

## **Case Research**



August 31, 2015

Dear Neighbor:

Scottsdale Fashion Square has been the crown jewel retail center for Downtown Scottsdale since 1961. During that time, the center – and property – have evolved greatly by way of thoughtful development.

In our effort to continue to retain and attract the best luxury brands and provide the highest quality shopping experience for our customers, we have submitted an application with the City of Scottsdale to assist in our newest vision for the future. On behalf of Scottsdale Fashion Square, we are requesting to build up to 150' in height in some locations in conformance with the adopted Downtown Plan's Regional- Type 2 sub-district to accommodate a mixed use development including, but not limited to, hotel, office, residential, and retail (with the potential for a high-end organic grocer). The purpose of this request is to reallocate the square footage that is currently permitted to be built in specific areas across the property that will allow for more sustainable development responsive to the market. We are hopeful that these additional uses will strengthen the retail core and truly allow Downtown Scottsdale to be a live, work, and play community.

We are pleased to invite you to attend an open house to review our proposal. Please join us at the Scottsdale Fashion Square Retail Center in the former bebe Space (west end of the mall near Neiman Marcus on the Lower Level), from 5:30 p.m. to 6:30 p.m. on Thursday, September 10, 2015. We have attached a map for your convenience. The best parking will be in the two-level parking garage, underneath Dillard's, accessed off of 68<sup>th</sup> Street just north of Camelback Road.

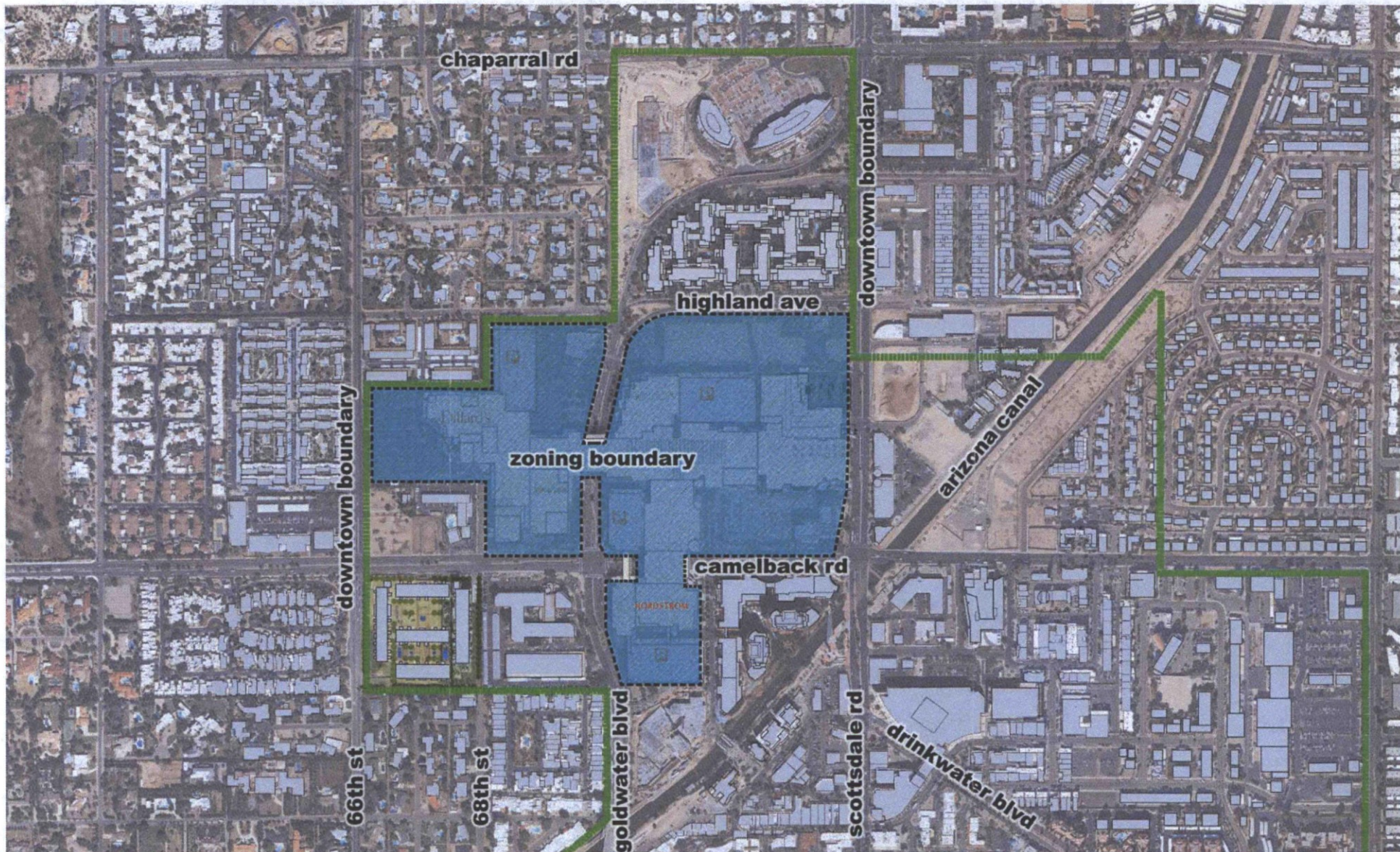
In the meantime, if you have any questions, please contact our neighborhood outreach team, Technical Solutions, at 602-957-3434. The City of Scottsdale Project Coordinator for this project is Greg Bloemberg, who can be reached at 480-312-4306.

