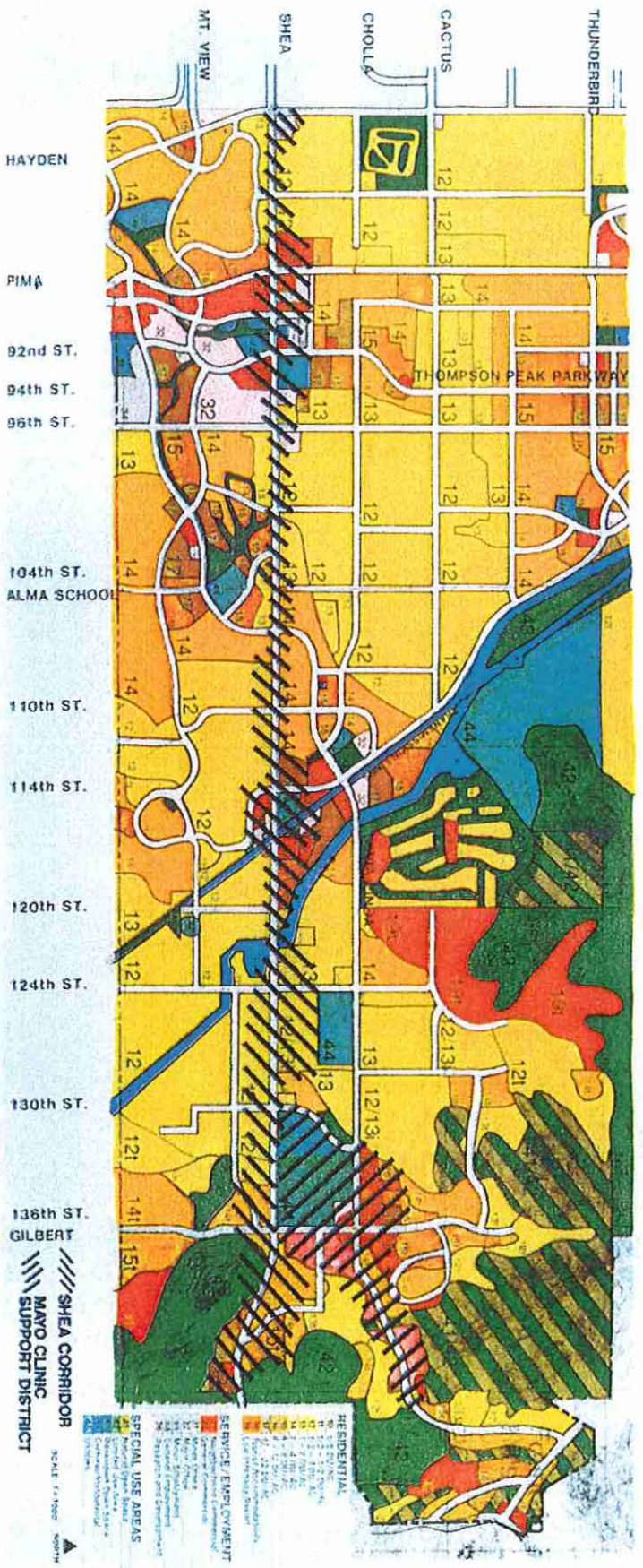


SHEA AREA PLAN
ADOPTED JUNE 15, 1993

*Please Note: Shea Area Plan Land Use Map has been superseded by City of Scottsdale General Plan 2001 Conceptual Land Use Map



UMBRELLA GOALS, POLICIES, AND GUIDELINES

(To be applied throughout the study area boundaries for land developed under the current land use plan or optional criteria.)

The Shea Area Plan contains policies and guidelines that establish the initial minimum threshold for a project to be considered by the city. City Boards, Commissions, and the City Council may consider additional guidelines/requirements when reviewing specific development requests. This additional information would be based on a review of the issues associated with the request.

GOAL – ENHANCE AND PROTECT EXISTING NEIGHBORHOODS.

INTENT: New development should blend into the existing land use patterns without creating negative off-site impacts.

