



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 Airport 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.

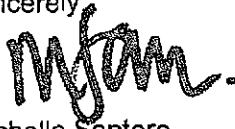
To provide you with an opportunity to meet the applicant and answer any questions you may have, we have scheduled an open house for:

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

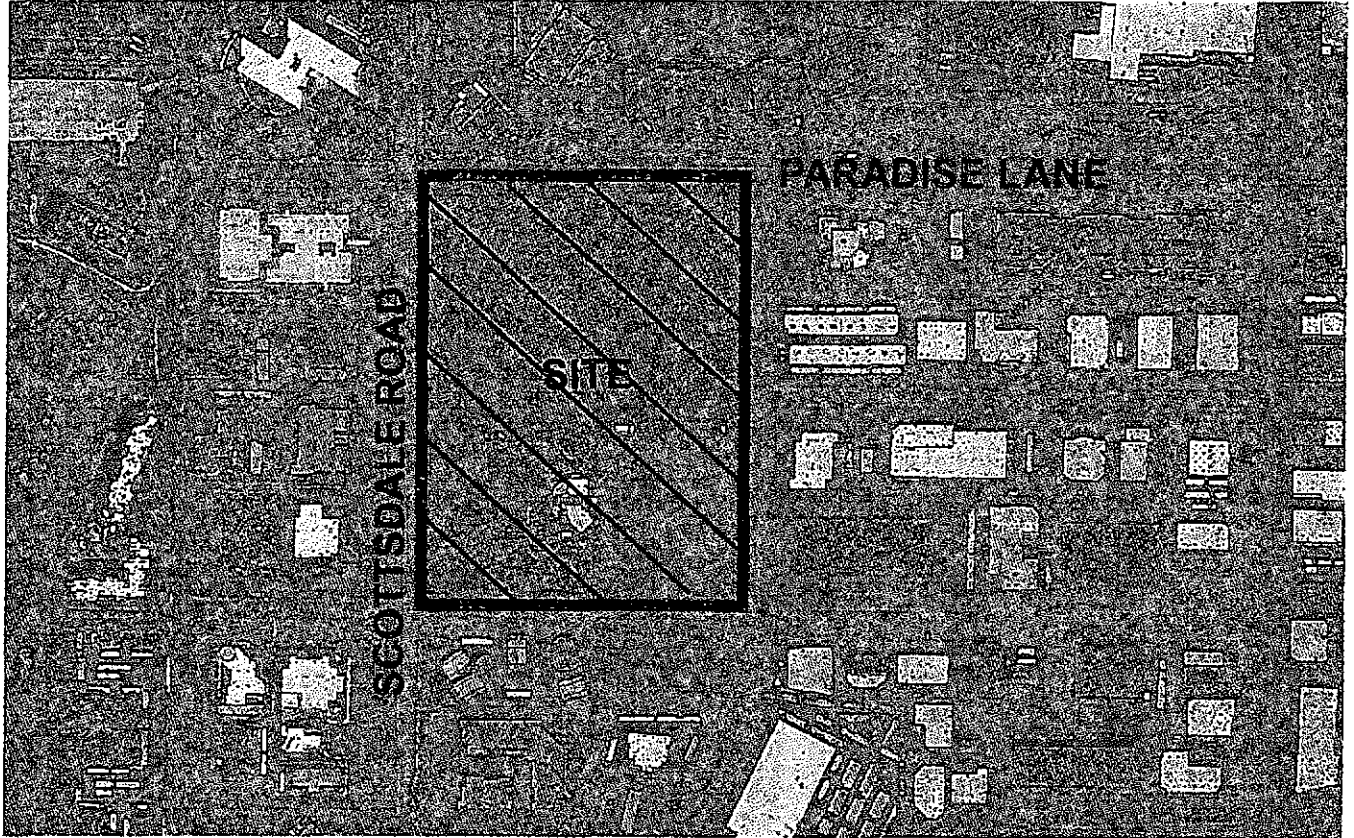
If this date and time are not convenient, we would be glad to meet or speak with you individually. If you should have any questions or comments at any time during the amendment process, please feel free to contact me at (602) 346-4613. Additionally, any questions and/or comments can be directed to the 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

ANDROMEDIAL 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

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Scottsdale, AZ 85255

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

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12005 N 84th Street
Scottsdale, AZ 85260

Dr. Sonnie Kirtley
COGS
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Scottsdale, AZ 85251

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

Jill Aguirre
8605 E Via Dona Rd
Scottsdale, AZ 85266

John Aleo
28625 N 83rd Street
Scottsdale, AZ 85262

John Washington
3518 N Cambers Court
Scottsdale, AZ 85251

Linda Whitehead
9681 E Chuckwagon Lane
Scottsdale, AZ 85262

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

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

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

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

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

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

Jim Heather
6732 E Sheridan Street
Scottsdale, AZ 85257

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

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

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

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

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La Vista at Pinnacle Peak
Homeowners Association
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Phoenix, AZ 85020

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Scottsdale, AZ 85251

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23043 N. 16th Lane
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Scottsdale, AZ 85251

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Scottsdale, AZ 85257

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