

A Planned Unit Development ("PUD") is intended to be a stand-alone document of zoning regulations for a particular project. Provisions not specifically regulated by the PUD are governed by the Zoning Ordinance. A PUD may include substantial background information to help illustrate the intent of the development. The purpose and intent statements are not requirements that will be enforced by the City. The PUD only modifies Zoning Ordinance regulations and does not modify other City Codes or requirements. Additional public hearings may be necessary, such as, but not limited to, right-of way abandonments.

Principals and Development Team

Developer

The Hampton Group, Inc. 8432 E Shea Blvd, Suite 100 Scottsdale, Arizona 85260 www.hamptonaz.com

Architect

Gensler 2575 E Camelback Rd, Suite 175 Phoenix, Arizona 85016 www.gensler.com

Landscape Architect

Colwell Shelor 4450 North 12th Street, Suite 104 Phoenix, Arizona 85014 www.colwellshelor.com

Civil Engineer

SEG 8280 E Gelding Dr, Suite 101 Scottsdale, Arizona 85260 www.azseg.com

Traffic Engineer

CivTech, Inc. 10605 N Hayden Road, Suite 140 Scottsdale, AZ 85260 www.civtech.com

Zoning Attorney

Nick Wood, Esq. Snell & Wilmer, LLP One Arizona Center Phoenix, AZ 85004 nwood@swlaw.com 602.382.6269











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A. PURPOSE AND INTENT

Scottsdale & Bell is a proposed luxury multifamily residential building located at the southwest corner of the intersection of Bell Road/Frank Lloyd Wright Boulevard and Scottsdale Road, on the south side of the Central Arizona Project ("CAP") Canal, the gateway to the Kierland area. Currently developed with a typical 90's era single-story retail building, this key gateway into the Kierland area is fairly non-descript and could be found anywhere in the city.



According to data provided by the U.S. Census Bureau, Phoenix has attracted more new residents than any other city in the United States for the fourth year in a row. Specifically, from April 1, 2010 to July 1, 2019, the Phoenix area grew by approximately 755,074 people, which is an estimated 207 people per day during that decade. This rapid population growth drives a need for new housing in the larger Phoenix metropolitan region.

The Kierland area is a highly desirable part of Phoenix due to its proximity to a number of high-end urban amenities including retail, dining as well as proximity to major employers supporting an estimated 55,000 jobs with an expectation to achieve 75,000 jobs spread across 4,000 employers by 2030³. Specifically, the property is located south of the Desert Ridge Village Secondary Core, which has been developed as a major employment center comprised of entities such as the Mayo Clinic Hospital and American Express, as well as other supporting retail and residential uses. The property is also located within the boundaries of the Maricopa Association of Governments ("MAG") designated Desert Ridge and Kierland major employment center, as well as within a City of Phoenix designated employment center, each of which provides access to some of the region's most highly educated and skilled workers, as well as a large inventory of Class A office space and retail services.⁴

¹ https://ktar.com/story/3176532/phoenix-leads-nation-in-population-growth-for-4th-consecutive-year/

² https://www.bizjournals.com/phoenix/news/2020/03/26/phoenix-metros-population-growth-edges-out-boston.html

³ https://www.azcentral.com/story/news/local/scottsdale/2015/05/15/report-record-job-numbers-scottsdale-airpark/27371845/

 $^{^4\} https://www.phoenix.gov/econdevsite/Documents/Desert\%20Ridge\%20 Kierland\%20 Employment\%20 Center.pdf$

It is important to maintain a job/housing balance that ensure that housing will be available at prices, sizes and locations suited to workers who wish to live in the area. By making an area more attractive to residents, it is, by extension, more attractive to those that wish to employ them. Many employers recognize that housing is an employee hiring and retention issue and will seek locations for establishing or expanding that address this concern. This proposal will support the development intensity adjacent to the City-identified core, as well as the Desert Ridge and Kierland major employment centers by providing additional housing opportunities in close proximity to a large number of employers, as well as attracting residents with disposable income to spend at nearby retail/restaurant businesses, thus encouraging the long-term viability of the existing office and commercial uses in the surrounding area.

Given the property's proximity to retail, office, and industrial employment opportunities, as discussed above, the project will support the redevelopment of the property with a multi-family residential use that will improve connectivity for those residents who desire to live near jobs and services within the Kierland area. Despite the increased demand for housing in the Kierland area, there is limited area for new development. The requested height and density are needed to support the increased demand for housing in the Kierland area.

Such development intensity is further supported by policies of the City of Scottsdale identified in the Greater Airpark Character Area Plan,⁵ which designates the properties on the Scottsdale side of the intersection, south of the CAP Canal, as an "Airpark Mixed Use-Residential (AMU-R)" land use designation and "Regional Core (RC)" conceptual development type (*see below*). For instance, the RC conceptual development designation "denotes areas appropriate for the greatest development intensity in the Greater Airpark to support major regional land uses" (Page 16).



https://www.scottsdaleaz.gov/Assets/ScottsdaleAZ/Planning/characterarea/airpark/Greater_Airpark_Character_Area_Adopted.pdf

The property is an appropriate location for the height and density proposed herein due to its adjacency to employment and retail uses, as well as the approximately 900-foot minimum separation between the property and any single-family residential uses. This location is also the intersection of two (2) major regional arterials providing excellent vehicular access to and from the development.

In addition to supporting employers, retails, and restaurateurs with additional customers/employees, this project will provide modern living in a building of both high-quality quality and form that frames the "entry" to the Kierland area, building off of the architectural statement made on the Scottsdale side of the intersection by the 125 foot tall "spire" designed by Frank Lloyd Wright and the 1,000,000 square foot Class-A office and retail mixed use Promenade Shopping Center.







The City of Scottsdale has prioritized the Scottsdale Road and Bell Road intersection as a "Landmark Intersection," which, according to the Greater Airpark Character Area Plan, denotes a key junction that should be framed by prominent landmarks intended to provide visual interest and identity to the area.

The project provides an opportunity to redevelop a simple 1-story nondescript retail building located at this significant intersection with a high quality residential development that will add an architectural statement on the Phoenix side of Scottsdale Road, with an overall goal of framing this signature corridor and enhancing the neighborhood.

The overall design concept for the project is focused around its unique architecture style paired with lush landscaping treatments along the Scottsdale Road and Bell Road frontages in order to reinvent the property as part of a prominent "gateway" to Kierland, balancing the existing development on the east side of the intersection. The design and architecture style are focused on a modern design, complementing the Frank Lloyd Wright spire and its surrounding office development. Design elements include staggered components in the upper stories of the building and quality materials complementing the surrounding built environment of those recent development projects south of the subject property. The project will feature quality pedestrian edges, will result in the elimination of surface parking areas, and will provide an emphasis on quality design that has visual interest within the pedestrian realm and to the broader community.

In order to support this design concept, the project utilizes specific screening elements along the ground level to minimize the visibility of the parking garage from the adjacent rights-of-way and properties. The project provides visual interest for those entering the Kierland area through the use of varying building materials and colors that is carried throughout the project, with particular emphasis on landscaping and movement in the façade of the upper stories of the building.

In addition, the building design steps down from the intensity of the intersection to create visual and physical transition in the elevation, as illustrated conceptually below:



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In summary, the project results in a building that (i) reinvents the entrance experience for those traveling southbound into the Kierland area (ii) reinforces a strong pedestrian environment by providing ample shade and landscaping adjacent to the public rights-of-way, as well as concealing vehicle parking for the project, and (iii) preserves the high-quality design and architecture styles that have been established within the Kierland area through the use of a rich blend of materials and colors combined with a contemporary design.

B. LAND USE PLAN

Scottsdale & Bell is a luxury multifamily building comprised of up to 255 dwelling units (a maximum of 99.61 du/ac) with associated private residential amenities located on an approximately 2.56-acre site.

