

# THE SHOPPES & THE COVE AT CAMINO Á LAGO

## Citizen Participation Report

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### **Minor General Plan Amendment Zoning Map Amendment Case# GPA25-06 and PAD Z25-12**

Peoria, Arizona  
Submitted: November 2025

Prepared By:

**ROSE LAW GROUP<sup>pc</sup>**  
**RICH • CARTER • FISHER**

Jennifer Hall, Sr Project Manager  
7144 E. Stetson Drive, #300  
Scottsdale, AZ 85251  
480-505-3938  
[jhall@roselawgroup.com](mailto:jhall@roselawgroup.com)

### **Project Proposal**

The following document outlines the citizen notification efforts for The Shoppes and The Cove at Camino á Lago project (Cases #GPA25-06 and PAD Z25-12).

The Developers of the proposed project are submitting a Rezoning and Minor General Plan Amendment application to the City for an approximate 24-acre site located on the NEC of Deer Valley Road and Lake Pleasant Parkway identified by Maricopa County Assessor as APN 200-09-023G (the "Project Site").

The application will change the Zoning Designation of the Project Site from Agriculture (AG) to Planned Area Development (PAD) with underlying C-2 and R1-6 zoning districts. The request will also modify the General Plan Designation from Mixed Use **Main Street** to Mixed Use **Neighborhood Village**.

### **Notification Area Map**

A 600-foot area map within which all property owners were notified of the requests and future public meetings including nearby HOAs is attached.

### **Contacted Parties**

The complete list of the property owners contacted through the outreach efforts is attached with this Report. Property ownership was determined based on current records obtained from Maricopa County Assessor website.

### **Contact Dates and Methods**

250 Notification letters were mailed via First Class U.S. Mail on 9/29/25 to all property owners within 600 feet, as well as to the adjacent HOA. The Applicant team held an open house community meeting on 10/15/25 at Sunrise Mountain Library which is located near the Project Site to inform the public about the request, answer questions and receive comments. See Exhibit A – Affidavit of Mailing.

### **Site Posting**

The project information and public meeting information was posted on site on 9/30/25 with 2 double sided 4x8 white signs as required by the City of Peoria. An Affidavit of posting with photographs is submitted with this Citizen Participation Report. See Exhibit B – Affidavit of Posting.

### **Neighborhood Meeting:**

A Neighborhood Open House Meeting was held at Sunrise Mountain Library on the evening of 10/15/25. A summary of the Open House meeting along with the sign in sheet and public comment cards received is attached as Exhibit C – Open House Summary in this Citizen Participation Report.

### **School District Notification:**

The Applicant team has reached out to the Peoria Unified School District to inform them of the project and addition of 105 homes and will provide an update on that communication to city staff.

**Exhibit A – Affidavit of Notification Mailing**

**Affidavit of Notification**

**Application:** GPA25-06 and Z25-12

**Applicant Name:** LENNAR

**Location:** NEC Lake Pleasant Pkwy and Deer Valley

**I confirm that notice as required for the case noted above has been mailed or delivered to the attached list of property owners and neighborhood associations at the addresses noted.**

[Redacted Signature]  
**Applicant/Representative Signature**

9/29/25  
**Date**

This instrument was acknowledged before me on this 29th day of September,

2025, by Kayla Amado. In witness whereof

I hereunto set my hand and official seal.

[Redacted Signature]  
**Notary Public**

**My commission expires** June 5, 2027



# ROSE LAW GROUP<sup>pc</sup>

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**RICH ■ CARTER ■ FISHER**

**JENNIFER HALL**  
7144 E. Stetson Drive, Suite 300  
Scottsdale, AZ 85251  
Phone 480.505.3938 Fax 480.505.3925  
JHall@RoseLawGroup.com  
www.RoseLawGroup.com

September 25, 2025

Dear Property Owner, Current Resident, and/or Neighborhood Association,

This Notification letter is being sent to inform you about a Minor General Plan Amendment (GPA) and Rezoning to PAD application that was recently submitted to City of Peoria. This request will allow for the development of a new Mixed Use project on +/-22 gross acres of Arizona State Land to be known as, “*The Shoppes and The Cove at Camino a Lago*”. This exciting Mixed Use project is being proposed on the northeast corner of Lake Pleasant Parkway and Deer Valley Road through a dynamic partnership between Arizona’s leading homebuilder, Lennar, and nationally recognized commercial developer, Barclay Group.

