



## Arizona Restaurant Association

3333 E. Camelback Road, Suite 285, Phoenix, AZ 85018

February 13, 2020

Ms. Julianna Pierre  
Planning & Development Department  
City of Phoenix  
200 W. Washington Street, 2<sup>nd</sup> Floor  
Phoenix, Arizona 85003

**RE: PHO Nos: Z-4-10 & Z-41-94**

Dear Ms. Pierre:

I am writing in support of the Hillstone Restaurant Group and their proposed new restaurant at 3101 E. Camelback Road.

I know this property well as our association headquarters is just a few blocks to the east and I visited the former establishment located there on a frequent basis. I understand there is strong support for Hillstone's new restaurant by a diverse group of neighbors and businesses. In my 18 years of leading the Arizona Restaurant Association, I can assure you that Hillstone rises to the top of performing restaurants on a variety of fronts, but most importantly, their outstanding reputation as it relates to community awareness.

Being in the restaurant business today is harder than it has ever been which is often attributed to labor and food costs, increased competition and new technology. Building a new restaurant is no small feat and the proposed restaurant for this site is considerably smaller and more accommodating than the existing structure as it takes up a smaller footprint and accommodates more parking. Moreover, the ingress/egress as proposed will make the traffic flow easily and without distraction to the neighborhood. To place additional requirements on this proposed restaurant is both unnecessary and costly.

I am confident that the leadership at Hillstone will ensure this restaurant concept will not only complement the neighboring community but will also make it a cherished establishment like their other restaurant locations in the Phoenix area.... and contribute to Arizona's \$14 billion dollar restaurant economy.

Thank you for giving Hillstone every consideration as their proposal moves through your process. If I can be of service or answer any questions, please feel free to contact me at 602-307-9134 with any questions.

Sincerely,

Steve Chuceri  
President and CEO

Arizona Restaurant Association  
3333 E. Camelback Rd., Ste. 285, Phoenix, AZ 85018  
P: 602-307-9134 F: 602-307-9139 [azrestaurant.org](http://azrestaurant.org)

## Toombs, Gale

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**From:** Bryce Johnson <Bryce.Johnson@Hillstone.com>  
**Sent:** Wednesday, February 5, 2020 11:38 AM  
**To:** Short, Heidi; Rakesh Patel  
**Cc:** Brian Biel  
**Subject:** FW: 3101 E Camelback

[EXTERNAL]

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FYI

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**From:** Dennis Williams <dwillgolfaz@gmail.com>  
**Date:** Wednesday, February 5, 2020 at 10:50 AM  
**To:** Bryce Johnson <Bryce.Johnson@Hillstone.com>, Martha Williams <rog97ftn@aol.com>  
**Subject:** RE: FW: 3101 E Camelback

Hi Bryce,  
Thanks for sharing. I think the plan looks great and do not understand why anyone would not like it. I think your company has gone above and beyond in your design to fit nicely in the neighborhood.

Good luck,

Dennis Williams  
480.213.9288

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**From:** Bryce Johnson  
**Sent:** Wednesday, February 5, 2020 9:53 AM  
**To:** Dennis Williams; Martha Williams  
**Subject:** FW: 3101 E Camelback

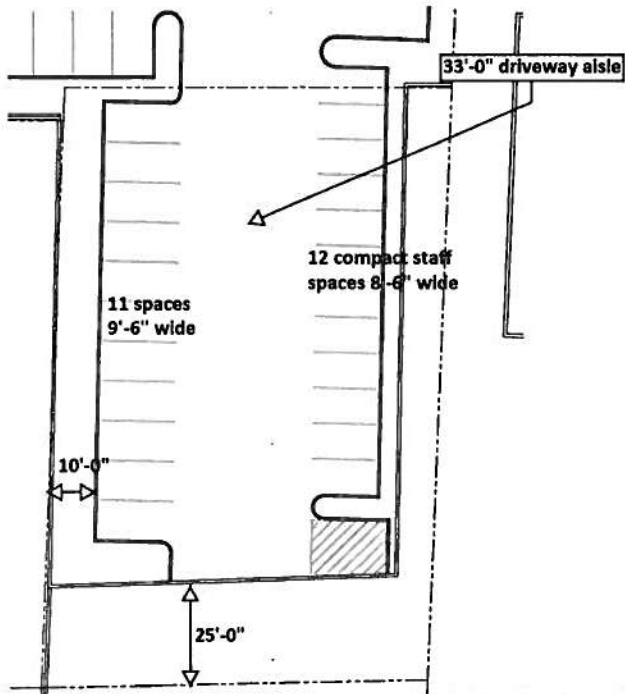
Good morning.  
I am attaching the updated site plan I mentioned below reflecting the change to the P-1 lot layout.  
Please let me know if you have any questions.  
Best,  
Bryce

---

**From:** Bryce Johnson <Bryce.Johnson@Hillstone.com>  
**Date:** Monday, February 3, 2020 at 9:02 AM  
**To:** Dennis Williams <dwillgolfaz@gmail.com>, Martha Williams <rog97ftn@aol.com>  
**Subject:** 3101 E Camelback

Good morning, Martha and Dennis.  
Below is the revised layout for the P-1 lot that we developed based on my recent communication with Angelo. You'll notice we have included a 10' landscape setback on the interior of the west wall and have eliminated tandem parking, which also allowed us to expand the width of the drive aisle from 26' to 33'. We now have 93 total parking spaces, which is significantly more than the 38 spaces required by code.  
Our project architect is working on a revised formal site plan that would show a level of detail (e.g., landscaping) that was on the version you currently have, but I wanted to share this informal version in the meantime.

