

CITIZEN REVIEW PLAN
Case #19-ZN-2003, Historic Property Zoning Map Amendment
for 3831 N. Scottsdale Road (Pink Pony)

Numerous efforts are planned or have been undertaken to ensure that citizens and property owners understand the proposed zoning map amendment and have adequate opportunities to comment on the case. This plan describes the citizen involvement efforts planned or undertaken to comply with the requirements for a Citizen Review Plan.

1. IDENTIFICATION OF INTERESTED/POTENTIALLY IMPACTED PARTIES:

- Property owners or owners' representatives
- Scottsdale's HPC-Historic Preservation Commission (Council-appointed)
- Scottsdale Historical Society (Private)
- Past Downtown Scottsdale Partnership and Downtown Task Force members, merchants associations, architects and other citizens interested in the downtown
- Surrounding property owners and nearby businesses/tenants
- State Historic Preservation Office (SHPO)
- Mayor and City Council
- City Manager, Assistant City Managers, Downtown Coordination Team and Interested/Impacted City Staff in other departments

2. NOTIFICATION METHODS

- Owner Contacts: Continue contacts with owner where appropriate, on all HPC meetings and any hearings, send copies of agendas and/or notices, describe HP zoning process and pros/cons of overlay zoning, and answer questions.
- HPC Meetings: Follow HP ordinance and zoning ordinance for owner and public notification of HPC meetings. Post agendas, post on internet and sent to interested citizens.
- Open Houses: Mail notices first class to property owners within 750' for the public open houses and for the HPC, PC and CC zoning hearings.
- General Meetings/Open Houses on Process: In addition, there was a lecture series at the main library in the fall and the HPC held open houses on January 9th and January 10th 2002 at Loloma School to provide information on studies of the downtown that identified properties, including the Pink Pony, eligible for designation on the local register.
- Scottsdale Historical Society: Contact President of the Scottsdale Historical Society (private) to speak on a Board of Directors agenda about the proposed HP zoning cases. Attend meeting to share information on the rezoning and to request the support of the Historical Society for the HP designations.
- Posting Site/Notices: Posted site with the Early Notification and Zoning Hearing signs as required, and place legal notices in the newspaper for three public hearings (HPC, PC&CC).
- School Notification: Ask Current Planning to mail notification letter to Scottsdale Unified School District of three cases.
- State Organization: Contacted SHPO about rezoning applications.
- Current Elected Officials and Candidates for Mayor and Council: Memos to Mayor and City Council describing proposed rezoning process and updates. Post HPC agendas and minutes on City's internet pages. Preservation Director to discuss overall HP Program with candidates.

3. INFORMATION ON SUBSTANCE OF HP ZONING CASES

- **Public Information Handouts:** Provide information on the HPC, HP zoning, downtown survey and other general information on the historic preservation program at all open houses, meetings and hearings. Provide information packet to property owner.
- **Case Information:** Use media updates, internet, newspaper articles and other techniques to inform the public about the pending zoning. Make case files available in Current Planning and Preservation for the public to inspect/review.
- **Inquiries:** Respond to drop-ins, phone calls, e-mails, etc. from reporters and the public to answer questions about historic preservation and the case.

4. OPPORTUNITIES FOR COMMENT BEFORE HEARINGS

- **Meetings:** Interested citizens can speak and comment at open houses, public meetings and public hearings of the HPC, PC or Council. The HPC also invited owner and public comment at their meeting when initiating the rezoning.
- **Open Houses:** Two public open houses are scheduled, and additional ones may be scheduled.
- **Staff Listening:** Staff is available to provide information or can be contacted during working hours by phone, fax, e-mail or in person.
- **Case files:** Available in Preservation or Current Planning (19-ZN-2003) for public inspection.
- **City Contacts:** Assistant City Manager, Planning and Development Services, Urban Design, Economic Vitality, and City Attorney's Office to discuss case.
- **Citizens can respond to the open house postcards, site postings, hearing notices in the newspaper, and mailings to surrounding property owners.**
- **Hearings:** Provide opportunity for interested citizens to comment on the record.

