

PLANNING COMMISSION REPORT



Meeting Date: August 28, 2024
General Plan Element: *Land Use*
General Plan Goal: *Create a sense of community through land uses*

ACTION

Celebration of Fine Art 5-UP-2024

Request to consider the following:

1. A recommendation to City Council regarding a request by owner for approval of a conditional use permit for a Seasonal Art Festival on a +/- 8-acre portion of a +/- 15-acre site with Planned Community District, Central Business District (P-C C-2) zoning, located at the southwest corner of Hayden Road and Mayo Blvd.

Goal/Purpose of Request

The applicant seeks approval to operate a seasonal art festival on a vacant site in the Crossroads East PCD.

Key Items for Consideration

- Conditional Use Permit Criteria
- Festival has operated at various locations in Scottsdale for 34 years
- Subject site owned by Arizona State Land Department (ASLD)
- Special Land Use Permit (SLUP) approved by ASLD for two years, with option for renewal.
- Existing infrastructure sufficient to accommodate anticipated demands.
- No public comment received as of the date of this report.

OWNER

Arizona State Land Department
(602) 364-1126

APPLICANT CONTACT

SUSAN POTJE
CELEBRATION OF FINE ART

(602) 284-8467

LOCATION

Southwest corner of N. Hayden Road and E. Mayo Blvd.



BACKGROUND

General Plan

The General Plan 2035 Land Use Element designates the property as Mixed-Use Neighborhoods with a Regional Use Overlay. The Regional Use Overlay provides flexibility for land uses when it can be demonstrated that new land uses are viable in serving a regional market. In determining if a land use is regional in nature, the city considers many factors, including good freeway access and whether the use has a regional draw.

Greater Airpark Character Area Plan (GACAP)

The 2010 GACAP Future Land Use Map designates the property as Airpark Mixed-Use – Residential (AMU-R), which supports the greatest variety of land uses in the Greater Airpark area. The list of appropriate uses for the AMU-R designation includes cultural amenities. Development in the AMU-R area should be pedestrian oriented, have access to multiple modes of transportation, and should be outside the Airport’s 55 DNL contour (confirmed).

Zoning

The subject site is part of the Crossroads East Planned Community District (P-C). In 2002, Case 19-ZN-2002 established the Master Plan for the Crossroads East project which included a Land Use Budget Table that identified the allowable P-C comparable zoning districts for the entire +/- 1,000-acre project; including maximum acreage and maximum residential densities for those districts that allow residential. The P-C comparable zoning district assigned to this site is the Central Business District (C-2), which allows “seasonal art festivals” subject to approval of a Conditional Use Permit.

Context

The subject property is located at the southwest corner of N. Hayden Road and E. Mayo Blvd. To the south and west is a multi-family apartment complex and east of the site is a vacant parcel approved for the Axon Corporate Headquarters. To the north is the site that Celebration of Fine Art presently occupies. Please refer to context graphics attached.

Adjacent Uses and Zoning

- North: Vacant, zoned P-C C-2
- South: Multi-family Residential, zoned P-C R-5
- East: Vacant, zoned P-C I-1

- West: Multi-family Residential, zoned P-C R-5

Other Related Policies, References:

- Zoning Ordinance
- 19-ZN-2002#6: Approved an amendment to the Crossroads East PCD (19-ZN-2002#2)
- 36-UP-2011: Approved CUP for seasonal art festival (current location)
- 33-UP-2000: Approved CUP for seasonal art festival (previous location)
- 32-UP-1990: Original approved CUP for seasonal art festival (previous location)

APPLICANTS PROPOSAL

Development Information

The Celebration of Fine Art has operated in various locations in Scottsdale for 34 years. The festival operates for 10 weeks annually from mid-January to the end of March. The current site (just north of the subject site and previously owned by ASLD) recently vacated and is now privately owned so an alternative location is needed for the 2025 festival. Site design and improvements for the subject parcel will mimic the existing location, with a U-shaped temporary exhibition tent (21 feet in height) for display and creation of artwork, a temporary parking lot, and site lighting. Vehicular access to the site will be provided off E. Mayo Blvd., which will also be utilized for parking for city events, i.e. Barrett-Jackson Auto Auction and the Waste Management Phoenix Open. Parking for city events will be located on the west side of the site.

- Existing Use: Vacant
- Proposed Use: Seasonal Art Festival
- Buildings/Description: One +/- 40,000 square foot temporary tent
- Parcel Size: +/- 15 acres (subject portion - +/- 8 acres)
- Building Height Allowed: 36 feet
- Building Height Proposed: 21 feet
- Open Space Required: 60,984 square feet
- Open Space Provided: 170,898 square feet
- Parking Required: 200 spaces
- Parking Provided: 262 spaces
- Floor Area Allowed: 0.8 (278,784 square feet)
- Floor Area Proposed: 0.11 (40,000 square feet)

IMPACT ANALYSIS

Land Use

The site is part of the Crossroads East PCD, which is intended to be a master-planned community with a variety of mutually supportive land uses. A Seasonal Art Festival is a permitted use in the C-2 zoning district (subject to approval of a CUP) and in this case, provides a unique destination for the community and surrounding neighborhood, which includes several single-family and multi-family residential communities within a mile of the subject site, as well as the Princess Resort.

Airport Vicinity

The subject site is located within the Airport Influence Area, specifically the AC-1 Influence Area. The AC-1 area is the least restrictive from a land use perspective and the proposed use is not considered a noise-sensitive use. Airport staff reviewed the proposal and indicated no concerns or special requirements.

Conditional Use Permit

Conditional Use Permits, which may be revocable, conditional, or valid for a specified time period, may be granted only when expressly permitted after the Planning Commission has made a recommendation and City Council has found as follows:

- A. That the granting of such Conditional Use Permit will not be materially detrimental to the public health, safety or welfare. In reaching this conclusion, the Planning Commission and the City Council's consideration shall include, but not be limited to, the following factors:
 1. Damage or nuisance arising from noise, smoke, odor, dust, vibration or illumination.
 - **The site is adjacent to a multi-family community to the south and west. The proposed exhibition tent is setback from the south property line approximately 130 feet, which reduces the potential for any negative impacts from ambient noise. Additionally, no live entertainment or amplified music is proposed. The temporary parking lot will consist of a stabilized material to eliminate the potential for dust. Pole-mounted lighting is proposed (limited to 10 feet in height), with the nearest fixture located approximately 130 feet from the south property line. Fixtures will be full cut-off and directed downward. No damage or nuisance from noise, smoke, odor, dust, vibration or illumination is anticipated.**
 2. Impact on surrounding areas resulting from an unusual volume or character of traffic.
 - **The submittal included a Traffic Statement, which has been reviewed and accepted by the Transportation Division. Per the accepted Traffic Statement, the festival is anticipated to draw approximately 420 patrons per day, with an average of 2.5 patrons per vehicle, or 240 vehicles per day on average. The subject site has frontage on N. Hayden Road, which is classified as a Major Arterial by the Transportation Master Plan, and includes a northbound left turn lane with 165 feet of queuing at the intersection with E. Mayo Blvd. Additionally, the site is located approximately 1,000 feet south of the Loop 101 Freeway. No impacts to the residential communities to the south and southeast from an unusual volume or character of traffic are anticipated.**

- B. The characteristics of the proposed conditional use are reasonably compatible with the types of uses permitted in the surrounding areas.
- **The exhibition tent is 21 feet in height, compared to 36 feet for the multi-family buildings to the south, and the tent is setback from the south property line approximately 130 feet. The site plan includes an outdoor courtyard that will serve as a gathering space for patrons. No live entertainment or amplified music is proposed in the tent or on the courtyard, and the courtyard is located so that it is surrounded on three sides by the event tent, which should provide sufficient buffering from any patron noise generated by the courtyard. The characteristics of the proposed conditional use are reasonably compatible with the surrounding area.**
- C. The additional conditions in Section 1.403.Q for Seasonal Art Festivals, as applicable, have been satisfied.
1. The minimum lot area shall be five gross acres in the Resort/Townhouse Residential (R-4R), Central Business (C-2), Regional Shopping Center (C-S), General Commercial (C-4), and Planned Community Center (PCC) districts, and shall be two and one-half acres in the Planned Regional Center (PRC) and Downtown (D) districts.
 - **The subject site is zoned C-2 and is approximately eight acres gross.**
 2. In no case shall the gross floor area of all structures exceed the amount equal to 0.60 multiplied by the net lot area in square feet.
 - **The site is approximately seven acres net, allowing for a gross floor area of 182,952 square feet. The proposed event tent is 40,000 square feet (0.11 FAR)**
 3. Volume is limited to the net lot area in square feet multiplied by nine (9) feet for any building.
 - **Allowable volume is 3,103,021 cubic feet (CF). Volume of the proposed event tent is approximately 773,279 CF.**
 4. Required open space:
 - a. Minimum: 0.20 multiplied by the net lot area.
 - b. Additional open space requirements shall be determined by the Development Review Board.
 - **Minimum open space required is 60,984 square feet. 170,898 square feet is provided.**
 5. No structure shall exceed 36 feet in height.
 - **The proposed event tent is 21 feet in height.**

6. Yards.

a. Front Yard.

- i. A front yard of not less than fifty (50) Feet shall be maintained where the front yard of the lot abuts an expressway or major arterial.
- ii. A front yard of not less than thirty (30) feet shall be maintained where the front of the lot abuts a minor arterial or less heavily traveled street.
- iii. There shall be a landscape screen as determined by the Development Review Board.

b. Side Yard.

- i. A side yard of not less than thirty (30) feet shall be maintained where the side of the lot abuts a minor arterial or less heavily traveled street.
- ii. A side yard of not less than fifty (50) feet shall be maintained where the side of a lot abuts a residential district shown in Table 4.100.A, or the residential portion of a Planned Community (P-C) or any portion of a Planned Residential Development (PRD) with an underlying zoning district comparable to the residential districts shown in Table 4.100.A.
- iii. There shall be a landscape screen as determined by Development Review Board approval.

c. Rear Yard.

- i. A rear yard of not less than fifty (50) feet shall be maintained where the rear of a lot abuts a residential district shown in Table 4.100.A, or the residential portion of a Planned Community (P-C) or any portion of a Planned residential Development (PRD) with an underlying zoning district comparable to the residential districts shown in Table 4.100.A.

- d. Operations and storage shall normally be conducted within an area enclosed by a temporary fence which is screened by landscaping as described in paragraphs a.3 and b.3 preceding and as determined by Development Review Board approval or conditioned by use permit approval.

