



August 31, 2011

RE: SEC of Scottsdale Road & Paradise Lane (CrackerJax)

Dear Property Owner/Neighbor:

We represent the owners of the approximate 32-acre parcel located at the southeast corner of Scottsdale Road and Paradise Lane, the CrackerJax property, as highlighted on the attached map (the "Property"). The owners, HGJ Investments and G&J Properties Limited Partnership, are both holdings of the Herberger Family ("Ownership"). The Herberger Family is teaming again with Woodbine Southwest Corporation, with whom they developed the Kierland master planned community. Based on the success of Kierland Commons, Ownership recognizes the merits of having an appropriate use designation on the Property to allow for another true mixed-use project, which may include many of the uses successful in Kierland: retail, office, residential, hotel and restaurants. To do so, a Non-Major General Plan Amendment was filed to change the Greater Airpark Character Area Plan designation on the Property from Airport Mixed Use (AMU) to Airport Mixed Use-Residential (AMU-R). This is in concert with both City staff and Planning Commission recommendations from last year.

To provide you with an opportunity to meet the applicant and answer any questions you may have, we have scheduled an open house for:

Tuesday, September 13, 2011
5:30pm - 6:30pm
15205 North Kierland Blvd, Suite 200
Scottsdale, AZ 85254

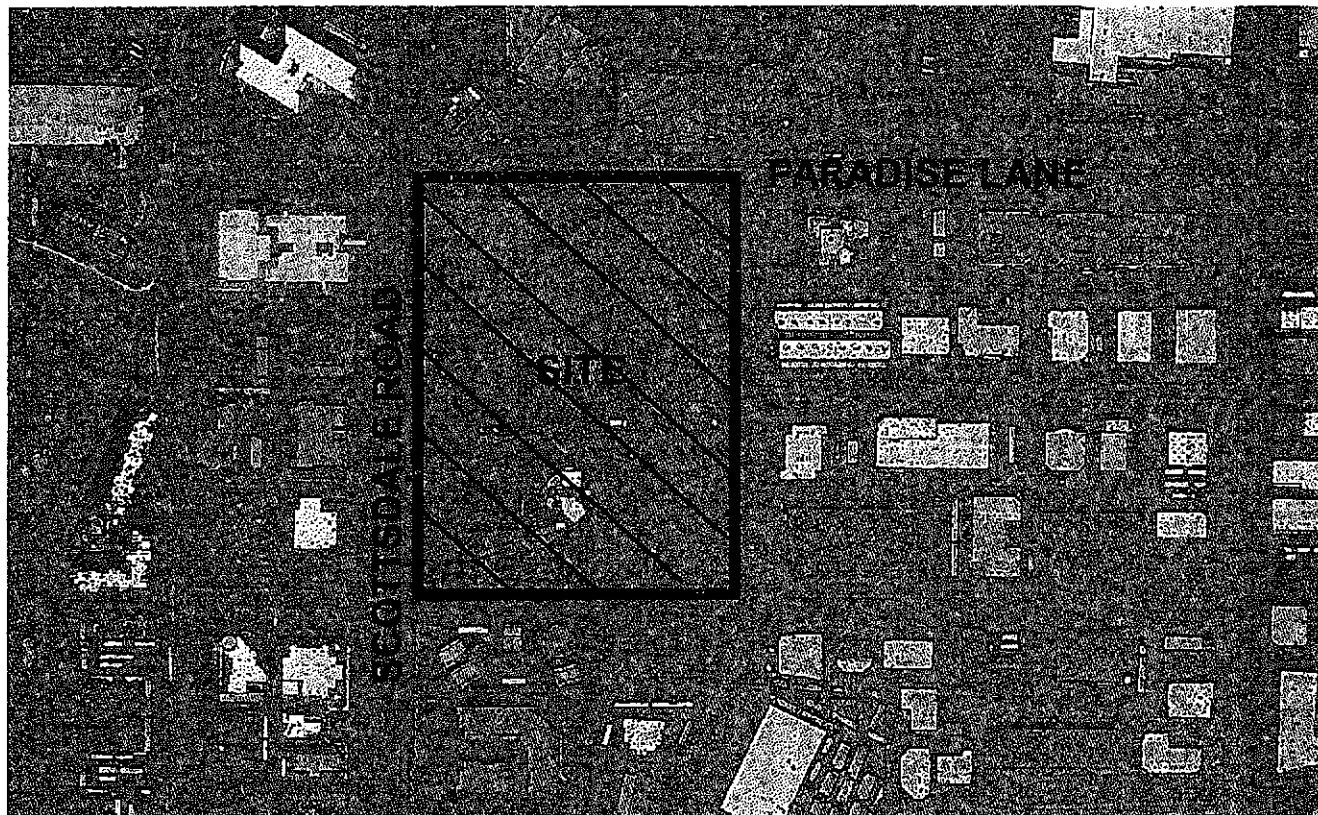
If this date and time are not convenient, we would be glad to meet or speak with you individually. If you should have any questions or comments at any time during the amendment process, please feel free to contact me at (602) 346-4613. Additionally, any questions and/or comments can be directed to the City's Project Coordinator Brad Carr, at (480) 312-7713 or bcarr@ScottsdaleAZ.gov. The project case file number is 552-PA-2011 and once the application is filed it can be viewed by visiting the City's website www.scottsdaleaz.gov/projects/projectsinprocess.