5. SCHEDULE

- **Initiation:** City-initiated case by HPC at hearing on November 13, 2003.
- **Signs/Notices/Mailings:** As required by ordinance; January 2004 to May 2004.
- **Open Houses:** January 2004.
- **Projected Hearings:** February 2004 – May 2004.

6. APPLICANT/CITY STAFF COMMUNICATION

The City of Scottsdale is the applicant since this case was initiated, in accordance with the zoning ordinance, by the Historic Preservation Commission. Don Meserve in Preservation will act as the coordinator for the case and staff in Current Planning will advise and assist Don, as needed, on the appropriate procedures and standards to follow and will provide direction as needed. All the requirements of the January 2003 Citizen Review Checklist and zoning procedures will be met.

CITIZEN REVIEW REPORT
Case #19-ZN-2003/5-HP-2003, Historic Property Zoning Map Amendment
for 3831 N. Scottsdale Road (Pink Pony)

Numerous efforts have been undertaken to ensure that citizens and property owners understand the proposed zoning map amendment and have adequate opportunities to comment on the case. This plan describes the citizen involvement efforts planned or undertaken to comply with the requirements for a Citizen Review Plan.

1. INTERESTED/POTENTIALLY IMPACTED PARTIES IDENTIFIED:

- Property owners or owners' representatives – Ms. Gwen Briley
- Scottsdale's HPC-Historic Preservation Commission
- Scottsdale Historical Society (Private) – meetings 1/19 and 2/16
- Old Town Merchants Association, past Downtown Scottsdale Partnership and Downtown Task Force members, architects and other citizens interested in the downtown
- Surrounding property owners and nearby businesses/tenants
- State Historic Preservation Office (SHPO)
- Mayor and City Council
- City Manager, Assistant City Managers, Downtown Coordination Team and Interested/Impacted City Staff in other departments

2. NOTIFICATION METHODS

- Owner Contacts: The owner was called about all HPC meetings, and any hearings, and was sent copies of agendas and/or notices. Debbie Abele, HPO met with Gwen Briley to discuss the packet of materials she received, the impact of HP zoning and to answer questions. Don Meserve met Ms. Briley at the restaurant to discuss the placement of signs.
- HPC Meetings and Hearings: The Commission approved a list of properties for consideration for the register, including the Pink Pony, in October 2001. The HPC held a public hearing on initiating the HP zoning case and approved initiating the HP case on November 13, 2003. Agendas for HPC meetings are posted, sent to interested citizens and posted on the internet. The property was placed on the agenda for a few different HPC meetings and the February 12, 2004 public hearing on the rezoning. Notices were mailed first class to property owners within 750' of the Pink Pony for the public open houses and for the HPC, PC and CC zoning hearing.
- Open Houses: Notices were mailed first class to property owners within 750' of the Pink Pony for the public open houses on January 6, 2004 at One Civic Center and January 26, 2004 at OLPH Mission Church.
- General Meetings/Open Houses on Process: In addition, there was a lecture series at the main library in the fall and the HPC held open houses on January 9th and January 10th 2002 at Loloma School to provide information on studies of the downtown that identified properties, including the Pink Pony, eligible for designation on the local register.
- Scottsdale Historical Society: President of the Scottsdale Historical Society (private) contacted for someone to speak at the Board of Directors meeting about the proposed HP zoning cases. Attend the 2/16 meeting to share information on the rezoning and to request the support of the Historical Society for the HP designations. A letter of support is anticipated in time for the PC hearing.
- Merchants Groups: Debbie Abele made presentations in 2002 to the Downtown Task Force and the Scottsdale Downtown Partnership on the downtown survey to identify historic properties. Participants were supportive of historic preservation activities.

- **Posting Site/Notices:** Posted site with the Early Notification and Zoning Hearing signs as required, and placed legal notices in the newspaper for three public hearings (HPC, PC&CC).
- **School Notification:** Current Planning will mail notification letter to Scottsdale Unified School District of three HP cases prior to the PC hearing.
- **State Organization:** Contacted SHPO about rezoning applications.
- **Current Elected Officials and Candidates for Mayor and Council:** Memos sent to Mayor and City Council describing the three proposed rezoning cases. Posted HPC agendas and minutes on City's internet pages. Preservation Director discussed the overall HP Program with candidates. Mayoral candidate Cynthia Lukas attended the January 26th open house on the HP rezoning cases.

