



City of Phoenix

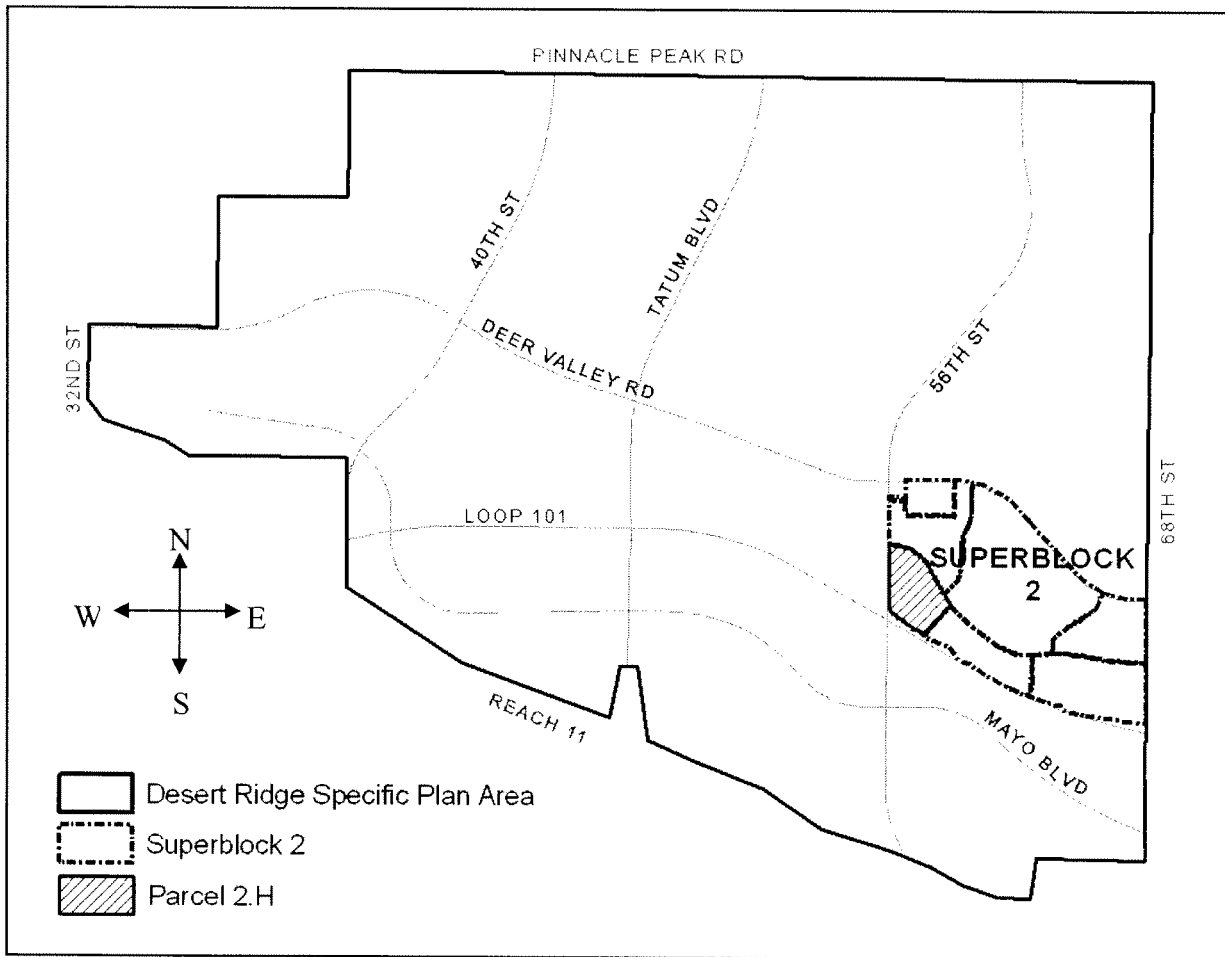
PLANNING DEPARTMENT

May 27, 2009

*** REVISED**

Dear Neighborhood Organization:

You have received this letter because you are a registered Neighborhood Organization within the Desert View Village. The Planning Department has received a request to amend the Desert Ridge Specific Plan for Superblock 2 (GPA-DSTV-2-09-2). A superblock is a particular land area within the Specific Plan with its own individual land uses and regulations. The map below depicts the Desert Ridge Specific Plan area and the location of Superblock 2.



Also highlighted on the map within Superblock 2 is the location of the Parcel 2.H (34.75 acres at the northeast corner of 56th Street and the Loop 101 Freeway). Parcel 2.H is designated for multi-family residential in the Desert Ridge Specific Plan.

This amendment is a request to apply unused dwelling units in previously built superblocks of the Desert Ridge Specific Plan to Parcel 2.H. The table below depicts the current number and proposed number of allowed dwelling units and dwelling units per acre for Superblock 2 and Parcel 2.H.

Geographic Area	Current Units/Density	Proposed Units/Density
Superblock 2	2,009 / 5.25 du/acre	2,255 / 5.9 du/acre
Parcel 2.H	820 / 10-25 du/acre	1,066 / 10-31 du/acre

Parcel 2.H was rezoned in 2006 (Z-48-06-2) from S-1 (Ranch or Farm) to R-4 (Multi-Family Residential). The change in density would be allowed in this zoning district. This amendment does not change the zoning of this parcel.