The proposed project consists of +/-16 gross acres of single-family homes fronted by +/-6 gross acres of community commercial along Lake Pleasant Parkway (Cases #GPA25-06 and Z25-12). The site has been thoughtfully designed to integrate the uses through internal circulation and activated with pedestrian connectivity throughout the site. The conceptual layout for the project provides 106 new for-sale homes with alley-loaded garages. This new community is being planned with a focus on walkability which includes seamless connection of sidewalks and pathways, community parks, shade trees, and plentiful seating areas to encourage a pedestrian friendly environment between the new homes and the frontage commercial pads.

Existing General Plan designation: Mixed Use – Main Street  
Proposed General Plan designation: Mixed Use – Neighborhood Village Center

Existing Zoning: Agriculture (AG)  
Proposed Zoning: Commercial (C-2) and R1-6 Single Family Residential with  
Planned Area Development (PAD) overlay

Please join us for a Neighborhood Meeting to meet the Development Team and learn more about the project.

**NEIGHBORHOOD MEETING/OPEN HOUSE FORMAT:**

**Wednesday, October 15, 2025**  
**Sunrise Mountain Library**  
**21109 N 98th Ave, Peoria, AZ 85382**  
**Anytime between 5:30PM – 6:30PM**

If you are unable to attend this open house meeting, please contact me directly at 480-505-3938 or [jhall@roselawgroup.com](mailto:jhall@roselawgroup.com) for project information or you may reach Elias Valencia, Peoria Senior Planner, at 623-773-5044 or [elias.valencia@peoriaaz.gov](mailto:elias.valencia@peoriaaz.gov) and reference *The Shoppes and The Cove at Camino a Lago* (Cases #GPA25-06 and Z25-12).

Sincerely,

**Jennifer Hall**  
Senior Project Manager

*Conceptual Site Plan*



## SAMPLE Home Designs



REAR



REAR

*SAMPLE Home Designs*



**REAR**



**REAR**



[REDACTED]



[REDACTED]

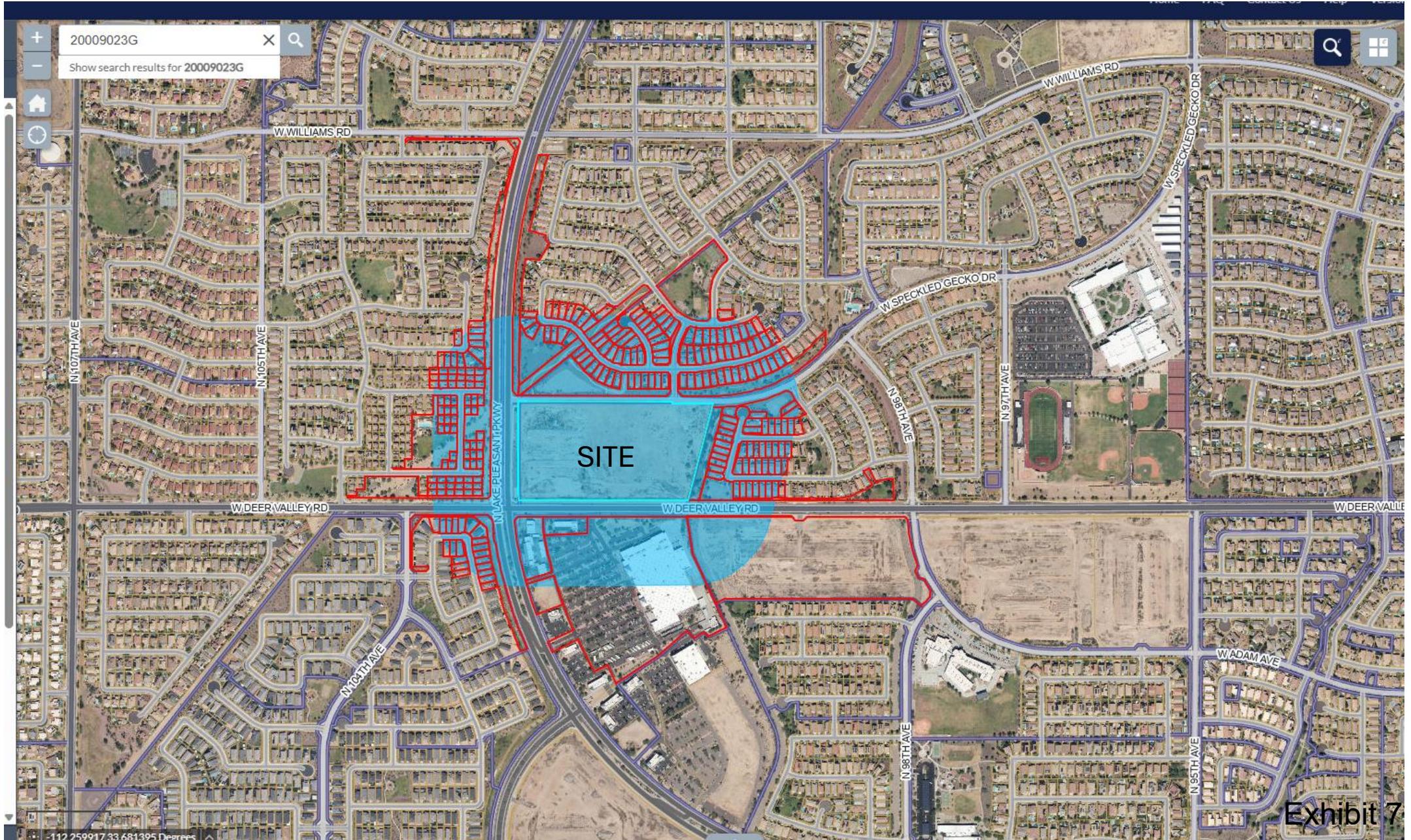
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