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

GUIDELINES:

The following techniques are suggested to encourage compatibility with adjoining land uses

- 1) Building heights at the edges of the parcel should reflect those already established by the existing neighborhood.
- 2) Setbacks at the edges of the parcel should equal those of adjoining parcels.
- 3) Where a multi-family project bounds a single-family development, overall building mass at edges of the parcel should be comparable to existing homes.
- 4) Buffering techniques such as landscaping, open space, parks, and trails should be used whenever possible.
- 5) Where desired by the adjacent neighborhood, new residences should face other existing homes when a street borders the two developments.
- 6) Project walls that are not adjacent to Shea Boulevard, should be limited to six (6) feet in height and should provide variations in height and alignment.
- 7) Proposals for new development should be reviewed with the neighborhood directly adjacent to the development and established neighborhood associations. This review should be accomplished by the applicant or their representative prior to the public hearing process.

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

GUIDELINES:

- 1) Development proposals should not include the assemblage of established neighborhoods if an assemblage does not fit criteria established by the city's Neighborhood Assemblage Policy.
- 2) New development which creates a destabilizing effect on a neighborhood should be discouraged. Destabilization is defined by one or more of the following if the development:

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

GOAL – ENCOURAGE SITE PLANNING WHICH IS SENSITIVE TO ENVIRONMENTAL FEATURES

INTENT: Existing city policies provide for strong environmental protection and should be followed and actively enforced.

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

GUIDELINES:

- 1) The following dimensions establish a base line for the Shea Scenic Corridor. Actual dimensions should be determined on a case by case basis.
 - a. Minimum width of 50' for single family areas, with an average width of 60'.
 - b. Minimum width of 80' for all other uses, with an average width of 100'.
- 2) Buildings that are adjacent to the Shea Scenic Corridor are encouraged to be single story so that views to the mountains and to the south are preserved.
- 3) Open space corridors should follow dimensions as outlined in the Environmentally Sensitive Lands Ordinance.

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

GUIDELINES:

- 1) Sensitive and unique desert areas, previously identified in other planning efforts, should be preserved as open space for passive public recreational activities and to maintain the visual character of the areas.
- 2) Washes should remain in a natural condition to provide for movement of wildlife and storm water, and major washes should be designated as vista corridors to enhance mountain views.
- 3) Site grading and disturbances will follow all city ordinances and guidelines.

POLICY 3 - Encourage a thematic streetscape to be applied to Shea Boulevard within the boundaries of the scenic corridor.

GUIDELINE:

- 1) The city should develop a streetscape program to be applied to Shea Boulevard that includes elements such as wall design, paving design, street graphics, signage, city entries, and other elements that would relate to creating a "gateway" feel for Shea Boulevard.

GOAL – PROVIDE FOR AN EFFICIENT ROAD NETWORK AND PROMOTE ALTERNATIVE MODES OF TRAVEL

INTENT: Shea Boulevard should be built according to anticipated traffic demands. Limit site access, median breaks, and traffic signal locations in accordance with the Shea Boulevard Transportation/Access Policy to be approved within six months of the Shea Area Plan.

POLICY 1 - Improve Shea Boulevard, when volumes warrant, according to the 1992 Shea Boulevard Traffic Study.

GUIDELINES:

- 1) The interchanges shown on the circulation element should be removed from the following Shea Boulevard intersections: Frank Lloyd Wright Blvd., Via Linda, and 92nd Street.
- 2) From Pima to 96th Street, Shea should be built in a manner that will minimize traffic congestion.
- 3) Access to Shea should be according to the Shea Boulevard Transportation/Access Policy.

POLICY 2 - The trail system should be maximized as an alternative transportation route.

GUIDELINES:

- 1) To provide safe and convenient access to areas north and south of Shea, underpasses should be built near the intersections of 136th and 124th Streets and Shea Boulevard.
- 2) A continued effort should be made to secure trail access along the CAP canal, as illustrated in the Circulation Element of the General Plan.

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

GUIDELINES:

- 1) Expand bus service along Shea at Frank Lloyd Wright Boulevard and near the Mayo Clinic.
- 2) Transit improvements including signage, bus pullouts, shelters, and bicycle locking equipment should be provided along all bus routes.
- 3) Transit stops should be located near concentrations of housing and employment.

SHEA CORRIDOR GOALS, POLICIES, AND GUIDELINES

The Shea Corridor is an area which is generally $\frac{1}{4}$ mile north and $\frac{1}{4}$ mile south of Shea and runs from Hayden Road on the west to the east city limit line.

GOAL – A VARIETY OF RESIDENTIAL HOUSING CHOICES SHOULD BE PROVIDED.

INTENT: Create housing opportunities that will allow residents to live near schools and employment areas.

POLICY 1 - Enhance and protect the existing residential areas while allowing flexibility in residential parcels having Shea frontage.

