



June 26, 2020

City of Phoenix Board of Adjustment
Tricia Gomes, Zoning Administrator
200 W. Washington St.
Phoenix, AZ 85003

Re: ZA-541-19-4 Location: Northwest corner of Central Ave. and Thomas Rd.
Hearing Date: August 6, 2020

Dear Board of Adjustment members:

The Willo Neighborhood Association Board of Directors voted on June 24, 2020 11 to 0 in **support** of Clear Channel Outdoor's proposal to move the existing billboards on the Northwest corner of Central Ave. and Thomas Rd. and convert them to digital in order to facilitate construction of a mixed-use high-rise development on that corner by the Pederson Group. We understand that the Applicant's updated proposal calls for reducing the billboards from their current size of 14'x48' to 10.5'x36' – a 44% reduction in size, and we support that change.

As one of Phoenix's oldest historic districts, and a special conservation district surrounded by commercial properties on three sides, the Willo neighborhood has a long history of being proactive in supporting the interests of our commercial neighbors, as well as asserting our neighborhood's interests in numerous zoning cases affecting our area of Midtown Phoenix. For decades, the Northwest corner of Central and Thomas has remained vacant and underutilized due to the existing perpetual billboard easements, which have presented a barrier to development. Thus, we were delighted when the Pederson Group reached out to us about a year ago to let us know their plans for development of the corner. We have had several meetings with both the Pederson Group and Clear Channel Outdoor over the past year, and they have been transparent from the beginning about the necessity of incorporating the billboards into the project in order for it to move forward. They have listened to our concerns and made every effort to work through them with us to reach an acceptable conclusion that benefits all stakeholders. I, along with members of the Willo Zoning Committee, have spoken in support of this project at the Encanto Village Planning Committee, the Zoning Adjustment hearing, and before the Phoenix City Council.

As the closest neighborhood representing almost 1,000 homes to this project, and in light of opposition by some groups outside of our area, we want to emphasize that we support both the redevelopment project and the Application. We look forward to the improvements and amenities the proposed project will bring to this prime corner adjacent to our neighborhood that has remained underdeveloped for far too long. We hope for a favorable ruling by the Board of Adjustment so that this important project can move forward.

Respectfully,

Dr. Robert L. Cannon, President
Willo Neighborhood Association

cc: Mayor Kate Gallego
Councilwoman Laura Pastor
Alan Stephenson, Planning Director