## **DDC Issues & Solutions**

## **Issues**

The major issues with the DDC are listed below, in order of severity. Numbers shown are from the Phase II study as they are the last numbers that had any meaning. The real numbers are unknown at this point as the project continues to change, but the issues remain the same.

- 1. **Location** Locating it in the Preserve would violate most if not all of the Preserve rules and certainly the whole concept of what a Preserve is and was envisioned to be. Further, locating at the major entry point into the Preserve will also compromise the whole experience users currently have at the Gateway and will also be a huge burden on the parking for the trailhead which is already stressed to its current limits requiring an expansion of the parking facilities. Alternate sites may be more desirable and also would mitigate or totally eliminate all these site related issues. See additional comments on the "preferred" location below.
- 2. **Public Opposition** Locating the DDC in the Preserve will meet a lot of opposition from the public, not just Preserve supporters. The Preserve belongs to the public, they need to be heard on both its location and how to fund it. The whole concept of the DDC, including its location, has not been vented to the public.
- 3. **Development Cost** Having morphed from a relatively small, more compatible venue costing between \$5M and \$10M to a \$74M huge footprint project will challenge any funding mechanism. See the DDC History table at the end of this document.
- 4. **Running Cost** Even the most ardent supporters predict relatively large running cost deficits up to \$5M/year. This projected deficit has been a major obstacle to finding an operator. See the DDC History table at the end of this document.

The major issues with locating the DDC in the Preserve are:

- 1. The DDC is totally <u>incompatible</u> with the Preserve in that it violates most if not all of the Preserve rules and will need to be managed in a way that is almost a total opposite of how the Preserve needs to be managed. Specifically:
  - a. The DDC needs to charge a fee for touring the DDC while the Preserve is free to all users. This creates another conflict in that there needs to be some sort of permanent barrier that separates the DDC from the Preserve so that Preserve users can't cross over into the DDC. Any sort of wall or fence would also violate the whole concept of keeping all of the Preserve free of any such barriers so wildlife will be free to move within the Preserve.
  - b. The DDC will need to have concessions, specifically a café or restaurant and gift shop. This is a direct violation of the Preserve Ordinance.
  - c. The DDC will need sound amplification equipment, this also is a direct violation of the Preserve Ordinance.
  - d. The DDC will need to have night time operations which is a direct violation of the Preserve Ordinance. This one is particularly disturbing because the whole reason

all human presence in the Preserve is limited to daytime hours is because dusk to dawn is the major time wildlife is active in foraging for food and moving from one area to another so it is critical to shut down everything in the Preserve at dusk. This concern could be mitigated by moving the DDC to the edge of the Preserve instead of inside it.

- e. The DDC will have a significant footprint in the Preserve which was envisioned to have MINIMAL human improvements, limited to one very small building to locate facilities needed for the major trail heads. Putting larger structures and occupying a much larger footprint is in violation of the whole concept of a Preserve.
- 2. For the reasons above, and others, the opposition that will be encountered if the DDC is located in the Preserve, and the Preserve Ordinance has to be modified to accommodate this use, should not be underestimated. It will not only be significant it will be very passionate.
- 3. Locating the DDC at the Gateway in the Preserve has NOT been vented to the public, much less accepted by the public. It is their Preserve, they should have input.
- 4. Lack of easy access to other tourist venues. The chosen site is tucked away from other tourist venues, specifically West World and the Bell Road "tourist corridor". Proximity to West World would be a huge advantage because of all the events hosted at West World bringing in far more tourists than the total number that would visit the Preserve, much less the number that would visit the one trailhead at the Gateway where the DDC would be located. Similarly, proximity to residential and a planned hotel would boost use of the restaurant and gift shop as a minimum, making it more viable financially.

## **Alternate Sites**

Alternate sites are available that would mitigate or eliminate all of the site related issues. Two are compared to the current selected site in the table below, which is a modified version of the table in the original site report. These sites are known by the DDC advocates and have been discussed with them, but they have shown no interest in considering them. Either one would be an acceptable alternate to Preserve supporters. The sites are.