- **The site abuts a major arterial (N. Hayden Road) to the east, a couplet to the north (E. Mayo Blvd.), and multi-family residential to the south. The proposed setback from the property line on N. Hayden Road to the event tent is 94 feet, 117 feet from the property line on E. Mayo Blvd., and 140 feet from the property line at the multi-family residential. All these setbacks are greater than the minimum required identified above.**
- **In lieu of a landscape screen, the applicant proposes decorative screening for the temporary fence surrounding the event. This is consistent with previous approvals for previous locations over the years. The event operates under a Special Land Use**

Permit (SLUP) issued by the Arizona State Land Department (ASLD). The SLUP is valid for two years, with an option to renew. Given that the event is temporary in nature, and can be forced to relocate at any time if ASLD sells the property, providing landscaping may not be practical; however, a landscape screen can be stipulated by the Development Review Board per the CUP criteria.

7. Parking improvements.
 - a. Dustproofed parking areas may be approved pursuant to Article IX.
 - **All temporary parking areas will be treated with a dust control palliative.**
8. The arts and crafts displayed must be original works produced by the artists represented or reproductions of the original work of those artists.
 - **Per the applicant's narrative, all arts and crafts displayed will be original works of art or reproductions by artists represented at Celebration of Fine Art.**
9. One (1) legal entity shall be responsible for sales and the collection of sales tax.
 - **Per the applicant's narrative, the Celebration of Fine Art collects and pays all sales tax in one central location for all sales made at the event.**
10. The property owner shall create a written fire safety plan for approval by the City.
 - **Per the applicant's narrative, a fire safety plan is on file for the existing location. A new fire safety plan or addendum to the existing plan will be submitted as needed for approval by the City.**
11. Within two (2) weeks of the closing of the business for that season all temporary structures will be removed, and the site will be returned to essentially an original appearance.
 - **Acknowledged in the narrative and on the site plan.**
12. Food service, if any, shall be provided by qualified concessionaires and will meet all health and sanitation standards established by the appropriate governmental authorities.
 - **Per the applicant's narrative, food service will meet all health and sanitation standards established by Maricopa County including proper Food Handlers cards.**
13. Adequate restroom facilities shall be provided.
 - **Per the applicant's narrative, a temporary bathroom facility with separate women's and men's restrooms will be provided. Each restroom will include one ADA accessible stall.**

14. The grounds, parking lot and yards shall be maintained in a clean and neat condition at all times. Trash receptacles shall be made available throughout the grounds and all trash containers shall be screened from off-site view.
 - **Per the applicant’s narrative, grounds, parking lots and yards are to be maintained on a daily basis. Adequate trash receptacles shall be in place throughout the grounds and trash containers will be screened per the site plan.**
15. Entertainment, if any, shall not create noise levels in excess of ambient noise levels or fifty (50) db, whichever is greater, measured at the property line.
 - **No live entertainment or amplified entertainment is proposed however, per the applicant’s narrative, if an unusual circumstance arises that there is entertainment, noise levels will stay within ambient levels or under fifty (50) db.**
16. The granting of a use permit shall not produce an incremental or cumulative effect of similar uses which would be detrimental to the City.
 - **No incremental or cumulative effects that would be detrimental to the City are anticipated.**
17. On-site restrooms, offices and maintenance facilities shall be housed in permanent structures if the festival(s) occupies the site for more than two-hundred seventy (270) days in any three-year period.
 - **Per the applicant’s narrative, the festival runs for 10 weeks a year (210 days over a three-year period). Thus, restrooms, offices and maintenance facilities are permitted to be housed in temporary structures.**

Water/Sewer

A utility plan was provided as part of the application materials and has been conditionally accepted by the Water Resources Department. The only water/sewer-related improvement required is a new sewer tap.

Public Safety

The Fire Department reviewed the proposal and indicated no concerns or objections. The applicant will coordinate with the Fire Department to get a Fire Safety Plan approved prior to beginning operations, as required by the CUP criteria.

Community Involvement

The applicant has indicated that property owners within 1,250 feet of the site (in excess of the required 750 feet) and the city’s Interested Parties List, were notified by mail of the proposal. Additionally, the applicant held an open house at their current location on 3/4/2024. The open house was held inside the existing event tent on the site. Per the applicant, there was one attendee who was looking for information about the proposal. The attendee was a reporter from the

Scottsdale Progress who expressed support for the festival and did a write-up in the Progress (article attached).

STAFF RECOMMENDATION

Recommended Approach:

Staff recommends that the Planning Commission find that the Conditional Use Permit criteria have been met and make a recommendation to City Council for approval of a conditional use permit for a Seasonal Art Festival on a +/- 8-acre portion of a +/- 15-acre site with Planned Community District, Central Business District (P-C C-2) zoning, located at the southwest corner of Hayden Road and Mayo Blvd., per the attached stipulations.

RESPONSIBLE DEPARTMENT

Planning and Development Services

Current Planning Services

STAFF CONTACT

Greg Bloemberg
Principal Planner
480-312-4306
E-mail: gbloemberg@ScottsdaleAZ.gov

APPROVED BY



Greg Bloemberg, Report Author

8/6/2024

Date



Tim Curtis, AICP, Current Planning Director
480-312-4210, tcurtis@scottsdaleaz.gov

8/12/2024

Date



Erin Perreault, AICP, Executive Director
Planning and Community Development
Phone: 480-312-7093 Email: eperreault@scottsdaleaz.gov

08/16/2024

Date

ATTACHMENTS

1. Context Aerial
2. Resolution No. 13204
 - Exhibit 1: Aerial Close-Up
 - Exhibit 2: Stipulations
 - Exhibit A to Exhibit 2: Site Plan
 - Exhibit B to Exhibit 2: Floor Plan
 - Exhibit C to Exhibit 2: Additional Zoning Conditions
3. Applicant's Narrative
4. Zoning Map
5. Traffic Impact Summary
6. Citizen Involvement
7. City Notification Map



Context Aerial

5-UP-2024

RESOLUTION NO. 13204

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING A CONDITIONAL USE PERMIT FOR A SEASONAL ART FESTIVAL ON A +/- 8-ACRE SITE WITH PLANNED COMMUNITY DISTRICT, CENTRAL BUSINESS DISTRICT (P-C C-2) ZONING, LOCATED AT THE SOUTHWEST CORNER OF HAYDEN ROAD AND MAYO BOULEVARD.

WHEREAS, the Planning Commission held a public hearing on August 28, 2024; and

NOW, THEREFORE, LET IT BE RESOLVED, by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That the City Council finds:

- a) that the granting of this conditional use permit per stipulations set forth on **Exhibit 2** will not be materially detrimental to the public health, safety or welfare based on, but not limited to, the following factors: damage or nuisance arising from noise, smoke, odor, dust, vibration or illumination and impact on surrounding areas resulting from an unusual volume or character of traffic;
- b) that the characteristics of the proposed conditional use are reasonably compatible with the types of uses permitted in the surrounding areas; and
- c) that compliance with the additional conditions for seasonal art festivals, set forth on **Exhibit 3**, is required.

Section 2. That a description of the conditional use permit is set forth in Case No. 5-UP-2024. The property that is subject to the conditional use permit is shown on **Exhibit 1** and the conditional use permit approval is conditioned upon compliance with all of the stipulations that are set forth in **Exhibits 2** and **Exhibit 3**. All exhibits are incorporated herein by reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this ____ day of _____, 2024.

ATTEST:

CITY OF SCOTTSDALE, an Arizona
Municipal Corporation

By: _____
Ben Lane
City Clerk

By: _____
David D. Ortega
Mayor

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY

By: _____
Sherry R. Scott, City Attorney
By: Joe Padilla, Deputy City Attorney



Close-up Aerial

5-UP-2024

EXHIBIT 1

**Stipulations for the Conditional Use Permit
For a Seasonal Art Festival
Celebration of Fine Art
Case Number: 5-UP-2024**

These stipulations are in order to protect the public health, safety, welfare, and the City of Scottsdale.

SITE DESIGN

1. CONFORMANCE TO CONCEPTUAL SITE PLAN. Development shall conform with the conceptual site plan submitted by SKG Enterprises, attached as Exhibit A to Exhibit 2. Any proposed significant change to the conceptual site plan as determined by the Zoning Administrator shall be subject to additional public hearings before the Planning Commission and City Council.
2. CONFORMANCE TO CONCEPTUAL FLOOR PLAN. Development shall conform with the conceptual site plan submitted By SKG Enterprises, attached as Exhibit B to Exhibit 2. Any proposed significant change to the conceptual floor plan as determined by the Zoning Administrator shall be subject to additional action and public hearings before the Planning Commission and City Council.
3. PUBLIC SAFETY. Prior to beginning operations, the applicant shall coordinate with the Scottsdale Fire Department to obtain approval of a Fire Safety Plan.
4. TRAFFIC CONTROL. When/if traffic conflicts or queuing issues arise at the site, the applicant shall coordinate as needed with the Scottsdale Police Department to provide traffic control.
5. EXHIBITION TENT HEIGHT. The proposed event tent shall not exceed 25 feet in height, measured as indicated in the Zoning Ordinance.
6. OUTDOOR LIGHTING. The proposed pole-mounted lighting shall not exceed 10 feet in height, measured from adjacent grade to the bottom of the fixture, and shall be full cut-off and directed downward.
7. TEMPORARY STRUCTURES. Within two weeks of closing of business for the season, all temporary structures, including the exhibition tent, shall be removed from the site.
8. TEMPORARY PARKING. Temporary parking areas shall be treated with a stabilizing material to prevent dust, in accordance with County requirements.
9. TEMPORARY FENCING. Temporary chain link fencing surrounding the festival site shall include a decorative screen, subject to design approval.

INFRASTRUCTURE AND DEDICATIONS

10. ACCESS. Vehicular access to the site from E. Mayo Blvd. shall be located approximately 730 feet west of N. Hayden Road and shall be designed so access can be shared with the west half of the site, which is to be used as overflow parking for city sponsored special events.

11. WATER/WASTEWATER.

- a. The property owner/applicant shall request a hydrant meter from Water Resources to provide water service to the site.
- b. Prior to beginning operations, the property owner/applicant shall submit civil engineering plans for a new sewer tap connection off N. Hayden Road and obtain the necessary permits for installation.

12. CONSTRUCTION COMPLETED. Before any building permit/Certificate of Occupancy is issued for the site, the owner shall complete all the infrastructure and improvements required by the Scottsdale Revised Code and these stipulations, in conformance with the Design Standards and Policies Manual and other applicable standards.

