

**Neighborhood Notification
Open House Information
Citizen Comments**

August 22, 2011

Re: The Residences at Zocallo Plaza

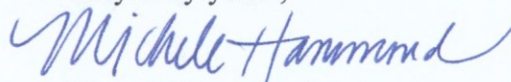
Dear Property Owner(s):

The purpose of this letter is to inform you that we filed an application (401-PA-2011) with the City of Scottsdale on behalf of Scottsdale Place, LLC requesting approval for a minor general plan amendment and rezoning to allow for the redevelopment of the vacant Barcelona Nightclub/Restaurant and Barcelona Offices located on a 6.42+/- acre property at 15440 N. Greenway Hayden Loop and 15509 N. Scottsdale Road. The applicant seeks PUD (Planned Unit Development) zoning to develop a luxury 240+/- unit multi-family residential community on the subject property.

We have included a conceptual site plan and context aerial identifying the location the proposed multi-family development. We are also sending this letter to notify you of a public open house meeting that has been scheduled regarding this project on September 1, 2011 from 4:30-5:30 p.m. to be held at the 15444 N. Greenway-Hayden Loop, 2nd Floor (2 blocks east of Scottsdale Road on the north side of Greenway-Hayden Loop, enter the parking lot from 73rd Street).

Public hearings before the Planning Commission and City Council are anticipated to be scheduled this fall. The City will mail notifications to all of the property owners within 750 feet of the project site and interested parties when the public hearings are scheduled. In the meantime, please feel free to contact me if you have any questions or concerns at 480-385-2753. You may also contact Brad Carr at 480-312-7713 with the City of Scottsdale Planning Department and reference case number 401-PA-2011.

