



City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT

Staff Report Z-14-18-2 (DMB Circle Road Partners Mixed Use Development PUD) June 19, 2018

Paradise Valley [Village Planning Committee](#) Meeting Date: July 9, 2018

[Planning Commission](#) Hearing Date: August 2, 2018

Request From: [C-2](#) PCD (1.93 acres)

Request To: [PUD](#) (1.93 acres)

Proposed Use: DMB Circle Road Partners Mixed Use Development Planned Unit Development to allow a mix of uses including multifamily residential, hotel and commercial

Location: Approximately 415 feet north of the northwest corner of Scottsdale Road and Kierland Boulevard

Owners: DMB Circle Road Partners

Applicant/Representative: William Lally, Tiffany & Bosco, PA

Staff Recommendation: Approval, subject to stipulations

<u>General Plan Conformity</u>			
<u>General Plan Land Use Designation</u>		Commercial	
<u>Street Map Classification</u>	Scottsdale Road	Major Arterial	65-foot west half street (45-foot Phoenix) (25-foot Scottsdale)
<p>CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES GOAL; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.</p> <p>As stipulated, the proposed PUD supports increased intensity by proposing a mix of uses and a development that is compatible in both scale and intensity with the surrounding Kierland area and properties adjacent to the site.</p> <p>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.</p>			

The development is located in a mixed-use corridor where adjacent properties are multifamily, office or commercial in nature. The subject site is also located within the Desert Ridge/Kierland designated employment center. The proposed uses in the PUD will support a higher concentration of people near employment and add to the mix of commercial uses which in turn will promote the sustainability of the area.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; HEALTHY NEIGHBORHOODS; DESIGN PRINCIPLE: Establish design standards and guidelines for parking lots and structures, setback and build-to lines, blank wall space, shade, and other elements affecting pedestrians, to encourage pedestrian activity and identify options for providing pedestrian-oriented design in different types of development.

The PUD proposes landscaping around all four sides of the building, an open courtyard at the ground floor and requires that all private and public pedestrian pathways be shaded at a minimum of 75% at maturity.

The proposed design guidelines/standards require that no blank walls be permitted on the site, that pedestrian pathways be connected to Scottsdale Road, that commercial uses are located on the first floor and step back requirements are implemented to reduce building massing. All of these standards promote a more pedestrian-friendly and shaded environment.

STRENGTHEN OUR LOCAL ECONOMY CORE VALUE; EMPLOYERS (JOB CREATION); LAND USE PRINCIPLE: Support General Plan Land Use Map and zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers.

The subject property is located within the boundaries of the Desert Ridge and Kierland major employment center and is adjacent to a City of Phoenix designated employment center. The PUD proposes commercial uses and requires that commercial uses be on the first floor. These standards and permitted uses within the PUD development narrative allow for a variety of commercial uses that could create jobs and for a concentration of people to support those establishments and other commercial uses in the area.

Applicable Plans, Overlays and Initiatives

[Maricopa Association of Governments \(MAG\) Kierland Employment Corridor](#) – see background item # 8 below.

[Tree and Shade Master Plan](#) – see background item # 10

[Complete Streets Guiding Principles](#) – see background item # 11

[Comprehensive Bicycle Master Plan](#) – see background item # 12

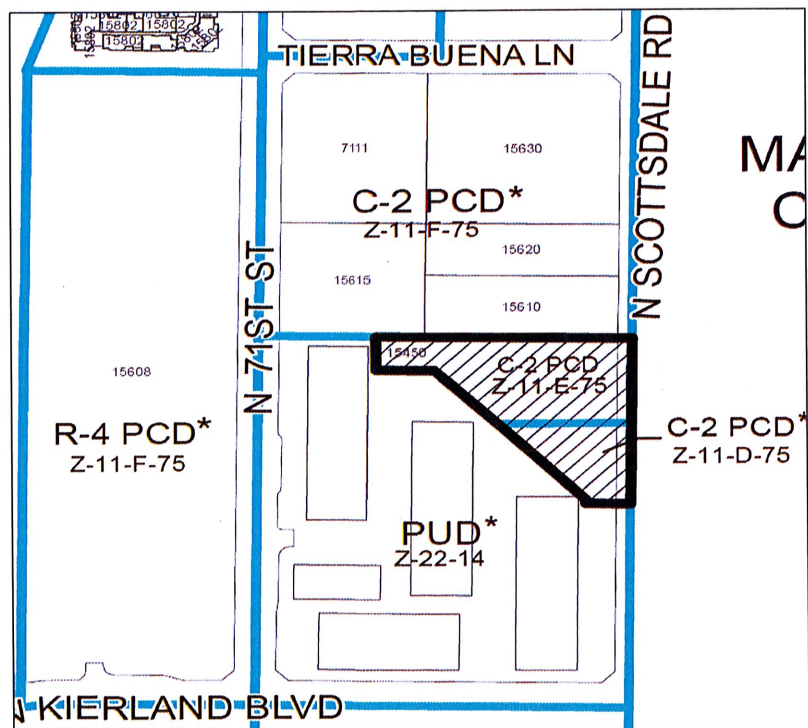
[Reimagine Phoenix Initiative](#) – see background item # 19

Surrounding Land Uses/Zoning		
	Land Use	Zoning
On Site	Retail	C-2 PCD
North	Retail	C-2 PCD
South	Mixed Use-Residential/Commercial	PUD
East	Mixed Use-Office/Retail	C-3, City of Scottsdale
West	Mixed Use-Residential/Commercial	C-3, City of Scottsdale

Background/Issues/Analysis

SUBJECT SITE

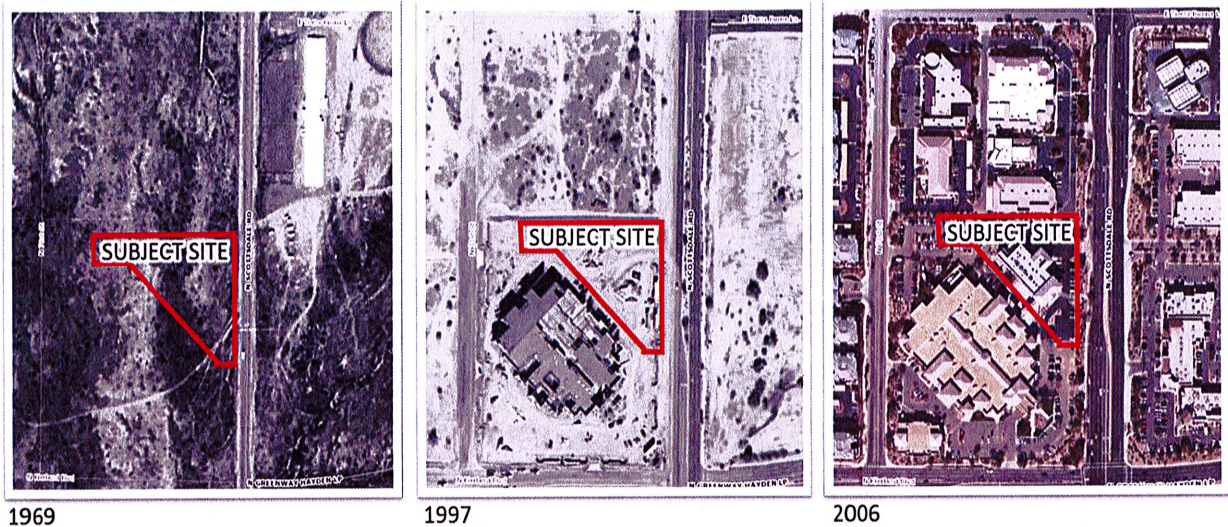
1. This is a request to rezone a 1.93-acre site located approximately 415 feet north of the northwest corner of Scottsdale Road and Kierland Boulevard. The request is to rezone from C-2 PCD (Intermediate Commercial, Planned Community District) to PUD (Planned Unit Development) to allow a mix of uses including multifamily residential for a maximum of 272 dwelling units, hotel for a maximum of 210 rooms and intermediate commercial uses.



Source: City of Phoenix Planning and Development Department

2. The subject site consists of one parcel that is under the ownerships of DMB Circle Road Partners. The site currently contains a retail furniture store, La Maison Interiors. 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. This area was planned in 1975 as a Planned Community District (PCD) of 1,082 acres, previously known as the Desert Springs PCD and now known as the Kierland PCD, through Rezoning Case No. Z-11-75. Subsequently, the Kierland PCD went through several amendments since its original approval. The current C-2 zoning designation was established through Amendments D and E, Rezoning Case Nos. Z-11-D-75 and Z-11-E-75. Maricopa County Historical Aerials indicate that the first

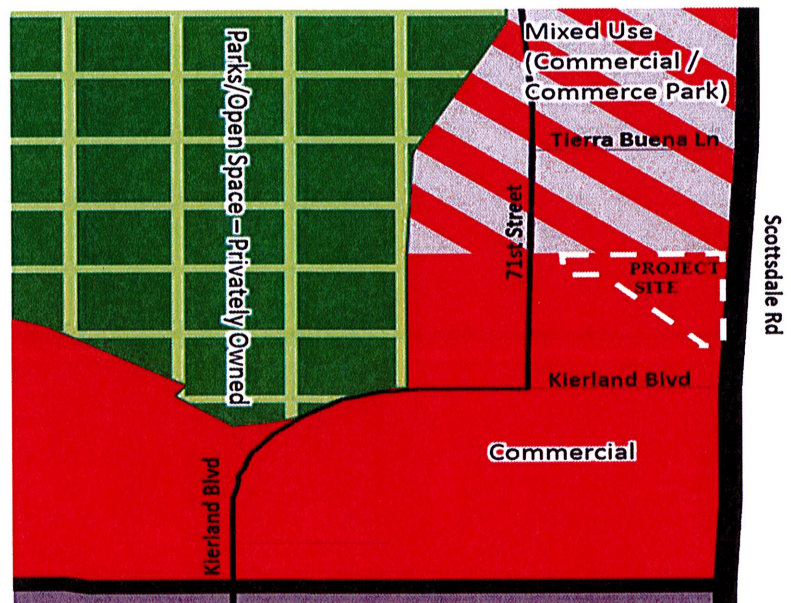
property to develop near the site was in approximately 1997 and the subject property began development in approximately 2006. The PCD Zoning District is intended to establish a development pattern for a larger area while permitting flexibility for specific developments and safeguards that adequate infrastructure needs are met for the area. The proposed PUD also proposes to remove the property from the PCD and the developer will be required to provide updated infrastructure as needed and determined through the Planning and Development Department's site development process. The subject site and the property to the south previously functioned as a singular property and was part of the Robb and Stucky Furniture Store development. The subject property was split from the adjoining parcel in 1999 and La Maison Interiors took over the northeast building around 2011.



Source: Maricopa County Historical Aerials

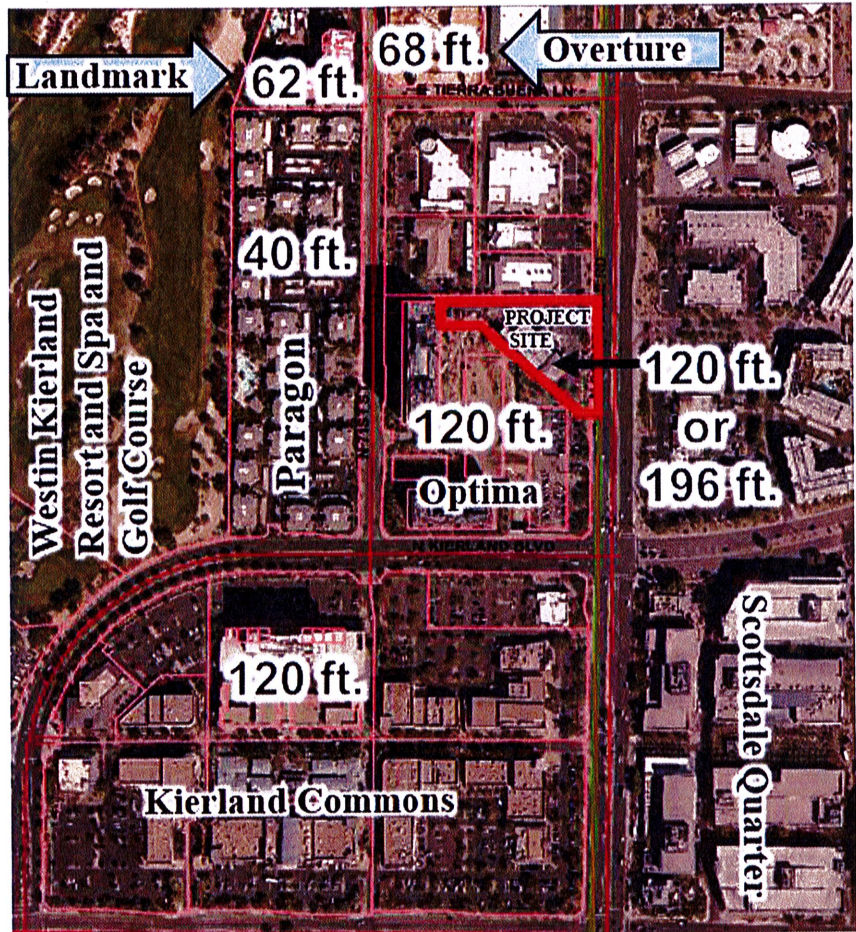
3. The General Plan Land Use Map designation for the subject site is Commercial. The proposed PUD supports multifamily residential, hotel and commercial uses, which is consistent with the General Plan Land Use Map Designation.