SITE PLAN

CELEBRATION OF FINE ART

A PORTION OF STATE PLAT NO. 16B, CORE SOUTH, MCR: 394-42

OWNER/DEVELOPER
 CELEBRATION OF FINE ART
 SUSAN AND JAKE POTJE
 480-443-7695
 SUSAN@CELEBRATEART.COM

ENGINEER
 SKG ENTERPRISES, INC.
 9260 E. RAIN TREE DR.
 SUITE 140
 SCOTTSDALE, AZ 85260
 480-998-5600
 SHAKIR GUSHGARI, PE
 SHAKIRG@SKGAZ.COM

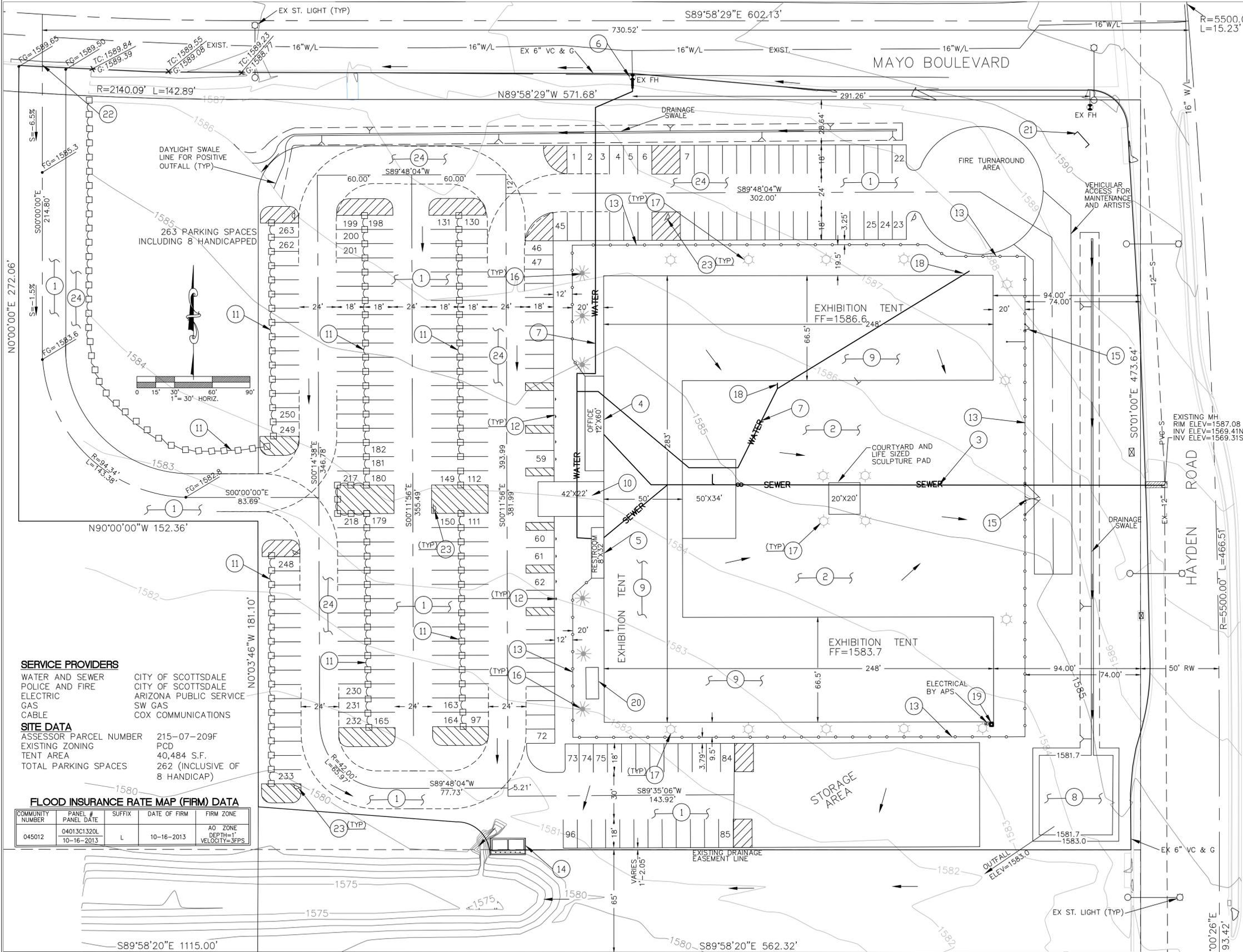


CONSTRUCTION NOTES

- 1) DUST CONTROL PALLIATIVE PER CITY OF SCOTTSDALE ORDINANCE REQUIREMENTS.
- 2) ARTIFICIAL TURF AND GRAVEL COURTYARD AREA.
- 3) 6" PVC-SDR35 SEWER SERVICE LINE.
- 4) OFFICE TRAILER 12'X60' IN SIZE.
- 5) REST ROOM TRAILER 8'X32' IN SIZE.
- 6) FIRE HYDRANT METER ON EXISTING FIRE HYDRANT WITH PRESSURE REDUCING BACK-FLOW PREVENTION ASSEMBLY PER C.O.S. STD. DET. 2354 FOR WATER SOURCE.
- 7) 1" SCHEDULE 40-PVC OR PEX WATER SERVICE LINE TO SERVICE REST ROOM, OFFICE, CAFE, AND HOSE-BIBS.
- 8) RETENTION BASIN WITH 4:1 SIDE SLOPE TO RETAIN 3,670-CF OF WATER.
- 9) 2" A.C. ON COMPACTED NATIVE UNDER TENT AREA.
- 10) 42'X22' 2" ASPHALT PAD AT EXHIBITION TENT ENTRANCE.
- 11) POSTS AND CHAIN PARKING BARRIER.
- 12) HANDICAP PARKING SIGN R7-8 (12"X18"). 8 TOTAL HANDICAP SPACES.
- 13) 6' MAXIMUM HEIGHT CHAIN LINK FENCE. NO BARBER OR RAZOR WIRES.
- 14) DOUBLE REFUSE ENCLOSURE PER C.O.S. STD. DET. 2147-1 MODIFIED WITH NO CONCRETE BASE. ENCLOSURE SHALL BE SCREENED BY TEMPORARY SCREENING AND BE REMOVED WITHIN 2 WEEKS OF CLOSING OF BUSINESS FOR THE SEASON IN CONFORMANCE WITH THE USE PERMIT CASE.
- 15) STANDARD GATE. ADDITIONAL ACCESS GATES MAY BE ADDED AS NEEDED.
- 16) 8' POLE MOUNTED HALOGEN LIGHT IN CONFORMANCE WITH CITY OF SCOTTSDALE SECTION 2318 OF ZONING ORDINANCE. LOCATION OF LIGHT PER OWNER'S DIRECTION.
- 17) 10' POLE MOUNTED 10 WATT (1000 LUMENS) LIGHT PER OWNER'S DIRECTION.
- 18) HOSE-BIB. ADDITIONAL HOSE BIBS MAY BE ADDED AS NEEDED.
- 19) 2'X2' CONCRETE ELECTRICAL PAD, LOCATION SUBJECT TO CHANGE PER OWNER'S DIRECTION.
- 20) 8' WIDE X 20' LONG MOVABLE STORAGE TRAILER.
- 21) MONUMENT SIGN (5' BY 11' IN SIZE).
- 22) 30' WIDE DRIVEWAY.
- 23) FIRE LANE SIGN PER CITY OF SCOTTSDALE DETAIL 2365 SPACED AS SHOWN ON PLAN.
- 24) FIRE LANES SHALL BE COMPACTED TO A MINIMUM OF 95% COMPACTION LEVEL IN SUPPORT OF FIRE TRUCK LOAD.

NOTES

1. NO EXTERIOR PUBLIC ADDRESS OR SPEAKER SYSTEM SHALL BE PERMITTED.
2. COURTYARD UMBRELLAS, IF USED, SHALL BE OF SOLID COLOR AND SHALL NOT CONTAIN ADVERTISEMENTS OF SIGNAGE OR LOGOS.
3. AT THE END OF EVENT SEASON, ALL TEMPORARY STRUCTURES, REFUSE CONTAINERS, SCREEN WALLS, CHAIN LINK FENCE AND SITE LIGHTING SHALL BE REMOVED, NO LATER THAN 2 WEEKS AFTER END OF EVENT SEASON.
4. ASPHALT PAD UNDER EXHIBITION TENT SHALL BE PAINTED A COLOR CONSISTENT WITH THE SITE'S NATIVE SOIL.
5. ALL GROUND MOUNTED MECHANICAL EQUIPMENT SHALL BE SCREENED WITH WALL AND COLOR MATCHING THE TENT.
6. ALL SIGNAGE REQUIRE SEPARATE PERMIT.
7. OUTDOOR LIGHTING SHALL COMPLY WITH THE CONDITION STIPULATED IN THE PROJECT'S CONDITIONAL USE PERMIT.
8. SIGHT VISIBILITY TRIANGLE SHALL BE CLEAR OF LANDSCAPING, SIGNAGE AND OTHER VISIBILITY OBSTRUCTIONS WITH A HEIGHT GREATER THAN 2'.
9. THE EXHIBITION TENT UNDER THIS CONDITIONAL USE PERMIT IS A TEMPORARY TENT WITH EXPECTED OPERATION TIME LINE OF DECEMBER, 2024 TO APRIL, 2025.
10. PROPOSED SITE SCREENING SHALL CONSIST OF A WHITE FENCE SCREEN ALONG THE SOUTH SIDE AND OF ART WORK FENCE SCREENING, FRONTING THE STREETS, ALONG THE EAST AND NORTH SIDES OF THE PROPERTY.
11. THE SITE'S DRIVEWAY OFF MAYO BOULEVARD SHALL ALSO BE USED TO ACCESS THE PROPERTY DIRECTLY TO THE WEST OF THE SUBJECT SITE.
12. ALL SITE'S SEWER CONNECTIONS SHALL BE CAPPED AT THE CLOSE OF EVENT SEASON.
13. CONTRACTOR AND/OR OWNER SHALL COORDINATE WITH ELIZABETH NORTON (480-312-5994) ELIN@SCOTTSDALEAZ.GOV OR JEFF COLBURN (480-312-5639) FOR SECURING THE FIRE HYDRANT METER CONNECTION AND FOR RETURN OF FIRE HYDRANT METER CONNECTION UPON END OF EVENT SEASON.



