

Staff Report Z-12-21-2 Scottsdale and Bell PUD

September 30, 2021

Paradise Valley Village Planning October 4, 2021

Committee Meeting Date:

Planning Commission Hearing Date: November 4, 2021

Request From: C-2 (2.56 acres)

Request To: PUD (2.56 acres)

Proposed Use: Planned Unit Development to allow

multifamily residential and commercial uses

Location: Southwest corner of Scottsdale Road and

Bell Road

Owners: Bell 166, LLC

Applicant:John H Berry, The Hampton GroupRepresentative:Nick Wood, Esq., Snell & Wilmer, LLP

Staff Recommendation: Approval, subject to stipulations

General Plan Conformity						
		Current: Industrial				
General Plan Land Use Map Designation		Proposed (GPA-PV-1-21-2): Mixed Use (Commercial/Commerce/Business Park/Residential 15+ dwelling units per acre)				
Street Map Classification	Scottsdale Road	Major Arterial	65 and 68-foot west half street			
	Bell Road	Major Arterial	67-foot south half street			
	71st Street	Private Street	30-foot street			

CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES GOAL; LAND USE PRINCIPLE: Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.

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The proposed Scottsdale and Bell Planned Unit Development (PUD) supports increased intensity by proposing multifamily residential that is compatible in scale and intensity with the surrounding Scottsdale Road corridor. The development is located in a mixed-use corridor where nearby properties are multifamily or commercial. The project site is also within a designated employment center. The concentration of people near employment uses promotes the sustainability of nearby commercial uses. The requested PUD will facilitate ongoing investment and development of the greater Kierland area and Scottsdale Road corridor.

BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; TREES AND SHADE; DESIGN PRINCIPILE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.

The Scottsdale and Bell PUD proposes landscaping around all four sides of the building. Detached sidewalks along Scottsdale Road and Bell Road framed with landscape strips will provide thermal comfort for pedestrians. The PUD also requires that a minimum of 75 percent of public pedestrian pathways be shaded.

CONNECT PEOPLE & PLACES CORE VALUE; BICYCLES; DESIGN PRINCIPLE: Development should be designed to included convenient bicycle parking.

The proposed development will provide bicycle parking for both residents and guests. The project also is in close proximity to a multi-use trail along the CAP Canal, along the north side of Bell Road, and will support residents who prefer using alternative modes of transportation to get to work or nearby entertainment.

Applicable Plans, Overlays, and Initiatives

<u>Maricopa Association of Governments (MAG) Desert Ridge and Kierland Employment Center</u> – See background item No. 5 below.

<u>Tree and Shade Master Plan</u> – See background item No. 8

Complete Streets Guiding Principles - See background item No. 9

Comprehensive Bicycle Master Plan – See background item No. 10

Zero Waste PHX – See background item No. 11

Housing Phoenix Plan – See background item No. 12

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Surrounding Land Uses/Zoning					
	Land Use	Zoning			
On Site	Commercial Retail	C-2			
South	Convenient Store	C-2			
North (across Bell Road)	Hotel	R1-14 and C-2			
East (across Scottsdale Road)	Commercial Office/Shopping Center	Planned Regional Center (PRC) (City of Scottsdale)			
West	Commercial Retail	C-2			

Background/Issues/Analysis

SUBJECT SITE

- This request is to rezone a 2.56-acre site located on the southwest corner of Scottsdale Road and Bell Road. The request is to rezone from C-2 (Intermediate Commercial) to PUD (Planned Unit Development) to allow multifamily residential and commercial uses.
- The subject site consists of one parcel that is under the ownership of Bell 166, LLC. The site currently contains one one-story commercial retail building with surface parking. The subject site was annexed into the City of Phoenix on October 15, 1961. At that time the subject site and the surrounding area vastly consisted of vacant land. The current C-2 zoning designation was established through Annexation No. G-438. Maricopa County Historical Aerials indicate that the subject site began to develop in approximately 1996. The surrounding sites began to develop in approximately 1998. The proposed PUD will require the developer to provide updated infrastructure as needed and determined through the Planning and Development Department's site development process.







1961 1996 2019

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3. The General Plan Land Use Map designation for the subject site is Industrial. The proposal is not consistent with the General Plan Land Use Map designation but is consistent with current land uses in the area. A companion General Plan Amendment request (GPA-PV-1-21-2) proposes a Mixed Use land use designation of (Commercial/Commerce/Business Park/Residential 15+ dwelling units per acre). This Mixed Use designation will allow flexibility for residential and commercial land uses to locate on any portion of the site in compliance with the PUD's development standards.

The General Plan Land Use Map designation on three sides of the subject parcel is also Industrial. To the north, across Bell Road, the General Plan Land Use Map designation is Parks/Open Space – Publicly Owned. To the east, across Scottsdale Road, is the City of Scottsdale. The City of Scottsdale's General Plan Land Use Map designation is Mixed Use Neighborhoods/Regional Use District.



General Plan Land Use Map, Source: City of Phoenix Planning and Development Department

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SURROUNDING ZONING AND USES

4. North

The property to the north of the subject site, across Bell Road is the CAP Canal, zoned R1-14. Beyond the CAP Canal to the north is a hotel zoned C-2 (Intermediate Commercial) approved through Rezoning Case No. Z-60-1996.

South

Directly south of the subject site is a one-story gas station/convenience store zoned C-2 through Annexation No. G-438.

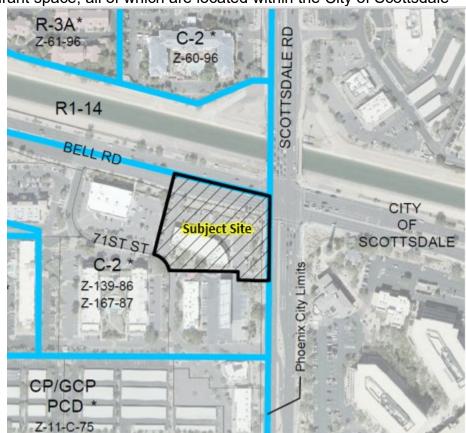
<u>East</u>

Directly to the east, across Scottsdale Road, sits the Frank Lloyd Wright spire on the hard corner and a four story commercial mixed use building containing commercial offices and a restaurant space, all of which are located within the City of Scottsdale

municipal boundary.

West

West of the subject site is a one-story commercial retail building zoned C-2 (Intermediate Commercial), approved through Annexation No. G-438.



Surrounding Zoning, Source: City of Phoenix Planning and Development Department

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5. The subject site falls within the boundaries of the Maricopa Association of Governments designated Desert Ridge/Kierland major employment center and City of Phoenix designated employment center.

A mix of housing types are encouraged in employment centers and commercial corridors.

The Desert Ridge/Kierland employment center profile provided by the City of Phoenix Community and Economic Development Department identifies that the Kierland area is comprised of a highly educated, executive, and professional workforce with a large inventory of Class A office space. Providing additional residential options in close proximity to the nearby office spaces will add to the



Employment Center Map, Source: City of Phoenix Planning and Development Department

sustainability of the established employment center and the Kierland area overall.

PROPOSAL

6. The proposal was developed utilizing the PUD zoning designation. The PUD is intended to create a built environment that is superior to that produced by conventional zoning districts and design guidelines. Using a collaborative and comprehensive approach, an applicant writes a document proposing standards and guidelines that are tailored to the context of a site on a case by case basis.

Where the Scottsdale and Bell PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions shall be applied.

7. Below is a summary of the proposed standards for the subject site as described in the attached PUD Development Narrative date stamped September 14, 2021. The proposed standards were designed to allow for a multifamily development that continues enhancement along the Scottsdale Road and Bell Road intersection for a more pedestrian-friendly environment.

List of Uses

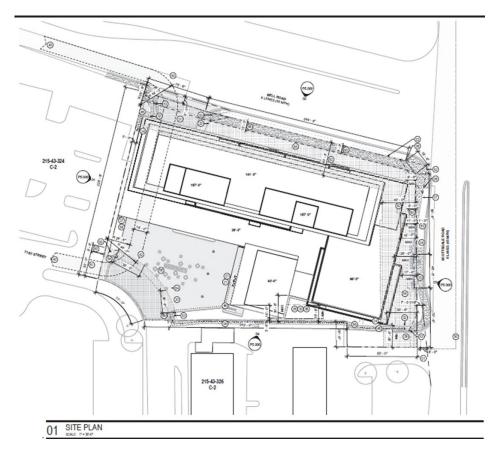
The Development Narrative proposes a number of permitted uses. The proposed uses consist of the permitted C-2 zoning uses found in Sections 623 of the Phoenix Zoning Ordinance, with some prohibited uses. Additionally, multifamily residential is permitted with a maximum of 255 residential dwelling units.

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The Development Narrative also proposes restricting certain uses that are inconsistent with the Narrative's vision of mixed-use pedestrian oriented development.

Conceptual Site Plan

The development's main access points are along Bell Road and the private drive bordering the eastern boundary of the subject site, 71st Street. The project proposes a 141-foot tall multifamily building with a pedestal parking garage and roof deck. The parking structure shall be screened with architectural embellishments consistent with the primary façade. There are three amenity areas proposed and are reserved as private common open space. One is located on the podium deck; one is located in the outdoor courtyard near the building main entrance and the other is located on the roof deck. Bell Road and Scottsdale Road will contain enhanced streetscapes with a minimum eight-foot detached sidewalk framed by landscape areas that will include trees, shrubs, and live ground cover.



Conceptual Site Plan, Source: The Hampton Group

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Development Standards

The follow is a table of proposed development standards for the project.

a. Maximum Residential Unit	velopment standards for the project.	
Count: Maximum Dwellings	255 dwelling units	
Maximum Density	99.61 dwelling units per gross acre	
b. Minimum Lot Width/Depth	No Minimum	
c. Minimum Building Setbacks	From Property Line	
North (Bell Road)	23 feet	
West (Internal Property Line)	5 feet	
South (Internal Property Line)	3 feet, 17-foot average	
East (Scottsdale Road)	9 feet, 22-feet average	
d. Minimum Landscape		
Setbacks		
North (Bell Road)	20 feet	
West (71st Street)	5 feet	
South (Internal Property Line)	0 feet	
East (Scottsdale Road)	7 feet, 15-foot average	
e. Maximum Building Height	141 feet, 159 feet for rooftop amenities (limited	
	to 40% of the total roof area)	
f. Maximum Lot Coverage	65 percent of Total Net Site Area	
g. Open Space	Minimum 40 percent of net site area	

The proposed maximum height of the project is 141 feet, 159 feet for rooftop amenities (limited to 40% of the total roof area). The site is located along two major arterials and transportation routes. The site is also located more than 185 feet to the nearest single-family residential uses with no direct access to residential neighborhoods. Impact to traffic on Scottsdale Road and Bell Road is also limited as the primary access point is on 71st Street. The Bell Road access has a right turn in and right turn out restriction, which helps to mitigate adverse impact on traffic on the major arterial.

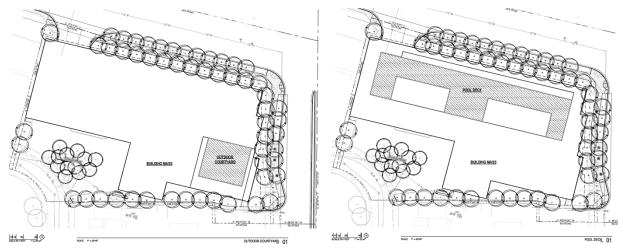
Staff is recommending a modification to the proposed height in the development narrative to 110 feet. The recommended height is based on the aforementioned site characteristics and an attempt to be consistent with the building height of approved projects to the south. This recommendation is reflected in Stipulation No. 1.e.

The greater Kierland area has seen a significant amount of investment the last 10 years. This investment has positioned the area south of Bell Road to approximately Acoma Drive on the west side of Scottsdale Road as a corridor for mixed used and mid-rise development. However, this rezoning request is the first of its kind in the northern portion of the corridor. Based on the site's unique characteristics and location, additional building height consistent with the applicant's proposal may ultimately be determined to be appropriate as the community, Village Planning Committee and

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Planning Commission evaluate this request and the companion General Plan Amendment through the public hearing process.

The lot coverage proposed for the project is 65 percent. The additional lot coverage beyond a typical multifamily project is offset by a generous open space standard of 40 percent and is consistent with other similar projects in the corridor. The C-2 standards on open space for multifamily is 15 percent. Therefore, the open space proposed far exceed ordinance standards and will serve as an amenity to residents and visitors.



The proposed Bell Road (northern) building setback is 23 feet with a 20-foot landscape setback.

Open Space Plans, Source: The Hampton Group

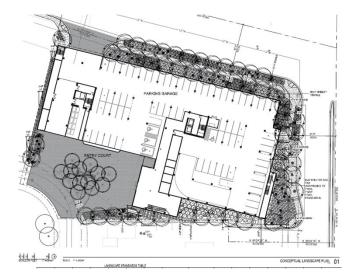
Landscape Standards

The PUD proposes landscaping along all sides of the building. The Development Narrative includes increased landscape setbacks adjacent to the Bell Road street frontage. A minimum landscape setback of 20 feet will be provided along Bell Road. The landscape areas will incorporate a mixture of 2 and 3 inch caliper trees along the north, south and east. In addition to the trees, the developer shall install minimum 5 five-gallon drought tolerant shrubs and 75 percent live ground cover.

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The streetscape along Scottsdale Road will include a minimum eight-foot wide

detached sidewalk with a minimum seven-foot wide landscape strip located between the sidewalk and back of curb. The streetscape along Bell Road will include a minimum 8 foot sidewalk and 8 foot landscape strip. This is comparable to other recently approved projects in the area. The landscaping will provide for a pedestrian-friendly environment with 75 percent shade at maturity along the sidewalks and pedestrian pathways.



