

ATTACHMENT C



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-27-22-6**  
September 2, 2022

<u><b>Camelback East Village Planning Committee</b></u> Meeting Date	September 6, 2022
<u><b>Planning Commission</b></u> Hearing Date	October 6, 2022
<b>Request From:</b>	<u>C-2</u> (Intermediate Commercial) (2.55 acres)
<b>Request To:</b>	<u>PUD</u> (Planned Unit Development) (2.55 acres)
<b>Proposed Use</b>	Multifamily residential
<b>Location</b>	Northeast corner of 7th Street and Colter Street
<b>Owner</b>	7th & Colter, LLC
<b>Applicant</b>	ZOM Living
<b>Representative</b>	Nick Wood, Esq., Snell & Wilmer, LLP
<b>Staff Recommendation</b>	Approval, subject to stipulations

General Plan Conformity			
<u><b>General Plan Land Use Map Designation</b></u>		Commercial	
<u><b>Street Map Classification</b></u>	7th Street	Major Arterial Street	40-foot east half street
	Colter Street	Local Street	30-foot north half street
<b><i>CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; 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.</i></b>			
The proposed development will provide multifamily residential uses along a major arterial street along a bus route and within proximity to employment and commercial areas.			
<b><i>CONNECT PEOPLE AND PLACES CORE VALUE; COMPLETE STREETS; DESIGN PRINCIPLE: Plan and design communities and neighborhoods to be pedestrian friendly and walkable.</i></b>			

The proposed PUD narrative incorporates numerous streetscape and design standards to promote a pedestrian-friendly environment along adjacent street frontages.

***CONNECT PEOPLE AND PLACES CORE VALUE; BICYCLES; DESIGN PRINCIPLE: Development should include convenient bicycle parking.***

The proposed PUD narrative requires that secured bicycle parking spaces be provided for residents, in addition to a bicycle amenity such as a bicycle “fix-it” station. The project will support tenants and visitors who use all modes of transportation and is located along a current bicycle and pedestrian improvement project corridor on Colter Street.

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

The proposed development will provide trees and shade within the site and along adjacent street frontages which will reduce the urban heat island effect while also improving thermal comfort to site users and the surrounding neighborhood.

**Applicable Plan, Overlays, and Initiatives**

[Housing Phoenix Plan](#) – See Background Item No. 9.

[Tree and Shade Master Plan](#) – See Background Item No. 10.

[Complete Streets Guiding Principles](#) – See Background Item No. 11.

[Comprehensive Bicycle Master Plan](#) – See Background Item No. 12.

[Zero Waste PHX](#) – See Background Item No. 13.

**Surrounding Land Uses/Zoning**

	<u>Land Use</u>	<u>Zoning</u>
<b>On Site</b>	School	C-2
<b>North</b>	Office	C-2
<b>South (across Colter Road)</b>	Multifamily residential	C-2
<b>East</b>	Condominiums	R-4
<b>West (Across 7th Street)</b>	Commercial uses	C-2

## Background/Issues/Analysis

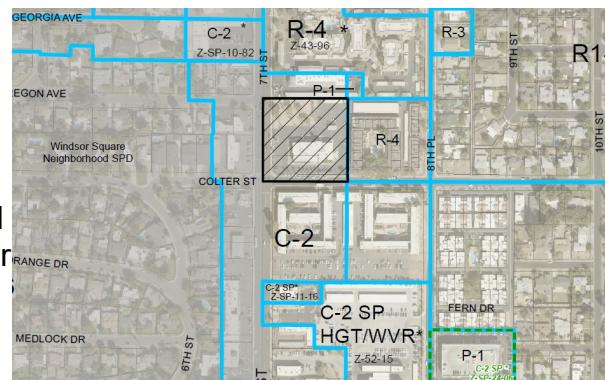
### SUBJECT SITE

1. This request is to rezone a 2.55-acre site located on the northeast corner of 7th Street and Colter Street from C-2 (Intermediate Commercial) to PUD (Planned Unit Development) to allow multifamily residential. The site contains a two-story building currently used as a charter school. The site fronts 7th Street, a major arterial, and is located along a current bicycle and pedestrian improvement project corridor on Colter Street.
2. The General Plan Land Use Map designation for the subject site is Commercial. The Commercial land use category accommodates office, retail, service and multifamily development at varying scales and intensity of uses. This request is consistent with that designation. The Land Use Map designations to the north, east, south, and west of the subject site are Commercial.



### EXISTING CONDITIONS & SURROUNDING ZONING

3. The site is zoned C-2 (Intermediate Commercial) and is currently being used for a charter school. The subject site fronts an existing bus stop on 7th Street and a planned bicycle corridor on Colter Street. The Colter Street Pedestrian and Bicycle Improvement project has a stated goal to improve the safety and mobility for people walking and riding bicycles on Colter Street between 15th Avenue and 20th Street. The subject site is located within Phase II of that project plan, which proposes a bicycle/pedestrian HAWK signal at the intersection of 7th Street and Colter Street.



To the north is an office building zoned C-2. To the south, across Colter Street, is a multifamily residential community zoned C-2. Across 7th Street are various

commercial uses such as office, retail and a hair salon, also zoned C-2. To the west are condominiums, zoned R-4 (Multifamily Residential District).

The nearest single-family residential subdivision located to the east, across 8th Place, is approximately 360 feet from the subject site. The nearest single-family residential subdivision located to the west, across 7th Street, is approximately 225 feet from the subject site and is behind C-2-zoned commercial uses.

The proposal is consistent with the uses in the surrounding area and with the scale, character, and intensity of previously approved PUDs near the subject site.

Name of PUD	Location	Distance from subject site	Height	Density
Zola North Central	Northeast corner of 7th St and Colter Street	n/a	60 feet	78.50 du/ac, 200 unit max
Broadstone on 7th	Approximately 180 feet south of the southeast corner of 7th Street and Palo Verde Lane	0.5 miles	56 feet	80.5 du/ac
Alta Marlette	Approximately 165 feet east of the northeast corner of 7th Street and Marlette Avenue	1 mile	35-feet maximum height for 3 stories 45-feet maximum for 4 stories 48-feet maximum height of internalized parking structure	58.24 du/ac, 229 unit max
Willowick	Southwest corner of 16th Street and Colter Street	1 mile	65 feet	68.7 du/ac
Alta CB (Camelback)	Approximately 190 feet of the southeast corner of 7th Street and Camelback Road	0.3 miles	4 stories, 60 feet	75 du/ac
Alta Bluewater	Approximately 440 feet west of the northwest corner of 18th Street and Camelback Road	1.15 miles	56 feet	64.28 du/ac, 216 unit max

## PROPOSAL

4. The proposal was developed utilizing the PUD zoning district. The Planned Unit Development (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 authors and proposes standards and guidelines that are tailored to the context of a site on a case by case basis. Where the PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions will be applied.

## 5. Land Use

The PUD proposes a multifamily residential development. The PUD allows for multifamily residential and C-2 commercial uses. The narrative does prohibit certain C-2 uses such as gas stations, tobacco-oriented retailers, and car washes.

## 6. Development Standards

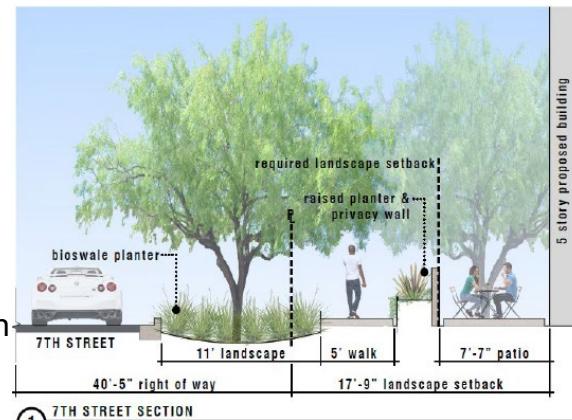
The PUD proposes a multifamily residential building with a maximum building height of 60 feet and a maximum of 200 dwelling units. A minimum of 7% of the gross site area will be open space, which is more than the minimum open space requirements for multifamily residential uses in the Phoenix Zoning Ordinance. Parking for residents and guests will be provided on site in a parking structure, which will be primarily screened by the residential building. The PUD also includes screening standards for the garage when visible from the street.

Enhanced bicycle amenities will be provided on site, such as secure bicycle parking and a publicly-accessible bicycle feature, such as a “fix it” station.

The project site has two street frontages along its western and southern perimeters. The PUD proposes pedestrian-friendly design standards such as ground-floor residential units fronting the adjacent streets, shaded detached sidewalks along both street frontages and landscaped setbacks with enhanced shading standards. The proposed streetscape is in line with required cross section, and provides a safe, shaded and well-designed space for pedestrians and bus riders.



*Conceptual Site Plan, Source: LRK Inc.*



*Proposed Cross Section, Source: PUD Narrative*

Stipulation No. 2 requires that traffic calming be provided to slow vehicle traffic exiting the property with specific regard to pedestrian safety on the public sidewalk. Further, Stipulation No. 4 requires that the developer fully fund a traffic control device at the intersection of 7th Street and Colter Street, which will allow for safe pedestrian and bicycle crossings.

The applicant originally proposed a reduction in the parking requirement for the multifamily residential development, to allow 239 parking spaces. In response to community concerns, the applicant has updated the parking requirement to the Phoenix Zoning Ordinance standards, to provide 287 parking spaces. Ten percent of the parking will be reserved for visitors. These changes are reflected in Stipulation Nos. 1b and 1c.

Below is a summary of the key development standards set forth in the narrative.

<b>Development Standards</b>	
<b>Standard</b>	<b>Proposed</b>
<i>Density</i>	78.50 dwelling units per acre, 200 units max
<i>Building Height</i>	60 feet maximum
<i>Open Space</i>	7% minimum
<i>Lot Coverage</i>	80% maximum
<i>Building and Landscape Setbacks</i>	
North (Interior Lot Line)	Minimum 5 feet
East (Interior Lot Line)	Minimum 10 feet
South (Colter Street)	Minimum 10 feet
West (7th Street)	Minimum 15 feet
<i>Streetscape Standards</i>	
7th Street	Sidewalk width: 5 feet Landscape Area:11 feet between back of curb and sidewalk
Colter Street	Sidewalk width: 5 feet Landscape Area:4'-6" feet between back of curb and sidewalk

## 7. **Landscape Standards**

The PUD sets forth standards to activate two street frontages (7th Street and Colter Street) with pedestrian-oriented design and street-facing residential units. It also sets forth requirements to maximize the landscaping along these street frontages.

The landscape area between the back of curb and sidewalk and the building setbacks will be planted with minimum 2-inch and 3-inch caliper trees, planted 25 feet on center or in equivalent groupings. Additionally, five shrubs per tree will be provided, and live groundcover to provide 50% groundcover at maturity.

Furthermore, perimeter property lines not adjacent to public right-of-way shall be landscaped with minimum 60% 2-inch and 40% 3-inch caliper trees planted 30 feet on center or in equivalent groupings, in addition to five shrubs per tree and achieve 50% groundcover at maturity.

#### 8. **Design Guidelines**

The PUD proposes enhanced design guidelines to prioritize the pedestrian and to ensure the building is compatible with the surrounding area. The PUD sets forth requirements for ground floor units with private patio spaces to activate the street frontage and requires an art element visible from the public right-of-way. The northwest and southwest corners will incorporate different colors and building materials to enhance visual interest.

Further, to break up the massing of the west elevation, a projecting shade element will be provided up to the third floor.



*Site Rendering, Source: PUD Narrative*

### AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES

#### 9. **Housing Phoenix Plan**

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

#### 10. **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. By investing in trees and the urban forest, the city can reduce its carbon footprint, decrease energy costs, reduce storm water runoff, increase biodiversity, address the urban heat island effect, clean the air, and increase property values. In addition, trees can help to create walkable streets and

vibrant pedestrian places. The PUD includes enhanced shading standards to reduce the urban heat island effect.

11. **Complete Streets Guiding Principles**

In 2014, the City of Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe, connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. The development will activate the street frontages, provide detached sidewalks and provide enhanced landscaping and shade along the sidewalks.

12. **Comprehensive Bicycle Master Plan**

The City of Phoenix adopted the Comprehensive Bicycle Master Plan in 2014 to guide the development of its bikeway system and supportive infrastructure. The Comprehensive Bicycle Master Plan supports options for both short- and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. The proposal incorporates requirements for bicycle parking and amenities to encourage multi-modal transportation.

13. **Zero Waste PHX**

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

**COMMUNITY INPUT SUMMARY**

14. At the time this staff report was written, 1 letter in support and 72 letters of opposition have been received, including a petition of opposition with 181 signatures. Concerns shared were regarding density, height, traffic, safety and neighborhood compatibility.

**INTERDEPARTMENTAL COMMENTS**

15. The Public Transit Department has requested that the developer construct a bus stop pad on 7th Street. This is addressed in Stipulation No. 7.

16. The Street Transportation Department has required that the developer dedicate a sidewalk easement on 7th Street, submit a traffic impact study, fully fund a traffic device at the intersection of 7th Street and Colter Street, and that all streets be constructed with required improvements and comply with current ADA standards. These are addressed in Stipulation Nos. 3 through 6.

**OTHER**

17. The site has not been identified as being archaeologically sensitive. However, in the event archaeological materials are encountered during construction, all ground disturbing activities must cease within 33-feet of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation 8.
18. Staff has not received a completed form for the Waiver of Claims for Diminution in Value of Property under Proposition 207 (A.R.S. 12-1131 et seq.), as required by the rezoning application process. Therefore, a stipulation has been added to require the form be completed and submitted prior to preliminary site plan approval. This is addressed in Stipulation No. 9.
19. 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 project site is appropriately located along an arterial street, a planned bicycle corridor, a bus route and adjacent to a bus stop.
2. The proposal will develop an underutilized site and provide additional housing options within proximity to commercial and employment uses.
3. The proposal is consistent with the General Plan Land Use Map designation and is compatible in intensity and scale with recently approved projects near the subject site.
4. The proposed PUD sets forth design and development standards that will facilitate pedestrian-oriented design and promote a safer walking and bicycling environment.

### **Stipulations**

1. An updated Development Narrative for the Zola North Central 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 August 26, 2022, as modified by the following stipulations:
  - a. Front cover: Revise the date information on the cover page to the following:

City Council Adopted: [Add Adoption Date]

- b. Page 11, D3: Parking, Section A. Vehicular standards: Update Item 1. Resident and Visitor Parking (Minimum) to Efficiency Units: 1.3 spaces per dwelling unit, 1-Bedroom Units: 1.5 spaces per dwelling unit, 2-Bedroom Units: 1.5 spaces per dwelling unit.
  - c. Page 11, D3: Parking, Section A. Vehicular standards: Add a sentence that reads “A minimum of 10% of the required parking spaces shall be utilized for visitor parking purposes.”
- 2. The developer shall provide traffic calming to slow vehicle traffic exiting the property with specific regard to pedestrian safety on the public sidewalk, as approved by the Planning and Development Department.
- 3. The developer shall dedicate a minimum 10-foot-wide sidewalk easement and construct the east side of 7th Street, as approved by the Planning and Development Department.
- 4. The developer shall fully fund a traffic control device at the intersection of 7th Street and Colter Street, as determined and approved by the Street Transportation Department.
- 5. The applicant shall submit a Traffic Impact Study to the City for this development. The developer shall be responsible for cost and construction of all mitigation identified through the analysis. No preliminary approval of plans shall be granted until the study is reviewed and approved by the Street Transportation Department.
- 6. The developer shall construct all streets within and adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, median islands, landscaping and other incidentals, as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
- 7. The developer shall construct a bus stop pad along northbound 7th Street. The Bus stop pad shall be constructed according to City of Phoenix Standard Detail P1260 with a minimum depth of 10 feet and shall be located from the intersection of Colter Street according to City of Phoenix Standard Detail P1258.
- 8. 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.

9. Prior to preliminary site plan approval, the landowner shall execute a Proposition 207 waiver of claims form. The waiver shall be recorded with the Maricopa County Recorder's Office and delivered to the City to be included in the rezoning application file for record.

**Writer**

Sarah Stockham

September 2, 2022

**Team Leader**

Racelle Escolar

**Exhibits**

Sketch Map

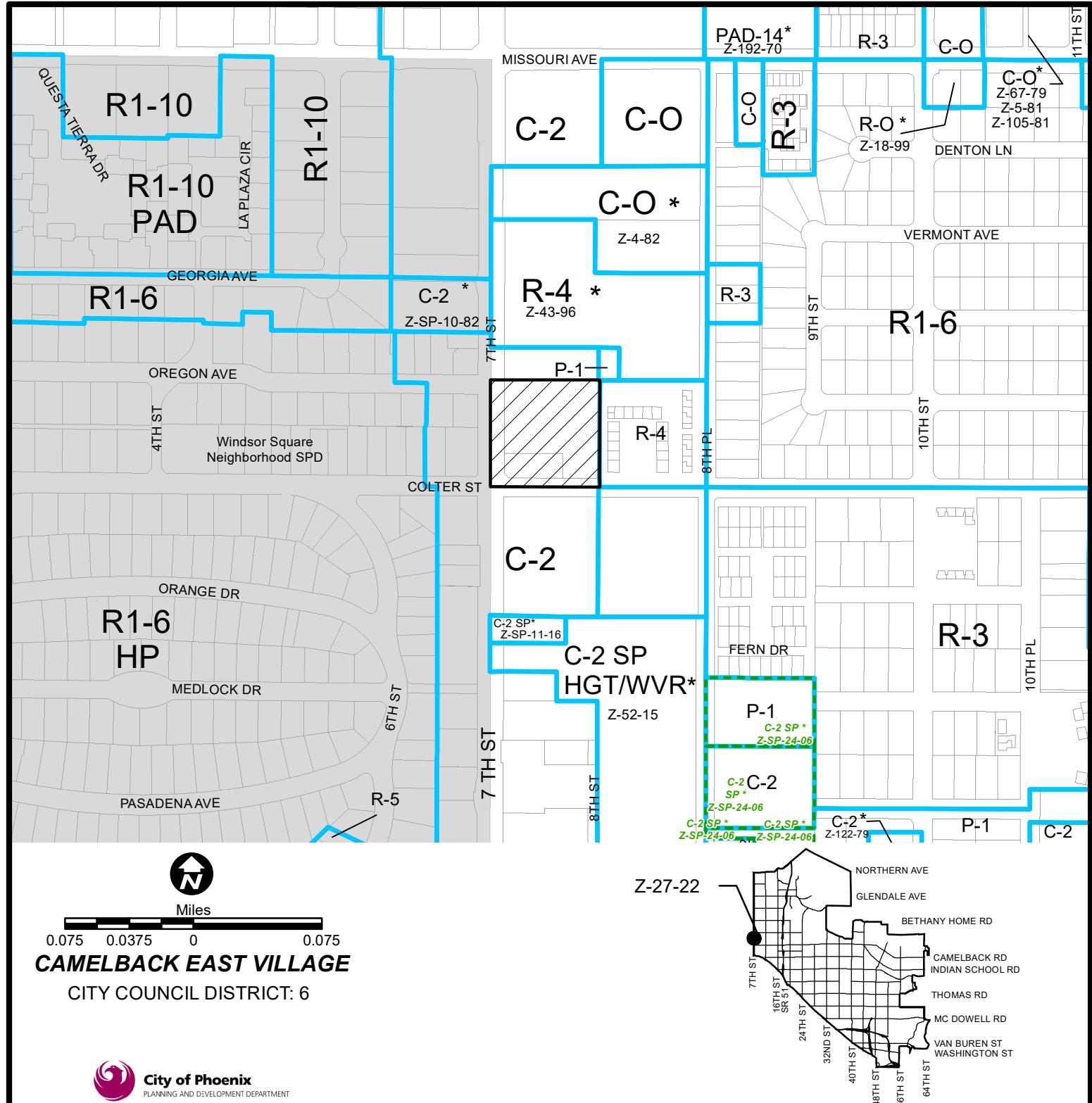
Aerial Map

Conceptual Site Plan date stamped July 26, 2022

Conceptual Elevations date stamped July 26, 2022 (2 pages)