SERVICE PROVIDERS
 WATER AND SEWER: CITY OF SCOTTSDALE
 POLICE AND FIRE: CITY OF SCOTTSDALE
 ELECTRIC: ARIZONA PUBLIC SERVICE
 GAS: SW GAS
 CABLE: COX COMMUNICATIONS

SITE DATA
 ASSESSOR PARCEL NUMBER: 215-07-209F
 EXISTING ZONING: PCD
 TENT AREA: 40,484 S.F.
 TOTAL PARKING SPACES: 262 (INCLUSIVE OF 8 HANDICAP)

FLOOD INSURANCE RATE MAP (FIRM) DATA

COMMUNITY NUMBER	PANEL #	PANEL DATE	SUFFIX	DATE OF FIRM	FIRM ZONE
045012	04013C1320L	10-16-2013	L	10-16-2013	AO ZONE DEPTH=1' VELOCITY=3FPS

CELEBRATION OF FINE ART
 SOUTHWEST CORNER OF HAYDEN ROAD AND MAYO BLVD.
 SCOTTSDALE, ARIZONA 85255

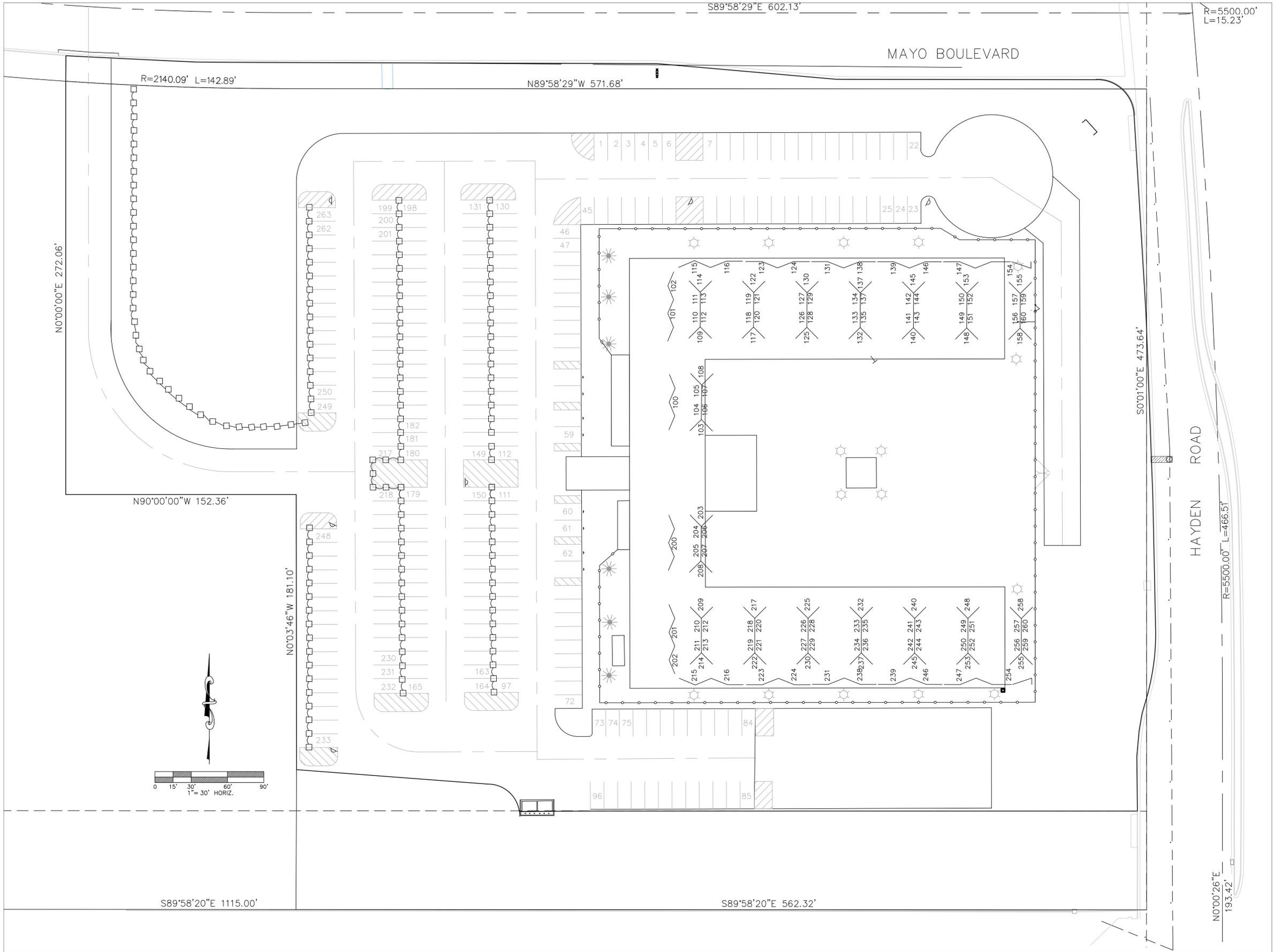


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EXHIBIT A

FLOOR PLAN CELEBRATION OF FINE ART

A PORTION OF STATE PLAT NO. 16B, CORE SOUTH, MCR: 394-42



SK
enterprises

SKG ENTERPRISES, INC.
9260 EAST RAINTREE DRIVE
SUITE 140
SCOTTSDALE, ARIZONA 85260
PH) 480.998.5600
FAX) 480.998.5603
WWW.SKGAZ.COM

CELEBRATION OF FINE ART
SOUTHWEST CORNER OF HAYDEN ROAD AND MAYO BLVD.
SCOTTSDALE, ARIZONA 85255

Contact Arizona 911 at least two full working days before you begin excavation.
ARIZONA 911
Call 911 or click Arizona911.com

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EXHIBIT B

ADDITIONAL ZONING CONDITIONS

- A. The additional conditions in Section 1.403.Q for Seasonal Art Festivals, as applicable, have been satisfied.
1. The minimum lot area shall be five gross acres in the Resort/Townhouse Residential (R-4R), Central Business (C-2), Regional Shopping Center (C-S), General Commercial (C-4), and Planned Community Center (PCC) districts, and shall be two and one-half acres in the Planned Regional Center (PRC) and Downtown (D) districts.
 2. In no case shall the gross floor area of all structures exceed the amount equal to 0.60 multiplied by the net lot area in square feet.
 3. Volume is limited to the net lot area in square feet multiplied by nine (9) feet for any building.
 4. Required open space:
 - a. Minimum: 0.20 multiplied by the net lot area.
 - b. Additional open space requirements shall be determined by the Development Review Board.
 5. No structure shall exceed 36 feet in height.
 6. Yards.
 - a. Front Yard.
 - i. A front yard of not less than fifty (50) Feet shall be maintained where the front yard of the lot abuts an expressway or major arterial.
 - ii. A front yard of not less than thirty (30) feet shall be maintained where the front of the lot abuts a minor arterial or less heavily traveled street.
 - iii. There shall be a landscape screen as determined by the Development Review Board.
 - b. Side Yard.
 - i. A side yard of not less than thirty (30) feet shall be maintained where the side of the lot abuts a minor arterial or less heavily traveled street.
 - ii. A side yard of not less than fifty (50) feet shall be maintained where the side of a lot abuts a residential district shown in Table 4.100.A, or the residential portion of a Planned Community (P-C) or any portion of a Planned Residential Development (PRD) with an underlying zoning district comparable to the residential districts shown in Table 4.100.A.

- iii. There shall be a landscape screen as determined by Development Review Board approval.
 - c. Rear Yard.
 - i. A rear yard of not less than fifty (50) feet shall be maintained where the rear of a lot abuts a residential district shown in Table 4.100.A, or the residential portion of a Planned Community (P-C) or any portion of a Planned residential Development (PRD) with an underlying zoning district comparable to the residential districts shown in Table 4.100.A.
 - d. Operations and storage shall normally be conducted within an area enclosed by a temporary fence which is screened by landscaping as described in paragraphs a.3 and b.3 preceding and as determined by Development Review Board approval or conditioned by use permit approval.
- 7. Parking improvements.
 - a. Dustproofed parking areas may be approved pursuant to Article IX.
- 8. The arts and crafts displayed must be original works produced by the artists represented or reproductions of the original work of those artists.
- 9. One (1) legal entity shall be responsible for sales and the collection of sales tax.
- 10. The property owner shall create a written fire safety plan for approval by the City.
- 11. Within two (2) weeks of the closing of the business for that season all temporary structures will be removed, and the site will be returned to essentially an original appearance.
- 12. Food service, if any, shall be provided by qualified concessionaires and will meet all health and sanitation standards established by the appropriate governmental authorities.
- 13. Adequate restroom facilities shall be provided.
- 14. The grounds, parking lot and yards shall be maintained in a clean and neat condition at all times. Trash receptacles shall be made available throughout the grounds and all trash containers shall be screened from off-site view.
- 15. Entertainment, if any, shall not create noise levels in excess of ambient noise levels or fifty (50) db., whichever is greater, measured at the property line.
- 16. The granting of a use permit shall not produce an incremental or cumulative effect of similar uses which would be detrimental to the City.

17. On-site restrooms, offices and maintenance facilities shall be housed in permanent structures if the festival(s) occupies the site for more than two-hundred seventy (270) days in any three-year period.

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PROJECT NARRATIVE

Celebration of Fine Art

PROJECT INFORMATION:

The purpose of this Conditional Use Permit application is to request a relocation of the annual Celebration of Fine Art event from its current location at the SW corner of Hayden Rd and Loop 101 (18400 N Hayden Rd), which is under new ownership, to the SW corner of Hayden Rd and Mayo Blvd. The SW corner of Hayden Rd and Mayo Blvd has been identified by both Arizona State Land Department and the City of Scottsdale as a highly suitable location to relocate the annual Celebration of Fine Art. The application of the SLUP from ASLD is pending and is expected to be issued shortly.

The parcel number is 215-07-209A, located in QS 38-46 State Plat 16B Core South. and is zoned PCD. There are plans to adopt the zoning to include C-2, which fulfills the zoning requirement for the Seasonal Art Festival Ordinance. In past years this site has been used by Waste Management Open, Barrett Jackson and, most recently, Mark Taylor/Taylor Morrison for staging construction vehicles. The land has been largely cleared and leveled through all of the previous uses. See attached Site Plan for specific boundaries of the proposed site.

The Celebration of Fine Art will occupy approximately 7+/- acres on the east end (closest to Hayden Rd) to house its tent, exhibit space and parking for artists and customers. The expectation is to duplicate the current site plan set up with the courtyard opening facing Hayden Rd (see attachment #1). As discussed during a Pre-Application meeting, the ingress/egress to the site would be at the west end of the 7 acres which the Celebration would occupy.