The General Plan Land Use Map designation surrounding the site is Commercial and Mixed Use (Commercial /Commerce Park).



Source: City of Phoenix Planning and Development Department

4. The site is located within the larger Kierland area, adjacent to Scottsdale Road and within a corridor that contains commercial, mixed use, commerce park and industrial uses. Additionally, the subject site is specifically surrounded by mixed use, multifamily and commercial uses and is near Kierland Commons and Scottsdale Quarter which are mixed use outdoor shopping centers with restaurants and retail. The subject site is also near the Westin Kierland Resort & Spa, golf course, offices and commerce park uses further to the north and west.



Source: City of Phoenix Planning and Development Department

5. The site is adjacent to other developments that exceed 30-feet in height such as Kierland Overture (68 feet), The Landmark Condominiums (62 feet) and Paragon at Kierland Apartments (40 feet). Overall, the Kierland area has seen substantial interest in redevelopment for mixed use projects, including the Plaza Lofts at Kierland Commons, a multifamily condominium complex above ground floor retail approved in 2003 through Rezoning Case No. Z-24-03. This request was for a mid-rise overlay for a maximum height of 120 feet that is approximately 0.17 miles southwest of the subject site. Directly abutting the site to the south is Kierland Optima, a multifamily and office mixed use development approved in 2014 through Rezoning Case No. Z-22-14 with an allowable height of 120 feet and a maximum of 796 dwelling units.
6. The PUD development narrative proposes two development options with separate tables for development standards and design standards. These standards only vary in relation to height and building massing, all other development standards such as maximum dwelling units, building setbacks, landscape setbacks, lot coverage and open space are identical. Option A

proposes a maximum height of 120 feet and Option B proposes a maximum height of 196 feet. Based on the character of the surrounding area and previously approved heights nearby, staff is not supportive of a height that exceeds 120 feet. Additionally, Option B offers no additional development requirements/standards that are above and beyond Option A such as additional open space at the ground floor, streetscape improvements or architectural design features. Staff is requesting that development Option B and all standards related to Option B be deleted. This is addressed in Stipulation Nos. 1.d., 1.m., and 1.s.

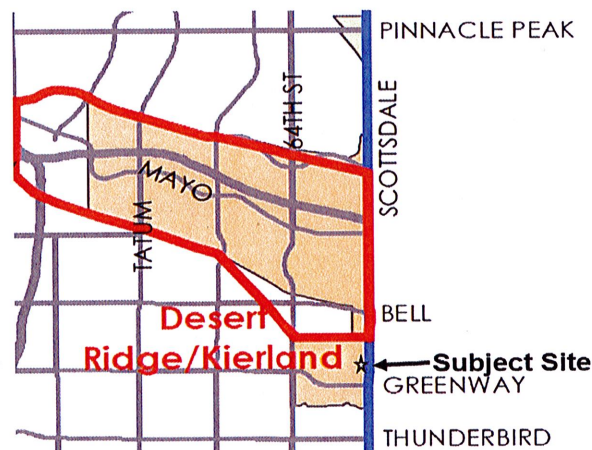


Source: Davis Architecture

DESERT RIDGE AND KIERLAND MAJOR EMPLOYMENT CENTER

7. The subject site falls within the boundaries of the Maricopa Association of Governments designated Desert Ridge and Kierland major employment center and is adjacent to a City of Phoenix designated employment center.

A mix of housing types is encouraged in areas near employment centers and commercial corridors. The Desert Ridge/ Kierland center profile provided by City of Phoenix Community and Economic Development identifies that the Kierland area is comprised of a



-  Phoenix Designated Employment Centers
-  Desert Ridge & Kierland

Source: City of Phoenix Planning and Development Department

highly educated, executive and professional workforce with a large inventory of Class A office space. Providing additional housing and hotel options in close proximity to the nearby workforce will add to the sustainability of the established office space and commercial uses in the Kierland area.

SURROUNDING ZONING AND USES

8. North

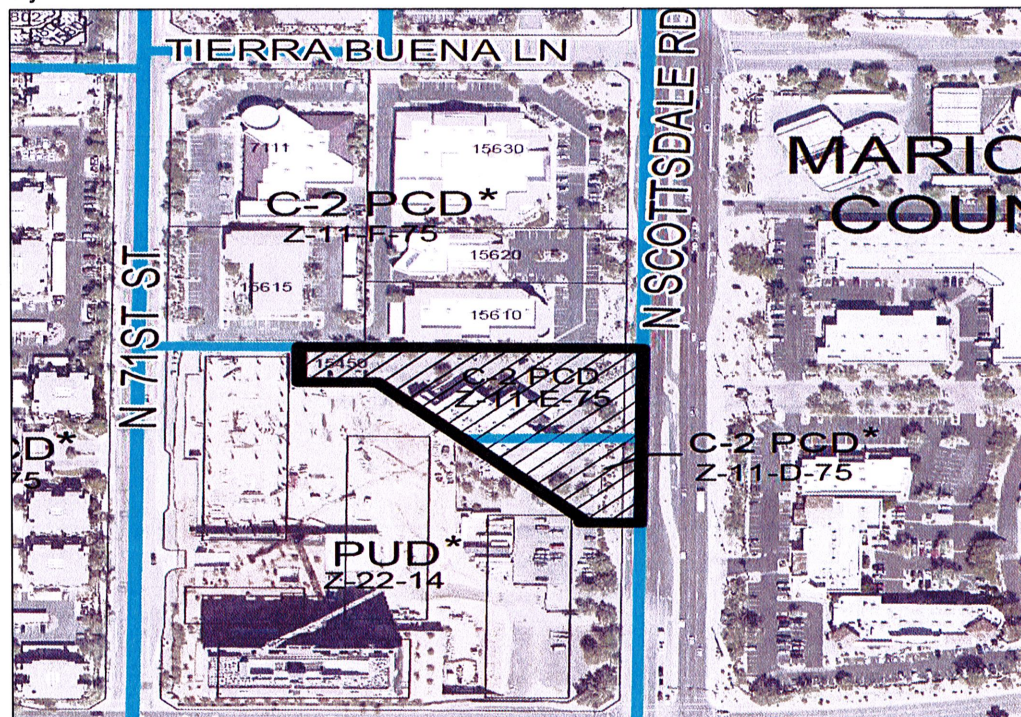
The property to the north of the subject site is Bassett Home Furnishings and a professional office complex zoned C-2 PCD (Intermediate Commercial, Planned Community District) through Rezoning Case No. Z-11-F-75.

South and West

Directly south and west of the subject site is a mixed use development consisting of multifamily residential and an office that is currently under construction known as Optima Kierland Center zoned PUD (Planned Unit Development) through Rezoning Case No. Z-22-14. Optima Kierland Center permits a maximum of 87.5 dwelling units per acre (796 residential units), 234 hotel rooms, intermediate commercial uses and a maximum height of 120 feet.

East

Directly to the east of the subject site is Scottsdale Road, a major arterial street. Across Scottsdale Road is a mix of uses including office and commercial, within the City of Scottsdale's jurisdiction.



Source: City of Phoenix Planning and Development Department

PROPOSAL

9. 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 DMB Circle Road Partners Mixed Use Development PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions will be applied.

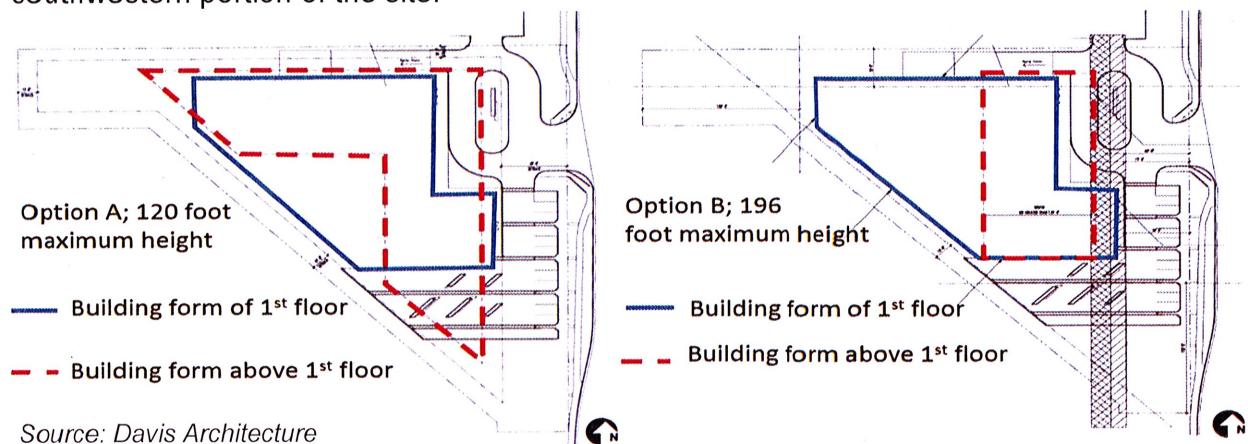
10. Below is a summary of the proposed standards for the subject site as described in the attached PUD Development Narrative date stamped June 18, 2018. The proposed standards were designed to allow for a mixed use developed for multifamily residential and commercial uses to create a more pedestrian-friendly environment with ground floor retail and an extended pedestrian plaza that is accessible from Scottsdale Road.

List of Uses

The Development Narrative proposes a number of permitted uses. The proposed uses consist of the permitted C-2 zoning district uses found in Section 623 of the Phoenix Zoning Ordinance, with some prohibited uses. Additionally, multifamily residential is permitted with a maximum density of 140 dwelling units per acre.

Conceptual Site Plan

The development's main ingress and egress point is along Scottsdale Road. The conceptual site plan also illustrates that there will be a vehicular cross access point along the northern property line. As noted previously, the project proposes two development options for the site, Option A for a maximum height of 120 feet and Option B for a maximum height of 196 feet. Both development options propose an identical first floor building layout, but the building massing above the first floor for each option differs and is illustrated below as red dashed lines to illustrate the building form as the building progresses vertically. The development proposes underground parking for residents and guests with a maximum of 13 parking spaces along Scottsdale Road. The first floor building frontage along Scottsdale Road will contain commercial uses and a pedestrian plaza below a shaded trellis or building structure at the southwestern portion of the site.



Development Standards

The table below provides a summary of the development standards within the DMB Circle Road Partners Mixed Use Development narrative:

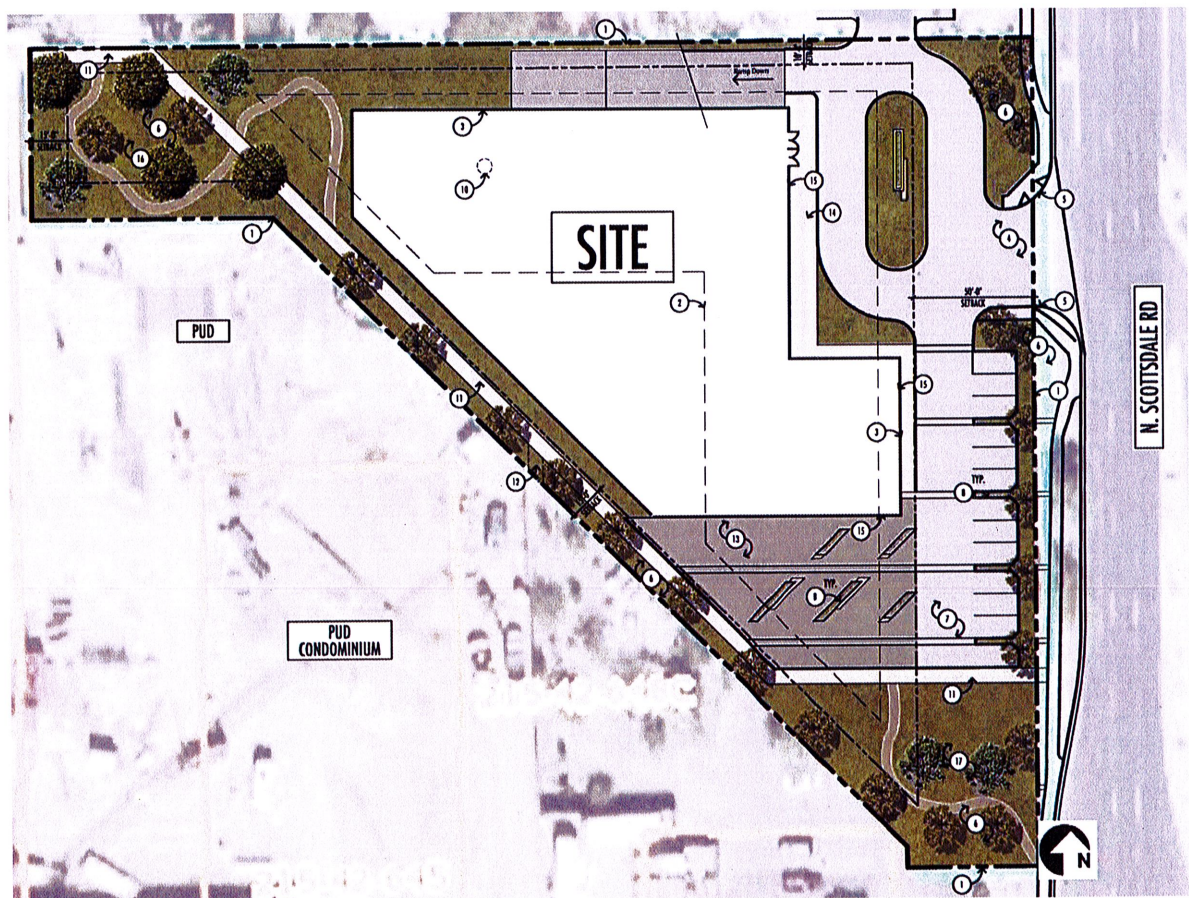
Development Standard Table:

