



Project Pre-Application Submittal Requirements

All items listed below must be submitted with the attached forms for complete submittal.

Please Note: All projects require a legally-assigned address; if an address is not currently assigned to your project, please submit a site plan to Records Division staff to obtain one. This may take up to 5 days. The Address Request form is available on-line at www.scottsdaleaz.gov/bldgresources/records.

Part I. General Requirements

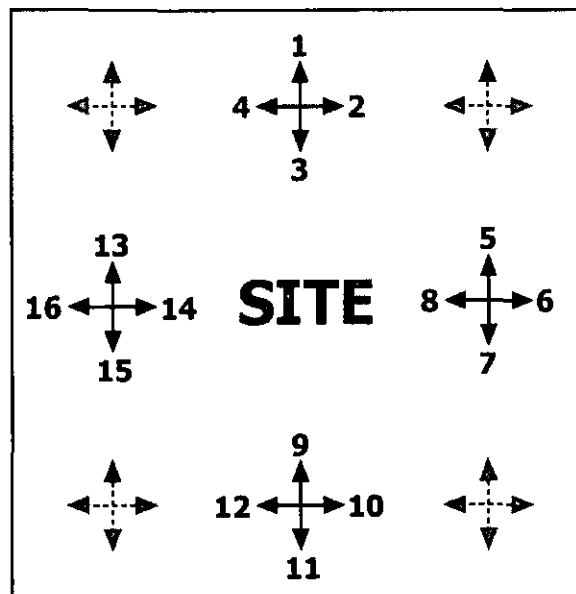
- 1. **Pre-App Questionnaire & Application Fee**
- 2. **Conceptual Drawing** - A conceptual site plan, plot plan, boundary survey, or schematic drawing representing your request (not required for Abandonments). If requesting Development Review Board approval, include elevations showing architectural character.
- 3. **Transparency** - A clear film transparency of the proposed site plan at 1"=100' scale (not required for Abandonments).
- 4. **Title Reports** - No more that 30 days old; required for Abandonments only.
- 5. **Records Packet** - Can be purchased from the city of Scottsdale Records Division, 7447 E Indian School Road, Suite 105, or downloaded at <http://eservices.scottsdaleaz.gov/dmc/>. If you have questions regarding this packet, please call 480-312-2356.

- **Assessor map**
- **Quarter Section Map(s)** (50% reduced) of Water & Sewer and Right-of-Way,
- **Zoning map** (50% reduced)-This is not required for Abandonments.
- **Aerial Map** - City produced Full size 1" = 100' scale ---no older than 2002.
- **Plat Map** - Only required for Abandonments located in a subdivision.

*Highlight the location of your project on all maps listed above.

Part II. Site / Context Photographs

- 1. Provide photographs showing the site and the context of surrounding buildings/properties from street view, mounted on 8-1/2"x11" sheets, taken as instructed below (optional for Abandonments).
- Photos are to be taken at the curb and along the property boundaries as shown below.
- Photos should show adjacent improvements and existing on-site conditions.
- Refer to photograph number and direction of view.
- If your site is greater than 500 ft in length, also take the photo locations shown in the dashed lines.
- DO NOT mount photos on large poster boards, cork boards, etc.
- DO NOT submit "panoramic view" size photos.



Planning and Development Services Department

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7888

Submit to Records Division



Pre-Application Questionnaire

Tim
Hark
Andrewski

Date: _____
Coordinator: Tim Curtis

Project No.: 835-PA-2007
Cost Center (COS Projects Only): _____

Project Name: The Promenade
Location: SEC of Frank Lloyd Wright Blvd. & Scottsdale Rd. Zip Code: 85260
Current Zoning: PRC / C-4 Parcel Number(s): MCR 788-23 Quarter Section: 36-45

Is this property owned by the State Land Department? No Yes

Property Details:

Single-Family Residential Multi-Family Residential Commercial Industrial

Gross Lot Size: 3,639,003 Sq Ft / 83.54 AC Building Height: _____
Net Lot Size: _____ Sq Ft / _____ AC Current Use: Multiple Tenant Retail Complex

Compliance Order Issued? No Yes By whom? _____
For what reason? _____

Case Type:


- Preliminary Plat* Development Review Master Sign Program
- General Plat Amendment Rezoning Use Permit
- Variance Zoning Interpretation Appeal Interpretation
- Text Amendment Abandonment Staff Approval
- ESLO Wash Modification ESLO Hardship Exemption Don't Know/Exploring Options
- Other: Community Sign District Related Case → 4-MS-1999

*Planning water features? No Yes

Call Water Resources at 480-312-5659 for additional requirements.

Owner Contact: Andrew Cohn
Company: Pacific Promenade LLC
Phone: (602) 248-8181 Fax: (602) 248-0874
E-mail: _____
Address: 1702 E. Highland Ave., Suite 310
Phoenix, Arizona 85016

Applicant Contact: John Berry/Joe Goforth
Company: Berry & Damore LLC
Phone: (480) 385-2727 Fax: (480) 385-2757
E-Mail: jb@berrydamore.com/jg@berrydamore.com
Address: 6750 E. Camelback Road, Suite 100
Scottsdale, Arizona 85251


Applicant Signature TP LLC


Date Berry & Damore 10/27/07

Planning and Development Services Department

7447 E. Indian School Road, Suite 105, Scottsdale, Arizona 85251 ♦ Phone: 480-312-7000 ♦ Fax: 480-312-7088

Wed. 10/22
Oct 31
2pm
CD#3



Pre-Application Questionnaire

Project Narrative

Date: _____

Project No.: 835 - PA - 2007

Coordinator: Tim Curtis

Cost Center (COS Projects Only): _____

Provide a detailed descriptive narrative of the site layout.

- Describe the site circulation, parking and design, drainage, architecture, and proposed land use.
- What improvements and uses currently exist on the property?
- Explain how your proposal is compatible with the surrounding area.
- Are there any unusual characteristics that may restrict or affect your development?

Target Date to Begin Construction: _____

Please type or print narrative in the space below. Provide as much detail as possible; use a separate sheet in necessary.

Project Narrative:

This request is to establish a Community Sign District program for the existing Scottsdale Promenade development located at the southeast corner of Scottsdale Road and Frank Lloyd Wright Boulevard (the "Promenade"). The Promenade is an 83± acre multiple tenant retail complex which consists of approximately 1,004,204 sq. ft. of retail, restaurant, theater and specialty-themed shops. The proposal includes primary tenant identification, tenant direction and pedestrian directory signage.

The signage will assist the visitor by identifying the businesses, building complexes and major tenants from the adjacent roadway or street frontage. Once on the site, the signage becomes directional in nature, using the complex name, building address and major tenant names to assist the visitor in finding their way around the Promenade shopping center. The colors and materials will follow the architectural palette of muted desert tones in keeping with this area of Scottsdale.

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DEVELOPMENT CONFERENCE

835-PA-2007

PROJECT NAME	The Promenade
PROJECT LOCATION	SEC FLW & Scottsdale Rd.
PROJECT USE	

PARTICIPANTS

Tim Curtis	Joe Goforth

DISCUSSION

14' Height clearance too tall for way finding

Community Size District min size movement
 Amend MASTER sign program

way findings + Pedestrian Directory
 Amend MASTER sign program

3 SCOTTSDALE RD
 4 FLW

DRB
 in staff approval

Staff Approval

CONCLUSION

DATE Wednesday Oct 31, 2:00 PM