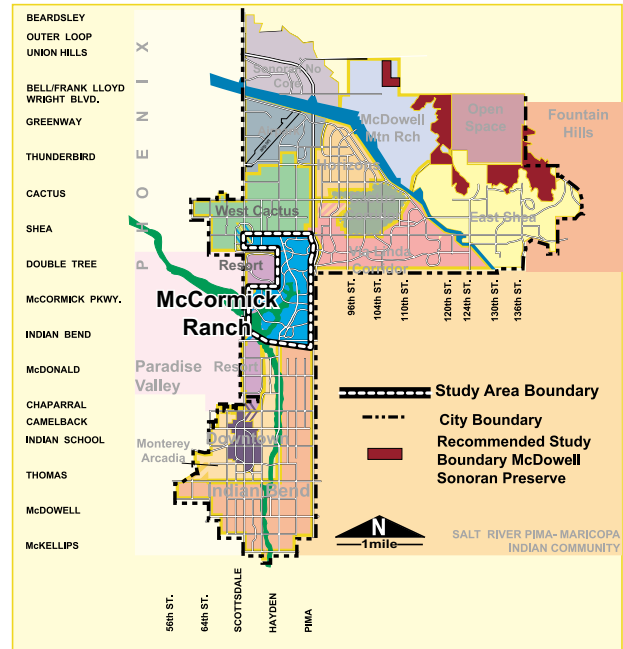


McCORMICK RANCH CHARACTER AREA

General Description of the Area:

The area includes most, but not all, of the McCormick Ranch Master Planned Community along with some small adjacent neighborhoods. The outer extent of the area is Shea Boulevard on the north, Pima Road on the east, the Arizona Canal on the south and roughly Miller Road (75th Street) alignment on the west. Much of the area to the east is the Salt River Pima Maricopa Indian Community.



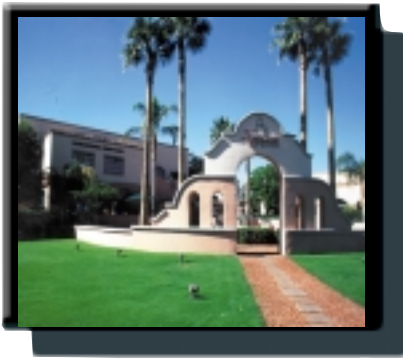
Overview of the Area:

For several decades most of this area was part of a horse breeding and training ranch, as well as the site of the Annual All-Arabian Horse Show. The current development was the first master planned community in the city, if not in the state, and was a major threshold in the processing, development, maintenance, and management of new neighborhoods within Scottsdale. The development has a sophisticated set of deed restrictions, architectural controls, and common area maintenance.



Character Features and Elements:

This area borrows heavily upon urban design, planning, and architectural concepts which were pioneered in California in the late 1960's. Lushly landscaped streetscapes and interconnected open spaces, curvilinear streets with a dominance of cul-de-sac's, concentrated service nodes, and a wide variety of housing types dot the landscape of the area. Much of the architecture follows a Mediterranean style, although some of the employment and civic buildings are contemporary in style. The landscaping in the initial phase (south of Via de Ventura) is dominated by lawns, but later phases introduced more semiarid landscaping treatments. Colors are muted, typically earthtones, and there is a strong horizontal sense in the building designs, even for the taller buildings. With the exception of the Paseos and Camelback Walk, there are little or no connections tying the major projects together. The four retail nodes along with the Camelback Walk are the major landmarks for the area.



How This Area Fits into Community:

This development established many of the modern standards for physical quality in new development for the city in use today. For much of the 1970's and into the early 1980's, it was the major area of development activity for the city. Although originally planned for lower densities, it has become the modern extension of family oriented suburban development which characterized the city to the south. The area has served as a threshold and benchmark for the physical quality of development, not only Scottsdale, but across the valley.