The following provides an overview of the conceptual site plan provided with this PUD:

<u>Basement Levels</u> include a below grade parking garage with approximately 305 parking spaces and ancillary storage, including equipment rooms.

<u>Grade Level</u> is the location of the primary building entrance to the management/leasing office, as well as to the elevator access to the upper floors of the building. Grade level is also the location of additional vehicle parking spaces (approximately 81 parking stalls), which are carefully screened from public view by a faux façade to replicate the world-class architecture of the project. The primary entrance to the parking garage is accessed via a private accessway that features an entry court and water feature grove to function as a staging area for rideshare services, such as Uber and Lyft, and smaller delivery vehicles on-site, while also providing flexible outdoor event space for residents. A secondary vehicular access to the parking garage will be provided on the north side of the property, accessed from Bell Road. All formal loading activities, such as trash and move-ins, also occur within the parking garage.

The architecture and landscape along the adjacent rights-of-way support the strong pedestrian connection to the adjacent Scottsdale Promenade and other supporting retail and office uses in the area, as well as the CAP Canal to the north of the subject property, which serves as a recreational amenity for residents and visitors of the area. The project features articulation in the building façade through the use of various colors and materials, as well as by

providing shade and interesting vegetation along the street frontages.

<u>Level 2</u> is the location of the remainder of the vehicular parking for the project (totaling 476 parking spaces), which incorporates screening that is consistent with the faux façade of the ground level, described above.

<u>Level 3</u> is planned as the main amenity level with the residential clubhouse, which opens to a lushly landscaped podium deck with outdoor courtyard and seating areas. Level 3 will also include approximately 25 residential dwelling units.

<u>Levels 4-13</u> are a typical representation of the upper levels of the building, where residential dwelling units continue above grade level. The typical residential building floor will have between approximately 10 to 26 dwelling units depending on final bedroom count and unit sizing.

<u>Penthouse Level</u> is the location of approximately 10 residential dwelling units. This is the highest residential living floor, which is up to 141 feet in height.

Roof Level will feature an indoor/outdoor event space with a full kitchen and cooking facilities (up to a maximum of 159 feet in height), and swimming pool and spa for resident use, along with lushly landscaped gathering and seating areas with opportunities to view the McDowell Mountains to the east of the subject property. To maintain the quality appearance of the project, the necessary rooftop equipment/mechanicals will be organized and screened from view.

C1: Permitted Uses

3: Prohibited Uses

C2: Temporary Uses

C. LIST OF USES

- Multifamily residential dwelling units
- C-2 uses as permitted by Section 623 of the City of Phoenix Zoning Ordinance

 All temporary uses shall comply with Section 708 of the City of Phoenix Zoning Ordinance

The following land uses are not permitted:

- All Special Permit uses otherwise permitted in the C-2 Zoning District are prohibited.
- Auto Title Loan Establishments
- Automobile Parts and Supplies, New Retail and Wholesale
- Boats, Retail Sale
- Car Wash
- Compressed Natural Gas Retail Sales
- Gas Stations
- Garage, Repair
- Hospital
- Motorcycles, Repair and Sales
- Non-Profit Medical Marijuana Dispensary Facility
- Pawn Shop
- Service Stations, Automobile

⁶ The Zoning Administrator may issue interpretations for land uses that are analogous to those listed in Section C, List of Uses, as authorized by Zoning Ordinance Section 307.A.3.

- Single-Family, Attached
- Single-Family, Detached
- Tobacco Oriented Retailers
- Veterinarian Offices
- Veterinarian Hospitals
- Window Glass Installation Shop

D. DEVELOPMENT STANDARDS

The following development standards apply to any multifamily development of the property (including mixed-use); in the event that stand-alone non-multifamily development occurs, the development standards applicable to such development shall be those of Ordinance Section 623, the C-2 General Commercial, Zoning District.

Development Standards	Proposed PUD
a. Density (Maximum)	255 Dwelling Units
	99.61 Dwelling Units per Gross Acre
b. Minimum Lot Width/Depth	No Minimum
c. Building Setbacks	
North (Bell Road)	23' (Minimum)
East (Scottsdale Road)	9' (Minimum); 22' (Average)
South (Interior)	3' (Minimum); 17' (Average)
West (Interior)	5' (Minimum)
d. Building Height (Maximum)	141 Feet ⁷
e. Building Height Step-Backs	
Maximum Height (Number of Floors)	Setback from South Property Line
26' (3 Stories)	17' (Average)
66' (7 Stories)	20' (Average)
86' (9 Stories)	23' (Average)
126' (13 Stories)	95' (Minimum)
141' (14 Stories)	100' (Minimum)
f. Building Massing	
Setback from West Property Line	Floor within Building
5' (Minimum)	1, 2
9' (Minimum)	5, 6, 7, 9, 10, 11, 12
15' (Minimum)	3, 4, 8, 13
48' (Minimum)	14
g. Lot Coverage (Maximum)	65% of Total Net Site Area

⁷ Maximum height to roof of penthouse level. Non-dwelling space utilized for resident amenities located on roof deck, such as, restrooms, elevator lobby, and resident clubroom are permitted to exceed the maximum height up to 159 feet for no greater than 40 percent of the total roof area. Pool/spa and associated deck surfaces may exceed the height limit by 5 feet.

Minimum Landscape Standards	
a. Landscape Setbacks	
North (Bell Road)	20' (Minimum)
East (Scottsdale Road)	7' (Minimum); 15' (Average)
South (Interior)	Not Required ⁸
West (Interior)	5' (Minimum)
b. Streetscape - Adjacent to Bell Road	Public Sidewalk: Replace existing attached
(North Property Line)	sidewalk with a new minimum 8' wide detached sidewalk.
	Landscape Strip: Provide a minimum 8' landscape strip between back of curb and sidewalk.
	A mix of the following trees to be included: • Min. 2-inch caliper (25% of required trees)
	 Min. 3-inch caliper or multi-trunk tree (75% of required trees)
	Trees to be planted 20' on center or in equivalent groupings near the sidewalk, except for within driveways, sidewalks or sight visibility triangles. Minimum of (10) 5-gallon drought-resistant shrubs or accent plants per tree (maximum 24 inches tall at maturity). Shrubs and accents shall be planted to achieve 75% total living groundcover coverage at maturity.
	On-Site Landscaping: Provide a minimum 7' landscaped area between sidewalk and building façade. A mix of the following trees to be included:
	Min. 2-inch caliper (25% of required trees)
	 Min. 3-inch caliper or multi-trunk tree (50% of required trees)
	 Min. 4-inch caliper or multi-trunk tree (25% of required trees)
	Trees to be planted 20' on center or in equivalent groupings, except where utility conflicts exist. A mix of drought-resistant vegetation to include accent plants, shrubs and ground cover plants shall be

⁸ Due to shared drive aisle, there is no base standard requirement. Area between building and property line not otherwise occupied by drive aisles or sidewalks shall be landscaped. See Section D2.d.

planted	to	achieve	75%	living	groundcover
coverage	.				

At minimum, 75% of the plants shall be five (5) gallon in size, 25% shall be one (1) gallon in size.

c. Streetscape - Adjacent to Scottsdale Road (East Property Line)

<u>Public Sidewalk:</u> Replace existing attached sidewalk with a new minimum 8' wide sidewalk. Sidewalk to be detached north of the bus bay and not in conflict with traffic control equipment, utilities, bus bay, or trees otherwise required by this PUD.

<u>Landscape Strip:</u> For areas where the sidewalk can be practically detached, the resulting landscape strip shall be a minimum of 7' wide and landscaped with a mix of the following trees:

- Min. 2-inch caliper (25% of required trees)
- Min. 3-inch caliper or multi-trunk tree (75% of required trees)

Trees to be planted 20' on center or in equivalent groupings, except for within driveways, sidewalks or sight visibility triangles. Minimum of (5) 5-gallon drought-resistant shrubs per tree (maximum 24 inches tall at maturity). Shrubs and accents shall be planted to achieve 75% total living groundcover coverage at maturity inclusive of shrubs.