Please let me know if you have any questions.  
We appreciate your continued support!  
Bryce  
310.413.6141 (mobile)



**Julianna Pierre**

---

**From:** William Fischbach <willfischbach@yahoo.com>  
**Sent:** Tuesday, February 18, 2020 3:06 PM  
**To:** Julianna Pierre  
**Cc:** wel@tblaw.com; azm@tblaw.com  
**Subject:** PHO Application Z-4-10 (Hillstone Restaurant Group)

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Julianna,

I live at 3146 East Coolidge Street, which is in the neighborhood just south of this property. I also serve as the Vice Chair of the Camelback East Village Planning Committee. I am writing to state my full support for this application to modify the stipulations in the above referenced case at the upcoming PHO hearing.

The Hillstone Restaurant Group's work on this project exemplifies the concept of a developer being a "good neighbor" to the surrounding neighborhood. This project will complement the neighborhood by razing the current building and erecting a smaller, lower structure that has the outward look and feel of a mid-century modern home. The smaller building footprint will allow for significantly more onsite parking, which will obviate the need to use the surrounding residential streets for valet parking--which was a significant problem for our neighborhood when Donovan's was open. The new structure will also provide for greater distance between the restaurant and the three residences to the south. These changes are significantly better than another operator simply re-opening the existing Donovan's, which had too little parking and was too close to the neighboring residences.

One need only dine once at the Hillstone Restaurant Group's flagship restaurant down the street to appreciate the developer's dedication to producing a high-quality experience for diners. Our neighborhood would welcome having a similar dining experience within walking distance.

I will likely not be able to attend the PHO hearing, so please forward this e-mail to Adam Stranieri.

Will Fischbach

910.978.0232

## Julianna Pierre

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**From:** Short, Heidi <HShort@lrrc.com>  
**Sent:** Monday, February 17, 2020 6:03 PM  
**To:** Julianna Pierre  
**Subject:** FW: PHO Application Z-4-10 (Hillstone Restaurant Group)

Good evening Julianna, please add the attached correspondence in support to the referenced PHO file. Thanks!

### Heidi Short

Partner  
602.262.0237 office  
602.262.5747 fax  
[hshort@lrrc.com](mailto:hshort@lrrc.com)



Lewis Roca Rothgerber Christie LLP  
201 East Washington Street, Suite 1200  
Phoenix, Arizona 85004-2595  
[lrrc.com](http://lrrc.com) [\[lrrc.com\]](http://lrrc.com)



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to you, matters to us.

[Read \[lrrc.com\]](http://lrrc.com) our client service principles

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**From:** William Fischbach <willfischbach@yahoo.com>  
**Sent:** Monday, February 17, 2020 1:26 PM  
**To:** Short, Heidi <HShort@lrrc.com>; William E. Lally <wel@tblaw.com>  
**Subject:** PHO Application Z-4-10 (Hillstone Restaurant Group)

Dear Heidi and Bill,

I live at 3146 East Coolidge Street, which is in the neighborhood just south of this property. I also serve as the Vice Chair of the Camelback East Village Planning Committee. I am writing to state my full support of this application to modify the stipulations in the above referenced case.

The Hillstone Restaurant Group's work on this project exemplifies the concept of a developer being a "good neighbor" to the surrounding neighborhood. This project will complement the neighborhood by razing the current building and erecting a smaller, lower structure that has the outward look and feel of a mid-century modern home. The smaller building footprint will allow for significantly more onsite parking, which will obviate the need to use the surrounding residential streets for valet parking--which was a significant problem for our neighborhood when Donovan's was open. The new structure will also provide for greater distance between the restaurant and the three residences to the

south. These changes are significantly better than another operator simply re-opening the existing Donovan's, which had too little parking and was too close to the neighboring residences.

One need only dine once at the Hillstone Restaurant Group's flagship restaurant down the street to appreciate the developer's dedication to producing a high-quality experience for diners. Our neighborhood would welcome having a similar dining experience within walking distance.

I will likely not be able to attend the PHO hearing, so please forward this e-mail to City Staff and the PHO Officer for consideration.

Will Fischbach  
910.978.0232

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## Julianna Pierre

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**From:** Ashley Zimmerman Marsh <azm@tblaw.com>  
**Sent:** Tuesday, February 18, 2020 3:23 PM  
**To:** Julianna Pierre; William E. Lally  
**Subject:** FW: Hillstone Restaurant at 31st and Camelback - Z-41-94-6 (PHO-2-19) / Z-4-10-6 (PHO-1-19)

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hi Julianna,

I received the below email and am forwarding to you for the file.