In the future, you should be receiving notification postcards from the City of Scottsdale regarding the case and its scheduling for public hearings by the Planning Commission and City Council. Currently, the case is tentatively scheduled to be heard by the Planning Commission on September 21, 2011 and tentatively scheduled to be heard by the City Council on October 25, 2011. We look forward to seeing a true mixed use project realized on this ideally situated Property. Thank you for your courtesy and consideration.

Sincerely,

By 
Michelle Santoro
Withey Morris, PLC

Aerial



MONTE CRISTO HOLDINGS LLC
3020 N SCOTTSDALE RD
SCOTTSDALE, AZ 85251

SUSSMAN WEI LLC
21511 N 39TH TER
PHOENIX, AZ 85050

SCOTTSDALE PARADISE LANE LLC
16220 N SCOTTSDALE RD STE 260
SCOTTSDALE, AZ 85254

BRE/ESA PORTFOLIO LLC
100 DUNBAR ST
SPARTANBURG, SC 29306

LEGACY KIERLAND LLC
2122 E HIGHLAND AVE STE 450
PHOENIX, AZ 85016

UMB BANK ARIZONA NA
928 GRAND BLVD
PO BOX 419226
KANSAS CITY, MO 64141

HUCKLEBERRY FRIEND LLC
29938 N 77TH PL
SCOTTSDALE, AZ 85262

GECMC 2005-C2
ZOCALLO RETAIL LLC
1601 WASHINGTON AVE STE 700
MIAMI BEACH, FL 33139

EXCEL PROMENADE LLC
801 N 500 WEST STE 201
WEST BOUNTIFUL, UT 84010

TIERRA BUENA-
KIERLAND LLC/ETAL
1921 MOTOR AVE
KINGMAN, AZ 86401

KIERLAND AZ LLC
16430 N SCOTTSDALE RD
SCOTTSDALE, AZ 85254

THUNDER RIVER SELF
STORAGE LLC
4633 E INDIGO ST
GILBERT, AZ 85297

REIMAC ENTERPRISES LLC
16055 N DIAL BLVD STE 9
SCOTTSDALE, AZ 85260

DH OPTICS LLC
15509 N SCOTTSDALE RD
SCOTTSDALE, AZ 85254

BRIDGE ENTERPRISES L.L.C.
601 N 44TH AVE
PHOENIX, AZ 85043

ARIZONA STATE DEPT OF
TRANSPORTATION
205 S 17TH AVE
PHOENIX, AZ 85007

BWB PROPERTIES LLC
15615 N 71ST ST #208
SCOTTSDALE, AZ 85254

HANSEN ERIK V/ANNA
L/CHRISTENSEN TONY/JONNA
1701 E CAMELBACK RD
PHOENIX, AZ 85016

COOPER JANITA A
16055 N DIAL BLVD STE 6
SCOTTSDALE, AZ 85260

DJD PROPERTY HOLDINGS LLC ETAL
3011 E BROADWAY STE 100
PHOENIX, AZ 85040

Y-BUY-NEW INVESTMENTS LLC
6402 N 38TH PL
PARADISE VALLEY, AZ 85253

ANDROMEDIAL LLL
16055 N DIAL BLVD UNIT 3
SCOTTSDALE, AZ 85260

MTM INVESTMENT COMPANY LLC
15464 N GREENWAY-HAYDEN LOOP
SCOTTSDALE, AZ 85260

DENALI NATIONAL TRUST VI LLC
7652 E ACOMA DR
SCOTTSDALE, AZ 85260

ROWLEY BLUE WATER
INVESTMENTS LLC
10030 N 25TH AVE
SCOTTSDALE, AZ 85021

CAPITAL CREEK GOLD LLC
15509 N SCOTTSDALE RD
SCOTTSDALE, AZ 85254

PHXAZ LIMITED PARTNERSHIP
2398 E CAMELBACK RD #300
PHOENIX, AZ 85016

Coalition of Pinnacle Peak
Bob Vairo
10040 E. Happy Valley Rd #451
Scottsdale, AZ 85255

Coalition of Pinnacle Peak
Linda Whitehead
8912 E. Pinnacle Peak Rd
PMB 275
Scottsdale, AZ 85255