[Zola North Central PUD](#) development narrative date stamped August 26, 2022

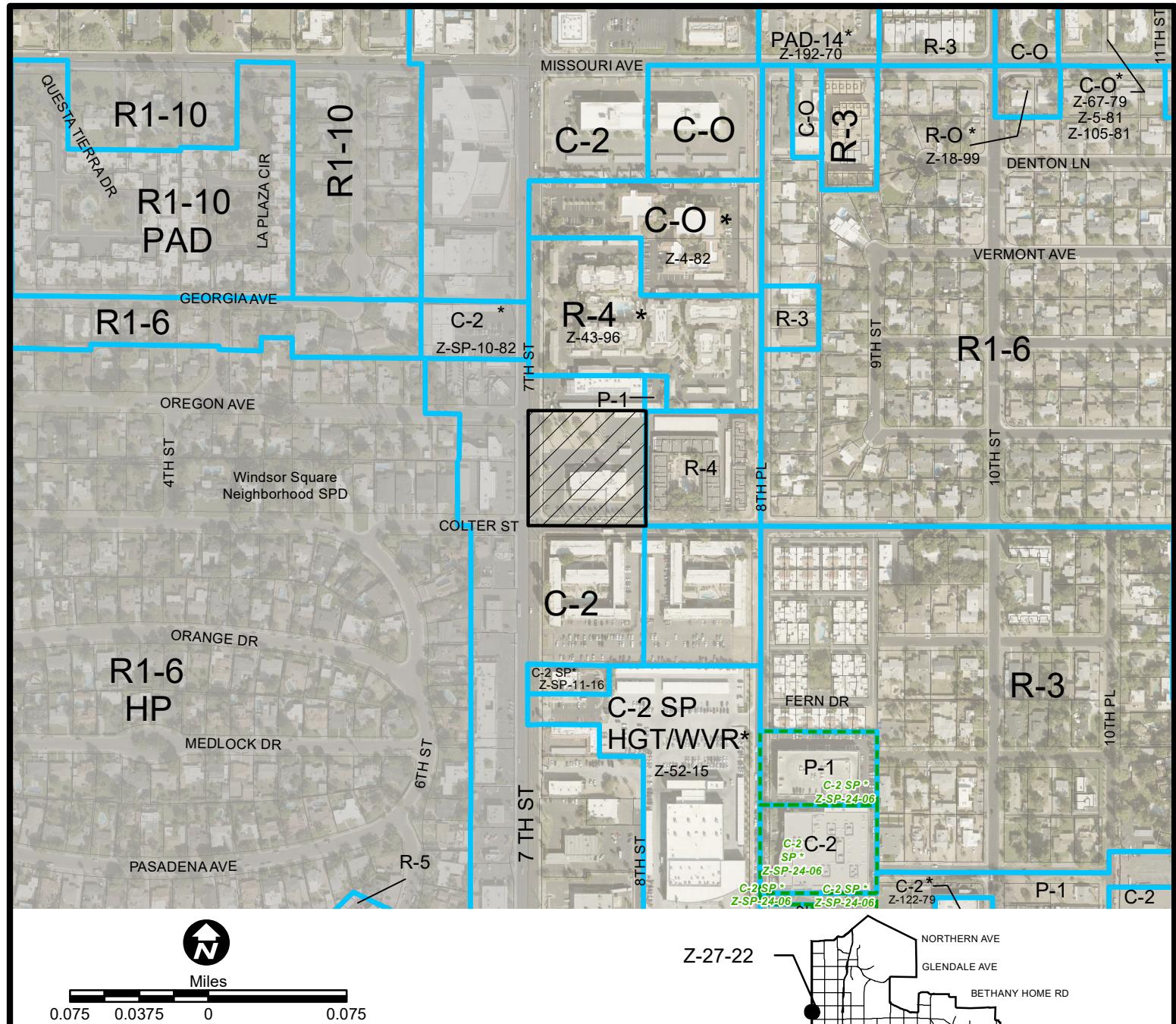
Correspondence (101 pages)



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

APPLICANT'S NAME: <b>ZOM Living</b>		REQUESTED CHANGE: <b>C-2 ( 2.55 a.c.)</b>	
APPLICATION NO. <b>Z-27-22</b>	DATE: <b>5/12/2022</b> REVISION DATES:	FROM: <b>C-2 ( 2.55 a.c.)</b>	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. <b>2.55 Acres</b>		AERIAL PHOTO & QUARTER SEC. NO. <b>QS 19-29</b>	ZONING MAP <b>H-8</b>
MULTIPLES PERMITTED		CONVENTIONAL OPTION	
<b>C-2</b>		37	* UNITS P.R.D. OPTION
<b>PUD</b>		200	<b>44</b>
			<b>N/A</b>

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



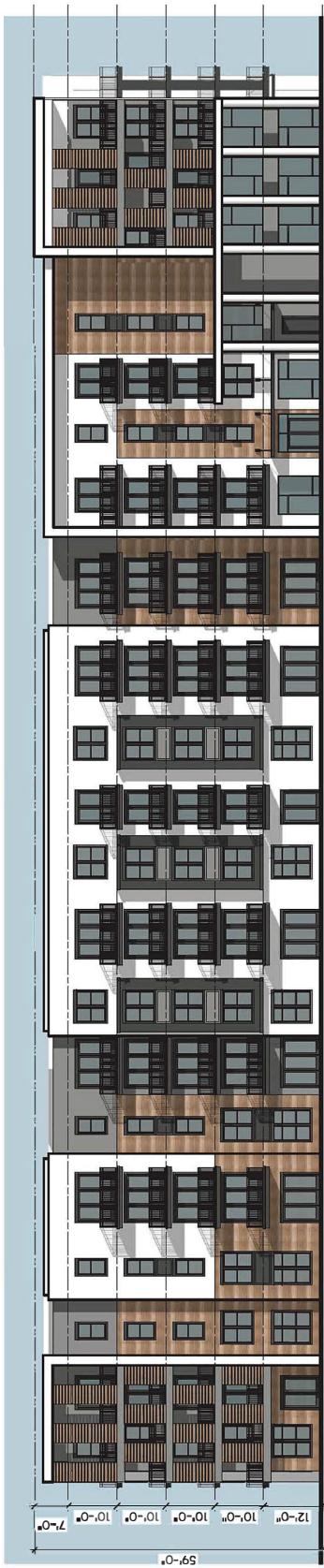
APPLICANT'S NAME:	ZOM Living		REQUESTED CHANGE:
APPLICATION NO.	Z-27-22	DATE: 5/12/2022	FROM: C-2 ( 2.55 a.c.)
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.		REVISION DATES:	
2.55 Acres		AERIAL PHOTO & QUARTER SEC. NO.	ZONING MAP
		QS 19-29	H-8
MULTIPLES PERMITTED		CONVENTIONAL OPTION	
C-2		37	* UNITS P.R.D. OPTION
PUD		200	44
			N/A

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

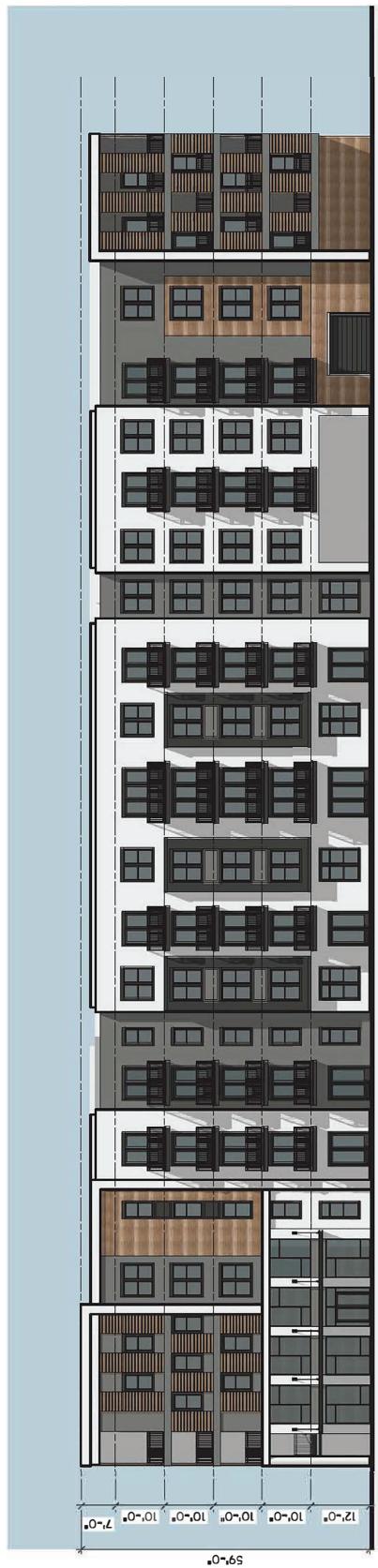


LRK

ZOM 7th St and E Colter  
Phoenix, AZ | 02.P6150.22 | 03.10.22  
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**N. 7th Street Elevation**

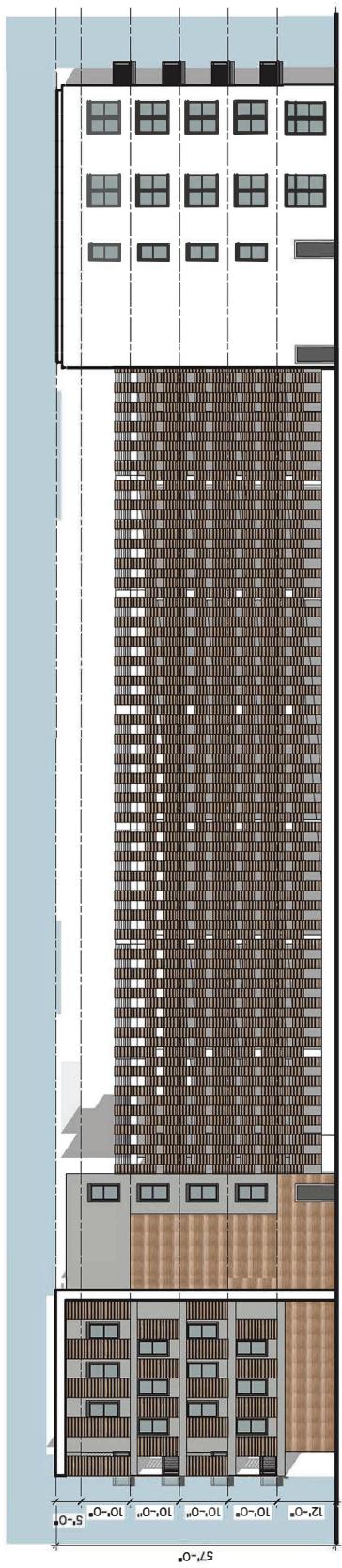


**E. Colter Street Elevation**

LRK

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Phoenix, AZ | 02\_P650.22 | 03.10.22  
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East Elevation



North Elevation

LRK

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Phoenix, AZ | 02.06.22 | 03.10.22  
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**From:** [Bill Saul](#)  
**To:** [Sarah Stockham](#)  
**Subject:** Zola North Central MF  
**Date:** Wednesday, May 11, 2022 6:18:52 PM

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Sarah

I am in support of this project for the following reasons:

1. Based on my research on the Developer, they have a proven track record of efficient and effective urban design, quality construction, and environmentally sensitive method for energy saving engineering.
2. I live and work in the neighbor. My home is in The Windsor Square Historic neighborhood.
3. There is a ever present need for a increasing more housing throughout the US, more importantly right here in Phoenix, AZ.
4. Since, we should encourage development on major arterial roads close to additional highway feeders( ie) The 51 Highway.
5. Phoenix and AZ has the opportunity to learn from many mistakes of other states and cities in major growth area in the Western part of the country.
6. I'm concerned for AZ based on some new legislation happening in other parts of the country which propose having more opportunities to build MF in neighbor's and not major traffic roads for business and business. Please take the time to read and review the introduced House Bill 2674. This is not good for us the neighbors. I encourage a positive Compromise.

Best regards.

Bill Saul

**From:** [Jerrye \(Jeraldine\) Cole, A sBR, GRI](#)  
**To:** [Sarah Stockham](#)  
**Subject:** Property NE corner of 7th Street and Colter St., Phoenix  
**Date:** Saturday, May 28, 2022 10:58:54 AM

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I am concerned about the proposed 200-apartment building on the NE corner of Colter St and 7th St. This appears to be very tight space for 200 units with little space for outdoor activity. More importantly this area is already congested with on-street parking on Colter Street and on 8th Place. If I counted correctly the plan proposes 54 parking spaces on 4 levels for a total of 216. That is hardly more than 1 space per unit, or 1 space per unit and 16 spaces for guests. This area already has heavy (and fast) traffic. While I approve of a transition to more pedestrian-movement, I don't believe we are ready for such tight habitats with little space and still limited retail and service businesses close-by. I live just north of this proposed apartment building and walk the area each morning. I fear this will infringe upon my movement and safety in the area; I am a 79-year-old citizen of Phoenix and moved from Moon Valley to be able to remain independent should I become unable to drive. I support less dependence on personal vehicles but don't believe we can safely accommodate this many units on such a small parcel..

Jeraldine Cole  
5303 N 7th St. #124  
Phoenix, AZ 85014  
[jerryeco@aol.com](mailto:jerryeco@aol.com)  
(602)743-7276 Cell

**From:** [Sue Rhoads](#)  
**To:** [Sarah Stockham](#)  
**Subject:** Additional Comments re: Zola Z-27-22-6  
**Date:** Friday, June 3, 2022 8:37:45 AM

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Zola Z-27-22-6-Rezoning from C-2 to PUD: I wish to join the Windsor Square **opposition to this 5 story, balconies along 7th Street, enhancement to the traffic issues of 7th Street and of uncontrolled drive through traffic on Colter from 7th Street to Central.**

- 1. Rezoning from C-2 to PUD WILL NOT benefit the neighboring residential properties in any way and in fact will be detrimental to the value of the residential property at the East and West of this proposed project.**
- 2, The increase from 2 to 5 stories will increase the view and presence of this property as an **eye sore** including cluttered patios, for lease banners, and street parking.
3. Per this developer's admission during the 5/11/2022 Neighborhood Meeting, they can not control **additional traffic issues** impacting Windsor Square and the neighborhood to the East as a result of this high density development. Their comment was that they "can not control bad behavior" of apartment residence cutting through Windsor Square (a do not enter Colter St issue).
4. 7th Street traffic prior to and will again be soon after COVID is already a **traffic nightmare** coming from the north valley. Vehicles pulling out of this projected high density project going south will **increase accidents** as a result of the suicide lane during rush hours.
5. The parking garage allows for 1.31 per unit parking. That means the overage will end up on the streets where 3 other apartment complexes in the area share---and the overage from the east side of Colter could in fact end up in the Windsor Square area. **This high density project will create a parking nightmare.**
- 6. Balconies overlooking 7th Street is an absolute safety issue.** The average net square footage of 794 means the patios can be used as storage space, not to mention the noise that will project to Windsor Square. I would think the city would be concerned with the potential of debris being hurled on to 7th Street traffic by children or even adults displaying "bad behavior". The property south of Camelback does not have balconies along 7th Street for a good reason.

**Rezoning this property from C-2 to PUD is a big mistake!! Wrong density project for this corner-KEEP THE CURRENT ZONING!!**

Sue Rhoads

5129 N. 6th Street (view of this project)

(602) 531-1066

**From:** [dwlaw](#)  
**To:** [Council District 4; Sarah Stockham](#)  
**Cc:** [nwood@swlaw.com; Tom Hilditch](#)  
**Subject:** Rezoning Case #Z-27-22-6  
**Date:** Friday, June 3, 2022 9:52:13 AM

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Dear Councilwoman Pastor and Ms. Stockham (on behalf of the Camelback East Village Planning Committee):

I respond to the mailed notice of the North Central Zola Zoning Application (NE corner of E. Colter St. and N. 7th St.) and would like to register my opposition to the request for rezoning as a PUD. I reside approximately 2 blocks away as the bird flies, in the Windsor Square Historic District. This site's existing zoning has been effective, the site has been well-used and fits well within the N. 7th Street Corridor adjacent to the Windsor Square Historic District. Prior to this application, the City has consistently kept buildings exceeding the existing C-2 zoning height to areas **south** of Camelback Road, and focused along the North Central and the Light Rail, TOD corridor. This applicant has stated no reasons to justify its need for a zoning change to PUD.

The City's PUD process states the PUD "zoning designation [is] intended to create a built environment superior to that which is accomplished through conventional zoning." The proposed application does not create superior zoning and therefore should be denied.

The applicant states that "new retail and restaurant uses in the area" make its 5-story proposal attractive for the neighborhood. Contrary to the applicant's statement, "the availability of housing has remained relatively limited" is untruthful. The local businesses are thriving in the current state, albeit dealing with serious traffic and parking problems. The existing area is surrounded by multi-family. I invite you to drive up and down West Camelback, just south of East Camelback on N. 7th Street, on North Central, along the Light Rail corridor, the developments south of Camelback near N. 12th Street and near N. 24th Street. Many, many new multi-family sites with high density have recently been located or are being built in those more feasible areas.

Contrary to the applicant's assertion, the site is not "near" (or at least not "near" enough) the TOD zoned area to justify a drastic reduction in its parking spaces, setbacks, and its easement areas. Neighbors do not walk 9-10 long blocks to get to Light Rail Transit. The site design is not attractive, shows no height variations, shows no family or playground common areas for children.

Based on my many years serving on the Alhambra Village Planning committee, I understood that our N. 7th Street to N. 7th Avenue corridor already was experiencing serious adverse impacts on the infrastructure - neighborhood parks, roads, traffic, sewer lines, etc. There are plenty of empty lots in the "real TOD" zoned area where this applicant would fit. It simply did not want to pay the price for those already-zoned appropriate sites. This application on this site is not a good fit, let alone a superior fit as PUD intends.

Also, please consider, in addition to the far inadequate parking for the site:

- The heat island effect. See recent ABC15 news story about mitigating heat island effects: [https://www.abc15.com/weather/impact-earth/how-tempe-helps-cool-our-heat-island \[abc15.com\]](https://www.abc15.com/weather/impact-earth/how-tempe-helps-cool-our-heat-island [abc15.com]) Has this applicant added to the severe heat of our area or done anything significant to mitigate the heat?
- Does the applicant provide noise mitigation from windows and balconies that face N. 7th Street? Our Windsor Square area has dealt with severe noise of outdoor dining and music that cause disturbances in our Historic District due to the air flow patterns. These impacts should be considered, especially if a 2, 3, or even 5 story height would make the sound travel farther. How will the noise impact the neighboring 1 and 2-story condos and apartments?
- Phoenix City Council is focused on reducing traffic accidents and deaths but this application would adversely impact traffic, traffic flow (entrance and exit) near one of the metro area's worst traffic intersections at N. 7th St. and E. Camelback Rd. See [https://www.12news.com/article/traffic/city-of-phoenix-takes-measures-to-make-valley-intersections-safer-after-startling-report/75-f9a4075e-760b-44ca-944b-13143d4eccf1 \[12news.com\]](https://www.12news.com/article/traffic/city-of-phoenix-takes-measures-to-make-valley-intersections-safer-after-startling-report/75-f9a4075e-760b-44ca-944b-13143d4eccf1 [12news.com])
- Maricopa Association of Governments listed the intersection at N. 7th St. and E. Camelback Rd. as the **21st worst intersection** in the area. [https://www.azmag.gov/Portals/0/Documents/TSC\\_2017-04-18\\_List-of-Top-100-Intersections-Ranked-by-Crash-Risk.pdf?ver=2021-01-27-083723-227 \[azmag.gov\]](https://www.azmag.gov/Portals/0/Documents/TSC_2017-04-18_List-of-Top-100-Intersections-Ranked-by-Crash-Risk.pdf?ver=2021-01-27-083723-227 [azmag.gov]) Has the City performed a traffic and road study to assess the impacts of this number of additional residents and vehicles?
- Has this application made any efforts to provide increased access for electric vehicles, as expected in the near future? That is not shown in its application.
- With the severe lack of nearby neighborhood playgrounds and parks, has this applicant provided sufficient playground and family outdoor resources other than a small pool and commons area?
- Have the infrastructure needs been evaluated? Sewer, water, etc.

I hope you will act to deny this application as it is currently presented. Thank you for your consideration. Please contact me, if you have any question.

Suzanne Dohrer  
346 E. Medlock Dr.  
Phoenix, AZ 85012

**From:** [Larry Whitesell](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Mike Freret](#); [Sandy Gurnow](#); [Mary Crozier](#); [Jackie Rich](#); [Shelly Dunlop](#)  
**Subject:** Submission for Camelback East VPC Meeting 7 June 2022  
**Date:** Monday, June 6, 2022 11:58:36 AM  
**Attachments:** [9 May Meeting Summary email to Snell & Wilmer.pdf](#)

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Dear Chairman Swart and Camelback East VPC Committee -

Please consider the following items as you learn about the Zola North Central PUD, Item #3, Case ZA-27-22-6.

I was among a group of neighborhood leaders who met with the developer's legal team, I attended the virtual neighborhood meeting, and I reviewed all of the narratives submitted to the Zoning Department as well as feedback from the Zoning Department to the developer.

A multi-family development at the subject site is possible "by right" with the current C-2 zoning. However, the details are problematic of the proposed project using a PUD zoning designation.

First and foremost, the project as proposed is not supported by Zoning Department staff. The written documentation of the the pre-application meeting that took place on 1 February, 2022, states the following concerns:

- Not consistent with the General Plan Land Use Map designation
- Additional discussion needed regarding proposed height and density given the land use pattern and recent approvals in the surrounding area
- Additional discussion required regarding driveway configuration and circulation pattern
- Concerns regarding interface with 7th Street, proposed streetscape landscaping, and efforts to ensure viable landscaping standards along street facing perimeters

I am in agreement with each of these items. The developer has not made any revisions to the project subsequent to these concerns.

