

## ATTACHMENT F

**From:** [Tom Kelly](#)  
**To:** [PDD Planning Commission](#)  
**Subject:** Support for Z-31-25-8. 23rd Ave and Baseline Road  
**Date:** Tuesday, August 5, 2025 12:25:10 PM

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**CAUTION: This email originated outside of the City of Phoenix.**

Do not click links or open attachments unless you know the sender and were expecting this email.

[Report Suspicious](#)

Dear Planning Commission Members,

I'm writing in strong support of Zoning Case Z-31-25-8, a project that brings much-needed housing diversity to the South Mountain Village. Rezoning from S-1 to R-3A will allow for a thoughtfully designed, medium-density residential development that aligns with the city's long-term goals and responds to our region's housing shortage.

I disagree with the South Mountain Village Planning Committee's decision to deny this project due to the overall density. This project is unique and provides a new type of housing for the area. Providing more options for families and individuals who rent near jobs, schools, and nature is critical to addressing the needs of Phoenix residents.

As Phoenix works to ensure that *home is where it all starts* for every resident, projects like this are essential. I respectfully urge you to recommend approval.

Sincerely,

Tom Kelly  
30 E Saint Anne Ave, Phoenix 85042

Sent from my iPad

**From:** [Sarah Amaral CFRE](#)  
**To:** [PDD Planning Commission](#)  
**Cc:** [Amanda Straight](#)  
**Subject:** Support for Z-31-25-8 – 23rd Avenue and Baseline Road  
**Date:** Tuesday, August 5, 2025 12:57:08 PM  
**Attachments:** [firstplaceicon-emailgreenbackground\\_9f09191c-9984-4267-bbcb-169b7026a193.png](#)  
[1\\_9cd01675-c4ea-4a80-9732-ddffb230bb07.png](#)  
[5\\_07e5fbfe-80bb-41d0-af98-e074ed5778da.png](#)  
[2\\_70a09438-1177-4cfd-8796-b9aa72a050b6.png](#)  
[4\\_cba3eafa-56b6-4be6-a987-46cafead6cd4.png](#)  
[firstplaceemailsignaturebanner\\_16af16b4-2a44-4916-8bf2-0d993d4f3ca9.png](#)

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Sincerely,

Sarah Amaral

1941 E El Parque Dr.

Tempe, AZ 85282

**Sarah Amaral CFRE**

Director of Development, First Place AZ

p: 602-464-6630 c: [602-697-5352](tel:602-697-5352)

e: [samaral@firstplaceaz.org](mailto:samaral@firstplaceaz.org) | [\[yourdomain.url\]firstplaceaz.org](#)

[\[firstplaceaz.org\]](#)

3001 N. Third St., Phoenix, AZ 85012

The logo for First Place, featuring the word "first" in a bold, lowercase sans-serif font, followed by "place" in a regular weight, with a registered trademark symbol. A horizontal line is positioned below the "first" portion of the text.

firstplace®

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[\[facebook.com\]](https://facebook.com)

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[\[instagram.com\]](https://instagram.com)



[\[youtube.com\]](https://youtube.com)

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Order the new Arizona autism specialty license plate and help fund the work of First Place AZ and SARRC.



ORDER NOW

[\[azmvdnow.gov\]](https://azmvdnow.gov)

*First Place AZ is a qualified Arizona Charitable Tax Credit Organization. Your gift may qualify for a dollar-for-dollar credit on your Arizona state taxes—up to \$495 for individuals and \$987 for married couples filing jointly. Learn more at [firstplaceglobal.org/donate](https://firstplaceglobal.org/donate) [\[firstplaceglobal.org\]](https://firstplaceglobal.org).*

**From:** [Atlas Hopkins](#)  
**To:** [PDD Planning Commission](#)  
**Subject:** Support for Z-31-25-8 – 23rd Avenue and Baseline Road  
**Date:** Tuesday, August 5, 2025 2:11:57 AM

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[Report Suspicious](#)

To whom it may concern,

I'm writing in strong support of Zoning Case Z-31-25-8, a project that brings much-needed housing diversity to the South Mountain Village. Rezoning from S-1 to R-3A will allow for a thoughtfully designed, medium-density residential development that aligns with the city's long-term goals and responds to our region's housing shortage.

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Atlas Hopkins  
3522 N Flower st.

