

**From:** [Chris Jacques](#)  
**To:** [Elias Valencia](#)  
**Cc:** [Lorie Dever](#)  
**Subject:** FW: The Cove at Camino A Lago  
**Date:** Wednesday, October 15, 2025 10:15:49 AM

---

Please include in the record for this case.

Chris M. Jacques, AICP, MBA  
Planning Director  
Planning & Community Development Department  
City of Peoria, AZ  
P 623.773.7609  
[chris.jacques@peoriaaz.gov](mailto:chris.jacques@peoriaaz.gov)

Office schedule: Monday - Thursday

Please consider the environment before printing this e-mail.

-----Original Message-----

From: Jon Edwards <[Jon.Edwards@peoriaaz.gov](mailto:Jon.Edwards@peoriaaz.gov)>  
Sent: Wednesday, October 15, 2025 9:37 AM  
To: Chris Jacques <[Chris.Jacques@peoriaaz.gov](mailto:Chris.Jacques@peoriaaz.gov)>; Mike Faust <[mike.faust@peoriaaz.gov](mailto:mike.faust@peoriaaz.gov)>  
Cc: Daniel Murillo <[daniel.murillo@peoriaaz.gov](mailto:daniel.murillo@peoriaaz.gov)>  
Subject: FW: The Cove at Camino A Lago

For your records

Jon Edwards  
Councilmember  
Willow District  
8401 West Monroe Street  
Peoria, AZ 85345-6560

-----Original Message-----

From: Paul Senseman [REDACTED]  
Sent: Wednesday, October 15, 2025 9:30 AM  
To: Jon Edwards <[Jon.Edwards@peoriaaz.gov](mailto:Jon.Edwards@peoriaaz.gov)>  
Subject: The Cove at Camino A Lago

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Councilman,

I am a resident of The Meadows at Camino A Lago and have been since 2015. I've been a Peoria resident starting in 1970, and our family has been present in what is now Peoria since 1908.

Let me first say that the government that governs least, governs best. For Americans to continue to enjoy the freedom and dynamism that has fueled our peace and prosperity for 250 years, we need to allow people to be free to worship without harassment, speak without threat of violence, and do with their own property what they reasonably choose to do. This development plan is completely reasonable, and the owners therefore should be allowed to do with it as they please. I'm not an idiot, so I'm not supportive of a zero-input stance of local government. But our local tendencies, and occasional popular sentiment, across all our municipalities in our region, is to micro-manage everything in ways that blur or even eliminate the sanctity and wisdom of private property and free commerce. I thank you for your efforts to reasonably resist this temptation.

I support the plans for this new development and welcome it as a new opportunity for some young families to purchase a home and reside in our hometown. There is a dearth of new homes for families to start and advance their professional lives in our area. The City and its residents have worked tirelessly for years to compete and recruit the exceptional employment opportunities that are now on the cusp of accelerating our economy even further. Now is the time, not later, to carefully consider the best ways to keep those economically vibrant young families in our area, to support them as they grow and thrive, and therefore to sustain our future. We need them desperately, and the communities that plan and welcome them with the most affordable options will be the biggest winners of prosperity over time. Thank you for considering the long term, first.

This development's plans will no doubt receive some critical public comments. I hope and ask that you resist the red-herrings of "lower property values", "more traffic", or "crowded schools". I'm a product myself of the Peoria Unified School District, and at times the schools were so crowded that we experienced double sessions. Property values skyrocketed before, during, after that period. Property values are contingent on growth and dynamism, not on vacant and unused lots or endless political micromanagement and/or indecision. I've heard these refrains deployed so many times as to lose count, and in my decades of experience in this City I have personally witnessed new growth, new density, more traffic, and unbelievable growth in property values. They all grow together, simultaneously and in harmony, not apart.

In conclusion, let me share that I love my neighbors, and even the ones that vehemently disagree with my opinions. That's why I choose to live here, because they are outstanding people that are quietly and tirelessly attempting to live a productive and influential life for their God and for their country. My neighbors have elected great and trustworthy leaders who strive to restrain their authority and instead promote freedom and liberty. Our present and our future is almost too good to be true here, so I pray that we resist the temptation to focus on our own conveniences and instead focus on the future that we build together. Dormancy doesn't build a future - cultivation and construction builds a future.

Thank you for your consideration of my views.

Most Sincerely,

Paul Senseman

**From:** [REDACTED]  
**To:** [jeff.gunderson@lennar.com](mailto:jeff.gunderson@lennar.com)  
**Cc:** [Cody Gleason](#); [Rick Stokes](#); [Jon Edwards](#); [Peoria Mayor](#); [REDACTED]  
**Subject:** Camino a Lago Auction - Consideration for Community Naming in Camino á Lago Area  
**Date:** Wednesday, June 4, 2025 12:17:22 PM

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Hi Jeff Gunderson,

Congratulations on your successful auction of land in Camino á Lago! I'm a resident of the area, and I serve on my HOA board. I also work with nearby HOAs in Camino á Lago South and The Meadows at Camino á Lago on various community-related matters. Recently, neighbors have been discussing the potential for dirt-moving activity near our area.

It's been exciting to watch this part of the city grow and mature. Over the past several years, we've seen many new homes and retail spaces go up—enhancing both quality of life and property values. HOAs play a vital role in maintaining this quality and in protecting those values. Over the past year, our HOA has focused on enhancing the look and feel of our community in ways that also reflect positively on the city. These improvements include refreshed landscaping, repainting perimeter walls, and updating monument signage.

