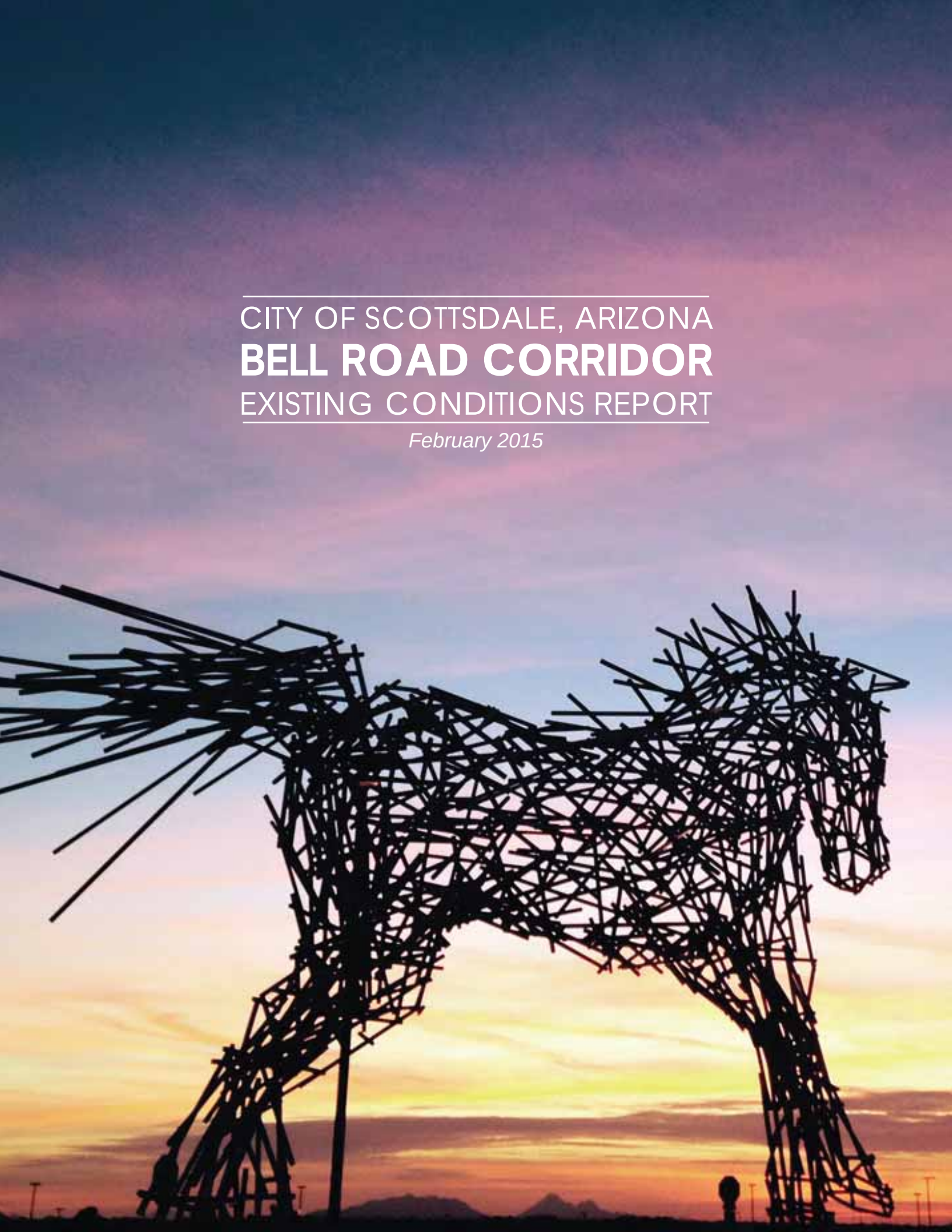
CITY OF SCOTTSDALE, ARIZONA

BELL ROAD CORRIDOR

EXISTING CONDITIONS REPORT

February 2015



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EXISTING CONDITIONS REPORT

February 2015

City Council

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Front and Back Cover Photos: Scottsdale Public Art

CITY OF SCOTTSDALE ARIZONA

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INTRODUCTION

Project Purpose

This Existing Conditions Report (ECR) is intended to provide participants in the Bell Road Corridor (BRC) Master Plan effort with current information about the study area. The BRC Master Plan will be a specific area plan that establishes the framework for development of the city owned and surrounding corridor properties. The Plan is intended to define development options for City Council consideration and possible direction, within the context of the community's established vision and goals for the area.

Overview

This ECR provides current information regarding the BRC, including detailed existing, trending, and projected future conditions for this area of the city. Comparisons of the area's statistics to the surrounding Greater Airpark and the City as a whole provides details regarding development opportunities and constraints. Collectively, these topics will assist in providing key considerations and recommendations for future land use decisions in and around the BRC.

As a general disclaimer, information in this report is derived from a variety of sources and projections, and the City has made every attempt to provide information that is up-to-date and accurate.

Location/Context

The City of Scottsdale covers an area of 184.5 square miles. Neighboring communities include Phoenix and Paradise Valley to the west, Tempe to the south, the Salt River Pima-Maricopa Indian Community and Fountain Hills to the east, and Cave Creek and Carefree to the north.

The information found within this ECR analyzes a five (5) year period which includes the survey responses from the American Community Survey (ACS) 2009-2013. The ECR analysis makes comparisons between the BRC Study Area, buffered areas in a 1 and 3 mile radius surrounding the BRC (including portions of adjacent communities), the Greater Airpark Character Area, and the City of Scottsdale as whole. The BRC Study Area is 8.2 square miles, and generally located north of the Central Arizona Project Canal, south of East Thompson Peak Parkway, east of Scottsdale's municipal boundary at North Scottsdale Road, and west of North 105th Street. To provide some perspective to the comparable areas, consider the following:

- The Greater Airpark Character Area is one of the largest employment centers in Arizona boasting over 48,000 jobs in more than 2,500 businesses, within 8.5 square miles.
- The City of Scottsdale is the sixth largest local municipality by population in Arizona.

WestWolrd

Scottsdale Sports Complex

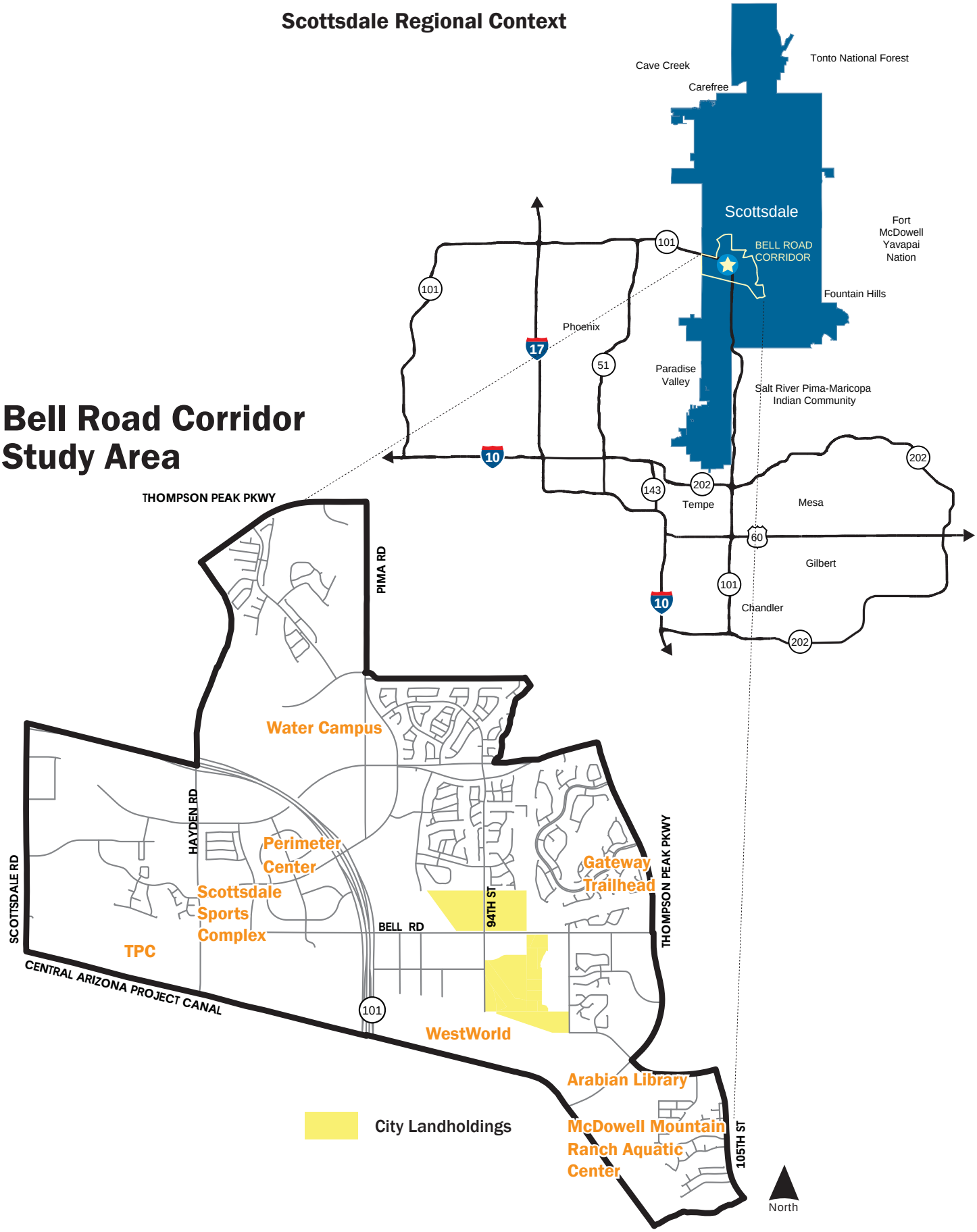
McDowell Mountain Ranch Aquatic Center

Gateway Trailhead

Hualapai Water Campus

Tournament Players Club

Bell Road Corridor Study Area



DEMOGRAPHICS

Operated by the US Census Bureau, the American Community Survey (ACS) contacts over 3.5 million households annually, with a nationwide survey that collects and produces information on demographic, social, economic, and housing characteristics about our nation's population every year. When people fill out the ACS form, they are helping to ensure that decisions about the future of their community can be made using the best data available. Decision makers require a clear picture of their population so that resources can be allocated efficiently and effectively.

This information provides an important tool for communities to use to see how they are changing. Since its inception in 2000, the ACS has been providing a continuous stream of updated information for states and local areas to utilize so as to understand our communities. The ACS creates period estimates, which means they represent the characteristics of the population and housing over a specific data collection period.

Here are some examples of how this information is used:

State and Local Agencies

Information from the ACS is critical to state and local agencies. Planners and policymakers use the up-to-date estimates to evaluate the need for new roads, hospitals, schools, and basic services. For example, Maricopa Association of Governments uses ACS estimates to model the characteristics of regional housing and population trends so that infrastructure and services can be identified to support the physical and social needs in the region.

Businesses

Businesses use ACS estimates to inform important strategic decision-making. ACS statistics can be used as a component of market research. They can provide information about concentrations of potential employees with a specific education or occupation, communities that could be good places to build offices or facilities, and information about people that might need their products or services. For example, someone scouting a new location for an assisted-living center might look for an area with a large proportion of seniors and a large proportion of people employed in nursing occupations.

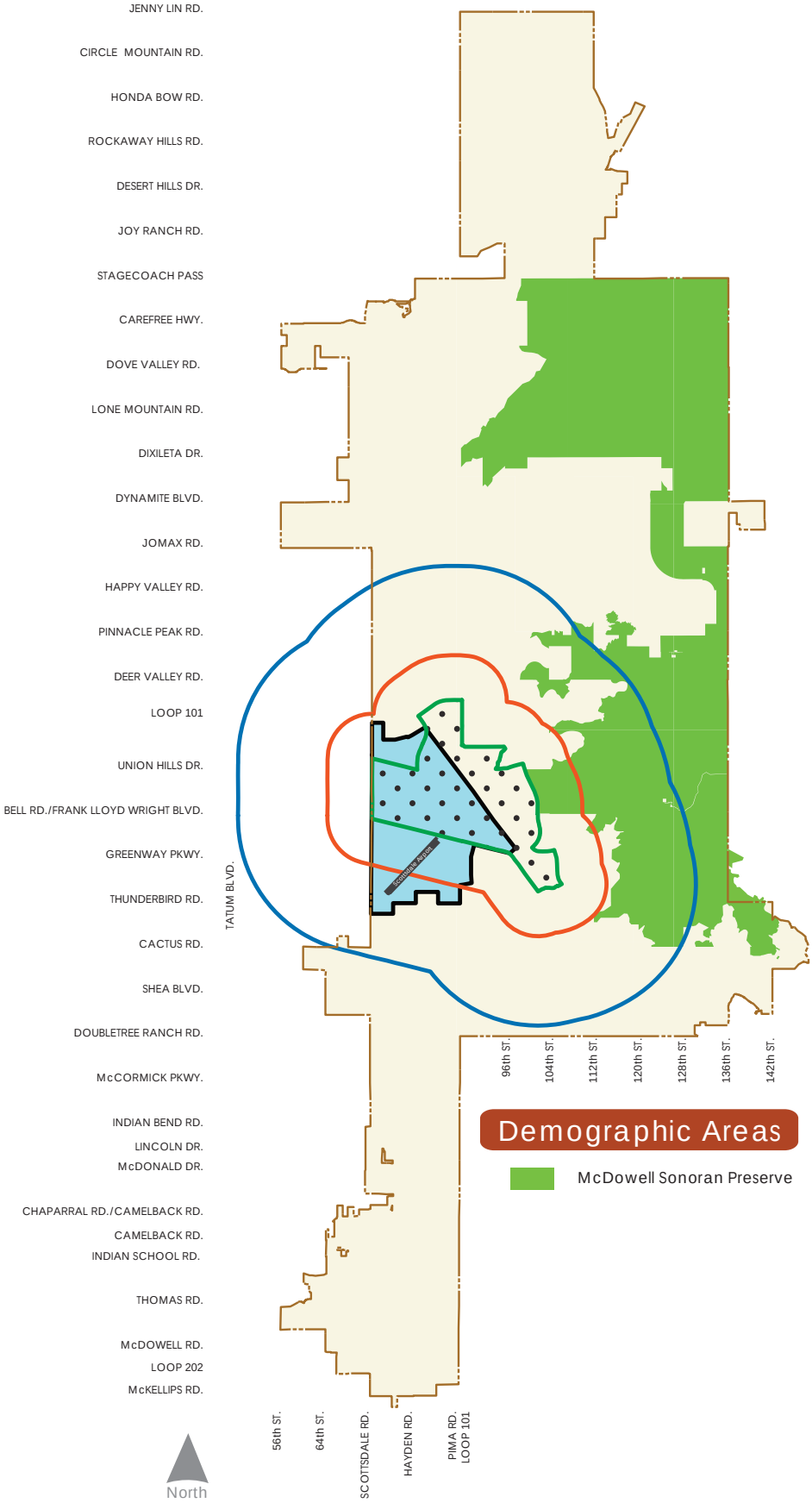
Public

People use ACS estimates to answer questions they have about their own community and other communities. If a person wants to see how they compare with their neighbors or find a new place to live, they can look to the ACS to provide a wealth of information. The ACS provides useful statistics about the median income of an area, the median age of the residents, the median house value, and monthly household expenses. The ACS is a good source of information on commute to work times and types of transportation used by a community. These statistics, and more, are available to the public across the United States.

