

**Application
Narrative
Cash Transmittal
Pre-Application
Pre-App Narrative
Pre-App Cash Transmittal
Development Standards**

Development Application



Development Application Type:
Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input checked="" type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input type="checkbox"/> Rezoning (ZN)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Wash Modification (WM)	Other:
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Historic Property (HP)	<input type="checkbox"/> Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance	Land Divisions (PP)	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivisions	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Condominium Conversion	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance (BA)	<input type="checkbox"/> Perimeter Exceptions	Other Application Type Not Listed
<input type="checkbox"/> Minor Amendment (MA)	<input type="checkbox"/> Plat Correction/Revision	<input type="checkbox"/>

Project Name: _____

Property's Address: _____

Property's Current Zoning District Designation: _____

The property owner shall designate an agent/applicant for the Development Application. This person shall be the owner's contact for the City regarding this Development Application. The agent/applicant shall be responsible for communicating all City information to the owner and the owner application team.

Owner: C. B. Shipp
 Company: Santa Rosa Management
 Address: 3523 N. 70th St. Scottsdale AZ 85251
 Phone: 480-994-9762 Fax: _____
 E-mail: blen@mac.com
 Designer: John Randall Nelson
 Company: _____
 Address: 32 W. Palmdale Dr. Tempe AZ
 Phone: 480-862-9460 Fax: 85282
 E-mail: whonelson@cox.net

Agent/Applicant: Kevin Vaughan-Brubaker
 Company: Scottsdale Public Art
 Address: 7380 E. 2nd St.
 Phone: 480-874-4667 Fax: _____
 E-mail: Kevin.v@scottsdalearts.org
 Engineer: Ryan Weed
 Company: Coo Van Lee Consultants Inc
 Address: 4550 N. 12th St. Phoenix AZ 85014
 Phone: 602-264-6831 Fax: _____
 E-mail: rweed@cvlci.com

Please indicate in the checkbox below the requested review methodology (please see the descriptions on page 2).

- This is not required for the following Development Application types: AN, AB, BA, II, GP, TA, PE and ZN. These applications¹ will be reviewed in a format similar to the Enhanced Application Review methodology.

Enhanced Application Review: I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology.

Standard Application Review: I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology.

Owner Signature:

Agent/Applicant Signature:

Official Use Only

Submittal Date: _____

Development Application No.: _____

Planning and Development Services

7447 East Indian School Road Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Fax: 480-312-7088

City of Scottsdale's Website: www.scottsdaleaz.gov

Marshall Way Entry Feature Project Narrative

In 2014, a group of stakeholders comprised of property and business owners along Marshall Way between Indian School Rd and 5th Ave worked to secure funding from the Scottsdale City Council for an entryway feature to be located at the intersection of Marshall Way and Indian School Rd. Scottsdale Public Art was charged with the task of bringing this project to realization. After a lengthy public input process and design process, the resulting design of the entryway feature is an eye-catching sculpture of a large, unusual, fantastic creature. While this creature may seem familiar to viewers, its distinctive features make it unique to this part of the Sonoran Desert. The whimsical nature of the piece combined with the wonder it inspires will further establish Marshall Way as a special place to visit.

The sculpture will stand on a slightly angled concrete base, located partly in the city's ROW and partly on an easement granted by a private property owner at the NW corner of Indian School Rd and Marshall Way. The design of the sculpture has been approved by the Scottsdale Public Art Advisory Board and meets the stipulations and requirements for public art as listed in the Public Art Ordinance.

No mechanical or utility equipment will be added – electrical conduit will be added underground to connect to an existing electrical stub to power the lighting for the sculpture. The in-ground lighting will be flush with the ground surface. The piece will be lit with a soft glow at night by LED lighting designed to accentuate the planes and angles of the sculpture.

Ingress and on-site circulation will be improved as a result of this project. A pre-existing monument sign and boulder base were removed from the site in order to make room for the sculpture and foundation. The foundation has a smaller footprint than the previous monument, signage, and boulders thereby creating significantly more room for pedestrians or those with mobility devices to maneuver through the area in front of the sculpture. Securing the easement allows the foundation to be pushed further back into the site, in turn creating a larger open area between the sculpture and the intersection. This new mini plaza allows for safe interaction with the piece by residents and visitors.

The design of the piece fits into the downtown character as it represents the southwest but has a modern aesthetic – appropriate for this area of Marshall Way that has long hosted contemporary art galleries. The sculpture references both the Sonoran desert setting and the agrarian roots of the first settlers in Scottsdale, as well as this area's history as a place to find artisans and craftsmen, and the hustle and bustle of the heyday of the weekly ArtWalk that still occurs along Marshall Way and Main St. We may not know what the future holds for Marshall Way, but it is the hope that this sculpture will energize this area and become an exciting and beloved icon in Scottsdale.

The intention of this project as envisioned by the original group of stakeholders is to create an entryway feature that commands the attention of residents and visitors while compelling them to stop and explore the independent businesses and destination spots along this section of Marshall Way. The design changes and new location of this whimsical, iconic sculpture will allow it to be photographed safely by curious tourists and longtime locals alike. This sculpture will serve as a focal point that reminds us of Marshall Way's past while helping to create excitement for the future. Toward that end, stakeholders agree that the design by John Randall Nelson will successfully realize a sculpture that fulfills the intention of the project.