Conceptual Landscape Plan, Source: The Hampton Group

Parking Standards

The proposed parking requires a minimum amount of parking per unit in addition to unreserved visitor parking. In addition, the PUD proposes a drop off and pick up location for ride share services.

The PUD also proposes a minimum of 0.25 bicycle spaces per unit with a maximum of 25 spaces which will comply with Section 1307.H. of the City of Phoenix Zoning Ordinance.

Comparative Parking Standards Table

Unit Type	Ordinance Parking Requirement	Parking Provided
1 Bedroom (160 Units)	1.5 parking spaces per unit, or 240 spaces	
2 Bedroom (87 Units)	1.5 parking spaces per unit, or 131 spaces	1.52 parking spaces per unit
3 Bedroom (8 Units)	2 parking spaces per unit, or 16 spaces	
Unreserved Visitor	0.5 parking spacers per 1 or 2 bedroom unit, or 124 spaces 1.0 parking space per 3 bedroom unit, or 8 spaces	0.35 parking spaces per unit
Total	519 Total Spaces	476 Total Spaces

Parking Standards, Source: The Hampton Group

Fences/Walls

All site fences and walls will be consistent with Section 703.A of the Phoenix Zoning Ordinance. In addition, all screen walls shall include architectural detailing consistent or complementary to the building facade.

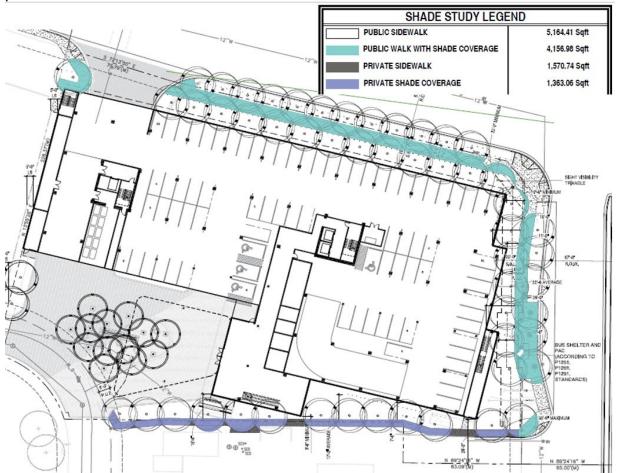
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Lighting Plan

All lighting will be consistent with the standards of Section 704 (Environmental Performance Standards) Section 507 Tab A. of the Phoenix Zoning Ordinance and Section 23-100 of the City Code.

Design Guidelines and Standards

The Development Narrative includes design standards that promote pedestrian circulation on and around the site. The graphic below illustrates the proposed pedestrian network for the site.



Design standards ensure that the building facade will contain 60 percent glazing to exclude the ground floor garage screening, 10

Pedestrian Circulation Plan, Source: The Hampton Group

percent masonry, 70 percent metal and at least two other materials. Elevations of the building will provide one private balcony per unit. The garage on the ground level, adjacent to public right-of-way, will be screened with architectural metal panels and extrusions, translucent glazing which gives the illusion of a commercial store front and decorative lighting in an effort of create visual interest for pedestrians and to enhance

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the street frontages as depicted in the graphic below. All building elevations have undulating floor edges, which results in visual interest. The final elevations and building plans submitted to the City will incorporate the provisions outlined in the development narrative and shall follow the Design Guidelines of Section 507. Tab A of the Phoenix Zoning Ordinance.

The development narrative includes standards for the parking structure screening. Parking structures will be screened with architectural material consistent with the primary building façade as outlined in the development narrative. The landscape design shall have a uniformed streetscape design and a uniform perimeter design. Several residential amenities are also proposed, which are outlined below.



Conceptual Elevations, Source: The Hampton Group

Entry Court and Water Feature Grove

The PUD proposes a minimum 9,000 square foot entry court and minimum 2,500 square foot water feature grove near the main entry of the building off of the private access road, 71st Street. The entry court shall include four of the following features:

- Seating/benches
- Shaded outdoor dining area
- Public art feature
- Shade canopy
- Decorative pavers

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• Trellis and landscape areas

The water feature grove, located within the entry court, shall include a shade canopy of trees and seating to provide a comfortable pedestrian/tenant environment and include three of the following:

- Seating/benches
- Movable dining tables and chairs
- Outdoor dining area
- Shade canopy

Amenities

The PUD proposes amenities intended for use by residents and guests to include a clubhouse no less than 3,000 square feet, fitness center no less than 4,000 square feet, shared workspace no less than 2,000 square feet, indoor wellness space no less than 500 square feet, indoor event space no less than 4,000 square feet, roof deck swimming pool and/or spa with at least three of the following:

- Lounge deck
- Shaded outdoor dining area
- Water features
- Barbeque grills
- Fire features
- Seating nodes
- Trellis areas

Signage

The proposed sign standards shall comply with Section 705 of the Phoenix Zoning Ordinance.

Sustainability

The Development Narrative proposes several options to incorporate sustainability principals including drought tolerant landscaping, LED lighting, and recycling receptacles. The project also proposes retaining established trees where possible along Bell Road and Scottsdale Road, as well as the utilization of smart controller drip irrigation.

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PUD Compatibility to Zoning Ordinance

All property boundaries adjacent to public streets will include enhanced landscaping with eight-foot wide detached sidewalks. Shade at 75 percent coverage at maturity will be provided to increase pedestrian comfort and activity. The open space standards are greater, requiring a minimum of 40 percent of the total net site area. The PUD landscape setbacks proposed along Bell Road are greater compared to the minimum requirement of the Phoenix Zoning Ordinance and require that 25 percent of trees be a minimum of two-inch caliper and 75 percent be three-inch caliper.

Phasing

The project will be constructed in one phase.

Additional Requirements

In addition to the modification of the maximum height in Stipulation No. 1.e, staff is recommended several updates to the development narrative for consistency and enhanced building design.

The applicant will be required to submit an updated development narrative after City Council approval reflecting Final Draft. This is addressed in Stipulation No. 1 a.

A comparative zoning standards table was not included in the hearing draft of the PUD document. Staff is requiring this in the Final Narrative. This is addressed in Stipulation No. 1 b.

In an effort to further activate the street frontages along Bell Road and Scottsdale Road, staff is recommending the developer incorporate building entrances along both Major Arterials. This is addressed in Stipulation No. 1 c.

A General Plan Land Use Map was not included int eh exhibit section of the Hearing Draft. Staff is requiring a general Plan Land Use Map be added to the Final Draft. This is addressed in Stipulation No. 1 f.

AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES

8. Tree and Shade Master Plan

The Tree and Shade Master Plan has a goal of treating the urban forest as infrastructure to ensure that trees are an integral part of the city's planning and development process. In addition, a vision in the master plan is to raise awareness by leading by example. The proposal includes landscaped pedestrian walking paths, open space areas and greater planting standards than otherwise required by the City of Phoenix Zoning Ordinance.

9. Complete Streets Guiding Principles

In 2014, the Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe,

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and connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. There are proposed detached sidewalks adjacent to the public streets and pathways throughout the site which provides a safer and more comfortable pedestrian experience.

10. Comprehensive Bicycle Master Plan

The Comprehensive Bicycle Master Plan also supports options for both short-and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. The proposal requires bicycle parking spaces be provided on the site. Bicycle racks shall consist of an inverted-U or other decorative design and installed per the requirements of Section 1307. H. of the City of Phoenix Zoning Ordinance.

11. Zero Waste PHX

The City of Phoenix is committed to its waste diversion efforts and has set a goal to become a zero-waste city, as part of the city's overall 2050 Environmental Sustainability Goals. One of the ways Phoenix can achieve this is to improve and expand its recycling and other waste diversion programs. Section 716 of the Phoenix Zoning Ordinance establishes standards to encourage the provision of recycling containers for multifamily, commercial, and mixed-use developments meeting certain criteria. The provision of recycling is addressed in the PUD narrative.

12. Housing Phoenix Plan

In June 2020, the Phoenix City Council approved the Housing Phoenix Plan. This Plan contains policy initiatives for the development and preservation of housing with a vision of creating a stronger and more vibrant Phoenix through increased housing options for residents at all income levels and family sizes. Phoenix's rapid population growth and housing underproduction has led to a need for over 163,000 new housing units. Current shortages of housing supply relative to demand are a primary reason why housing costs are increasing. The proposed development supports the Plan's goal of preserving or creating 50,000 housing units by 2030 by contributing to a variety housing types that will address the supply shortage at a more rapid pace while using vacant land in a more sustainable fashion.

This proposal will help to meet the goals of the housing plan by reducing the gap between housing units and number of people moving to the region.

COMMUNITY INPUT SUMMARY

13. At the time the staff report was written, staff had received twenty one letters of concern. Concerns include a perceived increase in traffic, building height, character of area changing, population density increases, lack of activation on streets frontages, loss of commercial spaces in area, overabundance of multifamily projects in area, infrastructure capacity concerns and size of proposed building on such a small lot. Staff has also received 169 letters of support. Support comments include a welcomed enhancement to the Kierland area, the proposed project will enhance and maintain a

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high quality of living in the area, the proposed project will bring in a built-in customer base to existing commercial uses in the Kierland area and Scottsdale Road corridor, the project will replace an underutilized and outdated "gateway" corner, reduction in traffic and the project will enhance aesthetics of the corner by providing lush landscaping and a pedestrian friendly experience.

INTERDEPARTMENTAL COMMENTS

- 14. The Street Transportation Department has proposed stipulations requiring that all streets within and adjacent to the development be constructed with all mandatory elements, the developer shall also dedicate 70 feet of right-of-way for the south half of Bell Road and no preliminary approval of plans shall be granted until a Traffic Impact Study/Statement is reviewed and approved by the City. These are addressed in Stipulation Nos. 2, 3 and 4.
- 14. The City of Scottsdale Aviation Department expressed concern with the location of this project as it relates to the airports flight paths and the 55 and 60 DNL noise contours of Scottsdale Airport. The City of Scottsdale comments and proposed stipulations were provided to the City of Phoenix Aviation Department for review.
- 16. The City of Phoenix Aviation Department has noted that the site is within the Scottsdale Municipal Airport (SDL) traffic pattern airspace, therefore, the developer shall provide notice to prospective purchasers of the existence and operation characteristics of the Scottsdale Airport and shall provide documentation that Form 7460-1 from the FAA. The requirements are addressed in Stipulation Nos. 5 and 6.
- 17. The Fire Department has noted that they do not anticipate any problems with this case and that the site and/or buildings shall comply with the Phoenix Fire Code.
- 18. The Public Transit Department has proposed stipulations requiring that right-of-way be dedicated, and a bus stop pad be constructed along Scottsdale Road, that the bus stop be shaded at 50 percent. Further, all pedestrian paths and drive isles shall be constructed with decorative pavers, stamped, or colored concrete or other pavement treatments that contrast with adjacent surfaces and be shaded by 75 percent with vegetative shade at maturity. These are addressed in the development narrative.
- 19. The Water Services Department has noted the property has existing water and sewer mains that can potentially serve the proposed development. However, there is potential need to up size existing water and sewer infrastructure mains so that any remodels or new buildings will be able to meet domestic and fire code requirements.

OTHER

20. The site has not been identified as being archaeologically sensitive. However, in the event archaeological materials are encountered during construction, all ground disturbing activities must cease within 33-feet of the discovery and the City of Phoenix

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Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation No. 7.

21. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Other formal actions such as, but not limited to, zoning adjustments and abandonments, may be required.

Findings

- 1. The proposed development contains enhanced standards that will result is a more walkable, shaded and pedestrian-friendly environment.
- 2. The proposed development will provide additional housing options close to employers and designated Major Employment Centers that will contribute to a mix of housing types in in the area and additional housing in the City.
- 3. At the staff recommended height, the project is similar in scale and intensity to other deployments within the Scottsdale Road corridor and larger Kierland area.

Stipulations

- 1. An updated Development Narrative for the Scottsdale and Bell 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 with the Development Narrative date stamped September 14, 2021, as modified by the following stipulations:
 - a. Front Cover: Remove "HEARING DRAFT" and revise submittal date information on bottom of the cover page as follows:

1st Submittal: February 19, 2021 2nd Submittal: May 4, 2021 3rd Submittal: August 23, 2021 Hearing Draft: September 14, 2021

City Council adopted: TBD

- b. Update narrative to include a comparative parking standards table to the final narrative.
- c. Add the following development and design standards to the development narrative: A minimum of two building entrances, one on Scottsdale Road and one on Bell Road, that directly connects to the publicly accessible sidewalk adjacent to the street. All pedestrian entrances shall be defined by pedestrian-oriented scale and the use of distinctive materials and architectural elements per Section

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1305.3.a. in the Zoning Ordinance, as approved by the Planning and Development Department.