The section ahead will take a quick look at the BRC demographic, social, economic, and housing characteristics. This information is provided so as to assist in understanding what is currently taking place within the Corridor, as well as to highlight key considerations affecting potential future development and land use planning implications in the BRC.

Source: www.census.gov/acs

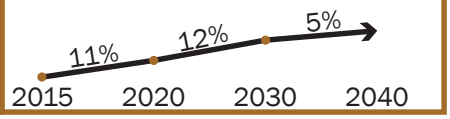
DEMOGRAPHICS



Population & Growth

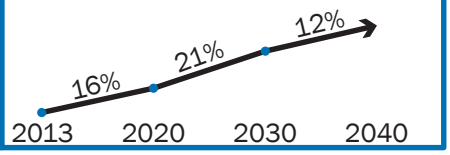
City of Scottsdale

Population: 228,300
Land Area: 184 Square Miles
Density: 1,240 People/ Square Mile
Projected Growth:



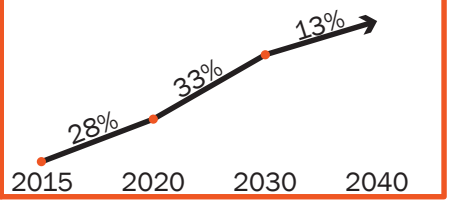
BRC 3-Mile Buffer

Population: 150,089
Land Area: 109 Square Miles
Density: 1,376 People/ Square Mile
Projected Growth:



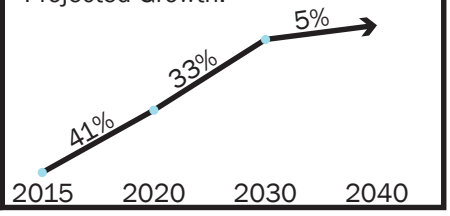
BRC 1-Mile Buffer

Population: 62,392
Land Area: 63 Square Miles
Density: 990 People/ Square Mile
Projected Growth:



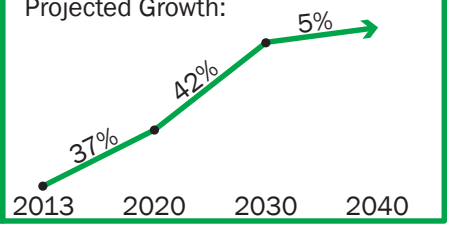
Greater Airpark

Population: 18,402
Land Area: 14.5 Square Miles
Density: 1,269 People/ Square Mile
Projected Growth:



Bell Road Corridor

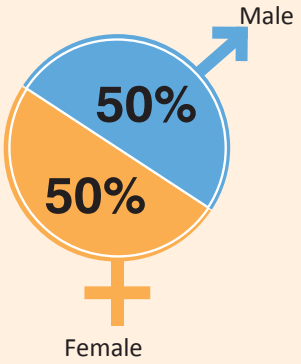
Population: 10,497
Land Area: 8 Square Miles
Density: 1,288 People/ Square Mile
Projected Growth:



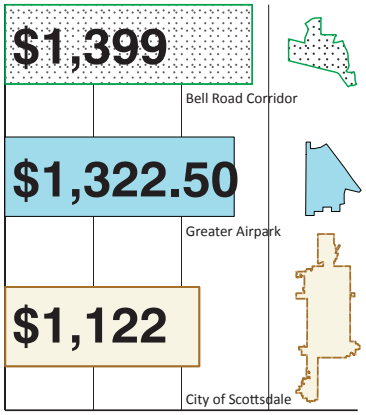
*1- and 3-Mile Buffers and Greater Airpark Character Area boundary incorporate block-group geographies that may not match the noted shapes above

Sources: U.S. Census Bureau, American Community Survey, 2009-2013 5 Year Estimates; Arizona Office of Employment and Population Statistics; and, MAG Projections

Bell Road Corridor Gender



Median Gross Rent



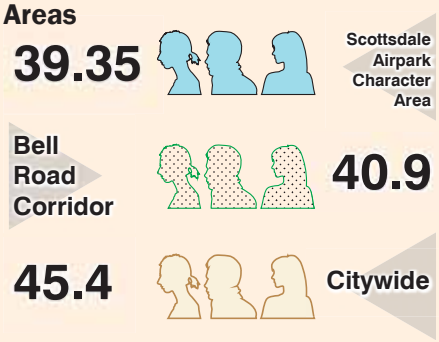
Bell Road Corridor Housing Vacancy

20%

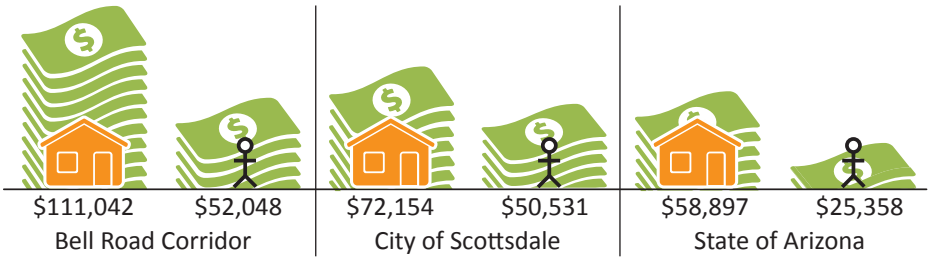
of residences in the Bell Road Corridor are vacant.

Of the 20% of vacant residences within the BRC, the largest segment is comprised of seasonal properties (61%) followed by rental properties (14%).

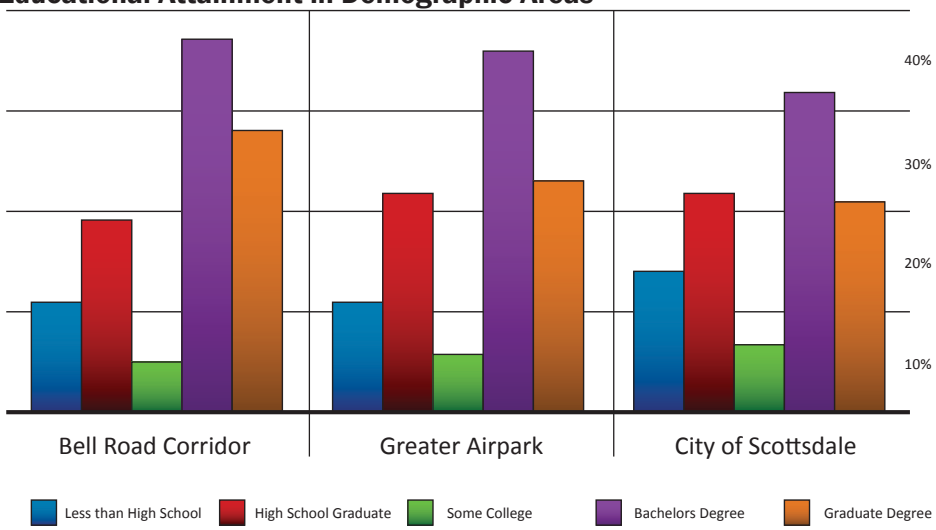
Median Age in Demographic Areas



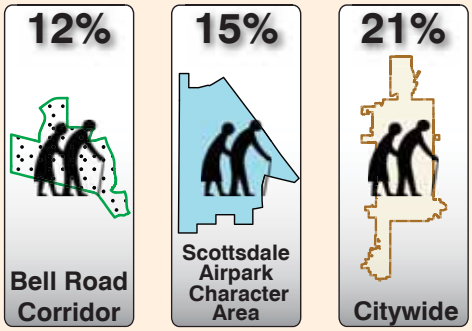
Median Household & Median Per Capita Income



Educational Attainment in Demographic Areas



Persons Aged 65+ in Demographic Areas



The BRC is composed of a comparatively younger demographic, with high educational attainment - resulting in a higher median household and per capita income than other geographic areas analyzed. These characteristics - among others - drive many of the city's major employers to locate in this area of the City.

While land use decisions account for a community's vision, public assets, market realities, environmental impacts, and infrastructure impacts – it is imperative to acknowledge that growth and development result in both population and employment increases that ultimately have planning and economic considerations for the community as a whole. As well as in other areas of the city, a major priority facing the BRC is finding the resources needed to provide the same distinguished level of services and amenities current residents enjoy to the numbers of new residents expected in the future, while maintaining the high quality of life for all residents.

Source: U.S. Census Bureau, American Community Survey, 2009-2013 5 Year Estimates

EMPLOYMENT

Industry clusters are classifications defined by Maricopa Association of Governments in 2012 to analyze specialized industries important to the region. They are based on groupings from the North American Industry Classification System (NAICS) codes and are used for assessing sectors that would otherwise be difficult to analyze. Within the BRC the top three most common industries are: Business Services; Hospitality, Tourism & Recreation; and, Construction.

Business Services Industry Cluster

The top 3 largest employers within this cluster of the BRC are comprised of two primary industry classifications, which include:

Sector 56 - Administrative and Support and Waste Management and Remediation Services
This sector is comprised of establishments performing routine support activities for the day-to-day operations of other organizations, including: office administration, hiring and placing of personnel, clerical services, solicitation, collection, security and surveillance services, cleaning, and waste disposal services. However, industries in this subsector are not just viewed as strictly "support". The subgroup can include the Travel Arrangement and Reservation Services industry which includes travel agents, tour operators, and providers of other travel arrangement services, such as hotel and restaurant reservations and ticket purchasing, serving many types of clients, including individual consumers.

Sector 54 -- Professional, Scientific, and Technical Services
This sector comprises establishments that specialize in performing professional, scientific, and technical activities for others, including: legal advice and representation; accounting, bookkeeping, and payroll services; architectural, engineering, and specialized design services; computer services; consulting services; research services; advertising services; photographic services; translation and interpretation services; veterinary services; and other professional, scientific, and technical services.

Hospitality, Tourism & Recreation Industry Cluster

The top 3 largest employers within this cluster of the BRC fall within one primary industry classification: Accommodation and Food Services.

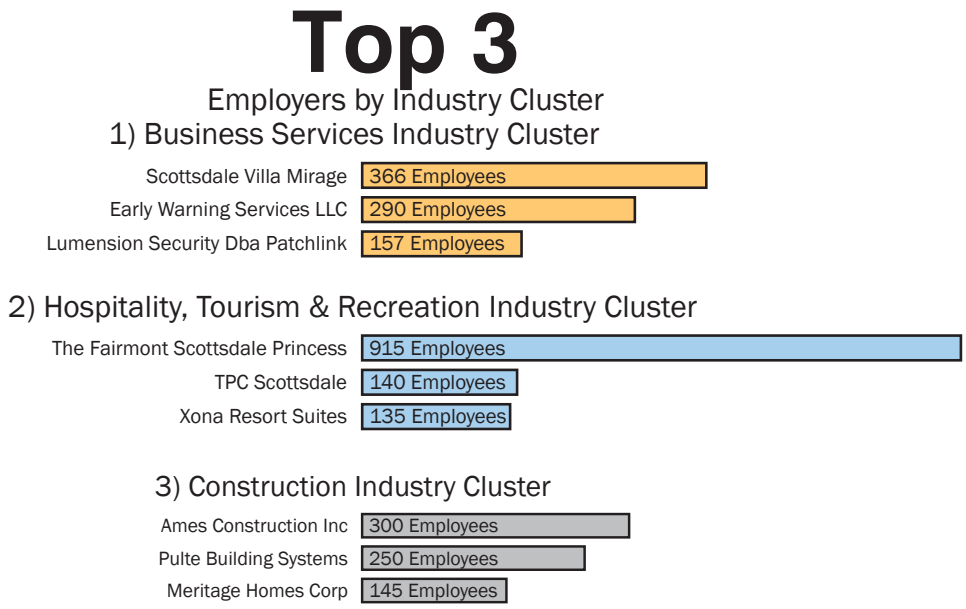
Sector 72 - Accommodation and Food Services
This sector is comprised of establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. The sector includes both accommodation and food services establishments as the two activities are often combined at the same establishment.

Construction Industry Cluster

The top 3 largest employers within this cluster of the BRC fall within one primary industry classification: Construction.

Sector 23 - Construction
This sector is comprised of establishments primarily engaged in the construction of buildings or engineering projects, including preparation of sites for new construction and subdividing land for sale as building sites.

Construction work may include new work, additions, alterations, or maintenance and repairs. Activities of these establishments generally are managed at a fixed place of business, but they usually perform construction activities at multiple project sites



Source: 2013 MAG Employer Database

Industry Highlights

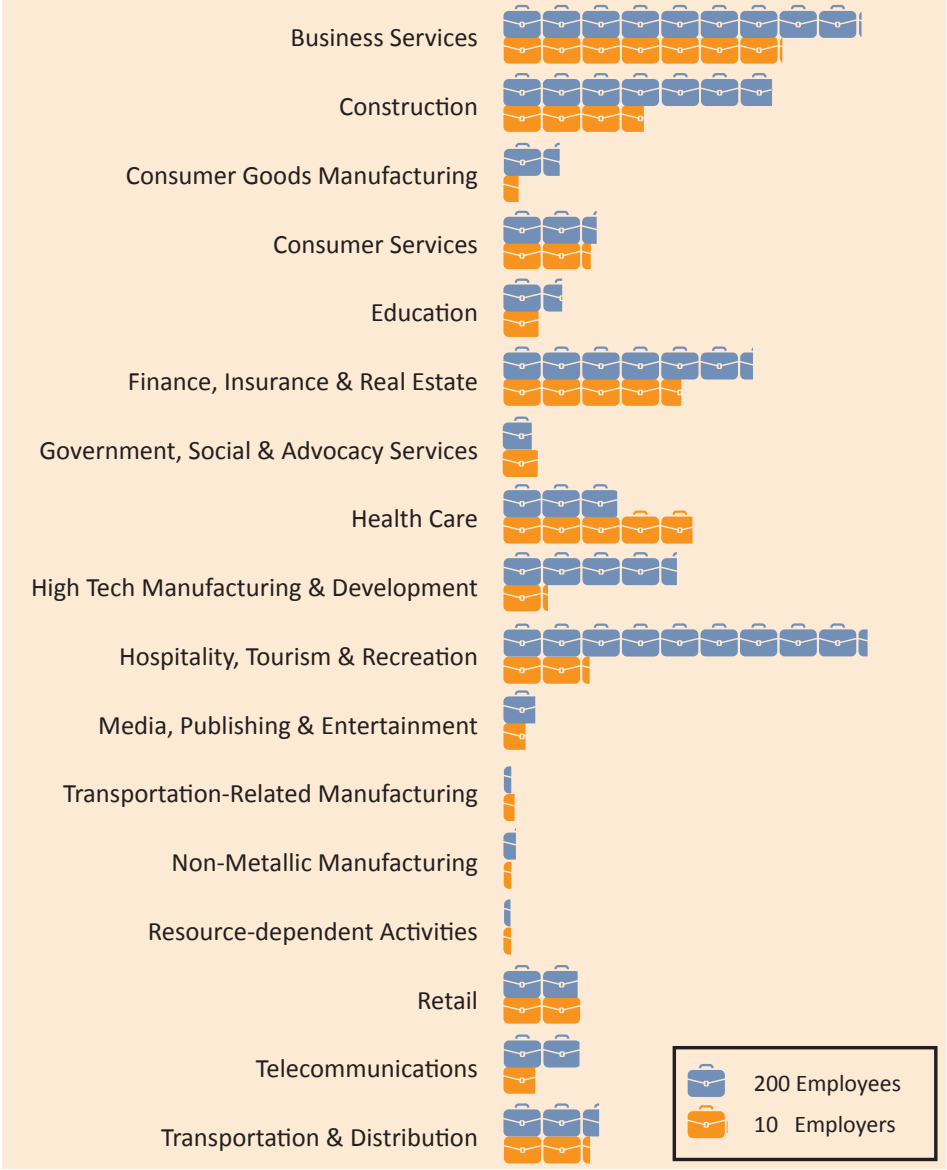
The City of Scottsdale is a premier Arizona community with a distinguished history of economic vitality and prosperity. It is a business-friendly community attracting successful companies, entrepreneurs, and industries and people seeking a higher quality of life and a superior corporate climate. The top employers by major industry within the BRC as discussed on the previous page include:

- **Scottsdale Villa Mirage** is one of 93 Diamond Resorts International timeshare locations worldwide.
- **The Fairmont Scottsdale Princess** is a AAA Five-Diamond resort containing four award-winning restaurants, state-of-the art meeting facilities, wellness programs, and two 18-hole championship golf courses - one of which is the Tournament Player's Club, home to the Annual PGA Tour Waste Management Phoenix Open.
- **Ames Construction** is a full service, heavy civil and industrial general contractor that serves customers throughout North America. While maintaining corporate offices in Minnesota, regional offices, such as the one located in Scottsdale, are strategically located in multiple areas in the USA and Canada to support and serve customer demands.