Alan Kaufman
Kaufman & Associates PLLC
8711 E Pinnacle Peak Road #241
Scottsdale, AZ 85255

Avanindra/Anuradha Chaturvedi
26885 Chaucer Place
Stevenson Ranch, CA 92381

Brad,Lundmark
La Vista at Pinnacle Peak
Homeowners Association
7740 N 16th St # 300
Phoenix, AZ 85020

Clif Tait
GCA & RVA
8302 E Buto Dr
Scottsdale, AZ 85255

Coalition of Pinnacle Peak
(C.O.P.P.)
8912 E Pinnacle Peak PMB 275
Scottsdale, AZ 85255

Connie Swanson,
Bella Vista HOA
7737 E Vista Bonita Dr.
Scottsdale, AZ 85255

Dan Sommer
12005 N 84th Street
Scottsdale, AZ 85260

Darcy Clement
7500 E Deer Valley Lot 67
Scottsdale, AZ 85255

David G. Gulino
Land Development Services
7525 E. Camelback Road, Suite 104
Scottsdale, AZ 85251

Dr. Sonnie Kirtley
COGS
8507 East Highland Avenue
Scottsdale, AZ 85251

Ed Toschik
La Vista at Pinnacle Peak
Homeowners Association
7657 E Mariposa Grande Dr
Scottsdale, AZ 85255

Emily Ryan
Capitol Consulting, LLC
PO Box 13116
Phoenix, AZ 85002

Fred Unger
7134 E. Stetson Drive, Suite 400
Scottsdale, AZ 85251

Hank Olsen
Sonoran Hills
7711 E. Pozos Dr.
Scottsdale, AZ 85255

J. P. Lamer
6945 E Glenrosa Ave
Scottsdale, AZ 85251

Jill Aguirre
8605 E Via Dona Rd
Scottsdale, AZ 85266

Jim Heather
6732 E Sheridan Street
Scottsdale, AZ 85257

Joey Airdo
North Scottsdale Independent
23043 N. 16th Lane
Phoenix, AZ 85027

John Aleo
28625 N 83rd Street
Scottsdale, AZ 85262

John Coyne
Carino Canyon HOA
13331 E Del Timbre Dr
Scottsdale, AZ 85259

John Packham
Scottsdale Area Association of Realtors
4221 N. Scottsdale Rd.
Scottsdale, AZ 85251

John Washington
3518 N Cambers Court
Scottsdale, AZ 85251

Larry Jonas
6707 E. Culver St.
Scottsdale, AZ 85257

Leon Spiro
7814 E Oberlin Way
Scottsdale, AZ 85255

Linda Whitehead
9681 E Chuckwagon Lane
Scottsdale, AZ 85262

Michael Jacks
La Vista at Pinnacle Peak
Homeowners Association
7725 E Camino Del Monte
Scottsdale, AZ 85255

Mike Merrill
Citizens for Responsible
Development
8713 E Vernon Avenue
Scottsdale, AZ 85257

Nancy Cantor
Scottsdale Coalition
5850 N. 83rd Street
Scottsdale, AZ 85250

Patti Smith
Bella Vista HOA
7740 N 16th St # 300
Phoenix, AZ 85020

Patty Badenoch
5027 N 71st Place
Scottsdale, AZ 85251



The Offices at Kierland Commons
15210 N. Scottsdale Rd., #280
Scottsdale, AZ 85254
O: 480.355.0200
F: 480.355.0210
www.signaturepropertiesaz.com

September 29, 2011

To Whom It May Concern,

My name is Bill Hammond, and I am the CEO and President of Signature Properties. Since 2003, my company has been the designated broker for The Plaza Lofts at Kierland Commons, a Woodbine Southwest project. I understand the CrackerJax site is being considered for a mixed-use project. Given Woodbine's prospective involvement in developing the CrackerJax site, its team asked me to write about our experience selling homes at The Plaza Lofts and what impact, if any, the nearby Scottsdale Airpark has had on sales.

While the amenities of The Plaza Lofts are important, the lifestyle specific to this mixed-use development is the reason people are willing to pay a premium to make this community their home. Not only is the lifestyle inside Kierland Commons key to selling, but it is also the proximity to the Scottsdale Airpark and the surrounding business' along Scottsdale Road that gives it the urban appeal many are looking for.

In the eight years I have been selling luxury condos in this community, the Airpark and airport have never come up as a deterrent to purchasing a home here. Rather, being close to the Airpark has been considered a benefit by buyers, giving them convenient access to businesses and services of interest. Consequently, our sales team has always made sure to include the Airpark and airport when presenting nearby amenities.

Furthermore, we often host prospective buyers for a sunset viewing with wine to give them a feel for what it's like to live here, day and night. Afterward, many have said they enjoyed watching the planes come and go from balconies. Several of our residents have also talked about enjoying watching the planes take off and land at night. The airport itself has never come up as a source of concern from potential residents.