3. INFORMATION ON SUBSTANCE OF HP ZONING CASES

- **Public Information Handouts:** It is clearly stated in the case file, on descriptions of the case and in hearings that no change in use or development project is part of this case – the City-initiated case is for HP overlay zoning only. Several handouts on historic preservation were made available at open houses and hearings. Information packet was provided to the property owner. Photos of the building and a map were placed on a display board for open houses.
- **Case Information:** A page on the case was placed on the City's internet pages for pending zoning cases. The Tribune included a feature article on the Pink Pony on January 24, 2004. The case file is available for the public to inspect/review.

4. OPPORTUNITIES FOR COMMENT BEFORE HEARINGS

- **Meetings:** Interested citizens could speak and comment at open houses, public meetings and public hearings of the HPC, PC or Council. The HPC also invited owner and public comment at their meeting when initiating the rezoning on November 13, 2003.
- **January 2004 Open Houses:** Two public open houses were held in January 2004, and additional ones may be scheduled in February 2004. About fifty people total attended the two open houses. The public response to the proposed HP zoning and placing the Pink Pony has been very positive. No objections to the rezoning were received.
- **January 2002 Open Houses:** The HPC held open houses on January 9th and January 10th 2002 at Loloma School to provide information on studies of the downtown that identified properties, including the Pink Pony, eligible for designation on the local register. About 750 non-residential properties were included in an intensive survey of downtown Scottsdale to identify potentially significant properties. About fifteen individual properties and two collections on Fifth Avenue and Main Street were identified in the survey. The historic context for the proposed rezoning has been available for a couple of years and is called "Historic Context for Scottsdale's Development as an Arts Colony and Tourist Destination."
- **Fall 2001 Lectures:** The Scottsdale Library Advisory Board sponsored a series of three lectures titled "Post World War II American Architecture". Speakers included Alan Hess, nationally prominent architectural writer, Joan Fudala, local author of Scottsdale history and Debbie Abele, Historic Preservation Officer. The lectures were a great introduction to architecture from the recent past and why it is important to identify and preserve significant buildings from the postwar era in Scottsdale.
- **Inquiries/Staff Contacts:** Staff provided information on the case to the owner and interested citizens in response to phone calls and at meetings. Responded to drop-ins, phone calls, e-mails, etc. from reporters and the public to answer questions about historic preservation and

the case. Some people have called staff to ask about other downtown properties and the process for designating other downtown buildings.

- Merchants Meetings: Staff received some positive feedback from the Downtown Task Force and Scottsdale Downtown Partnership during presentations on the downtown survey.
- City Meetings: Talked about cases in Current Planning and with other staff, as well as one-on-one meetings with some interested staff.

5. ISSUES DISCUSSED AND COMMENTS RECEIVED

- All citizens speaking at the open houses and public meetings have been enthusiastic supporters of recognizing this restaurant property as a significant historic resource in the downtown.
- There have been some inquiries about the impact of HP overlay zoning and what assistance the City can provide owners of historic properties.

SUMMARY OF PUBLIC INVOLVEMENT

The requirements of the January 2003 Citizen Review Checklist have been or will be met before the City Council hearing and action on 19-ZN-2003. All public comments received have been in favor of the proposed rezoning. A variety of people have asked for information and clarification about the impacts of HP zoning.

Additional Information in 19-ZN-2003 file:

- Fall lecture series flyer
- January 2002 Open Houses postcard
- January 2004 Open Houses post card
- Handout on downtown survey process
- Historic Context text
- Photo of display board for open houses
- Sign-in sheets from public meetings
- City/internet meeting notices
- Posting affidavits for Early Notification and Zoning Public Hearings signs
- Q and A flyer on HP
- January 24, 2004 Tribune article on Pink Pony

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