BRC Top 10 Largest Employers, 2013

	Employer	Employees
1)	The Fairmont Scottsdale Princess	915
2)	Quicken Loans	450
3)	St. Jude Medical	415
4)	Scottsdale Villa Mirage	366
5)	Fender Musical Instruments Corp	325
6)	Ames Construction Inc	300
7)	Early Warning Services LLC	290
8)	Pulte Building Systems	250
9)	Taser International Inc	212
10)	Tyler Technologies Inc	177

BRC Employment Sectors



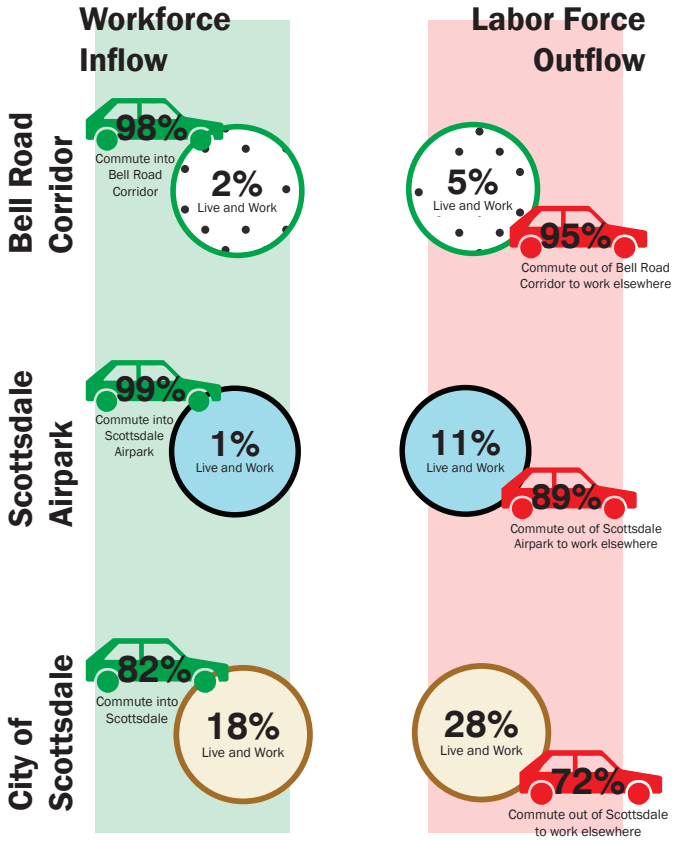
Source: 2013 MAG Employer Database

Worker Inflow & Outflow

The graphics on the right utilize an annual MAG Trip Reduction Survey of employers with 50 or more employees. These graphics depict where respondents of the survey live relative to the noted survey area (the survey area being titled above each graphic and outlined in pink). From the darkest color to the lightest, these heat maps identify the heaviest population of where the respondents live. Notably, the purple heavyset line (catchment area) identifies where 80% of the total respondents (employees) live relative to the noted survey area. For example, the highest saturation of people who are employed in the BRC generally live south of Deer Valley Road, west of Interstate 101 and east of State Route 51 (darkest green areas).

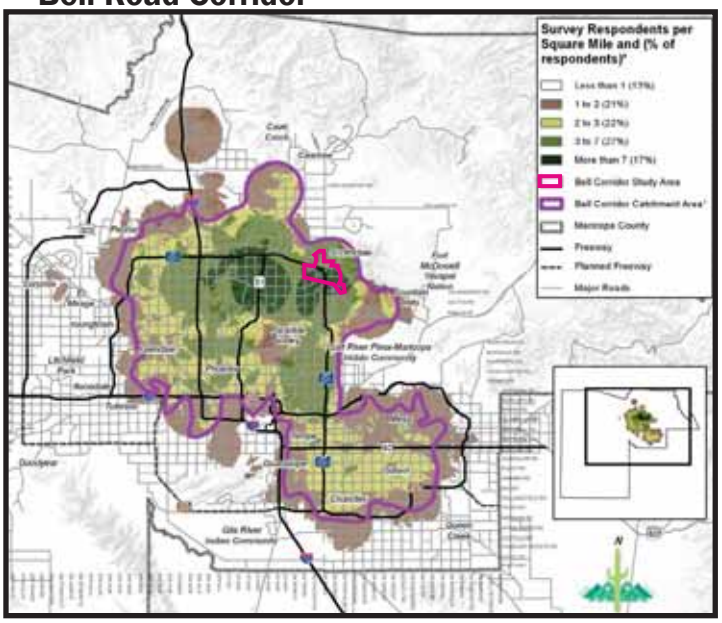
The BRC, similar to other areas of comparison, is a net importer of employment. The diagrams below depict inflow - workers imported (green) - and outflow - workers exported (red). Central to the graphics below (shown in circles) are those persons that both live and work in the noted geographic area.

- **Workforce** - All people employed in a certain geographic area
- **Labor Force** - All people available for work (16 years of age to 65 years of age) in a certain geographic area

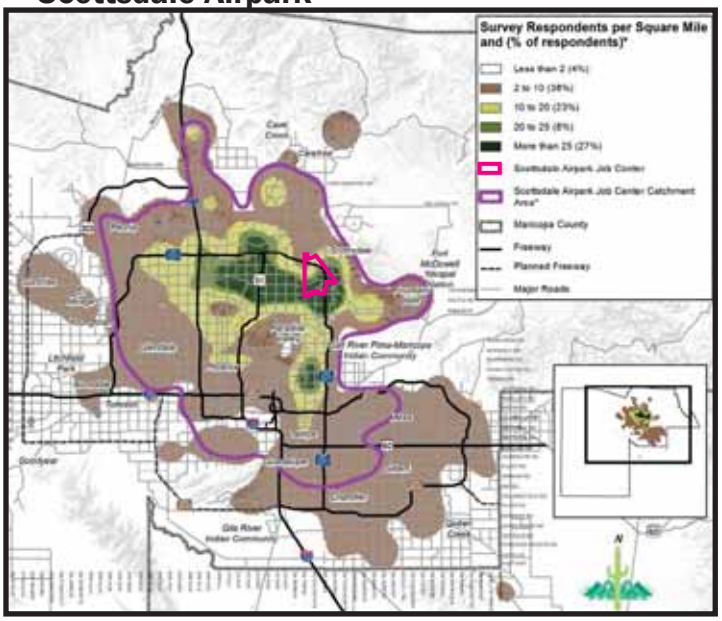


Source: U.S. Census Bureau, Center for Economic Studies 2010

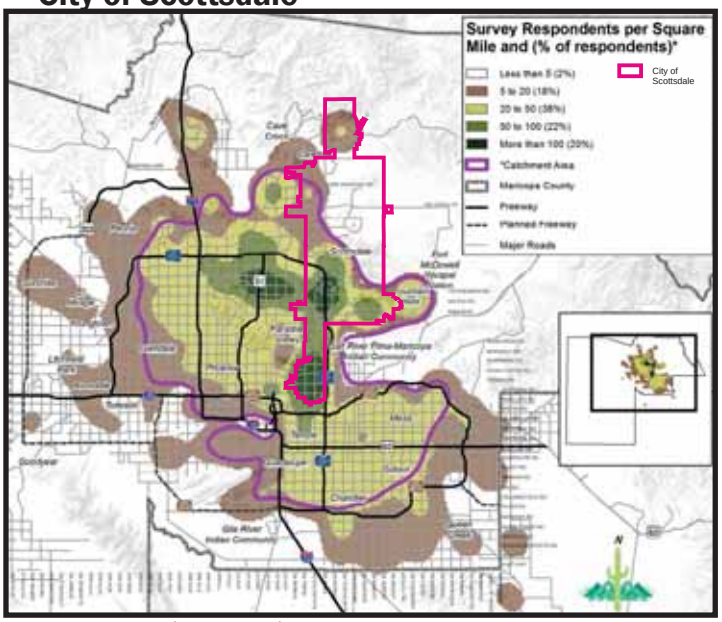
Bell Road Corridor



Scottsdale Airpark



City of Scottsdale



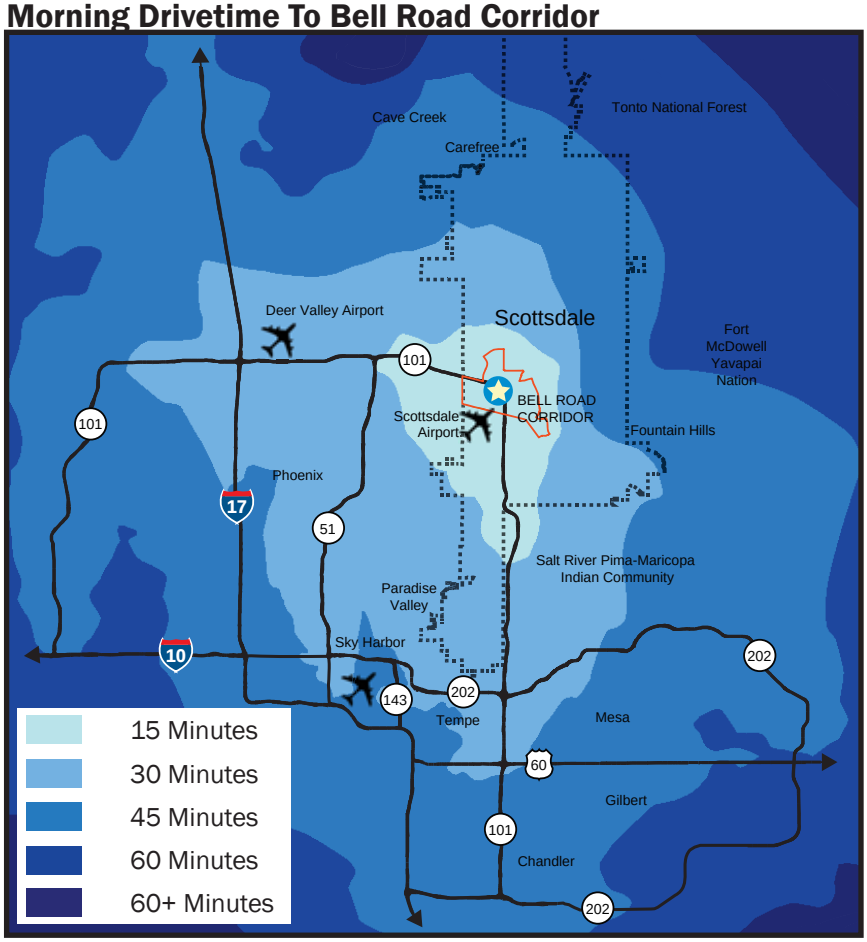
Source: Trip Reduction Database, MAG 2013

■ Market Access

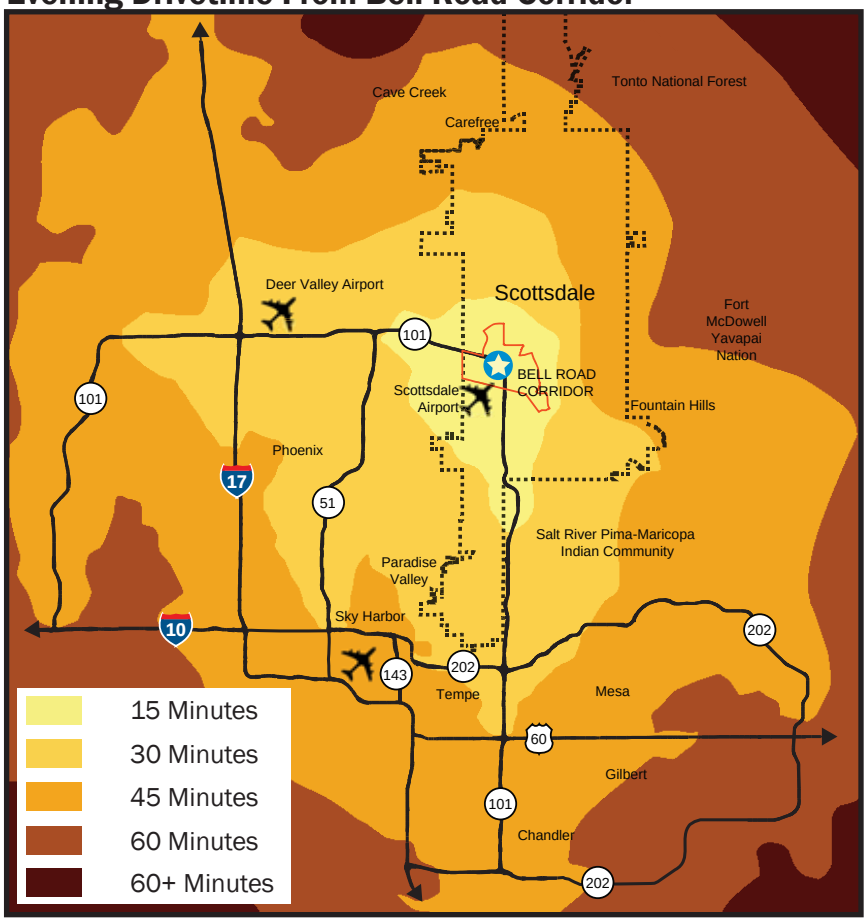
Within a 15-20 minute commute to surrounding cities, Scottsdale affords its residents a community conducive to living, working, recreating, and raising families. The City of Scottsdale provides significant advantages due to its location in the Phoenix Metro Area, by way of the Loop 101 which bisects the Study Area.

Additionally, the BRC offers exceptional access to several airport locations - Scottsdale Airport, Deer Valley Airport and Sky Harbor International Airport.