What does come up again and again is the appeal of The Plaza Lofts lifestyle, featuring its surroundings, including the Airpark.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Hammond", written over a horizontal line.

Bill Hammond
CEO and President, Signature Properties

MICHAEL P. WEST

P.O. BOX 15004
SCOTTSDALE, ARIZONA 85267-5004

September 29, 2011

To Whom It May Concern,

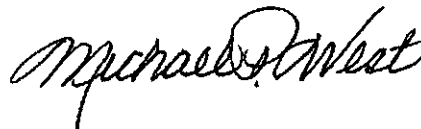
My name is Mike West. My wife and I are full-time residents of The Plaza Lofts at Kierland Commons, an urban-inspired lifestyle center created by Woodbine Southwest. We recently learned that Woodbine is proposing to develop the nearby CrackerJax property as another mixed-use project, and we were asked to write about our experience living near the Scottsdale Airpark.

Scottsdale enjoys levels of sophistication and diversity well beyond the imagination of my parents when they arrived in 1960. From my perspective as a trustee of the Scottsdale Cultural Council and a director of the Scottsdale Museum of Contemporary Art, I could sense enormous pride in the introduction of cosmopolitan elements into the city planning mix for the New Millennium. That was obviously on our minds when Linda and I began our search for a new home eight years ago. In settling on The Plaza Lofts, we were intrigued by the prospect that our empty-nest years could be the most vibrant times of our lives, with plenty of activities just outside our door. The reality exceeded our hopes, and we would not consider moving.

We have been asked to comment about whether any of this has been diminished by our proximity to the airport. At the time of our purchase, we never gave the airport a second thought, and as long as we have lived here, we have never been bothered by the sight or sound of aircraft. Honestly, we have no idea how many flights depart or arrive daily. We simply do not notice them. If anything, the location of the Scottsdale Airpark, with its convenient shopping, dining and other businesses, is an enhancement, not a detriment to our lifestyle.

We feel very fortunate to live at The Plaza Lofts. We are the envy of many others who would like to pursue the same dream, but can't find similar opportunities in this part of town. In our opinion, another high-quality mixed-use project at the CrackerJax property would only complement what already exists and is much appreciated in our neighborhood.

Sincerely,



Michael P. West

Citizen Participation Report
CrackerJax
Non-Major General Plan Amendment
Scottsdale, Arizona
8-GP-2011

Purpose:

The purpose of this Citizen Participation Report is to outline how the Applicant has notified and informed nearby residents and property owners of the proposed Non-Major General Plan Amendment application for the CrackerJax property located at the southeast corner of Scottsdale Road and Paradise Lane (the "Property").

Contact Information:

Buzz Gosnell
Woodbine Southwest Corporation
2525 East Arizona Biltmore Circle B-220
Phoenix, AZ 85016
(480) 556-8310
buzz@woodbinedevelopment.com

Mike Withey
Michelle Santoro
Withey Morris, PLC
2525 East Arizona Biltmore Circle
Suite A-212
Phoenix, AZ 85016
(602) 230-0600
m@witheymorris.com
michelle@witheymorris.com

Target Area:

1. All property owners within 750' of the Property.
2. Notify neighborhood associations or community associations within 750' of the Property
3. Notify other interested parties who have requested that they be placed on the interested parties' notification list.

Action Plan/Results:

1. Send letter to Target Area describing the Non-Major General Plan Amendment application and invite them to an open house to be held at a convenient location.
 - A letter describing the application and open house was sent to those listed in the "Target Area" on August 31, 2011. See letter attached at **Tab A**.
2. Post the Property with a "Project Under Consideration" sign ten (10) calendar days prior to the open house.
 - A sign was posted on September 1, 2011. See affidavit attached at **Tab B**.
3. Hold an open house to discuss the substance of the amendment and address any questions those in attendance may have.
 - An open house was held on September 13, 2011 from 5:30 to 6:30PM. No public attended the open house.
4. Hold follow-up meetings and/or conversations as necessary with individuals from the Target Area.
 - No follow-up meeting or conversations have been necessary.
5. Update City of Scottsdale planner assigned to this project, by phone and/or e-mail on status of our Citizen Participation efforts. The planner will be notified of contact with individuals within the Target Area and forwarded a Citizen Participation Report.
 - Done. Applicant will continue to update staff of any correspondence.
6. Post the Property with a "Notice of Public Hearing" sign twenty (20) days prior to the first public hearing.
 - A sign was posted on September 1, 2011. See affidavit attached at **Tab C**.