BACKGROUND:

The Celebration of Fine Art is a seasonal art festival modeled after the world-famous Festival of the Arts in Laguna Beach, California. In its 34 years of operation the Celebration of Fine Art has become a significant cultural tourist attraction and has gained a national reputation as a must-attend art event. Known as the place where art lovers and artists connect, this unique event allows visitors to be up close and personal as they watch the artists at work and can engage them in the creative process. The jury process is stringent as the intent of the producers is to keep the quality of work high and the variety of styles and mediums wide. Also, given that it is imperative that participating artists are actually present and working during the entire duration



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of the event, on almost any given day during the 10 weeks, visitors will see every artist at work at the Celebration of Fine Art. This event has given hundreds of artists the opportunity to earn substantial earnings through the sale of their original art. The Celebration of Fine Art is unique to Scottsdale, Arizona and can't be found anywhere else.

The Celebration of Fine Art operates pursuant to the Seasonal Art Festival section of the Scottsdale Revised City Code. This ordinance was passed in 1990 specifically to allow the applicant to commence operation. Also, in 1990, by a unanimous vote of both the Planning Commission and the City Council, Scottsdale issued the applicant a three-year Use Permit to operate at the NW corner of Scottsdale Rd and Highland Ave. In 1993, by a unanimous vote of the City Council, that Use Permit was renewed with no time stipulation and the applicant operated at the Highland location for five more years.

In 2000 the Celebration of Fine Art relocated to east side of Scottsdale Rd and Mayo Blvd. Celebration of Fine Art received unanimous approval for a three-year Use permit from the Planning Commission and City Council. In 2003, that Use Permit was renewed by a unanimous vote of City Council with no time stipulation. In 2011 the Celebration moved to the SW corner of Hayden Rd and Loop 101, once again receiving unanimous support from the City Council and the applicant has operated at this site until this time. In summary, the same basic site plan, use and design have been approved five times prior to this application.

ECONOMIC IMPACT:

The Celebration of Fine Art has a significant economic impact in the City of Scottsdale. The last five-year average (2019-2023, including 2020 covid when we closed 2 weeks early) for a total of over \$404,000 in sale tax revenue over a five-year period. City of Scottsdale Sales Tax collected and paid by the Celebration of Fine Art over this five-year period averages \$80,843 per year. So far, the 2024 YTD Sales Tax collected/paid is \$89,781.54. The Celebration of Fine Art leases both office and warehouse space in the Scottsdale Airpark. Five individuals are employed year-round with up to 25 during the season starting with set up in December, the event itself from January through March and tear down into April. 100 individual artists make a significant level of income as a result of participating in the Celebration of Fine Art. The income they generate overflows right back into the community through the purchases the artists make at other retail outlets, restaurants, extended stay hotels and other property rentals. The Celebration of Fine art brings artists from across the country to stay in Scottsdale's hotels, short term rental and apartments. In addition, customers come from around the world to visit the Celebration of Fine Art each year. Many plan their visit specifically to attend the Celebration of Fine Art. Over 55%



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of the client base is from outside of Arizona. The visitors come ready to buy – art sales have topped \$8 million over the last several years. The ripple effect of the customers of the Celebration of Fine Art also overflows to surrounding businesses in the Scottsdale area including other retail including downtown galleries, restaurants, hotels and other property rentals. The extensive marketing plan of the Celebration of Fine Art has national reach with up to \$75,000 being spent on advertising outside of Arizona including Fine Art Connoisseur, Art & Antiques, American Art Collector, Western Art & Architecture, Allegiant Airlines, Private Air/Luxury Home magazine, etc and massive direct mail campaign. These efforts showcase Scottsdale as a true art destination which fits one of the major tourism drivers of our City.

CONDITIONAL USE PERMIT AND SEASONAL ART FESTIVAL REQUIREMENTS:

Conditional Use Permit

Conditional Use Permits, which may be revocable, conditional, or valid for a specified time period, may be granted only when expressly permitted after the Planning Commission has made a recommendation and City Council has found as follows:

- A. That the granting of such Conditional Use Permit will not be materially detrimental to the public health, safety or welfare. In reaching this conclusion, the Planning Commission and the City Council's consideration shall include, but not be limited to, the following factors:

1. Damage or nuisance arising from noise, smoke, odor, dust, vibration or illumination.

No noise, smoke, odor or vibration impacts will be generated from this use. Dust will be mitigated by using a City approved dust palliative. Illumination will be minimal and will conform to City standards. A photometric plan has been submitted to the City.

2. Impact on surrounding areas resulting from an unusual volume or character of traffic.

No unusual volume or character of traffic will be generated by the proposed use. The Celebration of Fine Art has been located at the north side of Mayo at this intersection for the last 13 years. Hayden Road's traffic capacity is more than adequate. Also, this site is located less the one-quarter mile south of the Loop 101 interchange providing regional access. - Traffic projections are based on historical data of attendees, employees and artist traffic patterns. On an average day staff accounts for up to 10 cars, artists account for up to 95. Employee and artists arrive mainly between 9:30 am and 10:30 am and depart usually after 6 pm. Customer daily average count is approximately 420 with an average of 2.5 riding in each car bringing car count to approximately 240 per day for customers. Traffic patterns for arrival



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and departure of customers is fairly consistent with customers coming and going throughout the day.

3. There are no other factors associated with this project that will be materially detrimental to the public.

This event has been operating for 34 years in Scottsdale with no evidence of any detriment to the public.

- B. The characteristics of the proposed conditional use are reasonably compatible with the types of uses permitted in the surrounding areas.

The characteristics of this use is compatible with types of uses currently permitted in this area. Historically this entire area is used for overflow parking for events including Waste Management Open, Barrett Jackson Collector Car Show and others. The Celebration of Fine Art has been located just to the north side of Mayo Blvd at this intersection for the last 12 years

The additional conditions specified in Section 1.403, as applicable, have been satisfied. The proposal meets the provisions for **C-2/PCD** as identified in Zoning Ordinance Section 1.403., including:

Note the proposed footprint is consistent with the previously approved site plan, located just north of Mayo Boulevard. With the new site, certain changes have been made to increase setbacks, improved fire access, and align the driveway on Mayo Blvd with future development.

Seasonal Art Festival.

1. The minimum lot area shall be five (5) gross acres in the R-4R, C-2, C-S, C-4, and P.C.C. districts and shall be two and one-half (2½) acres in the P.R.C. and D. districts. *The lot size for this use is 7.9125 acres and is in the C-2/PCD district.*
2. In no case shall the gross floor area of all structures exceed the amount equal to six-tenths (0.6) multiplied by net lot area in square feet. *Net area = 7.9125 acres or approximately 344,669 S.F. Six-tenth x net lot area = 206,801 S.F. Showing-tent area (approximate) = 40,484 S.F. Therefore, Gross floor area of structures < Six-tenth x net lot area 40,484 SF < 206,801 SF*
3. Volume is limited to the net lot area in square feet multiplied by nine (9.0) feet for any building. *Net area in Square Feet (approximate) = 344,669 S.F.*



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Volume (based on net area x 9) = 344,669 x 9 = 3,102,021 C.F. Maximum height point of the structure = 21' Average height of structure (approximate) = 17' Building maximum volume = 45,487 x 17 = 773,279 C.F. Therefore, Building maximum volume < Allowable Volume 773,279 CF < 3,102,021 CF

4. Open space:
 - a. In no case shall the open space requirement be less than twenty (20) percent of the lot area. *20% of the lot area = 344,669 S.F. x 0.20 = 68,933.80 S.F. Open space provided = 170,898 S.F. Therefore, Open space > 20% of the lot area 170,898 SF > 68,933.8 SF*
 - b. Additional open space requirements shall be determined by Development Review Board approval. *No additional open space is required, as provided open space is much greater than the minimum required open space.*
5. No structure shall exceed thirty-six (36) feet in height. *The tent is 21 ft in height.*
6. Yards.
 - a. Front yard.
 - i. A front yard of not less than fifty (50) feet shall be maintained where the front of the lot abuts an expressway or a major arterial. *The set back from Hayden (major arterial) is 94 ft.*
 - ii. A front yard of not less than thirty (30) feet shall be maintained where the front of the lot abuts a minor arterial or less heavily traveled street. *See i.(above)*
 - iii. There shall be a landscape screen as determined by Development Review Board approval. *Landscape screening will consist of Artistic Fence Screening facing Hayden Rd (east) and Mayo (north) and White Fence Screening along the south side of the property per stipulations.*
 - b. Side yard.
 - i. A side yard of not less than thirty (30) feet shall be maintained where the side of the lot abuts a minor arterial or less heavily traveled street. *Side yard to the north faces Mayo (minor arterial) and shall be 30 ft.*
 - ii. A side yard of not less than fifty (50) feet shall be maintained where the rear of a lot abuts a residential district. *Side yard facing residential is more than 50 ft.*
 - iii. There shall be a landscape screen as determined by Development Review Board approval. *Landscape screening will consist of Artistic Fence Screening*



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-facing Hayden Rd (east) and Mayo (north) and White Fence Screening along the south side of the property per stipulations.

- c. A rear yard of not less than fifty (50) feet shall be maintained where the side of a lot abuts a residential district. *Surrounding to the west area is vacant.*
 - d. Operations and storage shall normally be conducted within an area contained by a temporary or permanent security fence which is screened by landscaping as described in paragraphs a.3. and b.3. preceding and as determined by Development Review Board approval or conditioned by use permit approval. *Operations and storage shall be contained by temporary security fence and screened per stipulations.*
7. Parking improvements.
 - a. Dustproofed parking areas may be approved pursuant to Article IX, Section 9.104.F and Section 9.106.C.1.a.2. *Dust palliative and treatment will be followed pursuant to Article IX, Section 9.104.F and Section 9.106.C.1.a.2*
 8. The arts and crafts displayed must be original work produced by the artists represented or reproductions of the original work of those artists. *All arts and crafts displayed are original works of art or reproductions by artists represented at Celebration of Fine Art.*
 9. One (1) legal entity shall be responsible for sales and the collection of sales tax. *Celebration of Fine Art collects and pays all sales tax in one central location for all sales made at event.*
 10. The applicant shall create a written fire safety plan for approval by the City. *A fire safety plan is on file for previous site location. Applicant will submit same or updated fire safety plan as needed for approval by the City.*
 11. Within two (2) weeks of the closing of the business for that season all temporary structures will be removed and the site will be returned to essentially an original appearance. *Temporary structures will be removed within two weeks of closing and site will be returned to essentially the original appearance.*
 12. Food service, if any, shall be provided by qualified concessionaires and will meet all health and sanitation standards established by the appropriate governmental authorities. *Food service meets all health and sanitation standards established by Maricopa County including proper Food Handlers cards. Applicant has received perfect scores on almost every health inspection in the last 22 years.*
 13. Adequate restroom facilities shall be provided. *A temporary bathroom facility including women's restroom with 3 stalls including one with handicapped access and a men's restroom with 2 urinals, 2 stalls including on with handicapped access.*



