



# Special Event Application

2/20/2024

Simple

31-SE-2024

## Event Information

Event Name FARMERS MARKET NORTH SCOTTSDALE  
 Event Location 10458 E JOMAX RD  
 Event URL FARMERSMARKETNORTHSCOTTSDALE.COM  
 Event Description FARMERS MARKET NORTH SCOTTSDALE

## Event Dates

Event Dates (10)	Start Date	End Date	Participant Attendance	Other Attendance
	<del>SAT 2/24/2024 9:00 AM</del>	<del>SAT 2/24/2024 1:00 PM</del>	200	4
	SAT 3/2/2024 9:00 AM	SAT 3/2/2024 1:00 PM	250	4
	SAT 3/9/2024 10:00 AM	SAT 3/9/2024 1:00 PM	200	4
	SAT 3/16/2024 9:00 AM	SAT 3/16/2024 1:00 PM	250	4
	SAT 3/23/2024 9:00 AM	SAT 3/23/2024 1:00 PM	250	4
	SAT 3/30/2024 9:00 AM	SAT 3/30/2024 1:00 PM	250	4
	SAT 4/6/2024 9:00 AM	SAT 4/6/2024 1:00 PM	250	4
	SAT 4/13/2024 11:00 AM	SAT 4/13/2024 2:00 PM	200	4
	SAT 4/20/2024 9:00 AM	SAT 4/20/2024 1:00 PM	250	4
	SAT 4/27/2024 9:00 AM	SAT 4/27/2024 1:00 PM	250	4

Setup Date SAT 3/2/2024 7:30 AM - 09:00 AM

Teardown Date SAT 3/2/2024 1:00 PM - 01:30 PM

## Applicant Information

Applicant FARMER'S MARKET NORTH SCOTTSDALE-BILLING ADDRESS

Applicant Address 28150 N. ALMA SCHOOL PKWY. 103

Applicant City SCOTTSDALE, AZ 85262

Applicant Name LORI CORDOVA

Title OWNER/FOUNDER

Phone (602) 999-9645

Email LORI.R.CORDOVA@GMAIL.COM

On-Site Contact LORI CORDOVA

Title OWNER/FOUNDER

Phone (602) 999-9645

Email LORI.R.CORDOVA@GMAIL.COM

Applicant Experience MULTIPLE YEARS OF EXPERIENCE IN BOTH MARKET AS WELL AS AN OWNER OF MULTIPLE SMALL BUSINESSES WITHIN THE COMMUNITY.

## Prior Events



# Special Event Application

2/20/2024

Simple

31-SE-2024

Has this event been produced before? YES

Is this an annual event? YES Previous Years : 11

Are there any changes from previous years? NO

## Event Elements

Elements RECREATIONAL

Description COMMUNITY EVENT THAT HAS BEEN KNOWN TO BRING PEOPLE TOGETHER FROM ALL OVER THE VALLEY. I WOULD LIKE INDICATE THAT THIS MARKET TAKES PLACE WHERE "ALPIOS CARS AND COFFEE" IS HELD AND IS A MUCH SMALLER EVENT.

## Event Equipment

Stages	NO	Tables, Chairs, Furniture	YES - Seating area
Generators	NO	Inflatables	NO
Portable Bars	NO	Amplified Sound	NO
Speakers	NO	Temporary Restrooms	NO
Fencing	NO	BBQ Grills or Propane Use	NO
Lighting	NO	Tents/Canopies	YES
		10' x 10' QTY:	33

## Vendor Sales

Retail Merchandise	NO	Food And Non-Alcoholic Beverages	YES
Food Trucks	YES QTY: 1	Alcohol	NO
Services	YES		

## Signage Plan

On-Site Signs? YES QTY: 1 TYPE: PORTABLE (A-FRAME- SITS ON TOP OF GROUND)

Off-Premise Signs? YES QTY: 1 TYPE: PORTABLE (A-FRAME- SITS ON TOP OF GROUND)

Signage Plan Description:

WE ALREADY HAVE A GREAT FOLLOWING OF CUSTOMERS AND DO NOT FEEL WE NEED TO ADD ADDITIONAL SIGNAGE OTHER THAN 1 A-FRAME AT THE ENTRANCE AND ONE A-FRAME ON NW CORNER OF JOMAX RD AND ALMA SCHOOL PKWY

## Parking Plan

City parking lot	NO	City parking garage	NO
On-street parking	<del>YES</del> NO	On-site parking	YES
Off-site parking	NO	Shuttle service from off-site parking areas	NO
Valet service	NO	Rider Provider	NO



