	21650701
REILLY GEORGE J/DOREEN TR	7049 E BRILLIANT SKY DR	SCOTTSDALE	AZ	85262 USA	21650702
WEINER STUART/MARIA TRECCAPALLI	6351 ROSE BLVD	WEST BLOOMFIE	MI	48322 USA	21650703
ROBERT G KINNEY REVOCABLE TRUST	16 BEACON HILL LN	GREENWOOD VII	CO	80111 USA	21650704
WIND P1 MORTGAGE BORROWER LLC	345 PARK AVENUE	NEW YORK	NY	101540004 USA	21648424F
WIND P1 MORTGAGE BORROWER LLC	345 PARK AVENUE	NEW YORK	NY	101540004 USA	21648424G
BIANCO RALPH D	7008 E CANYON WREN CIR	SCOTTSDALE	AZ	85266 USA	21650722
WELTY MATTHEW D/JANE R	7128 E NIGHT GLOW CR	SCOTTSDALE	AZ	85262 USA	21650723
AGELOFF ALLRED FAMILY REVOCABLE TRUST	7134 E NIGHT GLOW CIR	SCOTTSDALE	AZ	85266 USA	21650724
PAYNTER WILLIAM B III/SUE A	7140 E NIGHT GLOW CIR	SCOTTSDALE	AZ	85266 USA	21650725
KOWALCZYK MONTY/LOUISE G	7146 E NIGHT GLOW CIR	SCOTTSDALE	AZ	85262 USA	21650726
SELLON ROBERT V/VIRGINIA C	PO BOX 27	RANDOLPH	NE	68771 USA	21650727
JOHNSON DAVID R/JOHNSON ELLEN K	7164 E NIGHT GLOW CIR	SCOTTSDALE	AZ	85266 USA	21650728
STEFFEN PHIL/JOELLEN	7346 E ROCKVIEW RD	SCOTTSDALE	AZ	85266 USA	21648307
GUNN ELIZABETH A /WILLIAM C	7328 ROCK VIEW	SCOTTSDALE	AZ	85262 USA	21648308
FEDERATED MUTUAL INSURANCE CORP	121 E PARK SQUARE	OWATONNA	MN	55060 USA	21648309
BARLOW JOHN F/MARY JUDITH	34 COMPTON CT	PRAIRIE VILLAGE	KS	66208 USA	21648310
OWNERS ASSN OF BOULDERS SCOTTSDALE	8360 E VIA DE VENTURA STE L100	SCOTTSDALE	AZ	85258 USA	21648324
OWNERS ASSN OF BOULDERS SCOTTSDALE	8360 E VIA DE VENTURA STE L100	SCOTTSDALE	AZ	85258 USA	21648325
BLACK MOUNTAIN GOLF CLUB INC	34522 N SCOTTSDALE RD	SCOTTSDALE	AZ	85266 USA	21649974
SCHMIDT RONALD V/LILA J TR	272 GOLDEN HILLS DR	PORTOLA VALLEY	CA	94028 USA	21648476
MISHEL BORIS/NARELLE	P O BOX 484	MEDINA	WA	98039 USA	21648477
THOMPSON CLYDE E/NAN M	59 GOLDEN EAGLE RD	GREENWOOD VII	CO	80121 USA	21648478
LAUFMAN ANDREA S/HERBERT S/ELAYNE M	1820 E EAGLE CLAW DR	CAREFREE	AZ	85377 USA	21648479
WINDHAM CYNTHIA J TR	6458 FIREBRAND ST	LOS ANGELES	CA	90045 USA	21648480
BLAIR JAMES R/DONNA R	1645 THE ALAMEDA	SAN JOSE	CA	95126 USA	21648481
ANTHONY WILLIAM L TR	P O BOX 2003	CAREFREE	AZ	85377 USA	21648482
RYDER A PATRICK/MICKEL KATHRYN MARY	7278 E SHITEHORN CIR	SCOTTSDALE	AZ	85262 USA	21648483
CHERMAK SUSAN A	7302 E WHITEHORN CIR	SCOTTSDALE	AZ	85266 USA	21648484
TAYLOR/MORRISON ARIZONA INC	9000 E PIMA CENTER PKWY NO 350	SCOTTSDALE	AZ	85258 USA	21650808
TAYLOR/MORRISON ARIZONA INC	9000 E PIMA CENTER PKWY NO 350	SCOTTSDALE	AZ	85258 USA	21650809
TAYLOR/MORRISON ARIZONA INC	9000 E PIMA CENTER PKWY NO 350	SCOTTSDALE	AZ	85258 USA	21650810
TAYLOR/MORRISON ARIZONA INC	9000 E PIMA CENTER PKWY NO 350	SCOTTSDALE	AZ	85258 USA	21650811
TAYLOR/MORRISON ARIZONA INC	9000 E PIMA CENTER PKWY NO 350	SCOTTSDALE	AZ	85258 USA	21650812
TAYLOR/MORRISON ARIZONA INC	9000 E PIMA CENTER PKWY NO 350	SCOTTSDALE	AZ	85258 USA	21650813
TAYLOR/MORRISON ARIZONA INC	9000 E PIMA CENTER PKWY NO 350	SCOTTSDALE	AZ	85258 USA	21650814
TAYLOR/MORRISON ARIZONA INC	9000 E PIMA CENTER PKWY NO 350	SCOTTSDALE	AZ	85258 USA	21650816
TAYLOR/MORRISON ARIZONA INC	9000 E PIMA CENTER PKWY NO 350	SCOTTSDALE	AZ	85258 USA	21650817

PMB 120

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**SCOTTSDALE PLANNING COMMISSION
KIVA-CITY HALL
3939 DRINKWATER BOULEVARD
SCOTTSDALE, ARIZONA**

WEDNESDAY, OCTOBER 22, 2014

DRAFT SUMMARIZED MEETING MINUTES

PRESENT: Ed Grant, Chair
Michael Edwards, Vice Chair
Matt Cody, Commissioner
David Brantner, Commissioner
Ali Fakh, Commissioner
Larry S. Kush, Commissioner
Michael J. Minnaugh, Commissioner

STAFF:	Tim Curtis	Taylor Reynolds
	Sherry Scott	Ross Cromarty
	Bryan Cluff	Jesus Murillo
	Keith Niederer	Doris McClay
	Kira Wauwie	Meredith Tessier
	Adam Yaron	Brandon Lebovitz

CALL TO ORDER

Chair Grant called the regular session of the Scottsdale Planning Commission to order at 5:02 p.m.