Development Standard	Proposed PUD; Option A	Proposed PUD; Option B
Density (Maximum), du/acre	140 (272 units)	140 (272 units)
Hotel Units (Maximum)	210	210
Height (Maximum), feet	120	196
Building Setbacks (Minimum)	<u>Street Sides-</u> <u>Scottsdale Rd., East:</u> 50 feet <u>Adjacent to property-</u> <u>North:</u> 10 feet <u>South:</u> 15 feet <u>West:</u> 15 feet	<u>Street Sides-</u> <u>Scottsdale Rd., East:</u> 50 feet <u>Adjacent to property-</u> <u>North:</u> 10 feet <u>South:</u> 15 feet <u>West:</u> 15 feet
Landscape Setbacks (Minimum)	<u>Street Sides-</u> <u>East:</u> 7 feet <u>Adjacent to property-</u> <u>North:</u> 2 feet <u>South:</u> 30 feet <u>West:</u> 15 feet	<u>Street Sides-</u> <u>East:</u> 7 feet <u>Adjacent to property-</u> <u>North:</u> 2 feet <u>South:</u> 30 feet <u>West:</u> 15 feet
Lot Coverage (Maximum)	40%	40%
Open Space (Minimum)	70%	70%

Landscape Standards

The PUD proposes landscaping along all four sides of the building with a minimum planting size of 50% 2-inch caliper and 50% 3-inch caliper trees. The landscape setbacks will also include shrubs at a minimum of 5-gallon in size and 50% living ground cover.

The streetscape along Scottsdale Road will include a minimum 7-foot landscape setback connecting to open space at the southernmost portion of the site. The landscape standards are identical for Option A and Option B.

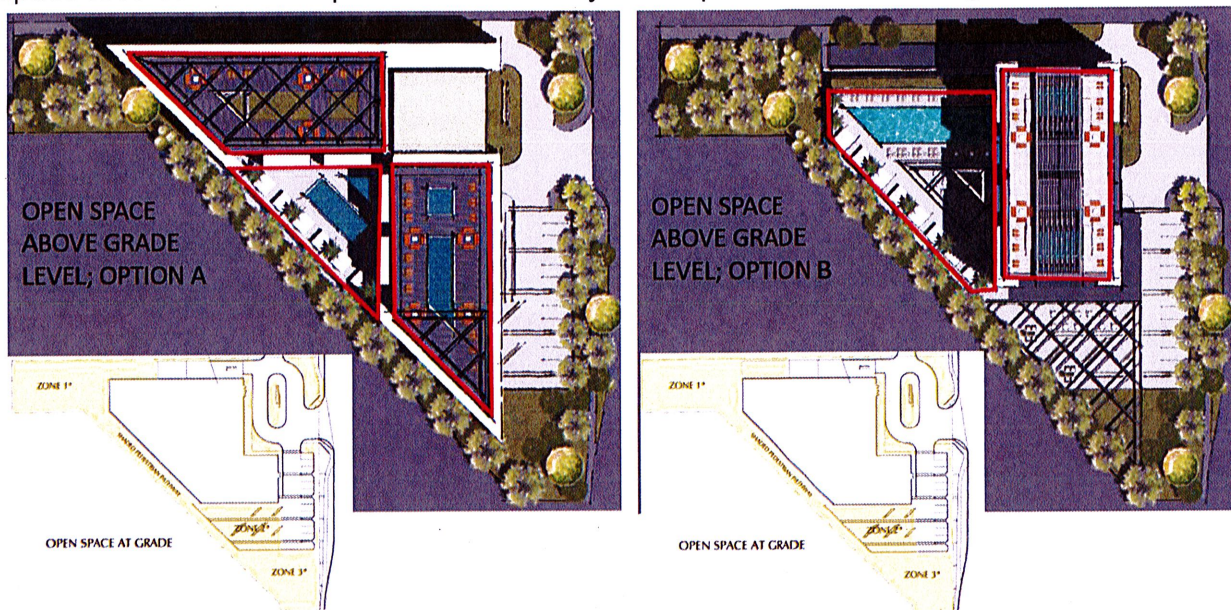


Source: DAVIS Architecture

PUD Compatibility to Zoning Ordinance

All of the proposed building setbacks in the development narrative are greater than what is permitted by the Phoenix Zoning Ordinance in the comparable zoning district. Majority of the landscape setbacks exceed the comparable zoning district requirements with one exception, the eastern landscape setback requires a 7-foot minimum compared to a 30-foot average setback. However, the southwestern portion of the site will provide for a large open space pedestrian plaza that will connect to the site from Scottsdale Road. The remainder of the landscape setbacks are larger on three sides compared to the requirement of the Phoenix Zoning Ordinance and require that larger trees be planted at a minimum of 50% 2-inch and

50% 3-inch caliper. The PUD narrative proposes that a minimum of 70% open space be provided. The 70% open spaces encompass the net area of the site which includes passive and active landscape areas, shaded pedestrian pathways, pedestrian plaza and above grade open amenity areas. The 70% open space standards exceed the minimum 5% open space area otherwise required for multifamily developments of the Zoning Ordinance.



Source: DAVIS Architects

Parking Standards

The PUD development narrative proposes a modified parking standard. The standard requires the following ratios:

- 0.6 spaces per hotel room
- 1.5 spaces per residential unit
- 1 space per 500 square feet of commercial uses

The Phoenix Zoning Ordinance requires that 1.5 parking spaces be required for dwelling units of 1 to 2 bedrooms. Depending on the use, commercial establishments require that one parking space be required for every 300-500 square feet of retail space. Hotel establishments require 1 unit for each hotel room. In comparison, the parking standards being proposed are not vastly different from requirements of the Zoning Ordinance. The PUD development narrative identifies that a minimum of two parking spaces with electrical charging stations shall be provided, staff is requesting that this be added to the sustainability section and is addressed in Stipulation No 1.e.

The PUD also proposes a minimum of 50 bicycle parking spaces be provided.

Amenities

The PUD proposes amenities for the subject site that includes a pedestrian plaza at the southern portion of the site, minimum 5-foot wide pedestrian pathways within landscape setbacks, pool and spa, fitness center, party room and a dog park.

Shade

The proposed shade standards indicate that shading will be incorporated throughout the site by way of landscaping or building structures. The Design Standards indicate that a minimum 75% of shade cover be provided at maturity over pedestrian pathways, both private and public. Staff has requested that this standard also be added to the development standards for clarification purposes. This requirement is addressed in Stipulation No. 1.b.

Lighting Plan

All lighting will be consistent with the standards of Section 704 and Section 507.Tab A. II.A.8 of the Phoenix Zoning Ordinance.

Design Guidelines and Standards

The site is located within the Kierland Master Association area and all development on the site is also subject to their review and approval of the Kierland Master Association Design Review Committees design guidelines, in addition to city standards.

The final elevations and building plans submitted to the City shall include evidence of the provisions outlined in the table below, and as outlined in the development Narrative in addition to the Design Guidelines of Section 507.Tab A of the Phoenix Zoning Ordinance:

Design Standards	PUD	
Exterior Materials	Minimum of 2 accent materials The following materials shall not exceed 50% of the building: metal, paneling, natural or synthetic stone, precast concrete, "EIFS".	
Exterior Façade	75% of residential units to have exterior balcony and/or patio spaces. Architectural feature shall be located every 60 lineal feet along the building.	
Color Palette	Minimum of two color accents.	
Building Form	Option A; 120 feet Max. Wing shaped building. Step back requirements. Commercial uses shall face Scottsdale Road.	Option B; 196 feet Max. Rectangular building. Step back requirements. Commercial uses shall face Scottsdale Road.

	Veranda entry with vegetation at passenger drop off/pick up.	Veranda entry with vegetation at passenger drop off/pick up.
Open Space	Option A; 120 feet Max. Ground floor open space: Minimum of 18,000 square feet. Roof deck open space: Minimum of 12,500 square feet.	Option B; 196 feet Max. Ground floor open space: Minimum of 18,000 square feet. Roof deck open space: Minimum of 17,000 square feet.
Wall treatment	All walls shall be decorative. No blank or untreated walls shall be permitted.	
Pedestrian Pathways	Minimum 5-foot pedestrian pathways. Benches will be located every 200-250 lineal feet along pedestrian pathways. Pedestrian pathways shall connect to Scottsdale Road.	

In addition to the standards outlined above staff has requested that four sided architecture be required on the site and that no more than 20% reflectivity be permitted on the building. These requirements are addressed in Stipulation Nos. 1.j. and 1.k.

Signage

Signage is proposed to meet the standard Zoning Ordinance requirements and will need to comply with the Kierland Comprehensive Sign Plan, unless otherwise approved through a comprehensive sign plan amendment.

Sustainability

The Development Narrative proposes several options to incorporate sustainability principals including bicycle parking, open space and building design to provide shade, and xeriscaping.

Phasing

The project will be constructed in one phase.

AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES

11. 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 enhanced landscape setbacks along the north, south and east and offers a great amount of open space. As stipulated, the proposal requires that 75% of shade cover at

maturity be provided over all public and private pedestrian pathways. This is addressed in Stipulation No. 1.b.

12. 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, and connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. The proposal includes enhanced open space requirements that have pedestrian pathways that connect to Scottsdale Road where there is a major bus route.

13. 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 that a minimum of 50 bicycle parking spaces be provided on the site. Staff has recommended that two types of parking be provided on the property: secured parking for residents, and short term parking for guests located near the main entrances of the development. This is addressed in Stipulation No. 1.c.

STIPULATED REVISIONS FOR THE PUD HEARING DRAFT

14. Stipulations not otherwise addressed in the staff report were formulated to address formatting and technical corrections to text and exhibits within the DMB Circle Road Partners Mixed Use Development PUD hearing draft dated June 18, 2018. Major changes to the text include updating exhibits and additional or rewording of text to provide clarity regarding the development proposal. These corrections and modifications must be applied within 30 days of City Council final approval of the request.

COMMUNITY INPUT

15. The community brought up concerns regarding height, traffic and density at the Paradise Valley Village meeting on April 2, 2018. In addition, staff has received 4 letters of opposition and 66 letters of support from the community at the time this staff report was written. Copies of the letters are attached to this report.

INTERDEPARTMENTAL COMMENTS

16. The Street Transportation Department is requesting that the applicant submit a Traffic Impact Study or Statement to the City of Phoenix prior to preliminary approval of plans to determine if there will be potential traffic issues. This requirement is addressed in Stipulation No. 2.
17. The Aviation Department has noted that the developer shall notice to prospective purchasers the existence and operation characteristics of the Scottsdale Airport and shall provide documentation that Form 7460-1 has been filed and received a "No Hazard Determination" from the FAA prior to final site plan approval. These requirements are addressed in Stipulation Nos. 3 and 4.
18. The Phoenix 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.

19. The City of Phoenix Floodplain Management division of the Street Transportation Department has determined that this parcel is not in a Special Flood Hazard Area (SFHA), but is located in a Shaded Zone X, on panel 1320 L of the Flood Insurance Rate Maps (FIRM) dated August 25, 2017.
20. The City of Phoenix 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.
21. No known archaeological work is necessary for this project. 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 Archaeology Office must be notified immediately and allowed time to properly assess the materials. This requirement is addressed in Stipulation No. 5.

OTHER

22. As part of the Reimagine Phoenix initiative, the City of Phoenix is committed to increasing the waste diversion rate to 40 percent by 2020 and to better manage its solid waste resources. Section 716 of the Phoenix Zoning Ordinances establishes standards to encourage the provision of recycling containers for multifamily, commercial and mixed-use developments meeting certain criteria. The provision of recycling was not addressed in the PUD; however, Stipulation Nos. 1.o and 1.p have been added to require recycling receptacles and chutes.
23. 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 is in conformance with several General Plan goals and will contribute to the sustainability of current retail, commercial and office uses in the area.
2. As stipulated, the proposed development is compatible with the existing land use pattern in the area and is designed to provide commercial uses along Scottsdale Road which will promote economic benefits to the City of Phoenix.
3. The development will provide additional housing and hotel opportunities in the area.

