Neighborhood Notification
Open House Information
Citizen Comments



CITIZEN REVIEW REPORT & NEIGHBORHOOD INVOLVEMENT REPORT Sereno Canyon Resort

September 21, 2012

Overview

This citizen outreach and neighborhood involvement report is being performed in association with the application for rezoning of a part of an approximately 350 acre site located just west of 128th Street on Ranch Gate Road. This project will add value to the surrounding neighbors as it allows for resort rooms, casitas, villas and estate homes that are contiguous with Scottsdale's McDowell Sonoran Preserve. As part of the application, this plan has been drafted and will be ongoing throughout the process.

The entire project team is sensitive to the importance of neighborhood involvement and creating a relationship with property owners, residents, business owners, homeowners associations, and other interested parties. Communication with these parties will be ongoing throughout the process. Work on compiling stakeholders and preparing for the neighborhood outreach began prior to the application filing and will continue throughout the process. Communication with impacted and interested parties may take place with verbal, written, electronic, and door-to-door contact.

Community Involvement

In advance of the submittal, the outreach team contacted neighbors close to the proposed project to gauge their support and understand their issues by going door-to-door. Neighbors generally expressed concerns about traffic. These door-to-door meetings have continued throughout the approval process.

Surrounding property owners, HOA's and other interested parties were noticed via first class mail regarding the project. The distribution of this notification met the City's requirements as specified in the Citizen Review Checklist. This notification contained information about the project and contact information to receive additional information as well as the opportunity to give feedback. The notification will contained information regarding a neighborhood Open House that took place on January 18th, 2012 for those who wished to learn more about the project. The site and time was posted on the Early Notification Sign in accordance with the City ordinance. The comments from the interested parties of those that attended focused around traffic and access on Alameda Road. Neighbors were informed of a proposed stipulation that would limit access on Alameda Road which they found helpful but wanted to be assured that the

stipulation would be enforced. Subsequent to the Open House, a significant number of meetings have been held with the leadership of the Sonoran Crest HOA which has resulted in an agreement to close the gate on Alameda Road. Additional meetings have been held with surrounding large lot owners and the seven existing lot owners within the Sereno Canyon development. Several existing lot owners have expressed opposition to Sereno Canyon's proposal.

Members of the outreach team will be available to meet with any neighbors who wish to discuss the project. Additionally, they will be contactable via telephone to answer any questions relating to the project.

A vital part of the outreach process is to allow people to express their concerns and understand issues and attempt to address them in a professional and timely matter. As previously stated the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project.

Attachments:
1.18.2012 Sign-in Sheets
Comment Cards
Notification letter
Notification list
Affidavit of posting