ROLL CALL

A formal roll call was conducted confirming members present as stated above.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission website at:
www.scottsdaleaz.gov/boards/PC.asp

MINUTES REVIEW AND APPROVAL

1. Approval of October 8, 2014 Regular Meeting Minutes including Study Session.

COMMISSIONER BRANTNER MOVED TO APPROVE THE OCTOBER 8, 2014 REGULAR MEETING MINUTES, INCLUDING THE STUDY SESSION, SECONDED BY COMMISSIONER CODY, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).

WITHDRAWN

2. 5-GP-2014 Greasewood Flat
3. 11-ZN-2014 Greasewood Flat

EXPEDITED

4. 3-TA-2014 Service Residential (S-R) Text Amendment
5. 5-AB-2014 Cochise Estates
6. 12-GP-2013 Graythorn
7. 21-ZN-2004#2 Graythorn

ITEM NO'S. 4 - 7; RECOMMENDED CITY COUNCIL APPROVE CASES 3-TA-2014, 5-AB-2014, 12-GP-2013 & 21-ZN-2004#2, MOTION BY COMMISSIONER BRANTNER, PER THE STAFF RECOMMENDED STIPULATIONS FINDING THAT THE PLANNED COMMUNITY (P-C) DISTRICT CRITERIA HAVE BEEN MET, AFTER DETERMINING THAT THE PROPOSED ABANDONMENT, TEXT AND ZONING MAP AMENDMENTS ARE CONSISTENT AND CONFORM WITH THE ADOPTED GENERAL PLAN, SECONDED BY COMMISSIONER CODY. THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).

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REGULAR

8. 2-GP-2014 The Reserve at Pinnacle Peak Patio

9. 9-ZN-2014 The Reserve at Pinnacle Peak Patio

ITEM NO'S 8 & 9; RECOMMENDED CITY COUNCIL APPROVE CASES 2-GP-2014 AND 9-ZN-2014, MOTION BY COMMISSIONER KUSH, PER THE STAFF RECOMMENDED STIPULATIONS, AND AFTER DETERMINING THAT THE PROPOSED ZONING MAP AMENDMENTS IS CONSISTENT AND CONFORM WITH THE ADOPTED GENERAL PLAN, SECONDED BY BY COMMISSIONER CODY. THE MOTION CARRIED UNANIMIOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).

Jim Davis, Anne Christensen, Debra Wichterman, James Wichterman and Jim Christensen had written comments regarding these items.

Jim Davis, Robert Cappel, James, Wichterman, Jim Christensen, Howard Myers and Ewin Billingsley spoke regarding these items.

10. 3-GP-2014 El Regalo

11. 10-ZN-2014 El Regalo

ITEM NO'S 10 & 11; RECOMMENDED CITY COUNCIL APPROVE CASES 3-GP-2014 AND 10-ZN-2014, MOTION BY COMMISSIONER BRANTNER, PER THE STAFF RECOMMENDED STIPULATIONS, FINDING THAT THE PLANNED COMMUNITY (PC) DISTRICT CRITERIA HAVE BEEN MET AND AFTER DETERMINING THAT THE PROPOSED ZONING MAP AMENDMENTS AND DEVELOPMENT PLAN ARE CONSISTENT AND CONFORM WITH THE ADOPTED GENERAL PLAN, SECONDED BY COMMISSIONER CODY. THE MOTION PASSED WITH A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER FAKIH RECUSED HIMSELF.

Robert Cappel spoke regarding these items.

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www.scottsdaleaz.gov/boards/PC.asp

- 12. 4-GP-2014 Cavalliere Flat
- 13. 12-ZN-2014 Cavalliere Flat

ITEM NO'S 12 & 13; RECOMMENDED CITY COUNCIL APPROVE CASES 4-GP-2014 AND 12-ZN-2014, MOTION BY COMMISSIONER BRANTNER, PER THE STAFF RECOMMENDED STIPULATIONS, AND AFTER DETERMINING THAT THE PROPOSED ZONING MAP AMENDMENTS IS CONSISTENT AND CONFORM WITH THE ADOPTED GENERAL PLAN, SECONDED BY COMMISSIONER MINNAUGH. THE MOTION PASSED WITH A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER FAKIH RECUSED HIMSELF.

Jim Christensen, Anne Christensen, James Wichterman and Fares Alzubidi Had written comments.

Robert Cappel, Jim Christensen, James Wichterman, Deborah Wichterman and Howard Myers spoke regarding these items.

ADJOURNMENT

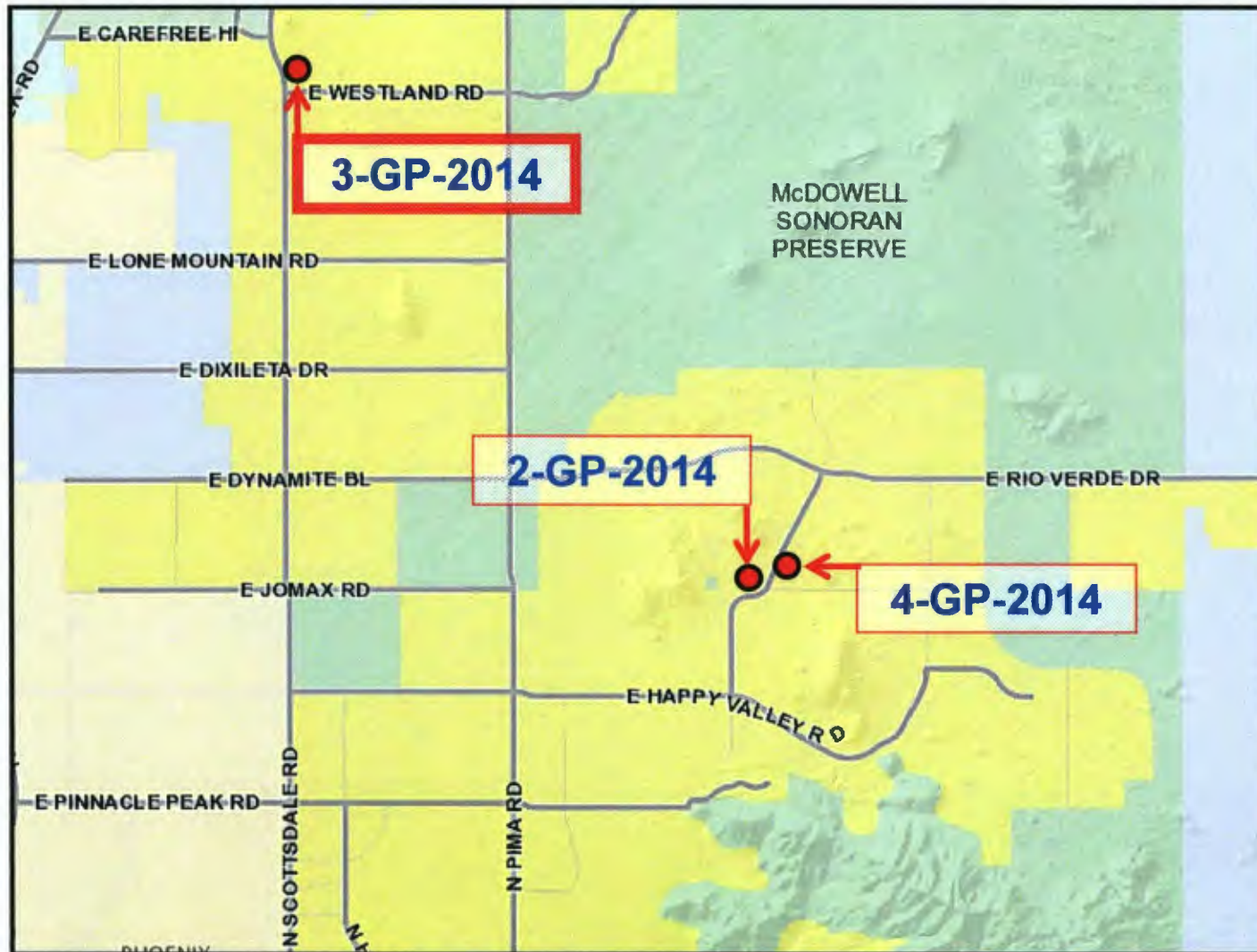
With no further business to discuss, the regular session of the Planning Commission adjourned at 7:02 p.m.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission website at:
www.scottsdaleaz.gov/boards/PC.asp

