



## City of Phoenix

**To:** Mayor and City Council Members

**Date:** July 6, 2011

**From:** Alan Stephenson  
Principal Planner   
Planning and Development Department

**Subject:** ITEM 3 ON THE JULY 6, 2011 RECESSED AGENDA: REZONING APPLICATION Z-11-10-3- NORTHWEST CORNER OF GREENWAY PARKWAY AND CAVE CREEK ROAD.

This memo provide information on a revised narrative for this case, two support letters and one opposition petition signature for two parcels. The Planning Commission recommended approval of a revised narrative date stamped May 25, 2011. This narrative made minimal technical corrections to reflect continuation of existing standards and agreements between staff and the applicant. The following changes were made:

1. G. Development Standards Table (page 10)
  - a. Landscape Standards for Parking Areas amended to reflect one island per parking row. (This was amended for clarification of existing parking space count).
  - b. Parking Stall Size added to reflect existing parking stall size. (This was added for clarification on existing parking stall size)
  - c. Parking Lot Drive Aisle added to reflect existing drive aisle width. (This was added for clarification on existing drive aisle width)
  - d. Shade Standards amended to reflect only private walkways. (This was a City requested deletion of the word "public")
2. 1. Comparative Development Standards (page 16)
  - a. Parking Stall Size added to reflect existing parking stall size. (This was added for clarification on existing parking stall)
  - b. Parking Lot Drive Aisle added to reflect existing drive aisle width. (This was added for clarification on existing drive aisle width)
3. Site plan (Exhibit 11) revision to depict existing parking stalls accurately. (This was a clarification – small planter on north end was removed in order to keep parking count as it exists today)
4. Landscape plan (Exhibit 13) revision to depict existing parking stalls accurately. (Same as above)

5. Elevation (Exhibit 12) revision to accurately reflect landscape.(The Elevation had conceptual trees shown – it was edited to directly reflect the trees shown on the landscape plan).

Staff recommends approval per the below stipulations and adoption of the related Ordinance.

1. An updated Development Narrative for the Cave Creek and Greenway Village PUD reflecting the changes approved through this request shall be submitted to the Planning and Development Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent the Development Narrative date stamped May 25, 2011, as modified by the following stipulation.
2. The development shall be in general conformance to the elevations included in the Development Narrative date stamped May 25, 2011.

**CITY OF PHOENIX**

**MAY 25 2011**

**PLANNING DEPT.  
2nd fl. RECEPTION**

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**Cave Creek and Greenway Village**

**16026 North Cave Creek Road**

**Planned Unit Development  
Development Narrative**

**Z- 10 -11 - 3**

**Submitted: March 25, 2011  
Re-Submitted: April 27, 2011  
Final Submittal: May 25, 2011**

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A Planned Unit Development (PUD) is intended to be a stand-alone document of zoning regulations for a particular project. Provisions not specifically regulated by the PUD are governed by the zoning ordinance. A PUD may include substantial background information to help illustrate the intent of the development. The purpose and intent statements are not requirements that will be enforced by the City. The PUD only modifies zoning ordinance regulations and does not modify other City Codes or requirements. Additional public hearings may be necessary such as, but not limited to, right of way abandonment.

## **PRINCIPALS AND DEVELOPMENT TEAM**

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**PROPERTY OWNER / DEVELOPER:**

Howard Taylor  
Arizona Gold Exchange  
9017 North Cave Creek Road  
Phoenix, AZ 85020  
PHONE: 480.628.8423  
EMAIL: howard@arizonagoldexchange.com

**APPLICANT/REPRESENTATIVE:**

Jason Morris/Michelle Santoro  
Withey Morris, PLC  
2525 East Arizona Biltmore Circle  
Suite A-212  
Phoenix, AZ 85016  
PHONE: 602.230.0600  
FAX: 602.212.1787  
EMAIL: michelle@witheymorris.com

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- H. Design Guidelines
- I. Signs
- J. Sustainability
- K. Infrastructure
- L. Phasing Plan

## **LIST OF EXHIBITS**

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1. Comparative Zoning Standards Table
2. Legal Description
3. Area Vicinity Map
4. Aerial Map
5. Parcel Map
6. Existing Zoning Map
7. Context Plan and Photographs
8. General Plan Map
9. Proposed Zoning Map
10. Land Use Plan
11. Conceptual Site Plan
12. Conceptual Elevations
13. Conceptual Landscape Plan

## **A. PURPOSE AND INTENT**

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The Cave Creek and Greenway Village PUD property is currently zoned C-2 and is an existing commercial shopping center located at the northwest corner of Cave Creek Road and Greenway Parkway (the "Property"). The Property fronts Cave Creek Road, was built in the mid 1980s and is mostly vacant except for a smoke shop and plumbing supply store. There are a total of five vacant shop spaces that have struggled to maintain tenants. The Property is approximately .986 gross acres.

The strategic vision for the Cave Creek and Greenway Village is to create economic revitalization in the community in a true village concept. The Property Owner expects to attract new businesses including an urban-style restaurant/market. Other potential uses include a coffee shop, boutique retail store, Arizona Gold Exchange and service-oriented amenity shops.

The redevelopment and re-tenant of the Property will provide substantial benefits to the area and its residents. It will provide an attractive and safe retail and service amenity. It will potentially increase property values and spur new redevelopment in the immediate vicinity. It will fill vacant space which reduces blight, graffiti, and property crimes. This is the ideal use and redevelopment project for this Property. Redevelopment of the Property includes a face lift to the existing 1980's façade and upgraded landscaping along the streetscapes and within the interior parking lot.

## **B. LAND USE PLAN**

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This .986 gross net acre site is a small infill parcel. The site is developed and has existed in its current condition for many years. A mixture of retail, restaurant and service uses are proposed on site.

## **C. SITE CONDITIONS AND LOCATION**

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**ACREAGE:** .986 gross acres

**LOCATION:** The Property is located at the northwest corner of Cave Creek Road and Greenway Parkway.

**EXISTING ZONING:** The Property is currently zoned C-2.

**TOPOGRAPHY & NATURAL FEATURES:** There are no topographical or natural features on the Property. The Property has been developed as a commercial center since the mid 1980's.



## D. GENERAL PLAN CONFORMANCE

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Urban Form: Goal 1: Ensure that neighborhoods have reasonable access to basic neighborhood support services.

*By redeveloping and upgrading the Property the neighborhood will have access to convenient and upscale retail services.*

Growth Element: Goal 1: Maintain a high quality of life and economically healthy community.

*The rezoning, tenant improvements, and leasing of the property will encourage quality jobs and an economically healthy community.*

Land Use Element: Goal 3: Infill: Vacant and underdeveloped land in the older parts of the city should be developed or redeveloped in a manner that is compatible with viable existing development and the long term character and goals for the area.

*The property is currently underdeveloped. The proposed site plan is compatible and complimentary to the surrounding character of the neighborhood. The redevelopment of the Property will enhance the community and will hopefully spur further redevelopment along the Cave Creek corridor.*

## **E. ZONING AND LAND USE COMPATIBILITY**

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The Property is currently zoned C-2, and developed with an existing commercial shopping center. The Property is surrounded by a number of existing commercial uses including automotive repair, a restaurant, and a marine store. The Property is also located adjacent to vacant land zoned C-2 across the street. A large portion of the shopping center is currently vacant and unoccupied, which highlights the need for redevelopment of the Property.

The closest residential use is behind the Property, separated by 40' of pavement, alleyway, and an 8' wall which buffers the adjacent residents and prohibits any direct access to the center. The residential areas have no direct access to the shopping center and would require an indirect route through the residential neighborhood before accessing Cave Creek Road and the Property. There are no other residential uses to the north, east, or south.

## **F. LIST OF USES**

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### **A. Permitted Uses**

- a. All uses permitted in the C-2 zoning district with the exception to those uses prohibited under D. below.
- b. Pawn Shop

### **B. Temporary Uses**

- a. As outlined in Temporary Uses section of the Zoning Ordinance.

### **C. Accessory Uses**

- a. As outlined in the C-2 section of the Zoning Ordinance.

### **D. Prohibited Uses**

- a. Adult Bookstore
- b. Adult Novelty Store
- c. Adult Theatre
- d. Adult Live Entertainment Establishment
- e. Erotic Dance or Performance Studio
- f. Tattoo Parlor
- g. Residential

## G. DEVELOPMENT STANDARDS

<b>Development Standards</b>	<b>PUD</b>
Density	N/A
Minimum Gross Lot Area	N/A
Building setbacks	Adjacent to Streets: 25 feet
	Adjacent to Commercial: 0 feet
Building separation	Per Building Code
Building height	Maximum 25 feet
Lot Coverage	Maximum 50%

<b>Landscape Standards</b>	<b>PUD</b>
Adjacent to Cave Creek	10' minimum setback
Adjacent to Greenway Parkway	0' landscape setback
Adjacent to alleyway	0' landscape setback
Adjacent to commercial property	0' landscape setback
Parking Areas	1 island located at one end of each parking aisle for a total of 2 islands. Minimum 5' in width measured from inside curb.
<b>Minimum Planting Size</b>	
Trees	Min. 3-inch caliper or multi-trunk tree (50% of required trees)
	Min. 4-inch caliper or multi-trunk tree (50% of required trees)
	1 tree per 20' on center or equivalent groupings
Shrubs	Min. five (5) 5-gallon shrubs per tree

<b>Parking Standards</b>	<b>PUD</b>
Retail/Restaurant/Public Assembly	1 space per 400 SF
Parking Stall Size	8.5' x 17' along building; 8.5" x 16' along Cave Creek Road
Parking Lot Drive Aisle	24'

<b>Shade Standards</b>	<b>PUD</b>
	A minimum 50% shade of all private walkways by means of vegetation or shade structure shall be provided. The percentage of shade is measured at summer solstice at noon. Building overhangs and canopies shall be implemented to shade pedestrians and promote a walkable environment.