	Owner	ADDR1	ADDR2	CITY	STATE	ZIP
	ACUFF GERALD J JR/MARYANN TR	12196 E SAND HILL RD		SCOTTSDALE	AZ	852
	ARIZONA BANK & TRUST	1301 CENTRAL AVE		DUBUQUE	IA	52(
	ARLAND PATRICK RAYMOND/DANETTE LEE TR	24292 N 121ST PL		SCOTTSDALE	AZ	852
	BAETZ PAUL A/MARTHA C TR	24293 N 120TH PL		SCOTTSDALE	AZ	852
	BANK OF AMERICA NA	100 N TRYON ST		CHARLOTTE	NC	282
	BARNEHA LLC	14901 N SCOTTSDALE RD NO 201		SCOTTSDALE	AZ	852
	BELSHER BRIAN E PERS REP ETAL	4919 E GRANDVIEW LN		PHOENIX	AZ	85(
	BELSHER ELIZABETH S TR ETAL	4919 E GRANDVIEW LN		PHOENIX	AZ	85(
	BOLES BENJAMIN B/CAROL S TR	PO BOX 31402		PHOENIX	AZ	850
	BRANON ROBERT D TR	12123 E CHARMA RD		SCOTTSDALE	AZ	852
	BRUCE E HUMPHREY REVOCABLE TRUST	304 OAKWOOD TERR		VADNAIS HEIGHTS	MN	55:
	CAMPANA NED P/DIANA M TR	24169 N 120TH PLACE		SCOTTSDALE	AZ	852
	CITY OF SCOTTSDALE	3939 CIVIC CENTER PLAZA		SCOTTSDALE	AZ	852
	CYR STEVEN J/SERENA G TR	12160 E WHISPERING WIND DR		SCOTTSDALE	AZ	852
	DOBISH ALAN	12085 E CHAMA RD		SCOTTSDALE	AZ	852
	FINNEGAN JOHN/SANDRA H	12172 E SANDHILLS DR		SCOTTSDALE	AZ	852
	FISHER SANDRA	3434 E CAMPO BELLO DR		PHOENIX	AZ	850
	FURLAN FAMILY TRUST	7575 E PASARO DR		SCOTTSDALE	AZ	852
	GARFIELD RONALD/LILY C	PO BOX 2563		ASPEN	CO	816
	GBD 40 LLC	1722 W MCKINLEY		PHOENIX	AZ	85(
	GEM DEVELOPMENT LLC	5689 E QUARTZ MOUNTAIN RD		PARADISE VALLEY	AZ	852
	GILLINGWATER DENIS C & STEPHANIE A	6701 E CLINTON ST		SCOTTSDALE	AZ	852
	HABERMAN RESIDENCE TRUST	6317 HARDEN DR		OKLAHOMA CITY	OK	73:
	HHL PROPERTIES LTD	1900 MURRAY AVENUE STE 203		PITTSBURGH	PA	152
	HIGH DESERT PROPERTIES INC	P O BOX 357 MILL COURT	LA CHARROTERIE	ST PETER PORT GUERNSEY		GY1 3X
	HINRICH MERLE A/MIRIAM	14901 N SCOTTSDALE RD 201		SCOTTSDALE	AZ	852
	HR INVESTMENT PROPERTIES LLC	2000 CLASSEN BLVD		OKLAHOMA CITY	OK	73:
1	HUSAR MICHAEL A/CAROLE J	12151 E SAND HILLS RD		SCOTTSDALE	AZ	852
	IFFAT REHMAN CONING 2002 LIVING TRUST	24375 N 121ST PL		SCOTTSDALE	AZ	852
3	JOHNSTON GLADYS STYLES/KINSINGER JACK B TR	2448 N 121ST PL		SCOTTSDALE	AZ	852
*	JORDISON STEVEN L	2661 86TH ST		URGANDALE	IA	503
S	KRAFT VERN & SHIRLEY TR	909 W LANDMARK TRL		PAYSON	AZ	85!
	LEVINE MICHAEL/BARBARA	12119 E SAND HILLS RD		SCOTTSDALE	AZ	852
	LIVADAS KENNETH G/MARGARET M TR	2 MERLOT CT		BEDFORD	NH	3:
	LOPINTO GERALDINE	12124 E SAND HILLS RD		SCOTTSDALE	AZ	852
	MARTIN ARNOLD/GINA TR	24567 N 121ST PL		SCOTTSDALE	AZ	852
	MATY HOLDINGS LLC	7825 F RENEIEI N RN CHITE 107		COTTODALE	۸7	25'