3-GP-2014 / 10-ZN-2014 El Regalo

City Council
Adoption Hearing
December 1, 2014

2014 Major General Plan Amendments – 3 Private Requests



3-GP-2014: El Regalo



CONTEXT AERIAL

3-GP-2014

3-GP-2014: El Regalo



CLOSE AERIAL

3-GP-2014

	To:	Group A	Group B	Group C	Group D	Group E
From:	Land Use Plan Category					
Group A	Rural Neighborhoods Natural Open Space		Yes	Yes	Yes	Yes
Group B	Suburban Neighborhoods			Yes	Yes	Yes
	Developed Open Space Cultural/Institutional or Public Use					
Group C	Urban Neighborhoods Resorts/Tourism	Yes				Yes
Group D	Neighborhood Commercial Minor Office Minor Employment	Yes	Yes			Yes
Group E	Commercial Office Employment Mixed Use Regional Use Overlay	Yes	Yes			

1. Change in Land Use Category

Applicants Proposal:
Amend the General Plan
Conceptual Land Use
Map from Commercial to
Suburban
Neighborhoods.

Applicants Request: 3-GP-2014

- Request for a major General Plan amendment to change the land use designation from Commercial to Suburban Neighborhoods on a 5.8 +/- acre site located north of the northeast corner of Scottsdale Road and Westland Drive.
- Companion Cases:
 - Rezoning: 10-ZN-2014

Applicants Request: 3-GP-2014

Existing Land Use Designation:
Commercial



Proposed Land Use Designation:
Suburban Neighborhoods



Land Use Map Legend



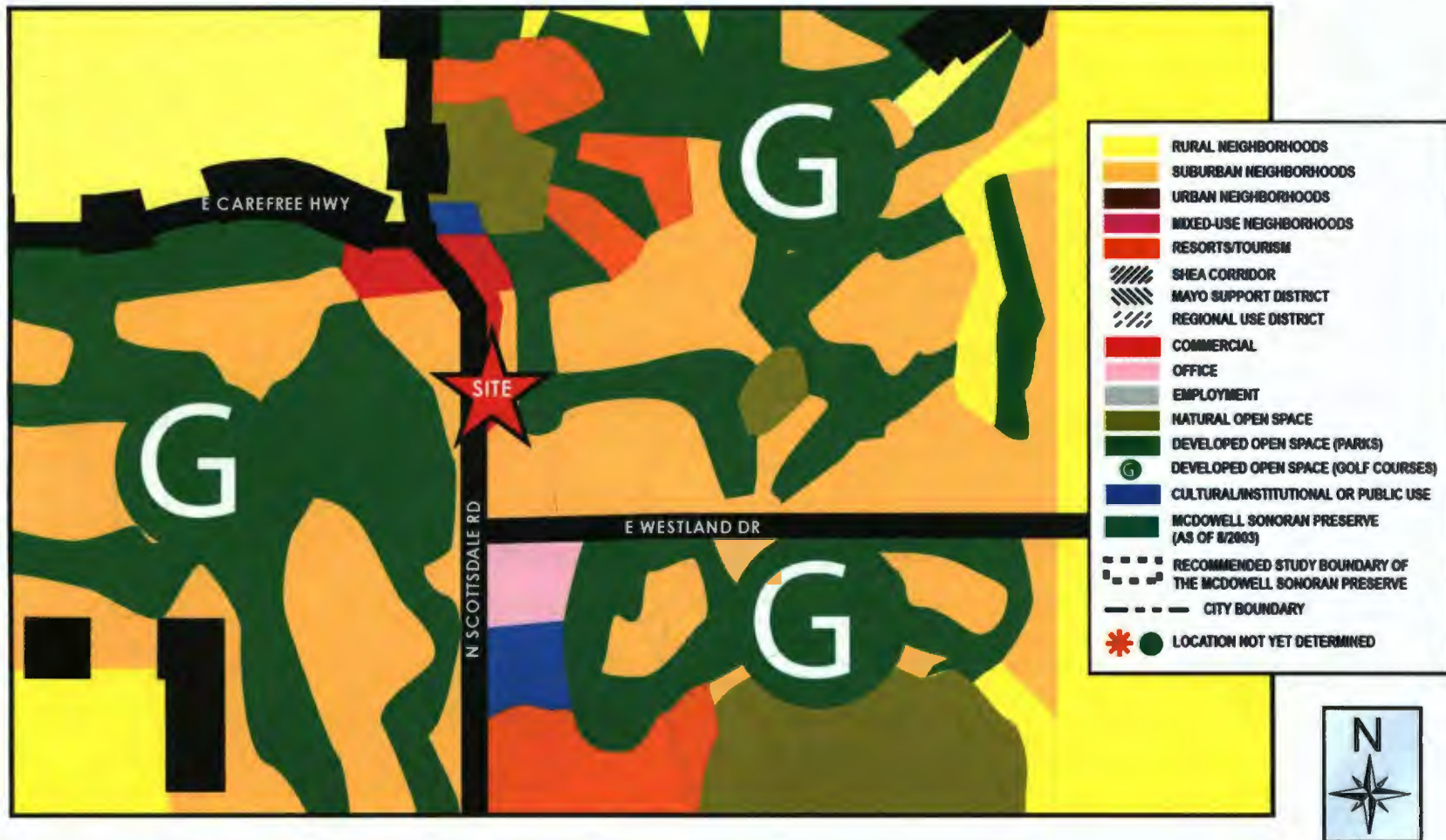
Applicant's Request:

A proposal for a Major General Plan Amendment to the City of Scottsdale 2001 General Plan to change the Land Use designation from Commercial to Suburban Neighborhoods on a 5.8 +/- acre site.