# Special Event Application

2/20/2024

Simple

31-SE-2024

## Parking Plan Description

CUSTOMER PARKING WILL BE IN THE ON-SITE PARKING ~~AND ANY OVERAGE PARKING (IF ANY) WILL BE NEXT TO THE SIDEWALK ON JOMAX RD NEXT TO THE BUSINESS PARK.~~ **See parking map.**

## Entertainment - Amplification/Sound Plan

### Entertainment

OTHER PERFORMER

### Sound Monitoring

Name : MARKET STAFF  
Company : FARMER'S MARKET NORTH SCOTTSDALE-BILLING ADDRESS  
Phone Number : (602) 999-9645

### Time and type of outside sound and sound check times

ACOUSTIC PERFORMER FROM 10-12:30 - **NO AMPLIFIED SOUND/NO SPEAKERS**

### Plan for sound monitoring, containment, and mitigation

N/A

## Police/Security

### Security Personnel

Inhouse Security    YES    Estimated Number : 4  
Hired Security        NO  
Off Duty Police       NO

## Scottsdale Fire Department and Medical Standby Services

Fire Department Permit Required NO

Medical Standby NO

Fire Apparatus/Personnel Standby Required NO

## Application Authorization

**WARRANTY:** Applicant warrants that the information provided in this application is true and accurate to the best of Applicant's knowledge and belief.

**INDEMNIFICATION:** To the fullest extent allowed by law, the Applicant agrees to defend, indemnify and hold harmless the City, its officers, officials, representatives, agents, employees and volunteers from and against all allegations, demands, proceedings, suits, actions, claims, damages, losses, expenses, including but not limited to, attorney fees, court costs, the cost of appellate proceedings, and all claim adjusting and handling expenses, arising from or related to any acts or omissions of the permit holder or its agents, contractors and subcontractors related to the Special Event including any claims, damages, or losses resulting from the City's or its employees' or agents' negligence.

The Applicant's signature below authorizes a City representative to inspect a special event on City or private property at any time, including setup.

**AUTHORITY:** For special events on public property, the Applicant warrants:



# Special Event Application

2/20/2024

Simple

31-SE-2024

I am the permittee or an authorized agent of the permittee with authority to legally bind the permittee (an agent may sign only if the event is on private property) and agree to the conditions of this permit.

Signature of Applicant - must be the same person listed on application.

Printed Name LORI CORDOVA

Date 2/20/2024

Title of Applicant OWNER/FOUNDER

**From:** [Barry, Erin](#)  
**To:** [Lori Cordova](#)  
**Cc:** [Sumners, Cheryl](#)  
**Subject:** NS Farmer's Market - April 2024  
**Date:** Friday, March 29, 2024 3:21:30 PM

---

Good afternoon Lori,

Your additional dates have been approved for the North Scottsdale Farmer's Market. Please acknowledge the permit conditions below by email.

- Approval is for the Saturday's in April, which include April 6, 13, 20, and 27.
- April 13<sup>th</sup> Farmer's Market will start no earlier than 11:00 AM.
- Portable bathroom shall be removed from location following the last market date.
- Tents shall comply with all [Fire Codes and regulations](#). Multiple 10' x 10' pop up tent canopies, placed together side by side, shall not exceed a total of seven (7) before a 10' separation break is required.
- The 20-foot drive aisle must remain clear and unobstructed as shown on the site plan.
- Market vendors event load-in and set up on Saturday, April 13<sup>th</sup> will begin at 10:00am, with the exception of (1) one produce vendor allowed to begin set up at 9:30 AM. All vendors must be located within in the marked parking spaces.
- The seven (7) parking spaces located at the Southeast section of the overall business park may be reserved with cones or another device, no earlier than 5:00 AM.
- Parking on Jomax Road is prohibited. If there is more parking demand than what exists in the parking lot, more parking areas and solutions will need to be proposed for evaluation and decision by city staff prior to any future markets.
- Portable signage may be provided on the west and north end of the market which indicate no parking after 9:30 AM.
- Event signage shall comply with all [Special Event signage regulations](#).

*Erin Barry*

Event Coordinator

**City of Scottsdale Tourism & Events Department**

t. 480.312.2453

e. [ebarry@scottsdaleaz.gov](mailto:ebarry@scottsdaleaz.gov)

a. 7447 E Indian School Road Ste. 301 | Scottsdale, AZ 85251

[Web](#) | [Facebook](#) | [Twitter](#)



Entrance

JOMAX RD.