One of our proudest efforts is the new signage and artwork at the southwest corner of Williams Road and Lake Pleasant Parkway. It welcomes people not just to our neighborhood but to the larger Camino á Lago area of Peoria.

Camino á Lago is a Specific Area Plan development that includes four distinct HOAs: The Meadows at Camino á Lago, Casa Del Rey at Camino á Lago, Camino á Lago South, and Desert Star.

While I'm supportive of new housing opportunities in the area, I respectfully ask that the future developer consider one key item: the **naming** of the new community. While I understand that marketing strategy is a factor, I believe it's also important to consider the long-term identity of this area.

Some of the Valley's most memorable communities—like Vistancia, Arrowhead Ranch, Norterra, DC Ranch, Desert Ridge, McCormick Ranch, and Greyhawk—have a strong shared identity that extends across multiple sub-neighborhoods. These larger brand identities strengthen community recognition and foster a sense of place.

When The Meadows was developed, they chose to incorporate “Camino á Lago” into their signage along Williams, Lake Pleasant Parkway, and Deer Valley, helping give our part of Peoria a recognizable identity. I believe this branding approach benefited not just their community, but the entire Camino á Lago region.

As Lennar begins planning the development of the prominent corner at Lake Pleasant and Deer Valley, I see a tremendous opportunity to enhance this area's identity. Naming the new neighborhood as part of Camino á Lago would help preserve and build upon the sense of place

that has already taken root here.

I respectfully ask that any rezoning or Specific Area Plan amendments consider the naming and branding of this development in alignment with Camino á Lago.

In the Specific Area Plan for Camino a Lago the following goals and standards are listed:

<https://www.peoriaaz.gov/home/showpublisheddocument/3788/638327066230500000>

GOAL C - Encourage the development of sound and stable residential neighborhoods. The Camino á Lago Use Plan has been crafted to promote high quality residential environments at varying densities that will be convenient to commercial, school and open space uses. The unique design of the project's circulation system and the size of the residential parcels ensure cohesive and functioning neighborhoods which will be adequately buffered from the commercial core planned for the intersection of Lake Pleasant Parkway and Deer Valley Road.

Signage - Strengthen the identity of the planning area by appropriate signage, sculpture, repetitive graphic symbols and distinctive landscaping with hardscape features at entrances into the area and at key locations within.

Site Design - Each residential parcel may require its own identity; however, there is a need to maintain a sense of unity in these residential areas through consistent standards and organization principles. Architectural motifs may vary but principles of basic site organization, parking location and screening, landscape standards and setbacks exterior lighting, unit access and parcel access should be consistent within this land use category and with other residential and commercial development within the plan area.

Thank you for taking the time to consider this request as you plan and re-envision the hard corner of Lake Pleasant and Deer Valley.

Christian M. Williams  
Area Resident in Camino á Lago

**From:** [REDACTED]  
**To:** [Rick Stokes](#); [Jon Edwards](#); [Peoria Mayor](#); [Cody Gleason](#)  
**Subject:** Development  
**Date:** Wednesday, June 11, 2025 5:12:22 PM

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Dear Mayor and Councilmembers,

As a long-time resident of the Camino á Lago area, I want to share my thoughts regarding the future development of the northeast corner of Lake Pleasant Parkway and Deer Valley Road. This is an important location in the heart of our neighborhood, and with it being the last major commercial site in the area, I hope it's approached with care and in line with the vision outlined in the City's General Plan.

This corner is designated Mixed Use Main Street, which is intended to support vibrant, walkable areas where homes, shops, offices, and public spaces come together to create a strong sense of place. With some of the highest residential density in the area surrounding this site and traffic volumes now exceeding 13,000 vehicles per day on Deer Valley and over 21,000 on Lake Pleasant Parkway, this location is primed for a well-planned, mixed-use destination that meets both current and future community needs.

We ask that future planning include true integration between the residential and commercial components. Sidewalks, pathways, and other pedestrian features should be emphasized so residents and customers can move easily throughout the site. If residential is included, it should reflect the amenity standards of nearby high-density neighborhoods like The Meadows and Casa Del Rey, which both offer features such as pools and communal spaces for their residents.

As for the commercial portion, certain uses would be out of place here. We ask that the City avoid approving businesses like car washes, auto repair, smoke shops, and storage facilities. These uses already exist at or near this intersection and don't reflect the intent behind the Mixed Use Main Street designation. Similarly, this area should not be overrun by stand-alone drive-throughs or convenience uses. One gas station or single drive-through—designed to blend into the site with features like outdoor seating—might make sense, but any additional drive-throughs should be part of a larger, multi-tenant retail building that supports a mix of uses and more sustainable activity.

We also urge attention to design. This site should reflect the surrounding desert aesthetic and community identity. The architecture should complement the look and feel of the existing neighborhoods, with coordinated materials and earth-toned colors. We've seen what happens when this is overlooked—the white-box Starbucks currently under construction in the Marketplace stands out in a way that doesn't feel cohesive with the area.

The corner itself should be treated as more than just a traffic intersection. A plaza, landscaped

entry feature, or public space would go a long way in turning this into a community asset—much like what has been done at other key intersections across Peoria. Finally, we strongly encourage continuing the use of the Camino á Lago name as part of this development’s identity. Nearby areas like Casa Del Rey at Camino á Lago and The Meadows at Camino á Lago have done so, and it helps tie the area together and strengthen its sense of place.

