

**Dear Mayor Gordon, City Councilmen, and City Councilwomen,**

I am writing you regarding Rezoning Application Z-119-07-4 for the southwest corner of 7th St. and Earll Drive. I do believe that the City of Phoenix should be adding building density. However, it is extremely important that we do this in a way that will add value to our city, not detract from it. With regards to location, dense urban infill should be within 1/3 mile radius of light rail stations and/or adjacent to equivalent building density. With regards to scale and massing, it should be compatible with the surroundings. When adding building density adjacent to single-family neighborhoods, it should be properly transitioned with appropriate setbacks and open spaces.

While I support redevelopment of this corner, I do not support the current rezoning application because it would fail to demonstrate best practices in adding building density. Indeed, such rezoning **would set harmful precedents for the quality of urban development in the City of Phoenix and for the quality of life of Phoenicians.**

These include:

- The construction of 7-story buildings adjacent to single-family residential neighborhoods.
- The construction of 5, 6, and 7-story buildings that are not within 1/3 mile radius of light rail stations and/or adjacent to equivalent building density.
- Lack of attention to proper transitioning from single-family residential to dense mixed-use development.
- Disregard for the stated preferences of the homeowners who have invested in the City of Phoenix for many years.
- Allowing an out-of-state developer to take advantage of a city that will make exceptions to its regulatory practices in order to permit projects that grant developers more leasable square footage at the expense of overall quality of urban development and quality of life.

**If this were allowed to occur here, it could occur anywhere.** While it may add some initial economic value to the city's coffers, the inappropriate scale and design of this project would soon begin to detract economic value, for it would diminish the value of this neighborhood. In addition, it would reduce life quality for those who live in the area as well as those who pass through simply admiring the historic districts.

For this project to set a good model for future redevelopment in Phoenix, I recommend the developer be required to honor the thoughtful and reasonable requests of the surrounding neighborhoods to reduce the scale to 2, 3, and 4 story buildings and to integrate transitional open space and landscaping as a buffer.

I would be happy to discuss this proposal with you in greater detail.

Best regards,

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**Bio:**

Nan Ellin is Director of the Urban & Metropolitan Studies Program and Associate Professor in the School of Public Affairs at ASU. She holds an M.A., M.Phil., and Ph.D. from Columbia University and a B.A. from Bryn Mawr College. She has previously taught at the University of Cincinnati, Southern California Institute of Architecture (SCI-Arc), University of Southern California, and New York University. She was a Fulbright Scholar in France where she carried out research for her dissertation on the European New Urbanism. Ellin is the author of *Integral Urbanism* (2006) and *Postmodern Urbanism* (1996; revised 1999). She is the editor of *Architecture of Fear* (1997). Her numerous articles and essays have appeared in *Journal of Urbanism*, *Lotus*, *History of European Ideas*, *Journal of Architectural Education*, *Design Book Review*, *Thresholds*, *Intersight*, *Urban Studies Review*, *The Hedgehog Review*, *Shade*, and the *Encyclopedia of New York City*, among others. Ellin serves on the Editorial Board of the *Journal of Urbanism*, *Multi*, and the 3-volume *Encyclopedia of Urban Studies*. Most recently, Ellin collaborated with Edward Booth-Clibborn on *Phoenix: 21st-Century City*, a book about the creative emergence of this rapidly-growing metropolitan region (sponsored by MPAC). She has delivered over 100 invited lectures in the U.S. and abroad on urban regeneration, sustainable urbanism, regional planning for the future, design and development in Phoenix, and the creative city. As a public intellectual, Ellin also writes periodic urban design columns for the *Arizona Republic* and consults with public and private sectors on issues related to urban revitalization.