

# westcor

June 21, 2010

Scottsdale City Council  
City of Scottsdale  
3939 N. Drinkwater Blvd.  
Scottsdale, AZ 85251

Mayor Lane and Members of the City Council:

Westcor has been a proud member of this community for 40 years. More specifically, Westcor, along with Scottsdale Fashion Square has been fortunate to be a part of the Downtown and its continued evolution where we humbly believe that it has been a very positive symbiotic relationship between Scottsdale Fashion Square and the Downtown.

Over the past several years, we have enjoyed working with the City of Scottsdale through the Town Hall process and the Downtown Plan Task Force. We were especially pleased when the Downtown Plan was adopted last fall.

Now, we are very pleased to see the proposal to designate a second Infill Incentive District located within the Downtown Scottsdale boundary. This is a proposal that is consistent with the Downtown Plan adopted last fall and it was supported overwhelmingly by both the Planning Commission and Downtown Plan Task Force (voted 8-3).

We believe that the Downtown and Scottsdale Fashion Square must continue to evolve and address the ever-changing market demands – the Incentive Infill District can help facilitate that. By incorporating a second Infill Incentive District, property owners will have the ability to bring forward plans that can ultimately be better for the community. The District will allow for more creativity in accommodating unique users and uses, while at the same time providing an opportunity for the incorporation of more amenities and community benefits that will serve residents and visitors alike. It is also important to note that this proposal does not approve specific plans for any site. Any development proposals will be created with significant community input and involvement and through a transparent process.

We are encouraged by the City's progress on the vision and future for the Downtown area and hope that the City continues to be forward-thinking for the long-term advancement of Scottsdale.

Thank you,



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Vice President, Development

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