- e. Update narrative to reflect a maximum building height of 110 feet, inclusive of non-dwelling space utilized for resident amenities location on the roof deck.
- f. Update the development narrative to include a General Plan Land Use Map as an exhibit depicting the existing and proposed designations, siting the companion GPA case number.
- 2. The developer shall dedicate a total of 70-feet of right-of-way for the south half of Bell Road and construct the roadway, as approved by the Planning and Development Department.
- 3. The developer shall construct all streets within and adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, median islands, landscaping, and other incidentals, as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
- 4. The developer shall submit a Traffic Impact Study (TIS) to the City for this development. No preliminary approval of plans shall be granted until the study had been reviewed and approved by the City. Additional off-site improvements and right-of-way dedications may be required as identified in the approved traffic study. Development shall be responsible for the cost associated with these improvements and dedications.
- 5. The property owner shall record documents that disclose the existence, and operational characteristics of Scottsdale Municipal Airport (SDL) to future owners or tenants of the property. The form and content of such documents shall be according to the templates and instructions provided which have been reviewed and approved by the City Attorney.
- 6. The developer shall provide documentation to the City of Phoenix prior to final site plan approval that Form 7460-1 has been filed for the development and that the development received a "No Hazard Determination" from the FAA. If temporary equipment used during construction exceeds the height of the permanent structure a separate Form 7460-1 shall be submitted to the FAA and a "No Hazard Determination" obtained prior to the construction start date.
- 7. In the event archaeological materials are encountered during construction, the developer shall immediately cease all ground disturbing activities within a 33-foot radius of the discovery, notify the City Archaeologist, and allow time for the Archaeology Office to properly assess the materials.

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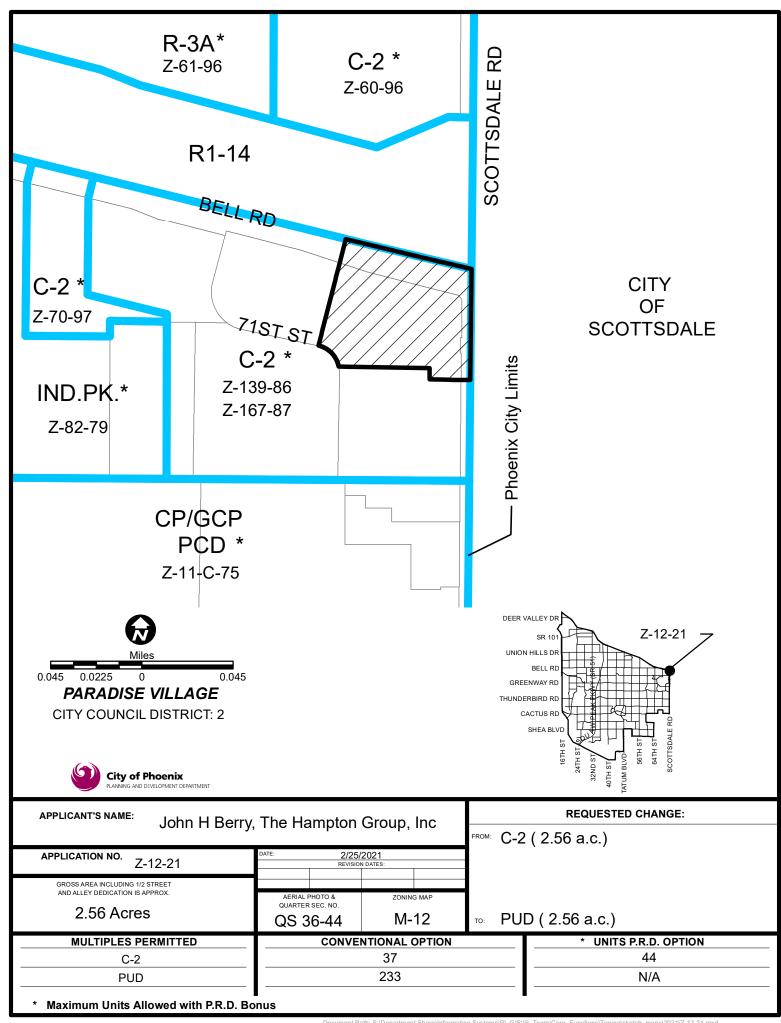
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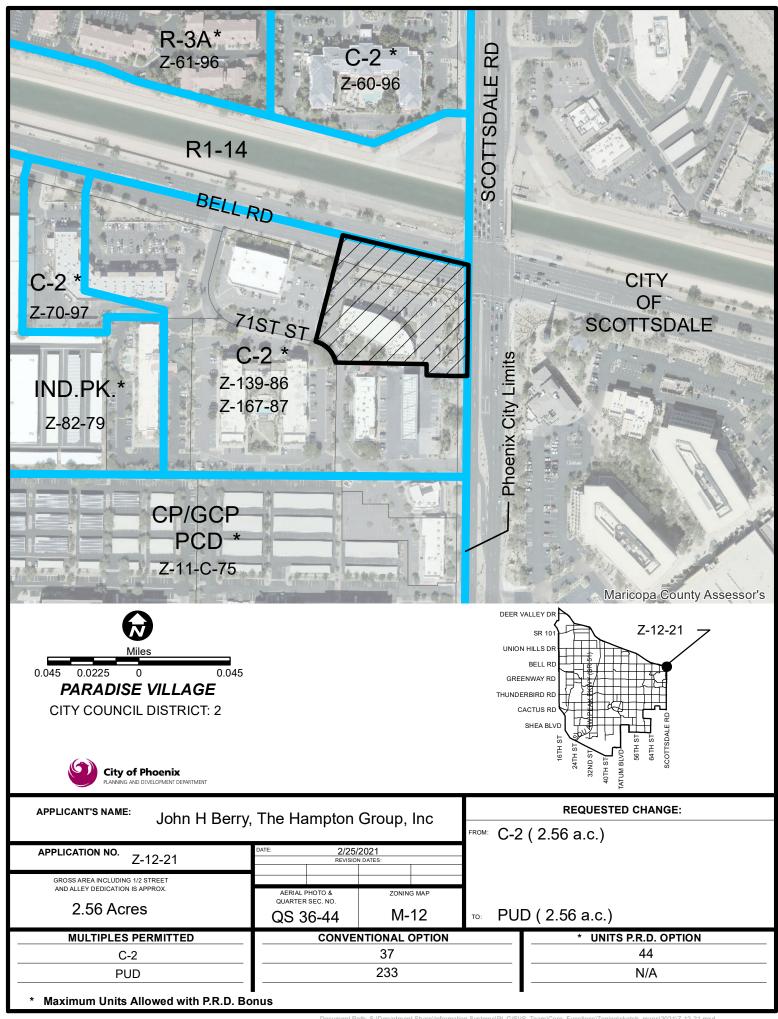
David Simmons September 30, 2021

Team Leader Samantha Keating

Exhibits

Zoning Sketch Map Zoning Aerial Map Community correspondence (201 pages) Scottsdale & Bell PUD Development Narrative





In Response to Scottsdale & Bell

Case No. Z-12-21-2

LOCATED AT THE SOUTHWEST CORNER OF SCOTTSDALE ROAD AND BELL ROAD

Comments and Concerns

Architecture

The architectural vernacular chosen for this project is commendable.

However, we strongly request the following comments, concerns and suggestions be included in your decision-making regarding the rezoning case for the SWC of Bell Road and Scottsdale Road.

Comments and concerns regarding the proposed rezoning and height requests:

- Rezoning from the current C-2 zoning to a PUD cannot be considered a minor rezoning. The request to
 increase the maximum height from 56' to 156' with an increase of dwelling units from 44 to 255 is way
 too much for this corner. The mass of the proposed building would not form a gateway but a blockade.
- The claim that this development could be the gateway to the Kierland area is farfetched since Kierland is ± 0.93 miles further south.
- The height and mass of the proposed building will not compliment the 125' high FLW Spire, but will compete and dwarf it.
- **Exhibit I** is a map of the existing context and also shows future and current under development projects. None of these projects, either office or residential, are remotely close to the requested height and number of floors.

Comments and concerns regarding programming:

- The proposed programming shows no retail or public activity on street level on either Bell Road or Scottsdale Road. Instead, it will be a screened parking garage over the first two floors. This is highly undesirable on, what is described by the developer as a "significant intersection". Unfortunately, this seems to be the trend. Retail and food establishments will be taken down and will slowly, as development continues along Scottsdale Road corridor, result in a dead and inactive streetscape.

Suggestions to consider:

A strict limit on height.

There should be a gradual increase in height along the Scottsdale road corridor, starting at The Courtyard with 3 stories North of the Canal along Bell Road, to the 12 story Optima Kierland Buildings.

The height limit/reduction to 6 floors would bring the following benefits.

- Less of a barrier/wall and a more friendly gesture while traveling south on Scottsdale Road.
- Less visible from the neighboring single-family developments to the West.
- A better integration with its surrounding developments. Exhibit I
- A better dialog with the FLW Spire across Scottsdale Road.

A change in program

A reduction in height and thus number of dwellings results in a reduction in the need for parking. This opens up the possibility for retail/restaurants on street level which will enhance the activity and liveliness of this important and prominent corner and with that can really become a grand introduction/gateway to the Kierland area.

A section of the new proposed program and number of floors

Level 6: Residential
Level 5: Residential
Level 4: Residential
Level 3: Residential
Level 2: Parking

Level 1 (Street): Retail/Food and Lobby for Residential

Basement 1: Parking Basement 2: Parking

Conclusion:

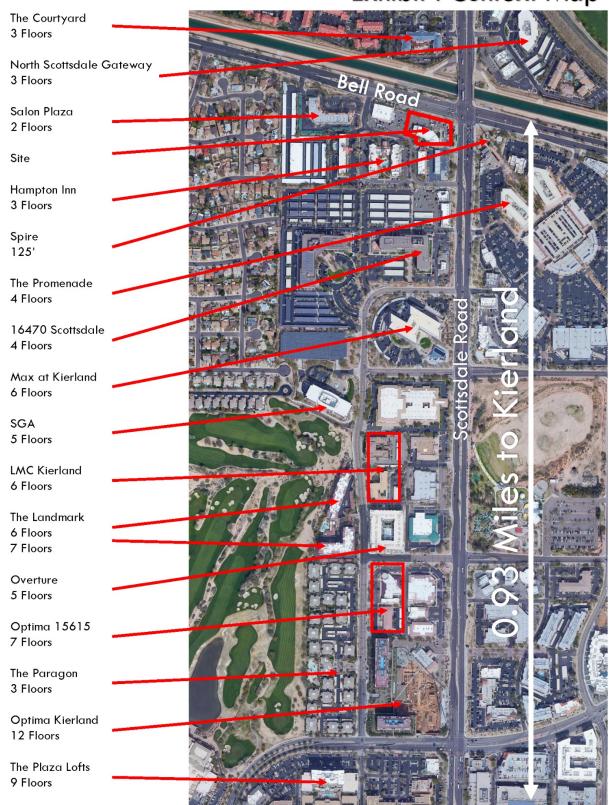
As the developer mentions in his description "The Kierland area is a highly desirable part of Phoenix due to its proximity to a number of high-end urban amenities" and "The project provides an opportunity to redevelop a simple 1-story retail building located at this significant intersection with high quality residential development that will add an architectural statement on the Phoenix side of Scottsdale Road, with an overall goal of framing this critical route and enhancing the Kierland area to the south"

Let's treat this corner the way it deserves.

Exhibit I

Context Map
Existing, Currently Under Development and Future Projects
Along Scottsdale Road

Exhibit I Context Map



From: Council District 2 PCC

Sent: Wednesday, May 19, 2021 8:03 AM

To: David O Simmons

Subject: FW: emdist2 - Form Submission

Good Morning David,

Please add to the public record.

Thank you, Christine

From: no-reply@phoenix.gov <no-reply@phoenix.gov>

Date: Wednesday, May 19, 2021 at 7:54 AM

To: Council District 2 PCC <council.district.2@phoenix.gov>

Subject: emdist2 - Form Submission

FROM: Denise Kamber

SUBJECT: Proposed 14 story building at Scottsdale and Bell Roads

MESSAGE: Good Morning Councilman Waring,

It has come to my attention that there is a proposal to build a fourteen story building at the corner of Scottsdale and Bell Roads. I live at 64th Street & Bell and am very concerned about this proposal. The intersection of Scottsdale and Bell Roads is an extremely busy intersection. I will often go out of my way to avoid it. Building a fourteen story building will only add to this congestion.

There are currently two five story apartment buildings going up just west of Scottsdale Road, north of Kierland. There is also a large development going in at Tatum and Bell. This area has already become overly congested in the 11 years I have lived here. I do not want to see my neighborhood become even more congested. The traffic congestion and accidents along Bell Road are an issue and building another high rise will just contribute to this issue.

As a result, I respectfully request that you please reject this proposal for the good of our beautiful city. Thank you for taking the time to address my concerns.

Sincerely, Denise Kamber

Email: denisekamber@yahoo.com

AREA: 480

PHONE: 4335527

ADDRESS: 6501 E Kelton LN

CITY: Scottsdale

STATE: AZ

ZIP: 85254

Submission ID: b38b9d6c4bd54713bbb8076752364322

Form Submission On: 5/19/2021 7:54:18 AM

Referer: https://phoenix.gov/district2/contact-district-2

This is Not Spam - This message is sent on behalf of the City of Phoenix. Please handle appropriately.

From: Elaine Faraci <elainecf4@yahoo.com>
Sent: Tuesday, April 13, 2021 11:58 AM

To:David O SimmonsSubject:Bell & Scottsdale

As a resident of Greenbriar East, I am writing to express my deep concern for this building. It is WAY oversize, taller than all the buildings in the area and will bring too much traffic to an already crowded intersection. Please consider the size and scope of problems this building will have on our community, I also do not understand how a building so tall can be erected so near the airport. Please do not let this EYESORE be built. In comparison to the Kierland complex several blocks away it is awful looking. Thank you for your consideration in tis matter.

Elaine Faraci, 6909 East Kings Ave., Scottsdale, AZ 85254 (480 348 2599) elainecf4@yahoo.com

From: PDD Zoning

Sent: Monday, April 19, 2021 8:35 AM

To: David O Simmons

Subject: FW: cuZoning - Form Submission

Hi David, Please see email below.