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14. The grounds, parking lot and yards shall be maintained in a clean and neat condition at all times. Trash receptacles shall be available throughout the grounds and all trash containers shall be screened from off-site view. ***Grounds, parking lot and yards are maintained on a daily basis. Adequate trash receptacles shall be in place throughout the grounds and trash containers will be screened per site plan.***
15. Entertainment, if any, shall not create noise levels in excess of ambient noise levels or fifty (50) DB, whichever is greater, measured at the property line. ***Entertainment is not a normal part of operations, however, if an unusual circumstance arises that there is entertainment, noise levels will stay within ambient levels or under fifty (50) DB.***
16. The granting of a use permit shall not produce an incremental or cumulative effect of similar uses which would be detrimental to the city. ***Applicant does not anticipate any cumulative effect of uses.***
17. On-site restrooms, offices and maintenance facilities shall be housed in permanent structures if the festival(s) occupies a site for more than two hundred seventy (270) days in any three-year period. ***Applicant currently does not occupy a site for more than 270 day period over a three year period. Event operates for 73 days a year.***

TRAFFIC:

Traffic projections are based on historical data of attendees, employees and artist traffic patterns. On an average day staff accounts for up to 10 cars, artists account for up to 95 as many carpool or walk. Employee and artists arrive mainly between 9:30 am and 10:30 am and depart usually after 6 pm. Customer daily average count is approximately 600 with an average of 2.5 riding in each car bringing car count to approximately 240 per day for customers. Traffic patterns for arrival and departure of customers is fairly consistent with customers coming and going throughout the day. The site plan has historically had ample parking for all. There are an additional 30 parking spaces on the new site plan, which will allow for potential growth in customer parking needs.

THE FUTURE:

2024 marks the 34th year of the Celebration of Fine Art. For all but three years this event has operated in the City of Scottsdale – seven years at the original location at Scottsdale Rd and Highland Blvd, three years in Maricopa County on the SW corner of Scottsdale Rd and Mayo Blvd (prior to annexation and development in Phoenix). Eleven years at Scottsdale Rd and Mayo Blvd. And, the last thirteen years at the site on Hayden Rd and Loop 101.



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The dates for the 2025 Celebration of Fine Art are January 18 through March 30, 2025. Site/Event set up begins the last week of November and tear down is completed by the middle of May.

The Celebration of Fine Art is owned and operated by long time Scottsdale residents, Susan and Jake Potje, who take pride in their community and look forward to making a positive economic and community impact for many years to come.



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Zoning Aerial

5-UP-2024



Paul E. Basha, PE, PTOE
Traffic Engineering Manager
Suite 300, 7144 E. Stetson Drive
Scottsdale, Arizona 85251
Phone 480.505.3931
PBasha@SummitLandMgmt.com

18 March 2024

TO: City of Scottsdale
FROM: Paul E. Basha, PE, PTOE, Summit Land Management
Kayla Amado
RE: Traffic Statement for Celebration of Fine Art



INTRODUCTION

The Celebration of Fine Art will be relocating their event from the northwest corner of the intersection of Hayden Road and Mayo Boulevard to the southwest corner of the same intersection. This relocation will occur in 2025 for the 35th annual event that will be held from mid-January through late March.

The Celebration of Fine Art has been at the northwest corner of the Hayden Road and Mayo Boulevard intersection since 2012. The event was near the Scottsdale Road and Mayo Boulevard intersection from 1999 to 2011, at Scottsdale Road and Chauncey Lane from 1996 to 1998, and near Scottsdale Road and Highland Avenue from 1989 to 1995.

In 2023, there were 95 artists exhibiting their work with approximately 17,000 visitors over the ten-week period. The 2024 event is being held from 15 January to 24 March 2024. The average daily attendance is 420 visitors. Both the existing and proposed sites have approximately 262 parking spaces.

SITE AND ACCESS

Both the existing and proposed sites consist of approximately 7 acres with access only to and from Mayo Boulevard. **Figure 1** provides an aerial photograph of the existing and proposed sites.



Paul E. Basha, PE, PTOE
480.505.3931
PBasha@SummitLandMgmt.com



Figure 1: Celebration of Fine Art Location

The dominant intersection that visitors use to and from the Celebration of Fine Art is the intersection of Hayden Road and Mayo Boulevard. The Celebration of Fine Art travel patterns through this intersection in the future will remain the same as the past twelve (12) years.

Figure 2 provides an aerial photograph of the existing and proposed access.

The only difference would be the site access direction. The current site in the northwest corner requires a right-turn enter and a left-turn exit, whereas the new site requires a left-turn enter and a right-turn exit. As indicated in **Figure 1**, Mayo Boulevard is only one block long. Therefore, there will be minimal opposing through eastbound traffic for the westbound left-turn entering traffic.

Visitors to the event arrive and depart randomly throughout the day. Very rarely is there a concentration of visitors arriving or departing. Therefore, very rarely do vehicles queue either entering or exiting the event property.

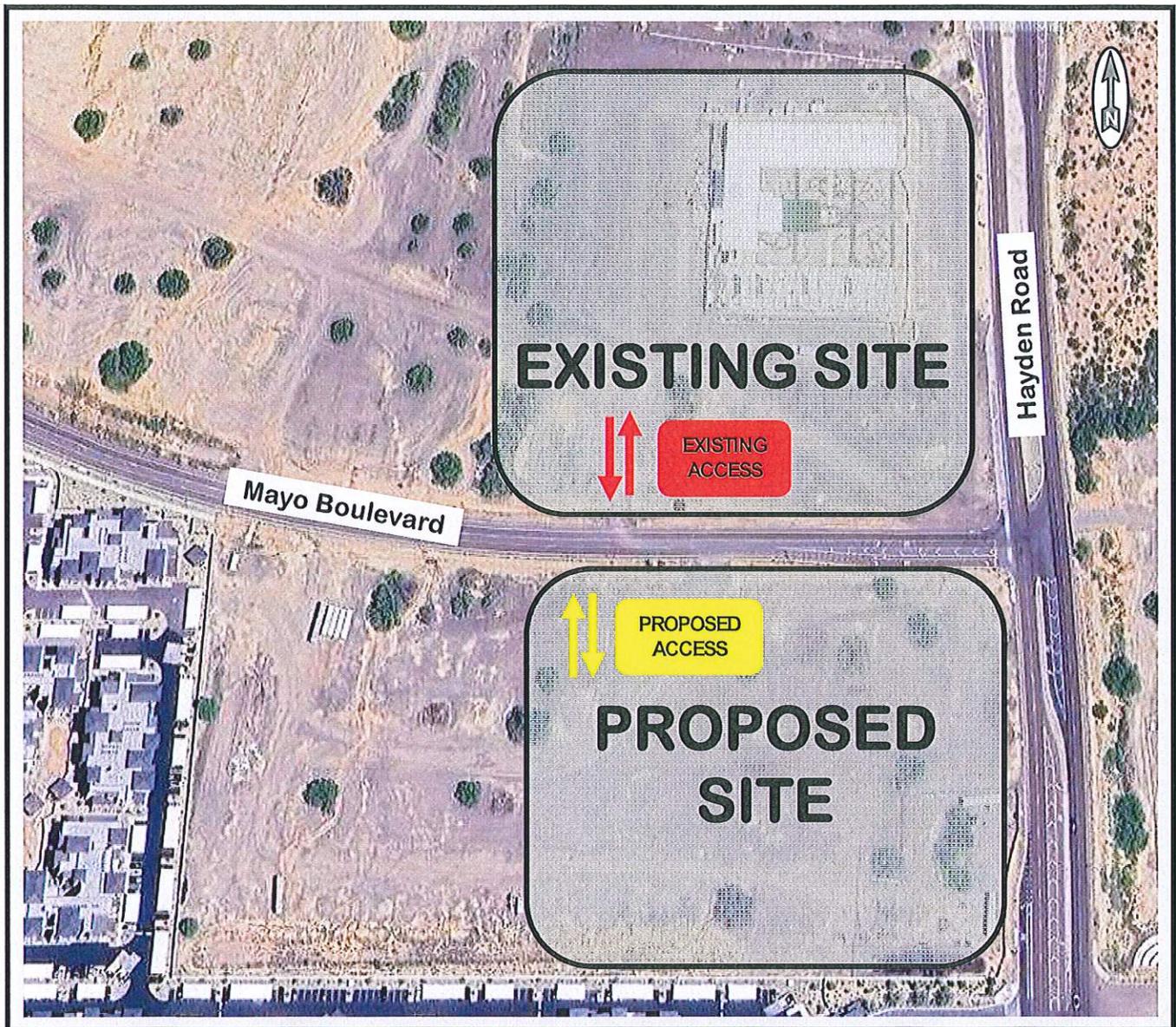


Figure 2: Celebration of Fine Art Access

To minimize congestion, the access on Mayo Boulevard should be as far west as possible. Also, the proposed site should be monitored to determine if westbound left-turning traffic entering the event conflicts with eastbound Mayo Boulevard traffic at Hayden Road.

The distance from Hayden Road to the west edge of the Celebration of Fine Art site is approximately 1,000 feet. This distance would accommodate approximately 40 to 50 vehicles. Some of the traffic exiting the event will be eastbound Mayo Boulevard traffic turning left onto northbound Hayden Road. In the very unlikely circumstance that this exiting traffic conflicts with the entering traffic, then off-duty police officer manual traffic control may be periodically necessary at peak event access traffic times.

ADJACENT STREET TRAFFIC VOLUMES

The City of Scottsdale criteria for a Traffic Impact Statement includes a requirement to provide the current traffic volume on the adjacent streets. The 2022 Traffic Volume and Collision Report, the most current, was referenced. The traffic volume on Hayden Road, between Princess Boulevard and SR-101, was 15,100 vehicles on four (4) lanes for a lane volume of 3,775 daily vehicles; ranking 182nd highest of the 323 segments in the City of Scottsdale. The daily traffic volume at the intersection of Hayden Road and Princess Boulevard was 20,400 vehicles and the daily traffic volume at the intersection of Hayden Road and the SR-101 intersection was 35,300 vehicles. As this portion of Mayo Boulevard is only approximately 1,600 feet in length, this roadway segment is excluded from the 2022 Traffic Volume and Collision Report, so traffic volume data are unavailable for Mayo Boulevard at Hayden Road.

Please contact me at (480) 505-3931 or pbasha@summitlandmgmt.com, if you have any questions or would like to discuss this topic.

