



DC Ranch Engagement Plan for the Land at 8888 E. Bell Road

Objective:

To monitor the development of approximately 120 acres of raw land, assigned the address of 8888 E. Bell Road. The property is adjacent to DC Ranch Crossings and DC Ranch Corporate Center. 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:

In March 2022, the Mack Real Estate Company (Mack Co.) bought approximately 120 acres of state land south of DC Ranch. They paid \$125 million, more than \$1m per acre. The land's west boundary runs along the 101 and Pima Road. On the north it is bordered by Trailside View and on the south by Bell Road. The eastern boundary abuts DC Ranch Neighborhood Park, DC Ranch Corporate Center, and the Bell94 Sports Complex.

Close to 100 acres is zoned I-1, Industrial Park, which allows for industrial office and warehouse space. A small portion of land, approximately 17 acres located on the southeast corner, is zoned PRC, Planned Regional Center, which allows mixed use to include commercial, retail, and restaurant. Development is subject to approval by the City of Scottsdale.

Mack Co. stated that they plan to develop the 100 acres zoned I-1 first by building industrial warehouses which is within the current zoning. The buildings would range in size from approximately 50,000 – 200,000 square feet. They indicated that 24-hour per day semi-truck traffic will be part of the operations. Mack Co. said they want the buildings to blend in with the area and requested (and received) DC Ranch's design standards for the Corporate Center.

Mack Co. shared that the City of Scottsdale economic development staff were excited about this project, as Scottsdale does not have this type of business in the area. There is currently a market need for industrial use in this region.

Chris Irish, Director of Public Affairs for the Community Council, followed up by visiting several similar projects completed by the Mack Co. located along Deer Valley Road in Phoenix, and on Pima Center Drive on the SRPMC Indian Community. Ms. Irish provided the following feedback to the Community Council Board of Directors and the Mack Co.: The buildings are massive, have exposed loading areas for semi-truck access, storage is allowed outside of the buildings, continual semi-truck traffic uses the roads. Nothing about either area seemed compatible with DC Ranch. The Community Council Board agreed.

After receiving DC Ranch's input, the Mack Co. met with the Board to discuss both their original project (12 large warehouse buildings) along with what options might be possible with a zoning change.

The Mack Co. partnered with Swaback Architect to develop an alternate development concept for a portion of the property and presented this concept to the Community Council board in September 2022. After discussion, the DC Ranch Community Council board of directors determined that they are supportive of the Mack Company's initiative to pursue a concept plan for the north portion of the property that is consistent and compatible with adjacent development, including the DC Ranch community. They felt that the plan for large warehouses is not compatible. The Board encouraged the Mack Co. to begin a process that informs residents and gathers community feedback. Of note, any concept other than industrial for this parcel will likely need City of Scottsdale approval for a zoning change.

Mack Co. held an open house in December, at which residents expressed concerns about the impact of the Industrial Project. They will also hold another Open House to explore resident feedback on a mixed use option on the north portion of the site. To date, the Mack Co. has not shared any plans for the approximately 17 acres zoned PRC, Planned Regional Center.

Process:

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.*

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

Approach: DC Ranch Community Council will:

- Schedule and participate in various meetings and conversations with the developer, city staff and other relevant groups as appropriate
- Communicate with developer, 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

1-26-2023 Approved by Community Council Board of Directors

Resident questions: Direct to Chris Irish

Anticipated timeline: January 2023 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 including the addition of desirable businesses and amenities as part of this development.
 2. **Safety / Security** – The Community Council will study and consider potential impacts on the community as it relates to safety and security matters including traffic.
 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.