<b>Lighting Standards</b>	<b>PUD</b>
	Exterior lighting will be oriented downward and fully shielded adjacent to residential uses. Flat or recessed lenses are required. Photometric Plans shall be submitted with site plan review. The value of light foot candles at property lines can not exceed 1.0 foot candle and the interior can not exceed 4.0 foot candle.

## **H. DESIGN GUIDELINES**

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Design Guidelines are to be in general compliance with Section 507 Tab A., Guidelines for Design Review, of the Phoenix Zoning Ordinance.

In addition, the proposed elevations will be re-coated with a light to medium sand texture stucco and painted with a light sage green color. The shade canopy columns will be an aged brick veneer with a concrete cap. The existing Glu-Lam beam will be sandblasted and sealed with a transparent stain while the existing tile will be removed and replaced with either a rusted steel or pre-finished standing seam metal roof. Additionally, a new anchor store parapet will be constructed at the south east corner of the building and will be the Arizona Gold Exchange store location.

## **I. SIGNS**

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Refer to Section 705 of the City of Phoenix Zoning Ordinance for Sign Standards.

## **J. SUSTAINABILITY**

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The Cave Creek Greenway Village PUD is an adaptive reuse project. The existing building will be rehabilitated through an exterior façade renovation and individual tenant improvements. Additionally desert landscaping will enhance the streetscape, creating shade for the pedestrian.

A minimum 50% shade of all private walkways by means of vegetation or shade structure shall be provided. The percentage of shade is measured at summer solstice at noon. Building overhangs and canopies shall be implemented to shade pedestrians and promote a walkable environment.

## **K. INFRASTRUCTURE**

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### **Circulation**

The Property is currently accessed by Cave Creek Road and Greenway Parkway, both major arterials roadways. There is one existing curb cut on Cave Creek Road that will remain. There are two existing curb cuts on Greenway Road that will remain.

### **Grading and Drainage**

The existing grading and drainage patterns will remain as they exist currently.

### **Water and Sewer**

The existing water and sewer servicing the Property is serviced by the City of Phoenix within Cave Creek Road.



# 1. COMPARITIVE DEVELOPMENT STANDARDS

<b>Development Standards</b>	<b>C-2</b>	<b>PUD</b>
<b>Density</b>	N/A	N/A
<b>Minimum Gross Lot Area</b>	N/A	N/A
<b>Building setbacks</b>	Adjacent to Streets: Average 25 feet / 20 minimum feet  Not Adjacent to Streets : Residential: 25 feet Commercial: 0 feet	Adjacent to Streets: 25 feet  Adjacent to Commercial: 0 feet
<b>Landscape setback</b>	Adjacent to Streets: Average 25 feet / 20 minimum feet  Not Adjacent to Streets : Residential: 10 feet Commercial: 0 feet	Adjacent to Cave Creek: 10 feet  Adjacent to Commercial: 0 feet  Adjacent to Greenway: 0 feet  Adjacent to Alleyway: 0 feet
<b>Building separation</b>	Per Building Code	Per Building Code
<b>Building height</b>	Maximum 25 feet	Maximum 25 feet
<b>Lot Coverage</b>	Maximum 50%	Maximum 50%
<b>Parking</b>		
Retail Uses	1 space per 300 SF	1 space per 400 SF
Restaurant Uses	1 space per 50 SF	1 space per 400 SF
<b>Parking Stall</b>	9.5' x 18'	8.5' x 16' minimum
<b>Parking Lot Drive Aisle</b>	26'	24'

LEGAL DESCRIPTION  
APN 214-41-004-P  
PHOENIX , ARIZONA

DATE 03-23-11  
JOB NO.2011-042  
PAGE 1 of 1

A PARCEL OF LAND LOCATED IN THE SOUTHEAST QUARTER OF SECTION 3, TOWNSHIP 3 NORTH, RANGE 3 EAST, OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA, BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE EAST QUARTER CORNER OF SAID SECTION 3, FROM WHICH THE SOUTHEAST CORNER OF SAID SECTION 3 BEARS SOUTH 00 DEGREES 54 MINUTES 15 SECONDS EAST A DISTANCE OF 2586.19 FEET;

THENCE SOUTH 00 DEGREES 54 MINUTES 15 SECONDS EAST, ALONG THE EAST LINE OF THE SOUTHEAST QUARTER OF SAID SECTION 3, A DISTANCE OF 279.82 FEET;

THENCE SOUTH 89 DEGREES 05 MINUTES 45 SECONDS WEST, LEAVING SAID EAST LINE, A DISTANCE OF 55.00 FEET TO A POINT ON THE WESTERLY RIGHT OF WAY OF CAVE CREEK ROAD AND THE POINT OF BEGINNING OF THE PARCEL HEREIN DESCRIBED;

THENCE SOUTH 00 DEGREES 54 MINUTES 15 SECONDS EAST, ALONG SAID WESTERLY RIGHT OF WAY, A DISTANCE OF 170.35 FEET;

THENCE SOUTH 51 DEGREES 37 MINUTES 18 SECONDS WEST, LEAVING SAID WESTERLY RIGHT OF WAY, A DISTANCE OF 36.50 FEET TO A POINT ON A LINE LYING 190' NORTHERLY OF AND PARALLEL TO THE EASTERLY PROLONGATION OF THE SOUTHERLY LINE OF TRACT "D" OF MOUNTAIN VISTA UNIT ONE ACCORDING TO BOOK 179 OF MAPS, PAGE 12 RECORDS OF MARICOPA COUNTY, ARIZONA;

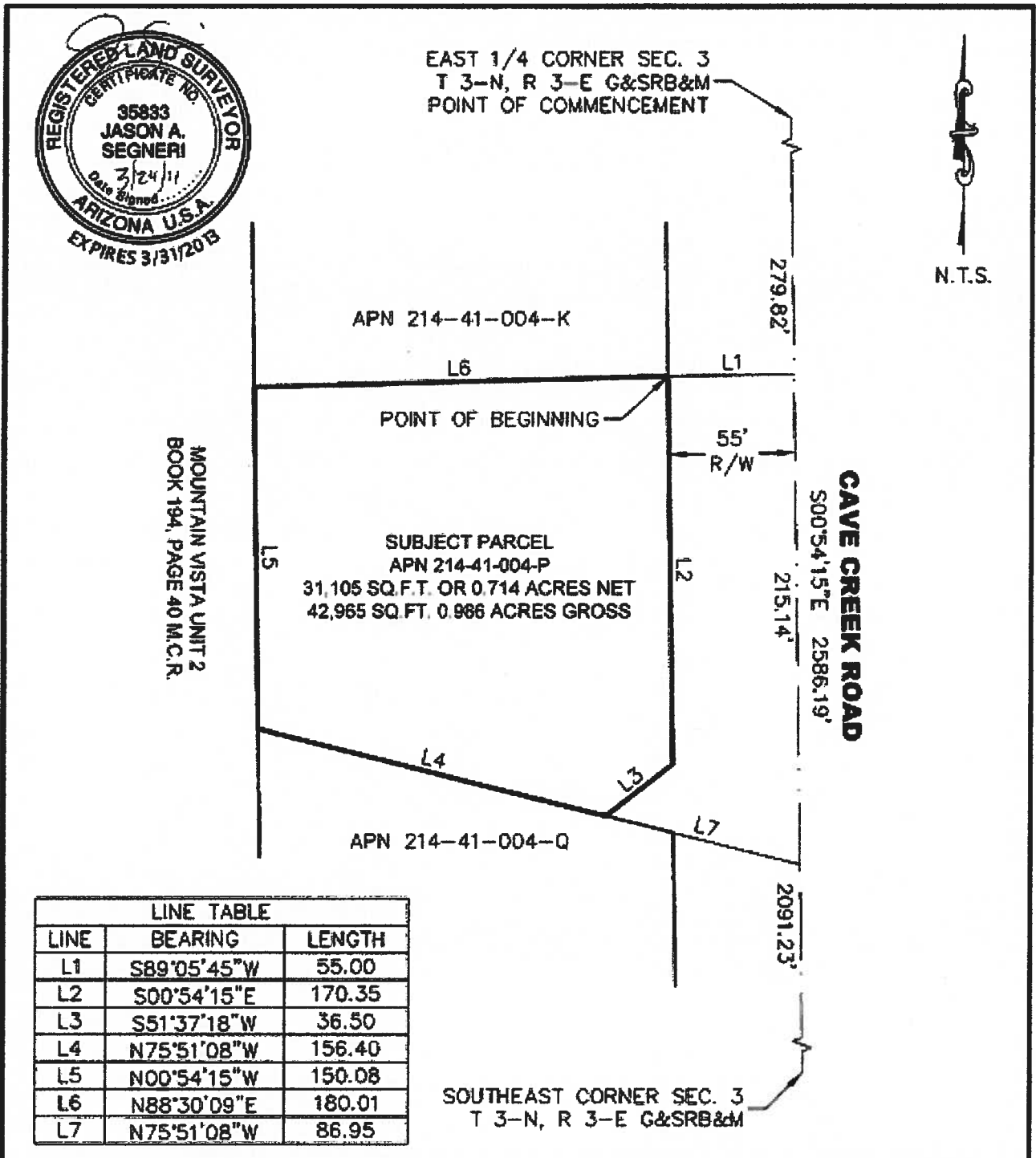
THENCE NORTH 75 DEGREES 51 MINUTES 08 SECONDS WEST, ALONG SAID PARALLEL LINE, A DISTANCE OF 156.40 FEET TO A POINT ON THE EAST LINE OF MOUNTAIN VISTA UNIT TWO ACCORDING TO BOOK 196 OF MAPS, PAGE 40 RECORDS OF MARICOPA COUNTY, ARIZONA;