Thank you,

Ashley Zimmerman Marsh | Shareholder | 602.452.2742  
[azm@tblaw.com](mailto:azm@tblaw.com) | [Bio \[tblaw.com\]](http://Bio.tblaw.com) | [vCard \[tblaw.com\]](http://vCard.tblaw.com) | [Website \[tblaw.com\]](http://Website.tblaw.com) | [Practice Areas \[tblaw.com\]](http://PracticeAreas.tblaw.com)



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**From:** Tom Glissmeyer [mailto:tglissmeyer@viawestgroup.com]  
**Sent:** Tuesday, February 18, 2020 2:34 PM  
**To:** Ashley Zimmerman Marsh <azm@tblaw.com>  
**Subject:** Hillstone Restaurant at 31st and Camelback - Z-41-94-6 (PHO-2-19) / Z-4-10-6 (PHO-1-19)

Ashley,

My wife, Melissa, and I own the home located at 4810 N. 31st Place, which is the neighborhood directly south of the Hillstone Restaurant Group's newest location at 31<sup>st</sup> St. and Camelback. We have received several correspondence regarding Hillstone's proposal for a new building and restaurant concept at this location. The new site plan will not only reduce the overall building footprint to allow for additional onsite parking, but will also lower the building height and push the building towards Camelback Rd. away from the neighborhood. These are added benefits from the existing site. Hillstone is a welcome neighbor and we are in full support of its application.

### Tom Glissmeyer

**DIRECTOR OF DEVELOPMENT**

**VIAWEST GROUP**

2390 E. Camelback Rd., Suite 305

Phoenix, AZ 85016

T (602) 957-8300 x115

M (719) 332-2468

[tglissmeyer@viawestgroup.com](mailto:tglissmeyer@viawestgroup.com)

[www.viawestgroup.com](http://www.viawestgroup.com) | [\[viawestgroup.com\]](http://viawestgroup.com) | [LinkedIn \[linkedin.com\]](http://LinkedIn.linkedin.com) | [VCard \[viawestgroup.com\]](http://VCard.viawestgroup.com)

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## Toombs, Gale

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**From:** Bryce Johnson <Bryce.Johnson@Hillstone.com>  
**Sent:** Wednesday, February 5, 2020 6:16 PM  
**To:** Rakesh Patel; Short, Heidi  
**Cc:** Brian Biel  
**Subject:** Fwd: 3101 E Camelback

[EXTERNAL]

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See below from John and my response on access at 31st St.

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**From:** Bryce Johnson <Bryce.Johnson@Hillstone.com>  
**Sent:** Wednesday, February 5, 2020 6:14 PM  
**To:** John Kalil Sr  
**Subject:** Re: 3101 E Camelback

We have looked to reduce that impact a number of ways. Among other things, we are moving our drive over 20' closer to Camelback than the current drive (more like 30' closer depending on the comparative point of measure) and will be installing a "RIGHT TURN ONLY" sign (or "NO LEFT TURN" — your input is welcome) at the exit and painting a right-turn-only directional arrow on the drive.

I'm happy to discuss the 31st St access with you any time, whether over the phone or in person. I'll be in Phoenix Wednesday and could meet there or in Tucson if you're at your facility that day.  
Have a great night.

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**From:** John Kalil Sr <jkalil@kalilbottling.com>  
**Sent:** Wednesday, February 5, 2020 5:53 PM  
**To:** Bryce Johnson  
**Subject:** RE: 3101 E Camelback

Bryce:

Some concern about traffic coming out on 31<sup>st</sup> Street going south through the neighborhood.  
The rest of your plan looks beautiful.

John

---

**From:** Bryce Johnson <Bryce.Johnson@Hillstone.com>  
**Sent:** Wednesday, February 05, 2020 9:55 AM  
**To:** John Kalil Sr <jkalil@kalilbottling.com>  
**Subject:** FW: 3101 E Camelback

Good morning.

I am attaching the updated site plan I mentioned below reflecting the change to the P-1 lot layout.

Please let me know if you have any questions.

Best,

Bryce

---

**From:** Bryce Johnson <[Bryce.Johnson@Hillstone.com](mailto:Bryce.Johnson@Hillstone.com)>

**Date:** Monday, February 3, 2020 at 9:02 AM

**To:** John Kalil <[Jkalil@kalilbottling.com](mailto:Jkalil@kalilbottling.com)>

**Subject:** 3101 E Camelback

Good morning, John.

Below is the revised layout for the P-1 lot that we developed based on my recent communication with Angelo. You'll notice we have included a 10' landscape setback on the interior of the west wall and have eliminated tandem parking, which also allowed us to expand the width of the drive aisle from 26' to 33'. We now have 93 total parking spaces, which is significantly more than the 38 spaces required by code.

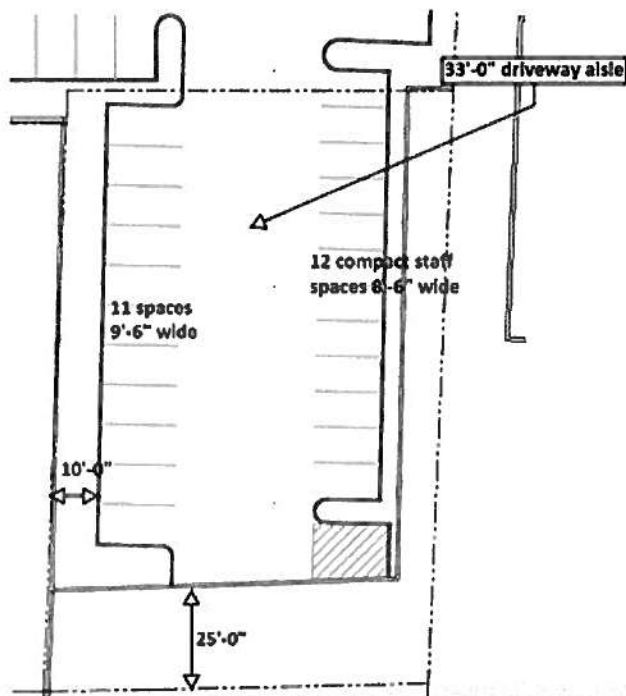
Our project architect is working on a revised formal site plan that would show a level of detail (e.g., landscaping) that was on the version you currently have, but I wanted to share this informal version in the meantime.