JULIE GARCIA

Board of Adjustment Secretary III – Council Reporter
Phoenix Planning & Development Department
200 West Washington Street
Phoenix, Arizona 85003-1611
602.495.7029

From: no-reply@phoenix.gov <no-reply@phoenix.gov>

Sent: Sunday, April 18, 2021 12:15 PM
To: PDD Zoning <zoning@phoenix.gov>
Subject: cuZoning - Form Submission

First and Last Name: Elaine Faraci

Email: elainecf4@yahoo.com

Comments: As a resident of Greenbriar East, I m writing to beg you, the city of Phoenix and all involved to reconsider the approval of the monstrous apartment under consideration at the Scottsdale and Bell Roads intersection. It is way, way oversized for the corner, larger than any other building in the area and will have a detrimental affect on an already over burdened intersection. Aside from being oversized it is not at all attractive and belongs in the heart of a city and not in our residential area. There are thousands of apartments being built in our area that conform in size and elevation to the surrounding buildings. Why allow this ugly oversized building to be built. Please, please reconsider approval of this building. Thank you, Elaine Faraci, 6909 E. Kings Ave, 85254

Submission ID: f475652959c44870807362eb7061e00e

Form Submission On: 4/18/2021 12:15:18 PM

Referer: https://phoenix.gov/pdd

This is Not Spam - This message is sent on behalf of the City of Phoenix. Please handle appropriately.

From: Council District 2 PCC

Sent: Tuesday, May 11, 2021 4:08 PM

To: David O Simmons

Subject: New construction & rezoning.

From: no-reply@phoenix.gov <no-reply@phoenix.gov>

Date: Sunday, April 25, 2021 at 8:49 AM

To: Council District 2 PCC <council.district.2@phoenix.gov>

Subject: emdist2 - Form Submission

FROM: David Frei

SUBJECT: New construction & rezoning.

MESSAGE: I am opposed to the Cities of Phoenix & Scottsdale allowing the new construction of apartment buildings & 14 story high rise multi family use buildings.

There is a severe water shortage in our area & some are already talking about possible water shortages and water restrictions for the area.

Why punish the people who have lived here for years by allowing all of this new construction?

This is NOT progress, this is self destruction by large corporations that due not even shop, live or pay taxes in the areas they are developed.

Email: scdlfreis@gmail.com

AREA: 480

PHONE: 3615939

ADDRESS: 6741 E Aire Libre Ln

CITY: Scottsdale

STATE: AZ

ZIP: 85254

Submission ID: b50a175fd5a84f369d9f56c60d587623

Form Submission On: 4/25/2021 8:49:02 AM

Referer: https://phoenix.gov/district2/contact-district-2

This is Not Spam - This message is sent on behalf of the City of Phoenix. Please handle appropriately.

From: Gary Coleshill <garyc@eliteprospeakers.com>

Sent: Wednesday, June 16, 2021 9:39 AM

To: David O Simmons

Subject: Fwd: Scottsdale & Bell Case No. Z-12-21-2 LOCATED AT THE SOUTHWEST CORNER OF

SCOTTSDALE ROAD AND BELL ROAD

Regards

Gary Coleshill
President
Coleshill & Associates & Elite Pro Speakers
1-888-894-2929

[eliteprospeakers.com]www.eliteprospeakers.com [eliteprospeakers.com]



----- Forwarded message ------

From: Gary Coleshill <garyc@eliteprospeakers.com>

Date: Sat, Jun 12, 2021 at 2:22 PM

Subject: Scottsdale & Bell Case No. Z-12-21-2 LOCATED AT THE SOUTHWEST CORNER OF SCOTTSDALE ROAD AND BELL

ROAD

To: <david.simmons@phoenix.gov>

Hi David,

I just saw plans for the above development and frankly I'm shocked.

That development is way too big to be crammed into that area.

That corner is already a traffic nightmare, and will be made much much worse with this monstrosity adding 500 cars plus per day to the traffic.

This building is too big, and too ugly for the area.

What is the proper procedure to oppose this project, or is it too late?

Regards

Gary Coleshill 480 607 0294

From: Council District 2 PCC

Sent: Tuesday, May 11, 2021 4:09 PM

To: David O Simmons

Subject: FW: Building on the SW corner of Scottsdale & Bell Rds

From: Diane Griffith < diane.griffith@farmersinsurance.com>

Date: Wednesday, April 28, 2021 at 1:32 PM

To: Council District 2 PCC <council.district.2@phoenix.gov> **Subject:** Building on the SW corner of Scottsdale & Bell Rds

Hi, Councilman Waring. I am a resident in the neighborhood adjacent to where this proposed monstrosity will be going. I have lived in this neighborhood for 20 years. While I understand that building is inevitable, I have huge concerns regarding not only the effect on traffic on Bell Rd, but also the overall height. Prior to purchasing our current home, I did research into the zoning, and am aware that the location is zoned to allow a maximum of 4 stories. This proposed building is seeking to build 14 stories. Again while I am open to building, I would ask for your consideration into the proposed height of the building and ask that you move toward not allowing this height of a structure in our neighborhood. Thank you -

Diane Griffith, FCLS, CIFI, MBA

Senior Special Investigator

Special Investigations Unit

Farmers Insurance Exchange

24000 N Farmers Way

Phoenix, AZ 85085

480) 406-1463 cell

855) 856-2294 fax

COVID-19 Notice — In light of the national health emergency, I am currently working from home. I can be reached by telephone and e-mail; my phone number and email address have not changed. Email communications are preferred to avoid any potential delays caused by mailing. If you are unable to use email and hard copies of communications are required, they may be sent to our National Document Center at P.O. Box 268994, Oklahoma City, OK 73126-8994. We are unable to receive deliveries at any location from FedEx, UPS or any other courier at this time, as our Claims office locations have been temporarily closed.

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From: Council District 2 PCC

Sent: Tuesday, May 11, 2021 4:09 PM

To: David O Simmons

Subject: FW: Scottsdale and Bell HIGH-RISE

From: joan kiser <JOANKISER@hotmail.com> Date: Sunday, April 25, 2021 at 1:06 PM

To: Council District 2 PCC <council.district.2@phoenix.gov>

Subject: Scottsdale and Bell HIGH-RISE

I don't know what you people are thinking but this is the LAST thing that we need in our neighborhood. Traffic is already a nightmare in that area and the airport is so close!

it's already too congested and too dense. It's just an ill-conceived idea that will destroy our neighborhood. I beg of you to re-consider this.

Joan Kiser

From: PDD Zoning

Sent: Monday, March 8, 2021 8:45 AM

To:David O SimmonsSubject:FW: zoning PUD

David Please respond to customer. Thanks Vikki Zoning

From: PDD Development Services <pdd@phoenix.gov>

Sent: Thursday, March 4, 2021 2:38 PM **To:** PDD Zoning Zoning@phoenix.gov>

Subject: zoning PUD

Good afternoon,

Please see email below from customer.

Thank you

From: no-reply@phoenix.gov <no-reply@phoenix.gov>

Sent: Thursday, March 4, 2021 2:00 PM

To: PDD Development Services < pdd@phoenix.gov >

Subject: emplandsd - Form Submission

FROM: James mailloux

SUBJECT: Hampton Group application for SW corner of Bell & Scottsdale road

MESSAGE: I understand a zoning PUD proposal has been submitted for this site. I would like to know how to access this application and what will be the schedule for the opportunity for public comment? What I read bout this projects leads me to have some initial concerns.

Wayne Mailloux

President, Kierland Community Alliance

Email: lonewaynger@me.com

AREA: 203

PHONE: 2474199

ADDRESS: 7120 E Kierland Blvd. unit 1207

CITY: Scottsdale

STATE: AZ

ZIP: 85254

From: Alan Stephenson

Sent: Tuesday, May 11, 2021 1:12 PM

To: Council District 2 PCC; Christine M Pedersen; David O Simmons

Subject: RE: emdist2 - Form Submission

David,

Please see below and respond to the resident and copy Christine and myself.

Thanks,

Alan

Alan Stephenson

Planning and Development Director

alan.stephenson@phoenix.gov

(602) 262-6656



FOR DIRECT CONTACT INFORMATION FOR PDD SECTIONS AND STAFF:

https://www.phoenix.gov/pdd/contact-us

FOR EPR TIPS AND STEP BY STEP PROCEDURES: https://www.phoenix.gov/pdd/onlineservices/electronic-plan-review

FOR OTHER DEPARTMENT INFORMATION

www.phoenix.gov/pdd

From: Council District 2 PCC <council.district.2@phoenix.gov>

Sent: Tuesday, May 11, 2021 8:24 AM

To: Alan Stephenson <alan.stephenson@phoenix.gov>; Christine M Pedersen <christine.pedersen@phoenix.gov>

Subject: Fwd: emdist2 - Form Submission

Alan is this something you can provide?

Get Outlook for iOS

From: no-reply@phoenix.gov <no-reply@phoenix.gov>

Sent: Tuesday, May 11, 2021 8:07:40 AM

To: Council District 2 PCC <council.district.2@phoenix.gov>

Subject: emdist2 - Form Submission

FROM: Sean McCooy

SUBJECT: Requesting assistance in getting information on a proposed rezone and redevelopment

MESSAGE: Hello, Jim -

As you know, there is a substantial residential building proposal on the table for the Southwest corner of Scottsdale and Bell / Frank Lloyd Wright Blvd. I watched the developer's presentation a few weeks ago and am wondering how I can either get copies of, or review, the physical specifics of the development. This would include things like physical dimensions, capacity, percentage of lot under roof, auto/traffic/parking projections, water source and usage projections, sewage treatment location and flow projections as well as the revisions needed to the Comp Plan to facilitate this development.

Your assistance or direction as to where I could get this information would be greatly appreciated. Thanks very much, Sean McCoy

Email: sean@smccoytax.com

AREA: 602

PHONE: 954-9683

ADDRESS: p o box 12757

CITY: Scottadale

STATE: az

ZIP: 85267

Submission ID: e59d94b240b94b8da8db5557d7304f10

Form Submission On: 5/11/2021 8:07:40 AM

Referer: https://phoenix.gov/district2/contact-district-2

This is Not Spam - This message is sent on behalf of the City of Phoenix. Please handle appropriately.

From: Marty Mogalian <marty.mogalian@bhhsaz.com>

Sent: Thursday, May 13, 2021 4:15 PM

To: David O Simmons **Subject:** updates re Kierland area

Hi David,

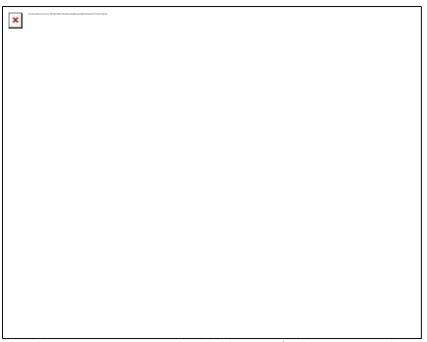
My wife and I attended the online public meeting that was scheduled 04/05/21 at 6 p.m. regarding GPA-PV-1-21-2 (there was also a reference to a companion case # Z-12-21-2). This pertained to the southwest corner of Scottsdale RD and Bell RD. That same evening there was a discussion regarding case # Z-63-20-2 & GPA-PV-1-20-2. This pertained to the 7.14 acres at Greenway PKWY and Kierland BLVD.

My understanding per the PV Village Planning Committee members that evening suggested a decision by the committee would be determined within 2 - 3 months which puts it at June or July regarding the Scottsdale and Bell RD request from C-2 to PUD. Is that correct?

With regards to Greenway PKWY and Kierland BLVD, I could not tell if on the evening of 04/05/21 if the committee formally approved that request or if that is still yet to be determined?

Any response is greatly appreciated. I first called and left you a voice message from my cell phone which is 602-448-9234. You can certainly ignore that if you see this first. Thank you.

Marty Mogalian 6703 E Beverly LN Scottsdale AZ 85254



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From: Council District 2 PCC

Sent: Tuesday, May 11, 2021 4:08 PM

To: David O Simmons

Subject: 14 Story Building, Scottsdale and Bell.

From: no-reply@phoenix.gov <no-reply@phoenix.gov>

Date: Saturday, April 24, 2021 at 5:12 PM

To: Council District 2 PCC <council.district.2@phoenix.gov>

Subject: emdist2 - Form Submission

FROM: Natasha Noorda

SUBJECT: 14 Story Building, Scottsdale and Bell.

MESSAGE: Dear Mr. Waring,

I felt sick inside when I learned of the intention to build a 14 story building on the corner of Bell and Scottsdale Road. A building of that magnitude would be a nightmare for traffic at an already busy intersection. Why would anyone allow a neighborhood to be so destroyed by creating such an eyesore on that corner? It would look really ugly and reduce the quality of life for this neighborhood, both visually and functionally. This should never be allowed.

Very truly, Natasha Noorda

Email: Natashapn@cox.net

AREA: 85254

PHONE: 9287135017

ADDRESS: 6856 E. Sandra Terrace

CITY: Scottsdale

STATE: Arizona

ZIP: 85254

Submission ID: 6f39144cdad14daa8cea11de91e1bb0b

Form Submission On: 4/24/2021 5:12:02 PM

Referer: https://phoenix.gov/district2/contact-district-2

From: Council District 2 PCC

Sent: Tuesday, May 11, 2021 4:09 PM

To: David O Simmons

Subject: FW: Proposed Development at Scottsdale and Bell Rd

From: Reece, Keith < Keith.Reece@avnet.com>
Date: Monday, April 26, 2021 at 9:20 PM

To: Council District 2 PCC <council.district.2@phoenix.gov> **Subject:** Proposed Development at Scottsdale and Bell Rd

To Jim Waring:

I am a resident in the 85254 district and there is a proposed development on the SW corner of Bell Rd and Scottsdale that is a proposed 14 story high rise. This is a terrible idea for the following reasons:

- Traffic Congestion this intersection is already over crowded with the multi-use developments in the Kierland area it is a nightmare to go through this area between 6-8 AM and 3-6 PM
- Detrimental to our environment this high density project is bad for our local environment with the additional traffic comes the increase in cars and pollution.
- Aesthetically Wrong this will be the largest high rise in the neighborhood and Scottsdale should not be turned into a corridor for high rises and increased crime.