Thank you,  
M. Architectural Studies  
Arizona State University' 25  
S.E.E.D Philanthropy Founder  
SOULJAISM DESIGN HOUSE  
602-577-0517 | [atlasehopkins@gmail.com](mailto:atlasehopkins@gmail.com)

**From:** [Bruce Weber](#)  
**To:** [PDD Planning Commission](#)  
**Subject:** Support for Z-31-25-8 – 23rd Avenue and Baseline Road  
**Date:** Tuesday, August 5, 2025 5:56:49 PM  
**Attachments:** [image003\[61\].png](#)  
[image004\[26\].png](#)

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[Report Suspicious](#)

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Sincerely,  
Bruce Weber  
4628 E Berneil Dr  
Phoenix, AZ 85028

City of Phoenix  
Planning Commission, Mayor, and City Council Members  
200 W. Washington St.  
Phoenix, AZ 85003

Re: Support for the Rezoning Application and General Plan Amendment for Taylor Morrison,  
Z-31-25-8 and GPA SM-1-25-8

Members of the City of Phoenix Planning Commission, Mayor, and City Council,

As a local business near 19<sup>th</sup> Ave and Baseline, please accept this letter as our support of the proposed build for rent community near our business. This proposed development by Taylor Morrison will be a great addition to the area, and we look forward to serving the new residents as customers at our business.

This fresh new community will replace a nearly vacant infill parcel and bring a new customer base. It will help to continue to grow the City of Phoenix as a great place to live, work and play and would provide additional housing options for our employees.

Please join me in supporting this request for a general plan amendment and rezoning.

Name Jocelyn Ramos

Business Name AZ family kids dental

Address 2410 W. Baseline Rd #120 phoenix AZ 85041

Date 7/28/25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

**AZ FAMILY & KID'S  
DENTAL**

[www.azfamilykidsdental.com](http://www.azfamilykidsdental.com)

Daniel Levi Haught, DMD  
Richard Smith, DDS  
Sirel McRae, DMD

2610 W. Baseline Rd.  
Suite #120  
Phoenix, AZ 85041

602.675.2732

City of Phoenix  
Planning Commission, Mayor, and City Council Members  
200 W. Washington St.  
Phoenix, AZ 85003

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Please join me in supporting this request for a general plan amendment and rezoning.

Name Nuemi Corral

Business Name Cash Time Loan centers

Address 2030 W Baseline Rd #185 Phoenix AZ 85041

Date 07/23/2025

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department



*account manager*

2030 West Baseline Road, Suite 185 • Phoenix, Arizona 85041  
ph. 602.268.2100 • fax. 602.268.9271  
[www.cashtime.com](http://www.cashtime.com)



City of Phoenix  
Planning Commission, Mayor, and City Council Members  
200 W. Washington St.  
Phoenix, AZ 85003

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Please join me in supporting this request for a general plan amendment and rezoning.

Name Tristin Carlo

Business Name Chipotle

Address 1838 W baseline Rd

Date July, 23, 2025

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

**ALONDRA LINARES**  
GENERAL MANAGER

AZ.4086.BASELINE19TH@CHIPOTLE.COM

D 480 520.4470

CHIPOTLE MEXICAN GRILL  
1838 W BASELINE RD  
PHOENIX, ARIZONA 85041

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City of Phoenix

Planning Commission, Mayor, and City Council Members

200 W. Washington St.

Phoenix, AZ 85003

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Please join me in supporting this request for a general plan amendment and rezoning.

Name Parris Smith

Business Name Dunkin Donuts

Address 1909 W Baseline Rd

Date 7/23/2025

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

City of Phoenix  
Planning Commission, Mayor, and City Council Members  
200 W. Washington St.  
Phoenix, AZ 85003

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Please join me in supporting this request for a general plan amendment and rezoning.

Name Thunder Guerrero

Business Name EOS Fitness

Address 1812 W Baseline RD, Phoenix

Date 8/30/25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

City of Phoenix Planning Commission and City Council,

I write to you as the owner of the 15+ acres of property on the north side of Baseline Rd at 21<sup>st</sup> Ave urging you to support the rezoning of our family's land with Z-31-25-8 and GPA SM 1-25-8-VPC. For context about the site, my husband Danny was a farmer, Vietnam Vet and then opened his trucking business in 1968 that operated from this site. We have been trying to sell this land for the last 5 years and were in escrow with a different developer prior to Taylor Morrison, but that deal fell out of escrow in 2023. Sadly, Danny passed away last month.