Please let me know if you have any questions.

We appreciate your continued support!

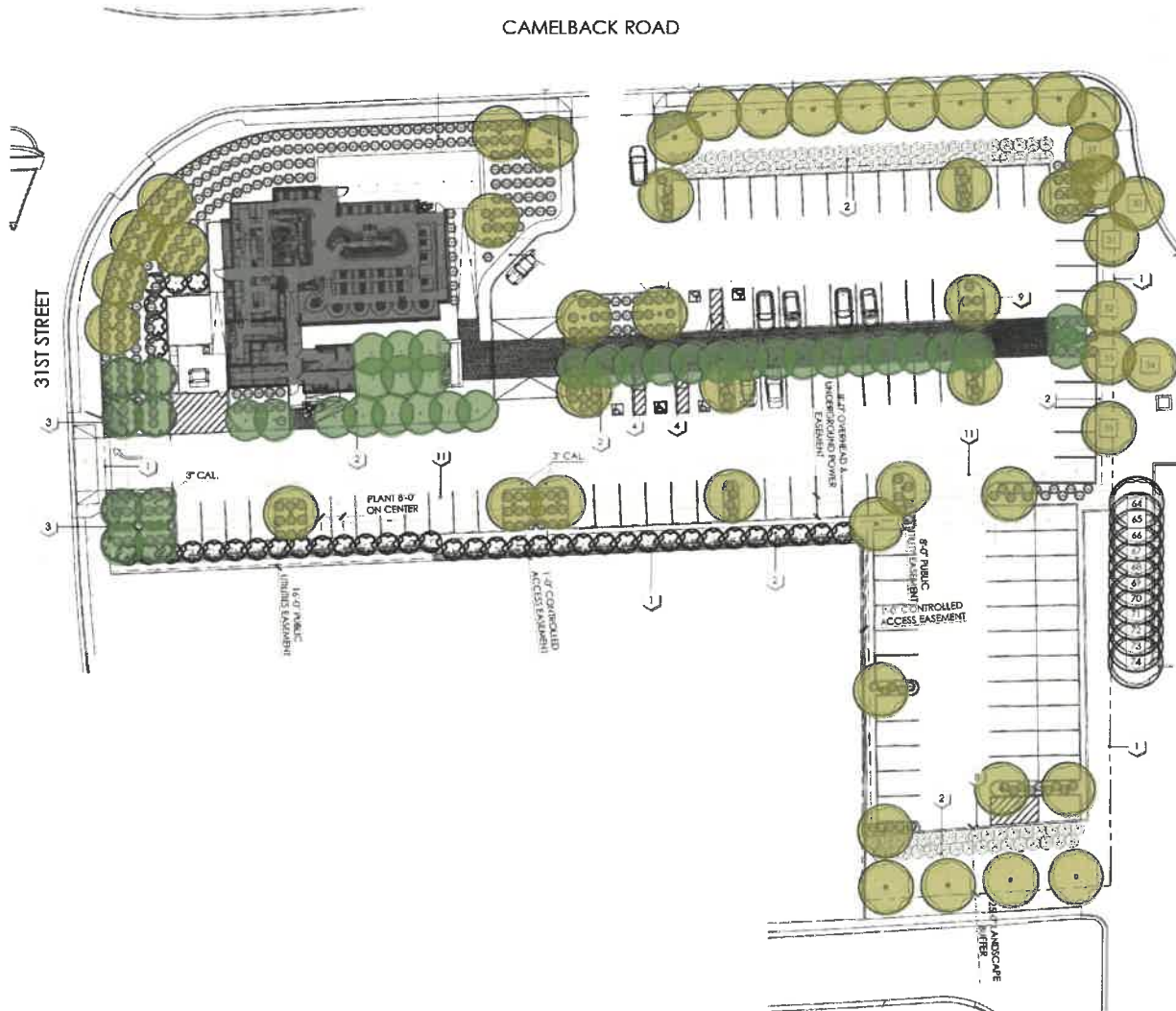
Bryce

310.413.6141 (mobile)



# Hillstone Restaurant Group

Hillstone Restaurant located south of Camelback Road and east of 31<sup>st</sup> Street at 3101 East Camelback Road showing a restaurant of approximately 4,966 square feet with 91 parking spaces and 11 additional tandem spaces for staff (not counted).



By signing below, I hereby state that 3131 Camelback Road LLC supports the site plan shown above, including any zoning approvals required to allow for the development of the parcels as generally shown on the above site plan.

D. Kuo

David Krumwiede, on behalf of  
3131 CAMELBACK ROAD LLC  
3131 E Camelback Rd, Suite 318  
Phoenix, AZ 85016  
Phone: (602) 912-8877  
Email: [dkrumwiede@lpc.com](mailto:dkrumwiede@lpc.com)

## Toombs, Gale

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**From:** Bryce Johnson <Bryce.Johnson@Hillstone.com>  
**Sent:** Tuesday, February 4, 2020 8:20 AM  
**To:** Rakesh Patel; Short, Heidi  
**Cc:** Brian Biel  
**Subject:** FW: 3101 E Camelback  
**Attachments:** image001.png

[EXTERNAL]

Looks like we have continued support from our commercial neighbor to the east.

