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Subject: Opposition to Z-41-18
Date: November 26, 2018 at 5:10 PM
To: Council District 4 council.district.4@phoenix.gov



Councilwoman Pastor,

We look forward to seeing you tomorrow night at your second community meeting.

Attached please find an additional 20 petitions. This makes **140 petitions** that I have sent you, and there are many more to come. We oppose the **height**.

Today I toured the Portland on the Park project with John Graham and Larry Lazarus. The Portland project is not mentioned at all in the Application. It is not mentioned in the Application because Portland is not an example of how the proposed Country Club Tower will interact with the world or how exist within the context of our city.

The Application requests 175 feet, which is higher than any phase of the Portland project. The part of the Portland project closest to the neighborhood of single family homes is 75 feet. The highest portion of the Portland development is just off of Central, is lower than the height requested in the Application, and is not on a parking podium that ignores the streetscape. The Application is much more similar to Crystal Point, mentioned no fewer than 12 times in the Application, which relies on zoning and urban planning principles from a different era. The Application is in no way sensitive to the nearby single family homes nor does it meet any of the goals of urban planning in addressing the context in which it lives, other than the side facing toward the county island and the Phoenix Country Club clubhouse.

This is a trophy project being offered by the Club, for the Club, and not for your City.

So the **Application is not Portland on the Park**, however, the **Portland project is instructive** in an important way. As you know, the big push behind this project somehow benefiting the stakeholders your district is **that it will revitalize the other corners** of the the intersection. **Portland is a much bigger project, overall, more than twice as many units, and is in a walkable area.** The Portland project is also next to a large newer high end apartment complex. ***The striking thing about the Portland project, is that the first floor retail of the project is largely unoccupied.***

So if the **larger** Portland project in **more walkable area** and with **more actual density** nearby **cannot even successfully lease out beautiful new retail space on its first floor**, then why should encasing **a parking podium in 15 to 20 foot concrete walls on one corner** of 7th and Thomas to support less than **half the number of residential units** high above the streets **be thought to spur any redevelopment of the other corners that are separated by large and very busy thoroughfares?**

It won't. This is not a surprise. The Application shows the developer team knows that the Club Tower project will not magically support any additional redevelopment, which is why no type of commercial or retail space is planned as part of the project. **Whatever small commercial benefit this project may have is specifically directed at the Club, not the corner.**

The development team understands that a few new units at impermissible heights will not support any other new uses at the corner because they make no effort to offer any on their own corner.

The evidence is that **height** on one corner is **not going to be any sort of cure** for what ails this intersection. However, **breaking the promise in the General Plan to stakeholders will have a detrimental effect on everyone.** It creates uncertainty for neighborhoods, it devalues land already designated for high rises, and it hurts the light rail project by not focusing redevelopment in the corridor. The Reinvent Phx project was designed to avoid the very type of mistake that the

the contract. The Phoenix Fix project was designed to avoid the very type of mistakes that the Club asks you to make in this matter, the same type of mistakes that have set Phoenix back time and time again in developing an vibrant urban core.

Robert

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