Putting all of our personal information aside, I think it was a positive that the previous deal fell through because this developer has a plan that will integrate even better into the surrounding community. Taylor Morrison is a reputable nationwide home builder who plans to bring a much-needed varied housing product to the area with quality finishes and amenities.

I urge you to please support this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Georgia Mundall", with a stylized flourish at the end.

Georgia Mundall  
2102 W. Baseline Rd.  
Phoenix, AZ 85041

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

City of Phoenix

Planning Commission, Mayor, and City Council Members

200 W. Washington St.

Phoenix, AZ 85003

Re: Support for the Rezoning Application and General Plan Amendment for Taylor Morrison,  
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Please join me in supporting this request for a general plan amendment and rezoning.

Name Carmen Brumby

Business Name Good will

Address 1980 W Baseline

Date 7/23/25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department



City of Phoenix  
Planning Commission, Mayor, and City Council Members  
200 W. Washington St.  
Phoenix, AZ 85003

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Please join me in supporting this request for a general plan amendment and rezoning.

Name Ombal Gangi

Business Name INDIA SPICES

Address 2640 W Baseline Road, Phoenix

Date 7/28/2025

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

**India Spices**



India Spices, 2640 A west baseline road suite  
101, Phoenix 85041 Arizona  
Please visit us again

Order Number: 1753733000507321

Order Name: N/A

Date: 07/28/2025 10:00

City of Phoenix  
Planning Commission, Mayor, and City Council Members  
200 W. Washington St.  
Phoenix, AZ 85003

Re: Support for the Rezoning Application and General Plan Amendment for Taylor Morrison,  
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Please join me in supporting this request for a general plan amendment and rezoning.

Name Victor Rojas

Business Name McDonald's

Address 188 W. Baseline Rd 85041

Date 07/28/25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department



City of Phoenix  
Planning Commission, Mayor, and City Council Members  
200 W. Washington St.  
Phoenix, AZ 85003

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Name Aiden Ortiz

Business Name Mobily - ATT

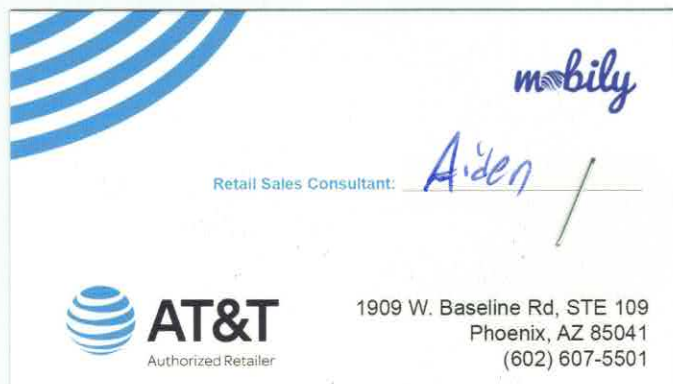
Address 1909 W Baseline Rd Suite 109, Phoenix, Az,  
85041

Date 7/23/2025

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department



City of Phoenix

Planning Commission, Mayor, and City Council Members

200 W. Washington St.

Phoenix, AZ 85003

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Name Ezequiel Ruiz

Business Name PizzaHut

Address 1909 W baseline rd

Date 7/23

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department



City of Phoenix

Planning Commission, Mayor, and City Council Members

200 W. Washington St.

Phoenix, AZ 85003

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Name

Alex Mender

Business Name

Starbucks

Address

2020 W. Baseline Rd.

Date

7/23/25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department



**Matthew Pickard**

district coffeehouse leader  
Coffee Master

MAIN 800-782-7282

MOBILE 602-556-5099

EMAIL mpickard@starbucks.com

**Starbucks Coffee Company**

2401 Utah Ave South, Suite 800  
Seattle, Washington 98134



City of Phoenix  
Planning Commission, Mayor, and City Council Members  
200 W. Washington St.  
Phoenix, AZ 85003

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Please join me in supporting this request for a general plan amendment and rezoning.

Name Jessica Silvius

Business Name StorAmerica

Address 1935 W. Baseline Rd

Date 7.23.25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department



City of Phoenix

Planning Commission, Mayor, and City Council Members

200 W. Washington St.

Phoenix, AZ 85003

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Name Danetta Facio

Business Name Subway

Address 2020 W. Baseline Rd. C166 Phoenix

Date 1-23-25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

City of Phoenix

Planning Commission, Mayor, and City Council Members

200 W. Washington St.

Phoenix, AZ 85003

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Please join me in supporting this request for a general plan amendment and rezoning.