Key Considerations

- Compatibility with the surrounding land uses (Suburban Neighborhoods, Commercial, and Developed Open Space).
 - Surrounding residential densities
- The conversion of approximately six (5.8 +/-) acres of Commercial designated land to Suburban Neighborhoods will alter the amount of Commercial land uses designated both citywide, and within the northern portion of the Scottsdale.
 - Applicant's commercial market study
- Scenic Corridor dedication

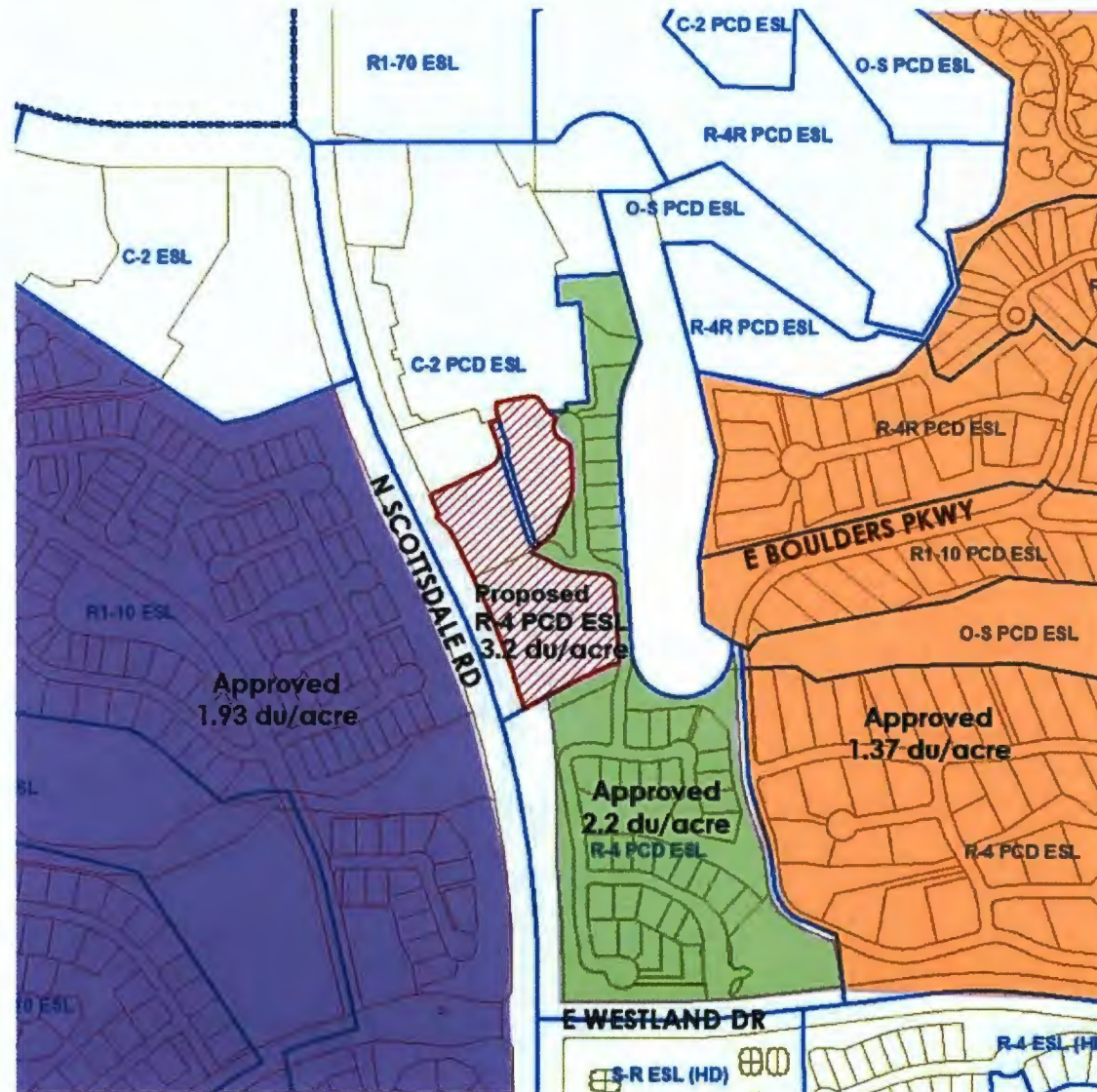
2001 General Plan Conceptual Land Use Map - CONTEXT



