

May 2007

NEIGHBORHOOD OUTREACH PLAN

for

NEIGHBORHOOD COMMUNITY CENTER @ SERENO CANYON

Project information –

Existing Zoning:	R1-130 ESL
Parcel size:	11 ac. w/in 330 + acres
Proposed use:	Community Center
Request:	Development Review Board Approval
Location:	East of 122 nd Str; Pinn. Pk & Happy Valley
Owner :	Crown Community Development
Applicant:	Land Development Services, L.L.C.

113-DR-2005#2
5/15/2007

NEIGHBORHOOD COMMUNITY CENTER @ SERENO CANYON

Sereno Canyon is a 330 acre master planned community located east of 122nd Street between Pinnacle Peak & Happy Valley Roads. The property is zoned R1-130 ESL. The 11+ ac. Community Center site is designed as the centerpiece of the community providing recreational and social amenities for residents of the neighborhood. The Community Center is internally located and surrounded by open space. The facility is private, serving only residents of Sereno Canyon providing passive indoor & outdoor activities. The facility has been designed to compliment the character of the overall Sereno Canyon community and architecturally respond to the unique environmental characteristics of the property.

In our effort to solicit public feedback and to ensure that the neighborhood has adequate opportunity to participate in the development of the project below is an outline of our public outreach to date:

- Mail numerous project notification letters to property owners within 750 feet of the site
- Conducted a minimum 2 Neighborhood Meetings
- Attend smaller neighborhood meeting
- Contacted and or met w/ with area residents, HOA representatives & Neighborhood groups
- Post the site w/ project info. and contact info.
- Conduct door-to-door distribution of project information
- Respond to phone call & correspondence from neighbors with questions or comments
- Obtain more than 160 signatures of support through the zoning, use permit & platting processes
- Public discussion at City Council, Planning Commission & Development Review Board hearings
- Maintain a mailing list of all interested property owners
- Maintain contact with representatives from the City of Scottsdale Planning Dept., Transportation Dept, & Emergency Services.

We will work with City Planning Staff to ensure all interested property owners are aware of all public hearings associated with approval of this project. As appropriate, comments will be incorporated into the development plan.

LAND DEVELOPMENT SERVICES, L.L.C.

Feasibility Value Engineering Project Management Municipal Coordination

May 7, 2007

Dear Property Owner(s):

As you may be aware from prior correspondence, property near or adjacent to your property in Scottsdale, Arizona is being developed as a 330 acre Master Planned Community called Sereno Canyon. It is located east of 122nd Street between Pinnacle Peak & Happy Valley Roads. A Neighborhood Community Center is planned as the centerpiece of the community. It will provide recreational and social amenities for residents of the neighborhood. The Community Center is internally located and surrounded by open space. The facility has been designed to compliment the character of the overall Sereno Canyon community and architecturally respond to the unique environmental characteristics of the property.

Our application to the City's Development Review Board is being prepared. We anticipate being in the public hearing process in early fall of 2007. In an attempt to be a good neighbor and allow for community input we welcome any comments or questions you may have. Please do not hesitate to call.