On 2/4/20, 8:02 AM, "David Krumwiede" <DKrumwiede@LPC.com> wrote:

Bryce, thanks for the update and looks fine to me. Heading to Bottlerock in May. You going? Dave

On Feb 3, 2020, at 9:02 AM, Bryce Johnson <Bryce.Johnson@hillstone.com> wrote:

Good morning, Dave.

Below is the revised layout for the P-1 parcel that we developed based on my recent communication with Angelo Sbrocca, who owns the property to the west of that parcel. You'll notice we have included a 10' landscape setback on the interior of the west wall and have eliminated tandem parking, which also allowed us to expand the width of the drive aisle from 26' to 33'. We now have 93 total parking spaces, which is significantly more than the 38 spaces required by code.

Our project architect is working on a revised formal site plan that would show a level of detail (e.g., landscaping) that was on the version you currently have, but I wanted to share this informal version in the meantime.

Please let me know if you have any questions.

I also understand Rakesh connected with Mike on designing a connection between our properties and they are making good progress. It looks like they have it under control at this point but don't hesitate to call if any questions arise.

We appreciate your continued support!

Bryce  
310.413.6141 (mobile)

<image001.png>



## Toombs, Gale

---

**From:** Bryce Johnson <Bryce.Johnson@Hillstone.com>  
**Sent:** Monday, February 3, 2020 9:35 AM  
**To:** Short, Heidi; Rakesh Patel  
**Cc:** Brian Biel  
**Subject:** FW: 3101 E Camelback

[EXTERNAL]

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FYI.  
The letter of support we received from Martha and Dennis appears to hold firm. They own the property that borders the access drive to 31<sup>st</sup> St.

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**From:** Martha Williams <rog97ftn@aol.com>  
**Date:** Monday, February 3, 2020 at 9:31 AM  
**To:** Bryce Johnson <Bryce.Johnson@Hillstone.com>  
**Subject:** Re: 3101 E Camelback

Good morning Bryce,  
I just saw this as we are leaving for CA. As you know, we have no problems with either layout.  
Thank you for sharing this and we approve the version and have no current questions.  
Have a great week. I can assure you that Dennis will, his hometown Chiefs finally came through, lol. I had no dog in the game.

Martha

Sent from my iPad

On Feb 3, 2020, at 9:02 AM, Bryce Johnson <Bryce.Johnson@hillstone.com> wrote:

Good morning, Martha and Dennis.  
Below is the revised layout for the P-1 lot that we developed based on my recent communication with Angelo. You'll notice we have included a 10' landscape setback on the interior of the west wall and have eliminated tandem parking, which also allowed us to expand the width of the drive aisle from 26' to 33'. We now have 93 total parking spaces, which is significantly more than the 38 spaces required by code.  
Our project architect is working on a revised formal site plan that would show a level of detail (e.g., landscaping) that was on the version you currently have, but I wanted to share this informal version in the meantime.  
Please let me know if you have any questions.  
We appreciate your continued support!  
Bryce  
310.413.6141 (mobile)

<image001.png>

## Toombs, Gale

---

**From:** Bryce Johnson <Bryce.Johnson@Hillstone.com>  
**Sent:** Monday, February 3, 2020 9:51 AM  
**To:** Rakesh Patel; Short, Heidi  
**Cc:** Brian Biel  
**Subject:** FW: 3101 E Camelback

[EXTERNAL]

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I'll let you know what I hear from Angelo.

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**From:** asbrocca4 <asbrocca4@aol.com>  
**Date:** Monday, February 3, 2020 at 9:44 AM  
**To:** Bryce Johnson <Bryce.Johnson@Hillstone.com>  
**Subject:** RE: 3101 E Camelback

Morning Bryce, I'm starting to drive but it looks really good. Thank you. You saved me time today. It's on my things to do. I was writing the City and attorneys requesting to speak at the hearing coming up. Maybe I don't have to now. Have a great day. And by the way it's not only my concern saving my property value with the setbacks it's the City. Hopefully they would've caught it. I want your beautiful restaurant in the area for all the good and bad. I have no problem living behind a restaurant and parking lot. Maybe others do but not me. But I'm not gonna let it hurt my property value if I can help it. Thank you. Have a great day. I'll look closer at it in a few.

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

**From:** Bryce Johnson <Bryce.Johnson@Hillstone.com>  
**Date:** 2/3/20 9:02 AM (GMT-07:00)  
**To:** Angelo Sbrocca <asbrocca4@aol.com>  
**Subject:** 3101 E Camelback

Good morning, Angelo.

Below is the revised layout for the P-1 lot that we developed based on our recent communications. You'll notice we have included a 10' landscape setback on the interior of the west wall and have eliminated tandem parking, which also allowed us to expand the width of the drive aisle from 26' to 33'. We now have 93 total parking spaces, which is significantly more than the 38 spaces required by code.