Sincerely,

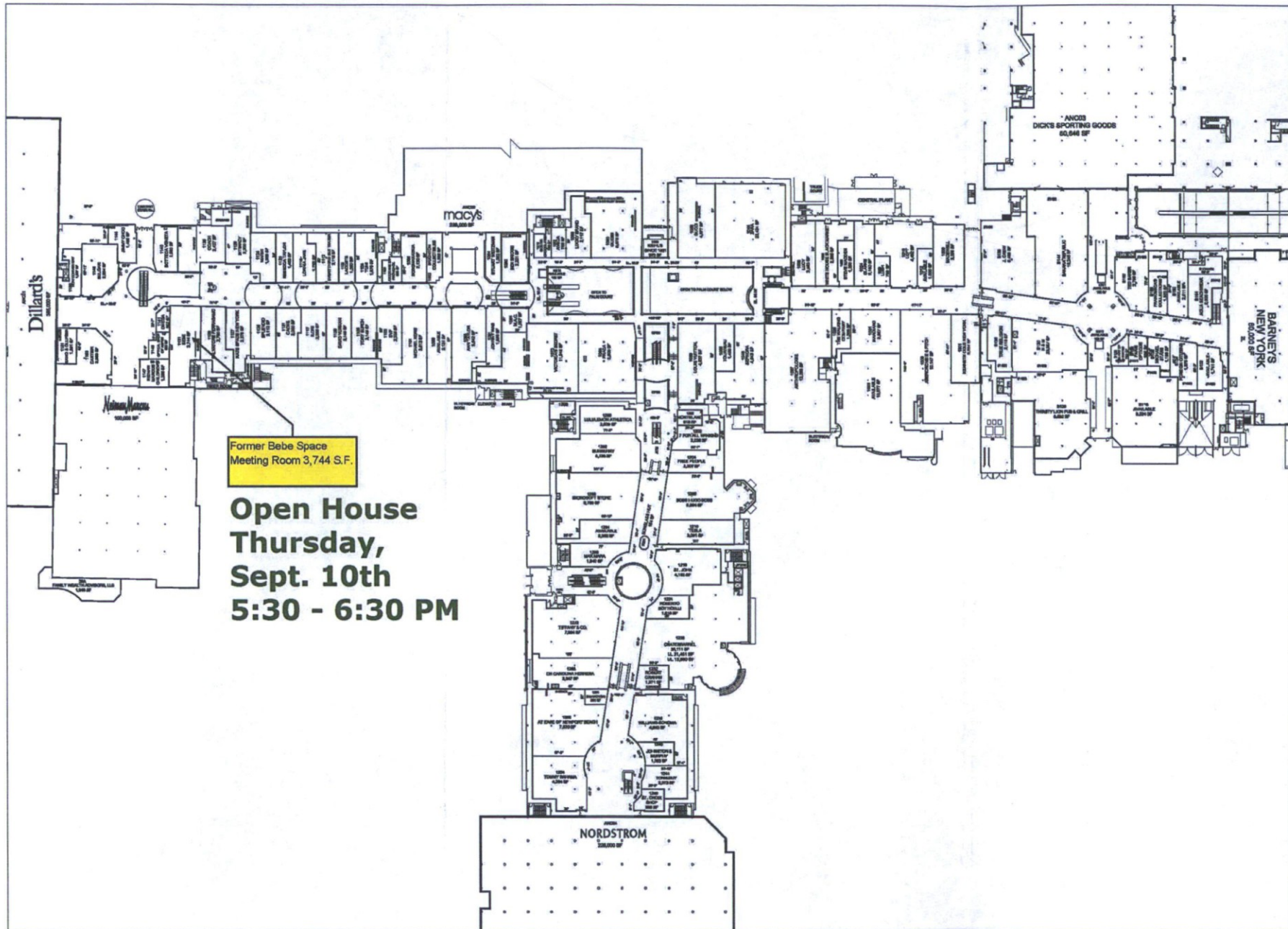
A handwritten signature in dark ink, appearing to read "Scott H. Mc".

