



May 13, 2022

Re: Scottsdale Towne Square – 14036 North Scottsdale Road, Phoenix, Arizona – Rezoning Application (Z-40-22)

Dear Neighbor:

On behalf of our client, Woodbury Corporation, we recently filed a rezoning application (Z-40-22) for the above reference site located north of the northwest corner of Scottsdale and Thunderbird Roads, (Assessor Parcel No 215-57-184N), as seen on the enclosed aerial map. You may recall receiving previous correspondence from our team inviting you to attend one of the open house meetings and requesting your input on a redevelopment concept. The purpose of this follow-up letter is simply to update you on the filed application and to invite you, once again, to attend an open house meeting to review and discuss the proposal.

The property is roughly 9-acres in size and makes up the northern portion of the existing, 16-acre, Scottsdale Towne Square commercial center. It does not impact the southern portion. As you probably know, changes in consumer spending habits (i.e., Amazon, online shopping, etc.) have created massive changes to the retail industry and many centers are suffering and/or closing. The nearby and former Paradise Valley Mall serves as a primary example. Woodbury is committed to maintaining this center as a viable, retail amenity for the surrounding community for years to come. In that effort, they are seeking to reinvest and reinvigorate the aging center with a redesign that will include a mix of retail, restaurant, residential and services uses designed around new, public amenity spaces. To do so, the application filed will rezone this portion of the property from Planned Shopping Center (PSC), Intermediate Commercial (C-2) and Intermediate Commercial with a Special Permit (C-2, SP) to Planned Unit Development (PUD). The property's existing General Plan designation of "Commercial" will not be changed with this application.

Attached find a preliminary site plan, elevations and renderings. The existing field of asphalt surface parking will be removed and consolidated into a completely concealed parking garage. New retail / restaurant uses are pushed towards Scottsdale Road for better visibility and will be designed with the pedestrian in mind with shaded walkways and new plaza spaces for community mingling. Residential uses will be placed upon new retail spaces for a true, mixed-use project and the overall project will taper down in height as it moves towards 71st Street to the west. The entire western boundary of the site will be vastly improved with a new series of pocket parks, art and new hardscape and landscape.

To view these exhibits and additional project information, we have set up a project website at: www.TheThunderbirdPhase.com. The page will be updated during the course of the project

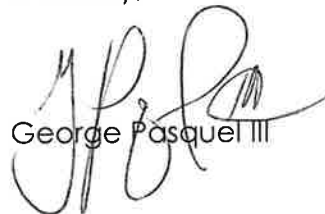
and will include hearing information once available. You are also invited to participate in an open house meeting we are hosting on May 26, 2022, from 5:30 to 6:30pm at Scottsdale Thunderbird Seventh-day Adventist Church at 7410 E Sutton Dr, Scottsdale, AZ 85260. If this format does not work for you or you are unable to participate at this date/time, I would be happy to speak with you by phone or in person at your convenience. Please feel free to contact me at 602.230.0600 or George@WitheyMorris.com.

Additionally, the City of Phoenix Planner assigned to this case is Sarah Stockham and can be reached at Sarah.Stockham@phoenix.gov or 602.261.8701. Sarah can answer your questions regarding the City review and hearing process as well as staff position once their report is complete. You may also write the City of Phoenix Planning & Development Department at 200 West Washington Street, 2nd Floor, Phoenix, Arizona 85003. Please reference the case number. Your letter will be made part of the case file.

Please be advised that meetings and hearings before the Paradise Valley Village Planning Committee, Planning Commission and City Council will occur to review this case. **Specific meetings and hearing dates have not yet been set.** You should receive a subsequent notice identifying the date and location of the meetings/hearings after they are scheduled. Hearing information will also be posted on site.