Attached is a summary of the meeting that several neighborhood leaders had with the legal team. These items remain to be addressed.

Hopefully you share our goal to ensure that any development on the subject site is compatible with the surrounding neighborhoods as well as providing the developer with a reasonable return on investment. We are committed to continuing good faith discussions with the developer and their legal team as this application continues through the hearing process.

Thank you for your careful consideration of the residents' input on this application.

Larry Whitesell, Co-chair  
the PEAK NA  
602-370-8453



Larry Whitesell &lt;thepeakhomeassoc@gmail.com&gt;

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## Re: Draft of email to Snell & Wilmer

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**Larry Whitesell** <thepeakhomeassoc@gmail.com>

Draft

Fri, Jun 3, 2022 at 8:24 AM

Nick, Noel, and Tracey,

Thank you for meeting with us on Monday to discuss the proposed PUD at 7th Street and Colter (and the other zoning issues). Naturally, we would have liked to discuss this several months ago with you, but appreciated the opportunity to meet at Elly's. We have found great success and collaboration with developers when we are involved early on in the project's design.

In summary, we support appropriate development of this parcel. However, our concerns are the following:

1. Density, Height. This proposed apartment complex is very similar to one you would see downtown. North Central is a completely different neighborhood, as evidenced by the buildings along 7th Street. Lower profile heights, larger setbacks, dense foliage are the characteristics of our area. Having such a looming, boxy structure so close to 7th Ave. is clearly out of character. We understand the architect is from Louisiana and therefore, is probably unfamiliar with the open view corridors, agrarian nature of uptown Phoenix. The five stories is excessive when all the other apartments in the area are two stories. Currently under C-2 zoning, we believe the maximum height is 48'?

2. Setbacks and Landscaping. As we all agree, 7th Street is an unsafe, non-walkable area, which is unfortunate due to all the restaurants and amenities nearby. We would like to see dense planting and a wider detached sidewalk/landscaped area to put more distance between pedestrians and the speeding cars on 7th St. We are not supportive of 0 setbacks either.

3. Egress. There is concern with the only access point being on Colter. If you recall, we had the same arguments with the 7th St. and Marlette project, as the neighborhood predicted parking congestion on Marlette. The developer assured us that they had plenty of parking in the parking garage, however, today, the neighbors are faced with parking congestion on Marlette, creating dangerous driving issues. Hopefully, we can learn from these lessons as once the project is finished, the neighborhood is stuck with problems while everyone else is happily skipping to the bank. What are the options for egress on 7th St?

4. Heat Factor. Creating such a large project with little to no landscaping will definitely affect the heat in our neighborhood. We have one of the largest tree canopies in the City and have cooler temperatures as a result. What can be done to assure this project will be more environmentally compatible?

5. The location of the pool as proposed will be in shade all the time. Is it possible to put some of the amenities elsewhere to create more planted outdoor space?

6. We do not want WU Codes applied to this project, as this is not in a WU Code location.

As we mentioned at the meeting, we worked closely with Alliance at 5727 N. 7th Street. They increased the setbacks from 7th St, designed a 30 foot height along 7th St, and tapered down the east side of the structure to blend in with the adjacent neighbors. In addition, they put townhouses along the side road to minimize their impact. We would love to see some of those design elements incorporated into this proposed PUD.

PUDs should be superior projects and we hope that we can work with you and the developer to ensure this No. Central apartment complex is in keeping with the character and integrity of our neighborhood.

**From:** [Susan Groff](#)  
**To:** [Sarah Stockham](#): [Council District 4](#)  
**Subject:** Oppose #ZA-27-22-6  
**Date:** Monday, June 6, 2022 10:37:54 AM

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Dear Vice Mayor Laura Pastor and Ms. Sarah Stockham (on behalf of the Camelback East Village Planning Committee),

The City of Phoenix has established zoning standards compatible with the surrounding neighborhoods. Zola developers need to comply with the existing standards (C-2, R-3). Higher density runs counter to the goals of the Windsor Square Special Planning District (SPD) which is in closer proximity to this project than Transit Overlay Districts (TOD) 4 or 1. TOD 4 is one mile to the east at 16th St and the nearest light rail station at Camelback/ Central Ave is a 19-minute one-mile walk or .9 mi if residents cut through our neighborhood.

#### Traffic and Circulation

From 2016-2020, there were 171 crashes at 7th St and Camelback.

Students from the Humanities and Sciences High School at Colter and 7th St unsuccessfully petitioned the city for a pedestrian crossing signal. They stated that they felt unsafe crossing 7th St at Colter.

The developer requests parking reductions because transportation alternatives exist. It is unlikely that residents will walk 19 minutes to the light rail especially during our warmer months. There's no guarantee that they would use Uber and Lift. Crossing 7th St to get to the bus stop is difficult and dangerous.

#### Special Planning District Conservation Plan

Approving a 5-story building would create a precedent for taller buildings north of Camelback looming over single family homes and lower-height, lighter-density apartments.

It should come as no surprise that Windsor Square residents will consistently oppose zoning upgrades on its periphery. This is clearly stated in the Windsor Square Neighborhood Conservation Plan.

Sincerely,  
**Susan Groff**  
5105 N 6th St  
Phoenix, AZ 85012

**From:** [peggy.entofyuma.com](mailto:peggy.entofyuma.com)  
**To:** [Sarah Stockham](#)  
**Subject:** Z-27-22 questions/comments  
**Date:** Tuesday, June 7, 2022 4:57:03 PM

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Hello Sarah,  
We spoke yesterday about Camelback East Apartment.

Here is my take on the project give that I own two properties vey close to Colter/8<sup>th</sup> Place.  
5321 N 8<sup>th</sup> Place  
830 E Fern St S,

I. The density of the complex may put a severe strain on the schools in the district that are already over- crowded.

2.Taffic flow although estimated at 60% of vehicles leaving will go west on Colter is incorrect.  
Who would pull through multiple lanes of traffic to turn left into it? Consider accident potential.

Did the engineer take into consideration the various traffic patterns which occur during rush hour on 7<sup>th</sup> St?

3. If traffic departing the complex turns east, to exit. then they must go down 8<sup>th</sup> Place south where there already is congestion due mostly to activity from auto dealerships. If traffic turns north on 8<sup>th</sup> Place heading toward Missouri, long line traffic jams are forseen, in my opinion. Traffic on 8<sup>th</sup> Place intersection at Missouri already uses the city streets for parking. The same holds true for the comple south of the proposed complex on Colter. The overflow parking frequently blocks the street now on Colter.

4,The small houses on Colter East of 8<sup>th</sup> Place are at risk for a much greater traffic experience. Most have small children that cannot help playing near the road. This is another reason for my request for less density and for some consideration for the safety and continuing good mental health, physical well being of neighbors.

Thank you for listening to these concerns of a property owner  
Peggy Driscoll

JUN 13 2022

To: Phoenix City Councilwoman Laura Pastor  
Sarah Stockham (Camelback East Village Planning Committee)

Planning & Development  
Department

In regards to the rezoning proposal for the northeast corner of E. Colter Street and N. 7<sup>th</sup> Street (Zola North Central case No. z-27-22-6)

This is in response to the North Central Zola Zoning Application (NE corner of E. Colter St. and N. 7th St.). I would like to register my opposition to the request for rezoning from C2 to PUD. We attended in person the Windsor Square neighborhood board meeting of June 2, and remotely the Camelback East village meeting of June 7. Both meetings had extensive discussions regarding the proposed development and zoning change.

In 1988, my wife Sally and I purchased our home at 315 E. Medlock Drive, Phoenix, AZ, where we have lived since. This was shortly after Governor Symington had declared the Paradise Parkway "dead" and instructed ADOT to divest themselves of properties bought in anticipation of the Parkway's construction. This was also before designation of the Windsor Square Historic District. When we bought the property, we anticipated that the neighborhood and surrounding amenities would improve, and that our investment would be safe from outside encroachment. In other words, we trusted the city to be conservative in its zoning, to reject inappropriate zoning change requests, and to sensibly direct development adjacent to existing residential neighborhoods. So far, the city has protected Windsor Square neighborhood from encroachment of inappropriate uses.

This site's existing zoning of C2 has been effective, the site has been well-used and fits well within the N. 7th Street Corridor adjacent to the Windsor Square Historic District. This applicant has stated no reasons to justify its need for a zoning change from C2 to PUD.

1. Height: The requested change in zoning from C2 to PUD, as described in application, will double C2 height requirements from a maximum of "2 stories and 30'" to 60' (page 21). Prior to this application, the City has consistently kept buildings exceeding the existing C-2 zoning height to areas south of Camelback Road, thus preserving the existing character of the neighborhoods north of Camelback. Buildings near the site are all equal to or less than 30' in height.

As proposed, the change in zoning would result in a building conspicuous in height, out of place, and incongruent with existing structures along this reach of N. 7<sup>th</sup> Street. At the Camelback East village meeting, the developer stated, "He cannot make any money with less height." This appears to be the sole justification for requesting a building height twice as high as existing.

2. Density: The request changing zoning would increase the residential density standards in C2 from "Minimum 14.5 du/acre" to 120 du/acre. (305 dwelling units [page 20] divided by 2.55 acres [page 5]). For comparison, Seventh apartments (built in 1970) southeast of E. Colter and N. 7<sup>th</sup> St. have approximately 57 du/acre, Vela on Camelback (built ca. 2019), south of Camelback on 7<sup>th</sup> Street, has approximately 76 du/acre.

As proposed, the requested change in zoning would permit a significant departure from densities of existing multi-family dwellings along N. 7<sup>th</sup> Street.

3. Traffic: North 7<sup>th</sup> Street is a six-lane arterial road with posted speeds of 35 mph between McDowell Road and Missouri Avenue, 40 mph between Missouri Avenue and Butler Drive, and 35 mph between Butler Drive and Dunlap Avenue. The roadway consists of two southbound lanes, three northbound lanes, and a reversible lane. The reversible lane operates from McDowell Road to Dunlap Avenue. When the reversible lane is not in operation, the lane is used as a two-way left turn lane. Average daily traffic on N. 7<sup>th</sup> Street is between 46,000 and 65,000 vehicles per day. There are no pull-out bus bays on N. 7<sup>th</sup> Street between E. Camelback Road and E. Missouri Avenue, thus traffic is blocked on one lane when buses are stopped.

The proposal estimates there would be 38 trips out during the morning peak hour and 49 trips during the afternoon peak hour (page 18). This seems unrealistically low given that the proposed building would have 200-300 dwelling units. The report identifies neither the time of the morning nor the evening peak hour. The proposal does not address how ingress and egress to/from the development would affect traffic volume or safety on N. 7<sup>th</sup> Street or E. Colter Street.

Currently, E. Colter Street from N. 7<sup>th</sup> Street to N. 8<sup>th</sup> place is lined with parked vehicles on the north side of the street (the south side has parking restrictions). The proposal would eliminate much, if not all, of that street parking. It does not address where vehicles without access to the parking garage would park.

The city is studying ways to make Colter Street more bicycle- and pedestrian-friendly and safer. The proposal does not address this study.

The requested change in zoning would significantly increase traffic volume on N. 7<sup>th</sup> Street just north of its very dangerous intersection with E. Camelback, and likely contribute to decreased safety for vehicles, buses, and pedestrians on N. 7<sup>th</sup> Street and adjacent streets.

4. Infrastructure: The requested change in zoning does not address infrastructure (water and sewer) in the vicinity. The proposal makes casual reference to public water and sewer infrastructure by stating that "...is understood to be of sufficient depth and capacity to service the proposed development."

There are no reports cited to justify what "understood" or "sufficient" mean. What does "depth" have to do with anything? Is there an analysis by the fire department that assures that gallons/minute or pressure/square inch are sufficient?

The requested change in zoning is neither justified nor supported by data.

5. Inconsistencies within the proposal.

Throughout the proposal, references to "luxury" are prevalent, but the proposal does not define what elements would contribute to "luxury" conditions. Amenities are not defined or are only presented as suggestions. Parking for vehicles is inadequate. Parking for bicycles is inadequate. Recycling is only addressed in passing. Number of dwelling units is contradictory and varies between 194 dwelling units (page 8) and 305 dwelling units (page 20).

The proposal contradicts itself by first stating that current development of the site and nearby is antiquated and does not meet the needs of the surrounding

community. Yet it also acknowledges that the area is economically vibrant with many repurposed buildings.

The table addressing Required Vehicle Spaces (page 20) shows that 233 one-bedroom units will need 128.1 spaces at 1.05 spaces per unit (page 20). Simple math shows that 233 units times 1.05 vehicle spaces per unit would require 244.7 vehicle spaces.

6. The proposal does not address how it will contribute to Phoenix's efforts to reduce the "heat island" effect. How will changing zoning mitigate the heat island effect?
7. The proposal does not address whether charging stations for electric vehicles will be provided.
8. There are innumerable other issues in the proposal that should be addressed before a zoning change can be considered.

The proposal is filled with inconsistencies, contradictions, unsupported statements, and deceptions. I urge you to reject this ill-considered proposal for a zoning change until it can be fully analyzed, and a responsible proposal offered. I also urge you to encourage the proponent to involve adjacent neighborhoods.

Thank you for your consideration. Please contact me, if you have any questions.

Jerome Stefferud

**From:** [dawn vaccaro](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [council.district6@phoenix.gov](mailto:council.district6@phoenix.gov)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Thursday, July 28, 2022 11:08:25 AM

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I am opposed to adding more apartments or condos. The building is perfectly fine and can be used for something else. We don't need anymore overpriced apartments or condos. The person who came to my door was rude. There needs to be a ceiling on apartments. The rent keeps going up and up with no improvements to the apartments. We have too many homeless people as it is and you are adding even more to the streets.

**From:** [Nellessen-Jones, Victoria \(Enabling Solutions\)](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#); ["victoriaj0405@outlook.com"](mailto:victoriaj0405@outlook.com)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Friday, July 29, 2022 12:33:34 PM

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Dear Chairman and Camelback East VPC Members:

While I have already voiced my concerns to the developers about the Zola North Central apartment project going in at 7<sup>th</sup> Street and Colter, I am *strongly* opposed to *any* rezoning of our area. This is a relatively quiet neighborhood with single and small multi-family living. A large apartment complex in the area will do nothing but increase traffic and noise on an over-burdened Colter which is already over used as a cut-through street for Camelback. Speeding and on-street parking is a major issue on Colter, along with the BMW and Lexus dealerships allowing their customers and service techs to use our streets to test drive cars.

Any new multi-family living should be limited to two levels with entry access to the property on 7<sup>th</sup> Street only. No above ground parking garage should be allowed which would impact private homes' safety and privacy, and trash collection should only be made accessible near the 7<sup>th</sup> Street side, not near the already established homes near the same property line.

There is no need for a new multi-level apartment complex to be placed into this neighborhood. Something like the Zola North Central project would be better placed further south in the downtown corridor.

Thank you for your consideration.

**VICTORIA JONES**  
Senior Legal Assistant to Kristin L. Groman & Douglas H. Fitch  
Law Offices of Linsey M. Amores

[victoria.nellessen-jones@thehartford.com](mailto:victoria.nellessen-jones@thehartford.com)  
*Our office is paperless and we respectfully request that all correspondence or document production be sent electronically or on CD/flash drive where possible. Thank you for your cooperation.*

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**From:** [Linda Choplin](#)  
**To:** [Sarah Stockham](#); [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central PUD  
**Date:** Saturday, July 30, 2022 12:49:49 PM

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Dear Chairman and Camelback East VPC Members,

My name is Linda Choplin, I am a homeowner in the area and I highly oppose Zola North proposal.

For the following reason:

1. It would cause the area to deteriorate.
2. It will create hazardous driving conditions down Colter from 7<sup>th</sup> Street to 10<sup>th</sup> Street. Such as parking/driving nightmare going down Colter St.
3. It will make it more difficult to turn off of Colter St. on to North/South on 7<sup>th</sup> Street.
4. It will also cause cars to take sides streets and will disturb the area neighborhoods and create a more dangerous streets for the kids that play in the area.
5. There is already issues with car dealerships taking the side streets mainly going East/West down Colter St from 7<sup>th</sup> Street to 10<sup>th</sup> Street..
6. There is also issues with semi trucks with the 53" trailer/car Trailer attached that have been continuously going East/West down Colter St from 7<sup>th</sup> Street to 10<sup>th</sup> Street which is a residential street.

Regards,  
Linda Choplin

**From:** [Vacation Sensei](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#); [Sandy Grunow HOA](#); [Lyndon Mako Hara CSP](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Saturday, July 30, 2022 5:33:08 PM

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Dear Chairman Swart and Camelback East VPC Members

Please accept this notice of my/our opposition to the planned development of Zola North Central PUD.

Please message me for any questions regarding the reasons for my opposition.

Sincerely,

Lyndon M. Hara  
Chandra L. Hara  
736 E Rose Lane  
Phoenix AZ 85014  
6025181852

**From:** [Amy Conner](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Tuesday, August 2, 2022 7:06:59 PM

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Dear Chairman Swart and Camelback East VPC Members

By way of this email, I'm opposing the rezoning of the property at 7<sup>th</sup> St and Colter from C-2 (Intermediate Commercial) to PUD (Planned Unit Development).

I'm a resident of Windsor Square just West of 7th street and Colter. My home sits on Colter and I'm very much against this development for many reasons. Colter already has cut throughs from 7th street to Central and Central to 7th street even though one-way signs and do not enter instructs drivers to not enter onto Colter and Central but they do anyway and do not adhere to the posted speed limit signs. By putting a high-rise multi-resident building on that corner will only increase the traffic coming down Colter street. I also don't agree with the facade of the building as it does not fit for the surrounding historical neighborhoods. I believe very much this will have a very negative impact on my neighborhood and therefore am against this proposed development.

Thank you for your consideration.

Amy Conner  
217 E. Colter Street

**From:** [johndehn10@gmail.com](mailto:johndehn10@gmail.com)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Tuesday, August 2, 2022 5:54:25 PM

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Dear Chairman Swart and Camelback East VPC Members,

I am writing this email in opposition of the proposed Zola development on 7<sup>th</sup> St and Colter. I live just a few houses away from this site and I do not believe the proposed zoning and structure is appropriate for the surrounding neighborhood. Windsor Square already experiences high levels of speeding and cut-through traffic from non-local drivers which I believe will only increase, especially on my street, with a higher density development along 7<sup>th</sup> street and Colter. I'm not opposed to a new development going into this site, but I am strongly opposed to changing the zoning classification to allow the height, density and setbacks proposed by the developer.

John & Alyse Dehn  
420 E Oregon Ave  
Phoenix, AZ 85012

**From:** [Jen Delgado](#)  
**To:** [Sarah Stockham](#); [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Wednesday, August 3, 2022 2:56:51 PM

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Dear Chairman Swart and Camelback East VPC Members,

I am writing to express my strong opposition to the rezoning of the property at 7<sup>th</sup> St and Colter from C-2 to PUD. My family and I live in the Windsor Square Historic District on the west side of 7<sup>th</sup> St, and have lived in this neighborhood for 18 years. The change in zoning, and this proposed development, would have a material negative impact on our neighborhood and surrounding area. We already have an issue with cars zooming down Oregon Ave and endangering the large number of kids on our street. This development would only exacerbate the problem. Additionally, the proposed setbacks, as well as the height and density, of the proposed development are out of character with our surrounding area and the City's General Plan adopted in 2015.

I have seen the proposed architectural design of the development, and quite frankly, it looks like every other big box apartment development going up at the moment. I think you will agree that the Central/Camelback corridors and surrounding neighborhoods are unique, and the area deserves thoughtful and aesthetically pleasing development so that it continues to be a place of pride for our city. This proposed development will not accomplish that. I urge you to reject this developer's application for rezoning and require it to build within the current zoning allowance.

Thank you,

Jennifer Delgado

**From:** [Terry Severn](#)  
**To:** [Sarah Stockham](#)  
**Subject:** council.district.6#phoenix.gov  
**Date:** Thursday, August 4, 2022 12:39:53 PM

---

Dear Chairman Swart and Camelback East VPC Members

I am opposed to the proposed PUD at 7th St and Colter.

I live east of this site on Colter Street. My most pressing concern is the overwhelming traffic increase along Colter Street that this project will cause.

200 units that empty onto Colter Street - 239 (proposal estimate) cars, plus perhaps an additional 25 to 50 cars that will be forced onto parking along the streets east of the PUD. If 40% of those cars (proposal estimate) travel east on Colter, that is nearly 100 cars traveling through my neighborhood each morning and evening that are not now traveling that route. What plan is there to prevent this overwhelming traffic change? Will the unit rental agreements enforce the vehicle 'allowances' in your plan to prevent excessive street parking? Will the PUD leave units empty so as not to exceed the 239 vehicles anticipated? Will the City block the traffic from these units from traveling east onto Colter into the neighborhood from the property?