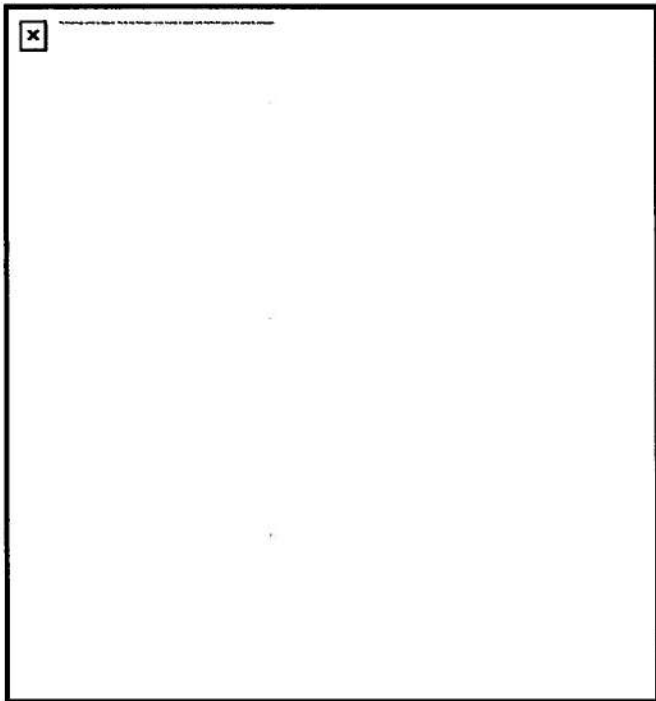
I hope this addresses your comment about the prior P-1 layout. If you would like your attorney to discuss this new layout with me or with our land use attorney, Heidi Short, please let me know and I will set that up, whether in person or over the phone. I am hopeful we can regain your earlier support.

Our project architect is working on a revised formal site plan that would show this layout with the level of detail (e.g., landscaping) that was on the version you currently have, but I wanted to share this informal version in the meantime. I will send you the more formal site plan when it is complete.

Please don't hesitate to call if you have any questions.

Bryce

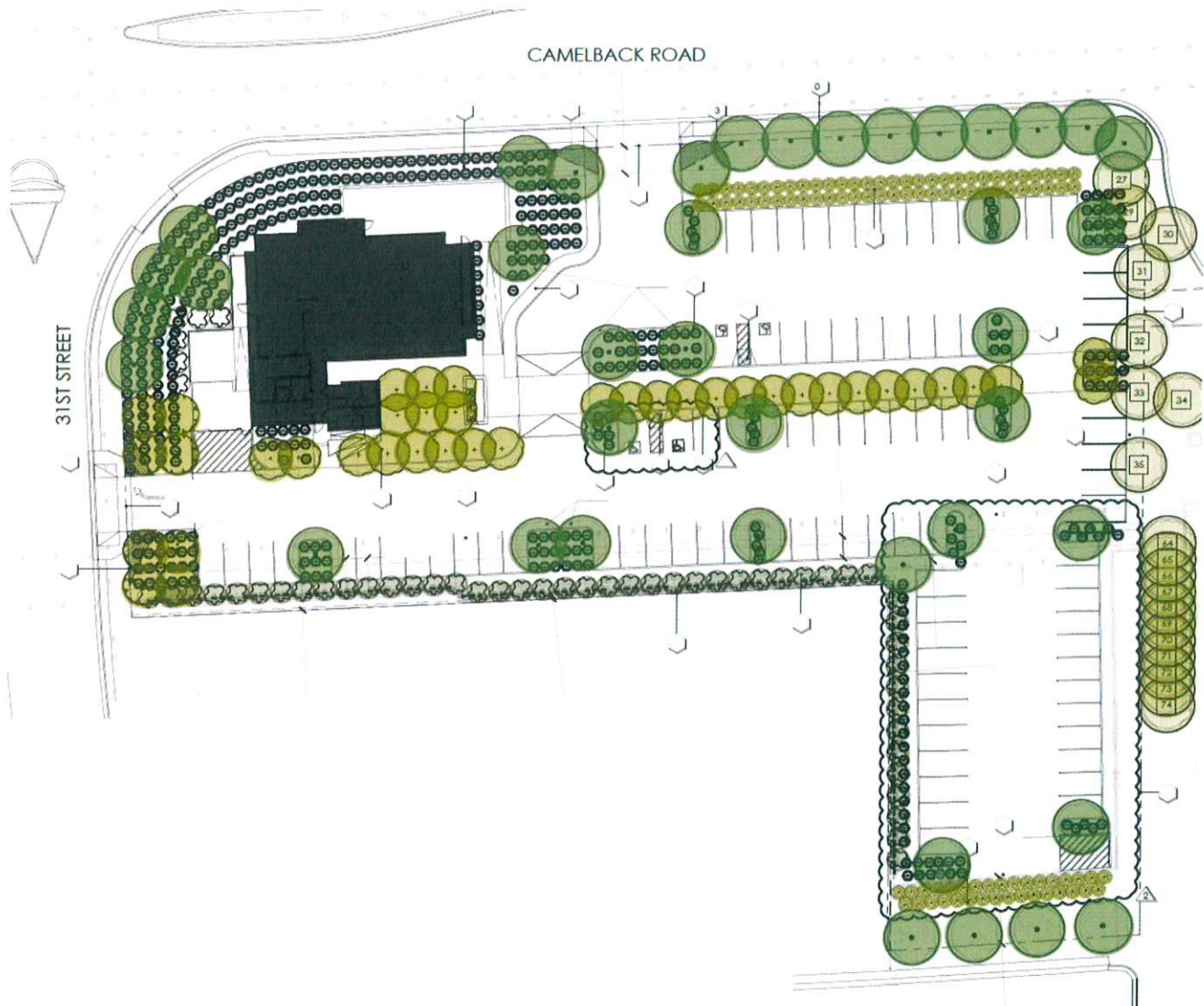
310.413.6141 (mobile)





## Hillstone Restaurant Group

Hillstone Restaurant located south of Camelback Road and east of 31<sup>st</sup> Street at 3101 East Camelback Road showing a restaurant of approximately 4,966 square feet with 91 parking spaces and 11 additional tandem spaces for staff (not counted).