Stipulations

1. An updated Development Narrative for the DMB Circle Road Partners Mixed Use Development 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 June 18, 2018, as modified by the following stipulations:

- a. Front Cover: Remove "Submittal" after Planned Unit Development and revise submittal date information on bottom to add the following:
City Council adopted: [Add adoption date]
- b. Page 14, Development Standards: Add the following requirement as noted below:

Shade	Minimum 75% of shade cover at maturity over pedestrian pathways (public and private)
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- c. Page 14, Development Standards: Add the following requirement as noted below:

Bicycle Parking	<p>Minimum of 50 spaces (will follow standards listed in 1307.H of the Phoenix Zoning Ordinance)</p> <p>Minimum of one (1) secured bicycle space per 25 vehicle parking spaces; secured parking may be located indoors or outdoors (i.e. bicycle lockers)</p> <p>Minimum of two (2) bicycle spaces to be located outdoors and within 50 feet of the main entrances of the building. Spaces shall be installed per Zoning Ordinance Section 1307.H.4</p>
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- d. Page 15, Option B; 196 feet development standards: Delete.
- e. Page 16, Parking; Modify language in regard electrical vehicle parking spaces "there will be a minimum of two parking spaces with electrical charging stations". Add the same verbiage to the Sustainability Section below City Enforced Standards.
- f. Page 18, Site Description/Layout Standards: Modify ground floor commercial requirement to read as follows:
"The first floor will be comprised of commercial uses"
- g. Page 19, Passenger Drop off/pickup: Modify veranda entry requirement to read as follows:

"Shall include a veranda entry with vegetation to provide shade"

- h. Page 19, Southwest Property Line: Delete
- i. Page 20, Building Design Standards: Modify requirements limiting building materials as indicated below:
"The following materials shall be limited to not exceed 50% of the exterior building: metal, paneling, natural or synthetic stone, precast concrete and "EIFS"
- j. Page 20, Exterior Materials; Add the following requirement

Glazing on all windows shall have a maximum reflectivity of 20%
- k. Page 20, Design Standards; Add the following requirements below Exterior Façade:

4-sided architecture
- l. Page 20, Color Palette; Delete text related to prohibited materials.
- m. Pages 23 through 27: Delete Option B Design Standards.
- n. Signs: Modify to read as follows:

Signage will be in conformance with Section 705 Signs of the City of Phoenix Zoning Ordinance. A separate application will be submitted for approvals of a comprehensive sign plan package. An amendment to the approved comprehensive site plan (CSP) for Kierland will be required for any signage under this PUD that is not otherwise permitted under the current CSP. All signage is subject to said CSP and any amendments thereto.

All permanent signs shall be compatible with the design of buildings and sites, reflecting the architectural style, building materials, textures, colors, and landscape elements of the project.
- o. Sustainability: Add the following requirement below city enforced standards:
"Recycling receptacles and trash chutes serving the residential and hotel units will be provided in the refuse room."
- p. Sustainability: Add the following requirement below developer enforced standards:
"Recycling services will be provided for tenants."
- q. Exhibit 1, Comparative Zoning Standards: Update C-2 landscape standards adjacent to property to 0-feet.
- r. Exhibit 7, General Plan: Update exhibit to outline property

- s. Remove all development option exhibits for option B.
- 2. The developer shall submit a Traffic Impact Statement to the Street Transportation Department for this development. No preliminary approval of plans shall be granted until the study is reviewed and approved by the Street Transportation Department.
- 3. 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.
- 4. 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.
- 5. 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.

Writer

Maja Brkovic
June 19, 2018

Team Leader

Samantha Keating

Exhibits

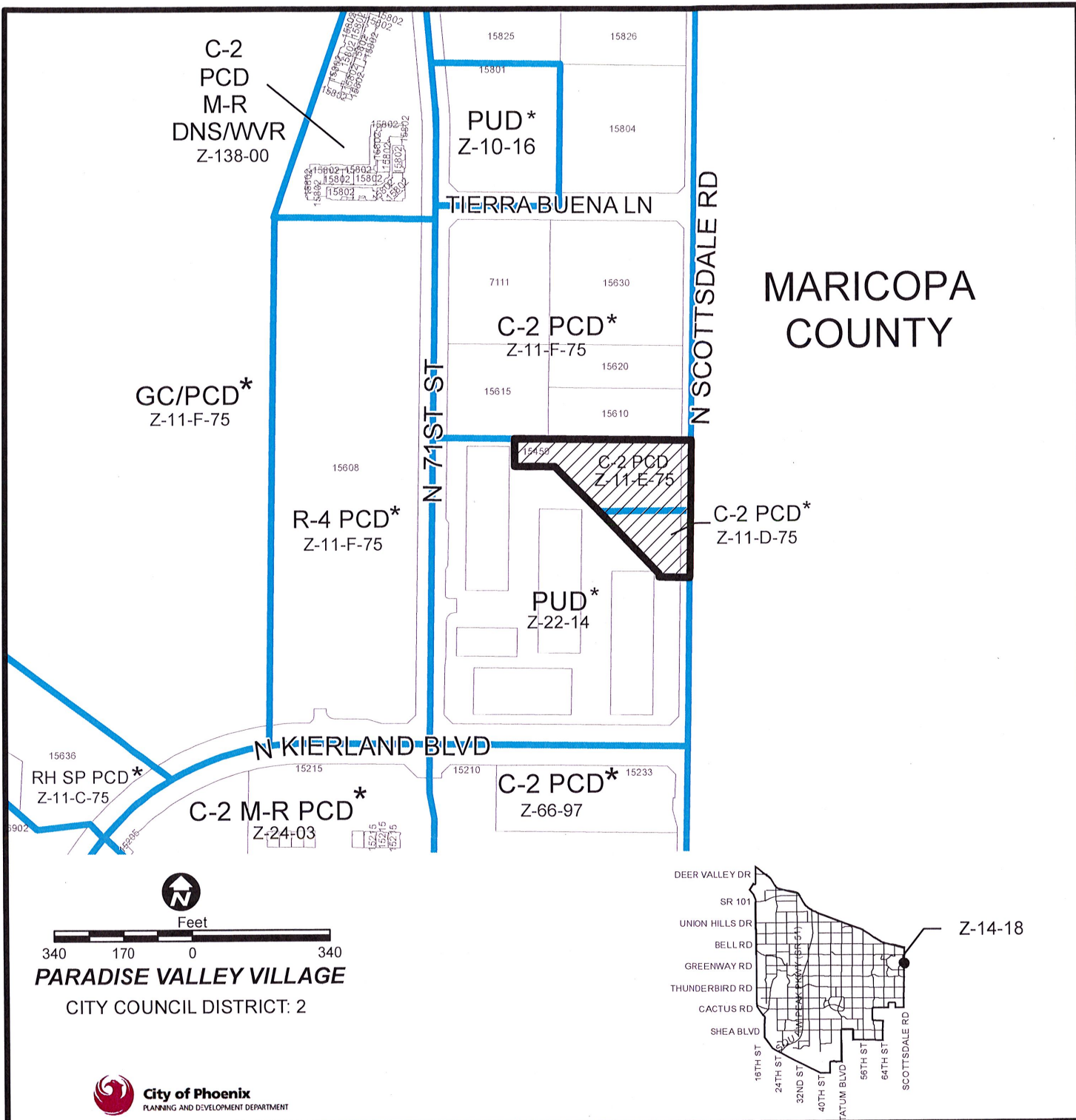
Zoning Sketch Map

Zoning Aerial Map

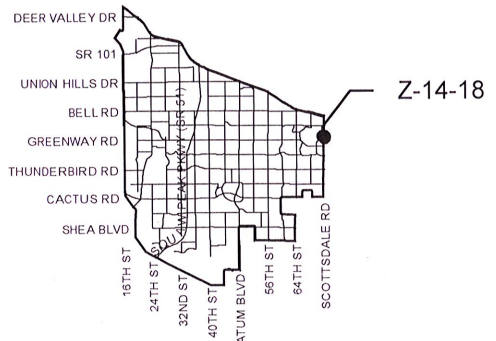
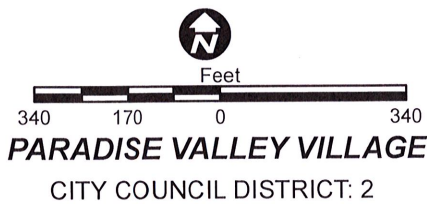
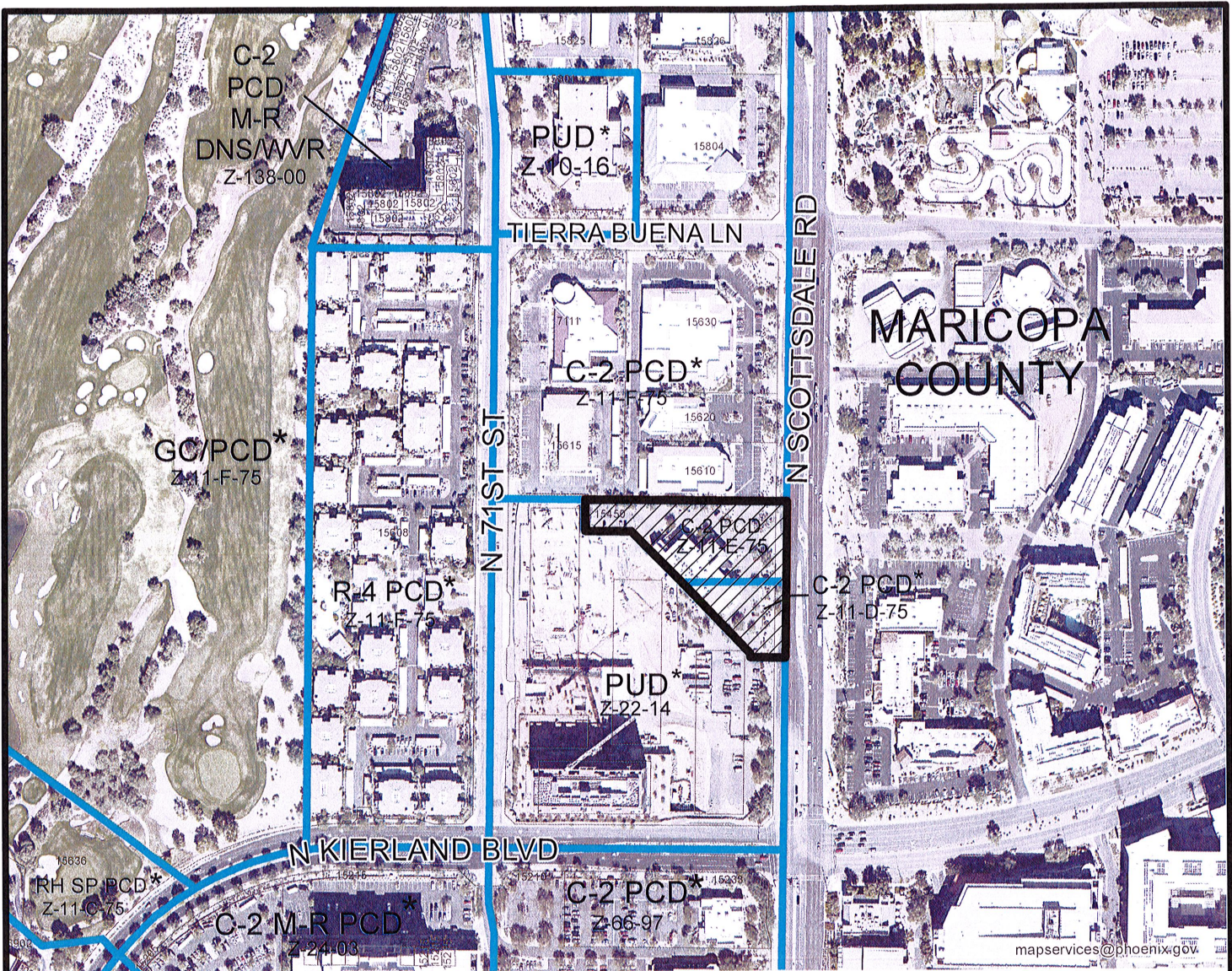
Community Correspondence (73 pages)

DMB Circle Road Partners Mixed Use Development PUD Development Narrative date stamped June 18, 2018

<https://www.phoenix.gov/pdd/pz/pzservices/pud-cases>



APPLICANT'S NAME: William Lally, Tiffany & Bosco, PA		REQUESTED CHANGE:	
APPLICATION NO. Z-14-18		FROM: C-2 PCD (1.93 a.c.)	
DATE: 3/12/2018 REVISION DATES:		TO: PUD (1.93 a.c.)	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. 1.93 Acres		AERIAL PHOTO & QUARTER SEC. NO. QS 35-44 ZONING MAP L-12	
MULTIPLES PERMITTED C-2 PCD PUD		CONVENTIONAL OPTION 28 272	
* Maximum Units Allowed with P.R.D. Bonus		* UNITS P.R.D. OPTION 33 N/A	



APPLICANT'S NAME: William Lally, Tiffany & Bosco, PA

REQUESTED CHANGE:

APPLICATION NO. Z-14-18

DATE: 3/12/2018

FROM: C-2 PCD (1.93 a.c.)

GROSS AREA INCLUDING 1/2 STREET
AND ALLEY DEDICATION IS APPROX.

6/15/2018

REVISION DATES:

1.93 Acres

AERIAL PHOTO &
QUARTER SEC. NO.
QS 35-44

ZONING MAP
L-12

TO: PUD (1.93 a.c.)