The following series of public meetings and hearings has been scheduled to allow you the opportunity to learn more about the request and make your opinions known.

Desert Ridge Community Meeting
***Tuesday, June 16, 2009 at 6:00p.m.**

Paradise Valley Community Center
Multi Purpose Room
17402 North 40th Street
Phoenix, Arizona

Desert View Village Planning
Committee Meeting

Tuesday, July 7, 2009 at 6:30p.m.

Paradise Valley Community Center
Multi Purpose Room
17402 North 40th Street
Phoenix, Arizona

Planning Commission
Wednesday, August 12, 2009 at 6:00p.m.

City council Chamber
200 West Jefferson Street
Phoenix, Arizona

City Council
Wednesday, September 16, 2009
at 5:00p.m.

City Council Chambers
200 West Jefferson Street
Phoenix, Arizona

You are welcome to attend any or all of these meetings. Please confirm the meeting details before attending as they are subject to change. Meeting information may be found on a sign posted on the site, in the May 28th issue of the Arizona Business Gazette, and on the city of Phoenix website at <http://phoenix.gov/PUBMEETC/indxhtml.html>. You may also make your feelings known regarding this request by writing to the Planning Department at 200 West Washington Street, Phoenix, Arizona 85003 and referencing case number GPA-DSTV-2-09-2. Your letter will be made part of the case file.

Public comments from the Desert Ridge community meeting will be documented in the staff report that is forwarded to the Desert View Village Planning Committee, Planning Commission and City Council. The recommendation of the Desert View Village Planning Committee will be also be forwarded to the Planning Commission and City Council after considering testimony from affected parties and reviewing the staff report.

Please feel free to call me at (602) 256-5618 or Jacob Zonn, the Desert View Village Planner, at (602) 534-5829 with any questions about the case or public hearing process. You may also find information about the case, including the staff report once completed, on the Phoenix Planning Department website at <http://phoenix.gov/PLANNING/drspa.html>.

Sincerely,



Michelle Dodds, AICP
Principal Planner

Attachment: Letter from the developer

For reasonable accommodations, call Julia Quinones at Voice/602-262-6888 or TTY/602-534-5500 as early as possible to coordinate needed arrangements.



May 20, 2009

RE: Gray Development Group – Parcel 2H

Dear Desert Ridge Stakeholders,

I would like to introduce you to Gray Development Group (GDG) and an exciting new investment we seek to make in your community on Parcel 2.H in Desert Ridge. Parcel 2.H is a freeway-frontage property located at the northeast corner of 56th Street and the Loop 101 Freeway.

Founded in 1991, GDG is an award-winning multi-family development, design and management company. GDG has been voted Arizona's number one multi-family builder seven times since 2000 by readers of *Arizona Business Magazine*. Since our inception, we have completed more than 6,800 multi-family units throughout Greater Phoenix, and have nearly 1,250 new units currently under construction in Phoenix, Tempe, and Peoria. One of our most recent projects, Grigio, was named "Apartment Community of the Year" in 2008 by the National Apartment Association.

GDG also strives to ensure that our designs are sensitive to the surrounding environment and to meeting community needs. For example, through a partnership with the City of Tempe and Metro Light Rail, GDG is developing Grigio Metro, Arizona's first true "transit-oriented development". Grigio Metro features a Metro park-and-ride garage that is completely "wrapped" by multi-family homes and ground level retail.

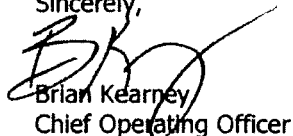
We are extremely excited about the opportunity to initiate the first developments within Superblock 2 in Desert Ridge. Our intent is to develop 1,066 new apartment homes through a three-phased master plan approach. Together, our three phases called Jazz, The Peaks and Pavilions will offer distinctive architecture, extensive amenities and enviable lifestyles.

Parcel 2.H's location adjacent to the Loop 101 Freeway and the Desert Ridge core make it an ideal candidate to utilize density originally planned for, but ultimately not used, in existing developments on other superblocks within Desert Ridge. Recapturing a portion of this unused density will:

- Provide a critical mass of new customers for nearby CityNorth and Desert Ridge Marketplace;
- Assist area employers to meet their workforce needs by contributing to a diverse mix of housing opportunities for employees;
- Offer diverse housing opportunities for a wide range of households, from young professionals to empty nesters.
- Reduce the number and length of commuter trips by providing opportunities for employees to live proximate to the area's major employment center; and
- Help the City of Phoenix to fund important infrastructure for Desert Ridge through the collection of new impact fees.

GDG approaches each and every project with a spirit of innovation and creativity that permits residents and surrounding neighborhoods to view GDG communities as points of pride. Residents and businesses that have preceded us in Desert Ridge have laid a strong foundation for future growth. We look forward to being a positive part of that future.

Sincerely,


Brian Kearney
Chief Operating Officer

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Fax: 602.954.9308

www.graydevelopment.com
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