THENCE NORTH 00 DEGREES 54 MINUTES 15 SECONDS WEST, LEAVING SAID PARALLEL LINE AND ALONG SAID EAST LINE OF MOUNTAIN VISTA UNIT TWO, A DISTANCE OF 150.08 FEET TO A POINT ON THE SOUTH LINE OF THE NORTH 250 FEET OF THE PARCEL OF LAND DESCRIBED IN DOC. NO. 1988-116080 RECORDS OF MARICOPA COUNTY, ARIZONA;

THENCE NORTH 88 DEGREES 30 MINUTES 09 SECONDS EAST, LEAVING SAID EAST LINE OF MOUNTAIN VISTA UNIT TWO AND ALONG SAID SOUTH LINE OF THE NORTH 250 FEET OF THE PARCEL OF LAND DESCRIBED IN DOC. NO. 1988-116080 A DISTANCE OF 180.01 FEET TO THE POINT OF BEGINNING OF THE PARCEL HEREIN DESCRIBED.

SAID PARCEL CONTAINS 31,105 SQUARE FEET OR 0.714 ACRES NET OR 42,965 SQUARE FEET OR 0.988 ACRES GROSS, MORE OR LESS.





LINE TABLE		
LINE	BEARING	LENGTH
L1	S89°05'45"W	55.00
L2	S00°54'15"E	170.35
L3	S51°37'18"W	36.50
L4	N75°51'08"W	156.40
L5	N00°54'15"W	150.08
L6	N88°30'09"E	180.01
L7	N75°51'08"W	86.95

**SIG**  
**SURVEY INNOVATION**  
**GROUP, INC**

**APN 214-41-004-P**  
**PHOENIX, ARIZONA**

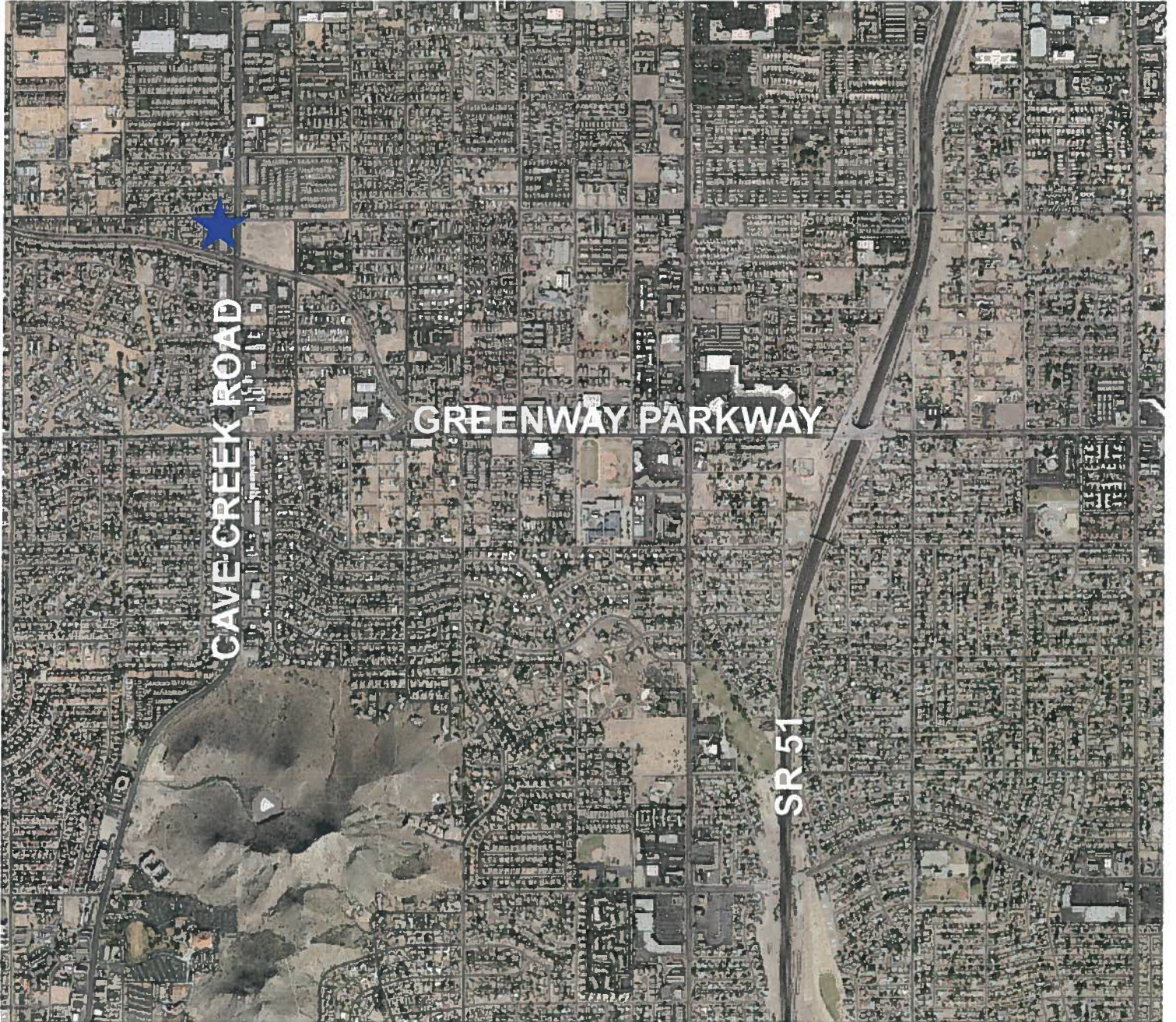
Ph (480) 922 0780 *Land Surveying Services* Fx (480) 922 0781  
 16414 N. 91st STREET, STE #102, SCOTTSDALE, AZ 85260

JOB#2011-042	DWG: 2011-042 LEGAL	DATE: 03/23/11
SCALE: N.T.S.	DRAWN: RMH	CHK: JAS
		SHEET: 1 OF 1



### 3. AREA VICINITY MAP

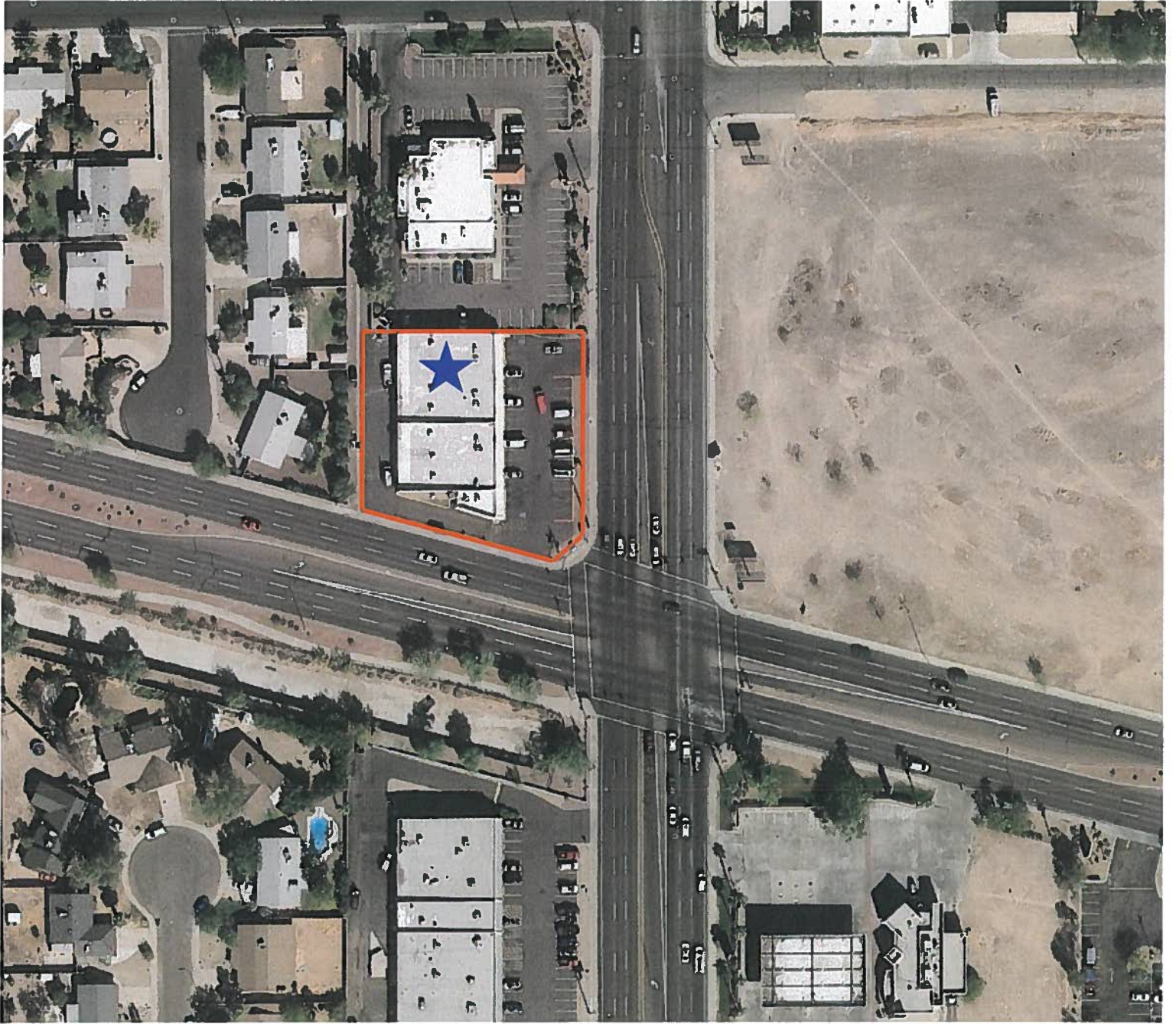
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 SITE