MULTIPLES PERMITTED

CONVENTIONAL OPTION

* UNITS P.R.D. OPTION

C-2 PCD

28

33

PUD

272

N/A

* Maximum Units Allowed with P.R.D. Bonus

From: c g
To: [Maja Brkovic](#)
Subject: REzoning case for Keirland
Date: Monday, April 02, 2018 10:45:52 PM

I totally oppose all 3 zoning issues. That amount of rooms it totally out of the question and is way overloaded now with congestion, speeders on greenway rd thinking it is a race track already. 70 stories is also a big tall for the one project. What about a possible fire? Sprinklers wont help all that much. This is a desert NOT a super inner city. I think these projects are totally disgusting and ruining our overall environment including water supply. All I see is someone making alot of money here and not thinking of the quality of life in these buildings and the surrounding community.

Thank you,
Carma Gruhlke

From: Christina Noyes
To: [Maja Brkovic](#)
Subject: Application No. Z-14-18
Date: Friday, March 23, 2018 5:06:32 PM

Ms. Brkovic
City of Phoenix Village Planner and Development Department
Zoning Section

I received information from Mr. Bruner regarding the request for a zoning change.

I am against changes in zoning in general. The existing retail usage has already been changed with Optima Kieland which has increased the traffic, construction and noise. We have seen an increase in theft, egging and crime in our neighborhood as more "lock and leave" residents arrive.

I am particularly against the 190ft height requested. This is a small space already and surrounded by PUD Condominiums. It appears to be up to 194 feet. The existing Optima Buildings are at 120. The Optima buildings are already a significant height increase. This will tower over them.

These zoning requests are changing the character of a nice retail/neighborhood zoning to a mixed use, integrated urban area. North Phoenix is not meant to be an urban core.

Christina Noyes
14238 N 70th Place
Scottsdale, AZ 85254

From: Eric Jay Toll
To: kajones@tblaw.com; [Maja Brkovic](#)
Cc: [Angie Holdsworth](#)
Subject: Formal comment on Z-14-18 proposed high-rise apartment complex on Scottsdale Road north of Kierland Boulevard.
Date: Monday, June 11, 2018 8:41:09 PM
Attachments: [image001.png](#)

I was unable to attend the public meeting on June 11, and wish to submit into the record my comments on the proposed rezoning, planned development and scale of the Circle Road Partners proposal on the site of La Maison Furniture, north of Kierland Boulevard, adjoining Optima Kierland, on Scottsdale Road, Z-14-18.

I am a property owner in the project vicinity.

First, I want to acknowledge that the development and design team have a proven track record of high quality projects, outstanding design, and solid delivery on promises and commitments. My village neighbors should know that only a quality project is going to come from this group. There are not many development companies that have a track record like DMB.

This is based on my personal experience with members of the team and professional exposure to the team's developments in the Phoenix area. For disclosure, I acknowledge that prior to 2008, I worked for an engineering consultancy that provided design services for a West Valley planned community developed by DMB. I was not on that project's design team and not part of any DMB project.

Trends in professional planning practice and urban design would acknowledge this project as a contributor to a better and sustainable environment, but not with a nearly 200-foot tower. This is an ex-urban location where the predominant land use is low-rise (four or fewer stories) and mid-rise (12 and fewer stories). From the renderings, it appears that the Option B high rise structure has 17 floors of residential units over three or four floors of base. There are no other structures north of Scottsdale Riverwalk that tower so substantially. Option B is a beautiful development, but as proposed, it is in the wrong location. The 200-foot tower should be given close scrutiny. Option A is more consistent with development precedent in the area.

My concern is with building height precedent and the traffic impact on Scottsdale Road, Kierland Boulevard, Greenway-Hayden Loop, and Greenway Parkway from the density. While the narrative correctly cites the benefit of dense urban development, it does not provide substantiated evidence that this site is appropriate for the proposed height. Scottsdale Road in this area has an observed peak level of service of at least D and possibly E. Mid-day LOS is likely in the low C range. I base this on my professional career experience and more than a decade of driving in this area. The development narrative provides no traffic data countering the observations.

A single project of this scale does not on its own cause the degradation of traffic flow to an unacceptable level, but it is a contributor to the cumulative effect of replace single story retail furniture with mid- or high-rise residential development. A tipping point will ultimately be reached, and any out-of-scale development setting a new precedent will cumulatively cause traffic flows to

deteriorate.

It is challenging to drive Scottsdale Road almost any time during the workday, and there are no north-south alternatives without traffic diverting to streets primarily serving single family dwellings. The city's traditional grid system, which provides alternatives to traffic flow, does not exist in this area of northeast Phoenix and north Scottsdale.

Inrix, a transportation research and data analytics firm, says that Phoenix has the least time spent by drivers in congestion among the top 25 U.S. metro areas. Congestion is travel on any street at less than 65 percent of the posted speed limit. Scottsdale Road is already congested from Thunderbird Road to Mayo Boulevard during peak hours and much of the day. This rating is an asset for the Valley, and project impacts on congestion time and commute times should be given consideration.

The U.S. Census 2017 commute time averages also place Phoenix as having the shortest commute time among the top 25 U.S. metros. Part of our success is the wide variety of alternate routes serving densely developed areas. The advent of light rail and voter-approved expansion of transit services have also helped keep Phoenix a good market for transportation.

Scottsdale Road does not have an adequate vein of alternate transportation routes. The key services to support residents of a high rise tower are not located within walking distance. There is only the one bus route on Scottsdale Road. This means that the population of this complex is going to need to drive for necessities, while they can walk for niceties at Kierland Commons and Scottsdale Quarter. The nearest major supermarkets are more than a mile away in any direction: Whole Foods at Mayo Boulevard and Scottsdale Road, Natural Grocers at Thunderbird and Scottsdale roads, and a Safeway and Fry's at 64th Street and Greenway Boulevard.

I acknowledge that even if this project were to develop at 10 to 12 stories, as proposed in Option A, it is going to impact traffic circulation and travel times in the project area. However, the precedent is in place with the Optima Kierland. It would be capricious to turn down a mid-rise development proposal.

Whatever recommendation of the Village Planners and later action by the City Council, the tower sets a precedent. The developer has proposed a high quality project and has the experience and capability to deliver, but this tower component is out of scale to the Kierland neighborhood in both Phoenix and Scottsdale.

I ask the Village Planning Board, Planning Commission and City Council to honor the existing precedent and maintain mid-rise development as the maximum intensity in this area. Option A fits with the precedent of the neighborhood; Option B does not. Please give consideration to Option A.

Respectfully submitted,

Eric Jay Toll
14809 N 50th St
Scottsdale (Phoenix) 85254



Journalist • Author • Writer • Creative Content

Eric Jay Toll

Scottsdale, Arizona 85254

602 . 617 . 3797

Eric@EricJayToll.com

EricJayToll.com

[Portfolio Sampling](#)

Heidi Brake Smith
7120 Kierland Blvd, Unit 708
Scottsdale, AZ 85254
203-253-4944 (cell)

Delivered – Via Email to M. Brkovic

May 6, 2018

Maja Brkovic
Paradise Valley Village Planner
City of Phoenix Planning and Zoning Department

Jay Cantor
Jennifer Hall
Toby Gerst
Tim Knobbe
George Grombacher
Paradise Valley Village Advisory Committee Members*

Re: Application of Z-14-18
DMB Circle Road Partners

Dear Ms. Brkovic and Committee Members,

I am writing to you as a condominium owner at 7120 Kierland Blvd, aka 7120 Optima Kierland, a property adjacent to the PUD planned by DMB Circle Road Partners. I have reviewed the application and was able to see the renderings at a public meeting on March 28, 2018.

The proposed rezoning application for the development of 2.28 acres creates numerous challenges for the Kierland community in density, infrastructure, traffic flow, and overall community aesthetics. Importantly, this 'oddly shaped parcel' (page 5 of Applicant's narrative) needs to be developed in context with the strategies that are being included in work/live/play environments. Such strategies include increasing green space, encouraging walkability, maintaining open vistas, and include a proper density mix.

In approximately 20 years, Kierland has become a destination in the northeastern section of Phoenix/ Scottsdale. Its walkable, pedestrian-centric, focus draws locals and seasonal visitors to its diverse retail mix, entertainment, recreation, and dining options. The early visionaries should be credited for initiating this development. Today, most mature downtowns are asking for work/play/live environments such as Kierland. The number of residential units that are currently in construction can be considered a measure of success.

Heidi Brake Smith
7120 Kierland Blvd, Unit 708
Scottsdale, AZ 85254
203-253-4944 (cell)

The development of Optima Kierland broke new ground regarding height, green space and sustainability. However, its massing and height are countered by open space/green space. Without a ring of hardscape and the added plus of living walls, the building becomes human-scale and approachable.

After reviewing the narrative, I believe there is a disconnect between the applicant's narrative and the project 3-D renderings:

1. The project appears shoehorned into the parcel on the site plan, but it appears spacious in the rendering. The soft-sketch rendering needs to be developed further. By adding cladding materials and windows properly, the mass of the building will be clearer.
2. The 196' height in Option B has little context to the existing infrastructure.
3. The density in either plan listed (141 Residential Units, 210 Hotel Units and 26,000 SF retail OR 272 Residential units) seems high in relationship to the other residential buildings in the area.
4. An application should not count parking spaces on adjacent parcels in its own application.
5. The single entry/exit on Scottsdale Road is too small and limiting for a hotel/retail/residential combination.

Future development north of the intersection of Scottsdale Road and Kierland Blvd needs to be reviewed in context with the original vision and the most current developments. Future density should be increased in *measured fashion* to maintain proper infrastructure and grow the work/play/live environment. New development should be pedestrian focused and properly integrated into the existing connectivity with larger green spaces celebrating the environment and lessening the hardscape.

I suggest that the Advisory Committee focus on the following themes when reviewing this application:

Height & Scale – The Optima buildings rose higher than regulation allowed, but their coloration, vegetation and open space soften its height. Future development needs to be mindful of human scale. Without these characteristics, a 12-story building becomes a concrete block.

Context – This application (as well as future applications) needs to be understood in context with the Community's long-term vision.

Existing infrastructure – The vehicular and pedestrian infrastructure around the Scottsdale/ Kierland corridor needs to functionally match the community's long-term goals and

Heidi Brake Smith
7120 Kierland Blvd, Unit 708
Scottsdale, AZ 85254
203-253-4944 (cell)

balance the work/play/live concept that is there today. Creating the proposed density increases pressure on traffic, parking, and denigrates overall community quality.

Green Space – More green space and connectivity with the adjacent parcels is key to maintaining vitality. It is important that future development north of this area be cognizant of this green space relationship. It will be important to limit on-site ground level parking.

Precedent –This PUD application will become a precedent for the next lot to the north and the other furniture store parcels beyond. Very quickly we will see applications for these parcels along the western side of Scottsdale Road between Kierland Blvd and Tierra Buena Road.

I thank the Advisory Board and Maja Brkovic for the opportunity to communicate my concerns regarding this application and the precedents that I believe will arise from the outcome of this PUD. I will be happy to discuss this further at a mutually agreed upon time.

This decision will set the development direction for years to come and its outcome will determine the nature of the Kierland community for decades.

Sincerely,

Heidi Brake Smith

Heidi Brake Smith
Owner – 7120 Kierland, Unit 708

Cc: Janice Martinez, Regional VP of Operations, AssociatedAsset.com
Thaddeus Lenick, 7120 East Kierland LLC

* Committee Members as listed on the Phoenix **Planning** & Zoning website dated May 3rd, 2018. M. Brkovic to distribute to Committee Members as individual emails not listed on website.

From: Scott McGinty
To: [Maja Brkovic](#)
Subject: Support for 3 PUD's near Kierland
Date: Monday, April 02, 2018 10:32:48 PM

Hello Maja,

My family and several of our neighborhood friends who have young families were unable to attend the meeting tonight regarding the below cases:

Z-3-18

Z-12-18

Z-14-18

We just wanted to express our support for these cases and believe the continued development of the Kierland area is a fantastic move and can only make the area a more enjoyable destination in town. Thank you!

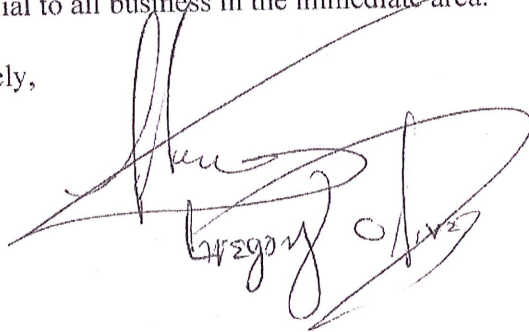
Best,
Scott McGinty

Mayor and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor and City Council,

Isaac Jewelers is a high-end jewelry store that gives customers a shopping experience that is unrivaled by any other jewelry store in the area. We would be delighted to see this project move forward, as we would love the opportunity to bring in new customers which this project would undoubtedly bring in. I urge the city council to approve this project, a project that would be beneficial to all business in the immediate area.

Sincerely,

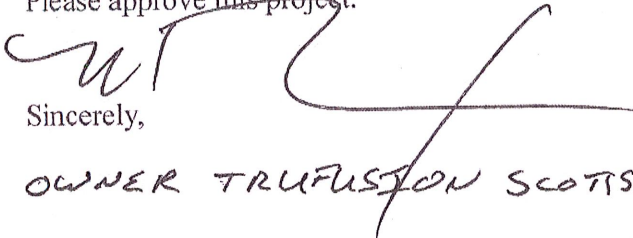
A handwritten signature in dark ink, appearing to read "Gregory C. [unclear]". The signature is stylized with a large, sweeping loop at the end. It is positioned below the word "Sincerely," and is partially overlaid by a large, diagonal, light-colored mark that resembles a large "X" or a checkmark.