On-Site Landscaping: Provide a minimum 7' landscaped area between sidewalk and building façade. A mix of the following trees to be included:

- Min. 2-inch caliper (25% of required trees)
- Min. 3-inch caliper or multi-trunk tree (50% of required trees)
- Min. 4-inch caliper or multi-trunk tree (25% of required trees)

Trees to be planted 20' on center or in equivalent groupings, except for within driveways, sidewalks or sight visibility triangles. A mix of drought-resistant vegetation to include accent plants, shrubs and ground cover plants shall be planted to achieve 75% living groundcover coverage.

	At minimum, 75% of the plants shall be five (5)
d. Perimeter Property Lines – Not Adjacent to Public Right-of-Way (South Property Line)	gallon in size, 25% shall be one (1) gallon in size. Minimum of nine (9) 3" caliper trees planted between the property line and the building, disbursed evenly to the extent practical and not in conflict with areas otherwise paved or utilized for drive aisle or sidewalks. The landscape strip needs to be at least 5' wide to support trees. If the strip is less than 4' wide (2' to 4') the strip shall be planted with 5-gallon drought resistant shrubs. If the strip is less than 2 feet, 1-gallon groundcover plants and vines shall be planted.
	Area not paved or utilized for drive aisle or sidewalks shall include a minimum of eight (8) 5-gallon drought-resistant vegetation shall be planted to achieve 75% living groundcover coverage.
e. Perimeter Property Lines – Not	Drought-resistant vegetation shall be planted to
Adjacent to Public Right-of-Way (West Property Line)	achieve 75% living groundcover coverage.
f. Minimum Common Open Spaces	Podium Deck: A podium deck private common open space amenity shall be provided. Said amenity shall be a minimum of 5% of total gross lot area. 25% shade to be provided. Outdoor Courtyard: An outdoor courtyard private common open space amenity shall be provided. Said amenity shall be a minimum of 5% of total gross lot area. 20% shade to be provided. Roof Deck: A rooftop private common open space amenity shall be provided. Said amenity shall be a minimum of 5% of total gross lot area. 25% shade to be provided.
g. Entry Court and Water Feature Grove	See <u>Section E2.d</u> for landscape design guidelines. Minimum 9,000 square foot entry court to be
	located near main entrance of the building with a minimum 2,500 square foot water feature grove area. See Section E2 for requirements.
h. Minimum Total Open Space	Minimum of 40% of total net site acreage. May be located at or above grade (i.e. roof deck), as shown on Exhibit 10. Excludes required landscape setback areas.

Parking Standards	
a. Minimum Parking Standards	
Residents	1.52 spaces per dwelling unit
Unreserved Visitor	0.35 spaces per dwelling unit
Off-Street Loading Space	1 required
d. Bicycle Parking	0.25 per unit (maximum required 25)
b. Parking Location, Automotive	All parking areas shall be located within a garage structure, except for 3 parking spaces located in the vehicular drop-off area near the building entrance. See Section E1.e for garage screening requirements.
c. Parking Location, Bicycle	To be installed in conformance with Ordinance Section 1307.H, except as follows: (i) Inverted-U style bicycle racks or artistic style racks consistent with the City of Phoenix preferred designs (see Comprehensive Bicycle Master Plan, Appendix K) shall be provided and (ii) secure resident bike storage shall be located within the parking garage.
d. Loading Bay	One (1) off-street loading space shall be located within the parking garage and screened from public view.

Fences/Walls

Fences and walls shall comply with Ordinance Section 703.

Shade

Shading, which may be architectural, vegetative or any combination thereof, shall be provided at a minimum of 75% for all public and private sidewalks. All shade calculations shall be based on the summer solstice at noon.

Lighting

All lighting will be consistent with the standards of Section 704, Section 507.Tab A.II.A.8 and Section 23-100 of the Phoenix Zoning Ordinance and City Code.

Pedestrian lighting to be provided along public and private sidewalks that comply with the standards of Section 1304.D and Section 1304.H.5.

E. DESIGN GUIDELINES

The following design guidelines apply to any multifamily development of the property (including mixed-use); in the event that stand-alone non-multifamily development occurs, the development standards applicable to such development shall be those of Ordinance Section 507 Tab A:

E1. Design Guidelines		
a. Exterior Materials	Façade to include a minimum: • 60% Glazing (excludes ground floor) • 40% Other Materials Minimum percentage of other materials: • 10% Masonry • 70% Metal • 20% Other Materials (at least two): • Concrete • Masonry • Brick • Decorative metal • Non-reflective coated metals • Stucco • Wood, painted or stained • Tile	
b. Color Palette	Warm earth and gray tones and glass accents. Mirrored and reflective glass is prohibited.	
c. Private Balconies d. Screen Walls	All residential units shall contain a minimum of one (1) private balcony, measuring a minimum of 60 square feet with a depth of 4 feet. Architectural detailing consistent or complementary to the building	
e. Garage Screening	facade. Any portion of the parking garage visible from the public right-of-way or an off-site building shall be screened with material and design consistent with the primary building façade, more specifically shown on the following page and on Exhibit 14 . The parking structure exterior will be clad with architectural metal panels and extrusions, translucent glazing, and decorative lighting that will add texture, depth, shadow lines, create visual interest for pedestrians, and enhance the public right-of-way.	
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Screening shall include a minimum of:

- 20% Masonry
- 20% Glazing
- 60% Metal Panels and Extrusions

Other materials may include:

- Concrete
- Glass
- Non-reflective coated metals
- Stucco
- Wood, painted or stained
- Tile

Garage openings shall be enhanced with specialty lighting, artwork, or materials to identify to the pedestrian the possible presence of automobiles.



f. Public Right-of-Way Access Points

A minimum of one (1) doorway to access Scottsdale Road and a minimum of one (1) doorway to access Bell Road shall be provided along or within 50 feet of said facades to provide a pedestrian connection to the publicly accessible sidewalk adjacent to the street.

g. Ground Floor Walls

Ground floor blank walls visible from the public sidewalk shall not exceed 20 linear feet without being interrupted by a window, door, or variation in building treatment, materials and/or design.

h. Building Massing

As shown on the conceptual site plan, the tallest portions of the project are positioned towards the arterial roadway intersection and step down in height towards the south. This strategy provides street presence anchoring the street corner while providing a visual transition to the lower-scale developments to the south and southwest. This design concept should be reflected in final building plans.

The building form also utilizes a series of volumetric moves to create undulating floor edges, dramatic shadow lines, and visual interest on all elevations of the project. Several different balcony conditions, high

quality architectural materials, and building projections help visually reduce the building mass and height. An example of this treatment is shown below: To quantify the above design objective, no more than 40 percent of the façade shall be at the same vertical plane. i. Base Any portion of the structure over two (2) stories in height shall be Guidelines designed with a base that is differentiated from the remainder of the building. The base may range between one (1) and two (2) stories in height. j. On-Site Enhanced surfacing materials, such as stamped or colored concrete or Pedestrian other pavement treatments, that visually contrast with the adjacent Circulation parking and drive aisle surfaces shall be provided to delineate all areas where pedestrian paths cross drive aisles. k. Bus Stop Clearly defined, accessible pedestrian pathways shall be provided to **Enhancement** connect building entrances, bus stop pad, and public sidewalks using the most direct route for pedestrians. Architecturally or artistically integrated public amenities shall be provided to support an enhanced connection to the bus stop on Scottsdale Road. Amenities shall include a minimum of two (2) of the following, subject to approval by the Transit Department and issuance of required revocable permit(s) by the Street Transportation Department: Structural shade elements (may be cantilevered) Seating (benches/chairs) Public art elements Community information/news event board/kiosk Area wayfinding signage Designer light fixtures

- Additional bike racks
- Stamped or colored concrete or other pavement treatments

The following design guidelines apply to any multifamily development of the property (including mixed-use); in the event that stand-alone non-multifamily development occurs, the development standards applicable to such development shall be those of Ordinance Section 507 Tab A:

E2. Landscape Design Guidelines

a. Uniform Streetscape Design

On the adjacent public rights-of-way, the following shall be included:

The sidewalk landscape strip located between sidewalk and back of curb along Bell Road and the streetscape along Scottsdale Road will provide a shade canopy of street trees and colorful mix of shrubs, accents, and groundcover to buffer the street from the detached sidewalk. The landscape will be comprised of:

- Multi-trunk Mesquite, Foothills Palo Verde or Ironwood Trees, or similar native species, meeting or exceeding the Landscape Standards set forth in Sections D2/b and c.
- 3 different shrub species
- 3 different accent species
- 1 different groundcover species
- Minimum 75% living groundcover coverage.