Please fight against this proposal. I have lived in this area for over 25 years, when Kierland weas a farm field and Greenway was a dead end at 64th St. All of the development that has occurred in the area has only increased traffic and crimes and someone has to take a stand and say "enough is enough" I appreciate your understanding in this matter.

Best Regards,

Keith Reece

From: Council District 2 PCC

Sent: Tuesday, May 11, 2021 4:10 PM

To: David O Simmons

Subject: Zoning for FLW and Scottsdale rd apartment bldg

From: no-reply@phoenix.gov <no-reply@phoenix.gov>

Date: Friday, April 30, 2021 at 8:09 AM

To: Council District 2 PCC <council.district.2@phoenix.gov>

Subject: emdist2 - Form Submission

FROM: Judy Reid

SUBJECT: Zoning for FLW and Scottsdale rd apartment bldg

MESSAGE: Dear Mr. Waring,

I am writing to share that I and many of my neighbors are against the height and density of the apartment bldg being planned for the area. I heard there was a little publicized zoning hearing recently. It is far too tall and too many units to allow for adequate traffic flow, not to mention the eye sore of the height of the bldg. This is not downtown Phoenix. I know you have been very responsive in the past to the needs of the neighbors. Please let us know what we can do to modify this catastrophe. Thank you.

Sincerely, Judy Reid

Email: jreid7@cox.net

AREA: 602

PHONE: 6772879

ADDRESS: 5805 E. Grandview R.

CITY: Scottsdale

STATE: AZ

ZIP: 85254

Submission ID: bf45d7bc357043eab07055181049568c

Form Submission On: 4/30/2021 8:08:27 AM

Referer: https://phoenix.gov/district2/contact-district-2

This is Not Spam - This message is sent on behalf of the City of Phoenix. Please handle appropriately.

In Response to Scottsdale & Bell

Case No. Z-12-21-2

LOCATED AT THE SOUTHWEST CORNER OF SCOTTSDALE ROAD AND BELL ROAD

Comments and Concerns

Architecture

The architectural vernacular chosen for this project is commendable.

However, we strongly request the following comments, concerns and suggestions be included in your decision-making regarding the rezoning case for the SWC of Bell Road and Scottsdale Road.

Comments and concerns regarding the proposed rezoning and height requests:

- Rezoning from the current C-2 zoning to a PUD cannot be considered a minor rezoning. The request to
 increase the maximum height from 56' to 156' with an increase of dwelling units from 44 to 255 is way
 too much for this corner. The mass of the proposed building would not form a gateway but a blockade.
- The claim that this development could be the gateway to the Kierland area is farfetched since Kierland is ± 0.93 miles further south.
- The height and mass of the proposed building will not compliment the 125' high FLW Spire, but will compete and dwarf it.
- **Exhibit I** is a map of the existing context and also shows future and current under development projects. None of these projects, either office or residential, are remotely close to the requested height and number of floors.

Comments and concerns regarding programming:

- The proposed programming shows no retail or public activity on street level on either Bell Road or Scottsdale Road. Instead, it will be a screened parking garage over the first two floors. This is highly undesirable on, what is described by the developer as a "significant intersection". Unfortunately, this seems to be the trend. Retail and food establishments will be taken down and will slowly, as development continues along Scottsdale Road corridor, result in a dead and inactive streetscape.

Suggestions to consider:

A strict limit on height.

There should be a gradual increase in height along the Scottsdale road corridor, starting at The Courtyard with 3 stories North of the Canal along Bell Road, to the 12 story Optima Kierland Buildings.

The height limit/reduction to 6 floors would bring the following benefits.

- Less of a barrier/wall and a more friendly gesture while traveling south on Scottsdale Road.
- Less visible from the neighboring single-family developments to the West.
- A better integration with its surrounding developments. Exhibit I
- A better dialog with the FLW Spire across Scottsdale Road.

A change in program

A reduction in height and thus number of dwellings results in a reduction in the need for parking. This opens up the possibility for retail/restaurants on street level which will enhance the activity and liveliness of this important and prominent corner and with that can really become a grand introduction/gateway to the Kierland area.

A section of the new proposed program and number of floors

Level 6: Residential
Level 5: Residential
Level 4: Residential
Level 3: Residential
Level 2: Parking

Level 1 (Street): Retail/Food and Lobby for Residential

Basement 1: Parking Basement 2: Parking

Conclusion:

As the developer mentions in his description "The Kierland area is a highly desirable part of Phoenix due to its proximity to a number of high-end urban amenities" and "The project provides an opportunity to redevelop a simple 1-story retail building located at this significant intersection with high quality residential development that will add an architectural statement on the Phoenix side of Scottsdale Road, with an overall goal of framing this critical route and enhancing the Kierland area to the south"

Let's treat this corner the way it deserves.

Exhibit I

Context Map
Existing, Currently Under Development and Future Projects
Along Scottsdale Road

Exhibit I Context Map



From: ronald@suite6.net

Sent: Monday, May 3, 2021 2:53 PM

To: David O Simmons; PDD Paradise Valley VPC **Subject:** Comments Concerns Rezoning Case Z-12-21-2

Attachments: Comments and Concerns Rezoning Case Z-12-21-2.pdf

Dear David and Planning Commission,

Please find attached a document that outline our concerns and suggestions for the development proposed on the SWC Bell Road and Scottsdale. Also included a context map of the surrounding buildings and future developments. I have send this document to David before. But since this is an important issue allow me to send it again.

In addition to the comments made in the attached, I would like to emphasize that by allowing a building of this height would set a dangerous president for the rest of the Scottdale Road corridor. I am not opposed to development but it has to be in proportion to the location and context.

In the hope you make a well-educated recommendation/decision,

Kind Regards,

Ronald de Bont - Senior Designer

suite 6 architecture + planning

6111 north cattletrack road scottsdale, az 85250 480 348 7800

From: Council District 2 PCC

Sent: Tuesday, May 11, 2021 4:10 PM

To: David O Simmons

Subject: Zoning @ Bell Rd. & FLW, Southwest corner

From: no-reply@phoenix.gov <no-reply@phoenix.gov>

Date: Friday, April 30, 2021 at 8:23 AM

To: Council District 2 PCC <council.district.2@phoenix.gov>

Subject: emdist2 - Form Submission

FROM: Marilyn S Slaven

SUBJECT: Zoning @ Bell Rd. & FLW, Southwest corner

MESSAGE: I am concerned about a high-rise structure being built on this corner. The traffic problem alone should preclude this plan. I am not opposed to growth or an increased population, but I believe it can be done thoughtfully, with an eye to the future. One other item: I don't think this change of zoning was publicized enough to achieve a fair amount of public opinion. Thank you for listening. A 35 year resident

Email: marilynslaven7@gmail.com

AREA: 602

PHONE: 4189177

ADDRESS: 5201 E. Blanche Dr.

CITY: SCOTTSDALE

STATE: AZ

ZIP: 85254

Submission ID: e57b72eee9f14120b65e96a6d9bb1db8

Form Submission On: 4/30/2021 8:23:34 AM

Referer: https://phoenix.gov/district2/contact-district-2

This is Not Spam - This message is sent on behalf of the City of Phoenix. Please handle appropriately.

From: Candice Steel <candicesteel28@gmail.com>

Sent: Saturday, April 3, 2021 3:25 PM

To: David O Simmons

Subject: GPA-PV-1-21-2 (Companion Case Z-12-21-2):

Please do not rezone this property into multi-family units. This local community is already being engulfed by multi-family properties and the intersection is heavily congested.

Rather than congest our streets, invest in the small businesses that are integral to our economy and what makes this area so special. Who in the community will really benefit from this besides the developers and the city council members? People live in this area because it is not a metropolis. Let's keep it that way!

In Response to Scottsdale & Bell

Case No. Z-12-21-2

LOCATED AT THE SOUTHWEST CORNER OF SCOTTSDALE ROAD AND BELL ROAD

Comments and Concerns

Architecture

The architectural vernacular chosen for this project is commendable.

However, we strongly request the following comments, concerns and suggestions be included in your decision-making regarding the rezoning case for the SWC of Bell Road and Scottsdale Road.

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 too much for this corner. The mass of the proposed building would not form a gateway but a blockade.
- The claim that this development could be the gateway to the Kierland area is farfetched since Kierland is ± 0.93 miles further south.
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Suggestions to consider:

A strict limit on height.

There should be a gradual increase in height along the Scottsdale road corridor, starting at The Courtyard with 3 stories North of the Canal along Bell Road, to the 10 story Optima Kierland Buildings.

The height limit/reduction to 6 floors would bring the following benefits.

- Less of a barrier/wall and a more friendly gesture while traveling south on Scottsdale Road.
- Less visible from the neighboring single-family developments to the West.
- A better integration with its surrounding developments. Exhibit I
- A better dialog with the FLW Spire across Scottsdale Road.

A change in program

A reduction in height and thus number of dwellings results in a reduction in the need for parking. This opens up the possibility for retail/restaurants on street level which will enhance the activity and liveliness of this important and prominent corner and with that can really become a grand introduction/gateway to the Kierland area.

A section of the new proposed program and number of floors

Level 6: Residential
Level 5: Residential
Level 4: Residential
Level 3: Residential
Level 2: Parking

Level 1 (Street): Retail/Food and Lobby for Residential

Basement 1: Parking Basement 2: Parking

Conclusion:

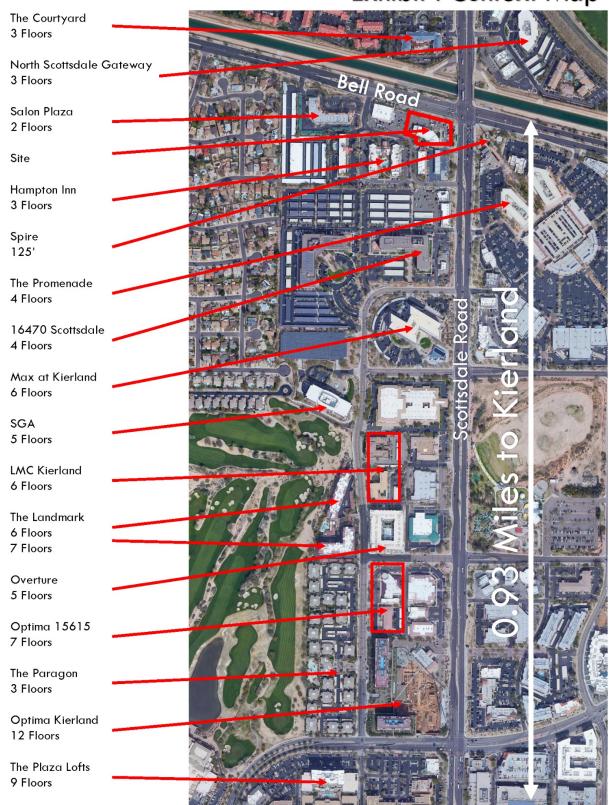
As the developer mentions in his description "The Kierland area is a highly desirable part of Phoenix due to its proximity to a number of high-end urban amenities" and "The project provides an opportunity to redevelop a simple 1-story retail building located at this significant intersection with high quality residential development that will add an architectural statement on the Phoenix side of Scottsdale Road, with an overall goal of framing this critical route and enhancing the Kierland area to the south"

Let's treat this corner the way it deserves.

Exhibit I

Context Map
Existing, Currently Under Development and Future Projects
Along Scottsdale Road

Exhibit I Context Map



From: wayne mailloux <lonewaynger@me.com>

Sent: Tuesday, March 9, 2021 5:21 PM

To: David O Simmons

Subject: Re: Rezoning Case No. Z-12-21-2, Scottsdale & Bell PUD

Many thanks for forwarding this David.

Wayne

On Mar 8, 2021, at 11:07 AM, David O Simmons david.simmons@phoenix.gov wrote:

Mr. Mailloux,

An application has been submitted for the southwest corner of Scottsdale Rd and Bell/Frank Lloyd Wright. You can review the applicants first review narrative

here: https://www.phoenix.gov/pdd/planning-zoning/pzservices/pud-cases

Please let me know I you have any questions or concerns. Take care and talk soon.

Respectfully,

David Simmons, MA
Planner II* Village Planner
200 West Washington Street
3rd Floor
Phoenix, AZ 85003
602-262-4072
david.simmons@phoenix.gov
<image001.png><image002.png>

From: PDD Zoning <<u>zoning@phoenix.gov</u>> Sent: Monday, March 8, 2021 8:45 AM

To: David O Simmons < david.simmons@phoenix.gov>

Subject: FW: zoning PUD

David Please respond to customer. Thanks Vikki Zoning

From: PDD Development Services < pdd@phoenix.gov>

Sent: Thursday, March 4, 2021 2:38 PM **To:** PDD Zoning 2011/2018/<a>

Subject: zoning PUD

Good afternoon,

Please see email below from customer.

