

HAMRA
JEWELERS

Attn: Brad Carr
City of Scottsdale
Planning Department
Planning Commission
Mayor & City Council
7447 E. Indian School Road, Suite 100
Scottsdale, AZ 85251

September 28th, 2011

Re: The Residences at Zocallo Plaza/15440 N. Greenway-Hayden
Loop & 15509 N. Scottsdale Road

To Whom It May Concern:

We own Hamra Jewelers, 15435 N. Scottsdale Road, and we're a tenant in the Shops at Zocallo, located immediately west of the subject property.

We have communicated with the applicant, and understand it has applied to the city for zoning to allow for a luxury multi-family residential community at 48' feet in height of 240 +/- units on the 6+ acre property. We have reviewed the design material (site plan, parking layouts, elevations, etc.) that have been submitted to the city. We are in full support of this proposed rezoning and development. It is our opinion that the proposed development will enhance the area, and help local retailers such as ourselves.

Sincerely,

Hamra Jewelers

By: JEFF HAMRA
Jeff Hamra
Its: CEO