

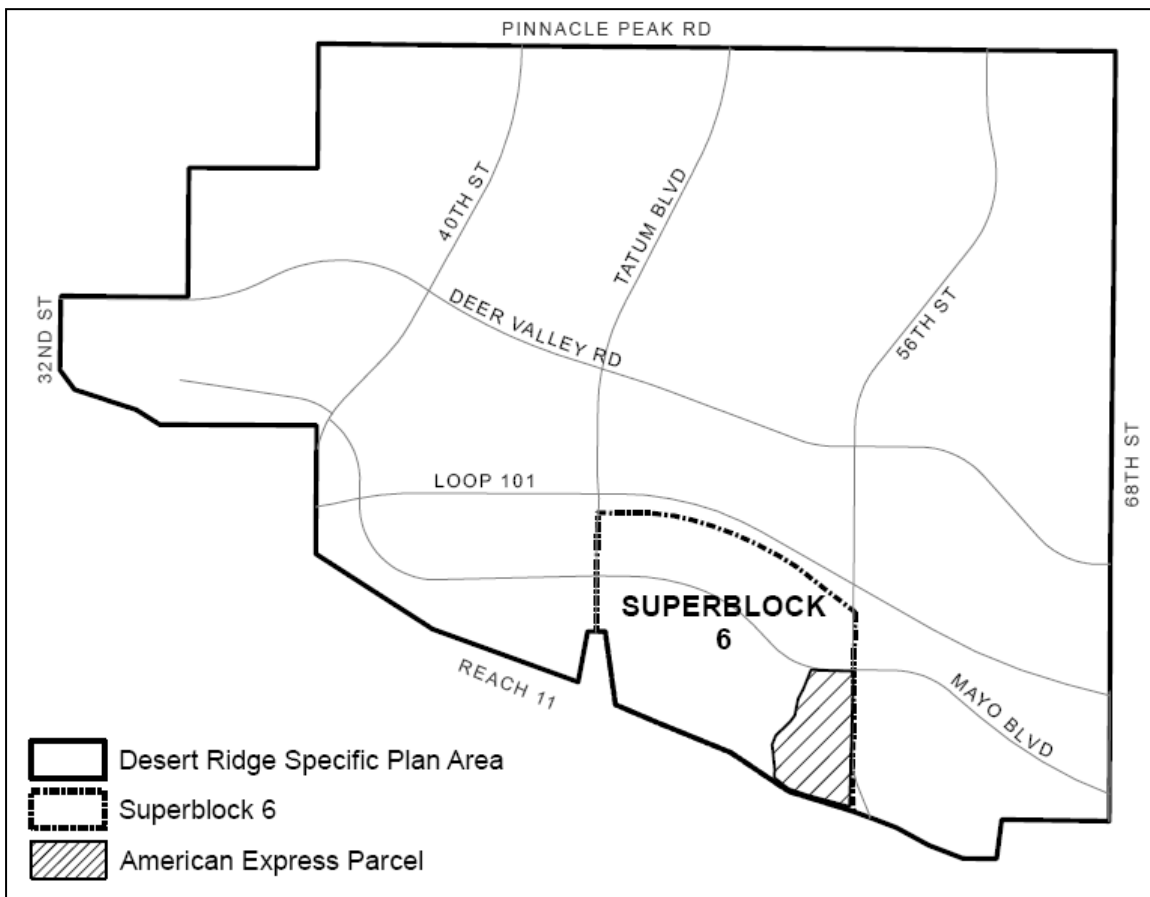


**City of Phoenix**  
PLANNING DEPARTMENT

February 23, 2009

Dear Neighborhood Organization:

You have received this letter because you are a registered Neighborhood Association Organization within the Desert View Village. The Planning Department has received a request to amend the Desert Ridge Specific Plan for Superblock 6 (GPA-DSTV-1-09-2). 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 6.



Also highlighted on the map within Superblock 6 is the location of the current site for American Express (95 acres at the southwest corner of 56<sup>th</sup> Street and Mayo Boulevard). Superblock 6 is designated as 6.CP/BP.1 (Superblock 6 with Commerce Park/Business Park zoning Parcel 1). The plan considers Superblock 6 as one parcel. That parcel allows a floor area ratio (FAR) of 0.2 for the overall parcel with the ability of individual developments within Superblock 6 an FAR of 0.25. The FAR is the ratio of the floor area of a building to the land area of a parcel on which the building is located.

American Express would like to create a new 95-acre parcel within Superblock 6 (6.CP/BP.2) and allow a FAR of 0.35 for their facility. American Express is currently allowed an FAR of 0.25. The proposed 0.1 increase in FAR for the 95-acre parcel would allow an additional

413,800 square feet of building area. This request would not allow additional building height. The maximum height permitted would remain at 56 feet (typically a four or five story building). A letter from the applicant/representative is attached with additional information.

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

***Desert Ridge Community Meeting***  
**Monday, March 16, 2009 at 6:00p.m.**  
Paradise Valley Community Center  
Multi Purpose Room  
17402 North 40<sup>th</sup> Street  
Phoenix, Arizona

***Desert View Village Planning Committee Meeting***  
**Tuesday, April 7, 2009 at 6:30p.m.**  
Paradise Valley Community Center  
Multi Purpose Room  
17402 North 40<sup>th</sup> Street  
Phoenix, Arizona

***Planning Commission***  
**Wednesday, May 13, 2009 at 6:00p.m.**  
City Council Chambers  
200 West Jefferson Street  
Phoenix, Arizona

***City Council***  
**Wednesday, June 3, 2009 at 5:00p.m**  
City Council Chambers  
200 West Jefferson Street  
Phoenix, Arizona

Anyone is welcome to attend any or all of these meetings. Meeting details should be confirmed before attending as they are subject to change. Meeting information may be found on a sign posted on the site, in the February 26<sup>th</sup> issue of the Arizona Business Gazette, and on the city of Phoenix website at <http://phoenix.gov/PUBMEETC/indxhtml.html>. Those interested may also make their 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-1-09-2. All letters 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 Craig Mavis, the Desert View Village Planner, at (602) 261-8727 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 applicant

For reasonable accommodations, call Shannon Adams at Voice/602-262-7577 or TTY/602-534-5500 as early as possible to coordinate needed arrangements.