Thank you

From: no-reply@phoenix.gov <no-reply@phoenix.gov>

Sent: Thursday, March 4, 2021 2:00 PM

To: PDD Development Services < pdd@phoenix.gov>

Subject: emplandsd - Form Submission

FROM: James mailloux

SUBJECT: Hampton Group application for SW corner of Bell & Scottsdale road

MESSAGE: I understand a zoning PUD proposal has been submitted for this site. I would like to know how to access this application and what will be the schedule for the opportunity for public comment? What I read bout this projects leads me to have some initial concerns.

Wayne Mailloux

President, Kierland Community Alliance

Email: lonewaynger@me.com

AREA: 203

PHONE: 2474199

ADDRESS: 7120 E Kierland Blvd. unit 1207

CITY: Scottsdale

STATE: AZ

ZIP: 85254

Submission ID: 09867d55e3c94b7db1f6a5baf31d276f

Form Submission On: 3/4/2021 1:59:39 PM

Referer: https://phoenix.gov/pdd

This is Not Spam - This message is sent on behalf of the City of Phoenix. Please handle appropriately.

By signing my name below, I acknowledge that I have met with representatives of the Scottsdale & Bell Rd. Development team; that I am a resident of Phoenix, Arizona; and that I support Scottsdale & Bell by The Hampton Group, proposed luxury multi-family residential, Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2 for the approximate 2.8-acre site located at the southwest corner of Bell Rd and Scottsdale Rd.

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THE SCOTTSDALE & BELL RD. PROJECT DEVELOPMENT WILL:

Be a welcome enhancement to the Kierland area

Both enhance and maintain the high quality of living in the Kierland area.

Bring built-in customers to the Kierland commercial corridors

Replace an under-utilized and outdated "gateway" corner with a stunning architectural achievement.

By signing below, I give my support to Scottsdale & Bell Rd. by The Hampton Group, Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning Request.

Reduce traffic within the area

Email

Enhance landscaping and the pedestrian experience

Signature DAVID O. Moser

Printed Name DAVID O. Moser

Street Address 190/E. Sandra Torvace

City Softs dake Zip Code 8 5254

Phone Number 602-989-96.35

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Signature _	21 h	
Printed Name	BNAL DUBIERON	
Street Address	6729 8. PAKADIST LING	
City Scott	SDALG Zip Code 85254	
Phone Number	602-330-8114	
Email SN	A LADVESK WGYRIPA.CO	

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Signature All Marie The Ma	+
Printed Name DEPH MILLER	H
Street Address 5723 E RIKGS AVE	+
City Scotts DALE Zip Code 887254	
Phone Number	
Email	-

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Signature
Printed Name MAN J MANUA
Street Address 64336. U Nowh Ave
City (WKdall Zip Code 8525)
11000 2001
Phone Number (1)
Email / Will 60 30 Who car

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Signature Johns	May
Printed Name James	May
Street Address6707	E BEVERLY LN
City_SCTS	Zip Code \$5 254
Phone Number	
Email	

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Signature Collows
Printed Name TED FRZUZIZICU
Street Address 6766 E. BEVERY LIV
City_ S' DAL2_ Zip Code_ 85254/
Phone Number 363-949-6414
Email_ted, frederick & guail. com

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Signature	Dan	(h)		
Printed Name	PAUL	K1	M	
Street Address	6501	E. K1	NG5	Ave
City 4607	Stale	Zip Code _	12	State
Phone Number _				
Email				

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Signature Miller Mounteen
Printed Name Doube & MAZI Kowsky:
Street Address 6721 E SANDRA TERRACE
City Scott Solcile Zip Code 12
Phone Number 480 483-6041
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Signature CV	
Printed Name MOR RESSU	
Street Address 101025 povoulise 1011	
City SCOttsdall Zip Code &SZ54	
Phone Number	
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Printed Name Day Varaus	
Street Address 6733 Pardisc Ln	
City Scot solo 2 Zip Code 95 254	
Phone Number	
Email	

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Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning Request.
Signature
Printed Name CHINS HOLMUSS
Street Address 6501 3. PHBCH3 70
City 56 1511 BCO Zip Code 85254
Phone Number 604-525-9883
Email_Chill STOfHURSTOAM & GASSIE COM

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Signature My aboth Bolski
Signature / Word
Printed Name
Street Address 6607 E BEVER LY
City 5 C = 175 DACE Zip Code \$5254
Phone Number
Email

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Signature
Printed Name Notes Bandford
Street Address 6608 £ Bearly LV
City Scottodal Zip Code \$5254
Phone Number 100 30 52 W
Email Chandral and amail an

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Signature
Printed Name _ LOVERDAN To to patrick
Street Address SSI LAST POMAUSE LD
City 5 CO Balle Zip Code 85254
Phone Number 004 054 0630
Email 1

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

STATEMENT OF SUPPORT:

By signing my name below, I acknowledge that I have met with representatives of The Hampton Group development team; that I am a manager/owner of a business in Phoenix Arizona; and that I support the proposed luxury multi-family residential, Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2 for the approximate 2.8-acre site located at the southwest corner of Bell Rd and Scottsdale Rd.

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Luxury Multi-Family Residential, Miner General Plan Amendment & Rezoning
Request.
Signature
Printed Name SOUND DOWN
Company Name
Street Address W. O. D.
City Scriptall Zip Code 85259
Phone Number 438-438-438-mail Sola 2 WWW.

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Signature - Sinar C. Saceo
Printed Name Richard J. Sasca
Street Address 65/3 E. Kings Ave
City Scattschale Zip Code 65254
Phone Number
Email

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Enhance landscaping and the pedestrian experience

Signature LUPC Hernandes AUC
Printed Name LOPC Hernandez AVC
Street Address 16212 N 65th R
City 5.0 12 2ip Code 85254
Phone Number 623-888-4679
Email

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

STATEMENT OF SUPPORT:

By signing my name below, I acknowledge that I have met with representatives of The Hampton Group development team; that I am a manager/owner of a business in Phoenix Arizona; and that I support the proposed luxury multi-family residential, Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2 for the approximate 2.8-acre site located at the southwest corner of Bell Rd and Scottsdale Rd.

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THE SCOTTSDALE & BELL RD. PROJECT DEVELOPMENT WILL:

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Both enhance and maintain the high quality of living in the Kierland area.

Bring built-in customers to the Kierland commercial corridors

Replace an under-utilized and outdated "gateway" corner with a stunning architectural achievement.

By signing below, I give my support to Scottsdale & Bell Rd. by The Hampton Group,

Reduce traffic within the area

Enhance landscaping and the pedestrian experience

Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning
Request.
Signature Mongaly Trompson
Printed Name
Company Name Dutch Bros
Street Address 6235 t. Bell Rd
City Phoenix. Zip Code 35032
Phone Number Email Movighanthompson@gmail.com

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Enhance landscaping and the pedestrian experience

Request.

Signature Dan Knies

Printed Name Dan Knies

Company Name Farmer Brothers Coffee - Rain Bow Donats

Street Address 455 w Diamond pri/ 6245 E BELL

City Tempe Scottslade Zip Code 85268 / 85254

Phone Number 818 612-7300 Email Sknies of Farmer 6 ps. 7200

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Enhance landscaping and the pedestrian experience

Signature		Company Strey Not Singer	1
Printed Name	Christine Sweets	20 - Suports Propert Today	
Company Name _	PERFECT TEETH		
Street Address	6345 E BELL S	atte 1	
City Scott	adale	Zip Code SS254	
Phone Number	480-607 3600 Email		

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Reduce traffic within the area

Request.
Signature
Printed Name CONNIE BANH
Company Name Original Rainbow Donnt S
Street Address 6245 E Bell Road #115
City Stothsdale Zip Code 85 2529
Phone Number 480-912-62/Email Connelan 2013 @ a mail Cor

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Signature
Printed Name Alex Dur
Street Address 6831 PARAGE IN
City Soolly Az Zip Code 85254
Phone Number
Email

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Signature	
Printed Name	
Street Address 65 8 9 PARADISC LAN	Q
CityZip Code	
Phone Number 480253-0880	
Email	

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Signature Samue	
Printed Name SUMME	2 DefU
Street Address 2650	sandea
City	Zip Code
Phone Number	
Email	

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Signature	Y
Printed Name	LEGAN BENDET
Street Address _	6508 E. PARACTIA LAGE
City	Zip Code
Phone Number _	305 240 9652
Email	Q I

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Signature Signature Signature	2 Hangs
Printed Name Votrica Omos	2 Haves
Street Address 3/26 w Warddise Stane	3/4
City Men 72 Zip Code 85009	
Phone Number 275-3252435	
Email	

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Signature Mtbruk 2
Printed Name MKe Wuchole
Street Address 6405 PARAMETER PARAMETER LX
City SCOTTOROL Zip Code Phone Number NONE Email NONE

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3/1
Signature
Printed Name Mike Showle
Street Address 6538 B. Philps Rd
City Scottedale Zip Code 85254
Phone Number
Email

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Signature ///
Printed Name Man Chtelson
Street Address 657 Kag Ave
City More GSI Riber Zip Code 85 29
Phone Number 310 889 4184
Email Marc a practed son com

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Signature May A
Printed Name Many You Stape Yor Boxy by May
Street Address 70 E. Bell Robb Suff 3/4
City_Scallsche B Zip Code_852ses
Phone Number
Email Shope 400+ 50/34 By Mary & gmay on

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Signature 258	
Printed Name JESSI Ca HOIMES DOD	
Street Address 1648 N 64th PL	
City Scott Lete Zip Code 95154	
Phone Number	
Email	

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Signature
14 5 1 1 0
Printed Name His K So Legge
Street Address 6914 E Beyer y Ln
City Scot 3 Lale Zip Code \$525 34
Phone Number <u>612-702-9255</u>
Email 6
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Signature /	
Printed Name Gavin J.	
Street Address 6627 E Kelton Ln	
City SCOtsclare Zip Code	
Phone Number	
Email	

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Signature
Printed Name Cook Tool V
Street Address 6430 E LA MAICHE Air
City Scottsdar Zip Code 85254
Phone Number
Email

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Signature Mel Hejac
Printed Name Carson Hagen
Street Address -150 E. Princess Dr.
City Phoenix Zip Code 85054
Phone Number <u>480 - 476 - 9443</u>
Email Carsonhagen lagmail.con

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Signature	
Printed Name Cum Thins	
Street Address Shop E Kelkin	
City Softs Int Zip Code	86254
Phone Number 602 746 9732	
Email	-

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Signature Signature
Printed Name Courtney Suffer
Street Address 6434 E tray
City_Softdale Zip Code 55 854
Phone Number
Email

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Signature Found Colum
Printed Name REUSEY(I Coleman
Street Address 4942 A Rasary Jan
City Oca 16 Dale Zip Code 43254
Phone Number 602 966/ - 7293
Email KO COCO 747 Q frotoo. com

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Reduce traffic within the area

Enhance landscaping and the pedestrian experience

Signature MM MM
Printed Name Sarah Moyer
Street Address 16424 N 64th P1900
City Scottsdate Zip Code
Phone Number 602 557 1558
Email

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Signature Mr. Cd
Printed Name Show Coloman
Street Address 16430 N 64+h Place
City Scottsdak Zip Code \$5754
Phone Number 602 - 421 - 6117
Email Arryw/ la yahoo. (om



Mae McGee Sales Manager

TEMENT OF SUPPORT

Plan Amendment & Rezoning Requests s. GPA-PV-1-21-2 & Z-12-21-2

(C) 602-777-0533 6245 E Bell Rd #114 Scottsdale, AZ 85254 mae.scottsdale@fullypromoted.com

480-998-9199

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Signature McOGUITAL
Printed Name MCGel
Company Name EMDYOLDWL
Street Address 1245 E Bell Rd
City SCOTTSDAIL Zip Code 85254
Phone Number 1002-188-5800 Email MUR. SCOTTSAUR @ FULLY
promoted. com

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Signature A
Printed Name Aschley Fish
Street Address 6534 E Kelton La
City Scottsdale Zip Code 85254
Phone Number (715) 524-7249
Email aschley fishe gmail eun

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Signature Www Willy
Printed Name Onuck Coll MWS
Street Address 6535 E. Arl Libr
City_Scott- Zip Code_85254
Phone Number
Email Ched @ PCI AZ Com

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Signature
Printed Name Texine STEWA (2)
Street Address 6541 E AIRE LIBOR LN
City ROM Spark Zip Code 65254
Phone Number 1/60 516 6410
Email Leven - Steward & gna. 1. con

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Signature Admi Marine
Printed Name Shannon Coon
Street Address 628 E. Aire Libre Ln.
City Scottsdall Zip Code 8525+
Phone Number
Email

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Reduce traffic within the area

Enhance landscaping and the pedestrian experience

Luxury Multi-Family Residential, Minor Gen	eral Plan Amendment & Rezoning
Request.	
Signature Myndoy Anthon	R
Printed Name Lyndsay Anth	eny
Company Name ALL AMERICAN	OUTDOOR LIVING
Street Address 7077 E. BEU RI	O
City SCOTTS DAVE	Zip Code 85254
Phone Number 480-385-5183 Email	

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Signature	
Printed Name Jacob Tatarskel	
Street Address 16250 N 64th P1	
City School Zip Code \$52.54	
Phone Number (562) 583-1441	
Email	

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Signature	
Printed Name Samy VEGA	
Street Address 4614 E. PACADISE LANE	
City Sto H& DA/E A2 Zip Code 85254	
Phone Number	
Email VEGAGAME YAHOD. vom	

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Signature Jackcon Larkey	
Printed Name Jackson Larkey	
Company Name	
Street Address 16630N64th Place	
City	Zip Code
Phone NumberEmail	

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Signature Maggie Cole	
Printed Name Maggie Cole	
Street Address 6428 E. Grandview De.	
City Scottsdale Zip Code 85254	
Phone Number	
Email	