Just as guests to my property cannot expect to park in the parking garage for this PUD, any PUD residents and guests should not be expected to park along Colter. I think the actual car parking requirements of residents and their guests should be required to be maintained at or below the 239 figure you are using; If they are approved for 1.8 cars per unit, are they prepared to ensure that number is not exceeded even if it means units must remain unleased to meet that estimate? The surrounding neighborhood should not have to bear the parking burden for some of the PUD dwellers; the PUD should be required to contain all of its dwellers actual parking needs on its own property.

A rep from the builder came to my house and he indicated there would be NO ingress/egress onto Colter, all traffic would enter and exit directly onto 7th Street. That would have greatly reduced the possibility of overwhelming traffic expansion through my neighborhood I suspect there are some persons that signed the petition of approval with that caveat in mind. Perhaps 7th Street ingress/egress was the plan at that time? Perhaps that was incorrect information given to signers? If either of these are true, the petition signatures would be invalid now.

I am not opposed to PUDs in general, provided that the surrounding neighborhoods are given a fair shake. This plan is not a fair shake.

I thank you for your time and hope you will address this real issue with the respect for our neighborhood that it is due.

Sincerely,

Terry Severn

home owner

**From:** [Donna Swan](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** 2-27-22-6 Zola North Central  
**Date:** Friday, August 5, 2022 10:13:15 AM

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Dear Chairman Swart and Camelback East VPC Members

I'm writing to state my opposition to the rezoning of the property at 7th St and Colter from C-2 to PUD. My concerns regarding the proposed change are listed below.

- 1) It looks to me that this area is constantly chipping away at the City's General Plan to the detriment of our community.
- 2) Recently an exception was granted at 8th Place and Camerback that resulted in actually eliminating a neighborhood road.
- 3) Forcing more parking and traffic onto Colter with an oversized and over populated complex without adequate guest parking will add to the overcrowding of Colter and the neighborhood.
- 4) This type of development is better suited for development south of Camelback.

Donna Swan  
822 E Fern Dr North

**From:** [Hugh Knoell](#)  
**To:** [Sarah Stockham](#); [Council District 6 PCC](#)  
**Cc:** [mikefreret@gmail.com](mailto:mikefreret@gmail.com); [info@ncpha.org](mailto:info@ncpha.org); [thepeakna@gmail.com](mailto:thepeakna@gmail.com); [phxmidcenturymodernna@gmail.com](mailto:phxmidcenturymodernna@gmail.com)  
**Subject:** RE: Z-27-22-6 Zola North Central Zoning  
**Date:** Friday, August 5, 2022 10:55:23 AM

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Ms. Stockman and all,

As a neighbor, I have looked at this proposal over recent weeks, visited the property several times and join the Windsor Special Planning District, the North Central HOA and the Murphy Trail Estates Neighborhood Association, **in opposition**.

My observation is that the drawings and site development data belie the buzz words in the marketing verbiage. Although a more elegant design than the monster just south of Camelback on the same side of 7<sup>th</sup> Street (e.g., a better streetscape by the landscape architect), it will have similar negative impacts: too heavy in scale, too dense, too much traffic, inappropriate for the site. Contrary to the razzle-dazzle about “enhancing the neighborhood”, “community”, “housing diversity” and “sustainability”, it looks in every aspect to be a profit-driven enterprise to maximize the number of units. It is not compatible with the context. It will undermine the long term efforts of historic preservation in the area, not enhance them. It will create more vehicular congestion to endanger citizens on an already overloaded, high speed 7<sup>th</sup> St. It will increase the cut-through traffic through Windsor Square and east along the Colter area.

Will adjacent residents appreciate the promise to “further the success of the local retail and restaurant businesses”? Do the businesses across 7<sup>th</sup> Street, non-conforming but grandfathered, need to be further pumped up to produce more noise and nighttime activity that keep the Windsor Square homes worried at night? What is the “pedestrian experience” noted? Is there not an option to maintain, include and repurpose the existing building?

If the City cares about neighborhoods, community and sustainability, it should keep the parameters of existing zoning and respect the goals of village planning—not submit to lawyer games reinterpreting them.

Hugh Knoell, Architect LEED-AP  
303 East Georgia Ave  
Phoenix, AZ 85012

**From:** [Marcia Dziobak](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Friday, August 5, 2022 11:58:53 AM

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Dear Committe Members,

I would like to voice my OPPOSITION to the rezoning of the property at 7th St and Colter from C-2 to PUD.

Originally, I did sign the petition but would like to rescind my signature. After becoming more informed about the project, I feel it will negatively impact my neighborhood. I have been in my residence for 28 years and would do not want to see more multistory / multifamily developments taking over our residential area.

Please don't allow this zoning request to proceed.

Thank-you for your consideration.

Marcia Dziobak  
1002 E. Georgia Ave  
Phoenix, AZ 85014

**From:** [Belinda Penrose](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Saturday, August 6, 2022 9:29:35 AM

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Dear Chairman Swart and Camelback East VPC Members,

Our family has lived in Windsor Square, now the Windsor Square Historic District for over 45 years. We have seen a lot happen in this city in those years, and the changes have not all been for the better. Traffic, congestion and economic inflation and insecurity have all increased significantly. Phoenicians as a whole face these issues and more, especially in these days post-Covid. One thing that has improved over that time is the quality of life here in Windsor Square, the neighborhood we call home.

As a neighborhood, we have successfully maintained our character as a close-knit and vibrant community. We are involved, politically and socially active, and as a group we are interested in maintaining this highly desirable neighborhood as a refuge from crime, blight and the declining number of single family home neighborhoods.

We are also aware of the need for affordable housing in Phoenix and are not unsympathetic to that need, especially as housing costs and property values continue to soar. However, even consider this housing deficit, as long-term residents who will be directly impacted, we adamantly oppose the proposed rezoning of the property at 7<sup>th</sup> St and Colter from C-2 (Intermediate Commercial) to PUD (Planned Unit Development).

This development as *proposed* will negatively impact Windsor Square by:

- Exacerbating the current over-burdened traffic on 7th St., with a concomitant and significant potential for additional traffic collisions during the rush hour use of the reverse-lane traffic pattern
- Encourage cut-through traffic on Colter St. inside Windsor Square, which is an ongoing problem with significant impact on the safety of our residents
- The setbacks as proposed are out of character for the neighborhoods north of Camelback and are outside the City's General Plan adopted in 2015
- The proposed height being 59' and the extremely high density of 80% lot coverage are also out of alignment with the City's General Plan
- 194 proposed units would bring a density and congestion out of character with the area which is predominantly single-family residential and/or low-density rental units
- There is inadequate planned parking (just 1.05 spaces per bedroom) which will likely lead to overflow parking on Colter St. adjacent to the development negatively impacting the current residents on Colter St.

These concerns among others, lead us to ask you to join us in opposing the proposed zoning change and ensure that any development at this lot be required to adhere to the existing zoning regulations.

Very Sincerely,

Belinda and Tim Penrose

540 E. Colter St.  
Phoenix, AZ 85012

**From:** [Kurt Goering](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Saturday, August 6, 2022 7:35:11 PM

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Dear Chairman Swart and Camelback East VPC Members:

I live in and work in the area near this proposed development. I oppose the rezoning of the property at 7th Street and Colter from C-2 to PUD.

Building a 5-story housing complex in this area is inconsistent with the heights of other buildings in the surrounding area. Traffic in the areas abutting this complex already is very congested, particularly during rush hour given 7th Street's use as a major arterial, without adding more density. Surrounding properties with lower heights will be negatively impacted; when you travel down 7th Street you typically have a nice view corridor which some two story buildings have distracted from but a 5 story complex within 15 feet of 7th Street will clearly distract from the neighborhood and negatively affect it. This project appears to fit more appropriately to the south of Camelback Road, where taller structures already are in place rather than allow such tall buildings to negatively impact neighborhoods which have shorter buildings in keeping with the City Code. I fear that residents in North Central will start fleeing to other parts of the Valley if this kind of development continues to occur, and a very special residential area will be ruined.

My understanding is that the developer and its legal team have ignored our neighborhood association's feedback, and have refused to revise the design to be more in keeping with our beautiful North Central neighborhood.

Thank you for your consideration of my strenuous objection.

Kurt A. Goering  
Work Address: 1118 East Missouri Avenue, Suite B1, Phoenix, AZ 85014  
Home Address: 529 West Lawrence Road, Phoenix, Arizona 85013

--  
Kurt A. Goering  
Kurt A. Goering, P.C.  
1118 East Missouri Avenue, #B1  
Phoenix, Arizona 85014  
602-340-1010  
FAX 602-230-2956

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**From:** [MURRAY HOLLENBERG](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22 6 Zola North Central  
**Date:** Saturday, August 6, 2022 5:57:28 PM

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Dear Chairman Swart and Camelback East VPC Members,

I am opposed to the rezoning of the property at 7th Street and Colter.

The current zoning allows up to 17 units per acre.

The proposed PVD is requesting 78.50 units per acre.

This is not in keeping with our beautiful North Central neighborhood.

Please adhere to the current zoning.

Thank you.

Nancy Hollenberg  
6032 North 2nd Avenue  
Phoenix, AZ 85013

**From:** [R.C](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Saturday, August 6, 2022 3:18:13 PM

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Dear Chairman Swart and Camelback East VPC Members -

RE: Z-27-22-6 Zola North Central

We oppose the rezoning of the property at 7th St and Colter from C-2 (Intermediate Commercial) to PUD (Planned Unit Development).

After learning more about the proposed apartments, we realize the petition circulators misrepresented the negative impact on my neighborhood.

*Rebecca Cisel  
104 W Missouri*

**From:** [Ryan Ewing](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Saturday, August 6, 2022 4:05:30 PM

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Dear Chairman Swart and Camelback East Village Planning Committee,

I am among the third generation of my family to live in Phoenix. As a native Phoenician, and knowing my family's deep local history since 1926, I am writing to oppose the Zola North Central project. My home is located only 375 feet from this proposed development.

This project is not compatible with the surrounding historic neighborhoods or character of North Central Phoenix; specifically, the height, density, and setbacks are uncharacteristic of the area.

I am not opposed to development in the area. I am sensitive to the unmet housing needs across the Valley. However, as a former neighborhood leader, I believe that partnership with surrounding communities is essential for any project. In this case, the developer has had limited engagement with neighborhoods and appears to be moving forward without responding to community input.

The developer is not working in good faith to develop a project that is compatible, cohesive, and respectful of the area. The current C2 zoning does not prohibit the developer from moving forward with a housing development. The proposed PUD, as currently outlined by the developer, should be rejected.

Thanks,  
Ryan Ewing  
515 E Georgia Ave  
Phoenix, AZ 85012

**From:** [tgoering](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Saturday, August 6, 2022 5:57:25 PM

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Dear Chairman Swart an Camelback East VPC Members:

I live in and work in the area near this proposed development. I oppose the rezoning of the property at 7th Street and Coltrgr from C-2 to PUD.

This area is already saturated and a 5 story housing complex is inconsistent with the heights of other buildings in the surrounding area. Traffic in the areas abutting this complex is already congested at some times of the day without adding this density. Surrounding properties with lower heights will be negatively impacted; when you travel down 7th Street you typically have a nice view corridor which some two story buildings have distracted from but a 5 story complex within 15 feet of 7th Street will clearly distract from the neighborhood and negatively affect it. This project would fit in more appropriately south of Camelback rather than allow tall buildings to creep into existing neighborhoods. I fear that residents in North Central will start fleeing if this kind of development continues to occur.

Your consideration to my objection is greatly appreciated.

Teresa Goering

Work Address: 1118 East Missouri Avenue, Suite B1, Phoenix, AZ 85014

Home Address: 529 West Lawrence Road, Phoenix, Arizona 85013

**From:** [darren@boycecomponents.com](mailto:darren@boycecomponents.com)  
**To:** [Sarah Stockham](mailto:Sarah.Stockham@phoenix.gov)  
**Cc:** [Council District 6 PCC](mailto:Council.District.6.PCC@phoenix.gov)  
**Subject:** STOP Z-27-22-6 Zola North Central  
**Date:** Sunday, August 7, 2022 9:37:24 AM

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Chairman Swart and Camelback East VPC members,

I am a lifelong resident of north central and a 3rd generation Phoenician. My father grew up here and graduated from North High in 57'

The PUD here is wildly inappropriate for this area. This proposal woould violate the neighborhood character that has been here since the 40's when the character was developed. The porposed PUD runs counter to the long standing character of the neighborhood that has been in place since its development out of citrus orchards.

Please vote no and recomend the developer attempt to blend with the neighbors INSTEAD OF TAKE FINANCIAL ADVANTAGE of them.

Darren Boyce  
5645 N 6th Street  
Phoenix AZ  
85012

**From:** [Kathryn Walters](#)  
**To:** [Sarah Stockham](#)  
**Subject:** Proposed PUD at 7th Street and Coulter  
**Date:** Sunday, August 7, 2022 7:54:39 AM

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After learning more about the proposed apartments I realize the petition circulators misrepresented the negative impact on my neighborhood.”

This will not improve our neighborhood.

Kathryn Walters  
7 East San Miguel  
Phx, Az 85012

Sent from my iPad

**From:** [Nancy Greenlee](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [council.district6@phoenix.gov](mailto:council.district6@phoenix.gov)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Sunday, August 7, 2022 3:33:50 PM

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Dear Chairman Swart and Camelback East VPC Members:

I am **opposed** to the rezoning of the property at 7<sup>th</sup> St and Colter from C-2 to PUD. The plans for Zola North show a complex too tall and too large for my neighborhood. Access only on Colter is going to cause considerable congestion in this area and way too much traffic for a neighborhood with pets, older residents, and children. It will make walking in the neighborhood harder and less enjoyable. I live at 8<sup>th</sup> Pl and Colter and there are already drivers driving much too fast going to and from the car dealerships on the corner of 8<sup>th</sup> Pl and Camelback. This complex is not in keeping with the neighborhood!!!!

Please do not allow Zola North to be imposed upon my neighborhood!!!!

Nancy Greenlee  
821 E Fern Dr N  
Phoenix, AZ 85014

**From:** [Robert Falk](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Monday, August 8, 2022 5:57:23 AM

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Dear Chairman Swart and Camelback East VPC Members,

As like many community members, I am opposed to the rezoning of the property at 7th St and Colter from C-2 (Intermediate Commercial) to PUD (Planned Unit Development) As I know you are well aware, there are many arguments to why the zoning should not be changed. Here are a few that directly affect our community.

- Traffic will increase on Colter going east and going west through the existing Windsor Square neighborhood. Traffic already is an issue, this proposed change would drastically make the problem worse.
- The Height (60') and density (189 units on 2.55 acres with 80% lot coverage) is not aligned with the City's General Plan (adopted in 2015) and is out of character with the surrounding neighborhood.
- The Inadequate guest parking on-site will force parking on the neighborhood streets and cause more congestion.

While there are many more reasons to oppose this zoning change, the ones I have listed will directly affect my community.

Thank you,  
Robert Falk  
220 E. Oregon Ave  
Phoenix, AZ 85012

**From:** [Stuart Shoen](#)  
**To:** [Sarah Stockham](#); [Council District 6 PCC](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Monday, August 8, 2022 1:46:10 PM

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Dear Chairman Swart and Camelback East VPC Members

I have lived in Phoenix my entire life (42 years old), and have lived, worked, and/or gone to school in Central Phoenix since 1<sup>st</sup> grade. The proposed development is a terrible idea in the location in which it's proposed. Not only does it not merit being developed, it certainly does not merit a zoning change to even give it or similar developments a chance.

It simply does not fit with the rest of the neighborhood, and does not improve it. Instead, it would be a regression in the quality of life in that area. There are no shortage of sites south of Camelback Road and/or East of 16<sup>th</sup> Street where such a development would be better suited. The developer can fetch a fine price for this property; because of all the decisions that have preserved the neighborhood to keep it the way it is, property values there are strong. I encourage you to direct the developer to look at other sites.

I have no issue with new construction in general and am far from a dinosaur or an old codger yelling at every new face to "get off my lawn". In truth, this area is a fantastic place to buy a single family home and attempt to raise a family. I encourage anyone interested to do so, but the type of resident in such a development are short-term residents, not long term folks who add stability and improve the neighborhood over time. These residents both engage in activities that reflect this shallow commitment to the neighborhood and similarly decline to participate in activities that improve and stabilize the area (as compared to someone who considers moving here for a decade or more).

There is no way anyone who is familiar with the neighborhood in which this site is located can say with a straight face that this is the highest and best use of the site. I also understand that the developer has rebuffed attempts to meet with the community and may not be proposing it with a willingness to work in good faith with its neighbors. That they do not even attempt to feign neighborly kindness is troubling and insulting; no one would be optimistic about the prospect of being neighbors with someone like this.

I strongly urge you to prevent this development from happening in any way that remotely resembles what has been proposed here. Many thanks for considering my feedback.

Stuart Shoen  
615 W. Lawrence Rd  
Phoenix, AZ 85013  
602-363-0532

**From:** [Zach Williams](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Re: Proposed Zola Project  
**Date:** Monday, August 8, 2022 5:52:40 PM

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Thank you for asking to be certain, I apologize if that wasn't clear. I oppose the zoning proposal and the project as it currently stands.

-Zach

On Mon, Aug 8, 2022, 5:46 PM Sarah Stockham <[sarah.stockham@phoenix.gov](mailto:sarah.stockham@phoenix.gov)> wrote:

Hi Zach,

Thank you for reaching out. Just to be clear, do you support or oppose the proposal?

Thank you,

Sarah Stockham  
Planner III  
City of Phoenix Planning and Development Department  
200 West Washington Street, 3rd Floor  
Phoenix, Arizona 85003  
Phone: 602-261-8701  
[sarah.stockham@phoenix.gov](mailto:sarah.stockham@phoenix.gov)

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**From:** Zach Williams <[zwilliams1776@gmail.com](mailto:zwilliams1776@gmail.com)>  
**Sent:** Sunday, August 7, 2022 6:53 AM  
**To:** Sarah Stockham <[sarah.stockham@phoenix.gov](mailto:sarah.stockham@phoenix.gov)>  
**Cc:** Council District 6 PCC <[District6@phoenix.gov](mailto:District6@phoenix.gov)>  
**Subject:** Proposed Zola Project

Hello,

I am contacting you in regard to the proposed zoning change in support of the Zola project at 7th and Colter. I live at 317 E. Pasadena.

While I am not immediately impacted by some of the many concerns my neighbors have brought to your attention. My family will be immediately impacted by increased traffic flow that will result from our neighborhood being used as a cut through to avoid Camelback traffic.

Our neighborhood has already struggled with increased traffic. There is no doubt that adding this oversized, out of place housing complex immediately outside of our neighborhood will compound the issue. Any resident living there will try to avoid traffic like any reasonable person and our neighborhood is the easiest way for them to cut through to their homes and avoid traffic lights and frequent traffic on Camelback. This creates a safety issue for my two young children and the many children on our block because people routinely speed well above the approved limit.

I'd ask that you also consider this point along with the many other valid, concerning issues our neighborhood association have notified you about.

-Zach Williams

**From:** [Janis & Ben Harris](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [council.district6@phoenix.gov](mailto:council.district6@phoenix.gov)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Monday, August 8, 2022 10:43:41 PM

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Dear Ms. Stockham,

We oppose the rezoning of the property at 7th Street and Colter from C-2 to PUD.

The height and density proposed is not aligned with the City's General Plan and is out of character with the surrounding neighborhood.

Please vote against the rezoning proposal.

Thank you,  
Janis and Ben Harris  
516 East Stella Lane  
Phoenix, AZ  
85012

**From:** [Jill](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6  
**Date:** Tuesday, August 9, 2022 8:41:40 PM

---

Im writing in opposition to the rezoning of the property at 7th St and Colter from C-2 to PUD.  
I dont believe the proposed apartment complex is in the best interest of our neighborhood.

Jill Estep  
15 E Lawrence Rd  
Phoenix, Az 85012

**From:** [Michael Belcher](#)  
**To:** [Sarah Stockham](#)  
**Subject:** Rezoning request (Case # Z-27-22-6)  
**Date:** Tuesday, August 9, 2022 4:42:14 PM

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Dear Ms. Stockham,

I've received two letters from Snell & Wilmer on behalf of ZOM Living concerning their request to rezone the property on the NE corner of 7<sup>th</sup> Street and Colter. I've lived in this area for thirteen years now and my fiancée has been here for 26. Over the years, we have seen many changes to this neighborhood and not all of them for the benefit of our community. Rezoning to allow this development would be a further detriment. We already experience too much non-local traffic speeding thru our streets; primarily due to the congested traffic on both Camelback and 7<sup>th</sup> Street - more cars will just add to the problem. The City already utilizes reverse center lanes on 7<sup>th</sup> Street with No Left Turns allowed during mornings and rush evening hours. The traffic backs up at the 7<sup>th</sup> St. and Camelback lights causing people seeking to avoid the light, to turn on Colter instead. Traffic congestion is a problem, magnified by the excessive speeding. The posted limit is 25 mph, very few cars obey the limit. I have personally witnessed vehicles while walking my dog, doing 40-45 mph. There are families with little kids living along Colter, several of which have posted personal signs and pleas for drivers to slow down. It hasn't done much good that I can tell. Cars continue to speed.