# The Shoppes and The Cove at Camino a Lago: 600ft Notification Map



**Exhibit B – Affidavit of Posting**



PLANNING AND ZONING
AFFIDAVIT OF NOTIFICATION

Date 09/30/25 Case Number: GPA25-06 and Z25-12

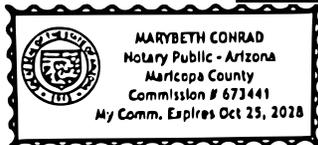
Location of Property

NEC Lake Pleasant Pkwy and Deer Valley

Sign Company Name Dynamite Signs, Inc.

I, Meghan Liggett certify that the site has been posted on 09/30/25 as indicated by the project manager for the case listed above.

Applicant/Representative Signature



The foregoing instrument was acknowledged before me on 09/30/25



Notary Public

10-25-28

My Commission Expires

Return completed notarized affidavit AND photographic evidence of site posting to the Community Development at least 15 days prior to the hearing body date.

9875 N. 85th Ave., Development and Community Services Building
Peoria, AZ 85345
623-773-7200

# City of Peoria Public Notice

**Request 1:** Minor General Plan Amendment from Mixed Use – Main Street to Mixed Use – Neighborhood Village

**Request 2:** Rezone from AG to PAD

**Project Location:** NEC of Lake Pleasant Parkway and Deer Valley Rd

**Project Size:** +/-24.2 gross acres

**Proposed Use:** Mixed Use Project consisting of +/- 16.4 acres of single-family homes combined with +/-7.8 acres of community commercial

**Applicant Contact:**

Name: Rose Law Group pc,  
Jennifer Hall, Sr Project Manager  
Phone: 480-505-3938  
Email: [jhall@roselawgroup.com](mailto:jhall@roselawgroup.com)

**City Contact:**

Planning and Community Development / Elias Valencia, Sr Planner  
623-773-5044  
[planning&zoning@peoriaaz.gov](mailto:planning&zoning@peoriaaz.gov) / [Elias.Valencia@peoriaaz.gov](mailto:Elias.Valencia@peoriaaz.gov)  
[www.peoriaaz.gov/planning](http://www.peoriaaz.gov/planning)



**Neighborhood Meeting(s):**

When: October 15, 2025 at 5:30PM  
Where: Sunrise Mountain Library –  
Community Room  
21109 N 98th Ave, Peoria, AZ 85382

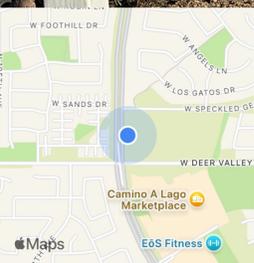
**Planning and Zoning Commission Hearing:**

When: TBD  
Where: Public Safety Administration Building  
8351 W Cinnabar Avenue  
2nd floor Peoria Conference Room

**City Council Hearing:**

When: TBD  
Where: Public Safety Administration Building  
8351 W Cinnabar Avenue  
2nd floor Peoria Conference Room

**Case No(s):** GPA25-06 and Z25-12



September 30, 2025 at 8:23 AM  
+33.682820,-112.279430  
21845-21861 N Lake Pleasant Pkwy  
Peoria AZ 85383  
United States