On-site landscaping located between the sidewalk and the building envelope will provide a shade canopy of street trees and a colorful mix of shrub, accents, and groundcover. The landscape will be comprised of:

- Multi-trunk Mesquite, Foothills Palo Verde or Ironwood Trees, or similar Native species, meeting or exceeding the Landscape Standards set forth in Sections D2/b and c
- 3 different shrub species
- 3 different accent species
- 1 different groundcover species
- Minimum 75% living groundcover coverage.

b. Uniform The south property line will provide colorful mix of shrubs, accents, and Perimeter groundcover to buffer the adjacent properties, as well as the private Design accessway from the project to the extent practical. The landscape will be comprised of: Multi-trunk Mesquite, Foothills Palo Verde or Ironwood Trees, or similar Native species, meeting or exceeding the Landscape Standards set forth in Sections D2/d 2 different shrub species 2 different accent species 1 different groundcover species Minimum of 75% living groundcover coverage for areas not otherwise paved or utilized for drive aisle or sidewalks The west property line will provide a buffer the adjacent property, consisting of shrubs to provide a minimum of 75% minimum groundcover coverage. Trees and/or physical shading (subject to required revocable permit) shall c. Bus Bay be provided around the existing bus stop on Scottsdale Road to achieve 75% shading of the bus stop. Exception: Utility conflicts, ADA access conflicts, or a determination by the Transit Department that some or all of the shading features may conflict with bus operations and/or safety. In such an event, shading can be reduced as necessary where it is impractical to meet this guideline. d. Minimum The podium deck will include a shade canopy of trees and colorful mix of Common shrubs, accents, and groundcover to provide visual interest and a **Open Spaces** comfortable seating environment. The landscape will be comprised of: Multi-trunk Mesquite, Foothills Palo Verde or Ironwood Trees, or similar low water-use, low litter species, meeting or exceeding the Landscape Standards set forth in Sections D2/b and c. 4 different shrub or groundcover species min. 3 different accent species min. The outdoor courtyard will include a shade canopy of trees and a mix of shrubs, accents, and groundcover to provide visual interest and a comfortable seating environment. The landscape will be comprised of: Multi-trunk Mesquite, Foothills Palo Verde or Ironwood Trees, or similar low water-use, low litter species, meeting or exceeding the Landscape Standards set forth in Sections D2/b and c. 4 different shrub / groundcover species min.

• 3 different accent species min

The roof deck shall be planted with low groundcover/shrubs around the amenity/pool deck. In addition, tree planters have been added on the unoccupied roof deck area. The landscape will be comprised of:

- Multi-trunk Mesquite, Foothills Palo Verde or Ironwood Trees, or similar low water-use, low litter species, meeting or exceeding the Landscape Standards set forth in Sections D2/b and c.
- 4 different shrub or groundcover species min.
- 3 different accent species min.

e. Entry Court and Water Feature Grove⁹

Entry Court shall include a minimum 9,000 square foot area to be located near the main building entrance with at least four (4) of the following:

- Seating/bench(es)
- Shaded outdoor dining area
- Public art feature
- Shade canopy
- Decorative pavers
- Trellis/landscaped area(s)

Water Feature Grove shall be included within the Entry Court and shall be a minimum 2,500 square foot area that includes (i) a shade canopy of trees to provide visual interest and (ii) a comfortable seating environment. See Section D2.f for shade requirements.

The shade canopy will be comprised of:

 Standard trunk Heritage Live Oak, Evergreen Elm, or similar upright tree species, meeting or exceeding the Landscape Standards set forth in Sections D2/b and c.

To provide for a comfortable seating environment, the Water Feature Grove shall include a minimum 60 square foot water feature and at least three (3) of the following:

- Seating/bench(es)
- Moveable dining tables and chairs
- Shaded outdoor dining area
- Shade canopy

⁹ For the purposes of calculating shade pursuant to Section D5, the entry court and water feature grove are not considered public or private sidewalks.

Decorative pavers

The Entry Court and Water Feature Grove should be designed to allow for restriction of vehicular access from time to time in order to function as flexible event space for residents. Final design for this area should be generally consistent with the conceptual image below:



E3. Amenities

a. Resident Amenities

Residential amenities shall include:

- Resident lounge/clubhouse no less than 3,000 square feet
- Shared and private resident workspace no less than 2,000 square feet
- Fitness center no less than 4,000 square feet
- Dog park
- Indoor wellness space no less than 500 square feet
- Indoor event space no less than 4,000 square feet
- Swimming pool and/or spa with at least three (3) of the following:
 - Lounge deck
 - Shaded outdoor dining area(s)
 - Water feature(s)
 - o Barbeque grill(s)
 - Fire feature(s)
 - Seating node(s)
 - Trellis areas (to provide shaded seating zones)

b. Implementation

To implement the above, amenities standards are provided below, where applicable:

- Lounge decks shall include sufficient space for permanent or placed seating, tables, and/or reclining sun chairs for a minimum of 10 persons
- Shaded outdoor dining area shall be an area for the location
 of no less than four (4) table and chair sets under a cover
 (structural and/or vegetative) and shall have an enclosure
 element to separate the space from other areas, which may
 be a wall, planters or other feature to delineate the area.
- Water features should be designed to limit loss of water by evaporation by avoiding placement in locations that experience long periods of direct sunlight and using nonspraying fountains (i.e. water features that move water via gravity, not larger pump driven fountains). Also see 507 Tab A.11.3.4.1.
- Barbeque grill(s) shall incorporate a "built-in" design with base materials that are consistent with or complementary to the building materials
- Fire feature shall be designed as a gathering space that includes sufficient clear area around for seating and/or a built-in seating area around the feature (i.e. a fire pit with large border for sitting on).
- Seating Node areas shall be areas that are separated from other areas via wall, planters or other features to delineate the space.

F. SIGNS

Signage shall comply with Section 705 of the Zoning Ordinance.

G. SUSTAINABILITY

The following are standards that are measurable and enforceable by the City and will be provided:

- As encouraged by Zero Waste Phoenix, recycling receptacles and chutes will be provided in the refuse room. These will be commercial bins, serviced by private solid waste provider.
- Dual Glaze Windows with High Performance Low-e Glazing.
- All primary site lighting will be LED lighting.
- Provide water efficient landscaping (drought tolerant plants).
- Utilize a drip irrigation system with a 'smart' controller to minimize water waste.
- Salvage and reuse of existing trees is strongly encouraged, particularly along Scottsdale Road and Bell Road.

The following are sustainability practices that are highly encouraged and planned to be utilized but which are not enforceable by the City:

- Utilize low water usage plumbing fixtures.
- Encourage the design of buildings' HVAC systems to eliminate the usage of CFC's and CFC based refrigerants.
- Encourage the use of water-based adhesives on all VCT and vinyl flooring to minimize VOC off gassing.
- Lower flow toilets and showerheads.
- Energy Star Rated appliances.
- Reduce heat island effect through ample open space, desert adapted landscaping and vegetation to include, shrubs etc.
- Use of synthetic turf (outside of any landscape setback) on podium. Provide as much shade as practical.
- Recycling services will be provided for tenants.
- Tenant invoicing and billing services will be paperless.