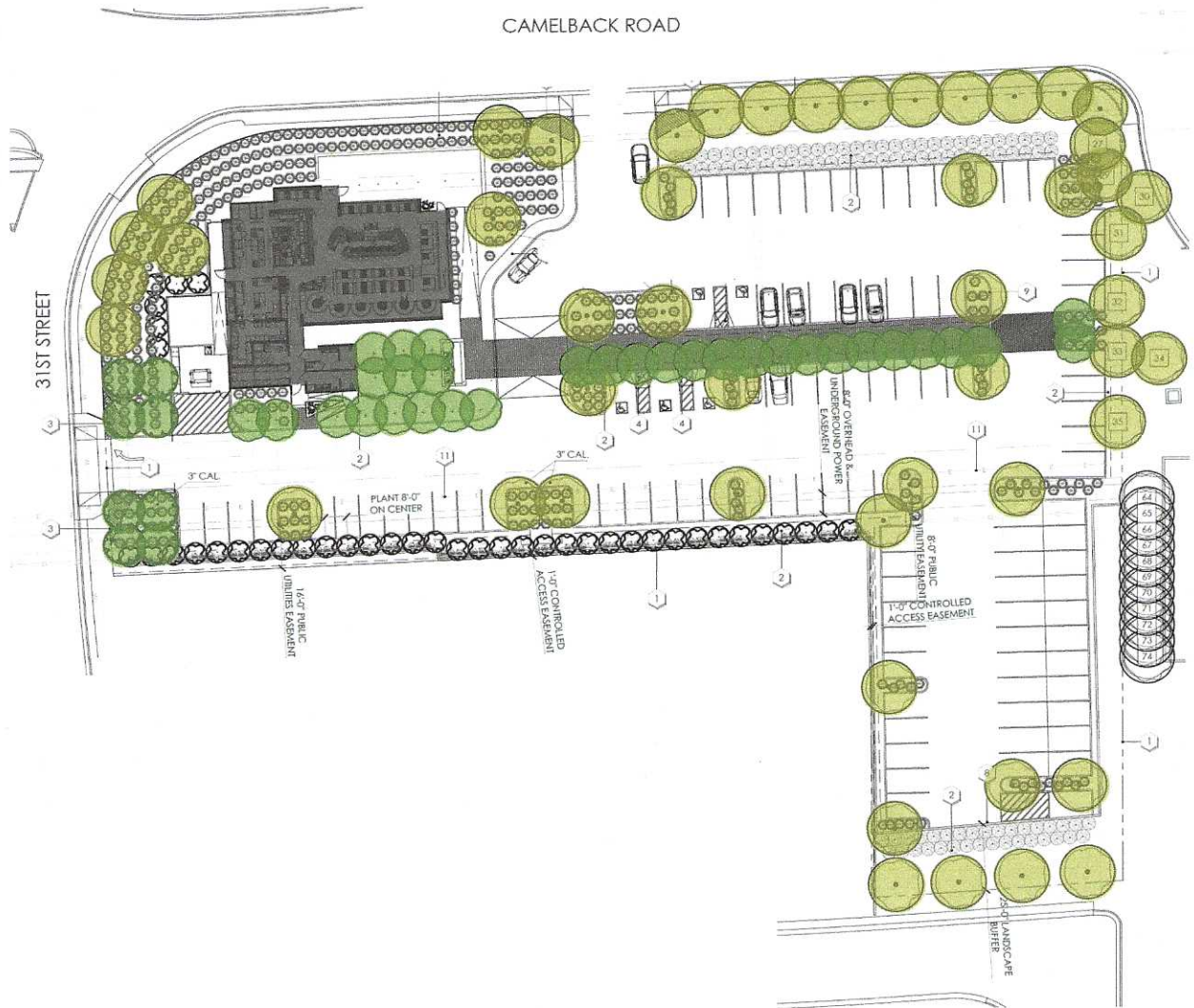
By signing below, I hereby state that I support the site plan shown above, including any zoning approvals required to allow for the development of the parcels as generally shown on the above site plan.

Mike Teufel  
4834 N 31<sup>st</sup> St.  
Phoenix, AZ 85016  
Phone: (520) 977-7729  
Email: miketeufel@yahoo.com



# Hillstone Restaurant Group

Hillstone Restaurant located south of Camelback Road and east of 31<sup>st</sup> Street at 3101 East Camelback Road showing a restaurant of approximately 4,966 square feet with 91 parking spaces and 11 additional tandem spaces for staff (not counted).



By signing below, I hereby state that I support the site plan shown above, including any zoning approvals required to allow for the development of the parcels as generally shown on the above site plan.

Martha and Dennis Williams  
3102 E Mariposa St  
Phoenix, AZ 85016  
Phone: (480) 213-9288  
Email: [rog97ftn@aol.com](mailto:rog97ftn@aol.com)  
[dwillgolfaz@gmail.com](mailto:dwillgolfaz@gmail.com)

## Toombs, Gale

---

**From:** Bryce Johnson <Bryce.Johnson@Hillstone.com>  
**Sent:** Friday, January 17, 2020 1:57 PM  
**To:** Rakesh Patel; Short, Heidi  
**Subject:** Fwd: FW: 3101 E Camelback  
**Attachments:** Hillstone Site approval letter.pdf

[EXTERNAL]

---

See attached for letter of support from the Williams.