This development represents a major milestone in the buildout of our community. We’re not opposed to growth—in fact, we welcome it when done thoughtfully and with the neighborhood in mind. We’re simply asking that this project be planned in a way that respects the intent of the General Plan and enhances the overall quality and identity of Camino á Lago.

Thank you for considering this input and for your continued work on behalf of Peoria residents.

Sincerely,  
Christine Cook  
Casa Del Rey

**From:** [REDACTED]  
**To:** [Cody Gleason](#)  
**Subject:** Lake Pleasant Parkway and Deer Valley  
**Date:** Wednesday, June 11, 2025 4:03:51 PM

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Dear Mayor and Councilmembers,

We are writing as proud residents of this area of north Peoria to respectfully express our expectations for the development of the final major commercial corner within our neighborhood, located at the northeast intersection of Lake Pleasant Parkway and **Deer Valley Road**.

According to the City's General Plan, this site is designated **Mixed Use Main Street**, intended to serve as a vibrant, walkable blend of housing, commerce, and civic life. This designation is especially important here, at the heart of Camino á Lago, where the area is surrounded by the highest residential densities and growing daily traffic volumes. Recent traffic counts indicate approximately **13,346 vehicles per day on Deer Valley Road** and **21,429 on Lake Pleasant Parkway**, showing clear market support for meaningful commercial development.

### **Mixed Use Main Street Intent**

The General Plan outlines key principles for Mixed Use Main Street areas, including:

- Walkable urban environments with storefront retail and office uses at street level, and residential above.
- Development that promotes a strong identity and sense of place through themed architecture, pedestrian-friendly design, public spaces, and civic uses.
- Integration of diverse uses, including multi-family housing, restaurants, small businesses, and gathering spaces such as plazas or parklets.
- Architectural quality, connectivity, and internal cohesion across parcels.

### **Community Expectations for Rezoning and Site Planning**

We respectfully request that any future rezoning or site plans for this area reflect the following priorities:

#### **1. Integration of Residential and Commercial**

- Residential must be connected to commercial through walkable paths and internal pedestrian access.
- Inclusion of residential amenities (e.g., community pool) is important, consistent with surrounding communities such as The Meadows and Casa Del Rey.

#### **2. Commercial Use Limitations**

- Prohibit uses inconsistent with the General Plan vision: **no car washes, smoke shops, auto repair, or storage**, which are already present at this intersection and the storage is less than a mile to the north.
- Limit stand-alone convenience uses:

- Allow **only one** major drive-through or gas station, preferably oriented to the corner in a community-sensitive way (e.g., rear-facing pumps or integrated patio dining).
- Additional drive-throughs should be **end-cap only**, with required co-tenancy (e.g., two other retail or restaurant tenants per drive-through).
- A gas station, a car wash and two stand-alone drive throughs are not appropriate in a Main Street are and at the last parcel in our community (in proximity to higher density residential)

### 3. Architectural Cohesion

- Commercial and residential architecture must share cohesive materials, colors, and wall design that blend with surrounding neighborhoods—not stark, modern tones like black, blue, and gray that clash with the community’s desert character.
- Future buildings should avoid mismatches like the current white-box Starbucks at the Marketplace, which undermines center cohesion.

### 4. Corner Identity and Design

- The hard corner at Lake Pleasant Parkway should feature a **plaza, entry monument, or public space**, drawing inspiration from intersections like Lake Pleasant & Happy Valley or El Mirage & Lone Mountain.
- We ask that the project retain and promote the **Camino á Lago** name throughout all components, reinforcing community identity and unity as done with nearby developments like Casa Del Rey at Camino á Lago and The Meadows at Camino á Lago.

### Final Thoughts

This location is the **final and most visible opportunity** to complete the vision for our community. We are not opposed to development; in fact, we welcome thoughtful growth. We simply ask that you and the development team honor the vision laid out in the City’s General Plan and respect the character and aspirations of the residents who live here.

Thank you for your time and thoughtful consideration.

Sincerely,

Theresa Seward  
Ironwood Community HOA homeowner and Board Member

**From:** [REDACTED]  
**To:** [Jon Edwards](#); [Rick Stokes](#); [Cody Gleason](#); [Jon Edwards](#); [Peoria Mayor](#)  
**Subject:** Lake Pleasant Parkway and Deer Valley Road  
**Date:** Thursday, September 18, 2025 7:36:55 PM

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**Dear Mayor and Councilmembers,**

We are writing as proud residents of this area of north Peoria to respectfully express our expectations for the development of the final major commercial corner within our neighborhood, located at the northeast intersection of Lake Pleasant Parkway and Deer Valley Road.

This parcel is currently designated **Mixed Use Main Street** in the City's General Plan, recently approved by Peoria voters. That designation was meant to ensure a **walkable, vibrant, community-oriented development** with retail, restaurants, and gathering spaces that serve as the heart of Camino á Lago.

The developer's request for a **General Plan Amendment** to allow another gas station, two additional drive-throughs, and no enhancements at the corner directly undermines the voter-approved vision.

It should be noted that Council already approved higher-density residential nearby with the understanding that the added density would bring **sit-down restaurants, retail, and walkable amenities** – not more car washes, gas stations, and stand-alone drive-throughs.