H. INFASTRUCTURE

The existing site consists of a commercial building with shops and a restaurant, including associated parking. The site is graded such that water flows away from the building. Existing onsite stormwater is mainly conveyed through curb and gutter within the site and discharged at curb openings that conduct flow to surface retention basins adjacent to Scottsdale Road, which discharge employing dry wells. In addition, there is an existing surface retention basin in the landscape area at the southwest corner of the site. Existing offsite run-off flowing to the east from Bell Road is conveyed through curb and gutter and captured at an existing catch basin located near the intersection of Bell Road and Scottsdale Road; this catchment structure directs flows to the public stormwater system. Offsite run-off from Scottsdale Road flows toward the south by curb and gutter. Existing offsite flows from the west are intercepted by a curb running adjacent to the west property line of the lot and captured at an offsite catch basin near the southwest corner of the property. The adjoining parcel to the south directs its run-off toward the south of their property. In addition, there is an existing catch basin at the southwest corner of the property which collects flows from the portion of 71 Street that intersects the property. Overall, there are currently a total of five (5) main basins and two (2) drywells within the site.

The proposed site design consists of a 14-story building with a basement parking garage. The proposed onsite drainage will be handled within paved areas through catch basins and underground CMP pipes. Onsite retention will be provided considering a pre vs. post drainage analysis for the proposed residential development, having total discharge of the storm water within thirty-six (36) hours via drywells.

Public water infrastructure exists in the adjacent public roads and is assumed to be of sufficient capacity to service the proposed development. New private domestic and fire suppression services will be provided as necessary onsite per current City development codes and policies. Existing services will be evaluated for reuse by the new development as appropriate. The proposed building will discharge to a 6-inch sanitary sewer main in 71st Street. Water service will be provided on the southeast corner of the property by a 3" service line tapped into an existing 12" line within Scottsdale Road. A 1" irrigation service line will also be connected to the same existing 12" line. An existing fire hydrant on the northwest corner of the property will be relocated to facilitate the new construction and a proposed fire hydrant will be added to the southwestern corner of the site to provide sufficient coverage for fire protection. A fire department connection and fire service line are proposed for the Southwestern corner of the proposed building.

According to the traffic generation statement that was conducted for the project (filed under separate cover), it was determined that the proposed use of the site would generate 1,216 weekday trips, with 84 trips (20 in, 64 out) during the AM peak hour and 95 trips (58 in, 37 out) during the PM peak hour. Overall, compared to the existing commercial/retail land use, the proposed development is anticipated to generate 504 fewer daily trips, with 76 fewer trips (-79 in, 3 out) during the AM peak hour and 35 greater trips (29 in, 6 out) during the PM peak hour.

The adjacent public roadways (Scottsdale Road and Bell Road) are built to full public standards and are at their final build out sizes and configurations. No changes are proposed for these roadways.

The project will have three (3) access points—one (1) existing right-in-right-out driveway onto eastbound Bell Road and two (2) driveways (one new driveway as enter-only and one existing driveway as exit-only) onto 71st Street, a private collector road that connects to both Bell Road and Scottsdale Road.

In 2018, the City of Phoenix adopted its Complete Streets Design Guidelines with the goal of promoting health and safety through active streetscapes. The City of Phoenix Complete Streets Design Guidelines include a number of suggestions for new development, some of which are applicable to this project:

- Streets should be designed to promote safety for all users, particularly children, the elderly, those with disabilities, transit users and more vulnerable modes (walking, bicycling, transit). See Section E1.g: Pedestrian Circulation, "Enhanced surfacing materials, such as stamped or colored concrete or other pavement treatments, that visually contrast with the adjacent parking and drive aisle surfaces shall be provided to delineate all areas where pedestrian paths cross drive aisles, as approved by the Planning and Development Department."
- Shade should be a primary technique in projects to reduce ambient temperatures and reduce direct sunlight exposure for pedestrians and cyclists.
 See Section D5: Shade, "Shading, which may be architectural, vegetative or any combination thereof, shall be provided at a minimum of 75% for all public and private sidewalks."
- All new street designs should include pedestrian infrastructure with pedestrian through zones free of impediments. See Section E1.h: Bus Stop Enhancement, "Architecturally or artistically integrated public amenities shall be provided to support an enhanced connection to the bus stop on Scottsdale Road."

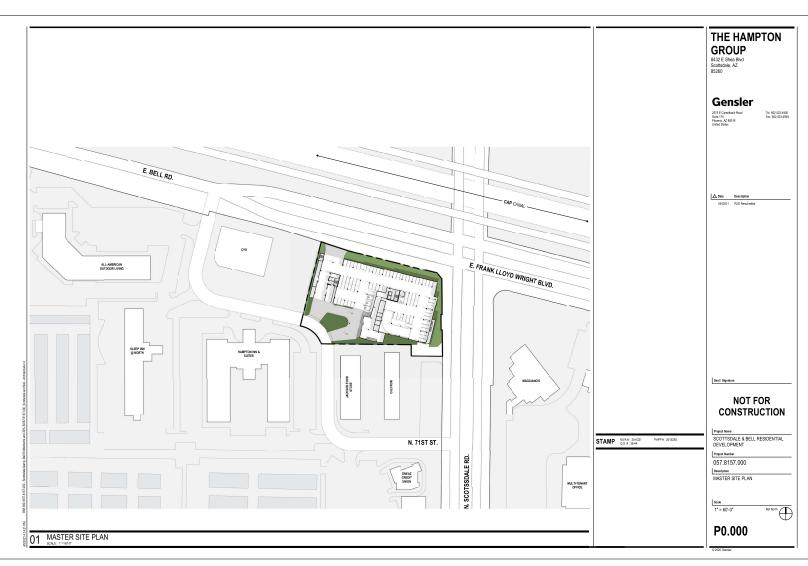
Streets should be designed to expand the availability of public seating and bicycle racks. See Section D2.g Entry Court and Water Feature Grove, "Minimum 9,000 square foot entry court to be located near main entrance of the building with a minimum 2,500 square foot water feature grove area" and Section E2.e, Entry Court and Water Feature Grove, "Water Feature Grove shall include a minimum 2,500 square foot area with a shade canopy of trees to provide visual interest and a comfortable seating environment."

I. COMPARATIVE ZONING STANDARDS

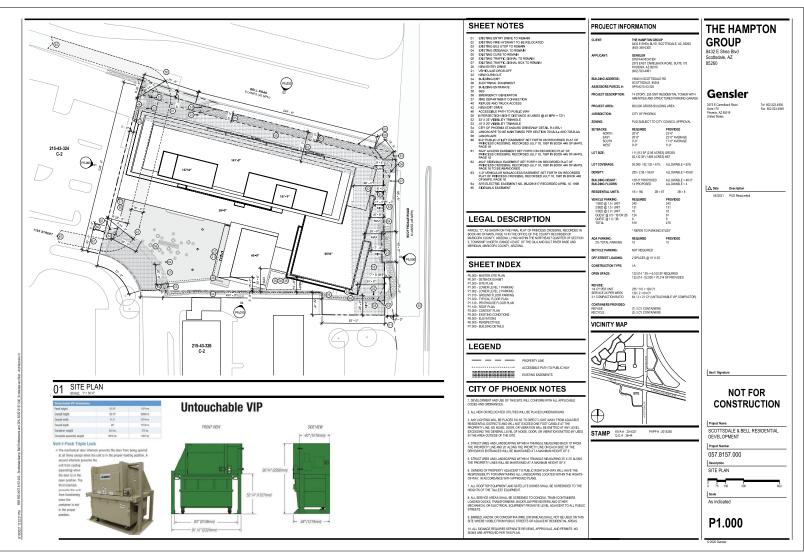
Standards	C-2 Standards	R-3 Standards	Proposed PUD Standards
a. Minimum Lot Width/Depth	No Standard	60' Width, 94' Depth	No Standard
b. Maximum Density	14.5 Dwelling Units/Acre Up to 43.5 Dwelling Units/Acre with "Density Waiver"	14.5 Dwelling Units/Acre	99.61 Dwelling Units/Acre
c. Building Setbacks			
North (Side):	10'/3'	10'/3'	23' (Minimum)
South (Side):	10'/3'	10'/3'	3' (Minimum); 17' (Average)
East (Front):	25'	25′	9' (Minimum); 22' (Average)
West (Rear):	15'	15'	5' (Minimum)
d. Maximum Height	2 Stories or 30' Up to 4 Stories or 56' with "Height Waiver"	2 Stories or 30'	14 Stories or 159'
e. Lot Coverage	No Standard	45%	65%
f. Landscape Standards			
North (Side):	10'/3'	10'/3'	20' (Minimum)
South (Side):	10'/3'	10'/3'	Not Required
East (Front):	25'	25′	7' (Minimum); 15' (Average)
West (Rear):	15'	15'	5' (Minimum)