- 1. **NE corner of Thompson Peak and Bell Road**. This site is still in the Preserve but is on the edge of the Preserve and in a location that mitigates some of the concerns and could be easily carved out of the Preserve so it doesn't have to follow any of the Preserve rules.
- 2. **NE corner of 94<sup>th</sup> Street and Bell Road**. This site is already owned by the city, is relatively close to the Preserve, very close to West World and right in the Bell Road "tourist corridor". As such, it will tend to see more traffic than if it is buried in the Preserve. Since this site is not in the Preserve, it eliminates ALL of the issues with locating it in the Preserve.

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Gateway (less opposition)  Gateway (less opposition, none from Preserve standpoint, some from adjacent residential)  and Ownerships Status  City of Scottsdale - McDowell Sonoran Preserve Coning  R1-10 PCD ESL & R1-18 ESL & R1-10 ESL (Assume COS ESL in future)  R1-10 PCD ESL & R1-18 ESL & R1-10 ESL (Assume COS ESL for future)	Community Benefits	,		Community Benefits are LOWEST highest at Gateway (there			
some from adjacent residential)  and Ownerships Status  City of Scottsdale - McDowell Sonoran Preserve City of Scottsdale - McDowell Sonoran Preserve Coning  R1-10 PCD ESL & R1-18 ESL & R1-10 ESL (Assume COS ESL in future)  P1-7 ESL (HD) PCD (very dense)  R1-10 PCD ESL & R1-18 ESL & R1-40 ESL (Assume COS ESL for future)		Gateway (less opposition)	Gateway (less opposition, none from Preserve standpoint,				
Coning R1-10 PCD ESL & R1-18 ESL & RI-10 ESL (Assume COS ESL in future) P1-7 ESL (HD) PCD (very dense) RI-10 PCD ESL & R1-18 ESL & R140 ESL (Assume COS ESL for future)							
future) future)	Land Ownerships Status	City of Scottsdale - McDowell Sonoran Preserve	City of Scottsdale	City of Scottsdale - McDowell Sonoran Preserve			
	Zoning	R1-10 PCD ESL & R1-18 ESL & RI-10 ESL (Assume COS ESL in	P1-7 ESL (HD) PCD (very dense)	RI-10 PCD ESL & R1-18 ESL & R140 ESL (Assume COS ESL for			
iummary  2nd Best Site but has conflict with the Preserve  Best site, close to Preserve and other tourist venues  3rd best site but has a major conflict with the Preserve		future)		future)			
	Summary	2nd Best Site but has conflict with the Preserve	Best site, close to Preserve and other tourist venues	3rd best site but has a major conflict with the Preserve			



## **DDC History**

Report Name	Prepared by	Company	Date	Bldg. (Sq Ft)	Cost Estimate	Cost Type	Est. FTE's	Est. Attendance	Est. Operating Income (Loss) w/o Contributed Income
Proposed DDC Report (including site analysis criteria)	Langdon Wilson Architecture Planning	Museum Management Consultants	Sep-1999	15,800	\$4,330,000	Hard Costs	18-20	300,000 - yr. 1	(\$897,500) - yr. 1
DDC Concept Update & Market	Refinement Nichols Tourism Group	WeedleGilmore Architects	Apr-2006	19,665	\$15,382,126	Hard and Soft	23-26	300,000 - yr. 1	(\$140,843) - yr. 1
Draft Business Plan for DDC 1	Prepared by COS Financial Svs.		Oct-2006	19,665	\$15,382,126	Hard and Soft	18-20	300,000 - yr. 1	\$545,857 - yr. 1
McDowell Portal	Consult Econ in association with	Exhibit Design Associates	Jun-2008	20,010	\$23,358,486	Hard and Soft	??	132,000 - yr. 1	No Estimate
Exhibition Sonora	Consult Econ in association with	Exhibit Design Associates	Jun-2008	52,920	\$56,854,446	Hard and Soft	??	237,600 - yr. 1	No Estimate
DDC Business Plan	ConsultEcon in association with	Olinger Group	Jul-2010	72,972	\$74,041,936	Hard and Soft	79.25	399,600 - yr. 1 333,000 - yr. 3	(\$873,353) - yr. 1 (\$2,011,956) - yr. 3
<sup>1</sup> Income/loss calculation includes	Income/loss calculation includes 10% contingency but does not include debt expense.								