ROTTMAN FAMILY REVOCABLE TRUST	24231 N 120TH PL	SCOTTSDALE	AZ	852
ROTTMAN FAMILY REVOCABLE TRUST	24231 N 120TH PL	SCOTTSDALE	AZ	852
SCOTTSDALE CITY OF	7447 E INDIAN SCHOOL RD STE 100	SCOTTSDALE	AZ	852
SCOTTSDALE CITY OF	7447 E INDIAN SCHOOL RD STE 205	SCOTTSDALE	AZ	852
SCOTTSDALE CITY OF	3939 N DRINKWATER BLVD	SCOTTSDALE	AZ	852
SCOTTSDALE CITY OF	3939 CIVIC CENTER BLVD	SCOTTSDALE	AZ	852
SCOTTSDALE CITY OF	7447 E INDIAN SCHOOL RD NO 100	SCOTTSDALE	AZ	852
SCOTTSDALE CITY OF	7447 E INDIAN SCHOOL RD 205	SCOTTSDALE	AZ	852
SENDERHAUF LARRY M/ELIZABETH S	12087 E SAND HILLS RD	SCOTTSDALE	AZ	852
SHAFFER DEAN I/PETERS LINDA J TR	7507 HONEYWELL LN	BETHESDA	MD	208
SHARON R VAN DELLEN TRUST	24479 N 120TH PL	SCOTTSDALE	AZ	852
SONORAN CREST HOMEOWNERS ASSOCIATION	PO BOX 39242	PHOENIX	AZ	85(
SONORAN CREST LLC	4811 GAILLARDIA PKWY STE 300	OKLAHOMA CITY	OK	731
STATE OF ARIZONA	1118 E GARFIELD	PHOENIX	AZ	85(
STRANGHOENER LAWRENCE W/LYNN S	2035 KIMBERLY CT	PLYMOUTH	MN	554
TEDESCO JOANNE H	P O BOX 5477	SCOTTSDALE	AZ	852
TORITTO BUILDERS LLC	24603 N 123RD WY	SCOTTSDALE	AZ	852
TULI VIRENDRA K/PAMELA W TR	1020 VIA MIRABEL DR	PALOS VERDES ESTATES	CA	902
WASIKOWSKI SALLY	226 N ADDISOIN	ELMHURST	IL	601
WATSON GERRY L/ANGELA P	8355 E HARTFORD DR STE 105	SCOTTSDALE	AZ	852
WEINMAN THOMAS F/MARY C TR	24420 N 121ST PL	SCOTTSDALE	AZ	852
WEXLER ARTHUR & SYLVIA	15828 W STAR VIEW LN	SURPRISE	AZ	853
YOUNG KATHERINE A/STEVEN R	24417 N 120TH PL	SCOTTSDALE	AZ	852
ZIMMERMAN DOUGLAS G/CAROL TR	12164 E CHAMA RD	SCOTTSDALE	AZ	852

0) E - 0 1 - 3 (0)

PRINT NAME
ADDRESS 2416970 120th M. CITY 500 Hodale ZIP 85255
PHONE 480-419-29-76 EMAIL DINED LEC @ LOL. com
PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:
be are on Alameda & 120th Place
we are on partially just the
Technical Solutions ● 4350 E Camelback Rd , Suite G-200 Phoenix, AZ 85018 ● Phone: (602) 957-3434 ● Fax: (602) 955-4505
Sereno Canyon
Neighborhood Input Card
PRINT NAME GEORGE A. GLENDAY
ADDRESS 24686 N. 1204 Place CITY Scotisoole ZIP 86355
PHONE <u>488 964.3</u> EMAIL
PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:
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PROJECT & Change of ZONNING GEORGE A. GLENONY

Technical Solutions ● 4350 E Camelback Rd , Suite G-200 Phoenix, AZ 85018 ● Phone: (602) 957-3434 ● Fax: (602) 955-4505

PRINT NAME Edward L. Najim + Cheri S. Najim
ADDRESS 12088 E. Chang Rd CITY Scotsdale ZIP 85255
PHONE EMAIL
PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:
We are strongly opposed to This proposed change
Bolton line is more traffic, more noise pollution, more
light pollution, more air pollution and less wild like habitat.
Maybe if I can't sell our house I can got zoning
changes to make it a night club - seriously.
Technical Solutions ● 4350 E Camelback Rd , Suite G-200 Phoenix, AZ 85018 ● Phone: (602) 957-3434 ● Fax: (602) 955-4505
Sereno Canyon
Sereno Canyon Neighborhood Input Card
Neighborhood Input Card PRINT NAME Tana Sackett
Neighborhood Input Card
Neighborhood Input Card PRINT NAME Tana Sackett ADDRESS 11515 & QUARTZ ROCK CITY Scottsfule ZIP 85255
PRINT NAME Tana Sackett ADDRESS 11515 & QUARTZ ROCK CITY Scottsfule ZIP 85255 PHONE 4807974764 EMAIL Rd tanasaclett@cox.net
PRINT NAME Tana Sackett ADDRESS 11515 & QUARTZ ROCK CITY Scottsfule ZIP 85255 PHONE 4807979764 EMAIL + Lanasaclett@cox.net PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:
PRINT NAME Tana Sackett ADDRESS 11515 & QUARTZ ROCK CITY Scottsfule ZIP 85255 PHONE 4807974764 EMAIL TanaSaclett@cox.net PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT: I'm w/ Prodential Arizona Properties
Neighborhood Input Card PRINT NAME Tana Sackett ADDRESS 11515 & QUARTZ ROCK CITY Scottsfulle ZIP 85255 PHONE 4807979764 EMAIL Hanasackett@cox.net PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT: I'm w/ Prodential Arizona Properties at the corner of Dynamite & Alma School
PRINT NAME Tana Sackett ADDRESS 11515 & QUARTZ ROCK CITY Scottsfull ZIP 85255 PHONE 4807979764 EMAIL Hanasaclett@cox.net PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT: I'm w/ Prodential Ar. Zona Properties at the corner of Dynam, te & Alma School I would like the development Team to speak to my office about the project Pls contact my manager Shirley Small
PRINT NAME Tana Sackett ADDRESS 11515 & QUARTZ ROCK CITY Scottsfule ZIP 85255 PHONE 4807974764 EMAIL Tanasaclett@cox.net PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT: In w/ Prodential Ar. Zona Properties at the corner of Dynam, te & Alma School I would like the development Team to speak to my office about the project