Again, I would be happy to speak with you about this proposal. Please feel free to contact me at 602.230.0600 or George@WitheyMorris.com and continue to check out the project website at: www.TheThunderbirdPhase.com

Sincerely,



George Pasquel III

Attachments: application, aerial, preliminary site plan, preliminary elevations, preliminary renderings

Aerial Map



Scottsdale Town Square – Thunderbird Phase



PROJECT TEAM
DEVELOPER:
WINDSOR PARK COMMUNITY CENTER
1315 PARKS WAY, SUITE 200
SALT LAKE CITY, UT 84109
Contact: Andrew Wooten
awooten@windsorpark.com

ARCHITECT:
Nelson Partners, Inc.
151 N Scottsdale Road, Suite 200
Scottsdale, AZ 85254
Contact: Jeff Farrow
jfarrow@nelsonpartners.com

PROJECT INFORMATION
PROPERTY ADDRESS: 14036 N SCOTTSDALE RD
PHOENIX, AZ 85027

PARCEL NUMBER: 252A114H
CURRENT ZONING: PDC
PROPOSED ZONING: PUD
GROSS SITE AREA: 8.22 ACRES
(352,998 SF)

NET LOT AREA: 1.33 ACRES
(57,908 SF)

EXISTING BUILDING HEIGHT: 28 FT
PROPOSED BUILDING HEIGHT: 28 FT

RESIDENTIAL UNITS: 283 UNITS
RETAIL: 15,900 SF

RESTAURANT: 15,900 SF
EXISTING RETAIL: 42,700 SF

MARKING CALCULATIONS
PARKING REQUIRED:
RESIDENTIAL: 455 SPACES @ 1.37/D.U.
RESTAURANT: 75 SPACES @ 1,900 SF
TOTAL: 530 SPACES

PARKING PROVIDED:
SURFACE PARKING: 238 SPACES
ATTACHED LEVEL PARKING: 292 SPACES
TOTAL: 530 SPACES

TOTAL PARKING PROVIDED: 530 SPACES

SCOTTSDALE TOWNE SQUARE
14036 N SCOTTSDALE RD
PHOENIX, AZ

Date: 05/14/2022

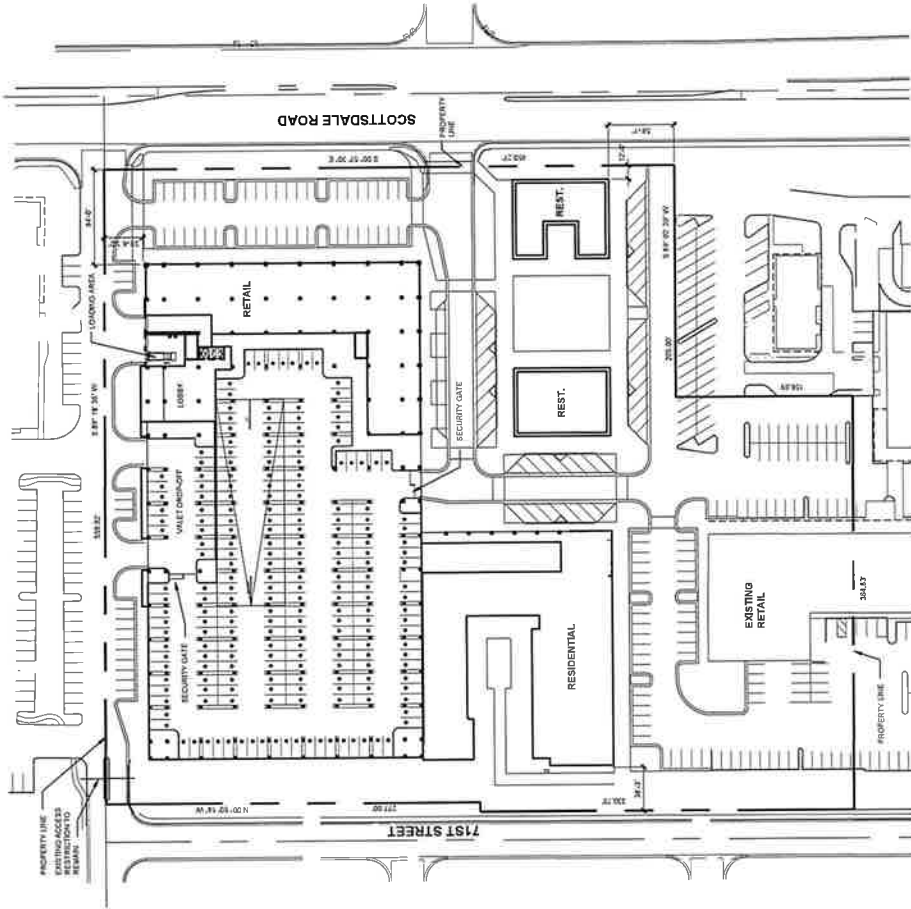
VICINITY MAP N.T.S.