Since the developer's proposal does not comply with the existing zoned use for this property, their proposal is solely for the benefit of ZOM Living. It adds nothing to the livability of this neighborhood for the existing owners and tenant residents here. Their Project Overview section exaggerates when states the design concept will "reinforce a strong pedestrian environment along 7<sup>th</sup> street by providing for a large landscaped zone between the roadway and the sidewalk" of 11 feet. Since when has 11 feet ever been considered large? Their proposed set-back of 20' max on 7<sup>th</sup> and 15' max for Colter are unacceptable. Why should this development be allowed to build closer to the property lines than any other development in this neighborhood? At best, they should have to observe the same set-backs rules as the Apartment complex across the street on the SE side of the Colter intersecting with 7<sup>th</sup> Street. The proposed building of 200 units and the limited amount of parking provided is inadequate. The specifications state they only intend to provide 248 general spaces and 6 handicapped spaces for the entire 200 units. Many tenants will have more than one vehicle--where are all the extra vehicles going to park? There is no additional parking available on 7<sup>th</sup> St., and Colter only allows parking on the North side of the street until you are East of 8<sup>th</sup> Place, where both sides of the street are currently full of parked vehicles, from all the other residents in the area, nor on the North side of 8<sup>th</sup> Place where both sides of the street are always full of parked cars from Colter to Missouri. If this project is approved anyway, they should require at least 400 regular spaces for Tenant and Guest parking + 10 handicap spaces at a minimum.

This project is not fit for this neighborhood. Please do not grant them the rezoning they are requesting. Support the neighborhood, not the developer, who obviously does not care about those already residing here. If you would like a tour of our neighborhood, please call me at the phone number below, and I would be happy to show you around.

Regards,  
Michael Belcher  
834 E Orange Dr.  
Phoenix, AZ 85014  
(480) 339-9735

Sent from [Mail \[go.microsoft.com\]](https://go.microsoft.com) for Windows

**From:** [James Fritz](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Re: Z-27-22-6 Zola North Central  
**Date:** Wednesday, August 10, 2022 12:02:30 PM

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Dear Chairman Swatt and Camelback VPC Members:

The proposed residential development on Northwest corner of 7<sup>th</sup> Street and Colter is simply unacceptable in its current design. The expected residential density at 78 residents per acre is substantially over current allowance. A residential density in excess of 5 times current allowance is totally inappropriate. A 60 foot, five story apartment complex far exceeds is also inappropriate and far beyond the current 30 foot limit.

Please, this type of development at 7<sup>th</sup> Street and Colter should be rejected out-of-hand. Apply current limits to the development or reject the development completely.

Thank you for consideration.

Jim & Lynn Fritz  
310 West Northview Av  
Phoenix, AZ 85021

**From:** [Hope Lucatorta](#)  
**To:** [Sarah Stockham](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Thursday, August 11, 2022 3:34:20 PM

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I am using this method to strongly oppose the rezoning of the property at 7<sup>th</sup> ST. and Colter from C-2 to PUD.

Reason being that Colter st is the only thru street traveling east from 7<sup>th</sup> st to 12<sup>th</sup> st. That being the case we already have extreme traffic with cars traveling thru this neighborhood to avoid heavy traffic on 7<sup>th</sup> st especially during “rush hours. WE ALREADY HAVE 2 APT COMPLEXES ON THE CORNERS OF 7<sup>TH</sup> ST & COLTER adding one more apt complex would be disastrous. Most of our residents are middle age or older and exercise by walking their dogs thru the neighborhood.

Respectfully yours,

Esperanza Lucatorta  
1011 E. Colter St  
PHX 85014  
602 650 1946

Sent from [Mail \[go.microsoft.com\]](#) for Windows

**From:** [Judy Fineman](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** RE: Z-27-22-6 Zola North Central Camelback East Village Planning Committee:  
**Date:** Thursday, August 11, 2022 4:15:31 AM

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RE: Z-27-22-6 Zola North Central

Dear Chairman Swart and Camelback East VPC Members ,

I am in opposition to the rezoning of the property at 7th St and Colter from C-2 (Intermediate Commercial) to PUD (Planned Unit Development).

We have lived in our neighborhood for close to 40 years and welcome appropriate change, however, this is not. Please do not rezone!

Thanks,

Judy Fineman

6040 N 4th Pl, Phoenix, AZ 85012

602-402-1339

--

Judy Fineman  
Cell: 602-402-1339

**From:** [beneped@aol.com](mailto:beneped@aol.com)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z 27 22 6 Zola North Central  
**Date:** Thursday, August 11, 2022 1:26:41 PM

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Being a homeowner I heartily oppose the rezoning of the property on 7th Street and Colter from C-2 to PUD.

What is the developer thinking (besides making some bucks)?! The neighborhood already has over developed apartment complexes in the area, the streets are filled with speeding cars now and our previously charming lifestyle is suffering.

The real estate market is about to collapse again as well.

Would appreciate any efforts on your part to disallow this ridiculous idea.

Thank you.

Melanie Milliner and Family  
5624 N 4th Street  
Phoenix AZ 85012

**From:** [eyeswest@aol.com](mailto:eyeswest@aol.com)  
**To:** [Sarah Stockham: Council District 6 PCC](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Thursday, August 11, 2022 4:27:07 AM

---

RE: Z-27-22-6 Zola North Central

Dear Chairman Swart and Camelback East VPC Members ,

I am in opposition to the rezoning of the property at 7th St and Colter from C-2  
(Intermediate Commercial) to PUD (Planned Unit Development).

We have lived in our neighborhood for close to 40 years and welcome appropriate change,  
however, this is not. Congestion is getting worse with the new apartment developments.

Please do not rezone!

Thanks,

ScottFineman

6040 N 4th Pl, Phoenix, AZ 85012

602-402-1339

**From:** [Mark Tucker](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Saturday, August 13, 2022 10:12:24 AM

---

Dear Chairman Swart and Camelback East VPC Members,

I just wanted to voice my opposition to the rezoning of the property at 7th St and Colter from C-2 (Intermediate Commercial) to PUD (Planned Unit Development). I believe that this change in zoning will negatively impact our neighborhood both from a visual standpoint as well as a traffic problem.

Our neighborhood prides ourselves by being heavily involved in the types of new buildings that our built in our community. This type of building with the many units and 5 stories is not what we believe fits into our neighborhood.

Thank you for continued support of our important neighborhood.

Mark Tucker  
502 E Marlette Ave  
Phoenix, AZ 85012

**From:** [arja.shah](#)  
**To:** Sarah Stockham: [nriemann@swlaw.com](mailto:nriemann@swlaw.com)  
**Cc:** [ALEX MEYERS](#)  
**Subject:** Fwd: application no. z-27-22  
**Date:** Tuesday, August 16, 2022 4:06:21 PM

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Hello-

I perhaps live closest to the proposed 200 unit site. It is obsurd to add more cut through traffic where the Do Not Enter signage is uselessly posted. Daily we nearly avoid speeding traffic.

My household will pay for a traffic study to show the added impact of this development. Our offer to pay for even speed bumps, closing off Colter and attempts to work with traffic police seem to fall on deaf ears. It is disheartening to say the least. We are not anti-developemt, but feel as if our voices and ability to enjoy our properties are disregarded.

Please strongly look at the affect of Windsor Square.

Respectfully,

--

Arja Shah  
Shah Law Firm  
24 W. Camelback Suite 498  
Phoenix, AZ 85013  
P. 480-619-0696  
[arjashahlaw.com](http://arjashahlaw.com) [[arjashahlaw.com](http://arjashahlaw.com)]

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**From:** [Bryce Pearsall](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** RE: Z-27-22-6 Zola North Phoenix  
**Date:** Tuesday, August 16, 2022 4:37:20 PM

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RE: Z-27-22-6 Zola North Central

Dear Chairman Stewart and Camelback East Village Planning Committee Members

I strongly oppose the rezoning of the property at 7th St and Colter from C-2 (Intermediate Commercial) to PUD (Planned Unit Development)

After investigating the proposed project plan for the property it is clear it is harmful to the neighborhood character, impacts traffic and is of overwhelming size for the area and the current neighborhood and business environment.

It is clearly an attempt by a developer to build an oversized project for the developers profit.

Across Phoenix huge apartment projects are being built right up to the street and of a scale and size that the neighborhoods character is being destroyed. This proposed project is yet another one of those.

As both a professional architect and more importantly a neighborhood resident I strongly ask that you deny this rezoning request.

Sincerely,

Bryce D. Pearsall FAIA  
6845 North Central Avenue  
Phoenix, AZ 85012

**From:** [Cindy Carrera](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Thursday, August 18, 2022 10:59:18 AM

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Dear Chairman Swart and Camelback East VPC Members:

We are residents in the area of the above-mentioned proposed development. After reading more about the project, we are writing to express our opposition to the rezoning of the property from C-2 to PUD for the above proposed development. Specifically, we are concerned with the height and the density of the initial plans, and the negative impact it will have on our neighborhood. After reading more about the project, it is our belief that the height and density are not aligned with the City's General Plan (adopted in 2015) and is out of character with the surrounding neighborhood.

Sincerely,

Cindy Carrera and Bob McCracken  
118 East San Miguel Avenue  
Phoenix, AZ 85012  
602-882-4164

**From:** [Tom Blanchard](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Thursday, August 18, 2022 12:39:25 PM

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Dear friends on the Planning Committee,

My wife and I (both retired) live just down the street from this project, and we regularly (every morning, for many years) walk in this part of the neighborhood. While we understand the need and desire for more housing, **we would respectfully request the City and the developer to remain within existing zoning restrictions.** The proposed re-zoning just doesn't fit the neighborhood, and it will certainly make things more dangerous for us both on the sidewalks and on the side streets, with all the complications of parking as well. Thank you.

Respectfully,  
Rev. Thomas & Louisa Blanchard  
1101 E Bethany Home Rd Unit 21  
Phoenix AZ 85014

**From:** [Sharon Barr](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Re: Zola North Central PUD, Case #ZA-27-22-6,  
**Date:** Monday, August 22, 2022 10:08:52 PM

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Dear Chairman Swart and Camelback East VPC Committee:

Re: Zola North Central PUD

Case #ZA-27-22-6

Zola North Central Agenda Item: Sept. 6, 2022 Meeting

I am writing to voice my opposition to the re-zoning at 7th Street and Colter from C-2 Intermediate Commercial to PUD (Planned Unit Development).

My neighbor, Sandy Grunow of the Phoenix Mid-Century Modern Neighborhood Association, brought this matter to my attention.

I understand that the minimum rent at this development will be around \$2,000.00 per month for a studio. I realize that there are residents of Central Phoenix could might possibly be able to come up with that amount, but not in that neighborhood!

Right across to the south of your planned development is a complex built around 1969 called "Seventh". Many of the people who live there can barely afford the rents they have now, which have increased dramatically over the past few years. There are other smaller, privately-owned apartments throughout the "Colter Commons" Neighborhood Association whose rents have also gone sky-high compared to what they were only in the last decade. If the owners and property management companies in this area raise their rents to keep up with your proposed luxury development rental rates, what is going to happen?

What Phoenix needs right now are affordable rents, not unaffordable! The media seems not to understand how the homeless situation in our city has become so serious and in such a short time. Are you aware of it? I can tell you exactly what's caused it. Property owners and property management companies who keep raising rents higher and higher, until residents can't afford to pay for their housing--much less utilities, personal bills, groceries and such!

Please reconsider the development of this luxury community in a part of

Phoenix where many couldn't even dream of living in such a place, and if you won't do that, please think about bringing down your proposed rents. Over two-thousand dollars per month for just a studio is absolutely unrealistic! I shudder to think what has been proposed for the larger units!

Most sincerely,

Sharon Barr  
(602) 314-5812  
Former active member of the Nile Neighborhood Association, Desert Park, and Colter Commons Neighborhood Associations, all in Phoenix over the past 25 years.

**From:** [Sue Rhoads](#)  
**To:** [Sarah Stockham](#)  
**Subject:** Opposed still to Zola PUD  
**Date:** Monday, August 22, 2022 9:18:50 AM

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I would like to again provide an opposition statement related to the Zola PUD. I have attended 3 meetings with Zola North Central present. The first was on 5/23/22 in which we were all muted and had to type in questions that they had the option of hand picking, and again on 8/17 when we were again muted and required to type in questions. We did meet with Nick Wood and the Zola Development Team on 6/23/2022 where I was hopeful that we would be heard and they would demonstrate by making meaningful modifications to their project to conform to the neighborhood. BUT, that DID NOT happen.

If this communication sounds like I'm emotional distraught over this project, I AM!! I have an emotional interest in preserving our historic neighborhood.

1. The property is too small for such a dense 200 unit project!!
2. It does not conform to the surrounding residential properties related to design and height.
3. The argument for providing more affordable housing is a hoax, the prices of these units only provide an excuse for surrounding apartments to inflate their rents. Which one property stated was the reason they are **not** opposed to Zola. GREAT NEWS!!!
4. I'm appalled if the City allows this high priced law firm and the revenue seeking development team to **pretend** they are trying to work with the surrounding neighborhood. CLEARLY after all the questions and concerns there are no recognizable changes in this monstrous structure that will be towering over Windsor Square Historic district and the surrounding neighborhood to the east. How is it possible to see this structure as "in harmony with the neighborhood"? **It is clearly invasive!!**
5. Has anyone made a visit to this site? The lack of adequate setbacks from 7th street demonstrates the noise level that those occupying the apartments along 7th Street, with balconies to increase noise levels in the apartments all day...all night. I back up to 7th Street and from my vantage point I also hear intense noise that a block wall and several layers of trees and shrubs have not muffled.

**Please** do not negatively impact our **historic neighborhoods** by permitting this development to talk you into approving this project by misguiding you into believing we need another 5 story apartment building as a source of city revenue--while only providing additional high rent housing to contribute to inflation. Times are changing and I have been around long enough to recognize this cycle of overbuilding apartments- then having huge signs to try to draw in renters. Vela Camelback is a great example of this desperate efforts to lease with huge unsightly banners.

Susan Rhoads, RN, MSN and over 70 year old resident of Phoenix since 1996

5129 N. 6th Street (back up to 7th Street)

**From:** [Thomas O. Hilditch](#)  
**To:** [Sarah Stockham](#); [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Monday, August 22, 2022 9:41:35 AM

---

Dear Chairman Swart and Camelback East Village Planning Committee,

I am writing on behalf of the Windsor Square Special Planning District to oppose the Zola North Central project.

This project is not compatible with the surrounding historic neighborhoods or the character of North Central Phoenix; specifically, the height, density, and setbacks are uncharacteristic of the area.

We are not opposed to development in the area and are sensitive to the unmet housing needs across the Valley. However, we believe that partnership with surrounding communities is essential for the success of any project. In this instance, the developer has had limited engagement with neighborhoods and appears to be moving forward without responding to community input.

We believe that the developer is not working in good faith to develop a project that is compatible, cohesive, and respectful of the area. The current C2 zoning allows the developer to move forward with a housing development. However, the proposed PUD, as currently outlined by the developer, should be rejected.

Thank you for your consideration.

Thomas O. Hilditch  
President  
Windsor Square Special Planning District

33 East Colter Street  
Phoenix, AZ -85012-

617-905-8989

**From:** [Laurie Barcelona](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Tuesday, August 23, 2022 3:45:40 PM

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Dear Chairman Swart and Camelback East VPC Members:

My husband and I oppose the rezoning of the property at 7th Street and Colter from C-2 (Intermediate Commercial) to PUD (Planned Unit Development). There is already too much traffic on Colter as it is, and the planned development would only increase the vehicle traffic, making it much more dangerous.

Thank you.

Sam and Laurie Barcelona

1008 E. Colter St.

Phoenix, AZ 85014

Sent from my iPad

**From:** [Beth Postma](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Mike Freret](#)  
**Subject:** Zoning Case Z27-22-6 Zola Apartments  
**Date:** Wednesday, August 24, 2022 11:20:34 AM

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This letter is in regards to the proposed rezoning of the property at 7<sup>th</sup> Street and Colter avenue from C-2 (Intermediate Commercial) to PUD (Planned Unit Development).

I have lived in the Windsor Square neighborhood on the west side of 7<sup>th</sup> Street for 29 years. I am opposed to the rezoning of this project and the current submitted plan. I fully support appropriate housing projects and myself am involved in construction and development so I am fully supportive of development in our area as long as it follows the guidelines set up by the City and as long as it is consistent with other developments adjacent. Please see below listed reasons why I oppose this rezoning and site plan as it is currently submitted.

- Density and building height – The adjacent developments are two story buildings and this site would be a perfect fit for condos, townhouses or multi-family with a two-story height. Per the City of Phoenix General Plan adopted in 2015, 60' height and the proposed density does not fit this site.
- Design – the contemporary style, small setbacks and lack of substantial landscaping does not fit in this neighborhood which has increased in value partly due to the sensitivity to historic character and traditional design when remodeling or rezoning property
- Parking and accessibility issues – Colter and 7<sup>th</sup> Street is already dangerous with the current traffic due to the directional center lane (suicide lane) at peak traffic hours and the disregard for the current traffic rules. Specifically, the no entrance on the West side of Colter is a favorite cut through during high traffic times and this will only continue to get worse the more cars we have in this area. Also, there is inadequate parking for the approximate 189 units proposed in the Zola plan. Most units will house 1-2 people and if each of them drive, that will be 200-400 cars looking for parking. Also, with the current design, residents of Zola will park on Colter with the doors leading out of the units onto Colter Avenue. Also, all of the existing neighbors that use Colter as their access to 7<sup>th</sup> Street with the additional 400 cars from Zola trying to exit or enter during peak traffic hours will overburden Colter Avenue. The obvious solution would be changing the entrance/exit to 7<sup>th</sup> Street instead of Colter
- This type of development is incompatible with projects north of Camelback (uptown). It is more appropriate for development south of Camelback (downtown). The open feeling of the area with views of Camelback Mountain will be destroyed and property values of the adjacent apartments, condos and houses will decrease

I would request that the City require the developer to go back to the drawing board and propose a project within the current zoning allowance for height and number of units. Thank you for considering my input.

Sincerely,

Beth Postma  
248 East Orange Drive

Phoenix, AZ 85012

**From:** [Andre DeMarco](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Thursday, August 25, 2022 11:31:00 AM

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Dear Chairman Swart and Camelback East PVC Members,

I am writing to you in regards to the proposed development on the north side of Colter and 7th street in Phoenix by the Zola Corporation. I have been a home owner and resident of the community for over 25 years. While I am not opposed to the continued development of the 7th street business corridor and renovations to the adjacent neighborhoods, I do believe that this particular project as it is presented will have significant negative effects on the surrounding neighborhood and homeowners.

My biggest concern is the additional traffic that any project adding up to 200 new residences in the community will have on traffic flow. Colter is the main through-way between 7th and 12th street. Currently, rush hour traffic between 3:00 pm and 6:00 pm has increased considerably over the past 5 years. I know that 60% of traffic from the development is expected to exit the community onto 7th street, but, that leaves 40% to cycle through our neighborhood. This has the potential to transform Colter Street from a neighborhood throughway into another Missouri Avenue. Currently, without sidewalks on the majority of Colter, and having curbside parking, this increased traffic raises the likelihood of pedestrian and vehicle accidents considerably. This situation can be dramatically resolved (if not completely eliminated) by having the main entrance of the development on 7th street like the other large scale properties on 7th street such as "The Carlyle" and the "Velva".

I also believe that Zola needs to comply with the City's existing General Plan for development adopted in 2015 as it pertains to set-backs from both 7th street and Colter Street and their building height. I am concerned that being too close to 7th street will significantly decrease visibility of on-coming traffic on 7th street and create hazardous entry onto 7th street going southbound.

I do not believe that the available parking has been adequately assessed. To assign only 1 space per unit is unrealistic, considering they will be having 2 bedrooms units, as well as guest parking. These are apartments and will more than likely have 2 adults in a 2 bedroom apartment, each driving a car. The same is true for a family occupying a 2 bedroom unit. Each parent typically has their own vehicle. This lack of parking will cause on-street parking on Colter and 8th Place. I live on Colter at 10th Street and do not want to look at car parked in front of my house. I would never park down at 7th Street and Colter in front of their development, so, why is it appropriate for their residents to park in front of my home?

Finally, I did speak with one of Zola's representatives about signing a petition to endorse this development. I will share that he thoroughly misrepresented the nature of the development. For example, he stated only the total number of units, never that it was going to be a 5 story development. Also, that the landscaping was going to be so beautiful and extensive that he made it sound like a City of Phoenix Park was going to be built, rather than an apartment complex. He was extremely coercive in attempting to get me to sign and when I refused, he asked me why I didn't want additional residences to an already beautiful neighbor. I told him I'd rather have additional businesses or restaurants along 7th street to support the community, something I could benefit from. I also told him that the businesses would have less traffic in

our neighborhood to deal with. With that he left.