Sereno Canyon Neighborhood Input Card & SUGGESTIONS REGARDING THE PROPOSED PROJECT: Technical Solutions ● 4350 E Camelback Rd , Suite G-200 Phoenix, AZ 85018 ● Phone: (602) 957-3434 ● Fax: (602) 955-4505 Sereno Canyon Neighborhood Input Card PRINT NAME Jim Cooper ADDRESS 24270 N. 12084 Place CITY Douthsuch ZIP 85255 PHONE 480-588-5768 EMAIL PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:

Technical Solutions • 4350 E Camelback Rd , Suite G-200 Phoenix, AZ 85018 • Phone: (602) 957-3434 • Fax: (602) 955-4505

PRINT NAME Luglue Wade
ADDRESS 1746 E. Parkview City Switsdake ZIP 85255
PHONE EMAIL gedaw@aol.com
PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT: Keep us informed of the Scotsdale City Councel heaving of the Crown Droposals.
Technical Solutions ● 4350 E Camelback Rd , Suite G-200 Phoenix, AZ 85018 ● Phone: (602) 957-3434 ● Fax: (602) 955-4505
Sereno Canyon
Neighborhood Input Card
PRINT NAME AVORM AJOURALD
ADDRESS 24478 N. 120 th Place CITY Sufferdule ZIP \$5255
PHONE 480-247-9979 EMAIL Nihoward @ She global. Net
PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:
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Regarding MATIC Flow, density, oursessing, Ighting and areall
Responsibilities. Issues such as additional NOISE dust
wildlife and safety are use grave conceans we moved to
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ADDRESS 12123 8. Chama CITY Scottsdale ZIP 55255
PHONEEMAIL
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PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:
NO! TRAFFIC ON HAPPY VALLEY WILL
BY UNACCEPTABLE, EL DID NOT
BUY PROPERTY TO HAVE RESORT NEXT
DOOR. 3 CROWN FAMILY CAN WAIT TO
DEVELOP PROPERTY AND GO WITH ORIGINAL PLAN OF RESIDENTIAL O WIVERSHIP.
PLAN OF RESIDENTIAL O WNERSHIP.
Technical Solutions ● 4350 E Camelback Rd , Suite G-200 Phoenix, AZ 85018 ● Phone: (602) 957-3434 ● Fax: (602) 955-4505

Sereno Canyon Neighborhood Input Card

PRINT NAME BOL Brannon
ADDRESS 12123 E. Chance Rd CITY SCOTTSDALE ZIP 85255
PHONE 662-430-6935 EMAIL BBRANGIE AULICOM
PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT: D Minimize Traffic on Hameda @ Minimize Traffic a
Happyalla 3 I am against the entire! project & To double or triple The number of units/people/traffic is
double or triple The number of units/pagele/fraffic is
in that location is NOT acceptable.