Morning Drivetime To Bell Road Corridor

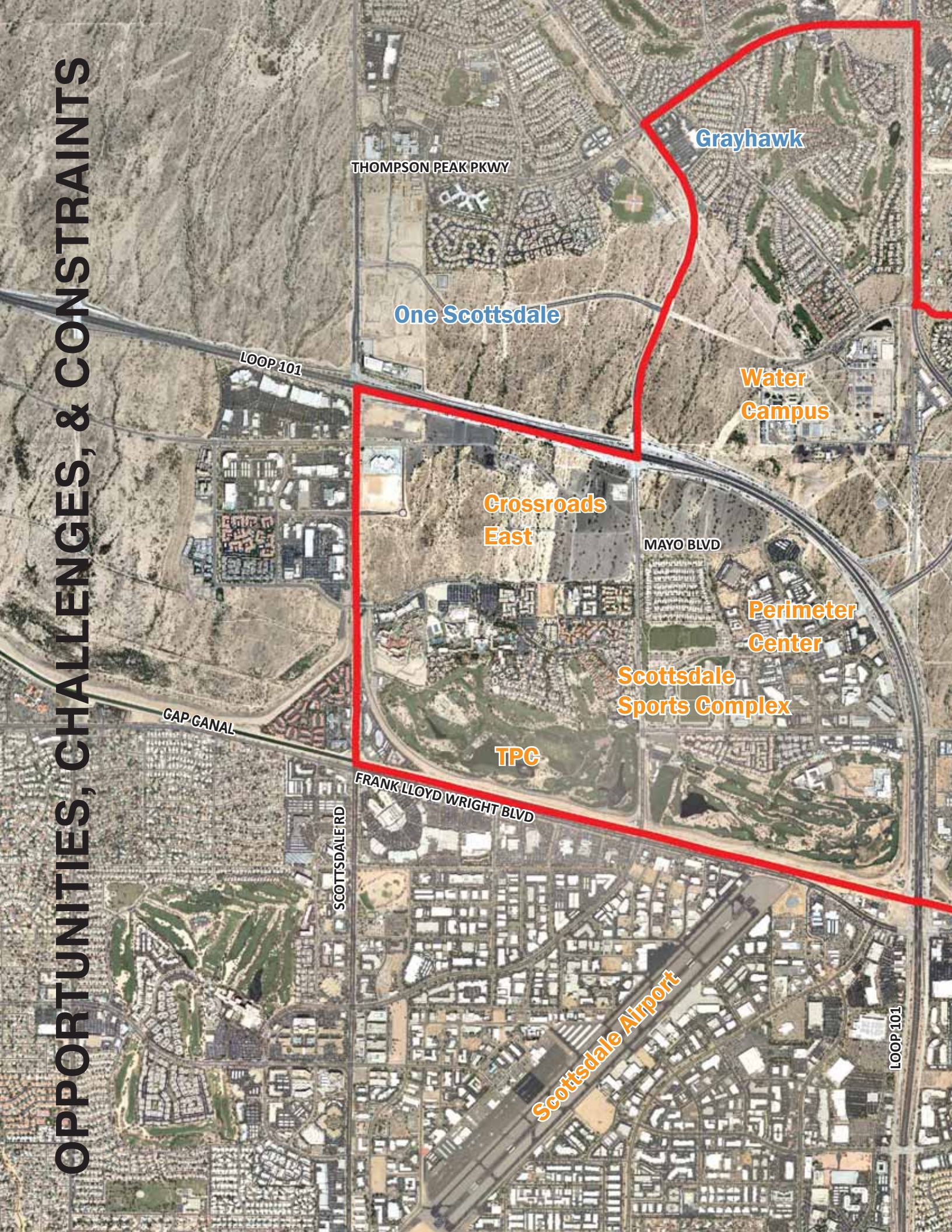


Evening Drivetime From Bell Road Corridor



Source: MAG Travel Demand Model, 2014

OPPORTUNITIES, CHALLENGES, & CONSTRAINTS



DC Ranch
Pima
Acres
Ironwood
Village
THOMPSON PEAK PKWY
DC Ranch
Gateway
Trailhead
Windgate
Ranch
94TH ST
BELL RD
Horseman's
Park
WestWorld
McDowell Mountain
Ranch
Arabian Library
McDowell Mountain
Ranch Aquatic Center
Sanctuary Golf Course

KEY CONSIDERATIONS

Overview

Scottsdale has had a long standing tradition of coming together to imagine the future, and developing plans to get there.

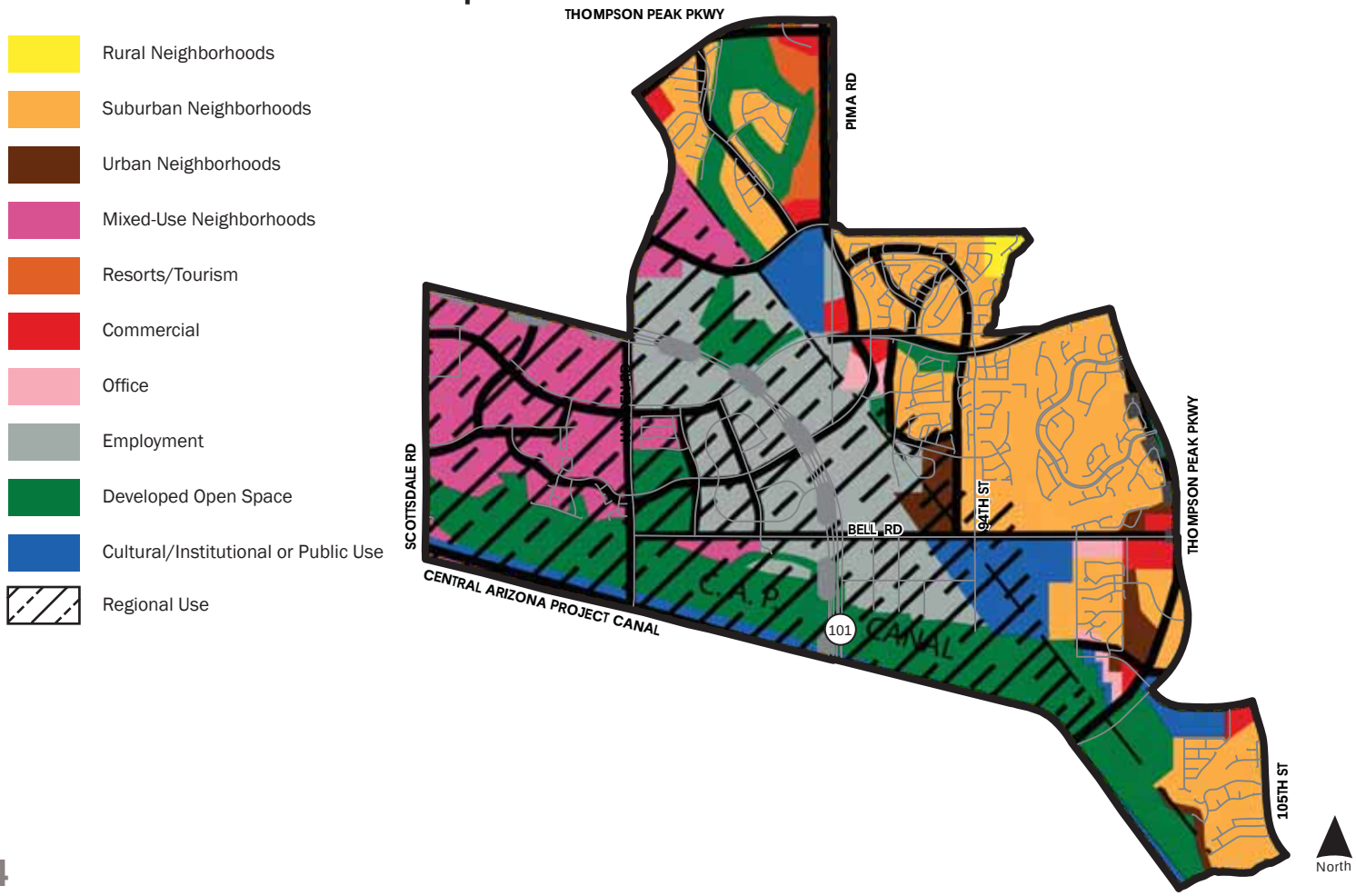
The City of Scottsdale Planning and Development Service's mission is to assist the development and improvement of property in a way that protects the public's health, safety and welfare, recognizes landowners' rights, and achieves lasting value and quality of life. This is accomplished through processes that enable compliance with zoning and technical codes, and advance the community's vision and values which are then reflected in the built environment.

At a policy and regulatory level, ideas such as the Indian Bend Wash Greenbelt, trails and bikeways, a comprehensive parks system, the Scottsdale Civic Center, as well as sign controls and landscaping requirements for properties are among the many important contributions that have come to fruition and have shaped the community in which we live today.

As with any vision, continued evaluation and adjustments over time are sometimes necessary in order to respond to community needs, conditions, and direction changes – through processes like master planning. Scottsdale has embraced the practice to welcome and engage its citizenry for public input in every step of the development process to ensure that the community's vision is achieved.

For the BRC, there are a number of existing citywide policy documents – namely the General Plan, Greater Airpark Character Area Plan, and a series of design guidelines – that have guided community growth and development decisions. The Zoning Ordinance, and its associated zoning maps, is a regulatory document that defines, with significant precision, the permitted uses and associated development standards for every property within the city. There is a legal requirement that zoning map changes must implement the goals and policies of these policy documents. Understanding there are interrelationships to all city documents, both policy and regulatory, will help one understand what the community's desired outcome is for a particular geographic region of the city.

2001 General Plan Land Use Map



General Plan

The Land Use Element of the 2001 General Plan establishes goals and policies for the types and locations of land uses citywide. The General Plan encourages the orderly and efficient distribution of land uses in the city based on character and compatibility.

The BRC is composed of several different land use categories; however, a majority of it is designated as Suburban Neighborhoods (1200 acres), Developed Open Space (1160 acres), Employment (995 acres), and Mixed Use Neighborhoods (715 acres). The following is a quick look at what these different land use categories entail:

- Suburban Neighborhoods include single-family residential areas with densities between 1 and 8 units per acre
- Developed Open Space includes public or private recreation areas and city parks
- Employment includes light manufacturing to light industrial and office uses
- Mixed Use Neighborhoods include higher density housing combined with complementary office or retail uses

Top 5

General Plan land use categories that fall within the BRC.

Of importance to note, Employment land use designations within the BRC account for roughly 45% of the City's total Employment acreage. Additionally, a portion of the BRC is within the Regional Use Overlay which provides flexibility for land uses that are viable in serving as a regional draw, implement current economic development policies, and complement the established character for the area.

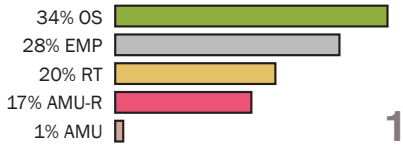
Greater Airpark Character Area Plan

Although the General Plan incorporates broad goals, policies, and direction for the entire city, more detailed planning is found at the Character Area and Neighborhood Planning levels. In 2010, City Council adopted the Greater Airpark Character Area Plan, complete with community goals and policies that speak specifically to the special attributes and functions of the Greater Airpark. The BRC Study Boundary encompasses a portion of the Greater Airpark Character Area, with those BRC portions east of the power line corridor being outside of the Airpark.

Greater Airpark Character Area Plan Land Use Map

Top 5

Greater Airpark Character Area land use categories that fall within the BRC.



*Estimates based on 2001 General Plan Conceptual Land Use Map and Greater Airpark Character Area Land Use Map

REGULATORY CONSIDERATIONS

Residential

Commercial

Industrial

Mixed-Use

Other Districts

■ Zoning

The Zoning Ordinance implements the goals and policies of the General Plan by directing the physical development of the city through specific legal parameters that govern height, use, setbacks, lot coverage, residential density, parking, and other development parameters. The BRC is comprised of a variety of different zoning districts that include residential and non-residential land uses.

At 60% of the total land area, mixed-use districts comprise the greatest percentage of the BRC zoning. Although the BRC may appear to have a lack of other zoning districts - namely Commercial (3% of the total area) and Industrial (1% of the total area), it is important to note that the Mixed-Use zoning within the BRC is entirely comprised of the Planned Community District (PCD).

PCD zoning districts are large swaths of land (160+ acres) that are intended to be developed in accordance with a specific development plan. Development plans address design and character, relationship of buildings within the proposed development with other existing developments, pedestrian plazas, landscape improvements, pedestrian thoroughfares, exterior lighting, pavement surfaces, trails and paths, common amenities and facilities - all for the purpose of ensuring that these large swaths of land are developed in an organized and meaningful way.

The remainder of the BRC is comprised of Residential, Commercial, Industrial and Other Districts outlined in the table below. The following is a quick look at what these district types in the BRC entail:

- Residential district types include both single (R1 districts) and mult-family (R districts) residential development;
- Commercial district types include retail shopping (C-2 and PCC), commercial office (C-O), convenience stores (PCOC), and residential-scaled professional office development (S-R);
- Industrial district types include light manufacturing, aeronautical, light industrial, office, and major employment opportunities (I-1); and,
- Other district types include land utilized for recreational functions and open space (O-S) and multi-purpose, equestrian event facilities (W-P).

Noteworthy examples of the above districts include: Windgate Ranch, D.C. Ranch, and Horesman's Park (PCD); Ironwood Village (R1-7); McDowell Mountain Marketplace (PCC); City of Scottsdale Water Campus (I-1); and, WestWorld (W-P).

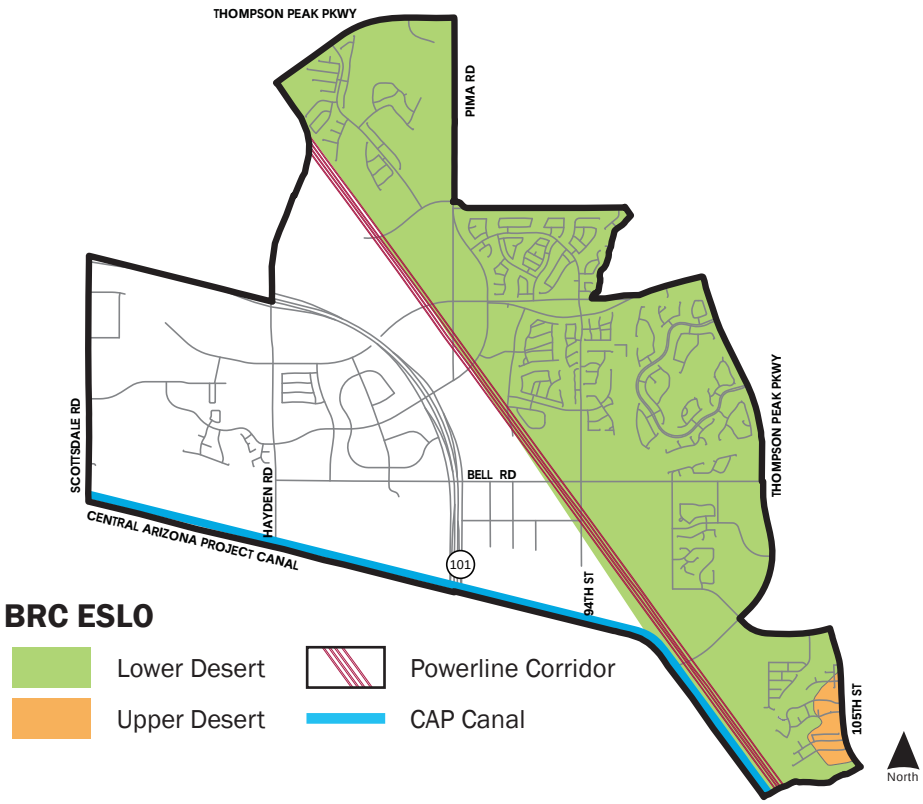
As noted previously, the BRC Study Boundary encompasses a portion of the Greater Airpark Character Area. The Planned Airpark Core Development (PCP) zoning district is specific to areas within the Airpark and accommodates innovatively designed and master-planned mixed-use developments.

