



DC Ranch Engagement Plan for the land at 9402 E. Bell Road

Objective:

To monitor the auction and development of the approximately 40 acres of raw land at 9402 E Bell Road, located at the northeast corner of 94th Street and Bell Rd. DC Ranch's Desert Haciendas neighborhood abuts the land on the north. Potential impacts, both positive and negative, on the DC Ranch community-at-large will be reviewed and if appropriate, the Community Council will engage with the goal of enhancing positive and minimizing negative impacts for DC Ranch residents.

Background:

The City of Scottsdale currently owns the land. In November 2021 the city issued a Request for Bids (RFB) for the sale of the land by auction. The auction is scheduled for March 16, 2022. Minimum bid is \$42,700,000. At the time of the auction, the buyer is not required to disclose their intended use for the land, nor when development may take place. It is possible that a new owner will request a zoning change on the land.

The Property is zoned R1-7 (Single Family Residential), PCD (Planned Community District), ESL (Environmentally Sensitive Lands Overlay) HD (Hillside District, if applicable), based on approved rezoning case 11-Z-86.

R1-7 zoning is intended to promote and preserve urban single-family residential development and allows for one single family home per 7,000 sq ft lot. The principal land use is a single-family dwelling. Uses incidental or accessory to dwellings, recreations, religious and educational facilities are included.

The Environmentally Sensitive Lands Overlay ESLO is a set of zoning regulations adopted by the Scottsdale City Council in 1991 (amended in 2001, 2003, 2004 and 2007), to guide development throughout the 134 square miles of desert and mountain areas of Scottsdale.

The DC Ranch Community Council will provide updates to residents in the Public Affairs section on DCRanch.com. The Council welcomes input from any resident, Ranch Association, Covenant Commission member, and any other relevant group as it pertains to this engagement plan. The Council may conduct outreach to gather community input.

If appropriate, the DC Ranch Community Council may develop a position on the development of the land and a related message that it will share with the broader community on behalf of DC Ranch.

DC Ranch's civil dialogue policy will be upheld: *Residents and DC Ranch employees shall conduct themselves in a manner that is civil and respectful, refraining from abusive, demeaning, or hostile language or behavior.*

The process below outlines the approach DC Ranch will take:

Targeted audiences: DC Ranch residents, City Staff, Scottsdale Mayor and City Council

Approach: DC Ranch Community Council will:

- Schedule and participate in various meetings and conversations with city staff and other relevant groups as appropriate
- Communicate with city staff and elected city officials on areas of potential positive and/or negative impacts on the community-at-large and if appropriate, desired solutions to mitigate that impact
- Inform residents of opportunities for individual engagement
- Provide updates to the Community Council and Ranch Association Boards and residents as information becomes available

Spokesperson: Chris Irish with support from Jenna Kohl, and the DC Ranch communications team

News media inquiries: Attribute all quotes and comments to spokesperson

Resident questions: Direct to Chris Irish

Anticipated timeline: January 2022 through development of the land

Key factors:

1. **Community Values/Quality of Life** – The Community Council will evaluate the developments impact on DC Ranch’s community values and quality of life issues for residents.
2. **Safety / Security** – The Community Council will study and consider potential impacts on the community as it relates to safety and security matters.
3. **Property Values** – The Community Council will consider any impact the development may have on increasing or decreasing DC Ranch and/or Scottsdale property values.