We ask that the City Council:

- Deny the General Plan Amendment request for the retail portions of the development. Only allow a General Plan Amendment for portions of the site related to single-family development.
- Require development that honors the intent of Mixed Use Main Street at the hard corner of Deer Valley and Lake Pleasant Parkway.
- Ensure the corner reflects walkability, community identity, and fewer auto-oriented uses.

We ask that future planning include true integration between the residential and commercial components. Sidewalks, pathways, and other pedestrian features should be emphasized so residents and customers can move easily throughout the site. If residential is included, it should reflect the amenity standards of nearby high-density neighborhoods like The Meadows and Casa Del Rey, which both offer features such as pools and communal spaces for their residents.

As for the commercial portion, certain uses would be out of place here. We ask that the City avoid approving businesses like car washes, auto repair, smoke shops, and storage facilities. These uses already exist at or near this intersection and don't reflect the intent behind the Mixed Use Main Street designation. Similarly, this area should not be overrun by stand-alone drive-throughs or convenience uses. One gas station or single drive-through—designed to blend into the site with features like outdoor seating—might make sense, but any additional drive-throughs should be part of a larger, multi-tenant retail building that supports a mix of uses and more sustainable activity.

We also urge attention to design. This site should reflect the surrounding desert aesthetic and community identity. The architecture should complement the look and feel of the existing neighborhoods, with coordinated materials and earth-toned colors. We've seen what happens when this is overlooked—the white-box Starbucks currently under construction in the Marketplace stands out in a way that doesn't feel

cohesive with the area.

This is the final and most visible commercial opportunity in our neighborhood. We are not opposed to growth; we welcome it. But it must be **thoughtful growth** that respects the General Plan, the character of Camino á Lago, and the expectations of the residents who live here.

Thank you for your time and thoughtful consideration.

**Sincerely,**

Theresa and Harold Seward

A black rectangular redaction box covering the signature of Theresa and Harold Seward.

**From:** [Chris Jacques](#)  
**To:** [Elias Valencia](#)  
**Subject:** FW: Lake pleasant & Deer Valley  
**Date:** Tuesday, September 23, 2025 12:45:10 PM

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Here is another one.

**Chris M. Jacques, AICP**

Planning Director  
Planning & Community Development Department  
City of Peoria, AZ  
P 623.773.7609  
[chris.jacques@peoriaaz.gov](mailto:chris.jacques@peoriaaz.gov)

Office schedule: Monday - Thursday

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**From:** Tyler Mastin <[tyler.mastin@peoriaaz.gov](mailto:tyler.mastin@peoriaaz.gov)>  
**Sent:** Tuesday, September 23, 2025 12:32 PM  
**To:** Chris Jacques <[Chris.Jacques@peoriaaz.gov](mailto:Chris.Jacques@peoriaaz.gov)>; Lorie Dever <[Lorie.Dever@peoriaaz.gov](mailto:Lorie.Dever@peoriaaz.gov)>  
**Cc:** Austin Roe <[austin.roe@peoriaaz.gov](mailto:austin.roe@peoriaaz.gov)>  
**Subject:** Fw: Lake pleasant & Deer Valley

Good afternoon,

Attached is an email to the Mayor from a citizen commenting on the development in the North Peoria area. I wanted to make sure, if you hadn't already heard from the citizen, that their comment was noted with Planning.

Let me know if you know if you have any additional questions.

Thanks!

**Tyler Mastin** | Assistant to the Mayor  
Office of Mayor Jason Beck  
[Tyler.Mastin@peoriaaz.gov](mailto:Tyler.Mastin@peoriaaz.gov)

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**From:** Ashley Torres <[REDACTED]>

**Sent:** Sunday, September 21, 2025 3:38 PM

**To:** Peoria Mayor <[Mayor@peoriaaz.gov](mailto:Mayor@peoriaaz.gov)>

**Subject:** Lake pleasant & Deer Valley

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Please do not allow the building of more gas stations and car washes in the lot. It was promised to be a vibrant community area. Our children have to ride bikes to school and that intersection is already dangerous.

Ashley Torres

[REDACTED]

Peoria, AZ 85383

[REDACTED]

**From:** [REDACTED]  
**To:** [Cody Gleason](#)  
**Cc:** [Elias Valencia](#)  
**Subject:** Re: The Shoppes & The Cove @ Camino-A-Lago Neighborhood Meeting  
**Date:** Monday, October 6, 2025 3:13:34 PM

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Thank you for the response. We are 100% against a lower priced density community being placed right at our doorstep here at the meadows. This is not what Peoria is about and this rezoning should not be allowed to pack more homes into such a small and highly traveled intersection. I hope our City staff and Council will also see this as being similar to adding apartments. I'm appalled that we have to deal with this and especially with Lennar homes who has a wealth of complaints as a developer and builder.

Thank You

On Mon, Oct 6, 2025 at 2:00 PM Cody Gleason <[Cody.Gleason@peoriaaz.gov](mailto:Cody.Gleason@peoriaaz.gov)> wrote:

All,

You are receiving this email as you have been added to the interested parties list for the proposed development called The Shoppes and The Cove at Camino-A-Lago (Case #s GPA25-06 & Z25-12) as a result of correspondence you provided about the case.