Total in the BRC	16%		3%		1%	60%	20%	
	Residential		Commercial		Industrial	Mixed-Use	Other Districts	
Percent of District Type	R-4	10%	C-2	46%	I-1	PCD	O-S	65%
	R-5	19%	C-O	14%			W-P	35%
	R1-10	27%	PCOC	5%				
	R1-35	5%	PCC	13%				
	R1-5	8%	S-R	22%				
	R1-7	31%						

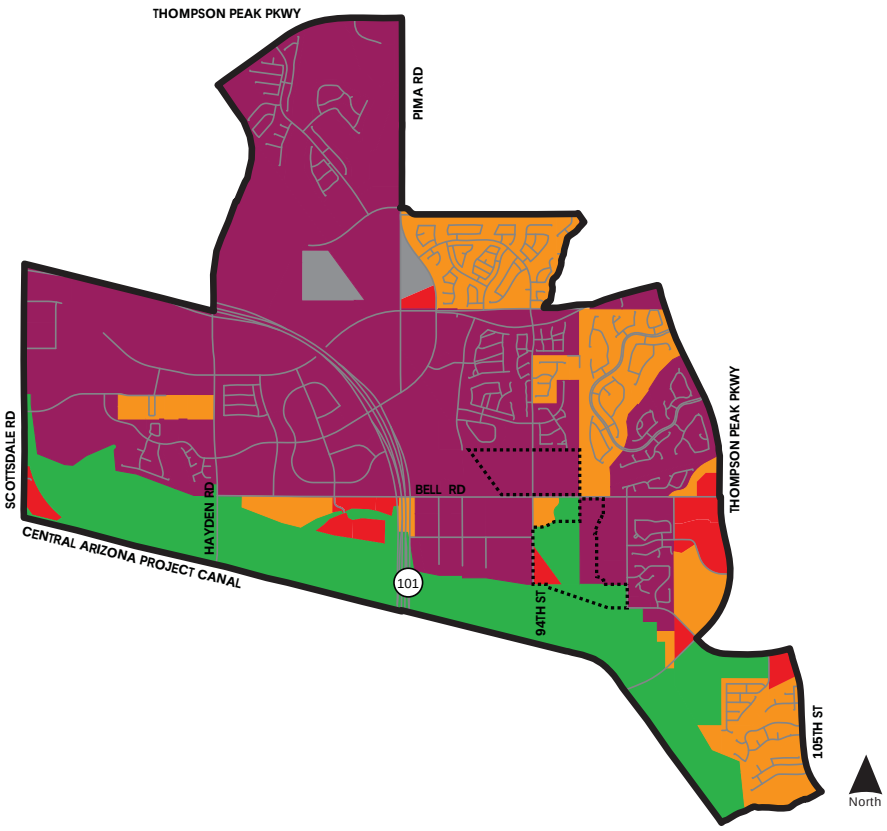
*Estimates based on City of Scottsdale Zoning Map

ESLO

The City's Environmentally Sensitive Lands Ordinance (ESLO) is intended to protect environmentally sensitive lands, by providing reasonable controls over land development in these sensitive areas. The ESLO landforms – comprised of Hillside, Lower Desert, and Upper Desert – require Natural Area Open Space (NAOS) dedications to be permanently maintained as non-developable open space on each lot. A portion of the BRC falls within ESLO designated areas – generally, north and east of the Central Arizona Project canal and power line corridor.



With 50% of the BRC falling within the ESLO district, it is important to note the provisions impacting this portion of the study area. Ninety-eight percent (98%) of the BRC falls within the Lower Desert Landform and only two percent (2%) is designated as Upper Desert Landform under the ESLO district. Those areas within the Upper Desert Landform have already been developed as part of the McDowell Mountain Ranch master-planned community; however, a portion of those areas within the Lower Desert Landform have yet to be built. Consequently, these areas are subject to NAOS dedication requirements ranging from 15% to 30% of the lot area when developed. Furthermore, single-family residential building heights are limited to twenty-four (24) feet within all landforms, while all other zoning districts are limited to thirty (30) feet within the Hillside landform.



BRC Zoning

- Residential Districts
- Commercial Districts
- Industrial Districts
- Mixed-Use Districts
- Other Districts
- City Landholdings

Water

Hualapai Water Campus

The BRC is served by the City's Hualapai Water Campus located at the northeast corner of Pima Road and Hualapai Road.

Provisions of a reliable and high quality water supply for Scottsdale include the need to continually assess water demand associated with continued growth and changes in land use due to revitalization, as well as additional water quality regulations. The average annual water demand in the City of Scottsdale is projected to increase from 94 Million Gallons per Day (mgd) to 144 mgd at build-out - an increase of 53%.

If greater development density is suggested as an outcome of the BRC Master Plan, the area north of the CAP Canal generally has adequate planned treatment infrastructure to support the increased intensity. However, existing infrastructure improvements have been sized to the existing land uses. As with any change that brings a greater need for water – the associated infrastructure will need to be evaluated for possible upsizing should the trend prove to show increased demand in the study area.

Hualapai Water Campus

As the BRC evolves, in line with the City's 2015 Water Master Plan Update, ongoing efforts to maintain and enhance the City's Water Distribution Security along with operation and maintenance of the City's Water Distribution System will be a priority to ensure that there will be a reliable water system for the entire service area. The master plan identifies the following water lines improvements within the BRC:

- Princess Road from Scottsdale Road to Miller Road the addition of a 16-inch line;
- Miller Road from Princess to State Highway 101 the addition of a 20-inch line with a 24-inch line under the freeway;
- Miller Road from State Highway 101 to Legacy Boulevard the addition of a 16-inch line;
- North side of State Highway from Miller Road to Hayden the addition of a 24-inch line;
- State Highway 101 north frontage from Bell Road to Princess Drive the addition of a 12-inch line; and
- 91st Street from Bell Road to south side of DC Ranch the addition of a 12-inch line.

Hualapai Water Campus

The aforementioned water line improvements are intended to be funded and constructed by the city as future capital projects. All other water line improvements are considered local distribution and shall be constructed as needed at developer's cost.

Wastewater

Scottsdale owns and operates two reclaimed water treatment systems – The Scottsdale Water Campus in the BRC and Gainey Ranch Water Reclamation Plant located approximately 5 miles southwest of the BRC.

Since 1989, Scottsdale has been one of the first cities in the Valley to use reclaimed water for irrigation purposes. Reclaimed water is highly treated wastewater (effluent) that provides a quality source for irrigation of large turf areas, such as golf courses. This reclaimed water irrigates approximately two dozen golf courses in the central and northern part of the city. By using reclaimed water, drinking water is preserved for current and future use. Presently, the demand for reclaimed water exceeds the available supply so this resource should not be considered for near term use within the BRC.

Powerline Corridor

In addition to directly utilizing reclaimed water, the City has an extensive aquifer recharge program that was established in the late 1990s. The purpose of this program is to help sustain local aquifer conditions, minimize water level declines, and ensure groundwater is available from City wells to meet peak annual demands and during possible future surface water shortages.

Scottsdale recharges the aquifer at two locations within the BRC: the Hualapai Water Campus and at WestWorld. At the Hualapai Water Campus, highly treated reclaimed water as well as excess CAP water is recharged into the shallow unsaturated aquifer using more than sixty vadose

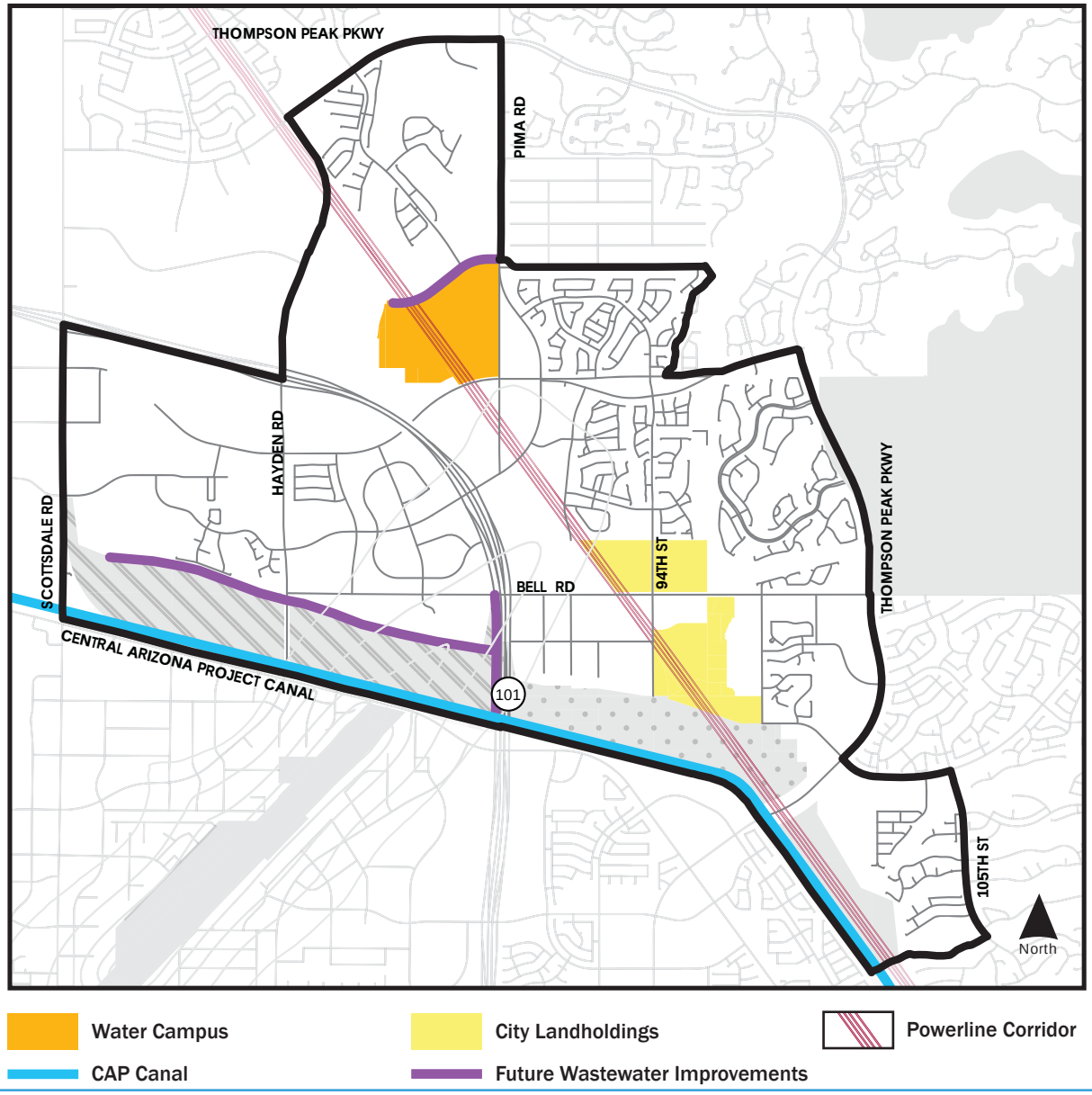
zone recharge wells. In addition, three aquifer storage and recovery (ASR) wells can inject excess treated potable CAP water directly into the deeper saturated aquifer. These three ASR wells can also be used to recover groundwater like normal production wells. The recharge facility at WestWorld is much smaller and consists of three vadose zone recharge wells that recharges filtered excess CAP water.

Scottsdale's recharge program allows the City to maximize the use of its CAP allocation. During the high demand summer months, nearly all the CAP water allocation is treated to potable quality and delivered directly to Scottsdale customers. When demand is lower in the winter, there is excess CAP water available which is used in the recharge program to positively impact the local aquifer system.

Development within the BRC proposing high irrigation demand or water themed activities shall be required to obtain additional water resources and provide them to the City.

The average annual wastewater flows in the city of Scottsdale are projected to increase from 21.0 mgd to 32.2 mgd at build-out—an increase of 53%. Within the BRC, the 2012 Water Reuse Master Plan Update proposes additional pipelines in the approximate 1,000 acre Crossroads East Master Development (generally located north to Legacy Boulevard, south to Princess Boulevard, west to Scottsdale Road, and east along the 82nd Street Alignment) to serve future planned growth. To date, until a future sale of the Crossroads East development is identified, it remains under the control of the Arizona State Land Department. It is important to note that the site is utilized for overflow parking with headlining events at the Tournament Player's Club and WestWorld.

If greater development density is suggested as an outcome of the BRC Master Plan, the area north of the CAP Canal generally has adequate planned treatment capacity at the Scottsdale Water Campus to support the increased intensity. However, existing and planned collection systems have been sized to the existing land uses. As with any change that brings a greater need for wastewater



CAP Canal

Scottsdale Sports Complex

Scottsdale Arabian Horse Show

Barrett-Jackson Auto Auction

Tournament Players Club

treatment, the associated collection infrastructure will need to be evaluated for possible upsizing should the trend prove to show increased demand in the study area. The master plan identifies the following wastewater lines within the BRC as requiring upsizing to meet future planned growth:

- East Hualapai Drive line should increase from a 30-inch diameter to a 39-inch diameter;
- Tournament Players Club Golf Course line from Greenway-Hayden Loop to Loop 101 should increase from a 24-inch diameter to a 30-inch diameter; and
- Tournament Players Club Golf Course line from Greenway-Hayden Loop to Scottsdale Road should increase from an 18-inch diameter to a 21-inch diameter.

The aforementioned water line improvements are intended to be funded and constructed by the city as future capital projects. All other water line improvements are considered local distribution and shall be constructed as needed at developer's cost.

Electricity

Arizona Public Service (APS) is the electrical service provider within the northern region of the city. Electrical infrastructure within the BRC is comprised of traditional underground power lines, 2 substations, and a 230 & 69 KV regional power line (Western Area Power Administration) that bisects the study area from southeast to northwest.

The development impact of the electrical infrastructure within the study area is created by the 230 & 69 KV power lines. In its physical form, this power line corridor is a prominent visual feature that bisects the BRC with a northwest to southeast alignment. Along with the physical structures of the power line corridor, is an easement for the exclusive use by power providers only, and the City, which has rights in easement form, to use that area underneath the power line corridor for recreation, maintenance and emergency access; including parking for WestWorld facilities and events.

The Bureau of Reclamation and the Central Arizona Project

Since 1902, The United States Department of the Interior Bureau of Reclamation (BOR) has been responsible for developing and conserving the nation's water resources in the western United States, including providing municipal and industrial water supplies, hydroelectric power generation, irrigation water for agriculture, water quality improvement, flood control, river navigation, river regulation and control, fish and wildlife enhancement, outdoor recreation, and water-related research.

The Central Arizona Project (CAP), built by the Bureau of Reclamation for the State of Arizona, is a canal project that delivers Colorado River water into central and southern Arizona. A portion of the 336-mile CAP Canal is located within the BRC. Authorized in September 1968, the CAP is projected to deliver an average 1.5 million acre-feet of Arizona's 2.8 million acre-foot Colorado River entitlement each year. Of the annual average delivery, fifty-two percent (52%) of the water is currently used for municipal and industrial purposes (including recharge), thirty-nine percent (39 %) for agricultural irrigation districts, and nine percent (9%) for Native American communities.

In addition to water distribution and flood control, recreational facilities have been developed on BOR property - three of those facilities are located in the BRC: WestWorld, the Tournament Players Club (TPC), and Scottsdale Sports Complex.

WestWorld, the Tournament Players Club (TPC), & Scottsdale Sports Complex

In 1982, Scottsdale entered into an agreement with the BOR to operate and develop WestWorld (originally called Horsemen's Park) for recreational uses. As such, the City agreed "to operate the project land for optimum enhancement of general recreation consistent with authorized project purposes". Uses allowed onsite have evolved over time, including commercial activities such as an amphitheater, museums, state exhibit center, and

other facilities.