Please take making modification to this development seriously. We are talking about a negative impact on hundreds of families and individual lives on our neighborhood and community. Thank you for your time and attention.

Andre DeMarco  
921 E. Colter Street

**From:** [Maggy- Margaret Haugen](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Thursday, August 25, 2022 7:11:10 PM

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Dear Chairman Stewart and Camelback East VPC Members

As President of the Imperial Plaza Condominium Association, we express our concerns about the proposed project, some of which were also stated as concerns by the Phoenix Planning and Development staff\* and the Phoenix Streets Department\*:

1. \*Height (60') and density (189 units on 2.55 acres with 80% lot coverage) is not aligned with the City's General Plan (adopted in 2015) and is out of character with the surrounding neighborhood.
2. \*Setback on 7<sup>th</sup> St. (20'), Colter (15') and North and East property (0) , are not aligned with the City's General Plan) and are out of character with the surrounding neighborhood.
3. \*Ingress/egress is on Colter rather than 7<sup>th</sup> St.
4. \*Landscape is not adequate to meet City standards.
5. Traffic will increase on Colter going east and west, negatively impacting Imperial Plaza Condominium Association/Kensington HOA.
6. Traffic will increase on 8<sup>th</sup> Pl, which in areas is only one lane, south of Colter.
7. There is a school bus stop, at the corner of 8<sup>th</sup> Pl and Colter. The increased traffic will present a danger to the children.
8. Units with patio/doors with direct access to Colter will encourage resident parking on Colter.
9. Inadequate guest parking on Colter will force parking on Colter.
10. The 5-story parking garage will negatively affect our 2 story multifamily condominiums.
11. The trash compound at the southeast end of the property will negatively impacting Imperial Plaza Condominium Association/Kensington HOA.
12. A 60-foot-tall building within 15 feet of 7<sup>th</sup> St. will block the open view corridor that is typical on 7<sup>th</sup> St.

Sincerely,  
Margaret Haugen President  
Imperial Plaza Condominium Association/Kensington HOA  
emeraldmaggy@hotmail.com

**From:** [Craig King](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#); [Craig King](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Friday, August 26, 2022 5:08:56 PM

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Dear Chairman Swart and Camelback East VPC Members:

I am opposed to the rezoning request proposed for the property on the Northeast corner of 7th Street and Colter to increase the height from the current zoning of 30 feet to 60 feet, to change the set-backs, and to increase the density from 17 units per acre to 78.50 units per acre.

The developer's rezoning plans show no regard for the character of the neighborhood that the residents have worked hard to maintain since it was initially established in the late 1800s. The developer wants to increase the density to increase their profit potential- their plans show they have no regard for the negative changes they will cause to the neighborhood. As soon as they can, they will sell the property and leave the members of the neighborhood to live and deal with a building that does not fit with the neighborhood. A property of this density will result in increased traffic that will change traffic patterns and disrupt nice quiet neighborhoods. Inadequate parking for the apartment residents and their guests will result in street parking by the residents and their guests that is likely to increase accidents in the neighborhood.

The current zoning was established to maintain this neighborhood in its current character.

I expect that the developer has paid "experts" to show that the rezoning of the property will not negatively impact the neighborhood. Please be aware that any "experts" who stated that the zoning change would have a negative impact were not hired to produce a report. As a result, any "expert" report provided by the developer should be viewed with skepticism.

My request to you is to allow the residents of the neighborhood to maintain the character that they have worked hard to preserve by denying the rezoning request.

Thank you

Craig King  
301 E. Wagon Wheel Drive

Phoenix, AZ 85020

**From:** [Diane Peterson](#)  
**To:** [Sarah Stockham](#): [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Friday, August 26, 2022 4:13:14 PM

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Dear Chairman Swart and Camelback East VPC Members

I live in the neighborhood that would be directly impacted by this project and I am STRONGLY opposed to it. I believe the variance from the current character of the neighborhood would negatively impact our property values. As a dog walker I am also very concerned about the increased flow of traffic. I would contend that a higher rise type of building is more suited for the midtown or downtown area. I would be happy to discuss this with anyone that may desire such a conversation. Thank you,

Diane Lees  
1038 E Georgia Ave, Phoenix, AZ 85014  
602-363-5605

**From:** [mel.chase](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [council.district6@phoenix.gov](mailto:council.district6@phoenix.gov)  
**Subject:** Re: Z-27-22-6 Zola North Central  
**Date:** Friday, August 26, 2022 4:21:13 PM

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Dear Chairman Swart and Camelback East VPC Committee:

After reviewing a copy of the documents submitted to the city for the subject project, I want to oppose approval of the rezoning on the basis of the negative impact the project would have on our neighborhood. The height of the proposed building, the density of lot coverage and setbacks, and the amount of traffic that will be dumped on neighborhood streets will not be compatible with our surrounding area.

As a 60-year resident of the immediate neighborhood, I feel a development more aligned with the current developments in the area would be more appropriate.

Sincerely, Melvin G. Chase  
1037 E. Oregon Ave.  
Phoenix, AZ. 85014

**From:** [Mary Crozier](#)  
**To:** [Sarah Stockham](#)  
**Subject:** ZA-27-22-6 Proposed PUD at 7th St and Colter  
**Date:** Friday, August 26, 2022 10:36:52 AM

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Dear Ms. Stockham and members of the Camelback East Village committee:

I am writing this letter to you on behalf of the Board of Directors of the North Central Phoenix Homeowners Association (NCPHA) and the 2500 properties within the NCPHA boundaries.

We are adamantly opposed to the proposed zoning changes to the 2 parcels at 7th Street and Colter from C-2 to PUD. These parcels, under the current zoning, already allow for multifamily housing that is the appropriate density and height to this area.

Not only is this proposed PUD not allowed within the City of Phoenix's General Plan, but there is no good reason to change the underlying zoning to allow for such egregious and inappropriate requests beyond the scope of the existing multifamily uses.

We are exceedingly disappointed that the developer's representative did not reach out to our organization as recommended by the Planning and Development department back in January 2022. It was nearly 6 months later that we met, expressed our concerns with the project, and made recommendations for a more collaborative design. Our concerns and recommendations echo that of the Planning and Development department in respect to height, density, setbacks and ingress/egress and the negative impacts such an inappropriate design will have on the adjacent neighborhood.

As you know, the NCPHA has a strong reputation in supporting new development and working collaboratively with developers to create the best projects for all parties concerned. Unfortunately in this case, neighborhood feedback has been ignored and no outreach has occurred with the developer or the developer's representative since June 23.

As a result, we are now being forced to strongly oppose the project as it is currently designed. New development should be required to be contextual to the adjacent area and this proposed PUD is clearly not. The proposed project of this size and scope would be ideal south of Camelback and along the TOD.

Please do not vote to support this proposed PUD as it will set a dangerous precedent for future inappropriate development in North Central.

Thank you very much.

Sincerely,

Mary L. Crozier  
President  
North Central Phoenix Homeowners Association

**From:** [MaryBeth Groseta](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Fwd: Z-27-22-6 Zola North Central  
**Date:** Saturday, August 27, 2022 7:55:32 AM

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See content

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

**From:** **MaryBeth Groseta** <[mbgroseta@gmail.com](mailto:mbgroseta@gmail.com)>  
**Date:** Fri, Aug 26, 2022, 3:50 PM  
**Subject:** Z-27-22-6 Zola North Central  
**To:** Francie Lloyd <[lloyd.francie@gmail.com](mailto:lloyd.francie@gmail.com)>  
**Cc:** MaryBeth Groseta <[mbgroseta@gmail.com](mailto:mbgroseta@gmail.com)>

I am a resident of 18 years living on Colter Street between 12th Street and 7th Street. My sister and I live together, and are both natives of Phoenix, Arizona. We are in our early 70s and are very familiar with this area, the Phoenix area and how it is grown, and what we see is good or not good for our area and neighborhood.

1) COLTER STREET IS VERY CROWDED already. There are numerous apartment buildings going up everywhere you look, many many within a 3-mile radius of our neighborhood.

Colter Street, our street, is a very CROWDED street currently.

.. THERE ARE a MINIMUM of 6 SETS OF APARTMENTS /Small Condo Units BETWEEN 7TH STREET AND 10TH STREET ALREADY!

.. there are a massive number of apartments on Colter between 12th Street and 16th Street.

.. The residents of these apartments and the single dwelling homes obviously use Colter as their "through" street. Even with the speed bumps, there is much traffic on this road simply because the residents and regular traffickers know this is a straight way through from 7th Street to 16th Street.

.. The auto dealerships on Camelback, which you know are numerous, use Colter to test drive their vehicles. Even the transporters with numerous vehicles come down our street because it's fairly wide.

.. there are lots of kids on this street and lots of grandparents who take care of their grandkids on this street and it's already difficult keeping the children safe with so much traffic going on.

.. If you add more cars to this street, you endanger pedestrians who use this street daily for walking their baby strollers, their children, their dogs, and riding their bicycles. There are a large number of disabled and elderly people who walk on this street, with walkers, wheelchairs, motorized units and canes. These individuals are slow and cautious in moving around. Driving a car, we have to be much more careful when we see them out getting their exercise.

.. when there are parades, Colter is the street, on the east side of the parade route, that lines up

cars on both sides of the street for a mile.

We can barely navigate through the street to get in and out of our driveways.

2). The LOCATION and SIZE is a definite negative.

A 200 unit apartment complex is better suited in a larger upscale area not on a street already populated with apartment buildings and crowded conditions. Although the architectures and planners have done a semi nice job with the planning and pictures, this facility is a monstrosity for a neighborhood such as Colter and 7th Street. Five stories...hello, this huge complex does not work here in our lovely neighborhood. This is a lower to middle class neighborhood. We don't need luxury apartments in this neighborhood. Folks that can afford more than what we offer here in this Colter area, can easily go someplace else to pay higher rents. Tons of people that we know cannot afford even a modest apartment, much less a luxury apartment, where rent is going up regularly. Let's get real.

They simply need to find a more suited location for this type of planning structure.

3) There will not be enough PARKING for all the residents that will have vehicles. We know from friends and family who live in these types of apartment complexes, many of them end up having to park in the street. You have situations where there are roommates living together, family living together, older kids who drive. Those folks will only have the capability of parking on the street. PLEASE, LOOK AT THE CURRENT SITUATION ON OUR STREET.

THE LARGE APARTMENT COMPLEXES ON COLTER AND 7TH STREET, BOTH NORTH AND SOUTH, ALREADY USE THE STREET FOR EXCESS PARKING. IT IS JAM-PACKED ALL THE TIME!

4). In the documentation explaining the project, there are numerous references to how this proposed complex would be absolutely advantageous for PEDESTRIAN MOVEMENT. We have been watching pedestrian movement on every street in Phoenix for 60 years. In the summer, of course, there's hardly anyone walking except homeless people, kids getting home from school from the bus stop, a few others taking the bus, etc. Even in the winter, the foot traffic is very low except for the group's noted.

Even in the areas where there are complexes, such as the proposed one, there is very little foot traffic, unless their walking to a convenience store, etc. Bashas, is located on 7th Street and Missouri. There are a few establishments on 7th Street in this area, but not many. People take their cars. This one Zolo Complex is not going to change the preference, for six to seven months of the year it's too hot to walk unless you have to... And in the winter months they don't switch over to all of a sudden walking.

5) The more people you add to a neighborhood, the more CRIME you have. There are more places for suspect individuals to get into trouble. Certainly, with your planning, it is important to look at the number of people, the number of cars, the number of activities that go on in one area. Just adding something that might look beautiful someplace else and have lots of nice amenities, doesn't mean it's good for an area such as ours with all of the challenges currently faced in the Colter neighborhood..

6). We definitely DO NOT want the ZONING changed from C-2 to PLAN UNIT DEVELOPMENT!

THE ZONING NEEDS TO REMAIN C-2, INTERMEDIATE COMMERCIAL.

Well, that's all I can think of for right now. But I think these are the most important points.

IF MY SISTER AND I THINK OF ANY OTHERS, WE WILL SEND ANOTHER EMAIL..

I appreciate the time and effort that it's gone into putting this project together. My recommendation is to pick up the whole kit and caboodle and find a different place for it. It certainly does not belong on Colter and 7th Street or in this vicinity.

Thank you for hearing our thoughts and concerns on this matter.

MARY BETH GROSETA

1032 E Colter St, Phoenix, AZ 85014

[mbgrosseta@gmail.com](mailto:mbgrosseta@gmail.com)

Resident, 18 years.

**From:** [Tracy Schultz](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Saturday, August 27, 2022 11:06:39 AM

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Dear Chairman Swart and Camelback East VPC Members,

First I want to thank you for taking the time to read and consider our concerns on this matter. My name is Tracy. I am a mother of two toddler boys. My husband and I have lived in the neighborhood for 6 years now and we love it!!! We love our neighbors!!! What I am not loving is the traffic. Colter, just over a few years, has really picked up in "through" traffic. Our current speed bumps are inadequate and most of Colter does not have sidewalks. Speed limit is 25 which is often ignored. My concerns are that if an apartment building of that size with inadequate parking is added to our lovely neighborhood as is, it is going to turn Colter into a nightmare for pedestrian traffic. The pedestrian traffic consists of elderly, families with very small children, disabled, runners, families walking their dogs, and bike riders of all sorts and ages. This gives me high anxiety thinking about the increased speeding traffic!! The current traffic situation is really, really bad! This neighborhood has enough apartment style living currently. Would very much like to keep it that way. I would much rather see businesses go in.

Some more concerns are crime related. I feel this is a safe neighborhood but adding more people increases the likelihood of more illegal activity of all sorts. We have worked really hard to make our home just how we dreamed!!!! My husband owns his business and has earned everything we have. I would not take too kindly to anyone trying to steal, damage, or hurt my property and family. I feel that adding Zola North Central will be stealing from my family's experience of walking and riding our bikes to get popsicles, coffee, and lunch or dinner as we will not have safe and easy access to roadway and sidewalks that barely exist as is. Colter is not wide enough for more vehicle traffic. Adding Zola will damage views for some. Some parts of the area you can get a great view of Camelback Mountain and Piestewa Peak. Adding Zola will hurt the existing homeowners equity. My family strongly feels that the current C-2 zoning should remain! Please do NOT change to PUD! Projects should follow the current zoning restrictions that are in place.

I really feel that a fair and honest assessment of the current and future state of Colter St. has NOT been made or considered. This project does not make sense. It should be re-evaluated and considered for another area of town. If this project does go through, it should stay within the current zoning restrictions. Please for the safety of current residents, young and old, do not build Zola. I want my children to grow up in a neighborhood that they can be safe in. Again, I thank you for taking the time to hear and consider our concerns.

Proud resident of Colter Commons,  
Tracy Donow  
1044 E. Colter St.

**From:** [Linda Gruber](#)  
**To:** [PDD Long Range Planning](#)  
**Cc:** [Frank Gruber](#); [Linda Gruber](#)  
**Subject:** Item #3: Z-27-22-6  
**Date:** Tuesday, August 30, 2022 1:28:04 PM

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City of Phoenix Planning & Development:

As both a Traffic Safety Specialist and a user of 7th Street in the Colter area, I would like to register **my opposition** to the proposed zoning change being requested by the Zola North Central PUD.

The traffic increase will be significant if 200+ dwelling units are added by Zola to this neighborhood as the units will equate to an estimated 200 to 400 additional motor vehicles in this confined space.

Further, the building's parking lots and nearby streets will need to provide parking for these vehicles, thereby adding traffic congestion, and risk for the current neighbors and new residents as well as pedestrians, bicyclists, and other vehicle operators passing through this area, doing so on an already high trafficked street.

At a time when cities like Phoenix are making plans to reduce vehicle/pedestrian/bicycle conflicts as advocated by Janette Sadick-Khan and the National Association of City Transportation Officials, putting a high number of additional vehicles and their requisite parking places in a limited space is *not* good urban street design nor a safe living environment.

Respectfully,  
Dr. Frank J. Gruber IV  
7222 N. 22nd St.  
Phoenix, AZ 85020  
[frankgruberiv@gmail.com](mailto:frankgruberiv@gmail.com)  
815/751-2012

**From:** [John Lierman](#)  
**To:** [Sarah Stockham](#); [Council District 6 PCC](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Wednesday, August 31, 2022 10:11:18 AM

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Dear Chairman Swart and Camelback East VPC Members:

I am a resident of the Windsor Square Historic District and I oppose the proposed development referenced above. Specifically, I oppose re-zoning the property at North 7th Street and Colter from C-2 to PUD, a silly, even disastrous, idea.

When I purchased my home in Windsor Square I did so partly because of attractions of the North Central Phoenix area that will be negatively impacted by the proposed development, which departs from the long-view, open sky architectural philosophy that predominantly guides other development in the area. It is, in that sense, an eyesore negatively affecting neighbors like me. The developer's PUD development narrative degenerates into something of a sick joke on page 5 when it claims, of the existing development on the parcel, that it "no longer complements the context of the area as it redevelops," immediately after having observed that development of the area is already well-established. Thus, the developer inadvertently betrays the fact that its planned development would substantially alter the existing, established, aesthetically attractive and sustainably livable neighborhood fabric, damaging it for generations to come.

This candid admission by the developer is amplified on the following page, page 6, by the statement that the Zola plan would "further diversify the availability of housing types and density ranges in the immediate surrounding area." This is pure spin, characterizing the disruption and destruction of an existing fabric of community and neighborhood as its "diversification." See also the telling remark on the top of page 7 about "reinventing" the area--an area that quite obviously does not require reinvention.

The proposed development is too far from the City's light rail system to make sense. The developer admits this (on page 6). I have attended past presentations by the City on its plan for development following the light rail, as well as for the Central Corridor (7th Street, Central, and 7th Avenue), and everything I heard pointed toward preservation of existing neighborhood values alongside commercial and high-density residential development in proximity to the light rail network. The planned development is a deviation from that longstanding plan and commitment. It belongs downtown, not uptown, and not on the proposed parcel.

Already we see significant cut-through traffic between 7th Street and Camelback, between Camelback and Central Avenue, and (possibly, I don't follow people) between 7th Street and Central. The proposed development will certainly increase that traffic.

Glance at the photographs concluding the developer's presentation and then kindly take time to drive through the area as it exists now. You will see how the structure the developer proposes would instantly become the dominant architectural feature

within a half-mile radius of the site, constituting a substantial and negative deviation from the character of the area affecting everyone in that radius. A development like this would make sense at the corner of Central and Indian School, or 7th Avenue and Camelback. It makes no sense whatsoever at the proposed site.

I urge you not to deviate from the City's longstanding commitments, via zoning. I urge you to reject the proposed zoning change.

Very truly yours,  
John Lierman  
22 East Medlock Drive

**From:** [Diane](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Thursday, September 1, 2022 3:40:29 PM

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Dear Chairman Swart and Camelback East VPC Members,

I oppose the proposed PUD at 7th St. & Colter. It will add to traffic congestion, is out of context with surrounding neighborhood and, is not aligned with the City's General Plan. It will take away any character we are trying to preserve in our community, which I am sure the developer doesn't care, as long as they can get their building up, and they can move on.

Please don't let out of state developers come in and ruin what we are trying to preserve for our community. The height, density and set backs of their proposal are not aligned with the City's General Plan. We don't want the openness of 7th St. taken away with the 60' height proposal. Don't let them get away with doing what they want, without listening to the community or following the original zoning.

It's already getting crazy here with these developments. We don't want to turn into another Los Angeles. Please listen to the community!

Diane Alston

Sent from my iPad

**From:** [Greg Hon](#)  
**To:** [Sarah Stockham](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Thursday, September 1, 2022 4:30:38 PM

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Dear Chairman Swart and Camelback East VPC Members

1. This parcel is currently zoned for multi-family development and why does the developer need egregious exceptions in height, density and setbacks vs. what is currently allowed
2. Ingress/Egress solely off of Colter will create traffic congestion, safety hazards especially in light of the future changes on Colter to be multi-modal.
3. If approved this will completely change the character of Uptown No. Central with the excessive height and density
4. The requested zero setbacks will negatively impact the property values of the condos to the east, as well as a enormous parking garage
5. Collaborative efforts to work with the developer and the developer's representative have been ignored
6. We are not against new development but this proposed PUD is in violation of the General Plan and is out of context with the surrounding neighborhood.

Thank you for your continued support in protecting the integrity of North Central.

Regards,

Greg Hon

**From:** [Jennifer Thennes](#)  
**To:** [Sarah Stockham](#): [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Thursday, September 1, 2022 3:52:52 PM

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Dear Chairman Swart and Camelback East VPC Members,

I am writing to voice my opposition to the proposed PUD on 7<sup>th</sup> Street and Colter.

This parcel is currently zoned for multi-family development and why does the developer need egregious exceptions in height, density and setbacks vs. what is currently allowed

Ingress/Egress solely off of Colter will create traffic congestion, safety hazards especially in light of the future changes on Colter to be multi-modal.

