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# CENTER FOR CUSTOMER FOCUS

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December 10, 2019

Jake Warner

1000 Centennial Parkway

Sandy, UT 84070

Dear Jake:

As we discussed after the meeting last week, I wanted to write to you to express my views relative to the proposal rezoning the lot that Amy & Roland Andersen propose to build on. My statement, that you may read at the meeting next week, is as follows:

My name is Howard Hyden I live at 10688 S. Dielsdorf Road, Sandy, UT 84092

I am CEO of the Center for Customer Focus. I am invited to speak at numerous meetings around the world. In my presentations, I encourage the audience to look at their business through the customers eyes instead of their own eyes. That creates a big shift in perspective. When I received the notice of the proposed changed of the lot from residential to commercial, I immediately though of Norm Andres and Pam Combe. Their house is on the east end of Baden lane adjacent to 1700 east. I thought that if a commercial facility had an overflow of parking, the overflow might be parking right in front of Pam & Norms house. After listening to the presentation by Amy Anderson on her plans for the building, my concerns about overflow parking were completely eliminated.

I was very impressed with Amy's presentation for several reasons. First of all, she studied the architecture and the look and feel of the homes in Villas at Dimple Dell. She stated that should wanted to design. A facility that would blend in nicely with our homes. She then showed pictures of her current facility to familiarize us with their her taste and decor. It was very impressive.

She then should us some renderings of what she was proposing for the site her company was intending on purchasing and building on. She has impeccable taste and I am very confident that there isn't even a remote possibility that she would build anything tacky or inappropriate. Working in concert with the city planning department, they moved the footprint of their proposed facility to the North East corner of the property. That places their building further from the homes. on the other side of the fence adjacent to their property line. Her planned facility is only a single story complex with a 25' height restriction. That means that the neighbors behind the fence will have a great view looking North over her facility. Amy also stated that she wants minimal lighting on the property. It was stated that it will actually be the city that will dictate what that minimal lighting will be.

I have called several neighbors to get their input on the proposed plan. Not one of them is opposed to the plan. In fact, they agree with me that this is the best possible scenario for this piece property. Norm Andrews, has been in touch with the neighbors across the street from him. Their houses are across the fence from the planned office building. Norm told them that this office building would be better than if two houses, that could be two story homes, would be better for them. Homes could be built as high as 35 feet he indicated. I have also spoken with Les Patterson who lives across the street from me on Dielsdorf Road. Les indicated to me that he is also very supportive of this project and believes that this office building is the best possible scenario for us homeowners.

Should the building proposed by Amy Anderson not be approved. Norm, Less and I have discussed what the other possibilities might be for this land. The owner of the land could sell the land to someone who could put a different commercial building on this land. It's very doubtful that the building would be as aesthetically pleasing as the one proposed. I doubt anyone would be as dedicated as Amy is as designing a building that would match the homes in our neighborhood. I also doubt they would have

her impeccable taste as well. Two-homes could be built on this land. Amy's business would typically have two cars possibly three. If two homes were built, it's easy to assume that more cars would be on that land and increase the traffic. When I was a corporate executive, we occasionally made the comment "that it's better to dance with the devil you know as opposed to the one you don't know." The Andersen's are not devils they are more like Angel's bringing us a great addition to our community. I firmly believe as do Norm & Les that this proposal is the best possible scenario for the homeowners of Villas at Dimple Dell. I wholeheartedly support the Anderson's plan.

Sincerely yours,

Howard E. Hyden

Homeowner