

Attachment G

The Williams Family Living 1996 Trust
520 East Orange Drive
Phoenix, AZ 85012

September 13, 2021

Laveen Village Planning Committee
c/o Sofia Mastikhina, Planner II – Village Planner
City of Phoenix
Long Range Planning
200 West Washington Street
Phoenix, AZ 85003
(602) 256-5648

RE: City of Phoenix Rezoning Case No. Z-41-21-7

Dear Chair Glass, Vice Chair Abegg and Committee Members:

Our family has owned and farmed property in Laveen since the 1930s. Because of our deep roots in and commitment to the Laveen community, we have been seeking developers for our properties along and in proximity to the freeway that are committed to delivering, owning and managing a high-quality product that both our family and the community will be proud of for generations to come. In fact, we have already declined multiple offers from developers, including developers of multifamily housing, offering the highest purchase amounts for our properties because we did not believe that they would deliver the level of quality or the uses that we strongly believe the community deserves.

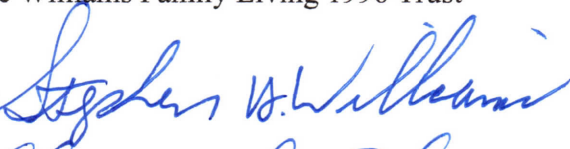
We selected P.B. Bell to develop the property before you this evening because they are a locally based and award winning company that constructs, owns and manages their developments. P.B. Bell has received multiple awards for both the quality of their developments and their management services. They are also known and recognized for tailoring their developments to complement the character of the area that they are being built in. We are proud of the high-quality product, appropriate character, and sensitive site layout design of the proposed development that P.B. Bell is presenting to you this evening. The development of a high-quality multifamily product on this property, which is located in the Laveen Village Core, is consistent with the property's zoning approved nearly 20 years ago, the Phoenix General Plan, and the Laveen Village Character Plan.

We understand there have been some questions raised regarding the development plans for the adjoining 14 acres of property we own to the south at the immediate corner of the freeway and Dobbins Road. As has been our plan since the early 2000s, we are committed to delivering commercial service uses on this property to help fulfill the vision of a vibrant Village Core accommodating a mix of uses. We have heard from multiple retail developers that P.B. Bell's project, if approved, will make the property along Dobbins much more desirable for commercial development. In return, it has been our commitment to providing commercial uses on these 14

acres that has attracted a high-quality, award winning developer like P.B. Bell for the adjoining property.

We respectfully request that you recommend approval of the referenced case and associated development proposal before you this evening. We look forward to continuing to work with you to deliver the mix of uses and high-quality development that has long been envisioned for our properties along and in proximity to the freeway, including the property before you this evening and the adjoining 14 acres at the corner of the freeway and Dobbins.

Sincerely,
The Williams Family Living 1996 Trust

By 
Chairman 