If approved this will completely change the character of Uptown No. Central with the excessive height and density

The requested zero setbacks will negatively impact the property values of the condos to the east, as well as a enormous parking garage

Collaborative efforts to work with the developer and the developer's representative have been ignored

We are not against new development but this proposed PUD is in violation of the General Plan and is out of context with the surrounding neighborhood.

Thank you for your continued support in protecting the integrity of North Central.

Jennifer and Ben Thennes  
6040 N 2<sup>nd</sup> Ave Phoenix AZ 85013

**From:** [Kal Miller](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Thursday, September 1, 2022 3:05:21 PM

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Dear Chairman Swart and Camelback East VPC Members:

It is my understanding that a developer wishes to change the zoning for building to be constructed on the corner of Colter and Seventh Street. There are currently rules on the books to govern this proposed construction. FOLLOW THEM!!! Apparently negotiations with the developer have gone nowhere and they want exceptions to current height, density, and setback rules currently approved by the City of Phoenix. What the developer wants will create additional traffic congestion, change the character of uptown North Central, and impact the property values of the surrounding area. This proposed PUD is in violation of the General Plan on the books. Developers cannot just come in here and do whatever they please just because they want to. If there was some overriding justification for the changes, that is another issue. There are apparently none stated. Go by the rules or take the building elsewhere! It is the responsibility for the city to support the integrity of North Central and not the whims of some developer.

Kal Miller  
North Central Resident

**From:** [rhodges974@aol.com](mailto:rhodges974@aol.com)  
**To:** [Sarah Stockham](mailto:Sarah.Stockham@phx.az.gov)  
**Cc:** [rhodges974@aol.com](mailto:rhodges974@aol.com)  
**Subject:** PROPOSED ZONING CHANGED FOR PARCEL AT 7TH STREET AND COLTER  
**Date:** Thursday, September 1, 2022 3:03:21 PM

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I have lived in North Central Phoenix area since 1967 and have always loved its suburban ambience, particularly the many almost-traffic-free streets and the segregation of high-density construction and traffic in limited areas.

The proposed zoning change for the parcel at 7th St. and Colter, which would allow the builder to exceed the current and longtime legal restrictions, build buildings of ridiculous height, and create unwanted traffic congestion, adding many safety hazards is **TOTALLY UNACCEPTABLE!**

I urge you in the strongest terms to reject this proposal and vote **NO!!!**

Cordially,

Karen C. Hodges  
515 West Belmont Avenue  
Phoenix 85021

**From:** [Larry Whitesell](#)  
**To:** [Sarah Stockham](#)  
**Subject:** Oppose Z-27-22-6 Zola North Central OUD  
**Date:** Thursday, September 1, 2022 9:05:53 AM

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Dear Chairman Swart and Committee Members –

This email states the reasons that I am opposed to the application for the Zola North Central PUD (Z-27-22-6). In short, there is no valid reason, based on the betterment of the neighborhood and overall community, for the subject site to be zoned PUD. The parcels are not oddly shaped, of two or more zoning designations, a problematic location, or any other factor that might justify a PUD.

In addition, these parcels can be developed using the existing C-2 zoning designation and still provide goals stated in the applicant's narrative: More housing inventory, more patrons for local businesses including restaurants, and more pedestrian friendly.

Using the existing zoning will also comply with the General Plan provision of preserving neighborhood character and certainty (General Plan, pgs 104-108).

At the informational presentation in June, Mr. Wood stated in rebuttal:

1. There is a crisis in housing

However, on August 25, 2022, AzFamily News reported that Phoenix is nearly halfway to the goal of creating 50K housing units by 2030, but that most of the new housing has been market-price housing (16,776 units) not affordable (960 units). This proposed project does not contribute to the variety in housing types that the narrative states.

2. The subject site is appropriate for high density housing because 7<sup>th</sup> St is a major arterial

However, Colter is not. It is a minor collector street at best. It is not like 7<sup>th</sup> and Camelback (major arterial), or even 7<sup>th</sup> and Missouri (arterial). According to the Phoenix Traffic Engineering Department, Colter is being planned as a segment of the multimodal network. Yet, the development has not heeded the directive, "There shall be no permitted vehicular access to Colter Street." (1<sup>st</sup> and 2<sup>nd</sup> narrative review)

3. The size of the parcel, cost of land, labor and materials requires this density

However, Mr. Wood stated during the first neighborhood meeting that "The Applicant is paying a premium price for the property **with the understanding that the property will be fully entitled** for the development of the Project upon closing." (1<sup>st</sup> Neighborhood Meeting notes written and submitted by Mr. Wood) Apparently, the applicant made the assumption, or was given assurance, that this proposal would be "green-lighted" through the approval process. How could the applicant have enough "understanding" to assume the risk of paying a "premium price for the property?"

Throughout the application process, this proposed project has referenced the Walkable Urban Code. (2<sup>nd</sup> Narrative Submission, March 30, 2022, pg 6) It is clear

that Mr. Wood believes that this project is better suited for areas within the boundaries of Transportation Oriented Districts. On that we can agree.

Please carefully consider these comments among the many others that have been submitted by neighbors who oppose this out of character project.

Thank you,

Larry Whitesell, Co-chair  
the PEAK NA  
602-370-8453

**From:** [Monica Osselaer](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Thursday, September 1, 2022 3:17:44 PM

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Dear Chairman Swart and Camelback East VPC Members,

As a North Central home owner, we are concerned, this parcel is currently zoned for multi-family development and why does the developer need egregious exceptions in height, density and setbacks vs. what is currently allowed.

Ingress/Egress solely off of Colter will create traffic congestion, safety hazards especially in light of the future changes on Colter to be multi-modal.

If approved this will completely change the character of Uptown No. Central with the excessive height and density.

The requested zero setbacks will negatively impact the property values of the condos to the east, as well as a enormous parking garage.

Sincerely ,  
Monica Osselaer  
North Central Homeowner

**From:** [Sue Rhoads](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Mike Freret](#); [Andy Rogers](#); [Anna Lee Speer](#); [Larry Whitesell](#)  
**Subject:** Opposition Petition r/t Zola Central-Petitions  
**Date:** Thursday, September 1, 2022 8:27:03 AM  
**Attachments:** [9-1-2022 Opposition Petitions to current date.pdf](#)

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Please include the attached signed opposition petitions in the upcoming 9/6 Camelback East Village Planning Committee Meeting representing the voice of approximately 180 neighbors that would be **negatively** impacted by this project. We will continue our petition drive through and up to the November 2nd City Council Hearing in order to provide neighbors a voice in this important decision that will impact adjacent neighborhoods for **many years** to come, in addition to setting a **trend for future** building/development projects.

Thank you for your consideration.

Sincerely,

Sue Rhoads

5129 N. 6th Street

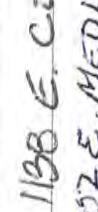
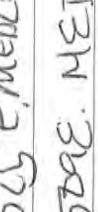
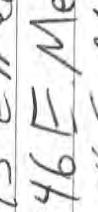
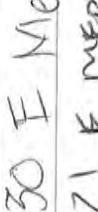
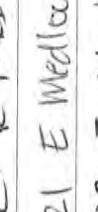
(602) 531-1066

A Signature represents opposition to the application to amend zoning located northeast corner of 7th Street and Colter Street from C2 to PUD as currently proposed. Opposition is based on height, density, setbacks encroaching on city streets (7th Street and Colter), and overall lack of harmony with the surrounding neighborhoods.

DATE	PRINT NAME	SIGNATURE	ADDRESS	INFORMATION
1 8/26/22	Timothy Turner	Timothy Turner	32 E Orange Dr	Phx 85012
2 8.25.22	KENT SEACAT	Kent	31 E. Orange Dr.	Phx 85012
3 8/26/22	Regina Seurat	Regina Seurat	37 E Orange Dr	Phx 85012
4 8/31/22	Erika Fernandes	Erika Fernandes	9 E Orange Dr.	Phx 85012
5 8/29/22	Jeff N. Moore	Jeff N. Moore	10 E Orange Dr	Phx 85012
6 8/25/22	Gail Williams	Gail Williams	10 E Orange Dr	Phx 85012
7 8/25/22	Elizabeta Postma	Elizabeta Postma	248 E Orange Dr	Phx 85012
8 7/25/22	STEVE Postma	Steve Postma	248 E. ORANGEDR. Phx 85012	
9 8/26/22	Dana Day	Dana Day	231 E Orange Dr	Phx 85012
10 8/28/22	Dolly Emmett	Dolly Emmett	5316 71. 9 St.	Phx 85014
11 8/28/22	Susan Williams	Susan Williams	5316 N 9 St	Phoenix 85014
12 8/28/22	Tam Virk	Tam Virk	930 E Vermont Ave	Phoenix 85014
13 8/28/22	Ryan C.	Ryan C.	5312 N 9th St	Phoenix AZ 85014
14 8/28/22	Kristin Zink	Kristin Zink	5320 N 9th St	Phoenix, AZ 85014
15 8/28/22	Helene H. West	Helene H. West	936 E. Vermont Av.	Phoenix 85014
16 8/28	Chris Virgils	Chris Virgils	930 E. Vermont Ave.	Phoenix, 85014
17 8/28	Shawntae Reed	Shawntae Reed	926 E Vermont Ave	Phoenix 85014
18 8/28	Joy Fisher Varone	Joy Fisher Varone	211 E. Orange Drive	Phoenix, AZ 85012
19 8/28	Unde Fishelder Varone	Unde Fishelder Varone	221 E. Orange Dr	Phoenix, AZ 85012
20 8/28	Andy Stone	Andy Stone	252 E. Orange Dr	Phoenix, AZ 85012

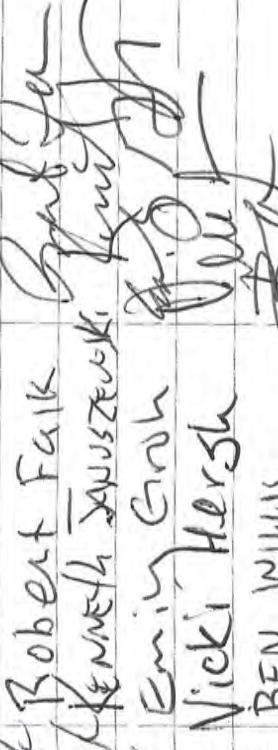
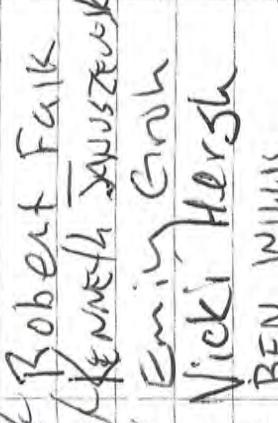
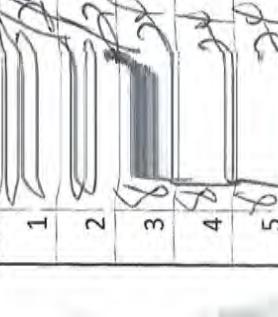
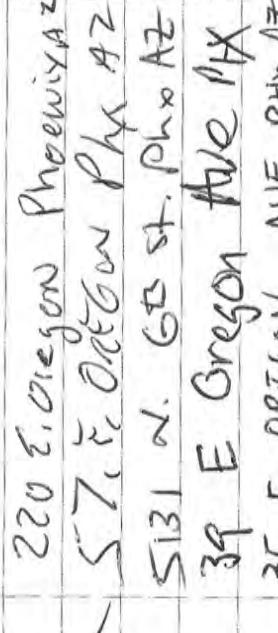
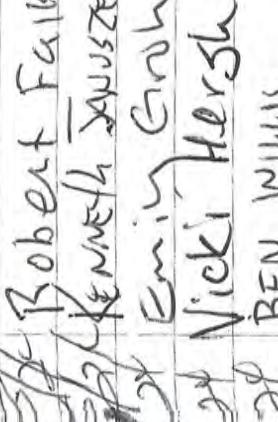
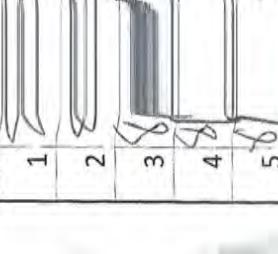
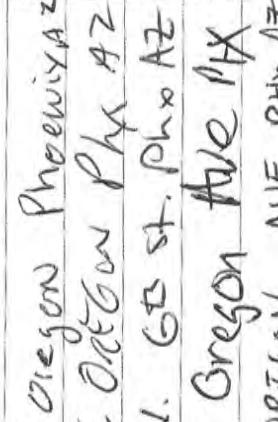
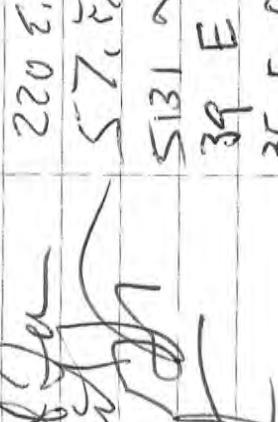
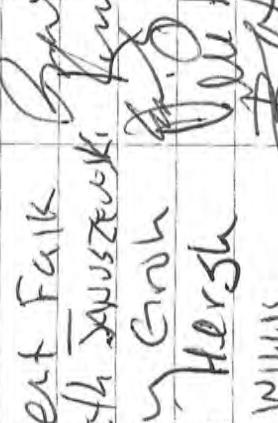
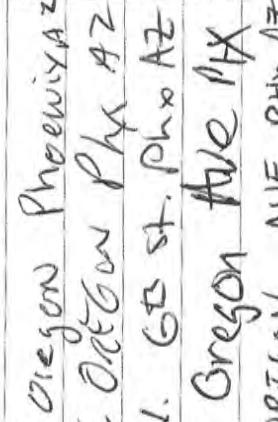
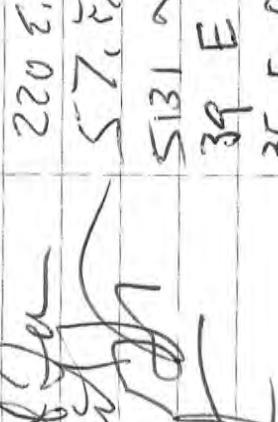
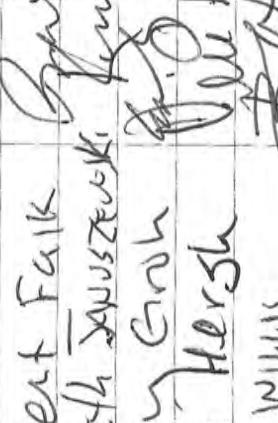
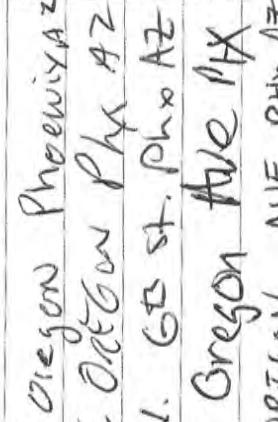
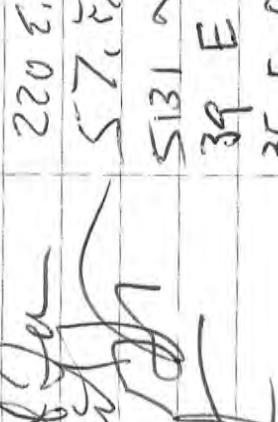
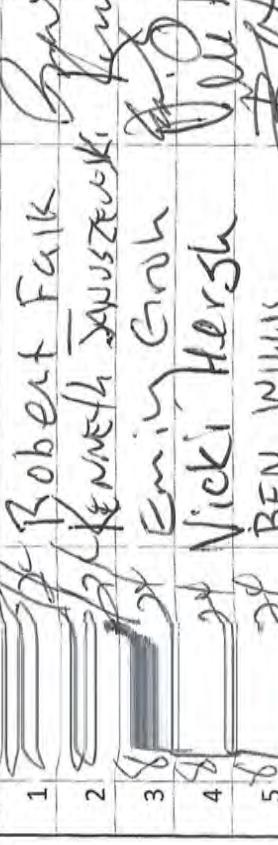
A Signature represents opposition to the application to amend zoning ordinance located northeast corner of 7th Street and Colter Street from C2 to PUD as currently proposed. Opposition is based on height, density, setbacks encroaching on city streets (7th Street and Colter), and overall lack of harmony with the surrounding neighborhoods.

DATE	PRINT NAME	SIGNATURE	ADDRESS	INFORMATION
1 8/28	Andrea Spivey	Andrea Spivey	252 E. Orange Dr. Phoenix, AZ 85012	
2 8/28	Mary Ann Long	Mary Ann Long	2415 Orange Dr. Phoenix, AZ 85012	
3 8/28	Leanne Isom	Leanne Isom	301 E. Orange Dr. Phoenix, AZ 85012	
4 8/28	Taylor Noland	Taylor Noland	301 E. Orange Dr. Phoenix, AZ 85012	
5 8/28	Jane Bolster	Jane Bolster	317 KE Orange Dr. Phoenix, AZ 85012	
6 8/28	Dreama Bolster	Dreama Bolster	317 E. Orange Dr. Phoenix, AZ 85012	
7 8/28	Reagan Jacobs	Reagan Jacobs	339 E. Orange Dr. Phoenix, AZ 85012	
8 8/28	Brooke Raetz	Brooke Raetz	347 E. Orange Dr. Phoenix, AZ 85012	
9 8/28	Paige Raetz	Paige Raetz	347 E. Orange Dr. Phoenix, AZ 85012	
10 8/28	Nancy Maxwell	Nancy Maxwell	347 E. Orange Dr. Phoenix, AZ 85012	
11 8/29	Chase Mather	Chase Mather	354 E. Orange Dr. Phoenix, AZ 85012	
12 8/29	Brooke Mather	Brooke Mather	354 E. Orange Dr. Phoenix, AZ 85012	
13 8/29	Jodi Long	Jodi Long	350 E. Orange Dr. Phoenix, AZ 85012	
14 8/29	Don Long	Don Long	350 E. Orange Dr. Phoenix, AZ 85012	
15 8/29	Tamaria Long	Tamaria Long	350 E. Orange Dr. Phoenix, AZ 85012	
16 8/29	Nancy Long	Nancy Long	350 E. Orange Dr. Phoenix, AZ 85012	
17 8/29	Kae Ann Long	Kae Ann Long	350 E. Orange Dr. Phoenix, AZ 85012	
18 8/29	Timothy Thomas	Timothy Thomas	334 E. Orange Dr. Phoenix, AZ 85012	
19 8/29	Christa Stevens	Christa Stevens	314 E. Orange Dr. Phoenix, AZ 85012	

DATE	PRINT NAME	SIGNATURE	ADDRESS	INFORMATION
1 8/13/22	Betty Hughes		515 E. Medlock	515 E. Medlock
2 8/13/22	Rebecca Hughes		515 E. Medlock Dr.	
3 8/24/22	Jennifer Hughes		515 E. Medlock Dr	
4 8/24/22	PATRICIA HUGHES		1138 E. COLTER	
5 8/24/22	SANDRA HUNTER		502 E. MEDLOCK DR.	
6 8/24/22	CRISTIN DURINCKX		525 E. MEDLOCK DR.	
7 8/4/22	Michael Durinckx		525 E. MEDLOCK DR	
8 8/24	Jenny Nasra		520 E. MEDLOCK DR	
9 8/25	Robert Benkene		345 E. MEDLOCK DR	
10 8/25	Ken Moesran		345 E. MEDLOCK DR.	
11 8/15/22	Suzanne Dohner		346 E. MEDLOCK DR.	
12 8/23/22	Stan Watts		346 E. MEDLOCK DR.	
13 8/25/22	Carly SmithCannella		334 E. MEDLOCK DR.	
14 8/25/22	Jesse Keever		321 E. MEDLOCK DR.	
15 8/24/22	Lindsay Keever		321 E. MEDLOCK DR.	
16 8/24/22	Roxanna Patterson		203 E. MEDLOCK DR.	
17 8/25/22	Ally Bell		203 E. MEDLOCK DR.	
18 8/25/22	Laura Corbin		211 E. MEDLOCK DR.	
19 8/25/22				corbindiferiched@gmail.com