City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear City Council,

Trufusion understands that isn't about what's going on now - it's about what's next. As a business, we are talking to new clients that are moving away from the average gym and spending their time working out at affordable and innovative studios. The proposed project will bring potential customers to come to our studio to stay in shape. Furthermore, we support the DMB project because they're developing a community for tomorrow, not today.

Please approve this project.



Sincerely,

OWNER TRUFUSION SCOTTSDALE

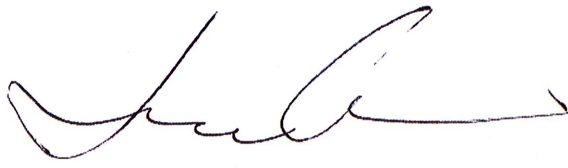
Mayor Stanton and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor Stanton and City Council,

I am writing to demonstrate my support for the proposed development by DMB on the corner of Scottsdale Road and Kierland Boulevard. As a business owner, having more people live within my area of store is important as it increases foot traffic. The proposed hotel units and condominium units would only help business. Given the reputation of DMB's development, I am sure the project will be a great success in contributing to the local economy of the Kierland area.

Please support this project for the sake of small business.

Sincerely,



Inseong J. Kim.

Mayor Stanton and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor Stanton and City Council,

Arhaus revolves around quality - something we believe that this project will bring to the surrounding area. Our product, alongside this development, is a harmonious business opportunity.

Please approve this project.



Sincerely,


Tom Thomas

City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear City Council,

As a manager of Alex and Ani, we would appreciate the approval of this development. The sale of our products helps those in need through charitable foundations, so having more people that live in the vicinity that will come into our store is something we couldn't oppose.

We hope you will support this development in Kierland.

Sincerely,

Mackenzie King
Mackenzie King

City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear City Council,

Z Gallerie was founded to emphasize the inspiration that the natural world gives to artistic expression. For roughly 35 years, we have been adding character into the homes of our customers through aesthetic design. The proposed DMB project shares the same aspirations - to highlight individuality through design. Therefore, we are in full support of such a project.

Please vote in favor.

Sincerely,



Ashley Visser

Manager of Gallerie

City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear City Council,

Our bistro prides ourselves on providing exceptional service coupled with a unique dining experience. Kierland Commons has just about everything - from luxury stores to premiere resorts. The one thing that does not yet exist in the area is a sense of community. At Zinc Bistro, we believe that the proposed project by DMB will offer that crucial element that is currently absent. We would love to see recurring customers walking across the street to come enjoy the quality food and tasteful atmosphere.

We urge you to support this development.

Sincerely,

Cat Frankel - GM. Zinc Bistro
CAT FRANKEL

2 April 2018

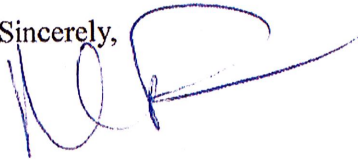
Mayor Stanton and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor Stanton and City Council,

I am writing to convey the importance of the proposed La Maison project near Kierland Boulevard and Scottsdale Road. The development of such a versatile project would draw visitors from the surrounding area. Having an increased amount of customers would certainly benefit my business and all others around me. This project would be fantastic and I cannot stress that enough.

Therefore, I would appreciate your support of this project.

Sincerely,

A handwritten signature in blue ink, appearing to be 'W. R.', with a long horizontal stroke extending to the right.

Mayor and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor and City Council,

I have owned a business on Kierland and Scottsdale for ten years. Having a condo and hotel building within walking distance of my store means more people are likely to visit and come into the store, creating more customers. I, and all of the the business owners in the area, are in favor of all projects that will bring economic growth into the plaza. I strongly urge you to support the development of this project and benefit business owners in Arizona.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Tammy Bahama'.

General Manager
Tammy Bahama Restaurant

2 April 2018

Mayor Stanton and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor Stanton and City Council,

Speaking as a manager of a furnishing business near the site of the proposed project, I would like to express my support and gratitude for the approval of the La Maison development. Bringing more customers into the area will help grow my business.

This project would be beneficial to me and so many others and I urge you to support it.

Sincerely,

A handwritten signature in dark ink, appearing to read "Jason Cameron". The signature is stylized with a long vertical stroke on the left and a horizontal stroke extending to the right.

JASON CAMERON

Partner

SALT CREEK.

2 April 2018


Mayor Stanton and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor Stanton and City Council,

I urge you to support the proposed development of La Maison on Kierland Boulevard and Scottsdale Road. I would be delighted to see another top-notch project in the vicinity of my business, as the increase in foot traffic would bring more customers through the door. DMP has a reputation for developing successful projects of a high caliber. Moreover, this plan would undoubtedly support the economy of the Kierland area. I am confident that this project would be a win-win situation for everyone involved.

Please support this proposal.

Sincerely,


SUE ORISCHAK

2 April 2018

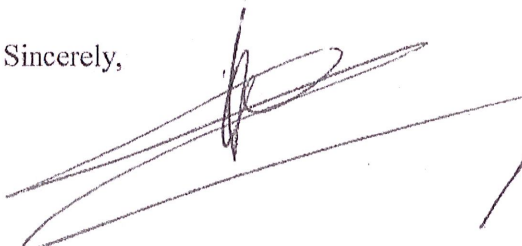
Mayor Stanton and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor Stanton and City Council,

This project would bring a lot of business into the area and as a long-time business owner, I am fully in support of this project. Everyone in the area has been in favor of the recent developments that will increase economic activity and will continually be in support of projects like this.

I urge you to vote for this project to bring business into the Kierland area.

Sincerely,



Nicolas Hearn
for Scottie Hattless

2 April 2018

Mayor Stanton and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor Stanton and City Council,

This project would bring a lot of business into the area and as a long-time business owner, I am fully in support of this project. Everyone in the area has been in favor of the recent developments that will increase economic activity and will continually be in support of projects like this.

I urge you to vote for this project to bring business into the Kierland area.

A handwritten signature in blue ink, appearing to read "Mike Burke".

Sincerely,

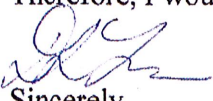
Mayor and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor and City Council,

As the owner of Etch Salon, I could not be more excited about a luxury development within walking distance of my business. We have a wide variety of customers and we look forward to broadening the spectrum of clients. The element of community in Kierland would be greatly enhanced by this project.

Therefore, I would appreciate your support.

Sincerely,

 Donna L. Torres

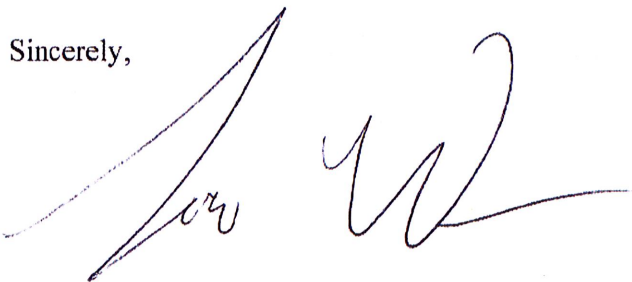
Mayor and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor and City Council,

As a mix between a restaurant and clothing store, this project would be fantastic for our business. Not only do we see it driving more traffic to both aspects of Tommy Bahama, but we can see a future business partnership with the hotel as we have with the Westin.

I urge the council to vote in support of this project.

Sincerely,

A handwritten signature in dark ink, appearing to read 'James Williamson'. The signature is written in a cursive, flowing style with a large initial 'J' and 'W'.

James

Williamson

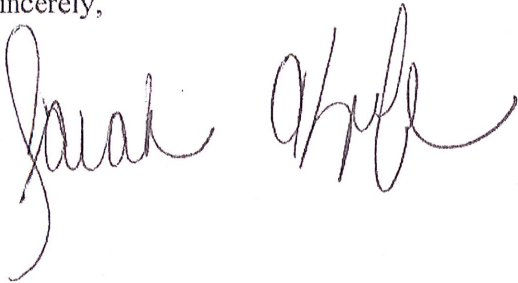
Mayor and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor and City Council,

Athleta looks forward to seeing the DMB development come to fruition. At Athleta, we are here to empower women everywhere, and with this project we are given the opportunity to reach out to more customers.

We hope the council will vote in support of this project.

Sincerely,

A handwritten signature in cursive script, appearing to read "Sarah O'Keefe".

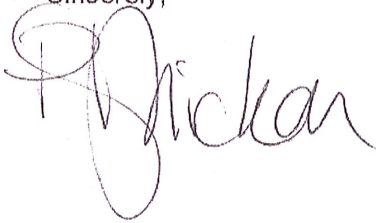
SARAH O'KEEFE

Mayor Stanton and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor Stanton and City Council,

As the manager of Papyrus, I am fully supportive of the proposed DMB project across from Kierland Commons. I believe that the project will bring in a fresh and vibrant clientele base that this area needs. My business and others would benefit greatly from this development.

Sincerely,

A handwritten signature in cursive script, appearing to read "P. Michon".

Pamela Michon
Area Manager
Schumacher Retail Group

Mayor Stanton and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor Stanton and City Council,

Our mission at Postinos is centered around empowering people and communities to bring people together through our food. Postinos consistently attracts the most genuine customers through our doors, and we would love to welcome more people to enjoy more laughs and smiles than any other restaurant in town. Postinos supports the new DMB project, and we urge the council to approve this project.

Sincerely,


Jessica Grant
GM

Mayor Stanton and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor Stanton and City Council,

The DMB proposed project looks to be one of the more promising projects that has been proposed in the area. With a combination of a hotel and condos, Soma and other stores would be introduced to a brand-new clientele that would invigorate the Kierland Commons area. The council should approve this project to bring more business to the surrounding area.

Sincerely,



Janett Ramirez (ASM)

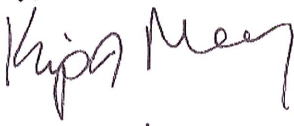
Mayor and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor and City Council,

As the manager of Cos Bar, I support the new development proposed by DMB. I believe that this project provides an opportunity to grow our base of local clientele and we all look forward to providing our services to them.

Please support this project.

Sincerely,


Kip J. Meany

Mayor and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor and City Council,

The restaurant business relies on a steady flow on consistent customers to have a successful restaurant. We at North Italia have been fortunate enough to have had a steady flow of consistent customers for us to be able to serve exquisite cuisine for over 10 years. With the approval of this project, the restaurant will get the opportunity to serve even more customers on a consistent basis for hopefully years to come.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Matt Tomo', with a long horizontal flourish extending to the right.

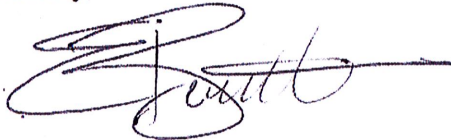
Matt Tomo GM

Mayor Stanton and City Council
City of Phoenix
200 W. Jefferson Street
Phoenix, AZ 85003

Dear Mayor Stanton and City Council,

The Optical Shop of Aspen would like to put our full support behind the proposed DMB project. Our shop values our customers as much as we value our glasses, and we believe that the DMB project would not only be good for our business, but for the area as a whole.

Sincerely,

A stylized handwritten signature in dark ink, appearing to read 'Erika Bennett'.

Erika Bennett

DMB Circle Road Statement of Support

Name Gladys Juillerat
Address 6852 E Phelps Rd.
Email _____
Date 6-14-18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.

Gladys Juillerat
Signature

DMB Circle Road Statement of Support

Name Victoria Karamian
Address 6828 E PHELPS RD
Email victoria.karamian@yahoo.com
Date 6-14-18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.

Karamian

Signature

DMB Circle Road Statement of Support

Name June Turro
Address 6866 E. Kelton Rd
Email jneturro@yahoo.com
Date 6/14/18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.

June Turro
Signature

DMB Circle Road Statement of Support

Name Krista Rains

Address 16878 E Kelton Ln Scottsdale AZ 85254

Email kristarains@gmail.com

Date 6/14/18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.

Krista Rains

Signature

DMB Circle Road Statement of Support

Name Lynda Hayden
Address 1855 E Kung Ave 85254
Email N/A
Date 6-14-18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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Lynda Hayden
Signature

DMB Circle Road Statement of Support

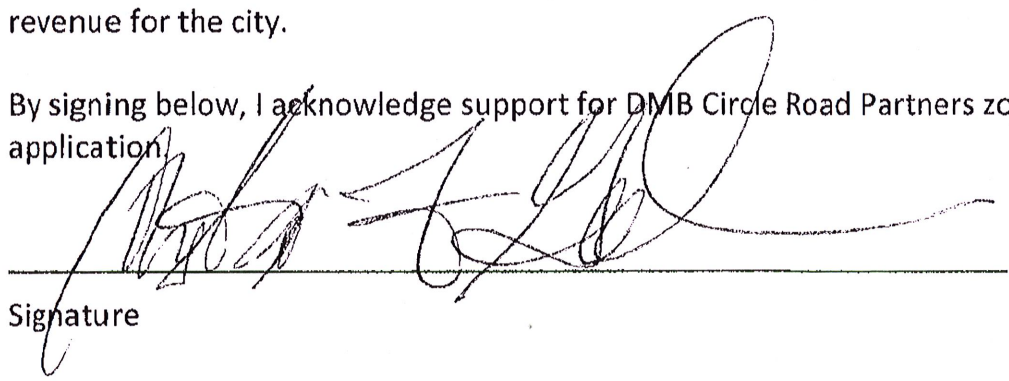
Name Christina Anderson
Address tracywzz@gmail.com
Email 6910 E Kings Ave
Date 6-14-18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.