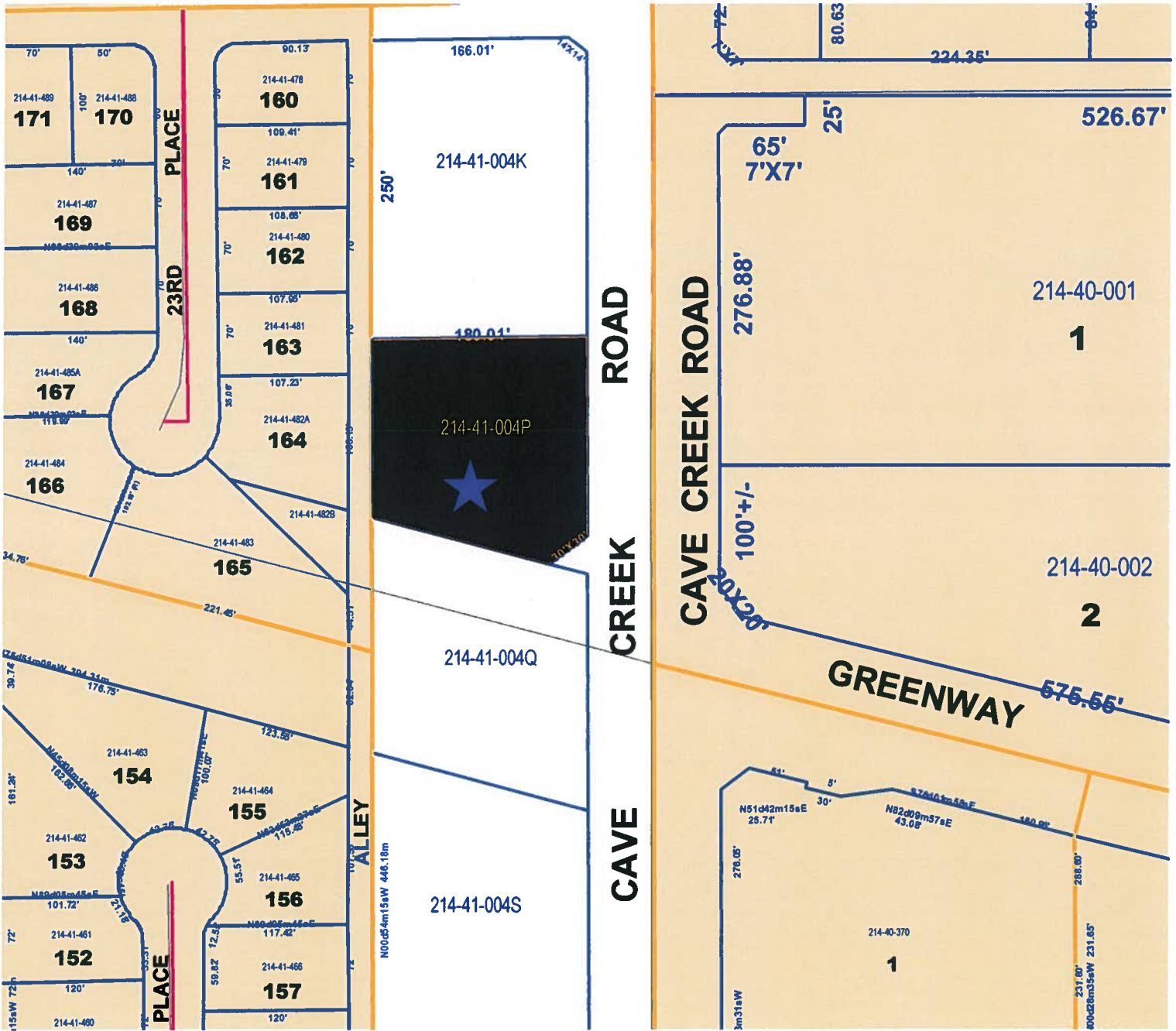


# 4. AERIAL MAP



 SITE

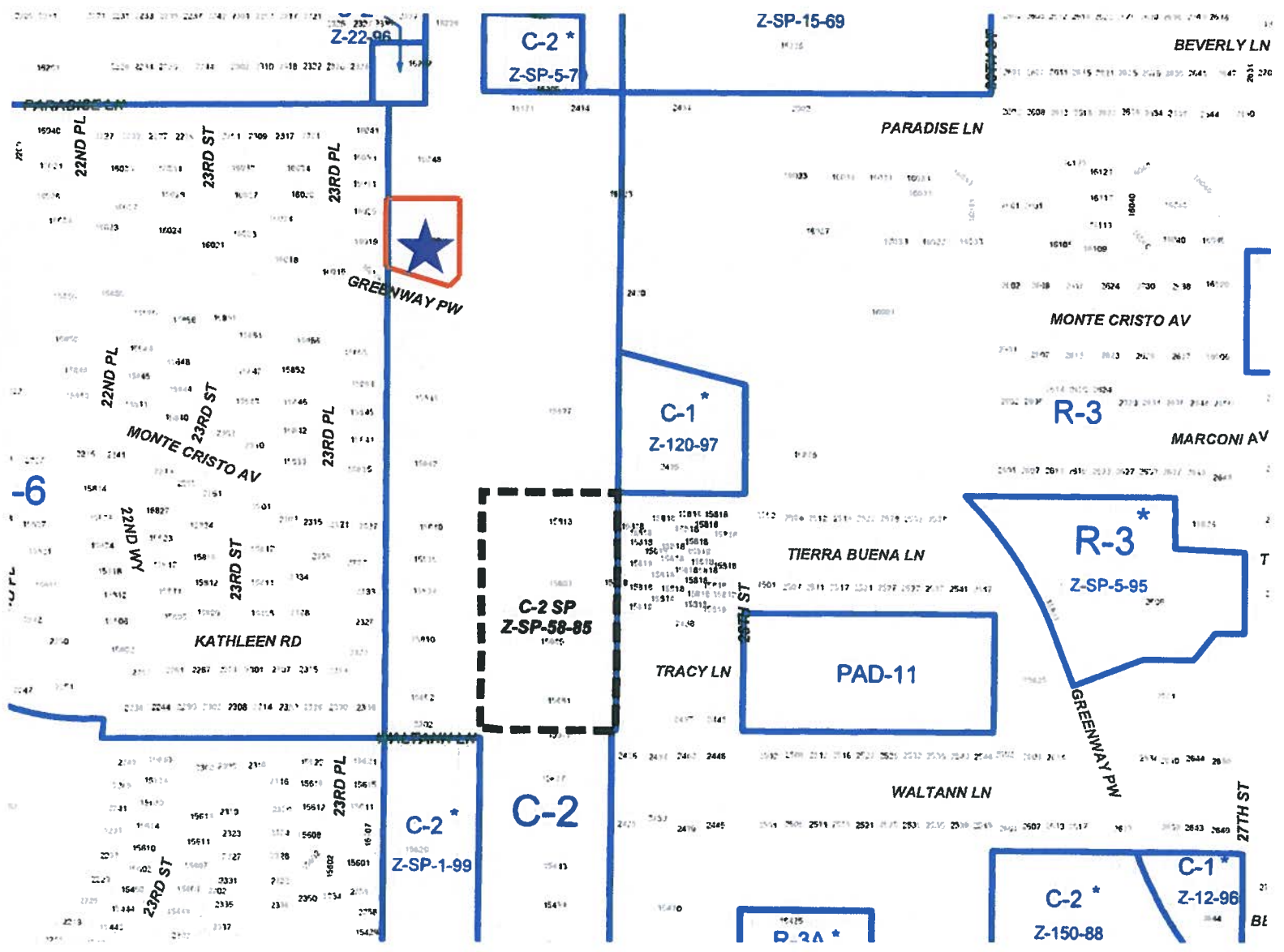
# 5. PARCEL MAP



 SITE



# 6. EXISTING ZONING MAP



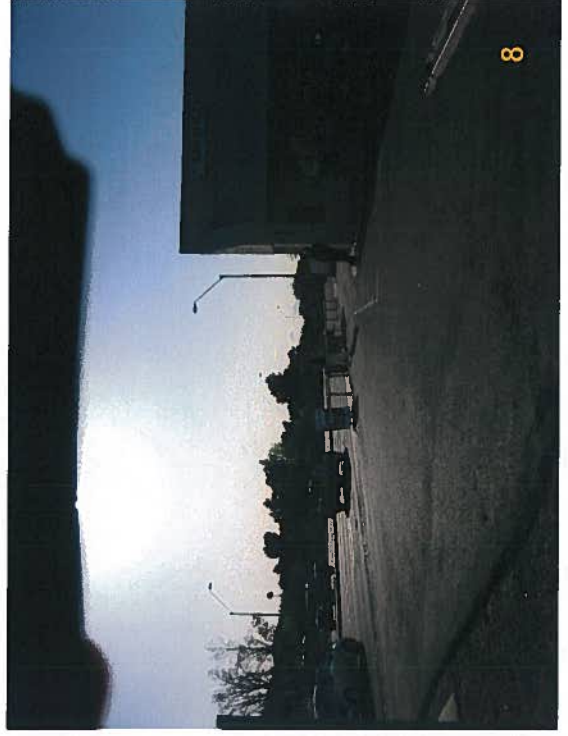
 **SITE**







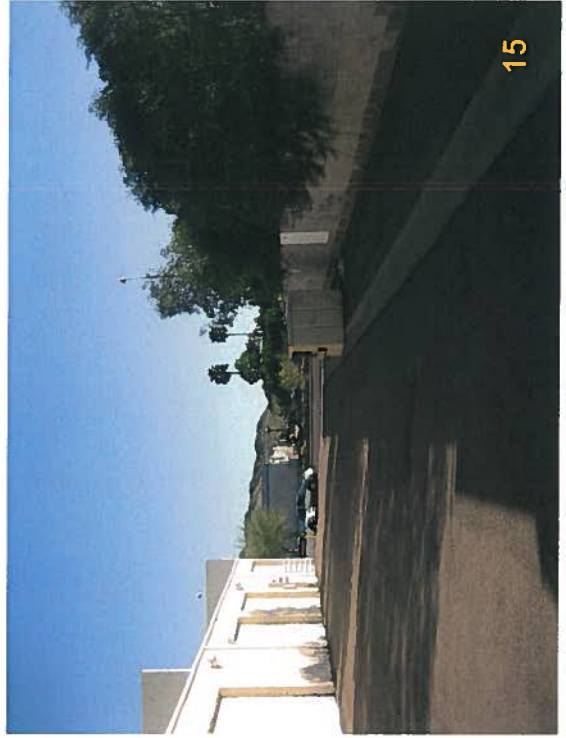
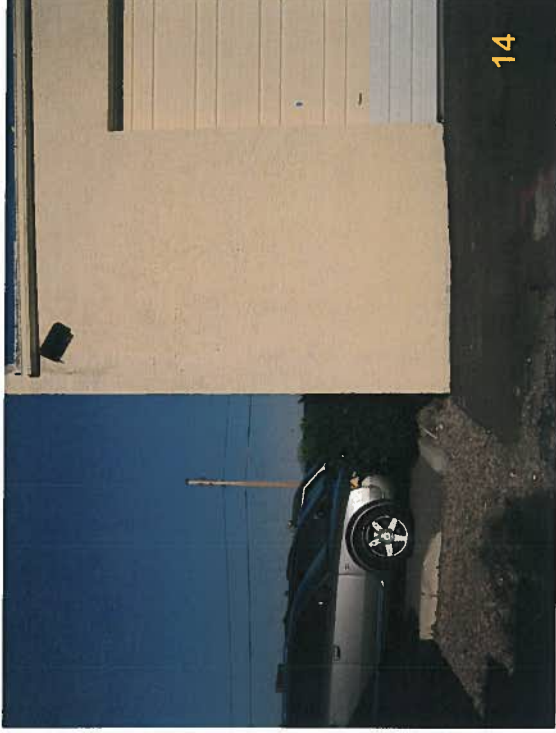
# 7. CONTEXT PLAN AND PHOTOGRAPHS





