

Phoenix Historic Neighborhoods Coalition
57 W. Vernon Avenue
Phoenix, AZ 85003



HISTORIC FRANKLIN SCHOOL

September 22, 2008

Mayor Phil Gordon
200 West Washington Street, 11th Floor
Phoenix, Arizona 85003-1611
RE: Z-119-07-4

Dear Mayor Gordon,

THE PHOENIX HISTORIC NEIGHBORHOODS COALITION IS URGING YOU TO VOTE NO ON Z-119-07-4 AS FILED, SCHEDULED TO BE HEARD ON OCTOBER 15TH. The Coalition supports responsible and timely development on this parcel, but not a project of this height and density. This development could be positive with collaboration between the neighborhoods and the developer as stated by the PUD guidelines. As it stands, this project must be scaled back to protect existing significant Phoenix neighborhoods, especially La Hacienda Historic District. The rezoning, which imposes a seven stories height, is destructive because it places well over 423 apartment units adjacent to neighborhoods of single family residences. Most egregiously, the proposal puts four and five story apartment buildings, with balconies, immediately adjacent to historic La Hacienda homes.

TAX REVENUE: We are aware that the prospect of additional tax revenue is especially attractive to City planners in today's economy – but continuing with our long term planning efforts will eventually result in larger and better revenues from the redevelopment of a far more livable city.

HOMES OF HISTORIC SIGNIFICANCE WILL BE DESTROYED. A developer is seeking the first use of PUD zoning in the City of Phoenix on a relatively small parcel adjacent to La Hacienda as well as to the Country Club area, both of which contain homes of historical significance. La Hacienda, begun in 1927, is a feature of the Coalition's *Historic Neighborhoods of Phoenix Self-Guided Driving Tour* (over 75,000 copies distributed). This proposed PUD would damage and eventually erase a significant portion of the very small number of pre WWII homes that are so essential to maintaining the unique character of Phoenix.

REZONING THIS PROPERTY ADJACENT TO HISTORIC LA HACIENDA NEIGHBORHOOD IS INCONSISTENT WITH THE CITY'S GOALS AND PLAN. Large areas of blight, vacant lots and underdeveloped property still exist in the Encanto Village Core areas and in the Transit Overlay District that should be infilled before allowing additional height and density outside these appropriately designated areas. The City has made a billion dollar commitment to the Transit Overlay District and it has made a commitment to protect historic districts, specifically, La Hacienda: a no vote honors both of these commitments.

PRODUCTIVE AND REASONABLE REDEVELOPMENT OF THE PROPERTY COULD ALREADY OCCUR UNDER THE CURRENT R-3, R-4 AND R-5 ZONING. The Eastern half of the La Hacienda as well as the Country Club homes are known for examples of single family residences with a suburban character on large parcels. A mixed project of 2, 3 and even 4 story multi-family units with appropriate set backs could compliment the existing neighborhoods, and a properly designed project might even incorporate taller buildings in a well balanced mix of open space and other structures. The current project is predominately large 4, 5 and 7 story structures, which creates too much height and density, without enough open space between the neighborhoods. Instead, the project's open space is around its own interior streets and contained on top of parking structures that are above grade and surrounded by towers.

A flawed zoning decision will have a lasting negative impact on an entire area for generations.

THE PHOENIX HISTORIC NEIGHBORHOODS COALITION IS REQUESTING A "NO" VOTE ON Z-119-07-4 AS FILED.

By,

Gerry MCue for the Phoenix Historic Neighborhoods Coalition