J. LEGAL DESCRIPTION

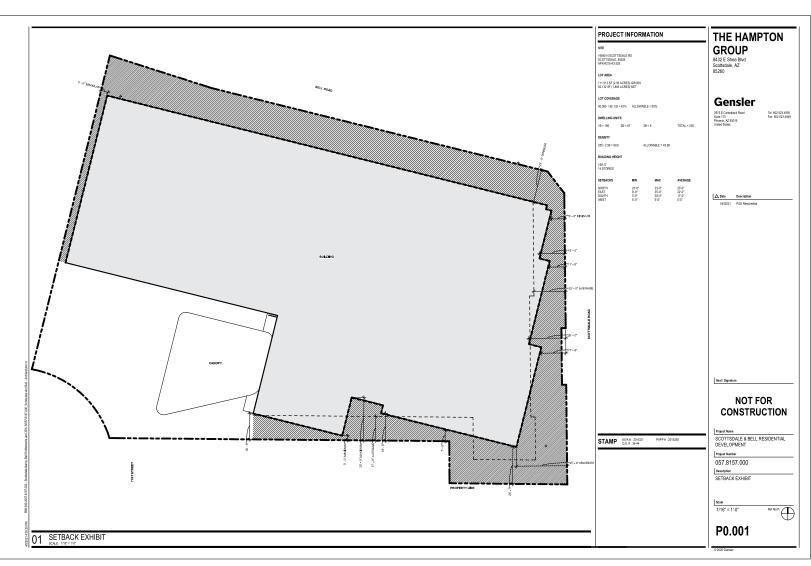
PARCEL "C", AS SHOWN ON THE FINAL PLAT OF PRINCESS CROSSING, RECORDED IN BOOK 445 OF MAPS, PAGE 18 IN THE OFFICE OF THE COUNTY RECORDER OF MARICOPA COUNTY, ARIZONA, LYING WITHIN THE NORTHEAST QUARTER OF SECTION 3, TOWNSHIP 3 NORTH, RANGE 4 EAST, OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA.