GUIDELINES:

- 1) The umbrella goals, policies, and guidelines should be followed.
- 2) Undeveloped properties can develop according to the current land use plan, or optional criteria as illustrated in 3-5 below.
- 3) Encourage a single family housing pattern that will provide a compatible buffer between low and middle density housing. Depending on how well it can blend with the existing neighborhood, a maximum of 4 du/ac could be considered for parcels where the adjoining land use is less intense.
- 4) Unless the surrounding land use intensity is greater, a minimum parcel size of 20 acres is necessary to achieve the maximum density, so that a transition to the surrounding neighborhood can be made. For parcels having more land area, flexibility in densities could be considered.
- 5) For parcels at the intersection of Shea and an arterial or greater street, consider multi-family residential projects on any developable corner of the intersection.

GOAL - ALLOW FOR NEW EMPLOYMENT OPPORTUNITIES

INTENT: Provide opportunities for destination medical or corporate office, and land uses that would support tourism, corporate business, or medical activity. These uses should demonstrate a compatible fit into the unique environment of the Shea Area.

POLICY 1 - Allow employers offering uses such as medically related services, or corporate headquarters, or hotel accommodations.

GUIDELINES:

The following are examples of land uses that could be considered:

- 1) Medical offices and clinics having a regional or national reputation.
- 2) Corporate office headquarters.
- 3) Medical practice offering a unique approach to conventional medical practice.
- 4) Research and development activities.
- 5) Hotel accommodations and related support facilities such as: restaurants, recreation, and specialty retail. The specialty retail use should provide goods and services that cater primarily to visitors.
- 6) Other similar uses which could provide similar advantages to the City.

Development should include these features:

- 7) Implementation of the umbrella goals, policies, and guidelines.
- 8) The use should be located at the intersection of Shea Blvd. and a major collector or larger street, on any developable corner of the intersection.
- 9) The parcel should be a size so that appropriate site buffering can occur.
- 10) Access to and from Shea should be according to the Shea Boulevard Transportation/Access Policy.
- 11) The overall character of the site should be a campus orientation where buildings are clustered and connected through a strong pedestrian plan.
- 12) Impacts to the existing landscape should be minimized through building colors, height restrictions, native plant revegetation, and screening views from off-site areas.
- 13) Where an office adjoins a residential land use, there should be special attention given to protect the existing homes' privacy through: a) stepped down building heights, b) dense native plant buffers (tree spacing not more than 30 feet on center or equivalent groups), and c) plan site elements to locate activity areas away from the residential areas.

GOAL – PROVIDE FOR A FULL RANGE OF RETAIL SERVICES

INTENT: Neighborhood retail should be developed in locations currently planned along Via Linda, Frank Lloyd Wright Boulevard, and away from the Shea Corridor. Higher order goods and services should occur in areas planned for this level of retail such as Shea/Pima, as well as other areas outside the Shea Corridor that have been identified by previous planning efforts.

POLICY 1 - Neighborhood level retail centers which provide everyday goods and services such as groceries, drug stores, dry cleaning, etc. should occur within the neighborhoods, on arterial streets, and outside of the Shea Corridor so that convenient vehicular and pedestrian access can occur and local traffic will not need to use Shea Boulevard. The umbrella goals, policies, and guidelines should be followed.

**MAYO SUPPORT DISTRICT
GOALS, POLICIES, AND
GUIDELINES**

GOAL – ENHANCE A SUPPORT SERVICES DISTRICT NEAR THE MAYO CLINIC.

INTENT: Support uses for the Mayo Clinic should cluster near the clinic so that a pedestrian environment can be achieved, thus minimizing the necessity of travel on Shea for clinic patrons and employees.

POLICY 1 - For a specific area surrounding the May Clinic, a Mayo Clinic support district should be established. Within this district, a flexible approach to locating support uses should be considered.

GUIDELINES:

- 1) All development should follow the umbrella goals, policies, and guidelines.
- 2) Support uses could include, but are not limited to: hotels, restaurants, specialty retail, offices, research and development campus, housing and educational facilities. Other support uses should be evaluated based on whether they follow the intent of this policy.
- 3) Actual locations of support uses should be reviewed using the following criteria:
 - a. The use is appropriate for the site in terms of intensity, and environmental sensitivity.
 - b. There should be a compatible relationship to the existing developed land.
 - c. The use fulfills a demand for one of the support uses listed.
 - d. There should be strong pedestrian linkages between the Clinic and surrounding support uses. Cart paths could also be incorporated to shuttle clinic patients.