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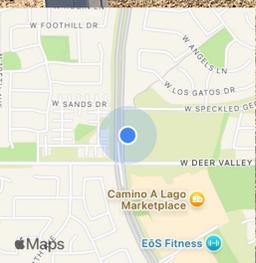
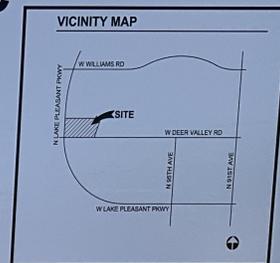
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623-773-5044  
planning&zoning@peoriaaz.gov / Elias.Valencia@peoriaaz.gov  
www.peoriaaz.gov/planning

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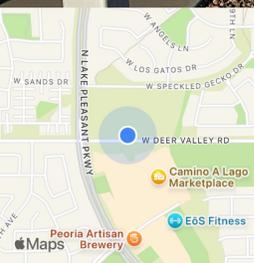
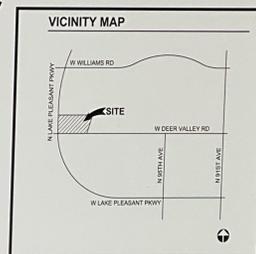
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When: TBD  
Where: Public Safety Administration Building  
8351 W Cinnabar Avenue  
2nd floor Peoria Conference Room

**Case No(s):** GPA25-06 and Z25-12



September 30, 2025 at 7:52 AM  
+33 681954 -112.277654  
10096-10112 W Deer Valley Rd  
Peoria AZ 85382  
United States

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[planning&zoning@peoriaaz.gov](mailto:planning&zoning@peoriaaz.gov) / [Elias.Valencia@peoriaaz.gov](mailto:Elias.Valencia@peoriaaz.gov)  
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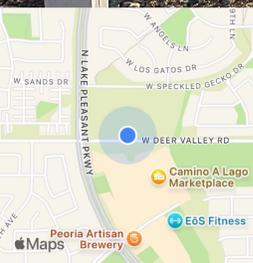
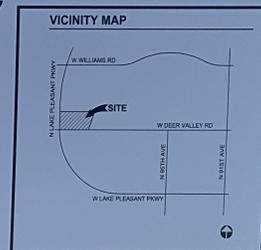
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Where: Public Safety Administration Building  
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2nd floor Peoria Conference Room

**Case No(s):** GPA25-06 and Z25-12



September 30, 2025 at 7:51 AM  
+33 681954 -112 277654  
10096-10112 W Deer Valley Rd  
Peoria AZ 85382  
United States

## Exhibit C – Open House Summary

**The Shoppes and The Cove at Camino a Lago  
GPA25-06 and Z25-12  
Open House Meeting Summary**

**Date:** October 15, 2025

**Time:** 5:30PM-6:30PM

**Location:** Sunrise Mtn Library  
21109 N 98<sup>th</sup> Ave  
Peoria, AZ 85382

**Applicant Team:**

Jennifer Hall, Sr. PM Rose Law Group  
Alex Hosmar, Attorney Rose Law Group  
Kayla Amado, Rose Law Group  
Matt Werner, Lennar  
Colby Finchman, Barclay Group  
Mollie Maroney, Barclay Group  
Jessica Miller, RVi Planning  
Konner Pendland, RVi Planning  
Andrew Jupp, Kimley Horn  
Kate Randolph, Kimley Horn

**City Staff In Attendance:**

Councilman Jon Edwards  
Chris Jacques, Planning Director  
Lorie Dever, Planning Manager  
Elias Valencia, Case Planner

The Applicant Team arrived at the meeting site at 4:45PM to set up the meeting room with exhibit boards on easels. Neighbors began arriving shortly after 5:00PM and were asked to sign into the meeting. A total of 12 neighbors signed into the meeting and we received 6 comment cards that are attached with this summary. The Applicant Team greeted each of the neighbors and were walked through the exhibit boards and presented with details about the zoning amendment as well as the specific details about the project.

Comments expressed by the neighbors included existing traffic issues, dislike for smaller residential lots, they would like to see more homes exactly like the Meadows, develop the site entirely as commercial, develop the site entirely as residential, and potential impacts property values.

6 comment cards received:

- 3 opposed claiming lots too small will decrease property values, traffic, overcrowded school, and crime
- 1 neutral but concerned about traffic and access onto LPP
- 2 did not specify but indicated traffic is concern and property values

The meeting adjourned and the Applicant Team packed up the exhibit boards at approximately 6:45 PM.

