

Online cookie makers to join revitalized 'M7' area

Shaun and Brady Breese are two young entrepreneurs with a social conscience and really good cookies.

The co-owners of **Urban Cookies** have been baking nights and weekends, selling their sweet treats online and looking for retail space.

The husband-and-wife team is big on giving back to the community and instead of expounding on the glory of their cookies in a recent e-mail, they talked up the area where they will open for business in October.

Their new digs are at 702 W. Montecito Ave., which is a few blocks south of Camelback Road on Seventh Avenue.

"We fell in love with it when it was still occupied, bribed the owners with cookies, and finally signed a lease in August," the Breese's e-mail said. "We couldn't have been luckier to fall into this space — the story about our new space is really the fantastic story about these new inter-city retail and art hubs popping up in central Phoenix that provide unparalleled community and support for small businesses such as ours."

The Breeses opened Urban Cookies in late 2005 in the kitchen of Florence Crittenton, a local nonprofit.

The two eagerly have joined "M7" or Melrose on Seventh Avenue where people are urged to "Shop the Curve."

"What drew us to the area was the dedication and vision from the businesses that I've never seen before to revitalize the area," Shaun Breese said.

After a \$6 million jump-start from the city, the area is pedestrian friendly, wares are displayed on the street and people are refurbishing old buildings such as **Copperstar Coffee**, an old filling station, **Melrose Pharmacy** (an old-school pharmacy where the pharmacist actually knows your name), **Wag N' Wash**, a new and hip pet emporium with gourmet pet treats, dog washing and grooming, and tons of antique shops.

And now, Urban Cookies.

For more: www.urbancookies.com.