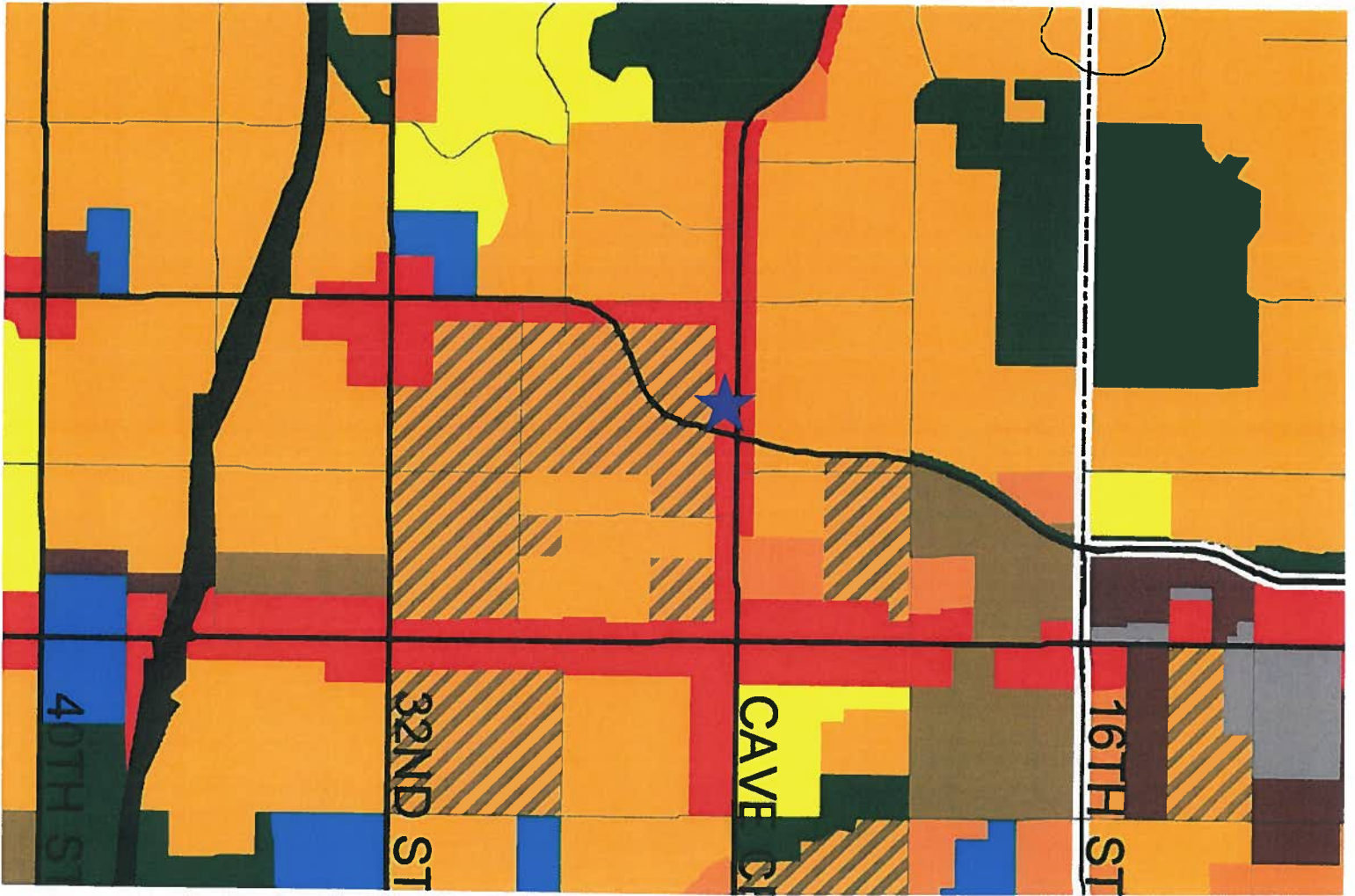


# 7. CONTEXT PLAN AND PHOTOGRAPHS





# 8. GENERAL PLAN MAP



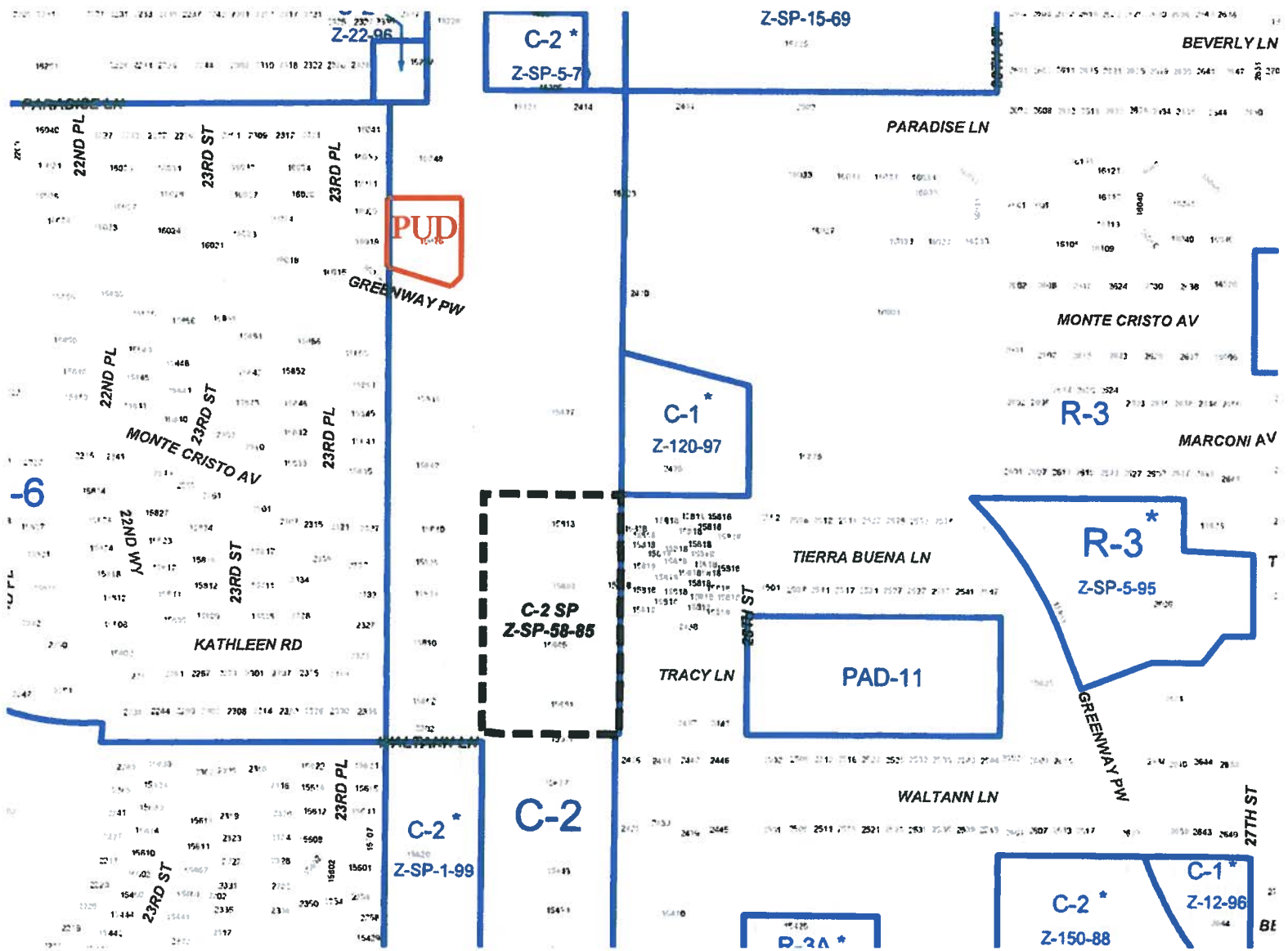
## LEGEND

### LAND USE

- 0 to 1 du/acre - Large Lot
  - 1 to 2 du/acre - Large Lot
  - 2 to 3.5 du/acre - Traditional Lot
  - 3.5 to 5 du/acre - Traditional Lot
  - 5 to 10 du/acre - Traditional Lot
  - 10 to 15 du/acre - Higher density attached townhouses, condos, or apartments
  - 15+ du/acre - Higher density attached townhouses, condos, or apartments
  - Parks/Open Space - Publicly Owned
  - Parks/Open Space - Privately Owned
  - Future Parks/Open Space or 1 du/acre
  - Mixed Use Agricultural
  - Nurseries/Flower Gardens with alternative 3.5 to 5 du/acre
  - Commercial
  - Mixed Use (MU)