Technical Solutions ● 4350 E Camelback Rd , Suite G-200 Phoenix, AZ 85018 ● Phone: (602) 957-3434 ● Fax: (602) 955-4505

ADDRESS Z4355 W. 1204 PL CITY Scottodale ZIP 85255
ADDRESS Z4355 W. 1200 PL CITY Scottodale ZIP 85255
PHONE 480 248 9802 EMAIL d1776@ ADL. COM
PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:
NO ISSUE WITH the RESORT HARLE. MY CONCERN IS ALBMEDA Rd. SLAFFIC LINDERSTAND Exit ONLY FOR
GO Lots, HOW CAN this DE controlled. Key pad (NumBER)
WILL NOT WORK Code could be Sinen to workers, LANDSCAPE, et
If cand or windsheld on dash derise is used it will
be much more controlled.
Technical Solutions ● 4350 E Camelback Rd , Suite G-200 Phoenix, AZ 85018 ● Phone: (602) 957-3434 ● Fax: (602) 955-4505

Sereno Canyon Neighborhood Input Card

PRINT NAME SALLY HOWARD

ADDRESS 34478 N. 120Th PL CITY SCOTTSDALE ZIP 85255

PHONE 480-247-9979 EMAIL 50114/2012 and 04 2 yohoo. com

PLEASE TELL US YOUR THOUGHTS & SUGGESTIONS REGARDING THE PROPOSED PROJECT:

VERY CONCERNED ABOUT WHAT THESE PLANS

WILL DO TO THE PEACEFULNESS OF

SONORAW CREST. ALSO VERY CONCERNED

ABOUT THE WILDLIFE AND HOW IT WILL

DESTROY THEIR HABITAT. WE NEED A

GROUD PRESENTATION &

-	Print Name	Address	Phone	Email
-	Jack & Brenda Rottman	24231 N. 120th Pl.	460-le36-16166	jackrottman@gmail.com
1	KELECCA Fout	11872 E. JUANTABO RI		ASTOUT/12/9) AOL, COM
		12183 E San L Hills Rd	480 292 7375	bobroxp@aol,com
	John Robinson	11806 & Branew CM	A8V-473-9032	jdv11806e cox. net
	TABA DALE	Saguaro Canyon		
	Tim & Marcia	ooper 24270/12	J- Place 3/9:	504-6264 manecooperation
1	Tom & Judy B	REW 11734 E. Barreus	en la 480 563	8905 - Horacoxelet
1	SALLY + NORM HOWA	00 24478 N. 120TH PL	480-247-9979	njhoward a sbeglobal. net
	BEVERLY Efferdi	24926 N 1200 PL		omber@aol.com
		24686 N. 120PC.	480-488-9043	gglenday75 eAOL.com
	GEORGE GLENDAY	,		
	Michael of CARDE HUSAR	12151 F. SAND Hills Rd.	480-659-7545	MAHUSAR @ aol-com
	. ,	11922 E Sand Hills Rd	480-264-4821	Ltoran (aas I. com
	/ . /)	11921 E. Sand Hills Rd	480 659-5004	Steve, Kensak DCox, wit
	MILE BROWN	23493 N. 119- WA-1	607-758-2815	mbrown@browatio.con
	JOHN SCHURR	23429M1998WAY	450 f60 F69 F	
)	MAUN Acuff	24119 N. 119 WAY SDE	480 86/8993	MACUFFE got to CHANGE COM
	Marie Goode	24119 N. 119" WAY SDE	480 5407300	MLGODDE @ MSN. com

Sereno Canyon Neighborhood Meeting Sign-In Sheet Wednesday, January 18, 2012

Print Name Address Phone Email M. + Mr. D. Philippo Sy355 No. 120th Place 480-248, 9802 LITTLE ADI. CONV Fat Chevi Najim 12088 E. Chame Rd. JEBO 601. 6923 COLUMN ED MICHON 12172 E SAND HILLS RE HEO-6644 8295 AZSANDRA D ROY. Net SHINGLY MICHON 11941 E Hours of Lilgeway 480-313-214 LEE KELPIEN 11941 E Hours of Agrade 480-375 Beyl Mrs. Rese Sittle AL SSTTELL AL SSTELL AL				
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7d + Cheri Najim 12088 E. Chama Rd. 480.601.6923 ecnajim @ mail.com Jack + Sandy Find NEGAN 12172 E. SAND HILLS RE 480-664 8295 AZSANDRA @ COY. net SANDY MICIS 24350 N whispering Religeway 400-313-2141 — LEE KELPIEN 11941 E MAIPON GARADO 480-375 BPJ THOM Rese 227144 R. Stelle Done SISTALIG AZ 85251	Mr. + Mrs. D. Phillips	24355 No. 1204 Place	480-248-9802	\$1776@ADI.com
SANdy MICLS 24350 N whitering Relgeway 400-313-2141 LEE KELPIEN 11941 E MMIPS A GRANDE 480-375 BP4 THEN Rese 257144 P. Stets Done SISTALIG AL 85251	1	12088 E. Chama Rd.	480.621.6923	
SANdy MICLS 24350 N whitering Relgeway 400-313-2141 LEE KELPIEN 11941 E MMIPS A GRANDE 480-375 BP4 THEN Rese 257144 P. Stets Done SISTALIG AL 85251	1		480-664-8295	AZSANDRA @ COY. net
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Sistable 12 ESZSI	Asu Rese	2 July E Class Dag		
		Sistale6 12 85251	Part I	
	Bob Brannon		602.430-6935	BBRANGL@AOL.COM
		, , ,		