Sonoran Jack

Info provided by the artist, John Randall Nelson.

Forged steel plate, ceramic tiles, and concrete, 26' x 10' x 11'. Located at the corner of Indian School Road and Marshall Way.

Concept:

Scottsdale's McDowell Mountains are full of Jackrabbits in the early morning. When you get close, they'll launch into an impossibly long trajectory, not touching the ground for 10 or 12 feet and then zigzag away.

In the visual arts, rabbits have variable mythological meanings: they are archetypal symbols associated with reproduction and rebirth. If we dig a little deeper we find that they are also contradictory, paradoxical creatures: symbols of both cleverness and foolishness, of femininity and androgyny. A multi-layered symbol, this quixotic animal is aptly suited to represent the historical and avant-garde nature of Marshall Way.

Like Ed Mell's "*Jack Knife*" sculpture at Marshall Way and Main Street, "*Sonoran Jack*" references the visual language of Modernist sculpture.

As in Cubist sculpture, the subject here is analyzed, broken up and reassembled. A geometric abstraction, this maverick hare sits listening, ready to bolt over Indian School Road.

History:

One of our most extraordinary animals in the Sonoran Desert, the hare is designed for the harsh, hot landscape. Jackrabbits have the biggest ears in proportion to their body size in the world. Those long ears, which are practically translucent when the light hits them, give the many blood vessels room to cool the blood. Their diet consists largely of sagebrush and cacti. Early Arizona settlers called them "jackass rabbits" because of their long ungainly ears. The writer Mark Twain brought this name to fame by using it in his book of western adventure, "*Roughing It*." The name was later shortened to Jackrabbit.

The adult desert hare weighs around 7 pounds and is about two 2 feet in height. By contrast, this, one made from 2" steel plate, is 26 feet high and weighs in at over 20,000 pounds.

Conclusion:

The hare holds significance in many cultures around the world. For the Egyptians the desert hare represented fertility and sensuality, In Chinese mythology it is the sole inhabitant of the moon. In Scottsdale's version, it is a beacon and a landmark, an animal character of genuine eccentricity. It stands for the animal spirit that jumps and leaps in all of us and the artistic heritage of the Marshall Way Arts District.

Project Narrative



This document will be uploaded to a Case Fact Sheet on the City's web site.

Date: _____

Project Number: _____ -PA- _____

Coordinator: _____

Case Number: _____

Project Name: _____

Project Location: 7042 E. Indian School Rd. In City Row

Property Details: Single-Family Residential Multi-Family Residential Commercial Industrial

Current Zoning: D/RS-1 DO Proposed Zoning: N/A

Number of Buildings: 1 sculpture Footprint: 15' x 14'-6" x 12'
Parcel Size: _____

Gross Floor Area/Total Units: N/A Floor Area Ration/Density: N/A

Parking Required: N/A Parking Provided: N/A

Setbacks: N- _____ E- _____ S- _____ W- _____

Description or Request:

See attached...

Planning & Development Services

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



City of Scottsdale Cash Transmittal

110227

110227
 1 01002718
 3/30/2017 PLN-1STOP
 KPETERS HPDC600552
 3/30/2017 10:19 AM
 \$0.00

Received From :
 SCOTTSDALE PUBLIC ART
 7380 E 2ND ST
 SCOTTSDALE, AZ 85251
 480-874-4667

Bill To :

Reference # 863-PA-2016
 Address E INDIAN SCHOOL RD/N MARSHALL WY ()
 Subdivision
 Marketing Name Lot Number
 MCR Metes/Bounds No
 APN Gross Lot Area 0
 Owner Information NAOS Lot Area 0
 CITY OF SCOTTSDALE Net Lot Area 0
 7447 E INDIAN SCHOOL STE 205
 SCOTTSDALE, AZ 85251 Number of Units 1
 480-312-2367 Density

Issued Date 3/30/2017
 Paid Date 3/30/2017
 Payment Type CAPITAL PROJECT
 Cost Center DB57A
 Jurisdiction
 Water Zone
 Water Type
 Sewer Type
 Meter Size
 QS

Code	Description	Additional	Qty	Amount	Account Number
3165	DEVELOP REVIEW APPLICATION		1	\$1,515.00	100-21300-44221
9610	CIP COS PERMITS AND FEES		1	(\$1,515.00)	409-DB57A-56043

City of Scottsdale
 7447 E. Indian School Rd.
 Scottsdale, AZ 85251
 (480) 312-2500
 One Stop Shop

Date: 3/30/2017 Cashier: KPETERS
 Office: PLN-1STOP Mach ID: HPDC6005525
 Tran #: 1 Ratch #: 59672
 Receipt: 01002718 Date: 3/30/2017 10:19 AM
 110227
 3165 DEVELOP REVIEW APP \$1,515.00
 9610 CIP COS PERMITS & FEES (\$1,515.00)

TENDERED AMOUNTS:

Cash Tendered: \$0.00
 Transaction Total: \$0.00

Thank you for your payment.
 Have a nice day!

SIGNED BY KEVIN VAUGHN ON 3/30/2017

Total Amount

\$0.00

(When a credit card is used as payment I agree to pay the above total amount according to the Card Issuer Agreement)

TO HAVE WATER METER SET - CALL 480-312-5650 AND REFER TO TRANSMI

15-DR-2017
 3/30/2017