  - Mixed Use (Areas C, D and Northwest Area only)
  - Industrial
  - Commerce / Business Park
  - Public/Quasi-Public
  - Floodplain
  - Undesignated Area
- NOTES:**  
 Movement within large lot, traditional lot and higher density residential categories does not require a General Plan amendment.
- Proposed Park in Area
  - Proposed School in Area
  - Resort (See NOTES: below)
  - Density Cap
  - Density Cap Limit

SITE

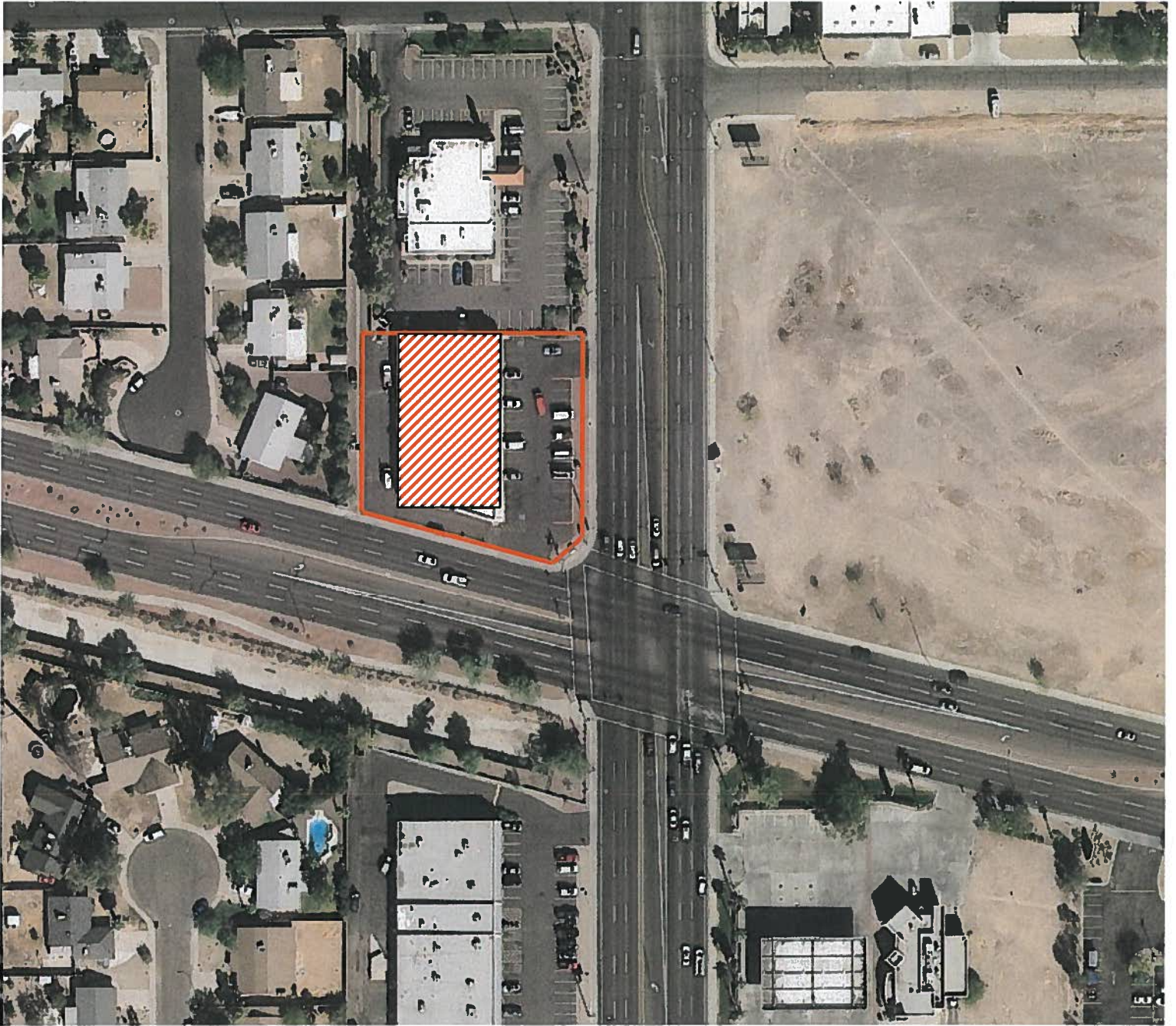
# 9. PROPOSED ZONING MAP





# 10. LAND USE PLAN

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**COMMERICAL  
RETAIL  
RESTAURANT  
SERVICE**

# conceptual site plan

cave creek rd & greenway pkwy

R1-6  
107.85'

214-41-461

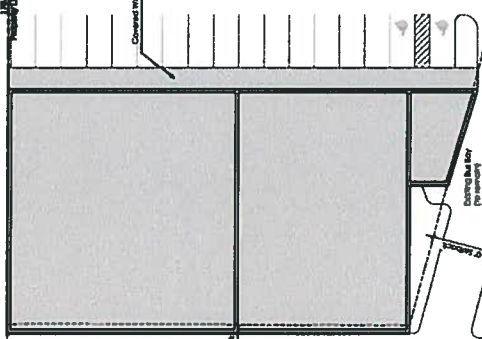
R1-6  
463

107.25'