EXISTING LAND USE

3-GP-2014

Surrounding Residential Densities



Commercial Land Use

JENNY LYNN

CIRCLE MOUNTAIN

HONDA BOW

ROCKAWAY HILLS

DESERT HILLS

JOY RANCH

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY

LONE MOUNTAIN

DIXILETA

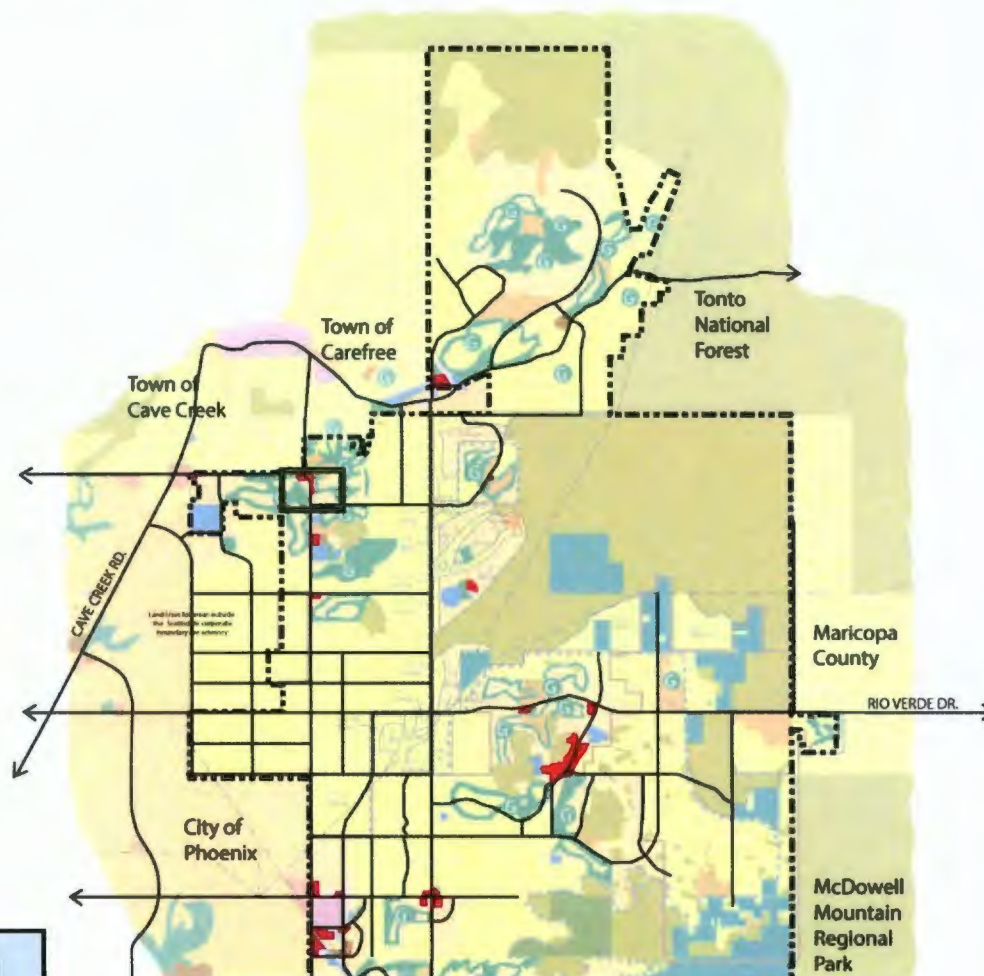
DYNAMITE

JOMAX

HAPPY VALLEY

PINNACLE PEAK

DEER VALLEY



- North Area Commercial:
365+/- acres (33% of Citywide Commercial)
- Proposed Commercial to Suburban Neighborhood:
5.8 +/- acres
- Reduction in North Area Commercial:
1.5%

Land Use & Market Study

- 2013 Citywide Land Use Assumptions Report
 - North Sub-Area projected to absorb 3,577+/- acres of residential land by 2013
 - 4% (162+/- acres) projected as Suburban Neighborhoods
- Commercial Vacancy Report – North Scottsdale/Carefree Market Area
 - Vacancy of commercial and employment space:
 - Within 4 miles, 21% vacant (387,000 sq/ft)
 - Promoting residential development would “support and strengthen existing retail establishments”





- **Scenic Corridor Dedication – 50' minimum, 75' Average**

Community Involvement

- Applicant Open House – May 7, 2014
 - 6 Participants
 - Major Community Comments:
 - The applicant remarked that participants at Open House were generally supportive of the project with questions raised regarding “construction timing, phasing, pricing, and square footage.”
-
- City Sponsored Open House – September 3, 2014
 - 84 Participants*
 - Planning Commission Remote Hearing – September 10, 2014
 - Planning Commission Recommendation Hearing for Approval 6:0 – October 22, 2014
 - Major Community Comments:
 - Concern regarding the requested density with the applicants associated zoning case: 10-ZN-2014. The proposed density is 3.2 dwelling units per acre.
 - Concern that the development may be too close to Scottsdale Road – the applicant is proposing a 50’ minimum and a 75’ average Scenic Corridor Setback
 - Verbal support from Winfield HOA
 - Verbal support of Taylor Morrison’s continuation of the Scenic Drive from the Greater Pinnacle Peak Association; and,
 - Concern that too much residential in the area will put pressure on infrastructure.

*Accounts for all Major General Plan Amendments.

El Regalo

10-ZN-2014

City Council

December 1, 2014

Coordinator: Keith Niederer

Applicant's Request

- Rezone from Planned Community (P-C) with a comparable C-2 district zoning to Planned Community (P-C) with a comparable R-4 district zoning.
- Amend the R-4 development standards.
- Amend the overall Boulder's Development Plan approving the 17 lot single family development and reducing the overall size of the C-2 property.