A  
PRKNG

WALK

INFO.  
BOOTH

1

2

3

4

5

6

7

8

FARMER 1 FARMER 2 FARMER 3 FARMER 4 FARMER 5

CHECKFLOW 2

21

22

23

24

25

26

27

28

CHECKFLOW 4

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100

101

102

103

104

105

106

107

108

109

110

111

112

113

114

115

116

117

118

119

120

121

122

123

124

125

126

127

128

129

130

131

132

133

134

135

136

137

138

139

140

141

142

143

144

145

146

147

148

149

150

151

152

153

154

155

156

157

158

159

160

161

162

163

164

165

166

167

168

169

170

171

172

173

174

175

176

177

178

179

180

181

182

183

184

185

186

187

188

189

190

191

192

193

194

195

196

197

198

199

200

201

202

203

204

205

206

207

208

209

210

211

212

213

214

215

216

217

218

219

220

221

222

223

224

225

226

227

228

229

230

231

232

233

234

235

236

237

238

239

240

241

242

243

244

245

246

247

248

249

250

251

252

253

254

255

256

257

258

259

260

261

262

263

264

265

266

267

268

269

270

271

272

273

274

275

276

277

278

279

280

281

282

283

284

285

286

287

288

289

290

291

292

293

294

295

296

297

298

299

300

301

302

303

304

305

306

307

308

309

310

311

312

313

314

315

316

317

318

319

320

321

322

323

324

325

326

327

328

329

330

**Dedicated parking -  
Farmer's Market**

- Saturday's March & April 2024
- Market staff assist will in directing vehicles to available parking.

**Property Owners**

- Bldg 1 - Foley's Foods LLC
- Bldg 2 - DL34 LLC
- Bldg 3 - FF Jomax LLC
- Bldg 4 - DL46 LLC
- Bldg 5 - Alpions at Troon LLC
- Bldg 6 - Mark Lane Development LLC



Howard Lein Development, LLC  
aka, Mark Lane Development, LLC  
10458 E. Jomax Road  
Suite 100  
Building 6  
Scottsdale, AZ 85262  
howardlein@gmail.com  
602-622-2226

February 28, 2024

City of Scottsdale  
Farmers Market permit

All:

Due to a recent application from Farmers Market to provide services at 10458 E. Jomax, several questions have been posed that I would like to address. It has been requested that the applicant provide a letter from the property HOA, on HOA letterhead, requesting that the Farmers Market be recognized as a valid applicant.

Explanation: The property is comprised of 6 buildings, all with independent owners, of which Howard Lein Development is one owner. Each of the owners is granted one vote to accomplish any projects such as property maintenance. One owner, one vote. The majority rules. There is no board of directors, no president and no letterhead from the group exists. However, I have polled the other owners and 4 of the buildings/owners have indicated support for the Farmers Market to be granted permission to use the common area and parking (see map) on property on Saturday's - March 2, 9, 16, 23 & 30th and April 7, 14, 21, 29th. (2) of the owners did not respond to the request for permission. They did not vote NO. They simply did not respond.

The building representatives voting to approve the Farmers Market proposal are:

Building	1
Building	2
Building	4
Building	6

The majority of the owners feel the Farmers Market proposal is extremely worthwhile and wish to see it be permitted by the City of Scottsdale.

Time is of the essence. There are not many weekends left in the winter season, which is the key to the Farmers Market success. The owners of the property count on the exposure that the Market can provide for greater visibility and sales viability.

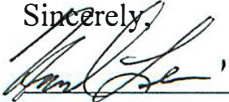
In addition, we have also given permission to allow a portable bathroom unit to be placed in event footprint each week, to be dropped off anytime after 4pm each Friday and picked up by 10:00am each Monday.

February 28, 2024

To:  
City of Scottsdale  
Farmers Market application

As representative of Building# 6 at Villages of Pinnacle Peak, we approve the use the VAPP common areas and parking outside of our business for the purpose of Farmers Market vendors & patrons. March 2, 9, 16, 23, & 30 and April 6, 13, 20 & 27. See map for reference.

Sincerely,



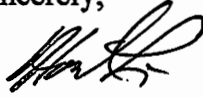
---

Building 6

Villages of Pinnacle Peak

I ask that the City accept this letter of approval and issue the permit requested. Any questions can be direct to my phone number or email address listed above.

Sincerely,

A handwritten signature in black ink, appearing to read 'Howard Lein', written in a cursive style.

Howard Lein  
Building 6 owner

February 28, 2024

To:  
City of Scottsdale  
Farmers Market application

As representative of Building# 2+4 at Villages of Pinnacle Peak, we approve the use of common areas and parking outside of our business for the purpose of Farmers Market vendors & patrons. March 2, 9, 16, 23, & 30 and April 6, 13, 20 & 27. See map for reference.

Sincerely,



Building 2+4

Villages of Pinnacle

Peak