214-41-462A

164  
R1-6

C-2



Cave Creek Road

Greenway Parkway

214-41-004Q

C-2

C-2  
C-2

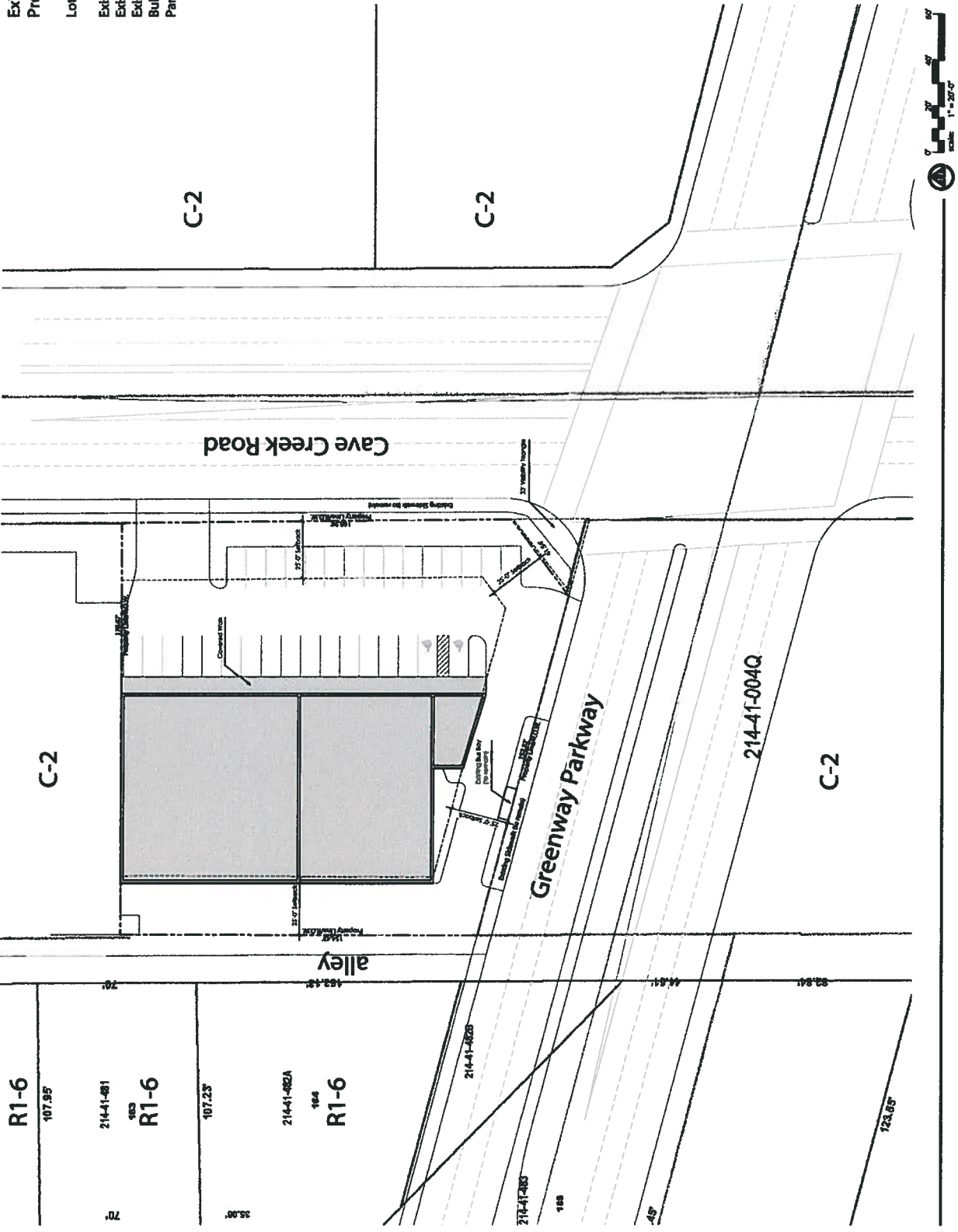
Existing Zoning: C-2  
Proposed Zoning: PUD

Lot Area: 32,410 sq.ft.  
0.74 AC.

Existing Building Area: 11,298 sq.ft.  
Existing FAR: 0.35

Existing Lot Coverage: 34.9%  
Building Ht.: 25' Max.

Parking: 1 space/400 sq.ft.  
32 spaces  
(2 accessible)



4028 N. 45th Street  
Phoenix, AZ 85018  
P | 602.400.3231  
F | 602.411.3068  
www.suiteaz.com

cave creek rd  
& greenway  
pkwy  
16026 n cave cre  
phoenix, az 8503



preliminary  
not for construction

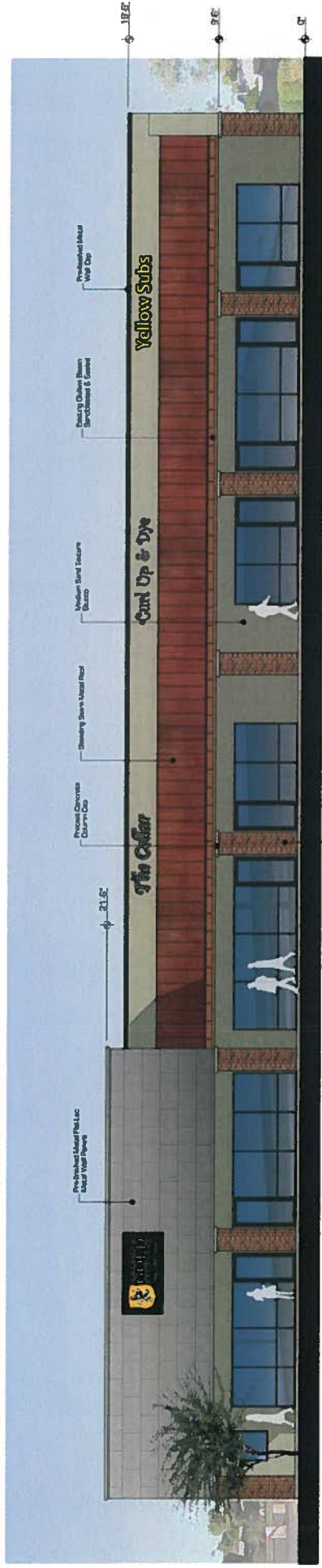
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214-41-461	214-41-462	214-41-463	214-41-464	214-41-465

DATE: 02.25.2011  
DRAWN BY: [Signature]  
CHECKED BY: [Signature]  
SCALE: 1" = 200'-0"