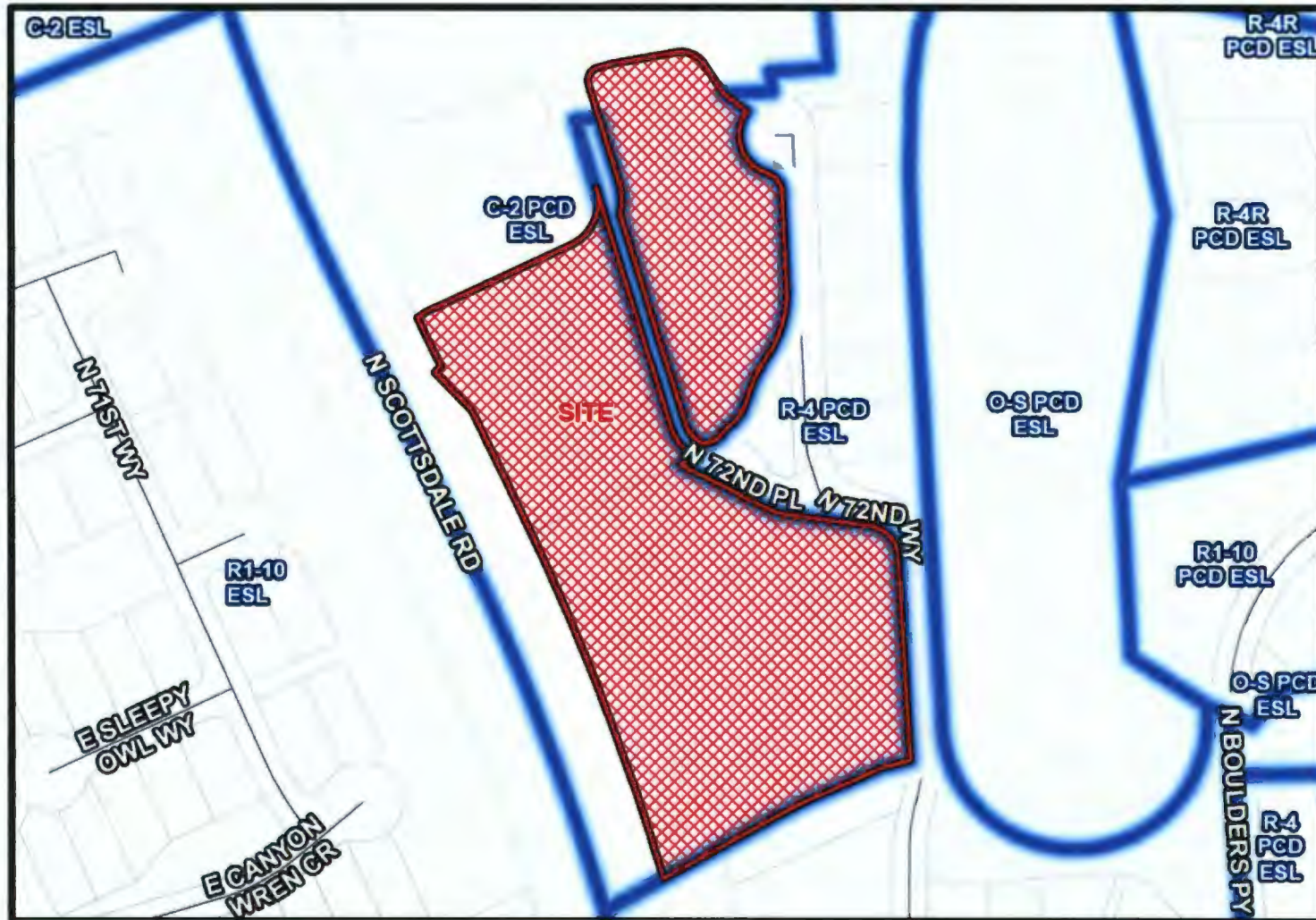
El Regalo



CLOSE AERIAL

10-ZN-2014

El Regalo



ZONING

10-ZN-2014

El Regalo



CONTEXT AERIAL

El Regalo



SITE PLAN

El Regalo



CIRCULATION PLAN

Commission Recommendation

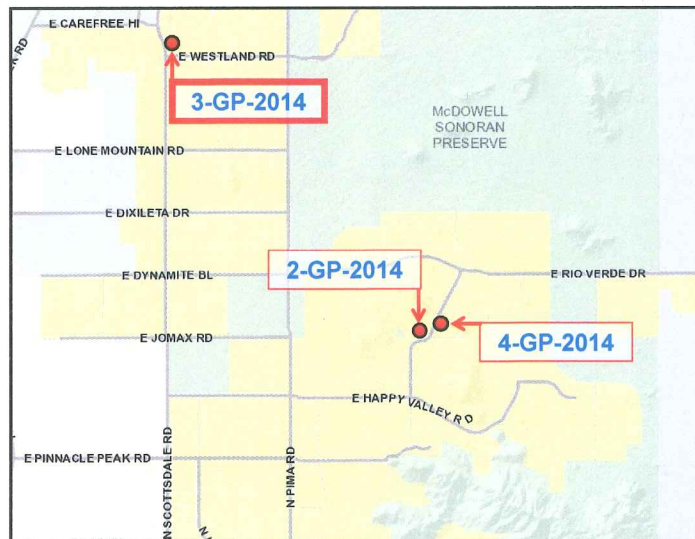
- Planning Commission Recommendation Hearing
 - Voted 6-0 for recommendation of approval.

Items 4 & 5

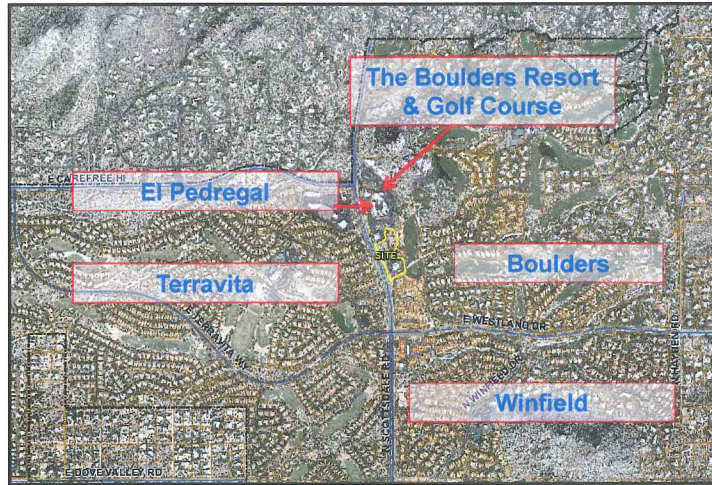
3-GP-2014 / 10-ZN-2014 El Regalo

City Council
Adoption Hearing
December 1, 2014

2014 Major General Plan Amendments – 3 Private Requests



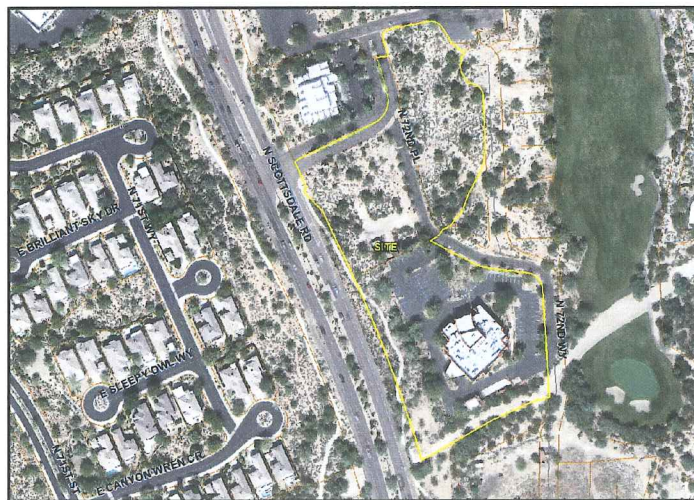
3-GP-2014: El Regalo



CONTEXT AERIAL

3-GP-2014

3-GP-2014: El Regalo



CLOSE AERIAL

3-GP-2014

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1. Change in Land Use Category

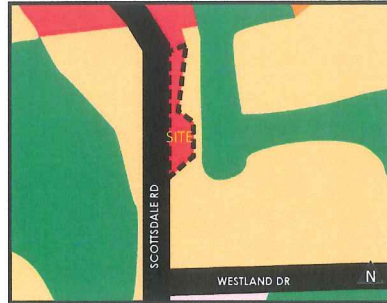
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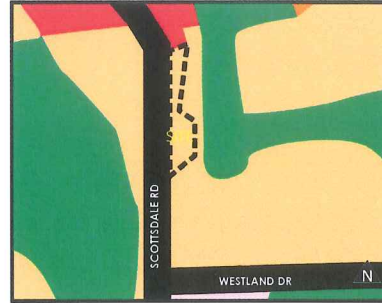
Existing Land Use Designation:
Commercial