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Signature	Chick unaler	
Printed Name	Chris Kunzler	
Street Address	6421 E grandview	
City ? \	Zip Code 9525	
Phone Number	430 2922458	
Email		

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Signature	
Printed Name ChiNN HOFFMANN	
Street Address 6402 E. JUNIPER AVE	
City Scott State Zip Code 85254	
Phone Number 480250 5487	
Email QUINN HOFFMANN & HOTMAIL, COM	

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Signature 1. Cy Lyd
Printed Name _ T. Croig Lyad c
Street Address 6401 & Junipe Au
City Sc4 Zip Code 85032
Phone Number 480 98 2375
Email to Lyndi @ Mac. com

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Signature Hotel Celus
Printed Name Latie Haston
Street Address 6414 E Grandview
City Scottsdale Zip Code 45254
Phone Number 650 743-2786
Email Katie @ Katiehas lam. com

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Signature (1)	an.
Printed Name Aster	Antolik
Street Address 16819	N. 65th
cityScotsdale	Zip Code <u>8525</u> 4
Phone Number	
Email Aster Antolik	Byahoo.com

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Signature MM
Printed Name Andrea Mirrotti
Street Address 6508 F. Bevery Lone
City Sco Hs delc Zip Code 85254
Phone Number 623-703 - 5666
Email Lacasabrook Ogmail.com

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Signature Management of the Si
Printed Name MICHAEL BURGETZ
Street Address 6937 E. BEVERLY LAWE
City Scottspale Zip Code 85259
Phone Number 612 - 670 - 8170
Email burg217@ yahoo.com

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Signature Chief
Printed Name CHRISTINA BURGER
Street Address 6937 E. BEUERLY LANE
City SLOTISDALE Zip Code 85289
Phone Number 609 - 638 - 5213
Email CBUZGEZIZO @ gmail. com

9

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Signature Ruhard & Releasty
Printed Name RICHARD J BELLASTRO
Street Address 16652 N 59# PLACE
City Scott SDALE Zip Code 8525-4
Phone Number 602 - 787 - 0163
Email_rchrdbelcASTROSS9@gMall.con

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Reduce traffic within the area

Enhance landscaping and the pedestrian experience

Signature	
Printed Name anna Sepic	
Street Address 5906 E Tuniper Ave	
City Scottschale Zip Code 85254.	
Phone Number 452 - 832 - 4472.	
Email Amsinvesting @gmail. com.	+

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Signature
Printed Name 1 Cquely Chadwig
Street Address 6402 & Beverly Lana
City Scotts dalo Zip Code 85254
Phone Number 732 - 500 - 1704
Email

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Signature Signature
Printed Name Ratica Saling
Street Address _ 66 120
City Scot Scot Schale Zip Code 85254
Phone Number 480 588 7815
Email lulupete Dyahoo, com

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Signature 1/100	
Printed Name WICHOLAS EULER	
Street Address 6559 E.PHELPS RD	
City SCOTISDALE Zip Code 95254	
Phone Number	
Email	

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Signature /
Printed NameALOR ARNOLD
Street Address GYN E BEVERLY LANE
City SCOTTSPALE Zip Code 5525()
Phone Number
Email

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Signature AMb	· Marley
Printed Name	= NISE CRANTORD
	8 E. Montreal Pl.
City Scottsdale	Zip Code 85254
Phone Number	
Email	

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Signature
Printed Name Cobo CORE
Street Address 6210 E Phalas
City Zip Code & 5254
Phone Number 602 740 5069
Email FOL OF MEW. OF A

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Signature Signature	
Printed Name	
Street Address 6418 C Ale Libere in	
City Suited Zip Code & Zay	
Phone Number GOL UGO 4552	
Email	

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Signature Donald &	
Printed Name Ook Oxed	111117 C 31
Street Address 628 N 65 R K	DHC DOW
City Zip Code	
Phone Number	
Email	



6245 E. BELL ROAD, SUITE 109 SCOTTSDALE, ARIZONA 85254

480-339-0003

Scottsdale@CagelessGrooming.com

ng.com

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Signature
Printed Name Charley Lesker
Company Name Wintails Cageless a rooming
Street Address 6245 E Beli Rd St 109
City Scottsdale Zip Code 85254
hone Number 480 3390063 Email Scotts dute a cageless granning Com

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Signature	
Printed Name	
Street Address 6609 F. Kug XX	2 21
City Zip Code	350
Phone Number	
Email	

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Signature Signature
Printed Name Valuet CCC
Street Address 6423 E FELTERY
City Sutteday As Zip Code 85254
Phone Number
Email

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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By signing below, I give my support to Scottsdale & Bell Rd. by The Hampton Group,
Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning
Request.
Signature
Printed Name HEATHER LEARING
Company Name Black BEAR DIDGEL
Street Address 27030 N Scottschip Rd
City Scottsdate OR Zip Code 95155
Phone NumberEmail

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Signature Jode V
Printed Name Jody BEAUCHEMIN
Street Address 15501 E. ANE LIDE W.
City_ScottsdalG Zip Code_85254
Phone Number
Email Jody Deaurchem 1975 @ gmail Om

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Signature Signature
Printed Name Many Stlyly
Street Address U438 Aire Libreli
City State ale Zip Code 85754
Phone Number 4557
Email William SSO YOUNG COM

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Request.	
Signature July Signature	
Printed Name DAVIO PHECES	
Company Name THE BREAKENST JOYA	N
Street Address 6245 E. Beu Ro	
City Scottspane Zip Code	85254
Phone Number 460-664 9373 Email	

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Rezoning Residential, Wilnor General Plan Amendment & Rezoning
Request.
$\mathcal{L}(\mathcal{A})$
Signature James Siller
- 1 / h / m
Printed Name Laura Steller
Company Name Tao accupintano Climic
Street Address 6245 E Bell Rd
City Scotts Sele Zip Code \$5354
Phone Number 480-268-4878 Email
To al world to a

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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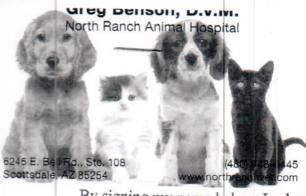
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Request.		
Signature A.	sa sxc	
Printed Name	bacaya	
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Street A Rid	O TATOTE	
1 777	e Way	
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Phone Si	noke & Cigar	
480	998-5000	
0240 F. RAII	D d C	
FUR ALL YOUR CI	GARETTS & TOBACCO NEEDS!	



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Signature	1ste Benson
Printed Name	Uslie Bonsm
Company Name _	North Panch-Anima
Street Address	6245 E. Bell ED
City	Scotsdel Zip Code 85754
Phone Number 🕡	02741-7141 Email gone 2 the dogs & cox. ret



Mann, Friendly, and Quality Services

(480) - 348 - 9433

MENT OF SUPPORT

Amendment & Rezoning Requests PA-PV-1-21-2 & Z-12-21-2

Mon - Fri: 9:00AM - 7:00PM, Sat: 9:00AM - 6:00PM, Sun: 11:00AM - 5:00PM 6245 E. Bell Rd #119, Scottsdale, AZ 85254 (64th St & Bell Rd.)

By signing my name below, I acknowledge that I have met with representatives of The Hampton Group development team; that I am a manager/owner of a business in Phoenix Arizona; and that I support the proposed luxury multi-family residential, Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2 for the approximate 2.8-acre site located at the southwest corner of Bell Rd and Scottsdale Rd.

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Signature	
Printed Name HANH CA	-0
Company Name HANN	AH NAILS & SPA
Street Address 6245	= BEIL Rd # 119
City Scottsdale	Zip Code _ \$5254
Phone Number 480 348	9433 Email

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Replace an under-utilized and outdated "gateway" corner with a stunning architectural achievement.

Reduce traffic within the area

Enhance landscaping and the pedestrian experience

Signature Diz Lel
Printed Name Brynd Peloquin
Street Address 6444 E Sandra Terracce
City Scottate Zip Code 85224
Phone Number 602-361-5921
Email boeloquia 24 Az a) gmail 101

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Signature
Printed Name ASSA PARAGA
Street Address 443 E SANDRA TER
City SCOTTS DALE Zip Code 85254
Phone Number
Email

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Signature	(clin)
Printed Name	Kelli Mante
Street Address	6426 E Sandry
city SZOHS	dell Zip Code_ 85256
Phone Number	313 528 9965
Email	Kerronthoajalin

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Signature Faul Nethan
Printed Name tuel Withom
Street Address 16251 N. 65th Pl
City_Scottsdall Zip Code_85254
Phone Number 6025380043
Email Japakileo & gnew. Com

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Signature Company Comp
Printed Name RECHEVARRIA
Street Address 6514 E. Beverly In
City Scotts Dale Zip Code AZ 85254
Phone Number
Email

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Signature All Ec	Res
Printed Name And &	ECheverry
Street Address	E BEDEN LK
City scottle	Zip Code
Phone Number	
Email	

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Signature Mrone Mucon
Printed Name Bianca Brcan
Company Name Spring Hill Seiter
Street Address 17020 N Scottsdale
City Scottsdele 92 Zip Code 85255
Phone Number 480 - 922-870 Email

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My Mise

Signature and Santer	d · ×
Printed Name Tack 3 and 48	SI HES
Street Address/86// N . 64/ PL	- XV
City 504 Slake Zip Code AZ 85254	7,4
Phone Number 602 - 615 - 58/8	
Email Sandrer Jack & gard 100m	

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Signature Printed Name N/A N/A N/A
Printed Name MILD Trock
Street Address [W202N W4MPL
City SCAISdale Zip Code 85254
Phone Number 1008-540-(585
Email acie, niojo, green a gmail com

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Signature 2	
Printed Name Adam Green	
Street Address 16202 N . 694 p	_
City Soefsdole Zip Code 85354	
Phone Number <u>(0)</u> - 882 - 8295	
Email agreen & Segisales pros. com	_

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Request.

Signature

Printed Name

AD TO TOTALE FAMILY DENTISTRY & ORTHODOTTICS

Street Address

City Scotts Dale

Zip Code 95254

Phone Number 490 474 - 4990 Email

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Signature Suff Stell
Printed Name Robert A Steele
Street Address 16228 N 677 54
City Scottsdale Zip Code 85254
Phone Number 602-292-129 2
Email steeler 119@ gmail.com

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Luxury Multi-Family Residential, Minor Go	eneral Plan Amendment & Rezoning
Request.	
Signature What have	
Printed Name Austin Mils	
Company Name	
Street Address 17007 M. Scotts	de
City Scottsdale	Zip Code 85255
Phone Number 480 948 884 Email	Ca5304@Corrabbas Lom

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Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning
Request
Signature 40000
Printed Name Mavis York
Company Name Sacksons 605
Street Address 16610 N. Scottslate Pd
City Scottsdale Zip Code \$5254
Phone Number 40-002-70 Email

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Signature 3
Printed Name James G. Breen
Street Address 6435 E. Beverly Ln
City Scottsdale Zip Code 85754
Phone Number
Email

Minor General Plan Amendment & Rezoning Requ Casé Nos. GPA-PV-1-21-2 & Z-12-21-2



MICHELLE WOR

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Signature Moulde Worlden
Printed Name Michalle Worley
Company Name School of Rock
Street Address 13610 N. Scotsdalo Rd
City Scottsdale zip Code 85254
Phone Number 480-483-7625 Email Mworky @ school frock com

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning
Request.
Signature
2 11
Printed Name BRAD KRAH
Company Name () of lost
Street Address 13610 N Scotche 10
City School Zip Code Zip Code
Phone Number Email

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Reduce traffic within the area

Enhance landscaping and the pedestrian experience

Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning Request. Signature	
Signature	
Printed Name Billy MESA	
Company Name Courrigard & SpringHill Svites North Scottsmile	
Street Address 17010 N. SCOTLSDALE Rd.	
City DOSTISONIE Zip Code 85255	
Phone Number 480 538-2412 Email billy MESA @ Aim Hosp. Con	Y

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Signature Donald & Heufener
Printed Name RONALD C. HEUBNER
Street Address 6610 E. Kinga Ave.
City D Got 18 41 hr Zip Code 85254
Phone Number
Email

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Enhance landscaping and the pedestrian experience

Signature A G. Elis
Printed Name Joseph A. Ellis
Street Address 6621 E. Klup Face
City Sept Sphal Zip Code 85254
Phone Number 602-549-9642.
Email Jre ellis @ raparch, com.

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Replace an under-utilized and outdated "gateway" corner with a stunning architectural achievement.