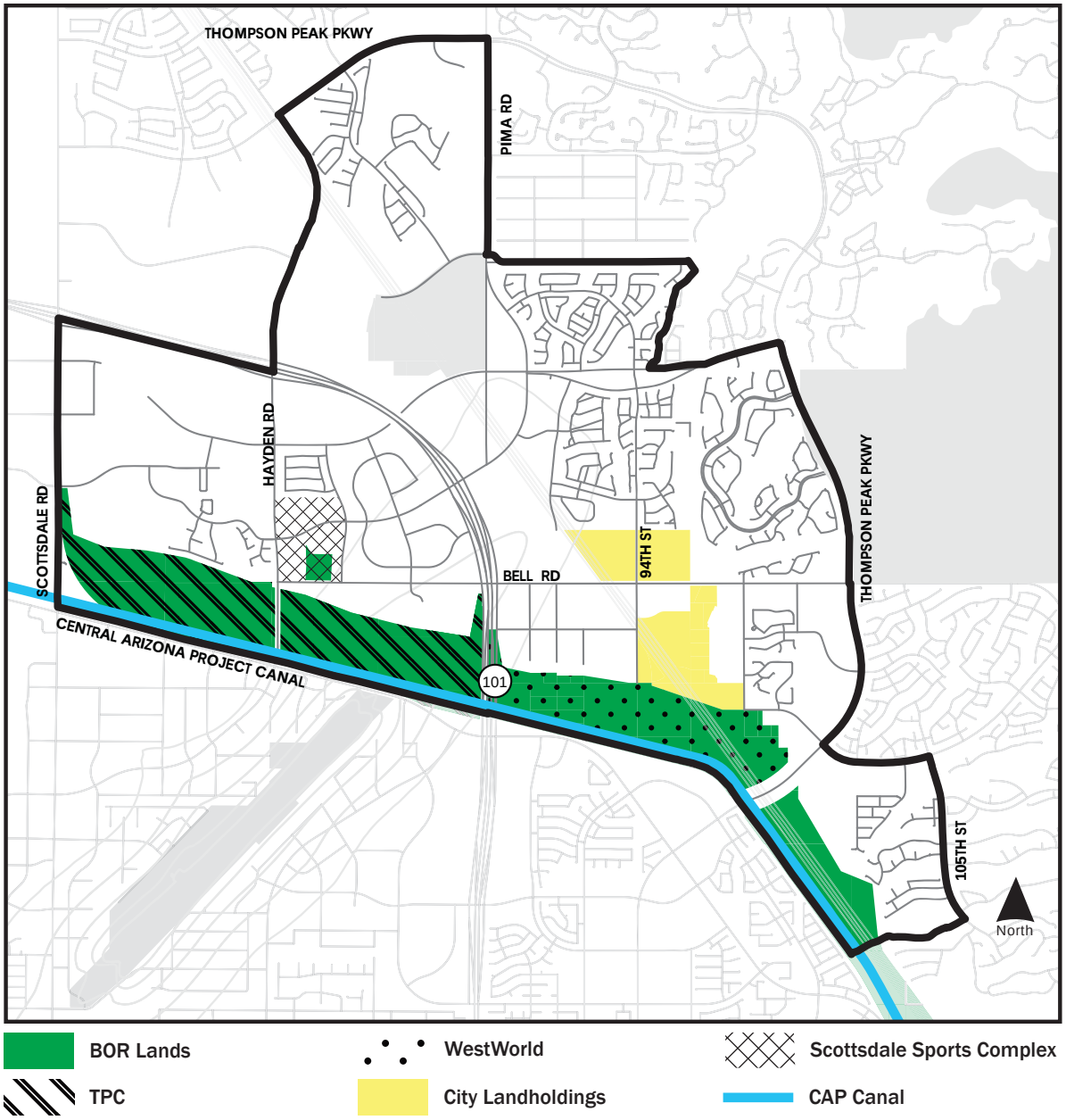
In 1986, the City of Scottsdale completed the initial construction of Horseman's Equestrian and Theme Park, totaling $10,000,000. Construction included grading and drainage, utility infrastructure, six arenas, ten 48-stall barns, one Grand Prix field, and 100 recreational vehicle spaces.

In February of 2011, Scottsdale's City Council voted unanimously to rename the main arena at WestWorld, previously known as the "Equidome", as the "Tony Nelssen Equestrian Center" to honor the late Scottsdale City Councilman. The City Council also created a new Capital Improvement project that would improve the facility's ability to compete as a year round venue for equestrian and other signature events.

Today, following the $51 million dollar expansion, WestWorld solidified its standing as one of the finest special events centers in the nation with the expansion of the equestrian center in early 2014. With the new North Hall building, the center now spans roughly 300,000 square feet of continuous, climate controlled event space. Thanks to flexible design and air conditioning, more than 70 events were booked in 2014, including horse shows, auto auctions, rodeos, bull riding, home shows, a pet expo and a circus.

In 1986, the Phoenix Thunderbirds (host organization for the Phoenix Open), finding the Phoenix Country Club limiting in terms of size and number of spectators, started looking for a new PGA tournament site. The Thunderbirds, with the help of then Scottsdale Mayor, Herb Drinkwater, secured land from the BOR within the city of Scottsdale that would offer the ideal setting for a stadium-style course.

Today, that course is known as the Tournament Players Club (TPC) of Scottsdale. As Arizona's only PGA Tour property, the TPC



Scottsdale Airport

Scottsdale Airport

Scottsdale Airport

McDowell Sonoran Preserve

provides two championship golf courses – the world famous Stadium Course and The Champions Course, both showcasing Scottsdale's beautiful Sonoran Desert setting. Home of the largest attended golf tournament in the world, the Waste Management Phoenix Open attracts over 500,000 fans annually, making it one of the PGA Tour's most anticipated events every year.

Opened in 2006, Scottsdale Sports Complex is a 71-acre facility located at the northeast corner of North Hayden Road and East Bell Road and was designed to be a state of the art competitive multi-sport field complex, boasting 10 fields offering tournament level playing conditions. The complex is a public recreation destination, attracting national and regional tournament play and providing a quality facility for a variety of sporting activities. The facility accommodates a variety of flat field sports such as soccer, lacrosse, football, and rugby. Notably, the complex has seen over 2 million people in attendance at its events, and has averaged over 5,000 reservation hours annually since its opening.

Although the primary function of the facility is to act as a retention basin for storm water runoff, the rise of the basin slopes gives the park the look and feel of a sports venue. Another purpose for Scottsdale Sports complex is to serve as an auxiliary parking area for the TPC. Park features such as sidewalks and landscaping were designed around a parking grid that could accommodate approximately 6,600 cars.

■ Scottsdale Airport

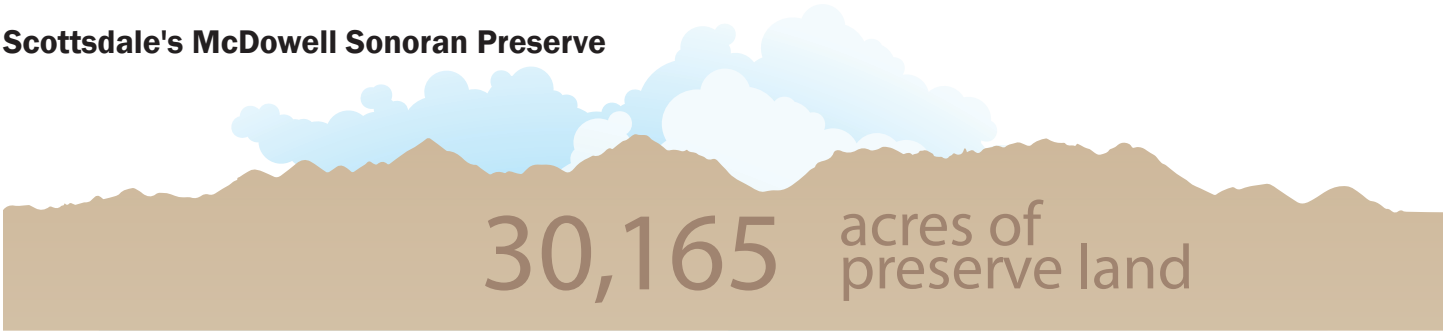
Scottsdale Airport has been part of the physical and economic landscape in the city since 1942. The airport is immediately adjacent to the BRC at its southern border. The BRC is impacted by the airport operations and runway orientation because the Part 77 and Part 150 FAA regulations influence development compatibility with noise level and building height regulations.

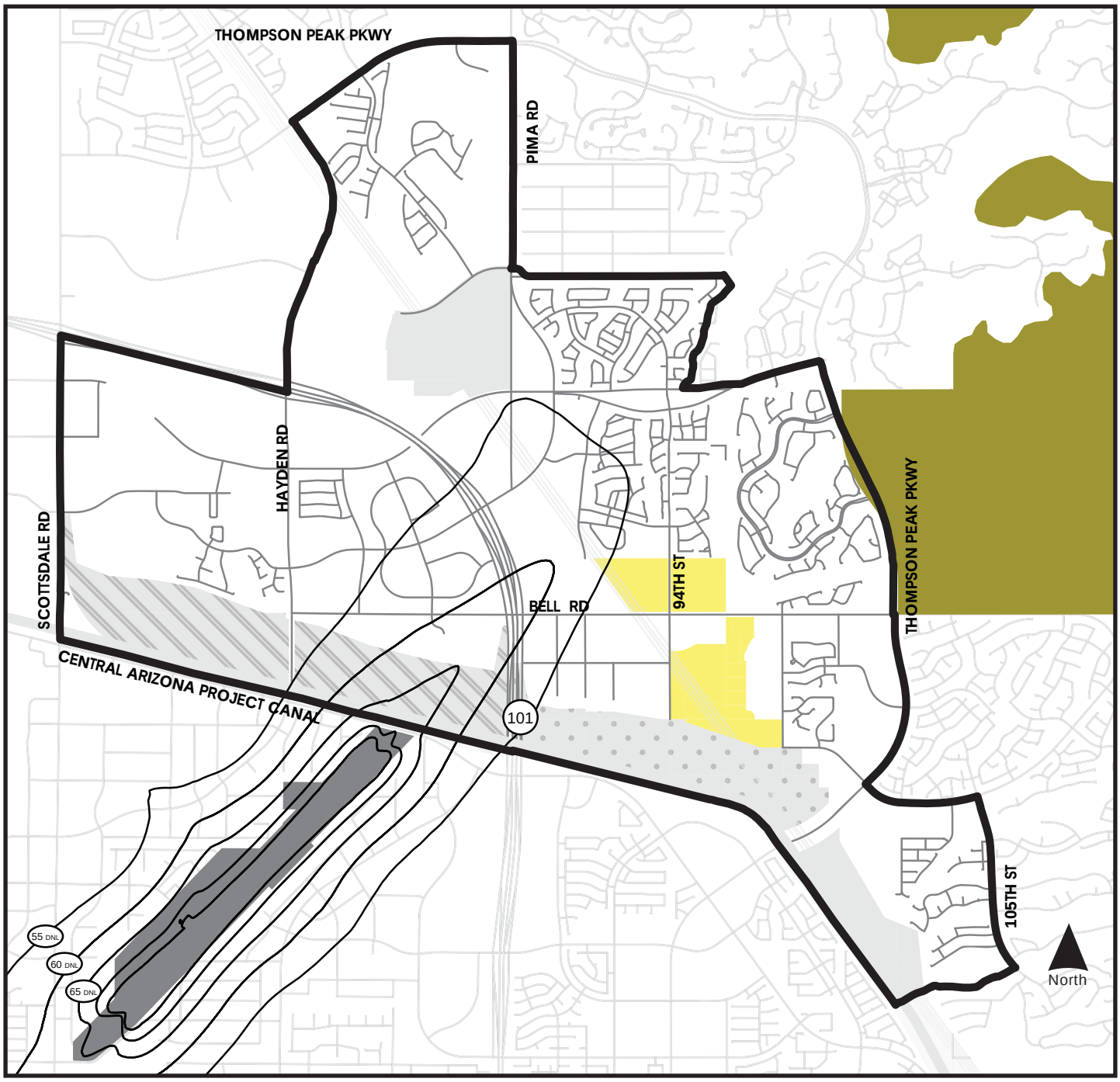
The Airport Master Plan includes goals regarding aviation, including providing a safe environment for all Scottsdale citizens, visitors, and private interests by alleviating the physical risks that may be encountered in the normal operation and development of the community; protecting the physical integrity of regional transportation networks; and protecting the function and form of regional air and land corridors.

Federal Aviation Administration (FAA) Regulations Title 14, Part 77, establishes standards and notification requirements for objects affecting navigable airspace. The intent of the Part 77 Airspace Plan is to protect the airspace and runway approaches from hazards that could affect the safe and efficient operation of the Airport. The plan allows the City to determine if construction of a proposed structure in the vicinity of the airport will penetrate any protected airspaces.

The impact of aircraft noise on airport area residents and businesses has been an environmental issue in the United States for many years and is a key to fostering positive airport community relations. To help mitigate such issues, airports can voluntarily establish a Part 150 Noise Compatibility Program (NCP) that is intended to promote aircraft noise control and land use compatibility. In 2004, Scottsdale completed an update to its Part 150 Noise Compatibility Program and associated Noise Contours with a primary goal being to mitigate ongoing noise impacts between airport users and surrounding community members. Some efforts of Scottsdale's Part 150 Noise Compatibility Program include noise education tools, resident partnerships, "Noise disclosures", and avigation easements.

Scottsdale's McDowell Sonoran Preserve





*The noise contours shown on the graphic above indicate where areas around the airport experience aircraft noise at 55, 60 and 65 DNL (Day/Night Average Level). However, Federal guidelines for residential incompatibility with aircraft noise is 65 DNL and the City of Scottsdale has exceeded this minimum standard by mapping the noise contours out to 55 DNL.

Scottsdale Airport

Part 150 Noise Contours*

City Landholdings

Scottsdale's McDowell Sonoran Preserve

Example of Wash

Example of Neighborhood Wash

Example of Neighborhood Wash

Scottsdale's McDowell Sonoran Preserve

In 1990, Scottsdale citizens (through the non-profit McDowell Sonoran Land Trust - today called the McDowell Sonoran Conservancy) initiated the preservation of Scottsdale's McDowell Mountains and Sonoran Desert. The purpose of Scottsdale's McDowell Sonoran Preserve is to preserve in perpetuity large areas of the Sonoran Desert and mountains to maintain scenic views, as a habitat for wildlife and desert plants; to protect archaeological and historical resources and sites, while providing appropriate public access for educational purposes; and to provide passive outdoor recreational opportunities for residents and visitors.

As of November 2013, the City of Scottsdale has protected 30,165 acres of the Sonoran Desert through a variety of means, including direct land purchases, conservation easements, and zoning designations. The Preservation Privilege Tax Fund is used to pay for the acquisition of properties to be included as part of Scottsdale's McDowell Sonoran Preserve. This funding comes from the 1995 (0.20 percent) and 2004 (0.15 percent) voter-approved preservation transaction privilege tax (sales tax) allocation. Under the sales tax ballot language, the preservation privilege tax revenues are to be used only for preserve acquisition, preserve related construction and trailheads.

Floodplains and Stormwater

Throughout Maricopa County, communities experience weather patterns that bring heavy rainfall to the area. While the rain may only last for short periods of time, the damage and flooding that occurs can be severe. In the BRC, stormwater issues are associated with alluvial fan topography, which has ill-defined washes and heavy sediment transport.