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**From:** NansheWest <dwillgolfaz@gmail.com>  
**Sent:** Friday, January 17, 2020 1:48 PM  
**To:** Bryce Johnson  
**Cc:** Martha Williams  
**Subject:** RE: FW: 3101 E Camelback

Hi Bryce,  
Attached is the signed site plan. We wish you luck at your hearing and can't wait for you to open

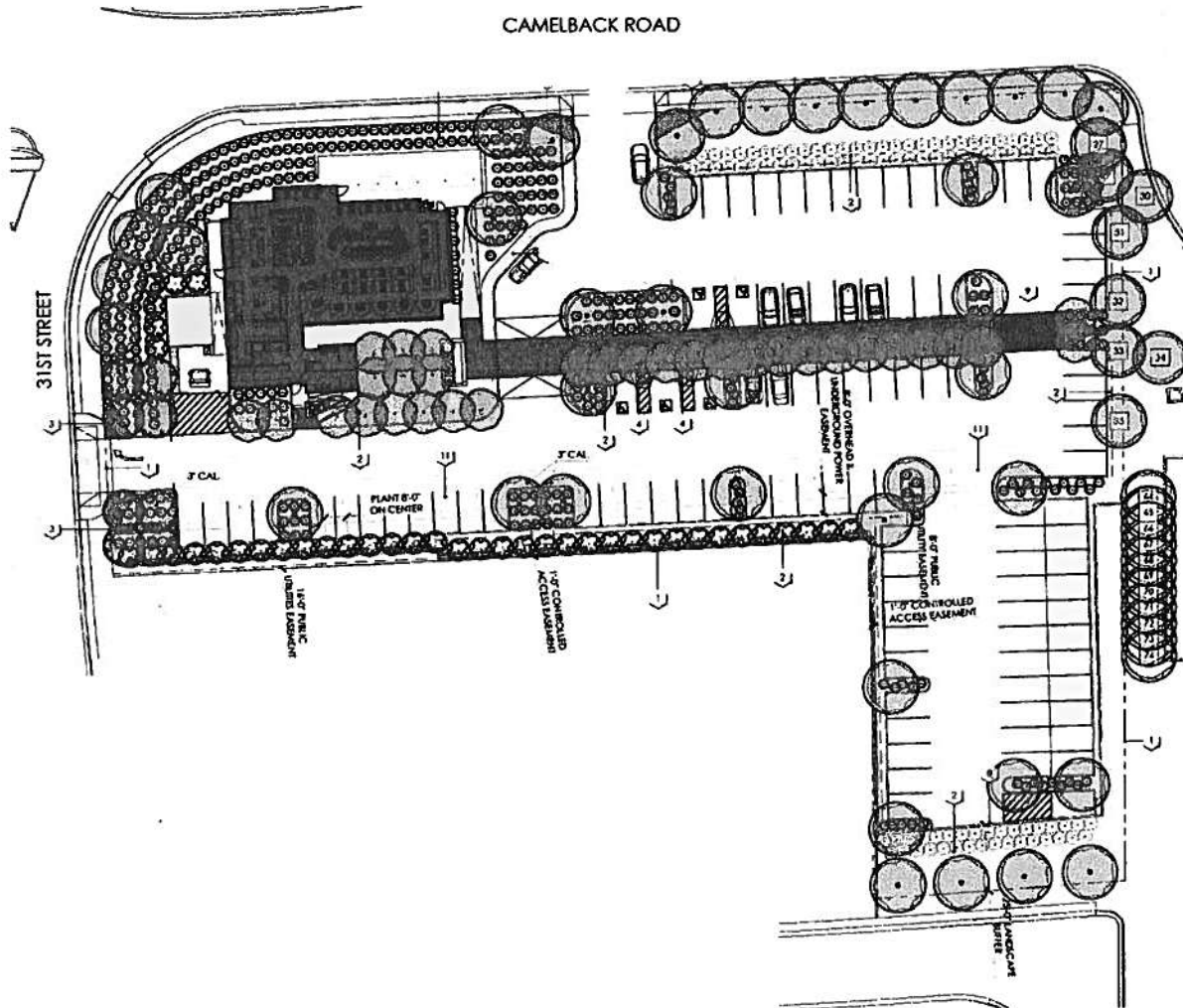
Take care,

Dennis Williams  
480.213.9288

---

# Hillstone Restaurant Group

Hillstone Restaurant located south of Camelback Road and east of 31<sup>st</sup> Street at 3101 East Camelback Road showing a restaurant of approximately 4,966 square feet with 91 parking spaces and 11 additional tandem spaces for staff (not counted).



By signing below, I hereby state that I support the site plan shown above, including any zoning approvals required to allow for the development of the parcels as generally shown on the above site plan.

Ann Wilson

**Martha and Dennis Williams**  
3102 E Mariposa St  
Phoenix, AZ 85016  
Phone: (480) 213-9288  
Email: [rog97ftn@aol.com](mailto:rog97ftn@aol.com)  
[dwillgolfaz@gmail.com](mailto:dwillgolfaz@gmail.com)