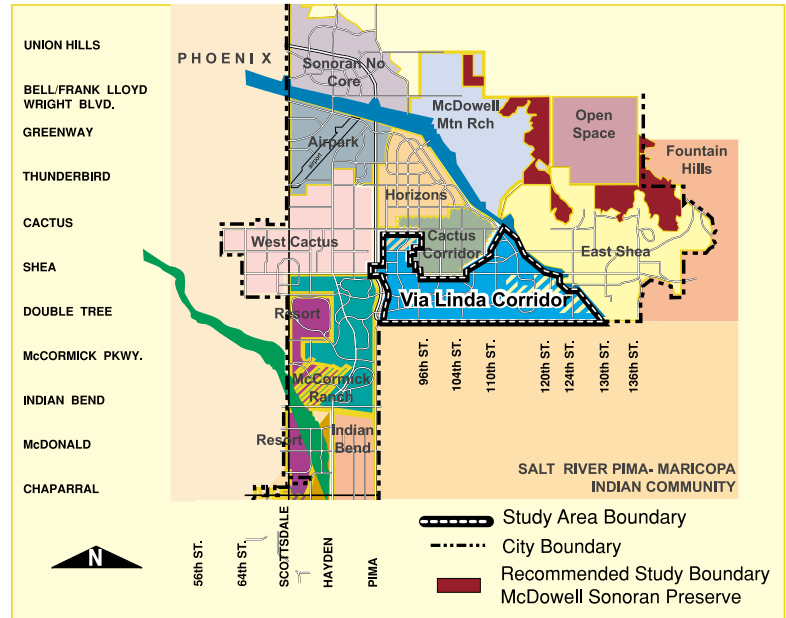


# VIA LINDA CORRIDOR CHARACTER AREA

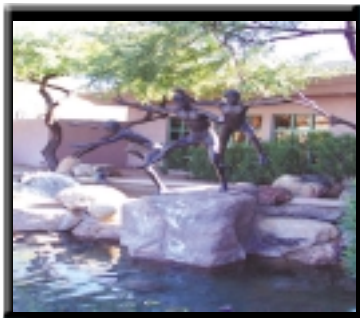
## General Description of the Area:

The area is comprised of a series of master planned developments within the boundaries of Cactus Road on the north, the major transmission line corridor and the Central Arizona Project Aqueduct on the east, the city boundaries (Doubletree Ranch Road section line) on the south, and Pima Road on the west. The area borders the north edge of the Salt River Pima Maricopa Indian Community which is predominantly undeveloped as of the late 1990's.



## Overview of the Area:

The development of the area occurred in the late 1970's, and continues today. This area includes some of the earliest master planned communities after McCormick Ranch. The McCormick Ranch Center is a regional and city-wide mixed use core that was first envisioned in the early 1970's, but did not begin to develop in earnest until the early to mid 1980's. Most of the area's development patterns were established by the Northeast Area Plan (NEAP) in 1976.



**Character Features and Elements:**

The area has a wide variety of land uses, mostly in planned developments which typically had some form of a core with retail, civic, and private community facilities. The earliest developments, mostly north of Shea Boulevard, neither have strong internal architectural controls nor common amenities, while the newer developments south of Shea Boulevard became increasingly more sophisticated and focused on a consistent physical character. The residential areas are dominated by Mediterranean based design styles (stucco and tile), Mediterranean and semiarid landscaping, and interconnected neighborhoods. The business cores have contemporary, Mediterranean and “Santa Fe” themes and styles which utilize an open-campus layout. Major landmarks for this area include the Scottsdale Health Care Shea Hospital, the Scottsdale Ranch Park and related public centers, the Stonegate Community Center, and the Anasazi/Ancala Community Core. Other significant features are the Camelback Walk and Shea Northeast Wash Corridors, and the CAP which provides a major break from the east.



**How This Area Fits into Community:**

The area provides a wide diversity of suburban neighborhoods and business centers which serve both regional and community-wide markets. Several major civic facilities (that serve a major portion of the city) are located in this area . Arid and desert landscaping, more natural drainage-based open space corridors, scenic corridors, and public/retail/service cores were pioneered in this area.