Vice President, Development









Former Bebe Space  
Meeting Room 3,744 S.F.

**Open House  
Thursday,  
Sept. 10th  
5:30 - 6:30 PM**

SCOTTSDALE  
*Fashion Square*

Mail Address:

**SCOTTSDALE FASHION  
SQUARE**  
7014 E. Camelback Road  
Scottsdale, AZ 85251  
Phone: (480) 945-5495  
Fax: (480) 423-1455

For Leasing  
Information Contact:  
Kim Choukias  
Shannon McMahon  
**MACERICH**  
11411 North Tatum Blvd.  
Phoenix, AZ 85028  
Phone: (602) 953-6200  
Fax: (602) 953-6298

Note:  
This is a schematic plan only  
intended to show the general layout  
of the shopping center or part  
thereof. This plan is not to be scaled.

LAST UPDATED: 02.13.15  
BY: MH

**MACERICH**

visit our web site at  
[www.macerich.com](http://www.macerich.com)

**LOWER LEVEL  
LEASE PLAN**



NORTH





# 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:** TBD (Camelback Road) 

**Project Name:** Scottsdale Fashion Square

**Location:** 7014 East Camelback Road 

**Site Posting Date:** 9-2-2015

**Applicant Name:** John Berry

**Sign Company Name:** Scottsdale Sign A Rama, LLC

**Phone Number:** 480-994-4000

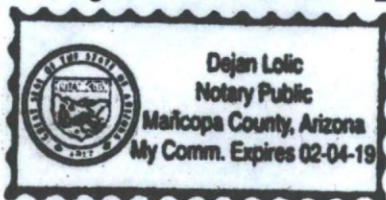
I confirm that the site has been posted as indicated by the Project Manager for the case as listed above.

Stephanie Fisher  
Applicant Signature

9-2-2015  
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 02 day of September 2015

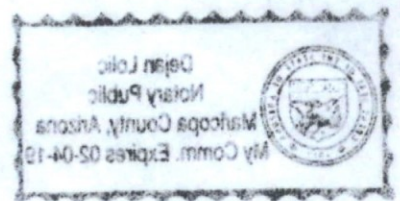


[Signature]  
Notary Public

My commission expires: 02-04-19

**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: September 10th, 2015

Time: 5:30 – 6:30 PM

Location: Scottsdale Fashion Square, in the Former Bebe Location

**Site Address: 7014 E Camelback Rd**

### Project Overview:

- **Description of Request:** Scottsdale Fashion Square is requesting a Master Plan to build up to 150' in height in conformance with the adopted Downtown Plan's Regional – Type 2 sub-district for the purposes of a mixed-use development.
- **Site Acreage:** 67 +/-
- **Site Zoning:** D/RCO-2