4

Tab A



August 31, 2011

RE: SEC of Scottsdale Road & Paradise Lane (CrackerJax)

Dear Property Owner/Neighbor:

We represent the owners of the approximate 32-acre parcel located at the southeast corner of Scottsdale Road and Paradise Lane, the CrackerJax property, as highlighted on the attached map (the "Property"). The owners, HGJ Investments and G&J Properties Limited Partnership, are both holdings of the Herberger Family ("Ownership"). The Herberger Family is teaming again with Woodbine Southwest Corporation, with whom they developed the Kierland master planned community. Based on the success of Kierland Commons, Ownership recognizes the merits of having an appropriate use designation on the Property to allow for another true mixed-use project, which may include many of the uses successful in Kierland: retail, office, residential, hotel and restaurants. To do so, a Non-Major General Plan Amendment was filed to change the Greater Airpark Character Area Plan designation on the Property from Airport Mixed Use (AMU) to Airport Mixed Use-Residential (AMU-R). This is in concert with both City staff and Planning Commission recommendations from last year.

To provide you with an opportunity to meet the applicant and answer any questions you may have, we have scheduled an open house for:

Tuesday, September 13, 2011
5:30pm - 6:30pm
15205 North Kierland Blvd, Suite 200
Scottsdale, AZ 85254

If this date and time are not convenient, we would be glad to meet or speak with you individually. If you should have any questions or comments at any time during the amendment process, please feel free to contact me at (602) 346-4613. Additionally, any questions and/or comments can be directed to the City's Project Coordinator Brad Carr, at (480) 312-7713 or bcarr@ScottsdaleAZ.gov. The project case file number is 552-PA-2011 and once the application is filed it can be viewed by visiting the City's website www.scottsdaleaz.gov/projects/projectsinprocess.

In the future, you should be receiving notification postcards from the City of Scottsdale regarding the case and its scheduling for public hearings by the Planning Commission and City Council. Currently, the case is tentatively scheduled to be heard by the Planning Commission on September 21, 2011 and tentatively scheduled to be heard by the City Council on October 25, 2011. We look forward to seeing a true mixed use project realized on this ideally situated Property. Thank you for your courtesy and consideration.