Sereno Canyon Neighborhood Meeting Sign-In Sheet Wednesday, January 18, 2012

	Print Name	Address	Phone	Email
	:/	1933 E. SAND HILL RD	480-219-0280	
	Ken + Nargesor Livedes	24541 N, 120th Place	480-686-8744	SUMMITERLITIES @ SMAIL COM
		on 24420 A 1215+ Place	602540-0553	mueinman@cox ref
	Estelle Wade	11746 E Parkusewln	480 556-1678	gedaw@aol.com
The second second	Lisa Barr Kman	7702 E Conquistadores Dr		Lisa barr 280 cox. net
*	Sack Kinsinger	24548 12197 Pl	4806597902	jbkgs1623@msn.co
	Kelly Hankey	24247 N. 1215+ Place	208-351-1372	Kellyhancey who to
- 10000000 Harris	, 1	2 24247 N. 121st Place	405-834-2993	1
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Sereno Canyon Neighborhood Meeting Sign-In Sheet Wednesday, January 18, 2012

Print Name	Address	Phone	Email
Tana Sackett	11515 E. QUARTZ ROCK Rd	4807974764	tana. suckett@PivAZ.com
Tim Cooper.	24270 N. 12014 Place	480-588-5458	
Engene Wade	11746 E. Parkview LN	480-556-1678	gedan Qao L. rom
Mile Corn	11638 E Four Peak Rd	439 535-4342	gedan Qao Leom Mike j. Corn Qgmail.
Irona Compua	24169 N 1204 place	480-419-2970	DINEDLEO PHOLLES
Stona Compara Ned Compana	24,69 M. 120 4 Aloee	480-419-2970	((, t
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			ASSA
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st: 9/14/2012



January 6, 2012

Dear Neighbor:

We are excited to inform you about a proposed revision to Crown Community Development's Sereno Canyon Community located on 350 acres located on Ranch Gate Road at 125th Place between Ranch Gate Road and the McDowell Sonoran Preserve on the north and south and approximately 122nd Street and 128th Street on the west and east.

The site, currently approved for residences, is being redesigned to include a world class, small scale, residential resort community that would interact with and compliment the wonderful McDowell Sonoran Preserve and still continue to contain single family homes. It will also contain resort villas and casitas.

In fact, all of the approved large, single family lots within Sereno Canyon that are adjacent to neighboring communities on the east and west will <u>not</u> change. The lots, which average 2.5 acres per unit, will stay exactly the same according to the existing plan.

As a part of the redesign, Sereno Canyon will be significantly restricting the Alameda entrance and focusing on its main entry on Ranch Gate and 125th St. The Alameda gate will become exit only reducing the Sereno traffic on Alameda by 71% from today's approved plans.