**Applicants Contact:** John Berry  
**Phone number:** 480-385-2727  
**Email:** [jb@berryriddell.com](mailto:jb@berryriddell.com)

**City Contacts:** Greg Bloemberg  
**Phone number:** 480-312-4306  
**Email:** [gbloemberg@scottsdaleaz.gov](mailto:gbloemberg@scottsdaleaz.gov)

**Pre-Application #:** TBD

Available at The City of Scottsdale: 480-312-7000 **02/09/2015**

Project Information may be researched at: [www.scottsdaleaz.gov/projects/ProjectsInProcess/](http://www.scottsdaleaz.gov/projects/ProjectsInProcess/)

**Posting Date:** 09/02/2015    –Penalty for removing or defacing sign prior to date of last hearing  
–Applicant Responsible for Sign Removal





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Recommended: E-mail copy to your project coordinator.

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☐ **Public Hearing Notice Sign (Red)**

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**Project Name:** Scottsdale Fashion Square

**Location:** 7014 East Camelback Road 

**Site Posting Date:** 9-2-2015

**Applicant Name:** John Berry

**Sign Company Name:** Scottsdale Sign A Rama, LLC

**Phone Number:** 480-994-4000

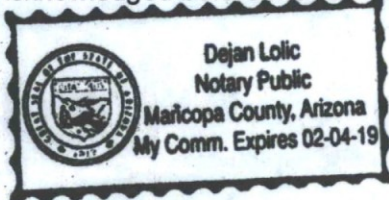
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Applicant Signature

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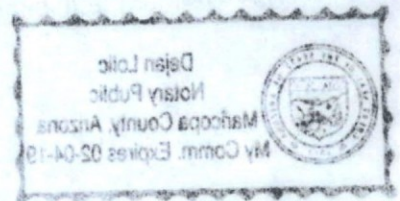
Dejan Lolic  
Notary Public

My commission expires: 02-04-19

**City of Scottsdale -- Current Planning Division**

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







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**City Contacts:** Greg Bloemberg  
**Phone number:** 480-312-4306  
**Email:** [gbloemberg@scottsdaleaz.gov](mailto:gbloemberg@scottsdaleaz.gov)

**Pre-Application #:** TBD

Available at The City of Scottsdale: 480-312-7022 **02/09/2015**

Project Information may be researched at: [www.scottsdaleaz.gov/projects/ProjectsInProcess/](http://www.scottsdaleaz.gov/projects/ProjectsInProcess/)

Posting Date: 09/02/2015 –Penalty for removing or defacing sign prior to date of last hearing  
–Applicant Responsible for Sign Removal



# Early Notification of Project Under Consideration

## Neighborhood Open House Meeting

Date: November 30th & December 1st, 2015

Time: 5:30 – 6:30 PM

Location: W Hotel (7277 E. Camelback Rd.) Hospitality Ste. 707

Site Address: 7014 E Camelback Rd

### Project Overview:

- Description of Request: Scottsdale Fashion Square is requesting a Master Plan to build up to 150' in height in conformance with the adopted Downtown Plan's Regional – Type 2 sub-district for the purposes of a mixed-use development.
- Site Acreage: 55.2 +/-
- Site Zoning: D/RCO-2 PBD DO

Applicants Contact: John Berry  
Phone number: 480-385-2727  
Email: [jb@berryriddell.com](mailto:jb@berryriddell.com)

City Contacts: Bryan Cluff  
Phone number: 480-312-2258  
Email: [BCluff@scottsdaleaz.gov](mailto:BCluff@scottsdaleaz.gov)

Pre-Application #: 817-PA-2015 Available at The City of Scottsdale: 480-312-7000

Project Information may be researched at: [www.scottsdaleaz.gov/projects/ProjectsInProcess](http://www.scottsdaleaz.gov/projects/ProjectsInProcess)

Posting Date: 11/20/2015

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

–Applicant Responsible for Sign Removal

20/11/2015