Land Use Map Legend



Proposed Land Use Designation:
Suburban Neighborhoods



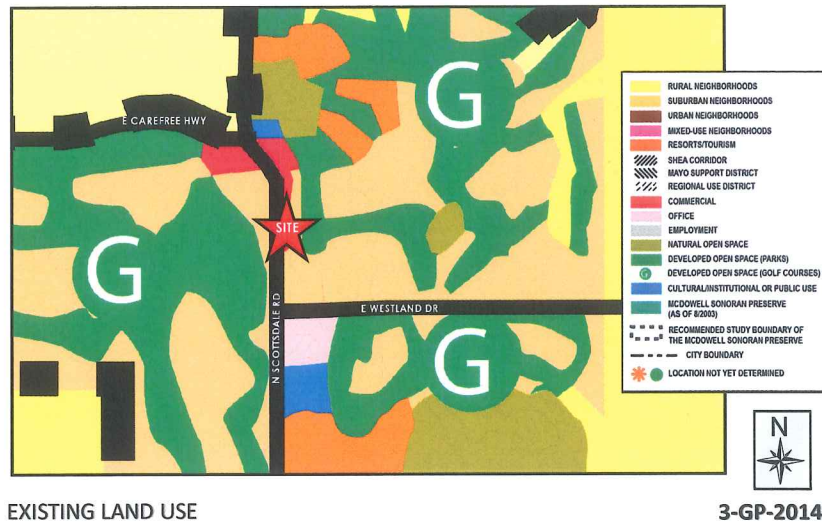
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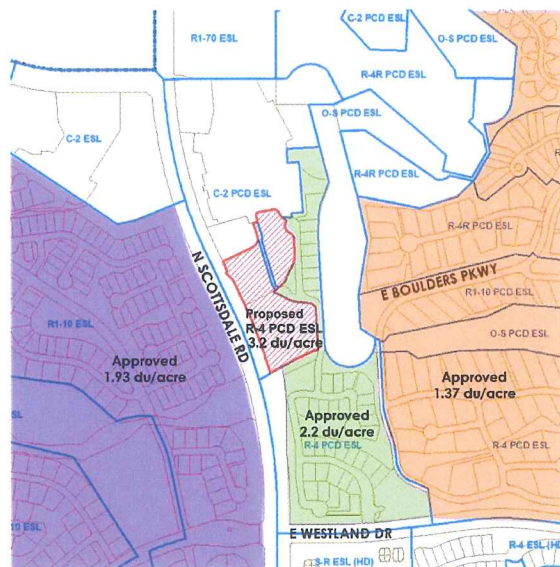
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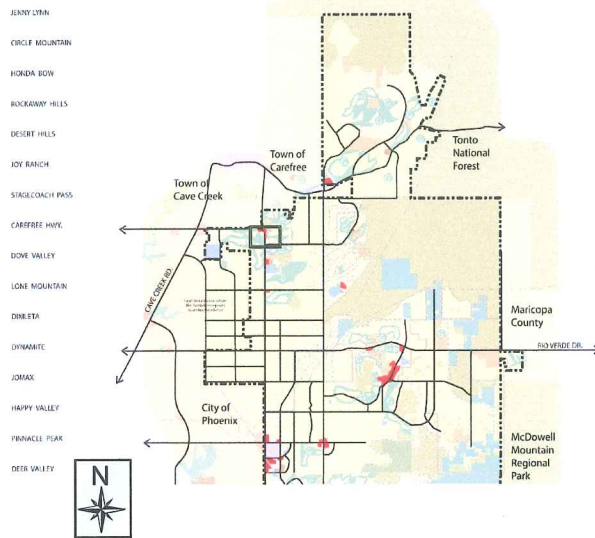
2001 General Plan Conceptual Land Use Map - CONTEXT



Surrounding Residential Densities



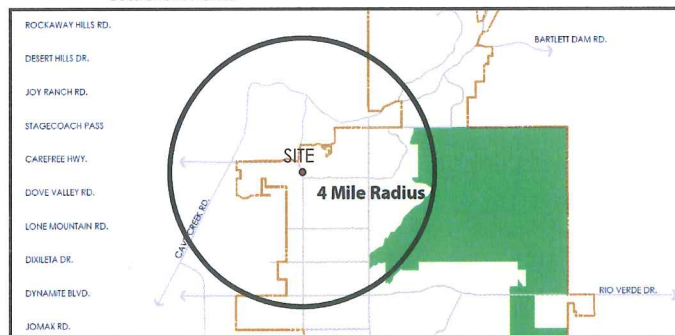
Commercial Land Use



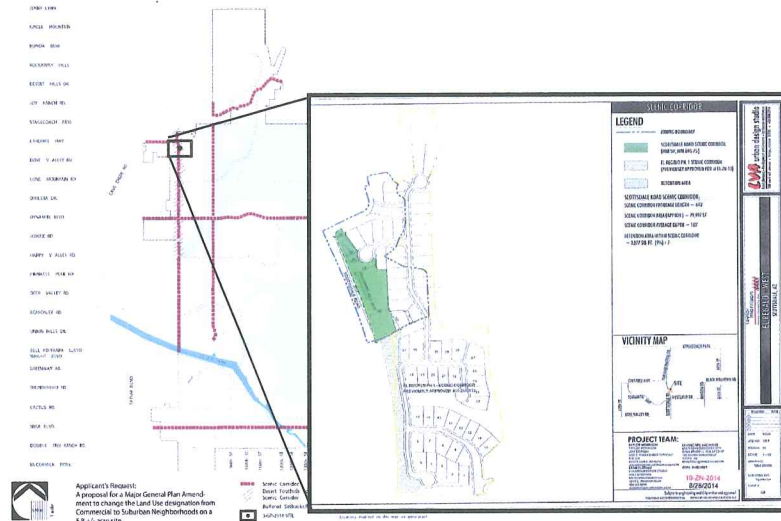
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10-ZN-2014

City Council

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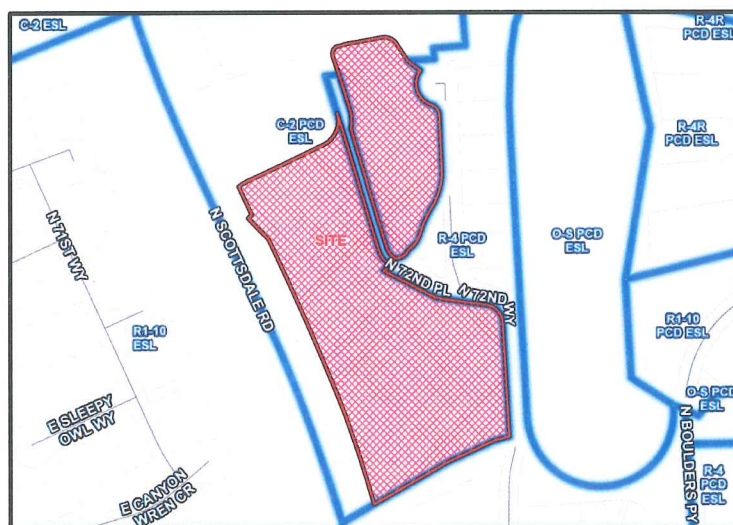
El Regalo