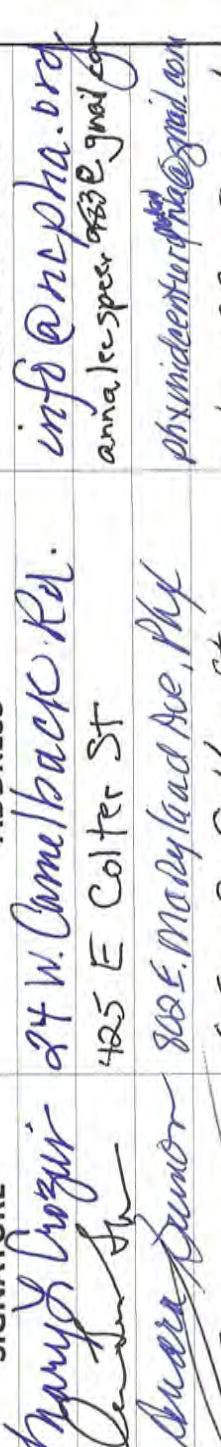
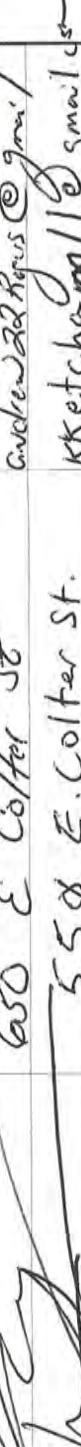
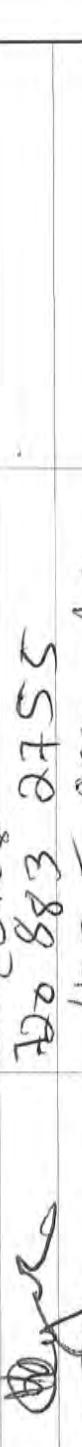
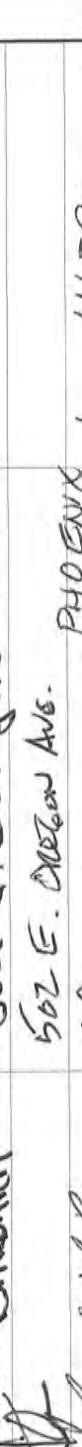
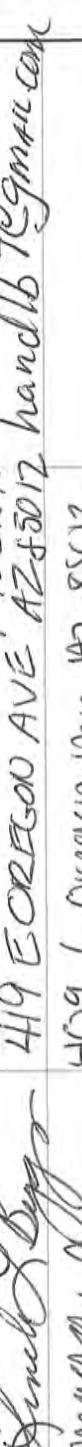
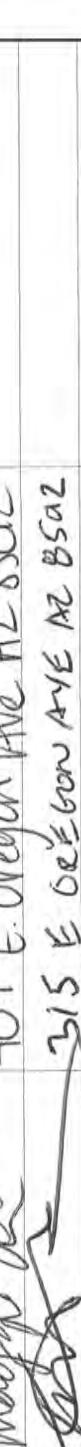
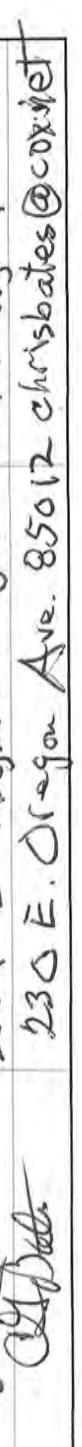
20	8/25	Jenny Poldansen	Quiffey	241 E. Medlock Dr.	Phx AZ 85012
21	8/25	Michelle Khatzi	Quinn Khu	340 E. Medlock Dr.	Phx AZ 85012
22	8/25	Angelina Bull	Reyn Due	510 E. Medlock Dr.	Phx AZ 85012
23	8/25	Sebastian Cole	Jefferson Cole	510 E. Medlock Dr.	Phx AZ 85012
24	8/26	Michael Fischer	Mijo	18 E. Colter St	Phx, AZ 85012
25	8/26	Judy Jurate	Mijo	427 E. Georgia Street	85012
26	8/27	Jane Smith	Jane & Smith	226 E. Medlock Dr.	Phx 85012
27	8/27	Del Smith	Del & Smith	226 E. Medlock Dr.	Phx 85012
28	8/27	Randy West	Randy West	5334 N Lt 1428 Cr	Phx 85012
29	8/27	Christophe Lanty	Christophe Lanty	233 E. Phoenix Ave	Phoenix 85012
30	8/27	Maureen Tuskai	Maureen Tuskai	251 E. Medlock	Phx 85012
31	8/29	Mark Ervin	Mark Ervin	322 E. Medlock Dr	Phx 85012
32	8/29	V. Maureen Mackey	V. Maureen Mackey	316 E. Medlock	Phx 85012
33	"	Mike Mackey	Mike Mackey	316 E. Medlock Drive	Phx 85012
34	8/29	Mitchell Teerberg	Mitchell Teerberg	234 E. Medlock Dr.	Phx 85012
35	8/29	Benjamin Ferguson	Benjamin Ferguson	214 E. Medlock Dr	Phx 85012
36	8/29	Triz	Triz		
37	8/29	Elizabeth Ellis	Elizabeth Ellis	210 E. Medlock Dr	Phx 85012
38	"	James Ellis	James Ellis	210 E. Medlock Dr	Phoenix 85012
39	8/29	Jessica Clark	Jessica Clark	5534 N. 4th St	85012
40	8/29	Chloe Clark	Chloe Clark	5534 N. 4th St	85012

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DATE	PRINT NAME	SIGNATURE	ADDRESS	INFORMATION
1	Robert Falk		220 E. Oregon	Phoenix, AZ
2	Kenneth Younce		57 E. Oregon	Phoenix, AZ
3	Emily Grish		5131 N. 65 St.	Phoenix, AZ
4	Vicki Hersh		39 E. Oregon Ave	Phoenix, AZ
5	BEN WILLIS		35 E. OREGON	AVE PHX, AZ
6	Cora Perez		30 E. Colter St	Phoenix, AZ 85012
7	MARY PAROT		34 E. COLTER ST	PHX, AZ 85012
8	Barry Oleksak		35 E. Colter St	PHX, AZ 85012
9	Jeffrey Warr		35 East Colter Street	Phoenix, AZ 85012
10	Hiroyo Tsurimura		48 E. Oregon Ave.	Phoenix, AZ 85012
11	Lesley Long		48 E. Oregon Ave	Phoenix, AZ 85012
12	Seancundra Samphire		208 E. Colter St.	Phoenix, AZ 85012
13	Tim Cline		5130 E. 2nd Street	Phoenix, AZ 85012
14	Sarah Tobiason		214 E. Colter St	Phoenix, AZ 85012
15	Sarah Schaff		230 E. Colter St	Phoenix, AZ 85003
16	Charles Swan		232 E. Colter St	Phoenix, AZ 85012
17	Chase Swan		538 E. Colter St.	
18	Alex Meyers		693 E. Colter St	
19	Ryan Miller		244 E. Pasadena Ave.	
20	Ken Fortino		250 E. Pasadena Ave.	

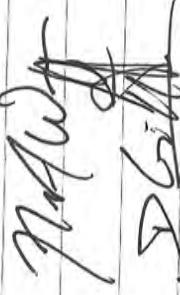
DATE	PRINT NAME	SIGNATURE	ADDRESS	INFORMATION
18/24	Nancy Paisley	Nancy Paisley	50 E. Oregon Ave	ProjectHousing.net
28/24	W. Linda Colter	W. Linda Colter	50 E. Oregon Ave	7th
3 8/24	Christy Castille	Christy Castille	56 E. Oregon Ave	7th
4 8/24	Court Reed	Court Reed	15 E. Colter St.	
5 8/24	Jonathan Smith	Jonathan Smith	17 E. Colter St.	
6 8/24	John B. Howard	John B. Howard	17 E. Colter St.	
7 8/24	Carroll Ulrich	Carroll Ulrich	29 E. Colter	
8 8/24	Susan H. Hilditch	Susan H. Hilditch	33 E. Colter St	
9 8/24	Bruce Henslow	Bruce Henslow	46 E. Colter	
10 8/24	Jennifer McGuire Henslow	Jennifer McGuire Henslow	46 E. Colter St.	
11 8/25	Creek T. Price	Creek T. Price	303 E. Colter	
12 8/25	Oscar T. Price	Oscar T. Price	501 E. Colter	
13 8/25	Kristin Husain	Kristin Husain	507 E. Colter	
14 8/25	Anne Husain	Anne Husain	507 E. Colter St.	
15 8/25	Larry Elkins	Larry Elkins	601 E. Colter St.	
16 8/25	Dawn Daupine	Dawn Daupine	601 E. Colter St.	
17 8/25	Jeff STA	Jeff STA	693 E. Colter St.	
18 8/25	Robert M. Lee	Robert M. Lee	109 E. Colter St	
19 8/26	Larry Stark	Larry Stark	215 R Pasadena Ave	
20 8/26	Susannah Wear	Susannah Wear	251 E. Pasadena Ave	

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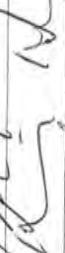
DATE	PRINT NAME	SIGNATURE	ADDRESS	INFORMATION
1 9/22	Mary Conzler		24 W. 7th St. 24 W. Colter Rd.	info@onealpha.org annaloesper@zmail.com
2 8/22/22	Anna Lee Speer		425 E Colter St	
3 9/22	Sandra Giesow		802 E. Mahlyland Ave, Phoenix	phx.mahlyland@gmail.com
4 8/22/22	Bobbi Foss		650 E Colter St	garden22@gmail.com/123@gmail.com
5 8/22/22	Anthony Kershaw		558 E. Colter St.	Ketcham@gmail.com
6 8/22/22	Leesa Whittlesey		712 N 20th St Phoenix	
7 8/22/22	Susan Throop		5729 N. 6th St Phoenix	suchboards@cox.net
8 8/22/22	Bethany Rutherford		908 E. Oregon Phoenix	casualnow@cox.net
9 8/22/22	Ray Giesow		508 E Oregon	
10 8/22/22	Robert Segebe		720 883 2755	
11 8/22/22	Beth Ann Mihalek		427 E. Oregon Ave.	
12 8/23/22	Barbara Graham		502 E. Oregon Ave.	
13 8/23/22	Kenneth L. Graham		419 E OREGON AVE AZ 85012	PHOENIX
14 8/23/22	Linda Breton		409 E. Oregon Ave AZ 85012	
15 8/23/22	Maggie Olson		315 E Oregon Ave AZ 85012	
16 8/23/22	Tim Gosselin		304 E. Oregon Ave AZ 85012	
17 8/23/22	Kelli Newsome		Kelli.lyn@gmail.com	
18 8/23/22	Tennise Delgado		232 E Oregon Ave Phoenix 85012	houdej@hotmail.com
19 8/23/22	James A. Bates		207 E Oregon Ave. 85012	James.A.Bates@az.az.gov
20 8/23	C.G. Bates		235 E. Oregon Ave.	christbates@cox.net

DATE	PRINT NAME	SIGNATURE	ADDRESS	INFORMATION
1 8/25	Robert B. Porlock	Robert B. Porlock	340 E Pasadena	
2 8/25	Arlene J. Conway	Arlene J. Conway	515 E Pasadena Ave	
3 8/25	Shawne Raynes	Shawne Raynes	501 E Pasadena Ave	
4 8/29	Yvonne T. Rose	Yvonne T. Rose	5023 E N 6 St.	
5 8/29	Diane Stegall	Diane Stegall	50336 N. 6th St.	
6 8/29	John Conin	John Conin	322 E. Garden Dr.	
7 8/29	Manyumath. Kotthay	Manyumath. Kotthay	5312 N. 6th St. AZ 85012	
8 8/29	Peter L. Craig	Peter L. Craig	5302 N. 6th St. AZ	
9 8/29	Dwight Wholt	Dwight Wholt	427 E. Georgia Ave	
10 8/29	H. H. & Noble	H. H. & Noble	303 E. Georgia	
11 8/29	Tosifina Knoll	Tosifina Knoll	303 E. Georgia	
12 8/29	Geoffrey Knoll	Geoffrey Knoll	303 E. Georgia	
13 8/29	Frank Wholm	Frank Wholm	201 E. Georgia	
14 8/29	John Bell	John Bell	6311 N 2nd St Phoenix	
15 8/29	Lisa Bollinger	Lisa Bollinger	5315 N. 2nd St Phoenix	
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DATE	PRINT NAME	SIGNATURE	ADDRESS	INFORMATION
1 8/16/22	Nicholas Weare		251 E. PASADENA Ave.	
2 08/26/22	Anne Samyn		305 E. PASADENA AVE	
3 08/26/22	Dominick Grilups		305 E. PASADENA Ave	
4 8/26/22	Michael Goldstein		351 E Pasadena Ave	
5 8/26/22	Ric A. Peterson		550 E Colter St.	
6 8/28/22	Patra Boosalis		425 E. Colter St.	
7 8/29/22	Clair Haines		5305 N. 6th St.	
8 8/29/22	Kyle Haines		5305 N. 6th St.	
9 8/29/22	Ryan Ewinkie		<del>515 E. Georgia Ave</del>	
10 8/29/22	Sarah Ewing		515 E. Georgia Ave	
11 8/29/22	Craig Weeks		51 E Georgia Ave	
12 8/29/22	Terry Burke		231 E Georgia Ave	
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DATE	PRINT NAME	SIGNATURE	ADDRESS	INFORMATION
1 8/12/11	Rawl Salido		239 E Medlock Dr	salidovad@gmail.com
2 8/29/11	Belen Grahm		303 E Medlock Dr	belen.grethe@gmail.com
3 8/29/11	Brock Thompson		321 E Medlock Dr	BrockThompson@cox.net
4 8/30/11	Amy Donohue		16 W Pasadena	alyousanyc@gmail.com
5 8/30/11	Greg Sweet		5145 N 2nd St	gsweet25145@gmail.com
6 8/30/11	Carolyn Butler		911 E Orange Dr.	carbuter127@gmail.com
7 8/30/11	Mike Felien		9322 N. 1st St.	Mike.Felien@gmail.com
8 8/30/11	Matthew Newmain		77 East Missouri #71	MNewmain7771@gmail.com
9 8/30/11	Joe Thornton		335 EAST PASSAIC	
10 8/30	Kathlene Hansen		520 E. Medlock Dr.	85012
11 8/30	RAMON DeGODIN		520 E. MEDLOCK DR 85012	
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DATE	PRINT NAME	SIGNATURE	ADDRESS
INFORMATION			
1	6 Brookberry Shucks	K. Shucks	240 E Orange Dr, Phx, AZ 85012
2	2022 Britton Shucks		240 E. Orange Dr, Phoenix, AZ 85012
3 8/29	Patrick Teybus	Patrick Teybus	236 E orange Dr, Phx, 85012
4 8/29	Nancy Alleson Hayes Gleason	Nancy Alleson Hayes Gleason	230 E Orange Dr, Phoenix, AZ 85012
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**From:** [Brad Hansen](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Alex Schlegel](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Friday, September 2, 2022 10:10:18 AM

---

Dear Chairman Swart and Camelback East VPC Members,

I am opposed to this request for rezoning as presented. My primary reason for opposition is that it violates the General Plan and is out of context with the surrounding neighborhood. If approved, this will completely change the character of Uptown North Central where my business is and where I live.

Efforts to work with the developer have been ignored which sends a warning sign that they have no desire to do what's best for the community. Let's send a message to all developers that this neighborhood will not tolerate trying to change current zoning for their own benefit at a cost to the community.

Thank you for continuing to protect the interest of North Central Phoenix.

Sincerely,

***Bradley Hansen***  
**Hansen Mortuary, Inc.**  
**602.944.1561**  
**Fax: 602.944.0302**  
**Email: [bradh@hansenm.com](mailto:bradh@hansenm.com)**

**From:** [John Raffa](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Friday, September 2, 2022 6:53:56 AM

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Greeting, Dear Chairman Swart and Camelback East VPC Members.

reasons I do not want this development to move forward.

1. This parcel is currently zoned for multi-family development and why does the developer need egregious exceptions in height, density and setbacks vs. what is currently allowed
2. Ingress/Egress solely off of Colter will create traffic congestion, safety hazards especially in light of the future changes on Colter to be multi-modal.
3. If approved this will completely change the character of Uptown No. Central with the excessive height and density
4. The requested zero setbacks will negatively impact the property values of the condos to the east, as well as a enormous parking garage
5. Collaborative efforts to work with the developer and the developer's representative have been ignored
6. We are not against new development but this proposed PUD is in violation of the General Plan and is out of context with the surrounding neighborhood.

Thank you for your continued support in protecting the integrity of North Central.

John Raffa  
137 E Tuckey Ln

**From:** [Kiffie Robbins](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Friday, September 2, 2022 8:54:19 AM

---

Dear Chairman Swart and Camelback East VPC Members:

We have lived in Uptown North Central for the last 25 years, 21 of which have been in our current home. We know that development will continue, however we are absolutely opposed to Z-27-22-6 Zola North Central for a multitude of reasons. Our community continues to be an area in high demand, and new developments need to be in keeping with the current zoning restrictions.

This parcel is currently zoned for multi-family development. Why does the developer need egregious exceptions in height, density, and setbacks vs what is currently allowed?

Ingress/Egress solely off of Colter will create traffic congestion and multiple safety hazards especially in light of the future changes on Colter to be multi-modal.

If approved, this will completely change the character of Uptown North Central with the excessive height and density. The requested zero setbacks will negatively impact the property values of the condos to the east, as well as add an enormous parking garage.

Multiple neighborhood associations and community members have attempted to work with the developer over the last few months to address these issues and have the proposed complex redrawn to reflect the current zoning and have been ignored by the developer and the developer's representative. It is clear they do not wish to work with the community they wish to build in

We are not against new development but this proposed PUD is in violation of the General Plan and is out of context with the surrounding neighborhood.

We are vehemently against this PUD in its current state.

Thank you for your continued support in protecting the integrity of North Central.

Sincerely,

Kiffie Robbins

522 W Rose Lane - Phoenix, AZ 85013

602-527-0753

**From:** [Stan Evans](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Opposition to Z-27-22-6 Zola North Central  
**Date:** Friday, September 2, 2022 12:43:17 PM

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We are very strongly opposed to the proposed hi-rise apartment project at 7th Street and Colter in Phoenix. We are told it is already zoned for multi-family projects, and no need to exceed the prior general plan, as it would negatively impact the historic nature of the North Central Phoenix neighborhood. With no set-back proposed, it will be totally out of context with the neighborhood. The increased height exemption totally violates the character of quiet enjoyment by existing property owners in the area. Ingress/egress proposal would create negative traffic impact. This requested exemption to existing Phoenix zoning standards should be denied.

Stanley Evans  
35 East San Miguel  
Phoenix, AZ 85012

**From:** [David Hohman](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** RE: Z-27-22-6 Zola North Central  
**Date:** Friday, September 2, 2022 1:00:50 PM

---

Dear Chairman Swart and Camelback East VPC Members,

My wife, Jennifer, and I are area residents and homeowners who are strongly in opposition to the rezoning of the property at 7th St and Colter from C-2 (Intermediate Commercial) to PUD (Planned Unit Development). We have been Central Phoenix residents since moving here in 2012. We are in our third house in the area, now also with our 4 year old son and we do love being in this part of town. Our home is near 7th Ave and Northern and I commute to the Biltmore area daily for work -- this change in zoning will impact a route in an area I travel regularly and shop/dine in frequently (both summer and winter). I read the Zola proposal and, while I appreciate the efforts of the team at Zom Living to assuage the impacts of rezoning this parcel, **I am against changing the zoning at this time.**

This is an established area that, I feel as a resident, is quite well balanced in terms of commercial and residential utilization and I would like it preserved. As our roads are already constructed and no new natural stoplight locations exist near this proposed project, my concern is that the pointed impact of this development will have a negative effect on an already busy 7th/Camelback and 7th/Missouri intersections, as well as 7th Street traffic overall. As the natural SR-51 freeway entrances for these residents will be Highland and Colter, I also believe Colter is a one-way westbound on the west side of 7th Street -- so it doesn't really offer an outlet for residents leaving the apartments. I am concerned that their traffic impact information is limited only to the immediate street front in such a urban project design. Bus service will not alleviate the traffic nor will the nearest light rail service at Central/Camelback. In short, I feel the impact of the traffic related to this apartment project is not being presented -- as if this were an apartment out in the farm fields of Gilbert -- and that is alarming in this proposal. The development of the similar Vela high-density project SE of the Camelback and 7th St intersection less than ten years ago has already added vehicular congestion to this intersection, which is a cause of traffic along both streets (especially northbound 7th on weekday afternoons). We have numerous new apartment/condo projects under construction now on 19th Ave/Camelback; 7th Ave/Camelback; Central/Camelback; and Indian School/Central -- however, this proposal differs from these projects in that there is not light rail service near the project. The neighborhood is going to absorb these impacts 100%. As this parcel is currently serving as a school campus and other plots with similar zoning are hosting successful businesses on 7th, I see no value to rezoning at this time. Especially to a five-story structure when the area is two-story at most (including the apartment complex on the south side of Colter at 7th St). We

are going to have more people coming into the area as I am sure more of these developments are unavoidable. However, with all the existing higher density construction in progress, 7th Street and Colter is not the area we need to drop in a 5-story apartment right now. I think the best course of action is to let these other projects finish; realize the impact; then reconsider such a drastic rezoning at this 7th/Colter parcel in a few years. Perhaps comparison on the impact of the Alta North Phoenix (7th Street South of Maryland) that was recently constructed would be useful to review as a real-life impacts of these zoning changes along 7th.

Thank you, David Hohman 611 W Augusta Ave Phoenix, AZ 85021