Please be aware that the applicant will be holding their required neighborhood meeting as identified below. Within the link below, is the letter that the applicant mailed to property owners within 600 feet and HOAs within 1 mile. You can find information about this meeting on the [Neighborhood Meeting Calendar](#) as well. This meeting is intended as an opportunity for the applicant to discuss their proposal with surrounding property owners and address any questions or concerns.

Contained below is the information for the Neighborhood Meeting:

**Date and Time:**

October 15, 2025, 5:30 p.m.

**Location:**

Sunrise Mountain Library  
21109 N 98th Ave, Peoria, AZ 85382

**Project Number and Description:**

GPA25-06, Z25-12 The Shoppes and The Cove at Camino A Lago

The applicant has submitted two companion applications to 1) Change the General Plan land use designation and 2) Change the zoning district for the subject site to allow for the development of a residential subdivision and associated commercial center.

1. Minor General Plan Amendment (GPA25-06) to change the General Plan Land Use designation from Mixed Use Main Street to Mixed Use Neighborhood Village.
2. Rezoning Request (Z25-12). A request to rezone the property from General Agricultural (AG) to Planned Area Development (PAD), to will allow for approximately 5 acres of commercial development consisting of multiple drive through uses and commercial pad buildings and approximately 14 acres of single family residential to accommodate 106 approximately 3,000 square foot lots.

[See Flyer for More Information](#)

**Staff Contact:** Elias Valencia – 623-773-5044 or [Elias.Valencia@peoriaaz.gov](mailto:Elias.Valencia@peoriaaz.gov)

Should you have any further questions or like to discuss the proposal further please contact Elias Valencia.

Thank you for your time.

**Cody Gleason, MBA, AICP**

Planning Manager

623-773-7645

[Cody.Gleason@peoriaaz.gov](mailto:Cody.Gleason@peoriaaz.gov)

**City of Peoria | Planning Department**

9875 N. 85th Avenue, Peoria, AZ 85345

Monday through Thursday, 7am to 6pm | **Closed Friday**

**Peoriaaz.gov/planning**

**From:** [Cody Gleason](#)  
**To:** [Elias Valencia](#); [Cody Gleason](#)  
**Subject:** FW: The Cove at Camino a Logo(Cases#GPA25-06 and Z25-12)  
**Date:** Monday, October 6, 2025 12:16:16 PM

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Thank you for your time.

**Cody Gleason, MBA, AICP**

Planning Manager

623-773-7645

[Cody.Gleason@peoriaaz.gov](mailto:Cody.Gleason@peoriaaz.gov)

**City of Peoria | Planning Department**

9875 N. 85th Avenue, Peoria, AZ 85345

Monday through Thursday, 7am to 6pm | **Closed Friday**

[Peoriaaz.gov/planning](http://Peoriaaz.gov/planning)

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**From:** Mike [REDACTED]  
**Sent:** Monday, October 6, 2025 8:05  
**To:** [jhall@roselawgroup.com](mailto:jhall@roselawgroup.com) <[jhall@roselawgroup.com](mailto:jhall@roselawgroup.com)>  
**Cc:** Elias Valencia <[elias.valencia@peoriaaz.gov](mailto:elias.valencia@peoriaaz.gov)>; Peoria Mayor <[mayor@peoriaaz.gov](mailto:mayor@peoriaaz.gov)>; Jon Edwards <[Jon.Edwards@peoriaaz.gov](mailto:Jon.Edwards@peoriaaz.gov)>  
**Subject:** The Cove at Camino a Logo(Cases#GPA25-06 and Z25-12)

**⚠ ⚠ This email arrived from an external source. Please exercise caution when opening attachments or clicking on links. ⚠ ⚠**

I am writing on behalf of concerned homeowners in The Meadows community regarding the proposed Lennar Homes development adjacent to our neighborhood. Based on the preliminary information available, it appears this project proposes a dense cluster of approximately 110 homes of substantially lower value than those within our established community.

Our concerns are significant and multifaceted:

**1. Community Impact and Property Values**

The proposed home types and density appear inconsistent with the character and quality of The Meadows. Developments of this type frequently attract investors rather than owner-occupants, often leading to rental-heavy neighborhoods that resemble apartment complexes more than single-family communities. This will almost certainly devalue surrounding properties and diminish the stability and

integrity of our area.

## 2. **Infrastructure and Safety**

Our existing infrastructure—particularly at the intersection near Walmart—is already strained and prone to frequent traffic incidents. The addition of 150–200 more vehicles will further burden this area and increase safety risks. Likewise, Speckled Gecko Drive is not designed to handle additional traffic volume and should not be used for access to or from the proposed development.

## 3. **Schools and Community Resources**

Local schools are currently at or near capacity. The addition of over 100 homes, with an estimated 150–200 additional children, would overwhelm an already stressed school system.

## 4. **Noise and Construction Impacts**

Our community expects full compliance with all local noise ordinances and work-hour restrictions. We intend to monitor construction noise and environmental conditions to ensure adherence to Maricopa County Air Quality and ADEQ requirements. Given Lennar’s documented compliance issues in other jurisdictions, we will be particularly vigilant in ensuring that all construction activity follows applicable laws and regulations.

This site should be considered for commercial or business use only. Introducing a large volume of lower-value homes adds no benefit to the community and instead brings measurable risk to existing residents and property owners.