Sincerely

By 

Michelle Santoro
Withey Morris, PLC

Aerial



H G J INVESTMENTS
10881 N SCOTTSDALE #200
SCOTTSDALE, AZ 85254

G & J PROPERTIES LIMITED
PARTNERSHIP
10881 N SCOTTSDALE RD STE 200
SCOTTSDALE, AZ 85254

DMB CIRCLE ROAD PARTNERS
7600 E DOUBLETREE RANCH RD
STE 300
SCOTTSDALE, AZ 85258

TR & RT PROPERTIES INC
22222 N VIA VENTOSA
SCOTTSDALE, AZ 85255

TIERRA BUENA ENTERPRISES LLC
7363 E TIERRA BUENA #140
SCOTTSDALE, AZ 85260

GARVIN HOLDINGS L L C
8315 N SENDERO TRES
PARADISE VALLEY, AZ 85253

G H SCOTTSDALE I LLC
4636 E UNIVERSITY DR STE 265
PHOENIX, AZ 85034

DESANTI ROD/LOUISE
6203 N HOGAHN
PARADISE VALLEY, AZ 85253

ROARK J DANIEL/COLLEEN R
16000 N SCOTTSDALE RD
SCOTTSDALE, AZ 85254

SCOTTSDALE PLACE LLC
15509 N SCOTTSDALE RD
SCOTTSDALE, AZ 85254

MONTE CRISTO LLC
4350 E CAMELBACK RD STE #L-205
PHOENIX, AZ 85018

LANDLORD'S R US
7435 E TIERRA BUENA LN
SCOTTSDALE, AZ 85260

KIERLAND OFFICE LIMITED
PARTNERSHIP
14362 N FRANK LLOYD
WRIGHT BLVD STE 1310
SCOTTSDALE, AZ 85260

ZOCALLO PLAZA PROPERTY
OWNERS ASSOCIATION
2198 E CAMELBACK RD SUITE 230
PHOENIX, AZ 85016

BEAUTY AND BARBER SUPPLY
INSTITUTE INC
11811 N TATUM STE 1085
PHOENIX, AZ 85028

CARMAC VENTURES LLC
5519 E WALTANN LN
SCOTTSDALE, AZ 85254

SL-RH ARIZONA LLC
DEPT 768 TAX B-2108A 3333
BEVERLY RD
HOFFMAN ESTATES, IL 60179

OSTASH FAMILY
INVESTMENTS LLC
11083 E ARCACIA
SCOTTSDALE, AZ 85259

FAIGENBLAT DAVID/ISABELLA
11993 N 110TH ST
SCOTTSDALE, AZ 85259

VISTA HERMOSA L L C
10655 N DIAL BLVD
SCOTTSDALE, AZ 85260

ANDROMEDIA LLC
16055 N DIAL BLVD UNIT 4
SCOTTSDALE, AZ 85260

D&R CREATIVE LLC
11657 PARKVIEW LN
SCOTTSDALE, AZ 85255

CHANDLER ASSOCIATES
3053 RANCHO VISTA BLVD
STE H356
PALMDALE, CA 93551

CARLSON INVESTMENTS LLC
7434 E MONTE CRISTO AVE
SCOTTSDALE, AZ 85260

BREUNIG INVESTMENTS LLC
4333 W KITTY HAWK
CHANDLER, AZ 85226

ASHTON AIRPARK PROPERTY LLC
1201 MONSTER RD SW STE 350
RENTON, WA 98055

SCOTTSDALE PLACE LLC
2198 E CAMELBACK RD
SUITE 230
PHOENIX, AZ 85016

DANNYS OFFICES LLC LEASE
15509 N SCOTTSDALE RD
SCOTTSDALE, AZ 85251

APKER GORDON E/JANET Y
625 S 240 ST
DES MOINES, WA 98198

UNIT 10 16055 N DIAL BLVD LLC
8261 E CORRINE DR
SCOTTSDALE, AZ 85260

MONTE CRISTO HOLDINGS LLC
3020 N SCOTTSDALE RD
SCOTTSDALE, AZ 85251

SUSSMAN WEI LLC
21511 N 39TH TER
PHOENIX, AZ 85050

SCOTTSDALE PARADISE LANE LLC
16220 N SCOTTSDALE RD STE 260
SCOTTSDALE, AZ 85254

BRE/ESA PORTFOLIO LLC
100 DUNBAR ST
SPARTANBURG, SC 29306

LEGACY KIERLAND LLC
2122 E HIGHLAND AVE STE 450
PHOENIX, AZ 85016

UMB BANK ARIZONA NA
928 GRAND BLVD
PO BOX 419226
KANSAS CITY, MO 64141

HUCKLEBERRY FRIEND LLC
29938 N 77TH PL
SCOTTSDALE, AZ 85262

GECMC 2005-C2
ZOCALLO RETAIL LLC
1601 WASHINGTON AVE STE 700
MIAMI BEACH, FL 33139

EXCEL PROMENADE LLC
801 N 500 WEST STE 201
WEST BOUNTIFUL, UT 84010

TIERRA BUENA-
KIERLAND LLC/ETAL
1921 MOTOR AVE
KINGMAN, AZ 86401

KIERLAND AZ LLC
16430 N SCOTTSDALE RD
SCOTTSDALE, AZ 85254

THUNDER RIVER SELF
STORAGE LLC
4633 E INDIGO ST
GILBERT, AZ 85297

REIMAC ENTERPRISES LLC
16055 N DIAL BLVD STE 9
SCOTTSDALE, AZ 85260

DH OPTICS LLC
15509 N SCOTTSDALE RD
SCOTTSDALE, AZ 85254

BRIDGE ENTERPRISES L.L.C.
601 N 44TH AVE
PHOENIX, AZ 85043

ARIZONA STATE DEPT OF
TRANSPORTATION
205 S 17TH AVE
PHOENIX, AZ 85007

BWB PROPERTIES LLC
15615 N 71ST ST #208
SCOTTSDALE, AZ 85254

HANSEN ERIK V/ANNA
L/CHRISTENSEN TONY/JONNA
1701 E CAMELBACK RD
PHOENIX, AZ 85016

COOPER JANITA A
16055 N DIAL BLVD STE 6
SCOTTSDALE, AZ 85260

DJD PROPERTY HOLDINGS LLC ETAL
3011 E BROADWAY STE 100
PHOENIX, AZ 85040

Y-BUY-NEW INVESTMENTS LLC
6402 N 38TH PL
PARADISE VALLEY, AZ 85253

ANDROMEDIAL LLL
16055 N DIAL BLVD UNIT 3
SCOTTSDALE, AZ 85260

MTM INVESTMENT COMPANY LLC
15464 N GREENWAY-HAYDEN LOOP
SCOTTSDALE, AZ 85260

DENALI NATIONAL TRUST VI LLC
7652 E ACOMA DR
SCOTTSDALE, AZ 85260

ROWLEY BLUE WATER
INVESTMENTS LLC
10030 N 25TH AVE
SCOTTSDALE, AZ 85021

CAPITAL CREEK GOLD LLC
15509 N SCOTTSDALE RD
SCOTTSDALE, AZ 85254

PHXAZ LIMITED PARTNERSHIP
2398 E CAMELBACK RD #300
PHOENIX, AZ 85016

Coalition of Pinnacle Peak
Bob Vairo
10040 E. Happy Valley Rd #451
Scottsdale, AZ 85255

Coalition of Pinnacle Peak
Linda Whitehead
8912 E. Pinnacle Peak Rd
PMB 275
Scottsdale, AZ 85255

Alan Kaufman
Kaufman & Associates PLLC
8711 E Pinnacle Peak Road #241
Scottsdale, AZ 85255

