

Preserve Ranch is able to encompass the natural desert setting in development materials and architecture. The McDowell Sonoran Preserve serves as a focal point for the neighborhood incorporating views, access, and character. Future generations will benefit from the homes and area for years to come.

b. Land Use Element

" Scottsdale will ensure a variety of living, working, and leisure opportunities through different land uses, vital neighborhoods, thriving business and tourism communities, and open spaces for people to recreate, reflect, and enjoy."

Residents will benefit from the relaxed Preserve Ranch atmosphere. The outdoor enthusiasts will appreciate the natural desert setting and recreational opportunities. All ages will be able to enjoy and reflect within this unique neighborhood full of beautiful open spaces.

Dynamite Foothills Character Area Plan

The Dynamite Foothills Character Area Plan came as a result of the citizen-driven group CityShape 2020. A character plan is a recommendation or guideline that strives to implement a specific personality or sense of place into a neighborhood. It uses regulation polices like character plans to outline development but is not a regulatory document.

The Dynamite-Foothills area-is-located-in-North Scottsdale-between the McDowell Mountain-and the Lone Mountain alignment, and east of 112th Street to 136th Street. This area capitalizes on mountainous view sheds and remote desert environments. In order meet the vision of Rural Desert character, character strategies like minimizing street widths, strategic building envelopes, accentuating open space, and encouraging native desert landscaping are incorporated. Lower single-family densities with twenty four feet building height equate to larger lot ranch style homes. Preferred wall designs and community amenities are suited to acknowledge wildlife corridors and maintain a rural character.

The goals listed below are outlined by Dynamite Foothills Character Area as strategic approaches to maintaining the personality of the area voted by residents and officials. Responses are outlined to explain how Preserve Ranch is striving to meet the needs.

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

Native vegetation will be used throughout the site including streetscapes and common areas. Simple screening and lack of perimeter walls compliment the meandering roadway and encourage an open and natural community. All setbacks, building scales, and open spaces will be observed and in accordance with the surrounding conservation requirements. Street alignments and building placements have all been purposefully placed in order to preserve natural washes and vegetation.

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

Analysis of topography and open space are all done to carefully situate the Preserve Ranch development envelopes. NAOS has been incorporated into the community and over 50% of the site is open space.

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

Open space can be found throughout the site, including the perimeter of the property. This allows for an optimal transition from the development to nature and to other surrounding developments. Drought tolerant plants have been chosen in order to meet the desert landscaping.

SCOTTSDALE DESIGN PRINCIPLES

Scottsdale's design principles are enforced so new development reflects and enhances the unique climate, topography, vegetation, and historical elements. These elements are considered amenities that uphold the quality-of design and sustain the Scottsdale community;

- 1) The design character of any area should be enhanced and strengthened by new development.**

Architecture will be encouraged to blend within the natural setting. This will allow the Sonoran Desert character to be showcased. Preserve Ranch will also utilize the natural desert setting as landscaping throughout the site.

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

The connectivity of the site positions the homes to allow for spectacular views. The site is also conscious of the natural surrounding and plans to preserve and incorporate these elements in every way possible. The views and the peacefulness of the natural environment are what make this location prime. Preserve Ranch has every intention of maximizing this guideline.

- 3) Development should be sensitive to existing topography and landscaping. A design should respond to the unique terrain of the site by blending with the natural shape and texture of the land while minimizing disturbances to the natural environment.**

Preserve Ranch will work with the rolling topography to create an original and natural setting. The terrain provides texture and color influence to the development that reflect the natural desert setting.

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

Wildlife corridors and buffers are planned within the site and intend to incorporate existing ecological conditions.

- 5) The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.**

Public spaces, including streets and common tracts will use natural materials and landscaping to blend within the natural desert setting. Colorful cactus and flowers will be implemented to provide accents and depth.

- 6) Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.**

Preserve Ranch is surrounded by trails and bike paths throughout the Sonoran Preserve, this location will allow residents alternative modes of transportation and opportunities for social contact and interaction.

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

With adjacent trails located nearby and natural wash corridors and landscaping, residents will be able to take advantage of adjacent connections and natural shading opportunities.

