

## Attachment E - In Favor Correspondance

November 8, 2019

David Simmons,  
Deer Valley Village Planner  
**CITY OF PHOENIX**  
200 W. Washington Street  
Phoenix, Arizona 85003

**Re: Support for GPA-DV-19-1 & Z-78-C-88-1**  
**NWC 35<sup>th</sup> Avenue & Happy Valley Road**  
**Phoenix, Arizona**

Dear Mr. Simmons:

I am writing in support of a proposed mixed-use development project at the northwest corner of Happy Valley Road and 35<sup>th</sup> Avenue. I understand the proposal includes a 325-unit apartment complex on the north side of that property with retail development along Happy Valley Road. I also understand the City is currently considering applications to approve this project, Case numbers GPA-DV-19-1 & Z-78-C-88-1.

I own the Stetson Hills Animal Hospital located in the Stetson Village shopping center on the northeast corner of 39<sup>th</sup> Avenue and Happy Valley Road, adjacent to the project site. I have examined the plans and attended the neighborhood meeting held on August 20, 2019. Although I heard several attendees at this meeting express concerns, I think the proposed mixed-use concept is a thoughtful approach for this location and is this best possible use for this currently vacant lot. The addition of 325 new apartments within walking distance of my business will be a significant benefit and will help the existing and new businesses in this area to thrive. I encourage approval of these applications and hope to see this project built soon.

Sincerely,

**COHEN VETERINARY SERVICES, LLC**



Edward A. Cohen  
Owner

## David O Simmons

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**From:** mike@celebritytanning.com  
**Sent:** Wednesday, November 13, 2019 11:26 AM  
**To:** David O Simmons  
**Subject:** mixed-use development project corner of Happy Valley Road & 35th Avenue

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Mr. Simmons:

I am writing in support of a proposed mixed-use development project at the northwest corner of Happy Valley Road and 35th Avenue. I understand the proposal includes a 325-unit apartment complex on the north side of that property with retail development along Happy Valley Road. I also understand the City is currently considering applications to approve this project, Case numbers GPA-DV-19-1 & Z-78-C-88-1.

I own Celebrity Tanning in the Stetson Village shopping center located on the northeast corner of 39th Avenue and Happy Valley Road, adjacent to the project site. I believe the addition of 325 new apartments within walking distance of my business will be a significant benefit and will help the existing and new businesses in this area to thrive. I also think the proposed mixed-use concept is a thoughtful approach for this location and is the best possible use for the currently vacant lot. I encourage approval of these applications and hope to see this project built soon.

Mike Johnson  
Celebrity Tanning  
1425 E. University Dr. Suite B-104  
Tempe, AZ 85281

Office (480) 696-3988  
[mike@celebritytanning.com](mailto:mike@celebritytanning.com)



**VIA EMAIL (David.simmons@phoenix.gov)**

November 14, 2019

David Simmons,  
Deer Valley Village Planner  
**CITY OF PHOENIX**  
200 W. Washington Street  
Phoenix, Arizona 85003

**Re: Support for GPA-DV-19-1 & Z-78-C-88-1  
NWC 35<sup>th</sup> Avenue & Happy Valley Road  
Phoenix, Arizona**

Dear Mr. Simmons:

I am the Senior Real Estate manager for Safeway Inc. and I would like to provide my support for the proposed mixed-use development project at the northwest corner of Happy Valley Road and 35<sup>th</sup> Avenue. I understand the proposal includes a 325-unit apartment complex on the north side of that property with retail development along Happy Valley Road. I also understand the City is currently considering applications to approve this project, Case numbers GPA-DV-19-1 & Z-78-C-88-1.

I think the proposed mixed-use concept is a thoughtful approach for this location and is the best possible use for this currently vacant lot. The addition of 325 new apartments within walking distance of the neighboring Safeway store will be a significant benefit and will help the existing and new businesses in this area to thrive. I encourage approval of these applications and hope to see this project built soon.

Sincerely,

**SAFEWAY INC.**

A handwritten signature in blue ink, appearing to read 'Jan Martin', is written over a light blue circular stamp.

Jan Martin  
Senior Real Estate Manager

**David O Simmons**

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**From:** Russell Longo <russell@longobuilders.com>  
**Sent:** Wednesday, November 20, 2019 7:05 PM  
**To:** David O Simmons

David Simmons,  
Deer Valley Village Planner  
**CITY OF PHOENIX**  
200 W. Washington Street  
Phoenix, Arizona 85003

**Re: Support for GPA-DV-19-1 & Z-78-C-88-1**  
**NWC 35<sup>th</sup> Avenue & Happy Valley Road**  
**Phoenix, Arizona**

Dear Mr. Simmons:

I hope you are doing well. I own the Bella Donne Salon Suites in the Stetson Village shopping center located on the northeast corner of 39<sup>th</sup> Avenue and Happy Valley Road. I am writing in support of a new project at the northwest corner of Happy Valley Road and 35<sup>th</sup> Avenue that includes a 325-unit apartment complex and retail pads along Happy Valley Road. I believe the addition of 325 new apartments within close proximity of my business will be a significant benefit and will help the current and new businesses in this area to thrive. This new project is a thoughtful approach for this location and I hope to see it built soon.

Sincerely,

Russell J. Longo  
Bella Donne Salon Suites

VIA EMAIL (David.simmons@phoenix.gov)

November 21, 2019

David Simmons,  
Deer Valley Village Planner  
**CITY OF PHOENIX**  
200 W. Washington Street  
Phoenix, Arizona 85003

**Re: Support for GPA-DV-19-1 & Z-78-C-88-1  
NWC 35<sup>th</sup> Avenue & Happy Valley Road  
Phoenix, Arizona**

Dear Mr. Simmons:

I am the current owner of Great Clips in the Safeway center on 39th Avenue and Happy Valley Road and I would like to express my support of the proposed development at the northwest corner of Happy Valley Road and 35th Avenue. The development includes a 325-unit apartment complex on the north side of that property with retail development along Happy Valley Road.

I believe the addition of 325 new apartments within close proximity of my business will be a significant benefit and will help the existing and new businesses in this area to thrive. I hope to see this project built soon.

Sincerely,



David Oliverio  
Owner