Avanindra/Anuradha Chaturvedi
26885 Chaucer Place
Stevenson Ranch, CA 92381

Brad Lundmark
La Vista at Pinnacle Peak
Homeowners Association
7740 N 16th St # 300
Phoenix, AZ 85020

Clif Tait
GCA & RVA
8302 E Buto Dr
Scottsdale, AZ 85255

Coalition of Pinnacle Peak
(C.O.P.P.)
8912 E Pinnacle Peak PMB 275
Scottsdale, AZ 85255

Connie Swanson,
Bella Vista HOA
7737 E Vista Bonita Dr.
Scottsdale, AZ 85255

Dan Sommer
12005 N 84th Street
Scottsdale, AZ 85260

Darcy Clement
7500 E Deer Valley Lot 67
Scottsdale, AZ 85255

David G. Gulino
Land Development Services
7525 E. Camelback Road, Suite 104
Scottsdale, AZ 85251

Dr. Sonnie Kirtley
COGS
8507 East Highland Avenue
Scottsdale, AZ 85251

Ed Toschik
La Vista at Pinnacle Peak
Homeowners Association
7657 E Mariposa Grande Dr
Scottsdale, AZ 85255

Emily Ryan
Capitol Consulting, LLC
PO Box 13116
Phoenix, AZ 85002

Fred Unger
7134 E. Stetson Drive, Suite 400
Scottsdale, AZ 85251

Hank Olsen
Sonoran Hills
7711 E. Pozos Dr.
Scottsdale, AZ 85255

J. P. Lamer
6945 E Glenrosa Ave
Scottsdale, AZ 85251

Jill Aguirre
8605 E Via Dona Rd
Scottsdale, AZ 85266

Jim Heather
6732 E Sheridan Street
Scottsdale, AZ 85257

Joey Airdo
North Scottsdale Independent
23043 N. 16th Lane
Phoenix, AZ 85027

John Aleo
28625 N 83rd Street
Scottsdale, AZ 85262

John Coyne
Carino Canyon HOA
13331 E Del Timbre Dr
Scottsdale, AZ 85259

John Packham
Scottsdale Area Association of Realtors
4221 N. Scottsdale Rd.
Scottsdale, AZ 85251

John Washington
3518 N Cambers Court
Scottsdale, AZ 85251

Larry Jonas
6707 E. Culver St.
Scottsdale, AZ 85257

Leon Spiro
7814 E Oberlin Way
Scottsdale, AZ 85255

Linda Whitehead
9681 E Chuckwagon Lane
Scottsdale, AZ 85262

Michael Jacks
La Vista at Pinnacle Peak
Homeowners Association
7725 E Camino Del Monte
Scottsdale, AZ 85255

Mike Merrill
Citizens for Responsible
Development
8713 E Vernon Avenue
Scottsdale, AZ 85257

Nancy Cantor
Scottsdale Coalition
5850 N. 83rd Street
Scottsdale, AZ 85250

Patti Smith
Bella Vista HOA
7740 N 16th St # 300
Phoenix, AZ 85020

Patty Badenoch
5027 N 71st Place
Scottsdale, AZ 85251

Rodney A. Knight
9414 E San Salvador #225
Scottsdale, AZ 85258

Kate O'Malley
Scottsdale Airpark
15000 N. Airport Drive
Scottsdale, AZ 85260

Chris Schaffner
7346 E. Sunnyside Dr.
Scottsdale, AZ 85260

Jim Haxby
7336 E. Sunnyside Dr.
Scottsdale, AZ 85250

Stephanie Bradley
13330 E. Jomax Road
Scottsdale, AZ 85262

Tab B



Affidavit of Posting

Required: Signed, Notarized originals.
Recommended: E-mail copy to your project coordinator.

Project Under Consideration Sign (White) **Public Hearing Notice Sign (Red)**

Case Number: 552-PA-2011

Project Name: Crackerjax

Location: 16001 N. Scottsdale Rd.

Site Posting Date: 9/1/2011

Applicant Name: Withey Morris for Woodbine Southwest

Sign Company Name: Dynamite Signs, Inc.

Phone Number: 480-585-3031

I confirm that the site has been posted as indicated by the Project Manager for the case as listed above.

Paula Swartz
Applicant Signature

9-1-11
Date

Return completed original notarized affidavit AND pictures to the Current Planning Office no later than 14 days after your application submittal.