CLOSE AERIAL

10-ZN-2014

El Regalo



ZONING

10-ZN-2014

CONTEXT AERIAL

[illegible]

SITE PLAN

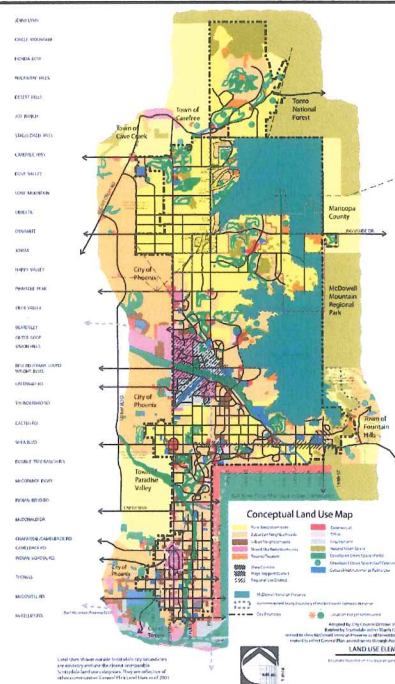
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Commission Recommendation

- 11

SUPPLEMENTAL SLIDES

2001 Land Use Map



**Applicants Proposal:
Zoning Map
Amendment from
C-2 PCD ESL to
R-4 PCD ESL**

[illegible]

Site plan submitted with 10-ZN-2014

Commercial Land Use Definition



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

OFFICE: The office designation includes a variety of office uses. Major offices have a residential scale and character, often in a campus setting. Major office uses generate less to moderate traffic, and could be located along collector as well as arterial streets. They are generally one-story structures, with at-grade parking (Zoning categories determine building height and setbacks). Strict development and landscaping requirements will protect adjacent residential uses. Major offices include office and related uses that have more than one story and may have underground parking. Typically, this use is in and around the central business district, other major commercial cores, or freeway interchanges. Arterial roadway access is desirable. Landscaping and development standards for major offices vary, depending upon the location of the use.

EMPLOYMENT: The employment category permits a range of employment uses from high manufacturing to high-tech and office uses. Employment areas should have access to adequate mobility systems and provide opportunities for business enterprises. Locations have been identified for employment areas where impacts on residential neighborhoods are limited and access is available to labor pools and transportation facilities. Landscaping requirements may help create a park-like setting for employment. Strict development standards will protect adjacent residential areas. Major streets serving employment areas should accommodate truck traffic. Transit facilities are also needed at significant employment centers to accommodate commuters.

The following land uses include passive and active recreational areas, permanent open space, government and educational facilities, public or quasi-public uses, and areas with significant environmental constraints which

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Scottsdale 2001 General Plan

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Suburban Neighborhoods Land Use Definition



and services essential to balanced residential areas. Special care should be taken to provide adequate transitions between uses that have different intensities of development.

In the past, many master-planned developments were approved and built in Scottsdale. Master-planned developments include a variety of residential densities or dwelling types, but the overall density is comparable on a gross acreage basis to the densities shown on the Land Use map. Individual lot sizes may vary in master-planned developments due to clustering of dwellings and the preservation of sensitive environmental features. In the future, development in newer parts of the city will tend to become less focused on master-planned communities, since most larger parcels will already be committed. Assembling of smaller properties to accommodate a larger master-planned community is still possible, however, until development will become more significant, and redevelopment will become a major focus of activity in the community in the future.

RURAL NEIGHBORHOODS: This category includes areas of relatively large lot single-family neighborhoods. Densities in Rural Neighborhoods are usually one house per acre (or more) of land. Native desert vegetation predominates in many areas and special care is required to preserve the area's open desert character and environmental features. Much of the terrain includes gentle to moderate slopes and rolling ground, intersected by several washes. Grading often requires extra care in areas with moderate slopes. Channelling is encouraged to preserve desert vegetation, washes, and natural features. Some of these areas were developed with one-acre lots under Maricopa County standards prior to annexation by Scottsdale. Equestrian uses and privileges may exist in the flatter areas as many lots are large enough for horses and several equestrian developments permit horse control. South of the C & P Canal, these neighborhoods take on a rural, equestrian character when compared to surrounding areas that have smaller, suburban lots.

SUBURBAN NEIGHBORHOODS: This category includes medium to small-lot single-family neighborhoods or subdivisions. Densities in Suburban Neighborhoods are usually more than one house per acre, but less than eight houses per acre. This category also includes some townhouses and can also be used for small lot single-family homes, such as patio homes. It can be incorporated into neighborhoods near the Downtown area and is adjacent to other non-residential activity centers. These uses may be used as a transition between less intense residential areas and non-residential areas, such as offices or retail centers. The terrain should be relatively flat, or gently sloping, to accommodate this density. Preservation of environmental features (particularly

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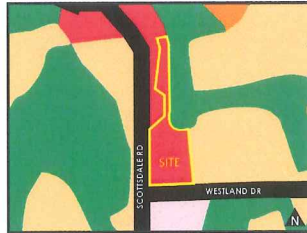
Scottsdale 2001 General Plan

Suburban Neighborhoods include medium to small-lot single-family neighborhoods or subdivisions. Densities in Suburban Neighborhoods are usually more than one house per acre, but less than eight houses per acre. This category also includes some townhouses and can also be used for small lot single-family homes, such as patio homes. It can be incorporated into neighborhoods near the Downtown area and in or adjacent to other non-residential activity centers. These uses may be used as a transition between less intense residential areas and non-residential areas, such as offices or retail centers. The terrain should be relatively flat, or gently sloping, to accommodate this density. Preservation of environmental features (particularly in desert settings near the mountains) is a key consideration and in the past has often been accommodated through master-planned communities or clustering.

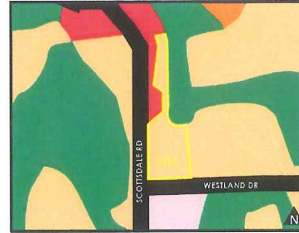
4-GP-2013 & 3-GP-2014

4-GP-2013

Existing Land Use Designation:
Commercial

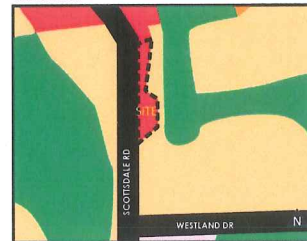


Proposed Land Use Designation:
Suburban Neighborhoods



3-GP-2014

Existing Land Use Designation:
Commercial



Proposed Land Use Designation:
Suburban Neighborhoods

