



NELSEN PARTNERS, INC.  
Austin | Scottsdale

June 4, 2020

15210 North Scottsdale Road  
Suite 300  
Scottsdale, Arizona 85254  
480.949.6800

Mr. David Simmons  
City of Phoenix Planning & Development Department  
200 West Washington Street  
Phoenix, Arizona 85003

**Principals**

Brad J. Nelsen, AIA, RAIA  
Philip J. Crisara, AIA  
George A. Melara, AIA  
Erston Senger, AIA

RE: **Z-61-19-2**  
**Embrey Kierland PUD**

**Directors**

Helen Bowling, AIA  
Jeff Brand, AIA  
J. Scott Chasteen  
Scott DeMont, AIA  
Michael Martin, AIA  
Stephen L. Oliva, AIA

RE: Rezoning Case Z-61-19-2 – Embrey PUD Proposal

**Associates**

Stephen Hunt, AIA  
Tony Marco, AIA  
Randy McManus  
Janet Quan  
Bob Newell, AIA

Dear, Paradise Valley Village Planning Committee Members;  
After further conversation with the developer's representative regarding the proposed project located at 15826 North Scottsdale Road. I want to express my support for the development as proposed by Embrey and revoke and withdraw my previous letter that was initially in opposition to this project.

I fully support the project, and location and strongly encourage your approval subject to the stipulations provided by staff.

Sincerely,  
Nelsen Partners, Inc.

A handwritten signature in black ink, appearing to read "GAM".

George A. Melara, AIA  
Vice President / Managing Director

June 4, 2020

City of Phoenix Planning Commission  
200 West Jefferson Street 3<sup>rd</sup> floor  
Phoenix, AZ 85003

RE: Rezoning Case Z-61-19-2 – Embrey PUD Proposal

Planning Commission Members,

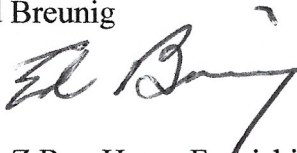
Upon reviewing the proposed project that would be located at 15826 North Scottsdale Road, north of Kierland, I want to express my support for the development of a multi-family residential community as proposed by Embrey.

The skeleton of the closed furniture store has been standing on this site for the past five (5) years with no signs of interest by any new businesses. The development of a new multi-family residential community on this site will (i) remove this empty building from the community, (ii) bring new residents into the Kierland area that will support local businesses, and (iii) result in a new pedestrian friendly streetscape along Scottsdale Road.

I am supportive of this project and urge your support as well.

Regards,

Ed Breunig

A handwritten signature in black ink, appearing to read 'Ed Breunig', written over a horizontal line.

La-Z Boy Home Furnishings and Decor Store Owner