Sincerely,

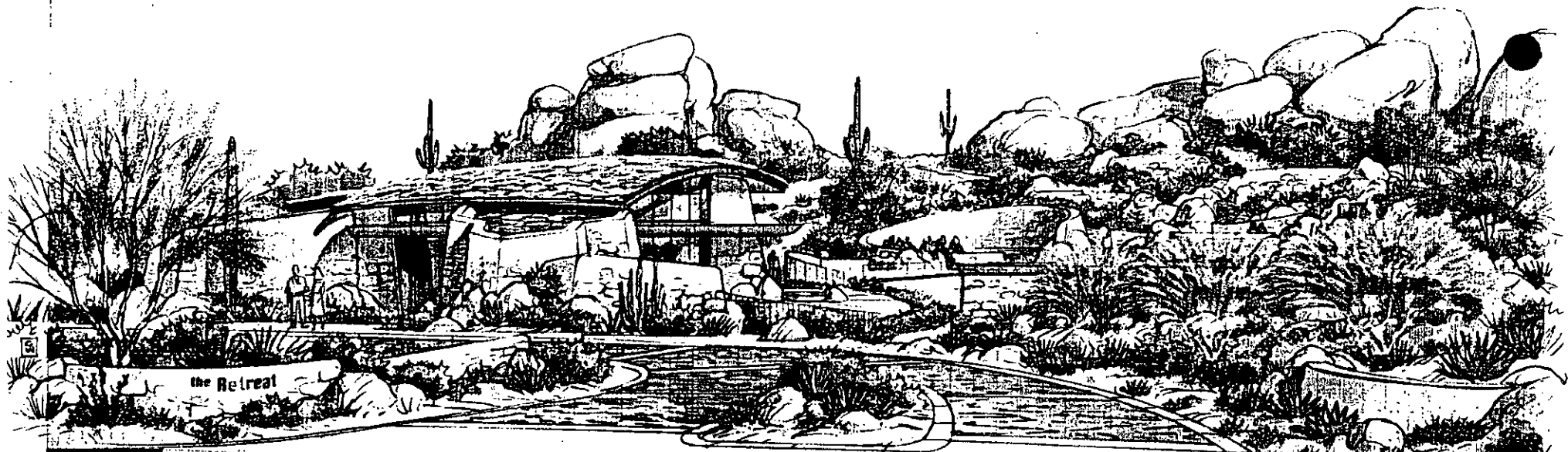
Thomas J. Rief

Thomas J. Rief

5635 - N. Scottsdale Road Suite 130, Scottsdale, Arizona 85250

Telephone: 480-946-5020 Fax: 480-946-5041

www.ldservices.net



the Retreat

3.8.07

The Retreat - SERENO S CANYON

Chris W. Williams
Architects
15221 N. 7th Street, #2
Scottsdale, AZ 85260
4800 440-4776



CROWN
COMMUNITY DEVELOPMENT
a division of Crown Company

November 23, 2004

Dear Neighboring Property Owner:

The purpose of this letter is to advise you that a request has been submitted by Crown Community Development to the City of Scottsdale to grant a Density Incentive for Open Space in order to build 121 homes on 328 acres located approximately between 122nd Street and 128th Street and the Pinnacle Peak Road alignment and Happy Valley Road alignment. This is not a rezoning request. The request will result in approximately 21 percent more open space than the City currently requires. This new development will be custom homes with public trails built on development envelopes compatible with the terrain.

If you would like more information, you are invited to attend a neighborhood open house to be held Thursday, December 2, from 6 to 7 PM in the Multi Use Room of La Mirada Desert Park, located at 8950 E. Pinnacle Peak Road. If you cannot attend the open house, or would like more information, please feel free to call Technical Solutions, who have been working on our behalf in contacting neighborhood property owners about this project, at 602-957-3434. The City of Scottsdale Project Coordinator for this project is Tim Curtis who can be reached at 480-312-4210.

Sincerely,

Teri Frankiewicz
Vice President of Community Development

Cc: Tim Curtis, City of Scottsdale

Crown Community Development
 Community Open House
 Sign-In Sheet
 Thursday, December 02, 2004

Print Name	Address	Phone
1. Jack Fisher	23429 N 85 ST 86255	⁴⁸⁰ 585 0132
2. ARNOLD MARTIN	24567 N 121st 85255	730-6663
3. <i>Quin M...</i>	"	"
4. <i>Ray R...</i>	9257 E Flatiron 55255	357-0700
5. LYNN CARLSON	LUXOR HOMES	330-4997
6. CAROL Boles	26024 N 11th Ave PH 85025	623 4920302
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CROWN

COMMUNITY DEVELOPMENT

A Living Water Church Company

June 1, 2005

Dear Neighboring Property Owner:

As you know from previous notifications, a request has been submitted by Crown Community Development to the City of Scottsdale to grant a Density Incentive for Open Space in order to build 122 homes on 328 acres located approximately between 122nd Street and 128th Street and the Pinnacle Peak Road alignment and Happy Valley Road alignment. As you will recall from a previous neighborhood open house meeting on December 2, 2004, this is not a rezoning request. The request will result in approximately 21 percent more open space than the City currently requires. This new development will be custom homes with public trails built on development envelopes compatible with the terrain.

We have scheduled another neighborhood open house to be held Monday, June 13, from 6 to 7 PM in a meeting room at Living Water Lutheran Church, located at 9201 E. Happy Valley Road. If you cannot attend the open house, or would like more information, please feel free to call Technical Solutions, who have been working on our behalf in contacting neighborhood property owners about this project, at 602-957-3434. The City of Scottsdale Project Coordinator for this project is Tim Curtis who can be reached at 480-312-4210.

Sincerely,

Teri Frankiewicz
Vice President of Community Development

Cc: Tim Curtis, City of Scottsdale

CROWN COMMUNITY DEVELOPMENT
 Neighborhood Open House Sign-in Sheet
 Monday, June 13, 2005