Very truly yours,

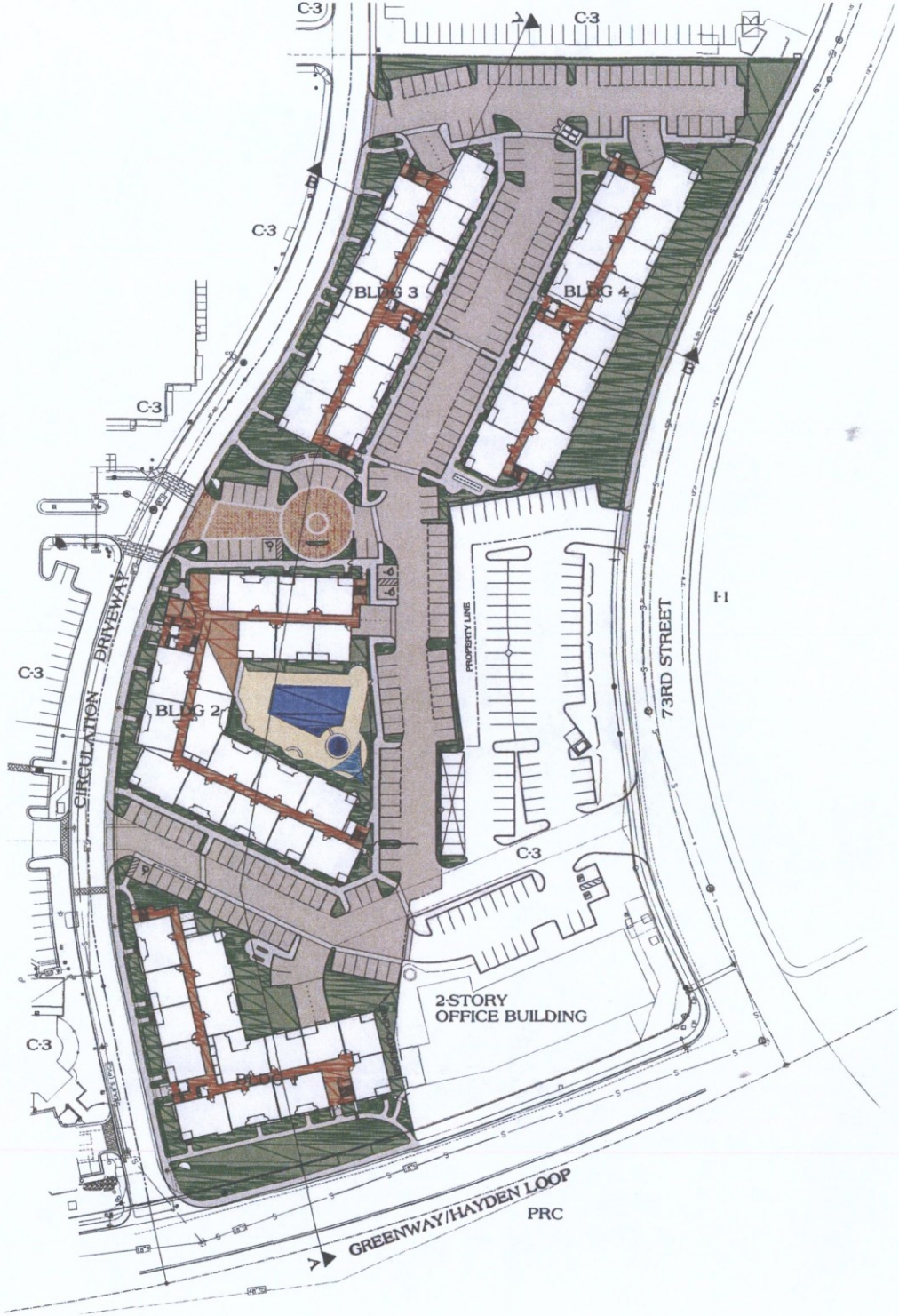


Michele Hammond
Principal Planner

Enclosures

COLORED SITE PLAN

SCALE: 1" = 40'-0"



AS4

COLOR SITE
Scale: 1" = 40'-0"

The Residences At Zocallo Plaza
15440 N. Greenway-Hayden Loop
Scottsdale, AZ. 85260

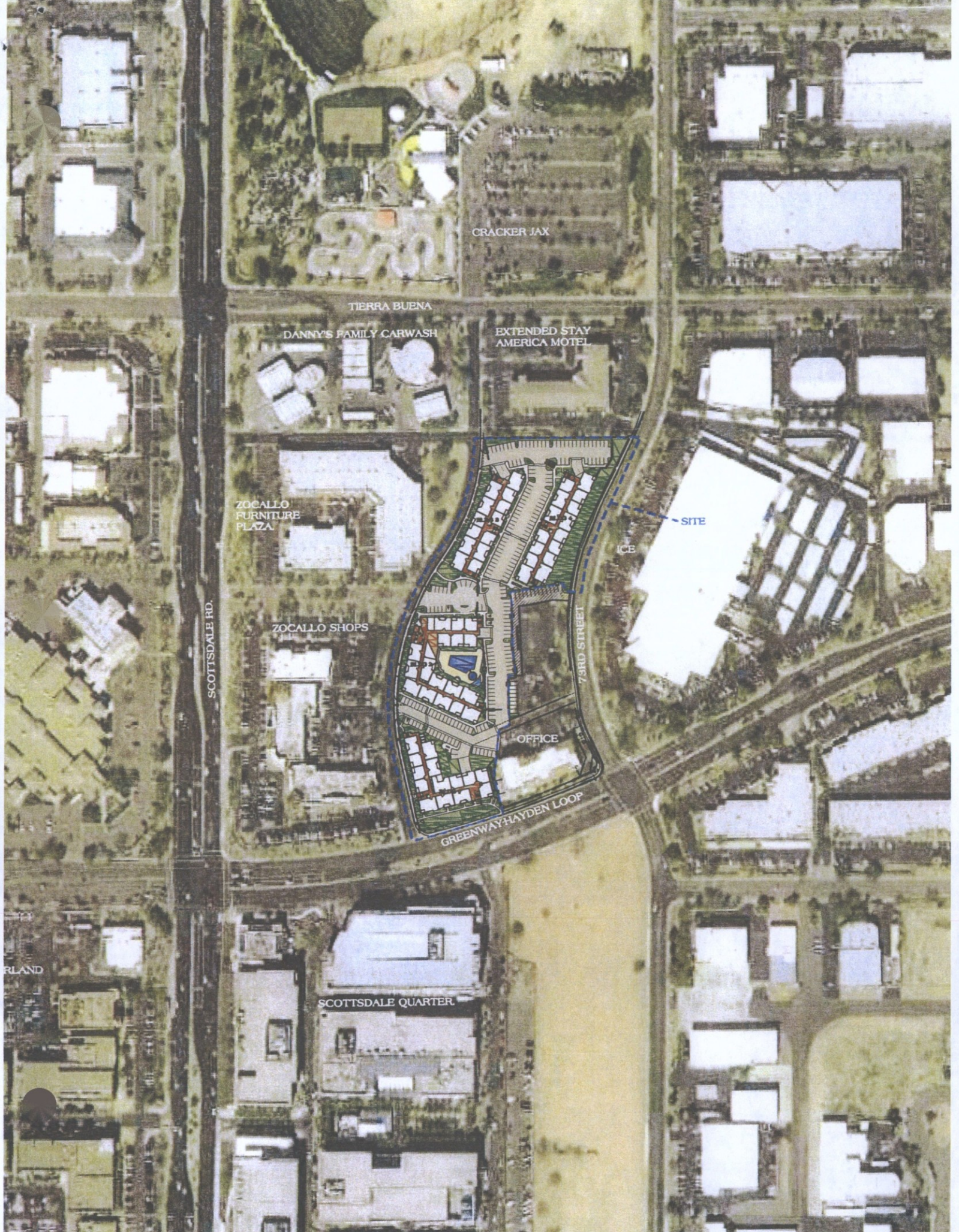
Contractor must verify all dimensions of project before proceeding with this work. Do not reproduce these drawings & specifications without the expressed written permission of the Architects. The drawings & specifications are instruments of service and shall remain the property of the Architect whether the project for which they are made is awarded or not. These drawings & specifications shall not be used by anyone on any other projects, for additions to this project, or for completion of this project by others except by the expressed written permission of the Architect.