The Shoppes and The Cove at Camino a Lago | Open House Meeting Sign-in Sheet

Sunrise Mountain Library | Wednesday, October 15, 2025 from 5:30PM - 6:30PM | #GPA25-06 and Z25-12

Name	Address	Email	Phone	Y/N to receive project updates
Kurt Ferraris				
Theresa Sward				
Jason Flynn				
ELIAS VALENCIA				
Vernon Collins				
Poqja				
Gary Russell				
Kalen LaCrosse				
CoryLo Crosse				

The Shoppes and The Cove at Camino a Lago | Open House Meeting Sign-in Sheet

Sunrise Mountain Library | Wednesday, October 15, 2025 from 5:30PM – 6:30PM | #GPA25-06 and Z25-12

Name	Address	Email	Phone	Y/N to receive project updates
Lorie Dever	[Redacted]	[Redacted]	[Redacted]	
David & Sharon Peterson				
Jagadeesh Kamburu				
Marek Ivanic				Y

We would love to hear your thoughts about this project. All comment cards will be submitted to staff and included in the case report.

Name: DAVID

Address: \_\_\_\_\_

Please circle one: SUPPORT / OPPOSED / NEUTRAL

**WRITE COMMENTS BELOW**

OK WITH THE SMALL  
COMMERCIAL AREA. HOMES  
NEED TO BE RESIDENTIAL  
HOMES WITH LOT SIZES AND  
HOMES MIMICING THE  
SURROUNDING COMMUNITY.  
THE SMALL LOTS SUGGESTED  
IN THE FLYER AND SMALLER  
HOMES WILL DEVALUE  
ADJACENT PROPERTIES BY  
50-100K. PLUS, I WOULD  
EXPECT ADDITIONAL CRIME  
IN THE NEIGHBORHOOD.

Cont. on reverse →

We would love to hear your thoughts about this project. All comment cards will be submitted to staff and included in the case report.

Name:

Vernon Collins

Address:

[REDACTED]

Please circle one: SUPPORT / OPPOSED / NEUTRAL

### WRITE COMMENTS BELOW

I have multiple concerns. First off, these proposed, versus my home type, will drastically reduce my homes valuation. Secondly, traffic is the next concern. Limited entrances/exits could cause even more accidents in a neighborhood that already has numerous fatalities and common accidents too frequently. Third, so many considerably smaller builds will not only decrease home values but bring in more "short term" tenants that will probably rent, not maintain or care about their living arrangements as they are short term, not a permanent home. With that as well, I feel, brings a negative

Cont. on reverse →

crowd into a community. The lack of parks, additional schooling for even more kids, in an already overcrowded school district doesn't help as well. This is a sought after neighborhood. I feel we could do better than what is being proposed. I also feel the community deserves better. Thank you for your time

We would love to hear your thoughts about this project. All comment cards will be submitted to staff and included in the case report.

Name: Sharon Peterson

Address: 

Please circle one: SUPPORT / OPPOSED / NEUTRAL

**WRITE COMMENTS BELOW**

Concern is additional traffic  
It's a busy area. Would  
prefer less homes.

Please work traffic issues,  
& access to Lake Pleasant

Cont. on reverse →

We would love to hear your thoughts about this project. All comment cards will be submitted to staff and included in the case report.

Name: Pooja Ponnamma

Address: [REDACTED]

Please circle one: SUPPORT / OPPOSED / NEUTRAL

### WRITE COMMENTS BELOW

The properties open up to Speckle Gecko Drive, there will a traffic choke up there ~~is~~ at school times. ~~Currently these~~ ~~is~~ The homes are way smaller than meadows which will bring down our property value.

Cont. on reverse →

We would love to hear your thoughts about this project. All comment cards will be submitted to staff and included in the case report.

Name: Theresa Sewad

Address: 

Please circle one: SUPPORT / OPPOSED / NEUTRAL

### WRITE COMMENTS BELOW

No car wash  
No fast food  
No smoke shops  
No tiny homes - the 2 story w/ small lots not ok  
Want larger homes on larger lots  
No gas station

Want: Parks, Playground, Natural Space

Already sent letters to City of Peoria

Some shopping area would be ok  
but it should not be all this shoved  
into such a small space

Cont. on reverse →

We would love to hear your thoughts about this project. All comment cards will be submitted to staff and included in the case report.

Name: JASON DRAGER

Address: \_\_\_\_\_

Please circle one: SUPPORT / OPPOSED / NEUTRAL

Change

**WRITE COMMENTS BELOW**

- + More walkable retail
- <sup>Connect the units</sup> No Drive Thrus
- LPSJ Housing 50/50 at Max
- + Put Office on top of retail
- + Promote local business  
limit out of state businesses.

Cont. on reverse →