Please provide detailed responses to the following items:

- Total number of homes to be built
- Anticipated value range of each home type
- Planned access points, including any impact to Speckled Gecko Drive
- Construction start and completion schedule
- Anticipated duration of daily construction activities and permitted work hours
- HOA and maintenance requirements for the proposed community

While I will not be attending public meetings on this issue, I will ensure all relevant information is shared transparently with The Meadows community and with the appropriate city and regulatory agencies. Should this development move forward in its current form, we will consider all legal avenues to protect our community’s interests and property values.

Thank you for your attention to this matter. I look forward to your prompt and detailed response.

Sincerely,

Homeowner, The Meadows Community

**From:** [Jennifer Hall](#)  
**To:** [REDACTED]; [Jon Edwards](#); [Peoria Mayor](#); [Elias Valencia](#); [REDACTED]  
**Cc:** [Jennifer Hall](#)  
**Subject:** RE: The Cove at Camino a Logo(Cases#GPA25-06 and Z25-12)  
**Date:** Thursday, October 9, 2025 2:17:00 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)

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Thank you for your thorough comments. I can assure you that your research and summary will be shared with our entire project team.

**Jennifer Hall**  
Senior Project Manager



7144 E Stetson Drive, Suite 300, Scottsdale, AZ 85251  
Direct: 480.505.3938 F: 480.505.3925 Mobile: [602.369.0810](tel:602.369.0810)

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**From:** Mike [REDACTED]  
**Sent:** Thursday, October 9, 2025 2:07 PM  
**To:** Jennifer Hall <JHall@roselawgroup.com>; Jon Edwards <Jon.Edwards@peoriaaz.gov>; mayor@peoriaaz.gov; elias.valencia@peoriaaz.gov; [REDACTED]  
**Subject:** Re: The Cove at Camino a Logo(Cases#GPA25-06 and Z25-12)

**Thank you for the response, below i have summarized some key points and did some research on Lennar:**

### **1. Community Impact and Property Values**

While Lennar promotes itself as a “top builder,” public record and consumer data paint a different picture. Numerous consumer reviews, BBB complaints, and documented construction issues contradict the claim of “exceptional quality.” Citing a single community (Acacia Grove) as representative of Lennar’s overall quality and fit ignores the distinct differences in demographics, architectural character, and price points between that area and The Meadows.

The proposed product — alley-loaded, high-density homes — does not align with The Meadows’ established character of large-lot, higher-value, owner-occupied homes. Suggesting that lower-priced housing “blends” because it falls between two neighborhoods’ values overlooks the cumulative effect of perception and resale value. Homes priced \$100K–\$200K lower directly adjacent to The Meadows will inevitably influence nearby appraisal values and market expectations, particularly when investor ownership is likely.

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### **2. Infrastructure and Safety**

While the developer emphasizes reduced *density* relative to the existing General Plan designation, that argument is misleading. “Reduced density” only compares this proposal to a hypothetical *maximum-intensity* use that was never planned, funded, or approved. The practical concern remains: the addition of 100+ homes introduces hundreds of daily trips onto roads already at capacity and known for traffic incidents.

Further, while completing the “south half” of Speckled Gecko may improve one roadway, it also extends the corridor for through traffic — funneling additional vehicles closer to The Meadows’ entrances. The promise of “helping with traffic flow” primarily benefits the developer’s site access, not existing residents’ congestion or safety concerns. The community also wants to have in place no access to this development from speckled Gecko to help reduce additional traffic in the community and reduce safety concerns.

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### **3. Schools and Community Resources**

Reducing the *maximum theoretical density* does not guarantee minimal school impact. The fact remains that over 100 new homes will introduce a measurable increase in student population. Statements such as “Lennar will work with PUSD to ensure no negative impacts” are vague and unenforceable. Without a formal mitigation plan, funding commitment, or capacity analysis from the district, the impact remains unaddressed. Please feel free to contact the principals at both Liberty Highschool and Sunset Heights about capacity issues.

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#### 4. Noise and Construction Impacts

While Lennar asserts it is “reputable” and compliant, that statement conflicts with numerous public records across several states documenting construction-related complaints, including workmanship, warranty, and safety issues. The community’s insistence on monitoring compliance with all Maricopa County Air Quality and ADEQ regulations is not adversarial — it is responsible oversight, especially given the proximity to established neighborhoods and sensitive properties. I'm sure Lennar has great policies in place for these regulations after reading the Ninth Circuit Court decisions.

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#### 5. Land Use and Long-Term Compatibility

The argument that “commercial development would generate more traffic” is speculative and mischaracterizes the issue. The community’s position is not that *any* commercial use is preferable, but that **the current site should serve a higher-value or employment-generating purpose**, consistent with the intent of a Mixed-Use designation — not dense, lower-priced residential units. Commercial use would not require access to Speckled Gecko and thus reduce traffic into the community and require a sound wall along the property to help mitigate noise and lighting issues.

Residential development of this nature reduces long-term economic diversity, increases transient population turnover, and provides minimal contribution to the tax base relative to its service demands. “Different” is not inherently “better” — compatibility, quality, and sustained community value should drive approval decisions, not developer convenience or profit optimization.

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### Summary

In short, while the developer frames their proposal as a “reduction” from a hypothetical maximum and a “blend” with adjacent areas, the reality is this:

- The product type and price point are **inconsistent** with The Meadows and will **devalue** adjacent homes.
- The proposal **adds traffic** and **compromises safety**, regardless of reduced theoretical density.
- School and infrastructure impacts remain **unaddressed** in practical terms.