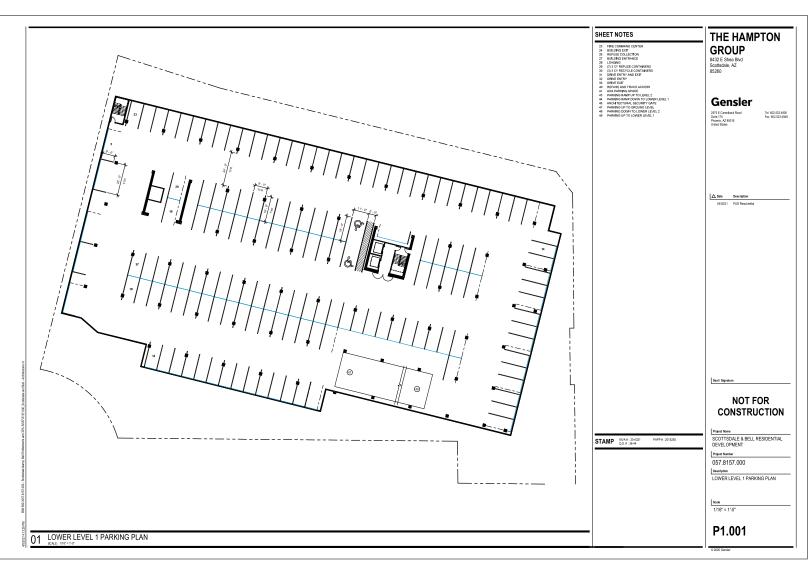
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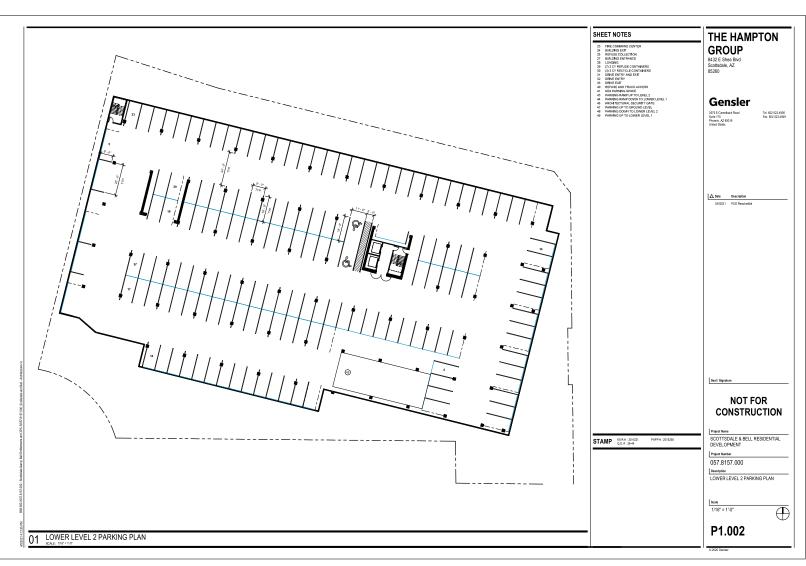
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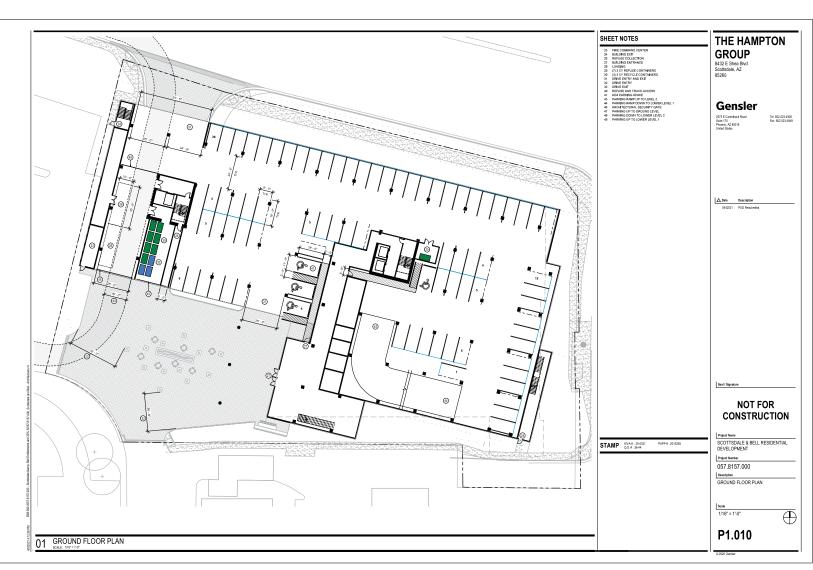
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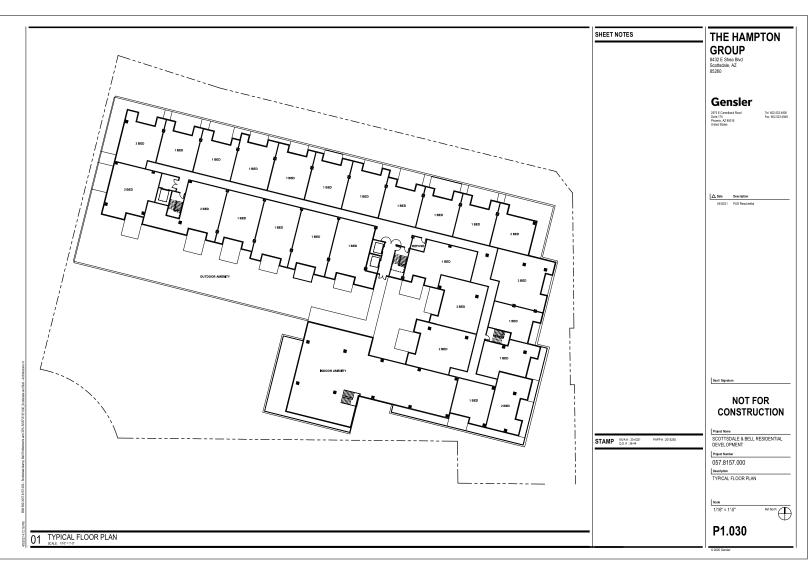
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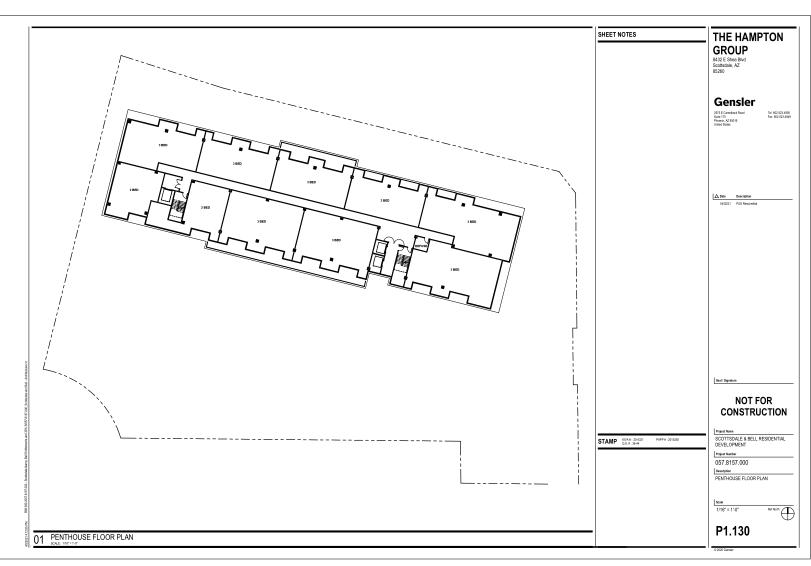
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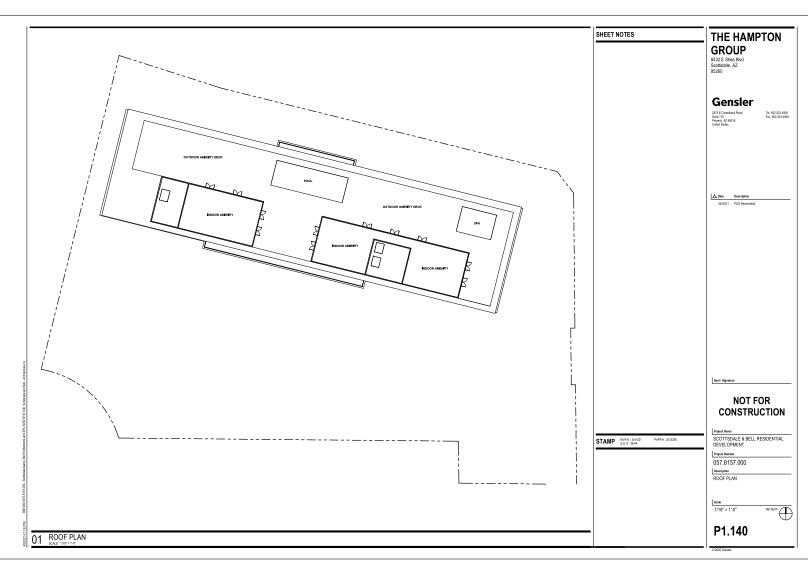
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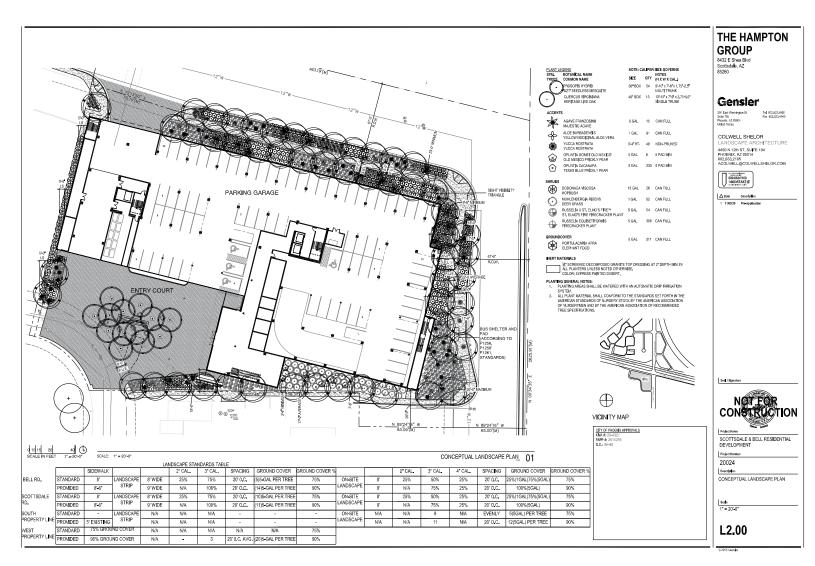
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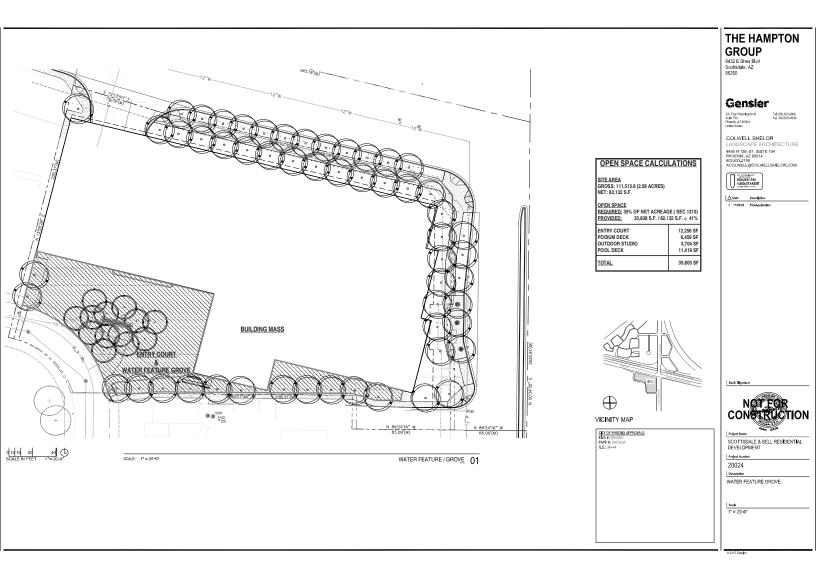
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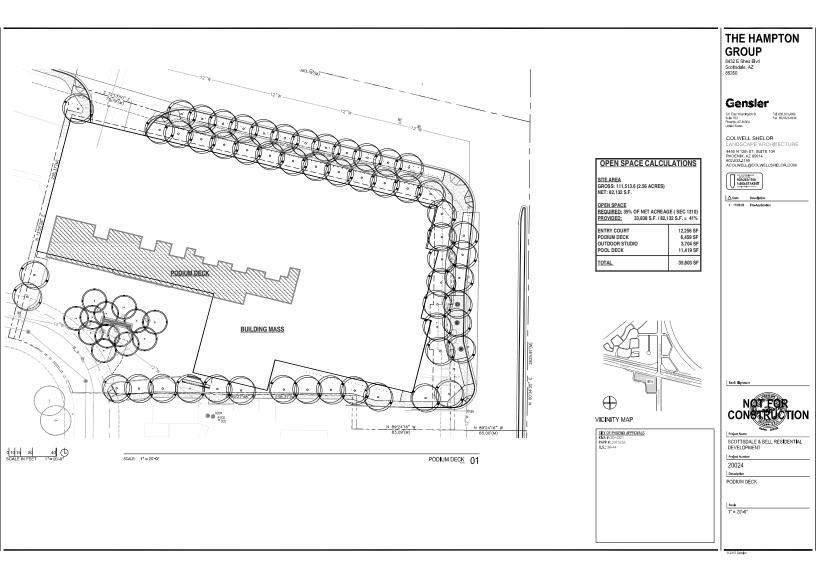


