R T Marten
800 N Kayenta Pkwy
Ivins, UT 84738

5/23/19

Dear Ivins Planning Commission and City Council Members,

It has recently come to my attention that a townhome project located on Highway 91, at about 200 West, is in the application process with Ivins City. This project has adopted the name "Kanta Village", which is similar to our well-established community name. This name poses a problem to a number of homeowners and businesses in the Kayenta Community, and the Kayenta Art Village. Kayenta Village with its similar sounding name in no way embraces the concept or values of the Kayenta Community, its residents and supporters. Although spelled differently, when spoken the name can easily be misconstrued and creates confusion for the unknowing public.

Kayenta has come to be known as the community occupying a geographically defined area of Ivins. The various planned unit developments and subdivisions in this specific area have been referred to collectively as Kayenta. To eliminate confusion and create better area identification within the Kayenta Community, the names Willow Springs, Shonto, Taviawk & Crescent Moon Trail have described all but a small area referred to as Kayenta Lake Patio Homes. Recently, the commercial village was rebranded Kayenta Art Village, and the central area it occupies is referred to in the way finding signage as Kayenta Village Center.

Some of the problems created out of the name similarity are:

1. Emergency response for medical or fire.
2. Confusion as it relates to access for the ongoing and well-established businesses in the Kayenta Art Village, including Xetava Café four art galleries, eight studios, The Center for the Arts at Kayenta, and four business centers occupying the village address. These endeavors located in our "out of the way" location of the village, have struggled to bring familiarity and access to Kayenta. Wayfinding signs sponsored by Ivins Tourism Council and the Kayenta interest have all been a part of promoting the Kayenta Community and Kayenta Village location. Access created with the construction of Kwavasa Drive connecting

Kayenta to Center Street has also been important in bringing patrons to the Kayenta Art Village. Confusion regarding our name undermines this ongoing effort which has been years in the making.
Commerce in the Kayenta Community of Ivins is in the best interest of our city. It brings tax dollars, offers employment to locals, and provides a gathering place important to our sense of community. The Kayenta Art Village and references to the Kayenta Village Center need to be protected to service the greater interest of our community and city.

We request that the name KANTA VILLAGE be renamed or disallowed, as this entitlement process is considered.

Respectfully,

R/T Marten

Legal names associated with the Kayenta Community directly include the following:

Kayenta Homes and Properties
Kayenta Development, Inc.
Kayenta Homesites, Inc.
Kayenta Water Users (KWU)
Kayenta Storage, LLC
Kayenta Construction, Inc.
Kayenta Recreation
Kayenta Community Serivces