



April 16, 2019

Re: 7125 East 2nd Street – 890-PA-2018

Dear Property Owner or Interested Citizen:

Our office represents Morgan Group, Inc. with regards to the roughly 1.5-acre site located at the southwest corner of Bishop Lane and 2nd Street in downtown Scottsdale, as seen on the attached exhibit. The purpose of this letter is to introduce ourselves and to let you know we have filed a preliminary application (890-PA-2018) with the City of Scottsdale to rezone the Property from Highway Commercial, Downtown Overlay (C-3, DO) to Downtown/Downtown Mixed-Use Type-3, Planned Block Development, Downtown Overlay (D/DMU-3, PBD, DO). The intent of this application is to enable the development of a new, 8-story multifamily residential project.

The Property has a General Plan designation of Mixed-Use Neighborhoods. More importantly, the Property falls within the boundaries of the Old Town Character Area Plan, the comprehensive policy document that guides growth and development decisions for Scottsdale's downtown. The Old Town Character Area Plan designates the Property as Downtown Mixed-Use Type-3. The requested zoning sought by this application aligns perfectly with these assigned designations. Additionally, the project is currently designed to fully adhere to the setback, stepback and parking requirements of the City ordinance.

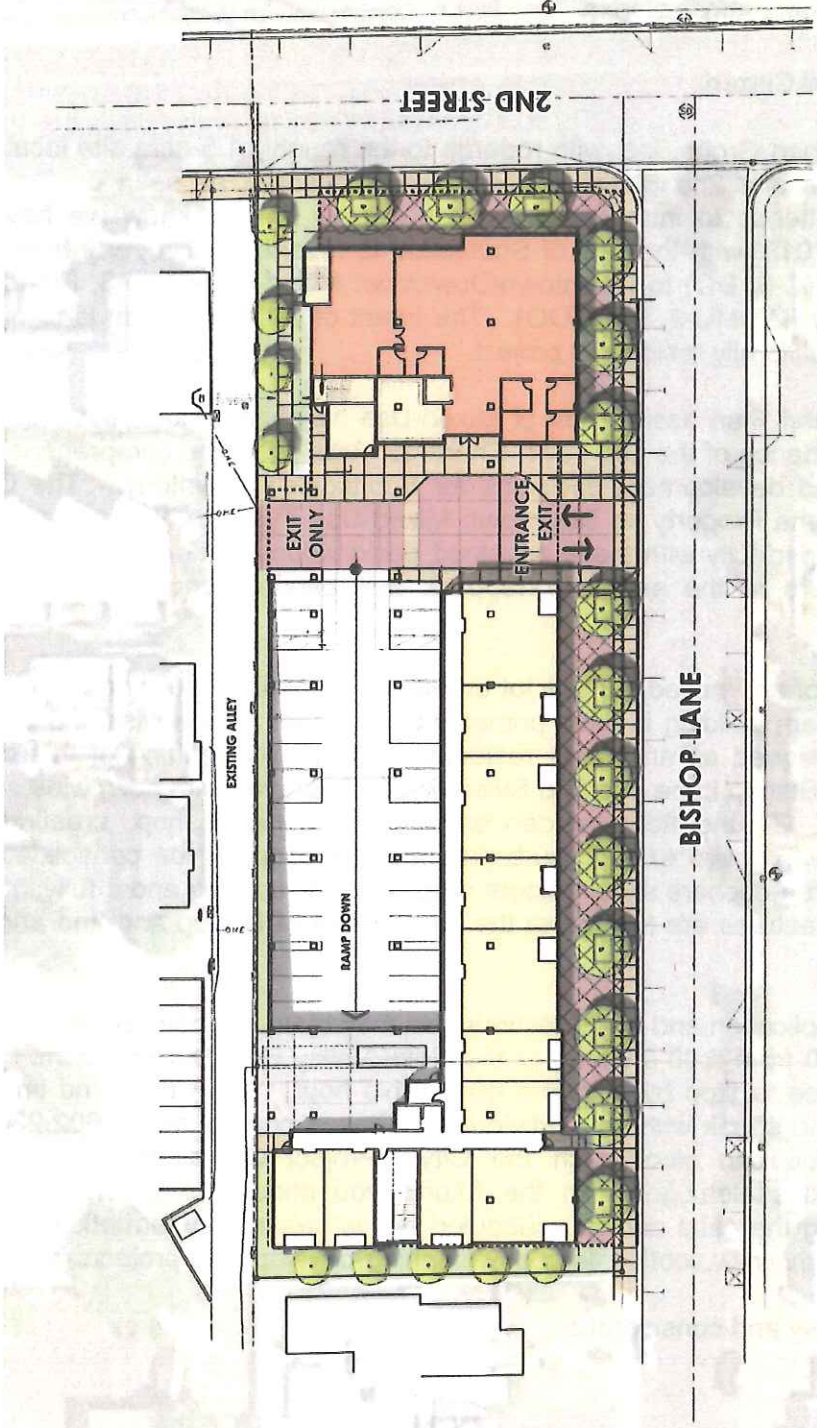
The subject site consists of an unused surface lot and two underutilized buildings. The northern building is vacant, and the southern building is used primarily for storage. The envisioned project with just under 200 residences is designed as an urban, residential community befitting of this downtown location. The street frontages of Bishop Lane and 2nd Street will be improved with new, wide sidewalks, landscaping and shade trees. Ground floor residences will front onto Bishop, creating a new, neighborhood feel to the street. The two existing curb cuts along Bishop will be consolidated into a single driveway leading into a port-a-cochere style resident drop-off / pick-up area and a fully internalized parking garage. Common area features are located at the hard corner of Bishop and 2nd and within a small rooftop amenity area.

In order to discuss this application and any questions you may have, we have scheduled an open house on Monday, April 29, 2019 from 5:00-6:00pm, at the Hotel Valley Ho - Dunes Room, 6850 East Main Street, Scottsdale. Feel free to stop by any time during this hour. If this date and time are not convenient, we would be happy to speak with you individually. Please contact me at 602.230.0600 or George@WitheyMorris.com. You can also reach the City's Project Coordinator, Bryan Cluff at 480.312.7088 or at BCluff@Scottsdaleaz.gov. In the future, you should be receiving notification postcards from the City regarding the case and its scheduled public hearings. Information can also be found on the City's website at: <http://www.scottsdaleaz.gov/planning-development/projects-in-process>.

Thank you for your courtesy and consideration.

Sincerely,
Withey Morris P.L.C.

By 
George Pasquel III



SCALE 1" = 20'-0"
 0 10' 20' 40'

SHEET
 1
 OF 1

CONCEPTUAL SITE PLAN

2ND STREET AND BISHOP LANE

Scotchdale, Arizona

TODD & ASSOCIATES, INC.
 ARCHITECTURE PLANNING LANDSCAPE ARCHITECTURE
 3700 W. CENTRAL AVENUE, SUITE 100
 SCOTCHDALE, ARIZONA 85067

Project No. 18-2028-00 Date 04-14-2019

THE MORGAN GROUP, INC.