Signature

DMB Circle Road Statement of Support

Name Colin Gray
Address 6822 E Kings Ave
Email colinggray@gmail.com
Date 6/14/18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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Signature

DMB Circle Road Statement of Support

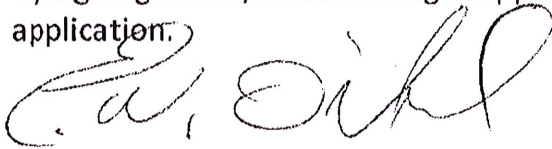
Name EARL O'Neal
Address 6802 E. Aire Libre Ln
Email epsbus@cox.net
Date 6/14/2018

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.



Signature

DMB Circle Road Statement of Support

Name Karen Rogers
Address 6801 E Kelton Lane
Email tworcks@gmail.com
Date 10-14-18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.

Karen Rogers
Signature

DMB Circle Road Statement of Support

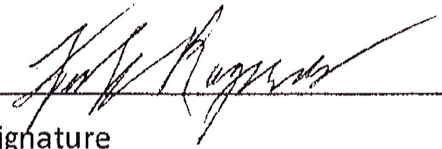
Name FRANK Rogers
Address 10801 E. Kelton Lane
Email frorochs@gmail.com
Date 6-14-18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.



Signature

DMB Circle Road Statement of Support

Name Brandon Grant

Address 6701 East Sunrise Ave

Email _____

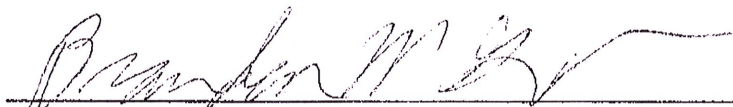
Date 6-14-18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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Signature

DMB Circle Road Statement of Support

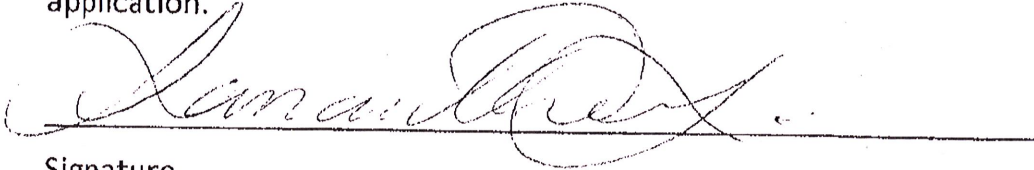
Name Samantha George
Address Samantha.george@gmail.com
Email 6802 E Grandview Drive
Date 6/16/18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.



Signature

DMB Circle Road Statement of Support

Name Eric Feldkuehler

Address 6813 E Grandview Dr.

Email efeldkuehler@gmail.com

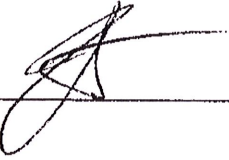
Date 6/16/18

Statement:

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.

Signature 

DMB Circle Road Statement of Support

Name Ava Rousu

Address 128416 E Grand View Dr Scottsdale AZ 85264

Email rousua@yahoo.com

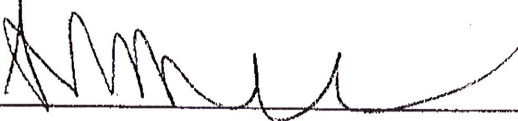
Date 6/16/18

Statement:

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Signature

DMB Circle Road Statement of Support

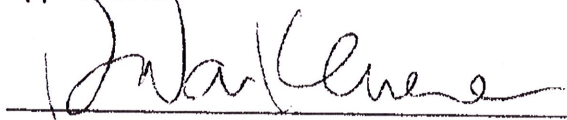
Name Daniel Van Klaveren
Address 6901 E. Grandview Dr. Scottsdale AZ 85260
Email danny.vanklaveren@chrobinson.com
Date June 16, 2018

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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Signature

DMB Circle Road Statement of Support

Name Jessica Harrison

Address 6914 E Grandview Dr.

Email —

Date 6/16/18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.

Jessica Harrison
Signature

DMB Circle Road Statement of Support

Name Glenn W. Owen
Address 6855 E. Phelps Rd
Email _____
Date 6-16-18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.

Glenn W. Owen
Signature

DMB Circle Road Statement of Support

Name Trevor Burbank
Address 16809 N. 69th St.
Email _____
Date 6-16-18

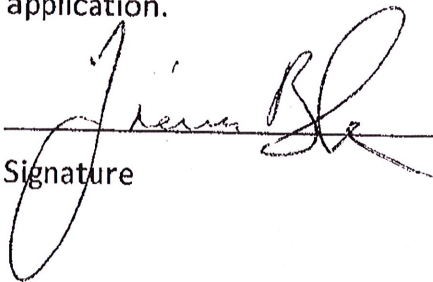
Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.

Signature



DMB Circle Road Statement of Support


Name Daniel Shi
Address 6873 E Kathleen Rd
Email _____
Date 06/16/2018

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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Signature

DMB Circle Road Statement of Support

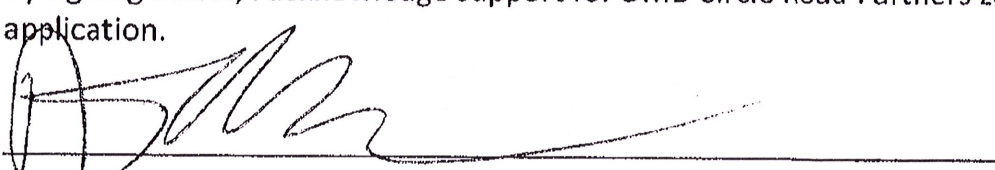
Name Rhonda McNamee
Address 6558 E Kierland Rd
Email rhondamcne@yaho
Date 6/16/15

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.


Signature

DMB Circle Road Statement of Support

Name David Moser
Address 6901 E. Sandra Terrace Jc Hb Az 85254
Email david o moser 9@yahoo.com
Date 6-16-18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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David Moser
Signature

DMB Circle Road Statement of Support

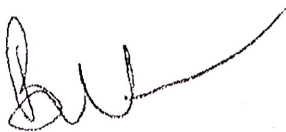
Name Beth Andrews
Address 6915 E Sander terr
Email bandrows1022@gmail.com
Date 6/1/16

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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Signature

DMB Circle Road Statement of Support

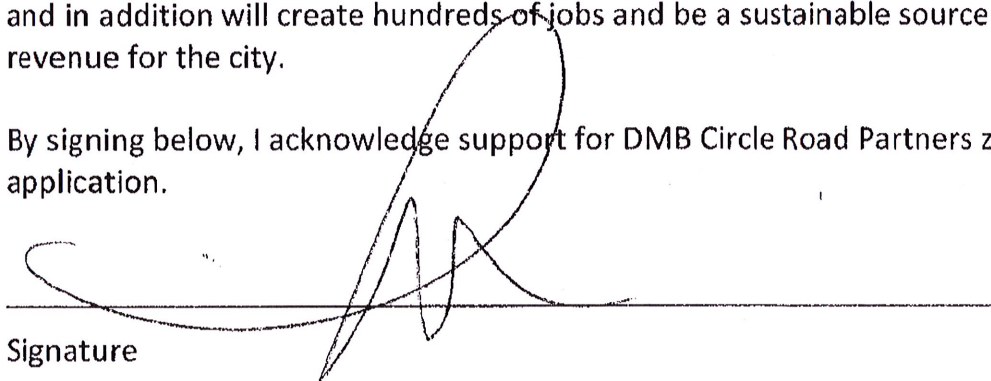
Name Matt Magiera
Address 6840 E. Sandra Ter.
Email mmagiera@cox.net
Date 6/16/18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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Signature 

DMB Circle Road Statement of Support

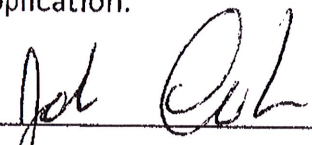
Name John Anders
Address 6819 E Beverly Ln
Email JohnAnders63@hotmail.com
Date 6/17/2018

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.



Signature

DMB Circle Road Statement of Support

Name Megan O'Connor
Address 6831 E Beverly Ln Scottsdale, AZ 85254
Email meganmontg@yahoo.com
Date 6/17/18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.



Signature

DMB Circle Road Statement of Support

Name Barbara Bevin

Address 6813 E Paradise Lane

Email _____

Date 6-17-18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.

Barbara Bevin

Signature

DMB Circle Road Statement of Support

Name Marian VanDyke
Address 6825 E Paradise Lane
Email mariankvandyke@gmail.com
Date 6/17/18

Statement:

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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.

Marian VanDyke
Signature

DMB Circle Road Statement of Support

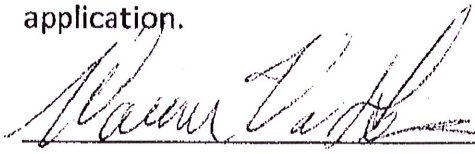
Name Warren VanDyke
Address 6825 E Paradise Lane
Email warrenvandyke@cox.net
Date 6/17/18

Statement:

"I support the DMB Circle Road Partners application (Z-14-18-2) to rezone 1.93 acres from C-2 PCD to PUD to allow for a mixed-use development project near Scottsdale Road and Kierland Boulevard. The development team has a long history of high-quality real estate development projects throughout the Valley and their new proposal will be no different. The mixed-use project will be an iconic building in the heart of the Kierland urban core that continues to be one of the fastest growing communities in Phoenix."

Benefits of DMC Circle Road Partners Development include luxury owner occupied units, high-end hotel rooms and retail uses on the bottom floor. It will be an iconic urban design with walkability and a high percentage of open space and in addition will create hundreds of jobs and be a sustainable source of tax revenue for the city.

By signing below, I acknowledge support for DMB Circle Road Partners zoning application.



Signature

DMB Circle Road Statement of Support

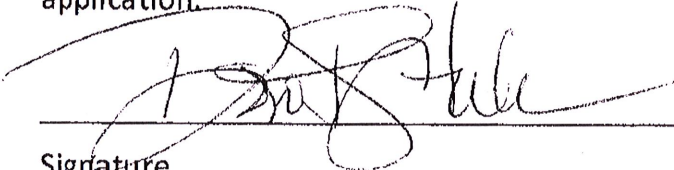
Name Dorothy Hukel
Address 6837 E Paradise Ln Scotts 85254
Email Sibeit97@cox.net
Date 6/17/18

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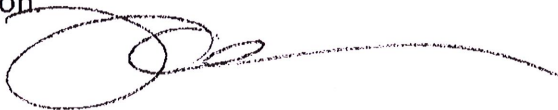
Name DAVID FERRARA
Address 6938 E. PARADISE LANE
Email USNDOC56@GMAIL.COM
Date 6-17-18

Statement:

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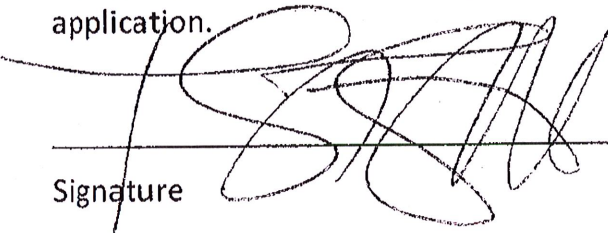
Name Robyn Burnzott
Address 1850 E PARADISE Lane
Email RBERNZOTT@aol.com
Date 6/17/14

Statement:

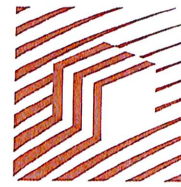
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By signing below, I acknowledge support for DMB Circle Road Partners zoning application.

Signature 

February 15, 2018



Development
Services
of America

Mr. David Bruner
DMB Circle Road Partners
4455 E. Camelback Road
Suite C140
Phoenix, AZ 85018

RE: Proposed Planned Unit Development Rezoning

Dear Mr. Bruner,

Thanks for reaching out and informing me about the proposed rezoning at 15450 North Scottsdale Road (now occupied by La Maison Furniture store).

As a significant property holder in the Kierland community, Services Group of America (SGA) is excited about the tremendous growth and success of this burgeoning area. As Kierland continues to evolve into an "urban core" style community, we believe that a mixed-use redevelopment featuring high-quality retail, residences and lodging will appropriately support the future trajectory of the surrounding area.

The purpose of this letter is to express our support for the rezoning of the La Maison parcel to a planned unit development. We appreciate DMB's track record of building first class developments in the valley and look forward to another successful project in Kierland. SGA is confident your plan will attract high quality residents and businesses to the area.

However, as we discussed, while SGA supports the rezoning of the La Maison parcel, we do not support the proposed height variance that would be necessary to construct an 18-story tower. In order to protect current view corridors, SGA does not wish to see any future development in the Kierland community that exceeds the height of the Optima project.