DATE: 05/14/2022
BY: JF
APP: JF

Project No. 20207

A110
SITE PLAN



- 01 - SITE PLAN - LEVEL 1
SCALE: 1"=40'
NORTH



1 NORTH BUILDING ELEVATION

SCALE 1" = 20'-0"



2 EAST BUILDING ELEVATION

SCALE 1" = 20'-0"

PRELIMINARY
NOT FOR
CONSTRUCTION
OR
RECORDING

SCOTTSDALE TOWNE SQUARE
14036 N SCOTTSDALE RD
PHOENIX, AZ

Date
4/14/2022

Drawings were prepared using digital
photography and computer-generated
images. The project and/or materials
depicted may not be in existence or
subject to change at the time of
printing.

Project No.
20087

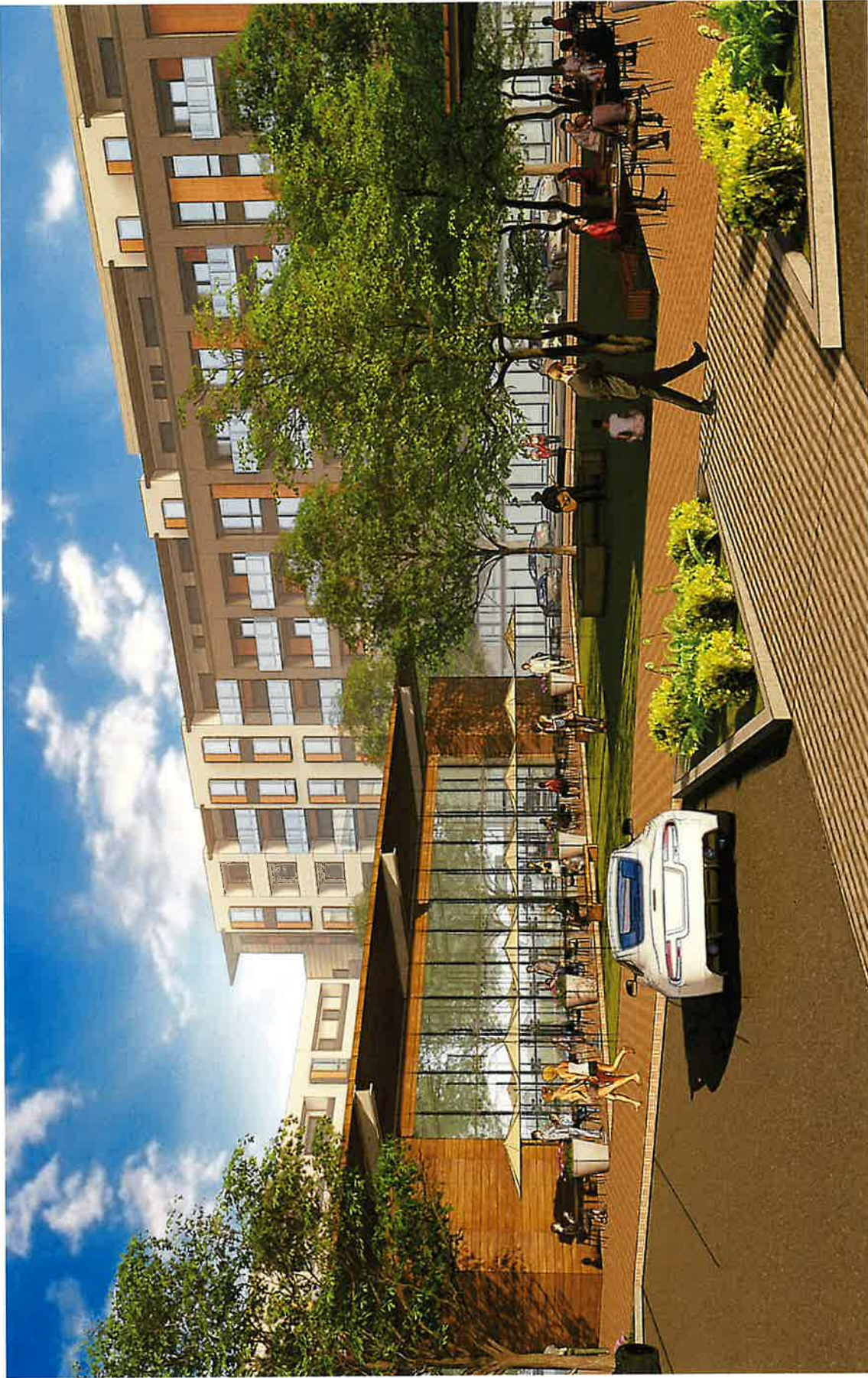
A302
BUILDING
ELEVATIONS



3 SOUTH BUILDING ELEVATION
SCALE 1" = 20'-0"



4 WEST BUILDING ELEVATION
SCALE 1" = 20'-0"



3 PLAZA PERSPECTIVE



**NELSEN
PARTNERS**
ARCHITECTS & PLANNERS

Nelsen Partners, Inc.
Austin | Scottsdale
15210 North Scottsdale Road
Suite #100 | Phoenix, AZ 85254
T. 480.949.4000
nelsonpartners.com

PRELIMINARY
NOT FOR
CONSTRUCTION
OR
RECORDING

SCOTTSDALE TOWNE SQUARE
14036 N SCOTTSDALE RD
PHOENIX, AZ

Date:
4/14/2022

Ownership and architectural appearance
shown in this rendering are not intended to
represent any specific project or site, and
are not intended to be used for any other
purpose without the written consent of Nelsen Partners, Inc.

Project No.
20067

A111
PRESERVATIVES

— 1 — 71ST PERSPECTIVE



City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

APPLICATION TO AMEND ZONING ORDINANCE

APPLICATION NO: Z-40-22

PROPERTY LOCATION: Approximately 800 feet north of the northwest corner of Scottsdale Road and Thunderbird Road

TO BE CHANGED:

FROM: C-2,C-2 SP,PSC
TO: PUD

PROPOSED USE: Mixed-use redevelopment of existing center to include new retail space and multifamily residential.