Name Mamie

Business Name Taco bell

Address 1919 Baseline R Phoenix AZ

Date 7/23/25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department



Re: Support for Z-31-25-8 and GPA SM 1-25-8

Members of the City of Phoenix Planning & Zoning Commission and City Council,

As a Phoenix resident who lives near the proposed Yardly rental community by Taylor Morrison, I wanted to express my SUPPORT for the rezoning and general plan amendment cases. This single-family home style rental community will add housing variety to an area that is surrounded by traditional single family homes and mobile homes, but no apartments or rental communities for miles. The high-end amenities and attractive design of this gated community will be a popular choice for neighbors moving to our area. We are in a housing crisis in Arizona, let's SUPPORT this top notch, well-designed plan from a reputable builder.

Name Tina Arizez

Address 2024 W. Carter Rd

Date 7/30/25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

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Name Lupita Ramirez

Address 2200 W. Dunbar

Date 7/30/25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

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Name Ryan Hernandez

Address 2208 W MINTON ST

Date 7/30/25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department



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Name Kaethlyn L. Blair

Address 2244 W. Minton

Date 30 July 2025

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

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Name Brian Babaloni

Address 7126 S 24th Dr

Date 7-28-25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

Re: Support for Z-31-25-8 and GPA SM 1-25-8

Members of the City of Phoenix Planning & Zoning Commission and City Council,

As a Phoenix resident who lives near the proposed Yardly rental community by Taylor Morrison, I wanted to express my SUPPORT for the rezoning and general plan amendment cases. This single-family home style rental community will add housing variety to an area that is surrounded by traditional single family homes and mobile homes, but no apartments or rental communities for miles. The high-end amenities and attractive design of this gated community will be a popular choice for neighbors moving to our area. We are in a housing crisis in Arizona, let's SUPPORT this top notch, well-designed plan from a reputable builder.

Name Maria Negrete

Address 2115 W. Carter Rd. Phoenix, AZ 85041

Date 7/28/2025

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department



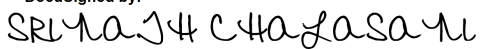
City of Phoenix Planning Commission and City Council,

I write to you as the owner of approximately 0.4 acres of commercial property on the northeast side of Broadway Rd at 24<sup>th</sup> St urging you to support the rezoning of land with Z-31-25-8 and GPA SM 1-25-8-VPC.

The builder has a plan that will integrate very well into the surrounding community. Taylor Morrison is a reputable nationwide home builder who plans to bring a much-needed varied housing product to the area with quality finishes and amenities.

I urge you to please support this project.

Sincerely,

DocuSigned by:  
  
B728B056C385454...

Sid Chalasani 7/24/2025

Twenty Peaks, LLC  
2424 E. Broadway Rd  
Phoenix, AZ 85040

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

City of Phoenix  
Planning Commission, Mayor, and City Council Members  
200 W. Washington St.  
Phoenix, AZ 85003

Re: Support for the Rezoning Application and General Plan Amendment for Taylor Morrison,  
Z-31-25-8 and GPA SM-1-25-8

Members of the City of Phoenix Planning Commission, Mayor, and City Council,

As a local business near 19<sup>th</sup> Ave and Baseline, please accept this letter as our support of the proposed build for rent community near our business. This proposed development Yardly las Brisas by Taylor Morrison will be a great addition to the area, and we look forward to serving the new residents as customers at our business.

This fresh new community will replace a nearly vacant infill parcel and bring a new customer base. It will help to continue to grow the City of Phoenix as a great place to live, work and play and would provide additional housing options for our employees.

Please join me in supporting this request for a general plan amendment and rezoning.

Name Lucy Huereque

Business Name The ups store

Address 2030 W Baseline Rd #182- Phoenix AZ

Date 7/23/25

**CITY OF PHOENIX**

JUL 31 2025

Planning & Development  
Department

**Lucy Huereque**  
Owner



**THE UPS STORE**

2030 W Baseline Rd Ste 182  
Phoenix Az 85041  
Mon-Fri 08:00AM-06:00PM  
Sat 09:00AM-05:00PM  
Sun 10:00AM-03:00PM

P: 602 268 9399  
F: 602 268 9499  
store5910@theupsstore.com  
theupsstore.com/5910