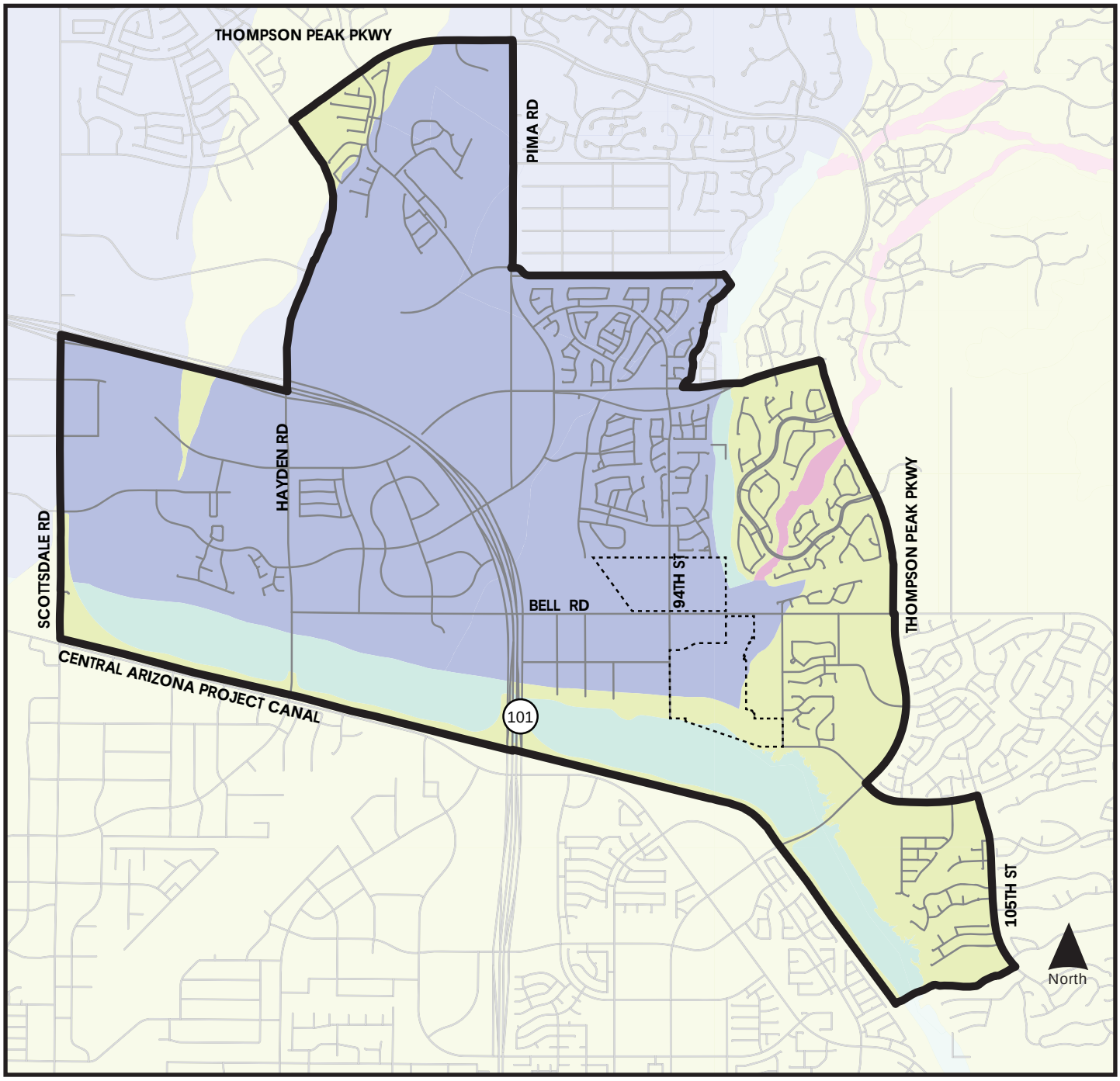
Flood zones are geographic areas that the FEMA has defined according to varying levels of flood risk. These zones are depicted on a community's Flood Insurance Rate Map (FIRM) or Flood Hazard Boundary Map. Each zone reflects the severity or type of flooding in the area.

Floodplains are essential in maintaining and managing natural floodways. Desert topography, compacted soil and numerous washes create flooding conditions during severe rainfall events. The benefits of floodplains include: floodwater control, water filtering and groundwater recharge, diverse plant and animal habitat support, and parks and recreation opportunities. The TPC, WestWorld, Scottsdale Sports Complex, and other BOR properties serve as both floodplain management and recreational opportunities.

Within the BRC, flood zone designations consist of AO, X, and AE. According to the Federal Emergency Management Agency (FEMA):

- **A Zones** are subject to inundation by the 1-percent-annual-chance of a flood event occurring, generally determined using approximate methodologies. Because detailed hydraulic analyses has not been determined, no Base Flood Elevations (BFEs) or flood depths are shown. Flood insurance requirements and floodplain management standards apply.
- **AO Zones** are subject to inundation by 1-percent-annual-chance shallow flooding (usually sheet flow on sloping terrain) where depths averages are between one and three feet. The majority of land in the BRC falls within this zone. Flood insurance requirements and floodplain management standards apply.
- **AE Zones** are subject to inundation by the 1-percent-annual-chance flood event determined by more detailed methods of analysis. Base Flood Elevations (BFE's) are available through Flood Insurance Studies (FIS). Flood insurance requirements and floodplain management standards apply.
- **X Zones** are subject to moderate flood hazard, usually the area between the limits of 100-year and 500-year floods.

All development and redevelopment projects are expected to consider the impacts to natural washes. Development within areas containing watercourses with flow capacity of 50 (CFS) or greater are required to obtain a wash modification permit and comply with the City regulations.



A Zones

AO Zones

AE Zones

X Zones

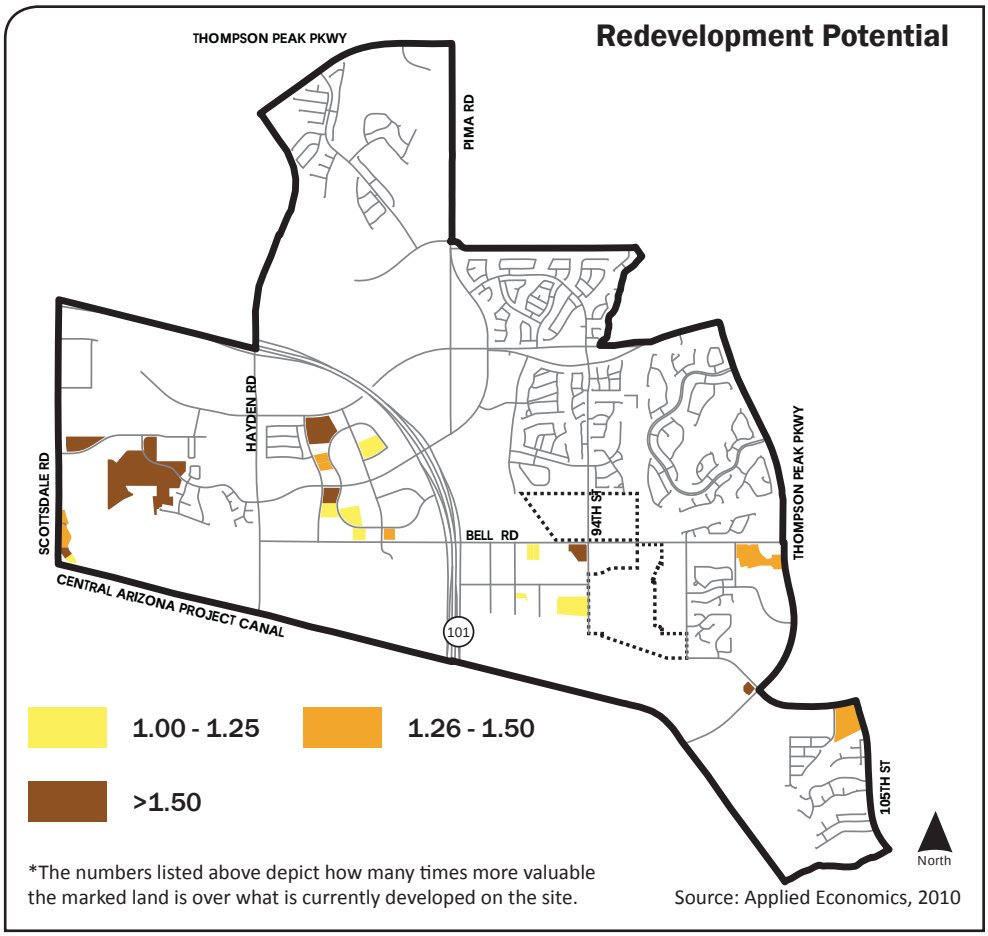
City Landholdings

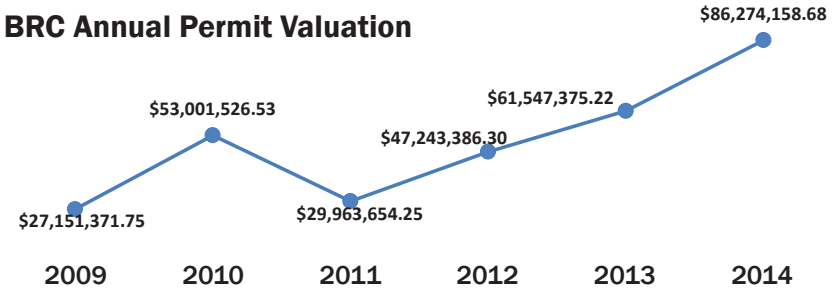
DEVELOPMENT OPPORTUNITIES

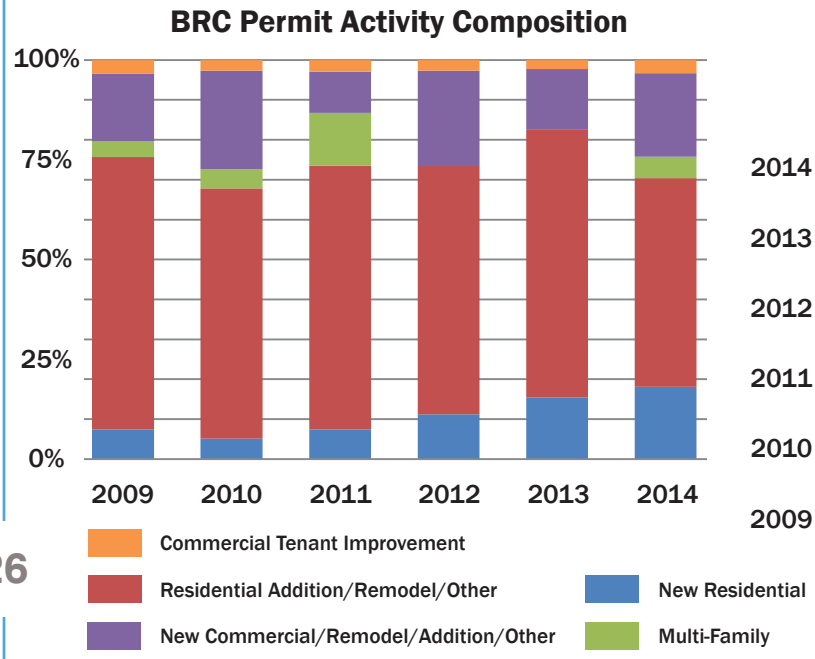
The commercial vacancy rates in the BRC, as reported in January 2015, shows a vacancy of 25.3% in office, 7.3% in retail, and 2.5% in industrial properties. These numbers are lower than the 5-year average for the same area, which shows a vacancy of 29.3% in office, 13.1% in retail, and 7.0% in industrial properties.

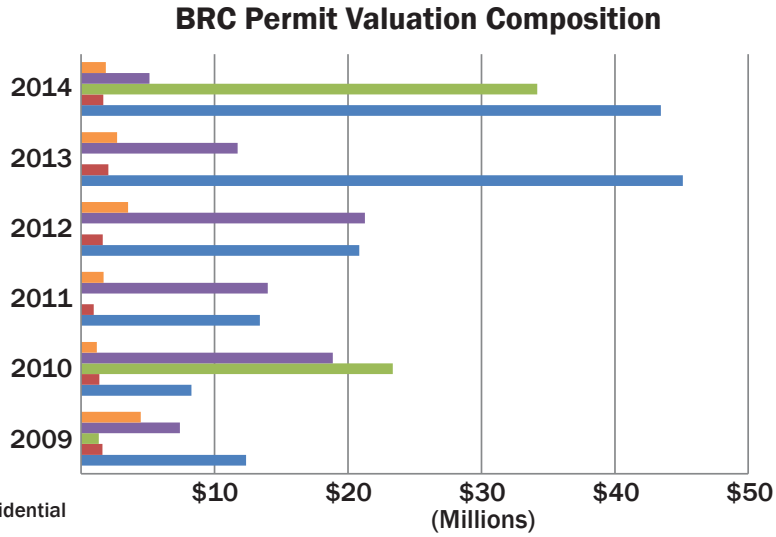
It is important to note that certain properties within the BRC have redevelopment potential. In 2010, the City of Scottsdale contracted with Applied Economics to conduct citywide development forecasting. The consultant used a method to characterize areas that may lend themselves to redevelopment - areas where the value of land is equal to or in excess of the value of the building/improvements. The graphic on the right shows parcels in the BRC where the value of the land is as great, or greater, than the value of improvements.

In terms of private investment in the BRC, the City tracks permit transactions annually - including permit valuation. Permit valuation includes the reported total valuation of a project, not including the price of land.