Acknowledged before me this the 1st day of September 2011



Heather Arenth
Notary Public

My commission expires: Apr. 3 2015

City of Scottsdale -- Current Planning Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088

Early Notification of Project Under Consideration

Neighborhood Open House Meeting:

Date: Tuesday, September 13, 2011
Time: 5:30 PM
Location: 15205 N. Kierland Blvd., Suite 200
Scottsdale, AZ 85254

Site Address: 16001 N. Scottsdale Road

Project Overview:

- Description of Request: Non-Major General Plan Amendment to Greater Airpark Character Area Plan
- Description of Project and Proposed Use: Land use change from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R)
- Site Acreage: +/- 32 acres
- Site Zoning: C-4

Applicant Contact:

Daniel W. Gosnell 480-951-1100
dgosnell@woodbinesouthwest.com

City Contact:

Brad Carr 480-312-7713
bcarr@scottsdaleaz.gov

Pre-Application #: 552-PA-2011 Available at City of Scottsdale: 480-312-7000

After submittal, project information is available at:
www.scottsdaleaz.gov/projects/ProjectsInProgress

Posting Date: 9/1/11

-Penalty for removing or defacing sign prior to date of last hearing
-Applicant Responsible for Sign Removal

09/01/2011

Tab C



Affidavit of Posting

Required: Signed, Notarized originals.
Recommended: E-mail copy to your project coordinator.

Project Under Consideration Sign (White) Public Hearing Notice Sign (Red)

Case Number: 8-GP-2011

Project Name: Crackerjax

Location: 16001 N. Scottsdale Rd.

Site Posting Date: 9/1/11

Applicant Name: Withey Morris for Woodbine Southwest

Sign Company Name: Dynamite Signs, Inc.

Phone Number: 480-585-3031

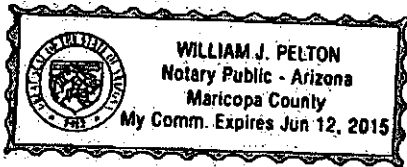
I confirm that the site has been posted as indicated by the Project Manager for the case as listed above.

Paul Witz
Applicant Signature

9-1-11
Date

Return completed original notarized affidavit AND pictures to the Current Planning Office no later than 14 days after your application submittal.

Acknowledged before me this the 1 day of Sept 2011



William P. Ch...
Notary Public
My commission expires: 6-12-15

City of Scottsdale -- Current Planning Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088



City of Scottsdale
PUBLIC NOTICE

ZONING/PUBLIC HEARINGS

City Hall

3939 N. Drinkwater Boulevard

[www.Scottsdaleaz.gov/projects/Project in Process](http://www.Scottsdaleaz.gov/projects/Project%20in%20Process)

PLANNING COMMISSION: 5:00 P.M., 9/21/2011

CITY COUNCIL: 5:00 P.M., TBD

REQUEST: by owner for a Non-Major General Plan Amendment to the Greater Airpark Character Area Plan Future Land Use Map from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R) on a 32 +/- acre site.

LOCATION: 16001 N. Scottsdale Road

Case Number: 8-GP-2011

Applicant/Contact:

Daniel W. Gosnell

480-951-1100

dgosnell@woodbinesouthwest.com

City Contact:

Brad Carr

480-312-7713

bcarr@scottsdaleaz.gov

Case File Available at City of Scottsdale

Posting Date: 9/1/11 480-312-7000

Penalty for removing or defacing sign prior to date of last hearing

09/01/2011

Citizen Participation Plan
CrackerJax
Non-Major General Plan Amendment
Scottsdale, Arizona

Purpose:

The purpose of this Citizen Participation Plan is to outline how the Applicant will notify and inform nearby residents and property owners of the proposed Non-Major General Plan Amendment application for the CrackerJax property located at the southeast corner of Scottsdale Road and Paradise Lane (the "Property").

Contact Information:

Buzz Gosnell
Woodbine Southwest Corporation
2525 East Arizona Biltmore Circle B-220
Phoenix, AZ 85016
(480) 556-8310
buzz@woodbinedevelopment.com

Mike Withey
Michelle Santoro
Withey Morris, PLC
2525 East Arizona Biltmore Circle
Suite A-212
Phoenix, AZ 85016
(602) 230-0600
m@witheymorris.com
michelle@witheymorris.com

Target Area:

1. All property owners within 750' of the Property.
2. Notify neighborhood associations or community associations within 750' of the Property
3. Notify other interested parties who have requested that they be placed on the interested parties' notification list, if any.

Action Plan:

1. Send letter to Target Area describing the Non-Major General Plan Amendment application and invite them to an open house to be held at a convenient location.

2. Post the Property with a "Project Under Consideration" sign ten (10) calendar days prior to the open house.
3. Hold an open house to discuss the substance of the amendment and address any questions those in attendance may have.
4. Hold follow-up meetings and/or conversations as necessary with individuals from the Target Area.
5. Update City of Scottsdale planner assigned to this project, by phone and/or e-mail on status of our Citizen Participation efforts. The planner will be notified of contact with individuals within the Target Area and forwarded a Citizen Participation Report.
6. Post the Property with a "Notice of Public Hearing" sign twenty (20) days prior to the first public hearing.