- Lennar’s quality and compliance record **does not warrant blind trust**.
- The community’s request for commercial or business-oriented development aligns **more closely with the City’s long-term economic goals** than this residential proposal.

I will continue to advocate for a better project—one that truly fits this area. I understand that Mr. Gunderson wants to move forward with another development, and I can appreciate that; however, this community was built with specific guidelines, and any new project should meet or exceed those established standards.

Thank You

Mike Steg

On Wed, Oct 8, 2025 at 8:22 AM Jennifer Hall <[JHall@roselawgroup.com](mailto:JHall@roselawgroup.com)> wrote:

Thank you, Mike!

We did send the attached Notification letter along with sample home designs proposed by Lennar to The Meadows HOA Management; however, I will make sure to reach out to Jeanne via email to open the line of communication.

Project Details:

The site is currently designated by Peoria’s General Plan as “**Mixed Use – Main Street**” which creates a destination and calls for a large anchor tenant surrounded by more commercial with residential on top to create a vertical mixed use destination which could allow apartments. We are proposing to amend the land use designation to “**Mixed Use – Neighborhood Village**” which will allow us to develop a less intense horizontal mixed use project with commercial fronting Lake Pleasant Parkway (LPP) integrating into single family homes on the eastern portion of the site. We are requesting a PAD (Planned Area Development) that will create synergy between the proposed C-2 commercial retail uses and the proposed R1-6 residential homes using vehicular and pedestrian connectivity. The main entrance from LPP will create a sense of arrival with a grand median lined with palm trees. The entrance leads you through the middle of commercial plaza to be known as “The Shoppes at Camino a Lago” offering on-street angled parking to a landscaped round-about that borders a large green open space park area which will be a part of the new residential community (approx. 105 for sale homes known as “The Cove at Camino a Lago”). We are encouraging walkability between the uses by adding shade trees, ample meandering sidewalks, crosswalks, and bench seating areas by open space areas.

Our team recently received staff's 1<sup>st</sup> review comments so we are working on revisions to the conceptual layout (ie adding a community pool, widening sidewalks, adding more pedestrian crosswalks and shade structures). We are also working with staff on the permitted use list as we have heard that there are certain uses (i.e. car wash, smoke shops) that are not wanted by the community. Please know we are just in the beginning of this process and welcome you and your neighbor's feedback to make this a great addition to the well-established **Camino a Lago** community.

Responses below in *italics* to some of your specific questions:

### 1. **Community Impact and Property Values**

The proposed home types and density appear inconsistent with the character and quality of The Meadows. Developments of this type frequently attract investors rather than owner-occupants, often leading to rental-heavy neighborhoods that resemble apartment complexes more than single-family communities. This will almost certainly devalue surrounding properties and diminish the stability and integrity of our area.

*Lennar is the Top homebuilder in Arizona and is well known for their exceptional quality. This site has been envisioned by the City as Mixed Use so Lennar is proposing a single family housing product that will blend with commercial/retail. The proposed alley-loaded homes will offer a new type of housing product to the area as to not oversaturate or compete with existing homes in The Meadows neighborhood. In order to fully understand what is being proposed - please check out some of the google street views for **Acacia Grove at Vistancia**. **Acacia Grove** is a beautiful, pedestrian activated community built by Lennar that blends seamlessly with surrounding larger lots. The projected home prices will be mid \$400K to mid \$500K which falls in between the homes on the west side of LPP and The Meadows to the east of the site.*

### 2. **Infrastructure and Safety**

Our existing infrastructure—particularly at the intersection near Walmart—is already strained and prone to frequent traffic incidents. The addition of 150–200 more vehicles will further burden this area and increase safety risks. Likewise, Speckled Gecko Drive is not designed to handle additional traffic volume and should not be used for access to or from the proposed development.

- *The site is bounded on 3 sides by streets: Speckled Gecko, LPP and Deer Valley with a large open space trail on the east buffering The Meadows neighborhood. The existing General Plan designation **Mixed Use Main Street** which allows for intense commercial uses and high density residential with density “in excess of 12-20 dwelling units per acre”. Our proposal is requesting to actually reduce the density and the*

*intensity of the site by offering 6 acres of commercial combined with residential density of 6 dwelling units per acre which matches the density on the west side of LPP. The **Mixed Use Neighborhood Village** designation that we are asking for typically contains density between 12-20 dwelling units per acre but encourages lower residential densities to be used as a transition with adjacent lower intense residential neighborhoods which is what we are proposing. Approval of this amendment to the General Plan will ultimately result in a decrease in the amount of traffic that will be generated at this site. The current land use designation **Mixed Use Main Street** allows more intensity and more density which generates MORE trips per day than the proposed **Mixed Use Neighborhood Village** designation.*

*The main entrance into the commercial/retail will be from Lake Pleasant Parkway with 2 access points on both Speckled Gecko and one access on Deer Valley. Regardless of our project - the city is doing an improvement project that will add south bound LPP traffic going east on Speckled Gecko. IF our project is approved we will be completing the south ½ of Speckled Gecko with our development as only the north ½ street is constructed today so this will also help with traffic flow!*

### **3. Schools and Community Resources**

Local schools are currently at or near capacity. The addition of over 100 homes, with an estimated 150–200 additional children, would overwhelm an already stressed school system.