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

All buildings at Preserve Ranch are residential and are designed with massing that suggests the environment in which they are located.

- 9) The design of the built environment should respond to the desert environment:**

The color palette of the community will reflect the natural desert setting. Natural colors and vegetation will be incorporated throughout the site. The desert weather will encourage shading opportunities and heat sensitive materials.

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

Considerations to incorporate energy conservative and low impact design and construction practices at Preserve Ranch will be encouraged.

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

Providing a large natural buffer from the Preserve to the site provides a natural desert transition into the community. All open spaces will utilize the character of the area and provide a variety of natural vegetation.

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

Utilizing native plants and the natural terrain will allow the proposed community to minimize its water intake.

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

Natural light will be encouraged in the community by providing open spaces and strategically placed windows. Light pollution will also be minimal by using full coverings on public lighting and minimal decorative lighting, Preserve Ranch will minimize glare in the neighborhood in order to suite the community's environmental needs.

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

Minimal signage is needed for the small community at Preserve Ranch. Street signs and frontage signs will maintain the natural colors with little lighting. The signs will compliment and reflect the quaint community.

Environmentally Sensitive Lands Ordinance

The City of Scottsdale Environmentally Sensitive Lands Ordinance (ELSO) is a 134 square mile environmental protection overlay that was adopted in 1991. The overlay encompasses the lands north of Central Arizona Project canal and is in effect to preserve natural open space and elements. City Council has amended this ordinance over the past decade to ensure preservation and development are balanced in all land uses in this area.

Twelve general statements from the ESL are listed below, with responses that outline how Preserve Ranch complies with the overlay standards and objectives.

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

Planning and Engineering analyses will be done to ensure that all potential hazards and sensitive areas are addressed.

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

The McDowell Sonoran Preserve is seen as an asset to Preserve Ranch. Maintaining unrestricted views and caring for existing habitats and vegetation is a priority to keep the community atmosphere relevant.

- 3) **Protect renewable and nonrenewable resources such as water quality, air quality, soils, and natural vegetation from incompatible land uses.**

Developing under the current zoning and providing over 50% open space will allow Preserve Ranch to protect renewable and nonrenewable resources.

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

Preserve Ranch will utilize existing streets for access, water, emergency services, parks and recreation.

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

The natural desert landscape will be preserved and highlighted through the Preserve Ranch community. The design of the neighborhood incorporates unforgettable open space for viewing and enjoying.

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

The significance of the McDowell Sonoran Preserve will be emphasized, providing educational opportunities as well as physical education. This opportunity will allow residents and visitors to appreciate and respect the natural desert.

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

Preserve Ranch will preserve and enhance existing wash corridors to ensure drainage features operate with no negative impacts to the development.

- 8) **Minimize the impacts of development by controlling the location, intensity, pattern, design, construction techniques, and materials of development and construction.**

By emphasizing and incorporating existing open space and other natural environments, Preserve Ranch is able to minimize construction impacts. The pattern, design, and materials used on site will be of the highest quality with respect to the natural desert environment.

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

Building heights and locations are all in compliance with the zoning guidelines. The landscaping will continue to respect the natural desert environment as Preserve Ranch intends to use the natural desert as a theme for the area.

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

The unique topography of this area is cherished for its open space and boulder features. Maintaining the natural state of this area is parallel with Preserve Ranch's understanding and overall goal.

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

Preserve Ranch fulfills a growing housing demand while also preserving land by creating buffers and open space. The outdoor recreation will pull people outside and encourage

engagement and understanding of the area they live in. Essentially the city will benefit from the development growth, the natural environment will be understood and unspoiled, and citizens will improve their quality of life.

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

As a result of innovative planning and designing, through development envelopes, construction and development will provide minimal impact. This site emphasizes open space in order to minimize lot sizes. The proposed lot sizes allow residents to have little yard upkeep while native habitats will stay untouched. People will be encouraged to use the surrounding public facilities such as trails and bike paths.

Conclusion

We respectfully request the re-approval of this preliminary plat application as it promotes a development approach that is sensitive to the environment and is consistent with the General Plan, Dynamite Foothills Character Plan, and the associated R1-70 ESL zoning.