LEGAL DESCRIPTION: See attached

Ordinance #:	Ordinance Date:	Supplemental Map #:
CASE TYPE: PUD	DSD #: 99-37600	CASE STATUS: Pending
GROSS ACREAGE: 9.2	VILLAGE: Paradise Valley	ZONING MAP: L-12
CENSUS TRACT: 1032.20	Q.S. MAP: 33-44	COUNCIL DISTRICT: 2
DATE FILED: 5/11/2022	TAZ:	FILING STAFF: 071773
OWNER: Scottsdale Towne Square LLC ADDRESS: 2733 East Parleys Way Salt Lake UT 84109 OWNER EMAIL ADDRESS: josh_woodbury@woodburycorp.com		PHONE NO.: (801) 485-7770
APPLICANT: George Pasquel III ADDRESS: 2525 East Arizona Biltmore Circle, A-212 Phoenix AZ 85016 APPLICANT EMAIL ADDRESS: george@witheymorris.com		PHONE NO.: (602) 230-0600
REPRESENTATIVE: George Pasquel III ADDRESS: 2525 East Arizona Biltmore Circle, A-212 Phoenix AZ 85016 REPRESENTATIVE EMAIL ADDRESS: george@witheymorris.com		PHONE NO.: (602) 230-0600 FAX NO.:

An applicant may receive a clarification from the city of its interpretation or application of a statute, ordinance, code or authorized substantive policy statement. To request clarification or to obtain further information on the application process and applicable review time frames, please call 602-262-7131 (option 6), email zoning.mailbox@phoenix.gov or visit our website at <http://phoenix.gov/pdd/licensetimes.html>.

I declare that all information submitted is true and correct to the best of my knowledge and belief. I acknowledge that any error in my application may be cause for changing its normal scheduling.

SIGNATURE: 

DATE: 5/11/2022

POST APPLICATION MEETING DATE:

Zoning Hearing Officer
Planning Commission
City Council

FEE	FEE WAIVED	FEE DATE	RECEIPT	PURPOSE
\$4,830.00	\$0.00	5/11/2022		Original Filing Fee

(Additional Properties Attached)

APN #215-57-184N

