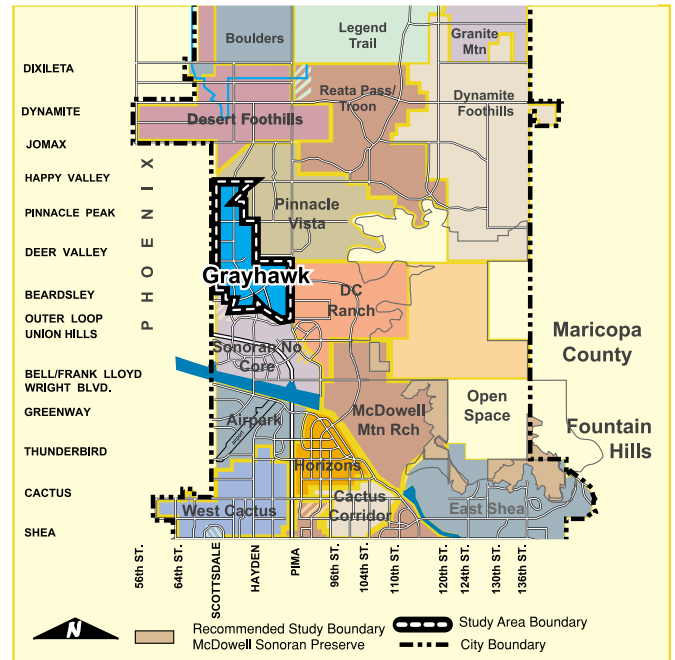


GRAYHAWK/RAWHIDE CHARACTER AREA

General Description of the Area:

The area is roughly “L” shaped, with Pima and Hayden Roads as the east boundary, Thompson Peak and Hualapai Roads on the south edge, Scottsdale Road as the west boundary and Happy Valley Road as the most northerly edge; the City of Phoenix is across Scottsdale Road to the west. The Grayhawk Ranch development occupies the south half, while a series of medium-sized developments, including Sonoran Hills, Rawhide, Los Portones, and Pinnacle Reserve, occupy most of the rest of the area.



Overview of the Area:

The oldest place of note in the area was “Curies Corner” a curio/antique shop located at the northeast corner of Pinnacle Peak and Scottsdale Roads where there is now a shopping center. A theme amusement center once envisioned on that site ultimately was built just to the south; Rawhide is now one of the most heavily attended tourist attractions in the state. Development in the area was originally slow and focused along Scottsdale Road, but began to spread across the area in the mid-1990’s.



Character Features and Elements:

The area is visually close to the McDowell Mountains and Pinnacle Peak, yet far enough from them that they do not dominate the visual horizon. The natural setting is a fairly flat, well vegetated desert plain. Built features are therefore fairly dominant and the more significant built features include Rawhide, the Giant Industries headquarters, the large power line corridors, and the Grayhawk Clubhouse. Residential buildings tend to be generic to the region in character although deeper earthtones and southwestern detailing are infused into them. Open spaces occur across much of the area but are not always connected and integrated. Non-residential buildings tend to incorporate traditional Mission, Pueblo or Western Ranch elements, although a few contemporary buildings do occur in the area. Landscaping is mostly of desert materials but often not dense enough to be a major element of the streetscape.



How This Area Fits into Community:

The area transitions from low density, custom home neighborhoods to the northeast, employment centers to the south and Phoenix to the west. The northeast fringes of the area carry on the density and scale elements of adjacent, older neighborhoods, while areas along the west and south provide family-oriented and diverse neighborhoods. The business center around Rawhide will likely be the most northerly, large mixed use business and service center in the city, providing services for areas to the north and east.