February 16, 2024

RE: Notice of Application: Celebration of Fine Art; Case Number 382-PA-2023

Invitation to Open House on March 4, 2024 at 5:30 p.m.; location: 18400 N Hayden Rd, Scottsdale

Dear Neighbor:

We are writing you today to let you know that the Celebration of Fine Art is applying for a Conditional Use Permit with the City of Scottsdale to relocate from its current site at the SW corner of Hayden Rd and Loop 101 (18400 N Hayden Rd) to a new location at the SW corner of Hayden Rd and Mayo Blvd. The location at the SW corner of Hayden Rd and Mayo Blvd is owned by the Arizona State Land Department and is zoned PCD. The total size of the event space is 7 acres. Please see the attached context aerial site plan for your reference.

For 34 years, the Celebration of Fine Art has produced a seasonal art festival in Scottsdale. The event takes place from mid-January to the end of March each year. Artists come from around the country who set up working studios under the big white tent where visitors can watch them at work and share in the creative process under the big white tent.

If you have any questions, we invite you to let us know through the contacts listed below. We invite you to our informational Open House on March 4 at 5:30 p.m. at the current location at 18400 N Hayden Rd to learn more about the project.

Susan Morrow Potje, Celebration of Fine Art susan@celebrateart.com 480-443-7695

Greg Bloemberg, City of Scottsdale gbloemberg@scottsdaleaz.gov 480-312-4306

We look forward to welcoming you to our new location in 2024.

Best regards,

Susan Morrow Potje

ATTACHMENT 6

5-UP-2024

4/22/2024



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: 382-PA-2023

Project Name: _____

Location: SWC Hayden Rd & Mayo Blvd

Site Posting Date: 02/20/24

Applicant Name: Celebration of Fine Art

Sign Company Name: Dynamite Signs

Phone Number: 480-585-3031

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

[Signature]
Applicant Signature

02/20/24
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 on 2/20/24



[Signature]
Notary Public

My commission expires: 5/31/27

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 Meetings:

Date: March 4, 2024
Time: 5:30 P.M.
Location: Celebration of Fine Art, 18400 N Hayden Rd., Scottsdale, AZ

Site Address: SWC Hayden Rd and Mayo Blvd; Scottsdale, AZ 85255

Project Overview:

- Request: Conditional Use Permit
- Description of Project and Proposed Use: Relocation of Celebration of Fine Art for annual seasonal art festival
- Site Acreage: 7 acres
- Site Zoning: PCD

Applicant Contact:

Susan Potje
480-443-7695
susan@celebrateart.com

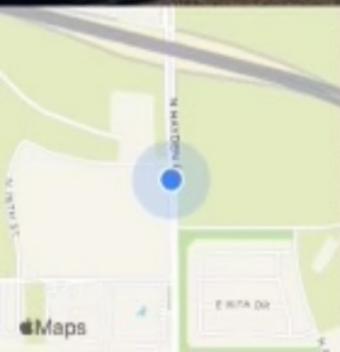
City Contact:

Greg Bloemberg
480-312-4306
gbloemberg@scottsdaleaz.gov

Pre-Application #: 382-PA-2023

Posting Date:
2/20/2024

Penalty for removing or defacing sign prior to date of last hearing. Applicant Responsible for Sign Removal.



February 20, 2024 at 8:20 AM
N Hayden Rd
Maricopa County
5-UP-2024
4/22/2024

BRIGHTENING SCOTTSDALE

Celebration of Fine Art returns under the iconic white tents

By Nikki Link

The Celebration of Fine Art has returned to Scottsdale under its iconic white tents. Collectors, enthusiasts and casual appreciators are invited to Hayden Road and the Loop 101 to experience this long-standing tradition under its iconic white tent.

The 34th iteration of the show, which kicked off Jan. 13, brings 100 artists from across the country together for an interactive and immersive 10-week run.

The show brings around 100 artists, allowing guests the rare chance to step into their studios and watch as they craft their next masterpiece in real time.

Inspired by a show in Laguna Beach, California, founders Tim and Ann Morrow brought the Celebration of Fine Art to Scottsdale in 1991.

“(My father) really liked the idea of having artists at work,” said Susan Morrow Potje, co-owner and director of the Celebration of

Fine Art, as well as Tim and Ann Morrow’s daughter.

“The premise was to bring artists together in a premises where they could be on-site and visitors could come and watch them at work and discover what they do,” Potje said.

The idea was new to artists and visitors.

“We were the first tent of this nature west of the Mississippi in 1991,” Potje said of the now iconic tent the festival has called home for decades. The initial eight-week run was also not without bumps in the road.

“There were definitely some challenges that first year,” Potje said.

“We had not installed any subflooring (under the tent), so it was just on the ground plus a little sawdust sprinkled. It also turned out to be one of the rainiest seasons we’d had in 20 years.”

Despite everyone involved taking a chance, the inaugural Celebration of Fine Art was a success — attendees were fascinated by the concept of an art show, workshop and gallery hybrid.



Adriana Socol

“People were engaged enough to come back a second year, and now here we are, 34 years later,” Potje said.

It’s been a labor of love every season, especially because she and her husband, Jake, later took the helm from her parents in 2004.

“People think we only work 10 weeks a year, but pretty much when one season ends, we start planning the next,” Potje said.

The process involves everything from jurying artists and assigning studio space to formulating marketing promos and repainting the massive asphalt pad that forms the foundation of the 40,000-square-foot exposition space. “Essentially we take a clear, empty dirt lot with some of our infrastructure and put up a fully functional building every year,” Potje said.

Actual setup, from the pitching of the tent to migrating their office space from Scottsdale Airpark, begins after Thanksgiving before artists arrive the first weekend of January. “They have a week to set up their exhibit space, and they can paint it whatever color they want,” Potje said,

“They do their own lighting, create their

own individual environments. That’s really part of the joy of the Celebration of Fine Art, because people can come in and really connect with the artist through their work and how they have portrayed their space.”

Once the doors open, it’s 10 weeks of nonstop creative action as more than 30,000 unique visitors pass through the exposition space. Potje explained that with such a long-running show time, pass holders can customize their visit to fit their schedule, whether they’re stopping by once while they’re in town or making it a weekly outing.

“On the daily, (visitors) will experience most artists working in their studios painting, sculpting, creating jewelry or doing glass work,” Potje said.

There’s also an outdoor courtyard space for exhibitors doing larger-scale work. In short, there’s something to appeal to every kind of art lover — even ones who don’t know it yet.

“As they stroll through, they’ll notice there are diverse styles and mediums available,” Potje said. “A group of 10 people who all like something different could



Veronica and Gabriel Sandoval



Leah Rei

all leave saying, ‘Wow, that was a great experience.’”

There’s even an activity at the Celebration of Fine Art for those looking to delve deeper into the nuances of the artistic process.

“Each Friday we have our Art Discovery Series, which has been going on for about 10 years. ... We select a different topic and

have a panel discussion, usually with three or sometimes four of our artists,” Potje said. “It can be pretty lively.”

Two of the upcoming panels include “The Way of the West,” led by three artists focused on Western art, and “Architecture and Art Influence,” which explores the relationship between creativity and design.

“The panelists are selected based on their style of work and how it will impact the discussion,” Potje said. “It’s something people really enjoy and can learn a lot from in a very fun way.”

While there are dozens of artists to check out during the festival, Potje mentioned a few must-sees visitors shouldn’t miss. First are longtime exhibitors Kirk Randle and Graydon Foulger. Both painters have been with the Celebration of Fine Art since its inception. Newer additions include architect-turned-artist Troy Axelrod and Brit Hansen.

“She (Hansen) does very interesting acrylic work where she builds up layers and layers and layers of color and then uses carving tools to carve down to the color she wants for the image,” Potje said. “She creates almost photorealistic work using that technique.”

In addition to visitors appreciating the creativity at work and the possibility of finding the perfect piece to take home, Potje hopes they notice the fiercely supportive community behind it all.

“If there’s an artist in need, people will really rally around and do whatever they can to help them,” Potje said.

She explained that artists under the same tent help each other and support each other’s work.

“They’re really out there not just promoting their own individual work but helping the collectors build a collection that’s beautiful and balanced. ... The camaraderie in the community is very compelling,” Potje said.

For first-time visitors, Potje also recommends allowing for more time than they think.

“It’s almost 40,000 square feet and 100 artists who are here, all of whom are very entertaining and engaging,” Potje said. “People will find that by the time you’ve walked around for a couple hours, you’ve only begun to scratch the surface.” ❗

Celebration of Fine Art

WHEN: 10 a.m. to 6 p.m. through March 24

WHERE: Hayden Road and the Loop 101, Scottsdale, under the white tents

COST: Tickets start at \$10

INFO: www.celebrateart.com



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Spring training, spring painting gone soon

BY TOM SCANLON
Progress Managing Editor

Turns out baseball isn't the only thing that lights up spring in Scottsdale - then disappears like a snowbird when the weather heats up.

This is the last week to see Cactus League play at Scottsdale Stadium, spring home of the San Francisco Giants, and Salt River Fields at Talking Stick, where the hometown Arizona Diamondbacks and Colorado Rockies play.

The Giants wrap up spring by "hosting" the Diamondbacks Saturday, March 23. Salt River Fields ends its Cactus League play three days later (Milwaukee Brewers vs. Rockies).

With fans hitting local restaurants, bars and hotels, both venues - even though Salt River is a bunt from Scottsdale city limits - have been pumping up the local economy.

It's not spring training but spring painting for two big art operations.

Likewise, rather than the next big swing rookies on the diamond, patrons of the Arizona Fine Art Expo and Celebration of Fine Art cruise these two big art spaces in search of the next big brush and the next sharp chisel.

Both of North Scottsdale's perennial spring bloomers have been open daily from 10 a.m. to 6 p.m. since mid-January.

And both close for the season Sunday, March 24.

The Fine Art Expo, at the corner of Scottsdale and Jomax roads, near MacDonald's Ranch, is quite a family affair: Judy Long, runs the event with her husband, Dennis, brother Roger Combs and his wife Judi.

A giant indoor showroom protects the precious paintings - while sunshine-loving patrons can marvel at sculptures in a 2-acre, outdoor garden.

Patrons can see finished products, as well as the process of artists putting their thoughts on canvas and in stone.

To show at the Expo, artists must be juried, primarily by Judi Combs, who also runs Thunderbird Artists.

The two couples behind this show haven't looked back since starting the Expo in 2005.

Endangered art

Celebration of Fine Art has been around Scottsdale even longer - for 34 years.

But, when Banner Health announced last year it will build a hospital on the land where the annual show stakes its giant tent, many thought Celebration would go the way of CrakerJax amusement park and other Scottsdale icons knocked down for developments.

Not so, here.