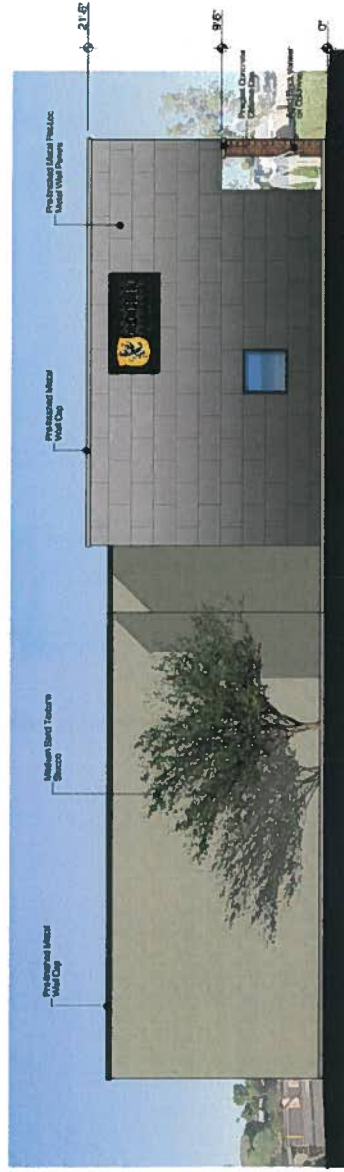




# 12. CONCEPTUAL ELEVATIONS








**East Elevation**



**South Elevation**



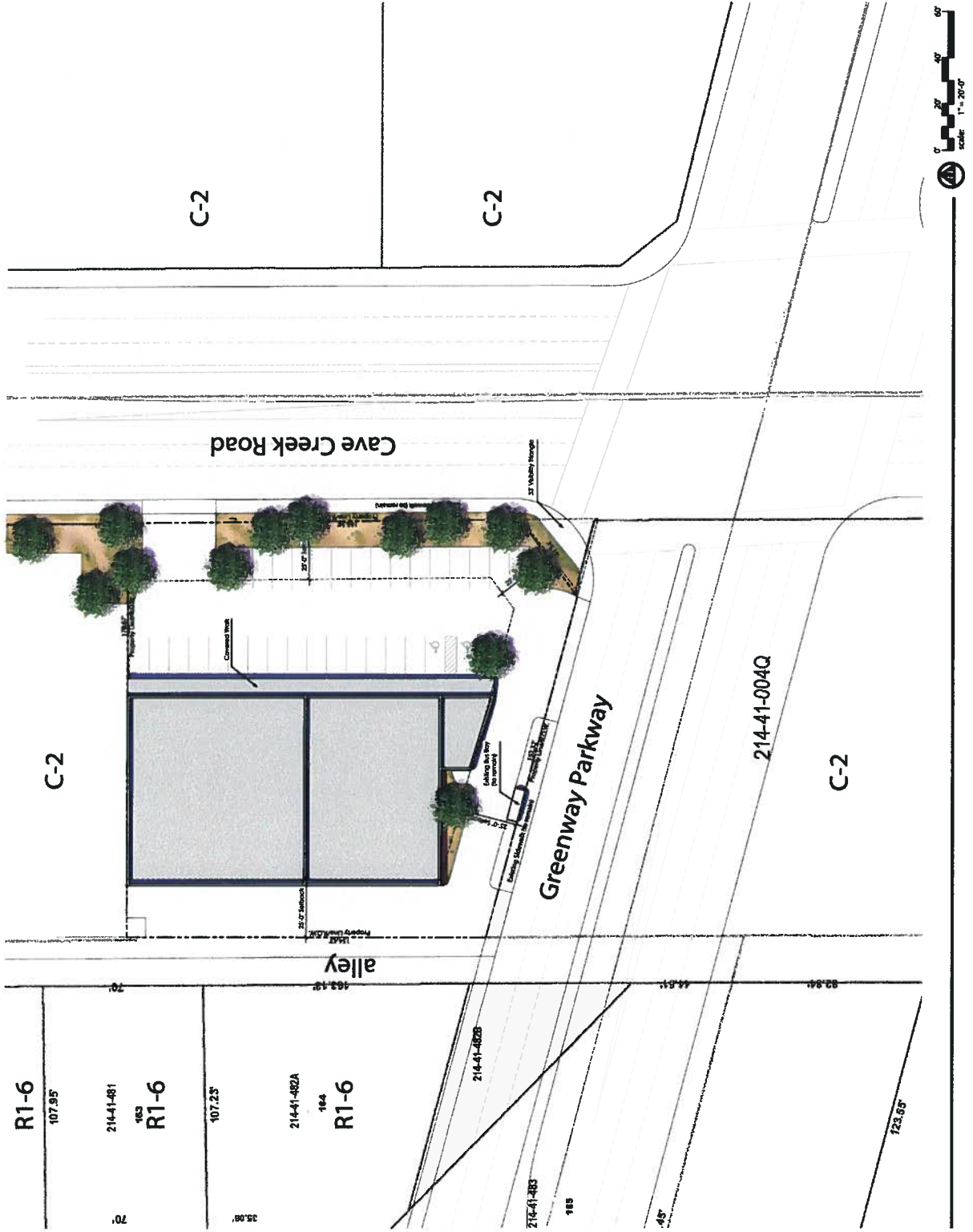
## MATERIAL LEGEND

	<b>STANDING SEAM METAL ROOF</b> RUSTED FINISH
	<b>ALTERNATE MANUFACTURER</b> FREESTONE UNGLAZED-LIC3 CHARCOAL GRAY SR COLOR: E84 SR 39 CHARACTERISTICS: R20 E84 SR 39
	<b>METAL WALL PANELS</b> FREESTONE UNGLAZED MANUFACTURER: R.W. FLAT LOCK WALL PANELS COLOR: CHARCOAL GRAY SR CHARACTERISTICS: R20 E84 SR 39
	<b>STUCCO</b> TEXTURE: DUNE EDWARDS FINISH COLOR: MEDIUM SAND TONES CHARACTERISTICS: URY43
	<b>BRICK VENEER</b> MANUFACTURER: OROVADO STONE COLOR: SPECIAL USED BRICK CHARACTERISTICS: 50% TREROCKA 2-1/2" x 8"

13.

# conceptual landscape plan

cave creek rd & greenway pkwy



**suite**  
landscape group

4028 n 45th street  
phoenix, az 85018  
P 602.480.5531  
F 602.480.5531  
www.suitelandscape.com

cave creek rd  
& greenway  
pkwy

16026 n cave creek rd  
phoenix, az 85032



preliminary  
not for construction  
use

revision	date	description
1	06.06.10	initial design
2	06.06.10	revisions
3	06.06.10	revisions
4	06.06.10	revisions
5	06.06.10	revisions

DATE: 05.25.2011  
PROJECT: Cave Creek Rd & Greenway Pkwy  
DRAWN BY: [Name]  
CHECKED BY: [Name]  
SCALE: 1"=20'-0"



My name is Wayne Battle and my family and I live at 16025 North 23<sup>rd</sup> Place in Phoenix.

On my street our neighbors have been here awhile which tends to be abnormal in the transient society we live in today. Most of us bought our homes here in the 90's and recent purchases reflect both the economic growth and the recession of the last decade.

Like most neighborhoods ours has always mirrored the state of the economy, when our home values were 45% more as they were in 2006 we noticed improvements in both the residential and commercial areas of North Phoenix. With an increased sense of worth it could have inspired a stronger community. Unfortunately that period of growth was short lived.

In the last few years we've seen several businesses close, foreclosed homes in our neighborhood and graffiti on community walls, signs and structures. Trash is left in alleyways and buildings have fallen into dis-repair.

Although I believe my community has not reached a level of disparity that we could call blight, I wonder how many more dominos have to fall before we arrive there.

There is however some plans for improvement in my area that I was unaware of until recently.

My district leader Bill Gates has certainly chosen an uphill battle to fight. The goals he has set before himself and his team are economic development, fighting blight and improving public safety.

Projects that I've heard about are revitalization efforts in the 32<sup>nd</sup> Street and Cave Creek corridors as well as the Mosaic Mile. Recently I've seen the improvements as I travel through the North Central and Dunlap neighborhood of Sunny Slope. Sunny Slope's Art Walk, A Taste of Sunny Slope and a Mid-Century Home Tour are all signs of revitalization and an inspired community.

I believe that sense of community is also possible in the corridors I mentioned earlier.

Howard Taylor shared with me his hopes for the purchase and improvement of the building located at 16026 North Cave Creek Road. I can say that I was initially skeptical and greatly concerned with a business with a pawn license in such close proximity to my home. My initial thoughts were to challenge it.

Howard did something that was rare today for business owners. He took the time to meet with me and a few neighbors who would be impacted by his business. He shared with us his plans for both his store and future tenants in the building. He was concerned about how we felt, our questions, misgivings and tried to answer them as well as he could. He invited us to look at his current stores and talked about his community involvement with the council, the neighborhoods and local law enforcement.

Howard's store was unlike what I knew a business with a pawn license to look like. It's more a high end jewelry store than the traditional pawn shop. His store front on 7<sup>th</sup> Street/Dunlap is clean and a welcome addition I'm sure to the area.

So in this economy i find myself doing something i wouldn't believe i would have done just 5 years ago. It's something I'm sure every business owner and District Council Representative has done in the last couple of years. Make a decision and wager on the success of a business, and a community.

My wager is to support Howard Taylor's petition for a variance today.

Thank you,

Forrest W. Battle

March 3, 2011

**From:** Doug Banfelder <[bikeguy46@hotmail.com](mailto:bikeguy46@hotmail.com)>

**Date:** June 30, 2011 10:47:25 AM PDT

**To:** <[pbarnes32@cox.net](mailto:pbarnes32@cox.net)>

**Subject:** Cave Creek Rd - PUD application

Mr. Barnes:

Hello, my name is Doug Banfelder, and I live in the Aire Libre neighborhood in N Phoenix.

I'm writing you today about a PUD request by Arizona Gold Exchange, along Cave Creek Rd. As I understand it, an opponent of this project has contacted you in your capacity as part of the neighborhood organization you and Ann Malone have. I also know you by reputation for your long history of supporting communities, and thank you for that.

I am also a neighborhood advocate and live in the affected area. For the record, I am enthusiastically supporting applicant Howard Taylor's project. Cave Creek Road is starved for redevelopment, and we have far too few involved, community-minded business owners willing to invest in their properties. Taylor is an active member of both the Sunnyslope Village Alliance and also the "Mosiatic Mile" subcommittee of Keenan Strand's Northeast Phoenix Neighborhood Action Alliance.

Some in our area say "we don't need another pawn shop" and I wholeheartedly agree; I vigorously fought (unsuccessfully, alas) the Max-It pawn shop at the NW corner of Cave Creek and Bell Rds approximately two years ago. To say that Arizona Gold Exchange is "another pawn shop" is either to ignore reality or be disingenuous - the business model of this company is to offer a pleasant, upscale retail environment focused very narrowly on precious metals and jewelry. If you are interested in finding out for yourself I suggest stopping by Taylor's primary store, located in the beautifully remodeled former Sunnyslope Honda dealership at 9017 N Cave Creek Rd.

About the opposition: Not one neighbor is opposed. Instead it is one businessman - Mark Brooks, owner of Pawns Plus, a stereotypical pawn outlet along Cave Creek Rd. It is an unattractive property, both inside and out. I've been inside because I visited his store twice as a member of the Cave Creek Rd Connection (our informal merchant's group, in which Taylor will participate) in a good-faith outreach attempt to invite Brooks to join our efforts to improve the area. I left messages but never heard from him.

The "too many pawn shops" argument is something of a red herring, and spurious coming from another pawn operator. While Taylor's business of loaning against assets is pawning, it's also something many jewelers do, and Arizona Gold Exchange is more jewelry store than pawn shop. I hope you'll see for yourself.

Also suspect is the "seeking a PUD is unfair" argument. Rules change all the time; why would any business owner NOT employ new opportunities to improve their business? To take an under-utilized property, significantly improve it and fill its (currently vacant) suites with new destination businesses is both smart and beneficial to the community.

Our area suffers greatly from the negligence of too many uninvolved, uncaring property owners. Individuals like Howard Taylor are the perfect antidote, as new investment often spurs further new investment - and that's exactly what Phoenix's most diverse, interesting and historic road needs a big dose of.

If you have any questions, I think Mr. Taylor would be pleased to talk with you. His office# is: 602-787-0077

If you would like to contact me, my cell # is: 602-206-2784

Thank you for your time.

Doug Banfelder  
Member, PV VPC;  
Anti-Graffiti Task Force  
16638 N 20th St

**PROTEST IN WRITING AGAINST**  
**CASE Z-10-11-3**

I am in opposition of a new Pawn Shop that wants to open up at:  
16026 N. Cave Creek Road  
Phoenix, Arizona 85022

I am an owner of a lot that qualifies under Arizona Revised Statutes § 9-462.04.H to file  
a written protest against the proposed application in Case Z-10-11-3.

I am in opposition to the approval of Case Z-10-11-3.

My property is located at:

APN: 214-40-001

PROPERTY ADDRESS:                   16023 North Cave Creek Road  
Phoenix, Arizona 85032

Signature: \_\_\_\_\_ Wey

Property Owner Name: \_\_\_\_\_ Weldon Wey

Date: \_\_\_\_\_ 6/28/2011

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I am in opposition to the approval of Case Z-10-11-3.

My property is located at:

APN: 214-40-002

PROPERTY ADDRESS:                   2420 East Greenway Parkway  
Phoenix, Arizona 85032

Signature:           Weldan Wang          

Property Owner Name:           Weldan Wang          

Date:           6/28/2011