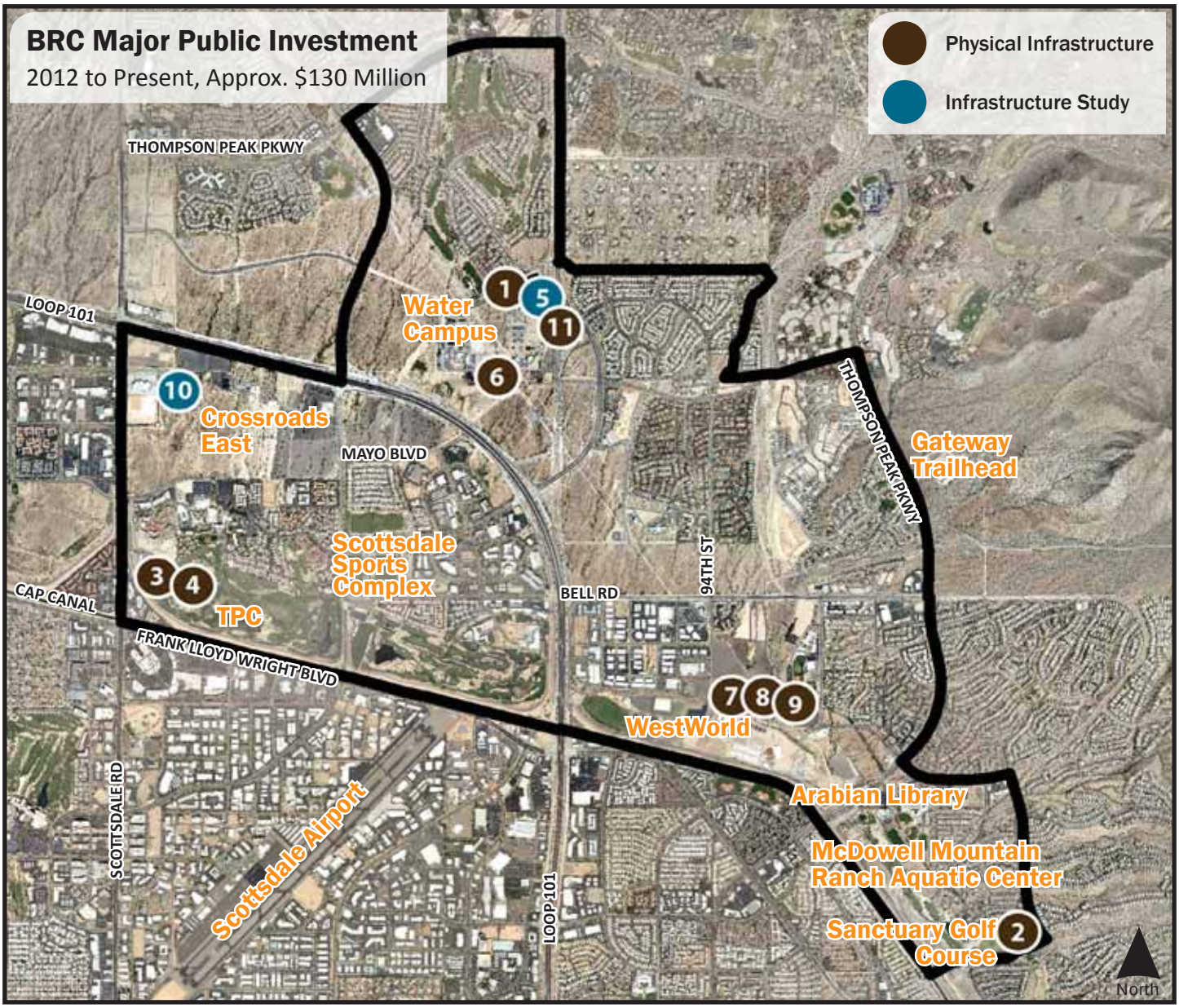








Source: City of Scottsdale CDS Development Activity Report, 2015



1 **Water Campus Admin Tenant Improvements**
Completed July, 2012: $1,148,316
Interior renovations of one of the water campus buildings to convert storage area to office spaces for staff.

2 **McDowell Mountain Golf Clubhouse**
Completed April, 2013: $2,353,340
Renovations to the McDowell Mountain Ranch Gold Clubhouse to add additional space and remodel the interior.

3 **TPC Stadium Course Renovations**
Completed November, 2014: $7,058,220
Renovations to the TPC Stadium Course.

4 **TPC Clubhouse Renovations**
Completed November, 2014: $3,246,891
Renovations to the TPC Clubhouse to add additional space and complete interior remodeling.

5 **Water Campus Drainage Assessment**
Completed October, 2014: $75,000
Study to develop options for managing stormwater within the water campus.

6 **Transfer Station Crane Replacement**
Completed October, 2014: $212,900
Replacement of the transfer station crane.

7 **WestWorld Events Paving & Show Office**
Completed December, 2013: $4,300,000
Construction of the Show Office adjacent to the North Hall and paving in various locations.

8 **Tony Nelson Equestrian Center Expansion**
Completed January, 2014: $47,000,000
Renovations of the equidome and construction of the North Hall.

9 **Paving Improvements at WestWorld**
Completed December, 2014: $168,000
Construction of roadway connecting Bahia to 94th Street.

10 **CrossRoads East Conceptual Drainage**
Underway: $1,210,626
Analysis of the regional drainage in the vicinity of the Loop 101 between Scottsdale Road and Pima Road.

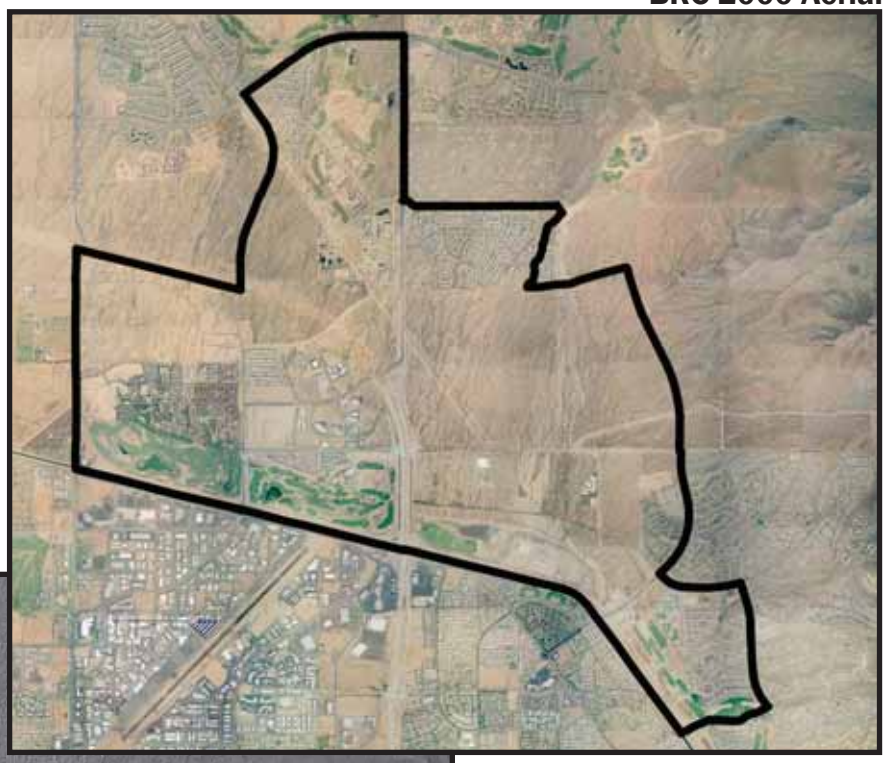
11 **Advanced Water Treatment**
Completed October, 2013: $62,919,489
Construction of Advanced water treatment facilities to expand the capacity from 8 MGD to 20MGD.

NEXT STEPS

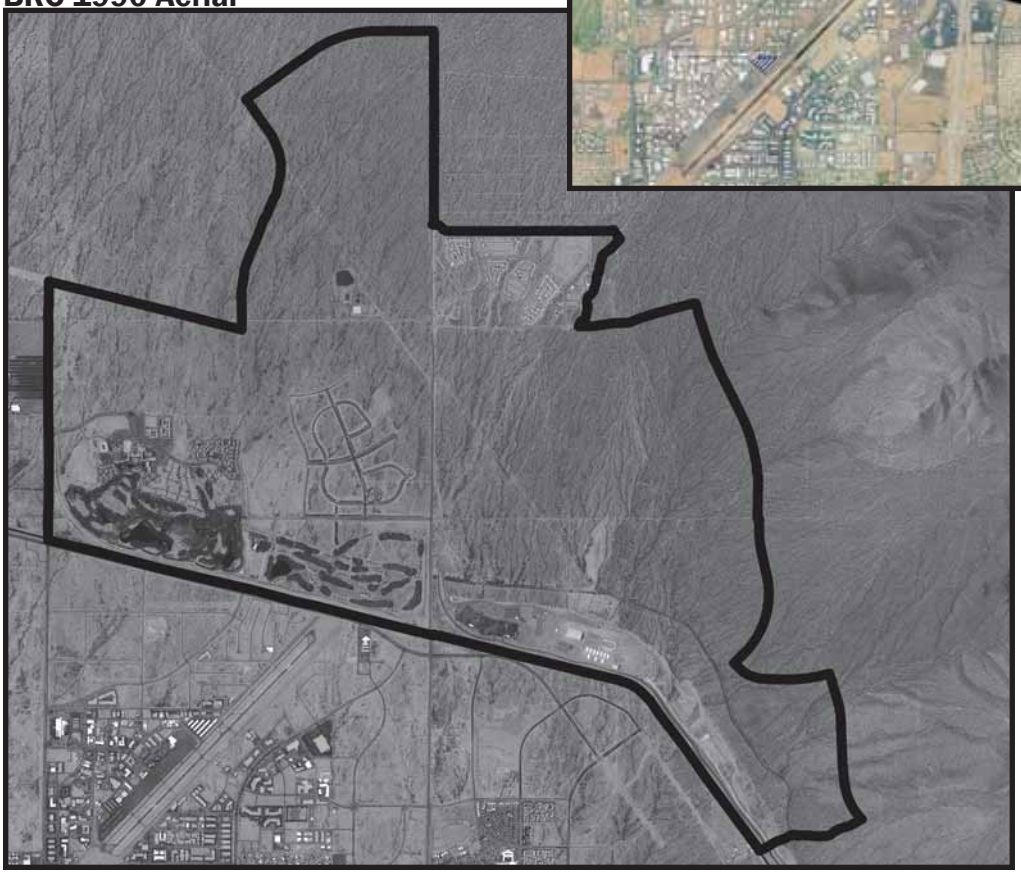
What's Next?

The success of the BRC Master Plan will be measured in part on successfully gathering stakeholder input on the future of the area, and conducting a marketing and land use analysis to narrow down options for corridor development. Although not all ideas will be agreed upon, the results of the public input and analysis will show that there are options that reach more common consensus. The information summarized in the BRC Existing Conditions Report will help to initiate stakeholder discussions to inform policies, decisions, and future development efforts (redevelopment included) in the BRC.

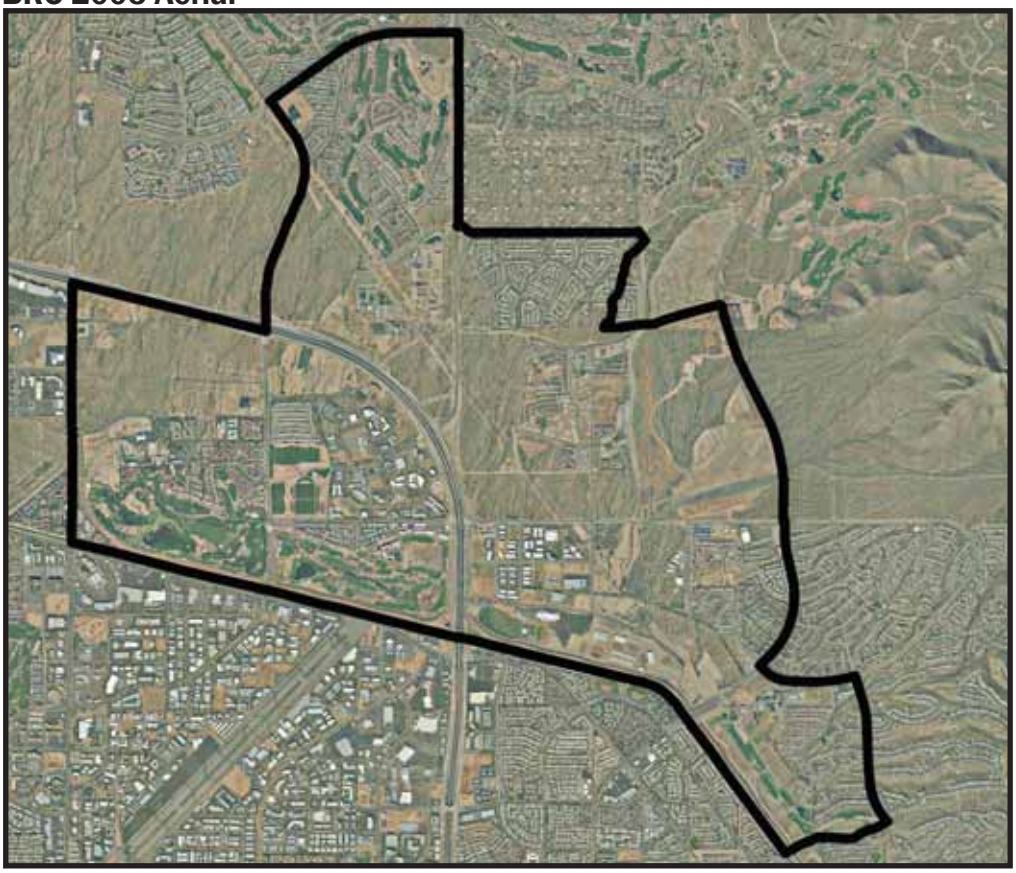
BRC 2000 Aerial



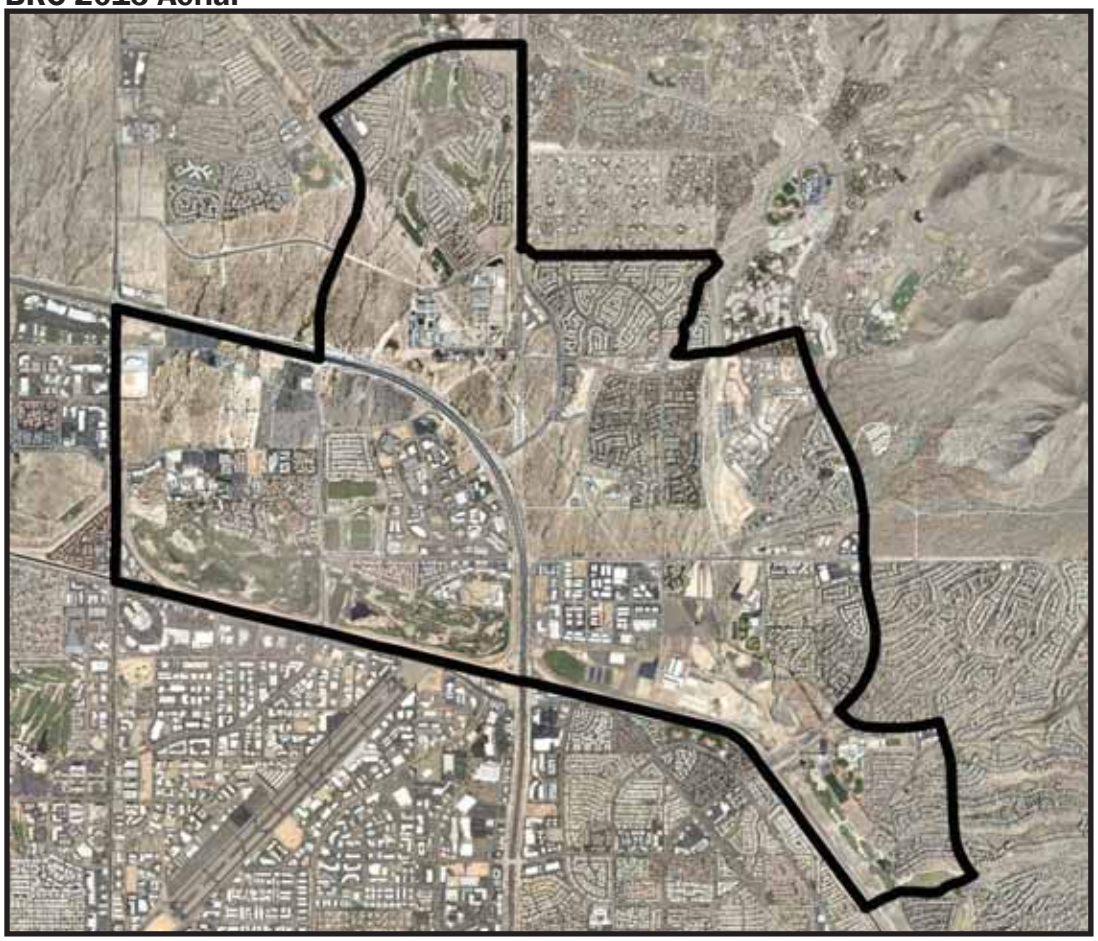
BRC 1990 Aerial



BRC 2005 Aerial



BRC 2013 Aerial



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