*This proposal decreases the density allowed on the site today which means decreases the number of new homes. Also, Lennar will work with PUSD to ensure no negative impacts to the district.*

### **4. Noise and Construction Impacts**

Our community expects full compliance with all local noise ordinances and work-hour restrictions. We intend to monitor construction noise and environmental conditions to ensure adherence to Maricopa County Air Quality and ADEQ requirements. Given Lennar’s documented compliance issues in other jurisdictions, we will be particularly vigilant in ensuring that all construction activity follows applicable laws and regulations.

*Lennar is a reputable local home builder who will abide by all noise and construction regulations.*

This site should be considered for commercial or business use only. Introducing a large volume of lower-value homes adds no benefit to the community and instead brings measurable risk to existing residents and property owners.

*Developing this site entirely as commercial or business use only will generate MORE traffic than the proposed use. The proposed housing community adds a new*

*and different housing product to this well-established area with price points ranging from mid \$400K – mid \$500K. Please google Acacia Grove at Vistancia as reference.*

Happy to provide you with additional information as we move through this process and thank you for reaching out!

**Jennifer Hall**

Senior Project Manager



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**From:** Mike [REDACTED]

**Sent:** Monday, October 6, 2025 4:47 PM

**To:** Jennifer Hall <[JHall@roselawgroup.com](mailto:JHall@roselawgroup.com)>

**Cc:** [elias.valencia@peoriaaz.gov](mailto:elias.valencia@peoriaaz.gov); [mayer@peoriaaz.gov](mailto:mayer@peoriaaz.gov); [Jon.Edwards@peoriaaz.gov](mailto:Jon.Edwards@peoriaaz.gov)

**Subject:** Re: The Cove at Camino a Logo(Cases#GPA25-06 and Z25-12)

Please ensure that Jeanne Stockard is copied on any correspondence regarding the project you wish to pursue. Jeanne manages the HOA for The Meadows and was not aware of this project or the upcoming meeting.

The HOA Board has now been notified, and we all share significant concerns regarding the project and the proposed rezoning. Jeanne can be reached at [REDACTED] or [REDACTED] for further communication.

We will also be sharing this information through social media and other community channels to encourage strong resident turnout in opposition to the project.

Thank you,

On Mon, Oct 6, 2025 at 8:15 AM Jennifer Hall <[JHall@roselawgroup.com](mailto:JHall@roselawgroup.com)> wrote:

Thank you for your email. Sorry to hear you will not be able to attend the open house meeting; however, I will prepare all of the information you requested and send it shortly. Thanks!

**Jennifer Hall**

Senior Project Manager



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**From:** Mike [REDACTED]  
**Sent:** Monday, October 6, 2025 8:06 AM  
**To:** Jennifer Hall <[JHall@roselawgroup.com](mailto:JHall@roselawgroup.com)>  
**Cc:** [elias.valencia@peoriaaz.gov](mailto:elias.valencia@peoriaaz.gov); [mayor@peoriaaz.gov](mailto:mayor@peoriaaz.gov); [Jon.Edwards@peoriaaz.gov](mailto:Jon.Edwards@peoriaaz.gov)  
**Subject:** The Cove at Camino a Logo(Cases#GPA25-06 and Z25-12)

I am writing on behalf of concerned homeowners in The Meadows community regarding the proposed Lennar Homes development adjacent to our neighborhood. Based on the preliminary information available, it appears this project proposes a dense cluster of approximately 110 homes of substantially lower value than those within our established community.

Our concerns are significant and multifaceted:

**1. Community Impact and Property Values**

The proposed home types and density appear inconsistent with the character and quality of The Meadows. Developments of this type frequently attract investors rather than owner-occupants, often leading to rental-heavy neighborhoods that resemble apartment complexes more than single-family communities. This will almost certainly devalue surrounding properties and diminish the stability and integrity of our area.

**2. Infrastructure and Safety**

Our existing infrastructure—particularly at the intersection near Walmart—is already strained and prone to frequent traffic incidents. The addition of 150–200 more vehicles will further burden this area and increase safety risks. Likewise, Speckled Gecko Drive is not designed to handle additional traffic volume and should not be used for access to or from the proposed development.

**3. Schools and Community Resources**

Local schools are currently at or near capacity. The addition of over 100 homes, with an estimated 150–200 additional children, would overwhelm an already stressed school system.

**4. Noise and Construction Impacts**

Our community expects full compliance with all local noise ordinances and work-hour restrictions. We intend to monitor construction noise and environmental

conditions to ensure adherence to Maricopa County Air Quality and ADEQ requirements. Given Lennar's documented compliance issues in other jurisdictions, we will be particularly vigilant in ensuring that all construction activity follows applicable laws and regulations.

This site should be considered for commercial or business use only. Introducing a large volume of lower-value homes adds no benefit to the community and instead brings measurable risk to existing residents and property owners.

Please provide detailed responses to the following items:

- Total number of homes to be built
- Anticipated value range of each home type
- Planned access points, including any impact to Speckled Gecko Drive
- Construction start and completion schedule
- Anticipated duration of daily construction activities and permitted work hours
- HOA and maintenance requirements for the proposed community

While I will not be attending public meetings on this issue, I will ensure all relevant information is shared transparently with The Meadows community and with the appropriate city and regulatory agencies. Should this development move forward in its current form, we will consider all legal avenues to protect our community's interests and property values.

Thank you for your attention to this matter. I look forward to your prompt and detailed response.

Sincerely,

Homeowner, The Meadows Community