



September 21, 2020

Dear Neighbor:

Stockdale Capital Partners owns a significant number of properties (approximately 24 total acres) in the Downtown Scottsdale area. Stockdale has consistently reinvested in those properties over the years to make Scottsdale an even better place to live, work, and play. Despite current economic challenges, Stockdale is planning to continue to reinvest in our City with an approximately \$400 million plan that will integrate and activate Old Town. Over the past 10+ months (mostly before the COVID-19 outbreak), there has been an extensive neighborhood focused community outreach program that included several Town Hall type meetings, walking tours, one-on-one meetings, and other communications.

We are pleased to tell you about an upcoming request (9-ZN-2020, 1-II-2020, & 9-AB-2020) for a long term Master Plan, that incorporates the extensive community input that was received, to develop various parcels totaling 10.25+/- acres located between Scottsdale Road and Civic Center Plaza and between Camelback Road and 6<sup>th</sup> Avenue. This project, known as The Scottsdale Collection, will result in a multi-year redevelopment and revitalization effort that includes a mix of hotel, residential, restaurant, retail, and other uses. The Scottsdale Collection will also include the most significant private arts investment in the City's history, will increase the pedestrian connectivity of our Downtown, and result in the maturation of the Entertainment District area to provide a variety of uses.

The request is for a Zoning District Map Amendment to rezone from C-2, C-3, P-2 & P-3 to Downtown/Downtown Multiple Use- Type 3 Planned Block Development with Downtown Overlay Parking P-3 District (D/DMU-3 PBD DO P-3) on 2.05+/- acres and Downtown/Downtown Multiple Use- Type 3 Planned Block Development with Downtown Overlay (D/DMU-3 PBD DO) on the remaining 8.2+/- acres. This proposal is in conformance with the City of Scottsdale's Old Town Scottsdale Character Area Plan and the City's General Plan land use designation of Downtown Multiple-Use. A much more detailed Development Plan Booklet has been filed with the City of Scottsdale that can be accessed at <https://eservices.scottsdaleaz.gov/bldgresources/Cases>.

In accordance with the public safety procedures during the COVID-19 crisis, we will be hosting a Virtual Open House to discuss this proposal, which will provide an online presentation about the project and provide an opportunity during a scheduled time for you to ask questions or provide comments to the project team, just as you would be able to at an in person meeting. The web link [www.technicalolutionsaz.com/open-house.html](http://www.technicalolutionsaz.com/open-house.html) will be accessible on Monday, October 5, 2020. The project team will be available on October 5, 2020 from 4:30 PM to 6 PM to respond to questions or comments. Please feel free to call (602) 957-3434 or email [info@technicalolutionsaz.com](mailto:info@technicalolutionsaz.com) during that time to talk to the project team.

If you are unable to access the Virtual Open House online, please contact the neighborhood outreach team at 602-957-3434 or [info@technicalolutionsaz.com](mailto:info@technicalolutionsaz.com) and we will be happy to provide you information about the proposal. The City of Scottsdale Project Coordinator for the project is Greg Bloemberg, who can be reached at 480-312-4306 or [GBloemberg@ScottsdaleAZ.gov](mailto:GBloemberg@ScottsdaleAZ.gov).

Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Susan Bitter Smith". The signature is written in dark ink and is positioned above the printed name.

Susan Bitter Smith  
President