Print Name	Address	Phone
1. PATRICK R FLYNN	25803 NO 115 th PL.	
2. PATT McDONALD	11865 E. Parkview Ln	473-3737
3. JOHN UNGVARI	23908 N. 116 th WAY	563-4757
4. Tim Miller	11933 East Sand Hills Rd	419-3978
5. SONORA SHLACHTER	11841 E. PARKVIEW LN.	515-1585
6. ERASON WARR	2051 W. NORTHMAN	602 339-8500
7. RICHARD PEREZ	11780 E SAND HILLS RD	480 515-1312
8. Graham Kette	29651 N 74 th SE	480 513 0257
9. Patricia Kette	29651 N 74 th SE	480 513 0257
10. JOHN ANDINO	24175 N 119 WAY	480-538-5382
11. JOANN ANDINO	24175 N 119 WAY	' ' ' ' .
12. JUDY MAUETTE	11744 E. SAND HILLS	480-515-3900
13. Estelle Wade	11746 E Parkview.	480 556-1678
14. Karen Sattay	11865 E. Sand Hills Rd.	480 502-5561
15. Jane Skitter	11865 E Sand Hills Rd	480 502 5561
16. GARY WEINTRAUB	11909 E SAND HILLS RD	480-563-2610
17. Steve Kousak	11921 E Sand Hills Rd	480-655-5004
18. Jacqueline Blunt	11949 E Christopher Ln	480 502 3036
19. CARL A. BLUNT	11979 E. CHRISTOPHER LN	480-502-3669
20. John Taddmi	11946 E. Sand Hills Rd	-
21. Bob + Eunice MARTIN	24567 N. 121 st PLAK	480-320-6663
22. MARIA + JOHN STACER	24055 N 110 th WAY & ALAMEDA	480-515-1907
23. Gary + Joan Schell	11904 E Sand Hills Rd	480-515-1925
24. Ron Schell	11850 E. MARISSA GRANITE DR	480 502-6727
25.		

CROWN COMMUNITY DEVELOPMENT
 Neighborhood Open House Sign-In Sheet
 Monday, June 13, 2005

Print Name	Address	Phone
26. Mary Jane Ungvary	23908 N. 116 th Ln	563-4757
27. Jane McDougal	1185 E. Parkview	473 3737
28. Rich Carroll	11861 E. Sand Hills Rd.	673-0861
29. Jeffery Walker	11912 E. Christopher Ln	480 5022232
30. Johnson	23872 N. 119 th Pl	480 221-3165
31. Tim Johnson	23872 N. 119 th Pl	" "
32. Barbara Macenas	11794 E. Parkview Ln.	480-563-5145
33. Marlene Kavata	11744 E. Sand Hills	480-511-3201
34. Robert E. Wade	11746 E. Parkview Ln	480-556-1678
35. Cheryl Kowal	11921 E. Sand Hills Rd	480-964-5004
36. Betty Whistler	23927 N. 119 th Pl	480-585-4170
37. Jim Whistler	" "	" "
38. Jane Celeste	23895 N 119 th Place	480.513.0183
39. Elaine Newcomb	11909 E Sand Hills Rd	480-563-2610
30. Tasha Hamman Balsami	11866 E. Parkview Lane	480-473-4835
41. Ron + Nora Fugate	11862 E. Marijane Grande Dr.	480-502-0272
42. Thomas Houey	23911 N. 119 th Place	480-773-6107
43. Neil Wilgus	11898 E. Sand Hills Rd.	480-657-0273
44. Matt Lucky	26499 N. 114 th Place	480 390-0445
45. Carl Forsman	23861 N. 119 th Place	480 502 8296
46. Judy Frost	10685 E. Patterson Ln	480-585-9177
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CROWN COMMUNITY DEVELOPMENT
 Neighborhood Open House Sign-In Sheet
 Monday, June 13, 2005

Print Name	Address	Phone
51. BOB VAIRO	10040 E. Happy Valley Rd ^{#457}	
52. BOB & ANNE MATHES	11805 E. PARKVIEW LANE	(480) 563-2982
53. Moshe Bav	SONOVAN CREST	480-483-8107
54. JAMES MANN	11923 E PARKVIEW LN	
55. RICHARD HARPER	11934 E. SAND HILLS	480-515-7881
56. DANNY ERIS	23557 N. 119 th WY	480-515-1153
57. Glenn Galata	24548 N. 121 st PL	480-659-7902
58. MYRON S. SLACHTER	11841 E. PARKVIEW LN	480-515-1585
59. KEN MELDONI	11931 E. CHRISTOPHER LANE	473-1800
60. KATHY RAYMOND	11954 E. MARIPOSA GRANDE DR	502-5726
61. RICHARD RAYMOND	11954 E. MARIPOSA GRANDE DR	502-5726
62. Nancy Sperco	11945 E. Sand Hills. 85255	473-2400
63. Bud Sperco	" " "	473-2400
64. CHRISTAL RATHMAN	11933 E. SAND HILLS RD 85255	563-3274
65. LICK RATHMAN	✓ ✓	563-3274
66. Casale Vince Anne	11901 E Parkview Lane	515-9111
67. Ned CAMPANA	24169 N 120 th PL.	419 2970
68. MIKE Goode	24119 N 119 th WY	523 8122
69. BRIAN COAST	11930 E MARIPOSA GRANDE	419-2500
70. DOTTIE MITCHELL	11922 E SAND HILLS	443-4801
71. Shimi Blinke	SONOVAN CREST	(480) 483 8700
72. Mike Kelley	24095 N 116 th WY	480 342 8744
73. Nancy & Rob Cahill	19118 N 94 th Street (moving to Alam)	480-342-8764
74.		
75.		