Also, as we move forward, we would like to better understand the impact that the proposed redevelopment will have on the local traffic patterns. As the density of Kierland and the surrounding area continues to increase, we want to make sure the safety and convenience of the community is appropriately considered.

We look forward to learning more about the proposed redevelopment. Please let us know if SGA can help in any way.

Sincerely,

Joe Horvath, Director of Finance
Services Group of America

www.developmentservicesofamerica.com



May 17, 2018

City of Phoenix Mayor and City Council
200 W. Washington Street
Phoenix, AZ 85003

RE: Kierland Success

Dear Mayor and City Council:

We have watched over the years the growth and excitement that has occurred in the Kierland area. From its original master plan to the latest developments, Kierland has created an energy in Northeast Phoenix that is unmatched by any other area in the Valley. Many of the City's decisions on zoning, height, uses have allowed Kierland to evolve into a dynamic mixed-use core supporting employment, strong sales tax growth and quality residential alternatives. This public/private effort continues to create strong economic and lifestyle opportunities for the greater area. In fact, the City of Scottsdale has reacted to Kierland's success by developing the Scottsdale Quarter and the planned redevelopment of the Crackerjacks family entertainment site into an intense mixed-use development of more than 2 million feet.

As a member of the Phoenix business community, we support the continued growth and success of the Kierland area. The destination shopping experience, the first-class resort, the thriving office and employment base and the dynamic residential projects all support each other. The proposed DMB Circle Road Partners LLC mixed-use development along Scottsdale Road is another example of the evolution of the area. Providing an iconic, mixed-use development at the entrance to the Kierland area will continue to set the City's golden jewel apart from any other development in the area. This proposal will bring executive level housing opportunities, a boutique hotel to complement the nearby resort and continued retail sales tax dollar uses to the City. We believe an iconic taller building will provide a new gateway to the Kierland area. We wholeheartedly support the DMB Circle Road Partners LLC mixed-use development proposal.

Thank you for your continued leadership and thoughtful decisions for the Kierland area.

Sincerely,

John Strittmatter
Chairman/Southwest

Ryan Companies US, Inc.
3900 East Camelback Road, Suite 100
Phoenix, AZ 85018

p: 602-322-6100
ryancompanies.com

AZ LICENSE ROC012330 RES
AZ LICENSE ROC195313 COMM
Equal Opportunity Employer



January 29, 2018

Mr. David Bruner
DMB Circle Road Partners
4455 E. Camelback Road
Suite C140
Phoenix, AZ 85018

RE: Proposed Plan Unit Development Rezoning

Dear Mr. Bruner:

Thank you for taking the time to make us aware of your proposed rezoning of the property at 15450 N. Scottsdale Road now occupied by La Masion Furniture store. As you are aware, DMB, Circle Road & Macerich have collaborated in the past to create high quality developments in the valley and we trust this DMB Circle Road effort will reflect that same commitment to quality. As we review the development plans, we are excited to see continued investment and reinvestment in this core area of the city. The area continues to evolve - including new uses, more density, and taller buildings. Your redevelopment and significant investment seems to fit with that continued evolution.

As owners of Kierland Commons, we believe our retail and restaurant uses are benefited greatly by a vision of the core that includes greater density and high-quality development. We trust that the DMB track record in creating luxury residential and commercial developments such as DC Ranch & Silverleaf will be replicated in a vertical fashion here.

The purpose of this letter is to express our support for the rezoning to a planned unit development and the mixture of uses in height contained in your proposal. We look forward to the redevelopment of your property. If we can help in any way please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read "Scott Nelson".

Scott Nelson, Senior Vice President
Macerich

January 9, 2018

Mr. David Bruner
DMB Circle Road Partners
4455 E. Camelback Road
Suite C140
Phoenix, AZ 85018

RE: Proposed Plan Unit Development Rezoning

Dear Mr. Bruner:

Hines

Thank you for reaching out to me and informing me about your proposed rezoning in the Kierland core at 15450 N. Scottsdale Road. As more intense development surrounds your building, it seems appropriate that the La Maison furniture store make way for your proposed mixed-use tower to create an attractive urban experience through thoughtful land utilization. The tremendous growth and success in the Kierland area core is what attracted Hines for their significant office investment here and the development of a mixed-used tower combining proposed hotel, condominiums and retail would be a significant enhancement to the property.

We appreciate DMB's track record of building first class developments in the valley and look forward to another one in Kierland. Your plan will likely bring high quality residents and businesses to the area.

On behalf of Hines and our significant existing investment in Kierland, we stand prepared to support your proposal and look forward to the redevelopment of your property. Please let me know if I can help in any way.

Sincerely,



Chris Anderson, Vice President
Hines

January 3, 2018

**THE WESTIN KIERLAND
RESORT & SPA**

6902 E. Greenway Parkway
Scottsdale AZ 85254
United States

T 480.624.1000
F 480.624.1001

info@
kierlandresort.com

Mr. David Bruner
DMB Circle Road Partners
4455 E. Camelback Road
Suite C140
Phoenix, AZ 85018

RE: Proposed Plan Unit Development Rezoning

Dear Mr. Bruner:

Thanks for your time in reviewing the proposed redevelopment of the La Maison furniture store building at 15450 N. Scottsdale Road with me. As you know, DMB Circle Road, together with the Westin Kierland Resort and Kierland Commons retail shopping and dining district were the original commercial developers in Kierland, with your first buildings breaking ground more than two decades ago. The Kierland community has seen extraordinary growth ever since and I would be excited to add the redevelopment of your property to our new "urban core".

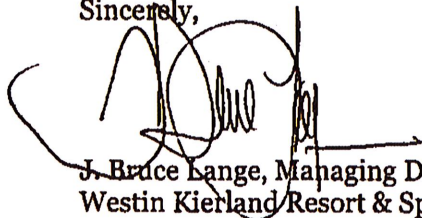
I am writing to express my support for the La Maison redevelopment with a significant tower potentially featuring lodging, retail and residences. DMB's reputation and history creating luxury developments in the valley, both residential and commercial, speaks for itself and we trust this parcel will be likewise developed.

As we have discussed, and while I support the redevelopment of La Maison and the height of your project, Westin Kierland Resort ownership will reserve approval with respect to the projects' potential hotel use until they can ascertain that the hotel brand/operator and additional rooms available within the Kierland footprint are both complementary and accretive to their existing Westin Kierland Resort & Spa investment and the Kierland core destination.

Redevelopment that includes high quality residences, retail and potentially luxury lodging guests will facilitate the continued growth in the Kierland community benefiting its constituent stakeholders and businesses.

I look forward to learning more about the proposed redevelopment and will be happy to convene KMA discussions as necessary to the extent you need our assistance and further review.

Sincerely,



J. Bruce Lange, Managing Director
Westin Kierland Resort & Spa

**PACIFIC SCOTTSDALE, LLC
2201 E. CAMELBACK RD., SUITE 650
PHOENIX, AZ 85016**

January 5, 2018

Mr. David Bruner
DMB Circle Road Partners
4455 E. Camelback Road
Suite C140
Phoenix, AZ 85018

RE: Proposed Plan Unit Development Rezoning

Dear Mr. Bruner:

Thanks so very much for making us aware of the proposed rezoning of property at 15450 N. Scottsdale Road now occupied by La Masion Furniture store. We are excited to see some additional height in the area and the creation of an iconic tower with proposed hotel/residential and retail uses. This redevelopment and significant investment seems to fit into the newer, taller and more intense development projects that are existing and proposed for the Kierland core and we are excited to see these efforts.

As neighboring retail owners of Jackson's Car Wash across the street we will no doubt benefit from your development. We trust that the DMB track record in creating luxury residential and commercial developments such as DC Ranch & Silverleaf will be replicated in a vertical fashion here, enhancing the Kierland core.

The purpose of this letter is to express our support for the rezoning to a planned unit development and the mixture of uses in height contained in your proposal. We look forward to the redevelopment of your property. If we can help in any way please do not hesitate to contact me.

Sincerely,



Andrew M. Cohn
Pacific Scottsdale, LLC
(602)248-8181

Levine Investments Limited Partnership

2201 East Camelback Road • Suite 650 • Phoenix Arizona • 85016

Phone 602.248.8181 • Facsimile 602.248.0884

January 5, 2018

Mr. David Bruner
DMB Circle Road Partners
4455 E. Camelback Road
Suite C140
Phoenix, AZ 85018

RE: Proposed Plan Unit Development Rezoning

Dear Mr. Bruner:

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As neighboring retail owners of Zocallo Plaza across the street we will no doubt benefit from your development. We trust that the DMB track record in creating luxury residential and commercial developments such as DC Ranch & Silverleaf will be replicated in a vertical fashion here, enhancing the Kierland core.

The purpose of this letter is to express our support for the rezoning to a planned unit development and the mixture of uses in height contained in your proposal. We look forward to the redevelopment of your property. If we can help in any way please do not hesitate to contact me.

Sincerely,



Andrew M. Cohn

Levine Investments Limited Partnership

2201 East Camelback Road • Suite 650 • Phoenix Arizona • 85016

Phone 602.248.8181 • Facsimile 602.248.0884

January 5, 2018

Mr. David Bruner
DMB Circle Road Partners
4455 E. Camelback Road
Suite C140
Phoenix, AZ 85018

RE: Proposed Plan Unit Development Rezoning

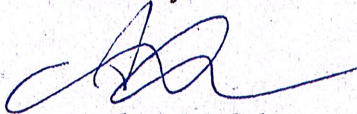
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As neighboring retail owners of Chauncey Ranch to the north we will no doubt benefit from your development. We trust that the DMB track record in creating luxury residential and commercial developments such as DC Ranch & Silverleaf will be replicated in a vertical fashion here, enhancing the Kierland core.

The purpose of this letter is to express our support for the rezoning to a planned unit development and the mixture of uses in height contained in your proposal. We look forward to the redevelopment of your property. If we can help in any way please do not hesitate to contact me.

Sincerely,



Andrew M. Cohn

**DD ZOCALLO, LLC
1501 W. BELL RD.
PHOENIX, AZ 85023**

June 18, 2018

City of Phoenix Mayor and City Counsel
200 W. Washington Street
Phoenix, AZ 85003

RE: DMB Circle Road Partners LLC Mixed Use Development Rezoning


Dear Mayor and City Council:

We have watched over the years the growth and excitement that has occurred in the Kierland area. From its original master plan to the latest developments, Kierland has created an energy in Northeast Phoenix that is unmatched by any other area in the Valley. Many of the City's decisions on zoning, height, and uses have allowed Kierland to evolve into a dynamic mixed-use development of more than 2 million feet.

As a neighboring retail owner of Jackson's Car Wash and the Zocallo Plaza across the street, we support the continued growth and success of the Kierland area. The destination shopping experience, the first-class resort, the thriving office and employment base and the dynamic residential projects all support each other. The proposed DMB Circle Road Partners LLC mixed use development along Scottsdale Road is another example of the evolution of the area. Providing an iconic, mixed-use development at the entrance to the Kierland area will continue to set the City's golden jewel apart from any other development in the area. This proposal will bring executive level housing opportunities, a boutique hotel to complement the nearby resort and continued retail sales tax dollar uses to the City. We believe an iconic taller building will provide a new gateway to the Kierland area. We wholeheartedly support the DMB Circle Road Partners LLC mixed-use development proposal.

Thank you for your continued leadership and thoughtful decisions for the Kierland area.

Sincerely,



Jerry Simons

DD Zocallo, LLC- Property Owner

Levine Investments Limited Partnership

2201 East Camelback Road • Suite 650 • Phoenix Arizona • 85016

Phone 602.248.8181 • Facsimile 602.248.0884

June 18, 2018

City of Phoenix Mayor and City Counsel
200 W. Washington Street
Phoenix, AZ 85003

RE: DMB Circle Road Partners LLC Mixed Use Development Rezoning

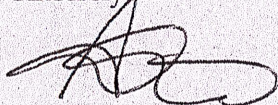
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Thank you for your continued leadership and thoughtful decisions for the Kierland area.

Sincerely,



Andrew M. Cohn
Levine Investments Limited Partnership- Property Owner

**ZOCALLO PLAZA PROPERTY OWNERS ASSOCIATION
2201 E. CAMELBACK RD., SUITE 650
PHOENIX, AZ 85016**

June 18, 2018

City of Phoenix Mayor and City Counsel
200 W. Washington Street
Phoenix, AZ 85003

RE: DMB Circle Road Partners LLC Mixed Use Development Rezoning

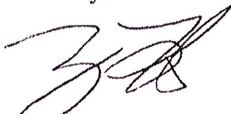
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As the President of the Zocallo Plaza Property Owners Association across the street, we support the continued growth and success of the Kierland area. The destination shopping experience, the first-class resort, the thriving office and employment base and the dynamic residential projects all support each other. The proposed DMB Circle Road Partners LLC mixed use development along Scottsdale Road is another example of the evolution of the area. Providing an iconic, mixed-use development at the entrance to the Kierland area will continue to set the City's golden jewel apart from any other development in the area. This proposal will bring executive level housing opportunities, a boutique hotel to complement the nearby resort and continued retail sales tax dollar uses to the City. We believe an iconic taller building will provide a new gateway to the Kierland area. We wholeheartedly support the DMB Circle Road Partners LLC mixed-use development proposal.

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Sincerely,



Tony Feiter
Zocallo Plaza Property Owners Association- President