Reduce traffic within the area

Enhance landscaping and the pedestrian experience

Signature	The Bond
Printed Name _	Lisa Borely
Street Address	6747 E Paradise Lane
City_Scot	trobele Zip Code 85254
Phone Number	208-220-2059
Email	

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Melde	d J. Van Lebt	
Signature	0	
Printed Name		
Street Address	· Paradije Some	
City	Zip Code	
Phone Number		
Email		

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Signature Devathy Lash
Printed Name Porothy Larkin
Company Name Eye Kandi Salon
Street Address 7077 E Bell Rd-
City Scts. AZ Zip Code
Phone Number 602 3/69347 Email drth LrkN @ amail. Can

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Signature Jan Jan		
Printed Name Saran Kibarian		T
Company Name BMW North Sce	stridare	
Street Address 18018 N Scottsda	ie Rd	
City Phoenix	Zip Code <u>85054</u>	
Phone Number 480-470-787 Email		

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Signature Sevan Sallsallia
Printed Name Swan Schuchman
Street Address U414 E monte chisto Avenue
City Stortsdall Zip Code 85254
Phone Number 480-550-1252
Email Swan Schuehman Dogmail. Com

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By signing below I give my support to South

Luxury Multi-	Family Residential	, Minor General	Plan Amendm	The Hampton tent & Rezon	Group, ing Kelste	
Request. Signature				() So	e pout	,
Printed Name	Marisia B	ello a	st MG		Corporate	ps hu
Company Name	(OFFEE	BEAN &	EA LEAT	_		
Street Address _	16420 N	Scott lyle -	2			
City See	ottslate	Ziŗ	Code _ %	5255		
Phone Number <u>U</u>	180-877.154	†_Email				
		* Kal	sic & cans	J TEZA		

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1200
Signature (
Printed Name Justin Brent PB (619) Working of
Street Address 4206 W 18157 W AHO AT GAURDIAN MORTING OFFICE
City Gooden Scot Stac Zip Code 85338 State
Phone Number 219-744-908
Email DUSTINBURKO XAHO COM

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Guardial
Signature
Printed Name Deanne Christophin
Street Address 16430 H Scottsdall Rel
City Scottschal Zip Code 85254
Phone Number 480 - 676 - 6303
Email Leame Christopher & gone-marcon

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Zakary Makir amily Residential, Wilhor General Plan Ame	ndment & Rezoning Request.
Signature . Mosti	Fidelity National Title Agency
Printed Name VERONICA MONIS	·
Street Address 16430 NScottsdale	
City Scotts Eale to Zip Code 85255	
Phone Number 717 424 7740	
Email	

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Signature Beli	
Printed Name Belen Fe	lix
Company Name VW About	Scottideles
Street Address Chaun cy	٤
City	Zip Code <u>859</u> 55
Phone Number <u>(DZ 312-1655</u> Email_	

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Signature FB	
Printed Name Jonatha Brook	T
Street Address 650 8 E. Beverly Lan-	
City Scottodele Zip Code 85254	
Phone Number 623-703-5664	
Email Lese Lacascbrooks @gnail.con	

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By signing below, I give my support to Scottsdale & Bell Rd. by The Hampton Group,
Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning Request.

Signature

Printed Name

Street Address

City

Divinity Zip Code

Phone Number

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Request.
Signature ROM
Printed Name Every Rod Arguez
Company Name ATET Store
Street Address 17025 N Scottsdale Soute 180
City Switzlife 92 Zip Code 85255
Phone Number 432-131-7523 Email

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Signature
Printed Name Sonal Brizendine
Street Address 15345 N SCOTTSolale Rd
City Scotts dall Zip Code 85254
Phone Number 803 35 6486
Email Sonal 7 ahoma 1. Com

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Signature	
Printed Name	Keven Juherdson
Street Address	16025 N. 63 50 St
City Stold	Lefule Zip Code 85254
Phone Number	928 924 5440
Email	Wein k. ruberyon a ychouron

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Signature	
Printed Name JONH VIETH	
Street Address 6417 & Monte Crusto	
City_ Scott due K Zip Code 85 258	
Phone Number	
Email	

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning Request.

Signature Morro

Company Name Oack 56 NS

Street Address To E (66 O N Scottato

Zip Code SS2 Street S

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Luxury Multi-Family Resi	dential, Minor General Plan Amendment & Rezoning
Request.	
Signature (all
Printed Name Amanda	2 Gulley
Company Name The U	ps Store
Street Address 1621 W	Scottsdale Rd
City Scottsdale	Zip Code 85254
Phone Number 480 948	9727 Email Store 0303 @ theupsstore Con

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CASPIAIN Food Warker
Signature
Printed Name Favia Samile
Street Address 17040 N ScotfSJale Road #108
City Scottsche Zip Code \$5255
Phone Number 486-513-8797
Email

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Signature	8-6
Printed Name	Ester Gux Hon
Company Name _	PHADAR Medterranean Kitcher
Street Address	17025 N Scott Ste N # 160
CityS	
Phone Number	480-207 GB/Email WWW. Ptadulegz. con

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Bring built-in customers to the Kierland commercial corridors

Replace an under-utilized and outdated "gateway" corner with a stunning architectural achievement.

Reduce traffic within the area

Enhance landscaping and the pedestrian experience

Signature Al Al
Printed Name DALE JOhwsow
Street Address 6601 E Aire Libre Li
City Scottschalle Zip Code 45254
Phone Number
Email

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Signature	
Printed Name Josh Barela	
Company Name Sasyar Land Rover of Soffelale	
Street Address 1810 K Sothdale	
City Scale of Zip Code 8525	
Phone Number 49 538 - 4(00 Email	

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Signature Dans	i) H. Crane
Printed Name	
Street Address 653	7 E, GRAND VIEW DR
City	Zip Code
Phone Number	
Email	
Email	

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Signature		
Printed Name	Tim Thomas	
Street Address	6520 SANDER TERRE	
City_Sassale	Zip Code	
Phone Number		
Email		

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Signature Mr.	u-
Printed Name _ Charle	n)
Company Name 8	OLIVAR Laing Cyat club
Street Address 7025	N Scottedale
City 485. 476 93	Zip Code 25257
Phone Number	Email cigr father Quol com

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Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning
Request.
Signature
Printed Name Dennifer Seng
Company Name DININE DENTAL
Street Address N Scottzdale Rd
City Scottedale AZ Zip Code 85255
Phone Number 480-534-7144 Email divine dental 0125 @ GMAI). (0~

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Luxury Multi-Family F	Residential, Minor General Plan	Amendment & Rezoning
Request. Signature		
Printed Name WAN	a Salado	
Company Name	7	
Street Address MU2S	N Scottsday Ste 180	SHERRING WARTER
City Scottslare	Zip Co	de_NSXSS
Phone Number 432-2	31-7523 Email CS1518	+autt.com

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Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning
Request

Signature

Printed Name

MARGIE

M. FELSHGR

Company Name

Nothing

Bundt

Cakes

Street Address

Toob

Substance

Zip Code

Zip Code

Zip Code

Nothing bundt cules

Company

Email

Substance

Company

Compa

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Signature And J
Printed Name Sam Azin
Street Address 17040 N. Gostfolale Rd
City 5 cotts data Zip Code \$5255
Phone Number 484 6/4-/4/4
Email paring cox. net

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Enhance landscaping and the pedestrian experience

Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning
Request.
Signature James Edley
Printed Name JAMES GULLEY
Company Name THE UPS STORE # 0303
Street Address 14211 N. SCOTTSDALE NOR
City SCOTTSDALE Zip Code 85254
Phone Number 480-948-9727 Email STONE 0303 & THE WAS STONE CO

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Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning
Request.
Signature
Printed Name Printed Name
Company Name
Street Address
City Zip Code 8525M
Phone Number 40-426-4358 Email 1504had 16 M.Sh. Cov

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Signature Ro	tael Hernandez
Printed Name	
Company Name	JACK IN The Mox
Street Address	13610 N SOTEME
City Sco	Zip Code 255
Phone Number 4	80-443-905 Email

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Signature

Printed Name

Company Name

Company Name

City

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Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning
Request.
Signature
Printed Name Pete Mello
Company Name Boch to Rock
Street Address 7(3(E Frank World, Wright
City Soffsdale Zip Code \$5260
Phone Number 480-990-8000 Email northscottsdale @bachto Rock. Com

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Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning Request.

Signature Address Port & Bell bood Ste 209

City Scottsdall Zip Code 88284

Phone Number 480-201-5726 Email & MCCS & Imperial ballroom

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Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning
Request.
Signature Many Many
Printed Name Mary Pierce
Company Name Stellar Lash
Street Address 7077 E. Bell Rd.
City Scottsdale A7 Zip Code 85254
Phone Number 4 602-562-9350 Email

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Signature Avrin Ce stall
Printed Name AMORI LANGSTAFF
Street Address 6901 to Parisise Rd
City Scotts dale Zip Code \$5254
Phone Number
Email

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1	M.
Signature	
Printed Name	Jamie HAD
Street Address _	6871 E Kang An
CityS	zip Code 85254
Phone Number _	30426324
Email	JAME al price ASHE com.

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Bring built-in customers to the Kierland commercial corridors

Replace an under-utilized and outdated "gateway" corner with a stunning architectural achievement.

Reduce traffic within the area

Enhance landscaping and the pedestrian experience

Signature
Printed Name Lips Nips & Brown
Street Address no/ E. Bell Rea Sife 20
City_Scale_85284
Phone Number
Email / 1/25 NIPS OUR BROWS & GMW/ on

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/ Roca a
Signature
Printed Name
Street Address 6910 E KINGS AL
City Zip Code \(\frac{254}{} \)
Phone Number 480 217-4483
Email
Home-Valles
Home-Valles

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Signature Osual
Printed Name Han Rosnau
Street Address 5959 & Phelis &J.
City Scall Zip Code 8584
Phone Number 602 788-6013
Email Deser Troses 40 qu/com

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Signature
Printed Name AVID (ERRARA
Street Address 6938 E PARANCE CONE
City Zip Code 85254
Phone Number
Email

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Signature La A Stard
Printed Name Garc Sol ch
Street Address 16443 N. 68th wy
City Scottsonly Zip Code 85254
Phone Number 430-282-77/5
Email

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Signature Aller
Printed Name GENER DUN ANGEUS
Street Address / Clust N. 68th Way
City States Zip Code SS2V4
Phone Number
Email Gener 721 @ yahor. Com.

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Signature Marquard
Printed Name & marquard
Street Address 6819 & Favadese Long
City Soffdole Zip Code \$5250
Phone Number
Email

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Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning Request.
Colonial Request.
Signature
Printed Name Robyn Bevn794
Street Address 650 E Wadyl (M
City
Phone Number $49-370$
Email RBGAN 20+ a agr. CM

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Signature John MM
Printed Name And Hokil
Street Address 6037 E Paradse W.
City 4043dale Zip Code A
Phone Number
Email In Huhill & gnath. com

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Signature

Printed Name

Street Address

City Scottsdale & Bell Rd. by The Hampton Group,

Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning Request.

Signature

Printed Name

Zip Code SSSA

Phone Number 480 612 3209

Email MShahul A Angul - Acoustic Company Street Company

Minor General Plan Amendment & Rezoning Requests Case Nos. GPA-PV-1-21-2 & Z-12-21-2

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Luxury Multi-Family Residential, Minor General Plan Amendment & Rezoning
Request.
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Signature / Cager / Some
3
Printed Name Roger Boss
Company Name Gostin Krate & Juso Jadeny
Street Address By By
City Scotts tale 42 Zip Code 85254
Phone Number 480-957-2236 Email

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Signature WMW/Mm	
Printed Name Mi Chelle Vega	
Street Address 664 8. Paratise ane	_
City_S(645MML Zip Code 85254	
Phone Number	
Email	

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A A
Signature aluk deleg
Printed Name PATRICK DALEY
Street Address / 6653 N. SGTH PRACE
City Scot 150 ALE Zip Code 85254
Phone Number
Email

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Signature Barbar Luncker
Printed Name BARBARA SHUMAKER
Street Address 5915 E. KELPON W
City Scs 715 Zip Code 85 254
Phone Number 602 788-0089
Email_ REDPONY4MEZ@GMAIL-Com

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Signature	luar
Printed Name _	RILL OLDANT
Street Address _	2239 WSpue Dr
City_ Mx	Zip Code STOTS
Phone Number _	
Email	

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Signature

Printed Name Repecca L Hoffmann

City Scottsdale Zip Code 85254

Phone Number _____

Email _____

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Signature A
Printed Name Anthon, Perdit
Street Address 4763 E. Paredist Ln
City 5 co 45 da/4 Zip Code \$254
Phone Number 602-206-1910
Email aperdit @ coy, net

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Signature Mell 886 C. Arrelibre In

City Scots all Zip Code 85250

Phone Number 486-628-1598

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Signature Laren Celas	
Printed Name Karen Crease	
Street Address 6537 E. GRandview DR.	
City Cotto dale Zip Code 85354	
Phone Number	
Email	

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Signature Ru	
Printed Name Rachel Martin	
Street Address 6526 E. Kings Ave.	
City Scottsdale Zip Code 85254	
Phone Number 480 518-3166	
Email	

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The proposed project will include (1) Staggered height to a maximum of 14 stories (2) 255 dwelling units; (3) Provide 478 parking spaces (4) Reduce traffic within the area; (4) Redevelop and enhance the Southwest corner of Bell & Scottsdale Rd.; (5) Enhance landscape and pedestrian experience along Bell Rd. and Scottsdale Rd.; (6) Provide concealed parking.

THE SCOTTSDALE & BELL RD. PROJECT DEVELOPMENT WILL:

Be a welcome enhancement to the Kierland area

Both enhance and maintain the high quality of living in the Kierland area.

Bring built-in customers to the Kierland commercial corridors

Replace an under-utilized and outdated "gateway" corner with a stunning architectural achievement.

Reduce traffic within the area

Enhance landscaping and the pedestrian experience

Signature Sz	Mo .
Printed Name BRAO	MASCIOTRA
Street Address 64/2	E Sandia Terraca
City Scotts I da	Zip Code 85254
Phone Number	
Email	

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Signature 9	
Printed Name Etlan	Alarman
Street Address 69/9	Kelfor lone
City	Zip Code
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Signature Signature
Printed Name STEVE BRADGULY
Street Address 5939 E. Aire L. bue Lw
City Zip Code
Phone Number
Email

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Printed Name JWdan Pepunsy	
Street Address LOSOV I Jandon Tervale	
City Scotts dale Zip Code 88254	
Phone Number	
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Signature	Teri,	Thon	MPSSL		
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City Co	41	Zip Code _	J5	25-4	
Phone Number _					
Email					