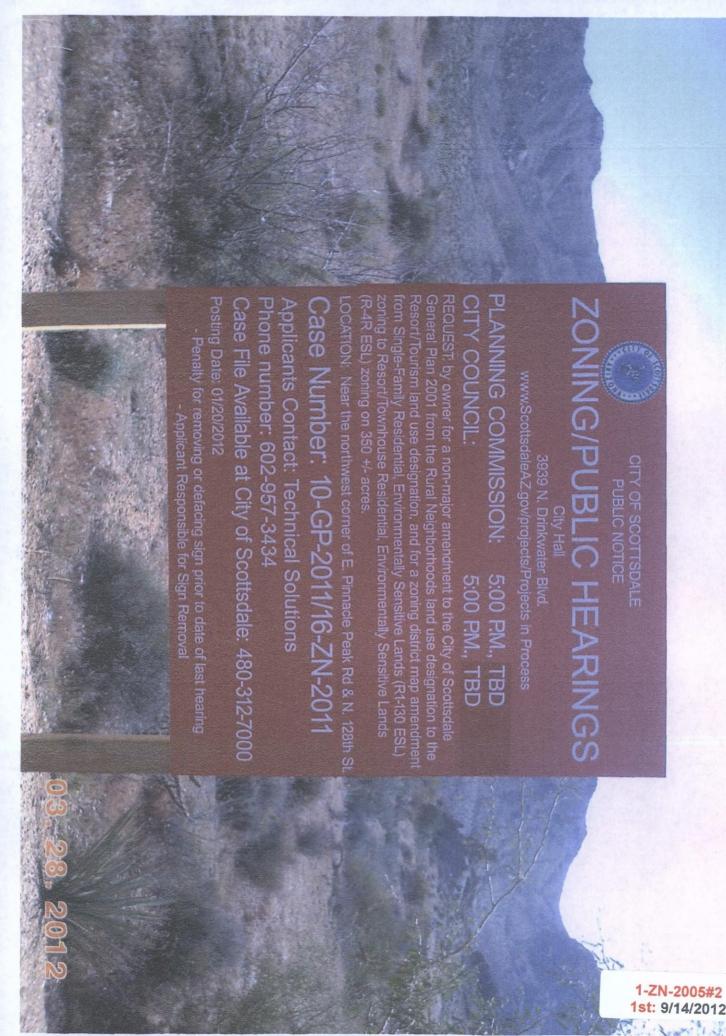
The density proposed is consistent with the City's General Plan which allows 1 unit per acre. The plan is for 350 units on 350 acres including the Resort. The General Plan has also designated this area for a Resort since the 1990's. The resort facilities will be located away from the adjacent neighborhoods and near the McDowell Sonoran Preserve.

We are pleased to invite you to attend an open house to review our proposal. The open house will be held at Florence Ely Nelson Desert Park, located at 8950 E. Pinnacle Peak Road, on Wednesday, January 18th, 2012 from 5:00-6:00 PM.

In the meantime, if you have any questions, please contact our neighborhood outreach team, Technical Solutions, at 602-957-3434. The City of Scottsdale Project Coordinator for this project is Jesus Murillo, who can be reached at 480-312-7849.

Sincerely,

Paul Smith





CITY OF SCOTTSDALE
PUBLIC NOTICE

ZONING/PUBLIC HEARINGS

City Hall 3939 N. Drinkwater Blvd. daleAZ gov/projects/Projects in P

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

REQUEST: by owner for a non-major amendment to the City of Scottsdale General Plan 2001 from the Rural Neighborhoods land use designation to the Resort/Tourism land use designation, and for a zoning district map amendment from Single-Family Residential, Environmentally Sensitive Lands (R1-130 ESL) zoning to Resort/Townhouse Residential, Environmentally Sensitive Lands (R-4R ESL) zoning on 350 +/- acres.

LOCATION: Near the northwest corner of E. Pinnacle Peak Rd & N. 128th St.

Case Number: 10-GP-2011/16-ZN-2011

Applicants Contact: Technical Solutions Phone number: 602-957-3434

Case File Available at City of Scottsdale: 480-312-7000

Posting Date: 01/20/2012

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



Affidavit of Sign Posting

Project Under	Consideration Sign (White)
Case Number:	10-GP-2011&16-ZN-2011 (2 posted Signs on property)
Project Name:	Request for Rezone & Development Review Board
Location:	NW Corner of East Pinnacle Peak Road & N 128th St
Site Posting Date:	1/20/2012
Applicant Name:	Technical Solutions
Applicant Name.	
Sign Company Nam	Scottsdale Sign A Rama
Phone Number:	480-994-4000
I confirm that the site has been posted as indicated by the Project Manager for the case as listed above. Applicant Signature 1-20-20/2 Date	
Return completed original signed and notarized affidavit AND pictures to the Current Planning Office no later than 14 days after your application submittal. E-mail copy to your project coordinator.	
Acknowledged before me this the 20 day of 2017 JOSEPH N PONCE NOTARY PUBLIC - ARIZONA MIARICOPA COUNTY My Commission Expires June 30, 2013 My commission expires: 30, 2013	

Planning, Neighborhood & Transportation Division

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