L.R. Niemiec Architects

L.R. NIEMIEC ARCHITECTS/PLANNERS, INC. • 8585 EAST HARTFORD DRIVE, SUITE 155 • SCOTTSDALE ARIZONA 85255 • (480) 998-7576





CRACKER JAX

TIERRA BUENA

DANNY'S FAMILY CARWASH

EXTENDED STAY AMERICA MOTEL

ZOCALLO FURNITURE PLAZA

ZOCALLO SHOPS

ICE

SITE

OFFICE

SCOTTSDALE RD.

79TH STREET

GREENWAY-HAYDEN LOOP

SCOTTSDALE QUARTER

RLAND

SCOTTSDALE PLACE, L.L.C.

2198 E. Camelback Rd., #230,
Phoenix, Az., 85016
602-778-0400

**Mr. Brad Carr
City of Scottsdale
Planning and Development
7447 E. Indian School Rd.
Scottsdale, Az. 85251**

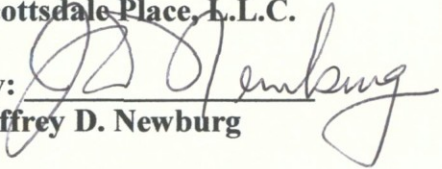
August 15, 2011

Dear Mr. Carr:

We are the owners of Lots 2A and 3, Zocallo Plaza (aka 15440 North Greenway-Hayden Loop and 15509 North Scottsdale Road, respectively). This letter is to authorize Berry & Damore to act on our behalf to file, amend, and process a general plan amendment, rezoning case (from C-3 to P.U.D.), the related Design Review Board process and all related entitlement matters on our behalf. Thank you.

Sincerely,

Scottsdale Place, L.L.C.

By: 
Jeffrey D. Newburg

Its: Managing Member

Cc: Michele Hammond

**10-ZN-2011
1st: 8/17/2011**

CITIZEN REVIEW PLAN & NEIGHBORHOOD INVOLVEMENT PLAN

**The Residences at Zocallo Plaza
15440 N. Greenway Hayden Loop
401-PA-2011
August 2011**

Overview

This citizen outreach plan is being performed in association with a Minor GPA and Rezoning request for the redevelopment of the Barcelona Restaurant and 2-story office building on the 6.42+/- acre site located east of the northeast corner of Scottsdale Road and Greenway-Hayden Loop. As part of the request, 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, neighborhood 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 will take place with verbal, written, electronic, and one-on-one contact.

Community Involvement

Surrounding property owners within 750' will be notified via first class mail regarding the project shortly after submittal of this application. This notification will contain information about the project, contact information to receive additional information, the opportunity to give feedback and information regarding the required neighborhood open house meeting.

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 manner. As previously stated the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project. A subsequent report will be submitted outlining the steps taken and feedback received.



SCHOOL DISTRICT

Determination of Adequate Facilities

mailed 8/15/2011

City of Scottsdale Project Number: 401 -PA- 2011

Project name: The Residences @ Zocallo Plaza
 Project Location: 15440 N. Greenway - Hayden Loop
 Applicant Name: Michele Hammond Phone: 602-463-4081
 Applicant E-mail: mh@berrydamore.com Fax: 480-385-2757

School District: Paradise Valley Unified

I, _____ hereby certify that the following determination has been made in regards to the Referenced project:

- The school district had adequate school facilities to accommodate the projected number of additional students generated by the proposed rezoning within the school district's attendance area; or
- The school district will have adequate school facilities via a planned capital improvement to be constructed within one year of the date of notification of the district and located within the school district's attendance area; or
- The school district has determined an existing or proposed charter school as contracted by the district can be provide adequate school facilities for the projected increase in students; or
- The applicant and the school district have entered into an agreement to provide, or help to provide, adequate school facilities within the school district's attendance area in a timely manner (a copy said agreement is attached hereto); or
- The school district does not have adequate school facilities to accommodate projected growth attributable to the rezoning.

Attached are the following documents supporting the above certification:

- Maps of the attendance areas for elementary, middle and high schools for this location.
- Calculations of the number of students that would be generated by the additional homes.
- School capacity and attendance trends for the past three years.

Or;
 I, _____, hereby request a thirty (30) day extension of the original discussion and response time.

 Superintendent or Designee

 Date

10-ZN-2011
1st: 8/17/2011

Planning, Neighborhood and Transportation Division

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