Susan Morrow Potje didn't even need binoculars to find Celebration's



Banner bought the land where the sprawling, popular art gallery Celebration of Fine Art has been a mainstay. Rather than folding up the big tent, Susan Morrow Potje found a new home for the massive pop-up - across the street from the current location. (David Minton/Staff Photographer)

new home.

And it happened as fast as paint dries.

"In the spring of 2023 we met with the City of Scottsdale to identify potential locations," Potje said.

They found a corner of state land "almost the exact footprint of the current site, which will allow for us to duplicate our existing site plan and set up."

And, believe it or not: "The bonus is that it is right next door."

Rather than the usual open house for artists, two weeks ago Potje hosted an open house for the gallery - a requirement for a conditional use permit at the new site 200 yards south.

Potje's parents, Tom and Ann Morrow, held the first Celebration of Fine Art show in 1991. Potje and her husband Tom have been running it since 2004.

While the Potjes and hundreds of artists have been cozy in the big tent on Hayden Road for a dozen years, this isn't their first traveling rodeo.

"Over the years, the Celebration of Fine Art has had to relocate to accommodate the growth and development of the Valley, so we have processes in place to make this a smooth transition," Potje said.

SEE PAINTING PAGE 19



Celebration of Fine Art calls itself "the place where art lovers and artists connect." Rather than taking in nearby spring training, California artist Gabriela Aguilo did some spring painting for a new creation the other day. (David Minton/Staff Photographer)



The Arizona Fine Art Expo - a great place to watch artists at work since 2005 - is finishing another spring season. (File photo)

AROUND SCOTTSDALE

Citizen Academy teaches how Scottsdale government works

How can you find out who really does what at City Hall?

Who makes the big decisions in Scottsdale?

What ways can a regular resident get involved?

And can those water wizards really process sewer water until it's good enough to drink?

These and many other questions will be answered by Scottsdale 101 Citizen Academy.

According to the city, "Our academy is designed to equip you with the knowledge and skills to actively participate in the democratic process, understand local governance and make a positive impact on your community."

Topics range from "understanding the fundamentals of local government to exploring the intricacies of public policy."

Students of the class will learn from city leaders and department heads "in an intimate setting."

Key features of Scottsdale 101: an overview of Scottsdale local government; city driving tour; the departments of Public Works, Community Services, Planning and Development Services, Economic Development, Tourism and Events and Transportation; police, City Court, Scottsdale Water.

Participants will also get tours of the top city officials' offices.

Those who want to take a deep dive into the city's money will learn about the city treasurer, budget, finance and auditor.

And there will be opportunities beyond the class: "The Citizen Academy emphasizes practical application, giving you the opportunity to work on projects that directly benefit your community."

The free class is open to Scottsdale residents and business owners who are at least 18.

The nine-week program is limited to 40 participants. Participation in seven of nine sessions is necessary to graduate from the academy. Two special assignments will be required as part of the curriculum.

The academy starts at 9 a.m. Thursday, March 21, running every Thursday morning until May 9.

Graduation will be held 4-6 p.m. Tuesday, May 14.

To register, visit scottsdaleaz.gov/citizen-service/city-government-101. Information: Christy Hill at 480-312-4126 or chhill@ScottsdaleAZ.gov.

Scottsdale City Council takes on sustainability again

The long, twisting road to a sustainability plan continues for Scottsdale City Council this week.

In 2022, Council identified the creation and implementation of a sustainability plan as a top priority but last year

it tore apart a draft proposal.

Now, City Council is working on a new draft - and may move closer to the goal. Sections of the draft will be presented during a work study session Tuesday, March 19.

Lisa McNeilly, the city's Sustainability director, will give a presentation on the plan's energy, waste and extreme heat sections.

In November, Council asked for minor changes in the new framework of the plan, proposed targets and the introduction, air quality and water sections of the sustainability plan.

The Scottsdale Environmental Advisory Commission has been providing input - and, at times, critiques.

The presentation this week will look at the plan for the city to become more energy efficient, aiming at cleaner air - while promoting "green jobs."

That won't be easy, as the plan's "extreme heat" section outlines record-breaking heat globally and regionally. The draft's section on waste includes goals to increase recycling and composting.

Scottsdale church holding open house for Scouts

Camelback Church of Christ, 5225 E. Camelback Road, Scottsdale, has scheduled an open house 7-8:30 p.m. March 28 for girls ages 10-16 interested in joining a new Girl Scout troop.

At the same time and day, boys 10-16 can learn more about Boy Scout Troop 201 years old are invited to check out plans for Troop 201.

Information for both groups: 480-606-8330 or 602-561-6477.

'Parkinson's Wellness Day' slated at The J

The Valley of the Sun J, 12701 N. Scottsdale Road, Scottsdale, will host a special Parkinson's Wellness Day event 10 a.m.-noon Thursday, March 21, people who all levels of Parkinson's disease. The event is free but registration is required at 480-483-7121 or vosjcc.org.

The featured speaker will be Dr. Becky Farley who received a PhD in neuroscience from the University of Arizona, a master's in physical therapy from the University of North Carolina, and a bachelor's in physical therapy from the University of Oklahoma. She has trained over 7,000 physical and occupational therapists and exercise professionals in Parkinson's disease-specific rehabilitation and exercise programming.

Parkinson's exercise segments will be presented and breaks will be provided. Classes include Parkinson's boxing, Tai Chi, cycle & stretch, chair yoga, and pole walking. Non-members are invited to try the many fitness classes with a one-month, no-obligation membership pass.

PAINTING FROM PAGE 18

Rather than being grumpy at the idea of pulling up shop and relocating, she took a philosophical view:

"With each move," Potje pondered, "comes new opportunities to continue to grow our community and introduce more people to magic that occurs within this tent."

And she is thankful that Banner let her stay on through this season.

It won't be much of an "off season" for Potje, as she hustles to get the operation up and running for next year - but she is far from complaining.

"We are excited and grateful for the opportunity to stay in the same area," Potje said, "and to make the improvements on the new site to open for our 35th anniversary." 🌿



The watch-them-work Arizona Fine Art Expo ends March 24. (File photo)

If You Go:**Arizona Fine Art Expo**

When: 10 a.m.-6 p.m. daily through Sunday, March 24

Where: 26540 N. Scottsdale Road, Scottsdale

Cost: \$12 for season pass, \$10 for seniors and military, free for children younger than 12

Info: 480-837-7163, arizonafineartexpo.com

Celebration of Fine Art

When: 10 a.m.-6 p.m. daily through Sunday, March 24

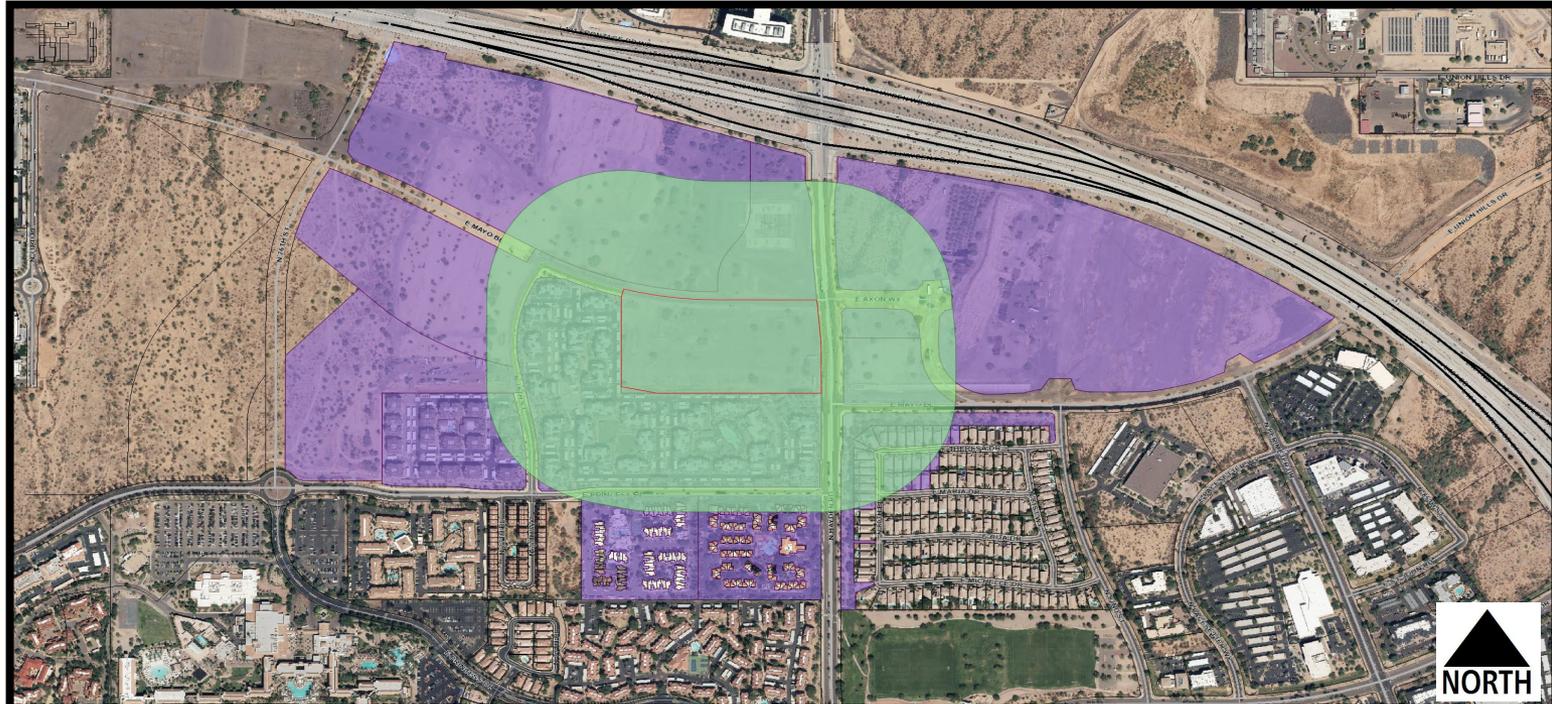
Where: 18400 Hayden Rd, Scottsdale

Cost: \$10 for adults; \$8 for seniors and military. Children under 12 free.

Info: 480-443-7695; celebrateart.com

City Notifications – Mailing List Selection Map

Celebration of Fine Art

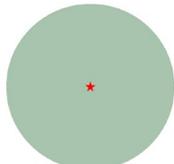


Labels Pulled
August 5, 2024

Additional Notifications:

- Interested Parties List
- Adjacent HOA's
- P&Z E-Newsletter
- Facebook
- Nextdoor.com
- City Website-Projects in the hearing process

Map Legend:

-  Site Boundary
-  Properties within 750-foot

Postcards: 71

5-UP-2024