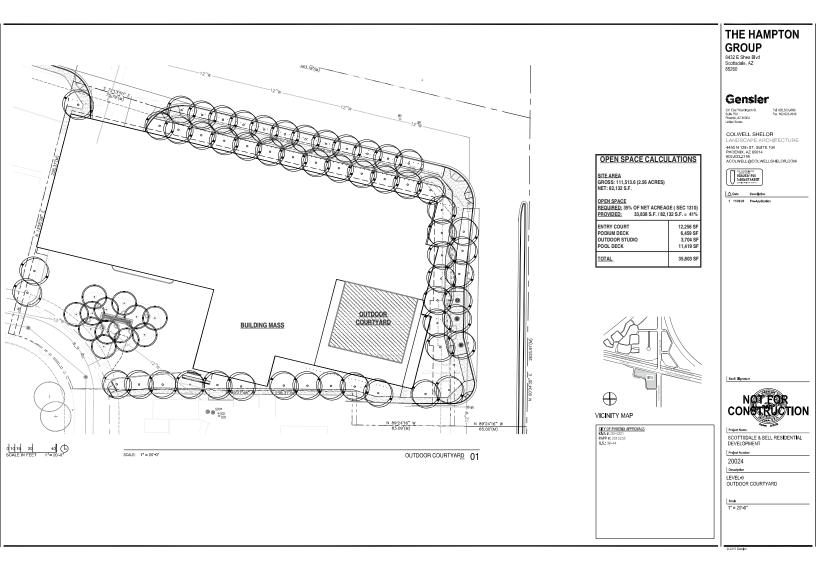
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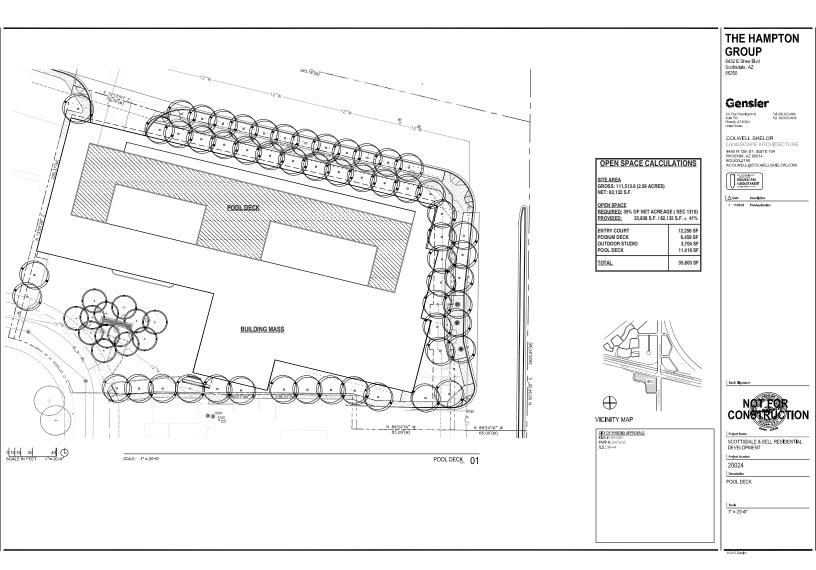


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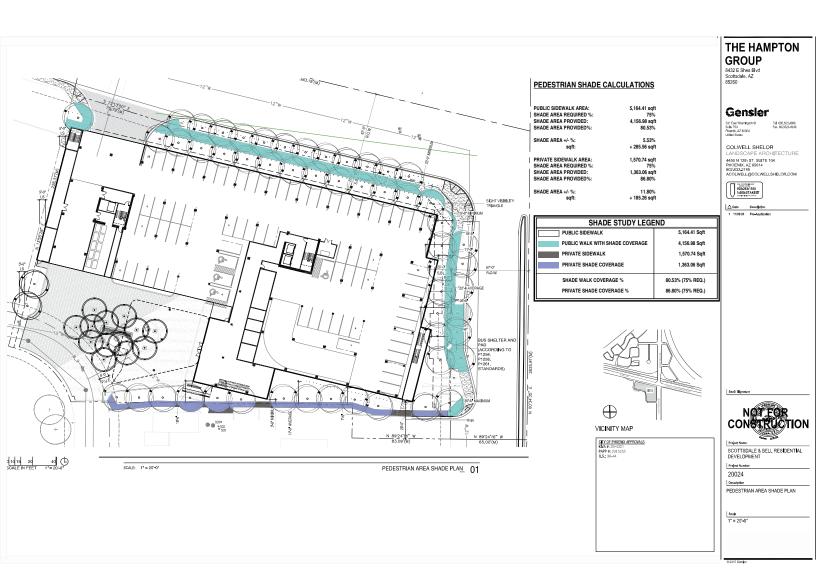








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71ST STREET LOOKING NORTHEAST



CORNER AT SCOTTSDALE ROAD + BELL ROAD LOOKING SOUTH



71ST STREET LOOKING NORTH



SCOTTSDALE ROAD LOOKING WEST

THE HAMPTON GROUP 8432 E Shea Blvd Scottsdale, AZ 85260

Gensler

2575 E Carnelback Road Suite 175 Phoenix, AZ 85016 United States

NOT FOR CONSTRUCTION

STAMP | KDVA#: 204321 Q.S. #: 38-44

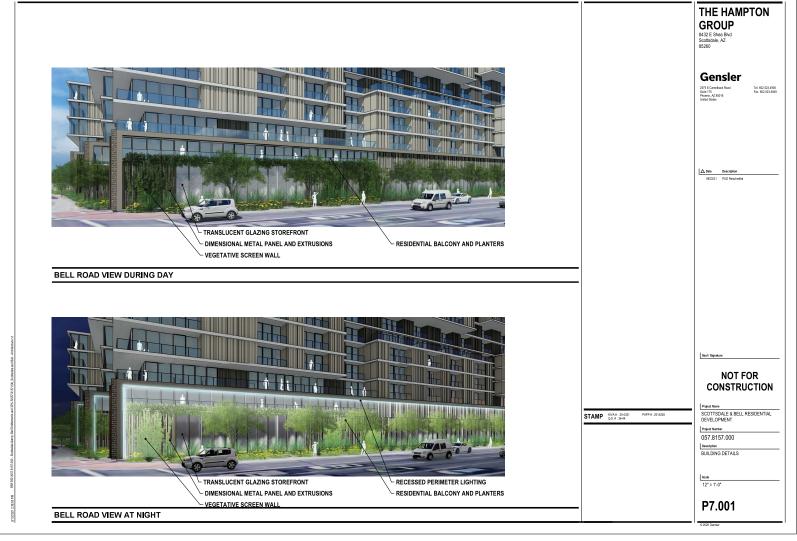
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PERSPECTIVES

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